

Alternate Routes

During the implementation of this experiment, guide signboards will be placed at major detour routes and guide staff will be posted at intersections. Since passing through the Matsushimakaigan area will not be possible, we ask for your cooperation in making detours.

To Rifu ← To Ishinomaki To Shiogama ↔ To Ishinomaki → coming from within Matsushima

(Detour route when coming from Ishinomaki)

<Going towards Shiogama>

- (1) Go to the Sendai-Matsushima Line from the "Atago Intersection" on National Highway 45
- (2) Turn left to the Kogota-Matsushima Line
- (3) Turn right to the Akanuma-Matsushima Line
- (4) Turn left to the Idojiri-Hanaremorri Line
- (5) Merge onto National Highway 45

<Going towards Rifu>

- (1) Go to the Sendai-Matsushima Line from the "Atago Intersection" on National Highway 45

(Detour when coming from Rifu)

<Going towards Ishinomaki>

- (1) Pass through Rifu Road and merge onto National Highway 45 from the Atago Intersection

(Detour when coming from Shiogama)

<Going towards Ishinomaki>

- (1) Go to the Idojiri-Hanaremorri Line from the "Hamada Intersection" on National Highway 45
- (2) Turn right to the Akanuma-Matsushima Line
- (3) Turn left to the Kogota-Matsushima Line
- (4) Turn right to the Sendai-Matsushima Line
- (5) Merge onto National Highway 45 from the "Atago Intersection"

Toll discounts on the Sendai-Matsushima Expressway

Discounted tolls will be available from the Rifu-naka Interchange to the Naruse Oku-Matsushima Interchange.



More details found here



More details found here



Walk around and take in the beauty of Matsushima

Traffic Social Experiment in Matsushima

To further enhance the appeal of Matsushima, one of Japan's three most scenic spots, we will build a safe, secure, and bustling road space.



2023. 10/14^{sat} ~ 10/15^{sun}
10:00 ~ 15:00 Matsushimakaigan Area

Hosting Organization Matsushima Town Traffic Social Experiment Council

The current status and issues of the Matsushimakaigan Area

1 Large Amount of Traffic Passing Through

- Approximately 60% of regular vehicles and 90% of large vehicles passing on Route 45 pass through Matsushima Town.

2 Chronic Traffic Congestion

- On holidays, in addition to vehicles passing through, tourists waiting for parking spaces to become available cause chronic traffic jams.

3 Ensuring the Safety of Tourists and Others

- The traffic congestion has led to rear-end collisions and other accidents, and there is concern that people may get injured.

4 Ensuring Convenience and Comfort for Tourists and Others

- When it is crowded, it is difficult to move around with strollers, wheelchairs, and so on.
- There is a lack of facilities for tourists and senior citizens to sit and rest.

5 Improvement of the Roadside Environment

- There is a desire to reduce the noise and vibrations that are caused by large vehicles passing through.

Our Goals for the Future

1 Improve the Quality of the Landscape and Space Around National Highway 45

- Reduce the amount of traffic passing through and ensure a more scenic environment.
- Reduce traffic, automobile noise, vibration from passing vehicles, etc.

2 Ensuring the Safety and Security of Tourists

- Ensure a safe infrastructure for tourists to utilize and a safe and secure environment for sightseeing.
- Ease traffic congestion and reduce the occurrence of traffic accidents.

3 Improve Convenience for Sightseeing, etc.

- Reduce the time tourists lose due to traffic congestion and increase the time tourists have to do sightseeing.
- Improve secondary transportation methods to facilitate smooth travel and increase convenience for tourists.

4 Creating Liveliness through Effective Use of Road Space

- Promote retention of tourists through the use of road space.
- The road space will be utilized to create a lively atmosphere for relaxing, holding events, and other activities.

5 Carbon Neutral Initiatives

- Work to reduce CO2 emissions as a sustainable tourist destination.

6 Ensuring Accessibility

- We will create an environment that is accessible to the elderly and people with disabilities.

Matsushima Town Traffic Social Experiment Council

For Inquiries about the Traffic Social Experiment

Road Planning Division, Public Works Department, Miyagi Prefectural Government
TEL: 022-211-3162 FAX: 022-211-3198
E-mail: roadkt@pref.miyagi.lg.jp

For Inquiries about the Event/Shuttle Bus

Construction Division, Matsushima Town Government
TEL: 022-354-5715 FAX: 022-353-2041
E-mail: kensetsu@town.matsushima.miyagi.jp

The Purpose and Details of the Traffic Social Experiment

Purpose

To reduce chronic traffic congestion and reduce the influx of large vehicles, create a better roadside environment and ensure safe and comfortable passage for tourists and pedestrians as well as a place for them to relax, and create a road space suitable for Matsushima as a tourist destination, we shall conduct the traffic social experiment, then analyze the effects and challenges of this

Date and Time

2023 **Saturday, October 14 – Sunday, October 15 For 2 Days**
10:00~15:00(Each Day)

Details of Implementation

1 Restriction of Traffic on National Highway 45

● Restricted sections for large vehicles (700m)

[The section where the passage of large vehicles is restricted.]

Matsushimakaigan Station Intersection - Matsushima Park Parking Lot No. 1 Intersection

Of the above sections

● All Vehicles Restricted Section (250m)

[Operation of all vehicles is restricted in this section (except emergency vehicles)]

Matsushima Kaigan Rest House - Matsushima Park Parking Lot No. 1 Intersection

● Vehicle Traffic Control Section (450m)

[Operation of vehicles is restricted in this section]

Matsushimakaigan Station Intersection - Matsushima Kaigan Rest House

2 Hosting Fun Events

In addition to the road space (in the restricted traffic section) and the Central Plaza, events will be held at the new "Green Plaza," creating a lively atmosphere in the Matsushima tourist area.

3 Discounts for tolls on the Sendai-Matsushima Expressway

Toll discounts will be offered on the Sendai-Matsushima Expressway, which runs parallel to Route 45, to encourage vehicles passing near the Matsushima coast to switch to this road and ensure the smooth flow of traffic.

4 Improved Convenience and ease of access

Green Slow Mobility vehicles and shuttle buses will improve ease of access and the Miyagitabi Map will help disperse some of the congestion.

2 Hosting Fun Events

- We will decorate the streets with kimono patterns to express our wish for a sustainable future.
- The street will be closed to traffic, creating a bustling space for pedestrians.
- In addition to the road space, the Central Plaza and Green Plaza will be used, and various events will be held.

1 Creating a Lively Atmosphere Pedestrian Paradise Road



Musicals, Dinosaur Walk, Road Decorations
Kimono Event, Kanata Hongo's Talk Show

2 Sharing Miyagi's Charm and Interacting with People Green Plaza

Local government PR booths,
Vendor booths, Bubble Tents,
Bouncy House,
Electric wheelchair experience,
Car exhibition,
Janken (rock-paper-scissors) tournament with Musubimaru



3 A tranquil space Central Plaza

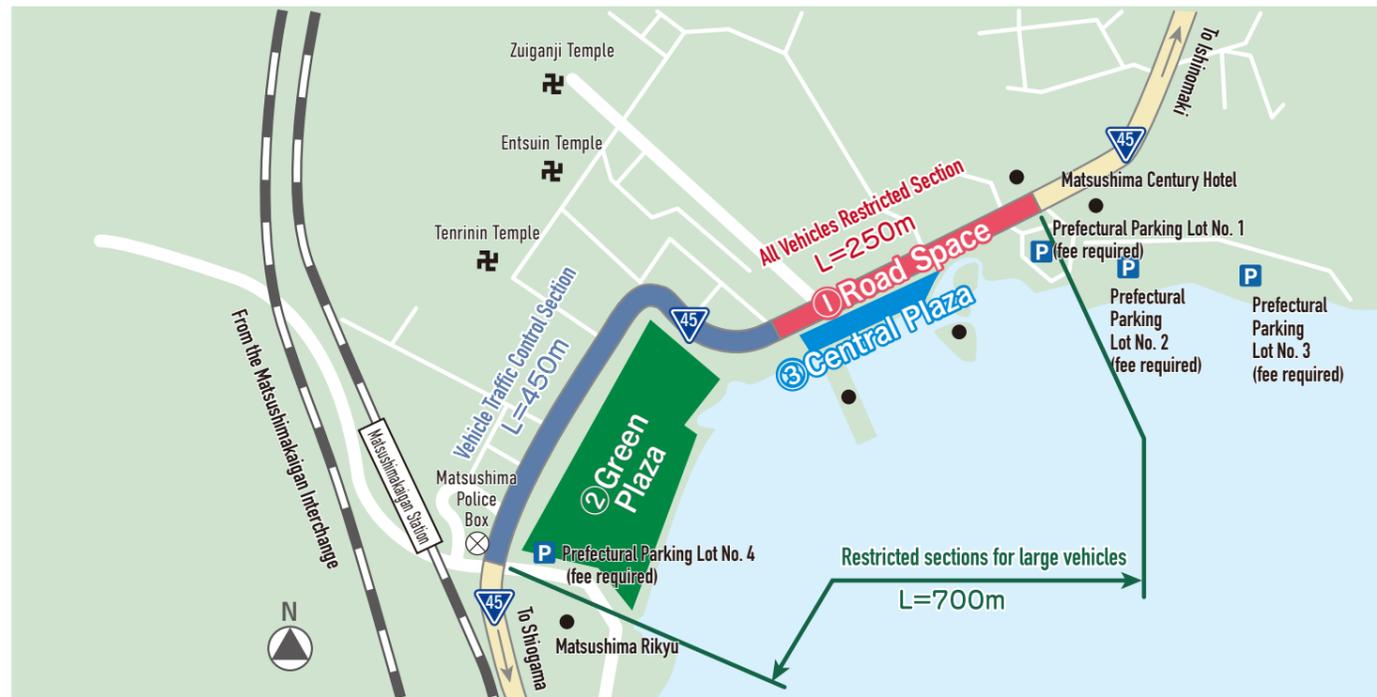
Area for relaxing,
Open café and playground equipment,
Fireworks (from 19:00)



Photo courtesy of Matsushima Tourist Association

1 Restrictions on Traffic on National Road 45

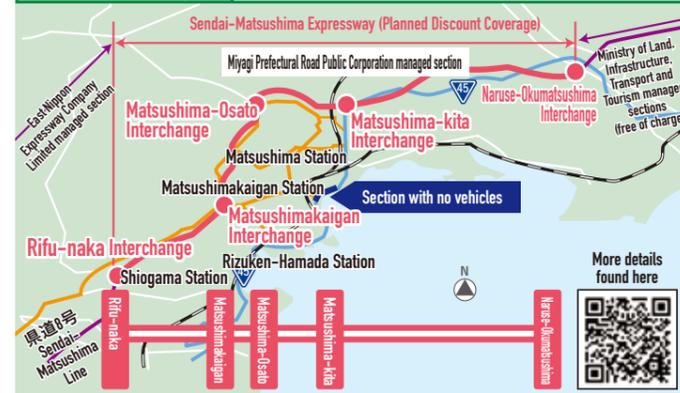
By eliminating chronic traffic congestion and suppressing the influx of large vehicles, we will create a better roadside environment and ensure safe and comfortable passage for tourists and pedestrians as well as a place for them relax. Traffic restrictions will be enforced from 10:00~15:00.



3 Discounts for tolls on the Sendai-Matsushima Expressway

Details of the discounts for tolls on the Sendai-Matsushima Expressway

■ Period of Eligibility	October 7th (Saturday) through October 15th (Sunday)
■ Time period covered	From 9:05AM until 4:55PM
■ Discount rate	about 30%
■ Vehicles eligible for discount	All
■ Applicable sections	Rifu-naka IC - Naruse-Okumatsushima IC
■ Accepted Payment Methods	ETC only
■ Note	Discount only applies to entry/exit in the above-mentioned sections



4 Improved convenience and ease of access

- Implementation of shuttle buses
- Operation of green slow-mobility vehicles, which move at speeds of less than 20 km/h and can be driven on public roads



【What is Green Slow Mobility?】

A small-scale transportation service that utilizes electric vehicles that can travel on public roads at speeds of less than 20 km/h.

【Characteristics of Green Slow Mobility】

- 1 Green - An environmentally-friendly transportation service utilizing electric vehicles
- 2 Slow - Suitable for enjoying the scenery and riding along residential roads, and reducing the occurrences of serious accidents
- 3 Additionally, when compared to vehicles with the same capacity, it is smaller and more open, so it is easier to get in and out.



Sensors and AI cameras will be installed in tourist facilities and parking lots in Matsushima to transmit information on traffic congestion.

*Information on traffic congestion at tourist facilities and the operation of green slow-mobility and shuttle buses will be provided when it is ready.

Please use the Miyagitabi Map to check the status of traffic congestion.

