



Shimo-kitazawa Shopping Street



Kitazawa

北沢

The Kitazawa district is a convenient center of urban life, featuring many different shops and easy access.

While serving as a cultural center, with theater and musical entertainment offerings, it also offers several forms of traditional culture.



2

5





2 / 5 Kitazawa



Hanegi Park



Setagaya
Now
&
Then

Shimo-kitazawa Shopping District

This photo was taken from around 32 Kitazawa 2-Chome looking towards Shimo-kitazawa Station.

Shimo-kitazawa has long been a popular shopping district, and is continuing to develop and grow. Today, visitors will see row upon row of buildings here, and an area bustling with young people.

2017



Now

1950



Then

Character

Plumy

Since plum petals look like cat paws, he has been adopted as a cat character. The kids of Umegaoka named the character



Plumy. In the shopping street, members of the local merchants' association created a Plumy sticker to place at their entrances. These are part of the "Safe and Secure" movement to protect children in emergencies. The members conduct enlightening activities through the local monthly newsletters.