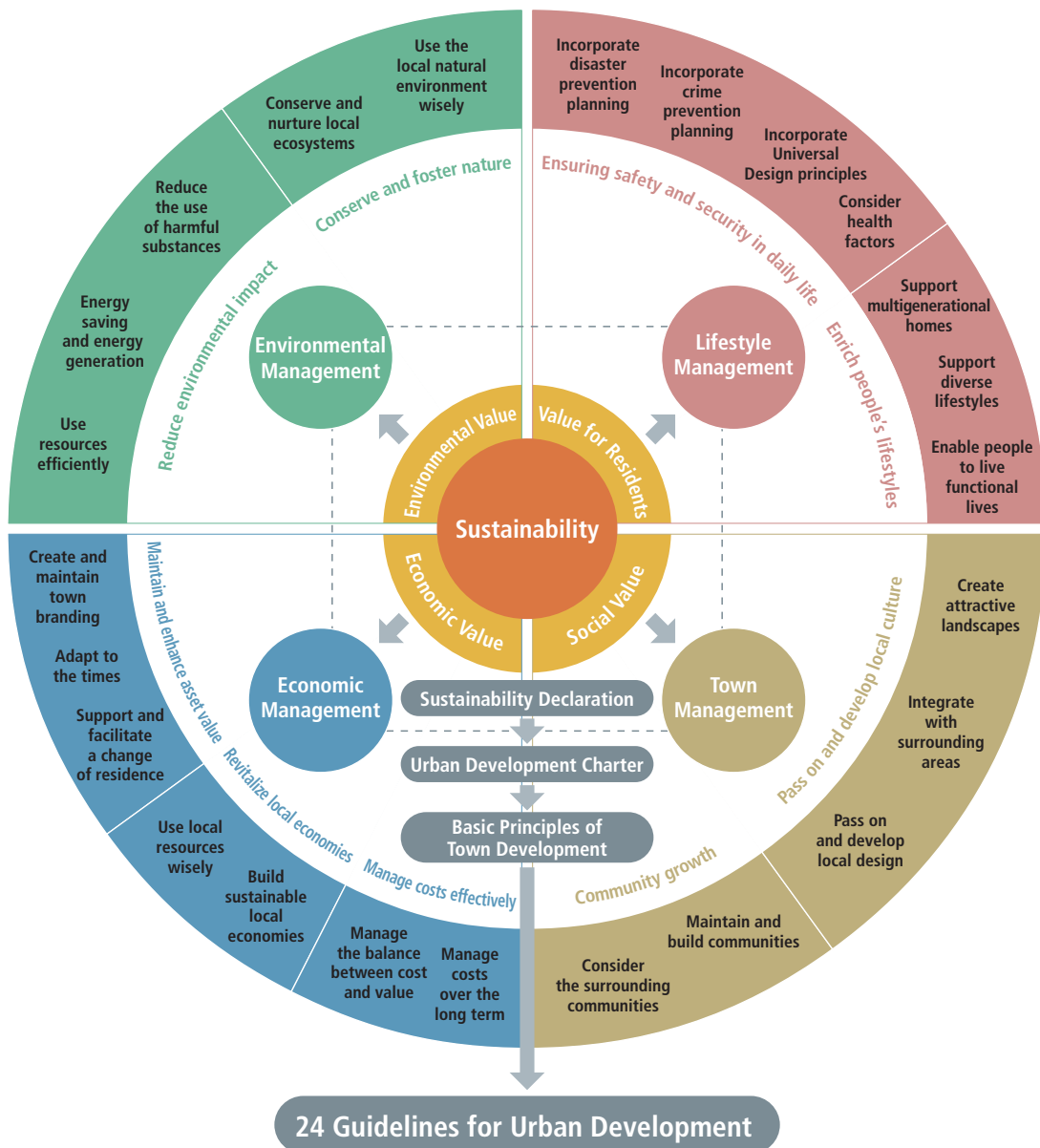


Urban Development Charter

In 2005, we developed the Urban Development Charter to fulfill our responsibility as a housing manufacturer for the future. This charter summarizes once again the range of expertise we have cultivated as part of our urban development initiatives that adhere to the concept of sustainability. Based on our four types of value (environmental, economic, social, and value for residents), we have adopted four perspectives: environmental management, economic management, town management, and lifestyle management. We are continuing to promote urban development, while considering our Basic Urban Development Policy and 24 specific guidelines.

Urban Development Charter

**Our sincere wish is to preserve nature and the environment,
while nurturing the local culture and community,
helping to revitalize local economies while protecting the asset value of neighborhoods,
so that people are able to live comfortably and securely.
As a socially responsible corporate citizen,
Sekisui House is committed to helping create
a sustainable society through housing development,
based on the belief that the living environment of homes and
towns is an important foundation for people's lives.**



Four Types of Management	24 Guidelines	Explanation
Lifestyle Management	Incorporate disaster prevention planning	Create towns that are resilient during disasters, such as fires, storms, floods, and earthquakes.
	Incorporate crime prevention planning	Improve community security by keeping away would-be criminals, preventing loitering, improving self-protection, etc.
	Incorporate universal design principles	Develop an infrastructure that is easy for everyone to live in, regardless of age or individual differences, from children to the elderly.
	Consider health factors	Eliminate factors that negatively affect people's health and create an environment where people can live soundly, both physically and mentally.
	Support multigenerational homes	Help create towns where people of different ages can live together, without a strong bias for any generation.
	Support diverse lifestyles	Strive to develop towns where people with diverse lifestyles live in a single local community.
	Enable people to live functional lives	Ensure the functionality of daily life by improving the transportation infrastructure and facilities that support livability.
Town Management	Create attractive landscapes	Create beautiful cityscapes based on design concepts.
	Integrate with surrounding areas	Maintain a good living environment in the surrounding area and promote affinity.
	Pass on and develop local design	Foster the local culture by passing on distinctive local history, designs, and materials.
	Maintain and build communities	Create spaces that are the heart of the community and support the creation of systems for encouraging independent activities based on community participation.
	Consider the surrounding communities	Promote interaction with the surrounding community by opening community facilities and participating in events.
Economic Management	Manage costs over the long term	Create plans and systems that make maintenance and management easy, after considering the long-term cost balance
	Manage the balance between cost and value	Determine the balance between initial investment and creating added value.
	Build sustainable local economies	Leverage local services and industries to help revitalize local economies.
	Use local resources wisely	Use resources from the surrounding area as architectural and exterior materials.
	Support and facilitate a change of residence	Develop mechanisms and programs for easier changing of residences to accommodate residents' life stages.
	Adapt to the times	Develop mechanisms aligned with trends of the times, such as introducing state-of-the-art technologies that can flexibly adapt to a new era.
	Create and maintain town branding	Create towns that mature with time and where residents feel they belong, in that way establishing the town's character and brand.

Four Types of Management	24 Guidelines	Explanation
Environmental Management	Use resources efficiently	Promote the 3Rs and use renewable resources to promote resource recycling. 3Rs (reduce, reuse, recycle)
	Energy saving and energy generation	Reduce regional energy consumption and use natural and untapped energy sources.
	Reduce the use of harmful substances	Prevent air, water, and soil from being polluted by harmful substances.
	Conserve and nurture local ecosystems	Preserve and nurture habitats in the local region for the diversity of species.
	Use the local natural environment wisely	Make use of local natural resources, such as the sunlight, wind, and water.