

Shopping

- 59. RoPa (outdoor, American casual)
- 60. Bitter & Sucre (select shop)
- 61. Mitsu Utsuwa (tableware, lighting)
- 62. Kōbō Kuu~Kuu~ (healing crystals, variety goods)
- 63. Reterra (bag repair & production)
- 64. mokumoku (handmade clothes & production)
- 65-68. Old hamada clinic (sundries & accessory etc.)
- 69. Kite (hand-sewn clothing, handmade variety goods)
- 70. Chapo de la musica (world goods)

Pick up

New Shops Featuring Old Architecture

Assistance from the Mitsuama Machiya Bank has led to the emergence of some new shops. RoPa, which deals mainly with outdoor and American casual brands, is located in a historic building built over 100 years ago that once housed the Mitsuama Bank's vault.

Bitter & Sucre, which deals in imported variety goods, also features a chic renovation utilizing the earthen doma floorspace of its building's traditional machiya townhouse architecture. More and more spots are popping up where visitors can enjoy shopping while getting a sense of the historic surroundings.



RoPa



Bitter & Sucre

Historical spot

71. Mitsu no Watashi (water shuttle)



This free shuttle service connects Mitsu and Minatoyama across the harbor situated at the mouth of the Miyamae River. Crossings take about 2 minutes. As a part of the municipal road system, the service operates from 7am until 7pm with no holidays. Its origins date far into the past, thought to

be around 1467 when Michiharu Kōno built the castle in Minatoyama. Getting off the train at Minatoyama Station and crossing to Mitsu on the shuttle is a route popular with tourists.

72. Mori House (Taimeshi Senmon Taiya sea bream cuisine)



The main part of the Mori House with its exterior featuring distinctive copper plating was built in 1929. Due to its rarity and state of preservation it has been registered with the Agency for Cultural Affairs as a tangible cultural property. An eatery specializing in taimeshi sea bream rice is now open there serving a limit of 30 servings of the dish per day. Also the second floor of the property has Mitsu historical materials on display, including haiku-related items, that can be viewed for ¥200.

Mitsu History

Mitsu, located in Ehime Prefecture's city of Matsuyama, is a port town looking out on the Setouchi Inland Sea. In the era of feudal government, the Matsuyama Clan's Ofunate (Marshal of Ships) was installed here, and foundations for further development were laid as the site saw use as a clan port for making traversals for the sankin kōtai system of alternate residence duty. Flourishing considerably as a naval position and commercial zone from the Meiji through the early Shōwa eras, the town had a number of movie theaters, playhouses, licensed quarters and even a horse race course. This onetime prosperity came to be lost with the passage of time, yet thanks to the town's avoidance of war damage, there still remain many historic sites of old minka residences telling of the town's prosperity of yore.



Mitsu pre-war



Mitsu today

Old Minka & Vacant Houses

Many of the old minka residences that remain in the Mitsu district have unfortunately fallen out of use and been abandoned. With a lack of clarity about ownership for some of them, some properties are falling into decay more and more by the year. In 2013 the "Mitsuama Machiya Bank" was founded with the aims of preventing the loss of such historic buildings and making them into cultural assets to summon a new period of prosperity. Mitsuama Machiya Bank surveys vacant residences in the Mitsu district and provides a service to match potential new residents with the properties' owners. Please feel free to make contact if this sounds of interest. Some information about properties is listed on the website below as well.



Mitsuama Machiya Bank



2-13-29 Mitsu, Matsuyama-shi, Ehime
Hours of operation: 10:00 - 17:00
Closed: Wednesday & Thursday
Contact: 080-4154-3696
Mail: kontakut@mitsuhamaru.com
URL: www.mitsuhamaru.com



Mitsu Walking Map



Gourmet

Izakaya Bars - Eateries - Bentō Boxes

- | | |
|-------------------------|-----------------------------|
| 1. Izakaya Tetsuya | 7. Ibuki |
| 2. Tōsenbō | 8. Oshokujji-dokoro Fujioka |
| 3. Ajidokoro Itosan | 9. Momoya (bentō boxes) |
| (serving Mitsuhamayaki) | 10. Mimi (bentō boxes) |
| 4. Gochisōya Akatonbo | 11. Nabeyaki Udon Takara |
| 5. Tsukiyo no Tanuki | 13. Sumire |
| 6. Ajidokoro Okaru | 14. Nadamaru |

Mitsuhamayaki - Takoyaki

- | | |
|-----------------------------|----------------------------|
| 15. Hiyoko | 21. Okonomiyaki Micchan |
| 16. Miyoshi - Ekimae Branch | 22. Miyoshi - Mitsu Branch |
| 17. Kosumosu | 23. Aipuro no Takochan |
| 18. Nasu | 24. Takoyaki Matsubara |
| 19. Okonomiyaki Hinode | 25. Mayutako |
| 20. Tonton | |

Pick up

Local Gourmet Mitsuhamayaki



Mitsu-style soul food with roots in Taishō-period issen yōshoku (Western-style 1-sen (1/100 of a yen) food.) There are over 20 establishments that serve the dish in this limited area. Though they feature subtle distinctions between them, Mitsuhamayaki served folded in half-moon shapes with soba

or udon in the middle characterize the basic style. Using flat spatulas called kote rather than chopsticks to eat them is standard for locals.

Noodles - Sushi - Broiled Foods - Skewers

- | | |
|-----------------------|----------------------|
| 27. Odoru Udon Nagaki | 32. Marui |
| 28. Tsukemen Manaka | 33. Yakitori Yoshiya |
| 29. Takamiya Shokudō | 34. Nanto Sushi |
| 30. Yakiniku Ōyama | 35. Jinanbō Sushi |
| 31. Misono | 37. Gyōza Nobu |

Production Facilities

- 38. Endō Miso & Soy Sauce Factory
- 39. Murayou (KK) Headquarters (soy sauce, miso)
- 40. Maruki Soy Sauce Brewery
- 41. Neriya Shōsetsu (jakoten fried fish patties & chikuwa fish cakes)
- 42. Hamaguchi Kamaboko fish cake shop
- 43. Horimoto Kamaboko fish cake (Ltd.)
- 44. Tanaka Seimenjo (noodle)
- 45. Yamamoto Shōten (katsubushi bonito flakes)
- 46. Tanakaya K.K. (soy sauce & miso)

Restaurants - Cafés - Sweets Shops - Bakeries

- | | |
|---|--------------------------------------|
| 48. FLOR | 54. Natural dining room |
| 49. Bistro St. Jacques | Vegetable |
| 50. RESTAURANT AKARI | 55. N's Kitchen**&Labo |
| 51. Fūgetudō (j. cakes) - Iyotetsu Mitsu Station Branch | 56. Slow Aging Café Yūkichi |
| 52. Shima no Mono Café Tanakado | 57. Tohcara |
| 53. Remonrō | 58. Meruhen Yōgashi-ten (pâtisserie) |



- ...Mitsuhamayaki eatery
- ...Old minka residence
- ...Miso/soy sauce shop
- ...Sign with town-walking directions

City-run water shuttle connecting Mitsu & Minatoyama. A part of the municipal road system, it runs year-round without holidays. 500 years on, an indispensable mode of transport still today.

The former Susaki-chō, where the Kimura-tei Residence is located, is one of the oldest towns in Mitsu with its approx. 300-yr history. A café in an old minka residence built over 130 years ago is open here on 2nd & 4th Saturdays only.

Where the "Hatsuhatsu-en" was located, which Masaoka Shiki would visit whenever he returned home while he was a student in Tōkyō. He is said to have held new years' & poetry readings as well as to have viewed the mid-autumn harvest moon here.

Mr. Semura Chairman of the Mitsuhamaru District Joint Council for Town Planning
He always gives his utmost to support this town. The blue shirt is a trademark of his.

Many shipyards can be seen across the water in Minatoyama. The Kadota Shipyard's dry dock with its stonework, built in the Meiji era, is still in active use.

Originally installed on the armored cruiser Asama, which was purchased from the UK just before the Russo-Japanese War, and relocated here post-war.



Communication in between teppan grills is another of Mitsuhamayaki's appeals.

Ferry line connecting to Yamaguchi Prefecture & Nakajima.

Mitsuhamaru-kō Port Ferry Landing

Matsuyama Fisheries Wholesale Market

In front of the ferry landing is a stone monument engraved with a haiku of Masaoka Shiki's, "Jūichi-nin / hitori ni narite / aki no kure (Eleven people / have now become one alone / this autumn evening)

Historic townscapes preserving vestiges of the once-flourishing port town live on still. There are many sites that have appeared as locations in TV dramas & movies as well.

The Mitsu Morning Market dates back to 1467. The fish market with the donut-shaped circular roof was constructed in the Meiji era and developed into one of the foremost large fish markets in the Kansai region.



The Mitsuhamaru Fireworks Festival, one of the largest fireworks displays in Shikoku. Held on the first Sunday in August every year. Around 210,000 visitors come from inside and outside the prefecture. Website: <http://www.mitsuhamaru.net/hanabi>

Sand art performer from Mitsu, Yūko Tamura. She depicts the Setouchi Inland Sea where she grew up with sand drawings. Look for her "Long winds ago" on YouTube.

Mitsu has featured thriving soy sauce and miso production since long in the past. Not only was it a port town, but with salt pans in operation until the Meiji era it had geographical advantages as well. There are 4 producers continuing still today where the pleasant aroma of soy sauce wafts by when you pass them.

Tsuji Ido Well

Appearing even on old maps from over about 300 years ago, it was used as a source of drinking water for townspeople until 1929.

Tanakado's General A man conscious of the island and of the world. His great coffee and anecdotes are always something to look forward to.

Shima no Mono Café Tanakado

Film projector on display here.

Mr. Fujioka Head of the Mitsuhamaru Retro-kan If you'd like to know about Mitsu history, try asking Mr. Fujioka.

Sumiyoshi Shrine

Along with the Matsuyama-shi Station, the 1st rail station established in Shikoku

In 1895, Natsume Sōseki boarded a train at Mitsu Station.
A matchbox-like train.

Yōhei Sasaki Head of atelier coco Welcome to the make-what-you-like workshop.

Iyo Bank - Mitsuhamaru Branch

To JR Mitsuhamaru Station

Murayou Honten (miso, soy sauce)

Mitsuhamaru Shopping Passage

Mitsuhamaru Retro

Vanishi Senka Young (mens wear)

atelier coco

Iyo Railway Mitsu Station

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