100 Years of Sustainable Community Development in Central Tokyo:

Marunouchi
Sustainable CBD Development through PPP in the Tokyo Station Area

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Redevelopment to Maximize Station Hub Potentials

Creation of Attractive Place for Vast People, by using advantage of Proximity to the Public Transportation
Origin & Characteristics of Tokyo Central Station
founded 1914

Not a Terminal
Built to be
The Hub Station on the Loop!

The Central Station for the Emperor

High Speed High Line & Loop Line
The Public Transportation Hub:

Creation of Layers, Network of Railways & Subways

21 Railways & Subways

- Marunouchi Line
- Hibiya Line
- Chiyoda Line
- Mita Line
- Yurakucho Line
- Tozai Line
- Hanzomon Line
- JR Lines
Access to International Airport / Bullet Train

**Haneda Airport:**
- 80 min
- 80 min

**Roppongi:**
- 50 min
- 45 min

**Shibuya:***
- 30 ⇒ 25 min

**New Tokyo Station**
- 2 hours to Kyoto

Direct New Line between 2 Airport, Narita & Haneda is now planning by MLIT (This will save 15 minutes)
New Station is expected to be built deep underground level.
Various Trains & Subways at the Tokyo Station

Shinkansen (Bullet Train)

Local Train

Narita Airport Express

Subway Lines
Transformation to Create Diversity: Since 1998
From Central Business District
To Amenity Business Core

Open
Open to the World
Open to Every Business
Open to Every People

Interactive
Valuable Meeting Place

GROWing Marunouchi

Network
Urban Infrastructure
Flow of the People

Redevelopment is a chance to Reconstruct Property Values
Solely functional Business Center to ...
Vibrant Multifunctional Placemaking

New Building on Hub (Large Retail Floor)
Non-Office 26%
Office 3%

Before New

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<table>
<thead>
<tr>
<th>Time</th>
<th>Before Simply CBD</th>
<th>After Diversified CBD</th>
<th>A Day in Marunouchi</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00</td>
<td>Office Hours</td>
<td>Networking Learning</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Office Hours</td>
<td>Office Hours</td>
<td>Shopping</td>
</tr>
<tr>
<td>12:00</td>
<td>Lunch</td>
<td>Office Hours</td>
<td>Sight-seeing</td>
</tr>
<tr>
<td>13:00</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch Teatime</td>
</tr>
<tr>
<td>18:00</td>
<td>Office Hours</td>
<td>Networking Learning</td>
<td>Private Dinner</td>
</tr>
<tr>
<td></td>
<td>Business Dinner</td>
<td>Private Dinner</td>
<td>Dinner Drinking</td>
</tr>
<tr>
<td></td>
<td>Go Somewhere else</td>
<td></td>
<td>Dinner</td>
</tr>
<tr>
<td>24:00</td>
<td>Last Train</td>
<td>Private Time</td>
<td>Various People</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Come &amp; Go, Cross &amp; Merge That Creates Vibrancy!</td>
</tr>
</tbody>
</table>

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“Diversity” Attracts & Magnetize Various People

2002
Simply CBD

2010
Diversified CBD

Weekday
Saturday
Sunday

81,000
67,800
62,300

visitors/day

La Folle Journée au Japon
Classical Music Festival

Tokyo Michiterasu
Winter Festival of Light

427,000 visitors (2015) 3days
1,710,000 visitors (2014) 5days
1. Shared Visions & Areal Master Plan
   Ensure & Realize long-term efforts to reach IDEAL

2. Pedestrian Network … Street Level
   Make it Fun to Walk & Flow, from Station to Station

3. Pedestrian Network … Under Ground Level
   Create layers to connect Railways, Subways & Bldgs

4. Shops & Boutiques / Restaurants

5. Landscaping / Arts & Cultures / Café
   Attract People, let them Stay, Flow and Come Back
6. Bicycle Parking & Community Bicycle
   Support to move around neighborhood areas

7. Hotels / Halls & Convention, Exhibition Center
   Vast People from Wide Area gathers at Station Hub

8. Tourist Information Center / Signage
   International Station Hub needs to be Friendly & Kind

9. Open Spaces for Events … Anyone can join
   Atrium, Public Spaces & Station Front are the Stages

10. Area Management for Safe & Comfort
    Safe, Clean & Eco are the Qualities to be Loved
Unprecedented Public-Private Partnerships

Public & Private Sector Advisory Committee on Area Development (1996)

+ Tokyo Metropolitan Government
+ Chiyoda City
+ East Japan Railway

Redevelopment Project Council (1988)

Started with 59 Private Landlords & Chiyoda City (now 68 PL & 21 Associates)

Area Management Association (2002)
Nonprofit Organization

Association for Creating Sustainability in Development (2007)

City Planning Guidelines (2000)

PPP Agreement
Development Master Plan

Environmental Considerations

Future Vision
Development Method
Development Local Rules

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Layers of Function
The City Planning Guidelines

Districts

Streets

Stations

2014
5th Edition

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Pedestrian Network Master Plan  Street Level

Tokyo Station
Pedestrian Network Master Plan  Underground Level

Tokyo Station
Improvement of **Underground Pedestrian Network**
As a part of Contribution on Redevelopment Project

1950

2000

Now
Creation of **Vibrancy & Income** for Management

**Advertisements on Walls & Column**

**Retail Store alongside Passage (Run by Subway Company)**

**Events & Fairs (Farmer’s Market)**

**Exhibitions (Art Award)**
Achievement of Phase I  (The First Decade)

¥500 billion Investment  (US$5 billion)

6 New Buildings, Renovations & Pedestrian Network

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Achievement of the First Decade
Establishing the New Retail Area

- 60 New Retailers on Main Street since 2000
- Mitsubishi Estate investment of ¥3 billion

“2 Cores in 1 Mall”

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</thead>
<tbody>
<tr>
<td>Number of Retailers</td>
<td>280</td>
<td>430</td>
<td>480</td>
<td>590</td>
<td>740 [Now 900]</td>
</tr>
<tr>
<td>Total Area (tsubo)</td>
<td>12,000</td>
<td>17,800</td>
<td>22,000</td>
<td>26,500</td>
<td>31,300 [Now 35,000]</td>
</tr>
</tbody>
</table>
Street Improvements

Marunouchi Naka-dori
The main street in 1964
Marunouchi Naka-dori
The main street in 2013

“Urban Living Room” not for passing, Place to Stay
Public Road [Chiyoda City]

Minimum 4.5m for sidewalk

6m Setback [District Plan]

Private Property [Project Site]
Various Seasonal Events

Organized by Local Area Management

Street Gardening Show  La Folle Journée au Japon  Arts Festival

Illuminated Streets  Street Performers  The Pink Ribbon
Local Vehicles around Tokyo Station

Areal Free Electric Shuttle Bus
(Arriving every 15 minutes)

Community Bicycle
(Run by Chiyoda Ward)

Double Decker Sky Bus
(Tour Bus around Palace)
Balancing Contributions & Deregulations

Adopting “FAR Transfer System” to earn restoration costs

Tokyo Station

Post War: Temporary Mended Roof

2012: Restoration to the Original

Win-Win Structure for Both Public & Private FAR Seller & Buyer

Preservation & Restoration

Floor Area Ratio Transfer System

Original 1914
Safety + Resilience + Business Continuity

Disaster Prevention
New Buildings can continue stay safe at any level of the Earthquake

Mutual Aid Association at disaster

Flood Prevention Plate

Drills for Rescue

Seismic Damping Devices

Emergency Food & Supplies

Emergency Pumping Facility

Emergency Power Generator

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On the Day of Great East Japan Earthquake
(2011.3.11)

Marunouchi is ...
- Not a Place to Evacuate
- A Place Escape into

The Area provides ...
- Latest Information & News
- Stock of Emergency Food & Water
- Thermal Sheet & Blanket
- Space to take a rest at Underground Passage
Interaction on Public Open Spaces

Temporary Event
Alfresco Café on the Street

Projection Mapping on Station Building
Street Performance at Station Front
Improvement Plan for the Tokyo Station Square

Expected images at the completion 2017

* From the website of the East Japan Railway Company
Area Management is needed via Deregulations

- Buildings
- Roads & Sidewalk
- Traffic
- Health Inspection
- Landscaping
- Cleaning & Sweeping
- Advertisement Income
- Project Feasibility
Keys to create Active TOD Placemaking

Make it Useful, Comfort, Safety & Fun!

Draw Connected Layers on Stations
Share TOD Master Plan with Public Transportations & Local Government

Connect Stations by Infrastructure
Improve Public Passage through Redevelopment, Connect Massive Network

Let Vast People flow between Stations
Let People Come in & Gather, Come out from Buildings, Flow around

Create Fun, Magnetize People
Magnetize & Attract Various People to visit, Let the Area Management work

Innovate Station Hub Development
For the Best Practice & Unprecedented TOD Placemaking via PPP
Moreover to Maximize **TOD Placemaking Values**
**Synergic Co-Creation with Adjacent Areas**

... Extend, Expand and **stay Connected**
Sustainable & Infinite with Tokyo Station

Marunouchi
THE HEART OF TOKYO

三菱地所を見に行こう。