

# OTEMACHI MARUNOUCHI YURAKUCHO DISTRICT REDEVELOPMENT PROJECT COUNCIL

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April, 2008

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## Overview of the Otemachi-Marunouchi-Yurakucho(OMY) District Redevelopment Project Council

The Council was founded in 1988 by a group of private landowners in the District. Over a period of twenty years, it has been seeking to achieve sustainable development of the District in collaboration with the government. Its comprehensive efforts have so far included establishing development measures and rules and creating an area management framework.

### 1. Background

The Otemachi-Marunouchi-Yurakucho district is situated in Chiyoda city, in the heart of metropolitan Tokyo. As a center of international business in Japan, a large number of major domestic and foreign companies engaging in economic activities that support Japan's economy are headquartered in the district. In order for Japan to continue growing as one of the leaders in the global economy, the development and reinforcement of the Otemachi-Marunouchi-Yurakucho central economic district is essential.

To respond to the dramatic changes that we are now witnessing in Japan's economic situation accompanying accelerating trends toward globalization and the information age, we must promptly and firmly establish the central core of the global city of Tokyo so that it may even more effectively contribute to the growth of Japan's economy.

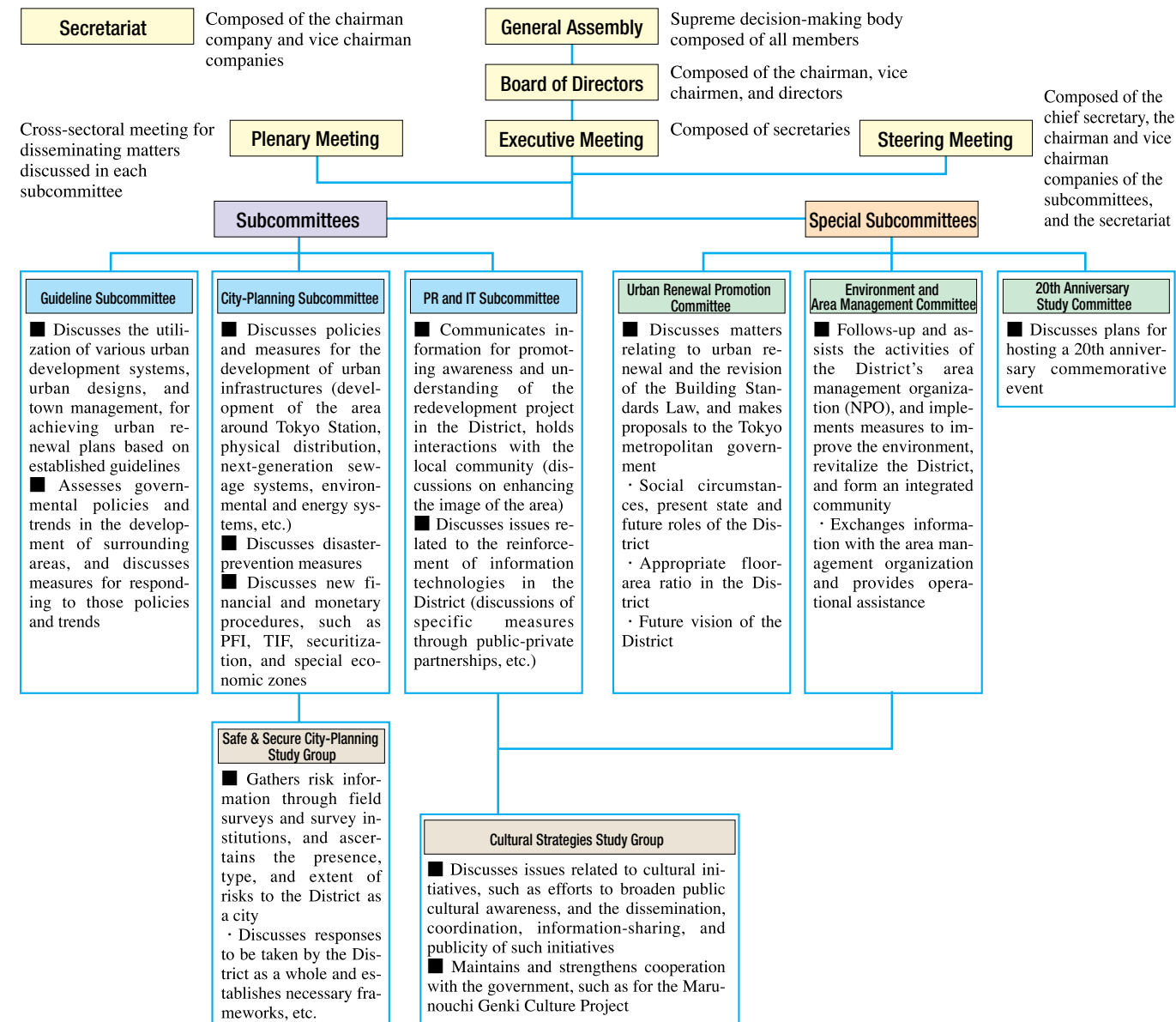
The Otemachi-Marunouchi-Yurakucho district has been specified as part of the redevelopment promotion district around Tokyo Station, under the Central (Ward) Area Development Guidelines of the Tokyo metropolitan government. While the policy calls on city planners to take advantage of the highly strategic location of the Otemachi-Marunouchi-Yurakucho district, any development efforts must be also be made in line with Chiyoda city's city planning guidelines.

Landowners of the district therefore organized the Otemachi-Marunouchi-Yurakucho District Redevelopment Project Council (hereinafter, the "Council") based on Chiyoda city's city-planning guidelines, as a forum for discussing specific city renewal plans for the 21st century.

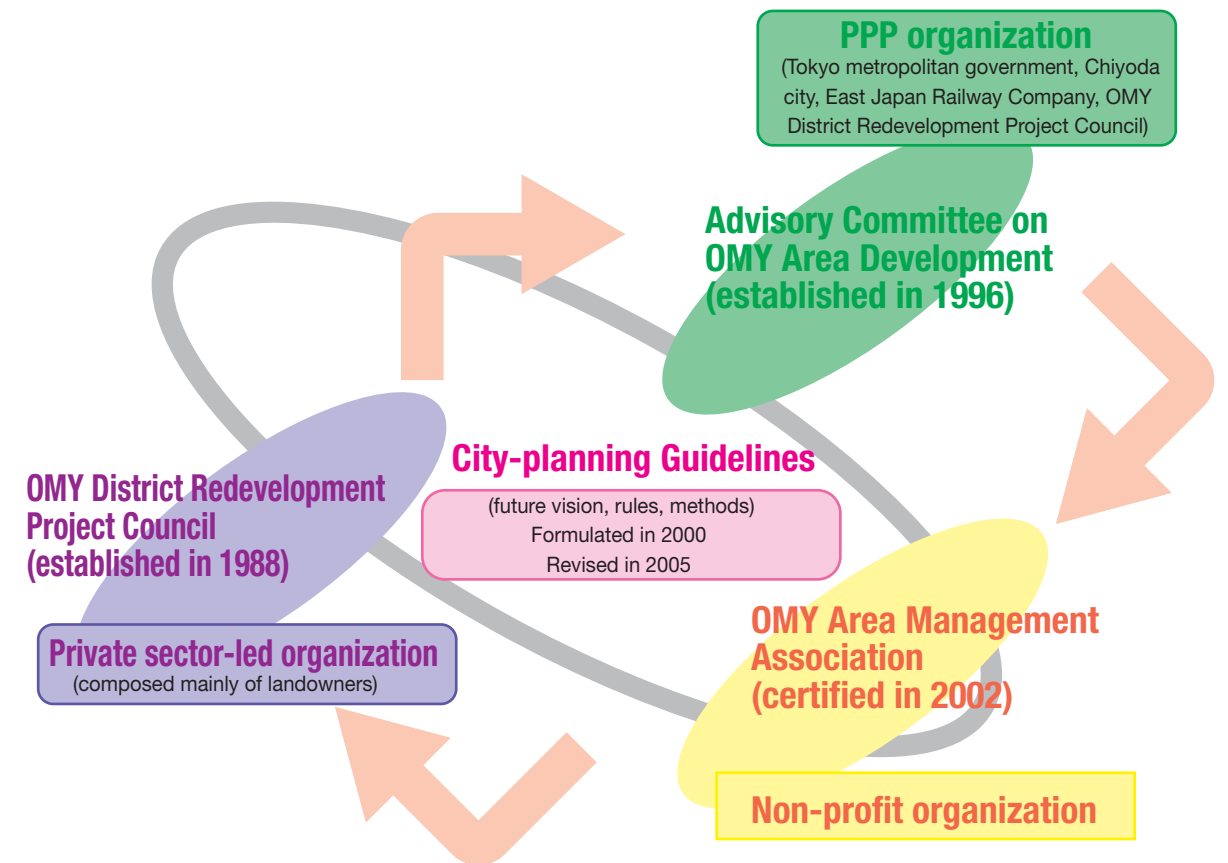
### 2. Objective

To discuss appropriate urban functions based on Chiyoda city's city-planning guidelines, and to promote integrated renewal of the redevelopment promotion district around Tokyo Station, specified under the Central (Ward) Area Development Guidelines of the Tokyo metropolitan government.

## Organization Chart of the Council

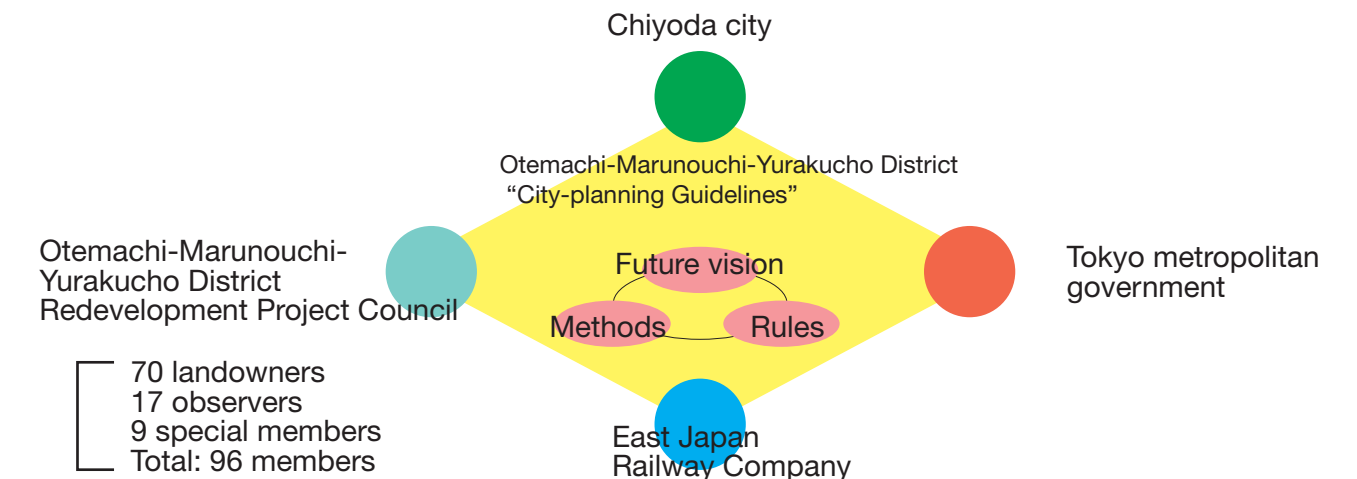


## Private-Public Partnership in City-Planning



## Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development

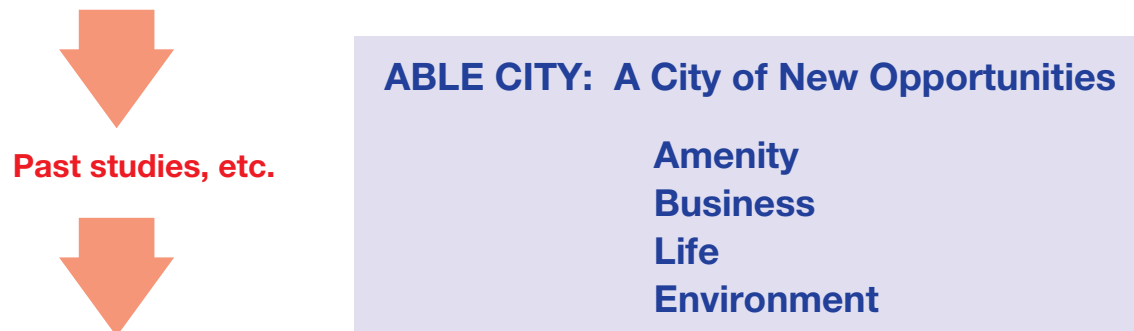
The advisory committee was established in September 1996, to discuss the redevelopment of the District among the four parties shown at right.



The four parties of the Tokyo metropolitan government, Chiyoda city, East Japan Railway Company, and the OMY District Redevelopment Project Council established the Advisory Committee in September 1996 with the goal of renewing the functions of the city center and contributing to creating an energetic Tokyo and a vibrant Japan. It comprehensively examines and discusses the "future vision" of the District, the "methods" of developing the District, and "rules" for preserving the District. As one of its achievements, the Advisory Committee has issued "City-planning Guidelines" in March 2000. Today, the private and public sectors are cooperating in renewing the functions of the District based on the guidelines.

**Perceptions of the standing situation**

1. The district must transform into an attractive urban space, in order to survive fierce inter-city competition.
2. Measures should be taken to upgrade the district's functions as an international financial center, and to transform the district from a CBD (Central Business District) to an ABC (Amenity Business Core).
3. The district must become a model economic center for surrounding districts, as well as a model of urban development in Tokyo.



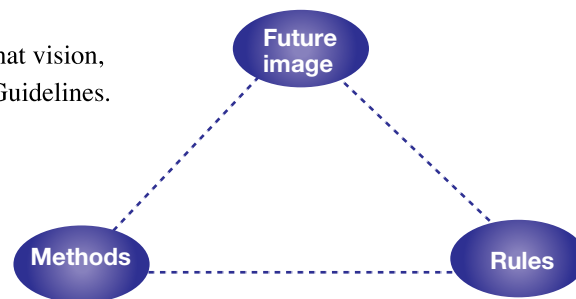
**Basic Principles of the Guidelines**

**Future image of the District**

Envision the future image of the District from a comprehensive perspective, in consideration of its functions, environment, landscape, network, and their inter-relationships.

**Three pillars composing the Guidelines**

Prioritize the future vision of the District, rules for achieving that vision, and methods of realizing the vision, as the three pillars of the Guidelines.



**Public-private cooperation and coordination**

Promote public-private partnership in building consensus and establishing goals, and realize urban development based on their mutual cooperation and coordination, while defining their respective roles in the scenario.

**"Open" urban development**

Ensure that initiatives for urban development are open to the public, by widely disclosing relevant information on the formulation/renewal of the Guidelines and urban development plans to residents in the District, as well as to workers and visitors to the area.

**Evolving Guidelines**

The Guidelines are not static. They shall be continuously reviewed and improved in response to social and economic changes, as necessary, while maintaining their basic principles.

**Zones**

**Axes**

**Hubs**

**3 elements that make up the framework of a city**  
Distinctive city-planning

**8 goals**

- (1) City that can lead the world in business
- (2) City that bustles with people
- (3) City as the center of information in the information era
- (4) City that respects both quiet traditions and dynamic activities
- (5) Convenient and comfortable city
- (6) Environmentally-friendly city
- (7) City that is safe and secure
- (8) City that the community, government, and visitors cooperate in developing

**Creating a new urban landscape**

Three- Layer urban landscape with the existing 31 -meter building heights and pedestrian comfort at Hibiya-dori Avenue and Marunouchi Station Plaza, building up to approximately 150-meter high in the city center, with the possibility of 200-meter buildings around major railway and subway stations, in spite of the legal limit up to 260 meters.

**For comprehensive city-planning activities <area management perspectives>**

- Promotes comprehensive city-planning activities for the sustainable development of the District
- Collaborates and cooperates with the Area Management Association and other organizations
- Examines and discusses management methods and frameworks

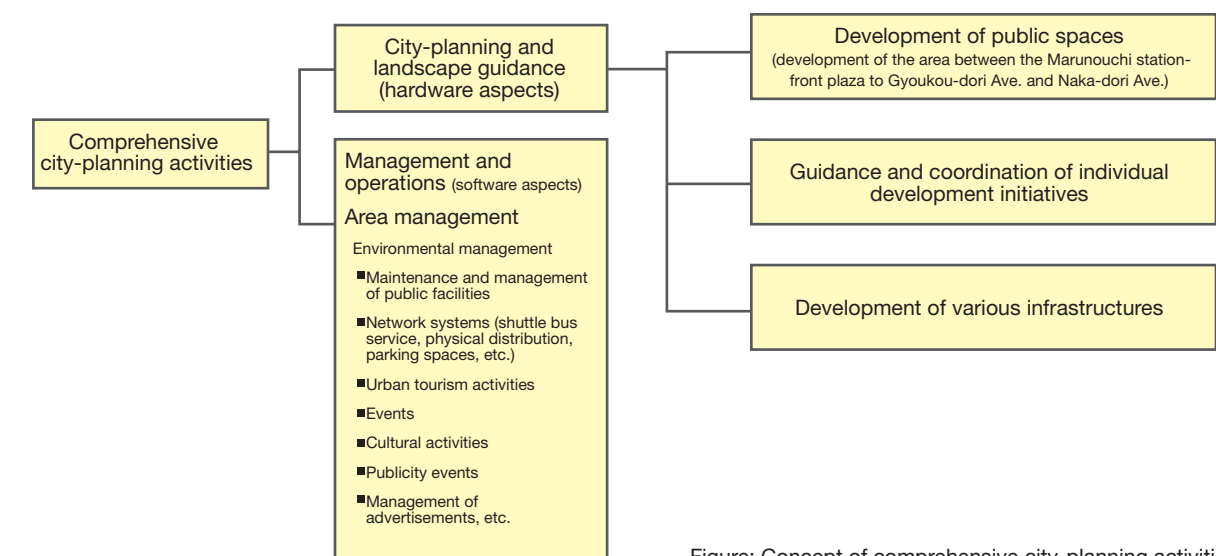



Figure: Concept of comprehensive city-planning activities

# Otemachi-Marunouchi-Yurakucho District Redevelopment Trends

■ Areas included in the "City Planning Guidelines 2005" compiled by the Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development


### 1 Tokyo Sankei Building

Site area: 6,262m<sup>2</sup>  
 Main uses: Offices, assembly hall, stores  
 Category: Comprehensive planning  
 Max. height: 146m (B4F - 31F)  
 Total floor area: 83,260m<sup>2</sup>  
 Completion: (Phase 1) September 2000  
 (Phase 2) September 2002



### 7 Tougyou Kaikan / Nippon Broadcasting System Building (Head Office)

Site area: Approx. 1,310m<sup>2</sup>  
 Main uses: Offices, stores  
 Category: General planning  
 Max. height: Approx. 42m (B4F - 9F)  
 Total floor area: Approx. 13,000m<sup>2</sup>  
 Completion: March 2004




### 12 Sapia Tower

Main uses: Offices, conference hall, hotel, stores  
 Total floor area: Approx. 79,000m<sup>2</sup>  
 Max. height: Approx. 170m (B4F - 35F)  
 Groundbreaking: October 2004  
 Completion: March 2007



### 14 The Peninsula Tokyo

Site area: Approx. 4,300m<sup>2</sup>  
 Main uses: Hotel  
 Category: Comprehensive planning  
 Total floor area: Approx. 58,600m<sup>2</sup>  
 Max. height: Approx. 112m (B4F - 24F)  
 Groundbreaking: October 2004  
 Completion: May 2007




### 15 Gran Tokyo North Tower and South Tower

**(1) Gran Tokyo North Tower Phase 1**  
 Site area: Approx. 14,400m<sup>2</sup>  
 Main uses: Offices, stores, parking lot  
 Category: Comprehensive planning, special floor-area ratio district  
 Max. height: Approx. 200m (B4F - 43F)  
 Total floor area: Approx. 172,000m<sup>2</sup>  
 Completion: October 2007

**(2) Gran Tokyo South Tower**  
 Site area: Approx. 5,200m<sup>2</sup>  
 Main uses: Offices, stores, parking lot  
 Category: Comprehensive planning, special floor-area ratio district  
 Max. height: Approx. 200m (B4F - 42F)  
 Total floor area: Approx. 140,000m<sup>2</sup>  
 Completion: October 2007

**(3) Gran Tokyo North Tower Phase 2**  
 Completion: Slated for March 2011



### 2 Pacific Century Place Marunouchi

Site area: 6,383m<sup>2</sup>  
 Main uses: Offices, stores, hotel  
 Category: Comprehensive planning  
 Max. height: Approx. 150m (B4F - 32F)  
 Total floor area: 81,752m<sup>2</sup>  
 Completion: November 2001  
 (Grand opening: September 2002)




### 8 Marunouchi OAZO

Site area: Approx. 23,800m<sup>2</sup>  
 Main uses: Offices, hotel, stores, etc.  
 Category: Comprehensive planning  
 Max. height: Approx. 160m (B4F - 28F)  
 Total floor area: Approx. 270,000m<sup>2</sup> (previously existing area: 65,000m<sup>2</sup>)  
 Completion: August 2004



### 13 Shin-Marunouchi Building

Site area: Approx. 10,000m<sup>2</sup>  
 Main uses: Offices, stores, parking lot  
 Category: Designated urban district, special floor-area ratio district  
 Max. height: Approx. 198m (B4F - 38F)  
 Total floor area: Approx. 195,000m<sup>2</sup>  
 Completion: April 2007



### 16 Yurakucho Station Front Project (Yurakucho Itocia)

Construction area: Approx. 1.5ha  
 Site area: Approx. 6,800m<sup>2</sup>  
 Total floor area: Approx. 75,900m<sup>2</sup>  
 Completion: October 2007




### 19 Marunouchi 1-4 Project (provisional name)

Site area: Approx. 7,500m<sup>2</sup>  
 Main uses: Offices, stores, parking lot  
 Completion: Slated for FY2011


### 3 Marunouchi Building

Site area: Approx. 10,029m<sup>2</sup>  
 Main uses: Offices, stores, assembly hall  
 Category: Designated urban district  
 Max. height: Approx. 180m (B4F - 37F)  
 Total floor area: Approx. 160,000m<sup>2</sup>  
 Completion: August 2002




### 9 Marunouchi My Plaza (Meiji Yasuda Life Building)

Site area: 11,346.78m<sup>2</sup>  
 Main uses: Offices, stores (dining and shopping facilities), assembly hall, parking lot  
 Category: Urban district specially designated as an important cultural property  
 Max. height: 146.80m (B4F - 30F)  
 Total floor area: 178,896.43m<sup>2</sup>  
 Completion: August 2004





### 4 The Industry Club of Japan / Mitsubishi UFJ Trust and Banking Building

Site area: Approx. 8,100m<sup>2</sup>  
 Main uses: The Industry Club of Japan, offices, stores  
 Category: Designated urban district  
 Max. height: Approx. 143m (B4F - 30F)  
 Total floor area: Approx. 110,000m<sup>2</sup>  
 Completion: February 2003




### 17 Marunouchi Park Building / Mitsubishi Ichigokan

Site area: Approx. 11,900m<sup>2</sup>  
 Main uses: Offices, stores, museum, etc.  
 Category: Special urban redevelopment district, special floor-area ratio district  
 Height of eaves: Approx. 157m (High-rise tower: B4F - 34F)  
 Total floor area: Approx. 206,000m<sup>2</sup> (High-rise tower and Mitsubishi Ichigokan combined)  
 Completion: Slated for FY2009



### 5 Marunouchi Central Bldg.

Main uses: Offices  
 Category: General planning  
 Max. height: Approx. 73m (B3F - 14F)  
 Total floor area: Approx. 35,000m<sup>2</sup>  
 Completion: February 2003




### 10 Tokyo Building

Site area: Approx. 19,000m<sup>2</sup> (Tokyo Building alone: approx. 8,100m<sup>2</sup>)  
 Main uses: Offices, stores  
 Category: Comprehensive planning, special floor-area ratio district  
 Max. height: Approx. 164m (B4F - 33F)  
 Total floor area: Approx. 150,000m<sup>2</sup>  
 Completion: October 2005




### 20 Tokyo Station Marunouchi Station Building Plaza, and Gyokkou-Dori Ave. Redevelopment Project

Completion: slated for FY2011.




### 18 Otemachi 1-chome Project

Site area: Approx. 13,400m<sup>2</sup>  
 Main uses: Offices, international conference center, stores, etc.  
 Category: Special urban redevelopment district  
 Max. height: Approx. 180m (B4F - 37F)  
 Total floor area: Approx. 240,000m<sup>2</sup>  
 Completion: Slated for FY2009



### 6 Marunouchi Trust Tower (Main Tower and North Tower)

Site area: Approx. 12,000m<sup>2</sup>  
 Main uses: Offices, hotel, stores  
 Category: Special urban redevelopment district  
 Max. height: Approx. 178m  
 Total floor area: Approx. 181,000m<sup>2</sup> (incl. North Tower: approx. 65,200m<sup>2</sup>)  
 Completion: Slated for autumn 2008 (North Tower completed 2003)




### 11 Mitsubishi Shoji Building

Site area: Approx. 5,300m<sup>2</sup>  
 Main uses: Offices  
 Category: Designated urban district  
 Max. height: Approx. 115m (B3F - 20F)  
 Total floor area: Approx. 60,000m<sup>2</sup>  
 Completion: March 2006




### 21 Marunouchi 1-chome Project (provisional name)

Site area: Approx. 5,430m<sup>2</sup>  
 Main uses: Offices, stores  
 Max. height: Approx. 120m (B4F - 23F)  
 Total floor area: Approx. 80,000m<sup>2</sup>  
 Completion: Slated for FY2010



### 22 Otemachi 1-6 Project

Site area: Approx. 11,000m<sup>2</sup>  
 Main uses: Offices, commercial facilities, hotel  
 Max. height: Approx. 200m  
 Total floor area: Approx. 200,000m<sup>2</sup>  
 Completion: Slated for FY2013





"London Block" (circa 1907)



Marunouchi Naka-dori Ave. (before establishment of the Council)



"New York Block" (circa 1922)



Otemachi (before establishment of the Council)



Establishment of the Council; July 1988



"Renewal of the Global City of Tokyo" (City Planning Institute of Japan); Oct. 1989



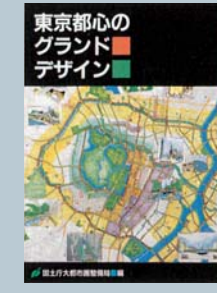
"Office Demands in the District based on Functional Divisions" (Nomura Research Institute, Ltd.); Sept. 1990



"Otemachi-Marunouchi-Yurakucho District Urban Planning Survey (City Planning Institute of Japan); Mar. 1996



The Tokyo International Forum under construction; photo taken in Feb. 1995



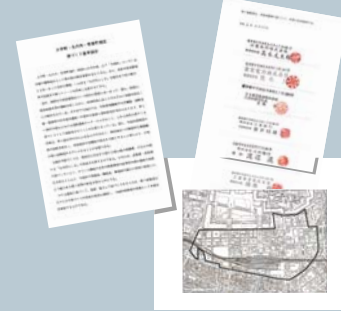
National Land Agency, "Grand Design for Central Tokyo"; Oct. 1995



Chiyoda city, "Central Tokyo in the 21st Century"; Apr. 1996



North America Capital City Redevelopment Survey Mission; Oct. - Nov. 1990



Otemachi-Marunouchi-Yurakucho Basic City-Planning Agreement; Mar. 1994



The Wadakura Fountain Park that was renewed in June 1995



Tokyo Metropolitan Government, "Commercial Facilities Master Plan"; Nov. 1994



Tokyo Metropolitan Government, "Development Policies for Central Ward Areas"; Mar. 1997



Tokyo Metropolitan Government, "Crisis Breakthrough Strategies"; Nov. 1999

## History of the Council

### 1. Origin of the Otemachi-Marunouchi-Yurakucho District

Development of the District began soon after establishment of the Edo Shogunate, as a residential area in the immediate vicinity of Edo Castle, for daimyo feudal lords and hatamoto vassals. During the Meiji Restoration, the new government located its central administrative and military institutions in the District, but the land that was appropriated to the army was sold to the private sector in 1890. Thereafter began the development of the District as Japan's first office district. The area stretching some 200 meters along Babasaki-dori Avenue was lined with red-brick buildings, and was called "London Block" for its Western appearance. Similarly, the cityscape created by large-scale office buildings after completion of Tokyo Station in 1914 was called "New York Block." The District suffered only minor damage in the 1914 Great Kanto Earthquake, and therefore served as a base of post-earthquake restoration activities. Owing to its steady development thereafter, the District became well-established as the center of business in Tokyo.

The period of rapid growth following Japan's miraculous economic recovery after the war brought strong demand for more office buildings. In response, many developers undertook to construct large-scale, modern office buildings mainly between the Marunouchi and Yurakucho areas, during the 1950s to 1960s. The concepts of building-sharing, wide city blocks, integrated districts, and orderly cityscapes were born during this time. Today's Marunouchi Naka-dori Avenue is an embodiment of these concepts.

In 1957, the government transferred most of its central offices that were located in the Otemachi area to the Kasumigaseki area, and sold the vacated land to the private sector. Media organizations and financial institutions seized the opportunity to buy the land and establish their head offices in the center of Tokyo. This gave rise to the construction of large-scale, high-rise buildings in Otemachi, and resulted in the concentration of financial institutions and information-related companies in the area.

### 2. Establishment of the Council

The 1970s to 1980s saw a steady trend toward corporate globalization. Many Japanese companies, as well as foreign companies, vied to establish an operational base in metropolitan Tokyo. This movement further intensified, following the 1985 Plaza Accord. However, the Otemachi and Marunouchi areas had very limited office spaces, and could not adequately respond to the increasing demand for offices. In fact, the chronic lack of office spaces, the functional deterioration of existing offices as a result of the advancement in information technologies, and the need to improve the working environment in metropolitan Tokyo, had become issues of social and international concern.

Around this time, a momentum had been developing among the landowners in the District to address the aforementioned issues and integrally redevelop the District. On the government side, the Tokyo metropolitan government also took to addressing the issues by designating the area around Tokyo Station as a redevelopment promotion district under its Central (Ward) Area Development Guidelines, in November 1986.

Following the announcement of Tokyo metropolitan government's Central (Ward) Area Development Guidelines, the landowners of the District initiated efforts to establish the Otemachi-Marunouchi-Yurakucho District Redevelopment Project Council based on Chiyoda city's city-planning guidelines, as a forum for discussing specific city-planning proposals for the 21st century. An inaugural meeting of the Council was held on July 20, 1988, and the Council was officially established with a membership of 60 landowners.

### 3. Renewal of Marunouchi

In August 1991, a group of scholars headed by (then) Professor Shigeru Ito of the University of Tokyo's Faculty of Engineering formed an organization called the Otemachi-Marunouchi-Yurakucho City-Planning Study Committee (City Planning Institute of Japan) to discuss various issues concerning the development of the Marunouchi area. The committee presented an interim proposal in 1993, and issued a final report titled "Renewal of Marunouchi" in 1996.

The interim proposal emphasized the concept of "noblesse oblige," and maintained that Marunouchi must be rebuilt in a way that still allows the age-old traditions of Marunouchi to be passed down to the next generation, while also incorporating

new Marunouchi values that will shape its future history. In "Renewal of Marunouchi," the committee presented the concept of public-private partnership (PPP) as a specific framework for the redevelopment of the Marunouchi area. It essentially focused on the "software" aspect of widely disseminating the principles of redevelopment, and called on administrative authorities and the local community to discuss and examine actual redevelopment measures on equal footing, based on mutual understanding of various views. The report also proposed progressive redevelopment plans. Rather than presenting the final and complete vision of the relevant area after redevelopment, it emphasized the significance of implementing redevelopment measures based on common rules agreed on by all stakeholders prior to planning the construction of buildings in the area. It also called for a review of those rules after some of the buildings have been constructed.

### 4. Basic City-Planning Agreement

The proposal presented by the Otemachi-Marunouchi-Yurakucho City-Planning Study Committee in May 1993 prompted further in-depth discussions by the Council, and eventually led to the formulation of a basic city-planning agreement that incorporated views fit to be included in a city-planning charter. In March 1994, the Council adopted the Otemachi-Marunouchi-Yurakucho Basic City-Planning Agreement as a guideline for renewing the District. The agreement outlined seven city-planning principles that landowners should consider when undertaking rebuilding projects in the District.

In May 1994, after all 76 members of the Council had signed and sealed the agreement, the Council reported to the Tokyo metropolitan government and Chiyoda city on the conclusion of the agreement, as well as submitted a written request for guidance and assistance in redeveloping the District.

### 5. Changes in Urban Renewal Policies of the Government

Given the prolonged state of economic stagnation in Japan, governmental perceptions of metropolitan Tokyo began to gradually change. As the center of international business in Japan, there were increasing social and economic expectations of the District to build multi-functional buildings and urban infrastructures in response to business needs in the new era.

In October 1995, the central government compiled its views in

a report titled "Grand Design for Central Tokyo." In March 1997, the Tokyo metropolitan government designated the District as an "urban upgrade district," and announced a change in the area's designation from a "Central Business District (CBD)" to what is commonly known in Japan as an "Amenity Business Core (ABC)."

Also around this time, in April 1996, Chiyoda city compiled its basic city-planning policies in "Central Tokyo in the 21st Century." It also formulated the "City-Planning Master Plan" in March 1998, as a guideline for applying the basic policies to actual city-planning measures.

Efforts for the renewal of central Tokyo gained greater momentum after Shintaro Ishihara became governor of Tokyo in May 1999. In November, Governor Ishihara presented "Crisis Breakthrough Strategy," a plan consisting of 36 "seedling" policies. It identified the renewal of the heart of Japan's capital city of Tokyo as a priority issue, and called for the restoration of Tokyo Station, the development of Gyoukou-dori Avenue, and the formulation of guidelines by the Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development, among other initiatives. In October 2001, Governor Ishihara announced the "City Planning Vision for Tokyo," which presented a future image of the District (central Tokyo) as a dignified international business center abounding with history, culture, and the beauty of its natural environment.

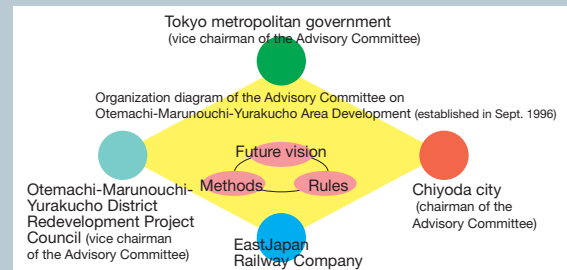
Meanwhile, the central government also began to concentrate on addressing the urban renewal issue, by establishing the Urban Renaissance Headquarters in May 2001 and enacting the Urban Renaissance Special Measure Law in June 2002. In July 2002, the District was designated as a priority urban redevelopment area.

### 6. Public-Private Partnership in City-Planning (1) : Formulation of City-Planning Guidelines

The central government, the Tokyo metropolitan government, and the Council respectively implemented various activities to develop the District, as described above, but it became necessary to take specific action regarding the public-private partnership concept proposed in "Renewal of Marunouchi," and to create a forum in which the public and private sectors could freely discuss the future of the District. Based on this awareness, the Tokyo metropolitan government, Chiyoda city, East Japan Railway Company, and the Council came together to



Private-Public Partnership in City-Planning



Organization diagram of the Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development (established in Sept. 1996)



Advisory Committee symposium; Nov.1999



Strategic environmental information center "Ecozzeria"



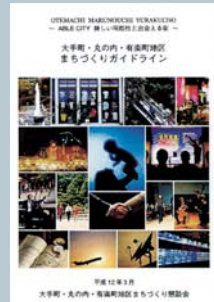
Environmental vision



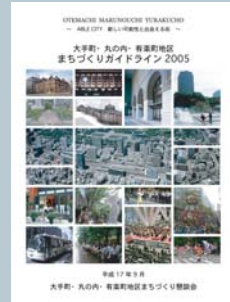
"Water-sprinkling" event; Aug. 2007



Performance by Heaven Artists; Oct. 2007



"City-planning Guidelines"; Mar. 2000



"City-planning Guidelines 2005"; Oct. 2005

Report of the Study Committee on Disaster Prevention in the Area around Tokyo Station; Nov. 2002



Study Committee on Redevelopment of the Area around Tokyo Station; Jan. 2002



"Proposal for Urgent Development of Urban Infrastructures to Rebuild Central Tokyo (Urgent Proposal)"; Sept. 1999



Advisory Committee symposium; Jul. 2005



Physical distribution efficiency improvement experiment; Feb. - Mar. 2001



OMY Green Physical Distribution Report; Mar. 2006



NPO certification; Sept. 2002



Tokyo Station Marunouchi underground plaza



Open café; Oct. 2007



Eco-Kids Adventure event; Aug. 2007



Area circulation bus "Marunouchi Shuttle" commences operation; from Aug. 2003

form the Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development in September 1996. The committee's main objectives were to ensure that renewal of the District is carried out favorably to all stakeholders, by comprehensively discussing three priority issues—the future vision of the District, rules for achieving that vision, and methods of realizing the vision.

In February 1998, the results of discussions by the committee were compiled and issued as broad guidelines, and later finalized into today's development guidelines in March 2000, following a series of public symposiums in 1998 and 1999. The guidelines set forth eight goals for realizing a vibrant district in terms of zones, axes, and hubs, and outlined specific rules concerning urban design, urban functions, the environment, transportation, pedestrian networks, and urban landscape. In terms of development methods, the guidelines presented four different types of development measures, including measures for cityscape creation, public open-space networks, special floor-area ratios, and changes in application.

The guidelines were subtitled "ABLE CITY: A City of New Opportunities," taking the first letters from the words Amenity, Business, Life, and Environment, which are keywords representing the future of the District.

Since formulation of the guidelines, however, changes have occurred in the situation surrounding the District. Tokyo's urban renewal movement and urban development plans have undergone change, amid a growing awareness of living in harmony with the natural environment. The advisory committee therefore invited the public to share its views and opinions in a public symposium held in 2005, and incorporated the results of the discussions in "City-planning Guidelines 2005."

### 7. Public-Private Partnership in City-Planning (2): Development of Urban Infrastructures and Public Spaces

The Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development thus formulated guidelines to be observed by city planners when undertaking rebuilding projects in the District. Around the same time, however, it also became necessary to create a forum for discussing the direction of future urban infrastructures in the District, such as automobile traffic and parking spaces, pedestrian networks, and sewage systems. As a result, the Tokyo metropolitan government and the Council, with the participation of a railway operator and

other road-related companies, established the Study Committee on Development and Promotion Policies for Urban Infrastructures around Tokyo Station in 1997, in the City Planning Institute of Japan. The Study Committee issued a final report in March 2000, containing a list of some 40 issues that require prompt examination, including issues concerning road and pedestrian networks, station-front plazas, parking spaces, physical distribution, information infrastructures, next-generation sewage systems, and disaster prevention measures.

In September 1999, the study committee compiled the "Proposal for Urgent Development of Urban Infrastructures to Rebuild Central Tokyo (Urgent Proposal)" and submitted it to relevant governmental organizations. The Urgent Proposal identified the District as the "face of Tokyo, Japan," and promoted the development of the east-west and north-south pedestrian axes around Tokyo Station. More specifically, it called for the development of symbolic spaces in the District, such as the Marunouchi station-front plaza and the Marunouchi (red-brick) station building, as well as the development of Gyokkou-dori Avenue, underground pedestrian networks, the Tokyo Station east-west passageway, and the pedestrian environment along Marunouchi Naka-dori Avenue.

In regard to the development of the area around Tokyo Station, stakeholders had begun holding discussions on launching a development project, but in 2001, the City Planning Institute of Japan organized the Study Committee for Redevelopment of the Area Around Tokyo Station, with the support of the central government, the Tokyo metropolitan government, East Japan Railway Company, and the Council, to further share a common understanding of the grand design among all stakeholders. The study committee thereafter issued a report on basic policies for the preservation and restoration of the redbrick station building, development policies for the Marunouchi and Yaesu station-front plazas and the east-west passageway, and policies for a special floor-area ratio exemption system.

Based on the report, a general plan was formulated in June 2002, for the development of urban infrastructures, such as the Marunouchi station-front plaza and the Tokyo Station southern passageway (east-west passageway). A special floor-area ratio exemption system was also created, to allow redistribution of the unused floor areas of the Tokyo Station Marunouchi station building, an important national cultural asset. In regard to the Marunouchi underground plaza, the area facing Marunouchi

Building has been developed in advance of other areas. The area from Marunouchi OAZO to the front of Shin-Marunouchi Building was designated as an urban-planning zone for development in phase 2 of the plan. Construction began in 2005 and was completed in 2007. Today, the applications and uses of these public spaces are being examined in detail.

### 8. Public-Private Partnership in City-Planning (3): The Environment, Disaster Prevention

As the District is the center of global business in Tokyo, there has been widespread expectation to further step up efforts to promote IT and environmental measures, provide improved amenities to visitors, and to establish disaster and crime prevention measures.

In regard to the environment, the Council announced an "environmental vision" for the District in May 2007, incorporating the views of experts, and pledged to develop the District as a model of sustainable, environmentally-friendly urban development for future cities. Additionally, as a strategic environmental basis of the District, an information center called "Ecozzeria" was established in Shin-Marunouchi Building, to widely offer information on people, things, and events related to environmental initiatives inside and outside the Marunouchi area. The facility is managed by an Association for creating sustainability in urban development of OMY district (Ecozzeria Association). The Council maintains close cooperation with the Ecozzeria Association in developing an eco-friendly district.

In regard to disaster prevention, the Otemachi-Marunouchi, Yurakucho, and Uchisaiwaicho town councils established regional disaster prevention organizations in 2004, in response to a proposal by the Council. The organizations actively participate in disaster drills with Chiyoda city.

### 9. Area Management Initiatives

In addition to the "hardware" aspects of city-planning, there was a heightened awareness of the need to address the "software" aspects (area management) as well, such as strengthening the city's interactive functions and enhancing the District's urban appeal to tourists. Therefore, following extensive discussions by the Council, a non-profit organization called OMY Area Management Association was established in September 2002. It works in close cooperation with the Council in developing the environment, revitalizing the area, and creating various

opportunities for interaction, and actively invites the participation not only of the landowners in the District, but also workers and visitors to the area, as well.

During the summer, the Area Management Association sponsors a baseball competition, as well as hosts an "Eco-Kids Adventure" event and a "water-sprinkling" campaign in collaboration with the Council and the Ecozzeria Association. It also cooperates in implementing area-wide art and culture events, such as the world-famous Cow Parade art event and the La Folle Journee music festival. In May 2005, it was designated as a public space utilization organization under the Tokyo metropolitan promotion ordinance, and is now actively utilizing public spaces for open cafes and other such applications.

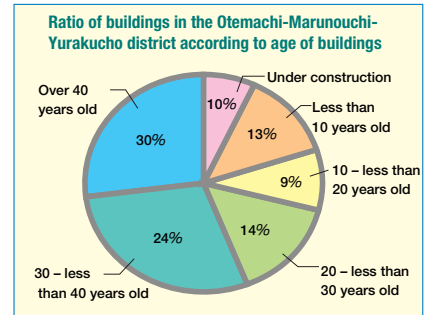
The Marunouchi Shuttle Bus, which circulates within the Marunouchi area, was also made possible by the efforts of the Area Management Association and the Council in promoting the idea to landowners, governmental offices, and other stakeholders. In May 2004, the Ministry of Education, Culture, Sports, Science and Technology joined forces with the Council and initiated the Marunouchi Genki Culture Project, also in cooperation with the management association. The project has so far featured a variety of events, including a performance by the Marunouchi Women's Choir.

The District and its surrounding area boast abundant urban tourism resources, including large numbers of theaters, event halls, and museums, and various events held year-round. For Tokyo to be a globally attractive city, the Council is committed to cooperating with the OMY Area Management Association, Ecozzeria Association, and the Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development, in developing the District as a business center, while also giving due consideration to preserving its history and culture.

# Statistics of the Otemachi-Marunouchi-Yurakucho District

## Basic data

Area: approx. 120ha  
 Number of landowners: 104  
 Number of buildings: 104 (incl. 10 buildings under dismantlement or construction)  
 Total floor area: approx. 693ha (incl. approx. 113ha under construction)  
 Age of buildings: 10% under construction, 13% less than 10 years old, 9% 10 – 20 years old, 14% 20 – 30 years old, 24% 30 – 40 years old, 30% over 40 years old  
 Floor-area efficiency: District as a whole: approx. 81% (estimated floor-area ratio: 944%)  
 \*Floor-area efficiency = Estimated floor-area ratio / Designated floor-area ratio average  
 Values for buildings under construction are based on planned values  
 Parking spaces: approx. 13,000  
 Worker population: approx. 231,000 (142,000 men, 89,000 women)



## Breakdown

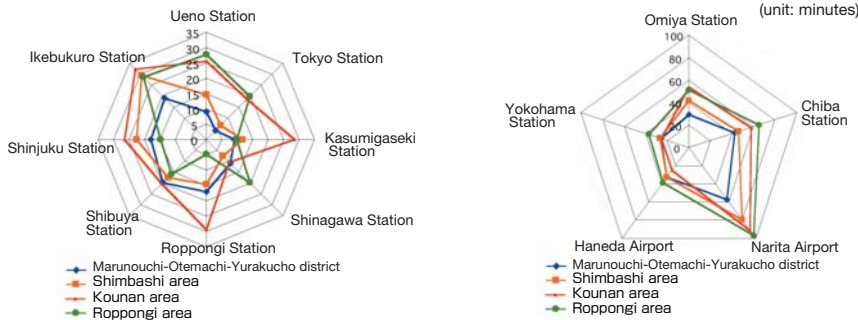
(unit: 1,000 people; figures in parentheses show percentage of the total)

Construction industries	Manufacturing industries	Electricity and gas utilities industries	Information and telecommunications industries	Transport industries	Wholesale and retail industries	Financial and insurance industries
2 (0.7)	17 (7.2)	1 (0.3)	20 (8.6)	10 (4.2)	28 (12.0)	61 (26.6)
Real estate industries	Catering and accommodation industries	Medical and welfare industries	Compound services industries	Other service industries	Civil services	
4 (1.7)	14 (6.0)	2 (0.7)	3 (1.3)	60 (26.3)	10 (4.2)	

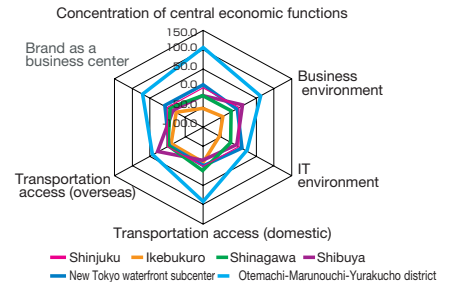
Number of business establishments: approx. 4,000  
 Number of companies in the District listed in the first section of the Tokyo Stock Exchange: 76 (44 in Marunouchi, 27 in Otemachi, 5 in Yurakucho)  
 Total capital of the above 76 companies: 7.9279 trillion yen  
 Consolidated revenue of the above 76 companies: 120.9324 trillion yen (corresponding to 23.7% of the GDP of 510.923 trillion yen in 2006)  
 Number of highway ramps in the District: 6  
 Number of train passengers: approx. 930,000 people/day (total of the Tokyo, Yurakucho, Hibiya, Nijubashi-mae, and Otemachi stations)  
 Railway network: 13 stations along 20 lines (same-name stations on different Tokyo Metro and Toei Subway lines are respectively counted)

## Comparison of transport convenience between the District and other districts (time required to access major terminals and airports)

Source: Data compiled by Nomura Research Institute, Ltd. based on "Ekispert" (as of March 2005)



## Comparison of employment environments between the District and the Tokyo subcenter (as of 2001)



(Note) Shimbashi area includes the Shiodome district; Konan area includes the Shinagawa Station East Exist district

## Chairman & Vice Chairman (as of Mar. 1, 2008)

Chairman	Mitsubishi Estate Co., Ltd.	Takeshi Fukuzawa, Executive Counsel
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Home page <http://www.lares.dti.ne.jp/~tcc/>



**OMY Area Management Association (NPO)**  
<http://www.ligare.jp/>

**Marunouchi Shuttle Bus Navigation System**  
<http://www.busnavi.net/marunouchi/>

**Marunouchi Dot-Com**  
<http://www.marunouchi.com/>

**Association for creating Sustainability in urban Development of OMY district**  
<http://ecozeria.jp>

**Advisory Committee on Otemachi-Marunouchi-Yurakucho Area Development**  
<http://www.aurora.dti.ne.jp/~ppp/index.html>

**Marunouchi Genki Culture Project**  
<http://www.marunouchi.com/genki/index.html>

**Tokyo Marunouchi Ubiquitous Museum**  
<http://tokyo-dmy.jp/m/index.php>



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