

100 Years of Sustainable Community Development in Central Tokyo:

Marunouchi

**Unprecedented CBD sustainably built
upon Public-Private Partnerships**



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Imperial Palace

Marunouchi

Tokyo Station





13 Stations **20** Lines, including **Bullet Train** across Japan

19 Companies listed in “**Fortune 500**”

92 Companies listed on the Tokyo Stock Exchange

Consolidated revenue of these companies **135** trillion Yen,
that is **10%** of Japan’s total corporate revenue

120 ha

1.7 Km Wide

104 Landowners

107 Buildings

4,000 Companies

230,000 Workers **2**

Exemplary Development with Social Mission



1890 – 1920s

1st Stage, Phase 1

Japan's first Rental Office District.

Creation of economic infrastructure
for modern Japan.

Western-Style Urban Development.



1920s – 1940s

1st Stage, Phase 2

Redevelopment for transformation
into **"functional"** high-rise structure.

Agglomeration and **Expansion**.



1950s – 1970s

2nd Stage

Redevelopment for **higher buildings**.

Demanded **huge supply** of offices for
Postwar powerful Economic Boom.

**Exemplary
Development
with Social Mission**



1998 – 2007

3rd Stage, Phase 1

Redevelopment for “Skyscrapers”

Strengthen “PPPs”

Multifunctionality for “Place-Making”

Grand reform for “Smart Growth”

2008 – 2017

3rd Stage, Phase 2

Economically & **Environmentally**

Balanced redevelopment.

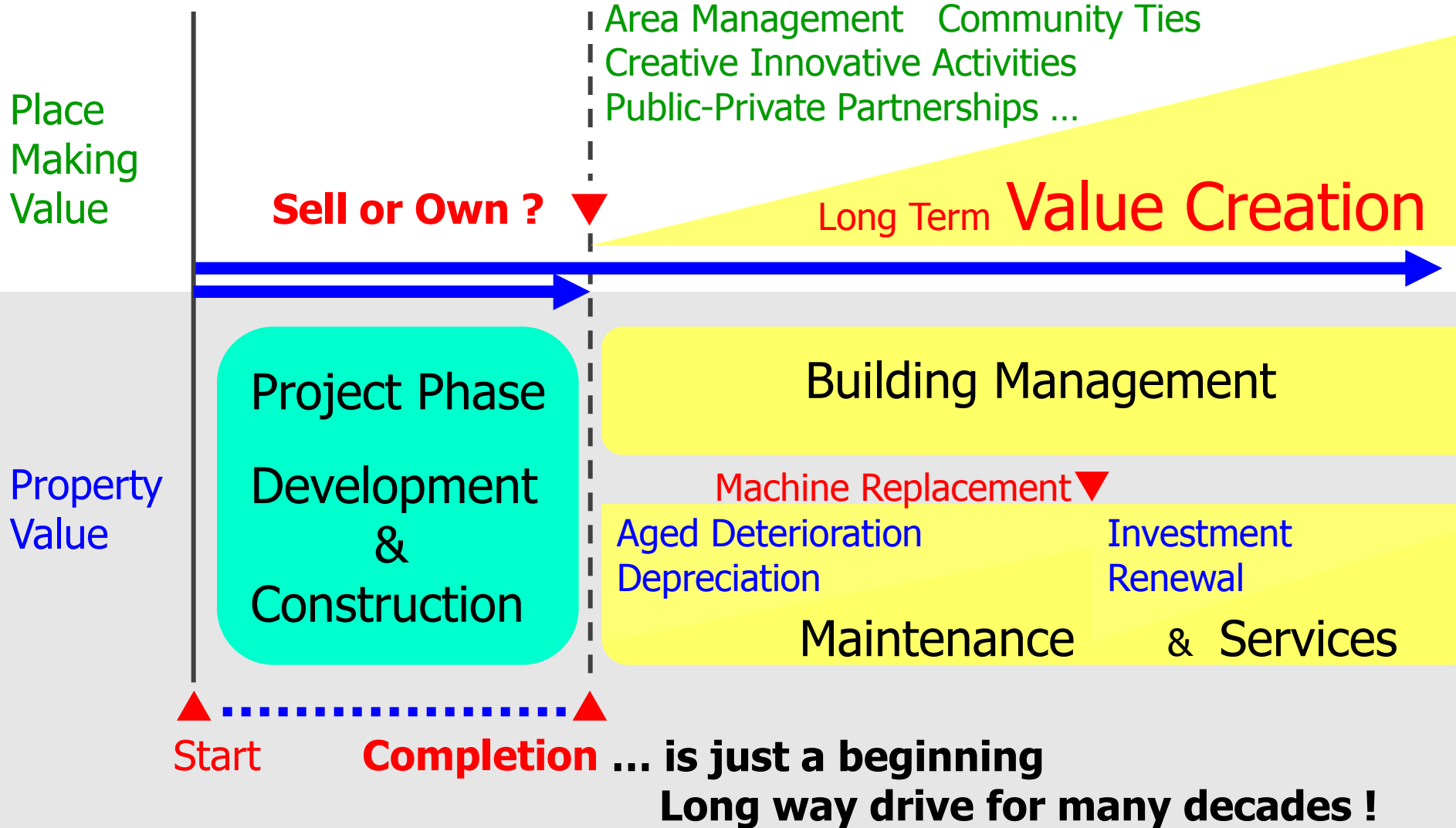
“**More**” Sustainable Development

“**Eco-Compact City**” & “**Smart Shrink**”

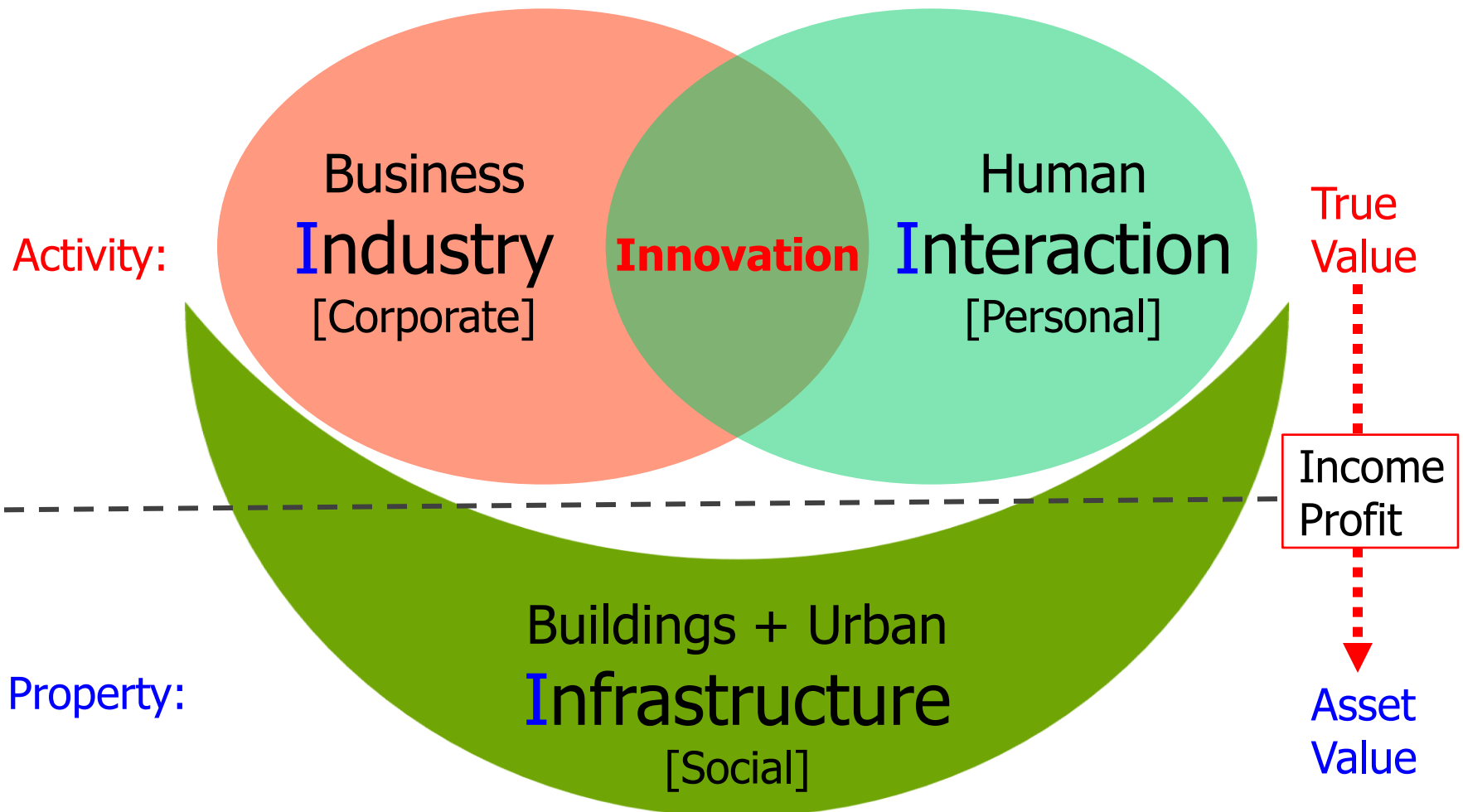


How does **Urban Developer**

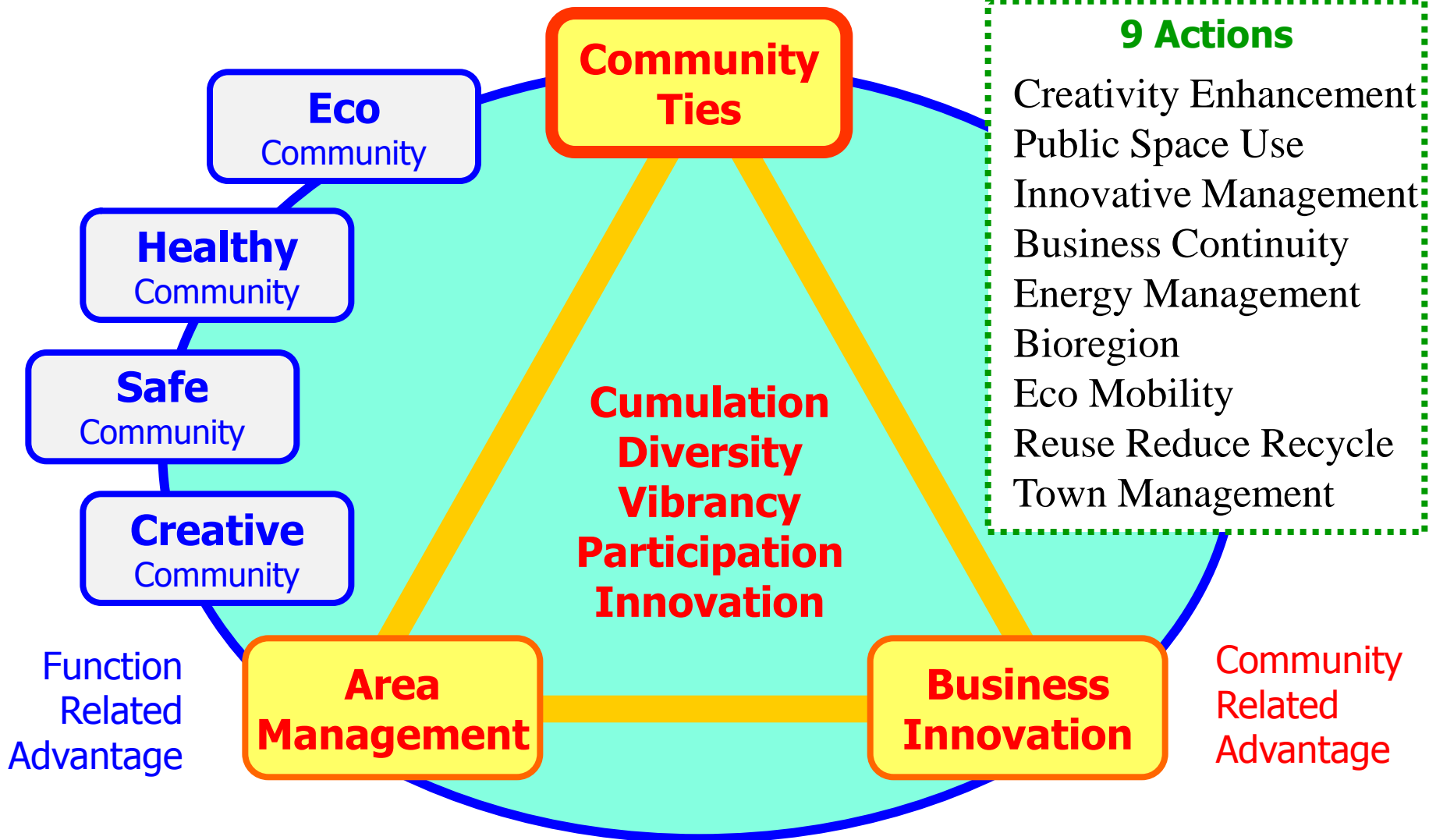
Sustain or **Increase** Areal Property Value?



" 3 - I " to create **Innovative** Urban Structure



Marunouchi **as Sustainable Community**



Essences of Place Making
to take initiatives as
“ Asian Headquarters ”

1

Sustain Premier Central Business District

... the key to Restructure & Diversify Marunouchi

3rd Stage from 1998 Incremental

“ Sustainable Development ”

Openness

Attracting visitors from Japan & abroad every day of the year.

Interactive

Creating settings for interactive exchange.

Network

Improving infrastructure for advanced communication.

Marunouchi

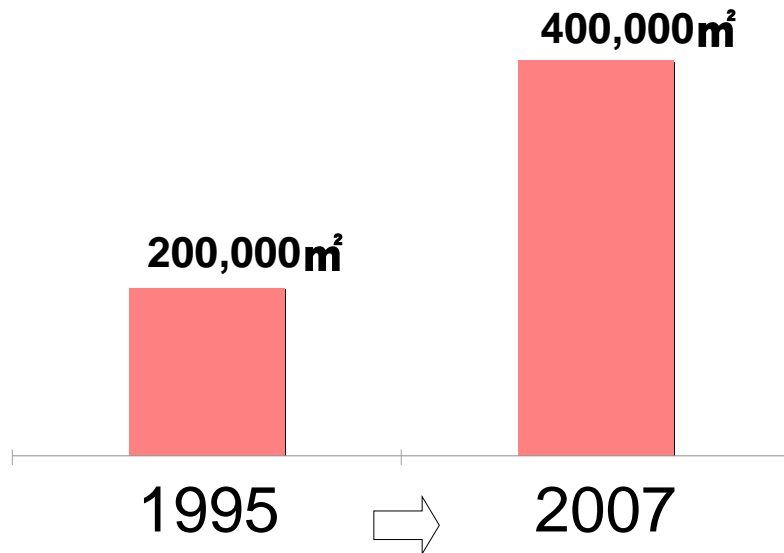
Achievement of the First Decade

6 Former Buildings vs 6 New Buildings

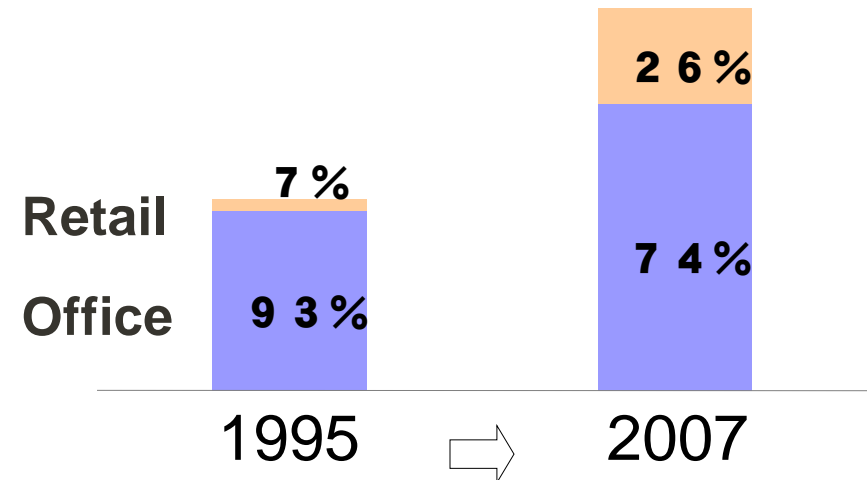
- **New Retails** added to all 6 projects
- **Lettable Floor Area** has **doubled**
- **Operating CF** has **tripled**



Lettable Floor Area

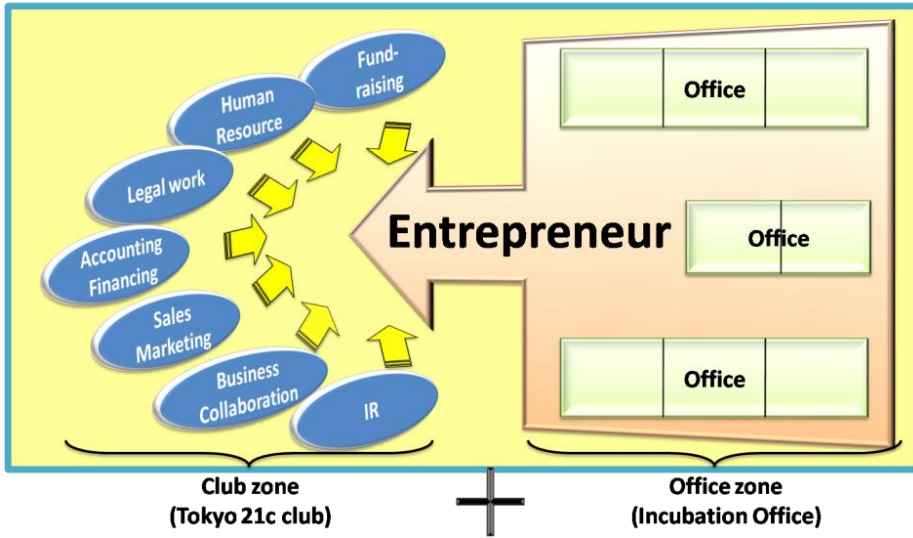


Retail / Office Space Ratio



EGG JAPAN

EGG JAPAN “New Business Creation Scheme “



Business Development Office

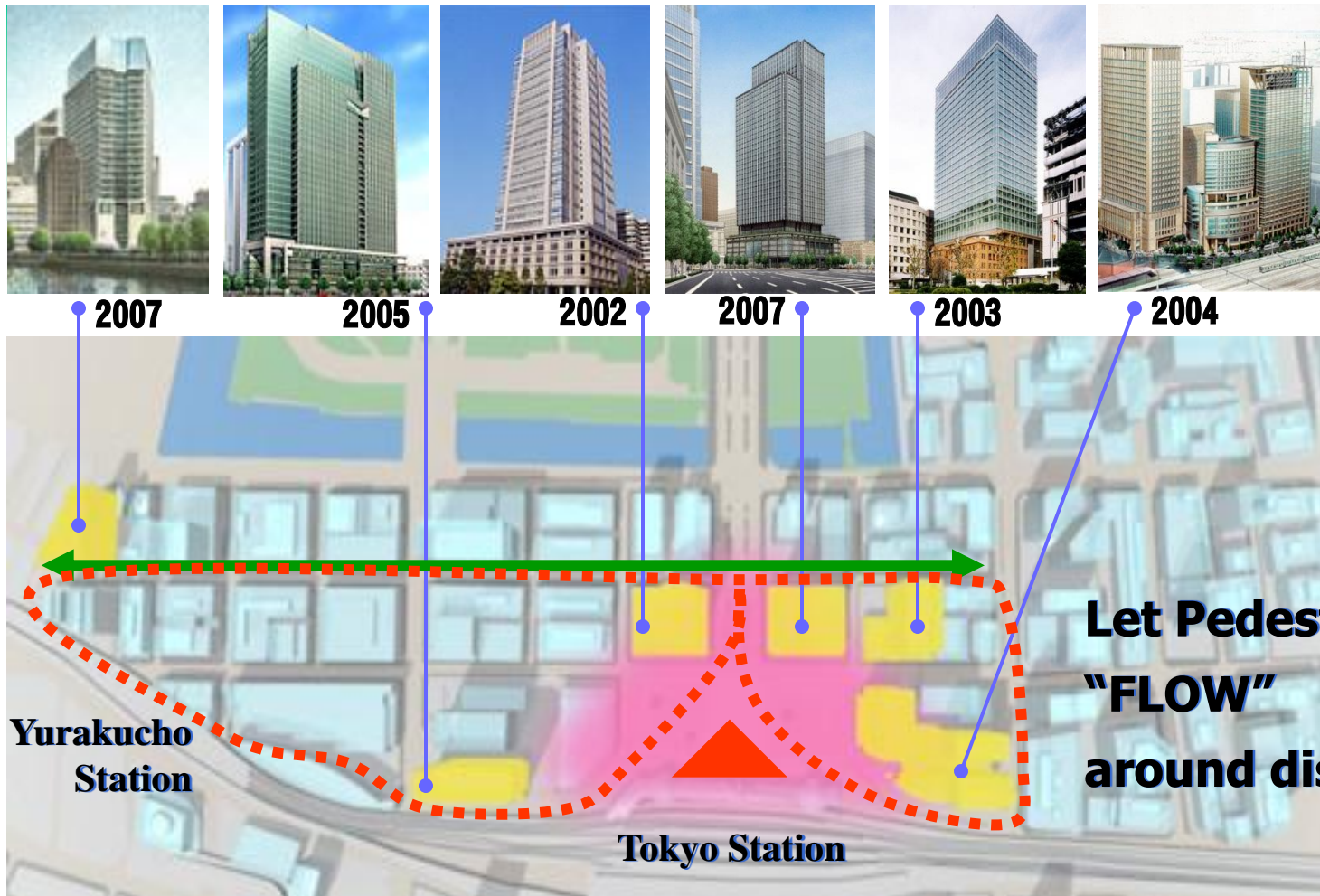


Tokyo 21c Club

560 Entrepreneurs, Investors,
Professionals & Experts, etc.



Achievement of Phase I (The first decade)



¥500 billion Investment (US\$5 billion)

6 New Buildings, Renovations & Pedestrian Network

Street Improvements



Marunouchi Naka-dori
The main street in 1964



Marunouchi Naka-dori
The main street in 2013

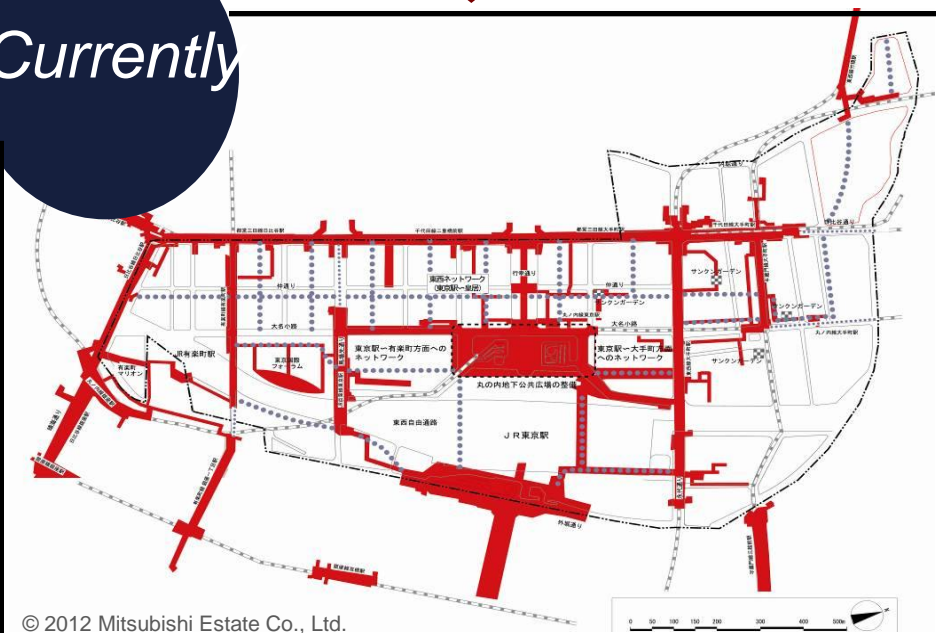
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“Urban Living Room” not for passing, **stay** to enjoy

Underground Pedestrian Network Improvements



Currently



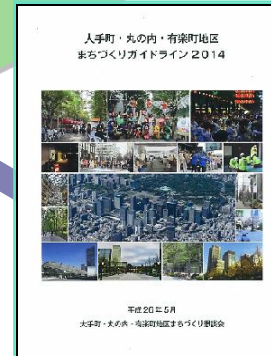
2

Unprecedented Public-Private Partnerships

Public & Private Sector

Advisory Committee
on Area Development (1996)

PPP Agreement
Development
Master Plan



City Planning
Guidelines (2000)

- + Tokyo Metropolitan Government
- + Chiyoda City
- + East Japan Railway

Redevelopment
Project Council (1988)

60 Private Sector (now 89)

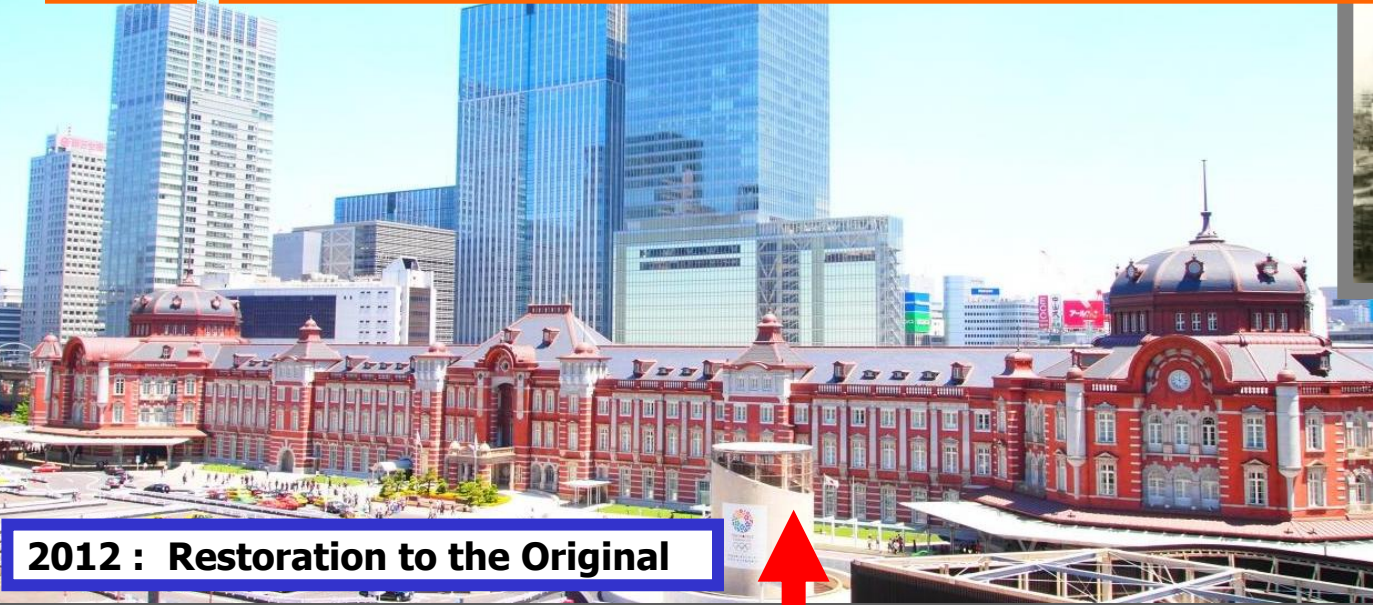
Area Management Association
(2002) Nonprofit Organization

Association for Creating
Sustainability in Development
(2007)

Environmental Considerations

3

Balancing Contribution & Deregulation



2012 : Restoration to the Original



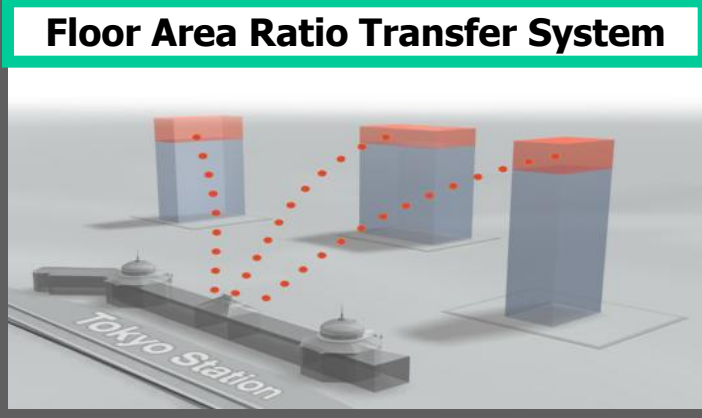
Original 1914

Preservation & Restoration

Tokyo Station



Post War : Temporary Mended Roof



Floor Area Ratio Transfer System

Adopting "FAR Transfer System" to earn restoration costs

4

Irreplaceable Place Making for QOL

Various Seasonal Event under Area Management



Street Gardening Show



La Folle Journee au Japon



Arts Festival



Illuminated Streets



Street Performers



The Pink Ribbon

Various Supports & Facilities for QOL in the District



Jazz Club



Health Club & Gym



66th

Areal Baseball Tournament



International Medical Clinic



Medical Clinic for Women



Day Nursery



Urban Tourism



**Walking Tour with
Volunteer Guide**

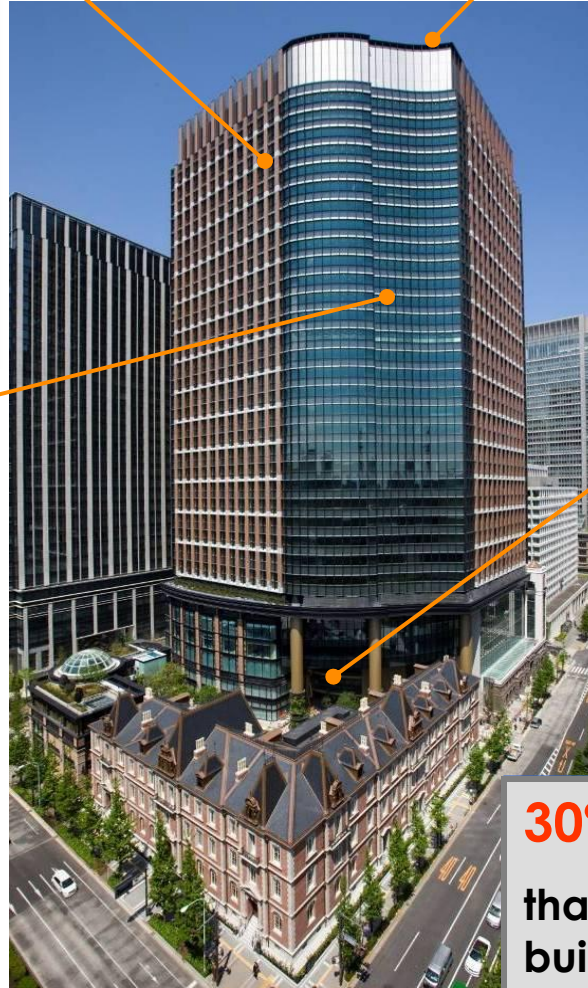
5

Advanced Eco-Centric District

High - Efficiency Ceiling Lighting

従来型 2灯用 (白色平行ルーバー付)	高効率 1灯用 (白色平行ルーバー付)
	
FHP45W×2灯 設定照度 750ルクス	FHP45W×1灯 設定照度 700ルクス
	
・遮光角：短手断面26°、長手断面30°	・ランプ位置を下げることによる効率UP ・反射板に高反射白色粉体塗装 ・遮光角：短手断面20°、長手断面30°

Marumouchi Park Building



Cool Roofing

Solar Cells



Energy Efficient District Heating & Cooling System

Green Landscaping



Moisture - Retaining Pavement



Air Flow Window System



Mist Spray



30% less energy 40% less CO2

than typical large-scale office buildings in Tokyo

Eco-Friendly Technologies in New Buildings

Renewable-Energy-Based Power Generation

Direct Green Power from Distant Sources



Shin-Marunouchi Bldg.

Electric Power Aggregator

50%

Renewable Energy Producer & Supplier

50%

Utility, Electric Power Company

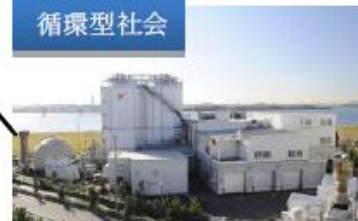
Photo Voltaic System 10%

復興支援



Biomass 25%

循環型社会



Biogas 15%

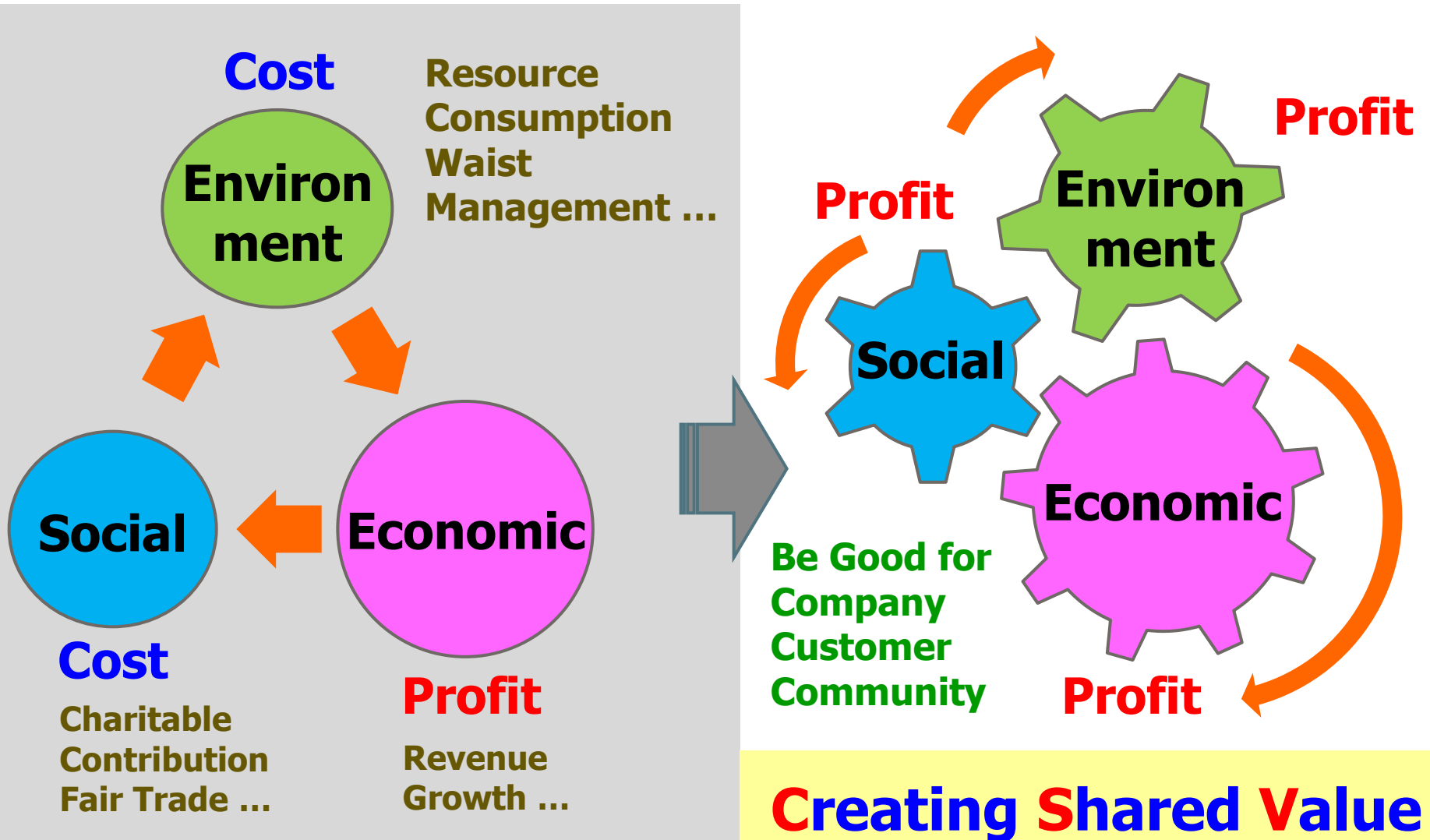
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Pay **less** than buying 100% from Utility CSV scheme

Gear Triple Bottom Line

to let the **Sustainable Community** goes on





Disaster Prevention

New Buildings
can continue **stay safe**
at any huge level of the
Earthquake



Seismic Damping Devices



Drills for Rescue



**Emergency
Pumping Facility**



**Emergency
Power
Generator**



Emergency Food & Supplies

**Flood Prevention
Plate**



Reasons to be in Marunouchi

that Maximize Value of Long-Term Holding Assets

Strong & Sustainable CBD

Diversity & Creativeness

Public Private Partnerships

Area Management for QOL

People Driven Community

Marunouchi



MITSUBISHI ESTATE