

# Otemachi, Marunouchi, and Yurakucho Area Management

Sustainable development projects in the area around Tokyo Station

**PROJECT ENTITY:** The Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (General incorporated association), OMY Area Management Association (Non-profit corporation), the Ecozzeria Association (General incorporated association)

**LOCATION:** Chiyoda, Tokyo

## Background and progress

The district located between Tokyo Station and the Imperial Palace is the center of Japanese business, with around 4,300 offices located in an area of 120 hectares. Many office buildings that were constructed during the high-growth period had grown functionally obsolete by the late 1980s, and the office-only district was deserted on weekends. In order to resolve these problems, stakeholders came together to coordinate the redevelopment of the area. Together with the redevelopment of older buildings, various steps have been taken to increase the area's charm, including adding retail and cultural spaces on the lower floors of office buildings, and expanding the sidewalks along the area's central north-south axis, Marunouchi Naka-dori Street, to enrich

the pedestrian experience.

The Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho was founded by area landowners in 1988 and has been proactively engaged throughout the development process. In 2000, discussion between the council and local governments led to the establishment of guideline, which defined the area's vision, rules and development methods. Each landowner has redeveloped individual buildings according to the guideline, introducing new urban functions, developing underground circulation networks, beautifying streetscapes, and investing in disaster preparedness. The area management organization also works to increase the district's vitality through various events in public spaces.

## About the project

Area management is intended to increase the district's charm and vitality. Marunouchi Naka-dori Street is closed to vehicle traffic from midday until evening and turned into a space for people with food trucks and tables. In addition, the area management organization manages street events to activate public spaces, and reinvests the proceeds into the area's activities.

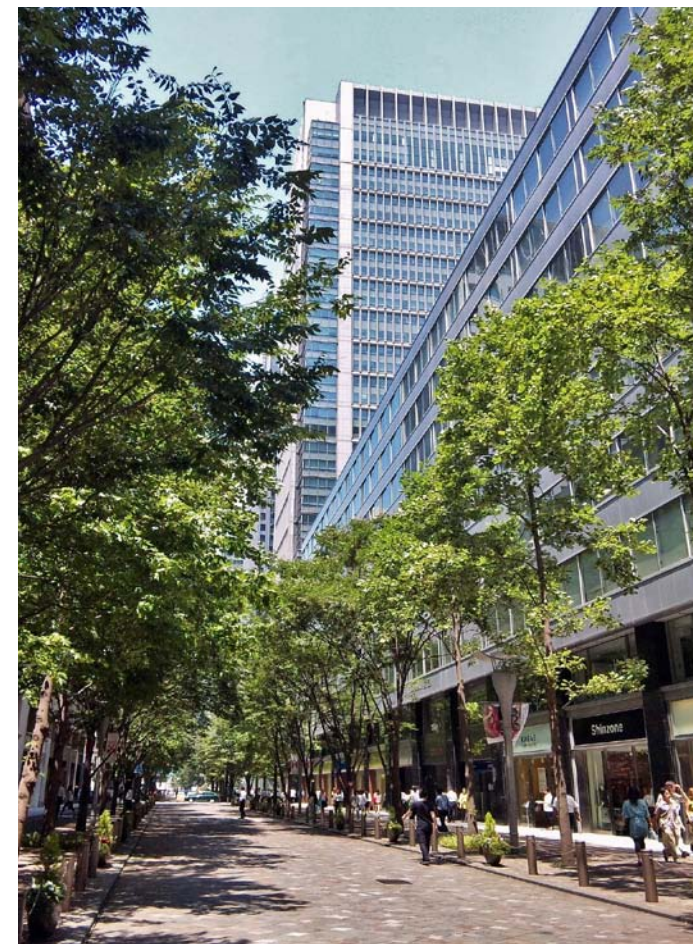
Area-wide efforts are also being undertaken to increase disaster preparedness. Multiple buildings in the area are disaster preparedness centers, equipped with systems to self-supply

electricity and water and capable of providing temporary refuge to people during disasters, thereby increasing the safety and resilience the entire district. Additionally, the landowners hold frequent study groups together with scholars to research urban disaster prevention.

In recent years, seminar salons and other social spaces have been opened to foster an innovative environment where new ideas and business emerge from professional interaction between companies and across industries.



The office district between Tokyo Station and the Imperial Palace



Lower floors are filled with stores



Seminar & event facility



Urban Terrace pedestrian space on closed street