

Station Development “Eki-naka” concept and practice

Hironori Tsujimura
East Japan Railway Company
London Office



agenda

1. Outline of East Japan Railway Company
2. Before Privatisation
3. After Privatisation
 - 1) 1st Stage : Accumulating the experience
 - 2) 2nd Stage : 'Station Renaissance'
 - 3) 3rd Stage : From Station to Urban development

JR EAST is the largest passenger railway company in JAPAN

Network: 4,634 mile

**No. of Passengers: 17 million /day
(the largest in the world)**

No. of Trains: 12,400 /day

Operating Revenue: £22.1 billion

Annual Net Income: £ 1.9 billion

No. of Employees: 73,053

- No subsidies from the government

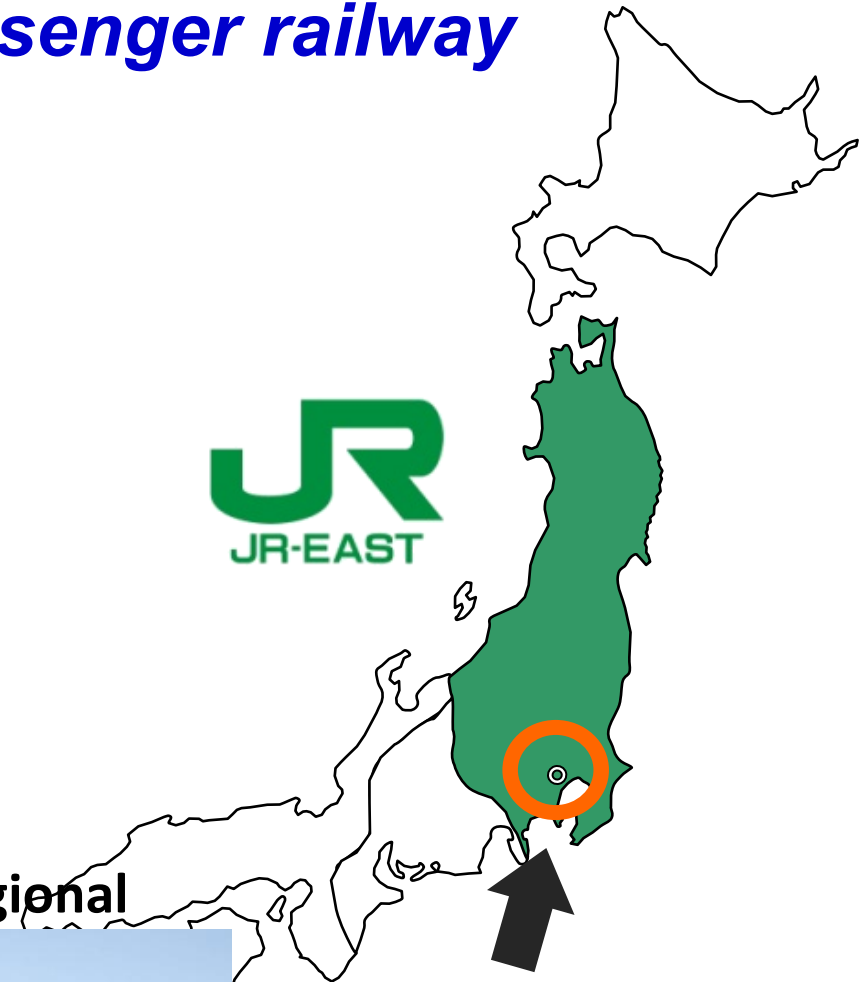
**High Speed
(Shinkansen)**



Metropolitan



Regional

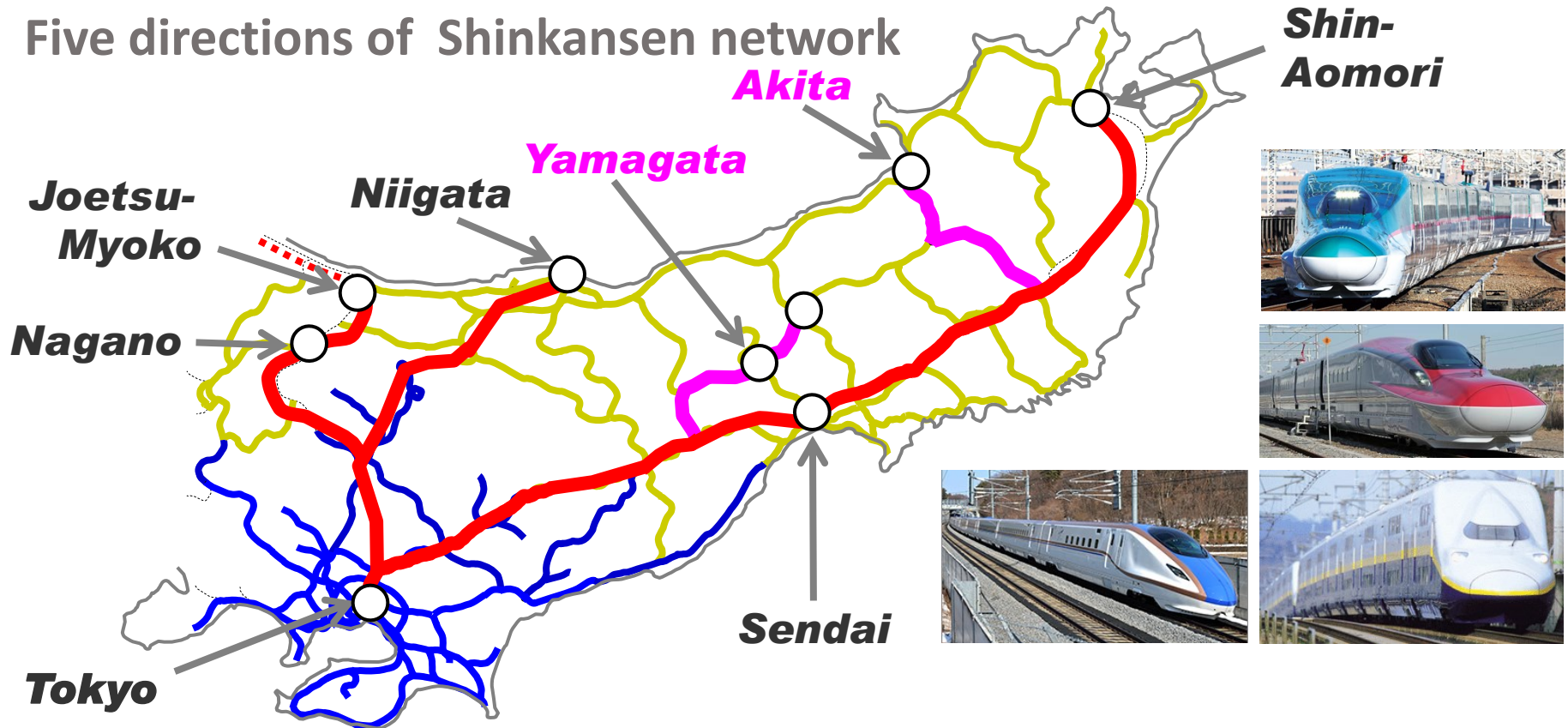


**Tokyo
Metropolitan
area**

*Numbers are as of FY ended March 31, 2016
1 £=130 Yen

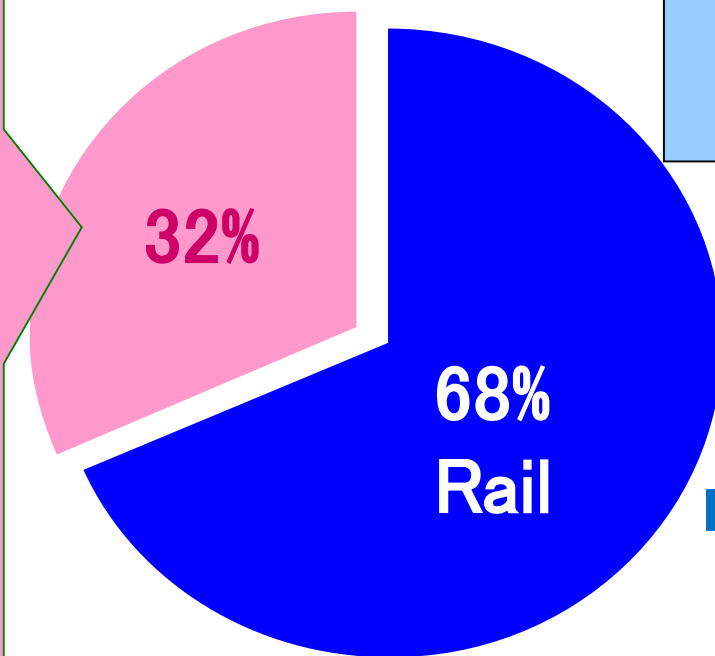
Overview of JR East

Five directions of Shinkansen network

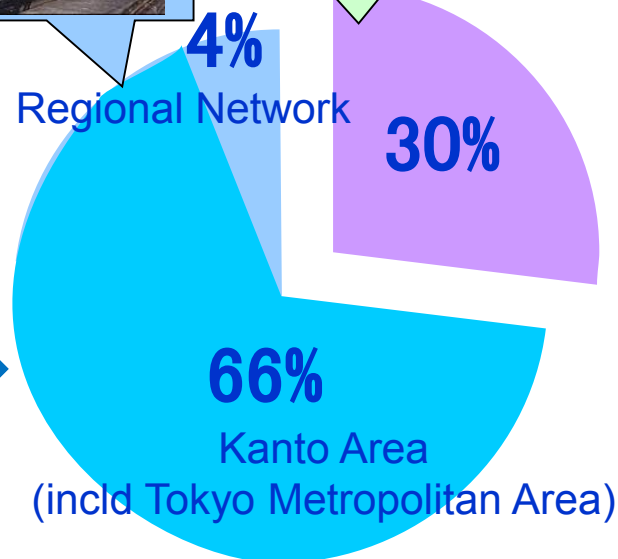


		Gauge	Power supply	Max Speed
Category 1 High-speed network	Dedicated lines	Standard (1.435m)	AC 25kv 50/60Hz	200 mph
	Through-service with conventional lines		AC 20kv 50Hz	81 mph on electrified 62.5 mph on non-electrified
Category 2 Kanto Area network		Narrow (1.067m)	DC 1.5kv AC 20kv 50Hz Non-electrified	
Category 3 Regional network				

Revenues from Railway and Non Rail Businesses







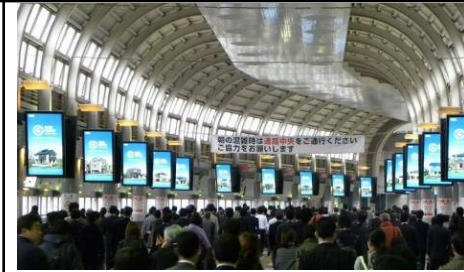


**JR East
Group Total
£ 22.1 billion**



**Transportation
Revenue
£ 15.0 billion**

* 1 £=130 Yen

Portfolio of Life-Style Business

	<p>Retail & Restaurants ("Ekinaka") 2,000 stores</p>		<p>Office 24 Buildings</p>
	<p>In-Station SC ("Ekinaka") 26 zones</p>		<p>Fitness Club 19 facilities</p>
	<p>Shopping center 155 SCs</p>		<p>Advertising</p>
	<p>Hotel 44 hotels 6,532 rooms</p>		<p>Regional Revitalization & More</p>

As of July, 2016

agenda

1. Outline of East Japan Railway Company
- 2. Before Privatisation**
3. After Privatisation
 - 1) 1st Stage : Accumulating the experience
 - 2) 2nd Stage : 'Station Renaissance'
 - 3) 3rd Stage : From Station to Urban development







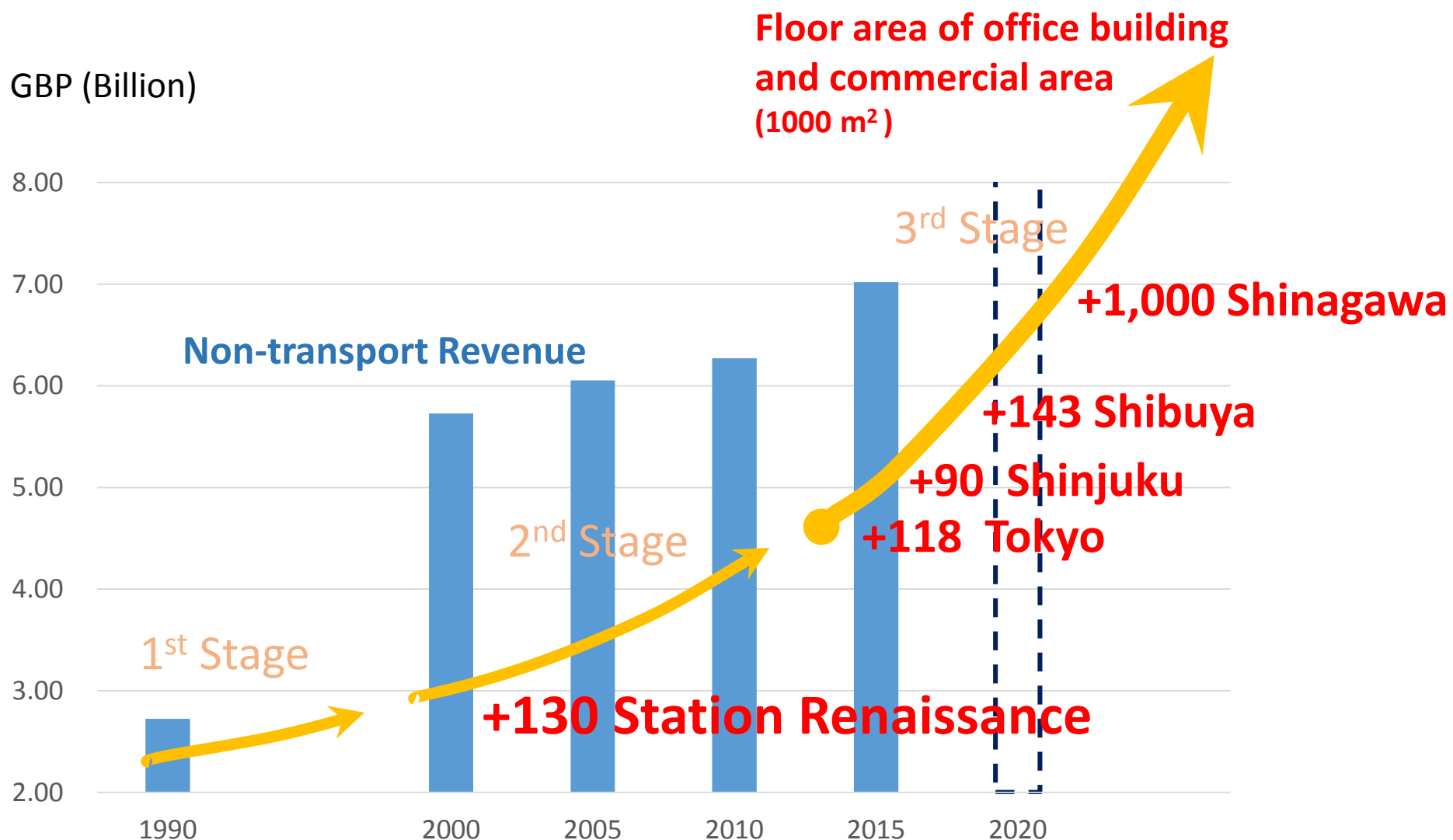
Before Privatisation

- Dedicated its business to running railway
- Limited to ancillary business
- No opportunity to gain the know-how for non-rail business

agenda

1. Outline of East Japan Railway Company
2. Before Privatisation
- 3. After Privatisation**
 - 1) 1st Stage : Accumulating the experience
 - 2) 2nd Stage : 'Station Renaissance'
 - 3) 3rd Stage : From Station to Urban development

Trend of non-transport revenue and floor area



agenda

1. Outline of East Japan Railway Company
2. Before Privatisation
3. After Privatisation
 - 1) 1st Stage : Accumulating the experience
 - 2) 2nd Stage : 'Station Renaissance'
 - 3) 3rd Stage : From Station to Urban development

agenda

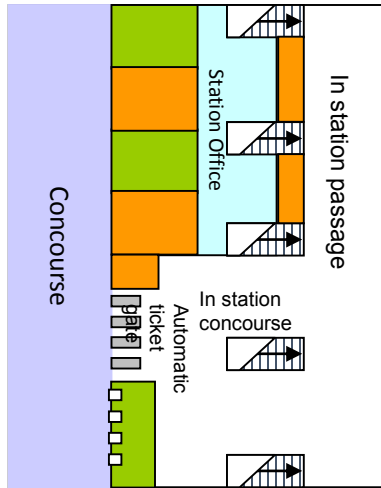
1. Outline of East Japan Railway Company
2. Before Privatisation
- 3. After Privatisation**
 - 1) 1st Stage : Accumulating the experience
 - 2) 2nd Stage : 'Station Renaissance'**
 - 3) 3rd Stage : From Station to Urban development

Station Renaissance- Business model

Stage 2

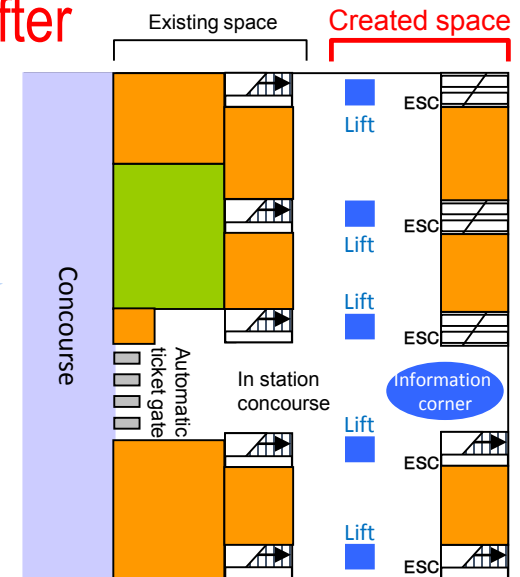


Before



- Expand Space by artificial ground
- Sign and Guidance
- Facilities for disabled peoples' access (Escalators / Lifts)
- Concentration of station facilities in one location

After



Commercial area

Area for Train operation



Example Developments in and around Stations (2000 -)



KIOSK



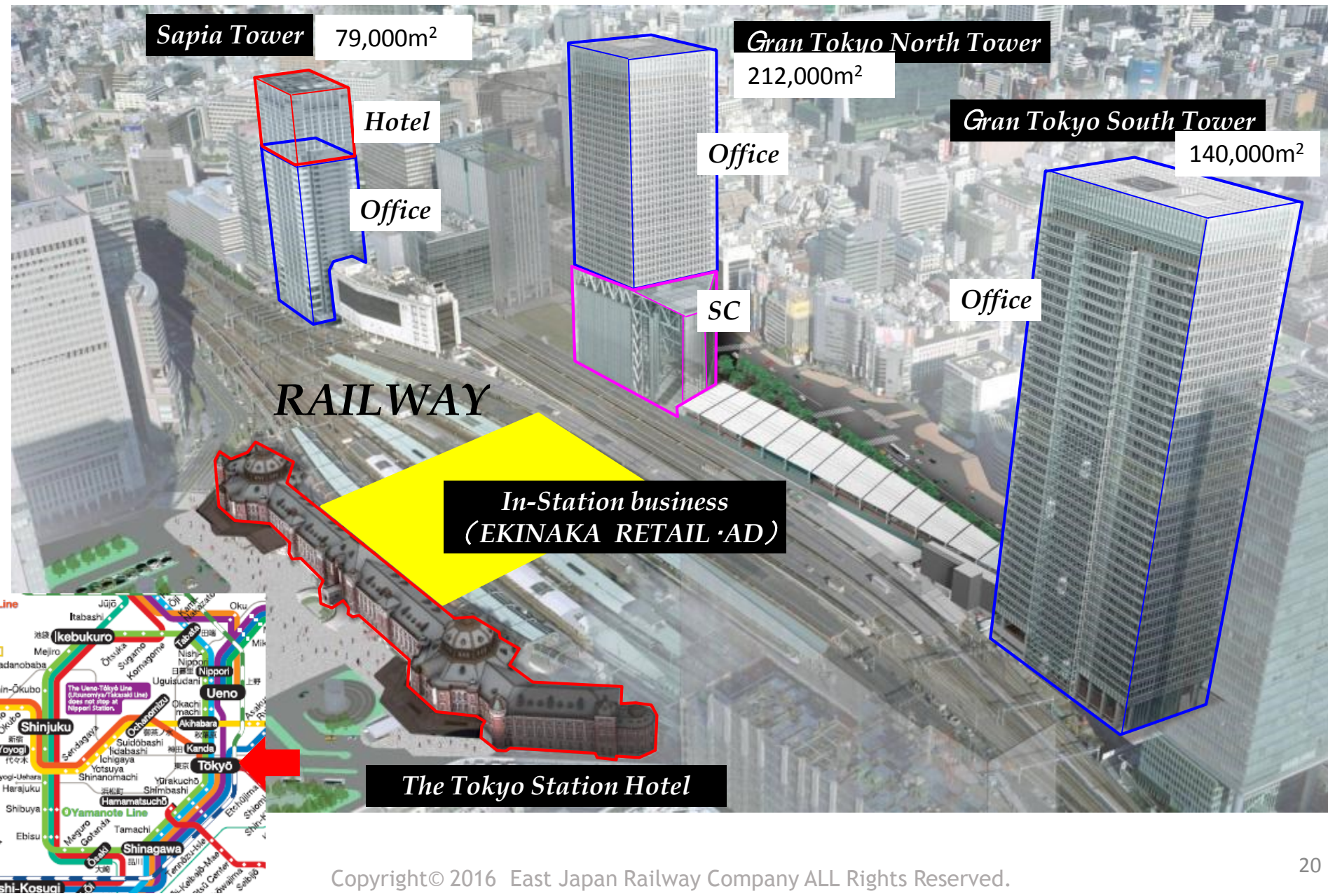
- Suica (similar to Oyster Card) & Self Service Check-out available
- POS management; product lineup reflecting customer's needs.
Display is revised on time of day and weather and so on.
- Bespoke products to fit narrow space

agenda

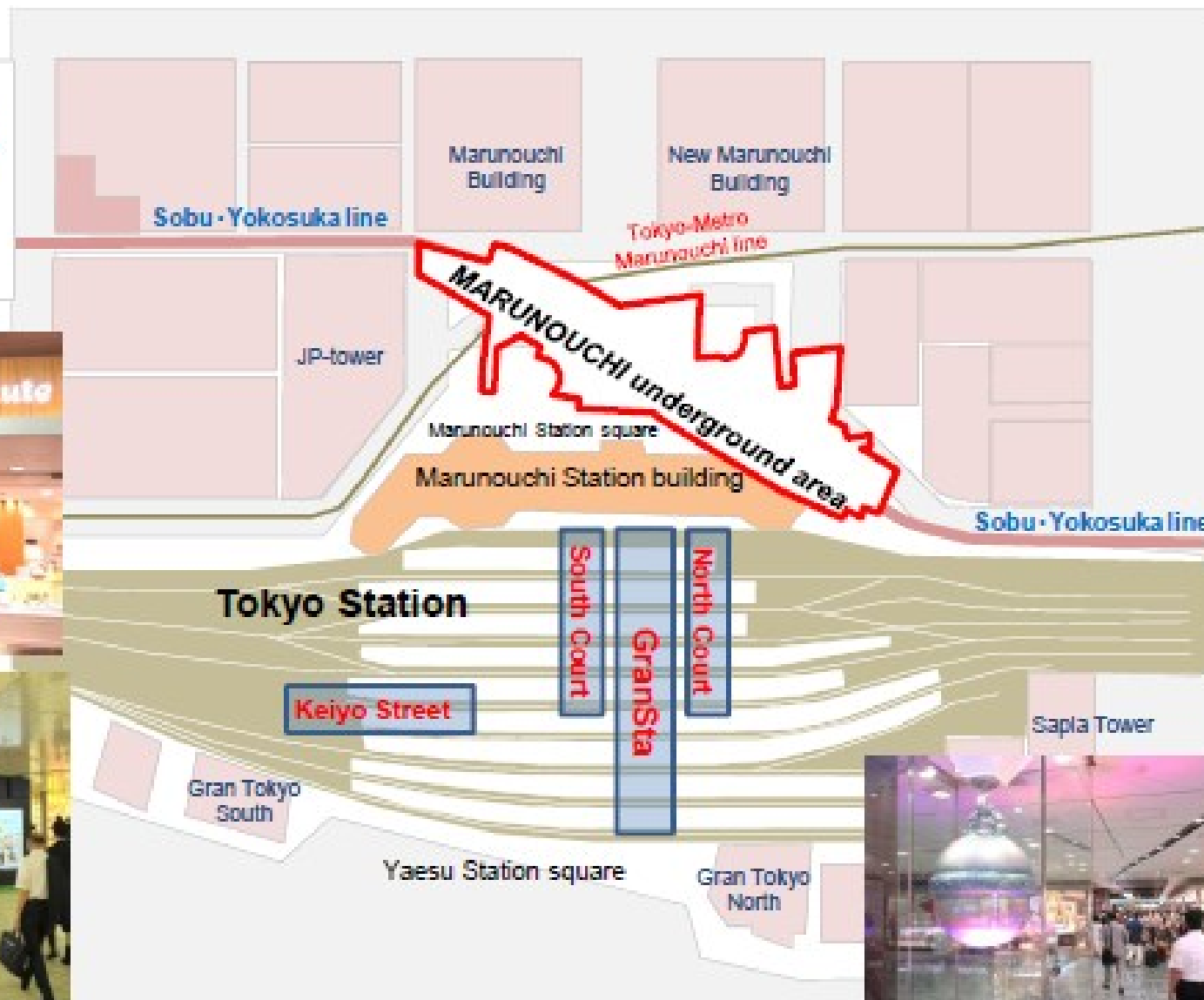
1. Outline of East Japan Railway Company
2. Before Privatisation
- 3. After Privatisation**
 - 1) 1st Stage : Accumulating the experience
 - 2) 2nd Stage : 'Station Renaissance'
 - 3) 3rd Stage : From Station to Urban development**

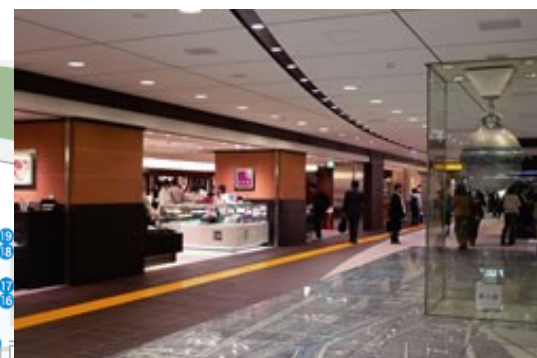
TOKYO STATION CITY

Stage 3



(legend)
 Area underground development range
 GranSta





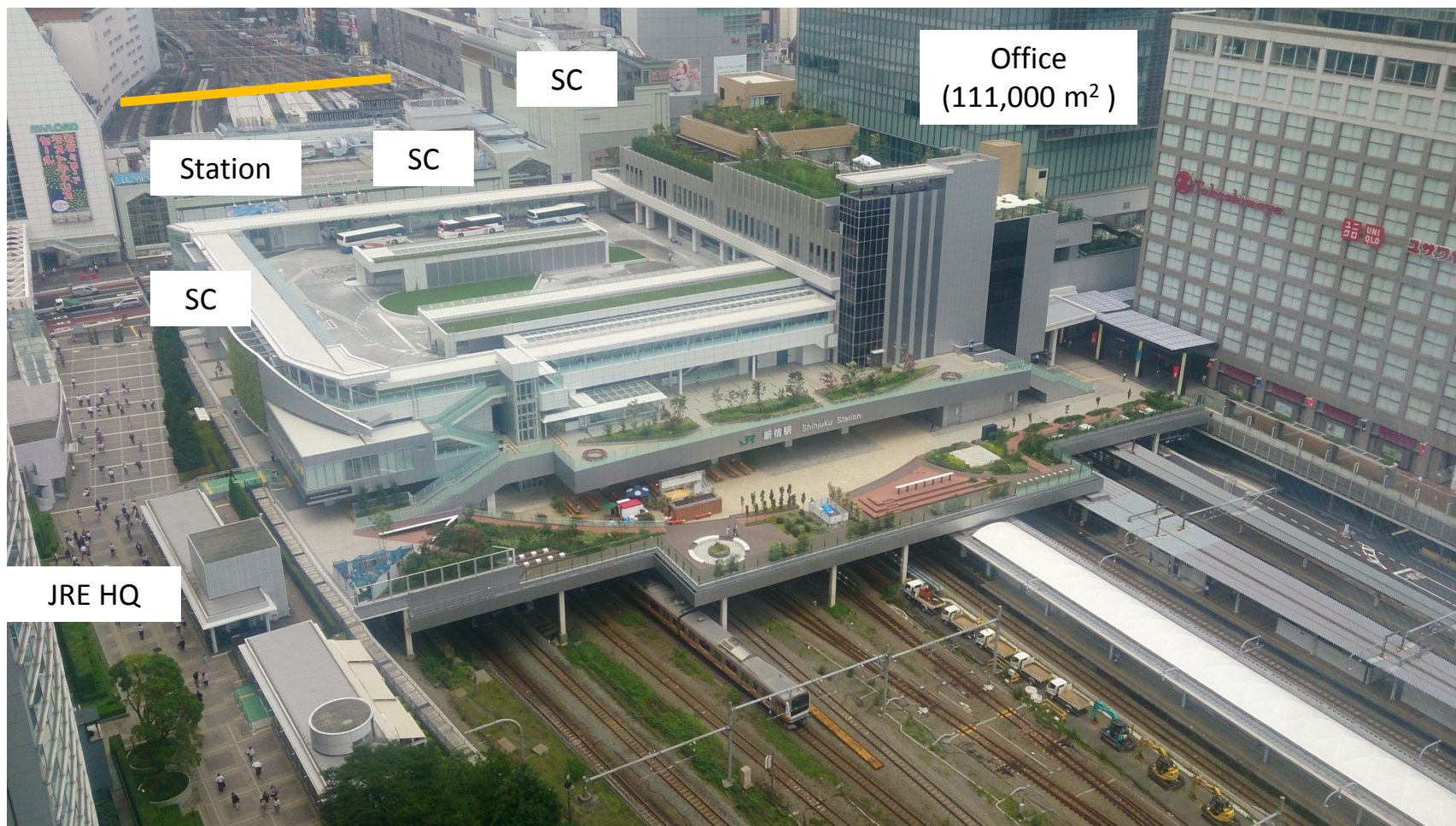
Shinjuku Southgate Development

Stage 3



Shinjuku Southgate Development

Stage 3



Passenger walkways and commercial spaces underneath the railway have now been developed.

A tall, modern skyscraper with a glass facade, identified as the JR Shinjuku MIRAINA TOWER. It stands prominently against a clear blue sky. The base of the tower is integrated with a multi-story commercial building featuring large glass windows and signage for 'バスタ新宿' (Bus Shinjuku) and 'NEWOMEN'. The surrounding area includes a busy street with cars, a 'Victoria' sign on the left, and a 'Shinjuku Station' sign. In the background, the Tokyo Skytree is visible on the right.

JR Shinjuku MIRAINA TOWER

Total Floor area 111,000 m²

Office 77,200 m²

Commercial area 9,400 m²

Cultural zone 3,600 m²

Commencement March 2016

Ongoing Projects (1) Shibuya Station

Stage 3



East Tower 2019
47-Story

	Total	
		East Tower
Floor Area	276,000m ²	181,000m ²
Office	73,000m ²	73,000m ²
Shop	70,000m ²	30,000m ²

Cooperation with Tokyu and Tokyo Metro

Central Tower 2027

West Tower 2027

Tokyo Metro Station

JRE Station



Roof garden on the top of 47-story high building



Shinagawa New Station

Global Gateway Shinagawa
(2024 planned)

Developing a town that enables progressive companies and personnel from around the world to gather and create new businesses and cultures through diverse exchanges

Access to the centre of
Tokyo

Tokyo metropolitan area network
Access to highly appealing
downtown areas

Tamachi Station

New Station (2020)

Former site of JR Shinagawa
Depot railway yard

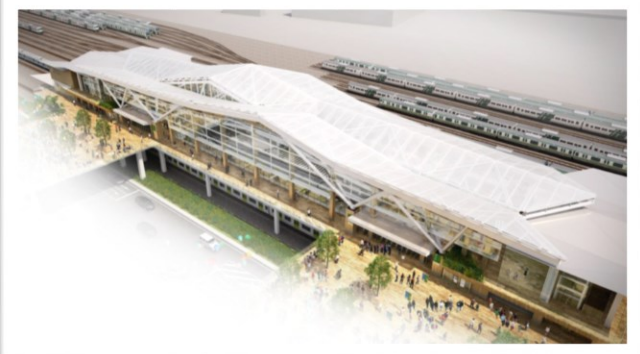
Shinagawa Station

Japan's terminal

Opening of Linear Chuo
Shinkansen scheduled for 2027
Enhanced access to regions
around Japan

Gateway to the world

Accessibility of Haneda Airport
Hub connecting Tokyo to the world



Thank you for your attention

East Japan Railway Company