Urban development toward the post-covid society
TOD model of private railway companies has been developed for nearly a century. However, COVID-19 has forced Tokyu to change from pin-point and tangible development to mutual and intangible one. We call it “autonomous and decentralized city model”.

Large structural reforms bring about significant challenges. However, it will also bring enormous business opportunities and show a new way of regional development to the world.

Cooperation with local governments is essential to achieve the structural change.
Table of contents

◇ Introduction of Tokyu Corporation
◇ History of
  • private railway company
  • Tokyu Tama Garden City
    Relocation Business at Tama garden city
◇ Business strategy
  • before COVID-19
  • after COVID-19
◇ Intangible activities toward Autonomous and Decentralized City
  • Nexus Challenge Park
  • Next-Generation Suburban Development
    MaaS trial as the social experiment of Next-Generation Suburban Development
Introduction of Tokyu Corporation

Vision ten years from now (What we want to be in 2022)

Keeping Tokyu’s rail service areas being the main focus

- The No.1 Areas in Japan for Living: Areas Served by Tokyu’s Railway Lines
- The No.1 Town in Japan for Visiting: Shibuya
- The No.1 Town in Japan for Working: Futako-Tamagawa

Becoming a strong business group as “one Tokyu”

Overall Strategy

Business development that keeps creating life value in the areas we serve

1. Development of railway networks and the continuation of safety measures
2. Continued development of areas served by Tokyu’s railway lines, such as Shibuya and Futako-Tamagawa
3. Strengthening the life service business and increasing cooperation in areas served by Tokyu’s railway lines
4. Pursuit of urban development projects overseas by leveraging our expertise in the development of rail service areas
Railway network map in Tokyo and suburbs

Population: 37.2 million

Tokyo Station
Narita Airport
Haneda Airport

Tokyu Railway Network Area
History of private railway company
Growth pattern of Tokyo 1/3

Pressure of outward expansion by population increase

A rural district or the forest (a future new residential suburbs)

*toyoko-ensen.com
Growth pattern of Tokyo 2/3
Introduction of Tokyu Corporation

Growth pattern of Tokyo 3/3

Territory of a Private Railway Company

New Residential Suburbs

New Railway Line

First Residential Suburbs

Sub-center

Business Center
Structure of a private railway company’s territory 1/2

- Tama-plaza station opened (1966)
- SHIBUYA
  (One of the most famous Sub-Center in Tokyo)
- New Residential Suburbs
- Bus Line
- Private Railway Line
- Local Centers: support daily life
  (i.e. Grocery market)
- Sub-Center
Structure of a private railway company’s territory 2/2

Transport Demand at a Radial Direction
i.e. Commuting or Weekend shopping

Private Railway Line

SHIBUYA
(One of the most famous Sub-Center in Tokyo)

New Residential Suburbs

Station, department store and shopping centre

Tama-plaza station
(Present)

Commerce or Amusement Agglomeration

Sub-Center

Tokyu Department store

Shopping centre

Tokyu Cinemas

Business Expansion by In-migration into the Territory and Creation of a Railway-oriented Life Style
Private railway companies and their territories in Tokyo and suburbs
Tokyu’s railway network

Area along the Tokyu Lines
(Defined as “17 Cities & Wards where Tokyu Lines are operated”)
- Area: 490 km² (49,000ha)
- Population: 5.09 million
- Population density: 10,384 people / km²
- Number of households: 2.51 million
- Taxable Income / person: approx. 1.5 times the national average
- Consumption expenditures in the area: 7,883.1 billion yen

Tokyu Tama Den-en Toshi
(Tokyu Tama Garden City)
- Area: 50 km² (5,000ha) (0.6million)
- Population: approx. 600 thousand people
History of Tokyu Tama Garden City
Approach for land readjustment
Development is conducted in cooperation with land owners.

Implemented by harmonizing urban development and railway extension.
Total of 5,000ha
The order of land readjustment association

Each association had been based on demand/needs.

Each association reflected the background of that period.

It makes Tama Garden City a place of great variety of scenery.
Strategy of land readjustment

[Before land readjustment]

- A-san
- B-san
- C-san
- D-san
- E-san
- F-san

[After land readjustment]

- A-san
- B-san
- C-san
- D-san
- E-san
- F-san

- Public land (road, park and school land)
- Reserved land
- Allocated land
- Conversion of donated land

Recommended strategies for land readjustment
Cash flow of land readjustment

A large amount of seed capital (=loan) is needed to develop the land.

- Land owner (Land Readjustment Association)

  - Development (several years)

  - Land
    - Allocated land
    - Reserved land
    - Public land (road, park, school)

  - to be sold for loan repayment

  not guaranteed for selling at target price
Special scheme of land readjustment

Issues in implementation of land readjustment projects

1) It is necessary to run the risk of borrowing “large amount and long-term” loan.
2) Reserved lands are not guaranteed for selling at target price.
3) Land owners are unfamiliar with land readjustment projects.

Agency system to handle all related service (Tokyu system)

Tokyu Corporation can take leadership in developing the whole area of the Tama Garden City.
Relocation Business
at Tama garden city
Concept of “Relocation Business” at suburban residential area

- Young Families
  - Second generation
  - Wanting a house

- Senior Families
  - Relocates to convenient area

- Condominium
  - Young families relocates to bigger houses

- Shopping Centre
  - Private railway company
  - Rental condo

- Day care Service
  - Tokyo produce residence, shopping facility and other services
Symbolic Relocation project “Dresser Tama-Plaza Terrace”

【Information】
■ Access
  1 minute walk from Tama-Plaza St. of Tokyu Denentoshi Line
  (Connected by pedestrian deck)
■ Structure
  Reinforced concrete
  7 stories, 92 units
■ Total floor area
  Condominium 4,815.15㎡
  Complex building 2,084.08㎡

“Dresser Tama-Plaza” is the flagship project of Tokyu Tama garden City.
Tokyu produces All-in-one life integrated station, commercial facility, public facility and condominium.
Characteristics of Dresser Tama-Plaza Terrace

- "Dresser" is connected to Tama-Plaza terrace and Link Plaza directly.  
  ⇒ Residents can access to the station and commercial plaza very easily.

- Anyone can use pedestrian deck for 24 hours.  
  ⇒ Pedestrian deck provides convenience not only to the residents but also surrounding residents.
The concept of Link Plaza
“Connect city and station” “Connect people beyond generations” “Connect the daily lives”

- Tenants configuration that focus on cooperation with condominium

- Condominium

- Link Plaza

- Tama-Plaza Terrace

- Dresser Tama-Plaza

- Bank
- sundry goods shop
- Café etc

- 1F, 2F

- Clinic
- Adult Day service
- Nursery etc.

- 3F, 4F

- - Tokyo Store
- - Book Store
- - Pharmacy
- - Hair Salon etc

- Tenant configuration to complement the function of Tama-Plaza Terrace and improve the living convenience of the south entrance area
Future approach of relocation business

Residential area developed in 1970’s

Existing housing complex

Proposal of rebuilding by the relocation and consolidation

Inflow of Young family

Seeking for the possibility of rebuild

Existing detached houses

Attracting functions to support the aging society

Tama-Plaza Terrace is being operated by Tokyu

Future developing area

Tokyu and Yokohama City have established complex building consists of condo and public center
Business strategy before COVID-19
Major Commercial Facilities along the Tokyu Lines

- Saginuma
  - Fullel Saginuma

- Futako-tamagawa
  - Futako Tamagawa Rise Shopping Center

- Mizonokuchi
  - etomo Mizonokuchi

- Naka-meguro, Gakugei-daigaku, Toritsu-daigaku
  - Underneath Naka-meguro Station
  - GAKUDAI KOUKASHITA
  - Underneath Toritsu-daigaku Station
  - etomo Yutenji

- Shinagawa
  - Shinagawa Station

- Shibuya
  - Shibuya Dept. Store's Head Store
  - SHIBUYA SCRAMBLE SQUARE Phase I (East Bldg.)
  - SHIBUYA 109
  - MAGNET by SHIBUYA109
  - Shibuya Mark City
  - Shibuya Hikarie “ShinQs” (Shibuya Dept. Store)
  - cocoti

- Gotanda
  - Gotanda Station
  - Name changed to Gotanda Tokyo Square on April 24
  - Underneath Ikegami Line Gotanda Station

- Musashi-kosugi
  - etomo Musashi-kosugi

- Center Minami
  - Kohoku Tokyu S.C
  - VOLEV

- Minatomirai
  - Minatomirai Tokyu Square

- Chuo-rinkan
  - etomo Chuo-rinkan
  - Chuo-rinkan Tokyo Square

- Den-en-chofu
  - Tokyo Square Garden-Site

- Musashi-kosugi
  - Musashi Kosugi Station

- Minami-machida
  - MINAMI-MACHIDA GRANDBERRY PARK

- Chuo-rinkan
  - etomo Chuo-rinkan
  - Chuo-rinkan Tokyo Square

- Tsunashima
  - etomo Tsunashima

- Hiyoshi
  - Hiyoshi Station

- Oimachi
  - etomo Oimachi

- Daikan-yama
  - LOG ROAD DAIKANYAMA

- Gotanda
  - Gotanda Station

- Shibuya
  - Shibuya Dept. Store's Head Store
Introduction of Tokyu Corporation

<Numbers of passengers carried>
FY2019 1.2 billion

<Line distance (working kilometers)>
100.1 km
Business strategy after COVID-19
COVID-19 has undermined the TOD strategy

[Reference] Recent Events

Since the lifting of the declaration of a state of emergency on May 25, demand has been gradually recovering with respect to the railway, department store and hotel businesses. (September partially reflects a decline in demand due to the absence of the last-minute surge in demand before the consumption tax increase in the previous year.)

Tokyu Railways: Passengers Carried
(Year-on-year Comparison)

Tokyu Department Store: Sales
(existing stores: Year-on-year Comparison)

Tokyu Store Chain: Sales
(existing stores: Year-on-year Comparison)

Tokyu Hotels: Occupancy Rates
(Results)

TOKYU CORPORATION
COVID-19 has undermined the TOD strategy, and the balance of consumption has shifted from city center to residential suburb.
### Assumptions for FY2022 Forecasts

**Assumptions for forecasts**
- The direct impact of the COVID-19 pandemic will continue up until the end of the first half of the fiscal year, after which no new spread is expected.
- With regard to inbound tourism, demand is not expected.
- Changes in the external environment, such as soaring energy prices, have been reflected in individual businesses. If there is additional impact, measures including cost control will be taken within the expected scope.
- With regard to cost reductions, we will continue to make reductions for businesses that carry out structural reforms, and increase the ratio of constant necessary reductions.

#### Assumptions in the financial forecasts for each segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>Assumptions for forecasts</th>
</tr>
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<tbody>
<tr>
<td><strong>Transportation</strong></td>
<td></td>
</tr>
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</table>
  - Tokyu Railways: **Number of passengers carried by Tokyu Railways will decrease by approx. -21.0% from FY2019 (+4.5% year on year comparison)** |
| **Real Estate**  |  
  - Real estate leasing: Vacancy rates and rent levels are the same as at the end of the previous fiscal year, and there is no expected vacancy risk  
  - Real estate sales: Although a certain amount of sales are expected in the current fiscal year, this is a reactionary decline from the previous fiscal year, when there were sales of large properties. |
| **Life Service** |  
  - Sales at Tokyu Department Store will increase approx. +3.5% year on year and sales at Tokyu Store Chain will increase approx. +2.2% year on year. |
| **Hotel and Resort** |  
  - The full-year occupancy rate for Tokyu Hotels is expected to be around the 69% range (1Q: 54%, 2Q: 73%, 3Q: 77%, 4Q: 74%). |
Tokyu is trying to adapt to a “new normal” lifestyle and find new business opportunities.

Before COVID-19

Central Tokyo

Suburbs of Tokyo

Suburbs of Kanagawa

After COVID-19

Central Tokyo

Suburbs of Tokyo

Suburbs of Kanagawa

Autonomous and decentralized city structure

Distinguish the area depending on purpose and activities

Daily economic unit

Live, Work, Communication
Tokyu Area Development based on the concept of “autonomous and decentralized city structure”

Based on our autonomous and decentralized city structure concept, we are actively promoting the functional arrangement of work, housing and entertainment, and revitalizing communities by attracting stakeholders from the worlds of industry, government and academia.

Autonomous and decentralized city structure concept

Development of midpoint stations to drive urban development

▼ Fujigaoka
Partners: Yokohama City, Showa University
An integrated urban development combining station area facilities, hospitals and parks

▼ Saginuma
Partners: Kawasaki City
Redevelopment project aimed at creating station area community hubs (Relocation of Miyamae Ward Office and other public facilities)
Intangible activities toward
Autonomous and decentralized city
Nexus Challenge Park
Nexus: Starting a user-based hub in suburban areas in Den-en-toshi area

Press Release
January 19 & March 30 2022

Nexus Challenge park Hayano

Transport: Tokyu Den-en-toshi line 「Asamino」 Bus stop #3 on right hand side after station exit (Bus to Susukinodanchi). Get off at Nijigaoka Elementary school and walk 3 min

nexus concept area
◆Aoba ku, Yokohama
Area: approx. 35km2
Population: approx. 310,000
Number of household: approx. 130,000
◆Miyamae ku, Kawasaki
Area: approx. 19km2
Population: approx. 230,000
No. of households: approx. 100,000

Nexus: [Diagram]

Three-layered perspective

1. Residents-centered
2. Well-being
3. Collaboration with buddy companies and the authorities (Cross-Sectional Coordination)

Nexus features

1. Walkable Neighborhood (where people want to walk around)
2. Residents-centered Sustainable Community Networks
3. Social harmony

Characteristics of each region
- Topics of sustainability:
  - Agriculture, food, circular economy
  - Energy
  - MaaS distant from station

Trials and actual implementation with each buddy

Tokyu nexus Team (April 2022)
Nexus Challenge Park Hayano Facility Overview

Place: 1150-2 Hayano, Asao Ward, Kawasaki City (owned by Tokyu Corporation)
Site area: 7,800 m²
Design: Consolidated company HOC
Development and Construction:
Momoyama Construction Co., Ltd.
Farming construction: Plantio Inc.
Operating entity: Tokyu Corporation
Usage: Community farm, event space, parking lot
Opening date: April 7, 2022
Business hours:
Weekdays 10:00 - 18:00
* Saturdays and Sundays only for events

(1) Niji Farm – IoT share farm
* Plantio Inc.’s grow app
* Paid membership “Sowing the seeds together”
* Collaboration with shop associations and neighboring schools

(2) Fireplace
Experience the circulation of firewood and food under the cooperation of local volunteers

(3) Nexus Lab
* Common ground between Tokyu employees and the community
* Place for consultation with buddy companies

(4) Forest of creatures
Beekeeping, beetle breeding, etc. by local residents

Tokyu Corporation / Team Nexus
◆ Sustainable themes
Agriculture and Food: Lifestyles where people grow together and eat together, and agriculture and food are at hand
Energy: Local production for local consumption of energy in the community and optimization of surpluses and shortages
Mobility: Maximizing the vitality of residents by providing new mobility according to the diverse life stages
Resource Recycling: Recyclable society based on local communities and residents (resource utilization, zero waste, natural symbiosis, etc.)
Wellness: Realizing well-being corresponding to the diverse values of the era of the 100-year-old
Education: Relationships among residents who regard the community as a place to learn, such as schools having a close connection with the community

◆ Commonalities (region/commons) that connect me (individual) with public (society/environment)
- Creating “local commons” where empathy and mutual aid circulate
- Creating commons “from the consumer’s point of view and together with the consumer”

※ We are looking for “buddies” who share and co-create this philosophy.
Nexus Challenge Park Hayano Potential with the Surrounding Area

**UR “Welfare”**

- Nijigaoka 2-chome Housing Complex (Rent: approx. 1,600 units)
- Susukino Housing Complex (Rent: approx. 1,100 units)
- Nijigaoka 3-chome Housing Complex (Rent: approx. 400 units)

**Future housing complex**

- **Kawasaki City**
- **Yokohama City**

**Administrative coordination**

- 2012: Conclusion of an agreement to promote the Next-Generation Suburban Community Development
- 2015: Conclusion of a comprehensive partnership agreement on community development along Tokyu railway lines

**Common Issues**

- Aging / Multi-generation / Mobility / What housing complexes should be

- **Mobile sales**
  - Kitchen car
  - Traveling sales

- **Mobility**
  - Last one mile
  - Transfer base

- **Agriculture and food circulation**
  - A life with farming
  - Farmers' direct sales store

- **Future housing complex**
  - Final abode
  - Well-being

**Trial of coordination between Kawasaki City and Yokohama City (example)**

Tokyu Corporation / Team Nexus
Next-Generation Suburban Development
What is the Next-Generation Suburban Community Development?

April 2012: Yokohama City and Tokyu Corporation reach an agreement to promote the Next-Generation Suburban Community Development.

Using the Tama Plaza district as a model, industry-academic-public-private partnerships begin efforts to sustain and revitalize favorable residential neighborhoods in existing communities.

2017 & April 2022: Agreement renewed

Re-establishing the values of suburban residential areas and presenting their appeal and lifestyles to society at large.

Community development: Revitalizing existing residential areas in conjunction with industry, academic, public, and private sectors

Vision of the Ideal Community
Community Living
Working to Realize True Community Living

WISE Living Lab Sankaku BASE

Opened in May 2017
• Activity hub for the Next-Generation Suburban Community Development
• Functions as a living lab for co-creation

CO-NIWA Tama Plaza

Opened in Nov 2018
• The lower floors of residential units for sale include facilities for multi-generational community exchange / easily accessible workspaces and child nursing/childcare-support functions.
MaaS trial as the social experiment of Next-Generation Suburban Development
Transportation Strategy Along the Den-en-toshi Line (Responding to the Diversification of Users’ Needs)

With COVID-19, users’ behaviors have rapidly changed, leading to more diverse needs.

Needs that remain unchanged

- Safe and secure transportation
- Stress-free and comfortable travel

New and diverse needs

- Worry-free travel in terms of hygiene
  (Thorough measures to counter infectious diseases, etc.)
- Stronger desire to avoid crowds
  (Maintaining the number of trains per hour, encouraging staggered commuting, etc.)
- Shorter travel time and more efficient travel
  (Schedules with faster travel times, more trains with guaranteed seats, etc.)
- Wider range of workplaces due to the diversification of employment
  (Satellite offices in and around train stations, etc.)
- Desire to stay near home
  (Expansion of service facilities in and around train stations, etc.)

Proposals based on users’ needs

- Transportation that truly provides peace of mind
  (Safe, clean, and without crowds)
- Transportation that does not hinder users’ wish to travel
  (Seamless, stress-free travel)
- Expansion of additional services
- Travel that is personalized
  (Enable users to select services that best fit their goals and needs)
- Both hard and soft services that support a variety of work styles and lifestyles

Provide comprehensive transportation services that support
“cities of the future” and “human mobility”:
Maximize “real” values by leveraging “digital” technology
MaaS is not just an integrated transportation system, but an intersection among work, life, and human interaction.
Objectives of the DENTO Pilot
Jan. 13 – Apr. 28, 2021

• Respond to demands for new services for commuting and working
• Encourage new methods of travel and use of Tokyo Group facilities
• Respond to changes in the demand for commuter passes
3. MaaS Pilot Project (New Services for Commuting)

**Shared Rides**

On Wednesdays and Fridays, return home in luxury on a high-end hired car.

Prices: To Oimachi: 1,980 yen
To Aoba-ku: 3,980 yen

Hours: Wednesdays and Fridays from 6pm
★ Limited to commuter pass holders

**Commuter Express Bus**

A “mobile shared office” where you can work on your laptop

Price: Starting at 900 yen

Dates: Weekdays from Feb. 16 through Apr. 28
Frequency: One in the morning and in the evening
★ Discounts available for commuter pass holders
Diverse Options for Teleworking

Price: Starting at 1,000 yen / day

Hours: Depends on the facility

(Includes NewWork partner facilities)

- **Work Outdoors**
  - BBQPIT Azamino Gardens (Leverage Recreational Spaces)

- **Work at Coffee Shops**
  - People’s wise café

- **Exercise Before or After Work**
  - Atrio Due Himonya
  - Atrio Due Aobadai

3. MaaS Pilot Project (New Services for Working)
3. MaaS Pilot Project (Encourage new methods of travel and use of Tokyu Group facilities)

100-yen Tickets
One day passes for trains and buses
Price: 100 yen (Each person is eligible to buy a limited number of tickets)
★Limited to commuter pass holders

Coupons for Activities
Special coupons mainly for use at Tokyu Group facilities
★Limited to commuter pass holders
DENTO’s Performance (As of Mar. 15, 2021)

Registered “Friends” 16,462 people
Registered Members (Pass Holders / Non-Holders) 8,195 people (6,046/2,149)

Tickets Sold 9,609 tickets

Special Coupons Used at Facilities Along Tokyu Lines 1,158 tickets
100-yen Tickets Used (Total for Rail and Bus) 9,215 tickets
Shared Rides Hired (Wed. and Fri. only) 21 rides
Commuter Express Bus (Feb. 16 onwards) 98 tickets
Teleworking Options 221 tickets
Q Seats (Pre-ordered Tickets) 54 tickets

Registered through:
1) Tokyu Line app 78%
2) Web search 9%
3) Tokyu Bus website 3%
4) Tokyu Hands app 1%
5) Other 9%

Sold through:
1) Tokyu Line app notifications
2) Apps of various Tokyu Group companies
3) Special coupons

White Font Indicates Options Available Only to Commuter Pass Holders;
This is the end of my presentation

Thank you very much for your attention
Reference Material
Performance in Light of DENTO’s Objectives (As of Feb. 8, 2021)

• Respond to demands for new services for commuting and working
  - 100-yen Tickets Used (Total for Rail and Bus) 3,433 tickets
  - Shared Rides Hired (Wed. and Fri. only) 12 rides
  - Commuter Express Bus (Feb. 16 onwards) N/A

  Tickets for trains and buses are both effective in encouraging people to travel outside their regular routes.

  Rider satisfaction is high with both price range and comfort; raising awareness among potential customers is crucial.

  (Operation to commence on Feb. 16)

• Encourage new methods of travel and use of Tokyo Group facilities
  - 100-yen Tickets Used (Total for Rail and Bus) Combined with Special Coupons Used at Facilities Along Tokyu Lines
  - Combined with Teleworking Options

  Number of people purchasing both: 62 people
  Total paid: 27,000 yen

  After the emergency declaration was lifted, proactive communication improved performance

• Respond to changes in the demand for commuter passes
  - Once the pilot concludes, a comprehensive evaluation will be conducted through user questionnaires
3. MaaS Pilot Project (Background and Potential Expansion of MaaS Projects Along Tokyu Lines)

- **Diversification of the needs of working residents and businesses due to COVID-19**
  - Diversification of needs surrounding work
  - Individualization of needs overall
  - Diversification of commuting needs
  - Changes in businesses’ transportation allowance

Provide seamless services through the Tokyu Group’s various assets

- **FY2018:** Tama Plaza District
  - Pilot transportation services limited to this area
    - For Commuters
      - Comfortable means of transportation other than rail
    - For Non-Commuters
      - Transportation for the last mile in their trip

- **FY2019 onwards:** The first tourism MaaS project in Japan, “IZUKO”

- **FY2020:** “DENTO” Project mainly along the Den-en-toshi Line
  - A pilot project to seamlessly provide transportation and lifestyle services

- **FY2021 onwards:** Gradual expansion into other areas
  - Expanding areas and target audiences; exploring CaaS

**Services That Make Going Out More Enjoyable**

- A Diverse, Comfortable Environment for Teleworking
  - Comfortable Non-Rail Travel Services

**For Commuters**
- Transportation for the last mile in their trip

**For Non-Commuters**
- Comfortable means of transportation other than rail

**Diversification of needs surrounding work**

- Changes in businesses’ transportation allowance

**Individualization of needs overall**

- Diversification of commuting needs

**Mobility**

- Work
- Live
- Interact

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Dresser WISE Tama Plaza / CO-NIWA Tama Plaza

Opened in October 2018
Dresser WISE Tama Plaza Overview

(1) Site area: 9,688.91 m² (2,930.89 tsubo)

(2) Zoning
   Category 1 medium-to-high-rise exclusive residential districts
   Neighborhood commercial districts

(3) Building coverage ratio / Floor area ratio:
   50% / 250%

(4) Building Outline
   Planned number of units: 278
   Site area: 21,139.64 m² (6,394.74 tsubo)
   Community benefit area: 2,020.81 m² (611.30 tsubo)

(5) Business organization
   Tokyo Railway Co., Ltd.
   Mitsubishi Corporation
   Mitsubishi Estate Residence Co., Ltd.
   Obayashi-Shinseiwa Real Estate Co., Ltd.

Deregulation in this plan

Required Functions
- Child nursing/childcare-support functions in the community
- Multi-generational community exchange function
- Workspace function in the community

Requirements for deregulation
- Development of regional convenience facilities (2,000 m²) based on required functions
- Improvement of pedestrian flow lines through the development of east-west free passages, open spaces for walkways and green spaces
- Area management activities

Deregulation details

<table>
<thead>
<tr>
<th></th>
<th>Existing law</th>
<th>After deregulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor-area ratio</td>
<td>175%</td>
<td>250%</td>
</tr>
<tr>
<td>Building height</td>
<td>15 m, 20 m</td>
<td>31 m</td>
</tr>
</tbody>
</table>
### Dresser WISE Tama Plaza / CO-NIWA Tama Plaza

#### Area management organization

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dresser WISE Tama Plaza Area Management</strong></td>
<td></td>
</tr>
</tbody>
</table>

| Constituent member | Dresser WISE Tama Plaza management society, CO-NIWA tenant, Tokyu |

#### Activity philosophy

Taking advantage of the results of past efforts in the Next-Generation Suburban Community Development and utilizing the space of CO-NIWA Tama Plaza and the know-how of facility operators to solve regional challenges and increase its appeal, we will work on the planning and coordination of area management by setting forth seven goals in cooperation with various activities such as the general residents association of Utsukushigaoka, local shopping districts, and organizations authorized by the residents emergent projects.

#### Activity goal

I. Creation of multi-generational communities with mutual assistance
II. Construction of an information platform "Machi no Keijiban (Community Bulletin Board)"
III. Making it easy to walk around the promenade and shopping streets
IV. Creating entrepreneurial opportunities for social business
V. Human resource development for area management
VI. Creation of a community-wide child-care network
VII. Promoting the Community Living model project
Dresser WISE Tama Plaza / CO-NIWA Tama Plaza

- Community convenience facilities (Introduced function)

<table>
<thead>
<tr>
<th>Number</th>
<th>Adopted function</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 · 2 · 3</td>
<td>Multigenerational community exchange function</td>
<td>Community cafe</td>
</tr>
<tr>
<td>4</td>
<td>Accessible workspace function</td>
<td>Co-working space</td>
</tr>
<tr>
<td>5</td>
<td>Child nursing/childcare-support functions</td>
<td>After-school care</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Licensed nursery school</td>
</tr>
</tbody>
</table>
Dresser WISE Tama Plaza / CO-NIWA Tama Plaza

- Area management activity

![Diagram of CO-NIWA Tama Plaza with labels for Community core, Pass through plaza, Pedestrian road, Yurinoki street, and Plaza-type open space.]

![Image of people gathering in the Plaza-type open space and community core area.]

![Image of a pass through plaza with children and adults engaged in activities.]
Phase 1 (2012 - 2016):
Conceptualizing and Co-Creating with Local Communities

Initial concept formulated in 2013

Co-creation with residents

Events / Workshops / Activities
(Childcare, medical, etc.)

Social experiments
(Mobility, energy, etc.)
Phase 2 (2017-2021): Living and Working in a Garden City

- Pro bono works / Second careers
- Short commutes
- Living Lab
- [Development along railway lines] SPRAS AOBADAI
Phase 3 (2022 - ): Living, Working, and Enjoying Life in a Garden City

Developing Communities for Living, Working, and Enjoying Life

Promoting a free, rewarding way of life through diverse connections between residents, schools, administration, and industry

From a model district to development along railway lines

Developing initiatives that make the most of human connections and community assets

Four Community Goals for Circulation

(1) Carbon-free environment
(2) Intergenerational exchange
(3) HR skills of community residents
(4) Circulation of economy
Crisis and opportunity for sustainable growth of the suburban residential area

**<Crisis>**

Decline consumption activities by population decreasing, aged society and aged building ⇒ Degenerate the value of areas along Tokyu railway

**<Opportunity>**

Inflow young families to area and Integrate multiple generations ⇒ Promote attractiveness and Generate the area value
Feed Back of first Relocation Project

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**Good**

- Integrated provision of related services relocation by aggregated window
  - Resident was able to consult relocation destination (new condominium) and the rebuild of recent home

- Corresponding to “Relocation consultation” +α
  - We were able to correspond to not only the sales consultation but also the rebuild and rent utilization

- Security feeling of Tokyu Brand
  - We were able to support of design, construction and sales as “One Tokyu” to asset utilization.

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**Issue**

- Implementation of successive follow for customer who consider the relocation to new condominium and utilization of existing home separately.
  - After settlement, we continue to implement long term “relocation support”

- Improvement of consulting skills for the “smooth consensus of the family”
  - Proposal of wide rage of life plans including inheritance, future sale and utilization.