JR East’s Life-style Business (Shinagawa Development Project)

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Overview of JR East

• 7500km railway network
• 1,700 stations
• 17 million passengers/day

In 1987, Japanese National Railways (JNR) were divided into JR East and other regional companies.
Operating revenue

Non-Rail Business

Total
US $ 27b

Rail Business

Figures are approximate

30%
US $ 8b

70%
US $ 19b

*FY2018
Organization of Life-Style Business

Railway Operations HQ

Life-Style Business Development HQ (LSBD)

Branch offices

Railway dept.

LSBD dept.

Group companies

Station

Station Operation

Station Utilization Business
Shopping Center /Office/ Hotel Business
Advertising
Property Leasing & Management ...etc.

Daily passengers: 17 million
Major fields of Life-Style Business

- Retail & Restaurants (approx. 2,000 stores)
- In-Station SC (24 zones)
- Shopping center (159 SCs)
- Hotel (45 hotels) (approx. 7,000 rooms)
- Office (33 Buildings)
- Fitness Club (28 facilities)
- Advertising
- Regional Revitalization
Vision for Life-style service business growth

Until Now

Railway Stations

Hotels

Offices

Improve

CITY UP!

Life-style service business Operating Revenue

FY2016

US $ 8b

FY2026

US $ 12b

150%
Development Project (example)
Tokyo Station

Transfer development rights
Shinagawa Development Project

New Station in 2020
Railway Yard

Shinagawa Station

11min

HANEDA AIRPORT

International Terminal
Haneda Airport Terminal
Haneda Airport Terminal 2

SHINAGAWA
Shinagawa Development Project

New Railway yard

Development site (13ha)

New Station (in 2020)

Shinagawa Station

To Tokyo

Rail line

Relocate
Shinagawa Development Project

- **Takanawa Gateway Station**
- **Block 1**
- **Block 2**
- **Block 3**
- **Block 4**
- **Block 5**
- **Block 6**

- **Shinagawa Station**

- **Open in 2020**
- **Open after 2030**
- **Open in 2024**
Shinagawa Development Project [TOD]

1. Public Transit
   - Train, Bus, Bike

2. Connected
   through pedestrian network

3. Urban development
   - multipurpose urban complexes

TOD
Transit Oriented Development
[TOD] 1. Public Transit

New Station (Takanawa Gateway Station)

Planning design with Kengo Kuma
[TOD] 1. Public Transit

- Train
- Bus
- Taxi
- Walking

New station

Block 4

Public Square

Multi-layered square

Transit square

Pedestrian square
[TOD] 2. Pedestrian Network
[TOD] 3. Multipurpose Urban Complexes

- Residence
- International school
- Cultural creating facilities
- Park
- Greenery area
- Mita and Tamachi direction
- Block 1
- Block 2
- Square
- Office
- Business support facilities
- Block 3
- (North tower)
- Conference
- Block 4
- (South tower)
- Hotel
- New station

Shinagawa station district
Thank you