

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

**Yuji Murakami**

*Manager,*

*Life-style Business Development Headquarters,  
(Shinagawa and Large-Scale Developments  
Department)*

*East Japan Railway Company (JR East)  
Tokyo, JAPAN*

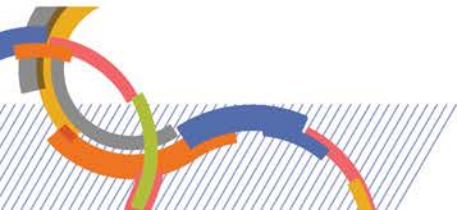


**RAIL CONFERENCE** //



# Contents

- Overview of JR EAST
- Overview of Life-style Service Business
  
- Development Projects around Stations
- Shinagawa Development Project



# Overview of JR East

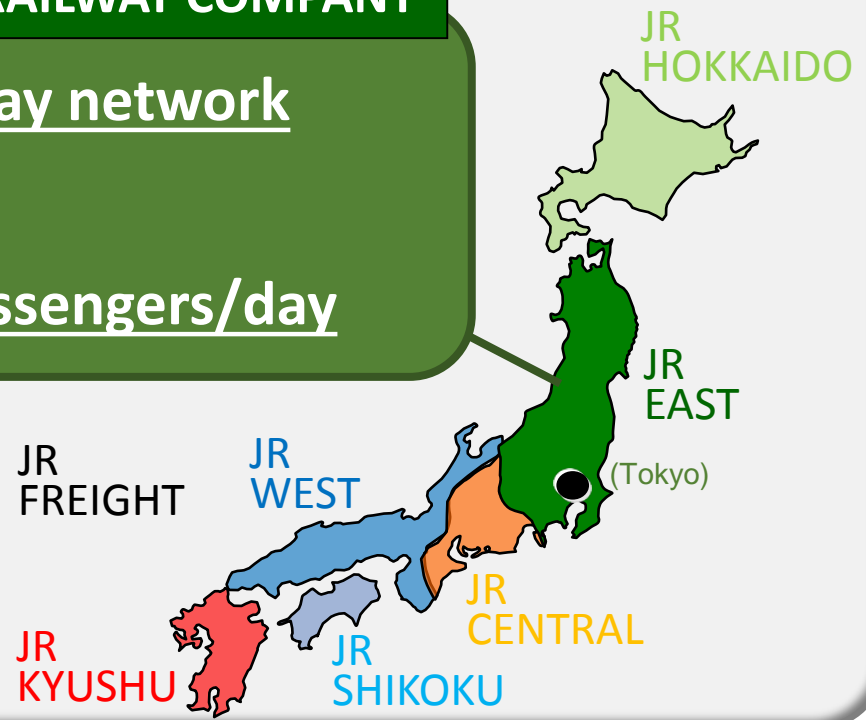
Japanese National Railways



In 1987

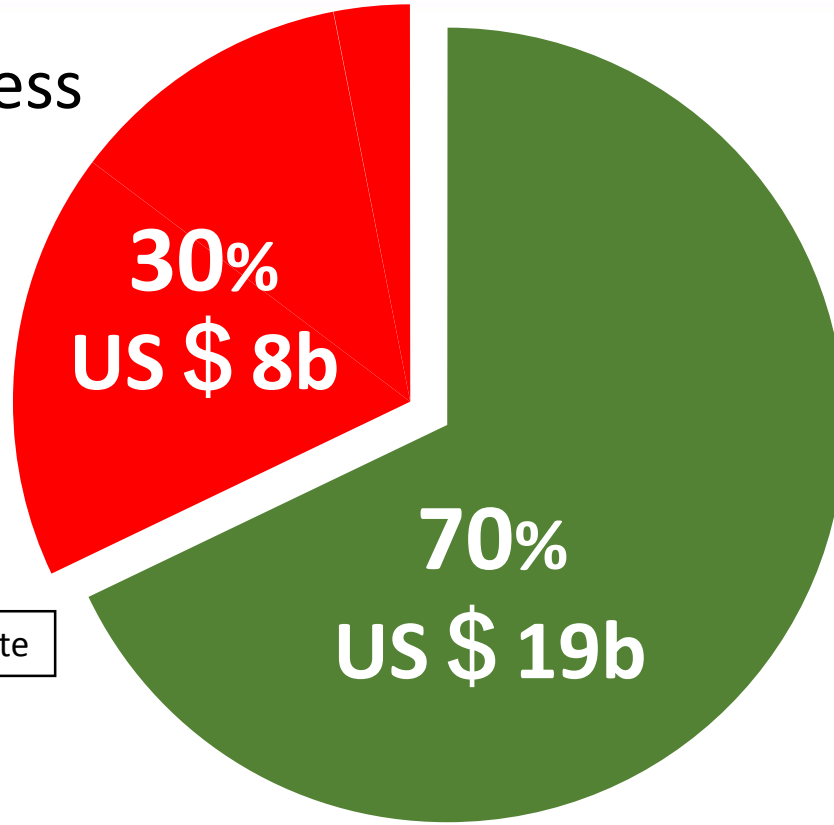
**JR EAST** EAST JAPAN RAILWAY COMPANY

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



# Operating revenue

Non-Rail Business



**Total**  
**US \$ 27b**

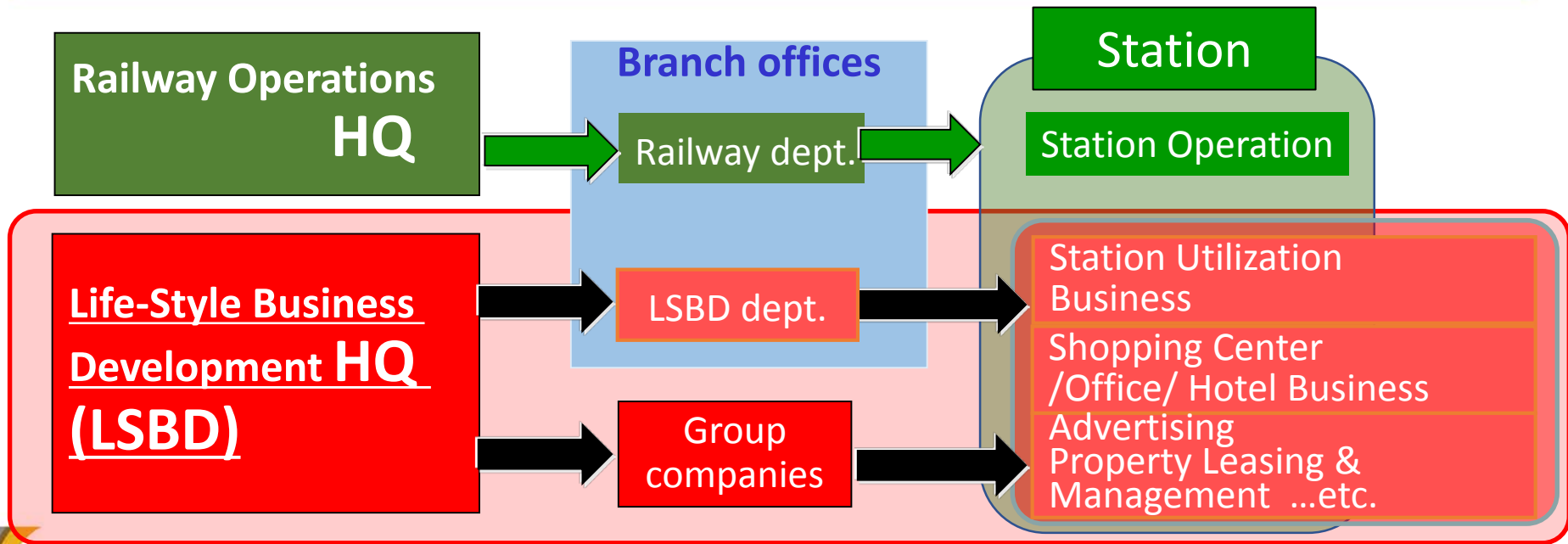
Rail Business



Figures are approximate

\*FY2018  
ARP2018. ~ MAR2019.

# Organization of Life-Style Business



Daily passengers : 17million

# 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**

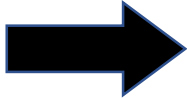


**Regional Revitalization**

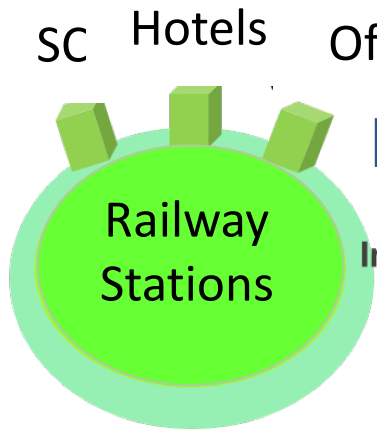


# Vision for Life-style service business growth

Until Now



**CITY UP!**



**Life-style service business Operating Revenue**

FY2016	FY2026
US \$ 8b	US \$ 12b

**150%**

# Development Project (example)

## Regional Area

**Akita**



**Nagano**



**Shinjuku**



**Shibuya**



**Shinagawa**

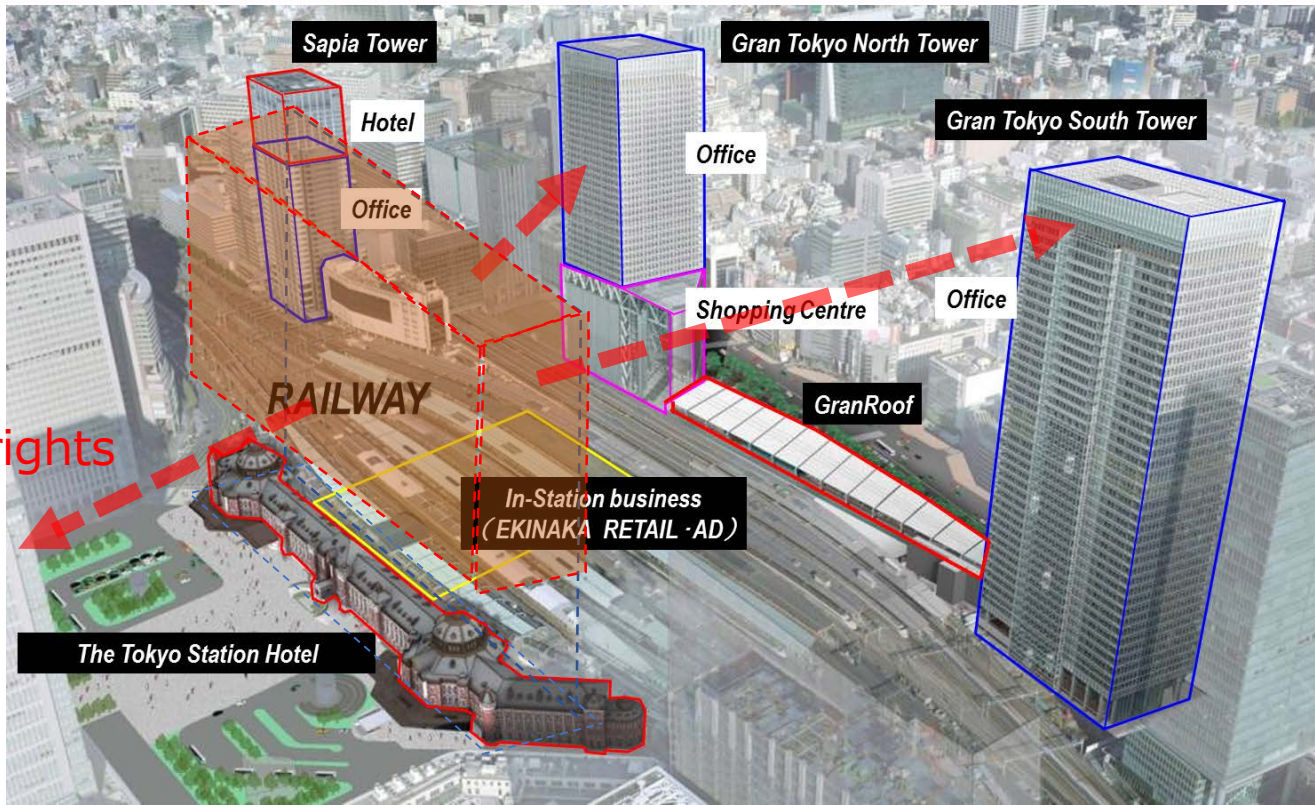


## Tokyo Area



# Tokyo Station

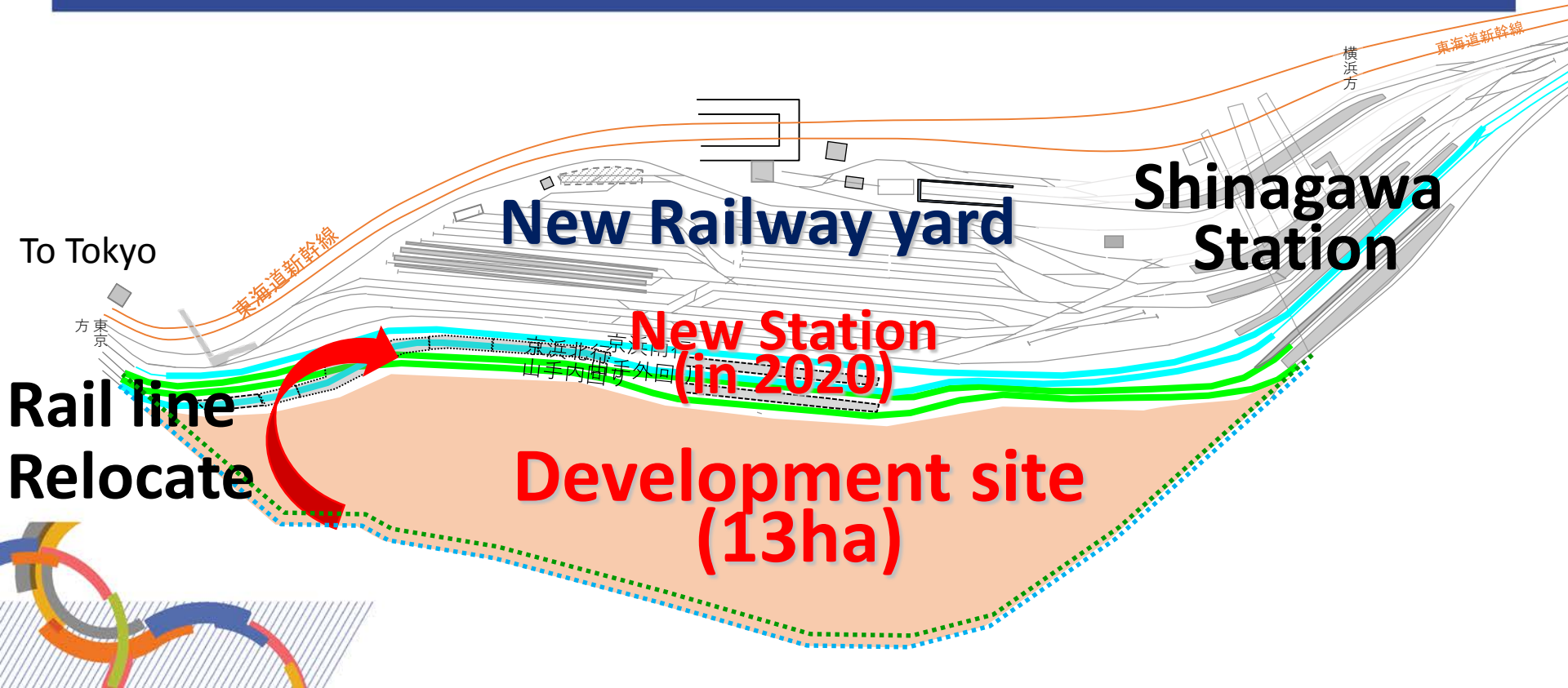
Transfer development rights



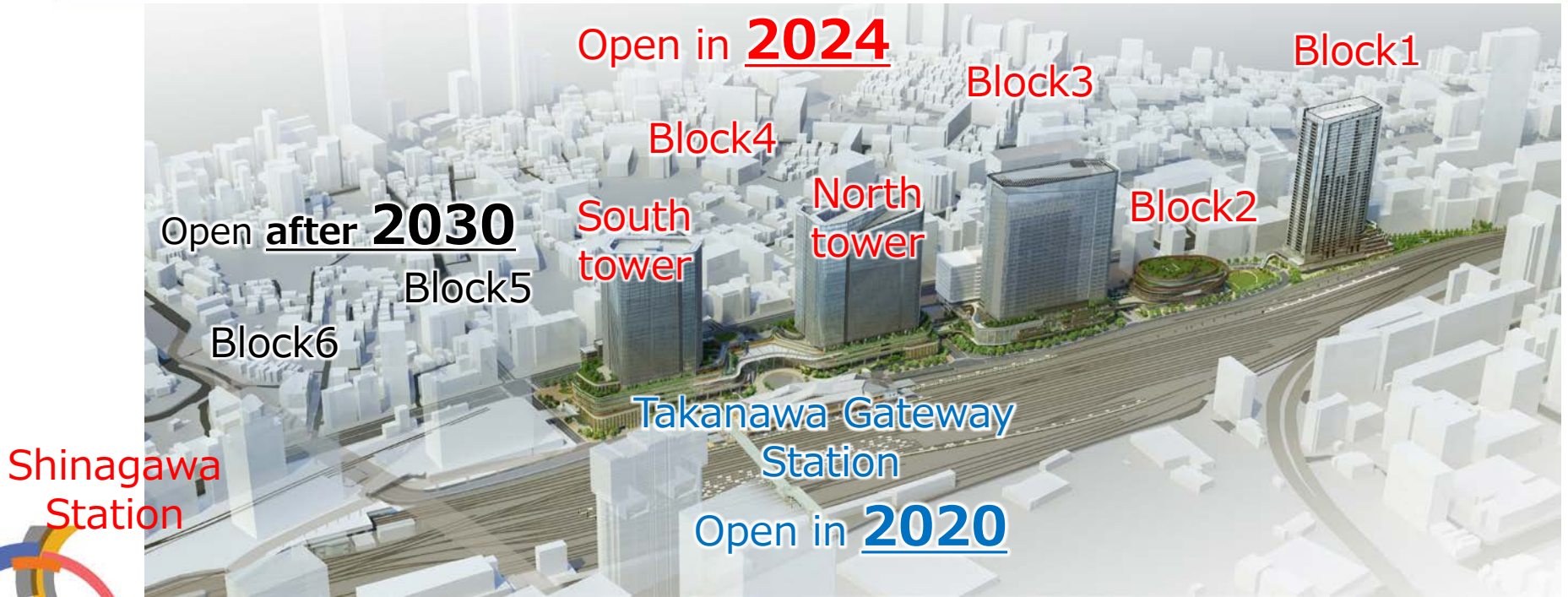
# Shinagawa Development Project



# Shinagawa Development Project



# Shinagawa Development Project



# Shinagawa Development Project [TOD]

## 1. Public Transit

- Train, Bus, Bike

## 2. Connected

through pedestrian network

**TOD**

Transit Oriented Development

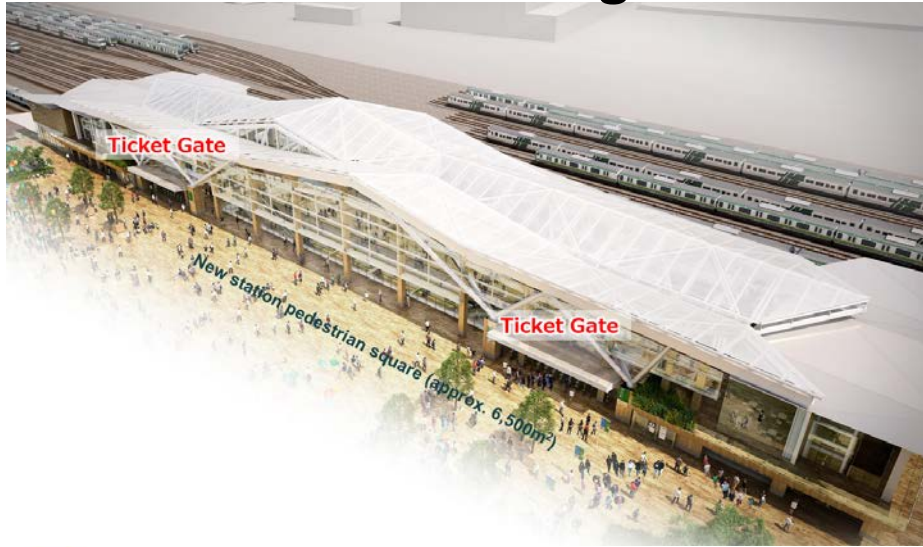
## 3. Urban development

- multipurpose urban complexes

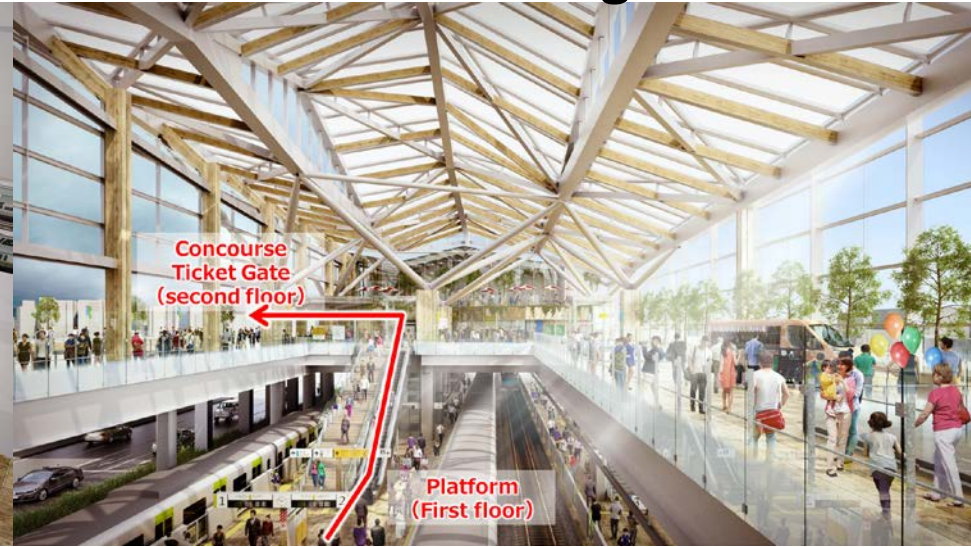


# [TOD] 1. Public Transit

Exterior image

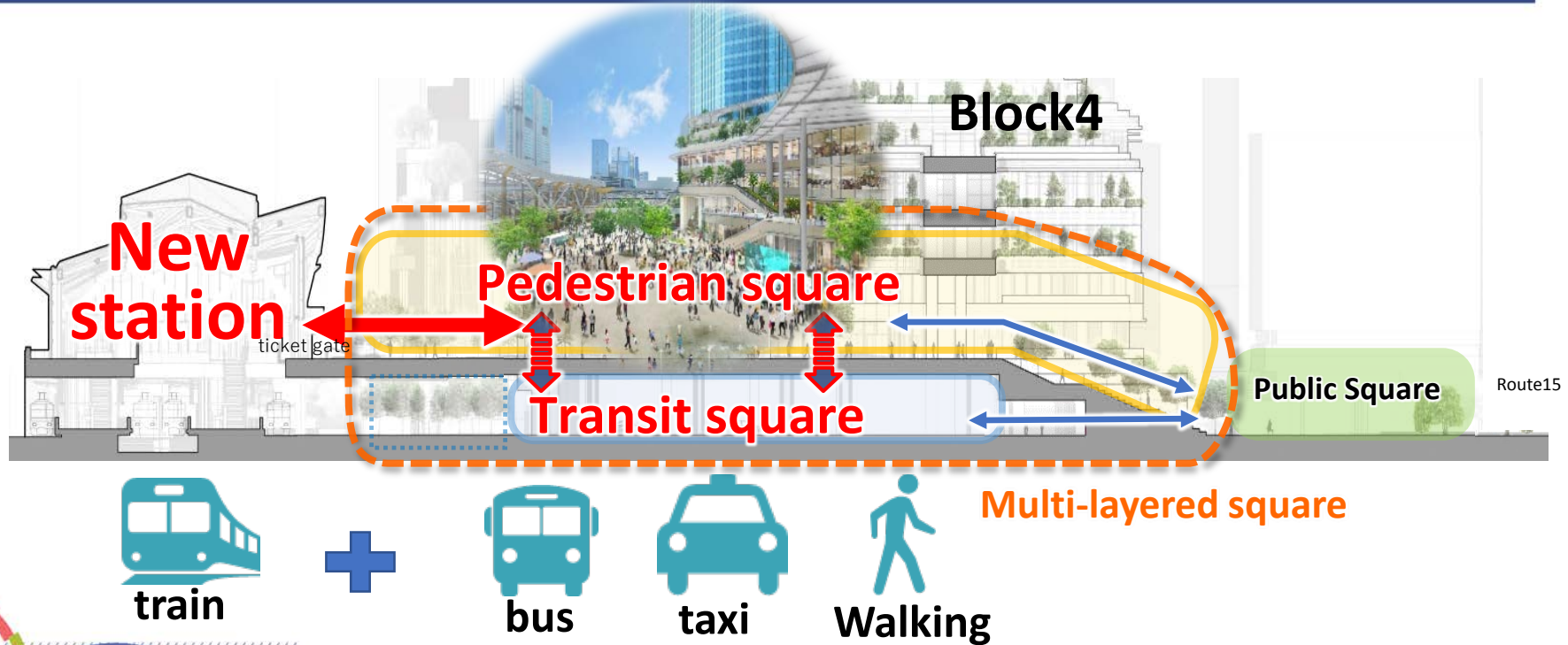


Interior image

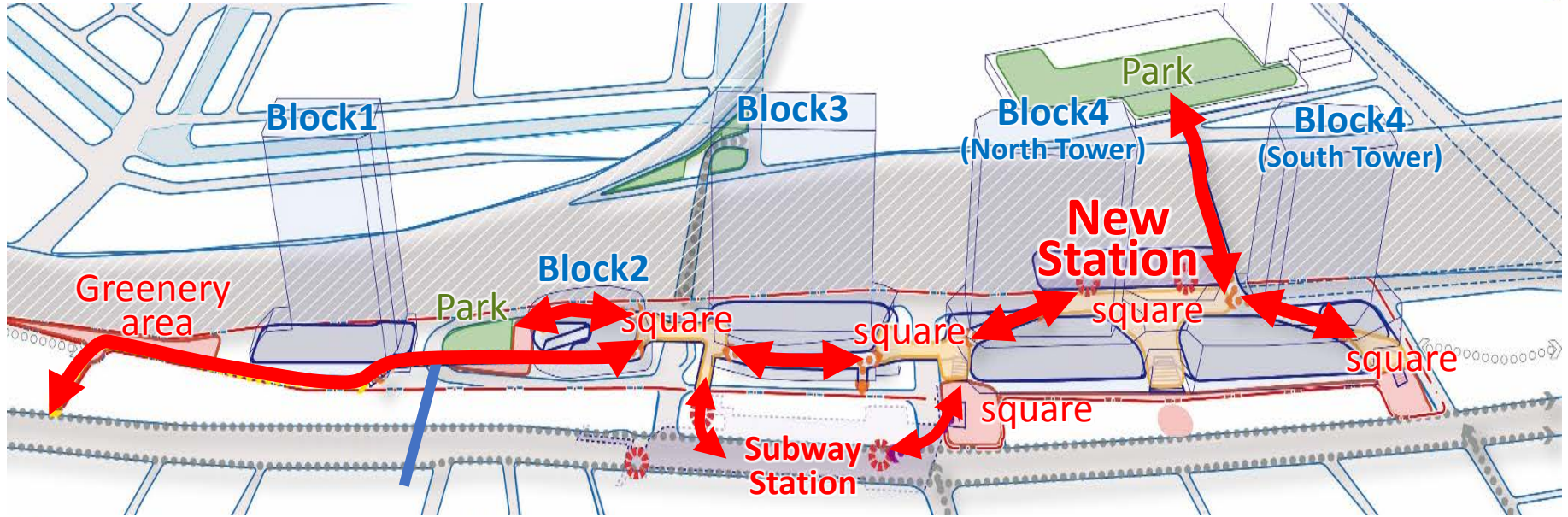


## New Station (Takanawa Gateway Station)

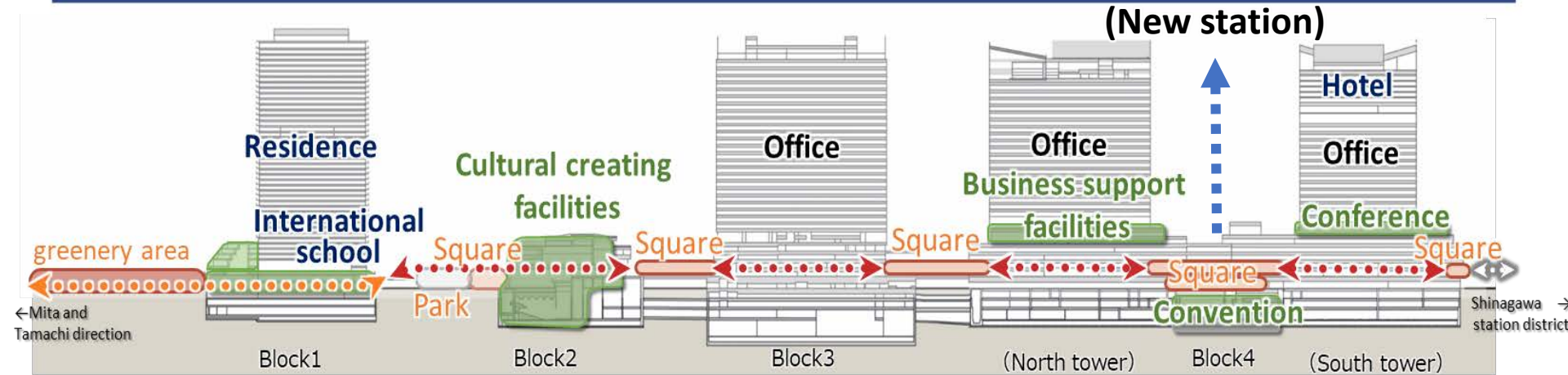
# [TOD] 1. Public Transit



# [TOD] 2. Pedestrian Network



# [TOD] 3. Multipurpose Urban Complexes



**Thank you**

