

# A Private Company's TOD in Japan

~Urban Development Along TOKYU Lines~

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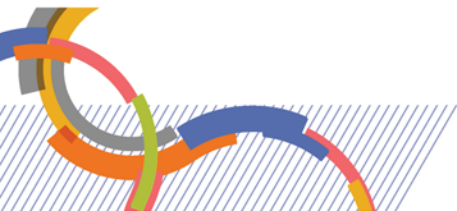


**RAIL CONFERENCE**



# Today's Presentation Contents

1. What is The Tokyu Corporation ?
2. Why is a private company able to do sustainable TOD?
3. Urban Development along TOKYU Lines



**RAIL CONFERENCE**



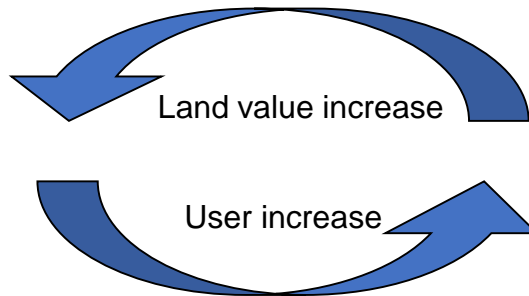
# **1. What is The Tokyu Corporation ?**

# What is The Tokyu Corporation? Corporate Origin

- "Garden City Theory" by E. Howard
- Letchworth was typical town in the suburban area of London where the theory was reproduced

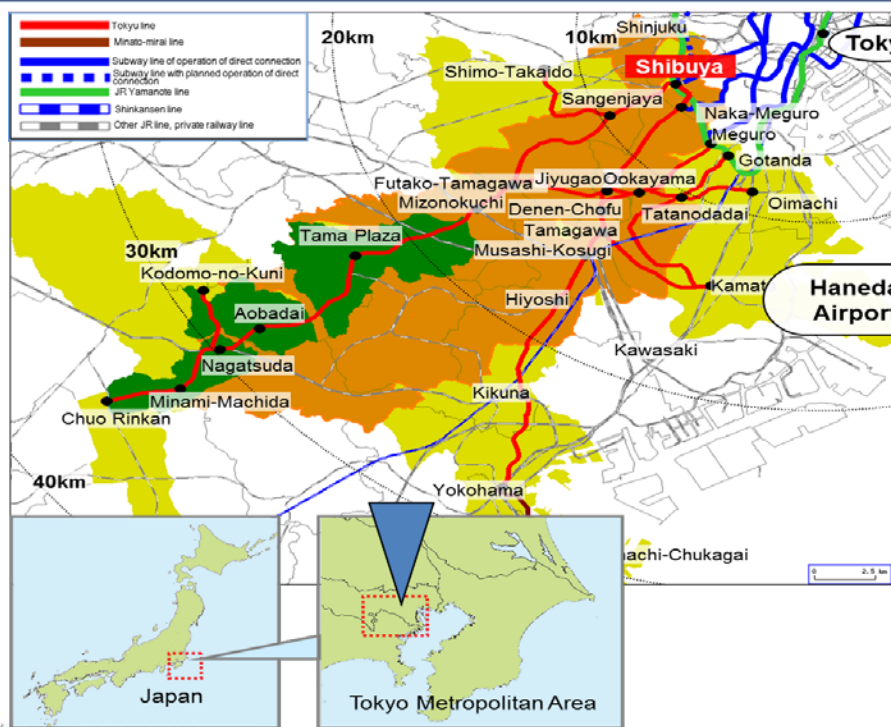


- Founded in 1918, Denen-Toshi Company<sup>※</sup>, aimed to reproduce the "Garden City Concept" which was influenced by the Theory. This aim is the basis for our organizational identity today.
- ※ Developed typical rich Japanese neighborhoods such as Denen-Chofu, Senzoku, etc.



# What is The Tokyu Corporation?

## Tokyu “Ensen”・・・Areas along Tokyu Lines



### Areas along Tokyu lines

(defined as 17 cities and wards where Tokyu lines run)

- Area: 490Km<sup>2</sup>  
(approx. 1/3 of London)  
(approx. eightfold of Manhattan)
- **Population: 5.06 million** (as of 2011)  
(approx. 2/3 of London)
- Population density: 10,324 persons/Km<sup>2</sup>
- Number of households: 2.49 million  
(as of March 31, 2011)
- **Taxable income per person:**  
**1.5 times as much as national average**
- Consumer spending: 8.0591 trillion JPY※
- Service coverage area of CATV network
- Number of households: 1.271 million  
(as of March 31, 2012)

### Tokyu Tama Denen-toshi

- Area: 50km<sup>2</sup>
- Population: 600,000 people

# What is The Tokyu Corporation?

## Basic Strategy for Improving Corporate Value



### Transportation Business

creating a stable cash flow

### Real Estate Business

as a driver of profit growth

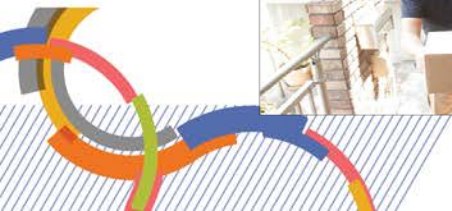
### Life Service Business

enhancing the value of rail service areas in coordination with each business



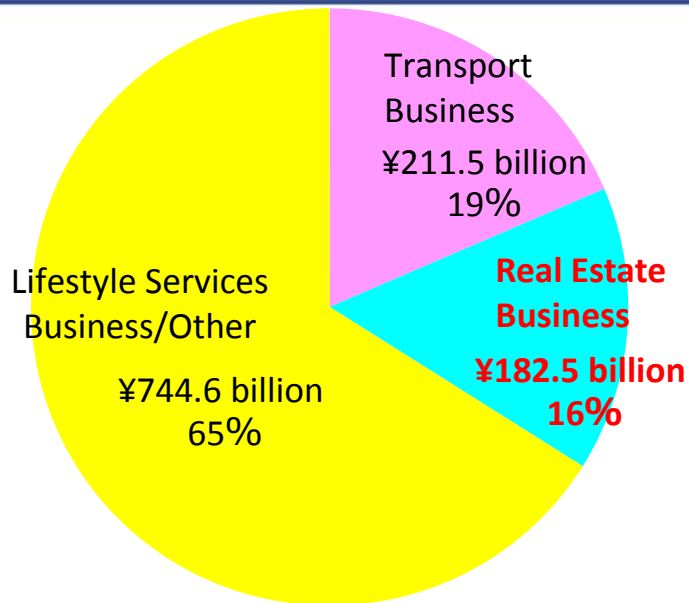
### Overseas business expansion

Seizing new growth opportunities

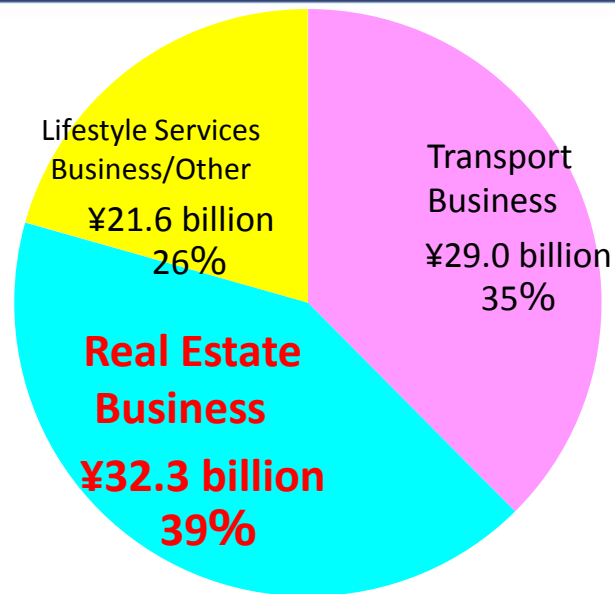


# What is The Tokyu Corporation?

## REVENUE/PROFIT STRUCTURE (FY2017)



Operating **Revenue** (Consolidated)  
**¥1,138.6 billion**



Operating **Profit** (Consolidated)  
**¥82.9 billion**

**2. Why is a private company able to do sustainable TOD?**

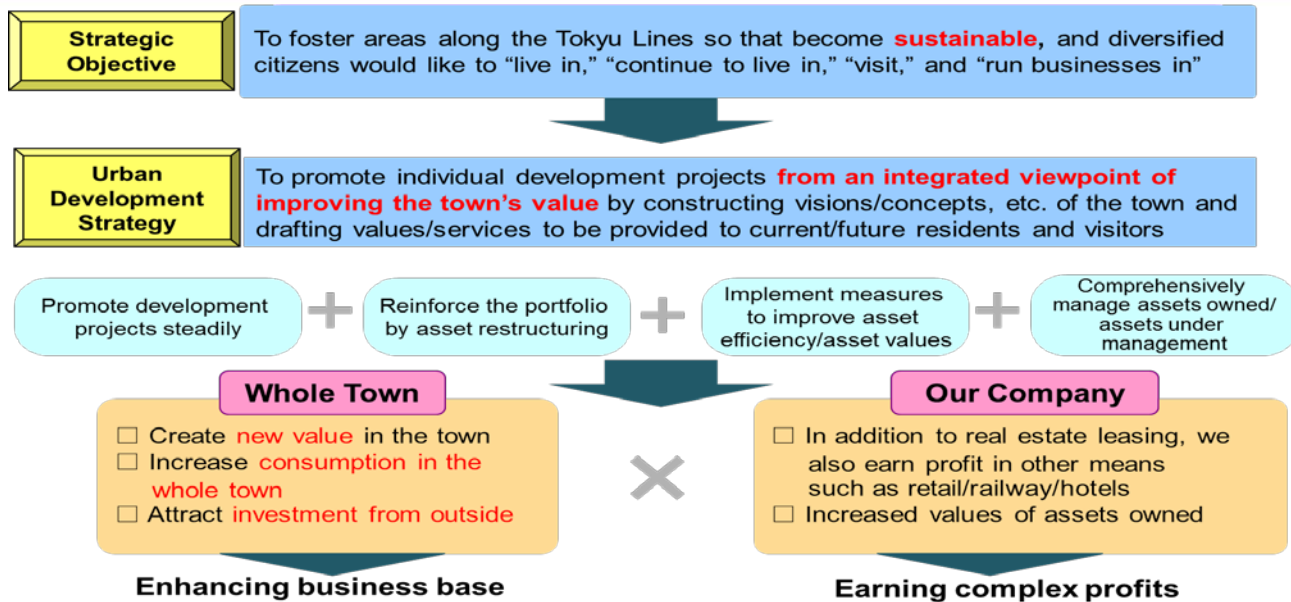


# Why is a private company able to do sustainable TOD?

## Why can a private company can do sustainable TOD?

乗降客数ランキング/station passenger number ranking			
ranking	駅/station	国・都市圏/area nation	1日平均/per day
1	新宿/Shinjuku	日本・東京圏/Tokyo Japan	3,509,753
2	渋谷/Shibuya	日本・東京圏/Tokyo Japan	3,101,316
3	池袋/Ikebukuro	日本・東京圏/Tokyo Japan	2,536,921
4	大阪/Osaka	日本・関西圏/kansai Japan	2,299,235
5	横浜/Yokohama	日本・東京圏/Tokyo Japan	2,160,389
6	北千住/Kitasenju	日本・東京圏/Tokyo Japan	1,488,504
7	東京/Tokyo	日本・東京圏/Tokyo Japan	1,151,706
8	名古屋/Nagoya	日本・中京圏/chukyo Japan)	1,148,744
9	ハオラ/Howrah	インド・コルカタ/Kolkata India	1,000,000
10	品川/Shinagawa	日本・東京圏/Tokyo Japan	975,277
11	パリ北/Gare du Nord	フランス・パリ/Paris France	920,191
12	高田馬場/Takadanobaba	日本・東京圏/Tokyo Japan	882,771
13	難波/Namba	日本・関西圏/kansai Japan	880,772
14	新橋/Shimbashi	日本・東京圏/Tokyo Japan	855,873
15	秋葉原/Akihabara	日本・東京圏/Tokyo Japan	706,131
16	天王寺/Tennoji	日本・関西圏/kansai Japan	700,475
17	三ノ宮/Sannomiya	日本・関西圏/kansai Japan	665,820
18	ターナー/Thane	インド・ターナー/Thane India	654,000
19	大宮/Omiya	日本・東京圏/Tokyo Japan	653,691
20	京都/Kyoto	日本・関西圏/kansai Japan	653,043

# Why is a private company able to do sustainable TOD? Urban Development Strategy

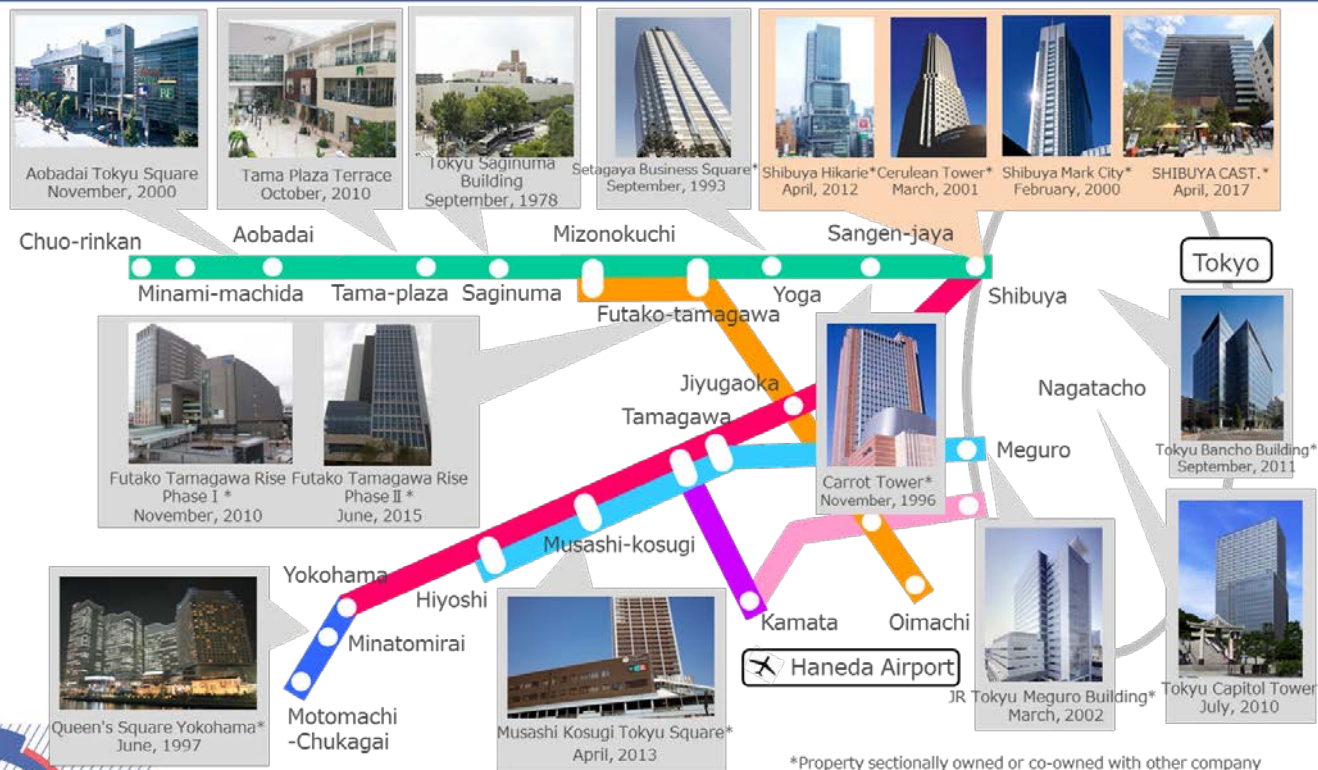


**Business development/investment → Improvement in town's value  
→ Business expansion/reinvestment**

### **3. Urban Development along TOKYU Lines**

# Urban Development along TOKYU Lines

## Past Development Track Record (Leasing Business)





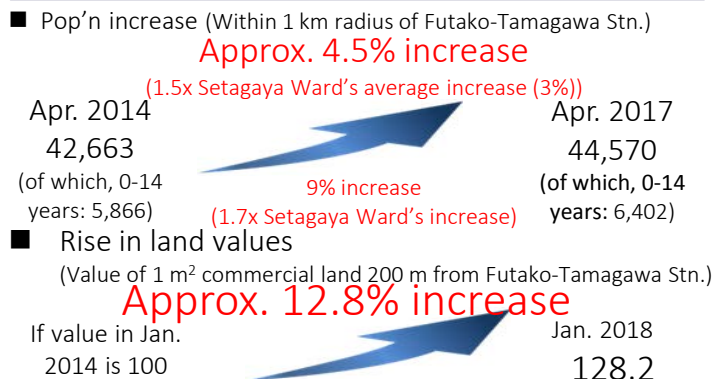


# Urban Development along TOKYU Lines

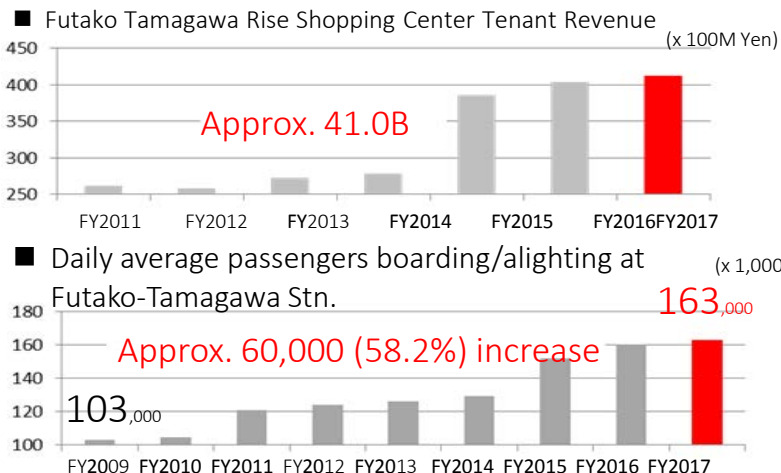
## FUAKO TAMAGAWA RISE (BENEFITS OF OPENING)

### Functions added by redevelopment

#### Benefits for the town



### Expansion of our business



Ripple effect on population and land value increases in surrounding areas as well as development area



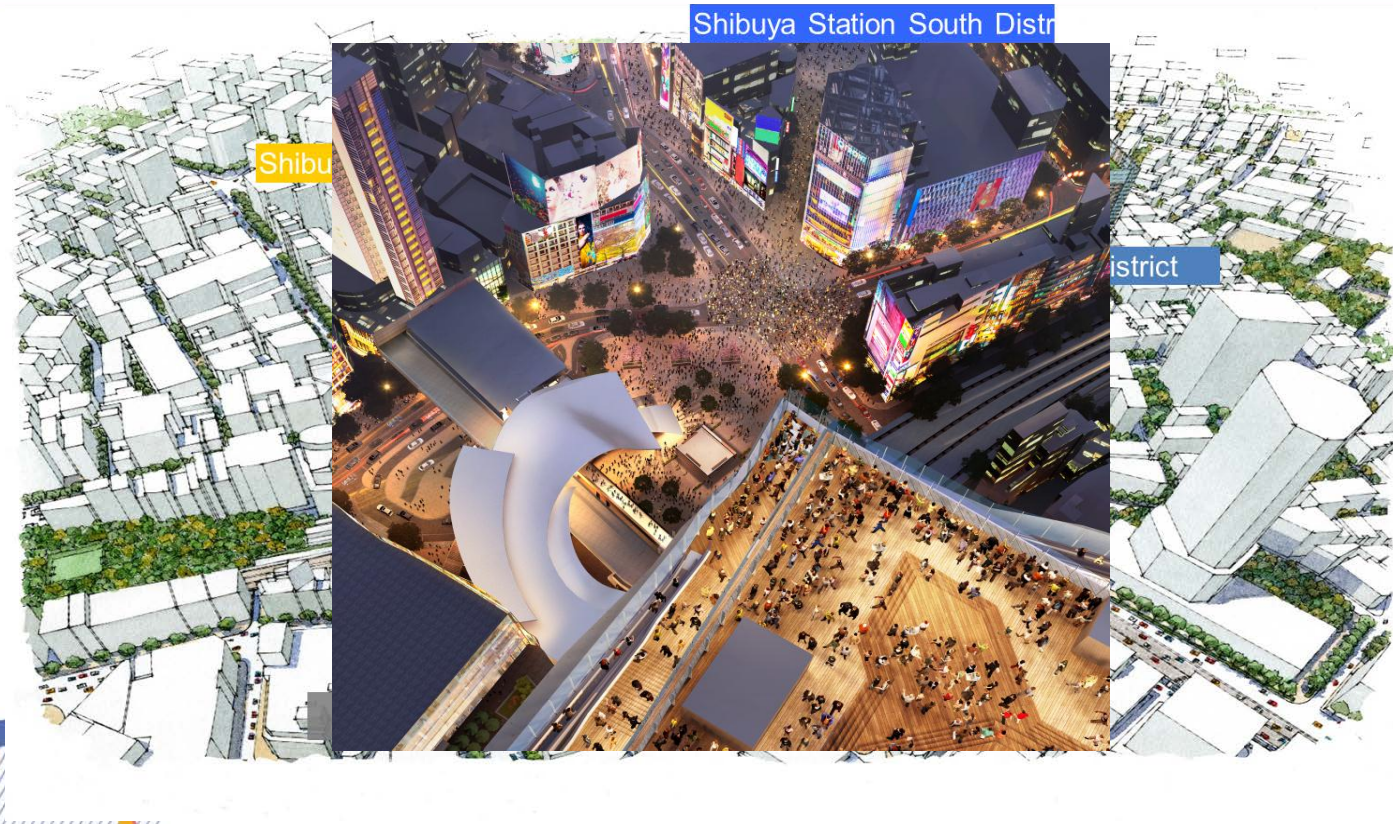


# Urban Development along TOKYU Lines Shibuya: YR2012





# Urban Development along TOKYU Lines Shibuya: YR2027









# THANK YOU

