



Special Feature

Community Development in the Greater Shibuya Area



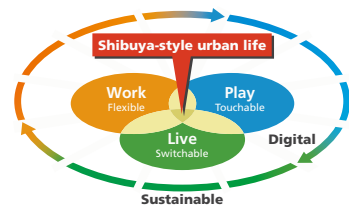
WORKING

Special Feature Community Development in the Greater Shibuya Area

Our extensive history, business know-how, unique strengths, and value we create for society are being leveraged in our large-scale, once-in-a-century development centering on Shibuya Station. The Tokyu Group is promoting community development in a 2.5-kilometer radius of Shibuya Station, an area we call "Greater Shibuya." We are enhancing the appeals of Shibuya in the broader sense of the smooth flow of people and culture. The Shibuya Sakura Stage commercial area, the last piece in our development of the district centering on Shibuya Station, opened in July 2024, further strengthening the Group's Greater SHIBUYA 2.0 initiative.

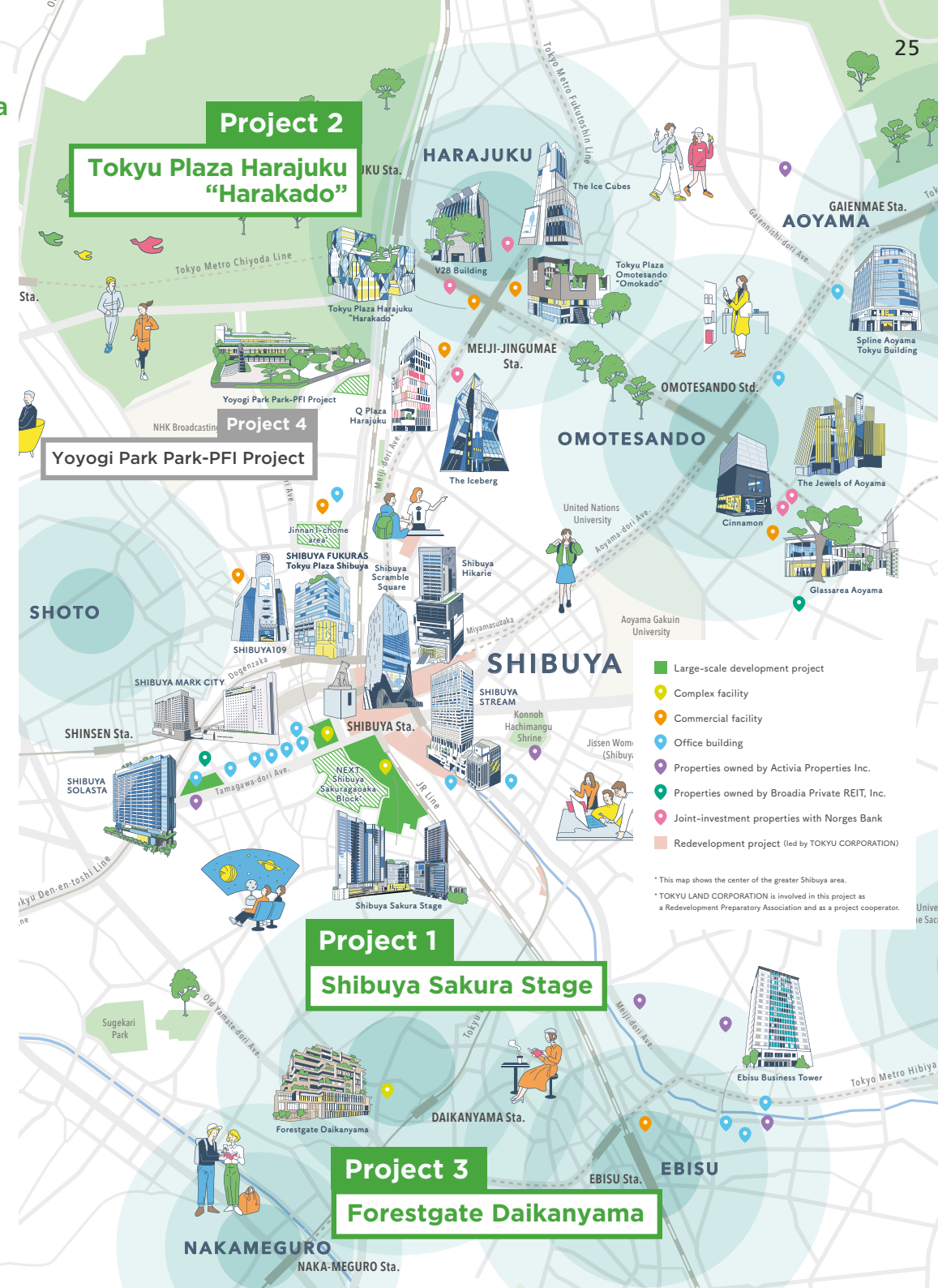
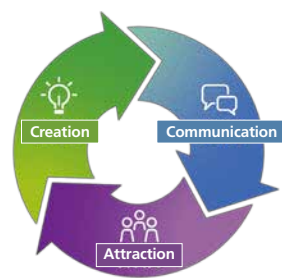
Greater SHIBUYA 2.0

In July 2021, we formulated Greater SHIBUYA 2.0, a community development strategy for Shibuya which extends and evolves two visions for the area—the "Greater Shibuya" vision of Tokyu Land Corporation and the "Entertainment City SHIBUYA" vision of Tokyu Corporation. Alongside reinforcing these two visions, Greater SHIBUYA 2.0 adds additional focus to the element of "live." By bringing together the components of work, play, and live and engaging in the concepts of the "digital" and "sustainable" that serve as a foundation for these, Greater SHIBUYA 2.0 aims to produce synergies and realize a unique "Shibuya-style urban life" unlike anywhere else.



Our aim in making Shibuya a "true home ground"

By making it a true home ground, the Group aims to develop business with its competitive advantage in the Greater Shibuya area solidified. To this end, we will further enhance the appeals of the Greater Shibuya area through a virtuous cycle of "creation," "communication," and "attraction." From fiscal 2024 onward, the operational phase of our community development in the Greater Shibuya area will expand in line with the completion and opening of large-scale properties. In order to continuously enhance the value of the area and facilities, we will also focus on intangible measures and work on both the tangible and intangible aspects of community development.



- Large-scale development project
- Complex facility
- Commercial facility
- Office building
- Properties owned by Activia Properties Inc.
- Properties owned by Broadia Private REIT, Inc.
- Joint-investment properties with Norges Bank
- Redevelopment project (led by TOKYU CORPORATION)

* This map shows the center of the greater Shibuya area.
* TOKYU LAND CORPORATION is involved in this project as a Redevelopment Preparatory Association and as a project cooperater.

Special Feature Community Development in the Greater Shibuya Area



Project 1

Shibuya Sakura Stage

The last piece in our redevelopment of the Shibuya Station area

A new Shibuya landmark that combines the elements of work, play, and live

Despite being divided by a JR train line and National Route 246, the Sakuragaoka neighborhood, located in the heart of Shibuya, is filled with restaurants, music and cultural facilities, and residences, attracting a diverse range of people and fostering a unique culture. Shibuya Sakura Stage is the only project in our redevelopment of the Shibuya Station area where offices and commercial facilities coexist with residences in a unique location adjacent to Shibuya Station. Its goal is to seamlessly connect the elements of work, play, and live to create a vibrant district for people of all ages to reside or visit.

Work

The project has created comfortable and spacious large-scale office spaces in the heart of Shibuya, where the latest trends are concentrated. With three buildings—Shibuya Tower, Central Building, and Sakura Tower—Shibuya Sakura Stage boasts one of the largest leasable areas among our redevelopment projects in the Shibuya Station area.

The facility houses the tentatively-named Shibuya Deep-tech Accelerator, a place for innovation and creation aimed at fostering and supporting startups in the deep tech field. Shibuya Deep-tech Accelerator will further advance our industry-academia collaboration program with the Massachusetts Institute of Technology (MIT) and promote the creation of an innovation ecosystem in Shibuya.



Offices: Advanced office floors



Commercial facilities: Creating cutting-edge culture



Residences: Branz Shibuya Sakuragaoka



Serviced apartments: Hyatt House Tokyo Shibuya



Completed in November 2023. An integrated redevelopment project covering approximately 2.6 hectares southwest of Shibuya Station, one of Japan's busiest terminal stations. This large-scale complex has a total floor area of approximately 250,000 m² and is comprised of four buildings: Shibuya Tower Central Building on the Shibuya Side, and Sakura Tower and Sakura Terrace on the Sakura Side. In July 2024, 37 tenants simultaneously opened for business.



Live

Branz Shibuya Sakuragaoka, the only condominium in the project, is a 155-unit residence located in an excellent location adjacent to Shibuya Station.

As an environmentally advanced condominium with features such as solar panels on the roof, it offers a sustainable, comfortable lifestyle and contributes to preserving the environment.

In addition, Shibuya Sakura Stage is the first location of the Hyatt House brand, operated by the global hospitality company Hyatt, in the Tokyo metropolitan area. Whether for work or pleasure, it provides highly satisfying and comfortable stays that meet such diverse needs as inbound tourists engaging in extended stays and international businesspersons.

Play

Shibuya Sakura Stage's commercial area, located adjacent to the relocated JR Shibuya Station's New South Gate, features stores and other amenities that improve convenience for residents and office workers. The tenants include SAKU-YON, a space where culture and food intermix and new connections are born; and 404 Not Found, a place for co-creation and support for indie creators. Other tenants are working to preserve the Sakuragaoka area's hobby culture and pass it on to the next generation, or are creating and sharing trends and culture that are on the cutting-edge.

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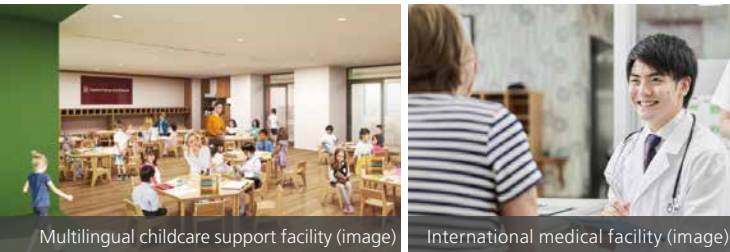
Project 1

Shibuya Sakura Stage

The value of Shibuya Sakura Stage from a community development perspective



Startup support facility



Multilingual childcare support facility (image)

International medical facility (image)

The addition of urban functions that contribute to stronger international competitiveness

Shibuya Sakura Stage delivers functions that work in conjunction with the existing urban functions of the Shibuya Station area, further enhancing the location's international competitiveness while resolving local living environment issues. Aiming to create a comfortable living environment for international businesspersons and their families visiting the area, the development brings serviced apartments, a childcare support facility, and an international medical facility to Shibuya. Further, with the aim of enhancing the area's creative content industry and strengthening its international competitiveness, Shibuya Sakura Stage also provides a startup support facility whose functions include promoting social interaction and exchange, information dissemination, and support for various procedures.

Improving urban disaster preparedness and reducing environmental impact

Shibuya Sakura Stage improves the area's disaster preparedness through such means as the reorganization of city blocks and joint ownership of aging small buildings. In the event of a disaster, the complex will also make the area safer and more secure through the dissemination of important information. By establishing a stockpile warehouse and securing temporary accommodation space, Shibuya Sakura Stage has also taken measures to support people having difficulty returning home after a disaster, helping to make the community more disaster-resistant.

We are also promoting three-dimensional greening on the ground, rooftops, and walls of Shibuya Sakura Stage to combat the heat island effect, including lush open spaces for relaxation. At the same time, we are working to reduce the complex's environmental burden through the use of solar power generation and other renewable energy sources.

Amount of electricity switched to renewable energy



Annual power consumption of a typical household

Approx. **5,500** households



Green spaces

Approx. **6,000** m²

= Approx. **23** tennis courts

Approx. 4,900 m² in temporary accommodation facilities

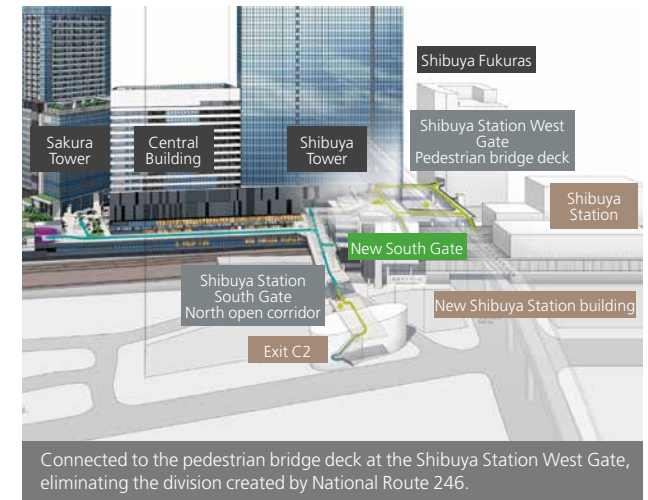
Enough to accommodate



Approx. **2,900** people

post-disaster and 4,700 people in total together with surrounding Group facilities*

*Shibuya Solasta, Shibuya Fukuras, and Shibuya Sakura Stage



Connected to the pedestrian bridge deck at the Shibuya Station West Gate, eliminating the division created by National Route 246.

Eliminating neighborhood divisions and creating new infrastructure for pedestrian traffic

The central Shibuya area is divided by roads and railroads both east-west and north-south. At the same time, the topography has large elevation differences. As a result, the pedestrian network connecting the Shibuya Station and the surrounding area was poor.

To solve this problem and create barrier-free connections with the surrounding area, we cooperated in building a new station building for JR Shibuya Station. In addition, the creation of east-west and north-south pedestrian traffic routes provides connections between the station and the surrounding area. These include the open corridor on the north side of Shibuya Station's South Gate that serves as the approach from the New South Gate, the pedestrian bridge deck at the West Gate that crosses National Route 246 north-south, and the West Gate underground walkway.

Special Feature Community Development in the Greater Shibuya Area



Project 2

Tokyu Plaza Harajuku “Harakado”

A center for creating a new culture and sharing it with the world

Tokyu Plaza Harajuku “Harakado” opened in April 2024, aims to be a no mere a commercial facility but rather a creative facility. A place where people can enjoy new added-value experiences, backed by the history of the Harajuku-Jingumae area, which has produced a variety of cultures, as well as the modern trend of people expressing and sharing themselves through social media. To realize this goal, we have created a platform for creators to grow, receive support, and engage in co-creation. We have also installed hands-on media that make maximum use of the value the real world provides. Further, we have prepared a full range of highly dynamic, unique stores on every floor, from the basement to the rooftop terrace.

A new cycle has emerged in recent years

in which visitors to Shibuya share the things they like with the world, mix with others who have the same interests, support each other, further refine their tastes and interests, and share these with the world again.

Based on this cycle we have created a mechanism to create and grow a new culture with visitors to the Harajuku-Jingumae area by linking multiple properties at the Jingumae crossing so that visitors can respond to and be inspired by the talent of top creators.

Collaborating with creators and diverse businesses in the area, Tokyu Plaza Harajuku “Harakado” will create a new culture in which people from all walks of life come together to co-create value and share it with the world.

Project 3

Forestgate Daikanyama

Forestgate Daikanyama opened in October 2023 in Daikanyama, within walking distance of Shibuya Station, Ebisu and Nakameguro. It consists of two buildings—the MAIN Building, which houses a commercial facility, membership-based shared office spaces, and rental housing; and the TENOHA Building, a two-story wooden structure with a café and event space. The facility is filled with greenery throughout, creating a forest-like atmosphere. Combining the elements of work, living, and playing with sustainability and food, Forestgate Daikanyama is a hub for demonstrating and sharing with the world new ways of living as well as sustainable lifestyle experiences.

The MAIN Building is occupied by tenants such as SOLSO HOME and NSK that are oriented around the themes of “green/sustainable” and “food.”

The TENOHA Building was built with

thinned wood from Nishiawakura Village in Okayama Prefecture, where we engage in forest conservation. Vegetables are grown on the roof and inside, and freshly harvested vegetables are served as part of vegan dishes in the café. Out-of-spec fruits and vegetables are also actively incorporated to provide experiences that are tasty and sustainable. It also plays a role as an information dissemination center for co-creation between urban and rural communities by furthering the connections and coordination between regional symbiosis initiatives promoted by the six TENOHA locations across Japan.



→ [Click here to read an interview with the person in charge of development management.](#)
(Japanese only)



Special Feature Community Development in the Greater Shibuya Area

The Present and Future of Shibuya

The Social Value and Growth Potential of the Greater Shibuya Area

Value chain topics

Taking on new challenges through
Group collaboration



Kazuki Shimabukuro

Assistant Technical Manager,
Office Building Development
Department
Tokyu Community Corp.

User-oriented building management

I work at Tokyu Plaza Harajuku "Harakado" as a building management supervisor. Tokyu Community is responsible for overseeing the maintenance and management of building facilities and aesthetics. Harakado is a real attention-getter and attracts many visitors on a daily basis. Further, facility features such as its distinctive design, rooftop garden, and wall greening require more attention than usual in its daily management. The exterior walls are covered with three-dimensional, sculpture-esque glass, which must be cleaned with the utmost care. Prior to the opening, we engaged in numerous discussions and investigations with Tokyu Land Corporation and other involved parties. All of the facility management staff will continue to always keep the user perspective in mind and contribute to the creation of a comfortable and enjoyable place for visitors to this facility that is a Harajuku landmark.

The growth potential of our home ground of the Greater Shibuya area

Characteristics of Shibuya

1. Entertainment and trend center
2. Concentration of IT companies and start-ups
3. Adjoining, highly distinctive neighborhoods
4. High tourism competitiveness



Key data for Shibuya

Inbound visitor rate*1

1st

Office floor space growth rate*2

20% increase
(Compared to FY2018)

Annual product sales*4

Approx.
¥1.6 trillion

Inbound satisfaction rates among major tourist areas*1

1st

Startup company emergence rate among Tokyo's 23 wards*3

1st

Change in flow of people around Shibuya Sakura Stage*5

143%

*1 2023 Survey on Behavioral Characteristics of Foreign Tourists by Country/Region, Tokyo Metropolitan Government

*2 MIKI OFFICE REPORT TOKYO 2024, Miki Shoji Co., Ltd.

*3 Zenkoku "shinko/startup kigyo" no doko chosa (2023-nen) ("Nationwide Survey of Trends in 'Emerging and Start-up Companies' (2023)"), June 11, 2024, TEIKOKU DATABANK, Ltd.

*4 2021 Economic Census

*5 As of March 2024 (compared to March 2019 before construction began), based on Mobile Spatial Statistics, DOCOMO InsightMarketing, INC.

The Group's growth strategies

- Improve the attractiveness and profitability of the Greater Shibuya area
- Make it a true home ground, strengthening branding and improving competitiveness
- Expand acquired know-how and achievements to other areas



Special Feature Community Development in the Greater Shibuya Area

Our Aim in Making Shibuya a “True Home Ground”

Creating a Virtuous Cycle of Creation, Communication, and Attraction to Make Shibuya More Appealing



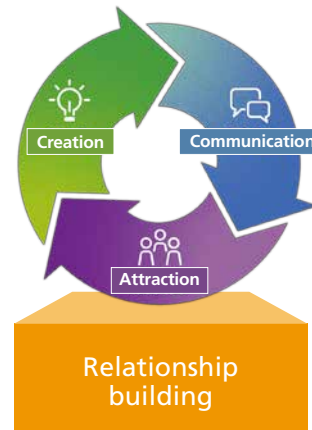
manoma, a place for social interaction and exchange between companies, people, and startups involved in the creative industry.

Enhancing value creation potential

The creation of new experiences and businesses

- **Development of interactive content**
Create experience value found only in the Greater Shibuya area
- **Startup co-creation**
Create new industries and cutting-edge technologies and businesses

Creating a virtuous circle that increases the appeals of the Greater Shibuya area



Enhancing communication potential

Communication that resounds around the world

- **Mediatization of the city**
Increase Shibuya's media presence and attract attention from around the world
- **Digital twinning**
Make it possible to experience Shibuya anywhere in the world



The entrance of Tokyu Plaza Omotesando “Omokado” “hijacked” by media advertisements.



Shibuya Sakura Stage was outfitted with IOWN, a next-generation communications infrastructure combining high capacity, low latency, and low power consumption.

Relationship building

Building a foundation for community growth

- **Area management**
- **Local and government cooperation**
- **Digital infrastructure building**

Enhancing diversity

Attracting diverse people and companies

- **Building partnerships and alliances**
Create systems and spaces to gather the people who drive creation and communication



Kosugiyu Harajuku

Lemonlife's TOKYO DESIGN STUDIO



The Harakado Neighborhood Association, comprised of the creators of Tokyu Plaza Harajuku “Harakado,” plans and presents its own events and content

The appeals of the Greater Shibuya are its value creation potential, communication potential, and diversity. Intangible measures to strengthen these appeals include the cycle of creation, communication, and attraction, as well as our area management and development of digital infrastructure.

To strengthen its potential for value creation, we are working to attract new industries that suit Shibuya and provide interactive content, thereby enhancing the attractiveness of the area and creating future business opportunities.

In order to strengthen its communication potential, we are promoting the mediatization of the urban environment through the coordination of outdoor advertisements and events, and communicating cutting-edge information with the aim of captivating people around the world.

To enhance Shibuya's diversity, we are working to create mechanisms and spaces to bring together diverse people and businesses to encourage partnership building. We are creating places for co-creation and exchange among likeminded people who will drive creation and

share it with the world, such as the tenant-led Harakado Neighborhood Association, which is exploring a new ideal for commercial facilities; and Shibuya SAUNAS a center for social exchange and interaction opened in Sakuragaoka-cho in December 2022.

This cycle of creation, communication, and attraction is supported by relationship building with the local community, the government, universities, and businesses. We collaborate with the government on disaster prevention, security, and other aspects of area management, helping to make the community

safer and more secure. Further, we are promoting the building of digital infrastructure through the introduction of IOWN* in a world-first in the field of community development. By building these relationships, our Group will create a foundation for Shibuya's growth and create a virtuous cycle of creation, communication, and attraction.

* Innovative Optical and Wireless Network. This network (device-inclusive) and information-processing infrastructure aims to optimize the individual with the whole based on a variety of information, leveraging innovative technology particularly in the area of optics to enable the provision of high-speed, high-capacity communication as well as tremendous computational resources.