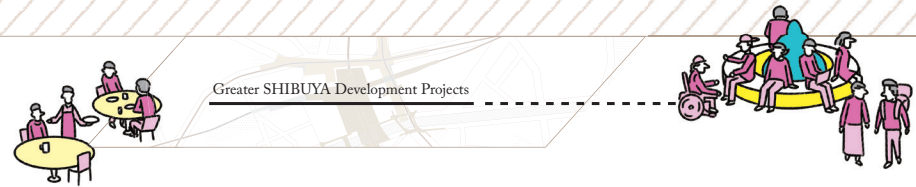




## The Future Strategy of Urban Development in Shibuya Area, by the Tokyu Group



## Greater SHIBUYA Development Projects



Greater SHIBUYA Development Projects



Opened on Apr. 26, 2012

Shibuya Hikarie

Shibuya **Hikarie**

Leading Project of Shibuya Station Area Redevelopment

This high-rise complex inherits the DNA of the Tokyu Bunka Kaikan, which previously stood in this location and promoted a leading lifestyle for its time. Shibuya Hikarie is a hub for information exchange, containing the ShinQs shopping area, offices, and cultural facilities such as the TOKYU THEATRE Orb, a venue for musicals.



Floors — 34 stories, 4 underground floors  
Height — Approx. 182.5 m

Opened on Sep. 13, 2018

SHIBUYA STREAM



A sacred ground for creative workers, where people, time, and the stream flow

This large-scale complex was built on the former platform and tracks of the Tokyoko Line Shibuya Station, which has been moved underground. It contains a commercial space with about 30 restaurants, a hotel, office spaces, a hall, and other facilities. Shibuya River was revitalized through the collaborative effort between private and public sectors, while a pathway leading to the Square and Daikanyama was constructed, transforming the area into a place that attracts creative workers.

Floors — 35 stories, 4 underground floors  
Height — Approx. 180 m



Completed on Mar. 29, 2019

SHIBUYA SOLASTA

SHIBUYA **SOLASTA**

Supporting diverse work styles through the provision of smart offices

This office building embodies the concept of "workplace where you can work under clear sky." The SKY TERRACE and lounge on the rooftop and GREEN TERRACE on the office floors are designed to reduce workers' stress while stimulating their senses. The building supports diverse work styles for workers, by incorporating IoT services that use technology to improve comfort and convenience.



Floors — 21 stories, 1 underground floor  
Height — Approx. 107 m

Opened on Apr. 28, 2017

SHIBUYA CAST.

SHIBUYA **CAST.**

A new base for creative activities on Cat Street

SHIBUYA CAST. offers a number of common spaces, including a plaza, multipurpose space, and café, where passersby can encounter and be inspired by a wide range of cultures and values. The building also encompasses a shared office space and rental apartments to facilitate interactions between people with diverse values.



Floors — 16 stories, 2 underground floors  
Height — Approx. 71 m

Opened on Sep. 13, 2018

SHIBUYA BRIDGE



A "bridge" connecting the Shibuya and Daikanyama areas

SHIBUYA BRIDGE is a complex that consists of Building A (a daycare center) and Building B (a hotel, stores, and offices). It was designed to meet various needs, such as elimination of children on waiting lists for certified nursery schools and acceptance of inbound visitors to Japan. The complex serves as a "bridge" between different generations and cultures, and between the Shibuya and Daikanyama areas, while facilitating mobility to create a lively atmosphere.

Building A  
Floors — 3 stories  
Height — Approx. 15 m  
Building B  
Floors — 7 stories  
Height — Approx. 26 m



Opened on Nov. 2019

SHIBUYA FUKURAS

SHIBUYA **FUKURAS**

Urban Tourism and the New Doorway to Shibuya

SHIBUYA FUKURAS is new gateway at the west exit of Shibuya Station that serves as a base for urban sightseeing. The upper floors contain offices and the members-only shared office space "Business-Airport," while a brand-new Tokyo Plaza Shibuya occupies the middle and lower floors. Part of the first floor contains a terminal for airport limousine buses and other transport, and also the tourism information hub "shibuya-san."



Floors — 18 stories, 4 underground floors  
Height — Approx. 103 m

Opened on Nov. 1, 2019

SHIBUYA SCRAMBLE SQUARE Phase I (East Tower)

SHIBUYA **SCRAMBLE SQUARE**

A new transformative landmark with direct access from Shibuya Station

SHIBUYA SCRAMBLE SQUARE aims to be a stage for transmitting movement from the heart of Shibuya and giving birth to new culture. The East Tower encompasses SHIBUYA SKY, one of Japan's largest rooftop observation areas, high-grade offices on the upper floors, and a members-only co-creation facility on the 15th floor. With large-scale commercial facilities on the middle and lower floors, it plays a central role in attracting people and attention from around the world.



Floors — 47 stories, 7 underground floors  
Height — Approx. 230 m

Scheduled to open in FY2027

SHIBUYA SCRAMBLE SQUARE Phase II (Central Tower/West Tower)

Phase II accelerates the attention from around the world

Phase II of the SHIBUYA SCRAMBLE SQUARE project, consisting of the Central Tower and West Tower, seeks to bring even more vitality to the Shibuya Area. The Central Tower is planned for construction directly above the current JR Shibuya Station. The West Tower is planned for construction near the site of the Tokyu Department Store's former Tokyoko Store, which closed in 2020.

Floors — Central Tower: 10 stories, 2 underground floors, West Tower: 13 stories, 5 underground floors  
Height — Central Tower: Approx. 61 m, West Tower: Approx. 76 m



Scheduled to open in 1H FY2024

Shibuya 2-chome District 17

Creating new activity in the area connecting Shibuya Station to Aoyama and Omotesando

A 23-story complex will be built adjacent to Shibuya Hikarie and Aoyama-dori to create a new center of activity in the area around Shibuya Station's east exit and to improve circulation routes around the station. The 1st to 4th floors will be used for commercial activities, while the 5th to 23rd floors will be used to provide high-grade office spaces with convenient access to the station.



Floors — 23 stories, 4 underground floors  
Height — Approx. 120 m

Opened on Apr. 18, 2012

Tokyu Plaza Omotesando Harajuku

TOKYU PLAZA **OMOTESANDO HARAJUKU**

A fashion theme park at one of Japan's most iconic intersections

The Omotesando and Harajuku districts have heavily influenced the history of Japanese fashion culture. Situated in the center of these districts, this facility attracts tenants who reflect the spirit of this fashion cultural hub. It also contains the Omohara Forest, a rooftop garden that preserves the lush greenery of the Meiji Jingu forest and the zelkova tree-lined avenue of Omotesando.



Floors — 7 stories, 2 underground floors

Future Development Projects \*Project details include tentative information

Scheduled to open in FY2027

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Floors — 23 stories, 4 underground floors  
Height — Approx. 120 m

Scheduled for completion in Nov. 2023

Shibuya Sakuragaoka Block

A new Shibuya landmark that integrates work, play, and living

This project will develop the 2.6-hectare site that stretches to the southwest of Shibuya Station and is key to completing the urban infrastructure redevelopment around the station. In addition to commercial facilities, offices, and residences, the project plans to introduce an international medical facility, serviced apartments, and childcare facilities. A facility that assists startups will also be established to encourage startup companies in Shibuya.



Floors — Block A: 39 stories, 4 underground floors  
Block B: 30 stories, 1 underground floor  
Block C: 4 stories  
Height — Block A: Approx. 180 m  
Block B: Approx. 127 m  
Block C: Approx. 16 m

Scheduled for completion in FY2027

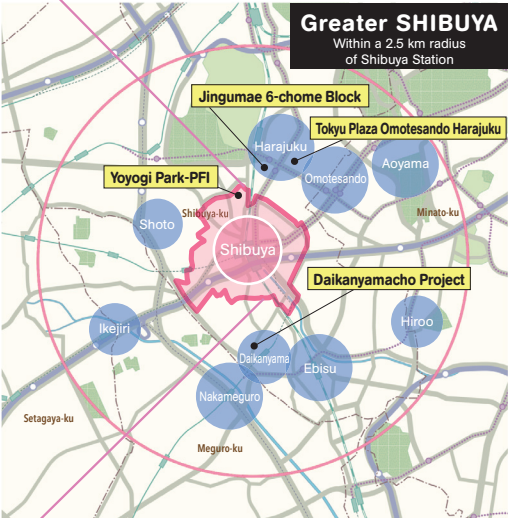
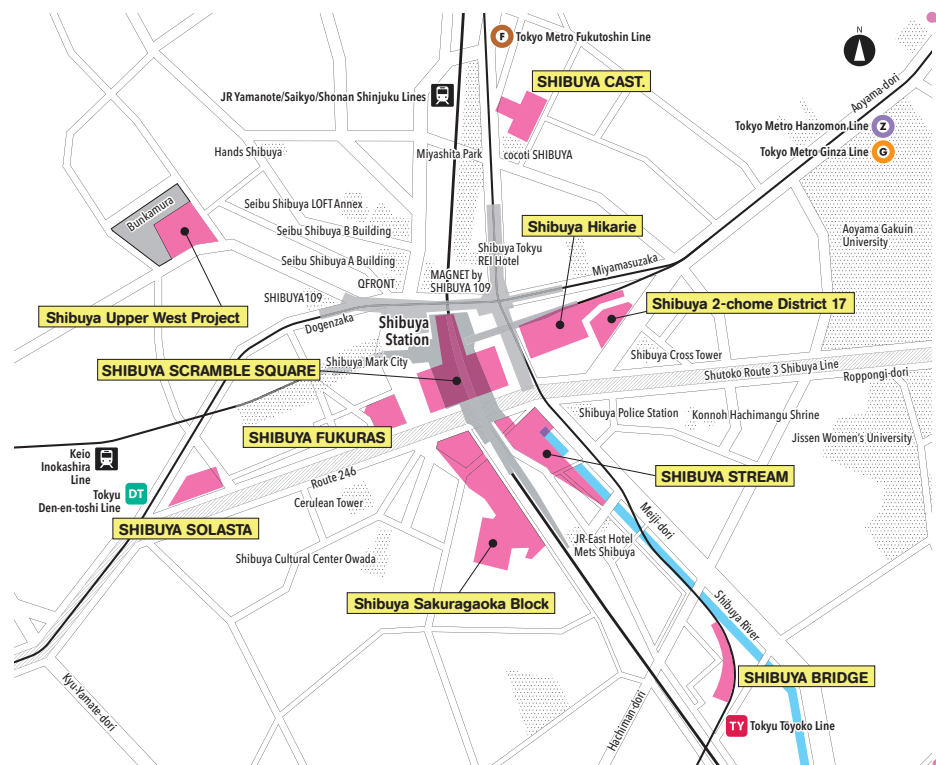
Shibuya Upper West Project

An urban oasis offering peace and relaxation in the active city

This complex will be built on the site of the former Tokyu Department Store HONTEN Store (which will be closed on January 31, 2023) and will have retail for sophisticated lifestyles, a small luxury hotel, and rental apartment that provide high-quality urban living. This project will aim to be a new landmark in Shibuya that will be integrated with the art and culture at the adjacent Bunkamura.



Image by Prolog / Copyright : Snaheeta



Operatorship scheduled to start in March 2024

Yoyogi Park-PFI

A park filled with relaxing greenery and activity, where visitors can be themselves

This park will organically connect Yoyogi Park to Shibuya and Harajuku and is the first project under Tokyo's "Park-PFI" (Park-Private Finance Initiative) plan. Facilities open to a wide range of people, including a skateboard park, an open space for festive events, and a terrace for relaxing and enjoying the greenery, will be developed to create a diverse setting for stimulating the senses.



Floors — 3 stories, 1 underground floor

Scheduled for completion in fall 2023

Daikanyamacho Project

A base for a new style of living, work, and play in a city bursting with vitality and convenience

This complex will propose a new, unprecedented lifestyle that seamlessly integrates "living, work, and play" in the vicinity of Daikanyama Station. Designed by architect Kengo Kuma, the building's concept is "a new base that adapts to changing times as the trees grow" and is designed to resemble wooden boxes in various shapes stacked on each other and overflowing with greenery.



Floors — 10 stories, 2 underground floors

Scheduled to open in spring 2024

Jingumae 6-chome Block

A new Harajuku and Omotesando landmark that harmoniously blends people, nature, and the city together

A new commercial facility will be established at the Jingumae intersection between Omotesando and Meiji-dori, an area that generates fashionable lifestyle and cultural trends. In addition to the creation of a new landmark, the area will boost the appeal of the Harajuku and Omotesando districts by creating safe pedestrian spaces and promoting redevelopment that is friendly to the surrounding residential environment.



Floors — 10 stories, 2 underground floors

**Shibuya Sakuragaoka Block**  
Implementing body: Shibuya Station Sakuragaoka Entrance Block Urban Redevelopment Association  
**Shibuya 2-chome District 17**  
Project Executor: Shibuya 2-chome District 17 Urban Redevelopment Association  
**Shibuya area management**  
Executive Office: Tokyu Corporation, Tokyu Land Corporation, Urban Renaissance Agency  
**Shibuya Station District Development Plan**  
Implementing body: Tokyu Corporation, East Japan Railway Company, Tokyo Metro Co., Ltd.  
**Shibuya Upper West Project**  
Implementing body: Tokyu Corporation, L Catterton Real Estate, Tokyu Department Store Co., Ltd.  
**Jingumae 6-chome Block**  
Project Executor: Jingumae 6-chome Redevelopment KK  
**Yoyogi Park-PFI**  
Certified Plan Submitted by: Tokyu Land Corporation, Tokyu Corporation, Ishikatsu Exterior Inc., Tokyu Community Corp.

**Shibuya Redevelopment Association**  
East Japan Railway Company  
Tokyo Metro Co., Ltd.

Published by: Tokyu Corporation and Tokyu Land Corporation  
Date of publication: September 30, 2022



# Revitalizing Shibuya.

## Safety Initiatives

The Shibuya Station East Exit Rainwater Reservoir Facility, located at a depth of about 25 meters below the East Exit Plaza of Shibuya Station, is capable of temporarily storing 4,000 metric tons of rainwater. We built this facility at Shibuya Station, the lowest point of the area's valley-shaped topography, as a countermeasure against flooding caused by the recent increase in torrential rains.

In addition, as a measure for people who become stranded during disasters, we have secured areas at each of the Tokyu Group's facilities totaling more than 20,000 m<sup>2</sup> to serve as temporary shelters. In cooperation with the local government, businesses and schools around Shibuya Station, we are conducting various studies and drills to ensure that visitors to the area will not become disoriented in a disaster.

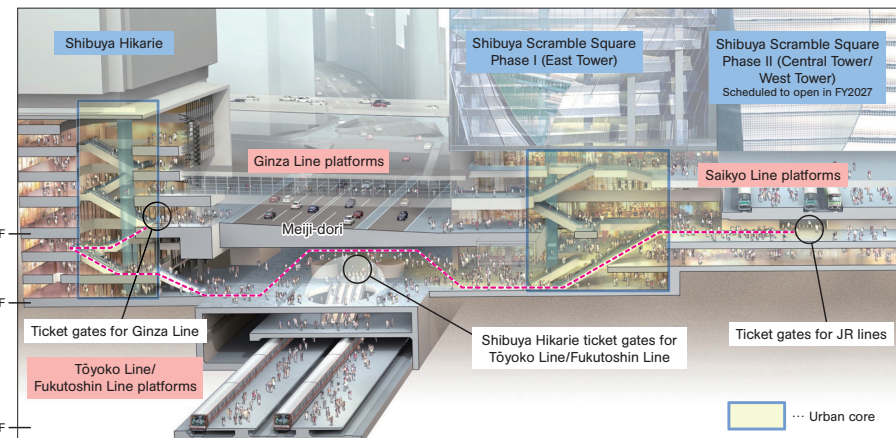
Shibuya Station East Exit Rainwater Reservoir Facility



Training to assist stranded persons

## Improving Station Facilities

Repeated relocation, expansion, and renovation have made Shibuya Station increasingly complex. To overcome this issue, we are working with railway companies to relocate their platforms and improve transfer routes. We moved the Tokyu Tōkyō Line underground between Shibuya and Daikan-yama stations with the start of through services with the Tokyo Metro Fukutoshin Line. In addition, Tokyo Metro Ginza Line and JR Saikyo Line platforms were relocated and new ticket gates were installed on the Ginza Line in order to improve transfer routes and enhance station convenience.



Co-creation facility SHIBUYA OWS



Tourist information facility SHIBU HACHI BOX

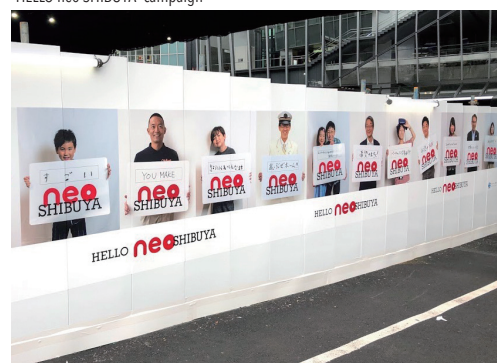
In order to realize "Entertainment City SHIBUYA" and the "Greater SHIBUYA Concept," we are pursuing urban development through both "tangible" development, such as improving Shibuya's traffic flow and strengthening its disaster prevention capabilities, and "intangible" measures, such as organizing the structure of city operation and engaging in city branding.

## Area Branding

We are making various efforts to enhance the value of the area, such as developing a supportive environment for tourists. We have installed extensive Free Wi-Fi (SHIBUYA Wi-Fi) and tourism information facilities. Shibuya Ward is also home to many creative content companies and ranks first in Japan in terms of the number of new business startups. The Tokyu Group hopes to attract more creative content companies and startups to Shibuya by opening shared offices and co-working spaces while implementing a variety of initiatives to support startups.



"HELLO neo SHIBUYA" campaign



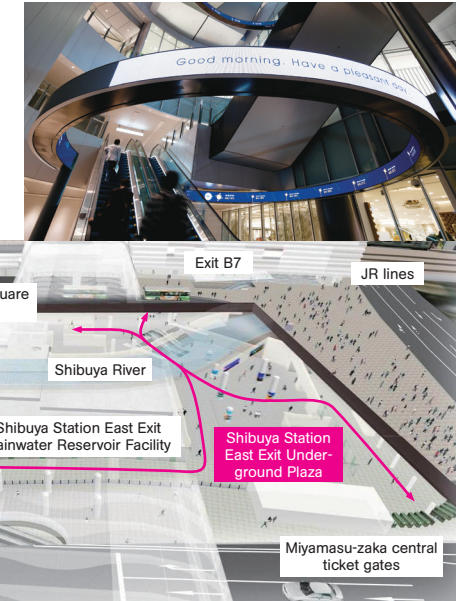
## Establishing Operational Systems

In order to turn Shibuya into a "lifestyle culture promotion hub open to the world," we formed the "Shibuya Area Management" to establish rules for urban development in the public and private sectors. Based on the established rules for urban development, we have built a cycle that generates excitement in the city through the implementation and operation of various activities, then reinvests the income obtained from advertising to the city. Numerous local and government-led events are held throughout the year to promote the Shibuya's attractions, and the Tokyu Group also participates in these events in a variety of ways to enliven the city.

## Building Infrastructure around the Station

Railway facilities and arterial roads split Shibuya into north, south, east, and west areas, and the valley-shaped topography makes it difficult for people to move around on foot. In order to make the city safer and more comfortable for all users while improving circulation, we are constructing an "urban core," a space for vertical movement that connects multi-level urban infrastructure via elevators and escalators, and a "pedestrian deck" that connects disjointed parts of the city to each other. In November 2019, we built the Shibuya Station East Exit Underground Plaza in a location that connects the higher-level stations (JR lines and the Ginza Line) with the underground stations (Fukutoshin Line, Tōkyō Line, Tokyo Metro Hanzōmon Line, and Tokyu Den-en-tōshi Line) to provide a safe and comfortable space while enhancing the station's functionality as a transport hub.

Urban Core (Shibuya Hikarie)



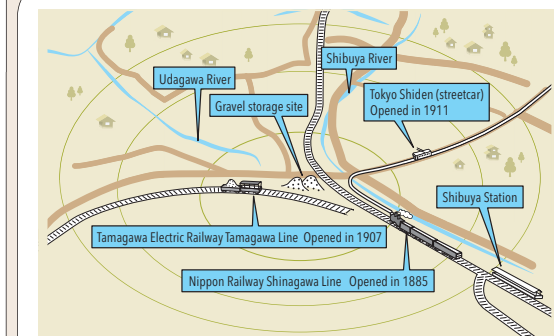
Flow of movement through the Shibuya Station East Exit Underground Plaza

# Tokyu Group's Urban Development Strategy

Shibuya is a world-class terminal city that has consistently generated fresh information and content.

Shibuya has been the Tokyu Group's most important base since our establishment, and the city symbolizes our commitment to urban development. We will continue to cooperate with local stakeholders and government agencies to create a beautiful living environment in Shibuya.

## How a quiet valley along the Shibuya River became a bustling city

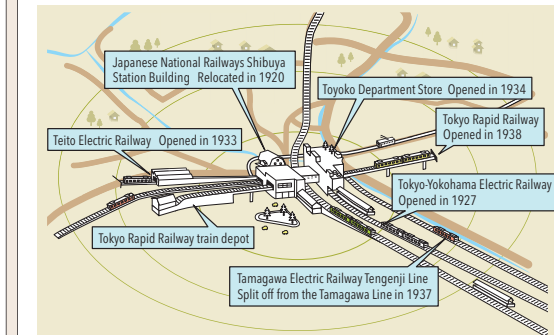


### 1910s

With the opening of the Nippon Railway's Shinagawa Line (now the Yamanote Line) in 1885, a small, wooden Shibuya Station was built in a peaceful area along the riverbank. The Tamagawa Electric Railway Tamagawa Line (later to become part of the Den-en-tōshi Line) opened in 1907, followed by the Tokyo Shiden (the Tokyo City Streetcar, later the Tokyo Toden) in 1911.

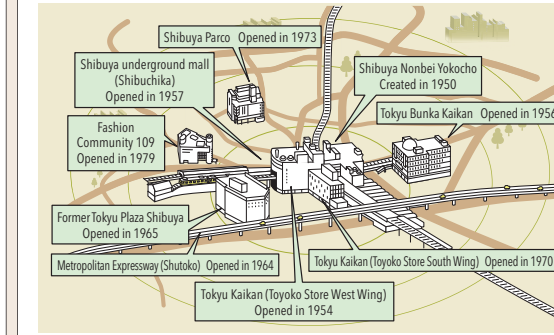
### 1920s–1940s

The Shibuya Station building was relocated in 1920. The Tokyo-Yokohama Electric Railway (now the Tōkyō Line), Teito Electric Railway (now the Keio Inokashira Line), and the Tokyo Rapid Railway (now the Tokyo Metro Ginza Line) opened one after another, helping the city to develop further.



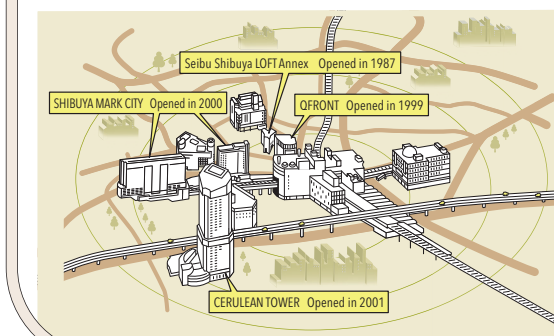
### 1950s–1980s

Although Shibuya was heavily damaged during the Pacific War, facilities such as the Tokyu Kaikan and Tokyu Bunka Kaikan opened in the 1950s after the war. The former Tokyo Plaza Shibuya was built in the 60s, followed by Fashion Community 109 (now SHIBUYA109) in the 70s, transforming the city into a fashion hub for young people.



### 1980s–2000s

Starting in the 1980s, a unique youth culture centered on the Center-gai area developed. New landmark commercial and office buildings such as SHIBUYA MARK CITY and CERULEAN TOWER opened, and Shibuya became known as "Bit Valley" for its cluster of tech companies.



## Challenges that have surfaced as Shibuya developed

### Safety

- ◆ Aging station facilities and buildings around the station
- ◆ Flood damage

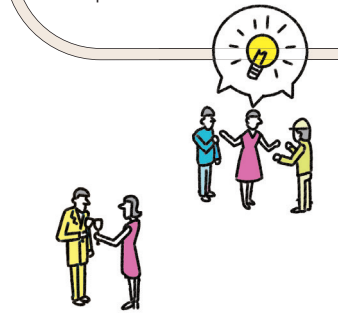
### Convenience

- ◆ Valley-shaped topography
- ◆ Division into north/south/east/west areas by rail lines and Route 246
- ◆ Increasing complexity of the station due to relocation, expansion, and reconstruction

### Comfort

- ◆ Lack of spaces for gathering and relaxing

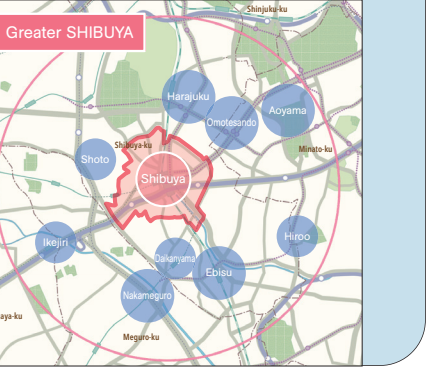
As the area developed, safety and other challenges have emerged. Plans to provide a through service between the Fukutoshin Line and the Tōkyō Line began to be considered from around 2000, triggering the start of large-scale development. In 2002, the decision to move the Tōkyō Line underground freed up a large amount of land in areas around station facilities and the former rail tracks, which further accelerated development activities.



## Greater SHIBUYA 1.0 -2020

Once-in-a-century urban development has begun.

Shibuya has flourished as a terminal known for its rich diversity and playful spirit. How can we enhance these strengths while overcoming the challenges of safety, convenience, and comfort? After much discussion, we arrived at two visions: "Entertainment City SHIBUYA" and the "Greater SHIBUYA Concept." We pursued urban development with the aim of synergistically enhancing Shibuya's value by realizing these two visions.



### "Deepening" Shibuya Entertainment City SHIBUYA

Shibuya, a city where everyone can enjoy life to the fullest

We aim to make Shibuya even more attractive as a place where new businesses are constantly being created, where a variety of entertainment can be found for all to enjoy, and where people want to return to the next time they visit.

### "Broadening" Shibuya Greater SHIBUYA Concept

Aiming to create an area where people and culture flow freely

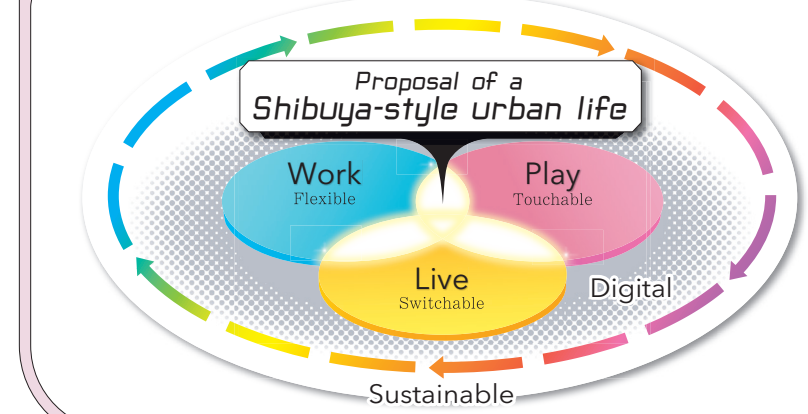
In order to create an urban area that grows sustainably, the Tokyu Group has defined the area within a 2.5 km radius of Shibuya Station as the "Greater SHIBUYA" and is pursuing the urban development of this entire zone.

Toward a new era for Greater SHIBUYA.

## Greater SHIBUYA 2.0 2021-

The first phase of the redevelopment project was largely completed with the opening of facilities such as SHIBUYA SCRAMBLE SQUARE Phase I (East Tower) and SHIBUYA FUKURAS. Aiming to pursue urban development in a flexible manner based on the results of our past initiatives and new social needs, we formulated Greater Shibuya 2.0, a new strategy that further involves and develops the vision of Greater Shibuya 1.0. We will promote Flexible, Touchable, Switchable, Digital, and Sustainable initiatives according to four basic principles in order to propose an urban lifestyle that makes the most of Shibuya's unique attributes.

- 1 Enhance the attractiveness of the "Greater SHIBUYA" by continuing the strategy of concentrated development in Shibuya
- 2 Create a world-class SHIBUYA with unparalleled global presence
- 3 Evolve the city through the development and enhancement of infrastructure and green spaces
- 4 Further evolve and deepen the "Entertainment City SHIBUYA" vision



We will create synergy by integrating the three elements of work (Flexible), play (Touchable), and living (Switchable), while tackling Digital and Sustainable initiatives, which are foundational to the aforementioned three elements. By organically linking each of these elements, we aim to realize "Shibuya-style urban life" in which people can spend time in Shibuya in a fun and comfortable manner.