# **UR** Corporate Profile

UR

Urban Renaissance Agency

**https://www.ur-net.go.jp/overseas/**

2025.04

# Beyond Social Challenges

**The issues our society faces today are diverse and ever-changing.
At UR, we address each one with determination, leveraging urban development
to create solutions and pave the way for a brighter future.
Through collaboration with national and local governments,
as well as the people of local communities, we have consistently risen to these issues.
This shared commitment drives us to build a future
where safety, comfort, and harmony between people and nature can shine.
Together with you, UR will continue to innovate and shape a better future for all.**

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# President's Message

Masaru Ishida
President



## Never Stopping the Dialogue.
## Always Being There for All.
## Beyond Ever-evolving Social Challenges Together.

### Identify problems through empathetic dialogue and explore pathways to a solution through collaboration

In our corporate communications, we use the phrase, "Beyond Social Challenges." The term "social challenges" covers a very broad range of issues that are constantly changing with the times and circumstances. In our efforts to overcome the challenges, we must always examine the situation, identify problems and what we can do, and evolve to take action. Taking the example of Urban Regeneration, understanding the thoughts and needs of local governments, people in the community, and the residents by communicating with them is essential to identifying problems. In the case of Rental Housing, the needs of the elderly and households with children are different, and therefore it is important to determine the root cause by considering such variations. We discover issues and collaboratively explore solutions through empathetic communication. UR's approach goes beyond physical development. We focus on sharing a vision for the future of the community, aligning on goals, and gathering like-minded partners to enhance the vitality and value of towns and neighborhoods. I believe one of our greatest strengths is that we can take part in the community design discussion from the very beginning.

### Create an ideal community by bridging the minds of local government and community: Build on social trust

I value constant communication with our frontline employees. They come up with a variety of ideas and are passionate about pursuing them, such as housing units renovated with less partitions to enable diverse layouts, and housing units designed for living with pets. In addition to working with developers to build excellent buildings, UR is engaged in community management through earnest discussions with local governments. In urban development and disaster recovery, it is important to envision the ideal future community. UR strives to create an ideal community by bridging the local government and community, integrating stakeholders' ideas, and applying our accumulated know-how and technical expertise. We are committed to understanding the standpoint of the public, participating from the concept design of community development, and coordinating with private sector operators. All of this can be achieved with the trust that society places in us.

### Development of intangible factors, in addition to tangible factors

UR's wide-ranging business development efforts share a common mindset: working to solve problems in ways that resonate with stakeholders. In Urban Regeneration, we work to share our vision for community development with stakeholders while understanding different views and creating an agreeable implementation plan. As socio-economic conditions change, it is important for community development to reflect the realities of the local community. Working with local businesses and residents, we must develop a plan that resonates with others. In Disaster Response Assistance (an initiative since the Great Hanshin-Awaji Earthquake), UR has supported urban development in areas affected by tsunamis and earthquakes, while sharing the concerns and thoughts of residents with local governments. In our new International Business, we work with national and local governments to recognize and address the challenges faced in different countries. In our well-known Rental Housing business, our efforts extend beyond the effective use of housing units and spaces to intangible community-building factors, including the assignment of livelihood support counselors and UR childcare supporters. A fulfilling life does not consist of a building alone. We believe that efforts to increase the value of housing complexes must be accompanied by improvements in the quality of life for residents. True community development involves both tangible and intangible factors. We will continue to address these challenges, not only focusing on the physical aspects but also fostering intangible initiatives.

### Seek solutions from a shared perspective and work together to solve problems

We aspire to be a company that stakeholders can proudly say, "We are grateful that UR is with us." Ideally, we strive to become an indispensable presence for those involved in each of our projects. To become such a company, we must approach each issue from a shared perspective while sometimes taking a broader view to grasp the situation and work together to tackle problems by utilizing our expertise. We wish to be an organization that is accepted by our stakeholders and to which people say, "Let's work together." We sincerely hope for all the stakeholders' continued understanding of our efforts, as well as ongoing support and encouragement.

# Social Issues and UR's Role

## Intensification of Global Intercity Competition

▼

We create an attractive city by improving the environment and infrastructure as an international city

## Growing Urban and Dwindling Rural Populations

▼

We create a compact city, aiming at a virtuous cycle for the local economy

## Declining Birth Rate and Aging Society

▼

We promote development of sustainable and vibrant areas and communities

## Dilution of Local Community

▼

We work with local governments and the private sector to make communities thrive

## Global Warming and Environmental Burden

▼

We aim to develop a sustainable community with cutting-edge technology and green infrastructure

## Increasingly Severe and Frequent Natural Disasters

▼

We protect communities and everyday life from disasters and supports recovery and rebuilding

## Child-Rearing Environment

▼

We develop a comfortable living environment for diverse generations and supports households with children

The Chain Urban Renaissance Project in Otemachi

# Urban Regeneration

**Considering the current era and our lifestyle,**
**we draw the vision and steadily implement.**

The vision of an ideal city that people dream of.
Our role is to transform that vision into a feasible plan, leveraging the power of private businesses and local communities. UR coordinates the roles of private business operators and local government to promote urban regeneration and grasp the time it takes to balance community aspirations, societal trends, and business interests. By strategically coordinating between public and private entities, UR anticipates all scenarios to establish feasible plans for the city.
That is the UR method of urban regeneration.

Cities continuously evolve with the times. To address the intensifying competition among global cities, our goal is to enhance the international competitiveness and attractiveness of the cities we work with, revitalize local economies based on regional needs and characteristics, and design and implement compact cities.
Our plans incorporate disaster prevention and risk mitigation measures to ensure the urban development of safe and secure communities. UR's urban regeneration addresses the challenges of the times straight forwardly, propelling us into the future through urban initiatives.

Opening of the Phase 2 area in September 2024

## Umekita District Urban Redevelopment Project Osaka City, Osaka

**"The Last Prime Zone in Central Osaka"**
**A New City Born in Umekita**

Located in West Japan's largest transportation hub, with approximately 2.5 million daily passengers, the 24-hectare site of the former Umeda Freight Station is being transformed into a globally competitive urban area through collaboration among industry, academia, and government. This national-scale project is reshaping the underutilized land in the Umekita area into a thriving new city. Since 2005, UR has been deeply involved as a producer of the project. During the first phase, UR led land readjustment projects to create high-quality public spaces through public-private partnership. This resulted in innovative developments such as the Osaka North Entrance Plaza, pedestrian spaces, and the central "Knowledge Capital" facility, each driven by a creative proposal from the private sector. In the second phase, UR contributed to improving infrastructure, including roads and transport hubs, for optimal use of the area in front of Osaka Station. We also aimed to establish innovation hubs and cultural experience facilities to foster new enterprises. Additionally, the Umekita Park, the centerpiece of an unprecedented large-scale green space directly connected to the station, was developed as part of a disaster prevention and district improvement project. It opened to the public in September 2024, ahead of the launch of the second phase of the development.

**The Intersection of Large Urban Green Space and Innovation**

In the second phase of the Umekita Project, the design guideline of the development was set in advance, and developers were invited through a proposal-based process, which incorporated the private sector's idea. The initiative aims to make Osaka a more competitive global city, improving disaster resilience, reducing environmental impact, and implementing cutting-edge technologies to enhance the city's attractiveness. The goal is to create a hub where "green" and "innovation" seamlessly converge. Spanning approximately 8 hectares, the green spaces envelop the city with an attractive new urban landscape. By attracting and facilitating the exchange of global talent and technologies, we strive to nurture this area into a leading center of innovation, driving the realization of a smart, sustainable city.



Vibrant crowds at Umekita Park

UR has supported this project by coordinating various initiatives, including land readjustment and disaster prevention district improvement projects. These efforts complement parallel developments by Osaka City and JR West, such as the underground relocation of railway infrastructure and the establishment of a new station, as well as building projects led by private developers. UR's role ensures the smooth progression of these interconnected efforts across the area.

New JR Osaka Station's Umekita Underground Gate in spring 2023



Toranomon 2-Chome District
Left: Hospital tower (Toranomon Hospital) Right: Office tower (Toranomon Alcea Tower)

Plaza at Toranomon Hills Station
the first new station on the Tokyo Metro Hibiya Line in 56 years

## Shimbashi-Toranomon Area Minato City, Tokyo

**Creating a Globally Competitive Business Hub**

Located in central Tokyo, the Shimbashi and Toranomon area is challenged with small subdivided parcels and aging buildings. Over time, efforts have been made to modernize and optimize the area's functionality and land use. UR has played a key role in these initiatives, providing multi-dimensional, long-term support—from assisting the local government in developing the "Shimbashi/Toranomon Area Community Development Guidelines" to facilitating urban redevelopment projects. Such development efforts include the reconstruction of Toranomon Hospital and the establishment of Toranomon Hills Station, the first new station on the Tokyo Metro Hibiya Line in 56 years.


Aerial view of Shinagawa area

## Shinagawa Area Minato City, Tokyo

**Creating a Gateway to Tokyo and a Hub of International Exchange**

The Shinagawa area has an excellent accessibility to Haneda Airport and is set to host a future Linear Shinkansen station, further enhancing its role as the gateway to Tokyo. UR is conducting land readjustment projects across three districts, covering approximately 30 hectares. By repurposing the former railway yard site, which is available after the reorganization of railway facilities, UR is facilitating a large-scale land use transformation. Initiatives include developing station plazas to support this major transportation hub and strengthening pedestrian networks in coordination with surrounding projects. These initiatives aim to establish Shinagawa as a key international exchange hub that will drive Japan's future growth.

Facade of Kome Hyappyo Place


Library (Goson Bunko) at Kome Hyappyo Place Miraie Nagaoka

## Nagaoka City, Niigata　Realizing Community-Centered Public Services

To address and take measures against the urban decline in its central district, including the closure of a department store, Nagaoka City has adopted a "community-centered public service" model. It strategically distributes public facilities across the city center as a pillar of revitalization, promoting sustainable urban development with a view to the future. UR acquired the site of the former department store and implement urban redevelopment projects as a driving force. Through the implementation of these strategies, UR established Kome Hyappyo Place, a hub for local revitalization that supports the city's human and industrial resources while contributing to the realization of the community–centered public service model.

A meeting between Kanuma City, the Kanuma Ginza Area Renovation Collective, and UR held at the Kanuma Commons lounge space

## Kanuma City, Tochigi　Promoting Renovation-Based Urban Development through Public-Private Partnerships

The central district of Kanuma City is faced with a shrinking and aging population, raising concerns about the area's declining vitality. In response, UR signed a collaboration agreement with the city to support urban development. UR established the urban development hub "Kanuma Commons," providing a space to foster new business ventures and build a community of people interested in contributing to the city. Additionally, UR has acquired and is exploring the use of a vacant house in the area, further promoting renovation-based urban development through public-private partnerships. These initiatives aim to revitalize the local economy and reinvigorate the community.



Around Shiroshita Square

## Tsuyama City, Okayama　Urban Development Utilizing Municipal Land

Tsuyama is a city challenged by a population decline due to urban sprawl.* To address this issue, the city has set a goal to create " vibrant and attractive Tsuyama that encourages people to continue living in this place." In the historic Shiroshita area, once the city's commercial and economic hub, UR has supported the formulation of an urban development vision and conducted social experiments on municipal land. UR also assisted in developing strategies and structures for the joint public-private management and use of nearby municipal and private lands. With the opening of Shiroshita Square as a catalyst, the goal is set to spread the vitality generated by community activities across the entire city center.

*Urban sprawl: The unregulated expansion of suburban areas.

A meeting for the promotion of UDC Shinshu

## UDC Shinshu　Participating in Japan's First Regional Urban Design Center

In August 2019, Nagano Prefecture established the Shinshu Urban Design Center (UDC Shinshu), Japan's first regional initiative in collaboration with public, private, and academic sectors. The center aims to support urban development initiatives that each of municipalities finds difficulty to address by themselves. Based on a Comprehensive Partnership Agreement for Urban Development Support, signed with the prefecture in May 2018, UR supported the establishment and operation of UDC Shinshu. By leveraging the expertise and networks obtained from urban development projects across Japan, UR contributes to supporting urban development of municipalities in the region, developing human resources talent, and gathering and sharing information.

IKE･SUNPARK (Toshima Green Disaster Prevention Park)

## Higashi-Ikebukuro Area Toshima City, Tokyo

**Boosting Safety and Vibrancy in the Community**

The Higashi-Ikebukuro area faced significant disaster risks due to factors such as dense clusters of aging wooden houses, the absence of firebreak zones, and shortage of large-scale evacuation facilities. These conditions raised concerns about fire spread and evacuation challenges in the event of major earthquakes or fires, prompting local residents to call for the creation of a park where they can evacuate during a disaster. In collaboration with Toshima City, UR utilized multiple urban development methods to establish such a park as well as refine the densely built-up urban environment. These efforts have enhanced the area's safety while also boosting the value of the region through the creation of vibrant community spaces.

Densely built-up on narrow streets

As part of the disaster prevention district development project, UR acquired the former site of the Japan Mint Tokyo Branch in response to a request from Toshima City and developed the Toshima Green Disaster Prevention Park (nicknamed IKE･SUNPARK). This project has secured a temporary evacuation site and established a broad disaster prevention function. Leveraging our extensive expertise in park development, UR introduced various innovations, such as installing a durable, pressure-resistant foundation under the grass for potential use as a helipad and installing an earthquake-resistant water storage tank. To promote everyday use and generate community vibrancy, UR facilitated the introduction of Park-PFI, the first public application-based park management system in the Tokyo metropolitan area. This approach enabled early-stage planning for park operations and management. Adjacent to the park, UR facilitated efforts to invite Tokyo International University to open its Ikebukuro Campus in the cultural exchange zone. Additionally, in response to Toshima City's request, UR acquired the land in the area and carried out initiatives to promote fireproofing in densely built-up zones. UR removed aging wooden buildings, improved roads to resolve accessibility issues, and developed rental housing for former residents, such as the Confort Higashi-Ikebukuro. This allowed displaced residents to continue living in the same community, providing more options to rebuild their lives. Through these efforts, UR has improved the fireproof area ratio* in Higashi-Ikebukuro and continues to enhance the attractiveness of the greater Ikebukuro area.

*Fireproof area ratio: The ratio of a district covered by fire-resistant spaces, such as open space of a certain size or fireproof buildings.

Many people relaxing in IKE･SUNPARK



The district before and after

## Kyojima Area Sumida City, Tokyo **Enhancing Disaster Resilience in Densely Built Urban Areas**

The Kyojima area is occupied with aging wooden dwellings and tenement houses, risking building collapse and fire spread with an earthquake. Through the Kyojima 3-Chome Disaster Prevention Zone Development Project, inappropriate structures were replaced with earthquake-and-fire-resistant buildings. Surrounding widened roads allow emergency vehicles to pass in the case of disasters, improving safety and the living environment. At the request of Sumida City, UR provided land acquired by UR as a replacement for residents and businesses displaced by the city's major arterial road widening projects. UR continues to support Sumida City for disaster resilience in densely built-up areas.

Scenes from Minami Town
(Detached Housing Area: Approx. 3m Elevation, Elevated Development Area: Approx. 25m Elevation)

Elevated Development Area (Under Construction)

## Minami Town, Tokushima **Tsunami Disaster Prevention Urban Development**

In Minami Town, a tsunami exceeding 20 meters is predicted in the Nankai Trough Earthquake. Utilizing the experience and expertise gained from disaster recovery and reconstruction, including those following the Great East Japan Earthquake, UR has provided technical support for tsunami disaster prevention in Minami's urban development, including planning for the elevated areas. In 2021, UR renovated a traditional house for the Umigame Lab satellite office. This space is used in collaboration with local residents, businesses, and organizations to support tsunami disaster prevention efforts and revitalize the regional economy. It also serves as a venue for disaster prevention education workshops and other initiatives.

Abasse Takata

# Disaster Response Assistance

**From the Great Hanshin-Awaji Earthquake to today, we have dedicated all the expertise gained from natural disasters toward recovery and reconstruction efforts.**

Since the Great Hanshin-Awaji Earthquake, Japan has experienced numerous large-scale seismic events, and UR has worked on recovery and reconstruction for all of them. With the expertise from these experiences, UR promptly provides recovery and reconstruction support at the request of the Ministry of Land, Infrastructure, Transport and Tourism, or the Cabinet Office, in the event of major disasters including earthquakes or heavy rains. This support ranges from emergency measures, such as investigating damaged buildings and residential areas or providing temporary housing, to comprehensive recovery efforts for entire communities. Reconstruction does not merely mean restoring what was lost; it is about creating communities where residents feel safe, secure, and inspired to return. Working in collaboration with local governments and private enterprises, UR is committed to developing safer, more livable, and more exciting communities. Disasters are difficult to predict and even harder to prevent, which poses the challenge of fostering a sense of responsibility within local governments. UR actively shares its expertise through training programs and actively engages in public awareness initiatives.

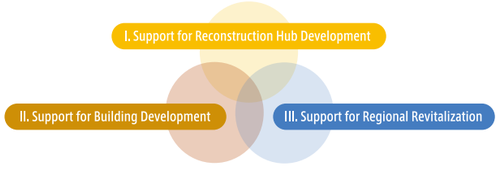
Ōkuma Town, Ōgawara District

## Support for Recovery from the Great East Japan Earthquake

Community Reconstruction in Areas Affected by the Nuclear Disaster

### UR's Support for Nuclear Disaster-Affected Areas Forced into Full-Town Evacuation

In Fukushima Prefecture, an unprecedented combination of disasters struck—an earthquake and tsunami compounded by a nuclear disaster. The accident at the Fukushima Daiichi Nuclear Power Plant released radioactive materials, prompting evacuation orders in 12 municipalities across the prefecture. In regions where residents and economic activity were reduced to zero, prolonged evacuations have made the return of all residents unfeasible, presenting significant challenges to reconstruction. In response, UR has been advancing recovery efforts in both tangible and intangible ways for the towns of Ōkuma, Futaba, and Namie, which are striving to rebuild following complete evacuation. These recovery and reconstruction efforts are guided by three key pillars.




**I. Support for Reconstruction Hub Development**
UR provides support for the planning, design, and implementation of infrastructure development to establish reconstruction hubs that serve as bases for rebuilding community and the local economy.

**II. Support for Building Development**
UR assists in the development of concepts and plans for construction projects, as well as in the design, procurement, and execution processes. Support includes managing quality, scheduling, and cost control.

**III. Support for Regional Revitalization**
To promote the regeneration of sustainable communities, UR supports initiatives focused on increasing the number of visitors and fostering connections between the community and visitors through various software measures and policies.

## Ōkuma Town, Fukushima

### Pioneering Reconstruction Efforts as a Symbol of Fukushima's Recovery

Ōkuma Town's Ōgawara District was developed as the first reconstruction hub in the areas affected by the nuclear disaster. While the town managed land acquisition and the construction of public facilities, Fukushima Prefecture oversaw the construction of public housing on the town's behalf, and UR provided technical support for infrastructure and facility development. In April 2019, coinciding with the lifting of evacuation orders, the town hall reopened, public housing welcomed its first occupants, and the initial wave of town residents returned. Meanwhile, in November 2017, the area around JR Ōno Station—formerly the town center—was designated as a Specified Reconstruction and Revitalization Base Area, prioritizing decontamination and infrastructure development. In the Shimonogami District within this area, UR began supporting reconstruction hub development projects in the 2020 fiscal year.


KUMA・PRE Community Activity Hub

In February 2022, the KUMA・PRE community activity hub was established as a space for diverse communities to gather, connect, and social experiment. Engaging local stakeholders, the hub has conducted various pilot initiatives to expand the greater community network and create vibrancy in the western area of JR Ōno Station.



Futaba Town, West Side Section of Futaba Station

## Futaba Town, Fukushima

### Taking the First Steps Toward Recovery: Establishing a "Work Hub" Ahead of a "Residential Hub"

Futaba Town experienced the longest delay in the lifting of evacuation orders among the 12 municipalities affected by the Fukushima Daiichi Nuclear Power Station accident. Prior to the lifting of the evacuation order for its designated Specified Reconstruction and Revitalization Base Area in August 2022, the town formulated the Second Futaba Town Reconstruction and Community Development Plan, prioritizing the development of the Nakano District as a "work hub." Following this, the town planned the development of the West Side Section of Futaba Station as a "residential hub," and in October 2022, public housing in the area began accepting residents. Although two years have passed since the evacuation order was lifted, only about 200 residents currently live in Futaba Town, compared to approximately 7,000 before the disaster.

"Small Steps Project" community event at the Futaba Business Incubation and Community Center

Amid efforts to revitalize Futaba Town, the "Small Steps Project" has taken the lead in creating vibrancy and fostering connections within the community. This initiative, led by UR and Futaba Town in collaboration with a community development company and local stakeholders, leverages vacant land and empty storefronts to generate foot traffic and activity in the town. The project aims to expand the network of people connected to Futaba and encourage more people to come to and settle in the town.

## Namie Town, Fukushima

### Revitalizing the "Face of the Town" with Community Development Around Namie Station

Namie Town has initiated development efforts to revitalize the local economy. The area around Namie Station has been designated as an employment creation zone, aiming to establish an advanced industrial hub under initiatives such as the Fukushima Innovation Coast Framework, which focuses on fostering new industries in the Hamadōri region. UR has undertaken infrastructure development projects in the area, coordinating with other construction work to shorten the project timeline. Additionally, by implementing phased handovers of the developed land, UR facilitated the early construction of facilities, accelerating the town's revitalization.


Masterplan for the Namie Station area: image of the station front (source: Namie Town)

To restore the vibrancy of the Namie Station area, once the bustling center of the town, Namie Town has developed The Grand Design for Landscape Architecture Around Namie Station. As part of this initiative, UR has been contracted to carry out infrastructure development, with full-scale construction set to begin in the 2024 fiscal year. In addition to construction, UR provides comprehensive support for the smooth implementation of the project. This includes offering advice and proposals implementation realizing community functions, residential functions, and commercial functions to contribute to the area's revitalization.

A "Brick Road" extending from JR Onagawa Station to the bay

## Reconstruction Efforts in Tsunami-Affected Areas

### Onagawa Town, Miyagi

In 2012, UR signed a partnership agreement with Onagawa Town to support its reconstruction. In the central Onagawa area, the entire town was elevated, with designated zones along the national highway for commercial, business, and seafood processing industries. To enable safe and rapid home rebuilding, residential areas were relocated to higher ground. It also focused on creating a compact city and consolidated key urban functions—administration, healthcare, welfare, transportation, education, and commerce—around the central area near the station, attracting people to return. The "Brick Road," which extends from JR Onagawa Station to Onagawa Bay, has become a symbolic space representing the town's recovery.

Town-managed housing built with locally sourced materials

### Otsuchi Town, Iwate

At the request of the town, UR constructed disaster recovery public housing, which was subsequently transferred to the town. The Ogakuchi 1-chome Public Housing project was promptly built on land previously occupied by flood-damaged municipal housing. It utilized local timbers (about 60% from Ōtsuchi). The project resulted in low-rise, Japanese-style housing harmonizing with the surroundings. To foster a sense of community, a community plaza was placed near the center of the site, and a meeting hall and plaza near the entrance to the site. They are also a node to the existing urban area and accessible to surrounding residents, promoting interaction and engagement within the broader community.




Staff assessing damaged area

## Response to the 2024 Noto Peninsula Earthquake

### Noto Peninsula, Ishikawa

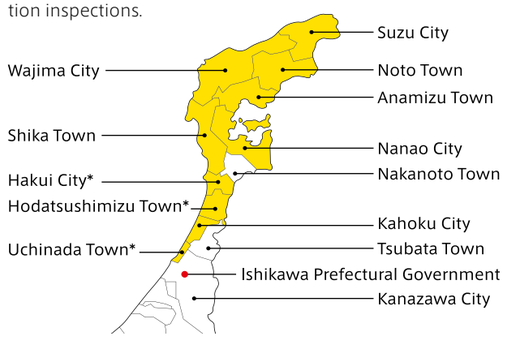
**Assessing the Situation, Deploying Personnel, and Providing Tailored Support Immediately After the Disaster**

In response to the Noto Peninsula Earthquake, a rapid initial response system was established in collaboration with national and prefectural agencies. From the onset of the disaster, UR coordinated with the Cabinet Office and the Ministry of Land, Infrastructure, Transport and Tourism to assess the damage. To prevent secondary damage and support the recovery of affected residents, UR dispatched staff to Ishikawa Prefecture to assist with hazard assessments of damaged residential land, evaluations for housing damage certification, and the construction of emergency temporary housing. Additionally, UR provided rental housing equipped with on-site life support advisors to assist affected individuals. In response to requests from disaster-affected municipalities, UR also collaborated with the Ministry of Land, Infrastructure, Transport, and Tourism to provide technical assistance, including the formulation of reconstruction plans to support community recovery efforts.

Support staff from municipalities and personnel conducting interim inspections

**Support for the Construction of Emergency Temporary Housing**

In response to the Noto Peninsula Earthquake, UR dispatched technical staff with expertise in various fields, including architecture, electrical engineering, mechanics, and civil engineering, to the Ishikawa Prefectural Government to assist in the construction of emergency temporary housing for those displaced by the disaster. The support primarily focused on management tasks during the initial stages of reconstruction, such as establishing implementation systems, developing execution workflows, and formulating development standards. During the reconstruction phase, UR provided technical assistance, including reviewing site layout plans, managing construction progress, and conducting completion inspections.




■=Support for the construction of emergency temporary housing

*Broad-area support for hazard assessments of damaged residential land

Completion inspections for emergency temporary housing

Krung Thep Aphiwat Central Station: Bangkok, Thailand

# International Business

**Providing urban development solutions worldwide. Applying domestic experience to contribute to solving social issues in emerging nations and beyond.**

Countries now face issues that Japan once experienced, such as deterioration in living environment caused by severe traffic congestion and rapid population growth. UR leverages development expertise gained in Japan to utilize it elsewhere. As an impartial, UR collaborates with government agencies and private enterprises both in Japan and abroad, including the support for Japanese companies to participate in overseas urban development projects and assistance for those initiatives.
Through these efforts, UR contributes to solving social issues across borders.



## Australia

### Urban Development in Western Sydney and Melbourne

In Australia, urban development is essential to address housing shortages caused by population growth. It is a means to support sustainable economic growth as well. New South Wales is undertaking an urban development in Western Sydney surrounding a new airport. Victoria is promoting urban development in and around Melbourne. UR has signed agreements with each state government to provide technical advice for urban planning and facilitate connections between Japanese and Australian companies.

Japan-Australia networking event held in Sydney

## Thailand

### Urban Development Around Krung Thep Aphiwat Central Station

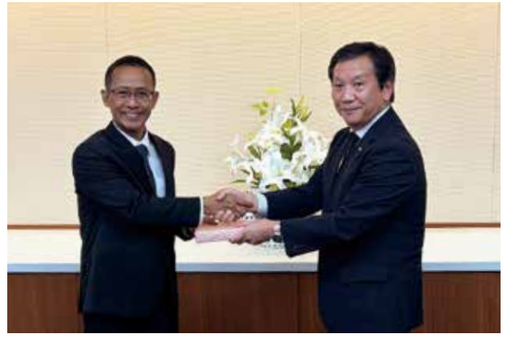
Located approx. 10 km north of central Bangkok, the station opened in 2021 as the new gateway to the capital. The train yards and vacant land around the station are yet to be utilized. As a national project, the Thai government aims to create a smart city befitting a major transportation hub in Bangkok. UR leverages its extensive experience in large-scale urban development and the advanced technologies of Japanese companies to support the Thai government and State Railway of Thailand in their planning efforts. UR also provides advisory services to help realize the project.

Concept rendering of the leading project plan proposed to the Thai government

## Indonesia

### Jakarta TOD Support

With a population exceeding 30 million, the Jakarta metropolitan area faces severe social challenges, including traffic congestion and the resulting air pollution caused by rapid population growth. Promoting Transit-Oriented Development (TOD)—integrating public transportation with urban development—has become an urgent priority. UR leverages its expertise in railway-centered urban planning, a common practice in Japan, to support Jakarta's TOD initiatives. Through collaboration with Mass Rapid Transit Jakarta (MRTJ) and other entities, UR aims to address traffic congestion and other pressing urban issues.



UR President Ishida receiving a courtesy visit from MRTJ President Director Tuhiyat

## Key Countries Where UR Supports Overseas Development

Australia Thailand Indonesia India Vietnam Philippines China

### Hosting Training and Study Tours from Abroad

In response to requests from countries around the world, UR provides training and study tours in Japan, sharing its accumulated expertise in urban development.

Hosting Achievements Since 1998

**147** countries/regions, **27,954** participants (as of March 31, 2024)

A panoramic view of Confort Matsubara

# Rental Housing

**Creating residential communities open to the region, where everyone can live vibrantly.**

In the field of rental housing, UR works with local communities to provide homes and neighborhoods where people of all backgrounds can continue to nurture a living  true to themselves.
By making effective use of aging buildings, we adapt to changing lifestyles and diverse needs.
We create housing that evolves flexibly in response to the times and its residents.
In addition to serving as a housing safety net for society, we also provide facilities within the complexes that meet the specific needs of each community.

As community hubs, UR's housing complexes attract essential medical and welfare facilities to the neighborhood, supporting childcare and intergenerational interaction to create vibrant neighborhoods with rich communities.
From children to seniors, we provide a living environment where people with diverse lifestyles can feel secure, nurturing a living true to themselves, with vitality and peace of mind.
With these aspirations, UR is committed to advancing both homebuilding and community development.

"Green Promenade" connecting the station to the park

## Confort Matsubara Soka City, Saitama

**A Community Created in Collaboration with Soka City and Dokkyo University, Where Many Generations can Live Securely and Comfortably**

The Soka-Matsubara Danchi housing complex, once known as the largest housing complex in Asia with approximately 6,000 units, has grown into a lush, green community. However, nearly half a century after its development, the changes in socioeconomic conditions, an aging population, shifting lifestyles, diversified resident needs, and the advanced aging of buildings left the complex unable to meet contemporary living standards. In response, redevelopment efforts began in 2003. Through repeated workshops with resident associations and residents, and in collaboration with Soka City and Dokkyo University, a district plan was established to guide the creation of a better urban environment. The redevelopment replaced the old Soka-Matsubara Danchi with what is now Confort Matsubara. The redevelopment introduced childcare and community facilities, such as daycare centers and children's centers, along with commercial facilities and condominiums developed by private enterprises. These changes have transformed the area into a community where many generations can live securely and vibrantly. Additionally, to address the increasing threat of urban flooding from torrential rains, a large-scale underground rainwater storage tank with a capacity of approximately 10,000 tons was constructed in collaboration with Soka City. This facility is located beneath tennis courts developed by the city.

**The Theme: "Green Bind!"**
**A Community and Way of Life Unified by Greenery**

A new town, a way of life, and vibrant communities—all flourishing within a lush green environment. With this vision in mind, the redevelopment of Soka Matsubara embraced the concept of "Green Bind!" as its central theme, connecting and harmonizing various elements of the area through greenery. As part of the redevelopment, landscape guidelines were created to ensure consideration for the surrounding environment and local aesthetics. By adhering to these guidelines, the project enhanced the visual harmony of the area while increasing its overall appeal. Key initiatives included the relocation of the cherished Weeping Cherry trees preserved from the former complex and the development of a green promenade linking the park to the nearest station, creating an expansive green network. In addition, outdoor spaces for community interaction were introduced along with rain gardens, in depressions along the greenways, to address flooding risks.

Rain gardens along the greenway

**Collaboratively Advancing Community Development in the Dokkyodaigakumae Soka-Matsubara Station West Area**

In 2024, UR signed an agreement with Soka City, Dokkyo University, Tobu Railway, and Toyota Home to collaborate on community development on the west side of Dokkyodaigakumae Soka-Matsubara Station. The initiative is based on the concept we call "WELL BIND," which envisions a future where people of all generations are connected, can learn from one another, and live vibrant lives. By working with residents, private enterprises, and local organizations, the partnership aims to foster ongoing activity and interaction, both socially and culturally. This collaborative approach seeks to revitalize the area west of the station, creating a thriving and inclusive community.



Senri Green Hills Takemidai Building 101

## Senri Green Hills Suita and Toyonaka City, Osaka

**A Mature New Town Where Development Continues**

Opened in 1962 as Japan's first fully planned new town, Senri New Town was designed to address the housing shortage caused by population concentration in the Osaka metropolitan area during Japan's postwar economic boom. Approximately 21% of the town consists of parks and green spaces, and over the course of 60 years, it has grown into a serene neighborhood nestled within lush natural surroundings. Ongoing redevelopment efforts, including station-front revitalization and housing renewal, continue to enhance the town. Since 2015, UR Rental Housing within Senri New Town, consisting of seven complexes with approximately 9,000 units, has been undergoing redevelopment in selected areas to address the aging of buildings and changes in societal needs.

**A Stage for Nurturing a Green Lifestyle: Senri Green Hills**

The name "Senri Green Hills" is used as a unified designation for redeveloped rental housing within Senri New Town. This name reflects the aspirations to create a setting that nurtures the various challenges seen throughout development of the new town, the enduring community spirit that has thrived since its opening, and the defining appeal of Senri New Town and UR Rental Housing—characterized by its abundant greenery, inviting outdoor spaces, and the richness and comfort they bring to everyday life.

**Design Inspired by the Iconic "Star-House": a Beloved Symbol of Senri**

The Senri Takemidai Danchi features the symbolic high-rise Star-House buildings, along with richly grown trees, tree-lined pathways, and a variety of parks both large and small. These harmonious setting allows residents to enjoy the beauty of seasonal landscapes throughout the year. While the Star-House configuration is conventionally mid-rise five-story structure, the Senri Takemidai Danchi featured three towers of high-rise Star-Houses, which became one of the defining landmarks of Senri New Town. Two of these buildings have been redeveloped as part of Senri Green Hills Takemidai, with one incorporating a design inspired by the original structure, cherished as a symbol of the town's landscape. Furthermore, to meet the needs of diverse lifestyles and preferences, the redevelopment buildings introduced a variety of floor plans for their residential units. Modern features, such as auto-lock systems and housing information panels with monitors, have also been installed to ensure a comfortable, safe, and secure living environment.

Eye-catching night view of the housing complex

**Preserving the Green Landscape for Future Generations**

This rich greenery and the outdoor spaces are among the key attractions of UR Rental Housing, cherished by the local community as welcoming places. At Senri Green Hills, efforts are being made to combine newly created elements with those carefully preserved, such as the layout of buildings designed with attention to the natural terrain and connections to the surrounding community, as well as the conservation of some existing trees. With a commitment to creating environments that bring comfort to residents, Senri New Town will continue to pursue sustainable urban development through diverse initiatives tailored to the unique characteristics of each neighborhood and housing complex.


Renovated plaza and shops

## Hanamigawa Danchi Chiba City, Chiba

**Transforming What Was Seen as Old-Fashioned Living into a Tailored Lifestyle**

Revisiting the value of the housing complex, UR has collaborated with MUJI HOUSE from 2012 for residential renovations. They launched their initiative under the concept, "Striking the balance of adding and removing." Since 2021, UR expanded its scope to the common area renovations, including exterior facilities and shopping districts. UR has implemented the first initiative of MUJI x UR Housing Complex Total Renovation Project, which incorporates community building, in the Hanamigawa Danchi. The project pursued to address the aging facilities and diminished vibrancy of the shopping streets. It strives to nurture a lively neighborhood centered around the housing complex.

Sacolabo regular meeting

## Sakonyama Danchi Yokohama City, Kanagawa

**Revitalizing the Local Community Through a Collaboration Between a Municipality, a University, and UR**

At the Sakonyama Danchi, the "Sakonyama Community Support Network" was established to address aging population that had weakened community ties. In 2017, a partnership agreement was signed among Yokohama City's Asahi Ward, Yokohama National University, and UR to secure leaders for community activities and revitalize the complex. A program "Sacolabo" was launched as a part of initiatives and students living in the complex actively participated in community activities. Analyzing local needs and current conditions with a long-term vision on urban development, the students contribute fresh ideas that inspire and energize the residents, fostering a more vibrant and connected community.



A lecture on infant and child safety practices

## Mizukusa Danchi Nagoya City, Aichi

**A Solution to Regional Issues by Capitalizing Each Other's Strengths**

Striving to fulfill the mutual values such as community health and a secured living, UR signed a comprehensive agreement with the Japanese Red Cross Society to address the diverse local challenges. In the Mizukusa Danchi, a lecture on infant and child safety practices was hosted, which teaches child injury prevention and first aid as well as the use of AED on infants and young children. Various kinds of events were held since 2023, such as a summer vacation program "Vacant Land for All," which provides a safe place for local elementary school children and a opportunity for their memorable experience. We collaboratively confront the local challenges with various entities.

"Osanpo Bingo": A family-friendly events to enjoy walking through the complex

## Hara Danchi Fukuoka City, Fukuoka

**Creating an Environment that Fosters Connections Among People Through Collaboration with Local Stakeholders**

The Hara housing complex works to enhance its appeal by collaborating with local organizations such as resident associations, kindergartens, and social welfare councils. By utilizing its rich outdoor spaces and community centers, the complex hosts events that welcome participants from all generations, from children to seniors. Based on local needs, initiatives such as creating wellness plazas and shared flower beds have been implemented, transforming the complex into a valuable community resource. By fostering a comfortable and livable environment for the entire surrounding area, the complex has cultivated a thriving neighborhood where natural interactions and connections flourish.

A panoramic view of Nouvelle Akabanedai

## Nouvelle Akabanedai Kita City, Tokyo

**Protecting Life and Connecting People: The Heritage of Akabanedai Danchi Entrusted to Nouvelle Akabanedai**

Located on a hill overlooking central Tokyo near JR Akabane Station, Akabanedai Danchi was the first large-scale housing complex in central Tokyo with over 1,000 units. It was the dream began its revitalization in the year 2000 under the themes of "a residential area near the city center where multiple generations can interact" and "creating a town with a favorable environment open to the community" in light of the aging of the buildings, earthquake resistance issues, and the unique location of the complex. Inheriting the existing road configuration and green assets, sites created by the reconstruction are being used to promote effective and advanced land use by attracting childcare support facilities and facilities for senior citizens, developing a municipal park in cooperation with Kita City, and attracting Toyo University to the site, thereby creating an urban development suitable for the northern gateway to Tokyo.

**Creation of a Gateway Space in the Akabanedai Neighborhood Where Diverse People Can Gather, Interact, and Propser**

In 2022, the concept to "Create a gateway of the Akabanedai neighborhood as an urban living base where a variety of people gather, interact, and prosper." As the first attempt of its kind in Japan, the project called for property rights transfer professionals to make integrated use of the land owned by UR and Kita City. The transferred site will be transformed into an urban space suitable as a gateway by creating a plaza open to the community, access routes (partial removal of retaining walls and installation of elevators), commercial facilities, public bicycle parking, and other facilities.

**"Hintmation": A Community Base that Offers a Lifestyle with Relaxed Interpersonal Ties**

In recent years, the isolation of senior citizens, the young, and those raising children has become a social problem in urban areas due to the weakening of local communities. Nouvelle Akabanedai has been home to a diverse mix of generations, including residents since its construction in the late 1950s, new households, students from Toyo University, and users of the complex's facilities. However, opportunities for interaction and community activities have been declining.


"Hintmation": a community hub

UR aims to provide new enjoyment in apartment complex living by taking advantage of the rich environment, creating daily opportunities to interact with diverse people, resources, and activities, and fostering relationships where people can connect and support one another. The Faculty of Design for Welfare Society at Toyo University, UR Community Inc., and JS Corporation conducted a joint research on sustainable community formation and placemaking. As part of this effort, a community center called "Hintmation" opened in 2024. We have created a place where residents of the complex and the surrounding community can casually drop by and receive hints and tips on how to enjoy life in Akabanedai.



# UR Museum of Urban and Lifestyle Design

**We explore new lifestyles through experiencing the rich past, vibrant present, and exciting future of UR town planning.**

An experiment utilizing public space

**Information Hub to Explore the History of Urban Living and Envision the Future**

On September 15, 2023, the UR Museum of Town and Life opened in Akabanedai, Kita City, Tokyo. The museum is a "facility for learning the history of urban life and disseminating information for the future," consisting of five buildings and outdoor spaces, including four registered tangible cultural properties and a new exhibition facility. All of these were restored and maintained in a preserved section of the former Akabanedai Danchi that retains the appearance of approximately 60 years ago. The museum building, a new exhibition facility, introduces the history of living in cities and housing complexes and the evolution of urban planning through video and model exhibits, including six restored units in four historically valuable housing complexes—the "UR Theater," where visitors can experience UR's initiatives on an impressive screen. The "Media Wall," which offers a panoramic view of the business district and pamphlets, etc., the "Dojunkai Daikan-yama Apartments," a genuine reinforced concrete housing complex built in Japan's early days, and the "Hasune Danchi," a synonym for a modern DK (dining room and kitchen), are on display. The exhibition will also feature the restoration of the "Hasune Danchi," synonymous with the modern DK (dining kitchen). In addition, the four preserved residential buildings, including the Star House, will be used as demonstration fields for future lifestyle proposals and refurbishment technologies for further stock utilization.

UR Theater, offering four-screen immersive experience of urban development evolution

Restored units in Hasune Danchi

**Star House, the First Housing Complex Registered as a Tangible Cultural Property of Japan**

In 2019, four preserved residential buildings, three Star Houses, and one flat-style residential building were registered as tangible cultural properties (buildings) on the National Register of Tangible Cultural Properties, a first for a housing complex. In the future, the building will be used to develop restored model of a housing unit from the time of construction and model housing units that propose new ways of living. Under the supervision of the "Subcommittee for Preservation and Utilization of UR Housing Complexes," the Architectural Institute of Japan, we will study how the building should be preserved and utilized.

**Implementing Community Development that Engage with Akabane Station Area**

This museum is not merely an exhibition facility but also " a living laboratory for community development." It is a place where people can explore new ways of living and engage in community building using the housing complex. UR has contributed to take a lead on the community development in this area since its time as a public entity. In addition to the museum in Nouvelle Akabanedai, the urban redevelopment project at JR Akabane Station's west exit continues UR's legacy of shaping vibrant urban spaces.

# Environmental Commitment

**We are protecting nature and making better use of it to shape a rich environment.**

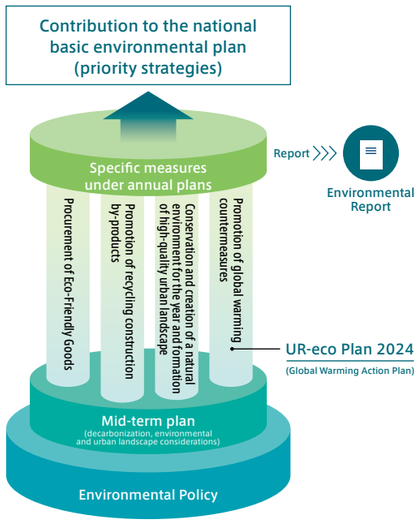
The SEGES-certified pine forest at "Tokiwadaira"

### New Global Warming Countermeasures for 2030 [UR-eco Plan 2024]

In 2005, UR declared its own comprehensive environmental policy*, addressing a range of environmental issues, to provide a beautiful, safe, and comfortable community. Based on this policy, we designed the "UR-eco Plan," an action plan for global warming countermeasures in 2008. Since then, we have been working to reduce greenhouse gas emissions (mainly $CO_2$), appropriately preserve the city's natural environment, and create a favorable urban landscape. The plan has been updated approximately every five years.

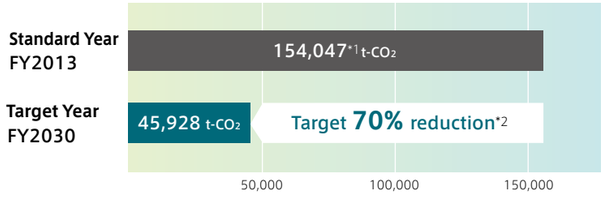
In March 2024, in light of trends toward realizing a decarbonized society, we raised our $CO_2$ emission reduction targets and revised our initiatives across various sectors. We announced a new action plan to combat global warming by 2030, the "UR-eco Plan 2024." Across all of UR's businesses, we are working together with everyone to promote the reduction of environmental impact. UR will continue to enhance and strengthen partnerships with a wide range of stakeholders to create a sustainable, resilient, recycling-oriented city.

*Scheduled to be revised in FY2025 based on domestic and international trends.




### $CO_2$ reduction goal

Target: main areas (common areas of UR rental housing and offices) to be targeted




*1 Due to a review of the calculation target, emissions in the base year were revised from 117,000 t-$CO_2$ to 154,000 t-$CO_2$.

*2 The emission factor for FY2030 is 0.25 kg-$CO_2$/kWh, which is the average of all power sources calculated from the energy mix shown in the Energy Demand Outlook for FY2030.

### Individual $CO_2$ reduction measures and numerical targets for FY2030

| Installation of solar power generation | Electric vehicle ratio | LED lighting Installation | Percentage of renewable energy usage |
|---|---|---|---|
| More than 50%*3 | 100% | 100%*4 | 100%*4 |

*3 Buildings that meet the following conditions shall be considered for installation.
- Installing photovoltaic power generation equipment shall not impair the building's original function and intended use or affect the surrounding environment, such as reflected light.
- There must be no obstacles to installation in terms of area, solar radiation conditions, coordination with other uses, maintenance space for equipment, future life of the building, seismic performance of the structure, loading conditions, installation efficiency, use of electricity generated, etc.

*4 For offices solely owned by UR and expected to remain in place.



Visualization of the approach to spatial development

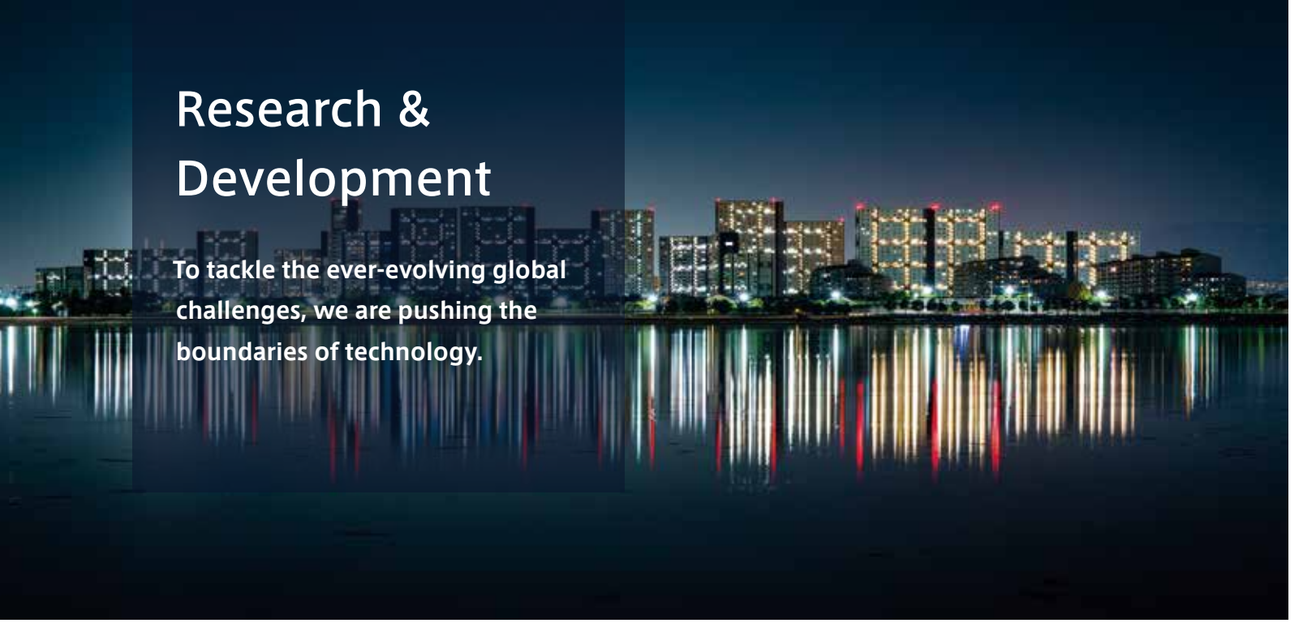
## Atago District Minato-ku, Tokyo **Preservation of Urban Green Space**

In the Atago district, we are consolidating underutilized and deteriorating building sites to create a mixed-use urban area that integrates with the natural environment of the adjacent Atago Mountain. To create an urban space rich in greenery, a plaza seamlessly extending from the greenery of Mt. Atago is planned along with the redevelopment of the approach space to Atago Shrine. The project aims to expand the remaining natural environment of Mt. Atago through a planting plan that considers the biodiversity of trees such as Japanese maples, birds, butterflies, and other wild life, as well as to develop approximately 1,200m2 of green space in the Atago area.

"Tamadaira no Mori" is certified as a site for symbiosis with nature

## Tamadaira no Mori Hino City, Tokyo **Verdant Living Environment**

In February 2024, the Ministry of the Environment certified Tamadaira Forest as a "Nationally Certified Nature Symbiosis Site," the first UR project to be certified. Established in 1997, the reconstruction project holds fundamental policies: the preservation and use of existing trees, the creation of a green corridor linking surrounding greenery with the complex, and the preservation and use of woodlands where trees from the Imperial Forest of Imperial Household Agency remain. Monitoring surveys have been conducted every five years since its reconstruction, confirming the present species such as the Japanese serpent snake and the Azure-winged Magpie, both categorized as species at risk of extinction in Tokyo.



# Research & Development

**To tackle the ever-evolving global challenges, we are pushing the boundaries of technology.**

Ashiyahama Danchi built in the 1970s using industrialized construction methods (UR Urban Renaissance Agency Photo Contest 2022)

### UR's Reseach and Development Commitment Supporting Approximately 700,000 Rental Housing Units and More

UR has a proven track record of constructing approximately 1.5 million housing units while maintaining, managing, and preserving approximately 700,000 rental housing units. The technological development, that supports this achievements, have been carried out in various areas since the establishment of the predecessor, Japan Housing Corporation, and has been passed down continuously. Unlike the academic research aimed at theoretical exploration, the purpose of technological development at that time was the persistent connection to business. Therefore, our principle is to address the business problems that arise, find solutions, and reflect back into our practice. The results of these efforts have gradually spread to UR's projects and the construction of private housing complexes, contributing to the development and quality of housing in Japan and playing a leading role in solving social issues such as the aging population and environmental problems.

### Responding to Technological Innovation and Social Shift with Flexibility

As the world is accelerating to achieve the SDG 17 and a decarbonized society by 2030, Japan faces the dual challenge: adaption to rapid technological development and response to labor shortages due to a declining population. Amid rapid shifts and diverse issues in society, construction technology has reached a significant turning point with the technological innovation. UR flexibly addresses to such situations, including Artificial Intelligence (AI), Internet of Things (IoT), and the subsequent social shifts. Through collaborative research with national research institutions, academics, and private companies, we are actively promoting the research and development of technologies, as well as the collaboration for social implementation in cooperation with other related parties. They are intended to contribute various technology developments, including cost reduction, smoother merchantability, enhanced productivity, and increased safety and efficiency in constructions.


Demonstrating the experiment of aerial delivery robot (Nijigaoka)

### Contributing the Achievements Accumulated in UR's Field to Society at Large

UR is conducting technological development in a wide range of areas in its business fields, including maintenance, renewal, and rehabilitation of housing complex stock, disaster response, local revitalization and community development, decarbonization efforts, environmental sustainability, and the adoption of cutting-edge technologies. These initiatives align with government policies, promote sustainable business development, and pave the way for new services. Through these efforts, we aim to realize UR's mission of "We create beautiful, safe, and comfortable cities where people can shine." In addition, to give back and contribute our accumulated achievements to society, we share our information through presentations at academic conferences and cooperation in training programs for local governments and private sector business operators' forums.



## BIM

The first BIM design guidelines and BIM data for multi-family housing applications were released in fiscal 2023 to promote Digital Transformation(DX) in housing production and management. The guidelines and BIM data are intended to facilitate the use of BIM by both clients and designers. They are expected to improve the efficiency of design work, facilitate communication, and ensure the consistency of drawings. The guideline-compliant BIM data was initially released in the Autodesk Revit version, and the Vectorworks version was released in fiscal 2024 to promote the use of BIM to a wide range of designers in the industry.

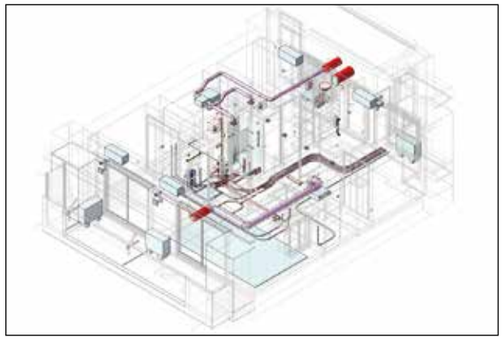


Image of BIM use in multi-unit housing design

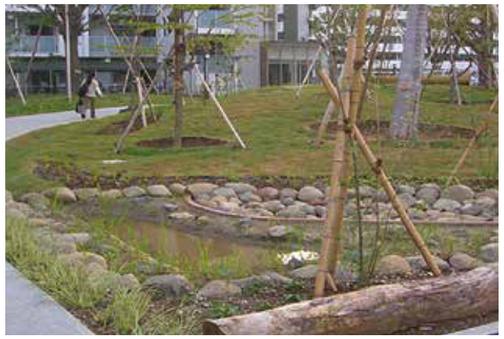
## Commissioning

The basic policy on improving building energy efficiency stipulates that a person who intends to construct a building shall endeavor to implement performance verification (commissioning) as necessary so that the performance of building equipment, etc., can be accurately demonstrated. With the growing demand for ZEB to achieve a decarbonized society, the role of commissioning building facilities to monitor energy use at the operational stage and to realize such improvements is significant. We are currently exploring the possibility of implementing such a system in redevelopment projects.


Commissioning workflow and energy usage status

## Rain Garden

At UR, we have introduced a facility known as the "rain garden." It integrates underground rainwater storage and infiltration facilities with landscaping facilities such as plantings to derive beneficial functions from nature. Rain gardens (essentially green infrastructure) will contribute to disaster prevention during heavy rainfall due to recent climate change and improve the thermal environment and landscaping, making it a place for people to relax and enjoy. UR is continuously verifying the effectiveness of the rain gardens that have been installed in advance and is considering ways to introduce them to UR rental housing.



Rain garden developed at Toyoshikidai Danchi (Confort Kashiwa)

## Use of AI

UR plans and hosts various events within its housing complexes to enhance their value and revitalize the local community. To efficiently obtain quantitative data on the events' effectiveness using AI technology, we conducted a demonstration experiment in 2023 and 2024 at Sakonyama Danchi with the cooperation of its neighborhood and local market associations. Specifically, AI cameras were installed to capture and analyze measured data on visitor attributes, foot traffic, and others. In the future, we will continue to demonstrate and iterate the use of AI technology for further assessment and development of the built environments.

Image of AI camera to measure the effectiveness of an event

# Promotion of Digital Transformation

**Aspire to solve social issues by transforming work and organizations through Digitalization.**

3D city model of the Umekita Phase 2 area

# DE&I Initiatives

**By empowering diverse talent, we can effectively respond to the evolving needs of society.**

A round-table discussion with members of the Diversity Promotion Working Group

### Driving Innovations and New Services Through DX

UR is promoting the digital transformation (DX) based on the DX Promotion Policy and the DX Action Plan. The policy outlines its fundamental approach and the plan serves as its implementation roadmap. Based on these strategies, UR pursues to improve the digital proficiency of its staff, develop human resources who can innovate its operations and organizations, and utilize the digital transformation as a pivotal role to create new services that will enhance each customer's satisfaction with their urban activities and living environment.

### Implementation of Sophisticated and Efficient Urban Development Process: Landscape Simulations with 3D City Models, VR Experiences, and More

We have developed a 3D city model that allows people to understand the structure and functions of the "Umekita Phase 2" area visually and intuitively, and we are implementing a wide range of initiatives, including workshops for children and VR experiences. In the future, we will continue to work on the advancement and efficiency of urban development through the visualization of urban development data, including 3D city models, to achieve smooth decision making among stakeholders and improve the productivity of design and construction work.

VR experience using 3D city models

### Open Smart UR Enabling Integration with a Variety of Services

In modern society, with the rapid advancement of IoT and AI and ongoing work-style reforms, lifestyles are undergoing significant changes. In January 2018, UR began joint research with the Faculty of Information and Network Studies (INIAD) at Toyo University to consider the vision of future housing. Based on the new concept of "HaaS (Housing as a Service)," we are building an "Open Smart Housing Platform" for housing and urban development. We are conducting pilot projects to enhance the quality of life in residential complexes for the future, intending to create an attractive and secure lifestyle called "Open Smart UR" that utilizes information technology such as IoT and AI.

Life-tracking Residence photo by INIAD

### Life-tracking Residence

We set up a "life-tracking residence" within a preserved residential building registered as a tangible cultural property at the UR Museum of Urban and Lifestyle Design (Akabanedai, Kita City, Tokyo). In the life monitoring residence, you can operate the IoT devices installed in the apartment in conjunction with each other, and it is also fitted with various sensors that collect temperature, humidity, air pressure, and $CO_2$ data. Real life simulations are conducted in this residence, where big data collected from various sensors is analyzed using AI to explore future possibilities for attractive and safe living.

### Promoting Diverse Workstyle for Sustainable Growth and Increased Corporate Value

As society and customer needs become more diverse and the need to provide attractive products and services in community and housing development continues, it is essential that each employee acknowledges diverse ways of thinking and creates new values. UR is working to deepen employees' understanding of DE&I while promoting the creation of a workplace environment that facilitates diverse and flexible ways of working and contributes to improving employee productivity and creativity, such as active recruitment and promotion of women , as well as support for the continued employment of diverse human resources, including people with disabilities. To achieve this, we are working on (1) raising awareness, (2) empowering diverse talent, and (3) promoting efficient ways of working. We also encourage each staff member to be aware of unconscious bias and promote the "diverse talents" of "diverse human resources" with different genders, ages, lifestyles, values, etc., to "demonstrate diverse abilities."

### Various Initiatives: Work from Home, Reduced Working Hours, and Support for Work-Life Balance

With the pursuit to create a working environment where all employees can achieve a reasonable work-life balance, we have established various measures and systems, including "remote work," "change of start time of the workday," and "hourly paid leave," improved use of satellite offices, and education program to support employees in balancing work with personal responsibilities, such as childcare, nursing care, and medical treatment. In particular, regarding support for well-balanced work and childcare, we have developed various measures to enable employment longevity through a short work-hour system, child-rearing leave, and child-care leave. We are striving to create a working environment where all the staff can maintain a good balance between work and childcare. Such workplace is implemented by providing support regardless of gender or position, coaching employees who are considering to have a childcare leave, educating those who are returning from childcare leave, and supporting managers with training programs. As a result of the various measures, the childcare leave acquisition rate for fiscal 2023 was 100% for women and 58% for men.

Family Day is held for deep mutual understanding between staff and their families

### Kurumin Certification" and "Eruboshi Certification" from the Minister of Health, Labor,and Welfare.

To foster an inclusive workplace where diverse talents can thrive, we have developed the "Action plan for balancing childcare, nursing care, and work and promoting the active participation of women" to address key challenges from April 2024 to March 2029. It is based on the Act on the Promotion of Women's Participation and Advancement in the Workplace and the Act on Advancement of Measures to Support Raising Next-Generation Children. As a result of these efforts, in 2015, we were recognized for our initiatives as a company that supports child-rearing, and we received the Kurumin Certification from the Minister of Health, Labor, and Welfare. In 2024, we received the second-level Eruboshi certification from the same minister as a company actively working to promote the advancement of women. We will continue encouraging DE&I to create an organization where diverse human resources can maximize their abilities.

# Corporate Information

## History

1960 1970 1980 1990 2000 2010 2020

**1955** Japan Housing Corporation

**1975** Land Development Corporation

**1974** Japan Regional Development Corporation

**1981** Housing and Urban Development Corporation

**1999** Urban Development Corporation

**2004** Urban Renaissance Agency (Independent Administrative Agency)

Rapid Economic Growth
**Mass supply of Houses and Residential Land**

Steady Economic Growth
**Improvement of Living Environment and Urban Functions**

Maturation Period
**Urban Revitalization and Disaster Response**

1956 Kanaoka Danchi

1984
Chiba New Town

2001 Harumi Island Triton Square

2018
Otemachi area

1971 Tama New Town

1998 HAT Kobe

2014 Onagawa Town, Miyagi Prefecture photo: syasinkikaku

2023 UR Museum of Urban and Lifestyle Design

## Corporate Philosophy

UR Fundamental Mission:

**We create beautiful, safe, and comfortable cities where people can shine.**

UR Spirit:

- We prioritize customer satisfaction and create new value.
- We embrace creativity and boldly take on challenges.
- We work together, and we are speedy.

## Corporate Data

| | |
|---|---|
| Company Name: | Urban Renaissance Agency (Independent Administrative Agency) |
| Establishment: | July 25, 1955 as Japan Housing Corporation From July 1, 2004 as Urban Renaissance Agency |
| Head office: | 6-50-1 Yokohama i-land Tower, Honcho, Naka-ku, Yokohama-city Kanagawa 231-8315, Japan |
| Representative: | Masaru Ishida, President |
| Capital: | US$7.105 billion (breakdown: government–US$7.092 billion [approx. 99.8%]/ local public bodies–US$0.013 billion [approx. 0.2%]) (as of March 31, 2024) |
| Staff: | 3,210 (as of April 1, 2024) |