

# 01

## Otemachi-Marunouchi-Yurakucho Area Management

Chiyoda City, Tokyo, Japan  
2000-

Sustainable development of the international city Tokyo

### Key Issue

Located between Tokyo Station and the Imperial Palace, this district is Japan's leading business center. During the period of postwar rapid economic growth, a large number of office buildings were constructed and only a few passersby would be seen in the area in the evenings and on weekends. Thus the district faced a challenge of attracting visitors other than those working within the district. Meanwhile, in accordance with the integrated urban redevelopment of the area, lower-levels of buildings were transformed into commercial and cultural uses and pedestrian spaces were created to generate liveliness. Apart from these tangible developments, intangible urban developments that create new values, such as improvements in exchange functions and promotion of urban tourism were required for the sustainable development of the district. Moreover, as a city located adjacent to Tokyo Station which welcome many workers and visitors, the need for disaster-resilient development was stronger than ever before.

### Project Approach

#### Comprehensive city planning based on consensus building between the public and private sectors

The local government and landowners conducted discussions to review the future vision of the overall district, methods of directing development through public-private partnership (PPP), development of design rules and implementation strategies, and established guidelines. Based on the guidelines, area management is positively carried out by the landowners and business operators wishing to increase vitality and liveliness of the district. It is the most advanced area management system in Japan, under which a broad array of initiatives are underway, including improvement of pedestrian-friendly environment, maintenance and management of public spaces, development of local rules stipulating the provision of parking spaces, the creation of communities comprising businesses and workers in the district, business creation in the district and the use of public spaces for events.

#### Tangible and intangible enhancements for disaster resilient development

The whole district is undertaking a number of efforts to build up its disaster control capabilities. Several buildings are equipped with self-sufficient power and water systems, which may serve as temporary shelters in the event of disaster. A business continuity plan for the district has also been prepared. Stakeholders are working together to make the district a safe and secure place. In recent years, an information platform has been operating for sharing information needed by business operators at the time of disaster, such as status of congestion of stranded victims and actions being taken for the injured.

The area development guidelines lead to uniformity in building skyline, and the creation of continuous streetscapes with human scale along low parts of the buildings. The district was thus given a refined, beautiful look.  
Source: JJJI



On the main street of the district, the public and private sectors worked together in integrated development that softens the boundaries between public or private lands. This helped to create comfortable interactive spaces for relaxation and venues for different events.

#### Data

Area: District area: 120 ha, Buildings' total floor area: 810 ha, Number of buildings: 101 (including those to be constructed)  
Project implementing bodies: The Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho (OMY Council), Chiyoda City Government, Tokyo Metropolitan Government and others  
Working population: 280,000 (working at nearly 4,300 offices)  
Main facilities built: Six museums and theaters, 13 hotels and other accommodation facilities with 2,141 guest rooms, and 31 halls and conference facilities  
(as of January 2017)



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