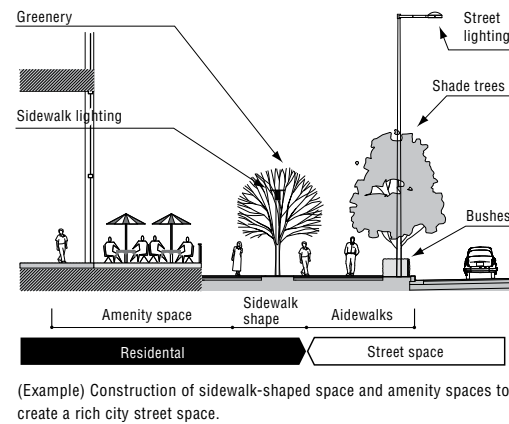


The Purposes, the Role, and the Organization of the Toyosu 2/3 Chome Area Town Building Conference

Toyosu 2/3 Chome Area Town Building Conference was established for the purpose of executing the development project that is to be carried out in that area, and, in this capacity, to respond speedily to any problems arising in the entire Toyosu area and to thus formulate a unified townscape. Up to the present, it has carried out discussions, adjustments in all matters related to urban planning, including area plans, and made decisions on town building guidelines, effecting the formulation of harmonious high quality urban spaces throughout the entire area. In the future, it will deepen its links with the area community, acting in accordance with local residents, tenants taking up residence, and local enterprises, aiming toward further enhancement of the attractiveness of the townscape.

Toyosu 2/3 Chome Area Town Building Guidelines

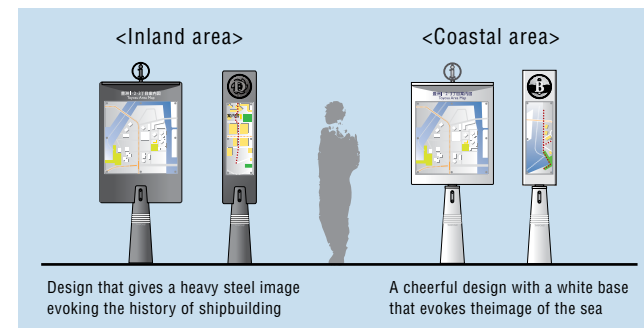
In order to aim toward formulation of harmonious and high quality urban spaces throughout the entire area, the "Toyosu 2/3 Chome Area Town Building Guidelines" were drawn up and decided upon. Also, specialist conferences on urban planning, lighting planning, and landscape design were held for the cross-referencing of opinions with the aim toward creating high quality spaces.



Formulation of a pleasant pedestrian space

Contributions are being made for formulating a desirable townscape through preparation of designs that unify such public spaces as area trunk roads and traffic plazas with the sidewalk-shaped spaces (public empty land, etc.) that the entrepreneurs of neighboring areas have prepared. Also, in the pedestrian spaces, signs have been installed for area guidance that are unified in design with both the government and private sectors.

Area guide signs



Town Management

In order to maintain the attractiveness of Toyosu town, from now on, in addition to the development of hardware, management has also become necessary for maintaining and enhancing the value of the area as a town. The Town Building Conference is carrying out exchange of opinions between entrepreneurs, newly-entering enterprises, and area residents, while examining the methods for promoting future activities aimed toward smooth promotion of town building and town vivification.

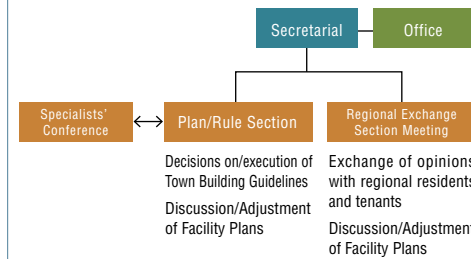
The Toyosu Watercolor Festival 2011

On August 6, 2011, an executive committee was organized with the people of the area and the "Toyosu Watercolor Festival 2011" was held. The Town Building Conference has been holding such summer events since 2008. On the day of the festival, such activities as a water-gun classroom and a disaster prevention event that were participated in by children and their parents, a ship café that utilized the dock, and a canal cruise. On into the future, it will continue to hold events for deepening of communication between parents and children and among the people of the area and for promoting the town building of the hometown of Toyosu.



Joint cleaning in conjunction with KidZania Tokyo

In collaboration with the children's congress KidZania Tokyo, joint cleaning was carried out on March 27, 2009. This collaboration with the KidZania Tokyo children's congress conveyed the importance of cleaning activities to the children who participated in the cleaning, and at the same time served as PR for the cleaning activities that are a reinstated part of the activities of the conference. In the future, this town building conference will obtain the cooperation of various groups to continue its cleaning activities.



Members

Total of 12 companies as of April 2011

IHI Corporation
Anniversaire, Inc.
Shibaura Institute of Technology
The Dai-ichi Life Insurance Co., LTD.
Daiwa House Industry Co., Ltd.
Urban Renaissance Agency
TOMOE CORPORATION
HASEKO Corporation
BUDDY Planning and Research Center, Inc.
Mitsui Fudosan Co.,Ltd.
Mitsubishi Estate Co.,LTD.
LIXIL VIVA CORPORATION

In Japanese 50 sound alphabet order

Guide to the Toyosu 2/3 Chome Area Project

The Toyosu 2/3 Chome Area Town Building Conference
<http://www.toyosu.org/>



In Toyosu that supported the "creation of things," including shipbuilding, during the 20th century, through re-conversion of the large-scale land use of sites of factories upon the occasion of the development concept of the Rinkai (coastline) sub-city center, redevelopment in the form of preparation of the foundation, installation of parks, etc., preparation of the sea protection embankment, and preparation of residential and business areas, redevelopment has been promoted.



Town Building Policy

In October 2011, the city of Tokyo decided on the "Toyosu 2/3 Chome Area Town Building Policies" that will serve as the guidelines for promotion of attractive town building in the Toyosu 2/3 Chome Area for which great expectations are held as a large-scale land-use conversion area. The project takes the large-scale ship-building factory ruins in the Toyosu area that consists of about 60ha as the site for the project, utilizing to the full its nearness to the coast and the center of the city, and the "policies" indicate the directionality for determining what sort of attractive town can be created there. Based upon these policies set up by the city of Tokyo for urban restoration, the Conference solicits town building by enterprises, and, under its guidelines, it promotes the various procedures for harbor plan alterations and urban planning decisions, linking toward settling on a concrete urban planning proposal.

Development Framework

(from the Toyosu 2/3 Chome Area Town Building Policies)

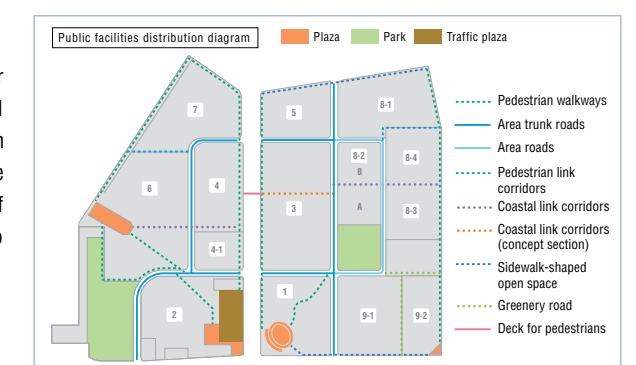
Size of area	Approx. 60ha
Number of residents	Up to approx 22,000 people
Number of employees	Up to approx 33,000 people

Urban Plan

(Area Plan for determining the areas of progress in redevelopment)

This is an area plan that was decided upon as an urban plan on June 28, 2012 for the purposes of preparing and maintaining such functions as the work and commercial functions for strengthening of the traffic node function and vivification of the existing industrial function, the communication functions that vivify the coastline and the dock remains, and the housing function, through vivification of the environment and view of the land facing on the coast, and by this means, to aim toward formulation of a highly functional base complex townscape.

Area plan for the Toyosu 2/3 Chome Area



2 Chome base preparation method and development situation

In accordance with a land area adjustment project, re-preparation of land, preparation of public facilities and seawalls was carried out.

Area Summary

Names of Enterprises	Toyosu 2 Chome Land Plan Adjustment Project			
Enforcer	Urban Revivification Organization (Individual Execution Agreement Execution)			
Area Land Size	23.6ha			
Enterprise Period	November 2013 to September 2017			
Population Plan	Approx. 4000 people			
Average Land Reduction Ratio	Approx. 22.7%			
Land Owner	IHI: Site of Remains of Shipbuilding Factory City of Tokyo: Fire Station, Remains of Harbor Side Line, Harbor and Bay Laborers' Dormitory Koto Ward: Toyosu Park, Toyosu Culture Center			

Contents of Enterprise Plan

By Type	Before execution	After execution
Public Land	Streets and Roads 2.4 (ha) 10.4%	Streets and Roads 4.3 (ha) 18.4%
	Parks 2.4 (ha) 10.0%	Parks 2.6 (ha) 10.8%
Residential Land	18.8 (ha) 79.6%	16.7 (ha) 70.8%
Total	23.6 (ha) 100.0%	23.6 (ha) 100.0%

Urban Dock Park City Toyosu **BLOCK 7**

Initiation of Construction in March 2008
Owner/Developer: IHI/Mitsui Fudosan Residential
52F-32F-7F
1,481 housing units/height 180m (Wing A)

Urban Lala-Port Toyosu Urban Lala-Port Toyosu town Annex **BLOCK 6** **BLOCK 4-1**

Opened in October 2006
Owner/Developer: Mitsui Fudosan Land Owner: IHI
Amalgamate floor space 62,000m², 190 shops/height 35m

Toyosu Cubic Garden **BLOCK 3-3**

Initiation of construction January 2011
Owner/Developer: The Dai-ichi Life Insurance
14F/Amalgamate floor space 98,900m²
Height 75m

Photos: Nozomu Shimao (SS Tokyo)

Toyosu Front **BLOCK 3-1**

Initiated construction in August 2010
Owner/Developer: IHI / Mitsubishi Estate (SPC)
15F/Amalgamate floor space 106,860.72m²
Height 75m

Toyosu IHI Building **BLOCK 5**

Initiation of Construction in February 2006
Owner/Developer: IHI (SPC)
(IHI Main Offices)
25F/ Amalgamate floor space 97,739m², height 125m

Shibaura Industrial University Toyosu Campus **BLOCK 8-1**

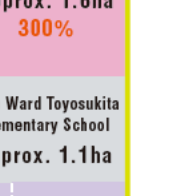
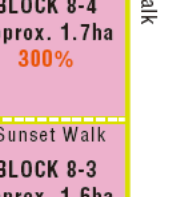
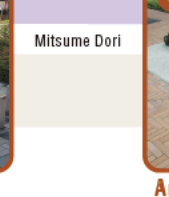
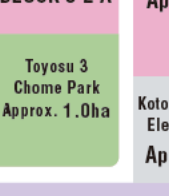
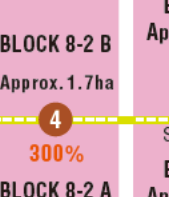
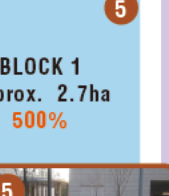
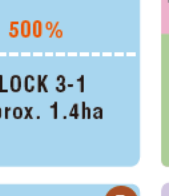
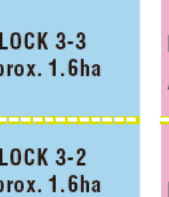
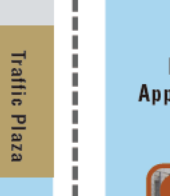
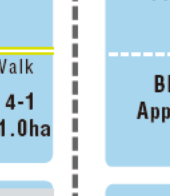
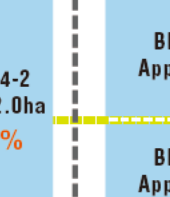
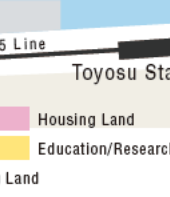
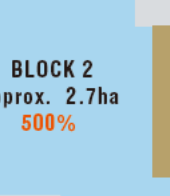
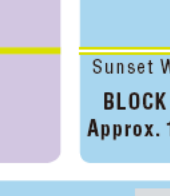
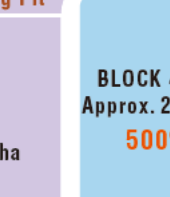
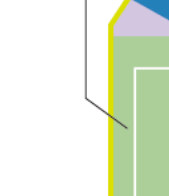
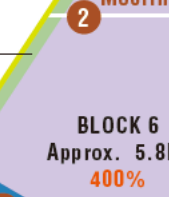
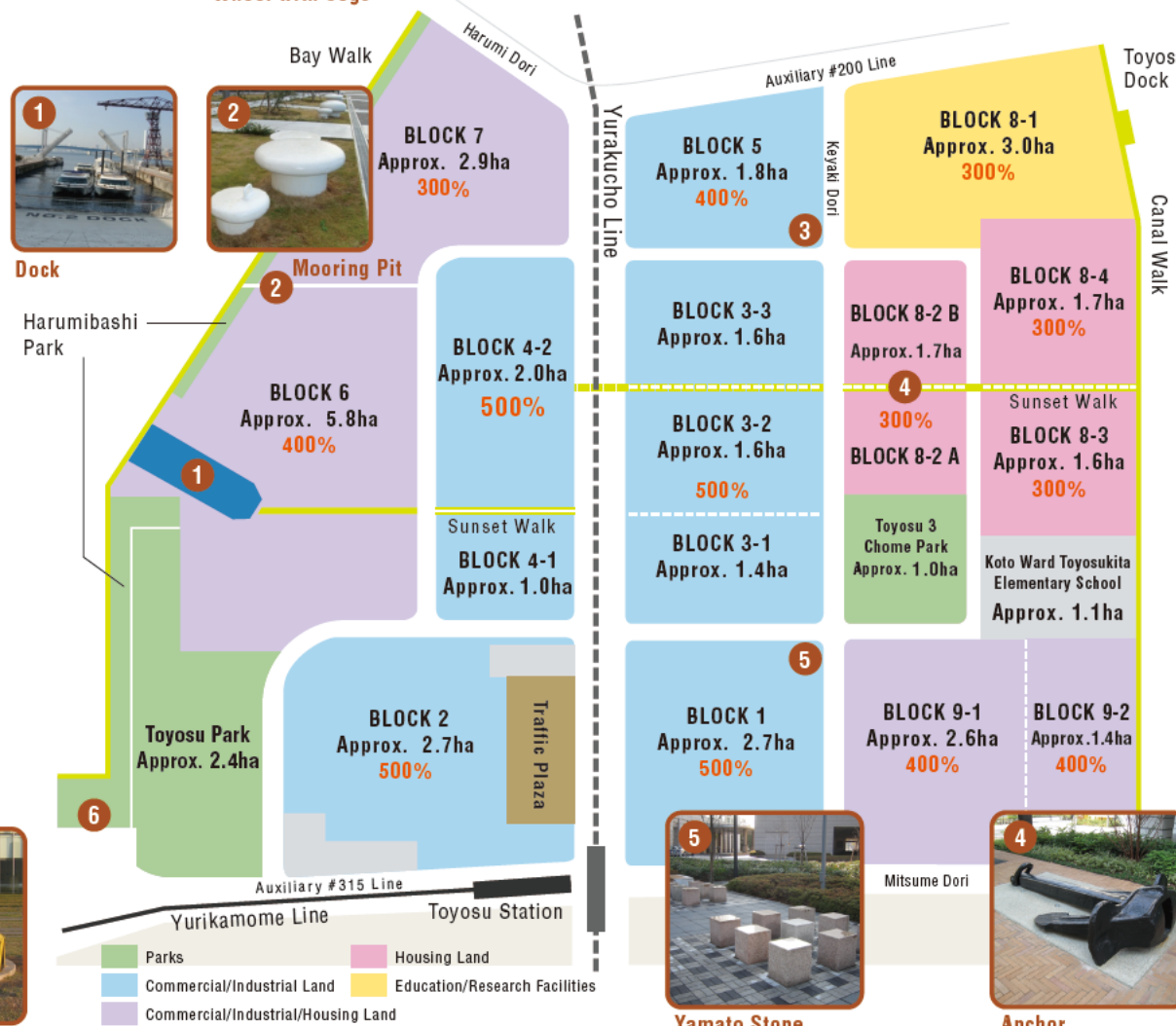
Opened in April 2006
Owner/Developer: Shibaura Institute of Technology
14F
Height 68m

3 Chome base preparation method and development situation

In 3 Chome, a part of the land was obtained in advance for urban reorganization, and under a direct execution system for such related public facilities as trunk roads in the area, urban reorganization was carried out without the help of public groups. In addition, in order to aim toward provision of high quality housing, a housing urban overall preparation project (abbreviated to Jushiso), and speedy preparation of public facilities and housing areas was carried out.

Industrial Remains

Within such open spaces as Toyosu Park and the traffic plaza, monuments are being installed to evoke the atmosphere of the historical land of Toyosu and thus contribute to the formulation of an individualistic townscape.



Toyosu Center Building **BLOCK 1**

Initiation of Construction in October 1992
Owner/Developer: IHI (NTT Data Main Offices, etc.) 37F
Amalgamate floor space 99,600m², height 165m

Toyosu Center Building Annex

Initiation of Construction in August 2006
Owner/Developer: IHI (NTT Data, etc.) 33F
Amalgamate floor space 105,300m², height 147m

Super Viva Home Toyosu **BLOCK 9-1**

Opened in June 2005
Owner/Developer: LIXIL VIVA CORPORATION
Land Owner: TOMOE CORPORATION
Sales facility floor space 22,840m²/height 20m

City Towers Toyosu The Symbol **BLOCK 8-4**

Initiated construction in March 2010
Owner/Developer: Sumitomo Realty & Development
44F/850 units Height 155m

Toyosu Residence **BLOCK 8-2B**

Initiated construction in February 2008
Owner/Developer: HASEKO Corporation
Land Owner: Urban Renaissance Agency
14F/384 units/height 42m

Royal Parks Toyosu **BLOCK 8-2A**

Initiated construction in February 2007
Owner/Developer: Daiwa House Industry
Land Owner: Urban Renaissance Agency
14F/267 units/height 42m

The Toyosu Tower **BLOCK 8-3**

Initiated construction in March 2009
Owner/Developer: Mitsui Fudosan Residential
Nomura Real Estate Development, Mitsubishi Estate, and Tokyo Tatemono 43F/825 units/height 155m

Koto Ward Toyosu Kita Elementary School

A building will be extended.

City Towers Toyosu The Twin **BLOCK 9-2**

Initiated construction in March 2009
Owner/Developer: Sumitomo Realty & Development /Mankyu Realty
48F X 2 wings/1,063 units Height 171m

BUDDY Sports Kindergarten Koto Toyosu Garden (kindergarten) **BLOCK 4-2**

Initiated construction in March 2010
Owner/Developer: BUDDY Planning and Research Center
Land Owner: IHI

CAFE;HAUS (cafe) **BLOCK 4-2**

Initiated construction in April 2010
Owner/Developer: RAFLink/W's Company
Land Owner: IHI

Symphonia Kindergarten Branch Garden (kindergarten) **BLOCK 4-2**

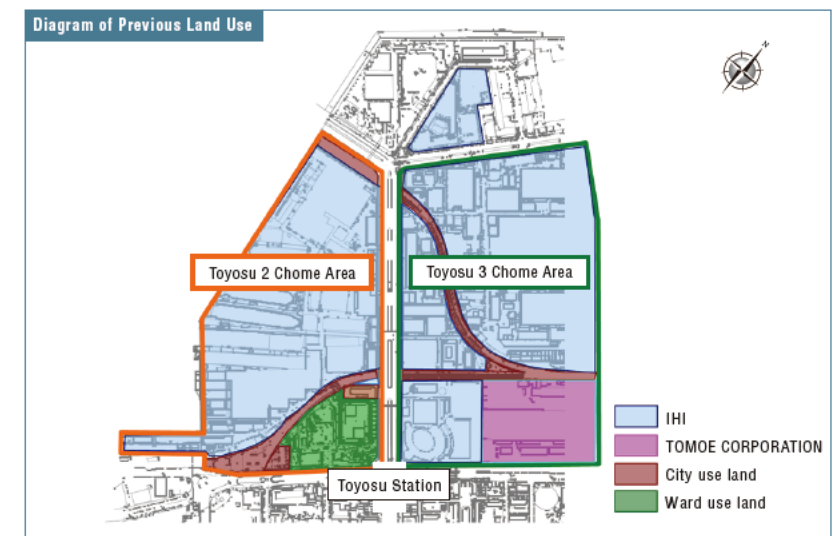
Initiated construction in April 2010
Owner/Developer: : Miwa-no-Kai
Land Owner: IHI

Anniversaire Toyosu (Wedding Ceremony Hall) **BLOCK 4-2**

Initiated construction in February 2011
Owner/Developer: Anniversaire
Land Owner: IHI

History of the Toyosu Area

2001	Last launching-style IHI Tokyo 1st Factory
2002	Shibaura Industrial University Toyosu entry decision
	Closing of IHI Ship Building Factory
	Closing of Tomoe Corporation Toyosu Factory
Jun.	Establishment of Toyosu 2/3 Chome Area Development Conference (at present called the Town Building Conference)
Jun.	Decision on planning and adjustment policies for the Toyosu 2/3 Chome Redevelopment Area
2005 Apr.	Opening of Toyosu 3 Chome Park
Jul.	Opening of mutual use of Harumi Grand Bridge
2006 Mar.	Opening of the Town
	Opening of the Yurikamome Toyosu Station
Apr.	Opening of Toyosu IHI Building
	Opening of Shibaura Industrial University Toyosu Campus
	Opening of Toyosu Park
Oct.	Completion of foundation preparation construction (streets, parks, etc.)
2007 Apr.	Opening of Toyosu Kita Elementary School



* The land use ratios printed in the diagram are those that correspond to the reconsidered land use ratios.