

Special  
Topic 4

## Station Renaissance: Present and Future

**Station Renaissance: History and Development**

"New Frontier 21", formulated in November 2000 as JR East Group's medium-term management plan, defined "thorough customer orientation" as an important objective. "Station Renaissance", one of its strategies, is a program which regards the stations used by around 16 million customers per day as important management assets, and conducts zero-based reviews and reallocation in a thoroughly customer-oriented manner.

The refurbishment of Ueno Station in 2002 was the first project in the "Station Renaissance" program, and began with the improvement of the station's exteriors and restrooms, followed by the renovation of its Grand Concourse and commercial facilities (atré Ueno). This has completely transformed the previously gloomy image of the station. Improved facilities using IT technology such as Suica, the development of station buildings such as "atré" and "ecute" and the evolution of Ekinaka business have completely transformed stations from places that people visited solely to take or change trains to one where they can meet, enjoy shopping or do many other things.



Omiya Station (ecute Omiya)

Ueno Station  
(atré Ueno & Grand Concourse)**From Station Renaissance to Machi-Zukuri (City Planning)**

Since 2000, Station Renaissance has focused for about a decade upon maximizing the value of its stations by implementing zero-based reviews of the layout of their existing facilities while in the process of transforming them into barrier-free and earthquake-proof station buildings. Following the completion of this task, and in view of changes in social environment (such as a decreasing, ageing population and falling birth rate), accompanied by the increasingly high standards expected of railway networks and stations by local communities, it is important for us to concentrate our attention upon "Machi-Zukuri"-City Planning-cooperating with local communities and utilizing our joint resources.

At Tokyo Station, currently under development into a complete city, the Yaesu side is now under redevelopment, following the completion of the Marunouchi station building preservation and restoration work in October of last year. Combined with Ekinaka business, hotels, offices, commercial facilities and educational/research functions, all of which have long tradition and innovativeness, Tokyo Station will play a prime role as a core facility in the city plan. At Manseibashi, between Kanda and Ochanomizu stations on the Chuo Line, an environmentally-friendly office building was constructed on the site of the old Transport Museum, and a new walking route was constructed by building a river-front deck, while the remains of the Manseibashi Station building and the red-brick viaduct have been conserved. Using valuable community resources, this project was designed to revitalize communities by providing a place where people from the Akihabara, Kanda Sudacho and Awajicho areas can meet, and by reminding them of the old Manseibashi Station. In close cooperation with local communities, other development projects using local resources are also under way, such as the conversion of a lightly-used station building into a hotel. Hotel R-Mets Utsunomiya guides customers to surrounding tourist spots by utilizing local resources, such as interior décor using local Oya stone and displays of prefectural traditional handicrafts.

City Planning around a station, including the construction of station forecourt and service

roads, requires co-operation with local governments and communities. In view of the increasing needs of families with small children and of elderly people using the station, such as the needs for conveniently close medical, nursery, sports and community facilities, we shall continue to upgrade the value of lineside areas by cooperating with local communities and by using local resources.



GranRoof at Tokyo Station  
(Creating a space under this dynamic membrane roof)



Hotel R-Mets Utsunomiya  
(Guest room corridor with an image of the underground Oya Stone Quarry)



Kanda Manseibashi Building  
Exterior using red-brick arches of World Heritage



mAAch ecute Kanda Manseibashi  
(River-front deck using old Manseibashi Bridge)