



What is a pleasant, user-friendly station?

Our ongoing *Station Renaissance* program

JR East is dynamically creating 21st Century-style stations through our *Station Renaissance* program. First we closely examine the layout of existing stations, and then redevelop facilities to be cleaner, more convenient and more comfortable. Rather than merely serving as railway transit points for passengers, we want stations to meet diversified customer lifestyles and needs.

One successful example is Ueno Station, which was recreated through our effort to understand and cooperate with the local community and promote the concepts of "harmony between towns and stations," "stations with cultural flavor" and "coexistence with the local communities."

In the year since the renewal of Ueno Station was completed, we have received many favorable comments from customers, especially noting that the station is "brighter" and "more convenient." The station is also more closely in sync with the local community as we now provide local information. We have also widened station entrance/exits and expanded signage in the station vicinity. One positive result is that more young women now visit the Ueno area.

JR East plans to proactively redesign and improve other stations to maximize their potential as well.



New information center

This center provides information not only on station facilities, but also on the surrounding area. Information is also available for foreign tourists who are not familiar with Japanese.



New baby-care room

An integrated nursing room providing baby beds and other amenities for mothers is first installed.



"Break," information dispatch space

We present tourist information on large screens, and also provide high-speed Internet connectivity. Concierges are available to direct passengers to facilities within the station and surrounding area.

Elevators and escalators

We offer nine barrier-free elevators and 24 escalators. Passengers who have difficulty to use the stairs can now easily get to the platforms.



Multi-function lavatory facilities

We have upgraded existing lavatories and installed multi-function restrooms for the physically handicapped. The new ladies powder rooms are especially popular.



Challenges for new stations

At Ueno station, approximately 350,000 passengers getting on and off every day, and another 500,000 change trains. Our key point for improvement was to encourage these transit passengers to leave the station and visit the surrounding area. We needed to make it easier and more convenient to get out of the station. In order to revitalize stations we must not only offer new amenities inside the facility, but also expand the interface between the station and the local community. Specifically, we increased the size of the entrance/exits by 50% and added two additional exits. Since vendors in the nearby *Ameyoko* shopping area report increased sales, our efforts may contribute to the district's prosperity.

Ueno is also known as an area of art and culture. We

have installed a number of works of art in the station, including Ikuo Hirayama's stained glass, which provide a popular Ueno-style attraction.

Ueno Station is now completely barrier-free. The station used to be considered dark and inconvenient but is now much more customer friendly, with new information boards and other added improvements. Escalators and elevators now connect all ticket wickets and train platforms.

The community also hoped to encourage more women to visit, so we have added station amenities including ladies' powder rooms and baby care rooms. New shops featuring products for women are now open inside the station. They carry products with totally different characteristics from shops outside the station, thus enable us to coexist with the neighborhood for mutual gain.



Yuki Maruyama,
Ueno Station Master

"During the postwar period Ueno Station was known as the "station of hearts". Both local residents and employees of JR East have a longstanding fondness for Ueno Station. Such sentiment might be the major driving force for the successful station upgrade."