

# Pursuing Town Development Focused on Stations



Image of completed Bandai Plaza (Niigata Station)

\*Subject to change due to future consideration and discussion

PLAYatré TSUCHIURA Main entrance



## Objectives

With the goal of making regional areas more affluent, the JR East Group aims to provide services that will enrich the lifestyles of local residents by enabling more active exchange based on sustainable social infrastructure. To address social issues faced by regional communities, such as population decline and economic stagnation, we are promoting regional revitalization by leveraging the unique capabilities of the JR East Group.

### Aiming to Develop Appealing Communities: Niigata Station Continuous Grade-Separated Crossing Project and Development of Areas under Elevated Tracks

In the area around Niigata Station, land is not being used optimally due to traffic congestion caused by level crossings, north/south division of the area by the railroad tracks, and other factors. To address these problems, we are working with Niigata City on a continuous grade-separated crossing project that will elevate the tracks around Niigata Station, thereby contributing to urban and regional development.

On April 15, 2018, with the launch of Phase 1 of the project, we decommissioned two level crossings thanks to partial elevation of tracks at the station, while the establishment of an urban planning road helped to eliminate the separation of the district caused by traffic congestion near the station and railroad tracks. Furthermore, it has become possible to transfer between conventional and Shinkansen line trains on the same platforms, resulting in greater convenience for passengers. The mixed-use commercial complex CoCoLo West N+ opened in tandem with the launch of Phase 1. We are also promoting work and food in Niigata through the Niigata Station N Project, based on the concept of urban development driven by train stations that revolves around the culture of "shoku" (a Japanese pun on the words for food and work).

Going forward, using the rebirth of Niigata Station resulting from redevelopment projects in the area as a starting point, our aim is to contribute to affluent living by pioneering projects that consider and create a new style of Japanese regional community in collaboration with both local residents and the international community.



Urban planning road opened as part of continuous separated-grade crossing development



Same platform used for Shinkansen and conventional lines (Niigata Station)



CoCoLo West N+ Exterior view



CoCoLo West N+ Inside shop



### Regional Revitalization through Cycling: PLAYatré TSUCHIURA

Atré, which operates station buildings mainly in the Tokyo metropolitan area, opened PLAYatré on March 23 at Tsuchiura Station on the Joban Line (Ibaraki Prefecture). It is inspired by a new model for station buildings focusing on intangible consumption that prioritizes offering experiences and communicating concepts.

Conveniently located within as little as 49 minutes from Tokyo and connected directly to the station, PLAYatré TSUCHIURA is next to the entrance of Tsukuba-Kasumigaura Ring-Ring Road, Japan's longest cycling course. In the spring of 2020, we plan to open one of Japan's top cycling resorts, which will meet the needs of cyclists of all kinds.

It will serve as a base for tourism and exchange revolving around cycling, and we will contribute to regional revitalization by devoting effort to activities that promote sightseeing and enhance the area's appeal in collaboration with the local community and government.



Cycling along Lake Kasumigaura



Station Lobby, one of the largest restaurants/café in the area, combines dining and relaxation



Ring-Ring Square Tsuchiura, a cycling base established by Ibaraki Prefecture and operated by Atré as the designated manager

### VOICE



#### Meeting the Expectations of Locals through Track Elevation Work

Joshinetsu Construction Office, East Japan Railway Company

In carrying out the track elevation work at Niigata Station, it is essential to consider the needs of local residents. While we have received some harsh criticism with regard to the construction, I feel that the work is very rewarding when I hear feedback from the many local residents who are looking forward to the completion of the track elevation project. Going forward, we will continue pursuing this work while prioritizing safety in order to meet their expectations, with the aim of facilitating regional transportation and promoting development of the local community.



#### Contributing to Expansion of the Non-Resident Population from Inside and Outside Niigata Prefecture

Marketing Department, Niigata Branch Office, East Japan Railway Company

Since its opening, as part of the Niigata Station N Project, CoCoLo West N+ has been promoting the appeal of the region by selling local specialty products and serving food and drink unique to the Niigata area as well as hosting events relating to Niigata's *shoku* (food/work) culture featuring key local players that revolve around themes such as rice, sake, and fermentation. This year, we held a hands-on "N College" class which customers were able to take part in at their leisure. Our aim is to interest more people in Niigata's culture while creating a sustainable promotion plan. Through this project, we will keep working to promote the appeal of Niigata and expand the non-resident population from inside and outside the prefecture.



#### Enabling Regional Revitalization and Value Creation

PLAYatré Tsuchiura Branch, Atré

Since it opened in March 2018, many cyclists and locals have visited PLAYatré Tsuchiura. At present, renovations are being carried out in stages, with the grand reopening scheduled for spring 2020. With regional revitalization and value creation as our ultimate goal, we are aiming to create social value by providing new experiences and enriching moments. Slowly but surely, we have established a platform for Atré, tenants, customers, the local community, and governments to collaborate on creating value. By further expanding its scope and integrating various activities, we will continue contributing to the revitalization and regeneration of the station and town.

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