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# Solving social issues through urban development – Hareza Ikebukuro

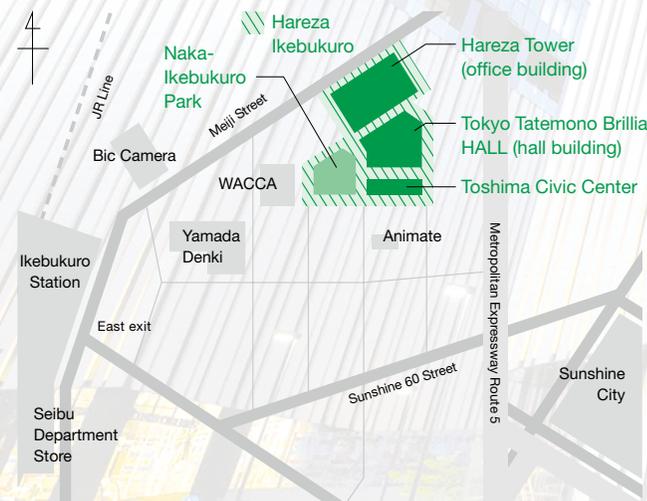


In July 2020, the grand opening was held for Hareza Ikebukuro, a new large-scale complex developed and operated\* by Tokyo Tatemono together with our joint venture partner, The Sankei Building Co., Ltd. The property is located around 300 meters from the east entrance of Ikebukuro Station in the heart of Tokyo's Toshima Ward.

The area consists of the office building Hareza Tower, a new landmark in Ikebukuro with 33 floors above ground; the hall building Tokyo Tatemono Brillia HALL, a multi-purpose hall where up to around 1,300 people can enjoy Takarazuka Revue performances and musicals; the Toshima Civic Center; and Naka-Ikebukuro Park, which is surrounded by the three buildings. The name "Hareza Ikebukuro" derives from a combination of two Japanese words: "hare," which means a special place to dress up and go out, and "za," which means a place where many people gather.

Hareza Ikebukuro is expected to develop as a theater city where people can enjoy an escape from everyday life. As a new cultural center presenting a variety of culture to the world, it has the potential to create new vibrancy in Ikebukuro.

\* Tokyo Tatemono is responsible for the development and operation of Hareza Tower and of Tokyo Tatemono Brillia HALL, the operation of Naka-Ikebukuro Park, and the area management around Hareza Ikebukuro.



**Hareza Tower (office building)**

Address	18-1, Higashi-Ikebukuro 1-chome, Toshima-ku, Tokyo
Number of floors/height	33 floors above ground, 2 floors below ground / approx. 158 m
Floor space	Approx. 68,600m <sup>2</sup>
Completed	May 2020

**Tokyo Tatemono Brillia HALL (hall building)**

Address	19-1, Higashi-Ikebukuro 1-chome, Toshima-ku, Tokyo
Number of floors/height	8 floors above ground, 1 floor below ground / approx. 41 m
Floor space	Approx. 10,700m <sup>2</sup>
Completed	April 2019

**From an area at risk of disappearance to one of sustainable urban development**

Toshima Ward is home to Ikebukuro, which is one of Tokyo's leading commercial areas and is also known as one of Tokyo's "three major sub-centers" along with Shinjuku and Shibuya. Ikebukuro Station is one of Japan's largest terminal stations, accommodating nine railway lines from four companies (JR East, Seibu Railway, Tobu Railway, and Tokyo Metro). It has an average daily footfall of 2.64 million passengers, the third highest of any station in Japan.

While Ikebukuro attracts a large daytime population as a commercial area, it has also faced issues such as a decline in the number of young families residing there. In 2014, Toshima

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Ward was highlighted as the only area in Tokyo's 23 wards to be categorized as being at risk of disappearance.\*1 The analysis deemed it liable to become unsustainable in the future, due to the declining populations of children and people migration. Turning this challenge into an opportunity for change, Toshima Ward set itself the goal of becoming a city of sustainable development, and rapidly implemented an initiative to make itself more friendly to women and children. The resulting transformation, which included eliminating daycare waiting lists and carrying out maintenance work on its parks, earned Toshima Ward the No.1 position in a 2017 nationwide ranking of cities by their friendliness to families in which both parents are working while raising children.\*2

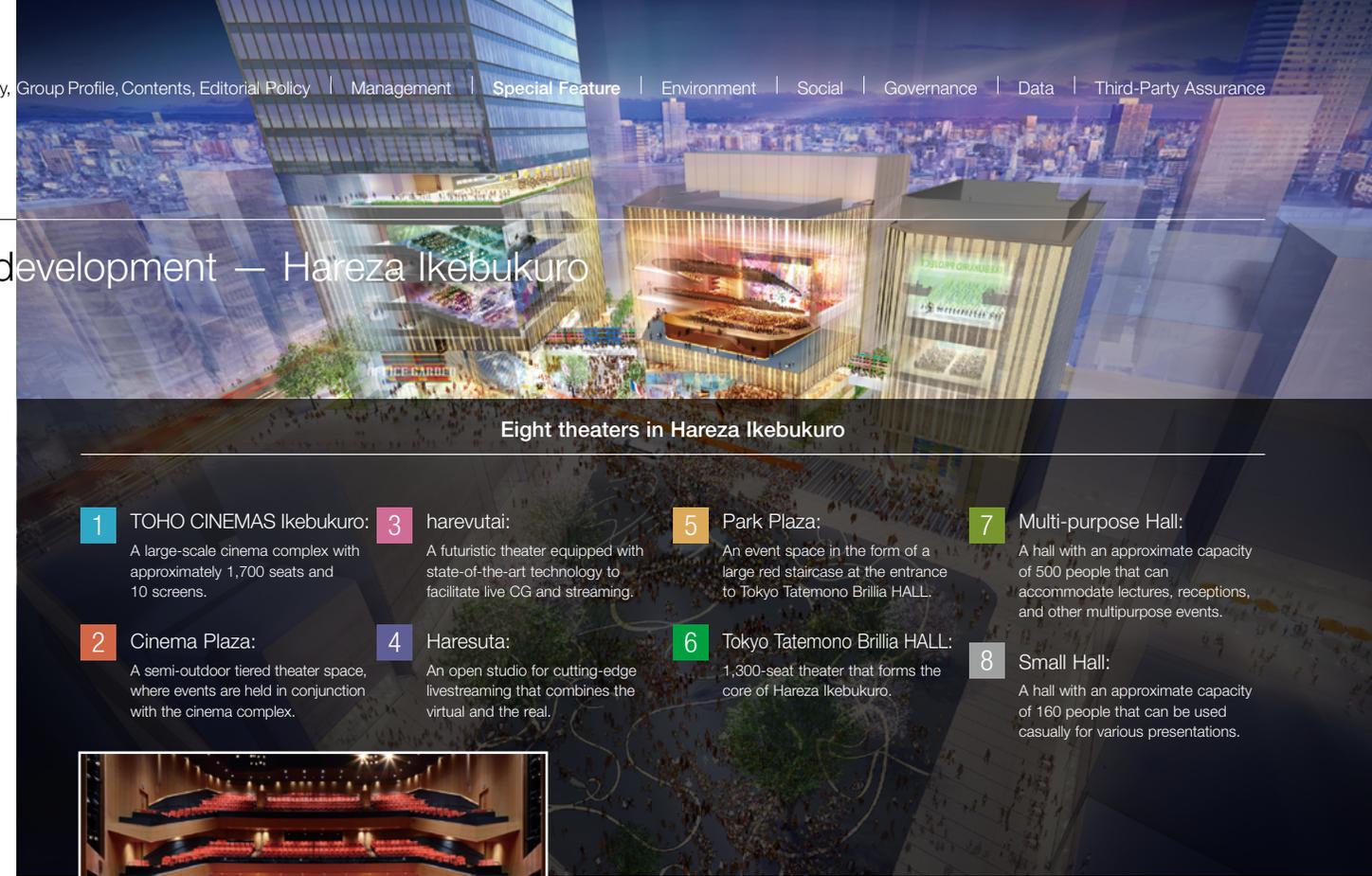
This development project has its origins in a proposal initiated by Toshima Ward to develop a large-scale complex on the site of the old government building and the Toshima Public Hall. Its aim was to generate financial resources for the construction of a new government building. Tokyo Tatemono announced its participation that year, 2014—the same year that the risk of urban decline in Toshima Ward was highlighted.

\*1 A concept formulated in May 2014 by the Japan Policy Council, a policy advocacy organization of private sector experts.

\*2 Based on a survey of local governments conducted by Nikkei Dual and Nihon Keizai Shimbun.

### Proposing a new direction for urban development that uses local cultural assets

In the tender process, Toshima Ward was seeking proposals that would transform the city into a vibrant place filled with cultural diversity. In January 2015, Tokyo Tatemono put forward a proposal that drew from our experience with the reconstruction project Brillia Tower Ikebukuro, in Minami-Ikebukuro 2-chome Area A. Based on the concept of “a theater city where everyone can shine,” the proposal involved a large-scale complex consisting of large-scale, high-specification office space as a business hub; a theater for cultural creativity; and restaurants to create a lively atmosphere. After obtaining preferential negotiation rights, Tokyo Tatemono was selected as



### Eight theaters in Hareza Ikebukuro

- |  |  |   |   |
|--|--|---|---|
| <p><b>1</b> TOHO CINEMAS Ikebukuro:<br/>A large-scale cinema complex with approximately 1,700 seats and 10 screens.</p>              | <p><b>3</b> harevutai:<br/>A futuristic theater equipped with state-of-the-art technology to facilitate live CG and streaming.</p> | <p><b>5</b> Park Plaza:<br/>An event space in the form of a large red staircase at the entrance to Tokyo Tatemono Brillia HALL.</p> | <p><b>7</b> Multi-purpose Hall:<br/>A hall with an approximate capacity of 500 people that can accommodate lectures, receptions, and other multipurpose events.</p> |
| <p><b>2</b> Cinema Plaza:<br/>A semi-outdoor tiered theater space, where events are held in conjunction with the cinema complex.</p> | <p><b>4</b> Haresuta:<br/>An open studio for cutting-edge livestreaming that combines the virtual and the real.</p>                | <p><b>6</b> Tokyo Tatemono Brillia HALL:<br/>1,300-seat theater that forms the core of Hareza Ikebukuro.</p>                        | <p><b>8</b> Small Hall:<br/>A hall with an approximate capacity of 160 people that can be used casually for various presentations.</p>                              |



Tokyo Tatemono Brillia Hall

the developer that July.

To generate financial resources for the construction of the new government building, a 76-year-and-six-month fixed-term land lease was established for the development area. A lump-sum payment was made to Toshima Ward as advance land rent. The proceeds of this payment enabled Toshima Ward to fund the construction cost of the new government building and to realize the construction without substantial financial burden.

Hareza Ikebukuro embodies the concept of Toshima Ward's “International City of Arts and Culture Vision,”—that of “a theater city, all of which is a stage where anyone can play a leading role.” It was therefore positioned as a project that symbolizes that vision.

**Project Gallery Vol.2 Brillia Tower Ikebukuro**  
(Only available in Japanese)

### With history and culture as its foundation, a “City of Cultural Creativity” represented by eight theaters

Hareza Ikebukuro has eight theaters and is scheduled to host a wide variety of performances and events, including traditional performing arts such as Kabuki, which dates from the 17th century, Takarazuka Revue, and other high culture, to subcultures such as manga, anime and cosplay, and cutting-edge art and culture that fuses the virtual and the real. It is positioned as an art and cultural center for presenting diverse cultural resources to the world. Together with Toshima Ward and our tenants, we will present a range of genres of culture simultaneously, so that people of all ages can enjoy whatever interests them most.

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### Creating a new office market and increasing the diversity of the city

When Tokyo Tatemono considers a development plan, we analyze the characteristics of the location in detail. We make a conscious effort to maximize the area's potential. Prior to the development plan of Hareza Ikebukuro, the area around Ikebukuro Station had not seen the development of any large-scale office buildings since Sunshine City. It was not associated with being an office district and was therefore not well recognized in the market.

We decided to develop an office building in Ikebukuro based on our assessment of the city's potential. We saw value in the area's convenient transportation; its appeal as represented by artistic and cultural offerings; and the large population of people working in Ikebukuro and living nearby, due to the trend of people preferring to live close to where they work. As a result, the contract rate for Hareza Tower reached 100% at the time of the building's completion, despite the fact that this was during the coronavirus pandemic. As a result, we were able to create a new office market in Ikebukuro, contributing to the area's diversity and appeal.

### An area with a strong circulation that generates a flow of people to the surrounding facilities

To enhance the circulation of people through the Ikebukuro area as a whole, we sought to encourage visitors to Hareza Ikebukuro to use the facilities in the surrounding area, rather than having their activities contained within Hareza Ikebukuro. In doing so, we aimed to help revitalize the entire area.

Specifically, to address a concept of "After the Theater" advocated by Toshima Ward, we planned the facilities to have a low volume of food and beverage outlets. In this way, people emerging from a play or cultural experience at Hareza Ikebukuro could find a place to enjoy unwinding among the many restaurants already established in Ikebukuro.

### A safe, secure, and sustainable city

#### ■ Supporting safety and security as a local disaster prevention center

The most important issue for urban development in Japan is to create a safe and secure community that is prepared for disasters. Tokyo Tatemono has concluded an agreement with Toshima Ward on measures to deal with people who have difficulty returning home in the event of a disaster. This includes not only accepting people who have difficulty returning home at the Hareza Tower and Tokyo Tatemono Brillia HALL, but also maintaining a disaster prevention base in cooperation with Naka-Ikebukuro Park and the Toshima Civic Center operated by Toshima Ward. In this way we are playing a part in creating a safe and secure community.

In addition to stockpiling provisions such as water, food, emergency toilets, and blankets, we also have prepared public benches that transform into cooking stoves and manhole toilets for those who have difficulty returning home. At Hareza Tower and Tokyo Tatemono Brillia HALL, people who have difficulty returning home can stay for up to three days from the time of the disaster until they can return home when transportation resumes. In addition, as the facility manager, we have established an appropriate communication system with Toshima Ward so that we can provide relevant information to those who have difficulty returning home.



Naka-Ikebukuro Park (after renovation) is positioned as a temporary evacuation site for use in the event of a disaster.

#### ■ The first super high-rise mixed-use building to achieve the highest environmental performance rating

Hareza Tower uses the highest level of environmental measures in Japan. From the design stage, we considered how to balance comfort with reduced environmental impact. We took

care to ensure that tenants would not encounter any inconvenience with functions such as air conditioning or lighting. By selecting high-efficiency equipment and considering appropriate design conditions such as lighting settings and air conditioning control in office areas, we managed to reduce annual energy consumption by approximately 50%\*1. The building received the highest rating of five stars in the overall building evaluation\*2 under the Building-Housing Energy-efficiency Labeling System (BELS). It was also the first super high-rise mixed-use building over 150 meters tall to receive ZEB Ready Certification\*3.

In addition to BELS certification, Hareza Tower has also received the highest rank of five stars in the DBJ Green Building Certification\*4 for fiscal 2019 by the Development Bank of Japan Inc. and the highest rank of S in CASBEE Building (New Construction)\*5 of the Comprehensive Assessment System for Built Environment Efficiency (CASBEE), a comprehensive system for the assessment of building environmental performance.

\*1 Compared to a standard building of the same level.

\*2 Calculated using the Energy Consumption Performance Calculation Program (Non-residential Version) Ver. 2.7.1 (commonly known as WEBPRO).

\*3 According to the website of the Japan Housing Performance Evaluation and Display Association, BELS case data list (as of the end of June 2019).

\*4 The DBJ Green Building Certification is a system established by the Development Bank of Japan to evaluate environmental and social initiatives in real estate.

\*5 CASBEE Building (new construction): A system for evaluating the energy efficiency and environmental impact of buildings in general, excluding detached houses, based on their design at the time of new construction. Managed by the Institute for Building Environment and Energy Conservation.



ZEB Ready Certification Label



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### Formation of a general incorporated association to accelerate urban development

In June 2018, we established Hareza Ikebukuro Area Management, a general incorporated association focused on activities that contribute to the vibrancy and appeal of Hareza Ikebukuro and its surrounding area.

The association uses the event space in Hareza Ikebukuro to collaborate with existing events and attract new events. By combining new elements with the culture rooted in Ikebukuro, it strives to further enhance the area's energy and attractiveness. We have also been entrusted with the designated management of Naka-Ikebukuro Park, which is owned by Toshima Ward. In addition to maintenance and management work, we organize events and maintain and operate a café. We will work to ensure the effective use of roads and parks, which are government assets. In addition to this, we will manage the area in a way that helps enhance its value, cooperating with the eight theaters, with companies located nearby, and with local town and shopping associations.

### Past Events

Name	Contents	Date
Ikebukuro Anime Town Festival @ Hareza	A festival where people can freely enjoy a wide range of experiences and cultures through anime and manga.	November 2019
Hareza Day Special Week	Collaboration with theater operators, stores, Toshima Ward, and the surrounding facilities as a grand opening event for Hareza Ikebukuro	August 2020

### The Tokyo Tatemono Group's approach to urban development that contributes to solving social issues

The urban development at the Hareza Ikebukuro complex is based on our long-term vision of urban development that contributes to solving social issues.

Erecting a building is the beginning of urban development, not the end. Increasing the value of the development area will in turn lead to the sustainable growth of our business activities.

We will continue to work with various stakeholders to solve social issues and improve the attractiveness of the area.

### The concept of urban development that contributes to solving social issues



### Examples of recent developments

Name	Overview
 <p>Yaesu 1-chome East District Urban Redevelopment Project in front of Tokyo Station (Yaesu Project)</p>	An urban redevelopment project for the area located in front of the Yaesu Exit of Tokyo Station. We will develop this area as the gateway to the international city of Tokyo to contribute to enhancing Tokyo's vibrancy and its international competitiveness.
 <p>Brillia Towers Meguro</p>	Multi-purpose redevelopment project incorporating residential, commercial and office space in front of Meguro Station on the JR Yamanote Line. It combines the bustle of the station with a rich environment of lush greenery.
 <p>Tokyo Square Garden</p>	Redevelopment of the upper portion of the Kyobashi Station on the Tokyo Metro Ginza Line. The project has among the highest levels of environmental performance in Japan, with state-of-the-art CO <sub>2</sub> emissions reduction technology, large overhanging roofing to block solar radiation, and a range of other environmental features.

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