

Mori Leads Association to Promote Tokyo's Shin-Tora Avenue

—Will utilize town-management know-how to strengthen Tokyo's magnetic power—

Tokyo, November 19, 2015— Mori Building, a leading urban developer, announced today that it established the Shin-Tora Avenue Area Management Association on October 30 in collaboration with eight corporations doing business along Shin-Tora Avenue, an iconic new street that passes by the new Toranomon Hills complex in Tokyo.

Through the association, Mori Building intends to leverage its area management know-how, Mori brand and corporate network to realize various public-private initiatives, thereby transforming the Shimbashi–Toranomon area into a new global hub that will strengthen the magnetic power of Tokyo. Masahiko Ogasawara, an executive managing officer in charge of Mori Building's Town Management Department, is chairman of the association.

“The opening of Shin-Tora Avenue in March 2014, together with the planned construction of a new subway station, are being carried out under the government's National Strategic Special Zone initiative, which has the potential to turn the Shimbashi–Toranomon area into Tokyo's newest focal point,” says Ogasawara. “Shin-Tora Avenue is in the process of undergoing a transformation involving a number of redevelopment projects aimed at turning it into a street like Paris' Champs-Elysees, in the years ahead. We look forward to working with the local community to transform Shin-Tora Avenue into a symbolic, Olympic-class road.”



The Tokyo Metropolitan Government (TMG) and Minato Ward have been collaborating on various initiatives for Shin-Tora Avenue. The road itself and some five hectares of surrounding area have been designated as a special redevelopment zone under a TMG initiative to promote chic streetscapes in Tokyo. The TMG's Champs-Elysees Project, for example, is developing pedestrian walkways as places for lively urban culture.

Mori Building is a key member of the existing Shin-Tora Avenue Area Management Council, which comprises local stakeholders interested in comprehensively enhancing the area. The council now serves as the administrative arm of the new association. Together with other members, Mori Building is initiating activities to turn sidewalks into centers of social life and culture, conduct clean-up campaigns, develop area branding and generally strengthen the area's inertia. Mori Building's own properties are attracting tenants who will help further such efforts.

The new association will facilitate administrative procedures required to move forward with various activities, such as operating sidewalk stores on the avenue, conducting promotional events, and more.

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Attachment Mori Building's Main Activities on Shin-Tora Avenue

Mori Building is a key member of the Shin-Tora Avenue Area Management Council, which was formed with local stakeholders interested in comprehensively enhancing the area surrounding Shin-Tora Avenue. The council now serves as the administrative arm for the new association. Together with other members, Mori Building initiated activities to turn sidewalks into centers of social life and culture, conduct regular clean-up campaigns, develop area branding and generally strengthen the area's inertia. Mori Building's own properties are attracting tenants who will help further such efforts.

Good Morning Café (June 2014)

Good Morning Café is a free-spirited café with an open terrace facing an open court along Shin-Tora Avenue. Launched in June 2014 next to Toranomom Hills, Good Morning Café is now a popular gathering spot.



URBAN RESEARCH DOORS Toranomom Branch (May 2015)

Shin-Tora Avenue has welcomed its first clothier, URBAN RESEARCH DOORS, and the TINY GARDEN KITCHEN café/diner, two more ways the area is blending cultural and social interaction to create new energy.



BMW i showroom (Sept. 2015)

This unique showroom for BMW i, the BMW brand offering an all-new vision of sustainable electric mobility, is sparking quite a buzz among passersby.



Minato Ward Bicycle Sharing: Cycle Port

Bicycle sharing stations, one at Toranomom Hills, makes it easy to enjoy relaxing sightseeing, including on Shin-Tora Avenue's bike lanes.



Initiatives of Shin-Tora Avenue Area Management Council

About the Council
The Shin-Tora Avenue Area Management Council, now the Shin-Tora Avenue Area Management Association's administrative arm, was established in March 2014 by Mori Building and other local stakeholders to enhance the avenue and its surrounding area with street-side proprietorships and sustainability initiatives.



Open cafés
The council took the lead in leveraging regulatory approval from the local government to launch cafés along the avenue. Three sidewalk shops are currently operating on Shin-Tora Avenue.



Area branding
Based on ideas solicited from local residents, the council developed an original logo to brand Shin-Tora Avenue and enhance its image and appeal as a distinct community within Metropolitan Tokyo.



Clean-up campaigns
The council launched bi-weekly clean-up campaigns in collaboration with the not-for-profit group "green bird," helping to keep the avenue clean and attractive for visitors from around the world.