



## **Shin-Tora Avenue Area Management Association Established**

### **Aims to enhance global appeal of Shimbashi–Toranomom area**

**Tokyo, November 19, 2015**— The Shin-Tora Avenue Area Management Council announced today that Shin-Tora Avenue Area Management Association was established the on October 30 to promote more proactive management of Tokyo’s new Shin-Tora Avenue, targeting completion of the road’s pedestrian areas. The association will serve as the contracting party for the unincorporated Shin-Tora Avenue Area Management Council.

The council was established in March 2014 upon the opening of the mostly underground Shimbashi- Toranomom stretch of a major trunk route, Loop Road No.2, which runs below Shin-Tora Avenue. Since then, the council has facilitated a number of initiatives, such as attracting sidewalk cafés and implementing area clean-up campaigns. Also, the council has become a member of the National Strategic Special Zone Area Committee to acquire regulatory approval to facilitate events and stores that will enhance the avenue’s appeal.

“With the opening of Shin-Tora Avenue in March 2014, the redevelopment project being carried out under the government’s National Strategic Special Zone initiative and a to-be constructed subway station have the potential to turn the Shimbashi–Toranomom area into one of Tokyo’s focal points,” says Masahiko Ogasawara, a representative of a board of directors of the association and an executive managing officer of Mori Building. “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 community to nurture the area and transform the avenue into a symbolic, Olympic-class road.”

During the current fiscal year ending in March 2016, the Shin-Tora Avenue Area Management Association will formulate a vision statement and discuss more detailed activities. The council and the new association will collaborate in enhancing the area’s global appeal by hosting events, promoting culture, disseminating information and attracting street-side cafés, ultimately to transform Shimbashi–Toranomom area into a new international hub for business and culture.

#### **Media Inquiries**

##### Japanese

Moichi Watanabe and Yuri Tazawa (Mori Building)  
Administrative Office, Shin-Tora Avenue Area Management Association  
Tel: 03-6406-6606/Fax:03-6406-9306  
Email: [koho@mori.co.jp](mailto:koho@mori.co.jp)

##### English/Chinese/Japanese

Rutsuko Nakajima or Masashi Nonaka, Weber Shandwick  
Tel: +81-90-9006-2769/+81-80-1037-7879  
Email: [moribldg@webershandwick.com](mailto:moribldg@webershandwick.com)



**Attachment: Overview of Association**

- Name: Shin-Tora Avenue Area Management Association
- Address: 2-18-7 Nishi-Shimbashi, Minato-ku, Tokyo, 105-0003
- Tel: 03-6809-1434/Fax: 03-3433-8681 (UR Shin-Tora Machizukuri Administrative Office)
- Establishment on: October 30, 2015
- Main Activities:
  1. Maintain and manage Shin-Tora Avenue
  2. Organize clean-up activities
  3. Manage permanent stores on avenue
  4. Advertising
  5. Events
  6. Public-awareness activities
  7. Public relations
  8. Relations with local stakeholders and public institutions
  9. Operation of Shin-Tora Area Management Council secretary office
  10. Other tasks required to accomplish the mission of the association
- Representative: Masahiko Ogasawara
- Member companies:
  - Key Coffee Inc.
  - NPO green bird
  - Trusco Nakayama Corporation
  - Dowa Line Co., Ltd.
  - Nagatanien Holdings Co., Ltd.
  - Mori Building Co., Ltd.
  - Yasuda Real Estate Co., Ltd.
  - Tokyo Metropolitan Public Corporation for Road Improvement and Management
  - Urban Renaissance Agency
- Advisers
  - Shigenori Kobayashi, Emeritus Professor, Yokohama National University
  - Takayuki Kishii, Professor, College of Science and Technology, Nihon University
- Administrative offices
  - Tokyo Metropolitan Public Corporation for Road Improvement and Management
  - Urban Renaissance Agency
  - Mori Building Co., Ltd.
- Management area
  - Shin-Tora Avenue (running above Shimbashi-Toranomon section of Loop Road No.2) and surrounding areas