

Foreword: The Tokyo Olympics as a Perfect Opportunity for

Times of the 2020 Tokyo Olympics

How to prepare for the future Tokyo?

Blossoming as a mature global city

1. Create a “highly attractive Asian city of unique culture and traditions” and build an even stronger brand image.
2. Strengthen the living infrastructure as a global city, including comfort, interaction, excitement, convenience (transportation, shopping, information), and safety.
3. Taking full advantage of the Olympics as a showcase for the varied and diverse lifestyles in this mature city.



Future-Focused City Planning

Towards even more appealing Tokyo city lifestyle

1. Blossoming and fruition of Tokyo metropolitan culture
Create a major gathering place of urban attractions
2. Strengthening the living environment befitting a global city
Convenient access from anywhere around the world allowing free and easy interaction among people with diverse cultural backgrounds
3. Urban planning for a walker-friendly city and promotion of sustainable growth
Create a network of pedestrian walkways and cultural sites



Propose strengthening the city foundation for accepting visitors from around the world.

→ Chapter 1

Propose an image of the near-future Tokyo city lifestyle.

→ Chapter 2

Chapter 1: Strengthening the Infrastructure for Accommodating More Visitors

1. Comfort

A city of pedestrian paths where people can easily and comfortably improve their health, and where people will want to walk around

Creation of lively open areas and urban culture centers where seasonal events are held

Considerate and hospitable lodging to meet the needs of a diverse range of visitors

2. Convenience

High-tech city information services utilizing ICT*1 technology

- 1) Strengthening the Internet information infrastructure by expanding free public Wi-Fi hotspots
- 2) Easily understandable sightseeing information services via mobile terminals (smartphones, tablets, etc.)
- 3) Communication of more detailed, accurate information

Strengthening the entrance to Japan from overseas

Strengthening the international airports

Construct an additional runway to accommodate the growing numbers of international airport flights.

Use an existing nearby airfield to accommodate business jets, and construct an adjacent heliport for rapid movement into the city center. This will greatly improve the environment for international business.

Strengthening international passenger ship piers

Accommodate Asian cruises which are expected to increase as a result of economic growth in East Asia and Southeast Asia.

For this purpose, an international passenger ship pier that is located close to the city center and that can accommodate large-size ships will be necessary

Relieving train congestion by improving carrying capacity

- 1) Improvements to existing train lines
- 2) Station building renovations
- 3) Easier early morning and late night movement

3. Interaction

Train local area guides and other persons to promote active interaction between residents and foreigners.

4. Security

Strengthening disaster measures for foreign visitors

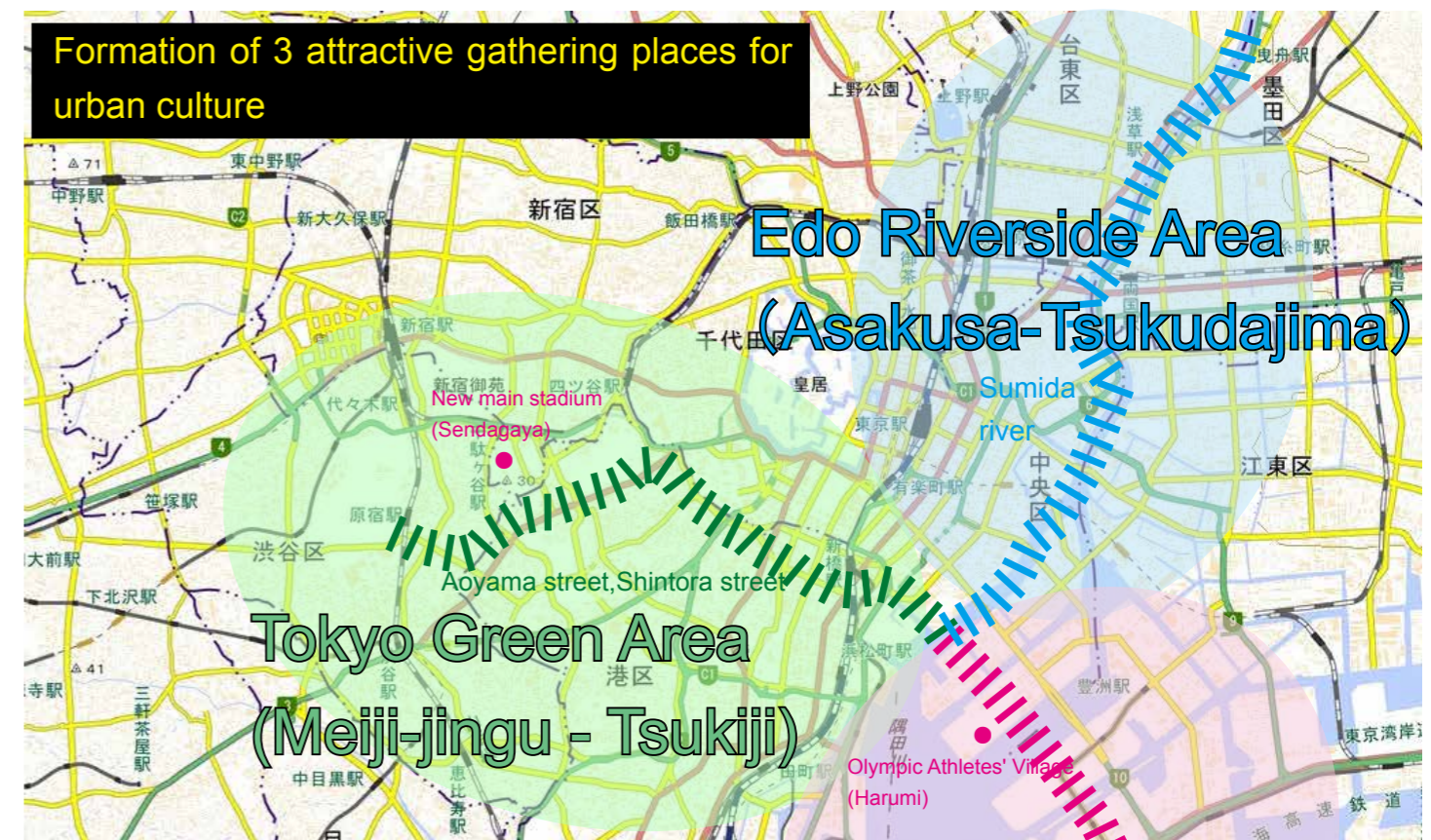
Promote the high level of disaster preparedness.

Providing multi-language disaster preparedness information, and actively conducting disaster preparedness exercises

from Around the World

5. Making Lasting Impressions

Formation of 3 attractive gathering places for urban culture



Edo Riverside Area

In this area that spreads out along the riversides, the rich and unique traditional culture of the Edo Period coexists with the modern lives of ordinary residents.

Tokyo Green Area

Rooted in lush forest and greenery, this area actively absorbed global culture as it developed, beginning from the time when Japan first opened up to the world.

Tokyo Waterfront

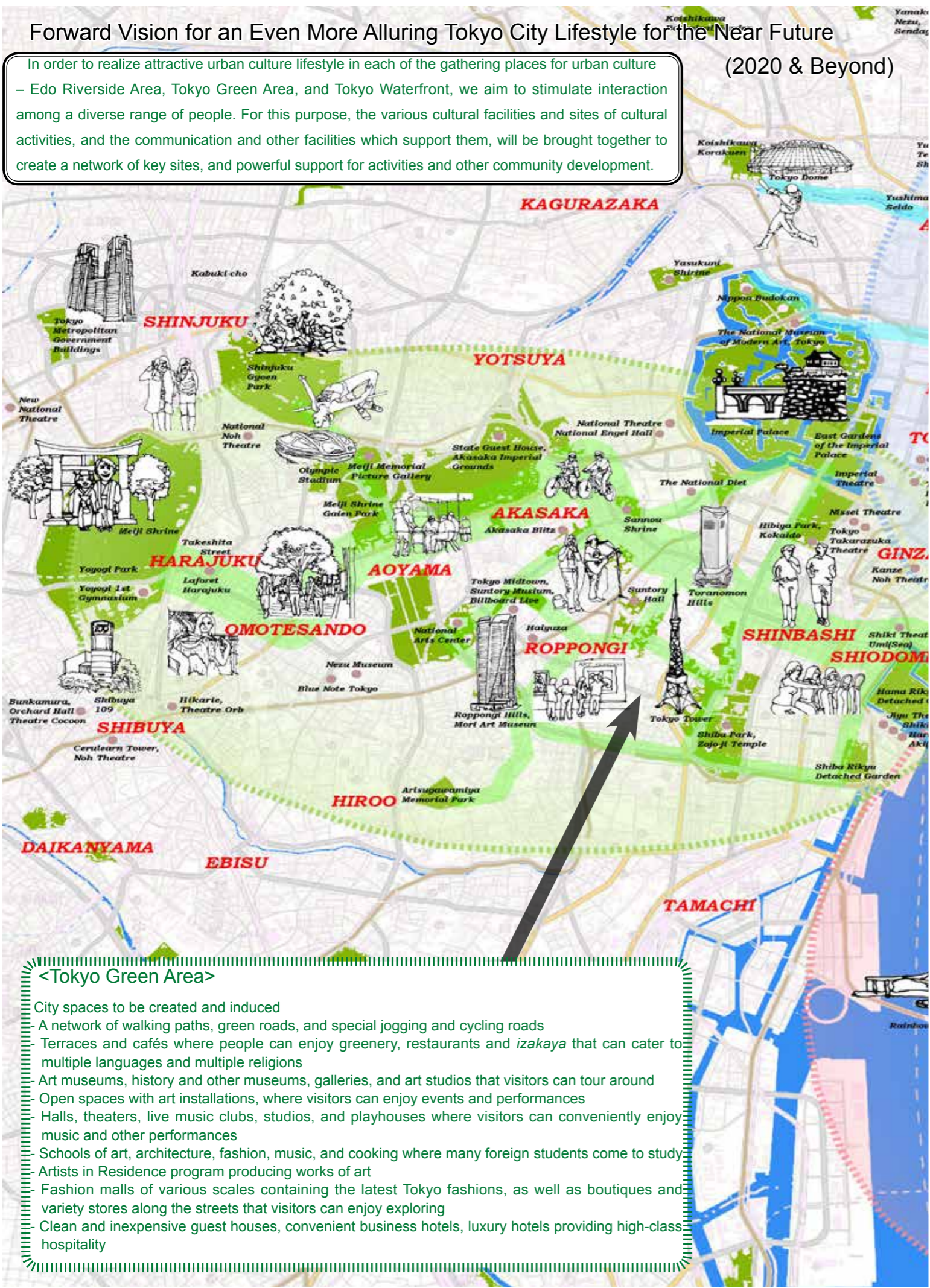
This futuristic urban area is home to a continual series of new endeavors, unrestrained by conventional norms and frameworks.

Created based on a map from the Geographic Survey Institute

Forward Vision for an Even More Alluring Tokyo City Lifestyle for the Near Future

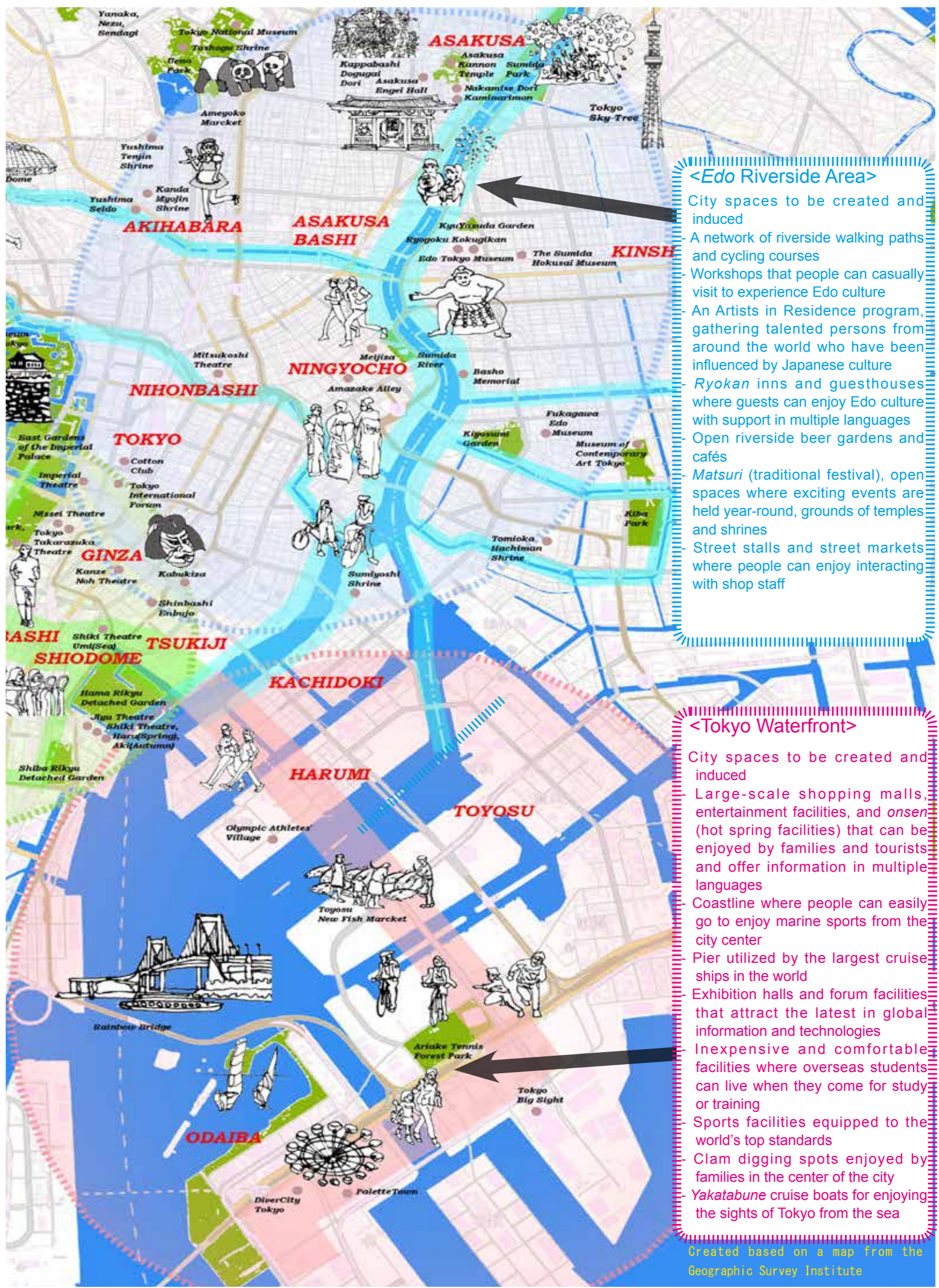
(2020 & Beyond)

In order to realize attractive urban culture lifestyle in each of the gathering places for urban culture – Edo Riverside Area, Tokyo Green Area, and Tokyo Waterfront, we aim to stimulate interaction among a diverse range of people. For this purpose, the various cultural facilities and sites of cultural activities, and the communication and other facilities which support them, will be brought together to create a network of key sites, and powerful support for activities and other community development.



<Tokyo Green Area>

- City spaces to be created and induced
- A network of walking paths, green roads, and special jogging and cycling roads
- Terraces and cafés where people can enjoy greenery, restaurants and izakaya that can cater to multiple languages and multiple religions
- Art museums, history and other museums, galleries, and art studios that visitors can tour around
- Open spaces with art installations, where visitors can enjoy events and performances
- Halls, theaters, live music clubs, studios, and playhouses where visitors can conveniently enjoy music and other performances
- Schools of art, architecture, fashion, music, and cooking where many foreign students come to study
- Artists in Residence program producing works of art
- Fashion malls of various scales containing the latest Tokyo fashions, as well as boutiques and variety stores along the streets that visitors can enjoy exploring
- Clean and inexpensive guest houses, convenient business hotels, luxury hotels providing high-class hospitality



<Edo Riverside Area>

- City spaces to be created and induced
- A network of riverside walking paths and cycling courses
- Workshops that people can casually visit to experience Edo culture
- An Artists in Residence program, gathering talented persons from around the world who have been influenced by Japanese culture
- Ryokan inns and guesthouses where guests can enjoy Edo culture with support in multiple languages
- Open riverside beer gardens and cafés
- Matsuri (traditional festival), open spaces where exciting events are held year-round, grounds of temples and shrines
- Street stalls and street markets where people can enjoy interacting with shop staff

<Tokyo Waterfront>

- City spaces to be created and induced
- Large-scale shopping malls, entertainment facilities, and onsen (hot spring facilities) that can be enjoyed by families and tourists and offer information in multiple languages
- Coastline where people can easily go to enjoy marine sports from the city center
- Pier utilized by the largest cruise ships in the world
- Exhibition halls and forum facilities that attract the latest in global information and technologies
- Inexpensive and comfortable facilities where overseas students can live when they come for study or training
- Sports facilities equipped to the world's top standards
- Clam digging spots enjoyed by families in the center of the city
- Yakatabune cruise boats for enjoying the sights of Tokyo from the sea

Created based on a map from the Geographic Survey Institute

Chapter 2: Image of Tokyo City Lifestyles in the Near Future

Enjoy Tokyo City Lifestyle in summer

Taiwanese family (from Taipei): Wife and husband in their 30s + 10 year-old daughter
 They have come to Japan on a long summer holiday in late July for an 8 day, 7 night trip, arriving at and departing at from Haneda Airport. They are looking forward to actively enjoying Tokyo as a family.

① Day 1

Afternoon Check into the hotel in Ginza, and travel around the brand shops.
 Night Dinner at the "Matsuya Ginza" rooftop beer garden in Ginza.



② Day 2

Morning Visit the Hozuki Market (selling potted Chinese lantern plants) in Kagurazaka.
 Noon Travel to Odaiba for lunch in the DiverCity food court.
 Afternoon Rest on the beach, then shopping at VenusFort



③ Day 3

Morning Buy many gifts for friends at "Daiso" on Takeshita-dori. Buy a stuffed animal of the daughter's favorite character at "Kiddy Land".
 Noon Have lunch with a Japanese friend at the famous pancake restaurant "Rainbow Pancake", then walk to Harajuku.
 Night Dinner at "Nangokusyuka" in Harajuku



⑤ Day 5

Morning Walk around Yanesen. See Nezu Shrine and Kyu-Iwasaki-tei Garden.
 Noon Enjoy hashed beef with rice at "Seiyoken" in Ueno.
 Afternoon Walk from Nakamise-dori to Asakusa Temple.
 Night Watch the Sumida River Hanabi Fireworks Festival (late July), then return to Ginza to a famous Taiwanese restaurant.



⑦ Day 7

Spend all day until late night enjoying Sanrio Puroland in Tama City. (Approx. 1 hour by train from Ginza Station)



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⑧ Day 8

Return home at noon from Haneda.

④ Day 4

Morning Go to Epson Shinagawa Aqua Stadium.
 Noon Enjoy a buffet lunch at the Shinagawa Prince Hotel.
 Night Walk around the Tsukiji Outer Market, then have their fill of sushi for dinner.

"The dolphin show was exciting and they splashed water on me."



⑥ Day 6

Morning Enjoy a leisurely breakfast at the hotel.
 Afternoon Use the yukata dressing service and wear yukata to the bon-odori dancing (traditional folk dance involving many people, held once each year) at Tsukiji Honganji Temple (late July). Enjoy walking around and eating from the many food stalls.
 Night Buy beauty devices and toys at the "Bic Camera Yurakucho Shop".

