

Redevelop

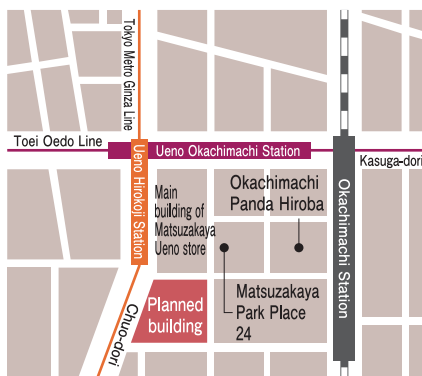
Rebuilding of the South Wing of Ueno Store



Rebuild the South Wing of Ueno Store into a High-Rise Complex

The south wing will open as a 23-story high-rise complex in fall 2017

J. Front Retailing decided to rebuild the south wing of Matsuzakaya Ueno store to draw new crowds to the Okachimachi area, which is being increasingly redeveloped, in Ueno and contribute to local revitalization. The total project cost will be approximately ¥20 billion. After being rebuilt, the south wing will be reborn as a high-rise complex with two floors underground and 23 floors above ground featuring commercial facilities, a cinema complex and office facilities in fall 2017.



Map of the surroundings of Matsuzakaya Ueno store

Ueno store had long operated in two buildings including the main building and the south wing. However, after we decided to rebuild the south wing, the store renovated sales floors to operate only in the main building, and in March 2014, made

its grand opening as a “department store for daily use that meets customers’ daily living needs by deepening ties with them and has highly frequent visits.”

Parco will occupy lower floors

The 1st basement floor of the “new south wing,” which is under reconstruction, will be integrated with the main building and the 3rd and 6th floors above ground will be connected to the main building with bridges. The lower floors from the 1st basement floor to the 10th floor above ground will house commercial facilities and Daimaru Matsuzakaya Department Stores will operate the 1st basement food floors of the south wing and the main building together. On the 1st to 6th floors, Parco of the Group will open commercial facilities and the 7th to 10th floors will be occupied by Toho Cinemas. Thus we are developing a new commercial complex featuring the contents that have not been available in the Okachimachi area, Ueno in the past.

In the meantime, the upper floors from the 12th to the 22nd levels will be leased as sophisticated office facilities to secure steady rent income. Five rail lines including JR Yamanote Line and Keihin Tohoku Line, Tokyo Metro Ginza Line and Hibiya Line and Toei Subway Oedo Line run through the Okachimachi area, Ueno, where Ueno store is located. And more than 1,000 route buses run from the nearest bus stop every day. The area has such good access to transportation and the daytime population is expected to increase by installing office facilities.

Increasingly redeveloped Okachimachi area, Ueno

In June 2009, we opened Matsuzakaya Park Place 24, a parking building with commercial space, in the block adjacent to the east of the south wing as part of the development of the surroundings of Ueno store. After that, we have been developing the area in cooperation with the government and the local community. For example, the block in front of the south exit of JR Okachimachi Station, which is adjacent to the east of the store, was developed as a square named “Okachimachi Panda Hiroba.” To coincide with the development of the square in front of the station, new commercial buildings were constructed in its surroundings and a new commercial facility, which is themed on “arts and crafts,” opened under the elevated railway tracks between JR Okachimachi and Akihabara Stations. The Okachimachi area, Ueno attracts attention as an area that is being increasingly redeveloped.

The rebuilding of the south wing of Ueno store was planned in order to use effectively and early the unused capacity generated by integrating the sites of the south wing, the parking building and others and make intensive use of the land. We will combine the efforts of the Group’s businesses including department stores and Parco and local people, as well as utilizing our unused real estates around Ueno store, to draw new crowds to the increasingly redeveloped Okachimachi area, Ueno and thereby build a business model that ensures contribution to local revitalization and mutual growth with local communities.

New south wing after rebuilding

- 12F-22F Rental offices
- 7F-10F Toho Cinemas
- 1F-6F Parco
- B1 Matsuzakaya

※ Connected to the main building of Matsuzakaya Ueno store on the 1st basement, 3rd and 6th floors

Outline of the project

Location	22, Ueno 3-chome, Taito-ku, Tokyo
Site area	Approximately 5,700 square meters
Total floor area	Approximately 42,000 square meters
Number of floors	2 floors below ground, 23 floors above ground and 1 penthouse floor, approximately 120 meters high

Use	<ul style="list-style-type: none"> ◆ 1st basement floor Food floor of Daimaru Matsuzakaya Department Stores ◆ 1st to 6th floors above ground Parco ◆ 7th to 10th floors above ground Toho Cinemas ◆ 12th to 22nd floors above ground Sophisticated offices
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