

JRTR

Japan Railway & Transport Review

Feature

Development of stations and surrounding areas

- Upgrading Yaesu-Side of Tokyo Station (Tokyo Station Area Development Project)
- Developing Station Commercial Facilities to Increase Line Section Value

- Large Tokyu Development Projects around Shibuya, Futako-tamagawa and Tama-plaza Stations

56

Dec. 2010



JAPAN RAILWAY & TRANSPORT REVIEW

December 2010 No. 56

Published by **East Japan Railway Culture Foundation** (EJRCF)

2-2, Yoyogi 2-chome, Shibuya-ku,
Tokyo 151-0053, Japan
Tel (81 3) 5334 0623
Fax (81 3) 5334 0624
Email feedback@jrtr.net

Chairman: Mutsutake Otsuka

Chief Editor:

Kunio Aoki

Editorial Board:

Yoshihiro Akiyama, Director, Japan Railway
Technical Service

Mami Aoki, Professor, Doshisha University

Makoto Ito, Director, Planning Division, Japan
Institute for Transport Policy Studies

Norio Yoneyama, Deputy General Manager,
Technical Development & Research
Department, East Japan Railway Co.
(JR East)

Yutaka Oguchi, Deputy General Manager,
Management Administration Department,
JR East

Hideo Kiya, General Manager, Planning
Division, Railway Technical Research
Institute

Consulting Editor:

Tatsuhiko Suga

Editorial Staff:

Robert Hancock

Yoshihiro Abe

Mizuki Naito

Translation, Design & Production:

ALAYA INC.

© All rights reserved. Reproduction of the contents
in part or whole of this magazine in any manner
is prohibited without the prior written consent of
EJRCF.
JRTR is printed in Japan.



A collection of photographs and illustrations
of stations and its surroundings.
The original photographs and illustrations
were provided by JR East, Tokyu Corporation,
and JR West

Editorial

Ekinaka

Since JR East was established in 1987, top management has recognized the 'asset value' of its many stations handling tens or even hundreds of thousands of passengers daily but which were left largely undeveloped commercially during the JNR era. As a result, commercial development including construction of station buildings was launched at an early stage and the 'Ekinaka' project is now bearing fruit. 'Ekinaka' is the name given to developing the area between the ticket wickets, which are now largely automated, and platforms into an integrated commercial facility made up of shops stocking mostly foodstuffs, as well as various eateries with seating, replacing the simple kiosks and noodle stands that used to be the norm. In an airport, this would be the area after passing through security checks, or immigration on international flights, on the way to the gate. Airport eateries in this area focus only on light snacks because full meals are provided on the plane. Instead, airports concentrate on providing a full-range of souvenir shops, and duty-free shops at international departures in particular exploit their location to the maximum through an enclosed or restricted monopoly space. 'Ekinaka' do not have a clear monopoly like this; although many customers pass through them, we cannot really say customers are physically and psychologically enclosed or that the flow is precisely controlled like in an airport. What is more, stations lack favourable conditions such as duty free. So why have 'Ekinaka' been successful? I think the reason lies in the carefully selected composition of shops. 'Ekinaka' do not sell expensive objects or items that take up a lot of space, such as clothing, but instead target foodstuffs and eateries, with an emphasis on Japanese and western confectionery. Moreover, they offer exclusive local items that can otherwise only be purchased in remote local regions, as well as high-quality products that can be eaten with no worries about safety. It is this differentiation that has led to their success. At any rate, both top management who guided station development and staff who implemented the 'Ekinaka' business model both deserve to be commended.

K. Aoki

CONTENTS

Development of Stations and Surrounding Areas

Upgrading Yaesu-Side of Tokyo Station (Tokyo Station Area Development Project) 6

Developing Station Commercial Facilities to Increase Line Section Value 14

Large Tokyo Development Projects around Shibuya, Futako-tamagawa and Tama-plaza Stations 22

Breakthrough in Japanese Railways 5

Japan's Rail Stations 26

Change to Domestic Production of Railway Rolling Stock in Japan 36

Another Perspective

Upgrading *Seishun 18kippu* to Japan Rail Pass 47

Topics 50

Photostory

Shinkansen finally reaches northern tip of Honshu 2, 57