

November 12, 2019

**Promoting prosperous waterside development connecting Asakusa and Tokyo Skytree Town®**

**Tobu selects “TOKYO mizumachi,” as Name of New Complex under Elevated Railway Tracks**

Footbridge connecting Tokyo Skytree®

**and “Sumida River Walk” as Name of New Footbridge Spanning the Sumida River**

Tobu Railway Co., Ltd.

Tobu Railway (Headquartered in Sumida-ku, Tokyo) is promoting a prosperous waterside development connecting Asakusa and Tokyo Skytree Town in collaboration with Sumida Ward for the purpose of creating an attractive space in Tokyo. It is pleased to announce that it has selected the name, “TOKYO mizumachi” for the complex to be opened under the elevated railway tracks between Asakusa Station and Tokyo Skytree Station on the Tobu Skytree Line, and “Sumida river walk” for the new footbridge spanning the Sumida River.

In this area, based on the Vision for Waterside Development in the Sumida River Area by the Tokyo Metropolitan Government’s Committee to Review Waterside Development, the creation of a prosperous space that will become the core of the area is being promoted to improve the attractiveness of the waterside connecting the two major tourist destinations of Asakusa and Tokyo Skytree Town, sites that individually attract 30 million visitors annually.

Tobu Railway proceeds with preparations for the opening of TOKYO mizumachi and the Sumida River Walk in the Spring of 2020 and aims to make this area the number one tourist destination in Tokyo in collaboration with the Kitajukken River and Sumida Park Circular Sightseeing Path development project.

See the attachments for details.



“TOKYO Mizumachi”

- 1 Origin of name Complimenting the adjacent TOKYO Solamachi<sup>®</sup> that expresses the “Town with a tower” (Sky town) image of Tokyo Skytree Town<sup>®</sup>, this name simply expresses that this area is a waterside town. This name is rooted in this area and friendly to everyone.
- 2 Logo mark Representations of the elevated railway tracks and “TOKYO Mizumachi” are included in the upper section. with their reflection on the surface of the river in the lower section, expressing a waterside space. Further, when the logo mark is rotated 90 degrees, it can be read as “水街” in kanji, incorporating a uniquely Japanese wordplay.



△ Logo Mark

- 3 Overview of the facility A community hostel, Wise Owl Hostels (Provisional name), that will meet demand for accommodation from domestic and overseas visitors will be opened. Further, trendy, unique stores that utilize the waterside park environment will be opened, such as a stylish new restaurant that integrates with the park and river, an open-air facility where people can enjoy sports and a café, an overseas life style shop, and a café making its debut in Japan. Tobu Railway aims to create a new downtown community spot that overseas visitors, domestic tourists, and local people can enjoy.
- 4 Date of opening Spring 2020
- 5 Location Mukojima 1-chome, Sumida-ku, Tokyo
- 6 Site Area Approx. 5,500 m<sup>2</sup>
- 7 Floor Area Approx. 3,554 m<sup>2</sup>
- 8 Structure/Size Steel construction, single-storied (some two-storied) Complex commercial facility facing a road
- 9 Number of Stores 13 lots (12 stores and a hotel)
- 10 Concept

# Live to Trip

A concept where different people, regions and cultures associate with one another, with residents spending time as if traveling through the area, and travelers spending time as if living in the area.

The development of a waterside space acting as a destination where visitors coming and going encounter a downtown charm closely tied with the community.



△ Commercial facility as seen from Sumida Park (conceptual illustration)



△ Exterior of the hostel (conceptual illustration)



△ Commercial facility facing Asakusa (conceptual illustration)

## “Sumida River Walk”

- 1 Origin of name This name has been adopted with the hope that visitors walk around the prosperous waterside area centering on the Sumida River and connecting Asakusa and Tokyo Skytree Town®.
- 2 Start of Service Spring 2020
- 3 Location From 1-1 Hanakawado, Taito-ku, Tokyo end to 1-1 Mukojima, Sumida-ku, Tokyo end
- 4 Structure Added to the downstream (south) side of the existing railway bridge (Total length approx. 160 meters, width of 2.5 meters)
- 5 Other To coincide with the opening of Sumida River Walk, the color of the existing Footbridge spanning the Sumida River will be changed to a color scheme based on the “Skytree white” used in the Tokyo Skytree®. Tobu Railway aims to create a sense of unity in the wider area, both during evening illumination and in the daytime sunlight.



△Construction location seen from the Asakusa side (conceptual illustration)



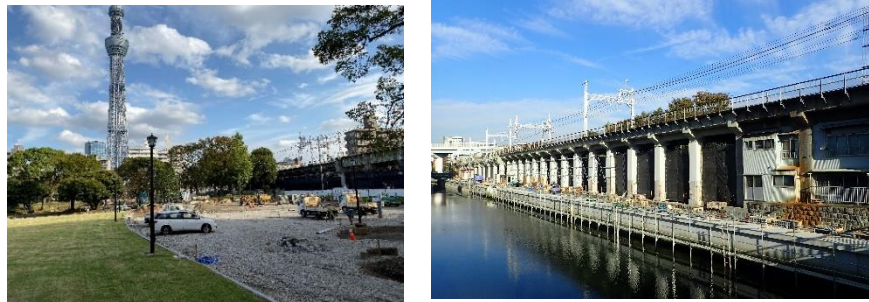
△ Sumida River Walk (conceptual illustration)

\* See the News Release dated June 25, 2019 “[Tobu to Improve Area Foot Traffic by Connecting Asakusa and Tokyo Skytree Town®](#)” and “[Tobu to Open Complex under Elevated Railway Tracks Connecting Asakusa with Tokyo Skytree Town® in Spring 2020!](#)” for more details of the prosperous waterside development connecting Asakusa and Tokyo Skytree Town, and the complex under the elevated railway tracks.

## Kitajukken River and Sumida Park circular sightseeing path development project

Based on the Vision for Waterside Development in the Sumida River Area by the Tokyo Metropolitan Government's Committee to Review Waterside Development, in February 2014, Sumida Ward and Tobu Railway began improving foot traffic between Asakusa and Tokyo Skytree Town according to the earthquake preparation measures taken by the Tokyo Metropolitan Government to reinforce the revetment. Further, we are promoting the Kitajukken River and Sumida Park circular sightseeing path development project aiming to expand the prosperous space created in the area surrounding the Kitajukken River in the Mukojima district and the north-south flow of the Ryogoku and Honjo districts.

We are promoting the development of Water Terrace, space under the elevated railway tracks, community roads, and Sumida Park (part of the south side area), focusing on the waterside in the west side zone of the Kitajukken River (from the Sumida River to near Tobu Bridge).



△Current progress of construction (Left: Sumida Park, Right: Under the railway tracks)