

RESEARCH



中央区

The unshakeable value of Tokyo is here

The City of Chuo, where business hubs and historic townscapes sit side by side. Home to the top-tier commercial district of Ginza, the area hosts financial infrastructure businesses, including the Bank of Japan. It is truly a district that supports the economic center of Japan. While the atmosphere of the Edo period (1603–1867) still lingers in its streets, new developments reach toward the future. Come and discover the charm of Chuo City, where stability meets growth.

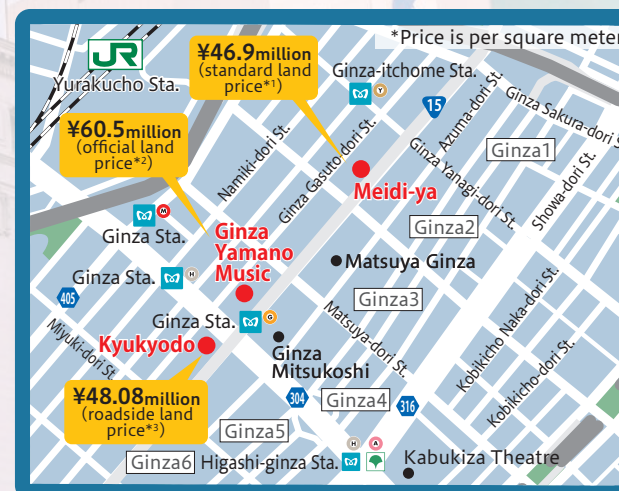


Chuo City redevelopment plan: Tradition meets innovation

Ginza Area

A cluster of consecutive top-ranking land price locations

Ginza ranks among the top commercial districts in Japan in terms of land prices. In the surrounding area, locations that have consecutively held the No. 1 spot in land prices are clustered together, reflecting both high prominence and resilience. Further increases in land prices are expected due to redevelopment projects that aim to improve transportation infrastructure.



*As of September 17, 2025 *1: TMG Bureau of Finance "2025 Standard Land Prices in Tokyo"

*2: Ministry of Land, Infrastructure, Transport and Tourism "2025 Official Land Prices"

*3: National Tax Agency "2025 Property Valuation Standards" *Land price information is subject to change.

Tsukiji Area

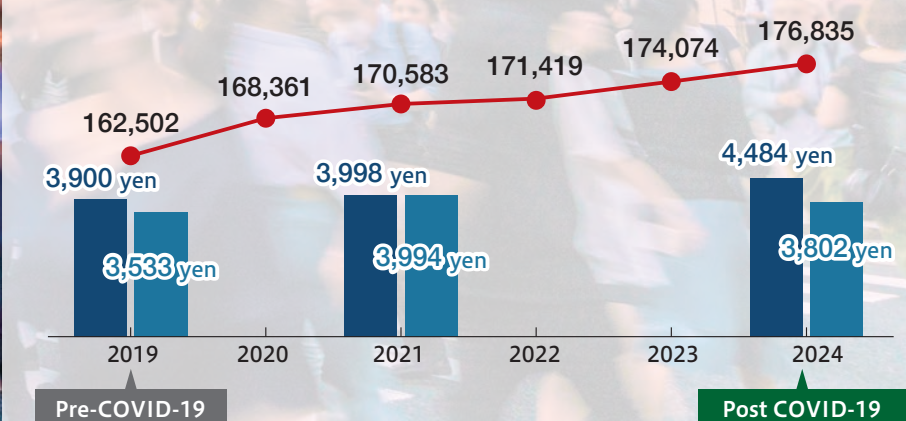
Revitalizing the port town

The redevelopment of the former Tsukiji Fish Market site is centered around two key concepts: "water transportation" and "Tsukiji food culture." Expectations are rising for enhanced convenience around the Bay Area due to the revitalization of the water transportation network.



Chuo City's increasing popularity comes from its redevelopment

[Changes in Chuo City population*1/average rent**2]



*1: Compiled from Chuo City's statistical data, "Chuo City Population Data" (figures are as of January 1 each year)

*2: Created by Tokyu Livable, Inc. based on the "Rental Trends in the Tokyo Metropolitan Area" from the Real Estate Information Network for East Japan's REINS data library



CHUO CITYLIFE GUIDE

*Created by Tokyu Livable, Inc., based on real estate transaction price information for pre-owned condominiums, etc. from the Ministry of Land, Infrastructure, Transport and Tourism's Real Estate Information Library (<https://www.reinfolib.mlit.go.jp/>)

略語 Nhb = Nihonbashi

Ginza

Ginza, flourishing as a center of Western culture, shines with elegance and prestige that attract global attention

Average real estate value per square meter of pre-owned condominiums

2019	1,399,832 yen/m ²
2021	1,387,541 yen/m ²
2024	1,790,747 yen/m ²

It is home to areas with the highest official land prices and roadside land prices in Japan, and property values are expected to continue rising in the future.



Pedestrian Paradise

Every weekend, the area around Ginza Chuo-dori Street is closed to traffic for Tokyo's greatest street event. Visitors can freely walk along the street, which is lined with historic high-end boutiques and long-standing cafés.

Right outside the A1 and A3 exits of Ginza Sta., Tokyo Metro Ginza/Marunouchi/Hibiya lines
A 5-min. walk from the Central Entrance of Yurakucho Sta., JR Yamanote/Keihin-Tohoku lines



Tsukiji

Reclaimed land facing the Sumida River
Tsukiji, a bustling food district, past and present

Average real estate value per square meter of pre-owned condominiums

2019	965,249 yen/m ²
2021	1,095,580 yen/m ²
2024	1,302,004 yen/m ²

The area's future growth potential—highlighted by redevelopment projects like the former Tsukiji Fish Market site and the construction of high-rise condominiums—is also a strong draw.



Tsukiji Uogashi

Tsukiji Uogashi is a fresh market home to around 60 shops specializing in fresh seafood, fishery products, and produce. Open to the general public, it offers visitors seafood bowls and sushi. The lively atmosphere of the market that kicks off in the morning is also popular with international travelers.

A 5-min. walk from Tsukiji Sta., Tokyo Metro Hibiya Line
A 3-min. walk from Tsukijishijo Sta., Toei Oedo Line
A 12-min. walk from Higashi-ginza Sta., Toei Asakusa Line/Tokyo Metro Hibiya Line



Nihonbashi

Nihonbashi, Tokyo's gateway, where traces of Edo remain and tradition meets innovation

Average real estate value per square meter of pre-owned condominiums

2019	1,455,555 yen/m ²
2021	1,385,714 yen/m ²
2024	1,648,333 yen/m ²

Boasting the highest convenience and excellent access in Tokyo, this area stands out for strong property values and high market liquidity within Chuo City.



Nihonbashi Mitsukoshi Main Store



Japan's oldest department store opened in 1904. Featuring imposing architecture, beautiful stained glass, and decorative ceiling artwork, the interior of the building offers plenty of captivating sights. It offers a diverse selection of high-quality products, ranging from luxury brands to Japanese sweets and miscellaneous goods, providing customers with a genuine experience of Japan's unique hospitality.



Directly connected to Mitsukoshimae Sta., Tokyo Metro Ginza/Hanzomon lines
A 7-min. walk from JR Shin-Nihonbashi Sta., or a 10-min. taxi ride from Tokyo Sta.

Ningyocho

Offering the charm of a traditional downtown atmosphere and classic local cuisine, Ningyocho preserves the spirit and refined culture of the Edo period

Average real estate value per square meter of pre-owned condominiums

2019	1,239,873 yen/m ²
2021	1,171,864 yen/m ²
2024	1,691,069 yen/m ²

The number of condominiums and mixed-use facilities is increasing due to redevelopment. With stable popularity and strong demand, property values remain steady.



Tsukishima & Harumi

The area is undergoing a large-scale redevelopment project called Harumi Flag, which involves constructing large condominium complexes and commercial facilities on the former Tokyo Olympic Village site.

Average real estate value per square meter of pre-owned condominiums

	Tsukishima	Harumi
2019	1,020,413 yen/m ²	1,067,338 yen/m ²
2021	1,232,190 yen/m ²	1,187,481 yen/m ²
2024	1,651,363 yen/m ²	1,592,061 yen/m ²



ACCESS INFORMATION



Information on major routes from Ginza Station

Shinjuku Sta.	21 min. direct (Tokyo Metro Marunouchi Line)
Shibuya Sta.	17 min. direct (Tokyo Metro Ginza Line)
Ikebukuro Sta.	20 min. direct (Tokyo Metro Marunouchi Line)
Roppongi Sta.	10 min. direct (Tokyo Metro Hibiya Line)
Shinagawa Sta.	13 min. (transfer to the JR Yokosuka Line at Shimbashi Sta., Tokyo Metro Ginza Line)
Tokyo Sta.	2 min. direct (Tokyo Metro Marunouchi Line)
Ueno Sta.	12 min. direct (Tokyo Metro Ginza Line)

Akihabara Sta.	13 min. direct (Tokyo Metro Hibiya Line)
Yokohama Sta.	33 min. (transfer to the JR Tokaido Line at Shimbashi Sta., Tokyo Metro Ginza Line)
Asakusa Sta.	18 min. direct (Tokyo Metro Ginza Line)
Haneda Airport Terminal 1 Sta.	49 min. (transfer to the Toei Asakusa Line Limited Express at Higashi-ginza Sta., Tokyo Metro Hibiya Line)
Narita Airport Sta.	91 min. (transfer to the Toei Asakusa Line at Higashi-ginza Sta., Tokyo Metro Hibiya Line)

*Times shown refer to the time required during weekday commuting hours. They include transfer/wait time.



Business Development Section, Business Development Department,
Brokerage Business Headquarters, Tokyu Livable, Inc.

Shibuya Square A, 1-9-5 Dogenzaka, Shibuya-ku, Tokyo, 150-0043

Real Estate Broker License: Minister of Land, Infrastructure, Transport and Tourism (12) No. 2611

Member of the Real Estate Companies Association of Japan / Member of the Association of Real Estate Agents of Japan / Affiliate of the Real Estate Fair Trade Council