

October 27, 2023

For immediate release

Mitsui Fudosan Residential Co., Ltd.

---

**For the First Time in Approximately 10 Years,<sup>\*1</sup> a Condominium with Seismic Isolation Structure Five Minutes' Walk from JR Sendai Station<sup>\*2</sup>****PARK HOMES Sendai Chuo****Advance Information Sessions Start Saturday, October 28, 2023**

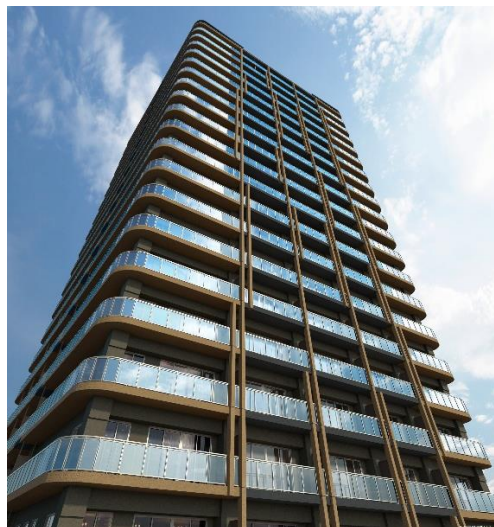
---

Tokyo, Japan, October 27, 2023 - Mitsui Fudosan Residential Co., Ltd. announced today that from Saturday, October 28, 2023, it will start holding advance information sessions (reservation only) for PARK HOMES Sendai Chuo (hereinafter, "the Property"), a high-rise condominium for sale with a seismic isolation structure that is currently under construction in Aoba-ku Chuo, Sendai, Miyagi Prefecture.

The property is a high-rise, 25-story condominium and the first condominium with a seismic isolation structure to be supplied in the area in approximately 10 years. It offers the convenience of being a five-minute walk from JR Sendai Station (with six lines including the Tohoku Shinkansen)<sup>\*3</sup> and close to large-scale retail facilities by the station like Sendai PARCO and S-PAL Sendai. Matching the property's location in downtown Sendai, the construction plan features an exterior design with the image of a large tree in the City of Forests (as Sendai is sometimes called). The interior design of common areas is inspired by Sendai's history and nature.

For occupied areas the 15 floor plans range from 1LDK to 4LDK, targeting a broad range of residents from singles to families. As well as the many plan variations on offer, the top two premium floors have units with floor areas over 100m<sup>2</sup> with an exclusive menu of options<sup>\*4</sup>.

Looking ahead, the Company will provide products and services that respond to customers' diverse lifestyles based on the brand concept "Life-styling x improving with age," as well as promote the creation of neighborhoods that are safe, secure, and comfortable to live in to contribute toward the creation of a sustainable society and attainment of SDGs.



【CG illustration of completed exterior】

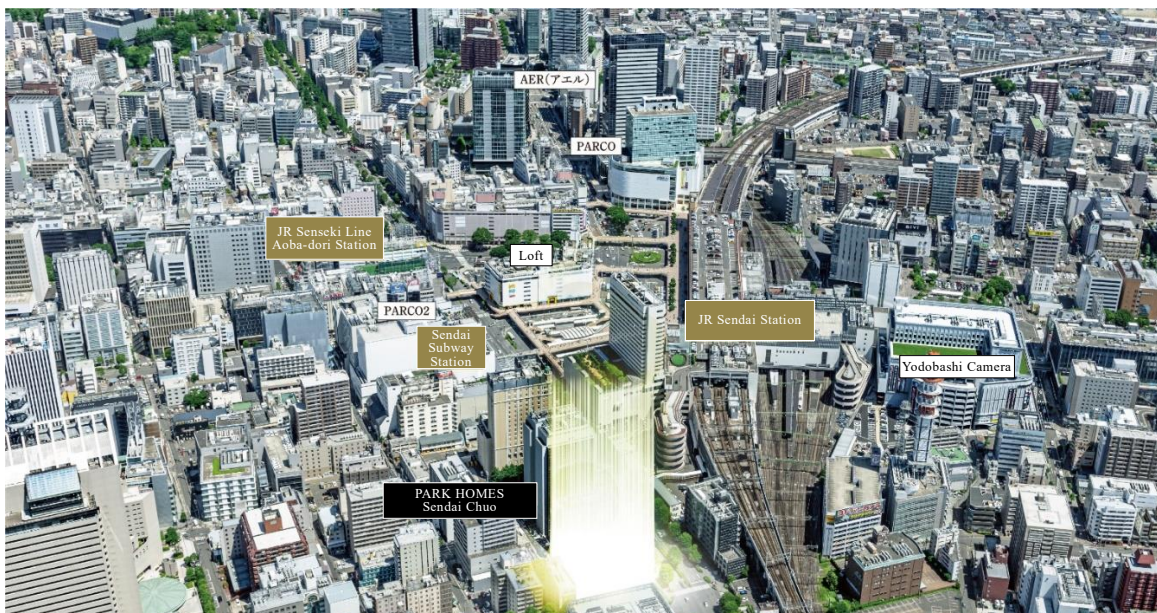
## Features of the Property

- 1. The first condominium with seismic isolation structure supplied in approximately 10 years in downtown Sendai, a five-minute walk from JR Sendai Station. Sendai has been designated a National Strategic Special Zone and Global MICE City\*<sup>5</sup> and is undergoing active redevelopment**
- 2. Design based on “large tree in City of Forests” concept and diverse floor plan variations**
  - (1) Exterior design in keeping with the City of Forests that combines curved and straight lines
  - (2) Quality interior design for common areas that incorporates motifs unique to Sendai
  - (3) Diverse floor plan variations and exclusive menu of options for premium floors
- 3. Environmentally aware initiatives such as plan to obtain our first ZEH-M Oriented status\*<sup>6</sup> for a condominium**

### **1. The first condominium with seismic isolation structure supplied in approximately 10 years in downtown Sendai, a five-minute walk from JR Sendai Station. Sendai has been designated a National Strategic Special Zone and Global MICE City\*<sup>5</sup> and is undergoing active redevelopment**

Various new central and municipal government initiatives have been underway in the city of Sendai in recent years. Sendai has been designated a National Strategic Special Zone, selected as a global MICE city, and has many restructuring projects in downtown areas. The city can therefore expect to develop and attract greater inbound demand going forward. Many redevelopment projects are planned for the west side of JR Sendai Station where the property is located, including the rebuilding of Sendai City Hall Main Building and redevelopment of former department store sites, which have attracted public attention.

The property boasts one of the most convenient locations in Sendai, being a five-minute walk from JR Sendai Station and a three-minute walk from Sendai Subway Station on the Tozai and Namboku lines. The City of Forest’s attractive greenery is close by, despite its proximity to large retail facilities by the station like Sendai PARCO and S-PAL Sendai, because it stands on the corner of two tree-lined avenues (Atagokamisugi-dori and Kitamemachi-dori). It is also the first time in about 10 years that a condominium a five-minute walk of JR Sendai Station with a seismic isolation structure is being supplied. The Company is seeking safety features that match contemporary needs, because the property is a built-for-sale condominium planned with a long-term perspective.



【Aerial photo of the area】

## **2. Design based on “large tree in City of Forests” concept and diverse floor plan variations**

### **(1) Exterior design in keeping with the City of Forests that combines curved and straight lines**

The property—a high-rise condominium located on a corner site where two tree-lined avenues intersect—offers superior design features based on the concept “large tree in the City of Forests.” As well as diverse foundation plantings, the façade design resembles tree branches.



【CG illustration of completed exterior】



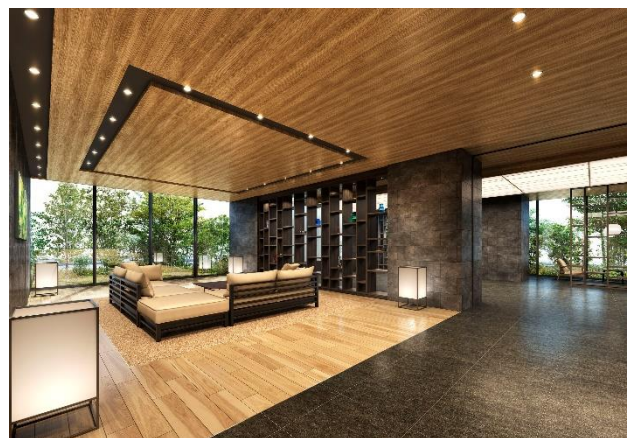
【CG illustration of the completed entrance approach】

### **(2) Quality interior design for common areas that incorporates motifs unique to Sendai**

The common areas comprise an entrance hall and lounge. The interior design is based on an image of a space that welcomes guests with hospitality, incorporating wall surfaces reminiscent of the stone walls around Sendai Castle, glass decorations reminiscent of the water’s surface of Akiu Great Falls, and traditional Japanese motifs such as shoji screens and verandas.



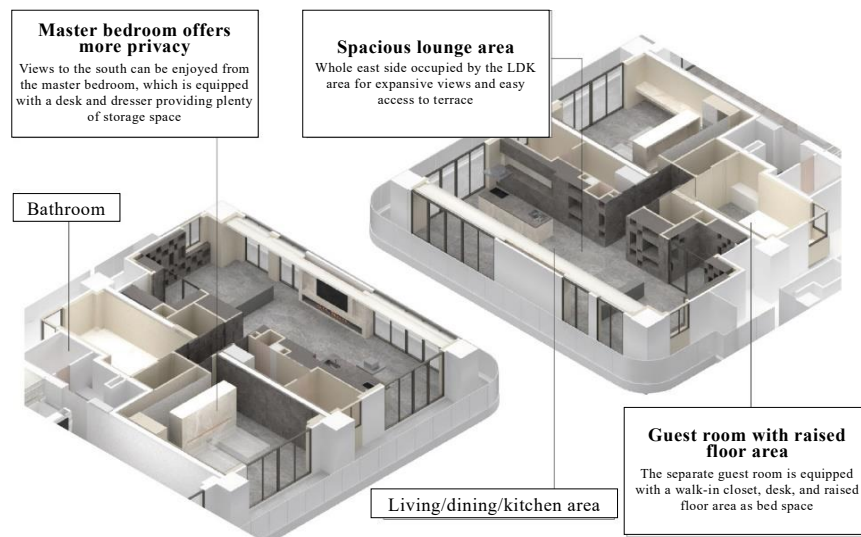
【CG illustration of the completed entrance hall】



【CG illustration of the completed entrance lounge】

### **(3) Diverse floor plan variations and exclusive menu of options for premium floors**

For occupied areas, the 15 floor plans range from 1LDK to 4LDK, targeting a broad range of residents from singles to families. As well as the many plan variations on offer, the 24th and 25th floors are premium floors with larger floor space and higher ceilings. Four floor plans are available on the premium floors, all with a floor area over 100m<sup>2</sup>. An exclusive menu of options is provided for units on the premium floor supervised by world-class architect Hitoshi Abe. These units offer superior private spaces incorporating designs that feature the unspoiled landscape of the City of Forests, functionally elegant wall decorations, and lighting plans that takes advantage of differences in ceiling height.



【Conceptual CG illustration of premium floor】

### ■Design supervised by Hitoshi Abe



Born in Miyagi Prefecture, Hitoshi Abe is the founder of AHA and works on diverse building construction projects in Japan, the U.S., and Europe. After serving as Professor of Architecture and Urban Design at Tohoku University Graduate School, he became Professor of UCLA Architecture and Urban Design in 2007 and also Director of UCLA Terasaki Center for Japanese Studies in 2010. After the Great East Japan Earthquake, he joined many architects to form ArchiAid, an organization to raise funds for disaster relief. Awards he has received include the Architectural Institute of Japan Award (2003) and the 2009 Architectural Institute of Japan Education Award. He also received the Foreign Minister’s Commendation in 2021 for his contribution to mutual understanding between Japan and the U.S. and academic exchange through architecture.

### **3. Environmentally aware initiatives such as plan to obtain our first ZEH-M Oriented status\*6 for a condominium in the Tohoku area**

The property will be the first condominium in the Tohoku area by Mitsui Fudosan Residential to obtain ZEH-M Oriented certification based on an assessment by the BuildingHousing Energy-efficiency Labeling System (BELS). We aim to provide a condominium that is environment-friendly as well as easy on the wallet by installing ZEH-M Oriented standard heat insulation and home equipment, which will reduce interior energy consumption and power bills. As well, by using locally grown wood from Miyagi Prefecture for part of the sales center interior, the Company helps to create a sustainable cycle for forest resources.



【Sendai Ichibancho Residential Salon】

<Notes>

\*1 Source: Survey by DG Communications Co., Ltd.

According to for-sale condominium supply data from January 1989 to March 31, 2023 based on data surveyed and acquired by DC Communications, the property will be the first condominium supplied with a seismic isolation structure located five minutes’ walk from JR Sendai Station in approximately 10 years (since June 2013). Walking times from the nearest stations are based on data provided at the time of sale. However, walking times for properties whose nearest station is JR Sendai Station are recalculated by taking into account the most recent road conditions.

\*2 Five minutes’ walk (approximately 350m) from the property’s sub-entrance to JR Sendai Station and five minutes’ walk (approximately 390m) from the property’s main entrance to JR Sendai Station.

Three minutes’ walk (approximately 230m) from the sub-entrance to Sendai Subway Station on Tozai Line and Namboku Line (South 2 exit) and four minutes’ walk (approximately 270m) from the main entrance to Sendai Subway Station on Tozai Line and Namboku Line (South 2 exit).

\*3 The six lines are JR Tohoku Shinkansen, JR Tohoku Main Line, JR Senzan Line, JR Senseki Line, and Sendai Subway Tozai Line and Namboku Line.

\*4 The exclusive menu of options is available at an additional cost. It is not available for all units and orders must be received by a certain date.

\*5 Source: Economy and Industry section, Sendai City Official Website.

\*6 ZEH-M Oriented certification is awarded to condominiums with enhanced heat insulation performance and significant savings in energy consumption while maintaining the quality of the interior environment as a result of installing highly efficient equipment and systems, whose primary energy consumption for the whole building (including common areas) is more than 20% lower compared with fiscal 2013 standard primary energy consumption for heating, cooling, ventilation, lighting, and hot water supply.

## ■PARK HOMES Sendai Chuo Property Overview

Location	10-5, 4-chome, Aoba-ku Chuo, Sendai, Miyagi Prefecture
Access	Five-minute walk from JR Sendai Station on the Tohoku Shinkansen, Tohoku Main Line, Senzan Line, and Senseki Line Three-minute walk from Sendai Station on Sendai Subway Tozai Line and Namboku Line
Zoning	Commercial district
Structure, size	Reinforced concrete construction, 25 aboveground floors
Site area	20,958.63 ft <sup>2</sup> (approx. 1,947.12 m <sup>2</sup> )
Floor plans	1LDK–4LDK
Occupied area	335.62 ft <sup>2</sup> –1,619.11 ft <sup>2</sup> (approx. 31.18 m <sup>2</sup> –150.42 m <sup>2</sup> )
Units	180 (176 for general sale)
Completion	Scheduled for completion in late March 2026
Owner	Mitsui Fudosan Residential Co., Ltd.
Construction	Obayashi Corporation
Official property website	<a href="https://www.31sumai.com/mfr/12101/">https://www.31sumai.com/mfr/12101/</a> (only in Japanese)

## ■ Area map



■ Mitsui Fudosan Group’s Contribution to SDGs

[https://www.mitsuifudosan.co.jp/esg\\_csr/](https://www.mitsuifudosan.co.jp/esg_csr/)

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021, and “Biodiversity” in March 2023. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

References

- Group Action Plan to Realize a Decarbonized Society  
<https://www.mitsuifudosan.co.jp/corporate/news/2021/1124/>
- Formulated Diversity and Inclusion Promotion Declaration and Initiatives Policy  
[https://www.mitsuifudosan.co.jp/corporate/news/2021/1129\\_02/](https://www.mitsuifudosan.co.jp/corporate/news/2021/1129_02/)
- Mitsui Fudosan Group Biodiversity Policy  
<https://www.mitsuifudosan.co.jp/corporate/news/2023/0413/>

■ About Mitsui Fudosan Residential’s Carbon Neutral Design Promotion Plan (only in Japanese)

[https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315\\_01.pdf](https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315_01.pdf)

Initiatives include reducing energy use by increasing the performance and durability of homes, promoting the provision of services that enable residents to enjoy contributing to the environment through energy conservation and other activities after moving into this condominium. In this way, the Company aims to realize carbon neutrality in both homes and living.

\* The initiatives covered in this press release are contributing to two of the UN’s SDGs.

<p>Goal 7 Affordable and Clean Energy Goal 11 Sustainable Cities and Communities</p>
--

