

Press Release

FOR IMMEDIATE RELEASE

Arukuzaka-Street – A refreshed beginning

Hirafu, 17 July 2026 — Metropoly Holdings Limited (“Metropoly”) is excited to bring a refreshed masterplan for **Aruku-zaka Street (“AZS”)**, with an updated layout that reflects **AZS’s** original vision of becoming the retail and residential heart of Niseko. Our updated layout looks to decrease density while providing the dynamic retail and residential experience of our original design.

Post Pandemic Challenges

The decision to refresh the masterplan followed a thorough review of the project that began after the COVID-19 pandemic. Like many developments planned before 2020, **AZS** was designed for a different set of community and market conditions. In addition to updated building regulations introduced to Niseko in 2023, the post-COVID-19 boom in Japan’s real estate sector has created a new dynamic in the construction industry.

As a large-scale project that is set to define central Hirafu, **Metropoly** has been continuously conducting research into tourism patterns, changes in the property market, as well as the needs of the local community.

Review and Refresh

As a result of our review, **Metropoly** decided to engage architectural firm Nikken Sekkei during Spring 2024 for an updated Concept Design Report. This comprehensive report concluded in Autumn 2025, and our refreshed plan retains the original vision for **AZS** while ensuring that the updated layout responds positively to these new patterns and challenges.

Currently, our project team is working together to bring **AZS’s** updated design to development, and we are excited to share details of the updated layout as well as the next stages of the project with the wider community soon. Further details will be shared when the refreshed master plan is formally launched.

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