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The Life Style of the Residents in a Super-High-Rise Apartment Building

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Abstract

When we investigated about the life style of the residents in a super-high-rise apartment building, we found that it was strongly influenced by the surrounding environment. "Nerima" and "Shakujii" are near the station of a suburban residential section, a shopping center and a supermarket are nearby, and the life is more convenient than the residence distant from the station. "Daikanyama" is in a fashion town. There is no store of daily necessities—only a high-class supermarket is available. Furthermore, since teahouses and restaurants are overly high-class, the high living expenses have become the biggest problem. "Shiba" is in an office-building town, there is no daily-necessaries store on the outskirts too, and the restaurants, bars, and hotels are located in the neighborhood. Therefore, for everyday life including shopping, unless a car is used, it can be quite difficult. On the other hand, in "Shiba" and "Daikanyama", there is a reply of "visiting friends" and "going to membership club, café, restaurant, and first-class hotel", and the resident who has enjoyed the merit of living in the center of Tokyo is also seen.

Keywords: Super-high-rise apartment building, Life style,

1. Investigation Outline

Following on the pre-report, we carried out survey on "Shiba" built in the office building town, and "Daikanyama" built in the fashion town. In "Shakujii" and "Nerima", the circumference has many residences. The resident uses the station and shopping center which adjoin a super-high-rise apartment building. Since it can be said that the super-high-rise apartment building is more convenient. On the other hand, in "Shiba" and "Daikanyama", the circumference has few residences, and there are extremely few stores required for everyday life. We examined the degree of satisfaction of residence, buyer behavior of daily necessities, eating and drinking outside a house, and how to enjoy the leisure time in "Shiba" and "Daikanyama".

2. The degree of satisfaction of residence

We asked "What kind of good points and bad points do you think there is by living in the house in the center of Tokyo?" (Refer to Table 1)

Table 1. The good points of habitation in the center of Tokyo, and a bad points (%)

		Daikanyama	Shiba
Advantage	Traffic is convenient	80.0	91.7
	An acquaintance can visit easily.	25.0	41.7
Fault	Price are high	58.8	50.0
	Noise is loud	23.5	45.8

As good points, "traffic is convenient" and "it is easy to visit an acquaintance" were chosen by the residents of "Daikanyama" and "Shiba." and the tendency of an advantage is especially strong with "Shiba."

With "Shiba", since it is a street lined with office buildings, it can be said that the Ginza, Nihonbashi, etc., which are the neighborhood and a department store town have the neighborhood and public transport good also for a place of work. Also, it can be said that for those who visit "Shiba", the replies of "public transport is good" and "being easy to visit an acquaintance" have increased.

As bad points, "prices are high" and "noise is loud" were chosen by the residents. Moreover, contrary to anticipation, the residents did not choose "night is dangerous" and "bad environment for children."

The residents do not think that the circumference

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environment which the nighttime population decreased is bad. And money is applied, there are also many people who are pleased with a new life style. Although they think that a resident requires money for everyday life, many residents were pleased with a new life style.

3. Buyer behavior of daily necessities

"Shiba" is a street lined with office buildings. A super-high-rise office building stands on the circumference. Since there are almost no residents, there are no stores, such as greengrocery, butcher shop, and fish shop. Residents go shopping to the place that is long distance away and the "phoenix" also left the supermarket and 420m and a "peacock" left no less than 1250m with a privately-owned car.



Fig 1. The circumference of "Shiba"

"Daikanyama" is in a fashion town and it is regarded in recent years as a town crowded with young people. Although it was originally an upper-class residential area, there are few residents. However, underfoot, it has shopping mall with high-class supermarkets and clothing stores. Therefore, everyday shopping is possible.



Fig2. The shopping mall in "Daikanyama"

4. Eating and drinking outside a house

We asked "How many surrounding commercial establishment is used". The use frequency and store name were filled in. (Refer to Table 2)

Table 2. Use frequency of circumference commercial establishment (%)

	Use frequency	Daikanyama	Example
Restaurant	Occasionally	29.4	<input type="checkbox"/> Italianrestaurant <input type="checkbox"/> Toscana
	2 times per month	11.8	
	1 time per week	-	
	2 times per week	5.9	
Café	Occasionally	11.8	<input type="checkbox"/> LLOYD Café <input type="checkbox"/> Shuri Mai <input type="checkbox"/> Address Café
	2 times per month	17.6	
	1 time per week	-	
Shop	Occasionally	35.3	<input type="checkbox"/> ENOTECA <input type="checkbox"/> kate spade
	2 times per month	17.6	
	1 time per week	5.9	
	2 times per week	11.8	
	Every day	-	
Park	Occasionally	-	<input type="checkbox"/> Daikanyama Park
	2 times per month	-	
	1 time per week	-	
	2 times per week	-	
	Every day	5.9	
Sport gym	Occasionally	17.6	<input type="checkbox"/> Daikanyama sport plaza
	2 times per month	11.8	
	1 time per week	11.8	
	2 times per week	11.8	
Supermarket	Occasionally	-	<input type="checkbox"/> TAVELT <input type="checkbox"/> Pharmacy
	2 times per month	-	
	1 time per week	11.8	
	2 times per week	47.0	
	Every day	41.2	



Fig 3. Cafe of Daikanyama

	Use frequency	Shiba	Example
Restaurant	Occasionally	15.8	<input type="checkbox"/> Tokyo Prince Hotel <input type="checkbox"/> Westin Hotel
	2 times per month	15.8	
	1 time per week	26.3	
	2 times per week	-	
Café	Occasionally	10.5	<input type="checkbox"/> Doutor Coffee <input type="checkbox"/> Tully's Coffee
	2 times per month	10.5	
	1 time per week	10.5	
Shop	Occasionally	5.3	<input type="checkbox"/> Lawson <input type="checkbox"/> rice ball store <input type="checkbox"/> KITAMAE
	2 times per month	10.5	
	1 time per week	15.8	
	2 times per week	31.6	
	Every day	26.3	
Park	Occasionally	5.3	<input type="checkbox"/> Shiba Park
	2 times per month	5.3	
	1 time per week	5.3	
	2 times per week	5.3	
	Every day	-	
Sport gym	Occasionally	5.3	<input type="checkbox"/> Minato-ku Sports center
	2 times per month	5.3	
	1 time per week	5.3	
	2 times per week	10.5	
Supermarket	Occasionally	10.5	<input type="checkbox"/> Phoenix <input type="checkbox"/> peacock <input type="checkbox"/> KINOKUNIYA
	2 times per month	10.5	
	1 time per week	26.3	
	2 times per week	15.8	
	Every day	10.5	



Fig 4. The circumference of "Shiba"

The result of the survey showed no conspicuous tendency in use frequency, such as restaurants and cafes. However, when we look at the store names, we can see the names of stylish restaurants and cafes in "Daikanyama." And there is a name of a high-class hotel with "Shiba."

5. How to enjoy the leisure time

We asked, "How do you enjoy the leisure time? (Only the householder answered)" This question is intended to explore the life style in the center of Tokyo. (Refer to Table 3)

Table 3. How to pass a holiday (%)

	Daikanyama	Shiba
Go to a resort.	11.8	13.8
Go to a membership club.	23.5	13.0
Home party	11.8	4.3
Spending time leisurely at home.	82.4	78.3
Some shopping is done at a department store.	11.8	30.4
In addition to this	53.1	25.8

In addition, an opinion	Do some shopping in the neighborhood.	Do some shopping in the neighborhood.
	Go to a cottage.	Sport
	Fish.	Golf
	Concert	Theatergoing.

The result of the survey showed that "spending time leisurely at home" has the highest percentage. It is thought that this tendency is the same for center of Tokyo and suburbs. We also observed that quite a number of people chose "going to a membership club" or "passing at a resort", and "doing some shopping." We see clearly that "some shopping being done" is a charm of life in the center of Tokyo. In "Daikanyama," many residents answered that they "do shopping in the neighborhood." In "Shiba," many residents answered that they "do shopping in the department store." Hence, it can be said that in "Daikanyama," residents tend to carry out shopping in Daikanyama where they live. In "Shiba," residents tend to carry out shopping at department stores, such as the surrounding Ginza and Nihonbashi. There is no department store in Daikanyama. However, since the town itself serves as popular shopping spot, shopping can fully be enjoyed in the neighborhood. "Shiba" is extending its trip to the department store town in the Ginza or Nihonbashi which is vicinity comparatively for the street lined with office buildings. It can be said that easy access to shopping on a holiday is a charm of habitation in the center of Tokyo.



Fig 5. "Daikanyama" where many people do some shopping

6. Conclusion

We were able to clarify the good points and bad points of living in the center of Tokyo by this research.

In the degree of satisfaction of a residence, we found that the residents do not place importance on factors such as "night being dangerous" and "bad environment for children." Although many residents

pointed out that "prices are high", there are also many people who are pleased with the fact that "traffic is convenient" and the new life style of "being easy to visit an acquaintance."

In the buyer behavior of daily necessities, inconvenience is felt with "Shiba" and some convenience can be felt in "Daikanyama."

The conspicuous feature is not looked at by use frequency with eating and drinking outside a house. However, if a store name besides an ingredient is seen, the name which can be freely used just because it lives in the center of Tokyo has gone up.

In how to enjoy the leisure time, since it lived in the center of Tokyo too, it turned out that shopping is made freely. It can be said that the life style is substantial.

The habitation in the center of Tokyo which the nighttime population already decreases and has the emaculate circumference environment is deeply related to the life style of location and a super-high-rise apartment building, and is considered to be an important point when carrying out the goods plan of a super-high-rise apartment building.