

## Social

# Contributing to Our Communities

### Policy and Concept

The Tokyo Tatemono Group believes that community engagement and volunteer activities contribute not only to community development, but also to sustainable business growth. With this in mind, we conduct a variety of activities to help connect people living in urban environments.

In the various regions where our Group operates, we recruit employees to drive local revitalization events and participate in community cleanup activities, using these community and volunteer activities to raise the value of our local communities.

As a member of the local community, we pursue urban development and community development. Through these activities, we help build a prosperous society.

### Co-Existing with Communities

#### ■ Participating in the Sanno Festival, One of Japan's Three Major Festivals

At the Tokyo Tatemono Group, we believe it is important for community development that we help in passing down culture and instilling awareness in our employees about the people of our communities. Our employees take what they learn and pass it on to future generations.

The Group is an active participant in passing down traditional culture through the Sanno Festival, a key event for the neighborhoods of the Yaesu, Nihonbashi, and Kyobashi areas located around our headquarter building. Traditionally called the Tenka Festival, this event is held on even-numbered years, and is one of Japan's three major festivals, alongside Osaka's Tenjin Festival and Kyoto's Gion Festival

A number of group employees participated in the festival. After gathering at Hie Shrine and on Chuo-dori, the employees helped to carry some of the 12 portable shrines in a spirited, lively procession alongside members of local neighborhood associations. (In 2020, the procession was canceled due to the coronavirus pandemic.)

 **Sustainability Website**  
Special Back Number: Tokyo Tatemono Urban Development Activities (published 2017)  
(Only available in Japanese)



Sanno Festival

### Community Outreach Activities in Yaesu, Nihonbashi, and Kyobashi Neighborhoods (2020)

Event name	Our Group's Activities and Contributions	No. of group employees participating*
Sakura Festival	Sakura viewing, concert, rugby event	Canceled (Total 91 over 3 days)
Tokyo Station area clean-up team	Morning clean-up of Yaesu, Nihonbashi, Kyobashi areas	Canceled (Total 227 over 2 days)
Chuo-dori Clean Walk	Picking up garbage, replanting flower beds along the Chuo-dori street (the Group also served as office staff)	4 (Total 53 over 3 days)
La Folle Journée TOKYO	Held local concert at Tokyo Square Garden	Canceled (Total 8 over 2 days)
Tokyo Ekimachi Kirapika Project	Cleaning areas around Tokyo Station	Canceled (Total 247 over 2 days)
Nihonbashi/Kyobashi Festival	Special sponsor, executive committee members, rugby team organizers	Canceled (Total 9 over 1 day)
Arts & Crafts Market	Held events at Tokyo Square Garden	Total 9 over 9 days (Total 6 over 6 days)
Kyobashi Marche	Held events at Tokyo Square Garden	—

\* In 2020, many events were canceled or scaled back due to the coronavirus pandemic. Figures in parentheses represent results for 2019.

#### ■ Clean-Up Activities

The Tokyo Tatemono Group regularly conducts cleanup activities in the Yaesu, Nihonbashi, and Kyobashi areas, where the Tokyo Tatemono Head Office is located, and other areas to beautify the city, using the time before work begins. In recognition of these activities, we received a letter of appreciation from the Nihonbashi Cleanup Project Cooperation Association.



Morning Clean-Up Activities

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#### ■ Partnering with Non-Profit Organizations

Tokyo Tatemono takes care of sidewalk flower beds along the Chuo-dori street as a member of NPO Hana Kaido.

We also collaborated with the Cheering Supporters for Woods of Chuo Ward, an NPO, to make planter covers out of tree trimmings from the forests of Chuo Ward. Through the Hana Kaido NPO, we installed about 100 of them on the sidewalks of construction sites thereby contributing to the beautification of the city.



Chuo-dori Path Flower Beds

#### ■ Encouraging Lively Communities

The Tokyo Tatemono Group holds a number of events in which many local residents participate to help grow and invigorate communities.

In Nakano Central Park, many events such as flea markets and workshops are held throughout the year, using about 3 hectares of lush green open space (public vacant land, etc.) developed together with neighboring universities and the government. This initiative to use open spaces in creating a lively atmosphere received the 2014 Good Design Award in the category of Design of Community Development.

Since August 2018, the Kyobashi Marche market has been held regularly at Tokyo Square Garden; it was held 16 times in 2020. The market occupies space in the connecting corridor on the first floor, offering fresh vegetables and prepared food items.



Flea Market Held in Nakano Central Park

#### ■ Developing Communities in Places People Can Call Home

At Brillia properties, various initiatives are pursued to encourage people living in newly developed condominiums to integrate smoothly with their local communities, promoting regional revitalization.

Brillia Higashi Nakano Parkside Hills (Nakano-ku, Tokyo) is a condominium project that utilizes the former Higashi Nakano Elementary School site owned by Nakano Ward. This project aims to encourage the settlement of family households by improving the environment for childcare and helping foster a sense of community among residents. We have added shared facilities open to the community and developed a park on an adjacent ward-owned site. We also established an authorized nursery school “Ohayo Hoikuen Higashi Nakano” operated by Tokyo Tatemono Kids, a group company. In addition, as a

measure to deepen the understanding of the project among local residents, we held an online event with local residents to reminisce about the memories of Higashi Nakano Elementary School and talk about the future of the community.



Brillia Higashi Nakano Parkside Hills



Adjacent Okanoue Park

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### TOPICS

## Brillia Tower Ueno Ikenohata and Brillia City Senri Tsugumodai Receive Good Design Awards

### Brillia Tower Ueno Ikenohata (Taito Ward, Tokyo)

**A Way for Tower Apartments to Coexist with Some of Japan's Greatest Scenic Spots:**

**Creating New Urban Landscapes and Human-Scale Townscapes in Scenic Areas**

The site is located in Ueno Ikenohata, a highly utilized area, directly facing Shinobazu Pond, a scenic spot. The site location calls for due consideration for the landscape and nature. However, the area around the site and along the road was itself lacking in greenery and open space.

To address the problem of how to create a tower condominium that befits such a scenic location, we created a lattice-like façade design. This imbues the building with a certain Japanese aesthetic,

which compliments the surrounding urban landscape and human-scale neighborhood. In addition, to provide a place for local residents to interact with each other, we created an open space connecting the west side district and the Kyu-Iwasaki-tei Gardens with Shinobazu Pond.



Brillia Tower Ueno Ikenohata



Open space surrounded by greenery

### Brillia City Senri-Tsukumodai (Suita City, Osaka)

**A Housing Complex Connecting Senri New Town's 60 Years to the Future—**

**Co-creation with Right Holders Opens Up New Possibilities for Reconstruction Projects**

Senri New Town, where this property is located, has maintained its greenery even 60 years after the opening of the town. However, the town as a whole has had to face the issue of aging residents and deteriorating buildings. Rebuilding this condominium involved preserving the environment of New Town, while also respecting the wishes of the residents of the former site. Guided by a theme of co-creation, we engaged in many dialogues with the landowners from the planning stage. The result is a development that is in harmony with the surrounding townscape.

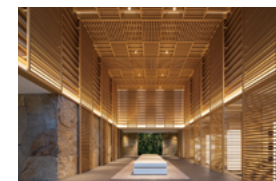
The exterior of the building is designed with white eaves and mullions to delineate the surface. The palette uses subtle browns, reflecting the natural beauty of Senri-Minami Park, which is located next to the building.

Inside the building, we planned a space that evokes a sense of abundance. The entrance uses as a motif the senbongoshi style of grid-like lattice work, as well as many natural materials. In the

common area, we installed art made of scrap wood, based on the theme of connecting time. Cherry trees from the previous housing complex were used for the main entrance art and other materials. Selection of the trees was led by the landowners. As a result of these measures, we were able to create a condominium that while new, also inherits the history of the former property to maintain harmony with Senri New Town. On the soft side, we engaged with a business that operates a café in the park to implement a resident community building program. The program uses the property's common areas and the café as venues for activities aimed at building connections between the property, the park, and the residents.



Brillia City Senri Tsugumodai



Entrance with senbongoshi lattice work

## Community Revitalization Through Our Leisure Business

### Regina Resort

Regina Resort, operated by Tokyo Tatemono Resort, is a special accommodation facility where dogs and their owners lodge together. Eight Regina Resorts are in operation.

In recent years, pets have become recognized as members of the family and more accommodations are accepting pets. Regina Resort was planned from the ground up with dogs in mind. Considerations included floors not easily scratched or dirtied, a number of useful amenities, private dog runs for guests, insurance for accidental damage to facilities, and so on.

These resorts offer guests a sense of ease as they stay with their dogs, creating new demand for tourism and contributing to the economic development of their regions.



Regina Resort Karuizawa Mikageyosui



Regina Resort Hakone Ungaiso

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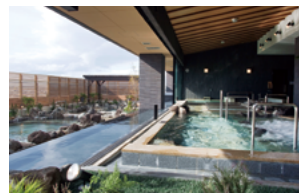
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#### ■ Ofuro no Osama Bathhouses

The Ofuro no Osama chain of bathhouses operated by Tokyo Tatemono Resort is designed to enhance local cohesion, interaction, and communication. These bathhouses serve as a facility for health promotion and preventive medicine as well. Each of these 9 unique hot bath facilities also features restaurants and other amenities.

The ofuro, or hot bath, is a leisure activity deeply rooted in Japanese culture. The Tokyo Tatemono Group believes that providing a relaxing space helps to create a more abundant society. In addition, we focus untiringly on hygiene management so customers can use our facilities with confidence. Beyond daily cleaning, sterilization, and water quality inspection, we perform pipe cleaning with hydrogen peroxide three times a year for our baths. For hygiene management at our restaurants, we have created manuals for each location and partner with external specialists who conduct hygiene inspections.

By providing a space where customers feel at ease, we contribute to revitalizing local communication and promoting the health of local residents.



Ofuro no Osama,  
Koza Shibuya Ekimae Store



Ofuro no Osama, Ebina Store

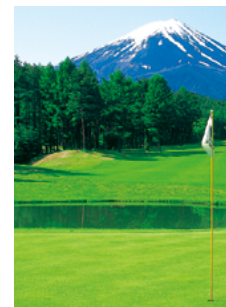
#### ■ Golf Business

Tokyo Tatemono Resort currently operates 12 golf courses, ranging from membership courses with a full club life experience to public courses with a casual atmosphere.

We believe that a golf course is not only a place for sport, but also a place for recreation, health care, and communication, offering a space where members of the local community can relax. We also believe that, by properly managing the green spaces that spread across the vast site, we can help enrich the local natural environment.

To provide a pleasant club life experience for our customers, we actively gather customer feedback through various means such as surveys. We circulate these opinions and requests to all our golf facilities. In addition, we exercise consideration for the environment in the operation of these facilities, through measures such as the installation of power monitoring displays and water-saving shower fixtures to reduce the environmental impact of these facilities.

We will continue to work in harmony with nature, the environment, and the local community so that as many people as possible can enjoy golf.



Kawaguchiko Country Club

#### Cultural and Social Contribution Activities

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[Contributing to Our Communities: Cultural and Social Contribution Activities](#)