

論文題目 **Street Conviviality in Shimokitazawa:**
An Assessment Method for the Socio-Spatial Dynamics of Creative Industries
(下北沢における街路の共愉性:創造産業の社会空間への影響の評価法の研究)

氏 名 デ.ゼブス.ディオニジオ マリア.リタ

1. Introduction

Conviviality is an important factor in evaluating the vitality of Public Spaces, expressing the ability of cities to attract residents, visitors, and investment (Mean and Tims 2005, Landry 2006). Additionally, Conviviality represents a pre-condition for the Creative City (Landry 2008). Creativity can be argued as an abstract concept that can only be measured through observable phenomenon related to its process (Florida 2002, Landry 2008). However, little research focusing on Conviviality has been developed to explain the creative process. Therefore, the research aims to develop a methodology to assess how the setting of activities, locational and morphological factors interrelated with Conviviality, influencing the ability to support the Socio-Spatial Dynamics of Creative Industries; focusing 13 streets and 8 alleys in Shimokitazawa, Setagaya Ward, Tokyo.

1.1 Background and Need

Tokyo is among the most creative cities of Japan (NLI Research Institute, 2009), leading in several sectors such as advertising, publishing, and performing arts (NLI Research Institute, 2009). Surprisingly, when it comes to music, architectural design, arts and crafts, and antique and traditional culture, Tokyo is not even among the top 3 cities (NLI Research Institute 2009). Well known as the *Mecca of Performing Arts*, or the *City of Theatre*, Shimokitazawa contributes to the positioning of Tokyo as a leading Creative City through its contribution to the performing arts sector. Additionally, among other emerging creative districts, Shimokitazawa presents importance in the music, arts and crafts, antique and traditional culture sectors, which coincidentally are among the sectors that are less expanded in Tokyo.

In recent years, Shimokitazawa has been subject to controversial urban planning circumstances raising the research need on the reinterpretation of streetscape in the context of urban regeneration. The enactment of the routes 54 and 10 jeopardise the streetscape of the district (Kobayashi 2007), due to their super-imposing scale planned to cross the centre of Shimokitazawa. Additionally, the District Plan proposed by the City Planning Council of Setagaya Ward integrates a building code relaxation of the Japanese Building Standards Law, allowing developers to build higher than would be usually permitted (Kobayashi 2007), compromising the streetscape. Moreover, the setback of building facades integrated in the Plan in order to promote road widening, inserts discrepancy between recently built and buildings constructed before the plan was enacted which in turn compromises the consistency of street fronts in Shimokitazawa (Kobayashi 2007). Therefore, Shimokitazawa requires research addressing the need for streetscape valorisation.

1.2 Definitions

- **Socio-Spatial Dynamics:** The term refers to the dynamics interacting in the construction of Conviviality, integrating the movements of people throughout space, which do not necessarily express the conventional definition of Conviviality. Moreover, the term refers to the relation between transience and the constituents of Conviviality (permanence and social interactions) (Fig.1).

- **Conviviality:** The term is used to describe social life expressed by permanence activities and interactions that people perform in Public Space (Fig.1).

- **Creative Industries:** The definition adopted in this research corresponds to the M.E.T.I. definition of "Creative Industries" as detailed in the 2009 Creative Industries Mapping, integrating the following sectors: advertising; architectural design; crafts, art, antique & traditional culture; design; film, video, and photography; music; performing arts; artists, academic & cultural organisations; publishing; computer software; and television and radio.

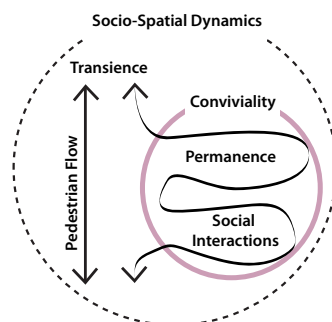


Figure 1: The relation between the concepts of Socio-Spatial Dynamics and Conviviality.

2. Methodology

The research methodology includes three components (Fig. 2) to create a method that can be also applied to other districts and other typologies of Public Space besides streets. The Street Conviviality Assessment, the first component of the methodology, documents pedestrian movements, and outdoor activities to characterize the patterns of street Conviviality. Includes two observation instruments: the trip chain survey and the survey of outdoor activities. The trip chain survey focused the observation of 660 trip chains originated at the main supermarkets and railway Station (Fig. 4). Such consideration was based upon the observation that such public buildings in Shimokitazawa perform the role of activity *boosters* thereby enhancing intense patterns of Conviviality in these vicinities. In a first stage, the trip chain survey allowed the definition of case streets (Fig. 3). Furthermore, the survey served to determine patterns of destination in each street (street destination rate), and to identify the main patterns of permanence and social interaction within transience (921 observed subjects), which was essential for the design of the next survey. The survey of outdoor activities aimed the mapping of outdoor activities (Fig. 5) in periods of 30 minutes in the morning, noon, and evening (weekdays, and weekend days). The survey included the observation of a total of 6843 outdoor activities (corresponding to about 9781 observed people), integrating the mapping of permanence activities - short stays, long stays, window shopping, street food, outdoor work, queues, and street performances-; and the mapping of social interactions - spontaneous encounters and premeditated meetings.

Furthermore, the Assessment of the Socio-Spatial Dynamics of Creative Industries, corresponding to the second component of the methodology, integrates a (second) trip chain survey, focusing the observation of 50 trip chains originated at Creative In-

dustries (theatres, music live houses, and movie theatre), for the characterisation of specific behaviour patterns, which characterise the particular scope of Conviviality enhanced by local Creative Industries.

The Assessment of Morphological Features & Setting of Activities corresponds to the third component of the methodology, integrating two surveys. The survey of the setting of activities integrated the documentation of all business activities available in each street for the characterization of the functional setting and identification of which activities corresponded to Creative Industries. Furthermore, the morphological survey focused on the measurement of morphologic features characterising the streets of Shimokitazawa (store encroachments, soft edge facades, street widths, and setbacks).

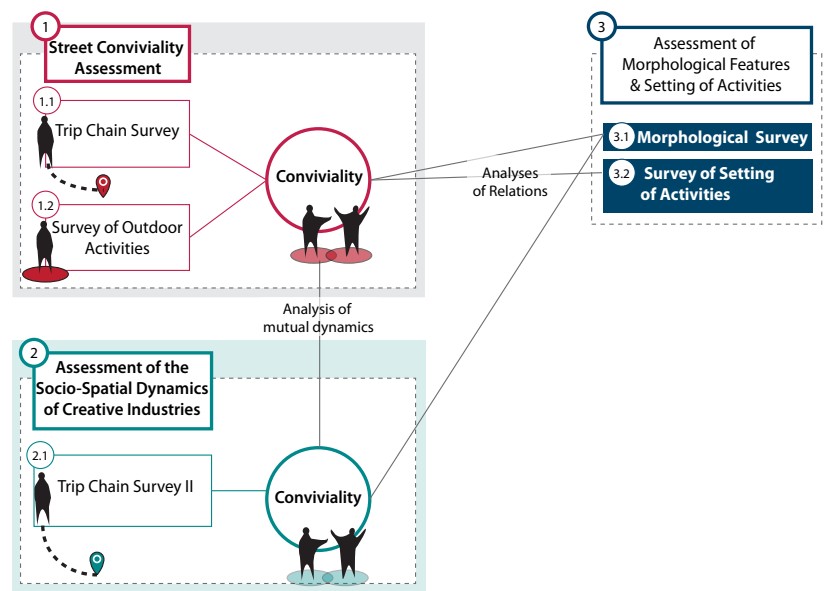


Figure 2: Scheme of the Research Methodology.



Figure 3 (left): Case Streets (13 Streets and 8 Alleys). Figure 4 (centre): Trip Chain Survey (late Nov.2012-Mar.2013). Figure 5 (right): Survey of Outdoor Activities (Mar.2013).

3. Analysis

The analytical framework (Fig. 6) integrates three scopes of analysis focusing on the Dynamics of Conviviality at different scales : (1) The Analysis of the General Dynamics of Street Conviviality, integrating: (a) the characterisation of outputs (general dynamics); (b) the estimation of people involved in Conviviality in each case street (Number of people/ hour); (c) correlations analysis aiming the examination of morphological, functional and locational factors in their ability to influence Conviviality; and (d) the examination of Conviviality distribution throughout the week.

(2) The Analysis of the Socio-Spatial Dynamics of Conviviality focuses on the examination of maps aiming to clarify: (a) the relation between functional and locational factors and the constituents of Conviviality (permanence and social interactions), and

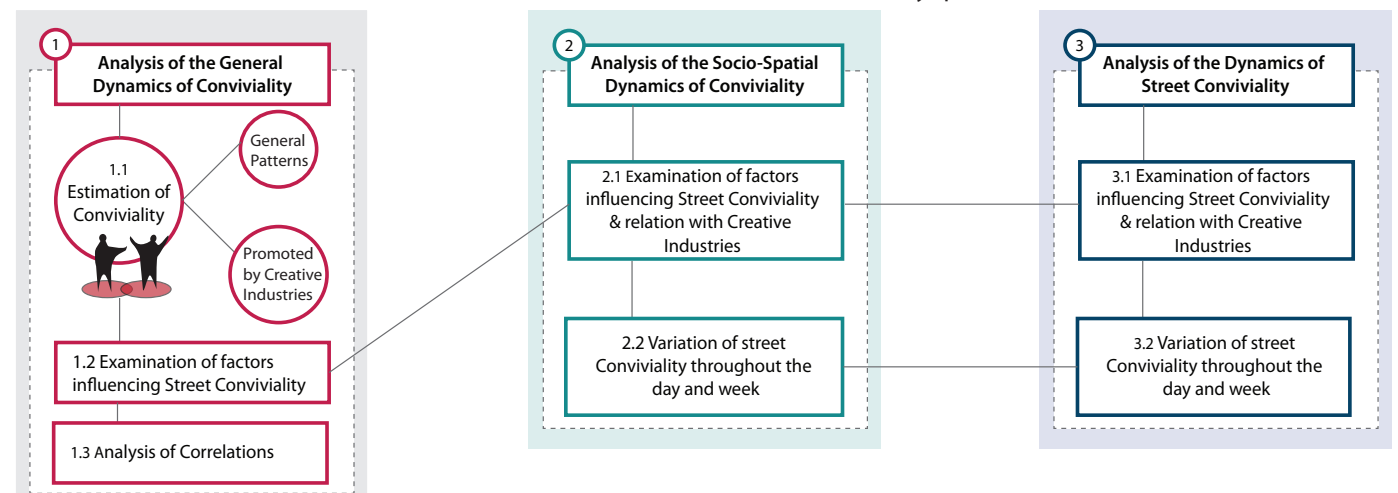


Figure 6 : Framework of Analysis.

(b) the variation of Conviviality dynamics throughout the day (morning, noon, and evening) and week (weekdays and weekend days). Moreover, this analytical scope focuses the relations between Conviviality and Creative Industries.

(3) The Analysis of the Dynamics of Street Conviviality focuses the particular relations between Conviviality and Creative Industries at the street scale, in which the influence of morphological/ functional/ locational factors in shaping Conviviality, and the surrounding synergies from/in other streets are analysed. Moreover, it is also analysed the variations of Conviviality throughout the day (morning, noon, and evening), and week (weekdays and weekends).

4. Results

(1) In the first part of the analysis, the results of the estimation of Conviviality (Fig. 7) showed that Conviviality in weekdays is intense in Kitaguchi Shoutengai, Minamiguchi Shoutengai (both with more than 2000 people performing convivial activities per hour), and Azuma Dori. In contrast, Conviviality in weekends is rather equally distributed throughout the network. The estimation of Conviviality promoted by Creative Industries (Fig.7) show that Minamiguchi Shoutengai, Azuma Dori, Touzai Minami Street and Kitazawa Street correspond to highlight streets for a convivial milieu among transients connected to Creative Industries in weekdays. In weekend days, Azuma Dori becomes calmer, while it is observed a significant strengthening in Ichi-Ban Gai. Moreover, low motorised traffic and activity magnets showed relevance as Conviviality supporters (Figs. 7,8). Activity magnets support Creative Industries in the promotion of street Conviviality because Conviviality promoted by Creative Industries is mostly located in the surroundings of activity magnets of level 1 (Railway Station, supermarkets and City Hall). Furthermore, the results of the correlations analysis showed that larger encroachment areas enhance Conviviality (correlation coefficient of 0.8 in weekdays, and 0.7 in weekends). Similarly, larger extensions of soft edge facades also promote Conviviality (coefficient of correlation of 0.9 in weekdays, and 0.8 in weekends). Regarding Conviviality promoted by Creative Industries, the correlation with encroachment areas equals to 0.6 in weekdays, and 0.7 in weekends; while with soft edge facades equals to 0.8 in weekdays and weekends.

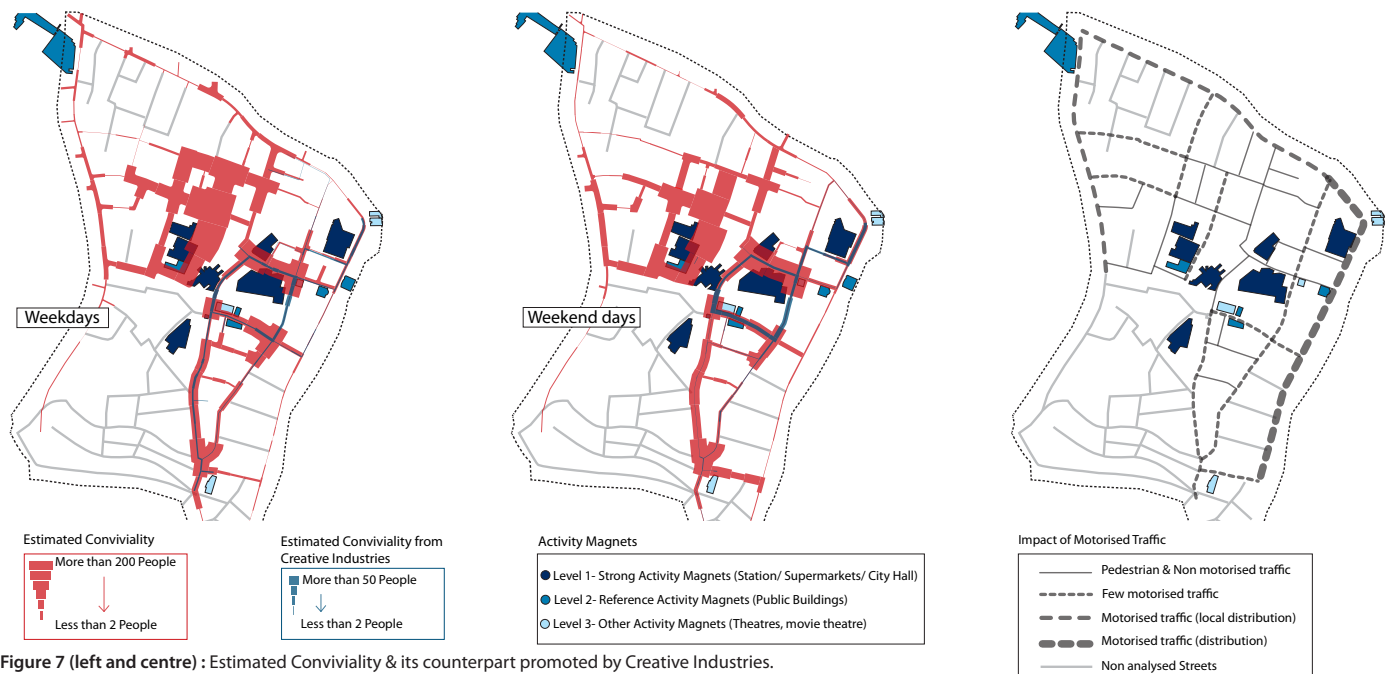


Figure 7 (left and centre) : Estimated Conviviality & its counterpart promoted by Creative Industries.
Figure 8 (right) : Activity Magnets & Impact of Motorised Traffic in case streets.

(2) The second part of the analysis revealed that streets located in the proximity of several activity magnets, with a diverse setting of activities, present a tendency for meetings and permanence (Fig.9). Other streets directly connected to these, present intense patterns of Conviviality in the stretches near the crossings (Fig.10). Furthermore, Conviviality promoted by Creative Industries is more distributed throughout the streets in weekdays, while in weekend days it remains concentrated around the activity magnets and main Creative Industries. Moreover, the results show that Conviviality in the morning of weekdays is distributed throughout the case streets, in comparison to weekends, in which permanence and meetings are concentrated around reference activity magnets. Street Conviviality in the noon differs in weekdays and weekends, mostly by the number of people, in which the weekend's noon presents an expressive increase of the number of people. Conviviality in the evening presents relevant changes in comparison to the rest of the day, both in weekdays and weekends because permanence decreases and social interactions increase, which is notorious around the Railway Station and other activity magnets.

(3) The results of the Analysis of the Dynamics of Street Conviviality revealed that according to the relation between Conviviality and functional, locational, and morphological variables, there are 3 types of streets (Fig. 11) among the case streets:

(a) **Interface Streets:** which provide a quintessential support for the dynamics of Conviviality in the district due to their contingent location to the Railway Station and main activity magnets. Such is the case of Kitaguchi Shoutengai, and Minami Shoutengai; (b) **Creative Axes:** which are the most referenced streets regarding Creative Industries in the district. Azuma Dori, Ichi-Ban Gai, and Kitazawa Street are Creative Axes in Shimokitazawa due to their particular atmospheres within the scope of Creative Industries; (c) **Alleys of Reconditus Creativity:** located in less accessible positions within the street network, while presenting vocation for Creative Industries, these alleys present relevance in promoting Conviviality. Such is the case of Daita Kitazawa Alley, Pure Road, Minamiguchi Alley, and Ichi-Ban Alley.

The factors influencing Conviviality differ within these 3 groups of streets (Fig.11). The proximity to activity magnets and low

impact of motorised traffic influence Conviviality in Interface Streets, allowing window shopping. In another hand, a diverse setting of Creative Industries, large encroachment areas and longer extension of soft edge faces are relevant for the dynamics of Conviviality in Creative Axes, promoting short stays. Complementarily, the unique relation between the distance to activity magnets, a diverse setting of Creative Industries, and morphological features accommodating human scale, enables alleys to develop a *sui generis* relation between Creative Industries and Conviviality, distinctive for diverse permanence activities (short stays, long stays, and window shopping).

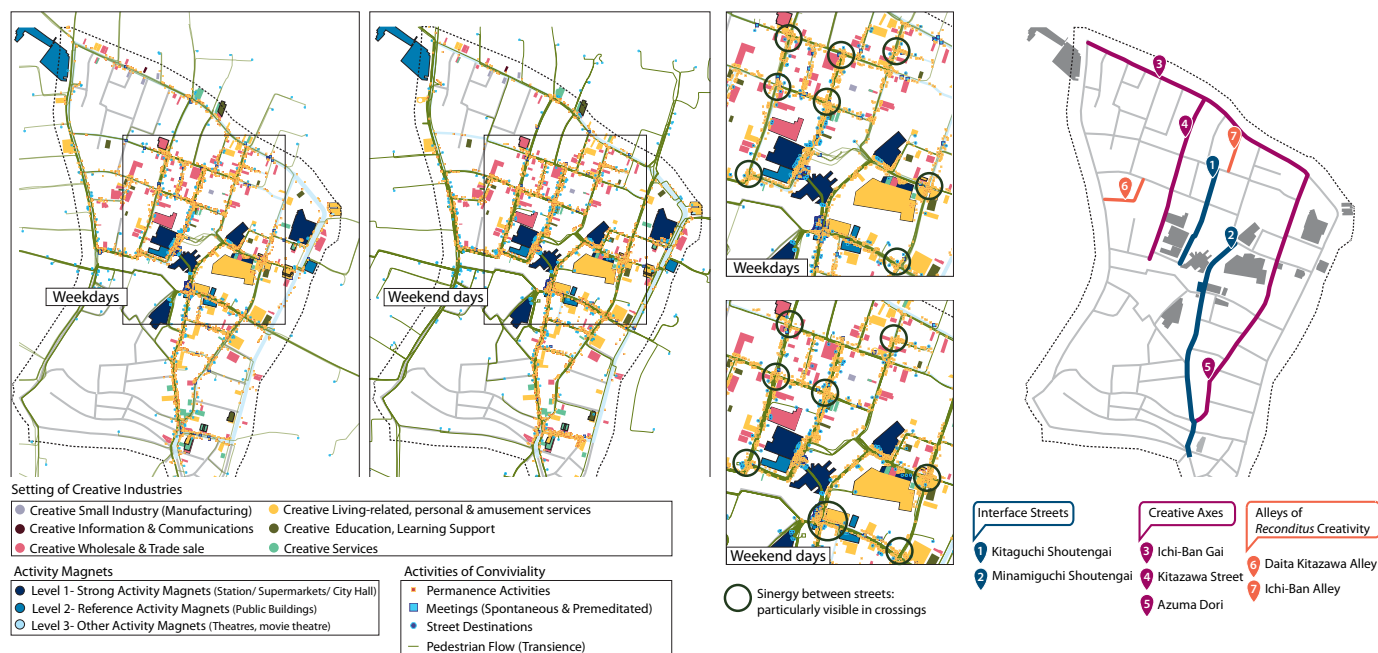


Figure 9 (2 plans in the left) : Results of the Analysis of Socio-Spatial Dynamics of Conviviality. **Figure 10 (2 plans in the centre):** The synergies of Conviviality between Streets. **Figure 11 (right):** Streets identified as representative of the Socio-Spatial Dynamics of Creative Industries in Shimokitazawa.

5. Discussion

The findings elucidate that the synergetic dynamics between streets support the relation between Creative Industries and Conviviality, therefore expressing the need to intervene systemically in the streets of Shimokitazawa. Moreover, the distinct relations between functional, morphological and locational factors supporting Conviviality, and its counterpart enhanced by Creative Industries, allowed the identification of 3 typologies of streets. This finding may represent a first step for the acknowledgement of different regeneration needs, essential for an efficient decision-making on priorities, and intervention measures. Functional and locational factors are the most relevant to promote the relation between Conviviality and Creative Industries in Interface Streets, while morphological and functional present more relevance in Creative Axes. In complementarity, the relations between morphological, locational and functional are essential to understand the connections between street Conviviality and Creative Industries in alleys. The positive impact of few motorised traffic in conjunction with the presence of a diverse scope of activity magnets in the Conviviality dynamics of Interface Streets, and consequently in surrounding streets due to synergistically generated Conviviality (Kitaguchi Shoutengai and Minamiguchi Shoutengai) raises the need to integrate these streets in a systemic approach to urban planning, addressing their ability to condition and shape Conviviality over the entire district. Furthermore, assessing the characteristics that shape street Conviviality in Creative Axes constitutes an innovative approach to the scope of Creative Cities by tackling the factors that enable the relation between Conviviality and Creative Industries at the street scale. In the field of Urban Planning, improving methods of urban regeneration must address these specific interrelations in order to sustain or enhance street Conviviality. Moreover, the implications of these findings complement previously developed research on Public Spaces by attaining locational, morphological, and functional factors (Appleyard and Lintell 1972, Gehl 2011, Zukin and Braslow 2011) while also exploring their interrelation for the enhancement of street Conviviality. Similarly to the impacts of Interface Streets, the specific relations between morphological, functional, and locational factors in Creative Axes also provide an important step for integrating Creative Industries in strategy design of the district's future urban regeneration. Ichi-Ban Gai reveals that a Creative Axis can promote street Conviviality by combining an intimate and less vibrant atmosphere with a traditional streetscape despite its peripheral location in the street network. Complementarily, the analysis of Azuma Dori and Kitazawa Street showed that the relation between Creative Industries and street Conviviality benefit from the conjunction of morphological features that promote an inviting atmosphere (such as encroachments and soft edge facades), and the proximity to activity magnets. These findings may represent a first step to integrate Creative Industries in Urban Planning through the development of urban regeneration priorities aiming the preservation of such relations.

The findings clarify that Shimokitazawa is a *sui generis* case is the relation between Creative Industries and street Conviviality due to a rich diversity of relational combinations between morphological, locational and functional factors, expressed in streets of different typologies. Interface Streets, Creative Axes, and Alleys of *Reconditus* Creativity form a unique network of Creative Conviviality that is synergistically distributed. The intrinsic relations between the three typologies of streets express the social health of the district, and the characteristics of its Creative cycle. The emergence of Creative Industries in Alleys of *Reconditus* Creativity as main activity magnets (as is the case of Daita Kitazawa Alley, Ichi-Ban Alley, Kitazawa Alley, and Pure Road Street) expresses the need to review the integration of this street typology in a preservation strategy aiming the conservation of streetscape and the stabilisation of the Creative cycle in Shimokitazawa.