



RESEARCH
S HINAGAWA





The gateway to historical Tokyo

Shinagawa City, a hub of transportation and commerce.

Flourishing as a post town since the Edo period, it now sits beside major transportation terminals and continues to develop as a business district.

The city's streetscape, shaped by these characteristics, is being redeveloped and now offers an attractive location where people live in close proximity to their workplace.

Don't miss the future potential of Shinagawa City.



Information on redevelopment in Shinagawa, a city that still serves as a key transportation hub



Osaki & Gotanda Area

Urban development enabling living and working in close proximity

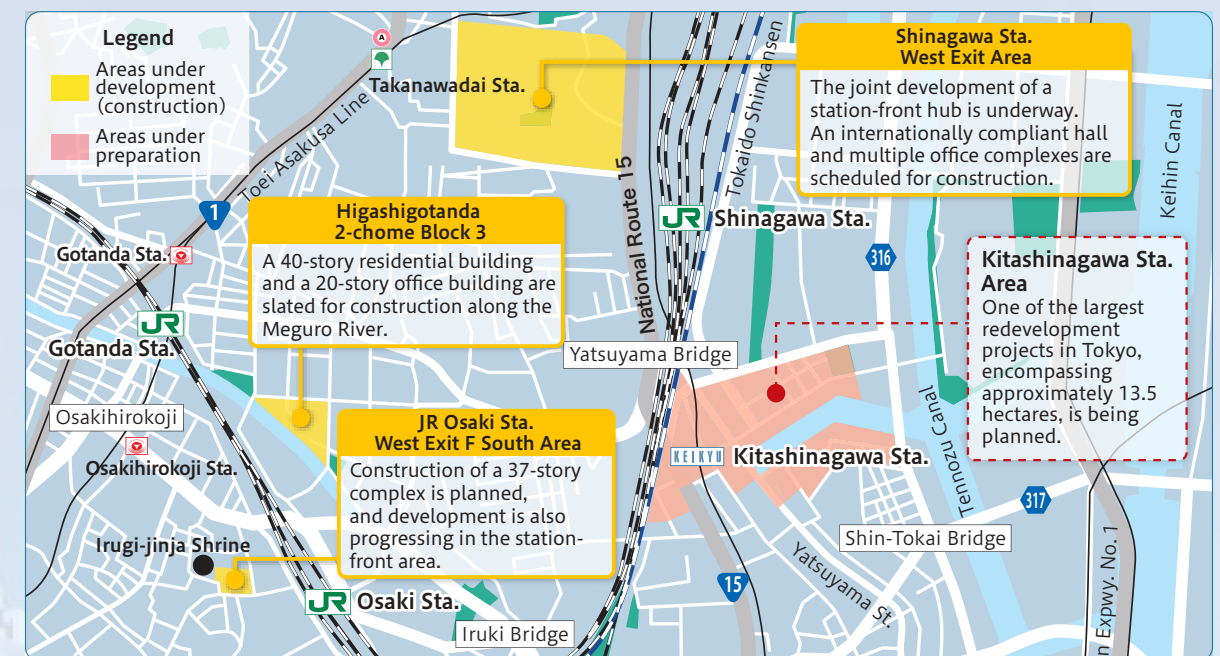
Redevelopment is underway in the area between Osaki Station and Gotanda Station on the JR Yamanote Line. Expanding housing supply is transforming the area from a highly convenient, popular business district to an increasingly attractive neighborhood where people live near their place of work.



Shinagawa & Kitashinagawa Area

Redevelopment in preparation for the Linear Shinkansen opening

Following the development of Shinagawa Station, the starting point for the Linear Chuo Shinkansen Line, active redevelopment is underway on the neighboring Kitashinagawa Station. Keep a close eye on future developments.



*As of March 31, 2026 *Redevelopment information is subject to change. *References: "Urban Redevelopment Projects Currently Underway," Shinagawa City website; "Selected as a project partner for the Shinagawaura Area (North, West, and South Districts) Urban Redevelopment Project," Tokyu Land Corporation *Reference: "Urban Development in the Shinagawa Station Vicinity," Minato City website



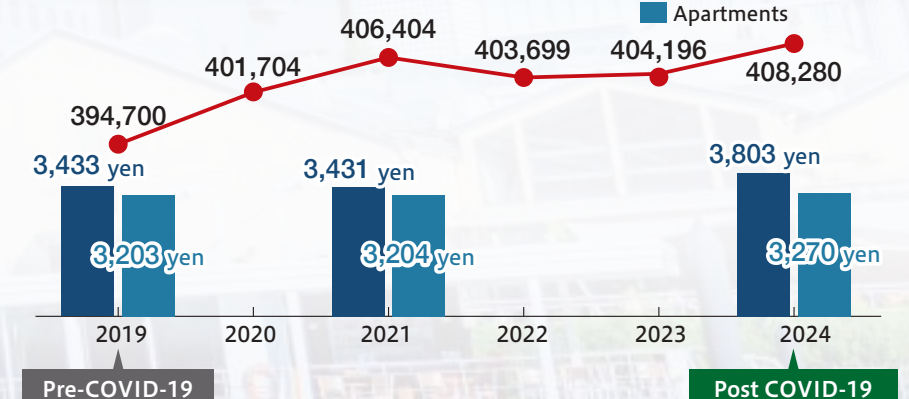
Strong rental market conditions drive Shinagawa City's population growth

Shinagawa City population

Rental property unit value (yen/m²)

Condominiums
Apartments

[Shifts in population*1/average rent*2 in Shinagawa City]



*1: Created by Tokyu Livable, Inc. based on "Population, Demographic Changes, and Number of Households Based on the Basic Resident Register" from the Ministry of Internal Affairs and Communications (figures current as of January 1 of each year) *2: Created by Tokyu Livable, Inc. based on the "Rental Trends in the Tokyo Metropolitan Area" from the Real Estate Information Network for East Japan's REINS data library



SHINAGAWA CITYLIFE GUIDE

Created by Tokyu Livable, Inc., based on real estate transaction price information for pre-owned condominiums, etc. from the Ministry of Land, Infrastructure, Transport and Tourism's Real Estate Information Library (<https://www.reinfolib.mlit.go.jp/>)

Togoshi/Ebara

Togoshi has one of the largest shopping districts in the Kanto region that attracts crowds. Ebara is a nostalgic district rich in human warmth.

High residential satisfaction is bolstered by one of Japan's leading shopping districts. With one of the best growth rates in Shinagawa City, the area is now a prime investment spot.

Average real estate value per square meter of pre-owned condominiums

	Togoshi	Ebara
2019	1,104,106 yen/m ²	1,024,691 yen/m ²
2021	1,097,763 yen/m ²	1,159,634 yen/m ²
2024	1,544,589 yen/m ²	1,284,072 yen/m ²



Togoshi Ginza

The 1.3-kilometer shopping street is buzzing with approximately 400 shops and has gained nationwide fame for its street food.

Within walking distance of Togoshi-ginza Sta./Ebara-nakanobu Sta. on the Tokyu Ikegami Line; Togoshi Sta. on the Toei Asakusa Line

Koyama

Koyama, where retro shopping streets add color to daily life, blending vibrancy with growth.

Average real estate value per square meter of pre-owned condominiums

2019	959,645 yen/m ²
2021	1,235,704 yen/m ²
2024	1,437,031 yen/m ²

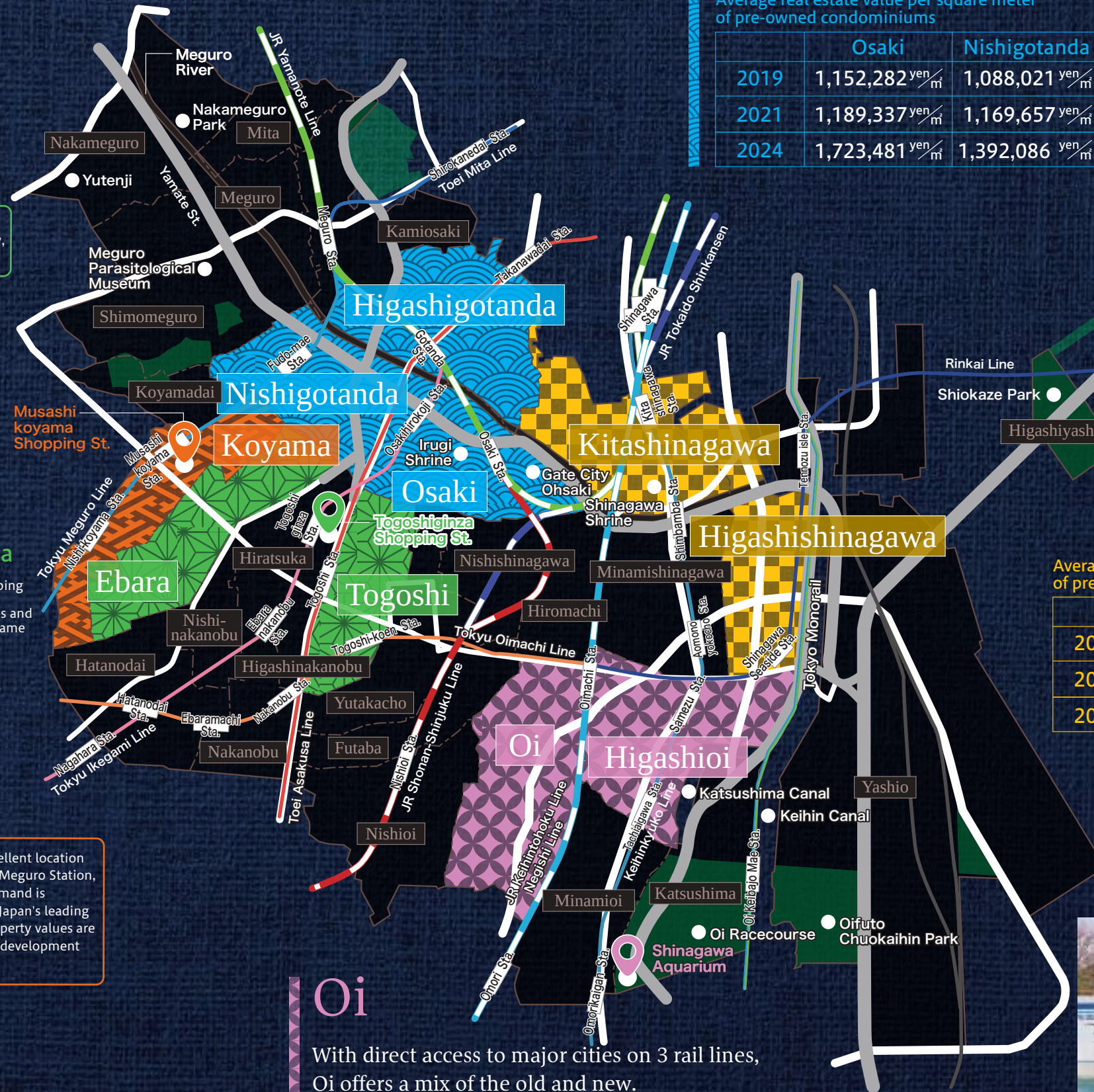
In addition to its excellent location with direct access to Meguro Station, strong residential demand is supported by one of Japan's leading shopping streets. Property values are expected to rise as redevelopment progresses.



Musashi Koyama Shopping Street

Around 250 shops line this major shopping street stretching 800 meters. The bustling arcade offers everything from gourmet food to fashion and daily necessities.

Right outside Musashi-koyama Sta. on the Tokyu Meguro Line



Osaki/Gotanda

Average real estate value per square meter of pre-owned condominiums

	Osaki	Nishigotanda
2019	1,152,282 yen/m ²	1,088,021 yen/m ²
2021	1,189,337 yen/m ²	1,169,657 yen/m ²
2024	1,723,481 yen/m ²	1,392,086 yen/m ²

Osaki is a future-forward district offering a work-close-to-home lifestyle. Gotanda is a vibrant area offering delicious foods.

It's a rare, prime location on the south side of the Yamanote Line. Thanks to its excellent accessibility, the area is resilient to price fluctuations and maintains strong resale value.

Shinagawa

Kitashinagawa exudes the elegance of Edo, while Higashishinagawa is rapidly developing.

It's the starting point of a new major artery in Japan. Established as a hub for both domestic and international business, Shinagawa's property values are anticipated to grow over the long term.

Average real estate value per square meter of pre-owned condominiums

	Kitashinagawa	Higashishinagawa
2019	1,052,715 yen/m ²	891,291 yen/m ²
2021	1,198,815 yen/m ²	1,004,084 yen/m ²
2024	1,433,111 yen/m ²	1,174,617 yen/m ²

Oi

With direct access to major cities on 3 rail lines, Oi offers a mix of the old and new.

Average real estate value per square meter of pre-owned condominiums

	Oi	Higashioi
2019	1,045,558 yen/m ²	949,478 yen/m ²
2021	1,024,936 yen/m ²	1,012,295 yen/m ²
2024	1,299,006 yen/m ²	1,267,525 yen/m ²

Thanks to its superior transportation access, the area is positioned as a leading choice for those seeking to live close to work. Rental demand can be expected, with a view toward medium- to long-term capital gains.



Shinagawa Aquarium

This well-known spot in Shinagawa is popular for its underwater tunnel and dolphin show. It's a relaxing hub bustling with families.

A free shuttle bus runs from Oimachi Sta. on the JR Keihin-Tohoku Line

ACCESS INFORMATION



Information on major routes from Shinagawa Station

Shinjuku Sta. 21 min. direct (JR Yamanote Line)

Shibuya Sta. 14 min. direct (JR Yamanote Line)

Ikebukuro Sta. 29 min. direct (JR Yamanote Line)

Roppongi Sta. 24 min. (transfer to the Toei Oedo Line at Daimon Sta., Keikyū Main Line)

Ginza Sta. 12 min. (transfer to the Tokyo Metro Ginza Line at Shimbashi Sta., JR Yokosuka Line)

Ueno Sta. 21 min. direct (JR Yamanote Line)

Akihabara Sta. 17 min. direct (JR Yamanote Line)

Asakusa Sta. 26 min. direct (Keikyū Main Line)

Yokohama Sta. 17 min. direct (JR Tokaido Main Line)

Haneda Airport Terminal 1-2 Sta. 23 min. (Keikyū Main Line Express)

Narita Airport Sta. 70 min. direct (JR Narita Express)

*Times shown refer to the time required during weekday commuting hours. They include transfer/wait time.



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