

# JAPANTOWN PLAN – A DRAFT Working Outline

## Planning Department Related Activities, Jurisdiction, or Strengths



- 1. Securing a Japantown future as the historical and cultural heart of Japanese and Japanese American Community**
  - 1.1. Promote Japantown historical value
    - 1.1.1. Document history
    - 1.1.2. Memorialize historic qualities
    - 1.1.3. Brand Japantown History
  - 1.2. Promote a sense of Japan, in addition to the Japanese American culture
    - 1.2.1. Celebrations
    - 1.2.2. Architecture
    - 1.2.3. Food
    - 1.2.4. Institutions
  - 1.3. Enhance historical and cultural landmarks
    - 1.3.1. Identify
    - 1.3.2. Codify
    - 1.3.3. Develop enhancement programs
  - 1.4. Safeguard community based institutions
    - 1.4.1. Identify
    - 1.4.2. Document needs
    - 1.4.3. Develop enhancement programs
  - 1.5. Provide retail/restaurants that cater to youth, families, neighbors and tourists
    - 1.5.1. Zoning flexibility
    - 1.5.2. Develop locational incentive programs
  - 1.6. Promote events that attract youth and families (to live, visit and shop)
    - 1.6.1. Identify regular events
    - 1.6.2. Identify special (irregular) events
    - 1.6.3. Develop public notification networks (media, press, internet)
  - 1.7. Serve as the hub for the Japanese community in the region
    - 1.7.1. Collaborate with regional components of the Japanese community (shared resources)
    - 1.7.2. Regional outreach
    - 1.7.3. Attract and promote a greater regional community understanding and resource sharing
  - 1.8. Preserve Japantown livelihoods, existing local and historic businesses

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- 1.8.1. Economic development and retention programs
- 1.8.2. Land Trust
- 1.8.3. Endowment Programs
2. **Securing Japantown future opportunities as a thriving commercial and retail district**
  - 2.1. Encourage business development for new companies that reflect Japantown
    - 2.1.1. Ease business location opportunities in Japantown (Zoning, locations incentives in the form of taxes and business service resources)
    - 2.1.2. Discourage predatory retail practices and opportunities
  - 2.2. Generate demand outside of the immediate area
    - 2.2.1. Facilitate Citywide, regional and visitor trade information and opportunities
    - 2.2.2. Community Development District
    - 2.2.3. Hotel Bed Fees
3. **Secure a Japantown future as a home to residents and community based institutions**
  - 3.1. Provide more mixed-income housing, especially for families and seniors
    - 3.1.1. Increase affordability opportunities (Community Benefit Fees)
    - 3.1.2. Require unit type mixes in new developments
    - 3.1.3. Community Benefit Programs- Institutions
  - 3.2. Provide economic support for community based non-profit organizations
    - 3.2.1. Develop resource sharing programs
4. **Secure Japantown future opportunities as a physically attractive and vibrant environment**
  - 4.1. Enhance the Japanese character
    - 4.1.1. Develop Design Standards
  - 4.2. Increase the sense of safety
    - 4.2.1. Promote public realm enhancements
    - 4.2.2. Community Benefit Programs
  - 4.3. Improve the appearance and cleanliness
    - 4.3.1. Develop a comprehensive public realm landscape plan
    - 4.3.2. Promote public realm enhancements
    - 4.3.3. Community Benefit Programs
  - 4.4. Provide consistent sidewalk and public space maintenance
    - 4.4.1. Promote public realm enhancements
    - 4.4.2. Community Benefit Programs
  - 4.5. Reestablish pedestrian connections, social interactions and commerce between the neighborhoods on either sided of Geary Boulevard
    - 4.5.1. Geary BRT Coordination
    - 4.5.2. Promote public realm enhancements
    - 4.5.3. Community Benefit Programs
  - 4.6. Provide quality recreational opportunities
    - 4.6.1. Promote public realm enhancements

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- 4.6.2. Discourage new shadow impact on outdoor recreation areas
- 4.6.3. Identify new recreation opportunity sites
- 4.7. Provide spaces that cater to youth and families
  - 4.7.1. Promote public realm enhancements
  - 4.7.2. Community Benefit Programs
- 4.8. Strive to utilize sustainable technology and materials
  - 4.8.1. Promote sustainable technology opportunities
  - 4.8.2. Require Green Building Codes
  - 4.8.3. Explore rooftop utilization
  - 4.8.4. Integrate preservation and sustainable technology partnerships
- 4.9. Improve public space and parks
  - 4.9.1. Promote public realm enhancements
  - 4.9.2. Community Benefit Programs
- 4.10. Maintain a livable neighborhood that reflects San Francisco's diversity
  - 4.10.1. Promote public realm enhancements
  - 4.10.2. Community Benefit Programs
  - 4.10.3. Healthy Development Measurements Tool (DPH)

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## Major Component Pieces to the 2011/12 Rework of the BNP

- ✓ Design Standards
- ✓ Social Heritage SUD
- ✓ CLT
- ✓ Sustainability – Rooftop Treatments
- ✓ JTown Neighborhood Commercial District Controls

## Major Research Project Completed

- ✓ Updated Retail Sales Data
- ✓ Build Out Potential of the Existing Zoning
- ✓ CLT – Burlington and Associates
- ✓ CLT – Economic Analysis

## Major Research Still Needed

- ✓ Social Heritage District Documentation and Justification
- ✓ Legal CLT Governance Questions
- ✓ Structural Analysis of SFMTA Garage Facility