SUMMARY OF PROPOSED CHANGES TO THE DRAFT BNP PLAN

The proposed Draft Plan modifications are intended to better support the Japantown BNP Goals:

GOAL 1: SECURE JAPANTOWN'S FUTURE AS THE HISTORICAL AND CULTURAL HEART OF JAPANESE AND JAPANESE AMERICAN COMMUNITY.

a. Promote Japantown's value and history.
b. Promote a sense of Japan, in addition to the Japanese American culture.
c. Enhance historic and cultural landmarks.
d. Safeguard community-based institutions.
e. Promote events that attract youth and families (to live, visit, and shop).
f. Serve as the hub for the Japanese community in the region.

GOAL 2: SECURE JAPANTOWN'S FUTURE AS A THRIVING COMMERCIAL AND RETAIL DISTRICT.

a. Preserve Japantown's livelihood, existing local and historic businesses.
b. Encourage business development for new companies that reflect Japantown.
c. Provide retail/restaurants that cater to youth, families, neighbors and tourists.
d. Provide consistent sidewalk and public space maintenance.
e. Generate demand outside of the immediate area.

GOAL 3: SECURE JAPANTOWN'S FUTURE AS A HOME TO RESIDENTS AND COMMUNITY-BASED INSTITUTIONS.

a. Provide more mixed-income housing, especially for families and seniors.
b. Provide economic support for community-based, non-profit organizations.
c. Improve public space and parks.
d. Maintain a livable neighborhood that reflects San Francisco's diversity.

GOAL 4: SECURE JAPANTOWN'S FUTURE AS A PHYSICALLY ATTRACTIVE AND VIBRANT ENVIRONMENT.

a. Enhance the Japanese character.
b. Increase the sense of safety.
c. Improve the appearance and cleanliness.
d. Reestablish pedestrian connections, social interaction and commerce between the neighborhoods on either side of Geary Boulevard.
e. Provide quality recreational opportunities.
f. Provide spaces that cater to youth and families.
g. Strive to utilize sustainable technology and materials.

Chapter 1 – Introduction

Summary of Proposed Changes:

1. Change the name of the plan.

SUMMARY OF PROPOSED CHANGES TO THE DRAFT BNP PLAN

Chapter 2 – Community Heritage

Recommendations that should be retained:

1. Establish a Community-based Body to Guide Preservation Efforts.
2. Recognize Important Properties of the Japanese and Japanese American Communities.
3. Encourage the Use of California Historic Building Code.
4. Facilitate Façade Easement program.
5. Consider Other Preservation Strategies.

Summary of Proposed Changes:

1. Update/Correct information in the Sec 2.1 – Existing Conditions
2. Transfer some items to other Chapters/committees more suited to the topic
3. Added various items relevant to community Heritage (see Matrix)
   Improve Cultural Resource Inventory as a data base tool to assist in identifying tangible and intangible cultural /historical significance
4. Support development of interim Japantown SUD controls to protect the cultural neighborhood character until the **Social Heritage District and related preservation criteria, design standards and zoning controls are approved.**
5. Support landmark applications for the Peace Pagoda and the Nihonmachi Little Friends building, and encourage appropriate recognition of previously noted historic/culturally significant structures - e.g. Kinmon Gakuen and S.F. Buddhist Church apply for landmark status for their unique cultural resources.
6. Seek further clarification of the status and protection of the Buchanan Mall and the Ruth Asawa Fountains by City Arts Commission.
7. Shin-Issei, Shin-Nissei, Korean Businesses/Community and youth to be solicited for inclusion in the activities and decision-making of future J-Town. Strive to find new evolving forms of cultural resources that engage the new generations' interests than just relying on traditional forms.
8. Urge Japanese Consulate to seek a venue in J-Town to create mutual access to cultural awareness in our changing global relationships.

Chapter 3 – Community Economic Development

Recommendations that should be retained:

1. Establish Implementation Organization
2. Increase Business Retention Efforts to Address Ongoing Pressures on Existing Businesses
3. Recruit New, Culturally Appropriate Businesses.
4. Improve Access to Community Activities
5. Strengthen Community Organizations Administrative Capacity

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Summary of Proposed Changes:

1. Assess various funding opportunities/strategies for Japantown programs\Mello Roos financing, dedicated Hotel Room Tax, Parking Benefit District, City/State/Federal Small Business loan opportunities, as well as other support opportunities, such as consulting services,
2. Increase focus and more in-depth analysis of Community Benefits District issues and build on 2007 JTF assessment, and study Fillmore Jazz District CBD performance.
3. Increase focus on existing small business retention strategies including ownership transitions of family businesses (e.g. Gellert Center at USF).
4. Evaluate cumulative construction and permanent impacts of area construction (on Geary and Post from Van Ness to Masonic. (e.g. CPMC & 1481 Post)
5. Revise criteria for Implementing Organization (IO) including consideration of using an existing entity. Board membership to include broad stakeholder representation (residents, active Japantown participants, business owners/tenants, property owners, CBO's, religious institutions, youth and family, young adults, seniors).
6. Pursue Cultural Tourism strategies to improve marketing to tourists.
7. Solicit desirable new businesses offering authentic Japanese products including major Japanese department stores, new fashion retailers like Uniqlo, and Japanese companies showcasing new products. Art galleries for Japanese and Asian artist.
8. To increase Japanese nationals' visits to Japantown, bring back the consulate/Japan Information Center to Japantown.
9. Encourage more family and youth activities and businesses, including bringing back the bowling alley, and cultural arts, space for performing arts.
10. Encourage businesses that cater to young adults, including youth/children fashion, restaurants and night clubs.
11. Do not restrict all formula-retail. Determine formula-retail use on a case basis.
12. Encourage support of community newspaper, Nichibei Foundation.
13. Continue development of the Community Land Trust (CLT) concept supporting both cultural heritage and commercial goals.

Chapter 4 – Land Use

Recommendations that should be retained:

1. Activate Ground Floor Spaces
   - Require active Ground Floor Commercial Uses that encourage pedestrian traffic
   - Protect Pedestrian and Transit-oriented Street Frontages.
   - Promote Life with Outdoor Activities Areas.

Summary of Proposed Changes:

1. Replace proposed Commercial zones 2 and 3 with a Japantown NCD
   a. Focus on flexible zoning controls that support Goals
      i. Based on best practices adopted from existing NCD controls and active street frontage principles.

   b. Develop clear guidelines on Conditional Use (CU) criteria addressing Japantown SHD criteria
      Size, Formula Retail, density of services, certain uses, etc.
   c. Review Zone 1 recommendation for retail and institutional uses in RM areas
2. Support land use regulations that support preservation of Japantown culture and history
   a. Coordinate with Cultural Heritage Committee on Social Heritage District controls
3. Preserve Alleyways: develop design guidelines such as height limits and setbacks to preserve alleyway character
4. Implement housing strategies for elderly, families, and 18 -25 year old singles
   a. Moderate income housing
   b. Redevelopment and Internment displacement preferences: Challenge goal
   c. Reconsider density requirements
   d. COMMENT: ADD section re unit mix to support families
      i. COMMENT: Check census demographics & trends
5. Revise Parking requirements to reflect regional hub nature
   a. Parking for residents should not compete with regional visitor parking – 1:1 Max

Chapter 5 – Built Form

Recommendations that should be retained:

1. Apply Japantown-specific Design Standards (Comment – level of prescription issue)
   Buildings: form and structure, roofs, materials and ornamentation
   Private Open Space: Landscaping, art.

Summary of Proposed Changes:

1. Update existing conditions section to recognize:
   The desire to 'undo' the negative impacts of redevelopment
   Multiple contributing cultural and architectural sources
      Existing groupings of design character and existing historic structures
         e.g. Redevelopment Japanese and Victorian sections; churches
   Prevalent "human" scale of the area
2. Remove recommendations for towers and significant height increases
   Keep heights at current zoning
      Permit 5 ft height bonus in the Japantown NCD area.
   Heights of new development over 40 (?) feet requires conditional use.
   Development above 40 ft requires setbacks at 35ft
3. ***NO*** increased height and bulk "Gateway" buildings.
4. Design Guidelines should support cultural and community continuity and continuation.
   Work with SF Architectural Heritage to develop Japantown design criteria

Chapter 6 – Public Realm

Original Recommendations that should be retained (and will be reformatted)

SUMMARY OF PROPOSED CHANGES TO THE DRAFT BNP PLAN

- Improved connection between existing opens spaces and facilities through design and maintenance
- Encourage crime prevention through design and maintenance
- Activate and green existing open space
- Improve lighting, tree-planting and neighborhood amenities on residential streets
- Encourage the transformation of the Geary corridor into a neighborhood serving boulevard
- Connect Japantown to Fillmore street
- Make alleys more livable
- Mark Japantown's entrances with gateways
- Provide neighborhood orientation signs
- Provide directional signs
- Place signs at transit stops

However, original recommendations are to be categorized, re-prioritized and re-worded as follows:

Chapter 6 – Public Realm

CULTURAL DESIGN FOR PUBLIC REALM

Professionally create landscape and design concept/vision of the central core areas of Japantown with culturally sensitive design elements spreading out to the exterior boundaries using all available open space and public areas. Key components of focus are:

1. Creation of sense of well-being and connection to nature
2. Activate and "green" existing open space with Japanese horticulture and landscape design elements by utilizing climate zone-appropriate Japanese botanical specimens and design elements that appear in an approved Appendix to the Plan.
3. Increase security and crime prevention with improved consistent levels of themed lighting.
4. Increase safety by attracting more foot-traffic with greening and more seating and elements that can be used as tables.
5. Integrate public art with interpretive signs at key locations of wayfinding and directional signage.
6. Mark prominent Japantown's entrances
7. Work with adjacent neighborhoods on appropriate inclusion of Japanese design elements and botanical species, especially at:
    a. Fillmore
    b. South of Geary at Buchanan

Summary of Proposed Changes

1. Remove all references to the proposal for the Webster Street Linear Park and examine alternatives to current proposal to meet needs of youth and family.

2. Develop landscaping design guidelines that reflect Japanese horticultural and landscape design traditions.
    a. Include a culturally relevant plant list as an appendix for reference to include climate zone specific trees, shrubs, vines, flowers grasses and mosses that are recommended for public realm improvements and may be used in private areas.
    b. Maximize all opportunities for environmental stewardship and energy and water conservation.
3. Identify and enhance all existing open space opportunities:
    a. Repair and refurbish the Peace Pagoda
    b. Significantly add more greenery to Peace Plaza or restore
    c. Relocate and renovate to make the Eternal Flame a focal point, not some obscure hidden object.
    d. "Install culturally sensitive plantings along Webster Street in the medians between Geary and Bush."
    e. Use more mini-gardens concepts in all small spaces.
    f. Continue and incorporate the Sakura 150 project with overall design.
    g. Explore opportunities for public/private partnerships to create publicly accessible park and play areas.
4. Incorporate a public arts program with culturally relevant art
5. The Public Realm Open Space of Japan Center renovations should include
    a. making the Geary street side more inviting
    b. Consider returning the loggia to connect the East and West Mall buildings.
6. Streetscape improvements to include core areas, such as:
    a. Post
    b. Geary Street
    c. Webster
    d. Laguna
    e. Buchanan
7. Directional and Wayfinding Signage program
    a. Integrate interpretive signs with public art
    b. At Transit Stops
    c. Neighborhood orientation signs
    d. More stationary maps of core area, not just mall area, denoting historical buildings and sites
    e. Use large iconic banners on poles on Geary

Chapter 7 – Transportation

Recommendations that should be retained

1. **Improve Circulation for All Modes**
   Prioritize Pedestrian Safety and Accessibility at Key Intersections
   Re-Envision Post and Sutter Streets
2. **Increase Education and Enforcement Programs**

SUMMARY OF PROPOSED CHANGES TO THE DRAFT BNP PLAN

3. **Improve Transit Access and Efficiency**
   Coordinate with the Transit Effectiveness Project
   Consider Re-routing the 1BX-California Express
   Coordinate with Geary Corridor Bus Rapid Transit (BRT) Project
4. **Improve Parking Management**
   Coordinate with SFpark Programs in Japantown
   Price On-street Parking Meter Rates to Meet Demand
   Determine Feasibility of a Parking Benefit District to Capture Increased Meter Revenue
   Provide Additional Parking Regulation
   Provide Additional Bicycle Parking
5. **Improve Parking Supply Management**
   Encourage and Maximize Mixed-use Development to Incorporate Structured Parking with New Commercial and Housing Development
   Set New Requirements for New Residential Development
   Provide CarShare and Secure Bicycle Parking in Off-Street Parking Areas
6. **Enhance Personal Safety and Wayfinding**

Summary of proposed changes:

1. **Existing Conditions**
   a. Add more discussion about the ways Geary acts as a barrier: Pedestrian crossings and left turns from E-bound lanes
   b. Assess public transit service differently for commuters and regional visitors to a cultural center: they have different transit needs.
2. **Improve Circulation for All Modes**
   a. Do NOT remove 2 lanes from Webster between Geary and Bush
   b. Do NOT implement back-in angled parking on Post or Sutter
   c. Do NOT implement dedicated bus lanes on Post and Sutter
   d. Remove Geary Pedestrian bridges and implement grade level crossings at Geary
      i. In conjunction with BRT
   e. Address issues of traffic speeds and intensity on Geary: “SlowZone”
   f. Define engagement process with BRT and Geary Corridor improvement teams
   g. Evaluate center lane loading zone on Post between Fillmore and Laguna
   h. Do NOT have dedicated Bus & Bike lanes or center left turn lanes on Sutter and Post
3. **Improve Transit Access and Efficiency**
   a. Update BRT sections to reflect remaining options
   b. Define engagement process with TEP with SFMTA commitment to engage.
   c. Identify transit improvements that would increase J-town visitor’s transit use (Visitors have different performance requirements than commuters)
4. **Improve Parking Management**
   a. Review SFpark pilot program results and revise plans based on data

5. **Improve Parking Supply Management**
    a. Delete recommendation for parking under Geary (rejected by BRT)
    b. Allow 1:1 parking for new developments
    c. Clearly differentiate between resident, visitor, and other local parking demand (e.g. CPMC utilization of garage) in developing strategies.
    d. Add strategy for electric car charging in Japantown.

Chapter 8 – Japan Center

Recommendations that should be retained

1. City to actively participate in any new project on Japan Center.
2. Integrate and enhance Peace Plaza as a central community gathering place.
3. Integrate Japanese-influenced Design Aesthetic in the Center/Plaza redesign.
4. Mitigate impact of any future Japan Center construction/renovation.
5. Explore strategies for temporary relocation during construction/renovation.

Summary of proposed changes:

1. Maintain present height and density.
2. Analyze renovation of malls without closing garage.
3. Analyze structural integrity of garage under the malls.
4. Seek Japan Center Garage Corporation capital improvement funds to conduct these studies.
5. Any plans for remodeling or major construction must include a business retention component that ensures existing businesses are not put out of business by construction activities. This plan must consider impacts on businesses within the entire Japantown SUD (or Japantown NCD, when established)