



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: NOVEMBER 3, 2011
CONSENT CALENDAR

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

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415.558.6409
Planning
Information:
415.558.6377

Date: October 27, 2011
Case No.: **2011.0750C**
Project Address: **1737 POST STREET, SUITE 330 (AKA 22 PEACE PLAZA - LOCATED WITHIN THE INTERIOR OF JAPANTOWN CENTER KINTETSU MALL)**
Zoning: NC-3 (Moderate-Scale) Neighborhood Commercial District
Japantown Special Use District
50-X Height and Bulk District
Block/Lot: 0700/009
Project Sponsors: Aaron Nakahara (applicant)
3 Suns Arose, LLC
1520 Park Avenue
Emeryville, CA 94608
Japan Center West Associates, LP – Japan Center Malls (property owners)
1770 Post Street, Box 297
San Francisco, CA 94115
Staff Contact: Sharon M. Young – (415) 558-6346
sharon.m.young@sfgov.org
Recommendation: **Approval with Conditions**

PROJECT DESCRIPTION

The proposal is a request for Conditional Use authorization pursuant to Planning Code Sections 712.69B, 249.31, and 303 to establish an Amusement Game Arcade (Mechanical Amusement Devices) Use within the NC-3 (Neighborhood Commercial, Moderate-Scale) Zoning District, Japantown Special Use District, and a 50-X Height and Bulk District. The proposal will involve the change of use of an approximately 800 square-foot ground floor commercial space (to be vacated by a retail clothing store d.b.a. The Omodaka) into an amusement game arcade establishment and retail store (d.b.a. Playland Japan).

According to the project sponsor, 'Playland Japan' will provide Japanese-style family entertainment with imported game arcades and prize machines appropriate for children, a retail store, and venue for birthday celebrations. The proposal will involve interior tenant improvements to the ground floor commercial space and exterior modifications to the storefront located within the interior courtyard of the mall. There will be no expansion of the existing building envelope.

SITE DESCRIPTION AND PRESENT USE

The Project Site at 1737 Post Street (Suite 330) is on the south side of Post Street between Webster and Buchanan Streets; Assessor's Block 0700; Lot 009. The irregular 'U-shaped' subject lot is 45,275 square-feet in size and is occupied by Japantown Center Kintetsu West Mall within the NC-3 Zoning District, Japantown Special Use District, and a 50-X Height and Bulk District. The proposed amusement game arcade establishment and retail store (d.b.a. Playland Japan) will be located in an approximately 800

square-foot ground floor commercial space (to be vacated by a retail clothing store d.b.a. The Omodaka) located within the interior of the mall.

SURROUNDING PROPERTIES & NEIGHBORHOOD

The Project Site is located within the Western Addition Neighborhood and the southwest corner of the Japantown Special Use District. The Project Site is bounded by Kinokuniya Mall and Kabuki/Sundance Theater to the west and Peace Plaza, Miyako Mall and Miyako Hotel (Hotel Kabuki) to the east, JPOP Center to the north, and Geary Boulevard to the south. The site south of Geary Boulevard is zoned RM-3 (Residential, Mixed, Medium Density) and east of Laguna Street is zoned RM-4 (Residential, Mixed, High Density). Some of the existing commercial establishments adjacent to the proposed amusement game arcade establishment and retail store within the Japantown Center Kintetsu West Mall include Anderson Bakery, Taiyodo Records, Cako Cupcake, Ikenobo Ikenbana Society, Amiko Boutique, Katachi Gifts, Moritaya Gifts.

ENVIRONMENTAL REVIEW

The Project is exempt from the California Environmental Quality Act ("CEQA") as a Class 1 categorical exemption.

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	October 12, 2011	October 12, 2011	22 days
Posted Notice	20 days	October 14, 2011	October 14, 2011	20 days
Mailed Notice	20 days	October 12, 2011	October 12, 2011	22 days

PUBLIC COMMENT

- As of October 27, 2011, the Department has received two phone calls requesting additional information on the project. One of the callers expressed concerns regarding the proposed use indicating that mechanical game devices may bring about similar problems as Japantown Bowl had in the past with youth involved in gangs and the proximity to alcohol within the neighborhood, and that the prize machines appropriate for children in Japan may not be appropriate for children here. Subsequently, the caller discussed his concerns with the project sponsor and indicated he was in support of the project. The project sponsor has submitted seven letters from the Japantown Merchants Association, Japantown Task Force, Japanese Chamber of Commerce of Northern California, Japanese Community Youth Council (YCYC), Nihonmachi Little Friends, Kimochi Inc, and Karen Kai (member of the Japantown Plan Organizing Committee) to the Planning Department in support of the proposed project.

REQUIRED COMMISSION ACTION

The proposal is for **Conditional Use** authorization pursuant to Planning Code Sections 712.69B, 249.31, and 303 to establish an Amusement Game Arcade (Mechanical Amusement Devices) Use within the NC-3 (Neighborhood Commercial, Moderate-Scale) Zoning District, Japantown Special Use District, and a 50-X Height and Bulk District. The proposal will involve the change of use of an approximately 800 square-foot

ground floor commercial space (to be vacated by a retail clothing store d.b.a. The Omodaka) into an amusement game arcade establishment and retail store (d.b.a. Playland Japan).

ISSUES AND CONSIDERATIONS

Background

- According to the project sponsor, 'Playland Japan' will provide a contemporary Japanese children's entertainment and retail store selling Japanese anime and Japanese confectionary goods that are known but not seen significantly within Japantown. Customers will be able to experience playing imported Japanese prize machines and Japanese entertainment games as well as purchase Japanese retail goods, bringing a uniquely Japanese concept to San Francisco; this type of store is very popular in Japan but does not seem to exist in the U.S. The store would be aimed at young parents with children (ages 3-12), young adults, couples on dates, tourists seeking Japanese anime and Japanese entertainment experience, and provide a venue for birthday celebrations. The project sponsor has also indicated that the store theme will be based on very bright, child-oriented colors, decorated with anime characters throughout the store.

Proposed Amusement Game Arcade Use and Retail Store within the Japantown Special Use District

- The proposal to establish an amusement game arcade establishment and retail store (d.b.a. Playland Japan) will be compatible with the cultural and historic integrity of the Japantown Special Use District. The proposal will provide a new Japanese-themed commercial establishment intended for family entertainment with Japanese-imported arcade game and prize machines, and selling Japanese-themed retail goods (i.e. anime, confectionery). The proposal will not be incompatible with the neighborhood character, development pattern, and design aesthetic of the Japantown Special Use District since the proposed amusement game arcade establishment and retail store will be located within the interior of Japantown Center Kintetsu West Mall; the storefront entrance is located within the interior courtyard of the mall. The proposal will be compatible with the purposes of the Japantown Special Use District by providing a unique Japanese-themed retail concept that is currently not offered within the Japantown Malls or in other parts of the San Francisco Bay Area. Furthermore, the proposal may help maintain and enhance existing retail commercial uses in the mall by providing entertainment activity that may draw clientele not only from the local neighborhoods but also from a wider trade area.

BASIS FOR RECOMMENDATION

- The proposed project will allow for the establishment of a new Amusement Game Arcade (Mechanical Amusement Devices) Use within this portion of the NC-3 Zoning District and Japantown Special Use District. The proposed project will be complimentary to the existing mix of commercial establishments within the immediate neighborhood. The proposed project will provide job opportunities to the City by employing approximately six people. The proposed project meets all the applicable requirements of the Planning Code.
- The Department believes that this project is necessary and/or desirable for the following reasons:
 - a) The proposed project will enhance the economic diversity of the neighborhood by encouraging a new business in the area.
 - b) The proposed project is a neighborhood-serving use which residents can access by walking or taking public transit.

- c) The proposed project will be consistent with the mixed commercial-residential character of this portion of the NC-3 Zoning District and is compatible with the cultural and historic integrity, neighborhood character, development pattern, and design aesthetic of the Japantown Special Use District.

RECOMMENDATION: Approval with Conditions
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Attachments:

- Zoning District Map
- Parcel Map
- Sanborn Map
- Aerial Photographs
- Site and Context Photographs
- Reduced Plans

Attachment Checklist

- | | |
|---|---|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | Drawings: <u>Existing Conditions</u> |
| <input type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u> |
| <input type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Parcel Map | <input checked="" type="checkbox"/> Project sponsor's support letters |
| <input checked="" type="checkbox"/> Sanborn Map | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Context Photos | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Site Photos | <input type="checkbox"/> |

SMY

Exhibits above marked with an "X" are included in this packet

Planner's Initials

SMY: C:\1737 Post Sreet, Suite 330 summary-smY.doc



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- Inclusionary Housing (Sec. 315)
- Jobs Housing Linkage Program (Sec. 313)
- Downtown Park Fee (Sec. 139)
- First Source Hiring (Admin. Code)
- Child Care Requirement (Sec. 314)
- Other

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Planning Commission Motion No. XXXXX

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Recommendation: **Approval with Conditions**

ADOPTING FINDINGS RELATED TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION UNDER PLANNING CODE SECTIONS 712.69B, 249.31, AND 303 TO ESTABLISH AN AMUSEMENT GAME ARCADE (MECHANICAL AMUSEMENT DEVICES) USE LOCATED AT 1737 POST STREET SUITE 300 WITHIN THE NC-3 (NEIGHBORHOOD COMMERCIAL, MODERATE-SCALE) ZONING DISTRICT, JAPANTOWN SPECIAL USE DISTRICT, AND A 50-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On July 19, 2011, Aaron Nakahara, (hereinafter "Project Sponsor") made an application for Conditional Use authorization for the property at **1737 Post Street Suite 330, Lot 009 in Assessor's Block 0700** (hereinafter "Subject Property"), pursuant to Planning Code Sections 712.69B, 249.31, and 303 for the change of use of an approximately 800 square-foot ground floor commercial space (to be vacated by a retail clothing store d.b.a. The Omodaka) into an amusement arcade establishment and retail store (d.b.a. Playland Japan) within the NC-3 (Neighborhood Commercial, Moderate-Scale) Zoning District, Japantown Special Use District, and 50-X Height and Bulk District, in general conformity with plans dated August 16, 2011, and labeled "Exhibit B" (hereinafter "Project").

On **November 3, 2011**, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on **Conditional Use Application No. 2011.0750C**. Under Sections 712.69B, 249.31, and 303 of the Planning Code, Conditional Use authorization to establish an Amusement Game Arcade (Mechanical Amusement Devices) Use within the NC-3 Zoning District, Japantown Special Use District, and 50-X Height and Bulk District.

The Project is exempt from the California Environmental Quality Act ("CEQA") as a Class 1 categorical exemption.

The Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of the applicant, Department staff, and other interested parties.

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2011.0750C, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

Having reviewed the materials identified in the recitals above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description and Present Use.** The Project Site at 1737 Post Street (Suite 330) is on the south side of Post Street between Webster and Buchanan Streets; Assessor's Block 0700; Lot 009. The irregular 'U-shaped' subject lot is 45,275 square-feet in size and is occupied by Japantown Center Kintetsu West Mall within the NC-3 Zoning District, Japantown Special Use District, and a 50-X Height and Bulk District. The proposed amusement game arcade establishment and retail store (d.b.a. Playland Japan) will be located in an approximately 800 square-foot ground floor commercial space (to be vacated by a retail clothing store d.b.a. The Omodaka) located within the interior of the mall.
3. **Surrounding Properties and Neighborhood.** The Project Site is located within the Western Addition Neighborhood and the southwest corner of the Japantown Special Use District. The Project Site is bounded by Kinokuniya Mall and Kabuki/Sundance Theater to the west and Peace Plaza, Miyako Mall and Miyako Hotel (Hotel Kabuki) to the east, JPOP Center to the north, and Geary Boulevard to the south. The site south of Geary Boulevard is zoned RM-3 (Residential, Mixed, Medium Density) and east of Laguna Street is zoned RM-4 (Residential, Mixed, High Density). Some of the existing commercial establishments adjacent to the proposed amusement game arcade establishment and retail store within the Japantown Center Kintetsu West Mall include Anderson Bakery, Taiyodo Records, Cako Cupcake, Ikenobo Ikenbana Society, Amiko Boutique, Katachi Gifts, Moritaya Gifts.

4. **Project Description.** The proposal is a request for Conditional Use authorization pursuant to Planning Code Sections 712.69B, 249.31, and 303 to establish an Amusement Game Arcade (Mechanical Amusement Devices) Use within the NC-3 (Neighborhood Commercial, Moderate-Scale) Zoning District, Japantown Special Use District, and a 50-X Height and Bulk District. The proposal will involve the change of use of an approximately 800 square-foot ground floor commercial space (to be vacated by a retail clothing store d.b.a. The Omodaka) into an amusement game arcade establishment and retail store (d.b.a. Playland Japan).

According to the project sponsor, 'Playland Japan' will provide Japanese-style family entertainment with imported game arcades and prize machines appropriate for children, a retail store, and venue for birthday celebrations. The proposal will involve interior tenant improvements to the ground floor commercial space and exterior modifications to the storefront located within the interior courtyard of the mall. There will be no expansion of the existing building envelope.

5. **Issues and Other Considerations.**

- According to the project sponsor, 'Playland Japan' will provide a contemporary Japanese children's entertainment and retail store selling Japanese anime and Japanese confectionary goods that are known but not seen significantly within Japantown. Customers will be able to experience playing imported Japanese prize machines and Japanese entertainment games as well as purchase Japanese retail goods, bringing a uniquely Japanese concept to San Francisco; this type of store is very popular in Japan but does not seem to exist in the U.S. The store would be aimed at young parents with children (ages 3-12), young adults, couples on dates, tourists seeking Japanese anime and Japanese entertainment experience, and provide a venue for birthday celebrations. The project sponsor has also indicated that the store theme will be based on very bright, child-oriented colors, decorated with anime characters throughout the store.

6. **Public Comment.** As of October 27, 2011, the Department has received two phone calls requesting additional information on the project. One of the callers expressed concerns regarding the proposed use indicating that mechanical game devices may bring about similar problems as Japantown Bowl had in the past with youth involved in gangs and the proximity to alcohol within the neighborhood, and that the prize machines appropriate for children in Japan may not be appropriate for children here. Subsequently, the caller discussed his concerns with the project sponsor and indicated he was in support of the project. The project sponsor has submitted seven letters from the Japantown Merchants Association, Japantown Task Force, Japanese Chamber of Commerce of Northern California, Japanese Community Youth Council (YCYC), Nihonmachi Little Friends, Kimochi Inc, and Karen Kai (member of the Japantown Plan Organizing Committee) to the Planning Department in support of the proposed project.

7. **Use District.** The project site is within the NC-3 (Neighborhood, Moderate-Scale) District and within the boundaries of the Japantown Special Use District. The NC-3 District controls are intended to provide the opportunity for a wide variety of comparison and specialty goods and services to a population greater than the immediate neighborhood, additionally providing

convenience goods and services to the surrounding neighborhoods. NC-3 Districts are linear districts located along heavily trafficked thoroughfares which also serve as major transit routes. In 2006, the Japantown Special Use District was established to maintain the cultural and historic integrity and neighborhood of Japantown with purposes of: (1) Preserve and develop Japantown as a viable neighborhood by revitalizing its commercial, recreational, cultural, and spiritual identity as a local, regional, statewide, national, and international resource; (2) Enhance the distinctive image and unique character of Japantown to passing motorists, transit riders, and pedestrians through architectural design, streetscape enhancements, signage, and other elements of the built environment; (3) Strengthen and support Japantown's identity through recognition of its planning subdistricts including the Geary Boulevard corridor; Japantown Center; Post Street commercial core; Sutter Street community/cultural core; Buchanan Mall; Fillmore Street corridor; and surrounding residential districts; and (4) Encourage the representational expression of Japanese architectural design and aesthetic for commercial, cultural, and institutional uses.

8. **Planning Code Compliance:** The Commission finds that the project is consistent with the relevant provisions of the Planning Code in the following manner:

A. **Amusement Game Arcade Use in the NC-3 Zoning District.** Planning Code Section 712.69B allows an Amusement Game Arcade (Mechanical Amusement Devices) Use on the 1st (ground) floor within the NC-3 (Moderate-Scale) Neighborhood Commercial Zoning District with Conditional Use authorization, as defined by Planning Code Section 790.04.

The proposal involves the change of use of an approximately 800 square-foot ground floor commercial space (to be vacated by a retail clothing store d.b.a. The Omodaka) into an amusement game arcade establishment and retail store (d.b.a. Playland Japan). 'Playland Japan' is not considered a formula retail use under the Planning Code.

An amusement game arcade (mechanical amusement devices) is defined under Planning Code Section 790.04 as a retail use which provides eleven or more amusement game devices such as video games, pinball machines, or other such similar mechanical and electronic amusement devices.

B. **Amusement Game Arcade Use in the Japantown Special Use District.** Under Planning Code Section 249.31(b) for any use subject to Conditional Use authorization and for any activity that the Planning Commission considers under its discretionary review power, the Planning Commission shall make the following additional findings:

Planning Code Section 249.31(b)(2)(i) - The use is not incompatible with the cultural and historic integrity, neighborhood character, development pattern, and design aesthetic of the Japantown Special Use District; and

Planning Code Section 249.31(b)(2)(ii) - The use supports one or more of the purposes for establishing the Japantown Special Use District.

The proposal to establish an amusement game arcade establishment and retail store (d.b.a. Playland Japan) will be compatible with the cultural and historic integrity of the Japantown Special Use

District. The proposal will provide a new Japanese-themed commercial establishment intended for family entertainment with Japanese-imported arcade game and prize machines, and selling Japanese-themed retail goods (i.e. anime, confectionery). The proposal will not be incompatible with the neighborhood character, development pattern, and design aesthetic of the Japantown Special Use District since the proposed amusement game arcade establishment and retail store will be located within the interior of Japantown Center Kintetsu West Mall; the storefront entrance is located within the interior courtyard of the mall. The proposal will be compatible with the purposes of the Japantown Special Use District by providing a unique Japanese-themed retail concept that is currently not offered within the Japantown Malls or in other parts of the San Francisco Bay Area. Furthermore, the proposal may help maintain and enhance existing retail commercial uses in the mall by providing entertainment activity that may draw clientele not only from the local neighborhoods but also from a wider trade area.

Planning Code Section 249.31(b)(3) - Any change in use or establishment of a new use in the neighborhood commercial zones within this Special Use District shall require notice pursuant to Planning Code Section 312.

The proposal requires Section 312-neighborhood notification, which was conducted in conjunction with the conditional use notification process.

- C. **Hours of Operation.** Planning Code Section 712.27 does not limit hours of operation.

Pursuant to Planning Code Section 712.27, there are no limits on the hours of operation for commercial uses within the NC-3 Zoning District. According to the project sponsor, the hours of operation tentatively proposed are 10 a.m. to 8:30 p.m. Monday through Thursday, and 10 a.m. to 10 p.m. Friday through Sunday.

- D. **Use Size Limits.** Planning Code Section 712.21 establishes size limits on non-residential use sizes in the NC-3 Zoning District. Within the District, Conditional Use authorization is required for any non-residential use that meets or exceeds 6,000 square feet.

The proposed commercial use, with approximately 800 square feet of floor area, is within the use size limitations.

- E. **Street Frontage in Neighborhood Commercial Districts.** Section 145.1 requires that NC Districts containing specific uses, including retail stores, have at least ½ the total width of the new or altered structure at the commercial street frontage devoted to entrances to commercially used space, windows or display space at the pedestrian eye-level. Such windows shall use clear, un-tinted glass, except for decorative or architectural accent. Any decorative railings or decorated grille work, other than wire mesh, which is placed in front or behind such windows, shall be at least 75 percent open to perpendicular view and no more than six feet in height above grade.

The subject commercial space, located within the interior of Japantown Center Kintetsu West Mall, has approximately 26"6" feet of frontage devoted to the entrance facing the interior courtyard of the mall and will have no affect to the existing street frontage on Post Street.

- F. **Off-Street Parking and Loading.** Planning Code Sections 712.22 and 151 require off-street parking for every 300 square-foot of occupied floor area, where the occupied floor area exceeds 5,000 square feet.

The subject commercial tenant space, with approximately 800 square feet in floor area, does not require any off-street or loading parking spaces. There are two parking garages (Japantown Main Garage and Fillmore Street Annex Garage) within the mall and surrounding neighborhood.

- G. **Signage.** Any existing and proposed signage will be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code.
9. **Section 303(c)** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:

- (1) The proposed new uses and building, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

The proposal will involve interior tenant improvements to the ground floor commercial space and exterior modifications to the storefront located within the interior courtyard of the Japantown Center Kintetsu West Mall. The proposal will be complimentary to the existing commercial establishments within the Japanese-themed mall which contains a mix of eating and drinking establishments and retail stores.

- (2) The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

- (A) Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

The size and shape of the site and the arrangement of the structures on the site are adequate for the proposed project. There will be no physical expansion of the existing building or commercial space.

- (B) The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

Existing traffic patterns will not be significantly affected by the proposed project. Public transit that is in close proximity to the proposed amusement game arcade establishment and retail store includes Muni Line 2, 3, 4, and 38 Judah within walking distance of the project site. There is on-street parking in front of the subject mall and in the surrounding neighborhood. There are also

two parking garages (Japantown Center Main Garage and Fillmore Street Annex Garage) within the mall and surrounding neighborhood.

- (C) The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

No noxious or offensive emissions such as glare, dust, or odor are expected to be produced by the proposed project. According to the project sponsor, approximately 15-20 amusement game arcade machines will be installed within the commercial establishment; sounds coming from the machines are only loud enough to be heard a few feet away. In addition, he does not anticipate more than 20 people within the commercial establishment at a time. The project sponsor shall comply with the Conditions of Approval of the proposed project with regard to noise control.

- (D) Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs;

The proposal will involve interior tenant improvements to the ground floor commercial space and exterior modifications to the storefront located within the interior courtyard of the Japantown Center Kintetsu West Mall. There will be no addition of parking spaces, loading facilities, open space or service areas. All project signage and projections will be consistent with the controls of the Planning Code.

- i. That the use as proposed will comply with the applicable provisions of the Planning Code and will not adversely affect the General Plan.

The proposed project complies with all relevant requirements and standards of the Planning Code and is consistent with objectives and policies of the General Plan as detailed below.

- ii. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

The proposed project is consistent with the stated purpose of the NC-3 Zoning District in that the intended use is a neighborhood-serving business.

10. **General Plan Compliance.** The project is consistent with the Objectives and Policies of the General Plan in that:

COMMERCE AND INDUSTRY ELEMENT

GENERAL/CITYWIDE

OBJECTIVE 1:

MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE TOTAL CITY LIVING AND WORKING ENVIRONMENT.

Policy 1.1:

Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development, which has substantial undesirable consequences that cannot be mitigated.

Policy 1.2:

Assure that all commercial and industrial uses meet minimum, reasonable performance standards.

Policy 1.3:

Locate commercial and industrial activities according to a generalized commercial and industrial land use plan.

The proposed project would allow for a new commercial use to develop within the Japantown Center Kintetsu West Mall on this portion of Post Street within the NC-3 Zoning District which will enhance the diverse economic base of the City.

NEIGHBORHOOD COMMERCE

Objectives and Policies

Policy 1:

Ensure and encourage the retention and provision of neighborhood-serving goods and services in the city's neighborhood commercial districts, while recognizing and encouraging diversity among the districts.

The proposed project would renovate and upgrade an existing commercial space for a retail use. The proposed amusement game arcade establishment and retail store would be complimentary to the type of uses characterizing this portion of the NC-3 Zoning District which primarily include a mixture of food establishments, small retail establishments, and a few medical and personal service establishments.

Policy 3:

Preserve and promote the mixed commercial-residential character in neighborhood commercial districts. Strike a balance between the preservation of affordable housing and the needed expansion of commercial activity.

Approval of the proposed project would be consistent with the mixed commercial-residential character of this portion of the NC-3 Zoning District. The proposed project would not adversely affect any affordable housing resources in the neighborhood.

Policy 4:

Encourage the location of neighborhood shopping areas throughout the city so that essential retail goods and personal services are accessible to all residents.

The proposed project will provide a new entertainment activity and retail store providing goods and services that is accessible to all residents within this portion of the NC-3 Zoning District.

Policy 9:

Regulate uses so that traffic impacts and parking problems are minimized.

The proposed project does not adversely affect public transit or place a burden on the existing supply of parking in the neighborhood. Many patrons are able to walk from their residences or places of employment, and the project is well served by public transportation. There is on-street and off-street parking on the subject block and in the surrounding neighborhood.

URBAN DESIGN ELEMENT

CITY PATTERN

Objectives and Policies

OBJECTIVE 1:

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE AND A MEANS OF ORIENTATION.

Policy 3:

Recognize that buildings, when seen together, produce a total effect that characterizes the City and its districts.

The project's design would preserve the existing neighborhood character since the proposal does not include any facade and exterior changes to the existing building (Japantown Center Kintetsu West Mall).

11. **Section 101.1(b)** establishes eight priority planning policies and requires the review of permits that authorize changes of use for consistency with said policies:

- (1) That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced.

The proposed project will preserve and enhance existing neighborhood-serving retail uses by continuing to occupy a commercial space (to be vacated by a retail clothing store d.b.a. The Omodaka). The proposed project will not significantly alter the existing mix of commercial establishments within the immediate neighborhood. The proposed project will continue to provide job opportunities to the City by employing approximately six people.

- (2) That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

The proposed project will preserve and enhance the cultural and economic diversity of the neighborhood by bringing a new business in the area. Existing housing will not be significantly affected by the proposed project.

- (3) That the City's supply of affordable housing be preserved and enhanced.

The proposed project will not displace any affordable housing.

- (4) That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

The proposed project will not significantly increase automobile traffic congestion and parking problems in the neighborhood. The proposal is a neighborhood-serving use which residents can access by walking or taking public transit.

- (5) That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

There is no commercial office development associated with the proposed project and there will be no displacement of any existing industrial or service businesses in the area.

- (6) That the City achieves the greatest possible preparedness to protect against injury and loss of life in an earthquake.

The proposed project will comply with all applicable earthquake safety standards and built to the current standards of the California Building Code.

- (7) That landmark and historic buildings be preserved.

The proposed project will not significantly affect any landmarks or historic buildings.

- (8) That our parks and open space and their access to sunlight and vistas be protected from development.

The proposed project will not affect any city-owned park or open space.

12. The project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.

13. The Commission hereby finds that approval of the Conditional Use Authorization would promote the health, safety and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2011.0750C** subject to the following conditions attached hereto as "EXHIBIT A" which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. XXXXX. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on November 3, 2011.

Linda Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

EXHIBIT A

AUTHORIZATION

This authorization is for a Conditional Use to establish an Amusement Game Arcade (Mechanical Amusement Devices) Use at 1737 Post Street Suite 330 (aka 22 Peace Plaza – located within the interior of Japantown Center Kintetsu West Mall) in Assessor’s Block 0700, Lot 009, pursuant to Planning Code Sections 712.69B, 249.31 and 303 within the NC-3 (Neighborhood Commercial, Moderate-Scale) Zoning District, Japantown Special Use District, and a 50-X Height and Bulk District; in general conformance with plans, dated August 16, 2011, and stamped “EXHIBIT B” included in the docket for Case No. 2011.0750C and subject to conditions of approval reviewed and approved by the Commission on November 3, 2011, under Motion No. XXXXX. This authorization and the conditions contained herein run with the property and not with a particular project sponsor, business, or operator. The proposal will involve the change of use of an approximately 800 square-foot ground floor commercial space (to be vacated by a retail clothing store d.b.a. The Omodaka) into an amusement game arcade establishment and retail store (d.b.a. Playland Japan).

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on November 3, 2011 under Motion No. XXXXX.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. XXXXX shall be reproduced on the Index Sheet of construction plans submitted with the site or building permit application for the project. The Index Sheet of the construction plans shall reference to the Conditional Use authorization and any subsequent amendments or modifications.

SEVERABILITY

The project shall comply with all applicable City codes and requirements. If any clause, sentence, section or any part of these conditions of approval is for any reason held to be invalid, such invalidity shall not affect or impair other remaining clauses, sentences, or sections of these conditions. This decision conveys no right to construct, or to receive a building permit. “Project Sponsor” shall include any subsequent responsible party.

CHANGES AND MODIFICATIONS

Changes to the approved plans may be approved administratively by the Zoning Administrator. Significant changes and modifications of conditions shall require Planning Commission approval of a new Conditional Use authorization.

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

1. **Validity and Expiration.** The authorization and right vested by virtue of this action is valid for three years from the effective date of the Motion. A building permit from the Department of Building Inspection to construct the project and/or commence the approved use must be issued as this Conditional Use authorization is only an approval of the proposed project and conveys no independent right to construct the project or to commence the approved use. The Planning Commission may, in a public hearing, consider the revocation of the approvals granted if a site or building permit has not been obtained within three (3) years of the date of the Motion approving the project. Once a site or building permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. The Commission may also consider revoking the approvals if a permit for the project has been issued but is allowed to expire and more than three (3) years have passed since the Motion was approved.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

2. **Extension.** This authorization may be extended at the discretion of the Zoning Administrator only where failure to issue a permit by the Department of Building Inspection to perform said tenant improvements is caused by a delay by a local, State or Federal agency or by any appeal of the issuance of such permit(s).

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

DESIGN – COMPLIANCE AT PLAN STAGE

3. **Signage.** All existing and proposed exterior signage shall be designed to compliment, not compete with, the existing architectural character and architectural features of the building and shall be consistent with the controls of Article 6 of the Planning Code. Project signage shall be reviewed and approved by the Planning Department. A Building Permit from the Department of Building Inspection must be obtained for all exterior proposed project signage.

For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, www.sf-planning.org.

MONITORING - AFTER ENTITLEMENT

4. **Revocation due to Violation of Conditions.** Should implementation of this project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the project sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

OPERATION

5. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.

For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works at 415-554-.5810, <http://sfdpw.org>

6. **Noise Control.** The premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

For information about compliance with the fixed mechanical objects such as rooftop air conditioning, restaurant ventilation systems, and motors and compressors with acceptable noise levels, contact the Environmental Health Section, Department of Public Health at (415) 252-3800, www.sfdph.org

For information about compliance with the construction noise, contact the Department of Building Inspection, 415-558-6570, www.sfdbi.org

For information about compliance with the amplified sound including music and television contact the Police Department at 415-553-1012 or 415-5530123, www.sf-police.org

7. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the project sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The project sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the project sponsor.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

Zoning Map



Conditional Use Hearing
Case Number 2011.0750C
1737 Post Street, Suite 330
D.B.A. Playland Japan

Parcel Map

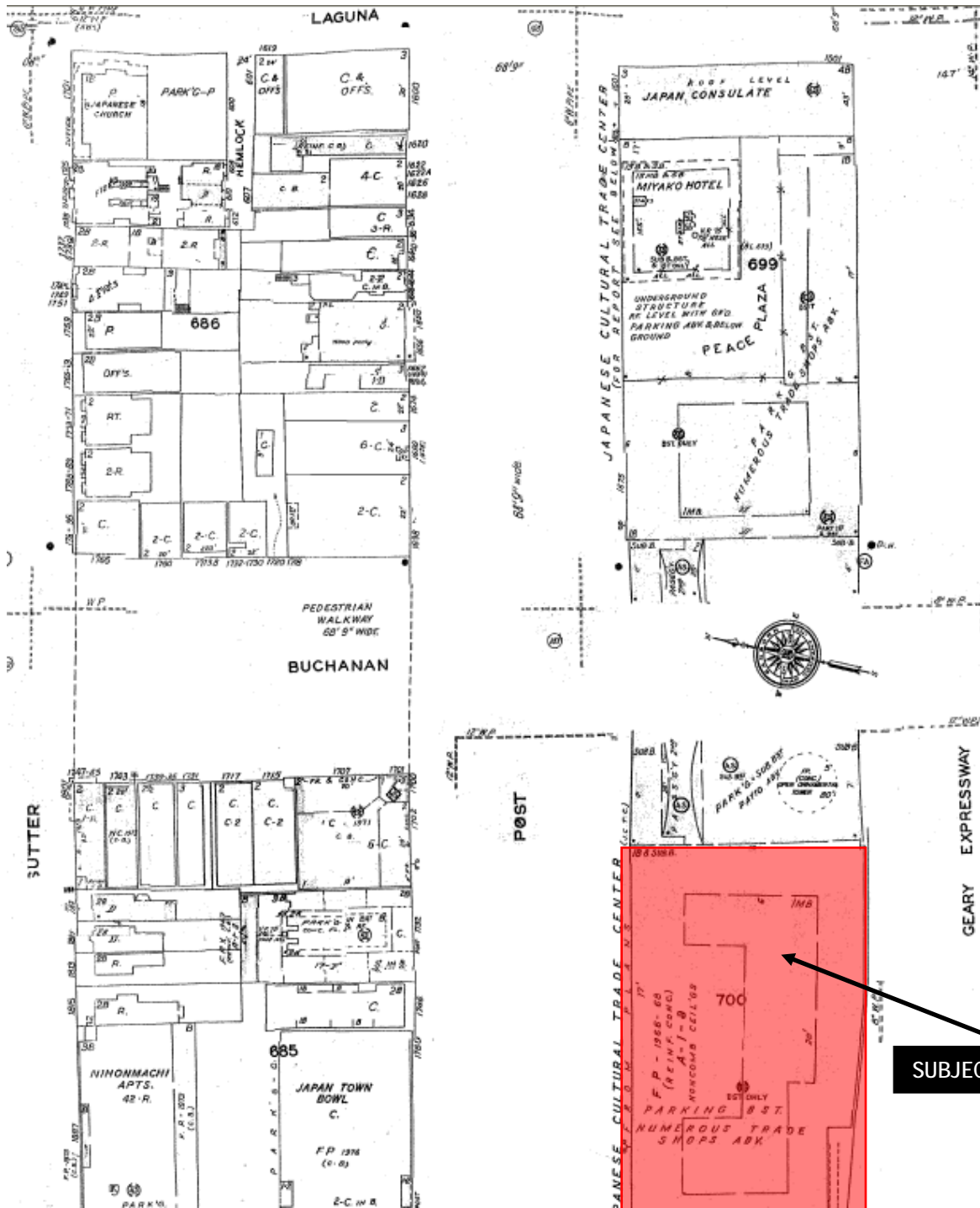


SUBJECT PROPERTY



Conditional Use Hearing
 Case Number 2011.0750C
 1737 Post Street, Suite 330
 D.B.A. Playland Japan

Sanborn Map*



*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Conditional Use Hearing
 Case Number 2011.0750C
 1737 Post Street, Suite 330
 D.B.A. Playland Japan

Aerial Photo*



**The Aerial Maps reflect existing conditions in March 2009*

SUBJECT PROPERTY



Aerial Photo*

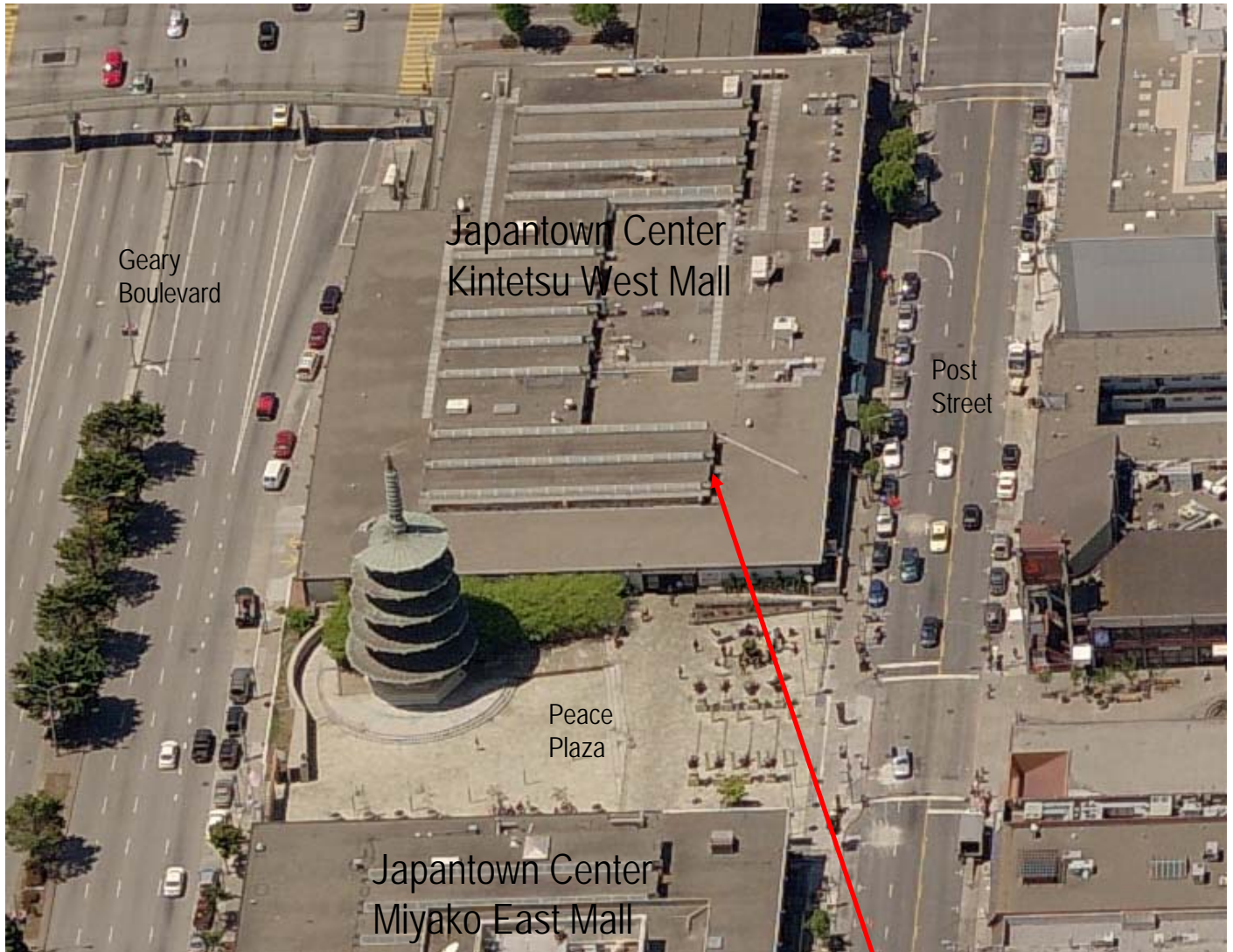


**The Aerial Maps reflect existing conditions in March 2009*

SUBJECT PROPERTY



Aerial Photo*

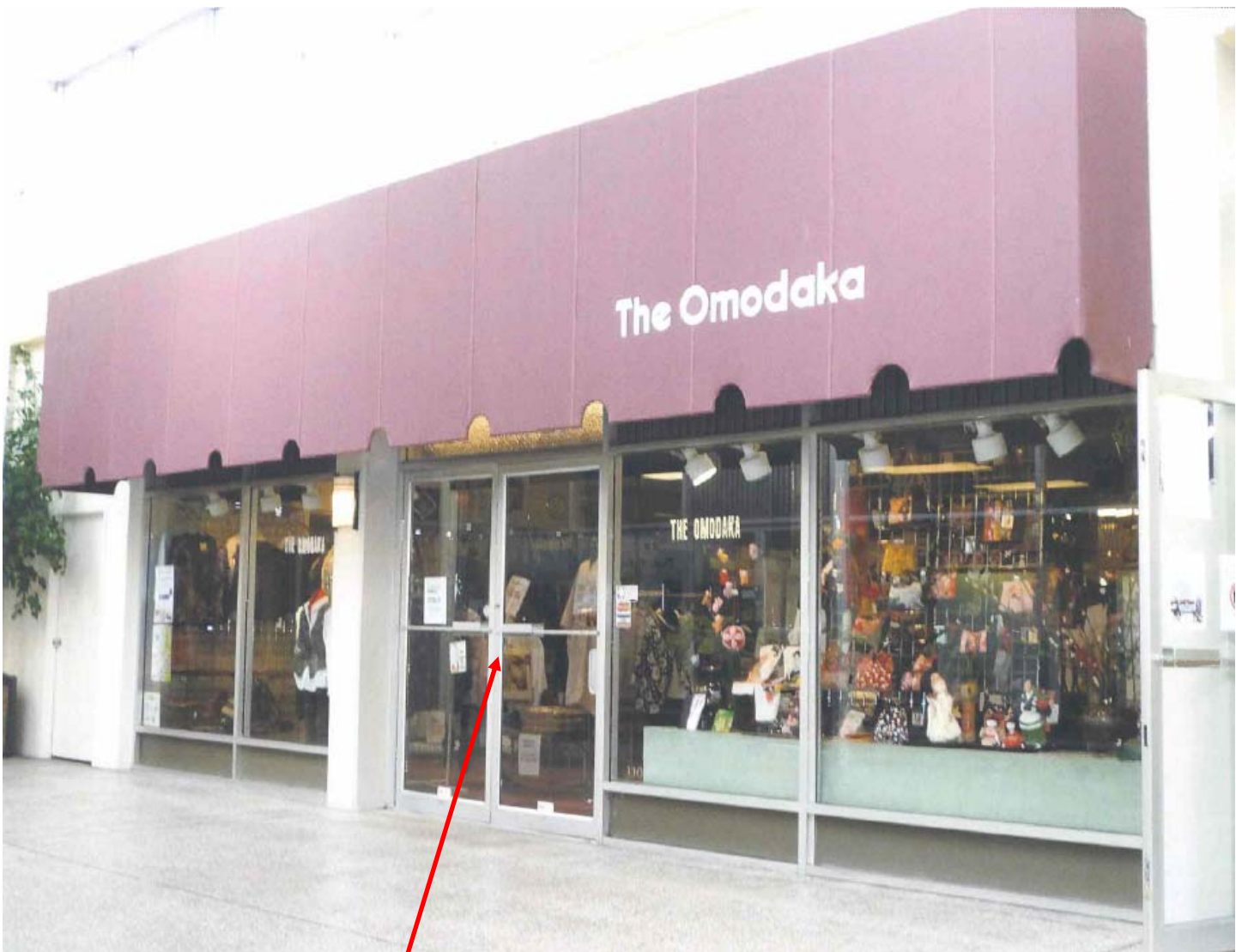


**The Aerial Maps reflect existing conditions in March 2009*

SUBJECT PROPERTY



Site Photo



SUBJECT PROPERTY

Conditional Use Hearing
Case Number 2011.0750C
1737 Post Street, Suite 330
D.B.A. Playland Japan

Site Photo



SUBJECT PROPERTY

Conditional Use Hearing
Case Number 2011.0750C
1737 Post Street, Suite 330
D.B.A. Playland Japan

Site Photo

Japantown Center Kintetsu West Mall (Subject Block - Post Street)



Conditional Use Hearing
Case Number 2011.0750C
1737 Post Street, Suite 330
D.B.A. Playland Japan

Site Photo

Japantown Center Kintetsu West Mall (Opposite Block - Post Street)



Conditional Use Hearing
Case Number 2011.0750C
1737 Post Street, Suite 330
D.B.A. Playland Japan

Site Photo

Japantown Center Kintetsu West Mall (entrance from Peace Plaza)



Conditional Use Hearing
Case Number 2011.0750C
1737 Post Street, Suite 330
D.B.A. Playland Japan

Site Photo

Project Sponsor's examples of Japanese Amusement Game Arcade Machines



Conditional Use Hearing
Case Number 2011.0750C
1737 Post Street, Suite 330
D.B.A. Playland Japan



August 11, 2011

Commissioners Christine Olague, President
Ron Miguel, Vice President
Michael Antonini
Gweneth Borden
Rodney Fong
Kathrin Moore
Hisashi Sugaya

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners:

On behalf of the Japantown Merchants Association, we are writing in support of Aaron Nakahara's proposal to open a Japanese-style family entertainment and retail store in the Kintetsu West Mall of San Francisco's Japantown.

Based on our discussions and reviews of his business plan, we feel that this retail outlet will provide a much needed, refreshingly new attraction in Japantown that will increase patronage to the area, support surrounding stores, and is in line with supporting our goals to promote cultural and retail diversity in Japantown.

Due to the economic downturn and the closure of the Japantown Bowl along with many longtime businesses in Japantown, we are excited to hear about this refreshingly unique proposal. His concept is a retail outlet that is not offered currently in the Bay Area and, therefore holds the promise of bringing this contemporary Japanese concept to San Francisco first.

Many of the existing stores in Japantown today are facing increasing competition from the internet and are hurting financially due to the downturn in the economy. Existing stores have downsized or closed, video stores are fewer, and the internet is taking away sales from local merchants via downloadable music, internet sales of books, toys, dvds, and apparel. All of these factors will become more significant over time, resulting in the loss of Japanese themed stores in Japantown in the future. We feel that since Mr. Nakahara's store is interactive and offers the patron an experience, these are the types of stores that Japantown must offer in order for it to continue to be a visitors destination as well as a competitive retail marketplace.

San Francisco Planning Commission
August 11, 2011
Page two

Additionally, based on our reviews, we see this store as providing a destination spot increasing foot traffic and Japantown visibility, complementing existing stores in the area and rounding out the Japan experience.

There are numerous studies on the direct correlation between time spent in a store and the amount of money spent in those stores. From this standpoint, the store offers a compelling reason for patrons to spend additional time in Japantown between meals, snacks, movies, and shopping activities therefore likely increasing the amount spent at other local merchants.

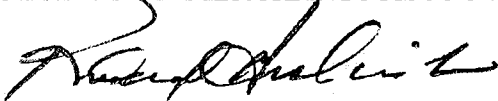
As you may know, San Francisco's Japantown is the oldest of the three remaining Japantowns in the United States. We all must work hard to preserving this unique cultural community and Mr. Nakahara's proposal will revitalize the loss we experienced when the bowling alley closed.

With respect to SF Japantown's longevity, the store is geared towards elementary school children, and young people, we feel will help to cultivate the next generation of patrons for SF Japantown.

From an overall economic standpoint, adding this store will also increase hiring in the city during these times of high unemployment, and increase revenues to the city while strengthening the commercial and historical life of Japantown, San Francisco. In recent sales tax data released by the tax assessor's office, Japantown tax revenues increased 17.70% from prior year compared to entire city at 4.20%.

We feel that Mr. Nakahara's proposed store will greatly contribute to our cultural identity and augment commercial revitalization of Japantown. Therefore, we feel that all of the advantages discussed, provide compelling reason to launch Mr. Nakahara's Japanese-style family entertainment and retail store in San Francisco's Japantown.

Sincerely,
JAPANTOWN MERCHANTS ASSOCIATION



Richard Hashimoto
President



JAPANTOWN TASK FORCE

日本町の経済発展・計画・保存

ECONOMIC DEVELOPMENT, PLANNING & PRESERVATION OF JAPANTOWN

August 10, 2011

Executive Director
Robert Hamaguchi

Board Members
Sandy Mori, President
Caryl Ito, Vice-President
Mark Moriguchi, Treasurer
Doug Dawkins, Secretary
Seiko Fujimoto
Denis Henmi
Tak Matsuba
Benji Nakajo
Rosalyn Tona
Lisa Watada

Advisory Board
Hatsuro Aizawa
Steven Doi
Michael Cowe
Rev. Richard Grange
Rod Henmi
Daryl Higashi
Yo Hironaka
David Ishida
Karen Kai
Travis Kiyota
Ben Kobashigawa
Dan Kunihara
Charlie Morimoto
June-ko Nakagawa
Jerry Ono
Jongmin Paek
Kathy Reyes
Kenji Taguma
Pamela Wu
JK Yamamoto

Honorable Members of the San Francisco Planning Commission
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: 3 Suns Arose, LLC - Aaron Nakahara

Dear Commissioners

The Japantown Task Force, Inc. was established in 2002 to further the planning, preservation, and promotion of Japantown San Francisco. It is providing small business advisory services in Japantown through a grant from the Mayor's Office of Housing / Economic Development.

The Japantown Task Force, Inc. is pleased to provide this letter of support for Mr. Aaron Nakahara's proposed Japanese-style family entertainment and retail store in the West Mall of Japan Center.

I have reviewed the business plan and feel very confident that this new business will fill a very important need in preserving the vitality and authenticity of Japantown. It is very impressive to see that Mr. Nakahara possesses a solid financial and small business advisory background from his experience as a certified public accountant.

This new business is very much in line with the input we are receiving from the community in the public outreach phase of the Japantown Better Neighborhood planning process in that there is a need for safe and secure gathering places for young people and families. I am confident that this business will be well received in Japantown.

There continues to be a deterioration of authentic Japanese small businesses in the Japantown area. Mr. Nakahara is bringing a very popular and authentic Japanese form of family entertainment to Japantown. I am optimistic this compliments very well the new wave of anime and other contemporary forms of Japanese family entertainment and adds to the much needed variety of businesses in Japantown. I remain confident others will follow.

We appreciate your expeditious and favorable consideration.

With best regards

Robert E. Hamaguchi



**Japanese
chamber of commerce
of northern california**

1875 SOUTH GRANT ST., SUITE 760, SAN MATEO, CA 94402 T (650) 522-8500 F (650) 522-8300
mail@jccnc.org www.jccnc.org

September 1, 2011

Members of the San Francisco Planning Commission
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: 3 Suns Arose, LLC - Aaron Nakahara

Dear Commissioners:

The Japanese Chamber of Commerce of Northern California (JCCNC) was founded sixty years ago prior to the signing of the US-Japan Peace Treaty in San Francisco.

The primary purposes of JCCNC were to enhance and strengthen just developing relations between the United States and Japan. Over the past sixty years, JCCNC has continuously contributed toward these efforts in the Greater Bay Area communities.

As such, this letter serves to support Mr. Aaron Nakahara's proposed Japanese-style family entertainment center and retail store in the west mall of the Japan Center in San Francisco. We feel it will lend much needed vitality to a decline of the cultural appeal that once made Japan Center unique and attractive.

Thank you for your kind consideration of this matter.

Very truly yours,

Hiroshi Haruki
President

Japanese Chamber of Commerce of Northern California



ADMINISTRATION
2012 Pine Street
San Francisco, CA
94115
Tel: 415.202.7900
Fax: 415.921.1841
www.jcyc.org

September 6, 2011

Honorable Members of the San Francisco Planning Commission
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: 3 Suns Arose, LLC - Aaron Nakahara

Dear Commissioners

Japanese Community Youth Council (JCYC) is one of San Francisco's most successful and well-respected child and youth development organizations. Annually, JCYC serves over 8,000 children and youth who reflect the rich ethnic and socio-economic diversity of the city. Our organization has the unique ability to serve a child from preschool through enrollment in college.

JCYC is pleased to provide this letter of support for Mr. Aaron Nakahara's proposed Japanese-style family entertainment and retail store in the West Mall of Japan Center.

I have reviewed the business plan and feel very confident that this new business will fill a very important need in preserving the vitality and authenticity of Japantown. It is very impressive to see that Mr. Nakahara possesses a solid financial and small business advisory background from his experience as a certified public accountant.

This new business is very much in line with the input we are receiving from the community in the public outreach phase of the Japantown Better Neighborhood planning process in that there is a need for safe and secure gathering places for young people and families. I am confident that this business will be well received in Japantown.

There continues to be a deterioration of authentic Japanese small businesses in the Japantown area. Mr. Nakahara is bringing a very popular and authentic Japanese form of family entertainment to Japantown. I am optimistic this compliments very well the new wave of anime and other contemporary forms of Japanese family entertainment and adds to the much needed variety of businesses in Japantown. I remain confident others will follow.

We appreciate your expeditious and favorable consideration.

With best regards

A handwritten signature in black ink, appearing to read "Jon Osaki", written in a cursive style.

Jon Osaki

Executive Director



Nihonmachi

LITTLE FRIENDS

Japanese Bilingual & Multicultural Childcare

September 2, 2011

Honorable Members of the San Francisco Planning Commission
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: 3 Suns Arose, LLC – Aaron Nakahara

Dear Commissioners:

We are submitting this letter of support for Mr. Aaron Nakahara's proposed Japanese-style family entertainment and retail store to be located in the West Mall of Japan Center. Nihonmachi Little Friends (NLF) is a Japanese bilingual, multicultural and educational childcare organization, established in 1975. We serve over 200 children, ages 2 ½ - 12 year olds, on an annual basis in our preschool programs and after school program at three locations in San Francisco's Japantown.

We are very excited about Mr. Nakahara's proposed business as we feel it will fill an important need by serving families of young children with a contemporary Japanese form of entertainment. As many of our families frequent the area to shop and dine, it will be an added attraction, different from what is already available to shoppers and visitors to Japantown, and positively contribute to the vitality of the neighborhood.

We strongly support Mr. Nakahara's proposed business plan and would appreciate your favorable consideration to his request.

Sincerely,

Cathy Inamasu
Executive Director

KIMOCHI

CONTINUING THE JAPANESE TRADITION
OF CARE AND SUPPORT FOR SENIORS

August 3, 2011

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear San Francisco Planning Commission:

We are writing in support of Aaron Nakahara's intentions to open a Japanese style family entertainment and retail store in the San Francisco Japantown malls.

We feel that his business plan and the store will provide a greatly needed Japanese attraction that will increase patronage to the area, support surrounding stores, and help to continue the cultural and historical significance of Japantown.

Over the years, due to various factors, San Francisco Japantown has seen a decrease in the number of Japanese themed retailers.

- Elder long time Japanese retailers are now retiring, resulting in store closures.
- Children of these long time Japanese retailers are not interested in continuing the family business.
- The younger generation of Japanese Americans are generally not interested in opening mom and pop retail stores.
- There is an outward migration of citizens of Japanese ancestry to the suburbs.
- There is very little immigration from Japan. Those who do come to the US are generally here on temporary work visas, working for large corporations and do not open restaurants or retail stores.
- The internet has evolved to replace the Japanese video stores, music stores, clothing stores, general merchandise retailers and book stores.
- Most Japanese companies are located primarily in the South Bay, resulting in many of the newer Japanese businesses opening near Silicon Valley. See San Jose Japantown, Marukai, Mitsuwa Market, 3rd and 4th Street San Mateo. This action is also supported by the outward migration noted above.
- The recession has added to greatly change the ability to survive for many of the current merchants.

All of these factors will continue to become more significant over time, resulting in the loss of Japanese themed stores in Japantown in the future.

Kimochi, Inc.
1715 Buchanan Street
San Francisco, CA 94115
Fax (415) 931-2299
www.Kimochi-Inc.org

• *Administration*
(415) 931-2294

• *Social Service*
(415) 931-2275

• *Club Nikkei*
(415) 931-2294

• *Volunteer Services*
(415) 931-2294

Kimochi Home
1531 Sutter Street
San Francisco, CA 94109
(415) 922-9972
Fax (415) 922-6821

• *Adult Social Day Care*

• *Residential Care*

• *Respite Care*

Kimochi Senior Center
1840 Sutter Street
Issei Memorial Hall
San Francisco, CA 94115
(415) 931-2287
Fax (415) 931-2299

• *Nutrition*

• *Home Delivered Meals*

• *Senior Center Activities*

• *Transportation*

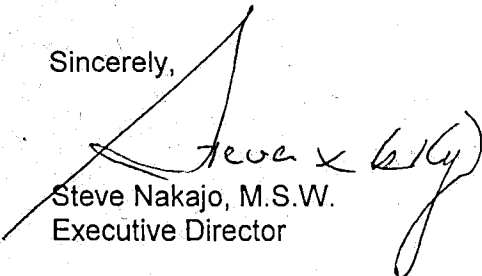
Kimochi Lounge
1581 Webster Street #202
San Francisco, CA 94115
(415) 563-5626
Fax (415) 931-2299

Mr. Nakahara's store would bring a uniquely contemporary Japanese concept to San Francisco in addition to providing the following benefits to the area:

- a destination spot increasing foot traffic and Japantown visibility.
- provide for a fresh, unique experience that complements the existing stores in the area and further rounds out the Japan experience..
- provides a transitional location to spend time between lunch, dinner, waiting for a table, a movie, shopping, tired kids.
- invite patrons from out of town who have heard of the experience.
- enhance Japantown's retail offerings through a first of a kind store.
- provide a unique experience for tourists.
- a place for individuals to get their Japanese entertainment experience
- parents to entertain their children while at the mall, thus increasing the time spent at other stores in the mall.
- creates lifelong patronage with children continuing to visit Japantown as they grow older
- a date spot for couples
- caters the whole family with entertainment which is currently extremely limited to non-existent within the Japantown Community
- provides an outlet for anime goods and characters at a time when intellectual property from Japan is making a significant impact in our daily lives.
- increase hiring in the city at a time when unemployment is at all time highs.
- increase revenues to the city
- exemplifies Japan's contemporary cultural diversity.
- strengthen the commercial and historical life of Japantown San Francisco.

We feel that Mr. Nakahara's store will greatly contribute to the cultural and commercial revitalization of Japantown and hope that all of the advantages mentioned above convince you to allow Mr. Nakahara to open his Japanese style family entertainment and retail store in San Francisco Japantown.

Sincerely,


Steve Nakajo, M.S.W.
Executive Director

Karen N. Kai
159 Beaver Street
San Francisco, CA 94114

September 21, 2011

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

RE: Recommendation in Support of Conditional Use for
Children/Family Arcade in Japan Center

Dear Honorable Members of the Planning Commission,

I am very pleased to support the proposal by Aaron Nakahara of Three Suns Arose, LLC for a children and family arcade in the Japan Center. The project is unique, will attract visitors and residents to Japantown, is attuned to the community's cultural setting and will have a positive impact on the neighborhood's commercial district. I support this project because it is:

Culturally Relevant

Based upon the family arcades that are found in Japanese department stores, the proposed arcade for Japan Center will be familiar to those who have lived in or visited Japan and will be an attraction for who follow Japanese pop culture activity. Mr. Nakahara's business model will allow him to keep up with new trends, as well as established characters and themes.

Unique, innovative and fresh

There are no other local Japanese-style family arcades in San Francisco. There are no family entertainment facilities, even traditional ones with western games and themes, in Japan Center or in the Japantown area. The Japanese arcades feature challenges based upon stories and characters, many based in Japanese folklore and culture. The atmosphere and content of this facility will be unique because of its cultural basis and a welcome addition for families and young people.

Promoting community goals

Attracting families and young people to Japantown is an important community goal. Since the demolition of the Japantown Bowl, there had been no real family activity oriented businesses in Japantown. This proposal addresses many of the concerns that parents and community members have had about other arcade activities. Because of the nature of the proposed offerings and its orientation to families with children under the teen years, the facility will be clean and well-lit and the games non-violent. The potential

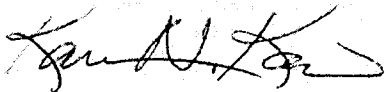
for having a space that may be available for small parties and gatherings with children is also a welcome feature for the community.

Because the family arcade is not duplicative of existing shops and services, it will complement and support other businesses in the area. Additionally, the Japanese games will offer prizes that are of good quality and are not generally available in retail stores. The family arcade is a welcome exception to the unfortunate trend in Japan Center toward repetitive offerings and lower quality goods.

I was impressed with Mr. Nakahara's desire to be part of the Japantown community. His willingness to meet with various community members and ideas for working cooperatively with other merchants represented the first steps to a beneficial long-term relationship between Mr. Nakahara and the community.

I have been involved in Japantown and its community planning efforts for many years and am a member of the Japantown Plan Organizing Committee. I have been engaged with families, youth and young adults through association with Nihonmachi Little Friends, the Japanese Bilingual Bicultural Program and nihonmachiROOTS. I believe that Mr. Nakahara's project will be a benefit to the community and so urge you to approve his application for conditional use.

Thank you,

A handwritten signature in cursive script, appearing to read "Karen Kai".

Karen Kai

CONDITIONAL USE CASE NO. 2011.0750C
1737 POST STREET, SUITE 330
D.B.A. PLAYLAND JAPAN

SHEET LIST

A0.1 COVER SHEET
A1.0 SITE PLAN
A1.1 EXISTING FLOOR PLAN / DEMOLITION PLAN
A2.0 PROPOSED FLOOR PLAN
A3.0 ELEVATIONS

PROJECT INFORMATION

GROSS FLOOR AREA: 790 SQFT.
OCCUPANCY GROUP: GROUP A-3 (ARCADE)

SCOPE OF WORK

REMODEL (E) CLOTHING STORE TO AN ARCADE. CONSTRUCTION INCLUDES REPLACING EXISTING ALUMINUM STORE-FRONT SYSTEMS WITH NEW ALUMINUM SIDE SLIDING GRILLES AND REMOVING INTERIOR PARTITION WALL AND DISPLAYS.

COVER SHEET

SCALE: 1/4" = 1'-0"

DATE: AUG. 16, 2011

#330 West Mall Japan Center | Japantown, San Francisco

A0.1

AARON NAKAHARA
1520 PARK AVENUE
EMERYVILLE, CA 94608

POST STREET

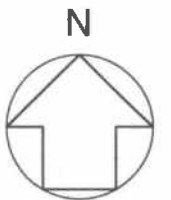
WEBSTER STREET



PEACE PLAZA

PROPOSED PROJECT LOCATION

GEARY BLVD.



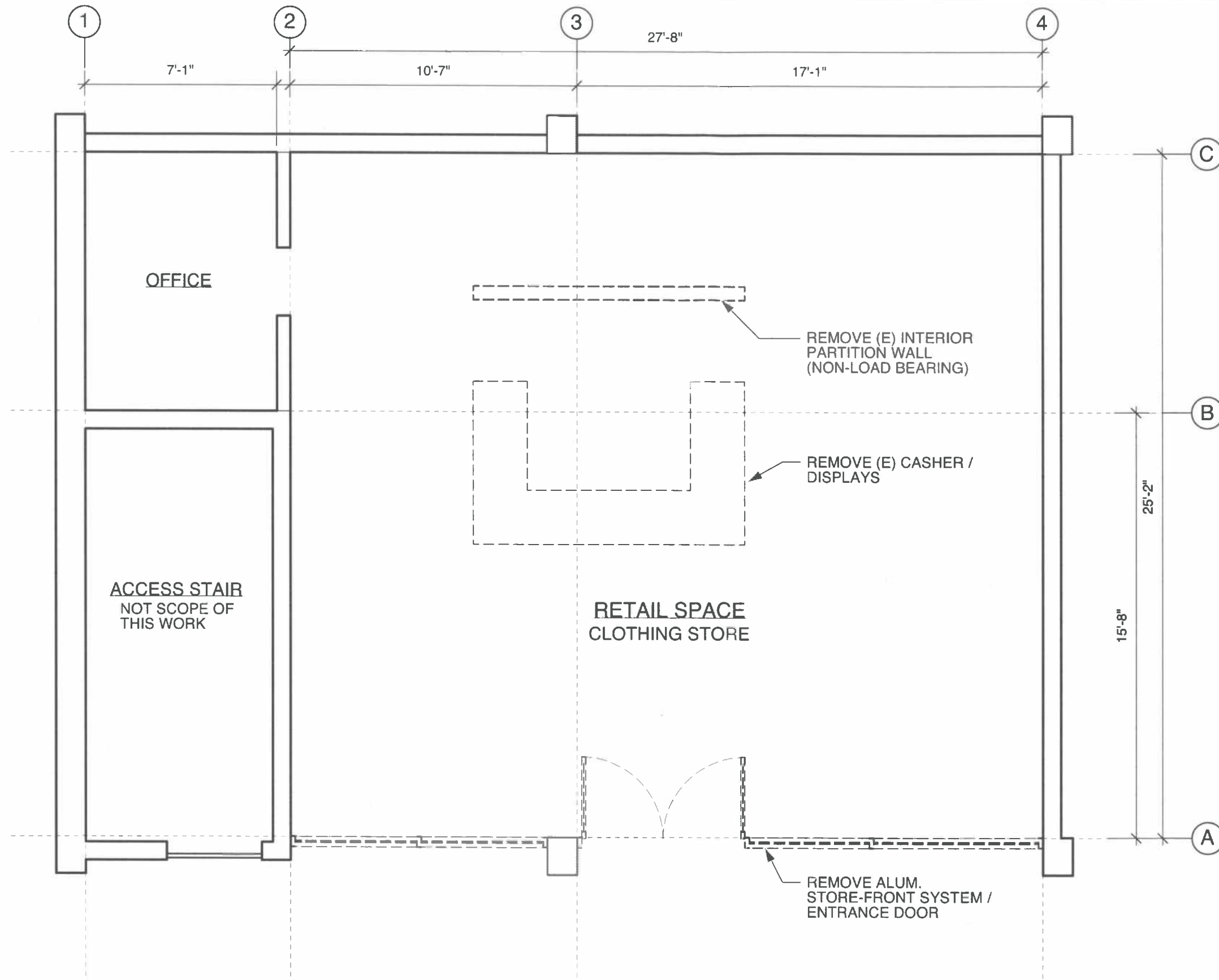
SITE PLAN

#330 West Mall Japan Center | Japantown, San Francisco

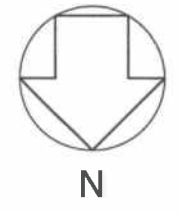
SCALE: 1/32" = 1'-0" DATE: AUG. 16, 2011

A1.0

AARON NAKAHARA
1520 PARK AVENUE
EMERYVILLE, CA 94608



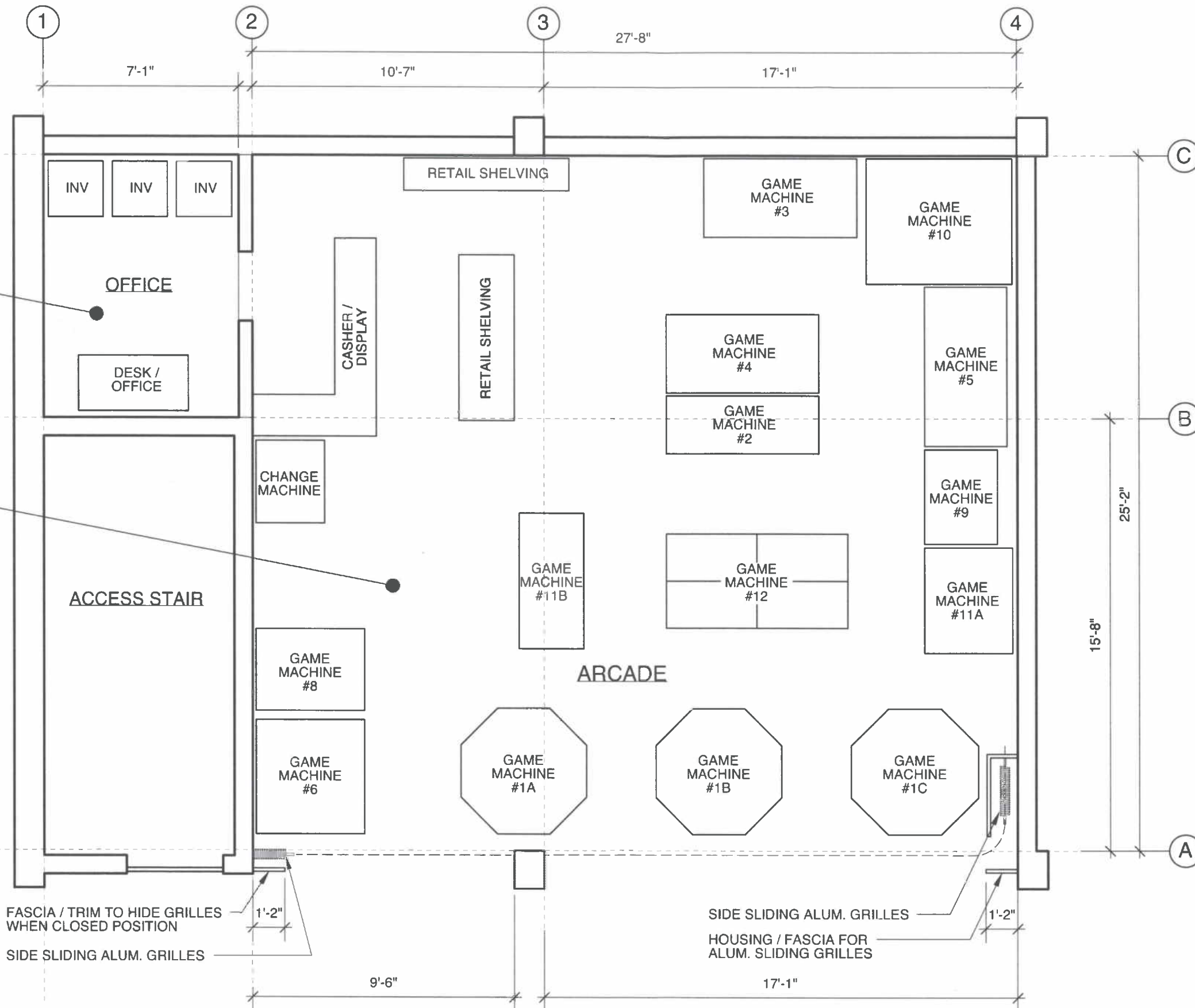
- LEGEND:**
- (E) WALL & COLUMN TO REMAIN
 - (E) WALL TO BE REMOVED
 - (E) STORE-FRONT / ENTRY DOOR TO BE REMOVED



EXISTING FLOOR PLAN
 SCALE: 1/4" = 1'-0" DATE: AUG. 16, 2011

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 AARON NAKAHARA
 1520 PARK AVENUE
 EMERYVILLE, CA 94608



LEGEND:

ROOM NAME

RECEPTION		
100	1	100

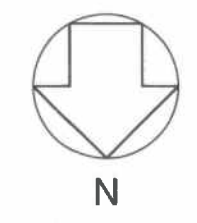
OCC. LOAD FACTOR

OCC. LOAD

AREA (SF)

OFFICE		
68	1	100

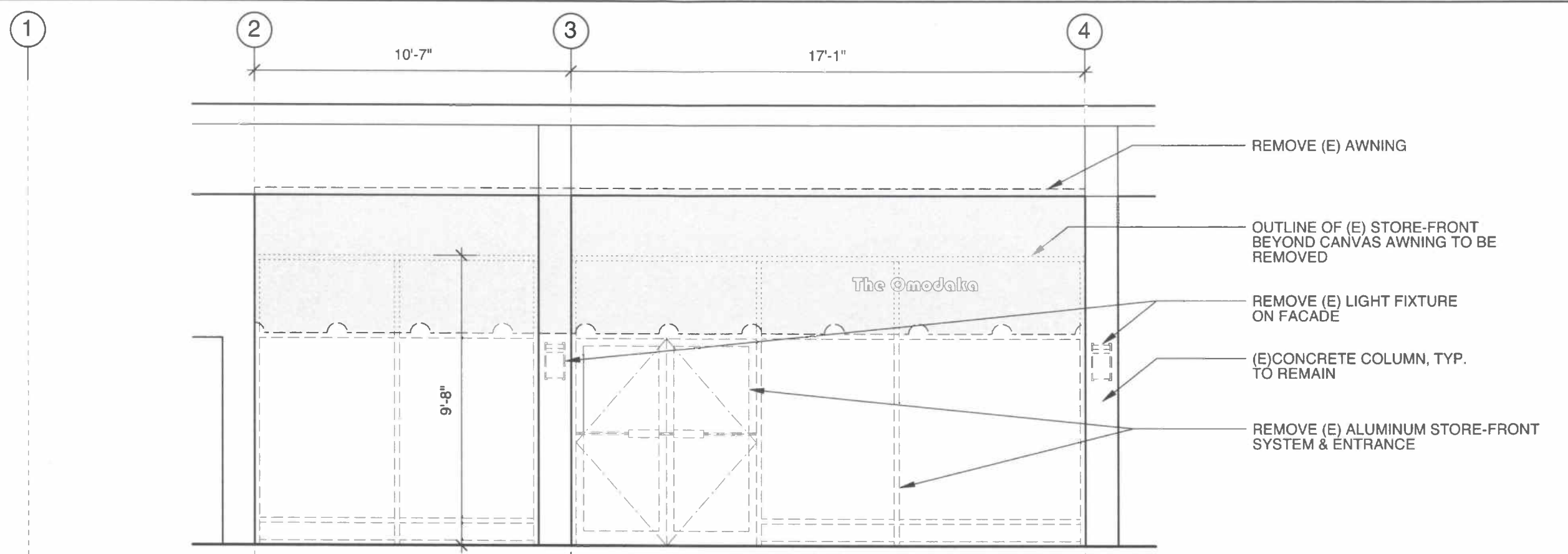
ARCADE		
720	24	30



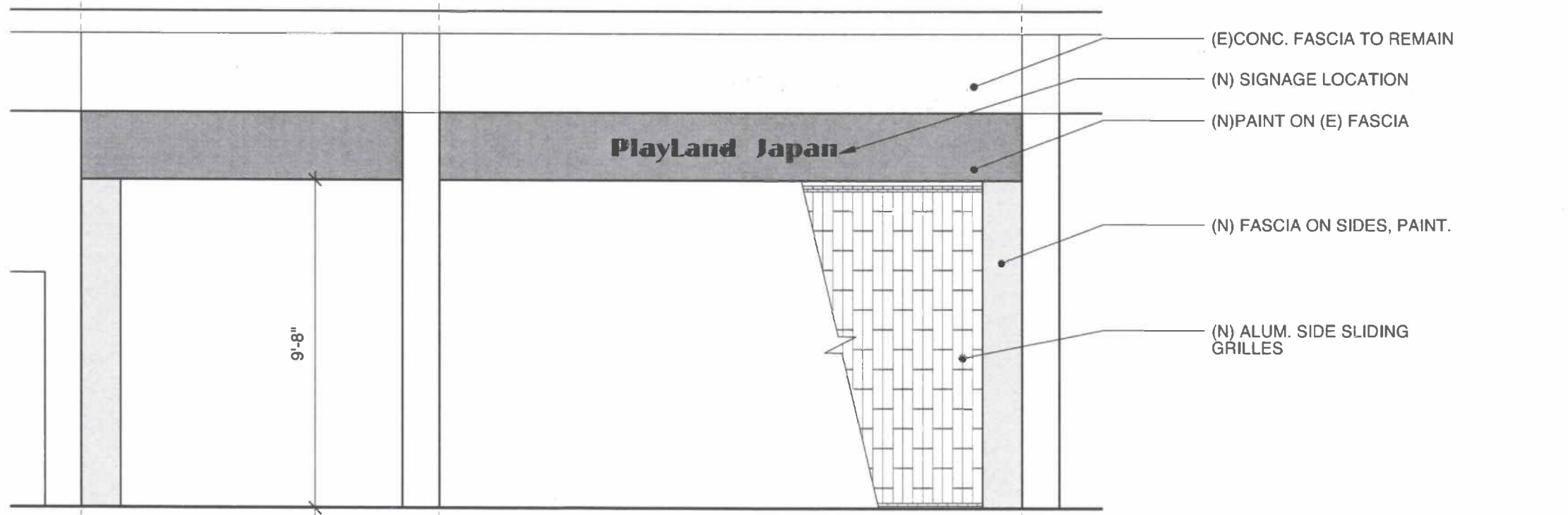
PROPOSED FLOOR PLAN
 SCALE: 1/4" = 1'-0" DATE: AUG. 16, 2011

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1. EXISTING FACADE / ELEVATION



2. PROPOSED FACADE

ELEVATIONS

SCALE: 1/4" = 1'-0"

DATE: AUG. 16, 2011

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A3.0

AARON NAKAHARA
1520 PARK AVENUE
EMERYVILLE, CA 94608