



Japantown

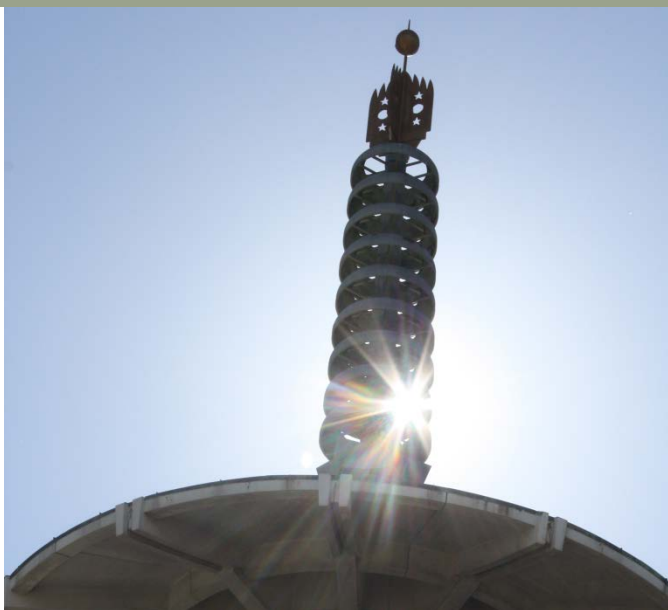
Cultural Heritage and Economic Sustainability Strategy



JCHESS

Vision

“Japantown will continue to thrive as a culturally rich, unique, and vibrant neighborhood and serve as the heart of the Japanese and Japanese American communities.”



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Key Goals: To Secure Japantown's Future As...

- The historical and cultural heart of the Japanese and Japanese American community
- A thriving commercial and retail district
- A home to residents and community-based organizations
- A physically attractive and vibrant community



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Context for CHESS

- SF will grow substantially in near future
- Japantown is prime real estate and vulnerable to change.
- Redevelopment of 1960's was a mistake.
- Major change to malls requires closing the garage which will result in elimination of cultural businesses.
- We don't have a recognized document of what we want for Japantown or laws to guide its land use or preservation.

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How Did We Get Here?

- Ongoing: identified risk to the neighborhood's culture
- 1999: Concept Plan
- 2007-2009: Japantown Better Neighborhood Plan (BNP)
- 2010-2012: Community-led outreach and revision
- 2013: JCHESS Draft



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JCHESS v. BNP

- Same goals and objectives.
- BNP assumed significant development. JCHESS focuses on incremental development within existing building heights.
- BNP was development driven. JCHESS emphasizes cultural heritage and economic sustainability.

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JCHESS v. BNP

- BNP was not comprehensively vetted with community. JCHESS will have been thoroughly vetted with the community.
- BNP was dependent on City implementation. JCHESS is more dependent on the community to implement.



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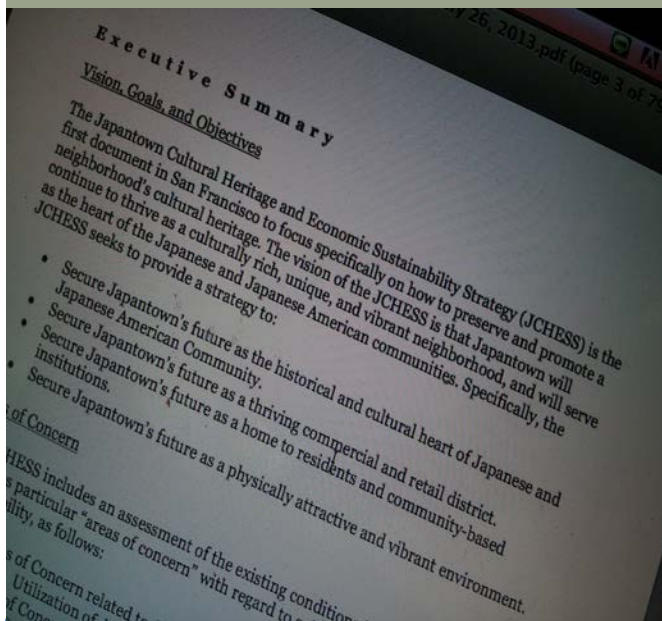
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What the JCHESS is – and isn't

- IS: A collaboration between the Japantown community and City agencies (Planning and Office of Economic and Workforce Development)
- ISN'T: A comprehensive neighborhood plan like the BNP, but instead is more focused on cultural heritage



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What the JCHESS is – and isn't

- IS: A strategy document for implementing neighborhood improvements and attracting funding.
- ISN'T: An implementation action itself.
- IS: The first document of it's kind in San Francisco.



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Identifies Important Cultural Resources in Japantown

- Based on community input and review of historic documents.
- 306 total resources – and counting – including:
 - 67 buildings and structures
 - 123 businesses
 - 79 cultural activities and events
 - 37 organizations and institutions
- Purpose is to help inform and prioritize recommendations.



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Identifies “Areas of Concern”

- Based on community input.
- Includes overview of the neighborhood’s existing conditions.
- Includes concerns related to:
 - The use of private and public property.
 - The well-being of buildings, businesses, organizations/institutions, and community activities and events.



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Identifies Recommendations

- Based on community input, analysis by cultural heritage and economic development experts, and city staff.
- Includes existing strategies that can be applied and new ones that would need to be developed.
- Responsibility shared between the community and City government.
- Collectively, are able to address all the “areas of concern.”

Matrix A: Applying Tools to Address Concerns
The following matrix is intended to show how areas of concern (rows) could be addressed by the various tools (columns). The areas detailed in Chapter 5 - Recommendations.

	A. Existing Strategies					B. Proposed Strategies				
	1	2	3	4	5	1	2	3	4	5
A.1. Utilization of Developable Parcels										
R.1. Compatibility of Architecture										
R.2. Lack of Pedestrian Scale										
R.3. Preservation of Historic Buildings and Structures										
C.1. Openness										
C.2. Challenges for Community-serving Organizations and Institutions										
C.3. Lack of Permanent Space for Existing Organizations										
C.4. Lack of Permanent Space for Existing Organizations										
C.5. Lack of Permanent Space for Existing Organizations										
C.6. Lack of Permanent Space for Existing Organizations										
C.7. Lack of Permanent Space for Existing Organizations										
C.8. Lack of Permanent Space for Existing Organizations										
C.9. Lack of Permanent Space for Existing Organizations										
C.10. Lack of Permanent Space for Existing Organizations										

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Key Community-Driven Recommendations

- Create a Community Development Corporation – economic development, advocacy, technical support.
- Create a Community Land Trust – community stewardship of land.
- Create a Community Benefits District – maintenance, safety, and streetscape improvements.



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Key City-Driven Recommendations

- Implement Invest in Neighborhoods – financial assistance, marketing, organizational support.
- Implement the Better Streets Plan – more attractive neighborhood, and better signage.
- Adopt a Japantown Neighborhood Commercial District and Japantown-specific design guidelines.

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Review and Outreach Timeline

- Feb 26, 2013 – Kickoff Community Meeting at JCCCNC
- March through April
 - Outreach to organizations and stakeholder groups
 - Gather comments to JCHESS Draft
- May – Finalize the JCHESS
- June – Seek JCHESS endorsement by the Planning Commission and the Historic Preservation Commission.



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*Stay Involved and Share Your
Thoughts*

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Thank You!

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