

**Options for the Establishment of a Koreatown in the City and County of Honolulu:
A Report to the Hawaii State Legislature
in Response to H.C.R. 169, Twenty-Sixth Legislature, 2012**



Prepared by

**OFFICE OF PLANNING
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
STATE OF HAWAII**

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Contents

1. INTRODUCTION	1
1.1 Purpose and Intent.....	1
1.2 Methodology	2
Background Research	3
Stakeholder Engagement.....	4
2. SUMMARY OF FINDINGS	5
2.1 Background Research	5
Korean Presence in Hawaii	5
Earlier Efforts to Establish a Koreatown	6
Koreatowns in the United States	6
Existing Conditions and Issues in Honolulu	11
2.2. STAKEHOLDER INPUT AND FEEDBACK.....	23
Survey Method.....	23
Survey Findings	23
Community Meeting Results and Discussion	26
Dissenting Opinion	30
3. OPTIONS FOR KOREATOWN	30
Options for Action	31
Option 1 - Community branding.....	32
Option 2 - Creation of a community gathering space or place that promotes and showcases Korean culture	34
Option 3 - Formal Designation of a Koreatown and/or Formal Adoption of a Special Design District for Koreatown	35
4. CONCLUDING REMARKS	35
5. REFERENCES	36

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EXECUTIVE SUMMARY

The Twenty-sixth Legislature of the State of Hawaii passed S.R. 104, SD 1, H.C.R. 169, HD 1, SD 1 in 2012 (H.C.R. 169), urging the establishment of a Koreatown in the City and County of Honolulu.

H.C.R. 169 directs the State Office of Planning (OP), in coordination with the City and County of Honolulu Department of Planning and Permitting (DPP), neighborhood boards, and other applicable community organizations, to develop a master plan for the development of a Koreatown within Census Tracts 36.01 and 36.02. In particular, H.C.R. 169 specifies that the master plan may include, but is not limited to the following: (1) area boundaries; (2) incentives to promote and perpetuate further investment with Korea; (3) a museum and cultural center highlighting Korea's contributions in culture, music, fashion, art, and society in Hawaii; and (4) specialized architectural design plans to reflect the history of Koreans in Hawaii. H.C.R. 169 further resolves that OP report to the 2014 session of the State Legislature its findings and recommendations, including any proposed legislation.

No funds were appropriated to implement H.C.R. 169 or to develop a master plan for the establishment of a Koreatown. Thus, OP's study is limited to surveying: established Koreatowns in other jurisdictions; existing conditions within the proposed Koreatown area boundaries; previous efforts to establish a Koreatown in Hawaii; related County planning and development activities; and stakeholder input from the Korean community. This report summarizes the findings of this initial scoping study and identifies options for establishing a Koreatown.

This report presents the findings of the efforts of OP. Significant support exists for the development of a Koreatown in Honolulu. Elements found in other, 'organically' grown Koreatowns in the United States exist here already, including a high concentration of Korean businesses and residents in the area. More specific physical aspects of a Koreatown that Honolulu residents are interested in seeing are signs and a community center in the area. Cultural events to cultivate cultural knowledge among future generations are also a priority, as well as encouraging business investment.

Beyond letting community development continue organically, three possible options exist for supporting the development of a Koreatown:

- Community branding to build a reputation through logos, advertising and events in the area.
- Creation of a community gathering space and developing voluntary design guidelines to shape a cohesive identity in the area.

- Formal designation of “Koreatown” and the development of a Master Plan for Koreatown, demanding the most commitment from stakeholders and the most resources.

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1. INTRODUCTION

1.1 Purpose and Intent

In recognition of the long history and increasing presence of Koreans in Hawaii, the Twenty-sixth Legislature of the State of Hawaii passed S.R. 104, SD 1, H.C.R. 169, HD 1, SD 1 in 2012 (H.C.R. 169), urging the establishment of a Koreatown in the City and County of Honolulu (Appendix 1).

H.C.R. 169 directs the State Office of Planning (OP), in coordination with the City and County of Honolulu Department of Planning and Permitting (DPP), neighborhood boards, and other applicable community organizations, to develop a master plan for the development of a Koreatown, which encompasses the area west of Kalakaua Avenue to Pensacola Street and north of Kapiolani Boulevard to South King Street (See Figure 1).

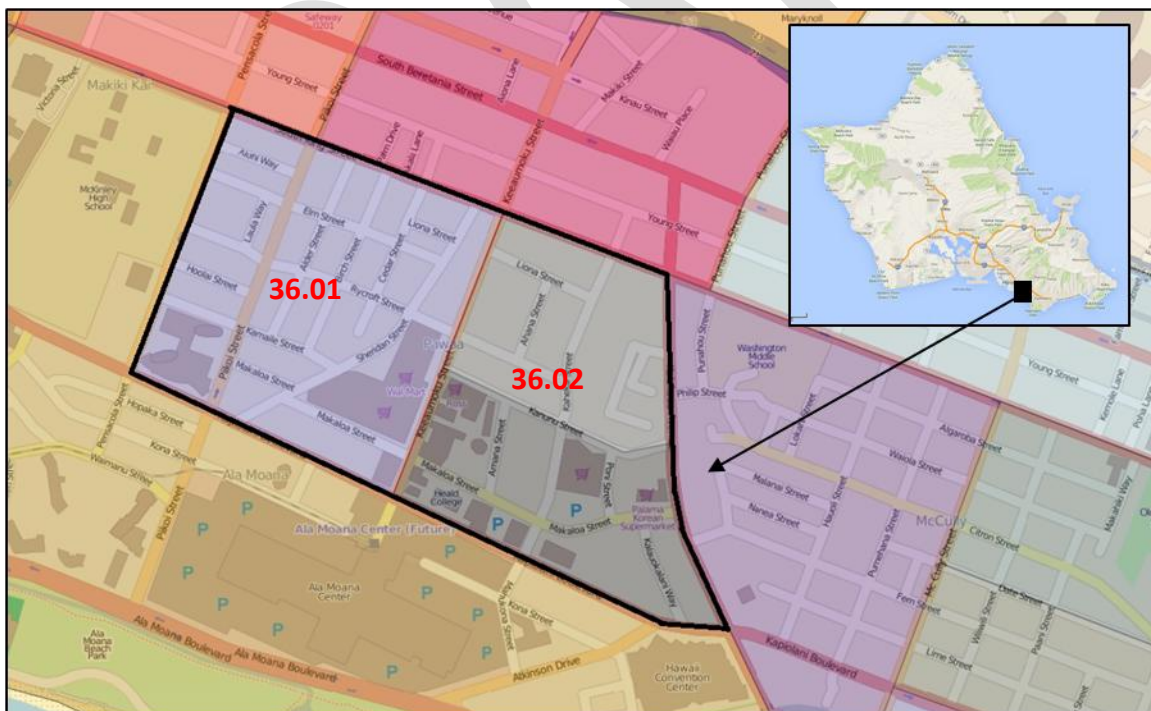


Figure 1. Location of census tracts 36.01 and 36.02 within the City and County of Honolulu.

Source: Google Maps, 2013

In particular, H.C.R. 169 specifies that the master plan may include, but is not limited to the following components:

- (1) Area boundaries;
- (2) Incentives to promote and perpetuate further investment with Korea;
- (3) A museum and cultural center highlighting Korea's contributions in culture, music, fashion, art, and society in Hawaii and including statues of Korean leaders from Hawaii; and
- (4) Specialized architectural design plans to reflect the history of Koreans in Hawaii.

H.C.R. 169 also requires OP to submit a written report to the State Legislature for the 2014 legislative session on its findings and recommendations, including any proposed legislation.

No funds were appropriated to implement H.C.R. 169 or to develop a master plan for the establishment of a Koreatown. Due to staffing and funding constraints, OP's study is limited to surveying: established Koreatowns in the United States; existing conditions within the proposed Koreatown area boundaries; previous efforts to establish a Koreatown in Hawaii; related County planning and development activities; and stakeholder input from the Korean community.

This report summarizes the findings of OP's study and identifies several options for next steps. Additional resources, analysis, and consultation with affected State and County agencies and other stakeholders from the community will be necessary for the development of any plan to establish a Koreatown in the City and County of Honolulu. It is important to note that while the Korean community strongly supports these efforts, there are those in the affected proximity of the subject area who have concerns. Future efforts must reach out to these affected residents, businesses and landowners.

1.2 Methodology

Due to staffing and funding constraints, OP recruited a team of graduate planning interns from the University of Hawaii at Manoa, and selected four individuals with educational backgrounds in architecture, environmental resource management, and political science to volunteer for the study team to assist with the planning process. OP staff advised the study team throughout the stages of the planning process described below (See Figure 2).

Objectives

The study team prepared a work plan that identified the five following project objectives:

- (1) Conduct background research and identify key stakeholders;
- (2) Develop a public website to share project updates;
- (3) Develop and distribute a survey to solicit community input regarding the establishment of a Koreatown in the proposed area boundaries;
- (4) Plan and conduct a public meeting to gather additional feedback from the community; and
- (5) Report findings to the State Legislature for the 2014 legislative session.

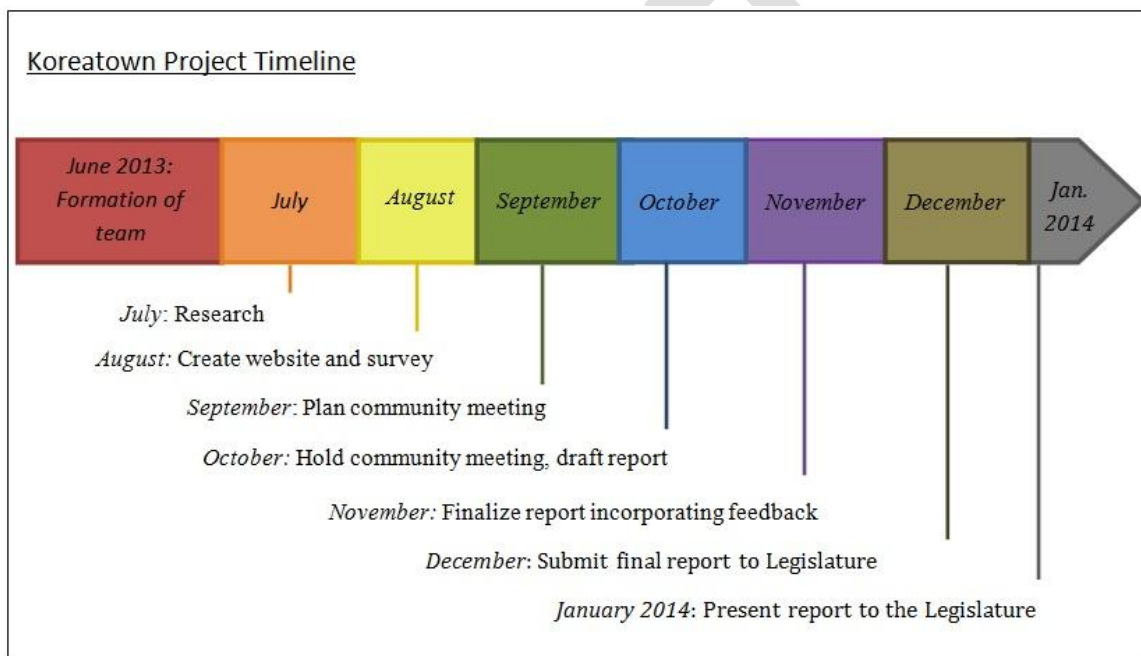


Figure 2. Koreatown Project Timeline.

** The presentation planned for January 2014 has been cancelled due to the interns' limited availability.

Background Research

The study team began by identifying key stakeholders to engage throughout the scoping study, and attended the 2013 Korean Festival to connect with additional references. In particular, the study team consulted with relevant county agencies, organizations, and Korean community members, including the City and County of Honolulu Department of Planning and Permitting (DPP), Mayor's Office of Economic Development, Korean American Bar Association of Hawaii (KABAH), Korean American Foundation of Hawaii, and The United Korean Association of Hawaii (TUKAH).

Based on input received during these meetings, the study team surveyed previous efforts to establish a Koreatown in Hawaii as well as relevant County plans and programs, including the Ala Moana Neighborhood Transit Oriented Development (TOD) Plan and the Complete Streets Ordinance, which could have a considerable impact on future planning and development efforts within the proposed Koreatown area boundaries. Additionally, the study team conducted background research on established Koreatowns in other jurisdictions such as Los Angeles, New York City and Chicago to identify potential design options and performed a walk-through of the proposed Koreatown boundaries to survey existing conditions.

Stakeholder Engagement

In August 2013, the study team created a public webpage on the Office of Planning website to share project updates with the community (see <http://planning.hawaii.gov/koreatown-project/>). Stakeholders were notified of the webpage and encouraged to keep track of project developments by visiting the webpage.

Also in August 2013, the study team developed a survey to solicit initial community feedback and input on the types of features to include in a Koreatown in Honolulu (Appendix 2). Based on discussions with key stakeholders and a review of popular features commonly found in established Koreatowns in other jurisdictions, the survey was comprised of four questions:

- (1) What might a Koreatown look like to you?
- (2) What would you do at this place? What kind of events would happen there?
- (3) Why is a Koreatown important to you (for future generations, to remember the past, to encourage business)?
- (4) Where should Koreatown be located?

An online version of the survey was posted in both English and Korean on the Office of Planning website from August 15, 2013 until October 16, 2013. E-mails were sent to stakeholders to encourage participation in the online survey. In addition, paper copies of the survey were distributed to community members with assistance from TUKAH. In all, over two thousand responses were collected.

In September 2013, the study team, with support from TUKAH, made arrangements for a public meeting to collect additional feedback and input on community visions for a Koreatown in Honolulu. The community meeting was held on October 12, 2013, at the Christ United Methodist Church on Keeaumoku Street.

Publicity for this meeting was generated through local media and word of mouth. A public meeting announcement (Appendix 3) was sent to stakeholders by email, posted on the Office of Planning website, published in the local Korean-language newspaper, and advertised on the local Korean radio station.

Participants were asked to provide feedback through a variety of large and small group activities to address the following core questions:

- (1) What makes the Korean community and culture unique?
- (2) What should signage, totems, logos, and a cultural center look like?
- (3) What types of activities would you want to see in Koreatown?
- (4) Where do you think a suitable location is for a Koreatown? Where should signage, symbols be located?

Results from the survey and public meeting are discussed in Section 2.2 and are the basis for the options for establishing a Koreatown in the City and County of Honolulu that are presented in Section 3.

2. SUMMARY OF FINDINGS

2.1 Background Research

Korean Presence in Hawaii

According to Min (2011), the first wave of over 7,000 Koreans arrived in Hawaii between 1903 and 1905 to work on sugar plantations. In the following decade, picture brides from Korea also arrived in great numbers to Hawaii. In the 1920s, Wahiawa, a plantation town, became an area where many Koreans settled. In 1947, the Korea National Association built its headquarters, the Korean Cultural Center, in Liliha-Palama, a mostly residential area of Honolulu in an upper valley. Later in the twentieth century, Korean immigration to Hawaii again peaked in a second wave. By the centennial celebration in 2003, there were over 20,000 Koreans living in Hawaii.

(<http://the.honoluluadvertiser.com/specials/korean100/timeline/>)

Earlier Efforts to Establish a Koreatown

There have been earlier efforts in Hawaii to establish a Koreatown. The Korean community in Honolulu has been involved with both fundraising activities to purchase land and build a community center and gathering documented support for a Koreatown. In 2011 TUKAH collected 3,800 signatures for a petition in support of a Koreatown being designated in the Keeaumoku area. In 2007 the DPP conducted a needs assessment, architectural program study, conceptual design studies and implementation strategies for a Korean Cultural and Community Center (DPP 2007). This report offers a useful starting point for future plans for a Koreatown in Honolulu. The DPP met with the board of a Korean association to explore the idea of incorporating a Koreatown into the City's transit-oriented development (TOD) plan for the Ala Moana station, which is discussed later in this section.

Koreatowns in the United States

A small number of Korean students and politicians came to the United States at the end of the 19th century following the establishment of diplomatic relations between the United States and Korea in 1884 (Min 2011). After the Immigration Act was passed in 1965, the annual amount of Korean immigrants continually increased until the 1990s. From 1976 to 1990, Korea was the third largest source of immigrants to the United States (Min January 27, 2011). According to the 2010 Census, the United States was home to over 1.4 million individuals of Korean descent, making it the second-largest Korean population outside of Korea ("Selected Population Profile in the United States" 2012). The three cities with the highest population of Korean Americans are New York City, Los Angeles and Chicago ("Top 5 Most Korean-American Cities" September 2, 2011). Koreatowns in the United States have provided both cultural and economic opportunities for Koreans across the country. Examples of these established Koreatowns are detailed below.

Los Angeles, California

Large groups of Koreans began settling in Los Angeles, California in the 1960s and numerous Korean businesses organically shaped an area known as "Koreatown" along Wilshire Boulevard (See Figure 3). Today, the 2.7 square mile Los Angeles Koreatown is often seen as the "overseas Korean capital" (Lee et al. 2008). Approximately one-fourth of the \$90 billion in trade between South Korea and the United States passes through Los Angeles annually, and Korean businesses generate one of the largest sources of direct foreign investment in the region (Berthelsen September 9, 2012).

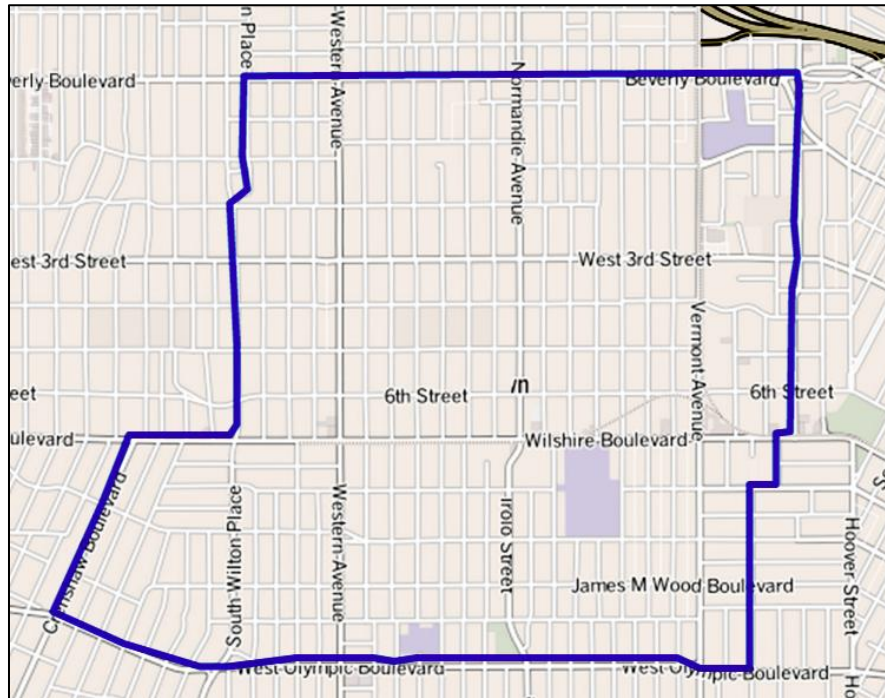


Figure 3. Koreatown Boundaries in Los Angeles, CA.
Source: The Los Angeles Times (<http://maps.latimes.com/>).

The area has the largest concentration of nightclubs and restaurants in Southern California (Rodell, April 21, 2013). Physical structures in the area include special district signage, a Korean temple, gazebos, gateway structures, traditional plazas, a senior center, and a community center. Large Korean businesses in the area include Asiana Airlines and the U.S. headquarters of Korean Air. Other notable Koreatown buildings include the Consulate General of South Korea's residence, a passport and visa office, and a Korean education center affiliated with the government of South Korea. Thousands of Koreans and non-Koreans gather annually in the area for the Korean BBQ festival, the Korean festival (See Figure 4), and other Korean parades.



Figure 4. Los Angeles Korean Festival
Source: Yelp, Inc. (<http://www.yelp.com>).

New York City, New York

New York City's Koreatown grew organically through an influx of Korean-owned businesses that were able to root in Manhattan. The opening of one Korean bookstore and a handful of Manhattan restaurants in 1980 catapulted the development of Koreatown.

Today, the Manhattan Koreatown is primarily a Korean business district with an estimated 100 small businesses on Korea Way (See Figure 5), a segment of 32nd Street between Fifth Avenue and Broadway (Yi, October 3, 2010). The area is comprised of stores on multiple stories reaching the fourth and fifth floors of buildings within one square block. Koreatown is highlighted by vertical, colorful Korean signs that line the buildings of businesses such as restaurants, supermarkets, bookstores, karaoke bars, salons, and doctor's offices.

Just outside of New York City, in the Koreatown of Bergen County, the Chusok Korean Thanksgiving harvest festival attracts tens of thousands of people each year. This year there was approximately 30,000 attendees (Diduch September 14, 2013).



Figure 5. New York City Koreatown by Night

Source: Wikimedia Commons: (<http://commons.wikimedia.org/>).

Chicago, Illinois

Chicago's Koreatown is located in the neighborhood of Albany Park. It has been considered the Korean enclave since the 1980s and is recognized through street signs, Korean owned businesses and restaurants, and festivals. Lawrence Avenue is designated as honorary Seoul Drive (See Figure 6). Further, there are maps that recognize the Korean-owned businesses and organizations which help individuals navigate the area. Finally, structural elements such as gateways have been incorporated to create a visual identity for residents and tourists in the community (See Figure 7). These elements together create a strong visual identity for Chicago's Koreatown, and are relatively easy to implement. Signage has been installed over time, and the gateways do not burden property owners with strict design regulations. Finally, the map of Koreatown can be easily updated as properties change hands, or new organizations incorporate into the community. Ultimately, Chicago's Koreatown has developed relatively organically and is not heavily influenced by strict zoning or design regulations.



Figure 6. Lawrence Avenue AKA Honorary Seoul Drive in Chicago



Figure 7. Gateway to Chicago's Koreatown

Source: <http://www.chicagokoreantown.com>

Existing Conditions and Issues in Honolulu

H.C.R. 169 provided guidance for general boundaries for the proposed Koreatown area as census tracts 36.01 and 36.02, which are located in the Ala Moana district. The area is divided by the main artery of Keeaumoku Street. The area along Keeaumoku Street is primarily zoned for commercial use, while the areas to the west and east of Keeaumoku are used for medium and high density residential and mixed use.

A survey of existing establishments in the area revealed numerous Korean restaurants, supermarkets, cosmetic shops and beauty shops along Keeaumoku Street. This area developed along with the third wave of Korean immigration to Honolulu starting in the 1970s. The area has the largest population and concentration of Koreans in the state, and the area is informally known as “Koreamoku” (Danico, 2002, p.149)

This area is a regional shopping hub. Anchor national chain stores such as Walmart and Ross are located on Keeaumoku Street, and additional commercial activity is drawn from adjacent Ala Moana Shopping Center, the state’s largest retail mall. The area is also a transit hub for TheBus public transit system. In addition, Ala Moana will be the site of one of the stations for the rail system in the near future, expanding access to the area.

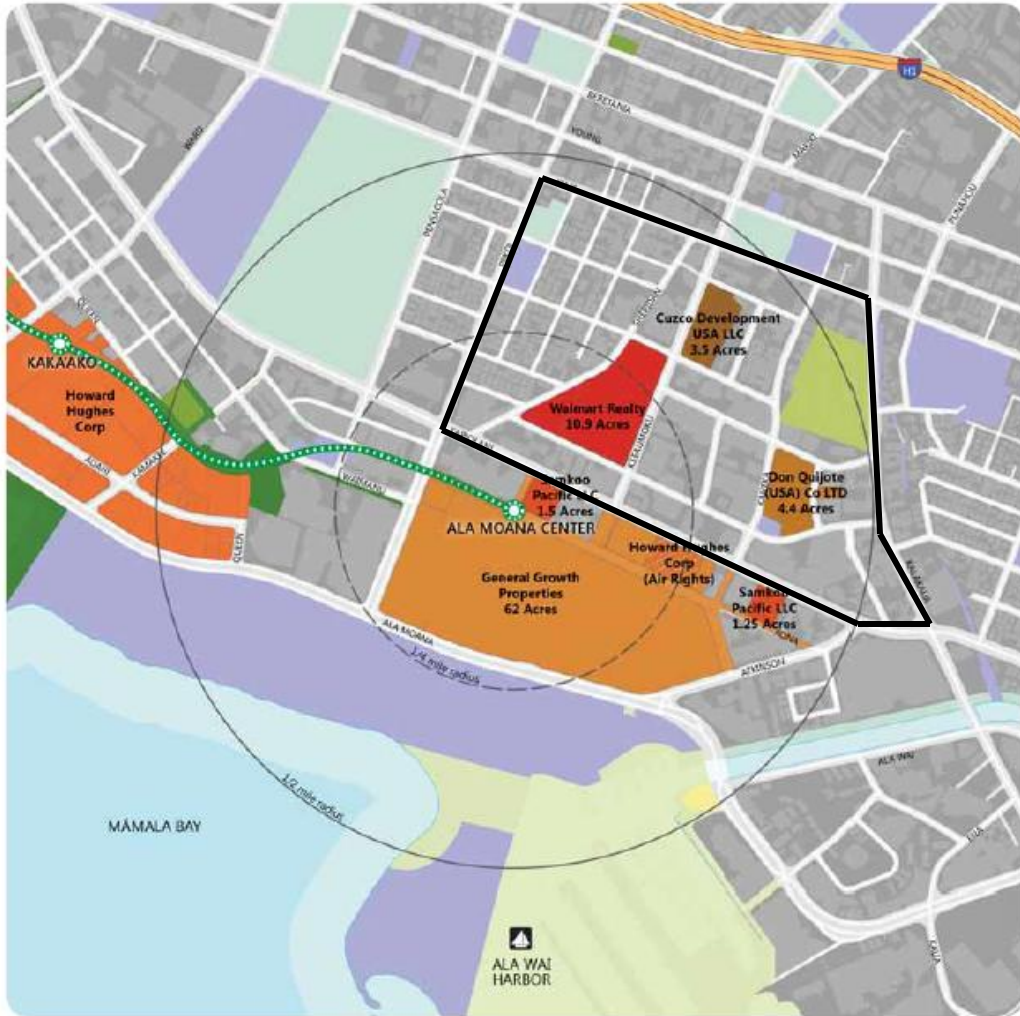


FIGURE 22: PROPERTY OWNERSHIP (PUBLIC/PRIVATE)



Source: Depts of Planning & Permitting; Honolulu Land Information System

Figure 8. Property Ownership Map.

Source: Department of Planning & Permitting. Honolulu Land Information System
H.C.R. 169 Boundary outlined in black.

Current Land Use

The Ala Moana area is predominantly mixed used development.

The existing land use designations are shown in Figure 9 with the primary area surrounding the Ala Moana station and proposed Koreatown project being medium to high density residential/mixed use and district commercial. The Ala Moana TOD Plan Existing Conditions Report also notes that:

“Kapiolani and Keeaumoku corridors are largely populated by underdeveloped lots comprised of a mix of small office, retail, entertainment and dining establishments. While current zoning provisions allow considerably more development potential than realized by most of these parcels, the on-going transition to higher value, higher density buildings and uses has been slow due to substantial barriers to redevelopment. Principal among these is assembling currently small lots to create efficient land holdings, especially with artificially high property values.”



FIGURE 1.1: **LAND USE DESIGNATIONS**



Source: Primary Urban Center Development Plan (2004)

Figure 9. Land Use Designations.

Source: Primary Urban Center Development Plan (2004).

H.C.R. 169 Boundary outlined in black.

Zoning

The existing zoning designations are shown in Figure 10. The areas surrounding the Ala Moana station and those within the proposed Koreatown boundaries are comprised of the following land use designations: (1) Community Business Mixed Use District (BMX-3); (2) High Density Apartment Mixed Use (AMX-3); (4) High Density Apartment District (A-3); and (5) Medium Density Apartment District (A-2). The intent and requirements for each applicable zoning district are summarized by the Ala Moana TOD Plan Existing Conditions Report as follows:

- *Community Business Mixed Use District (BMX-3)* allows for commercial and residential uses, but at a lower intensity than the Central Business Mixed Used District. Typically this zone is applied to major thoroughfares, and where land use is already a mixture of commercial and residential uses. The maximum Floor Area Ratio (FAR) permitted within the district is 2.5; an open space bonus may increase the FAR to 3.5;
- *High Density Apartment Mixed Use District (AMX-3)* allows for some commercial uses within high density apartment neighborhoods. Mixing may occur horizontally and vertically, but controls are established to maintain the dominant residential character. FAR requirements for the district are based on lot area with a maximum FAR of 2.8;
- *High Density Apartment District (A-3)* provides for high density, high-rise multi-family dwellings within central urban core areas. FAR requirements for the district are based on lot area with a maximum FAR of 2.8.
- *Medium Density Apartment District (A-2)* provides for medium density, multifamily dwellings within concentrated urban areas. FAR requirements for the district are based on lot area with a maximum FAR of 1.9.

According to the Ala Moana TOD Plan Existing Conditions Report, the development community has expressed strong interest in revising the Land Use Ordinance to increase development potential, especially by raising height and density limits.

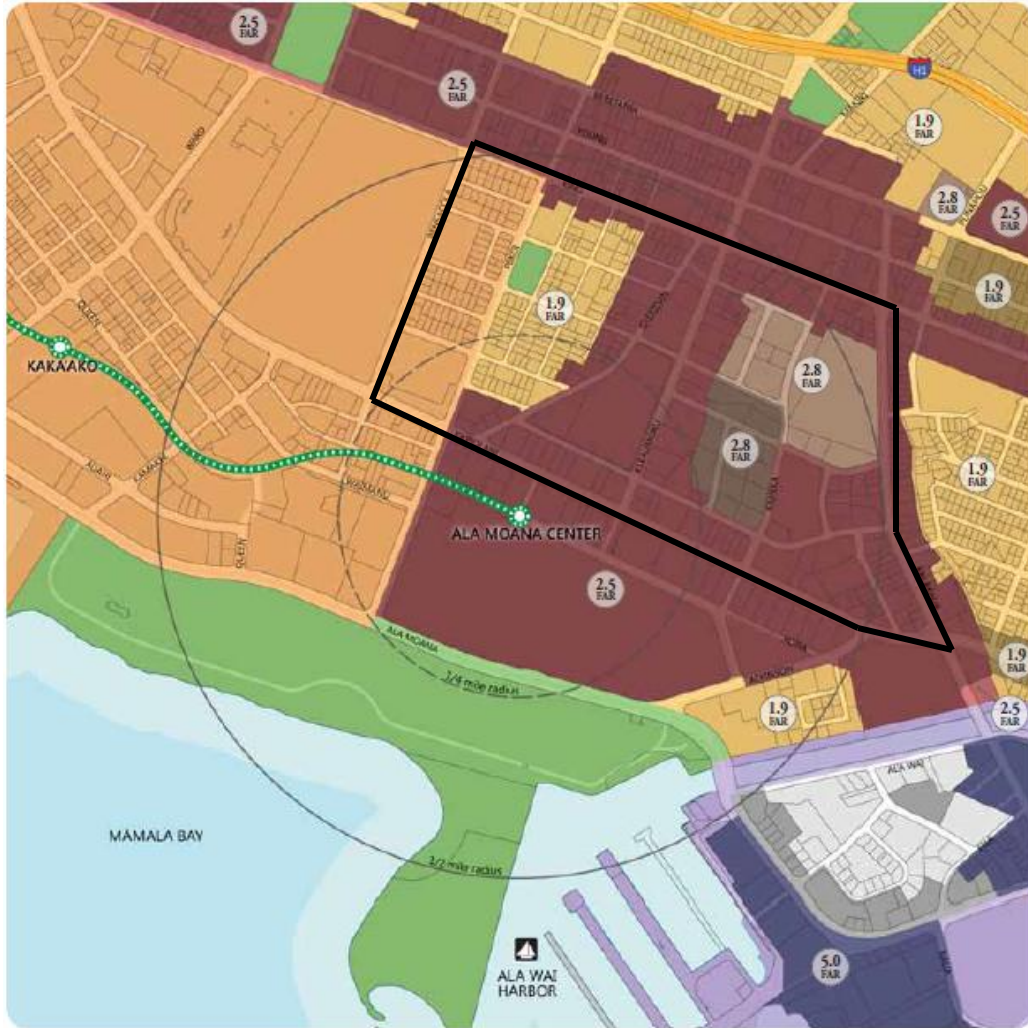


FIGURE 1.2 ZONING DESIGNATIONS

- Fixed Guideway Rail Stations
- Medium-density Apartment District (A-2)
- Medium-density Apartment Mixed Use (AMX-2)
- High-density Apartment District (A-3)
- High-density Apartment Mixed Use (AMX-3)
- Community Business District (B-2)
- Community Business Mixed Use (B-2)
- General Preservation District (P-2)
- Waikiki Apartment Precinct
- Waikiki Apartment Mixed Use Precinct
- Waikiki Resort Mixed Use Precinct
- Waikiki Public Precinct
- Kaka'ako Community Development District
- Maximum Allowable FAR

Source: Depts of Planning & Permitting; Honolulu Land Information System

Figure 10. Zoning Designations.
 Source: Department of Planning & Permitting, Honolulu Land Information System.
 H.C.R. 169 Boundary outlined in black.

Planned Land Use

The Ala Moana TOD Plan Existing Conditions Report also identifies several Redevelopment Opportunity Sites that exist within the area surrounding the Ala Moana Station and proposed Koreatown boundaries (See Figure 11). This entire area could be further enhanced with the designation and investment in a Koreatown designation, as it would create a sense of place, a destination location, and foster a vibrant community.

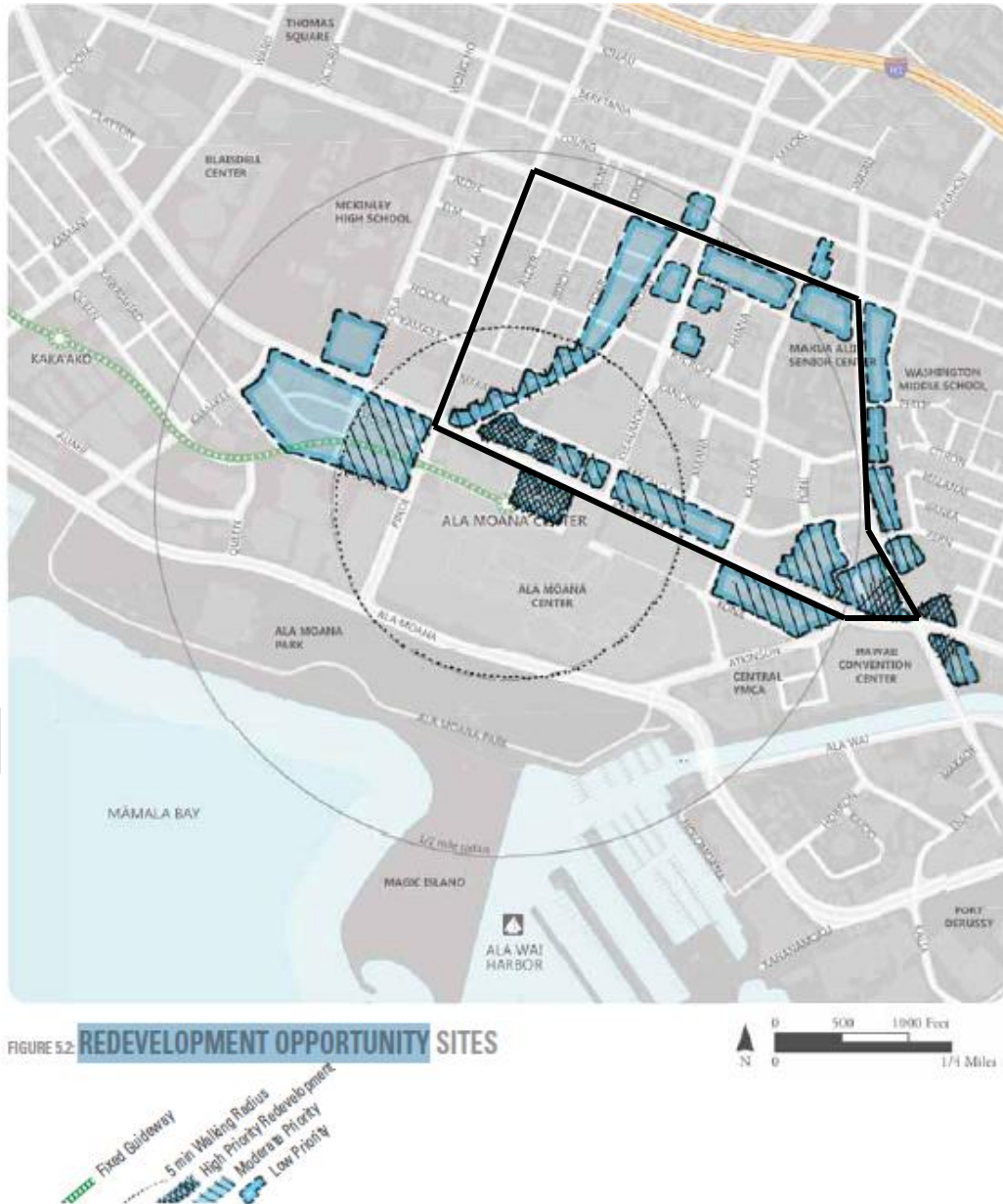


Figure 11. Redevelopment Opportunity Sites.

Source: Ala Moana Neighborhood TOD Plan: Existing Conditions Report (2012).

H.C.R. 169 Boundary outlined in black.

Transit Oriented Development (TOD) Plan for Ala Moana Station

The area is designated by the DPP as one of the future rail station sites within Honolulu. It is slated to be the final stop of the planned rail line and is expected to serve as a major hub for Transit Oriented Development (TOD). Within TOD strategies, the plans call for bike paths, increased pedestrian ways, and greening of the area surrounding the station. Plans include having murals and artwork leading passengers to the station, yet the creators of this artwork have not been finalized through the selection process. One of the main properties that the rail station will utilize is currently a parcel owned by a Korean national business which provides an opportunity for the integration of a Korean presence in the station. A Koreatown designation would create the opportunity to develop community strategies that focus on small businesses, infrastructure investment, and a sense of identity within the Ala Moana area.

Further, in branding the rail station and neighborhood as a destination, signage, flags, and cultural elements can strengthen the sense of place. This, in turn, will enhance the goals of TOD by creating a more bicycle friendly and walkable community. It would also promote a strong sense of community identity.

Much of the focus for the TOD plans is just along the southern boundary of the area currently proposed as Koreatown in H.C.R. 169. If community members agree that these boundaries are in fact accurate and where they would like to see establishment of a Koreatown, then it is likely that many of the design strategies outlined in the TOD plans, and outlined in the following pages, can be incorporated along the central artery of the proposed Koreatown. However, if these design strategies are to be included for the TOD plans and Koreatown designation, there should be some assistance for the bike lane projects, signage, and streetscaping projects within Koreatown, similar to those that will happen along Kalakaua and Keeaumoku.

The TOD plans have been developed in order to integrate land use and transportation in the communities around the rail stations. The proposed Koreatown boundaries currently fall within the boundaries for the Ala Moana rail station TOD plans. The Ala Moana station is slated to open in 2019 and is expected to be the largest boarding station, with 22,000+ daily boardings by 2030 (honolulu.dpp.org). TOD focuses on “benefit of the community, emphasizing the promotion of transit oriented development that will support transit ridership, improve pedestrian access, and fund neighborhood improvements.” Within the TOD plan for the Ala Moana station it states that “The recent designation of “Korea Town” speaks to the large Korean population and its influence upon the area. This includes a predisposition toward an urban lifestyle that

has attracted many Korean immigrants to the area, and consequently, many do not own or drive cars.” Since the TOD plan notes that the area has been designated as a Koreatown, it appears to be a good sign that future projects in this area may be supported by the developers of TOD strategies.

The Ala Moana TOD Plan Existing Conditions Report includes the following key elements:

- (1) *General objectives supporting economic revitalization and reinforcing neighborhood character*, including the desired mix of land uses, land use intensities, circulation strategies, urban design forms, *and cultural and historic resources*;
- (2) Recommended boundaries for the TOD zone based on natural topographic barriers, redevelopment potential, and relation to the transit station and potential ridership, normally including properties within 2000 feet of the station;
- (3) *Recommended zoning controls, including architectural and community design principles, open space requirements, parking standards, and other modifications to existing zoning*;
- (4) A strategy for preservation and creation of affordable housing; and
- (5) A general program for implementation, covering phasing, as well as approximate cost and potential financing mechanisms.

The areas emphasized above (*italicized*) could also be easily supported by the Koreatown designation in addition to creating attractive street environments, and developing commercial and cultural attractions and improvements to serve residents and visitors interests. Other recommendations in the TOD plan include the incorporation of more walkable and friendlier neighborhoods, streetscaping, and signage.

Other examples of Koreatowns have relied heavily on wayfinding and signage. According to the TOD Plan Existing Conditions Report, “Public signage and wayfinding programs support pedestrian activity and reinforce neighborhood identity. Ala Moana would benefit from the introduction of pedestrian oriented signage that conveniently guides locals and visitors to and from important neighborhood attractions, including the rail station.” In enhancing the signage with Korean characteristics it would not only meet the aforementioned goals, but would also create a sense of identity for the community.

Complete Streets

In May 2012, the City and County of Honolulu adopted Bill 26, a Complete Streets Policy (Appendix 4). The concept of Complete Streets is very closely related to TOD in that it allows greater opportunities for alternative transportation methods resulting in safer streets for all modes of transportation. While TOD tends to focus more directly on land uses, Complete Streets looks at design components on the streets themselves.

According to the American Planning Association, “A complete street is a safe, accessible, and convenient street for all users, regardless of transportation mode, age, or physical ability. Complete streets adequately provide for bicyclists, pedestrians, transit riders, and motorists. Complete streets promote healthy communities and reduction in traffic congestion by offering viable alternatives to driving.” This recent passage of a complete streets ordinance will make it easier to incorporate streetscape elements that promote multi-modal movement.

It is important to incorporate a complete strategy in conjunction with the TOD plan, because cycling in this area is unsafe. Sidewalks, streetscapes, signage, bike lanes and bike parking are currently inadequate. Existing and proposed bike and pedestrian linkages tend to be on the busier streets (See Figure 12). The streets of Koreatown could become secondary nodes for these travelers which would enhance their safety due to less traffic, and could provide opportunities to enjoy the designated neighborhood. Incorporating cultural aspects into the complete streetscapes would help to define the area and give it an identity.

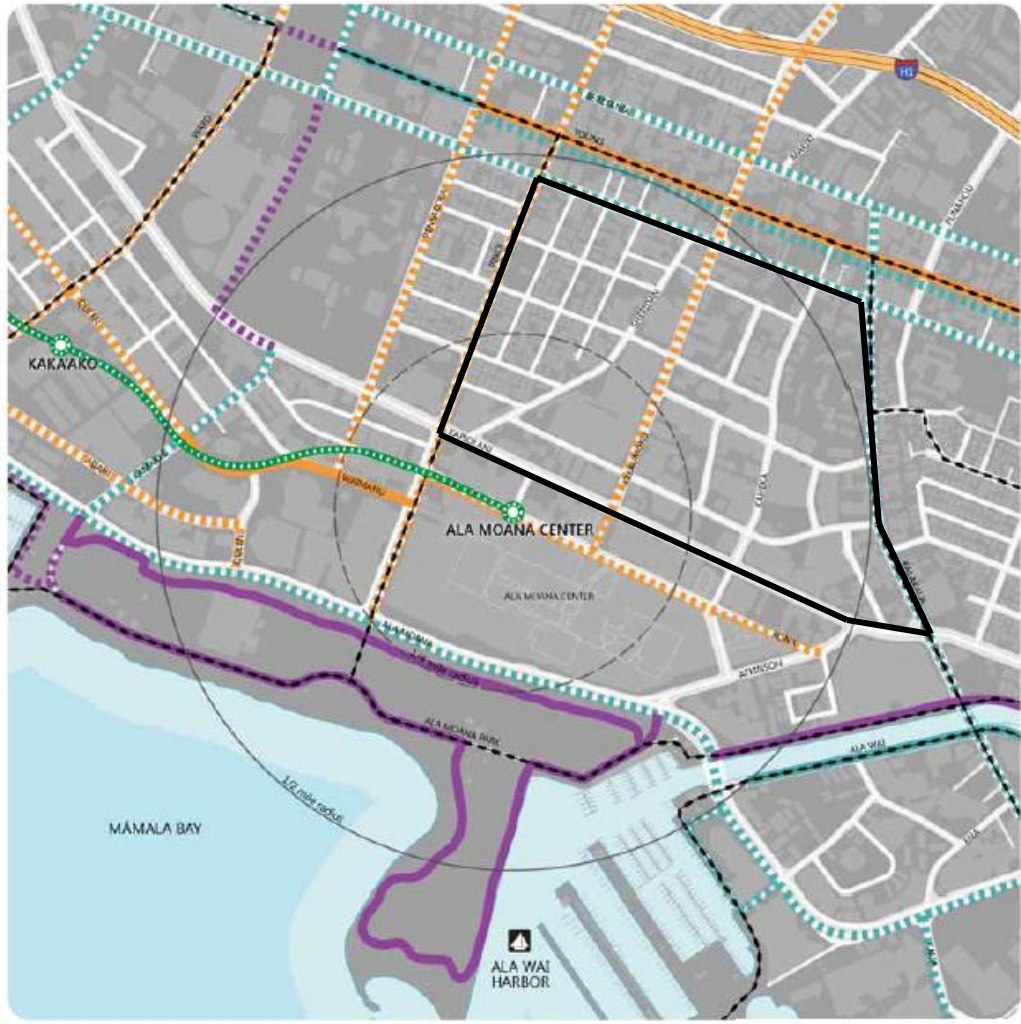


FIGURE 2.11: BICYCLE/PEDESTRIAN CIRCULATION



Source: Primary Urban Center Development Plan: Oahu Bike Plan

Figure 12. Bicycle/Pedestrian Circulation Map
 Source: Primary Urban Center Development Plan: Oahu Bike Plan.
 H.C.R. 169 Boundary outlined in black.

Another strategy that supports complete streets is to establish a variety of on- and off-street signage that would allow for:

- (1) Continuing to promote sharing of roadway space between motorists and bicyclists through signing roadways with “Share the Road” and “Bike Route” signs, as well as using the “sharrow” symbol (See Figure 13);
- (2) Promoting sharing of and reduce conflicts on shared-use path space by installing “Share the Path” and “Give Way to Pedestrians” signs;
- (3) Providing way finding signage and posted bike maps for popular destinations, major travel corridors, and short loop rides;
- (4) Installing loop detector stencils and signage, and upgrade loop detectors where necessary in high bicycle traffic areas to make it easier for cyclists to pass through signalized intersections;
- (5) Installing pavement markings (e.g., sharrows, bike boxes) where appropriate for additional awareness and marking of bicycle facilities; and
- (6) Developing a sign maintenance program.



Figure 13. Sharrow Symbol

Source: Federal Highway Administration

(<http://www.fhwa.dot.gov/publications/research/safety/pedbike/10041/10041.pdf>).

2.2. STAKEHOLDER INPUT AND FEEDBACK

The local community in Honolulu includes diverse groups of people. There are various organizations and individuals in support of establishing a Koreatown, as well as individuals who believe a Koreatown designation conflicts with the local melting pot of cultures that exists in Honolulu. The Office of Planning has reached out to the community in a variety of ways to obtain their input, and used these opinions to create targeted tools for the community to use.

These methods of outreach are outlined in the Stakeholder Input Process section in Section 1. The results of the survey and public meeting are outlined below.

Survey Method

The online survey returned a total of 116 responses. The paper surveys elicited a higher response with over 2,000 responses.

The survey is not considered scientific and has several limitations. First, although survey questions were the same for both the online and paper copies, there were some differences when community members provided feedback. While the online survey limited answer selections to one per question, the paper copies did not. Therefore, multiple answers may have been selected for each question and were tallied into the total. Second, not all of the paper surveys were tallied due to the number of submissions and limited staff resources. Instead, approximately half of the paper surveys were tallied and the remaining surveys were briefly analyzed to identify any outliers and/or specific comments that might contribute to the survey results.

Survey Findings

Several major themes that help to define the community's vision for physical elements and activities and events emerged from the survey responses. The data indicate an overall desire for a Koreatown within U.S. Census Tracts 36.01 and 36.02, the currently proposed location by H.C.R. 169. Koreatown would be distinguished with special signage and a community center, and could be used for celebrations, fairs, food events, and cultural dance performances. Koreatown could promote local Korean business expansion while simultaneously further establishing a cultural identity for future generations of Koreans.

Appearance

Stakeholders indicated that the presence of a community center or gathering place was the most desired element out of the five choices. Following closely, signs or special district signs for wayfinding and establishing a sense of place for residents and businesses were also components that those providing input felt would contribute to forming a Koreatown. Less

popular answers included the presence of special Korean totems, or “Jangseung,” and Korean flags (See Figure 14).

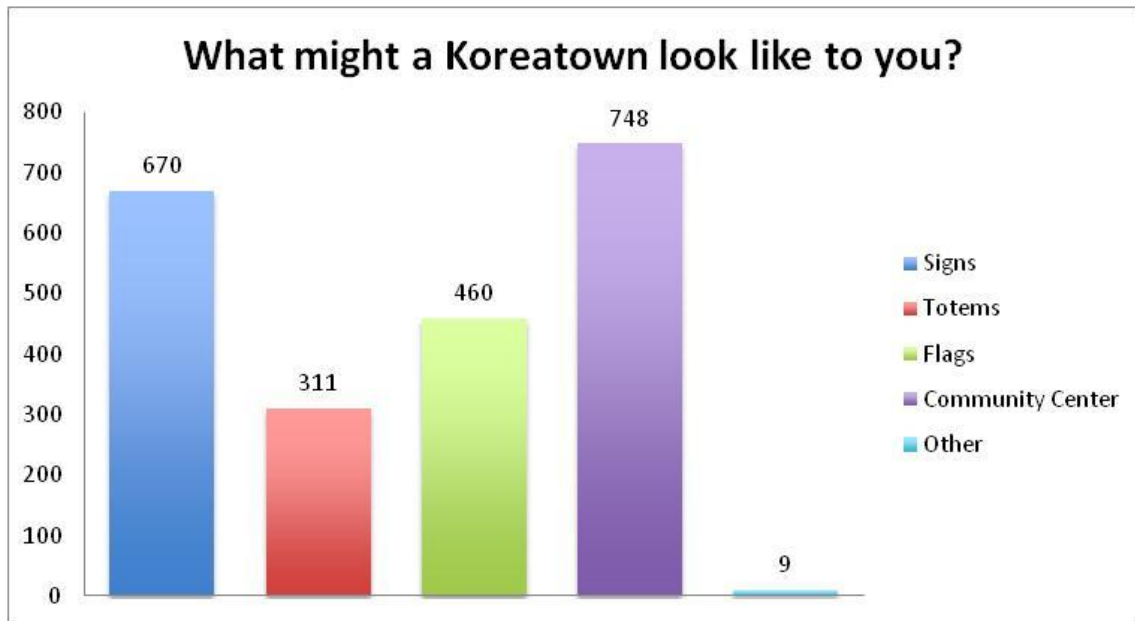


Figure 14. Survey Question #1 What might a Koreatown look like to you?

**The following charts' totals do not aggregate to the number of survey respondents.

Activities/Events

Acknowledging activities and events identified as important elements of a Koreatown, results did not indicate a clear majority among those options provided. Despite the lack of an obvious leader, results show that “Fairs with Booths,” “Holiday Celebrations” and “Dance Performances” were the most important and to a lesser degree, “Food Events.” This speaks to the community’s desire to focus on activities and events that capture key cultural aspects of the Korean identity (See Figure 15).

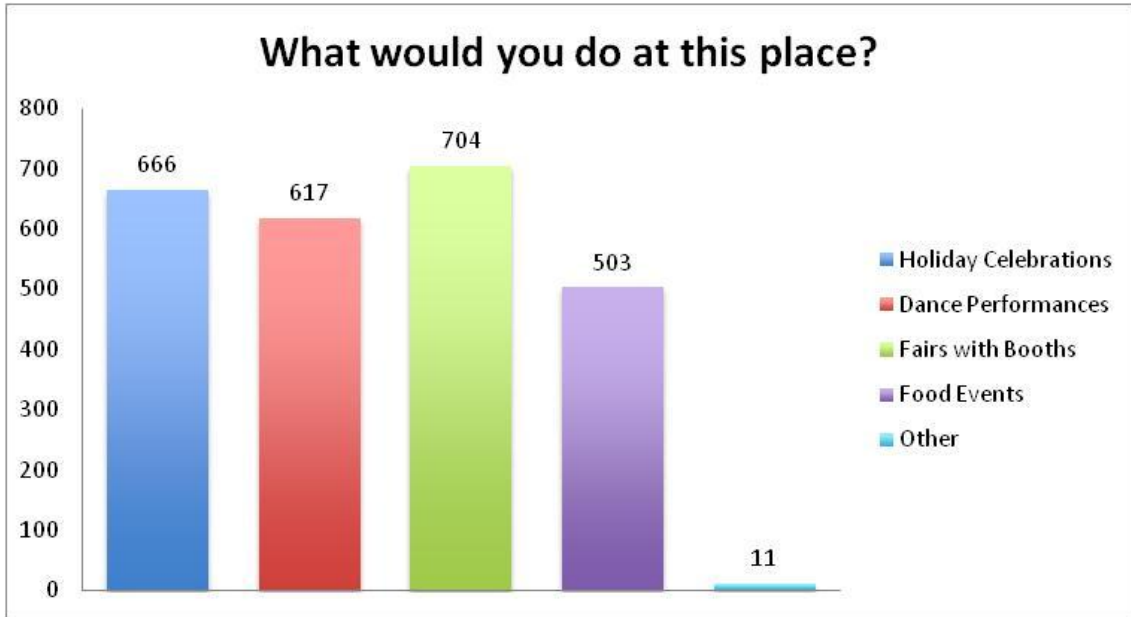


Figure 15. Survey Question #2 What would you do at this place?

Values

There were two clear favorites for this question. “Future Generations” was the most popular, followed closely by “To Encourage Business.” Other hand-written answers that were not selected as an original option included “networking,” and “to promote Korean culture.” This highlights the desire for encouraging Korean cultural knowledge among future generations, and for providing a focal point for investment (See Figure 16).

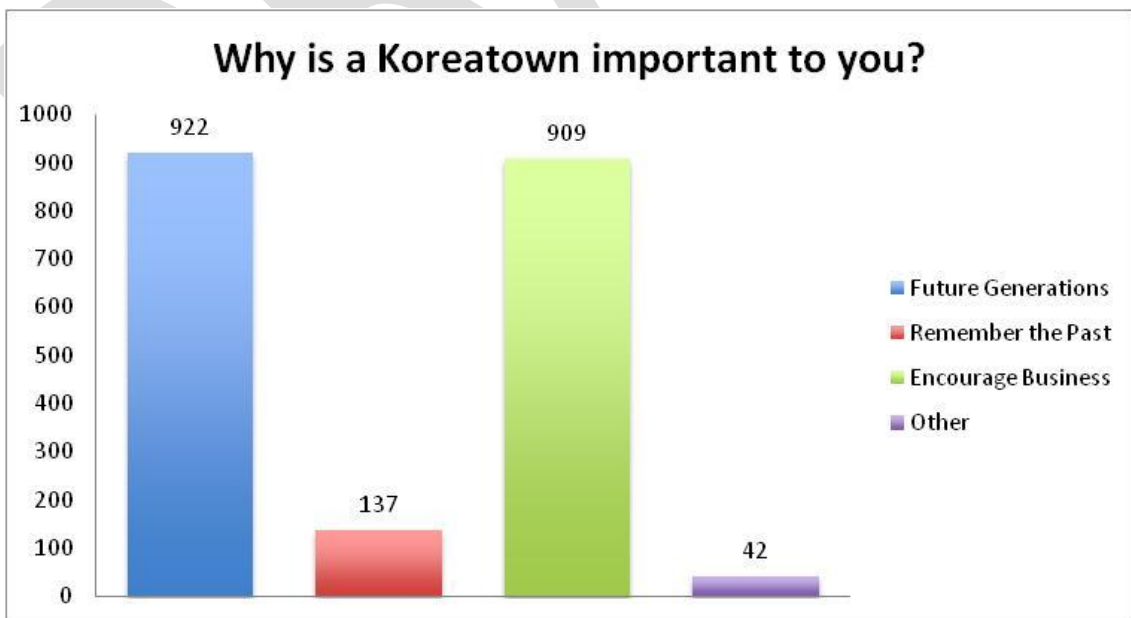


Figure 16. Survey Question #3 Why is Koreatown important to you?

Location

The most popular response was “H.C.R. Area,” or the proposed Koreatown area identified in H.C.R. 169 – between Kapiolani and King Streets, and between Piikoi Street and Kalakaua Avenue. The second most common response was “Keeaumoku Street.” “Wahiawa,” “Ewa Beach,” and “Other” made up 0.01% of the total responses for Question Four of the survey (See Figure 17).

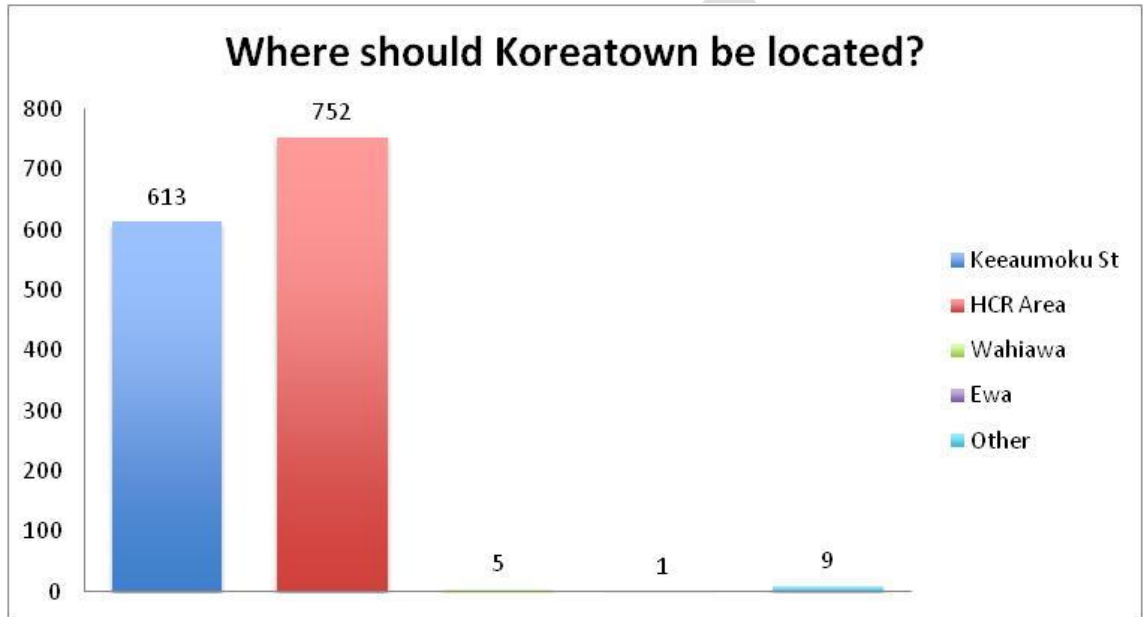


Figure 17. Survey Question #4 Where should Koreatown be located?

Community Meeting Results and Discussion

This section describes the major themes that were identified during the public meeting on October 12, 2013. Over 80 participants attended and participated in the exercises and discussions that captured community values and shared their vision for Koreatown. Discussion focused on the cultural values, appearance, activities and events, and location of Koreatown. A summary of the major themes is presented below.

Values

Participants were asked to write their reasons for supporting the establishment of a Koreatown in Honolulu—do they wish to have a gathering space for the community? Encourage business investment in a geographic area? Showcase the Korean culture? Participants’ responses, some of which were translated from Korean, were compiled and put into a word cloud (See

Figure 18). The words which were cited more often appear larger, while those words used only a few times appear smaller in the word cloud.



Figure 18. Word cloud of key words on the establishment of a Koreatown, given at the public meeting by participants.

According to meeting participants, education, traditional aspects, the Korean alphabet (Hangul), a cultural center, dancing and food are some of the most widespread values which should be reflected in Honolulu’s Koreatown.

Appearance

The area should be welcoming and enjoyable for both residents and visitors alike. Physical elements that capture the history and cultural heritage of Korean-Americans such as signage and wayfinding should be presented in both Korean and English to provide easy navigation and accessibility (Appendix 5) and may include one or more of the following:

- **Gateways:** An established Koreatown should be easy to find and create a sense of place. Entranceways may provide a welcoming presence to all.
- **Signs and Banners:** Create street signage in both Korean and English language. Vertical banners provide a medium to publicize events, festival, or holidays throughout the Koreatown neighborhood.
- **Create a unified emblem/seal/logo:** An easily recognizable logo would allow Koreatown businesses to create a brand as way to designate businesses as Korean owned or operated and may be the most flexible to achieve quickly.
- **Cultural center:** Provide a location as a central gathering place for the Korean American community where families can eat, drink, and hang out.

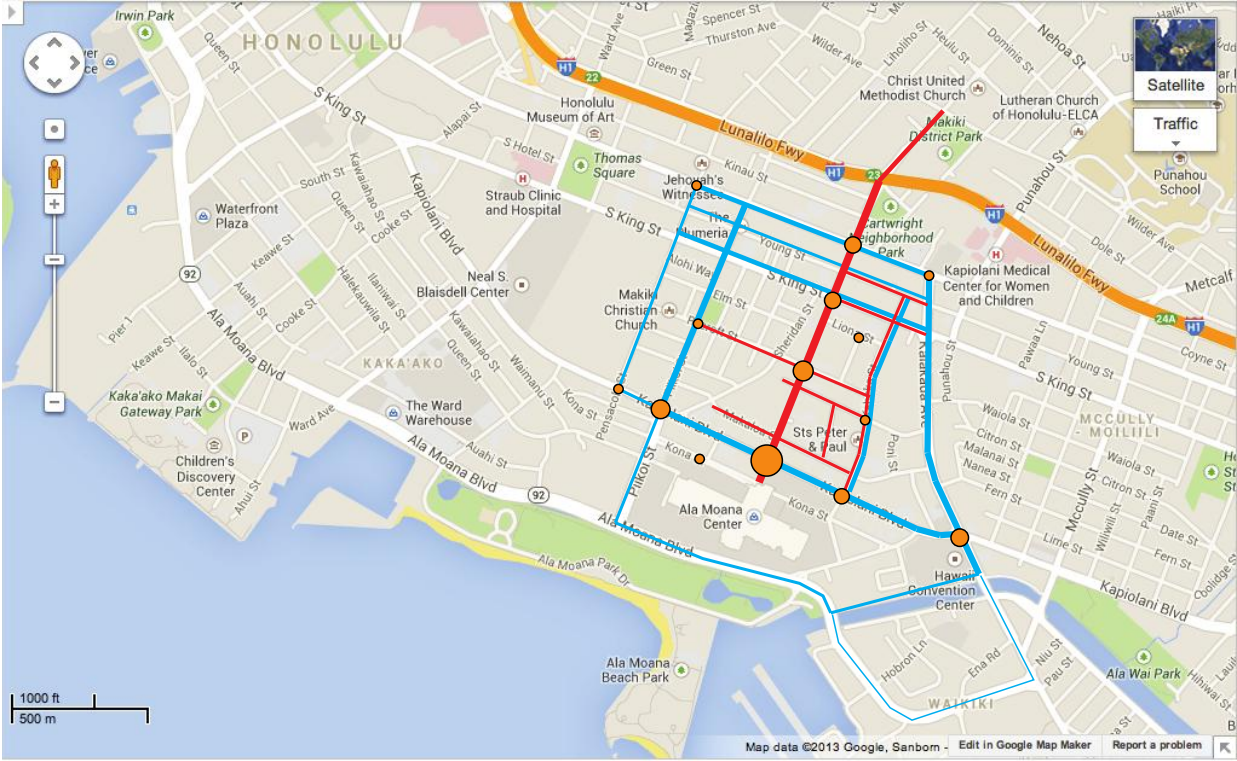
Activities and Events

The community identified Koreatown as a place that recognizes the Korean identity, supports multi-generational activities, and also provides an opportunity and place to serve as a crossroads for socialization and information exchange. Themes identified (Appendix 6) include:

- **Business and Tourism:** Particular emphasis should be focused on the potential for Korean investment in the area. Korean-based retail and dining establishments provide tourists opportunities to participate in authentic experience and expand local residents' access to traditional food and clothing products.
- **Korean Community Center:** Of primary importance is interaction between multiple generations. The center should provide ample opportunities to pass on culture through traditional dance, language, arts, games, pottery and cooking to next generations in order to maintain ties with Korean traditions and utilize knowledge from the community's elders. Conversely, educational opportunities such as English as a second language courses, and business training assist older generations to integrate into the local community. Resources such as health and exercise classes, arts and crafts, day care services/preschool, further interaction between multiple generations. The community center serves as a natural gathering place to help expand interaction among the Korean community.
- **Multi-cultural, Multi-purpose:** Drawing participants from a crossroad of people including residents and tourists alike, events are multi-faceted and open to participation by all. Popular events such as Korean-pop or K-pop concerts, talent shows, food festivals and cultural festivals are opportunities to draw visitors to the

community and showcase historical and current Korean influence in the area. Holiday festivals such as Korean New Year, Independence Day, and Moon Festival further opportunities to celebrate Korean traditions. Beyond Korean cultural events, practical services such as those provided by local security watches and natural disaster relief agencies also provide for the larger community.

- **Location:** The proposed boundary, census tracts 36.01 and 36.02, is the most favored area for a Koreatown. Variations for locations are slight as noted in the map in Figure 19:



Mapping Activity Compiled Results

- Locations for Signage, Totems, or Welcome Gates*
- Preferred Boundaries for Designation**
- Preferred Main Streets of Designated Area**

*the larger the symbol the more respondents chose that location
 **the thicker the boundary line, the more respondents chose that street as their option

Figure 19. Mapping Activity Compiled Results.

Blue boundaries represent variations of overall areas indicated for Koreatown. The thicker blue lines further indicate the most popular boundaries. Keeaumoku Street (in red) is clearly a highly popular main corridor with Kaheka Street as the secondary corridor, with parallel streets as secondary connectors.

Dissenting Opinion

The Office of Planning received two emails opposing or expressing concern about the establishment of a Koreatown, and 17 comments of concern from the feedback section of the online survey. The two major concerns from the emails were that such a designation would be "a state-sanctioned event encouraging an ethnic division" in Honolulu, and that a Koreatown results in segregation of race geographically. The majority of online comments were directed towards concerns of having to create ethnic towns for all races, neighborhood division, and increased traffic in the Keeaumoku area.

As stated in H.C.R. 169, the intent of the Resolution is not to segregate communities, but to highlight the decades of Korean immigration and influence in the state for the benefit of the entire population. This project follows that intent, seeking to consult with all members of the community and outline concrete next steps in line with the community's wishes. However, given the lack of resources for this project, we recognize the need for further community outreach.

The resolution was passed by the Legislature with supporting testimony from the Korean community (See Appendix 1). Those who submitted testimony want an area where they can share their culture and promote tourism and business.

According to the Ala Moana – Kakaako Neighborhood Board, there has not been support for a Koreatown voiced to the Board, although there have been open calls for ethnic Koreans to participate in board meetings.

3. OPTIONS FOR KOREATOWN

In this preliminary scoping report, OP found a high level of interest and enthusiasm within the Korean-American community in support of establishing a Koreatown in Honolulu. It is clear from this initial survey that current efforts to establish a Koreatown are fragmented and lack the resources to further drive this initiative to fulfill the breadth of the community's aspirations for the area. Project implementation is also complicated by multiple landowners to negotiate with, permitting requirements, and potential use conflicts.

The Keeaumoku area can be left to evolve organically and continue to operate informally as a hub for the Korean American community and businesses. No additional funding or resources would be need to be appropriated to support existing efforts.

However, the realization of a Koreatown that begins to meet the aspirations of many in the community will require the commitment of stakeholder groups to come together and the allocation of resources to develop a master plan that fully analyzes the viability and technical and

financial resources required to implement such a plan for a Koreatown in Honolulu. Further consultation with affected state and county agencies, private and public landowners, community groups, and businesses is necessary to develop a plan that builds on existing assets and other plans for transit-oriented development and complete streets in the area.

Options for Action

The study team identified the following options for the community and other stakeholders to consider in pursuing the establishment of a Koreatown in Honolulu. The options are organized by the level of community and stakeholder effort, resources, and governmental involvement required to accomplish some or all of the objectives desired by the Korean community in this effort. In each option, the City has an important role—and the State a lesser role—in facilitating the establishment of a Koreatown.

These options are outlined in Figure 20 and the following section.

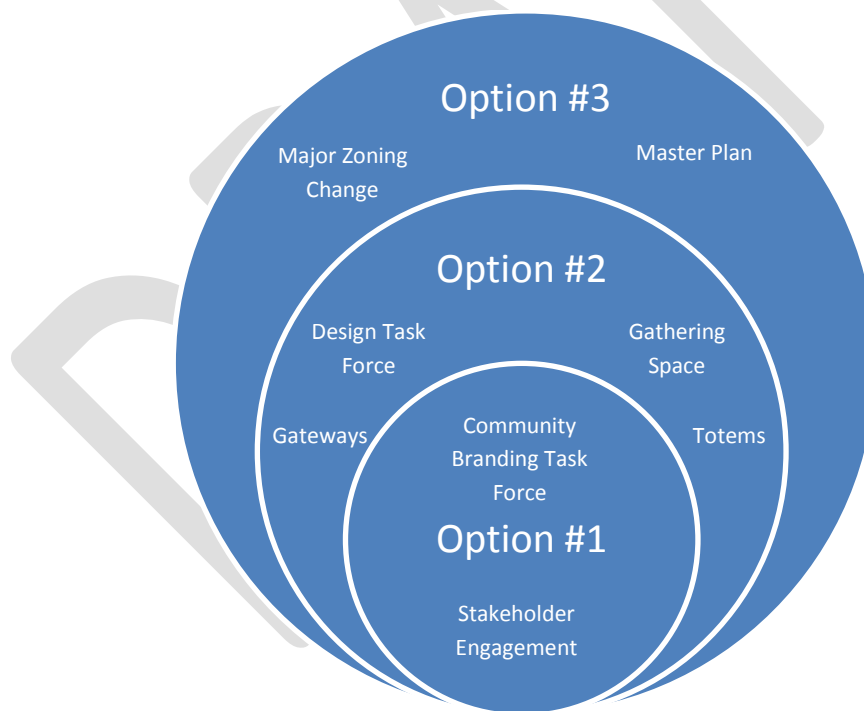


Figure 20. Options for Establishing a Koreatown.

Option 1 - Community branding

Greater communication between the community, existing Korean community associations and local area businesses is encouraged. In order to create a reputation for the area, 'branding' or marketing the area to the wider public is necessary. Forming a task force is the first step toward developing a community branding and implementation strategy. This task force can determine the scope of, drive efforts for, and facilitate the process to implement the branding strategy.

This would involve the identification of events and activities associated with the Korean community and area businesses. Private sector groups and community organizations, through coordinated efforts, can help cultivate activities in the area that contribute to branding Koreatown. Suggested activities include:

- Development of a Koreatown logo, to be featured in windows at Korean businesses or on their signs;
- Design of maps identifying Korean businesses, for distribution to tourists and visitors to the area as well as posting on-line (See Figure 21);
- Planning music and street festivals and cultural events in the area. These events would also require collaboration with private organizations to raise funds, elicit sponsorships, and develop and implement event promotion strategies;
- Design Korean art to be displayed in the planned rail station and/or along main streets in Koreatown; and
- Cultivate deeper, more active sister state and sister city relationships with Korean state and cities (Hawaii's sister state is Jeju Province; Honolulu's sister cities are Seoul (since 1973) and Incheon (since 2003).

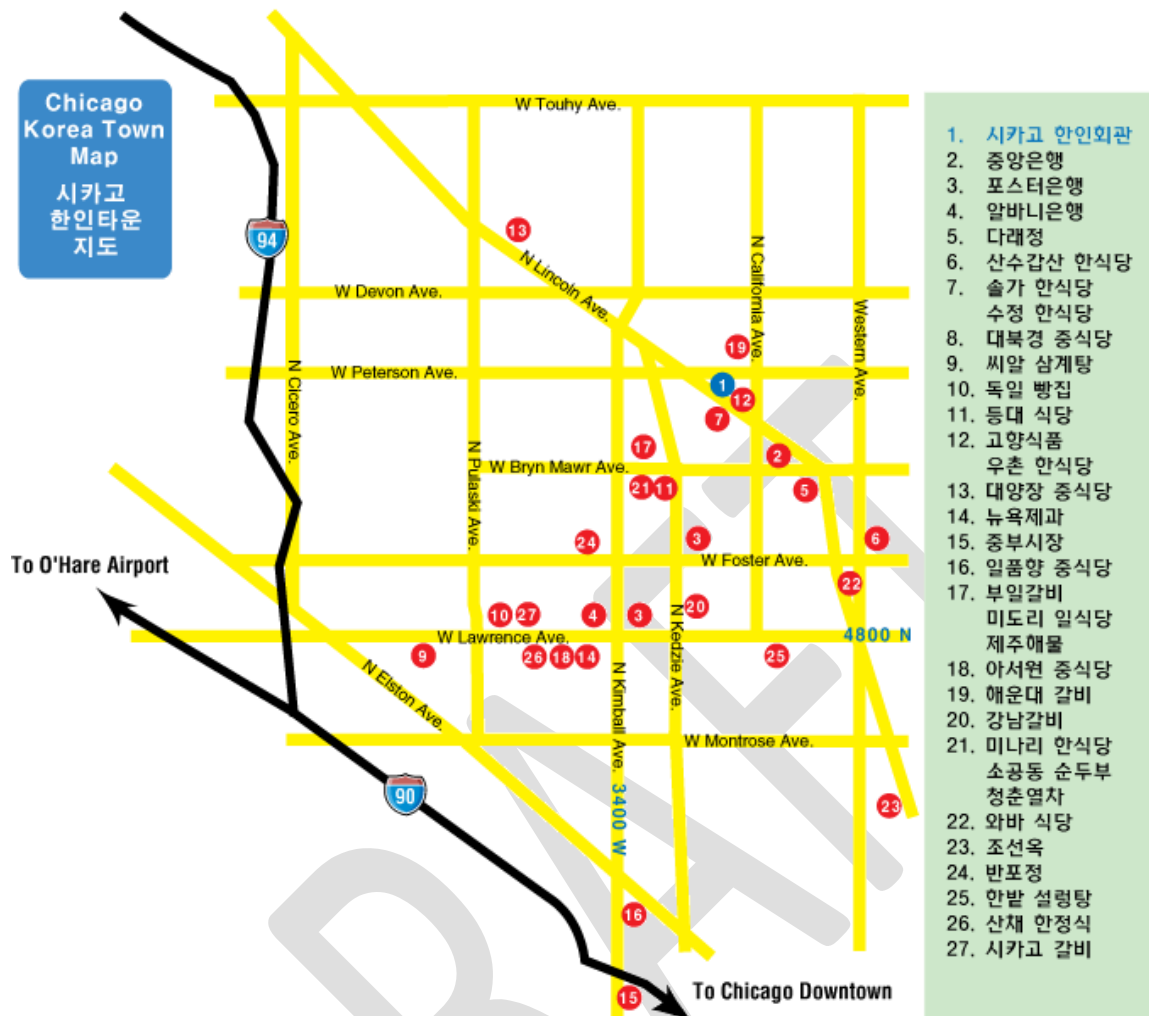


Figure 21. Chicago's Korea Town Map, identifying Korean businesses

Source: <http://www.chicagokoreantown.com>

Option 2 - Creation of a community gathering space or place that promotes and showcases Korean culture

This second option, beyond the first option of stakeholder engagement and branding, would include the additional element of identifying a particular building, park, or space that would function as the main gathering space for cultural events, festivals and activities. This would require a collaborative analysis of redevelopment opportunities within the project area and ways to incorporate desired Korean design elements that foster the spirit of the majority of identified community events without developing a formal plan and designation.

However, this process would require a significant amount of leadership. This includes significant coordination with agencies, including but not limited to: City and County of Honolulu Department of Planning and Permitting, Department of Transportation Services, and the Honolulu Police Department to obtain the proper permits and public safety support.

Businesses in the area may be encouraged to organize and establish a formal Business Improvement District (BID)/Association to work cooperatively, pool resources, and aim to achieve common goals. Greater focus on community organizing, collaboration between business and landowners, and coordination among community leaders can assist with these efforts.

One option for directing the physical appearance of the gathering space, as well as of the Koreatown area in general, is to develop a set of Voluntary Design Guidelines for the area. Wahiawa's Urban Design Plan (1998) presents a model, with sections devoted to signs, gateways, streetscapes and building character/redevelopment potential (See Plan Implementation section at: [http://www.honoluludpp.org/Portals/0/pdfs/planning/SpecialAreaPlans/WahiawaUrbanDesignPlan\(1998\).pdf](http://www.honoluludpp.org/Portals/0/pdfs/planning/SpecialAreaPlans/WahiawaUrbanDesignPlan(1998).pdf).)

A possible starting point for these design guidelines for the Koreatown area is to gather a Design Task Force to review the suggested designs presented in Appendix 5 and agree on a desired design vision for the area. Businesses could voluntarily adopt these designs in their signs and create a unified character in the area.

Option 3 - Formal Designation of a Koreatown and/or Formal Adoption of a Special Design District for Koreatown

This option would require a formal zoning change with the City and County of Honolulu Department of Planning and Permitting to designate a portion of the Ala Moana District as a Special District, similar to the Chinatown Special District designation. This would be the most costly option and require the most coordination to develop special district guidelines.

Funding would be required to develop a master plan for the Ala Moana district or other proposed area for Koreatown. The plan would require full integration of both the Transit Oriented Development policy and the Complete Streets policy. Notwithstanding resources for a master plan, additional resources may be necessary to fund a coordinator to facilitate processes with regulating agencies while maintaining regular communication, project updates, and continued engagement with community stakeholders.

4. CONCLUDING REMARKS

The realization of a Koreatown that meets the aspirations of many in the community will require the commitment of stakeholder groups to engage in additional planning efforts. Financial resources are necessary to plan a process and implement it. With the ideas gathered in this report, those interested in further supporting the development of a Koreatown in Honolulu are encouraged to continue this conversation within the Korean and wider community, and with the neighborhood and county level government.

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Appendix 1: H.C.R. 169 and Testimony

DRAFT

HOUSE CONCURRENT RESOLUTION

URGING THE ESTABLISHMENT OF KOREATOWN AND DEVELOPMENT OF A
MASTER PLAN FOR THE DEVELOPMENT OF A KOREATOWN.

1 WHEREAS, Koreans have a long history in Hawaii which
2 started with 16 Koreans in 1902 and the first group of Korean
3 laborers arriving in January 1903; and
4

5 WHEREAS, after the passage of the Immigration and
6 Nationality Act of 1965, Koreans have become one of the fastest
7 growing Asian groups in the United States which spurred the
8 opening of the University of Hawaii's Center for Korean Studies
9 in 1973; and
10

11 WHEREAS, immigration has continued, resulting in a
12 population of 23,537 Koreans in Hawaii, according to the 2000
13 United States Census, and causing the Center for Korean Studies
14 to broaden the teaching of Korean history and culture; and
15

16 WHEREAS, Hawaii has been at the forefront of encouraging
17 the federal government to approve a visa waiver program for
18 Korea; and
19

20 WHEREAS, on June 16, 2003, the Korean Consulate, Hawaii
21 Korean Tourism Association, and Korean Air formed the Hawaii
22 Tourism Promotion Association for the purpose of promoting
23 tourism and a visa waiver program for Koreans; and
24

25 WHEREAS, on August 19, 2003, the Korean-Hawaii Visa Waiver
26 Action Committee was created to promote and advocate the
27 necessity of a visa waiver program for Koreans; and
28

29 WHEREAS, on April 26, 2004, the Legislature adopted House
30 Concurrent Resolution No. 202, urging the members of Hawaii's
31 congressional delegation to introduce federal legislation to
32 provide additional resources to expand visa processing capacity
33 in the Consular Section of the United States Embassy in Seoul in



1 the Republic of Korea, and to include the Republic of Korea in
2 the Visa Waiver Program; and

3
4 WHEREAS, on October 17, 2008, following several years of
5 advocacy and lobbying efforts by the Korean-Hawaii Visa Waiver
6 Action Committee in Washington, D.C. and in Korea, President
7 Bush announced the visa waiver program for Koreans, effective
8 November 17, 2008; and

9
10 WHEREAS, Koreans entering Hawaii between 2005 to 2008
11 totaled 35,008 in 2005, 37,911 in 2006, 42,140 in 2007, and
12 38,110 in 2008, and the number dramatically increased to 54,739
13 in 2009; and

14
15 WHEREAS, the upward trend has continued, totaling 81,921
16 Korean visitors in 2010 and 100,172 visitors in 2011, with
17 projections that the number of Koreans entering in Hawaii will
18 continue to grow at 30 to 50 percent annually; and

19
20 WHEREAS, Korean Air schedules fourteen flights a week to
21 Hawaii, Asiana Airlines schedules two flights a week to Hawaii
22 and will increase to seven flights a week starting in July 2012,
23 and Hawaiian Airlines schedules four flights a week to Hawaii
24 and will increase to seven flights a week starting in July 2012;
25 and

26
27 WHEREAS, more than 92 percent of the Korean tourists in
28 Hawaii visited Oahu, of which approximately 82 percent are
29 first-time visitors to Hawaii; and

30
31 WHEREAS, many Koreans have given their time and expertise
32 in serving the State of Hawaii, one of the most notable being
33 Chief Justice Ronald T.Y. Moon, whose grandparents were among
34 the first Korean immigrants to Hawaii; and

35
36 WHEREAS, Census Tracts 36.01 and 36.02 give the general
37 boundaries encompassing areas west of Kalakaua Avenue to
38 Pensacola Street and north of Kapiolani Boulevard to South King
39 Street which has become known as the Korean business district;
40 and

41
42 WHEREAS, according to numbers from the 2000 United States
43 Census, Census Tract 36.02 was home to 1,008 Koreans and part-



1 Koreans, making it the neighborhood with the highest
2 concentration of Koreans in the State; and
3

4 WHEREAS, areas surrounding, in, and around Census Tracts
5 36.01 and 36.02 are home to approximately 18 percent of Hawaii's
6 Korean population; and
7

8 WHEREAS, as Hawaii continues its efforts to overcome the
9 existing global financial crisis, it must look to its own state
10 resources as well as develop international partnerships to plan
11 for its current recovery and future to prevent another economic
12 crisis; and
13

14 WHEREAS, Koreatowns or Korean-themed streets or districts
15 exist in large United States cities such as Los Angeles, New
16 York, Dallas, Chicago, Philadelphia, and Atlanta, and
17 internationally Koreatowns exist in Toronto, Sydney, Tokyo,
18 Osaka, London, Auckland, Hong Kong, and Beijing; and
19

20 WHEREAS, establishing a Koreatown is the first and natural
21 step in recognizing the long history and bonds developed
22 throughout the decades of Korean immigration and influence in
23 Hawaii; and
24

25 WHEREAS, as Korea globally grows in recognition as an
26 economic power, Hawaii must be at the forefront and establish
27 itself as a gateway to Korean investment; now, therefore,
28

29 BE IT RESOLVED by the House of Representatives of the
30 Twenty-sixth Legislature of the State of Hawaii, Regular Session
31 of 2012, the Senate concurring, that the Legislature urges the
32 establishment of a Koreatown; and
33

34 BE IT FURTHER RESOLVED that the Office of Planning, in
35 coordination with the City and County of Honolulu Department of
36 Planning and Permitting, neighborhood boards, and other
37 applicable community organizations, develop a master plan for
38 the development of a Koreatown that may include but not be
39 limited to the following:
40

41 (1) Area boundaries;

42
43 (2) Incentives to promote and perpetuate further
44 investment with Korea;

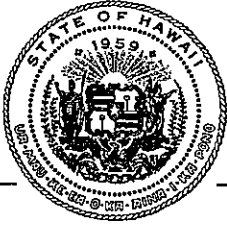


- 1
- 2 (3) A museum and cultural center highlighting Korea's
- 3 contributions in culture, music, fashion, art, and
- 4 society in Hawaii and including statues of Korean
- 5 leaders from Hawaii; and
- 6
- 7 (4) Specialized architectural design plans to reflect the
- 8 history of Koreans in Hawaii; and
- 9

10 BE IT FURTHER RESOLVED that the Office of Planning is
11 requested to submit a report of its findings and
12 recommendations, including any proposed legislation, to the
13 Legislature no later than twenty days prior to the convening of
14 the Regular Session of 2014; and
15

16 BE IT FURTHER RESOLVED that certified copies of this
17 Concurrent Resolution be transmitted to the Governor, Mayor of
18 the City and County of Honolulu, Director of the Office of
19 Planning, and Director of the City and County of Honolulu
20 Department of Planning and Permitting.





**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

NEL ABERCROMBIE
GOVERNOR
RICHARD C. LIM
DIRECTOR
MARY ALICE EVANS
DEPUTY DIRECTOR
JESSE K. SOUKI
DIRECTOR
OFFICE OF PLANNING

OFFICE OF PLANNING

235 South Beretania Street, 6th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804

Telephone: (808) 587-2846
Fax: (808) 587-2824

Statement of
JESSE K. SOUKI
Director, Office of Planning
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON WATER, LAND AND OCEAN RESOURCES
Thursday, April 12, 2012
11:30 AM
State Capitol, Conference Room 325

in consideration of
HCR 169 PROPOSED HD 1
**URGING THE ESTABLISHMENT OF KOREATOWN AND DEVELOPMENT OF A
MASTER PLAN FOR THE DEVELOPMENT OF A KOREATOWN.**

Chair Chang, Vice Chair Har, and Members of the House Committee on Water, Land and Ocean Resources.

The Office of Planning (OP) is excited by the concept of establishing a Koreatown and a master plan for the development of a Koreatown. However, we must **oppose** this resolution unless the legislature provides staff and/or funding to complete the tasks assigned to OP in the subject resolution. Also note that even if adequate staff and funding were provided, the time for deliverables is not practicable. To begin preparing an adequate plan, we would need approximately \$250,000 to \$400,000 to hire a consultant. The City and County of Honolulu would be the proper entity for carrying out such a task. They engaged a consultant for similar work, which resulted in the attached report entitled, "Rediscovering Chinatown Honolulu."

OP's limited resources are currently fully employed. Although the Office of Planning's resources have diminished, OP has leveraged its resources to conduct comprehensive, long-range and strategic planning. As an example, OP sought federal funds to help offset the 30% general fund budget reductions in 2009. However, federal funds have constraints. These funds must be used for purposes of the grant and usually have matching requirements. About 50% of OP's staff is federally funded and the remaining staff provides a portion of the one to one match requirement for these funds.

In addition to the projects and programs discussed in our recent *Fiscal Year 2010 – 2011 Office Of Planning Report to the Twenty-Sixth Legislature Regular Session of 2012* (available at <http://hawaii.gov/dbedt/main/about/annual>), I would like to highlight the following projects.

Climate Change Adaptation Policy

OP worked with numerous stakeholders to develop a climate change policy to be included as a Priority Guideline in Part III of the Hawaii State Planning Act, HRS ch. 226. (SB 2745 and HB 2483 Relating to Environment) *A Framework for Climate Change Adaptation in Hawaii*, was prepared in November 2009. This was a collaborative effort of the Ocean Resources Management Plan Working Group with the assistance of the University of Hawaii, Center for Islands Climate Adaptation and Policy. OP is working with the Ocean Resources Management Plan Policy and Working Groups, University of Hawaii Center for Island Climate Adaptation and Policy, U.S. Army Corps of Engineers, and other stakeholders on issues pertaining to climate change adaption. This work is made possible through federal Coastal Zone Management Act grant funds and matching OP services-in-kind.

National Ocean Policy

Governor Abercrombie designated the Director of OP as his representative for initiatives of the National Ocean Council (NOC) and the designated US Pacific Islands region (American Samoa, Guam, CNMI, and Hawaii). OP through its Coastal Zone Management Program received a \$250,000 competitive grant award from the National Oceanic and Atmospheric

Administration (NOAA) to strengthen the Ocean Resources Management Plan and implement the National Ocean Policy.

Ocean Resources Management Plan (ORMP) Update

An update of the ORMP is underway. The ORMP sets forth guiding principles and recommendations for the State to achieve comprehensive and integrated ocean and coastal resources management. HRS §205A-62 charges the Coastal Zone Management (CZM) Program with the review and periodic update of the ORMP, as well as coordination of the overall implementation of the plan. The ORMP is an integrated, place-based approach to management of ocean resources in the islands, based on recognition of the ecological connections between the land and sea, the link between human activities and its impacts on the environment, and the need for improved collaboration and stewardship in natural resources governance.

Charged with coordinating meaningful interagency and multi-sectoral engagement for plan implementation, the CZM Program established an ORMP Policy Group and an ORMP Working Group. These groups have been meeting consistently since they originated in 2007, and have continuously reached out to new partners and grown stronger as it becomes more evident that collaborative governance is essential for effective natural and cultural resource management. (CZM Federal funds; matched by OP services-in-kind)

Sustainability 2050

OP worked with the UH Public Policy Center for the passage of Act 181 (2011), which made the Hawaii 2050 Sustainability Plan a Priority Guideline under the Hawaii State Planning Act. OP coordinated and facilitated the two-day workshop by the Governors' Institute on Community Design to allow Administration decision-makers to consider how to implement sustainability under the New Day agenda, Hawaii 2050 Sustainability Plan, and State Planning Act.

OP, in coordination with the Governor's office and the Chief Information Officer, are working on an interagency, statewide strategic plan to further these objectives and make that information available online. OP is also working on securing potential funding to support the Administration's planning efforts in the urban core.

2010 Hawaii Statewide Comprehensive Economic Development Strategy (CEDS)

Accepted in March 2011 by the United States Economic Development Administration (EDA), the 2010 CEDS (Report) is an economic development strategy document for the State of Hawaii to increase Hawaii's economic competitiveness. The Report supports key industry clusters through proposed

strategies and projects for implementation. Completion and acceptance of the Report demonstrates that the State of Hawaii has gone through a deliberative and thorough planning process to provide a framework for recommending projects for EDA funding. A CEDS is a precondition to obtain funding under most EDA grant programs.

The 2010 CEDS was a collaborative effort with OP, the State Department of Business and Economic Development and Tourism (DBEDT); the Economic Development Alliance of Hawaii (EDAH); Enterprise Honolulu; Economic Development Boards; County Economic Development Agencies; community, business, non-profit and other organizations; and the public. (\$133,360 EDA Federal Funds; match provided by services-in-kind by OP and economic development agencies and organizations).

Planning for Rural Economic Development

Planning for Rural Economic Development (Rural Report), 2010, examines rural economic development in Hawaii. Prepared by SMS Marketing and Research Services, Inc., the Rural Report defined "rural", identified rural communities statewide, and developed a baseline of socio-economic conditions of rural communities. Best practices were then identified through a nationwide and statewide review of rural communities who have successfully integrated economic development while maintaining rural character. Lastly, recommendations to support rural economic development in Hawaii were provided (\$100,000 EDA Federal Funds; matched by OP services-in-kind).

Master Plan for Agricultural Resources at Hoesa

Master Plan for Agricultural Resources at Hoesa (Master Plan), July 2011, is comprised of an environmental assessment and a site plan for the development of an agricultural resource center and processing facility in North Kohala, Island of Hawaii. The Master Plan provides the basis for moving forward with land acquisition, design, and construction of this facility. It will help the residents of North Kohala move closer to their goal of strengthening this rural area's local economy.

The resource center envisioned in the plan will support small farmers and ranchers to ensure the future of agriculture and ranching in the region. Kahua Paa Mua, Inc. and the Hawaii Future Farmers of America Foundation prepared the plan for OP and County of Hawaii (\$20,000 EDA Federal Funds; matched by in-kind services from OP, Department of Research and Development, County of Hawaii, Hawaii Future Farmers of America Foundation and Kahua Paa Mua, Inc.).

Food Self-Sufficiency Strategy

OP was awarded a federal grant of \$100,000 from EDA to develop a strategic plan to increase food security and self-sufficiency in Hawaii. The Special Plans Program has begun work on the development of this plan in cooperation with the State Department of Agriculture.

Natural Disaster Economic Recovery Strategy

The goal of this grant is to improve economic recovery after natural disasters. OP will prepare a Natural disaster economic recovery strategy as a supplement to the CEDS to address pre-disaster continuity planning and post-disaster recovery actions for both public and private sectors. OP will work closely with State Civil Defense on this project (\$150,000 EDA Federal Funds; matched by OP services-in-kind).

Economic Development Strategy for Native Hawaiian Communities

The goal of this grant is to prepare an economic development strategy for native Hawaiian communities in cooperation with the Department of Hawaiian Home Lands (\$150,000 EDA Federal Funds; matched by OP services-in-kind).

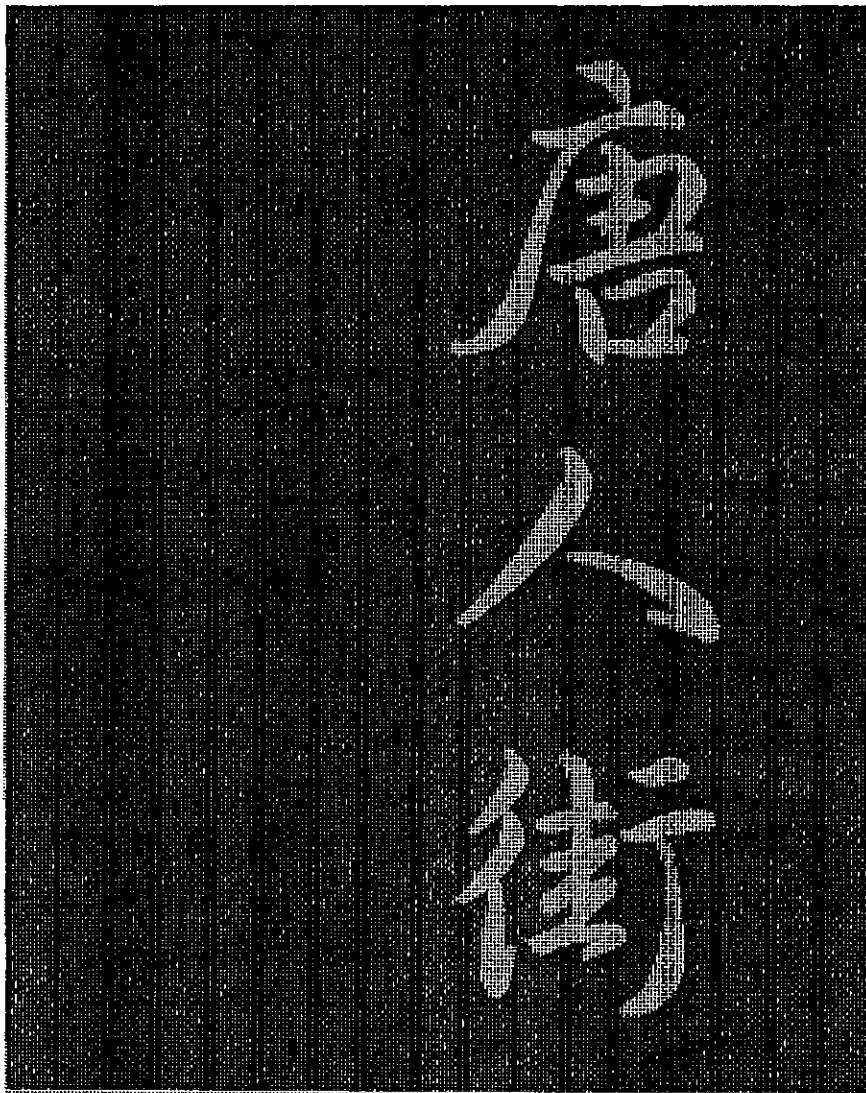
Coastal Nonpoint Source Pollution Control Program (CNPCP)

OP through the Coastal Zone Management Program is working to reduce polluted runoff into our ocean and streams. Hawaii Watershed Planning Guidance 2011 was created to help local community organizations understand and prepare watershed plans in compliance with EPA guidelines for funding through Section 319 of the Federal Clean Water Act and serve as a means to reintroduce all CNPCP management measures. The Guidance presents a user friendly, step by step guide to ensure that as watershed plans are developed and updated in Hawaii, appropriate CNPCP management measures will be considered to achieve water quality improvements. The program is conducting training to government and other organizations on reducing coastal nonpoint source pollution. This work is made possible through federal Coastal Zone Management grant funds and matching OP services-in-kind.

In addition to the above specified projects, which leverage general funds for additional federal funding support, OP has updated its Web site to provide agencies and the public with better access to information about our programs and services. We provide planning expertise and support to various state agencies and programs and coordinate with

county and federal agencies on initiatives of statewide concern. For example, these activities include, but are not limited to, membership on the Oahu Metropolitan Planning Organization (OMPO) Advisory Committee, the City's Transit Oriented Development (TOD) Advisory Committee, the Pacific Regional Ocean Partnership, and interactions with military planning officials.

Thank you for the opportunity to provide testimony on this measure.



Rediscovering Chinatown Honolulu

A Commitment to Partnership

Developed and prepared by
Bedrock, a brand consulting and design firm

For the City and County of Honolulu
Department of Planning and Permitting
November 17, 2006

"How can we improve our place? There are so many restrictions and construction costs are increasing."

"I am just trying to make a better life for myself and my family."

"There's no parking."

"I like doing all of my grocery shopping there."

"Why can't they do something about the homeless? They make the place look and feel bad."

"I go there for knickknacks...I love it down there."

"It's so dirty and it smells."

"It's where all of the Chinese people hang out...that's what attracts the locals to Chinatown."

"It's not safe, especially at night."

"I can't afford to live in a house or apartment. How often do you see enough available affordable housing and the waiting list is so long."

Before you read on...

Here you will find some of the many comments about Honolulu's Chinatown. Some of them reflect real conditions based on real experiences. Others reflect perceptions based on individual preferences or biases, or third-party comments. Interestingly enough, not much has changed since the inception of Chinatown in the mid-to-late 1800s. Many of the problems of the past continue to plague our Chinatown today and other Chinatowns across the country.

Whatever the views may be, positive or negative, real or perceived, they have helped to shape Chinatown into what it is today. And that's where we'd like to begin... because this book is about rediscovery.
Rediscovering Chinatown.

To *rediscover* is to see something as if for the first time. Many of us visit or Chinatown often. But many times we come with preconceived ideas and impressions collected from our own and others' past experiences. To *rediscover* Chinatown means for us to see with new eyes, removing the blinders and seeing all that is in the periphery. If we are open to considering new points of view from different customer groups, we can *rediscover* the uniqueness of Chinatown and ensure its survival.

The "customer" is our broad term for any person who comes into contact with Chinatown. Customers can be those who come to visit, to shop, to dine, and to be entertained here. They can be visitors from abroad, local residents, or even residents of Chinatown. Customers can also be merchants, landowners, organizations, employees, or members of the arts community. As we walk in their shoes, we begin to understand them in a holistic way—what they see, what they feel, what they smell, what they encounter...what they experience.

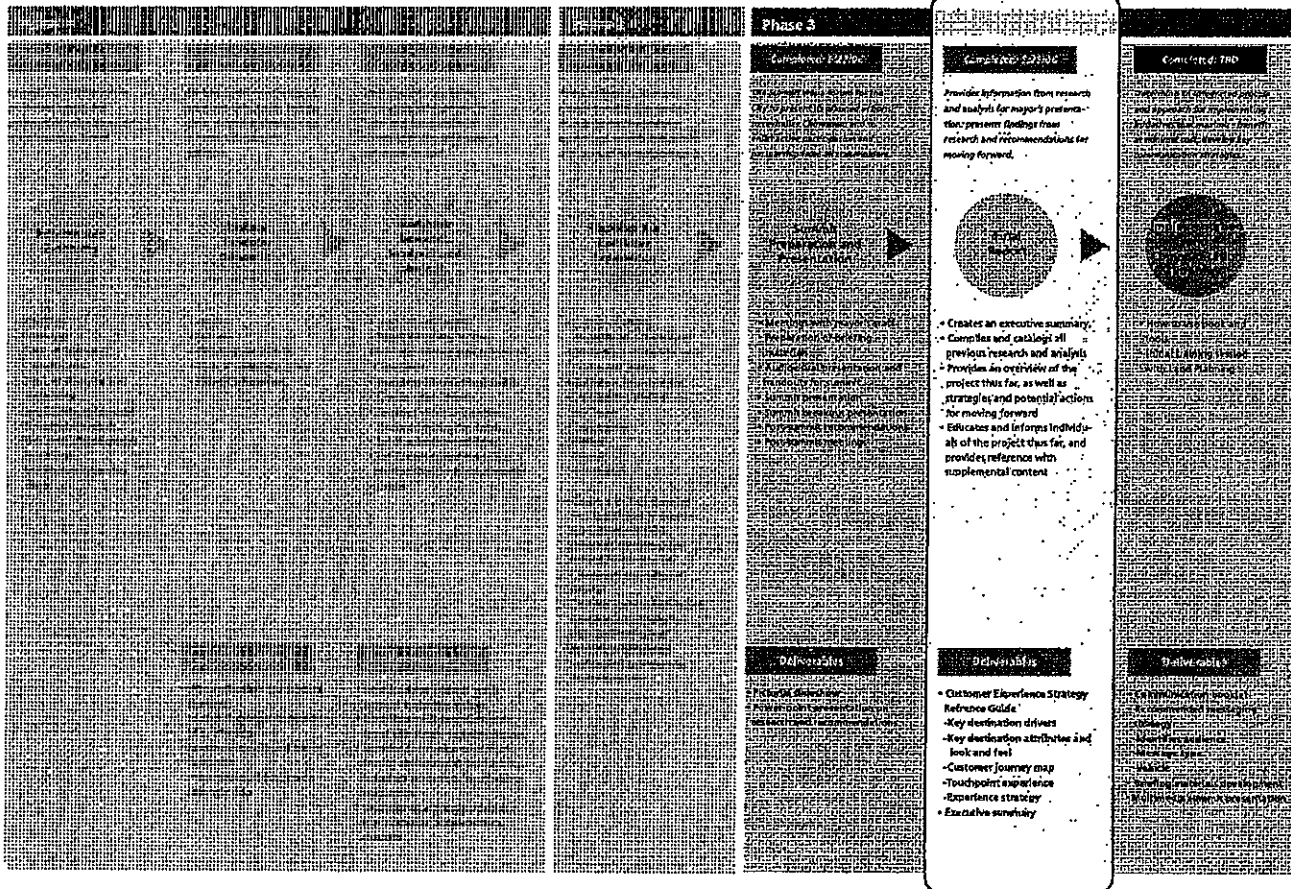
This book has been formed and informed by looking through the customers' eyes. From the first chapter, you will not only see the people of Chinatown, but also catch a glimpse of their lives. You will see beyond the everyday transactions, and uncover the gems as you follow the customer on their journey through Chinatown.

Through the eyes of the customer, you will see new opportunities—opportunities that will cause you to *rediscover* Chinatown and see it, as if for the first time.

Rediscovering Chinatown

"Vegetables are fresher. I feel they are organically grown."

Our Process



Our intent in developing this book is to:

- Understand the current situation holistically
- Encourage open communication among stakeholders
- Define a process for prioritizing issues
- Outline a plan for the creation and implementation of solutions

By establishing a common platform for all stakeholders where perceptions can be managed through a collaboration process, we can view the Chinatown situation holistically and from the customer's vantage point, and seek viable solutions in an informed manner.

Our recommendations came out of a rigorous process that ensured our understanding of the people of Chinatown. In addition, we delved into the history and the current situation, and studied other Chinatowns. Only through this holistic view and strong understanding of the people of Chinatown were we able to bring forth new information. To the left is an abbreviated view of the timeline and process.

Executive Summary	5
1.0 Recommendations	13
1.1 Defining Chinatown's Character	15
1.2 Addressing the Issues	18
1.3 The Customer Journey (Experience)	34
2.0 Key Findings	42
2.1 A Brief History of Chinatown	44
2.2 The People of Chinatown	51
2.3 Destination Drivers and Deterrents	54
2.4 Tracking the Customer Journey	76
2.5 Understanding Other Chinatowns	93
2.6 Assessing the Opportunities	103
3.0 Tools	107



A Different Approach

The Chinese characters *Tong Yan Gai* for "Chinatown" have been chosen for the cover of this book. *Tong Yan Gai* means "China/Chinese," "people," and "street." The added element in this version of "Chinatown" is the Chinese character for "people."

So, why focus on people? There have been many studies done of Chinatown, with the emphasis and effort placed on preserving the aesthetic and historical features of the buildings. This study is different. It is taken from the perspective and context of the "people." At the heart of Chinatown are the people. Who are they? Why do they go there? What do they do? What would make them come back?

To answer these questions, we conducted formal research focused on customer perceptions, including focus groups, interviews, surveys, a review of existing studies, and research on other Chinatowns. Additionally, to understand Chinatown's true potential, we not only analyzed Chinatown's strengths and weaknesses but also analyzed its opportunities for growth and the threats that could cause disruption. This is where our process began. Our project focused on uncovering, identifying and assessing the perceptions people have of Chinatown. Our goal for this project was

"to create a unified foundation and process plan for Chinatown and adjacent districts by enhancing the overall customer experience, increasing pedestrian traffic, boosting consumer spending, and encouraging private investment."

We envision Honolulu's Chinatown to be a "one-of-a-kind destination" for Hawaii's residents and visitors—an example for other communities here who, together, desire to capture and preserve the quality and distinctive lifestyle of their community while envisioning and providing for the future needs of their people.

Our study, *"Rediscovering Chinatown"* through the customer's eyes, ensures that the plans we make today

will be in the best interest of Chinatown's people. All initiatives will be a delicate balance between preserving the distinctive attributes of Honolulu Chinatown and providing the economic and social tools necessary for a prosperous future. As we continue to build on new and exciting experiences for Chinatown, we'll need to better manage the basic needs of the community in order for the proposed initiatives to be successful.

Life is a journey of multiple experiences and as we plan for inevitable changes, we will need to keep the people's heart and minds in the forefront of all discussions.

The journey doesn't end here...

Bedrock shaping customer experiences

Our journey begins with a brief description of our key findings.

The History of Chinatown

The Chinatown of today is a result of the many events and circumstances that occurred in its rocky past. It has survived the fire in 1900, racial discrimination and regulations, gentrification and re-classification, and the constant threat of extinction. The people of Chinatown, especially those who have lived through this, remember the hardships and turmoil as they go through their daily lives and routines. More importantly, it is through these leuses that they respond to current ideas for improvement. To dismiss this understanding of Chinatown could be viewed as a lack of respect, which could cause a defensive posture, cause miscommunication, and annoy those with that memory.

The People of Chinatown

The people of Chinatown have been the lifeblood of Chinatowns all over America. As the next generation is born as American citizens, they assimilate into society and move out of Chinatown. Although it is widely recognized that Chinatown's people are of Asian descent, most don't understand the reasons for which they immigrated to the United States: freedom, opportunity, and diversity. Once in America, however, many face the pressures from social and legal obstacles that were not a part of their understanding of the "American dream."

Destination Drivers and Deterrents

Many of the issues and challenges that face Chinatown are well-known and have existed for quite some time. Unfortunately, there has continued to be a struggle to provide enough insight into the issues to provide solutions. What has differentiated our process is the understanding of what drives customers to Chinatown and what deterrents—both real and perceived would cause them not to return. More importantly, we need to recognize that the drivers and deterrents are interrelated and affect one another.

Tracking the Customer Journey

Once there is a basic understanding of the drivers and deterrents, it is absolutely crucial to consider the fact that people develop their perceptions of Chinatown based on their experiences, and not in a vacuum. That is why it is key to examine their journeys, understanding that the accumulation of those individual experiences which we call touchpoints, begins to formulate opinions in the minds of the people. In addition, it is important to realize that people view the touchpoints as a whole, adding one to another like a simple math formula: bad experience + satisfactory experience = bad experience, or good experience + great experience = great experience.

Understanding Other Chinatowns

Honolulu Chinatown, the oldest Chinatown in the United States, is still in the early stages of the planning process compared to other, newer Chinatowns who have already begun the process of revitalizing their communities. The advantage is that the Honolulu Chinatown can learn from the other Chinatowns' mistakes and successes. Some of the issues to be conscious of are

- Prohibitive regulations that don't allow for positive changes
- Gentrification due to rising property values
- Gentrification due to changes in industry and relevance of the industry to the residents
- The preservation of people, place and culture
- Considerations about name changes or utilizing different names
- Understanding the impacts of assimilation
- Understanding the organic nature of Chinatowns

Key Findings

Assessing the Opportunities

Before developing solutions, it is important to stress the opportunities that make Chinatown a viable and lively community:

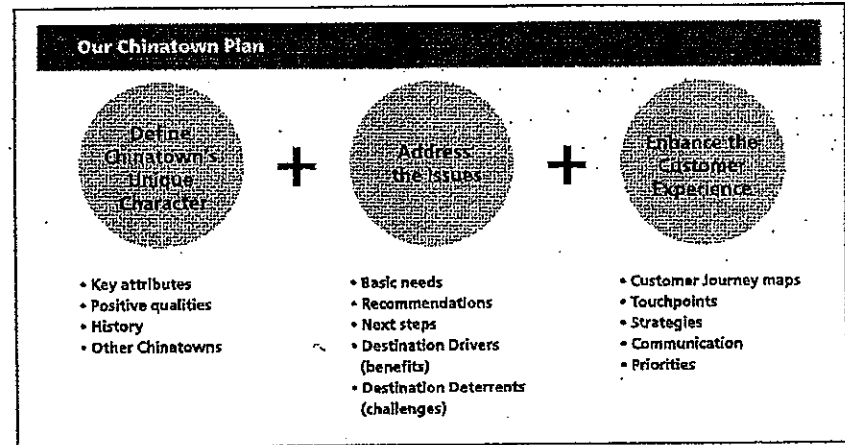
- Cross-cultural interactions that can create a unique social and cultural experience
- Being the first community to emphasize the cultural nature of the area
- Using its heritage to cater to specific customer groups
- Chinatown role as a major element in O'ahu's destination marketing
- Chinatown could become a place for increasing housing supply/business incubation

Assessing the Threats

Yet, as we look toward the future, we must be mindful of the threats which pertain to all customer groups:

- Misunderstanding or mismanagement of public perspectives threatens the viability of Chinatown's culture and lifestyle.
- Regulations, while necessary to encourage orderly development and the preservation of historic resources, can stifle cultural resurgence and economic growth.
- Lack of immigration can affect the viability of the community and the authenticity of the experience.
- Lack of pride or care of the environment allows the negative issues and qualities to exist.
- Current economic forces increase the threat of gentrification.

Through our research, interviews, and meetings with stakeholders, a unified direction was formed. It was upon this foundation that we developed the following process:



Bedrock shaping customer experiences

Emotive Attributes

Heritage	Authentic	Familiar
Historical Familiar Familiar	Unique Raw/Genuine	Intimate Personal Friendly

Place Attributes

Diverse	Cultural	Organic
Variety Energy	Authentic Engaging Entertaining	Adapted Accessible Useful

Chinatown's Unique Character

THE IMPORTANCE OF ATTRIBUTES

Developing a set of attributes to describe Chinatown as a destination ensures the following:

- Addresses the emotional value and impact on people's perception of Chinatown
- Maintains the "essence" and uniqueness of Chinatown
- Provides a filter for future actions and decisions

By uncovering and discovering the needs of the stakeholders (landowners, employees, retailers, residents) and customers, we begin defining the character, desired personality, qualities, and vocabulary that describe the Chinatown experience. Of particular importance is the ability to define Chinatown's key attributes, or the positive qualities that recommendations should be "filtered" through.

One list describes the "sense of place" for Chinatown—what we would like to see and experience on a physical and visual level. The other list, what we call "emotive attributes," helps us to begin describing what we would like our customers to feel and how we would like them to behave as they rediscover Chinatown.

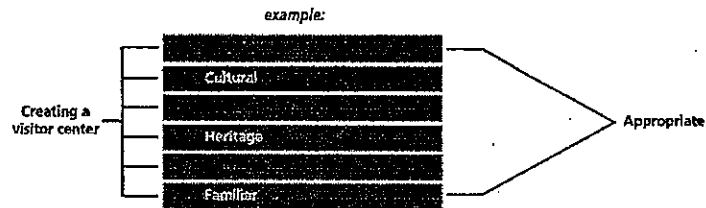
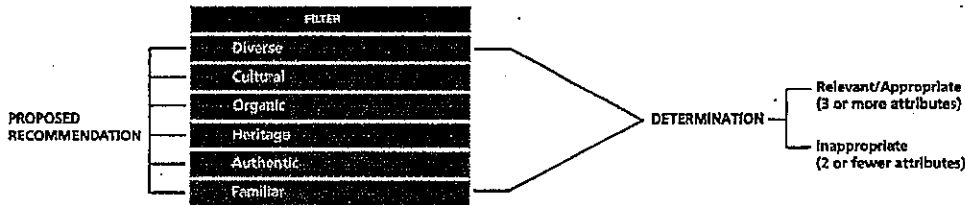
USING THE FILTER:

- Step 1: Identify the proposed recommendation.
- Step 2: Determine which attributes, if any, are represented by the recommendation.
- Step 3: Based on that assessment, determine if the recommendation is appropriate or inappropriate.

Assessment Ranking System:

- 3 or more attributes = appropriate/relevant
- 2 or fewer attributes = inappropriate

Please review the example (below/left), it puts the proposal of creating a visitor center through the filter. Since it fulfills 3 of the 6 attributes, the action is deemed appropriate—creating a visitor center will support cultural aspects through exhibits and displays, as well as reinforce heritage. It will also provide a familiar place that will blend with Chinatown's landscape.

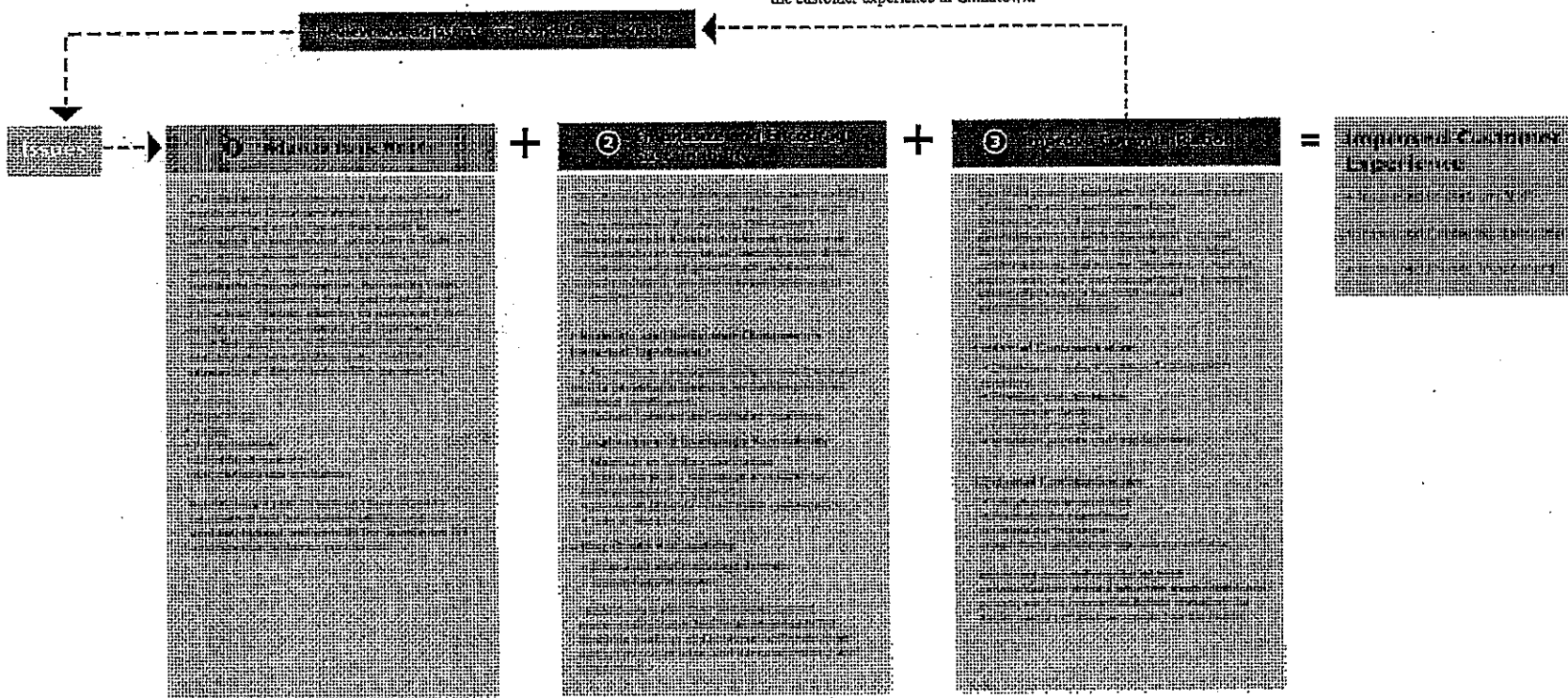


A Winning Formula

As issues come forth, we have determined that there are three priorities that create a winning formula for Chinatown: address basic needs, emphasize and encourage sustainability, and improve communication. The result is an improved customer experience with increased pedestrian traffic, increased consumer spending, and increased private investment.

- Priority #1: Address basic needs. These basic needs come from our findings, which reveal the negative perceptions or deterrents—the minimum required for improving the customer experience in Chinatown.

- Priority #2: Emphasize and encourage sustainability. These positive qualities, or destination drivers, become opportunities for emphasizing Chinatown's historical, cultural, and distinctive values, to be leveraged and preserved for economic development.
- Priority #3: Improving communication. This is the bridge that supports the first two priorities as both internal and external communication become crucial in unifying all stakeholder and customer groups.



Bedrock shaping customer experiences

Recommendations:

	Parking	Cleanliness	Safety	Public Facilities	Affordable Housing	Regulations and Ordinances
Strategies	<p>Easy to Access Parking needs to not only be easy to find (wayfinding and directional signage), but also be easy to access (both access and timing) to avoid congestion.</p>	<p>Visible Cleanliness is important to the overall perception of the area. Visible cleanliness is a key component of the overall experience.</p>	<p>Holistic Issue - All parties (residents, businesses, government organizations, law enforcement) must agree to participate to make Chinatown a safer place.</p>	<p>Community Engagement is key to the involvement of the community in the development of the area. Community engagement is a key component of the overall experience.</p>	<p>Breaking the Cycle - Establishing affordable housing that is available to the mid-market and to those at modest means would in fact help to revitalize the community and improve the appearance of the street level.</p>	<p>Regulations - Existing regulations and codes are outdated and need to be updated to reflect current needs and standards. New regulations should be developed to address the unique needs of the area.</p>
	<p>Conveniently Located - It is important to place parking lots in strategic locations that are convenient and accessible to the district. This includes the use of technology and smart parking solutions.</p>	<p>Addressing Basic Needs - Addressing basic needs such as cleanliness, safety, and public facilities is a key component of the overall experience.</p>	<p>Empowerment - Empowerment is a key component in helping the community take action and create a safer place for all.</p>	<p>Community Location - Key public facilities should be located in strategic locations that are accessible to the community and improve the overall experience.</p>	<p>Mid-Market Housing - Affordable housing is a key component of the overall experience. Mid-market housing is a key component of the overall experience.</p>	<p>Updated Ordinances - Existing regulations and codes are outdated and need to be updated to reflect current needs and standards. New regulations should be developed to address the unique needs of the area.</p>
	<p>Demand by Time of Day - By examining the customer journey needs for 24 hours, the time of demand by time of day can be identified and addressed.</p>	<p>Redesign the Public Space - Redesigning the public space to be more pedestrian-friendly and accessible is a key component of the overall experience.</p>	<p>The Past - Historical - The history of Chinatown is a key component of the overall experience. Historical landmarks and architecture should be preserved and restored.</p>	<p>Community Engagement - Community engagement is a key component of the overall experience. Community engagement is a key component of the overall experience.</p>	<p>Empowerment - Empowerment is a key component in helping the community take action and create a safer place for all.</p>	<p>Regulations - Regulations - Existing regulations and codes are outdated and need to be updated to reflect current needs and standards. New regulations should be developed to address the unique needs of the area.</p>
	<p>Cost-Dependent - The cost of parking is a key component of the overall experience. Cost-dependent parking is a key component of the overall experience.</p>	<p>Design the Experience - Designing the overall experience to be more pedestrian-friendly and accessible is a key component of the overall experience.</p>	<p>Time of Day - By examining the customer journey needs for 24 hours, the time of demand by time of day can be identified and addressed.</p>	<p>Community Engagement - Community engagement is a key component of the overall experience. Community engagement is a key component of the overall experience.</p>	<p>Empowerment - Empowerment is a key component in helping the community take action and create a safer place for all.</p>	<p>Regulations - Regulations - Existing regulations and codes are outdated and need to be updated to reflect current needs and standards. New regulations should be developed to address the unique needs of the area.</p>
Actions	<p>Wayfinding - Develop a wayfinding system for people that includes clear, visible, and easy-to-read signage. This includes the use of technology and smart parking solutions.</p>	<p>Visible Cleanliness - Addressing basic needs such as cleanliness, safety, and public facilities is a key component of the overall experience.</p>	<p>Public Safety - Addressing basic needs such as cleanliness, safety, and public facilities is a key component of the overall experience.</p>	<p>Community Location - Key public facilities should be located in strategic locations that are accessible to the community and improve the overall experience.</p>	<p>Mid-Market Housing - Affordable housing is a key component of the overall experience. Mid-market housing is a key component of the overall experience.</p>	<p>Updated Ordinances - Existing regulations and codes are outdated and need to be updated to reflect current needs and standards. New regulations should be developed to address the unique needs of the area.</p>
	<p>Extend Time Limits - Extend parking time limits from one to two hours.</p>	<p>Design the Experience - Designing the overall experience to be more pedestrian-friendly and accessible is a key component of the overall experience.</p>	<p>Time of Day - By examining the customer journey needs for 24 hours, the time of demand by time of day can be identified and addressed.</p>	<p>Community Engagement - Community engagement is a key component of the overall experience. Community engagement is a key component of the overall experience.</p>	<p>Empowerment - Empowerment is a key component in helping the community take action and create a safer place for all.</p>	<p>Regulations - Regulations - Existing regulations and codes are outdated and need to be updated to reflect current needs and standards. New regulations should be developed to address the unique needs of the area.</p>

Recommendations:

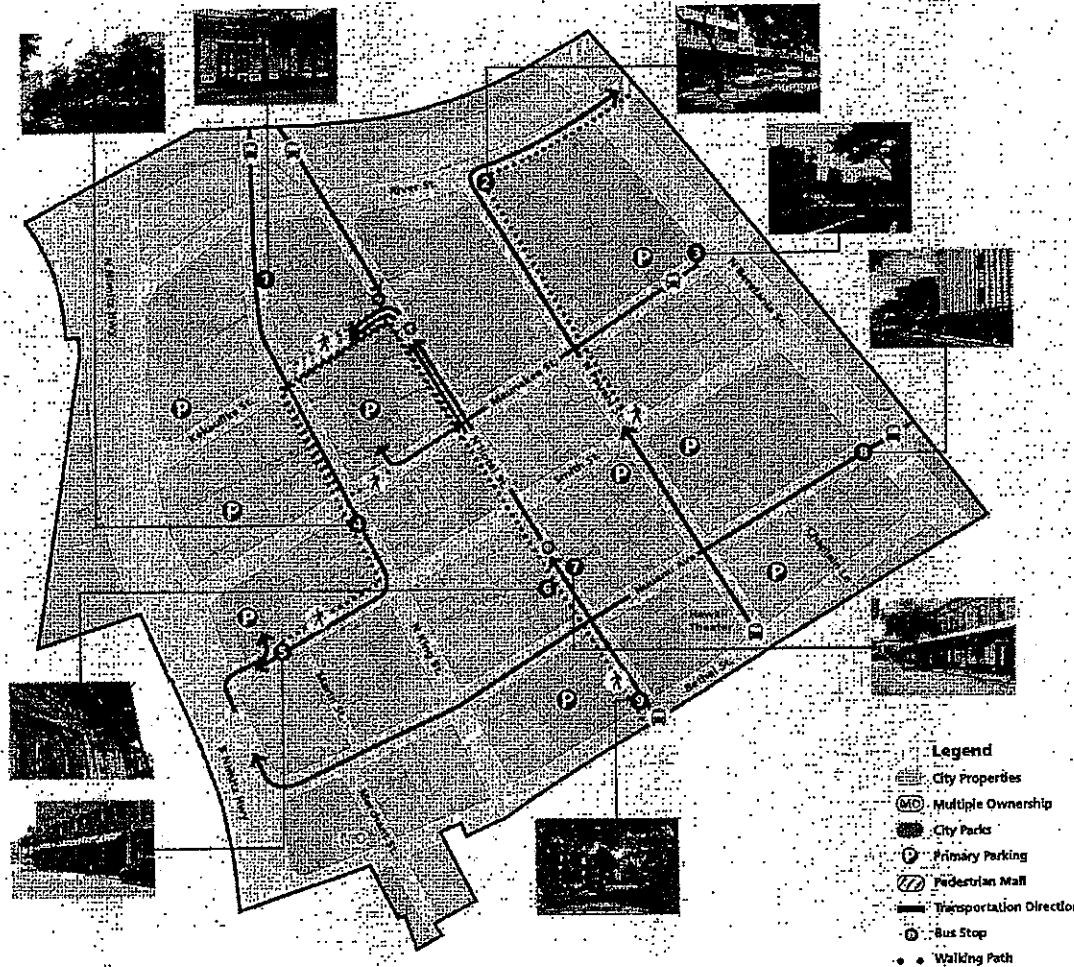
	Redefine and Rediscover Chinatown's Historical Significance		Emphasize and Encourage Accessibility				Perpetuate Authenticity	
	Architecture	Culture	Maintaining an Inviting Destination	Free Enterprise	Live/Work Lifestyle	Role of the Street	Emphasize and Encourage Diversity	Encourage Distinction
Strategies	<p>Encourage the preservation and restoration of historic buildings and structures that define Chinatown's architectural character.</p>	<p>Support and promote traditional Chinese festivals, customs, and practices within Chinatown.</p>	<p>Ensure that Chinatown remains a welcoming and accessible destination for all visitors.</p>	<p>Encourage and support small businesses and entrepreneurs within Chinatown.</p>	<p>Promote a vibrant live/work lifestyle within Chinatown.</p>	<p>Strengthen the role of the street as a central element of Chinatown's identity.</p>	<p>Emphasize and encourage diversity within Chinatown's community and offerings.</p>	<p>Encourage and support distinctiveness and authenticity within Chinatown.</p>
	<p>Encourage the development of new architectural designs that reflect Chinatown's historical significance.</p>	<p>Support and promote the development of new cultural initiatives and programs within Chinatown.</p>	<p>Ensure that Chinatown remains a welcoming and accessible destination for all visitors.</p>	<p>Encourage and support small businesses and entrepreneurs within Chinatown.</p>	<p>Promote a vibrant live/work lifestyle within Chinatown.</p>	<p>Strengthen the role of the street as a central element of Chinatown's identity.</p>	<p>Emphasize and encourage diversity within Chinatown's community and offerings.</p>	<p>Encourage and support distinctiveness and authenticity within Chinatown.</p>
	<p>Encourage the development of new architectural designs that reflect Chinatown's historical significance.</p>	<p>Support and promote the development of new cultural initiatives and programs within Chinatown.</p>	<p>Ensure that Chinatown remains a welcoming and accessible destination for all visitors.</p>	<p>Encourage and support small businesses and entrepreneurs within Chinatown.</p>	<p>Promote a vibrant live/work lifestyle within Chinatown.</p>	<p>Strengthen the role of the street as a central element of Chinatown's identity.</p>	<p>Emphasize and encourage diversity within Chinatown's community and offerings.</p>	<p>Encourage and support distinctiveness and authenticity within Chinatown.</p>

Recommendations:

Internal Communication						
	Residents	Merchants/ Employees	Landowners	Organizations	Arts	Government
Strategies	<p>Collaborate In order for internal communication to be successful, it must be cooperative. Cooperation can be achieved by understanding who the key stakeholders are, what communication method would be most effective, and how to overcome the mutual barriers to effective communication. It is important to establish a common goal and working together to achieve it.</p>					
	<p>Coordinate Communication and coordination among various parties is essential for success. It is important to establish a common goal and working together to achieve it.</p>					
Actions	<p>1. Identify the key stakeholders and their interests.</p> <p>2. Determine the most effective communication method for each stakeholder.</p> <p>3. Establish a common goal and working together to achieve it.</p> <p>4. Coordinate communication and coordination among various parties.</p> <p>5. Monitor and evaluate the effectiveness of the communication strategy.</p>					

External Communication		
	Locals	Tourists
Strategies	<p>Multifaceted Approaches Effective communication requires a multifaceted approach. It is important to use a variety of communication methods to reach different audiences.</p>	
	<p>Promote the Experience It is important to promote the unique experience of Chinatown. This can be done through various marketing and promotional activities.</p>	
	<p>Create Partnerships Partnerships with local businesses and organizations can help to create a more vibrant and successful Chinatown. It is important to establish strong relationships with these partners.</p>	
	<p>Reinforce and Encourage Private Initiatives There are times when the local government does not support a specific project. To avoid this, it is important to encourage and reinforce private initiatives. This can be done through various means, such as providing the necessary support and guidance for their success.</p>	
Actions	<p>1. Identify the key stakeholders and their interests.</p> <p>2. Determine the most effective communication method for each stakeholder.</p> <p>3. Establish a common goal and working together to achieve it.</p> <p>4. Coordinate communication and coordination among various parties.</p> <p>5. Monitor and evaluate the effectiveness of the communication strategy.</p>	

Bedrock shaping customer experiences



The Customer Experience: Enhancing the customer experience requires a holistic view, and our findings and assessment culminate in a strategy for economic growth from an all-encompassing cultural, social, environmental and sustainable perspective. In addition to addressing the issues, we have mapped the existing customer journey—both the positive and negative “touchpoint” experiences—by car, by bus, and by walking. These “touchpoints” affect the senses: what people see, feel, smell, and touch. As we begin to overlay the morning, noon and evening journeys “through the customer’s eyes,” we develop a strategy that addresses the basic needs, the sustainability of Chinatown and a method for improving both internal and external communication. For more detailed information and customer journey maps, please review the section called “Tracking the Customer Journey.”

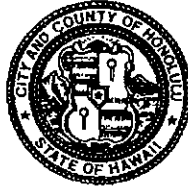
POTENTIAL ACTIONS:

- Touchpoint 1: Discourage vagrants, encourage landlord/tenant improvements and opening of new businesses, increase canopy lighting.
- Touchpoint 2: Reduce vagrancy, especially when it is linked to illegal activity. Cleaning and maintenance is necessary in this general area.
- Touchpoint 3: Improve the sense of arrival. Maunakea is the main street for Chinatown and needs to look that way. Work with landlords/tenants to seek improvements (better lighting, use of color, banners, etc.).
- Touchpoint 4: Find tenants for vacant spaces. Improve façades.
- Touchpoint 5: Improve wayfinding and signage.
- Touchpoint 6: Building condition is of utmost importance. Encourage and support landlord/tenant repair. Choose building color schemes carefully.
- Touchpoint 7: Reduce vagrancy, especially in relation to drug traffickers. Encourage new tenant mix through landlord/City partnerships, use for streetscape fixtures (benches, trash receptacles, etc.).
- Touchpoint 8: Heighten sense of entry on Nu’uanu Avenue. Improve wayfinding-to find parking. Improve lighting, especially around mid-block. Reduce vagrancy.
- Touchpoint 9: Fu Dogs signify arrival, but don’t suggest a festive environment. Use more color, clean up bird and tree droppings, and improve lighting to help enhance the Chinatown experience.

Bedrock shaping customer experiences

DEPARTMENT OF PLANNING AND PERMITTING
CITY AND COUNTY OF HONOLULU
650 SOUTH KING STREET, 7TH FLOOR • HONOLULU, HAWAII 96813
PHONE: (808) 768-8000 • FAX: (808) 768-6041
DEPT. WEB SITE: www.honoluluodpp.org • CITY WEB SITE: www.honolulu.gov

PETER B. CARLISLE
MAYOR



DAVID K. TANOUE
DIRECTOR

JIRO A. SUMADA
DEPUTY DIRECTOR

April 12, 2012

The Honorable Jerry L. Chang, Chair
and Members of the Committee on Water,
Land, & Ocean Resources
State House of Representatives
State Capitol
Honolulu, Hawaii 96813

Dear Chair Chang and Committee Members:

Subject: HCR 169 Proposed HD1
Establishment of Koreatown

The Department of Planning and Permitting **opposes** the Proposed HD1 for HCR 169, based on home rule and the City and County of Honolulu's role in the development of community-based plans. This resolution would direct the Office of Planning to develop a master plan for "Koreatown", in coordination with our department, for the area generally defined by Census Tracts 36.01 and 36.02.

The City and County of Honolulu has prepared many neighborhood plans. We have found that one of the prerequisites for a successful plan – one that moves beyond the planning phase and into implementation – is community support. While we are aware of the label Koreatown, we are not aware of a strong desire to introduce Korean architecture and urban design to the Keeaumoku Street area.

Further, "specialized design plans" would imply special design regulations. We are not aware that residents and businesses in the proposed area, whether connected to Korean culture or not, desire Korean designs. More importantly, additional permits and reviews will be required to develop such a character.

We also note to be done well, with good community participation, neighborhood plans need significant planning support. Given our limited staffing, our planning efforts will depend on consultant services. We would recommend funding this effort with about \$400,000.


In 2007, we prepared a needs assessment and conceptual design study for a Korean Cultural and Community Center, working with an advisory committee made up of Korean-American leaders and others. We completed the task and the community leaders were able to proceed with fundraising for the project, including land acquisition.

The Honorable Jerry L. Chang, Chair
and Members of the Committee on Water,
Land, & Ocean Resources
State House of Representatives
Re: HCR169, Proposed HD1
April 12, 2012
Page 2

Lastly, we are beginning the planning process for the area around the Ala Moana rail transit station. It will include the area referenced in these resolutions. We expect to hold the first community meeting this summer. If the residential and business communities raise the desire of developing a Koreatown character to the area, we are willing to consider it as part of our transit-oriented development plan.

In short, this resolution is not justified given the limited resources at both the state and city levels of planning. Rather than encouraging inter-governmental coordination and maximizing use of scarce government resources, it is redundant with ongoing city work and infringes on home rule. Thank you for this opportunity to testify.

Very truly yours,

A handwritten signature in black ink, appearing to read 'David K. Tanoue', is written over a horizontal line.

David K. Tanoue, Director
Department of Planning and Permitting

DKT:jmf
hcr169ProposedHD1-Koreatown-ba.doc

TESTIMONY IN SUPPORT OF H.C.R. No.169 (The Establishment of Koreatown and Master Plan for the development of such)

Honorable Chair Har and members of the House Committee (Water, Land and Ocean Resources):

My testimony has four parts: The origin of Koreans to Hawaii, the effect of Hallyu (Korean wave) on other ethnic groups in the isles, the significance of a Koreatown situated in Honolulu, and the importance of promoting a win-win situation for our State.

Resolution SCR 174 aptly describes the arrival of Koreans to Hawaii in 1903, primarily as prospective sugar plantation workers. Hence reiteration of known details is unnecessary. However, the not as well-known information is that, unlike the Japanese and Chinese workers who remained faithful to the sugar industry, many of the Koreans left the plantations within two decades. Many Koreans who left their homeland came from urban settings rather than farm lands. They found physical labor in the sugar fields demanding and strenuous. Those who left worked for companies and retailers, or set up small businesses (e.g. neighborhood stores, tailor shops, laundry). Their children, the second generation, bettered themselves in the academics and entered the professional fields or became white-collared workers.

(I am a product of two Korean immigrants whose purposes for coming to Hawaii were different. Mother came as a single (unmarried) young teen-ager during World War I, 1917, for an American education. This was a rarity for those times! Father arrived a year earlier to assist a business friend who sponsored him. My parents were married a few years after arriving in Hawaii.

(I was with the Department of Education for over 30 years as a teacher, Intern Teacher Supervisor, State Speech Program Specialist. Upon the demise of my bedridden mother, I went to Stanford University and obtained a Master's Degree in Educational Administration. My last position with the D.O.E. was Administrator, Communication Arts Section, State Office.)

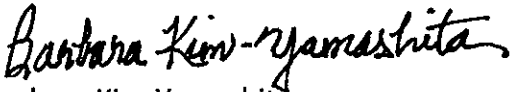
My mother laid a very positive foundation in me...that with a solid education, good character traits, and enough "get-up-and-go," I or anyone else can become successful. But with success, she admonished, also comes a sense of responsibility to oneself, to others, including the environment in which I live.

Hawaii is my total environment. More Koreans have entered Hawaii as contrasted to my growing up years. Korean culture, history and traditions were once least known as contrasted to that of the Japanese and Chinese. The Korean War made more of the world cognizant that such a country existed. In recent years, Hallyu (the Korean Wave) sent ripples around the globe. Hawaii's people were into things Korean.

As for other ethnic groups, fortunately on Oahu there is the Japanese Cultural Center, the Okinawan Center, Chinatown, and the Waipahu Filipino Community Center as examples. To establish a Koreatown would add color and vibrancy to our environment for islanders and visitors, and would positively impact the economy of our State.

Lastly, to promote a win-win situation for Koreatown and the State, we in the Korean community need to alert and educate Korean businesses and all others among us that the establishment of Koreatown brings with it responsibility. The idea of give-and-take must be an inherent part of Koreatown. Businesses need to make money. But, as an integral part of the Hawaii community, giving and helping for the betterment of community causes and projects should be par for the course. Positive behavior and action by Koreans and all other ethnic groups can continue to make Hawaii a viable State, an exemplar melting pot of races.

Thank you!

A handwritten signature in black ink that reads "Barbara Kim-Yamashita". The signature is written in a cursive, flowing style.

Barbara Kim-Yamashita

1296 Kapiolani Blvd. #4108 Honolulu, Hawaii 96814



LATE TESTIMONY

CONSULATE GENERAL OF THE REPUBLIC OF KOREA

Dear Chairman of the House Committee on Water, Land, & Ocean Resources,

It is a great pleasure and honor for the Consulate General of the Republic of Korea to express its support for HCR ~~87-H.R. 1~~¹⁶⁹ before the Committee. The Consulate General of the Republic of Korea submits this testimony to strongly support the bill introduced by Representative Sharon Har to establish a Koreatown in Hawaii.

As you well know, the Korean community in the United States started with a small number of 102 people disembarked on this island on January 13, 1903. And over the last century, the Korean community all across the United States has rapidly evolved into an exemplary immigrant group over the last century, constituting one of the major pillars of the multi-ethnic, multi-cultural society of Hawaii, and contributing to the economic, cultural and social development of Hawaii.

Furthermore, the State of Hawaii has been a close partner of Korea in many aspects. Exchanges on various levels have been rapidly increasing over the years, and a great number of tourists including businessmen and students are going to and fro between Korea and Hawaii every year. In addition, and more importantly, there are currently about 40,000 Korean Americans living in the State of Hawaii. According to the 2010 Census the number of Korean Americans in Hawaii ranked 12th largest in the United States.

In addition, the relationship between Korea and the United States is now stronger than ever, prospering in every field. The Korea-US Free Trade Agreement which recently took effect in March is expected to provide another good momentum for our bilateral investment and trade to expand further in the future.

Despite such a growing people-to-people exchanges and economic partnership, there has yet to be a Koreatown in Hawaii. As the resolution states, we strongly believe that the establishment of the Koreatown in Hawaii is a great way to recognize the above-mentioned long history of the Korean immigration as well as the close bond forged between the Korean community and the local community in Hawaii. Establishing the Koreatown in Hawaii will serve as a great venue for the people of Hawaii to become better acquainted with the Korean people and its culture, reinforcing our already strong bond and cooperative partnership that has served us so well so far.

2756 Pali Highway Honolulu, Hawaii 96817 U.S.A

Tel : (808)595-6109 Fax : (808)595-3046 Website : <http://usa-honolulu.mofat.go.kr>

Moreover, it will also help Hawaii become a truly diverse and culturally global place, building bridges of understanding with each other.

In this regard, the Consulate General of the Republic of Korea strongly supports ~~HCR87 H.D.1~~ and kindly asks for your strong support and interest with regards to this bill. 169

Thank you very much.

LATE TESTIMONY

Petition Supporting Establishment of Koreatown in Honolulu

In support of S.C.R. No. 174 & H.C.R. 169 (Urging the Establishment of Koreatown and Development of a Master Plan for the Development of a Koreatown)

Dear Honorable Chair and Members of the Legislature:

My name is Austin Ki Kang, President of The United Korean Association of Hawaii.

The State of Hawaii, our paradise on earth, is home to approximately 45,000 Koreans (or 24,000 according to the 2010 census). The history of Korean immigration goes back 109 years in Hawaii. On January 13, 1903, S.S. Gaelick carrying the first group of Korean immigrants (103 people) arrived at the Honolulu Harbor. They worked at sugar plantations, raised families and educated their children. Over time, several generations of Koreans contributed to the community and produced honorable leaders such as Chief Justice Ronald Moon and HPD Chief Lee Donahue.

Since its formal establishment as the Republic of Korea in 1945, (South) Korea's economy grew dramatically. Korea's annual export grew from mere \$3.5 million in 1945 to over \$1 trillion in 2011. Since the Free Trade Agreement between Korea and the USA went into effect on March 15, 2012, the economic relations and cooperation between the two countries will experience significant growth.

The number of Koreans traveling abroad reached 12.7 million in 2011. Following the passage of the visa waiver program in 2008, the number of Koreans visiting Hawaii in 2011 was over 101,000 and it is expected to grow 30% to 50% annually. There are 14 weekly direct Korean Air flights connecting Honolulu and Korea. Asiana Air flies twice a week and Hawaiian Air flies four times a week. Both Asiana Air and Hawaiian Air will increase their non-stop flights to seven times a week beginning July 2012. With the strong economy, more Koreans are coming to the USA for tourism and investment, encouraged by the Korea-US FTA and the visa waiver program.

Now is the opportune time to establish a Korea Town in Honolulu where Korean based businesses are most active. A Korea Town will make Hawaii, the world famous tourist destination, more inviting and secure for Koreans to come for tourism and financial investments. As we speak, a Korean university is planning to spend tens of millions of dollars to develop a global education center in Hawaii. We sincerely urge the Legislature to vote in favor of the pending resolution and support the establishment of a Korea Town with strong support of 3,480 petition signature. Thank you.

LATE TESTIMONY

Testifier: David Y. Suh
Committee: Water, Land & Ocean Resources (House)
Water, Land & Housing (Senate)
Tourism (Senate)
Transportation and International Affairs (Senate)
Hearing: Thursday, April 12, 2012
11:30 a.m. (House)
1:15 p.m. (Senate)
Measure: HCR 169, HD 1
SCR 174, SD 1
SR 104, SD 1
Urging the Establishment of Koreatown and Development of a Master Plan for the Development of a Koreatown

The Honorable Chair(s) and the Members of the Committee:

Thank you for this opportunity to speak in support of the resolution urging the establishment of a Koreatown in Hawaii. I am a resident of Honolulu and serve The United Korean Association of Hawaii as a volunteer legal advisor.

Designation of a Koreatown is more than a symbolic act to recognize the Korean culture in this community. Establishing a Koreatown means tangible and positive developments to the economy, tourism and international relationship in Hawaii.

A Koreatown will attract secure and permanent investments from Korea which is the 14th largest economy in the world. With the recent enactment of the Free Trade Agreement between Korea and the USA, the trade between the two countries will certainly grow. Hawaii is uniquely positioned in between the two countries to take advantage and reap the benefits of the free trade agreement. A Koreatown in Hawaii will be an incentive for the Koreans to bring more investments and trade activities to the Aloha State.

Tourism in Hawaii will certainly benefit from the establishment of a Koreatown. A Koreatown will be a unique and exiting cultural and historical attraction for tourists from all over the world, especially from Korea. As we are seeing a greater number of visitors from Korean following the passage of the visa waiver program, a Koreatown will be another encouragement for the international tourists to come to Hawaii.

With increases in investments and tourists, a Koreatown will become a focal point of the strengthened and energized local enterprises and business activities, especially in and around Honolulu. Given all the benefits of a Koreatown, I ask for you vote in favor of passing this resolution.

Respectfully submitted,

David Y. Suh
04/12/2012

LATE TESTIMONY

Petition Supporting Establishment of Korea Town in Honolulu

Dear Honorable Chair and Members of the Legislature,

I am the president of New Star Realty Hawaii Branch which is the biggest Korean American Real Estate Company Group in the Nation.

The history of Korean immigration began 109 years ago in Hawaii, before moving on to Los Angeles. In the 1970s, a huge number of immigrants traveled from South Korea to Los Angeles. It made up a formation of commercial business around Olympic Blvd in Los Angeles, giving birth to what is now Korea Town. Because Korea Town came into existence, many companies from South Korea opened up trade businesses and invested in real estates. Now, approximately over one million Koreans live in Los Angeles.

In Hawaii, it is already mentioned in the petition by Mr. Austin Kang, the chairman of The United Korean Association of Hawaii, that Koreans continued to grow their businesses near Keeaumoku Street from Kapiolani Blvd to South King Street. Hawaii's famous comedian, Frank Delima, also said that it is "Koreamoku" instead of Keeaumoku. In the past few years, Korean companies invested in commercial Real Estates such as Keeaumoku Block across from the HMSA building.

Even the president of United State, Obama, speaks that Korean parents have very high expectations for their children's education. So, every summer vacation, many Korean mothers bring their children to Honolulu for the Punahou Summer School Program. It is very popular because President Obama graduated from Punahou. A few months ago, one university from Korea formed a sister relationship with the University of Hawaii and purchased a commercial building for their students' dormitory.

As you know, Korea's economy is strong and they have the visa waiver program to the United State. Korean Airline, Asiana Airline and Hawaiian Airlines will increase their non-stop flights between Seoul and Honolulu.

Hawaii is one of best resorts in the world. Many millionaires prefer to own a luxurious vacation home in Honolulu. We had a lot of inquiries for investing in the Hawaii real estate properties from Korea and Mainland through our New Star Network. Korea Town will soon be attracted by Korean global companies. I believe that it will help them further invest in Hawaii.

We sincerely urge the Legislature to vote in favor of the pending resolution and support the establishment of a Korea Town.

Thank you.

DRAFT

Appendix 2: Blank Survey

Koreatown Input Survey

한인타운에 관한 의견 설문지

1. What might a Koreatown look like to you?

여러분이 코리아타운에서 보고 싶은 것은 무엇입니까?

- signs (싸인들)
- totems (jangseung) (나무 상징물. 예: 장승)
- flags (국기. 예: 태극기)
- maps (지도)
- community center/gathering place (주민센터/모임장소)

Other (please specify)(그 외 원하시는 것을 기입해 주세요)

2. What would you do at this place? What kind of events would happen there?

여러분은 코리아타운에서 무엇을 하시겠 습니까? 어떤 행사들이 코리아타운에서 있을까요?

- holiday celebrations (명절 축제)
- dance performances (춤 공연, 연주회)
- fairs with booths (상품 전시를 통한 장날)
- food events (음식과 관련된 행사)

Other (please specify) (그 외 원하시는 것을 기입해 주세요)

3. Why is a Koreatown important to you? (for future generations, to remember the past, to encourage business)

왜 코리아타운이 중요하다고 생각 하십니까? (차세대를 위해, 과거를 기억하기 위해, 상업활동의 활성화를 위해)



4. Where should Koreatown be located?

코리아타운이 어디에 지정되어야 합니까?

- in Honolulu, along Keeaumoku St. (호놀룰루시 키아모꾸 거리)
- in Honolulu, in the area between Kapiolani and King Streets and between Piikoi and Kalakaua (호놀룰루시 카피올라니와 킹 스트리트 사이, 피이코이와 칼라카우아 사이)
- in Wahiawa (와히아와에)
- in Ewa (에바에)

Other (please specify) (그외 원하시는 것을 기입해 주세요)



Appendix 3: Public Meeting Announcement

DRAFT

Celebrating the Korea-Hawai'i Connection

The State Office of Planning (OP) is collecting input from the community on the possibility of establishing a Koreatown in Honolulu. As directed by the State Legislature, OP will use this public input to draft recommendations for the Legislature and for the community.

A public input meeting will be held on Saturday, October 12, 2013 at Christ United Methodist Church (1639 Keeaumoku Street) from 3-5 pm in the church dining hall. Brainstorming activities to gather input will be offered. Please check the project website at <http://planning.hawaii.gov/koreatown-project/> for more information and to submit input via an on-line survey. Please contact Rebecka Arbin at rebecka.j.arbin@dbedt.hawaii.gov or The United Korean Association of Hawaii (591-8984) with any questions.

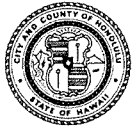
한국과 하와이의 인연을 기념하며

하와이 주정부 산하 기획부에서는 호놀룰루에 코리아타운의 지정 가능성에 대한 하와이 동포 여러분의 의견을 모으고 있습니다. 하와이 주 의회에서 지시한 바와 같이 기획부는 공공의 의견을 토대로 주 의회와 주민들에게 한인타운 지정에 관한 제안서를 준비할 것입니다.

이를 위해 2013년 10월 12일 (토요일) 오후 3시부터 5시까지 그리스도 연합감리교회 친교실에서 (1639 Keeaumoku Street) 간담회가 열립니다. 주민들이 자유롭게 의견을 제시하는 시간을 갖을 것입니다. 한인타운 지정에 관한 인터넷 웹사이트인 <http://planning.hawaii.gov/koreatown-project> 에서 더 많은 정보를 받으시고 그 곳에서 온라인 설문지를 통해 의견도 제출해 주십시오. 질문이 있으시면 주기획부의 레베카 알빈이나 (rebecka.j.arbin@dbedt.hawaii.gov) 한인회에 (591-8984) 문의해 주세요.

DRAFT

Appendix 4: Bill 26



A BILL FOR AN ORDINANCE

RELATING TO COMPLETE STREETS.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose. The purpose of this ordinance is to implement the provisions of Section 264-20.5, Hawaii Revised Statutes (Act 54 SLH 2009), and establish a Complete Streets policy for the City and County of Honolulu.

SECTION 2. Chapter 14, Revised Ordinances of Honolulu 1990 ("Public Works Infrastructure Requirements Including Fees and Services"), is amended by adding a new article to be appropriately designated by the revisor of ordinances and to read as follows:

"Article ____ . Complete Streets

Sec. 14-____.1 Definitions.

As used in this article:

"Accessibility" means the ability to reach desired destinations for all transportation system users.

"Complete streets features" include, but are not limited to, sidewalks, crosswalks, accessible curb ramps, curb extensions, raised medians, refuge islands, roundabouts or mini-circles, traffic signals and accessible pedestrian signals such as audible and vibrotactile indications and pedestrian countdown signals, shared-use paths, bicycle lanes, paved shoulders, street trees, planting strips, signs, pavement markings including multi-modal pavement striping, street furniture, bicycle parking facilities, public transportation stops, and facilities including streetscapes, dedicated transit lanes, and transit priority signalization.

"Context sensitive solution" means a process in which a full range of stakeholders are involved in developing complete streets transportation solutions that identify and incorporate appropriate complete streets features designed to fit into, enhance, and support the surrounding environment and context, including land use.

"Directors" means the directors of the departments of transportation services, design and construction, planning and permitting, and facilities maintenance.



A BILL FOR AN ORDINANCE

"Multi-modal" means the movement of people and goods by more than one method of transportation. A street that accommodates walking, bicycling, mobility devices, transit and driving is multi-modal.

"National industry best practices" means guidelines established by national industry groups on complete streets best policy and implementation practices, including, but not limited to reports by the American Planning Association and the National Complete Streets Coalition.

"Transportation facility or project" means the planning, design, construction, reconstruction, maintenance or improvement of public highways, roadways, streets, sidewalks, traffic control devices and signage, and all facilities or improvements related to public transit.

"Users" mean motorists, bicyclists, individuals dependent on mobility devices, transit riders, pedestrians, and others who depend on the transportation system to move people and goods.

Sec. 14-____.2 Complete streets policy; principles.

- (a) There is hereby established a complete streets policy and principles for the City and County of Honolulu to guide and direct more comprehensive and balanced planning, design, and construction of city transportation systems. Under this policy, the city hereby expresses its commitment to encourage the development of transportation facilities or projects that are planned, designed, operated, and maintained to provide safe mobility for all users. Every transportation facility or project, whether new construction, reconstruction, or maintenance, provides the opportunity to implement complete streets policy and principles. This policy provides that a context sensitive solution process and multi-modal approach be considered in all planning documents and for the development of all city transportation facilities and projects.
- (b) Complete streets principles consist of the following objectives:
 - (1) Improve safety;
 - (2) Apply a context sensitive solution process that integrates community context and the surrounding environment, including land use;
 - (3) Protect and promote accessibility and mobility for all;

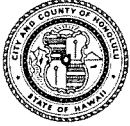


A BILL FOR AN ORDINANCE

- (4) Balance the needs and comfort of all modes and users;
- (5) Encourage consistent use of national industry best practice guidelines to select complete streets design elements;
- (6) Improve energy efficiency in travel and mitigate vehicle emissions by providing non-motorized transportation options;
- (7) Encourage opportunities for physical activity and recognize the health benefits of an active lifestyle;
- (8) Recognize complete streets as a long-term investment that can save money over time;
- (9) Build partnerships with stakeholders and organizations statewide; and
- (10) Incorporate trees and landscaping as integral components of complete streets.

Sec. 14-___.3 Administration; implementation.

- (a) The directors shall, based on a context sensitive solution process, employ a multi-modal approach and incorporate complete streets features in the planning, design, construction, maintenance and operation of transportation facilities and projects, including, but not limited to, the reconstruction, rehabilitation or resurfacing of any transportation facility under the jurisdiction of the directors.
- (b) Within six months of the enactment of this ordinance, the directors shall jointly create, adopt, and publish a single complete streets checklist and associated procedures to be used by the directors and their staffs when initiating, planning, designing, revising, implementing and/or reviewing any transportation facility or project. The complete streets checklist shall be jointly updated from time to time by the directors as necessary to facilitate the implementation of complete streets.
- (c) As used in this section, "complete streets checklist" means a tool to collect data and information about the status of the roadway and the surrounding area, as well as the details of the transportation facility or project, with a goal of identifying specific elements that can be incorporated to support and balance the needs of all users. Such specific elements shall be part of an implementation procedure to be prepared in conjunction with compilation of a checklist. Data and information



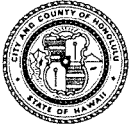
A BILL FOR AN ORDINANCE

complied in the checklist include, but are not limited to, traffic volume, street classification and type; an inventory of sidewalk condition, transit facilities, and parking restrictions; and recommendations from any existing neighborhood, bicycle, pedestrian, transit or other plan.

- (d) Complete streets features shall be incorporated into transportation plans, projects and programs following implementation procedures established by the complete streets checklist.
- (e) Within one year of the enactment of this ordinance, the directors shall evaluate and initiate updates of existing ordinances, codes, subdivision standards, rules, policies, plans and design guidelines to ensure their consistency with the complete streets policy and principles. Design standards, guidelines and manuals shall incorporate national industry best practice guidelines, and shall be updated from time to time by the directors as necessary to reflect current best practices.

Sec. 14-____.4 Exceptions.

- (a) A multi-modal approach and complete streets features are not required if a director of an affected department determines, in writing with appropriate documentation, prior to or during the design process, that:
 - (1) Use of a street or highway by non-motorized users is prohibited by law; or
 - (2) The cost would be excessively disproportionate to the need or probable future use over the long term; or
 - (3) There is an absence of current or future need; or
 - (4) The safety of pedestrian, bicycle or vehicular traffic may be placed at unacceptable risk.
- (b) Each written exception with accompanying documentation shall become a public record and shall be published electronically or online on the official website of the city, and shall be on file and available for public inspection at the office of the city clerk and at the office of the department making the determination.



A BILL FOR AN ORDINANCE

Sec. 14-___.5 Annual report; performance standards.

- (a) On or before December 31st of each year following the enactment of this ordinance, the directors shall submit to the council a report detailing their compliance with the complete streets policy and principles during the prior fiscal year, and listing the transportation facilities and projects initiated during that year and the complete streets features incorporated therein. The report shall include a list of exceptions made pursuant to Section 14-___.4 for that year.
- (b) Within two years of the enactment of this ordinance, the directors shall establish and publish performance standards with measurable benchmarks reflecting the capacity for all users to travel with appropriate safety and convenience along roadways under the jurisdiction of the city. Annual reports for the year in which measurable performance standards are established, and all years thereafter, shall include a report of each agency's performance under such measures, and where appropriate, shall identify problem areas and suggested solutions, and provide recommendations to improve the process.
- (c) The annual reports required in this section may be part of the agency's annual reports required by charter.

Sec. 14-___.6 Training.

The directors shall require and provide training for their staffs in complete streets policies, principles, and implementation procedures that may be applicable to the performance of their duties."

SECTION 3. From the effective date of this ordinance, the director of the department of transportation, with the assistance of the other directors, shall commence planning activities for a complete streets demonstration project to test and demonstrate the effectiveness of the city's complete streets program. An area of city roads within the urban core of Honolulu shall be selected as the site for the demonstration project. The director shall report to the council the location and scope of the demonstration project. At the conclusion of the project, the director shall report to the council the results of the project against measurable performance benchmarks and any recommendations to improve the implementation of the complete streets policy.



A BILL FOR AN ORDINANCE

SECTION 4. This ordinance shall take effect upon its approval.

INTRODUCED BY:

Breene Hanit

Styly

DATE OF INTRODUCTION:

MAR 14 2012

Honolulu, Hawaii

Councilmembers

APPROVED AS TO FORM AND LEGALITY:

Deputy Corporation Counsel

APPROVED this _____ day of _____, 20____.

PETER B. CARLISLE, Mayor
City and County of Honolulu

Appendix 5: Public Meeting Results on the Appearance of a Koreatown and Gathering
Space/Cultural Center

DRAFT

Appendix 5.

	Flag	◆
	Festival Signage- Special pictures and words	◆◆◆
	Barbershop	◆
	Classic Dance Place	◆
	Korea	◆
	Cheongsach Orong- Traditional	◆
	Korean Lantern with red and blue silk shade	
	Represent Korea by Color	◆
	Bulgogi	◆
	Korean House	◆
	Koreatown	◆◆
	Beautiful Life	◆

Totems	Koreatown	◆◆◆◆◆◆◆◆◆◆
	Hello/Goodbye- Welcome to Koreatown	◆◆◆◆◆
	Former is the foundation of the earth	◆
	The Great General (Man and Woman)	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
	Jeju Street (The Island in Korean)	◆
	Keeaumoku in Korean	◆
	Taeguk Emblem	◆
	Han-ok Village (Koreas Traditional House)	◆
	Korea	◆
	Let's Cooperate	◆
	Other Ideas	<ul style="list-style-type: none"> • Paintings or drawings to express Arirang (Korean folk music) • Make signs in both English and Korean • “I want to make Koreatown to represent Korea and to harmonize with other ethnic groups together. The place where even Chinese and Japanese are willing to visit and join.”

Appendix 5.

	<ul style="list-style-type: none">• Market Place• Food exhibition by region• Essay competition• Keeaumoku Korean Park• House Republic of Korea• Island- jeju, ulleungodl, dok-do• Performance Plaza• Poseokjeong• Stones• “Be happy to harmonize with other ethnic groups.”
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Emblems: Examples	 <p>The image contains two hand-drawn illustrations. The top illustration is a rectangular sign with a black border. At the top, it says "Korean Town" in blue marker. Below this, there are two circles. The left circle contains the text "Korean flag" and the right circle contains "Hawaii flag". Below the circles, the year "1903" is written. The bottom illustration is a drawing of a traditional Korean house (hanok) with a tiled roof and three circular openings (gongno) hanging from the eaves.</p>
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Appendix 5.



Appendix 5.

	Han-ok Village (Koreas Traditional House) Korea Let's Cooperate	◆ ◆ ◆ ◆
Other Ideas	<ul style="list-style-type: none"> • Paintings or drawings to express Arirang (Korean folk music) • Make signs in both English and Korean • “I want to make Koreatown to represent Korea and to harmonize with other ethnic groups together. The place where even Chinese and Japanese are willing to visit and join.” • Market Place • Food exhibition by region • Essay competition • Keeaumoku Korean Park • House Republic of Korea • Island- jeju, ulleungodl, dok-do • Performance Plaza • Poseokjeong • Stones • “Be happy to harmonize with other ethnic groups.” 	

Cultural Center	Resting area Traditional style blue tile roof/Korean Architecture Place for exercise Seminar/ meeting room Art theater Antique store Snack shop Korean garden/lawn with national flowers Festivals Sotdae- pole signifying prayer for a good harvest	◆◆ ◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆ ◆ ◆◆◆◆◆ ◆◆ ◆ ◆ ◆◆◆◆◆◆◆◆◆◆◆◆ ◆◆◆◆◆ ◆ ◆
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Appendix 5.

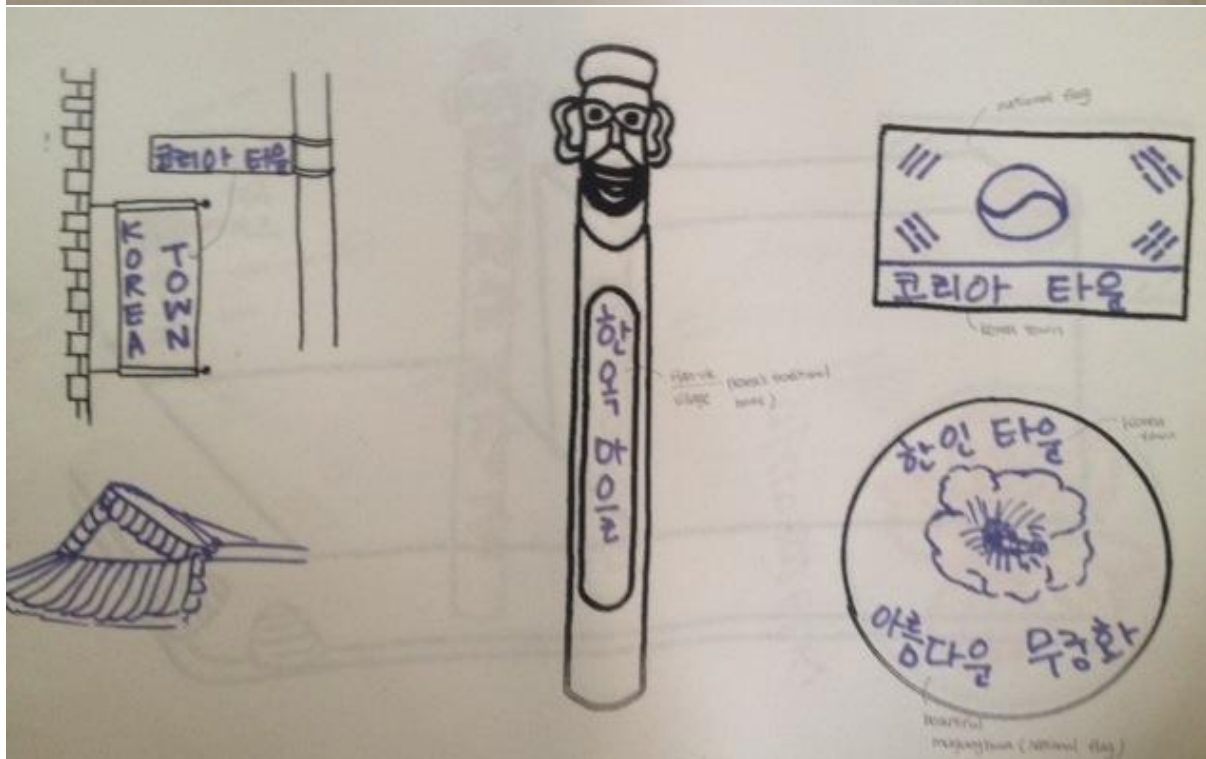
	Korean General hospital	◆◆◆◆◆◆◆◆
	Restaurants and Stores	◆
	Monument of soldier to symbolize	
	Korean war	◆
	Gymnasium	◆◆
	Play Ground	◆◆◆◆◆◆
	Marketplace	◆
	Korean Theater	◆
	Senior center	◆
	Cell phone charging station	
	Hybrid car charging station	◆
	Parking	◆

Activities	Tennis	◆◆
	Badminton	◆
	Drawing class	◆
	Table tennis	◆◆◆
	Music classes- piano, double headed drum	◆◆◆◆◆◆
	Art and craft class	◆
	Writing class	◆
	Golf class	◆
	Embroider class	◆
	Dance class	◆◆◆
	Korean School Class	◆
	Smart phone/computer class	◆
	Game of Go (Korean chess) Class	◆
	Educate about Korea	◆
	Radio Station	◆
Physical attributes	Trees along streets	These ideas fall closely in line with plans that are similar for the development of TOD at the Ala Moana station.
	Benches	
	Grass	
	Flowers- hibiscus bushes	
	Fountain	

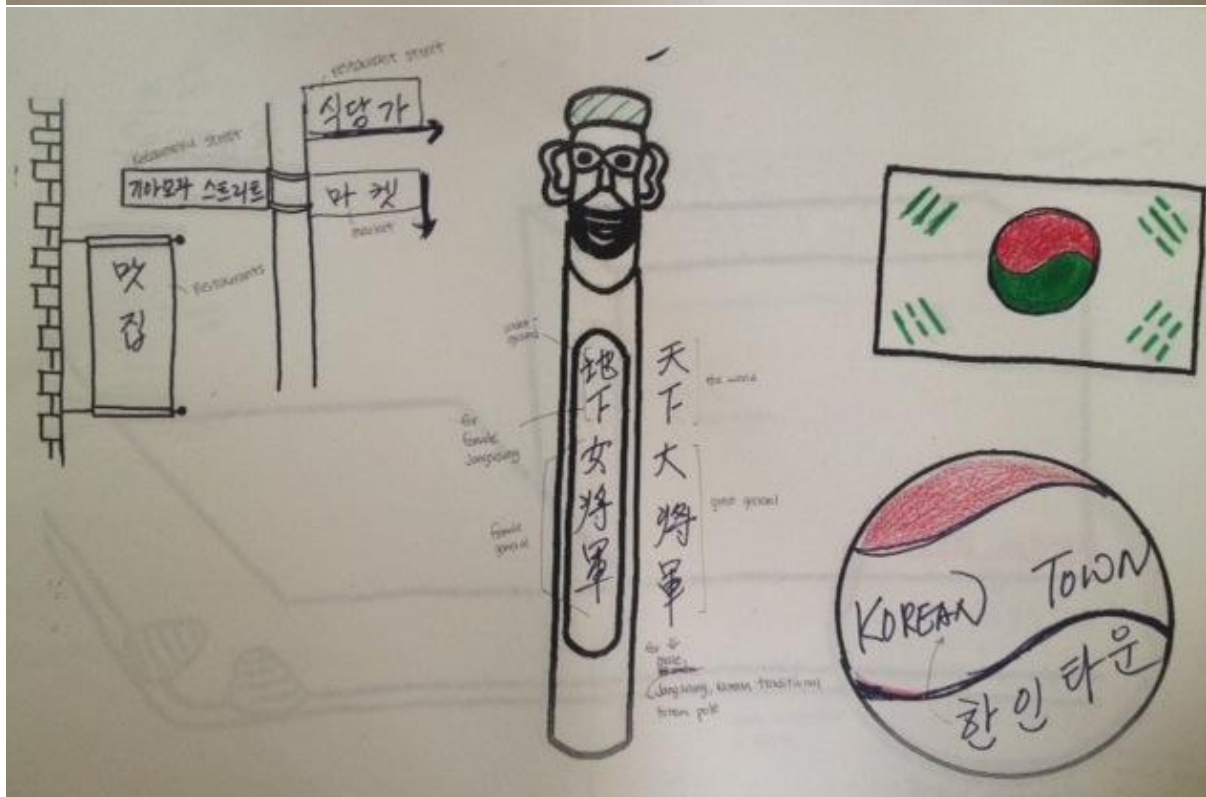
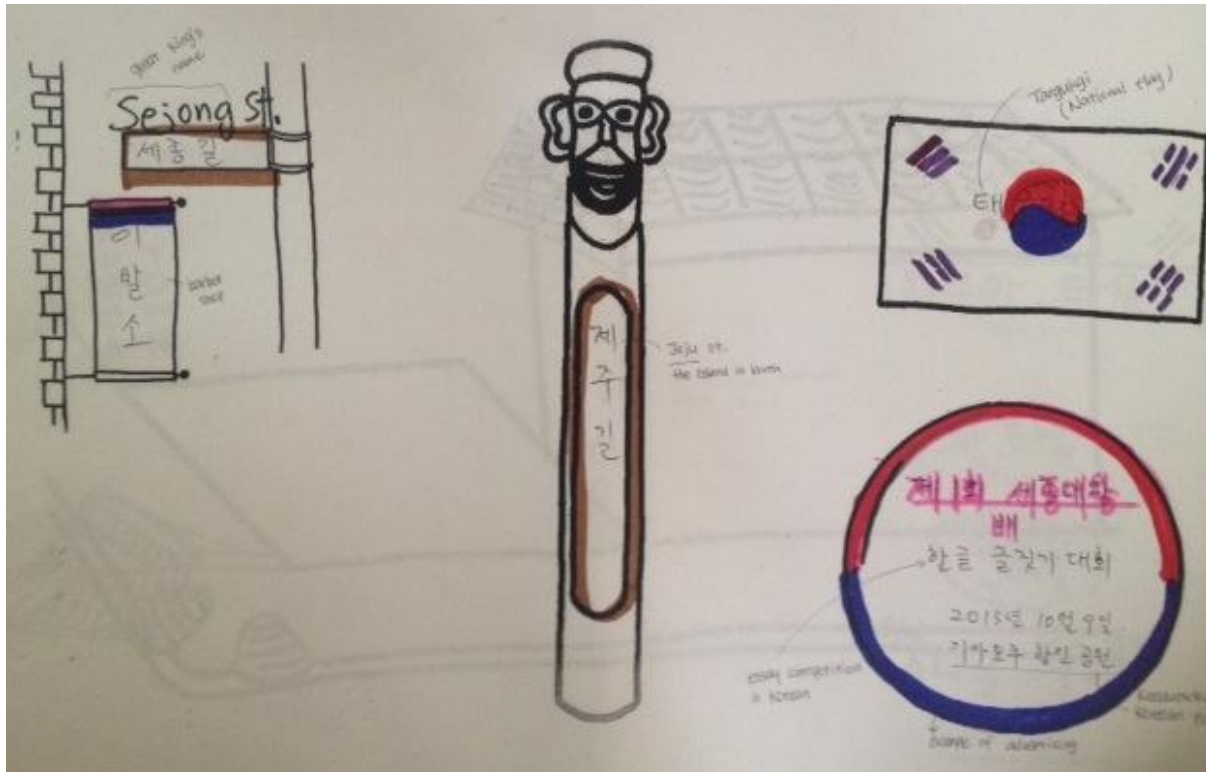
Appendix 5.

Example of Diagrams by Participants:

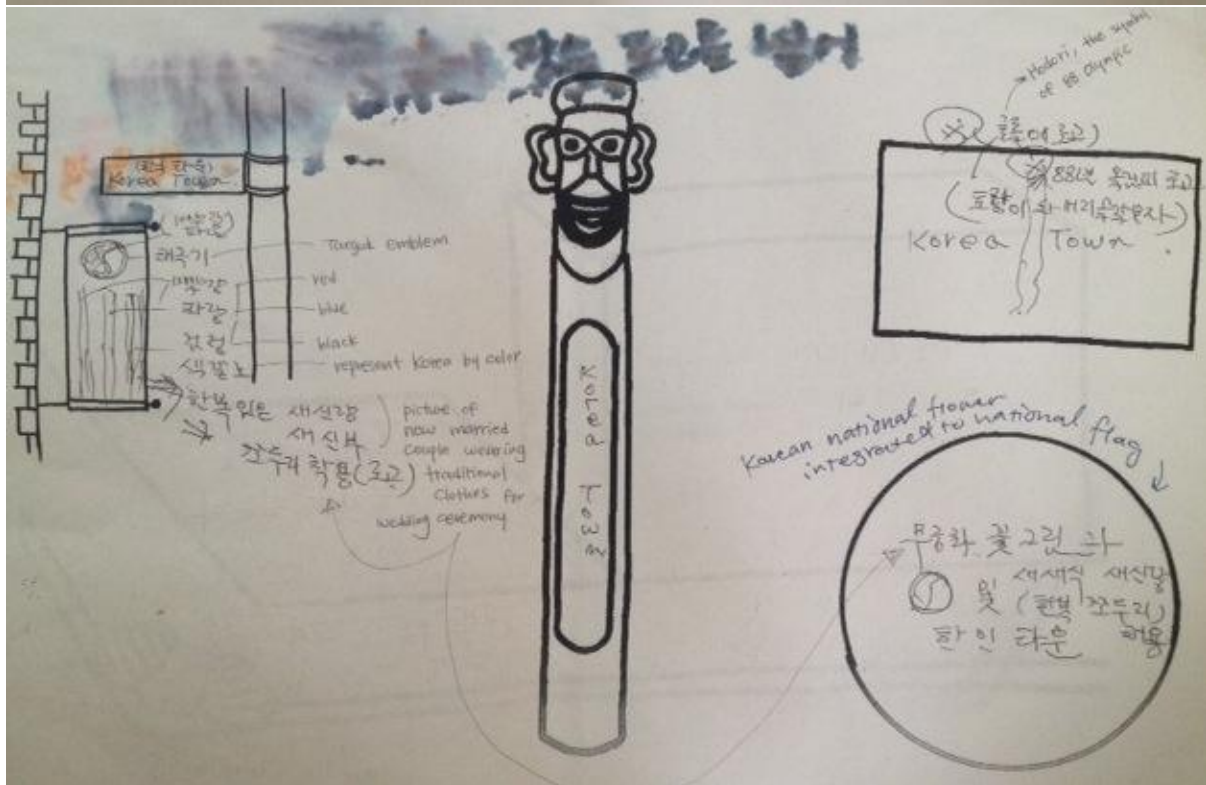
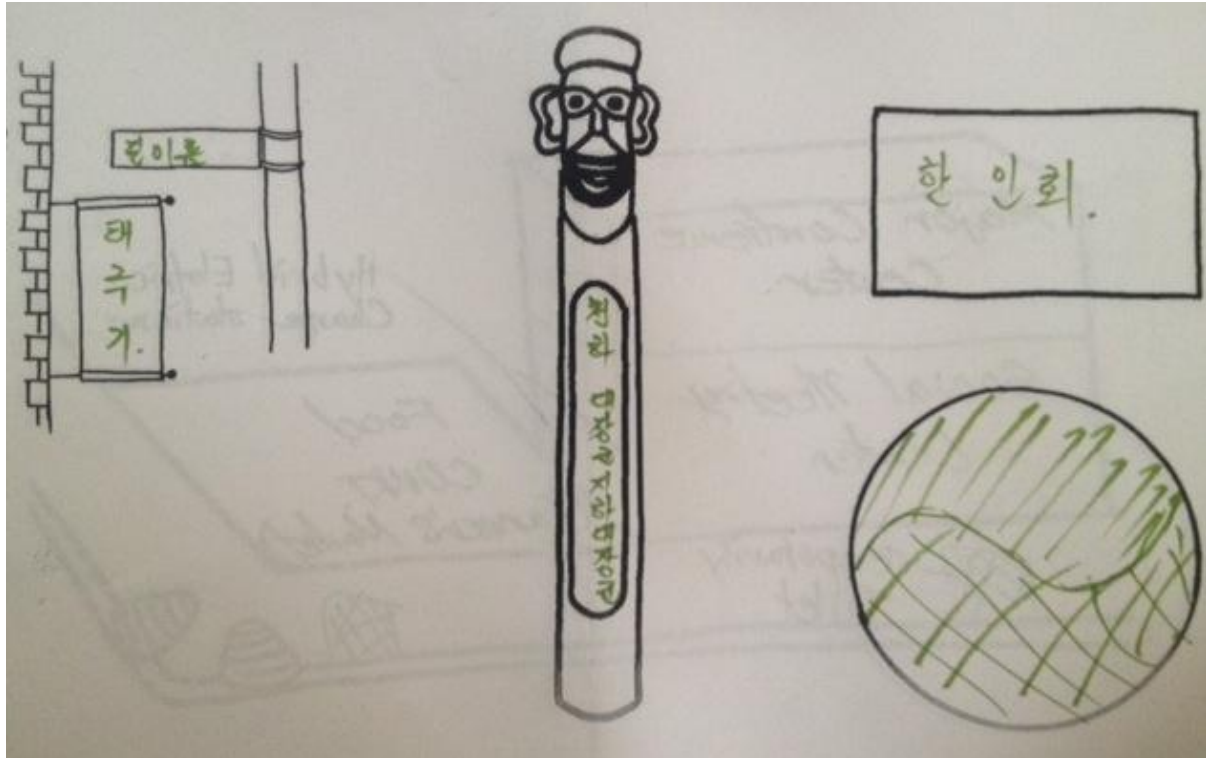
Signage, totems and Emblems:



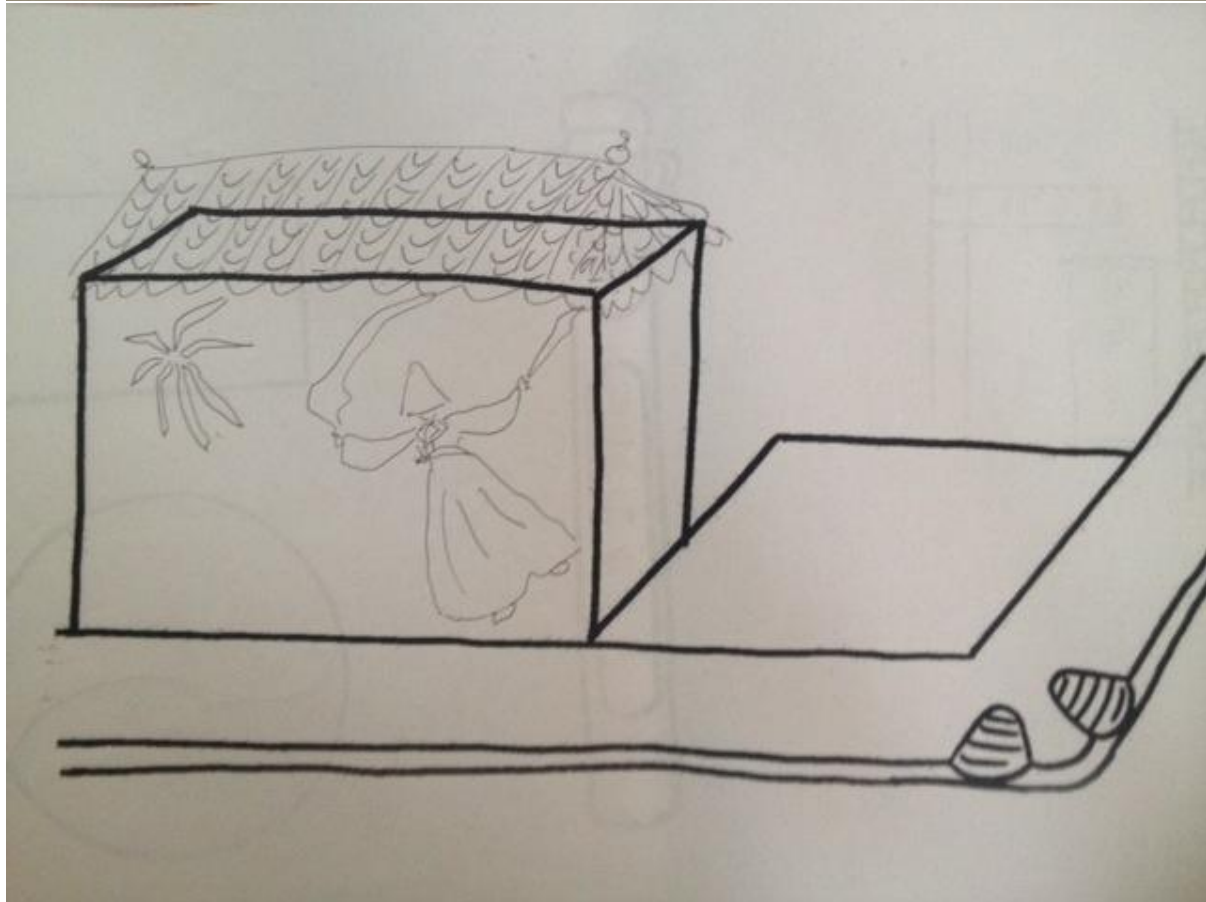
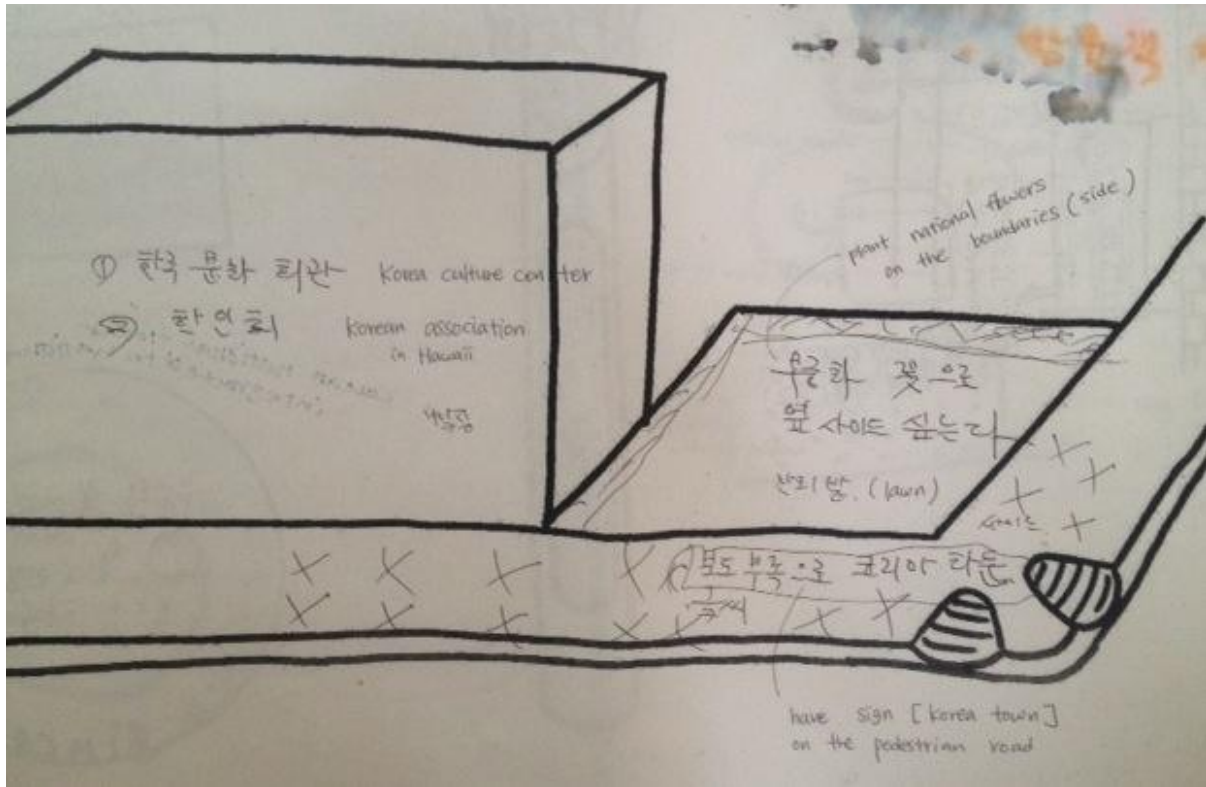
Appendix 5.



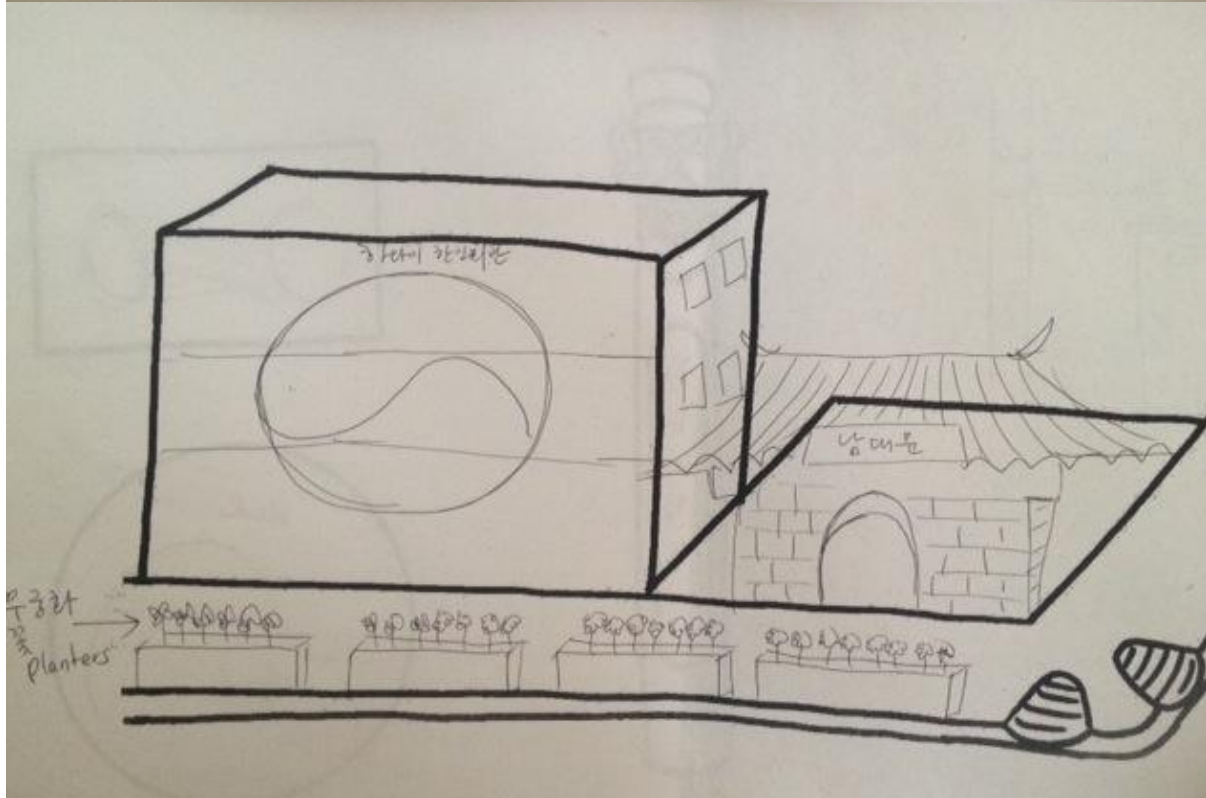
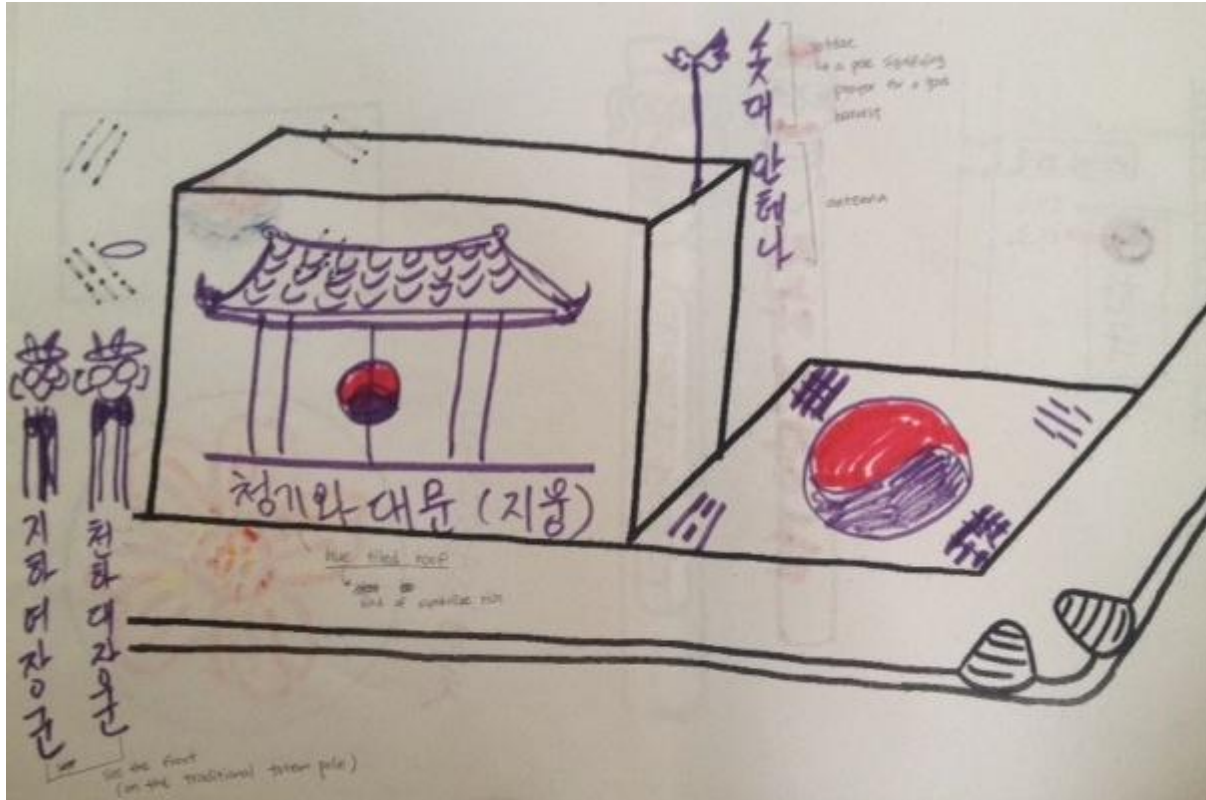
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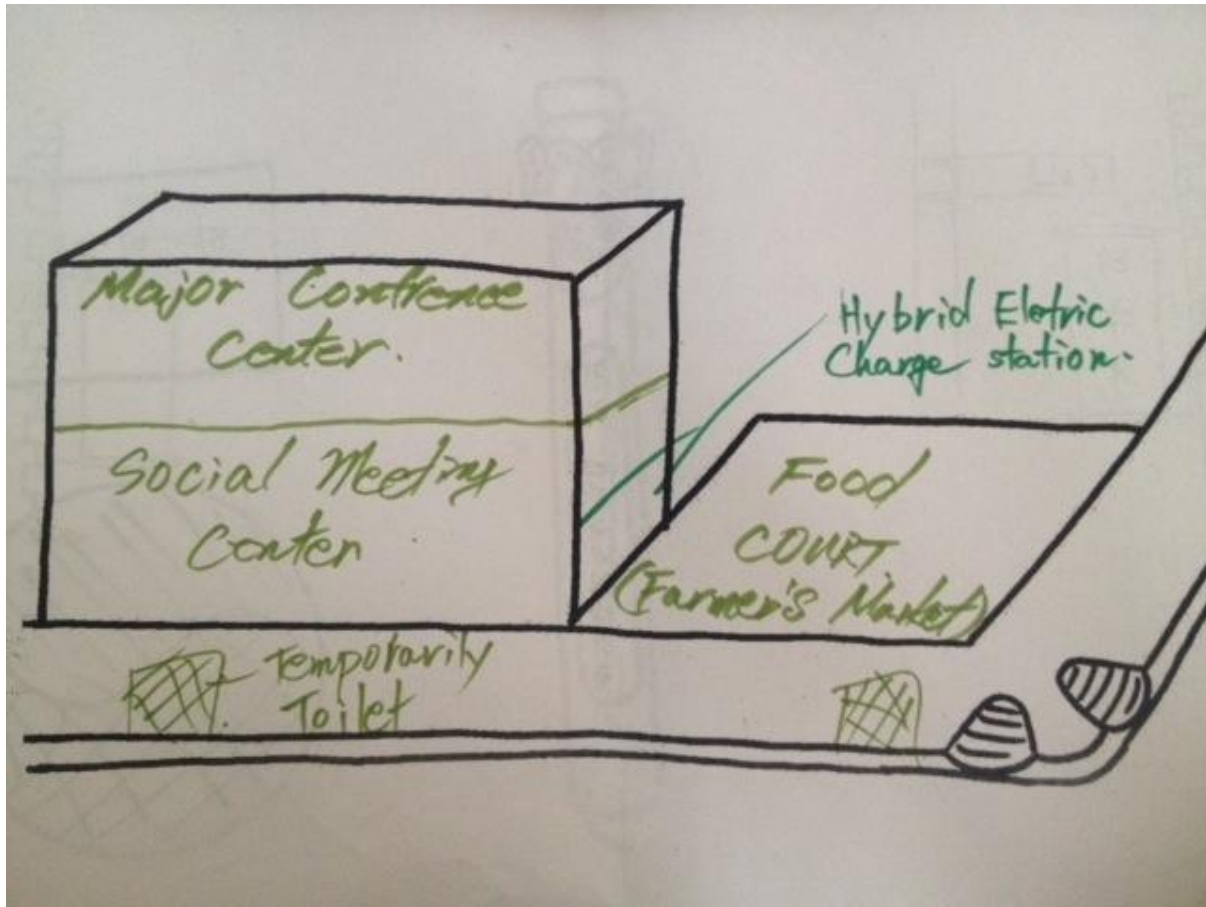
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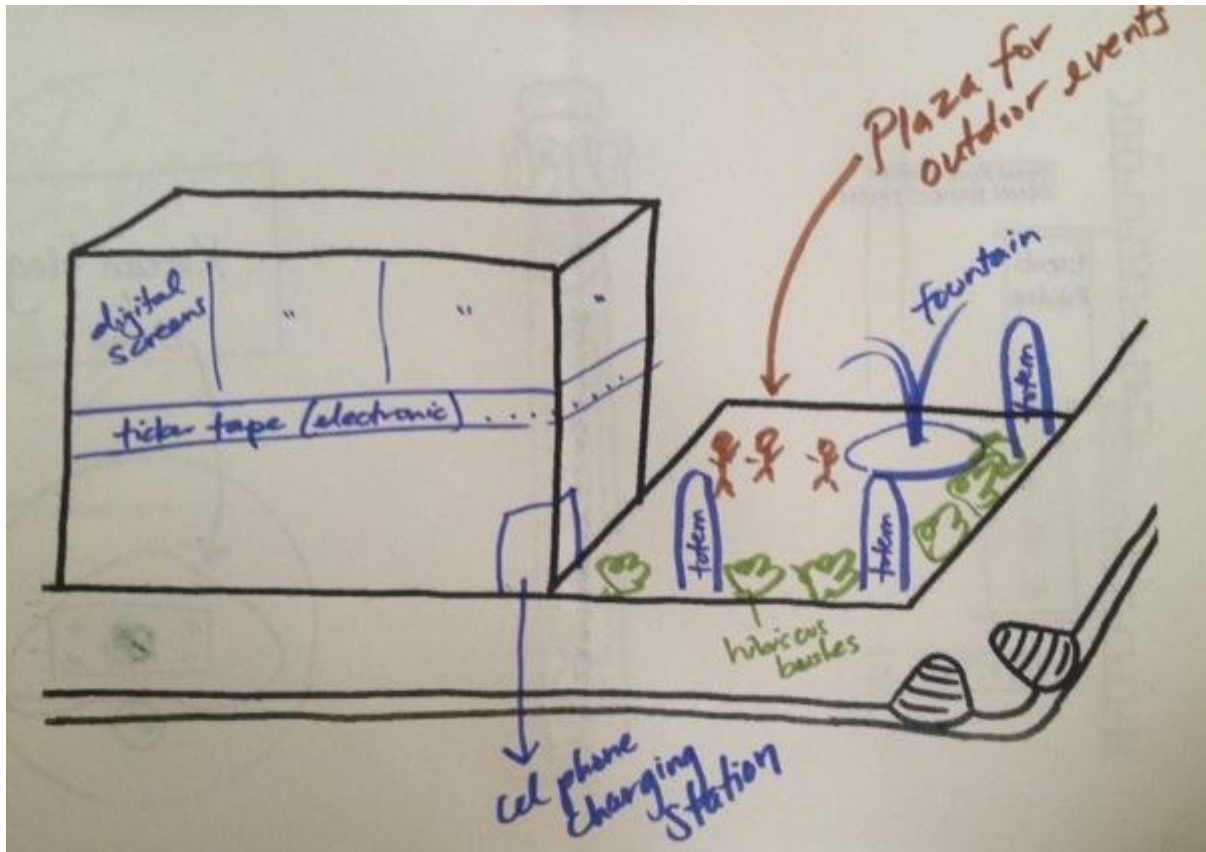
Appendix 5.



Appendix 5.



Appendix 5.



Appendix 6: Activities and Events Themes

DRAFT

Activity results from Cultural Center Exercise

Purpose	Place	Education/Activities	Event
<ul style="list-style-type: none"> -Bring money and investment to Korean community and the state -Bring tourist Create multi-generational hub -Shopping -Create Image of "home" 	<ul style="list-style-type: none"> -Multi-cultural center -Restaurants -Market place with traditional foods and clothes -Information Center (for tourist and Korean) -Place to relax -Pre-school -Day care center -Disaster relief agency -Cultural showcase 	<ul style="list-style-type: none"> -Classes: Culture/Tradition/Games/Pottery/Arts/Cooking -English/Korean learning institution -Health and exercise -Taekwondo -Parenting class (with grandparents) -Education for 2nd and 3rd generation -Business training -Local Security watch 	<ul style="list-style-type: none"> -K-pop concert -(Korean) music contest with local people -Senior talent show -Block party -Food festival -Cultural festival -Holiday festival