



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: DECEMBER 2, 2020**

*Filing Date:* November 4, 2020  
*Case No.:* **2020-010198LBR**  
*Business Name:* Japan Video & Media  
*Business Address:* 1737 Post Street #305  
*Zoning:* NCD (Japantown) Zoning District  
50-X Height and Bulk District  
*Block/Lot:* 0700/009  
*Applicant:* Takeshi Onishi  
1737 Post Street #305  
San Francisco, CA 94115  
*Nominated By:* Supervisor Dean Preston  
*Located In:* District 5  
*Staff Contact:* Gretel Gunther – 628.652.7607  
[gretel.gunther@sfgov.org](mailto:gretel.gunther@sfgov.org)

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

Japan Video & Media is a retail store selling Japanese and Korean TV shows and films and anime merchandise, opened originally by Japanese immigrant Takeshi Onishi at 1781 Buchanan Street in September 1984. At the time Japan Video & Media opened, there were no retail stores in San Francisco selling a comparable inventory of Japanese and Korean TV shows and films with English subtitles. Today, Japan Video & Media remains one of the top retailers of Japanese and Korean TV shows and films, with thousands of anime, samurai, Godzilla, and kaiju films in its collection, attracting enthusiasts from abroad and around the country. Japan Video & Media also has an extensive inventory of anime merchandise. Founder Takeshi Onishi also started the now-annual Anime Costume Parade in 1999 in order to bridge youth enthusiasm for anime with larger Japanese cultural celebrations, and ultimately helping to popularize anime in San Francisco. Japan Video & Media has been owned and operated by Onishi for the entirety of its 36 years in business.

Japan Video & Media first opened in 1984, close to its present location in the southeast corner of the Japan Center's West Mall at 1737 Post Street #305, where it has been located since 1988. After completing college in the United States, Onishi wanted to open a store that introduced and promoted Japanese culture and allowed anyone the ability to learn the Japanese language. From the beginning, Onishi's inventory of Japanese and Korean TV shows and films have offered English subtitles, honoring Onishi's original intent of making Japanese culture accessible to Americans. Japan Video & Media has also been one of the top purveyors of anime merchandise since 1984. The store's collection includes, and is not limited to, a wide variety of merchandise including t-shirts, scrolls, posters, keychains, bags, plush dolls, and other collector's items.

Continuing his desire to introduce and promote Japanese culture in San Francisco, Onishi became involved in local Japanese cultural events, organizing the Summer Festival in Japantown through the 1980s and 1990s. After realizing the need to connect San Francisco's youth to Japanese cultural events and recognizing the growing popularity of anime, Onishi organized the first Anime Costume Parade for the Cherry Blossom Festival in 1999, and the first Japan Center Anime Fair in 2010. At the time, this was the first anime parade in the country. Since then, the Anime Costume Parade and Fair has continued annually, attracting more than 10,000 visitors to Japantown each year.

Japan Video & Media has catered to the Japantown neighborhood since 1984, offering tv shows, films, and merchandise appealing to a wide array of individuals. Japan Video & Media's customers come from all walks of life, places, and level of familiarity with Japanese culture. Onishi even recalls Robin Williams being a consistent patron of Japan Video & Media, frequenting the store nearly once a month.

Japan Video & Media continues to give back to the community it serves, donating large amounts of anime merchandise to the Japanese Cultural Community of Northern California's Children's Day Festival and Japanese film DVDs to the San Francisco Buddhist Church's Ginza Bazaar and Obon Festival each year.

The business's primary location at 1737 Post Street #305 is within the Japan Center Mall, a Category B (Unknown / Age Eligible) structure on the south side of Post Street between Buchanan and Webster Streets in the Japantown neighborhood. It is within the Japantown NCD (Neighborhood Commercial) Zoning District and a 50-X Height and Bulk District. It is also located within the Japantown and Fringe Financial Special Use Districts, the Japantown Planning Area, the Japantown Community Benefit District, and the Japantown Cultural Heritage District.

The businesses' primary location, a suite located at 1737 Post Street #305, within the Japan Center Mall, is in a Category B (Unknown / Age Eligible) structure. It is included in the ongoing Neighborhood Commercial Corridors Historic Resource Survey.

## Staff Analysis

### Review Criteria

#### 1. *When was business founded?*

The business was founded in 1984.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Japan Video & Media qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Japan Video & Media has operated continuously in San Francisco for 36 years.
- b. Japan Video & Media has contributed to the history and identity of the Japantown neighborhood and San Francisco.
- c. Japan Video & Media is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the Japanese and Korean genres of TV and film. The business is also associated with the Cherry Blossom and Summer Festivals, and the Anime Costume Parade and Fair, which are all significant annual cultural events for San Francisco's Japanese American community.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Yes. Japan Video & Media is located within the Japan Center Mall, which is identified in *the San Francisco Modern Architecture and Landscape Design 1935-1970 Historic Context Statement* for its association with landscape architects Royston, Hanamoto, & Mayes, and for its association with architect Van Bourg Nakamura. The Japan Center Mall is also subject to the Japantown Special Area Design Guidelines, area-specific design guidelines that work in conjunction with the Planning Department's Urban Design Guidelines.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

Yes. The Japan Center Mall, in which the subject business is located, is mentioned several times in the Japantown Cultural Heritage & Economic Sustainability Strategy (JCHES), which was adopted by the Historic Preservation Commission, Planning Commission, and Board of Supervisors in 2013.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. There have been a number of features and articles on Japan Video & Media and Onishi's association with the Anime Costume Parade in online anime blogs and publications. Onishi and Japan Video & Media have also been written about several times in *Nichi Bei Weekly*, a Japanese American, community-focused, ethnic publication based in San Francisco.

### **Physical Features or Traditions that Define the Business**

Location(s) associated with the business:

Current Locations:

- 1737 Post Street #305 (1988 – Present)

Previous (No Longer Extant) Locations:

- 1731 Buchanan Street (1984 – 1988)

#### **Recommended by Applicant**

- Collector item anime posters hanging inside store.
- Four-foot Totoro plush doll at entrance of store.

#### **Additional Recommended by Staff**

- Retail store with inventory of Japanese and Korean TV shows and films, including anime, samurai, Godzilla, and kaijyu films, with English subtitles.
- Inventory of anime merchandise, including dolls, posters, bags, keychains, and t-shirts.
- Involvement in annual Anime Costume Parade and Fair at Cherry Blossom Festival.
- Window displays of anime merchandise.
- Physical store layout of merchandise and DVDs/videos.
- Location within Japan Center Mall.



## **HISTORIC PRESERVATION COMMISSION**

### **DRAFT RESOLUTION NO. ###**

**HEARING DATE: DECEMBER 2, 2020**

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JAPAN VIDEO & MEDIA CURRENTLY LOCATED AT 1737 POST STREET #305 BLOCK/LOT 0700/009

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

**WHEREAS**, the subject business has contributed to the City's history and identity; and

**WHEREAS**, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on December 2, 2020, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Japan Video & Media qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Japan Video & Media.

*Location(s):*

Current Locations:

- 1737 Post Street #305 (1988 – Present)

Previous (No Longer Extant) Locations:

- 1731 Buchanan Street (1984 – 1988)

*Physical Features or Traditions that Define the Business:*

- Retail store with inventory of Japanese and Korean TV shows and films, including anime, samurai, Godzilla, and kaijyu films, with English subtitles.
- Inventory of anime merchandise, including dolls, posters, bags, keychains, and t-shirts.
- Involvement in annual Anime Costume Parade and Fair at Cherry Blossom Festival.
- Window displays of anime merchandise.
- Physical store layout of merchandise and DVDs/videos.
- Collector item anime posters hanging inside store.
- Four-foot Totoro plush doll at entrance of store.
- Location within Japan Center Mall.

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2020-010198LBR to the Office of Small Business December 2, 2020.

Jonas P. Ionin  
*Commission Secretary*

AYES:

NOES:

ABSENT:

ADOPTED:

## Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

### ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
  - Criterion 1 – History and Description of Business
  - Criterion 2 – Contribution to Local History
  - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation





## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2020-21-002  
*Business Name:* Japan Video & Media  
*Business Address:* 1737 Post St., #305  
*District:* District 5  
*Applicant:* Takeshi Onishi, President  
*Nomination Date:* July 7, 2020  
*Nominated By:* Supervisor Dean Preston

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

☒ Yes ☐ No

1731 Buchanan Street from 1984 to 1988 (4 years)  
1737 Post Street #305 from 1988 to Present (32 years)

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

☒ Yes ☐ No

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

☒ Yes ☐ No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** November 4, 2020

Richard Kurylo  
Program Manager, Legacy Business Program

### Legacy Business Program

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)



Member, Board of Supervisors  
District 5



City and County of San Francisco

## DEAN PRESTON

Office of Small Business  
Attn: Legacy Business Registration Application  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

July 7, 2020

Re: Nomination of Japan Video and Media to the Legacy Business Registry

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Japan Video and Media, located in the Japantown Mall, for the Legacy Business Registry. Founded in 1984 by Takeshi Onishi, an immigrant from Ashiro City in Japan, Japan Video and Media has spent more than 35 years providing premier cultural education and entertainment through Japanese media.

At its opening, Japan Video and Media only had a few hundred VHS tapes in its inventory - now, it is one of the best sources of Japanese films in San Francisco, carrying a large collection of media including anime, samurai films, and classic Godzilla movies. Mr. Onishi has also worked tirelessly to ensure that Japan Video and Media has helped sustain the Japanese community in San Francisco throughout the decades. In 1999, to commemorate Japan Video and Media's 15 year anniversary, the store became involved in community events such as the Cherry Blossom Festival and Summer Festival, where they helped organize the now-famous Anime Costume Parade, a crucial step in modernizing the festivals and bringing in a new generation of Japanese media fans. Through such efforts, Japan Video and Media has proven itself to be an invaluable resource for connecting younger generations of anime fans with the established Japanese community and classical Japanese culture in San Francisco.

I am extremely proud to nominate a small business as involved and dedicated to serving its community as Japan Video and Media for the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Dean Preston".

Dean Preston, District 5 Supervisor

## Section One:

### Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>		
Japan Video and Media		
<b>BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)</b>		
Takeshi Onishi		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1737 post St, #305 San Francisco, CA 94115		(415) 563-5220
		<b>EMAIL:</b>
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE:</b>
japnvideo.com	Japan Video and Media	Japan Video and Media

<b>APPLICANT'S NAME</b>	
Takeshi Onishi	<input checked="" type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
president	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0147491	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
1731 Buchanan Street, San Francisco	94115	Sep. 1984
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATION</b>	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	Sep. 1984	
<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
1737 Post St, #305 San Francisco CA	94115	Start: Feb. 1988 End: Present
<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start: End:
<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start: End:
<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start: End:
<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start: End:
<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start: End:

## Section Three:

### Disclosure Statement.

#### San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name (Print):

Date:

Signature:

## **JAPAN VIDEO AND MEDIA**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Japan Video and Media is a retail store located in the Japan Center West Mall in San Francisco's Japantown. Japan Video and Media opened on September 1, 1984, by owner Takeshi Onishi with only a few hundred tapes in their inventory, and has since grown to become the number one source of Japanese and Korean TV shows and films, including anime, samurai films, Godzilla, and kaiju movies.

Takeshi Onishi was born in Ashiro City, in the Tokushima Prefecture in Japan. In his senior year of college, Takeshi decided to go to the United States to attend Washington State University. After graduating from WSU, he decided to stay in the U.S. to practice his English in a real world environment.

After college in 1972, Takeshi decided to move to San Francisco. His first jobs in San Francisco included working at the Downtown Hilton Hotel, Nippon Express Travel Agency, and Tokyo TV (a Japanese TV broadcasting company). On the side, Takeshi also started his own wedding service business along with a tourist photography company. After being in the photography and video business for years, Takeshi decided to open up his own retail store – Japan Video and Media in 1984 in Japantown, and has run the store for the last 36 years! Initially, his clientele included individual customers along with public libraries and universities, which offered Japanese language and cultural programs across the states. Takeshi has experienced many ups and downs in the business; however, as the years have gone by he continually reimagined the store to keep it abreast of the times.

What keeps Takeshi going is the ability that his store brings to meet such a wide and diverse range of people. This he says is the best part of his job.

**b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?**

Other than mall closures due to the pandemic in 2020, Japan Video and Media has not ever ceased operations.

**c. Is the business a family-owned business? If so, give the generational history of the business.**

Takeshi Onishi has been the only owner of Japan Video and Media since 1984.

**d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.**

The ownership history of Japan Video and Media is as follows:

1984 to Present: Takeshi Onishi

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the Japan Center West Mall building at 1737 Post Street that houses Japan Video and Media, is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

## **CRITERION 2**

**a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.**

From the very start, Takeshi's mission was to introduce and promote the Japanese culture. With that in mind, all of Japan Video and Media's videos and DVDs had always come with English subtitles. Takeshi believes that many people, young and old, learn a language better when watching it in a foreign language, but with subtitles. And he says even with streaming available, people still come in to buy DVDs because they want a physical copy of their most favorite films.

In addition to the videos, Japan Video and Media carries a large collection of anime merchandise such as plush dolls, wall scrolls, bags, keychains, t-shirts, and much more. Japan Video and Media was the first store to carry an extensive anime collection in San Francisco.

In the 1980s and 1990s, Takeshi organized the Summer Festival in Japantown with the Obon Dance as the festival's highlight. Obon is also known as "the Festival of Souls" and is celebrated to acknowledge gratitude to one's ancestors. It is a time of great joy as families get together for special meals and dancing in a festive atmosphere.

Takeshi also started the very first Anime Costume Parade in the country for the San Francisco Cherry Blossom Festival in 1999, which has since continued annually. The Anime Costume

Parade has had a big impact in keeping the Japanese Culture alive and has become an intangible cultural property. In addition, to rejuvenate Japantown, Takeshi organized the Japan Center Anime Fair 10 years ago. The fair has since been taken over by a younger generation to carry on each year, and has continued to grow in popularity, attracting an estimated 10,000 people to Japantown every year for the fair. Takeshi continues to work hard to show how much of an asset the Anime Costume Parade and Fair is to the Japantown community. The importance of the younger generation dressing up as their favorite anime character brings power because it encourages a broader aspect of Japanese culture. Anime serves as a gateway for people to get involved in many traditions, including food, language, ikebana, tea ceremony, and other aspects offered by the Japanese culture.

**b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?**

In 1999, to commemorate the 15th anniversary of Japan Video and Media, and also to show appreciation for the support from the Japanese American community, Takeshi decided to become involved in community events such as the Cherry Blossom Festival and Summer Festival, and assisted with fundraising activities. One of the biggest problems the Cherry Blossom Festival faced back then was a clear lack of interest from the younger generation. To help bring out young people and have them participate in the festival, Takeshi organized the first Anime Costume Parade in the country. The popularity of anime like Sailor Moon, Pokemon, Dragon Ball, and Naruto attracted a large number of people. Anime has added a touch of contemporary culture to a largely tradition-dominated festival. The Anime Costume Parade has been at every Cherry Blossom Festival in April since then, and has become one of the most popular events of the Cherry Blossom Festival today.

**c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?**

Following are publications, websites, and videos referencing Japan Video and Media:

- Great YELP reviews: <https://www.yelp.com/biz/japan-video-and-media-san-francisco>
- YouTube 2019 Anime Costume Parade: <https://www.youtube.com/watch?v=qOG09-nPPfM>
- FashionableFun.com “NorCal Cosplay Cherry Blossom Festival Parade 2015”: <http://www.fashionablefun.com/event/norcal-cosplay-cherry-blossom-festival-parade-2015/>
- PRweb.com 6th SF Anime Festival & Cosplay Dresses Up San Francisco’s Japantown (July 8, 2016): <https://www.prweb.com/releases/2016/07/prweb13535842.htm>
- Anime News Network Anime Costume Contest and Parade (2/5/2002): <https://www.animenewsnetwork.com/news/2002-02-05/anime-costume-contest-and-parade>
- Nichi Bei Weekly, April 6, 2012, “Anime Contest”
- Nichi Bei Weekly, April 1, 2011, “Anime Costume Parade and Contest”
- BaySpo, April 13, 2018, “20th Anniversary Anime Costume Parade”



**d. Is the business associated with a significant or historical person?**

Up until his death, beloved actor and Bay Area resident Robin Williams was a regular customer at Japan Video and Media and would frequent the store about once a month for many years.

In 2006 for Japantown's 100th anniversary at its current location, the Cherry Blossom Festival took on an added significance. Japan Video and Media invited popular singer and songwriter Mari Iijima to be a guest performer and celebrate the anniversary. With Mari's help, a special concert took place along with an Anime Costume Contest Award Ceremony.

Another memorable year for Takeshi was 2018, which marked the 20th anniversary of his annual Anime Costume Parade. To commemorate this milestone, he invited a Japanese recording artist named Tia to the parade, who became famous for her theme song in Naruto. Tia was a big hit among the parade goers.

**e. How does the business demonstrate its commitment to the community?**

Every year, Japan Video and Media donates dolls, posters, and anime merchandise, as well as performances by anime characters, to the Japanese Cultural Community of Northern California for their annual Children's Day Festival celebrations.

Takeshi also donates Japanese film DVDs to the San Francisco Buddhist Church's Ginza Bazaar and Obon Festival each year.

**f. Provide a description of the community the business serves.**

Japan Video and Media serves a broad range of customers, from very young children to older adults. Takeshi's anime films, as well as documentaries and other films, attract a wide range of people, both locals and tourists. Anime films also attract fans that travel a far distance from all over California as well as the country.

**g. Is the business associated with a culturally significant building/structure/site/object/interior?**

A big four-foot-tall Totoro plush doll has stood at the entrance of the Japan Video and Media store for many years. There are also some collector's item anime posters hanging on the walls of the store.

**h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?**

If the business were to close, the Bay Area would no longer have a store dedicated to anime and Japanese films. Takeshi has found that many people still want and buy DVDs. He finds that people still want physical copies of their most favorite movies (such as Seven Samurai, Yojimbo, Totoro cartoons, Twilight Samurai, and more).

### **CRITERION 3**

**a. Describe the business and the essential features that define its character.**

Japan Video and Media is the only video store in San Francisco with a wide range of Japanese, Korean, and anime films, as well as anime merchandise. One of Japan Video's primary differentiators is that all of their DVDs come with English subtitles, whereas other retail stores don't always have that.

**b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

Japan Video and Media is committed to maintaining its historical tradition as a Japanese and anime DVD film and merchandising retail store.

**c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).**

Japan Video and Media continues to hang, and is committed to maintaining, the collector's item anime posters on its walls.

**d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Not applicable.























NO PHOTO  
NO VIDEO

L M

NEW RELEASES

NO PHOTO  
NO VIDEO

P R

S T





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## World of Anime on Podcast to present Japan Video's Anime Top 10s



Jun 7th 2005

### WORLD OF ANIME ON PODCAST TO PRESENT WEEKLY TOP 10 SALES & RENTALS LISTS

SAN FRANCISCO, CA (June 7, 2005) – Project 760 Productions' Internet podcast program World of Anime on Podcast, announces the presentation of weekly Top 10 listings for video sales and rentals to become part of its program programs beginning in mid-June 2005.

“Japan Video and Media is the top resource among the anime fans in Northern California and out-of-town visitors for its vast collection of anime available for sale and rental,” says World of Anime on Podcast executive producer Ray Nagar. “Providing Japan Video's top ten lists in rentals and sales will give our nationwide listeners access to what's hot and what's not in a video store frequented by many anime fans the bay area.”

“It's a great idea,” says Japan Video & Media owner Tak Onishi. “We have many visitors that rent and buy anime and we want to support the promotion of anime and

**INTEREST** [3 comments](#)



Japanese culture in any way we can.”

World of Anime on Podcast programs are available to Internet listeners by directing either their podcast software or Internet browser to <http://feeds.feedburner.com/woapodcast>. For more information about World of Anime, please visit the Project 760 Productions website at <http://www.project760.com>.

#### About Japan Video & Media Inc.

Located in the Kintetsu Mall of San Francisco's Japan Center, Japan Video & Media Inc. carries an extensive selection of animation, drama, and special interest movies from Japan and Asia. Japan Video & Media founded the Anime Costume Parade & Contest as part of the Northern California Cherry Blossom Festival and is active in causes related to the promotion of Japanese culture in America.

#### About Project 760 Productions

Project 760 Productions is a multimedia company, which produces television programs on local access television and Internet radio programs headquartered in San Francisco, California. Founded by Ray Nagar in 1997, the company emphasizes production of special interest programs and events that inform, educate and entertain audiences on a variety of topics catering to various age groups. The company has produces World of Anime on Podcast and is a major contributor to the JapanTown Anime Faire. Additional company information is available at [www.project760.com](http://www.project760.com).

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## Musical Duo ClariS Reveal Their Faces in Online Concert

Oct 22, 20:16 [music](#)

Face reveal commemorates 10th anniversary

NEWS [9 comments](#)

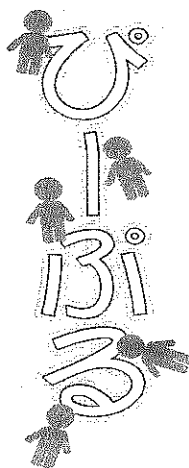
## Akai Kōen Band Leader Maisa Tsuno Passes Away at 29

Oct 22, 20:00 [people](#) [music](#)

Police investigate death as possible suicide

COLUMN [0 comments](#)

## This Week in Anime - Does Dorohedoro's OVA make Hole's



ジャパン・ビデオ  
オナー

大西彪さん

サンフランシスコ  
日本町近鉄モールの  
ビデオ店、ジャパン・  
ビデオは日本のアニ  
メ、映画作品の販売  
レンタルを行う。特  
にアニメ作品の品ぞ  
ろえの豊富さ、入荷  
の早さでは定評があ  
り、作品を求め、アメ  
リカ各地から客が来  
店する。

1984年、ビデオ  
というメディアの將  
来性に着目し、最初は  
ブキャナンモール内  
で開店した。今年で21  
年目を迎えるが、  
「あつという間でした」とこれまでを振り返る。

「利益も必要ですが、  
日本の文化を楽しん  
でもらう、理解して  
もらうために何かで  
きないかと思うので  
す」

そうした思いから、  
当初は日本映画やア  
ニメ作品も扱ったが、  
主力は教材や、歌舞伎  
など日本の伝統文化  
を紹介するビデオが  
中心だった。しかし、  
開店間もなく、日本の

アニメを遠方から買  
いに来る客が多くな  
ることから、アニメ  
ブームの到来を感じ  
取り、アニメ作品を多  
く取り入れ始めた。  
「伝統文化に触れて、  
日本文化を突き詰め  
ていく人もいますが、  
アニメの方が入りや  
すいし、よりたくさん  
の人にアピールでき  
る力がある。だから、  
これからはアニメ  
を通して日本文化や  
歴史を理解していく

人はもつと増えるだ  
ろうと思ったんです」  
あこがれと興味を  
抱き続けたアメリカ  
を自分の目で確かめ  
たいと69年に留学。  
ワシントン州立大卒  
業後も自分の能力を  
実戦で試したいと考  
え、帰国せず、アメ  
リカでの生活を続けた。  
しかし「いつかは日  
本に帰るだろう」と  
心のどこかでは思っ  
ていた。  
「この地で骨を埋め

品ぞろえが豊  
富なジャパン・  
ビデオ

る決心が固まっ  
たのは10年前。父  
親が亡くなったの  
がきっかけだった  
という。

「決心をしてか  
ら、日本町のため  
に何かしたいとい  
う意識がどんど  
ん出てきました」  
桜祭りに若者を  
集めたいと考え、開催

## アニメ通じ文化紹介



日本町の繁栄について熱心に語る大西さん

## カイコの本場で研修

サンゼルス  
のクリーブラ  
ンド・カイコ  
プラク

まし合ったり  
できる貴重  
な場となっ  
ています。

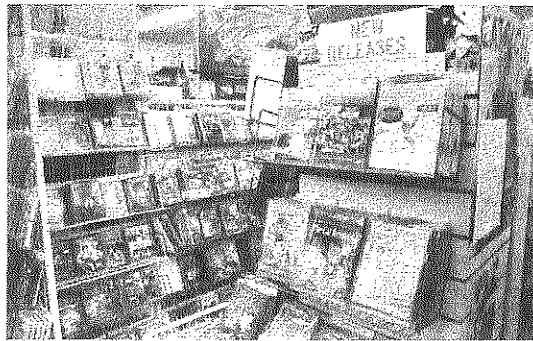
町ゴルフク  
ラブの11月  
トーナメント  
が6日、パ

以上にもなった。現在  
は近鉄モールのテナ  
ントからなる一水会  
会長や日本町商店会  
の理事を務め、日本  
町の繁栄のため積極  
的にイベントを企画  
し実行している。  
来月9月には、日本  
町100周年の記念  
イベントの一つとし  
て、日本のアニメ、映  
画の上映、コスプレ

したアニメの  
コスプレコン  
テストは7回  
を数え、参加  
者は150人

コンテスト、Jポップの  
コンサートを柱にし  
たアニメ・フェスティ  
バルを開催する。  
「本当は生け花、茶  
道、武道などを少し  
でも体験してもらえ  
るような場所、紹介  
すべき機会をもっと  
つくるべきだと思  
います。アニメは日  
本文化を伝える一つ  
の手段で、きつかけ  
なんです」

温和な笑顔の中に、  
「伝えたい」という熱  
い思いを感じた。  
(田中真太郎)



詰まっている。しかし、観賞するそば  
ワクワク感がそがれてしまった。あまり  
マンジに似ていたからだろう。ジュ  
知っていた方が、より楽しく見られ  
が、前作が先か、絵本が先か、それ  
うことで難しいところ。(三浦)

ティンのロングセラーが原作。2000年とい  
う時を超え、いつの世も同じ、女性にとって  
最大の関心事「結婚」を通して、社会のあ  
つれきに翻弄(ほんろう)される女性を描く。  
年ごろの5人姉妹がいるベネット一家は中  
流階級。女性の自立が難しい時代で、母は娘

氏に「高慢なヤツ」という印象を持っ  
てしま。一般社会の慣習になじめずプライドと先  
入観が捨て切れないエリザベスとダーシー氏  
は、ギクシャクしながらも互いに意識し合う。  
少し勝ち気ながらも知的でチャーミングな  
エリザベスの、現代女性と何ら変わらない悩

第51回 北加 桜祭り

# アニメ・コスチューム・パレード 20周年



アニメやゲームなどのキャラクターに扮するコスプレイヤーたちが集まるアニメ・コスチューム・パレードが、今年桜祭りのグランドパレードに20回目の参加となる。マンガやアニメ、ゲームがきっかけとなって日本語や日本文化に興味を持ち、年々同パレードの参加者も増加している。今年桜祭りでは、20回目を記念して様々な催しが予定されている。

## アニメ・コスチューム・パレード

アニメ・コスチューム・パレードがはじまったのは1999年の桜祭り。「ひと昔前は桜祭りに参加する若い年代が少なく、どうしたら若い人たちが日本文化に興味を持ち、参加してくれるかと考えたときに、自分の好きなキャラクターの衣装を身にまとい街を練り歩くことを思いつきました。それがきっかけでアニメ・コスチューム・パレードを始めました」と話すのは、アニメ・コスチューム・パレードのグループの代表として桜祭りに携わる大西さん。同パレードは全米で初めての開催だったという。初回の1999年時のアニメ・コスチューム・パレード参加者数は43人で、翌年には倍の参加者数となり、今では200人前後の参加者数となるほどの大人気のパレードに成長した。アニメは若い年代の方々に親しみやすい。アニメをきっかけにして日本語や日本の歴史、武道、あるいは舞踊などの日本文化に興味を持ち勉強する方々が大勢いますと大西さん。

グランドパレードは、桜祭り最終日の22日(日)にサンフランシスコ市庁舎から午後1時にスタートし、ポーク・ストリート



22A



点となる。なお、アニメ・コスチューム・パレードにはウェブサイト(記事左下に記載)にて事前登録が必要。

## 20周年を記念したイベント

22日(日)午後4時よりピースプラザ・ステージにて開催されるドリーム・ショーには、美少女戦士セーラームーンに扮するグループ「AnimeMyu」による歌のパフォーマンスのほか、スペシャルゲストにセカンドシングルが人気アニメ「NARUTO」のエンディングテーマに披露されるなどして二躍有名となったシンガーソングライターのTIAを日本から迎えてミニコンサートが開催される。その他「Skullia 365ステージ」は「POP ROCK」の歌やダンスのパフォーマンスなどに加え、春のロリータファッションショー、コスプレコンテストなども催される。コスプレだけに留まらず歌やダンスなど、桜祭りを華やかに盛り上げてくれるアニメ・コスチューム・パレードに注目だ。



生々クオリティの古いコスプレイヤーが参加するアニメ・コスチューム・パレード

## アニメ・コスチューム・パレードのグループ代表 大西さんからメッセージ

今年でアニメ・コスチューム・パレードがちょうど20回目を迎えることとなり、今では桜祭りの人気No.1のプログラムです。アニメは日本文化の玄関口として大切な役割を果たしています。コスプレをきっかけに多くの人が日本に興味を持ってきてくれて嬉しく思います。



【ウェブ】アニメ・コスチューム・パレード  
www.japanvideo.com/AnimeParade2018

サンフランシスコ日本町、和楽に来たらこれで決まり!



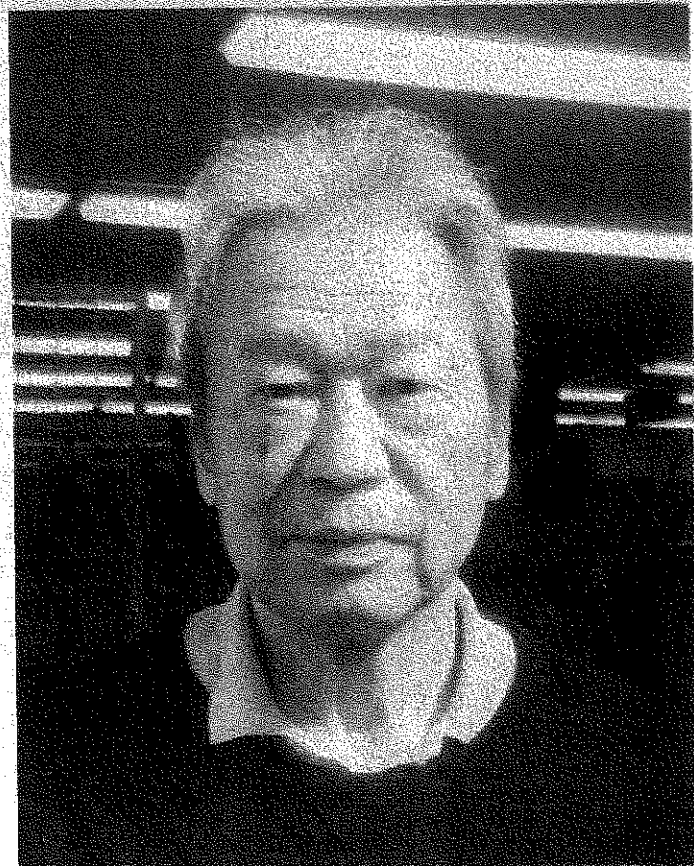


# 大西 彪

Takeshi Ohnishi

日本のアニメ、映画、テレビドラマなどを通して日本文化の普及促進に携わっている、サンフランシスコ日本町のJapan Video & Mediaオーナーを務める大西彪さんにハイエリアの暮らしぶりを伺いました。

## 日本町の存続、発展に寄与したい



ハイエリアに住むことになったきっかけは、渡米した年

大学に入学する頃にアメリカへ憧れを持つようになり、1969年に留学をきっかけにサンフランシスコに初めて来ました。当時直行便がなかったでハワイ経由でサンフランシスコに渡米し、約2カ月ほど過ごしました。その後、ワシントン州立大学に編入して大学を卒業する1972年までワシントン州で過ごしていたのですが、夢のような時間を過ごしたサンフランシスコが忘れられず当地に戻ってきました。そのままこちらに住み、今に至ります。

ハイエリアの印象

四季がないのでハイエリアに来た当初はなんとなく物足りなさを感じていましたが、暮らしていくうちに四季がないことにも慣れました。比較的温暖な気候と整然とした綺麗な町並みが印象的です。また、さまざまな人種、国々の人たちが住んでいて考え方も多種多様です。世界中のレストランが集まっているのも魅力です。ただ、以前は全ての面でゆったりとし、豊かで物価

も安く住みやすかったのですが、最近に住みづらく生活の質も落ちたので先が心配です。

専門分野について

現在は、日本のアニメ、映画、テレビドラマなどを紹介して日本文化の普及促進に携わっています。そのため、弊社で扱っている商品（DVD）は全

て英語の字幕付きのもので、個人だけでなく図書館や、日本語・日本文化を教えている全米の大学を対象にビジネスを展開しています。日本文化を発信したり、イベントを企画および施行して出来るだけ多くの方々がこのサンフランシスコ日本町に来てくれるように、いわゆる日本町の活性化、繁栄のためにいろいろな活動をしています。毎年4月に開催される桜祭りのときに、若い世代の方々がもっと日本文化に興味を持ってもらえるように、また参加してもらえらるよう、1999年に全米で初めてアニメコスチュームパレードを開始しました。今年でアニメコスチュームパレードがちょうど20回目を迎えることとなり、今では桜祭りの人気ナンバー1のプログラムです。アニメは若い世代の方々に親しみやすいのでアニメをきっかけに日本語や日本の歴史、武道、あるいは舞踊などの日本文化に興味を持ち勉強する方々が大勢います。アニメは日本文化の玄関口として大切な役割を果たしています。ビジネスを通じて、少しでも日本町の存続、そして発展に貢献出来るように努めていくつもりです。

その道に進むようになったきっかけ

旅行関係の仕事をしていましたが、自分のビジネスをはじめたくていつも何かアイデアを探していました。ビデオが世の中に出てきたときに、将来絶対に伸びる分野だと思い、1984年にお店をオープンしました。当時は、まだ邦画のビデオ化があまり進んでおらず、英語の字幕付きのタイトルは少なく、ほとんどのアメリカ人はアニメを知らなかったもので、最初の2、3年は本当に苦労しました。ただ、オープンしたときからアニメ業界は将来的に伸びると確信していたので、それが後の的中したのはとても嬉しかったです。

英語で仕事をすることについて

人生皮肉なもので中学生のときは英語が苦手な補習授業をいつも受けさせられていたのですが、アメリカに留学をするとは夢にも思っていませんでした。アメリカの大学に3年生として編入したので2年間で卒業しましたが、あともう1年くらい大学で勉強していれば英語力も随分身に付いたのではないかと後から思いました。日常のビジネスに関しては問題ありませんが、細かい日本文化の説明に少し苦戦することがあります。わびさびを正しく理解してもらうために常に勉強しないといけないなど、自分に言い聞かせています。

英語で失敗したエピソード

いまだに「th」の発音には苦労しています。

英語上達の秘訣

留学中は全て英語だけで生活していました。勉強だけでなく普段の学校生活から積極的に他の学生と交わり時間を過ごしたのが良かったのだと思います。当時は日本からの留学生はほとんど居なかったのも幸いでした。

笑顔を100%のネーティブ  
だっただけで仕事は?

どの分野で働いてもそのコミュニティの一員になつていたと思います。そのコミュニティのなかでもっとリーダーシップを発揮できたと思います。

あなたにとって仕事とは?

生活をして行く上での経済的基盤と共に、お客様との交流やコミュニティ活動を通じて自身自身を磨き成長できる場でもあると思います。

生まれて初めてなりたいと  
思った職業

小さい頃は野球選手に憧れていました。

いまの仕事の経緯は?

やはりお店の経営者として仕事をしたいと思っています。父がお店(会社)を経営していて、それを小さい頃から見て育ったので経営者になるのは自然な成り行きだと思っていました。会社を大きくするのも、小さくするのも、あるいはつづすのも全て経営者の自分にかかっているもので、これほどやりがいのある仕事はないと思っています。

最近日本に帰って来た人

ここしばらく帰っていないので日本に今戻ったら驚くことはたくさんあるかもしれません。

日本に帰って行くお土産

ピスタチオ、アーモンドなどのナッツ類とカリフォルニアワインです。

日本からハワイに

持って帰ってくるもの

お茶、和菓子、それと本です。

現在のハワイに

不便を感じる時

やはり公共の交通機関が未発達で時間も不規則なのが不便ですね。それと関係して、どうしても車に頼らなければならぬので交通停滞してどこにいくにも時間がかかり大変です。経済的にみてもかなりの損失ですね。

現在のハワイに

不便を感じる時

不動産をはじめリベングコストの高騰化でしょうか。また、医療費が高く値段が病院によりまちまちです。しかし一番の問題は統社会であることです。3億という、人口よりも出回っている

銃の数の方が多い現実と殺人事件などの犯罪が毎日起こる治安の悪さに危惧を感じています。

日本に帰る時

お正月、春の桜、秋の紅葉の時期です。

お土産の観光地

ゴールデン・ゲート・ブリッジ、カメルのビーチ、ヨセミテ国立公園です。ヨセミテ国立公園では、特に東部の公園境界からシエラネバダ山脈の分水嶺に位置する峠、タイオガ・パスがお勧めです。

急ぎたい都市

浜松、ホノルル、サンフランシスコです。

5年後の自分に期待する事

健康で人生を楽しめる状況にあることを期待しています。

吉川英治著「宮本武蔵」です。

肉体的な強さだけでなく、生きるか死ぬかの勝負、決闘に挑む武蔵の精神力と出来る限りの情報と状況を吟味、把握した綿密な作戦は大きな感銘を受けました。

## Profile

徳島県生まれ。9歳まで徳島で育ち、その後大阪で過ごす。関西大学に3年間で学後、ワシントン州立大学に編入し、1972年に卒業。ヒルトンホテル、日通航空旅客部、東京テレビ、ビジットUSAを経て、1981年にCrystal ImageおよびKotobuki Wedding Serviceを設立。その後1984年にJapan Video and Mediaを設立、そして現在に至る。商店会の旧役員およびJapantown Task Forceのオリジナルメンバー。趣味は詩吟で、現在国誠流詩吟会のSF支部会長を務める。

座右の銘

七転び八起き

もとも印象に残っている映画  
山田洋次監督による「たそがれ清兵衛」、黒土三男監督による「蝉しぐれ」、池宮彰一郎の同名小説を原作「最後の忠臣蔵」です。

最近観た映画

「四月は君の嘘」です。どちらかと言うと音楽をテーマにした作品が好きで「四月は君の嘘」もアニメを観て、とても気に入ったので実写版を観てみました。結構良質の泣ける良い作品だと思いました。



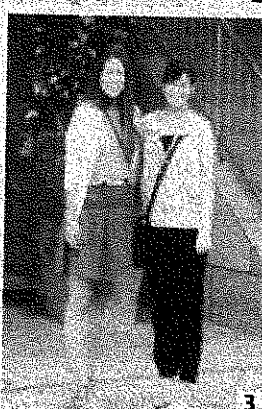
1



2



4



3

1. 学生時代、のちの妻と一緒に
2. 国誠流詩吟会の宗家ご夫婦を囲んでの記念撮影
3. 大切な娘たち
4. 大人気のアニメコスチュームパレード





January 28, 2020

Commissioners Aaron Jon Hyland, President  
Diane Matsuda, Vice President  
Kate Black  
Chris Foley  
Richard S.E. Johns  
Jonathan Pearlman  
Lydia So

San Francisco Historic Preservation Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103-2479

VIA EMAIL

Dear Commissioners,

On behalf of the Japantown Merchants Association, I am writing in support of Japan Video and Media (JVM), located at 1737 Post Street, San Francisco, CA 94115, for the legacy business program.

In 1984, JVM opened in the Japanese Cultural and Trade Center with only about a few hundred tapes in their inventory. Throughout the past 35 years, JVM faced many challenges and tough economic hardships. Amazingly, through their hard work and perseverance, they have grown to become one of the best resources of Japanese films that include dramas, anime, samurai films, Godzilla and kaiju movies. In addition, due to growing popularity, JVM started to include a large collection of anime merchandise. JVM is the first store in San Francisco to introduce and carry an extensive anime collection by adapting to demand changes.

In 1999, to commemorate the 15th anniversary and, to express sincere appreciation to the community, JVM became involved in community events such as the Northern California Cherry Blossom Festival, Summer Festival and Obon Odori. One of the biggest problems the Cherry Blossom Festival faced at that time was a clear lack of interest from the younger visitors.

Young people were not so much intrigued with traditional arts and culture of Japan. They felt a sense of disconnect to the modern day Japanese culture they are familiar with. To encourage their participation in the festival, JVM launched the first Anime Costume Parade in the country. The popularity of anime characters attracts a large number of costumed players (cosplay) and young visitors annually.

Anime has added a touch of modern Japanese pop culture to a largely traditional dominated festival. We believe that JVM contributed towards introducing this growing pop culture



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phenomenon to America. This component has become very successful and is one of the more popular events of the Cherry Blossom Festival today.

JVM has improved the economic vitality of this community and deserves to be recognized for their contributions to the city.

Therefore, we sincerely request your support in approving Japan Video and Media as a legacy business.

Sincerely,



Richard Hashimoto  
President

cc: Takeshi Onishi, Japan Video and Media  
Japantown Task Force, Inc.