



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

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TO: Vancouver City Council

FROM: Director of Planning, in consultation with Manager of Special Projects,
Managing Director of Cultural Services , General Manager of Engineering
Services, Director of Housing Centre, Director of Social Planning and
Director of Corporate Communications

SUBJECT: Chinatown Community Plan: Progress Report

RECOMMENDATION

THAT Council receive this report for INFORMATION.

COUNCIL POLICY

In July 2002, Council approved the Chinatown Vision Directions to help guide City policy decisions, priorities, budgets and capital plans in the Chinatown community.

In June 2003, Council approved heritage incentives for Gastown and Chinatown, including the Heritage Façade Rehabilitation Program and the Heritage Building Rehabilitation Program.

On February 15, 2005, Council approved a three-year work program to develop and implement a Chinatown Community Plan as a part of the Chinatown Revitalization Program, including the following strategies as priorities:

- *A strategy for the rehabilitation of the buildings owned by the family association and benevolent societies in Chinatown;*
- *A strategy for residential intensification and land use for Chinatown;*
- *A parking strategy for Chinatown;*

- *An update on the community development initiatives in the Chinatown and Downtown Eastside area.*

PURPOSE AND SUMMARY

The purpose of this report is to provide Council with an update of the status of the development and implementation of the Chinatown Community Plan as of the end of 2006, and to inform Council of upcoming policy reports related to Chinatown revitalization.

In the past years since the implementation of the Chinatown Revitalization Program, the area has seen increased development activities from the private sector and growing interests from the Chinatown family associations or benevolent societies to renovate their society buildings. There has also been continued City investment into the area's public realm, such as the implementation of the Carrall Street Greenway. Further, City staff has carried on cultural development in Chinatown through working with cultural facilities in the area, supporting projects that promote inter-generational programming, and cross-cultural learning, as well as building partnerships with educational institutions, including the University of British Columbia and the Chinese Canadian Historic Society of BC. Staff has also been working with local organizations on a number of initiatives that focus on marketing, tourism development and customer service training to help revitalize the area's economy. In addition, staff continues to partner with and provide support to the Vancouver Chinatown Revitalization Committee in the revitalization efforts.

Over the next year, staff will be presenting to Council a number of policy reports related to Chinatown revitalization, including land use and built form policy, a special strategy and incentive program for the family associations and benevolent societies, and a community and social development work report.

BACKGROUND

The Chinatown Vision adopted by City Council in 2002 outlines eleven vision directions to guide the future development of Chinatown (Appendix A). In summary, it aims to:

- further develop Chinatown as a complete mixed use community with an increased residential population of diverse social-economic and cultural backgrounds;
- position Chinatown as one of the cultural districts for Vancouver and its region, where locals and visitors can experience Chinese-Canadian heritage and culture, including its architecture, urban history, arts and cultural events and commercial activities;
- reflect Chinatown's historic function as a regional centre with institutions and services for the Chinese-Canadian community as well as other cultural groups; and
- reinforce the role of Chinatown as a regional cultural tourist destination.

"Phase II Chinatown Revitalization Program: Three-Year Action Plan" approved by Council in 2005 is part of the ongoing effort to implement the Chinatown Vision. It aims to develop critical strategies and ultimately a comprehensive community plan. (Appendix B)

The Action Plan is organized into five key areas of work:

- *Residential Intensification and Land Use* highlights issues to be examined and strategies to be developed for contextually and culturally sensitive intensification of Chinatown.
- *Public Realm and Transportation* identifies major projects to better improve linkages between Chinatown and nearby neighbourhoods.
- *Cultural Development* highlights partnerships to be facilitated to further Chinatown's leadership in multicultural planning and to develop Chinatown as a unique cultural district for local, regional, national and even global communities.
- *Economic Development* details initiatives to be implemented with the local business community to ensure a healthy mix of services and therefore the delivery of a holistic Chinatown experience for local residents and visitors.
- *Community and Social Development* outlines the community development work needed in Chinatown.

DISCUSSION

This report provides an update on development trends in Chinatown and the status of key initiatives since February 2005, organized into the following sections:

- 1) Development Trends and Residential Intensification
- 2) Family Association Buildings
- 3) Public Realm
- 4) Cultural Development
- 5) Economic Revitalization
- 6) Vancouver Chinatown Revitalization Committee
- 7) Communications and Public Awareness

1) Development Trends and Residential Intensification

Chinatown has seen increased development interest since 2005. There is a wide range of project types, including market and non-market housing, new commercial uses, proposals on both narrow 25'-50' lots and larger consolidated lots. There have also been a number of heritage conservation projects.

The Heritage Incentive Program that aims to help initiate economic activity in the historic areas through work on individual heritage buildings has awarded incentives to two buildings in Chinatown. Construction for both projects is underway. There are also two applications and one active enquiry. The second *Status Report* on the Heritage Incentive Program, for Gastown, Chinatown, the Hastings Corridor and Victory Square will be presented to Council early next year.

Other than heritage conservation projects, there are three non-heritage projects under construction anticipating 40 new residential units in addition to 232 units in the completed residential tower at 550 Taylor. The following table outlines recent development projects.

Table 1: Recent Development Projects in Chinatown

HERITAGE REHABILITATION PROJECTS				
	Address	Project Description	Residential Units	FSR
Under Construction	55 E Pender (Wing Sang Building)	Restoration of existing heritage building with change of use to office at grade and second storey with a private art gallery	None	2.75
	5 W Pender (Chinese Freemason Building)	Rehabilitate and adaptively re-use building for 11 senior's units with amenity areas in the building	11	5.36
Development Permit In Process	158 E Pender (Chin Wing Chum Society)	Rehabilitation of the primary Pender St Facade of this heritage building ("A" on the Heritage Register)	None	N/A
	1 E Pender (Chinese Times Building)	Interior and exterior alterations and change of use of the building and construction of 2-story addition with 4 dwelling units above the building and 2 levels of parking	4	N/A
NEW DEVELOPMENT OR RENOVATION PROJECTS				
	Address	Project Description	Residential Units	FSR
Completed	550 Taylor	Construct a 26-storey residential tower containing 232 units and 19 at grade town homes w/ underground parking	232	4.10
Under Construction	250 E Georgia	Construct a 3-storey mixed use building containing retail on the ground floor, 3 dwelling units on the second floor and storage in the cellar	3	2.50
	663 Gore	Construct new 4-storey building with 15 residential units (specifically for seniors in SAFER program for 15 years) and one level of retail.	15	2.87
	75 E Pender (East)	Construct a 6-storey building on top of existing underground parking w/ 1-storey of commercial and 22 market residential units	22	4.30
Development Permit In Process	271 Union	To construct a new 5 storey mixed-use commercial/residential building on this vacant site, containing 6 residential units and 1 commercial unit, with 4 parking spaces at lane.	6	3.91
	237 Keefer	Interior and exterior alteration to construct 2 additional storeys on top of this existing 3 storey retail/office building to have retail at grade, 12 units for seniors on the 2nd floor, and 18 rental units on 3rd to 5th floor.	18	2.83
	718 Main	To develop a 9 storey mixed-use retail/residential bldg, w 4260 sqft of retail at grade and 78 dwelling units on 2nd to 9th floors, with 2 levels of underground parking	78	N/A

To monitor development activities and develop appropriate policy framework, an *Integrated Development Team* has been formed, including both policy and implementation staff, to ensure consistent and responsive interim policy for in-stream applications and to develop long-term policies with good understanding of market reality based on the learning from those applications. Staff team has examined different building typologies, and is now

reviewing built form options to address issues of character, livability, scale, massing, height and density. Discussion with the community has started and will continue in 2007.

As development energy builds up and more applications come in, staff will continue to monitor development activities to ensure these new projects can meet the diverse City objectives for the area. *Land Use and Built Form Policy*, including parking policies, will be presented to Council early next year.

The developments described above further the Council-adopted direction toward residential intensification as a key goal of revitalization. New residents in the area will create an increased demand for local commercial services that will subsequently increase business opportunities and fill empty storefronts. They will also help improve public safety by providing eyes on the street and encourage conservation of many of the area's heritage buildings by re-occupying vacant upper storeys.

In addition to the number of proposals, there has been a real diversity, both in terms of scale and uses, adding a desirable mix of housing types and uses into the area. Staff is exploring a strategy to attract younger people, students, Chinese seniors and working people who will enjoy the pedestrian-friendly and less car-dependent urban setting of Chinatown as well as to replace SROs with better quality low income housing on a one-for-one basis. This strategy is to be consistent with the Downtown Eastside Housing Plan that was approved by Council in 2005. The target population also aims to fulfill the Vision that Chinatown is for all ages and income groups. Staff will review public amenity and community services required to support the anticipated increased residential population.

2) Family Association Buildings: Revitalization of Pender Street

Of Chinatown's 32 heritage buildings, 12 are owned by a family association or a benevolent society. Most of those organizations were formed for mutual help, cooperation and general welfare purpose. A majority of these buildings are on Pender Street, the spine of the Chinatown urban historic landscape.

These societies face unique challenges in upgrading their buildings, including: a lack of awareness of the Heritage Incentive Programs, limited development and heritage conservation experiences, lack of financial resources, organizational structure challenges and unique usage pattern, including society halls and other associated cultural uses that might not fit existing heritage rehabilitation development models.

Despite these challenges, all societies expressed interest in upgrading their buildings. Five societies are in active discussion with staff; two of these are in the process of applying for incentives.

The rehabilitation of these buildings in a culturally and environmentally sensitive manner has been identified as one of the key components to the revitalization of Pender Street, and Council has requested staff to report back on a strategy for the rehabilitation of the buildings owned by the family associations and benevolent societies in Chinatown. The following provides a brief update on the work to-date and next steps.

Awareness and Research

Staff has worked closely with the community and critical educational and non-profit organizations to foster better understanding of these associations and raise awareness of these unique heritage assets of Vancouver. The following work has been completed:

- Historic Study of the Society Buildings in Chinatown (completed by the Chinese Canadian Historical Society of BC in July 2005)
- Open House at Chinatown Festival and public lectures at the Vancouver Museum (co-hosted with the Chinatown Revitalization Committee in 2005)
- Urban Acupuncture: A Methodology for the Culturally and Environmentally Sustainable Rehabilitation of Society Buildings in Vancouver Chinatown into Contemporary Housing (a research study completed in 2006 by Inge Roecker and Kelty McKinnon of UBC)
- Collaboration with the University of Washington: Intercultural Planning and Preservation Practice: Vancouver's Chinatown Association Buildings and Seattle's Wing Luke Asian Museum Expansion (World Urban Forum 2006)

Community Leadership: Society Heritage Buildings Committee

As part of the outreach efforts, staff developed a brochure, available in Chinese and English, to better inform interested property owners on the application procedure to the Heritage Incentive Programs. In addition, staff has been supporting the family associations and benevolent societies in discussing a collective vision among them and brainstorming ways to enhance the cultural and intergenerational programming to make sure they continue to be an important part of the Chinatown community. A Society Heritage Buildings Committee has been formed, with representatives from 8 societies so far, to spearhead this work.

A *Special Strategy and Incentive Program* will be developed in the next 6 months with the Society Heritage Buildings Committee to identify possible funding partners and workable and sustainable development models for building upgrade - development models that meet the area's diverse objectives including heritage, culture, housing and economic revitalization.

3) Public Realm

A number of key public realm improvement projects have been implemented or initiated since 2005. The following provides a brief update on some major projects. These projects are strategic in improving the appearance of the area's physical environment, developing a network of attractive public spaces within Chinatown and creating linkages with neighboring communities.

Chinatown Memorial Square

This Square, former known as Keefer Triangle, was created in 1995 in conjunction with the construction of the Chinatown Parkade and the diversion of Keefer Street to its current alignment. The site was intended to provide an attractive pedestrian-friendly public space with a design for a hard-surfaced, treed, flexible public open space. The Placemaker at the Square is a sculpture installed in 2001 to commemorate the historical contributions made by Chinese veterans and rail workers.

Staff assisted the Vancouver Chinatown Revitalization Committee (VCRC) to initiate a process to gather information on the community's programming needs. This information will help guide the development of the detailed design for the Square. The meeting confirmed the advantages of the Square are its visible, open location and flexible design. Future improvements will focus on introducing year-round programming to promote day-to-day use of the Square, adding amenities to strengthen its role as a civic public square with a commemoration focus and encouraging uses that can bring pedestrian activities from adjacent areas.

Dr. Sun Yat-Sen Courtyard

Through a series of community meetings and a design workshop, a concept plan for the Courtyard was developed. Staff is currently working with the Chinese Cultural Centre and the Park Board to implement priority items to encourage more programming for the space; they include lighting, a sound system, chess board tables and a movable performance stage. This second phase improvement will be completed by the end of 2006.

Carrall Street Greenway

In July 2006, Council approved the detailed design and budget for the construction and maintenance of the Greenway. Construction is expected to begin in January 2007. This major public realm project will enhance connection between the Downtown, Chinatown, Gastown and the Downtown Eastside, offer comfortable public spaces, encourage events programming and provide economic opportunity for all the people who live, work and shop in these diverse communities.

Main Street Transit Showcase Project

The implementation of this project has been completed in Chinatown, including upgrade of existing infrastructure (e.g. repair of sidewalk and reconstruction of ramps) and the installation of pedestrian bulges at the corners of Keefer and Main Streets, and Pender and Main Streets. This improvement enhances Main Street's role as a major commercial corridor in Chinatown.

Neon Signs and Lighting

Re-introducing neon signs, attractive lighting and other signage has been raised by many community members as one way to bring night life back into Chinatown. Staff is working closely with the community on conducting a study to research lighting technologies that can be integrated into Chinatown's streetscape. The work also includes an outreach strategy to encourage property and business owners to introduce attractive lighting onto their buildings.

Given the importance of the area's public realm, staff will develop with the community a ***Public Realm Conceptual Framework*** for Chinatown to organize past public realm improvement efforts and direct future initiatives under a coherent framework. This framework will identify opportunities for further developing a holistic network of public spaces for local residents linked by attractive and safe streets. Staff aims to complete this framework by the end of 2007.

4) Cultural Development: public space, cultural facilities and programming

Chinatown has many layers of history and is part of several local, national and international social networks. All Chinatowns across Canada and the United States have historically served

a vital function for new immigrants. Chinatown institutions and services usually reach beyond their geographic boundaries and in some Chinatowns serve as the regional centres not only for Chinese, but other people of Asian decent.

While Chinatown becomes more diversified and goes through residential intensification, there is a growing need to ensure the important heritage values of Chinatown's identity and history of the place are not lost through the revitalization process.

Collaboration among community, cultural and educational organizations has been the focus of facilitation to enhance physical, social and cultural infrastructure of Chinatown. A City-wide review of cultural infrastructure will be done as part of the *Cultural Facilities Priority Plan* which will set out a 15-year plan to address needs and opportunities on a disciplinary, scale and a geographic or neighbourhood basis, including cultural areas such as Chinatown.

Further, an intergovernmental planning process for the creation of a Downtown Eastside Arts and Culture Economic Investment Strategy is underway and will need to complement and support cultural planning in Chinatown.

The previous section identifies the importance of family associations and their buildings for the revitalization of Pender Street as a heritage corridor based on its historic urban landscape. Similarly, the Chinese Cultural Centre complex, including the Dr. Sun Yat-Sen Classical Chinese Garden, is critical in knitting together a physically distinct cultural quarter and a network of public spaces including the Dr. Sun Yat-Sen Courtyard, Carrall Street Greenway, Chinatown Memorial Square and Shanghai Alley.

While these public realm projects enhance the physical elements of the cultural quarter, on-going community participation and stewardship is critical to the long-term success of public spaces and events programming in Chinatown. The Chinatown community has been active in organizing events and programs to showcase the area's cultural assets. Some popular ones held in the past year include the Chinatown Night Market, Chinatown Festival Youth Talent Showdown, youth movie night at the Courtyard, and the city's largest ever Chinese New Year Parade, with an estimated attendance of over 50,000 people from all over the city.

To build on past success, staff has been assisting the Vancouver Chinatown Revitalization Committee (VCRC) in initiating community discussion on how different organizations in Chinatown can better coordinate events programming and management for the above-mentioned four public spaces in Chinatown. A community *Public Space Programming Committee* is being set up to coordinate a year-round strategy to attract desired clients into Chinatown, including youth and non-Chinese speaking Vancouverites.

The Chinese Cultural Centre and the Dr. Sun Yat-Sen Classical Chinese Garden are two key *cultural facilities* that provide a range of arts and cultural programming. The City has supported the Dr. Sun Yat-Sen Garden Society in its board development and facility expansion to enhance its role as a major cultural tourist destination within Chinatown. The City has in the past also supported cultural projects at the Chinese Cultural Centre. Staff has also been working closely with the board and staff of the Chinese Cultural Centre to discuss their plan of organizational development, proposed cultural programming and facility enhancement.

Inter-generational Programming

The City has supported a number of youth-oriented events in Chinatown. ChinatownNext, a youth group formed under the VCRC, has worked with existing Chinatown organizations to improve their programming to attract younger people, such as the Youth Talent Showdown during the Chinatown Festival, a dodgeball tournament and the Youth Zone at the annual Chinatown Night Market. Also, Schema Magazine, a youth-oriented magazine that explores issues of diversity and culture organized the “C-Town Summer Cinema” at the improved Dr. Sun Yat-Sen Courtyard in the past two summers. It is an outdoor public event showcasing local DJs and ethnic films.

Public Art Projects

The City, through the Public Art Program, has supported a number of art projects in Chinatown. A recent example is the audio listening site at the corner of Pender and Carrall Streets as part of the Storyscapes Chinatown project. Storyscapes Chinatown is a project that aims to strengthen the relationships between the Chinese and Aboriginal communities through inter-generational and cross-cultural learning.

Youth from both communities conducted interviews and collected stories that acknowledge the important place, histories, and contributions of Chinese and Aboriginal residents in Vancouver, and the diverse ways these communities have come together. A total of 23 story display boards, a colour booklet and an edited audio interview recording were produced. It is also hoped that this project can inspire a public art in the future on the Carrall Street Greenway to celebrate the friendship between the Aboriginal and Chinese communities.

Partnership with Educational Institutions

Staff continued to build on the partnership with universities and other educational institutions to raise awareness of important community issues and to better understand and commemorate Chinese-Canadian histories.

UBC School of Architecture’s Chinatown Design and Research Studio and the Department of History have continued their contribution in bringing in fresh ideas and generating interest from the younger generation and prospective professionals in being part of Chinatown’s future. City also engaged the Chinese Canadian Historical Society of BC (CCHS) in the research of Chinatown family associations. CCHS is a new non-profit organization established in 2004 dedicated to broadening shared understanding of history of the Chinese in British Columbia through research, documentation, preservation and education.

5) Economic Revitalization: Increase Demand and Strengthen Capacity of Local Business

In the few past years, more economic activity is taking place on the street level in Chinatown. The storefront vacancy rate on Pender Street has dropped from 14.2% in 2000 to 8% in 2006, and several of these are caused by buildings that are under construction. By comparison, the city-wide average is about 10%, ranging from 2% for high-demand commercial areas such as Robson Street to 25% for less popular areas such as Hastings Street.

To further revitalize the area's economy, City staff has been partnering with local *business and tourism organizations* and individual merchants and tour operators to develop a series of initiatives. The focus has been on marketing to promote goods and services produced by Chinatown businesses, reaching out to nearby residential complexes, developing tourism, retaining existing businesses while attracting new investments and assisting young entrepreneurs to set up a variety of viable businesses in Chinatown.

The following section provides an update on various initiatives implemented with support from the Vancouver Agreement within the framework of the *Downtown Eastside Economic Revitalization Plan* which focuses on the cycle of sustainable economic growth.

Increase Demand for Chinatown's Goods and Services: Housing, Tourism, Marketing, Security

Intensifying the residential population in Chinatown and the ongoing outreach to residents in nearby areas, including International Village and City Gate, are key to expanding the currently small local market by building a larger client base. The Chinatown BIA and Merchants Association (VCMA) have started promoting Chinatown events to the nearby residential complexes and have begun to meet with the nearby strata councils.

To better develop Chinatown as a cultural tourist destination, local organizations, including the VCRC Marketing and Economic Development Subcommittee, Chinatown BIA, Chinatown Merchants Association, Dr. Sun Yat-Sen Garden, Chinese Cultural Centre and SUCCESS, have developed a tourist map, completed a tourism infrastructure study and a feasibility study on developing a Tourism Information Centre.

Safety and security concerns have been identified as the primary obstacle to business retention and new business development. Many dialogues have taken place about this issue. The VCRC has asked the Vancouver Police Department and the BC Attorney General's office to increase police presence in the community. Recently, the Vancouver Police Department has restored the bicycle police patrol of Chinatown.

In addition, infrastructure improvements such as the upgrade of heritage buildings and new strategic physical links including the Carrall Street Greenway, Downtown Historic Trail and the Silk Road will promote movement between neighbourhoods and make Chinatown a more attractive place to visit.

Strengthen the Capabilities of Local Business

To compete for the new customers and meet the demand of the gradually diversifying population and clients for Chinatown, the Chinatown Revitalization Committee and the BIA have taken leadership in working with local merchants to improve their capacity through a variety of initiatives including the bi-lingual sign campaign and customer service training.

Local organizations also began liaising with Building Opportunities with Business (BOB), the primary delivery agent for the Downtown Eastside Economic Revitalization Plan, and have participated in several working sessions. The work with BOB helps provide support to local Chinatown suppliers on marketing, building partnerships with other DTES groups on marketing promotion, and ways to better capture economic opportunities related to tourism, hospitality development and major economic drivers such as the Olympic Village.

7) Vancouver Chinatown Revitalization Committee (VCRC)

City staff continues to partner with the VCRC and its subcommittees including Planning & Development, Arts & Cultural Events, Marketing & Economic Development, Safety, and Youth (ChinatownNext) to enhance this coalition's viability and sustainability. Members of the VCRC and the various working groups are residents in the community or representatives from more than 25 other Chinatown organizations. They are committed to Chinatown revitalization and volunteer much time and energy to help improve this community.

It is important for City staff to continue the partnership with the VCRC and provide its members with necessary support, facilitation and planning assistance for them to develop and implement action plans, to generate ideas and approaches to community issues and eventually to reach their goal of becoming a stronger community coalition by the end of 2007. The members of VCRC have expressed appreciation for the involvement and dialogue with the City staff. This is seen by the community and staff as an important opportunity to promote mutual understanding and ongoing support.

Community development efforts in Chinatown have provided a foundation for revitalization work to be possible. The issues are complex and positive relationships between the area's diverse communities and with the City need to be maintained and nurtured. A comprehensive report on the *Community and Social Development* work in Chinatown and its nearby neighbourhoods will be prepared in the summer of 2007.

8) Communications and Public Awareness

An extensive City of Vancouver website featuring all aspects of the Chinatown program was launched in 2006, helping to promote and increase awareness of the program and the area (www.vancouver.ca/chinatown). In addition, VCRC's youth group, ChinatownNext, redesigned the committee's website to better broadcast upcoming events and improve information distribution (www.vancouverchinatown.ca).

Staff has also been working with GVTV, the City's television programme, to produce a number of video stories on the work being undertaken in Chinatown. Over the years, GVTV has produced 17 stories on Chinatown and area initiatives. In the last year, GVTV aired a story on the City's Chinatown Market Housing Study and the City's efforts to densify the neighbourhood while maintaining its architectural character. All video stories are aired on Shaw Cable 4, and also available for viewing in the City's Chinatown web site.

Further, there has been increased clarity and accuracy in media coverage of Chinatown. There is also more variety in news articles, including coverage on issues and positive events such as the Storyscapes Chinatown exhibition. The major Chinese television channel, Fairchild TV, also produced a special program discussing Chinatown revitalization and heritage building rehabilitation, contributing to and reflecting that there is more awareness and understanding of the area's revitalization from the general public. As the Chinatown program moves forward, it is important to communicate the revitalization efforts in the area to help provide clarity and context to the public and engage them in open and informed dialogues on issues related to Chinatown.

CONCLUSION

Private sector and consumer confidence is growing in Chinatown. Between 2000 and 2005, three development projects were completed. Within the past year, one major residential development has been completed, five developments are under construction and five more projects have development permit applications in process. There has also been increased interest from Vancouverites to invest in and move back into the area. The 250 condominium units at the Taylor building (550 Taylor Street) and East building (75 E. Pender) were nearly sold out before they were completed. Decreasing storefront vacancy rate on Pender Street also reflects that economic activities are increasing on the street level.

Besides private sector interest, the Chinatown community has organized many events that help attract thousands of young people as well as other local and regional visitors into the area. This is reflected in many channels of positive communication from the City and VCRC websites as well as increased clarity and accuracy in media coverage of Chinatown.

Overall, since the implementation of the program, there are indications that the community is revitalizing in terms of consumer and investor confidence, development energy, local economy, community participation and media coverage. Over the next year Council will receive reports on new incentives that are being prepared to help conserve the area's many heritage facilities owned by family associations, zoning and guidelines fine tuned to better realize Chinatown's heritage and housing potential, including the need for low income and affordable housing and a social and community development plan to better serve the needs of this emerging diversity residential, cultural and business community.

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Appendices

- A. Chinatown Vision Directions (approved by Council in 2002)
- B. Chinatown Community Plan: 2005-2007 Three-year Action Plan (approved by Council in 2005)

Appendix A

Chinatown Vision Directions *(Adopted by Council on July 22, 2002)*

A Place that Tells the History with its Physical Environment

1. Heritage Building Preservation
 - 1.1. Create incentives to preserve heritage buildings
 - 1.2. Strengthen architectural, historic and cultural tours
 - 1.3. Enhance awareness of heritage buildings
2. Commemoration of Chinese-Canadian and Chinatown History
 - 2.1. Foster the understanding of Chinese-Canadian and Chinatown History
 - 2.2. Develop monuments and destinations to commemorate Chinese-Canadian history
 - 2.3. Form partnerships with educational institutions
3. Public Realm Improvements
 - 3.1. Improve pedestrian lighting
 - 3.2. Encourage restoration of neon signs
 - 3.3. Keep the lanes and sidewalks clean
 - 3.4. Beautify public spaces
 - 3.5. Strengthen graffiti removal initiatives
 - 3.6. Improve and beautify building façades
4. Convenient Transportation and Pedestrian Comfort
 - 4.1. Develop a parking strategy, which includes communication, education and signage initiatives
 - 4.2. Provide more pedestrian comforts, such as benches, plantings and public washrooms
 - 4.3. Create efficient transit and safe cycling connections
 - 4.4. Develop linkages to nearby neighbourhoods through transportation measures
5. A Sense of Security
 - 5.1. Partner with other neighbourhoods to work on the social issues faced by the community
 - 5.2. Enhance public education on social issues
 - 5.3. Reduce the impact of the illegal drug trade
 - 5.4. Increase the sense of public safety and security
 - 5.5. Encourage more positive street activities
 - 5.6. Develop a strategy for safe parking

A Place that Serves the Needs of Residents, Youth and Visitors

6. Linkage to the Nearby Neighbourhoods and Downtown
 - 6.1. Enhance walking corridors between Chinatown and downtown
 - 6.2. Develop walking corridors between Chinatown and surrounding neighbourhoods B Gastown, City Gate, North False Creek, Science World
 - 6.3. Provide services and products that draw in people from neighbouring communities

7. Youth Connection and Community Development
 - 7.1. Improve co-ordination of youth initiatives in Chinatown
 - 7.2. Encourage youth to establish recreational / educational programs and services to attract young people, especially those of Chinese and Asian descent
 - 7.3. Encourage community involvement and leadership development of youth
 - 7.4. Establish formal relationships with educational institutions
 - 7.5. Develop succession plans for Chinatown organizations
 - 7.6. Encourage youth-oriented retail services

8. Attractions for Vancouverites and Tourists
 - 8.1. Create a holistic Chinatown experience with a focus on educational and cultural tourism
 - 8.2. Develop Chinatown promotional and educational campaigns
 - 8.3. Install directional signs
 - 8.4. Create an Information Centre

9. A Community with a Residential and Commercial Mixture
 - 9.1. Encourage market housing
 - 9.2. Improve living conditions in the existing hotels
 - 9.3. Encourage affordable rental housing
 - 9.4. Explore possibilities of housing in the upper floors of buildings with commercial storefronts

A Hub of Commercial, Social and Cultural Activities

10. Diversified Retail Goods and Services
 - 10.1. Develop a comprehensive marketing strategy, targeting local residents, youth and visitors
 - 10.2. Develop customer service training programs for Chinatown merchants and their employees
 - 10.3. Encourage on-street commercial activities
 - 10.4. Encourage more businesses to open at night
 - 10.5. Improve customer services, including bi-lingual signs and services
 - 10.6. Encourage more diversified services in Chinatown, especially quality restaurants
 - 10.7. Build on the success of the night market and arts fair
 - 10.8. Provide financial incentives for new businesses
 - 10.9. Create a better environment for investment

11. A Hub of Social and Cultural Activities
 - 11.1. Develop a diverse educational program, targeting not only Chinese but anyone who is interested
 - 11.2. Enhance the arts, cultural and recreational facilities in and around Chinatown
 - 11.3. Build on the success of the Chinese Film Festival and explore opportunities for Chinese film theatres
 - 11.4. Build on the success of various festivals in Chinatown
 - 11.5. Encourage media groups, especially those with Asian market, to move into Chinatown
 - 11.6. Integrate existing programs and facilities to create a better sense of community

Appendix B

**Phase II of the Chinatown Revitalization Program
Three-year Action Plan**

(Approved by Council in February 2005)

NOTES:

The following three-year strategic actions were developed in consultation with the various City departments and discussed with the community through the on-going work with the Vancouver Chinatown Revitalization Committee.

This work plan only lists out actions to be undertaken by the City, recognizing there are many other community initiatives underway to implement the Chinatown Vision. Actions which could be carried out by the community or other agencies without the City's direct involvement are not listed.

New actions initiated after the date of this report will be added to the "working action plan" and included in the next official version of the plan when it is updated through the regular progress report to Council. It will be the role of staff working on coordinating and monitoring the vision implementation to ensure City initiatives in the community are consistent with the Chinatown Vision directions and that the community is consulted.

The actions are listed under five key areas with reference to the Vision directions they address (which are shown in brackets). Some actions identified in this report have been scheduled and for which resources are assigned or available within the next couple of years. Some actions will be delivered through ongoing City programs such as the street furniture program, BIA program and neighbourhood greenways.

Item	Actions	Leading Department(s)
1. Community and Social Development		
1.1.	Provide city liaison, support and information for the Vancouver Chinatown Revitalization Committee in the development and implementation of the Chinatown Plan. (Dir. 7.3)	Planning
1.2.	Assist the Chinatown community, with special outreach to youth, in the development and implementation of the Chinatown Plan. (Dir. 7.1, 7.2)	Planning
1.3.	Assist the community in developing initiatives to create sustainable involvement of and meaningful interaction among youth and seniors. (Dir. 7.5)	Social Planning
1.4.	Engage community and cross cultural groups in the neighbouring communities to develop partnerships and collaborative activities. (Dir. 5.1)	Social Planning
1.5.	Continue public education work on social issues with the ethnic media and community organizations. (Dir. 5.2)	Social Planning
1.6.	Initiate community development work with the Strathcona community to enhance the linkage between Chinatown and Strathcona. (Dir. 5.1, 6.2)	Social Planning / Planning
1.7.	Assist community to partner with other neighbourhoods to work on social issues faced by the community. (Dir. 5.1)	Social Planning
2. Residential Intensification and Land Use		
2.1.	Develop a land use strategy to preserve the Chinatown character and its fine grain development pattern: (Dir. 9) <ul style="list-style-type: none"> - Zoning by-law and guideline review and amendment - Building by-law review and amendment - Parking by-law review and amendment - Conduct a feasibility study of the alleyway improvements 	Planning / Engineering
2.2.	Develop and implement a parking strategy: (Dir. 4.1, 9) <ul style="list-style-type: none"> - Examine parking capacity for Chinatown in response to the residential developments in the area - Amend parking by-law to enable small lot developments - Examine possibility of using parking relaxation as an incentive for rental housing developments 	Engineering
2.3.	Develop a strategy for the society buildings rehabilitation: (Dir. 1.1, 1.3) <ul style="list-style-type: none"> - Conduct a historic study of the society buildings in Chinatown - Develop special incentives to conserve "society meeting rooms" - Work with the family associations and benevolent societies to identify challenges and strategies to facilitate the rehabilitation 	Planning

2.4.	Implement and monitor the Heritage Incentive Program: (Dir. 1.1,3.6) <ul style="list-style-type: none"> - Implement façade rehabilitation program - Implement building rehabilitation program 	Planning
2.5.	Develop housing policies to encourage affordable market housing and replace the stock of low-income SRO housing with better quality housing targeted to low-income and aging residents. (Dir.9)	Housing / Planning
2.6.	Explore possibility of developing incentives for affordable rental housing developments. (Dir.9)	Planning / Housing
2.7.	Implement new land use policies and monitor new development activities.	Planning
2.8.	Examine community services needs in the area. (Dir. 11.6)	CSG
3. Public Realm and Transportation		
3.1.	Improvements to the Chinatown Memorial Square. (Dir.3.4)	Planning
3.2.	Design and implement Carrall Street Greenway. (Dir. 3.4, 4.3, 4.4, 6.1,6.2)	Engineering / Planning
3.3.	Design and implement Downtown Historic Trail /Silk Road. (Dir. 3.4, 4.3, 4.4, 6.1,6.2)	Engineering / Planning
3.4.	Design and implement Street Car Project and its Keefer Station in Chinatown. (Dir. 4.3, 4.4, 6.1,6.2)	Engineering / Planning
3.5.	Design and implement Main Street Transit Showcase Project. (Dir. 4.3, 4.4, 6.2.)	Engineering / Planning
3.6.	Install new street furniture, including an information kiosk and pedestrian and vehicle way finding signs. (Dir.4.2, 8.3, 8.4)	Engineering
3.7.	Monitor and improve sidewalk commercial activities. (Dir.10.3)	Engineering
3.8.	Develop a strategy to encourage neon signs: (Dir. 3.2) <ul style="list-style-type: none"> - Design research of appropriate neon signs for Chinatown - Research of neon sign industry - Outreach to property and business owners - Sign by-law review and amendment 	Planning
4. Cultural Development		
4.1.	Assist local community cultural organizations such as Chinese Cultural Centre with their organizational development and facility enhancement. (Dir.11.2, 11.6)	OCA / Social Planning
4.2.	Partner with educational institutions and community organizations to develop initiatives to better understand the Chinese Canadian and Chinatown histories. (Dir.2.1, 2.3, 11.1)	Planning

4.3.	Develop formal partnership with educational institutions and academic presence in Chinatown. (Dir.7.4)	Planning
4.4.	Assist community in event and festival programming in public spaces. (Dir.11.3, 11.4)	Park Board / Planning
5. Economic Development		
5.1.	Increase the sense of public safety and security: (Dir. 5) <ul style="list-style-type: none"> - Reduce the impact of the illegal drug trade - Encourage more positive street activities 	VPD / Drug Policy / Planning
5.2.	Partner with the local business organizations in implementing the Chinatown Marketing Plan: (Dir.8.1, 8.2, 10.1) <ul style="list-style-type: none"> - Create a holistic Chinatown experience - Create a consistent marketing presence and a welcoming image - Partner with the tourism industry - Develop promotional and educational campaigns to nearby residents and regional visitors 	Planning
5.3.	Partner with the local business organizations in developing and implementing a business retention program. (Dir.10.2, 10.5,10.6)	Planning
5.4.	Partner with the local business organization in developing and implementing programs to attract new businesses: (Dir.10.8, 10.9) <ul style="list-style-type: none"> - Market the area to potential investors - Develop tools to assist businesses set up operations in the area - Support new business development 	Planning
5.5.	Partner with the local business organizations in retail management and providing a diverse and healthy retail mix. (Dir.6.3, 7.6, 10.6)	Planning