

# Chinatown Economic Revitalization Action Plan



**City of Vancouver**

Public Workshop June 29, 2011

**AECOM**

 CITY OF  
VANCOUVER

# AGENDA

**5:30 PM**      Arrival & Registration

**6:00 PM**      Entertainment

*Mah's Athletic Association, Vancouver Seniors Singing Club*

**6:30 PM**      Welcome

*Vancouver Chinatown Business Improvement Area Society*

*Vancouver Chinatown Merchant's Association*

**6:35 PM**      City of Vancouver Presentation

*Brent Toderian, Director of Planning*

**6:45pm**      Consultant Presentation

*Bill Lee, Principal, AECOM*

**7:00 PM**      Small Group Discussions and Feedback Form

# CHINATOWN PLANNING CONTEXT



# CHINATOWN ECONOMIC REVITALIZATION ACTION PLAN

## Council Direction:

*That Staff report back on a **Chinatown Economic Revitalization Plan** with a focus on near term action strategies, building upon existing revitalization initiatives and heritage values, to immediately support Chinatown.*

*The resources and expertise of the Vancouver Economic Development Commission be engaged, in consultation with the Chinatown BIA, Chinatown Merchants Association and other expert organizations as needed, to support the creation of the Chinatown Economic Revitalization Plan.*



# CHINATOWN ECONOMIC REVITALIZATION ACTION PLAN

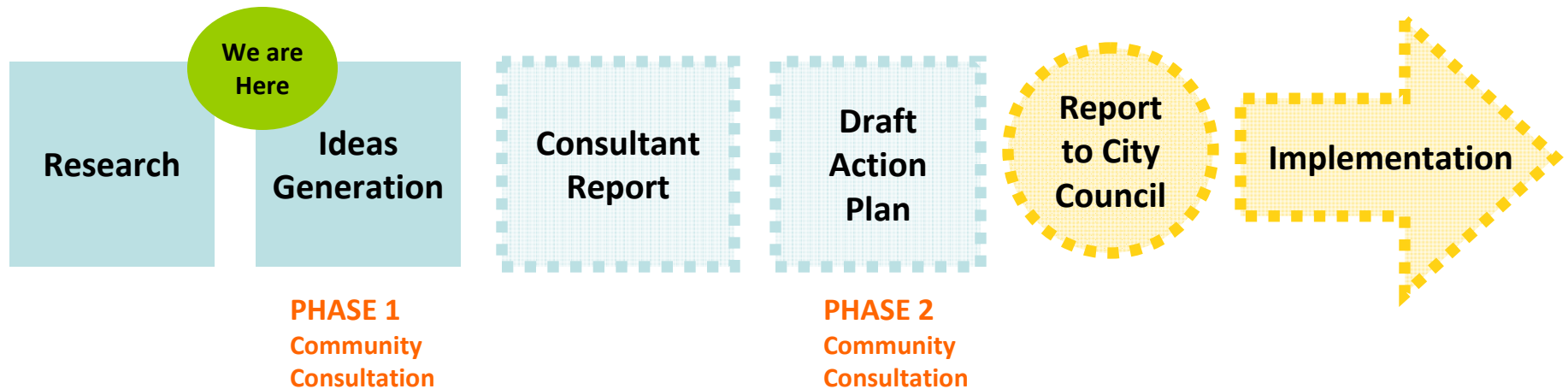
## Action Plan Objectives:

- Identify short and medium-term economic revitalization actions (with a focus on business retention, expansion and attraction)
- Support existing business organizations in promoting Chinatown
- Engage the community in the development and implementation of the Plan
- Generate a sense of excitement to better market Chinatown to customers and investors



# CHINATOWN ECONOMIC REVITALIZATION ACTION PLAN

## Action Plan Process



### Roles:

- City Overall coordination/consultation, prepare draft and final Action Plan, facilitate implementation
- Consultant Research, community consultation, synthesize input/identify possible actions, develop implementation strategy
- Community Generate ideas, provide feedback on potential actions and Draft Plan, support implementation

# CHINATOWN ECONOMIC REVITALIZATION ACTION PLAN

## Ways to be Involved:

1. Participate in today's discussion & fill out a feedback form.
2. Join our online forum and/or email list.  
*Visit [www.vancouver.ca/chinatown](http://www.vancouver.ca/chinatown) for details.*
3. Send us your comments by mail or email.  
*See feedback form for details.*
4. Participate in Phase 2 Community Consultation.  
*Details to be announced later this year.*





# Consultant Presentation

Bill Lee, Principal  
AECOM  
San Francisco, California



# Chinatown Then

- Immigrants from Southern China in the late 19th and early 20th century came to seek livelihood in a new land
- Male workers came to work in mines, railroad construction and other labour intensive industries
- Few families came
- They faced multiple forms of discrimination – place of residence, property ownership, occupation, marriage, head tax
- Chinatown emerged to meet the immigrant needs including, housing, food, services and sense of community



# Chinatown Now

- Large Chinese population throughout the region
- Immigrant demographics have shifted
- Chinese goods and services now provided in suburban areas
- Historic economics of Chinatown not as relevant today
- Chinatown role in provision of affordable residential and business opportunities still exists
- Increasing development pressure due to proximity to Downtown
- Need to reinvent → status quo is not viable



# Business Survey – Findings to Date

*(77 businesses surveyed in May 2011)*

- 70% in business for over 10 years
- Businesses extremely concerned about safety/security
- Revenues have decreased for years, with many businesses indicating they may close in short term
- Retail rents much lower than 10 years ago
- Low residential population in the immediate area (limited customer base)
- Difficulty attracting younger customers
- City parking policies discourage visitors





## Small Group Discussions

### Questions:

- How would you describe Chinatown today?
- What would a thriving Chinatown look like to you?
- What do you think would help bring more people to Chinatown?
- How can culture and history be part of Chinatown's future?
- Tell us what other ideas you have to help Chinatown thrive.

# CHINATOWN ECONOMIC REVITALIZATION ACTION PLAN

## Small Group Discussion Guide:

- Hear and respect all voices
- Generating ideas is the focus
- There are no wrong answers!

# CHINATOWN ECONOMIC REVITALIZATION ACTION PLAN

## Thank You!

### For More Information:

Phone 311

Web [www.vancouver.ca/chinatown](http://www.vancouver.ca/chinatown)

Email [chinatown@vancouver.ca](mailto:chinatown@vancouver.ca)