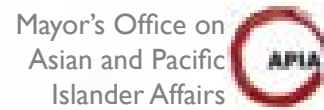


CHINATOWN CULTURAL DEVELOPMENT SMALL AREA PLAN

中國城文化發展策略



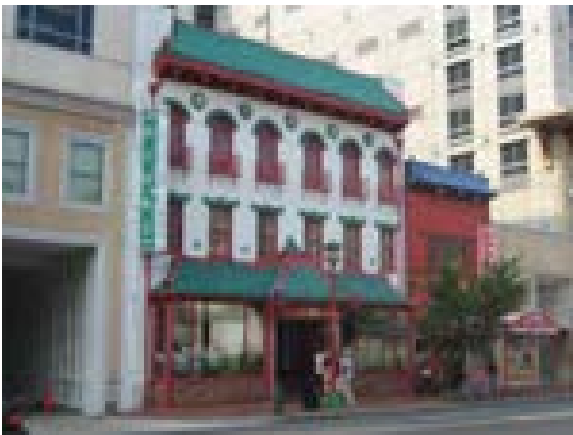
★ ★ ★ Government of the
District of Columbia
Adrian M. Fenty, Mayor



1935



1980



Today

Just like the On Leong Merchants Association Building, Chinatown has experienced many positive and negative changes, however it has always remained a strong unique place in Downtown DC.

CHINATOWN CULTURAL DEVELOPMENT SMALL AREA PLAN

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Introduction





Introduction

This cultural strategy engaged a community passionate about preserving the authenticity of Chinese American culture in DC's Chinatown and eager to benefit from its central location. The Chinatown Cultural Development Strategy (CCDS) positions Chinatown DC as the region's top destination for Chinese American and Asian cultural businesses, programs, services, events and festivals in order to make it an even greater place in Center City DC. As a distinctive destination between the National Mall and the Walter E. Washington Convention Center, at the second most heavily used Metro rail stop in the system; Chinatown is strategically positioned to evolve in ways that build on its unique history and culture and capitalize on its international identity in an era that increasingly focuses on the emerging nations of the Pacific rim and India.

The Challenges Facing Chinatown

A known and celebrated place in Center City; today's Chinatown offers colorful Chinese-influenced buildings and signs, restaurants and businesses; long-time residents and visitors; and strong connections between Chinatown New York and Chinatown DC, with buses operating around the clock. However, as an ethnic enclave, DC's Chinatown declined over the last 40 years. In 1970 3,000 Chinese Americans lived in and around Chinatown; today less than 300 reside here. Chinese

immigrants moved from the city to suburban locations in the region for improved housing and other opportunities. As a result, the area currently lacks the services, the concentration and diversity of Asian-themed businesses and cultural offerings necessary to create a growing cultural destination and neighborhood. Uncertainty about future direction and the lack of a formally adopted strategy to coordinate action make constructive partnerships difficult.

The District’s economic growth in the last 10 years affected Chinatown in both positive and negative ways as it transitioned to the primary downtown entertainment area. Construction of the Verizon Center (formerly “MCI Center”) in 1997, opening the Walter E. Washington Convention Center in 2003, clustering theaters and retail at Gallery Place and elsewhere in the vicinity; provide examples of positive developments for Center City. They resulted in an area prime for with large numbers of successful restaurants, jobs, and an intense concentration of daytime and nighttime activity. A boon for many Chinatown businesses, this also creates a corresponding increase in real estate values that results in the sale of Chinese American-owned property and the loss of Chinese American-owned businesses of various types and the replacement by national chain restaurants. Land values and the resulting rents make the development of new smaller, locally owned, entrepreneurial ventures difficult. In short, Chinatown is threatened with the permanent loss of the very features which make it Chinatown.



Construction of the Verizon Center in 1997 was a catalyst for new development in and around Chinatown



Proximity to Major Visitor Destinations: Chinatown DC is strategically located between the most intensely visited destinations in Center City. At a key east-west, north-south crossroads, its image and quality are important to the District’s investment at the Convention Center and its Headquarters Hotel as well as other surrounding residences and work places.

Chinatown's Unique Opportunities

These challenges are not unique to DC's Chinatown, and are repeated to a greater or lesser degree by Chinatown's and other cultural and ethnic enclaves across the United States. Washington DC, the nation's capital city, however, provides a unique opportunity for reinvention and transition to a new kind of Chinatown for the 21st century with a range of new cultural and economic ventures. As an international city, Washington DC's great potential lies, both culturally and economically, from its 180 missions and foreign embassies and the more than 1.2 million international tourists that visit the District each year. As evidence of this potential, Washington's strong and growing retail market includes some retailers new to the District who are achieving gross revenues per square foot higher than any of their other stores across the nation.



Investment Dynamic: Investments in cultural development, economic development, and tourism can be mutually reinforcing if strategic and coordinated

Why not create an energized Asian cultural destination in Chinatown DC in a way that strengthens a great local neighborhood and combines cultural richness, hospitality and tourism, with economic development? By building on the existing culture and history and expanding authentic Asian and international retail there is potential to increasingly capitalize on the largest concentrations of visitors in the city just a few blocks away at the National Mall, the White House, and the Convention Center. Examples of stores and restaurants from abroad, looking for US locations include – Ding Tai Feng Restaurant (Taiwan), Shanghai Tang (a clothing store from China), Sanrio or Hello Kitty (a gift shop from Japan).

Chinatown's transition to a strengthened destination with strong cultural offerings and a great diversity of experience will benefit Center City and the District in terms of tourism, restaurant, and retail business, as well as providing the unique services that keep Center City increasingly competitive as a work place and increasingly appealing as a well-served residential neighborhood. Chinatown's unharnessed potential, based on its uniqueness and the appeal of exploring overseas cultures, means added value for the larger numbers of conventioners, foreign and domestic tourists, as well as our neighbors throughout the region and the residents of DC.

600 block of H street, looking south





The Planning Process

Chairman Gray, of the DC Council, championed this initiative. The DC Office of Planning and the Mayor’s Office on Asian and Pacific Islander Affairs partnered with individuals, community organizations, the Downtown BID, downtown neighborhood associations, and major property owners to develop the specific recommended actions in the Chinatown Cultural Development Strategy. The pages of this document detail the goals and recommended actions for Chinatown, identified by the participants over the past 10 months, comprise a “community handbook” of sorts with the potential to organize and guide action over the next 10-15 years.

A growing commitment to strengthen Chinatown exists in various parts of the community and the metropolitan area. This support comes from both the current and former residents of the traditional Chinese neighborhood, as well as from





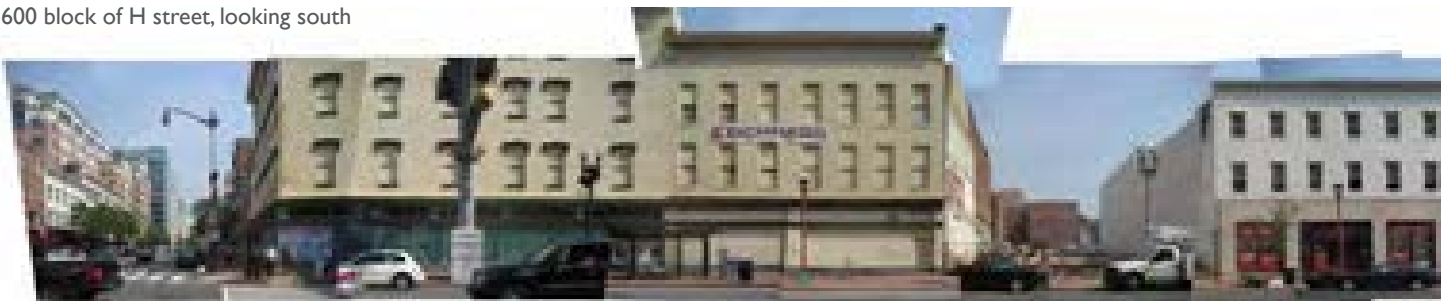
Workshop Participant's Strengths, Weaknesses, Opportunities, and Threats for Chinatown

many others who see the value of building on what is already here to create a locus for cultural expression within the nation's capital. Continued strong leadership within the community, creative partnerships, and assistance from the public sector are called for to advance Chinatown as the region's destination for Asian culture, programs and festivals and to put DC on the map as a spot for clustering traditional and contemporary Asian businesses and events. The Chinatown Cultural Development Strategy establishes a collective vision about the future for Chinatown DC, articulates shared goals, and lays out the actions to tap into opportunity and build community.

Community Engagement

The continued community engagement from the beginning of the planning effort through today ensures us that the Chinatown Cultural Development Strategy includes the best ideas, and addresses the concerns and reflects the aspirations of the community. The CCDS Project actively involved 80 individuals from various sectors of the community in its four large meetings. The fifteen small task force meetings as well as the four large public meetings incorporated seamless and simultaneous translation to both Mandarin and Cantonese. Printed materials were also translated to the Chinese language. This helped non-English speaking Chinese residents and merchants to actively participate in discussions. Announcing meetings and posting all documents and presentations via the Office of Planning

600 block of H street, looking south



and the Office on Asia and Pacific Islander Affairs websites and via e-mail listserv made all information easily available to all. In addition, the Office on Asia and Pacific Islander Affairs worked with various Asian Pacific American community-based organizations to help spread the word and provide updates for their organization's web sites and visited Chinatown merchants to personally invite them to the meetings and update them on the progress.

July 31, 2008; Community Leadership Kick Off Meeting – Planning team gathered information, issues and ideas from key stakeholders to gain a better understanding of DC Chinatown.

September 10, 2008; 1st Community Meeting – Planning team led a participatory workshop and the community members identified the strengths and weaknesses of Chinatown. Scribes recorded ideas and suggestions in both English and Chinese languages. 5 key areas for focus emerged:

- Community Leadership
- Arts and Culture
- Business and Economic Development
- Design and Public Realm
- Residents and Neighborhood

October 20, 2008; 2nd Community Meeting – Prior to this meeting an e-mail notice requested that participants select a subject area to focus on and they were divided into 5 groups based on those topics. Each group brainstormed ways to address challenges and threats facing Chinatown and presented it to the entire group with bilingual facilitators and/or note takers.

December 10, 2008; 3rd Community Meeting – Planning team presented the ideas and analysis from the previous meeting and community members share their ideas. Participants sign up for specific task forces to become more deeply involved in developing plans and recommendations.

15 Task Force Meetings

Each of the five groups met three times within 2 months. At these task force meetings, the planning team worked with the members to solidify goals and prioritize key action items for Chinatown. The work of the Task Forces led directly to the priorities recommended in this strategy proposed for adoption by the government of the District of Columbia as a Small Area Plan.



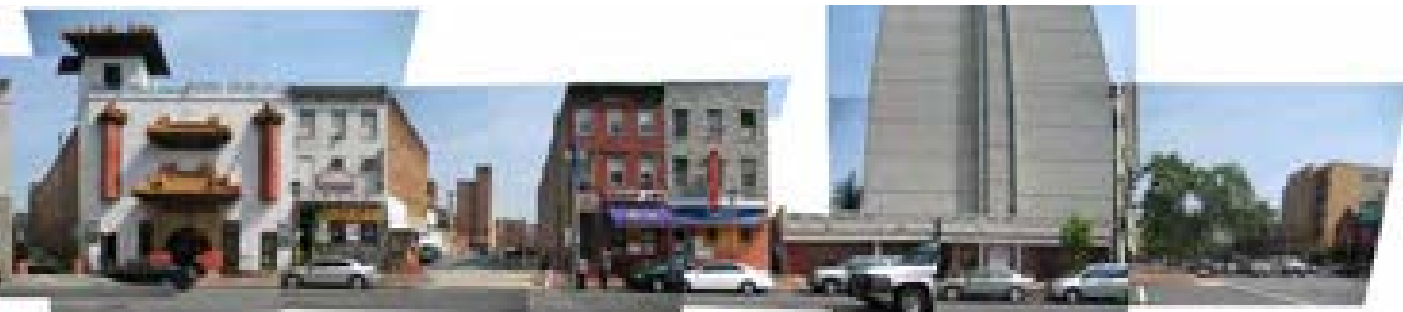
1st Community Meeting, September 10, 2008



2nd Community Meeting, October 20, 2008



Resident's Taskforce Meeting, February 18, 2009



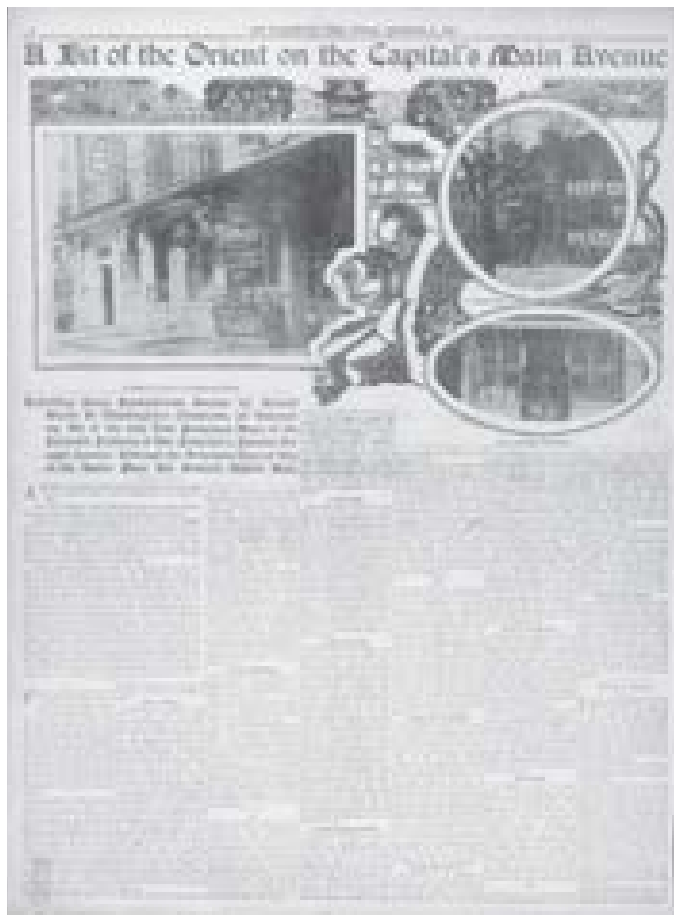


Present and Past in Chinatown



August, 2008

The History of Chinatown DC



Decemebr 14, 1902, Washington Post article on DC's first Chinatown.

Chinese Immigration to America

The history of Washington DC's Chinatown is closely aligned with the story of Chinese immigration into the United States, an experience of discrimination, and a search for assimilation into American society. Chinese immigration began in the 1850's, as thousands of Chinese people fled economic hardship in China to seek opportunities as part of the California Gold Rush. As the Gold Rush came to end many of them stayed in this country and found work as laborers in California and other western states.

Initially, Chinese immigrants were tolerated as a valuable supply of cheap labor. However, during and following the 1870's economic depression work became scarce and Chinese people became scapegoats and were blamed for taking away job opportunities. These sentiments escalated into the congressional passage of the 1882 Chinese Exclusion Act, which aimed to restrict Chinese from immigrating, owning property, and becoming citizens. Following this act, congress periodically passed fourteen additional exclusion laws until 1924. It was not until 1943 that Chinese Americans regained the right to become naturalized citizens.

In response to these hostilities and a desire for cultural familiarity, Chinese immigrants settled in close-knit urban enclaves. These "Chinatowns" accommodated separate societies where immigrant's could speak their language, celebrate their culture, and where economic opportunity existed and they could achieve a stable living.

DC's First Chinatown

The first Chinese immigrant to Washington, D.C. arrived in 1851. By 1884, the first Chinese community or "Chinatown" in Washington, D.C. existed on Pennsylvania Avenue, near 4 1/2 Street, NW, with approximately 100 residents, mostly men, in a dozen or so buildings. Due to the exclusion laws, which forbade Chinese women from immigrating, by 1882, there was an

average of 2,107 Chinese men to every Chinese woman in the United States. This deprived many Chinese immigrants of the right to marriage and family, and caused early Chinatowns to become bachelor societies. However, by 1898, Chinatown continued to expand to include parts of 3rd Street, NW, and by 1903, it was bustling with drugstores, restaurants, barbershops, tailor shops, and mercantile establishments including 27 laundries.

A New Chinatown

Chinatown rapidly expanded until 1929, when the federal government forcibly removed the entire population to redevelop the area into the Federal Triangle Project, a group of government and cultural buildings. The Project forced 398 Chinese residents and numerous businesses to seek out a new home against the resistance and opposition of white residents. Despite this major setback, Chinese residents and businesses, led by the On Leong Merchants Association, formed a new Chinatown in 1931 between 5th and 7th Street, NW. At this new location, they sought to restart their businesses and reestablish their culture and its visible expression. During the Depression, many Chinatown businesses closed and racial tensions were renewed. Chinatown continued to grow however, and by 1936 around 800 people, including 32 families, resided in Chinatown. They established Chinese schools, clubs, and entertainment facilities. In 1935, the Chinatown community Church was established, and 1938, the Chinese Youth Club (CYC) formed to provide recreation opportunities to for the community. Chinatown also had a number of community organizations including family associations, to provide social services and support; district associations, which settled disputes; and civic or merchant associations.

Following WWII, congress passed a series of laws that started the path to normalizing Chinese immigration. During the post war period, Chinese women legally immigrated for the first time; parity between men and women was not achieved however until the 1960's. Chinatown continued to flourish with the establishment of new community organizations like the Chinese Consolidated Benevolent Association (CCBA) in 1955 and the Miss Chinatown contest in 1959. During the 1960's Chinese became involved in the Civil Rights movement, and finally, in 1965, the Immigration and Naturalization Act was passed which removed the ban on Asian immigration. By 1970, there were about 3,000 Chinese immigrants and American born Chinese living in Chinatown.



Washington's "Chinatown", H Street NW between 6th and 7th Streets. September 17, 1950.



Chinese group in "dragon" dance in Chinatown, in the 500 block of H Street NW. For the 39th Convention of the Hip Sing Association, 1958



General view northeast down H Street NW from 9th Street. To 7th Street, the Chinatown Friendship Archway, 1987



General view north over parking lot in the 700 block of 7th Street NW. Over the Chinatown Friendship Archway to H Street, 1987.



General view northeast down 8th Street NW from H Street. Office building construction, 1991

Urban Renewal threatens Chinatown

Chinatown began to experience population loss beginning in the mid 1960's. This was due to many factors including the city's rising crime rate, higher taxes, and a deteriorating business climate. Many Chinese, like many other urban residents, moved to the suburbs for improved housing opportunities. The 1968 riots hastened this trend. While the riots did not directly impact Chinatown, business in Chinatown precipitously dropped-off in their aftermath. In response to these events, the government began planning urban renewal projects for in an around Downtown Washington. As a result, Chinatown was threatened for a second time by urban renewal. During the development of Washington Metro system much of 7th Street between H and F streets was demolished to build the Gallery Place Station, it was renamed Gallery Place-Chinatown in 1986, which opened in 1976. Following this, propelled by the goal to increase commerce in the District, the DC government finalized its development plans for a DC Convention Center to be built in the heart of Chinatown at 7th and H Streets NW. Chinatown residents united to protest this displacement of the community, and succeeded in moving the Convention Center, completed in 1982, two blocks west to 9th and H Streets, NW. Despite these efforts, by 1978 Chinatown's population had dwindled to less than 600 residents, and only 20 Chinese laundries were left among the original 153 in the DC area.

Chinatown rebuilds

During the 1980's many bold initiatives to strengthen Chinatown were undertaken. Starting in 1975, Chinatown residents, led by the CCBA, worked together to plan the Wah Luck Housing Project at the corner of 6th and H Streets NW. Completed in 1982, the 153-unit Wah Luck House provides affordable housing for Chinese seniors displaced by the construction of the old Convention Center. Funding was secured through the U.S. Department of Housing and Urban Development, and the land was given by the DC government. In 1984, the DC government established the Downtown Historic District, which preserves approximately ½ of Chinatown historic structures. One of the most important initiatives to anchor Chinatown as a cultural destination and neighborhood was the construction of the Friendship Archway in 1986. This 48-foot-high, 75-foot-wide gateway is the nation's largest Chinese archway and serves as the gateway into Chinatown at H and 7th Streets, NW. Following the Archway came the creation of the Chinatown Design guidelines, to protect and promote Chinese inspired architecture in Chinatown, and the formation of the Chinatown Steering Committee to review and provide guidance on Chinatown's redevelopment. Chinatown's decline continued however, and by the late 1980s, only 25% of the businesses in Chinatown remained Chinese owned.

New challenges, new opportunities

The completion of the Verizon Center in 1997, and the Gallery Place retail and mixed-use development in 2005, created renewed economic activity and growth in Chinatown. These venues attract millions of visitors a year to Chinatown, bolstering the area's reputation as one of the region's premier nightlife and entertainment districts. While this economic prosperity has been good for many Chinese businesses. Property values and taxes in Chinatown are increasing, and there is extreme economic pressure on the remaining Chinese property owners to sell, close, or relocate their businesses.

Chinatown is facing a challenge to retain its authenticity as both the number of Asian owned businesses and residents further decreases. Today, only 30 Chinese owned businesses and less than 300 Chinese residents remain in Chinatown. But as always, the Chinese residents and business owners have worked to preserve their community. Following the completion of Gallery Place project, the Chinatown community opened the Chinatown Community Cultural Center (CCCC) to preserve and promote Chinatown and celebrate Chinese culture, history, language, and heritage.

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Threats and Opportunities Facing Chinatown DC

THREATS: **OPPORTUNITIES:**

To Developing Chinatown as a Cultural Destination



Very few cultural events and performances

Chinatown currently has very few events to draw in regional Asian Americans.



Chinatown Community Cultural Center:

A strong and growing resource for the community and visitors to experience and participate in the culture of Chinese Americans



Loss of cultural and neighborhood serving businesses and professionals

Due to Chinatown's shrinking population and high costs, it has lost many of the unique shops, medical practitioners and other cultural businesses.



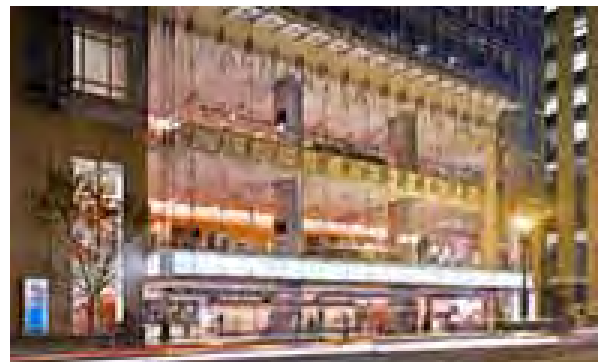
Chinatown New Year's Parade:

A major event which attracts thousands of visitors a year.



Lack of professional paid staff and capacity

Chinatown has only a few full-time professional staff. This makes planning events and programs difficult without partnerships.



Multiple performance spaces and venues:

There are multiple performance spaces in and around Chinatown including the Portrait Gallery, the Shakespeare Theatre, and the Verizon Center.

THREATS: **OPPORTUNITIES:**

To Creating a Physical Chinatown Experience



Streets and alleyways often look dirty and unmaintained:

Many residents have expressed concerns that Chinatown looks “dirty” and unmaintained. This is due to both a high level of pedestrian traffic on Chinatown streets, and difficult loading and trash disposal situations



Unique Chinese landmarks and historic buildings:

Chinatown is fortunate to have several key buildings and landmarks including the Friendship Archway, historic Chinese American buildings like the On Leong Merchants Building, and new Chinese inspired buildings like Gallery Place



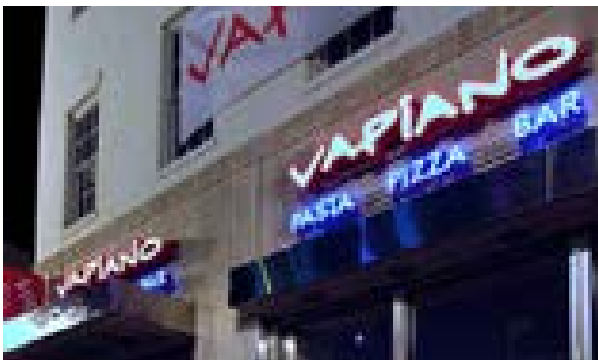
Poor maintenance & upkeep of many buildings:

Many buildings in Chinatown have peeling paint, soot and grime, and unattractive yellowing plexi-glass storefronts. These unkept buildings detract shoppers and diners from frequenting Chinatown.



Chinatown Design Review:

Chinatown Design Review ensures that all new buildings and signage are sensitive to the context of Chinatown and use Chinese inspired elements of motifs in their designs



Decreasing Chinese character:

As historic buildings and signs have been demolished, Chinatown has begun to lose parts of its traditional character.

THREATS: **OPPORTUNITIES:**

To Promoting Chinatown Businesses



High cost of doing business in Chinatown:
Many regional Asian businesses are afraid of investing in Chinatown due to the high cost of rent and the regulatory environment of DC.



Reducing variety of Chinese stores and restaurants:
Due to the loss of Chinese residents most of the businesses in Chinatown today are restaurants serving downtown workers and visitors.



Development pressure:
Development pressure from DC's growing Center City has displaced many long time Chinese business and land owners. New development and increasing property taxes also puts increasing pressure on landowners to sell.



Verizon Center and the Convention Center:
The new Convention Center and the Verizon Center attract millions of people to Chinatown each year. This influx of visitors to Chinatown has strengthened and created new opportunities for Chinatown businesses.



Central location with excellent transit access:
Chinatown is located near 93,000 daily office workers and several national attractions; it is served by the second busiest metro station, and several major bus lines, including the DC Circulator.



Growing international tourism:
DC is experiencing a growing international tourism, especially from Asian countries, which could become a very important new market for Chinatown businesses.

THREATS:

OPPORTUNITIES:

To Living In Chinatown



Many residents don't feel safe:

Due to its central location, Chinatown suffers from crime, some of which is targeted towards Asian Americans.



New and planned residential developments in and around Chinatown:

Recent residential in and around Chinatown is both expanding Chinatown's population and creating new demand for neighborhood serving retail.



Lack of Asian oriented goods and services (such as a grocery store):

Due to Chinatown's small Chinese population, it can no longer support neighborhood serving Asian themed stores.



Chinatown Park:

While unmaintained, the park at 5th and I streets has the potential to be a great neighborhood park.



Lack of Asian oriented community services:

Due to a lack of Chinese speaking professionals, it is difficult for Chinese speaking residents to access basic services like medical care or the library.

THREATS: OPPORTUNITIES: To Working Together

CRC On Leong Merchants Association

CCCC

CCBA

Family Associations

CSC

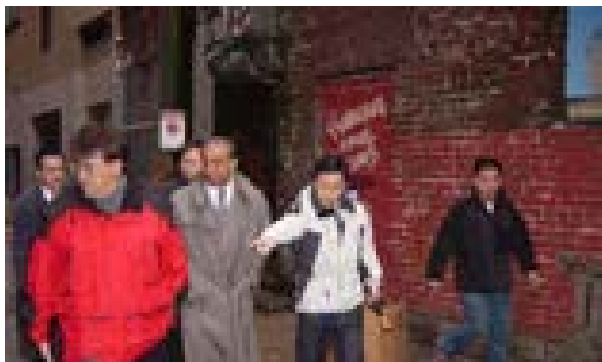
Chinatown has fractured representation:

Chinatown has many different organizations which represent different groups or interests. This makes collective organization and cooperation difficult.



Lack of youth involvement or participation:

There are almost no Chinese youth living in Chinatown. Additionally, there are currently only a few active ties to youth groups in the region.



Lack of representation for Asian Merchants:

Chinatown merchants have no organized way to advocate for their concerns or promote their business district.



Strong neighborhood institutions:

Chinatown is fortunate to have several strong institutions with dedicated leaders including: the Asian Senior Service Center and the Chinese Community Church.



Dedicated Stakeholders and Individuals:

During the CCDS process scores of individuals continually showed returned to support and plan Chinatown's future

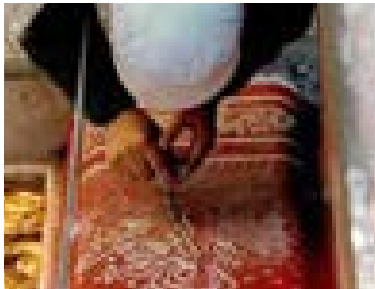
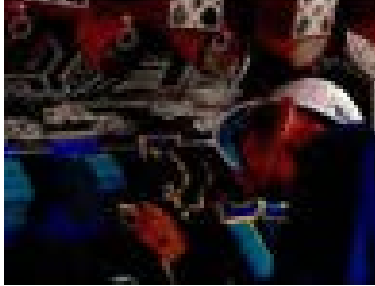
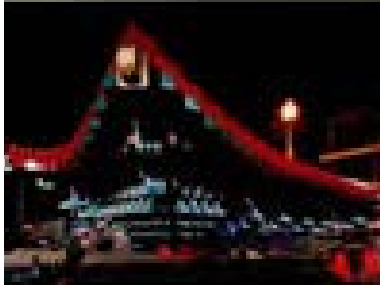
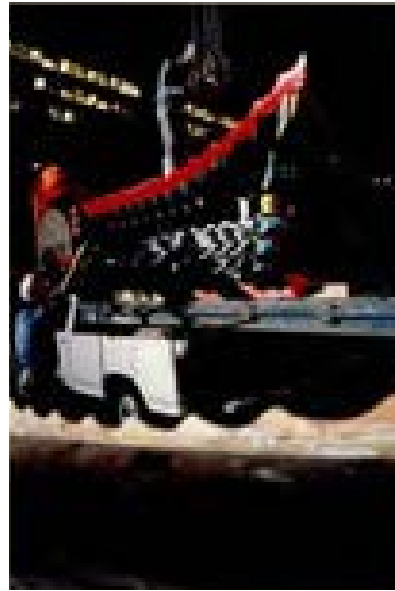


Strong regional connections and interest:

Chinatown benefits from a strong interest by regional Chinese Americans

Construction of the Chinatown Friendship Archway

Photos courtesy of Alfred Liu



Chinatown: Planning Context

The DC Comprehensive Plan

The 2006 Comprehensive Plan for the National Capital provides a backdrop for the Chinatown Cultural Development Strategy, not only in its core policy goals for the District as a whole, but also in more specific policies and actions for Center City and Chinatown itself. The core goals serve the Comprehensive Plan's broad objective of setting the stage for the District "to be a more inclusive city – to ensure that economic opportunities reach all our residents, and to protect and conserve things we value most about communities." In respect to Chinatown, the Comprehensive Plan gives direction and emphasis to this objective by promoting the expansion "of opportunities for small, local, and minority businesses" and encouraging the creation of "destination retail districts that specializes in unique goods and services".

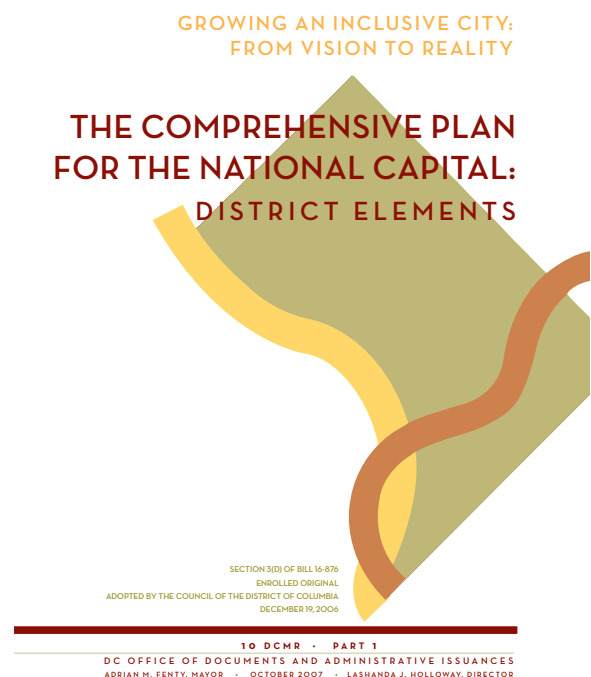
The Comprehensive Plan provides specific guidance for the Chinatown Area in the Central Washington Area chapter. The plan recognizes Chinatown's "struggle to retain its identity" and recommends five policies (listed below) to tackle this issue:

- "Sustaining Chinatown" as a thriving Downtown community
- "Protecting Chinatown as a Viable Community" and place to live
- Reinforcing the identity of "Chinatown's Architectural Character"
- Support "Chinatown's Wholesaling" businesses
- Enhance "Chinatown as a Destination"

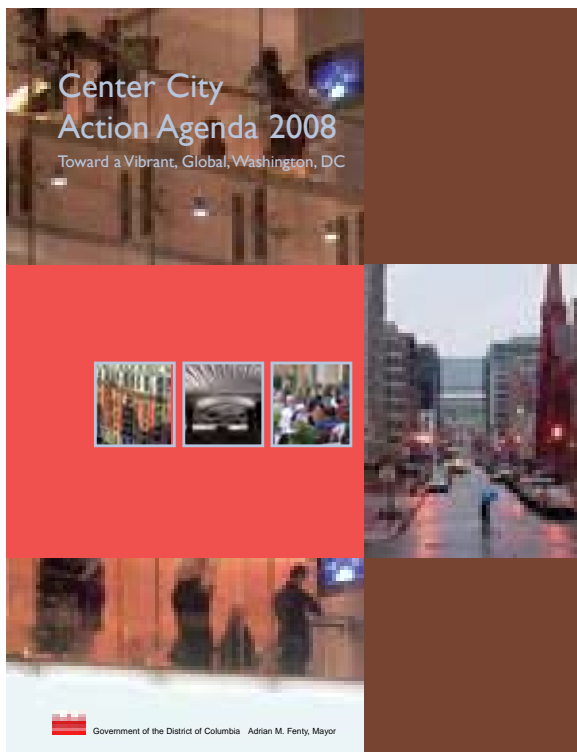
The five policies listed above form the basis for the Chinatown Cultural Development Strategy and inform the recommendations contained in it.

Center City Action Agenda 2008

The Center City Action Agenda provides a comprehensive strategy for capitalizing and directing opportunities in DC's Center City for redevelopment and growth. As part of a series of center city planning efforts, the Action Agenda has helped



Cover of the The 2006 Comprehensive Plan for the National Capital.



Cover of the The Center City Action Agenda 2008.

direct DC’s downtown into a living and entertainment draw with significant economic benefit to the District. This includes positive tax revenue (less expenses for servicing downtown) of over \$630 million per year. The Action Agenda focuses on four main objectives for the next 5 years:

- Providing for “DC Residents First” with a rich mix of housing an amenities to support Downtown living.
- Creating a series of “Great Places and Experiences” within unique districts and neighborhoods
- “Sustainable, Globally Competitive, and Locally Prosperous”
- “Transportation Choice and Walkable Streets”

Chinatown is one of the great places in Center City DC and the Action Agenda’s focus on creating great places, supporting residential living, and creating walkable streets are key foundations for Chinatown’s success. The Action Agenda also recognizes the critical need for public investment in Center City and its neighborhoods, like Chinatown, to ensure their continued success as neighborhoods and their economic contribution to the larger DC community.

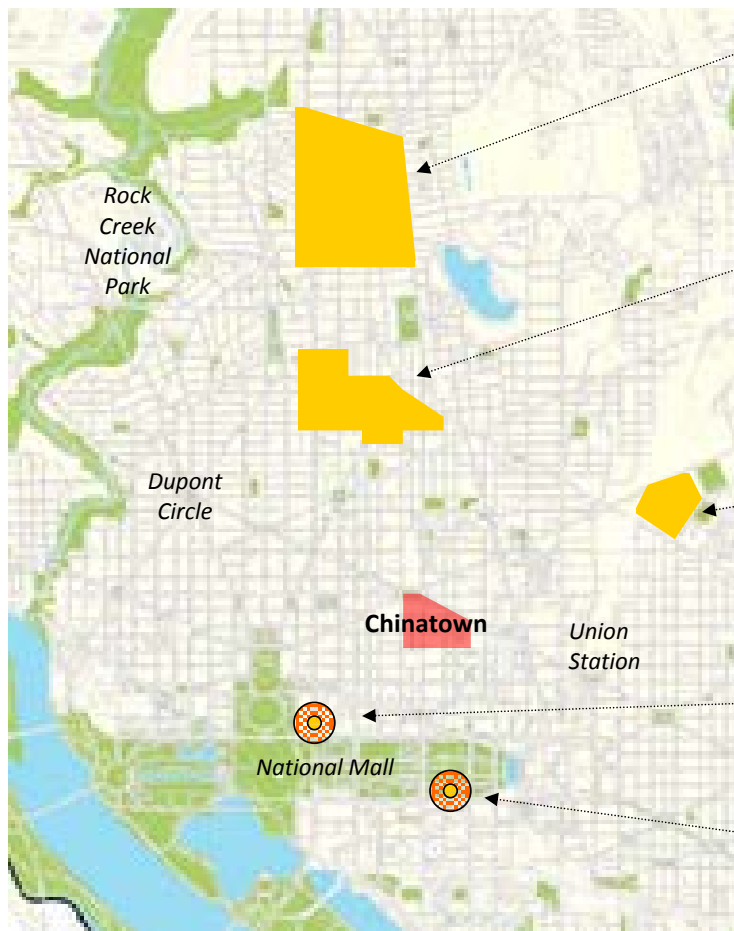


Center City Neighborhoods Cultivating Distinction: Distinct character areas and diverse destinations make Center City a place to explore and experience authentic differences.

From Comprehensive Plan to Chinatown Cultural Development Strategy

The 2006 Comprehensive plan recommends three key actions to strengthen Chinatown. The first action is to continue and improve the Chinatown design review process. This action is continually being overseen by the Office of Planning and detailed recommendations on how to complete this action are contained in the Chinatown Cultural Development Strategy. The second action specified in the Comprehensive Plan is to redesign, with a Chinese landscape theme, the Chinese Park at 5th and Massachusetts Avenue. The Chinatown Cultural Development Strategy provides detailed actions steps to begin implementation of this action. The third action is to conduct a best practices study to analyze “what other cities have done to conserve ethnic business districts (particularly central city “Chinatowns”).” The Comprehensive Plan recommends that this subsequent study should look at how the District “through land use and urban design decisions, regulatory controls, business development and economic assistance, and tourist promotion.” to conserve and revitalize Chinatown. The Chinatown Cultural Development Strategy represents the fulfillment of this Comprehensive Plan action.

DC Destinations That Express Ethnicity



Columbia Heights: Today this neighborhood is rich with an abundance of Hispanic/ Latino social and cultural assets, like the GALA Hispanic Theater, as well as many businesses and restaurants.

Greater U Street Historic District and Heritage Trail: The historic center of the city's African-American culture and civil rights movement, with cultural facilities like the Lincoln Theater, is also home to many Ethiopian businesses.

Florida Avenue Market: This market houses a diverse mix of recent immigrant whole-sale owners, African-American operators, and has an agglomeration of Chinese and Korean owned businesses.

Smithsonian National Museum of African American History and Culture (future location)

Smithsonian National Museum of the American Indian

The District of Columbia and partnering organizations have taken action to strengthen ethnic districts and neighborhoods through efforts like Heritage Trail planning, the DUKE Plan for Greater Shaw/ U Street and the Florida Avenue Market Study. National ethnic and cultural facilities include the Smithsonian National Museum of African American History and Culture and the Smithsonian National Museum of the American Indian.



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Five Goals of Chinatown



1 Developing Chinatown as a Cultural Destination
將中國城發展成為一個文化中心



2 Creating a Physical Chinatown Experience
創造一個物質與感官上的中國城



3 Promoting Chinatown Businesses
促進中國城的商業發展



4 Living in Chinatown
生活在中國城



5 Working Together
團結協作

Summary Of Goals And Actions



Developing Chinatown as a Cultural Destination	Creating a Physical Chinatown Experience
Culture is the Key to Strengthening Chinatown	Enhancing the Way Chinatown Looks and Feels
<p>Key Actions</p> <ul style="list-style-type: none"> 1.1 Develop an Asian street market festival 1.2 Work with Cultural Tourism DC to develop a year-long calendar of programmed Asian-themed events 1.3 Begin development of an Asia Center <p>Additional Actions</p> <ul style="list-style-type: none"> 1.4 Develop a marketing effort for Chinatown that promotes it as a cultural place for everybody 1.5 Increase Chinatown’s online presence by creating a website or other social networking accounts to help reach out to a wider audience 1.6 Develop a rotating storefront space (and other temporary event space) for Asian embassies to showcase cultural events and programming in Chinatown 1.7 Establish a Chinatown Artist in Residency Program 1.8 Program year- around events for Chinatown Park 1.9 Work with neighboring institutions such as the Goethe Institute and the American Museum of Art to host Asian events and programs 1.10 Establish an Asian culinary school 	<p>Key Actions</p> <ul style="list-style-type: none"> 2.1 Promote creative signage and storefront design 2.2 Create a public realm master plan for Chinatown <p>Additional Actions</p> <ul style="list-style-type: none"> 2.3 Create a framework for business and way-finding signs in Chinatown that further activate the streetscape 2.4 Utilize vacant storefronts and empty lots for art displays or other temporary exhibits 2.5 Consolidate service vehicle access and trash storage/ removal so that sidewalks are available for pedestrian use, and screen trash and loading areas from public view 2.6 Work with property owners and the Downtown BID coordinate efforts to ensure proper street & alley maintenance & cleaning 2.7 Update the Chinatown design guidelines and strengthen the Chinatown design review process 2.8 Install additional Chinese themed streetscape elements and other decorative amenities. 2.9 Revise historic designation to reflect the historic significance of the Chinese American settlement in the 1930s to present

Promoting Chinatown Businesses

Living In Chinatown

Working Together

Creating A Diverse and Successful Asian Business District	Supporting Chinatown's Residents	Cultivating Strong, Unifying Leaders and Organizations for Chinatown Residents and Businesses
<p>Key Actions</p> <ol style="list-style-type: none"> 1. Vending Development Zone 2. Designate Chinatown as a Special Cultural District <p>Additional Actions</p> <ol style="list-style-type: none"> 3.3 Attract signature Asian themed eating establishments to Chinatown 3.4 Develop a space or storefront that can house many small shops or "micro retail space" for small Asian businesses to allow them develop and grow 3.5 Strategically redevelop and package second floor spaces of Chinatown buildings to lease to Asian cultural professionals, practitioners and specialty goods and service providers 3.6 Develop a small retail space to act as an incubator or showcase for unique international Asian goods and retailers 3.7 Organize a "moving feast" event to promote Asian American cuisine and Chinatown restaurants 3.8 Develop collective and coordinated marketing support for small Chinatown merchants 3.9 Organize a task force that will be in charge of bringing in Asian investments and retailers 3.10 Partner with Washington DC Economic Partnership to add a neighborhood profile for Chinatown which can be used for marketing to attract new Asian businesses 	<p>Key Actions</p> <ol style="list-style-type: none"> 4.1 Transform Chinatown Park into a great neighborhood park 4.2 Locate a space for a Chinese charter school or satellite campus in Chinatown <p>Additional Actions</p> <ol style="list-style-type: none"> 4.3 Work with the city and property owners to install lighting on buildings and in alleyways 4.4 Create safer bus loading areas in Chinatown 4.5 Work with retail/pharmacy chains (e.g., CVS) about having Chinese bilingual staff or doctors during regular business hours 4.6 Work with DC government agencies to provide more interpretation services for critical services 4.7 Work with intercity Chinatown bus companies to provide regular free transportation to suburban Asian grocery stores for the seniors 4.8 Seek investors with national and international resources to create cultural specific retirement care facility 4.9 Explore affordability incentives for families to live in Chinatown 4.10 Work with the Downtown BID and the Downtown Neighborhood Association to beautify the streets through planted tree/flower boxes, lamp posts, and swept streets 	<p>Key Actions</p> <ol style="list-style-type: none"> 5.1 Establish a quarterly Chinatown Community Forum to track the progress of the CCDS 5.2 Developing a Chinatown business council or Chinatown merchant's association <p>Additional Actions</p> <ol style="list-style-type: none"> 5.3 Locate and develop a more visible community activity space 5.4 Work together to reach out to local and national affordable housing advocacy groups and build coalition to support downtown affordable family housing opportunities 5.5 Work with regional and suburban Asian associations to make DC Chinatown a regional destination and channel more cultural performances and events to Downtown DC 5.6 Create a reciprocal/mutual volunteer program between local schools (inc. public, charter, private, universities, and colleges) and the Chinatown community 5.7 Attend national conferences to build relationships with national community organizations and share resources

1

將中國城發展成為一個文化中心

DEVELOP CHINATOWN AS A CULTURAL DESTINATION

Promote Chinatown DC as THE Place to Experience Chinese American and Asian Culture in the Washington Region

Establishing DC's Chinatown as the principal destination in the metropolitan area for experiencing Chinese American and contemporary Asian culture is the goal shared by all those involved. Early each winter Chinatown transforms into a pedestrian-only place of culture and celebration as visitors flood the streets to watch the Chinese New Year's Parade unfold in Chinatown, marking the most important day of the year and drawing visitors from the entire region. The Chinese New Year celebration illustrates the potential for the success of additional events throughout the year, perhaps according to a carefully programmed calendar of recurring annual events. As the region's only outdoor public space for holding events and festivals in an Asian ethnic neighborhood, Chinatown DC has the potential to capture this energy and excitement with additional celebrations,

events, and programs, under and around the dramatic Friendship Archway.

Street markets, public performances, educational demonstrations, films, and festivals offer visitors and residents a perennial opportunity to become engaged in Chinatown's offerings and explore the deeper meaning and spirit of the Asian culture. Expanding Collaborations with organizations such as the Downtown Events Corporation, the Penn Quarter Neighborhood Association, DC Cultural Tourism and the Goethe Institute could add a Chinese cultural dimension to Arts on Foot, Cherry Blossom Festival, Taste of DC, and DC Film Fest as a starting point for adding Asian cultural events to the annual calendar of Center City activities.

Authentic Asian businesses also contribute to Chinatown's cultural identity. Traditional Chinese healing arts, therapies, and medicinal practices, specialty Asian foods, contemporary products from the world's Asian cultures,



Chinese New Year Parade, DC Chinatown, 1997



Dana Tai Soon Burgess & Co., Washington DC

Chinese art galleries, and traditional stores and restaurants can combine to create an economic cluster that comprises cultural identity and provides an enriched array of services and attractions to the residents of downtown and the District and their visitors. This type of cluster offers an experience and wealth of products that currently cannot be found anywhere in the city and has the most potential at this location.

Opportunities exist for Asian embassies and organizations with an existing presence in DC to enlarge the window into the exciting world of Asian energy and spirit, culture and experience with temporary exhibitions, contemporary product displays, and cultural events in Chinatown. These embassies and missions of the Asian countries and other international partners are interested in Chinatown DC's potential as a bridge to and a locus for contemporary Asian culture, design expression, and experience.

While the actual streets of Chinatown provide a setting for cultural events, so do the neighboring cultural institutions. Situated adjacent to the Verizon Center; the Harmon Center for the Arts and Shakespeare Theatre Company; the National Portrait Gallery; the Smithsonian American Museum of Art and spectacular Kogod Courtyard; the Historical Society of Washington DC; and Pepco's Edison Place Gallery; provide venues and partnership opportunities in programming cultural events, exhibits, and performances. Chinatown currently lacks an auditorium space, making these partnerships necessary in order to hold Asian cultural events to achieve the dynamic, current, relevant, as well as traditional Chinatown envisioned in this strategy.



Asia Fiesta, Washington DC. Photo Credit: Asia Heritage

Key Actions

- 1.1 Develop an Asian street market festival
- 1.2 Work with Cultural Tourism DC to develop a year-long calendar of programmed Asian-themed events
- 1.3 Begin development of an Asia Center

Additional Actions

- 1.4 Develop a marketing effort for Chinatown that promotes it as a cultural place for everybody
- 1.5 Increase Chinatown's online presence by creating a website or other social networking accounts to help reach out to a wider audience
- 1.6 Develop a rotating storefront space (and other temporary event space) for Asian embassies to showcase cultural events and programming in Chinatown
- 1.7 Establish a Chinatown Artist in Residency Program
- 1.8 Program year-around events for Chinatown Park
- 1.9 Work with neighboring institutions such as the Goethe Institute and the American Museum of Art to host Asian events and programs
- 1.10 Establish an Asian culinary school



Photo credit: Asian Seniors Center

KEY ACTION #1: Develop an Asian street market

What is it?

An Asian Street Market would be a regular weekly or monthly event in Chinatown that comprised a collection craft or food vendors displaying Asian goods and produce in temporary stalls. Ideally, a widened sidewalk or a temporarily closed highly visible street such as I or H Street would host the street market. The street market would require only a small amount of infrastructure or capital to start, and vendor fees, sponsorships, and grants would be fund ongoing costs

Having a regular Asian street market in Chinatown would act as a major building block for solving two major needs in Chinatown: resident's need for affordable Asian produce and goods, and a need for more events and festivals that attract new visitors. Chinatown area residents currently lack access to an Asian grocer and many travel to the suburbs to shop for basic goods and services, this has the effect of reducing their spending in the Chinatown area to around 20% of their total spending on basic shopper's goods. While a street market selling Asian produce would not replicate a grocery store, it would begin to provide local access to these goods, and show market demand for them to potential retailers.

A street market would also be a draw for visitors and spectators who come to look at the array of exotic produce and shop for crafts and specialty items. A Chinatown Asian Street Market would be a unique draw for local DC residents, regional residents, and Asian Americans. Currently festivals in Chinatown often feature vending booths of Asian crafts, but there is no regular Asian street market in DC Chinatown or in the region as a whole.

A successful market will increase the public perception of activity in Chinatown and can serve as a catalyst for many future activities. By increasing the exposure of Chinatown, a street market will create new demand for Asian businesses and services. Businesses that are part of the street market can also grow and potentially move into more permanent storefront space. Developing, operating, and promoting the street market will build the organization capacity and strength to carry out larger events and festivals such as a night market or a lantern festival.

Why It's Important

- Creates a unique event which could draw regional residents to shop and dine in DC Chinatown
- Provides opportunities for new Asian small businesses to grow and develop innovative product lines
- Provides an option for fresh Asian groceries for residents of Chinatown, downtown workers and residents, and the entire District

How to make it happen

Form of an exploratory committee of Chinatown stakeholders to investigate and develop a business plan for the street market. This committee would be responsible for carrying out the following items:

- Form partnerships with groups like the Penn Quarter Neighborhood Association which have expertise in organizing and managing street markets
- Designating individuals to manage event logistics, vendor contracting, government permits, and other key items
- Securing “seed” funding from local businesses, organizations, and sponsorships



Farmer's Market, Boston MA

SUNDAY APRIL 12TH

Special event featuring
a performance by the
Sponsored by Folio Asia Student Association (FASA)

TUESDAY APRIL 14TH

Workshop featuring a panel
of speakers from the
Sponsored by Folio Asia Student Association (FASA)

THURSDAY APRIL 16TH

Workshop featuring a panel
of speakers from the
Sponsored by the Asian Pacific American Coalition (APAC)

Workshop featuring a panel
of speakers from the
Sponsored by the National Department of Modern
and Classical Languages

FRIDAY APRIL 17TH

Workshop featuring a panel
of speakers from the
Sponsored by Museum Dining Services

Workshop featuring a panel
of speakers from the
Sponsored by Folio Asia Student Association (FASA)

SATURDAY APRIL 18TH

Special event featuring
a performance by the
Sponsored by Folio Asia Student Association (FASA)



Photo credit: George Mason University

KEY ACTION #2: Work with Cultural Tourism DC to develop a year-long Calendar of programmed Asian-themed events

What is it?

Cultural Tourism DC anticipates working with community leaders, District government agencies, and other partners to develop an ambitious year-long program of events that portray Asian culture and promote it to the larger community. Events could occur in Chinatown as well as other locations throughout the District. This will most likely need to be a 3-year approach with largely public funding the first year and decreasing public support the following two years. This program could be clustered under the concept of “Experience Chinatown/Museum LIVE” or some other evocative label that “opens the doors” to Asian culture and the Chinese American experience. There is the potential to engage the missions and embassies though generally they do not have large budgets or large staffs.

Why It's Important

- Anchors the identity of Chinatown DC as the place for Asian culture and business
- Adds an array of exciting events to the Chinatown experience with the potential to increasingly draw local, regional, national and international tourists

- Exploits the synergy between cultural development, economic development, and tourism
- Builds the capacity of the key stakeholders committed to advancing Chinatown DC as a thriving destination district
- Further establishes Chinatown “clearing house” for information on Asian culture and events throughout the District and the region

How to make it happen

1. Cultural Tourism DC will work with the key stakeholders, the Office of Planning and Mayor’s Office on Asian and Pacific Islanders Affairs to prepare a proposal
2. The Mayor’s Office on Asian and Pacific Islanders Affairs and the Office of Planning will organize initial meetings, ensuring that the right partners are at the table
3. The Office of Planning takes the lead in identifying a funding source for the initial year of the program
4. Chinatown stakeholders and community organizations working with Cultural Tourism DC will identify additional funding sources and do fundraising and apply for grants

Timeframe:

Can start Immediately. Kick-off meeting tentatively scheduled for July 9, 2009 but contingent on availability of funding. The unveiling of the calendar and the launch of initial events are planned for mid- late 2010.



Several major cultural institutions with theater, exhibit, performance, and rehearsal space are adjacent to or within a short distance of Chinatown. They offer prime opportunities to collaborate on programming concepts and to share facilities, equipment, marketing and promotion.





House of Sweden, Washington DC



Kogod Courtyard, Smithsonian Institution National Portrait Gallery Museum

KEY ACTION #3: Begin development of an Asia center

What is it?

An Asia Center would be an international commercial emporium and cultural institution that provided an exciting place to experience products and culture of contemporary Asia, as well as experience the history of the Chinese American experience. The place could take various forms from a cultural institution in Chinatown to an embassy/foreign delegation partnership located near the National Mall. The center could also be developed in parts and grow into a full institution. The Asia center would be comprised of many elements including the following:

- Community facilities for Chinatown neighborhood gatherings, and activities
- Exhibition and performance space to display Chinese American and Asian arts, history, and culture
- An information center to help orient visitors and tourists
- Retail incubator space to showcase contemporary Asian merchants, products, and services

Why It's Important

- Provides dedicated space for cultural activities and enhance Chinatown's ability to attract and serve both tourists and local residents alike
- Provides a physical historical record of Chinatown and the Chinese American Experience for international, national, and regional visitors
- Provides a novel way to display and sell unique Asian goods with low overhead costs for merchants.

- Creates a destination attraction in Chinatown for visitors and tourists, which could have tremendous spin-off effect

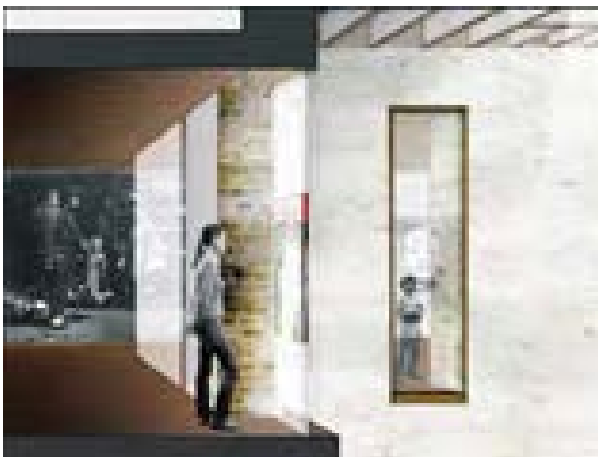
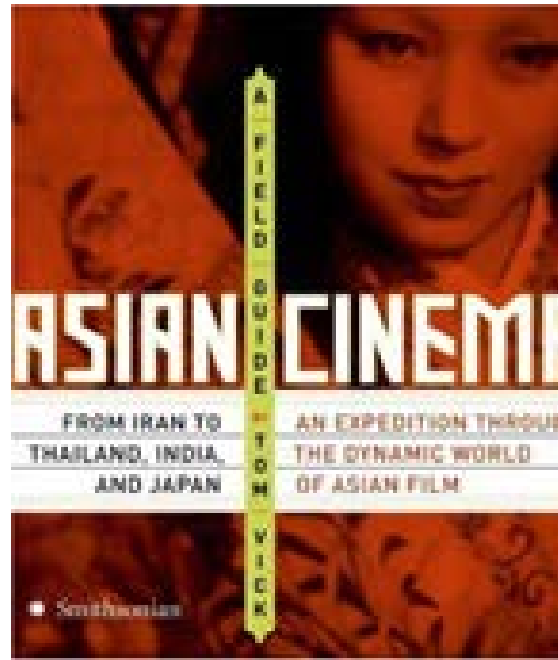
How to make it happen

1. Work with the various embassies and other foreign organizations to create an Asian cultural space in Chinatown
2. Work with developers and property owners to identify potential sites
3. Explore the creation interior block project on H street by combining the alleys and real lots of properties
4. Develop the capacity of the Community Activity Center into an organization with professional staff to develop the mission, goals, and fundraising efforts
5. Reach out to national Asian groups to raise funds for planning, design, and construction of the building or space
6. Develop relationships with established museums and institutions like the Smithsonian to help with programming and exhibits
7. Work with embassies and other international partners to develop Chinatown’s role as a bridge to modern Asian culture and design

Timeframe:

The development of the Asia Center is a long-term project that will happen in a series of steps. Immediately, Chinatown task force members can begin locating space for the Community Activity Center that would act as a stepping-stone to achieving the larger Asia Center. This could happen in the next 2 - 3 years depending on when available space can be found and money fundraised.

Many of the pieces of the Asia Center can also develop separately in smaller storefront spaces before joining in the larger institution. Specifically the “incubox” concept, in the Promoting Business in Chinatown section, can develop into the retail showcase for contemporary Asian goods.



Promote and Publicize Chinatown's Role as the Center of the Asian Cultural Experience in the Washington Region

1.4 - Develop a marketing effort for Chinatown that promotes it as a cultural place for everybody

What is it?

Chinatown has a wealth of cultural activities, programs, and events that can be promoted and celebrated. In addition, it can assume the role of a communication "clearing house" for all Asian Cultural activities in Washington DC and the region. Many of these events have strong followings, while others are less so. One key to building these events and increasing attendance is wider more coordinated promotion and marketing. With concerted strong marketing initiatives Chinatown can tap into the 1.4 million regional residents who live just in and around the District. Chinatown has already begun this effort by creating a map of Chinatown and having a well organized events website. A marketing or promotions campaign expands this effort in a coordinated way by branding the effort, advertising in select media outlets, using large public events to promote Chinatown culture, and using other direct and online marketing techniques. A public relations firm would typically be hired or volunteer its time to manage and design a marketing campaign.

Why it's important

- Promotion, marketing and ongoing communication increases attendance and participation in Chinatown cultural events.
- Increased attendance and visitors establishes Chinatown as a regional anchor for cultural programming and experiences.

How to make it happen

1. Seek advice from other local groups such as Penn Quarter Neighborhood Association, Cultural Tourism DC, and Destination DC on how to develop and coordinate an ongoing communications and marketing program.
2. Hire a public relations firm to design a marketing plan or seek out donation of services from individuals with public relations experience.
3. Implement marketing plan through purchasing ads in key media sources, online marketing, and other activities.
4. More fully utilize the video monitors at Gallery Place to communicate events and activities in Chinatown.

1.5 - Increase Chinatown's online presence by creating a website or other social networking accounts to help reach out to a wider audience

What is it?

Currently many Chinatown groups have websites, but there is no website for Chinatown itself. A DC Chinatown website with downloadable or interactive maps and brochures, links to Chinatown organizations, and a constantly-maintained cultural events calendar will provide an efficient, up to date and inexpensive way to communicate Chinatown's offerings to a wide audience. It also allows tourists and visitors to explore Chinatown and plan a visit before arriving in Washington. Establishing a virtual presence on social networking sites such as Facebook, Twitter and MySpace will allow younger generations to show their support for Chinatown and its organizations. Chinatown Cultural Community Center's website and neighborhood map serve as an excellent first step towards realizing this action.

Why it's important

- A Chinatown web site will expand interest and knowledge of Chinatown by increasing awareness of its cultural offerings.
- Its an efficient way to communicate what's going on in Chinatown to a wide and diverse audience

How to make it happen

1. Recruit a group of volunteers to establish the Chinatown website, and monitor a DC Chinatown presence on Facebook, Twitter, etc.
2. Raise funds for hardware and web-hosting costs
3. Launch a DC Chinatown website and teach community leaders how to maintain it
4. Develop maps and brochures featuring cultural attractions and events in Chinatown that can be accessed from the website

ADDITIONAL ACTIONS

Enhance Chinatown as a Destination for International Cultural Offerings and Programs

1.6 - Develop a rotating storefront space (and other temporary event space) for Asian embassies to showcase cultural events and programming in Chinatown

What is it?

Most Asian embassies have developed programming to support cultural exchange and awareness of their countries. But most of them currently provide little programming outside their embassies for cost and logistic reasons. A few countries have begun to expand this programming into larger facilities that have museum quality experiences, specialized shopping venues, along with unique cafes and restaurants. As a first step to promoting the development of facilities like these in Chinatown, Chinatown groups could work to provide space in Chinatown to display or host programming provided by Asian embassies. This could be organized in a single storefront which would rotate its contents on a periodic basis. A first step before providing a storefront space could be creating temporary exhibit space at events and festivals for embassies to program.

Why it's important

- This action is the first step to developing a permanent cultural facility like the Asia Center (Key Action 1.3) which would create a significant cultural and tourist attraction for Chinatown
- Provides Chinatown with unique international experiences and events which draw in new visitors such as international tourists

How to make it happen

1. Begin by providing free space at Chinatown events for Asian embassies to display programming. Work with Cultural Tourism DC to reach out to embassies and plan events
2. Work with local property owners to locate a storefront space and begin fundraising or grant writing
3. Work with Cultural Tourism DC to program storefront space with Asian embassies events and exhibits

ADDITIONAL ACTIONS

Commemorate the Asian American Experience through Programming and the Creative Arts

1.7 - Establish a Chinatown artist in residency program

What is it?

An artist in residency program sponsors an artist to live in a community for 1 or 2 years and produce artwork. They are usually provided housing and a yearly stipend to support themselves. Often the artist sells their artwork in local galleries, and is required to donate a number of pieces to the community to help develop a museum facility. Artist in Residency programs have been very successful in a number of communities at creating spinoff economic development and nurturing successful artistic scenes complete with galleries and museums. For example, DC government's Poet in Residence, Dolores Kendrick worked with Washington Metropolitan Area Authority to place student poetry on public buses. A Chinatown Artist Residency Program would support an Asian or Chinese American artist who would produce artwork reflecting on Chinatown and the Chinese American experience or contemporary Asian culture.

Why it's important

- Commemorate the Chinese American experience
- An artist in residency program is an inexpensive way to develop unique cultural production in Chinatown
- Helps create a "buzz" which could support other types of cultural economic development
- It is a good incubator for developing galleries and museums with the right supporting actions

How to make it happen

1. Begin by researching other artist in residency programs to see what works and what doesn't
2. Locate space and secure funding through grants or donations
3. Market and promote program to Master of Fine Arts Programs

1.8 - Program year-around events for Chinatown Park

What is it?

Outdoor events and activities are inexpensive ways to bring people to Chinatown and provide innovative cultural offerings. Such events can include craft markets, outdoor film series, musical performances, and exercise groups. These events can both help support Chinatown businesses by bringing more patrons that are interested in Asian food, products, and services, but also help build larger cultural programming in Chinatown like museums and galleries. Closing streets in Chinatown is not practical for frequent activities, but Chinatown Park can be utilized almost immediately with the proper permits. Additionally, the Park is close to being funded for improvements which will make it even more attractive for more gatherings and events.

Why it's important

- An inexpensive and effective means a creating events which draw people to Chinatown and help Chinatown businesses
- Will increase the safety of Chinatown by bringing active uses to a currently under used space
- Programming and bringing users to the park will also help in the effort to develop a more Chinese themed design for the Park

How to make it happen

1. Begin holding regular outdoor Tai Chi exercise sessions in the Park weekly in addition to the ones held thrice a week at the Chinatown Cultural Community Center
2. Develop an initial event such as a film series or craft market
3. Work with the National Park Service to obtain permits for culture events and activities

ADDITIONAL ACTIONS

Develop Temporary and Permanent Facilities to Host Performances, Museums, Art & Other Cultural Offerings

1.9 - Work with neighboring institutions such as the Goethe Institute and the American Museum of Art to host Asian events and programs

What is it?

Washington DC is well known for its access to prominent museums and rich cultural offerings which draw over 15 million domestic and 1.2 million international tourists throughout the year. DC Chinatown would greatly benefit from these resources especially with its location (i.e., walking distance to the National Portrait Gallery and the Goethe Institute). Forming partnerships with these institutions allows community groups to organize at a larger scale and reach a broader audience, promoting Chinatown and Asian programs like Asian film festivals; lunar New Year celebrations and others Asian American focused events.

Why it's important

- Forming stronger partnerships with other institutions creates additional resources (volunteers, funding and etc)
- Organizations can host/organize large scale event with increased space from institution thus reaching a broader audience.
- Large scale events increase the visibility of Chinatown.

How to make it happen

1. Initiate contacts with neighboring institutions and find out how Chinatown can partner on some of their existing programs and brainstorm with them for new program ideas.
2. Establish an annual joint program (e.g., APA Film Festival or Lunar New Year Celebration)

1.10 - Establish an Asian culinary school

What is it?

An Asian culinary school in Chinatown will encourage a culture of innovative Asian cuisine in Chinatown. It will establish Chinatown as the regional authority on Asian gastronomy. Culinary programming has the potential to support and engage Chinatown restaurants, and it will provide a regional (and perhaps national) draw to DC Chinatown for both serious culinary students and those wishing to pursue recreational culinary instruction. Programming can begin in the short term by partnering with existing culinary schools like Zola.

Why it's important

- Gives Chinatown unique regional offering by drawing variety of talented culinary students and enthusiasts
- Supports the establishment higher quality restaurants and retail in Chinatown by creating competition for more innovation

How to make it happen

1. Create a consortium of Chinatown restaurants and establish a cooking class series held in their kitchens to establish culinary instruction in Chinatown Create a coalition of Chinatown restaurants to organize, plan and fundraise
2. Conduct a study to determine programming needs, space requirements and cost for a culinary institute in Chinatown
3. Solicit the assistance of celebrity chefs, such as Martin Yan of San Francisco, Ming Tsai of Boston, and visiting chefs of Asian embassies, to support, sponsor, and or provide demonstration events that will draw attention to, and investment towards, a culinary school and Chinatown.

ADDITIONAL ACTIONS

2

CREATING A PHYSICAL CHINATOWN EXPERIENCE

創造一個物質與感官上的中國城

Develop the Buildings and Public Spaces of Chinatown as the LIVE Stage of Chinese American Culture

Throughout this planning effort, participants expressed the desire that DC Chinatown look and feel more like a Chinatown, with bustling streets filled with residents, visitors, shoppers and vendors. Interesting experiences unfolding on Chinatown's streets, warm cooking smells, the sounds of life, colorful signage, inviting storefronts, unique buildings and varied textures – all these reflect traditional and contemporary Chinese American culture and contribute to the Chinatown street experience, forming the heart of Chinese and Asian culture in Washington.

Currently, Chinatown's public spaces—its streets, sidewalks and open spaces—do not fully support the cultural identity, desired activity and commercial exchange of the envisioned Chinatown DC. Few places exist for street entertainment, vending carts, cafes, and in some places, there is not even comfortable sidewalk space

for couples walking. Developing an inviting streetscape includes addressing lighting, paving material and pattern, street furniture, and even widening sidewalks in some areas of Chinatown in order to accommodate a variety of activities -- walking, sitting, outdoor dining, sidewalk selling, and street performance. Thoughtful designs for Chinatown's lighting, sidewalk furniture, paving materials and signage, and a corresponding investment in the construction and ongoing maintenance requires coordination between property owners, business owners, the Downtown BID, and various District government agencies.

Chinatown's architecture, storefronts, window displays, signs, façade lighting, and other design elements play an important role in creating the Chinatown street experience, yet we miss this opportunity for creativity. Chinatown DC gains much of its Chinese character through its signage --- a vibrant backdrop of layer upon layer of active and colorful, vertically oriented signage, traditionally associated with Chinese



commercial areas in the United States and throughout the world. Here too opportunities exist for a richer and more varied visual experience.

Chinatown Design Review, mandated through District Government Regulations, currently promotes and encourages Chinese character in building design and signage, based on the Chinatown Design Guidelines. This process, sometimes misunderstood and ignored by property and business owners, requires adequate enforcement mechanisms and permitting processes within District government agencies to advance the visual qualities of Chinatown that we see today and to encourage greater creativity and variety. Revised guidelines would encourage fresh, contemporary Chinese design as well as traditional design. Despite some successes, improving the visual and physical experience gets very complicated when it means meeting the design requirements of three different processes: Chinatown Regulations, the Downtown Historic District, and Gallery Place Signage. Streamlining and coordination, increased communication with property and business owners, and the development of procedures for enforcement, have the potential to produce more creative and inviting architecture, design, signage and displays.

Chinatown can become a place of even greater excitement and curiosity, as well as a forum for the exchange of cultural knowledge and experience. Though some sensations are intangible, we can reinforce them by working to improve the physical aspects of the Chinatown. Chinatown business owners expressing themselves freely and authentically in Chinese calligraphy and expanding their operations with sidewalk vending or seating, dynamic storefronts, and commercial displays that employ color and a variety of Chinese inspired designs, are all key to strengthening the Chinatown street experience.



Key Actions

- 2.1 Promote creative signage and storefront design
- 2.2 Create a public realm master plan for Chinatown

Additional Actions

- 2.3 Create a framework for business and way-finding signs in Chinatown that further activate the streetscape
- 2.4 Utilize vacant storefronts and empty lots for art displays or other temporary exhibits
- 2.5 Consolidate service vehicle access and trash storage/removal so that sidewalks are available for pedestrian use, and screen trash and loading areas from public view
- 2.6 Work with property owners and the Downtown BID coordinate efforts to ensure proper street & alley maintenance & cleaning
- 2.7 Update the Chinatown design guidelines and strengthen the Chinatown design review process
- 2.8 Install additional Chinese themed streetscape elements and other decorative amenities.
- 2.9 Revise historic designation to reflect the historic significance of the Chinese American settlement in the 1930s to present



KEY ACTION #1: Promote creative signage and storefront design

What is it?

Business signage and the design of storefronts is a major physical element that helps convey to visitors and potential customers the feeling of an authentic Chinatown. Several historic storefronts and signs in Chinatown convey a sense of cultural tradition and identity; however, many buildings have nondescript storefronts and small signage that do not convey the identity of a thriving exciting Chinatown. There are two principle barriers to more businesses having larger more animated Chinese inspired signage; the first is many Chinese merchants have had trouble getting permits for new Chinese signs; the second cause is the large creative signage, which often associated with Chinatowns, is currently not allowed in Chinatown based on the District's signage regulations.

The problem of denied permits stems from three main sources; signage vendors and business owners often do not know about signage requirements in Chinatown and frequently obtain signs without permits, there is a lack of coordination and conflicting goals between DC government agencies, and the design review process is often lengthy and costly for business owners. These problems can be easily addressed by working with all the stakeholders involved in Chinatown Design Review process to develop strengthened guidelines and promote them to the end users. Strengthened guidelines would include inspirational examples of innovative and creative signage and storefront designs, as well as practical advice on placement and design of signs, window displays and storefronts.

A longer effort would be to revise the signage regulation for Chinatown to allow larger more animated signage to complement the signage on at Gallery Place. This would require working with the Department of Consumer and Regulatory Affairs (DCRA) and passage of legislation by DC City Council. It would also require close consultation with area residents and business to ensure new signage did not detract from the neighborhood and residential areas of Chinatown.

Why It's Important

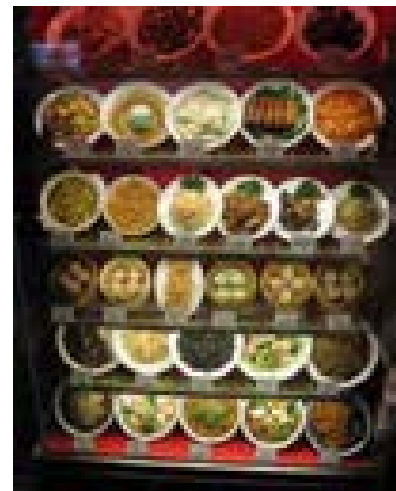
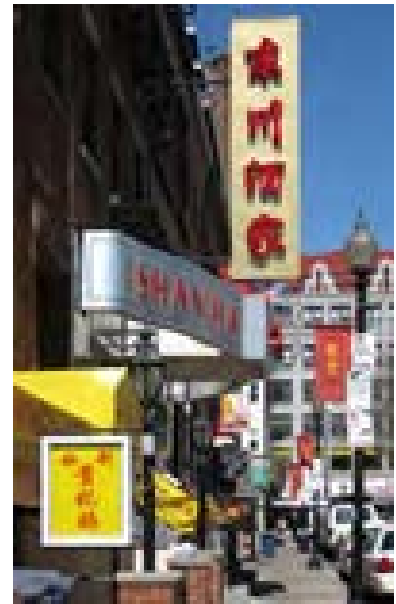
- Helps in promoting Chinatown businesses with bright creative Asian signage
- Makes Chinatown streets look more vibrant and active
- Identifies Chinatown district clearly to visitors

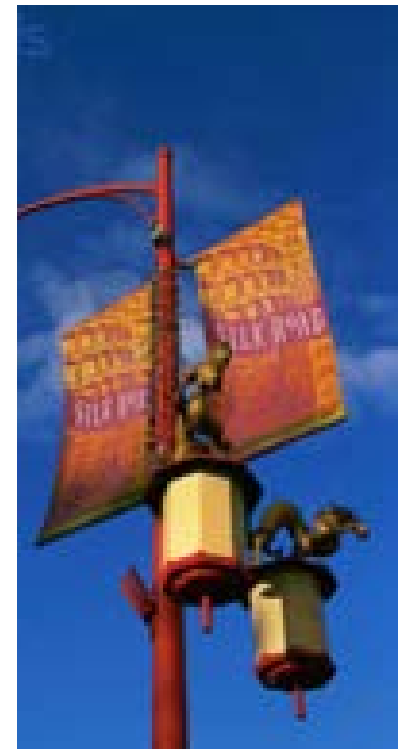
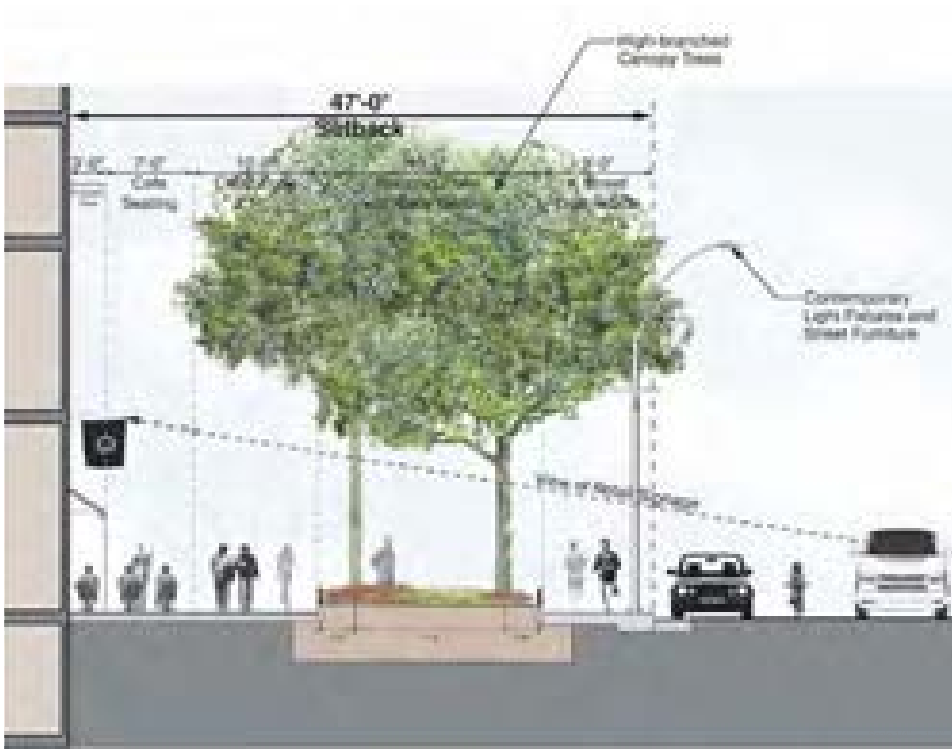
How to make it happen

1. Form a Chinatown Signage Task force made up of the following members: Chinatown Design Sub-Committee members, Historic Preservation Staff, Chinatown business owners, DCRA, and Office of Planning to clarify issues of conflict and work out potential solutions.
2. Office of Planning and Historic Preservation Office will develop and publish new user friendly guidelines.
3. The Chinatown Steering Committee will publicize and distribute new guidelines to Chinatown businesses, property owners, and signage vendors.
4. Signage Task force will work with the DCRA, and consult residents, to develop new signage regulations for the Chinatown District to allow larger signage more animated signage.

Timeframe:

- Identifying a task force to work with city government on signage regulation issues can happen immediately. We will likely see results on improved signage review and guidelines by the end of 2009.
- Revising signage regulation with DCRA will be a longer effort, probably 1 to 2 years in length.





KEY ACTION #2: Create a public realm master plan for Chinatown

What is it?

A Public Realm Master Plan is a document that guides government agencies and property owners on what kinds of improvements should be made to the streetscape and public spaces of Chinatown. The document would build on the basic streetscape elements for Chinatown defined in the Downtown Streetscape Regulations. The Chinatown Public Realm Master Plan would provide direction on a broad set of issues including:

- Identifying locations for public art, or commemorative elements;
- Designating loading and building access locations;
- Specifying light fixtures, street furniture (such as benches), and paving;
- Identifying where we can widen sidewalks to provide more space for pedestrians and outdoor display of store merchandise;
- Designating where new trees, plantings, street signage, and street lightings should go;
- Specifying what parking and curbside restrictions should be in place.

The Public Realm Master Plan creation process is participatory, and would allow the Chinatown community to be engaged in shaping Chinatown's physical appearance

Why It's Important

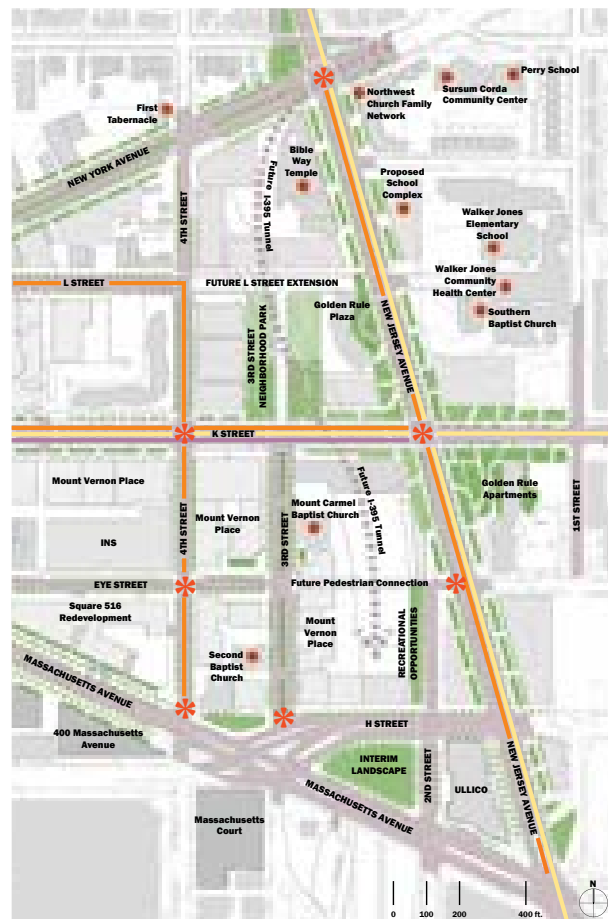
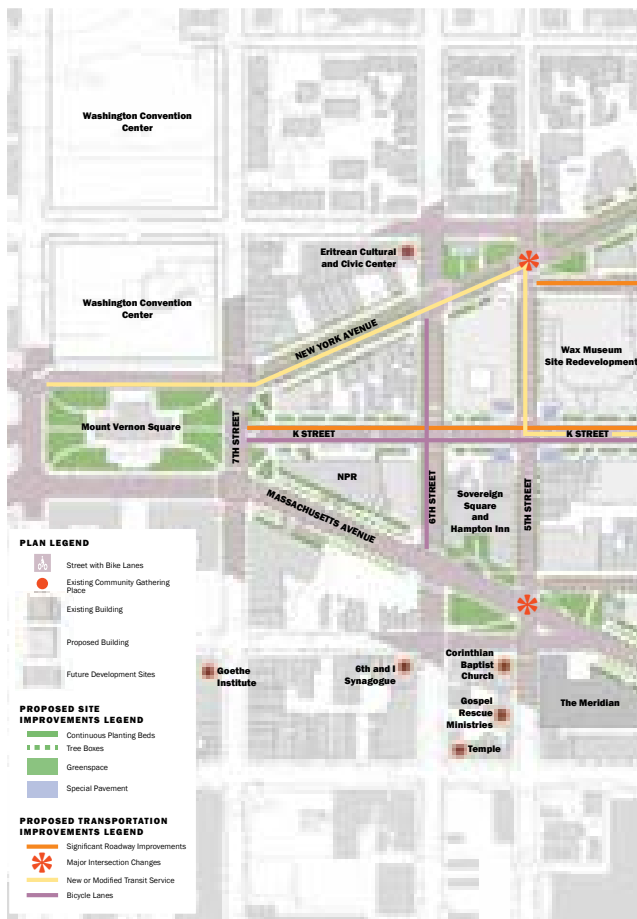
- Creates an official roadmap for designing and strengthening the “Chinatown Street Experience”
- The Master Plan helps coordinate government agencies, private partners like developers, or the Downtown BID on their streetscape and maintenance projects
- Helps prioritize government and private sector funding for Chinatown streetscape projects
- Provides a framework for seeking additional funding from District, federal or private programs and grants

How to make it happen

Department of Transportation (DDOT) and the Office of Planning (OP) will work on a Chinatown Public Realm Master Plan with Chinatown Stakeholders and the Downtown BID.

Timeframe:

We can begin the process of creating a Public Realm Master Plan for Chinatown immediately. Implementing the revised recommendations could begin as early as the next year and likely take 2 to 3 years to complete.



Mount Vernon Triangle public realm master plan

Develop Chinatown as a Place for Pedestrians with Busy Storefronts, Wide Active Sidewalks, and Inviting Parks and Open Spaces

2.3 - Create way-finding signs in Chinatown that further activate the streetscape

What is it?

Graphic display is an important part of the Chinatown Street Experience. Creative and vibrant signage, kiosks, place markers and maps contribute to the identity and sense of place of Chinatown. These elements afford visitors a sense of comfort and familiarity with an unknown area if they are well-designed and appropriately placed.

Why it's important

A comprehensive strategy for signage and way finding will provide a visual guide to visitors and tourists to help them understand Chinatown and its offerings. It will also help to create a Chinatown "brand" that is easily identified with the area and could be used to help market local businesses.

How to make it happen

1. Work with the Downtown BID to develop a new graphic identity for Chinatown and a set of guidelines for reinforcing this identity through various types of signage including; light pole banners, kiosks, and way finding signage.
2. Coordinate graphics guidelines with signage regulations established by city government
3. Work with the Department of Transportation (DDOT) and its public space committee to develop a signage plan for Chinatown

2.4 - Utilize vacant storefronts and empty lots for art displays or other temporary exhibits

What is it?

There are currently almost a dozen vacant ground level storefronts and lots in Chinatown today. While they await future businesses to fill them, these vacant spaces can easily be turned into temporary cultural exhibits and displays that showcase and sell Asian arts. With such a space to display their art, local artists can help Chinatown grow and expand its share of the \$352 million domestic tourist market. The resulting impromptu exhibit space requires no new development and provides both an inexpensive way for Chinatown artists to attain greater exposure and affords the public an easy way to engage with the Arts in Chinatown. The end result will expand Chinatown's cultural capacity, add new attractions to the area, and enliven the streetscape.

Why it's important

- Vacant storefronts and lots tend to make Chinatown look dull and lifeless
- Art displays will provide a unique chance to sponsor cultural expression of modern Chinese American artists
- Increased art display and sales would provide additional attractions for one of Chinatown's major market segments: domestic and international tourists. These markets comprise over 20% of Chinatowns sales, but Chinatown currently captures less than 3% of this \$352 million market.

How to make it happen

1. Work with property owners to identify vacant spaces and connect them with artists or cultural institutions
2. Establish a committee to oversee storefront programming and fundraising to support exhibitors
3. Apply for artistic grants to fund artist stipends and commissions

ADDITIONAL ACTIONS

Work Together to Ensure the Buildings, Streets, and Alleyways in Chinatown are Clean, Well Maintained, and Safe

2.5 - Consolidate service vehicle access and trash storage/removal so that sidewalks are available for pedestrian use, and screen trash and loading areas from public view

What is it?

Loading access and garbage storage take up a disproportionate amount of sidewalk space in Chinatown and gives the perception that Chinatown is dirty and un-cared for. Reconfiguring and consolidating loading zones and trash storage so they are removed from or take up less sidewalk space will help alleviate this. Loading and trash zones can also be screened with decorative elements to promote a well-maintained and inviting environment.

Why it's important

- Helps to make Chinatown look cleaner and safer which will attract more business
- Garbage storage on the sidewalk is unsightly, noxious, and attracts pests that deter pedestrian activity.
- Loading access takes up valuable sidewalk space that could otherwise be used for seating, outdoor dining, vending, ground floor retail, and plantings
- Unattractive streets deter downtown employees (who are Chinatown's biggest market representing 34% of all sales) from shopping in the Chinatown area. Currently Chinatown only captures a little less than 13% of this growing \$581 million market.

How to make it happen

1. Perform a study as part of the public realm master plan to quantify demands for loading access and garbage service in Chinatown.
2. Work with the Department of Transportation and private trash haulers to identify better locations and schedules for service vehicles and garbage collection.
3. Incorporate well-designed garbage and loading access into a comprehensive plan for streetscape improvements in Chinatown.

2.6 - Work with property owners and the Downtown BID coordinate efforts to ensure proper street & alley maintenance & cleaning

What is it?

Chinatown streets are some of the busiest streets in the city. Due to the significant amount of foot traffic, they have also become some of the dirtiest and need additional maintenance. While this problem is not caused by businesses, it is the responsibility of business owners and the Downtown BID to care for Chinatown Streets and make sure they promote a healthy business environment. It is the responsibility of the City to fix streets when things break or wear out. Currently many shop owners do sweep and care for their sidewalks, but many do not. The Downtown BID also sweeps and clean streets in Chinatown, but has a large area to care for, of which Chinatown is a small part. The Chinatown Business Council can take the first step to cleaner streets by getting all the parties together to discuss and formulate a plan for how to improve the maintenance of Chinatown streets.

Why it's important

- Clean streets and alleys give the perception that Chinatown is a vibrant and attractive place to visit, and will attract additional patrons to restaurants and businesses, and will make Chinatown feel safe and inviting.
- Clean streets will provide an environment attractive to new types of Asia investment like a signature Asian restaurant or Asian American Museum.

How to make it happen

1. Organize a meeting of business owners (either through a merchants association or just a group) and the Downtown BID to discuss the issue, potential solutions, and recurring problems.
2. Create an action plan of maintenance and cleaning responsibilities for all party's involved

ADDITIONAL ACTIONS

Establish Chinatown as a Place of High Quality and Distinctive Architecture and Design

2.7 - Update the Chinatown design guidelines and strengthen the Chinatown design review process

What is it?

Chinatown design review procedures support the authentic expression of Chinese culture in new and rehabilitated development. The 2006 Comprehensive Plan provides direction to the Office of Planning to periodically review the procedures and update them as necessary. The Chinatown design guidelines were written in 1988 and have become out of date and need revisions. Updated design guidelines will give clarity and direction to both applicants and reviewers to ensure that new design enhance the identity of Chinatown. In combination with the cultural district designation, updated design guidelines will establish a vision for Chinatown's physical environment.

Strengthening the Chinatown Design Review process not only entails working with DCRA to provide a better enforcement mechanism but revising the review process itself to make it more streamlined and easier for applicants to comply with.

Why it's important

- New guidelines will provide better direction to developers and property owners when they are building in Chinatown and ensure that Chinatown's identity is maintained and promoted by new development in the area.
- Stronger enforcement will ensure new developments comply with the design guidelines
- A streamlined review process will make it easier for applicants to comply, as well as making the time to complete the process shorter.

How to make it happen

1. The 2006 Comprehensive Plan directs OP to work with the Chinatown stakeholders to revise and update the Chinatown design guidelines
2. Office of Planning, working with the Chinatown Design Review subcommittee will investigate potential improvements to streamline the review process

ADDITIONAL ACTIONS

Ensure that Chinatown's Buildings, Streets, Open Spaces, and Signage Reflect Chinese and Asian Character

2.8 - Install additional Chinese themed streetscape elements and other decorative amenities.

What is it?

Streetscape elements create the environment that lends Chinatown excitement and allure. They provide the setting for vibrant pedestrian life and encourage people to linger, explore, and connect with others in Chinatown. Banners announce cultural events and neighborhood celebrations, paving materials and patterns encourage passersby to linger and explore, trees and plantings provide shade and texture, and street lighting casts a warm and inviting glow on the sidewalks at night. These help ensure that Chinatown's buildings, streetscapes, open spaces, and signage reflect Chinese character.

Why it's important

It will help provide H Street with the bright colorful atmosphere of a Chinatown

How to make it happen

1. Enlist professional designers to help the community define the 'Chinese Character' of Chinatown
2. Work with DDOT to install light fixtures and permanent Asian Streetscape elements

2.9 - Revise historic designation to reflect the historic significance of the Chinese American settlement in the 1930s to present

What is it?

Currently over 50 years old, many parts of Chinatown are part of the Downtown Historic District. This district covers an area much larger than Chinatown, and doesn't reference the historic significance of Chinatown in DC. Revising the designation to reflect Chinatown's unique cultural heritage would allow and mandate that developers and property owners preserve Chinese architectural elements, and build new buildings which are complimentary with this heritage.

Why it's important

- Would encourage preservation of Chinese architecture and history in Chinatown
- Mandates new construction which would be sensitive to Chinese American history and architectural heritage

How to make it happen

1. Work with Historical Preservation (HP) staff to research potential for adding Chinatown history to the Downtown Historic District registration
2. Lobby Chinatown property owners and businesses for their support recognize Chinese American settlement and culture in the designation for the Downtown Historic District
3. Contract with HP or a paid consultant to prepare a designation application

ADDITIONAL ACTIONS

3

促進中國城的商業發展

PROMOTE CHINATOWN BUSINESSES

Create a Diverse and Successful Asian-Themed Business District

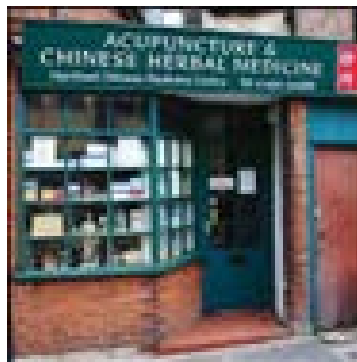
Promoting business in Chinatown means retaining existing businesses and expanding the marketplace to include a diverse array of new businesses that increase the concentration of Asian-themed offerings. Washington DC, the nation's capital city with its established ties to Asia, has the potential to become a dynamic place to experience contemporary Asian culture. This fortifies existing and future small business ventures and strengthens Chinatown's identity as an international district and its attractiveness for domestic tourists and, increasingly, foreign visitors who want to see Asian culture in the United States.

Chinatown needs new Asian-themed businesses, particularly unique specialty goods and services that establish market niches, such as Chinese medicinal arts, fitness, and spa treatments, contemporary household and culinary products, Asian clothing boutiques, toys and technology, and top quality Asian cuisine. Supporting the entrepreneurial growth of Asian businesses requires the identification, packaging, and marketing of vacant space and securing 'incubator' space in which small new businesses can grow and develop. The vacant first and second floor space in Chinatown, currently available due to the economic downturn, provides a chance for small-scale Asian-themed retailers to try space on a trial basis.

In addition, developing organized vending and other temporary markets provides opportunities for cultivating small business in a low overhead environment.

Property owners in and near Chinatown have the potential to benefit from a strong and revitalized Chinatown and the vitality and cultural allure a refocused and reenergized cultural destination creates. An increase in the concentration and diversity of Asian offerings and cultural outlets in Chinatown calls for partnerships between property owner/developers, Chinatown business owners, and local, national, and international organizations.

The CCDS process developed leadership skills and created new partnerships, positioning some individuals to cultivate both national and international partners to work with them to build the business side of Chinatown. In addition, public-sector involvement, support, and coordination utilizing various existing economic development tools and incentive programs may be necessary to create a compelling themed destination and a rich and attractive neighborhood.





Micro retail spaces characteristic of independent merchants

Key Actions

- 3.1 Vending Development Zone
- 3.2 Designate Chinatown as a Special Cultural District

Additional Actions

- 3.3 Attract signature Asian themed eating establishments to Chinatown
- 3.4 Develop a space or storefront that can house many small shops or “micro retail space” for small Asian businesses to allow them develop and grow
- 3.5 Strategically redevelop and package second floor spaces of Chinatown buildings to lease to Asian cultural professionals, practitioners and specialty goods and service providers
- 3.6 Develop a small retail space to act as an incubator or showcase for unique international Asian goods and retailers
- 3.7 Organize a “moving feast” event to promote Asian American cuisine and Chinatown restaurants
- 3.8 Develop collective and coordinated marketing support for small Chinatown merchants
- 3.9 Organize a task force that will be in charge of bringing in Asian investments and retailers
- 3.10 Partner with Washington DC Economic Partnership to add a neighborhood profile for Chinatown which can be used for marketing to attract new Asian businesses



KEY ACTION #1: **Vending Development Zone**

What is it?

Asian street vendors in Chinatown could immediately change the look and feel of Chinatown, creating the busy street feel typical of Asian cities and providing opportunities for existing Chinatown businesses to expand and new business to develop. Currently street vending is not allowed in most parts of Chinatown because of restrictions based on sidewalk widths and physical spacing requirements. The Office of Planning (OP), Department of Transportation (DDOT), and Department of Consumer and Regulatory Affairs (DCRA) are currently working on revising vending regulations to allow the creation of Vending Development Zones that will provide greater flexibility in where vendors can locate and provide greater coordination in determining the mix of goods and services that they can offer.

The proposed process for establishing a Vending Development Zone would allow the community and business owners to work with OP, DDOT, and DCRA to develop a vending strategy for incorporating vending into Chinatown. Potential vending strategies for Chinatown could include promoting Asian goods and services, coordinating the sale of products with those that are already sold in Chinatown, and placement of vendors in locations that do not block or screen existing stores.

Why It's Important

- Creates opportunities for expanding existing businesses and helping new small businesses to develop and grow
- Provides additional venues for Chinatown businesses to sell their goods and services and helps expand the downtown shopping scene for the 93,000

downtown employees in the area who spend \$229 million annually in downtown.

- Adds activity and life to the streets and creates a unique cultural offering
- Provides a way business and property owners can advise on the type and location of vendors in Chinatown

How to make it happen

To make this happen special legislation needs to be passed by the DC Council to authorize Vending Development Zones. Chinatown businesses could play an active role promoting this legislation and ensuring it makes it through the legislative process by doing the following:

1. Talk to businesses in and around Chinatown to inform them, answer concerns, and build support for a Chinatown Vending Development Zone.
2. Express support to DC Council members to help encourage passage of the legislation to establish Vending Development Zones
3. When legislation has passed, work with DCRA to develop guidelines and rules for the Chinatown Vending Development Zone

Timeframe:

The legislation for formally establishing Vending Development Zones is currently making its way through City Council, but it could take from several weeks to months to pass. Once legislation has passed, regulations for its implementation will also have to be approved. Regulations could take from 3 to 6 months to complete and approve. Once regulations have been written it could take 3 to 6 months to establish a Vending Zone in Chinatown.



Seattle Chinatown Market. Photo credit: Joe Mabel



KEY ACTION #2: Designate Chinatown as a special cultural district

What is it?

A Chinatown Cultural District will distinguish Chinatown by establishing a city council-approved designation that recognizes its special cultural significance. A Cultural District would be a funded effort that would promote Chinatown's cultural assets through advertising and other promotions, as well as key investments in cultural venues and businesses. It would designate Chinatown to visitors by creating special way finding signage as well as publications and maps. It would also assist in the planning and of cultural events and festivals in Chinatown. The organizational structure would ideally take the form of a coordinated, professionally run public private partnership similar to the Downtown BID. Such a partnership would match contributions from Chinatown's property owners with District resources.

Chinatown Cultural District would help target Chinatown as an investment opportunity for Asian cultural businesses and institutions interested in marketing to tourists and regional visitors to Chinatown. Currently visitors spend around \$2.08 billion a year in the District of which Chinatown only captures \$59.7 million. There exists tremendous potential for Chinatown to increase its share of this market, however it will require a coordinated offering of cultural venues and premier offerings such as international shopping experiences which can draw unique visitor and tourist spending.

Reestablishing the connection between regional population of Asian American residents and Chinatown is a major focus of this Strategy. Currently most regional Asian Americans have few reasons to visit Chinatown since most of the ethnic based goods and services are already provided near their suburban homes. Regional Asian Americans currently spend \$1.9 billion a year at food and beverage establishments. However, Chinatown's share of this market is extremely small at less than ¼ of one percent. Attracting greater spending from this market will largely depend on creating unique regional offerings such as destination dining experiences which give people reasons to travel 20 – 30 minutes to seek out eating and drinking establishments.



Creating and attracting premier cultural venues will require significant investment both from private developers as well as public economic stimulus. Developing new Asian cultural



There are several major recently completed and planned new developments in the immediate vicinity of Chinatown. Two major new office building in Chinatown are unoccupied and provide an opportunity for temporary installations, incubator space, or other economic endeavors to expand Asian-themed business clusters.



businesses and institutions in Chinatown can happen by promoting a variety of measures: tax incentives to Asian cultural businesses, marketing and promotion of Chinatown investment opportunities, and promoting zoning regulations/ incentives to create space for Asian businesses and institutions. There are numerous examples of successful economic development efforts to draw from in Washington, including Columbia Heights, the Great Streets Project, and NoMa.

Creating space for new Asian cultural uses in Chinatown is difficult given the lack of undeveloped land, however there are real opportunities in many new developments with empty ground floor retail spaces. Currently, a total of 11 vacant ground floor spaces exist in Chinatown today, totaling almost 25,000 sq. ft., ranging in size from 858 to 10,446 sq. ft. These spaces could be converted for cultural businesses or uses, however asking rates for triple net space are generally prohibitive from \$35 to 55/sq. ft. per year. Rental rates this high prevent any cultural business or institutions from occupying these spaces. Tax credits or abatements are successful tools that have been used in other areas. These could be given to property owners who lease space to Asian themed retail/cultural operations. The Retail Incentive Program (RIP) is also available, it too benefits owners and not tenants directly, but tax credits made available to the owner will help offset tenant costs by providing owner subsidies for tenant improvements and fit out, and lower lease rates.



Why It's Important

- Helps to focus and coordinate Chinatown businesses promotion and development efforts
- Critical to attracting unique Asian retailers who can make DC Chinatown a top Asian cultural shopping destination but cannot afford to compete in Chinatown's high rent environment
- Creates business and job opportunities for Asian themed business in Chinatown by highlighting and promoting Chinatown's cultural status
- Attracts investors that can bring unique Asian products and significant capital to help create an international presence

How to make it happen

1. Chinatown businesses and community organizations will be responsible for organizing a coalition of property owners, developers, businesses, cultural institutions, residents, and development agencies to support the creation of a Chinatown Cultural District
2. Chinatown businesses and community organizations will work with the Deputy Mayor for Planning and Economic Development to develop a business plan for the Chinatown Cultural District
3. Chinatown businesses and community organizations will work with elected officials to introduce and help ensure passage of Council legislation
4. Once established, the Chinatown Cultural District would develop a two-year work plan to begin in 60 days with visible and easily implemented projects. One of the initial action items would be to get an Asian retail/cultural use in vacant space.



Timeframe:

The process of establishing a Chinatown Cultural District can begin immediately, however Council approval of the cultural designation could take 1 to 2 years. The establishment of a professionally staffed Chinatown Cultural District office could take 2 to 3 years.



Promote High Quality Asian Shopping and Dining Experiences and Opportunities for Authentic Small Asian Business

3.3- Attract signature Asian themed eating establishments to Chinatown

What is it?

Food and dining is a major part of Chinatown today comprising over 50% of the retail sales in the area. However, one major piece missing from Chinatown are signature restaurants which provide a dining experience with an international reputation for unique high quality food. They often feature guest chefs which are flown in from Asian countries and exotic food that is truly one of a kind. This could take many forms from a major restaurant that is large enough to hold a series of major events and banquets throughout the year to a series of small unique Asian themed eating establishments, each specializing in a particular cuisine or delicacy that could be housed in a single location to serve again as an anchor for creating a world-class destination. A variety of concurrent cultural and entertainment events will likely interface with this unique Asian themed culinary center.

Why it's important

- It helps make Chinatown a world-class destination which will attract regional, domestic and international visitors to experience unique high quality Asian themed dining.
- Ethnic retail generates up to \$18 million annually but only 33 out of the 84 retail spaces in the Chinatown area are ethnic. A signature restaurant could increase the demand for high quality Asian food in Chinatown and also the number of Asian restaurants.

How to make it happen

1. Begin marketing to identified/ targeted restaurant operations and/or overseas Asian themed culinary centers.
2. Identify a specific facility and site and locate funds for tenant improvements (including full build out for necessary furniture, fixtures and restaurant, equipment). The facility should be part of the overall program to create unique Asian themed retail, cultural, recreation, and entertainment attractions. It will likely be funded through the proposed Cultural District financial incentives and funding programs. The costs could vary depending upon the size of the facilities, the level of improvements required, and the necessary marketing and promotion budget.

3.4 - Develop a space or storefront that can house many small shops or “micro retail space” for small Asian businesses to allow them develop and grow

What is it?

One of the defining qualities of Chinatowns is that the very vibrancy of the street retail, including small shops, sidewalk vendors, etc. Authentic Asian small businesses are the expression of economic opportunity for new immigrants and entrepreneurs. A coordinated retail incubator program, not necessarily in one singular location, in Chinatown would reinvigorate the retail environment by attracting new customers to existing businesses and providing new opportunities for small Asian-themed cultural businesses.

Why it's important

- Provides an inexpensive place for small Asian retailers to establish in Chinatown
- Brings in new Asian businesses into Chinatown

How to make it happen

1. Create an inventory of prospective spaces for a incubator/micro retail program
2. Identify and encourage potential Asian-themed small or specialty business services -
3. Develop a business plan for the program
4. Identify program management capacity or hire program management staff

ADDITIONAL ACTIONS

Develop the Asian Cultural Offerings of Chinatown Businesses and Appeal to New Niche Markets for Cultural Experiences and Services

3.5 - Strategically redevelop and package second floor spaces of Chinatown buildings to lease to Asian cultural professionals, practitioners and specialty goods and service providers

What is it?

Many of the second floor spaces of Chinatown's historic buildings are vacant or used for retail storage. While these spaces are not well suited to most retail businesses, they are appropriate for Asian cultural businesses which may have little or no walk in customers. Such businesses include; medical practitioners such as acupuncturists, service industries such as Asian tailors, and professional businesses such as lawyers. These businesses appeal to small but specialized niche markets that can give Chinatown specialized appeal to a large variety of consumers. By redeveloping these second floor spaces Chinatown can offer affordable space to house and grow dozens of these cultural businesses.

Why it's important

- Cultural businesses appeal to specialized needs which are hard to service and give Chinatown a unique offering
- Cultural businesses have a hard time surviving in Chinatown, since their sales are much smaller than food or beverage businesses who are able to out bid them on expensive 1st floor retail space.

How to make it happen

1. Survey property owners and identify potential second floor spaces that could be redeveloped
2. Property owners using incentives will renovate second floor spaces and lease them to cultural businesses

3.6 - Develop a small retail space to act as an incubator or showcase for unique international Asian goods and retailers

What is it?

Many new products featuring fresh design, bold innovation, and exceptional quality are being developed in Asia today. Many of these brands and products have yet to be introduced to the United States, or are in only limited locations. Chinatown given its place in our Nation's capital could serve as a product display and launch pad for many of these new and exciting companies to showcase their goods. As a first step to promoting the development of retailers like these in Chinatown, Chinatown groups could work to provide space in Chinatown to display goods by modern Asian retailers and manufacturers. This could be organized in a single retail space which would rotate its contents on a periodic basis. A first step before providing a storefront space could be creating temporary exhibit space at events and festivals for Asian companies to showcase product displays.

Why it's important

- This action is the first step to developing more permanent retail locations for Asian stores and retailers in Chinatown
- Provides Chinatown with unique international shopping experiences and products which draw in new visitors such as international tourists and high end shoppers.

How to make it happen

1. Begin by providing free space at Chinatown events for Asian retailers to have product displays
2. Work with local property owners to locate a retail space with incentives from the Chinatown Cultural District (Key Action 3.2).
3. Work with international brokers to program retail space with Asian retailers.

ADDITIONAL ACTIONS

Develop Promotion and Marketing Efforts for Chinatown Businesses to attract new, Regional, National, and International Markets

3.7 - Organize a “moving feast” event to promote Asian American cuisine and Chinatown restaurants

What is it?

A ‘Movable Feast in Chinatown’ event will showcase the cuisine of Chinatown restaurants in an outdoor festival format. Participating restaurants will serve small bites at designated tasting stations for \$1-\$2. They may also open their dining rooms and kitchens up to the public, allowing for special demonstrations. New York Chinatown provides a successful precedent for a Taste of Chinatown event involving over 50 Chinese restaurants, bakeries and tea houses serving food from Canton, Shanghai, Beijing, Taiwan and Hong Kong, Malaysia, Vietnam, Thailand, Singapore and Japan. A Moveable Feast celebrates Chinatown’s unique culinary offerings and promotes neighborhood restaurants

A variation of this may be a “chef’s competition” in which the public casts votes on which chef or restaurant offers the “best of ...” Different categories of food may be defined (e.g., rice dishes, noodle dishes, appetizers, soups, desserts, etc.) to allow each restaurant more than one opportunity to win a blue ribbon.

Why it’s important

A ‘Movable Feast in Chinatown’ event will not only encourage wider consumption during the event (and generate more revenue), but also challenge Asian proprietors to promote better restaurants and higher quality cuisine in Chinatown.

How to make it happen

1. Work with sponsors of existing festivals such as the Penn Quarter Neighborhood (Arts on Foot) and Asian Women in Business (Taste of Chinatown New York) to plan an event of similar scale
2. Work with Chinatown merchants, or create a coalition of Chinatown restaurants to coordinate and fundraise

3.8 - Develop collective and coordinated marketing support for small Chinatown merchants

What is it?

Authentic small businesses give Chinatown much of its character; however they are often the least capable of marketing and promoting themselves. An association of merchants can pool resources and fund joint marketing efforts. Such an association can help develop underrepresented market segments by publishing a tourism brochure featuring Asian businesses in Chinatown, designing a DC Chinatown website that posts features on local merchants, and capturing the potent Washington convention market.

Why it’s important

Marketing support for independent merchants will increase demand for small specialty businesses in Chinatown.

How to make it happen

1. Encourage Chinatown merchants to pool resources and fund marketing efforts, and enlist area hotels to participate
2. Conduct a study to identify underrepresented market segments and demands to target
3. Work with the convention center and hotels to distribute hospitality packages

ADDITIONAL ACTIONS

3.9 - Organize a task force that will be in charge of bringing in Asian investments and retailers

What is it?

A task force of individuals who are responsible for actively working with local government and the community to identify and bring in community approved Asian themed businesses and investors to Chinatown. The taskforce would be composed of various individuals with experience in real estate, Asian businesses, development, downtown retail issues, international business, and regional business relationships.

Why it's important

- Would help attract new investment and businesses to grow Chinatown
- Increase number of Asian themed businesses and investors will help strengthen Chinatown's business environment.
- New investments and Asian themed retail will increase the Asian cultural experience for Chinatown residents and tourists/visitors.

How to make it happen

1. A few designated Chinatown members create a task force plan with clear goals and vision for the task force that lead to achievable outcomes
2. Initiate meeting with Mayor's staff. Provide the Mayor with a short list of strong candidates for the task force who have a proven track of strong local DC political and business experience and diverse Asian country contacts and connections.
3. Establish the task force and carry out key priorities.

3.10 - Partner with Washington DC Economic Partnership to add a neighborhood profile for Chinatown which can be used for marketing to attract new Asian businesses

What is it?

A Chinatown neighborhood profile serves as a marketing tool to provide detailed information about the area's statistics and demographics.

Why it's important

- It highlights the most important facts about Chinatown that are helpful to attracting potential Asian businesses or future residents.
- It highlights business opportunities available in Chinatown area.

How to make it happen

1. Partner with Washington DC Economic Partnership (WDCEP) to plan and apply for funding the project.
2. Plan the timeline of the project with WDCEP.
3. Provide WDCEP with a list of local organizations that will be included in the profile and serve as contacts for any inquiry about Chinatown.
4. Create the neighborhood profile.
5. Provide a marketing plan to distribute the materials to the public.

ADDITIONAL ACTIONS

4

生活在中國城

LIVING IN CHINATOWN

Improve services and amenities in Chinatown to create a great Center City neighborhood

Chinatown is about people. No neighborhood can exist without active, caring residents who support businesses, advocate for government services, and look after the qualities of the neighborhood and each other. Like the entire downtown neighborhood, attracting new Chinese and non-Chinese residents depends on having a high quality of life which can compete with popular DC and suburban options, and that means an amenity-rich neighborhood that includes various types of parks and green spaces, schools, shops, and housing options for senior citizens, families, and young professionals. Creating a healthy urban neighborhood also means ensuring that Chinatown continues to offer affordable housing options and an inviting environment for new immigrants with little English proficiency.

A strong market for housing in Center City and Chinatown requires the availability of services that meet the everyday needs of residents. The life of the neighborhood takes place at all the typical places: the library, drug store, grocery, bank, café, and post office, to name a few. Convenient services are critical to Chinatown, as well as other neighborhoods; this produces walkers rather than drivers and encourages patronization of local businesses and the opportunity to meet face-to-face in the community.

Chinatown overlaps several other Center City neighborhoods, including Mount Vernon Triangle and Penn Quarter. Each person's image map of where one ends and the other begins differs, yet all are part of the Downtown Neighborhood Association, an organization that facilitates connection between residents, business owners, and workers and provides the foundation for working together to ensure the health of the 'living' downtown.



Parks and plazas represent another important aspect of residential life in any urban area because they reinforce the sense of community, the uniqueness of place, and they provide a common space for residents. Access to quality open space and greenery consistently ranks as one of the chief criteria residents cite when they choose a neighborhood. The absence of these amenities is an oft-heard frustration associated with living in Center City DC and Chinatown, yet Chinatown has several open spaces within walking distance. They are, however, disappointing in terms of design, they lack proper maintenance, and permits are difficult to get for events and festivals. The National Park Service-controlled reservation at Chinatown Park 6th and I Streets (Chinatown Park) offers potential for reinvigoration with Chinese-influenced design and proper maintenance and the promise of a place for neighborhood gatherings and events.

Neighborhood primary schools are important to all neighborhoods and increasingly so to families reconsidering urban areas as an optimal place to raise children. A distinctive high-caliber public school that promotes Chinese culture through a dual language education and Chinese cultural offerings and lessons is within reach for Chinatown DC and could be an essential element in reinforcing Chinatown as a cultural destination and as a viable neighborhood.



Key Actions

- 4.1 Transform Chinatown Park into a great neighborhood park
- 4.2 Locate a space for a Chinese charter school or satellite campus in Chinatown

Additional Actions

- 4.3 Work with the city and property owners to install lighting on buildings and in alleyways
- 4.4 Create safer bus loading areas in Chinatown
- 4.5 Work with retail/pharmacy chains (e.g., CVS) about having Chinese bilingual staff or doctors during regular business hours
- 4.6 Work with DC government agencies to provide more interpretation services for critical services
- 4.7 Work with intercity Chinatown bus companies to provide regular free transportation to suburban Asian grocery stores for the seniors
- 4.8 Seek investors with national and international resources to create cultural specific retirement care facility
- 4.9 Explore affordability incentives for families to live in Chinatown
- 4.10 Work with Downtown BID and the Downtown Neighborhood Association to beautify the streets through planted tree/flower boxes, lamp posts, and swept streets



KEY ACTION #1: Transform Chinatown Park into a Great Neighborhood Park

What is it?

The Chinatown Park, located at the intersection of Massachusetts Avenue, between I and 5th street, is currently poorly maintained and under-used by local residents or downtown office workers even though it is the only existing public open space in Chinatown. With adequate design and maintenance, the park could better accommodate the everyday needs of area residents, including: shaded seating for Chinatown's elderly; grassy, open areas for residents to play and exercise; play equipment for children; and plantings and gardening space for the use and enjoyment of everyone. A well-designed Chinatown Park will also foster a sense of ownership among residents so that the community 'adopts' and cares for the park.

The park marks an important gateway to Chinatown from Massachusetts Avenue and points north in the city. The park could also serve as an important landmark in Chinatown and a place in which the Chinatown community and visitors could gather. On special occasions such as Chinese New Year, the park could provide ceremonial space in which the parade could begin or conclude. On a more regular basis, the Park could work in concert with a weekly street market along the stretch of I Street between Fifth and Sixth Streets NW. Since the street would be temporarily closed to automobile traffic, it would function as a pedestrian plaza, and the park would provide overflow space where shoppers could pause to enjoy their purchases and observe the market crowds.

The Downtown BID currently has a plan to do a basic rehabilitation of the park.

Longer term, renovating the park to incorporate a Chinese design theme will create a true landmark for Chinatown and a place that local Asian residents and visitors can identify with.

Why It's Important

- Provides a usable green space for the enjoyment of downtown residents who currently lack parks
- Acts as a gateway symbol for Chinatown along Massachusetts Avenue.
- Provide a space for special outdoor events and programs
- Bolsters property values in the neighborhood
- Renovating the park and creating programming for the new park is a visible and high impact way for the community, working together, to implement immediate, positive changes

How to make it happen

1. Work with the Downtown BID on the first phase rehabilitation of the park
2. Work with the Office of Planning (OP) on the Mount Vernon Square District planning initiative to develop a comprehensive design for the Chinatown Park
3. Work with the National Park Services and other partners to negotiate for local control and maintenance of the park
4. Develop relationships with potential sponsors:
 - American Society of Landscape Architects, whose headquarters are located in Chinatown, could sponsor the renovation of Chinatown Park
 - IBEW, whose headquarters are located in Chinatown, could sponsor distinctive lighting designs and installations for the Chinatown Park to make it a unique destination and dynamic space for residents and visitors

Timeframe:

Upgrades to Chinatown park will likely be incremental. Minor improvements can begin immediately, but redesign of the park will require support from the National Park Service and funding sources. Redesign will likely take two years or more.





Calligraphy workshop, National Cherry Blossom Festival

KEY ACTION #2: Locate a space for a Chinese charter school or satellite campus in Chinatown

What is it?

In order to retain families living in Chinatown and Downtown as a whole, and attract new residents, we need to provide a high-quality public education option for school-age children. The Washington Yu Ying Public Charter school is a new DC public charter school that provides Chinese language immersion education for both Chinese and non-Chinese students. The school and Chinatown stakeholders have expressed strong desire to find a permanent home for the school in Chinatown. By being located in Chinatown, the school would be a unique asset to Downtown and help draw in new residents looking for a special educational experience for their children, as well as a powerful source of energy for Chinatown itself by being center for Chinese education in the region.

A Chinese School in Chinatown would most importantly help neighborhood children to maintain their traditions of language and culture in the community. A school provides a center in the neighborhood where social exchange between children and parents occurs every day, and where parents collaborate in support of their children's' education. A school will also provide opportunities for interaction

between the next generation and the elderly currently living in Chinatown. The transfer of knowledge, culture, and experience through oral history and face-to-face activities would enrich the spectrum of generations.

The biggest hurdle to finding a home for the Yu Ying Public Charter School in Chinatown is a lack of available sites and the cost of leased space in Chinatown. Solving these two issues will require partnering with developers and property owners to find space at reasonable rates and working with the District government to assist in subsidizing the cost of leasing space in Chinatown.



Why It's Important

- Provides a high quality educational option for downtown residents.
- Adds additional institutional resources and people dedicated to DC Chinatown
- Brings more young people into DC Chinatown
- Enhances the character of a residential neighborhood
- Provides a new role for the elderly currently living in Chinatown

How to make it happen

1. Work with Chinese school partner to develop a program and space requirements for a Chinatown school facility
2. Work with developers and property owners to identify potential space for a school facility in existing or proposed development projects
3. Work with DC Government to ensure adequate funding is in place

Timeframe:

Establishing a Chinatown campus is a long-term goal that will likely take several years to realize. But developing an educational presence in Chinatown can occur sooner. By increasing the capacity of established language programs in Chinatown, we can achieve results immediately.



Promote Strategies that Ensure Chinatown is a Safe and Friendly Neighborhood for Living, Shopping and Playing

4.3 - Work with the city and property owners to install lighting on buildings and in alleyways

What is it?

Ensuring the safety and comfort of Chinatown's residents is vital to sustaining a strong community. Many alleys in Chinatown are not well lighted and have become places where criminals can hide, and where crimes are frequently committed. Well-lit streets, sidewalks and alleys make Chinatown a safer environment for residents by making it easier for police to see what happening.

Why it's important

It will help reduce crime in alleyways by making them easier to police

How to make it happen

1. Set up a meeting of property owners and city government to establish zones in which lighting should be improved
2. Look for grants and other sources funding to install lights

4.4 - Create safer bus loading areas in Chinatown

What is it?

The Chinatown buses are an important part of the Chinatown economy. They have become a major regional and intercity transportation choice for many people, and bring in many tourists and visitors directly into Chinatown everyday. If we lose these intercity Chinatown buses, the result will be fewer Asian people frequenting Chinatown. One major problem however is many criminals have begun to prey on the passengers and committing robberies in Chinatown, and have become a major source of crime in Chinatown. Especially troubling is the fact that much of the crime is targeted toward Asian passengers.

Why it's important

- It will help reduce a major source of crime in Chinatown by deterring crimes that target Chinatown bus passengers

How to make it happen

1. Bus companies can work with the Metropolitan Police Department (MPD) to develop handouts or other notifications to passengers about the security concerns in Chinatown.
2. DC Department of Transportation (DDoT), working with the Chinatown Bus Companies should find visible, accessible, easily policed bus loading areas in Chinatown

ADDITIONAL ACTIONS

Develop and Promote Neighborhood Stores and Community Services that Support Residential Living

4.5 - Work with retail/pharmacy chains (e.g., CVS) about having Chinese speaking bilingual staff or doctors during regular business hours

What is it?

Chinese bilingual staff or doctors in pharmacies and clinics provide residents, who have limited English proficiency, with greater accessibility to their prescription drugs and decrease misuse of these drugs. Currently many businesses have bilingual employees; however their hours are often not regular and thus create a barrier to receiving care.

Why it's important

It helps the Chinatown non-English speaking residents, especially the seniors; communicate more effectively with pharmacy staff and other medical professionals for their medical needs.

How to make it happen

1. Coordinate bilingual job fairs with CVS for Chinatown location and help recruit bilingual applicants.
2. Work with local pharmacy schools to help identify bilingual Asian student groups and other groups who can help identify applicants.

4.6 - Work with DC government agencies to provide more interpretation services for critical services

What is it?

Many important government services such as building permits, police, and low income programs have few or no staff with bilingual capabilities. Language Line Access provides basic legal required interpretation, but more technical interpretation is often not easily available. To increase language access for Chinese Americans, as well as other non native English speakers, the government could look into creating incentives in both hiring and increase pay for bilingual speakers in jobs where it there is a demonstrated need.

Why it's important

- Chinatown residents, who have limited English proficiency, are able to better access critical government programs and services, unemployment benefits, food stamps and etc, when that have information available in their language.
- It helps give equal access of government services to the Chinatown non-English speaking residents
- It helps further promote Washington DC as an international and immigrant friendly city

How to make it happen

1. Identify critical services that are currently not accessible to limited English proficient residents.
2. Identify critical government information/services that need translation
3. Obtain a list of Language Access Coordinators for each government agency and maintain regular contact with them for updates and advocacy purposes
4. Begin lobbying effort with other minority groups for increased language access in key government services

ADDITIONAL ACTIONS

4.7 - Work with intercity Chinatown bus companies to provide regular free transportation to suburban Asian grocery stores for the seniors

What is it?

Asian seniors need access to affordable fresh Asian produce and other groceries which are currently unavailable in DC Chinatown. Currently there are only a few shuttles which provide this service and they often have to turn people away. The community can partner with intercity Chinatown buses in the neighborhood to provide weekly transportation for seniors in order to meet this need.

Why it's important

- It helps address the needs of the seniors
- It helps foster community partnership between businesses and residents

How to make it happen

1. Initiate contact with bus companies to discuss the idea
2. Plan the logistic coordination with Asian Services Center and Wah Luck House property manager

4.8 - Explore affordability incentives for families to live in Chinatown

What is it?

Chinatown stakeholders demonstrated strong interest for incentives to bring families to live in Chinatown. While currently the District does not offer incentives for families in Downtown, the CCDS recommends that they explore this issue further. In order to attract a larger Asian population base, a series of targeted activities needs to be undertaken in addition to the incentives including special Asian themed cultural, recreation, entertainment, retail, educational activities and amenities.

Why it's important

- A strong Asian American population in Chinatown helps sustain it as a cultural neighborhood
- Having increase number of families in Chinatown provides stronger neighborhood stability, as well as, a richer and fuller community complete with individuals from all age groups

How to make it happen

1. Work with regional and national Asian groups to identify potential target Asian populations that could be attracted to living in Chinatown.
2. Identify necessary and appropriate financial incentives which could be provided to families

4.9 - Seek investors with national and international resources to create cultural specific retirement care facility

What is it?

Chinatown is an attractive place for Chinese seniors. This fact can easily be seen by viewing the long waitlist for the Wah Luk house. Just as other Chinatowns have experienced, empty-nesters and the growing attractiveness of living in cities, have created market demand for housing suitable for retirees. Providing additional residential options for Chinese retirees is both potentially profitable as well as culturally significant. Continuing care retirement communities (CCRC) are facilities where retirees, typically starting as early as 55, can live out their retirement with other people from their culture, in an environment with services, programs, and staff that promote their culture and speak their language. Within the DC region, this concept has proven viability as evidenced by such projects as the Burtonsville Retirement Home, in Maryland.

Why it's important

- Attracts more Asian residents into Chinatown, increase diversity and inclusiveness of Center City and Chinatown
- Will provide Chinatown with a unique residential product that is currently not offered anywhere in the region

How to make it happen

1. Conduct a market study for a continuing care retirement communities in the greater Washington DC region
2. Conduct a feasibility study to determine parameters for a continuing care retirement communities in or near Chinatown

4.10 - Work with Downtown BID and the Downtown Neighborhood Association to beautify the streets through planted tree/flower boxes, lamp posts, and swept streets.

What is it?

Streetscape improvements will make a measurable difference in the perception of Chinatown as a neighborhood. But without regular maintenance and care, improvements like trees, lampposts, flower boxes, and clean streets and sidewalks will not last. Chinatown residents can collaborate with the Downtown BID and the Downtown Neighborhood Association to coordinate and share in maintenance responsibilities.

Why it's important

- Make Chinatown a more attractive neighborhood to live in
- Will make Chinatown more attractive to visitors and tourists and help Chinatown businesses

How to make it happen

Establish a meeting to coordinate with Downtown BID and Downtown Neighborhood Association (DNA)

5

WORKING TOGETHER

專 結 協 作

Support Leaders, Organizations, and Partnerships for Chinatown

Throughout the Chinatown Cultural Development Strategy process extensive communication and a spirit of collaboration ensured that everyone who wanted to be involved was welcome. By working together, creative ideas flourished, energy levels expanded, hope and excitement grew, and new participants arrived with their expertise, hands-on skills. For example, over half of the roughly 80 people in attendance at the most recent community meeting participated in task force work during the course of the effort and many of these individuals met one another for the first time through this project. As this strategic planning process transitions to generating results, it will be crucial to continue this “action oriented” approach on the part of key individuals and to pursue free exchange of information and partnerships between organizations.

Chinatown’s success relies on working together to solve shared problems, manage specific community-building initiatives, expand economic and business opportunity, and produce exciting cultural events and programs. The cultural and community-based organizations (CBOs) that operate in Chinatown today

provide a solid foundation for the next phase of Chinatown evolution. Local organizations like The Chinatown Community Cultural Center (CCCC), the Chinatown Revitalization Council (CRC), the Chinatown Steering Committee (CSC), Consolidated Chinese Benevolent Association (CCBA), family associations, and other organizations play vital roles; however, they need new partners and additional resources to expand their missions and coordinate their activities. Regional groups like the Chinese Youth Club (CYC), which have strong youth memberships and strong family ties to Chinatown, can provide organizational resources and capacity. While national organizations and individuals exist to advise and facilitate this organizational development, in particular the National Coalition for Asian Pacific American Community Development (CAPACD) and its individual members. In addition, new groups with a specific focus and a dedicated capacity are necessary to work along with the existing ones, to tackle the goals and recommended actions contained in this strategy.

Chinatown in the nation’s Capital; that makes it regional, national, and international, yet the development of those relationships are only beginning through contact with the various Asian and Indian embassies and domestic and international corporations. Continued engagement of that type and partnerships with cultural institutions, universities, private developers, local government and federal government will be necessary to realize Chinatown’s potential and ensure that it remains an important part of DC’s culture – a culture of diversity and inclusiveness.





Key Actions

- 5.1 Establish a quarterly Chinatown Community Forum to track the progress of the CCDS
- 5.2 Developing a Chinatown business council or Chinatown merchant's association

Additional Actions

- 5.3 Locate and develop a more visible community activity space
- 5.4 Work together to reach out to local and national affordable housing advocacy groups and build coalition to support downtown affordable family housing opportunities
- 5.5 Work with regional and suburban Asian associations to make DC Chinatown a regional destination and channel more cultural performances and events to Downtown DC
- 5.6 Create a reciprocal/mutual volunteer program between local schools (inc. public, charter, private, universities, and colleges) and the Chinatown community
- 5.7 Attend national conferences to build relationships with national community organizations and share resources



KEY ACTION #1: Establish a quarterly Chinatown Community Forum to track the progress of the CCDS

What is it?

As the Chinatown Cultural Development Strategy (CCDS) draws to a close many people have begun to ask, how will we stay organized, and how will stuff get done? Indeed, many actions in this plan require sustained support from individuals, or coordination with other actions. To create the support and coordination necessary to carry out the actions in this document, the Strategy proposes to set-up a quarterly meeting of all the participants to track and discuss the progress of the plan. The Chinatown Community Forum meetings will be similar to the CCDS meetings where all community members are encouraged to participate. Members or community groups of Chinatown will come and report their progress on actions, seek assistance and support, and organize groups to tackle new actions. Initially these meetings will be organized and run by the Office of Planning (OP) and the Mayor's Office on Asian and Pacific Islander Affairs (OAPIA). As time passes and Chinatown leaders become stronger they

will begin to organize and conduct the meetings.

Why It's Important

- Provides a mechanism to organize community action
- Helps ensure CCDS actions are completed and carried out
- It is an open forum for everyone to participate in, and share their concerns
- Allows for several groups to work separately, but together, on improving Chinatown

How to make it happen

1. OP and OAPIA will organize the first few community forum meetings; the first meeting will be in September.
2. As leaders and stewards for Chinatown form they will organize future meetings

Timeframe:

It will take 3 – 4 months to organize logistics of the event, and for the various tasks force groups to begin working on their actions.



KEY ACTION #2: Explore creating an organization to represent Chinatown businesses and merchants

What is it?

A business council is a group of Chinatown business owners that promotes Chinatown existing and new businesses, discusses shared policy and tackles issues and concerns. It is a mechanism to manage their neighborhood commercial districts and implement commercial improvement projects. It typically consists of business members and others who have an interest in ensuring a thriving and healthy commercial environment especially because it contributes to the overall health of the community and their businesses. Typically, most business associations have an executive board with a paid executive director, and they typically raise funds from membership fees and/or from foundation or government grants. The kinds of programs that a business council's are involved in vary but in all cases, they are responsive to the local needs and opportunities of a place. For example, while many focus on façade improvements, others sponsor festivals and farmer's markets as efforts to attract customers to a neighborhood's businesses. Chinatown currently has several associations which represent merchants including the On Leong Merchants Association, the Chinatown Steering Committee, and the Hop Sing Association. However, none of these groups represent all of the merchants, or serve all the functions of a business council. For example, in Chinatown a

business council could aid property and storeowners with government problems, work on organizing street cleaning and beautification, and develop shared promotional and marketing materials.

Why It's Important

- Gives merchants a structure to work together and focus their energy to solve common issues facing them like crime, trash, and business promotion
- Provides business development advice to Asian businesses
- Creates a strong advocate for Chinatown businesses in government and non-government development initiatives
- Provides an opportunity for merchants to get involved and to develop a sense of urgency for the wellbeing of Chinatown businesses



Community member cleaning streets after Chinese New Year Celebration in Seattle. Photo credit: Joe Mabel

How to make it happen

1. Work with existing merchant groups to identify shared projects and activities to work on.
2. Develop regular meetings of active merchants and leaders.
3. Explore establishing Chinatown as a Main Streets area to receive government funds to aid Chinatown improvement projects.

Timeframe:

We can begin organizing immediately

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Hudson St & Beach St
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My Young Auntie 長輩 (1981) 124 min.
Comedy and kung fu movie starring Kara Hui

9/4 Thursday 星期四
Police Story 警察故事
(1986) 100 min. Jackie Chan's first big contemporary hit

9/5 Friday 星期五晚上
Red Heroine 紅俠
(1929) 94 minutes
Oldest complete swordplay (wuxia) film in existence.
Silent film with LIVE MUSIC by Boston-based group DEVIL MUSIC ENSEMBLE - the kickoff of their nationwide "Red Heroine" tour. 默劇電影配合現場音樂

9/6 Saturday 星期六晚上
The 36th Chamber of Shaolin 少林三十六房 (1981) 124 min. Old school kung fu movie about a Shaolin monk.

9/7 Sunday 星期天晚上
TBA
Kung fu comedy featuring Boston's Donnie Yen

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Foster Strong, Unifying Leaders and Organizations for Chinatown Residents and Businesses

5.3 - Locate and develop a more visible community activity space

What is it?

A community activity space provides a central shared space in Chinatown for residents, merchants, and other community members to work and do activities together. It can serve as a vital resource to the community, providing for the dissemination of important information to the larger community and accommodate the Chinatown community when it gathers for performances, meetings and other important events. Since the Chinatown community will be required to collaborate closely over the coming years to ensure that the collective vision for Chinatown comes to fruition, the community activity space will provide the venue for the working together.

The community activity space's resources will be managed by a professional staff that works to increase Chinatown's presence in the city and to support programming that expresses Chinatown's identity and culture. The space should be a minimum of 10,000 SF, highly visible from the street with a prominent and accessible ground level entrance, and contain both meeting and performance space.

Why it's important

- Provides affordable community space for meetings, special events and performances.
- Provides affordable space for social services activities for Chinatown community residents and businesses
- Provides a centralized source to increase awareness of the Chinatown community and its cultural activities

How to make it happen

1. Work with developers and property owners to identify potential ground floor spaces
2. Develop relationships with potential partners such as the Asian Services Center and the Yu Ying School to pool resources and programs
3. Raise funds for the construction of the new community space
4. Solicit support from regional, national, and international Asian associations and organizations

ADDITIONAL ACTIONS

Create Enduring Working Partnerships with Other Stakeholders & Interest Groups to Achieve Shared Goals

5.4 - Work together to reach out to local and national affordable housing advocacy groups and build coalition to support downtown affordable family housing opportunities

What is it?

Promoting affordable housing in Downtown is a complex issue that affects many people and businesses. Chinatown is a small part of Downtown and to make any meaningful impact on a large issue like affordable housing will require creating a coalition with like minded groups and individuals from many backgrounds. With a strong coalition, these different groups could launch a citywide campaign to push for changes to the Districts affordable housing policies.

Why it's important

- Providing diverse housing options for families in and around Chinatown is important to maintaining a sense of neighborhood and providing economic support for local goods and services based businesses

How to make it happen

1. Chinatown leaders can begin working with Asian advocacy groups like Asian Pacific American Legal Resource Center (APALRC) to formulate strategies
2. Reach out to citywide affordable housing advocates, national groups, and supportive developers and property owners
3. Begin lobbying effort to city government officials

ADDITIONAL ACTIONS

Engage and Promote Active Volunteerism for Chinatown, Especially Among Seniors and Youth

5.5 - Create a reciprocal/mutual volunteer program between local schools (inc. public, charter, private, universities, and colleges) and the Chinatown community

What is it?

A mutual volunteer exchange program provides both Chinatown residents/businesses and university school students with an opportunity to work together. For instance, Washington DC is surrounded by many reputable schools with a large API student population and Asian American studies programs which would benefit from the experience, history, and expertise of Chinatown residents. At the same time, Chinatown can benefit tremendously from co-organized and co-sponsored programs, research, and initiatives focused on Chinatown by these local institutions. Currently the Chinatown Community Cultural Center has programs that work with Asian youth in the District. These programs could be expanded by working with Asian Youth groups like Asian American LEAD and the Chinese Youth Club (CYC)

Why it's important

- Young people have a strong role to play in implementing the vision of Chinatown with the use of their talents and skills. They are also the stakeholders who will benefit most from the successes of CCDS.
- It establishes a network/system of volunteers to maximize resources and reach a broader audience including non-Chinatown community.

How to make it happen

1. Contact Asian student groups and other minority serving offices in these schools.
2. Develop internship programs and co-organize events with these schools.
3. Establish programs and initiatives focused on Chinatown's key priorities.

ADDITIONAL ACTIONS

Develop Connections and Working Relationships with Regional and National Asian Groups to Support DC Chinatown

5.6 - Attend national conferences to build relationships with national community organizations and share resources

What is it?

Washington DC is home to many local, regional and national Asian organizations that have interests and expertise in all sectors of the CCDS. Being part of this wide network of organizations can help Chinatown to advocate for, and attract resources. Building relationships with these organizations means Chinatown leaders need to maintain constant communication with them via meetings, conference calls, emails and other means. These relationships will also be important as Chinatown starts to develop efforts with a more national purpose, such as the Asia Center (Key Action 1.3)

Why it's important

- It helps in providing exposure to Chinatown issues at a regional and national level
- It helps in getting more funding and other support to Chinatown

How to make it happen

Develop contacts with national Asian organizations and select Chinatown members to attend their major events. Work with nearby hotels, the Building Museum, the Shakespeare Theater, the Verizon Center, and the Convention Center Authority to provide discounted conference packages to Asian organizations as incentives for these organizations to host their national conferences in DC and in Chinatown.

5.7 - Work with regional and suburban Asian associations to make DC Chinatown a regional destination and channel more cultural performances and events to Downtown DC

What is it?

Chinatown has a great central location with excellent performance facilities and outdoor gathering spaces. There are approximately 463,000 Asians residing in the Washington region who hold many of annual festivals and events in non Asian locations and facilities in suburban areas. The regional Asian population spends an estimated \$2 billion per year of which only .16% is spent in Chinatown. Many of these Asian festivals and the associated regional spending could happen in Chinatown; however organizing events in DC can be difficult and requires knowledge of required permits and special fees. This barrier along with Chinatown's distance from where many Asian American's live causes regional Asian groups often to avoid Chinatown for their activities. To help them overcome these issues, Chinatown groups could act as facilitators and event planners for events in Downtown DC. This along with marketing and promotion could encourage more groups to hold their events in DC Chinatown and capture both new business for Chinatown but also create an increased cultural draw which would support new business development.

Why it's important

- Having more events and festivals will add to the excitement of Chinatown helping draw in more visitors and potential business opportunities.
- Bringing regional Asian Americans to Chinatown for events and festivals is the first step to building more sustained relationships and connections to regional groups and individuals.

How to make it happen

1. Organize a committee of people familiar with organizing and running successful events in Downtown DC.
2. Work with Verizon Center, Convention Center, and local museums and institutions to create special package deals for Asian related events.
3. Reach out to regional Asian American groups to market and promote Chinatown as a location for their annual festivals and events.

ADDITIONAL ACTIONS



Making It Happen:

Implementing The Plan

Overview

This chapter identifies a series of initiatives, programs, or funding sources that can support implementation of the Chinatown Cultural Development Strategy's actions. Building and strengthening Chinatown involves multiple aspects of physical and non-physical improvements, coordination and cooperation among public and private entities, harnessing a variety of financial resources, and the continued participation and leadership of the community. It is only with the well-organized and determined actions of each member of the Chinatown community that the plan's expressed ambitions and goals can be realized. Finally, as was noted throughout the planning process, and reinforced by one of the plan's major themes, Working Together, the creation of a periodic Chinatown Community Forum to track and organize community action is critical to the success of this plan.

The implementation matrix that follows organizes the various actions, and their implementation, according to the 5 goals that emerged during the planning process. Each initiative is presented with its recommended time frame, possible source of financing, and an indication of the implementing agency or other entity. The following agencies or other entities are referred to by acronyms in the implementation matrix:

CAPACD	National Coalition for Asian Pacific American Community Development
DCCAH	DC Commission on Arts and Humanities
DCRA	Department of Consumer and Regulatory Affairs
DDOT	District Department of Transportation
DMPED	Deputy Mayor of Planning and Economic Development
DPR	Department of Parks and Recreation
DPW	Department of Public Works
MPD	Metropolitan Police Department
NPS	National Park Service
OAPIA	Mayor's Office on Asian and Pacific Islander Affairs
OP	Office of Planning
WDCEP	Washington DC Economic Partnership

Regarding the suggested time frames:

- *Ongoing*: actions that are continuous activities that should be occurring now and on a regular basis into the future.
- *Immediate*: are actions that are about to commence or can be initiated within two years from the adoption of this plan.
- *Short Term*: refers to actions that can be initiated within two-to-three years after the adoption of the this plan.
- *Mid Term*: refers to a four-to-five-year implementation calendar. This group consists of projects that might require engineering or other design work and/or inclusion in the City's capital budget. It should be underscored that these projects are competing with others for funding; as a result, community support will continue to be essential to achieve these actions.
- **Long Term**: actions which may take many years to implement, and may begin 5 years after the adoption date depending on funding and available staff resources

Making It Happen:

Implementation Matrix

1 Developing Chinatown as a Cultural Destination:

Actions	Prerequisite Actions	Lead Implementer (Agency/Group)
KEY ACTION #1.1: Develop an Asian street market festival by this fall		Chinatown community organizations and members
KEY ACTION #1.2: Work with Cultural Tourism DC to develop a year-long calendar of programmed Asian-themed events		Cultural Tourism DC, Chinatown community organizations
KEY ACTION #1.3: Begin development of an Asia Center	Key Action #1.2, Action 5.4 (visible community activity center)	Chinatown community organizations Asian American cultural groups
1.4 Develop a marketing effort for Chinatown that promotes it as a cultural place for everybody		Chinatown community organizations, Chinatown business owners
1.5 Increase Chinatown's online presence by creating a website or other social networking accounts to help reach out to a wider audience		Chinatown Youth Club (CYC)
1.6 Develop a rotating storefront space (and other temporary event space) for Asian embassies to showcase cultural events and programming in Chinatown	Key Action #2	Chinatown community organizations and members
1.7 Establish a Chinatown artist in residency program		Chinatown community organizations and members
1.8 Program year- around events for Chinatown Park		Chinatown community organizations and members
1.9 Work with neighboring institutions such as the Goethe Institute and the American Museum of Art to host Asian events and programs		Chinatown community organizations and members
1.10 Establish an Asian culinary school		Chinatown restaurants, private investors

Partners	Funding Sources	Public Funding Required?	Implementation Timeframe
Downtown BID, OAPIA	Grants, private donations	No	Immediate
Asian embassies, regional Asian American cultural groups, and local cultural institutions	Public grants, private donations	Yes	Immediate
Smithsonian Institute, Goethe Institute, and other local cultural institutions	Grants, private donations	No	Long Term
Cultural Tourism DC	Grants, private donations	No	Immediate
Chinatown community organizations and members	Grants, private donations	No	Immediate
Cultural Tourism DC, Asian embassies	Grants, private donations	No	Midterm
DCCAH, OAPIA	Grants, private donations	No	Short Term
Chinatown community organizations and members	Grants, private donations	No	Immediate
Smithsonian Institute, Goethe Institute, and other local cultural institutions	Grants, private donations	No	On going
	Private investment	No	Midterm

2 Creating a Physical Chinatown Experience:

Actions	Prerequisite Actions	Lead Implementer (Agency/Group)
KEY ACTION #2.1: Promote creative signage and storefront design		OP, DCRA
KEY ACTION #2.2: Create a public realm master plan for Chinatown		DDOT, OP, DCRA
2.3 Create a framework for business and way-finding signs in Chinatown that further activate the streetscape		OP, DDOT, Downtown BID
2.4 Utilize vacant storefronts and lots for art displays or other temporary exhibits		Chinatown community organizations and members
2.5 Consolidate service vehicle access and trash storage/ removal so that sidewalks are available for pedestrian use, and screen trash and loading areas from public view		DDOT, DPW, OP
2.6. Work with property owners and the Downtown BID coordinate efforts to ensure proper street & alley maintenance & cleaning		Chinatown business and property owners
2.7. Update the Chinatown design guidelines and strengthen the Chinatown design review process	Key Action #2.1 (Creative signage)	OP
2.8. Install additional Chinese themed streetscape elements and other decorative amenities	Key Action #2.2 (Public realm master plan)	DDOT, DCCA, OAPIA
2.9. Revise historic designation to reflect the historic significance of the Chinese American settlement in the 1930s to present	Key Action #2.1 (Creative signage)	OP

Partners	Funding Sources	Public Funding Required?	Implementation Timeframe
Chinatown Design Sub-Committee, Chinatown business and property owners	OP budget	Yes, \$1000 - \$2000 for printing of new guidelines	<ul style="list-style-type: none"> • Immediate • Revising signage regulation with DCRA will be a Short Term effort
Downtown BID, Chinatown business and property owners, Chinatown community organizations and members	N/A	N/A	Immediate
Chinatown business and property owners, Chinatown community organizations and members	District's Capital Improvement Program (CIP) Budget	Yes	Short Term
DCCAH	Grants, private donations, fund-raising	No	Short Term
Chinatown business and property owners	N/A	No	Immediate
Downtown BID	N/A	No	Immediate
Chinatown Design Sub-Committee, Chinatown business and property owners	OP budget	Yes, \$20000 - \$30000 for design and printing of new guidelines	Short Term
Downtown BID, Chinatown business and property owners, Chinatown community organizations and members	District's Capital Improvement Program (CIP) Budget	Yes	Long Term
Chinatown business and property owners	Grants, private donations, fund-raising	No	Midterm

3 Promoting Chinatown Businesses:

Actions	Prerequisite Actions	Lead Implementer (Agency/Group)
KEY ACTION #3.1: Vending Development Zone		DCRA, Chinatown business and property owners
KEY ACTION #3.2: Designate Chinatown as a Special Cultural District		DMPED, Chinatown Business Council
3.3. Attract signature Asian themed eating establishments to Chinatown	Action 3.9 (Asian investment task force)	Asian Investment Task force
3.4. Develop a space or storefront that can house many small shops or "micro retail space" for small Asian businesses to allow them develop and grow	Action 3.9 (Asian investment task force)	Asian Investment Task force
3.5 Strategically redevelop and package second floor spaces of Chinatown buildings to lease to Asian cultural professionals, practitioners and specialty goods and service providers	Action 3.9 (Asian investment task force)	Chinatown business and property owners
3.6 Develop a small retail space to act as an incubator or showcase for unique international Asian goods and retailers	Action 3.9 (Asian investment task force)	Asian Investment Task force
3.7 Organize a "moving feast" event to promote Asian American cuisine and Chinatown restaurants		Chinatown business and property owners
3.8 Develop collective and coordinated marketing support for small Chinatown merchants		Chinatown business and property owners
3.9 Organize a task force that will be in charge of bringing in Asian investments and retailers		Chinatown Business Council, DMPED, OAPIA
3.10 Partner with Washington DC Economic Partnership to add a neighborhood profile for Chinatown which can be used for marketing to attract new Asian businesses		WDCEP

Partners	Funding Sources	Public Funding Required?	Implementation Timeframe
Downtown BID, OP, OAPIA	N/A	No	Immediate: <ul style="list-style-type: none"> The legislation for “Vending Development Zones” could take many months to a year to pass Once legislation is passed it could take 6 months to year establish a Vending Zone in Chinatown.
Downtown BID, OAPIA, Chinatown community organizations and members	Retail Incentive Program (RIP), tax abatement and other District government funding	Yes	Short Term
Downtown BID, WDCEP, DMPED	N/A	Yes	Midterm
Private investors and developers, DMPED	Retail Incentive Program (RIP), tax abatement and other District government funding	Yes	Midterm
Private investors and developers	Private investment	No	Long Term
Private investors and developers, Cultural Tourism DC, DMPED	Retail Incentive Program (RIP), tax abatement and other District government programs	Yes	Midterm
Cultural Tourism DC	N/A	No	Short Term
Destination DC, DC Convention Center	Grants, private donations, fund-raising	No	Immediate
Real Estate professionals, Retail and Marketing experts, Asian businesses/ investors	Grants, private donations, fund-raising	No	Immediate
DMPED, Asian Investment Task force	WDCEP	No	Immediate

4 Living In Chinatown:

Actions	Prerequisite Actions	Lead Implementer (Agency/Group)
Key Action #4.1: Transform Chinatown Park into a great neighborhood park		DPR, NPS, OP, Downtown BID
Key Action #4.2: Locate a space for a Chinese charter school or satellite campus in Chinatown		Yu Ying Charter School
4.3 Work with the city and property owners to install lighting on buildings and in alleyways		MPD, DDOT, OP, property owners
4.4 Create safer bus loading areas in Chinatown		DDOT, OAPIA, MPD
4.5 Work with retail/pharmacy chains (e.g., CVS) about having Chinese bilingual staff or doctors during regular business hours		Chinatown community organizations and members
4.6 Work with DC government agencies to provide more interpretation services for critical services		OAPIA, Chinatown community organizations and members
4.7 Work with intercity Chinatown bus companies to provide regular free transportation to suburban Asian grocery stores for the seniors		Chinatown community organizations and members
4.8 Seek investors with national and international resources to create cultural specific retirement care facility	Action 3.9 (Asian Investment Task Force)	Asian Investment Task Force
4.9 Explore affordability incentives for families to live in Chinatown		Chinatown community organizations and members
4.10 Work with Downtown BID, Downtown Neighborhood Association to beautify the streets through planted tree/ flower boxes, lamp posts, and swept streets	Key Action #5.2 (Chinatown Business Council)	Chinatown community organizations and members

Partners	Funding Sources	Public Funding Required?	Implementation Timeframe
Chinatown community organizations and members	District's Capital Improvement Program (CIP) Budget Grants, private donations, fund-raising	Yes	Short Term: basic improvements by the Downtown BID Long Term: Redesigned Park with Chinese character
DMPED, OP, Chinatown community organizations and members, Chinatown property owners	Tax abatement and other District government funding	Yes	Midterm
OAPIA, Downtown BID, Chinatown community organizations and members	Property owners, DDOT	No	Short Term
Chinatown Intercity Bus Operators	N/A	No	Immediate
OAPIA	N/A	No	Immediate
Asian Pacific American Legal Resource Center	District government operating budget	No	Long Term
OAPIA	Donation from bus companies	No	On Going
Chinatown property owners, DMPED	Tax abatement and other District government funding	Potentially	Midterm
Asian Pacific American Legal Resource Center		No	Immediate
Downtown BID, Downtown Neighborhood Association	Grants, donations from property owners and businesses	No	Immediate

5 Working Together

Actions	Prerequisite Actions	Lead Implementer (Agency/Group)
Key Action #5.1: Establish a quarterly Chinatown Community Forum to track the progress of the CCDS		OP, OAPIA
Key Action #5.2: Explore creating an organization to represent Chinatown businesses and merchants		Chinatown Business Owners
5.3 Locate and develop a more visible community activity space		Chinatown Community Organizations
5.4 Work together to reach out to local and national affordable housing advocacy groups and build coalition to support downtown affordable family housing opportunities		Chinatown Community Organizations
5.5 Work with regional and suburban Asian associations to make DC Chinatown a regional destination and channel more cultural performances and events to Downtown DC		Chinatown Community Organizations
5.6 Create a reciprocal/mutual volunteer program between local schools (inc. public, charter, private, universities, and colleges) and the Chinatown community		Chinatown Community Organizations
5.7 Attend national conferences to build relationships with national community organizations and share resources		Chinatown Community Organizations

Partners	Funding Sources	Public Funding Required?	Implementation Timeframe
Chinatown organizations and members	N/A	No	Immediate
OAPIA	N/A	No	Immediate
Chinatown property owners and developers	Grants, and Private Fund-raising	No	Midterm
Asian Pacific American Legal Resource Center, CAPACD	N/A	No	Short Term
OAPIA	N/A	No	Immediate
Public Schools, charter schools, universities, colleges	N/A	No	Short Term
	N/A	No	Immediate

Acknowledgements

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The Honorable Vincent C. Gray, Chairman

The Honorable Jack Evans, Council Member, Ward 2

The Honorable Tommy Wells, Council Member, Ward 6

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