

CHINATOWN

Downtown Revitalization Initiative
Strategic Investment Plan

Prepared for New York State
Downtown Revitalization Initiative
New York City
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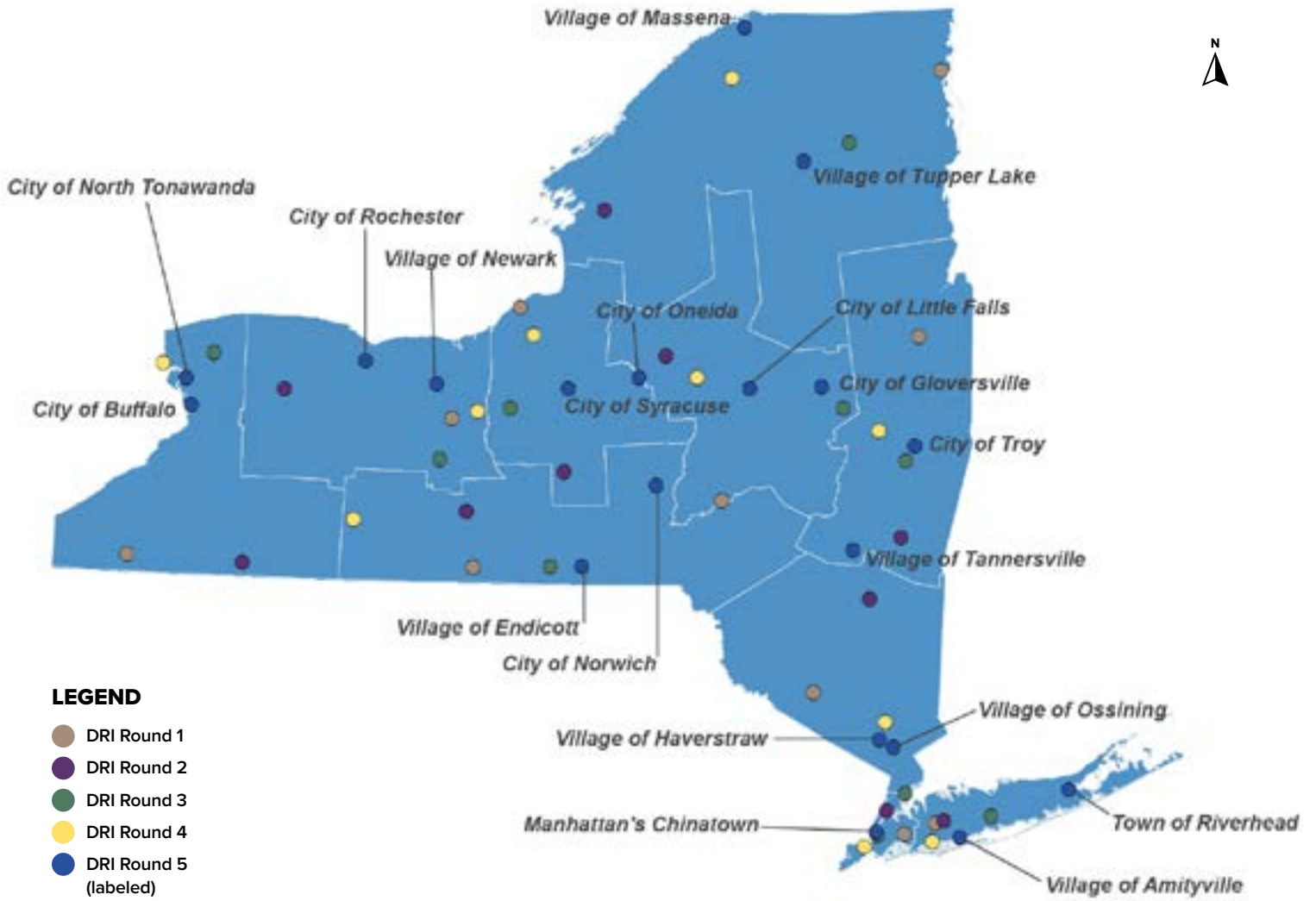
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FOREWORD

Downtowns define our cities and regions with their energy and diversity, as well as their artistic, cultural, and historical assets. Vibrant downtowns serve as anchors and catalysts for local and regional growth, and they epitomize what we refer to as a ‘sense of place.’ These enduring qualities attract businesses, jobs, residents, and visitors and provide the critical infrastructure and diverse tax base necessary to foster broader and more inclusive growth.

Despite their tremendous value to our society and economy, downtowns suffered decades of disinvestment, economic decline, and community despair with the advent of sprawl and de-industrialization. But people and businesses are once again recognizing the tremendous value downtowns offer to residents, communities, and regions. With that renewed appreciation, many downtowns are beginning to revamp and reinvent themselves. With Governor Kathy Hochul’s leadership, there is a new era of rebirth, revitalization and redevelopment occurring throughout New York State. Communities are creatively leveraging their proud heritage, not as a whimsical look backward to a bygone era, but as a catalyst for a brighter future. And yet, obstacles remain, as does the need to accelerate and ensure equitable revitalization and build communities that are more climate resilient. This is where the DRI comes into play.

Recognizing both the potential and the challenges of our urban centers, the State launched a major new initiative in 2016: the Downtown Revitalization Initiative (DRI). The DRI effectively accelerated and expanded the revitalization of downtowns and neighborhood centers to serve as centers of activity and catalysts for investment in all ten regions of the state. The DRI represents an unprecedented and innovative “plan-then-act” strategy that couples strategic planning with immediate project implementation.

In the first five rounds of the DRI, the State committed \$600 million to invest in downtowns that are ripe for revitalization and have the potential to become magnets for redevelopment, business development, job creation, greater economic and housing diversity, and opportunity.

Each year, the Regional Economic Development Councils (REDC) select ten downtowns to receive \$10 million each. For DRI 5, each region received \$20 million, with the REDCs selecting either two \$10 million awardees or one \$20 million awardee to refine a vision and strategy for revitalization and to implement projects that show the greatest potential to improve the economic and social vitality of their downtown areas. The projects realized through DRI grant funds in turn catalyze multifold additional investments and projects, creating the momentum and progress necessary to sustain a long-term successful revitalization effort. The excitement and community pride generated by the DRI are clear and palpable.

The nineteen communities selected in DRI 5¹ will continue to address the impacts of COVID-19, building on recent recovery and adding resiliency to absorb future shocks. They demonstrated a clear readiness to undertake DRI as a whole community, pursue a vision and recommend project selections to make DRI investments in their communities impactful and sustainable.

The DRI also presents an opportunity to address another looming, omnipresent and global crisis: climate change. Downtowns are inherently climate friendly. Their compact, mixed-use, and pedestrian/bike/transit-friendly design reduces car use and dependence, thus reducing automobile greenhouse gas emissions. Due to high demand from the concentration of population and industry, downtowns provide fertile ground for the proliferation of renewable energy resources, energy efficiency and mass electrification of both buildings and vehicles—all to “de-carbonize” our communities and the State. These climate benefits are helping achieve the nation-leading climate goals contained in the landmark Climate Leadership and Community Protection Act of 2019 (CLCPA).

In furtherance of these goals, certain DRI projects will now be required to achieve a higher level of energy efficiency and renewable energy use. DOS has forged mutually supportive partnerships with both the New York State Energy Research and Development Authority (NYSERDA)



and the New York Power Authority (NYPA) to support carbon-neutral projects and the siting of electric vehicle charging stations in downtowns, respectively. To advance the over-arching emphasis in the CLCPA on equity and climate justice, certain DRI projects will need to address housing affordability.

Downtowns are complex, multi-dimensional systems that require a highly collaborative, partnership-based form of governance. Recognizing this challenge, the DRI process integrates a combination of community-based strategic planning, inter-agency project support, inter-governmental collaboration and public/private leveraging of outside investments.

The DRI strategic planning process is led by Secretary of State Robert J. Rodriguez and facilitated by staff from the Department of State's Office of Planning, Development and Community Infrastructure, NYS Homes and Community Renewal and Empire State Development. This highly collaborative, multi-agency effort mobilizes the full complement of resources available from state agencies, tapping into their expertise, technical assistance, and project management skills as necessary. Through each DRI planning effort, a Strategic Investment Plan is developed, which sets forth a clear vision for the downtown, as well as goals and strategies to accomplish the vision and catalytic projects.

A Local Planning Committee identifies the slate of viable, transformative, and catalytic projects that show the greatest potential to contribute to overall revitalization. The most catalytic projects that are collectively transformative receive DRI funding, while the State works with the community to attract and leverage funds from other sources, both public and private, for the remaining projects.

The DRI is much more than a one-off grant. First, the projects are not selected in a vacuum; rather, they are synergistic and catalytic, working in concert with one another and contributing exponentially, not just additively, to the upward cycle of vibrancy and revitalization that the DRI sets in motion. Second, the positive momentum created by the DRI continues well after the Plan is done and projects are awarded. The DRI process is designed to generate exponential effects that assist the community with leveraging additional public and private investments that, in turn, create a self-perpetuating cycle of

revitalization. That's what sets the DRI apart from all other urban revitalization initiatives.

Downtowns are a place to connect, eat, shop, drink, learn, absorb, innovate, observe, and interact—a cultivator of human ingenuity and entrepreneurial spirit. They offer public gathering spaces that allow people of all ages, incomes, backgrounds, and abilities to interact safely and comfortably while appreciating the diversity of city life.

There is no cookie-cutter formula for our urban centers. Each one is unique—a different vibe, heritage, culture; a whole different story to tell if we listen carefully enough. Through its focus on placemaking, the DRI treats and respects each downtown as its own special place.

The DRI represents the crown jewel of smart growth programs in NYS. Its emphasis on the "Four E's" of Smart Growth—Economy, Equity, Environment and Energy—ensures that multiple policy goals and priorities are achieved under one integrative umbrella. The DRI is accomplishing its overarching goal of supporting local and regional economic development and quality of life. The program has proven to be remarkably adaptable, pivoting to both new and ongoing challenges, such as the COVID-19 pandemic, climate change, housing affordability, and socio-economic equity. In this respect, the DRI is even more relevant and imperative now than it was when it began six years ago. And its past, present and future provide a bright beacon light for the State's communities and regions moving forward.

¹ DRI communities selected in Round Five include: Troy, Tannersville (Capital Region); Gloversville, Little Falls (Mohawk Valley Region); Syracuse, Oneida (Central New York Region); Chinatown (New York City Region); Amityville, Riverhead (Long Island Region); North Tonawanda, Buffalo (Western New York Region); Haverstraw, Ossining (Mid-Hudson Region); Endicott, Norwich (Southern Tier Region); Rochester, Newark (Finger Lakes Region); and Tupper Lake, Massena (North Country Region).

EXECUTIVE SUMMARY

Introduction

Now in its fifth year, New York State’s Downtown Revitalization Initiative (DRI) seeks to provide catalytic investment to help create thriving communities and vital downtowns throughout the state. Manhattan’s Chinatown was one of 19 downtown communities selected in DRI Round 5 and it is the only community to receive a \$20 million allocation—twice as much as other communities’ allocations—to support the implementation of catalytic investment projects and the development of strategies to attract additional public and private investment to support revitalization in the area.

This Strategic Investment Plan is the result of a seven-month community engagement process to understand existing conditions in Chinatown, set clear goals and priorities for

investment, and solicit, refine, and prioritize proposals for catalytic investment projects. The process was led by a 17-person Local Planning Committee (LPC), co-chaired by Manhattan Borough President Mark Levine, and New York City Regional Economic Development Council (REDC) member and Chinatown Partnership Executive Director Wellington Chen. The process built upon and coordinated with community-driven planning initiatives and studies, such as the 2021 Shared Vision for 70 Mulberry Street and the 2022 Commercial District Needs Assessment.

Through this Strategic Investment Plan, the LPC recommends 20 ready-to-implement projects to advance the vision and goals identified by the community and LPC. These projects would require \$28.6 million in DRI funds and would leverage an additional \$9 million in other capital for a total investment of \$37.6 million in the Chinatown DRI Study Area.



Image Source: Shutterstock Photo Contributor Janice Carlson



Study Area Overview

The Chinatown DRI Study Area has many names and subareas, including the Lower East Side, the Bowery, Little Italy, the Civic Center, Two Bridges, Jewelry District, Little Fuzhou, and more. The center of the Study Area contains Chinatown’s commercial and historic core.

For over 150 years, Manhattan’s Chinatown has been an important home for the Chinese diaspora in New York City and a destination for Chinese Americans all along the Eastern Seaboard. Located in the heart of Lower Manhattan, the Study Area is home to 67,000 residents, including 24,000 Chinese immigrants. Many of New York City’s 1.2 million Asian American and Pacific Islander (AAPI) residents—including the largest ethnic Chinese population in an urban area outside of Asia—think of Chinatown as a hub of Asian culture. From ethnic restaurants and specialty retail and service establishments to well-visited museums and bustling parks, Chinatown offers a broad array of cultural attractions, experiences, and services for visitors of AAPI and other backgrounds.

The Study Area is an ethnically diverse neighborhood in Manhattan. Cantonese and Fujianese residents are the largest ethnic groups in Chinatown, although the area

contains immigrants from various other regions across China and other Asian countries. Besides the local AAPI population, thousands of residents of Latin American descent live in the area. The Study Area also remains a place of historic cultural significance for Italian and Eastern European Jewish immigrants, who preceded the waves of Chinese immigration in the mid-20th century.

Chinatown’s residents, workers, and businessowners have remained resilient despite the numerous challenges they have faced over the past several decades and especially in recent years. While Chinatown continues to provide job opportunities for immigrants with limited English proficiency, it has not fully recovered from the decline of the garment industry since the early 2000s and compounding economic shocks resulting from a wave of outsourcing, the 9/11 attacks, the Great Recession, and Hurricane Sandy. The population has declined by 12,000 since 2000, the majority of that loss being families with children and many moving to New York City’s newer Chinatowns in Brooklyn’s Sunset Park and Flushing in Queens. The outmigration of residents and businesses has not only impacted the workforce and customer base, but also weakens Chinatown’s sense of community and cultural identity. The COVID-19 pandemic has had an especially deep and prolonged impact on Chinatown, as initial

virus cases emerging from China led to earlier decreases in visitation. While visitation has since rebounded, reemerging violence against AAPI communities due to pandemic-related xenophobia and historic exclusion from public investment has further threatened the neighborhood's economic vitality and spurred increased fear and insecurity among AAPI residents and visitors.

Key Observations

Four key observations summarize the opportunities and challenges faced by Chinatown:

- 1. Neighborhood changes in Chinatown, reflected in population decline among low-income and immigrant residents, threaten its historic role as a cultural hub and its long-term affordability.** Chinatown's residential population has decreased by more than 15 percent since 2000. While residents have left the area for a variety of reasons, from increasing housing costs to availability of better-quality housing elsewhere in the city or region, population decline has threatened the cultural and economic health of the local community. The reemergence of xenophobia against Asians amidst the worst public health crisis in over a century has further strained the livelihoods of local residents, as well as regional AAPIs who depend on Chinatown for cultural services and amenities.
- 2. Over the past two decades, some of the largest industries in Chinatown, such as garment manufacturing and tourism, have been among those most vulnerable to economic stresses and shocks.** Historically, the garment industry comprised a significant portion of the economic activity in the area, but the outsourcing of labor to foreign countries led to the sector's decline. A series of acute shocks over the past decade, from the 9/11 attacks to the COVID-19 pandemic, have further impacted the longevity and profitability of ethnic small businesses in Chinatown. Supporting the existing economic base, in addition to investing in new economic drivers of growth, are critical to the revitalization of the area.
- 3. Chinatown's aging and outdated building stock, combined with rising operating costs, constrains the supply of high-quality affordable housing and retail space for residents and business owners.** Much of the building stock in the area is at least a century old and in need of repair. However, building maintenance costs have outpaced revenues, which in turn has prevented property owners, many of which are small and family-based, from making capital improvements.

Therefore, keeping rents affordable often precludes providing high quality housing and retail space, which negatively impacts the livelihoods of local residents, workers, and business owners.

- 4. Public realm improvements at key nodes and corridors could stitch together Chinatown's walkable grids, create a better pedestrian experience, connect residents to local amenities, and draw additional patrons for local businesses.** The area's irregular street layout, complex intersections, and narrow sidewalks have an adverse effect on the pedestrian experience, while security protocols dating from 9/11 limit pedestrian access to Chinatown via some major corridors. Wayfinding and signage are missing or unclear in some locations, leaving visitors unaware of certain landmarks or amenities and creating an overall difficult-to-navigate environment.

Community Engagement

Throughout the DRI process, the Planning Team sought meaningful engagement with community organizations, residents, and businesses to ensure the findings and recommendations reflected in this report capture their experiences and vision for the future of Chinatown. The primary goals for engagement were as follows:

- Build Awareness and Educate:** Distribute and communicate information on the DRI program, process, and proposed projects to a broad array of community stakeholders.
- Collect Questions and Concerns:** Provide an open communication channel to solicit ongoing feedback and questions, which in turn informed outreach tactics and framing of materials.
- Capture Downtown Vision:** Develop a shared public vision for the DRI Chinatown study area, including investment goals and themes.
- Solicit and Prioritize Investment Strategies and Opportunities:** Gather ideas and input on project proposals and priority investments by harnessing the knowledge and experience of the LPC network and Chinatown community.

The Chinatown DRI community engagement process included eight meetings of the LPC, which were open to the public and



included public comment periods; three Public Events, two held in a hybrid in-person/virtual format and the last as an in-person open house; two public surveys that asked the community to weigh in on the vision and goals for DRI and potential DRI projects; and a series of small group meetings and individual interviews with community residents, local business owners, and other stakeholders.

The key themes that emerged through this outreach, and that inform this plan, include:

- **Increase public safety:** Amid rising anti-Asian hate and violence, public safety was cited as the number one priority for many community members, who wanted to see more street lighting, cleaner streets, and visible policing in the area.
- **Support small businesses and the local tourism economy:** Given the devastating impacts of COVID-19 on local small businesses and restaurants in Chinatown, community members expressed a need to invest in capital projects that would increase foot traffic and bring local, regional, and international tourism back to Chinatown.
- **Preserve the cultural and historic character of Chinatown:** Community members stressed the importance of restoring existing historic, community assets

to retain Chinatown's sense of place.

- **Invest in accessible community spaces:** Community members highlighted the need for more spaces open and available to the public, especially young people and families.
- **Create more seamless connections into and throughout Chinatown:** Community members highlighted real challenges with wayfinding and connectivity, particularly in corridors such as Park Row and East Broadway.
- **Beautify Chinatown's building stock and public realm:** Community members cited the need to improve and restore the area's existing housing and commercial buildings, including rehabilitating building facades and retail storefronts.
- **Allow for increased community collaboration, particularly across generations:** Community members expressed a desire for intergenerational and cross-organizational partnerships to lead a cohesive investment planning effort to bring the greatest public benefits across Chinatown.

VISION STATEMENT

Chinatown will be a safe and vibrant community that draws on its rich history and cultural heritage to improve livability and provide economic opportunity for the area's diverse residents, workers, and entrepreneurs, while attracting visitors from across the region and the world.



Image Source: Shutterstock Photo Contributor: CHOONGKY

GOALS & STRATEGIES



Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive

- Preserve and create quality housing that is affordable to low- to moderate-income households
- Preserve and create quality commercial space that is affordable to small businessowners, entrepreneurs, and nonprofits
- Enable property owners to maintain and enhance their properties while preserving affordability
- Encourage services that support residents of all backgrounds including parents, children, seniors, and immigrants



Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood's identity and vibrancy

- Provide economic support to retain long-time local businesses and serve their recovery needs
- Promote entrepreneurship and small business growth, including through the creation of small business resource and workforce development centers
- Invest in growth industries that provide meaningful wages and are resilient to economic shocks
- Support street vendors without compromising pedestrian safety or traffic congestion
- Enhance the appearance of retail storefronts and commercial properties



Strengthen Chinatown's role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities
- Highlight the area's multicultural heritage in public spaces
- Promote public art



Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods
- Enhance public parks and open spaces to create new opportunities for multigenerational recreation, leisure, and cultural programming
- Strengthen connections between the Chinatown historic core and the surrounding neighborhoods
- Improve wayfinding and signage to establish consistent visual guides across the neighborhood
- Improve walkability through sidewalk, curb, and other pedestrian improvements

Recommended Projects for Potential DRI Funding

The LPC recommended 20 projects for \$28,579,000 in DRI funding:

	<p>Beautify the Park Row Connection to Chinatown</p> <p>TOTAL COST: \$4,000,000</p> <p>DRI FUNDING REQUEST: \$4,000,000</p> <p>DESCRIPTION: Capital improvements will beautify and improve accessibility at Park Row from the Brooklyn Bridge to Kimlau Square, enhancing an important pedestrian connection between the Chinatown Core, Lower East Side, Financial District, South Street Seaport, and Brooklyn Bridge. Scope items could include repairing sidewalks; new street trees, planters, and seating; replacing barriers with bollards; enhanced lighting and decoration under tunnels; and improved signage.</p>
	<p>Improve Forsyth Plaza</p> <p>TOTAL COST: \$3,000,000</p> <p>DRI FUNDING REQUEST: \$3,000,000</p> <p>DESCRIPTION: Make improvements to Forsyth Plaza and the surrounding area. Building on the City's previous \$3.6 million build-out of the plaza, the project would likely include new electrical and water connections in addition to enhanced landscaping, lighting, seating, signage, and sound muffling equipment.</p>
	<p>Renovate Kimlau Square</p> <p>TOTAL COST: \$6,139,000</p> <p>DRI FUNDING REQUEST: \$5,000,000</p> <p>DESCRIPTION: Enhance the public space at Kimlau Square, building upon the planned and funded restoration of the Kimlau Square memorial arch. Expand space for community leisure and recreation and better welcome people to Chinatown's southern gateway. Improvements may include extending Kimlau Square's footprint and adding new seating, pavement, landscaping, and lighting.</p>
	<p>Upgrade a Section of Sara D. Roosevelt Park</p> <p>TOTAL COST: \$5,000,000</p> <p>DRI FUNDING REQUEST: \$5,000,000</p> <p>DESCRIPTION: Renovate areas in the Park to expand access to attractive, welcoming public space with seating, shade, and landscaped areas for the multi-generational local community. The priority area for DRI funding is bound by Delancey Street to the north and the extension of Broome Street to the south.</p>

See individual project profiles for image sources.



Upgrade Centre Streetscape between Canal and Grand

TOTAL COST: \$360,000

DRI FUNDING REQUEST: \$360,000

DESCRIPTION: Beautify and promote pedestrian activity on Centre Street between Canal and Grand Streets. Capital improvements may include benches, improved street lighting, and WalkNYC wayfinding signs.

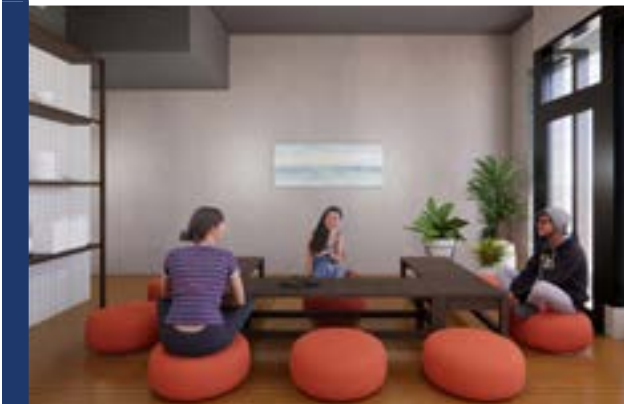


Construct a Chinatown Welcome Arch/Gateway

TOTAL COST: \$2,500,000

DRI FUNDING REQUEST: \$2,500,000

DESCRIPTION: Build a landmark gateway arch to commemorate the cultural heritage of the area and draw visitors to the neighborhood. Potential locations include at East Broadway and Pike Street and at Kimlau Square.



Establish the Chinatown Cultural Welcome Center

TOTAL COST: \$355,000

DRI FUNDING REQUEST: \$300,000

DESCRIPTION: Create a formal space for intergenerational knowledge transfer in the Chinatown Cultural Welcome Center. The center would transform a vacant 1,100 square foot commercial storefront on a highly visible street corner into a gathering space for food, art, and community. Expected programming would include hands-on cultural cooking workshops, an art exhibition space, a storytelling recording studio, tea education and experiences, and cultural performances.



Create a Cultural & Performing Arts Community Center

TOTAL COST: \$1,010,000

DRI FUNDING REQUEST: \$1,000,000

DESCRIPTION: Renovate the five floors of 21 Pell Street to create a multimedia performance space, an analog and digital photography workshop, community rooms, a sound studio, video production and editing rooms, and conference spaces. With these improvements, the building will host live performances, talent shows, creative skills workshops, and community town hall meetings.



Reopen the Childcare and Family Support Center at 10 Catherine Slip

TOTAL COST: \$2,263,000

DRI FUNDING REQUEST: \$550,000

DESCRIPTION: Repairs to the 4,700-square-foot childcare and family support center at 10 Catherine Slip at NYCHA's Alfred E. Smith Houses. The core components of the project include wall replacement, floor and ceiling repair, painting, HVAC, and electrical upgrades. The reopened center would provide daycare and supportive services to over 100 families in the area, with children receiving high-quality instruction, socialization, and nutritious food throughout the day and parents able to work while raising families.



Establish Asian Culinary Arts of New York

TOTAL COST: \$1,075,000

DRI FUNDING REQUEST: \$352,000

DESCRIPTION: Support the training of professionals specializing in commercial Chinese and other Asian cuisine, particularly for unemployed or low-income individuals, recent immigrants, and other job seekers. The new institute will make use of the existing 3,000 square foot commercial kitchen space at Mott Street Eatery food court. DRI funds will be used to support the purchase of additional kitchen equipment and the fit-out and renovation of a ground floor lecture room with AV equipment, improved Wi-Fi, and classroom furniture.



Launch a Small Business Innovation Hub

TOTAL COST: \$726,000

DRI FUNDING REQUEST: \$724,000

DESCRIPTION: Provide small businesses resources and space to grow in a new Small Business Innovation Hub. The approximately 2,500 square foot center will host one-on-one and large group workshops to help entrepreneurs apply for funding and assistance programs, offer training and workshops, and provide spaces for co-working and events. The center would also host creative workspaces such as a photo/design studio and a consumer product test kitchen.



Open a Soup Kitchen and Community Center at the Church of St. Teresa

TOTAL COST: \$662,000

DRI FUNDING REQUEST: \$511,000

DESCRIPTION: Make capital improvements to establish a soup kitchen and community center that would run in tandem with the church's food pantry. Improvements would include conversion of the current kitchen to a commercial kitchen, improvement of the outside ramp, and necessary church facade improvements to ensure public safety. The soup kitchen would support a diversity of local residents who lack food security by conducting targeted outreach efforts and providing culturally appropriate meals

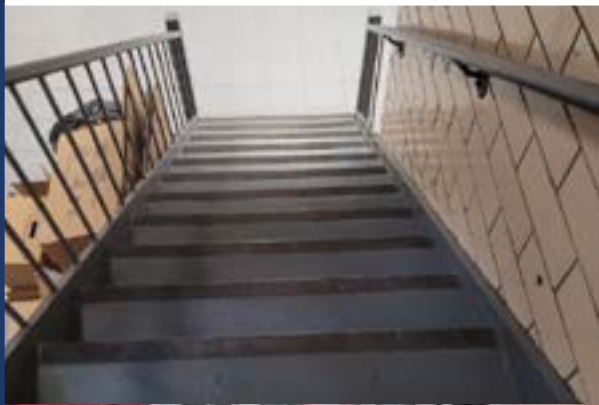


Open a Community Health and Wellness Center at Smith Houses

TOTAL COST: \$2,800,000

DRI FUNDING REQUEST: \$1,000,000

DESCRIPTION: Establish a new community health and wellness center at 60 Madison Street. Opening such a center would reactivate the space, which is located at the intersection of major bus routes, schools, and a main neighborhood corridor. The center would offer high-quality and culturally accessible health and mental health services, employing multilingual staff to serve the diverse community.



Expand Access to Hamilton-Madison House Community Center

TOTAL COST: \$3,192,000

DRI FUNDING REQUEST: \$511,000

DESCRIPTION: Implement accessibility improvements, in compliance with the Americans with Disabilities Act (ADA), to increase the use of community spaces at HMM. This includes: 1) installation of an elevator to create full access to second-floor activity and administrative rooms; 2) four new ADA-accessible bathrooms; and 3) lobby upgrades to safely check in community members and allow for appropriate pedestrian flow. Increasing access would in turn allow for more intensive use of existing spaces, serving more local residents.



Create a Building Upgrades Fund

TOTAL COST: \$1,200,000

DRI FUNDING REQUEST: \$1,000,000

DESCRIPTION: Establish a grant program that would help existing small businesses and building owners make improvements to the local building stock. The fund would provide grants to property owners or their commercial lessees, which could be used for a variety of eligible costs that would support the vitality and attractive downtown and create a safer, more welcoming environment for residents and visitors alike. Eligible project types would include façade upgrades, lighting installation, security cameras, and accessibility improvements. Grantees would be required to contribute at least 20% of the total project cost.



Restore the Historic On Leong Merchants Association Building

TOTAL COST: \$317,000

DRI FUNDING REQUEST: \$258,000

DESCRIPTION: Brighten and beautify the historic On Leong Building, located at the prominent intersection of Canal and Mott Streets. The improvements will include roof repair and painting; façade repair and painting; new balconies; lighting installations on top of the building to illuminate the street; and security cameras to deter crime and combat the recent rise in anti-Asian hate.



Create a Chinatown Art-Eries Public Art Fund

TOTAL COST: \$683,000

DRI FUNDING REQUEST: \$600,000

DESCRIPTION: Start a grant fund focused on public art and cultural placemaking that would create new opportunities for local artists and cultural organizations to expand their reach to residents, workers, and visitors in the area. The fund would bring fresh and exciting public art to the DRI Study Area’s parks, plazas, and open spaces and be inclusive to a large range of artistry and audiences. Grants would be awarded through a community-driven artist and artwork review and selection process that invites local resident participation.



Install Murals & Light Projection Art Throughout Chinatown

TOTAL COST: \$1,024,000

DRI FUNDING REQUEST: \$924,000

DESCRIPTION: Install three large-scale painted wall murals, a light projection art installation, and 30 small-scale murals at prominent locations in Chinatown. Asian American and Pacific Islander (AAPI) artists will be given stipends to showcase their work in Chinatown. Artwork will include innovative augmented reality (AR) light projection art, which does not exist anywhere in the city outside of Times Square or Fifth Avenue, that can serve as public art installations, enhancements to existing street lighting, and hubs for information sharing.



Expand Light Up Chinatown Street Lanterns

TOTAL COST: \$815,000

DRI FUNDING REQUEST: \$689,000

DESCRIPTION: Expand street lanterns into more parts of Chinatown over the course of four phases. The first new phase would include adding lighting to six to eight blocks in Chinatown and refreshing the seven existing blocks. Locations and artistic themes for future phases would be determined by community input and feasibility recommendations from a selected vendor. Future phases could also include experimental artistic lighting such as standalone illuminated art installations and will use hardier materials to extend the life of the initiative.



Launch Meet Chinatown Local Business Directory App

TOTAL COST: \$448,000

DRI FUNDING REQUEST: \$300,000

DESCRIPTION: Create a free and accessible digital platform for small businesses, locals, and tourists that will encourage greater exploration and (re)discovery of Chinatown. The app will provide an accurate representation of all small businesses in Chinatown, removing the burden on small businesses to finance, build, and maintain a digital presence. DRI funds will be used to support app development.

Implementation Summary

The Office of the Manhattan Borough President and the Chinatown Partnership Local Development Corporation are committed to supporting residents, workers, and businesses in Chinatown and surrounding neighborhoods in follow-up to the formal Chinatown Downtown Revitalization Initiative planning process. Both entities are prepared to work with individual project sponsors as well as the State of New York to ensure that DRI-funded projects are

implemented successfully and cohesively to bring about positive neighborhood transformation.

Individual sponsors include Chinatown-serving nonprofit organizations and private businesses. The capacity of each project sponsor was evaluated based on the organization's past project implementation experience and staff capabilities and expertise.



Image Source: NYC Department of Design and Construction



系裔軍人忠烈坊

IN MEMORY OF THE AMERICANS OF CHINESE ANCESTRY WHO LOST THEIR LIVES IN DEFENSE OF FREEDOM AND DEMOCRACY

Section I
DOWNTOWN
PROFILE &
ASSESSMENT

Overview

The east side of Manhattan, between where the Williamsburg and Brooklyn Bridges currently stand, has been home to many communities over the past centuries.

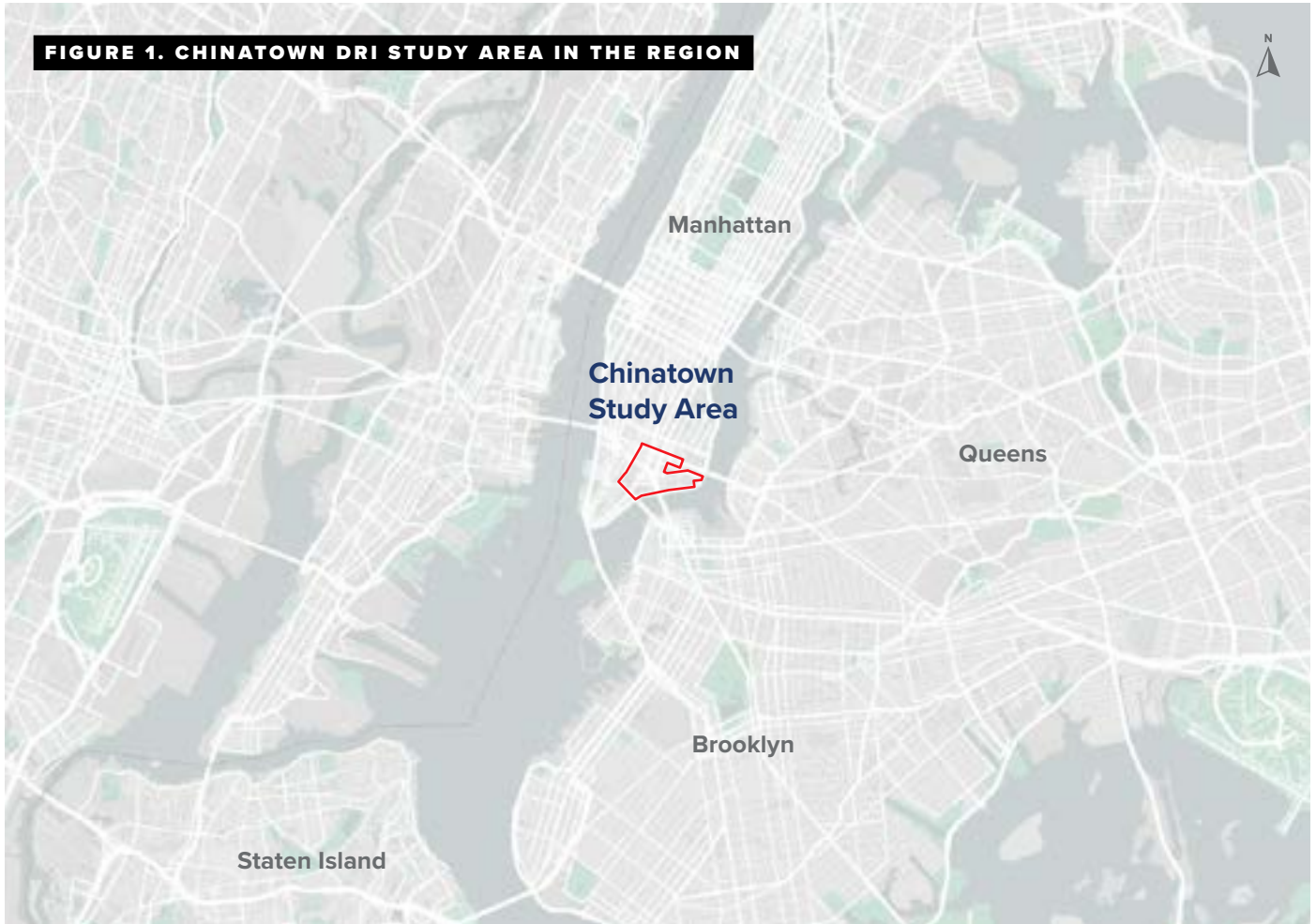
The indigenous Lenape people inhabited the southern tip of Manhattan for hundreds of years until the 17th-century Dutch and then English colonization. A concentration of free Black people and abolitionists lived in area in colonial times, and waves of immigrants from Ireland, Germany, Italy, Eastern Europe, and China successively arrived in great numbers beginning in the early 19th century. Immigrants established ethnic enclaves in this area that was close to City Hall and Wall Street yet often offered only squalid and overcrowded dwellings. This area—the Chinatown DRI Study Area—has many names and subareas, including the **Lower East Side, the Bowery, Little Italy, the Civic Center, Two Bridges, Jewelry District, Little Fuzhou, and more.** The center of the Study Area contains **Chinatown’s commercial and historic core.**

For over 150 years, Manhattan’s Chinatown has been an important home for the Chinese diaspora in New York City, and a destination for Chinese Americans all along the Eastern Seaboard. Located in the heart of Lower Manhattan, the Study Area is home to 67,000 residents, including 24,000 Chinese immigrants. Many of New York City’s 1.2 million Asian American and Pacific Islander (AAPIs) residents—the largest ethnic Chinese population in an urban area outside of Asia—think of Chinatown as a hub of Asian culture. The area draws hundreds of thousands of daily visitors, traveling by foot, bicycle, public transit, commuter van service, interstate bus, and private vehicle. From ethnic restaurants and specialty retail and service establishments

to well-visited museums and bustling parks, Chinatown offers a broad array of cultural attractions, experiences, and services for AAPIs and visitors of other backgrounds.

The Study Area is an ethnically diverse neighborhood in Manhattan. The local Chinese community is comprised of immigrants from culturally and geographically distinct regions. Cantonese and Fujianese residents are the largest ethnic groups in Chinatown, although the area contains immigrants from various other regions across China and other Asian countries. Besides the local AAPI population, thousands of residents of Latin American descent live in the area. Chinatown also remains a place of historic cultural significance for Italian and Eastern European Jewish immigrants, immigrants, who preceded the waves of Chinese immigration in the mid-20th century.

Many immigrants with low incomes live in Chinatown because the area provides affordable housing, employment opportunities, and access to multilingual services and amenities. Approximately half of the housing supply in the area is affordable to households earning less than \$40,000 annually, compared to only a quarter of the housing supply citywide. Among local residents, those who are non-White and foreign-born comprise a greater share of the total population compared to the rest of Manhattan. Local businesses and institutions also employ 41,000 people, primarily in food and beverage, government, healthcare, and retail industries. More than a third of area workers identify as Asian. A diversity of restaurants, bakeries, grocery stores, jewelry shops, barbershops, herbalists, banks, social service providers, and other businesses serve both residents and workers alike.

FIGURE 1. CHINATOWN DRI STUDY AREA IN THE REGION

Chinatown’s residents, workers, and businessowners have remained resilient despite the numerous challenges they have faced over the past several decades. The population has declined by 12,000 (15%) since 2000, the majority of that loss being children and families. While some residents have moved to other neighborhoods with higher quality housing opportunities, others have been displaced by rising rents. The outmigration of residents and businesses not only impacts the workforce and customer base, but also weakens Chinatown’s sense of community and cultural identity. While Chinatown continues to provide job opportunities for immigrants with limited English proficiency, the largest industries in Chinatown are vulnerable to global shifts such as the outsourcing of labor in the garment industry and economic shocks

as a result of the 9/11 attacks, Great Recession, Hurricane Sandy, and the COVID-19 pandemic. Reemerging violence against AAPI communities due to pandemic-related xenophobia and historic exclusion from public aid has further threatened the longevity of the Chinese immigrant population in Chinatown.

In response to such challenges, local organizations and institutions have invested a significant amount of time and resources into both new and previous planning processes and initiatives. Transformative investments in community anchors, physical infrastructure, and the public realm that build upon these past efforts are necessary again to support Chinatown’s long-time residents, businesses, and visitors and prepare for a more resilient future.

Study Area

For the purposes of this Strategic Investment Plan, the Chinatown Study Area encompasses 0.7 square miles in Lower Manhattan, generally bound by Delancey Street to the north, Centre Street to the west, Brooklyn Bridge to the southwest, and the FDR Drive to the south. The boundaries include neighborhoods that are colloquially known by other names such as the Chinatown Historic Core, the Civic Center, Two Bridges, Little Fuzhou, Little Italy, and the Lower East Side.

The Study Area is made up of several smaller districts, each with its own special character, community, and development forces that influence Chinatown. The Chinatown Historic Core is located in the center of the neighborhood, where the Manhattan Bridge lands in the heart of the neighborhood. It is surrounded by the Two Bridges district, the Civic Center district, Little Italy/Nolita, The Bowery and the Lower East Side. The boundaries between Chinatown's neighbors are porous, and together all of these neighborhoods contribute to and benefit from Chinatown's vibrancy.

History & Trajectory

Over the centuries, many ethnic groups have lived in the Study Area. The Lenape, an indigenous tribe in the northeastern United States, inhabited Lower Manhattan until Dutch settlers arrived in the mid-17th century, followed shortly thereafter by the English. In colonial society, a concentration of free Blacks and abolitionists lived in the modern-day Study Area. Starting in the early-19th century, growing numbers of Irish and German immigrants began moving to the Lower East Side. To accommodate the rapid increase in the residential population, the development of denser housing typologies such as tenements began around the same time.

The first wave of Chinese immigration took place in the second half of the 19th century, with New York City's emergence as a global shipping hub and the eastward migration of Chinese laborers formerly employed as part of the California Gold Rush and construction of transcontinental railroads. Many of the area's first Chinese residents were male merchants from Taishan, a city in the Guangdong province. These Cantonese immigrants settled in Five Points, around Mott, Pell, and Doyers Streets.

Between the 1880s and 1960s, the Chinese population remained relatively stagnant while immigrants from Europe

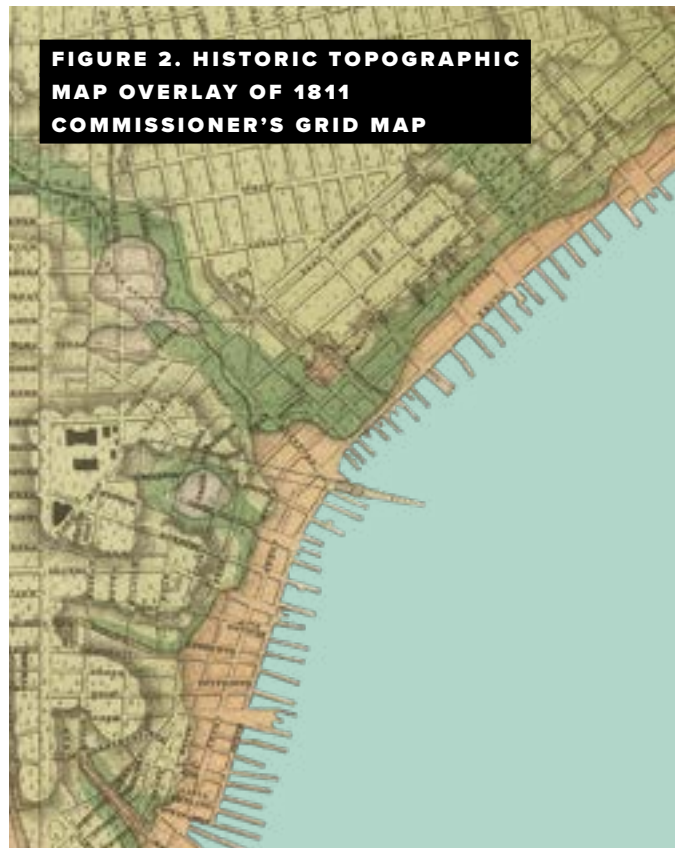
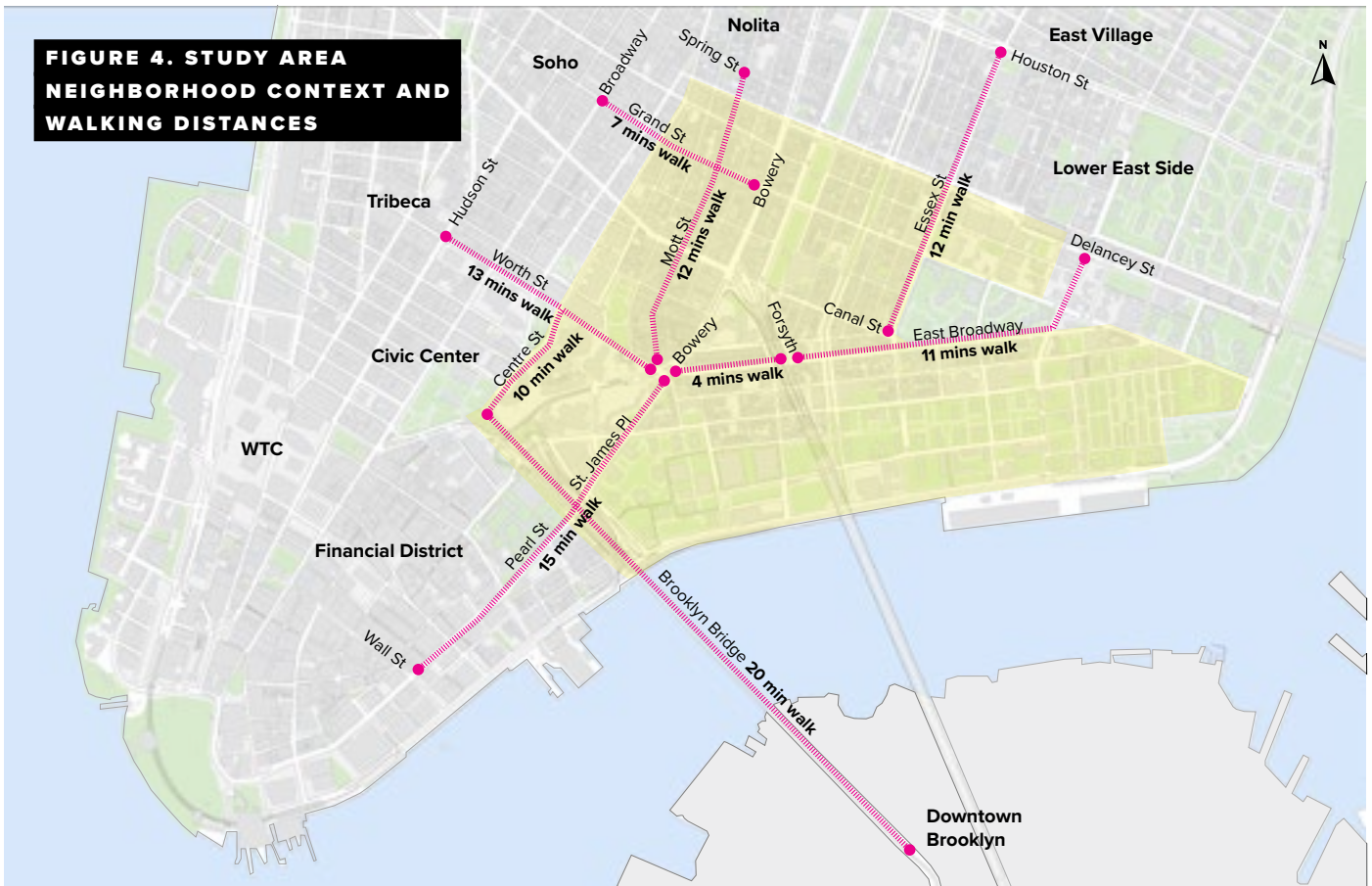
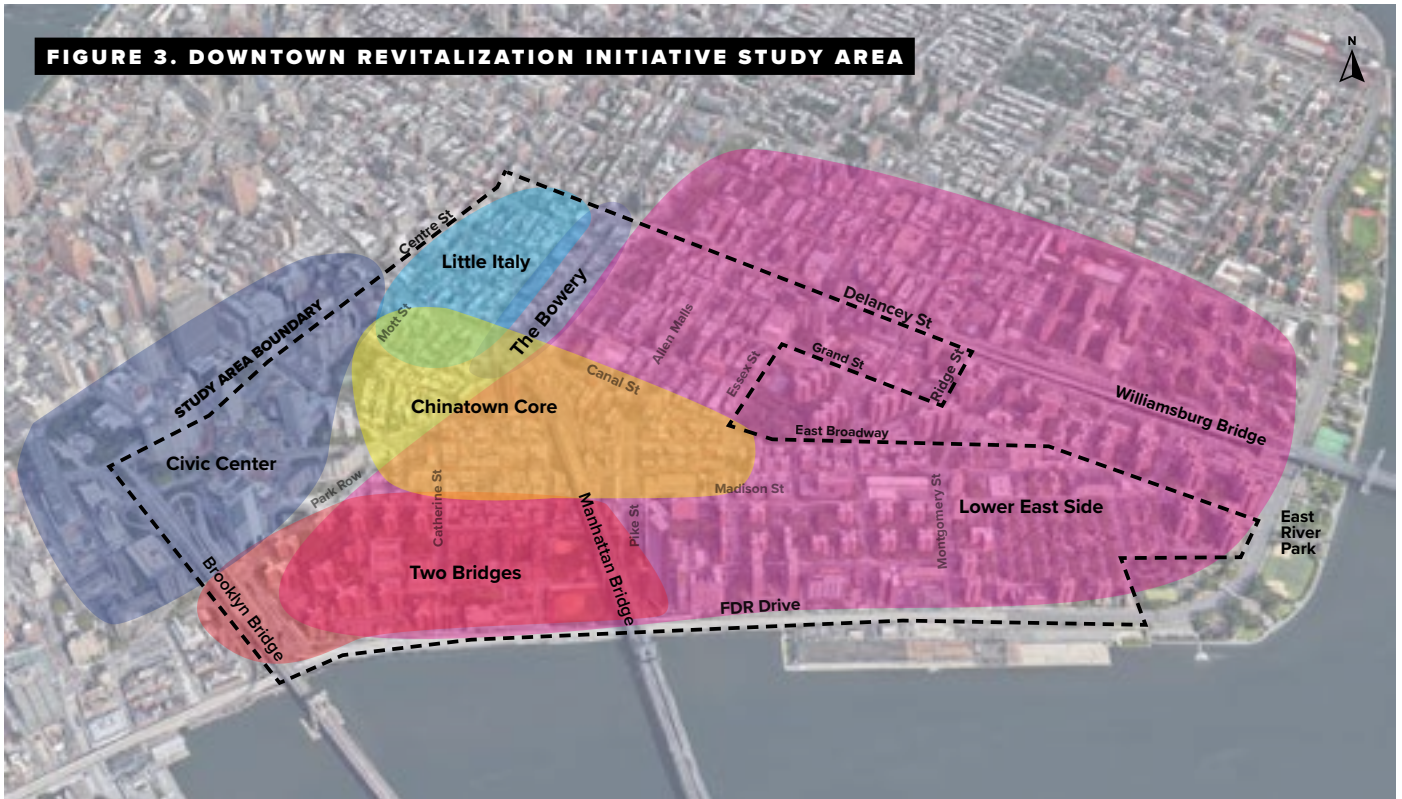


Image Source: CultureNOW (top); New York Public Library (bottom)



and Puerto Rico began moving into the area. The passage of the Chinese Exclusion Act of 1882 prohibited Chinese laborers from entering the United States or becoming naturalized citizens. In addition to such legislative changes, anti-Asian violence compelled many Chinese immigrants living in the western United States to move to Chinatowns across the Eastern seaboard. However, population growth in the area was largely driven by Italian and Eastern European Jewish immigration in the late-19th and early-20th centuries. A significant number of Puerto Ricans also moved in the area following the passage of the 1917 Jones Act, which granted them American citizenship. Many of the Puerto Rican residents eventually settled in public housing developments located in the southeastern part of the Study Area. That portion of the Study Area contains more than 9,000 Hispanic/Latinx residents, comprising a quarter of the population in the five Study Area census tracts that border the East River.

New federal legislation in the mid-20th century allowed thousands of Chinese immigrants to enter the country, leading to rapid expansion of Chinatown. The federal government

repealed the Chinese Exclusion Act in 1943 and passed the War Brides Act in 1945, which permitted Chinese American soldiers to bring their wives to the United States. However, the Chinese population in the area did not meaningfully increase until the passage of the Immigration and Nationality Act of 1965, when immigration quotas for China were normalized with other nations at 20,000 per year.

Demographic shifts as a result of New York City's economic decline in the second half of the 20th century provided affordable housing and employment opportunities for Chinese immigrants. Starting in the 1960s, long-time residents of the Lower East Side and Little Italy began moving out of the area due to housing abandonment, social service cutbacks, high crime levels, and general disinvestment. Vacancies in the residential market and garment industry allowed Chinese residents, businessowners, and entrepreneurs to thrive in Chinatown. Between 1965 to 1980, Chinese immigrants, primarily Cantonese people from Guangdong and Hong Kong, moved to the neighborhoods around Bowery, Canal Street, and Grand Street. In the 1980s and 1990s, an area known as

Image Source: 6sqft (left top and bottom); New York Public Library (right)

FIGURE 5. HISTORIC MAP (1871), FIVE POINTS IMAGE AND STREET SIGN

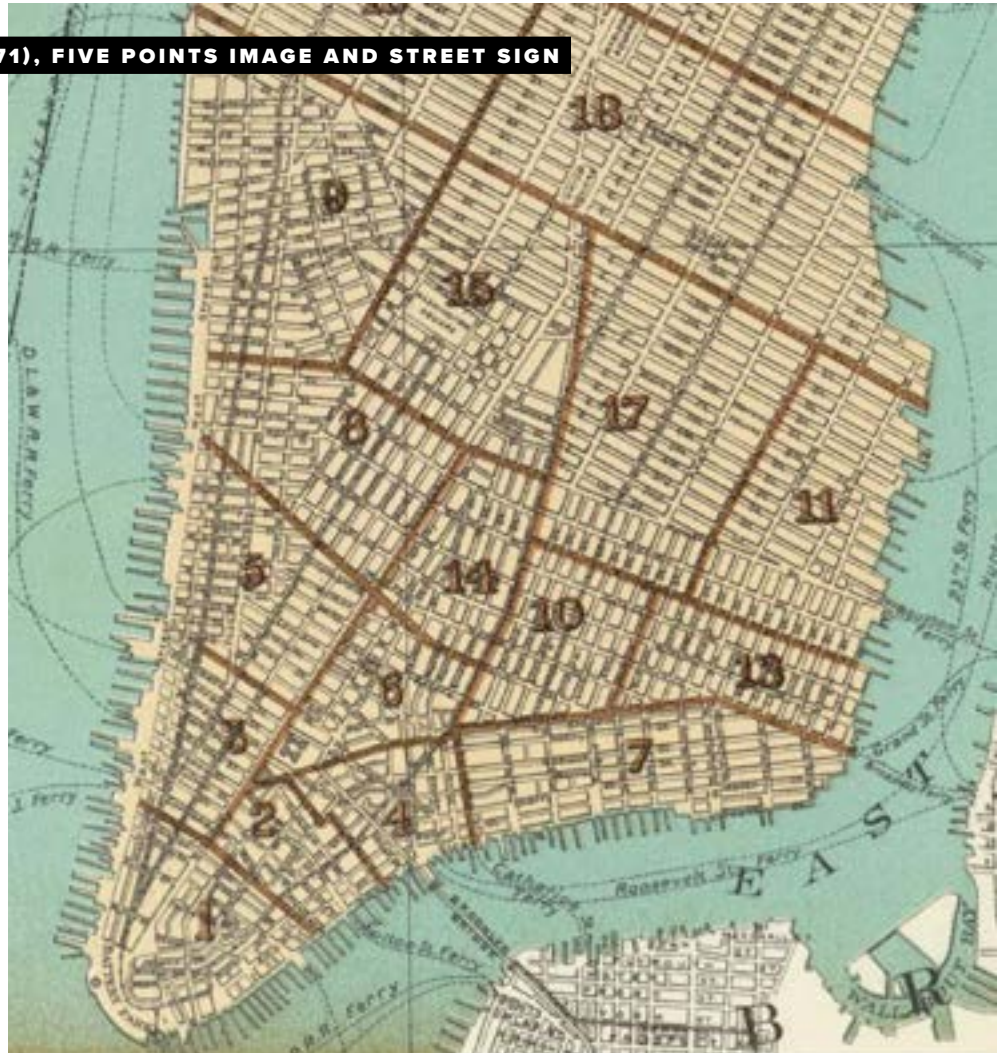


Image Source: Macaulay Honors College, City University of New York

Little Fuzhou emerged around East Broadway with the arrival of significant numbers of immigrants from Fuzhou.

In recent decades, a combination of several acute shocks, including the decline of the garment industry, have threatened Chinatown’s residents, workers, and businesses. With the rise of globalization, leaders in the garment industry found it more profitable to outsource labor to foreign countries than continue production in the United States. An estimated 400 to 500 garment factories were located in Chinatown in 2000, declining to around 150 in 2004. The precipitous decline of the industry was accelerated by the impact that the 9/11 attacks had on revenue, which led to prolonged, and in some cases, permanent business closures and unemployment. The Great Recession and Hurricane Sandy further exacerbated negative business and employment impacts. In the aftermath of the Great Recession, office vacancy rates increased from 3 percent to 11 percent as small companies moved out of more than 800,000 SF of office space in the area. Five years following the onset of the Great Recession, the physical and economic impacts of Hurricane Sandy resulted in business revenue

losses of more than 60 percent and over \$3B in total damages to NYCHA properties, several of which are located within the Study Area. And most recently, more than half of Chinatown businesses reported a revenue loss of 75 percent or greater during the peak of the COVID-19 pandemic as a result of public health regulations and reemerging anti-Asian sentiment.

In response to recent challenges, community organizations and institutions have partnered with public agencies to support local stakeholders as well as attract visitors back to the neighborhood. From small business grant programs and cultural events to improved lighting and public art, the local community is moving towards revitalization and resilience in a post-COVID world. Despite the success of these efforts, public and private support has been insufficient to address all of Chinatown’s critical needs. Strategic investments and planning through the DRI process will be instrumental to catalyze continued revitalization while supporting Chinatown’s long-time residents, workers, and businessowners.

FIGURE 6. HISTORIC PHOTOGRAPHS





Image Source: Macaulay Honors College, City University of New York

FIGURE 7. TIMELINE OF MAJOR EVENTS

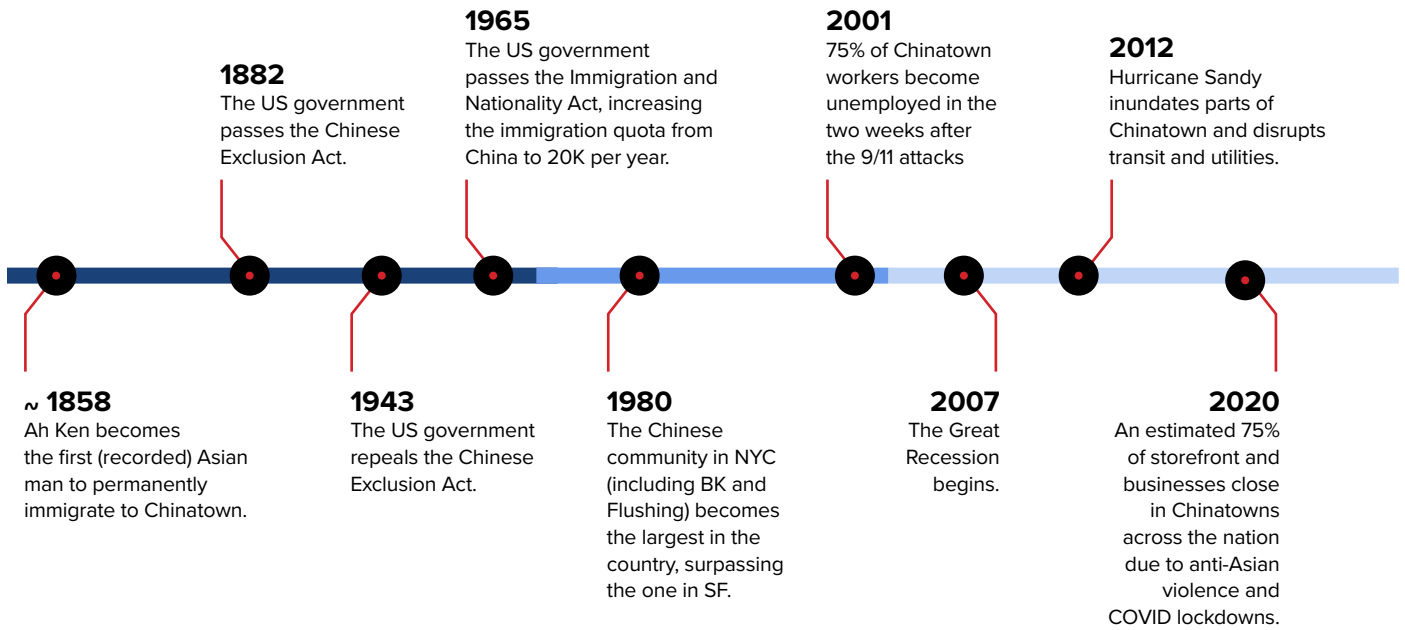


Image Source: Macaulay Honors College, City University of New York

Recent Plans

Over the past two decades, local organizations and the City have participated in several planning engagements that have identified community priorities across a range of topics, including housing affordability, workforce development, small business, culture, transportation, public realm and open space, and zoning. These plans, focusing on the core of Chinatown, include:

Chinatown One Year After September 11th: An Economic Impact Study (2002)

The Asian American Federation of New York (AAF) prepared a landmark study evaluating the impacts of the 9/11 attacks on business, job, and wage losses in Manhattan's Chinatown. The report found that one year after 9/11, a significant number of workers remained unemployed and businesses continued to experience lower-than-average revenues. The study also noted that 9/11 exacerbated issues related to physical infrastructure including congestion, insufficient parking, unclean streets, and a lack of recreational facilities. As part of making policy recommendations, AAF identified the need for new economic and workforce development programs as well as investments in infrastructure, amenities, and marketing to strengthen Chinatown's role as a major tourist destination. One recommendation involved establishing a Business Improvement District (BID) in Chinatown, which was formed in 2012.

America's Chinatown: A Community Plan (2004)

Phillips Preiss Shapiro Associates in partnership with Asian Americans for Equality (AAFE) developed the plan as part of the Rebuild Chinatown Initiative (RCI). RCI was launched as a community planning process to provide a framework and roadmap for the revitalization of Chinatown in the aftermath of the 9/11 attacks. The plan synthesizes findings from the RCI process, which involved surveys of 1,800 residents, interviews with local stakeholders, and a series of community meetings. Recommendations are organized around three overarching goals: 1) create a modern center for culture and commerce through investments in office space, retail establishments, placemaking, and cultural assets; 2) improve connectivity and wayfinding to the waterfront, parks, and other recreational amenities; 3) preserve the neighborhood's affordability and authenticity as an ethnic community.

Chinatown Arts Center Feasibility Study Final Report (2005)

On behalf of the Committee to Revitalize and Enrich the Arts and Tomorrow's Economy (CREATE), Webb Management Services and Rogers Marvel Architects prepared a needs

assessment, feasibility study, and site investigation for a new performing and visual arts center in Chinatown. The report received funding from the Lower Manhattan Development Corporation (LMDC) and Council Member Alan Gerson. CREATE cites several goals for the project: 1) provide a cultural and economic anchor for the post-9/11 revitalization of Chinatown; 2) become a major tourist attraction and a regional showcase facility for Asian-American artistic experience and heritage; 3) provide a resource that supports growth of new and established Asian-American artists and arts organizations and other locally-based organizations serving the community; 4) support the transmission of Asian-American artistic experience and heritage through diverse programs and affordable access. While the performing arts center was never built, it remains a priority project for many community members in Chinatown.

Revitalizing Chinatown Businesses: Challenges and Opportunities (2008)

Given that workers and businesses in Chinatown had still not fully recovered from the 9/11 attacks in the mid-2000s, AAF led a follow-up study to investigate Chinatown's prolonged economic vulnerability and strategies for a resilient recovery. The study acknowledged industry shifts in Chinatown's economy and a changing customer base. On top of the overarching changes to the business ecosystem, the study identified several barriers to future business growth, including the negative perception of Chinatown businesses as inexpensive and dirty as well as a scarcity of high-quality, affordable, and appropriate commercial space. AAF once again recommended establishing a BID, in addition to investing in new customer attraction strategies, providing financial and technical assistance, resolving parking and circulation issues, and pursuing transformational development projects cited in previous plans (e.g., office center, performing arts center).

Converting Chinatown: A Snapshot of A Neighborhood Becoming Unaffordable and Unlivable (2008):

The Committee Against Anti-Asian Violence (CAAHV) Organizing Asian Communities and the Community Development Project of the Urban Justice Center (UJC) published a study on gentrification and displacement in Chinatown. Based on real estate market data and survey responses, the report found that: 1) gentrification has been fundamentally changing Chinatown; 2) residents have seen increased harassment and displacement due to gentrification; and 3) small businesses in Chinatown are vulnerable to displacement. To mitigate the gentrification and displacement, CAAHV and UJC advocated for expanded tenant protections, more stringent regulations regarding new development and housing affordability, and additional technical and financial

support for small businesses.

Chinatown Working Group: Preserving Affordability & Authenticity (2014)

The Chinatown Working Group (CWG), formed in 2008, was comprised of over 50 members including civic, community, and cultural organizations; Community Boards 1, 2, and 3; and other stakeholders. With funding from the LMDC, Pratt Center for Community Development prepared a study summarizing insights from the CWG process. The report centers on a proposal to change existing zoning and land use regulations in Chinatown as a means to impact three topic areas: housing affordability, economic development, and culture and historic preservation. CWG supports a variety of transformational development projects including micro-unit affordable housing development, a public food center, and a performing arts center. The proposed zoning changes and other projects have not been implemented.

Shared Vision for 70 Mulberry Street (2021)

In the aftermath of a fire that severely damaged 70 Mulberry Street, 3x3 Design, on behalf of NYC Department of Citywide Administration Services (DCAS), led a public engagement process to develop a vision for the redevelopment of the community anchor. Findings were synthesized in a public report. Community priorities for 70 Mulberry involved creating an intergenerational community space that reflects the cultural heritage of the neighborhood. The majority of stakeholders

supported cultural and arts programs and community services as future uses in the building. The City has committed \$170M to fund the project.

SoHo/NoHo Neighborhood Rezoning Plan (2021)

In December 2021, the City Council approved the SoHo/NoHo Neighborhood Plan. While most of the rezoning area falls outside of the DRI Study Area, the City has committed to investing in parks and open space within Chinatown in parallel with the approved zoning and land use reforms. In particular, the City will redesign and reconstruct the Pike/Allen Street Malls from Hester Street to Madison Street, expanding open space and recreational amenities. The City will also make capital improvements at Sara D. Roosevelt Park, including repurposing the Stanton Street building from operational and maintenance uses to community park uses.

Chinatown Commercial District Needs Assessment (ongoing)

The Chinatown BID and Think!Chinatown are currently working with NYC Department of Small Business Services (SBS) to create a Commercial District Needs Assessment (CDNA) for the area. The CDNA will highlight the existing business landscape, consumer characteristics, physical environment, and unique character of the commercial corridors and local businesses that make up the identity of Chinatown.



Image Source: Chinatown BID/Partnership / Time Out

Recent Investment

DRI strategies to further revitalize Chinatown build on several billion dollars in recent and planned public and private investment. Please note that the following list reflects public and private investments that have been made in Chinatown regardless of the perceived or actual impacts associated with such investments.

While Chinatown has experienced some benefit from this investment, the area historically has faced exclusion from public aid. In the aftermath of the 9/11 attacks, a significant portion of Chinatown’s residents and workers were unable to access federal aid because only those living or employed south of Canal Street were eligible. It was not until June 2002 that the northern eligibility boundary was moved to Houston/ Delancey Street. Language barriers can also lead to exclusion from public recovery funding. In an AAF survey of Asian small business owners across New York City in 2021, two-thirds of respondents reported that there was insufficient information regarding COVID-19 assistance in their language. In addition, there is an opportunity to expand the public allocations that

AAPI communities do receive. In fiscal year 2020, Asian-led and serving organizations in NYC received 4.4 percent of City Council discretionary dollars and less than 1.5 percent of social service contract dollars, despite Asian New Yorkers comprising 14 percent of the total population citywide.

Some constituents view certain projects that have received recent investment as contrary to the revitalization of the Study Area and community needs. Such projects include the \$1.7B, 40-story Manhattan Borough-Based Jail as well as the NYC Department of Homeless Services’ planned conversion of a former hotel at 91 East Broadway to a 120-bed safe haven facility serving homeless individuals.



FIGURE 9. PRIVATE INVESTMENT

Private Project	Category	Investment	Year Completed	Description
Essex Crossing	Mixed-Use	\$1,900,000,000	2012–2024	As part of the 2012 Seward Park Mixed-Use Development Plan, the City selected a group of private developers to construct a \$1.9B, six-acre project in the Lower East Side, around Delancey Street. The project includes more than 1,000 residential units (mix of rental and condo, with more than 50% being affordable), 350,000 SF of office space, 300,000 SF of retail space, and 15,000 SF of public open space. Of the nine buildings in the project, five have been built as of 2022, including the Essex (which includes Essex Market in its podium), Rollins, Frances Goldin Senior Apartments, 242 Broome, and One Essex Crossing.
One Manhattan Square	Housing	Data not available (est. more than \$1,000,000,000)	2014–2019	Extell Development Company completed an 80-story luxury condominium tower in 2019. The building contains 815 units and 100,000 SF in amenities for residents. One Manhattan Square is nearly two times taller than Confucius Plaza, the second tallest building in the Study Area, and represents a large influx of luxury housing units. Extell also constructed an adjacent rental building, 227 Cherry Street, with 204 affordable units. Developers have proposed similar luxury uses nearby. Most recently, permits were filed for a 71-story mixed-use skyscraper at 265 South Street.
55 Suffolk Street – 64 Norfolk Street	Mixed-Use	\$235,000,000	2017–2023	The Chinese-American Planning Council (CPC) and Gotham Organization are constructing a mixed-use development in the Lower East Side consisting of two buildings. 55 Suffolk Street is a 30-story mixed-use building with 378 rental units (25% affordable), 18,000 SF retail space, and 40,000 SF office space for CPC headquarters. 64 Norfolk Street is a 16-story building with 115 affordable housing units for seniors and a 4,000 SF congregation and cultural heritage center for the Beth Hamedrash Hagodol synagogue. The project received land use approval in 2020, and construction commenced in 2021.
Museum of Chinese in America (MOCA)	Cultural	\$128,000,000	2020–2023	MOCA is creating a new 68K square foot building at 215 Centre Street, which will include a new museum, Genealogy Center (to create family history profiles through DNA testing), and performing arts space for Chinese music, dance, and theater groups. To date, the institution has raised \$61M of its \$128M capital campaign, including a \$35M allocation from the NYC Department of Cultural Affairs.
Chung Pak LDC – Housing and Small Business Support	Housing, Small Business	More than \$2M	2021–TBD	The City committed funding to the long-term preservation of senior housing at 96 Baxter Street, including approximately \$1M to build an enclosure on the terrace of the building to offset any negative impacts from the construction of an adjacent jail facility. The City is also providing rent credits and relocation assistance for small businesses located at the base of 96 Baxter Street.
Welcome to Chinatown Fund	Grant	More than \$550,000	Ongoing	The Welcome to Chinatown Fund was established at the start of the pandemic to support local businesses through online donations. Most of the Fund has been allocated to small businesses assistance grants and meals to alleviate food insecurity.
Hotel 50 Bowery	Hotel	Data not available	2013–2017	Hotel 50 Bowery is a 22-story boutique luxury hotel with 229 rooms.
Wyndham Garden Hotel	Hotel	Data not available	2007–2012	Wyndham Garden is an 18-story hotel with 106 rooms.
100 East Broadway	Office/Retail	Data not available	2017–2020	100 East Broadway is a new 14-story Class A office building located at Pike btwn Division and East Bwy



FIGURE 11. PUBLIC INVESTMENT

Public Project	Category	Investment	Year Completed	Description
East Side Coastal Resiliency (ESCR)	Infrastructure	\$1,450,000,000	2021–2025	The City and the federal government are jointly funding a climate resiliency project to extend flood protections and improve open spaces on Manhattan’s East Side from East 25th Street to Montgomery Street. Within Chinatown, the project will create an elevated East River Park and new landscaping around Corlears Hook.
Brooklyn Bridge-Montgomery Coastal Resilience (BMCR)	Infrastructure	\$522,000,000	2021–TBD	City and federal dollars are funding a climate resiliency project to install flood walls and deployable flip-up barriers along the East River waterfront from the Brooklyn Bridge to Montgomery Street.
70 Mulberry Street	Cultural	\$174,000,000	TBD	In October 2021, Mayor Bill de Blasio announced funding to rebuild 70 Mulberry Street, a community anchor that was severely damaged by a fire in January 2021. The building restoration will include over 50,000 SF of space for previous tenants, a new gymnasium, over 6,500 SF of additional office and tenant spaces, and general building enhancements. In addition, as part of the Borough-Based Jails program, the City has committed \$4M in funding to install a lift/elevator at 70 Mulberry Street, to enhance accessibility.

LMDC Commitments to the Revitalization of Chinatown	Grant, Infrastructure	\$171,000,000	2001–2006	LMDC, a joint New York State and City corporation, distributed 9/11 recovery funds to various organizations and initiatives in Chinatown. The largest allocations include \$60M to the World Trade Center Business Recovery Grant Program, \$40M to the Residential Grant Program, \$25M to Chatham Square Study and Implementation, and \$20M in park renovations (including Columbus Park, James Madison Park, Sara D. Roosevelt Park, Pike/Allen Street Mall, and Alfred E. Smith Playground).
NYCHA Hurricane Sandy Repairs and Resiliency	Housing	\$134,000,000	Ongoing	In the aftermath of Hurricane Sandy, FEMA allocated billions of dollars to repair NYCHA housing. Improvements and repairs at LaGuardia Houses (\$28M) and Two Bridges URA (\$23M) are complete. Renovations are ongoing at Alfred E. Smith Houses (\$83M).
Sara D. Roosevelt Park	Open Space	\$25,000,000	2022–TBD	As part of the approved SoHo/NoHo Neighborhood Plan, the City will relocate make capital improvements and expand recreational amenities at Sara D. Roosevelt Park. In particular, the NYC Parks Department, in coordination with DCAS and other city agencies as needed, will relocate operational and maintenance uses at the Stanton Street building, and convert the structure to community park uses.
Columbus Park	Open Space	\$9,880,000	2020–TBD	The City has allocated nearly \$10M to support renovations and upgrades to the comfort station, pavilion, maintenance, and security at Columbus Park. The funding is part of a larger \$137M commitment to neighborhood investments as part of the Borough-Based Jails program.
Pike/Allen Street Malls	Infrastructure, Open Space	\$8,800,000	2022–TBD	As part of the approved SoHo/NoHo Neighborhood Plan, the City is committed to reconstruct the Pike and Allen Street Malls from Hester Street to Madison Street. The project, led by the NYC Parks Department in coordination with the NYC Department of Transportation (DOT), will expand open space and recreational amenities along the corridor. The City is leading the design and construction of the segments of the mall between Hester and Canal Street as well as East Broadway and Madison Street. City agencies are contracting with a private firm to redevelop the portion of the mall from Canal Street to East Broadway.
Forsyth Plaza	Open Space	\$3,600,000	2009–2018	NYC DOT, in coordination with DCAS, transformed the previously unused triangle into a 10,000-SF ADA-compliant public open space. Since its opening in 2018, local organizations such as Think!Chinatown and AAFE have hosted community events at the Plaza.
Big Belly Solar Compactors (DOHMH)	Public Health	\$2,500,000	2017–2022	The City through DOHMH as part of their multi-million dollar rat mitigation program donated a total of 118 Big Belly environmentally friendly solar trash compactors to help cover half of the Chinatown BID Service Area, to deal with the persistent rodent and public health issues. These green compactors help to improve operational efficiency reduce plastic bags waste and labor efforts.
Kimlau Memorial Monument Restoration	Open Space	\$1,000,000	Pending	Former Council Member Margaret Chin allocated nearly \$1M in City capital funds to restore the Kimlau Memorial Monument, which honors Chinese-American soldiers who died during World War II. The statue has sustained damage as a result of the weather and other environmental conditions. Such restorations are necessary to ensure the public safety of those using the space.
Open Streets Mural on Doyers Street	Open Space	Data not available	First iteration of the mural in 2018; repainted in 2021	As part of NYCDOT’s Asphalt Art Activations and Open Streets program, Doyers Street was transformed into a colorful mural and pedestrian public space.



Image Source: Shutterstock Photo Contributor Stuart Monk

Regional Economic Development Council Priorities & Investments

By selecting the Chinatown application as a DRI awardee, the New York City Regional Economic Development Council (NYC REDC) recognized the potential of the Chinatown commercial core and its neighboring Little Italy businesses to generate greater economic and community benefits to the many residents, workers, and visitors within the Study Area. While much of the activity today within this downtown hub is centered on a predominately Chinese immigrant community, the REDC and NYS recognized that investing in this historic downtown would benefit the larger community and ensure a place where future generations will want to live, work, and raise a family. Transformative public investment can create significant economic and social returns for those whose livelihoods depend on Chinatown, as well as visitors from across the region.

In its 2011 Strategic Plan, the NYC REDC articulated strategic goals for regional investment. Local priorities for the revitalization of Chinatown align with the following REDC goals:

- **Improve quality of life** — Creating vibrant and affordable communities that have the amenities and employment opportunities to support the next generation of New Yorkers. Chinatown contains a broad range of cultural assets and immigrant-serving jobs, which may be enhanced to serve future community needs.
- **Create a pro-growth, pro-jobs environment** — Continuing the growth and diversification of the City's economy by enhancing the competitiveness of industries and businesses, while also facilitating private sector and City investments that support increased business growth. Chinatown seeks to preserve the vibrancy of its historic retail corridors while also providing small businessowners opportunities to expand into new economic sectors.
- **Invest in the future** — Establishing public-private partnerships to modernize and expand transportation infrastructure, affordable housing, commercial space, cultural institutions, and other uses. Chinatown has a history of local organizations partnering with public agencies to deliver transformational community benefits from the renovation of Forsyth Plaza to the preservation of affordable housing units at 81 Madison Street.
- **Foster innovation and inter-regional cooperation** — Directing State funding to projects and programs that lead to gainful employment and upward mobility in growing industries through inter-regional working sessions, analysis and thought leadership. Chinatown is home to numerous organizations that help residents navigate job training and career mobility to improve their livelihoods. DRI funding can build upon past REDC investment, including a \$69K Consolidated Funding Application award to the Chinatown Manpower Project to provide unemployed worker training from 2013 to 2015.



愛國學堂

CHINESE RESTAURANT

RESTAURANT

WING TONG SE & JAPAA

NOVELTIES

SOY KEE GU

Physical Planning Context

Background

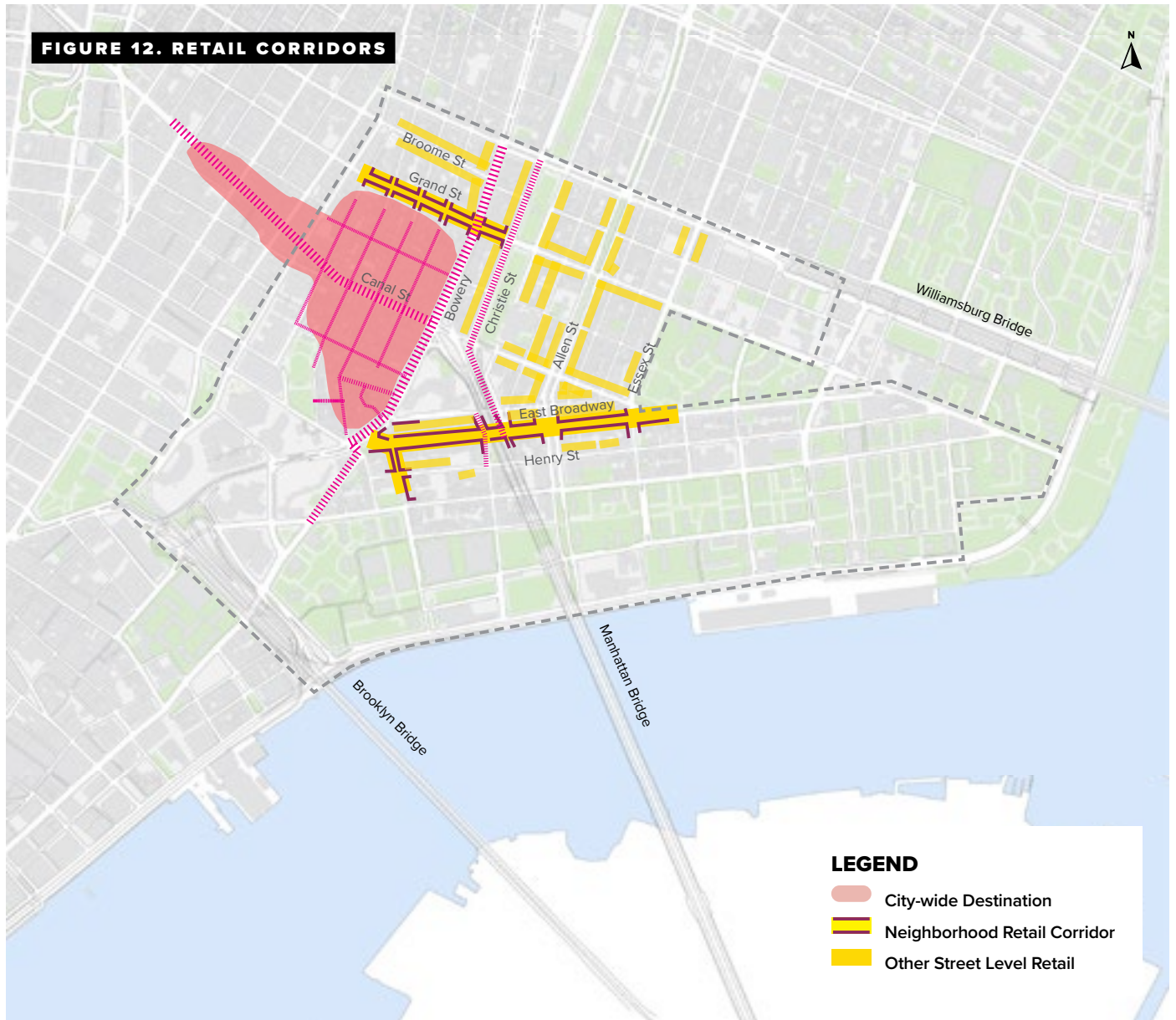
In the beginning of 17th Century, the East River was the front door to the community in this area of Lower Manhattan. The waterfront, lined with boat slips reaching in and piers reaching out to the water, was the center of commerce. During colonial times, the British laid out grids to expand development while flattening the hills and filling in the swamps and creeks that became Canal Street. In the 18th century, the street grids expanded until they met with both the East River and the Hudson River. In modern times, Chinatown's original rugged glacially formed land—with many hills, bays, swampy flats, and deeply penetrating inlets—is long gone and replaced by rapid expansion of tenement housing development that was fueled by the influx of immigrants who settled in this area. The construction of the Brooklyn, Manhattan, and Williamsburg Bridges scrambled the dense urban fabric of the neighborhoods where they landed. Urban renewal in the 20th Century reformed the areas along the East River into larger blocks of housing developed by the NYC Housing Authority and others but the remaining portions of Chinatown still retain physical fragments of the area's past.

Image Source: Macaulay Honors College, City University of New York

Destination and Places

The history, legacy, landmarks, and varied land use of the Study Area offer a wide variety and concentration of attractions that draw visitors from all over the city and across the globe. Retail, restaurants, cultural and entertainment venues tend to be concentrated in the central Chinatown core around Mott Street south of Canal Street as well as in Little Italy around Mulberry Street north of Canal. Large-scale government offices, police, and court buildings occupy the southwest corner of the Study Area providing a counterpoint to the small, dense building fabric of nearby districts.

Religious sites are located throughout the Study Area. Hotels are located along Pike-Allen Street below East Broadway and north of Canal Street close to Bowery. The Study Area has several major parks that are popular with local residents and families. Some of the greatest destinations are the commercial streets themselves, with their vibrant goods, ethnic foods, and distinctive local culture. Major commercial corridors are Canal Street, East Broadway, and Grand Street, with Little Italy and Mott, Mulberry and Doyers Streets being popular retail and restaurant locations.





CULTURE & ENTERTAINMENT

- 1. Chen Dance Center
- 2. New York Chinese Cultural Center
- 3. Japanese Folk Dance Institute of NY
- 4. Music from China
- 5. Florentine Schools of Music, Arts & Academics
- 6. Mencius Society for the Arts/ E. River Ensemble
- 7. The W.O.W. Project
- 8. Storage (art gallery)
- 9. Seward Park Library
- 10. 21 Pell Street
- 11. American Indian Community House
- 12. Museum of Chinese in America
- 13. Chinese American Arts Council
- 14. Tenement Museum
- 15. Abrons Art Center
- 16. Museum at Eldridge Street
- 17. Essex Flowers Gallery
- 18. Hotel Chantelle Live Music
- 19. International Center of Photography Museum
- 20. Regal Essex Crossing & RPX Cinema
- 21. Open Road Rooftop Cinema
- 22. Manny Cantor Center — Educational Alliance Art School
- 23. Paul Taylor Dance Company
- 24. Two Bridges Music
- 25. Foxy Production
- 26. The Ground (Murals)
- 27. Metrograph (Cinema)
- 28. Klaus on Nichtssagend Gallery
- 29. James Fuentes (Art)
- 30. Escondido
- 31. Capitale
- 32. Dixon Place

LEGEND

- Culture, Entertainment
- Playgrounds
- Community, Schools, Medical
- Government, Police
- Religious
- Hotels
- M Metro

Transportation and Circulation Network

The street grids from centuries ago still provide the framework for neighborhood circulation that we see today even as the East River bridges and major roads like the Bowery divide these neighborhoods into isolated pockets of smaller districts. Three colliding grids of walkable streets and low-rise buildings meet in the middle of Chinatown, where they are disrupted by the landing of the Manhattan Bridge. Historic roads such as Bowery, Canal, Division, and Grand Streets are now major vehicular corridors with busy street-level commercial uses. Wide intersections and uncontained views where the grids collide can be disorienting and dangerous for pedestrians and cyclists. The closure of Park Row to vehicles for security reasons following the 9/11 attacks has exacerbated connectivity challenges for the residents at the southwestern corner of the Study Area. As the pedestrian and cycling pathway through Park Row is not inviting, visitors to the Brooklyn Bridge as well as

others may be dissuaded from reaching the core of Chinatown.

The outer edges of the Study Area are well-served by subways and the central core is well-served by buses. The Chinatown core also serves as a transportation hub for local and regional residents commuting between different Asian communities in the larger tri-state area.

Regular, small lots with small buildings characterize much of the Chinatown Core and Little Italy, as well as parts of the Lower East Side. However, historic urban renewal projects, and more recently, high-rise market development, has led to the creation of larger lots and blocks to accommodate taller buildings. The southwestern portion of the Study Area also contains large municipal buildings that break the regular pattern of the grid. In addition, there is a gap in the center of the Study Area where ease of access is erased by the Manhattan Bridge access ramps. Pedestrian experience, access, and safety suffer from the disconnection as well as the disorienting, sometimes unkempt public realm that generally lacks wayfinding signage.



Image Source: Google Earth

FIGURE 14. MAJOR VEHICULAR CORRIDORS

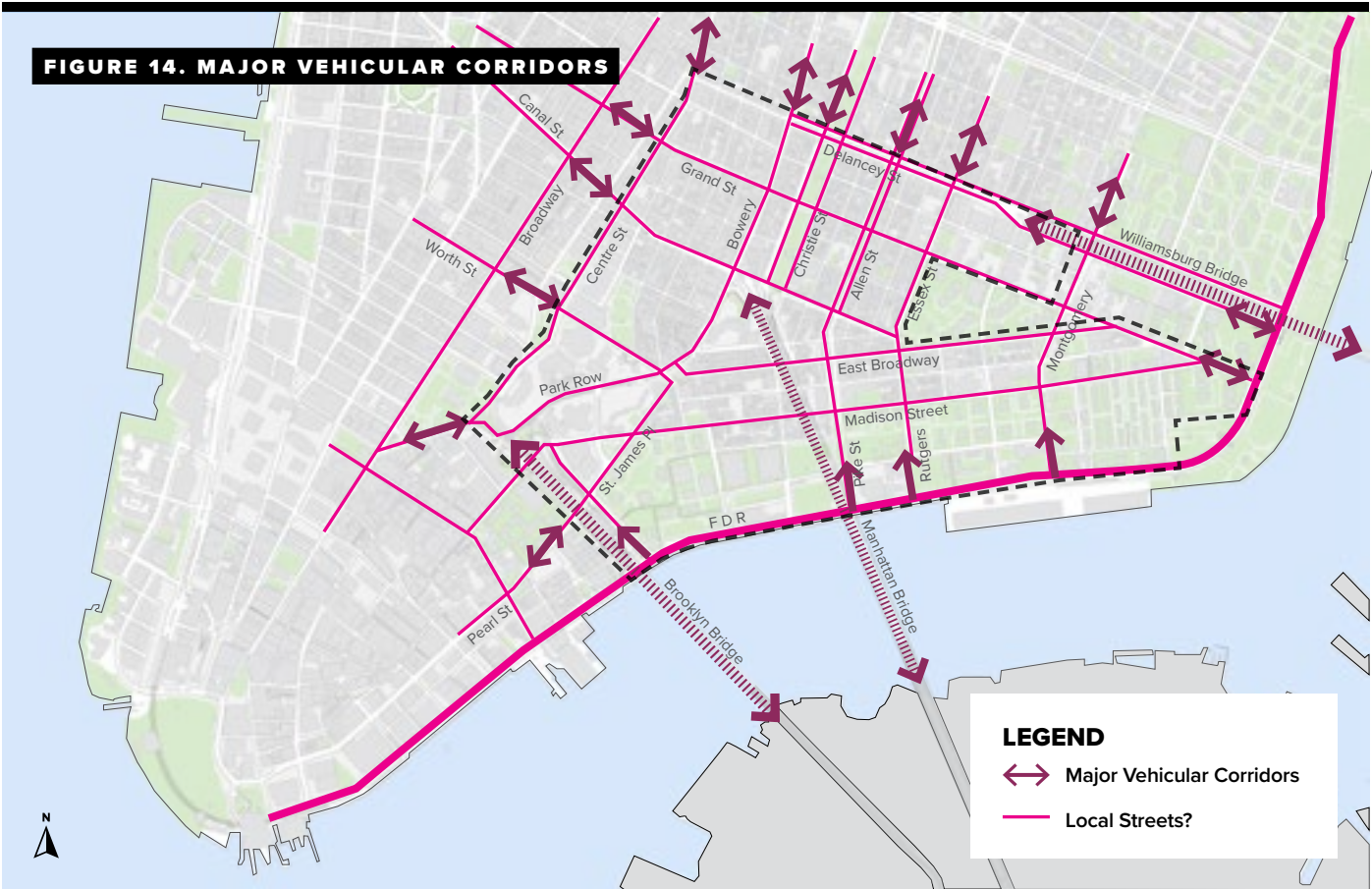


FIGURE 15. LOCAL STREETS





Buildings

The building stock in Chinatown varies greatly from one district to another within the Study Area. The historic core has a number of aging 19th and 20th Century buildings of architectural and cultural significance. Designed by prominent architects of the time, these buildings are tall and ornate, and often have a second floor and top floor exterior balcony signaling large public gathering or gallery spaces. Over time, most of these buildings were altered for new uses or have fallen into disrepair due to lack of maintenance. A few deadly fires in the 1860s initiated the building code requirement for an exterior fire escape. Today, these wrought iron balconies are typical to Chinatown buildings.

While Manhattan’s Chinatown lacks the prevalence of intentionally elaborate and colorful Chinese-themed buildings and gates typical of other Chinatowns, the buildings reflect deep immigrant connections. Mott, Pell and Doyers Streets were home to Irish, Jewish, Italian immigrants until a predominantly Chinese business district took hold in the surrounding areas. When Chinese immigrants moved into the tenement buildings that were found throughout the Lower East Side, they transformed these existing buildings to suit their specific uses and tastes. Grocery stores, restaurants, souvenir shops, bakeries, and pharmacies with bright and colorful awnings and store signs in large Chinese characters form the characteristics of today’s Chinatown core.

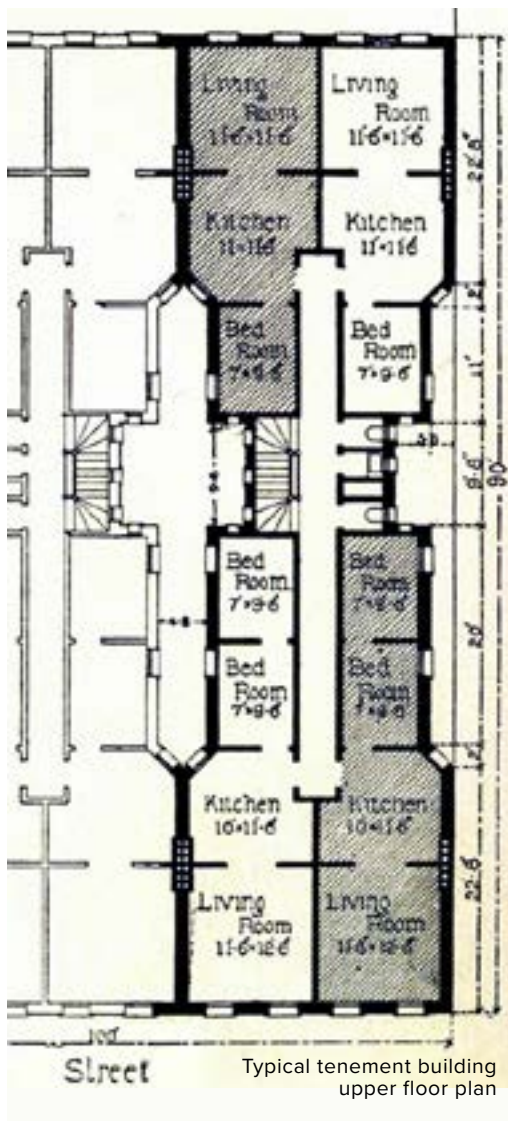


Image Source: John H. Lienhard / The Engines of Our Ingenuity (left); Shutterstock Photo Contributor John Penney (right)

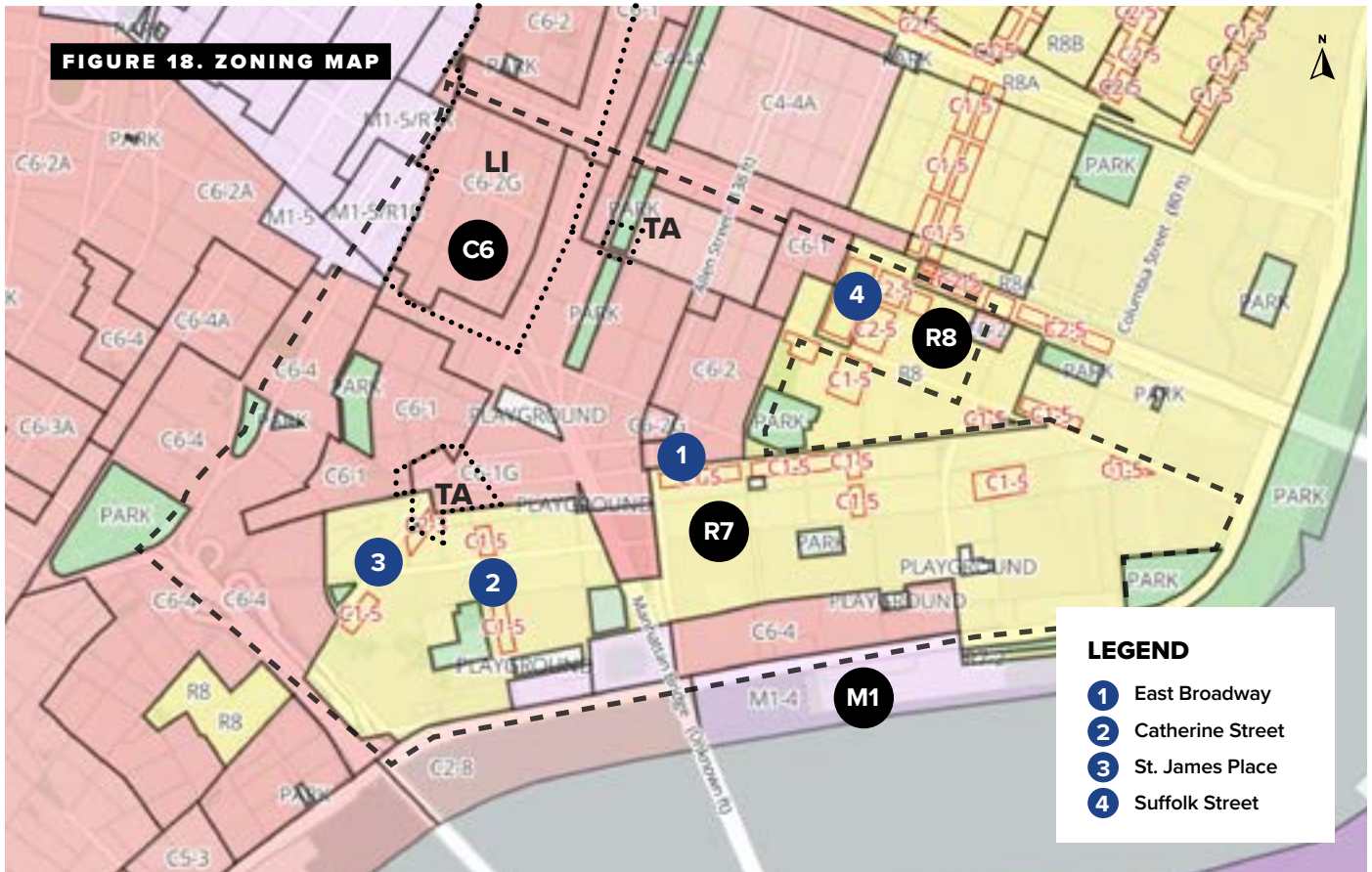
Zoning

The Study Area is proportioned, almost equally, between commercial and residential zoning districts. The western half of the Study Area is primarily C6 which permits the mix of retail, office and residential that exists and characterizes the buildings in this part of the Study Area. The eastern

portion of the Study Area is predominantly R7 with many large parcels with medium to high density apartment buildings surrounded by open space. Within the residential area there are C1 and C2 commercial overlays along a number of retail street corridors including East Broadway, Catherine Street, St. James Place and Suffolk Street.



Image Source: Shutterstock Photo Contributor Kateryna Tsygankova



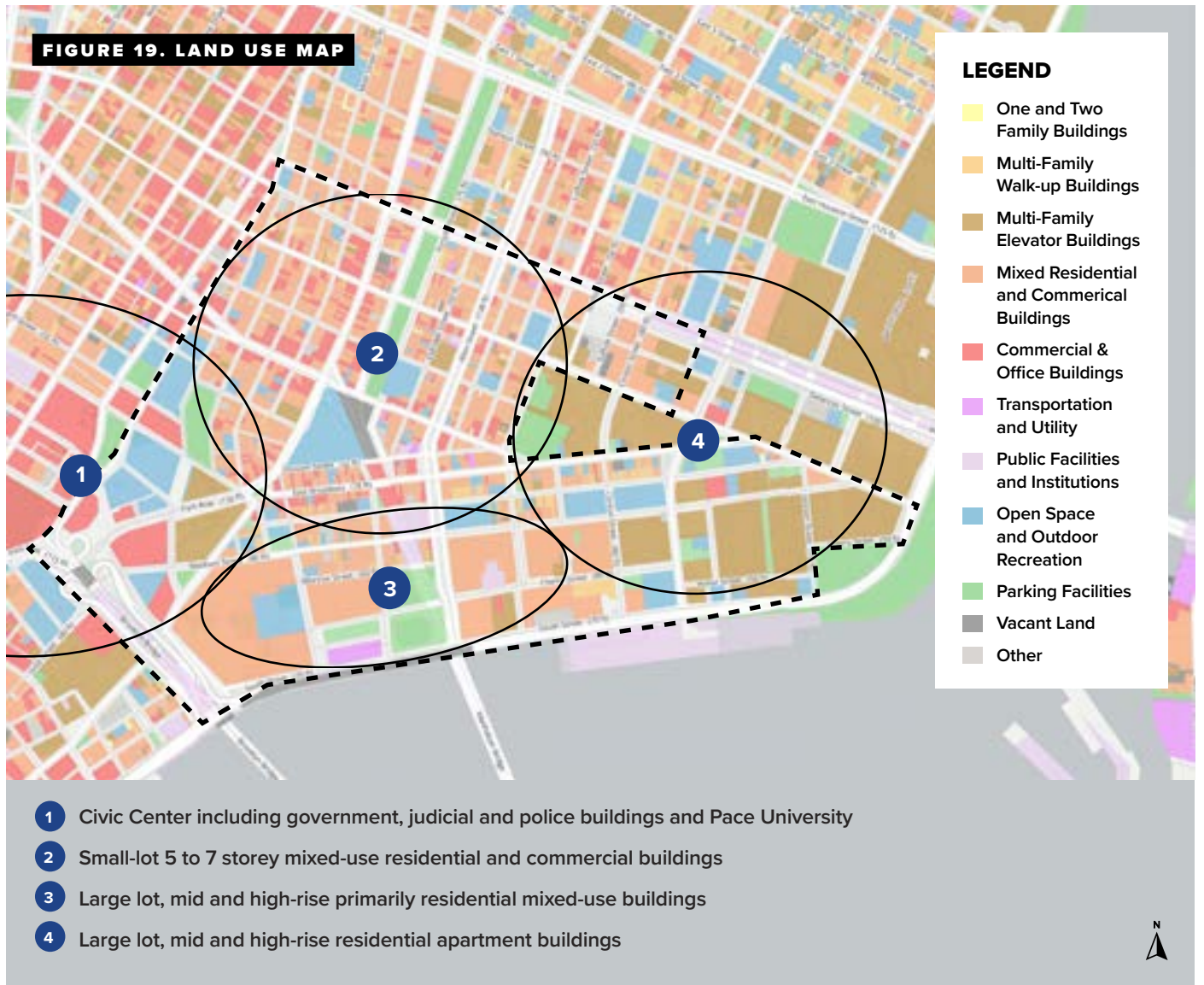
- C6** **C6 (C6-1, C6-2, C6-2G, C6-4):** C6 districts are intended for commercial areas that require central locations or serve the entire metropolitan region.
- R7** **R7 (R7-2):** R7 zoning districts are medium-density apartment house districts that encourage lower apartment buildings on smaller lots and, on larger lots, taller buildings with less lot coverage.
- R8** **R8:** R8 zoning districts are high-density apartment house districts that encourage mid-rise apartment buildings on smaller lots and, on larger lots, taller buildings with less lot coverage.
- M1** **M1-4:** M1 districts are designated for areas with light industries.
- C1** **C1 and C2 (C1-5, C2-5, C2-3):** A commercial overlay is a C1 or C2 district mapped within residential districts to serve local retail needs (grocery stores, dry cleaners, restaurants, for example).

LI **Special Little Italy District:** The Special Little Italy District (LI) was established to preserve and enhance the historic and commercial character of this traditional community. Special use regulations protect the retail area along Mulberry Street. Other regulations encourage residential rehabilitation and new development on a scale consistent with existing buildings, discourage the demolition of noteworthy buildings and increase the number of street trees in the area.

TA **Special Transit Land Use District:** The Special Transit Land Use District (TA) relates development along Second Avenue to the future subway line. In place of sidewalk obstructions that impede pedestrian circulation, the special district requires builders of developments adjoining planned subway stations to reserve space in their projects, by providing an easement, for public access to the subway or other subway-related uses. The district is mapped at locations along Second Avenue between Chatham Square in Chinatown and East 126th Street in Harlem.

Land Use

The Study Area accommodates a high mix of land uses at a variety of scales including residential, retail, food and beverage, commercial, office, civic, education, and community support facilities. Much of the neighborhood is typified by multifamily walk-up and tenement style apartment buildings. Stores and restaurants occupy the ground floors of these narrow lot buildings. Along the east and south edges of the Study Area, there are larger scale, multifamily residential buildings with elevator access, as well as education and medical institutions. Several large scale, high-rise courthouses, government agencies and detention facilities are on the west side.



Primary Land Uses in the Study Area



1. MULTI-FAMILY WALK-UP BUILDINGS

Throughout the study area there are sprinkled walk-up buildings, typically 5 to 7 story, that are entirely residential. The largest clusters of these buildings are along Henry Street.



2. MULTI-FAMILY ELEVATOR BUILDINGS

Larger scale residential apartment buildings are located east, south and west of the central study area.



3. MIXED RESIDENTIAL AND COMMERCIAL BUILDINGS

Much of the neighborhood is typified by 5 to 7 story apartment building walk-ups and old tenements with stores and / or neighborhood services on the ground floor.



4. COMMERCIAL AND OFFICE BUILDINGS

Large scale commercial buildings are clustered with the civic center to the west of the study area. Otherwise through the north and center of the study area are Smaller scale commercial buildings that serve numerous private offices and companies.



5. INDUSTRIAL AND MANUFACTURING

Although there is a history of manufacturing in Chinatown there is only a scattering of small lot buildings used for manufacturing related uses in the areas just to the east and north of the Manhattan Bridge Landing. The largest commercial building is a full-block storage facility to the west of the bridge on South Street.



6. TRANSPORTATION AND UTILITY

The majority of land associated with transportation are located on parcels under the three bridges. In addition, Pier 36 on the East River houses private cruise companies as well as the NY Fire Department EMS Station 4.



7. PUBLIC FACILITIES AND INSTITUTIONS

Dispersed throughout the study area are a significant number of large lots designated as public facilities including civic buildings, schools, medical offices and other community related services. At the east end of the study area is the cluster of Government, courthouse, jail and police headquarter buildings s civic center including the city hall, police headquarters.

8. OPEN SPACE AND OUTDOOR RECREATION (SEE OPEN SPACE MAP)

The five largest public parks that serve the study area are: Columba Park, Seward Park, Sara D. Roosevelt Park, Coleman Parks and John V. Lindsay East River Park. Additionally, there are a number of smaller parks and playgrounds within the residential blocks to the east of the study area center.

9. PARKING FACILITIES

There are very few public parking lots in the study area. Most parking is accommodated within private buildings, garages or on the street.

10. VACANT LAND

There are very few vacant land parcels within the study area.

Open Space

Major parks are located throughout in the Study Area. Columbus Park provides a green buffer between the civic district and walkable, historic Chinatown west of Bowery. Sara D. Roosevelt Park and Seward Park provide respite and recreation to residents and families with young children on the Lower East Side. To the south, embedded within and among the larger housing complexes are numerous playgrounds and large recreation fields. The East River Greenway provides a continuous two-way bike path and walkway along the East

River. However, the open space network in Chinatown is one of strong edges and a missing middle; of plazas isolated by traffic and raised above the street; all connected by sidewalks that support fascinating ethnic commercial activities. The bridges bring people to the neighborhood but do not necessarily provide a sense of welcoming arrival. While many of the open spaces in the area are well-utilized, hosting a variety of active and passive activities, several parks and plazas are in need of renovation and investment to retain a high quality open space network.



Image Source: Patty McKee



FIGURE 20. OPEN SPACES

NEW YORK CITY PARKS

- 1. Sarah D, Roosevelt Park
- 2. Pike Allen Mall
- 3. Columbus Park
- 4. Kimlau Square
- 5. James Madison Plaza
- 6. Charles Venn Park
- 7. Alfred E. Smith House Playground
- 8. Sophie Loeb Playground
- 9. Forsyth Plaza
- 10. Park One
- 11. M. Tanahey Playground
- 12. Catherine Slip Mall
- 13. Coleman Playground
- 14. Coleman Skatepark
- 15. Bergtraum Field
- 16. Rutgers Park

- 17. Seward Park
- 18. Little Flower Playground
- 19. Cherry Clinton Playground
- 20. Lillian Wald Playground
- 21. Montgomery Triangle Park
- 22. Vladeck Park
- 23. East River Greenway

NYC DOT OPEN STREETS

- A. Pell Street
- B. Doyers Street
- C. Broome Street
- D. Ludlow Street
- E. Canal Street
- F. Jefferson Street
- G. Montgomery Street

LEGEND



-  Open Streets
-  New York City Parks



Image Source: Wikipedia (top); National Association of City Transportation Officials (bottom)



Image Source: Hester Street (top left); National Association of City Transportation Officials (top right); Google Street View (middle left); New York City Department of Parks and Recreation (middle right); Sara D. Roosevelt Park Coalition (bottom left); Sounds of Chinatown (bottom right)

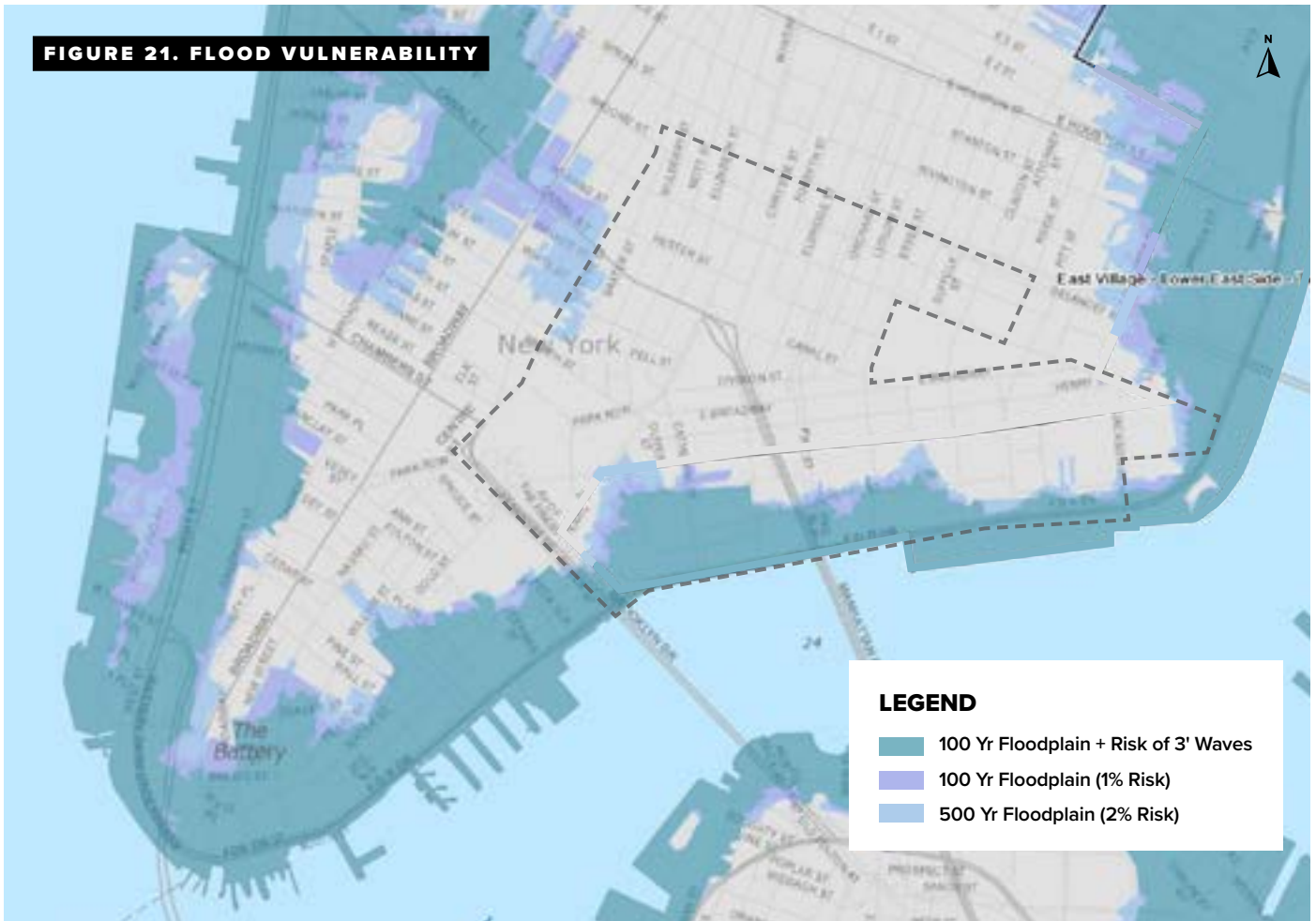
Environmental Conditions

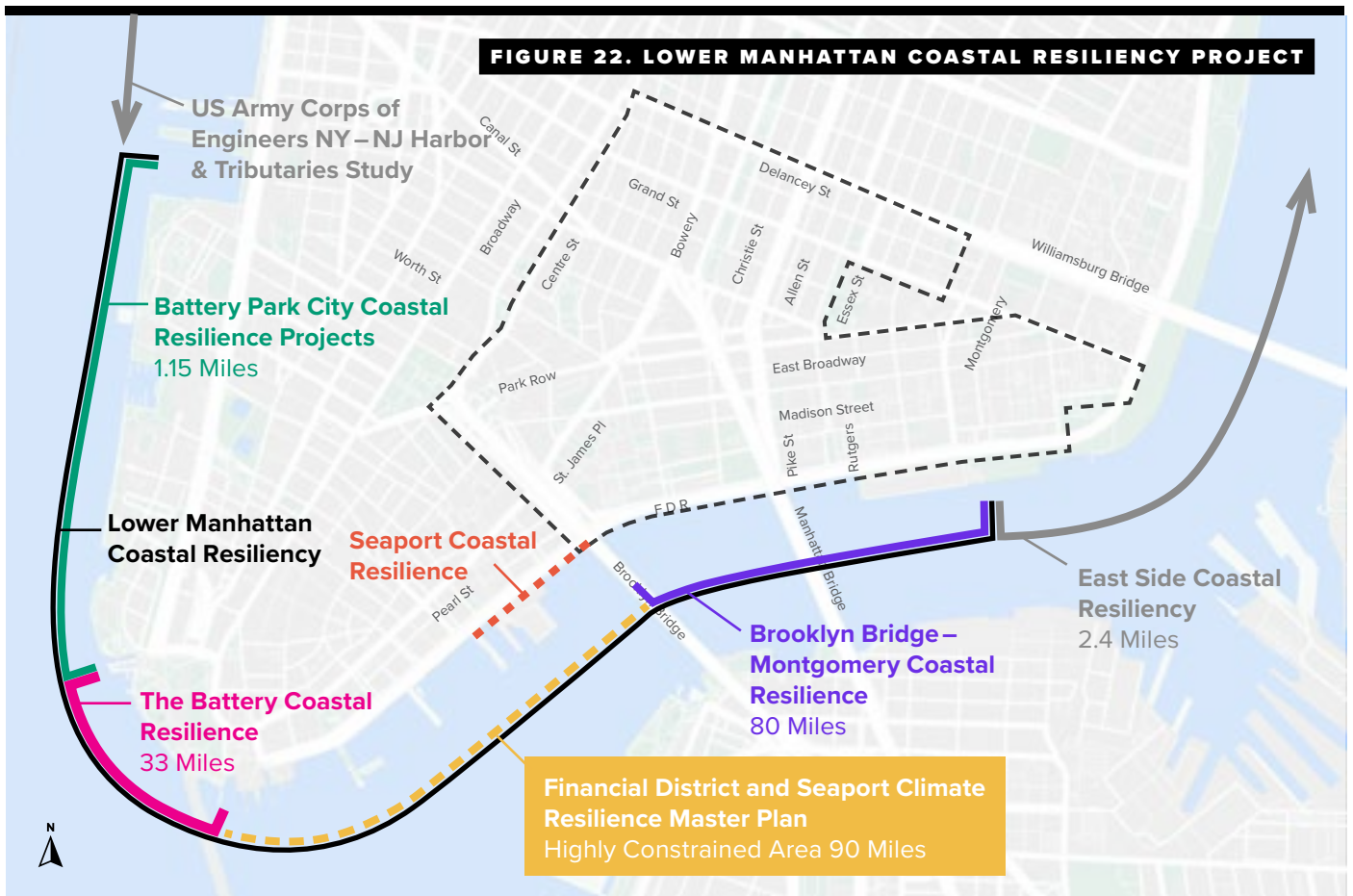
The population in the Study Area is exposed to the social, environmental, and economic costs of climate change hazards such as heat stress and coastal inundation, as well as the disruption caused by risk mitigation efforts. The area between the Manhattan and Brooklyn Bridges is one of Manhattan’s most vulnerable to flooding, sitting only seven feet above mean sea level. A portion of the site along Canal Street and along the East River lies within the current 100-year floodplain. Both of these areas experienced significant flooding during Hurricane Sandy. Due to climate change, flood hazards are likely to pose increased risk to a portion of the Study Area in the future, including increasingly extreme and frequent coastal storms and inundation at high tides. The NYC Flood Hazard Mapper from the NYC Department of City Planning shows portions of the Study Area exposed to flooding

today, as well as how these hazards are likely to increase in the future due to climate change, enabling more informed decision-making by residents, property owners, designers and policy-makers.

Coastal Resiliency Projects

New York State and City, with funding from the federal government, are currently engaged in several large-scale flood mitigation projects in Lower Manhattan, overlapping a portion of the DRI Study Area. The Lower Manhattan Coastal Resiliency (LMCR) project is an integrated coastal protection initiative aimed at reducing flood risk due to coastal storms and sea level rise in Lower Manhattan. The project area spans approximately 3.5 miles along the Lower Manhattan coast from Montgomery Street on the East River to the northern end of Battery Park City on the Hudson River, and seeks to increase resiliency while preserving access to the waterfront and integrating with public space.



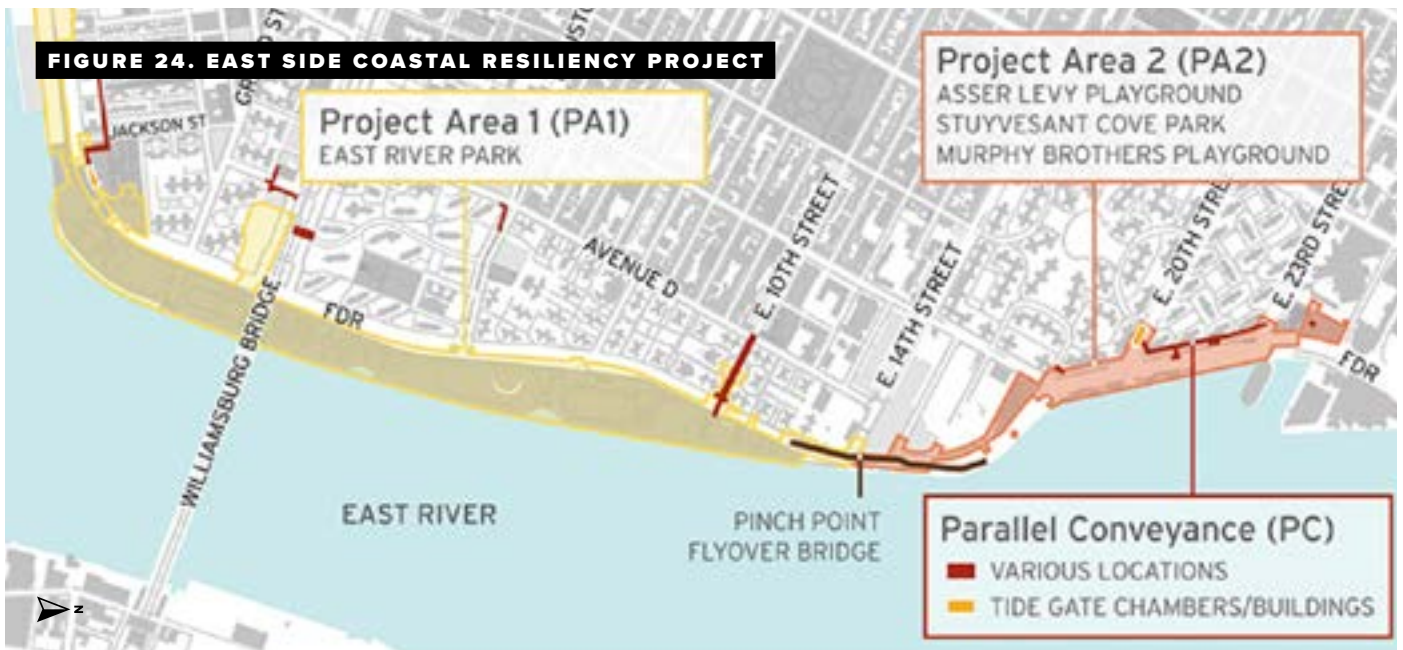


Part of LMCR, the Brooklyn Bridge-Montgomery Coastal Resiliency (BMCR) project spans nearly a mile from Montgomery Street to the Brooklyn Bridge, along the East River waterfront within the Lower East Side portion of the DRI Study Area. BMCR aims to protect the neighborhood from flood events and sea level rise through a flood control system using a combination of permanent flood walls, roller gates, and flip-up gates, including tie-ins to the existing floodplain boundary. Most of the alignment runs beneath the elevated FDR Drive, and connects inland at each end of the project. The design was completed in 2021 and construction is due to start in the summer 2022. This project will reduce flooding risk—from both sea level rise and storm surge—for thousands of residents, including many living in affordable housing. It will also preserve views and access to the waterfront. The BMCR project will require extensive excavation, and the extended construction period will impact communities within the DRI Study Area.

East Side Coastal Resiliency (ESCR) project is a coastal protection initiative, jointly funded by the City of New York and the federal government, aimed at reducing flood risk due to coastal storms and sea level rise on Manhattan's East Side from East 25th Street to Montgomery Street. The boundaries of this project correspond with the natural "pinch-points" in

the 100-year floodplain: areas where the land is higher along the coastline, making it easier to close the system off from water entering from the north and south. The project design attempts to integrate flood protection into the community fabric, improving waterfront open spaces and access, rather than walling off the neighborhood. Construction on ESCR—including temporary closures and reconstruction of East River Park—began in Fall 2020 and will continue through 2026. While most of this project lies directly north of the DRI Study Area, the East River Park Project Area connects directly to the DRI Study Area waterfront. Construction and implementation will affect circulation, waterfront access, parks and recreation facilities in the foreseeable future.

Additionally, The Department of City Planning is conducting a Resilient Neighborhood Initiative working with communities in the Lower East Side and Two Bridges to identify challenges associated with retrofitting multifamily buildings to withstand future flooding while preserving the area's affordable housing stock. These neighborhoods were selected not only because they were severely impacted by Hurricane Sandy, but also because of the unique challenges for multifamily buildings unable to elevate or easily flood-proof while housing significant numbers of families reliant on affordable housing.



Heat Stress

Chinatown's dense urban fabric coated with impervious artificial materials soaks up and holds more solar radiation than the trees and grass. According to the NYC Department of Health and Mental Hygiene, most of local heat-related deaths occur because of time spent indoors, inside homes with no air conditioning. Chinatown's older, dense buildings and aging infrastructure are difficult to upgrade, leaving many of the area's older and lower-income residents at risk. Greater availability of air conditioning, in homes and in community spaces, as well as increased access to parks and the cooling effect of the East River waterfront could alleviate the effects of heat stress.

Deteriorating Infrastructure

New York City, like other older urban centers, is largely serviced by a combined sewer system. As stormwater flows, it sweeps up pollutants such as oils, chemicals, sediments, pathogens and trash. Rather than being absorbed naturally into the ground, much of New York City's stormwater flows into storm drains

or catch basins, and from there into the sewer system. During heavy storms, the system can exceed its capacity, and must discharge a mix of stormwater and highly polluting wastewater directly into New York Harbor. There are currently 10 outflow pipes along the East River waterfront in the DRI area that affect water quality, health, and recreational use local waterbodies.

Sidewalks, parks, plazas, and other open spaces are important infrastructure for the social life, mental health, and physical well-being of the residents of Chinatown. Sidewalk paving and curbs that have fallen into disrepair, as well as a general lack of sidewalk seating, leave portions of the pedestrian realm dangerous and unusable for the physically challenged and aging population. Narrow and crowded sidewalks along streets such as East Broadway, combined with left-over scaffolding structures, leave little room for pedestrians to use the sidewalk comfortably. Park maintenance struggles to keep pace with heavy park usage, and the quality and safety of parks is not equal across the Study Area.



Image Source: Fandom

Key Observations

Based on the demographic, economic, physical, and real estate market contexts detailed below, four key observations summarize the Study Area's opportunities and challenges:

1

Neighborhood changes in Chinatown, reflected in population decline among low-income and immigrant residents, threaten its historic role as a cultural hub and its long-term affordability.

Chinatown's residential population has decreased by more than 15 percent since 2000. While residents have left the area for a variety of reasons from increasing housing costs to better quality housing elsewhere in the city, population decline has threatened the cultural and economic health of the local community. The reemergence of xenophobia against Asians in combination with the worst public health crisis in more than a century has further strained the livelihood of local residents, as well as that of regional AAPIs who depend on Chinatown for cultural services and amenities.

2

Over the past two decades, some of the largest industries in Chinatown, such as garment manufacturing and tourism, have been among those most vulnerable to economic trends and shocks.

Historically, the garment industry comprised a significant portion of the economic activity in the area, but the outsourcing of labor to foreign countries led to the sector's decline. A series of acute shocks over the past decade, from the 9/11 attacks to the COVID-19 pandemic, have further impacted the longevity and profitability of ethnic small businesses in Chinatown. Supporting the existing economic base, in addition to investing in new economic drivers of growth, are critical to the revitalization of the area.



3

Chinatown’s aging and outdated building stock, combined with rising operating costs, constrains the supply of high-quality affordable housing and retail space for residents and business owners.

Most of the building stock in the area is several decades old and in need of repair. However, building maintenance costs have outpaced revenues, which in turn has prevented property-owning companies, many of which are small and family-based, from making capital improvements. Therefore, keeping rents affordable often precludes providing high quality housing and retail space, which negatively impacts the livelihoods of local residents, workers, and business owners.

4

Public realm improvements at key nodes and corridors could stitch together Chinatown’s walkable grids, create a better pedestrian experience, connect residents to local amenities, and draw additional patrons for local businesses.

The area’s irregular street layout, complex intersections, and narrow sidewalks have an adverse effect on the pedestrian experience, while security protocols dating from 9/11 limit pedestrian access to Chinatown via several major corridors. Wayfinding and signage are missing or unclear in some locations, leaving visitors unaware of certain landmarks or amenities.

Image Source: Shutterstock Photo Contributor Drew McArthur

OBSERVATION



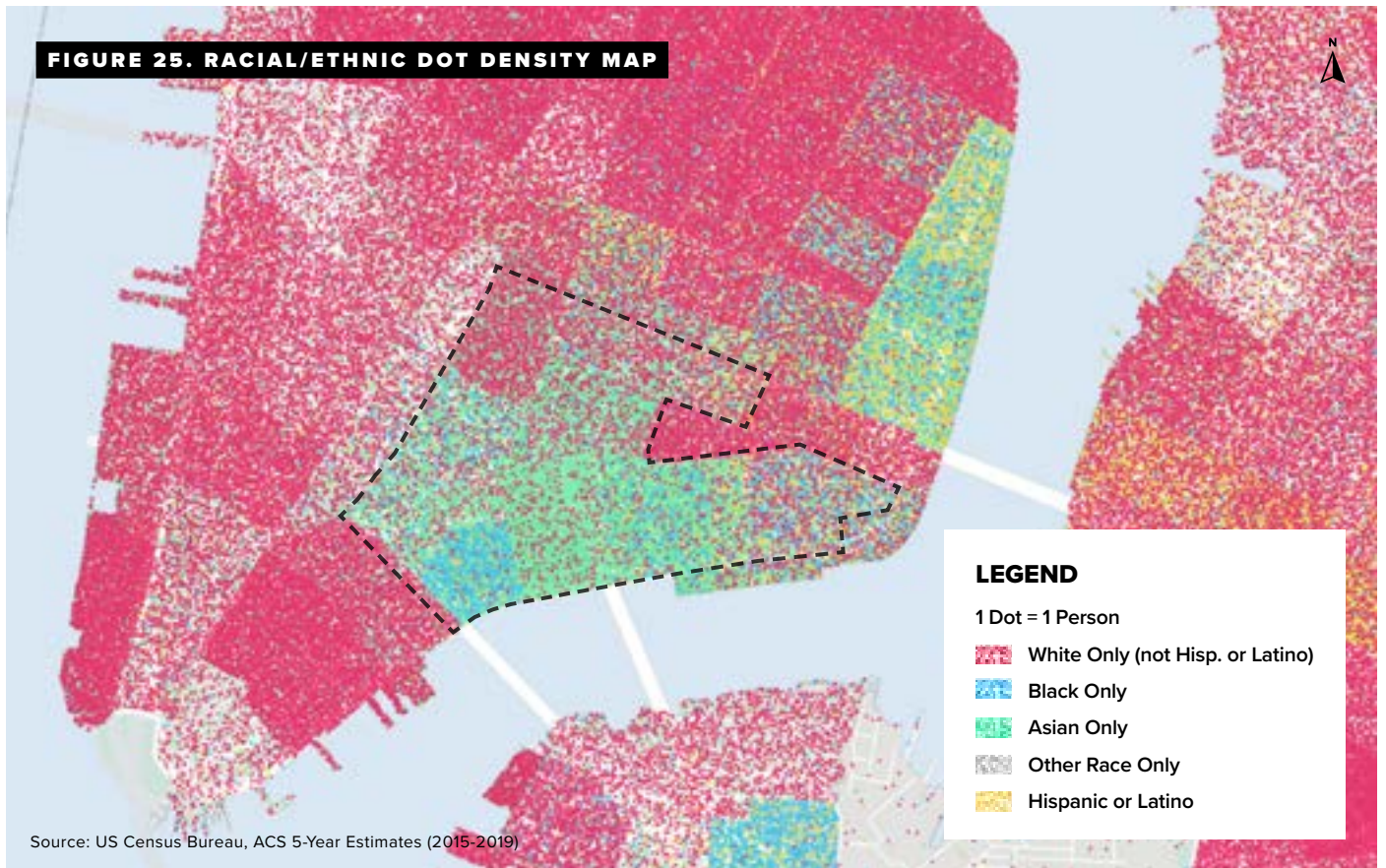
Neighborhood changes in Chinatown, reflected in population decline among low-income and immigrant residents, threaten its historic role as a cultural hub and its long-term affordability.

Fifty-six percent of the local population identifies as Asian, and 50 percent are foreign-born. First generation Chinese immigrants are the largest ethnic group in the neighborhood with a population of 24,000 or 36 percent of the total population, compared to just 4 percent of the total population boroughwide and citywide.

Study Area residents, particularly those living in southern parts of the area, tend to have lower incomes relative to citywide. The median household income in Chinatown is \$33,600 compared to \$86,600 in Manhattan and \$64,000 in the city. Consistent with income data, the share of residents earning below the poverty level is significantly higher in the Study Area than the rest of the city. The discrepancy between local, boroughwide, and citywide incomes is even greater when analyzing incomes for specifically Asian residents. In general, Asian households in Manhattan earn three times more than their counterparts in Chinatown. Furthermore, median incomes for Asian households have increased at a slower rate in Chinatown than citywide. Asian median household incomes rose 14 percent in Chinatown between 2010 and 2019, compared to 47 percent in Manhattan and 31 percent for all of New York City. Chinatown's median incomes continue to skew low for a variety of factors, including

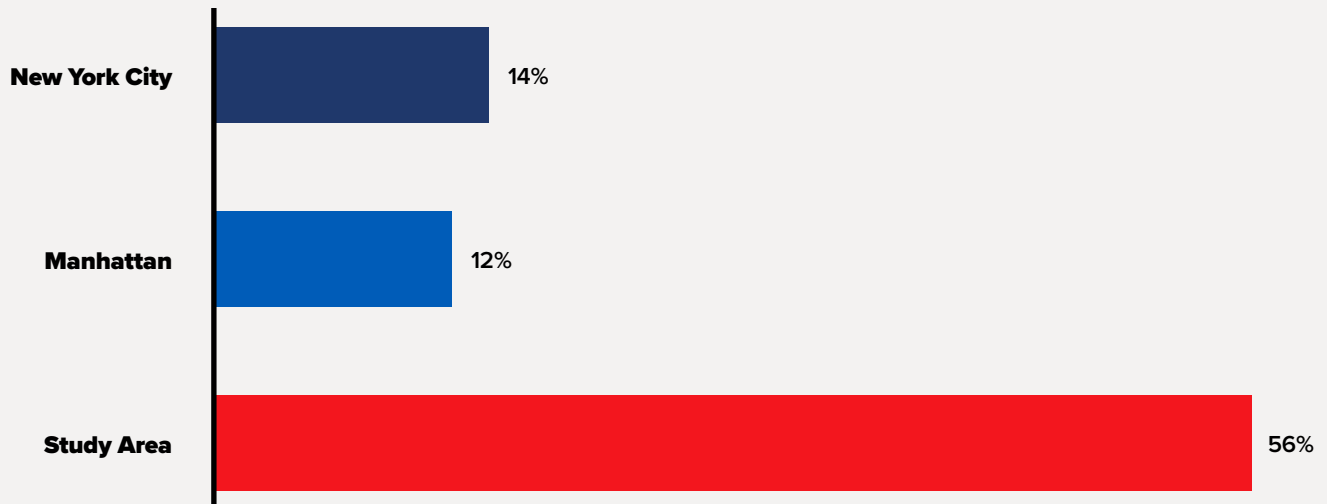
The Study Area has a larger share of non-White and foreign-born residents compared to the city overall. Of the area's 67,000 residents, 78 percent are non-White compared to 44 percent in Manhattan and 57 percent citywide. The majority of these non-White residents are immigrants and AAPIs.

FIGURE 25. RACIAL/ETHNIC DOT DENSITY MAP



Source: US Census Bureau, ACS 5-Year Estimates (2015-2019)

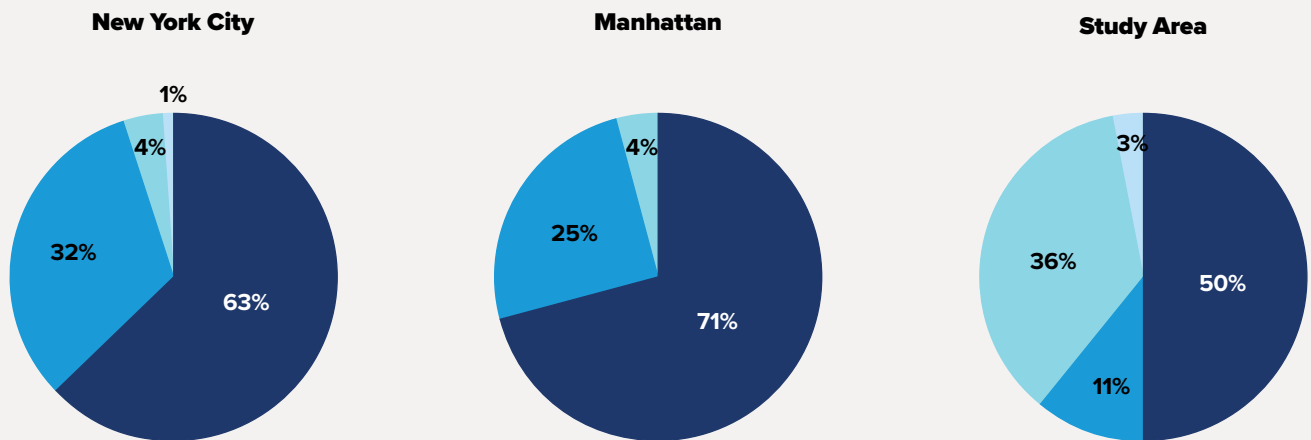
FIGURE 26. ASIAN SHARE OF TOTAL POPULATION



Source: US Census Bureau, ACS 5-Year Estimates (2015–2019)

FIGURE 27. POPULATION BY NATIVITY

● Born in US
 ● Other Foreign-Born
 ● Born in Mainland China
 ● Born in Hong Kong



Source: US Census Bureau, ACS 5-Year Estimates (2015–2019)

the supply of affordable housing in the area as well as wealthier Asian households moving to other neighborhoods in the region.

Despite Chinatown’s local and regional importance, the Study Area’s resident population has declined by more than 12,000 since 2000, driven mostly by a loss in low-income and family households. Although Manhattan and the city have grown in population over the past two decades, the Study Area has been losing residents. In particular, younger generations have been leaving the Study Area. Older adults, aged 65 years and over, were the only age cohort that grew since 2000, whereas the children (aged 5 to 17 years), young adults (aged 18 to 24 years), and adults (aged 35 to 44 years) age cohorts experienced significant declines. Over the same period of time, both the Asian and foreign-born population in the area decreased by more than 28 percent. More recently, the socioeconomic makeup of the area has begun to shift as low- and moderate-income households have been replaced by high-income households. The Study Area has seen an 11 percent overall decrease in households earning \$99K or less in the past decade, compared to a 92 percent overall increase in households earning \$100K or more over the same time period. These changes in the resident composition can be attributed

to a variety of factors. Some residents were able to generate wealth and leave the area, while others have been displaced by rising rents. Given the persistent issues of overcrowding in the local tenement housing supply, certain residents may also have moved to seek better quality housing elsewhere in the region. To an extent, population loss has reduced overcrowding in the Study Area rather than increased vacancies significantly. Between 2010 and 2019, the population density in the Study Area decreased from 94,400 to 84,300 residents per square mile. Consistent with the shift in population density, the average household size declined from 2.59 to 2.28 over the same time period. Meanwhile, housing vacancy only increased 0.5 percent, from 7.9 percent to 8.4 percent.

The decline in the resident and visitor population has had a severe impact on local businesses, both in terms of their customer base and ability to find skilled workers. Impacts on businesses further compound the risk of losing the authentic character of the neighborhoods, and augments vulnerabilities related to gentrification and displacement. DRI investments in housing and community amenities may bolster resident retention and visitor attraction.

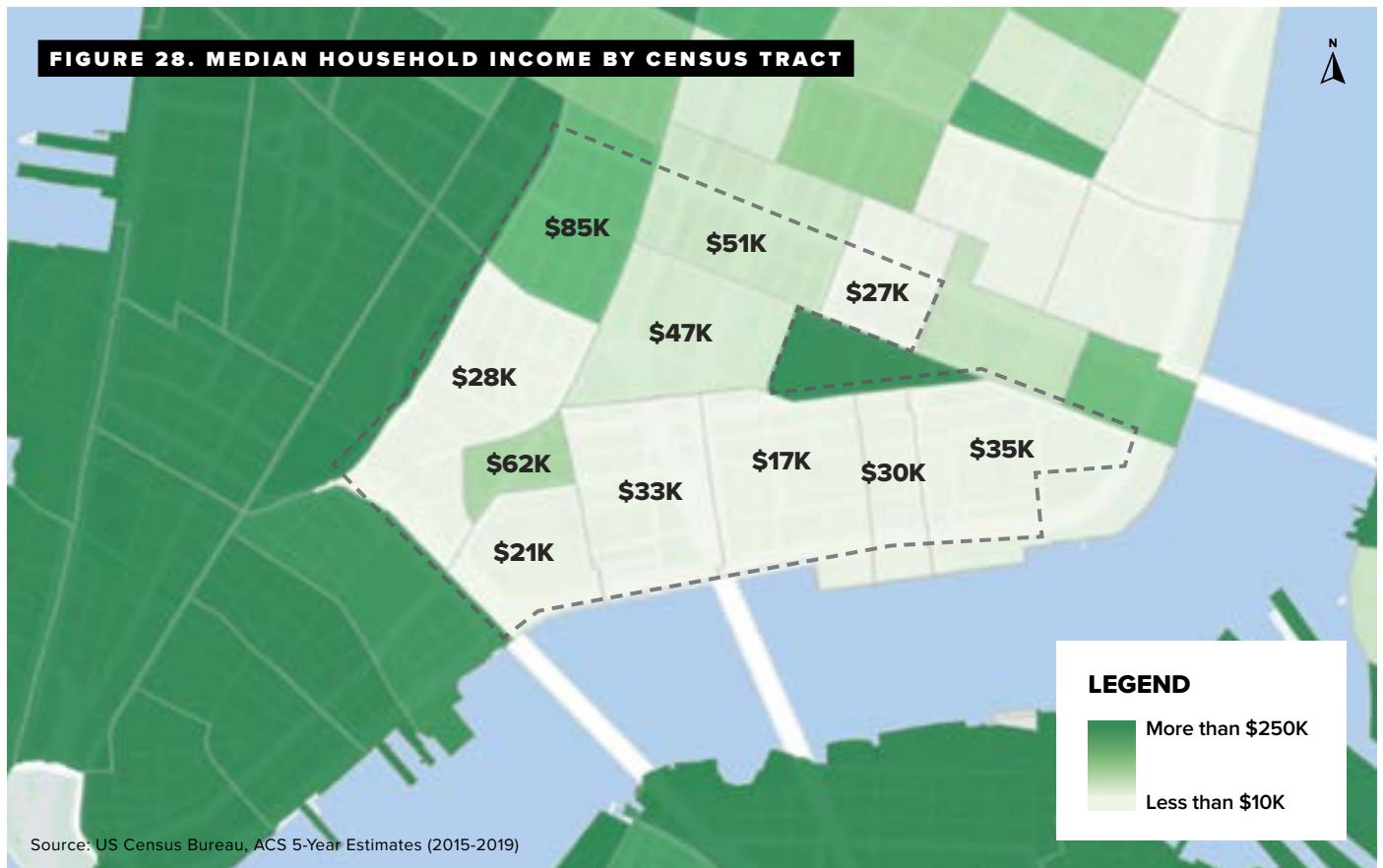
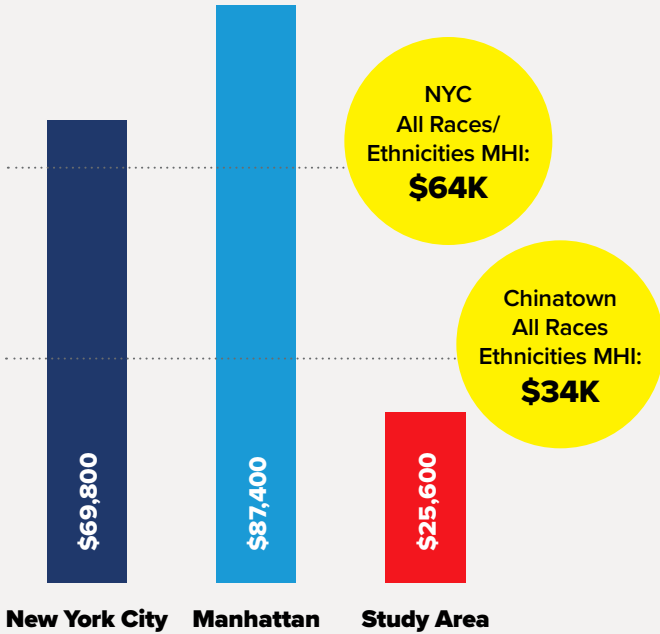
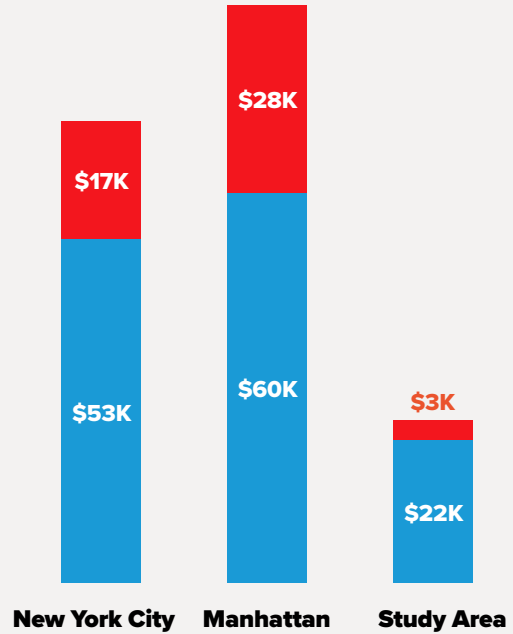


FIGURE 29. STUDY AREA ASIAN MEDIAN HOUSEHOLD INCOME



Source: US Census Bureau, ACS 5-Year Estimates (2015–2019)

FIGURE 30. STUDY AREA CHANGE IN ASIAN MEDIAN HOUSEHOLD INCOME



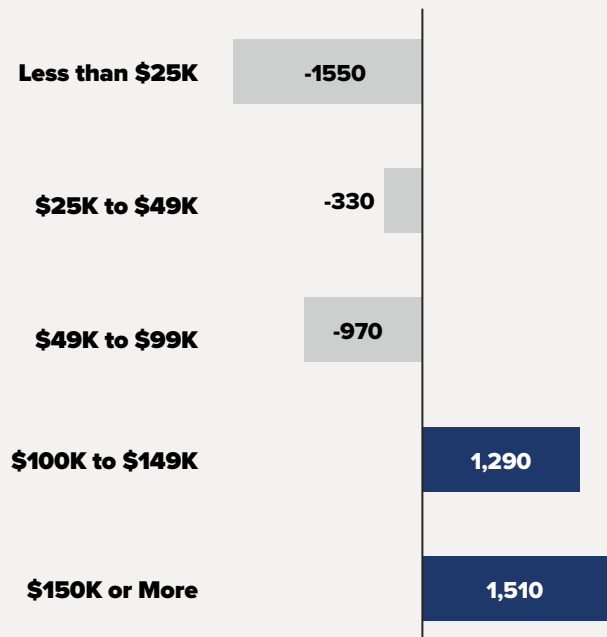
Source: US Census Bureau, ACS 5-Year Estimates (2006–2010; 2015–2019) ● 2010 ● 2010–2019 Change

FIGURE 31. STUDY AREA POPULATION CHANGE BY AGE (2000–2019)



Source: US Census Bureau, Decennial Census (2000); ACS 5-Year Estimates (2015–2019)

FIGURE 32. STUDY AREA CHANGE IN HOUSEHOLDS BY INCOME (2010–2019)



Source: US Census Bureau American Community Survey, 5-Year Estimates (2006–2010; 2015–2019)

OBSERVATION

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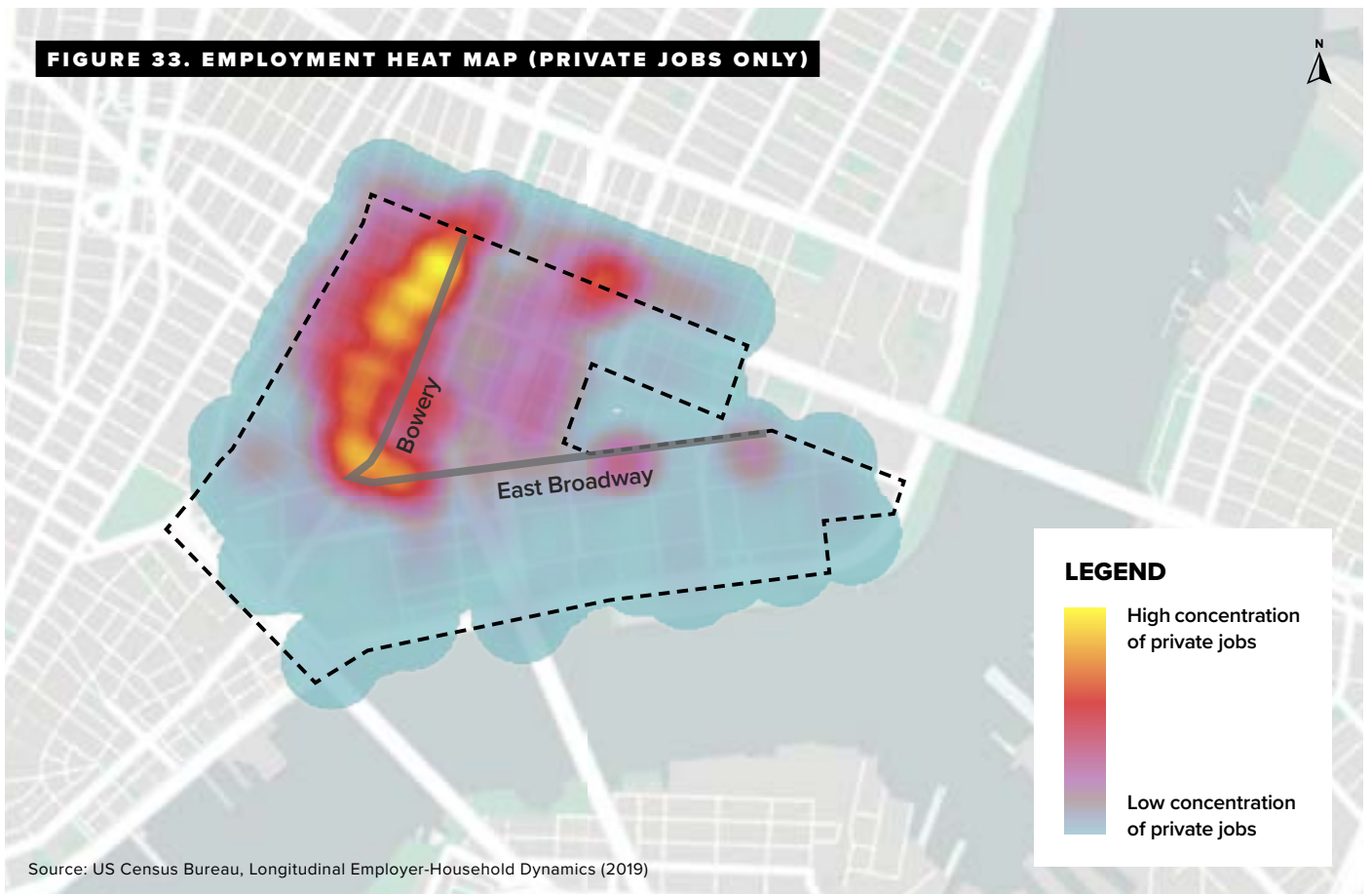
Over the past two decades, some of the largest industries in Chinatown, such as garment manufacturing and tourism, have been among those most vulnerable to economic trends and shocks.

which contain a broad range of ethnic restaurants, grocery stores, jewelry shops, barbershops, herbalists, and other service providers. Major commercial corridors are Canal Street, East Broadway, and Grand Street, with Little Italy and Mott, Mulberry, and Pell Streets being popular retail and restaurant locations. Ninety-four percent of Chinatown businesses employ fewer than 20 employees, indicating that small businesses are a critical part of the local economy.

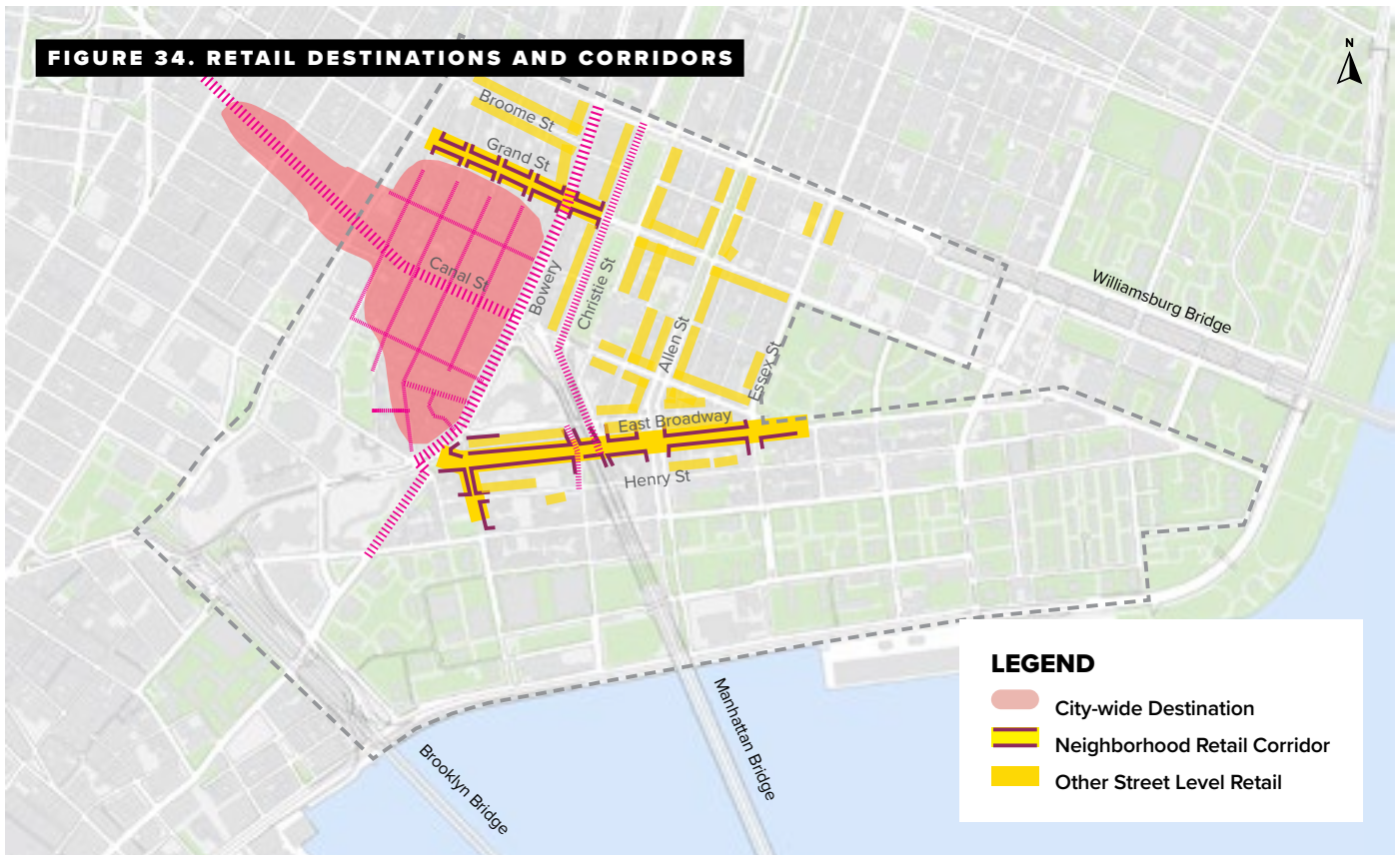
In addition to the small business ecosystem, numerous other uses provide jobs and support business activity in the area. Cultural and entertainment venues tend to be concentrated in the central Chinatown, Little Italy, and the Bowery districts. Government uses occupy the southwest portion of the area, employing a meaningful amount of workers and gathering people from all over the city to this civic hub, exuding demands for space, and providing a counterpoint to the tight, walkable streets and small, dense building fabric of the nearby districts. Religious sites are located in every district, clustered loosely along the East Broadway corridor and the Lower East side, with some notable exceptions such as Andrew’s Church nestled amongst towering civic buildings. Hotels are located

With 41,000 workers and up to 4,000 businesses, the Chinatown DRI Study Area is an employment center for the region. The area is known for its vibrant commercial corridors,

FIGURE 33. EMPLOYMENT HEAT MAP (PRIVATE JOBS ONLY)



Source: US Census Bureau, Longitudinal Employer-Household Dynamics (2019)



along Pike-Allen Street below East Broadway, and north of Canal Street close to Bowery.

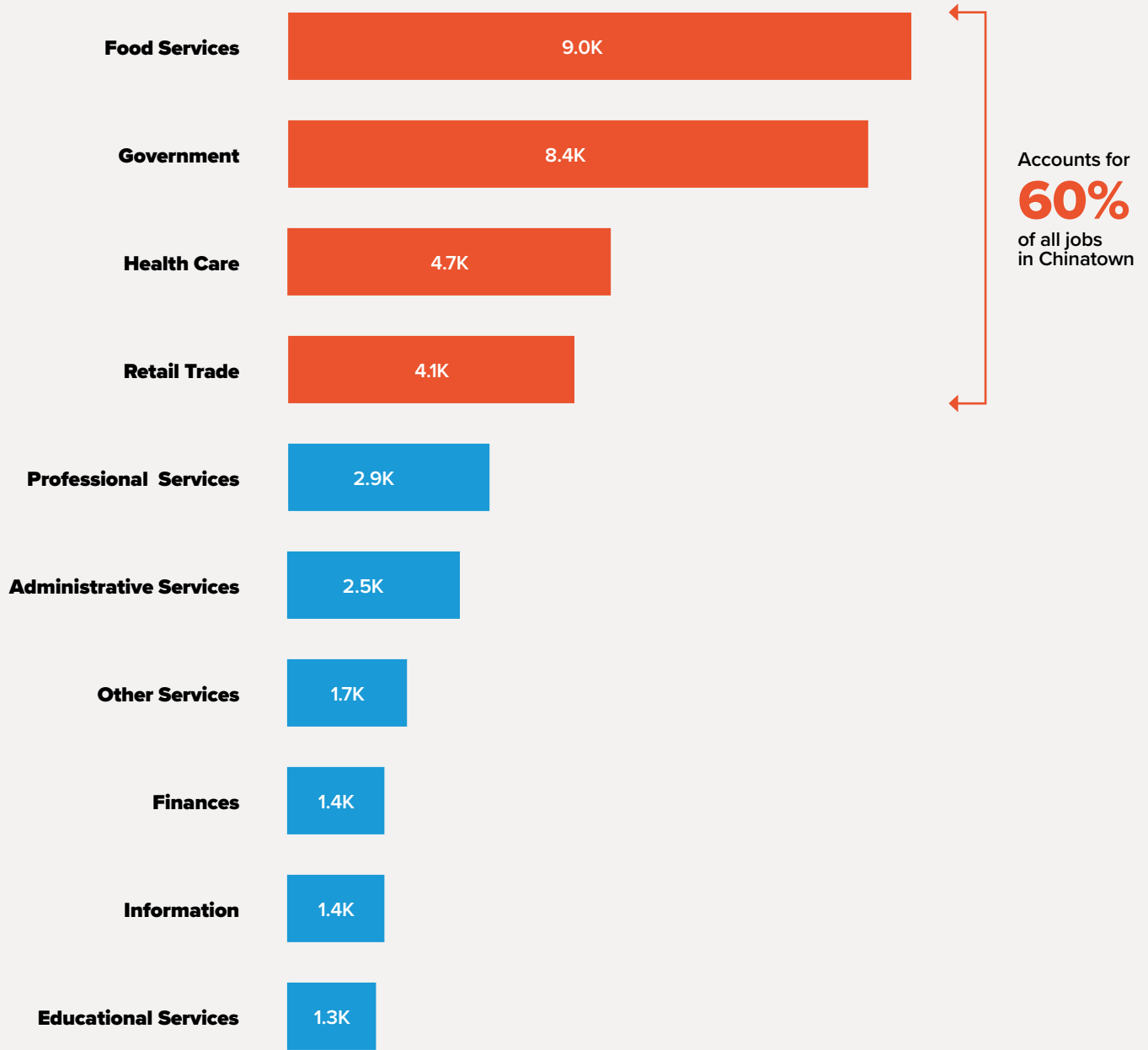
The decline of the garment industry in the late 1990s and early 2000s transformed Chinatown’s economic base. The influx of Chinese immigrants following the Immigration and Nationality Act of 1965 had allowed garment manufacturers to continue operating in Chinatown for decades after the industry began to decline in other parts of the city. Because many immigrant workers were willing to accept low wages, garment production in Chinatown remained financially feasible until the last decade of the century, when outsourcing labor to foreign countries became more prevalent and lucrative. Although Chinatown had upwards of 400 garment factories during the industry’s peak in the area, there were still as many as 250 factories in operation in 2000, representing one-fifth of all garment production facilities in Manhattan at the time. With nearly 14,000 workers, the sector was the largest industry in Chinatown.

The 9/11 attacks ended the predominance of the garment industry in Chinatown’s economy. In general, the attacks had a catastrophic impact on local workers and residents. In the weeks after 9/11, 25,000 workers became unemployed, and

businesses reported revenue losses of up to 100 percent. By the summer of 2002, the majority of restaurants and jewelry stores continued to experience depressed revenues. Given its existing vulnerabilities to labor outsourcing, the garment industry was one of the most severely impacted industries. In the year after 9/11, 65 factories closed and nearly 60 percent of industry workers remained underemployed or were working reduced hours. By 2010, manufacturing was no longer even in the top ten largest industries in Chinatown.

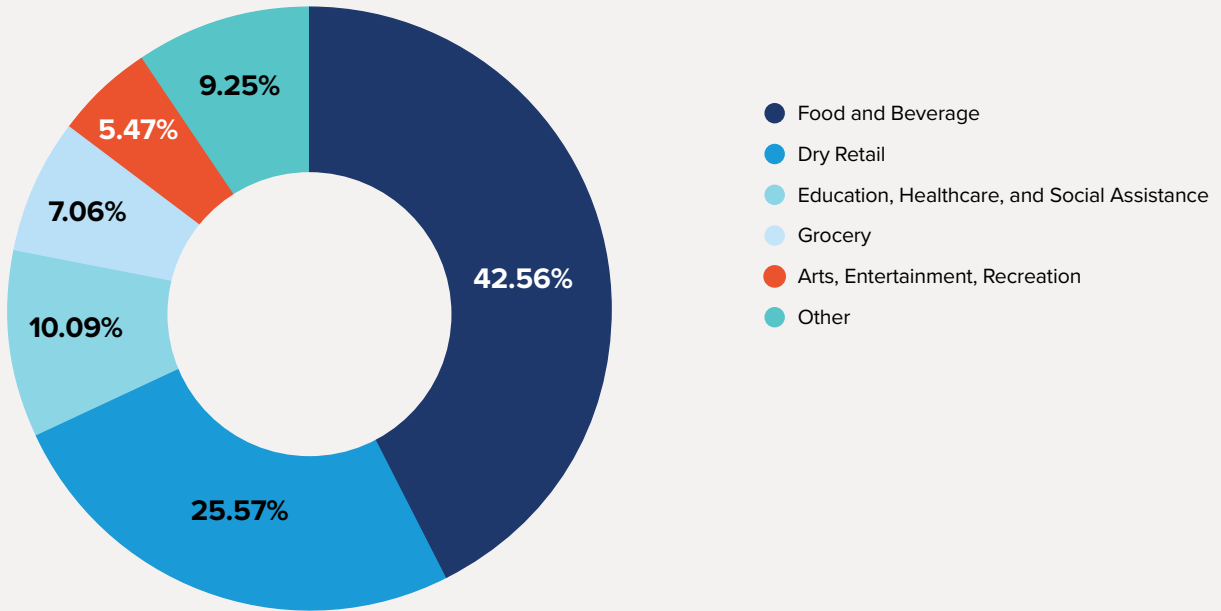
Today, food services, government, healthcare, and retail industries command a meaningful share of economic activity in the area. The majority of jobs in Chinatown fall within the largest four industries by employment. While the public sector has been a major employer in the area for decades, employment in the food services, healthcare, and retail industries has increased by 3.1%, 1.1%, and 1.3% respectively, on an annual basis from 2001 to 2019. The majority of small businesses in Chinatown now specialize in food and beverage and dry goods retail as of 2021. Such trends represent an economic shift in Chinatown from manufacturing to the service economy.

FIGURE 35. TOP 10 LARGEST INDUSTRIES BY EMPLOYMENT



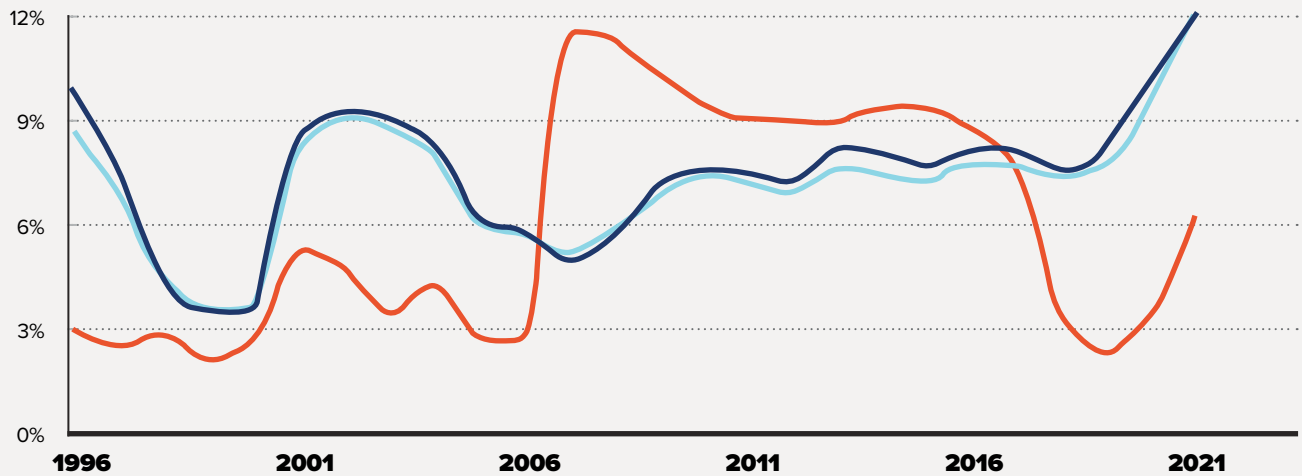
Source: Emsi (2021)

FIGURE 36. RETAIL MIX BY CATEGORY



Source: Safegraph (2021)

FIGURE 37. OFFICE VACANCY RATE



Source: Costar (1996-2021)

● Study Area ● Manhattan ● New York City

Chinatown’s robust network of cultural assets are a core component of the local economy. Given the diversity of ethnic groups that lived in the area over the past several hundred years, Chinatown contains numerous historical assets, from the First Shearith Israel Cemetery--the first Jewish Cemetery in New York City--to the Church of the Transfiguration, a church which has served various immigrant communities including Irish, Italian, and Chinese since it was built in 1801. Many present-day attractions in the area represent Chinese culture. Some are long-time neighborhood anchors, such as Nom Wah Tea Parlor, a dim sum restaurant which has been in operation since 1920. Others are more recent additions to the area, such as the Museum of Chinese in America (MOCA), which showcases the history, heritage, and culture of Chinese Americans through exhibitions and educational programs.

The small business ecosystem in Chinatown depends not only on local residents, but also workers, regional visitors, and tourists. While Chinatown’s residents comprise a significant portion of the customer base for restaurants and retailers in the area, they alone cannot support the local economy, especially because the population is declining and many households have little disposable incomes. Therefore, small

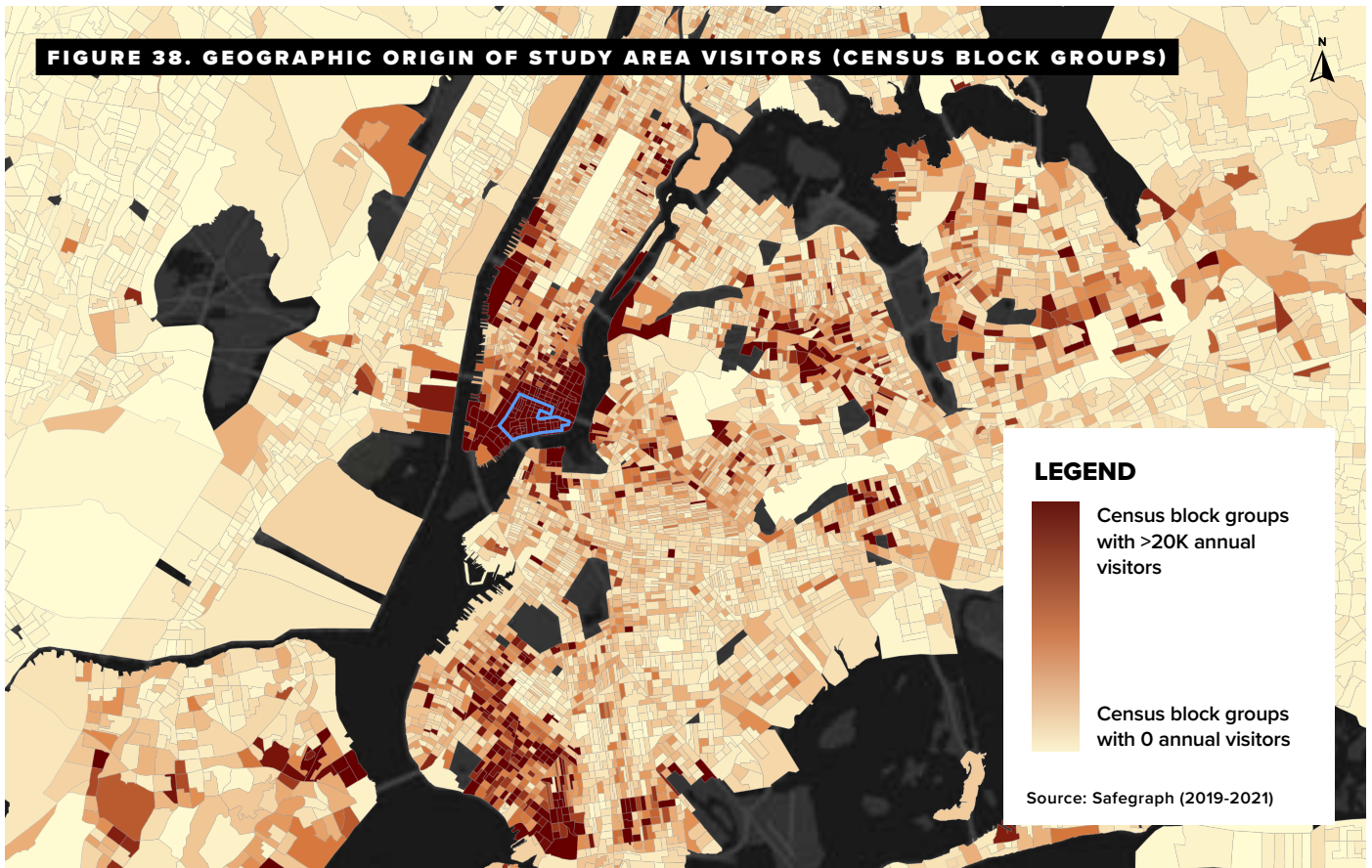
businesses must attract customers from elsewhere in the metropolitan region, country, and world to be profitable.

Small businesses depend in part on office workers, many of whom work in government, professional services, and administrative services. An estimated 13,000 office workers are employed in Chinatown, comprising approximately 31 percent of the local workforce. More than 10M SF of office space exists in Chinatown, the majority of which is located west of Bowery and in the southwestern part of the area, where there is a large concentration of municipal office buildings. With the exception of municipal office buildings, much of the office supply in Chinatown is located on the upper floors of 4-6 story buildings. While office workers make up a smaller share of the total workforce in Chinatown compared to Manhattan overall (41 percent), demand for office space remains relatively strong. Since 2019, office vacancy rates have remained lower in Chinatown than Manhattan, despite some tenants moving out of their offices in 2020 and 2021.

Regional visitation, especially by AAPIs, also provides an important revenue stream for small businesses in Chinatown. In 2019, 25.6M people visited Chinatown, approximately 27



Image Source: newyorkcity.ca



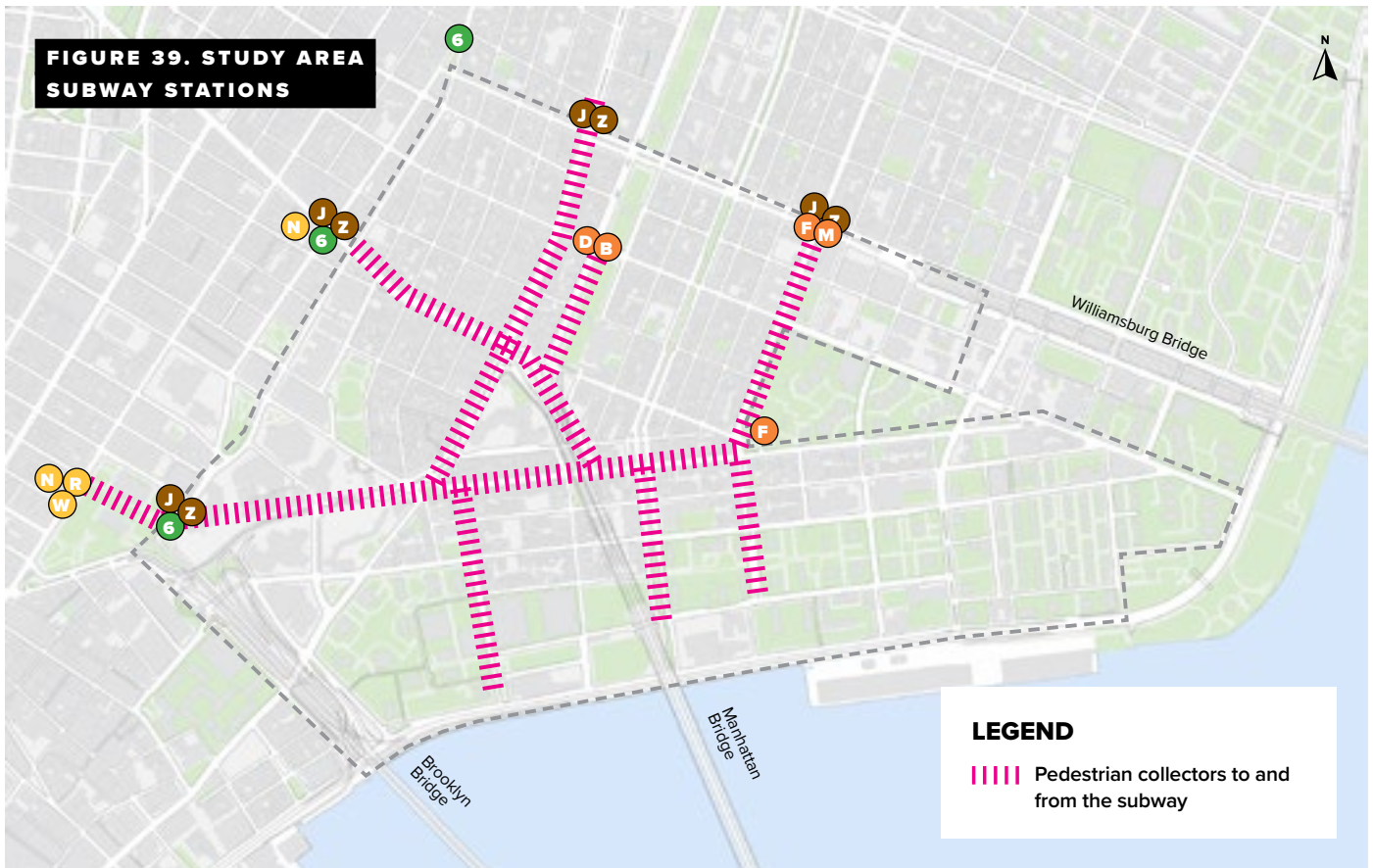
percent of whom were of Asian or Pacific Island descent. Living in predominately Asian communities in Central Queens, Flushing, Sunset Park, South Brooklyn, and Jersey City, many of these visitors regularly travel to Chinatown to access specialty cultural services, programs, and amenities. From dim sum restaurants and herbalist shops to Chinese language learning programs and multilingual social service providers, local establishments cater to a broad range of regional AAPI needs. For example, the Chinatown Manpower Project was founded in 1972 to serve the Chinese population in Chinatown, but now provides vocational training, employment services, educational programs, and economic development programs to low-income immigrants and refugees across the city, with satellite offices in Sunset Park and Flushing. However, small businesses in Chinatown do not exclusively serve the regional AAPI community. The area is a destination for many of the leisure tourists that travel to New York City from around the region, country, and world. Many tourists travel to Chinatown to enjoy the same cultural experiences as local and regional AAPIs, including dining, shopping, and programming. There are numerous tourist attractions in the neighborhood as well. Prior to the onset of the pandemic, the Lower East Side

Tenement Museum and the Museum of Chinese in America attracted 200,000 and 50,000 visitors respectively each year. Recent public art initiatives, such as the mural on Doyers Street and Light Up Chinatown, brought some people back to the neighborhood during COVID.

Given Chinatown’s central location in Lower Manhattan, the area is accessible via several different modes of transit including subway, interstate bus, and commuter van. In 2019, four of the six subway stations that fall within the Study Area were among the 50 busiest in New York City, with a collective average weekday ridership of 147,000 and average weekend ridership of 185,000. In addition to subway service, millions of AAPIs traveled to Chinatown using various local van and shuttle services annually, pre-COVID. The interstate bus service also played a significant role in the regional transit network. Between 1998 and 2007, intercity bus ridership in the northeastern United States more than doubled to more than 7M, due to the increasing popularity of “curbside” buses, which originated in Chinatown. While the COVID-19 pandemic has disrupted some transit services, thousands of AAPIs and other regional visitors continue to visit Chinatown daily.



Image Source: Google Maps



The COVID-19 pandemic has resulted in significant declines in Chinatown’s visitor and worker populations. Between 2019 and 2020, overall visitation to Chinatown decreased by 31 percent. For AAPI visitors, the decline was also significant, albeit less severe, at 26 percent. The change in subway ridership over the same period suggests that the pandemic (as well as anti-Asian xenophobia) had a more severe impact on weekend visitors, who are more likely to come for leisure purposes, than weekday visitors. Average daily weekend ridership across the six subway stations within the Study Area declined by 76 percent between 2019 and 2020, compared to 66 percent for average daily weekday ridership. While overall visitation has rebounded to an extent, nearly 2M fewer visitors came to Chinatown in 2021 compared to 2019. In addition to visitation impacts, the increasing prevalence of remote work has led to fewer office workers commuting to—and spending money in—Chinatown. Kastle Systems reported that office occupancy rates in the New York metropolitan area remained less than a third of total capacity as of February 2022.

Small businesses, particularly those in the food services and retail industries, have been especially vulnerable to the

shrinking customer base as a result of the COVID-19 pandemic and anti-Asian xenophobia. A meaningful share of Chinatown’s workforce lost their jobs as citywide employment in the food services and retail industries declined 72 percent and 35 percent respectively between April 2019 and April 2020. More than half of the local businesses reported a revenue loss of 75 percent or greater during the peak of the pandemic. Historic establishments, including Jing Fong, Hop Shing, and Hoy Wong, which served the local and regional population for decades, had to close permanently. Furthermore, the exponential increase in hate crimes against Asians has compromised the wellbeing and safety of workers and businessowners. In a 2021 survey of Asian businessowners across the city, 60 percent expressed that they are concerned about anti-Asian bias or hate crimes affecting them or their staff. DRI funds can be leveraged to strengthen support for existing industries and invest in new, diverse and resilient sectors, which in turn can draw jobseekers and visitors back to the neighborhood.

OBSERVATION

3

Chinatown’s aging and outdated building stock, combined with rising operating costs, constrains the supply of high-quality affordable housing and retail space for residents and business owners.

per square mile compared to 72,000 people per square mile boroughwide. The historic core has a number of aging, 17th to 20th century buildings of architectural and cultural significance. Most of them have been commissioned by Chinese merchant associations, powerful organizations advocating for local businesses. Designed by prominent architects of the time, these buildings are tall and ornate, and often have a second floor and top floor exterior balcony signaling large public gathering or gallery spaces. Over time, most of these buildings were altered for new uses or have fallen into disrepair due to lack of maintenance. A few deadly fires in the 1860s initiated the building code requirement for an exterior fire escape. Today, these wrought iron balconies are typical to Chinatown buildings.

Mid-sized, 4-6 story tenement housing and lofts with ground floor retail are common in the area. Indeed, apartment buildings with 20-49 units comprise a larger share of the residential market in Chinatown compared to Manhattan and the city overall. Chinatown also has a significant supply of large-scale public housing, concentrated in the southern part of the area. NYCHA owns nine properties in the Study Area: Smith Houses, Rutgers Houses, LaGuardia Houses, LaGuardia

The building stock in Chinatown is comprised primarily of tenement buildings, converted industrial space, public housing, and new development. Chinatown is one of the densest areas in the city, with a population density of 84,000 people

Image Source: John H. Lienhard / The Engines of Our Ingenuity (left); Shutterstock Photo Contributor Ryan DeBerardinis (top right); Shutterstock Photo Contributor Emily Marie Wilson (bottom right)

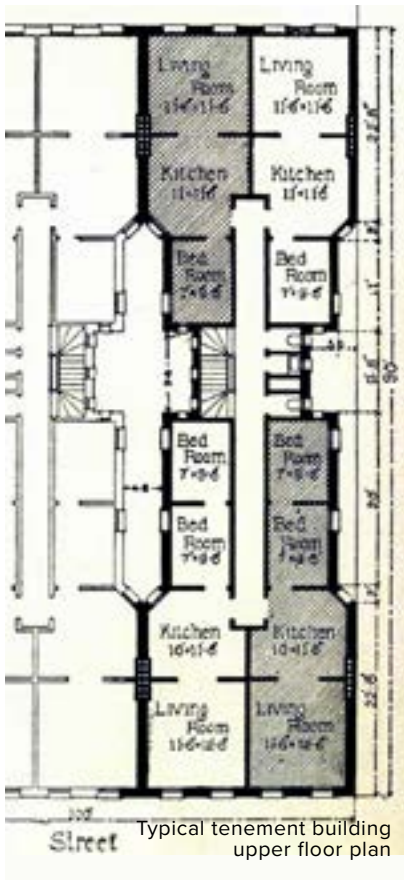
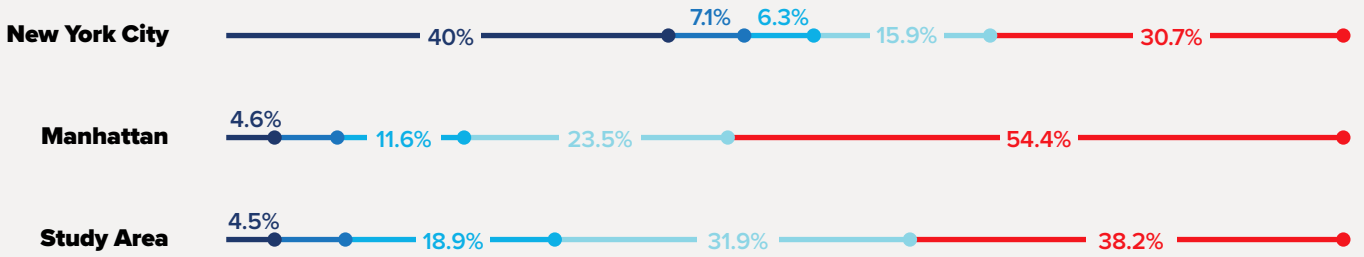


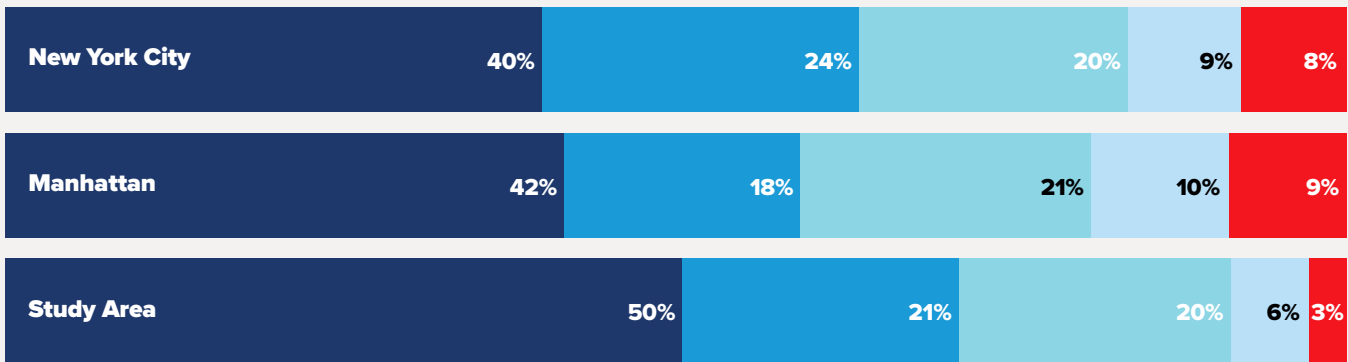
FIGURE 40. UNITS IN STRUCTURE



Source: US Census Bureau, American Community Survey (2015-2019)

● Less than 4 Units
 ● 5 to 9 Units
 ● 10 to 19 Units
● 20 to 49 Units
 ● 50 or More Units

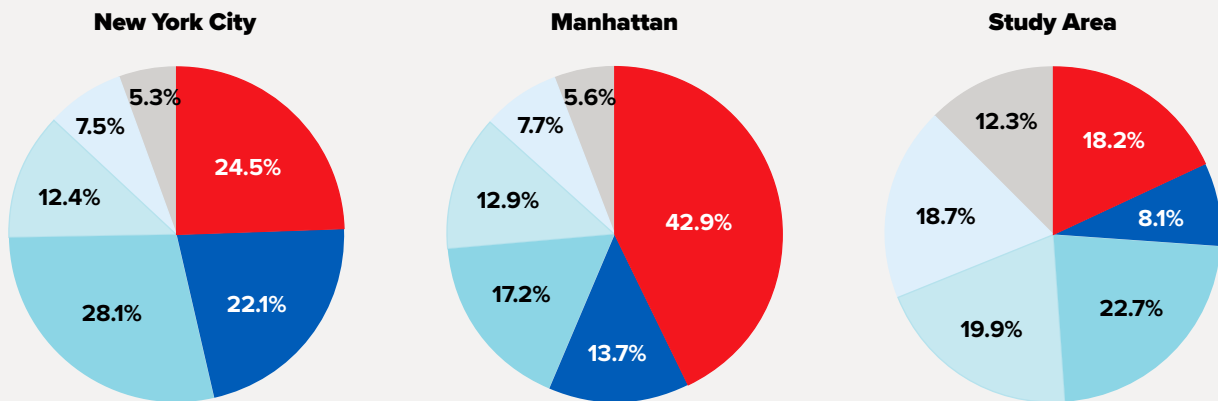
FIGURE 41. OCCUPIED HOUSING UNITS BY YEAR BUILT



Source: US Census Bureau, American Community Survey (2015-2019)

● Built 1939 or Earlier
 ● Built 1940 to 1959
 ● Built 1960 to 1979
● Built 1980 to 1999
 ● Built 2000 or Later

FIGURE 42. SHARE OF UNITS BY MEDIAN GROSS RENT



Source: US Census Bureau, American Community Survey (2015-2019)

● \$2,000 or More
 ● \$1,500 to \$1,999
 ● \$1,000 to \$1,499
● \$600 to \$999
 ● \$300 to \$599
 ● Less than \$300

Houses Addition, Two Bridges Urban Renewal Area (URA) Site 7, Vladeck Houses, Vladeck II Houses, 45 Allen Street, and Seward Park Extension. Collectively, these properties contain 6,493 units which house more than 13,000 residents. Most recently, the completion of a couple large-scale mixed-use residential projects (i.e., One Manhattan Square and parts of Essex Crossing) have driven limited growth in the number of apartments.

Although some major development projects have been delivered in Chinatown in the past decade, approximately half of all the area’s housing units were built before 1940. The building stock in Chinatown skews older than that of Manhattan and the city. Of the 28,000 housing units in the area, only 3 percent have been built in the past decade, compared to 9 percent and 8 percent for Manhattan and the city, respectively.

Housing remains more affordable in Chinatown compared to the rest of the city. As of 2019, the residential median gross rent was 43 percent lower than Manhattan’s rent and 32 percent lower than the city’s rent. As a result, more than half of the units in Chinatown were affordable to households earning less than \$40,000 annually, whereas only a quarter of units citywide provided the same level of affordability. However, it is important to note that both residential rents rose approximately 37% between 2010 and 2019, which has placed financial pressure on long-time residents. Property owners who keep rents affordable, either due to rent stabilization requirements or by choice, do not have enough income to fund necessary building improvements, leading to poorer quality housing and retail space. Because many properties have 4-6 stories of rent-stabilized apartments above ground-floor retail, businesses often bear the burden of rent increases. In 2019, full service rent in the Study Area was \$118 per square foot compared to \$55 per square foot citywide. Furthermore, some landlords have used predatory practices to pressure low-

income tenants to move out of rent-stabilized units. CAAAV’s 2005 survey of tenants found that 73 percent of households experienced harassment from their landlords. Increasing property-related costs limit the ability of property owners from financing capital improvements while keeping rents affordable. Property taxes have risen significantly over the past decade for Class 1 (small-scale attached apartments and condos), Class 2 (multifamily), and Class 4 (commercial and industrial) properties. Since tax year 2001, the tax rate has increased 77 percent for Class 1 properties, 13 percent for Class 2 properties, and 10 percent for Class 4 properties. The citywide increase in assessed values has further exacerbated the fiscal burden on property owners. In just the past five years, the aggregate value of all properties in the city grew by 42 percent. Given inconsistencies in the existing assessment process in New York, many small property owners have seen their fiscal burden increase disproportionately relative to the amount that they invested in capital improvements..

Demand for higher density, luxury development incentivizes landowners to sell their properties to market rate developers, thus threatening the existing affordability of the area, primarily with respect to housing. On average, land sales in the area were \$1,600 per square foot. The rise in land value can be attributed in part to the demand for market rate development in the area, which tends to target moderate- and high-income households. A household earning the Chinatown median income of \$33,600 can afford a monthly rent of \$840. However, rental units in newly constructed buildings, such as 324 Grand Street and 53 Hester Street have rented for as much as \$6,000 per month.

While DRI funding cannot singularly solve the affordability issue in Chinatown, it can be used to help fund much needed building improvements and provide quality, affordable space for local residents and businesses.

FIGURE 43. HOUSEHOLD INCOME NEEDED TO AFFORD RENT

Monthly Rent Payment	Household Income Needed
\$300	\$12,000
\$600	\$24,000
\$1,000	\$40,000
\$1,500	\$60,000
\$2,000	\$80,000

*Assumes that housing costs should not exceed 30% of a household’s annual income, as per guidance from the US Department of Housing and Urban Development.



Image Source: Shutterstock Photo Contributor Janice Carlison

OBSERVATION

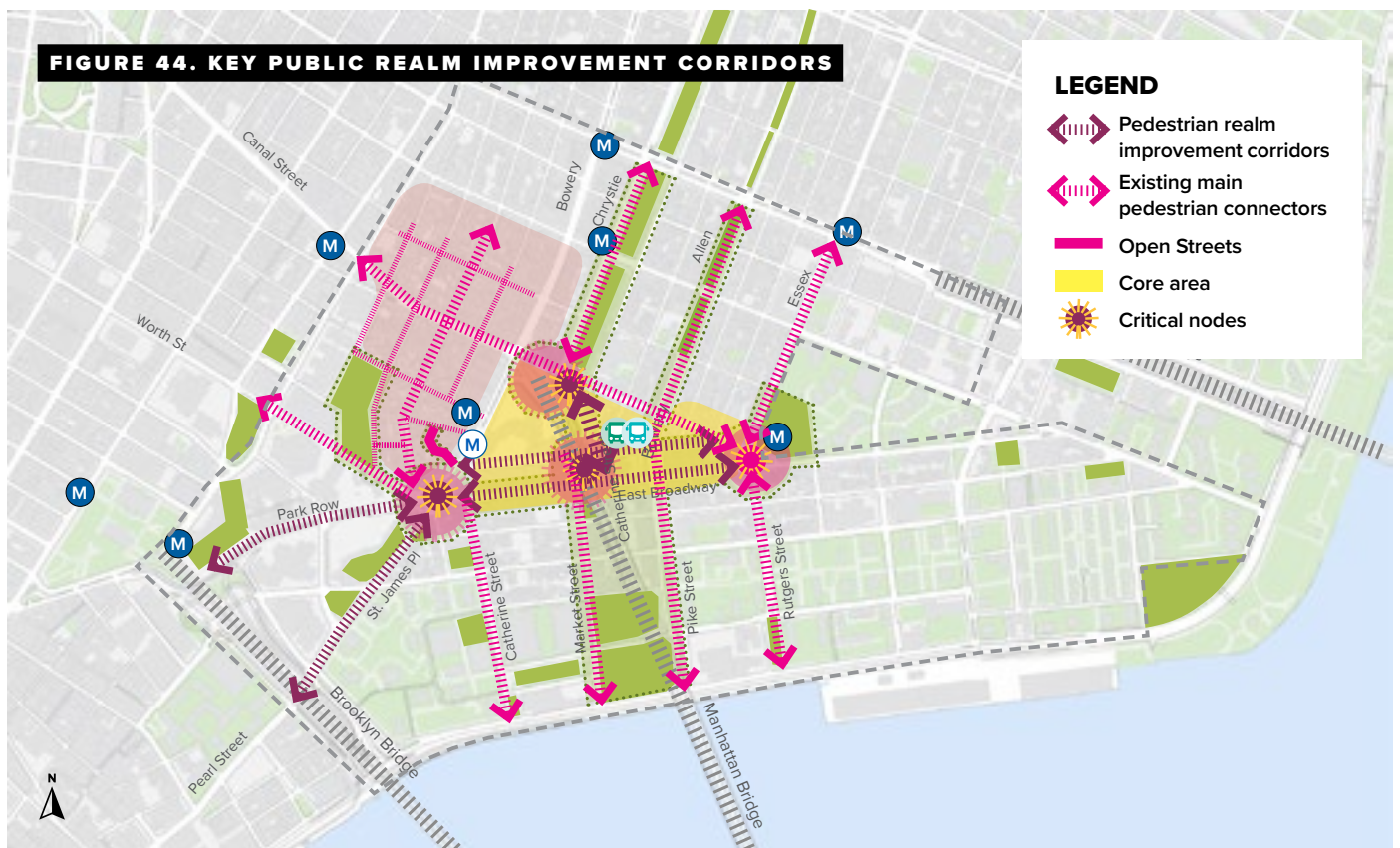
4

Public realm improvements at key nodes and corridors could stitch together Chinatown’s walkable grids, create a better pedestrian experience, connect residents to local amenities, and draw additional patrons for local businesses.

In particular, the triangle formed by Canal Street, Bowery, and East Broadway lacks a defined sense of place. Furthermore, the multi-block security zone established after 9/11 around the courts, detention centers, and New York City Police Department (NYPD) Headquarters is an impediment to neighborhood connectivity in multiple directions, with very limited vehicular access and a typically unpleasant pedestrian environment. For over a million annual visitors to the Brooklyn Bridge, the most direct route to Chinatown is through the security zone, via Park Row. If they find their way to Park Row, they are likely lost in a sea of barricades, fences, and checkpoints. Similarly, residents of the Lower East Side and Two Bridges face a circuitous and unappealing walk to the subway station at City Hall.

Surrounding neighborhoods such as NoHo, SoHo, Tribeca, and the Financial District and landmarks such as Brooklyn Bridge provide potential customers for businesses in the Study Area; strategies in streetscape design can improve the pedestrian experience and direct visitors to Chinatown. Wayfinding signage, markers and gateways can help deliver visitors from all edges of the Study Area to the heart of Chinatown. The outer edges of the Study Area are well-served by subways, which bring people to the neighborhood, as do the local and regional buses that serve Chinatown’s central core.

Chinatown is known for its walkable streets full of retail energy. At the same time, the neighborhood is burdened with traffic congestion generated by awkward intersections, angled streets, and through-traffic to the Manhattan Bridge.



Much of the area’s public realm structure is already in place. Identifying and bridging critical gaps by creating an attractive, continuous pedestrian realm with consistent quality would generate a pleasant experience for all that in turn will serve existing residents, businesses, and customers, as well as attract

new ones. Improvements along East Broadway could stitch together the open space system from Seward Park to Kimlau Square while serving the entire neighborhood with convenient retail. Improvements to Kimlau Square would complete that cohesive experience.



Image Source: National Association of City Transportation Officials



Image Source: Shutterstock Photo Contributor: Christian Mueller

Section II
DOWNTOWN
VISION,
GOALS &
STRATEGIES

VISION STATEMENT

The LPC and the Planning Team developed a vision statement, goals, and strategies to guide the prioritization of project recommendations. The vision, goals, and strategies were informed by stakeholder interviews, a survey of local community members, a public event, LPC meetings, as well as decades of community planning that preceded the DRI process.

Chinatown will be a safe and vibrant community that draws on its rich history and cultural heritage to improve livability and provide economic opportunity for the area’s diverse residents, workers, and entrepreneurs, while attracting visitors from across the region and the world.



Image Source: Shutterstock Photo Contributor Kamira

GOALS & STRATEGIES



Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive

- Preserve and create quality housing that is affordable to low- to moderate-income households
- Preserve and create quality commercial space that is affordable to small businessowners, entrepreneurs, and nonprofits
- Enable property owners to maintain and enhance their properties while preserving affordability
- Encourage services that support residents of all backgrounds including parents, children, seniors, and immigrants



Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood's identity and vibrancy

- Provide economic support to retain long-time local businesses and serve their recovery needs
- Promote entrepreneurship and small business growth, including through the creation of small business resource and workforce development centers
- Invest in growth industries that provide meaningful wages and are resilient to economic shocks
- Support street vendors without compromising pedestrian safety or traffic congestion
- Enhance the appearance of retail storefronts and commercial properties



Strengthen Chinatown's role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities
- Highlight the area's multicultural heritage in public spaces
- Promote public art



Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods
- Enhance public parks and open spaces to create new opportunities for multigenerational recreation, leisure, and cultural programming
- Strengthen connections between the Chinatown historic core and the surrounding neighborhoods
- Improve wayfinding and signage to establish consistent visual guides across the neighborhood
- Improve walkability through sidewalk, curb, and other pedestrian improvements



Image Source: Shutterstock Contributor: Sergii Firmyni

Section III
DOWNTOWN
MANAGEMENT
AND
IMPLEMENTATION
STRATEGY

The Office of the Manhattan Borough President and the Chinatown Partnership Local Development Corporation are committed to supporting residents, workers, and businesses in Chinatown and surrounding neighborhoods in follow-up to the formal Chinatown Downtown Revitalization Initiative planning process. Both entities are prepared to work with individual project sponsors as well as the State of New York to ensure that DRI-funded projects are implemented successfully and cohesively to bring about positive neighborhood transformation.

Manhattan Borough President Mark Levine, a Co-Chair of the Chinatown DRI Local Planning Committee (LPC), is committed to supporting planning and economic development efforts in the study area. As Borough President, Levine is the publicly elected representative of Manhattan’s 1.6 million residents and has formal and informal powers to influence major planning and budgetary decisions and advocate for the borough’s needs with City, State, and federal agencies, the City Council, State government, and the private sector. Amy Slattery, Director of Budget and Capital Projects for the Borough President’s Office and an active participant in the DRI planning process, will continue to serve as point of contact within the office.

The Chinatown Partnership was formed in 2006 to bring residents, businessowners, and community groups together to preserve the neighborhood’s unique culture while ensuring its vitality in the future through strategic positioning. The organization promotes Chinatown as a place to live, work, and visit through initiatives ranging from community events and small business support to streetscape improvements and neighborhood marketing strategies. Chinatown Partnership will work closely with its affiliate, the Chinatown BID, to coordinate the implementation of DRI investments. Wellington Chen, Executive Director of the Chinatown Partnership and Chinatown BID, served as Co-Chair of the Chinatown DRI LPC and is a member of the New York City Regional Economic Development Council. In addition to its ongoing stewardship of and advocacy for the neighborhood, the Partnership is the proposed sponsor for the expansion of *Light Up Chinatown*, administrator of the *Building Upgrades Fund*, and collaborator for the *Murals & Light Projection Art* project.

The table below outlines, for each proposed DRI project, the sponsor responsible for contracting with the State, expending DRI grant funds, and planning and managing project execution; partner organizations that will support project execution; and any public entities that would need to provide permits or approvals for the project to proceed.



Image Source: Haytham ad-Din / The Photographic Muslim

Project	Sponsor Responsible for Implementation	Partner(s) in Implementation	Permitting Entities
Beautify the Park Row Connection to Chinatown	NYC Department of Transportation (NYC DOT)	Park Row Alliance, Brooklyn Bridge Manhattan, Chinatown BID, NYPD	NYC Police Department (NYPD)
Improve Forsyth Plaza	NYC DOT	Asian Americans for Equality (AAFE), Think!Chinatown, Chinatown BID	
Renovate Kimlau Square	NYC Department of Parks and Recreation (NYC Parks)	The American Legion Lt. B. R. Kimlau Chinese Memorial Post 1291	NYC DOT
Upgrade a Section of Sara D. Roosevelt Park	NYC Parks		
Upgrade Centre Street between Canal and Grand	NYC DOT	Museum of Chinese in America	
Create a Chinatown Welcome Arch/Gateway	Chinatown Partnership	NYC DOT or NYC Parks	
Establish the Chinatown Cultural Welcome Center	Think!Chinatown	AAFE	
Create a Cultural & Performing Arts Community Center	Chinatown Organization for Media Awakening (COMA)	First Chinese Baptist Church	
Reopen the Childcare and Family Support Center at 10 Catherine Slip	Hamilton-Madison House	NYCHA	NYCHA
Establish the Asian Culinary Institute of New York	Asian Culinary Institute of New York	Mott Street Eatery Food Court	
Open a Small Business Innovation Hub	Welcome to Chinatown		
Create a Soup Kitchen and Community Center at the Church	Church of St. Teresa	Archdiocese of New York	
Open a Community Health and Mental Health Center	NYCHA	TBD	
Expand Access to Hamilton-Madison House Community Center	Hamilton-Madison House	NYC Housing Authority (NYCHA)	NYCHA
Create a Building Upgrades Fund	Chinatown Partnership		
Restore the On Leong Merchants Association Building	On Leong Merchants Association		
Create the Chinatown Art-Eries Public Art Fund	Think!Chinatown		
Install Murals & Light Projection Art Throughout Chinatown	Murals for Good	UA3, Trinity Church, Chinatown BID	
Expand Light Up Chinatown Street Lanterns	Chinatown Partnership	Chung Seto, Pearl River Mart, Chinese Chamber of Commerce, Chinese Consolidated Benevolent Association, New York Chinese Cultural Center, Think!Chinatown, Feed Forward, and Jenny Lam Low	NYC DOT
Launch Meet Chinatown Local Business Directory	Welcome to Chinatown		

Public Project Sponsors and Partners

- NYC Department of Transportation (NYC DOT):** Across the five boroughs, NYC DOT is responsible for 6,300 miles of streets and highway networks and more than 12,000 miles of sidewalks. NYC DOT manages over 5,500 employees, an annual operating budget of \$1.1 billion, and a ten-year capital program of \$19.7 billion. NYC DOT also installs and maintains 13,250 signalized intersections, over 315,000 streetlights, and more than 350 million linear feet of street markings. NYC DOT would be the sponsor for Beautify the Park Row Connection to Chinatown, Improve Forsyth Plaza & East Broadway Triangle, Upgrade Centre Street between Canal and Grand, and potentially, Create a Chinatown Welcome Arch/Gateway.
- NYC Department of Parks and Recreation (NYC Parks):** NYC Parks oversees over 30,000 acres of land and more than 5,000 individual properties across New York City, including parks, playgrounds, beaches, community gardens, and green streets. NYC Parks also operates more than 800 athletic fields, 2,350 basketball and tennis courts, and more than 110 public pools and recreation facilities. NYC Parks will be responsible for designing park improvements, releasing an RFP, selecting a contractor, overseeing development, and managing parks upon project completion as sponsor for Renovate Kimlau Square, Upgrade a Section of Sara D. Roosevelt Park, and potentially, Create a Chinatown Welcome Arch/Gateway.
- NYC Police Department (NYPD):** NYPD is the largest and one of the oldest municipal police departments in the United States, with approximately 36,000 officers and 19,000 civilian employees. The agency has 77 patrol precincts with patrol officers and detectives covering the entire city. The department also has 12 transit districts to police the subway system and its nearly six-million daily riders, and nine police service areas (PSAs) to patrol the city's public housing developments, which are home to more than 400,000 residents. Additionally, uniformed civilians serve as traffic safety agents on the city's busy streets and highways, and as school safety agents, protecting public schools and the over-a-million students who attend them. NYPD would be involved in the planning and implementation process for Beautify the Park Row Connection to Chinatown since Park Row passes under Police Plaza, home to NYPD headquarters and is therefore park of a NYPD security zone.

- NYC Housing Authority (NYCHA):** NYCHA, the largest public housing authority in North America, was created in 1935 to provide decent, affordable housing for low- and moderate-income New Yorkers. NYCHA is home to roughly 1 in 16 New Yorkers across over 177,000 apartments within 335 housing developments through public housing, Section 8, and PACT/RAD programs. In addition, NYCHA connects residents to opportunities in financial empowerment, business development, career advancement, and educational programs. NYCHA would be a partner and landlord for projects at Alfred E. Smith Houses, specifically: Expand Access to Hamilton-Madison House Community Center, Reopen the Childcare and Family Support Center at 10 Catherine Slip, and Open a Community Health and Mental Health Center.



Image Source: Sounds of Chinatown

Private/Nonprofit Project Sponsors and Partners

- **Archdiocese of New York/Church of St. Teresa:** The Archdiocese of New York is an ecclesiastical district of the Roman Catholic Church in New York State. Comprised of a community of more than 2.8 million Catholics, the Archdiocese serves populations in Manhattan, Staten Island and the Bronx in New York City as well as Dutchess, Orange, Sullivan, Westchester, Ulster, Rockland, and Putnam Counties. The Parish of St. Teresa, which manages the Church of St. Teresa in the Lower East Side (within the Chinatown DRI Study Area), is under the authority of the Archdiocese. In addition to religious programming, St. Teresa currently provides cultural arts programming, a food pantry, and community center programming intended to meet the needs of intergenerational families.
- **Asian Culinary Institute of New York (ACINY):** ACINY is an educational institution dedicated to teaching commercial Chinese and Asian cooking. The institute's mission is to provide Chinese and Asian culinary training to currently unemployed, low-income individuals, recent immigrants, and other job seekers. In addition to cooking skills, ACINY teaches the skills required to pass the Food Safety Certification exams, which are available in NYC in multiple languages, including Chinese. The Institute is seeking DRI funding for its first teaching facility at 98 Mott Street.
- **Chinatown Organization for Media Awakening (COMA):** COMA is a non-profit advocacy organization formed in 2019. The organization is dedicated to increasing representation in the entertainment industry and the mainstream media by promoting accurate and positive images of Asian Americans. COMA's members consist of longstanding community activists, Asian Americans with backgrounds in the film and entertainment industry, professionals, and long-term residents in the NYC metropolitan area.
- **Hamilton-Madison House:** Hamilton-Madison House is a nonprofit settlement house dedicated to improving the quality of life of its community, primarily those in the Two Bridges/Chinatown area of Manhattan's Lower East Side. Since its establishment in 1898, Hamilton-Madison House has sought to foster social well-being among vulnerable populations: children, the elderly, the ill, handicapped, new immigrants, refugees and the unemployed. The organization's unique professional experience in working with Asian Americans has led to the expansion of services citywide.
- **Murals for Good:** Murals for Good is a sponsored nonprofit organization comprised of a dedicated group of New Yorkers who support the creation of mural art that promotes equity, inclusion, and belonging. The organization works closely with artists and other community partners to curate and design mural art that is responsive to the cultural context of neighborhoods. Mural projects are distributed throughout the city, and Murals for Good's young artists work with local poverty-fighting organizations that help make New York City more equitable.
- **On Leong Merchants Association:** The On Leong Merchants Association is a national organization that supports businesses, residents, and other stakeholders in predominately Chinese communities across the United States. Established in 1893 in Manhattan's Chinatown, which remains the organization's headquarters, the On Leong Merchants Association has grown to include more than 2,000 members. In addition to supporting businesses, the organization has also distributed flu shots, organized blood drives, offered legal services related to immigration and small business development, and performed advocacy work on behalf of its membership.
- **Think!Chinatown (T!C):** T!C is an intergenerational non-profit based in Manhattan's Chinatown that listens, responds to, and builds Chinatown's capacity as a strong and vibrant immigrant neighborhood in NYC. Its mission is to foster intergenerational community through neighborhood engagement, storytelling, and the arts. The organization supports a variety of efforts, from placemaking strategies and public events to educational programming and advocacy.
- **Welcome to Chinatown:** Welcome to Chinatown is a nonprofit organization amplifying and addressing the critical needs of Chinatown's community and its entrepreneurs. Founded by a team of young AAPI volunteers at the onset of the COVID-19 pandemic, the organization invests dollars from online donations to support local businesses. To date, more than \$550,000 has been donated to Chinatown, distributed primarily in the form of grants to small businesses and meals to alleviate food insecurity.

Management & Organizational Capacity

Chinatown has a network of public, private, and nonprofit organizations that are positioned to contribute to the implementation of the DRI plan. The Office of Manhattan Borough President Mark Levine is committed to supporting planning and economic development efforts in the Study Area. The Borough President is one of five elected leaders in New York city with authority to influence major planning and budgetary decisions, and to advocate for their borough's needs with city agencies, the City Council, State government, and the private sector.

Other major institutions and organizations include:

Asian American Adult Daycare Association (AAADA)

AAADA is a membership-based organization advocating for the growth and development of high quality adult daycare services for the Asian community in New York City. Established in 2020, the organization seeks to provide professional guidance, educational programming, and networking opportunities to improve the distribution of care services to the tens of thousands of Asian seniors living in the metropolitan area. Currently, more than twenty day care center operators are members.

Asian American Arts Alliance (A4)

A4 is a nonprofit organization dedicated to ensuring greater representation, equity, and opportunities for Asian American artists and cultural organization through resource sharing, promotion, and community building. Since 1983, A4 has sought to unify, promote, and represent artistic and cultural producers of Asian descent. The organization convenes the Asian American cultural workforce around issues of race, identity, and artmaking.

Asian American Arts Centre

The Asian American Arts Centre was founded in 1974 in New York City to address the distinctive concerns of Asian Americans in the United States. The institution promotes the preservation and creative vitality of Asian American cultural

growth through the arts, and its historical and aesthetic linkage to other communities. The Arts Centre accomplishes this by presenting and interpreting the ongoing synthesis of contemporary American and Asian art forms, utilizing performance, exhibition, and public education.

Chinatown Core Block Association

The Chinatown Core Block Organization seeks to preserve the quality of life and character of Manhattan's Chinatown through advocacy and the distribution of information, including liquor license applications, public hearings, community events, and other neighborhood happenings. The group is comprised of residents, property owners, and businessowners supportive of enterprise that contributes positively to the lives of Chinatown residents, particularly in the traditional core of the neighborhood.

Chinatown Manpower Project (CMP)

CMP is a not-for-profit workforce and economic development organization that promotes economic self-sufficiency and career advancement. Founded in 1972, CMP serves low-income communities of diverse backgrounds, with a strong track record in supporting the Asian immigrant population.

Chinatown Partnership Local Development Corporation (CPLDC)

Formed in 2006, CPLDC brings residents, businessowners, and community groups together to preserve the neighborhood's unique culture while ensuring its vitality in the future through strategic positioning. The corporation promotes Chinatown as a place to live, work, and visit through a variety of initiatives including the 1st ever ADA parade and accessible Chinatown Weekend Walks; Mid-Autumn Qi Gong Tai-Chi Cultural Festivals with dancers, mooncakes and Night Markets, EastWest Parade with Little Italy, Explore Chinatown marketing strategy, Columbus Park Pavilion and outdoor film screenings, Night dining on Mott through TGIF Shared Streets, Show Some Love/Double Valentine's Day and Toys For Tots holiday events, WarmHeartsNYC. CPLDC also initiated the Chinatown Community Land Trust (CLT) with local partners and works with its affiliate, the Chinatown Business Improvement District, to lead efforts to improve the neighborhood's physical environment through the supplemental Clean Streets initiative, streetscape improvements, enhanced lighting, and piloted first wayfinding projects such as WalkNYC with NYC DOT.

Chinatown Senior Center

Chinatown Senior Center was founded in 1974 to provide nutritious meals, health workshops, technical assistance, field trips, special events, and other activities to seniors

living in Manhattan’s Chinatown. The institution has more than 10,500 members, serving more than 500 seniors each weekday. Chinatown Senior Center is operated by the Chinese American Planning Council and receives funding from the NYC Department for the Aging (DFTA).

Chinese American Arts Council (CAAC)

CAAC was established in 1975 to meet the cultural needs of the expanding Chinese community in New York City at the time. The organization has presented hundreds of performing artists and companies in numerous public events and venues – including Chinese operas, theatrical works, and musical concerts covering a range of styles and traditions. CAAC also operates Gallery 456, and exhibition space to present solo and group shows of works by artists, primarily of Chinese or other Asian heritage.

Think!Chinatown (T!C)

T!C is an intergenerational non-profit based in Manhattan’s Chinatown that listens, responds to, and builds Chinatown’s capacity as a strong and vibrant immigrant neighborhood in NYC. Its mission is to foster intergenerational community through neighborhood engagement, storytelling, and the arts. The organization supports a variety of efforts, from placemaking strategies and public events to educational programming and advocacy.

Two Bridges Neighborhood Council

Two Bridges Neighborhood Council serves the residential, commercial, and cultural life of Manhattan’s Lower East Side through community-based programs and strategic partnerships. The Council supports the local community by creating affordable housing, advocating for improvements related to quality of life, providing access to social services, education, recreation programs, and technology, and engaging residents in the public, political, and planning processes that impact the neighborhood in which they live and work.

United Fujianese American Association

The United Fujianese American Associations is a service and advocacy organization focusing on the bettering the lives of the Fujianese population in Manhattan’s Chinatown. The organization has organized public events, pro bono legal clinics, and other social services to support the lives of immigrants in the area.

Welcome to Chinatown

Welcome to Chinatown is a non-profit organization amplifying and addressing the critical needs of Chinatown’s community and its entrepreneurs. Founded by a team of young AAPI volunteers at the onset of the COVID-19 pandemic, the organization invests dollars from online donations to support local businesses. To date, more than \$550,000 has been donated to Chinatown, distributed primarily in the form of grants to small businesses and meals to alleviate food insecurity.



Image Source: Shutterstock Photo Contributor Jerome Labouyrie



Section IV
PUBLIC
INVOLVEMENT

Between February and July 2022, the Chinatown DRI Local Planning Committee (LPC) and Planning Team engaged members of the public in a series of community engagement activities to understand local priorities for downtown revitalization and to identify projects that supported the shared vision.

The engagement strategy, developed by 3x3 — a social impact consultancy in New York City, was designed to understand community sentiments, identify investment priorities across different stakeholders, build consensus within the community, and ultimately inform final project recommendations for the Strategic Investment Plan.

The primary objectives of the community engagement process were as follows:

- 1. Build Awareness and Educate:** Distribute and communicate information on the DRI program, process, and proposed projects to a broad array of community stakeholders.
- 2. Collect Questions and Concerns:** Provide an open communication channel to solicit ongoing feedback and

questions, which in turn informed outreach tactics and framing of materials.

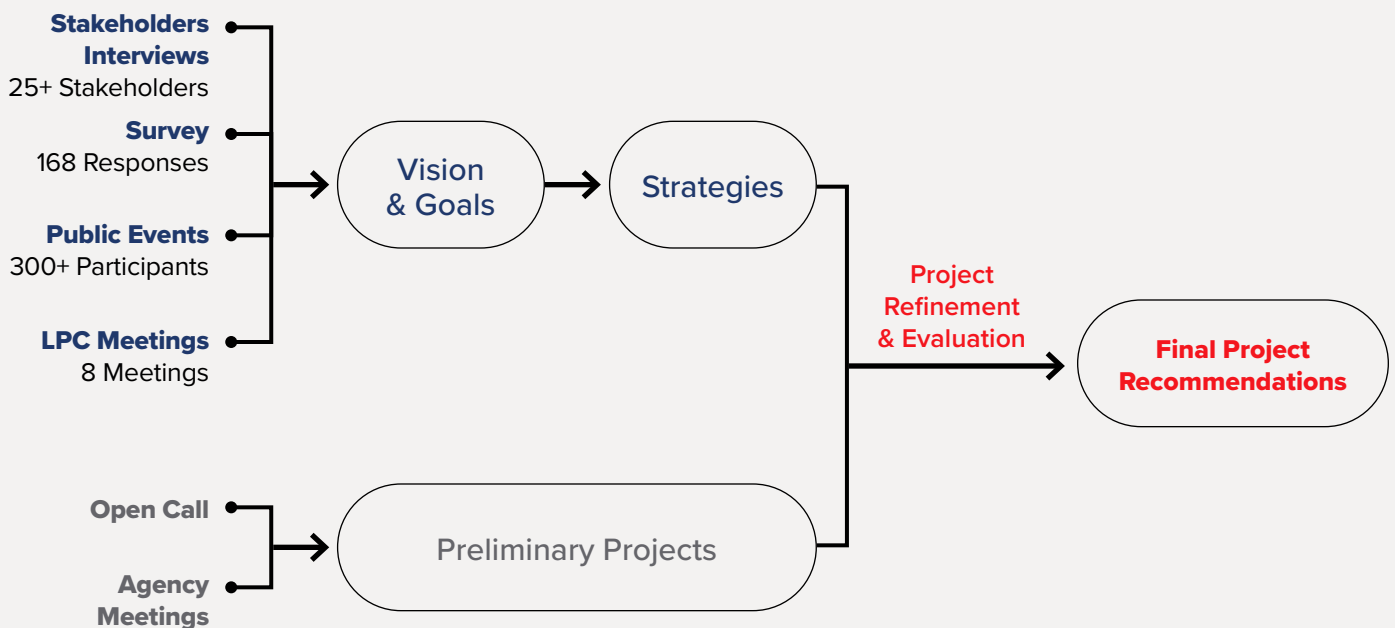
- 3. Capture Downtown Vision:** Develop a shared public vision for the DRI Chinatown study area, including investment goals and themes.
- 4. Solicit and Prioritize Investment Strategies and Opportunities:** Gather ideas and input on project proposals and priority investments by harnessing the knowledge and experience of the LPC network and Chinatown community.

The following sections provide an overview of the groups involved in this process and the various efforts and events that were implemented to engage those parties.

Engagement Plan

The Planning Team used a multi-method engagement strategy to understand sentiments and investment priorities of different stakeholders such as residents, small businesses, property owners, community based organizations (CBOs), service providers, visitors, workers, and City and State agencies. Figure 1 illustrates the engagement process.

FIGURE 45. ORGANIZATIONS ENGAGED IN DRI PROCESS



LOCAL PLANNING COMMITTEE (LPC) MEETINGS WITH PUBLIC PARTICIPATION

The LPC convened eight meetings during the planning process. These meetings included an introductory presentation by the Planning Team, and facilitated discussions among LPC members that were tailored to the goals of each meeting.

PUBLIC EVENTS

With the support of the Planning Team, the LPC hosted three public events to co-develop a vision for Chinatown and prioritize investment goals, themes, and strategies with community members using different modalities and activities to make each session inclusive, interactive, and productive. The activities aimed to educate the community around the technical facets of project proposals and trade-offs across proposals and foster collaborative decision-making. The public events were in-person, hybrid, and online, depending on and in adherence to the public health guidelines at the time of the event. Language support was provided in Cantonese, Mandarin, and Spanish, in addition to English.

SURVEYS

Digital and printed surveys were disseminated at the end of March to widen the reach of those involved in the engagement and capture qualitative and quantitative data on interest, vision, opportunities, concerns, and questions. An additional survey was also circulated to capture detailed feedback on the submitted projects as part of Public Event 2.

SMALL MEETINGS WITH SPECIFIC COMMUNITY MEMBERS

The Planning Team facilitated small group strategy sessions and interviews with key stakeholders to understand the priorities of various segments of the community, source and assess proposed projects, and identify the capacity of local organizations to implement projects. Stakeholders included representatives of either developments or geographic areas that were selected for the investment plan, City agencies, private developers, community leaders, and/or community members. Figure 2, indicates organizations engaged throughout the process.

City Agencies
Department of Citywide Administrative Services (DCAS)
Department of Parks & Recreation (DPR)
New York Police Department (NYPD)
Department of Transportation (DOT)

Organizations

- Asian Americans for Equality
- American Chang An Association
- American Change Association
- American Fujian Association of Commerce & Industry
- American Fuzhou Zhu Qi Association
- American International Art Association
- American Legion Lt. B. R. Kimlau Chinese Memorial Post 1291
- American Ming Jiang Commerce Association
- American Xiajiang Association
- Archdiocese of New York
- Asian American Adult Daycare Association
- Asian American Federation of New York
- Beta NYC
- Chinatown Core Block Association
- Chinatown Manpower Project
- Chinatown Partnership
- Chinese American Business & Trade Association
- Chinese Chamber of Commerce of New York
- Chinese Consolidated Benevolent Association
- Chinese-American Planning Council
- Chuan Shi (USA) Association
- Chung Pak Local Development Corporation
- Coalition of Asian-American Independent Practitioners Association
- DongBian Association
- Ferrara Bakery
- Fujian Association in U.S.A.
- Fujian Kwan Tao Association of America
- Fujian Tangtou Association, USA
- Fukien American Association
- Golden Unicorn Restaurant
- Gong Yu General Business Association USA
- Hamilton-Madison House
- Hou Yu American Association
- Italian American Museum
- Lian Jiang 2nd Middle School
- Little Italy Merchants Association
- Little Italy Restoration Association
- Lower East Side East River Residents Committee
- Manhattan Chamber of Commerce
- Manhattan Community Board 1
- Manhattan Community Board 2
- Manhattan Community Board 3
- Museum of Chinese in America
- Myanmar Chinese Association
- NYCHA-Smith Houses Tenants' Association
- On Leong Merchants Association
- Pearl River Mart
- Restaurant Association
- Revenue Works
- Think!Chinatown
- Two Bridges Neighborhood Council
- U.S. Fujian Minhou Association of Commerce and Industry
- United Fujianese Association
- United Mei Hua Alliance Gross Association
- USA Ming Xin United Group
- Yangyutonshen Association
- Welcome to Chinatown

Outreach Channels

To maximize the distribution of project information and awareness of the project and public events, the Office of the Manhattan Borough President and the Planning Team leveraged online and traditional outreach channels with wide coverage across the study area. Using the Community Engagement Plan as a baseline, 3x3 focused on developing engagement collateral for outreach and public events. The outreach materials were developed in English, Spanish and Chinese (Simplified and Traditional). The team relied on the LPC members to review the translation for localization and cultural sensitivity. All the engagement collateral including the social media post content, digital and printed flyers, frequently asked questions, and other materials were then consolidated in an Engagement Toolkit and shared with all LPC members, the State Team, and partner network for dissemination.

LOCAL PLANNING COMMITTEE MEMBERS AND PARTNER NETWORKS

The Planning Team worked with the LPC members to distribute project information and engagement collateral through online and print channels managed by their organizations or organizations with which they have close relationships.

TABLING AND CANVASSING

Two tabling events were held in different parts of the DRI area. The locations included the Chinatown Kiosk at the Canal/Baxter/Walker Street intersection and the sidewalk adjacent to the Hamilton-Madison House at the intersection of Madison and Catherine Streets. 3x3 bilingual facilitators proficient in Spanish, Mandarin, and Cantonese were accompanied by 5 volunteers from Welcome to Chinatown and included native speakers in Mandarin and Cantonese to increase language access. 3x3 distributed paper-based flyers and surveys to target residents with limited access to technology. Flyers with QR codes were disseminated at tabling and relevant events planned by organizations represented on the LPC and partner networks as well.

DIGITAL OUTREACH:

The Planning Team utilized a variety of digital platforms to reach community members. This included:

- E-mail blasts and e-newsletters,
- Websites and online bulletin boards (including those of the organizations represented on the LPC) featuring content and engagement collaterals provided by the Planning Team through the Engagement Toolkit; and
- Social media platforms such as Facebook, Twitter, and Instagram.

LOCAL NEWS SOURCES

The Office of the Manhattan Borough President, with the support of the Planning Team, conducted outreach to local media outlets to further the reach of all community engagement activities. Local news outlets, including Sing Tao Daily, the China Press, World Journal, the Epoch Times, Two Bridges Neighborhood Association, were requested to support outreach.

DRI WEBSITE

The Downtown Chinatown DRI website — <https://www.chinatowndri.com/> — was a source of information for engagement events, project updates, and announcements. The Planning Team updated the website after each milestone event such as public events and LPC meetings with meeting details and recordings. All notifications were sent to community members who chose to subscribe to the newsletter through the website.

Open Call for Projects

The Planning Team released a public solicitation for project proposals to provide an opportunity for anyone to propose projects considered for DRI funding. The open call was launched in March and ran until the end of April. The application was available in four languages: Traditional and Simplified Chinese, Spanish, and English. Over the course of this period, the Planning Team received 40 project proposals.

Local Planning Committee Meetings with Public Participation

The Downtown Revitalization Initiative (DRI) accomplished its goals through a unique state-local partnership that includes the Local Planning Committee (LPC), state agency staff, and a consultant team. The LPC was responsible for representing the interests and priorities of the community, while the State agency staff ensure that the process and deliverables are consistent with the goals, priorities, and requirements of the initiative.

The LPC was composed of local and regional leaders, stakeholders and community representatives, led by two co-chairs consisting of the local elected official and a member of the Regional Economic Development Council (REDC). The Downtown Chinatown DRI Local Planning Committee (LPC) was co-chaired by Manhattan Borough President Mark Levine and Wellington Chen, a member of the New York City REDC and Executive Director of the Chinatown BID and the Chinatown Partnership LDC. The LPC is composed of 16 additional members including local and regional leaders, community representatives, and other stakeholders in Chinatown. See a list of LPC members and affiliations to the right.

The LPC convened for six meetings over the course of the planning process from March through July. The first meeting took place virtually because of the limitations of the COVID-19 pandemic while the five following meetings were hybrid (both in person at the Manhattan Borough President's Office and virtually). Each meeting included an introductory presentation by the Planning Team and a facilitated discussion among LPC members. All meetings were open to the public and time was reserved at the end of each meeting for public comment. All meetings were recorded and accessible through the website post event.

Local planning committee members list

Mark Levine (co-chair)

Manhattan Borough President
Borough President

Wellington Z. Chen (co-chair; member of NYC REDC)

Chinatown BID/Chinatown Partnership LDC
Executive Director

Isabel Ching

Hamilton-Madison House
Executive Director

Randall Eng

American Legion Lt. B. R. Kimlau
Chinese Memorial Post 1291
Commander

Wayne Ho

Chinese-American Planning Council (CPC)
President/CEO

Yin Kong

Think!Chinatown
Director

Joanne Kwong

Pearl River Mart
President

Charlie Lai

Chung Pak Local Development Corporation (Chung Pak LDC)
Executive Director

Stephanie Lau

Chinatown Manpower Project (CMP)
Asst. Executive Director

Victoria Lee

Welcome to Chinatown
Co-Founder

Wade Li

Chinese Chamber of Commerce of New York
President

Nancy Yao Maasbach

Museum of Chinese in America (MOCA)
President

Aixa Torres

NYCHA--Smith Houses
Tenants' Association President

Raymond Tsang

Chinese Consolidated Benevolent Association
President

Jessica Walker

REDC + Manhattan Chamber of Commerce
President

Jo-Ann Yoo

Asian American Federation of New York (AAFNY)
Executive Director

Thomas Yu

Asian Americans for Equality (AAFE)
Co-Executive Director

Survey and Public Events

Community input was pivotal to the success of the process. As such, input was gathered during public events, through the website and the online survey, and the small meetings with specific community members. These served as an opportunity for community stakeholders to contribute ideas, identified issues, and provided feedback throughout the planning process. The collective input helped shape the vision and goals and the prioritization of recommended DRI projects.

The Planning Team advertised events in English, Chinese, and Spanish. In-person public events were held at ADA accessible spaces at a variety of locations within the Chinatown DRI Study Area. The public events were held in-person or hybrid, depending on and in adherence to the public health guidelines at the time of the event. The public outreach implemented in this process is described below.

Public Event #1

The first community event occurred on March 30 at the Hamilton-Madison House, located within the New York City Housing Authority's Smith Houses, and virtually, with the purpose of introducing the DRI program and process to the community and soliciting input on the vision for Chinatown. More than 65 attendees participated (approximately 25 in person and 40 virtually).

Residents expressed frustration at the the City of New York's plans to build a jail and several homeless shelters in Chinatown despite the opposition of many community members. The majority of the community members expressed concern about the lack of collaboration and public input in past projects. Residents were worried that the competition for the DRI investment might result in lack of collaboration and funds might not go towards the welfare of the longtime residents.

The community aspired for Chinatown to fully recover from past harms to the community and indicated the need to create an environment that fostered the continuation of unique cultural identity and intergenerational families with emphasis on safety, support of small businesses, affordability, accessibility, and collaboration.

Survey #1

The survey design process took into consideration findings of the Planning Team's initial observations of existing conditions in Chinatown. At the onset of the public engagement process, the community survey was disseminated to widen the reach of those involved in the engagement and capture qualitative and quantitative data related to the nature of community members'



interests, visions, ideas for opportunities, as well as comments and questions. The content was translated in Traditional Chinese, Simplified Chinese, and Spanish.

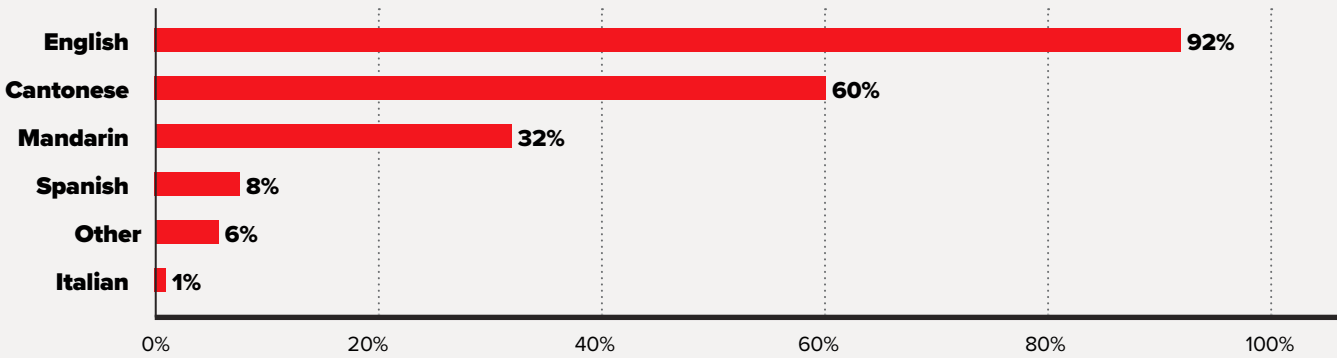
The digital and printed surveys were then disseminated through multiple recruitment pathways, including tabling and canvassing on the street and public plazas, and digital outreach (i.e., social media platforms, listservs, and websites associated with the organizations represented by the Local Planning Committee and partner network).

This resulted in 168 survey responses. The following graphs illustrate the demographic make up of respondents.

Survey responses echoed sentiments shared in the first public event. Participants shared a strong consensus on the urgency of public safety, citing as threats the recent increases in anti-Asian hate crimes, the siting of several homeless shelters in the area, and the lack of investment in public infrastructure which in turn limits access for the aging community.

In addition, culture and heritage were perceived as foundational to the community. There was a broad feeling of solidarity and a need to invest in projects supporting the vitality of the community. Most participants expressed the need for a sense of belonging for the community by supporting small businesses and centering culture and heritage.

FIGURE 46. LANGUAGES SPOKEN BY SURVEY RESPONDENTS



Source: US Census Bureau, Decennial Census (2000); ACS 5-Year Estimates (2015-2019)

FIGURE 47. SURVEY RESPONDENTS' RELATIONSHIPS TO CHINATOWN

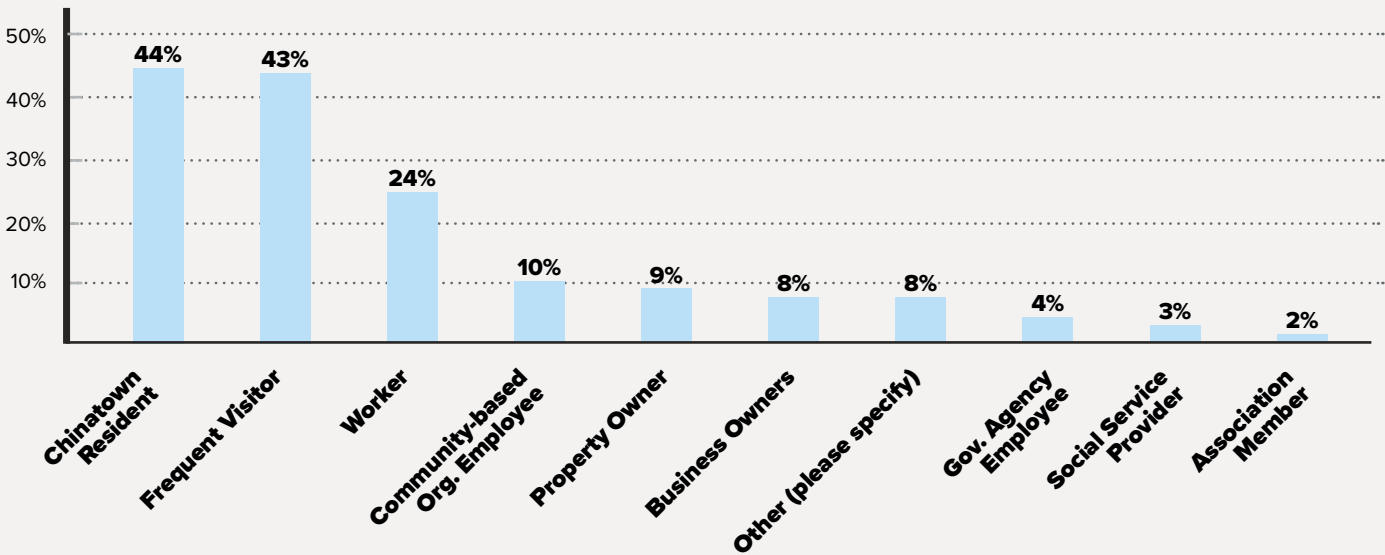
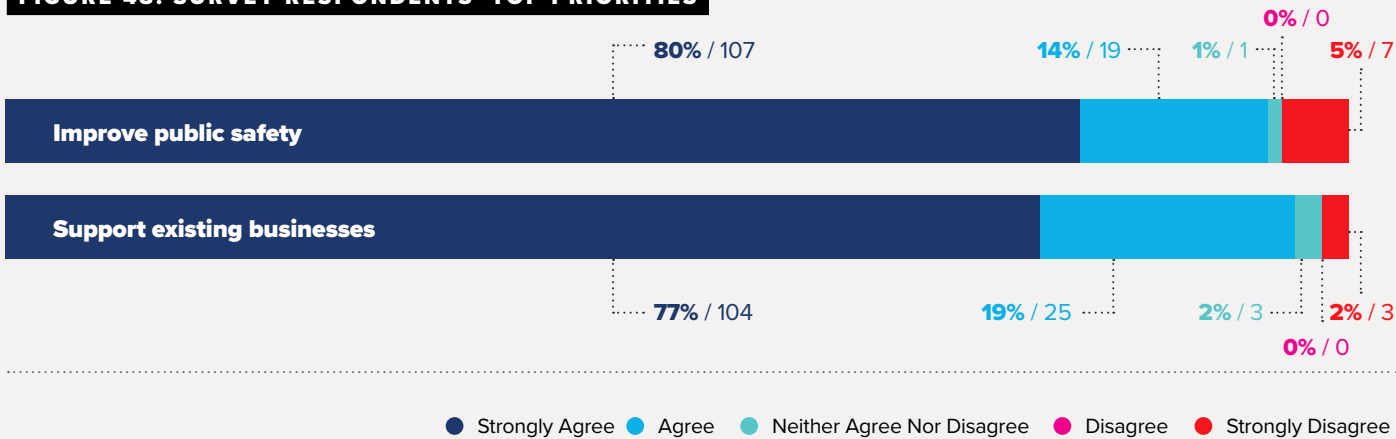


FIGURE 48. SURVEY RESPONDENTS' TOP PRIORITIES



Public Event #1



Public Event #2 and Survey #2

The second community event occurred on May 25 both virtually and in-person at the Grace Faith Church to discuss eligible projects with the community and understand community concerns, needs, and information gaps related to submitted projects. In-person and online events were held separately; the in-person event was an open house format, while the virtual event consisted of a project overview presentation and breakout room discussions. About 100 participants attended (66 online and an approximately 30 in-person).

The activity during the second event focused on receiving feedback on project alignment to investment goals and perceived future impact through an online survey feedback form. Participants submitted 109 responses during the event and in the week that followed; the survey was kept open after the event to widen the reach of community input and ensure that community members who were unable to attend had the opportunity to share feedback as well.

Through the feedback responses, the community expressed the need for a cohesive investment that shared benefits broadly and increased accessibility district-wide. Community members also advocated for projects that advanced public safety, accessibility, connectivity, and more community spaces.

As such there was a desire to link the disjointed and underused public spaces to increase accessibility for diverse population groups. In addition, the community indicated that projects could be impactful if they support small businesses and tourism.

There was some skepticism towards investments with limited public access and use. The public also shared ideas for combining projects and potential implementation partners, including:

- Greater collaboration among different City and State agencies.
- Combining a larger public space project with a number of smaller street and public space improvements, lighting, as well as public art projects with ADA accessibility at the core.
- Combining cultural centers together with projects that focus on small businesses.
- Combining projects that focus on health with those who focus on providing senior services.

The Planning Team synthesized the findings for the LPC so the LPC could choose a slate of projects that broadly reflected community priorities.



Public Event #3

The third community event took place as an open house at Manny Cantor Center, July 14, from 6 p.m. to 8 p.m. More than 136 attendees participated to discuss eligible projects and relay community concerns, needs, and information gaps related to submitted projects before the LPC voted on the projects.

The majority of community members continued to advocate for a cohesive set of investments that will bring broad benefits and increase accessibility districtwide. There was also continued support for projects that focused on improving public safety, street connectivity, accessibility, and cleanliness, as well as promoting local economic revitalization through tourism and small business. Three projects in particular generated significant feedback, including Construct a Chinatown Welcome Arch/Gateway, Open a Community Health and Wellness Center at Smith Houses, and Upgrade a Section of Sara D. Roosevelt Park.

Common themes among projects that received stronger support included:

Inclusivity: Community members appreciated projects that address the needs of diverse age groups and ethnicities that represent the demographics of the Chinatown DRI area.

Credibility: Community members preferred sponsors with credible records based on past successful community projects in the Chinatown DRI area.

Small Business & Culture: Community members supported projects that cultivated small businesses while preserving cultural knowledge.

Health & Safety: Community members supported projects that address issues of food insecurity, mental health, and safe and accessible spaces. They also expressed a desire to prioritize the area's existing assets and the current uses of the proposed spaces.



Public Event #3



FIGURE 49. PUBLIC MEETINGS SUMMARY

Meeting	Topic/Agenda	Attendee #
LPC Meeting #1 February 9, 2022 Zoom	The meeting focused on introductions, program overview, visioning, and initial discussion of stakeholders and investment goals, followed by public comment.	
LPC Meeting #2 March 16, 2022 Borough Hall / Zoom	This meeting focused on reviewing the refined vision for downtown and the downtown profile and assessment, followed by a discussion on possible investment topics and the Public Event 1 held in late March.	
Public Event #1 March 30, 2022 Hamilton-Madison House / Zoom	The hybrid Public Event 1 introduced the DRI program and process to the community and solicited input for the Chinatown downtown vision.	65 online and in-person
LPC Meeting #3 April 13, 2022 Manhattan Borough President's Office / Zoom	This meeting focused on a review of investment goals and themes that emerged from the Public Event 1, surveys, and ongoing assessment of submitted projects, followed by a discussion on investment strategies. The discussion informed the project list.	
LPC Meeting #4 May 11, 2022 Manhattan Borough President's Office / Zoom	This meeting focused on review of submitted/proposed projects, ongoing project assessment, and prioritization of investment strategies.	
Public Event #2 May 25, 2022	The purpose of this public event was to share eligible projects with the community and understand community concerns, needs, and information gaps related to submitted projects.	96 online and in-person
LPC Meeting #5 June 15, 2022 Manhattan Borough President's Office / Zoom	This meeting focused on refining investment strategies and prioritizing proposed projects, based on feedback from the Public Event 2, ongoing assessment, and smaller strategy sessions held with the targeted community members.	
Public Event #3 July 14, 2022 Primitive Christian Church	This public event aimed to share eligible projects with the community and understand community concerns, needs, and information gaps related to submitted projects before the LPC votes on the projects.	136+ in-person
LPC Meeting #6 Date Manhattan Borough President's Office / Zoom	This meeting focused on the final review of the projects proposed for funding, an overview of the draft strategic investment plan, the discussion and vote on the slate of projects if ready.	

FIGURE 50. SELECTED QUOTATIONS FROM PUBLIC MEETINGS AND SURVEY

Outreach	Theme	Quotes
Public Event #1 and Survey #1	Skepticism and Mistrust	<p>"Are you really able to help us?"</p> <p>"No outreach to the community [referring to past projects], does not build trust..."</p>
	Scope	<p>\$20 Million is easy to spend on one building. How could it magnify its impact in the community?</p>
	Concerned	<p>"The need is great and funding scarce, and small pots of money pit community organizations and a diversity of needs against one another"</p> <p>Concerned about so many groups and very little collaboration. It seems as though funding and activities are being decided for the community without engaging the community who are more impacted</p>
	Optimistic	<p>Community is strong. Just need to come Unite & Fight Back!</p> <p>I am excited for money to be spent on making the neighborhood safer, cleaner, healthier, happier, and more resilient against gentrification. I am concerned that revitalization may bring displacement of older and poorer residents of Chinatown.</p>
	Neutral	<p>I don't know enough to have an informed feeling/opinion.</p> <p>The City is giving mixed signals of supporting AAPI but fails to help mental health, social workers, and they want to build a Mega jail and more homeless shelters in the area...</p>
	Intergenerational families and collaborations	<p>Chinatown will be known for civic engagement to action</p> <p>Chinatown will be known for friendship and peace</p> <p>Chinatown residents will be proud of their multigenerational community...</p> <p>Chinatown residents will be proud of people improving the community through volunteer work and engagement...</p>
	Authentic culture rooted in sense of place	<p>Chinatown will be known for renaissance heritage...</p> <p>Chinatown will be known for being a historical landmark and solidarity among minority community...</p> <p>Chinatown residents will be proud of welcoming community and language accessible festivals and environments...</p>
	Upholding public safety as a major concern	<p>Chinatown is becoming a shelter town and will no longer be historic or safe for tourists...</p> <p>Lack of safety and not involving the local community in decisions...</p> <p>I am excited for money to be spent on making the neighborhood safer, cleaner, healthier, happier, and more resilient against gentrification.</p> <p>Make Chinatown the safe and fearless place for seniors...</p> <p>No more shelters. Chinatown is not the place for it. There are elderly and children living there...</p> <p>I am concerned that revitalization may bring displacement of older and poorer residents of Chinatown.</p>

Public Event #1 and Survey #1

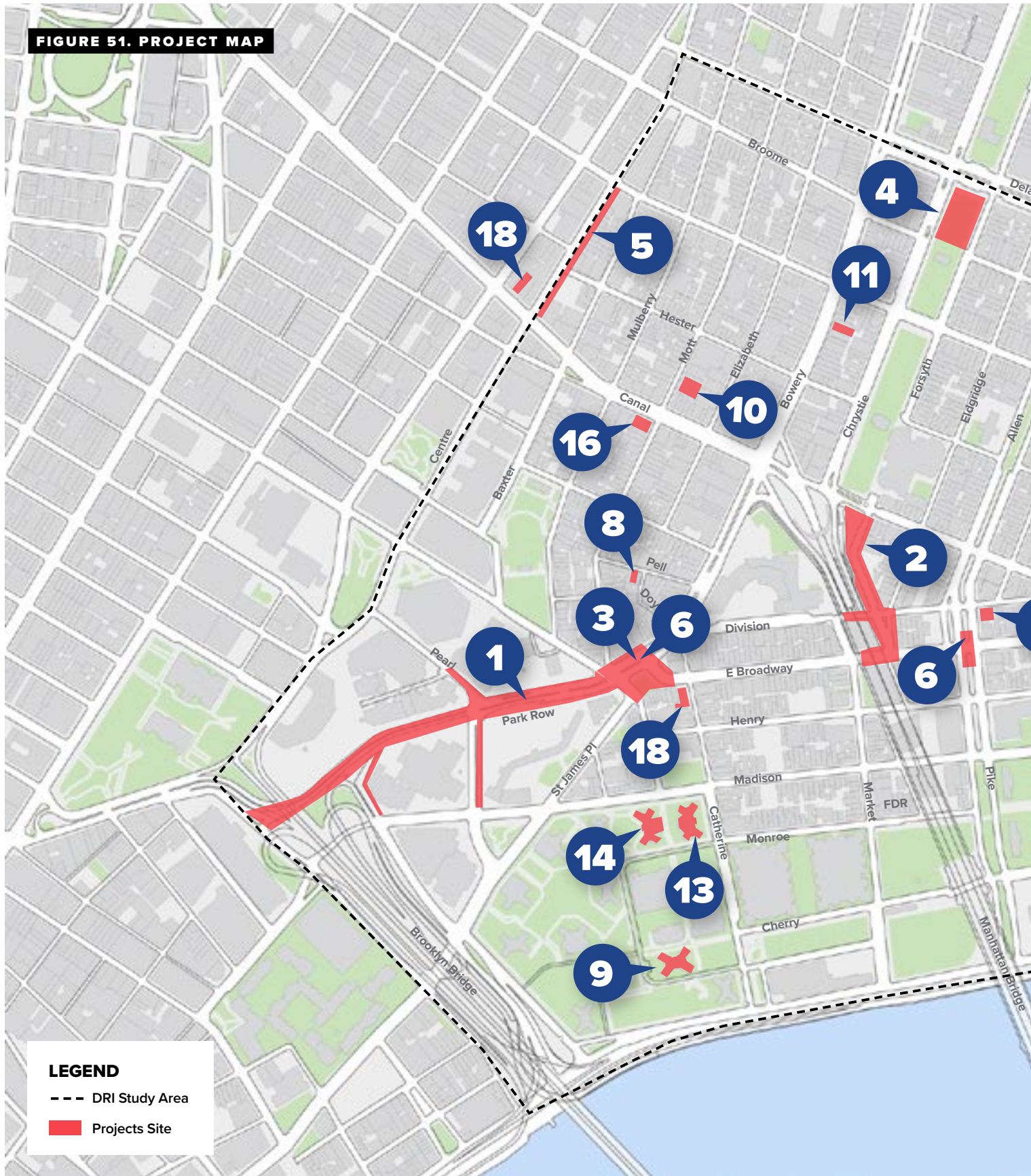
<p>Increasing the sense of public safety through policing and environment</p>	<p>SAFETY as the main concern AND issue, visitors and tourists will be deterred to visit, shop or dine in Chinatown. Without them we can not rebound.....</p> <p>I second many issues mentioned, safety is at a tipping point for Chinatown. Is the local precinct able to cope? This needs to be assessed....</p> <p>Clean graffiti off buildings, more garbage pickups, clean parks, SAFE streets and subways in Chinatown</p>
<p>Supporting small businesses while centering culture and heritage</p>	<p>This is the place that represents us accurately, and we hold pride in showing our culture and lives....</p> <p>It is still a reserved place for Chinese people to settle down and live (not having a massive loss in culture and population)...</p> <p>It really depends on who this revitalization is intended to help. If the initiatives are geared towards pleasing corporations, landlords, and outside money, I will be very concerned. But if plans are intended to improve the lives of the actual residents of Chinatown, especially senior citizens, focused on helping small business owners, improving access to education and job opportunities, then that is a positive thing...</p>
<p>Restoring existing historic and community assets over new theater and galleries</p>	<p>Inviting cultural exchange with neighboring artist spaces and diasporas inside various Chinatown spaces, like the Chinese Consolidated Benevolent Association and the Confucius Plaza courtyard...</p> <p>Consider a community solar installation on a church or community center...</p> <p>Renovate and repurpose underutilized properties for community usage and incubators for education, tech, economic development...</p>
<p>Improving existing house over building new housing</p>	<p>No luxury housing please!...</p> <p>Too much has been taken away from poor & lower income with luxury construction not giving back to the community...</p> <p>The immigrant community is being pushed out by the disgusting and destructive rise of rent, and building of monstrous luxury apartments...</p> <p>Make sure the longtime Chinatown residents and store owners are taken care of and supported first. Whether that's through small business loans, housing, social services, etc.</p>
<p>Activating green spaces over vacant storefronts</p>	<p>Revitalization of Park Row and Brooklyn Bridge Public Space Area</p> <p>Create teams for kids & teens...May it be a dance team, sports team, speech team, science! Having good competition will give pride & spirit to themselves & others.</p> <p>Consider creating a superblock in the historic Chinatown core (Canal to Chatham Square; Centre St. to Bowery), where only pedestrian traffic and electric delivery trucks are allowed. This would create more open space, and reduce vehicle congestion and pollution. The increased foot traffic can help businesses and be a site for a neighborhood night market.</p>

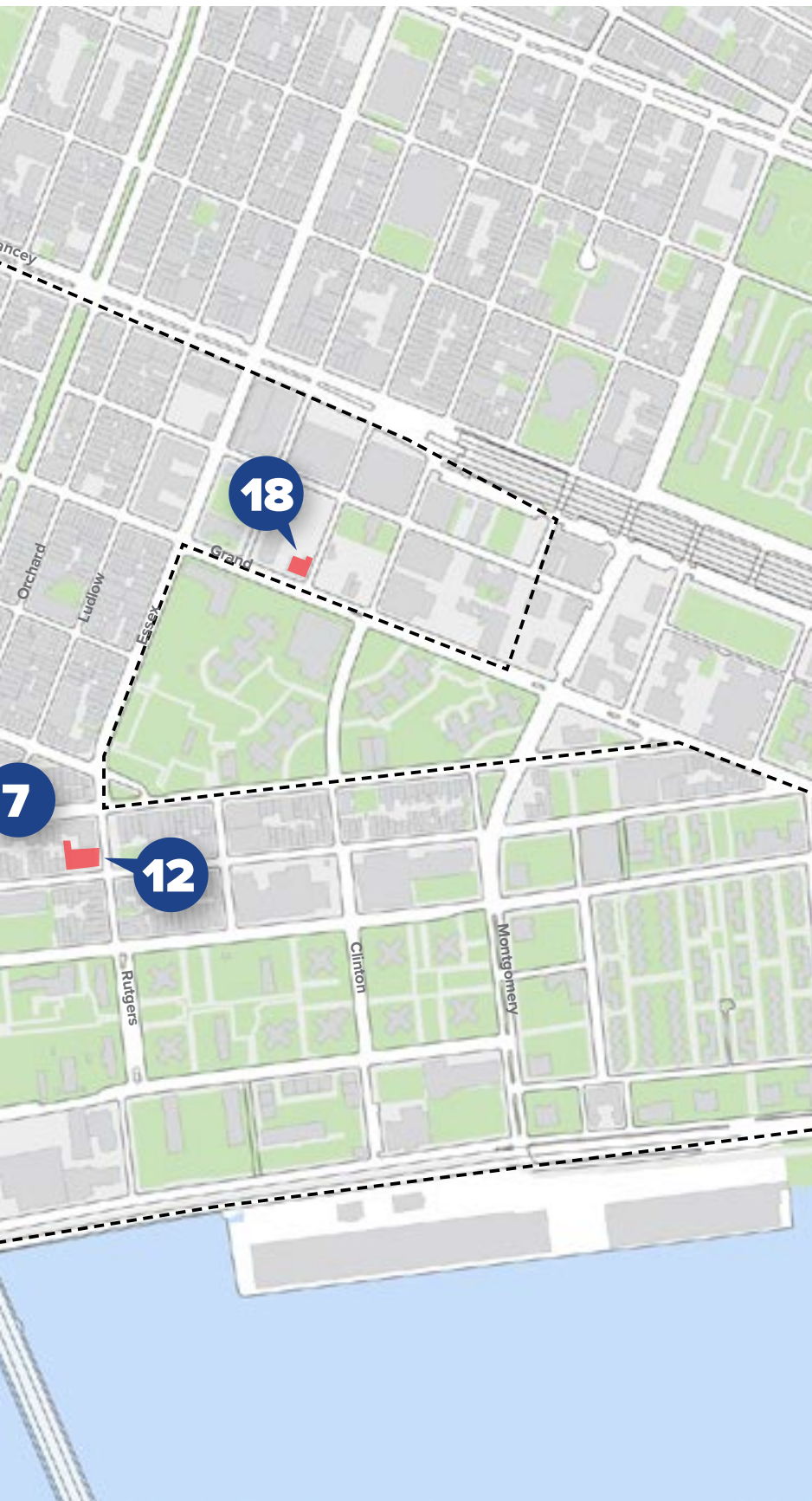
Outreach	Theme	Quotes
Public Event #2 and Survey #2	<p>Cohesive development effort with district wide benefits</p>	<p>The greatest benefit should always be the public benefit especially since these are public tax payer dollars...</p> <p>Most of the proposals pertain to private owners to spruce up their buildings for some reason. Rather than be more conscientious of what are the local needs of the never ending expanding Chinatown community...</p> <p>Public funds should not be used to upgrade private properties. It does not serve the public interest...</p> <p>It's important to think outside of using solely city agencies for project planning and execution. We need fresh eyes and less jaded attitudes...</p> <p>Chinatown is disjointed. Connecting Chinatown is critical...</p>
	<p>Safe, accessible, and clean community space</p>	<p>The highest concern for the Chinatown community is in regards to safety and sanitation. I think choosing projects that will improve safety and sanitation for exiting business owners, merchants, and community members is vital to strengthening the future of Chinatown...</p> <p>Transforming public spaces in particular will greatly improve the ability for all people across generations to stay active and build connection with other community members...</p> <p>Increasing the ability to safely interact in the neighborhood will strengthen the social, cultural, and economic fabric of the community...</p> <p>...increase safety in Chinatown and it will bring more tourists to Chinatown. It will revitalize Chinatown's economy...</p>
	<p>Revitalized local economy and tourism</p>	<p>A professional concept and global destination would really provide a boost for Chinatown revitalization...</p> <p>A game changer for continuing educational opportunities for new immigrants, restaurant community and more...</p> <p>Long overdue for a new look to bring tourists to help local businesses...</p> <p>...Cultural community center with a focus on AAPI stories seems vital and important to support...</p>
	<p>Potential collaborations</p>	<p>The two cultural centers should collaborate. There are several lighting projects that should collaborate. Many of the smaller projects are incorporated in the Crossing...</p> <p>...increase safety in Chinatown and it will bring more tourists to Chinatown. It will revitalize Chinatown's economy...</p>

Outreach	Theme	Quotes
Public Event #3	Potential collaborations	<p>The two cultural centers should collaborate. There are several lighting projects that should collaborate. Many of the smaller projects are incorporated in the Crossing... ...increase safety in Chinatown and it will bring more tourists to Chinatown. It will revitalize Chinatown's economy...</p>
	Local vendor preference	<p>Any project that is being considered should consider using Chinatown vendors to maximize impact for the community...</p>
	Earlier community outreach	<p>Next time do a better job of initial community outreach - many in this community were unaware...</p>
	Concentrating investments	<p>I never knew Chinatown [study area was so large.] That's too much grounds to cover you'll get no concentrated improvements</p>
	Increase public safety and night-time foot traffic	<p>Without the law and order and the police enforcement, how to ensure the public safety to Chinatown communities? Lighting up Chinatown brings more late-night food tourists</p>

Section V
PROJECTS
PROPOSED
FOR DRI
FUNDING

PROJECTS PROPOSED FOR DRI FUNDING: Project map





The DRI Projects

Public Realm

1. Beautify the Park Row Connection to Chinatown
2. Improve Forsyth Plaza
3. Renovate Kimlau Square
4. Upgrade a Section of Sara D. Roosevelt Park
5. Upgrade Centre Street Streetscape between Canal and Grand
6. Construct a Chinatown Welcome Arch/ Gateway†

Cultural and Civic Centers

7. Establish the Chinatown Cultural Welcome Center
8. Create a Cultural and Performing Arts Community Center
9. Reopen the Childcare and Family Support Center at 10 Catherine Slip
10. Establish the Asian Culinary Institute of New York
11. Launch a Small Business Innovation Hub
12. Open a Soup Kitchen and Community Center at the Church of St. Teresa
13. Open a Community Health and Wellness Center at Smith Houses

Building Improvements

14. Expand Access to Hamilton-Madison House Community Center
15. Create a Building Upgrades Fund*
16. Restore the Historic On Leong Merchants Association Building

Public Art & Digital Marketing

17. Create a Chinatown Art-Eries Public Art Fund*
18. Install Murals & Light Projection Art Throughout Chinatown
19. Expand Light Up Chinatown*
20. Launch Meet Chinatown Local Digital Directory App*

* District-wide Projects

† Potential Location



PROJECTS PROPOSED FOR DRI FUNDING

	Project Number	Project Title	Project Description	Responsible Party
Public Realm	1	Beautify the Park Row Connection to Chinatown	Implement capital improvements to beautify and improve accessibility at Park Row from the Brooklyn Bridge to Kimlau Square.	NYC Department of Transportation
	2	Improve Forsyth Plaza	Improve Forsyth Plaza and the surrounding area to support community programming and bring greater foot traffic to the area.	NYC Department of Transportation
	3	Renovate Kimlau Square	Expand public space at Kimlau Square to support a broader mix of community events, draw visitors into the neighborhood, and provide open space in the heart of the community.	NYC Department of Parks and Recreation
	4	Upgrade a Section of Sara D. Roosevelt Park	Renovate park areas to expand access to attractive, welcoming public space with seating, shade, and landscaped areas for the multi-generational local community.	NYC Department of Parks and Recreation
	5	Upgrade Centre Street Streetscape between Canal and Grand	Beautify and promote pedestrian activity on Centre Street between Canal and Grand Streets.	NYC Department of Transportation
	6	Construct a Chinatown Welcome Arch/Gateway	Build a landmark gateway arch to commemorate the cultural heritage of the area and draw visitors to the neighborhood.	Chinatown Partnership Local Development Corp
Cultural and Civic Centers	7	Establish the Chinatown Cultural Welcome Center	Create a community gathering space for intergenerational knowledge transfer related to food, art, and culture.	Think!Chinatown
	8	Create a Cultural and Performing Arts Community Center	Renovate 21 Pell Street to create a multimedia performance space, a photography workshop, community rooms, a sound studio, video production and editing rooms, and conference spaces.	Chinatown Organization for Media Awakening
	9	Reopen the Childcare and Family Support Center at 10 Catherine Slip	Repair the 4,700-square-foot childcare and family support center at NYCHA's Alfred E. Smith Houses to provide daycare and other supportive services.	Hamilton-Madison House
	10	Establish the Asian Culinary Institute of New York	Revamp an existing 3,000-square-foot kitchen to support the training of professionals specializing in commercial Chinese and other Asian cuisine.	Asian Culinary Arts of New York

While decarbonization was an important goal across the State's DRI communities, NYC has previously adopted provisions of the NYStretch Energy Code in the local energy code and the

Est. Total Project Cost	DRI Funding Request	Non-DRI Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created	Page No.
\$4,000,000	\$4,000,000		Q1 2023	Q1 2025	0	V-93
\$3,000,000	\$3,000,000		Q1 2023	Q2 2025	0	V-99
\$6,139,000	\$5,000,000	NYC Parks funds	Q1 2023	Q1 2026	0	V-105
\$5,000,000	\$5,000,000		Q1 2023	Q2 2026	0	V-109
\$360,000	\$360,000		TBD	TBD	0	V-114
\$2,500,000	\$2,500,000		TBD	TBD	0	V-117
\$355,000	\$300,000	Government and foundation grants	Q3 2022	Q2 2023	1 full-time, 2-3 part-time	V-121
\$1,010,000	\$1,000,000	Bank financing, foundation grants	Q1 2023	Q4 2024	10 jobs	V-129
\$2,263,000	\$550,000	Federal recovery and resiliency funds, NYCHA funds, funds from local elected officials	Q1 2023	Q1 2025	16 jobs	V-135
\$1,075,000	\$352,000	Private investment	Q1 2023	Q3 2023	0	V-140

us all construction projects will conform.

PROJECTS PROPOSED FOR DRI FUNDING

	Project Number	Project Title	Project Description	Responsible Party
Cultural and Civic Centers	11	Launch a Small Business Innovation Hub	Create a 2,500-square-foot center to provide local small businesses with training, workshops, technical assistance, physical space, and other resources to grow.	Welcome to Chinatown
	12	Open a Soup Kitchen and Community Center at the Church of St. Teresa	Establish a soup kitchen and community center at the Church of St. Teresa to address food insecurity by providing culturally appropriate meals.	The Church of St. Teresa
	13	Open a Community Health and Wellness Center at Smith Houses	Establish a new community health and wellness center at 60 Madison Street, which would offer high-quality and culturally accessible health and mental health services.	The New York City Housing Authority
Building Improvements	14	Expand Access to Hamilton-Madison House Community Center	Implement accessibility improvements, in compliance with the Americans with Disabilities Act (ADA), to increase the use of community spaces at HMMH.	Hamilton-Madison House
	15	Create a Building Upgrades Fund	Establish a grant program to help existing small businesses and building owners make improvements to the local building stock.	Chinatown Partnership Local Development Corp
	16	Restore the Historic On Leong Merchants Association Building	Brighten and beautify the historic On Leong Building, located at the prominent intersection of Canal and Mott Streets.	On Leong Merchants Association
Public Art & Digital Marketing	17	Create a Chinatown Art-Eries Public Art Fund	Launch a grant fund focused on public art and cultural placemaking that would create new opportunities for local artists and cultural organizations.	Think!Chinatown
	18	Install Murals & Light Projection Art Throughout Chinatown	Install three large-scale painted wall murals, a light projection art installation, and 30 small-scale murals at prominent locations in Chinatown.	Murals for Good
	19	Expand Light Up Chinatown	Expand street lanterns into more parts of Chinatown over four phases to brighten the streets and encourage more foot traffic.	Chinatown Partnership Local Development Corp
	20	Launch Meet Chinatown Local Digital Directory App	Create a free and accessible digital platform for small businesses, locals, and tourists that will encourage greater exploration and (re) discovery of Chinatown.	Welcome to Chinatown
		TOTAL		

Est. Total Project Cost	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created	Page No.
\$726,000	\$724,000	Welcome to Chinatown funds raised	TBD	TBD	1	V-146
\$662,000	\$511,000	Mother Cabrini Health Foundation grant, Archdiocese of New York loan, Church of St. Teresa funds, Con Edison funds	Q1 2023	Q3 2024	2-8 jobs	V-153
\$2,800,000	\$1,000,000	NYCHA funds	TBD	TBD	TBD	V-157
\$3,192,000	\$511,000	NYCHA funds	Q1 2023	Q1 2025	20 jobs	V-162
\$1,200,000	\$1,000,000	Chinatown Partnership funds	Q1 2023	Q1 2026	0	V-167
\$317,000	\$258,000	On Leong Merchants Association funds	Q1 2023	Q1 2024	0	V-173
\$683,000	\$600,000	Government and foundation grants	Q1 2023	Q1 2028	1 artist per year for 5 years	V-177
\$1,024,000	\$924,000	Chinatown Partnership funds	Q3 2022	Q3 2023	TBD	V-183
\$815,000	\$689,000	AAFE loan, Chinatown Partnership funds, philanthropy	Q1 2023	Q2 2027	0	V-191
\$448,000	\$300,000	Welcome to Chinatown funds raised	Q3 2022	Q2 2023	0	V-196
\$37,569,000	\$28,579,000					

PUBLIC REALM

1. Beautify the Park Row Connection to Chinatown



DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$4,000,000**
Total project Cost: **\$4,000,000**
DRI Funding Request as % of Total Project Cost: **100%**

PROJECT DESCRIPTION

Capital improvements will beautify and improve accessibility at Park Row from the Brooklyn Bridge to Kimlau Square, enhancing an important pedestrian connection between the Chinatown Core, Lower East Side, Financial District, South Street Seaport, and Brooklyn Bridge. Scope items could include repairing sidewalks; new street trees, planters, and seating; replacing barriers with bollards; enhanced lighting and decoration under tunnels; and improved signage.

Historically, Park Row provided direct vehicular and pedestrian access to Chinatown from the Brooklyn Bridge, Financial District, and South Street Seaport. However, public access to Park Row was prohibited in the months immediately following 9/11 due to security concerns around the police department headquarters at One Police Plaza. Today, Park Row is open to buses and limited vehicular traffic, and technically open to pedestrian and bike traffic, yet Park Row is uninviting and challenging to navigate due to police kiosks, barriers, fences, poor lighting, and a lack of wayfinding signage. For example, many of the more than 8 million tourists who walked across the Brooklyn Bridge each year prior to the pandemic did not know that Chinatown is a short walk away and may not want to walk along Park Row even if they did know; this deprives the neighborhood's small businesses of badly needed revenue.

PROJECTS PROPOSED FOR DRI FUNDING

After Park Row emerged as a high priority in the DRI community engagement process, the New York City Department of Transportation (NYC DOT) agreed to sponsor a DRI proposal to implement certain capital improvements to beautify and improve accessibility at Park Row from the Brooklyn Bridge to Kimlau Square. Specific scope items could include repairing sidewalks; new street trees, planters, and seating; replacing barriers with bollards; enhanced lighting and decoration under tunnels; and improved signage. Final design elements are subject to a public planning process that would take place after any announcement of a DRI award.

This project draws on ideas from two DRI proposals submitted by non-City entities: Placemaking Around Pace and Park Row, proposed by Pace University; and Reimagining Park Row, proposed by the nonprofits Park Row Alliance and Brooklyn Bridge Manhattan, the latter of which is also advocating and fundraising for the creation of a new signature park beneath the Manhattan anchorage of the Brooklyn Bridge.

This project will advance DRI goals through public realm improvements to wayfinding, walkability, and connections between Chinatown and the surrounding neighborhoods. It will also improve pedestrian connections to social services improved through the DRI projects Reopen the Childcare and Family Support Center at 10 Catherine Slip, Expand Access to Hamilton Madison House Community Center, and Open a Community Health and Wellness Center at Smith Houses.

PROJECT LOCATION OR ADDRESS

Park Row from the Brooklyn Bridge to Kimlau Square

PROPERTY SPONSOR

NYC Department of Transportation (NYC DOT), an agency of the City of New York, would oversee this project. For scope elements that do not require altering sidewalks or roadbeds, NYC DOT may work with a community partner that would design and procure streetscape elements, subject to a public process and DOT approval.

PROPERTY OWNERSHIP

NYC DOT has jurisdiction over the streets involved.

CAPACITY

Across the five boroughs, NYC DOT is responsible for 6,300 miles of streets and highway networks and more than 12,000 miles of sidewalks. NYC DOT manages over 5,500 employees, an annual operating budget of \$1.1 billion, and a ten-year capital program of \$19.7 billion. NYC DOT also installs and maintains 13,250 signalized intersections, over 315,000 streetlights, and more than 350 million linear feet of street markings.

PROJECT PARTNERS

NYC DOT will coordinate with and obtain permission from the NYC Police Department (NYPD) given the street's proximity to One Police Plaza, other civic buildings, and the Brooklyn Bridge. As part of engaging the community at large, NYC DOT would engage the entities that proposed DRI projects for Park Row, namely Park Row Alliance, Brooklyn Bridge Manhattan, and Pace University.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown's role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Strengthen connections between the Chinatown historic core and the surrounding neighborhoods.
- Improve wayfinding and signage to better establish consistent visual guides across the neighborhood.
- Improve walkability through sidewalk, curb, and other improvements.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy.

Create a pro-growth, pro-jobs environment

- Provide assets and opportunities for the expansion of the food and tourism industries.

Invest in the future

- Modernize and expand public infrastructure.

.....
N/A
.....

DECARBONIZATION STRATEGIES AND BENEFITS

ANTICIPATED REVITALIZATION BENEFITS

The redesign of Park Row will improve connectivity within the neighborhood as well as between Chinatown, the Brooklyn Bridge, and the rest of Lower Manhattan. Specific benefits include:

- **Enhance pedestrian accessibility and experience:** The public realm at Park Row is uninviting due to a lack of clear and consistent pedestrian paths and poor lighting. While NYC DOT upgraded pedestrian and bike connections in 2017, accessibility has remained limited due to the presence of security elements throughout the streetscape. Removing unnecessary barriers, repairing sidewalks, and installing planters, seating, enhanced lighting, and decoration will significantly improve how pedestrians move in and around the southern part of the DRI Study Area.
- **Draw visitors and spending to Chinatown:** Although the Chinatown Core is only a 5- to 10-minute walk from the Brooklyn Bridge, the uninviting public realm around the bridge and Park Row limits pedestrian visitation. Targeted improvements to signage and wayfinding will capture a portion of the tens of thousands of daily tourists visiting the Brooklyn Bridge as well as visitors and workers from the other neighborhoods in Lower Manhattan.

PUBLIC SUPPORT

.....
The Local Planning Committee and a diverse range of members of the general public expressed that the improvement of Park Row is one of the highest-priority public realm investments because of the potential to restore the street as a critical connector between the Chinatown Core and surrounding areas.
.....

JOBS CREATED

.....
This project is not expected to create any new jobs aside from construction jobs
.....

PROJECTS PROPOSED FOR DRI FUNDING

PROJECT BUDGET AND FUNDING SOURCES

The \$4 million DRI investment is expected to support improvements such as sidewalk repairs; installation of green features and seating; replacement of bollards; enhanced lighting and decoration under tunnels; and more visible and attractive signage. The specific elements and relative expenditure on each would depend on the community design process.

The budget below is provided for illustrative purposes only and has not been vetted by NYC DOT.

Sources of Funds	Amount
DRI	\$4,000,000
Total	\$4,000,000

Uses of Funds	Amount
Sidewalk Repair	\$2,000,000
Street Features (e.g., Street Trees, Planters, Seating, and Bollards)	\$1,000,000
Lighting and Decoration Under Tunnels	\$850,000
Signage and Wayfinding	\$150,000
Total	\$4,000,000

FEASIBILITY AND COST JUSTIFICATION

The general project scope and associated costs were reviewed by NYC DOT, based on their internal expertise conducting projects of a similar scale and scope.

REGULATORY REQUIREMENTS

While NYC DOT's Capital Street Projects division will lead the project, coordination with the Division of Bridges may be necessary for aesthetic improvements to areas under the Brooklyn Bridge. NYC DOT will coordinate with the NYPD during the design and implementation process to ensure that the project is compliant with security requirements in the area.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The following is subject to change based on NYC DOT review and decisions made in the public planning process:

- **Months 1–12:** Streetscape improvement design, community engagement, and permitting.
- **Months 12–18:** Construction.

Existing Conditions



Concrete jersey barriers and NYPD security kiosks make Park Row an unwelcoming corridor, deterring many from using the direct route between Chinatown and the Brooklyn Bridge.



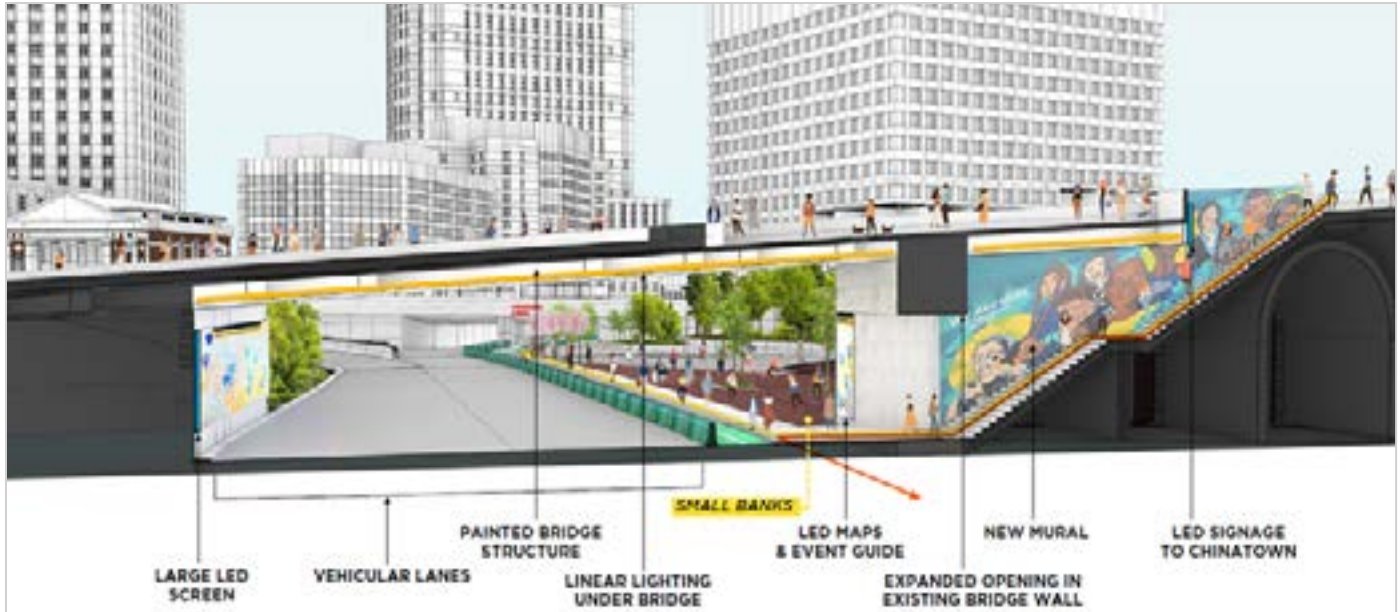
Proposed Conditions



PROJECTS PROPOSED FOR DRI FUNDING



Illustrative concept rendering of Park Row at Frankfort Street, looking toward the Brooklyn Bridge. Final scope and design subject to community engagement process.

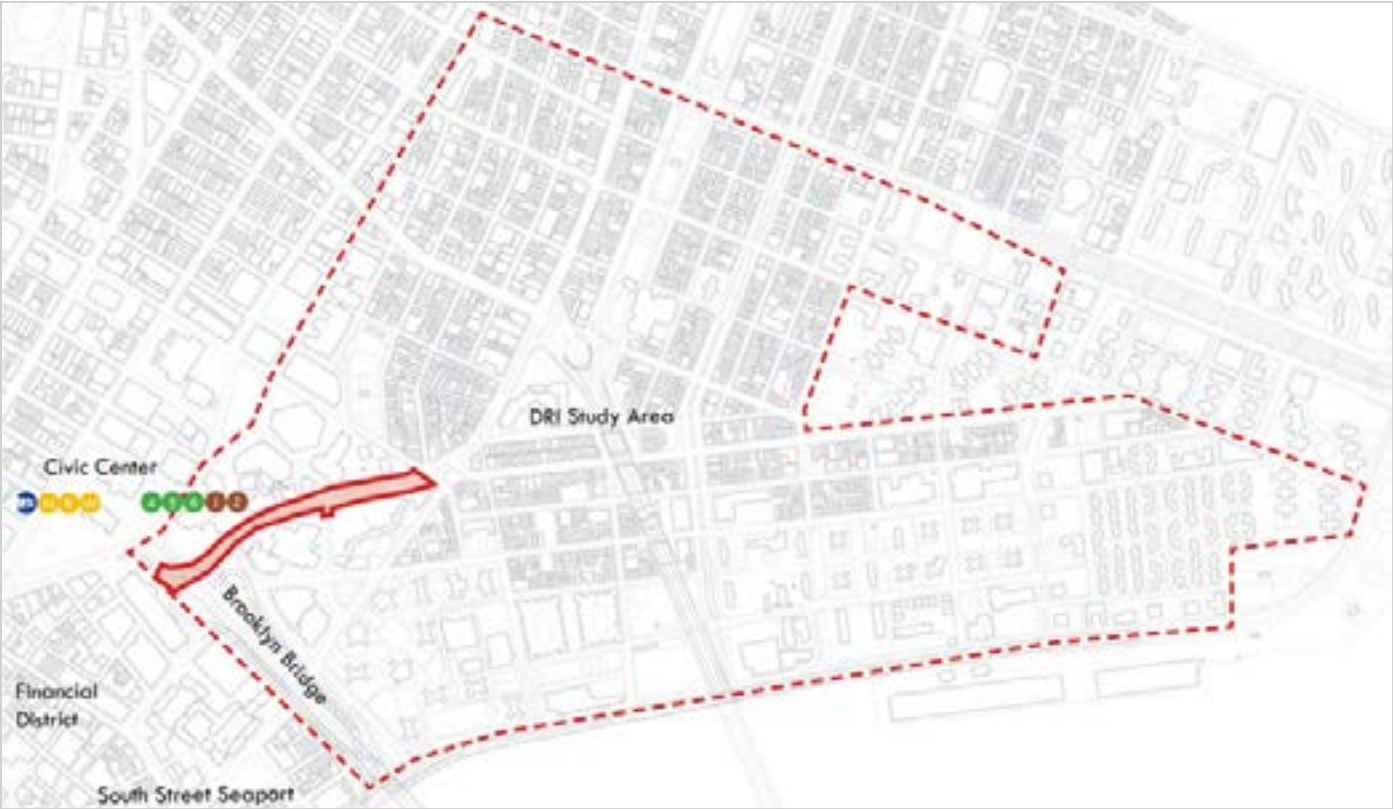


Illustrative concept rendering of Park Row under the Brooklyn Bridge from the *Reimagining Park Row DRI* application by Park Row Alliance. The DRI project scope does not include the Small Banks park area or expansion of the staircase; final scope and design are subject to a community engagement process.

PROJECTS PROPOSED FOR DRI FUNDING



The project area is Park Row from Frankfort Street to the west to Worth Street/ Kimlau Square to the east.



The project area in the context of the DRI Study Area.

PUBLIC REALM

2. Improve Forsyth Plaza



Community event at Forsyth Plaza as part of Chinatown Arts Week in 2020.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$3,000,000**
Total Project Cost: **\$3,000,000**
DRI Funding Request as % of Total Project Cost: **100%**

PROJECT DESCRIPTION

Improvements to Forsyth Plaza and the surrounding area will bring more programming and greater foot traffic to the neighborhood. Building on the City's previous \$3.6 million build-out of the plaza, the project would likely include new electrical and water connections in addition to enhanced landscaping, lighting, seating, signage, and sound muffling equipment.

Forsyth Plaza is a centrally located public open space at the base of the Manhattan Bridge that hosts informal community gatherings such as tai chi and formal events such as the Chinatown Night Market, hosted by Think!Chinatown, which features live performances, local food vendors, and other cultural experiences. Directly south of the plaza, along Forsyth Street, street vendors regularly set up stalls and sell fresh, affordable produce. Despite this vibrancy, users of the public space face inadequate lighting and the vendors and event hosts lack access to power and water connections and sufficient storage. More permanent infrastructure could help local organizations hold more public events and better support street vendor operations.

Spurred by proposals submitted through the DRI process, the New York City Department of Transportation (NYC DOT) proposes improvements to Forsyth Plaza

Image Source: Ed Cheng

PROJECTS PROPOSED FOR DRI FUNDING

and the surrounding area. Building on the City's previous \$3.6 million build-out of Forsyth Plaza, the project would likely include new electrical and water connections at the upper plaza level and street level to support events in addition to enhanced landscaping, lighting, seating, and signage in the plaza and along Forsyth Street. DRI funding could also be used to support the installation of a new concession kiosk at the upper plaza level and sound mitigation features on Forsyth Street adjacent to the Manhattan Bridge. Final design elements are subject to a public planning process that would occur after any DRI funding was awarded.

Beyond the scope of this DRI project, the community engagement process yielded interest in the construction of a new pedestrian plaza a block to the south at the East Broadway Triangle, bounded by Forsyth, Division, and Eldridge Streets. East Broadway Triangle sits at a critical intersection and gateway between the East Broadway commercial corridor and the eastern edge of Chinatown, which has struggled with high commercial vacancy and disinvestment. The triangle, which is now open to vehicular traffic, is well positioned to become a permanent open space connecting Forsyth Plaza to the East Broadway commercial corridor that can host additional events and serve as a respite for residents, pedestrians, shoppers, and others in the immediate area. The project could involve seating, lighting, decorative paving, bollards, and other enhancements. Creating a new open space in the area would promote visitation, in turn improving retail performance and catalyzing further investment.

NYC DOT's proposal draws on ideas included in two DRI proposals from community members: Forsyth Plaza Kiosk and Infrastructure Improvements from Think!Chinatown and Asian Americans for Equality (AAFE), as well as The Peaceful Bridge and Public Seating/Lights from FOOD New York. Think!Chinatown and AAFE are the proposed maintenance and programming partners for the improved Forsyth Plaza.

This project will further DRI goals through public realm improvements that support multigenerational recreation, leisure, and cultural programming, such as the Night Market event series held by Think!Chinatown. The organization will be better able to facilitate programming at Forsyth Plaza and the East Broadway Triangle area with its new office space nearby included in project, Establish the Chinatown Cultural Welcome Center.

PROJECT LOCATION

Forsyth Plaza and Forsyth Street between Canal Street and Division Street

PROJECT SPONSOR

NYC Department of Transportation (NYC DOT), an agency of the City of New York, would oversee this project.

PROJECT OWNERSHIP

NYC DOT owns the streets involved.

CAPACITY

Across the five boroughs, NYC DOT is responsible for 6,300 miles of streets and highway networks and more than 12,000 miles of sidewalks. NYC DOT manages over 5,500 employees, an annual operating budget of \$1.1 billion, and a ten-year capital program of \$19.7 billion. NYC DOT also installs and maintains 13,250 signalized intersections, over 315,000 streetlights, and more than 350 million linear feet of street markings.

PROJECT PARTNERS

NYC DOT will engage AAFE, one of the DRI proposers and current operating partner for Forsyth Plaza, regarding the design and implementation of capital improvements

at the open space. During the planning process, the agency may also coordinate with Think!Chinatown, which currently organizes programming at the Plaza and co-proposed improvements in partnership with AAFE.

STRATEGIES

.....
This project aligns with the following Chinatown DRI goals:

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.
- Highlight the area’s multicultural heritage in public spaces.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods.
- Enhance public parks and open spaces to create new opportunities for multigenerational recreation, leisure, and cultural programming.
- Improve wayfinding and signage to establish consistent visual guides across the neighborhood.
- Improve walkability through sidewalk, curb, and other pedestrian improvements.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy.

.....
N/A
.....

DECARBONIZATIONS STRATEGIES AND BENEFITS

ANTICIPATED REVITALIZATION BENEFITS

.....
Improvements to Forsyth Plaza and Forsyth Street will provide more opportunities for programmed community events as well as general leisure and recreation, benefitting residents, workers, businessowners, and visitors in the Chinatown Core and East Broadway corridor. Specific benefits include:

- **Expand opportunities for recreation and leisure:** The installation of additional seating, street trees, and other aesthetic improvements will result in a more attractive public realm, particularly along Forsyth Street, which is devoid of greenery or places to relax. Capital upgrades at Forsyth Plaza, in combination with public and private investment in Sara D. Roosevelt Park and the Pike and Allen Street Malls (see the Downtown Profile and Assessment section), will create a network of open spaces in the eastern part of the Chinatown Core.

PROJECTS PROPOSED FOR DRI FUNDING

- **Support community programs and events:** In the context of the COVID-19 pandemic and the rise in violence against Asian communities, there is a critical need for safe spaces for community members to gather and express their culture. New utility lines, expanded storage, and a permanent concession kiosk will allow operating and programming partners (i.e., AAFE and Think!Chinatown), to hold larger-scale and more frequent community activities and events.
- **Promote visitation to the Chinatown Core:** Current daytime and nighttime events at Forsyth Plaza have attracted hundreds of visitors from local area and elsewhere in the region. Augmenting the capacity of Forsyth Plaza to host events will be necessary to keep up with local and regional demand for programming at all times of day. Signage and wayfinding improvements, as well as the general beautification of the public realm in the area will encourage visitation, especially given the proximity to commercial corridors along East Broadway and Division Street.

PUBLIC SUPPORT

The Local Planning Committee and a diversity of members of the general public expressed that the improvement of Forsyth Triangle and the surrounding area is a high priority, given the central location and existing use as a site for community events.

Public support for plaza programming is also apparent based on high participation during prior Chinatown Night Market events hosted by AAFE and Think!Chinatown. From data tabulated by Gehl Architects, the most recent Night Market on July 8, 2022 attracted 950 people at any given time during the night, with a total of 3,000+ people moving through the event. Participants were of all ages: adult visitors comprised 62% of participants, with 15-to-24-year-olds making up 25% of visitors. Observed gender participation was roughly even and people from a range of ethnic backgrounds participated, with many self-reporting to be Asian.

JOBS CREATED

N/A

PROJECT BUDGET AND FUNDING SOURCES

The \$3 million DRI investment is expected to support improvements such as new electrical and water connections at the upper plaza level and street level; enhanced landscaping, lighting, seating, and signage; and the installation of a concession kiosk. The specific elements and relative expenditure on each would depend on the community design process.

The budget below is provided for illustrative purposes only and has not been vetted by NYC DOT.

Sources of Funds	Amount
DRI	\$3,000,000
Total	\$3,000,000

Uses of Funds	Amount
Electrical and Water Connections	\$1,000,000
Landscaping, Lighting, and Seating	\$1,400,000
Signage and Wayfinding	\$200,000
Concession Kiosk	\$400,000
Total	\$3,000,000

PROJECTS PROPOSED FOR DRI FUNDING

FEASIBILITY AND COST JUSTIFICATION

The project scope and associated costs were reviewed by NYC DOT, based on their internal expertise conducting projects of a similar scale and scope.

REGULATORY REQUIREMENTS

While NYC DOT's Capital Street Projects division will lead the project, coordination with the Division of Bridges may be necessary for aesthetic improvements along Forsyth Street adjacent to the Manhattan Bridge. Approvals from the NYC Department of Environmental Protection may be required depending on the nature of utility work.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The following is subject to change based on NYC DOT review and decisions made in the public planning process:

- **Months 1 – 15:** Plaza and streetscape design, community engagement, and permitting.
- **Months 15 – 30:** Construction.

Existing Conditions



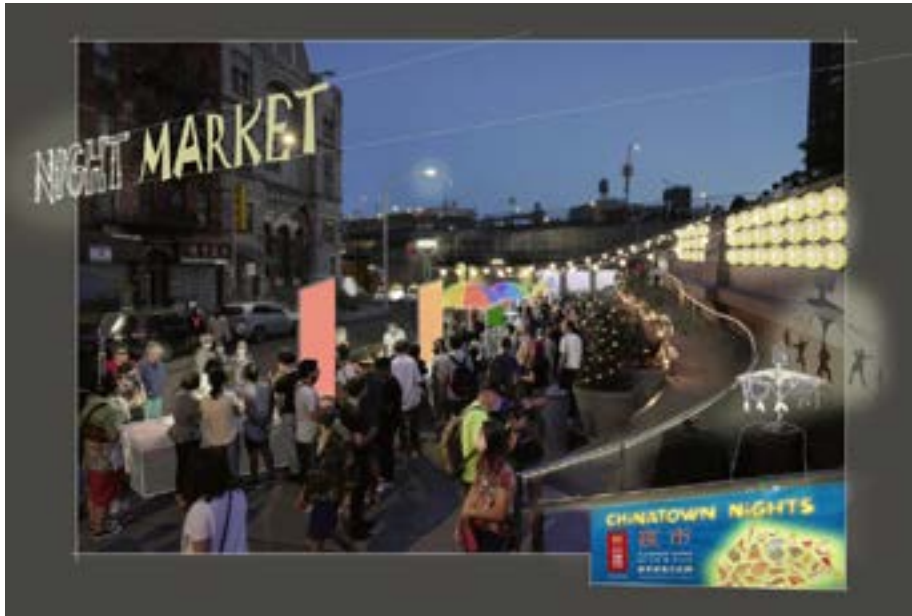
Street vendors next to Forsyth Plaza provide fresh, affordable produce to the community.

PROJECTS PROPOSED FOR DRI FUNDING



Aerial image of Forsyth Plaza from NYC Department of Design and Construction following the completion of its renovation in 2018.

Proposed Conditions



Forsyth Plaza has been the site of the Chinatown Nights night market event series, hosted by community organization Think!Chinatown. Improvements to the plaza would facilitate community programming.

PUBLIC REALM

3. Renovate Kimlau Square



Illustrative conceptual rendering showing the potential expansion and improvement of Kimlau Square. Final design would be subject to a community input process overseen by the NYC Department of Parks and Recreation.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$5,000,000**
Total Project Cost: **\$6,139,000**
DRI Funding Request as % of Total Project Cost: **81%**

PROJECT DESCRIPTION

This important public square will be completely renovated to better serve the community and become a beacon for Chinatown’s past, present and future. The redesign will support a broader mix of community events, draw visitors into the neighborhood, and provide safe precious open space at the heart of the community. Building on current work to restore the existing memorial arch, DRI improvements will include improved lighting, seating, landscaping, pavement, and other elements.

Located at one of the busiest and most important intersections of Chinatown – where Park Row, Worth Street, Mott Street, Bowery, East Broadway, and Oliver Street meet – Kimlau Square serves as an important open space and gateway to Chinatown. The square currently contains the Kimlau War Memorial arch, which honors Chinese American soldiers who died serving in World War II, including Second Lieutenant Benjamin Ralph Kimlau, the arch’s namesake. It also features a statue of Lin Ze Xu, who fought against the English opium trade in 19th century China. The site is also a critical wayfinding node between the historic Chinatown Core around Pell and Doyers Streets and the East Broadway section, largely home to more recent immigrants. Despite Kimlau Square’s prominent location, the current design of the open space limits the ability of local stakeholders to host formal events and informal gatherings.

PROJECTS PROPOSED FOR DRI FUNDING

Beyond the Square itself, poor pedestrian circulation and disconnection in the street network constrains how residents, workers, and visitors move around the neighborhood. The reduction of parks and open spaces due to ongoing Brooklyn Bridge repairs and post-9/11 security measures further emphasizes the importance of Kimlau Square as a landmark location, precious open space, and heart of the community.

The renovation of Kimlau Square will ensure that this important open space becomes a beacon for Chinatown's past, present, and future. Along with upgrades of the existing conditions and restoration of the in-place monuments, a grand re-visioning of the space and capital improvements are needed to ensure that Kimlau Square serves as a signature space that can support a broader mix of community events and draw visitors into the neighborhood. The open space also has been identified as a potential site for a new monument arch or gateway (see Construct a Chinatown Welcome Arch/ Gateway), which would further celebrate Chinatown and promote tourism.

The NYC Department of Parks and Recreation (NYC Parks) proposes a redesign of Kimlau Square that builds on the planned and funded restoration of the memorial arch. The DRI grant could fund the expansion of the plaza area into East Broadway and Oliver Street, without changing traffic patterns, as well as an overall renovation of the existing site including new seating, pavement, landscaping, and lighting. Final design elements are subject to a public planning process that would occur after any award of DRI funds.

This project furthers DRI goals through public realm improvements that will better accommodate community gathering and events as well as provide local residents more opportunities for recreation and leisure. Kimlau Square, along with DRI-proposed improvements to Park Row and Forsyth Plaza, will drive visitation and direct foot traffic to nearby small businesses and attraction. Increased pedestrian activity in the area (i.e., eyes on the street) may also have a positive impact on public safety, which community members have cited as a priority issue.

PROJECT LOCATION

Kimlau Square, at the intersections of Park Row, Worth Street, Mott Street, Bowery, East Broadway, and Oliver Street.

PROJECT SPONSOR

NYC Department of Parks and Recreation (NYC Parks), an agency of the City of New York, would oversee this project.

PROJECT OWNERSHIP

NYC Parks owns the site, with the exception of the areas to be annexed on East Broadway and Oliver Street, which are owned by NYC DOT.

CAPACITY

NYC Parks oversees over 30,000 acres of land and more than 5,000 individual properties across New York City, including parks, playgrounds, beaches, community gardens, and green streets. NYC Parks also operates more than 800 athletic fields, 2,350 basketball and tennis courts, and more than 110 public pools and recreation facilities. NYC Parks will be responsible for designing park improvements, releasing an RFP, selecting a contractor, overseeing development, and managing the park upon project completion.

PROJECT PARTNERS

During the public planning process, which will engage the public at large, NYC Parks may coordinate with The American Legion Lt. B. R. Kimlau Chinese Memorial Post 1291, which sponsored the creation of the original Kimlau War Memorial arch and occasionally holds events at the Square. NYC Parks will also partner with NYC Department of Transportation (NYC DOT), which has jurisdiction over a portion of the site.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.
- Highlight the area’s multicultural heritage in public spaces.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods.
- Enhance public parks and open spaces to create new opportunities for multigenerational recreation, leisure, and cultural programming.
- Improve wayfinding and signage to establish consistent visual guides across the neighborhood.
- Improve walkability through sidewalk, curb, and other pedestrian improvements.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy.

DECARBONIZATIONS STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

The renovation of Kimlau Square will not only transform how local community members enjoy the open space, but also increase the site’s visibility as a prominently located gateway to the Chinatown Core. Specific benefits include:

- Expand opportunities for recreation and leisure: The expansion of the plaza area, in addition to the installation of new seating, planters, and other aesthetic improvements, will make Kimlau Square a more attractive place for community gathering and relaxation.
- Promote visitation to all parts of Chinatown: Building on the City’s ongoing \$1 million Memorial Arch Reconstruction project, capital improvements to the open space may encourage patrons of small businesses on East Broadway, Mott Street, and other nearby streets to spend more time in the area, and visitors to the Chinatown’s

PROJECTS PROPOSED FOR DRI FUNDING

historic core along Mott Street to cross a daunting intersection and patronize East Broadway shops. Should the Park Row project receive DRI funding as well, Kimlau Square will serve as a symbolic gateway and landmark for visitors traveling from the Brooklyn Bridge and Lower Manhattan.

PUBLIC SUPPORT

The LPC and community members repeatedly acknowledged the importance of Kimlau Square as a critical open space, positioned at the southern boundary of the Chinatown Core.

JOBS CREATED

N/A

PROJECT BUDGET AND FUNDING SOURCES

The \$5 million DRI investment is expected to support improvements such as expansion of the plaza area and overall renovation of the existing site including new seating, pavement, landscaping, and lighting. The specific elements and relative expenditure on each would depend on the community design process.

The budget below is provided for illustrative purposes only and has not been vetted by NYC Parks or NYC DOT.

Sources of Funds	Amount
DRI	\$5,000,000
City (Prior Allocation to the Memorial Arch Reconstruction Project)	\$1,139,000
Total	\$6,139,000

Uses of Funds	Amount
Memorial Arch Reconstruction*	\$1,139,000
Plaza Expansion	\$2,000,000
Plaza Renovation	\$3,000,000
Total	\$6,139,000

*Expense funded by the City.

FEASIBILITY AND COST JUSTIFICATION

The cost estimate was developed by the DRI Planning Team and confirmed by NYC Parks to be reasonable.

REGULATORY REQUIREMENTS

Expanding Kimlau Square into existing areas of East Broadway and Oliver Street will require approval from and close coordination with NYC DOT. Approvals from the NYC Department of Environmental Protection may also be required depending on the nature of utility work. Some coordination with the Landmarks Preservation Commission may be necessary to ensure that park renovations do not disrupt the planned restoration of the memorial arch and monument.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The following is subject to change based on NYC Parks review and decisions made in the public planning process:

- **Months 1 – 3:** Landscape architect and engineer solicitation.
- **Months 3 – 12:** Community plaza design process and permitting.
- **Months 12 – 18:** General contractor solicitation and mobilization.
- **Months 18 – 30:** Construction.

Existing Conditions



Kimlau Square, a plaza that sits in the middle of Chinatown on the Bowery.

Proposed Conditions



Illustrative conceptual rendering showing the potential expansion and improvement of Kimlau Square. Final design would be subject to a community input process overseen by the NYC Department of Parks and Recreation.

PUBLIC REALM

4. Upgrade a Section of Sara D. Roosevelt Park



DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$5,000,000**
Total Project Cost: **\$5,000,000**
DRI Funding Request as % of Total Project Cost: **100%**

PROJECT DESCRIPTION

Renovations to parts of Sara D. Roosevelt Park will expand access to attractive, welcoming public space with seating, shade, and landscaped areas for the multi-generational local community. The priority area for DRI funding is bound by Delancey Street to the north and the extension of Broome Street to the south.

Sara D. Roosevelt Park – a 7.8-acre linear park that runs along Chrystie and Forsyth Streets between East Houston Street and Canal Street – is well used by many community members across Chinatown and adjacent neighborhoods, especially families with children. However, community members have expressed that parts of the park, especially just south of Delancey Street, have emerged as sites of neglect and unsafe activities, which deters residents and visitors from making use of the park and deepens the growing sense of insecurity in Chinatown.

Incorporating ideas from the DRI proposal titled “The Crossing” from the Alliance for Community Preservation and Betterment (ACPB), the NYC Department of Parks and Recreation proposes to renovate areas in the park to expand access to attractive, welcoming public space with seating, shade, and landscaped areas for the multi-generational local community. The priority area for DRI funding is bound

Image Source: Wikipedia Commons User Team Dustizeff

PROJECTS PROPOSED FOR DRI FUNDING

by Delancey Street to the north and the extension of Broome Street to the south. Stakeholders cited that this segment of the park requires capital upgrades to address flooding (particularly in the “Pit” area following rainstorms), limited physical accessibility, and the need for leisure and recreational opportunities. Specific improvements may include the removal of unnecessary fencing or other barriers; replacement of pedestrian pathways to improve accessibility and install more attractive permeable pavers; new seating; enhancements to the physical accessibility and visibility of entrances; and landscaping. Final design elements are subject to a public planning process that would occur after any award of DRI funds and involve park neighbors and community stakeholders, likely including ACPB, the Sara D. Roosevelt Park Coalition, and others.

DRI funding at Sara D. Roosevelt Park will complement recent and upcoming City investments. As part of the SoHo-NoHo Rezoning Points of Agreement, the City has committed \$15 million to capital improvements throughout the entire length of the park between East Houston Street and Canal Street. In addition, the City has allocated \$5.6 million to redesign the Rivington Street Playground, which is located in Sara D. Roosevelt Park one block north of the target area for DRI funding. NYC Parks has expressed interest in aligning DRI funding with City investments.

This project will advance DRI goals through public realm improvements for a heavily used neighborhood park. After implementation, this project will create new opportunities for multigenerational recreation and leisure. It will also provide a complementary space to nearby Forsyth Plaza, an area proposed for renovations in Improve Forsyth Plaza.

PROJECT LOCATION

The section of Sara D. Roosevelt Park bound by Delancey Street to the north, Chrystie Street to the west, Forsyth Street to the east, and the extension of Broome Street to the south.

PROJECT SPONSOR

NYC Department of Parks and Recreation (NYC Parks), an agency of the City of New York, would oversee this project.

PROJECT OWNERSHIP

NYC Parks owns the site.

CAPACITY

NYC Parks oversees over 30,000 acres of land and more than 5,000 individual properties across New York City, including parks, playgrounds, beaches, community gardens, and green streets. NYC Parks also operates more than 800 athletic fields, 2,350 basketball and tennis courts, and more than 110 public pools and recreation facilities. NYC Parks will be responsible for designing park improvements, releasing an RFP, selecting a contractor, overseeing development, and managing the park upon project completion.

PROJECT PARTNERS

NYC Parks may engage local organizations as potential stewardship partners.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

PROJECTS PROPOSED FOR DRI FUNDING

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance public parks and open spaces to create new opportunities for multigenerational recreation, leisure, and cultural programming.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy.

Create a pro-growth, pro-jobs environment

- Provide assets and opportunities for the expansion of the food and tourism industries.

DECARBONIZATIONS STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

Capital improvements at Sara D. Roosevelt Park will ensure that the public space better serves the needs of the surrounding multigenerational neighborhood. Specific benefits include:

- **Expand opportunities for recreation and leisure:** Both the “Pit” area and Hua Mei Bird Garden are underutilized at certain times of day. Capital upgrades, which may include the creation of more green space and shaded seating, will make the areas more attractive to local residents, workers, and visitors, regardless of their age.
- **Improve public safety:** Many stakeholders cited that areas of Sara D. Roosevelt Park have become sites of illegal and unsafe activities in recent years. By funding improvements that will further activate target areas within the park at various times of day, DRI can improve safety conditions. Furthermore, the installation of enhanced lighting features and security cameras may also create a safer environment within the park.
- **Increase pedestrian activity:** By improving the physical accessibility and attractiveness of the park, the project may draw additional foot traffic to the area. Increased pedestrian activity may positively impact public safety (through more eyes on the street) and result in more spending at small businesses, a significant number of which are located in close proximity to the target area for DRI improvements.

PUBLIC SUPPORT

The LPC and a number of community members have raised the importance of Sara D. Roosevelt Park, particularly the area between Delancey and Broome Streets, as a centrally located open space that requires capital improvements to expand physical accessibility and usability. Increased foot traffic and improved safety have also been cited as community priorities during the entire public engagement process.

JOBS CREATED

N/A

PROJECTS PROPOSED FOR DRI FUNDING

PROJECT BUDGET AND FUNDING SOURCES

The \$5 million DRI investment is expected to support improvements such as removal of unnecessary fencing or other barriers; replacement of pedestrian pathways; installation of more permeable, attractive pavers; expansion of opportunities for recreation and leisure (including new seating); enhancements to the physical accessibility and visibility of entrances; and landscaping. The specific elements and relative expenditure on each would depend on the community design process.

The budget below is provided for illustrative purposes only and has not been vetted by NYC Parks.

Sources of Funds	Amount
DRI	\$5,000,000
Total	\$5,000,000

Uses of Funds	Amount
Entrance & Access Improvements	\$1,700,000
Landscaping, Lighting, and Seating	\$2,100,000
Permeable Pavement	\$1,200,000
Total	\$5,000,000

FEASIBILITY AND COST JUSTIFICATION

The cost estimate was developed by the DRI Planning Team and confirmed by NYC Parks to be reasonable.

REGULATORY REQUIREMENTS

Approvals from the NYC Department of Environmental Protection may be required depending on the nature of utility work.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The following is subject to change based on NYC DOT review and decisions made in the public planning process:

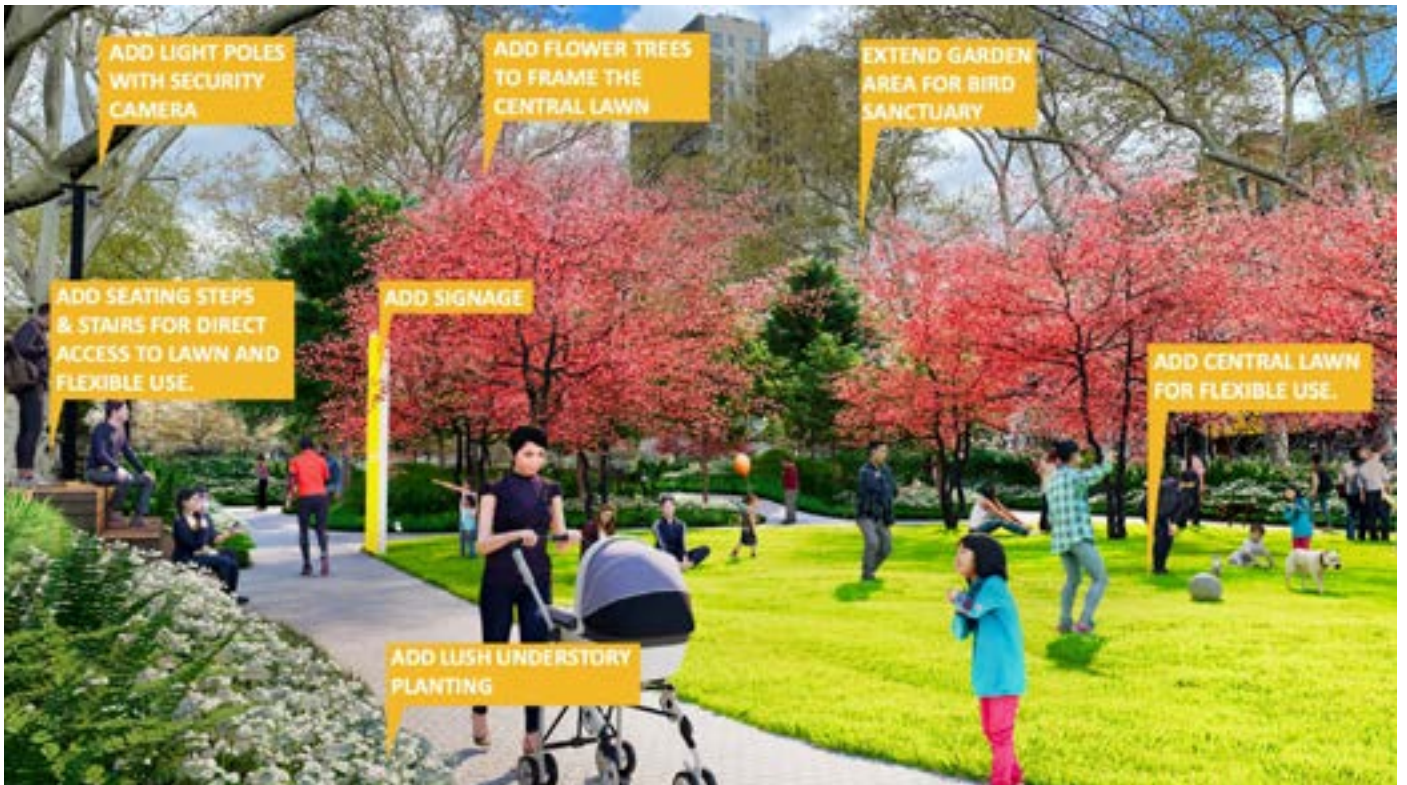
- **Months 1 – 3:** Landscape architect and engineer solicitation.
- **Months 3 – 15:** Park community design process and permitting.
- **Months 15 – 24:** General contractor solicitation and mobilization.
- **Months 24 – 36:** Construction.

Existing Conditions



Photograph showing “The Pit,” as this section of Sara D. Roosevelt Park is known within the community.

Proposed Conditions



A concept rendering from the DRI proposal The Crossing by the Alliance for Community Preservation and Betterment illustrates potential improvements to Sara D. Roosevelt Park. Final design would be subject to a public planning process.

Image Source: Wikimedia Commons User Tdorantef0 (top)

PUBLIC REALM

5. Upgrade Centre Street between Canal and Grand



Centre Street at Hester Street looking north.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$360,000**
Total Project Cost: **\$360,000**
DRI Funding Request as % of Total Project Cost: **100%**

PROJECT DESCRIPTION

The beautification of Centre Street between Canal and Grand Streets will promote pedestrian activity along this corridor. Capital improvements may include benches, improved street lighting, and WalkNYC wayfinding signs.

The Museum of Chinese in America (MOCA) proposes that the New York City Department of Transportation (NYC DOT) beautify and promote pedestrian activity on Centre Street between Canal and Grand Streets. Capital improvements may include benches, improved street lighting, and WalkNYC wayfinding signs. Final design elements are subject to a public planning process that would take place after any announcement of a DRI award.

Such improvements expand pedestrian accessibility and enhance the public realm on a street that is proximate to areas of high foot traffic volumes. Upgrades to Centre Street would complement MOCA's plans to renovate and expand its museum space at 215 Centre Street.

PROJECT LOCATION

Centre Street between Canal and Grand Streets

PROJECTS PROPOSED FOR DRI FUNDING

PROJECT SPONSOR

NYC Department of Transportation (NYC DOT), an agency of the City of New York, would oversee this project.

PROJECT OWNERSHIP

NYC DOT owns the streets involved.

CAPACITY

Across the five boroughs, NYC DOT is responsible for 6,300 miles of streets and highway networks and more than 12,000 miles of sidewalks. NYC DOT manages over 5,500 employees, an annual operating budget of \$11 billion, and a ten-year capital program of \$19.7 billion. NYC DOT also installs and maintains 13,250 signalized intersections, over 315,000 streetlights, and more than 350 million linear feet of street markings.

PROJECT PARTNERS

NYC DOT may engage **MOCA**, which proposed the capital improvements and is a major stakeholder located on Centre Street.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown's role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Strengthen connections between the Chinatown historic core and the surrounding neighborhoods.
- Improve wayfinding and signage to establish consistent visual guides across the neighborhood.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy.

Invest in the future

- Modernize and expand public infrastructure.
-

DECARBONIZATIONS STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

Beautification of Centre Street would increase pedestrian activity along a commercial corridor in the DRI Study Area, which connects the Chinatown Core to Little Italy and SoHo. Specific benefits include:

- **Enhance pedestrian experience:** The segment of Centre Street between Canal and Grand Streets lacks wayfinding and pedestrian-friendly street features. Investing in seating, lighting, signage, and wayfinding would enhance pedestrian circulation and experience in an area which can experience a high volume of foot traffic.

PROJECTS PROPOSED FOR DRI FUNDING

- **Connect visitors to cultural assets and businesses:** Located right off of one of the busiest parts of Canal Street, the project area serves as an important connector to other neighborhoods in and around the DRI Study Area. Capital improvements to Centre Street would draw visitors north, stimulating business activity and promoting tourism. In particular, investment in the public realm would complement MOCA’s new cultural museum and arts space at 215 Centre Street, which is expected to attract hundreds of thousands of visitors annually upon completion.

PUBLIC SUPPORT

Although community engagement did not reveal Centre Street to be a top-priority geography for DRI investment, some stakeholders and LPC members expressed support for the project. They indicated that beautification to Centre Street could draw more foot traffic to the area, thus benefitting nearby businesses and institutions and strengthening connections between the Chinatown Core and Little Italy.

JOBS CREATED

N/A

PROJECT BUDGET AND FUNDING SOURCES

The \$360K DRI investment is expected to support improvements such as benches, improved street lighting, and Walk NYC wayfinding signs. The specific elements and relative expenditure on each would depend on the community design process.

The budget below is provided for illustrative purposes only and has not been vetted by NYC DOT.

Sources of Funds	Amount
DRI	\$360,000
Total	\$360,000

Uses of Funds	Amount
Seating and Lighting	\$260,000
Signage and Wayfinding	\$100,000
Total	\$360,000

FEASIBILITY AND COST JUSTIFICATION

MOCA estimated costs based on similar, precedent streetscape beautification projects. Cost estimates are subject to further refinement by NYC DOT.

REGULATORY REQUIREMENTS

The project requires NYC DOT support and approval, which has not been secured.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The timeframe for implementation is to be determined and is contingent upon NYC DOT approval of the project.

Existing Conditions



Centre Street at Hester Street looking north.

Precedents for Proposed Conditions

No images of proposed conditions are provided because no specific design work has been done. Please see below for images of precedent projects.



Rendering of streetscape improvements to Hudson Street in Lower Manhattan, image source: Matthews Nielson Landscape Architecture, P.C. with attribution to W Architecture and Landscape Architecture, LLC. Similar elements may be considered for Centre Street.



Street lamp on Grant Avenue in San Francisco's Chinatown.

PUBLIC REALM

6. Construct a Chinatown Welcome Arch/Gateway



Portland, Oregon's Chinatown's gateway arch was unveiled in 1986.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$2,500,000**
Total Project Cost: **\$2,500,000**
DRI Funding Request as % of Total Project Cost: **100%**

PROJECT DESCRIPTION

The construction of a landmark gateway arch in Chinatown will commemorate the cultural heritage of the area and draw visitors to the neighborhood. Potential locations include at East Broadway and Pike Street and at Kimlau Square.

Many Chinatowns across the United States are demarcated by a landmark arch or gateway to commemorate the cultural importance and heritage of such neighborhoods. Although Manhattan's Chinatown is home to one of the largest and longest-lasting ethnic Chinese communities in the country, the neighborhood does not contain a largescale arch or gateway as is present in other Chinatowns. While a memorial arch was constructed at Kimlau Square in the 1960s (see the project profile for 'Renovate Kimlau Square'), many stakeholders contend that the existing landmark lacks the physical size and grandeur to effectively serve as a symbolic gateway to the neighborhood. Most recently, NYC DOT's Gateways to Chinatown initiative proposed the creation of a new landmark at Canal Street Triangle, which never came to fruition.

Building on previous planning efforts, several stakeholders and organizations support the installation of a landmark gateway arch to commemorate the cultural heritage of the area and draw visitors to the neighborhood. Long-time residents and other

Image Source: Gary Halvorson / Wikimedia Commons

PROJECTS PROPOSED FOR DRI FUNDING

stakeholders have expressed that such a gateway would not only be culturally meaningful but also enhance placemaking and promote tourism. The arch may be outfitted with GPS and wi-fi units to provide visitors with information about navigating the area, local businesses, and neighborhood history. Final design elements are subject to a public planning and design process that would take place after any announcement of a DRI award.

PROJECT LOCATION

Two potential locations have been identified and discussed with relevant agencies (NYC DOT, NYC Parks), including over East Broadway at Pike and Allen Street Mall and at Kimlau Square.

PROJECT SPONSOR

The Chinatown Partnership would oversee this project.

PROJECT OWNERSHIP

Property ownership will depend on the project site and will be determined after any announcement of a DRI award.

CAPACITY

The Chinatown Partnership has the capacity to facilitate a public planning and design process to implement the project.

PROJECT PARTNERS

Should the project be located on public land, NYC DOT and/or NYC Parks may facilitate the permitting, regulatory approvals, and community planning process.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown's role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.
- Highlight the area's multicultural heritage in public spaces.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods.
- Improve wayfinding and signage to establish consistent visual guides across the neighborhood.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy.

DECARBONIZATIONS STRATEGIES AND BENEFITS

ANTICIPATED REVITALIZATION BENEFITS

Create a pro-growth, pro-jobs environment

- Provide assets and opportunities for the expansion of the food and tourism industries.

N/A

The creation of a gateway would not only serve important cultural functions but also drive visitation, which would have a positive impact on local businesses and institutions. Specific benefits include:

- **Highlight the cultural heritage of the area:** The welcome arch or gateway would serve as a distinctive landmark celebrating the presence of the ethnic Chinese community in Lower Manhattan for over a century. The arch or gateway would bring attention to the cultural importance of Manhattan’s Chinatown and the generations of residents, workers, and businesses that the neighborhood has supported.
- **Draw tourism:** The creation of a largescale monument would promote visitation to the area, which has still failed to return to pre-COVID levels. Increased tourism may positively impact public safety (through more eyes on the street) and result in more spending at small businesses, assuming that the arch or gateway is located in proximity to commercial corridors in Manhattan’s Chinatown.

PUBLIC SUPPORT

Many Chinatowns across the United States have landmark archways that serve as physical and symbolic gateways. For a significant portion of the Chinese ethnic population in the area, the creation of a gateway arch in Manhattan’s Chinatown has been a priority for decades.

JOBS CREATED

This project is not expected to create any new jobs aside from construction jobs.

PROJECT BUDGET AND FUNDING SOURCES

The \$2.5 million DRI investment is expected to support the creation of a largescale arch or gateway in a highly visible location. The specific elements and relative expenditure on each would depend on the community planning and design process.

The budget below is provided for illustrative purposes only and has not been vetted by NYC Parks or NYC DOT.

Sources of Funds	Amount
DRI	\$2,500,000
Total	\$2,500,000

Uses of Funds	Amount
Construction and Installation	\$2,500,000
Total	\$2,500,000

FEASIBILITY AND COST JUSTIFICATION

The preliminary cost estimate is based on the estimated cost of a similar scope of work (\$2.3 million) to construct an arch spanning 8th Avenue in the Sunset Park neighborhood in Brooklyn. Project costs may shift in the future depending on the outcomes of the public planning and design process.

PROJECTS PROPOSED FOR DRI FUNDING

REGULATORY REQUIREMENTS

Regulatory requirements are to be determined based on the outcomes of the public planning and design process.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

Project timeline depends on the outcomes of the public planning and design process.

Existing Conditions

No images of existing conditions are provided because there are multiple potential locations, each of which would need to be thoroughly vetted with the relevant parties with jurisdiction.

Precedents for Proposed Conditions

No images of proposed conditions are provided because no specific design work has been done. Please see below for images of precedent projects.



Left to right: The unveiling event of the gateway arch located in Ottawa, Canada's Chinatown. Right image: Philadelphia Chinatown's gateway arch was unveiled in 1984.

Image Source: Infrastructure Canada (left); Wikimedia Commons User Beyond My Ken (right)

CULTURAL AND CIVIC CENTERS

7. Establish The Chinatown Cultural Welcome Center



Architectural rendering of the proposed space during a tea experience.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$300,000**
Total Project Cost: **\$355,000**
DRI Funding Request as % of Total Project Cost: **84%**

PROJECT DESCRIPTION

The creation of the Chinatown Cultural Welcome Center will provide a formal space for intergenerational knowledge transfer. The center would transform a vacant 1,100 square foot commercial storefront on a highly visible street corner into a gathering space for food, art, and community. Expected programming would include hands-on cultural cooking workshops, an art exhibition space, a storytelling recording studio, tea education and experiences, and cultural performances.

Chinatown has long served as a cultural home for Asian Americans across the New York City metropolitan region seeking to connect with their heritage. Food is one key pillar of this connection. It is common for immigrant families to make the trip to Chinatown to buy specialty grocery items and, over the kitchen table, pass on to their children the recipes and the cultural meaning imbued in them.

Think!Chinatown seeks to build upon this legacy and create a formal space for intergenerational knowledge transfer in the Chinatown Cultural Welcome Center. The center would transform a vacant 1,100 square foot commercial storefront on a highly visible street corner into a gathering space for food, art, and community. The project sponsor has chosen a storefront in the eastern half of Chinatown, an area outside the neighborhood's historic core that is often overlooked for investment. The space was

PROJECTS PROPOSED FOR DRI FUNDING

formerly a bar, and currently has 2 rooms, 1.5 bathrooms, a backroom/kitchen, and 3 doors opening onto Pike and Division streets. Think!Chinatown will use DRI funds to renovate the space, including adding an open format kitchen space, additional lighting, soundproof recording booth, exhibition space and other interior fit-out.

The Chinatown Cultural Welcome Center will support a wide range of activities. At the moment, the project sponsor has to borrow vacant spaces to hold the following programming:

- **Kitchen classes:** hands-on cultural workshops featuring home-cooking techniques and storytelling through food
- **Exhibition space:** for art focusing on Chinatown, stories of immigration, AAPI identity, and other topics tied to the Chinatown community
- **Community workshops:** for listening and learning sessions
- **Storytelling recording studio:** for community members to share their histories, paired with proper equipment and soundproofing materials to create high quality recordings
- **Tea education and experiences:** to continue the practice of tea drinking as a community connector, with tea workshops, tastings, and ceremonies
- **Cultural performances and demonstrations:** such as Chinese dance and musical performances, and Chinese papercutting art demonstrations
- **Listening sessions:** to present storytelling or music-based projects

The space will also serve as office space that supports the project sponsor’s cultural programming work throughout the neighborhood. This includes Chinatown Night Market, an outdoor food and art vendor and cultural performance event held at nearby Forsyth Plaza, an area proposed for public realm improvements in Improve Forsyth Plaza and East Broadway Triangle.

The Chinatown Cultural Welcome Center will further DRI goals by providing cultural programming and services to residents of all backgrounds and driving increased foot traffic to neighboring small businesses.

PROJECT LOCATION

1 Pike Street, at the corner of Pike and Division Streets (ground floor)

PROJECT SPONSOR

Think!Chinatown will oversee all improvements to the space.

PROJECT OWNERSHIP

Asian Americans for Equality (AAFE), a local nonprofit and partner of Think!Chinatown on multiple initiatives, owns the building at 1 Pike Street through the Downtown Manhattan Community Development Corporation, its wholly owned and controlled subsidiary. AAFE intends to enter into a three-year lease for the ground-floor space with Think!Chinatown, the project sponsor, with an option to renew the lease for a two-year term.

CAPACITY

Think!Chinatown is a nonprofit organization founded in 2017 that seeks to foster intergenerational community through neighborhood engagement, storytelling, and the arts. It has seven full-time and part-time team members, including individuals who speak Mandarin, Cantonese, and Taishanese. The project sponsor has also received pro bono support from architects, lawyers, nonprofit consultants, and marketing agencies via the Neighborhoods Now network, a joint project of the Van Alen Institute and Urban Design Forum.

The organization has a track record of successful public programming including:

- **Cultural performances and demonstrations**, such as in traditional Chinese dance, musical performance, and papercut art, held in the 1 Pike Street space.
- **An outdoor Chinatown Night Market event series** held at Forsyth Plaza, which hosted food vendors as well as cultural performances. Over 3000 people attended the latest event, which supported 30 food and art vendors, and eight performance artists. The event was attended by those of all ages, including young children and seniors. Think!Chinatown, in partnership with AAFE, has secured funding for five Night Market events in 2022.
- **Cooking classes**, which were held in the event space of Essex Market, a food and grocery vendor hall in the Lower East Side, a neighborhood directly adjacent to the DRI study area. Past classes have accommodated 50 participants, including seniors.

Think!Chinatown markets its events to an audience of approximately 10,000 followers on Instagram, and a very engaged pool of over 2,300 subscribers of their two-to-three times a month email newsletter, which has a 50% open rate (i.e., the rate at which subscribers open the newsletter email). Think!Chinatown also posts bilingual flyers in the windows of neighborhood small businesses and other public-facing spaces and sends press releases to Chinese language local newspapers.

In addition to this project, Think!Chinatown is the sponsor of Create the Art-Eries Public Art Fund and a programming partner for Improve Forsyth Plaza and the East Broadway Triangle.

PROJECT PARTNERS

Think!Chinatown will coordinate all site improvements with Asian Americans for Equality (AAFE), the property owner.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 1: Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive.

- Encourage services that support residents of all backgrounds including parents, children, seniors, and immigrants.

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.

Goal 3: Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood’s identity and vibrancy.

- Enhance the appearance of retail storefronts and commercial properties.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life.

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy.

Create a pro-growth, pro-jobs environment.

- Create a significant asset for the food and tourism industries.

DECARBONIZATIONS STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

Opening the Chinatown Cultural Welcome Center would add a new cultural asset to Chinatown that draws an estimated 12,000 annual visitors the neighborhood through cultural programming. Specific benefits include:

- 1. Activates a vacant storefront:** The Chinatown Cultural Welcome Center will occupy ground-floor storefront space on a highly visible street corner. Filling a vacant storefront will enhance public safety and encourage pedestrian activity in the area, especially in the evening.
- 2. Supports locals and draws visitors by sharing cultural heritage:** The Chinatown Cultural Welcome Center will bring locals and visitors alike to the neighborhood through performances, workshops, and other programming by artists and cultural bearers connected to Chinatown. The center’s programming will also raise Chinatown’s profile as a destination for cultural events, and drive foot traffic and customers to neighboring small businesses.
- 3. Facilitates other public programming:** Think!Chinatown will use the 1 Pike Street space as their office. It will serve as a launching pad to produce public programming across the neighborhood such as the Chinatown Night Market and Chinatown Arts Week.

PUBLIC SUPPORT

The Chinatown Cultural Welcome Center has received strong support throughout the DRI process. Among all cultural and civic center projects proposed for DRI funding, members of the public who participated in Public Event 2 rated this project as the most highly aligned with local DRI goals. The project was especially highly rated for its potential to strengthen Chinatown as a cultural home and destination for AAPI communities and New Yorkers, and support local small businesses.

JOBS CREATED

The facility’s construction will permit programmatic expansion that allows Think!Chinatown to add one full-time employee, and two to three part-time positions. These positions will cover operations of the space, marketing and outreach for Think!Chinatown’s many programs, and producing events alongside many contracted educators and cultural bearers.

PROJECT BUDGET AND FUNDING SOURCES

Think!Chinatown has secured a \$20,000 in-kind donation of professional services, as well as \$35,000 in capital funds from Neighborhoods Now. Think!Chinatown is requesting the remaining balance, \$300,000 in DRI funds.

PROJECTS PROPOSED FOR DRI FUNDING

Sources of Funds	Amount
DRI	\$300,000
Neighborhoods Now Program	\$35,000
In-kind Donation of Professional Design Services	\$20,000
Total	\$355,000

Uses of Funds	Amount
General Requirements + Existing Conditions	\$70,000
Concrete + Thermal & Moisture Protection + Finishes	\$69,000
Cabinets + Counters	\$35,000
Equipment + Furnishings	\$88,000
Plumbing + HVAC + Electrical	\$93,000
Total	\$355,000

FEASIBILITY AND COST JUSTIFICATION

Think!Chinatown developed a total capital cost estimate of \$355,000 with the assistance of professional construction consultants.

They are currently in lease negotiations with the property owner and intend to start occupying the space in July 2022. The lease is offered 10% under the market rate, and the non-profit property owner will work with the project sponsor to mutually seek grants and other funds to subsidize the rent.

Programmatic expenses are well supported with funding secured through 2024, and a foundation grant disbursed over fiscal years 2023–2025. A table detailing funding support for programming and rent is included below.

Programmatic/Rent Funding		
Funding Source	Est. Amount	Status of Funding
Government grants (Confirmed)	\$149,500	Funded 3 years, 2021–2024
Government grants (Confirmed)	\$16,700	Funded FY21–22
Foundation grants (Confirmed)	\$120,000	Funded FY22
Foundation grants (Expected)	\$1 Million	FY23–25, review in final stages

REGULATORY REQUIREMENTS

- New York City Department of Buildings: Work permits for interior renovations. Project sponsor has budgeted an expeditor to accelerate the permitting process.
- Fire Department of New York: Commercial Cooking Systems Permit needed for exhaust hood installation.
- New York City Department of Health and Mental Hygiene: Food Service Establishment Permit.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

Think!Chinatown plans to start the lease for the 1 Pike space in July 2022. The lease agreement is currently in the final stages of markups before signature. The organization has already been using the location as a homebase for the past year, storing Night Market materials there and using it as an ad hoc office.

PROJECTS PROPOSED FOR DRI FUNDING

The project sponsor anticipates the following timeline:

- **August 2022:** Continue design phase.
- **September 2022:** File for any permits needed.
- **December 2022:** Contractors begin work, and custom furnishings/cabinetry is fabricated.
- **Lunar New Year (January 22) 2023:** The center opens for kitchen programming.

Existing Conditions



The Chinatown Cultural Welcome Center will occupy 1 Pike Street, currently a vacant storefront.

Proposed Conditions



Kitchen classes will teach home-cooking techniques and feature storytelling through food.

PROJECTS PROPOSED FOR DRI FUNDING



Think!Chinatown has already held informal pop-up events at 1 Pike Street, such as the performance pictured here.



The Chinatown Cultural Welcome Center will have a storytelling recording studio to record oral histories of Chinatown community members.



Architectural rendering of the proposed exhibition space.

PROJECTS PROPOSED FOR DRI FUNDING



Architectural rendering of the proposed kitchen space, during a home-cooking workshop.



Architectural rendering of the proposed kitchen workshop space.

CULTURAL AND CIVIC CENTERS

8. Create a Cultural and Performing Arts Community Center

An architectural rendering of the audience's view of the proposed ground floor performance and theater space.



DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$1,000,000**
Total Project Cost: **\$1,010,000**
DRI Funding Request as % of Total Project Cost: **99%**

PROJECT DESCRIPTION

Renovations to the 21 Pell Street building will create a multimedia performance space, an analog and digital photography workshop, community rooms, a sound studio, video production and editing rooms, and conference spaces. With these improvements, the building will host live performances, talent shows, creative skills workshops, and community town hall meetings.

The COVID-19 pandemic has been accompanied by a rise of anti-Asian hate and violence. The racist idea of Asians Americans as “perpetual foreigners” who do not belong in this country lives on, despite it being the only country many Asian Americans have ever lived in and the many contributions Asian Americans have made to the United States. The Chinatown Organization for Media Awakening (COMA) seeks to combat these perceptions by promoting professional artistic production and performance by people of Asian heritage in Chinatown.

The building at 21 Pell Street, home to the First Chinese Baptist Church, has served as a community center since 2015 and has hosted free cultural and community events with a focus on the Asian American experience. DRI funds will allow COMA to renovate in two phases, 1) the 1,250-square-foot ground floor to create a multimedia

PROJECTS PROPOSED FOR DRI FUNDING

performance space and 2) the 1,250-square-foot cellar to create an analog and digital photography workshop, as well as community rooms. Phase 2 will also include renovations and upgrades to existing meeting and office spaces on the 2nd-4th floors to create a sound studio, video production and editing rooms, and conference spaces. With these improvements, 21 Pell will host live performances, talent shows, creative skills workshops, and community town hall meetings. COMA estimates that, between workshops, performances, and other events, the center will attract approximately 5,000 visitors annually to Chinatown, based on past programming and the capacity of future performance and workshop spaces. Overall, renovations will allow COMA to facilitate authentic Asian American storytelling and reinforce that Asian Americans are a part of and belong to this country. Under a fully executed shared spaces agreement, COMA will schedule programming during hours not reserved by the First Chinese Baptist Church, which will continue to hold Sunday church service and bible study groups.

The photography workshop will be named in memory of Corky Lee, a prominent photographer and activist who documented the lives and struggles of Asian Americans in Chinatown and throughout the country. The workshop will feature Lee’s equipment and supplies, donated to COMA by Lee’s family. Lee, a co-founder of COMA, died of COVID-19 in January 2021.

The performance space will be named after Elizabeth Sung, a pioneering actor and mentor within the Asian American community. The sound studio will be named after Geoffrey Lee, a Chinatown musician and activist who passed away in February 2022.

The center will promote DRI goals by advancing entrepreneurship in creative fields — encouraging current and aspiring business owners to pursue photography or include it in their skillset. The performance space will hold events that drive foot traffic to Chinatown through showcasing local arts and culture and will enhance the visibility of Chinatown’s artists through programming.

PROJECT LOCATION

21 Pell Street, between Mott and Doyers Streets

PROJECT SPONSOR

Chinatown Organization for Media Awakening (COMA)

PROJECT OWNERSHIP

21 Pell Street is owned by Lee Towe Memorial Association, Inc., an entity affiliated with the First Chinese Baptist Church. COMA has a fully executed shared spaces agreement with Lee Towe Memorial Association that allows the project sponsor to use the structure during hours not reserved for the First Chinese Baptist Church. The church will continue to hold Sunday church service and bible study groups during those reserved hours.

CAPACITY

COMA is a non-profit organization, founded in 2019 dedicated to increase Asian American representation in the entertainment industry and mainstream media and promote positive images of Asian Americans. Through storytelling, COMA seeks to fight anti-Asian hate crimes and stereotyping and empower communities. COMA’s membership consists of longstanding community activists, Asian Americans with backgrounds in the film and entertainment industry, and other professionals and residents of the New York City area who are well suited to support the creative

programming and workshops proposed. COMA plans to have a team of 10 managerial and part-time staff to administer programs at the center.

COMA's members and board of directors consist of arts, culture, and entertainment professionals that will have the capacity to staff workshops, recruit staff, and solicit performers for live cultural performances. These individuals include:

- **Victor Huey**, COMA President, is an established professional with 42 years of experience within the film production industry. He has worked on films such as The Bourne Legacy, Vanilla Sky, and Burn After Reading.
- **David Henry Hwang**, COMA board member, is an established Broadway director, producer, and playwright. He is a theater professor at Columbia University, and three of his works have been finalists for the Pulitzer Prize for Drama.
- **Virgo Lee**, COMA treasurer, has over 25 years of experience in real estate and construction management. As the real estate manager for the First Chinese Baptist Church, he oversaw a \$4 million renovation of 7-9 Mott Street, a 25,000 square foot office building. He also manages three buildings in Chinatown and has staff to oversee the renovations and upgrades proposed for 21 Pell Street. He will manage the construction of the project. He has consulted to date with licensed architect Darian Fernando who has completed a number of projects in Chinatown.

Over December 2021– June 2022, COMA has also held 12 free events open to the public staffed by volunteers, including film screenings, plays, and musical performances. These events consistently attracted 50-100 attendees each, totaling approximately 1,000 attendees across all events.

PROJECT PARTNERS

COMA will coordinate all renovations with the First Chinese Baptist Church, which is currently the main user of the building.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown's role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.

Goal 3: Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood's identity and vibrancy.

- Promote entrepreneurship and small business growth, including through the creation of small business resource and workforce development centers.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment and a range of lifestyle assets to enjoy

PROJECTS PROPOSED FOR DRI FUNDING

DECARBONIZATIONS STRATEGIES AND BENEFITS

Invest in the future

- Invest in education for the jobs of the future

N/A

ANTICIPATED REVITALIZATION BENEFITS

Renovating 21 Pell to establish a Creative Arts Community Center will create a new community hub and cultural destination. Specific benefits include:

Increase neighborhood visitation through performances and other events: COMA will host approximately 25-30 events including live cultural performances, community-based talent shows, and workshops. COMA estimates approximately 3,000 visitors to Chinatown from events annually, based on prior events and the capacity of the future performance space. Events like these will raise Chinatown’s profile as a cultural destination and drive foot traffic to neighboring small businesses.

Provide professional training to the next generation of Asian American creatives: By providing workshops, equipment, and other resources, COMA will unlock the potential of community members who might otherwise not be able to pursue a creative career. COMA estimates approximately 2,000 workshop participants annually, based on past events and the capacity of future workshop spaces.

PUBLIC SUPPORT

In 2020, a five-alarm fire at 70 Mulberry Street burned down a prominent community center in Chinatown. While the building is set to be rebuilt by New York City, the fire revealed the great need for community spaces like the proposed project in the neighborhood. Stakeholders have voiced the need for a dedicated creative space like the one proposed by COMA. Participants at Public Event 2 rated the Creative Arts Community Center as very well aligned with DRI goals – especially how the project would strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly.

COMA has received a letter of support from the First Chinese Baptist Church.

JOBS CREATED

COMA anticipates hiring approximately 10 full-time and part-time staff to administer programs at the center.

PROJECT BUDGET AND FUNDING SOURCES

Sources of Funds	Amount
DRI	\$1,000,000
Sound Studio Pledge*	\$10,000
Total	\$1,010,000

*Funds to be secured after Project Award.

Uses of Funds	Amount
Building Renovation Hard Costs (electrical, plumbing, interior upgrades)	\$565,000
Building Renovation Soft Costs (regulatory and professional fees)	\$35,000
Performing Arts Fixed Equipment	\$200,000
Photography, Video, and Sound Fixed Equipment	\$210,000
Total	\$1,010,000

PROJECTS PROPOSED FOR DRI FUNDING

FEASIBILITY AND COST JUSTIFICATION

COMA made cost estimates in conjunction with a licensed architect and professionals with experience in film production, photography, sound, and video.

Lee Towe Memorial Association, the property owner, has a fully executed shared spaces agreement with COMA for the ground floor chapel space, basement, balcony, and third and fourth floors. The lease term is for five years. The property owner will also have a role in the management of the building and programs. COMA has retained the services of Darian Fernando, a licensed architect who is registered with the New York City Department of Buildings and has completed prior projects in Chinatown.

COMA plans to establish a line of credit at a local bank upon issuance of DRI funding award. COMA also plans to launch a fundraising campaign and charge registration and enrollment fees to support operating costs for materials, utilities, communications, maintenance, and staffing. COMA estimates their fundraising target to be \$1.5 million and plans to engage local and national foundations like the Asian American Federation, The Asian American Foundation, The Ford Foundation, Carnegie Mellon Foundation and others.

REGULATORY REQUIREMENTS

New York City Department of Buildings work permits for interior renovations.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The following is subject to change based on NYC DOT review and decisions made in the public planning process:

- **Phase 1 (Months 1–6):** Acquire building permits, commence and complete construction on ground floor and basement.
- **Phase 2 (Months 7–10):** Acquire building permits, commence and complete construction on upper floors.

Existing Conditions



Clockwise: A photograph of the facade of the 21 Pell Street building; A photograph of the current pew seating on the ground floor of 21 Pell Street; A photograph of the stage as it is on the ground floor of 21 Pell Street.

Proposed Conditions



An architectural rendering of a view from the stage of the proposed ground floor performance and theater space.



An architectural rendering of the view from the balcony of the proposed ground floor performance and theater space.



Left to Right: COMA proposes to include an audio studio on the third or fourth floor.; COMA proposes to include a video editing room on the third or fourth floor.

CULTURAL AND CIVIC CENTERS

9. Reopen the Childcare and Family Support Center at Smith Houses



Image of proposed conditions in the childcare classroom after renovations, provided by the project sponsor (Hamilton-Madison House)

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$550,000**
Total Project Cost: **\$2,263,000**
DRI Funding Request as % of Total Project Cost: **24%**

PROJECT DESCRIPTION

Repairs to the 4,700-square-foot childcare and family support center at 10 Catherine Slip at NYCHA's Alfred E. Smith Houses will allow the Hamilton-Madison House to provide daycare and supportive services to over 100 families in the area. The core components of the project include wall replacement, floor and ceiling repair, painting, HVAC, and electrical upgrades.

Many families with young children struggle to find quality, affordable childcare services that allow children to thrive and parents to work. Hamilton-Madison House (HMH) has provided low- or no-cost early childhood services to eligible families in Chinatown and the Lower East Side for more than 60 years.

Their facilities included 10 Catherine Slip until the building was damaged by Hurricane Sandy in 2012, with up to four feet of flooding. HMH received federal funds to rebuild its facilities after Sandy and, after working with the New York City Housing Authority (NYCHA), the property owner, initial work to repair structural damage from Hurricane Sandy has been completed. However, the funds are insufficient to restore the building as a working early childhood center.

Image Source: Hamilton-Madison House

PROJECTS PROPOSED FOR DRI FUNDING

HMH proposes repairs to the childcare and family support center at 10 Catherine Slip at NYCHA's Alfred E. Smith Houses. The core components of the project include wall replacement, floor and ceiling repair, painting, HVAC, electrical upgrades, and other necessary repairs. The entire facility is 4,700 square feet. This center would provide daycare and supportive services to over 100 families in the area, with children receiving high-quality instruction, socialization, and nutritious food throughout the day. HMH will be able to provide services at no cost if it receives a Department of Education Head Start contract. If not, HMH will provide childcare services based on a sliding scale affordable to low-income and working families.

The childcare and family support center will further DRI goals by supporting economic mobility, allowing parents and other caretakers to pursue employment and other opportunities. Reopening the center will also enhance social services provision within the Alfred E. Smith Houses campus in tandem with Expand Access to Hamilton Madison House Community Center and Open a Community Health and Wellness Center at Smith Houses.

PROJECT LOCATION

10 Catherine Slip within the campus of the New York City Housing Authority's Alfred E. Smith Houses

PROPERTY SPONSOR

Hamilton-Madison House (HMH) will oversee all improvements.

PROPERTY OWNERSHIP

The New York City Housing Authority (NYCHA)

CAPACITY

HMH has been providing early childhood services to families in Chinatown and the Lower East Side for over 60 years. HMH operated a childcare program at 10 Catherine Slip until damage from Hurricane Sandy closed the facility. HMH has successfully implemented capital improvement projects in the past, including the current renovations to 10 Catherine Slip. HMH is also the sponsor of Expand Access at Hamilton-Madison House Community Center.

PROJECT PARTNERS

HMH will coordinate all improvements with the New York City Housing Authority (NYCHA).

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 1: Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive.

- Encourage services that support residents of all backgrounds including parents, children, seniors, and immigrants.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Invest in the future

- Invest in childcare as a critical piece of social infrastructure

DECARBONIZATION STRATEGIES AND BENEFITS

N/A

PROJECTS PROPOSED FOR DRI FUNDING

ANTICIPATED REVITALIZATION BENEFITS

The renovation and reopening of the childcare center at 10 Catherine Slip will provide important services for families in Chinatown and surrounding neighborhoods. Specific benefits include:

- **Provide childcare for up to 75 children per day** (100 throughout the course of a year): The reopening of 10 Catherine Slip will allow Hamilton-Madison House to serve more families in the area, which will in turn relieve parents from the burden of childcare and allow them to work.
- **Offer additional programming and social services to support working families:** 10 Catherine Slip will expand Hamilton-Madison’s capacity to provide additional social services, parent education classes, and family engagement activities.

PUBLIC SUPPORT

The LPC and many community members expressed the importance of supporting the ability of families to live in Chinatown despite rising costs. The majority of LPC members expressed support for this project. In initial surveying and discussions, the majority of LPC members expressed support for this project

JOBS CREATED

The project will provide jobs for 16 staff members in HMH’s childcare classrooms.

In addition, 25 family childcare providers will receive training from HMH to provide a safe and educational setting in their homes. These providers will be self-employed, creating childcare job opportunities, and allowing caretakers of children to work.

PROJECT BUDGET AND FUNDING SOURCES

Sources of Funds	Amount
DRI	\$555,000
Funds from Elected Officials*	\$1,713,000
Total	\$2,263,000

*Funds to be secured after Project Award.

Uses of Funds	Amount
Site Work	\$162,000
Structural Elements, Thermal & Moisture Protection, Finishes	\$485,000
Equipment + Furnishings + Special Features	\$559,000
Plumbing + HVAC + Electrical + Fire Protection	\$557,000
Soft Costs (regulatory, design, and professional fees)	\$500,000
Total	\$2,263,000

FEASIBILITY AND COST JUSTIFICATION

Hamilton-Madison House received federal funding from Hurricane Sandy Recovery and Resiliency Funds to repair hurricane damage and install resiliency improvements. HMH has partnered with NYCHA, which was extensively involved in Hurricane Sandy structural repair work. HMH is actively working with NYCHA and has received a letter of support from NYCHA to continue collaborating to execute this proposal. HMH is also expecting over \$1,000,000 in commitments from elected officials.

PROJECTS PROPOSED FOR DRI FUNDING

REGULATORY REQUIREMENTS

- HMH has already received approval from the New York City Housing Authority.
- NYC Department of Buildings will need to review and approve plans for alterations of structural, mechanical, electrical, plumbing, and life safety plans.
- NYC Fire Department will need to review and approve facility fire code compliance.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

- Hurricane resiliency work and recovery repairs have been completed, allowing work to restore the building as a childcare and family support center to proceed.
- Construction will take approximately two years upon receipt of funds from DRI.
 - **Year 1:** HMH anticipates completion of the following tasks: hire an architect, file architectural drawings, and materials procurement.
 - **Year 2:** Construction of the facility itself will be completed.

Existing Conditions



New tile flooring was added as part of structural repair work in the wake of Hurricane Sandy.



Right: Walls were repainted as part of structural repair work in the wake of Hurricane Sandy.



PROJECTS PROPOSED FOR DRI FUNDING



Precedents for Proposed Conditions



HMH proposes to reopen the childcare center at 10 Catherine Slip, which has stood vacant for 10 years, and create an engaging and educational space for the community's children.

CULTURAL AND CIVIC CENTERS

10. Establish Asian Culinary Arts of New York



DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$352,000**
Total project Cost: **\$1,075,000**
DRI Funding Request as % of Total Project Cost: **33%**

PROJECT DESCRIPTION

The establishment of the Asian Culinary Arts center will support the training of professionals specializing in commercial Chinese and other Asian cuisine, particularly for unemployed or low-income individuals, recent immigrants, and other job seekers. The new institute will make use of the existing 3,000 square foot commercial kitchen space at Mott Street Eatery food court. DRI funds will be used to support the purchase of additional kitchen appliances and the fit-out and renovation of a ground floor lecture room with AV equipment, improved Wi-Fi, and classroom furniture.

The aging of many experienced chefs and the COVID-19 pandemic have resulted in a shortage of qualified kitchen workers for Chinese and other Asian restaurants. With the closure of restaurants and other food businesses in Chinatown during the pandemic, many kitchen workers were forced to take other jobs or move away from Chinatown. Many highly skilled Chinese cooks are also reaching retirement age and are no longer in the workforce, and many Chinese restaurants are struggling to replace them.

The creation of Asian Culinary Arts of New York (ACANY) at 98 Mott Street will support the training in commercial Chinese and other Asian cuisine, particularly for unemployed or low-income individuals, recent immigrants, and other job seekers. The new institute

PROJECTS PROPOSED FOR DRI FUNDING

will make use of the existing 3,000 square foot commercial kitchen space at Mott Street Eatery food court. Phase I of the project is complete, and included a \$732,000 private investment to renovate the food court. For Phase II, ACANY is requesting DRI funding to support the purchase of additional kitchen appliances and the fit-out and renovation of a ground floor lecture room with AV equipment, improved Wi-Fi, and classroom furniture. Cooking classes will be conducted in Chinese and include training for food safety certification exams. ACANY will invest in fundraising and outreach to support unemployed and low-income individuals.

ACANY will further DRI goals not only by supporting the creation of new jobs that bolster the small businesses and local restaurants in Chinatown, but also by preserving the quality and diversity of Chinatown’s cultural and food heritage.

PROJECT LOCATION

98 Mott Street, between Canal and Hester Streets

PROPERTY SPONSOR

Asian Culinary Arts of New York (ACANY), a for-profit entity, will oversee all improvements.

PROPERTY OWNERSHIP

Chew Lun-Lun Hing Association owns 98 Mott Street. 98 Food Court, Inc. (d/b/a Mott Street Eatery) is associated with ACANY and has a 20-year lease on the retail and kitchen space, which commenced in 2021.

CAPACITY

ACANY will be located in the premises of and run by the same leadership team as Mott Street Eatery, a food vendor hall with 10 stalls that opened in November 2021. Mott Street Eatery took over the space of the former Joy Luck Palace dim sum restaurant, requiring a retrofit of the space from sit-down restaurant to food court. Renovations at Mott Street Eatery has been recently completed.

Romain Chan is President of ACANY as well as the current general manager of the 98 Mott Street Eatery food court. He has 35 years of industry experience in multiple countries, including teaching at different universities in Hong Kong. Prior to joining ACANY, he was a CEO of an international hotel and board member of the Vocational Training Council in Hong Kong. He speaks fluent English, Cantonese, and Mandarin.

ACANY has a preliminary curriculum plan already developed, including lectures and hands-on training.

PROJECT PARTNERS

Mott Street Eatery Food Court, which shares the same leadership as ACANY, will provide the space for ACANY. Chefs and cooks from 89 Eatery, the main vendor at Mott Street Eatery, will serve as culinary instructors. They have over 30 years of experience with Chinese cuisine and serve on local culinary organizations, including the Chinese Cuisine Association.

Additionally, ACANY board member and treasurer Sio Wai Sang is well-connected in Chinatown and will facilitate connections between trainees and restaurant owners in Chinatown.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 3: Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood’s identity and vibrancy.

- Provide economic support to retain long-time local businesses and serve their recovery needs.
• Promote entrepreneurship and small business growth, including through the creation of small business resource and workforce development centers.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Invest in the future

- Invest in human capital development to promote continued economic growth and a more inclusive economy

Create a pro-growth, pro-jobs environment

- Provide assets and opportunities for the expansion of the food and tourism industries

DECARBONIZATION STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

The creation of ACANY will bring lasting economic, cultural, and social benefits to Chinatown, including:

- Create economic opportunities for vulnerable populations: ACANY will create greater job opportunities for individuals who are low-income, unemployed, or of immigrant background. Classes are conducted in Chinese to allow recent immigrants the ability to participate. And the program will support students with passing New York City’s food safety exams (which are also offered in Chinatown).
• Produce a quality pipeline of Asian culinary workers for small businesses and restaurants: Chinatown food and beverage establishments are experiencing a shortage of qualified kitchen staff as a result of the COVID-19 pandemic. ACANY will provide targeted training to address the current workforce gaps facing small businesses and restaurants in Chinatown.
• Preserve the quality and diversity of Chinatown’s cultural food heritage: By providing training on traditional Chinese and other Asian cooking, ACANY will enable authentic recipes and cooking techniques to be passed on. The institute will also fill a void in the city where there is currently no professional institution dedicated to commercial Chinese or Asian cooking.

PUBLIC SUPPORT

Community members at public events and in surveys expressed that the project was well-aligned with DRI goals. The majority of LPC members also rated this project as a high priority for DRI funding.

JOBS CREATED

ACANY anticipates placing approximately 40 trainees into a variety of Chinese culinary jobs each term (dim sum, Cantonese roast meats, etc.).

PROJECTS PROPOSED FOR DRI FUNDING

PROJECT BUDGET AND FUNDING SOURCES

The sponsor is requesting \$352,000 in DRI funds:

Sources of Funds	Amount
DRI	\$352,000
Private Investment (Phase I, complete)	\$723,000
Total	\$1,075,000

Uses of Funds	Amount
Classroom Furniture (Phase II)	\$16,000
Program Supplies (Phase II)	\$10,000
Kitchen Equipment (Phase II)	\$326,000
Food Court Renovations (Phase I, complete)	\$723,000
Total	\$1,075,000

FEASIBILITY AND COST JUSTIFICATION

As part of Phase I, Mott Street Eatery raised \$723,000 in private investment to renovate the food court, which has been completed. For Phase II, the sponsor is seeking DRI funds to fully finance the fit-out of the existing commercial kitchen to support culinary instruction. The sponsor has secured \$300,000 in private funding to cover costs prior to DRI reimbursement. The sponsor expects approximately \$220,000 in annual operating expenses to be covered by revenue from food sales and tuition.

REGULATORY REQUIREMENTS

ACANY would utilize existing Department of Buildings, Fire, and Health Department permits from the operating Mott Street Eatery.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

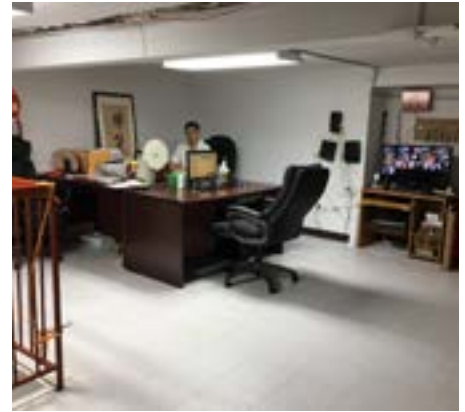
- **Month 1:** Order equipment, refine curriculum and training materials, search for instructors, prepare marketing and promotional materials (e.g., ads in NY Chinese language newspapers)
- **Month 2:** Install equipment, launch marketing campaign to recruit students
- **Month 3:** Begin training

Existing Conditions



Mott Street Eatery's kitchen already has specialty ovens and pots necessary for certain Chinese roast meats and other recipes.

PROJECTS PROPOSED FOR DRI FUNDING



Left to Right: A photo of the space proposed for ACANY’s classroom, which is currently lightly used for storage; Romain Chan is pictured at his desk. The remaining square footage of the office can be used to support the administrative needs of ACANY.



Top to bottom: Mott Street Eatery is a popular destination for residents and visitors alike, drawn in by the food court’s vendors; Mott Street Eatery contains a large commercial kitchen which will be used to hold kitchen workshops; Mott Street Eatery’s kitchen already has specialty ovens and pots necessary for certain Chinese roast meats and other recipes.

Precedents for Proposed Conditions

No images of proposed conditions are provided because no specific design work has been done. Please see below for images of typical equipment.



ACANY will purchase large capital equipment such as a convection oven and specialty equipment such as a wok station with DRI funds.

CULTURAL AND CIVIC CENTERS

11. Open a Small Business Innovation Hub

Made in Chinatown Labs is at the heart of the proposed Small Business Innovation Hub, where community entrepreneurs can collaborate, experiment, and launch their new business ideas.



DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$724,000**
Total project Cost: **\$726,000**
DRI Funding Request as % of Total Project Cost: **99%**

PROJECT DESCRIPTION

The creation of a new Small Business Innovation Hub will provide small businesses with much needed resources and space to grow. The approximately 2,500 square foot center will host one-on-one and large group workshops to help entrepreneurs apply for funding and assistance programs, offer training and workshops, and provide spaces for co-working and events. The center would also host creative workspaces such as a photo/design studio and a consumer product test kitchen.

Chinatown is home to hundreds of small businesses, the majority of which have been severely impacted by the COVID-19 pandemic. Between a declining consumer base, rising costs, thinning margins, and barriers to technology adoption, many of the neighborhood’s small businesses are struggling to survive. Compared to NYC as a whole, Chinatown businesses received half as many loans per job from the Paycheck Protection Program in 2020 and 2021. They need resources and tools to sustainably preserve the affordability and authenticity their storefronts bring to the neighborhood. Moreover, according to a small business survey conducted by Welcome to Chinatown, 1 in 2 business owners in Chinatown want resources to connect with fellow business owners.

PROJECTS PROPOSED FOR DRI FUNDING

Welcome to Chinatown proposes to provide small businesses resources and space to grow in a new Small Business Innovation Hub. The approximately 2,500 square foot center will host one-on-one and large group workshops to help entrepreneurs apply for funding and assistance programs, offer training and workshops, and provide spaces for co-working and events. The center would also host creative workspaces led by Welcome to Chinatown, such as:

- An app station to sign up for the Meet Chinatown loyalty program (featured in another DRI proposal that Welcome to Chinatown is sponsoring),
- A creative hub with flexible uses that include a photo and design studio to receive consultative services, and
- A consumer product test kitchen for small businesses to trial consumer product goods in the hopes of launching new revenue streams.

Welcome to Chinatown supports nearly 200 small businesses and over 50,000 social media followers across Instagram, TikTok, and Twitter. With the creation of the Small Business Innovation Hub, they anticipate both these figures to grow as the organization will be able to offer more programming, host community members, and further engage our social media followers to bring them into the neighborhood in a more meaningful way.

The Small Business Innovation Hub will further DRI goals by providing supportive services to long-time small businesses and budding entrepreneurs that will serve their recovery and other needs. It will also serve as a visitor center to ask questions and receive recommendations, enhancing visitor experience and driving foot traffic, including towards cultural programming supported by improvements included in various projects such as Establish the Chinatown Cultural Welcome Center.

PROJECT LOCATION

115 Bowery, between Hester and Grand Streets

PROPERTY SPONSOR

Welcome to Chinatown will oversee all improvements.

PROPERTY OWNERSHIP

Gordle Realty Corp. owns 115 Bowery and is currently in lease negotiations with Welcome to Chinatown.

CAPACITY

Welcome to Chinatown is a nonprofit organization founded in 2020 that supports Manhattan Chinatown small businesses. Led by co-founder Victoria Lee, the organization has put over \$1 million back into neighborhood small businesses through grantmaking, pro bono merchandise design services, and other mission-driven activities. Over 200 volunteers have contributed to the organization's mission since its founding. All the sponsor's July 2020-February 2021 small business grant recipients remained open as of January 2022. The organization's leadership has received the following awards in recognition of their work: City & State Power of Diversity: Asian 100 and the New York Knicks Sweetwater Award. New York State Senator Brian Kavanagh and former New York City Councilmember Margaret Chin have also recognized the organization for its achievements.

The sponsor has a track record of successful small business programming, including:

- **The Longevity Fund:** small business relief grants for Manhattan Chinatown small businesses

PROJECTS PROPOSED FOR DRI FUNDING

- **Meet Chinatown App:** digital directory of Manhattan Chinatown small businesses, currently in alpha version (bringing the app to a full release version is another DRI project proposal)
- **Sik Faan (“Let’s Eat”) Fund:** the fund purchases food from Chinatown restaurants and provides meals to food insecure neighbors
- **Made in Chinatown:** pro bono merchandise design services program that pairs designers with Chinatown small businesses; merchandise is sold to consumers by Welcome to Chinatown at www.madeinchinatownny.com and benefit both the artist and small business

The sponsor will promote its Small Business Innovation Hub’s services and programming through its almost 40,000 Instagram followers, over 10,000 TikTok followers, and over 2,000 email newsletter subscribers. The sponsor is also capable of bilingual promotion and outreach. For example, one third of its “Longevity Fund” small business grant applicants applied in Chinese.

The sponsor has contracted Spaced Agency to oversee the construction of the innovation hub. The designs will be led by Charles Rose Architects. They will be managed by Welcome to Chinatown’s Head of Creative, who has experience with prior office build outs. Core concepts for the design include movable furniture, which will allow the space to be reconfigured for multiple uses, from one-on-one meetings to large group workshops.

In addition to this project, Welcome to Chinatown is the sponsor of Launch Meet Chinatown Local Business Directory App.

PROJECT PARTNERS

The project sponsor has worked with many local businesses, nonprofits and community-based organizations, city agencies, and corporate partners and donors. Welcome to Chinatown expects the Small Business Innovation Hub to continue those relationships, such as with UA3, Immigrant Social Services, Chinese American Planning Council, Brooklyn Bridge Manhattan, New York City Small Business Services, the Manhattan District Attorney’s Small Business Alliance, and many more.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.

Goal 3: Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood’s identity and vibrancy.

- Provide economic support to retain long-time local businesses and serve their recovery needs.
- Promote entrepreneurship and small business growth, including through the creation of small business resource and workforce development centers.
- Invest in growth industries that provide meaningful wages and are resilient to economic shocks.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Create a pro-growth, pro-jobs environment

- Create assets and opportunities for the expansion of the food and tourism industries
- Reduce barriers to business development
- Encourage job creation
- Advance opportunities for MWBE firms

DECARBONIZATION STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

The Small Business Innovation hub will provide not only a resource center for the neighborhood’s small businesses but also a new community hub. Specific benefits include:

- **Provide services and co-working space to budding entrepreneurs and community organizations:** At the hub, Welcome to Chinatown will help entrepreneurs apply for funding and assistance programs that may be currently out of reach due to capacity or language proficiency reasons. The project sponsor will also hold workshops and seminars on key topics including finance, marketing, business planning, and technology – areas that neighborhood small business owners have identified as challenges to their success. In addition, the hub will provide hot desk/co-working space to entrepreneurs and community organizations that cannot afford their own space. A consumer product test kitchen will provide equipment and facilities to those who might not otherwise be able to access them. These resources will encourage small business development in Chinatown. And generally, the center would provide a space for entrepreneurs to connect with each other, something half of Chinatown small business owners surveyed by the project sponsor in 2022 expressed a need for.
- **Activate a vacant storefront:** The center will occupy a currently vacant storefront, encouraging pedestrian activity along one of Chinatown’s main commercial corridors along the Bowery.
- **Drive foot traffic:** The center’s events will drive foot traffic to the neighborhood, raising Chinatown’s profile as a cultural destination and driving foot traffic to neighboring small businesses. Welcome to Chinatown’s storefront presence will drive activity toward the eastern section of Chinatown, which has often been overlooked for investment.
- **Improve visitor experience:** The center will serve as a place for tourists and other visitors to ask questions and receive “in-the-know” recommendations not driven by online ad revenue. The center will make it easier for visitors to learn about Chinatown and join free programming to bridge cultural gaps.

PUBLIC SUPPORT

Participants of the second public event rated this project as well aligned with DRI goals, and the majority of LPC members rated this project as a high priority for DRI funding.

The project sponsor has received letters of support from the following businesses:

- Milk & Cream Cereal Bar (neighborhood small business)
- Too Good To Go (app that reduces food waste by matching consumers with small businesses offering excess food at a discount)
- Metaplex (non-fungible token exchange)
- 12 Pell (Chinatown barbershop)

PROJECTS PROPOSED FOR DRI FUNDING

- NYC & Company (tourism arm of NYC government)

JOBS CREATED

After opening the Small Business Innovation Hub, Welcome to Chinatown will hire a full-time office and community manager.

PROJECT BUDGET AND FUNDING SOURCES

Welcome to Chinatown is requesting \$724,473 in DRI funds to support the capital build-out of the Small Business Innovation Hub.

Sources of Funds	Amount
DRI	\$724,000
Welcome to Chinatown	\$2,000
Total	\$726,000

Uses of Funds	Amount
Site Work + Demolition	\$15,000
Millwork + Acoustic Insulation	\$136,000
Plumbing + HVAC + Electrical	\$167,000
Tiling + Flooring	\$90,000
Equipment + Furnishings	\$256,000
Signage + Decals + Other Special Features	\$60,000
Floor Plans	\$2,000
Total	\$726,000

FEASIBILITY AND COST JUSTIFICATION

Welcome to Chinatown has contracted with architects Charles Rose Architects and Spaced Agency to oversee the design and construction of the innovation hub. The organization is currently in lease negotiations for the ground floor storefront space at 115 Bowery. The sponsor has \$264,000 in cash on hand and has secured funding for a one-year lease, security deposit, full-time office and creative manager, and has identified partnerships and potential funding sources for beyond the first year.

REGULATORY REQUIREMENTS

New York City Department of Buildings work permits for interior demolition/renovations

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The project sponsor anticipates a four- to six-month buildout. The timeline for implementation is contingent on procurement (given contractor delays and supply chain issues), updates to the Certificate of Occupancy, and ensuring the space is Americans with Disabilities Act-compliant.

Existing Conditions



Welcome to Chinatown is currently finalizing lease negotiations to occupy 115 Bowery. The building’s façade is pictured, center, with its metal gate rolled down.



Left to right: Ground floor view of the currently vacant 115 Bowery space; Upper level of the 115 Bowery space.

Proposed Conditions



When visitors first walk in, they are greeted by a cart that serves as the hub for Welcome to Chinatown’s “Meet Chinatown” initiative (the Launch Meet Chinatown Local Business Directory App DRI project proposal). Visitors can learn more about the neighborhood and the vibrant community of small businesses hosted here.



Angled carts will create spaces that gradate from public to private, accommodating activities from semi-public watch parties to listening sessions.

Made in Chinatown Labs is at the heart of the proposed Small Business Innovation Hub, where community entrepreneurs can collaborate, experiment, and launch their new business ideas.

CULTURAL AND CIVIC CENTERS

12. Open a Soup Kitchen and Community Center at the Church of St. Teresa



DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$511,000**
Total project Cost: **\$662,000**
DRI Funding Request as % of Total Project Cost: **77%**

PROJECT DESCRIPTION

The establishment of a soup kitchen and community center at the Church of St. Teresa would support a diversity of local residents who lack food security by conducting targeted outreach efforts and providing culturally appropriate meals. Capital improvements would include conversion of the current kitchen to a commercial kitchen, improvement of the outside ramp, and necessary church facade improvements to ensure public safety.

Food insecurity has long been a challenge in Chinatown, and the challenge has only grown since the COVID-19 pandemic began. The Church of St. Teresa, among other programming, attempts to meet food insecure neighbors' needs with its food pantry. The church is proposing capital improvements to its existing facility to establish a soup kitchen and community center that would run in tandem with the existing food pantry.

Image Source: Wikimedia Commons User Jim.henderson

PROJECTS PROPOSED FOR DRI FUNDING

Improvements that DRI funds would support include conversion of the current kitchen to a commercial kitchen, improvement of the outside ramp, and necessary church facade improvements to ensure public safety. The project would also include energy upgrades, such as decommissioning the church's natural gas boiler and replacing it with electric heat pumps. The soup kitchen will provide meals to approximately 400 families annually and will allow the church to staff 2–8 full time positions to oversee the community center and volunteer efforts. The soup kitchen will be open to all but will focus on serving the area's Asian and Hispanic populations by conducting targeted outreach efforts and serving culturally relevant meals.

PROJECT LOCATION

141 Henry Street, between Rutgers and Pike Streets

PROPERTY SPONSOR

The Church of St. Teresa will oversee the project.

PROPERTY OWNERSHIP

The Archdiocese of New York owns the building, and the Church of St. Teresa oversees it.

CAPACITY

The Church of St. Teresa has a staff of 10 individuals who work directly with operations. Additionally, the Archdiocese of New York provides a staff of over 800 personnel who assist the church with staffing needs, volunteers, community engagement, and the execution of primary roles and functions of the parish not provided at the parish level.

PROJECT PARTNERS

The Archdiocese of New York would lend construction management capacity. Their in-house facilities team provided initial cost estimates for this project and has worked on management and renovation of various properties throughout the Archdiocese.

The Church of St. Teresa is also willing to partner with other neighborhood organizations that are already addressing food security issues. They currently collaborate with Catholic Charities, Our Lady of Sorrows, Cabrini Immigrant Services, and Young Life. They are open to collaborating with additional neighborhood organizations such as Henry Street, Educational Alliance, and Grand Street Settlement.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 1: Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive.

- Enable property owners to maintain and enhance their properties while preserving affordability.
- Encourage services that support residents of all backgrounds including parents, children, seniors, and immigrants.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy

PROJECTS PROPOSED FOR DRI FUNDING

DECARBONIZATION STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

The creation of a soup kitchen would bring benefits to residents in Chinatown and surrounding areas, particularly those who are low-income and food insecure. Specific benefits include:

- **Address food insecurity:** The soup kitchen will improve upon St. Teresa’s ability to serve its food insecure neighbors, improving food security and allowing more community members to focus their energies on more than worrying about where their next meal might come from.

PUBLIC SUPPORT

Although community engagement did not reveal this project to be a top priority for DRI funding, several stakeholders noted the importance of addressing food insecurity in Chinatown; the issue has become increasingly important given the economic impacts of the pandemic.

JOBS CREATED

The project anticipates creating an additional two to eight jobs for the Lower East Side community and providing opportunities for interns and community service engagement. As programming expands, the Church of St. Teresa can expect to add an additional 6 positions to service the needs of youth and families in the community.

PROJECT BUDGET AND FUNDING SOURCES

The Church of St. Teresa is requesting \$511,000 from DRI funding for this project. They will supplement the total project costs with a grant from the Mother Cabrini Health Foundation and a loan from the Archdiocese of New York. Archdiocese of New York, which has been secured.

The Church has already invested \$18,000 and received Con Edison grants for certain energy upgrades, including energy efficient lighting, re-paneling the drop ceiling, and repainting the room white to passively limit room temperature.

Sources of Funds	Amount
DRI	\$511,000
Church of St Teresa	\$26,000
Archdiocese of NY Loan	\$57,000
Mother Cabrini Health Foundation Grant	\$50,000
Total	\$644,000

Uses of Funds	Amount
Kitchen Renovation	\$429,000
ADA Accessibility Upgrades	\$193,000
Lighting	\$10,000
Ceiling Paneling & Painting	\$12,000
Total	\$644,000

FEASIBILITY AND COST JUSTIFICATION

The Church of St. Teresa has already secured \$47,000 in funding for this project. The sponsor’s architect and engineers provided cost estimates.

The Church of St. Teresa plans to operate the soup kitchen and community center weekly, providing services to the community throughout the week. The church

PROJECTS PROPOSED FOR DRI FUNDING

currently has an annual operating budget of approximately \$385,000. The addition of soup kitchen services will increase the annual operating budget by \$25,000 to \$50,000. Operating expenses will be covered by funding through the Church's fundraising efforts. Additionally, the Church will seek additional funding from the city, state, and philanthropic organizations to provide additional capacity for future jobs at the soup kitchen and community center.

REGULATORY REQUIREMENTS

- NYC Department of Buildings will need to review and approve plans for alterations of structural, mechanical, electrical, plumbing, and life safety plans.
- NYC Fire Department will need to review and approve facility fire code compliance.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The sponsor estimates a project timeline as follows:

- **Months 1–6:** Contracting and permitting along with initial work preparations
- **Months 6–12:** Assuming all permitting is approved, contractors work on the capital project implementation
- **Months 12–18:** Soup kitchen and community center will be opened in phases as work is completed

Existing Conditions



The existing basement space that would be turned into a soup kitchen and community center.



Left to right: The exterior of the Church of St. Teresa; The ADA accessible ramp currently at the entrance of the building.

Precedents for Proposed Conditions

No images of proposed conditions are provided because no specific design work has been done. Please see below for images of precedent facilities.



Penn Asian Senior Services (PASSi) staff fill containers with hot meals for AAPI seniors in Philadelphia, image image source: Generocity.



Asian Counseling and Referral Service Staff prepare hot meals for AAPI seniors in King County, Washington, image image source: Cory Morimoto / ACRS.

CULTURAL AND CIVIC CENTERS

13. Open a Community Health and Wellness Center at Smith Houses



The waiting room for The Floating Hospital, a health center that operates within NYCHA's Queensbridge North Houses.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$1,000,000**
 Total project Cost: **\$2,800,000**
 DRI Funding Request as % of Total Project Cost: **36%**

PROJECT DESCRIPTION

The establishment of a new community health and wellness center at 60 Madison Street would reactivate the space, located at the intersection of major bus routes, schools, and a main neighborhood corridor. The center would offer high-quality and culturally accessible health and mental health services, employing multilingual staff to serve the diverse community.

The New York City Housing Authority (NYCHA) proposes to establish an outpatient community health center at 60 Madison Street at NYCHA's Alfred E. Smith Houses. The 2,800 square foot one-story facility, which was previously leased by the New York City Department of Health and Mental Hygiene, has been vacant for ten years. This has deprived the residents of the Smith Houses and neighboring community members of a vital resource. The need is especially critical given many community members are still deeply impacted by health issues arising from events such as 9/11 and Hurricane Sandy, and more recently, the COVID-19 pandemic.

DRI funds would contribute to renovations of the existing facility to make it fit for use as a health center after ten years of neglect. This includes mechanical and electrical upgrades, installation of a heating, ventilation, and air conditioning system, floor

Image Source: RAND Engineering and Architecture, DPC

PROJECTS PROPOSED FOR DRI FUNDING

finishes, and ceiling replacements. After renovations, NYCHA will lease the space to community organization Vision Urbana.

While Vision Urbana is the project proposer and will operate the health center once it opens, NYCHA is the project sponsor. Community organization Hamilton-Madison House submitted a DRI proposal for the same space, but NYCHA does not intend to lease the space to them.

The center will provide consistent onsite health and wellness services that include health and mental health screenings and sessions, vaccinations, and weekly and monthly trilingual health forums to educate and prevent chronic diseases. Services will be available in at least the three most spoken languages within the DRI study area—Mandarin, Cantonese, and Spanish. The project will be done in partnership with Public Health Solutions, the New York City Department of Health, the Latino Commission on AIDS, and referral networks that include Gouverneur and Betances Health Centers.

This proposal will advance the Chinatown DRI goals by reactivating a community health center that has sat vacant for a decade, as well as by providing services to community members of all backgrounds. It will complement the services offered elsewhere in the area, including two other DRI proposals within the Smith Houses complex: Expand Access to Hamilton-Madison House Community Center and Reopen the Childcare and Family Support Center at 10 Catherine Slip.

PROJECT LOCATION

60 Madison Street, within the New York City Housing Authority's Alfred E. Smith Houses complex.

PROPERTY SPONSOR

The New York City Housing Authority (NYCHA) is the project sponsor. NYCHA owns the Alfred E. Smith Houses and would oversee the project.

Vision Urbana is the project proposer and would operate the health center once it is opened.

PROPERTY OWNERSHIP

The New York City Housing Authority owns the Alfred E. Smith Houses complex, including the building where the proposed health center would be located.

CAPACITY

Vision Urbana, who will operate the health center once it opens, is a community nonprofit founded in 1993 that has successfully provided health and wellness services to the most impacted residents of the Lower East Side and Chinatown communities for several decades. The organization has worked closely with NYCHA to reactivate shuttered and abandoned NYCHA property for health and wellness services within the community. This includes a city-funded on-site Naturally Occurring Retirement Community ("NORC") health program for older adults, for which Vision Urbana raised more than one million dollars in capital funding to develop. Vision Urbana has five years of experience contracting with the New York City Department of Health and Mental Hygiene and will be responsible for following all relevant regulations. Vision Urbana also has an established and strong relationship with the Smith Houses Tenant Association. They also have the support of Public Health Solutions, Latino Commission on AIDS, and the Gouverneur & Betances Health Clinics, who will provide assistance throughout the project's implementation and operations.

PROJECTS PROPOSED FOR DRI FUNDING

PROJECT PARTNERS

The New York City Housing Authority owns the property and has the legal authority to execute contracts with New York State and oversee the project.

Public Health Solutions, the New York City Department of Health and Mental Hygiene, and the Latino Commission on AIDS: these organizations and city agencies would provide ongoing funding for operations and maintenance.

Gouverneur and Betances Health Centers: would provide referral networks for care that would be beyond the capacity of the health center to administer.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 1: Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive.

- Enable property owners to maintain and enhance their properties while preserving affordability.
- Encourage services that support residents of all backgrounds including parents, children, seniors, and immigrants.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy
- Provide culturally and linguistically accessible services to diverse community members.

N/A

DECARBONIZATION STRATEGIES AND BENEFITS

ANTICIPATED REVITALIZATION BENEFITS

Improved health outcomes: The community health center would address the critical needs of the medically underserved community in Chinatown who were deeply impacted by health issues, especially those arising from 9/11, Hurricane Sandy, and the COVID-19 pandemic. The Smith Houses' more than 1,900 households would directly benefit from having access to a revitalized health center.

New health industry job and job training opportunities: The center will provide a training site for medical students, as well as employment for local residents interested in clinical, health, and wellness services.

PUBLIC SUPPORT

At Public Event 2, stakeholders surveyed indicated this proposal was well-aligned with DRI goals. The proposal was also among the top three that received the most engagement Public Event 3. Many stakeholders have indicated the need for the services this proposal would provide.

Vision Urbana has received a letter of support from the Smith Houses Tenant Association as well as NYCHA. At Public Event 3, they also were applauded for the work they had done with COVID vaccinations and a food pantry, and their overall support of the diverse population within Chinatown.

PROJECTS PROPOSED FOR DRI FUNDING

JOBS CREATED

The center would create job opportunities in the health industry for local residents interested in clinical, health, and wellness services. Additionally, the site will be used as a training site for medical students and will offer onsite internships to train local youth and adults in the health industry, which is currently experiencing a talent shortage. The center will also cooperate with Vision Urbana’s federally funded workforce development program, which provides NYCHA residents workforce training and entrepreneurial development opportunities, including for youth and older adults.

PROJECT BUDGET AND FUNDING SOURCES

Sources	Amount
TBD	\$1,800,000
DRI	\$1,000,000
Total	\$2,800,000

Uses	Amount
TBD	TBD
Total	\$2,800,000

FEASIBILITY AND COST JUSTIFICATION

The New York City Housing Authority owns the Alfred E. Smith Houses complex, including the building where the proposed health center would be located.

Vision Urbana has budgeted \$14,425 for annual rent, and \$25,000 for annual cleaning and maintenance. They will secure federal, state, and city funding for onsite health and wellness services. Vision Urbana has identified the following potential sources of funding for ongoing operations and maintenance: NYC Department of Health and Mental Hygiene; New York State Department of Health; Columbia University, Hunter College, and Weill Cornell Medicine “Building Infrastructure for Learning and Dissemination (BUILD) Grant”; the WTC Health Program; New York City Council; The Latino Commission on Aids; and potential third-party reimbursement for specific health and mental health services.

REGULATORY REQUIREMENTS

New York City Department of Buildings work permits will be required for interior renovation work.

PROJECTS PROPOSED FOR DRI FUNDING

Existing Conditions



The facilities at 60 Madison Street need capital renovations and repairs before they can be reopened as a health center.

Precedents

No images of proposed conditions are provided because no specific design work has been done. Please see below for images of a precedent facility.



The Floating Hospital is a health center that operates within NYCHA's Queensbridge North Houses.

Image Source: RAND Engineering and Architecture, DPC (bottom left and right)

BUILDING IMPROVEMENTS

14. Expand Access to Hamilton-Madison House Community Center

HMH's current space does not have an elevator – only a staircase between the first and second floor.



DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$511,000**
Total project Cost: **\$3,192,000**
DRI Funding Request as % of Total Project Cost: **16%**

PROJECT DESCRIPTION

Implementing accessibility improvements at 50 Madison Street Community Center, in compliance with the Americans with Disabilities Act (ADA), will increase the use of community spaces at HMH. This includes: 1) installation of an elevator to create full access to second-floor activity and administrative rooms; 2) four new ADA-accessible bathrooms; and 3) lobby upgrades to safely check in community members and allow for appropriate pedestrian flow.

The 50 Madison Street Community Center, run by Hamilton-Madison House (HMH), serves as an anchor of the New York City Housing Authority's (NYCHA's) Alfred E. Smith Houses. The center acts as a community hub, providing social services, cultural activities, and other programming for the over 4,250 residents of Alfred E. Smith Houses as well as other local residents. The center also provides non-English speaking community members English, computer, and career skills classes that help unlock upward economic mobility. It has also served as a base for FEMA and the Red Cross during emergencies and as a food pantry storage and distribution site during the worst days of the COVID-19 pandemic. Despite its importance to the community, 50 Madison has seen no capital investments since it first opened in 1953 aside from emergency remediation following major hurricanes. The current site has been exposed

PROJECTS PROPOSED FOR DRI FUNDING

to wear and tear for nearly 70 years. Moreover, all bathrooms and the second floor are inaccessible to those with physical disabilities or mobility challenges.

HMH proposes accessibility improvements, in compliance with the Americans with Disabilities Act (ADA), to increase the uses of community spaces at HMH. This includes: 1) installation of an elevator to create full access to second-floor activity and administrative rooms; 2) four new ADA-accessible bathrooms; and 3) lobby upgrades to safely check in community members and allow for appropriate pedestrian flow. These improvements would allow HMH to expand community programming, such as civics and arts classes, translation services, parenting groups, and more to an additional 350 residents. In the past, HMH has partnered with organizations such as the Borough of Manhattan Community College, Big Apple Basketball, Earth Matters, Chinatown Manpower Project, Chinatown Community Young Lions Leadership for Youth, and others; with the proposed improvements, HMH anticipates being able to offer space to an even greater number of community organizations.

This project advances DRI goals by supporting social services that support residents of all backgrounds. It will also benefit the diverse neighbors at HMH with accessible programming from a physical and cultural standpoint. Accessibility improvements will expand who HMH is able to serve as the physical connection to their building is enhanced by Beautify the Park Row Connection to Chinatown. Accessibility upgrades will also improve service provision within the Smith Houses in tandem with Reopen the Childcare and Family Support Center at 10 Catherine Slip and Open a Community Health and Wellness Center at Smith Houses.

PROJECT LOCATION

50 Madison Street at NYCHA's Alfred E. Smith Houses, a "naturally occurring retirement community" with a high senior-aged population

PROPERTY SPONSOR

Hamilton-Madison House will oversee all improvements.

PROPERTY OWNERSHIP

50 Madison Street is part of the Alfred E. Smith Houses, a development owned and managed by the New York City Housing Authority (NYCHA). Hamilton-Madison House has had an automatically renewing lease for 50 Madison Street since 1953.

CAPACITY

Hamilton-Madison House (HMH) has successfully managed and executed large capital improvement projects in the past. For example, in 2005 HMH partnered with the New York State Office of Mental Health to upgrade a 24-bed Supportive Housing facility in Corona, Queens, involving approximately \$500,000 in renovations. HMH is embarking on \$2 million in residential and elevator improvements to the same facility in 2022. Both projects were funded by New York State.

HMH has provided services to residents living in Chinatown and surrounding areas since 1898. It is also the project sponsor for Reopen the Childcare and Family Support Center at Smith Houses.

PROJECT PARTNERS

Hamilton-Madison House will coordinate all improvements with the New York City Housing Authority (NYCHA), which owns the property. NYCHA has been involved in the years of planning that have gone into this project thus far.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 1: Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive.

- Enable property owners to maintain and enhance their properties while preserving affordability.
- Encourage services that support residents of all backgrounds including parents, children, seniors, and immigrants.

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment and a range of lifestyle assets to enjoy

Invest in the future

- Modernize critical social infrastructure through accessibility improvements

N/A

DECARBONIZATION STRATEGIES AND BENEFITS

ANTICIPATED REVITALIZATION BENEFITS

Investing in building improvements and ADA accessibility at the 50 Madison Street Community Center will allow Hamilton-Madison House to expand services and programming to a wide range of residents in Chinatown and the surrounding areas. Specific benefits include:

- **Unlock social and cultural opportunities for seniors and those with disabilities:** in its current condition, the second floor of the community center, where the majority of activity rooms are located, is completely inaccessible to people who have mobility challenges. The installation of an elevator and functional lobby area can improve resident experience and safety.
- **Increase cultural programming and social services:** Improvements to the physical spaces of the community center, particularly increased access to the second floor, will allow HMM to offer programs and services to an additional 350 residents. This includes English language, computer, and career skills to non-English speaking community members that promote upward economic mobility. Moreover, expansion of HMM’s recently initiated Youth “LIFT” Program (Local Initiative Fostering Togetherness) and other intergenerational programs will not be possible with this project.
- **Create a greater sense of community:** The increased access to the Community Center will allow for more partnerships and close collaborations between organizations that will bring the community closer.

PROJECTS PROPOSED FOR DRI FUNDING

PUBLIC SUPPORT

This project received strong support from members of the public during community events and surveys. Community members expressed at public events the importance of accessibility and safety, particularly for Chinatown’s senior population. Over two-thirds of LPC members ranked this project as high priority for investment.

JOBS CREATED

Approximately 20 additional non-construction jobs will be created as a result of the improvements.

PROJECT BUDGET AND FUNDING SOURCES

Hamilton-Madison House has secured funding from NYCHA totaling \$2,681,000 for project hard costs. The project sponsor is seeking \$511,000 in DRI funding for soft costs.

Sources of Funds	Amount
NYCHA	\$2,681,000
DRI	\$511,000
Total	\$3,192,000

Uses of Funds	Amount
Site Work	\$166,000
Structural Elements, Thermal & Moisture Protection, Finishes	\$1,257,000
Equipment + Furnishings + Special Features	\$460,000
Plumbing + HVAC + Electrical + Fire Protection	\$798,000
Soft Costs	\$511,000
Total	\$3,192,000

FEASIBILITY AND COST JUSTIFICATION

Approximately \$2.7 million of funding is already secured in NYCHA’s budget. Cost estimates were provided by the sponsor’s architect.

REGULATORY REQUIREMENTS

- NYCHA has confirmed approval of the project.
- NYC Department of Buildings will need to review and approve plans for alterations of structural, mechanical, electrical, plumbing, and life safety plans.
- NYC Fire Department will need to review and approve facility fire code compliance.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The project can begin as soon as DRI funds are awarded to cover architectural soft costs have been approved. A feasibility study and preliminary site design have been completed. The project sponsor has identified an architect to complete plans and testing and move quickly to the construction phase. All financing other than the DRI request has already been secured, and site control is secured through NYCHA, which is prepared to move forward with this project. Upon DRI award:

12 months: Drawings and procurement process completed.

24 months: Construction completed.

PROJECTS PROPOSED FOR DRI FUNDING

Existing Conditions



HMH's current restrooms are not ADA compliant.

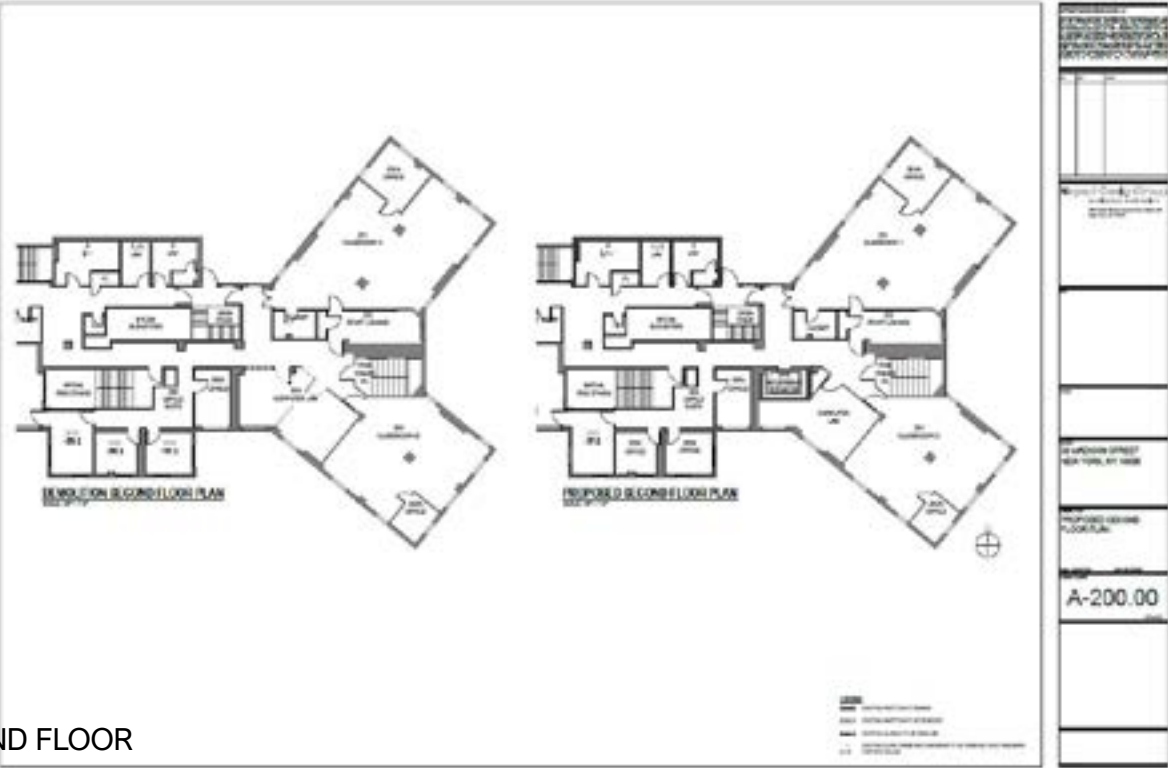
Proposed Conditions

50 MADISON STREET, MANHATTAN, NYC

The architectural drawings for the first floor of 50 Madison Street, Manhattan, NYC, are presented in a comprehensive set. At the top right, the address "50 MADISON STREET, MANHATTAN, NYC" is clearly marked. The main section features two detailed floor plans: the "EXISTING FIRST FLOOR PLAN" on the left and the "PROPOSED FIRST FLOOR PLAN" on the right. The proposed plan shows significant modifications, including the addition of a new entrance, a curved reception desk, and a new restroom area. To the right of the floor plans is a vertical title block containing project information, including the project name "50 MADISON STREET, NEW YORK, NY 10014", the drawing title "PROPOSED FIRST FLOOR PLAN", and the drawing number "A-100.00". Below the floor plans, there are three smaller images: a site sketch of the building's exterior, a rendering of the proposed building's modern facade with large windows and a covered entrance, and a rendering of the proposed interior reception area with a curved desk. A legend in the bottom right corner of the drawing set defines the symbols used in the floor plans, such as "EXISTING WALLS", "NEW WALLS", "EXISTING DOORS", and "NEW DOORS".

FIRST FLOOR

50 MADISON STREET, MANHATTAN, NYC



SECOND FLOOR

BUILDING IMPROVEMENTS

15. Create a Building Upgrades Fund



The Edward Mooney House, a building listed on the National Register of Historic Places and located at 18 Bowery, is one example of a building in Chinatown in need of façade work.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$1,000,000**
 Total project Cost: **\$1,200,000**
 DRI Funding Request as % of Total Project Cost: **83%**

PROJECT DESCRIPTION

Establishing a grant program would help existing small businesses and building owners make improvements to the local building stock. The fund would provide grants to property owners or their commercial lessees, which could be used for a variety of eligible costs such as façade upgrades, lighting installation, security cameras, and accessibility improvements, that would support the vitality and attractive downtown and create a safer, more welcoming environment for residents and visitors alike.

The proposed Building Upgrades Fund – to be administered by the Chinatown Partnership Local Development Corporation (LDC) – would establish a grant program that would help existing small businesses and building owners make improvements to the local building stock. The fund would provide grants to property owners or their commercial lessees, which could be used for a variety of eligible costs that would support the vitality and attractive downtown and create a safer, more welcoming environment for residents and visitors alike. Eligible projects would include:

- **Building façade improvements** to rehabilitate existing structures and improve the overall appeal and aesthetics of Chinatown’s building stock. This may include improvements to storefronts, signage, awnings, or other exterior physical elements to upgrade the public-facing conditions of an existing building.

Image Source: Google Maps Street View

PROJECTS PROPOSED FOR DRI FUNDING

- **Lighting infrastructure** to increase visibility and street safety, including decorative lighting that will help illuminate street corridors and contribute to the cultural character of the neighborhood.

Applicants pursuing either a building façade or lighting project may also request funds for the following add-on projects:

- **Installation of security cameras** to increase the sense of public safety amid a rise in anti-Asian hate crimes. This includes affixing exterior surveillance cameras to buildings or storefronts.
- **Americans with Disabilities Act (ADA) capital improvements** to improve public access and safety. This may include installation of access ramps and lifts, accessible bathrooms, compliant doorways, emergency exits, or other physical improvements that would provide a wide public benefit.

Eligible projects may be awarded up to \$100,000 per building. The estimated costs for eligible project types are listed below:

Improvement Type	Estimated Cost Range
Building Façade Improvement	\$30,000 – \$60,000
Lighting Infrastructure	\$2,500 – \$7,500
Security Camera Installation	\$2,500 – \$7,500
ADA Capital Improvements	\$5,000 – \$25,000

The Chinatown Partnership will administer and oversee the fund. The Chinatown Partnership will evaluate project applications, with input from community representatives, based on criteria to be defined upon DRI award, which may include project location, scope, and timeline.

Eligible applicants must be located within the Chinatown DRI Study Area. If the applicant is a lessee, the property owner must grant written permission for the work to be undertaken and the lessee must have at least three years remaining on current lease. Each applicant will be required to contribute at least 20% of the total project cost.

The Building Upgrades Fund is a consolidation of several proposals from earlier in the DRI process: Building Façade Improvement & Energy Upgrade Fund by Chinatown Manpower Project, The Luminous Corridor Fund for Lighting and Security Cameras by Immigrant Social Services, and the Small Business Accessibility Initiative by Art Beyond Sight and the Chinatown Partnership.

The fund will advance DRI goals by enhancing residential and commercial properties without increasing the financial burden on small property owners and businesses. Evening neighborhood walkability will be improved through installation of lighting infrastructure. By bringing historic buildings to a state of good repair, the fund will make Chinatown a more welcoming neighborhood for residents and visitors alike, improving the physical context around other DRI investments in the area.

PROJECT LOCATION

.....
 Districtwide

PROJECTS PROPOSED FOR DRI FUNDING

PROPERTY SPONSOR

Chinatown Partnership Local Development Corporation will administer the grant fund.

PROPERTY OWNERSHIP

Property owners and commercial tenants in the Chinatown DRI Study Area will be eligible to apply for funds.

CAPACITY

Chinatown Partnership, a local development corporation, was founded in 2006 to bring residents, business owners, and community groups together to rebuild Chinatown. The Chinatown Partnership promotes Chinatown as a neighborhood to live, work, and visit. The organization has a track record of successful programming and initiatives, such as:

- **Weekend Walks:** a street festival series, including celebrations of Asian American and Pacific Islander month, and holidays such as the Chinese mid-autumn festival
- **Lunar Stages:** outdoor film screenings
- **Explore Chinatown:** marketing initiative to promote Chinatown small businesses

The Partnership has demonstrated capacity to conduct neighborhood-wide outreach. A prominent example is the just-finished door-to-door Community Districts Needs Survey conducted in partnership with the New York City Department of Small Business Services. The Partnership will assemble current and new local outreach partners to form an outreach action plan for the Building Upgrades Fund.

The Chinatown Partnership has also been entrusted with large public projects before. As part of 9/11 recovery efforts, the Chinatown Partnership was granted \$5.4 million by the Lower Manhattan Development Corporation (LMDC) to start their Explore Chinatown, street cleaning, and education and outreach initiatives. They also were granted \$1.6 million from the LMDC to launch a wayfinding pilot program that became standard across New York through the city's Department of Transportation.

The Chinatown Partnership works with the Chinatown Business Improvement District (BID), an affiliated entity, to operate its services and programs. The BID provides a variety of services including street cleaning and maintenance, marketing and events, and business development.

PROJECT PARTNERS

Local property owners and commercial tenants, with properties located within the DRI Study Area, will apply for grants from the Building Upgrades Fund. The Chinatown Partnership may enlist other community organizations to aid in the selection of grantees.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 1: Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive.

- Enable property owners to maintain and enhance their properties while preserving affordability.

Goal 3: Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood's identity and vibrancy.

- Provide economic support to retain long-time local businesses and serve their recovery needs.
- Enhance the appearance of retail storefronts and commercial properties.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods.
- Improve walkability through sidewalk, curb, and other pedestrian improvements.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment and a range of lifestyle assets to enjoy.

DECARBONIZATION STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

The benefits of creating the Building Upgrades Fund will include:

- Drive foot traffic and increase public safety: lighting and security cameras will enhance public safety, encouraging more pedestrian activity especially in the evening, driving foot traffic to small businesses who will also be encouraged to remain open later in the day. Moreover, façade improvements will encourage occupancy of commercial spaces that may be vacant due to a state of disrepair, further driving neighborhood visitation.
- Improving accessibility in Chinatown: accessibility improvements will not only help property owners avoid ADA litigation, but also make Chinatown more accessible to disabled people, who will be better able to live, work, and visit the neighborhood and contribute to its revitalization.

PUBLIC SUPPORT

Three separate project proposals were submitted by different entities in the DRI open call relating to building upgrades and improvements, speaking to the community’s need and desire for these structural renovations and upgrades.

Participants at Public Event 2 rated each of the previous DRI proposals as well-aligned with DRI goals. This was especially the case for “The Luminous Corridor Fund for Lighting and Security Cameras,” which was rated the most well-aligned with DRI goals among all proposals related to Building Upgrades. This reflects the community’s concerns regarding the rise of anti-Asian hate crimes, and the need for improvements that might combat those.

JOBS CREATED

N/A

PROJECT BUDGET AND FUNDING SOURCES

The sponsor requests \$1,000,000 in DRI funds for this project. A maximum of 10% of the funds (i.e., at most \$100,000) would be used for fund administration, while the remainder (i.e., at least \$900,000) would be granted to building owners or tenants. For each project, the building owner or tenant would be required to contribute at least 20% of the total project cost.

Sources of Funds	Amount
DRI	\$1,000,000
Private Match	\$200,000
Total	\$1,200,000

Uses of Funds	Amount
Program Administration	\$100,000
Building Upgrades	\$1,100,000
Total	\$1,200,000

FEASIBILITY AND COST JUSTIFICATION

The Chinatown Partnership is also affiliated with the Chinatown Business Improvement District (BID), which manages funds provided through assessments billed to property owners within the BID service area. The BID uses these funds to provide services such as street cleaning.

Building Facades: The Chinatown Partnership, in partnership with community organization Think!Chinatown, maintains a database of area property owners, small businesses, and tracks their needs through weekly dialogues and daily walks throughout the neighborhood. The Partnership will utilize their existing networks and understanding of property owners’ needs to conduct outreach to potential applicants to the Building Upgrades Fund.

Lighting Infrastructure and Security Cameras: The original sponsor of the previous DRI proposal The Luminous Corridor Fund for Lighting and Security Cameras provided a survey of Chinatown buildings and found that approximately 500 of 900 would benefit from upgrades to front entrance lighting and installation of a security camera system.

ADA Capital Improvements: Many Chinatown small businesses struggle to provide facilities that are accessible to elders and others with mobility challenges. Some have been sued under the Americans with Disabilities Act (ADA) for noncompliance, and settlements averaging \$25,000 each can cause financial hardship. A proactive approach to accessibility improvements could help community members and visitors access more shops and help small business owners avoid fines.

The range of costs for eligible types of improvements are based on precedent projects as well as quotes from local contractors and security camera installers.

The Chinatown Manpower Project, under the previous Building Façade Improvement & Energy Upgrade Fund proposal consolidated into this one, identified property owners within the DRI study area interested in façade and/or electrification improvements at 19, 21, 55, and 61 Mott Street, as well as 384 Grand Street. Given the age of many buildings in Chinatown, outreach by the Chinatown Partnership will likely yield additional property owners interested in funding for improvements.

REGULATORY REQUIREMENTS

New York City Department of Buildings permits for renovation and ADA capital improvements work

Depending on whether the building is landmarked, New York City Landmarks Preservation Commission approval for façade work

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The Chinatown Partnership will establish the structure of the fund administration immediately following the DRI award. After an initial period of program design and marketing, the Partnership will begin receiving applications for funds, and expects to disburse all DRI funds within three years of DRI award.

- **Month 1:** Establish legal structure for fund.
- **Month 2:** Finalize application and selection guidelines.
- **Month 3:** Launch marketing campaign for grant program.
- **Month 4:** Application period for grants.
- **Month 12:** Begin evaluation of applications received.
- **Month 36:** All grant funds disbursed.

Existing Conditions



Store owners at 68A Mott Street proposed a storefront improvement as a standalone DRI project proposal. While the project was ineligible to proceed in the DRI process because its funding request was not at least \$100,000, the building could apply for a grant for façade and other work from the Building Upgrades Fund.

BUILDING IMPROVEMENTS

16. Restore the Historic On Leong Merchants Association Building

The On Leong Merchants Association Building sits at the intersection of two commercial corridors in Chinatown. Restoring the building’s façade will make a major gateway into Chinatown more welcoming.



DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$258,000**
Total project Cost: **\$317,000**
DRI Funding Request as % of Total Project Cost: **81%**

PROJECT DESCRIPTION

The restoration of the historic On Leong Building will brighten and beautify this significant cultural asset located at the prominent intersection of Canal and Mott Streets. The improvements will include roof repair and painting; façade repair and painting; new balconies; lighting installations on top of the building to luminate the street; and security cameras to deter crime and combat the recent rise in anti-Asian hate.

The On Leong Merchants Association Building, located at the intersection of Canal and Mott Streets, is one of the most prominent and recognized buildings in Chinatown. Built in 1950, the building is known for its traditional Chinese architectural features, including the pagoda roof, historic balconies, and colorful columns. The building was designed by renowned architect Poy Gum Lee, who was born in New York City’s Chinatown in 1900 and designed other landmarks such as the Sun Yat-Sen mausoleum in Nanjing, China. It is a cultural landmark for the community, as well as for tourists and other visitors who come to Chinatown. The ground floor is occupied by local businesses including bakeries and a jewelry store, while the On Leong Merchants Association occupies its upper floors and prior to COVID-19 offered space for community social services such as flu shots and legal services. Its location at the intersection of two of Chinatown’s main commercial corridors means this building has an outside impact on

Image Source: Google Maps Street View

PROJECTS PROPOSED FOR DRI FUNDING

the neighborhood's character. However, the building has experienced deterioration and damage over the years that diminish the impact of this iconic structure.

On Leong Merchants Association proposes improvements to brighten and beautify their building. The improvements will include roof repair and painting; façade repair and painting; and new balconies. The sponsor also proposes adding more lighting on top of the building to illuminate Canal and Mott Streets, as well as installing security cameras to deter crime and combat the recent rise in anti-Asian hate.

Restoring the On Leong Merchants Association building will further DRI goals by enhancing the appearance of a retail building as well as a cultural and historic landmark at the corner of two major commercial corridors. Restoring a landmark will be a visitation driver that brings more people to Chinatown, not only as customers for neighboring small businesses, but also programming supported by improvements such as Improve Forsyth Plaza and East Broadway Triangle. The structure today already is a draw to tourists, who take pictures of its façade, and improvements will build upon this. The DRI Funds will also support longstanding family association, which faces many challenges today including limited revenue streams.

PROJECT LOCATION

83 Mott Street, corner of Canal Street

PROPERTY SPONSOR

On Leong Merchants Association will oversee all building improvements.

PROPERTY OWNERSHIP

On Leong Merchants Association owns the building.

CAPACITY

The On Leong Merchants Association was established in Manhattan's Chinatown in 1893. Headquartered in New York City and representing 13 other On Leong Merchants Associations across the United States, the organization's mission is to aid small businesses and community members in their vicinity. The organization has over 2,000 members, with 15 paid employee board members.

The project sponsor hosts quarterly meetings to discuss and evaluate events held by the organization, such as a charity event held to provide relief in the wake of an earthquake in Taiwan, as well as a meeting every two years with representatives from each On Leong Merchants Association across the country to share ideas and propose future programming. It also currently holds events open to the general public, such as free flu shot clinics and blood donation events. Previously, the project sponsor also held events providing pro bono legal advice on immigration and small business matters.

While its New York headquarters is the only property the project sponsor owns in New York, the organization owns additional properties across the United States. Many of the organization's members have experience with capital projects.

PROJECT PARTNERS

N/A

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 1: Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive.

- Enable property owners to maintain and enhance their properties while preserving affordability.

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.

Goal 3: Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood’s identity and vibrancy.

- Enhance the appearance of retail storefronts and commercial properties.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy

DECARBONIZATION STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

Physical improvements to the On Leong Merchants Association Building would bring several benefits to Chinatown, including:

- **Re-establish cultural landmark and increase visitation:** Physical improvements to the On Leong Merchants Association Building will help to restore the image of this iconic attraction and support greater foot traffic to the area.
- **Support community programming:** The building upgrades will allow the On Leong Merchants Association to offer increased community programming and services on the upper floors. Prior to the pandemic, the project sponsor held free flu shot events for the elderly, and pro bono legal clinics for immigrants, among other public events, in the upper floors of its building. The sponsor has indicated a desire to resume flu shot events and to work with community leaders to hold events.
- **Increase public safety:** The added lights and security cameras, in addition to the repaired façade, will provide residents and community members with a greater sense of security and safety, given the rise in anti-Asian hate crimes.

PUBLIC SUPPORT

Community residents have acknowledged that façade improvements can benefit the overall attractiveness of the neighborhood for locals and visitors, and that the On Leong Building is a historic icon with cultural value. The majority of LPC members agreed that this project was a high priority for investment.

JOBS CREATED

N/A

PROJECTS PROPOSED FOR DRI FUNDING

PROJECT BUDGET AND FUNDING SOURCES

The sponsor is requesting \$258,000 in DRI funds for the project:

Sources of Funds	Amount
DRI	\$258,000
On Leong Merchants Association*	\$59,000
Total	\$317,000

*Funds previously dedicated toward project's earlier phases.

Uses of Funds	Amount
Lighting + Security Cameras	\$52,000
Façade Repair + Stucco	\$61,000
Roof + Pagoda	\$74,000
Balcony Reconstruction	\$61,000
Painting + Caulking + Signs + Flagpole + Front Door	\$69,000
Total	\$317,000

FEASIBILITY AND COST JUSTIFICATION

Cost estimates for the renovation scope were provided by the sponsor's contractors and are in line with an expected budget for the proposed scope of work.

REGULATORY REQUIREMENTS

NYC Department of Buildings permits for renovation work

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

Upon award of DRI funds and after securing a New York City Department of Buildings work permit, construction is estimated to be completed within nine months.

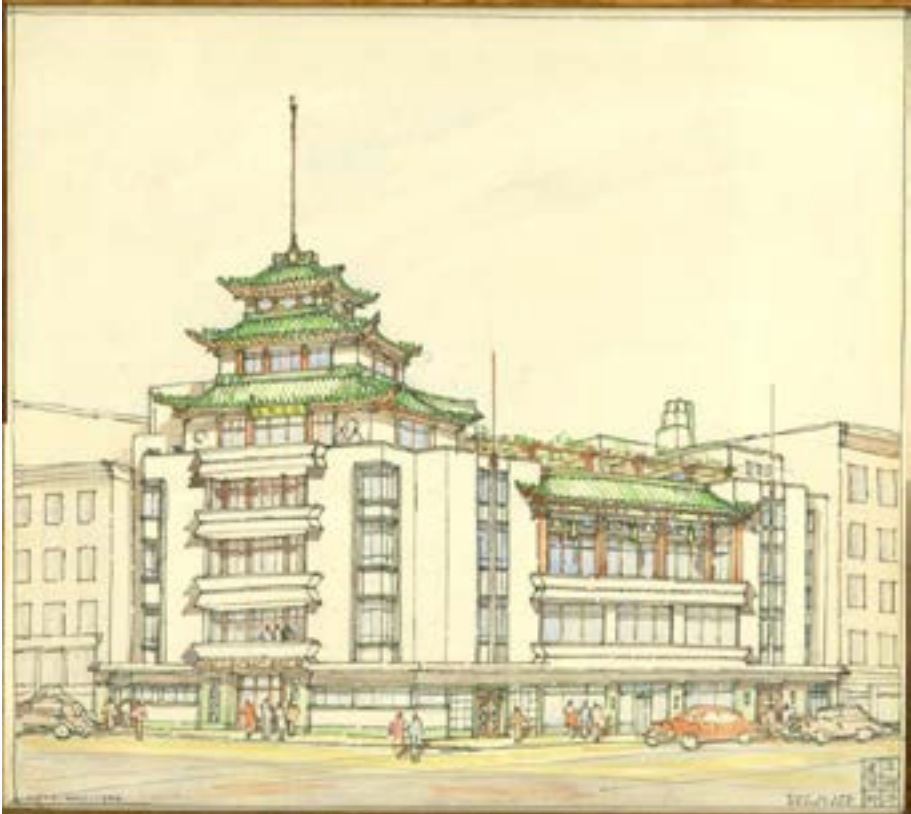
Existing Conditions



The On Leong Merchants Association Building sits at the intersection of two commercial corridors in Chinatown. Restoring the building's façade will make a major gateway into Chinatown more welcoming.

Precedents for Proposed Conditions

No images of proposed conditions are available. Please see below for images of precedent work.



Presentation drawing (1948) of the On Leong Merchants Association Building by Poy Gum Lee, the original architect.

PUBLIC ART & DIGITAL MARKETING

17. Create the Chinatown Art-Eries Public Art Fund



Community members view Think!Chinatown's "STAND-SPEAK-SHAPE" yarn mural installation project.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$600,000**
Total project Cost: **\$683,000**
DRI Funding Request as % of Total Project Cost: **88%**

PROJECT DESCRIPTION

Launching a grant fund focused on public art and cultural placemaking would create new opportunities for local artists and cultural organizations to expand their reach to residents, workers, and visitors in the area. The fund would bring fresh and exciting public art to the DRI Study Area's parks, plazas, and open spaces and through a community-driven artist and artwork review and selection process that invites local resident participation.

The Chinatown Art-Eries Public Art Fund will be a grant fund focused on public art and cultural placemaking that would create new opportunities for local artists and cultural organizations to expand their reach to residents, workers, and visitors in the area. The fund would bring fresh and exciting public art to the DRI Study Area's parks, plazas, and open spaces and be inclusive to a broad range of artistry and audiences. The art projects will be unique beacons in the neighborhood and New York City — attracting interest and involvement from across sectors. Grants would be awarded through a community-driven artist and artwork review and selection process that invites local resident participation. This process will be curated and managed by Think!Chinatown, rooted in the community and experienced in producing Chinatown-specific art which is more specialized than working in the broader context of AAPI art.

PROJECTS PROPOSED FOR DRI FUNDING

Specifically, the fund would support large-scale public art and placemaking installations developed by local artists and/or cultural organizations that will enliven public spaces and celebrate the cultural heritage and history of Chinatown and surrounding areas. Examples of eligible expenses may include artists' fees, materials, and equipment for interactive installations and sculptures, and murals that are accessible and free to the public.

The proposed Public Art Fund will be administered by Think!Chinatown. Think!Chinatown will solicit public art projects through an open call process advised by a local curator and guided by a panel of local artists and civic leaders. Think!Chinatown's team is rooted in the community and experienced in producing Chinatown-specific art, which is more specialized than working in the broader context of Asian American-Pacific Islander art. The selected public art will be reflective of the neighborhood – its history, environment, culture, and people. The location for each art piece will be selected based on the appropriateness to the artwork, accessibility to the public, safety, visibility, and security. Each year's artist residency will be supported by Think!Chinatown to facilitate community engagement opportunities, provide the artists with context and resources, and acquire necessary permits and permissions from relevant city agencies and private property owners.

Eligible applicants must propose projects within the Chinatown DRI Study Area. In total, the fund is expected to support the work of approximately 5 artists, featuring one artist residency per year for five years.

The lifespan and maintenance of public art piece will vary depending on the nature of the work itself, the medium, and the artist's intent. Cost and ease of maintenance will be a part of the evaluation criteria and will factor into the selection of artwork. Funds from outside sources are allocated in the project budget for maintenance, repair and upkeep. Think! Chinatown will work in partnership with the artist, owners/stewards of chosen sites and civic groups such as the Chinatown Rotary to develop a plan of maintenance for each public artwork. If the work is situated on DOT or Parks sites, the project sponsor will closely coordinate with their public art program staff. The projected duration of a piece would be 1 year to 10 years.

The public art enabled through the Art-Eries Fund will enliven the Chinatown streetscape for residents and visitors alike, celebrating the neighborhood's creativity and cultural heritage. While this is not on the scale of Christo's "The Gates," public art is a proven driver of visitation to an area, deepens the visitor experience, and increases spending. When combined with other DRI investments, the art will create a more attractive environment in which small businesses can thrive and community members can experience pride in their surroundings.

PROJECT LOCATION

Districtwide. Think!Chinatown will work with any sites identified through the DRI process, such as exterior wall surfaces for murals on privately owned buildings.

PROPERTY SPONSOR

Think!Chinatown will administer the fund.

PROPERTY OWNERSHIP

The sponsor anticipates receiving applications proposing installations on public and private sites and will require applicants to demonstrate required approvals for site use prior to sub-grant awards. From prior experience, Think!Chinatown will also prepare

to offer a menu of site opportunities for artists to engage with, such as exterior wall surfaces, plazas, street level storefronts, or park spaces.

CAPACITY

Think!Chinatown is a nonprofit organization founded in 2017 that seeks to foster intergenerational community through neighborhood engagement, storytelling, and the arts. It has seven staff members, including staff that speak Mandarin, Cantonese, Taishanese, and Fujianese.

The project sponsor has a record of creating artwork and other installations in public spaces, including:

- **Yarn Circle:** Think!Chinatown pulled together artists and community members to create a large-scale crocheted yarn mural for Columbus Park. The yarn mural has become a point of pride for locals and commands public respect, having not been vandalized in the year since installation.
- **Light Up Chinatown:** Think!Chinatown partnered with other community organizations to string colorful lantern lighting fixtures across Chinatown’s most iconic streets. Think!Chinatown support the artist curation and selection process.
- **Think!Chinatown’s Assembly Program:** Think!Chinatown teamed up with local architects, businesses, civic leaders, and volunteers to create code-compliant outdoor dining buildouts during the early months of the COVID-19 pandemic.
- **Think!Chinatown’s Arts Week:** Think!Chinatown repurposed an unused newsstand on Mosco at Mott Street as a community gallery, DJ booth, and arts installation.

Think!Chinatown’s public art projects have been celebrated by both local residents and visitors to Chinatown alike. Through Think!Chinatown’s many art commissions and four years of curating and producing festivals like Chinatown Arts Week, along with their board of director’s decades-long experience working in Chinatown’s cultural sphere, Think!Chinatown is well-connected to communities of Asian artists able to engage specifically with Chinatown.

Moreover, Think!Chinatown has identified arts organizations that can be engaged to consult on the execution of public art projects. These include groups with broad focuses, such as the Van Alen Institute, Urban Design Forum, Design Trust for Public Space, and Chashama. It also includes Asian American and Pacific Islander-specific arts groups, such as the Asian American Arts Alliance and Asian American Arts Centre.

In addition to this project, Think!Chinatown is the sponsor of Establish the Chinatown Cultural Welcome Center and a programming partner for Improve Forsyth Plaza and the East Broadway Triangle.

PROJECT PARTNERS

Depending on the location for public art installation, Think!Chinatown will work with the **New York City Department of Parks and Recreation, the New York City Department of Transportation, other relevant City agencies, and private property owners** to secure approvals for each project.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

PROJECTS PROPOSED FOR DRI FUNDING

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.
- Highlight the area’s multicultural heritage in public spaces.
- Promote public art.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy

DECARBONIZATION STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

Public art installations supported by the Art-Eries Public Art Fund will beautify Chinatown and make the neighborhood more welcoming. Specific benefits include:

- **Make Chinatown more attractive to pedestrian activity:** new public art will improve the aesthetics of its surroundings, attracting visitors to Chinatown that will also browse and shop at nearby small businesses and dine at local restaurants.
- **Provide opportunity to AAPI artists:** Think!Chinatown will provide Asian American artists opportunities to showcase their work and be paid for it, bolstering the creative sector in Chinatown.

PUBLIC SUPPORT

Community members and event participants surveyed at Public Event 2 rated this project as well aligned with DRI goals. This project has received majority support from the LPC as high priority for investment.

JOBS CREATED

The Art-Eries Public Art Fund will compensate one artist per year for their work for five years.

PROJECT BUDGET AND FUNDING SOURCES

Sources of Funds	Amount
DRI	\$600,000
Government & Foundation Funds	\$83,000
Total	\$683,000

Uses of Funds	Amount
Program Administration	\$60,000
Sub-Grants	\$540,000
Maintenance, Selection Panel, Add'l Administration*	\$83,000
Total	\$683,000

* Expense would be funded by government & foundation grants.

PROJECTS PROPOSED FOR DRI FUNDING

FEASIBILITY AND COST JUSTIFICATION

Think!Chinatown has a board designated reserve fund of \$100,000, in addition to over \$150,000 in unrestricted cash assets to finance the project prior to DRI reimbursement. Cost estimates for this project were based on prior art installation projects executed by Think!Chinatown. Think!Chinatown has committed \$83,000 of its existing grant funding from government and foundations to support the project.

REGULATORY REQUIREMENTS

If located on public property, public art installations will require approvals from city agencies such as the New York City Department of Transportation and New York City Department of Parks and Recreation.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The Art-Eries fund will operate on an annual basis for five years. The timeline for each year is as follows:

- **Month 1:** Consultant curator creates guidelines for public art open call, in collaboration with project sponsor, and open call is promoted.
- **Month 2:** Project sponsor runs open call for artists.
- **Months 3–4:** Finalists are interviewed, and artist is selected.
- **Month 5:** Project sponsor makes plans with artist for community engagement process, and makes feasibility determination as to proposed site.
- **Months 6–9:** Artists conduct community engagement process and permitting and insurance processes are initiated for finalized sites.
- **Months 9–11:** Production period for artist to complete the artwork.
- **Month 12:** Community celebration of completed work, and marketing campaign to generate interest and draw audience.
- **Month 16+:** Maintenance by artist (Process repeats to support 5 artists every year, for the next five years).

Previous Public Art Installations by Think!Chinatown & Inspiration from Elsewhere



Workshop participants taught or learned crocheting techniques and contributed to the “STAND-SPEAK-SHAPE” yarn mural installation.

PROJECTS PROPOSED FOR DRI FUNDING



Think!Chinatown was co-organizer of “Light Up Chinatown,” which installed hand-painted lantern light fixtures across several streets in the Chinatown core. Expansion of that project is another DRI proposal.



Community members participate in a lantern painting workshop. Their hand painted lanterns were installed across Chinatown as part of “Light Up Chinatown.”



Think!Chinatown also cites “Year of the Dog” installation in Boston by New York-based artist Risa Puno as inspiration. The project’s spinnable blocks are engraved with Chinese characters, as well as excerpts of memories and stories that the artist collected from people who live, work, or play near Boston’s Chinatown Park.

PUBLIC ART & DIGITAL MARKETING

18. Install Murals & Light Projection Art Throughout Chinatown



The “Stop Discrimin-Asian” mural by artist Alana Tsui, and light projection art by artist May Tsui, organized by Murals for Good.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$924,000**
Total project Cost: **\$1,024,000**
DRI Funding Request as % of Total Project Cost: **90%**

PROJECT DESCRIPTION

The installation of three large-scale painted wall murals, a light projection art installation, and 30 small-scale murals at prominent locations in Chinatown will allow Asian American and Pacific Islander (AAPI) artists the opportunity to showcase their work in Chinatown. Artwork will include innovative augmented reality (AR) light projection art, which does not exist anywhere in the city outside of Times Square or Fifth Avenue, that can serve as public art installations, enhancements to existing street lighting, and hubs for information sharing.

Even before the pandemic hit New York City, Chinatown saw a severe decline in foot traffic due to a false association of the neighborhood with contracting the COVID virus and a resulting rise in anti-Asian hate crimes. Public safety and perceptions of Chinatown are further harmed by dimly lit sidewalks and defaced buildings.

Murals for Good seeks to address these issues through a series of 40 small-scale murals on roll-up gates, as well as large-scale painted wall murals and light project art installations at three prominent locations in Chinatown. Asian American and Pacific Islander (AAPI) artists will be given stipends as well as the opportunity to showcase their work in Chinatown. The artwork will include innovative augmented reality (AR)

PROJECTS PROPOSED FOR DRI FUNDING

light projections, which do not exist anywhere in the city outside of Times Square or Fifth Avenue. In addition to public art installations, the projections can enhance existing street lighting and share information relevant to community members.

Murals for Good has secured the support of several neighborhood property owners as well as community-based organizations, including the Chinatown Business Improvement District (BID), and is in the midst of a decarbonizing paint study with artists who would participate in the creation of murals. The project sponsor intends to use “Graphenstone” or “Smog Armor” paint, every three to twelve gallons of which absorbs the CO2 equivalent of an adult tree and improves the thermal regulation of buildings, decreasing energy needs for heating and cooling.

This project furthers DRI goals through the installation of public art celebrating the area’s multicultural heritage. Visitors will come to see the new murals and light projection art, driving foot traffic into Chinatown. In addition, light projection art will enhance evening walkability and public safety, especially along more dimly lit corridors.

PROJECT LOCATION

Districtwide, including:

245 Canal Street, on Canal Street between Lafayette and Centre Streets:

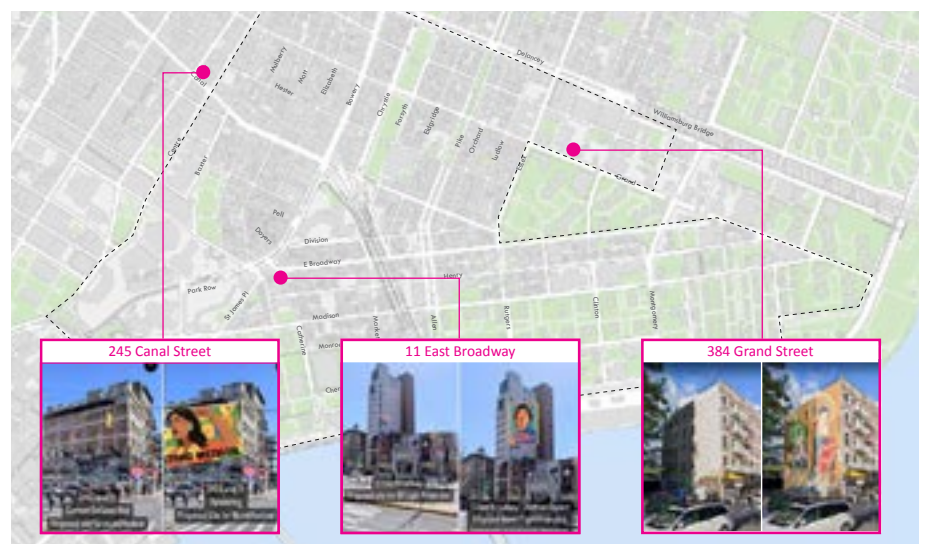
A 6,500 square-foot painted wall mural and 2,500 square-foot AR light projection, each covering five stories of the building.

11 East Broadway, on the corner of East Broadway and Catherine Street:

5,000 square-foot painted wall mural, covering four stories of the building.

384 Grand Street, on the corner of Grand and Suffolk Streets: A 2,500 square-foot painted wall mural covering, covering one and a half stories of the building.

In addition, Murals for Good is proposing painted murals on roll-down gates for storefronts not yet identified. The sponsor has budgeted for 10 roll-down gate murals that will each be 300 square feet in size, and 20 that will each be 500 square feet in size.



PROJECTS PROPOSED FOR DRI FUNDING

PROPERTY SPONSOR

Murals for Good will oversee execution of all murals and light projection art installations.

PROPERTY OWNERSHIP

The building owners at 245 Canal Street and 384 Grand Street has submitted letters of support and approvals to house the murals and light projections for 3+ years. The sponsor has engaged and received verbal approval from the owners of 11 East Broadway to support the project.

- **245 Canal Street:** China Buddhist Association
- **11 East Broadway:** 11 E. Group, LLC
- **384 Grand Street:** 384 Grand Street Housing Development Fund Company, Inc.

CAPACITY

Murals for Good is a nonprofit organization founded in 2021 and dedicated to curating and creating mural art that promotes equity, inclusion and belonging. Led by founder and CEO May Siu, the organization has murals distributed throughout New York City, and the organization’s young artists work with several poverty-fighting organizations that help make New York City more equitable.

Murals for Good has executed numerous mural projects. Past projects and unveiling events in Chinatown, which involved partnerships with AAPI artists and local businesses, include:

- **“Stop Discrimin-Asian”** at 44 Hester Street, between Essex and Ludlow Streets, a painted wall mural by artist Alana Tsui, and light projection art by Murals for Good founder May Tsui. The mural celebrates the culture and heritage of Fuzhounese Americans, and is on the gate of Macaron Parlour, a patisserie owned by a Fuzhounese-American. The mural’s unveiling was covered by Chinese-language media in The World Journal and Epoch Times.
- **“#WeAreBetterTogether Solidarity Mural”** at 384 Grand Street, on the corner of Suffolk and Grand Streets. Artist Miki Mu directed a group of young artists from the East New York neighborhood of Brooklyn. The mural seeks to bridge social, cultural, and equity gaps, and aims to make a statement about the importance of solidarity across different communities. Light projection art for this project was designed by Murals for Good founder May Tsui. The mural’s unveiling was covered by local English-language newspaper The Village Sun, and in Chinese-language The World Journal.
- **“Vote for Justice”** mural at 88 East Broadway, beneath the Manhattan Bridge, unveiled in June 2021 in partnership with the AAPI Democracy Project. Designed by artist Kent Yoshimura, the wall mural is based on the idea that just as crops must be rotated and healthy soil depends on a diversity of plants, citizens must effectively communicate and collaborate so that a diverse democracy may prosper.
- **“Spread Love: Stop Asian Hate”** at 160 Eldridge Street, on the corner of Delancey and Eldridge Streets. Designed by artist Bianca Romero, the wall mural spreads an anti-racist message acknowledging the Asian American community’s struggles while promoting unity, compassion, pride, and justice.

The organization also has a demonstrated record of coordinating teams to accomplish large-scale work. As part of the “Beautify NYC” initiative (of which the “Stop Discrimin-Asian” and “#WeAreBetterTogether Solidarity Mural” were a part), the project sponsor partnered with Carnegie Hall NeON Arts, and employed four artists and two diversity, equity, and inclusion specialists. May Siu, founder of Murals for Good, worked with zero pay full-time on this project.

Murals for Good also runs an art education program with a successful track record. For example, in just eight weeks, the organization trained youth artists to become the next generation of “Solidarity Ambassadors” who helped feed over 5,000 families and distribute over 7,000 hand sanitizers to seven community-based organizations throughout East New York, Harlem, and Queens.

PROJECT PARTNERS

Murals for Good will collaborate with local community organizations to select **local artists** to design and install murals and light projection art. The **Chinatown Business Improvement District** and **UA3 Now** will play a supporting role in the artist selection process.

The Chinatown Business Improvement District and **UA3 Now** will collaborate with Murals for Good to acquire site participation and approvals from building owners, as well as necessary permits. These organizations have assisted Murals for Good in the past with identifying sites and securing participation. The Chinatown Business Improvement District in particular is deeply involved in the project and has taken the lead on suggesting and securing locations for the proposed mural festival. Additionally, Murals for Good has gotten support from Trinity Church, Hamilton Madison House, Chinatown Buddhist Association, and more.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.
- Highlight the area’s multicultural heritage in public spaces.
- Promote public art.

Goal 3: Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood’s identity and vibrancy.

- Enhance the appearance of retail storefronts and commercial properties.

Goal 4: Create an attractive, active, and easy to navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods.
- Improve walkability through sidewalk, curb, and other pedestrian improvements.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment and a range of lifestyle assets to enjoy.

DECARBONIZATION STRATEGIES AND BENEFITS

Murals for Good intends to use Graphenstone paint, every 12 gallons of which absorbs the CO2 equivalent of an adult tree in one year. The paint also improves thermal regulation of buildings, reducing the need for fossil-fuel intensive heating/cooling.

PROJECTS PROPOSED FOR DRI FUNDING

ANTICIPATED REVITALIZATION BENEFITS

Installing murals and light projection art throughout Chinatown will make the neighborhood a more attractive, active, and easy to navigate place. Specific benefits include:

- **Make Chinatown more attractive to pedestrian activity:** The project sponsor will enhance public beauty by painting over graffitied/defaced building faces, making Chinatown appear more welcoming to visitors who can in turn support local businesses. The additional light provided by light projection art installations can encourage businesses to stay open, and shoppers to visit, later in the day.
- **Provide opportunity to AAPI artists:** Murals for Good will provide Asian American artists opportunities to showcase their work and be paid for it, bolstering the creative sector in Chinatown.
- **Draw visitors to Chinatown through an annual mural festival:** DRI funding will provide Murals for Good with the capital equipment that enables them to host an annual mural festival. Visitors will come back to the neighborhood each year to see the new art, driving foot traffic to local businesses.

PUBLIC SUPPORT

Participants at Public Event 2 rated this project as well-aligned with DRI goals, and several stakeholders have mentioned the need for more lighting and for more public art in the neighborhood. This project has received numerous letters of support from building owners who would potentially be involved in the project as well as neighborhood community-based organizations including the Chinatown Partnership, Chinatown BID, UA3 Now, Hamilton-Madison House, Henry Street Settlement, China Buddhist Association, and Trinity Church.

JOBS CREATED

All mural artists and installers will be paid for their work. The project sponsor's budget indicates an artist stipend of \$50 per hour, and that 60 hours of artist time will be necessary per 1,000 square feet of mural.

PROJECT BUDGET AND FUNDING SOURCES

Murals for Good is requesting \$924,000 for painted murals and light projection art. They will cover non-eligible DRI expenses such as programming and events with sponsorships.

Sources of Funds	Amount
DRI	\$924,000
Murals for Good & Chinatown Partnership	\$100,000
Total	\$1,024,000

Uses of Funds	Amount
Projections and Installation	\$603,000
Wall Prep	\$108,000
Painting and Installation	\$47,000
Artist Stipend	\$125,000
Lighting, Upkeep, and Utilities	\$68,000
Permitting and Insurance	\$37,000
Marketing & Branding	\$36,000
Total	\$1,024,000

**FEASIBILITY AND COST
JUSTIFICATION**

The project sponsor has completed approval and feasibility studies for all three locations and received equipment rental quotes. Sponsor is in the midst of a decarbonization paint study with artists who are committed to joining the mural festival.

Cost estimates are also informed by the sponsor’s prior experience. For instance, for work under the “Beautify NYC” initiative, Murals for Good was given a \$23,000 grant. They used this grant to produce a 300-square foot metal gate mural, an 800-square foot painted mural, and produced two unveiling events with 300-square foot light projection art for each.

REGULATORY REQUIREMENTS

- NYC Department of Buildings permit needed for minor renovations.
- NYC Department of Parks and Recreation permit for public art installations.
- Possible approval needed by NYC Landmarks Preservation Commission as proposal is located in a National Trust Historic District.

**TIMEFRAME FOR
IMPLEMENTATION AND
PROJECT READINESS**

Between Fall 2022 and May 2023: Because weather and temperature make murals difficult to paint in the winter, installation will not be able to begin immediately. Murals for Good will continue negotiations for site acquisitions as well as building relationships with participating artists.

September – November 2022

- Start acquiring permits with the help of the Chinatown Business Improvement District
- Solidify site acquisitions
- Begin compiling artists and art organizations to reach out to for potential muralists
- Begin artist reach-outs in November

December 2022 – February 2023

- Begin supplementary sponsor reach-outs for the festival (e.g., event collaborators, vendors, refreshment sponsorships for artists & festival attendees etc.)
- Artist selection process
- Lock in selected artists in mid-February. Provide orientation to artists and assign them locations

March – May 2023

- Finish sponsorship negotiations for paint and place orders.
- Prepare venues, including priming walls.

May – August 2023

- Festival launch timed to coincide with Asian Pacific Islander American Heritage Month
- Live mural painting process
- Projection installations
- Final week: Final Murals unveiling event

Prior Work



The “Solidarity” mural by, by young artists from East New York, Brooklyn and teaching artist Miki Mu.



The unveiling event for the “Solidarity” mural.



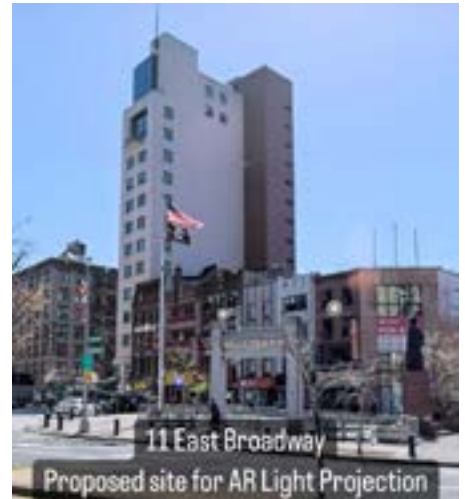
The unveiling event for the “Stop Discrimin-Asian” mural and light projection art.

PROJECTS PROPOSED FOR DRI FUNDING



Left to Right: The “Spread Love, Stop Asian Hate” mural by artist Bianca Romero, organized by Murals for Good; The unveiling event for the “Vote for Justice” mural by artist Kent Yoshimura, organized by Murals for Good.

Existing Conditions



Left to Right: Image of the existing wall at 245 Canal Street, as if viewed on a mobile social media app; Image of the existing wall at 11 East Broadway, as if viewed on a mobile social media app.



Screenshot of the existing wall at 384 Grand Street, image source: Google Maps.

PROJECTS PROPOSED FOR DRI FUNDING

Proposed Conditions



Left to Right: Illustrative rendering of mural/light projection at 245 Canal Street, as if viewed on a mobile social media app; Illustrative rendering of mural at 11 East Broadway, as if viewed on a mobile social media app.



Illustrative rendering of mural at 384 Grand Street.

19. Expand Light Up Chinatown



“Light Up Chinatown’s” existing lanterns provide evening lighting to Chinatown’s streets. Expanding their reach would enhance public safety throughout the neighborhood.

DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$689,000**
Total project Cost: **\$815,000**
DRI Funding Request as % of Total Project Cost: **85%**

PROJECT DESCRIPTION

The expansion of street lanterns into more parts of Chinatown over four phases will brighten the streets and encourage greater foot traffic. The first new phase would include adding lighting to six to eight blocks in Chinatown and refreshing the seven existing blocks. Locations and artistic themes for future phases would be determined by community input and feasibility recommendations from a selected vendor. Future phases could also include experimental artistic lighting such as standalone illuminated art installations and will use hardier materials to extend the life of the initiative.

The start of the COVID-19 pandemic was an especially dark and unsettling time in Chinatown with many businesses closed, people quarantined at home often with little access to food and increasing fear of anti-Asian violence and discrimination. In August 2020, a group of friends and neighbors came together with the simple idea to light up the streets of Chinatown. Through a community effort, the first installation of 250 artist-designed, hand-painted lanterns were hung in December 2020 on Mott Street from Canal to Pell Streets. The project injected new energy into the community and brought together residents, artists, community leaders, neighbors, and friends. It also garnered press from the New York Times, ABC, Time Out New York, and other media outlets. In the following year, with additional funds raised, Light Up Chinatown installed another 113 lanterns on

Image Source: Pearl River Mart

PROJECTS PROPOSED FOR DRI FUNDING

Bayard Street during the Lunar New Year celebrations in February 2021, and an additional 262 lanterns on Mulberry, Pell, and Doyers Streets during the Mid-Autumn Festival in September 2021. In a show of community solidarity, the Mulberry Street Chinatown lights met Little Italy's Feast of San Gennaro lights, just across Canal Street.

With DRI funding, Light Up Chinatown is looking to expand street lanterns into more parts of Chinatown over the course of four phases. The first new phase would include adding lighting to six to eight blocks in Chinatown and refreshing the seven existing blocks. Locations and artistic themes for future phases would be determined by community input and feasibility recommendations from a selected vendor. The group also proposes to experiment with more artistic lighting, including standalone illuminated art installations, particularly at storefronts, as well as hardier materials to extend the life of the initiative. Light Up Chinatown will not only improve street visibility and safety for residents, strengthen Chinatown's cultural identity, and attract tourists and visitors, but it will also continue to be a testament to community resilience.

PROJECT LOCATION

The new Phase 1 of Light Up Chinatown will include six to eight blocks: Elizabeth Street from Bayard Street to Hester Street (2 blocks), Bayard Street from Mott Street to Mulberry Street (1 block), Mott Street from Mosco Street to Chatham Square (1 block), and Mott Street from Canal Street to Hester Street (1 block). Pending funds and feasibility, it may also include expansion to East Broadway (1 double-wide block) and Division Street (1 block).

PROPERTY SPONSOR

Chinatown Partnership

PROPERTY OWNERSHIP

Chinatown Partnership and the Light Up Chinatown volunteer group will coordinate with and secure permission from all involved property owners and public agencies with jurisdiction.

CAPACITY

Chinatown Partnership, a local development corporation, was founded in 2006 to bring residents, business owners, and community groups together to rebuild Chinatown. The Chinatown Partnership promotes Chinatown as a neighborhood to live, work, and visit. The organization has a track record of successful programming and initiatives, such as:

- **Weekend Walks:** a street festival series, including celebrations of Asian American and Pacific Islander month, and holidays such as the Chinese mid-autumn festival
- **Lunar Stages:** outdoor film screenings
- **Explore Chinatown:** marketing initiative to promote Chinatown small businesses

The Chinatown Partnership also works together with the Chinatown Business Improvement District (BID), an affiliated entity, to operate its services and programs.

Asian Americans for Equality (AAFE) will advance funds to the Chinatown Partnership as needed to fund upfront installation costs ahead of DRI reimbursement.

PROJECT PARTNERS

As in prior phases, Light Up Chinatown will work with a wide range of community members and organizations to make the initiative a success. Light Up Chinatown proposes forming a board of directors that would include key individuals and representatives of several organizations, including:

- Chung Seto
- Pearl River Mart
- Chinese Chamber of Commerce
- New York Chinese Cultural Center
- Chinese Consolidated Benevolent Association
- Think!Chinatown
- Jenny Lam Low
- Feed Forward

STRATEGIES

.....
This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.
- Enhance the visibility and programming of cultural and historic sites and artists, especially those physically and culturally accessible to diverse local and regional communities.
- Highlight the area’s multicultural heritage in public spaces.
- Promote public art.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment and a range of lifestyle assets to enjoy.

DECARBONIZATION STRATEGIES AND BENEFITS

.....
Light Up Chinatown will make a best effort to use energy efficient LED lights for the project, depending on the availability and price of materials.

ANTICIPATED REVITALIZATION BENEFITS

.....
Light Up Chinatown will bring renewed energy into the Chinatown community. Specific benefits include:

- **Create brighter, better-lit streets:** Chinatown residents have long expressed concerns about Chinatown’s dark streets. Issues of safety and security has especially heightened during the pandemic with the rise of anti-Asian hate and violence. Light Up Chinatown will first and foremost improve the neighborhood’s lighting infrastructure.
- **Beautify Chinatown through cultural attractions:** Light Up Chinatown’s installations deeply involve local artists and AAPI cultural heritage themes. The first lanterns were hand-painted by community artists. The lanterns on Doyers Street incorporated yellow to celebrate the harvest moon during the Mid-Autumn Festival. The lanterns became an instant tourist attraction and social media sensation. The expansion of

PROJECTS PROPOSED FOR DRI FUNDING

Light Up Chinatown will continue to drive visitors to the area, supporting the many small businesses and restaurants in Chinatown.

- **Unite Chinatown community stakeholders:** Light Up Chinatown has been a huge community endeavor, bringing together over 15 organizations and partners and coordinating with stakeholders in Little Italy. This effort will continue to unite community partners across disciplines, generations, and backgrounds.

PUBLIC SUPPORT

Prior Light Up Chinatown initiatives received extremely positive feedback from residents, businesses, and other stakeholders. Due to the strong public support that this project has received, LPC recommended that the project be considered for DRI funding.

JOBS CREATED

N/A

PROJECT BUDGET AND FUNDING SOURCES

The sponsor is requesting \$689,000 for additional phases of Light Up Chinatown.

Sources of Funds	Amount
DRI	\$689,000
Donations	\$95,000
Skidmore, Owings & Merrill Consulting (In-Kind Donation)	\$31,000
Total	\$815,000

Uses of Funds	Amount
Lighting & Installation	\$518,000
Artistic Lighting (Phase 3)	\$105,000
Consulting - Lighting, Design, Implementation	\$79,000
Curator & Artists' Fees	\$33,000
Non-Lighting Materials & Production	\$33,000
Restoration for Existing Blocks	\$27,000
Marketing & Branding	\$20,000
Total	\$815,000

FEASIBILITY AND COST JUSTIFICATION

Cost estimates were determined based on Light Up Chinatown’s prior installations in 2020 and 2021. The sponsor has secured \$95,000 to date through donations from small donors via Send Chinatown Love and GoFundMe, as well as from Chase Bank, Con Edison, Will Smith, the Chu Family and UDO. The group expects to raise an additional \$100,000 in private funding including from potential organizations such as Microsoft, Amazon, Uber, and JPMorgan. These funds could support the initiative’s expansion and longevity.

REGULATORY REQUIREMENTS

Light Up Chinatown will meet with NYC DOT representatives to ensure all designs meet the City’s ordinances and requirements and will work with licensed and vetted vendors to obtain the necessary insurance and permits from City agencies, including NYC DOT.

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

The project can begin as soon as DRI funds are awarded.

- **Months 1–3:** Refresh existing street installations with the current vendor, engage consultant (SOM), and establish bylaws and scope of work of subcommittees.

PROJECTS PROPOSED FOR DRI FUNDING

- **Months 4–6:** Community outreach for Phase 1, launch open call for artists, publish RFP for vendors.
- **Months 7–9:** Select vendor, acquire permitting and permissions, finalize locations of Phase 1, select artists.
- **Months 10–12:** Finalize designs and fabrication, create promotion, marketing, and fundraising, execute installations & launch; target September 2023 Mid-Autumn Festival or December 2023 Holiday Season.
- **Years 2–4:** Through community outreach and feasibility studies, expand to additional blocks and other forms of lighting to complement hanging lanterns.

Prior Initiatives



Lantern light fixtures were strung over Chinatown streets in the neighborhood’s core as part of the “Light Up Chinatown” initiative. The DRI project proposal would expand these fixtures to more streets within the Chinatown DRI Study Area.

Existing Conditions



Screenshot of existing streetscape on Elizabeth Street between Bayard Street and Canal Street.

Image Source: Wikimedia Commons User D. Yack (top); Google Earth (bottom)

PROJECTS PROPOSED FOR DRI FUNDING



Screenshot of existing streetscape on Bayard Street between Mott Street and Mulberry Street.



Screenshot of existing streetscape on Mott Street between Mosco Street and Chatham Square.



Screenshot of existing streetscape on Mott Street between Canal Street and Hester Street.

Image Source: Google Earth

Precedent for Proposed Conditions



Light Up Chinatown's" existing lanterns provide evening lighting to Chinatown's streets. Expanding their reach would enhance public safety throughout the neighborhood.

PUBLIC ART & DIGITAL MARKETING

20. Launch Meet Chinatown Local Business Directory App

Concept art showing the welcome screen when the user first opens the Meet Chinatown app. Users within the Meet Chinatown app will be able to track “Marketplace” rewards points, as well as frequently visited and first visits to small businesses within Chinatown.



DRI FUNDING REQUEST AND TOTAL PROJECT COST

Total DRI Funds: **\$300,000**
 Total project Cost: **\$448,000**
 DRI Funding Request as % of Total Project Cost: **67%**

PROJECT DESCRIPTION

This free and accessible digital platform for small businesses, locals, and tourists will encourage greater exploration and (re)discovery of Chinatown. The app will provide an accurate representation of all small businesses in Chinatown, removing the burden on small businesses to finance, build, and maintain a digital presence. DRI funds will be used to support app development.

Among other disadvantages, Chinatown’s small businesses struggle to digitize and market themselves. For instance in 2020, only 3% of Mastercard transactions were digital in Chinatown, compared to 25% in New York City overall. 57% of the sponsor’s “Longevity Fund” grant applicants do not have social media, and 67% do not have a website. Even if they do, it is often poorly maintained. Legacy businesses also often have difficulties using technology. 47% of Chinatown businesses opened more than 10 years ago surveyed by the organization indicated using technology was a top challenge, compared to just 7% of businesses that opened less than 10 years ago.

Chinatown small businesses’ struggle to digitize has had consequences. Many suffer from negative reviews, and lacking a digital presence, cannot defend their own narrative. They also experience poor search engine optimization (meaning they are

less likely to appear early or at all in an online search result), hampering the ability of new customers to find them online.

Welcome to Chinatown proposes to address these problems with Meet Chinatown, a free and accessible digital platform for small businesses, locals, and tourists that will encourage greater exploration and (re)discovery of Chinatown.

The app will have the following features for consumers:

- View, search, and filter the directory without an account, creating a one-stop shop to search through the neighborhood's many small businesses in an easy-to-search format
- View the business location on a map and receive directions to the business based on user's current location
- Business content including service offerings, photos, and spotlights from Welcome to Chinatown
- Users can ("like") their favorite menu items and small businesses

The app will have the following features for small businesses (login required):

- Access their business profile and update information, allowing small businesses to tell their own story
- View data on consumer interaction, generating insights for small businesses about their customer base and how to improve their business
- Share promotions and incentives for consumers, driving new store visits, customer acquisition, and repeat visits

The app will also feature a community-based loyalty program that promotes customer loyalty of Chinatown small businesses that rewards users in the app by completing interactions. It will:

- Reward individual patronage, patronage of Chinatown's network of small businesses, and support of Welcome to Chinatown
- Create challenges to gamify the experience
- Periodically update prize offerings
- Pair Meet Chinatown businesses with brands for activations (e.g., advertising space, trialing new products, and limited product releases)
- Offer exclusive access to Welcome to Chinatown-produced events

The project sponsor is also exploring ways to integrate the Meet Chinatown app into physical wayfinding. For instance, Meet Chinatown advertising of a small business on LinkNYC terminals would feature a scannable QR code that opens the app and directs users to that business.

The project sponsor would be responsible for working with business owners and keeping the platform updated. The sponsor has an alpha version currently available at www.meetchinatown.com and will leverage existing partnerships with Resy, The Infatuation, NYC Go, and others to promote the platform.

The Meet Chinatown app will further DRI goals by providing an easy-to-use platform that promotes visitation to Chinatown's many small businesses, including through digital wayfinding. It will also provide Chinatown's small businesses resources to support their recovery and long-term sustainability.

PROJECTS PROPOSED FOR DRI FUNDING

PROJECT LOCATION

The Meet Chinatown app will feature businesses across the Chinatown DRI study area.

PROPERTY SPONSOR

Welcome to Chinatown will oversee app development and ongoing data updates.

PROPERTY OWNERSHIP

N/A

CAPACITY

Welcome to Chinatown is a nonprofit organization founded in 2020 that supports Manhattan Chinatown small businesses. Led by co-founder Victoria Lee, the organization has put over \$1 million back into neighborhood small businesses through grantmaking, pro bono merchandise design services, and other mission-driven activities. Over 200 volunteers have contributed to the organization's mission since its founding. All the sponsor's July 2020-February 2021 small business grant recipients remained open as of January 2022. The organization's leadership has received the following awards in recognition of their work: City & State Power of Diversity: Asian 100 and the New York Knicks Sweetwater Award. New York State Senator Brian Kavanagh and former New York City Councilmember Margaret Chin have also recognized the organization for its achievements.

Welcome to Chinatown has already released an alpha (preliminary) web-based version of the Meet Chinatown app. It lists over 200 small businesses and includes features from celebrities like fashion designer Phillip Lim, comedian Ronny Chieng, chef and food writer Hetty McKinnon, and social media influencer New York Nico. The launch of the alpha version was kicked off with a 14-day campaign that saw 13,000 users, 14,000 sessions, and an average session time of two minutes and twenty-two seconds, demonstrating demand for an app like Meet Chinatown. The project sponsor is seeking DRI funding to build on the success of the alpha version to include a mobile app, and features including digital wayfinding and a customer loyalty program.

Welcome to Chinatown can market the app to its almost 40,000 Instagram followers, over 10,000 TikTok followers, and over 2,000 email newsletter subscribers. The project sponsor also has existing partnerships to promote the Meet Chinatown app with:

1. **Resy**, an online restaurant reservation platform
2. **The Infatuation**, a New York-based restaurant recommendation website
3. **NYC & Company**, the New York City government's tourism arm

In addition to this project, Welcome to Chinatown is the sponsor of the Open a Small Business Innovation Hub proposal.

PROJECT PARTNERS

Small Business Outreach: Welcome to Chinatown will partner with the Chinatown Business Improvement District and the New York City Department of Small Business Services to conduct small business outreach. These organizations will direct small businesses to the project sponsor to be onboarded to Meet Chinatown.

Marketing: Welcome to Chinatown will leverage its existing partnerships with Resy, The Infatuation, and NYC & Company to promote the Meet Chinatown app and grow its user base.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown’s role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.

Goal 3: Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood’s identity and vibrancy.

- Provide economic support to retain long-time local businesses and serve their recovery needs.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Strengthen connections between the Chinatown historic core and the surrounding neighborhoods.
- Improve wayfinding and signage to establish consistent visual guides across the neighborhood.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Create a pro-growth, pro-jobs environment

- Mobilize support for small businesses
- Expansion of the food and tourism industries
- Advancing opportunities for MWBE firms

DECARBONIZATION STRATEGIES AND BENEFITS

N/A

ANTICIPATED REVITALIZATION BENEFITS

Meet Chinatown’s app will not only improve its users’ experience of Chinatown as a neighborhood, but it will drive foot traffic to Chinatown and empower small businesses with customer data. Specific benefits include:

- **Improve patron experience:** The Meet Chinatown app will consolidate Chinatown’s wide array of small businesses in an easy-to-search format with key information (e.g., cash only) that will improve the experience of patrons, especially tourists.
- **Encourage digitization by small businesses:** Meet Chinatown will create an all-encompassing marketing and digitization strategy for the neighborhood’s small businesses, which represent 94% of all local businesses. It will, over time, also demonstrate the benefits of digitization and encourage efforts like the creation of a website and social media profiles to improve marketing efforts.
- **Drive foot traffic to Chinatown small businesses:** Meet Chinatown will raise the profile of the neighborhood’s small businesses — especially those that might be less prominent due to lack of a digital presence — and create “FOMO” (fear of missing out), attracting visitors looking for the next great restaurant entrée or specialty product. Digital wayfinding will also improve connectivity between Chinatown and an international tourist hub — the Brooklyn Bridge — bringing customers in.
- **Create data-driven insights for small businesses:** Meet Chinatown’s app-based loyalty program will pair user profile and business check-in data. This will create powerful data-driven insights for small businesses, who will be better able to understand their customer base.

PROJECTS PROPOSED FOR DRI FUNDING

PUBLIC SUPPORT

Participants at Public Event 2 rated this project as well aligned with DRI goals and several stakeholders mentioned the importance of local businesses improving their online presence. The majority of LPC members considered this project high priority for DRI investment.

JOBS CREATED

- No jobs created directly through DRI funding
- Development of the Meet Chinatown app will enable the project sponsor to hire 1 full-time product manager

PROJECT BUDGET AND FUNDING SOURCES

The sponsor is requesting \$300,000 in DRI funds to support the development of Meet Chinatown:

Sources of Funds	Amount
DRI	\$300,000
Welcome to Chinatown (secured)	\$148,000
Total	\$448,000

Uses of Funds	Amount
Alpha Version	\$28,000
Full Platform Buildout	\$420,000
Total	\$448,000

FEASIBILITY AND COST JUSTIFICATION

Welcome to Chinatown received cost estimates from multiple app development companies.

They have also secured additional funding (\$148,000) to support the development of Meet Chinatown beyond the requested DRI amount.

REGULATORY REQUIREMENTS

N/A

TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

Welcome to Chinatown intends to have a beta version of the Meet Chinatown app ready by Q4 2022, and a full launch by Q2 2023 based on feedback from the beta version.

Pre-development (6–8 weeks): For planning, feature documentation, and UX exploration

Development (28–30 weeks): Estimated based on results from pre-development

Proposed Conditions



Concept art illustrating that small businesses will be able to open and maintain profiles on the Meet Chinatown app.

The project sponsor is exploring ways to integrate their app into physical wayfinding. This concept art shows one implementation: scannable QR codes on LinkNYC terminals that open the app's digital wayfinding features.

Section VI
NON-DRI
FUNDED
PRIORITY
PROJECTS

NON-DRI FUNDED PRIORITY PROJECTS

In addition to the projects proposed for DRI funding, the LPC voted to include 4 additional projects in the Strategic Investment Plan that are not recommended DRI funding, but nonetheless are priorities for communities in Chinatown and the surrounding area. While the following projects may not be appropriate for DRI funding due to

feasibility, eligibility, timing, or other factors, they garnered a meaningful amount of community support and demonstrated potential to revitalize the area. The inclusion of such projects in the Strategic Investment Plan is meant to encourage further consideration in future planning efforts and investments in Chinatown.

Non-DRI Funded Priority Projects

Project Title	Project Description	Page No.
Install Sound Attenuation Improvements on the Manhattan Bridge	The installation of a comprehensive sound mitigation system beneath the Manhattan Bridge at Division Street through acoustic panels will reduce sound pollution generated by bridge traffic.	VI-214
Redesign the Canal Street Triangle	Improvements to the pedestrian triangle bounded by Canal, Walker, and Baxter Streets will support wayfinding and pedestrian foot traffic. The preliminary scope of work involves replacing the existing tourism kiosk with a digital display and enhancing the public space with new plantings and permeable paving while preserving existing Ginkgo trees, adding seating, and installing new lighting.	VI-217
Restore Columbus Park	Building on planned City improvements to Columbus Park, which is heavily used by DRI Study Area community members, including many older residents, additional improvements to modernize and restore the upper portion of the historic limestone pavilion, improve lighting, enhance accessibility, and add shade features will ensure that the space can be used for community programming and events.	VI-221
Install Ping Pong Tables on the East River Waterfront	The installation of permanent ping pong tables along the East River Promenade, where many seniors gather in the morning to exercise, will support community building and social activity.	VI-223

Install Sound Attenuation Improvements on the Manhattan Bridge



TOTAL PROJECT COST

Total Project Cost: **\$1,762,000**

PROJECT DESCRIPTION

The installation of a comprehensive sound mitigation system beneath the Manhattan Bridge at Division Street through acoustic panels will reduce sound pollution generated by bridge traffic.

The Manhattan Bridge, opened in 1909, carries four subway lines and over 75,000 motor vehicles, including trucks, per day. It also crosses the southern portion of the Chinatown DRI study area, running above or alongside hundreds of residences and businesses, as well as schools, parks, and other community spaces. The bridge is a significant source of noise pollution. In addition to a constant drone, each time the subway crosses the bridge, the loud rumble can be heard from several blocks away. Researchers from the Center for the Study of Asian American Health and the New York University Tandon Center for Urban Science and Progress determined that residents around the Manhattan Bridge area of Chinatown are regularly exposed to noise levels that may exceed 85 decibels, a commonly cited threshold for hearing damage if exposure is prolonged. In addition to health impacts, noise pollution can repel people from the Manhattan Bridge area, eroding pedestrian connectivity between two sections of the community and driving away foot traffic from local businesses.

This project would install engineered acoustic panels that incorporate a design relevant to Chinatown’s identity and mitigate noise pollution. Additionally, there are

NON-DRI FUNDED PRIORITY PROJECTS

opportunities for general space improvement. Elderly residents have expressed a desire for areas to sit and rest while doing their shopping, and strategic installation of urban furniture can support area produce vendors as well as nighttime programming.

PROJECT LOCATION

The underpass of the Manhattan Bridge, especially at East Broadway and Division Streets.

PROPERTY OWNER/ PROJECT SPONSOR

The New York City Department of Transportation owns, operates, and maintains the Manhattan Bridge, and would oversee the project.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 2: Strengthen Chinatown's role as a cultural home and destination for many AAPI communities and New Yorkers more broadly, supporting a new economic engine.

- Invest in visitation drivers that increase foot traffic and spending, including new places to showcase local arts and culture.

Goal 3: Support local small businesses and the next generation of entrepreneurs that are integral to the neighborhood's identity and vibrancy.

- Provide economic support to retain long-time local businesses and serve their recovery needs.
- Support street vendors without compromising pedestrian safety or traffic congestion.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods.
- Strengthen connections between the Chinatown historic core and the surrounding neighborhoods.
- Improve walkability through sidewalk, curb, and other pedestrian improvements.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Invest in systems that are essential to quality of life, such as noise pollution mitigation

Invest in the future

- Modernize the region's infrastructure, including public transit and bridges

ANTICIPATED REVITALIZATION BENEFITS

Noise attenuation measures would significantly reduce the impact of subway and motor vehicle traffic along the Manhattan Bridge. Specific benefits include:

Increased foot traffic: Noise pollution makes the area immediately surrounding the Manhattan Bridge unwelcoming. Mitigating those impacts would encourage more and longer visitation to neighborhood small businesses, bolstering their recovery. It would

NON-DRI FUNDED PRIORITY PROJECTS

also encourage local pedestrian traffic in the area, enhancing public safety, especially in the evening.

Improved public health: Area residents are exposed to noise levels exceeding the threshold for hearing damage daily. Noise mitigation on the Manhattan Bridge would improve area health outcomes

Redesign the Canal Street Triangle



The existing Canal Street Triangle.

PROJECT DESCRIPTION

Improvements to the pedestrian triangle bounded by Canal, Walker, and Baxter Streets will support wayfinding and pedestrian foot traffic. The preliminary scope of work involves replacing the existing tourism kiosk with a digital display and enhancing the public space with new plantings and permeable paving while preserving existing Ginkgo trees, adding seating, and installing new lighting.

The Canal Street Triangle sits at a major gateway to Chinatown. Many tourists walk over from the subway stations located further west along Canal Street or from SoHo, and the Canal Street Triangle is among the first things to greet them, especially if they are headed to Chinatown’s historic core. The Triangle, however, is underutilized and lacks seating and other elements, and pedestrians usually pass through it quickly. The New York City Department of Transportation previously made a request for proposals to install public art at the Canal Street Triangle. However, stakeholders rejected the proposed design as unrepresentative of the Chinatown and Little Italy communities and requested that a redesign focus on spatial organization and function rather than sculptural iconography.

The New York City Department of Transportation created a preliminary scope of work for this project. It would involve replacing the existing, underutilized tourism kiosk with a digital display, as well as adding new plantings, permeable paving, and the addition of seating and lighting fixtures. The existing Ginkgo trees would be preserved.

NON-DRI FUNDED PRIORITY PROJECTS

PROJECT LOCATION

The pedestrian triangle bounded by Canal, Walker, and Baxter Streets.

PROPERTY OWNER/ PROJECT SPONSOR

The New York City Department of Transportation owns and has jurisdiction over the Canal Street Triangle and would oversee the project.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods.
- Enhance public parks and open spaces to create new opportunities for multigenerational recreation, leisure, and cultural programming.
- Strengthen connections between the Chinatown historic core and the surrounding neighborhoods.
- Improve wayfinding and signage to establish consistent visual guides across the neighborhood.
- Improve walkability through sidewalk, curb, and other pedestrian improvements.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents a highly livable, safe and comfortable environment

ANTICIPATED REVITALIZATION BENEFITS

Improvements to the Canal Street Triangle would enhance and make more welcoming a major pedestrian gateway to Chinatown. In addition to providing area residents new opportunities for leisure, renovations would also draw more foot traffic to Chinatown small businesses and bolster their recovery efforts.

Existing Conditions



Project location is highlighted in red.



View of Canal Street Triangle from the corner of Baxter and Walker Streets.

Proposed Conditions

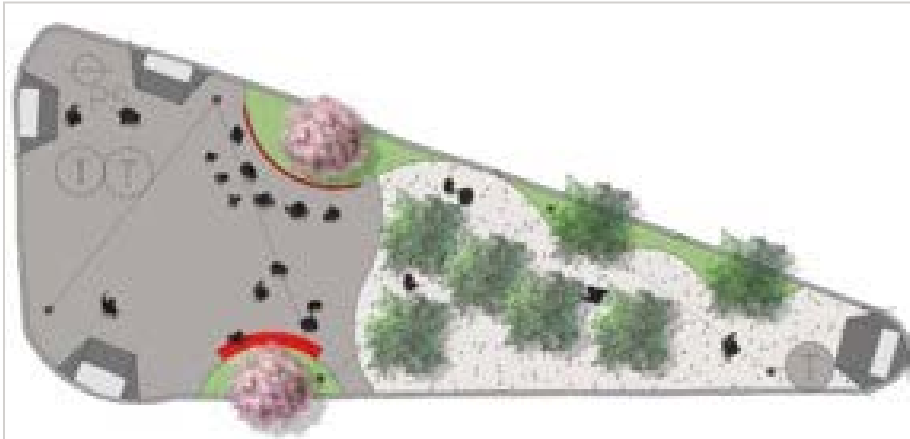


Image Source: NYCDOT

NON-DRI FUNDED PRIORITY PROJECTS



Architectural renderings of the New York City Department of Transportation's preliminary scope of work for improvements to the Canal Street Triangle from birds-eye, elevated, and street-level perspectives.

Restore Columbus Park



TOTAL PROJECT COST

Total Project Cost: **\$1,410,000** (estimate for improvements to upper level of pavilion)

PROJECT DESCRIPTION

Building on planned City improvements to Columbus Park, which is heavily used by DRI Study Area community members, including many older residents, additional improvements to modernize and restore the upper portion of the historic limestone pavilion, improve lighting, enhance accessibility, and add shade features will ensure that the space can be used for community programming and events.

Columbus Park is a heavily used public park within the Chinatown DRI study area, especially popular with neighborhood seniors. Any investments in the park would build upon a 2006 restoration of the pavilion as well as planned work to restore the park's pavilion structure. While a broad array of improvements could be considered, a DRI proposal suggested modernizing and restoring the upper portion of the historic limestone pavilion, improving lighting, enhancing accessibility, and adding shade features to ensure that the space can be used for community programming and events.

PROJECT LOCATION

Columbus Park, bounded by Baxter, Bayard, Mulberry, and Worth Streets

**PROPERTY OWNER/
PROJECT SPONSOR**

The New York City Department of Parks and Recreation owns and manages Columbus Park and would oversee the project.

STRATEGIES

This project aligns with the following Chinatown DRI goals and strategies:

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance existing cultural landmarks and attractions as well as establish new symbolic gateways that contribute to the visibility of Chinatown and the surrounding neighborhoods.
- Enhance public parks and open spaces to create new opportunities for multigenerational recreation, leisure, and cultural programming.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy

**ANTICIPATED
REVITALIZATION BENEFITS**

.....

This project would improve Columbus Park as a neighborhood hub. Lighting improvements would enhance public safety and encourage greater evening use. Shade features would make the park more usable, especially for seniors and others who may not be able to stay outdoors in elevated temperatures for long periods. Restoration of the park’s pavilion would restore its structural integrity and support its use for events and programming further into the future. And improvements overall would raise Columbus Park’s stature as a destination (for instance, a place to eat takeout), driving foot traffic to Chinatown and aiding small business recovery.

.....

Install Ping Pong Tables on the East River Waterfront



Community members enjoy a game of ping pong on a table permanently installed in Columbus Park.

TOTAL PROJECT COST

At least \$20,000, based on estimated 2021 cost of purchasing and installing a new outdoor ping pong table at Columbus Park.

PROJECT DESCRIPTION

The installation of permanent ping pong tables along the East River Promenade, where many seniors gather in the morning to exercise, will support community building and social activity.

Ping pong is a popular sport in Chinatown — the permanent ping pong tables installed in Columbus Park are in heavy demand when the weather is suitable for it. Ping pong is also an important activity as it keeps older generations active and social.

Chinatown ACE proposed to install additional ping pong tables across the street from 253 South Street, along the East River Waterfront. This location was identified by the sponsor as many seniors already gather there in the morning to exercise across from Hamilton-Madison House, a community-serving non-profit.

PROJECT LOCATION

Chinatown ACE identified a section of the East River Waterfront Esplanade, across the street from 253 South Street, between Pike Slip and Rutgers Slip, as a potential location. However, potential winds coming off the East River would need to be addressed, and a final site would require community input.

NON-DRI FUNDED PRIORITY PROJECTS

**PROPERTY OWNER/
PROJECT SPONSOR**

This proposal was sponsored by Chinatown ACE (Arts, Culture, & Events), a team of creatives who have familial roots in Chinatown, live in Chinatown, and/or work in Chinatown.

STRATEGIES

The project would be implemented by the New York City Department of Parks and Recreation, which has jurisdiction over the East River Waterfront Esplanade. This project aligns with the following Chinatown DRI goals and strategies:

Goal 1: Preserve Chinatown as a safe, welcoming, and affordable neighborhood where a multigenerational mix of residents and workers from diverse backgrounds can thrive.

- Encourage services that support residents of all backgrounds including parents, children, seniors, and immigrants.

Goal 4: Create an attractive, active, and easy-to-navigate public realm that improves connections within Chinatown and to surrounding communities.

- Enhance public parks and open spaces to create new opportunities for multigenerational recreation, leisure, and cultural programming.

In addition, this project aligns with the following goals of the New York City Regional Economic Development Council (NYC REDC):

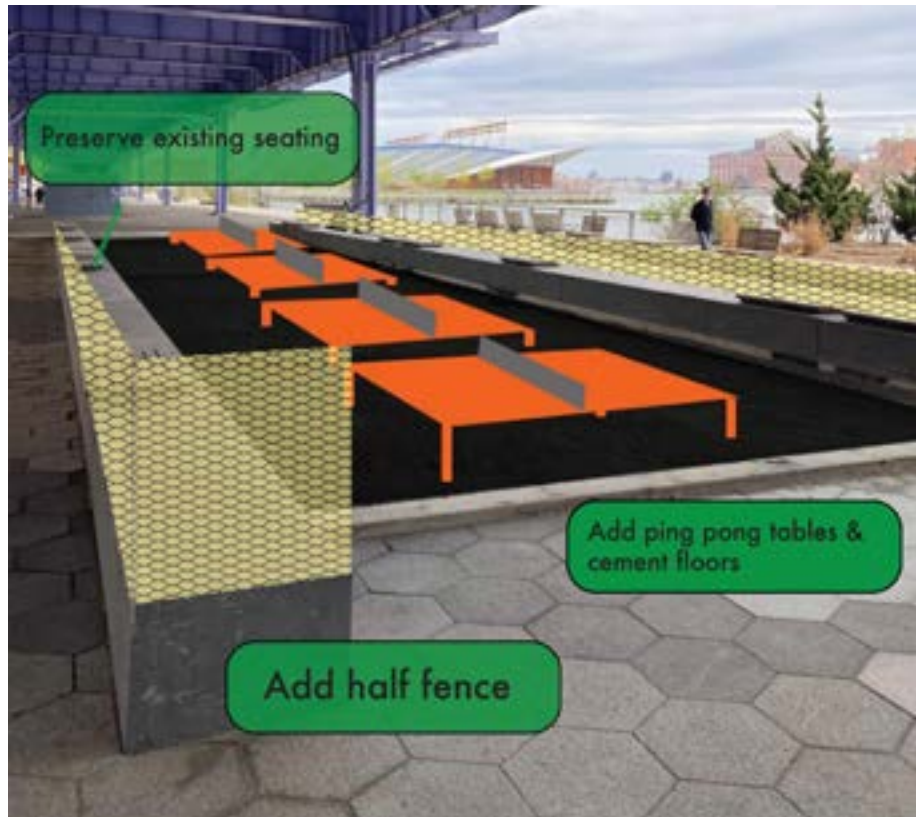
Improve quality of life

- Provide residents with a highly livable, safe, and comfortable environment with a range of lifestyle assets to enjoy
-

**ANTICIPATED
REVITALIZATION BENEFITS**

Additional ping pong tables would create new opportunities for recreation for community members and would draw additional visitors to the East River Waterfront, driving foot traffic to neighboring small businesses as well.

Proposed Conditions



A rendering shows a proposed design for a ping pong table installation along the East River waterfront.

CHINATOWN
Downtown Revitalization Initiative
Strategic Investment Plan

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Prepared for New York State
Downtown Revitalization Initiative
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