



**CHINATOWN
PARTNERSHIP**
LOCAL DEVELOPMENT CORPORATION
華埠共同發展機構

REJUVENATE 復原 ■ RECONNECT 重建 ■ REINVENT 重新



Chinatown in Our Mind

A Dialogue with Asian American Research Institute

華埠在我們的印像中 研討會

Presented by the Chinatown Partnership LDC • 華埠共同發展機構

February 1, 2008

The Future is in Your Hands
華埠前途在您手中



Mulberry Street 1900 – Old and New



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改善



In 1842, Charles Dickens paid a visit to the infamous 5-Points (area around Columbus Park in Chinatown today):

The Future is in Your Hands
華埠前途在您手中



This is the place [Five Points], these narrow ways, diverging to the right and left, and reeking everywhere with dirt and filth.

Such lives as are led here bear the same fruits here as elsewhere. The coarse and bloated faces at the doors have counterparts at home, and all the wide world over. Debauchery has made the very houses prematurely old. See how the rotten beams are tumbling down, and how the patched and broken windows seem to scowl dimly, like eyes that have been hurt in drunken frays.

Many of those pigs live here. Do they ever wonder why their masters walk upright in lieu of going on all-fours? And why they talk instead of grunting?



Neighborhood Improvements

地方改善

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改善

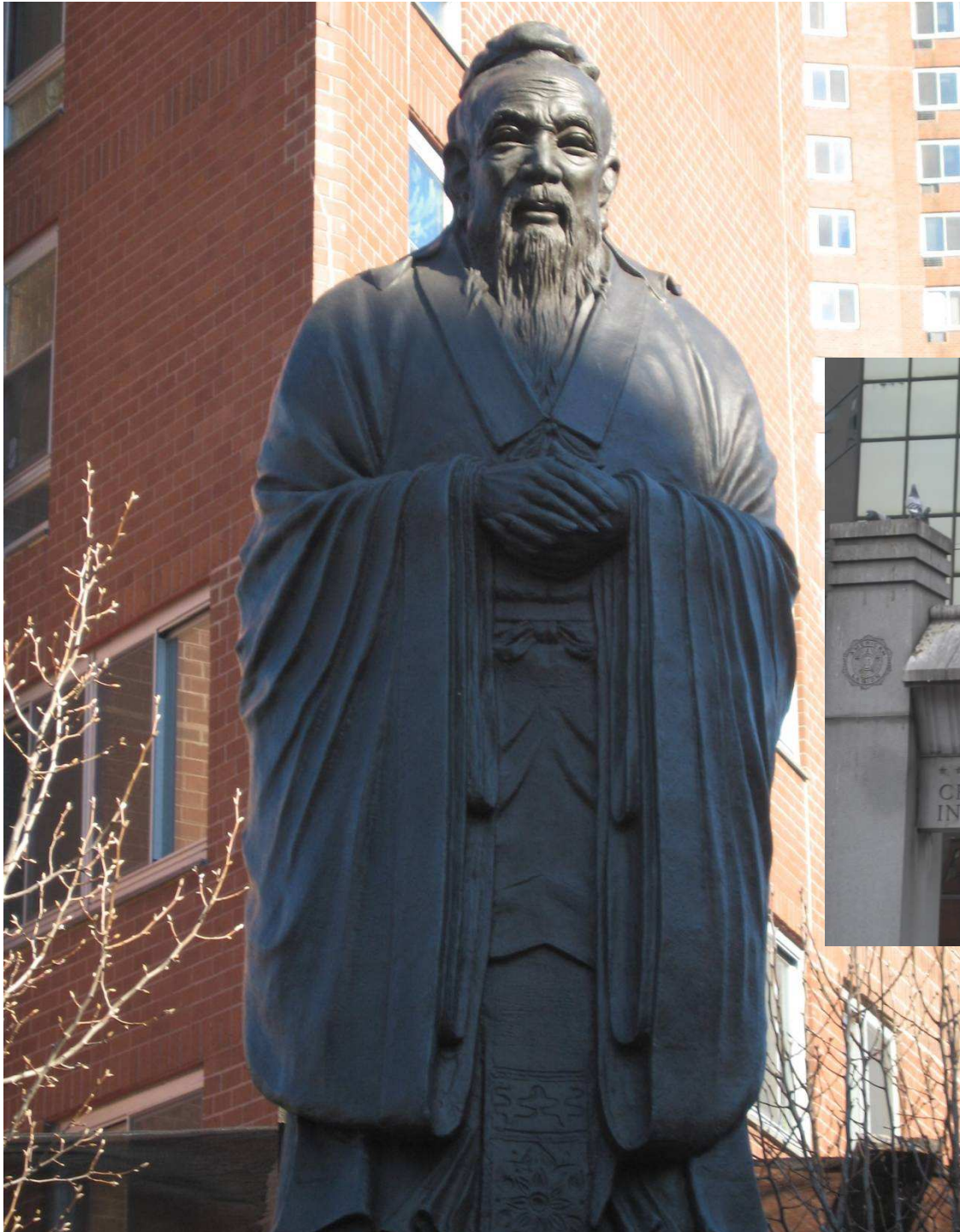


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LEATHER CARRY-ALL BAG







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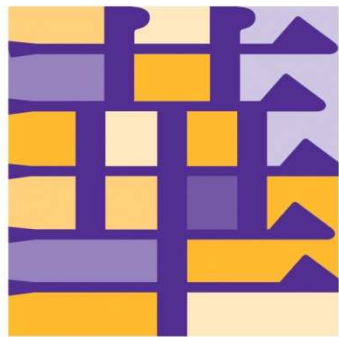


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Chinatown Partnership LDC • 60 St. James Place • New York, NY 10038

212.346.9288 • Info@ChinatownPartnership.org

www.ChinatownPartnership.org





e.g., "10 market st, san francisco" or "hotels near lax"

Ground Zero New York

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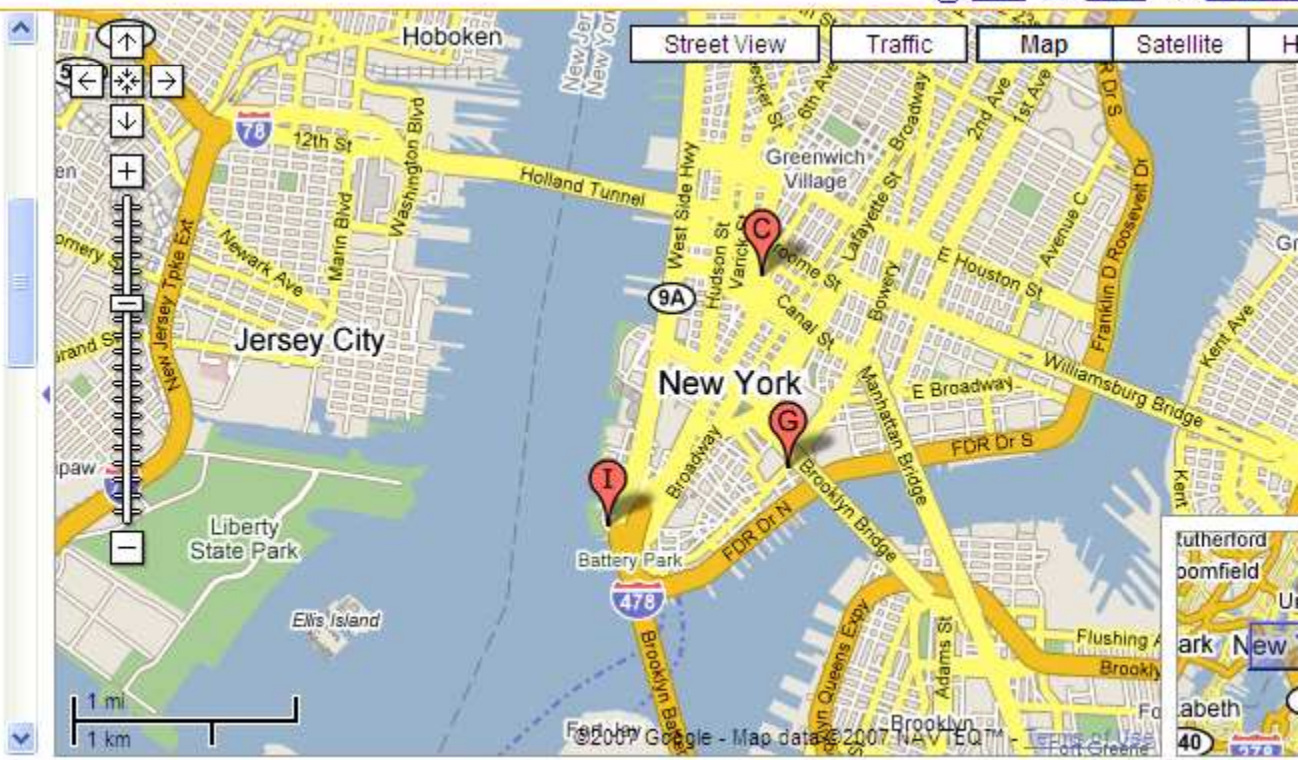
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352 7th Ave, New York, NY
(212) 631-7588

F [Pastis](#) - more info »
9 9th Ave, New York, NY
(212) 929-4844 - ★★★★★

[Hipster Ground Zero](#)
... Hipster Ground Zero ...
nymag.com

G [Hampton Inn Manhattan-Seaport-](#)
Financial District



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The world's largest global newspaper

NEW YORK

metro **5**
TUESDAY, SEPTEMBER 12, 2006

City has money for park cleanup, but not sure how much

PATRICK ARDEN
patrick.arden@metro.us



BRONX Critics of the new Yankee Stadium have long complained that the project resembled a shell game.

The \$160 million promised for replacement parks, for instance, will cover the demolition of the current stadium, the building of site infrastructure, including new sewers and water mains, and the planting of 8,000 saplings in various locations. Now it's known that kitty will have to pay for the cleanup of the polluted replacement parkland too. How much that will ultimately cost taxpayers remains unknown.

"We always knew that there was going to be some remediation cost," said Parks Dept. planner Joshua Laird last week. "We established a healthy contingency budget to deal with unknowns, and the remediation costs will be coming out of that budget."

How much?
"We still don't have a number, because the site is still being investigated," he said. "It's partly what's on the site, and partly how we design the

site that dictates how much it's going to cost us to clean it. If we're going to areas that are going to be covered with paving, they don't need to be remediated to the same level as a site that will be used as a lawn kids may be playing on."

Will the cleanup affect the schedule to replace the parks, beginning in 2010?

"We don't know yet," Laird said. "Until we have permits or are further down the pike with [the state's Dept. of Environmental Conservation] in terms of what they're going to require, we don't know how we're going to fix it. But for the moment, we've not changed our delivery date."

Some critics are troubled by this uncertainty. The cost of the 1970s stadium renovation was put at \$24 million, but the tab came in above \$100 million. What about this plan?

Dan Steinberg of Good Jobs New York has projected taxpayer subsidies for the stadium will exceed \$400 million.

"Considering this project was rushed through on the Yankees' terms, it's not surprising the city doesn't have all the information yet," he said. "There could be significant cost overruns."

How 9/11 hurt Chinatown

New DVD to teach how event affected garment industry, social fabric

AMY ZIMMER
amy.zimmer@metro.us



MANHATTAN The aftershocks of 9/11 hit Chinatown particularly hard.

Within five months of the attacks, 40 garment factories had closed shop; 70 percent of garment workers still in business were working reduced hours, as were one-third of the area's restaurant workers, according to a 2002 study by the Asian American Federation of New York.

How this community dealt with — and is still dealing with — these problems is the focus of "Ground One: Voices from Post-9/11 Chinatown," a DVD of oral histories that the Museum of Chinese in the Americas is expected to release today to teach about 9/11 and the ripple effect it had on this immigrant community.

"The impact [of 9/11] was huge," the 50-something-year-old seamstress Agnes Wong said during her testimony. "The factory simply didn't have any clothing materials coming in because the vehicles weren't allowed into New York."

Wong stopped working for three months following 9/11



TO BAHNS/APA

FOR INFO ON how to get a copy of the DVD about how 9/11 affected Chinatown, visit apa.nyu.edu/GroundOne.

and collected unemployment, but did not apply for 9/11 assistance money.

"Since I immigrated to this place a lot earlier [than some co-workers], I thought I could get by," she said. "Maybe there

are some people who have just arrived and don't have any economic foundation and need to pay rent, and who have young children. We didn't feel like going to too much trouble."

The museum interviewed more than 30 residents and workers and has been working on this project for roughly three years with several institutions. CUNY's September 11 Digital Archive provided technical assistance with filming. NYU's Asian Pacific American Institute helped design the curriculum and Columbia's Oral History Research Office trained interviewers.

"A lot of my customers came from World Trade Center," said jewelry store owner S.W. Sang, 58, during his oral history. "They used to skip their lunch and come to us for our watches and wedding bands. Now they all moved elsewhere and never return to us."

William Dao, a museum spokesman, hopes the education kit will provide a more nuanced approach to teaching the effects of 9/11.

"It really contextualizes 9/11 within someone's life," he said. "The project uses [that event] as a platform to explore a lot of issues that were already present in Chinatown, but were accelerated, like job decline, rising real estate prices and Asian-American issues."

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Rebuild the Infrastructure – Build the System for the Future and Sustainability



1. Rejuvenate
2. Reconnect
3. Reinvent

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改善



2 Major Guidelines:

1. *Be Sustainable*

2. *Be Relevant*





Taste of Chinatown

CHINATOWN PARTNERSHIP
LOCAL DEVELOPMENT CORPORATION
華埠共同發展機構



Millions of Visitors





e.g., "10 market st, san francisco" or "hotels near lax"
Ground Zero New York

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... The Hampton Seaport is right under the Brooklyn Bridge, just a block from the subway (10 mins to Empire State) and 5 minute stroll to **Ground Zero**. ...
tripadvisor.com

Ground Zero - more info »
79 Washington St, Norwalk, CT
(203) 853-9376

Skyscraper Museum - more info »
39 Battery Pl, New York, NY
(212) 968-1961 - 8 reviews

Museum near ground zero
... This museum is located in Battery Park City, about a 10 minute walk from **Ground Zero**. The best exhibit in the museum is the original model of the World Trade ...
insiderpages.com

Ground Zero - more info »
Unverified listing
1884 Newbridge Rd, Bellmore, NY



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The Pivot Point @ South St. Seaport






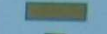





TOWNSHIP
ERSHIP
MENT CORPORATION

華埠則述在窓于中

華埠共同發展機構





-  Park Row and Related Improvements
 -  Chatham Square Reconfiguration
 -  St. James Place Improvements
 -  Forsyth Street Bus Plaza
 -  Consolidated Commuter Van Stops
 -  Potential Crosstown Bus Route
 -  Streetscape Improvement Priorities
 -  New Crosswalk
 -  Potential Parking Garage
 -  Study Area
- 0 500 1,000 feet 

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Each gateway will be comprised of modern design elements that may include light features, art installations, banners, street furniture and distinctive multi-lingual signage. These iconic gateways will act as **beacons**

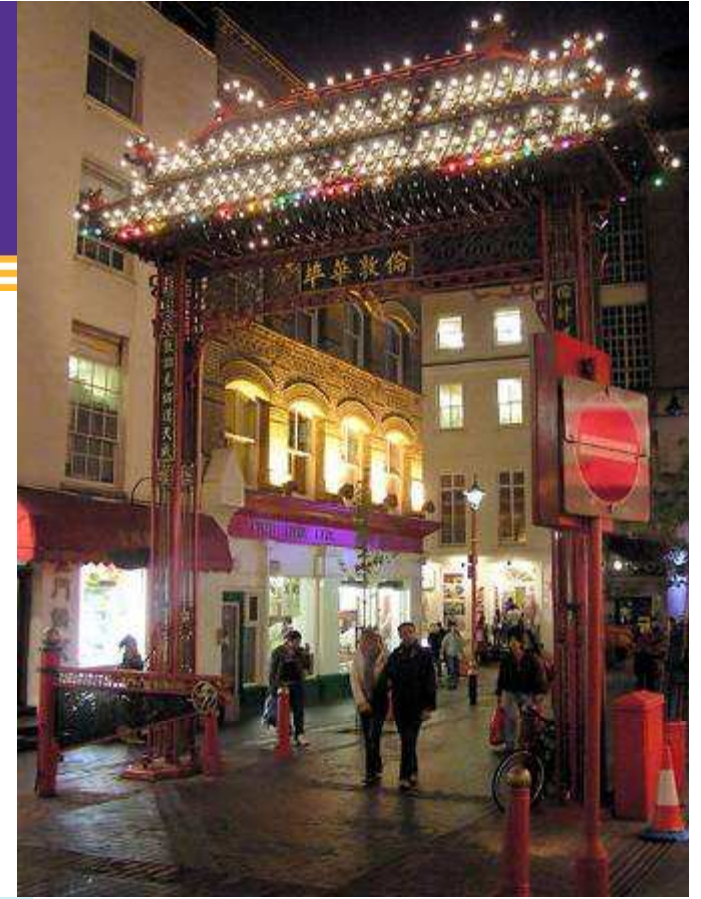
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LMDC COMMUNITY ENHANCEMENT FUNDING APPLICATION
Chinatown Partnership LDC

in association with Rebuild Chinatown Initiative | Weiss + Tonn Architects | K. Backus & Associates Inc.
 Billie Coburn Ltd. | STV Group, Inc. | Horton Lees Brogden Lighting Design | Project Council



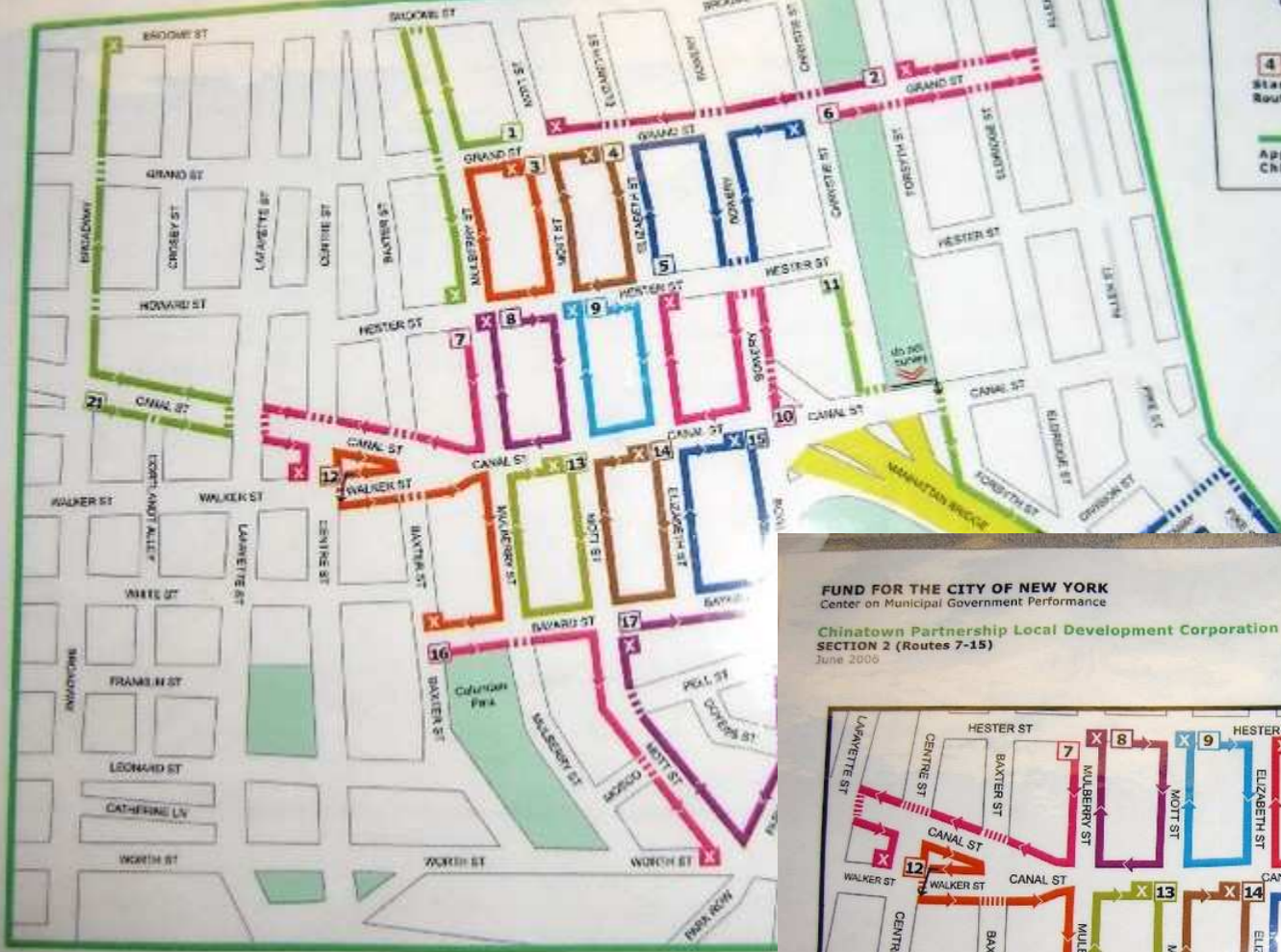
Liverpool, London, and Newcastle Gates

Paifang: is a traditional [Chinese architectural](#) form like an archway. Originally the Paifang served as a marker for the entrance of a building complex or a town; but by the [Song Dynasty](#) it had evolved into a purely decorative monument.



FUND FOR THE CITY OF NEW YORK
Center on Municipal Government Performance

Chinatown Partnership Local Development Corporation
ALL SECTIONS (Routes 1-21)
June 2006



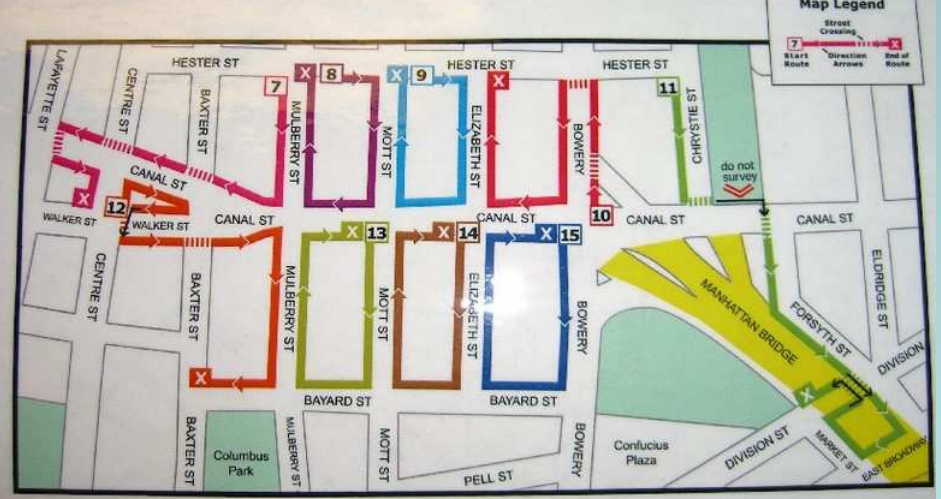
ComNET
computerized neighborhood environment tracking



**NATOWN
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共同發展機構

FUND FOR THE CITY OF NEW YORK
Center on Municipal Government Performance

Chinatown Partnership Local Development Corporation
SECTION 2 (Routes 7-15)
June 2006



ComNET
computerized neighborhood environment tracking



Base Map Copyrighted by the New York City Department of Information Technology and Telecommunications, Fund for the City of New York, 2004.

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ComNET Survey ComNET 調查



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改善



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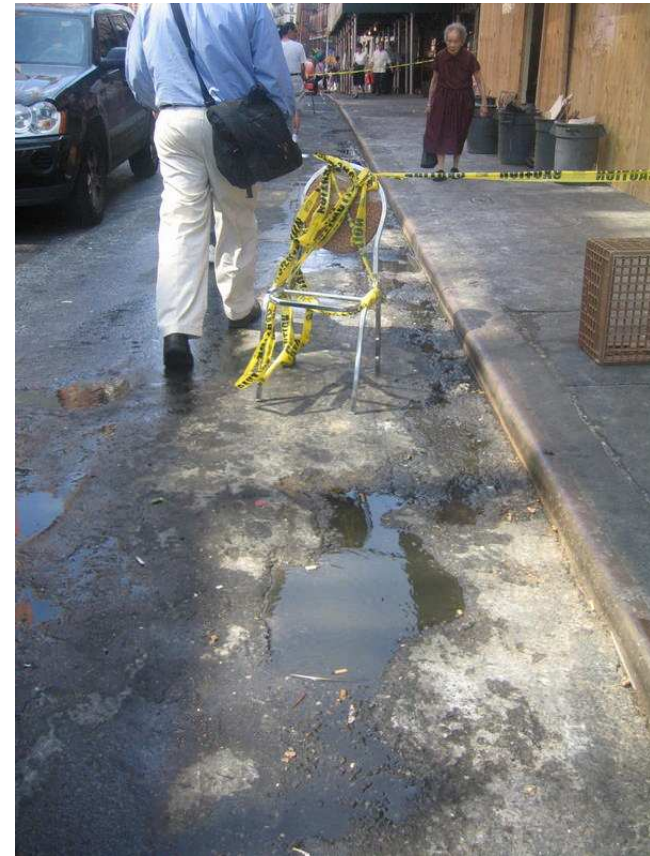


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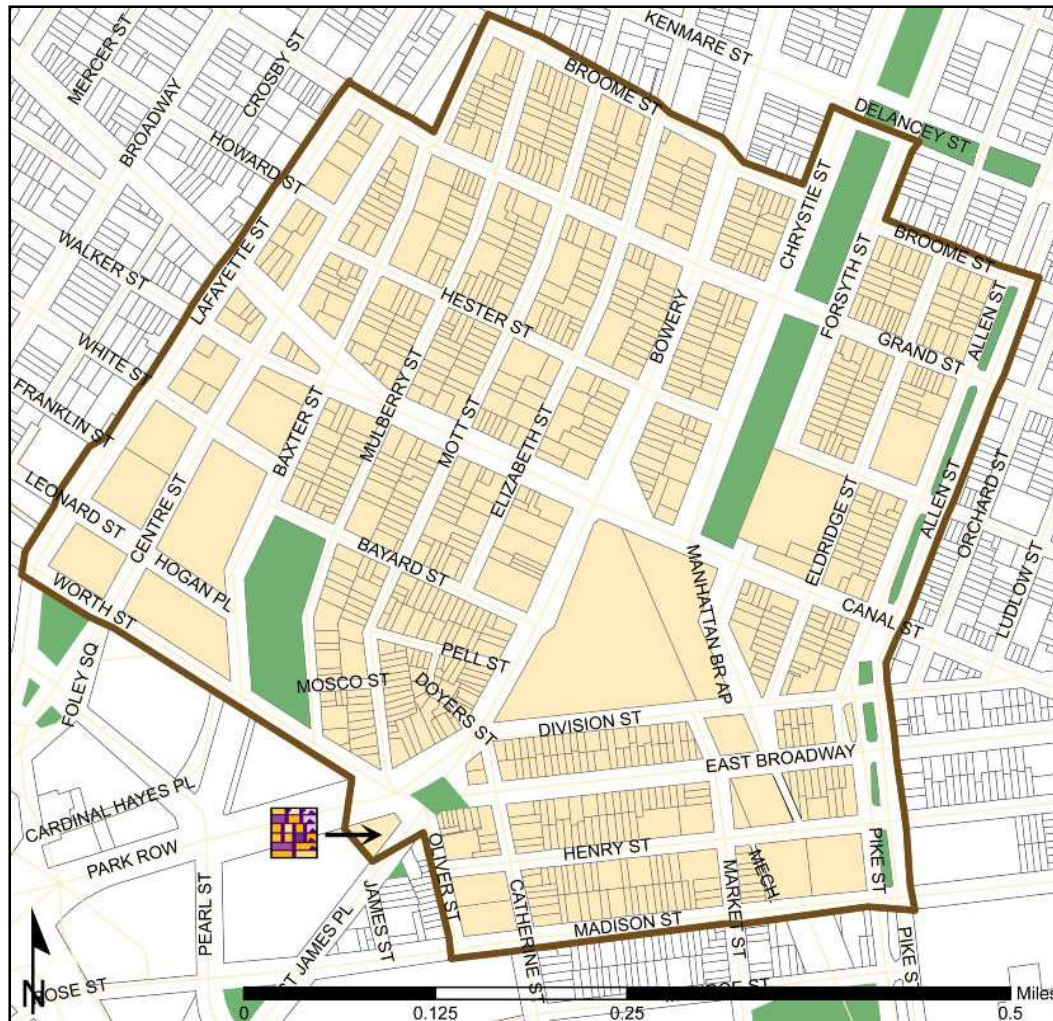


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Legend

-  CPLDC Service Area
-  Park
-  CPLDC Headquarters

Summary

Stats since launched Sept '06 -

Total Oct-06	Total Nov-06	Total Dec-06	Total Jan-07	Total Feb-07	Total Mar-07	Total Apr-07	Total May-07	Total Jun-07	Total Jul-07	Total Aug-07	Total Sept-07	Grand Total	Missions
OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	0	OK	Uniform Inspection
199	967	949	827	608	758	568	543	604	525	474	56	7078	Pedestrian Assistance
24	77	104	72	43	58	57	48	49	73	46	7	658	Motorist Assistance
20123	19127	24546	19652	15830	18550	16949	19514	20449	19833	19404	2010	215987	Trash Bags Used
503075	478175	613650	491300	395750	463750	423725	487850	511225	495825	485100	50250	5399675	Estimated Weight of Trash(lbs)
0	0	0	0	0	0	0	0	2	0	9	0	11	Graffiti Removed (Wall / Gate)
												385	Graffiti Painted (Buildings)
													Street Power Washing
403	138	8	0	0	0	5	96	70	202	201	0	1123	Power Washing (Hours)
18440	34600	1800	0	0	0	1000	20450	18100	48700	52000	0	195090	Power Washing (Gal. of water)
140	412	27	0	0	0	22	314	159	745	872	0	2691	Power Washing (Store Fronts)
6	6	0	0	0	0	0	4	10	6	26	0	58	Weed Removed
75	138	7	0	0	0	3	81	52	181	184	0	721	Vehicle Mileage
													Painting Street Furniture
0	146	95	1	0	0	9	0	1	0	9	1	262	a. Fire Hydrants
45	14	0	7	0	15	11	0	15	0	9	1	117	b. Mail Boxes (Green)
42	1	0	2	0	7	3	0	5	0	2	1	63	c. Mail Boxes (Blue)
0	14	24	7	0	11	28	0	16	0	13	1	114	d. Traffic Boxes
0	29	15	3	0	2	11	0	1	0	8	1	70	e. Fire Alarm Boxes
84	376	223	45	0	31	22	2	23	0	21	4	831	f. Lamp Posts









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8 Ways Your Business Can Help Make Chinatown Cleaner and More Inviting

- 1 Keep sidewalks, gutters and storefronts clean
- 2 Arrange for private trash removal service
- 3 Place garbage out for collection in heavyweight, black, leakproof plastic bags
- 4 Place garbage out within one hour of closing, not before
- 5 Do not leave garbage out on weekends & holidays
- 6 Do not dispose of commercial or household garbage in the public litter baskets on the street corners
- 7 Do not place garbage next to the public litter baskets on the street corners
- 8 Do not sweep litter into the street

CLEAN 美化街道 STREETS CHINATOWN NYC

www.ChinatownPartnership.org

CPLDC
華埠共同發展機構
917.608.0745 | John@ChinatownPartnership.org

貴商店可助華埠更乾淨清潔, 擁有美好環境的八大方法

- 1 保持行人道, 溝渠和店面前清潔
- 2 安排採用私人垃圾扔掉服務商
- 3 選用工業用防漏黑色塑膠垃圾袋, 並放置垃圾廢物於店外待收
- 4 於店鋪關門前一小時以內放置垃圾於店外待收, 而不是之前
- 5 不要在周末和假期期間遺留垃圾
- 6 不要扔掉工業或家居廢物在街道的公共廢物箱內
- 7 不要於街道公共廢物箱旁棄置垃圾
- 8 不要將廢物掃於街道上

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CLEAN 美化街道 STREETS CHINATOWN

The Clean Streets Team was Here!
美化街道服務隊曾於此!

While you were away, we did the following:
當你外出時, 我們會為你服務以下事項:

- Removed Trash • 清除垃圾
- Removed Graffiti/Stickers • 清除塗鴉/貼子
- Power-Washed Sidewalks • 強力沖洗行人道
- Other • 其他 _____

Date 日期 _____ Time 時間 _____

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Clean Streets initiative launched in Fall of 2006 美化街道方案於2006年始創

- The first successful, systematic and sustainable program to keep Chinatown clean 364 days a year
第一項成功, 有系統和持久性的項目, 用以保持華埠清潔



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Lamp posts, mail boxes, fire hydrants, alarm boxes and crossing lines painted: **1,440**

重新為電燈柱/郵箱/水籠頭/防衛警鐘/
斑馬線塗上漆油: 共 **1,440** 個



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Litter bagged for collection in the first 200 days:
2,026,000 lbs

開始後的二百日內, 收集的垃圾共 **2,026,000 lbs** 磅



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- What the Chinatown Partnership has been doing:
華埠共同發展機構正在進行的項目:
 - **Neighborhood Improvements**, including Clean Streets, the first systematic and sustained effort to keep Chinatown clean and maintained
地方改善, 包括美化街道-第一項有系統和持久性的項目, 用以保持華埠清潔
 - **Advocating** for city services, e.g., more on-street parking, sidewalk improvements, and more
市政服務提倡, 例如增加停泊車位、行人道改善等

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3 DIFFERENT ORGANIZATIONS HONORED

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Key to Campaign: Identity/Information/Relationship



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華埠共同發展機構

“Be Inclusive!” then the Partnership will work



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- What the Chinatown Partnership has been doing:
華埠共同發展機構正在進行的項目：
 - **Marketing** Chinatown to increase business revenue
市場推廣計劃為增加工商生意
 - **Events** to showcase Chinatown’s cultural riches, attract visitors to the neighborhood and increase the neighborhood’s influence
籌劃活動去將華埠豐富的文化發揚光大，吸引遊客來臨和增加地方影響力

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Chinatown Partnership 華埠共同發展機構

- Became operational in 2006
於2006年成立操作
- Non-profit organization
為一個非牟利機構
- Based on two years of research and community outreach by Rebuild Chinatown Initiative and others
基建於由重建華埠方案和其它項目，
經兩年長的研究和社區外展成果下應運而生

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Clean Streets 美化街道

- Focus in the Months Ahead
在即將來臨的幾個月中
 - Graffiti – waivers & removal
塗鴉 – 收取授權書和清除塗鴉
 - Power Washing – “Dirty Dozen” sidewalks
高壓強力沖洗 – 唐人街十二段最骯髒行人道
 - Develop neighborhood-wide power-washing
schedule
建立地方強力沖洗日程表
 - Monument/statue cleaning
紀念碑/雕像清潔
 - Trees and flowers
樹木和花草



Clean Streets—More Than Sweeping 美化街道—多於打掃的工作

- Close to 30 uniformed workers clean seven days a week from 7:00 a.m. to 7:00 p.m.
近三十名穿戴制服的員工由上午七時至晚上七時,一個星期七天工作
- Bagging trash: on average 100,000 lbs a week in 4,000 bags
廢物處理:一星期平均掃出100,000磅
- Graffiti removal
清除塗鴉



The Future is in Your Hands
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Clean Streets—More Than Sweeping 美化街道—多於打掃的工作

- Painting street poles, mailboxes, fire hydrants
為電燈柱、郵箱、水籠頭重新塗上漆油
- Power washing sidewalks
強力沖洗行人道
- Led by veterans of the New York City
Department of Sanitation
由紐約市環境衛生局專業老練的退休
管理人員所率領



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Neighborhood Improvements: Brightening up Chinatown 地方改善: 燈火照明

- Holiday lighting
節日燈飾
- “Pedestrian arm” additions to streetlights
along Canal Street and Bowery
堅尼路與包里街加設的輔助燈支
- 48 custom litter baskets
四十八座定製的垃圾桶



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Advocacy 提倡, 遊說

- 148 new parking spaces
148 個新增停泊車位
- Chatham Square reconfiguration
且林市廣場改建
- East River waterfront
東河濱水區
- Pedestrian safety enhancements
提高行人安全建設





Marketing 市場推廣

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Explore Chinatown 探索華埠

- 365/24/7 Marketing: **ExploreChinatown.com**
一年365天/每星期7天/每天24小時的市場推廣：
探索華埠網站
 - over 1,000,000 visitors since launch
由創立開始至目前共超過 1,000,000 探訪次數
- The first visitors kiosk in Chinatown
華埠首個訪客諮詢亭

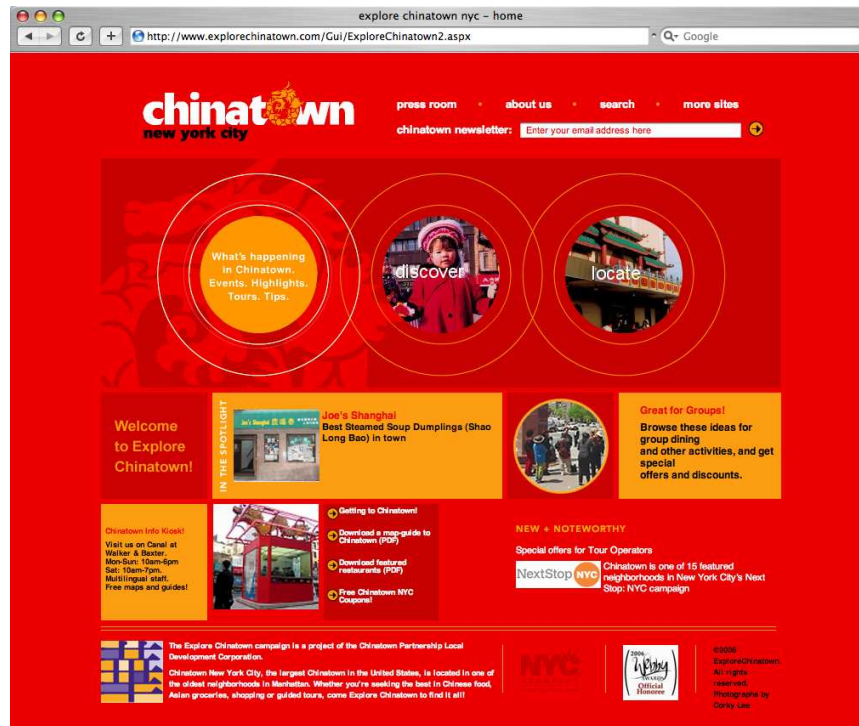


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Explore Chinatown 探索華埠

Over 1,000,000 hits per month
每月有超過一百萬訪客點擊



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Arts & Cultural Events: Taste of Chinatown 文藝活動: 華埠美食節

- Over 100,000 attendees
超過十萬人參與
- Over 50 participating
businesses
超過五十商戶參與



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Arts & Cultural Events: Taste of Chinatown 文藝活動: 華埠美食節



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Arts & Cultural Events: Illuminations

Lunar New Year Event

文藝活動: 花火璀璨耀華埠

- Fireworks spectacular in Columbus Park
哥倫布公園的煙花匯演
- Red Lantern Market
Month promotion
大紅燈籠盛華埠新春工商推廣



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Arts & Cultural Events: Illuminations

文藝活動: 花火璀璨耀華埠

<p>FRIDAY, FEBRUARY 16 12:00 PM - 10:00 PM</p> <p>SATURDAY, FEBRUARY 17 10:00 AM - 6:00 PM</p> <p>4th Annual Lunar New Year Flower Market at Columbus Park</p> <p>Mulberry St. between Bayard and Worth Presented by Museum of Chinese in the Americas with generous support from Chinese Consulate and the donor American Arts Alliance</p> <p>二月十六日星期五 (庚廿九) 上午十時至晚上十時</p> <p>二月十七日星期六 (庚三十) 上午十時至下午六時</p> <p>第四屆聯僑布公園 農曆新年花市</p> <p>花比利街, 於曼哈頓和華埠交界 www.mca.org</p>	<p>SUNDAY, FEBRUARY 18 11:00 AM - 3:00 PM</p> <p>New Year's Day Firecracker Ceremony & Cultural Festival</p> <p>Chatham Square Intersection: Bowery, Mott and East Broadway Organized by Kwan Chinese Society</p> <p>二月十八日星期日 (庚初一) 上午十一時至下午三時</p> <p>新春爆竹文藝表演大會</p> <p>貝林士美 (包括新、舊份與美日新舊交易) www.kcs.org</p>	<p>SUNDAY, FEBRUARY 18 7:00 PM</p> <p>Illuminations: Lunar New Year Fireworks Spectacular at Columbus Park</p> <p>Mulberry St. between Bayard and Worth Presented by the Chinatown Partnership</p> <p>二月十八日 (庚初一) 晚上七時</p> <p>花火璀璨耀華埠 農曆新年烟花匯演</p> <p>華埠布力基 (花比利街, 於曼哈頓和華埠交界) www.chinatown.org</p>	<p>SUNDAY, FEBRUARY 18 1:00 PM - 7:00 PM</p> <p>Chinatown New Year</p> <p>Major Streets: Mott, Canal St, Furey St, Eldred Organized by Kwan Chinese Society</p> <p>二月十八日 (庚初一) 下午一時至下午七時</p> <p>第八屆聯僑 華埠新春佳節 華埠新春佳節 華埠新春佳節 華埠新春佳節</p>
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FEBRUARY 18 - MARCH 18, 2007 二月十八日至三月十八日 CHINATOWN, NEW YORK CITY 紐約市華埠

Arts & Cultural Events: Lunar Stages 文藝活動: 月光舞台

- Outdoor performances and films under the Spring and Autumn Moon
春秋明月下一季四晚的文藝表演和電影播放
- Over 2,500 attendees
超過二千五百人參與



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Arts & Cultural Events: Lunar Stages 文藝活動: 月光舞台

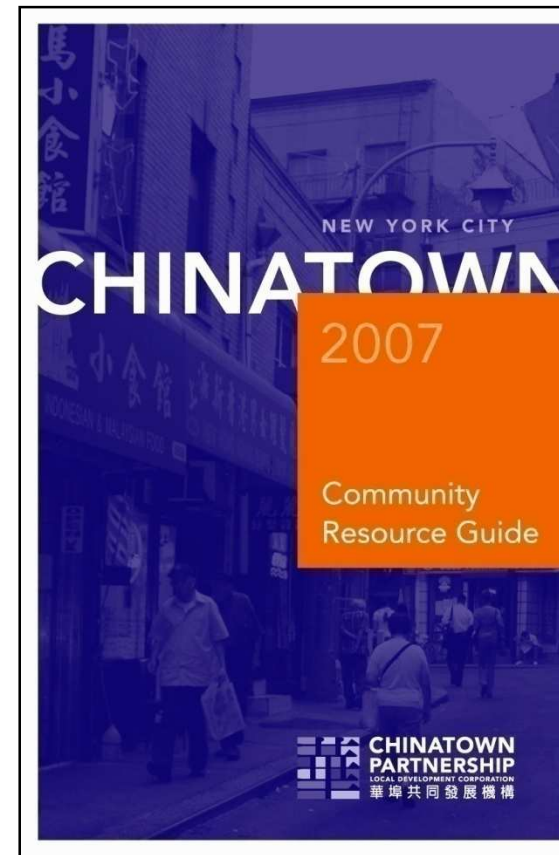


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Community and Information Resources 社區及資訊資源

- Consulting & Training
顧問服務和培訓
- Seminars and Networking events
研究班和工商社交活動
- Resource directories,
Website and Newsletter
資源目錄/網站/通訊錄



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Future Initiatives 未來計劃



Wayfinding
地方指示



Lighting
燈光



**Performing Arts
and Cultural Center**
藝術文化表演中心



Waterfront Development
東河濱水區發展

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The Value of a Cleaner, Improved, Better Marketed Chinatown

改善了、更整潔、增加了市場推廣的華埠的價值

- More visitors, more customers
- Increased business revenue
- Fewer fines
- Cleaner, safer
- More parking
- Community pride, citywide respect
- 吸引更多客戶
- 增加商業收入來源
- 減少罰單
- 整潔, 交通暢行無阻
- 更多的停泊車位
- 社區能引以自豪, 滿市的尊重和稱贊

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Options for Sustainability 其他持久性的選擇

- Merchants Association
工商協會
- Local Development Corporation
地方發展公司
- Business Improvement District
商業改進區

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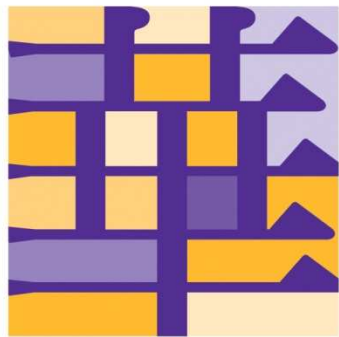
How to continue these programs?
想這些計劃項目得以繼續維持?

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The Future is in Our Hands!
華埠未來 在我們的手中!



CHINATOWN PARTNERSHIP

LOCAL DEVELOPMENT CORPORATION
華埠共同發展機構

REJUVENATE 復原 ■ RECONNECT 重建 ■ REINVENT 重新

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