

EXECUTIVE SUMMARY

Woodward's opened its doors in Vancouver's Downtown Eastside in 2010 and has provided socially mixed housing, indoor and outdoor public spaces, and various amenities in the area (Enright, 2010). As the Downtown Eastside progressively changes, the Woodward's development has had a large impact in the area's revitalization (Urban Land Institute, 2014). Both the indoor atrium and outdoor urban park and public plaza have provided the surrounding community with new areas for engagement and socialization.

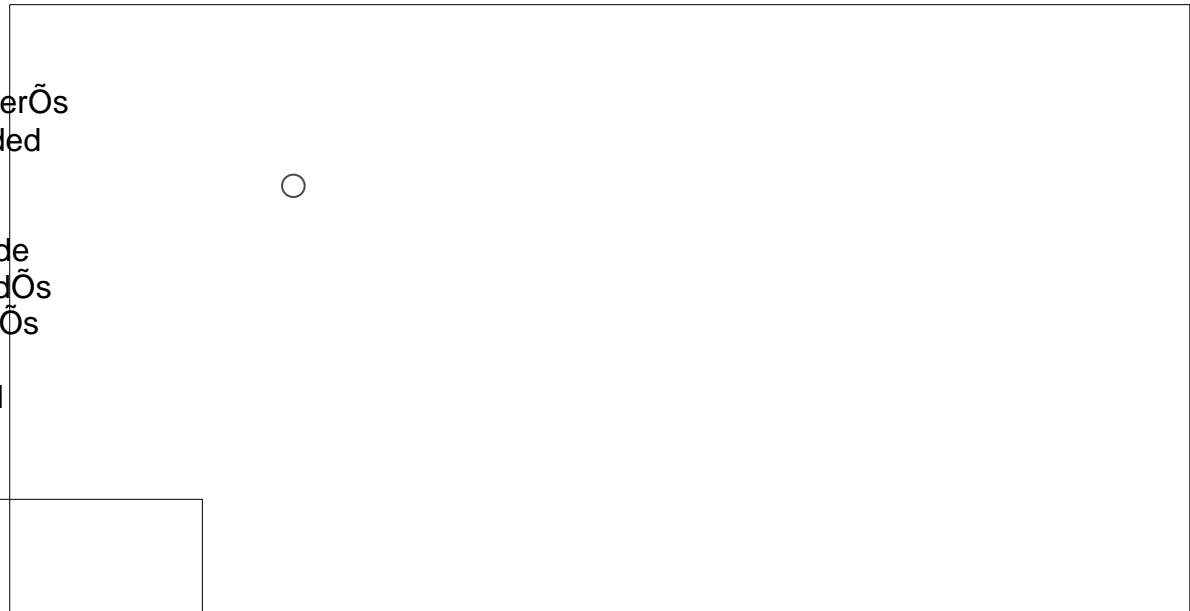


Figure 1: Downtown Vancouver District Map and Woodward's Site Location (City of Vancouver, 2014; 2015b)

The community surrounding the Woodward's development is diverse ranging from low to middle income residents (City of Vancouver, 2015b). Many community members struggle with multifaceted challenges that can include addictions, homelessness, mental health problems, unemployment issues, and physical disabilities (City of Vancouver, 2015b). Over half the residents in this area live on low incomes and require some type of income assistance. Rising rental rates in the area make these populations increasingly more vulnerable. Based on 2006 census data, the median household income was \$13,691 annually, as compared to a \$47,299 annual citywide income (City of Vancouver, 2015b).

In the 1990's the area surrounding the Woodward's building experienced a significant decline due to the introduction of crack cocaine into the drug market (So in Enright, 2010). In 1993 the flagship Woodward's store closed its doors due to a progressive decline in sales, which caused many other legitimate businesses to vacate the area. Over the next ten years the Woodward's site was bought and sold by different developers and by the Province of British Columbia, and was finally purchased by the City of Vancouver in 2003 (City of Vancouver, 2012; So in Enright, 2010). Westbank Projects/Peterson Investments was chosen to redevelop the site (for more detailed information refer to Chapter 3: The Woodward's Development & the DTES: History and New Beginnings)

The Woodward's development project has a total of 746 residential units. Two hundred of these units are non-market (government subsidized) housing units, while the remaining 546 residential units are freehold (privately owned and purchased at market rates housing units, or condominiums (Enright, 2010). This development

is a prime

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Category	Recommendation	Implementation: Short or Long Term?	Agency/Collaborators
Uses & Activities	Implement and integrate a public art display program within the space. This would draw users into the indoor atrium. These artists could be local to the area.	Short	City of Vancouver in collaboration with Vancouver Film School and/or local artists

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