



# CHINATOWN VISION DIRECTIONS

*Adopted by City Council July 23, 2002*

## A Place that Tells the History with its Physical Environment

- 1. Heritage Building Preservation**
  - 1.1. Create incentives to preserve heritage buildings
  - 1.2. Strengthen architectural, historic and cultural tours
  - 1.3. Enhance awareness of heritage buildings
  
- 2. Commemoration of Chinese-Canadian and Chinatown History**
  - 2.1. Foster the understanding of Chinese-Canadian and Chinatown History
  - 2.2. Develop monuments and destinations to commemorate Chinese-Canadian history
  - 2.3. Form partnerships with educational institutions
  
- 3. Public Realm Improvements**
  - 3.1. Improve pedestrian lighting
  - 3.2. Encourage restoration of neon signs
  - 3.3. Keep the lanes and sidewalks clean
  - 3.4. Beautify public spaces
  - 3.5. Strengthen graffiti removal initiatives
  - 3.6. Improve and beautify building façades
  
- 4. Convenient Transportation and Pedestrian Comfort**
  - 4.1. Develop a parking strategy, which includes communication, education and signage initiatives
  - 4.2. Provide more pedestrian comforts, such as benches, plantings and public washrooms
  - 4.3. Create efficient transit and safe cycling connections
  - 4.4. Develop linkages to nearby neighbourhoods through transportation measures
  
- 5. A Sense of Security**
  - 5.1. Partner with other neighbourhoods to work on the social issues faced by the community
  - 5.2. Enhance public education on social issues
  - 5.3. Reduce the impact of the illegal drug trade
  - 5.4. Increase the sense of public safety and security
  - 5.5. Encourage more positive street activities
  - 5.6. Develop a strategy for safe parking

## A Place that Serves the Needs of Residents, Youth and Visitors

### **6. Linkage to the Nearby Neighbourhoods and Downtown**

- 6.1. Enhance walking corridors between Chinatown and downtown
- 6.2. Develop walking corridors between Chinatown and surrounding neighbourhoods – Gastown, City Gate, North False Creek, Science World
- 6.3. Provide services and products that draw in people from neighbouring communities

### **7. Youth Connection and Community Development**

- 7.1. Improve co-ordination of youth initiatives in Chinatown
- 7.2. Encourage youth to establish recreational / educational programs and services to attract young people, especially those of Chinese and Asian descent
- 7.3. Encourage community involvement and leadership development of youth
- 7.4. Establish formal relationships with educational institutions
- 7.5. Develop succession plans for Chinatown organizations
- 7.6. Encourage youth-oriented retail services

### **8. Attractions for Vancouverites and Tourists**

- 8.1. Create a holistic Chinatown experience with a focus on educational and cultural tourism
- 8.2. Develop Chinatown promotional and educational campaigns
- 8.3. Install directional signs
- 8.4. Create an Information Centre

### **9. A Community with a Residential and Commercial Mixture**

- 9.1. Encourage market housing
- 9.2. Improve living conditions in the existing hotels
- 9.3. Encourage affordable rental housing
- 9.4. Explore possibilities of housing in the upper floors of buildings with commercial storefronts

## A Hub of Commercial, Social and Cultural Activities

### **10. Diversified Retail Goods and Services**

- 10.1. Develop a comprehensive marketing strategy, targeting local residents, youth and visitors
- 10.2. Develop customer service training programs for Chinatown merchants and their employees
- 10.3. Encourage on-street commercial activities
- 10.4. Encourage more businesses to open at night
- 10.5. Improve customer services, including bi-lingual signs and services
- 10.6. Encourage more diversified services in Chinatown, especially quality restaurants
- 10.7. Build on the success of the night market and arts fair
- 10.8. Provide financial incentives for new businesses
- 10.9. Create a better environment for investment

### **11. A Hub of Social and Cultural Activities**

- 11.1. Develop a diverse educational program, targeting not only Chinese but anyone who is interested
- 11.2. Enhance the arts, cultural and recreational facilities in and around Chinatown
- 11.3. Build on the success of the Chinese Film Festival and explore opportunities for Chinese film theatres
- 11.4. Build on the success of various festivals in Chinatown
- 11.5. Encourage media groups, especially those with Asian market, to move into Chinatown
- 11.6. Integrate existing programs and facilities to create a better sense of community