



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