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