

# Chinatown Economic Development Action Strategies

## 華埠經濟開發策略

### Prioritization Process

After Mayor Newsom's presentation, you will hear a presentation on potential programs to increase business activity in Chinatown. You have five dots. After the presentation on programs, place the dots on those programs you believe to be most important to increasing business activity in Chinatown. You can also write your own programs suggestions. Also, if you have any questions, we will have representatives at each of the economic development issues boards to discuss the programs.

在紐森市長演講之後，您會聽到一段關於增長華埠商業活動的計劃的簡報，然後我們會給您有五張小貼紙，請在這個演說結束以後，將貼紙貼在您認為對增長華埠商業活動最重要的那些計劃上。您也可以寫下您對計劃的建議。如果您有疑問，每個經濟開發問題的代表會討論這些計劃。

### Physical Conditions

外在情況

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | <ul style="list-style-type: none"><li>• Build upon current alleyways program to get additional lighting, and landscaping, and encourage commercial activity</li></ul> <p>在現有的里巷計劃基礎之上增加照明，景觀並鼓勵商業活動</p> |
| <input type="checkbox"/> | <ul style="list-style-type: none"><li>• Initiate greening and streetscape beautification projects</li></ul> <p>創建綠化和街景美化工程</p>  |
| <input type="checkbox"/> | <ul style="list-style-type: none"><li>• Assemble code education and inspection team</li></ul> <p>組織商業建築規範的調查小組</p>  |
| <input type="checkbox"/> | <ul style="list-style-type: none"><li>• Increase street furniture where it does not conflict with pedestrian circulation</li></ul> <p>在與行人流線無衝突的區域增設街道家具</p>  |
| <input type="checkbox"/> | <ul style="list-style-type: none"><li>• Establish business facade improvement program that helps restore neon signs</li></ul> <p>設立臨街改善計劃，幫助恢復霓虹燈飾</p>  |
| <input type="checkbox"/> | <ul style="list-style-type: none"><li>• Identify appropriate sites for limited mixed-use development that does not result in displacement of residents</li></ul> <p>識別適當地點，作有限度混合發展用途，同時避免遷移住客</p>      |
| <input type="checkbox"/> | <ul style="list-style-type: none"><li>• Establish "Welcome to Chinatown" sign above the Gate and Stockton Tunnel</li></ul> <p>在 Gate 和 Stockton 隧道上方建立“歡迎光臨華埠”的標示牌</p>                                  |

# Chinatown Economic Development Action Strategies

## 華埠經濟開發策略

### Business Retention and Attraction

商業的保持與吸引

- Expand and target small business assistance services  
擴大小型商業輔助服務
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- Hire merchant organizer to help businesses with marketing and accessing resources  
聘請商家組織者幫助商業推廣和獲取資源
- 

- Attract an anchor restaurant/lounge or other nighttime attraction that draws new customers to the neighborhood  
吸引錨點餐館／休憩場所或其他夜間項目，吸引新顧客
- 

- Establish tenant improvement grant program  
建立租戶改善撥款計劃
- 

- Help businesses establish wireless internet services  
幫助商家建立無線網絡設施
- 

### Cultural Programs and Events

文化計劃與特別節目

- Increase public art and heritage installations in Chinatown  
增加華埠藝術和文化遺產設施
- 

- Cultivate nighttime events  
設計夜間節目
    - Create Outdoor Movie in the Park Series  
在公園裏設置露天劇場
- 

- Enhance Night Market  
改善夜市
- 

- Offer tours of Chinatown's Night Spots  
提供華埠夜間景點導遊
- 

- Promote evening entertainment shows at Great Star Theater  
于大明星戲院推廣夜間娛樂表演
- 

- Facilitate partnerships between business community and cultural establishments to promote arts and cultural events  
促進商界和文化機構合作，推廣藝術文化節目
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## 華埠經濟開發策略

- Attract food vendors to cultural events  
吸引飲食攤販參加文化節目

- Promote youth sports events  
推廣青少年體育節目

### Marketing and Customer Attraction

#### 行銷和顧客吸引

- Increase marketing of Chinatown and cultural events to tourists and visitors by targeting hotels, local visitor guidebooks, and the tourist related web sites.  
以酒店，本地遊客指南，和與遊客有關的網站為對象，加強向遊客和訪客推廣華埠及其文化活動

- Add wayfinding/signage to and within Chinatown  
增設如何前往華埠和在華埠內的指引標誌

- Develop cultural heritage interests and business directory  
編製文化遺產景點和商業指南

- Establish Chinatown visitors information center with website  
建立華埠遊客諮詢中心和網站

- Form a Chinatown alumni association to help support and promote Chinatown  
成立華埠前成員協會，幫助支援和推廣華埠

### Safety and Cleanliness

#### 安全與清潔

- Establish long-term sidewalk cleaning and graffiti abatement program  
建立長期清理人行道和清除塗鴉計劃

- Increase availability, hours, and cleanliness of public toilets  
增加公用衛生間的數量，服務時段和清潔度

- Increase police foot patrols  
增加巡警

- Increase DPW services during Chinese holidays and events  
在中國節假期間增加工務局服務

- Increase lighting in select alleyways, streets, and tunnels  
改善部分里巷，街道和隧道照明

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## Public Transportation and Parking

公共交通和停車

- Perform traffic and parking management study  
進行交通和停車管理研究

- Lower prices in the evening at Portsmouth Square Garage  
降低 Portsmouth 廣場停車場夜間停車費用

- Employ electric signs directing people to parking garages with availability  
安裝能顯示停車場停車位狀況的電子指示

- Work with merchants to establish valet parking  
協調商家建設專人代泊車服務

- Expand/better market Golden Gateway Garage parking shuttle program  
擴大推廣往返 Golden Gateway 停車場穿梭車計劃

## Additional Programs:

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