

Presentation to Richmond City Mayor and Council March 18th, 2013  
by Kerry Starchuk and Ann Merdinyan

Good afternoon, Your Worship, Mayor Brodie, Councillors:- Thank you for giving us this opportunity to submit this petition and make our presentation.

Our objective is to address the undercurrent of concerns circling our community with reference to the abundance of commercial signs, publicly displayed, throughout Richmond that are lacking English or French. Lately there has been a noticeable increase of ethnic advertising on leaflets, on buses and bus shelters, in real estate pamphlets etc. We, the new 'visible minorities' are experiencing exclusion, an exclusion that is relevant to ALL ethnic backgrounds unable to read Asian characters.

For the past two years we have spent our precious time endeavouring to contribute to what MUST be an inclusive society for Richmond to be "the most appealing, livable and well-managed community in Canada".

This five minute presentation is not directed at newcomers to Canada or the multitude of immigrants who have discovered the secret of adjusting to a new and different life whilst maintaining their culture and heritage language and who contribute to Canada in every way.

Canada has one of the largest intakes of immigrants in the world, and so far, has had a manageable system of assisted integration in the form of multiculturalism. There has never been such an immense influx of one culture concentrated in a single area. Percentage-wise Richmond has the highest per capita immigrant intake of any city in Canada. Richmond is the only city in Canada to turn 'visible minority' on it's head.

Initially we questioned 'Is there a sign by-law regarding language on commercial signs, publicly displayed?' In our research we found that for the past 17 years this complex challenge of language has gone unresolved.

We approach you asking you to pass a by-law requiring English or French on commercial signs, publicly displayed, along with the heritage language. We request a policy that is similar to the one utilized by the Aberdeen Centre. A policy that all may follow, that is consistent, fair and workable. New businesses would adopt it right away, established businesses would be given time to conform, say three years.

The vision of the Richmond Intercultural Advisory Committee for the past 10 years has been "for the city to be the most welcoming, inclusive and harmonious community in Canada. Wonderful words, the most beautiful sentiments.

Harmony is built on understanding - communication is the key.

For the sake of our grandchildren and those who are waiting in the wings to come to Richmond - we MUST become a community inclusive of all peoples, a legacy to be proud of.

A 3 minute Power Point Presentation will follow.

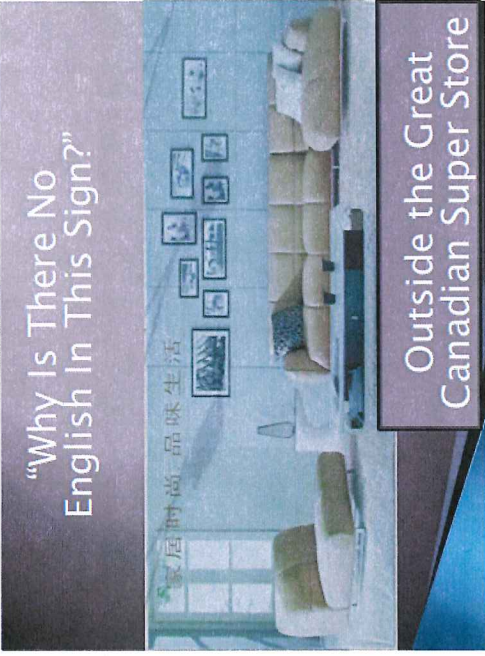
# The Signage Issue

1997-2013

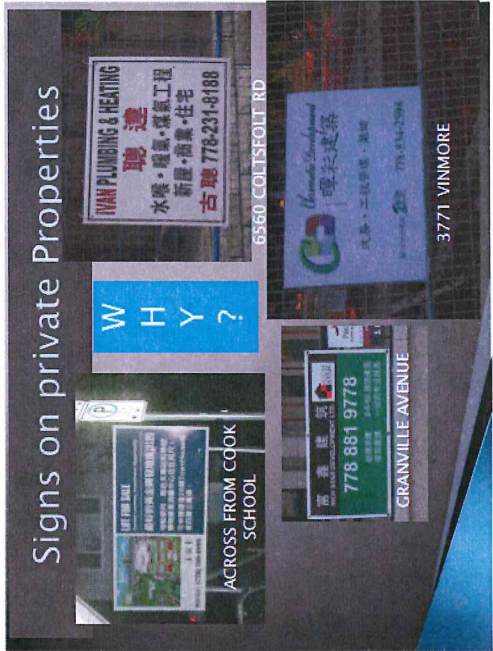
A PRESENTATION WITHOUT  
PREJUDICE

ALL THESE PHOTOS HAVE  
BEEN TAKEN IN RICHMOND,  
B.C.,  
CANADA.

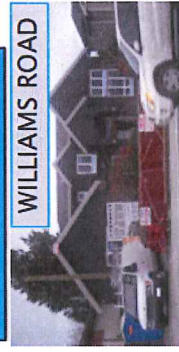
ENGLISH AND FRENCH  
ARE OUR OFFICIAL  
LANGUAGES?



SHOULD A FOREIGN  
LANGUAGE TRUMP  
OUR OFFICIAL  
LANGUAGES  
ENGLISH AND  
FRENCH?



THESE SIGNS  
ARE  
THROUGHOUT  
RICHMOND



## Construction or Destruction

**万德建筑**  
 LI DE JIAN ZHU LTD  
 精誠服務  
**省錢 建豪宅**  
 有丰富的  
 从中国进口装修材料经验  
 專業督工 10-15万  
 電話 604-218-7668  
 免費專線 604-340-2130  
 7291 Lindsay Road  
 LANSING ROAD  
**Mailbox Solicitation**



## Preserving Single Family Neighbourhoods?

### Redevelopment Billboards

**德建**  
 專業百年經典·傳承千載美名  
 創始文運新工藝  
 在 建  
 9189 Woodland Rd  
 7291 Lindsay Rd  
 3500 Harmond Ave  
 7400L Lindsay Rd  
 設計 審批 開工 2.5-10 年轉售  
 604-218-7668 李先生  
 投資回報率 8-12%

On billboards in Our Subdivisions



## FOR RICHMOND'S NEW VERSION OF SINGLE FAMILY HOUSING

WESTMINSTER & NO. 2 RD

**万德建筑**  
 免費估價 建築程序及費用  
 承接新功 拥有专业团队  
 先生 604-618-0028  
 先生 604-218-7668

### Why the inconsistency?

**JUST LISTED in your area**  
 6000 Twintree Place  
 \$968,000  
 If you're your friends are thinking of buying, call me TODAY!  
 Fred Guan  
 804-999-9917

**新樓出售**  
 6000 Twintree Place  
 \$968,000  
 • 高尚式 3+1 Bedroom  
 • 3,000+ 呎  
 • 2007 年新  
 • 罕有 5 房 5 浴室  
 • 雙車庫  
**新樓成功售出樓盤**  
 18 呎高  
 3,000 呎  
 3+1 Bedroom  
 3+1 Bath  
 2007 年新  
 罕有 5 房 5 浴室  
**近 100 呎高 3+1 房 5 浴室**  
 3,000 呎  
 2007 年新  
 罕有 5 房 5 浴室  
**雙車庫**  
**804-999-9917**  
**FRED GUAN**  
**804-999-9917**

English Version Chinese Version

### What is being built at Brighthouse Estates?

**PHY 精品別墅建設**  
 PHY CONSTRUCTION LTD.  
 投資別墅地產 新屋設計建造 豪宅大宅裝修 高級快建施工  
 Http://www.phyhomes.ca  
 Tel: 604-716-1528

### Junk mail in the mailbox

Joy Cheng 鄭嘉琳 604-771-2889  
 "Your Real Estate Connection"  
 專業地產服務 萬分有信心 萬分有保障

AJIT THALIWAL 604-727-5166  
 RAMAN KOONER 604-727-5166

<p>1800 Oak Hill \$1,199,000                  4200 JONES AVENUE, WOODBINE                  3 BEDS, 3 BATHS, 2 STORES, 2 CAR GARAGE                  100% FINISHED, 22'x22' CEMENT TERRAZZO                  100% FINISHED, 22'x22' CEMENT TERRAZZO                  100% FINISHED, 22'x22' CEMENT TERRAZZO</p>	<p>1811 Oakridge Dr. \$1,299,000                  4200 JONES AVENUE, WOODBINE                  3 BEDS, 3 BATHS, 2 STORES, 2 CAR GARAGE                  100% FINISHED, 22'x22' CEMENT TERRAZZO                  100% FINISHED, 22'x22' CEMENT TERRAZZO                  100% FINISHED, 22'x22' CEMENT TERRAZZO</p>	<p>1807 Country Hill \$1,299,000                  4200 JONES AVENUE, WOODBINE                  3 BEDS, 3 BATHS, 2 STORES, 2 CAR GARAGE                  100% FINISHED, 22'x22' CEMENT TERRAZZO                  100% FINISHED, 22'x22' CEMENT TERRAZZO                  100% FINISHED, 22'x22' CEMENT TERRAZZO</p>	<p>1811 Oakridge Dr. \$1,299,000                  4200 JONES AVENUE, WOODBINE                  3 BEDS, 3 BATHS, 2 STORES, 2 CAR GARAGE                  100% FINISHED, 22'x22' CEMENT TERRAZZO                  100% FINISHED, 22'x22' CEMENT TERRAZZO                  100% FINISHED, 22'x22' CEMENT TERRAZZO</p>
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1811 Oakridge Dr. \$1,299,000  
 4200 JONES AVENUE, WOODBINE  
 3 BEDS, 3 BATHS, 2 STORES, 2 CAR GARAGE  
 100% FINISHED, 22'x22' CEMENT TERRAZZO  
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 100% FINISHED, 22'x22' CEMENT TERRAZZO

### Targeting the real estate market

The Registered (Ontario) REALTOR®  
 100% FINISHED, 22'x22' CEMENT TERRAZZO  
 100% FINISHED, 22'x22' CEMENT TERRAZZO  
 100% FINISHED, 22'x22' CEMENT TERRAZZO

Dear Sir/Madam,  
 We have many professional buyers who are also investors. Some Chinese, including our sister in law, are looking for properties in the Greater Toronto Area. We are confident that we will find you the best real estate investment opportunities in the Greater Toronto Area. We have a wide range of properties for sale, including commercial, residential, and industrial properties. We have a wide range of properties for sale, including commercial, residential, and industrial properties. We have a wide range of properties for sale, including commercial, residential, and industrial properties.

Call us today at 778 888 7777 for more information on all the above listed properties. We are confident that we will find you the best real estate investment opportunities in the Greater Toronto Area. We have a wide range of properties for sale, including commercial, residential, and industrial properties. We have a wide range of properties for sale, including commercial, residential, and industrial properties. We have a wide range of properties for sale, including commercial, residential, and industrial properties.

Best Regards,  
 Mr. M. V. KARANAM  
 778 888 7777



### Response from Real Estate Weekly:

Our goal at Real Estate Weekly is to provide real estate information to all Canadians who are looking to purchase their next home. We publish 12 English editions that we distribute throughout the Lower Mainland, including a Richmond version, and we're pleased now be able to provide a special Chinese edition that reaches out to new Chinese speaking Canadians and help them with their home purchases choices. Your neighbourhood shows a high percentage of Chinese speaking households and was therefore selected to receive this special edition. We regret that you feel this is discriminatory against Canadians, while this publication is targeted towards Canadians who also happen to speak Chinese.

Sincerely, Jani York  
 Publisher  
 Real Estate Weekly

### Headlined in the newspaper. Sign Silliness 2004



### Lansdowne Shopping Centre



LET'S TALK ABOUT THE VISION FOR FUTURE GENERATIONS

Everywhere you look....



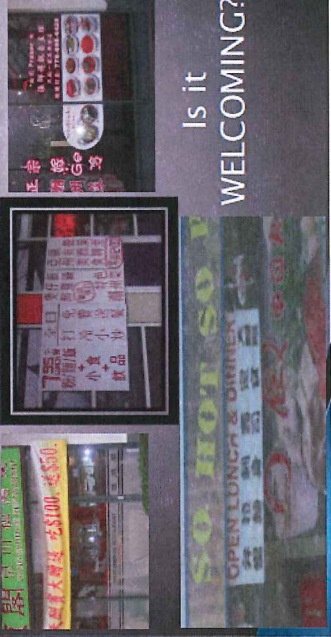
Up at  
Richmond  
Centre

SHOPPING AT T&T

What  
am I  
buying?  
I can't read the  
instructions



FOOD FOR THOUGHT  
Looks good but what is it?



Is it  
WELCOMING?

RICHMOND RESTAURANTS  
WHAT AM I EATING FOR \$6.95?



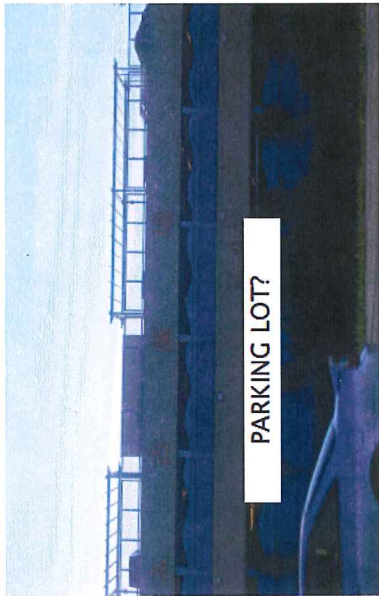
ENGLISH FIRST THEN THE LANGUAGE OF CHOICE?



ST. ALBAN'S AND GRANVILLE ROAD  
PLAZA

EVERYBODY IS  
WELCOME?





PARKING LOT?

THE ONLY  
CLUE  
IS THE PHONE  
NUMBER.  
RICHMOND'S  
AREA CODE.  
THE REST?



### Ethnic Marketing



-No. 3 Rd & Williams  
-Steveston Highway

AN EMAIL WAS SENT  
TO GLYSOMED.  
THE MARKETING  
DIRECTOR REPLIED  
"THAT THEY WERE  
REACHING OUT TO  
THE CHINESE  
COMMUNITY".



2013

"HARMONY"

ADVERTISED AT MANY  
BUS STOPS  
IN RICHMOND



Inclusive?

# ETHNIC FUNDRAISING

**Richmond Hospital**  
 列治文醫院基金會  
 2000 Westmoreland Highway, Richmond, BC V6X 1A9

**能夠付出就是福氣**

# CALLING ALL RESIDENTS IN RICHMOND.....

**TELUS TV**  
 優惠在望  
 This is the TV offer you've always wanted.

**高心娛樂 五有禮儀**  
 高心娛樂 五有禮儀

**THE BEST ENTERTAINMENT WITH THE MOST VALUE**  
 最佳娛樂 五有禮儀

**CALL TELUS TV AT 1-800-387-8388 TO GET YOURS TODAY!**  
 請電 1-800-387-8388 索取您的 TELUS TV

# Did every resident get one of these?

**TELUS TV**  
 優惠在望  
 This is the TV offer you've always wanted.

**高心娛樂 五有禮儀**  
 高心娛樂 五有禮儀

**THE BEST ENTERTAINMENT WITH THE MOST VALUE**  
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**CALL TELUS TV AT 1-800-387-8388 TO GET YOURS TODAY!**  
 請電 1-800-387-8388 索取您的 TELUS TV

# News, News read all about it! What does it say?

**成功理財新忠告**  
 理財專家提醒：成功理財新忠告

Mathewwood 買水公司 公佈	9 9 9 9 9 9 9 9
「買家心」在多倫多上市	8 8 8 8 8 8 8 8
切莫等閒視之：484-229-8623	7 7 7 7 7 7 7 7
	6 6 6 6 6 6 6 6
	5 5 5 5 5 5 5 5
	4 4 4 4 4 4 4 4
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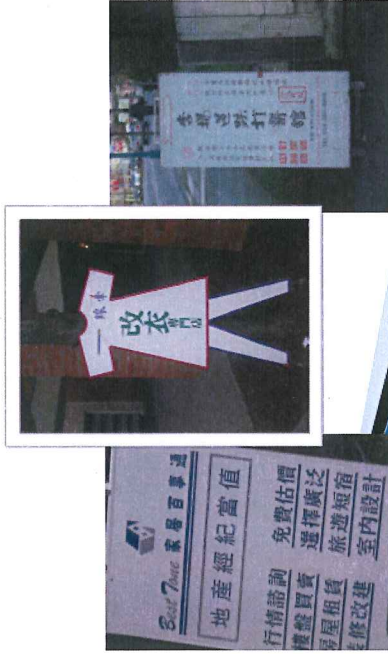
# At our banks

**FOLLOW THE MONEY.....**

# What is playing at the movies?



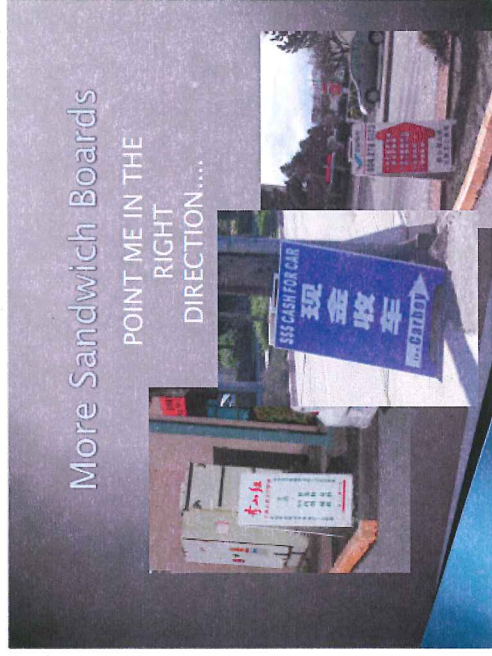
## Sandwich Boards



## NOT IN THE "GOLDEN VILLAGE"



## BROADMOOR SHOPPING CENTRE



## More Sandwich Boards

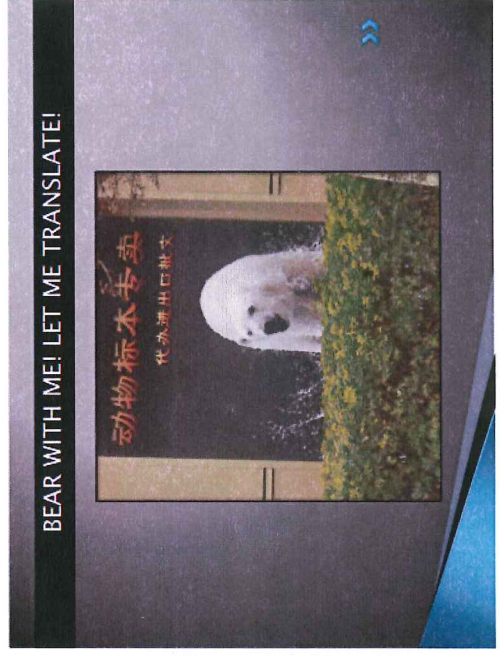
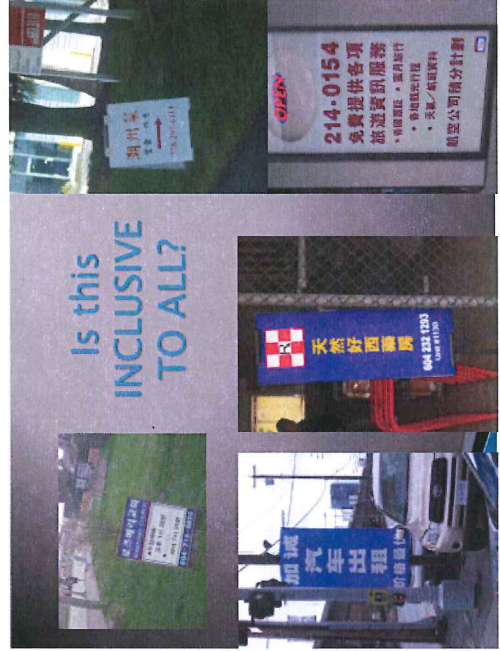
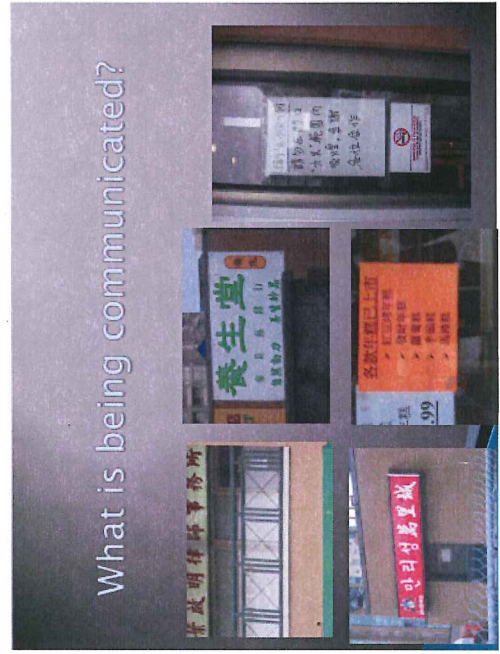
POINT ME IN THE RIGHT DIRECTION.....



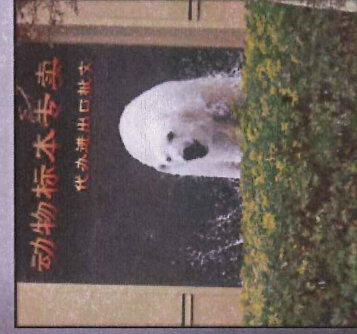
## What is being communicated?



## What is being communicated?

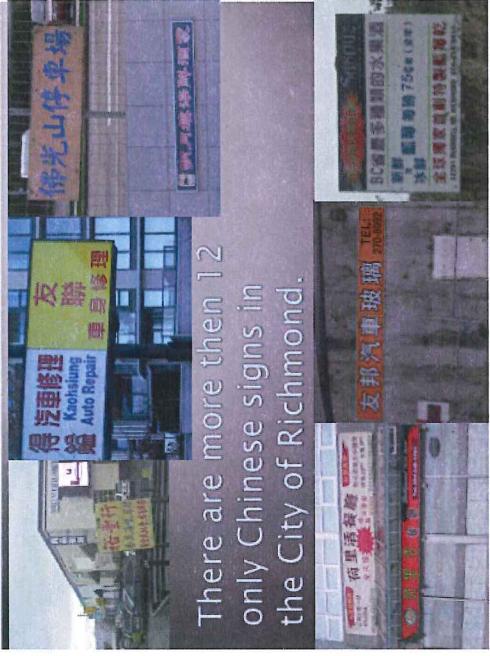


## BEAR WITH ME! LET ME TRANSLATE!

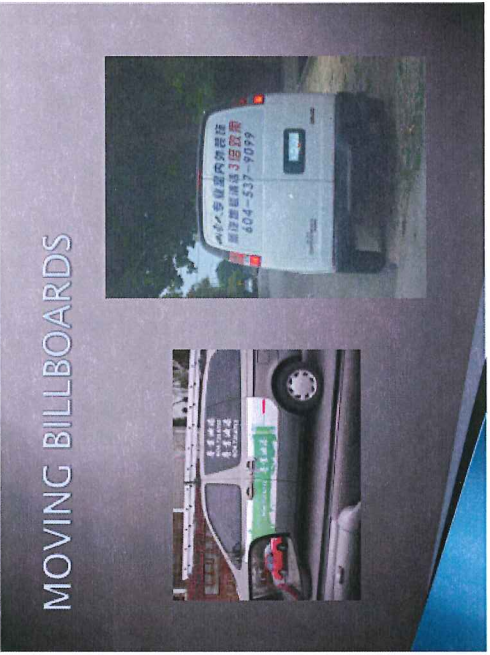


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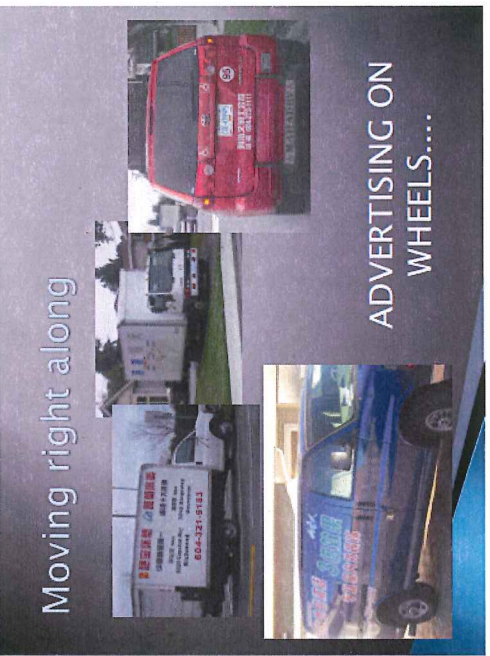




There are more than 12 only Chinese signs in the City of Richmond.



MOVING BILLBOARDS

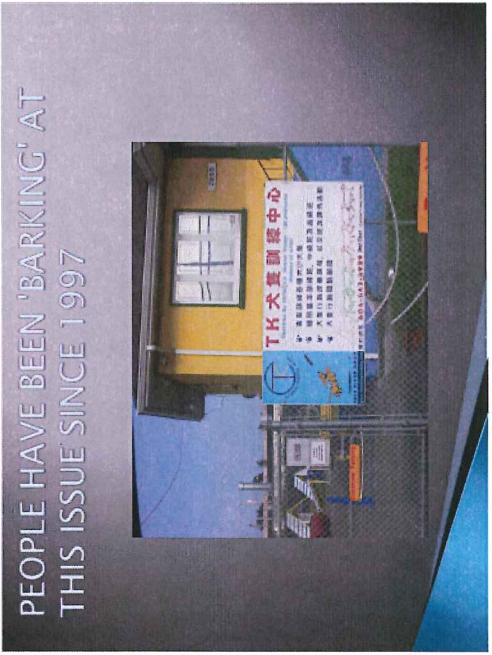


Moving right along

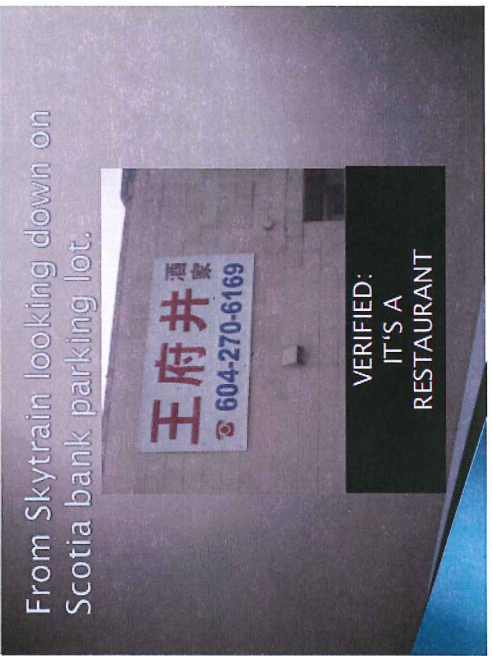
ADVERTISING ON WHEELS....



WHY?



PEOPLE HAVE BEEN 'BARKING' AT THIS ISSUE SINCE 1997

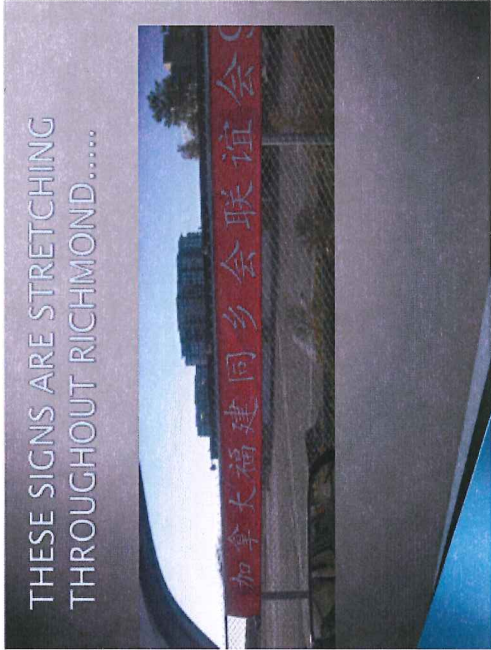


From Skytrain looking down on Scotia bank parking lot.

VERIFIED: IT'S A RESTAURANT



BRIDGEPORT AREA



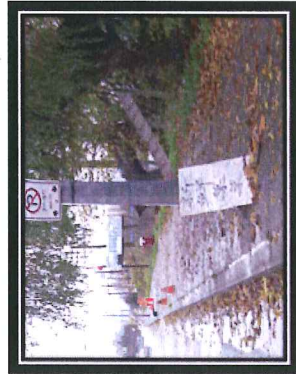
THESE SIGNS ARE STRETCHING THROUGHOUT RICHMOND.....

ABERDEEN CENTRE POLICY

ESTABLISHED IN 2002

OUR TENANT'S SIGNAGE DESIGN CRITERIA SAYS:

"ALL SIGNAGE SHALL BE IN ENGLISH (AT LEAST TWO-THIRD); other languages and characters shall not exceed one-third of each sign."



INTEGRATION versus ISOLATION

IT HAS THE ADDRESS IN ENGLISH BUT WHAT DOES IT SAY?



WHAT'S CANADA'S OFFICIAL LANGUAGE AGAIN?



**A HEALTHY COMMUNITY**

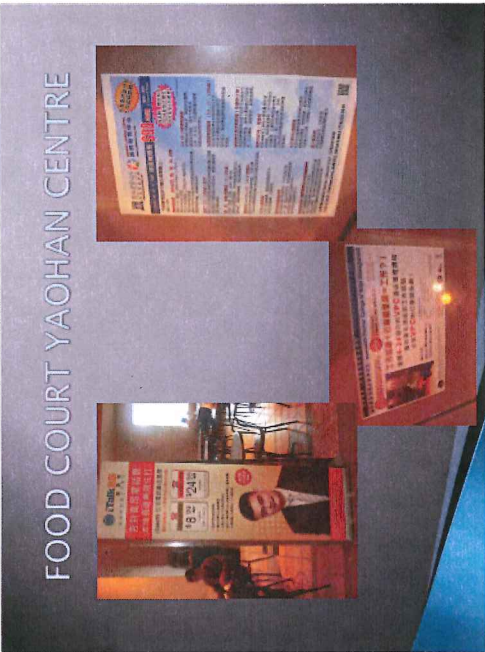
**OSTEOFIT**  
for better bones in Cantonese  
粵語教授骨質健康課程

課程內容包括：骨質健康與骨質流失的關連、骨質健康的飲食、骨質健康的運動、骨質健康的家居安全、骨質健康的藥物、骨質健康的醫療服務、骨質健康的社區資源。

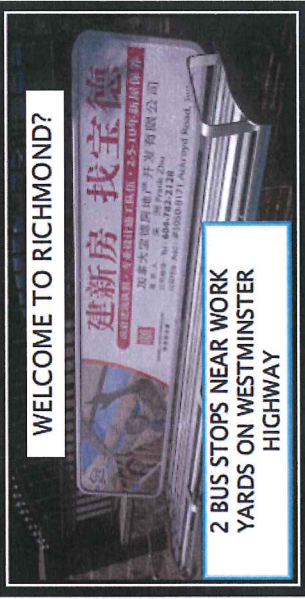
免費課程詳情請電：(604) 273-1111

免費課程詳情請電：(604) 273-1111

**FIT FOR ALL....**



**FOOD COURT YAOHAN CENTRE**



**WELCOME TO RICHMOND?**

**2 BUS STOPS NEAR WORK  
YARDS ON WESTMINSTER  
HIGHWAY**

**RICHMOND INTERCULTURAL ADVISORY COMMITTEE**

**VISION STATEMENT**

To become the most welcoming,  
inclusive and harmonious community  
in Canada

**RESPONSE TO PETITION  
REPOSE A LA PETITION**

RECEIVED/RICOU  
JUN 8 8 10  
OFFICE OF THE COMMISSIONER

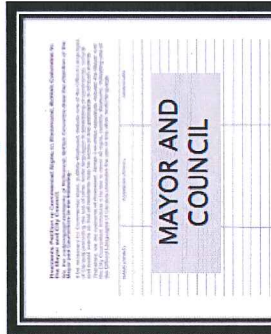
Signature: *MP Kerry Lynn Findlay*

Official Languages of Canada

The Government would like to thank the petitioners for expressing their views regarding the use of official languages in the Province of British Columbia. The Government will take their views into account in its legislative process. The Government will continue to work with the petitioners to ensure that their views are reflected in the legislative process. The Government will continue to work with the petitioners to ensure that their views are reflected in the legislative process.

**THANK YOU  
MP KERRY LYNN FINDLAY FOR  
SUBMITTING THE PETITION ON BEHALF  
OF THE PEOPLE!**

We, the undersigned residents of BC, draw the attention of the Mayor and Councillors to the following....



**Richmond's Vision: For the City of Richmond to be the most appealing, livable, and well-managed community in Canada**



**WE VALUE MULTICULTURALISM BUT IS IT WORKING**

**WHAT'S IT GOING TO TAKE? ANOTHER 17 YEARS?**

**All these signs are cause for action**

THIS PETITION IS BEING PRESENTED AND SIGNED BY THE PEOPLE THAT HAVE A CONNECTION TO RICHMOND, BC.

CANADA

We request that a bylaw be passed with rules and regulations.

"INCLUSIVENESS"

"RESPECT"

CANADA'S OFFICIAL LANGUAGES  
ENGLISH AND FRENCH

