

Tomorrow's Chinatown Local Area Plan Engagement and Communications Summary

Phase One: DISCOVER

LAP Stakeholder Report Back – SPRING 2021

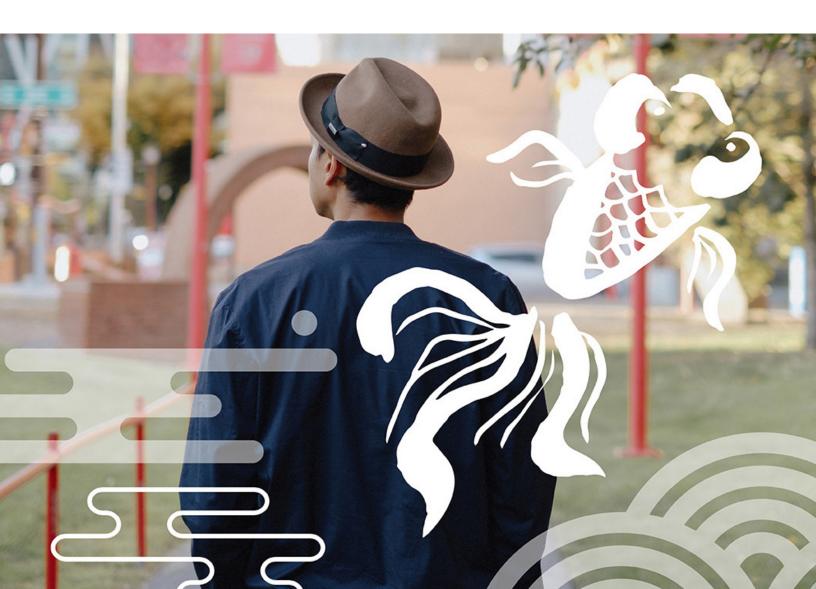


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Project overview

Chinatown is one of a few existing culturally rich neighborhoods in Calgary, with a long and distinct history. It is a unique area within the city that is highly valued by Calgarians and visitors. Like other Chinatowns across North America, Calgary needs to consider how it can sustain and grow Chinatown's vitality through its cultural presence, community design, and built form.

In 2016, Calgary City Council asked City staff to gather input from Calgary's Chinese community, Calgarians and other stakeholders on their vision for Chinatown, ensuring cultural considerations were addressed. As a result, The City began to explore the development of a Cultural Plan which would assist in the development of Local Area Plan (LAP) and address concerns from the community.

The current Chinatown Area Redevelopment Plan (ARP) is now more than 30 years old. When the ARP was approved in 1986, the role of community character was not well-represented.

In June 2018, Calgary City Council directed City Administration to develop a Cultural Plan for Chinatown and integrate cultural considerations into a new Chinatown Local Area Plan (LAP). This project has been named Tomorrow's Chinatown.

This cultural plan, a first for Calgary, will provide direction to new planning policy as part of the new LAP. With the guidance of the community, these new plans will help support Chinatown's future as a vibrant, culturally rich place to live, visit, work, and do business, well into the future.

Tomorrow's Chinatown is a multi-year project with the following objectives:

- Outline a common vision for community character, cultural preservation and evolution – providing a level of certainty around the future of Chinatown
- Consider the built form and environment through a cultural lens and explore future opportunities for public and private investment and redevelopment
- Support the successful integration of a Green Line LRT station; and
- Identify specific actions that the community and other stakeholders can undertake together, to help strengthen Chinatown's vibrancy and cultural identity into the future

This project is responsible for the development of a:

- 1. Cultural Plan for Chinatown
- 2. Culturally-based Local Area Plan for Chinatown

Through the local area planning process, we'll work together to create a future vision for how land can be used and redeveloped in the area – building on the vision, goals and policies outlined in **Calgary's Municipal Development Plan** and the **Centre City Guidebook**.

Tomorrow's Chinatown project phases

Phase One: Discover

We talk to the community to understand Chinatown's unique values, strengths and weaknesses, and what hopes they have for the future.

Phase Two: Create

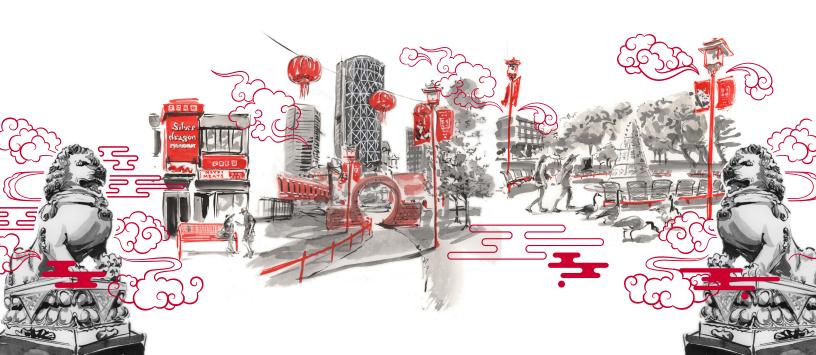
We meet with members of the community to find out the most important goals for Chinatown and its future.

Phase Three: Realize

We put the new ideas together with Chinatown residents, businesses, cultural groups and community partners into the cultural plan and the local area plan.

What this report covers:

This report covers the Chinatown Local Area Plan-focused online engagement undertaken during Phase One: Discover, which took place between June 8 – September 14, 2020. Please refer to the **Cultural Plan's Phase One: Discover Report** if you would like to learn more about what we heard regarding the culturally focused questions and conversations that happened during Phase One: Discover.





The communications and engagement program for Tomorrow's Chinatown provided the opportunity for citizens to participate in meaningful engagement where we sought local and city-wide input that will be used to achieve planning goals in Chinatown.

Below are some of the considerations that influenced our overall communications and engagement approach for this project.

Engagement during COVID-19

Public engagement for Phase One: Discover took place from June 8 – September 14, 2020. In light of the ongoing COVID-19 pandemic and the State of Local Emergency declared by The City of Calgary, there were broad implications for in-person events. Discover phase engagement was conducted entirely online via our **engagement portal** and through online virtual meetings. As we were unable to host public engagement in-person sessions, the online engagement for this phase of the project was extended to a total of 14 weeks.

In total, we connected with over



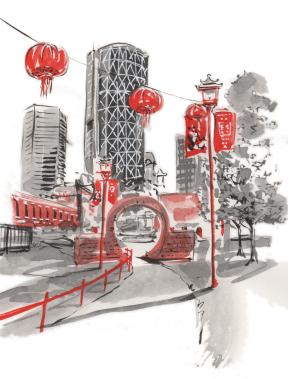
1,200 participants online, receiving close to

1,300 individual contributions during phase one of engagement.

Just over **6,000** people visited the Tomorrow's Chinatown engage portal page.

Of those 6,000 people, 1,221 left comments

which equates to a 20% engagement participation rate.



Participation interests and intensity

Our engagement program was created to cater to different participation interests and the varying amounts of time that stakeholders are able to commit to a project. This included having a variety of communications and engagement tactics available so that people were able to get involved at the level that best suits their needs. We selected a variety of tactics to correspond with the varied interest and needs of Chinatown stakeholders.

Raising the capacity of the community

Prior to starting formal engagement, we began the project with an educational focus to increase knowledge about planning and development to enable participants to effectively contribute to the process. This included conversations on how the emergence of cultural planning can benefit the local area planning process. We consulted with community stakeholders on the project's scope and documented how a local area plan fits into our city-wide goals. We also took a plain language and transparent communications approach in our materials.

Inclusive process

How we've been inclusive for the Discover Phase:

- In order to facilitate and provide equal and accessible opportunities to participate in Phase 1: Discover, we prioritized translating all engagement portal content into Traditional and Simplified Chinese.
- We provided translation services in real-time (virtually) for Chinatown's Sense of Place Focus Groups.
- We worked with senior's service agencies to ensure that senior's voices were heard and included.
- Our communications and marketing initiatives included radio, print, and online advertising and social media in Traditional and Simplified Chinese to draw attention to engagement opportunities.
- We are planning on translating the final version of the Cultural Plan and the Local Area Plan, the Urban Alliance work (reports), and portions of the What We Heard/What We Did Reports into Traditional and Simplified Chinese.

One city, one voice

During the engagement process, we strive to better serve citizens, communities, and customers through our program approach in a way that is cohesive, collaborative and integrated, and works together as "One" for "Calgary."

Where timelines and resources allowed, we ensured coordination and collaboration with other City departments and projects in the area to ensure a One City/ One Voice approach. So far this has included partnering with projects and departments such as: Green Line, Transportation Planning, Transportation Infrastructure, Roads, Calgary Neighbourhood Services, and Parks.



Phase One: Discover overview

Phase one occurred from June 8 – September 14, 2020 and focused on obtaining a better understanding of the local area and the Chinatown community, looking at all the factors that drive the community and make it unique. This helped the project team proactively explore ideas with stakeholder aspirations, concerns and viewpoints in mind.

Engagement spectrum of participation

The Engage Spectrum level for the first phase of public engagement was 'Consult' which is defined as; we will consult with stakeholders to obtain feedback and ensure their input is considered and incorporated to the maximum extent possible. We undertake to advise how consultation impacted the decisions and outcomes.

Phase one: Discover objectives (CONSULT)

In phase one of engagement, Discover, we were looking to:

- Educate citizens about the importance of cultural planning and redevelopment
- Ignite interest and create familiarity with the project
- Increase awareness about what local area planning is and The City's planning process
- Encourage Advisory Group applications and select members to join the project's Advisory Group
- Gain a better understanding of the local area and citizen's values, aspirations, concerns and viewpoints

Tomorrow's Chinatown Advisory Group

One of the foundational pieces of our engagement program included the recruitment of the Tomorrow's Chinatown Advisory Group. The Advisory Group (AG) is designed to accommodate those stakeholders with more committed interests and more time to offer to the project; where we could have more technical conversations, a deeper dive into both cultural and planning matters and build off the knowledge gained at each session.

Purpose of the Advisory Group

The purpose of the AG is twofold: advise and work with The City's project team to develop the Cultural Plan and LAP; and to provide support and advocate for the Tomorrow's Chinatown project within respective community networks. The Advisory Group serves as a sounding board to The City's project team and participates in more detailed dialogue about the broader planning interests of the Chinatown area including: connectivity of the communities, transition areas and interface with a focus on big ideas and actions/opportunities for future growth.

Members of the Advisory Group participated in six focused sessions throughout Phase One: Discover, where they engaged in dialogue and discussion about the broader planning interests of the Chinatown area as we explored the specifics of a new culturally influenced Local Area Plan.

Governed through a formal Terms of Reference, the Advisory Group is expected to meet regularly throughout the life of the project, which is anticipated to conclude by the end of 2021. The Advisory Group's role is based on providing insight and advice based on personal, professional, and cultural knowledge whereby members bring different perspectives and viewpoints to the table and act as a sounding board for The City as we work together to create a culturally influenced Local Area Plan for Chinatown.

How was the Advisory Group created?

In February 2020, the project team began the recruitment process of the Advisory Group members through a city-wide application and nomination process.

Through the recruitment campaign we received 60 applications. City Administration analyzed all the applications and efforts were made to ensure the selected members group represented:

- both renters and owners
- a balance of male and female participants
- a diverse range of ages
- student, family and single professional perspectives
- business owners and those who work in the area
- both new and long-term residents
- residents from within and outside of Chinatown, including new and long-term residents
- arts and culture organization representatives and artists
- religious and ethno-cultural organizations
- healthcare, educational or social service agencies
- sports, recreation or tourism organizations
- special expertise groups (i.e. heritage building conservation)
- multi-generational immigrants
- both Cantonese and Mandarin speakers

To ensure transparency and anonymity in the selection process, the team used a multi-step approach in reviewing the applications. From the complete applications and nomination forms received, the project team chose 25 members of the community to be part of the Tomorrow's Chinatown Advisory Group. Unlike a research-based focus group, this group is not meant to be statistically representative of the area, but best efforts were made to ensure a broad demographic representation and range of perspectives were included based on the applications that were submitted.

Who is on the Advisory Group?

The Advisory Group is comprised of a broad range of stakeholders and has 25 members. Membership is comprised of:

- 3 members representing the general community
- 1 member from the Community Association in the plan area
- 1 member from the development industry
- 2 members from the Business Improvement Area (BIA) within the plan area
- 4 members from arts and culture organizations or affiliated with post-secondary institutions
- 9 members from a religious or ethno-cultural organization or society
- 2 members from a healthcare, education, or social service agency
- 3 members representing youth, sports, fitness, recreation, or tourism organization

What did we do and who did we talk to?

Communications and marketing overview

A communications and marketing strategy was developed to inform citizens about the project and to promote and encourage Calgarians to participate in the online Discovery questionnaire.

The City used a number of tactics to inform citizens about Tomorrow's Chinatown and encourage them to participate in online engagement, with information posted in English, and Traditional and Simplified Chinese.

The following is an overview of the channels The City used from June 8 – Sept. 14, 2021 to promote this phase of engagement.

Channel	Information	Metrics
YouTube video	A YouTube video was created to generate interest in the project and encourage citizens to complete the Discovery Survey.	346,000 impressions (total number of times content was displayed).
Digital advertising	A combination of digital ads were posted to targeted websites and YouTube.	Reach of 149,909 (total number of people who viewed the content)
Chinese Canadian Times newspaper	Translated ads were published on Aug. 20, 27 and Sept. 3, 2020.	17,000 weekly circulation.
Sing Tao newspaper	Translated ads were published on Aug. 21, 28 and Sept. 4, 2020.	40,000 weekly circulation.
WeChat posts	Posts were displayed on Aug. 17 and Aug. 31.	Aug. 17: readership 740 Total estimated impressions 5,507 Aug. 31: readership 433 Total estimated impressions 5,342
calgary.ca/chinatown	A landing page was created with background information on the project, engagement information, and the online survey.	10,471 page views from July 20 to Sept. 15, 2020. +1,700% increase in page views during the campaign period.
Facebook posts/paid ads	Seven Facebook posts throughout the campaign period raised awareness of the project and promoted online engagement.	240,694 people reached, 4,908 clicks through to the webpage, 622 comments, 158 shares.
Twitter posts/paid ads	Seven Twitter posts throughout the campaign period raised awareness of the project and promoted online engagement.	157,250 impressions, 268 clicks through to the website, 63 comments, 112 shares.
Instagram posts/paid ads	Eight posts throughout the campaign period raised awareness of the project and promoted online engagement.	61,417 people reached, 49 comments, 566 clicks through to the website, 79 shares
Fairchild Radio: Interview series	Fairchild conducted a series of eight interviews asking citizens about the Discovery Survey and encouraging listeners to complete it.	The interviews resulted in over 30 audience phone-ins and comments.
Fairchild Radio: Facebook post and website	The survey was promoted on Fairchild Radio's Facebook page and website.	Facebook: 4,324 people reached. Website: 16,096 unique page views during the campaign period.

Engagement overview

Throughout phase one, we conducted 98 days of online engagement for the broad public and targeted stakeholders. We connected with over 1,200 participants online and received close to 1,300 ideas and contributions across this phase.

Additionally, as part of phase one engagement, the Advisory Group completed six focused workshop sessions. Due to the ongoing COVID-19 pandemic, all workshop sessions were held virtually online via Microsoft Teams. The details of these sessions are provided below.

Advisory Group Session One: Introductory Meeting

On June 29, 2020 the Advisory Group participated in their first virtual session, hosted by The City project team. At this session Advisory Group members:

- Met their fellow Advisory Group members and became familiar with one another
- Learned about the project and the engagement process
- Reviewed the roles and responsibilities of the Advisory group

Advisory Group Session Two: Personas & Mapping

On July 20, 2020 the Advisory Group participated in the second virtual session, hosted by The City project team. At this session Advisory Group members:

- Discussed the Advisory Group Terms of Reference
- Participated in a personas and mapping exercise

Advisory Group Session Three: Planning 101

On August 10, 2020 the Advisory Group participated in the third virtual session hosted by The City project team. At this session Advisory Group members:

- Built an understanding of The City's planning process
- Learned about the local context and key concepts that will be considered as we move forward with this plan
- Reviewed 2016 Planning Chinatown's eight Guiding Principles and how they may apply to the Tomorrow's Chinatown project

Advisory Group Session Four: Urban Alliance Summary

On August 31, 2020, the Advisory Group participated in the fourth virtual session hosted by The City project team. At this session we discussed the following topics:

- Culture & Identity in Chinatown Dr. Matt Patterson and Dr. Eliot Tretter
- Chinatown Mobility Plan: Evaluating Transportation Networks and Market Conditions – Dr. Kwangyul Choi
- Chinatown Sense of Place Surveying Study
 - Prof. Francisco Alaniz Uribe

Advisory Group Session Five: Cultural Plan Phase One Summary & Next Steps

On September 21, 2020, the Advisory Group participated in the fifth virtual session hosted by The City. At this session we reviewed the following:

• Presented a summary of the Phase One: Discover – Cultural Plan

Advisory Group Session Six: What We Heard Review

On October 5, 2020, the Advisory Group participated in the sixth virtual session hosted by The City. At this session we reviewed the following topics:

- Reviewed the draft summary report Phase One: Discover Cultural Plan
- Discussed the next steps of engagement for Phase Two: Create

What did we ask through engagement?

Through Phase One engagement, we asked community stakeholders and all Calgarians to answer the following Local Area Plan-specifc questions to help increase the understanding of local assets, issues, opportunities and trends in the Chinatown area. These questions were asked online between June 8 and September 14, 2020. A full summary of the questions we asked during Phase One can be viewed within the **Calgary Chinatown Cultural Plan Discover Phase report**.

We wanted to understand from participants what is unique about Chinatown. We wanted to learn about how they defined Chinatown's cultural values and identity. We wanted to know what people think of when they think about Chinatown. We wanted to know what does this place mean to you. Finally, we wanted to know what makes it special, or would make it even more special?



LOVE – Question 5 - What do you love about Chinatown? What makes it special to you among other Calgary neighbourhoods?



Challenges – Question 8 - What are the challenges you see in Chinatown today? What isn't working and needs attention?



Hopes – **Question 9** - What are your hopes for the future of Chinatown, and why? What opportunities do you see?



Fears – Question 10 - What are some fears you have for the future of Chinatown?

What did we hear throughout engagement?

A number of key themes and areas of opportunity emerged from our engagement in Phase One: Discover:

- Citizens love the distinct or unique experience realized through the builtform, architecture and streetscape.
- Citizens love the geographic location of Chinatown. (Proximity to downtown and the Bow river)
- 3. Citizens love the Chinese, Asian, and Pan-Asian culture, history, sense of community and social connection.
- 4. Citizens love the variety and availability of different goods and services in the community.
- Citizens find parking to be a challenge in the Chinatown area. Specifically, citizens find parking expensive and difficult to find in Chinatown.
- 6. Citizens find traffic in the Chinatown area to be a challenge.
- Citizens feel that it is important to preserve the historic significance of Chinatown.
- Citizens report that public infrastructure improvements such as sidewalks, lighting, public restrooms, are needed in Chinatown and impact the perceived and real safety of Chinatown.
- 9. Citizens would like Chinatown to become a destination community that helps to attract younger generations.
- **10.** Citizens hope for diverse, sustainable, and locally owned and operated businesses in Chinatown.
- 11. Citizens hope for a diverse selection of housing options in the area.
- 12. Citizens hope there will be spaces for recreation and cultural activities and events.
- 13. Citizens hope for more affordable housing options in the Chinatown area.
- 14. Citizens fear Chinatown's historic roots and long-lasting culture will disappear.
- 15. Citizens fear the loss of cultural identity and history in the Chinatown area.
- **16.** Citizens fear the future development of Chinatown will not take into consideration the unique character of the area.
- 17. Citizens perceive that under-development and/or lack of appropriate development will have negative impacts on the community.

For a full summary and description of individual themes broken down by each question with examples, please see the summary of input section below.

For a verbatim listing of all the exact input that was provided, please visit **calgary.ca/chinatown**.

Summary of what we heard

Below is a summary of the main themes that were most prevalent in the comments received for each question from online engagement. Each theme includes summary examples of verbatim comments, with the exact words used. To ensure transparency, verbatim comments have not been altered. In some cases, we may have utilized only a portion of the comment that spoke to a particular theme. In the chart below, 'citizen' refers to the people who answered our online questions for Phase One, Discover.





Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
1. Distinct or Unique (experience) realized through the built-form, architecture and streetscape	Citizens love the distinct or unique experience realized through the built-form, architecture and streetscape. Distinct and Unique Sample comments: - "It is uniquely distinctive in look and feel, and more so in the past comprised of all things Chinese. It provided the experience of traveling to another culturally different place within Calgary which opened my heart and eyes to things that were diff" - "Unique mix of buildings and shops, not homogeneously constructed. Lots of interesting alleys and retail tucked away from the street." - "It feels very unlike the rest of Calgary, the residents seem busy living their lives but ones that seem slightly different. Seeing the signs, markets, parks and statues all	The Urban Alliance was created as a way for The City of Calgary and the University of Calgary to collaborate on various research projects that benefit communities in Calgary. Through this partnership, research projects are undertaken by University researchers with support from city staff. Through the Tomorrow's Chinatown project work, Planning staff are collaborating on research to understand Calgary Chinatown's unique "sense of place." Sense of place is the idea of how an individual identifies with a certain place as well as the meanings and values that one associates with that place. Professor Francisco Alaniz Uribe from the School of Architecture, Planning and Landscape will examine the notion of sense of place in Chinatown. This will include several Focus Group sessions with community
	a little different was always both relaxing and intriguing." Architecture and Streetscape - "I feel a sense of place attachment in Chinatown. It's this feeling that makes Chinatown unique. I hope Chinese culture can be inherited from Generation to Generation." - "Chinese characters look familiar to me in a Western country; red column and Dragon and phoenix plaque are very representative." - "There is something very specific about the architecture that eludes a clear definition. It is something about the texture between tradition, and future and the people itself. It's like Blade Runner but not in a negative sense. but the most positive"	stakeholders. A city-wide survey will also be used to gather feedback on Chinatown's sense of place. The Sense of Place research will inform and influence the decisions and policies of the new Chinatown Area Redevelopment Plan. Through a culturally based local area plan, we will ensure that development proposals for Calgary's Chinatown are evaluated against updated policy that adequately addresses Chinatown's unique history and cultural character. As part of the local area plan, new design policies will be established to encourage visually-distinctive architectural and built-form design features that celebrate traditional and contemporary characteristics of Chinatown. Further, a special scheme for signage in Chinatown will allow the community to add to its distinctive character. In Phase 2 of the Tomorrow's Chinatown project, we will examine this topic further and ask participants about character defining elements and cultural



Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
Location (proximity to downtown and river)		The City's Planning staff will gather further feedback from community stakeholders in the project's second phase, Create. This additional feedback will allow staff to better understand how Chinatown can better leverage and take advantage of its strategic location as a waterfront community that is part of the Greater Downtown. Specifically, we will engage the Chinatown Advisory Group on how to capitalize on Chinatown's enviable location, and make better connections with surrounding neighbourhoods and activity hubs? Topics to be further discussed include: 1) Linkages – how do we create pedestrian linkages to other activity hubs in the downtown core? 2) Wayfinding – what would attractive and effective wayfinding to Chinatown look like? 3) Centre Street – are there additional opportunities to improve the Centre Street corridor? 4) How can we make Sien Lok Park more of destination in Chinatown? 5) How can we re-imagine and bring programming to the public realm and open spaces in Chinatown? Through a Urban Alliance partnership, a Chinatown Mobility Study was commissioned that includes an assessment of who lives in, who shops in, and who visits Chinatown, and how, and for what reasons. This study is expected to assist in telling what community transitions have taken place over the years. Th analysis will also help predict the forces at-play that will determine the future of Chinatown. Future developments in Chinatown will take into consideration the opening of a LRT statio as part of the new Green Line. New Local Area Plan polices will emphasize investment for public infrastructure and placemaking efforts that will help the transition of Chinatown over the coming 20-30 years.



Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
3. Chinese, Asian and Pan-Asian Culture, history, sense of community and social connection	Citizens love the Chinese, Asian, and Pan-Asian culture, history, sense of community and social connection. Sample comments: -"I love Chinatown food, shops and the cultural centre. Chinatown is where memories of my childhood are. My grandparents, my parents, I and my kids will all leave footprints here. I could not find the happy memories of our generation elsewhere." -"It's unique culture, Chinese Canadian people and family heritage. The unique architecture sets it apart from other neighbourhood sad well as the businesses being owned and operated by newly immigrated people. The old Chinese church" -"It feels like home. I can speak Cantonese and Mandarin to order my food. It reminds me of my great grandmother who used to live there. All the shops that have been there for decades have the kindest owners that always love having a chat." History Sample Comments: -"I love the history and the comfort in knowing there is a community that has people like me in Calgary." -"I love how the heritage is preserved. It is distinct in that a lot of architectural elements, such as materials and murals, have Chinese heritage and it is important to carry the heritage forward to the future generations." -"The history. I'm a historian who specializes in the history of the Chinese in Canada. Calgary's Chinatown is steeped in history!"	This theme cannot be addressed entirely through the LAP. The Cultural Plan has a significant role to play. Input on the community character through the Cultural Plan will be incorporated in the Local Area Plan as Community Character Statement, and will be derived by reflecting on the findings from the Chinatown Historical Context Paper. The project team will use findings from other bodies of work undertaken for the Cultural Plan, and use research findings from the Urban Alliance partnership as an input as well. In coordination with the Cultural Plan, planning staff will gather further feedback from community stakeholders on this theme in the project's second phase. This additional feedback will allow staff to better understand how Chinatown's history and sense of community can be better promoted and integrated into the future built-form as part of a new planning framework in the re-write of the Area Redevelopment Plan. Further engagement will consider the following questions: 1. How do we strengthen the edges of Chinatown, what does that look like? 2. Are there places where we can interpret local history? 3. What are the obvious places where we can identify the Chinese Culture? 4. How may green and open-spaces be re-programed- and better utilized?

Continued. Explanation and sample verbatim	
comments:	
Sense of community and social connection	
Sample comments:	
- "I feel a sense of place attachment in Chinatown. It's this feeling that makes Chinatown unique. I hope Chinese culture can be inherited from Generation to Generation."	
- "It's a mix of old and new. East and West. My generation, my children's generation, my parent's generation, my grandparent's generation and beyond. It's a historical landmark and, on multiple levels, validates the Chinese Canadian	
"It speaks to the historic importance of the Chinese Canadian community in helping to build and settle the west. It also speaks to the value they've placed on community and preserving their culture. It helps celebrate the diversity of our nation".	



Гһете:	Explanation and sample verbatim comments:	City response. What we're doing:
Goods and Services - Variety - Availability	Citizens love the variety and availability of different goods and services in the community. Sample comments: - "Inexpensive goods, clean streets, good service. There are optical shop, medical clinic, dentist, pharmacy, jewellery, banking and financial services, fashion and evening wear, model toys, local artists' studios, snacks, Chinese cuisine, large restaurants available for 600 people, everything." - "eclectic mix of small businesses, imported goods that are not found anywhere else, family-run businesses, unique public artwork, love the festivals, markets and shows." - "It has such a special, exotic air about it, from the architecture to the food and associated aromas to its restaurant and shopkeepers languages and goods. It feels like a trip to another part of the world." - "Being Chinese it is critical to my day to day function. This is where we meet to socialize with other China seniors, receive services in the Chinese language (medical care, banking, etc.) and purchase our groceries."	Through the Tomorrow's Chinatown project work, Planning staff are collaborating on an Urban Alliance research project to understand the prevailing market conditions in Calgary Chinatown. This research, led by Dr. Kwangyul Choi, will include an evaluation of business license data, type of businesses and hotspots of business activity in the community. Moreover, Planning staff will undertake additional engagement with community stakeholders on activity levels and active frontages within the community to inform the new Local Area Plan/ARP. As part of the local area planning process, the following topics will be explored in the Create phase: Provide supportive public amenities at select locations for flexible use (such as flexible and multi-purpose use structures that can be used as market stalls, lunch pavilions, etc.) Enable positive things to happen that activate the public realm (e.g. outdoor patios, pop-up shops, display of goods beyond commercial units) Ensure gathering places in Chinatown are supported by retail activities along pedestrian streets, active lanes, urban plazas and parks.

Continued.	
Explanation and sample verbatim	
comments:	
Citizens love the food options available in Chinatown.	
Sample comments:	
- "It's a good place to do grocery shopping and dine. Chinatown preserved many traditional Chinese features. It helped lots of non-Chinese get familiar with and accept Chinese culture."	
- "I love the Food. It is very unique as it always reminds me of my heritage. It is special with its own character and the people who visits there seems to enjoy it too."	
- "I love that there are lots of restaurants, lots of bubble tea cafes, the small grocery stores, and love that everything is walkable."	
- "I hope that Chinatown is able to expand and grow bigger like other cities in Canada!	
! I hope that there can be more grocery stores. Living in Toronto, I would always go to them for a huge variety of cheap fruits and vegetables."	



Challenges – Q8 - What are the challenges you see in Chinatown today? What isn't working and needs attention?

Гheme:	Explanation and sample verbatim comments:	City response. What we're doing:
. Parking - Availability - Parking rates	Citizens find parking to be a challenge in the Chinatown area. Specifically, citizens find parking expensive and it is difficult to find parking in Chinatown.	Through the Tomorrow's Chinatown project work, Planning staff are collaborating on research to understand Calgary Chinatown's transportation network. This will be done by building
	Availability of parking:	a spatial database for the existing transportation infrastructure and determining who (consumers), why
	Sample comments:	(purposes), and how (modes of transportation) as well as when and
	 - "Parking is difficult. As my parents are aging, they have less of a desire to go to a Chinatown because they can't walk so far anymore. There are now also really great Chinese restaurants outside of Chinatown 	where people come to Chinatown. Additionally, the Urban Alliance research will seek to understand how people travel around Chinatown after arrival.
	that have parking." - "Not enough on-street parking for retail businesses and the potential of City projects taking away the much needed parking in favour of cyclists riding through Chinatown (not riding to Chinatown). High municipal taxes may drive businesses away." - "Parking is too limited, many are getting what they used to get in Chinatown from other areas. Dinners, groceries. Chinatown just don't have enough reasons for	Parking supply and the cost of parking will also be assessed as part of the Chinatown mobility study – which will allow for new parking management strategies to be formulated for the new Local Area Plan.
	younger generations to gather (hang out)." - "Not enough affordable parking when arriving by car".	
	Parking rates:	
	- "Parking is hard and expensive"	
	- "Parking fee is too high" - "Parking can be costly and difficult"	
	- "There's no parking and when you do find parking it's super expensive. Cleanliness of streets needs to be improved".	



Challenges – Q8 - What are the challenges you see in Chinatown today? What isn't working and needs attention?

Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
2. Traffic challenges	Citizens find traffic in the Chinatown area to be a challenge. Sample comments: - "Seeing that Chinatown is split by Centre Street, and that it's on the fringe of the Downtown, traffic is always a challenge. I always walk to and through Chinatown, but with drivers trying to find parking, it can be a challenge to enjoy Chinatown" - "I wish the traffic was closed off to the one Main Street that kind of goes around the curve. It's a weird little street that would be nicer if you had more space to walk and explore on instead of the small amount of traffic it gets." - "Jay walking: esp on 3rd and 2nd ave, east of centre street. Parking/loading, esp on 2nd ave east of ctr street. Many drivers are slowing down and coming to a complete and illegal stop in the single lane roadway to drop off passengers etc." - "A busy and growing city is expanding around them with major traffic arteries going through itThe LRT would have been a better way to move people".	As part of the Local Area Planning process, we will review the streetscape characters defined by the Centre City Plan, Centre City Mobility Plan and Centre City Urban Design Guidelines; clarify the streetscape characters as they relate to the surrounding uses and the overall transportation network; and consider the travel modes priorities for each street in Chinatown. We are also working on a Notice of Motion related to public realm improvement along Centre Street. The scope of work includes a phased Centre Street S. public-realm improvement plan. The improvements will benefit Chinatown through: - A comprehensive review of opportunities for Centre Street S from the Centre Street Bridge south to 4 Avenue S. - A review of vehicle and pedestrian volumes and predicted need (including BRT). - Implementation and phasing of improvement, which will include shortand long-term assessments.



Challenges – Q8 - What are the challenges you see in Chinatown today? What isn't working and needs attention?

Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
3. Culture and Heritage Preserving the historical significance of Chinatown	Citizens feel that it is important to preserve the historical significance Chinatown. Sample comments: - "Chinatown needs to be protected from development that is not supported by the community and be recognized as an important historical landmark that receives community and municipal protection. Otherwise residents risk being pushed out due to high rent." - "I think that people don't understand how vibrant and cohesive this neighbourhood is. The challenge I see is that people think it's just like the rest of downtown but stylized. In fact, it is a town into itself. Some people's entire lives take place here." - "My only concern is that China town will loose space and authenticity as the city grows. Chinatown is a part of Calgary's history and needs to be preserved as such." - "For some reason, there seems to be less and less community members there on a day to day basis. Maybe attract more youth and other Chinese community members to be a part of their heritage." - "A lot of Calgarians don't know about the rich history of Chinatown and all of the current cultural events that are happening in the community, more public emphasis on the importance of the neighborhood and its events will result in more visitors"	Calgary Chinatown's heritage resources are an important public asset to all current and future Calgarians. They provide a unique opportunity to recognize Calgary's history and the Chinese community's perseverance. Built-form heritage should be protected. This theme will be further explored through additional engagement in later phases of the project. Outlining a common vision for community character and cultural preservation is a shared goal of both the Cultural Plan and the new LAP. See additional comments captured for Theme no. 4 on the following page. Chinatown is one of the three "Historic Character Districts" identified by the Centre City Urban Design Guidelines, together with Stephen Avenue Mall and Warehouse District in Beltline. Existing listed historic resources in Chinatown include: Canton Block Chinese United Church Chinese National League Centre Street Bridge These historic resources provide significant and authentic value to the dynamics of Chinatown. The Local Area Planning team will be working together with the community on related topic areas such as potential inventory sites, contextual/sensitive infill policies, and heritage density bonus and transfer.



Challenges – Q8 - What are the challenges you see in Chinatown today? What isr	n't working and needs attention?
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Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
AA. Public infrastructure/ public realm improvements	Citizens indicate that public infrastructure/ public realm improvements are needed in Chinatown (sidewalks, lighting, public restrooms). These items have an impact of the perceived safety of safety of Chinatown. Public infrastructure/ public realm improvements Sample comments: - "Sidewalks are too narrow and falling apart! not enough space to walk on weekends, need bus shelter for massive amounts of people waiting for buses during rush hours. Some areas should be pedestrian only. Back alleys don't feel safe in this area" - "Inclusion of sustainable design, without compromising on the essence of Chinatown. Better use of spaces. Cleaning of the streets and overall infrastructure as Chinatown seems neglected at times in overall maintenance." - "There are portions of Chinatown that could use refurbishing. I also feel that we could make better use of the park areas beside the river. It would be nice to see more gardens there as well as community events." - "Building owners need help to restore/ reconstruct their buildings. Better access to development grants, and incentives to partner with world-class architects, artists and brands. Need to quickly transform from a cultural "last bastion" to a "new haven"	There are a number of public improvement projects underway or being considered that will help to improve the public realm and safety in and around Chinatown: 1) Eau Claire Promenade 2) Eau Claire Plaza redesign 3) 3 Avenue S.E. 4) 1 Street S.E. 5) Centre Street from Bridge to 4 Avenue S. 6) Future Green Line Station at 2 Avenue and 2 Street S.W. 7) Sien Lok Park upgrades 8) 1 Street S.W. main streets activation 9) Downtown Flood Barrier and Eau Claire Promenade As part of Phase two engagement, this theme will be further explored with the Cultural Plan.



Challenges – Q8 - What are the challenges you see in Chinatown today? What isn't we	king and needs attention?
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Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
B. Public safety concerns	Citizens shared their concerns about the overall public safety of the area. Public safety concerns: - "I feel Chinatown is a daytime destination. I think most people feel it is not safe after dark. If there was more signs of public safety I feel it would become popular later in the day. This would benefit the restaurants and cafes that rely on customers" - "In the evenings, Chinatown isn't very populated which makes me feel less secure - I make sure my doors are locked when driving thru there in the evening and drive out of the are as soon as I can (due to gang shootings and other crime reported on the news)" - "The pathways and sidewalks along Center ST. It's strange and feels dangerous. Better lighting at night. I'd like to see them allowed to have storefront markets outside like in Victoria BC."	Phase two engagement discussions will include additional conversations which aim to address safety concerns by assessing: 1) Public realm improvements— how can we reimagine and bring programming and use activation to address safety concerns? And 2) What specific short and long term opportunities can be realized for Centre Street S from the Centre Street Bridge south to 4 Avenue South?



Hones - 09 - What are	your hones for the future	of Chinatown, and wh	ny? What opportunities do	VOLLSEE?
Tiopes – Q5 - What are	your hopes for the future	of Chinatown, and wi	iy: What opportunities do	you see:

heme:	Explanation and sample verbatim comments:	City response. What we're doing:
. Culture and Heritage Preserving the historical significance of Chinatown	Citizens feel that it is important to preserve the historical significance of Chinatown.	Further engagement in the Create Phase is required to identify key strategic sites and cultural assets that are of historical
	Sample comments:	significance.
	-"I hope Chinatown keeps growing and thriving, I think having this strong cultural and historical presence in the city is an asset for all Calgarians as a living example of Canada's cultural mosaic."	Identification and protection of heritage resources and incentives for protection under Municipal (and Provincial) legislation are to be explored in future engagement sessions. The Local Area Plan will address
	- "I hope it keeps it character and continues to attract lots of businesses and young people. I think more events like street markets and the like would be amazing."	conservation of built heritage through a heritage density transfer program that incentivizes saving older and culturally important buildings.
	- "I would like to see the old buildings renovated but the charm, character and feel of China town still in the buildings. I would like to see small businesses thrive	
	and have an opportunity to share their food and culture." - "Hopes that Chinatown can stay a	
	Chinatown with predominantly Chinese culture. It's a part of history that needs to exist. There's opportunity to beautify it and create more interest for people to come visit more often."	
	visit more orten.	



Hones - C	9 - What are	vour hones	for the future of	Chinatown, and why	v? What or	portunities do vo	u see?
Hopes – C	29 - Wilat ale	your nopes	ioi the future of	Cililiatowii, and wiii	y: vviiat Op	porturnities do yo	a see:

Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
2. Chinatown as a destination	Citizens would like Chinatown to become a destination community that helps to attract younger generations. Sample comments: - "For future generations to embrace it as much as my generation has. As a cultural landmark it's important for current businesses and affordable housing for seniors to be preserved but also new businesses given chances to grow within." - "I hope that there is a way to engage the youth more, with emphasis on the history of Chinatown. Make it a cool place to hang out, but also a place to appreciate what we have as Calgarians." - "China itself are big, so many different cultures in one country, if we could build a place consist of different cultures in one place. At least the young Chinese youths wouldn't forget their roots."	Further engagement is planned in collaboration with the Cultural Plan to discuss what investments are needed to attract young(er) professionals and families to consider Chinatown as a community to live in. Engagement in Phase two will seek to answer the following questions: 1. What incentives can be offered to ensure entry-level housing product is within reach/ accessible in Chinatown? 2. Is the existing complement of housing types and variety able to attract young professionals? 3. What community amenity is the targeted segment seeking?



Hopes – Q9 - What are your hopes for the future of Chinatown, and why? What opportunities do you se

heme:	Explanation and sample verbatim comments:	City response. What we're doing:
8. Sustainable businesses in the Chinatown area	Citizens hope for diverse, sustainable, and locally owned and	This theme is inherently overlapping with the Cultural Plan.
	operated businesses in Chinatown.	T
		Through the Tomorrow's Chinatown
	Sample comments:	project work, Planning staff are
	"Theiring local Chinasa husinassas	collaborating on an Urban Alliance
	- "Thriving local Chinese businesses	research project to understand the
	because it helps maintain the community	prevailing market conditions in
	and gives people who visit frequently a	Chinatown. This research will include an
	sense of belonging and identity. There	evaluation of business license data, type
	is a huge opportunity for growth and	of businesses and hotspots of business
	development of new and unique stores	activity in the community.
	and restaurants."	Possarch findings and additional
	- "I hope it can be more supportive for local	Research findings and additional
	businesses, helping them to actually thrive.	engagement on "what kinds of new
	I would also like it to be more holistic,	businesses would be great additions to Chinatown's retail mix and what would
	better for the people who live there;	
	having more art, and more gardens, and	make them consider coming?" is
	more community building events".	still required.
	more community building events.	
	- "Businesses which will attract more	
	people so he area thrives with a focus	
	on Chinese goods and services. Not tall	
	office towers or residences that don't add	
	to the community. Use the San Francisco	
	Chinatown as a case study or	
	Richmond BC".	
	- "I would like to see it become more	
	vibrant, have more small businesses open,	
	and have it become a destination for	
	after office hours. Be it for a quick snack,	
	beverage, or something for dinner".	
	- "My hope is to continue adding vibrancy	
	through small business, activities, and	
	education. It would be nice to have more	
	festivals outside of Lunar New Year".	



Hones - C	9 - What are	vour hones	for the future of	Chinatown, and why	v? What or	portunities do vo	u see?
Hopes – C	29 - Wilat ale	your nopes	ioi the future of	Cililiatowii, and wiii	y: vviiat Op	porturnities do yo	a see:

Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
4A. Diverse housing options	Citizens hope for a diverse selection of housing options in the area. Diverse housing options: Sample comments: -"New residential building development with modern amenities" -"There could be more new residential and office buildings with Chinatown features, to attract tourists and youngsters. Chinatown now looks like a collection of retirement homes." -"I hope it canbe mixed-use, low-income oriented developments will be critical". -"More housing, taller buildings, with maintaining the character of the lower ~ 4 floors of buildings". -"Renovate the old buildings, add underground parking, and build new taller buildings for residential and retail use".	Additional online engagement will seek comments on the ideal mix of residential to non-residential uses, which will also inform the new policy direction of the new Local Area Plan.
4B. Spaces for recreational and cultural activities /events	Citizens hope that there will be spaces for recreational and cultural activities and events. Sample comments: - "Parks and recreational areas. Halls to hold exhibitions, regular activities for both elderly, youths and kids." - "I think there could be more recreational or cultural opportunities." - "Remain a community that hosts community activities". - "Space for outdoor events".	Additional engagement in Phase two is required on what existing spaces can be secured and activated for cultural and creative uses, to showcase and celebrate local culture and bring more life to Chinatown.



Hopes – Q9 - What are your hopes for the future of Chinatown, and why? What opportunities
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Theme:	Explanation and sample verbatim comments:	City response. What we're doing:
5. Affordable housing	Citizens hope for more affordable housing options in the Chinatown area.	The project team will resume working with Vancouver-based Coriolis Consulting to evaluate the opportunity
	Sample comments:	to use incentives to obtain affordable rental housing along with new
	- "I hope it can maintain it's diversity and afforability of housing"	apartment projects. This consulting work is expected to
	- "I would love to see Chinatown expand to	commence in December, 2020 and will examine amenity contribution
	include more affordable housing."	options (i.e., how could provision of affordable housing be competitive or
	- "As a cultural landmark it's important for current businesses and affordable housing for seniors to be preserved".	more attractive given other options available to developers). Incentives could include bonus density, a reduced parking requirements framework, or other incentives that could be considered.



heme:	Explanation and sample verbatim	City response. What we're doing:
	comments:	
Loss of historic roots and long lasting culture	Citizens fear that Chinatown's	The Urban Alliance research project
	historic roots and long-lasting culture will disappear.	investigating Chinatown's Sense of Place recognizes that communities with stron
	Public safety concerns:	historic roots and long-lasting culture are important and held in high-regard b
	-"I fear that it's interesting buildings	Calgarians. However, no area of the city is permanently frozen in time. There are
	and ad-hoc designs will be ignored and	constant forces and pressures for chang
	slowly shrink as it redevelops to look like	and redevelopment. The key question
	anywhere else."	is how to accommodate change while
	- "I worry that it will continue to become	retaining the character and sense of
	smaller and smaller over the years and	place of this historic area of Calgary.
	the residents will be forced out into other	Findings from the Urban Alliance
	communities where they do not have	research project will assist in policy
	access to their social circles."	formulation for the new LAP that will
	- "I fear that it will become smaller and	address this theme.
	harder for businesses to operate in the	
	area. I hope the redevelopment in the area	
	helps the area to thrive rather than taking away the gems that make	
	Chinatown great"	
	- "Chinatown's historic roots and long-	
	lasing culture will disappear".	
	- "That is becomes absorbed into the	
	larger downtown area and loses its unique	
	identity and sense of community"	
2. Loss of cultural identity and history	Citizens fear the loss of cultural	Identity in itself is more abstract and
,	identity and history in the	cannot be addressed through the LAP.
	Chinatown area.	Matt Patterson's Urban Alliance research reflects on identity, and this as a topic
	Sample comments:	that will likely be better addressed
	- "Chinatown and its identity is being	though the Cultural Plan.
	pushed out and watered down to the	
	point where it will no longer exist as the	
	community it once was."	
	- "I would be concerned about Chinatown	
	losing its unique cultural identity. I hope	
	that even through this improvement	
	Chinatown remains distinct from	
	its surroundings."	
	- "I worry that Chinatown will be taken	
	over by shops/restaurants that don't really	
	celebrate the spirit of Chinatown and that	
	it'll just be another street in downtown with no significant identity".	
	i with the significant facility.	I.



Гћете:	Explanation and sample verbatim comments:	City response. What we're doing:
3. Loss of the distinct character of the Chinatown area	Citizens fear that the future development of Chinatown will not take into consideration the unique	This theme is inherently overlapping with the Cultural Plan.
	character of the area.	Through the Tomorrow's Chinatown
	Sample comments:	project work, Planning staff are collaborating on an Urban Alliance research project to understand the
	-"I am worried it will be gentrified or overdeveloped and destroy the character	community's "sense of place." This research will inform and influence
	of the entire area. I'm concerned about	the decisions and policies of the new
	pricing out businesses and citizens that have been there forever. I'm worried about	Chinatown Local Area Plan.
	it losing all the character to big box buildings."	Through a culturally-based Local Area Plan, we will ensure that development
		proposals for Calgary's Chinatown are
	- "I fear gentrification by corporate towers and bland shopping centres, or have	evaluated against updated policy that adequately addresses Chinatown's
	the physical space taken away again. I	unique history and cultural character.
	fear Chinatown will be approached as a inconvenient problem to solve instead	New design policies will be established
	of as an opportunity to be showcased a	to encourage visually-distinctive
	world-class case study"	architectural and built-form design features that celebrate traditional and
	-"Gentrification, the erasure of Chinatown's	contemporary characteristics
	history, Chinatown becoming a cultural relic of history that has no engagement	of Chinatown.
	with the future of Calgary. Chinatown needs to be on the forefront and	
	championing the cause of those living in	
	the margins."	
4. Fear of lack of activity, growth or	Citizens perceive that	The Urban Alliance research project
development in Chinatown.	underdevelopment and/or lack of appropriate development will have	investigating Chinatown's Sense of Place recognizes that communities with stron
	negative impacts on the community.	historic roots and long-lasting culture
	Sample comments:	are important and held in high-regard b Calgarians. However, no area of the city
	- "That it stays stagnant, or that a new	is permanently frozen in time. There are constant forces and pressures for chang
	large development negatively impacts the experience of the neighbourhood."	and redevelopment. The key question
		is how to accommodate change while retaining the character and sense of
	- "That it will be taken away, destroyed, allowed to deteriorate, and that we lose	place of this historic area of Calgary.
	that part of our history"	Findings from the Urban Alliance
	- "That Chinatown is stubborn to change	research project will assist in policy formulation for the new LAP that will
	its ways and ends up deteriorating further	address this theme.
	because they do not want to embrace more modern looks, improvements,	
	businesses, etc because it fears it will lose its identity and ties to the past."	
Additional Theorem	Compositions also we set to a 1 1 100	
Additional Themes	Some citizens also mentioned additional themes. All responses can be found in the	
	Public engagement verbatim comments	

What did we do with the input received?

While work is still underway to develop the draft concepts for the Chinatown culturally influenced Local Area Plan, all data collected through this phase was analyzed by The City while we work to develop the draft LAP. The input received from Phase One: Discover helped develop key themes and areas of opportunity for the Chinatown area. These key themes will give structure to future engagement in Phase Two: Create.

The themes below are a summary of what we heard in the Discover phase for both the LAP and Cultural Plan questions.

Combined themes - Cultural Plan and Local Area Plan

People, voices and experiences

Tomorrow's Chinatown as a community that celebrates its diversity, and offers people harmony and a sense of belonging

Food, merchants and tourism

Tomorrow's Chinatown as a community valued for its independent businesses that offer cultural food, shopping and tourism experiences

Culture, creative and learning

Tomorrow's Chinatown as a community known for its artistic production, creativity and opportunities for cultural learning

Housing, health and social purpose

Tomorrow's Chinatown as a community that provides residents the housing and support services they need, through all life stages

Places, spaces and natural environment

Tomorrow's Chinatown as a community that expresses its culture, history and stories in the physical environment

Chinatown culturally influenced Cultural Plan and Local Area Plan next steps

We will be back in the community (virtually) for Phase Two: Create in Fall 2020 – Fall 2021. Phase two will include many engagement opportunities including more online public engagement meetings, online public engagement, virtual Advisory Group meetings, as well virtual meetings with specific property owners, developers, and community representatives to review and evaluate the concepts in the culturally influenced draft local area plan for the Chinatown area.

To stay up-to-date on project details and future engagement opportunities please visit **calgary.ca/chinatown** and sign-up for email updates.

Appendix: Public engagement verbatim comments

Verbatim comments include all written input that was received through online engagement. The verbatim comments have not been edited for spelling, grammar or punctuation. Language deemed offensive or personal identifying information has been removed and indicated in brackets. **Phase One: Discover - Verbatim comments Local Area Plan focused**

