

CHINATOWN PROJECT

Edmonton

Through targeted engagement with community cultural groups, businesses, residents and stakeholders, the City has gathered information on the future of Chinatown. This feedback, enhanced by technical studies, has been evaluated to develop community supported strategic recommendations for Council consideration.

PHASE

1

JUL 2015 – JUN 2016
DEVELOP ECONOMIC PLAN

- Project scope
- Assess market conditions
- Case studies and best practice
- Targeted engagements
- Surveys and interviews
- Community engagement

2

JUN 2016 – JAN 2017
ECONOMIC PROGRAMMING URBAN INTERFACE PLAN

- Evaluate recommendations
- Chinatown Community Economic Development Task Force established
- Develop placemaking analysis
- Community engagement

3

JAN 2017 – APR 2017
DRAFT STRATEGY

- Evaluate data for strategy development
- Draft and share recommendations for implementation
- Community engagement

4

APR 2017 – JUN 2017
FINAL STRATEGY

- Finalize strategy and supporting documents
- Continued support building/ info sharing
- Executive Committee and City Council public hearing

5

JUN 2017 ONWARDS
IMPLEMENTATION

- Implementation of recommendations and resourcing for priority actions

ECONOMIC DEVELOPMENT GOALS (PILLARS)



FOCUSED ECONOMIC DEVELOPMENT

Catalyze an environment for renewed interest and investment in Chinatown.



CELEBRATE CHINATOWN AS A DESTINATION

Highlight Chinatown as an exciting destination that is treasured by residents and visitors.



ENHANCE BUILT FORM AND LANDMARKS

Leverage the buildings, landmarks and streetscapes of Chinatown.



IMPROVE SENSE OF SAFETY AND SECURITY

Strengthen safety and security in Chinatown to contribute to a strong sense of a vibrant and inclusive place.



GOVERNANCE AND COMMUNITY LEADERSHIP NETWORK

Implement the Chinatown Strategy through leadership, shared responsibility and resourcing.

CHINATOWN COMMUNITY ECONOMIC DEVELOPMENT TASK FORCE

Key organizations have come together to create the Task Force to work together for a sustainable Chinatown. Key members include:

Chinese Benevolent Association – Culture + heritage

Chinatown Business Improvement Area – Commerce

Edmonton Chinese Young Leaders Council – Next generation

Independent Stakeholders – Vested interest

City of Edmonton – Liaison

STAY INFORMED

Share your support for a strong and celebrated Chinatown

www.edmonton.ca/chinatown

COMMUNITY DRIVEN CITY ENABLED