



Chinatown Economic Development Plan

COMMUNITY WORKSHOP #2: PRESENTATION OF DRAFT RECOMMENDATIONS
PARTICIPANT FEEDBACK SUMMARY

April 21, 2016

AECOM
VRBANIC

Edmonton

Overview

On April 21, 2016, the City of Edmonton hosted a workshop to engage the community in a conversation regarding Edmonton's Chinatown Economic Development. The workshop was the second of two community workshops as part of an economic development planning effort led by AECOM, assisted by Urbanics. The purpose of the workshop was to engage in a community dialog regarding proposed strategies and implementation models that will form the basis of action for the Chinatown Economic Development Plan.

The workshop engaged stakeholders including, but not limited to:

- Cultural Community
 - Chinese Benevolent Association, Freemasons, Edmonton Chinatown Multi-cultural Centre and a number of family and county associations
- Business Community
 - Business owners, business revitalization zones
- Development Community
 - Local development investors, property owners and realtors
- Orders of Government
 - Representatives of City Council, Members of Parliament, Members of the Legislative Assembly
- Additional Community Stakeholders
 - Community leagues, tourism, youth Local development investors, property owners and realtors

A number of strategy topics were posed to participants to discuss collectively in small groups. This is a summary of their feedback.

Workshops

Workshop participants were asked to engage in a conversation about the following four broad strategies and their role as it related to its implementation in the future:

1. Chinatown as a Destination
2. Physical Assets
3. Safety and Security
4. Implementation Models

1. Chinatown as a Destination: Response Themes

Suggested Projects and Initiatives		
Branding and marketing (top priority)	Attract private investment	Address safety issues
Urban design (street lamps, etc.)	Create a gathering place for community	More advertising for events
Define connection along 97th Street from North to South	Redevelop Remand Center	Consistent streetscaping in North and South
Harbin Gate relocation	Attract start-up businesses	Public washrooms

2. Physical Assets: Response Themes

Suggested Projects and Initiatives		
97 Street and Jasper – relocation Harbin gate	Government building facades are sterile on 97 Street - need more street activation/ground floor business	New anchor destinations required
Social agencies buildings need façade improvements – not friendly, no queuing areas for clients	Add busking locations (i.e. Vietnamese Lantern at 107th & 97th)	101 Street need improvement – currently not walkable, gaps in buildings, traffic calming
Paint mural on Royal Alberta Museum	Preserve heritage buildings - historical buildings tell the story of Chinatown	Naming committee – rename streets (i.e. Harbin Road)
Street murals as wayfinding element between North and South along 97 Street	Food tours to promote the area	Design competitions for architects/artists/urban design

3. Safety and Security: Response Themes

Suggested Projects and Initiatives		
Drop in center (i.e. Calgary model)	Foot & bike patrols	Increase affordable housing across the City
Shelters should retain clients in the morning, clients not on street	Increased lighting	Centralize/cluster social agencies
Social agencies near Casino and Ice district is a huge detractor to tourism/visitors walking to Chinatown	Wellness center	Redesign Mary Burlie Park
More parking	Night markets	Clean up 97 Street bridge
Historical tours to promote area and reduce stigma	Safety designed into LRT Stations & surrounding area	Broader strategy required for housing & homelessness

4. Implementation Models: Response Themes

Suggested Projects and Initiatives		
Formalize group with kick off meeting	Engage broader Asian community, not only Chinese	Ongoing process – no start and finish dates
Group should include: EPS, developers (local and abroad), social agencies, merchants, cultural groups	Create a community development corporation	Education and promotion of Chinatown and its future direction
City to help lead group until capacity is built	Support group with linguist – English to Chinese	Participation from broader Edmonton business community
Engage Chinese groups within broader Edmonton (i.e. Confucius Center)	Overcome ambiguous leadership, roles and responsibilities need to be defined	Ensure community leadership fragmentation does not occur
Engage tourism agencies, hotels		