

Tomorrow's Chinatown

Program and engagement summary



Planning for tomorrow's Chinatown

Tomorrow's Chinatown is a first-of-its-kind program in Calgary consisting of three deliverables:

- **Chinatown Cultural Plan**
- **Culturally informed Chinatown Area Redevelopment Plan**
- **Renaming James Short Park and Parkade**

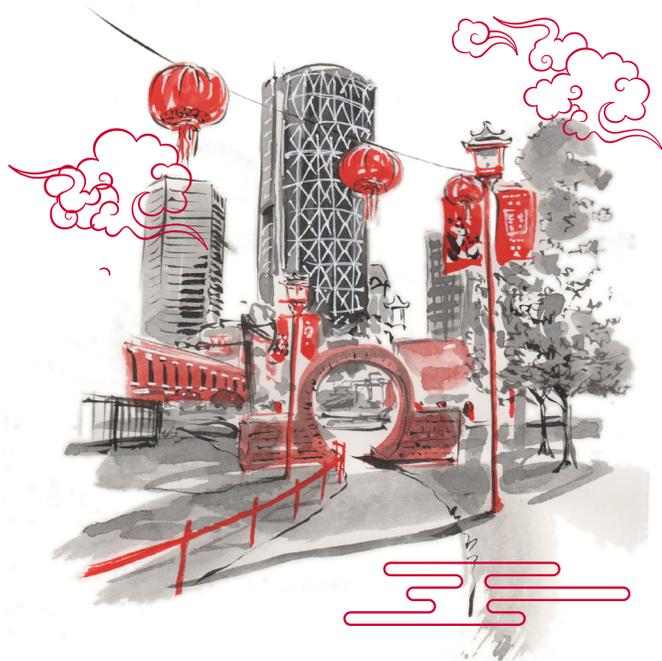
This program invests in the future of Calgary's Chinatown by taking a "planning culturally" approach. By prioritizing inclusive community consultation and decision making, cultural resources were identified to help the community achieve its goals. Volunteers dedicated many hours to ensure outcomes reflected the community's interests. By taking this approach, the program produced strong, community-informed outcomes that support Chinatown's future as a vibrant, culturally-rich place to live, visit, work and do business.

The **Chinatown Cultural Plan** provides strategic direction for advancing and investing in Chinatown's cultural future, including cultural experiences and programs; spaces, facilities and amenities; and legacy businesses and tourism. It provides guidance for setting priorities, forming partnerships, assigning roles and securing resources.

The **Chinatown Area Redevelopment Plan** is a statutory document that sets out a comprehensive planning vision with policies to guide future redevelopment and investment in the plan area. It seeks to ensure new developments integrate cultural considerations that reinforce Chinatown's unique identity.

The former **James Short Park and Parkade** site is located just outside the south boundary of Chinatown. It is being renamed to acknowledge the racial discrimination faced by Chinese Calgarians. This effort is an important step towards becoming an anti-racist and inclusive city.

With these three deliverables in place, the community of Chinatown has a cultural plan for community members and partners to utilize, predictable and consistent planning policy, and an acknowledgment of the historic racism experienced by the community. Together, they draw on community strengths, both past and present, to prepare for a strong and culturally-rich future.



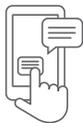
Engagement and communications at a glance



3 languages used for publishing engagement materials: **Traditional Chinese, Simplified Chinese and English**



8,500 people engaged



1.4 million times people saw our **communications and advertisements**

To reach as many people as possible, messages were shared through Chinese language radio ads and on-air interviews; Chinese language print ads; direct-to-home mailouts; bold signs in Chinatown and throughout the city; community sounding board; YouTube videos in English, Mandarin and Cantonese; and social media, including Facebook, Twitter, Instagram and WeChat.



Calgary

明日唐人街

感謝您對「明日唐人街」的關注。本項目旨在為唐人街制定首個文化計劃以及全新的本區規劃（LAP）。

現在需要您幫助我們明確唐人街最重要的目標。訪問 calgary.ca/chinatown 即可線上參與

請告訴我們：

- 如何才能開闢更多用於文化的空間？
- 如何才能吸引青年才俊及家庭落戶唐人街？
- 唐人街需要哪些新的文化資產和項目？
- 唐人街能夠提供哪些全年皆有且獨具特色的體驗？

我們正一起努力使唐人街成為一個生生不息、活力充沛、文化氣息濃厚、適宜居住、遊覽、工作和營商的地方。

您的意見至關重要。詳情請見 Calgary.ca/Chinatown

Engaging a cultural community

Tomorrow's Chinatown is centred on deep and meaningful community engagement on all three deliverables. It was important to The City to engage in a comprehensive and coordinated manner, while listening, learning and responding to community feedback accordingly.

At the onset of the program, a citizen-led Advisory Group was established. Twenty-five members were recruited through a public application process, who then shared their expertise, experience and advice with the program team throughout the course of the work. This inclusion further helped maintain a community perspective across all Tomorrow's Chinatown deliverables.

Between 2020-2022, the program saw three phases:

- **Discover**
 - Engaging the community to understand Chinatown's cultural values, strengths and challenges
 - Asking Calgarians what they hoped for when they imagined Chinatown's future
- **Create**
 - Meeting with community members and organizations
 - Consulting with the public to prioritize the most important goals for Chinatown
 - Sharing the draft Cultural Plan and Area Redevelopment Plan
 - Revising the plans to ensure they reflected community perspective and experience
- **Realize Phase**
 - Sharing program outcomes back to the community

Throughout all three phases, community members and associations were engaged using innovative tactics that took a community-centred approach. The Tomorrow's Chinatown Advisory Group also guided Administration on the program.

Tactics included:

- Cantonese and Mandarin workshops
- interviews
- lunch and learn community conversations
- surveys
- co-hosted events and meetings with established community organizations
- paid honorariums
- community drop boxes in seniors' homes and local businesses
- virtual meetings, presentations and panel discussion
- meetings with Tong and Association leaders
- round-table engagement sessions in Chinatown

Given Chinatown's regional draw, tactics were also used to engage citizens at a city-wide level.



Engaging through a pandemic

No one knew the impact that the COVID-19 pandemic would have on our city. Early into the Tomorrow's Chinatown program, plans for in-person collaboration were replaced with online connections. Virtual open-houses, workshops, presentations and panel discussions kept the conversation alive, despite the restrictions imposed by the pandemic. COVID-19 could not stop us from planning tomorrow's Chinatown!

Building relationships

In mid-2021, The City established a community relations role to support the large scope and high intensity of work in the community. This role played an integral part in enhancing our relationship with the Chinatown community. It also helped maintain coordination between the three Tomorrow's Chinatown deliverables, ensuring The City had a greater understanding of the interests and priorities of the community. Some key functions of this role were:

- **Internal coordination:** bringing together cross-departmental project and communication teams to encourage coordination, streamline communications and improved efficiency.
- **Building trusting relationships:** building relationships with the Chinatown community through enhanced presence, responsiveness and demonstrating an understanding of community interests.
- **External events and communication:** coordinating communications, project work and engagement to reduce participants' fatigue, increase efficiency and align with the community's interests.

Community-informed plans

Community members provided valuable feedback and insight throughout the engagement. Their participation was important because it is the experience and perspective of the people who live, work in and visit Chinatown that can best inform and shape the community's future. The influences of community feedback are found throughout both the **Chinatown Cultural Plan** and **Chinatown Area Redevelopment Plan**, with a complete record of the feedback received available at calgary.ca/chinatown.



Chinatown Cultural Plan

The **Chinatown Cultural Plan** identifies the aspirations, strategies and actions to strengthen the culture of Chinatown. It builds on the Cultural Plan for Calgary and shapes the **Chinatown Area Redevelopment Plan** by applying a cultural lens on how we plan for future development.

Five key themes and areas of opportunity emerged from our engagement with the community:

- People, voices and experiences
- Culture, creative and learning
- Food, merchants and tourism
- Housing, health and social purpose
- Places, spaces and natural environment

These themes provide different perspectives on the rich culture of Chinatown. They give structure to the Cultural Plan and help to organize the recommended strategies and actions.

Chinatown Area Redevelopment Plan

The **Chinatown Area Redevelopment Plan** guides growth and change in Chinatown. Through engagement, the community voiced their hopes, fears and desires, which helped shape the priorities for the neighbourhood's future.

The Area Redevelopment Plan's five core ideas are the result of public engagement and are informed by the **Chinatown Cultural Plan**:

- Chinatown is an affordable and attractive residential neighbourhood
- Chinatown's unique neighbourhood character continues to be expressed through its built environment
- Chinatown's historic significance is preserved
- Chinatown's vibrant streets and eclectic commercial offerings support a thriving local economy
- Chinatown supports community, family and individual health and harmony

These core ideas provide guidance for future growth and change in Chinatown and inform the policies within the Area Redevelopment Plan.





Renaming James Short Park and Parkade

Lived experience, memories of Chinatown and desired names for the park and parkade were shared by the community. Some people reflected on experiences of racism, while many others spoke of the community's strong virtues and contributions to Calgary. An ad-hoc group of Chinatown community members and the City project team reviewed the many name suggestions that were received through public engagement. These name suggestions spanned a variety of thematic areas, including:

1. harmony, unity and other virtues that benefit society and in ways that acknowledge Chinese and Indigenous communities
2. well known historic leaders
3. physical location or shape and original name of school
4. Chinese zodiac and lineage from dragons
5. local business, area or good luck
6. Chinatown/Calgary Chinatown
7. recognizing the contributions of Chinese railway workers
8. stars and connection between Chinese and Indigenous communities
9. honouring Chinese community efforts for democracy
10. nature

A final name recommendation will be presented to Council in fall 2022.

THANK YOU 謝謝 | 谢谢

Tomorrow's Chinatown is a first-of-its-kind program for Calgary and The City. The result is Calgary's first community-specific cultural plan and culturally informed area redevelopment plan. It was inspired by the community's desire for respect and cultural preservation, directed by Council, implemented by dedicated volunteers and staff, and informed through deep listening to the many experiences and passionate perspectives of community members.

We wish to extend our deepest gratitude to the Tomorrow's Chinatown Advisory Group and all those community members of Chinatown and Calgary who shared their time, knowledge and energy to inform this work.

Thank you for your many contributions to Tomorrow's Chinatown!