



## Tommorow's Chinatown

# Program and engagement summary



22-0022411 - ADV 15716

# 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 (ARP)**
- **Renaming James Short Park and Parkade**

This program invests in the future of Calgary's Chinatown by approached things differently, with a "planning culturally" approach. By prioritizing inclusive community consultation and decision making, cultural resources were identified and are reflected strategically on how these resources can help a community achieve its goals. Volunteers dedicated many hours to ensure outcomes truly reflected community interests. By taking this approach, 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.

# Engaging a cultural community

Tomorrow's Chinatown starts with deep and meaningful community engagement. It was important to The City to engage and review public feedback in a cohesive manner. This way, the Area Redevelopment Plan, Cultural Plan and renaming project could engage the community to inform each of their needs, while listening, learning and responding to community feedback in a coordinated way.

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-centered 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, aspirations of 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 Area Redevelopment Plan and other 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, streamlined communications and improved efficiency.
- **Building trusting relationships:** building relationships with communities through enhanced community presence, responsiveness and demonstrating an understanding of community interests.
- **External events and communication:** coordinating communications, project work and engagement to reduce stakeholder fatigue, boost efficiency and align with community interests.

## 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 卡加利

唐人街公眾參與日  
人物加文化  
2022年2月14日至28日

**幫助塑造  
明日的  
唐人街！**

提出您對文化計劃草案的意見，為 James Short 公園及停車場建議命名  
尋找在唐人街各處閒置住宅的參與者，或前往 [calgary.ca/chinatown](http://calgary.ca/chinatown) 參加。

**參加網絡活動**

從文化計劃草案：下一步是什麼？	2月24日晚上6時 星期四
傳統文化與發展者	2月26日上午9時 星期六

標題：文化計劃、公眾意見、社區發展與設計團隊交流。

了解詳情並立即註冊參與：[calgary.ca/chinatown](http://calgary.ca/chinatown)

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**明日唐人街**

感謝您對「明日唐人街」的關注。本項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實現唐人街最重要的目標。訪問 [calgary.ca/chinatown](http://calgary.ca/chinatown) 即可馬上參與。

請告訴我們：

- 如何才能讓更多用於文化的空間？
- 如何才能吸引青年才俊及家庭等戶口入街？
- 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特特色的體驗？

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、工作和營業的地方。

您的意見至關重要。詳情請見 [Calgary.ca/Chinatown](http://Calgary.ca/Chinatown)

Calgary 卡加利

**Tomorrow's Chinatown 明日唐人街**

We are working to create the first cultural plan and a new Local Area Plan (LAP) for Chinatown. Together they will support Chinatown to be a vibrant, culturally rich place to live, work, visit, and do business for generations to come. Help us understand what is unique about Chinatown - take our online survey at [engage.calgary.ca/tomorrows-chinatown](http://engage.calgary.ca/tomorrows-chinatown).

- What does Chinatown mean to you?
- What are your hopes for Chinatown's future?
- Where and how should we grow and develop in Chinatown?

Your voice matters. Learn more at [Calgary.ca/Chinatown](http://Calgary.ca/Chinatown)

**明日唐人街**

我們正在為唐人街制定首個文化計劃和全新的本區規劃，使唐人街成為生生不息、活力充沛、文化氣息濃厚、適宜居住、遊覽、工作和營業的地方。幫助我們瞭解唐人街獨特之處——在此參與線上問卷調查 [engage.calgary.ca/tomorrows-chinatown](http://engage.calgary.ca/tomorrows-chinatown)。

為了制定文化計劃和全新本區規劃，我們需要瞭解：

- 唐人街對您來說意味著甚麼？
- 您對唐人街的未來有何期待？
- 唐人街的發展與（再）發展應始於何處，如何開展？

您的意見至關重要。詳情請見 [Calgary.ca/Chinatown](http://Calgary.ca/Chinatown)

Calgary 卡加利

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## What we learned from the community

The community members provided invaluable feedback and insight through the engagement. This was important because it is the experience and perspective of the people who visit, live and work in Chinatown that makes the community so valued and enriches Calgary's diversity.

A summary of how community input informed these plans is highlighted through the outcomes shown below. The influences of community feedback are found throughout these plans, with a complete record of the feedback received available at [calgary.ca/chinatown](http://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 community members. Some people reflected on experiences of racism, while many others spoke of the community's strong virtues and contributions to Calgary. A group of community stakeholders 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 driven 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.