



Edmonton

Chinatown Economic Plan

Community Workshop #2

Key Findings: *Market Assessment, Case Studies & Best Practices*

April 21, 2016

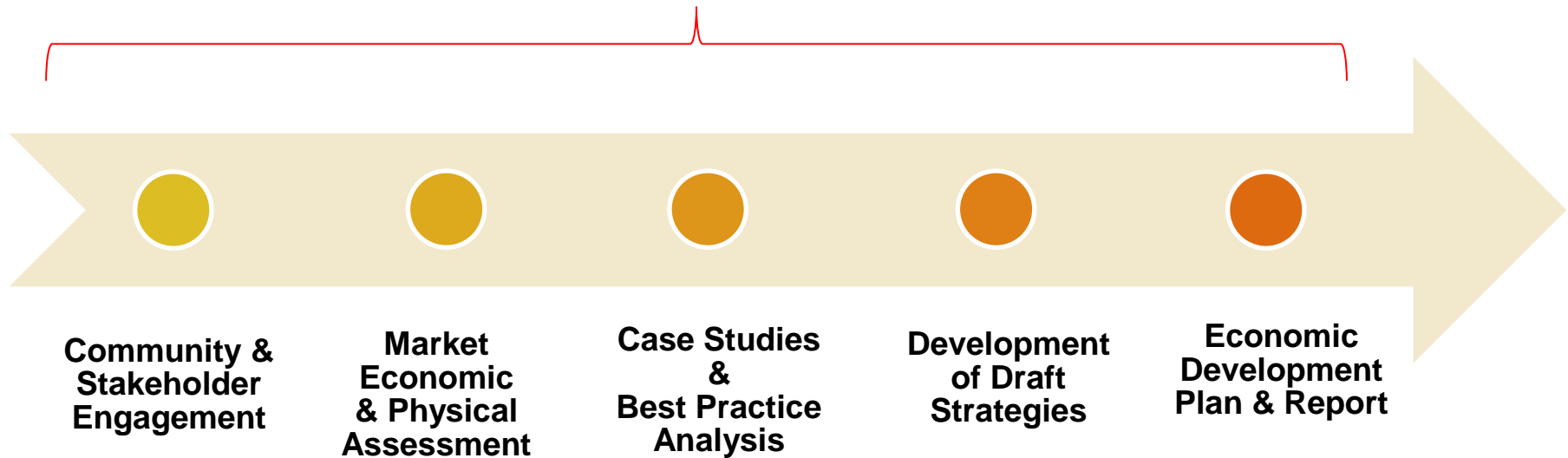
Introduction

Through targeted engagement opportunities over the past months, we had the opportunity to listen to the community's insights, concerns and ideas. This information, enhanced by further studies, interviews and surveys, is being evaluated and will shape the Economic Development Plan, outlining strategic directions and recommendations for the area.

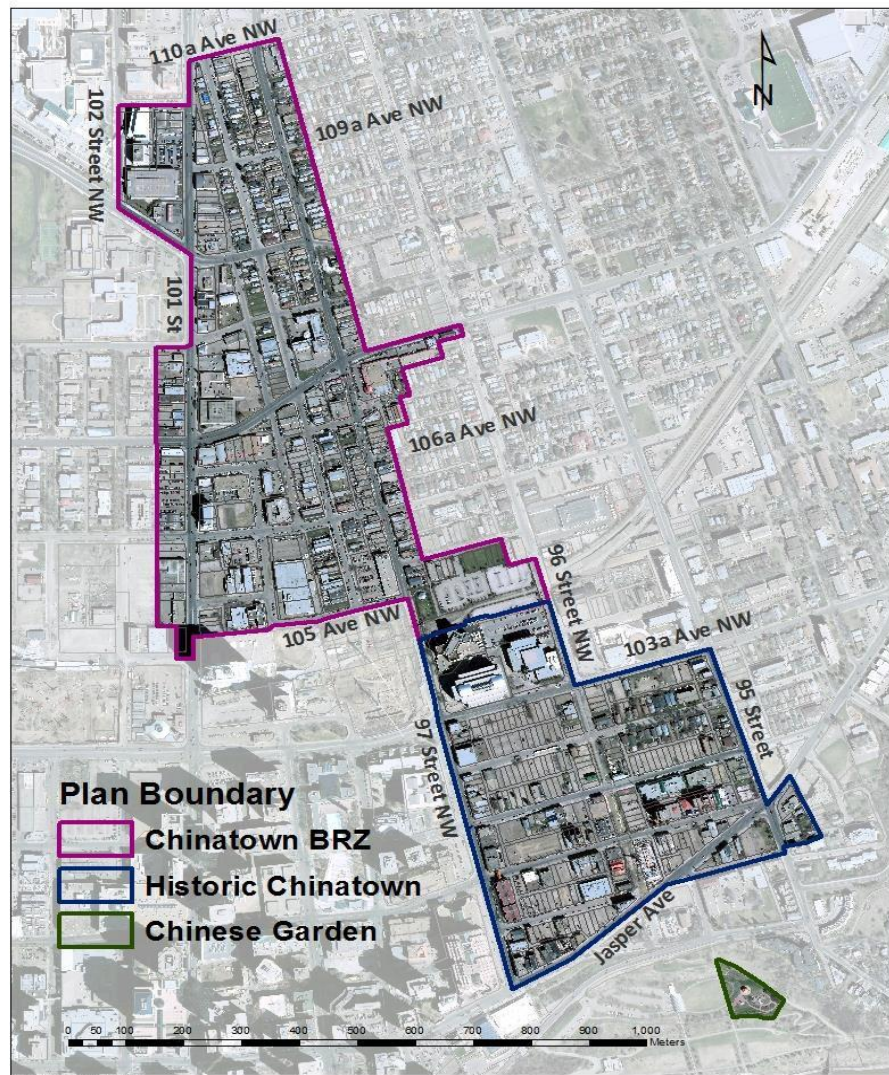
Please find here a summary of our key findings including survey results, market study, case studies & best practice analysis.

Scope of Work

Phase 1



Study Area



Area

Chinatown BRZ*: 41 hectares

Historic Chinatown: 27 hectares

Chinese Garden: 0.7 hectares

Total: app. 70 hectares

* BRZ: [Business Revitalization Zone](#)

Review of Key Findings



Community's Vision for the Future

Chinatown is a Destination

- Attracts both residents and tourists
- More residents and housing
- Attractive to youth and young professionals
- Additional tourism and promotion materials
- Nighttime activities
- Signature restaurants
- Regular events and place to gather

Historically & Culturally Significant

- Preservation of culture and history is central focus of district
- Urban design celebrates culture and heritage and unifies Chinatown
- Cultural attraction such as a museum and public assembly space for gatherings
- Increased cultural programming and events on a regular basis

Safe and Active Environment

- Welcoming and safe environment for residents and tourists
- Businesses can operate in a secure environment that does not limit customer base or create external costs
- More residential development to active the streets
- Increased night time activities; Chinatown is active all the time

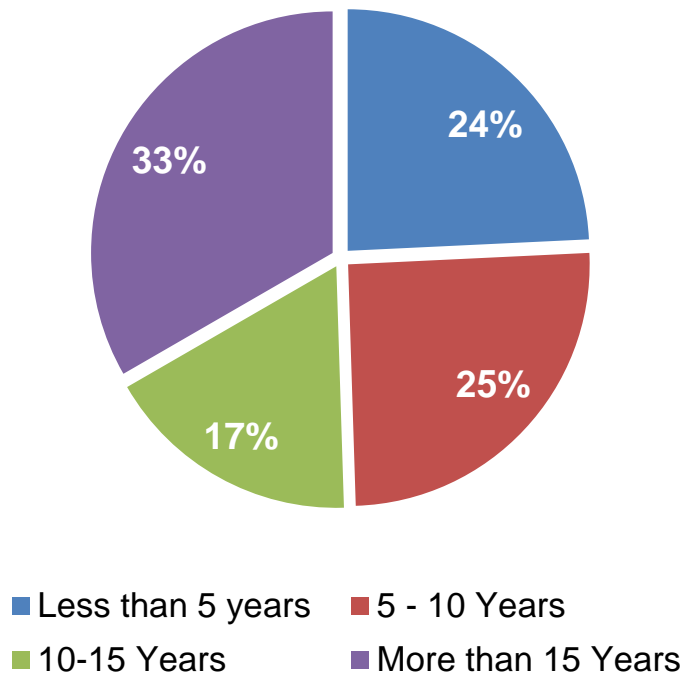
Integrated Economic Development

- Different model or structure that allows for better coordination and for ability to garner financial resources and investment and adds capacity
- Better integration of cultural and business organizations needed

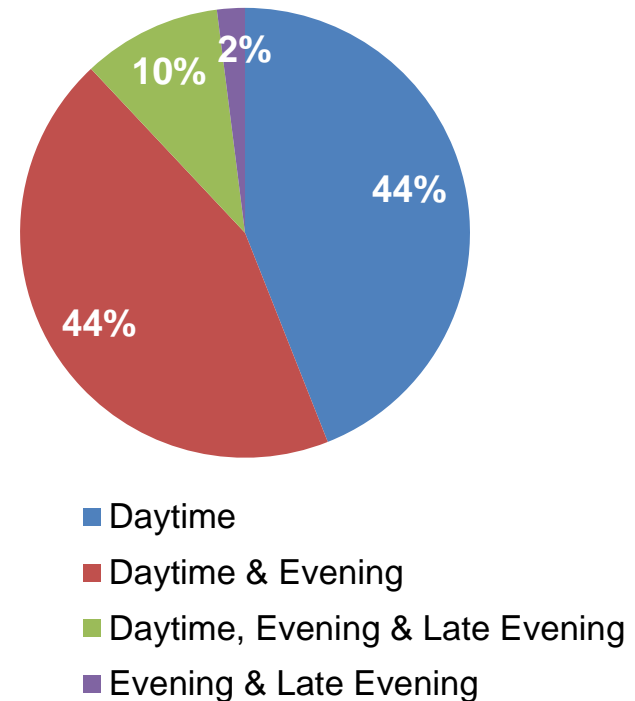
Survey Results:

Overview of Business Characteristics

Years in Operation



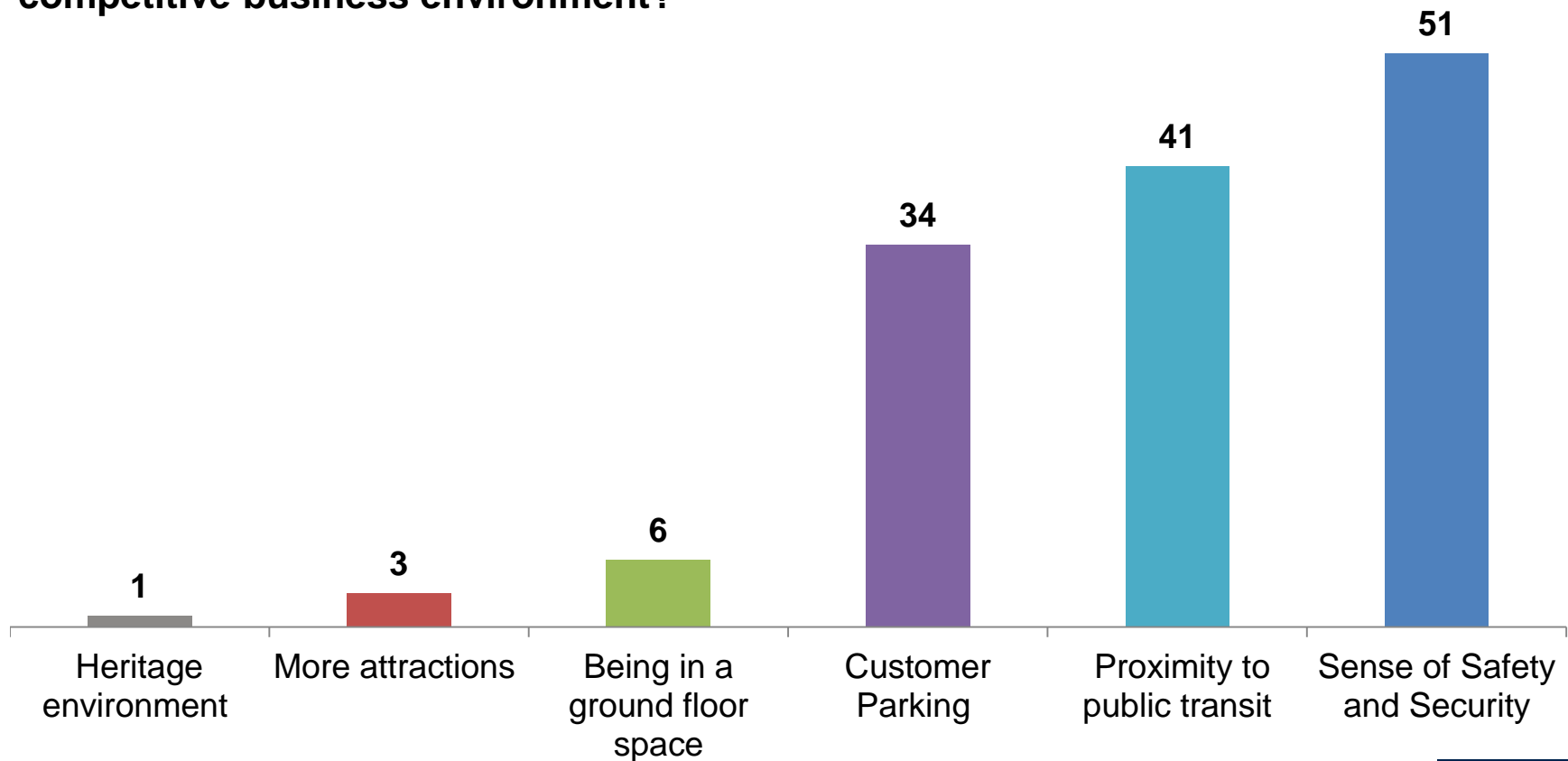
Business Hours



Survey Results:

Business Environment

What is required to create a more competitive business environment?



Survey Results:

Challenges & Benefits to Doing Business in Chinatown

Challenges	Benefits
Safety concerns (<u>Top Challenge</u>)	Shared language and culture of the people in Chinatown (<u>Top Benefit</u>)
Large homeless population (<u>Top Challenge</u>)	Convenient inner city location with proximity to Downtown Edmonton
Lack of parking (<u>Top Challenge</u>)	Popular area
High property tax	The main road has a heavy flow of people
The culture of bargaining makes transactions difficult	Lower rent compared to greater Edmonton
Decayed infrastructure	Easily accessible
Lack of foot traffic	
Competition with similar businesses	

Survey Results:

Suggestions to Improve Chinatown

Suggested Projects and Initiatives

Increase police presence	Add foot patrol	Reduce homeless population
Add free or metered parking	Open air markets and night markets	Street festivals
Street and sidewalk cleaning	Multi-cultural activities	Improve streetlights
Heritage festival	Food festival	Façade improvements
Nighttime entertainment (night market, pubs, clubs)	Mimic White Ave & Jasper Ave	Remove some of the social services that cater to the homeless population

Market Analysis:

Residential & Retail

Residential

- Residential growth will be moderate in over the next 10-15 years (~ average 600 units by 2026)
- Increased building in multi-family housing type
- 85% of Chinatown single-family housing was built prior to 1960 and may require repair or replacement
- Largest age group is 40-59 years which will impact housing types

Retail

- Retail growth will be modest over the next 10-15 years (~average of 170,800 sq. ft. by 2025) representing 20% growth
- There is currently 3 times the retail area in Chinatown North than Chinatown South
- A large amount of the retail area is comprised of larger grocery markets (3 stores) in the North
- There is a risk business owners will not stay in Chinatown due to retirements & safety concerns



Market Analysis:

Office, Tourism & Culture

Office

- Office market growth will be slow to moderate
- Office market for Class A is currently over supplied in Edmonton
- Office market for Class B & C space is strong in Chinatown; major Chinatown Class B & C office spaces are fully occupied
- The vast majority of major office space supply is currently in Chinatown South (4 buildings)



Tourism and Culture*

- Between six and seven million people visit Edmonton annually, spending \$1.3 billion on hotels, restaurants, shopping and entertainment.
- The most frequent visitors from outside Canada come from the US, the United Kingdom, Australia, and China.
- The city hosts exciting sports events, entertaining music and film festivals, and celebrations of food and culture from around the world.



Case Study:

Boston Chinatown

- 2010 Chinatown Master Plan focused on preparing businesses and residents for economic development opportunities
- Job and career training
- Incubator space
- Preservation and development of affordable housing
- Promote Chinatown through tourism partnerships
- Broaden outreach to larger population
- Centralize information on activities, stores, shops
- Develop visitor resources



Case Study:

Chicago Chinatown

- Growing residential population, with an increase of over 26% between 2000 and 2010
- Goal of Chinatown Community Vision Plan is to ensure that this community thrives
- Employment and workforce development
- Training resources for small businesses
- Industry cluster specific training
- Priority for food sector and events
- Partner with tourism organizations
- Work with cultural attractions, tourism organizations, restaurants and businesses to create events to draw people to Chinatown
- Physical development of retail and recreational amenities funded by TIF (Tax Increment Financing)



Case Study:

Cleveland AsiaTown

- Original Chinatown was slowly disappearing, while other non-Chinese Asian communities started expanding
- AsiaTown Cleveland was developed as a branding and marketing campaign building on the growing prominence of the pan-Asian community in this area
- Multiphase Asiatown Master Planning Process sponsored by Councilman Jeffrey Johnson and co-sponsored by the St. Claire Superior Development Corporation
- Streetscape plan and improvements conducted by City to facilitate mixed use development, create main street, increase multi-modal access
- Asian-inspired, culturally relevant public art and Asian art elements on benches, crosswalks, bus shelters, signage, bike racks, banners, lighting, etc.
- Night market a key element
- Most planning by St. Claire Superior Development Corporation
- Public art – Year of the Zodiac project



Case Study:

San Francisco

Capacity through many organizations:

- Community development corporation
- Communitywide economic development group
- Cultural / historic attractions
- Social organizations / family associations
- Business owners and groups

Examples of strategies:

- Business development for small businesses serving tourists
- Affordable housing preservation and development
- Community development
- Alleyway improvement project – turned challenging physical conditions into assets
- Transportation linkages – Central Subway
- Major events, festivals, and ongoing regular activities
- Improvement of public assembly spaces
- Signature chef restaurant recruitment
- Parking / shuttle program
- Engagement of public relations professional



Case Study:

Vancouver

Three main priorities:

- Diversify and intensify retail and commercial activities to create thriving business district
- Restore and maintain historic character of built environment as a lever to enhance tourism, draw investment and sustain long term economic viability
- Create vibrant public spaces

Strategies:

- Provide financing and incentives to leverage additional investment for restoring buildings
- Support local arts, cultural organizations and societies, heritage groups in programming
- Laneway revitalization, clean up of public spaces, allowing temporary events and installations
- Develop resource kit for tour guides on how to feature and promote Chinatown.
- Promote residential intensification to increase demand for local services



Best Practices Analysis:

Key Strategies

Increase Population

- Maintain existing and develop additional affordable and senior housing
- Promote residential intensification to increase demand for local services
- Development corporations are one mechanism.

Business Environment

- Small business assistance to improve viability of retail tenants
- Diversify and intensify retail and commercial activities to create thriving business district.

Programming & Tourism

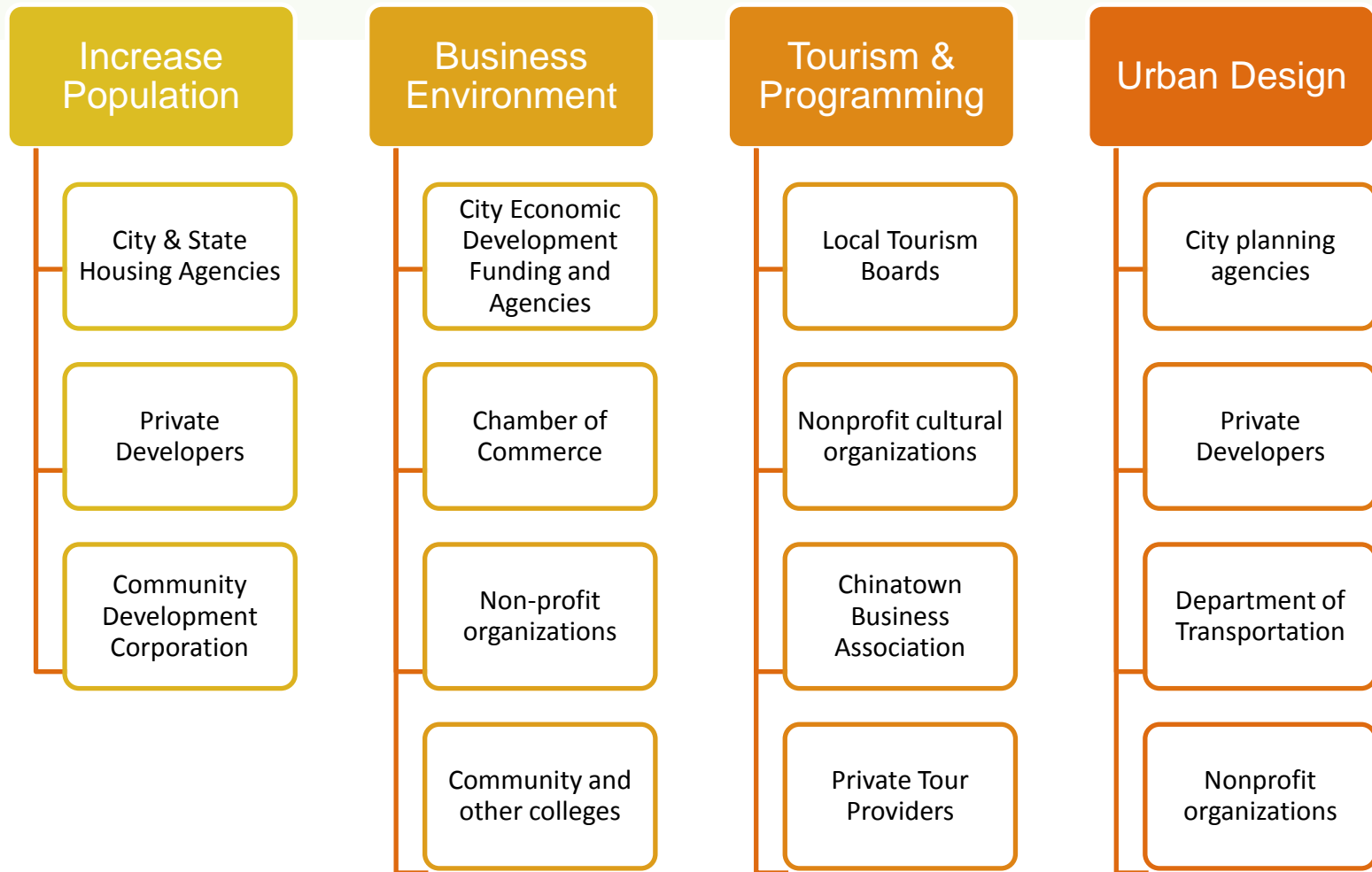
- Festivals, night markets, regular programming, partnerships with artists
- Resource kits for tour guides on how to feature and promote Chinatown
- Create signature projects or ongoing cultural programs.

Urban Design

- Elements of Chinese art and symbolism in urban design
- Beautification and intensification of Chinatown's unique alleyways, ideally to be used for business activity – turn physical challenges into assets
- Improve parking options

Best Practices Analysis:

Key Partners



Next Steps

This information, combined with ongoing community consultation, will help develop recommendations and strategies for the Economic Development Plan. The plan will then be shared with Executive Committee of Council for their consideration and direction.

If you have additional questions or feedback, please visit:
edmonton.ca/chinatown