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Date: 5/16/2019 7:52:41 AM

Subject: Punjabi Market

Attachments: Punjabi Market - Status Update - FINAL REVISED.PDF

Good morning Mayor and Council,

Over the past few weeks, we have received several questions regarding the status of planning work pertaining to the Punjabi Market area. Please find attached a briefing note prepared by Planning staff that summarizes direction received from the previous Council and work undertaken pursuant to that direction.

The key points set out in the briefing note are as follows:

- The Punjabi Market area is an important cultural hub and retail area within the Sunset neighbourhood
- In May 2016, Council directed staff to examine Chapter 23 of the Sunset Community Vision "Main Street Shopping Area/Punjabi Market" – and research whether updates are required to address the current issues of economic decline and lack of vibrancy, and preserve and sustain the Punjabi Market for future generations.
- In Fall 2016, City staff undertook some initial assessments of the Punjabi Market area, including built form, retail spaces, transportation, public realm, and other considerations.
- A Retail Business Study outlining some history and current considerations of the Punjabi Market retail area was shared with Council in December 2017, and a final report was brought forward in April 2018.
- Following this report, a consultant (Masala Consulting) was retained to assist with the creation of a local working group.
- Legitimate community expectations have been raised regarding the completion of the recommended actions and there is a need to conclude the process that was started in 2016.
- Next Steps** - Completion of an RFP for a Heritage Context Statement (including identification of historical features) as a way to identify assets and opportunities. In addition to recognizing the important South Asian history, the completion of these items should also take steps to incorporate Indigenous and early settler history. From a process perspective, it should build on lessons learned through the Chinatown process – and aim to complete the proposed deliverables in a timely fashion.

Please do not hesitate to contact Gil Kelley with any additional questions regarding this matter.

Best,
Paul

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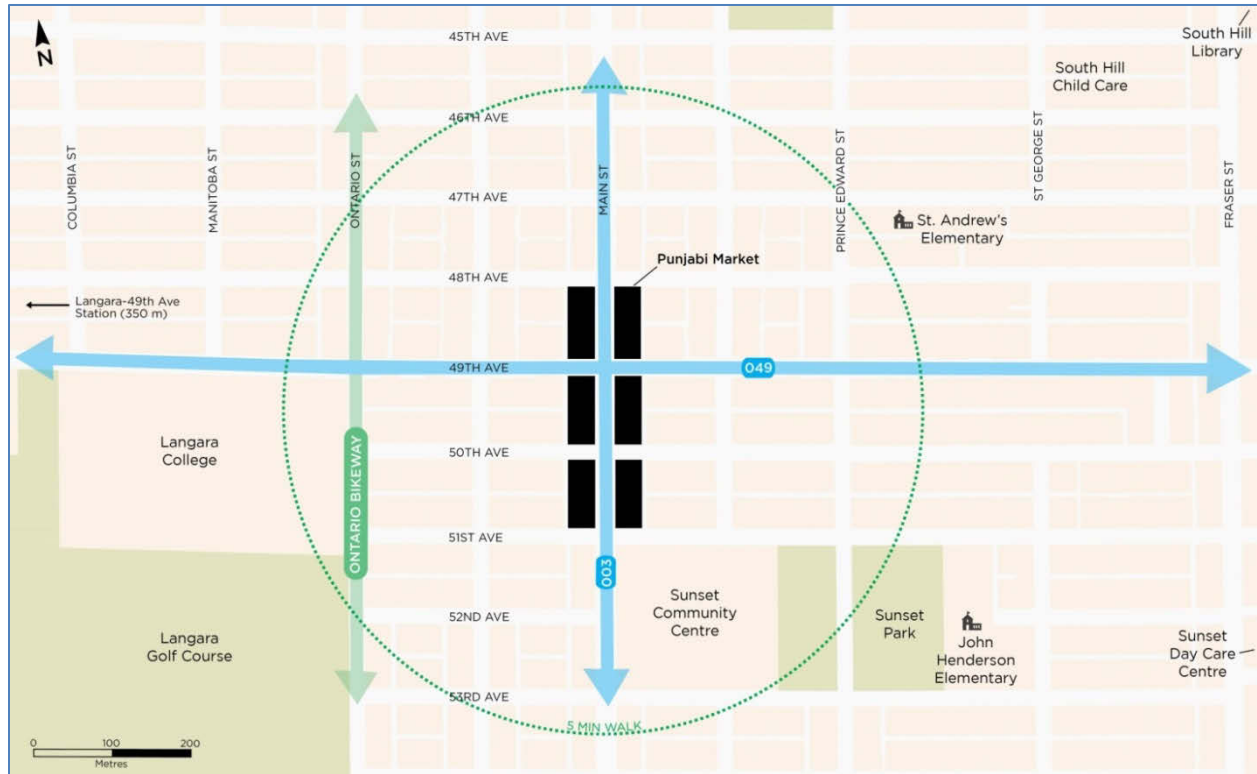


The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.

PUNJABI MARKET - UPDATE

May 2, 2019

Project Status: On-going



Background + Timeline:

August 2015 - Rental 100 rezoning project at 6505, 6507 & 6541 Main Street (R100) created impetus for community discussions regarding the future of Punjabi Market.

May 2016 -

On May 3, 2016, in response to feedback received during community consultation undertaken for a rezoning application at 6505, 6507 and 6541 Main Street, Council directed staff to examine Chapter 23 of the Sunset Community Vision – “Main Street Shopping Area/Punjabi Market” – and research whether updates are required to address the current issues of economic decline and lack of vibrancy, and preserve and sustain the Punjabi Market for future generations.

The motion further noted that “a robust plan needs to be in place to preserve and sustain Punjabi Market for future generations.”

September 2016 - City staff undertook some initial assessments of the Punjabi Market area, including built form, retail spaces, transportation, public realm, and other considerations. Early technical analysis and review of the Sunset Vision indicated a lack of policy and implementation measures that address the current issues, evident decline and longterm success of the Punjabi Market.. It was felt that additional work to assess retail considerations, and the role of the retail environment in the larger community was

warranted. Many of the issues facing the Punjabi Market were facing other local commercial areas; a citywide lens and citywide initiatives around small business challenges was would support the Punjabi Market as well.

July 2017 - Following an RFP process, City staff retained Masala consulting + LOCO BC to produce a Retail Business Study of the area. The study involved site visits, surveys, workshops, and other data gathering.

December 2017 - a draft report of the Retail Business Study outlining some history and current considerations of the Punjabi Market retail area was shared. Among other findings, the report noted issues related to affordability of retail space, city processes, larger engagement issues, and opportunities to better support the cultural legacy of the area. A final report was submitted in April 2018.

April 2018 – The final report proposed some next steps, which were shared by City staff in a presentation to local stakeholders. In particular, staff proposed an Area Management Plan that would include:

1. Creation of local working group;
2. Undertaking a Historic Context Statement;
3. Identification of Historical features
4. Creation of an area Statement of Significance (including heritage values and key character defining elements)
5. Identification of strategies and actions for regeneration

(Note: The term “Area Management Plan” was initially used as it was intended to align with a methodology proposed in the ongoing work of the city-wide Heritage Action Plan.)

Summer/Winter 2018 – Masala Consulting was retained to identify potential members of a community advisory group. A scope of work to retain a consultant to develop an Historic Context Statement is underway and we anticipate putting out an RFP by end of June.

Discussion

The Punjabi Market area is an important cultural hub and retail area within the Sunset neighbourhood, and there is a need to conclude the process that was started in 2016.

Following the next steps that were proposed in April 2018, Masala Consulting was retained to assist with the creation of a local working group. This work has been undertaken in 2018. Legitimate community expectations have been raised regarding the completion of the recommended actions.

Recommended Next Steps

1. Completion of an RFP for a Heritage Context Statement (including identification of historical features) as a way to identify assets and opportunities. In addition to recognizing the important South Asian history, the completion of these items should also take steps to incorporate Indigenous and early settler history. From a process perspective, it should build on lessons learned through the Chinatown process – and aim to complete the proposed deliverables in a timely fashion.

The following timeline outlines next steps:

Follow-up with local Working Group	May-June 2019
Completion of RFP	June 2019
RFP Posted + Recruitment	July-September 2019
Study completion	September – December 2019
HCS Report + Assessment of Findings	January – March 2020
Integration of findings into concurrent planning work where appropriate	TBD

Appendix A

Punjabi Market and Examining Sunset Community Vision for Updates

FINAL MOTION AS APPROVED - May 3, 2016

WHEREAS

1. The consultation process for rezoning 6505, 6507, and 6541 Main Street, Has generated conversations on the historic resonance, present day importance, and lasting legacy of Vancouver's Punjabi Market;
2. From consultation feedback, significant public interest was expressed regarding the commercial vibrancy of the Punjabi Market shopping area including beautification, cultural spaces, business diversity, and community engagement;
3. Much of this information falls outside the scope of the rezoning application yet remains integral to the sustainability of the area;
4. This valuable information needs to be collected from diverse stakeholders including community elders, business leaders, students, newly emerging ethnic communities, and current homeowners;
5. A robust plan needs to be in place to preserve and sustain Punjabi Market for future generations;
6. The current policy for the Punjabi Market was written in 1998 as part of the Sunset Community Vision (Chapter 23).

THEREFORE BE IT RESOLVED THAT staff examine Chapter 23 ("Main Street Shopping Area/Punjabi Market") of the Sunset Community Vision and research whether updates are required, and any subsequent consultations as required will be reported back to Council for consideration.