



Last year, City Council directed staff to explore opportunities related to the 50<sup>th</sup> anniversary of the Punjabi Market.

## THE PURPOSE OF TODAY'S EVENT IS TO:

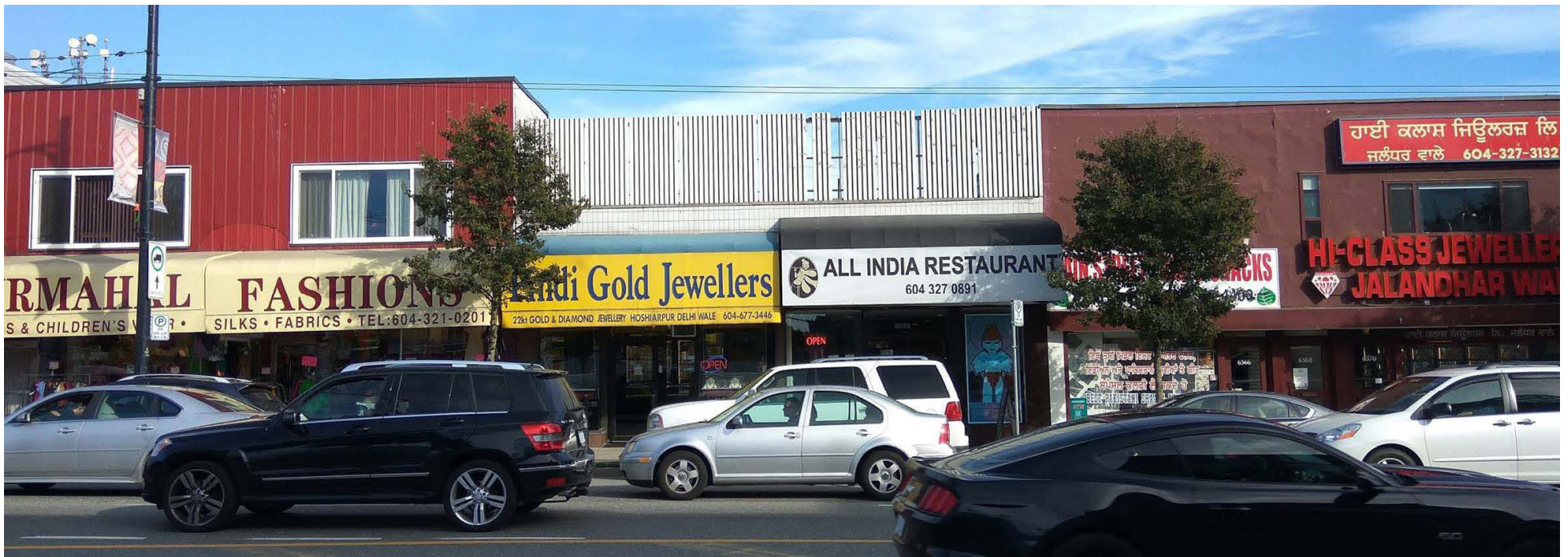
- **Share** feedback received from the October 2019 engagement activities;
- **Provide an overview** of recommended near-term activities; and
- **Gather your feedback** on the proposed actions and next steps.



City staff are on hand to answer any questions and hear your thoughts on the materials.







In June 2019, City Council passed a motion affirming the importance of the Punjabi Market, and declaring May 31, 2020 as the 50<sup>th</sup> Anniversary of the Punjabi Market.

The motion directed staff to explore potential public realm improvements and other opportunities to support the area, and further directed staff to create a collaborative community process to imagine the future of the Punjabi Market.



In October 2019, City staff held a series of six engagement activities – three with area business and property owners, and three with the community. The events were well-attended, and staff received a range of input and ideas. The following boards contain highlights of the feedback gathered at these events.



**RESPONDENTS SHARED THEIR THOUGHTS ON THE FOLLOWING QUESTIONS:****For community members:**

1. What would make the Punjabi Market a more appealing place to visit?

**For business owners:**

1. What opportunities might there be for merchants in the Punjabi Market to come together to improve business conditions?
2. How the City can help support businesses in Punjabi Market?

**KEY FEEDBACK INCLUDED:**

- Strong interest in the renewal and regeneration of the Punjabi Market area, and in seeing the Market - as an epicenter of Vancouver's South Asian communities - honoured into the future.
- Input on an array of issues and opportunities related to the commercial area (including matters related to enhanced retail and service mix, transportation, safety, public spaces, beautification, and a number of other issues).
- Support for, and assistance with, the prioritization of potential public realm interventions (see Board #4).
- Interest in business-to-business capacity building, and efforts to strengthen the business supports and stewardship opportunities for the Punjabi Market area.

**CONSIDERATIONS FOR FUTURE WORK INCLUDED:**

- The potential to clarify and enhance the evolution of the Punjabi Market as a local, city-wide, and regional destination.
- Opportunities to attend to questions of redress and reconciliation with Vancouver's South Asian communities.
- Additional ways to support the Punjabi Market as a cultural and economic hub, with the need to think more broadly about ways to co-create the future of the Punjabi Market with the community.
- The need to work with the community to ensure that the City's interventions are not limited to the 50<sup>th</sup> Anniversary.



Participants indicated their top three choices for different types of public realm opportunities. The intent of this exercise was to help City staff to better understand community priorities. There were minor differences in how these were prioritized by business/property owners and the wider community. This list shows the combined input from all six engagement activities.

## 1. DECORATIVE LIGHTING



## 2. PAINTED MURAL



## 3. MERCHANDISE DISPLAY + PATIOS



## 4. BANNER PROGRAM



## 5. PARKLETS



## 6. FOOD TRUCKS



## 7. PAVEMENT TO PLAZAS



## 8. ARTIST CALL



## 9. COMMUNITY ARTS GRANT



## 10. STREET FURNITURE



### A few important notes:

1. At present, there is no approved budget for these items, and each would require further work. There are different budgeting, technical requirements, and community partnerships necessary for each type of intervention. The final ranking identifies community priorities, and is not an approved public realm plan, nor an indication of the order in which these interventions would be delivered.
2. In the future, some of the opportunities identified – such as Parklets and Pavement to Plazas could be combined into a more general initiative to support the creation of a public gathering place.



Based on community input and staff analysis, the following eight recommended actions will be presented to City Council for their consideration. These are primarily intended to be near-term activities. Future planning work could identify further potential directions for the regeneration of the Punjabi Market.



## 1. HISTORIC CONTEXT STATEMENT

A research project to identify tangible and intangible aspects of Market history as well as historical and present day social/cultural assets and values associated with the area.

**TIMING:** Spring/Summer 2020



## 2. CULTURAL GRANTS

Grant funding for three festivals that will be holding celebratory events in Punjabi Market as part of the 50th Anniversary:

- 5X Fest (June)
- Indian Summer Fest (July)
- Monsoon (August)

**TIMING:** Summer 2020



## 3. VANCOUVER PLAN ACTIVITIES

The Vancouver Plan is being developed in coordination with a number of programs that are currently underway, including the Punjabi Market. The learning and research from these policies will inform and shape the Vancouver Plan and vice versa. Staff are committed to working collaboratively to ensure engagement is coordinated and maximizes participants' time and efforts.

Initial activities will include discussions related to:

- The experience of the City
- The City We Want
- Deeper Dives

**TIMING:** Ongoing

CONTINUED ON NEXT BOARD →



### 4. NEAR-TERM PUBLIC REALM IMPROVEMENTS

One or more public realm interventions can be undertaken as part of existing programs and which do not require a Punjabi Market-wide stewardship component.

**TIMING:** Ongoing

#### a. STREET FURNITURE

Staff to conduct street furniture assessment and add additional benches and bike racks to improve the public realm.



#### b. PUBLIC SPACE GATHERING AREA – PARKLET OR RELATED

City staff will explore the design and installation of a public gathering space/parklet\*. This could involve design workshops with students from nearby schools and elders, which would include exploring a location, design elements, and potential cultural expression within the space.



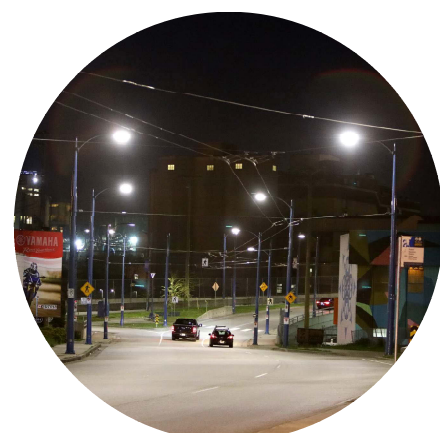
#### c. GREEN STREETS

Renovate up to six 'Green Streets' gardens within the Punjabi Market area to be available for volunteers or the business community to maintain.



#### d. STREET LIGHTING

City staff will conduct a street lighting assessment of current infrastructure.



\* A **parklet** is a platform along the street that includes public seating, landscaping, and bike parking. It provides a public space for people to sit, relax, and socialize. Location & design will be informed through extensive public engagement.

CONTINUED ON NEXT BOARD ➔





## 5. 50<sup>TH</sup> ANNIVERSARY PROCLAMATION

Formal designation of May 31 as “Punjabi Market Day” at City Council.

**TIMING:** May 2020



## 6. COMMUNITY ART IN THE PUBLIC REALM, CALL FOR ARTISTS

Encourage and support temporary visual art through the City’s Mural Program

**TIMING:** Ongoing



## 7. COMMERCIAL AREA CAPACITY BUILDING WORK + BUSINESS-TO-BUSINESS SUPPORT

Commercial capacity building, research, and strategic planning initiatives with the community and, in particular, two key commercial area stakeholder groups: merchants/business owners, and property owners.

The approach will include:

- Survey, outreach, and analysis to assess: retail and service mix, past, present, and future customer base + opportunities, local and destination split, role clarification, etc.
- Commercial stakeholder meetings and capacity-building workshops for merchants, property owners
- Organizational development – to support business to business collaboration and overall stewardship efforts
- Commercial area strategy - direction on considerations such as retail mix, leasing/recruitment, branding & identity, and customer retention and growth

**TIMING:** Summer/Fall 2020 (Start)



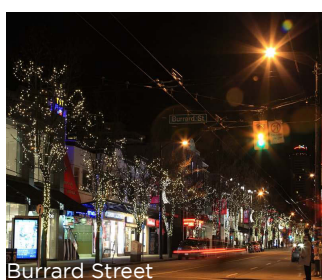
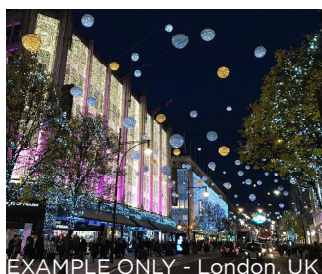
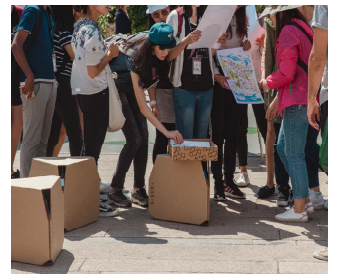
CONTINUED ON NEXT BOARD ➔



## 8. POTENTIAL LONG-TERM COMMUNITY STEWARDSHIP PARTNERSHIP

Through community capacity building, increase opportunities for community organizations to be stewards to better express cultural connections and beautification on City property.

Through community stewardship partnership, the City can provide opportunities to explore capital investments in infrastructure like Decorative Lighting that require ongoing stewards to manage. We recommend that decorative lighting be explored through this model.



- Identify a community stewardship partner
- City-led Technical Assessment
- Community-led design process
- Identify capital and installation costs
- Maintenance and stewardship



## WHAT DO YOU THINK ABOUT THE PROPOSED ACTIONS?

City staff are on-hand today to hear your thoughts. You can also record any comments on sticky notes and place them below.

If you have feedback regarding a specific recommendation, please be sure to mention the recommendation number in your comments.

Place your comments in the space below!



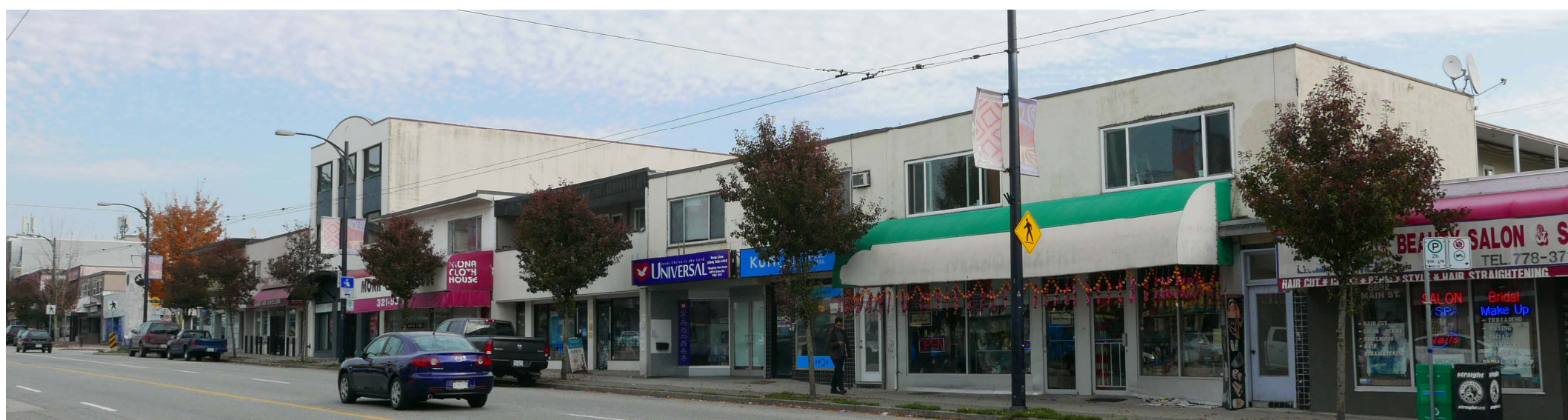




Staff anticipate presenting the recommended next steps to Council in early 2020, and a date will be shared shortly.

## In the meantime:

- Check out the Punjabi Market webpage  
Visit [vancouver.ca/punjabimarket](https://vancouver.ca/punjabimarket) for more information, including a complete summary of the October 2019 engagement activities.
- Be sure to **sign-up to our mailing list** to keep informed of key events and initiatives. Help shape the future of this important place!
- **Stay in touch!** Contact the City's Punjabi Market team with any questions or additional ideas.



Please be sure to **sign-up to our mailing list** to keep informed of key events and initiatives. Help shape the future of this important place!

## CONTACT US:



[punjabimarket@vancouver.ca](mailto:punjabimarket@vancouver.ca)



[vancouver.ca/punjabimarket](https://vancouver.ca/punjabimarket)