

Welcome!

Punjabi Market is turning 50 next year!

Earlier this year, City Council directed staff to explore opportunities related to the anniversary of the Market.

The purpose of this Open House is to allow residents and community members an opportunity to:

- **Learn more** about the Council motion and upcoming opportunities related to Punjabi Market's 50th Anniversary
- **Review ideas** and priorities related to public space improvement options for the Market area
- **Share your thoughts** on the future of the Punjabi Market



Photo courtesy of Michael Kwan (via Flickr)

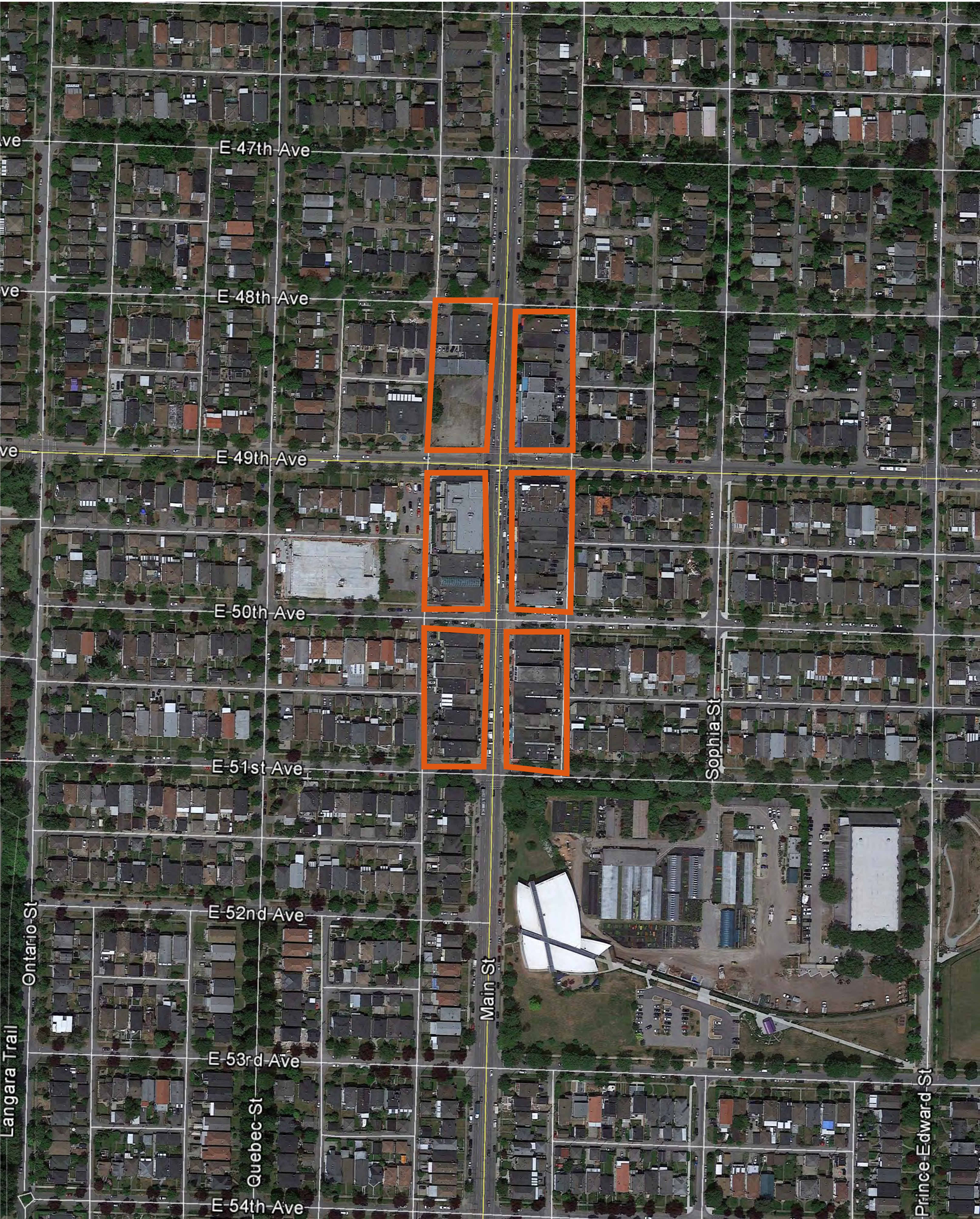


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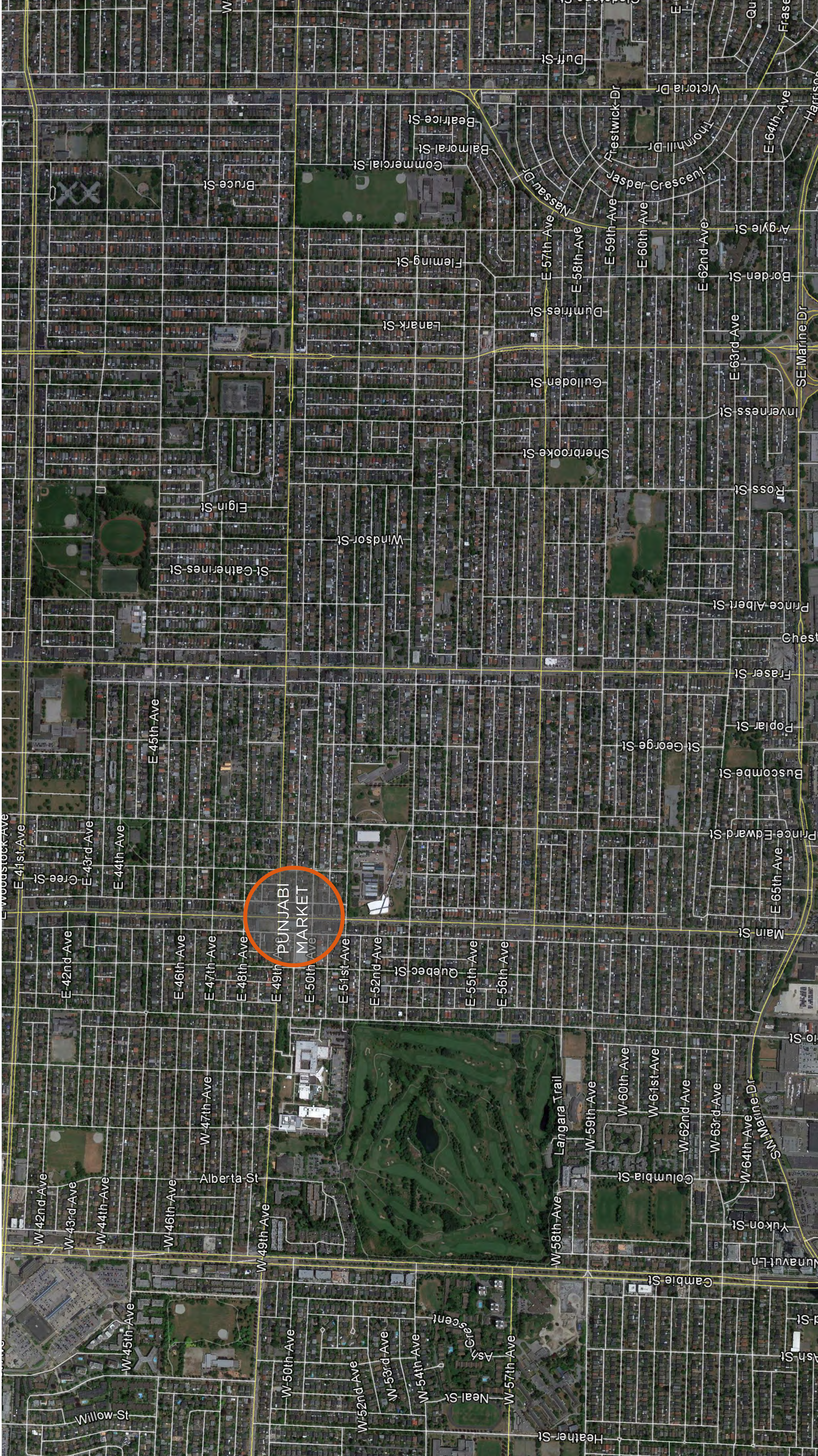
WHERE DO YOU LIVE, WORK, OR
STUDY IN THE MARKET?



Place a dot on the map where you **live**, **work**, **study**, or **shop** in the Punjabi Market area.



Place a dot on the map where you **live**, **work**, **study**, or **shop** in the Sunset neighbourhood.





IN JUNE 2019, CITY COUNCIL PASSED A MOTION THAT:

1. Affirms the historic and present day importance of Punjabi Market
2. Identifies May 31, 2020 as “Punjabi Market Day” – the 50th Anniversary of the Market

THE MOTION ALSO DIRECTED CITY STAFF TO:

3. Report back on work to date related to the Market
4. Identify public realm opportunities and “quick wins” that could be delivered in advance of the 50th anniversary
5. Create a collaborative community process to imagine the future of the market
6. Work the Park Board, School Board, provincial and federal governments, and local First Nations to advance opportunities in the Market
7. Apply a diversity, equity, and inclusion lens to this work

**TODAY'S MEETING IS MOSTLY ABOUT
ITEMS 3, 4, AND 5 FROM THIS MOTION.**



Photo courtesy of the City of Vancouver Archives.

Vancouver's First Nations + Indigenous Places

Vancouver is located on the traditional territories of three Coast Salish First Nations - the Musqueam, Squamish, and Tsleil-Waututh - whose connection to this land goes back thousands of years.

While Punjabi Market was not settled on the site of a First Nations seasonal or permanent village, it is located close to two Musqueam historic places along the Fraser River.



Photo courtesy of the City of Vancouver Archives.

Early Settler History

The area currently occupied by Punjabi Market was initially laid out as part of the municipality of South Vancouver.

For much of its early history, the Sunset area saw an array of activities including timber extraction and farming. A street car line was established early in the 20th century, and throughout the 1930s and 1940s, the area's rural quality gradually transitioned into the present-day residential neighbourhood. This was intensified though successive waves of post-WWII (primarily European) immigration.

The Emergence of Punjabi Market



In the 1960s, Canadian immigration policies changed, leading to the arrival of newcomers from China, India, Korea, the Philippines, and Vietnam. Among these were the Punjabi entrepreneurs who set up shop in the existing retail area along Main St. The first Punjabi business opened its doors in May 1970, and one year later there were a trio of shops. From there, the Market grew steadily to being an epicentre for South Asian business, social and cultural life in both the city and region.

At its peak in the 1990s, Punjabi Market is thought to have had over 300 businesses operating, and is thought to have been one of the largest South Asian markets outside of South Asia. The growth and resilience of the Market was not always easy. There were challenges along the way, including inconsistent support from different levels of government and the broader community, and problems related to discrimination, racism, and social exclusion.

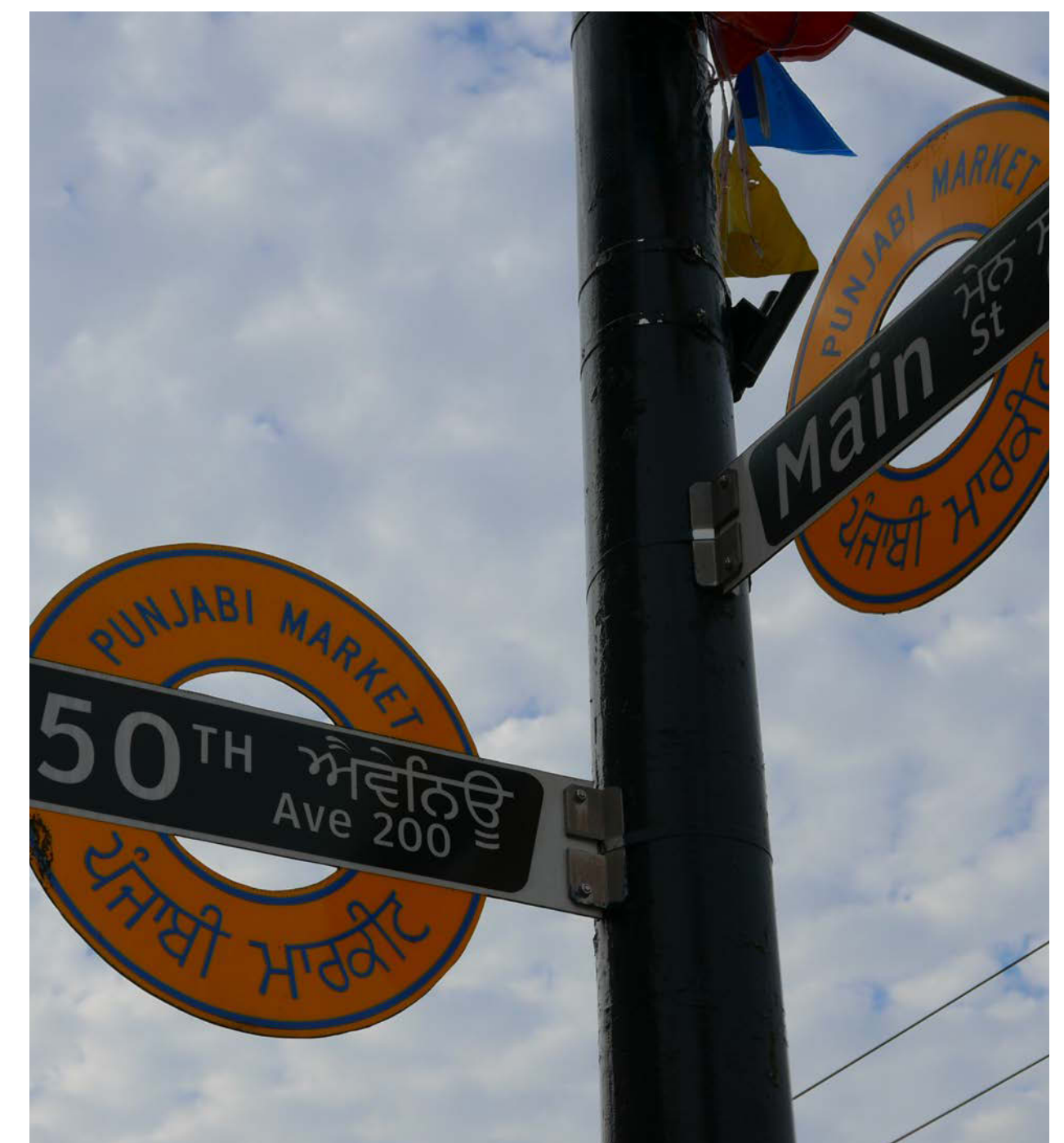


Photo courtesy of Mike (Flickr)

In 1993 the area was identified with bi-lingual “Punjabi Market” signs, acknowledging and formalizing the area as the regional centre of Punjabi culture. This designation came, in no small part, because of the time, effort and dedication of local merchants and their supporters.

In addition to its many shops and services, the Market has also hosted annual Diwali celebrations and the city’s Vaisakhi Parade for many years. These annual events attract thousands of people to the neighbourhood.



2002

The **Sunset Community Vision** is approved, setting out high-level directions for the Sunset neighbourhood. The Vision contains a chapter on Punjabi Market with a total of 17 policies covering topics such as retail activity, public space, transportation, and pedestrian safety.



2016

Two **rezoning applications** in the neighbourhood result in concerns being identified about the future of Punjabi Market area.



2016-17

City staff undertake **initial assessment** of the Market looking at retail, public space, and land-use considerations.



2017-18

A **retail study** of the Market is undertaken by a consultant team – which identifies factors affecting businesses in the Market and opportunities to revitalize the area.



2019

Preparation work for a **Historical Context Statement** underway – to identify historical and present-day assets in the Market.



2019

Council Motion – see board #3

WE ARE
HERE

Initial meetings with area stakeholders including the Punjabi Market Regeneration Collective, key festival and arts organizations, area businesses and residents.





Punjabi Market is an important cultural area and valuable shopping environment. But in the last few years, there have been a number of changes noted.

In 2018, a Retail Business Study was completed. Key findings from the study include:

- The number of retail businesses in the Market fell 48% (46 to 24) between 2008 and 2017; (Note: redevelopment activity taking place during the time of the research may have impacted the total number of businesses).
- South-Asian fashion & jewelers have consistently comprised over half of all retail businesses since 1998; however, while the number of South Asian jewellers has remained constant, the number of South Asian fashion stores has decreased by 55% in the last decade.
- In recent years the Punjabi Market area has been losing its local and destination customer base for specialty goods and services, and has yet to find other ways to generate customer traffic.
- A large population of South Asian students in the area are potential customers for certain types of goods and services from a reimagined market, as well as future business owners.
- Current retail mix is insufficient to create a draw for locals, visitors, or tourists as similar retailers and products can be found elsewhere. Related to this, foot traffic has fallen 50% between 1998 and 2014 at Main St & 49th Ave.
- The area faces significant competition both locally (e.g. from nearby South Hill business improvement area (BIA) on Fraser St.) and regionally (via competition from South Asian-focused businesses in Surrey and Delta areas).

An updated assessment of businesses undertaken in 2019 found a total of **90** businesses. Of these, **23** are retail shops and an estimated **76%** of all businesses are South Asian or Punjabi owned.

SHARE YOUR THOUGHTS

Write your answers to the following questions on a sticky note and post it on the blank board.

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

The following ideas have been identified as possible near-term and longer-term public space opportunities.

USE THE COLOURED DOTS TO RANK YOUR TOP 3

= 1st choice

= 2nd choice

= 3rd choice

Place your dots in the space below

Banner Program

TIMELINE : 2-3 months + design time
ESTIMATED COST : \$5,000 - \$10,000
FUNDED BY : Community Organization

Open for applications now

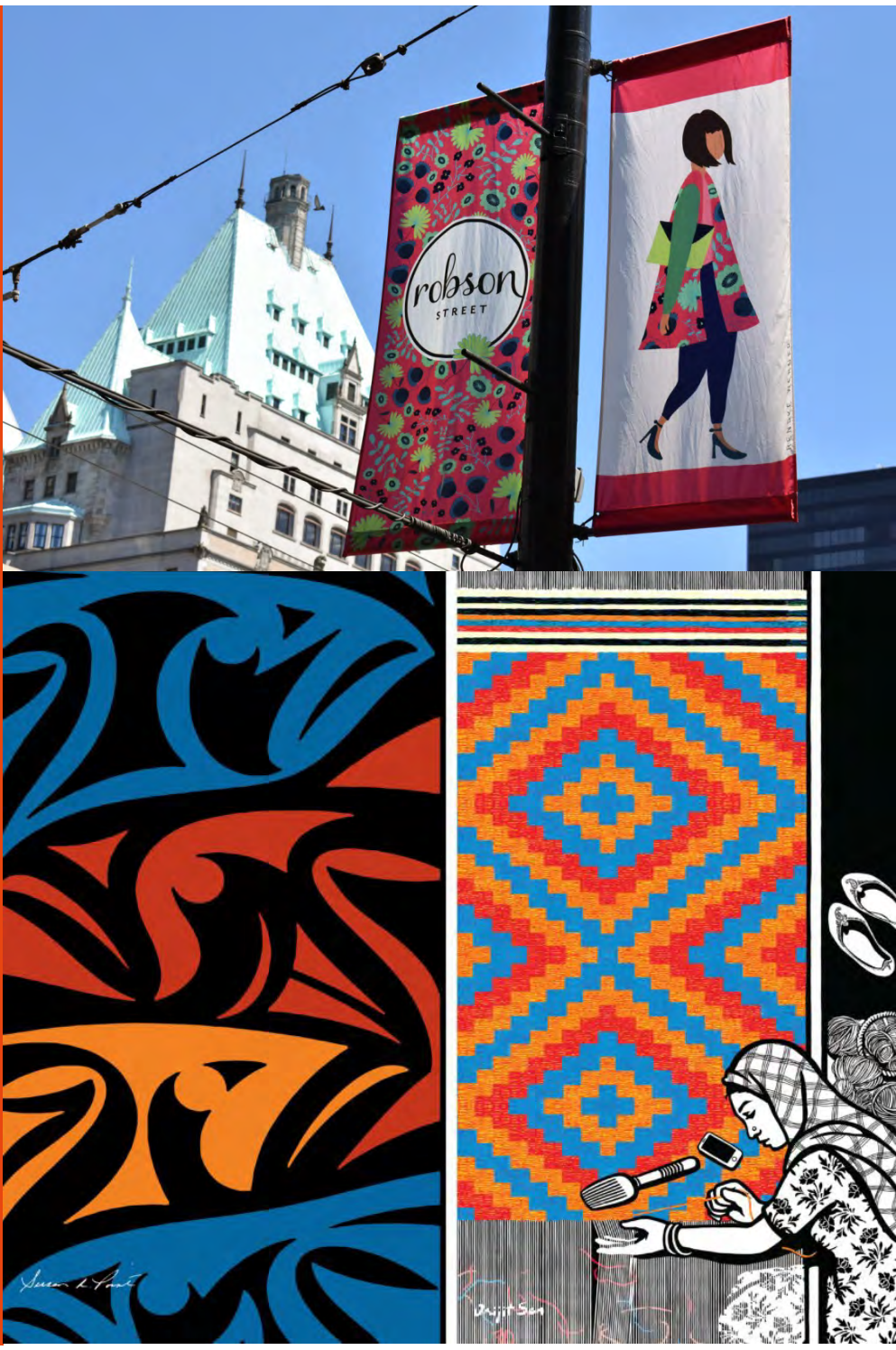
40 existing banners in the area

Estimated costs for applicants:

- \$200 permit OR \$0 for non-profit
- Printing and installing \$4K to \$6K
- Design and admin fee \$1k to \$4K

Learn More: [Banners and Flags](#)

Engineering Services



Painted Mural (Private Property)

TIMELINE : 1-3 months
ESTIMATED COST : \$5,000 - \$15,000
FUNDED BY : Community Organization or Property Owner

Open for applications now
City can provide mural support

- Up to \$2,000 in-kind support available
- Paints, supplies, power wash, prime, coat services
- Property owner responsible for maintaining minimum two years
- Applicant must secure site and artist(s)

Learn More: [Make an Outdoor Mural](#)

Engineering Services



Food Trucks

TIMELINE : N/A
ESTIMATED COST : N/A
FUNDED BY : Private Business

The roaming food vending permit allows food and non-alcoholic drinks to be sold on City property from a vending unit that may change locations.

Food trucks registered with a 'roaming street food' permit already permitted to setup at Punjabi Market

Permit: \$350

Learn More: [Mobile Food Vending](#)

Engineering Services



Place your dots in the space below



= 1st choice
= 2nd choice
= 3rd choice

Merchandise Display & Patios

TIMELINE : Varies
ESTIMATED COST : Varies
FUNDED BY : Private Business

Open for applications now

Permit lets businesses display City approved products on sidewalks in front of their business (i.e. fruits and vegetables bins, flower carts, book racks).

Small sidewalk patio allows businesses to put seating on the sidewalk.

Permits: Starting at \$150

Learn More: [Small Sidewalk Patio Permit](#), [Merchandise Display Permit](#)

Engineering Services



Street Furniture

TIMELINE : 2-3 months
ESTIMATED COST : Varies
FUNDED BY : City of Vancouver

Request new street furniture
Can request new bench, bicycle racks or bus stop benches via VanConnect

Decorative Bike Racks
City of Vancouver through VIVA Vancouver can also install Art Bicycle Racks (\$500 to \$1,000)

Engineering Services



Artist Call

Two-dimensional artworks, murals, banners, wraps

TIMELINE : 6-7 months
ESTIMATED COST : \$25K to \$150K
FUNDED BY : City of Vancouver

Explore an artist call for temporary painted murals and two dimensional artworks to be installed Punjabi Market

- Banners
- Thermoplastic sidewalk art
- Murals
- Art Wraps

Cultural Services,
Engineering Services



Community Arts Grant

TIMELINE : Apply January 2020
ESTIMATED COST : Varies
FUNDED BY : City of Vancouver

Every year, the City of Vancouver and Vancouver Park Board award over \$11 million to non-profit arts, cultural organizations and artists through a variety of grant programs.

Learn More: [Community Arts Grant Program](#)

Cultural Services



Source: diwallfest.ca

Pavement to Plazas Program

TIMELINE : 2-3 months to 12 months
ESTIMATED COST : \$30K to \$130K
FUNDED BY : City of Vancouver

Vibrant spaces, public plazas can support local businesses while encouraging sustainable modes of transportation.

- Explore
- A series of 1-day “pop-up” pilot plazas
 - Interim plaza space (3-5yr life-span)

Learn More: [Pavement-to-Plazas](#)

Engineering Services



Place your dots in the space below



= 1st choice
= 2nd choice
= 3rd choice

Parklets

TIMELINE : 12 to 18 months
ESTIMATED COST : \$40K to \$80K
FUNDED BY : City of Vancouver

Convert street parking into public spaces. A parklet typically is an extended platform over a parking space and can include benches, tables, chairs, landscaping and bike parking.

Designed and built by local designers.

Learn More: [Parklets](#)

Engineering Services



Decorative Lighting

TIMELINE : 18 months assessment
ESTIMATED COST : varies
FUNDED BY : Community Organization

Engineering Services assessment report typical cost \$50K

Lighting infrastructure cost can vary greatly

Engineering Services



Source: robsonstreet.ca/2018/12/winter-lights-make-downtown-vancouver-merry-and-bright/

We would like to know which of these ideas you like the most. At present, there is no approved budget for these items – but we will use this information to identify where community priorities lay.

City Council has directed staff to assess opportunities for “a collaborative and participatory” planning process to envision the future of the Market.

Staff are still working on this part of the process. Some potential ideas are:

- 1. Historic Context Statement** – This process, starting in the next few months, will identify key social and cultural assets in Punjabi Market and produce a statement to outline the historic (and present day) importance of the Market.
- 2. City-wide Plan** – City staff are currently preparing for the public launch of a city-wide plan – the intention of which will be to set strategic directions for the future of the city. Initial public engagement, anticipated to begin in late 2019/early 2020, will focus on the identification of core values about “the city we want.” Activities related to this could be arranged for community members in the Punjabi Market area.
- 3. Specific events for Punjabi Market** – Other activities to engage community members in envisioning the future of the Market are being explored in connection with the 50th Anniversary events.



More details on these activities will be shared over the next few months.



Over the next while there will be a number of opportunities to participate in activities related to Punjabi Market.

Some of these activities include:

- 50th Anniversary Celebration Events
- Historic Context Statement
- City-wide planning work
- Planning for the future of the Market



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:



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vancouver.ca/punjabimarket