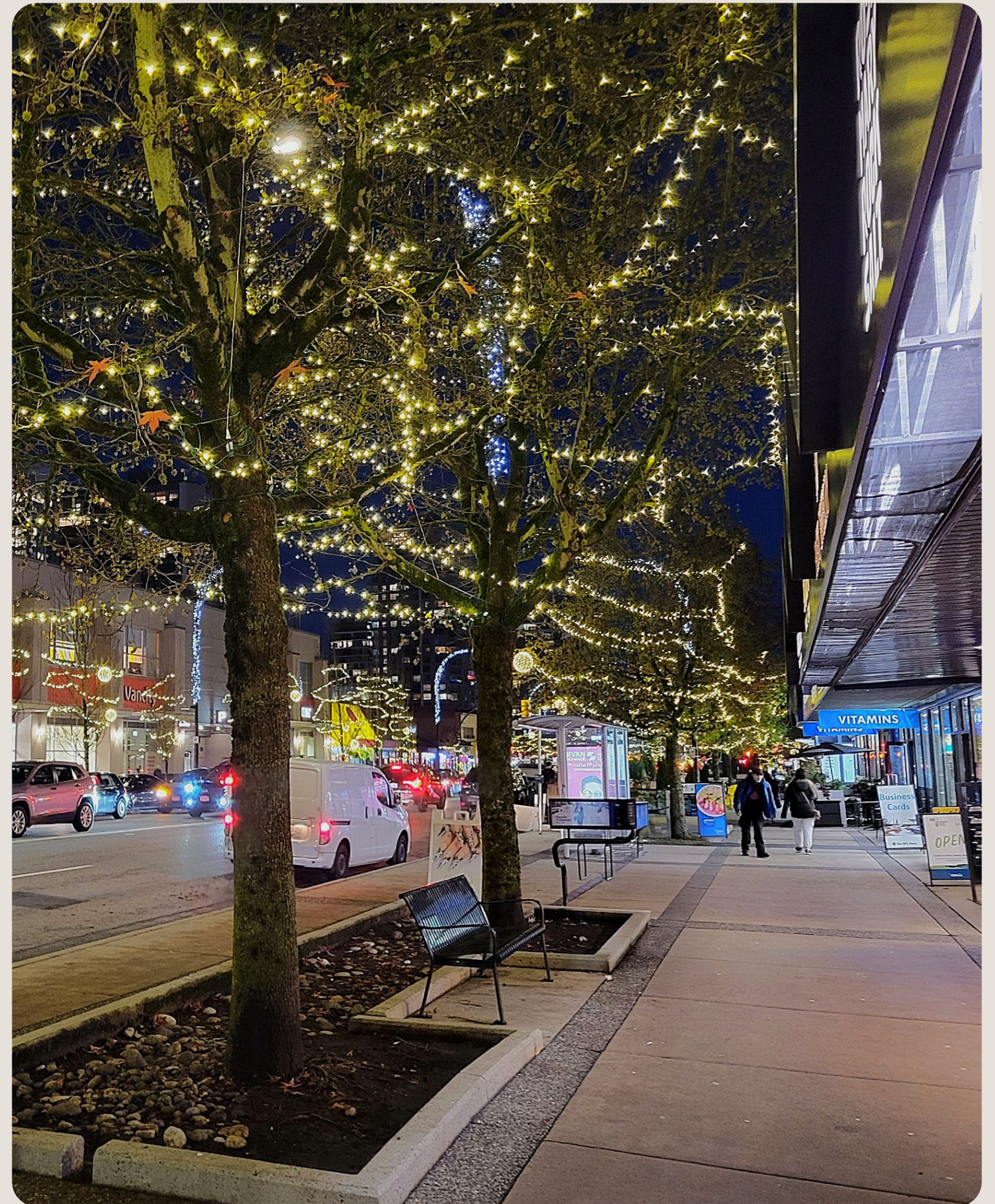


# Lonsdale Great Street

Report

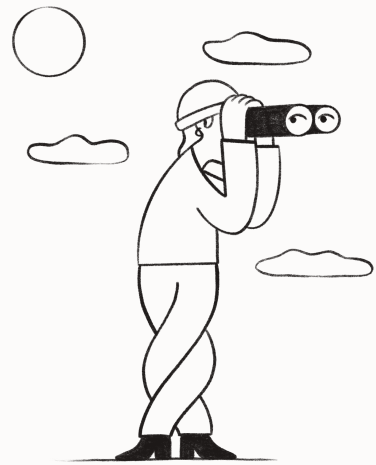
April 2026



**city**  
of north  
vancouver

**Gehl**  **Stantec** **HAPA** **JS&A**

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# 1

## **Project Introduction**

This section outlines the purpose of the Lonsdale Great Street Plan, how it works, and how it helps guide improvement now and over time.

## Land Acknowledgement

We respectfully acknowledge that we live and work on the traditional and unceded territories of the S̓k̓w̓x̓w̓ú7mesh (Squamish) and sə́lilwə́tał (Tsleil-Waututh) Nations.

The City of North Vancouver is committed to reconciliation with these Nations, who have lived on these lands since time immemorial.



# Foreword

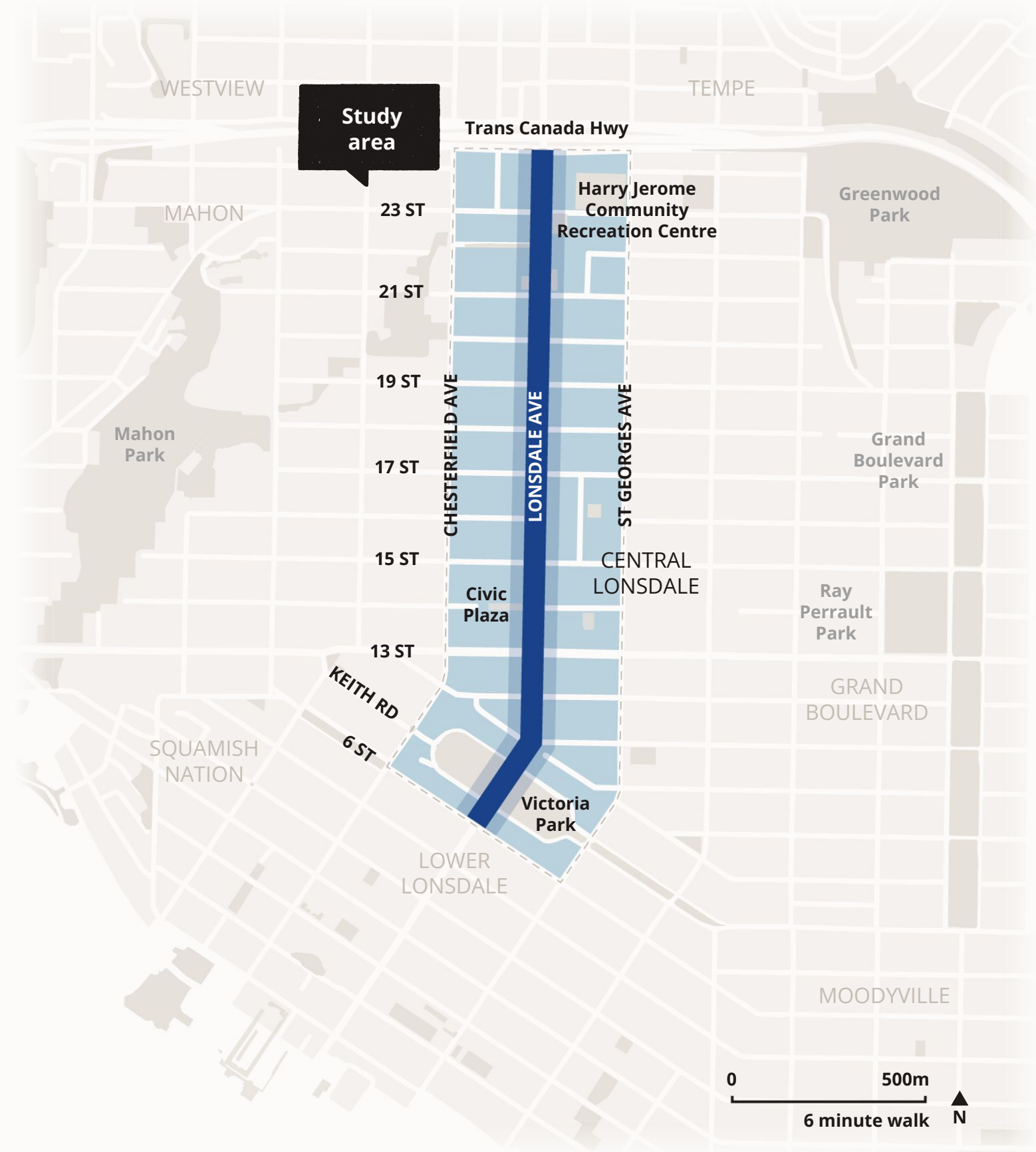
Lonsdale Great Street is an economic development plan that has emerged from a passionate commitment to Central Lonsdale's unique character, its potential as a driver of economic growth, and as a magnet for memorable experiences and community connection now and in the decades to come.

Central Lonsdale is a successful commercial corridor, with a low retail vacancy rate, strong foot traffic, and well-rounded supply of retail and office uses. It is home to many independent, family-owned businesses that reflect the City's rich culture and diversity of people.

The directions proposed in this report are the result of a structured, community-informed process that has brought together a rigorous study of the place and its strengths and challenges and projected opportunities and stresses to come. It has also been shaped by extensive input from residents, workers, and business owners and operators, as well as an understanding of trends and leading practices for "great streets" from the region and successful jurisdictions around the world.

This report presents a 20-year plan for action that works at three scales - near-term opportunities to improve the feeling of safety, welcome and attractiveness; mid-term achievable goals to build on the strengths of existing character areas and to capitalize on new and existing public amenities like Harry Jerome Community Recreation Centre, Topo Park, Civic Plaza, Lions Gate Hospital and an emerging Health Innovation District; and longer-term goals that will help the City respond to changes and meaningfully shape how the area grows over time.

**Throughout the document the term, 'Lonsdale Avenue' is used to describe the main street within the project area, while the term 'Central Lonsdale' or "corridor" is used to describe the project scope area from Victoria Park to the Trans Canada Highway, and to Chesterfield Ave to the West and St. Georges Avenue to the East.**



Project Area and Surrounding Context

# How This Plan Works

**This plan is inspired by Council's Strategic Plan and grounded in the City's Official Community Plan. It is intended to guide future decision making and investment.**

**Council Strategic Plan:** A short- to medium-term roadmap outlining Council's key priorities, goals, and actions over its term.

- **A Vibrant City:** Reimagine, revitalize and repurpose Central Lonsdale Avenue as a 'great street' to support commercial activity, enhance esthetics, walkability, vibrancy and history.
- **A Prosperous City:** Explore and foster the growth of a health economic hub in Central Lonsdale.

**City of North Vancouver Official Community Plan (OCP):** A long-term, provincially mandated policy document that sets out the City's vision, land use framework, and growth direction.

- The OCP sets a long-term vision to address land use, housing, transportation, economic growth, and environmental sustainability.
- The City's 2014 OCP directs new jobs and housing growth to Central Lonsdale. This is in line with the Metro Vancouver Regional Growth Strategy
- The OCP becomes implemented through City bylaws, like the Zoning Bylaw. The OCP sets the future vision, and then Council can consider changes, such as "rezonings", when development applications are received.

**City of North Vancouver Economic Strategy:** A targeted plan that identifies actions and investments to strengthen the local economy, support businesses, and attract jobs and investment.

- Ensure increased accessibility to economic precincts to support economic growth, advocating for vibrant, functional streets.
- Analyse the commercial and industrial composition of existing and emerging economic precincts to help facilitate community-focused economic growth.
- Form an entrepreneurial team with a mandate to support the revitalization of Central Lonsdale as a unique destination precinct centred on community and commercial vibrancy.
- Pursue the growth of the health economy that increases quality jobs and attracts innovative companies. Leverage existing health assets, centred on Lions Gate Hospital, to pursue opportunities associated with the development of a Health Innovation District.
- Continue engagement with Business Improvement Areas (BIAs) and business organizations to facilitate support to the local business community.

## Case for Change: Why now?

For decades, Central Lonsdale has thrived as a local-serving commercial street, drawing strength from its proximity to Lions Gate Hospital, City Hall and the Public Library. It is a successful commercial corridor, with a low retail vacancy rate, strong foot traffic, and well-rounded supply of retail and office uses. It is home to many independent, family-owned businesses that reflect the City's rich culture and diversity of people, most notably the north shore's Persian communities.

The City of North Vancouver's challenge is to protect what makes Central Lonsdale special while planning for inevitable change. It is one of North Vancouver's most populated neighbourhoods, with a wide mix of housing just off Lonsdale and thousands of residents who rely on safe sidewalks, green space, and welcoming places to gather. At the same time, its close proximity to Lions Gate Hospital creates strong potential for more health-related jobs and services.

Given these strengths, it would be easy to mark Central Lonsdale as a success. But in our work in Canada and throughout the world, one thing is certain, cities are constantly evolving and the foresight and intentional planning needed to adapt to change are often critical to their success.

The City of North Vancouver continues to grow in prominence as a highly desirable place to live, work, and play. 2026 marks the second year running that the City along with the District of North Vancouver were jointly named the most livable city in Canada by the *The Globe and Mail*. Alongside being a desirable destination, changes in housing legislation have meant increasing density now and in future, which also translates into increasing demand for commercial space on the corridor.

As the area grows, local businesses may face rising costs and pressure that could make it harder for small, independent shops to remain. New buildings can also change how the street feels. If they are too large or poorly designed, they can make walking less comfortable and reduce the welcoming character people value. If new development replaces the existing buildings on Lonsdale, existing businesses could be displaced by rising rents or inappropriately-sized retail spaces.

It will be important to manage future growth while retaining the core character of the area. With this in mind, the opportunity exists for Central Lonsdale to evolve and adapt into a "Great Street."

'Great Streets' are streets that people enjoy spending time on. They are memorable and recognizable, safe and comfortable, and easy to get around by walking, rolling, cycling, and using transit. They play a critical role in supporting economic activity, house landmark buildings, tell stories about local history, and are public living rooms for people to live, work, play, and connect

Going forward, the City of North Vancouver's challenge in this effort is to protect the features of Central Lonsdale that contribute to its uniqueness now, while intentionally planning for growth and creating the conditions to become the City's own "great street". To fully realize Central Lonsdale's potential, the city needs a road map that can address the needs of now and create tools to be able to adapt to change.

# Process to Date

**The Lonsdale Great Street Plan was informed by technical analysis and public input.**



## Engagement Spotlight

This project is grounded in broad and diverse community input. The scale of the engagement effort, which included online platforms, public open houses, business surveys, and dedicated meetings with various interest holders, ensures the plan's foundation reflects the aspirations of the entire Central Lonsdale community.

2,665

**Respondents to the online 'Lonsdale Great Street Survey'**  
January 2025

55+

**Attendees at the 'Lonsdale Great Street' open house**  
February 2025

35+

**Participants engaged in Interest holder meetings**  
February 2025

36

**Business Survey Respondents**  
Spring 2025

# Timeline

## Listen & Learn

*Fall 2024 - Winter 2025*

We started by getting your thoughts! This phase was all about discovery—we collected a record amount of input through surveys, public events, and meetings with local leaders and businesses. This listening led directly to our What We Heard Report. Read the full report at [letstalk.cnv.org/lonsdalegreatstreet](http://letstalk.cnv.org/lonsdalegreatstreet).

## Develop Proposed Plan Directions

*Summer 2025*

We took everything we heard and synthesized it with technical analysis. This stage was crucial for establishing the core planning approach and organizing principles that structure the final plan for Central Lonsdale, ensuring growth protects the character of the corridor.

## Finalize the Plan

*Fall 2025 - Winter 2026*

This final phase outlines the Goals, Actions, and Key Policy Moves that create a clear, long-term roadmap for how the City will work with the community to start building an even better Central Lonsdale.

# What We Heard

The City of North Vancouver and Gehl engaged thousands of participants in a process to understand their vision for Central Lonsdale. We heard that Central Lonsdale is a place people care deeply about, a place cherished for its natural beauty and its vibrant urban life. There were a number of key themes we heard that have shaped the vision and goals outlined in this report. The engagement findings are presented in greater detail in Appendix 1 of this report.

## Enhance the Experience

We heard key themes that respondents want spaces to linger and connect, improvements in overall maintenance, and a shift to a real sense of day-to-night and year-round energy. Some common themes from participants include calls for:

- Spots to sit and rest with more inviting gathering spaces where community can meet.
- A Central Lonsdale that is active year-round, with more events and activity throughout the day.
- A cleaner and better-maintained street, including areas such as the temporary Open Streets parklets or sections of sidewalk in need of care.

- Protection from noise, pollution and the elements.
- Enhanced connectivity and accessibility to and from Central Lonsdale through additional transportation options and high-quality connections.
- Maintain and manage a variety of parking options while also valuing pedestrian-friendly streets.
- Wider and more accessible sidewalks, safer pedestrian crossings, better street lighting and traffic calming measures.
- Improved tree health, more plantings, green spaces, and overall streetscape maintenance.

## Improved Amenities

While respondents appreciate the existing amenities, they're yearning for a greater diversity of services, shopping and amenities:

- More unique, everyday offerings, and a shift towards a broader range of retail and services and fewer service-style amenities like banks or money exchanges at the street level
- More spaces for arts and culture and recreation for all ages and abilities
- A diverse mix of small, local businesses maintaining active frontages

## Preserve Central Lonsdale's Unique Character

Ultimately, we heard a collective aspirations for a Central Lonsdale that honors its character while embracing thoughtful evolution. Some highlights include:

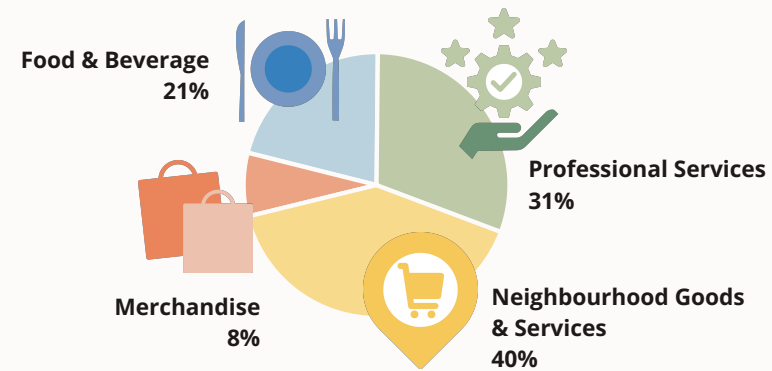
- Preserve Central Lonsdale's village-like character, views to the mountains, and access to sunlight while supporting thoughtful development.
- Maintain housing affordability to keep the neighbourhood livable, vibrant and accessible to all residents.
- Retain small business, a diverse amenity mix and existing public spaces in the neighbourhood.
- Develop a distinct visual identity through branding and signage that sets the area apart.

# Current Conditions

## Areas of Strength



**Economic vitality:** Low vacancy, loyal local support, and a strong small business presence characterize the thriving commercial corridor. There is strong demand for retail space and consistent foot traffic throughout the day and week.



**A unique commercial character:** that blends local-first retail with an international flavour, distinguished by a notable Persian/Iranian Canadian presence. The area's retail and commerce encompasses a diverse mix of local-serving amenities (see pie chart), which reinforces its strong patronage.



**Pedestrian-friendly foundations:** The corridor features wide sidewalks and human-scaled building frontages, which—along with a fine-grained mix of local businesses—create a strong foundation for pedestrian activity and an authentic street life. Infill residential development welcomes new households that provide a growing customer base and enhanced sidewalk vibrancy.



**A balanced community:** The variety of people who live near Central Lonsdale ensure consistent foot traffic, patronage, and employment for local shops and services. The relatively high proportion of rental housing (approximately 57% of units) helps to maintain housing choice and affordability.



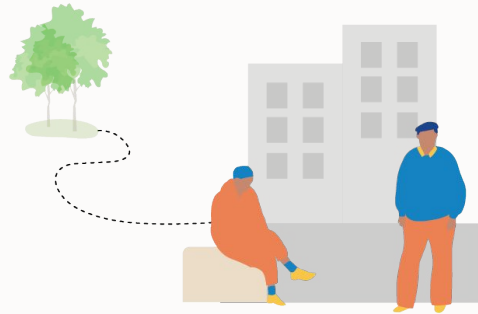
**Health & wellness hub:** With Lions Gate Hospital at its heart, Central Lonsdale is a well-established destination for essential health and wellness services. This sector accounts for 40% of the area's business mix. This cluster also consistently bring workers and visitors to the area, helping support nearby commercial uses.



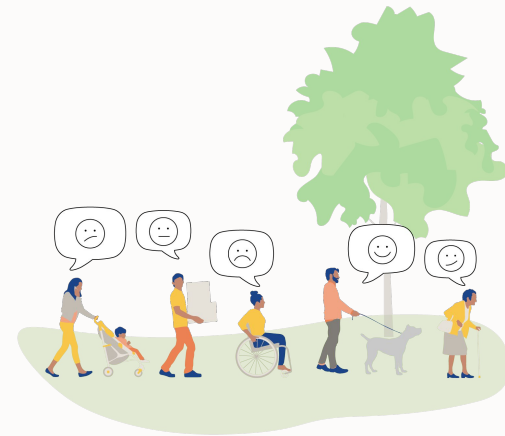
**Connecting with nature:** The corridor's unique location offers easy access to mountains, water views, and surrounding city and regional parks.

# Current Conditions

## Areas for Improvement



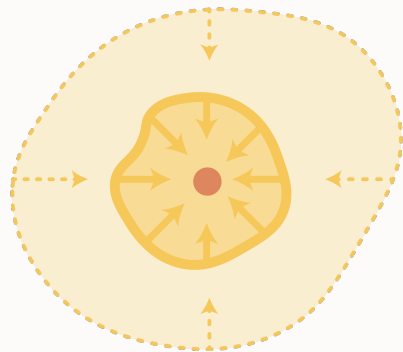
**A public space deficit:** Despite surrounding green spaces, Central Lonsdale lacks quality public spaces, character, and opportunities for people to gather, linger, and spend time, which can positively influence the overall vibrancy and social function of the neighbourhood.



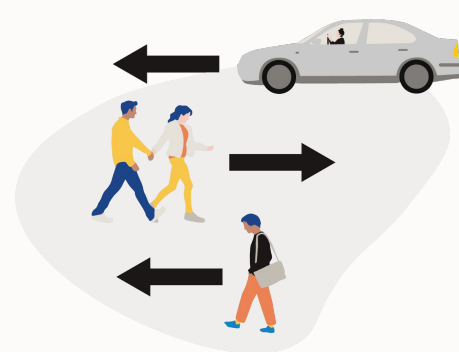
**Inconsistent pedestrian experience:** Walking within Central Lonsdale is often a disjointed experience due to varied sidewalk widths, poor conditions, or frequent obstructions on local streets and Lonsdale Avenue itself. With an aging population, smooth clutterfree sidewalks with ample accessible seating would make Lonsdale more welcoming for more people.



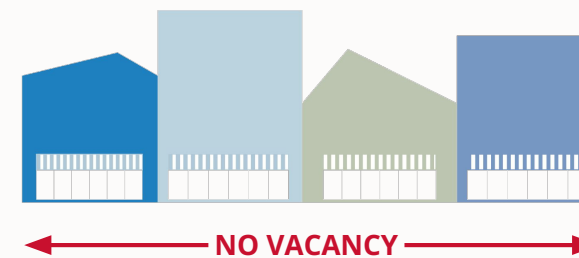
**Rising rents and business displacement:** Rising commercial rents and the risk of redevelopment could cause business displacement and discourage new business starts. Older, independent retail spaces and new businesses rely on more affordable spaces to operate.



**Limited North Shore draw:** Central Lonsdale is successful at serving its local population, but it attracts relatively few patrons from the wider North Shore region. The opportunity exists to expand its customer base without competing with other regional destinations.



**Vibrancy deficit in evenings and off-season:** Lonsdale Avenue is perceived by some as a commuter route, rather than a commercial destination. A lack of clustered nightlife or entertainment options and poor lighting after sunset make the street feel less inviting and lively, especially during winter.



**Limited space for new businesses:** Strong demand from new and expanding retailers is often unmet due to a lack of available storefront space, hindering economic growth, employment opportunities, and continued business diversification.



**Unwelcoming gaps:** Surface parking lots and blank walls leave gaps that reduce pedestrian interest and engagement. While small businesses contribute to vibrant, human-scale building edges, there is an opportunity for more interactive building facades next to the sidewalk.

# 2

## **Vision & Goals**

This chapter outlines the vision and goals to guide future decision-making about Central Lonsdale. The recommendations reinforce business vitality, enhance the public realm, and cultivate an urban form that fosters continued livability.

## Vision for Central Lonsdale

After listening carefully to the community and businesses, researching and understanding the current state of this successful commercial corridor, and imagining what is possible, this plan has landed on a vision of what Central Lonsdale could look and feel like 20-years from now.

**Central Lonsdale is the North Shore's most beloved neighbourhood main street—a place where local businesses flourish, reflecting the area's rich cultural diversity. Neighbours gather in welcoming public spaces, and the sidewalks hum with life from morning coffee to evening dining. Tree-lined streets connect residents to local shops, cultural destinations, and mountain views, creating a complete community where people choose to live, work, and spend their time.**

**How will this vision be achieved?** The city will strengthen the vitality of Central Lonsdale by fostering a thriving, locally-serving main street that supports existing businesses, attracts new commercial activity, and creates a vibrant, beautiful, and walkable environment throughout the day and into the evening.

# Goals Overview

The Goals are intended to implement the Vision.

Each goal is described in more detail in the upcoming sections of this plan. Each section explains why the goal matters, followed by recommendations in the form of policy and design moves. These moves are further detailed and illustrated through "Spotlights" that provide a closer look at a key move or best practice.

The recommendations are intended to guide future decision-making, rather than set out an exhaustive list of all possible actions.

## 1

### Ensuring businesses can thrive through Business Attraction, Support, & Coordination

**Objective:** Central Lonsdale is already a local destination. To become a North Shore destination, there is an opportunity to retain, attract, and grow businesses and jobs by attracting strategic investments and ensuring a healthy, attractive business mix. This includes developing effective incentives and programs that support the long-term success of local businesses.

## 2

### Enhancing Livability through Planning and Design

**Objective:** Central Lonsdale is a thriving local-serving retail corridor with many independent shops, restaurants, and businesses that serve our community's daily needs. The City can build on this success by expanding commercial areas, updating planning policy, and planning long-term for continued livability and viability in coming decades.

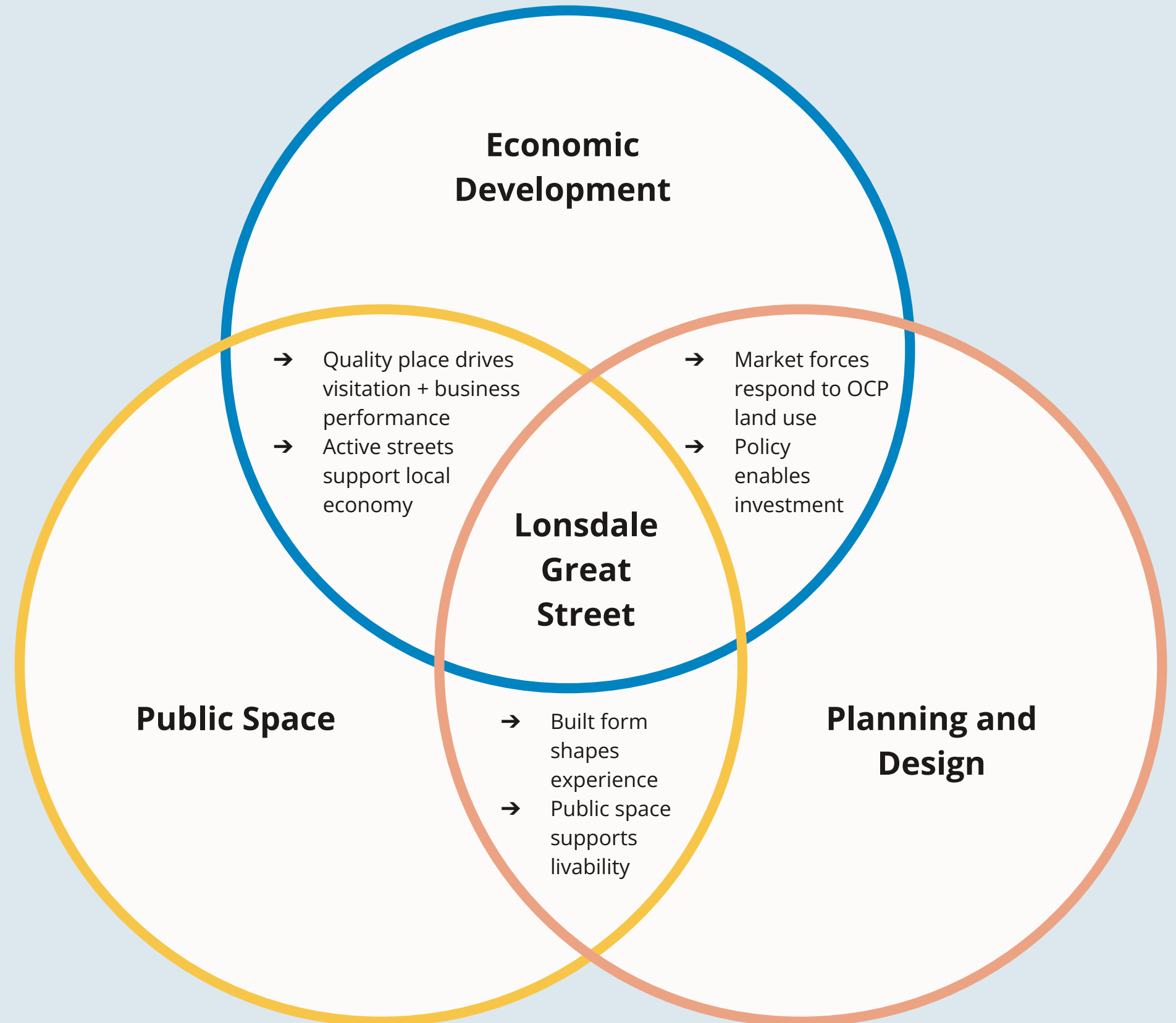
## 3

### Enhancing access and public space for businesses and the community through design and activation

**Objective:** Ensure Lonsdale is a vibrant shopping street that provides comfortable space to walk, to sit, to eat and to meet friends. Small public plazas and seating nodes allow for community connection, activation and celebration and enhance the overall livability of the neighbourhood. Optimize public road for walkability while providing transit, goods movement and private vehicle access to the street.

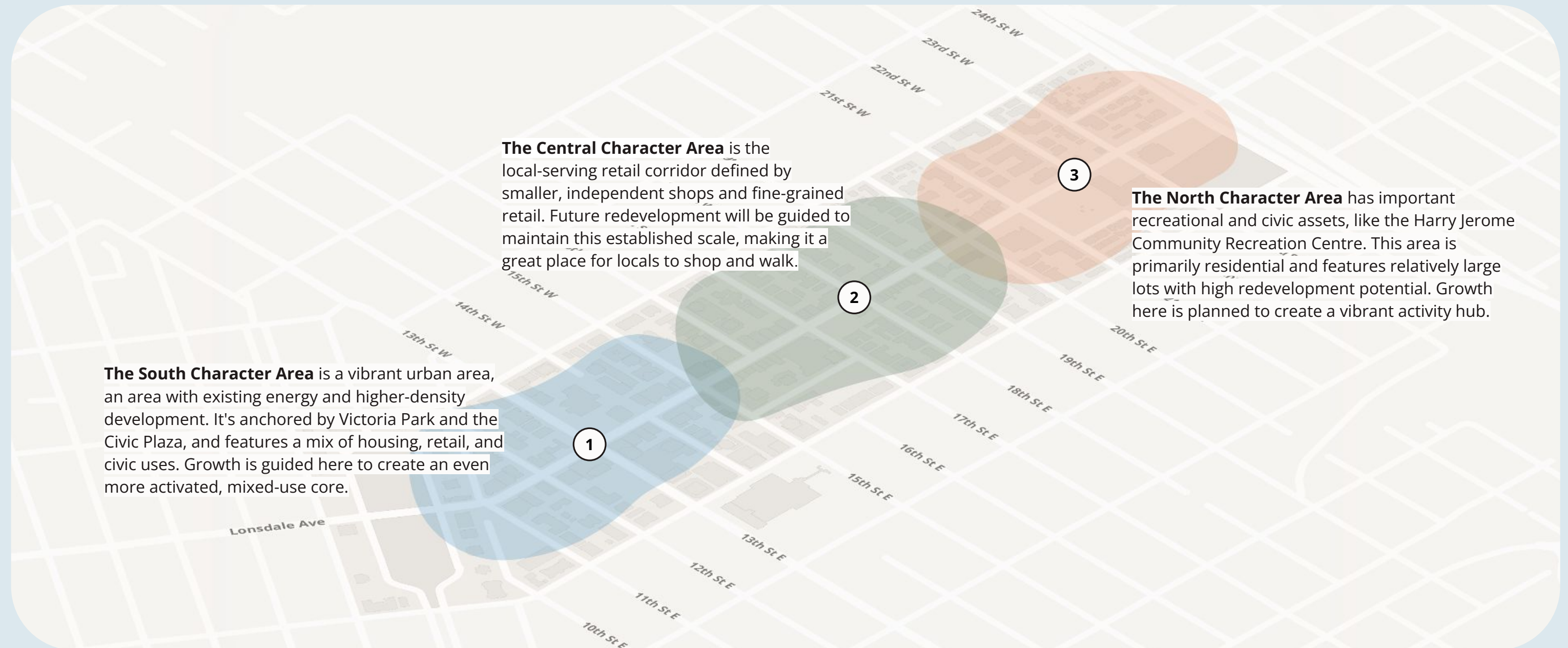
# A Connected Approach to Achieving the Vision and Goals

Economic development, planning and design, and public space design each play an important role in this plan. Each area has its own expertise, but they work best when they work together. Economic development helps support local businesses and investment. Planning helps guide where and how buildings and growth happen. Public spaces help shape how people move, gather, and experience Central Lonsdale. The key moves in this plan depend on all three areas working together. When they are aligned, they help create active business areas, welcoming streets, and strong neighbourhoods along Lonsdale.



# Guiding Concept: Character Areas

Character Areas help describe the different parts of the corridor and what makes each area unique. Each Character Area has its own mix of buildings, businesses, public spaces, and street feel. By identifying Character Areas, the City of North Vancouver can help guide future growth and improvements in a way that supports local identity, supports businesses, and creates great places for people to live, work, and visit. The diagram below introduces the Character Areas, which are explored in more detail later in this section.



# 1

## Ensuring businesses can thrive through Business Attraction, Support, and Coordination

**Objective:** Central Lonsdale is already a local destination. To be a North Shore destination, there is an opportunity to retain, attract, and grow businesses and jobs by attracting strategic investments and ensuring a healthy, attractive business mix. This includes developing effective incentives and programs that support the long-term success of local businesses.

### In this section:

**1.1 Business Retention & Support:** Retain and enhance Central Lonsdale's distinct retail character.

**1.2 Strategic Economic and Cultural Anchors Attraction:** Attract new commercial, cultural, and civic uses to the corridor to support local businesses, boost the tax base, and create a more dynamic, year-round economy.

**1.3 Customer Base & Revenue Growth:** Expand Central Lonsdale's revenue potential by serving local residents while attracting additional visitors from across the North Shore.

**1.4 Capacity Building & Business Coordination:** Support existing and prospective businesses with centralized advocacy, communication channels, and additional resources to grow their business.



Future illustrative representation of Lonsdale Avenue experience

# 1.1 Business Attraction, Support, & Coordination

## Business Retention & Support

### Why?

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#### **Central Lonsdale's businesses are at the heart of the City of North Vancouver's character and culture.**

Maintaining its set of locally-oriented businesses is not just an economic priority, it's essential to preserving the cultural identity of the corridor and the city at large. As businesses face rising costs and redevelopment pressures, it will be increasingly important to support and retain this existing base.

The corridor is performing exceptionally well across several core metrics, with a low vacancy rate, consistent foot traffic, and a notably international mix of restaurant and other business types – reflective of the diverse North Vancouver community.

These strong conditions have resulted in neighbourhood renewal and strong demand for commercial space – creating upward pressure on rents in recent years and elevating the risk of commercial displacement. In response, the City can take proactive measures to support relocations within the corridor and ensure businesses are equipped to succeed amidst change.

### Key Design & Policy Moves

#### How?

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**1.1.1 Partner to develop a commercial business relocation program to help retain existing businesses** that may be displaced due to redevelopment, renewal pressures, or other factors.

**1.1.2 Partner to develop a Legacy Business Program** to highlight and support long-standing businesses.

**1.1.3 Consider utilization of municipal revitalization tax exemption** to encourage more property investment and development that aligns with established economic development objectives.

## Key Move 1.1.1

### Commercial business relocation & technical assistance program

Programs to provide assistance to individual businesses are a key tool to help retain businesses in commercial areas experiencing a surge in redevelopment and/or escalating rental rates.

Such a program can prioritize businesses moving to a different location within Central Lonsdale, or businesses seeking support to stay in their existing space. Eligible businesses should include both retail businesses, as well as office, medical, and other non-retail businesses looking to relocate to upper-floor or side street spaces.

A future Business Relocation Program in North Vancouver would likely be oriented around advisory and networking support to help facilitate business retention. These services may be conducted directly by City staff and/or in partnership with a BIA or similar entity.

### Case Study Spotlights



Image Credit: Blacktupelo

**The ReLocate Program in Arlington County, Virginia** provides small businesses (under 50 employees) with assistance to support relocation within the county. The program, created and managed by the County's Economic Development Department, provides lease negotiation coaching and technical assistance with relocation strategy and identifying funding resources. Program staff also help facilitate communications with property managers and developers, potential lenders, and other entrepreneurs with similar experience. Lastly, the program provides one-on-one support on how to sell a business, if appropriate.



Image Credit: CityNews

**Commercial Tenant Assistance Program, City of Vancouver** offers support for relocation planning for businesses. The Commercial Tenant Assistant Program offers resource guides in multiple languages on topics such as commercial leases, legal protections for tenants, tips for finding a new space, and renovation permits.

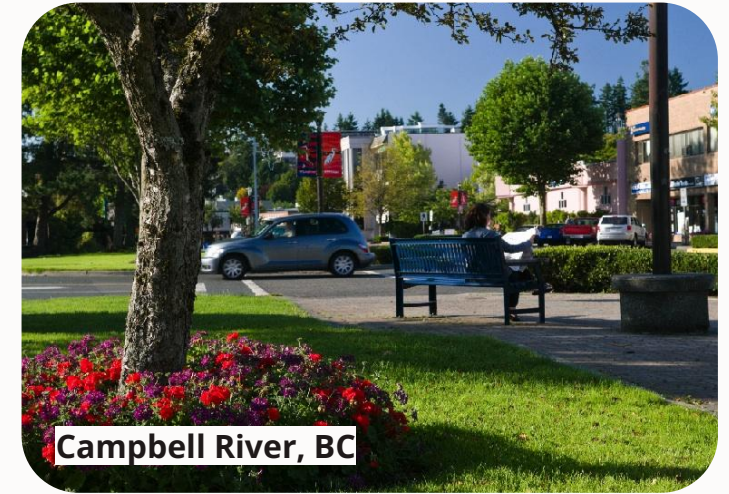


Image Credit: Ahoy BC

**Community Futures, BC** is a non-profit organization with 34 independent offices across BC. They offer business, financial, and community development services in rural and remote parts of the province. Services include consulting, business succession support, disaster preparedness training, market growth and more. A similar model could be applied in Central Lonsdale by creating a local, community-led economic development hub that offers support to businesses and entrepreneurs.

## Key Move 1.1.2

### Establishing a legacy business retention program

Several North American cities have developed business support programs to specifically assist long-time (or “legacy”) businesses. Specific program elements, benefits, and qualifications vary, but key elements would likely include:

- Advocacy and coordination, including potential registry with digital map to promote businesses.
- Facilitation and connections to external resources, such as training opportunities and collaborative marketing initiatives.

Legacy business retention programs are typically led and administered by local municipalities. Now that a Central Lonsdale BIA is formed, it would likely be well-positioned to lead or support program administration and/or provide technical assistance.

Legacy business program eligibility varies by program, though most restrict eligibility to restaurants, bars, merchandise retailers, bookstores, and other traditional storefront businesses. The minimum length of operation varies by program, but most programs include businesses that have been in operation for at least 10 or 20 years.

### Case Study Spotlights



Image Credit: Andres Rodríguez

**The Vancouver Chinese Society Legacy Program** is a \$36-million rehabilitation of 12 Chinese Societies heritage buildings, and a key step towards the revitalization of Vancouver’s historic Chinatown. The \$36 million budget provides funding for stabilization and seismic upgrades, optimization of building uses, and business development and mentorship programs. The recipients of funding were a mix of heritage businesses, community- serving and social enterprises, and non-profit/ for-profit properties with a social purpose, who met the criteria of historic significance and long-term operations in the area. Funding was provided for building improvements as well as business supports like marketing and promotion methods, succession planning, business practices, mentorships, and business development.



Image Credit: City of Westminster

**The New Westminster Chamber of Commerce and the City of Port Coquitlam** have presented Legacy Business Awards to recognize and celebrate long-standing local businesses that have contributed significantly to the character and economic vitality of their communities. New Westminster’s Annual Business Excellence Awards has a Legacy Business of the Year category which goes to a business operating for 25 years or more. The City of Port Coquitlam added a Legacy Business Award to their 2025 award program, also for a business with more than 25 years of service.



Image Credit: Mobilus In Mobili

**San Francisco’s Legacy Business program** supports designated legacy businesses and nonprofits that have operated in the city for at least 30 years and commit to preserving defining traditions and features. Once designated, businesses can receive marketing, regulatory, and other technical assistance, as well as placement on the City’s Legacy Business Registry, and branded stickers, window clings, and certificates. Landlords that commit to leasing to legacy businesses for at least 10 years are eligible to apply for Business Stabilization Grants (up to \$22,500 annually) and Rent Stabilization Grants (equal to \$4.50/SF up to 5,000 square feet).

### Key Move 1.1.3

## Utilizing municipal property tax exemptions

Municipalities can offer property tax exemptions to key community-serving businesses in order to better empower them to provide important ongoing services. Cities may recognize specific valuable societal contributions of certain organizations and confer tax exemption status on the basis that the property already returns a sufficient community benefit to the community.

Central Lonsdale can determine the specific criteria for which properties might be eligible for such an exemption based on community needs and opportunities. Common categories for property tax exemptions include government and public services facilities, charitable and non-profit organizations (who often provide for low-income residents or meet otherwise unmet community needs), low-income assistance programs, or underused properties, which can take advantage of the reduced tax burden to initiate new redevelopment projects.

Often, property tax exemptions are linked to planning priorities like seismic retrofitting, upkeep of historic properties, creation of new rental housing units, or conversion of underutilized downtown spaces to improved new uses.

## Case Study Spotlights: Tax Incentive Programs



Image Credit: Joe Mabel

**The City of Victoria created the Tax Incentive Program** to stimulate the rehabilitation of heritage buildings in the downtown core and assist with seismic upgrading efforts as well as creating more upper floor residential units. Eligibility for the program is open to any owner of a heritage designated building in downtown Victoria for conversion of upper floor residential units. The duration of the tax exemption is calculated as the cost of seismic upgrades divided by the current taxes paid. Fourteen years after the creation of the program, the tax exemption program has spurred the creation of 631 residential apartments in 34 seismically upgraded and rehabilitated heritage buildings. It has also attracted over \$205 million in private investment to the downtown core and dramatically increased the value of the buildings.

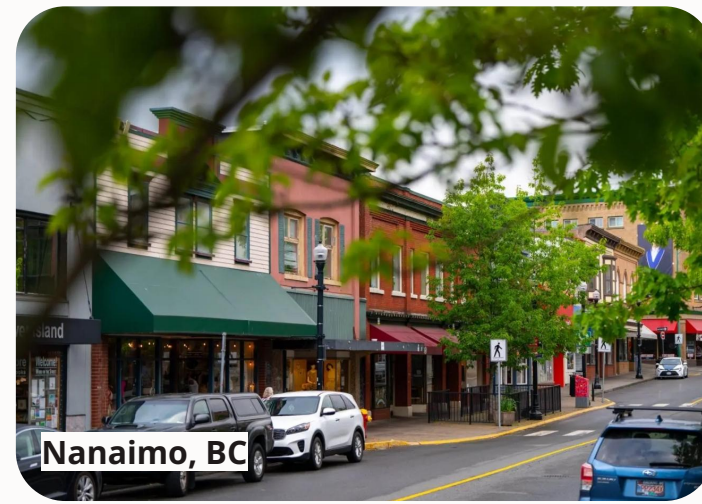


Image Credit: Tourism Nanaimo

**The City of Nanaimo's Downtown Revitalization Tax Exemption Program** provides incentives for the development of new multi-family housing, new commercial construction, and the expansion or renovation of existing commercial properties within the designated revitalization area. Eligible projects receive a five-year exemption on the municipal portion of property taxes within this area.

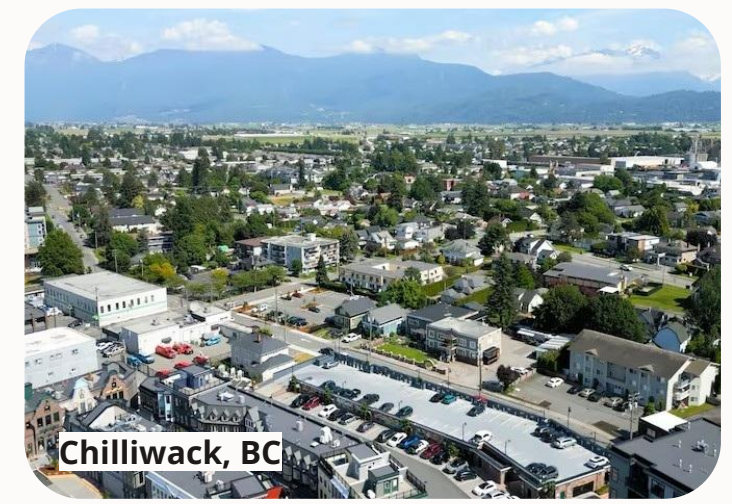


Image Credit: CBC News

**The City of Chilliwack's Revitalization Tax Exemption Program** is designed to encourage construction and major renovations in the downtown. Eligible projects that meet the minimum investment threshold can receive up to five years of full exemption on the value of the improvements, followed by a phased return to full taxation.

# 1.2 Business Attraction, Support, & Coordination

## Strategic Economic and Cultural Anchors Attraction

### Why?

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**Central Lonsdale can become an even more vibrant, commercially diverse corridor by adding new commercial and cultural uses that support nearby retail businesses.**

Additional hotels on the corridor would provide a key source of new customers for local businesses and would be expected to generate strong fiscal benefits to the city. The addition of new cultural and/or nightlife uses, particularly in the central portion of the corridor, would help drive additional activity during evening and late-night hours and boost revenue at nearby restaurants and other complementary businesses.

The City should also aim to maintain and build upon the corridor's existing cluster of health-related businesses. Most of these businesses are drawn to Central Lonsdale due to its proximity to Lions Gate Hospital and proximity to other medical offices and health-related businesses. This cluster is a key source of daytime activity and demand for office and upper-floor commercial space along the corridor.

### Key Design & Policy Moves

### How?

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**1.2.1 Identify the optimal process for attracting a cultural/entertainment anchor to the central part of the corridor** through, for example, a land acquisition and competitive RFP process, developer incentives, and/or incorporation into a potential City Hall redevelopment.

**1.2.2 Attract and/or enhance new cultural or civic uses.** Depending on specifics of acquisition opportunity, policy tools may include revitalization tax incentives, bonus density, or land swaps.

**1.2.3 Attract hotel development on or near Central Lonsdale** to bring more customers and diversify foot traffic throughout the day and week, particularly in proximity to the Trans-Canada Highway and in relation to health and wellness clusters in the north and south side of the corridor.

**1.2.4 Prioritize public space investments and co-location of commercial offerings around major civic and cultural anchors** to encourage cross-visitation and boost overall activity. This involves expanding the offerings around existing draws like Harry Jerome Centre and Civic Plaza.

**1.2.5 Continue to promote health and wellness sector growth in Central Lonsdale** by supporting the existing health-related business environment and leveraging Lions Gate Hospital as a critical economic anchor to attract additional health/biosciences companies.

### Key Moves 1.2.1, 1.2.2 & 1.2.3

## Cultivating unique economic anchors like hotel, culture, and civic uses.

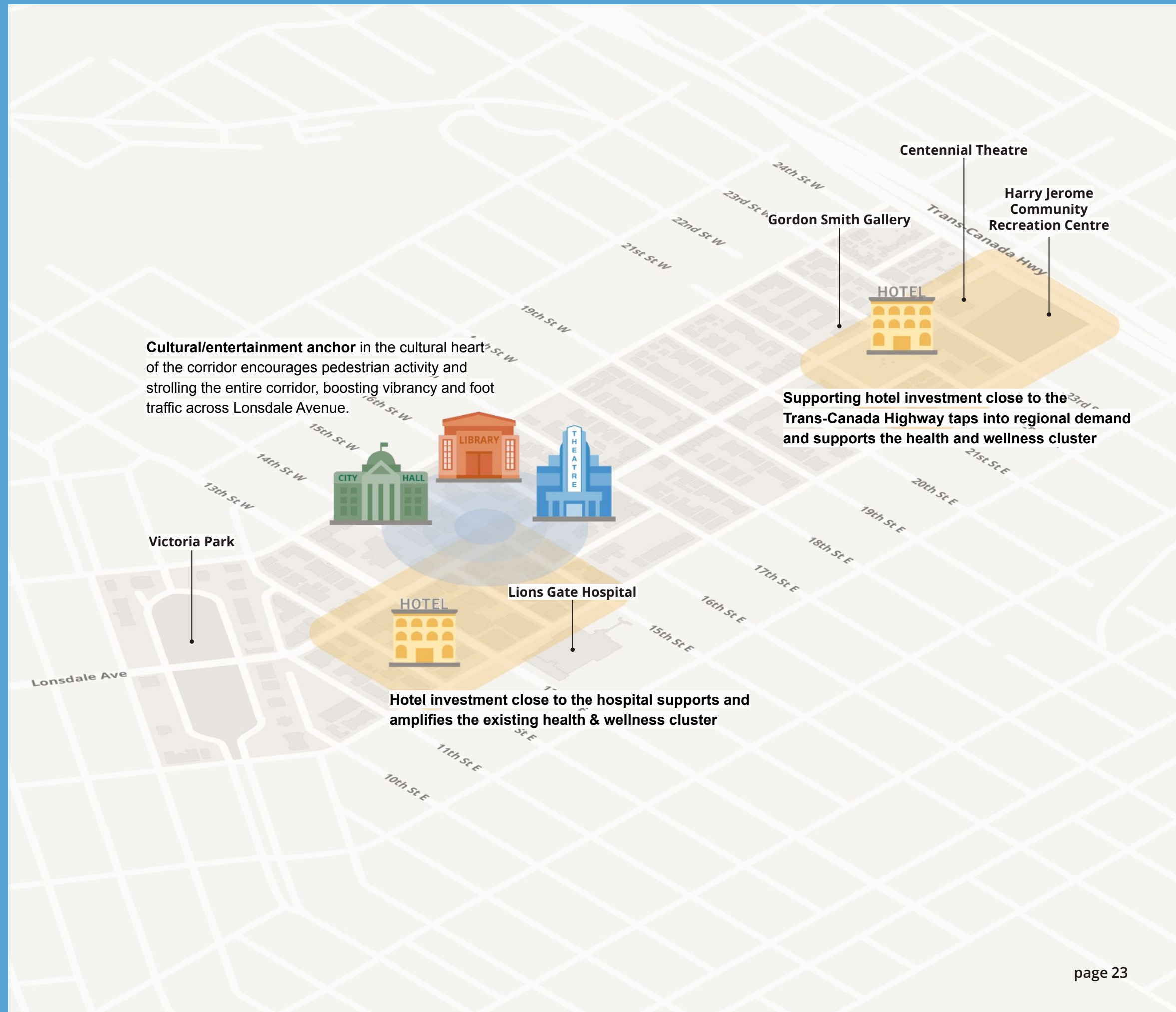
Integrating cultural/entertainment destinations and hotel investment in Central Lonsdale can cultivate a unique identity and drive economic activity.

The strategy begins by proactively securing a signature cultural anchor close to the centre of Lonsdale Avenue. This approach responds directly to public feedback from online public survey respondents, who expressed a desire to see Central Lonsdale vibrant and active year-round, with more events and evening activity.

This may leverage specific mechanisms like land acquisition, competitive Request for Proposal processes, or incorporating development into a potential City Hall redevelopment.

To successfully facilitate these civic and cultural projects, the City can attract and incentivize new cultural or civic uses with a tax revitalization program, bonus density, or land swaps.

These investments are strategically complemented by encouraging hotel development that attracts more customers and diversifies foot traffic throughout the day and week. This diversification is prioritized near the Trans-Canada Highway and its critical relationship to the health and wellness cluster in Central Lonsdale.



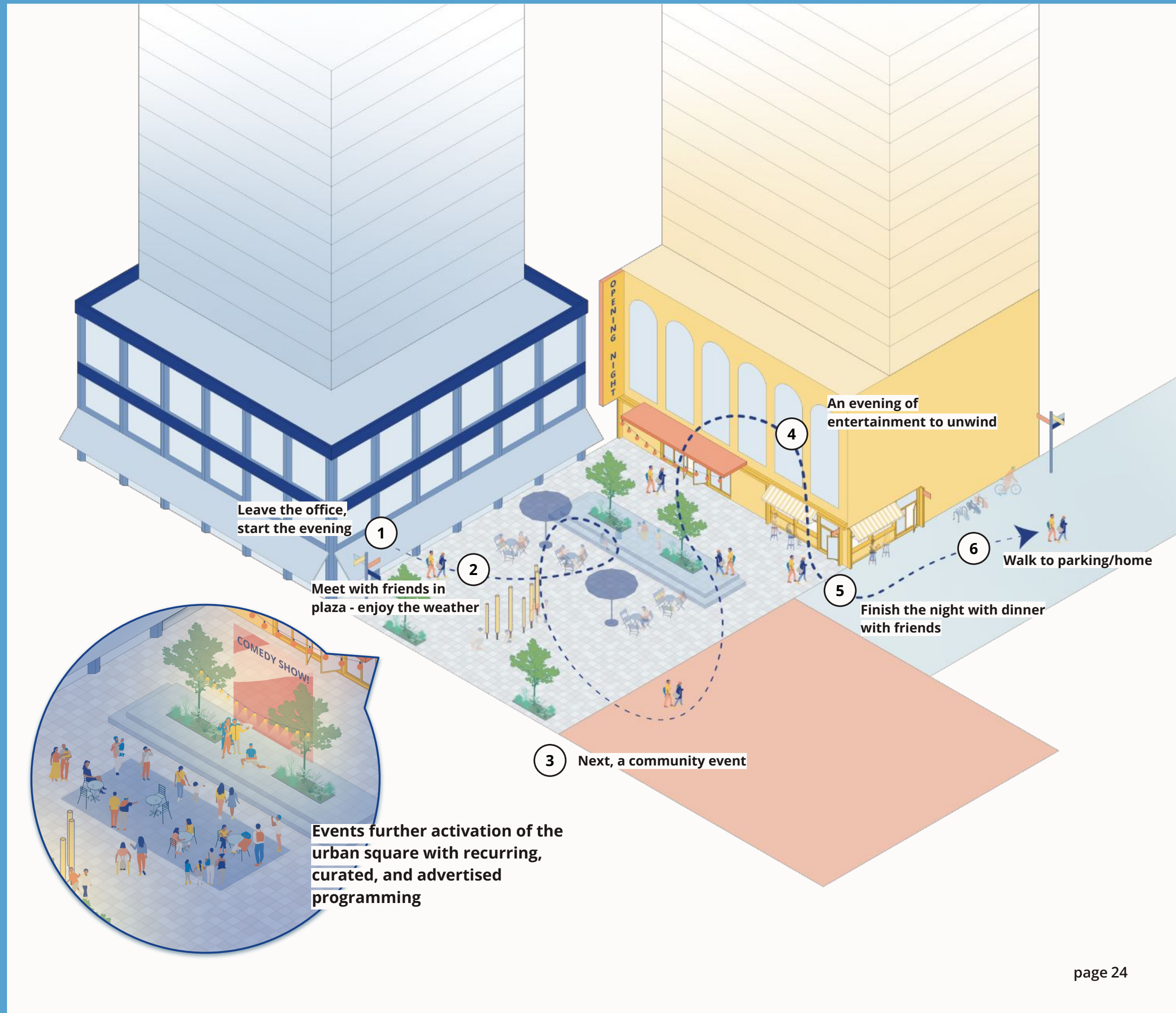
## Key Move 1.2.4

### Public space investments and co-location of commercial offerings around major civic and cultural anchors

Intentional location and clustering of civic and cultural and entertainment anchors, alongside places to grab dinner before or drinks after a show, can boost visitation, limit driving between locations, and ultimately have a positive impact on the local economy and vibrancy.

Investing in high quality public spaces in relation to civic and cultural anchors, can improve visitor experience, and provide a place for public life to unfold throughout the day and into the evenings, and weekends.

A redevelopment of City Hall poses a once-in-a-lifetime opportunity to deliver an urban square that can serve for everyday and events. Careful siting, sizing, form, and framing of the space is critical.



## Key Move 1.2.5

### Central Lonsdale's large cluster of healthcare uses, anchored by Lions Gate Hospital, is a key asset that should be built upon to attract additional businesses and high-quality jobs

Since medical and other health and wellness-related businesses tend to locate near each other, and often in the same buildings (for easy cross referrals and shared office and amenity needs), Central Lonsdale has a leg up on other commercial areas for attracting further healthcare and bioscience businesses and investment. Opportunities to further grow the sector in Central Lonsdale include:

- Leveraging existing market research on local healthcare cluster as promotional tools to attract additional businesses
- Highlighting supply of upper-floor commercial spaces as optimal for medical and wellness tenants.
- Continue strategic planning for development of Health Innovation District, with strong partnerships.

A Health Innovation District can not only grow and diversify the local economy, but also attract important daytime visits to support nearby businesses.

## Case Study Spotlight

### Considerations for a Potential Health Innovation District

There are several health/biotech innovation districts established throughout Canada, helping provide equipment, office space, technical assistance, and other supportive services to spur business growth. These districts rely heavily on strong partnerships between local municipalities and major educational and corporate institutions. Municipalities often can play a key role in providing subsidies and regulatory approvals to enable the development of incubators, office spaces, labs, and other key infrastructure. Such investments are highly dependent upon a quality operator (typically a company or university) with strong industry-specific experience and an established network of partners that can provide technical guidance and networking assistance.

Should the City pursue Health Innovation District investments, such as the establishment of an incubator or other facilities, next steps should include:

- Identification of key industry partners.
- Assessment of the optimal sub-industry orientation (wet lab bio-tech; digital health; medical device production; advisory and networking-oriented program, etc.).
- Identification of necessary zoning or land development regulatory adjustments to enable targeted investments.



Image Credit: UCSD Jacobs School of Engineering



Image Credit: UNO Dental San Francisco

# 1.3 Business Attraction, Support, & Coordination

## Customer Base & Revenue Growth

### Why?

**Central Lonsdale’s economic vitality can be strengthened by expanding its customer base and attracting nearby residents more often.**

Central Lonsdale’s customer base is primarily North Vancouver residents and local workers who frequent local businesses to meet their daily needs. By offering regional business offices, a health cluster, and cultural facilities, Central Lonsdale can capture more customers from the greater North Shore region without taking away from Lower Lonsdale attractions. Marketing efforts, placemaking through public realm improvements, branding, and events can help identify Central Lonsdale as a destination.

Importantly, Central Lonsdale has a significantly different commercial focus than Lower Lonsdale, which features a more regional draw, and is more oriented toward tourists, hotel guests, and Seabus commuters. These two commercial areas complement each other, and it is important to preserve the distinct brands and commercial identities of each.

### Key Design & Policy Moves

### How?

**1.3.1 Grow the customer base** by attracting more visitors from the wider North Shore region, through targeted partnerships that help market and brand Central Lonsdale and its businesses. This could be accomplished in partnership with a BIA or other organization.

**1.3.2 Utilize marketing efforts and branding campaign to establish more cohesive identity for Central Lonsdale,** to help attract customers and promote distinct identity from Lower Lonsdale. This work would be ideally led by a BIA.

**1.3.3 Leverage public realm improvements** to create and maintain an attractive, engaging, and comfortable environment to encourage customers to stay, shop, and dine longer.

**1.3.4 Utilize events and festivals, particularly those rooted in the distinct culture of the neighbourhood,** to attract more customers from throughout the North Shore region.

*See Section 3.3 for further detail on proposed community programming.*

*See Section 3.1 for further detail on proposed public realm improvements*

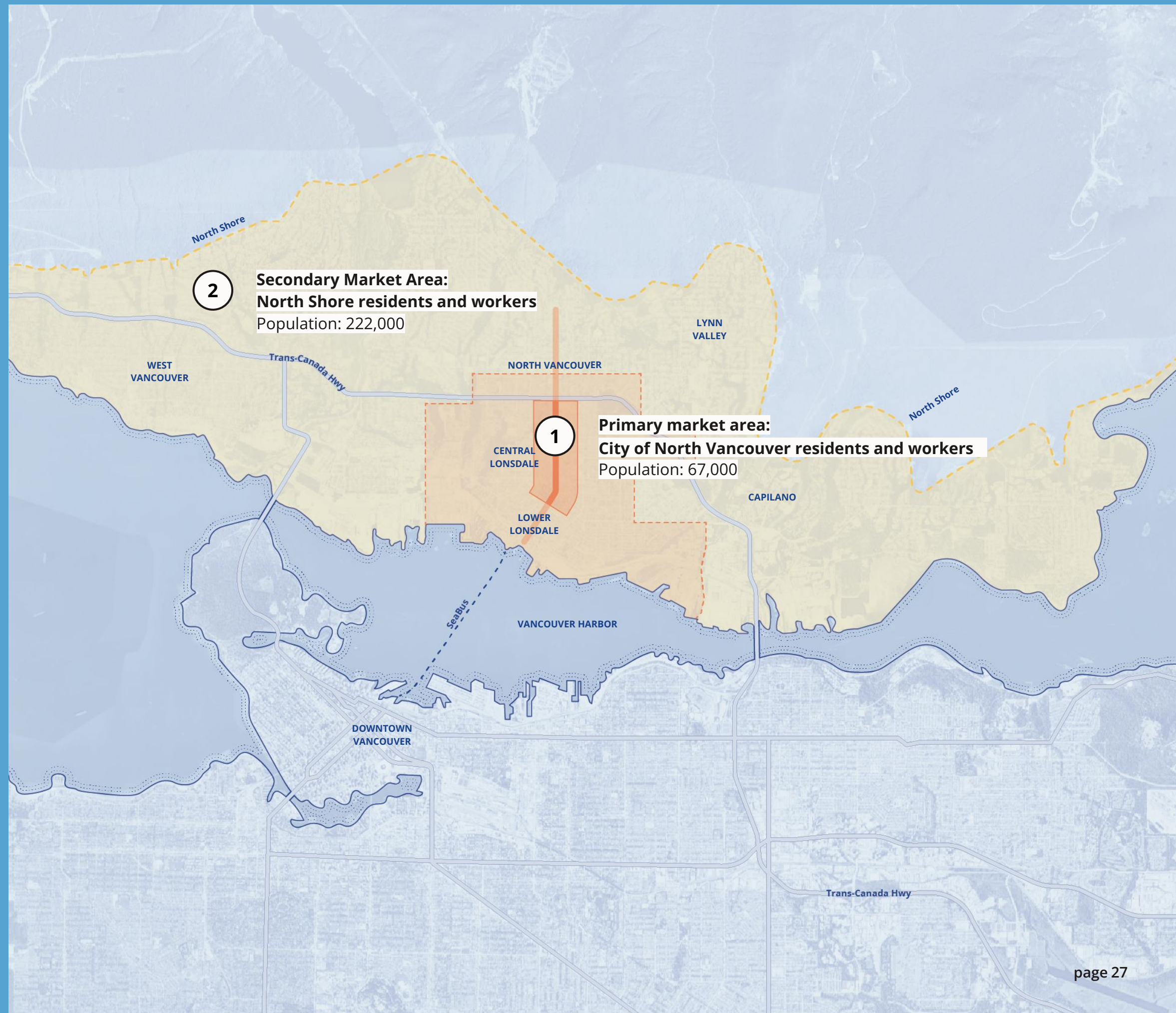
## Key Moves 1.3.1 & 1.3.2

### The primary way to grow Central Lonsdale's customer base is to attract more visitors from its secondary market area: residents of the North Shore outside of North Vancouver

Central Lonsdale has three core customer bases, each from a distinct geographic area. Its primary market area draws from North Vancouver residents and workers. While the local population will continue to increase, there is only marginal opportunity to expand the retail customer base.

The main opportunity to attract additional customers is to enhance its market capture of the secondary market area—the greater North Shore region, including West Vancouver and the District of North Vancouver. This requires a marketing and branding campaign to establish a cohesive identity for Central Lonsdale, distinguishing it from Lower Lonsdale. This area covers residents and workers outside North Vancouver city limits, but within a 15-minute drive. There are approximately 222,000 residents within the secondary market area, compared to a population of 67,000 in the primary market area.

The tertiary market area includes destination visitors and tourists traveling more than 15-20 minutes. Central Lonsdale may attract more destination visitors but its retail mix is not expected to compete with The Shipyards or other regional retail centres.



# 1.4 Business Attraction, Support, & Coordination

## Capacity Building & Business Coordination

### Why?

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**Establishing a Business Improvement Area (BIA) or similar entity can provide businesses with targeted support while sustaining the corridor's vibrancy for years to come.**

A BIA, or similar entity, can efficiently provide technical and strategic financial assistance to businesses, serve as a key coordinator between the public and private sectors, and lead strategic branding and marketing efforts to retain and attract customers. It is critical that a BIA is well-organized and guided by a clear strategic vision aligned with this plan. The BIA would be an ideal implementation partner for several strategies recommended in this plan, such as a business relocation program, placemaking enhancements, and strategic promotional efforts to expand the corridor's primary market area.

### Key Design & Policy Moves

### How?

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**1.4.1 Develop a Capacity-Building and Partnership Plan to identify the working relationship between the City and BIA organization.** Identify programming opportunities to capture higher share of North Shore customer base and develop recommendations for the optimal relationship between the BIA and the City to ensure programmatic alignment and efficiency.

**1.4.2 Continue engagement with Business Improvement Areas (BIAs) and business organizations** to facilitate support to the local business community.

**1.4.3 Encourage and empower the BIA** or similar entity to organize and host events and promotions that help bring customers to businesses, with City providing public safety, regulatory, and other forms of support as needed.

## Key Moves 1.4.1, 1.4.2 & 1.4.3

### Developing a Partnership Plan

The formation of a Business Improvement Area (BIA) presents a significant opportunity for coordinating business needs in the corridor. To maximize its effectiveness and ensure the efficient use of public resources, the City should develop a partnership plan that formalizes the roles and financial relationships between the City, the BIA, and other partners.

This partnership plan will establish shared advocacy, capacity, and programming necessary to execute the business retention, support, and attraction strategies outlined in this document.

The framework on this page offers a conceptual outline of how place management responsibilities are typically distributed between cities and organizations like a BIA. The refinement of these responsibilities will be a key step in establishing this relationship for the benefit of the corridor.

### City of North Vancouver

- ❑ Continue providing standard municipal services to corridor (trash pickup and all other current administrative functions)
- ❑ Allocate funding and strategic oversight to support investments such as public realm improvements and business assistance programs (including legacy business program, relocation program, and promotional programs)

### BIA or Similar Entity

- ❑ Serve as primary business liaison and advocate.
- ❑ Act as implementation arm of business assistance programs.
- ❑ Provide direct support to businesses that apply for assistance programs
- ❑ Provide one-on-one technical assistance to businesses
- ❑ Implement creative placemaking, programming, and promotional efforts
- ❑ Prioritize marketing and promotional efforts aimed at growing the corridor's customer base.
- ❑ Help enhance corridor cleanliness, safety, and aesthetics as resources allow.

### Shared Place Management

- ❑ Pay annual levy to fund BIA operations
- ❑ Play leading role in strategic direction of BIA
- ❑ Uphold providing quality experience to customers

### Property Owners and Businesses

# 2

## Enhancing livability through Planning and Design

**Objective:** Central Lonsdale is a thriving local-serving retail corridor with many independent shops, restaurants, and businesses that serve our community's daily needs. The City can build on this success by expanding commercial areas to support continued business growth, updating planning policy so the new residential and commercial development supports Central Lonsdale's success, and planning long term for continued livability and viability in coming decades.

### In this section:

**2.1 Expanded Commercial Areas:** Add more and a greater variety of commercial spaces to meet market demand.

**2.2 Improved Planning & Design Tools:** Update City planning requirements so that new development delivers the features that make Central Lonsdale successful today.

**2.3 Strategic Long-Term Planning:** Consider Central Lonsdale's needs so that it remains livable and vibrant in the coming decades.



Future illustrative representation of Lonsdale Avenue experience

## 2.1 Enhancing Livability through Planning and Design

### Expanded Commercial Areas

#### Why?

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**The City can build upon Central Lonsdale’s healthy, vibrant business mix by allowing for more commercial space on and around Lonsdale Avenue. This growth would bring more destinations, foot traffic, and street-level vibrancy – boosting its long-term economic resiliency.**

The North Shore’s retail vacancy rate is 0.4%. This means there are few commercial spaces for new businesses to start and for existing businesses to expand into. Making more commercial space available can attract more and a greater variety of businesses. It can also encourage vibrancy on Central Lonsdale at all times of the day, week, and year. Expanding commercial space would also ease pressure on rising rents and allow for creative new commercial spaces and uses.

#### Key Design & Policy Moves

#### How?

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**2.1.1 Expand commercial uses beyond Lonsdale Avenue.** By updating City planning requirements, the City can require ground-floor retail on the side streets off of Lonsdale. As development occurs, this would make more commercial space available to meet pent-up demand.

See Section 2.2 for recommendations on specific Zoning Bylaw changes that could encourage the small storefronts that make Central Lonsdale successful today.

**2.1.2 Require upper-floor commercial retail units** in new developments. This can add office, restaurant, and other spaces to meet demand and provide more choices for new and existing businesses.

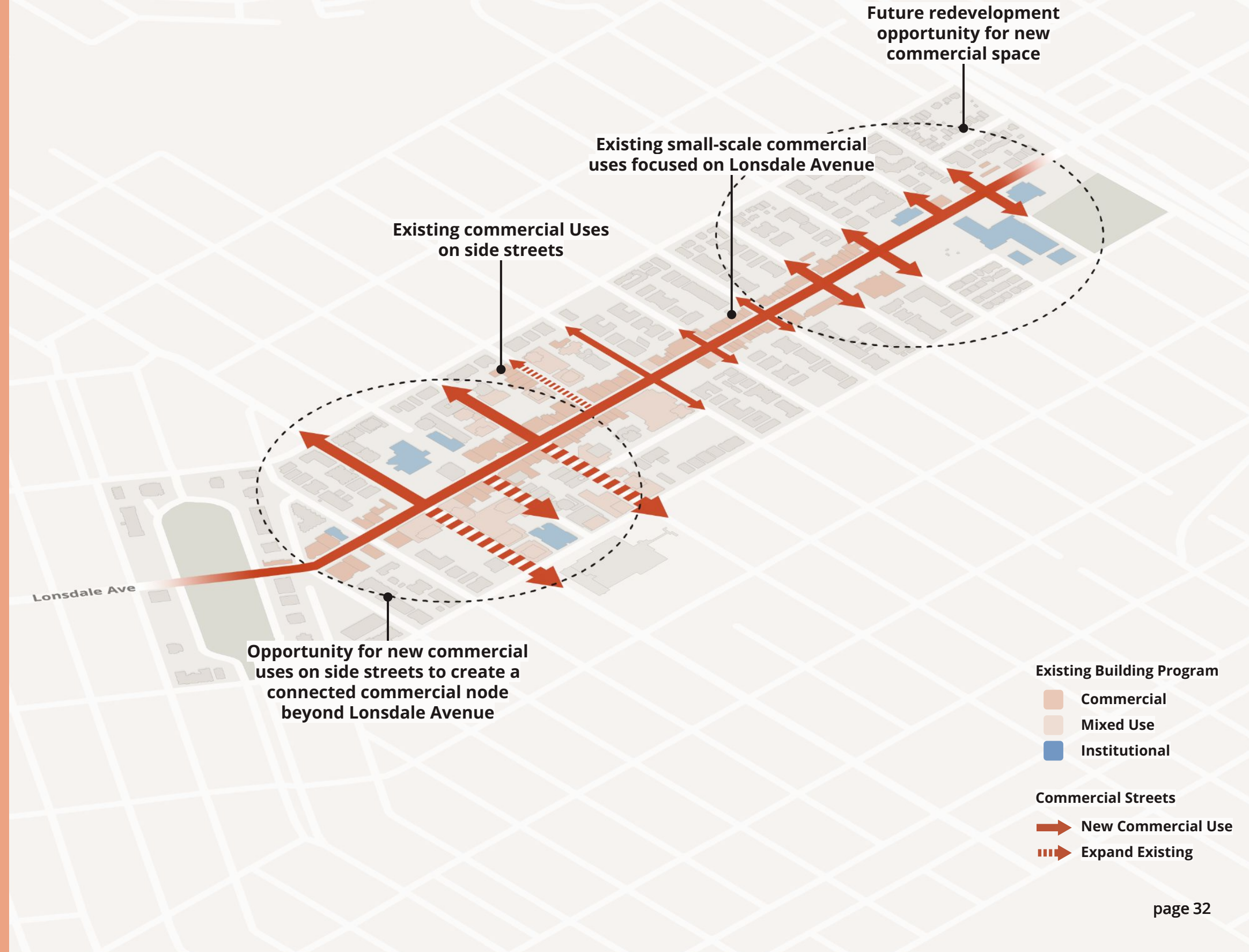
## Key Moves 2.1.1 & 2.1.2

### Expand Commercial Uses Beyond Lonsdale Avenue

One way to enhance Central Lonsdale's existing retail character is to make space for new retail on the side streets. An expanded supply of upper-floor, multi-level, and side street commercial spaces creates opportunities for a wider range of business types to locate on and around Central Lonsdale.

These spaces will likely be more affordable than street-level spaces directly fronting Central Lonsdale.

This increased supply can attract more and different types of businesses to the corridor and provide more opportunities for existing businesses looking to expand or relocate to larger and/or more affordable units.



## 2.2 Enhancing Livability through Planning and Design

### Improved Planning & Design Tools

#### Why?

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**Central Lonsdale is a highly livable urban district with a rich mix of businesses, services, and housing. The low retail vacancy rate shows that businesses want to be located in the corridor.**

Community feedback through development of this plan indicated that people like the existing mix of independent businesses, and that there is a strong desire for more diverse retail offerings. Through intentional planning, Central Lonsdale can further enhance its vibrancy.

#### Key Design & Policy Moves

#### How?

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**2.2.1 Update Zoning Bylaw requirements so that new development results in a humanscale, active street along Lonsdale.** Updates to the Zoning Bylaw could include maximum storefront widths, minimum floor-to-ceiling heights that are tall enough for commercial kitchen needs, building setbacks to support commercial expansion areas, and building step-backs.

**2.2.2 Use Development Permit Area Design Guidelines to encourage a lively and active street.** Design Guidelines can require new development to provide more of the small storefronts that Central Lonsdale is known for today. Design Guidelines can require large picture windows and prohibit large, blank walls so that streets are engaging and visually interesting.

**2.2.3 Create new public spaces with redevelopment.** As sites redevelop over time, the City can require a portion of the area to be set aside as public space. These public spaces can include pathways, off-street courtyards, partially covered areas or pocket parks.

**2.2.4 Prioritize active storefronts** by updating the Zoning Bylaw to require active commercial uses – such as cafés and storefronts – at the street level on Lonsdale Avenue. Less active businesses, such as offices, can be located on the second floor on Lonsdale or be directed towards retail spaces on the side streets off of Lonsdale.

**2.2.5 Encourage commercial rooftops and terraces.** Central Lonsdale has great views towards the mountains and also across the water to Vancouver. Commercial rooftop terraces and outdoor dining could take advantage of these views. Making space for commercial uses on rooftops or terraces can also free up street-level space.

## Key Moves 2.2.1 & 2.2.2

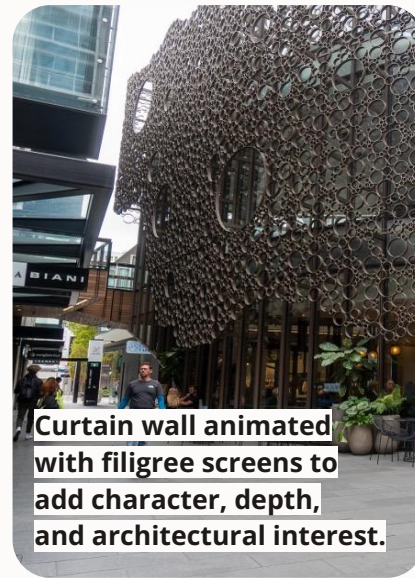
### Activating ground-level facades

Redevelopment is a key opportunity to enhance Central Lonsdale's vibrancy by improving how buildings meet the street. By focusing on the ground floor interface, we can prioritize design that offers a more human-scale experience, which will make the area even more attractive for businesses and visitors. Commercial and residential ground floors can promote vibrancy and safety through:

- **Large, clear windows** to display commercial activity.
- **Varied entrances and murals** to avoid long, uniform facades.
- **Direct, at-grade access** for residential units with stoops or small front yards.
- **Strategic setbacks** that shift large communal green spaces to the interior of the block to maximize centralized, useful public space for residents while maintaining a strong street wall.



Blank wall animated with public art to add character, depth, and architectural interest.



Curtain wall animated with filigree screens to add character, depth, and architectural interest.



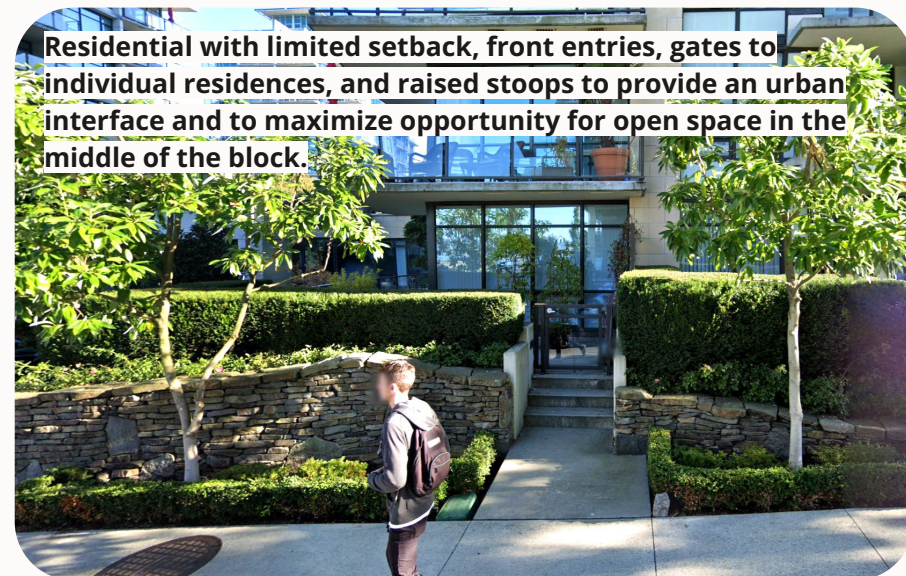
Blank wall animated with patio zones to add character, depth, and architectural interest.



Plain flat facades animated with portable planters, seating, and lighting.



Promote activation of frontages by allowing neighbouring tenants to spill along the sidewalk with patio seating, stalls, and planters.



Residential with limited setback, front entries, gates to individual residences, and raised stoops to provide an urban interface and to maximize opportunity for open space in the middle of the block.



Residential interface to street along slope with gates to individual yards and residences, via raised stoops.

### Potential policy Implications:

It is recommended that these activation measures inform updates to the Zoning Bylaw and the development of new Design Guidelines. These activation measures should apply to both commercial and residential frontages, with specific measures for each condition. For commercial, the measures should allow flexible use of the public realm to support activities that will be an economic support to tenants.

### Key Move 2.2.3

## Create new public spaces with redevelopment

When redevelopment takes place, the City can require that a portion of the site be used for public space. Public spaces can include pathways, off-street courtyards, partially covered areas, or pocket parks. They can be a mix of more naturalized areas or more urban areas that are programmed with events and activities.

The public space can be owned by the City or it can be owned privately and made available for the public through legal agreements. Public spaces secured through development help make a development more attractive for future tenants and residents. And, the public spaces help make the city more livable by providing opportunities to hold celebrations, meet neighbours, and interact with urban nature.

In some cases, it is possible to plan ahead to aggregate public space contributions across multiple developments, which can lead to a wider range and higher quality of intentional public spaces.



Multi-level activation for multiple programmable uses.



Plaza or courtyard spaces that offer different design and activation opportunities to those offered in City parks.



Compact linking spaces that can be programmed for activation and support of commerce.



Intensive landscapes as amenity for pedestrians, seating pockets and quiet respite.



Multi-level activation for multiple programmable uses.



Compact sunny pockets supporting public life and commercial benefit.

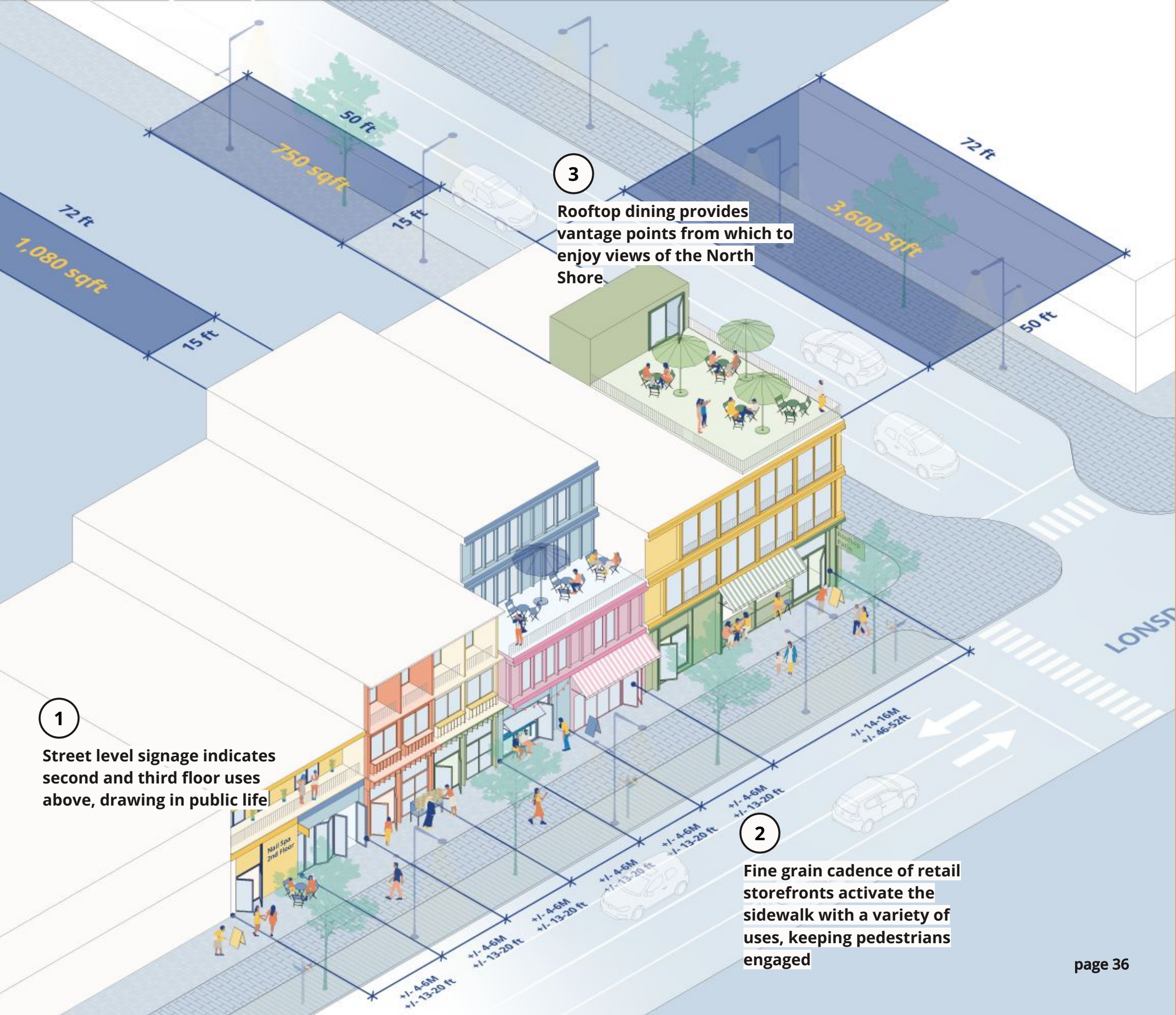
**Key Moves 2.2.4 & 2.2.5**

**Requirements for a human-scale, active street**

Design guidelines should encourage small-scale ground-floor retail bays that continue the fine grain human-scale commercial pattern that is part of the Central Lonsdale identity.

New ground-floor retail bays should have adequate floor plate depths, appropriate floor-to-ceiling heights, space for back-of-house operations, proper ventilation, and clear access/loading areas so that there is flexibility for use over the lifetime of the building.

Upper floor commercial spaces should be encouraged, with direct or shared street-level access. Commercial rooftops and terraces can also support a greater variety of businesses and offer new vantage points to the street.



## 2.3 Enhancing Livability through Planning and Design

### Strategic Long-Term Planning

#### Why?

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**A Great Street has something to offer for people in all stages of life, whether they live nearby, work in the corridor, or are visiting shops and attractions. As of 2021, Central Lonsdale has an estimated population of just over 12,000 residents. The area has a relatively young population and a small average household size (46% of households are one person). The cost of living is relatively affordable due to an older residential supply, with most housing built before 1990. 57% of households rent their homes. Central Lonsdale can be home to a greater variety of households in all stages of life.**

In the coming decades, Central Lonsdale will need to accommodate residential and commercial growth so that it continues to be livable and vibrant. The existing Official Community Plan sets the groundwork for growth by identifying building uses, heights, and densities. When the City undertakes a comprehensive review of its Official Community Plan, consideration should be given to the amount and location of homes and businesses to further strengthen the corridor.

#### Key Design & Policy Moves

#### How?

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**2.3.1 Ensure thoughtful distribution of density** along the Avenue by directing taller buildings to the North Character Area. This will help activate parks and build on community investments around Harry Jerome Community Recreation Centre.

**2.3.2 Allow a wide variety of housing types and tenures** across the corridor to support a stable, multi-generational resident base and meet long-term housing needs. New housing should offer a diversity of choices that are contextually appropriate to different parts of the corridor.

**2.3.3 Mitigate shadowing on public spaces** by implementing design guidelines that consider building siting and shadowing effects on public spaces. For example, taller buildings should be placed on the north end of a street or green space to maximize sun exposure.

**2.3.4 Use design guidelines along the corridor to fit new development in with the existing street character.** Use upper level setbacks and strategic setbacks from Lonsdale Avenue to manage changing building heights and to help new development create intimate places that complement and build on the existing human-scale streetscape. Setbacks and stepbacks can also help preserve public views towards the mountains and the water from Lonsdale.

## Key Moves 2.3.1, 2.3.2, 2.3.3, & 2.3.4

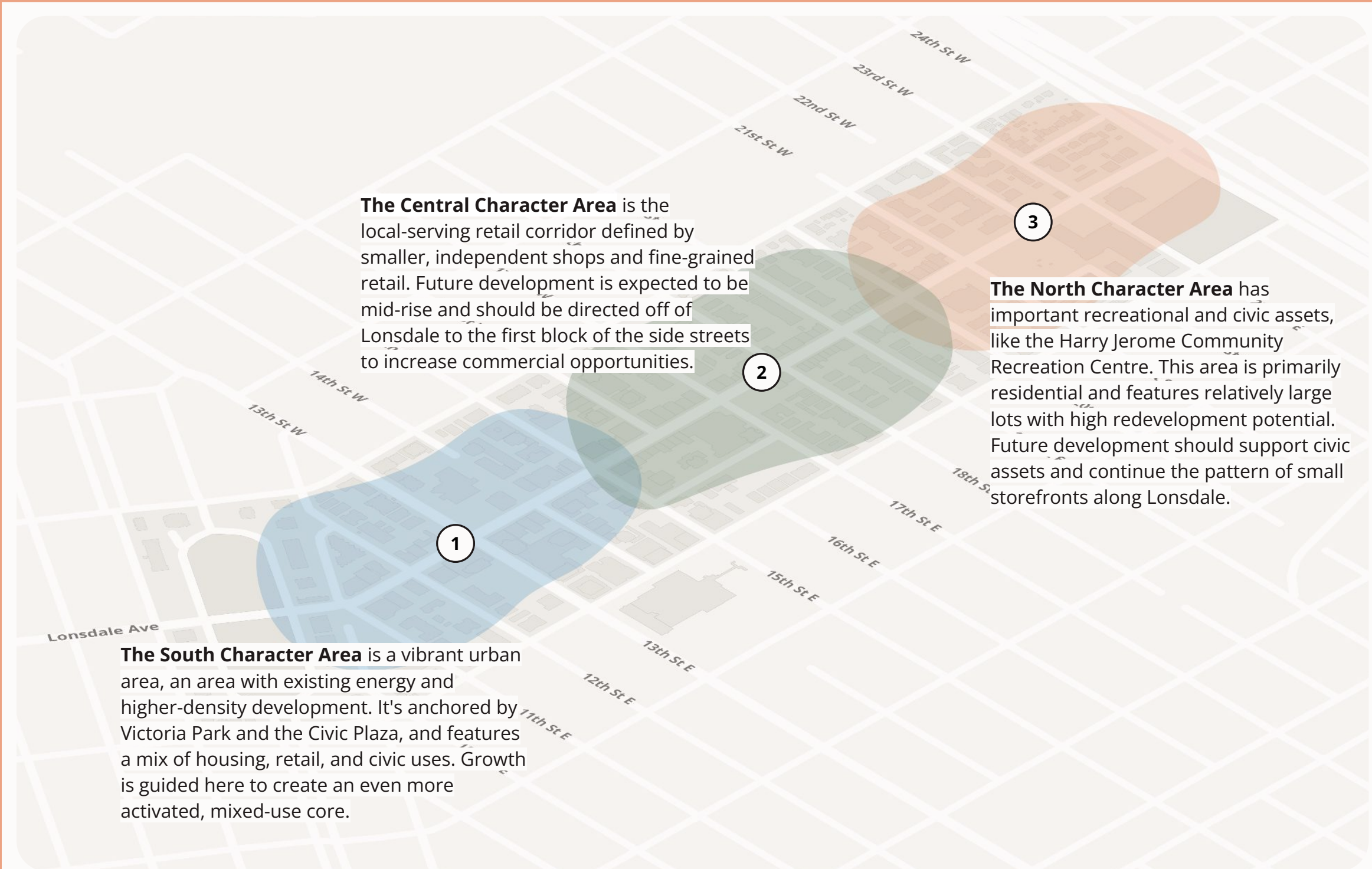
### Living in Central Lonsdale

Central Lonsdale's economic health is supported by its diverse residential base and the stability it provides for local-serving businesses. With a relatively high proportion of rental housing, maintaining housing choice and affordability helps make sure that local shops and services stay busy.

The Central Character Area is defined by the existing small, local-serving storefronts. We heard through community engagement that existing independent businesses in Central Lonsdale help support people's daily needs and reflect the diversity of North Vancouver's communities. There are opportunities to add more housing diversity in this area. Future development can be directed off of Lonsdale to the side streets to support retention of the existing small storefronts and to retain views from Lonsdale to the mountains and water. Allowing more commercial space off of Lonsdale in this area could be considered during a future Official Community Plan update.

The North Character Area is anchored by the new Harry Jerome Community Recreation Centre, park lands, and the Green Necklace greenway. The Official Community Plan envisions a mix of residential and commercial uses in mid-rise (4 to 6 storeys) and highrise (12+ storey) buildings. Expanding areas where high-rises are permitted could be considered during a future Official Community Plan update.

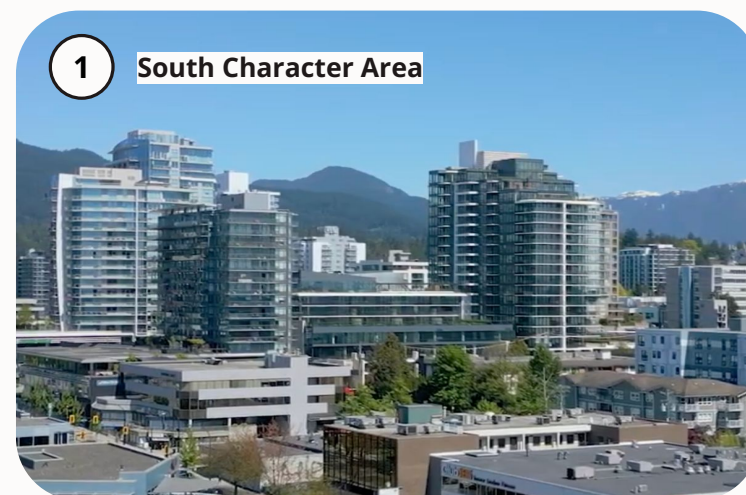
The South Character Area is the transition from Lower Lonsdale to Central Lonsdale through Victoria Park. The Official Community Plan envisions mid-rise and high-rise residential buildings in this area, with mixed-use buildings on Lonsdale Avenue. A future Official Community Plan update could consider expanding areas where commercial uses are required and/or what building typologies will best support the corridor.



**The Central Character Area** is the local-serving retail corridor defined by smaller, independent shops and fine-grained retail. Future development is expected to be mid-rise and should be directed off of Lonsdale to the first block of the side streets to increase commercial opportunities.

**The North Character Area** has important recreational and civic assets, like the Harry Jerome Community Recreation Centre. This area is primarily residential and features relatively large lots with high redevelopment potential. Future development should support civic assets and continue the pattern of small storefronts along Lonsdale.

**The South Character Area** is a vibrant urban area, an area with existing energy and higher-density development. It's anchored by Victoria Park and the Civic Plaza, and features a mix of housing, retail, and civic uses. Growth is guided here to create an even more activated, mixed-use core.



1 South Character Area



2 Central Character Area



3 North Character Area

# 3

## Enhancing access and public spaces for business and the community through design and activation

**Objective:** Ensure Lonsdale is a vibrant shopping street that provides comfortable space to walk, to sit, to eat and to meet friends. Small public plazas and seating nodes allow for community connection, activation and celebration and enhance the overall livability of the neighbourhood. Optimize public road for walkability while providing transit, good movement and private vehicle access to the street.

### In this section:

**3.1 Public Spaces for Businesses and the Community.** Maintain and enhance active, pedestrian-friendly streetscape and public spaces to encourage patrons to spend more time on Central Lonsdale.

**3.2 Create New Public Spaces.** Look for opportunities to create new pocket parks and plazas to improve quality of life and support an active urban environment.

**3.3 Community Programming.** Cultivate a dynamic ecosystem of community amenities and curated programming to extend the street's vitality into the evenings and year-round.

**3.4 Multimodal Connections.** Enhance access for all modes of travel—pedestrian, bicycle, transit, goods, and vehicles—to make it easier for customers to get to and enjoy the street, directly boosting business vitality.



Future illustrative representation of Lonsdale Avenue experience

## 3.1 Placemaking as Economic Driver

### Public Spaces for Businesses and the Community

#### Why?

**High-quality, well-maintained public spaces are a key differentiator that contribute directly to the sense of place and business success. They attract and retain customers, promote a comfortable and safe environment, and strengthen the economic vitality of the corridor by boosting foot traffic and encouraging people to linger and spend more time—and money—in the area.**

This plan recognizes the importance of a balanced approach to the streetscape, accommodating movement for pedestrians, cyclists, transit, and vehicles. By strategically managing the public realm, we can ensure customer access is met while improving the overall quality of the corridor, which directly translates to a more competitive and desirable environment for business activity.

#### Key Design & Policy Moves

#### How?

**3.1.1 Evaluate the network function to maximize pedestrian space where possible.** A narrowed street section can make a street feel more connected and less impacted by vehicle noise and speed. Evaluate the local network and identify where space can be re-balanced for the benefit of pedestrians. Concurrently, identify Central Lonsdale network improvements for transit, goods movement and through traffic.

**3.1.2 Incentivize synergy between ground floor functions and sidewalk uses** with generous edge zones for retail uses, emphasis on corner units, and encourage ground-floor transparency to engage pedestrians and create a more vibrant street experience.

**3.1.3 Improve the streetscape quality** with a cohesive design palette, from human-scale lighting, to consistent sidewalk treatment along the length of Lonsdale Avenue. This foundational improvement ensures comfort, weather protection, and equitable accessibility for all users. It includes an amplified street tree canopy and generous planting zones to strengthen long-term commercial vitality and address heat vulnerability in priority areas, aligning with objectives in the City's Urban Forest Directions Report.

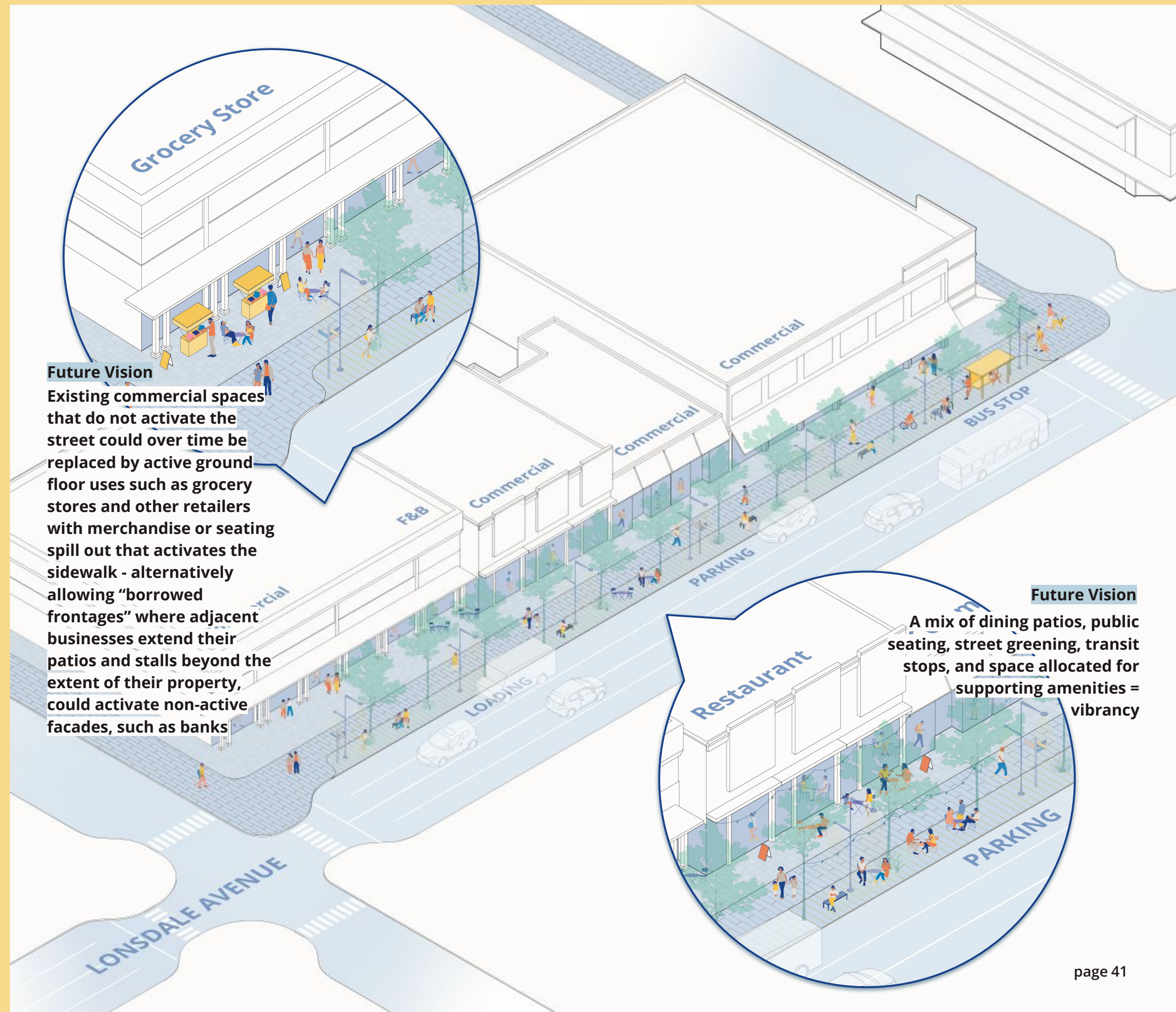
**3.1.4 Establish furnishing zones and commercial expansion** on Lonsdale Avenue where space permits work to include a furnishing zone to allow businesses to animate the pedestrian zone while still providing clear space to walk. Formalize temporary patio space. This zone should integrate diverse amenity offerings (e.g., seating, shade, bike racks, landscaping) tailored to adjacent ground floor uses.

## Key Moves 3.1.1 & 3.1.2

### Ground floor and sidewalk synergy

A vibrant street requires a careful balance between public and private sidewalk uses, supported by a high-quality street environment. In the central segment of Lonsdale Avenue, the sidewalk area can be expanded to provide ample spill out for business uses like cafes, ample walking space and a seating or treed area, all while complementing the adjacent business. Narrowing the roadway, retaining important delivery and parking curbside zones and implementing curb extensions creates a street that is more focused on business access and pedestrian comfort. This approach directly benefits local businesses by:

- **Reducing auto noise and speeds**, making outdoor dining and sidewalk shopping more comfortable and inviting for patrons.
- **Enhancing East-West connectivity**, making it easier and safer for pedestrians to cross the street and explore shops on both sides of Lonsdale Avenue.
- **Maintaining vital access**, ensuring that while the environment is calmed, vehicle access to essential shops and services remains efficient and clear.



### Key Move 3.1.3

## Enhancing the streetscape quality with a cohesive design palette

A thoughtful material and furnishing palette will elevate the character of Lonsdale Avenue, respecting existing identity. This is an opportunity to build on and align with the new city-wide wayfinding system, ensuring a cohesive street identity.

It is recommended to invest in high quality materials to limit ongoing investment in repair and upkeep, provide adequate growth space to sustain a continuous canopy of street trees, and to be selective about deployment of custom furnishings outside of primary public spaces.

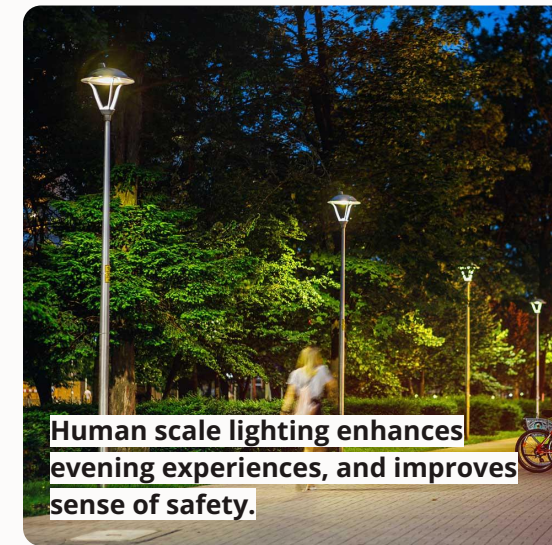
Lonsdale Avenue should feel cohesive and consistent, with subtle design that first and foremost supports functionality, while providing a high quality experience and street identity.



Canopy street trees provide a vertical focal point and separation, enhance street identity and bring shade on hot days.



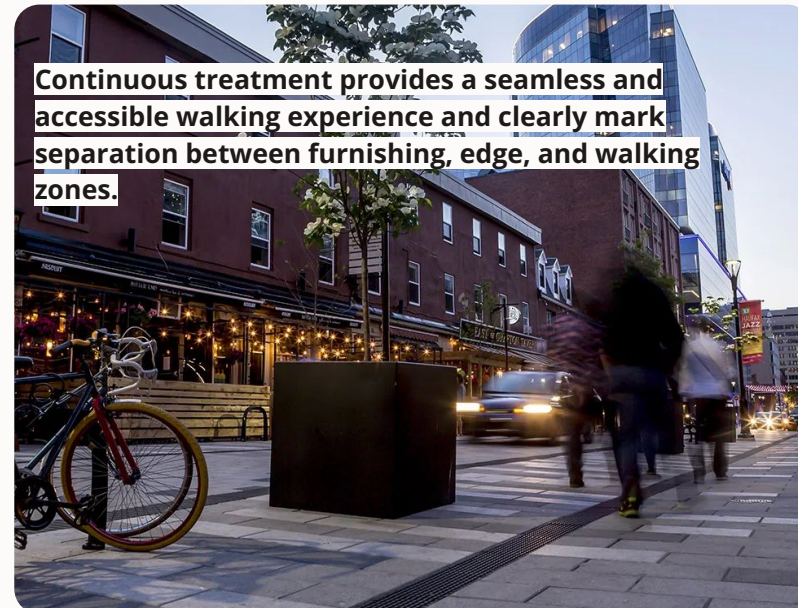
Understory planting and rain gardens add greening, visual and seasonal interest, moments of joy, and heat island effect mitigation.



Human scale lighting enhances evening experiences, and improves sense of safety.



Wayfinding orients and guides visitors and provides an overview of the many offerings in Central Lonsdale.



Continuous treatment provides a seamless and accessible walking experience and clearly mark separation between furnishing, edge, and walking zones.



High quality public benches, colocated with transit stops, key intersections and active building edges, provide places of rest and meet. Warm materials provide comfort in all weather.



Clearly designated patio zones, with or without fencing, along building edges, provide a comfortable dining and service experience.



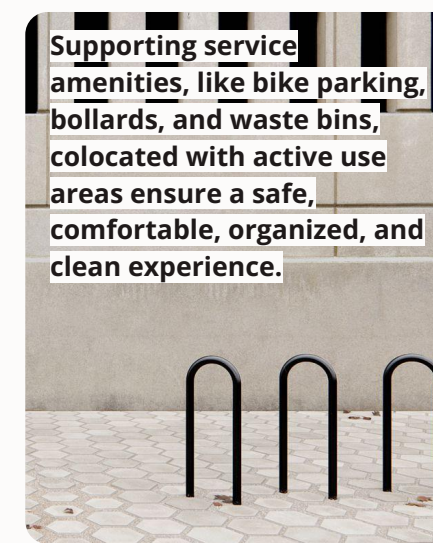
Awnings extend the patio season and can additionally serve as weather protection for people walking.



Small scale art and playful installations bring moments of joy.



Larger signature pieces provide opportunities for integration of cultural and place acknowledgement.



Supporting service amenities, like bike parking, bollards, and waste bins, colocated with active use areas ensure a safe, comfortable, organized, and clean experience.



Service amenities, like water fountains, colocated with active use areas ensure a safe, comfortable, organized, and clean experience.

### Key Move 3.1.4

## Establish furnishing zones and commercial expansion

Formalizing temporary street patios into permanent, contiguous flexible amenity zones on Lonsdale Avenue ensures the corridor's functionality and long-term vitality.

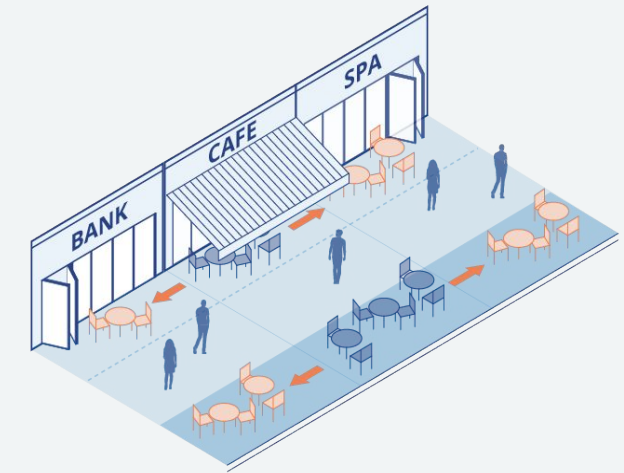
This transformation replaces temporary patio spaces with hardscaping to create a dedicated area for street furniture, retail spill-out, and amenities, while ensuring sufficient walking and rolling space for accessibility.

The furnishing zone's layout and amenity placement—including seating, bistro tables, bike racks, and landscaping—will be dynamically tailored to adjacent ground-floor uses. By balancing public rest areas (near services like banks) with commercial expansion zones (near cafes and restaurants), this infrastructure encourages patrons to linger longer, increasing foot traffic and maximizing year-round economic activity along the corridor.



### Dining & Spill-Out Zone next to Cafes, Bars & Restaurants

Dedicated patio seating area, direct business access, defined edge for service



### Shared-Frontage Seating Expansion

Cafes/Bars/Restaurants expand to adjacent non-seating areas (like bank or services frontages) to increase patio capacity during warmer months



### Quick Stop & Commerce Support next to Shops/Convenience Retail

Public seating/benches, dedicated bike parking, space for display boards & retail signage



### Rest & Green Amenity throughout Avenue and at Services/Office

Integrated landscape planters, public seating for rest stops, bike parking for employees & visitors

## 3.2 Enhancing Connected Experience

### Create New Public Spaces

#### Why?

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**Central Lonsdale has a deficit of quality public space, but a significant opportunity exists to leverage redevelopment and allocation of road space. Providing public spaces is critical for improving quality of life, supporting an active urban environment, and creating a memorable experience.**

There are approximately 12,000 residents in the Central Lonsdale area, making it the most densely populated neighbourhood on the North Shore. As Central Lonsdale continues to grow, the public spaces and parks within will need to work harder to accommodate and serve a growing population and visitors base. Central Lonsdale's public realm will be expanded by strategically identifying and developing new opportunities for public space.

A key goal is to proactively address how to expand on the uses within existing park and public spaces assets, as well as making new spaces feel truly public and well-integrated. This work will align with the Citywide Park and Public Space Plan (in progress), which articulates a vision for a connected and functional public space network using a data-driven and equity lens.

Furthermore, strengthening the connections between Lonsdale Avenue, its surrounding neighbourhoods and parks outside of the core can be achieved through amplified green linkages.

#### Key Design & Policy Moves

#### How?

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**3.2.1 Conduct a robust audit of public space and park assets** to better understand typology and uses gaps, and work toward a more complete and diverse public space network that serves all residents and visitors. This comprehensive audit will be undertaken as part of the Citywide Parks and Public Spaces Plan, and the results will be integrated into the city-wide park and open space network work included in the final report.

**3.2.2 Create new pocket parks or plazas** by identifying opportunities for temporary or permanent closures of side streets from Lonsdale Avenue to laneways. These can serve as local "breathing spaces," offering smaller areas for rest and social interaction.

**3.2.3 Enhance existing public space assets** with more diverse recreational activation, especially in key parks like Victoria Park, northern parks near Harry Jerome Community Recreation Centre, and Civic Plaza. Improvements could include more seating options, shade and shelter for longer seasons, urban games, play installations, and additional features that invite people to spend more time in these spaces.

**Key Move 3.2.1**

**Help identify areas needing more public spaces with with audit and community input**

Beyond enhancing existing open spaces with new programs and uses, it's recommended that blocks with limited public amenity be enhanced to support community well-being and attract new residents and visitors.

While Central Lonsdale has natural and larger urban parks within walking distance, it lacks smaller-scale neighbourhood parks and plazas.

Community engagement revealed a desire for more spaces for active recreation, play, and events, including safe areas away from traffic.

Creating more neighbourhood parks and plazas of all scales can provide much-needed opportunities for everyday use, community connection, and outdoor respite.



**Natural Parks**



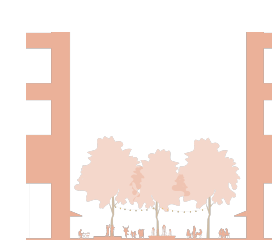
**Large Urban Parks**



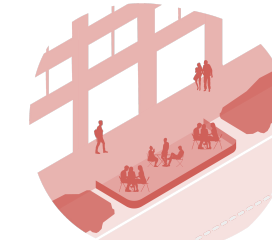
**Neighbourhood Parks**



**Streets to Plaza**



**Local Plazas**



**Boulevard Rooms/Parklets**



**Mid Block Linkages**

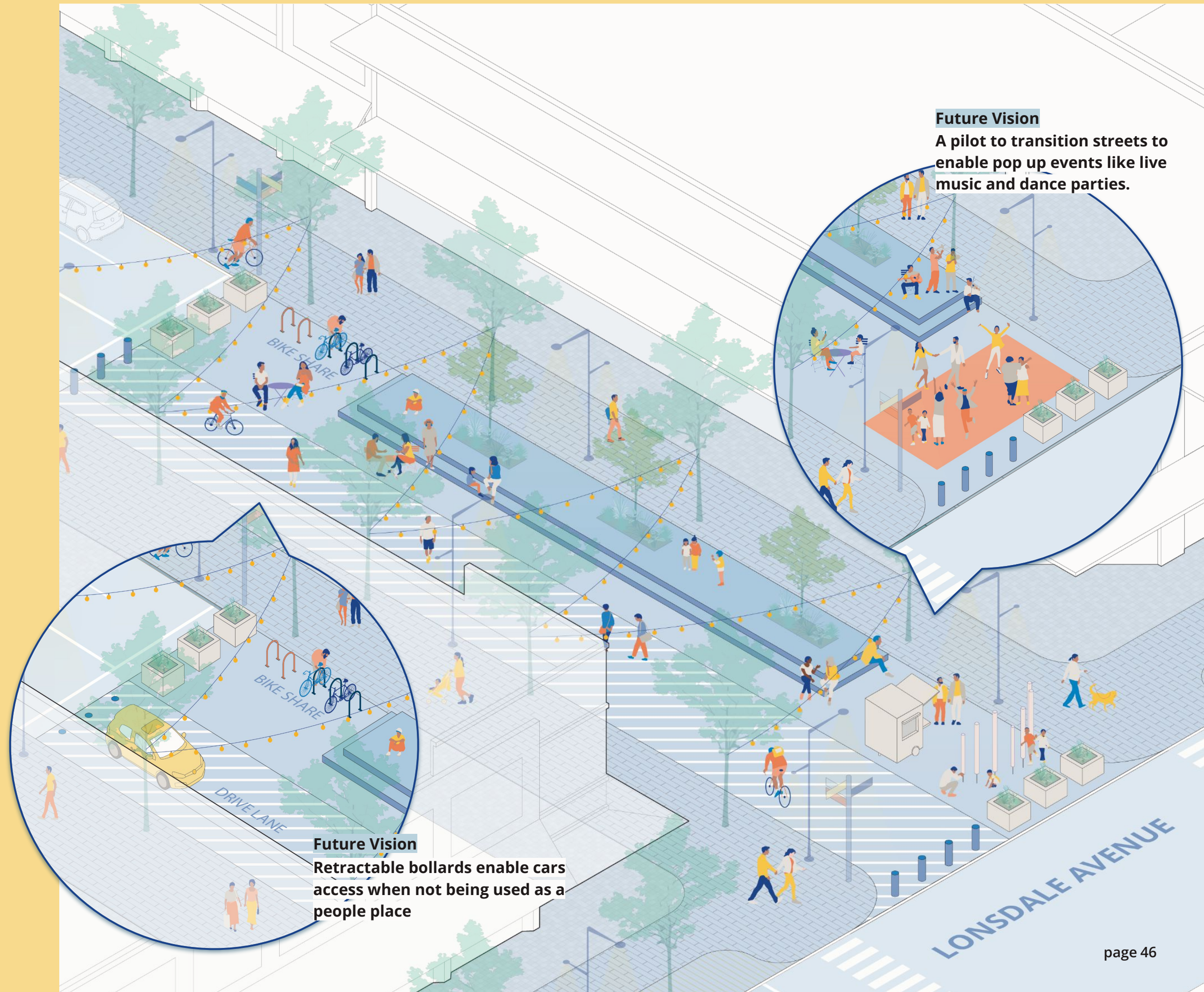
## Key Move 3.2.2

### From sidestreet to public space

Side streets with limited traffic provide a significant opportunity to pilot an expansion of public space within Central Lonsdale. This strategy aims to test models for creating small-scale community and commercial spill-out spaces, and to explore how side streets can serve as more welcoming access points to the corridor.

This approach builds on successful local models, such as the Lonsdale Off-Leash Dog Plaza, Semisch Park and E 14th pocket park.

Temporary, seasonal, or community-led pilots can involve partial or full street transition to create new types of public spaces and programming. These spaces can host features such as playful installations, large-scale seating and picnic tables for gathering, or elevated green spaces with lush planting that showcases local flora and fauna.



#### Future Vision

A pilot to transition streets to enable pop up events like live music and dance parties.

#### Future Vision

Retractable bollards enable cars access when not being used as a people place

### Key Move 3.2.3

## Deploy flexible light touch everyday programming through physical interventions in anchor public spaces

Community members who participated in the engagement process expressed a strong desire for more ways to enjoy time in these public spaces. Interest in programming like seating, games, play, public art, food, and shelter from the elements rose to the top.

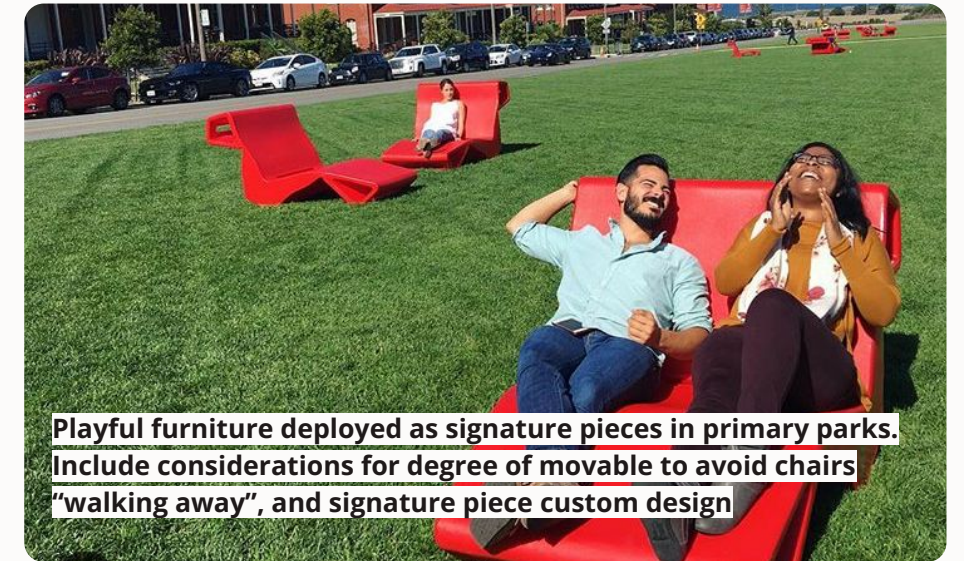
As a near term action, it is recommended to test implementation and management of temporary installations in these anchor spaces, to support community activity, engage further, and learn from the temporary program evaluation and inform permanent changes.



Lawn games and urban games, like corn hole, ping pong, chess, and futsal activate public space and invite spontaneous play



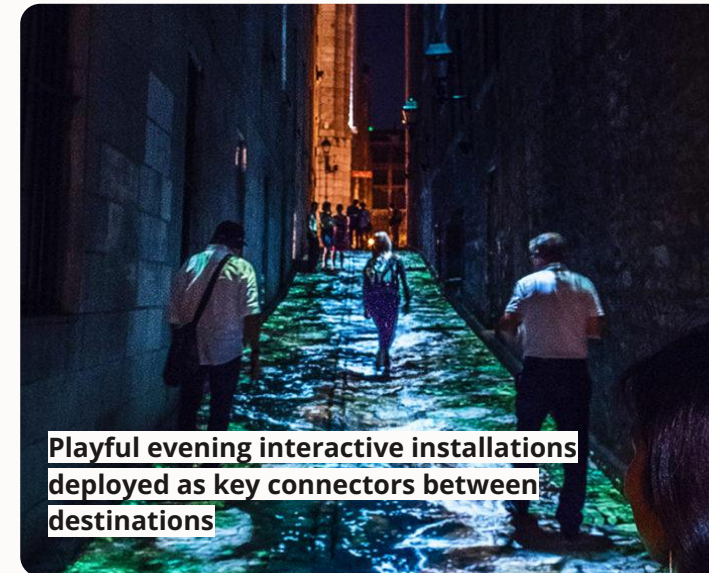
Consider integrating a place to borrow games, for example at a nearby food and beverage location or civic amenity, from a staffed cart, or in a park pavilion



Playful furniture deployed as signature pieces in primary parks. Include considerations for degree of movable to avoid chairs "walking away", and signature piece custom design



Food vendors, stalls, carts, or food trucks



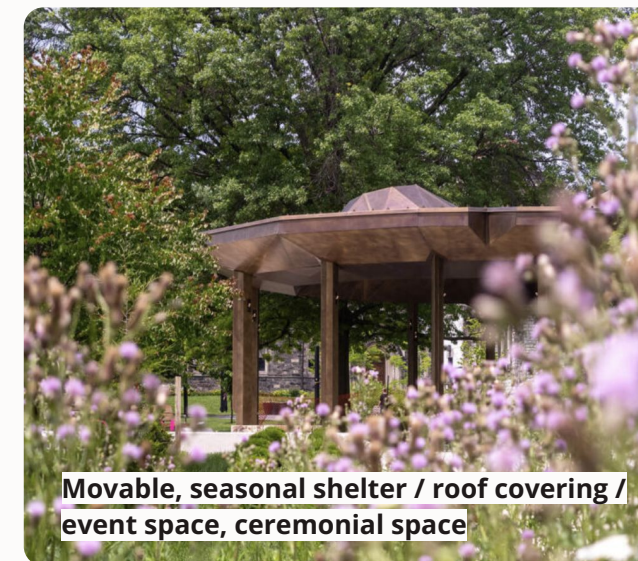
Playful evening interactive installations deployed as key connectors between destinations



Playful daytime interactive installations deployed to parks and public spaces



Seasonal stage for free performances, adaptable for different scales of events, or tailored to small-scale events.



Movable, seasonal shelter / roof covering / event space, ceremonial space



Pop ups in parks and plazas from nearby institutions like the library

## 3.3 Quality Development & Strategic Investments

### Community Programming

#### Why?

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**Community programming is important to Central Lonsdale's vitality because it creates a more vibrant, year-round atmosphere that supports local businesses and establishes the corridor as a key destination.**

By establishing a curated ecosystem of community programming, Lonsdale Avenue can transform from a place people simply pass through to a place they actively choose to visit. This effort builds upon existing successes and civic anchors, such as current programming at Civic Plaza, including movies, markets, music, and dance lessons.

The recommendations to promote the City's year round calendar of events, and expand the City's ambassador program potentially through a BIA are intended to help achieve this vision: these actions directly address the community's desire for more activities and evening life, while ensuring that the programming reflects the distinct local character of Central Lonsdale.

The City should foster partnerships, targeted incentives, and new models for activating space to ensure these efforts are successful.

#### Key Design & Policy Moves

#### How?

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**3.3.1 Promote the City's year-round calendar of diverse events** in partnership with a BIA or similar organization, cultural groups, community leaders, and First Nations representatives. This programming should reflect and celebrate Central Lonsdale's diversity, offering a distinct feel from waterfront or tourism-driven events.

**3.3.2 Develop a communication plan** that focuses on both the local community and the wider North Shore community to draw people to Central Lonsdale events. Consider a website with a calendar and information about what the current and next season will include. Leverage on-site communication, with displays or banners, and expand targeted social media promotion. This plan could be co-created with and maintained by a BIA or similar entity.

**3.3.3 Consider expanding the ambassador program - potentially through a BIA** to support day-to-day upkeep and maintenance. The City can support with staffing events, and serve as caretakers of daily programming, like games and movable chairs in the parks.

### Key Moves 3.3.1, 3.3.2 & 3.3.3

#### Activating spaces, programming and events with curated and localized recurring activities

To establish a consistent draw and community rhythm, Central Lonsdale could expand on its event programming with one or two recurring events—weekly, monthly, or quarterly. Examples include side-street festivals, markets, activities or performances.

Events should reflect Central Lonsdale’s unique cultures and identity, attracting visitors from across the North Shore. This could include linking quarterly events to cultural celebrations or highlighting local artists and institutions.

Strong partnerships, stable funding, and effective communication are key to successful programming.



Recurring series such as weekly farmers markets



Rotating Programming like Gastown Thursday Nights



Seasonal Events such as the Persian Nowruz celebration

## 3.4 Enhancing Connected Experience

### Multimodal Connections

#### Why?

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**A seamless network of connections is vital for a thriving urban corridor. When all modes of travel—pedestrian, bicycle, transit, goods, and vehicles—are well-supported and connected, it enhances the quality of a person’s experience and directly boosts business vitality by making it easier to get to and enjoy the area.**

Central Lonsdale has a unique opportunity to build on its role as a key transportation corridor. Investing in a complete and integrated network is essential, as the value of each component relies on a well-connected system. Multimodal transfer points, where amenities for different travel modes are co-located, become more than just transfer points—they become vibrant hubs for retail and meeting places. This is particularly important for Central Lonsdale due to its topography, which makes it a prime location for bike to bus transfers. These investments concentrate resources in amenities that create safe, comfortable, and desirable places.

#### Key Design & Policy Moves

#### How?

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##### **3.4.1 Develop multimodal transfer points**

co-located at strategic locations. These hubs will integrate amenities like bus shelters, bike share, secure bike storage, car share, and wayfinding signage to support seamless transfers.

##### **3.4.2 Enhance pedestrian connectivity and safety**

by implementing design improvements at intersections. This will reduce walking distances, minimize conflicts with vehicles, and significantly improve the overall flow for people on foot.

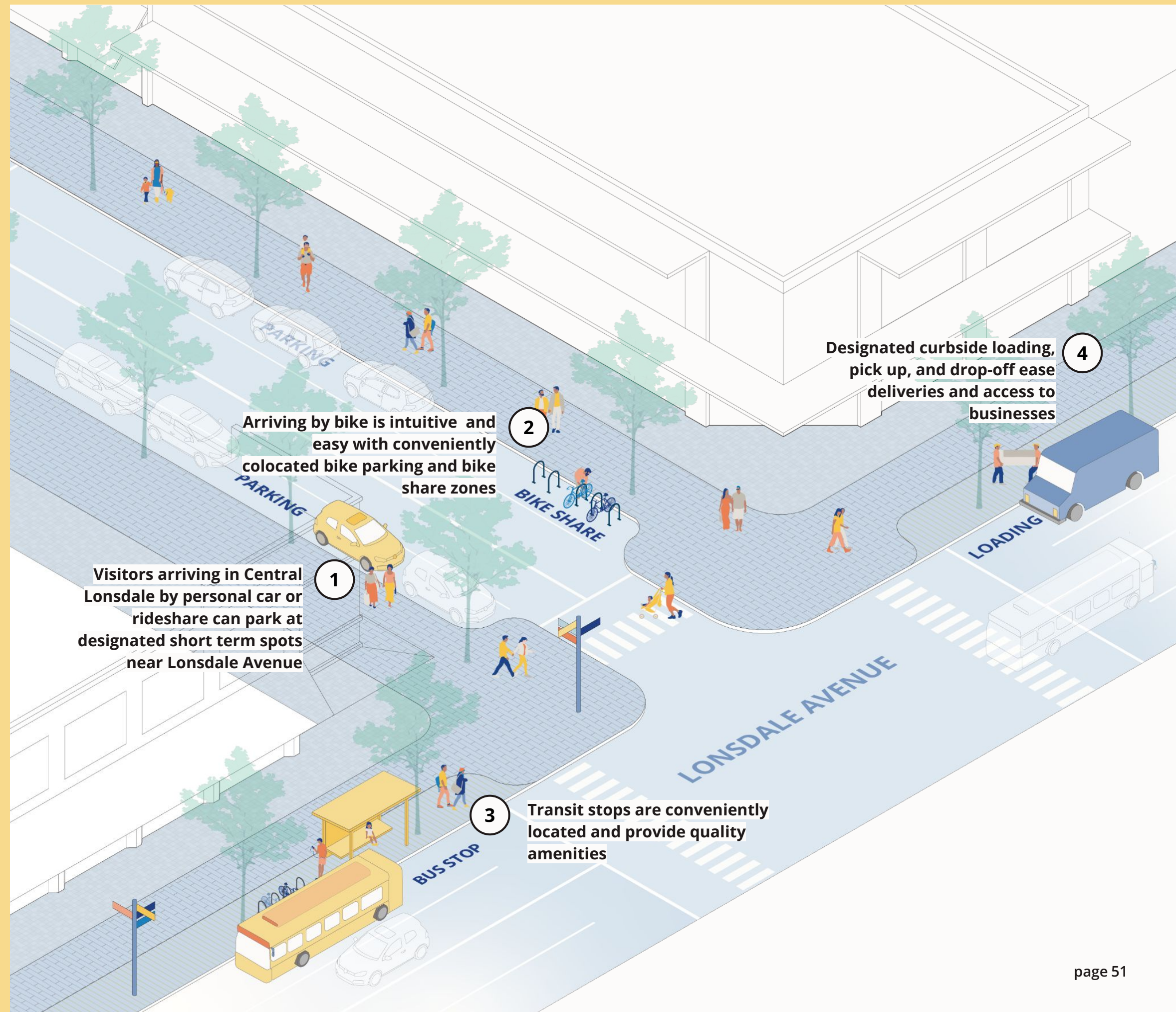
## Key Moves 3.4.1 & 3.4.2

### Integrating multimodal transfers with the pedestrian experience

Clear arrival points, convenient transfer locations, and effective wayfinding signage in Central Lonsdale will help guide visitors to the area's many offerings and support access by all modes of travel.

Colocation of on-street parking, carshare parking, bike share and bike parking, and bus stops will allow a seamless mode transfer experience.

An intentional rhythm of multimodal transfer points along Lonsdale Avenue, spaced no more than 250-300 metres apart (eg., every second or third block or side street) - is recommended. These can be co-located with pocket parks/plazas to further elevate the arrival experience and incentivize people to park and walk.



## Conclusion

Central Lonsdale is already a successful and well-loved neighbourhood main street. With strong local businesses, consistent foot traffic, and a diverse community, it plays an important role in everyday life in the City of North Vancouver. Its proximity to civic institutions, parks, and Lions Gate Hospital further reinforces its role as both a community hub and an economic centre for the North Shore.

The Lonsdale Great Street plan builds on these strengths. Informed by extensive engagement with residents, businesses, and community partners, it reflects a shared desire to preserve what people value today while preparing for future growth and change.

Rather than proposing a single, large-scale intervention, the plan outlines how incremental and coordinated improvements can guide and enable improvements over time.

Through this approach, Central Lonsdale is well positioned to continue evolving as a vibrant, walkable, and locally-serving main street where businesses can thrive and people want to live, work, and spend time, strengthening its role as the North Shore's defining great street.

# Appendix

## **What We Heard Report**

In January 2025, the City of North Vancouver conducted engagement to understand the community's priorities for Lonsdale. The What We Heard Report is a synthesis of the public engagement that informed the development of this report.

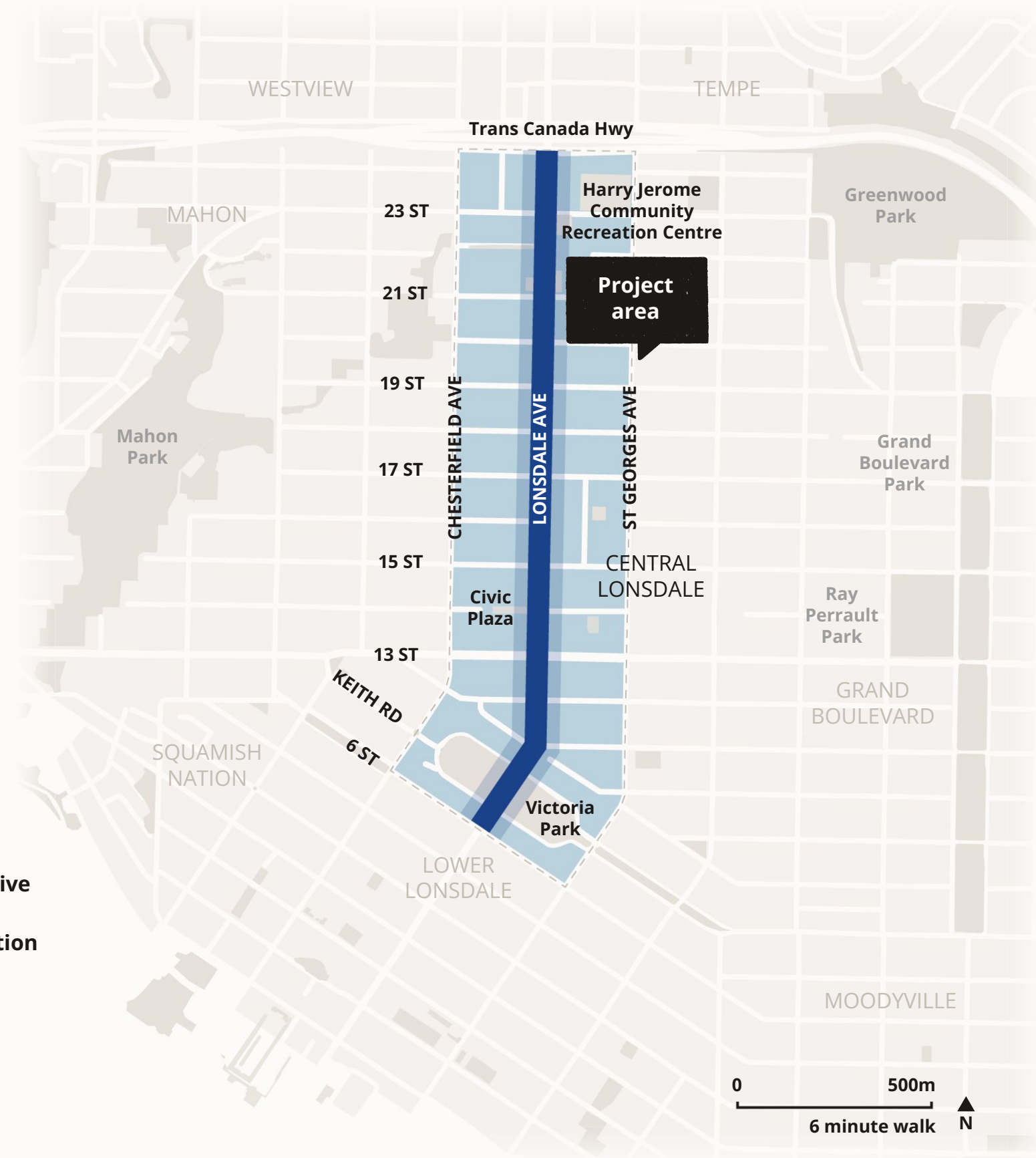
01

# Introduction

# Project overview

This **What We Heard Report** is a crucial step in the Lonsdale Great Street project, which focuses on the revitalization of Central Lonsdale, with Lonsdale Avenue as its vital spine. This report synthesizes Phase 1 engagement, providing a clear understanding of community and stakeholder perspectives. It will directly inform the project vision and goals, guide preliminary issue identification, and build collective buy-in, ensuring community voices shape Lonsdale's future.

The project, including the study area shown on the map, will culminate in a **Comprehensive Plan**—a long-term vision and framework for Central Lonsdale's development—and an **Implementation Plan** which serves as an action plan to realize that vision.



Project Area and Surrounding Context

# Engagement overview

A key component of the Lonsdale Great Street Project is engaging the Central Lonsdale community—residents, visitors, and business owners—to shape a shared vision for the corridor. The project incorporates a multi-faceted engagement approach to ensure a broad, meaningful and inclusive design and planning process.

The first phase of engagement has been broken up into four key touchpoints:

- **Online Survey**
- **Public Open House**
- **Council Meeting**
- **Interest Holder Meetings**

The lessons learned from the various public engagement touchpoints will serve as both benchmarking for future change and help inform the emerging strategic directions and great street concept.

The **online survey**, open for the month of January, provided a platform for public input on key issues to understand how different groups interact with Central Lonsdale. 2,665 respondents participated, setting a record for engagement.

The **public open house** on February 20th drew over 55 attendees and provided an opportunity for the community to help shape the project's direction and contribute feedback.

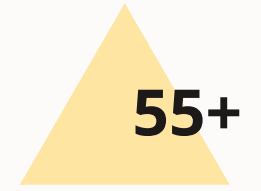
The **council meeting** on February 24th helped refine the project's strategic direction, ensuring alignment with broader city goals through discussions with council members.

Over 35 participants engaged through **interest holder meetings** shared insights in targeted discussions across two days, on February 19th and 21st.

Key engagement touchpoints



**Respondents to the online 'Lonsdale Great Street Survey'**  
January 2025



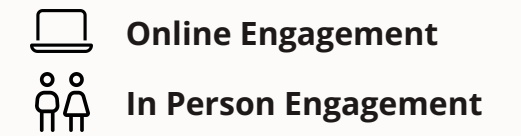
**Attendees to the 'Lonsdale Great Street' open house**  
February 2025



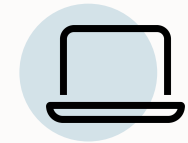
**Participants engaged in Interest holder meetings**  
February 2025



# Engagement approach



## Phase 1



Online Survey

## Phase 1



Public Open House

## Phase 1



Council Meeting

## Phase 1



Interest Holder Meetings

### Date

January 1 – January 31 2025

### Objective

Gather broad public input, identify key issues, and create a platform for ongoing communication.

The intent of this survey was to understand who currently spends time on Central Lonsdale Avenue, what they do, when they are there and how they get there, as well as who isn't spending time there and why that might be the case.

### Date

February 20 2025

### Objective

Gather in-depth feedback, facilitate discussions, and build consensus to further inform the project vision and goals.

Engage the community, from residents, businesses and other key stakeholders, to inform the emerging directions for the corridor. Ensure alignment with the City's Strategic Vision for: A City For People, A Resilient City, A Prosperous City, A Connected City, A Vibrant City.

### Date

February 24 2025

### Objective

Collaboratively define the strategic direction of the Lonsdale Great Street project to align with Council priorities, community needs, and broader city goals. This involved presenting the project framework, engaging in interactive discussions, and gathering crucial insights to inform the next phases.

This meeting served as a touchstone moment for the Council to shape the direction and vision of this project.

### Date

February 19 + 21 2025

### Objective

Organize smaller discussions with targeted interest holder groups to solicit specific feedback about aspirations for the Lonsdale Great Street project.

### Interest Holder Meetings

- Business owners
- Community Institutions
- Residents
- Developers

02

# What We Heard

## What We Heard —Summary

Central Lonsdale is a place people deeply care about, a place cherished for its natural beauty and its vibrant urban life. Respondents value the mountain views, and yearn for more green spaces—not just for aesthetics, but for a genuine connection to nature within their urban environment. They envision calming respites, places where they can find a moment of peace amidst their daily routines.

But it's not just about the natural beauty. Respondents crave spaces to linger, to connect—more seating, more inviting gathering spaces where people can meet and community can thrive. They want to see Lonsdale pulsating with life, not just during the workday, but with vibrant evening activity, engaging events, and a real sense of year-round energy. A place where something is always happening, where spontaneity is encouraged.

Furthermore it's about creating an environment of comfort and safety, a public realm that offers respite from the daily bustle—protection from noise, pollution, and the elements. While respondents appreciate the existing amenities, they're yearning for greater diversity—more unique, everyday offerings, and a shift towards a broader range of retail and services. They want a tapestry of options, spaces that cater to diverse interests and activities, from the quiet contemplation of a park to the lively buzz of a café.

Cleanliness and upkeep are non-negotiable; the community calls for better stewardship and maintenance of Central Lonsdale. Parking is a perennial challenge, yet so is the desire for a pedestrian-friendly streetscape. It's a delicate balancing act, a constant negotiation between convenience and livability.

Ultimately, we heard a collective aspiration for a Central Lonsdale that honors its character while embracing thoughtful evolution. Respondents want enhanced public spaces and improved connectivity. And, crucially, they want development that respects the community's needs, balancing growth with affordability. It's about building upon the existing foundation, amplifying its strengths, and creating a truly exceptional urban experience.

# What We Heard

## —Summary

### Key Takeaways

#### Online Survey

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- Respondents appreciate nature, valuing views of the North Shore Mountains and advocating for more plantings, trees and green spaces.
- Respondents value having spots to sit and rest, and would like to see more gathering spaces in Central Lonsdale.
- Respondents want to see Central Lonsdale vibrant and active year-round, with more events and evening activity.
- Respondents value a comfortable, inviting and safe public realm, offering protection from noise, pollution and the elements.
- Respondents appreciate what Central Lonsdale has to offer but desire more diverse, everyday amenities – no more banks or money exchanges.
- Respondents want a diversity of offerings and spaces that cater to different interests and activities.
- Respondents want Lonsdale Avenue to be clean and well-maintained, but some find certain areas, such as the temporary Open Streets parklets, to be in need of care.
- Respondents desire more convenient parking options while also valuing pedestrian-friendly streets with enhanced landscaping and amenities.

#### Public Open House

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- Open house participants are eager to see public spaces, community life and small business presence enhanced in Central Lonsdale.
- Open house participants stressed the importance of maintaining Lonsdale Avenue as a multimodal street with an emphasis on the pedestrian experience.
- Open house participants expressed a desire for density and development to be balanced with maintaining affordability.
- Open house participants emphasized the need for a holistic approach to maintaining and enhancing the public realm in Central Lonsdale.

#### Interest Holder Meetings

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- Interest holder participants emphasized the importance of celebrating and preserving the existing character of Central Lonsdale, while establishing a unique identity.
- Interest holder participants expressed a desire to enhance existing public spaces and fill network gaps through additional spaces, amenities, events, and programming.
- Interest holder participants highlighted the need to enhance connectivity and accessibility to and from Central Lonsdale through additional transit modes and high-quality connections.
- Interest holder participants identified laneways as a unique opportunity to link Central Lonsdale to existing green infrastructure and provide pedestrian spaces, while maintaining utility needs.

## What We Heard —Online Survey

From January 1 to January 31, 2025, the Lonsdale Great Street Survey gathered feedback on how residents and visitors relate to Central Lonsdale, their visit patterns, comfort levels on Lonsdale Avenue, favourite spots in the area and across the North Shore, and their vision for the future of the neighbourhood. The survey included both multiple-choice and open-ended questions.

The survey was designed to gather insights from a broad and representative sample of current and potential residents, business owners, and visitors. The survey was distributed through established communication channels including:

- City of North Vancouver website
- Social media
- Email newsletters
- QR codes



Home / Lonsdale Great Street Project / Lonsdale Great Street Survey

### Lonsdale Great Street Survey

This survey will take approximately 10 minutes to complete and will ask you about your experiences, priorities and preferences for Central Lonsdale Avenue. Feedback from this survey will help inform the Lonsdale Great Street Project. Thank you for taking the time to share your input. The survey will be open until midnight on Monday January 31st, 2025.

Need translation assistance? Click the “Select Language” button in the top right corner and choose the language you require. You can fill out a paper version available at the following sites – City Hall, City of North Vancouver Library, and North Shore Neighbourhood House. You can also send general comments to [lonsdalegreatstreet@cnv.org](mailto:lonsdalegreatstreet@cnv.org).

**Record  
engagement  
with 2665  
respondents!**

# What We Heard —Online Survey Demographics

Most survey respondents live, work, or study in the City of North Vancouver, with nearly half residing in Central Lonsdale. Respondents represented various age groups, mostly over 35, with few aged 19–24—reflecting census trends. The majority identified as women, at a higher proportion than the census gender split.

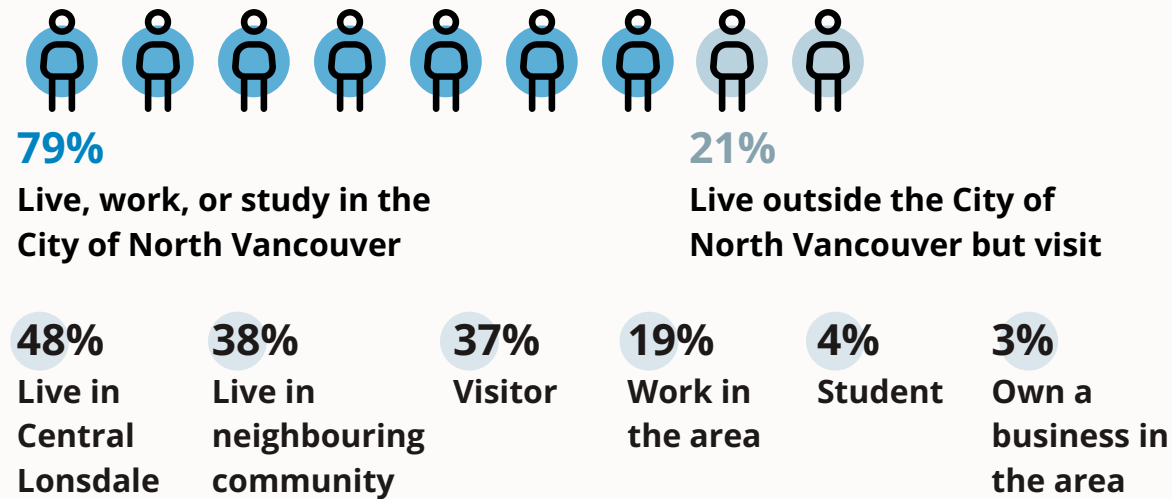
Over half reported household incomes above \$100,000, indicating a higher-income sample than census data. About two-thirds were homeowners, aligning with census figures.

## Total Survey Respondents: 2665

Census data is for North Vancouver (CSD) from 2020 and 2021.

## People’s relationship to Central Lonsdale

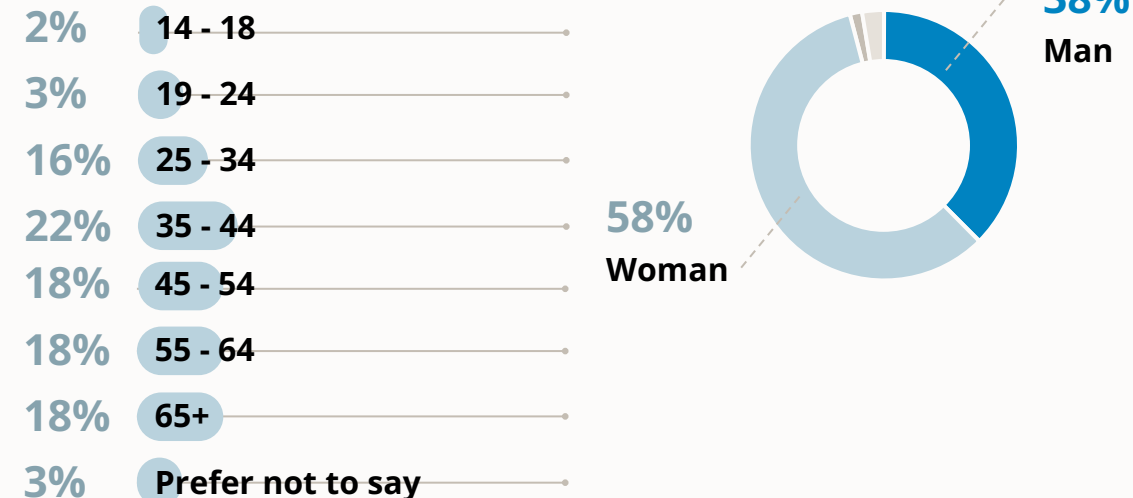
Q: Which of the following best applies to you? Choose one; How would you best describe your relationship with this area? Select all that apply.



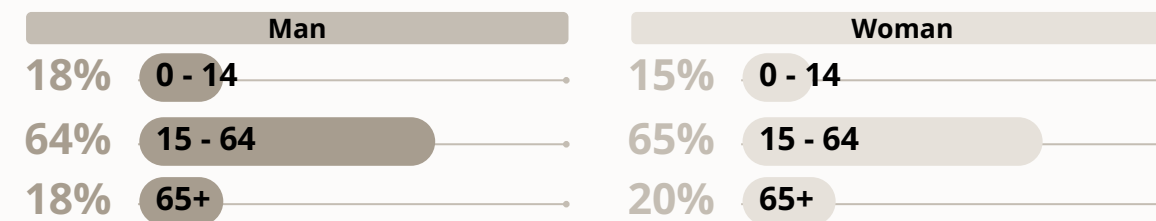
## Respondent demographics

Q: We are inviting input from people of all ages in our community. To help us understand who we are hearing from, please share your age range;

Q: What is your gender?

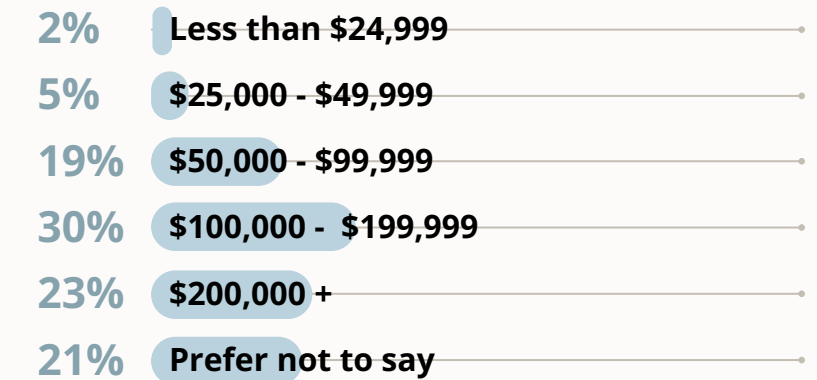


## Gender & age (2020 census)

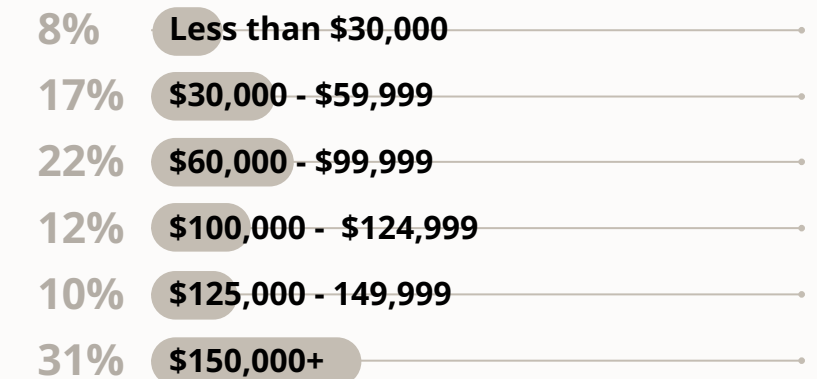


## Household income

Q: What is your total household income?



## Household income (2020 census)



## Housing tenure

Q: Please choose the response that best describes your housing situation.



## Housing tenure (2021 census)



# What We Heard —Online Survey Visit Patterns

Most survey respondents live, work, or study in the City of North Vancouver and visit Central Lonsdale daily or a few times a week. While they come equally on weekdays and weekends, few visit at night.

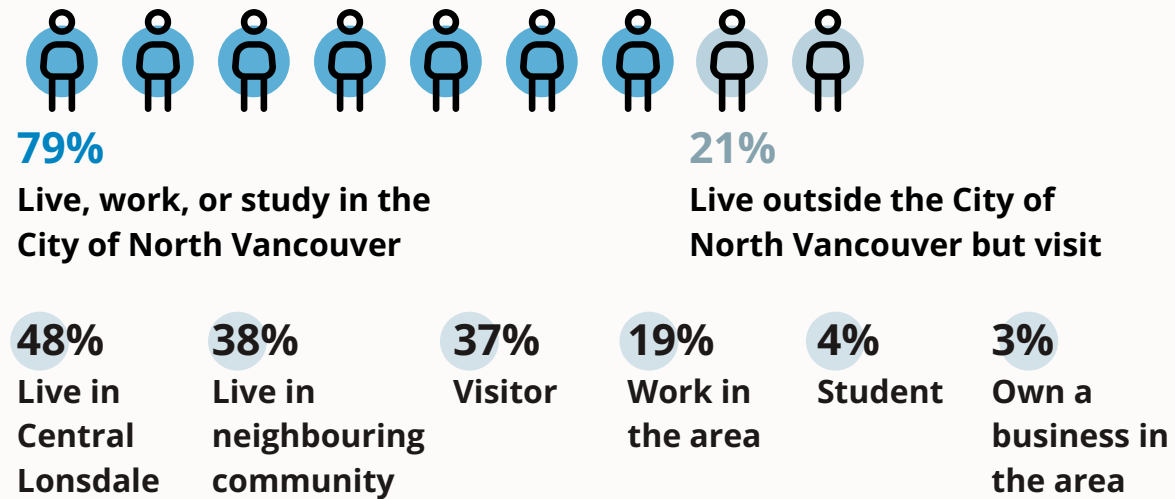
People typically visit with family or friends, though some come alone, and relatively few bring children. The main reasons for visiting are dining, running errands, and shopping, with most spending 1-2 hours in the area.

**Total Survey Respondents: 2665**

**Note:** Not included is question "Why don't you visit Central Lonsdale", only 9 respondents

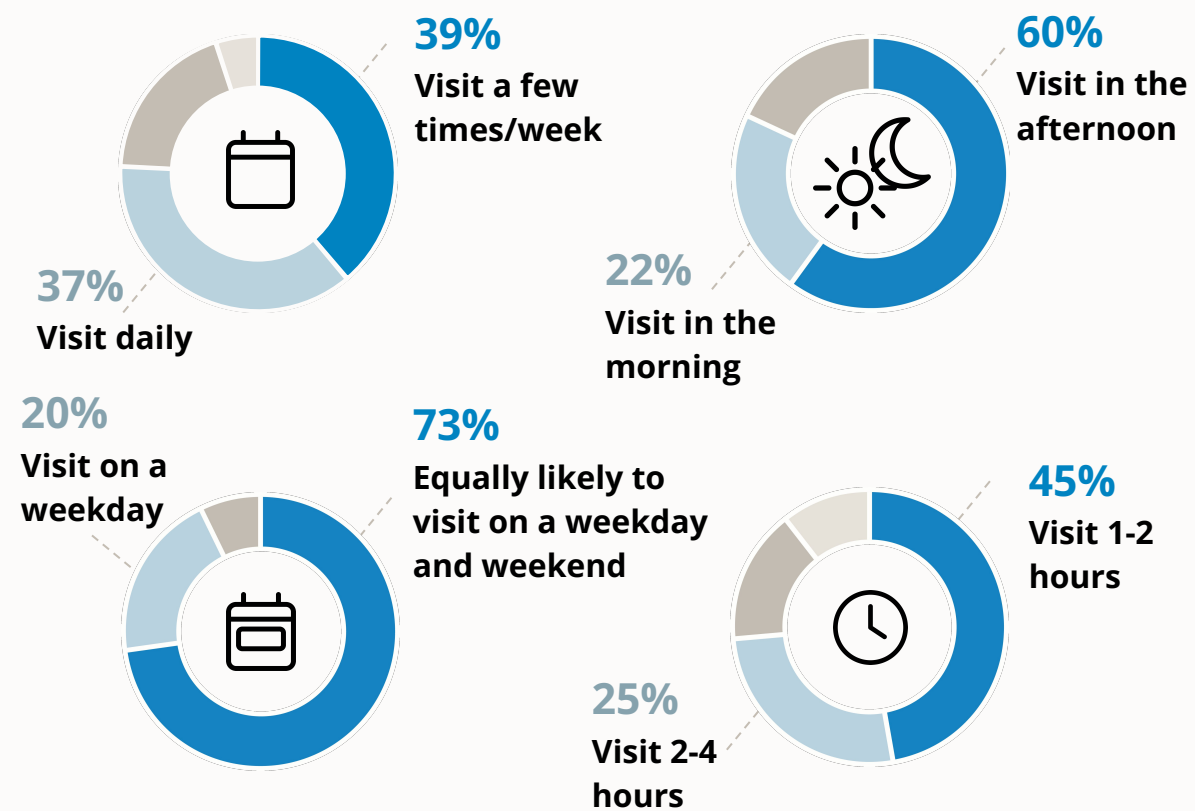
## People's relationship to Central Lonsdale

Q: Which of the following best applies to you? Choose one; How would you best describe your relationship with this area? Select all that apply.



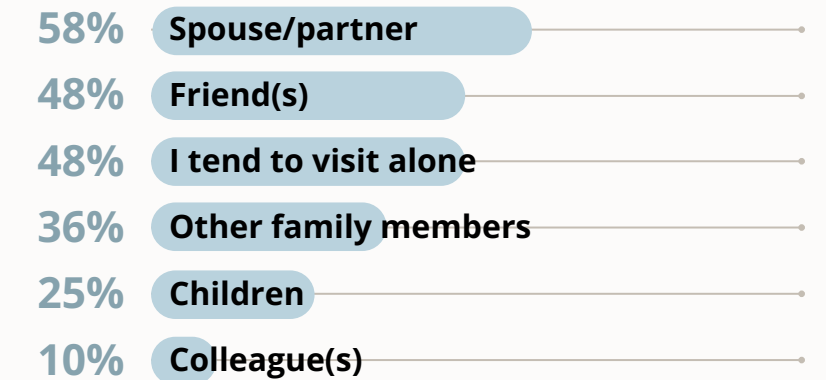
## Frequency and times people visit Central Lonsdale

Q: How often do you visit Central Lonsdale?; Q: What time(s) of the day do you typically visit Central Lonsdale?; Q: Which day(s) of the week do you typically visit Central Lonsdale?; Q: How long do you typically spend in Central Lonsdale?



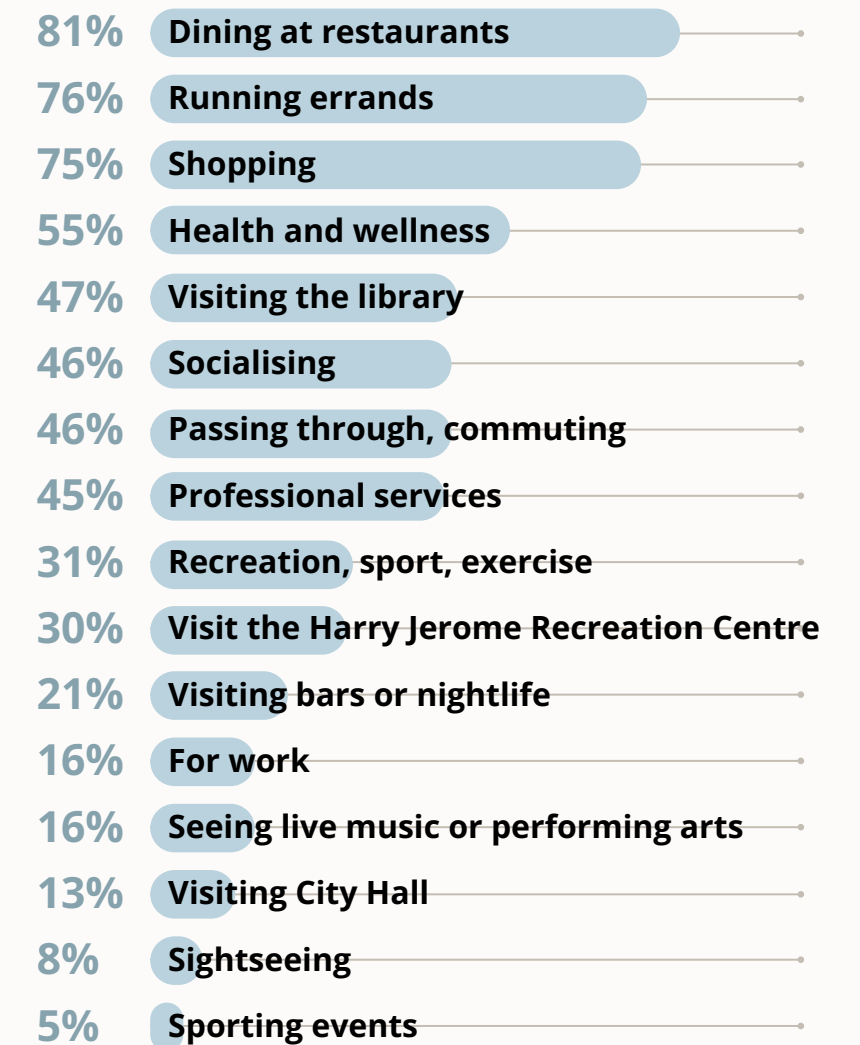
## Who people visit Central Lonsdale with

Q: Who is with you when you visit Central Lonsdale? Check all that apply.



## Typical reasons people visit Central Lonsdale

Q: Why do you typically visit Central Lonsdale. Check all that apply.



# What We Heard —Online Survey Mobility & Comfort

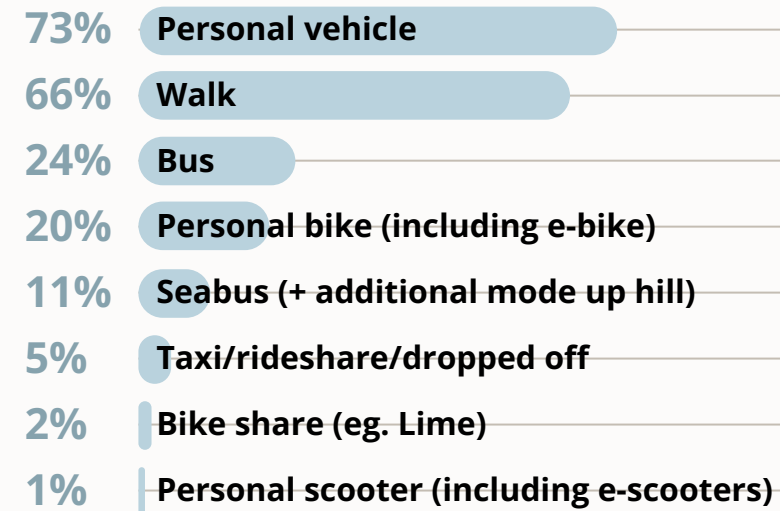
Mobility patterns and comfort levels in Central Lonsdale vary widely. Most people arrive by car or on foot, while fewer use public transit or bikes. Half of all respondents find getting there easy, and most feel comfortable walking or rolling along the corridor.

However, few cyclists use Lonsdale Avenue, and those who do often feel unsafe. While many drive to the area, most do not park on Lonsdale Avenue, opting for side streets or garages instead.

**Total Survey Respondents: 2665**

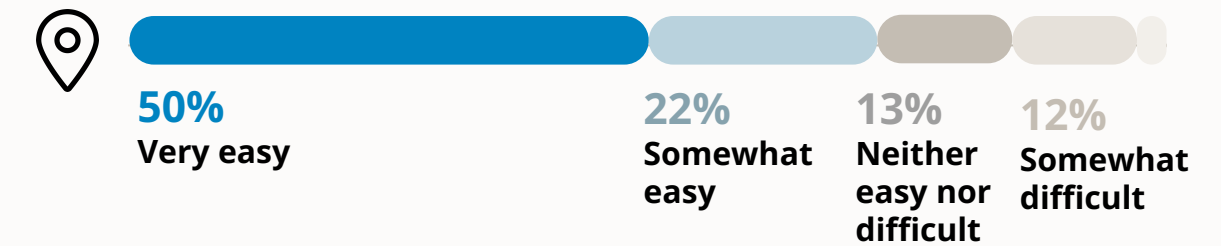
## How people get to Central Lonsdale

Q: Which of the following modes of transportation do you use to get to Central Lonsdale? Select all that apply.



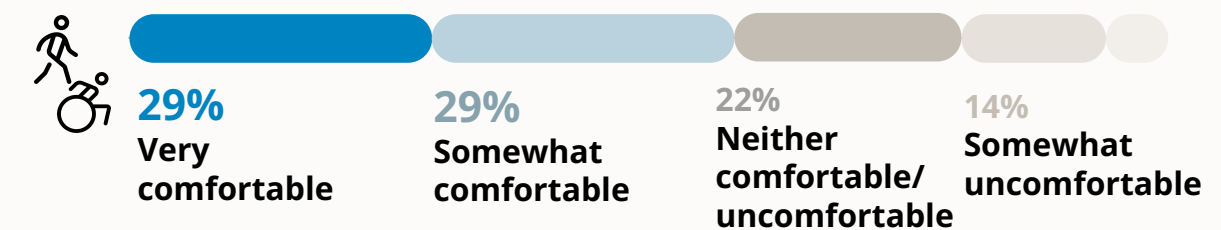
## Ease of getting to Central Lonsdale

Q: How easy is it for you to get to Central Lonsdale? Select one option.



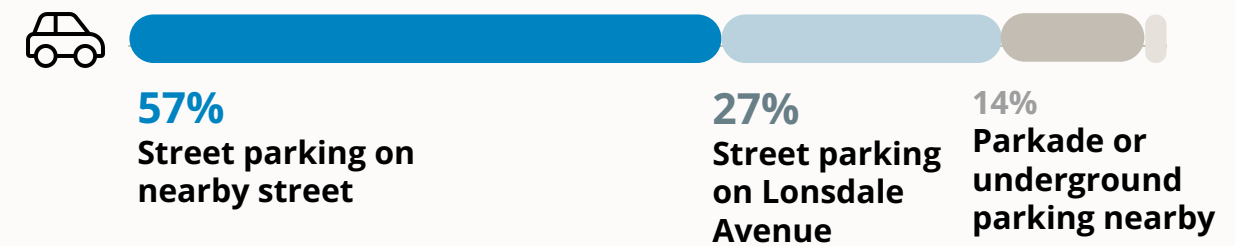
## Level of comfort walking and rolling on Lonsdale Ave

Q: How comfortable do you feel walking, rolling or using an assisted mobility device on Lonsdale Avenue? Select one option.



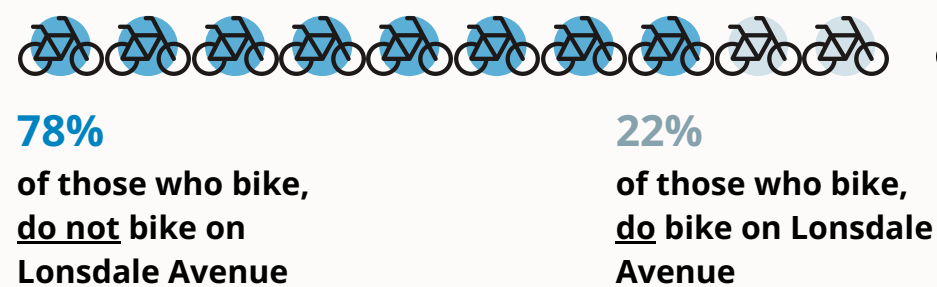
## Where people park in Central Lonsdale

Q: If you drive to Central Lonsdale, where do you park most often? Select one option.



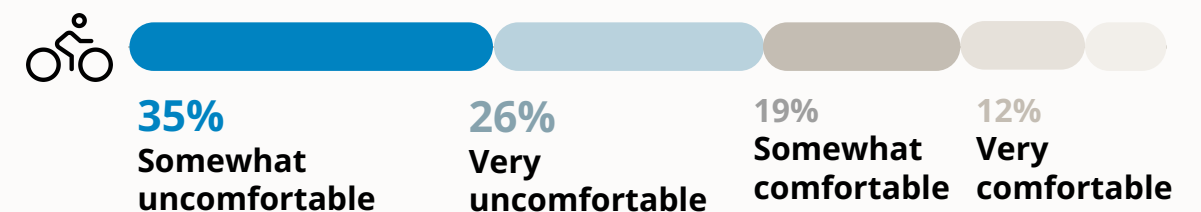
## Biking use on Lonsdale Avenue

Q: If you use bikes as a mode of transportation, do you bike on Lonsdale Avenue? Select one option



## Biking comfort level on Lonsdale Avenue

Q: How comfortable or uncomfortable do you feel biking on Lonsdale Avenue? Select one option.



# What We Heard —Online Survey Key Takeaways

01

People appreciate nature, valuing views of the North Shore Mountains and advocating for more plantings, trees and green spaces.

02

People value having spots to sit and rest, and would like to see more gathering spaces in Central Lonsdale.

03

People want to see Central Lonsdale vibrant and active year-round, with more events and evening activity.

04

People value a comfortable, inviting and safe public realm, offering protection from noise, pollution and the elements.

05

People appreciate what Central Lonsdale has to offer but desire more diverse, everyday amenities.

06

People want a diversity of recreational amenities and public spaces that cater to a variety of age groups and activities.

07

People want Lonsdale Avenue to be clean and well-maintained, but some find certain areas, such as the temporary Open Streets parklets, to be in need of care.

08

People desire more convenient parking options while also valuing pedestrian-friendly streets with enhanced landscaping and amenities.

# What We Heard —Online Survey

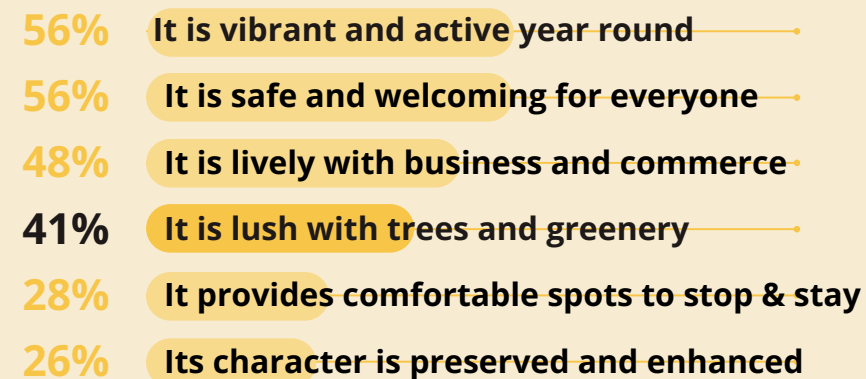
## 01

People appreciate **nature, value views** of the North Shore Mountains and advocate for more **plantings, trees and green spaces.**

Q: What features would you like to see along Central Lonsdale? Select three options.



Q: Which of the following statements about Central Lonsdale are important to you? Select three options.



Additional write-in responses.\*

- 7% mention the **mountains** in open-ended questions
- 4% mention **green spaces** in open-ended questions

“Being able to **enjoy the views of the ocean and mountains**, delicious local foods, and community spaces, is something I really admire about the street.

“The more sun and **mountain views** that get blocked by towers the less appealing it is for me to walk along Central Lonsdale.

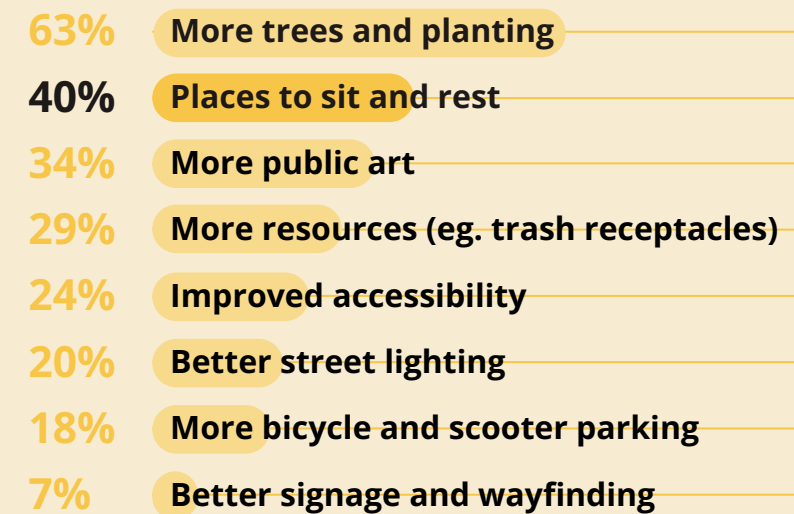
“We need **more green spaces.**”

“I like the library area and victoria park as a green space. I **wish there were more green spaces** around central Lonsdale.

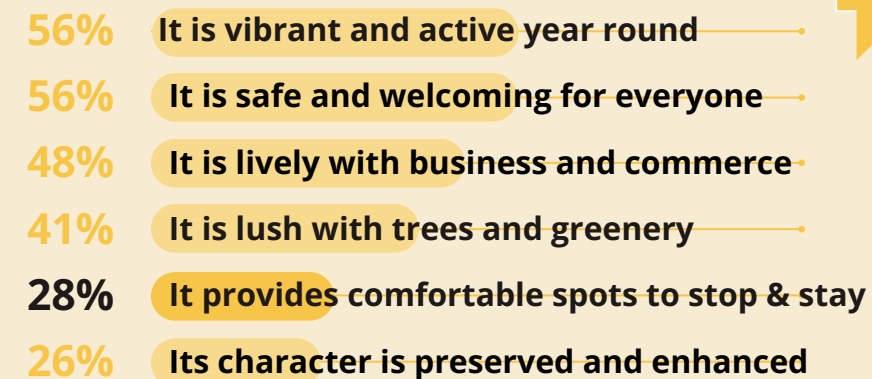
## 02

People value having spots to **sit and rest**, and would like to see more **gathering spaces** in Central Lonsdale.

Q: What features would you like to see along Central Lonsdale? Select three options.



Q: Which of the following statements about Central Lonsdale are important to you? Select three options.



**\*Note:** 1% = 26 people  
While write-in percentages may appear low, they are statistically significant, as respondents raised recurring topics not directly addressed in the survey questions.

Additional write-in responses.\*

- 4% mention **community or gathering spaces** in open-ended questions
- 3% mention **socializing** in open-ended questions

“Design **community spaces to gather.**”

“**More places to hang out, socialize.** Not enough nightlife and recreation.

“**More public gathering spaces** for parents with strollers.

“**Lonsdale needs places to sit and socialize that don't cost lots of money,** and needs to be easy to ride along and access services.

# What We Heard —Online Survey

## 03

People want to see Central Lonsdale **vibrant and active year-round**, with more **events and evening activity**.

Q: Which of the following statements about Central Lonsdale are important to you? Select three options.

- 56% **It is vibrant and active year round**
- 56% **It is safe and welcoming for everyone**
- 48% **It is lively with business and commerce**
- 41% **It is lush with trees and greenery**
- 28% **It provides comfortable spots to stop & stay**
- 26% **Its character is preserved and enhanced**
- 21% **It reflects and celebrates local communities and cultures**

Additional write-in responses.\*

- 9% mention **activations and events**, including community gatherings and markets, in open-ended questions
- 3% mention **event venues, dance, theatre, live music or comedy shows** in open-ended questions
- 2% mention **lively at night** in open-ended questions

“Introducing more community events or pop-up markets could also foster stronger connections among residents and support local businesses.”

“There is absolutely no nightlife whether it is on the weekend or weekdays. A vibrant city should accommodate needs in the evenings for shopping and socializing as well.”

“I would love to be able to go out and do things past 8pm. Having businesses that are open late can attract a younger audience and breath life into local businesses (dance club, movie theatre, arcade, late night skate with lights and music, concert venues for small artists). **Something other than overpriced bars.**”

\*Note: 1% = 26 people  
While write-in percentages may appear low, they are statistically significant, as respondents raised recurring topics not directly addressed in the survey questions.

## 04

People value an **inviting and comfortable public realm**, and want protection from noise, pollution and the elements.

Q: Which of the following statements about Central Lonsdale are important to you? Select three options.

- 56% **It is vibrant and active year round**
- 56% **It is safe and welcoming for everyone**
- 48% **It is lively with business and commerce**
- 41% **It is lush with trees and greenery**
- 28% **It provides comfortable spots to stop & stay**
- 26% **Its character is preserved and enhanced**
- 21% **It reflects and celebrates local communities and cultures**

Additional write-in responses.\*

- 2% mention **protection from noise and fumes** in open-ended questions
- 2% mention **protection from the weather and covered outdoor areas** in open-ended questions

“Currently it is **hard to sit on the patios, walk, and sometimes breathe with all the cars driving by** (rolling noise, smog, drivers running lights despite having a walk signal).”

“I wish I could enjoy the ambience more as we lounge outside the shops. The **traffic noise and pollution is unbearable at times** and we move on.”

“I am not protected anywhere along Lonsdale during colder months or the rain 365 days a year.”

“More family-friendly gathering places with coverage from the rain but connection to the outdoors.”

# What We Heard —Online Survey

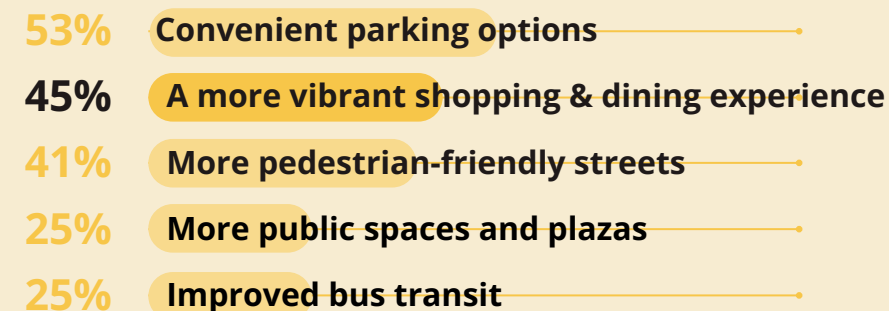
## 05

People appreciate what Central Lonsdale has to offer but desire **more diverse, everyday amenities.**

Q: What kind of amenities would you like to see more of along Central Lonsdale? Select three options.



Q: Which of the following improvements would make getting to, from and around Central Lonsdale a better experience for you? Select your top three options.



Additional write-in responses.\*

5% mention **more bookshops, butcher shops, cafes and coffee shops, bakeries, wine bars or outdoor dining** in open-ended questions

“It would be nice to see an independent bookstore, craft store, or cafe (no more chains). **More independent businesses of any variety!** We always want to support small and support local.

“I'd like to see **more restaurants, bars, bakeries, cafes with outdoor seating** rather than just indoor.

“**More useful shops.** We don't need another vape shop and currency exchange.

## 06

People want a **diversity of recreational amenities and public spaces** that cater to a **variety of age groups and activities.**

Q: What kind of amenities would you like to see more of along Central Lonsdale? Select three options.



Additional write-in responses.\*

9% mention **passive recreation or rest and relaxation** in open-ended questions

4% mention **active recreation** in open-ended questions

3% mention **family-friendly spaces** in open-ended questions

Active recreation mentions:

- Workout spaces
- Sports courts (eg. pickleball)
- Gyms
- Public pools
- Skate parks
- Pool halls
- Dog parks

Passive recreation mentions:

- People watching
- Places to read
- Places for respite and relaxation
- Places for quiet

“I wish there were some **nice parks for sitting, reading and enjoying a nice day.**

“Cycle safely up Lonsdale, stop at some cafes, get an ice cream and **relax somewhere that's quiet and doesn't have cars zooming by.**

“A wider range of restaurants, shops, and **places for kids** would improve the street.

“**Sit and relax outside** without traffic.

**\*Note:** 1% = 26 people  
While write-in percentages may appear low, they are statistically significant, as respondents raised recurring topics not directly addressed in the survey questions.

# What We Heard —Online Survey

07

People want Lonsdale Avenue to be **clean and well-maintained**, but some find certain areas, such as the temporary Open Streets parklets, to be in need of care.

“ A lot of the patio areas created during Covid are not places I'd want to sit and there are too many.

“ I really like the parklets and the outdoor patio areas, but **some of the buildings and public spaces look run down and dumpy**. I could argue they have character, but the low rise buildings, the old sidewalks and parklets look worn and old.

“ Replace the temporary Covid-19 outdoor spaces with permanent attractive seating and adding greenery.

“ Lonsdale has **become quite dirty over the years** - we used to be so proud of the cleanliness.

“ I would love to see **Central Lonsdale streets cleaner** than what they are now.

Additional write-in responses.\*

4% Mention the **implementation, maintenance and use of open street patios** in open-ended questions

3% mention wanting to see Lonsdale Avenue **cleaner and better maintained** in open-ended questions

1% mention Central Lonsdale and Lonsdale Avenue **feels run down** in open-ended questions

\*Note: 1% = 26 people

While write-in percentages may appear low, they are statistically significant, as respondents raised recurring topics not directly addressed in the survey questions.

08

People desire more **convenient parking options** while also valuing **pedestrian-friendly streets** with enhanced landscaping and amenities.

Q: Which of the following improvements would make getting to, from and around Central Lonsdale a better experience for you? Select your top three options.

- 53% Convenient parking options
- 45% A more vibrant shopping & dining experience
- 41% More pedestrian-friendly streets
- 25% More public spaces and plazas
- 25% Improved bus transit

Q: Which of the following modes of transportation do you use to get to Central Lonsdale? Select all that apply.

- 73% Personal vehicle
- 66% Walk
- 24% Bus
- 20% Personal bike (including e-bike)
- 11% Seabus (+ additional mode up hill)
- 5% Taxi/rideshare/dropped off
- 2% Bike share (eg. Lime)
- 1% Personal scooter (including e-scooters)

Additional write-in responses.\*

2% mention **less car-focus** and **more walking space** in open-ended questions

“ Let's **prioritize the human experience** over the automobile's experience.

“ Sidewalk is far **too cramped** for relaxed family strolls.

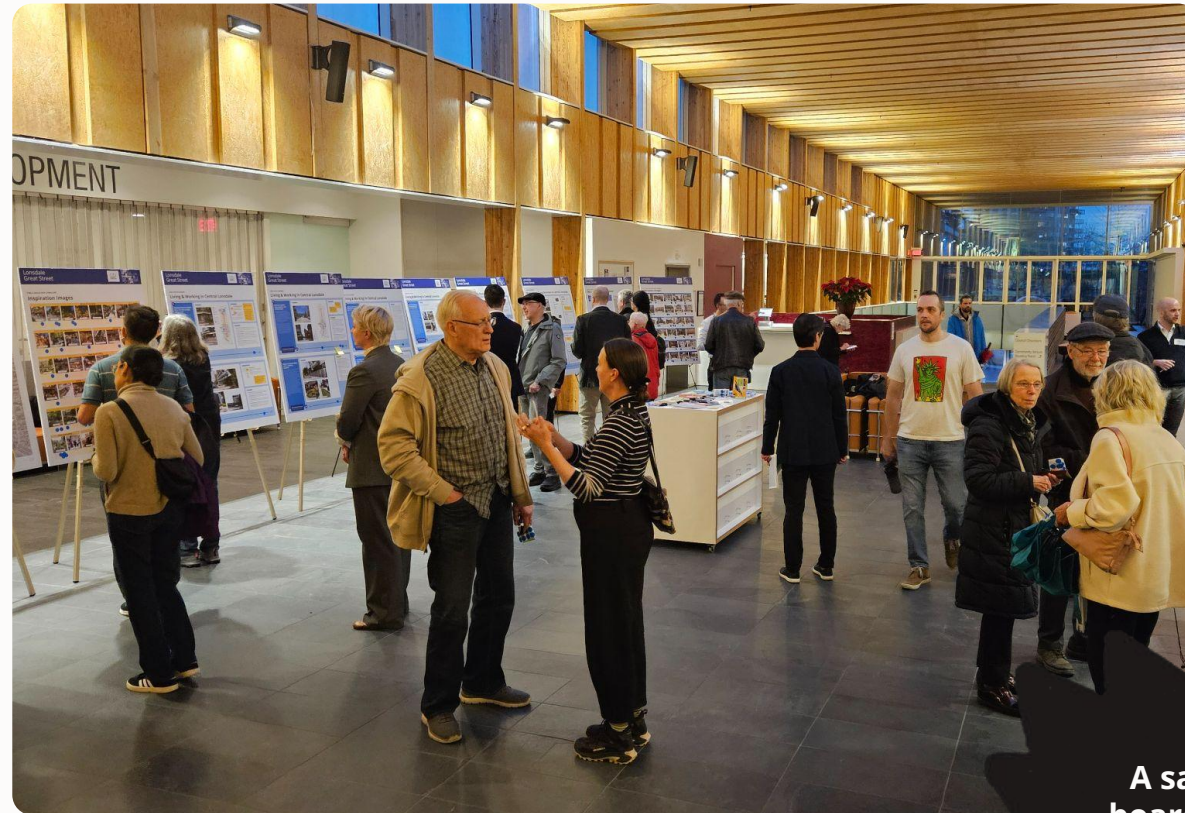
“ I wish I could enjoy more **car free, pedestrian designated spaces**. The roads gets quite congested during the day and it's not nearly as pleasant when the sounds of honking and the smell of fumes in the air interrupt the peace.

# What We Heard —Public Open House

In February, over 55 people attended the public open house at City Hall. Participants explored key issues and considerations for Central Lonsdale, sharing their input in various ways—voting on important issues, leaving sticky notes with ideas, choosing favorite inspiration images, writing "postcards from the future," and having 1:1 conversations with the Lonsdale Great Street team.

The event featured three core stations, each focused on a specific topic:

- ➔ **Public Realm + Landscape**
- ➔ **Land Use, Planning + Economic Assessment**
- ➔ **Transport + Infrastructure**



A sampling of boards from the February public open house at City Hall in the City of North Vancouver.



# What We Heard

## —Public Open House

### Key Takeaways

01

**Open house participants are eager to see public spaces, community life and small business presence enhanced in Central Lonsdale.**

Participants want to see more spaces for arts and culture, inviting gathering areas, and weather protected outdoor spaces. There is a desire for more events and activity, especially in the evening. There is strong support for a diverse mix of small, local businesses and maintaining active frontages. Participants showed enthusiasm for better utilizing laneways and expressed desires for more street trees, rain gardens and plantings.

02

**Open house participants stressed the importance of maintaining Lonsdale Avenue as a multimodal street with an emphasis on the pedestrian experience.**

Participants want to see Central Lonsdale remain accessible to all modes while prioritizing the experience and safety of pedestrians. Key desires include wider sidewalks, safe pedestrian crossings, better street lighting and traffic calming measures. Additionally, participants stressed that convenient parking options are important, especially for families and older adults.

03

**Open house participants expressed a desire for density and development to be balanced with maintaining affordability.**

Participants want to preserve Central Lonsdale's village-like character, views to the mountains, and access to sunlight while supporting thoughtful development and densification. Affordable housing is seen as critical to keeping the neighbourhood livable, vibrant and accessible to all residents.

04

**Open house participants emphasized the need for a holistic approach to maintaining and enhancing the public realm in Central Lonsdale.**

Participants emphasized the need for well-maintained, obstruction-free sidewalks that are accessible to all, including seniors and families with strollers. They also advocate for holistic public space upkeep, including sidewalk quality, tree health, and overall streetscape maintenance.

# Public Open House

## —Public Realm & Landscape

### Key Themes

- **Sidewalk quality and accessibility:** Participants highlight the need for smoother, better-maintained sidewalks that are easy to navigate and free of obstruction for all users, including seniors and families with strollers.
- **Desirable and weather-protected public spaces:** Participants expressed interest in covered seating, collocated with amenities that are inviting and gathering spaces that allow for all-weather use.
- **Interest in laneway activation:** There is enthusiasm for better utilizing laneways, with an emphasis on ensuring they enhance the pedestrian experience through design.
- **Maintain and enhance neighbourhood vibrancy:** Participants value the diverse mix of small businesses and want more cultural activities to create a lively daytime and evening atmosphere.
- **Increased maintenance in the neighbourhood:** Participants emphasized the need for holistic care for public spaces including sidewalk quality, tree health and overall streetscape upkeep.

### Participant Quotes

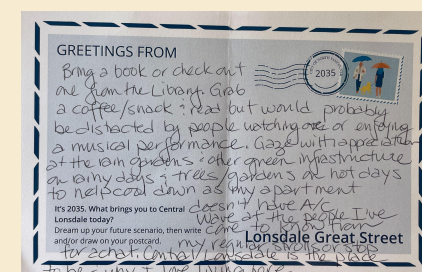
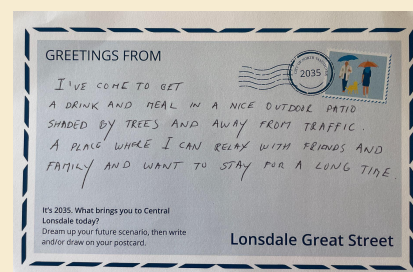
“Walking with a stroller isn't as comfortable as it should be (alley stops are challenging).”

“Store displays frequently force Lonsdale pedestrians very close to curb. This causes **conflicts with uneven sidewalks, tree roots, and the 'parklets'**. Too many 'pinch points' for pedestrians.”

“Laneways will be more **appealing where building scale is about 3 stories**. This allows light & warmth – Tall buildings may generate wind tunnels.”

“**Small businesses bring unique character, products & services to the community**. Chains & franchises bring a generic character. I prefer independent businesses.”

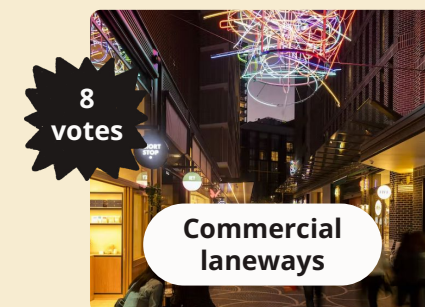
### Participant Postcards



### Favorite Images

People voting for favorite images were in favour of the following categories:

1. **Street trees** (10 votes)
2. **Overhead weather protection** (8)
3. **Commercial laneways** (8)
4. **Green facades** (8)
5. **Engagement with nature** (8)
6. **Generous sidewalks** (7)
7. **Pedestrian friendly** (7)
8. **Community gardens** (7)
9. **Native plantings** (7)
10. **Indoor public spaces** (6)



# Public Open House

## —Land Use, Planning & Economic Assessment

### Key Themes

- **Neighbourhood character and retail diversity:** Open house participants reported that they value the unique character of Central Lonsdale and appreciate existing retail diversity and small businesses.
- **Extend vibrancy into the evening:** Participants expressed appetite for more life at night, including street lighting and music to add to the ambience.
- **Maintain active street frontages:** Participants called out the value of active ground floor uses while balancing the need for essential amenities.
- **Conscious densification and development:** Views to the mountains, light and air are features of Central Lonsdale that are important to participants. Many urged that new developments must take these into consideration through setbacks and step backs.
- **Keep Central Lonsdale inclusive:** Participants expressed the need for more affordable housing in Central Lonsdale.
- **Spaces for arts and culture:** Participants highlighted a desire for places for artisans to showcase their work, art spaces to be creative and community meeting places to gather.

### Participant Quotes

“Variety in retail and services is very important.”

“Keep village atmosphere. Don't create LOLO #2 which is more posh, less livable.”

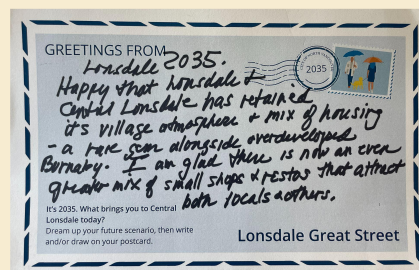
“More ambience at night – lights on patios, warm street lighting. Music.”

“Medical and dental offices could be moved to higher floors, reserving street level for more vibrant businesses.”

“Tall buildings need to be set back to allow sun + limit wind for seating & pedestrian areas.”

“Affordable housing first.”

### Participant Postcards

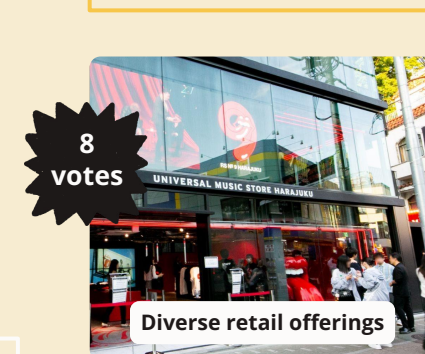


“Lonsdale 2035. Happy that Lonsdale and Central Lonsdale has retained its village atmosphere and mix of housing – a rare gem alongside overdeveloped Burnaby. I am glad there is now an even greater mix of small shops and restos that attract both locals and others.”

### Favorite Images

People voting for favorite images were in favour of the following categories:

1. Diverse retail offerings (8 votes)
2. Variety of small-scale, independent shops (8)
3. Community makerspaces (7)
4. Human-scale development (6)
5. Open ground floor (5)
6. Animated retail edge (5)
7. Workshop spaces (5)
8. Small-scale retail units (5)
9. Active ground floor (4)
10. Human-scale rhythm (4)



# Public Open House

## —Transportation, Utilities & Infrastructure

### Key Themes

- **A multimodal street with a pedestrian focus:** Participants emphasized the to keep Lonsdale Avenue accessible to all modes and highlighted the importance of prioritizing pedestrian experience.
- **Pedestrian safety and traffic calming:** Participants reported that traffic calming measures and pedestrian safety are important to them, highlighting concerns around street crossings and right turns on red.
- **Additional North-South transportation:** There is appetite for improved transit connections between Lower Lonsdale and Central Lonsdale, with participants mentioning hop-on hop-off busses and trams.
- **Convenient parking options:** Maintaining access to convenient parking is a key issue for many participants who rely on personal vehicles.
- **Green infrastructure:** Participants appreciate rain gardens and planting, but expressed concerns about year-round maintenance.
- **Open Street Patios are undesirable:** Participants expressed that Open Street Patios close to vehicular traffic, noise and pollution are unpleasant to spend time in.

### Participant Quotes

“If there's less cars, there's more room for cyclists. **Also safer for everyone.**”

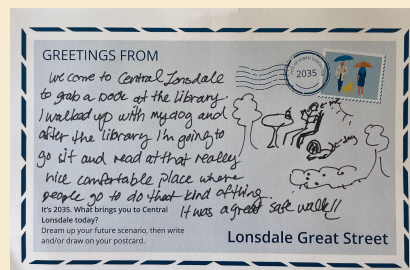
“We choose our walking routes based on the safety of street crossings. **With pedestrian-first design, we would be more likely to walk down Lonsdale.**”

“Free hop-on hop-off up and down Lonsdale”

“Rain gardens and more plantings are very important”

“Move street patios to the laneways. **Air pollution & noise on Lonsdale make the patios unpleasant**, and the new space can be used for parking or bike lanes on Lonsdale.

### Participant Postcards



“We come to Central Lonsdale to grab a book at the library. I walked up with my dog and after the library I'm going to go sit and read at that really nice comfortable place where people go to do that kind of thing.”

### Favorite Images

People voting for favorite images were in favour of the following categories:

1. **Multimodal street** (13 votes)
2. **Accessible and dignified waiting areas** (9)
3. **Slow street** (9)
4. **Pedestrian priority** (8)
5. **Pick-up/drop off zones** (7)
6. **People first street** (6)
7. **Biodiverse/green corridor** (5)
8. **Reduced crossing distance** (5)
9. **Accessible crosswalks** (4)
10. **Pedestrian refuge islands** (4)



### Lonsdale Avenue: How can we create more accessible and user-friendly sidewalks along Lonsdale Avenue?

44% of Lonsdale Avenue is a straight sidewalk. Having a variety of sidewalk options, including a mix of materials, textures, and colors, supports a variety of everyday activities. Having a variety of sidewalk options, including a mix of materials, textures, and colors, supports a variety of everyday activities. Having a variety of sidewalk options, including a mix of materials, textures, and colors, supports a variety of everyday activities.

**41%** of Lonsdale Avenue is a straight sidewalk. Having a variety of sidewalk options, including a mix of materials, textures, and colors, supports a variety of everyday activities.

**Opportunities:**

- Define dedicated zones: Clearly define zones for walking, pushing carts and strollers, and other activities.
- Allow for flexibility: Design sidewalks that can accommodate different types of users throughout the day, and across the year.
- Provide clear and accessible pathways: Use materials and colors to create clear and accessible pathways for walking, pushing carts and strollers, and other activities.
- Maintain accessible areas: Regularly maintain sidewalks to ensure they are safe and accessible for all users.

**How important is this to you?**

Very important

### Lonsdale Great Street

**Events and programming**

**Commercial edges**

**Types of public spaces**

**Seating**

**Amenities & wayfinding**

**Place stewardship**

**Public art and installations**

**Green infrastructure**

**Opportunities:**

- Provide diverse and inclusive seating options: Ensure a range of public seating options, from basic benches to more inclusive options like tables and chairs.
- Create opportunities for socializing: Group seating options, such as tables and chairs, can encourage social interaction and community building.
- Culture seating with amenities: Incorporate seating with amenities like tables, chairs, and shade to create a more comfortable and inviting public space.
- Address basic and missing amenities: Offer essential amenities like tables, chairs, and shade to create a more comfortable and inviting public space.
- Maintain accessible areas: Regularly maintain sidewalks to ensure they are safe and accessible for all users.

**How important is this to you?**

Very important

### Lonsdale Great Street

**Is there anything else you'd like to share with us?**

Handwritten notes and sticky notes are scattered across the page, providing additional feedback and ideas.

### Lonsdale Curbside: How can we balance the needs of residents, businesses, and delivery?

**Opportunities:**

- Cycle-specific parking: Provide dedicated parking spaces for bicycles to encourage cycling and reduce car dependency.
- Micro-mobility: Explore options for micro-mobility like e-scooters and e-bikes to provide flexible and convenient transportation options.
- Micro-mobility hubs: Create hubs for micro-mobility to provide convenient access and secure parking for users.
- Micro-mobility sharing: Explore options for micro-mobility sharing to provide convenient and affordable transportation options.

**How important is this to you?**

Very important

### Lonsdale Great Street

**PUBLIC REALM**

#### Running Errands & Recreating in Central Lonsdale

**Lonsdale Avenue: What kind of street furniture would you like to see?**

**What we saw:** Photos of existing street furniture and public realm elements.

**What we heard:** Feedback from community members regarding street furniture preferences.

**Opportunities:**

- Provide diverse and inclusive seating options: Ensure a range of public seating options, from basic benches to more inclusive options like tables and chairs.
- Create opportunities for socializing: Group seating options, such as tables and chairs, can encourage social interaction and community building.
- Culture seating with amenities: Incorporate seating with amenities like tables, chairs, and shade to create a more comfortable and inviting public space.
- Address basic and missing amenities: Offer essential amenities like tables, chairs, and shade to create a more comfortable and inviting public space.
- Maintain accessible areas: Regularly maintain sidewalks to ensure they are safe and accessible for all users.

**How important is this to you?**

Very important

### Lonsdale Great Street

**LAND USE & PLANNING**

#### Living & Working in Central Lonsdale

**Shaping Central Lonsdale: What role will Lonsdale Avenue play?**

**What we saw:** Photos of existing buildings and street scenes.

**What we heard:** Feedback from community members regarding land use and planning.

**Opportunities:**

- Support a vibrant mixed-use space: Create a lively and vibrant community space that supports a mix of residential, commercial, and cultural uses.
- Encourage connectivity: Create a network of pedestrian and bicycle paths that connect different parts of the community.
- Enhance human-scale lighting: Use lighting to create a more human-scale and inviting public space.
- Support an evening economy: Create opportunities for evening activities and events to create a more vibrant and active community.
- Improve pedestrian safety: Implement measures to improve pedestrian safety and encourage walking and cycling.

**How important is this to you?**

Very important

### Lonsdale Great Street

**LAND USE, PLANNING AND ECONOMIC ASSESSMENT**

#### Inspiration Images

**Building density and height**

**Stacked functions and a variety of functions**

**Engaging and active edges**

**Public amenities in buildings**

**'Acupuncture' retail**

**Repurposed uses**

**Opportunities:**

- Support a vibrant mixed-use space: Create a lively and vibrant community space that supports a mix of residential, commercial, and cultural uses.
- Encourage connectivity: Create a network of pedestrian and bicycle paths that connect different parts of the community.
- Enhance human-scale lighting: Use lighting to create a more human-scale and inviting public space.
- Support an evening economy: Create opportunities for evening activities and events to create a more vibrant and active community.
- Improve pedestrian safety: Implement measures to improve pedestrian safety and encourage walking and cycling.

**How important is this to you?**

Very important

### Lonsdale Great Street

**TRANSPORTATION, UTILITIES & INFRASTRUCTURE**

#### Tell us your thoughts & ideas!

**What would make Lonsdale Avenue safer and more comfortable for pedestrians?**

**What types of improvements are important to encourage more people to choose active mobility (e.g., biking, walking) and public transit in Central Lonsdale?**

**Is there anything else you want on this topic?**

Handwritten notes and sticky notes are scattered across the page, providing additional feedback and ideas.

### Lonsdale Great Street

**PUBLIC REALM & LANDSCAPE**

#### Tell us your thoughts & ideas!

**What would make Lonsdale Avenue feel more comfortable for pedestrians? What changes would make you want to spend more time there?**

**What's missing in Central Lonsdale? What kinds of open space activities would make it a better place - in all seasons and into the evening?**

**Is there anything else you'd like to share with us?**

Handwritten notes and sticky notes are scattered across the page, providing additional feedback and ideas.

### Lonsdale Great Street

**LAND USE & PLANNING**

#### Living & Working in Central Lonsdale

**Central Lonsdale's Future Skyline: How should it look?**

**What we saw:** Photos of existing buildings and street scenes.

**What we heard:** Feedback from community members regarding land use and planning.

**Opportunities:**

- Support a vibrant mixed-use space: Create a lively and vibrant community space that supports a mix of residential, commercial, and cultural uses.
- Encourage connectivity: Create a network of pedestrian and bicycle paths that connect different parts of the community.
- Enhance human-scale lighting: Use lighting to create a more human-scale and inviting public space.
- Support an evening economy: Create opportunities for evening activities and events to create a more vibrant and active community.
- Improve pedestrian safety: Implement measures to improve pedestrian safety and encourage walking and cycling.

**How important is this to you?**

Very important

### Lonsdale Great Street

**TRANSPORTATION**

#### Moving to, from, & around Central Lonsdale

**Lonsdale Avenue: How does our street design impact our community?**

**What we saw:** Photos of existing street scenes and transportation infrastructure.

**What we heard:** Feedback from community members regarding transportation and street design.

**Opportunities:**

- Support a vibrant mixed-use space: Create a lively and vibrant community space that supports a mix of residential, commercial, and cultural uses.
- Encourage connectivity: Create a network of pedestrian and bicycle paths that connect different parts of the community.
- Enhance human-scale lighting: Use lighting to create a more human-scale and inviting public space.
- Support an evening economy: Create opportunities for evening activities and events to create a more vibrant and active community.
- Improve pedestrian safety: Implement measures to improve pedestrian safety and encourage walking and cycling.

**How important is this to you?**

Very important

### Lonsdale Great Street

**TRANSPORTATION, UTILITIES & INFRASTRUCTURE**

#### Inspiration Images

**Mode balance**

**Street network**

**Opportunities:**

- Support a vibrant mixed-use space: Create a lively and vibrant community space that supports a mix of residential, commercial, and cultural uses.
- Encourage connectivity: Create a network of pedestrian and bicycle paths that connect different parts of the community.
- Enhance human-scale lighting: Use lighting to create a more human-scale and inviting public space.
- Support an evening economy: Create opportunities for evening activities and events to create a more vibrant and active community.
- Improve pedestrian safety: Implement measures to improve pedestrian safety and encourage walking and cycling.

**How important is this to you?**

Very important

# What We Heard —Interest Holder Meetings

In February 2025, working meetings were held with four key interest groups to gather targeted feedback and aspirations for the Lonsdale Great Street project. This input, along with insights from the public open house and online survey, will help guide the project moving forward.

The four groups engaged were:

- **Business owners**
- **Community Institutions**
- **Residents**
- **Developers**

Inspiration image tiles were displayed on a Central Lonsdale map during interest holder meetings.



Highlights from the interest holder meetings in February 2025

“ My community is my family, if I do not feel good and I step outside and see a familiar face, I feel good.”

– Resident at interest holder meeting



# What We Heard

## —Interest Holder Meetings

### Key Takeaways

01

**Interest holder participants emphasized the importance of celebrating and preserving the existing character of Central Lonsdale, while establishing a unique identity.**

Participants stressed the value of small business, diverse amenity mix and existing public spaces in the neighbourhood and advocated for Central Lonsdale to develop a distinct visual identity through branding and signage that sets it apart as a destination in its own right.

02

**Interest holder participants expressed a desire to enhance existing public spaces and fill network gaps through additional spaces, amenities, events, and programming.**

Interest holders want to see existing public spaces well maintained and repositioned to be better utilised. There is a desire for new spaces, amenities and programming that build community, foster arts and culture and attract visitors to Central Lonsdale, creating a fun atmosphere that encourages people to spend time in the neighborhood.

03

**Interest holder participants highlighted the need to enhance connectivity and accessibility to and from Central Lonsdale through additional transit modes and high-quality connections.**

Interest holders want Central Lonsdale to be more accessible, despite its topography, with dedicated transportation up and down the hill. They stress that it is important to be able to connect outwards from Central Lonsdale through high quality infrastructure.

04

**Interest holder participants identified laneways as a unique opportunity to link Central Lonsdale to existing green infrastructure and provide pedestrian spaces, while maintaining utility needs.**

Participants saw laneways as potential connections to the Green Necklace and other green infrastructure on the North Shore, while being pedestrian respites within the neighbourhood and maintaining functionality as utility corridors.

# What We Heard

## —Interest Holder Meetings

### 01 Business Owners

- **Preserve Central Lonsdale’s unique character:** Maintain diversity and variety in business offerings, while supporting small businesses, both on and off the street.
- **Incorporate flexibility in new developments:** Ensure retention of smaller square footage units and commercial kitchens in new developments so that they might be accessible to a variety of businesses and for evolving uses.
- **Enhance the public realm:** Consider 360 design of buildings, laneways and streets, including weather protected spaces that are human-scaled. Incorporate more public amenities and green spaces in the neighbourhood, while maintaining those that already exist.
- **Events and activations to promote Central Lonsdale:** There is appetite for daytime and evening events and activations in the neighbourhood – including car-free days – that would draw in visitors while being mindful of resident needs.
- **A livable destination:** Central Lonsdale should be a destination in its own right, while not competing with the shipyards, and catering to both residents and visitors.
- **Strengthen identity and branding:** The neighbourhood is in need of a discrete visual identity, and requires better wayfinding and signage.

### 02 Institutions

- **Preserve the eclectic character of the neighborhood:** Ensure that the charming mix of uses and qualities in Central Lonsdale are celebrated while a future-ready philosophy about what the neighbourhood should be and who it is for is defined.
- **Life at night:** Extend public life into the evening through better street lighting that makes all people feel safe and enlivens the neighbourhood atmosphere.
- **Utilise laneway for public life:** Activate laneways with amenities and greenery to become respites off of the busy street, and provide connections to the Green Necklace.
- **Improve connectivity and accessibility:** While adding to the character of the neighborhood, the topography poses significant mobility challenges. Make Central Lonsdale accessible to all by providing new transit options into the neighbourhood.
- **Address community needs:** Fill gaps in the neighbourhood amenity network and enhance the fun factor through temporary street closures, programming and festivals.
- **Celebrate existing public space assets:** Enhance existing public spaces through activations and add new spaces that are intergenerational and comfortable all year round, no matter the weather.
- **Incorporate signage and wayfinding:** Ensure that newcomers to the neighbourhood can find what they’re looking for, and chance upon what Central Lonsdale has to offer.

# What We Heard

## —Interest Holder Meetings

### 03 Residents

- **Unique neighbourhood character:** Residents appreciate the eclectic offerings in Central Lonsdale and want local culture to be celebrated.
- **Enhance the public realm:** Enhance the public realm: Activate building edges through seating, awnings, and organized signage. Reevaluate Open Streets Patios for better functionality. Maintain public spaces, greenery, and landscaping through regular upkeep, while also explore resident-led maintenance programs to foster community engagement and ownership.
- **Seasonal events and programming enhance the neighborhood:** Residents shared appreciation for events like Christmas markets and call for the farmers market to return to Central Lonsdale.
- **A symbiotic relationship with the Shipyards:** Residents feel it important for Central Lonsdale to complement the Shipyards, not compete with it.
- **Provide reasons to spend time in Central Lonsdale:** Shift neighbourhood draw from a place to get errands done to a destination for spending time.
- **Laneway improvements:** Laneways provide opportunities for an expanded public realm but require design upgrades to be true pedestrian spaces.
- **Fill gaps in existing public space network and neighbourhood amenities:** Residents highlighted that the neighbourhood lacks art and culture spaces, community spaces for events, and that existing public spaces could serve community needs better.
- **Accessibility and connections:** Provide better access for both getting to Central Lonsdale and enhance connections to existing green infrastructure from the neighborhood.

### 04 Developers

- **A positive working relationship with the City of North Vancouver:** Developers value their positive working relationship with the City of North Vancouver. However, they've expressed concerns regarding the length of the development approvals process, suggesting that expediting this procedure would facilitate more efficient project timelines.
- **A Vision for diversified development:** Developers see Central Lonsdale's future tied to a diverse housing portfolio: for-sale, affordable rentals, and market-rate rentals integrated within mixed-use buildings. They specifically highlighted the benefits of mixed-tenure buildings. They also emphasize that robust transit access (especially the expansion of rapid transit into the North Shore) and pedestrian-friendly environments are essential for the neighborhood's continued success.
- **Central Lonsdale's livability and amenity mix are a key selling point:** Developers advocate for preserving and enhancing Central Lonsdale's livability, walkability, and existing amenities. They suggest diversifying the retail mix to include more sit-down restaurants and similar establishments, moving beyond the current focus on grab-and-go services.
- **Balancing feasibility with design and public realm improvements:** Developers recognize their potential to enhance the public realm – both onsite and offsite – through thoughtful building design and community amenities, but they also acknowledge the need to balance these improvements with financial feasibility. They call for the City to actively facilitate this opportunity to further improve the neighborhood's livability.

03

# Appendix

# Engagement process

Phase 1 Engagement for the Lonsdale Great Street included a range of online and in-person opportunities for participation including:

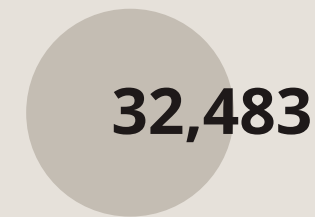
- **A survey on the Let's Talk**
- **Digital Engagement Platform**
- **Two pop-ups in Civic Plaza**
- **An open house at City Hall**

Staff provided the survey in a paper format as well as translated into Farsi to accommodate those business owners and residents in the neighbourhood. Translation was available on the website as well as on the Let's Talk Platform.

Staff began promoting participation in engagement early in 2025 using a combination of paid advertising, media relations and social media promotion including the following:

- **Earned media promotion via a news release, interviews resulting in coverage on City News, CBC television and radio, Global TV, Daily Hive and The Georgia Straight.**
- **Posts on CNV social media channels, which resulted in 32,483 impressions**
- **¼ page print advertisements in the North Shore News x 3 insertions with a circulation of 50,000 for each edition**
- **Digital advertising on Glacier media throughout the North Shore with 100,000 impressions**

## Highlights:



**Impressions on CNV social media posts**



**Impressions on Glacier media throughout the North Shore.**



**Visits to the Lonsdale Great Street project web pages**

January 10 - February 20, 2025



**Visits to the 'Let's Talk' web page**

January 10 - February 20, 2025

# Lonsdale Great Street Survey

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## SURVEY RESPONSE REPORT

01 January 2025 - 13 February 2025

### PROJECT NAME:

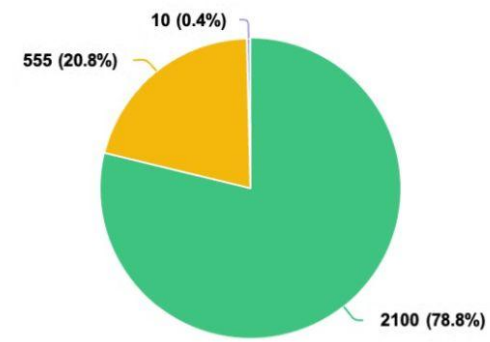
Lonsdale Great Street Project





SURVEY QUESTIONS

**Q1** Which of the following best applies to you?

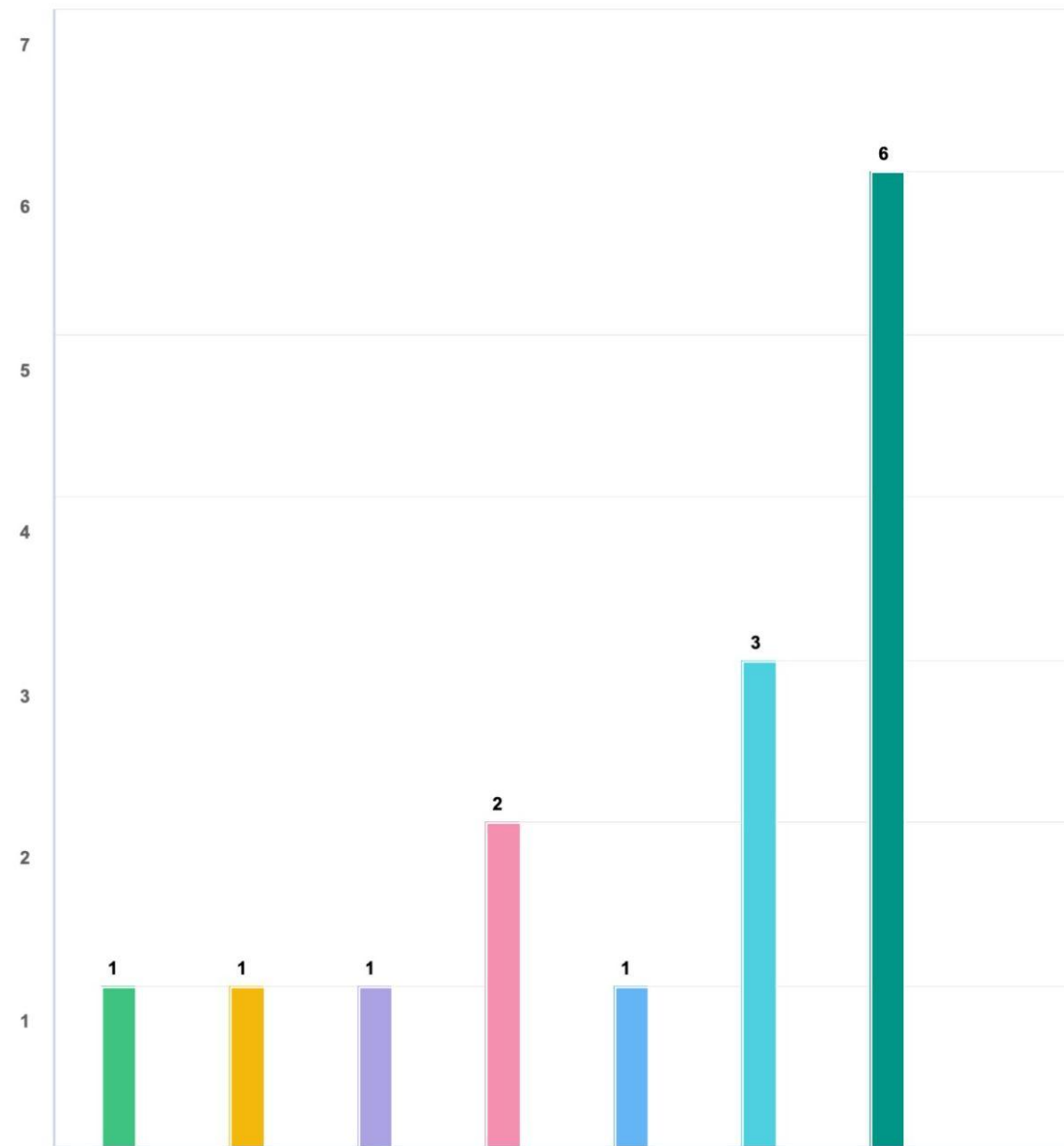


**Question options**

- I live, work, or study in the City of North Vancouver.
- I live outside of the City of North Vancouver but visit Central Lonsdale.
- I don't visit Central Lonsdale.

*Mandatory Question (2665 response(s))*  
*Question type: Radio Button Question*

**Q2 Why don't you visit Central Lonsdale? Check all that apply.**

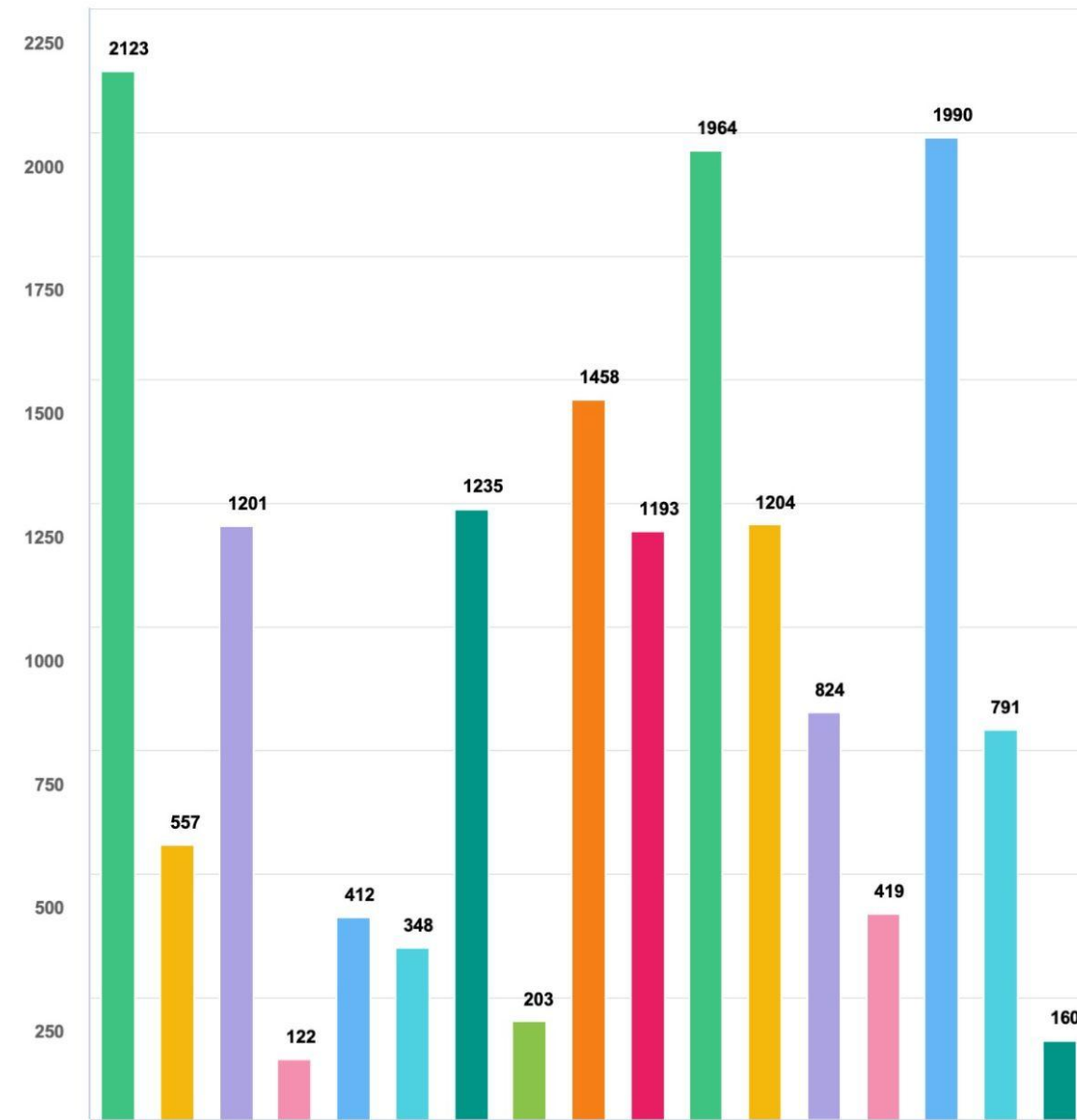


**Question options**

- I haven't heard of it.
- I want to go, but haven't gotten around to it yet.
- It's too difficult to get there.
- I'm not sure what I would do there.
- I don't feel comfortable or safe spending time there.
- I prefer to spend time in a different place.
- Other (please specify)
- I don't have time to go there.

Optional question (10 response(s), 2655 skipped)  
Question type: Checkbox Question

**Q3 Why do you typically visit Central Lonsdale? Check all that apply.**

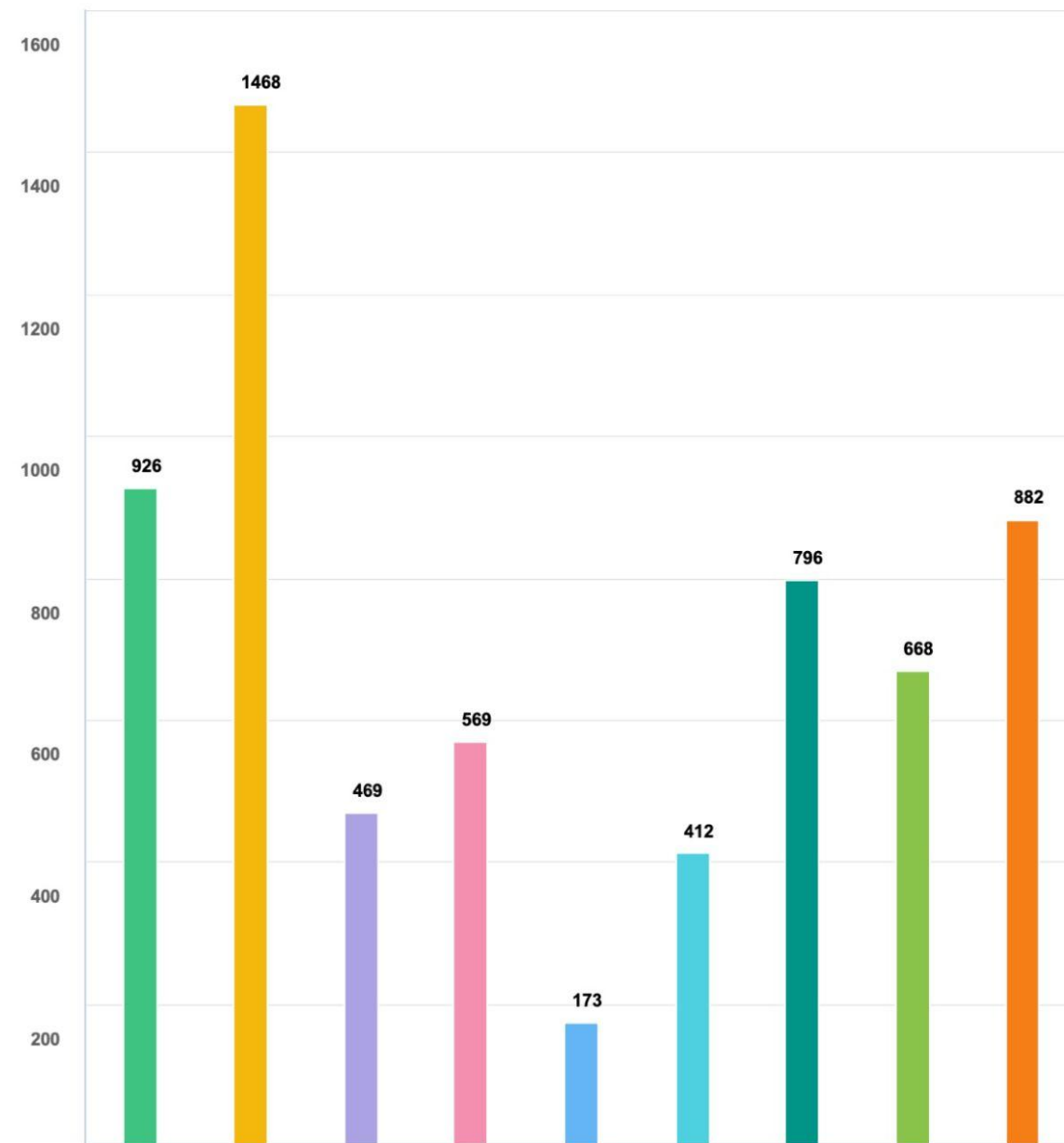


**Question options**

- Dining at restaurants or cafes
- Visiting bars or nightlife
- Passing through / commuting
- Sporting events
- Seeing live music or performing arts
- Visiting City Hall
- Visiting the Library
- Sightseeing
- Health and wellness services
- Professional services
- Shopping
- Socialising
- Recreation / sport / exercise
- For work
- Running errands
- Visit the Harry Jerome Recreation Centre
- Other (please specify)

Mandatory Question (2655 response(s))  
Question type: Checkbox Question

**Q4** What features would you like to see along Central Lonsdale? Select three options.

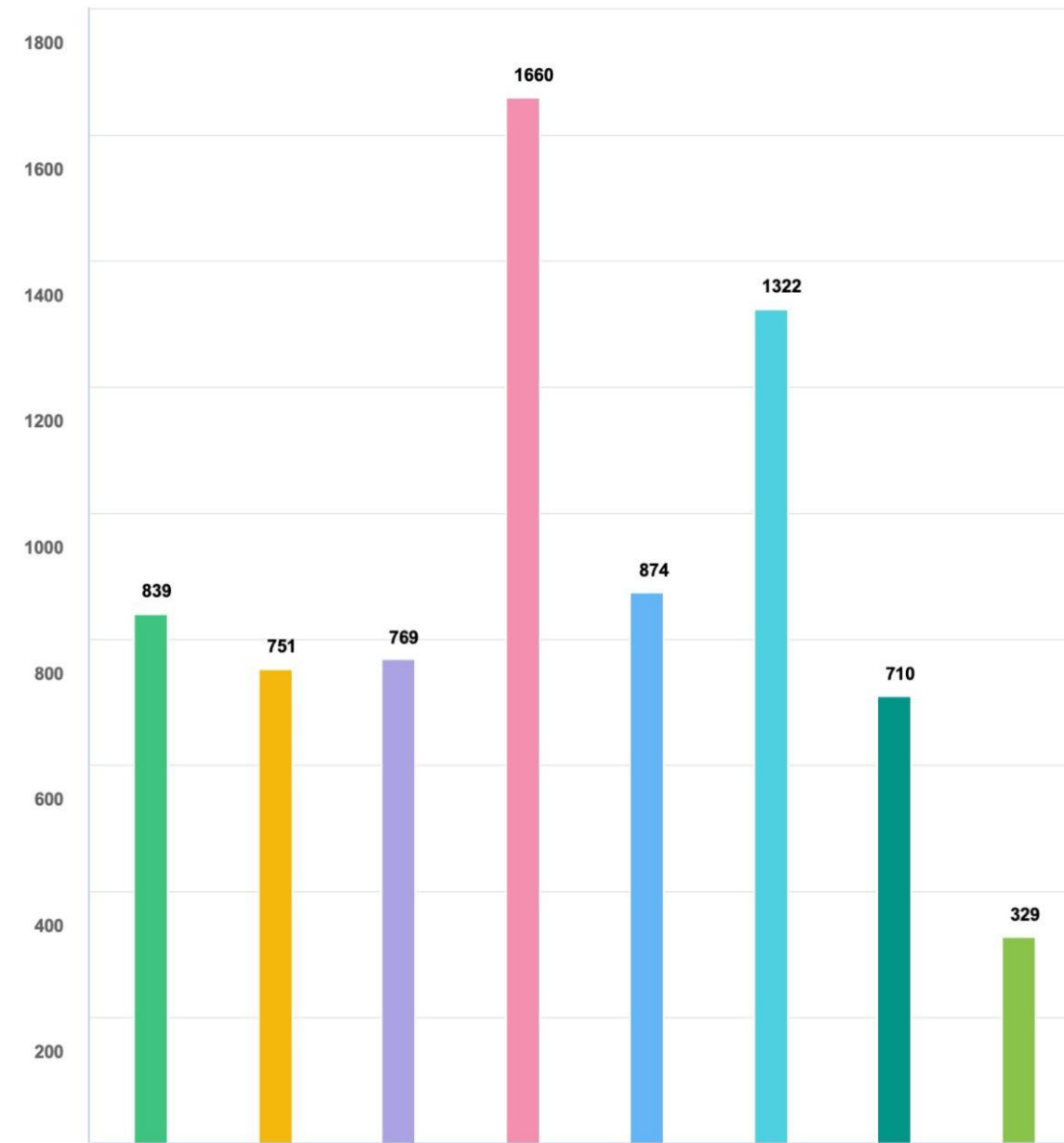


**Question options**

- Places to sit and rest
- More street trees and planting
- Better street lighting
- Improved accessibility
- Better signage and wayfinding
- More bicycle and scooter parking
- More public art
- More resources (eg. trash receptacles and drinking fountains)
- Other (please specify)

Mandatory Question (2655 response(s))  
Question type: Checkbox Question

**Q5 | What kind of amenities would you like to see more of along Central Lonsdale? Select three options.**

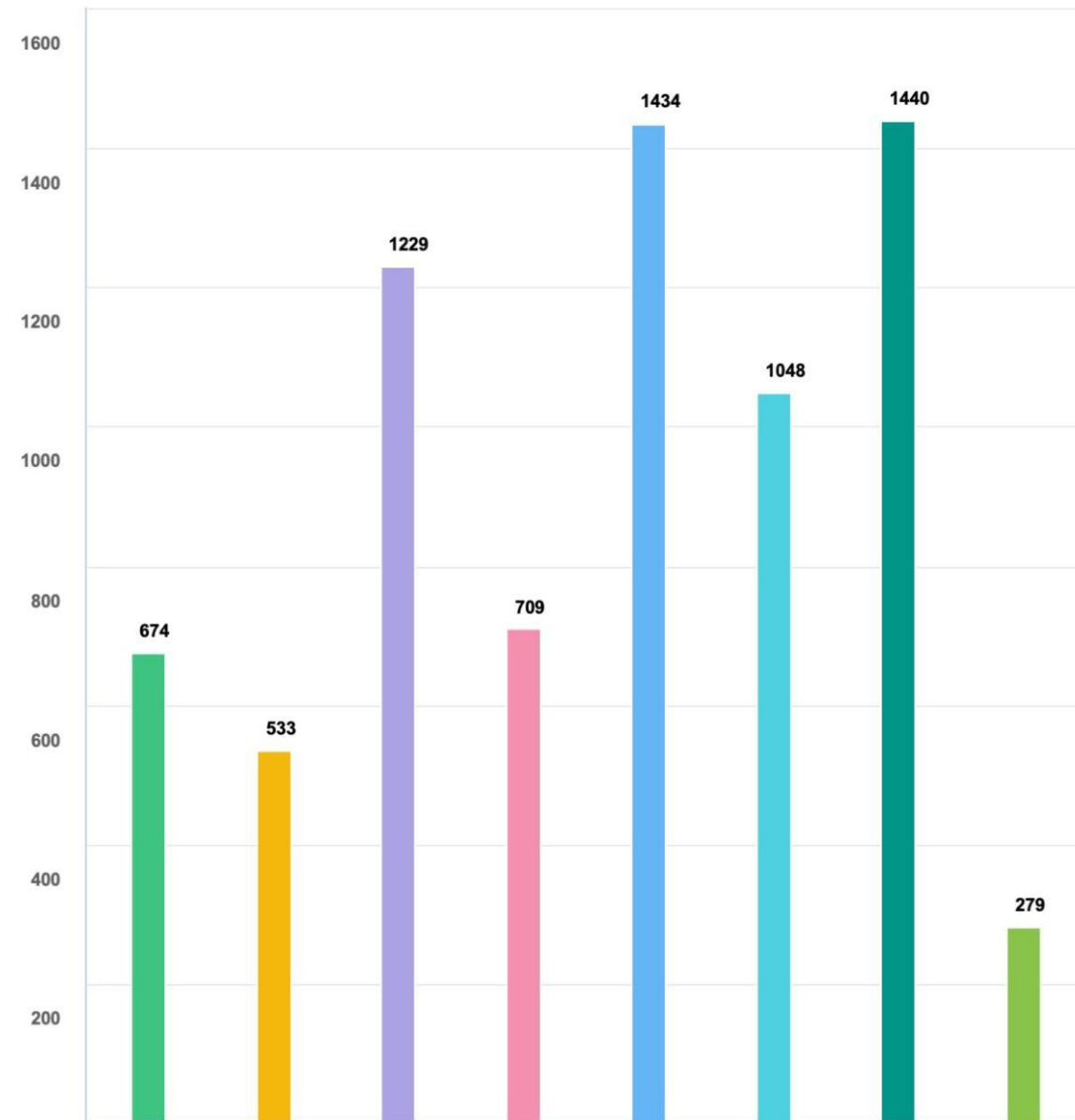


**Question options**

- Park /play areas
- Community event spaces
- Cultural /music offerings
- Local businesses and shops
- Retail offerings
- Food and beverage offerings
- Daily life amenities like grocery stores and pharmacies
- Other (please specify)

Mandatory Question (2655 response(s))  
Question type: Checkbox Question

**Q6** Which of the following statements about Central Lonsdale are important to you? Select three options.

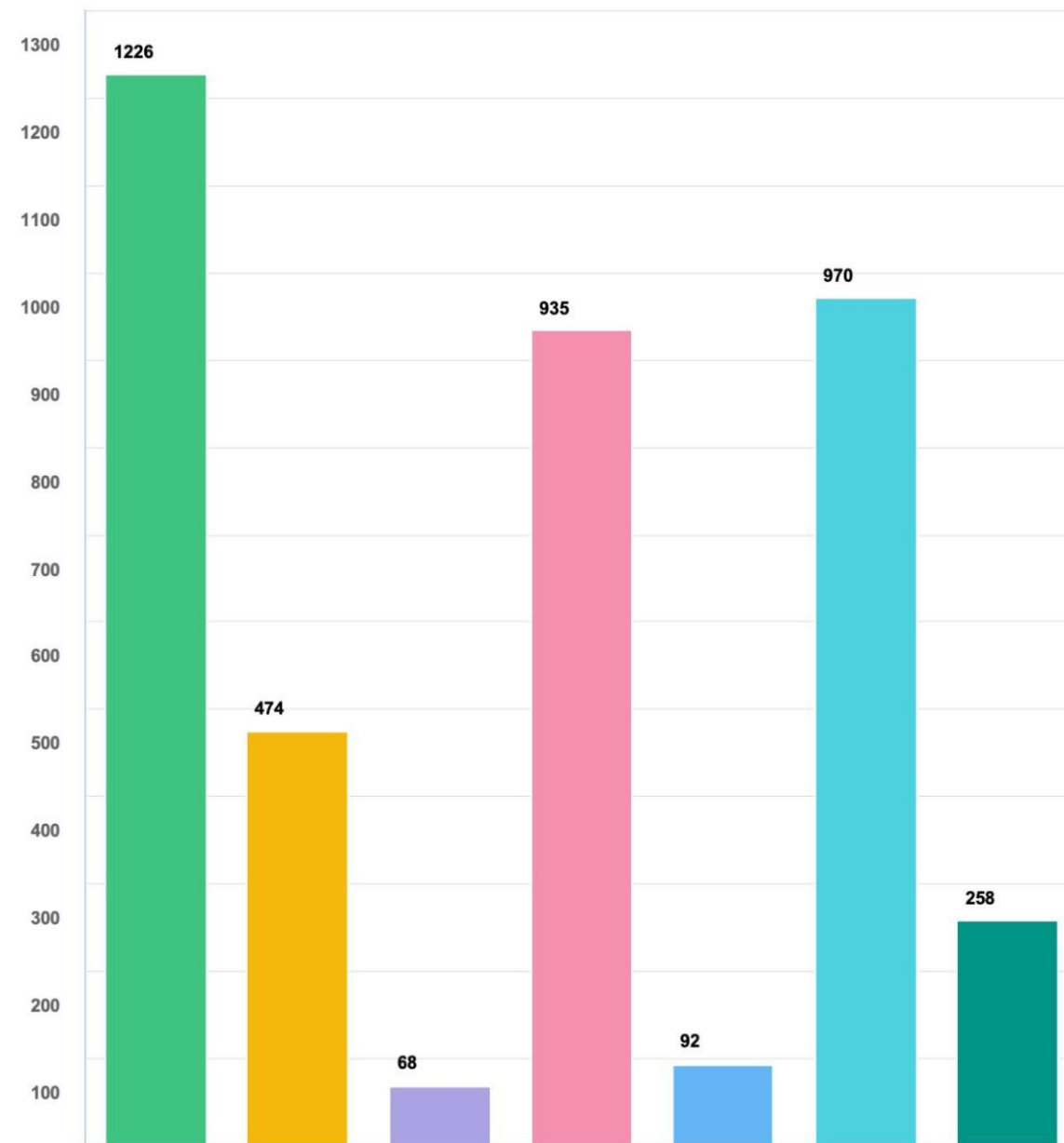


**Question options**

- Its character is preserved and enhanced
- It reflects and celebrates local communities and cultures
- It is lively with businesses and commerce
- It provides comfortable spots to stop and stay
- It is safe and welcoming for everyone
- It is lush with trees and greenery
- It is vibrant and active year-round
- Other (please specify)

Mandatory Question (2655 response(s))  
Question type: Checkbox Question

**Q7** How would you best describe your relationship with this area? Check all that apply.

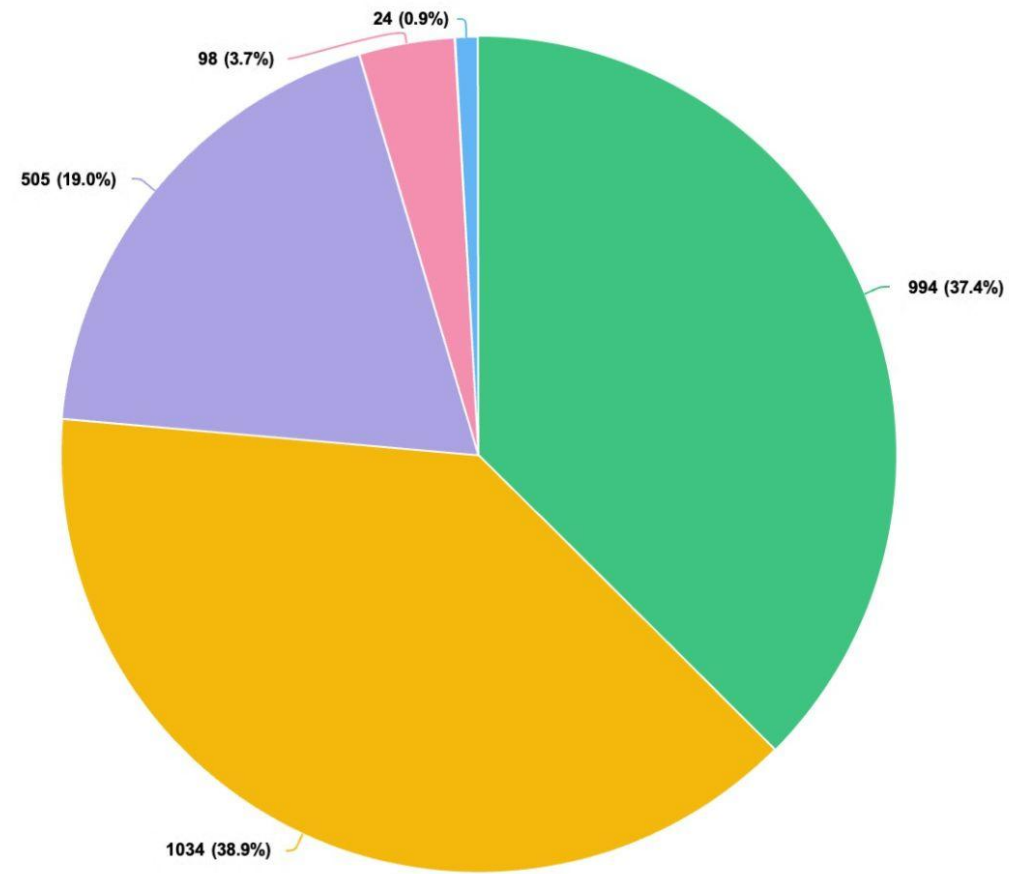


**Question options**

- I live in Central Lonsdale
- I work in the area
- I own a business in the area
- I am a visitor (for shopping, amenities, appointments, seeing friends/family)
- I am a student
- I live in a neighbouring community (West Vancouver, District of North Vancouver, etc)
- Other (please specify)

Mandatory Question (2655 response(s))  
Question type: Checkbox Question

**Q8** How often do you visit Central Lonsdale? Select one option.

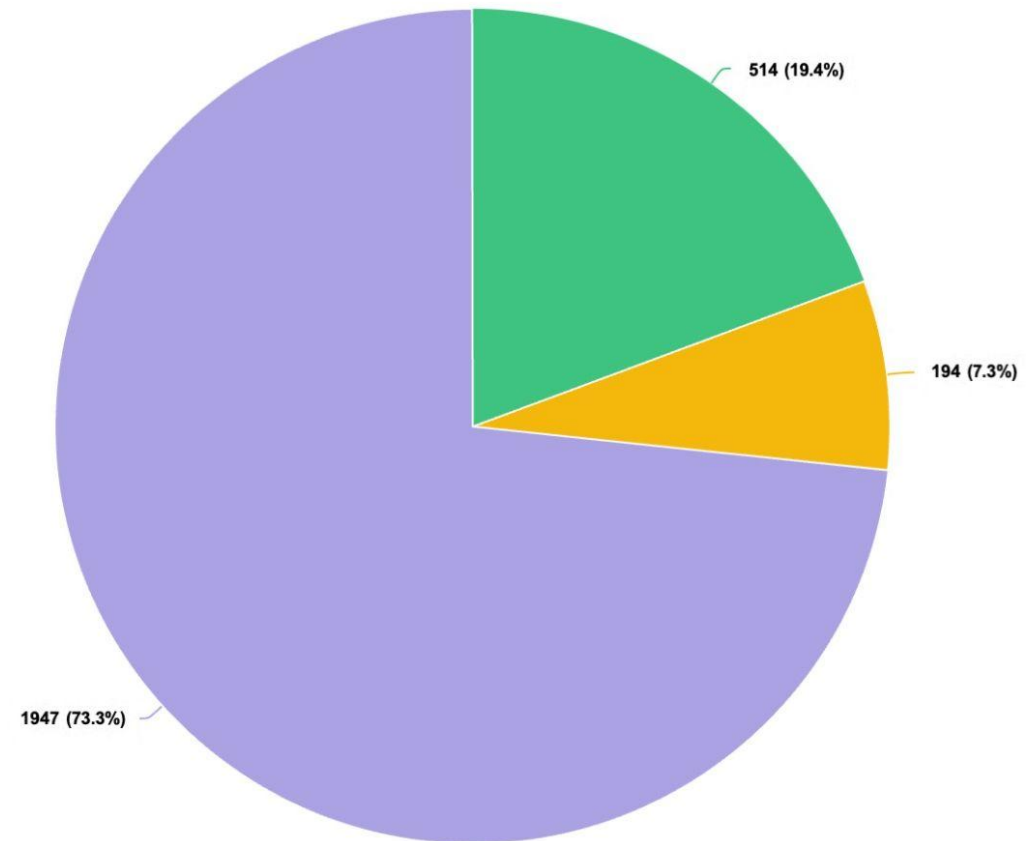


**Question options**

● Daily ● A few times per week ● A few times per month ● A few times per year ● Hardly ever

Mandatory Question (2655 response(s))  
Question type: Radio Button Question

**Q9** Which day(s) of the week do you typically visit Central Lonsdale? Select one option.

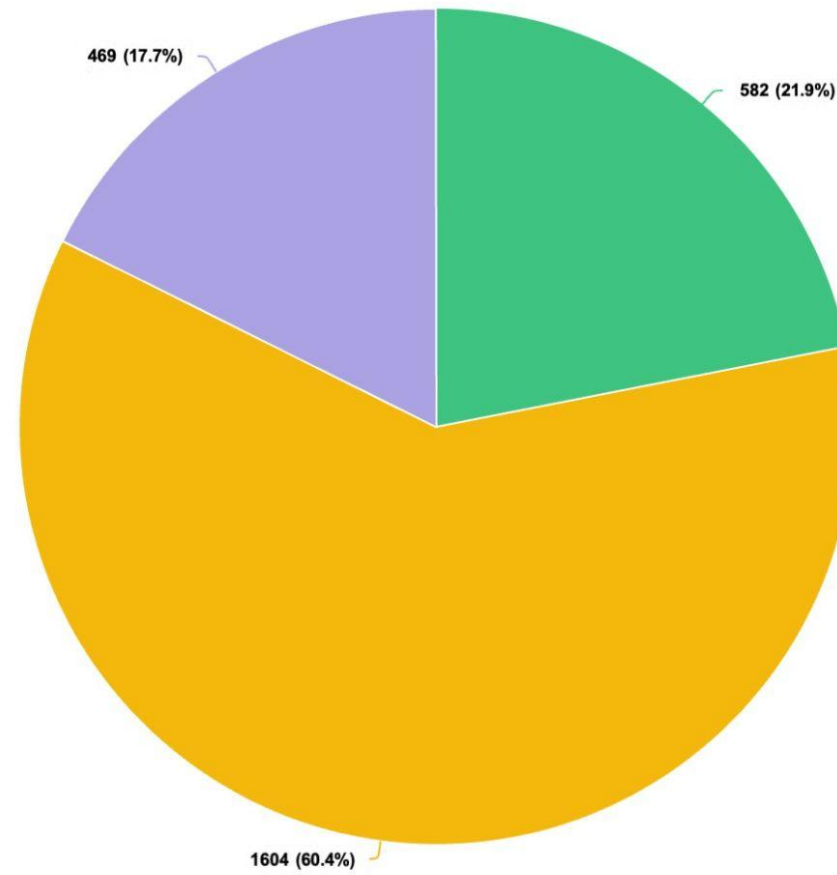


**Question options**

- Weekdays (Monday - Friday)
- Weekends (Saturday - Sunday)
- I am equally likely to visit on a weekday and a weekend. (Monday - Sunday)

Mandatory Question (2655 response(s))  
Question type: Radio Button Question

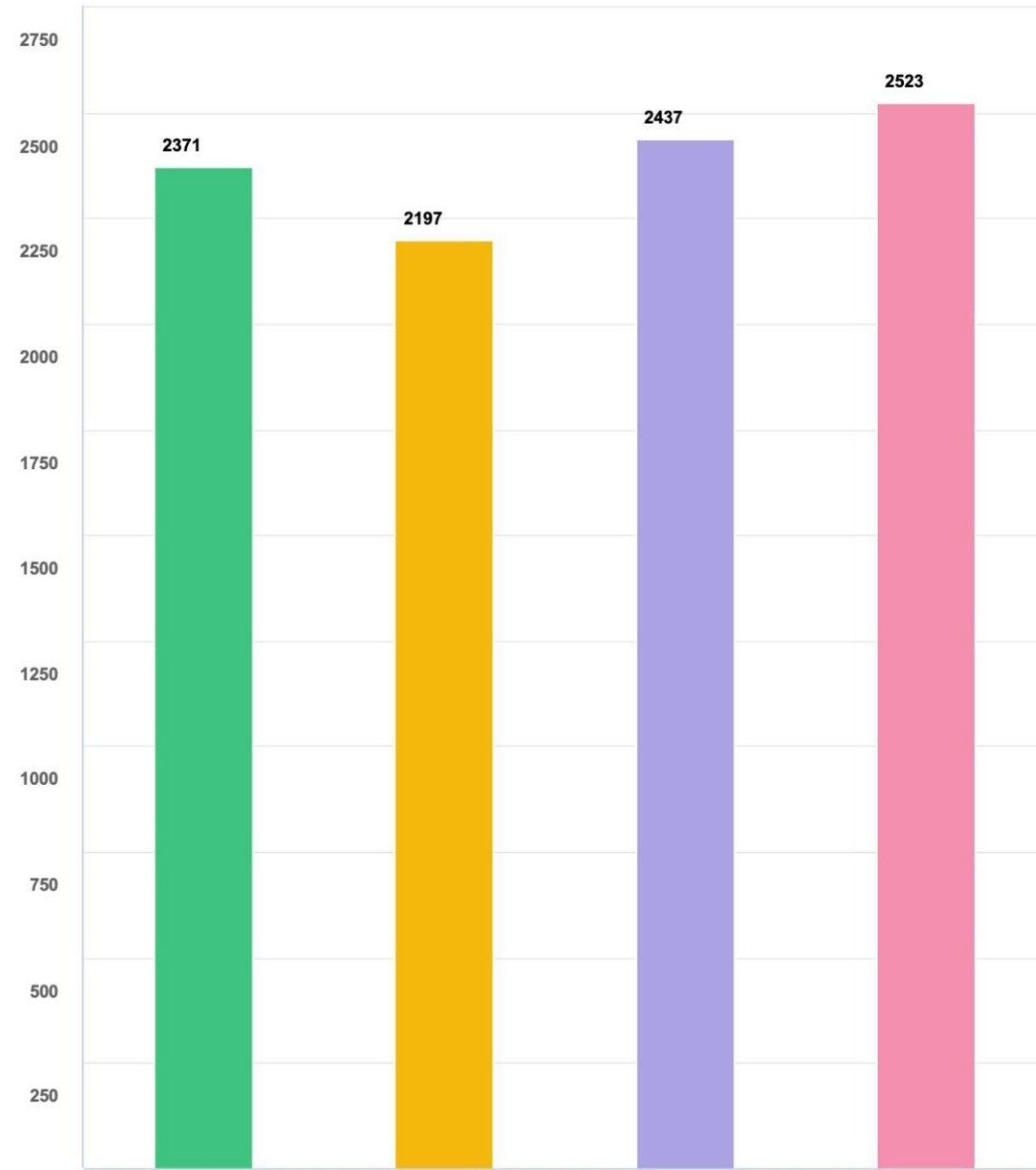
**Q10** What time(s) of the day do you typically visit Central Lonsdale? Select one option.



**Question options**  
● Morning ● Afternoon ● Evening

*Mandatory Question (2655 response(s))  
Question type: Radio Button Question*

**Q11** Which season(s) are when you are most likely to visit Central Lonsdale? Check all that apply.

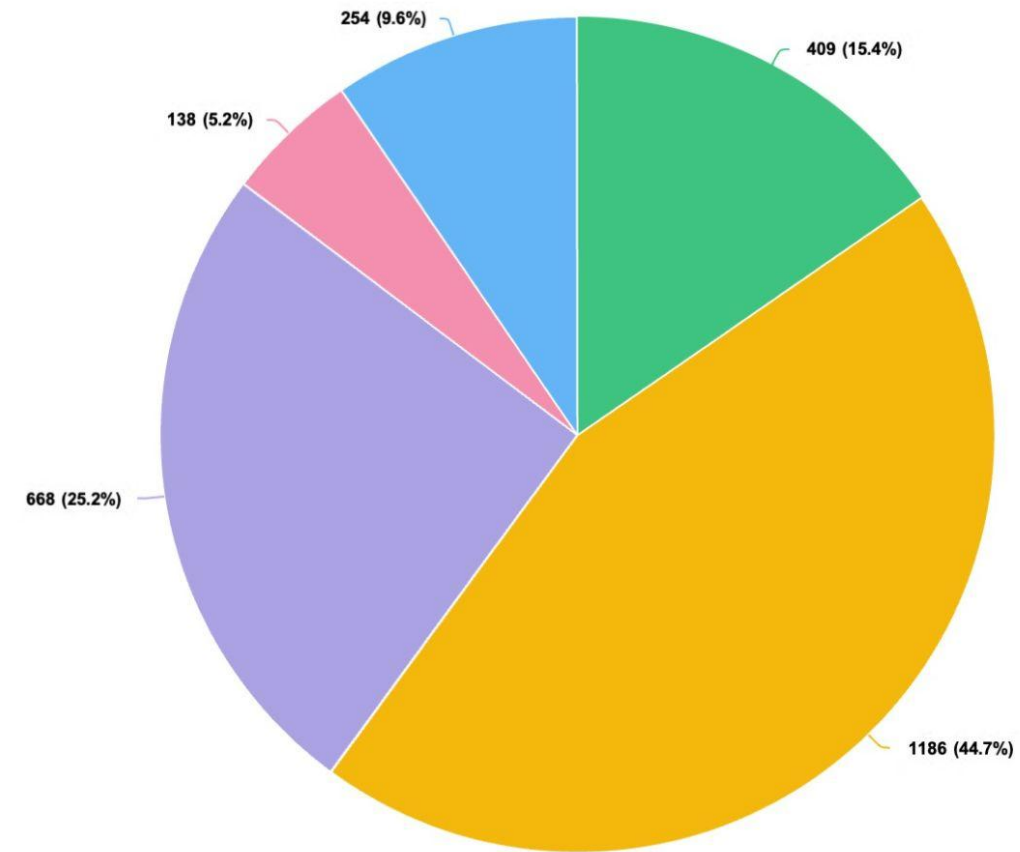


**Question options**

● Fall ● Winter ● Spring ● Summer

*Mandatory Question (2655 response(s))  
Question type: Checkbox Question*

**Q12** How long do you typically spend in Central Lonsdale? Select one option.

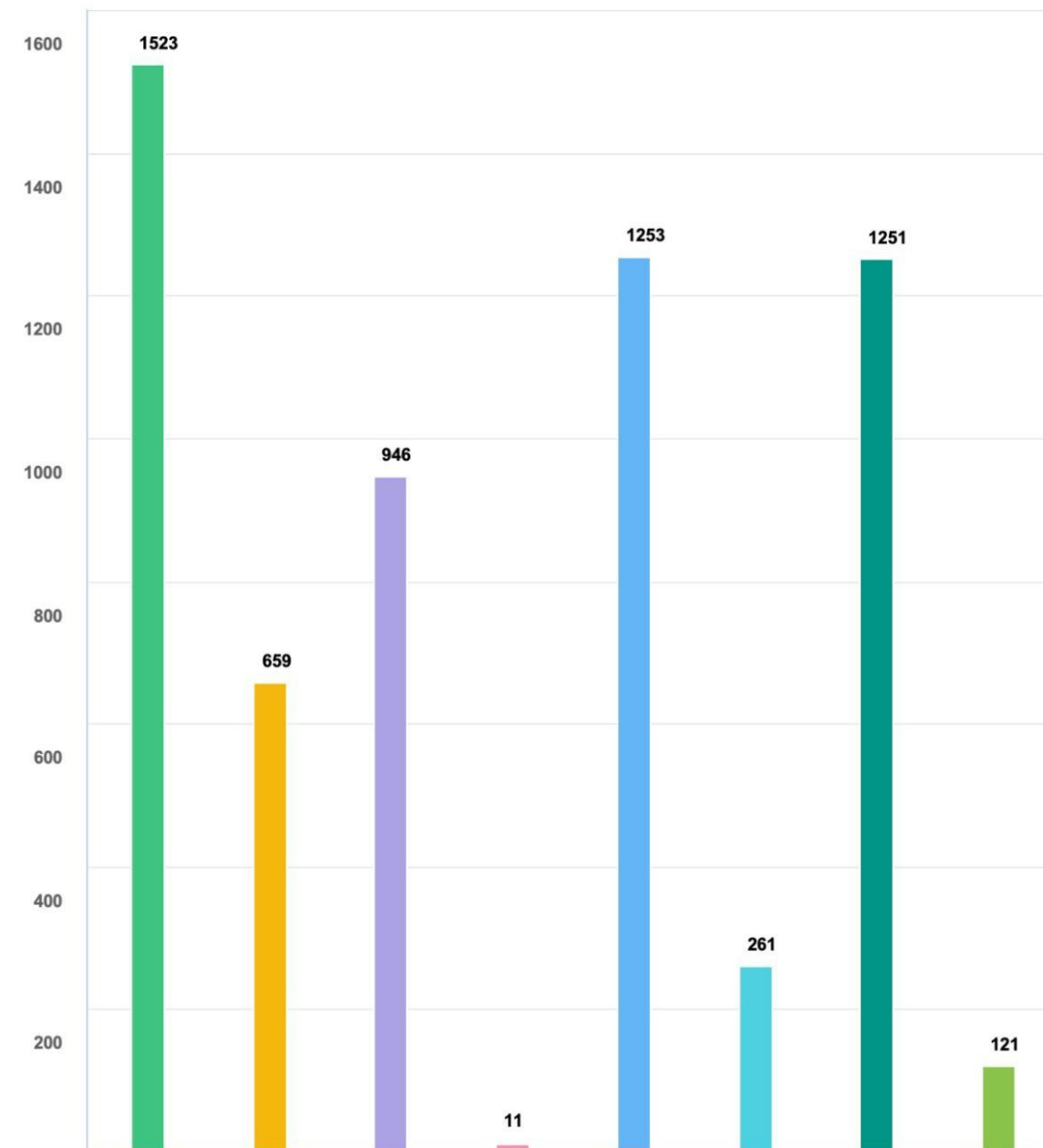


**Question options**

● Less than 1 hour ● 1-2 hours ● 2-4 hours ● 4-6 hours ● Over 6 hours

*Mandatory Question (2655 response(s))  
Question type: Radio Button Question*

**Q13** Who is with you when you visit Central Lonsdale? Check all that apply.

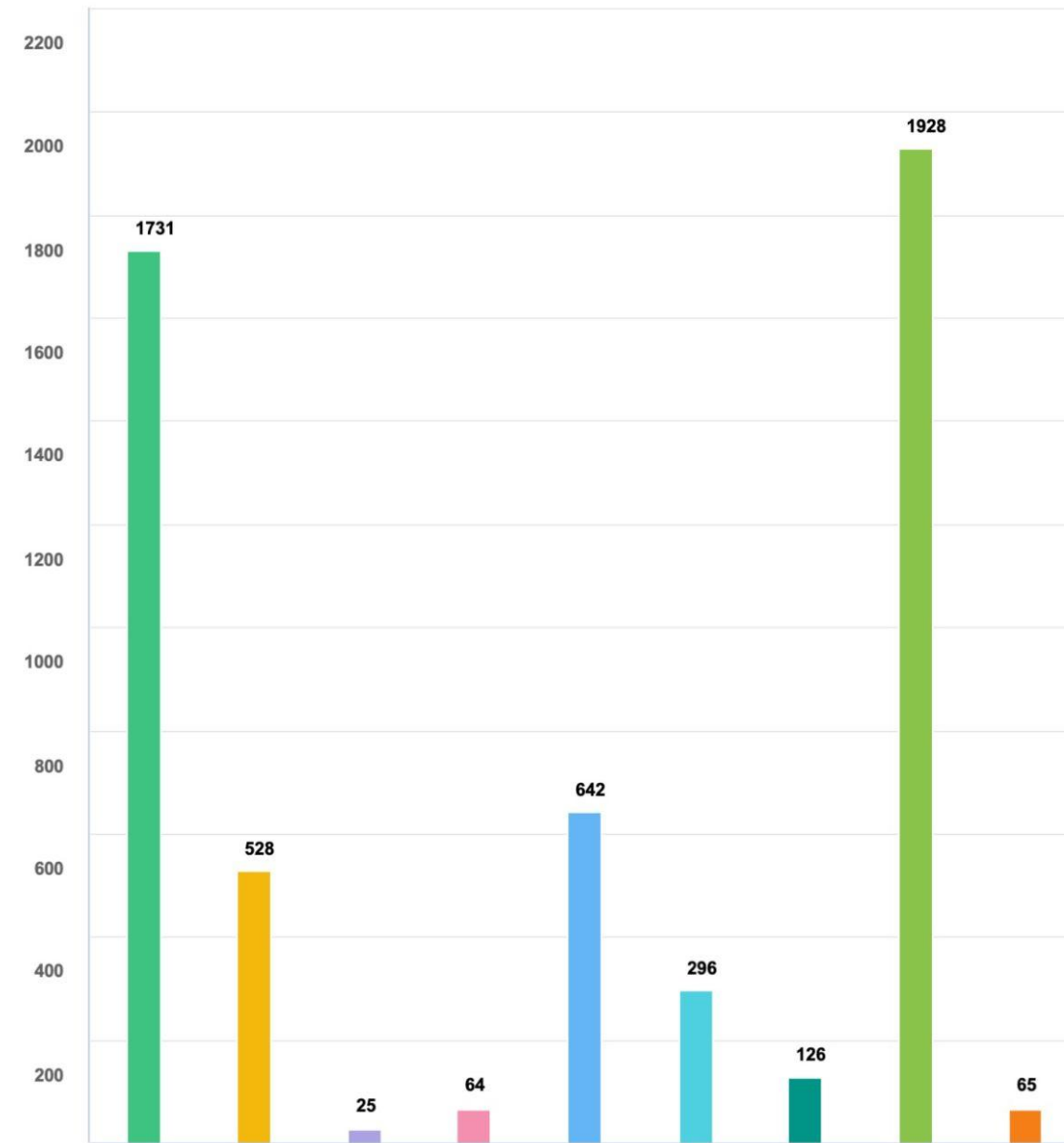


**Question options**

- Spouse /partner
- Children
- Other family members
- Caregiver(s)
- Friend(s)
- Colleague(s)
- I tend to visit alone
- Other (please specify)

Mandatory Question (2655 response(s))  
Question type: Checkbox Question

**Q14** Which of the following modes of transportation do you use to get to Central Lonsdale?  
Select three options.

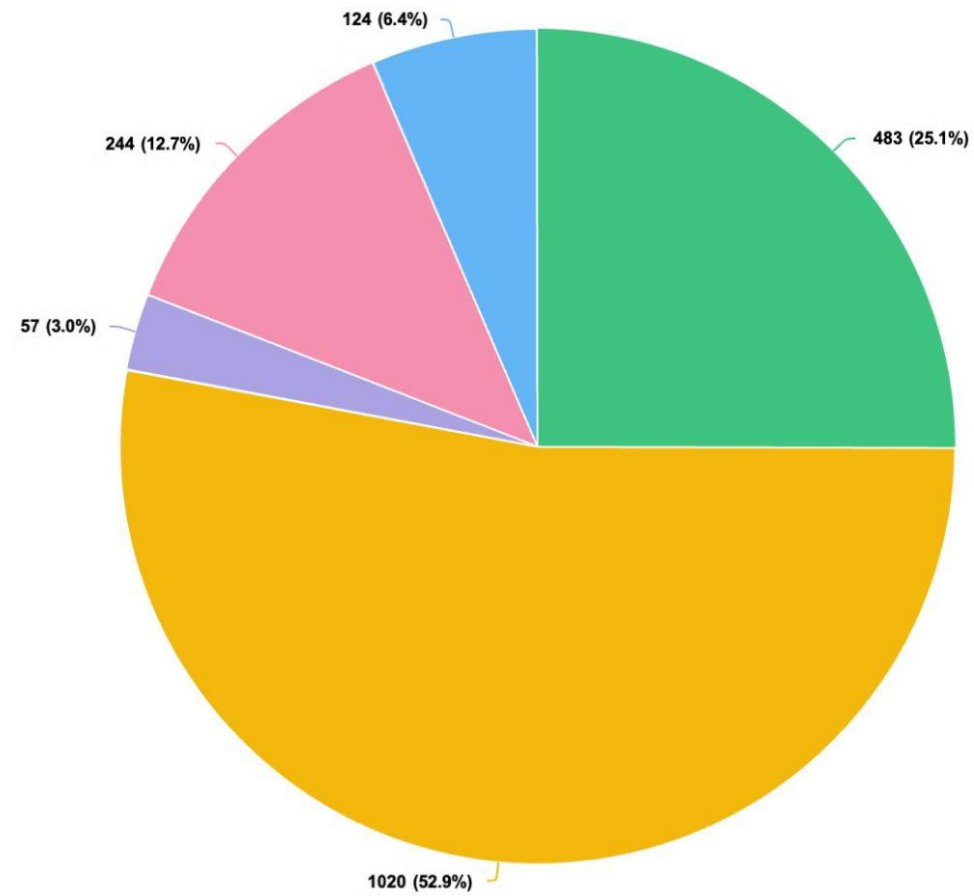


**Question options**

- Walk
- Personal bike (including e-bikes)
- Personal scooter (including e-scooters)
- Bike share (eg. Lime)
- Bus
- Seabus (+ additional mode up the hill to Central Lonsdale)
- Taxi /Rideshare /Dropped-off
- Personal vehicle
- Other (please specify)

Mandatory Question (2655 response(s))  
Question type: Checkbox Question

**Q15** If you drive to Central Lonsdale, where do you park most often? Select one option.

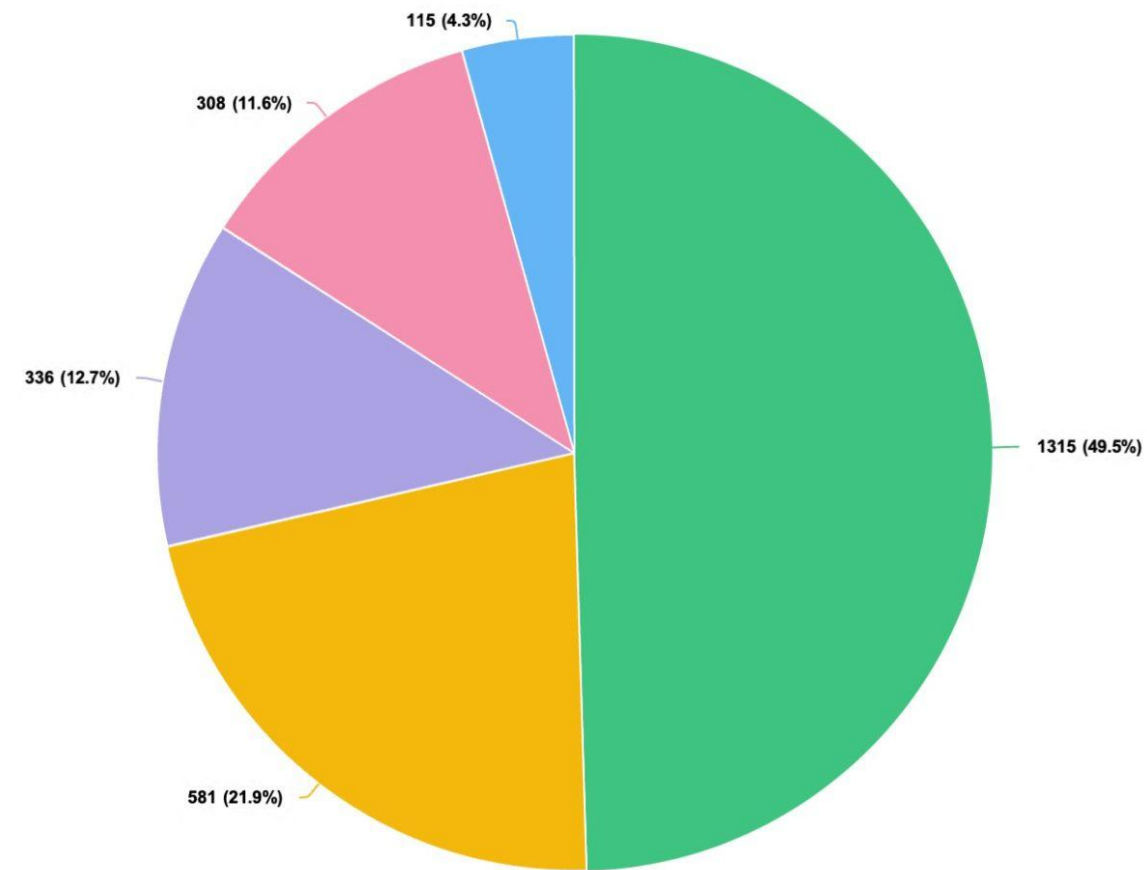


**Question options**

- Street parking on Lonsdale Avenue
- Street parking on nearby street
- Surface parking lot nearby
- Parkade or underground parking nearby
- Other (please specify)

Mandatory Question (1928 response(s))  
Question type: Radio Button Question

**Q16** How easy is it for you to get to Central Lonsdale? Select one option.

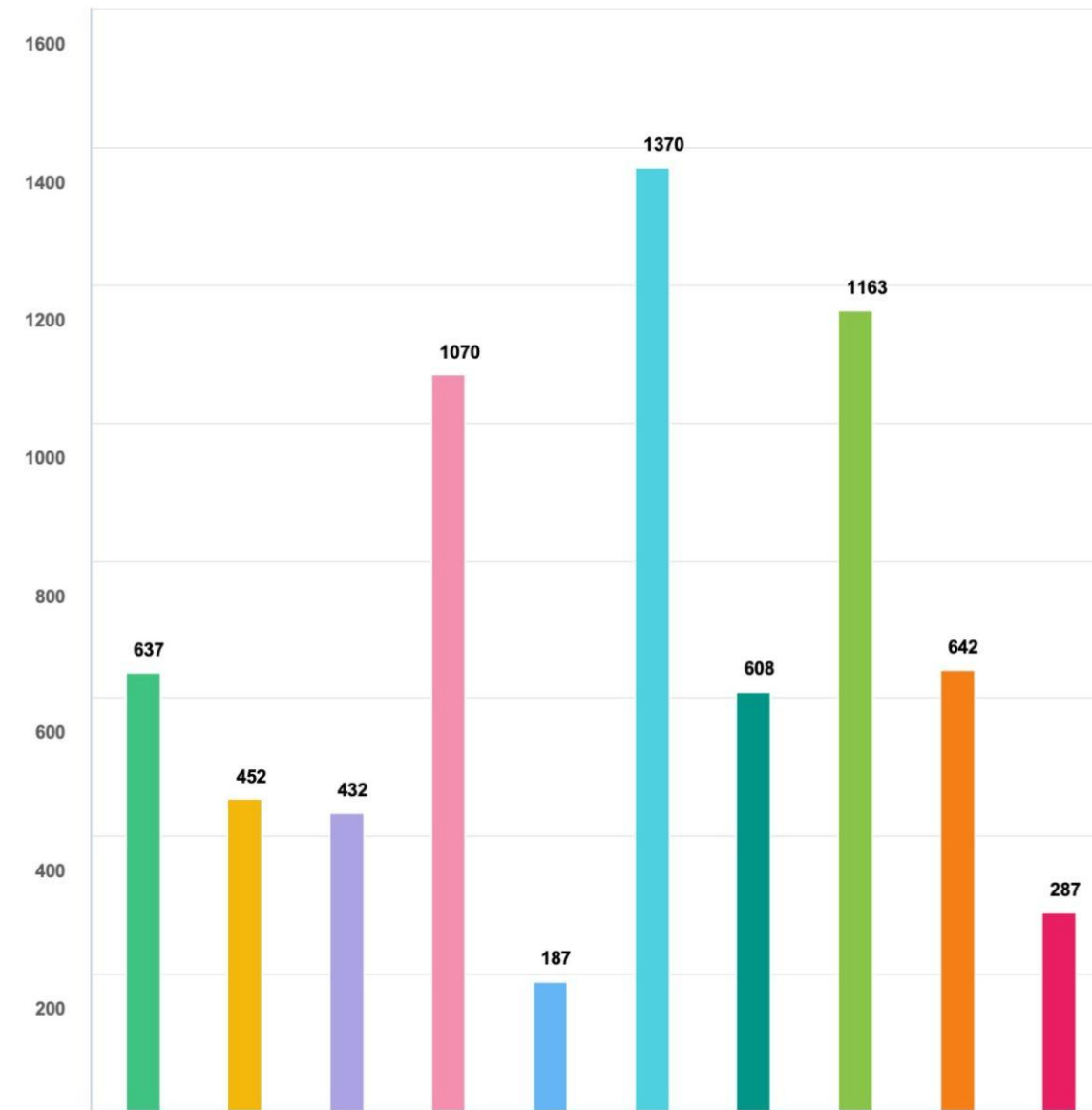


**Question options**

Very easy Somewhat easy Neither easy nor difficult Somewhat difficult Very difficult

Mandatory Question (2655 response(s))  
Question type: Radio Button Question

**Q17** Which of the following improvements would make getting to, from, and around Central Lonsdale a better experience for you? Select your top three.

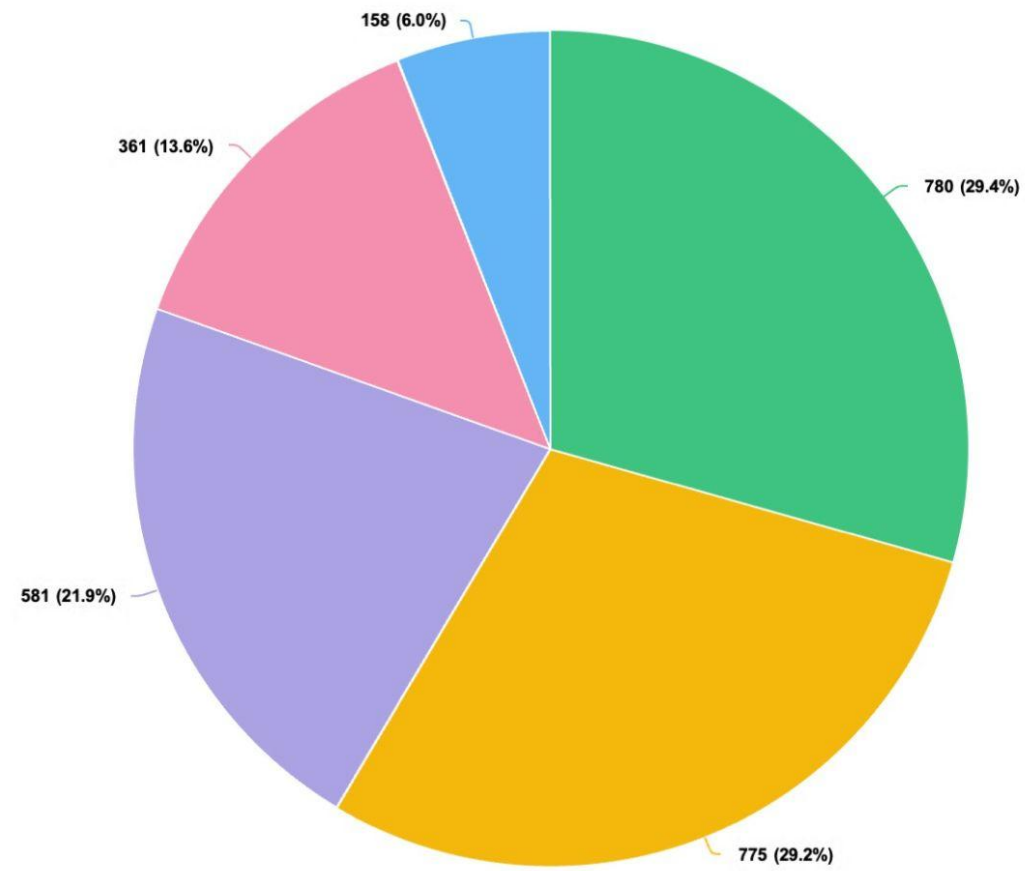


**Question options**

- Improved bus transit (frequency, comfort, reliability, speed etc.)
 ● More comfortable biking conditions
- More comfortable pedestrian crossings
 ● More pedestrian-friendly streets with more landscaping and amenities
- Improved accessibility for people with mobility devices
 ● Convenient parking options
- Prioritizing pedestrian and cyclist comfort over vehicle speed
 ● A more vibrant shopping and dining experience
- More public spaces and plazas
 ● Other (please specify)

Mandatory Question (2655 response(s))  
 Question type: Checkbox Question

**Q18** How comfortable do you feel walking, rolling or using an assisted mobility device on Lonsdale Avenue? Select one option.

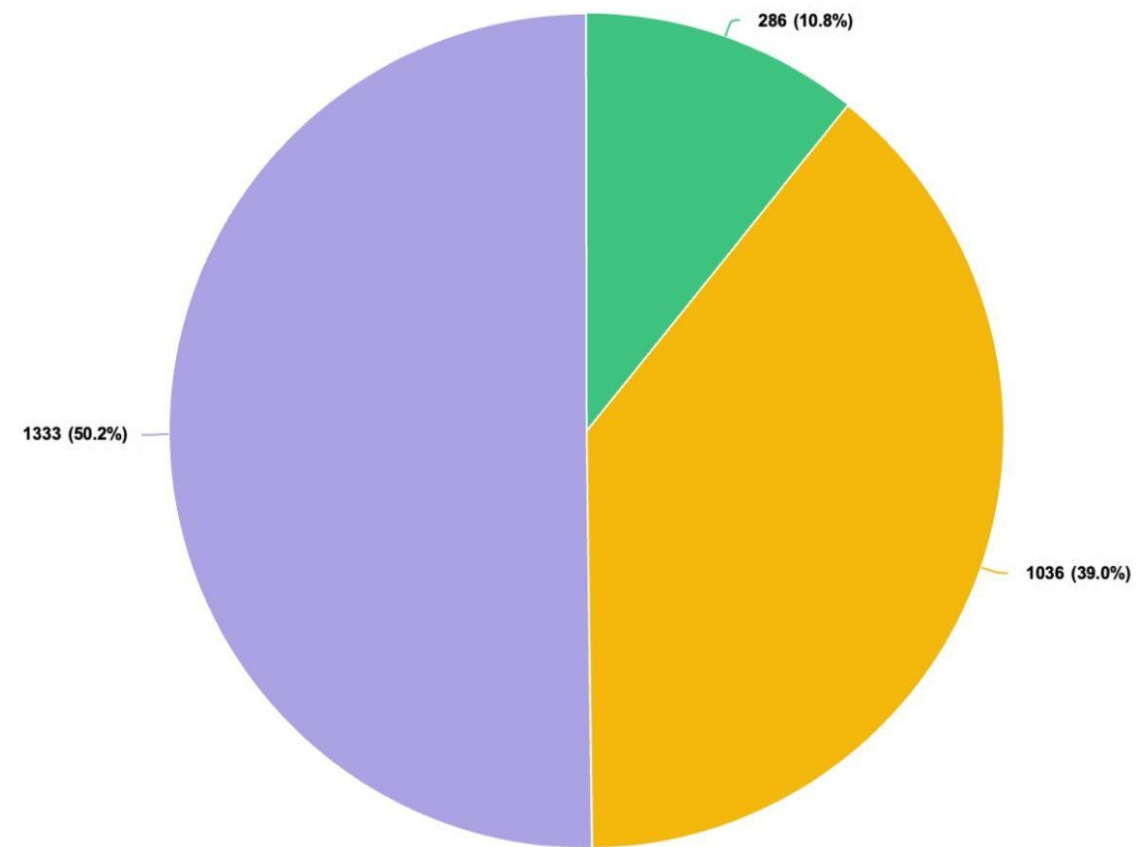


**Question options**

- Very comfortable
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- Very uncomfortable

Mandatory Question (2655 response(s))  
Question type: Radio Button Question

**Q19** If you use bikes as a mode of transportation, do you bike on Lonsdale Avenue? Select one option.

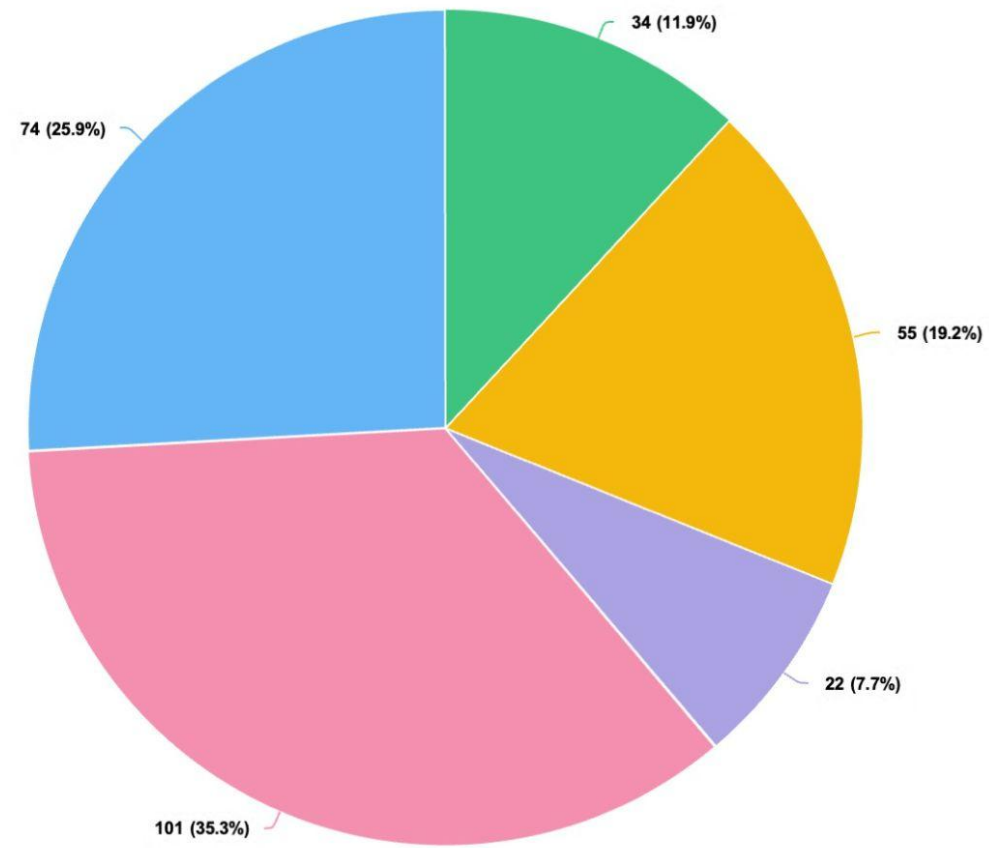


**Question options**

Yes  No  I do not use bikes as mode of transportation

*Mandatory Question (2655 response(s))  
Question type: Radio Button Question*

**Q20** How comfortable or uncomfortable do you feel biking on Lonsdale Avenue? Select one option.

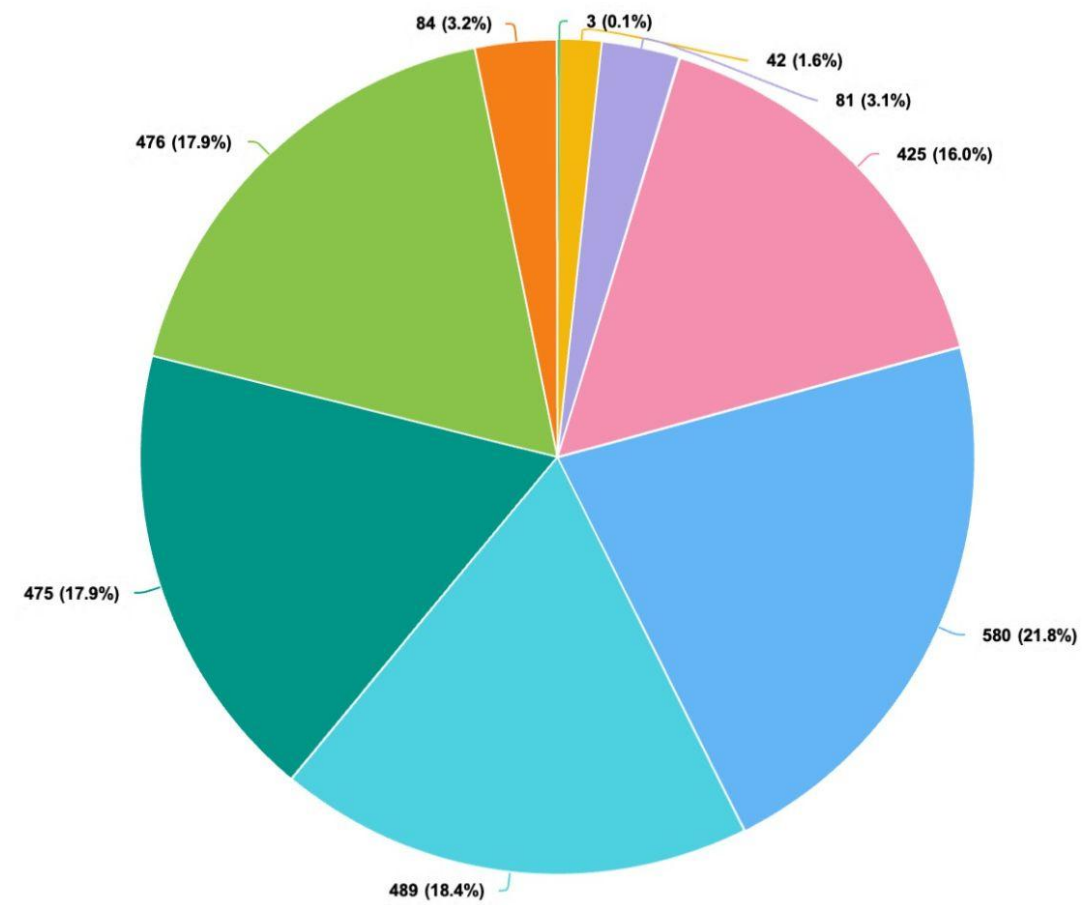


**Question options**

- Very comfortable
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- Very uncomfortable

Mandatory Question (286 response(s))  
Question type: Radio Button Question

**Q21** We are inviting input from people of all ages in our community. To help us understand who we are hearing from, please share your age range. (If you would prefer not to, simply click "Prefer not to say.")

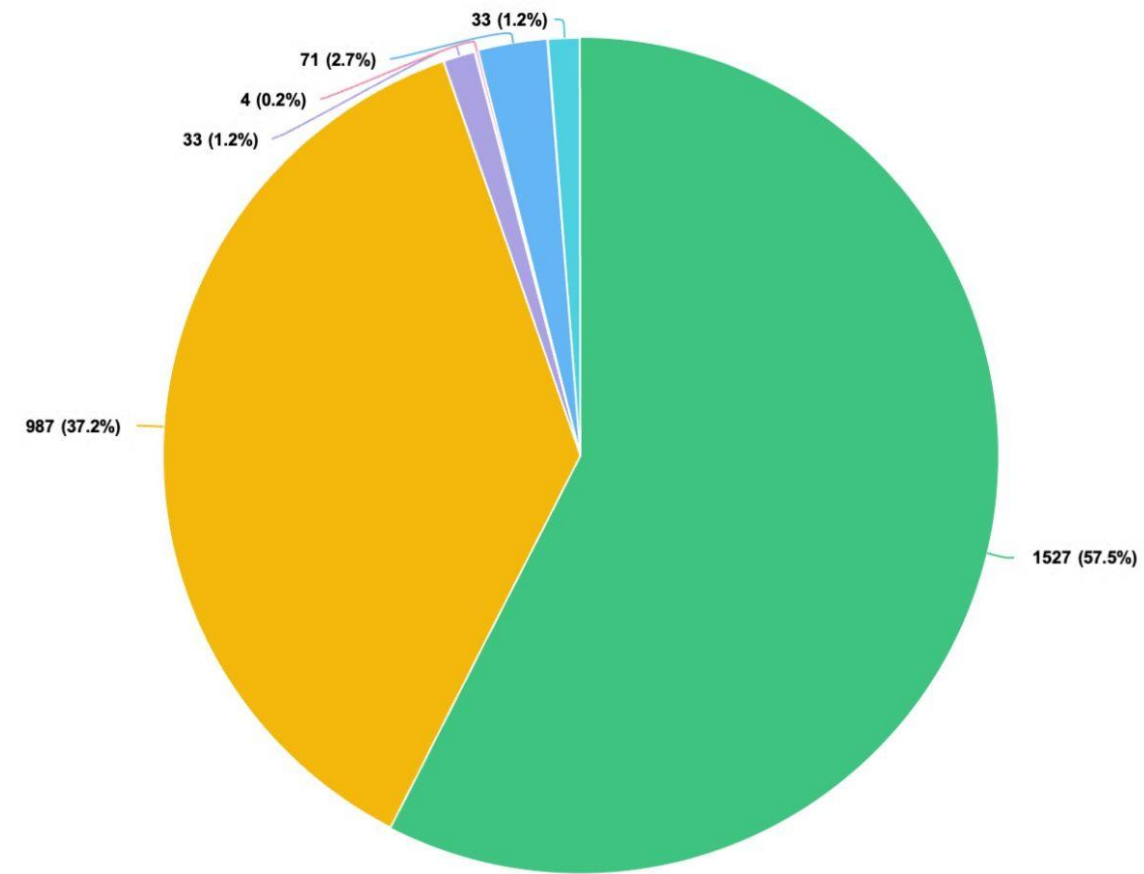


**Question options**

- 13 or younger
- 14 - 18
- 19 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+
- Prefer not to say

Mandatory Question (2655 response(s))  
Question type: Radio Button Question

Q22 What is your gender?

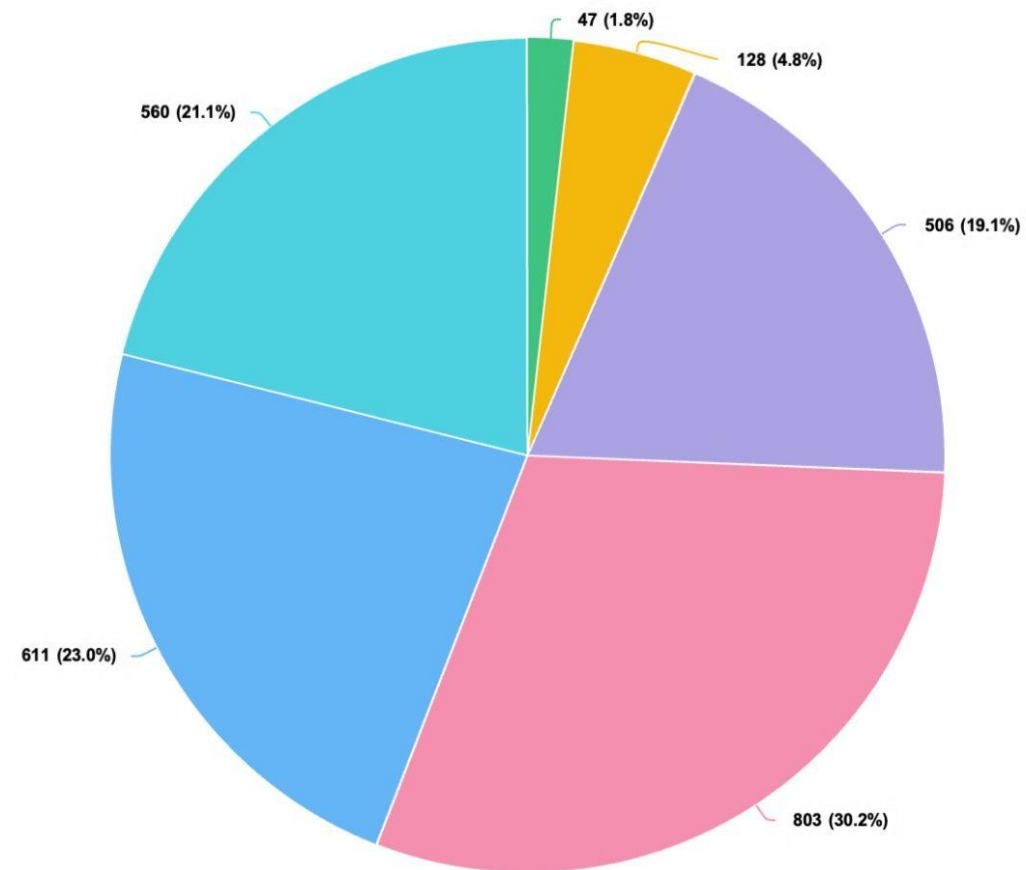


Question options

- Woman
- Man
- Non-binary or gender non-conforming
- Two-spirit
- Unsure /Prefer not to say
- I prefer to self-describe as:

Mandatory Question (2655 response(s))  
Question type: Radio Button Question

Q23 What is your total household income?

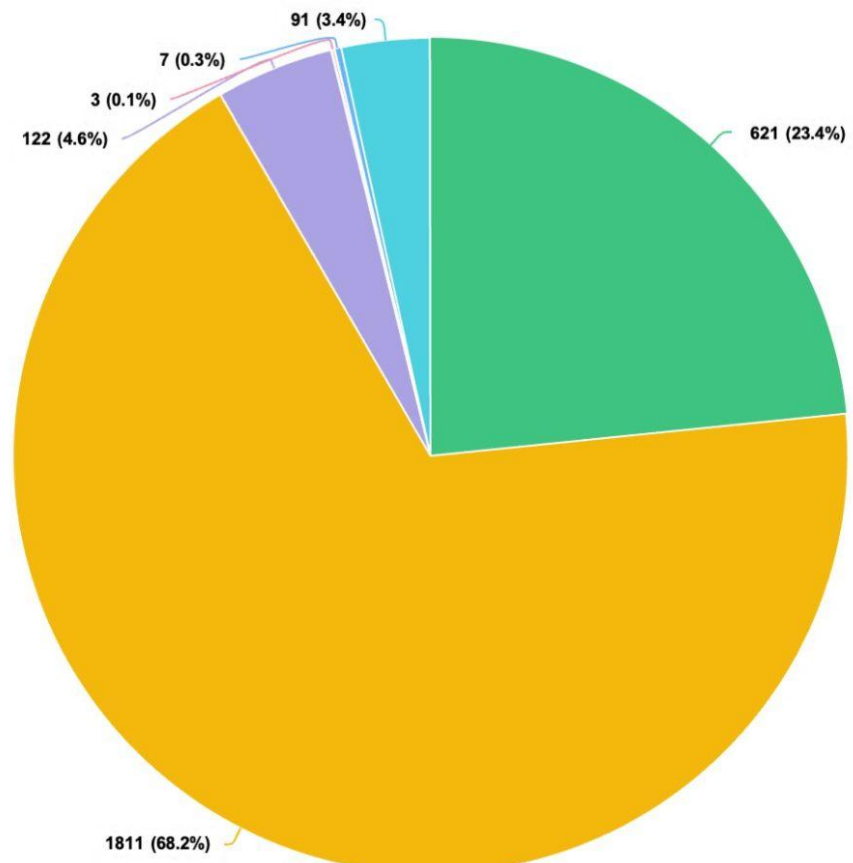


Question options

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$199,999
- \$200,000 or more
- Prefer not to say

Mandatory Question (2655 response(s))  
Question type: Radio Button Question

**Q24** Please choose the response that best describes your housing situation.

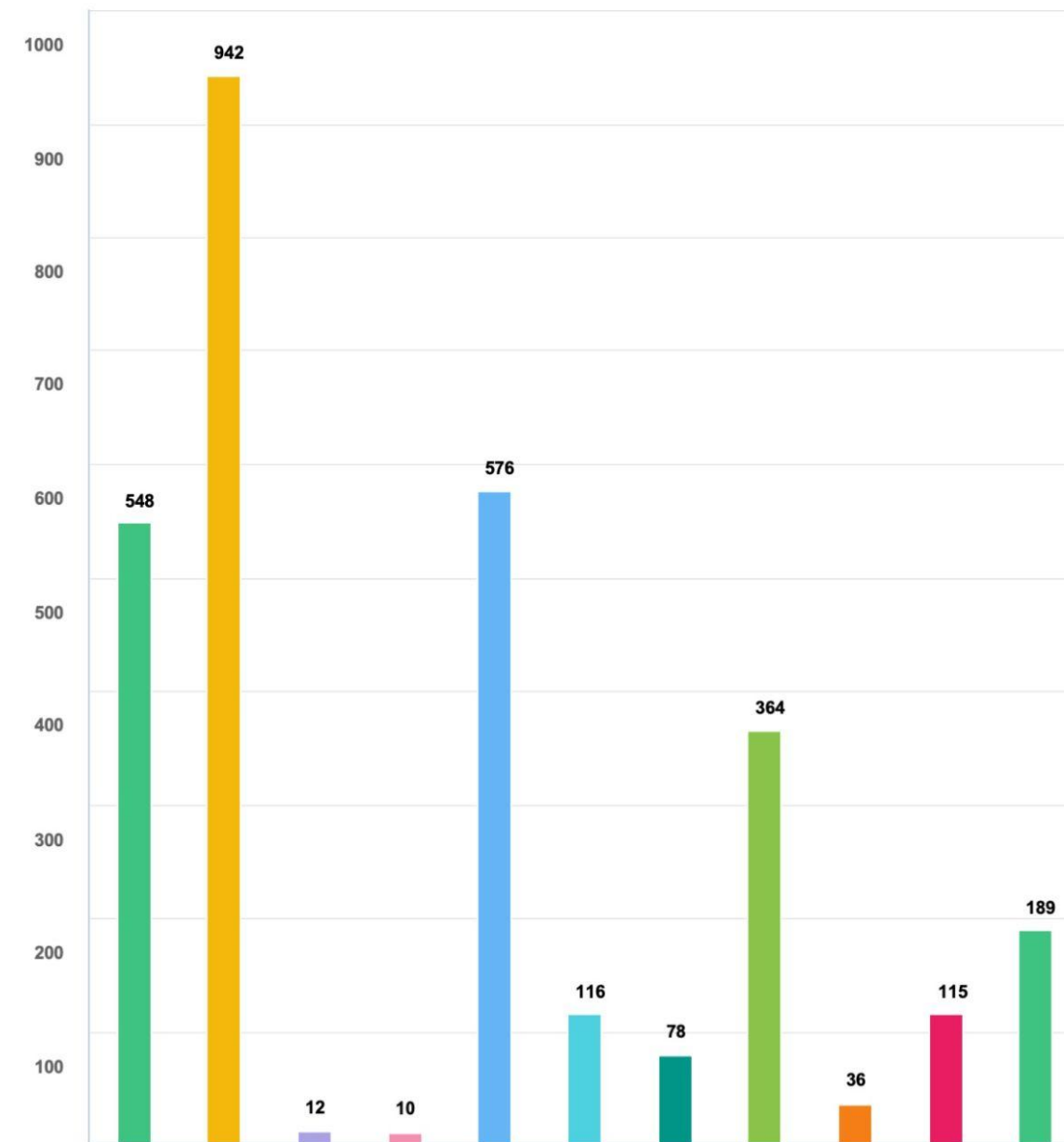


**Question options**

- Rent
- Own
- Living with family/friends
- I do not have a fixed address
- I have a place to stay
- Prefer not to say

Mandatory Question (2655 response(s))  
Question type: Radio Button Question

**Q25 How did you hear about this survey?**

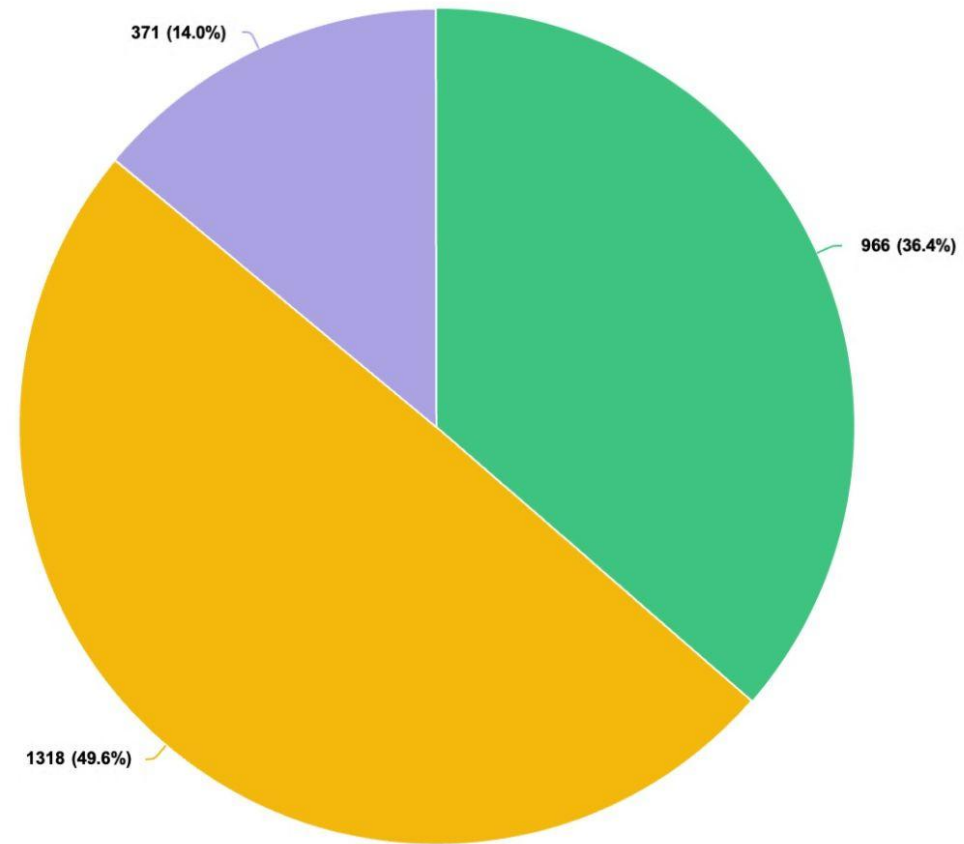


**Question options**

- Friends / family / word of mouth
- Social Media
- Sign/poster
- Mailout
- North Shore News ad (print or digital)
- Email from City of North Vancouver
- CityView eNewsletter
- Local media story
- Prefer not to say
- CNV.org
- Other (please specify)

*Mandatory Question (2655 response(s))  
Question type: Checkbox Question*

**Q26** Have you participated in a City of North Vancouver engagement process before?



**Question options**

● Yes ● No ● Not sure / Prefer not to say

*Mandatory Question (2655 response(s))*

*Question type: Radio Button Question*