

# Central Lonsdale Revitalization: Baseline Assessment

July 2023

Economic Development; Parks and Public Spaces



## The Great Street Concept

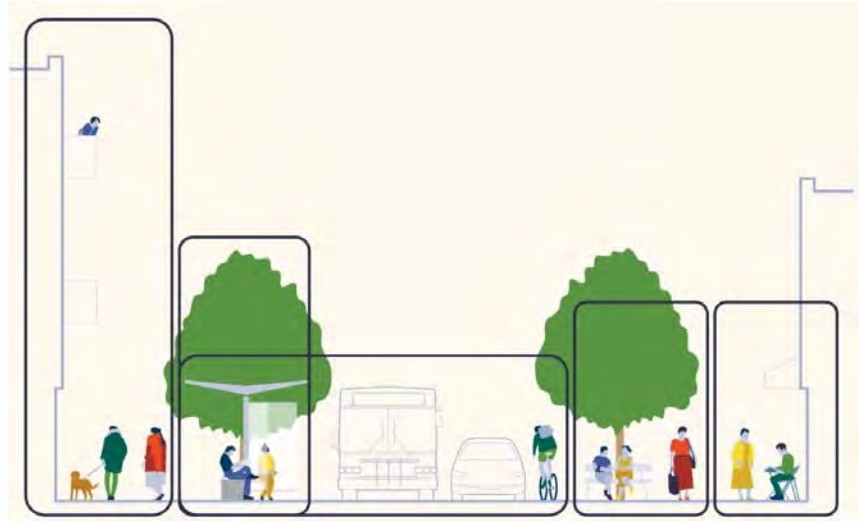
- Creates conditions for greater interactions between all users
- Embraces the human scale
- Defines the character of a city
- Prioritizes proximity
- Invites public life and participation



## Key Zones



- Private:
  - Development
- Public:
  - Pedestrian
  - Vehicle
  - Utility



## Central Lonsdale Context



- Metro Vancouver: Regional Town Centre; designated trucking route
- OCP: “the downtown for the North Shore”; “urban core of the City”; “pedestrian-scale, mixed-use streetfront”; “community living room”
- Council Strategic Plan
  - 2018-2022: *Build a new vision to revitalize Lonsdale Avenue as a high street*
- Corporate Business Plan
  - 2023-2024: *Develop a plan for Central Lonsdale to enhance esthetics, walkability, vibrancy, history and commercial activity*

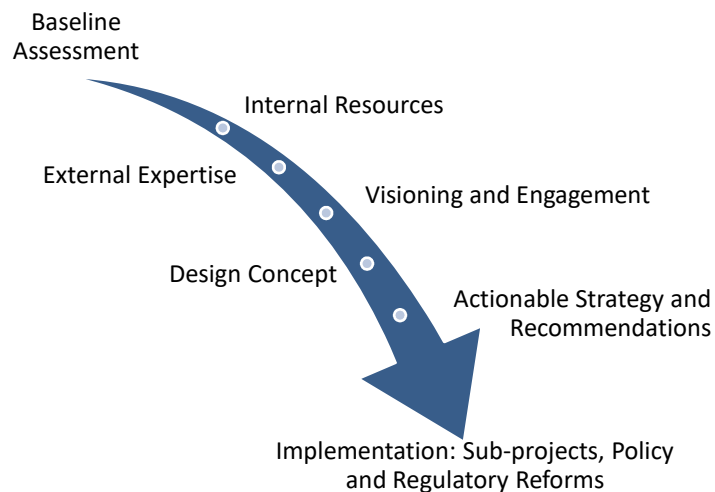


## The Opportunity



- Desirable community, central location
- Local, independent businesses
- Economic base for health and bio-sciences cluster
- Vital transit corridor
- Positive engagement with City Plaza and Open Streets
- High demand for new retail and office space
- Increasing residential density; infill housing
- Significant impact of HJRC
- Climate adaptations and community resilience

## The Roadmap



## Select Learnings from Baseline Assessment



## Densely Populated

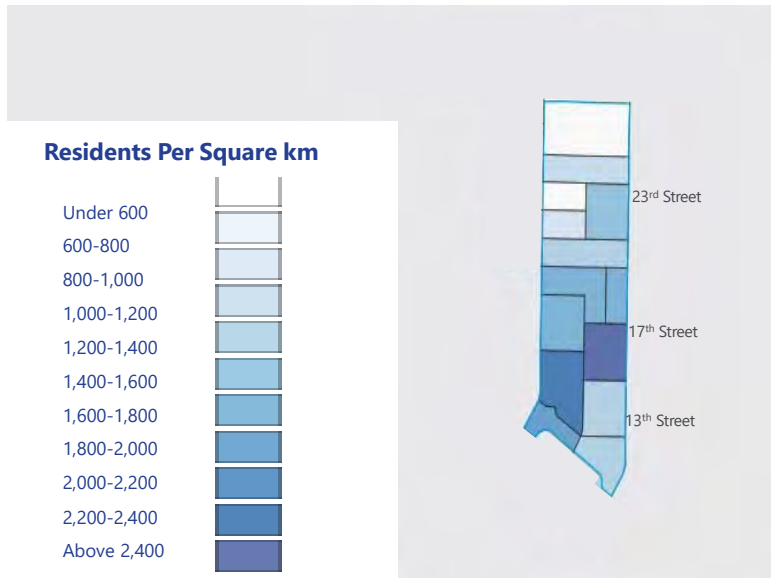
Central Lonsdale has the highest population density, with relatively small households compared to the rest of North Vancouver and the Metro Vancouver region.

	Greater Vancouver	District of North Vancouver	City of North Vancouver	Central Lonsdale Area
Population Density (per km <sup>2</sup> )	918	549	4,913	14,415
Population	2,642,825	88,168	58,120	12,046
Average Household Size	2.5	2.7	2.1	1.8



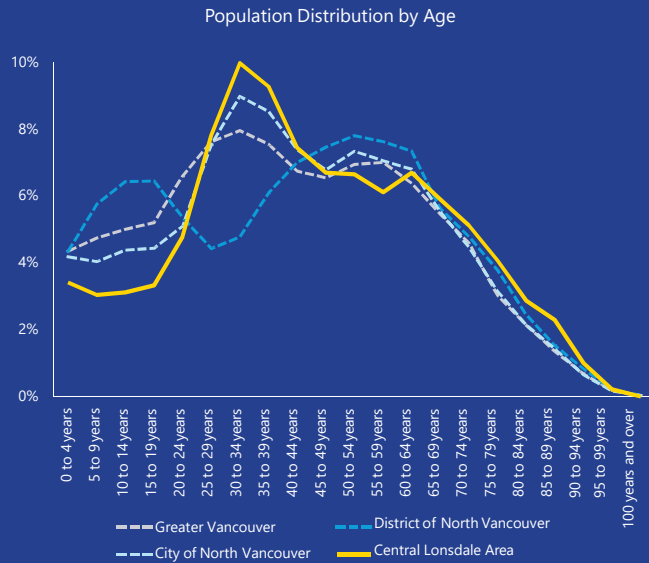
# Central Lonsdale Density

Central Lonsdale is most densely populated between Keith Rd. and 17<sup>th</sup> St



# Relatively Young

Central Lonsdale's residents roughly follow the same age breakdown as the City of North Vancouver, which are younger on average than both the District and Greater Vancouver



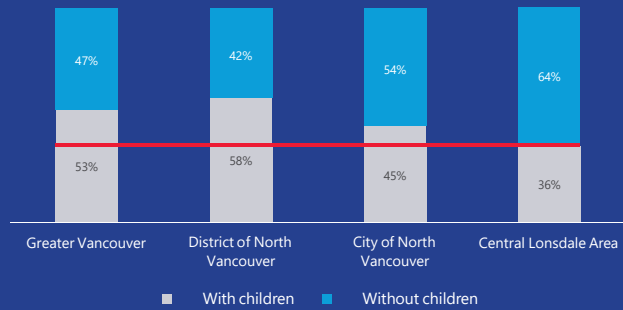
# Few Children

While Central Lonsdale may have fewer baby boomers, it also has fewer children resulting in a relatively higher average and median age compared to other comparable areas.

Age Statistics

	Greater Vancouver	District of North Vancouver	City of North Vancouver	Central Lonsdale Area
Average age of the population	41.7	42.8	42.7	45.7
Median age of the population	40.8	44.4	42	43

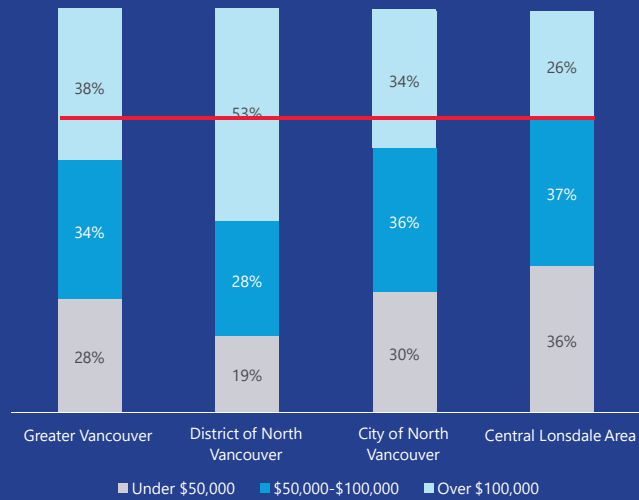
Couple-Family Households with Children

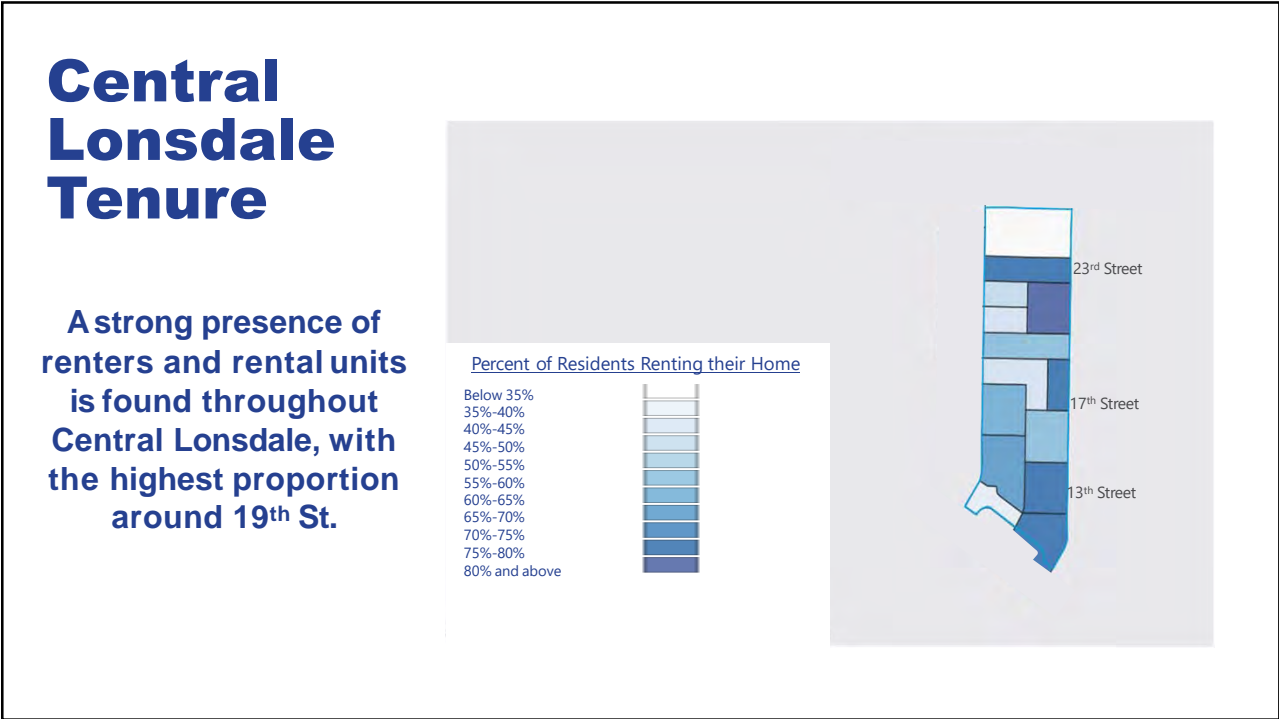
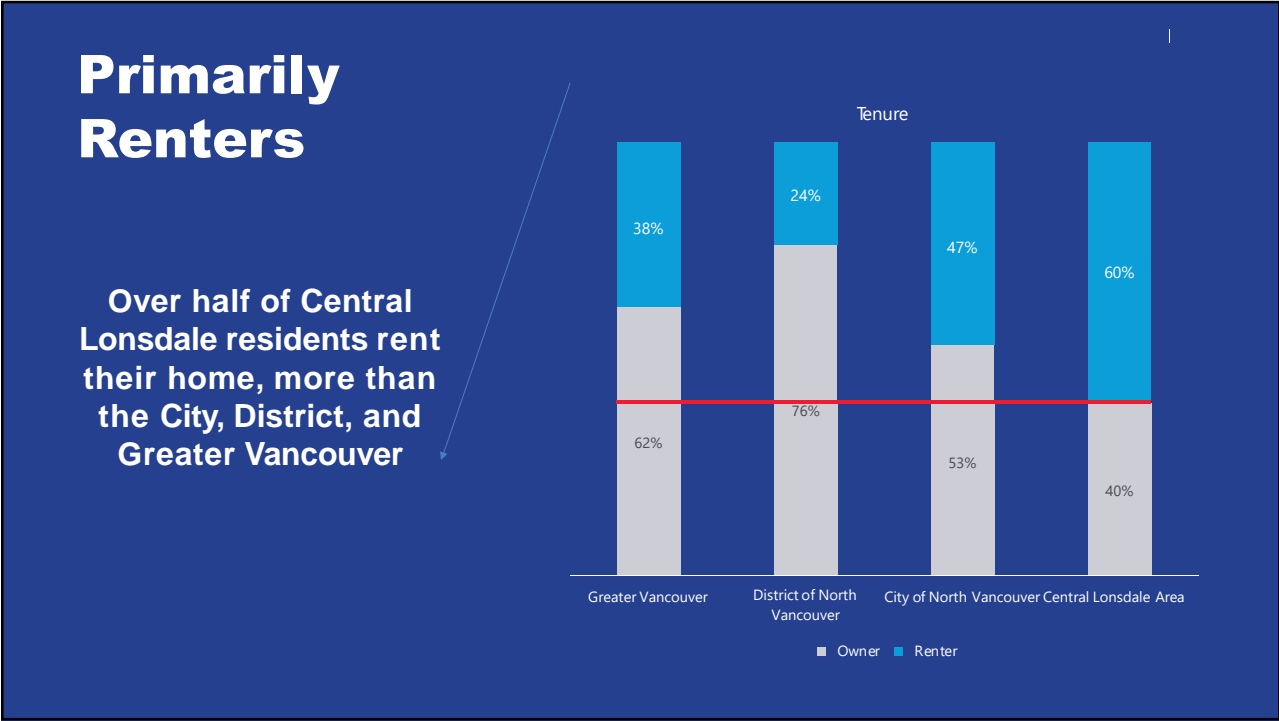


# Lower Incomes

26% of Central Lonsdale households earned over \$100,000 in 2020, the smallest proportion of the comparable areas.

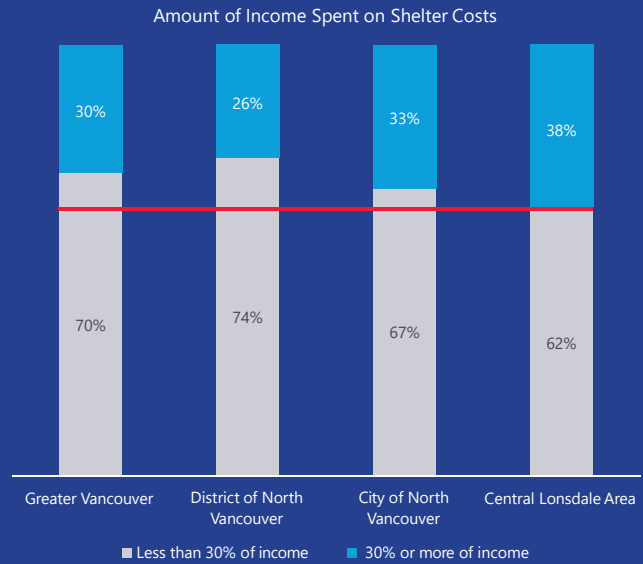
Household After-Tax Income Groups (2020)





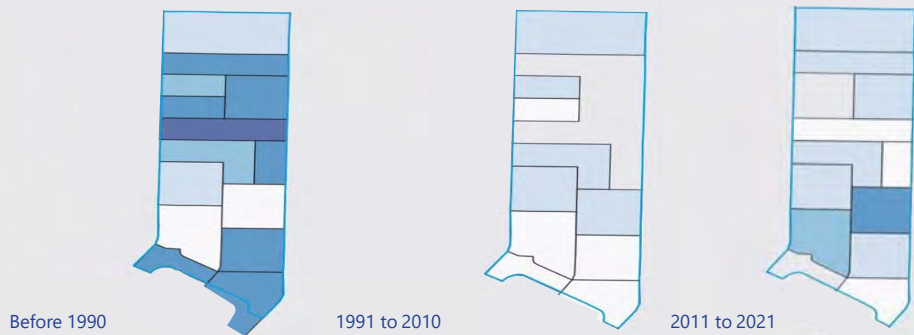
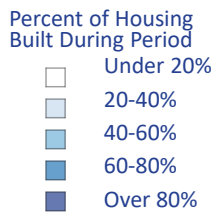
# Somewhat Affordable

Nearly 40% of Central Lonsdale residents spend 30% or more of their income on their dwelling, which is a higher rate than other areas compared.



# Central Lonsdale Residential Structure Age

Limited new housing stock; majority of housing built before 1990





# Residential Growth

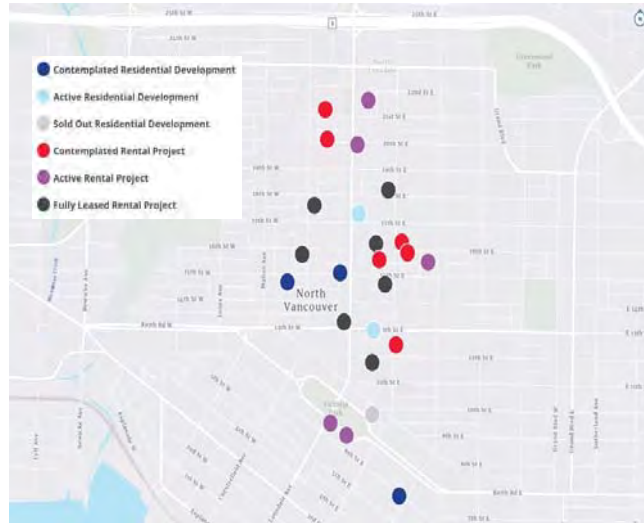
**Strong population and housing growth = increasing local market for business**

**Medium vs. long term comparisons:**

Term	New Units	New Residents
Medium (5 Years)	1977	3280
Long (10 Years)	801	1223

The most significant growth is anticipated to occur in the rental market (both medium and long term) – the majority of which will be 1- and 2-bedroom units.

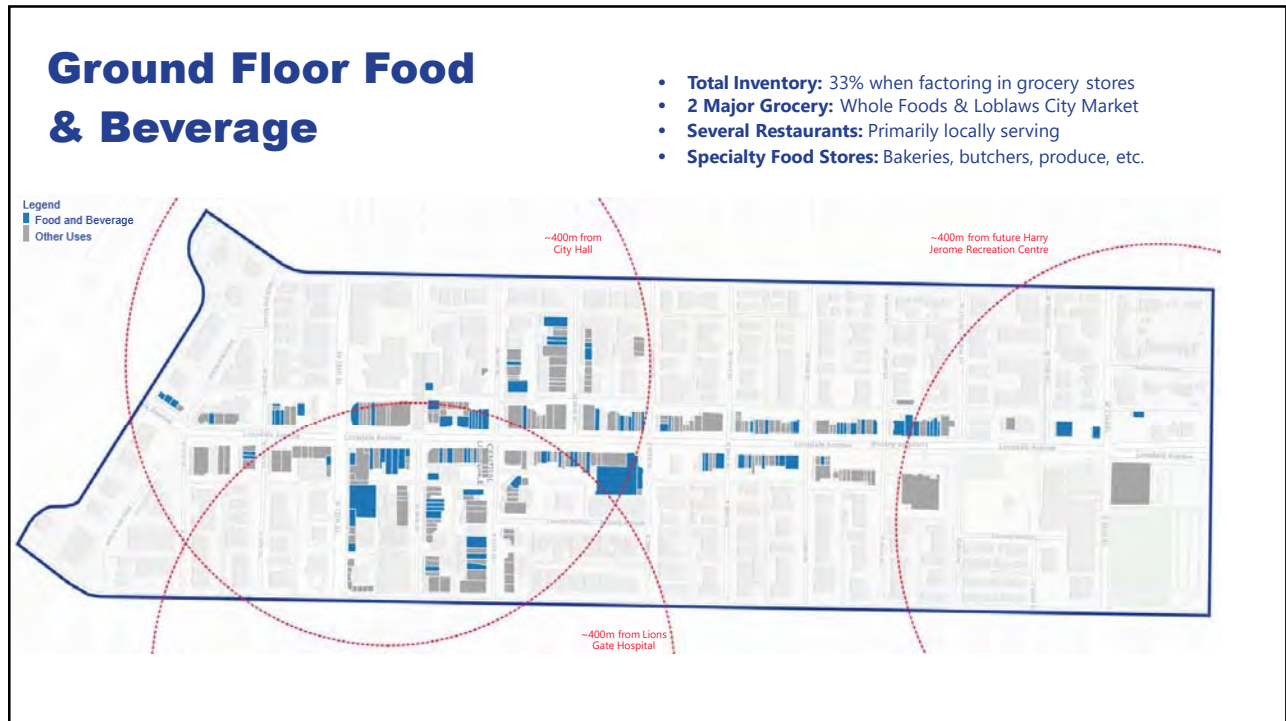
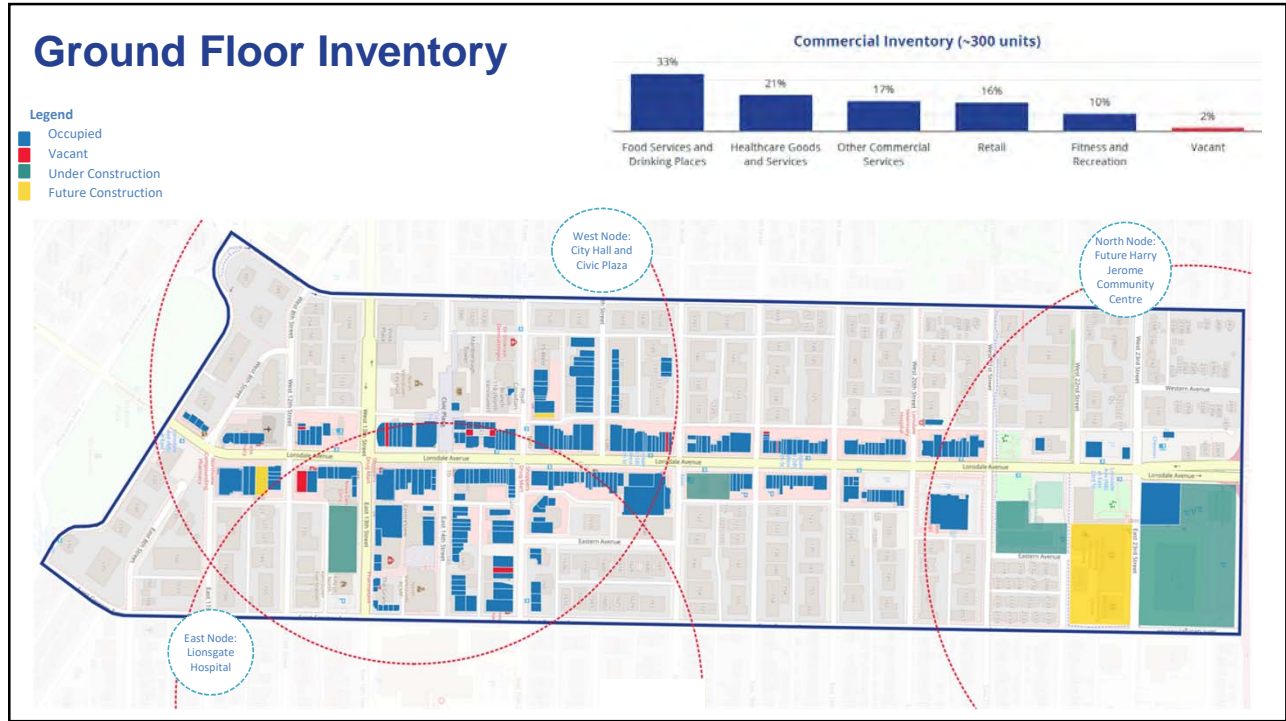
**Central Lonsdale Residential Development**



# North Shore Retail

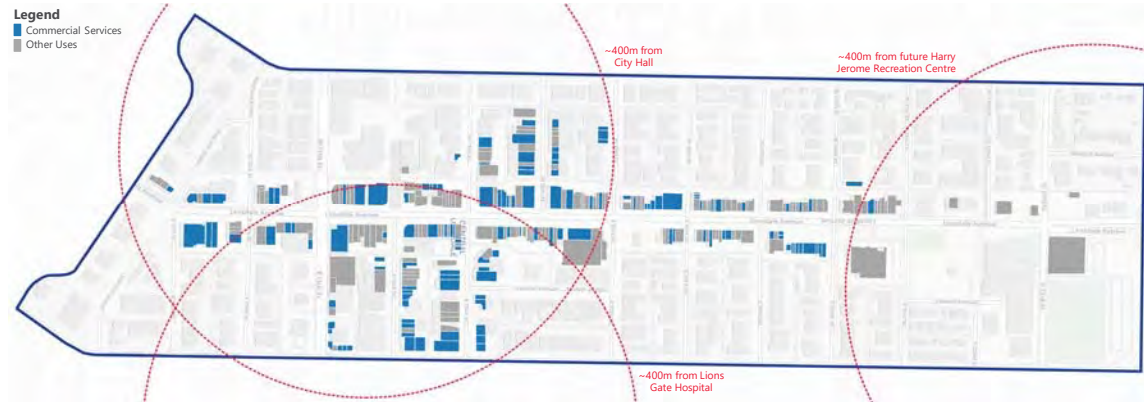
- High absorption rates & demand,
- New tenants seeking larger floorplans with build-to-suit options
- Easy access and transportation considerations

North Shore Q3, 2022 Retail Market Summary	Greater Vancouver (Urban) Q3, 2022 Retail Market Summary	Greater Vancouver (Sub-Urban) Q3, 2022 Retail Market Summary
<b>0.89%</b> Vacancy Rate	<b>2.5%</b> Vacancy Rate	<b>2.3%</b> Vacancy Rate
<b>\$45-60</b> Avg. CRU Net Rent (PSF/annum)	<b>\$50-70</b> Avg. CRU Net Rent (PSF/annum)	<b>\$20-65</b> Avg. CRU Net Rent (PSF/annum)
<b>\$15-20</b> Avg. Additional Rent (PSF/annum)		



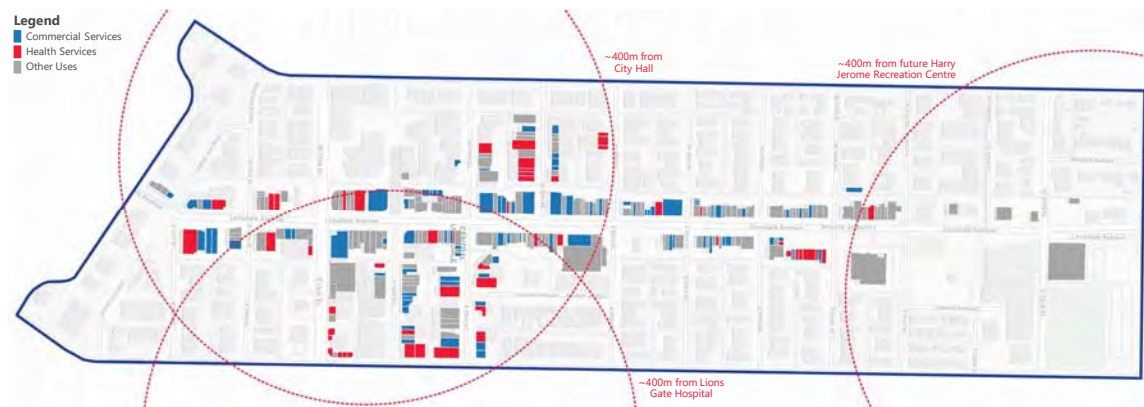
## Ground Floor Commercial Services

- **Significant Supply:** 38% when factoring in health users
- **Clustering:** Majority located near the hospital and City Hall
- **Healthcare Goods & Services:** 21% of inventory
- **Financial & Professional Services:** 12% of inventory
- **Personal Care Services:** 6% of inventory



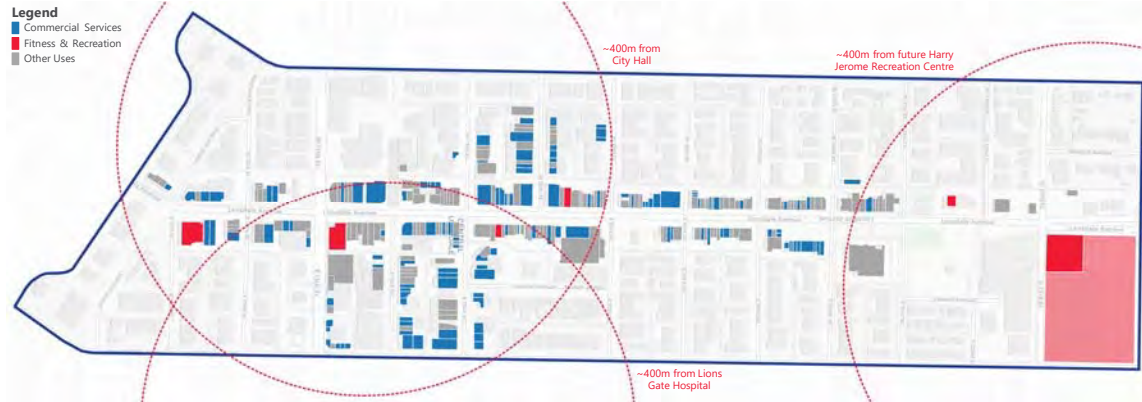
## Ground Floor Health Services

- **Medical Clinics:** Several doctors, physio, clinics, etc.
- **Dental Clinics:** Several dental clinics
- **Clustering:** Many in close proximity to the hospital
- **Pharmacies:** 10 pharmacies not including London Drugs and Shoppers Drug Mart



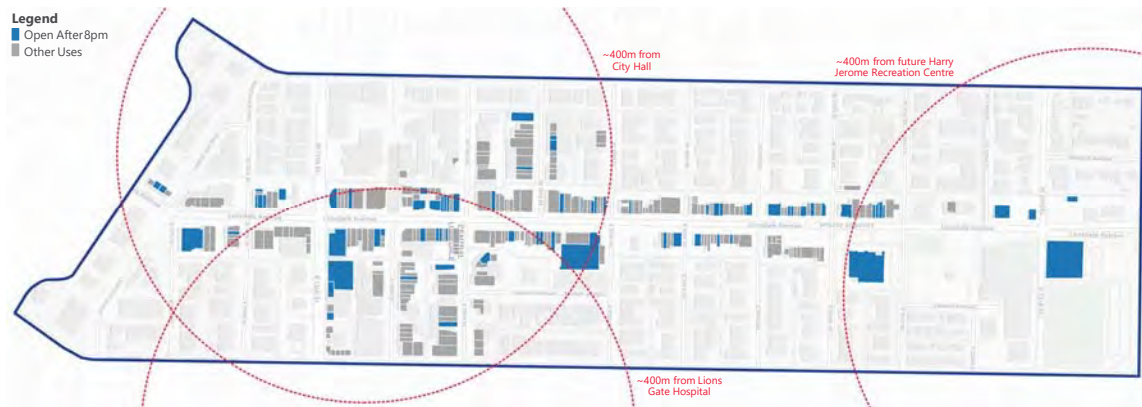
# Ground Floor Fitness & Recreation

- **Fitness Centres:** Club 16, She's Fit!, Fitness World
- **Limited Boutique Offerings:** F45, Oxygen Yoga
- **Recreation:** Existing and upcoming Harry Jerome
- **Entertainment:** King Pins Bowling and Centennial Theatre



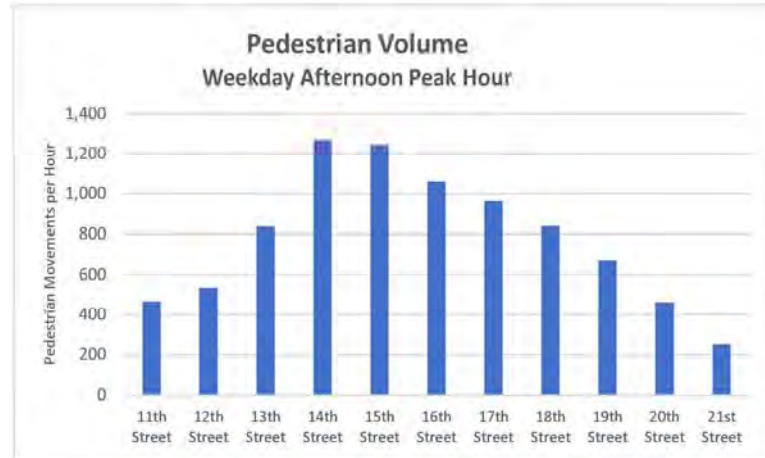
# Ground Floor Open After 8pm

- **Limited Evening Activity:** 24% of tenants open after 8pm
- **Limited Evening Entertainment:** Likely demand for more social gathering spots
- **Fragmented:** Distributed without any concentrated nodes of evening activity



## Pedestrians

- Most recent observations January 2023
- Highest activity in the middle section from 14<sup>th</sup> Street to 16<sup>th</sup> Street
- Seniors comprise 10-15%
- Jaywalking on side streets



## Pedestrians

- Narrow sidewalks along most of the intersecting streets
- Challenging width for oncoming or passing micro-mobility traffic
- With new development, improved sidewalk & landscape treatments
- Lonsdale sidewalks wider but affected by transit shelters, street furniture, uneven surfaces











**Hayes Street,  
San Francisco**

- 142 Total Retail Businesses
- 2 Activated Vacant Parcels
- 23% Clothing Retail
- 25% Restaurants
- 41% Active Storefront
- 85% Local Businesses

**Key Success Factors**

- ✓ Small Business Support
- ✓ Space to Innovate

# Commercial Drive, Vancouver



Produce Display at Norman's Community Market



On-street Patios



Activated High-Visibility Retail Frontage at Corner

- 288 Total Retail Businesses
- 1 Community Centre Hub
- 22% Restaurants
- 17% Take-out Restaurant
- 25% Active Storefront
- 95% Local Businesses

## Key Success Factors

- ✓ Small Business Support
- ✓ Unpolished Yet Inviting Character

# Ossington Avenue, Toronto



Ossington Strip Curbside Patios



Pop-up Market



- 243 Total Retail Businesses
- 4 Temporary – including markets, food trucks
- 26% Full-Service Restaurant
- 17% Quick-Service Restaurant
- 49% Active Storefront
- 87% Local Businesses

## Key Success Factors

- ✓ Trinity Bellwoods Park
- ✓ Retail Mix
- ✓ Business-Initiated Patio Program



## **Eighth Street, Boise**

136 Total Retail Businesses

190k square foot  
Arena and  
Convention Centre

32% Restaurants

15% Take-out Restaurant

33% Active Storefront

87% Local Businesses

### **Key Success Factors**

- ✓ Market as Catalyst
- ✓ Pilot to Permanent
- ✓ Public-Private Investment



## **Calle Ocho, Miami**

89 Total Retail Businesses

20 Art Galleries

21% Restaurants

11% Take-out Restaurant

38% Active Storefront

83% Local Businesses

### **Key Success Factors**

- ✓ Heritage Preservation
- ✓ Street Festivals