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The Corporation of **THE CITY OF NORTH VANCOUVER**  
**REAL ESTATE, FACILITIES &  
ECONOMIC DEVELOPMENT DEPARTMENT**

**REPORT**

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To: Mayor Linda Buchanan and Members of Council

From: Mark Chan, Director, Real Estate, Facilities and Economic Development  
Gavin Duffus, Acting Manager, Economic Development

Subject: LONSDALE GREAT STREET – PHASE ONE

Date: February 10, 2025 File No: 02-0800-01-0001/2025

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*The following is a suggested recommendation only. Refer to Council Minutes for adopted resolution.*

**RECOMMENDATION**

PURSUANT to the report of the Director, Real Estate, Facilities and Economic Development, and the Acting Manager, Economic Development, dated February 10, 2025, entitled "Lonsdale Great Street – Phase One":

THAT the report of the Director, Real Estate, Facilities and Economic Development, and the Acting Manager, Economic Development, dated February 10, 2025, entitled "Lonsdale Great Street – Phase One", be received for information.

**ATTACHMENTS**

1. Lonsdale Great Street Public Survey Summary (CityDocs [2634593](#))

**SUMMARY**

The Lonsdale Great Street Project advances Council's Strategic Plan - Vibrant City priority to "reimagine, revitalize and repurpose Central Lonsdale Avenue as a 'great street' to support commercial activity, enhance esthetics, walkability, vibrancy and history."

The Project is currently in the public engagement phase (phase one of the four phase workplan). An online survey was conducted from January 10 to 31 with over 2,600 responses, an in-person engagement event was held at the Civic Plaza on January 17

and 18, and an Open House will be held at City Hall on February 20. At the February 24 Council Meeting, Council will have an opportunity to provide early input on the Project before this first phase of public engagement concludes.

The Project Team will then consider all of the input received from the public engagement, and prepare a “What We Heard” report, together with a “Preliminary Issues and Considerations” report. Thereafter, the Project will move into Phases Two, Three and Four of the workplan, which will include further opportunities for public engagement and Council input and direction.

## **INTRODUCTION**

The Lonsdale Great Street Project is a priority in Council’s Strategic Plan under the section “A Vibrant City” which states:

*“Reimagine, revitalize and repurpose Central Lonsdale Avenue as a ‘great street’ to support commercial activity, enhance esthetics, walkability, vibrancy and history”.*

The Project will help revitalize Central Lonsdale, and grow and enhance the area from an economic development lens. The Project is intended to identify what the City can do in terms of policy, investment, collaboration and advocacy to create the right environment for existing and new businesses to thrive. It will also focus on serving the growing numbers of residents in the area now and into the future.

The Project considers: land use; urban design; business mix, attraction and retention; public realm and streetscape; above and below ground infrastructure; mobility; accessibility; sustainability; temporary activations / pilot projects; financial and other incentives; feasibility analysis; phasing and costing.

The Project is divided into four main Phases:

- Phase One – Preliminary Public Engagement;
- Phase Two – Emerging Directions, Evaluation Framework, and Concept Scenarios;
- Phase Three – Comprehensive Plan and Feasibility Analysis; and
- Phase Four – Implementation Plan and Final Report.

## **PROJECT INFORMATION**

The Project study area is generally bounded by the Upper Levels Highway to the north, Victoria Park to the south, St. Georges Avenue to the east, and Chesterfield Avenue to the west.

The Project is currently in Phase One of a workplan which will be completed in 2025 (see below for more information).



Below are some high level comments on the deliverables mentioned above.

- Phase One will summarize the main themes in a “What We Heard” report and “Preliminary Issues and Considerations” report.
- Phase Two will include the development of Concept Scenarios together with an Evaluation Framework to enable the systematic evaluation of the scenarios. Phase Two will also identify temporary activations / pilot projects that can be implemented quickly from 2025 to 2026.
- Phase Three will include the delivery of the Comprehensive Plan, and high level feasibility analysis to ensure that the plan is practical and achievable.
- Phase Four will include the Implementation Plan and Final Report that will consider aspects including: phasing; cost estimates; financial and other incentives; commercial business attraction and retention strategies.

The overall Project is intended to produce a written comprehensive plan, and capital works through temporary activations / pilot projects to be constructed from 2025 to 2026. While the Project will not result in detailed construction drawings, Phase Four will include an implementation plan to identify and enable the design and construction of temporary activations / pilot projects during 2025 to 2026.

### Preliminary Project Identity and Values

Preliminary Project Identity and Values have guided the Project in its early stages, prior to the conclusion of public engagement. After the Phase One public engagement, staff will use the results of the public engagement, Council input, and other elements to build from the Preliminary Identity and Values to develop the draft Project Vision & Goals.

The Project Vision & Goals is a deliverable in Phase Two of the Workplan. The Project Vision & Goals will articulate the desired future state of the Project, and the objectives that will help us get there.

The Preliminary Project Identity and Values are set out below:

*Economic Development as Primary Driver:* The project's primary goal is to stimulate economic development, with the street as a supporting element.

*Local Character:* Protecting and enhancing the unique character of the neighborhood, including supporting existing businesses, particularly local businesses. Focus on the specific needs of businesses, particularly regarding floor plate sizes, second-floor activation, and infrastructure requirements that ensure the street preserves an intimate feel, encouraging pedestrian activity.

*Enhanced Public Realm:* Prioritizing pedestrian and human experience, creating development tools that create inviting, intimate public spaces, and improving accessibility. “Lonsdale is a “to-street” not a “through-street.”

*Balanced Priorities and Public Policy Objectives:* Addressing the needs of various interest holders, including *residents*, businesses, transit users, etc., while recognizing that potential incentives may be necessary to achieve certain policy objectives.

*Systemic Approach:* Consider the entire corridor as an interconnected system of segments, optimizing the relationship between land use and transportation, while prioritizing key areas for focused intervention.

*Community Engagement:* Gathering input through meetings, surveys, and other engagement strategies.

*Data-Driven Decision Making:* Leveraging existing data and conducting additional analysis to inform design choices and future planning.

*Infrastructure and Placemaking:* Plan for infrastructure improvements, including transportation options, that enhance the public realm, support pedestrian mobility, and create a more attractive and accessible environment that serves both local residents and the broader community as a regional town centre.

*Flexible Design:* Creating a plan that can adapt to future changes, such as technological advancements and evolving community needs.

*Sustainable Development:* Incorporating sustainable design principles and materials to minimize environmental impact.

*Phased Implementation and Financial Planning:* Develop an adaptive phased *implementation* plan, balancing immediate needs (short-term priorities) with long-term goals, while considering project feasibility and potential incentivizing and funding sources.

## Public Engagement

The Project is currently in Phase One with public engagement having commenced on January 10. This preliminary public engagement focuses on raising awareness, gathering broad public input, identifying key issues, and creating opportunities for ongoing communication (including identifying interested participants). Staff have used various tools to raise awareness including: media releases; social media; print ads; handouts; street level signage; information boards; and direct phone and in person engagement.

A survey was conducted for three weeks from January 10 to 31, and an in person event was held at the Civic Plaza on January 17 and 18. The response to the survey has been very strong, with over 2,600 responses, representing the most significant survey response seen by the City to date. An Open House will also be held on February 20<sup>th</sup>.

This report was prepared as of February 10, with information available at that time. The Project Team is summarizing the over 2,600 responses to the survey. The Project Team will create a “What We Heard” report. Appendix 1 has early findings. At the February 24 Council Meeting, the Project Team will provide an update on the public engagement including the Open House to be held on February 20.

### **FINANCIAL IMPLICATIONS**

The Project has a total budget of \$2.1M, of which \$2M is funded by the Growing Communities Fund grant. Phase Two will identify some potential capital expenditures for temporary activations / pilot projects. Some longer term aspects of the plan, such as streetscape and infrastructure improvements, will be achieved as new development occurs over the medium to long term. Phases Three and Four of the Workplan include costing, phasing and financing analysis which will provide further information about financial implications.

### **INTER-DEPARTMENTAL IMPLICATIONS**

The Project has involvement from all major departments, and includes interdepartmental representation at both the Steering Committee and Working Group level.

### **STRATEGIC PLAN, OCP OR POLICY IMPLICATIONS**

The Project is a priority in Council’s Strategic Plan under the heading “A Vibrant City” which states “Reimagine, revitalize and repurpose Central Lonsdale Avenue as a ‘great street’ to support commercial activity, enhance esthetics, walkability, vibrancy and history”. The Project is also supported by policy contained within the Official Community Plan and Economic Strategy.

RESPECTFULLY SUBMITTED:



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Mark Chan  
Director, Real Estate, Facilities and Economic  
Development



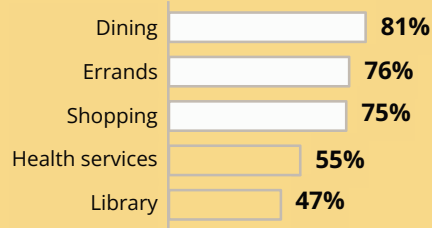
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Gavin Duffus  
Acting Manager, Economic Development

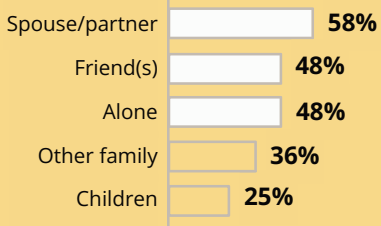
# Central Lonsdale Today

Survey respondents visit Central Lonsdale for a variety of reasons, alone and with others, across all seasons of the year.

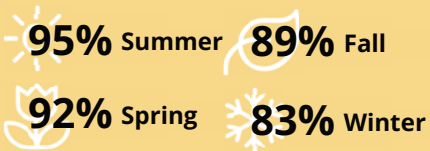
### Why do you typically visit:



### Who is with you when you visit:



### Which seasons do you visit:



All stats on this slide are from multiple choice questions.

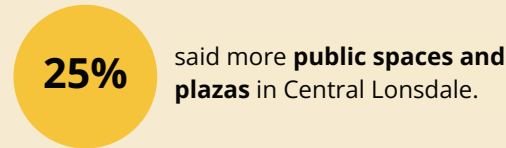
# Central Lonsdale Tomorrow

Many respondents want Lonsdale Avenue to be a comfortable place for walking and spending time, equipped with art and public spaces.

### What would you like to see more of:



### Which improvements would make getting to, from, and around Central Lonsdale a better experience:



We asked survey respondents what they wish they could do in Central Lonsdale that they cannot do today...

“ More ease of walkability for families with young children”

“ Less of a car-focused street... Better options for active transport (e.g. more bike parking in front of shops more Lime bike (or similar) stations. **Just a better space and experience for pedestrians.**”

“ Even though there has been an attempt to add curbside seating areas, **it's not a particularly inviting area to sit and hang out. More trees, more green spaces may help with that.**”

“ A more vibrant nightlife. Not necessarily bars/pubs, but **a reason to go to Central Lonsdale after 8PM.** Currently, the area is very quiet after this time, even on a Friday or Saturday night.”

“ Cycle safely and comfortably on Lonsdale. Walk down the middle of the road. **Sit on a patio with peace and quiet, not the roar of cars and trucks. Have a smoke-free experience. Enjoy nightlife even if I'm just watching other people enjoying nightlife...**”

“ More variety in dining options. More ground floor retail, less money services businesses.”

# Central Lonsdale Today

Survey respondents appreciate trees and greenery in Central Lonsdale and report that it adds to their experience in the neighborhood.

Survey respondents reported their favorite things about Central Lonsdale today:

“ Trees make it pleasant, providing shade in the summer.”

“ The parks and trees/green spaces”

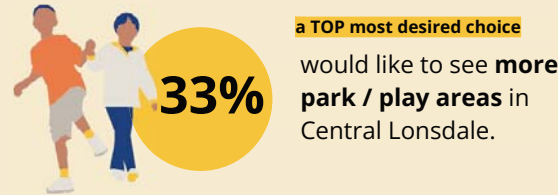
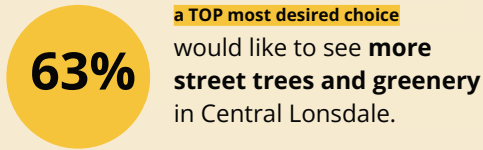
“ There are some lovely green spaces along Lonsdale Ave such as Rey Sargent Park or the historic trees and flowers by Harry Jerome Rec Centre. Having these areas for children to play and for others to rest and see greenery is a nice break along a busy, retail corridor.”

All stats on this slide are from multiple choice questions.

# Central Lonsdale Tomorrow

More street trees, greenery and parks were among respondents top wishes for the future of Central Lonsdale.

What would you like to see more of:



Which of the following statements about Central Lonsdale is most important to you:



City of North Vancouver Lonsdale Great Street

We asked survey respondents what they wish they could do in Central Lonsdale that they cannot do today...

“ I wish there were a park with trees to sit and have a picnic closer to upper lonsdale.”

“ The traffic is heavy, so I think **more greenery could help create a safer feeling environment** to block the traffic sound & pollution smell.”

“ I can't enjoy nature as there are **hardly no trees or plantings to encourage biodiversity of insects and bird life**.”

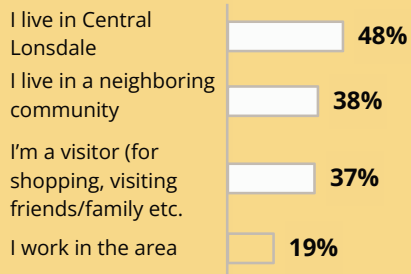
“ Sit in a park where there's **enough trees and bushes that I can forget I'm in a city**.”



# Central Lonsdale Today

Many survey respondents live in Central Lonsdale or a neighboring community and report that their favorite part of the neighborhood is the diversity of commerce available.

Survey respondents had varying relationships to Central Lonsdale:



Survey respondents reported their favorite things about Central Lonsdale today:

“The many small mom and pop shops and markets.”

“Central Lonsdale is vibrant and bustling, with a mix of restaurants, cafes, and shops that reflect the cultural diversity of North Vancouver.”

All stats on this slide are from multiple choice questions.

## Land Use and Planning

# Central Lonsdale Tomorrow

Survey respondents feel it important that Central Lonsdale retains its character, and would like to see more local businesses, food & beverage offerings and retail in the area.

Which of the following statements about Central Lonsdale is most important to you:

**48%** a TOP most important statement feel it is important that Central Lonsdale is **lively with businesses and commerce.**

**26%** a TOP most important statement feel it is important that Central Lonsdale's **Character is preserved and enhanced.**

Survey respondents would like to see a variety of amenities in Central Lonsdale:



City of North Vancouver Lonsdale Great Street

We asked survey respondents what they wish they could do in Central Lonsdale that they cannot do today...

“I wish there was more great housing, more condos and rental options.”

“Need more mixed used, low-rise development and improve the look of shops - it's quite dingy and unappealing.”

“We are desperately lacking a little art house cinema.”

“More density! Central Lonsdale can be planned to allow for vibrant, ground floor retail and commercial space with residential and office shafts above while retaining view shafts and natural light.”  
- 2025 Lonsdale Great Street Survey

“I wish there were venues that offer comedy nights, maybe small venue live music, any kind of performance would be fun.”

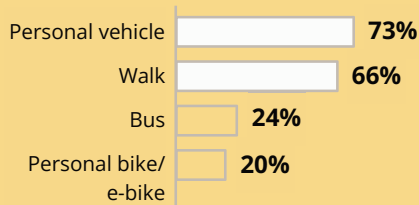
“Please please keep the view to the mountains open.”



# Central Lonsdale Today

Survey respondents primarily drive or walk to drive to Central Lonsdale, find it easy to get there and feel comfortable walking, rolling or using an assisted mobility device.

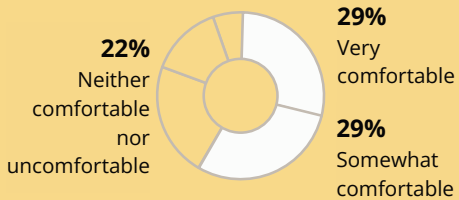
How do you get to Lonsdale Avenue\*:



How easy is it to get to Lonsdale Avenue:



How comfortable do you feel walking, rolling or using an assisted mobility device on Lonsdale Avenue:

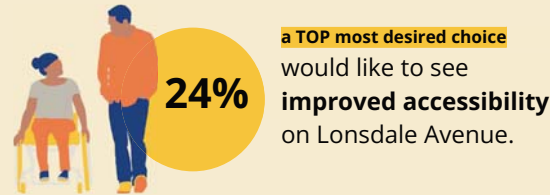


\*Stats are from multiple choice questions.

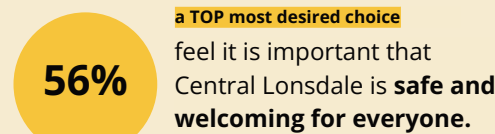
# Central Lonsdale Tomorrow

Many people who responded to the survey want Lonsdale Avenue to be more accessible, with a strong emphasis on creating a safe and welcoming environment for everyone.

What would you like to see more of\*:



Which of the following statements about Central Lonsdale is most important to you\*:



Survey respondents reported on improvement that would make getting to, from, and around Central Lonsdale a better experience\*:

**53%** convenient parking

**41%** pedestrian friendly streets

**25%** Improved bus transit

**23%** prioritizing ped and cyclist comfort over vehicle speed

## Transportation

We asked survey respondents what they wish they could do in Central Lonsdale that they cannot do today...

“Increased mobility safety for pedestrians, bikes and other modes of transport beyond cars.”

“I wish it was a more pleasant experience for both pedestrians and car users.”

“Travel safely by walking or biking. Feel very unsafe crossing at crosswalks where drivers don't stop and there's little enforcement”

“Please make it a people-centred space by deprioritizing personal vehicles and prioritizing walking, parklets, active transportation, public transit etc.”

“It would be great to find a solution that makes parking more convenient for people coming from a distance and decreases the congestion on Lonsdale...”