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----- Original Message -----

**Subject:**Fwd: March 3rd Comments to DNV Council / Adopting key plan strategies for a better Village Centre

**Date:**Tue, 4 Mar 2014 10:51:38 -0800

**From:**Douglas Curran <[dougcurran2046@gmail.com](mailto:dougcurran2046@gmail.com)>

**To:**undisclosed-recipients;;

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From: **Douglas Curran** <[dougcurran2046@gmail.com](mailto:dougcurran2046@gmail.com)>

Date: Tue, Mar 4, 2014 at 10:47 AM

Subject: Fwd: March 3rd Comments to DNV Council / Adopting key plan strategies for a better Village Centre

To:

----- Forwarded message -----

From: **Douglas Curran** <[dougcurran2046@gmail.com](mailto:dougcurran2046@gmail.com)>

Date: Tue, Mar 4, 2014 at 10:37 AM

Subject: March 3rd Comments to DNV Council / Adopting key plan strategies for a better Village Centre

To:

At last night's Council meeting I offered comments based on Roger Brooks' recent presentation to City of North Vancouver Council of rebranding and transformation of Lower Lonsdale (LoLo) into a vibrant social and tourist destination for both visitors and the North Shore population.

Brooks' own strategy is largely based on lessons learned from the larger towns and cities of Italy, the most-visited country in the world, as he notes in his presentation. The functioning of a truly walkable street, coupled with the central piazza, along with the means to sit, talk, watch is central to the success of these public places.

As Brooks notes, "We are moving to a European standard...This is where cities are headed." People desire an opportunity to get out of their cars, to find the pace, connection and conviviality found in the best European public places.

You can view Roger Brooks' [Feb. 18th presentation here](#), while my written comments to Council are attached or can be viewed on Council video, time coded at 17:07 on the [March 3rd video footage](#).

regards, Doug

## “Steal this Plan!”

The renowned artist Pablo Picasso once said, “Bad artists borrow, great artists steal!” Picasso was alluding to the need for boldness, for decisiveness as a prerequisite for success. He did not believe in the need to re-invent the wheel or to ignore striking innovation that arose from the work of others.

Recently, Roger Brooks presented to City of North Vancouver Council and public a bold plan for the renewal of Lower Lonsdale – or LoLo as he termed it, an exercise in branding and transformation to create a vibrant people-oriented, social and business hub to attract visitors and retain dollars and build the local economy.

A number of key points from Roger Brook’s presentation stand out as important not only for Lower Lonsdale, but have relevance to the DNV, and particular relevance to my neighbourhood of Lower Capilano and the proposed Village Centre.

As Brooks cited, in terms of what is most desirable; “We are moving to a European standard”. By this he meant the desire for people to be able to get out of their cars, to find social gathering places, to see and feel to be part of the wider community, to watch to meet, to talk.

His remarks have additional relevance for me as I recall the words of a motel operator on Capilano Road, when he commented, “ I stand outside my front door and I see busload after busload of tourists passing by on their way to the Suspension Bridge and Grouse Mountain and I’m not able to service them.” He had no environment conducive to holding travelers, to make them want to stay in his area once their days were done on the mountain, or after visiting Stanley Park.

Roger Brooks words and vision, while intended for Lower Lonsdale have value and worth to the DNV and to an expanded vision of the Lower Capilano Village Centre. I won’t go into all of the elements and carefully crafted considerations. You can go online line and view it yourselves.

It's good for my neighbourhood, it's good for the DNV and it is good for business. It is all sitting there, free and available at the click of a computer mouse. **"Steal this Plan!"**

**Douglas Curran**

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