

Director	 Municipal Manager/Deputy Municipal Manager
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<u>COUNCIL AGENDA</u>	
Date: <u>September 8, 2025</u>	Item: <u>4.</u>



4.

DISTRICT OF WEST VANCOUVER
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

COUNCIL REPORT

Date:	August 18, 2025
From:	Hope Dallas, Senior Manager, Legislative Services
Subject:	Proposed Ambleside-Dundarave Business Improvement Area Service Bylaw
File:	13.2580.14.2025/5398.2025

RECOMMENDATION

THAT proposed “Ambleside-Dundarave Business Improvement Area Service Bylaw No. 5398, 2025” be read a first, second and third time.

1.0 Purpose

To initiate approval of a new Ambleside-Dundarave Business Improvement Area Service Bylaw (**Appendix A**), for a seven-year term and year one grant of \$520,000, and total aggregate grants not to exceed \$4,198,475 over the term of the service.

2.0 Legislation/Bylaw/Policy

Section 215 of the *Community Charter* provides municipalities with the authority to create and fund a Business Improvement Area (BIA). A BIA is a local area service (specified area) established by bylaw, from which a special tax is levied against the designated properties. This tax is then used to fund a business improvement service area and/or business promotion scheme.

“Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015” (**Appendix B**), establishes the ADBIA for a ten-year term, ending on December 31, 2025. The bylaw designates the ADBIA area boundaries and properties eligible for payment of the commercial levy, outlines the total amount of money to be granted over the term, and defines the ADBIA’s business promotion scheme.

3.0 Council Strategic Objective(s)/Official Community Plan

Council's Strategic Plan 2024–2025

To “enhance our vital and vibrant commercial centres” and support the District’s local economy goals and objectives, Council’s Strategic Plan includes the following objective and deliverables, which are supported by

the renewal of a business improvement area for Ambleside and Dundarave:

Objective 3.1: Collaborate with business improvement associations and Squamish Nation to provide economic development support.

Deliverable 3.1.1: Support existing businesses.

Deliverable 3.1.3: Council to meet annually with business improvement associations

Official Community Plan (OCP)

The local economy is recognized as one of five key policy areas in the Official Community Plan (OCP). The OCP seeks to strengthen commercial centres and nodes, support placemaking through an attractive public realm experience, and increase commercial activities, all of which would be supported by renewal of a business improvement area for Ambleside and Dundarave.

4.0 Financial Implications

Administration of the recommendations in this report, including the “Council initiative - subject to petition against” process, will be undertaken by existing staff.

5.0 Background

5.1 Previous Decisions

Council, at its June 23, 2025 regular meeting, passed the following resolution:

THAT

1. Council support, in principle, renewing the Ambleside-Dundarave Business Improvement Area Service Bylaw, as requested in the letter from Ambleside Dundarave Business Improvement Association, attached as Appendix A to the report dated June 6, 2025 from the Senior Community Planner - Economic Development, seeking a seven-year term with a year one amount of \$520,000 (4% increase) and total aggregate grants not to exceed \$4,198,475 over the term of the service;
2. Staff be directed to prepare a bylaw for consideration of first, second, and third reading in Fall 2025; and
3. Staff be directed to initiate the local area service on council initiative – subject to petition against, in accordance with section 213 of the *Community Charter*, to take place in Fall 2025.

5.2 History

Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015 was adopted by Council on December 14, 2015. The service established by this bylaw is supported by the provision of a grant from the District of West Vancouver to the BIA for the planning and implementation of a business promotion scheme, defined in the bylaw as including:

- Branding and marketing (promote locally, regionally and to tourists);
- Recruiting new commercial tenants to enhance the local business mix;
- Promote new investment in development to support local businesses;
- Represent business community interests in District processes; and
- Promote streetscape improvements and public amenities to enhance the visitor experience.

The annual grant of \$500,000 is provided to the association in two installments: half at the start of the calendar year; and the second half following collection of municipal taxes at mid-year. All monies granted to the ADBIA are collected by the District through imposing a property value tax on Class 6 (Business and Other) properties that fall within the BIA service area (see the ADBIA maps in **Appendix A**).

The District's role also includes financial review (requiring audited financial statements and a copy of the ADBIA's member-approved annual budget) and risk mitigation (requiring the association to carry liability insurance).

The ADBIA is a registered not for profit society, accountable to its membership, which includes commercial property owners and businesses within the service area. The association is governed by a Board of Directors elected by members at the association's annual general meeting.

6.0 Analysis

6.1 Discussion

ADBIA Request

Over its first term, the ADBIA has focused on engaging with and advocating on behalf of the business community in Ambleside and Dundarave, completing placemaking and beautification projects, holding events, and providing valuable input into District projects and engagement processes (see **Appendix B** for further details).

The ADBIA is seeking renewal for a seven-year term (2026-2032), with a maximum of \$4,198,475 to be granted over this term. A year one grant of \$520,000 is requested, representing a 4% increase over the current

annual grant of \$500,000 (see **Appendix B**) with the proposed grant schedule over the second term as follows:

- 2026: \$520,000 (4% increase)
- 2027: \$540,800 (4% increase)
- 2028: \$567,840 (5% increase)
- 2029: \$596,232 (5% increase)
- 2030: \$626,044 (5% increase)
- 2031: \$657,346 (5% increase)
- 2032: \$690,213 (5% increase)

In addition to the annual grant amounts, the ADBIA will use their reserve funds to support its budget. The ADBIA levy would continue to be collected through a property value tax on commercial properties in the BIA service area.

Renewal Process

Renewal of the ADBIA would be conducted using a “Council initiative - subject to petition against” process, as outlined in section 213 of the *Community Charter*. This is the most common method used in BC for BIA establishments and renewals, and was the process used to establish the ADBIA in 2015.

Next Steps

As directed by Council on June 23, 2025, and subject to Council’s decision to give readings to the proposed Ambleside-Dundarave Business Improvement Area Service Bylaw, next steps in the “Council initiative - subject to petition against” process will include:

- compiling a list of Class 6 property owners in the BIA and calculating the 2022 levy value estimates for each property based on the proposed first year budget;
- mailing a notice to the property owners of the parcels subject to the local service tax (i.e. commercial property owners in the BIA service area) with information about the proposed BIA renewal, including boundaries and levy estimate (see **Appendix C** for a draft notice);
- newspaper advertisements, as required by section 94 of the *Community Charter*, and
- an opportunity to petition against the proposed local service area, for a period of 30 days from the date of the last newspaper advertisement.

The threshold for sufficient petition against would be non-support from owners representing 50 percent of parcels and 50 percent of the assessed value of properties potentially subject to the local service tax (i.e. the commercial levy funding the BIA).

6.2 Climate Change and Sustainability

The continuation of a business improvement area in Ambleside and Dundarave supports the social, cultural, and economic sustainability of West Vancouver through community events, placemaking and beautification initiatives, and the promotion and marketing of these commercial areas.

6.3 Public Engagement and Outreach

As part of the “Council initiative - subject to petition against” process, staff will undertake notification and seek input as described earlier in this report.

6.4 Other Communication, Consultation, and Research

As part of their renewal process to date, the ADBIA has completed engagement with the association’s members, including property and business owners (summarized in **Appendix B**).

7.0 Options

7.1 Recommended Option

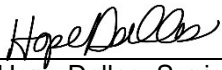
THAT proposed Ambleside-Dundarave Business Improvement Area Service Bylaw No. 5398, 2025 be read a first, second and third time.

7.2 Considered Options

THAT Council provide alternate direction [*to be specified*].

8.0 Conclusion

The ADBIA has had a successful first term (summarized in **Appendix B**), bringing businesses together in Ambleside and Dundarave, holding community events, promoting these commercial areas, and completing several significant placemaking initiatives. If approved by Council, the recommendation in this report would begin the process of approval for a new Ambleside-Dundarave Business Improvement Area Service Bylaw, subject to input received through the “Council initiative - subject to petition against” process.

Author: 

Hope Dallas, Senior Manager, Legislative Services/Corporate Officer

Concurrence 

David Hawkins, Senior Manager, Community Planning and Sustainability



Isabel Gordon, Director, Finance and Corporate Services

Appendices:

- A. Proposed Ambleside-Dundarave Business Improvement Area Service Bylaw No. 5398, 2025
- B. Correspondence: Ambleside and Dundarave BIA – Intent to Renew and Request for Council Process Initiation, dated June 2, 2025
- C. Draft Letter to Property Owners



District of West Vancouver

**Ambleside-Dundarave
Business Improvement Area Service
Bylaw No. 5398, 2025**

Effective Date:

Ambleside-Dundarave Business Improvement Area Service Bylaw No. 5398, 2025

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District of West Vancouver

Ambleside-Dundarave Business Improvement Area Service Bylaw No. 5398, 2025

A bylaw to establish a second term for the
Ambleside-Dundarave Business Improvement Area Service.

WHEREAS the Council of The Corporation of the District of West Vancouver may establish a Business Improvement Area service to grant money to an organization that has the planning and implementation of a business promotion scheme as one of its aims, functions or purposes;

AND WHEREAS business and commercial property owners within the municipal boundaries have formed an association known as the “Ambleside-Dundarave Business Improvement Association”, a registered not for profit society in the Province of British Columbia, to undertake certain works and services and to market and promote business within the Ambleside and Dundarave commercial districts;

AND WHEREAS the Council has proposed the continuation of the Ambleside-Dundarave Business Improvement Area service for a second term on its own initiative, and no sufficient petition against the establishment of the service has been received;

NOW THEREFORE, the Council of The Corporation of the District of West Vancouver enacts as follows:

Part 1 Citation

- 1.1 This bylaw may be cited as Ambleside-Dundarave Business Improvement Area Service Bylaw No. 5398, 2025.

Part 2 Severability

- 2.1 If a portion of this bylaw is held invalid by a Court of competent jurisdiction, then the invalid portion must be severed and the remainder of this bylaw is deemed to have been adopted without the severed section, subsection, paragraph, subparagraph, clause or phrase.

Part 3 Previous Bylaw Repeal

- 3.1 Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015 (adopted on December 14, 2015), is hereby repealed as of December 31, 2025.

Part 4 Definitions

- 4.1 In this bylaw:

"District" means The Corporation of the District of West Vancouver

"Council" means the Council for the District

"Association" means the association incorporated under the *Society Act* under No. S-0064360, known as the Ambleside-Dundarave Business Improvement Association

"Ambleside and Dundarave Business Promotion Scheme" means the development and undertaking of projects and initiatives to encourage business in the Ambleside and Dundarave commercial districts, including:

- creating a strong 'West Vancouver' brand, and distinct identity for Ambleside and Dundarave businesses;
- developing and implementing a marketing strategy to promote West Vancouver goods and services to local, regional, and tourist markets;
- enhancing the local business mix by actively recruiting new commercial tenants that can capitalize on the market opportunities afforded by a West Vancouver location, and improve the quality of local offerings;
- promoting new investment in commercial, residential, and mixed-use developments that support the viability of local businesses;
- representing business community interests in municipal government processes;
- participating in established major events in the community, and planning and implementing other special events and promotions; and
- promoting streetscape improvements and public amenities to enhance the visitor experience in Ambleside and Dundarave

Part 5 Business Improvement Area Service

- 5.1 Those lands shown in heavy outline on the maps in Schedule A – attached hereto and forming part of this bylaw are collectively designated as the Ambleside-Dundarave Business Improvement Area.
- 5.2 The service established by this bylaw is the provision of grants to the Association for the planning and implementation of a business promotion scheme as defined in Section 215(1) of the *Community Charter*, and in particular the Ambleside and Dundarave Business Promotion Scheme as defined in this bylaw.

Part 6 Grants

- 6.1 Pursuant to Section 215(2) of the *Community Charter*, and for the purposes of planning and implementation of the Ambleside and Dundarave Business Promotion Scheme:
 - 6.1.1 Council may grant to the Association an amount not exceeding \$520,000 in 2026.
 - 6.1.2 For each subsequent year, the Association shall submit to Council on or before September 1st a budget which contains information, to the satisfaction of the Chief Financial Officer of the District, sufficient in detail to describe all anticipated expenses and revenues, and which has been approved by a majority of the members present at an annual general meeting of the Association.
 - 6.1.3 All annual grants to the Association will be provided in two instalments: one-half at the start of the calendar year; and one-half following collection of municipal taxes in mid-year.
- 6.2 The term of the service established by this bylaw is 7 years, commencing January 1, 2026.
- 6.3 The aggregate amount of annual grants to the Association shall not exceed \$4,198,475 over the term of the service.

Part 7 General Conditions and Limitations

- 7.1 Monies granted to the Association pursuant to this bylaw must only be expended by the Association in accordance with Schedule B attached to and forming part of this bylaw in the case of monies granted in 2026, and in accordance with the budget submitted to and approved by the Council

in the case of monies granted in 2027 and subsequent years.

- 7.2 The Association must not incur any indebtedness or other obligations in respect of the Ambleside and Dundarave Business Promotion Scheme beyond the sum granted by the Council for each calendar year.
- 7.3 It is a condition on the receipt and expenditure of monies granted under this bylaw that the Association is in compliance with Parts 9 through 11 of the bylaw.

Part 8 Recovery and Tax Levy

- 8.1 All of the monies granted to the Association shall be recovered in the form of a property value tax as provided for under Section 216 of the *Community Charter*.
- 8.2 For the purpose of recovering the monies granted to the Association, in any year, the District will impose a property value tax on land or improvements, or both, that fall within the Class 6 (Business and Other) property classification under the Assessment Act, sufficient to yield the full amount of the grant.

Part 9 Financial Statements

- 9.1 Notwithstanding any provisions of the Association's Bylaws concerning its fiscal year, the Association must submit to the District on or before June 1st each year an audited annual financial statement for the previous calendar year, prepared in accordance with generally accepted accounting principles and including a balance sheet and a statement of revenue and expenditures in respect of the Ambleside and Dundarave Business Promotion Scheme.
- 9.2 The financial statements submitted by the Association must also be prepared in accordance with the requirements of the *Society Act*.
- 9.3 The Association must permit the Chief Financial Officer for the District or his or her nominee to inspect during normal business hours on reasonable notice all books of account, receipts, invoices and other financial position records which the Chief Financial Officer deems advisable for the purposes of verifying and obtaining further particulars of the budget and any financial statements of the Association as they relate to monies granted to the Association by Council pursuant to this bylaw.

Part 10 Insurance

- 10.1 The Association must carry at all times a policy of comprehensive general liability insurance in the amount of \$5,000,000: (a) with the District added as an additional named insured; and (b) containing a cross coverage provision; and (c) containing an endorsement to provide the Municipal Clerk with 30 days notice of change or cancellation.
- 10.2 The Association must deliver a copy of each insurance policy or a certificate of insurance to the Municipal Clerk within 60 days of payment of the premiums for the insurance policy.

Part 11 Alterations to the Association's Constitution and Bylaws

- 11.1 The District may withhold any payments of the grant referred to in Part 5 if the Association alters its constitution or bylaws in such a manner as to, in the opinion of the Council, impair its ability to plan and implement the Ambleside and Dundarave Business Promotion Scheme. The Association must provide written notice of every meeting of the Association's members, annual or general, at least 14 days prior to the meeting, to the Municipal Clerk.

Part 12 No Joint Venture

- 12.1 Nothing in this bylaw makes the District a joint venturer with the Association in the planning or implementation of the Ambleside and Dundarave Business Promotion Scheme or for any other purpose.

Part 13 Effective Date

- 13.1 Ambleside-Dundarave Business Improvement Area Service Bylaw No. 5398, 2025 will be effective on January 1, 2026.

Schedules

Schedule A – Ambleside-Dundarave Business Improvement Area Boundaries

Schedule B – Proposed Year One (2026) Budget

READ A FIRST TIME on [Date]

READ A SECOND TIME on [Date]

READ A THIRD TIME on [Date]

NOTICE OF INTENT PUBLISHED on [Date]

ADOPTED by the Council on [Date].

Mayor

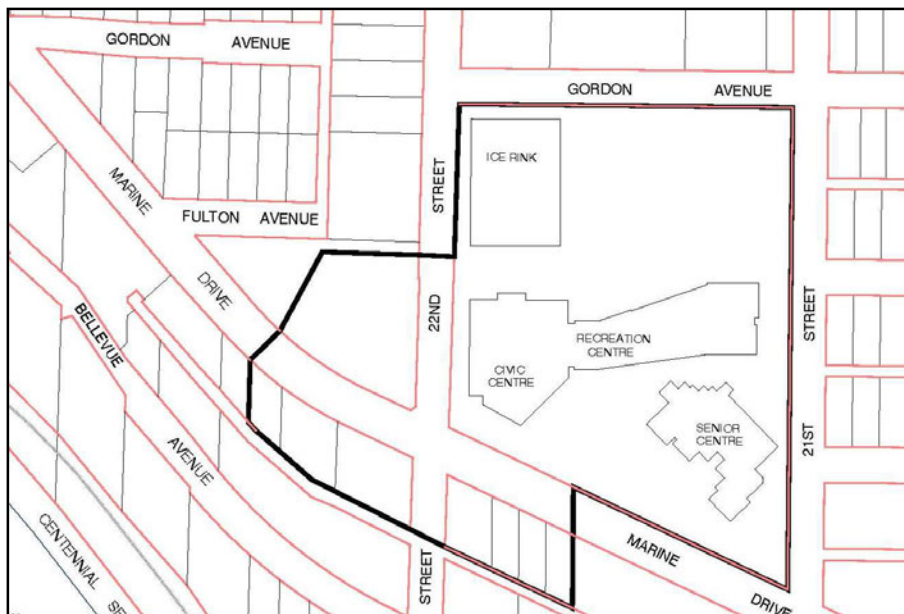
Corporate Officer

Schedule A – Ambleside-Dundarave Business Improvement Area Boundaries

Those lands shown in heavy outline in Maps 1, 2, and 3 below are designated as
Ambleside-Dundarave Business Improvement Area:



Map #1



Map #2



Map #3

Schedule B – Proposed Year One (2026) Budget

CATEGORY	KEY STRATEGIES/FUNCTIONS	AMOUNT
Advocacy	To be a strong voice for our property and business owners that enables positive changes for a more vibrant and resilient commercial area at the municipal, provincial and federal levels of government.	\$40,000
Branding and Marketing	Create awareness among residents of West Vancouver to shop and visit in the villages of Ambleside and Dundarave. <ul style="list-style-type: none"> • General advertising • Direct marketing to residents of West Vancouver and surrounding areas • Social media • Videos/Photography • BIA Bucks • Banners 	\$77,000
Street Enhancements	Create and enhance the identity, vibrancy and functionality of our public spaces and commercial areas. <ul style="list-style-type: none"> • Lighting program • Murals • Community clean up • Dundarave boardwalk • Wayfinding • Beautification fund 	\$102,000
Festivals and Events	Develop and execute community events, with the support of the District, and decorate for the holidays. <ul style="list-style-type: none"> • Holiday décor • BIA Events: Dundarave Hoedown, Christmas • Sponsorship: Harmony Arts, West Coast Modern Week 	\$148,000
Member Services	Engage our membership to work together to enhance our business communities. <ul style="list-style-type: none"> • Newsletters and regular updates to members and community • Member relations and networking • AGM and social gatherings 	\$18,000
Administration	Develop the infrastructure required to run an efficient and effective organization and to maximize our impact and value for our members. <ul style="list-style-type: none"> • Membership and association dues • Staff • Strategic plan/Board governance • Rent • Legal fees/Insurance/Accounting • Office supplies 	\$180,000
2026 Budget		\$565,000

Budget note: \$45,000 to be funded from cash reserves.

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June 2, 2025

Mayor Mark Sager and Members of Council
District of West Vancouver
750 17th Street
West Vancouver, BC
V7V 3T3

Subject: Ambleside and Dundarave BIA – Intent to Renew and Request for Council Process Initiation

Dear Mayor Sager and Members of Council,

On behalf of the Ambleside and Dundarave Business Improvement Association (ADBIA), we are pleased to confirm our intention to renew the ADBIA for a second term, commencing January 1, 2026. To proceed, we respectfully request the District of West Vancouver’s assistance in preparing and introducing a new BIA bylaw and initiating the ‘Council Initiative’ process required for its consideration and adoption — following the same process used when the ADBIA was first established in 2016.

Over the past year, we have undertaken a comprehensive review of our achievements and consulted extensively with our membership to inform our vision for the next term. Key activities to date include:

- ⇒ Member Survey (November 2024 – January 2025)
- ⇒ Distribution of an Information Letter to Members (January 2025)
- ⇒ Development of a BIA Renewal and Levy Proposal (March – May 2025)
- ⇒ Letter of Intent to Property Owners (June 2025)
- ⇒ Ongoing One-on-One Engagement with Members (throughout 2025)
- ⇒ Two Open House Meetings (scheduled for August and September 2025)

Based on the positive feedback we have received, we are confident that property owners and merchants in our commercial districts will support the renewal of the ADBIA for a second term.

Proposed Term and Rationale

We are seeking a 7-year mandate. Since our establishment in 2016, the ADBIA has grown in strength and stability. While still relatively young compared to other BIAs in the region, our initial years focused on building the foundation — establishing governance, forming committees, and strategic planning. More recently, we have expanded into community activation, beautification, commercial enhancement, advocacy, marketing, and branding. A 7-year term offers the stability to continue this growth while providing the flexibility to respond to evolving needs, manage inflation, and maintain the high level of service our members expect.

Levy Adjustment

When the ADBIA was first formed, the levy remained unchanged throughout the initial mandate, a structure that did not account for inflation. To ensure financial sustainability and to continue delivering value to our members, an adjustment is necessary.

Our track record includes reviving the Dundarave Hoedown, implementing street lighting and murals, repairing sidewalk hazards, creating an edible garden boardwalk, advocating on behalf of our members, supporting key events such as Harmony Arts and West Coast Modern Week, collaborating with other business associations, providing pandemic relief, and launching successful programs like BIA Bucks and Imagine Ambleside.

To responsibly position the ADBIA for future success, the Board proposes an incremental levy increase:

- ⇒ 4% annually the first and second year
- ⇒ 5% annually the remaining five years

This measured approach allows us to gradually align the levy with operational needs while avoiding sudden, burdensome increases in future terms. We are fortunate to have reserve funds that will help bridge the transition until the levy fully aligns with our budget. With the near completion of the Ambleside Local Area Plan, we anticipate new developments over the next 5 to 10 years. This growth will expand commercial space and distribute the levy across a broader base.

Proposed Levy Schedule

2026: \$520,000 (4% increase)
2027: \$540,800 (4% increase)
2028: \$567,840 (5% increase)
2029: \$596,232 (5% increase)
2030: \$626,044 (5% increase)
2031: \$657,346 (5% increase)
2032: \$690,213 (5% increase)

7-Year Total: \$4,198,475

We would also like to take this opportunity to extend our sincere appreciation to the dedicated staff in the Planning and Finance Departments, whose guidance and collaboration have been invaluable throughout the renewal process.

In closing, we respectfully ask Council to support this proposal and to initiate the necessary processes to move forward. With your endorsement, the ADBIA stands ready to continue serving as a catalyst for economic vitality, community vibrancy, and sustained growth in Ambleside and Dundarave.

Sincerely

Tim Webb

Tim Webb
Chair, ADBIA

Maureen O'Brien

Maureen O'Brien
Executive Director, ADBIA

cc: Hope Dallas, Director of Legislative Services
cc: Linda Gillan, Senior Community Planner Economic Development
cc: Isabel Gordon, Director Financial Services



**DISTRICT OF WEST VANCOUVER
ELECTOR RESPONSE FORM**

**Council Initiative – Subject to Petition Against
Proposed Ambleside-Dundarave Business Improvement Area Service
Bylaw No. 5398, 2025**

By completing this petition, I **do not** support the renewal of the Ambleside-Dundarave Business Improvement Area Service, and proposed “Ambleside-Dundarave Business Improvement Area Service Bylaw No. 5398, 2025”.

Property Owner(s): (Print full name)	
Property Site Address: (Print civic address including postal code and/or legal description)	
Signature(s) of Property Owner(s):	
Date:	

The registered owner(s) of the property affected or, if there is more than one property owner of a particular parcel, a majority of the property owners of that parcel, **must sign** for the objection to be valid. Where the registered owner of the property is a company or business, an authorized signatory for the company or business must sign for the objection to be valid.

The petition will succeed if a majority of the property owners, representing a majority of the assessed value of land and improvements in the area, object to the initiative.

Please sign and return this elector response form no later than the petition closing date of **4 p.m. on Monday, November 7, 2025:**

- in-person or by mail to Legislative Services, Municipal Hall, 750 17th Street, West Vancouver, V7V 3T3;
- by email to hdallas@westvancouver.ca (Subject line: Petition Against Elector Response Form); or
- by fax to 604-925-7006.

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