

CONTEXT

Home based businesses constitute the second largest employment component of the Local Economy (see Community Context)

West Vancouver was founded on the principle that it would be an attractive residential community, one without industrial activities, and this principle has been instrumental in shaping the community. The local economy is comprised primarily of retail, service and recreational activities serving the local and regional community and restricted to defined areas. Home-based businesses also constitute a major component of the local economy, contributing to the health and strength of both residential and commercial areas. (17% of the employed labour force works at home.)

The commercial areas consist of the Ambleside Town Centre, Park Royal regional shopping centre, the

neighbourhood/village centres of Dundarave, Caulfeild and Horseshoe Bay, minor, dispersed local commercial centres and marina and resort commercial operations.

Ambleside is the community's historic commercial centre and the focus for community activities. Its extensive retail and commercial enterprises meet the daily shopping and service needs of many local residents and generate employment in the community. The area is strengthened by its location adjacent to the waterfront, its proximity to major civic facilities and the high-density apartment area, its pedestrian scale and excellent access to transportation..

CHALLENGES

West Vancouver residents value the services available throughout the community in local commercial village environments. Together with the business owners, they wish to have commercial neighbourhoods that are vibrant, successful and facilitate social interaction. Residents have also identified a need to improve design aspects of the commercial neighbourhoods - especially Ambleside and Horseshoe Bay. Ambleside

needs to be reinforced as the heart of the community and to adapt to the changing needs of the population. In addition, residents believe that while tourism supports the economy of the municipality, it can also impact quality of life. Tourism initiatives need to be managed and channelled to areas where the impact on the community is beneficial.

AMBLESIDE VILLAGE CENTRE

Ambleside Village Centre was the original access hub for the West Vancouver community and has always been viewed as the community's town centre. It enjoys an impressive public waterfront setting at the base of the local mountains and contains over 450 commercial

and retail businesses that meet the daily shopping and service needs of local residents.

Marine Drive is its main thoroughfare, and the focus for retail and service activity. Secondary and specialty

retail areas exist along Bellevue and Clyde Avenues, and residential uses are attractively situated above commercial premises in a number of locations. Virtually all civic uses, as well as the main cultural uses, are within an easy walk, including the Library, Municipal Hall, the main Senior's, Aquatic and Community Centres, and the waterfront Silk Purse and Ferry Building galleries.

The Village Centre does face challenges. Vacancies and turnover are more evident and erode the image of a successful street. And while there have been notable improvements in competing commercial centres such as Dundarave and Park Royal, few have occurred in Ambleside.

The adjacent high rise apartment area provides a concentrated customer base, but the average age is higher than the community as a whole, and the disposable income less. In a semi-circle bordering the sea, it has only half the population of high density areas that completely surround other successful urban commercial areas. Most businesses depend upon drawing customers from outside the community itself to thrive. A lesser proportion of younger adults and changing circumstances, habits and needs of our older residents are dynamics that must be addressed. In

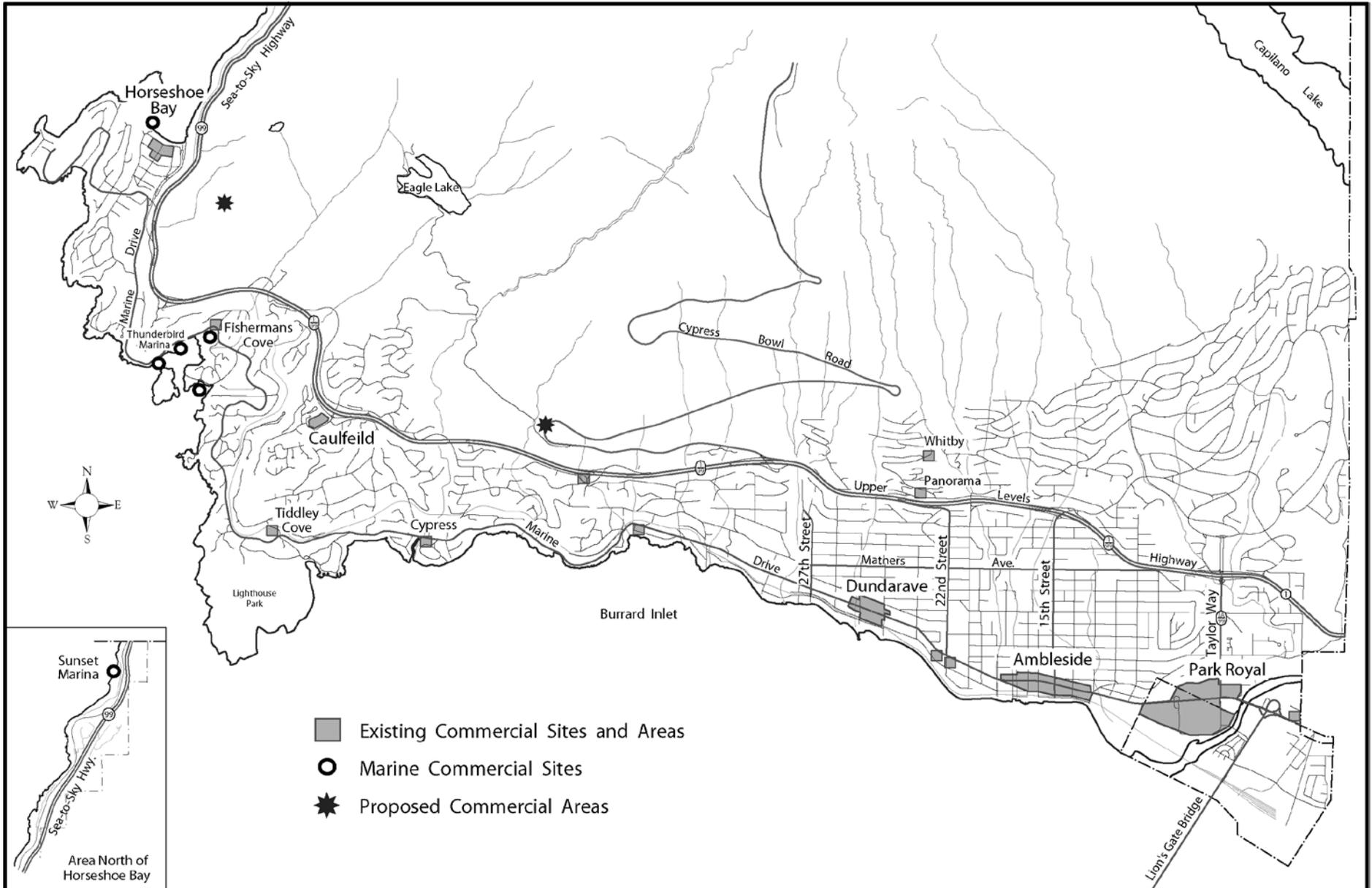
APPROACH

The Official Community Plan provides Council, commercial property owners and business operators with strategies to enhance the vitality of commercial areas, meet the needs of businesses and residents and attract new customers. It also provides the community with a framework for anticipating change and its impact, including scale and the relationship of surrounding uses.

short, there is a need for renewed energy, a changing retail and service focus and a stronger sense of civic purpose.

The current business area extends for six blocks and would benefit from a more concentrated commercial core, with the pedestrian experience enhanced by wider sidewalks, shorter walking distances, more interesting store fronts and pedestrian friendly intersections. Policies should be directed to both encouraging positive changes and retaining valued assets that maintain a character differentiating Ambleside from the increasingly diverse, competitive retail markets elsewhere, including big box power centres, specialty shopping areas and refurbished malls. Valued components or additions mentioned in the Ambleside strategy review include a farmer's market, hotel, art galleries, food stores, book stores and niche housewares. An increasing focus on its role as a community meeting place and a centre of its arts, culture and civic functions was also promoted as a desired direction. And its history, natural attributes and civic amenities provide the opportunities for a rewarding renewal, with an increased sense of commercial uniqueness and an enriched customer experience.

The existing and proposed commercial areas are illustrated on the Commercial Areas Map. Future commercial growth will be primarily accommodated by the Ambleside Town Centre and Park Royal areas. The potential additional commercial capacity of these areas is outlined on page 31 of the Plan's Framework for Action.



OBJECTIVES

Local Economy policies support a vibrant business community, and are based on the following objectives:

See also
ARTS, CULTURE AND LIBRARY

- Strengthen the role of Ambleside as West Vancouver's Town Centre.
- Enhance economic vitality by addressing the needs of the business community, promoting locally compatible tourism, and supporting cultural events that strengthen the community's connection with its commercial neighbourhoods.
- Encourage a variety of retail, professional and business services within the commercial districts.

- Ensure that commercial areas are physically accessible to persons with disabilities.



POLICIES

Bylaw No. 4937

Policy LE 1

Plan for a hierarchy of commercial areas that serve a variety of roles in the community.

- Promote redevelopment in Ambleside that would contribute to primary office, service, retail and entertainment uses.
- Promote Ambleside, Horseshoe Bay and Dundarave as visitor destinations.
- Promote Dundarave, Caulfeild and Horseshoe Bay as neighbourhood service centres.
- Retain existing smaller local commercial sites to provide convenience retail and services.
- Review various alternative uses at the "Wetmore" lands assembled by the Municipality on the northwest corner of 22nd Street and Marine Drive as a "special study" site.
- Provide for neighbourhood and convenience shopping appropriate for meeting market needs in new Upper Lands neighbourhoods.
- Undertake a review to define the Municipal role in supporting economic development.

See also
HOUSING;
BUILT FORM &
NEIGHBOURHOOD
CHARACTER; and
TRANSPORTATION & MOBILITY.

See also
FRAMEWORK FOR ACTION
(Regional Context
Statement)
BUILT FORM &
NEIGH. BOURHOOD
CHARACTER; and
GUIDELINES (For Ambleside
Town Centre)

Policy LE 2

Reinforce the role of Ambleside as West Vancouver's Town Centre.

- Consider rezoning to allow a residential-only use on the mixed commercial-residential zoned property fronting 13th Street, north of Marine Drive, known as 445 – 13th Street, and legally described as: Lot A, Block 15, District Lot 237, Plan 7625.

Policy LE 2.1

Integrate strategies for the Village Centre, Arts and Culture, Ambleside Park and the Argyle Waterfront.

Policy LE 2.2

Assist in the development of a Business Improvement Area program with the local business community to promote the area and encourage an attractive mix of retailers and services.

Policy LE 2.3

Make community objectives clear in policies, guidelines and regulations to reinforce the ability to secure their achievement, and to increase building permitting predictability.

Policy LE 2.4

Implement a policy for securing community benefit in new development.

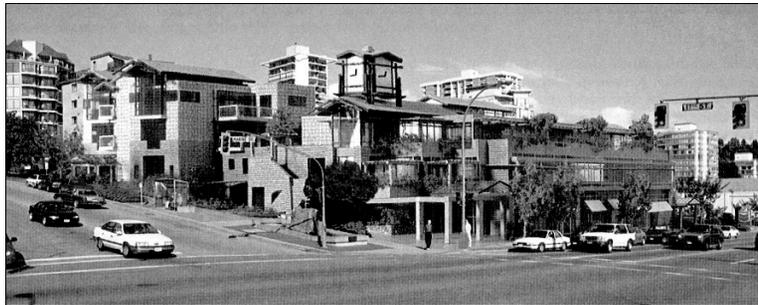
- Implement a provision within the Zoning Bylaw that provides a contribution to the overall amenity needs of the community commensurate with a portion of the "lift" in land value resulting from a change in land use, intensity of development and / or density.
- The appropriate amenity contribution would be specified in the implementing bylaw, but the anticipated base density would be approximately 1.4 (floor area ratio) for mixed use and commercial projects and 1.0 for residential, and consideration will be given to requiring an alternative amenity contribution on smaller projects below that base density.

Policy LE 2.5

Continue to consider needs and opportunities for the Ambleside Village Centre in the development of long range strategies for the use of Municipal Hall, Museum, Police Building and other civic and cultural facilities.

Policy LE 3

Encourage mixed commercial and residential redevelopment projects in commercial centres where consistent with ongoing commercial activity.



The new Hollyburn Medical Centre includes a mixed commercial/residential development intended to strengthen Ambleside by maintaining a major medical office centre while enhancing its village character.

Policy LE 4

Encourage a greater diversity of economic activities.

- Develop and implement a tourism management plan to encourage tourism that would benefit the local economy and be compatible with neighbourhood and park objectives.
- Work cooperatively with the City and District of North Vancouver, the Squamish Nation and local businesses in ascertaining the benefits of developing and promoting a North Shore tourism strategy.
- Continue to permit home-based businesses that are compatible with neighbourhood objectives.
- Support the Chamber of Commerce and local business associations in promoting business health.

See also
BUILT FORM &
NEIGHBOURHOOD
CHARACTER

Policy LE 5

Recognize the local and regional importance of marine and resort commercial areas.

- Conserve existing marine commercial areas for the shelter and maintenance of small marine craft, recognizing that in certain circumstances there is a need for these uses to be compatible with adjacent recreational uses such as swimming beaches.
- Provide for limited ancillary and secondary marine related commercial uses at marinas.
- Recognize the need for improved pedestrian connections for ferry passengers to support local businesses in Horseshoe Bay.
- Upgrade and maintain or expand the amount of public berthing space in Horseshoe Bay.
- Support the Province's operation of Cypress Provincial Park as a major regional recreational

resource provided that associated development does not impose an undue burden on municipal services and that the natural values of the park and surrounding lands are not significantly eroded.



Policy LE 6

Encourage redevelopment of the Clyde Avenue Area East of Taylor Way by providing for consideration of commercial, mixed use commercial/residential and specialized residential uses within the area.