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# 13000

BLOCK

WELCOME  
BACK TO THE  
WATERFRONT

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A RETAIL AND PLACEMAKING VISION FOR AMBLESIDE'S 13000 BLOCK.



GROSVENOR

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# 1300 BLOCK

AMBLESIDE REIMAGINED, RENEWED, REVITALIZED

Ambleside Village has always been the commercial and social centre of West Vancouver.

It's where generations of West Vancouverites have come to shop, dine and meet their neighbours in this community's 100-year-old beachfront village. In 1913, people called it The Landing – the first ferry dock was built here – the spot where all of West Vancouver naturally connected to each other to live, shop and play.

Yet Ambleside is no longer living up to its extraordinary potential.

Shops are closing down. The 1300 Block is too often empty. Ambleside Village is often an afterthought for those who instead choose to spend their time and dollars elsewhere.

1300 Block will be a catalyst – to once again make Ambleside the vibrant, sophisticated and creative village connection for all of West Vancouver.

Whenever Grosvenor undertakes a project of this magnitude, it relies on a philosophy that's been over 300 years in the making. We call it Living Cities. It's bespoke development, informed by the community, to bring together the essential mix of retail, residential and public spaces that bring special places like Ambleside to life.

Ambleside village will never be a mall. It must be a living village, with a mix of carefully designed retail precincts and public spaces. We intend to amplify what's working – and bring back what's missing.

We plan on five distinct retail and activity zones, each with carefully selected stores, local restaurants and gathering spots to match the unique lifestyle of West Vancouver – from morning through evening.

This is Ambleside **Reimagined. Renewed. Revitalized.** 1300 Block will once again draw people back into Ambleside, again and again, for the quintessential West Vancouver experience – from the moment the sun rises until well after it sets.

As a commercial cornerstone, the 1300 Block will feature over 37,000 square feet of reimagined retail and public space, a catalyst for connecting people with the village, the beach and seawall – from sunrise to well after sunset.

**VILLAGE HUB:** Where people of all ages come and go throughout the day, to fulfill their day-to-day needs. From morning coffee to daily personal services, including space for local merchants, this is all about convenience for neighbours and passersby.

**GATEWAY:** The dynamic architectural entrance to Ambleside. Providing opportunities for flexible office space, perhaps an art gallery, or a place to take yoga classes before heading to the seawall or beach.

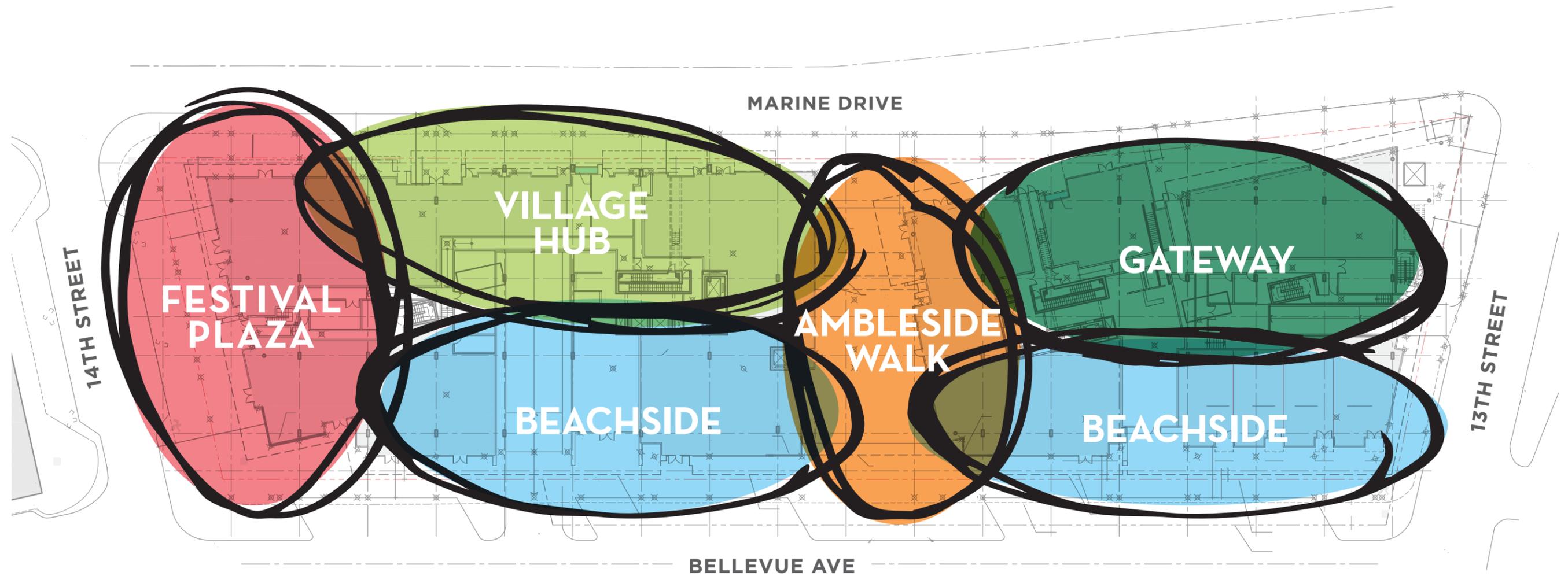
**AMBLESIDE WALK:** A covered pathway, lined with epicurean shops, perhaps a cafe, a tea shop, charcuterie, patisserie and other specialty shops. Sloping gently from Marine Drive to the beach, Ambleside Walk will offer people a chance to stroll, shop and enjoy locally produced musical shows and art displays, thoughtfully programmed by West Vancouver's own arts and culture community.

**FESTIVAL PLAZA:** A shop and restaurant-lined promenade that leads down 14th Street to the park and waterfront. Successes such as The Harmony Arts Festival and the Farmers' Market will be bolstered by year-round usage with outdoor seating on vibrant patios, and opportunities for dining and hanging out with friends and family.

**BEACHSIDE :** This is 1300 Block's southern face to the beach. It will have a range of restaurants and shops and perhaps a local wine bar. People will stroll and socialize throughout the day and well into the evening hours going from the village to the beach, and back again. **Welcome back to the waterfront.**

# RETAIL & PUBLIC REALM EXPERIENCE

COMMUNITY & ACTIVITY ZONES



# A DAY. A NIGHT. AT 1300 BLOCK.

SUNRISE, SUNSET – AND INTO THE EVENING.



**VILLAGE HUB:** Sunrise over the Lions Gate Bridge. The day begins in the Village Hub, aromas of coffee **brewing** and croissants **baking**, newspapers waiting to be read. It's a hot spot for local residents young and old to fulfill all of their day-to-day needs. Here you will find **on-the-go** services: perhaps a coffee shop, a dry cleaner, a florist, and other convenient businesses for nearby neighbours and frequent passersby. This is where **people come and go**. The kind of place you might expect to catch up on news, surf the web, bump into an old friend or make a new one.

MORNING COFFEE • PERSONAL SERVICES  
• TAILOR • LOCAL MERCHANT • MUFFINS  
• FLORIST • NEWS • GOSSIP • FRIENDS •  
CONVENIENCE • FASHION



**GATEWAY:** Wander down to the Gateway, at the corner of Marine and 13th, an informal civic centre that will give physical form to what has always been Ambleside's figurative **front door**. It's an ideal location for health and **fitness facilities** – perhaps a yoga and Pilates studio. Flexible office space could also be located here, perhaps with related retail below. Maybe a workshop or a gallery. This is not a community centre in the conventional sense, but the concentration will be decidedly on spaces and services that nurture a **sense of community**.

HELLO AMBLESIDE • ARRIVAL •  
FITNESS • BUSINESS • FAMILIES  
• ARCHITECTURAL LANDMARK •  
CONNECTION • VILLAGE ENTRANCE



**AMBLESIDE WALK:** Meet friends in this gracious mid-block concourse that **connects** the commercial bustle of Marine Drive with the Ambleside vistas along Bellevue Avenue. The Walk will break the long expanse of the 1300 Block, offering a sloping path with **views to the ocean** that invites shoppers to the beach and beach walkers to the commercial offerings on Marine Drive. Open air, but protected from the weather, Ambleside Walk will be the **perfect rendezvous** – all day long, all year around. Stop in one of the specialty food retailers to stock up for an **epicurean adventure** – perhaps an afternoon picnic in Ambleside Park. This will be the place to see and be seen during the week, and a sublime location on evenings and weekends for **live music** and art professionally programmed with West Vancouver arts and culture.

MORNING STROLL • PEOPLE WATCHING  
• PATISserie • RENDEZVOUS • OUT  
OF THE RAIN • TEA • EPICUREAN •  
EXOTIC FOODS • LIVE ENTERTAINMENT  
• ARTISANS AND ARTISTS • FAMILY  
FRIENDLY



**FESTIVAL PLAZA:** A **shop and restaurant-lined promenade** that leads down 14th Street straight to the park and waterfront. Successes such as **The Harmony Arts Festival** and the Farmers' Market will be bolstered by year-round retail. With extra-wide sidewalks, the Plaza will be open and accessible, a unique community **gathering place and festival space**. This is where residents and visitors will want to be for **special events in West Vancouver**. It will also provide an inviting transition, north-south and east-west, a pleasant and promising pathway for people who are wondering what else they might find now that they have come back to the 1300 Block. A new place for **celebration** with an **Ambleside village vibe**.

FRESH FOOD • COMMUNITY • DINING  
• GATHERING • RELAX • CULTURE •  
GELATO • CELEBRATION • MUSIC •  
FESTIVALS • FRIENDS



**BEACHSIDE:** Along 1300 Block's southern face to the beach, the **restaurant theme** continues as you spill out onto Beachside on Bellevue. Here, in both directions, you might find a **bistro** or a **wine bar**. Stroll alongside bustling people-filled patios and **eclectic shops** or enter one of the high-quality restaurants for brunch, lunch, dinner or wine that now typifies the casual elegance of the **West Coast style**. And all the while, you will be able to look out over **world-class views**. Your out-of-town guests will love it here. This is where people will **socialize** throughout the day and extend Ambleside's hours well into the evening.

PACIFIC BREEZE • CAFE • NEW WINES •  
FINE DINING • SUNSETS • ECLECTIC SHOPS  
• ROMANCE • CONNECTION • ENOTECA •  
PERFORMANCES • STROLL



6am



noon



6pm



midnight

# HOW IT WILL WORK

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A Grosvenor development, in Ambleside or anywhere in the world, must meet two tests in order to be considered successful: it must thrive on its own; and it must lift the fortunes of the neighbourhood in which it is placed far into the future. To meet those tests in Ambleside, the 1300 Block must be transformative without being disruptive. It must thrive and contribute without changing what people love about Ambleside Village or displacing any of the existing retail. The 1300 Block will achieve those goals with a quality retail and amenity mix that delivers convenience while reasserting Ambleside Village's place as a **destination**.

## CONVENIENCE

The first goal in designing 1300 Block's retail offering is to ensure that no West Vancouver resident has to go beyond Ambleside in search of day-to-day necessities. There are two reasons for this. First, Ambleside Village has a history, and an ongoing potential, to be a compact, walkable and highly sustainable neighbourhood and village centre. It is essential for the neighbours and for the new residents at 1300 that they are able to get what they need within easy walking distance.

Second - and this speaks to the support and survival of all Ambleside Village businesses - all West Vancouver residents should be attracted back to the village.

Once people get in their cars to leave West Vancouver, even if only to fetch a favourite coffee or a particular ingredient for breakfast, they take their entire retail budget with them. If they then make impromptu or spontaneous purchases, they make them somewhere else, fulfilling a need - or even a whim - that they might otherwise have satisfied closer to home.

The local retail dollar has been "leaking" from Ambleside, increasingly to places outside of West Vancouver, to everyone's disadvantage. For example, our economic analysis suggests more than \$36 million in restaurant spending by West Vancouverites is leaving the community. The 1300 Block won't recover all of that spending elsewhere, given that people always shop and dine beyond where they live. But it is expected the 1300 Block will bring back about \$4 million annually - to the whole of Ambleside Village - of new consumer spending from visits to the village that have been leaving the community every year.

## DESTINATION

Ambleside has enjoyed a long history as West Vancouver's beach-side village centre, a place where people would go to pick up a few necessities and, importantly, to shop, to poke around in search of a scarf, a dress, a piece of art - to discover something pleasurable and unexpected. Again, however, an increasing number of those destination consumers have been driving straight through Ambleside on their way to new or distant shopping meccas that promise greater selection or a more modern shopping and leisure experience. So, just as local dollars have been leaking, regional visitors have also been passing through Ambleside Village or no longer making the effort to come for a visit, even though Ambleside is still a place that they know and

love. The 1300 retail vision will bolster Ambleside's total retail offering, creating a single catalytic presence that will make people think: Let's go to Ambleside Village and then we'll decide. Our research indicates that when the 1300 Block is completed, there will be an average of 650 to 2,000 new non-resident visitors per week.

## CRITICAL MASS

It's high time – and it's Grosvenor's goal – to bring people back to Ambleside Village. To do so, the 1300 Block needs a critical mass of people, to support the small convenience-oriented shops and services that will fulfill the very immediate neighbourhood's needs. In addition to attracting new visitors, the development will create 98 new residences in the heart of Ambleside Village. It will also need a critical mass of new retail space (and the right mix) to make Ambleside a key destination for all of West Vancouver once again. This new retail must also retain the historic feel of Ambleside, which it will thanks to a careful design by the West Coast's own master architect, James Cheng. Equally important, the ultimate mass will be achieved in a measured way, with more than 37,000 square feet of uses and activities being introduced over a number of years. They will complement existing fare – and be introduced at a time when the neighbourhood is ready. Our research indicates with just a net 4 percent increase in quality retail and commercial, Ambleside retail spending will grow by between 10 and 16 percent.

## 1300 CONVENIENCE

A coffee shop, a florist, a dry cleaner, a bodega: these are the stop-and-go services, the every-day choices that people make because they are handy. They also will be concentrated in The Village Hub at 1300, a stop that will be ultra-convenient for the critical mass of new residents, nearby residents and all West Vancouverites who will no longer have to leave their community to shop for everyday purchases or have a great meal. Our research indicates the augmented retail mix of the 1300 Block will create approximately 2,000 to 4,000 additional visits per

week to Ambleside Village by West Vancouver residents, to enjoy shopping, dining, art and music or other cultural activities.

## 1300 LIFESTYLE

There are also day-to-day services and places to nourish the body and soul. Go to the office, or take classes in yoga or Pilates. These will be available in The Gateway at 1300, helping to set the tone of a neighbourhood that is healthy, active and productive. It also might give parents a great place to go in the hours when their kids are on the sports fields. To put this in perspective, it is now estimated that about two out of three people looking to take part in activities such as yoga or exercise now choose to do so outside of Ambleside Village.

## 1300 DESTINATION

There are already a host of more formal "destinations" in Ambleside Village. For example, there are drug and grocery stores on Marine Drive and a cluster of financial institutions in the 1500 and 1700 blocks. These are important places for the community.

The 1300 Block will augment the Ambleside Village experience. Ambleside Walk at 1300 will be the kind of place you go and then decide. Think of it as the community's outdoor living room. In the daytime, you might wonder whether to grab a tea and pastry and then walk it off on the beach. You might pick through the specialty food stores and put together a picnic for the park. Or you might meet a friend, grab a coffee and wander down Marine Drive or Bellevue, checking out the eclectic shops and niche retailers that are tailored to West Vancouver. Every retail and commercial outlet will benefit from this community space.

In the afternoon and evening, the new restaurants on Beachside will remind those in West Vancouver and beyond that Ambleside Village has always been a place where you could stop and then decide about which old favourite or new treat you want to sample this evening. And in addition to the obvious

outreaching connections at the Gateway, the Village Hub, and Ambleside Walk entrances on both Marine Drive and Bellevue, the community will be introduced to the Festival Plaza. It is a welcoming public realm along the whole block on 14th Street, joining the 1300 Block permanently to the delights and fortunes of the rest of Ambleside Village. It will be the place where West Vancouverites gather for decades to come.

# WHAT WEST VANCOUVERITES TOLD US

## IDEAS FAIRS AND PUBLIC CONSULTATION

### TOP TEN THEMES:

1. WALKING (30)



2. LOCAL RETAIL (27)



3. SMALL RETAIL (27)



4. FOLIAGE (26)



5. WALKWAY TO BEACH (21)



6. ARTS AND CULTURE (20)



7. ROOF GARDEN (19)



8. GLASS ROOF ATRIUM (18)



9. BICYCLING (17)



10. COFFEE AND TEA (17)



ACCESSIBILITY (1) ART STUDIO (4) ARTS AND CULTURE (20) BARS (8) BELLEVUE (1) BELLEVUE PLAZA (1) BICYCLING (17) BUSINESS (1) CHILDREN'S PLAY (4) COFFEE AND TEA (17) COMMUNITY (1) COMMUNITY GARDEN (1) CORNER FEATURE (1) CULTURAL ATRIUM (1) DANCING (11) DESTINATION (1) EDUCATION (2) ELEVATED PLAZA (2) ENTERTAINMENT (5) FAMILIES (1) FARMER'S MARKET (1) FARMER'S MARKET (12) FOLIAGE (26) GARDEN VILLAGE (2) GLASS ROOF ATRIUM (18) INTERGENERATIONAL (11) LOCAL ARTIST (1) LOCAL RETAIL (27) MOVEMENT AND CIRCULATION (5) MUSEUM (1) MUSIC (16) NATURAL HABITAT (3) NIGHTLIFE (8) OFFICES (5) OPEN AIR EATING (7) OPEN AIR PLAZA (12) OUTDOOR EATING (22) PEACEFUL PLACE (1) PEDESTRIAN BRIDGE LINK (1) RAIL (7) RAISE BELLEVUE (1) RECREATION (2) RESIDENTIAL (7) RESTAURANT (4) ROLLERBLADING (1) ROOF GARDEN (19) SATELLITE POST SECONDARY (1) SHOPPING (5) SMALL RETAIL (27) SOFT EDGES (2) SPORTS (5) STREET DECOR (7) SURFACE PARKING (3) SUSTAINABILITY (8) TERRACED ROOF (16) TOWN SQUARE (3) TRANSIT (6) UNDERGROUND PARKING (15) VIEW (15) WALKING (30) WALKWAY TO BEACH (2) WATER FEATURE (14) WATERFRONT (1) WC ARCHITECTURE (1) WORKING (1) YOUNGER PEOPLE (2) YOUTH



Grosvenor held a series of Ideas Fairs to hear directly from hundreds of West Vancouver residents about what they wanted on the 1300 Block. Their vision has helped inform the retail and public realm vision for this important site.

# WHAT WEST VANCOUVERITES TOLD US

## A RETAIL SURVEY

### WHERE PEOPLE TEND TO GO FOR SPECIFIC ACTIVITIES

#### Shopping (n=389)



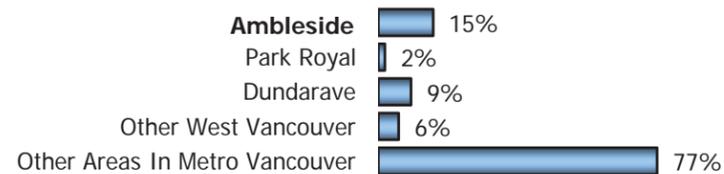
#### Specialty food store (n=352)



#### Go out for drinks (n=215)



#### Go for music or entertainment (n=311)



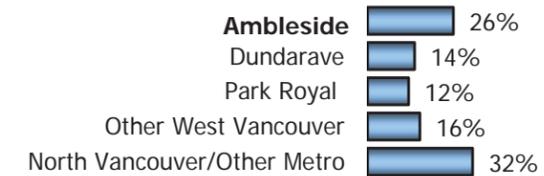
Base: Those who do activity

- Q. 1a) When you go shopping where do you tend to go?
- Q. 1f) When you want to shop at a specialty food store, where do you tend to go?
- Q. 1b) When you go out for a drink, where do you tend to go?
- Q. 1c) When you go out for a dinner, where do you tend to go?

#### Go for coffee or tea (n=312)



#### Go for dinner (n=357)



#### Go out for a workout, exercise, or yoga (n=315)



#### Go for family outing (n=303)

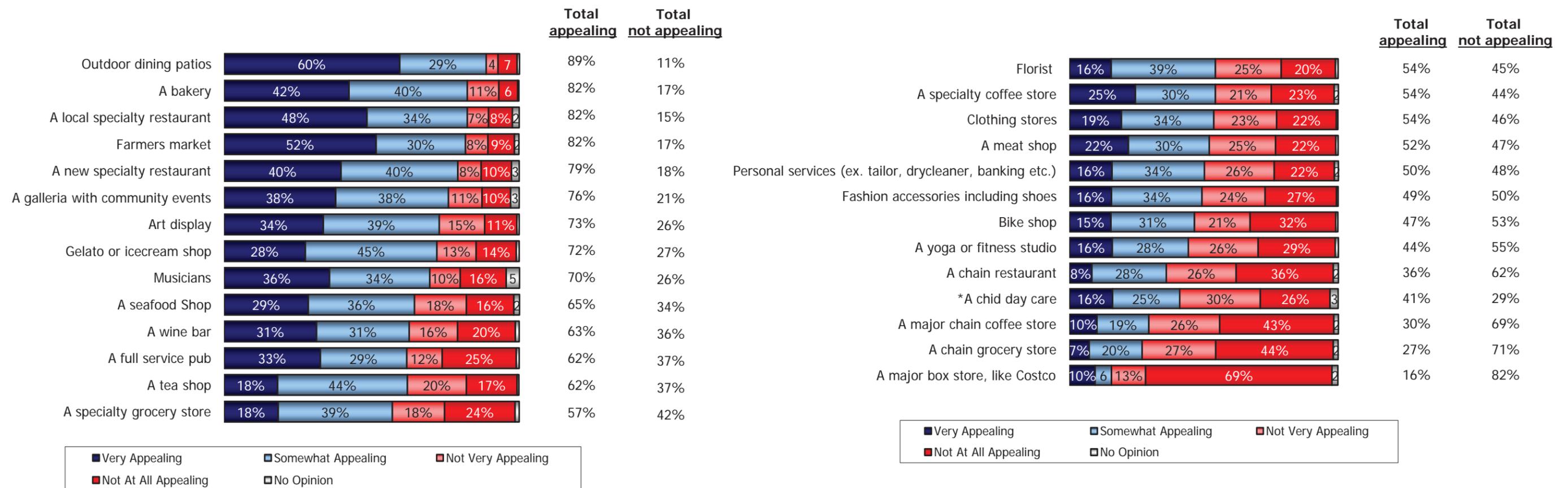


Base: Those who do activity

- Q. 1e) When you go out for coffee or tea, where do you tend to go?
- Q. 1g) When you want to go out to listen to music or entertainment, where do you tend to go?
- Q. 1d) When you go out for a workout, exercise, or yoga where do you tend to go?
- Q. 1h) When you want to have an outing with your family, where do you tend to go?

Source: Mustel Group Market Research

## APPEAL OF RETAIL AND EXPERIENCES ON 1300 BLOCK



Base: Total (n=401)

Q. 2) As you may be aware, there is a proposal to redevelop the 1300 Block on Marine Drive in Ambleside. We would like to know from the community what it would like to see on the 1300 Block in terms of retail and experiences.

Base: Total (n=401)  
\*Among families (n=86)

Q. 2) As you may be aware, there is a proposal to redevelop the 1300 Block on Marine Drive in Ambleside. We would like to know from the community what it would like to see on the 1300 Block in terms of retail and experiences.

# RETAIL IMPACT STUDY

## EXECUTIVE SUMMARY

G.P. Rollo & Associates (GPRA) has undertaken an analysis of economic benefits that will result from the proposed 1300 Block project, a mixed-use development along the south side of the 1300 Block of Marine Drive in West Vancouver. GPRA believes that the proposed development will have positive economic impacts on West Vancouver including significant growth of the tax base, and rejuvenation of retail in Ambleside Village which has not matched the modernization and attractiveness of competitive retail nodes such as Park Royal or North Vancouver’s Marine Drive in recent years.

### RETAIL SALES VOLUMES:

Retail sales volumes in Ambleside Village are expected to increase between \$11 and \$15 million annually, a 10% to 16% increase in annual retail spending (not including inflation).

Impact of 1300 Block on Annual Retail Sales in Ambleside Village <small>(Does not include inflation)</small>				
	Today	After 1300 Block Completion	Additional Spending % Change	Increased Spending
Spending by West Vancouver residents at Ambleside Village	\$83 - \$87 million	\$91 - \$93 million		
Spending by non-West Vancouver Residents at Ambleside Village	\$9 - \$10 million	\$12 - \$14 million		
<b>Total Annual Retail Spending</b>	<b>\$92 - \$97 million</b>	<b>\$103 - \$107 million</b>	<b>10% - 16%</b>	<b>\$11 - \$15 million</b>

Source: GPRA

### TAXES:

1300 Block will generate new property taxes. Annual tax revenue including municipal, school, and other property taxes will increase six-fold, from \$179,000 to \$1.1 million at project completion.

### FEES:

West Vancouver will receive over \$10 million in one-time fee revenue. This will include a community amenity contribution, development cost charges, and development permit fees.

### JOBS:

The 1300 Block is expected to generate nearly 900 person-years of employment during construction and over 100 full-time equivalent jobs once the project is complete.

### GATEWAY:

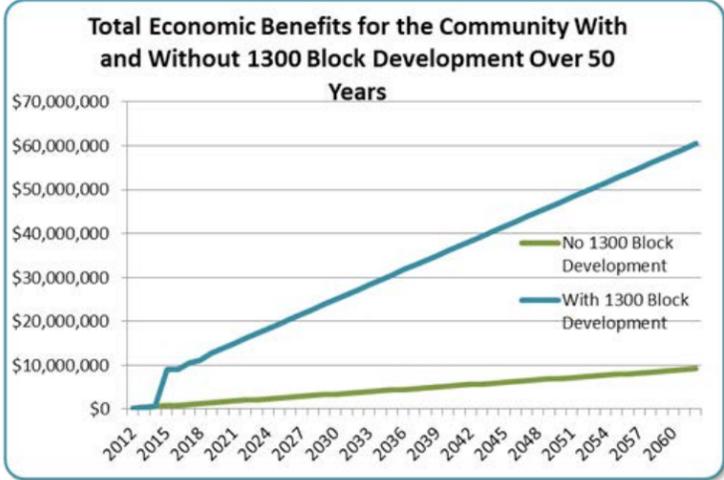
The 1300 Block will act as a gateway to Ambleside Village and attract visitors passing through Ambleside Beach. The development will attract an estimated 650 to 2,000 additional visitors from outside the Trade Areas to Ambleside Village per week.

### CATALYST:

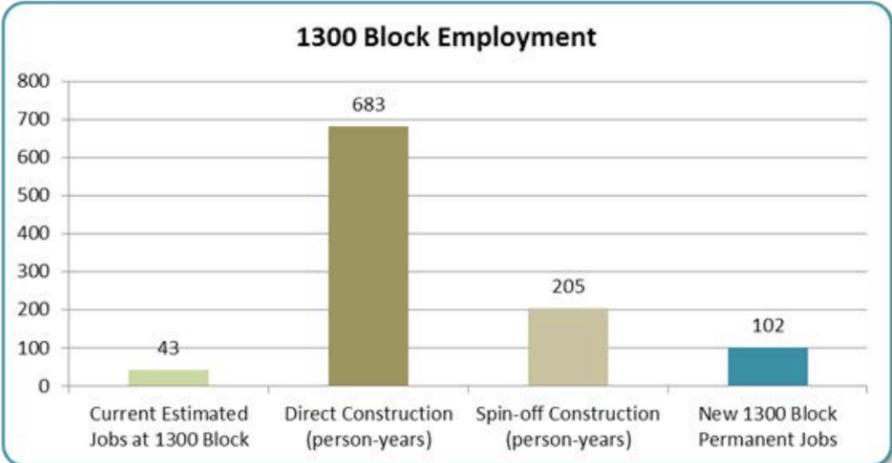
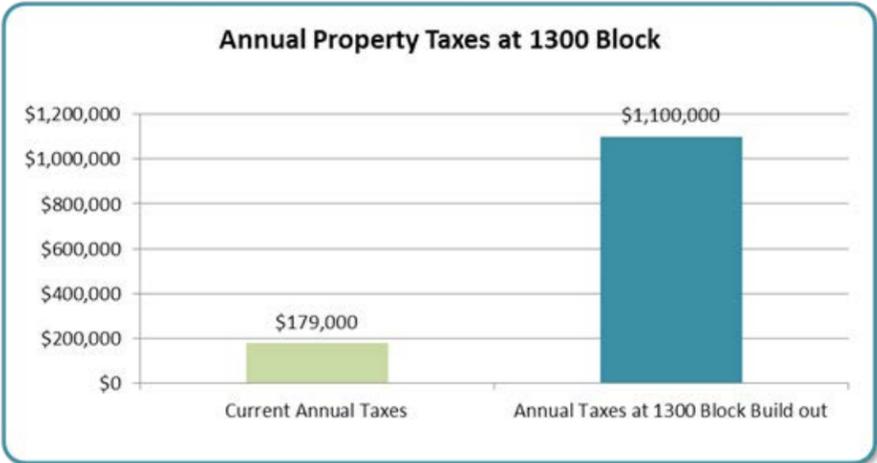
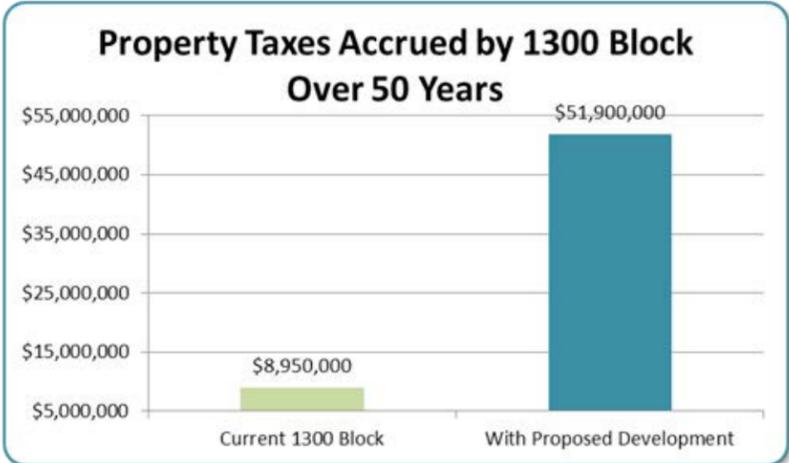
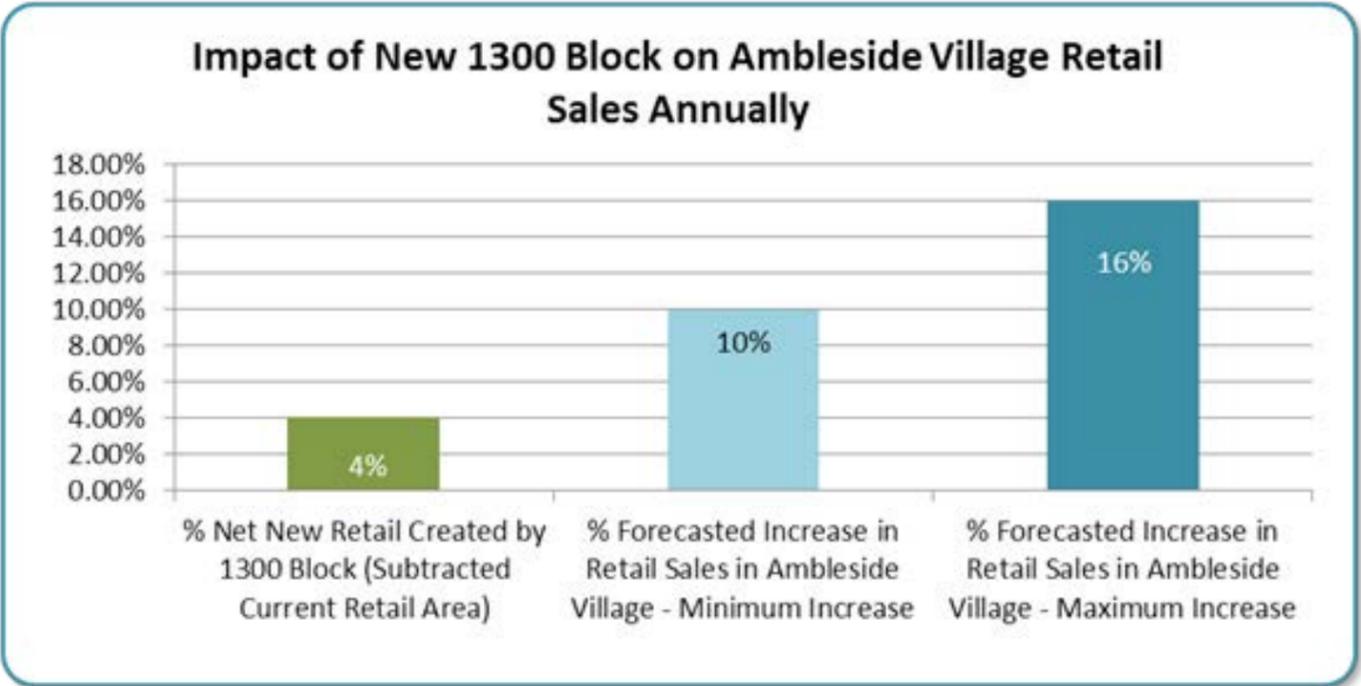
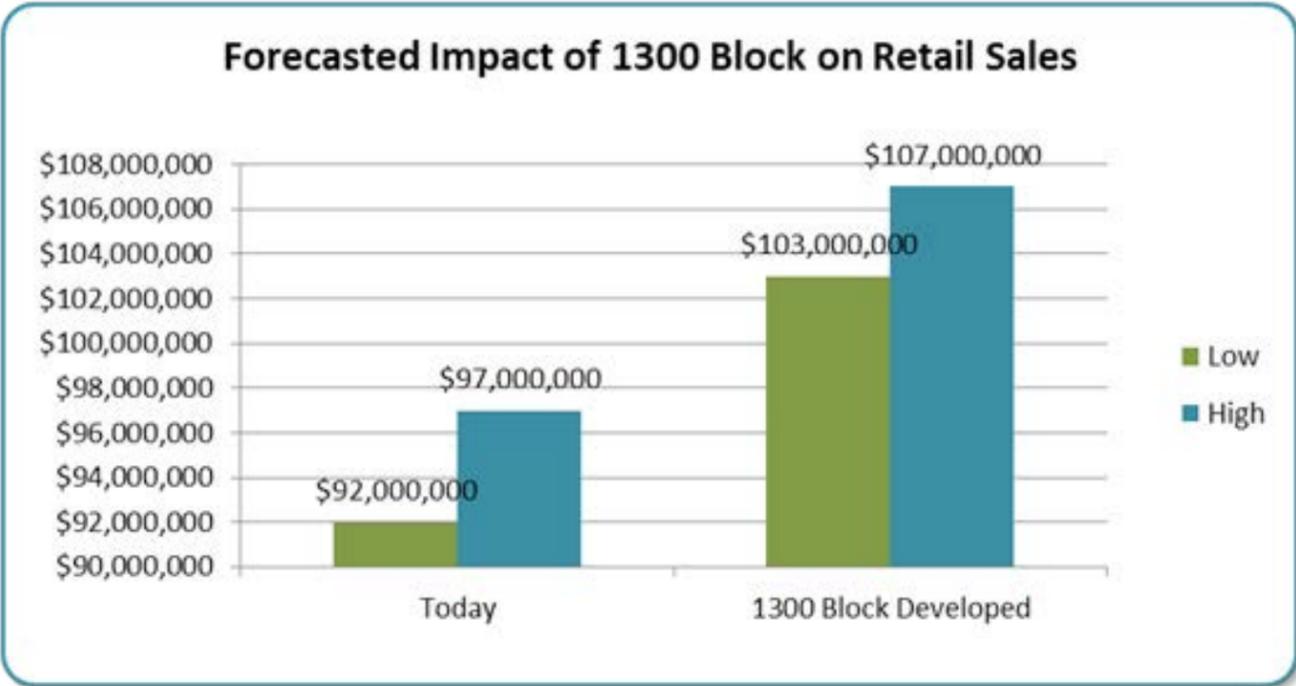
The 1300 Block is expected to be a catalyst for Ambleside Village renewal, attracting both increased visitation and spending, and promoting enhancement of other properties in the area. The 1300 Block will add 4% to the Village retail inventory, but is expected to catalyze a total annual retail spending increase in the Village of up to 16%.

### LONG TERM BENEFITS:

Over 50 years, the total economic benefit of 1300 Block to West Vancouver, the West Vancouver School District, and other regional authorities will be over \$60 million in constant dollars. If the 1300 Block development did not proceed, the total 50 year benefits from the property would be just over \$9 million.



# RETAIL IMPACT STUDY CONTINUED

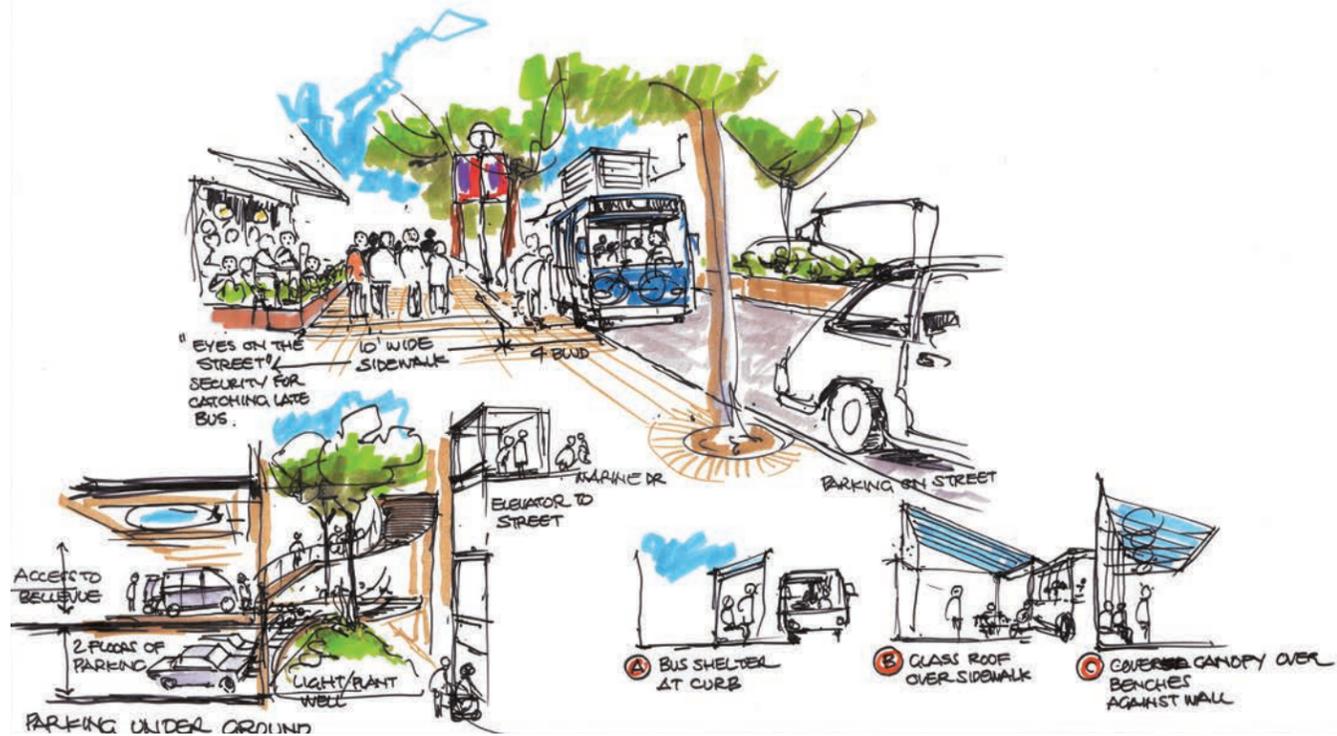


Source: GP Rollo & Associates

# VILLAGE HUB

IDEAS

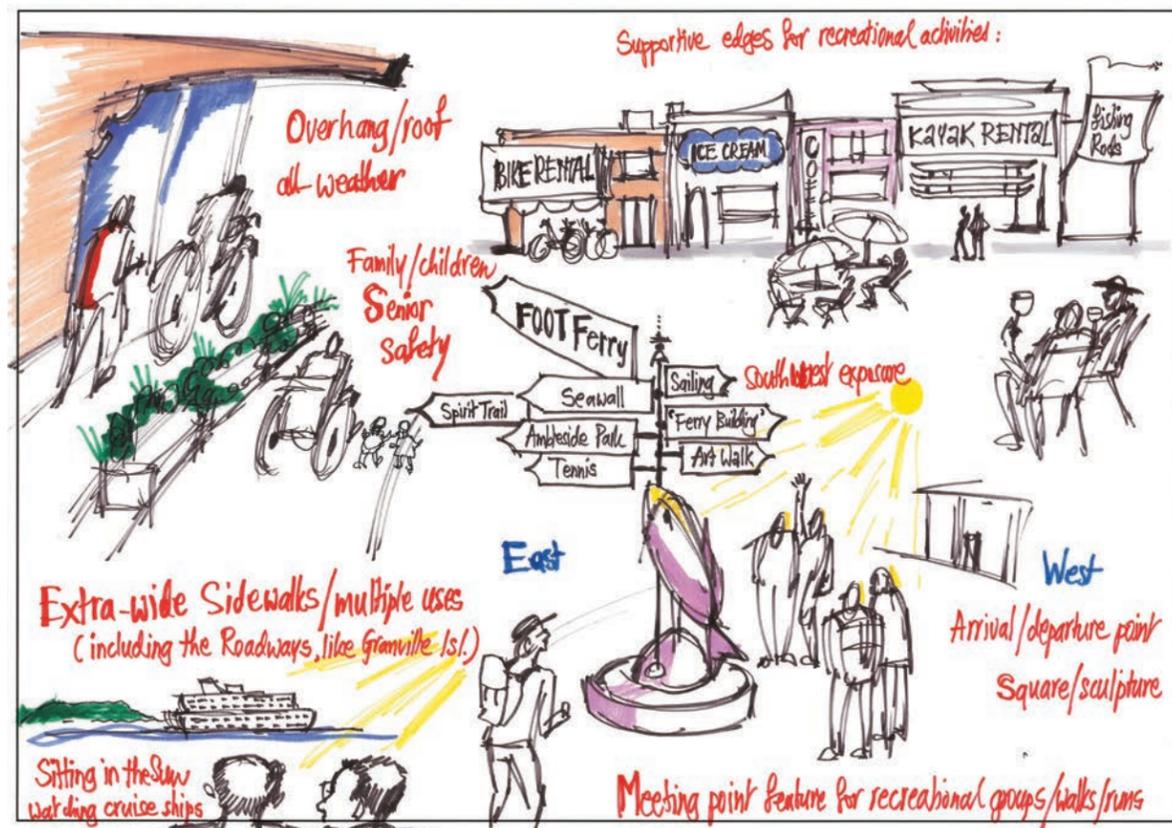
REALITY



# GATEWAY

IDEAS

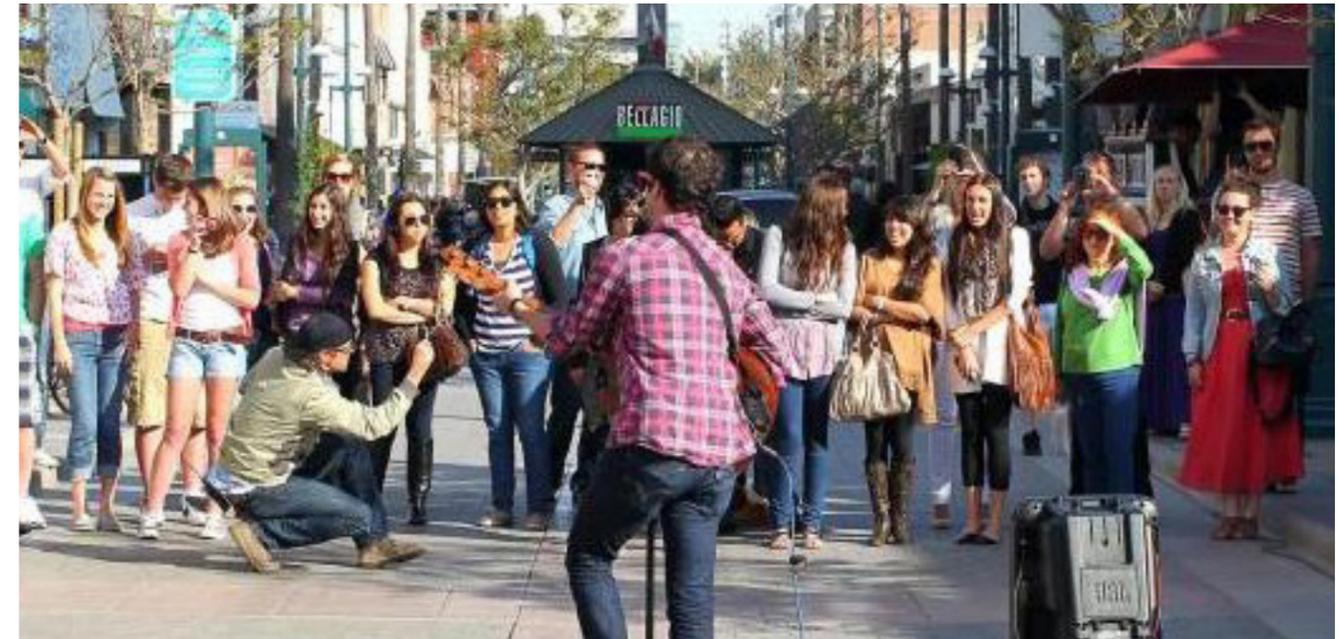
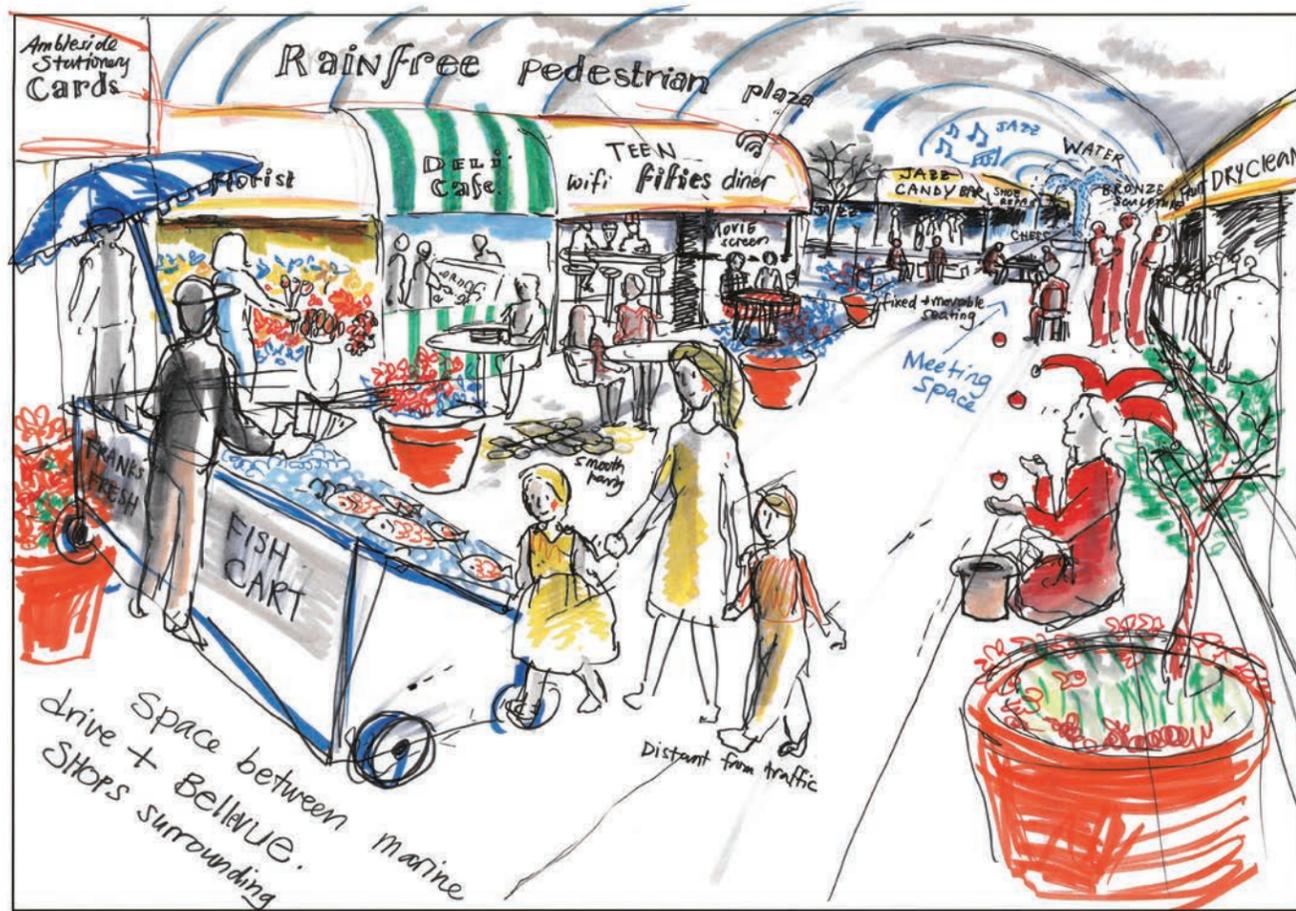
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# AMBLESIDE WALK

IDEAS

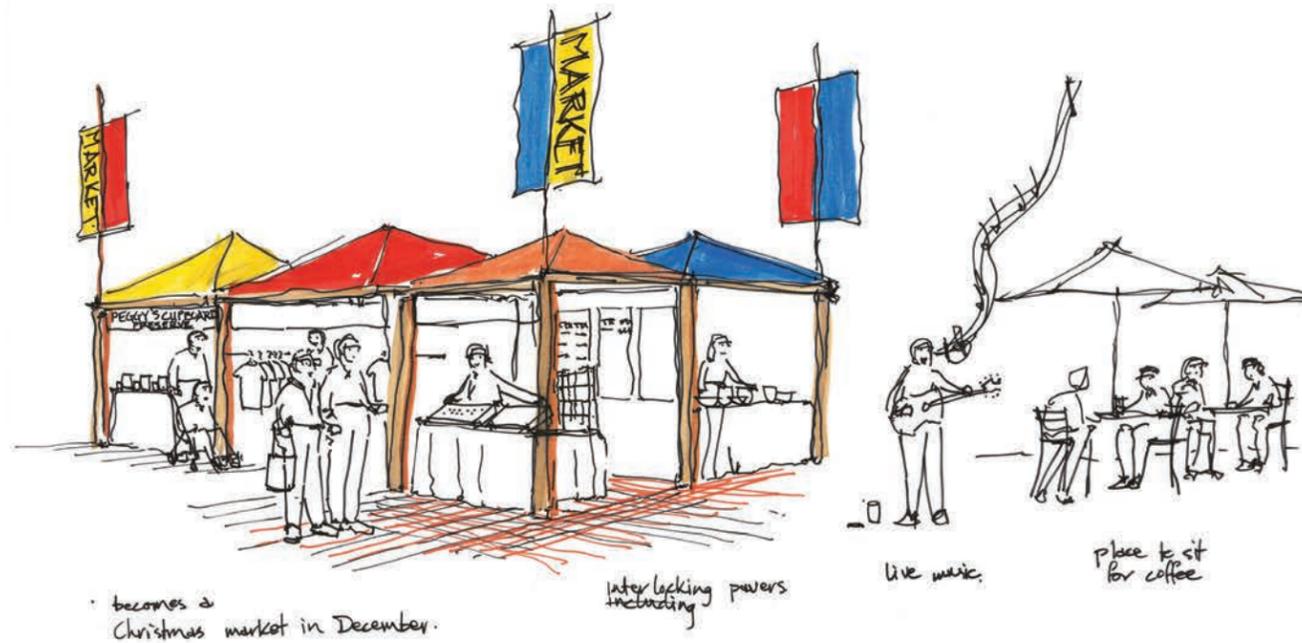
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# FESTIVAL PLAZA

IDEAS

REALITY



# BEACHSIDE

IDEAS

REALITY

