



# DISTRICT OF WEST VANCOUVER AMBLESIDE COMMUNITY PROFILE

NOVEMBER 2017





This *Community Profile* is intended to inform the planning process for the future of Ambleside Town Centre. It provides a snapshot of local residents and businesses by considering who lives here, what they do, and what services and amenities help define this place. By encouraging public dialogue about the Ambleside of today as well as that of tomorrow, it supports the preparation of an *Ambleside Town Centre Plan*.

Ambleside today is a reflection of previous land use decisions. Those plans have directed the walkable street grid extending to the waterfront, the construction of the commercial core and apartment areas, and the concentration of civic and cultural facilities. Looking forward, Council has identified both the Ambleside Town Centre and the Official Community Plan (OCP) Review as priorities to ensure that West Vancouver's town centre thrives into the future.

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# THE NEIGHBOURHOOD



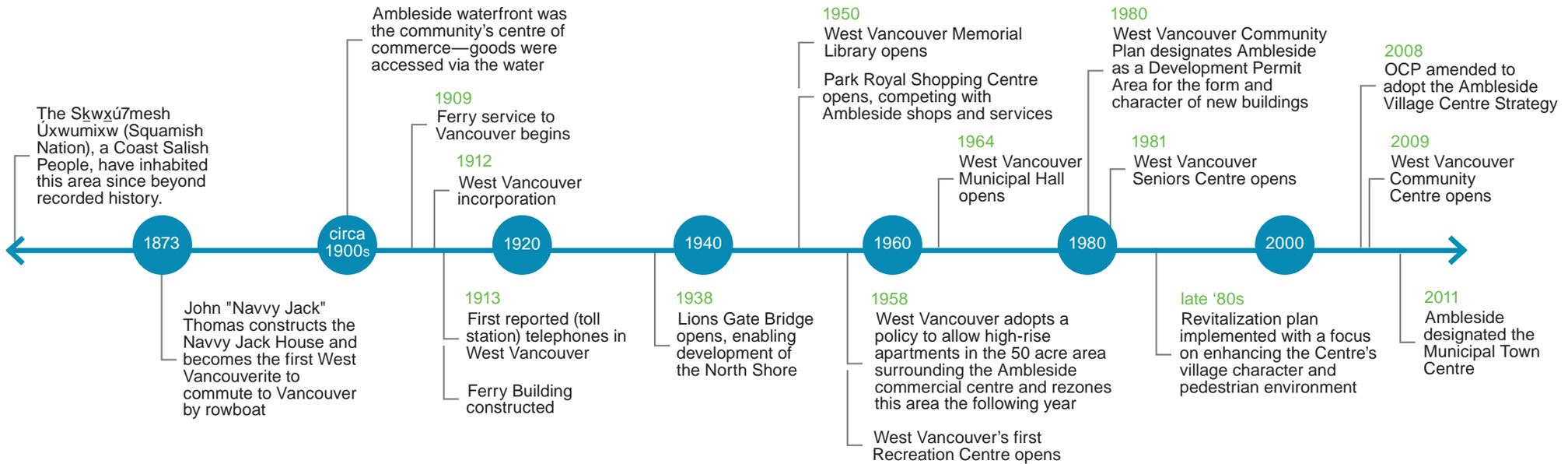
**Ambleside is the District's Municipal Town Centre, a unique neighbourhood at the heart of West Vancouver.**

Ambleside is the civic, social, economic, recreational and cultural hub of West Vancouver. Centred along Marine Drive, the North Shore's major east-west thoroughfare, Ambleside offers a range of services, amenities and recreational opportunities for residents of all ages and incomes. It is truly West Vancouver's Town Centre.

Previous land use planning decisions have shaped the Ambleside of today. We have a responsibility to ensure that development continues to strengthen the Town Centre's ability to support the needs of current and future residents, businesses, visitors and workers alike.



## HISTORIC MILESTONES



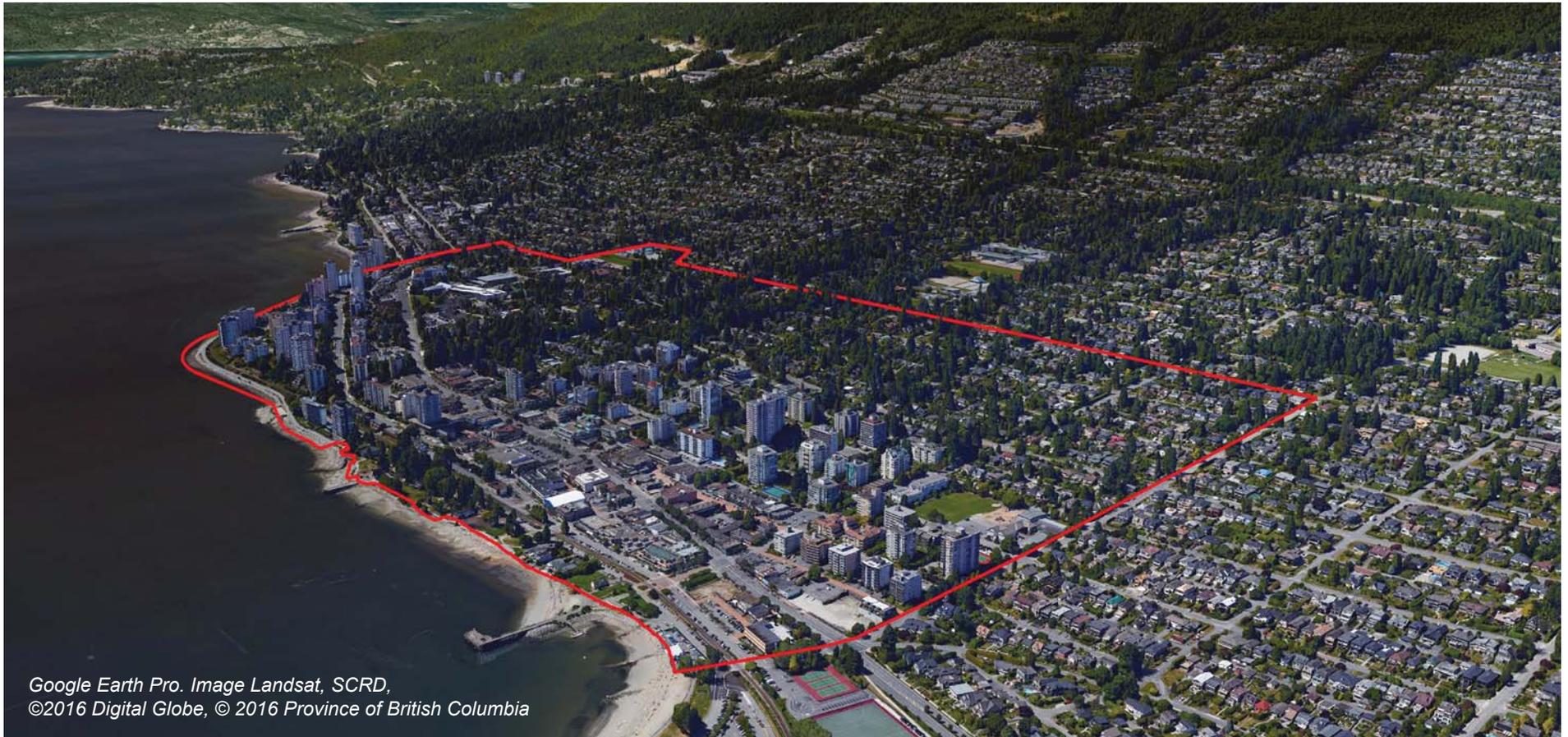
## STUDY AREA BOUNDARIES

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The commercial core and existing apartment areas comprise the formal Town Centre boundaries today. The study area also includes the residential blocks south of Inglewood Avenue.

This area is within an 8-minute walking distance (600 metres) of the commercial core, and it aligns with the existing Statistics Canada Census Dissemination Area. These boundaries ensure that the Town Centre is considered fully in its context.

They do not indicate that the final plan and any land use changes will be proposed for the whole of the study area. Rather, these blocks contribute to the identity of Ambleside, including elementary schools, churches and other community facilities.



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## AMBLESIDE IN CONTEXT

There is little doubt that town centres and their main streets are important spaces. They foster community by creating shared opportunities to gather, play, learn and interact. As West Vancouver's Town Centre, Ambleside has a long history as the heart of the District. Today, its facilities and programs attract interest from across West Vancouver, the North Shore and beyond.

Contemporary Ambleside first flourished in the early 1900s as the District's centre of commerce. Residents and businesses relied on goods transported by water, and Ambleside served as a transportation hub for workers commuting to Vancouver by ferry. Early subdivision plans created the street grid pattern that connected the waterfront to the commercial core and to the homes on the hillside beyond. This street pattern continues to frame the character of the community.

The Lions Gate Bridge opened in 1938, improving access to goods and services by means of a road connection between the North Shore and the rest of the Lower

Mainland. Ambleside continued its role as a strong economic centre. In 1950, Park Royal Shopping Centre opened to the east of Ambleside's core commercial area, creating competition for local businesses. The same decade saw the establishment of the Ambleside Apartment Area and highrise construction that continued through the 1960s and 1970s. These buildings shape the housing profile in existence today. They also emphasize the need for a plan. As buildings near the end of their expected life they face increasing redevelopment pressure.

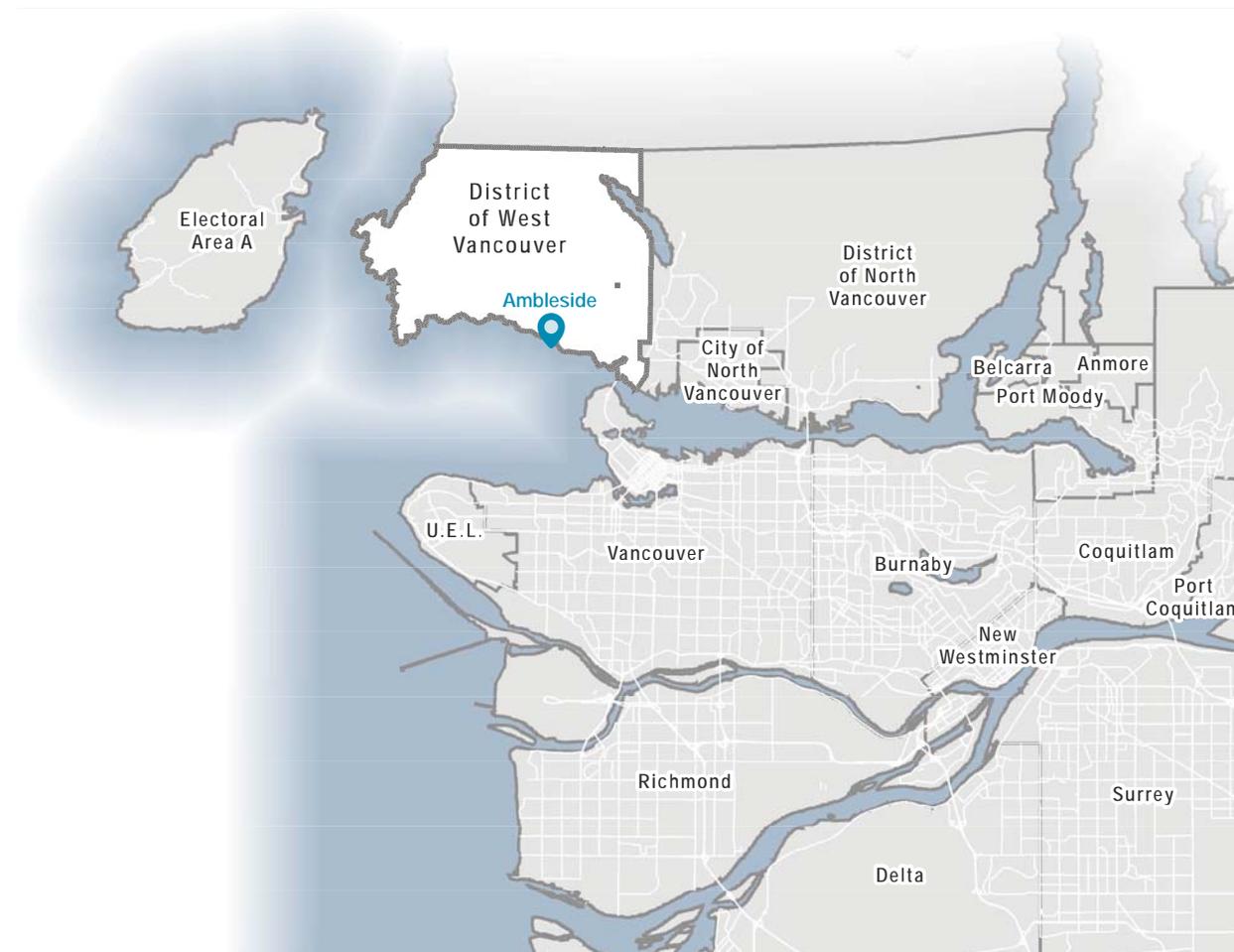
The District established the Ambleside commercial core as a Development Permit Area in 1980 to shape urban design and enhance the public realm. In 2009, regulations and policies to encourage mixed-use development, increase housing diversity, and to reinforce Ambleside as West Vancouver's town centre were introduced. Ambleside, similar to West Vancouver overall, has a limited supply of ground-oriented multifamily housing units. Despite these policies, few housing units have been constructed in the 21<sup>st</sup> century.



More recently, a co-operative effort established the Ambleside & Dundarave Business Improvement Area. Its aim is to address challenges facing local businesses and to ensure their continued vitality. In June 2016, 40 years of waterfront planning culminated in the endorsement of the *Ambleside Waterfront Concept Plan*, a comprehensive vision for the future of West Vancouver's waterfront park. The Concept Plan will create new green spaces, expand the Spirit Trail, provide for new arts and culture facilities, and enhance connections to Ambleside's commercial core.

Building on this plan, the District to look towards Ambleside's future with the creation of a new *Ambleside Town Centre Plan* that will guide the community across the decades to come.

## REGIONAL CONTEXT



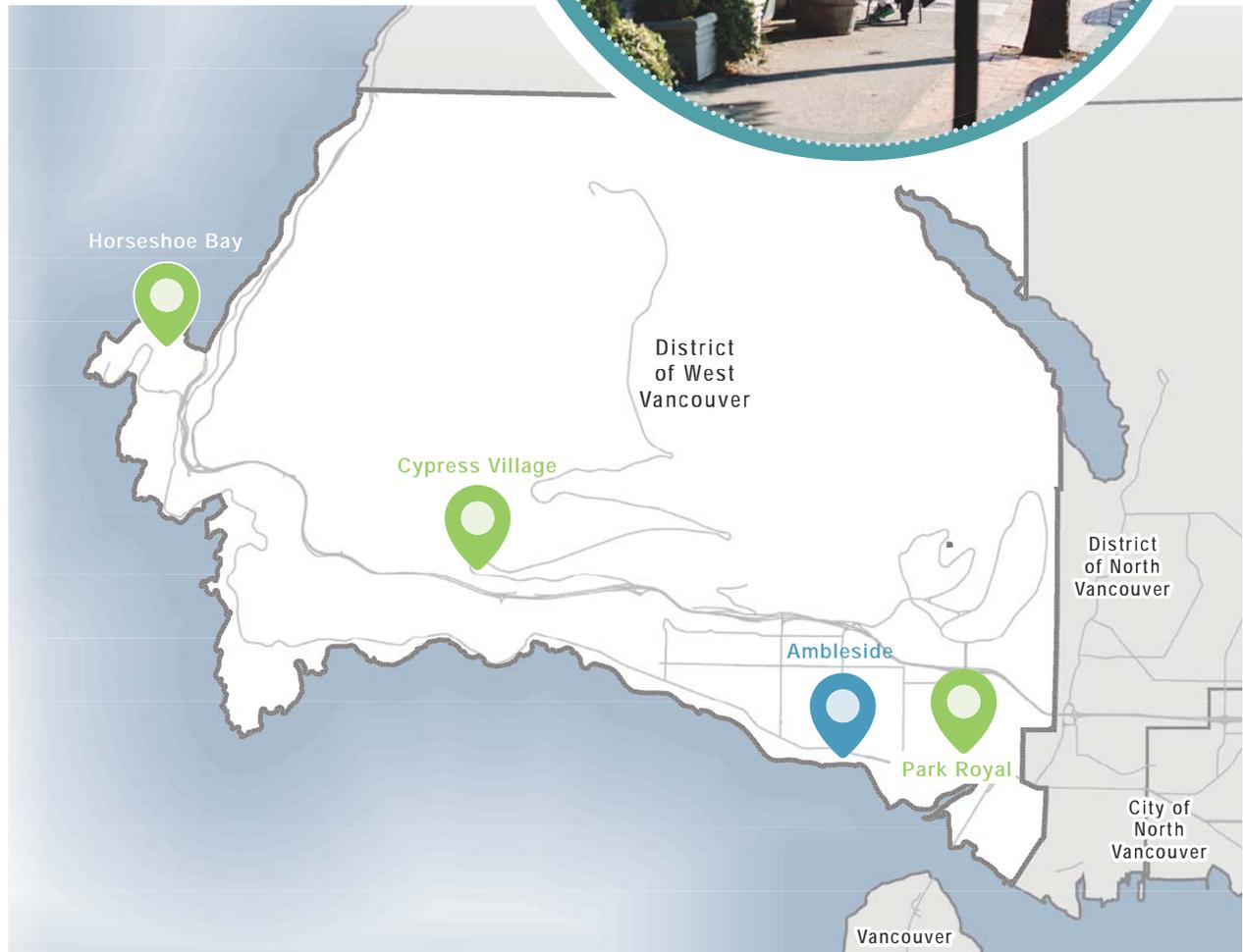
**West Vancouver is a signatory to *Metro 2040: Shaping our Future*, Metro Vancouver's regional growth strategy that designates Ambleside as our Municipal Town Centre.**

Ratified by the District in 2011, Metro Vancouver's *Regional Growth Strategy* identifies 17 municipal town centres across the region including Ambleside. These centres are focal points for growth in support of employment, services, entertainment, cultural facilities and transit investments. Place-making and an enriched public realm make these Town Centres distinct places in their respective communities. Ambleside is already the civic, economic and cultural centre of West Vancouver with this standing expected to increase in the future.

**West Vancouver is a community of centres that serve as the foundation for the OCP review.**

Centres and corridors are key to West Vancouver, and the District is initiating area plans to shape the development of these distinct places. Ambleside must balance the civic, cultural, recreational and commercial services it provides to the residents of the neighbourhood, the District and beyond. Critical to its success is its continued support of a vibrant, socially-connected and local community.

CENTRES AND CORRIDORS



## 2008 CENTRE STRATEGY

Ambleside has long been a focus of West Vancouver and its community plans. Following the adoption of the 2004 OCP, the District convened the 2007 Ambleside Community Working Group and created the *Ambleside Village Centre Strategy*. These efforts reinforced Ambleside's role as the District's town centre and defined a vision for "an exceptional, vibrant, livable town centre that includes housing amenities, has strong ties to the ocean and parks, and celebrates arts and culture."

Many of the recommended strategies that resulted from this work have been realized. These include the creation of the Ambleside & Dundarave Business Improvement Area, adoption of the *Ambleside Waterfront Concept Plan*, definition of *Ambleside Village Streetscape Standards*, and introduction of new design guidelines and zoning regulations for the commercial core.



## 2008 STRATEGY RECOMMENDATIONS

- Develop a Business Improvement Area Program
- Develop street design improvements and streetscape standards for the commercial area
- Consider opportunities for the Town Centre when developing plans for Municipal facilities
- Celebrate the waterfront and its role in the Town Centre
- Implement a policy for securing community benefits in new development



### Key Facts for the Ambleside Study Area

#### LAND AREA



#### POPULATION



#### AVERAGE AGE



#### JOBS



#### HOUSING UNITS

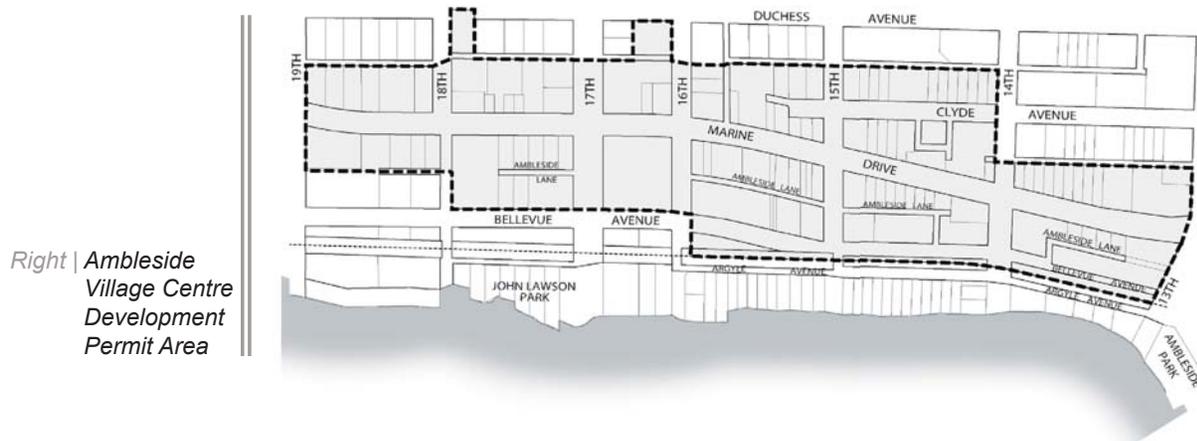


## CURRENT REGULATIONS

The *Ambleside Village Centre Strategy* was implemented through a 2009 OCP amendment. Part of the contemporary Ambleside Town Centre planning process involves review of endorsed policies to determine how they have worked "on the ground". These include

- Reinforce the role of Ambleside as West Vancouver's Town Centre
- Create a compact, more intense, convenient and interesting commercial area
- Support more vibrant and attractive commercial, civic and service components
- Increase the proportion of residential use, particularly in the periphery of the current commercial area, emphasizing its role as a "living" Village Centre
- Enhance Ambleside's sense of place and uniqueness, including its growing role as a home for civic and cultural activities
- Consider higher density developments on three special sites, and a maximum of four stories everywhere else if certain lot size requirements are not met

The Ambleside Village Centre Strategy included Development Permit Area Guidelines for the commercial core to promote design excellence, revitalize the public realm, promote alternative transportation, and support developments that contribute to business vitality and economic growth.



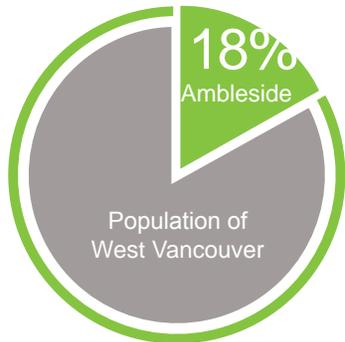
Right | Ambleside Village Centre Development Permit Area

# DEMOGRAPHICS



**The community of Ambleside stands out for its diversity, older population, and small household sizes.**

Ambleside attracts residents with its range of shops, services, recreational activities and cultural institutions. In 2016, almost 7,500 residents called the study area home, close to a fifth of the District's population.



## POPULATION BY AGE



Above | Population breakdown of West Vancouver

## OLDER POPULATION

On average, Ambleside residents are older than residents of the District as a whole and the population of older adults continues to grow.

In 2016 almost 50 per cent of residents in Ambleside were over the age of 65, an increase of four per cent since 2011. The the number of seniors in Ambleside is now almost double that of all residents younger than 45.

There are fewer children, young adults and middle-aged residents in Ambleside compared to all of West Vancouver, with the biggest differences in the under 25 and the 45 to 64 age cohorts

AGE COHORT	AMBLESIDE	WEST VANCOUVER
0 - 24	15%	26%
25 - 44	12%	15%
45 - 64	25%	31%
65 +	48%	28%

Above | 2016 Population (Source: 2016 Census, Statistics Canada)

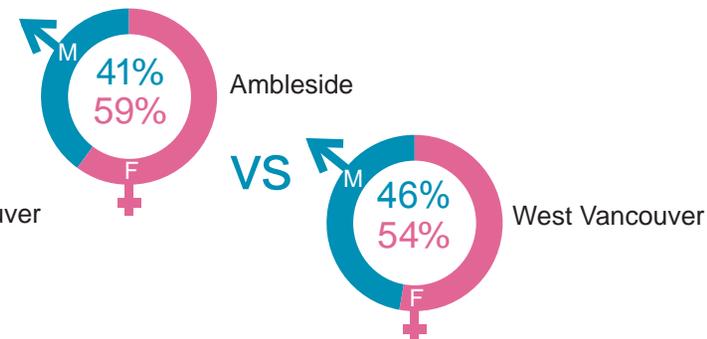
Below | Average age of residents



The average age of Ambleside residents is 58 years old, compared to 47 years for all of West Vancouver. This is also much older than regional average age of 41 years.

Ambleside has a higher percentage of female residents (59 per cent) than male residents (41 per cent). The percentage of female residents is also higher than for West Vancouver as a whole (54 per cent).

Below | Gender of residents



## YOUNGER POPULATION

The proportion of children and young adults has decreased in both Ambleside and the District compared to previous decades. The number of children and young adults in the Town Centre is less than West Vancouver overall. 15 per cent of Ambleside residents are age 24 and under, compared with 26 per cent in the District as a whole.



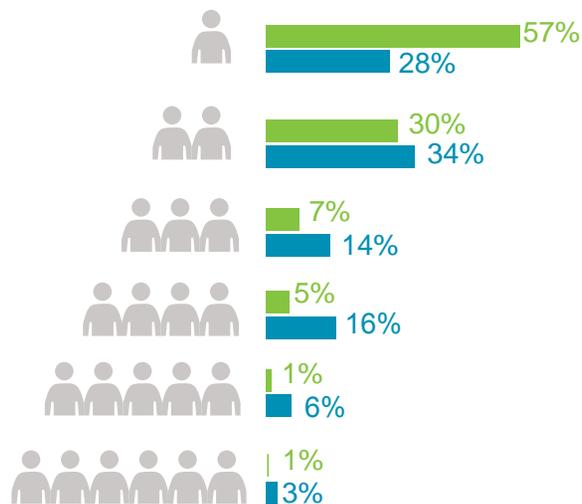


### SMALLER HOUSEHOLDS

Averaging 1.8 persons, Ambleside households are smaller than the District average of 2.5 persons. The neighbourhood also has a larger proportion of single-person households, reflecting the study area's demographics.



### HOUSEHOLD SIZE



Above | Household size, Ambleside vs West Vancouver

### DIVERSE LANGUAGES

Thirty per cent of Ambleside residents reports that their mother tongue is a non-official language. The most frequently cited mother tongues in both Ambleside and West Vancouver are Farsi, Chinese (Mandarin and Cantonese), German, and Korean. Ambleside has a slightly higher prevalence of Farsi speakers than the rest of the District.



Above | Most frequently cited non-official language mother tongue (Source: 2011 Census, Statistics Canada)

## DEMOGRAPHICS TAKEAWAYS

Ambleside contains almost a fifth of the District's population and 48 per cent of its residents are over the age of 65.

The average age of Ambleside residents are older (by over ten years) than West Vancouver as a whole.

Ambleside has a high number of single-person households and an average household size of 1.8 persons.

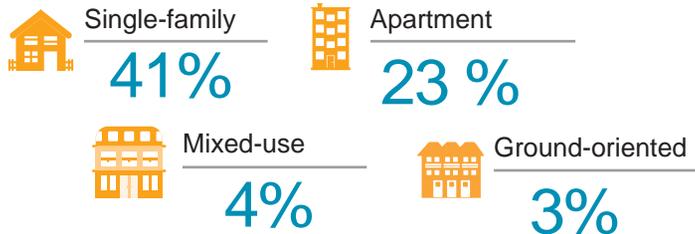


# LAND USE & BUILDINGS



**Ambleside, as West Vancouver's Town Centre, is a hub of shops and offices, community amenities, recreational opportunities, and high-density housing.**

To accommodate this current mix of uses, approximately 71 per cent of Ambleside's land is devoted to residential use, 22 per cent to community and park use, and seven per cent to commercial use. Despite a large amount of land for single-family dwellings (41 per cent), there are only 304 single-family units in the Ambleside study area. In contrast, the 3,300 apartment units account for just 23 per cent of the total land area. There is a limited amount of ground-oriented multi-family (240 units) and mixed-use (236 units) housing.



Above | Residential and Community Land Uses by area

## EXISTING LAND USE

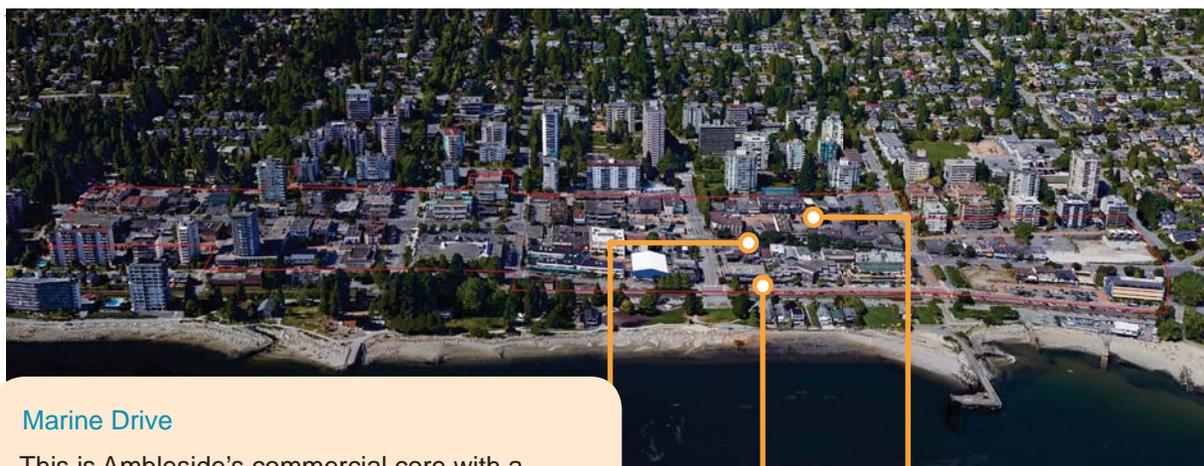


### MAP LEGEND

- Ambleside Town Centre Boundary
- Commercial
- Mixed Use
- Institutional Use
- Park
- Single Family Dwelling
- Ground Oriented Multi Family Dwelling
- Apartment
- Utility

## COMMERCIAL CORE

### KEY COMMERCIAL AREAS



#### Marine Drive

This is Ambleside's commercial core with a diverse range of shops, services and restaurants. Additionally Marine Drive includes a number of uses typically found on major arterials including gas stations and at-grade offices.

#### Bellevue

Located a block south of the commercial core, Bellevue is across the street from the waterfront. Bellevue enjoys southern exposure and proximity to the waterfront.

#### Clyde

The cobblestone street and brick buildings give these blocks a distinct character. They feature a wide range of businesses from grocery stores to garages.



### COMMERCIAL

Proximity to major roads and public transportation options makes Ambleside an attractive destination for shopping and services.

Commercial uses in Ambleside are primarily along Marine Drive and there is a strong concentration of small businesses. Many buildings offer a mix of commercial and residential uses, however these are often older buildings with only one or two residential units.

Commercial buildings in Ambleside are generally older due to limited redevelopment. Buildings have limited off-street parking since they were constructed to earlier parking standards. Contemporary regulations will increase off-street parking options in the commercial core through new construction.

The most prominent business sectors in Ambleside include: real estate, health services, financial services, and restaurants.



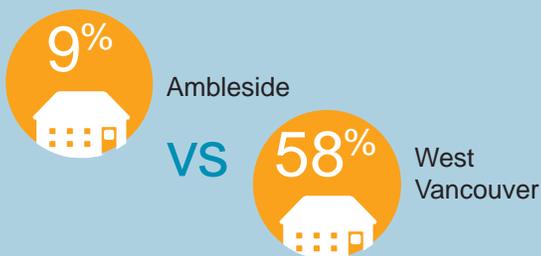
## Housing Diversity

Ambleside has a higher population density than the District as a whole. This is reflected by the type of dwellings that characterize the Town Centre.

*Below | High-density housing (over 5 storeys)*



*Below | Single detached homes*



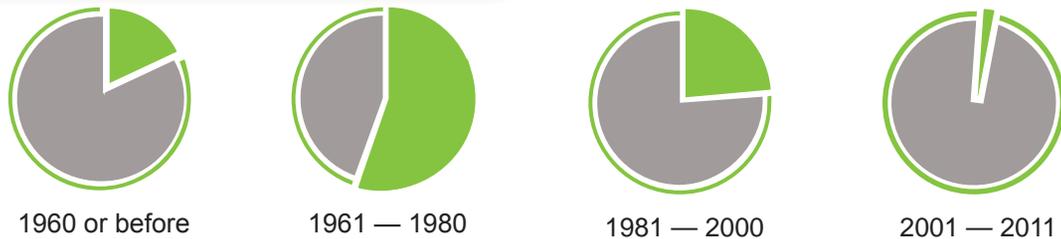
## HOUSING

### OLDER BUILDINGS

Housing stock in Ambleside is older than the rest of West Vancouver with 74 per cent of dwellings built prior to 1980, compared to 63 per cent across West Vancouver. However, the condition of housing is comparable to the rest of West Vancouver with only eight per cent of residents reporting that their homes required major repairs.

Only two per cent of Ambleside dwellings were built between 2001 and 2011, compared to 11 per cent across West Vancouver.

Most Ambleside dwellings were constructed prior to 1980



*Above | Share of Total Occupied Private Dwellings by period of construction*

### PURPOSE-BUILT RENTAL

The older housing stock is also reflective of the type of housing in this area, including a substantial number of purpose-built rental buildings. Such purpose-built rental housing is rare among new developments, not only in West Vancouver but across the region.

Housing, in particular housing affordability and diversity, has long been acknowledged as an issue in West Vancouver and remains a Council priority. Current policies protect existing rental buildings from strata conversion; however, a number of older rental buildings have been identified as vulnerable to redevelopment, leaving the future of these rental units uncertain.

Ambleside's high-density housing is concentrated within the Town Centre, with the majority of apartment development completed in the 1960s and 1970s.

Ambleside's apartment stock is made up of mostly rental units (55 per cent), followed by strata (39 per cent), and co-operative housing (six per cent).

### APARTMENT UNIT CONSTRUCTION BY DECADE

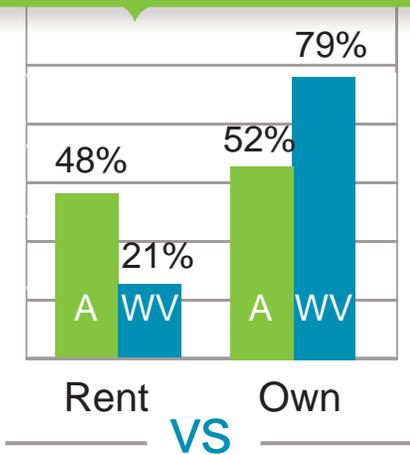




### HOUSING AFFORDABILITY

Compared to the rest of West Vancouver, Ambleside residents are more likely to rent than own their homes. The number of people who rent is 27 per cent more than the District as a whole. This is due to the concentration of purpose-built rental housing in Ambleside.

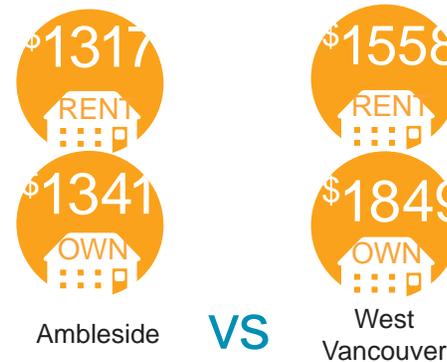
Ambleside residents are more likely than the whole of West Vancouver to rent than own.



Above | Renters vs owners in Ambleside vs West Vancouver

Ambleside housing stock is less expensive than other areas in the District. This is the result of dwellings that are smaller and older overall. Eighty six per cent of Ambleside homes have two bedrooms or less; only 10 per cent have three bedrooms or more. For comparison, 63 per cent of West Vancouver homes are three bedrooms or larger.

The costs below reflect the most recent information specific to Ambleside. Housing costs have increased significantly District-wide since then.



Above | Median shelter costs in Ambleside vs West Vancouver (Source: NHS 2011)



## LAND USE & BUILDINGS TAKEAWAYS

Ambleside has the most diverse housing options in West Vancouver, despite having limited ground-oriented multi-family units.

While Ambleside has a high proportion of rental housing, vacancy rates are low across the District.

Housing stock in Ambleside is older, reflecting a boom in purpose-built rental housing development in the 1960s and 1970s.

Despite lower housing costs, half of Ambleside tenants are still spending more than 30 per cent of their gross income on housing—a benchmark of affordability.

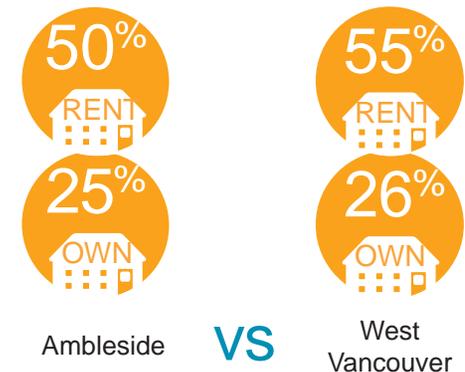
Rental dwelling units are a relatively small proportion of West Vancouver housing and additional supply is needed. In 2016, CMHC reported a rental vacancy rate of 0.2 per cent in West Vancouver, the lowest rate in the region and considerably lower than the Metro Vancouver average of 0.7 per cent.



Above | Benchmark of affordability

Affordability is also a concern: in 2016 the average West Vancouver apartment was over \$500 more expensive than the average Metro Vancouver apartment. If housing costs continue to increase, there are few alternatives for renters in West Vancouver to stay in the community.

Many Ambleside residents are spending more than 30 per cent of their monthly income on shelter costs.



Above | Percent of residents by tenure spending more than 30 per cent of their monthly income on shelter costs

# FEATURES & AMENITIES



**As West Vancouver's Town Centre, Ambleside is a unique neighbourhood with many features and amenities.**

Fronting Marine Drive, Ambleside's commercial corridor features a diversity of shops, restaurants, and services for residents and visitors. Around the commercial core are a range of community, cultural and recreational facilities within close proximity to residential neighbourhoods and transit options.

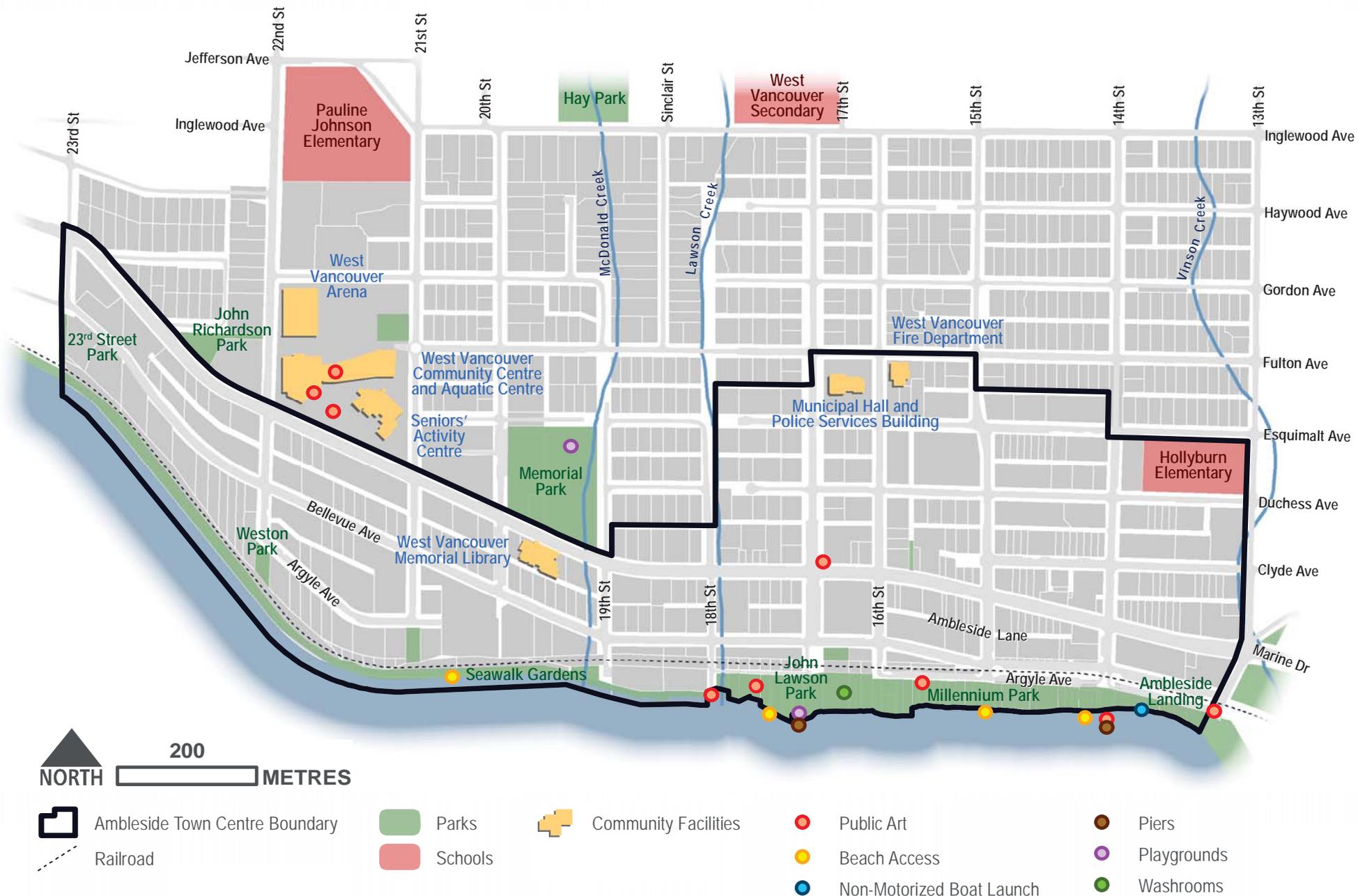
Ambleside also offers an unparalleled urban shoreline, featuring public views of the Burrard Inlet, Stanley Park, the Lions Gate Bridge and Vancouver.

## Ambleside Parks

Ambleside is home to a diverse mix of parks that cater to a variety of ages and interests. Its waterfront parks, connected by the District's Seawalk pathway, feature swimming access, piers, playgrounds, and picnic areas. Memorial Park, located adjacent to the commercial core, offers a peaceful sanctuary to remember West Vancouver's war veterans as well as to watch young salmon and trout in Centennial Rearing Pond. Smaller neighbourhood parks, such as John Richardson, provide well-maintained outdoor gathering areas for friends and neighbours, and Argyle Village Gardens supports community garden plots.



# AMENITIES LOCATED IN AMBLESIDE



## NATURAL FEATURES

Ambleside is identified principally by its shoreline along Burrard Inlet. Residents and visitors have access to an interconnected network of parks, trails, and pathways that take advantage of the waterfront.

The area benefits from a varied topography that flattens near the shoreline. McDonald, Lawson, and Vinson Creeks provide peaceful natural areas throughout the residential areas.

Once completed, the Spirit Trail will link Ambleside to the entire North Shore from Horseshoe Bay to Deep Cove.

7

Seven parks totaling 7.46 hectares and 1.85 km of public shoreline.

3

McDonald, Lawson and Vinson creek systems.

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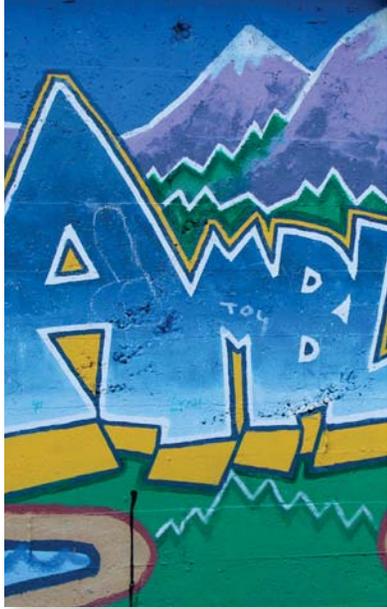
Above | *Ambleside natural features*

## CULTURAL

Ambleside is home to the West Vancouver Museum, West Vancouver Memorial Library, and the Ferry Building Gallery. Public art is featured at District facilities, community parks and as part of the Marine Drive streetscape. Additionally, Kay Meek Theatre is located just beyond the study area boundary. Ambleside also hosts a number of major community events each year:

- Community Day in Ambleside Park
- Canada Day in John Lawson Park
- Harmony Arts Festival
- Ambleside Live Music Festival
- Norooz Fire Festival (Persian New Year) in Ambleside Park





### SENIORS' ACTIVITY CENTRE

Offering a variety of programs and activities, the Seniors' Activity Centre provides opportunities for social connection and healthy living for West Vancouver's older adults. The facility features an atrium and a number of rooms that host classes, meetings and events.



### WATER ACTIVITIES

With the waterfront nearby, residents and visitors have plenty of opportunities to enjoy playing in and near Burrard Inlet. John Lawson Park offers a splash park and playground, a beach for swimming, and a pier for sunset watching. The Hollyburn Sailing Club has operated in Ambleside for over 30 years.



## AMBLESIDE WATERFRONT CONCEPT PLAN

Endorsed in 2016, the *Ambleside Waterfront Concept Plan* is a cohesive vision for the future of the waterfront. The plan offers a range of activities for all West Vancouver residents. It enhances this stretch of public waterfront with new green spaces, arts and cultural facilities, all connected by the completed Spirit Trail. Together, these additions ensure that the waterfront thrives as one of the jewels of West Vancouver.



## FEATURES & AMENITIES TAKEAWAYS

Ambleside has many recreational opportunities including parks and community centres.

Ambleside is proximate to natural features including a long stretch of public waterfront access.

Nearby civic services support residents in Ambleside and neighbouring communities.

Ambleside's educational and community resources attract many children, youth and young adults from across West Vancouver.

## RECREATIONAL FACILITIES

Ambleside is a recreational hub with public facilities adjacent residential areas and close to transit options, including:

- West Vancouver Community Centre
- Senior's Activity Centre
- Aquatic Centre
- Ice Arena

Other facilities in Ambleside offer additional leisure opportunities:

- Hollyburn Sailing Club
- West Vancouver Tennis Club
- West Vancouver Lawn Bowling Club
- Tiddly Cove Lions Club
- Royal Canadian Legion Branch 60

## CIVIC FACILITIES

- West Vancouver Municipal Hall
- West Vancouver Police
- West Vancouver Fire
- West Vancouver Memorial Library
- West Vancouver Museum

## EDUCATIONAL INSTITUTIONS

The School District Office is located in Ambleside along with a number of public schools:

- Hollyburn Elementary (K-7)
- Ecole Pauline Johnson Elementary (K-7)
- West Vancouver Secondary (8-12)

## RELIGIOUS INSTITUTIONS

- West Vancouver United
- St. Stephen's Anglican
- First Church of Christ, Scientist

# EMPLOYMENT & INCOME



## As the District's Town Centre, Ambleside is our primary employment centre

Marine Drive is Ambleside's main commercial core, but sections of Clyde and Bellevue Avenues are also defined by a range of restaurants, health services, insurance and real estate offices, and financial businesses.

Although Ambleside has the highest concentration of jobs in West Vancouver, the workforce participation and household income of its residents are lower than the District overall. Both reflect Ambleside's older demographics.

## LOCAL EMPLOYERS

Ambleside is a hub of commercial activity, fitting of its Town Centre status. This includes a concentration of employment in both the service and municipal sectors. The neighbourhood features 3,000 jobs that draw workers from across West Vancouver and beyond. The ability of businesses to recruit and retain workers is key to the future economic success of Ambleside.

The study area contains over 2,000 private sector jobs, primarily in the finance, insurance, real estate, and service sectors. It also includes workers providing recreational, civic, educational, and emergency services. The West Vancouver Community Centre, Municipal Hall and other facilities serve Ambleside residents as well as the District overall.



Above | Private sector employment by category

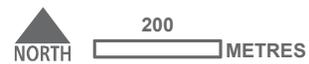


## EMPLOYMENT AREAS



### MAP LEGEND

-  Ambleside Town Centre Boundary
-  Commercial
-  Education
-  Municipal
-  Mixed Use
-  Health



### EMPLOYMENT LANDS IN AMBLESIDE

Commercial uses define the 1300 to 1800 blocks of Marine Drive as well as portions of Clyde and Bellevue Avenues. Ambleside has limited mixed use developments, which combine residential units with a range of offices, shops and services. Municipal facilities are located along or just outside of the Town Centre Boundary. Health services and education facilities are located both within the Town Centre Boundary and the larger study area.

### LOWER WORKFORCE PARTICIPATION

Although Ambleside has many employment opportunities, a smaller portion of its residents are in the workforce. Ambleside's labour force participation rate is 39 per cent, compared with 54 per cent across West Vancouver and 66 per cent across Metro Vancouver. This is likely reflective of Ambleside's older population and means that a large number of Ambleside workers live outside the Town Centre and must commute in for work every day.

Ambleside's concentration of retirement age residents means most Ambleside employees do not live in the Town Centre.



Above | Resident participation in the workforce





## OCCUPATIONS

Ambleside residents in the workforce are engaged in a wide range of professions.

- 1 Sales and Services
- 2 Business, finance, and administration
- 3 Education, law, and social, community, and government services

Above | Top three Occupation Types



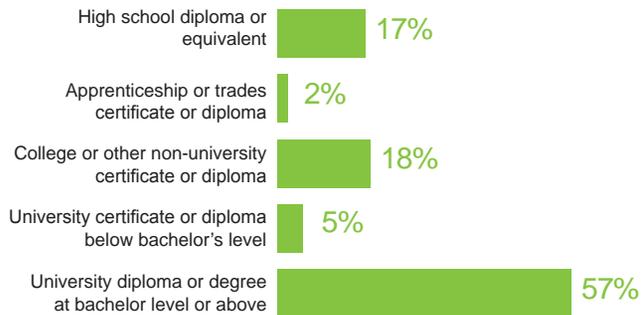


## RESIDENT ECONOMIC PROFILE

### EDUCATION

Educational attainment in Ambleside is comparable to West Vancouver and the Metro Vancouver region with 57 per cent of residents holding a university certificate, diploma, or degree at bachelor level or above.

Below | Education levels in Ambleside



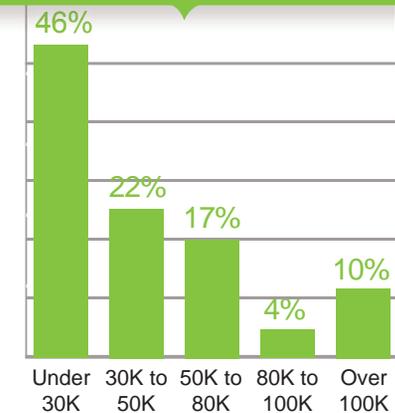
### INCOME

Ambleside household median income is similar to the District as a whole—\$36,251 compared to \$36,574. Almost half of households with income in Ambleside make less than \$30,000 and almost 75 per cent make less than \$50,000.

### LOWER INCOME RESIDENTS

Though median gross incomes are comparable, Ambleside has a higher concentration of residents who are considered low income (23 per cent) than West Vancouver as a whole (14 per cent). Ambleside is also home to 45 per cent of West Vancouver's low income seniors.

The higher concentration of retirement age residents contributes to lower individual income levels.



Above | Income levels in Ambleside



## EMPLOYMENT & INCOME TAKEAWAYS

Ambleside is the District's employment and commercial hub, and Marine Drive is its commercial core.

Over 3,000 private and public sector jobs are located in Ambleside.

Ambleside has a lower labour force participation rate than the whole of West Vancouver despite its proximity to jobs.

Ambleside has lower household incomes than the rest of West Vancouver.

### LOWER HOUSEHOLD INCOMES

While individual incomes in Ambleside are similar to District-wide incomes, a different picture emerges when gross household incomes are considered, particularly in light of housing costs.

	ALL HOUSEHOLDS	ONE-PERSON HOUSEHOLDS	TWO-OR-MORE-PERSON HOUSEHOLDS
Ambleside	\$55,309	\$36,905	\$82,562
West Vancouver	\$84,345	\$38,606	\$117,529

Ambleside's median household income is substantially lower than the District's. This sheds light on two factors that are unique in the demographic profile of the community:



Ambleside has a high prevalence of one-person households.



Ambleside has lower relative incomes for two-or-more person households.

One-person households generally reflect younger (early career) or older (retired) residents. Ambleside has a high concentration of older adults with 48 per cent of residents over the age of 65. This correlates with the community's high concentration of one-person households (58 per cent of residents) compared to the District as a whole (28 per cent of residents). The lower median income for Ambleside is partly explained by the high prevalence of one-person households. However, median income for two-or-more person households in Ambleside is also much lower than the District as a whole.

Ambleside does not attract many young professionals or young families, reflecting larger trends within the District. The District has struggled to attract young adults between the ages of 20 and 34 who are being drawn to other areas of Metro Vancouver for jobs and housing opportunities (including more diverse and affordable housing options).

# TRANSPORTATION



High quality transportation options are critical to livability and livelihoods. Ambleside is defined by strong connections to major road networks and opportunities to walk, cycle, and bus for work, shopping, and recreation.

There is a high concentration of shops and amenities throughout the commercial core. Ambleside is one of West Vancouver's few grid-based street networks, which allow for more direct pedestrian and cycling access to the commercial core.

ACTIVE MOBILITY OPTIONS IN AMBLESIDE



## ACTIVE MOBILITY

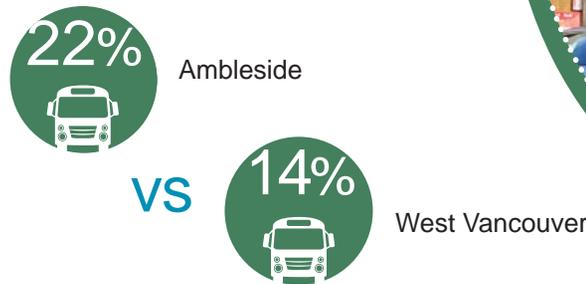
As a high-density, mixed-use community, Ambleside offers many opportunities to walk, cycle, or bus. The commercial core is within walking distance of the high-density apartment area, and it is connected to buses and cycling routes.

Over 4,200 residents live within 400 metres walking distance of the commercial core, representing 58 per cent of the study area population. All Ambleside residents live within 400 metres of a bus stop.

### CONNECTED TO TRANSIT

The area's strong transit usage reflects the existing connections and frequent service. In 2015, more than 8 million boardings were reported for buses that travel through Ambleside. TransLink's *10-Year Vision*, adopted in 2016, will improve service further with the planned introduction of rapid bus service along Marine Drive.

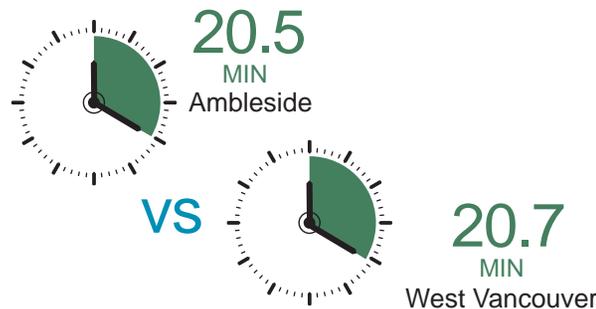
Transit connecting stores and services benefits all demographics, including our aging population which is anticipated to require increased levels of support in the future.



Above | Percentage of residents who use public transit to travel to work

### MODE OF TRANSPORTATION TO WORK

Ambleside residents are 50% more likely to commute to work using public transit than District residents overall.



Above | Average commute time in minutes



### COMMUTE TIMES

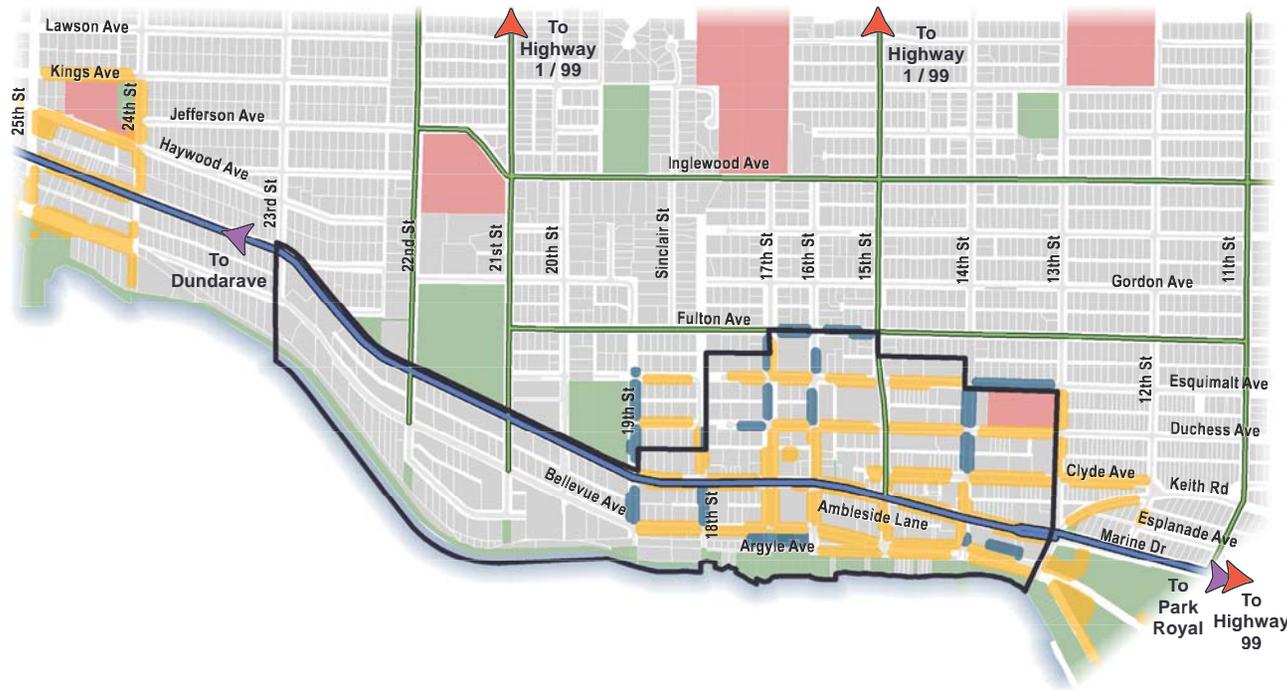
Commute times for Ambleside residents are similar to West Vancouver residents in general.

#### TRAVEL TIME TO KEY DESTINATIONS BY BUS

Horseshoe Bay	20
Lions Gate Hospital	25
Downtown Vancouver	30
Capilano University	40
UBC (Via Direct 258 Bus)	46
Vancouver International Airport	60

## ROADS

### REGIONAL CONNECTIONS



### CONNECTED TO MAJOR ROUTES

Ambleside is served by West Vancouver's main arterial roadway, Marine Drive. It is also within 10 minutes of Highway 99, Highway 1, and the Lions Gate Bridge, providing access to neighbouring communities. This high level of connectivity supports Ambleside as an employment area, residential centre and recreational destination.

### NEARBY PARKING

Public parking in Ambleside is primarily street parking in and around the commercial core and further west along Bellevue, Marine Drive and parts of Argyle.

Private underground and surface parking is available to customers of local businesses. Many older commercial buildings do not have sufficient off-street parking since they were constructed to earlier parking standards. Redevelopment creates an opportunity to increase off-street parking availability.

## TRANSPORTATION TAKEAWAYS

Ambleside is well-connected for all modes of transportation.

The area is highly walkable due to its grid-based street network.

A high proportion of residents use public transit and the neighbourhood is well-served by West Vancouver's Blue Bus.

The area is connected to adjacent neighbourhoods by the multi-modal Spirit Trail (to Park Royal) and the pedestrian Centennial Seawalk (to Dundarave).



This Community Profile has been prepared as part of the Ambleside Town Centre Planning Process. Further information is available on the District website:

**[westvancouver.ca/amblesidetowncentre](http://westvancouver.ca/amblesidetowncentre)**

If you have any questions about the planning process or this Community Profile please contact:

**[amblesidetowncentre@westvancouver.ca](mailto:amblesidetowncentre@westvancouver.ca)  
604-921-3459 or 604-921-2173**



*westvancouver*