



1552 ESQUIMALT AVENUE

ENGAGEMENT SUMMARY REPORT

PREPARED ON BEHALF OF WALL FINANCIAL CORPORATION
JULY 2025



EXECUTIVE SUMMARY

In June 2025, Wall Financial submitted a preliminary Official Community Plan Amendment to the District of West Vancouver for an infill building at 1552 Esquimalt Avenue in the District of West Vancouver.

The proposed development is for a 19-storey infill building containing 139 new homes which would be secured as rental for a 6-year term and would thereafter become available for homeownership as strata condominium units. The proposal seeks an Official Community Plan amendment to allow for the Floor Area Ratio and associated tenure. There is an existing 20-storey, 185 home rental building on site today; this building will remain and be secured in rental in perpetuity as part of the proposal.

The project team hosted an online engagement period on the project website from July 3 to July 10, 2025 and an in-person Preliminary Consultation Meeting (PCM) at West Vancouver Community Centre Music Hall on July 3, 2025. The purpose of this engagement was to seek public input to inform the application.

Key Engagement Statistics

- 1,100 notifications were delivered via Canada Post to residents within a 100m radius of the site.
- From June 17, 2025 to July 10, 2025 the website recorded 65 unique visitors.
- Approximately 35 community members attended the in-person PCM on July 3, 2025.
- 6 in-person comment forms and 18 online comment forms were received during the PCM.
- 4 emails were received during the PCM engagement period.

Public feedback reflected a range of perspectives. While some respondents shared support for the overall vision, others raised specific concerns. The most frequently mentioned themes included:

- Parking (10 mentions): including concern over a lack of on-site spaces, increased pressure on street parking, and limited visitor parking, especially during construction.
- General Support (9 mentions): support for additional rental housing in West Vancouver, the rental-then-strata tenure model, and densification in urban areas like Ambleside.



- Traffic, Congestion & Emergency Access (6 mentions): increased traffic volumes, lane crowding, and potential delays for emergency vehicles.
- Construction Impacts (6 mentions): disruption anticipated during construction, including noise, dust, and limited site access.
- Height, Density & Massing (4 mentions): the proposed building is too tall or dense for the neighbourhood context; a preference for a lower-scale development.
- Existing Ambleside Towers (3 mentions): desire for further investment in the current tower, concerns about rising rents, and questions about future tenant benefits.
- Uncertainty About Post-Rental Period (2 mentions): what would happen to tenants after the six-year rental period ends.
- Landscaping & Trees (2 mentions): preserve mature trees and simplify outdoor amenities in favour of shaded green space.
- Residential Amenities (2 mentions): questions about whether amenities in the new building would be shared with current tenants and whether existing facilities would be upgraded.
- Infrastructure & Utilities (1 mention): questions about whether local utility systems could accommodate increased demand.
- Other (1 mention): no need for additional apartment buildings.

Email submissions echoed these themes, particularly concerns about parking, construction impacts, neighbourhood compatibility, and the impact on existing residents. Some also raised issues with the policy context and the public engagement process.



TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
TABLE OF CONTENTS	4
1. INTRODUCTION	5
2. NOTIFICATION	6
3. ONLINE ENGAGEMENT DETAILS: PROJECT WEBSITE	7
4. IN-PERSON ENGAGEMENT DETAILS: PRELIMINARY CONSULTATION MEETING	8
5. FEEDBACK SUMMARY	9
6. CONCLUSION	14
APPENDICES	
A. NOTIFICATION MAILER	16
B. NOTIFICATION DISTRIBUTION AREA	17
C. NEWSPAPER ADVERTISEMENT	18
D. EXISTING RESIDENT LETTER	19
E. PROJECT WEBSITE	20
F. PROJECT DISPLAY MATERIALS	22
G. COMMENT FORM	49
H. SUBMITTED COMMENT FORMS	50
I. EMAIL CORRESPONDENCE	59



1. INTRODUCTION

To inform the community about the preliminary Official Community Plan amendment application for 1552 Esquimalt Avenue, the project team conducted both online and in-person engagement activities. Online engagement was hosted on the project website (www.1552esquimalt.com) from July 3 to July 10, 2025, and an in-person session was held at the West Vancouver Community Centre Music Hall on July 3, 2025.

At the in-person event, display boards were set up for attendees to review, and members of the project team, along with DWV staff, were available to answer questions and collect feedback; comment forms were available for attendees wishing to provide feedback at the event. The online engagement included the same materials from the in-person session (information boards and a comment form). The public comment period was open from July 3 to July 10, 2025 as directed by staff.

The following report summarizes the 1552 Esquimalt Avenue July 2025 engagement activities, including:

- Notifications
- Project Website (online engagement)
- Preliminary Consultation Meeting (in-person engagement)
- Feedback received
- Conclusion and Next Steps

2. NOTIFICATION

A. Community Notification

The public was notified about the PCM in the following ways:

- June 17, 2025 - Canada Post Notification Mailer;
- June 18 and 25, 2025 - North Shore Newspaper advertisement; and
- June 17, 2025 - Letter sent to existing 1552 Esquimalt Avenue residents.

Each notification contained similar information informing the surrounding community about the development proposal and the upcoming PCM. Contact information for the project team and details about the project website were included in the notifications.

Canada Post Notification Mailer

On approximately June 17, 2025, 1,100 addressed mailers were sent out via Canada Post to addresses within a 100-metre radius from the site informing them of the upcoming engagement event (online and in-person) and sharing project information.

A copy of the notification flyer is included in Appendix A, and a copy of the notification area is in Appendix B.

Newspaper Advertisement

On June 18 and June 25, 2025, a quarter-page newspaper advertisement was published in the North Shore News to inform the public about the PCM.

A copy of the advertisement is included in Appendix C.

Existing Resident Outreach

On June 17, 2025, Wall Financial delivered a letter to their residents of 1552 Esquimalt Avenue notifying them of the upcoming online and in-person engagement event. The letter included high-level project information, details on the July 3, 2025 Public Consultation Meeting, a link to the project website, and contact information for the building manager.

A copy of the letter is included in Appendix D.



3. ONLINE ENGAGEMENT DETAILS: PROJECT WEBSITE

The project website, www.1552Esquimalt.com, was created as an online hub for information. The project website went live with high-level PCM information on June 17, 2025 to coincide with the arrival of the flyer by mail and the first North Shore News Ad.

On July 3, 2025, the project website was updated to provide the following:

- A place where community members can sign up for updates
- The opportunity to review the complete project information including the same information boards that were presented at the in-person event on July 3
- Complete the online comment form during the engagement period
- A key point of contact with the project team for comments or questions

Engagement

Between June 17 and July 10, 2025, the website recorded 65 unique visitors.

Screenshots of the project website are included in Appendix E.



4. IN-PERSON ENGAGEMENT DETAILS: PRELIMINARY CONSULTATION MEETING

Event Details

Date: Thursday, July 3, 2025

Time: 6 - 8 pm

Location: Music Hall, West Vancouver Community Centre

PCM Attendance

35 members of the public attended the in-person PCM. The following individuals from the project team and the District of West Vancouver attended the July 3, 2025 in-person PCM.

Wall Financial Corporation

- Bruno Wall, CEO
- Darcee Wise, Vice President & Property Manager
- Simon Yoon, President
- Molly Reinhardt, Executive Assistant

Pooni Group

- Laura Beveridge
- Angela Chau

District of West Vancouver

- Lisa Berg

JOG Architecture

- Jörk Grävenstein, Project Architect

Information Boards/Presentation Material

The presentation materials covered the key aspects of the proposal including:

- A welcome, land acknowledgment, and project team introduction board
- Boards outlining the context of the site, neighbourhood, owner, applicable policy and inputs which inform the application
- Boards highlighting the proposal offering including the retention of the existing rental building, landscape, sustainability and public realm improvements, and parking.
- Several boards showing architectural materials including the site plan, landscaping plan, context plan, renderings, elevations, sections, and shadow studies.
- Boards outlining the project stats, the application process, and how to share feedback on the proposal.

A copy of the information boards are included in Appendix F.

5. FEEDBACK SUMMARY

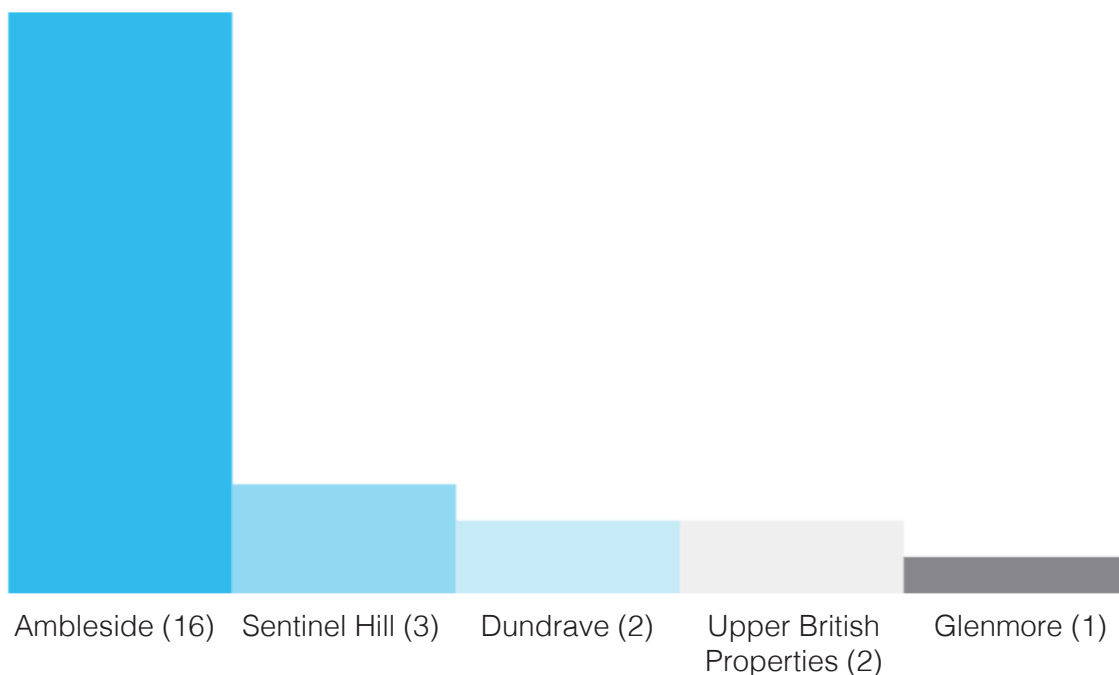
Through this engagement, Wall Financial informed the public about the proposal, addressed their questions, and gathered feedback. Feedback was gathered in the following ways:

- Via the in-person comment form (available at the Preliminary Consultation Meeting) and the online comment form (available on the project website)
- Via email at info@1552equimalt.com

A. Comment Forms (In-person and Online)

Between July 3 and July 10, 2025, a total of 24 submissions were received (6 in-person comment forms and 18 online comment forms). Note that one online comment form was a duplicate received from the same respondent twice, comments have been merged and captured.

Respondents were asked to indicate which neighbourhood they resided in. The following graph summarizes their responses:





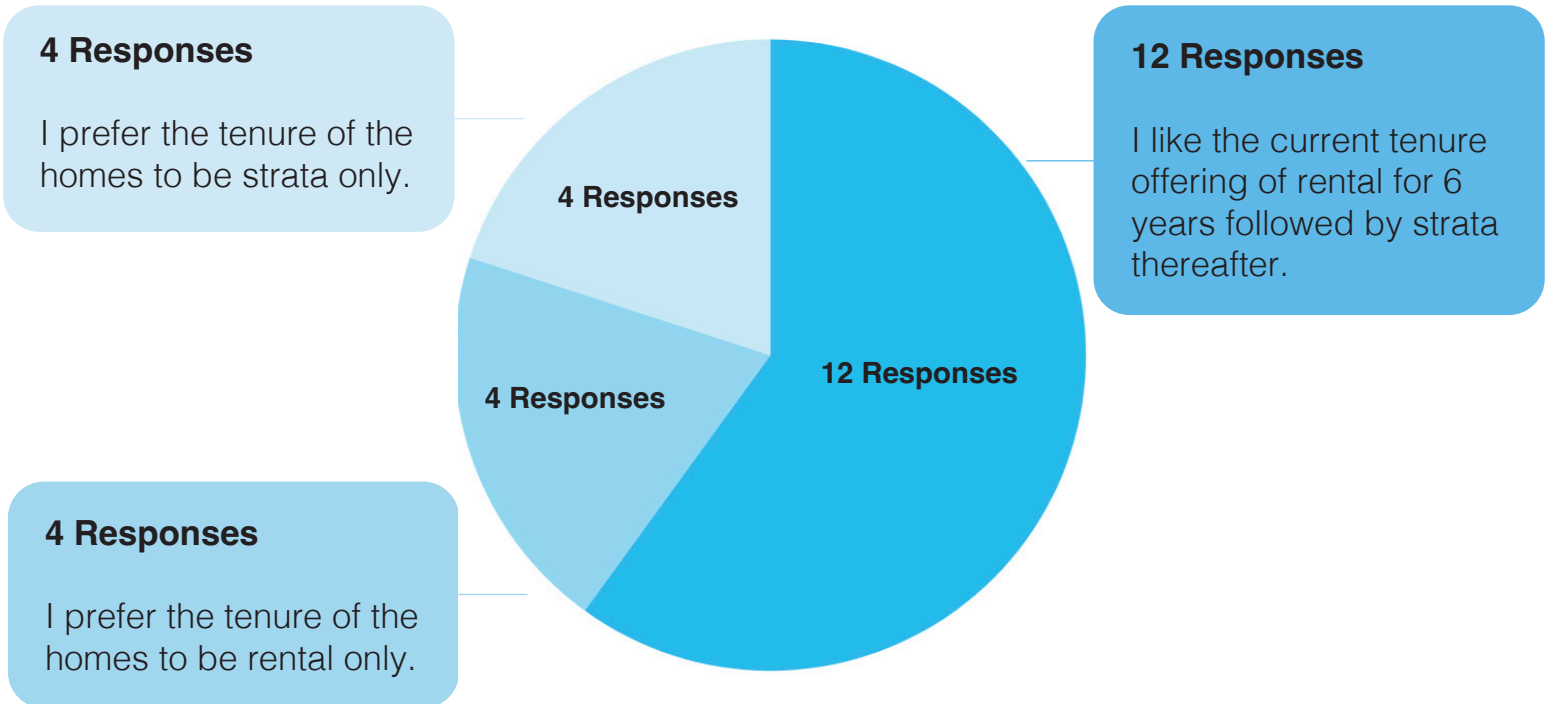
The comment form comprised two questions; responses are summarized below, followed by a detailed breakdown of responses to each question. Note that not all respondents answered each question.

Question 1:

The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:

- I like the current tenure offering of rental for 6 years followed by strata thereafter.
- I prefer the tenure of the homes to be rental only.
- I prefer the tenure of the homes to be strata only.

Responses:





Question 2:

What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?

Responses:

Parking

Mentions: 10

- Not enough parking provided for new units
- Existing parking is already an issue (lack of street parking)
- Visitor and temporary parking concerns during construction

General Support

Mentions: 9

- General support for the overall project
- Support for more rentals in West Vancouver
- Support for rental-then-strata model

Traffic, Congestion & Emergency Access

Mentions: 6 (one duplicate response)

- Increased traffic and congestion
- Risk to emergency access
- Lane crowding

Construction Impacts

Mentions: 6

- Construction-related noise and pollution
- Disruption to existing residents and access
- Duration of construction and associated inconvenience



Height, Density, and Massing Concerns

Mentions: 4

- Building is too tall, too dense, or inappropriate for the area
- Preference for lower-scale development

Existing Ambleside Towers

Mentions: 3

- Desire for additional investment in the current tower
- Questions about future rents for existing tenants

Uncertainty About Post-Rental Period

Mentions: 2

- Concern about what happens to renters after 6 years

Landscaping and Existing Trees

Mentions: 2

- Desire for shaded green spaces rather than the proposed amenities
- Request to preserve mature trees on-site

Residential Amenities

Mentions: 2

- Questions about amenity sharing with the existing tower
- Questions about future upgrades to existing amenities

Infrastructure & Utilities Capacity

Mentions: 1

- Question whether utilities (water/sewer) can support the added density

Other

Mentions: 1

- Comment that there is no need for additional apartment buildings.



B. Project Email

From June 17, 2025 (when the notifications were delivered) to July 10, 2025 (the comment period deadline), the project team received 4 emails (plus an additional 3 email responses to a reply) from the public: 3 expressing concern or non-support, and 1 asking clarifying questions.

Expressing Concern or Non-Support:

- Concerns regarding impacts on existing residents during construction, views and parking during and after construction.
- Comments regarding maintenance and challenges with the existing Ambleside Towers.
- Concerns about the LAP process, policy terminology, and consultation process.

Clarifying Questions

- A question about when construction would begin.

A copy of the emails can be found in Appendix I.

6. CONCLUSION

In general, the feedback received indicated that a majority of respondents (12 out of 20) supported the proposed tenure approach, with strata units made available as rental homes for the first six years, while four respondents expressed support for rental housing only, and four supported strata ownership only.

Views on the overall proposal were mixed. Key themes included a desire for adequate parking, general support for additional housing, concerns about traffic, congestion, and emergency access, construction impacts on neighbours, the overall height and density of the building, and comments on the proposed landscaping.

Several questions were also raised during the public engagement process. These related to the temporary rental tenure, the types of residential amenities offered and whether they would be shared, infrastructure and utility capacity, and the construction timeline.

The feedback gathered during the preliminary consultation meeting will be carefully considered by the project team as the application is further refined.

1552 ESQUIMALT AVENUE

APPENDICES



A. NOTIFICATION MAILER



Please Join Us for a Preliminary Public Consultation Meeting for **1552 Esquimalt Avenue, West Vancouver**

Wall Financial Corporation (Wall) has submitted a preliminary development proposal for a residential infill building at 1552 Esquimalt Avenue. The application proposes a new 19-storey residential tower with 139 homes, secured as rental for a 6-year term. The existing 185 home rental building on the property will remain and be secured as rental in perpetuity. A total of 250 parking stalls are proposed for the two buildings.

The proposal is in response to policy BF-B 4.4.5.d. from the Ambleside Local Area Plan approved in July, 2024, which contemplates an infill residential building on this property.

Please join us for an applicant-led Preliminary Public Consultation Meeting (PCM):

Date: Thursday, July 3, 2025
Location: West Vancouver Community Centre Music Hall, 2121 Marine Drive, West Vancouver
Time: 6:00pm - 8:00pm
Format: Drop-in, no presentation

How to Participate

You can share your feedback on the proposal in the following ways:



In-person: By filling out a comment form in-person at the Preliminary Public Consultation Meeting on July 3; or



Online: If you are unable to make the in-person meeting, you can visit the project website at www.1552esquimalt.com to review the proposal information and complete a comment form. Materials will be posted online on July 3. The same information will be shown at the in-person meeting and online. The public comment period runs from July 3 - 10.



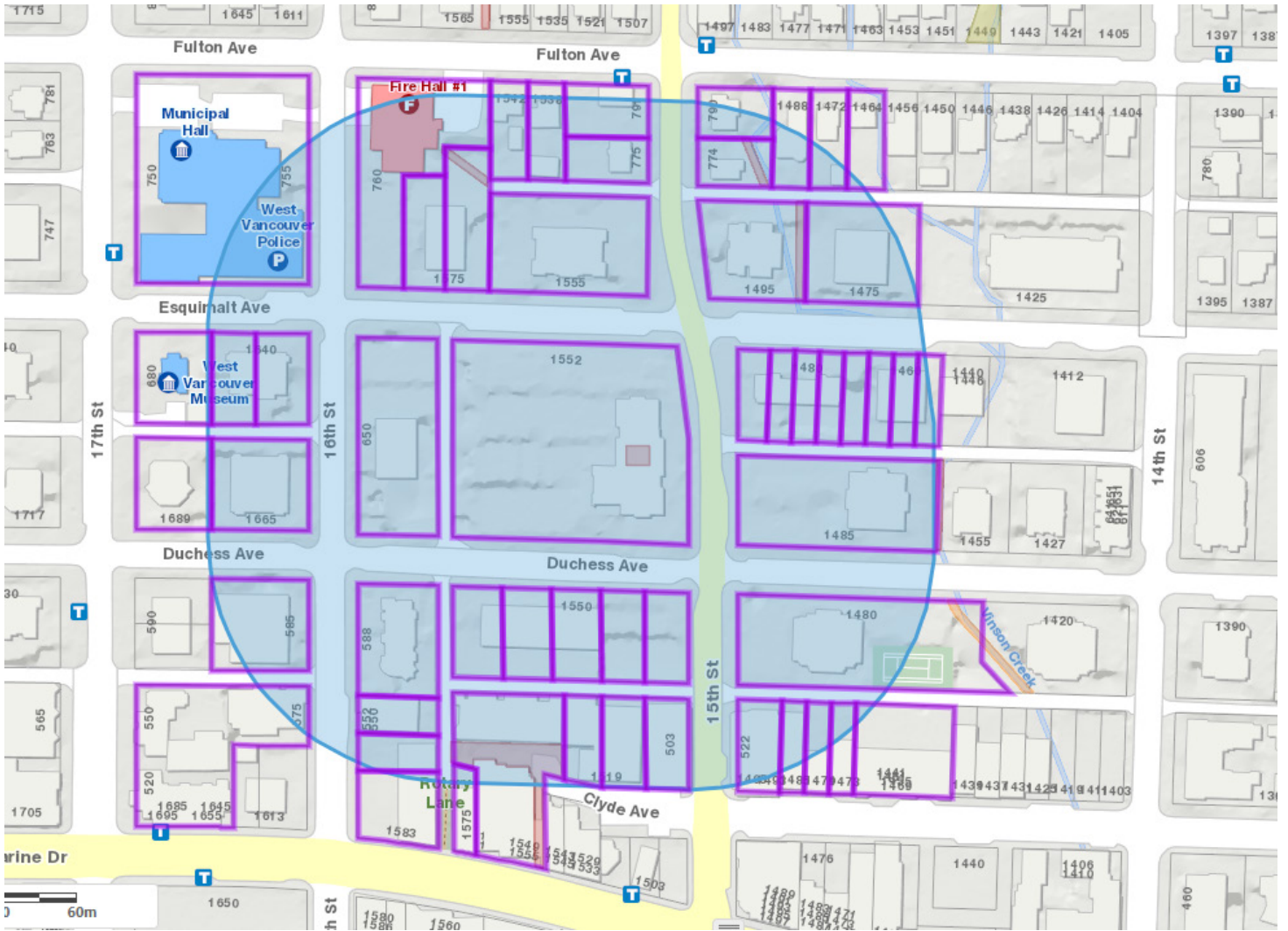
The in-person applicant-led Preliminary Public Consultation Meeting (PCM) will be a drop-in format with display boards for review. Project team members will be available to answer your questions.

More information can be found on the District of West Vancouver website: <https://westvancouver.ca/business-development/development-applications/1552-esquimalt-avenue-residential-infill>

If you have questions about the PCM, please contact the project team at info@1552esquimalt.com or 250-880-2132



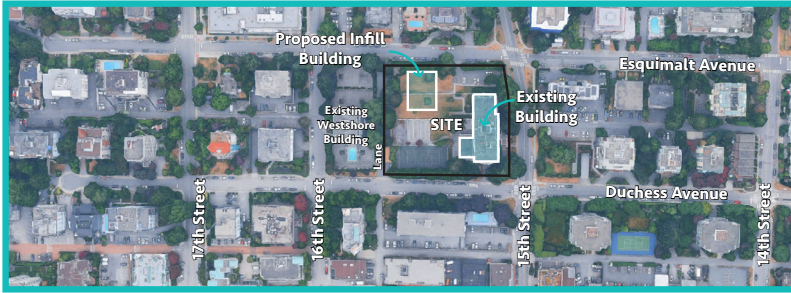
B. NOTIFICATION DISTRIBUTION AREA



C. NEWSPAPER ADVERTISEMENT



Preliminary Public Consultation Meeting 1552 Esquimalt Avenue



Wall Financial Corporation (Wall) has submitted a preliminary development proposal for a residential infill building at 1552 Esquimalt Avenue. The application proposes a new 19-storey residential tower with 139 homes, secured as rental for a 6-year term. The existing 185 home rental building on the property will remain and be secured as rental in perpetuity. A total of 250 parking stalls are proposed for the two buildings.

Join us on July 3 for a Preliminary Public Consultation Meeting where we will introduce the project team, share our vision for the site, answer questions, and gather your feedback.

EVENT DETAILS:

Date: Thursday, July 3, 2025

Location: West Vancouver Community Centre Music Hall, 2121 Marine Drive, West Vancouver

Time: Drop-in format between 6pm - 8pm, no formal presentation

PROJECT WEBSITE:

www.1552esquimalt.com

north shore news nsnews.com

WEDNESDAY, JUNE 18, 2025 | A17

WATER CANNON

North Van athlete helps team claim national water polo title

NICK LABA
nlaba@nsnews.com

North Vancouver athletes were making a splash at the 18U water polo nationals earlier this month.

Gabriella Chevalier (16) helped the Fraser Valley Water Polo Club's girls team claim gold at the 18U NCL National Championships in Calgary.

Fraser Valley's boys team had success too, picking up a bronze medal. Martin Radev (16) plays for that squad, and is also from North Van.

The girls team were underdogs going into the tournament, after placing third at the Western regional finals in May.

They also dropped their first match at nationals, losing 14-12 against the Calgary Renegades. But Fraser Valley fought back, winning their next three consecutive games to secure their spot in the final – a rematch against Calgary.

The June 7 championship final was a nail-biter, with a tie at the end of regulation forcing a shootout. Fraser Valley won the shootout, clinching the national banner.

Over the five games, Chevalier was her team's second-highest scorer, with 14 goals



Gabriella Chevalier passes the ball at the 18U NCL National Championships in Calgary, June 5-7. DEANNA SILVA

on 23 attempts (60.9 shooting percentage). She also recorded one assist, two blocks and five turnovers.

The Grade 10 Windsor Secondary student has been playing water polo for around six years. She got her competitive start with Pacific Storm, and switched to Fraser Valley in 2024.

Preliminary Public Consultation Meeting 1552 Esquimalt Avenue



Wall Financial Corporation (Wall) has submitted a preliminary development proposal for a residential infill building at 1552 Esquimalt Avenue. The application proposes a new 19-storey residential tower with 139 homes, secured as rental for a 6-year term. The existing 185 home rental building on the property will remain and be secured as rental in perpetuity. A total of 250 parking stalls are proposed for the two buildings.

Join us on July 3 for a Preliminary Public Consultation Meeting where we will introduce the project team, share our vision for the site, answer questions, and gather your feedback.

EVENT DETAILS:

Date: Thursday, July 3, 2025

Location: West Vancouver Community Centre Music Hall, 2121 Marine Drive, West Vancouver

Time: Drop-in format between 6pm - 8pm, no formal presentation

PROJECT WEBSITE:

www.1552esquimalt.com



LONG-TERM CARE & MEMORY CARE

D. EXISTING RESIDENT LETTER



MEMORANDUM

TO: Residents of Ambleside Tower **HAND DELIVERED**
FROM: Alma Madzarevic, Building Manager **DATE:** June 17, 2025
SUBJECT: REZONING PROPOSAL FOR RENTAL INFILL BUILDINGS AT AMBLESIDE TOWER

In July 2024, the District of West Vancouver adopted the Ambleside Local Area Plan. Among other changes to the neighbourhood, this Plan contemplates an “infill” development on several large multi-family sites in the area, including our Ambleside Tower.

We are proposing to develop a new 19-storey tower with 139 homes on the north-west corner of the property, secured as rental tenure for a 6-year term. The existing 185 home rental building on the property will remain and be secured as rental in perpetuity. A total of 250 parking stalls are proposed for the two buildings.

The Company is hosting an in-person applicant-led Preliminary Public Consultation Meeting (PCM) on July 3rd from 6-8pm as per the attached flyer.

Please join us at West Vancouver Community Centre Music Hall at 2121 Marine Dr, West Vancouver, BC V7V 4Y2 or if you are unable to make the in-person meeting, you can visit the project website at www.1552esquimalt.com

Alma
Building Management
(604) 922-8443
suites@pw-ambleside.com

E. PROJECT WEBSITE



Welcome to 1552 Esquimalt Avenue

West Vancouver

Wall Financial Corporation (Wall) has submitted a preliminary development proposal for a residential infill building at 1552 Esquimalt Avenue. The application proposes a new 19-storey residential tower with 139 homes, secured as rental for a 6-year term. The existing 185 home rental building on the property will remain and be secured as rental in perpetuity. A total of 250 parking stalls are proposed for the two buildings.


The proposal is in response to policy BF-B 4.4.5.d. from the Ambleside Local Area Plan approved in July, 2024, which contemplates an infill residential building on this property.

[Read More](#)

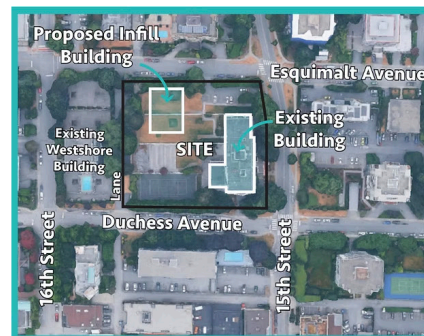
Please join us for an applicant-led Preliminary Public Consultation Meeting (PCM)

 **DATE:** Thursday, July 3, 2025

 **LOCATION:** [West Vancouver Community Centre Music Hall, 2121 Marine Drive, West Vancouver](#)

 **TIME:** 6:00pm - 8:00pm

 **FORMAT:** Drop-in, no presentation



How to Participate

You can share your feedback on the proposal in the following ways:

In-person

By filling out a comment form in-person at the PCM on July 3

Online

Materials are now available for review below. The same information will be shown at the in-person meeting and online.

The public comment period runs from [July 3 - 10](#).



STEP ONE:

Review the Project Information

Click on the image to download a copy of the digital display boards. The same information will be shown at the in-person meeting and online.



STEP TWO:

Complete the Comment Form

The comment period is open July 3 to July 10, 2025. You can also email us at anytime at info@1552esquimalt.com.

Name

Neighbourhood

Email

I would like to receive project updates via email.

Question One The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:

I like the current tenure offering of rental for 6 years followed by strata thereafter.

I prefer the tenure of the homes to be rental only.

I prefer the tenure of the homes to be strata only.

Question Two What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?

Submit

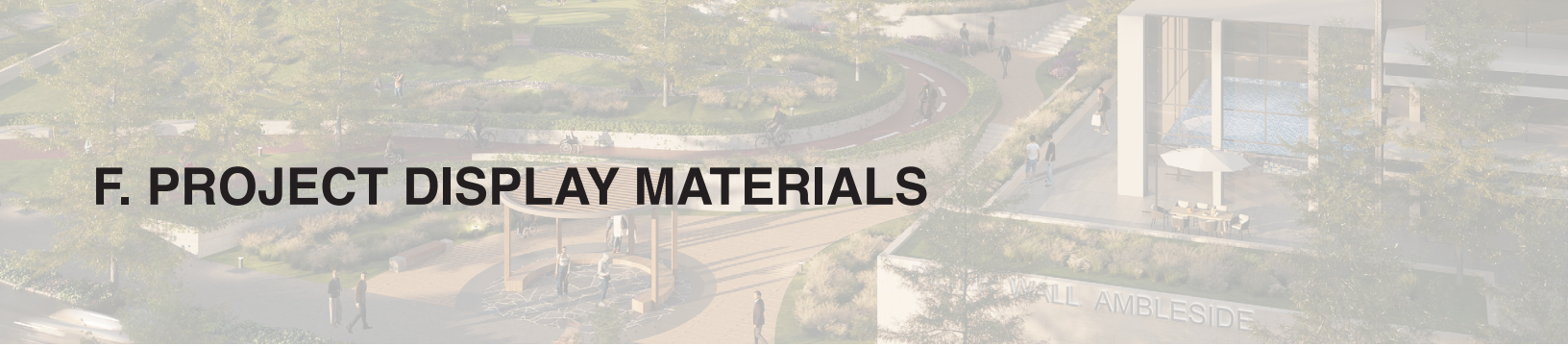
Questions about the PCM?

Contact the project team at info@1552esquimalt.com or 250-880-2132

More information can be found on the District of West Vancouver website:

<https://westvancouver.ca/business-development/development-applications/1552-esquimalt-avenue-residential-infill>

F. PROJECT DISPLAY MATERIALS



Welcome

Thank you for attending the applicant-led preliminary public consultation meeting for 1552 Esquimalt Avenue. This event is being hosted by Wall Financial, and is not a District of West Vancouver function.

Wall Financial Corporation has submitted a preliminary development application for a residential infill building at 1552 Esquimalt Avenue. The application proposes a new 19-storey residential tower with 139 homes, secured as rental for a 6-year term. The existing 20-storey 185 home rental building on the property will remain and be secured as rental in perpetuity with the approval of this application. The proposal has been submitted in response to the Ambleside Local Area Plan - Apartment Stream adopted in 2024.

The purpose of today's applicant-hosted public consultation meeting is to:



Share proposal information



Provide neighbourhood & policy context



Gather your feedback & listen to your input



We look forward to hearing your feedback. Please fill out a comment form after you have reviewed the display materials. The display material and comment form are available online at www.1552esquimalt.com. Comments can also be sent to info@1552esquimalt.com.

Land Acknowledgment



We respectfully acknowledge that we are developing within the traditional, ancestral Territories of the Sk̓wx̓wú7mesh Úxwumixw (Squamish Nation).

Project Team

Wall Financial Corporation has assembled a highly qualified project team.



Wall Financial Corporation | Landowner and developer

Wall Financial Corporation, founded in 1969, is a B.C. based real estate company active in the development and management of residential rental apartments, development and construction of residential housing for resale, and the development and management of hotel properties.



JOG Architecture | Architect

JOG Architecture brings over 25 years of experienced staff dedicated to creating environments that inspire, engage, and elevate the human experience. Founded by a team of seasoned architects and designers, they specialize in residential, commercial, and academic, seamlessly blending aesthetic appeal with functional spaces.



Creative Transportation Solutions | Transportation Consultant

Creative Transportation Solutions Ltd. (CTS), is one of the most respected traffic engineering firms in Western Canada. CTS has been an industry leader in traffic engineering and operations, and in providing traffic engineering, transportation planning and data collection consulting services to the public and private sector since its founding in March 1993.



Pooni Group | Urban Planning and Community Engagement

Pooni Group is a leading urban planning and land development consultancy based in Vancouver, Canada. Their team of skilled planners and professionals bring industry-leading knowledge, strong community relationships and a solid understanding of local perspectives.

Neighbourhood Context

The site is located in the heart of Ambleside.

Ambleside Village Centre is a vibrant hub with jobs, shops, services, and attractions for residents. The site is located close to City Hall, the police department, a firehall, BC ambulance service station, and Hollyburn Elementary, all of which provide employment for residents of West Vancouver and serve the local community.



- Spirit Trail
- Sea walk
- Bus route
- Bus Stop
- Medical Centre
- Ambleside Village Centre
- Ambleside Apartment Area

The proposal is an opportunity to provide housing for the local workforce while enabling residents to live near shops and services that meet their everyday needs. The site is within a 2 minute walk to Marine Drive which is served by 7 different bus routes with connections to Horseshoe Bay, Phibbs Exchange, and downtown Vancouver.

Site Context

The site is located on the southwest corner of the intersection of Esquimalt Avenue and 15th Street.



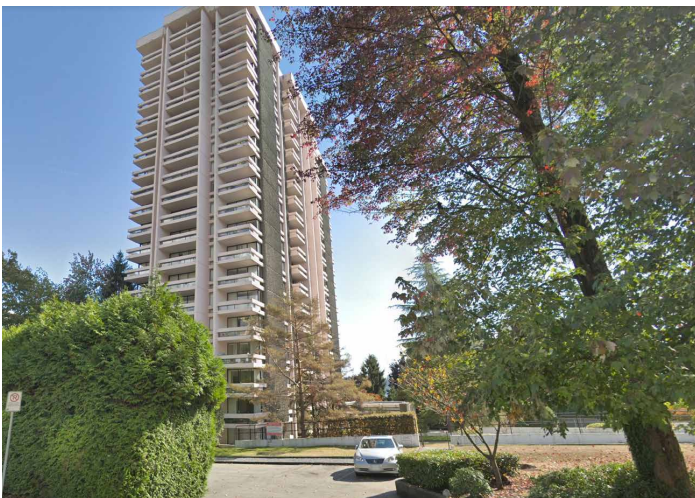
The property is currently improved with an existing 20-storey 185 home rental building, surface parking, a tennis court, a pool, and greenspace. The site slopes approximately 27 feet from northwest to southeast, providing sun exposure for residential homes, landscaped areas, and for rooftop solar collection.

1552 Esquimalt + Wall Financial Corporation

Wall Financial Corporation (Wall) constructed the existing 20-storey 185 home rental building in 1971 and has owned and managed it to the present day. Wall recognizes the need to provide new housing opportunities in West Vancouver while also maintaining existing rental stock to provide stable and dependable rental housing options.

Wall owns and operates approximately 2,000 rental homes in Metro Vancouver, of which 502 are located on the North Shore.

Retaining the existing rental homes on site contributes to longer term affordability.



Over the past 50 years, Wall has undertaken several upgrades to the existing rental building on site to support its livability and durability. Our goal is to maintain the building for many years to come. These updates include:

- Restored the exterior concrete cladding and balconies and re-painted the exterior
- Renovated and upgraded all 185 suites
- Modernized the three elevators
- Re-surfaced the tennis court
- Re-surfaced the pool deck
- Replaced all interior piping
- Installed new parking garage doors, repaired and resealed underground parking lot
- Replaced wallpaper and carpet in common areas

Why Here?

1552 Esquimalt Avenue is located within the Ambleside Local Area Plan boundaries, identified as a site for future residential infill. The proposal is near transit, local amenities, and attractions, meaning more residents will be able to meet their daily needs on foot, bicycle, and public transportation. This leads to more complete, sustainable, and vibrant communities.

The proposal site is located within a two minute walk to Ambleside Village Centre, which includes a great variety of shops, services and amenities.



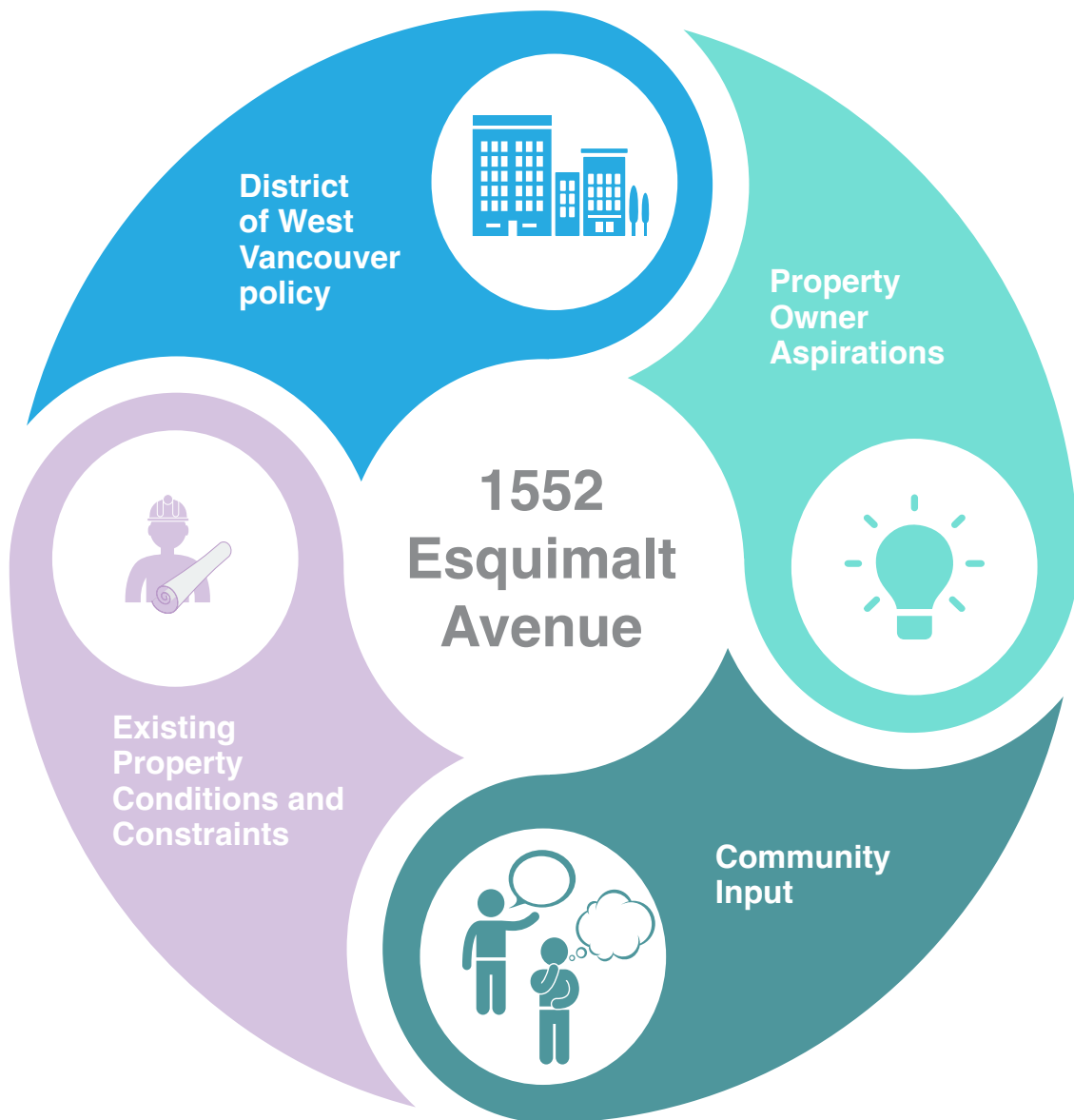
A compact and complete community enables more trips made by walking, cycling or transit.



Living near shops and services helps to create healthy and vibrant communities and encourages people to use active transportation.

What informs the plans for this property?

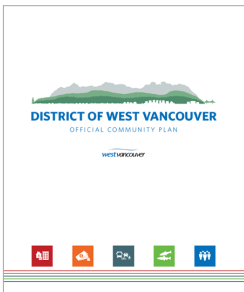
The proposal for 1552 Esquimalt Avenue will be informed by District of West Vancouver policy including the Ambleside Local Area Plan (2024), property owner aspirations, community input, and existing conditions and constraints on the property.



Policy Context

A number of regional and District of West Vancouver policies inform the proposal for 1552 Esquimalt Avenue.

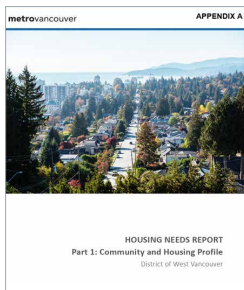
Official Community Plan (2018)



Purpose: the OCP guides community priorities, growth, and change in West Vancouver.

It identifies the following challenges: While the District's growth rate has varied over time, it has **consistently been slower than the regional average**. This slower pace is largely due to an aging population, with fewer births and **limited housing options for seniors looking to downsize or for young families hoping to move into the area**.

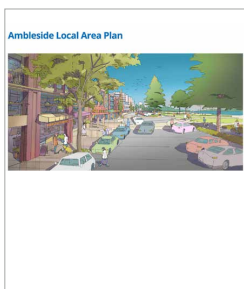
Housing Needs Report (2024)



Purpose: In November 2023, three bills (Bill 44, 46, and 47) passed by the B.C. Legislature to support and encourage housing development and applies to all municipalities in B.C. This legislation requires all municipalities to update their Housing Needs Report (HNR) using a standard methodology.

The HNR findings include: Using this methodology, it is anticipated that The District of West Vancouver is projected to need **3,459 new homes over the next five years** and **10,742 over the next twenty**. Adding housing near employment centres, services, and amenities helps create more complete communities by improving access to daily needs.

Ambleside Local Area Plan (Apartment Area, 2024)

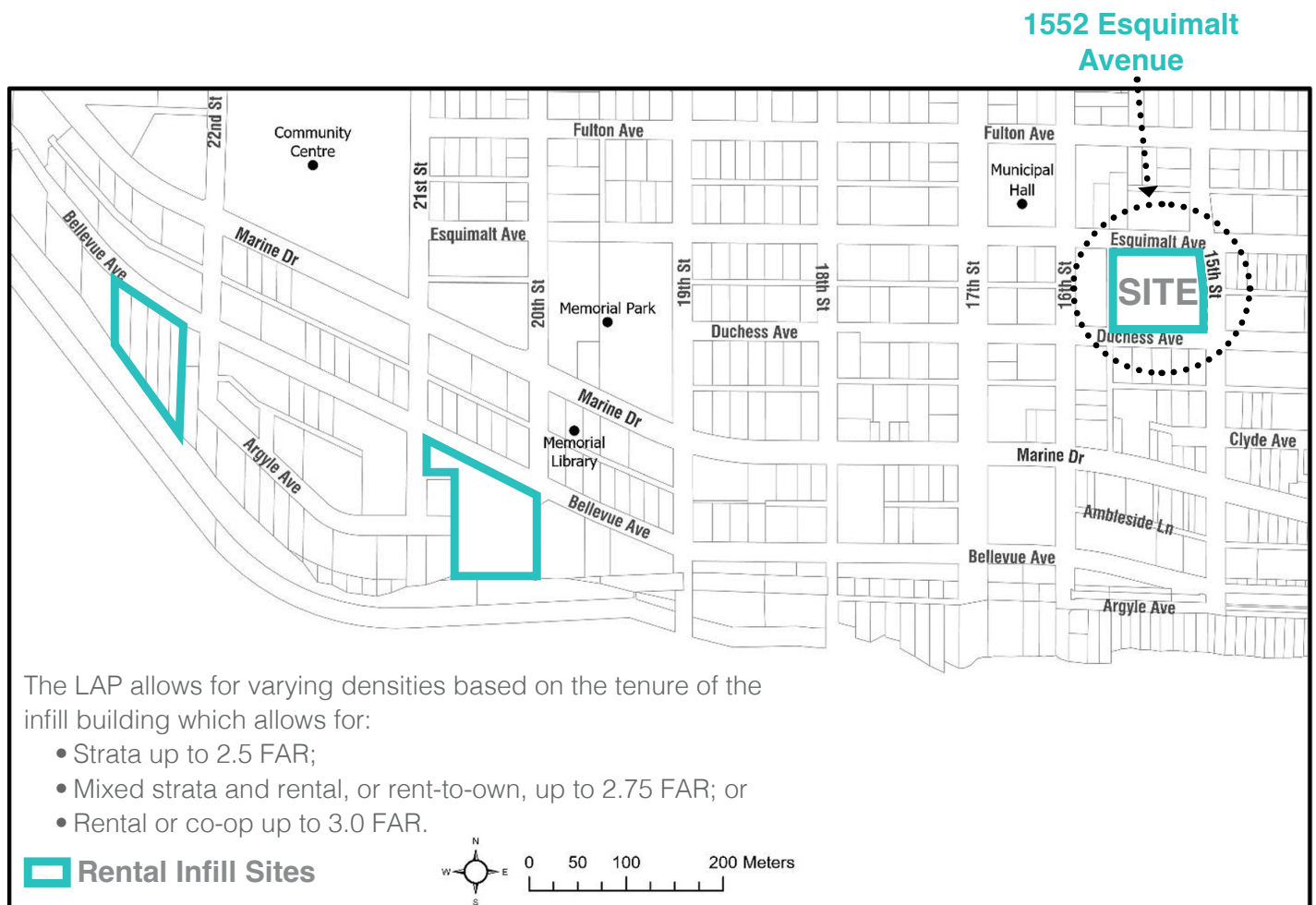


Purpose: Completed in 2024, the Ambleside Local Area Plan (LAP) provides more detailed direction on community priorities, growth, and change in the Ambleside neighbourhood.

The LAP provides the following key directions: it envisions **three potential infill sites** allowing for rental or strata developments alongside the protection of existing rental homes on the site. **One of the three sites is 1552 Esquimalt Avenue**.

Ambleside Local Area Plan Apartment Area

The Ambleside Local Area Plan (LAP) Apartment Area was approved by council in July 2024. Within the Apartment Area, 1552 Esquimalt Avenue is one of three residential infill sites contemplated.



Map 6 D: Rental Infill Sites

The application for 1552 Esquimalt Avenue responds to this policy, but is contemplating a strata building that would be secured as rental for a 6-year term. This approach provides:

- Immediate rental housing opportunities
- Increased tax revenue for the District of West Vancouver (strata use property taxes are higher than rental property taxes)
- Provides home-ownership opportunities in the near future
- Protects the existing 20-storey 185 rental homes currently on the property, securing the homes as rental in perpetuity (the building is not currently secured as rental in perpetuity)

The Proposal

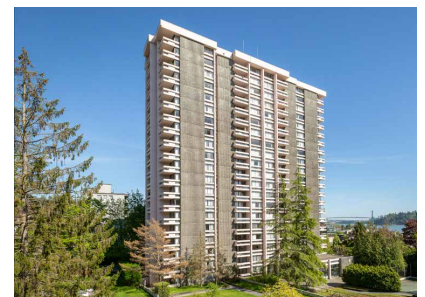
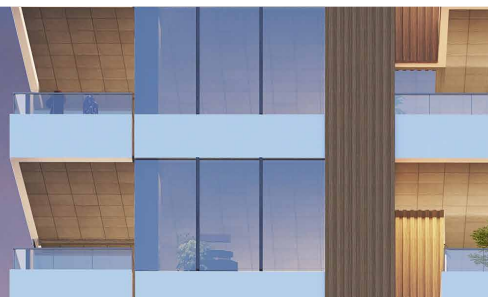
Wall has been contemplating an infill building at 1552 Esquimalt Avenue since 2019. The proposal has gone through several iterations and was paused in 2021 while the Ambleside Local Area Plan (LAP) was completed.

The proposal will provide new housing options for individuals, families and seniors within walking distance of amenities, employment, and services.

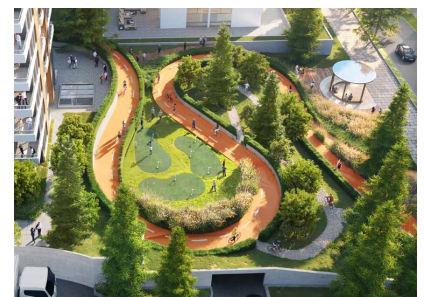
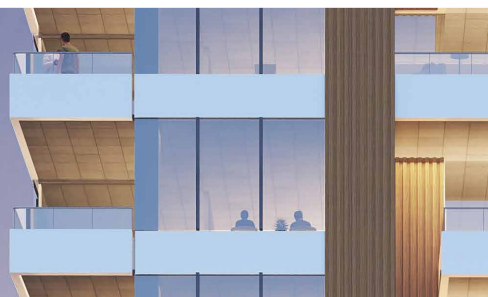
New Infill Building



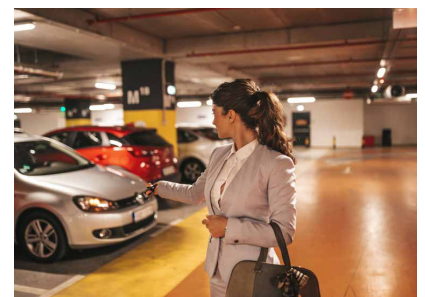
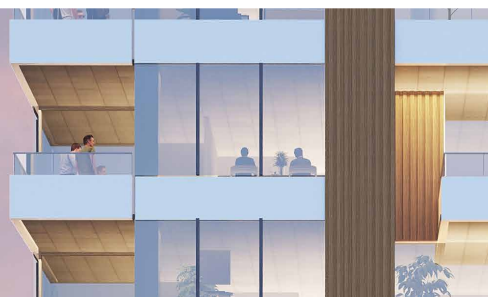
Secure Existing Rental Building



Landscape, Sustainability + Public Realm



250 Parking Spaces



New Infill Building

The proposal will provide a new 139 home infill building. These homes will be offered as rental for a 6-year term, following that they will become available for home-ownership opportunities.



No resident displacement in close proximity to existing amenities and services

Infill development allows for new housing opportunities to be developed in established neighbourhoods that are already well served by amenities, shops and services, schools, and community centres.

Infill means that no existing residents are displaced as a result of the development.

New modern homes

Many of the apartment buildings in West Vancouver today were built in the 1960s and 1970s. The proposed homes will provide residents with opportunities for accessibility, amenity spaces, and other options that will appeal to a broad group of people.



1552 Esquimalt Avenue provides the opportunity to secure the rental on site today and provide additional rental opportunities for 6-years transitioning to strata thereafter, providing additional future homeownership opportunities that are currently missing from the housing inventory.

Secure Existing Rental Building in Perpetuity

The existing 20-storey rental building on site will be secured as rental in perpetuity as part of this proposal.

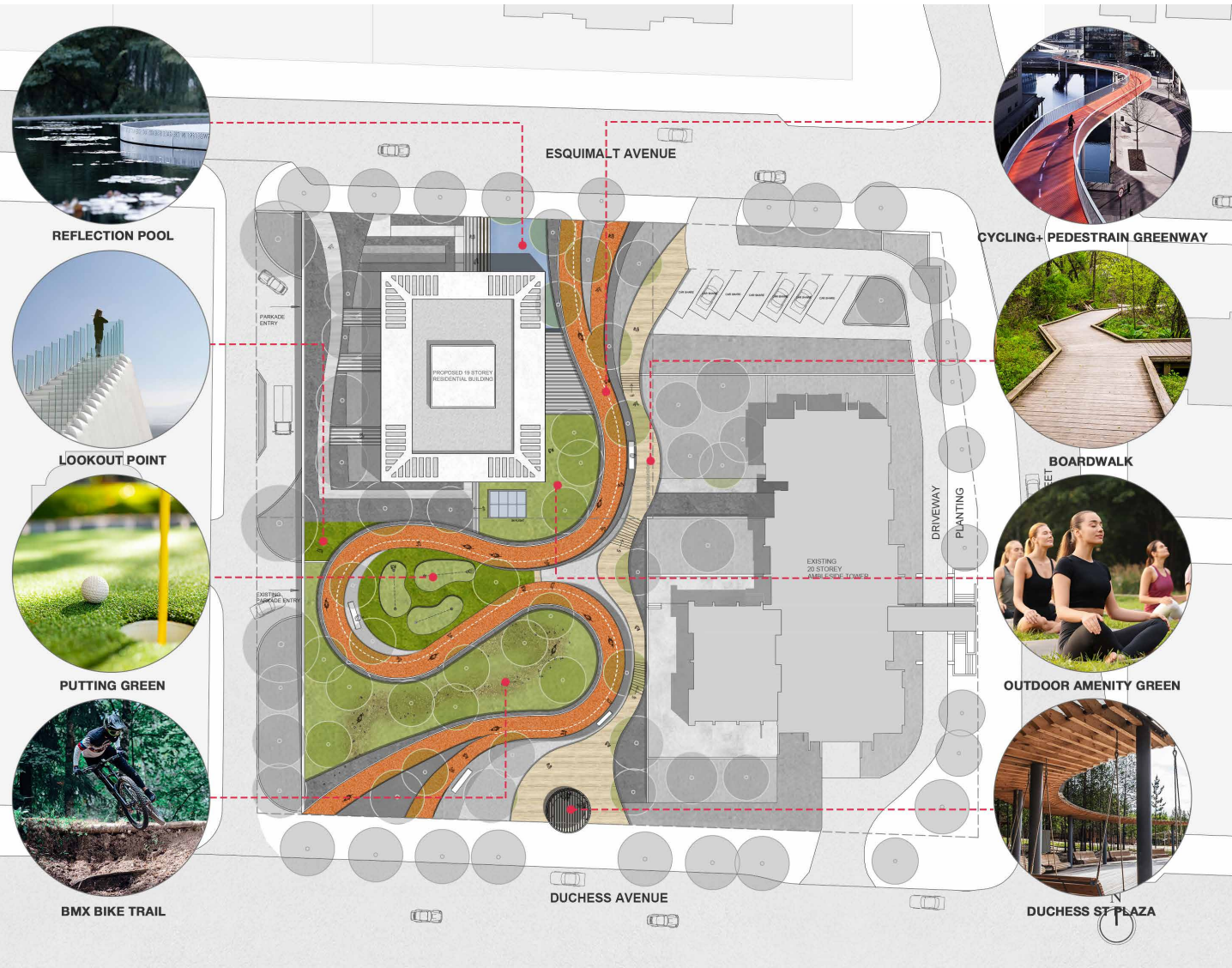
The current building was constructed in 1971 and has been owned and operated by Wall Financial ever since. The 20-storey building includes 185 rental homes ranging from studio to three bedroom units. The redevelopment will not cause any displacement of existing residents.



Landscape, Sustainability & Public Realm

The proposal will be designed to a high level of sustainable performance, meeting and/or exceeding the District's energy and sustainability requirements.

Landscape Concept and Public Realm Components



250 Parking Spaces

There are currently 185 parking spaces on the property, the proposal will add 65 parking spaces, bringing the total to 250 parking spaces for both buildings.

The redevelopment of the property will require the demolition of the existing on-site parking. As part of the Development Permit application process, Wall will create a detailed Construction Management Plan which includes provisions for temporary resident parking, site access, and construction traffic management. Wall is committed to working with current residents to provide alternative parking arrangements during construction.

The proposal includes seven dedicated car share parking stalls to reduce residents reliance on personal vehicles.



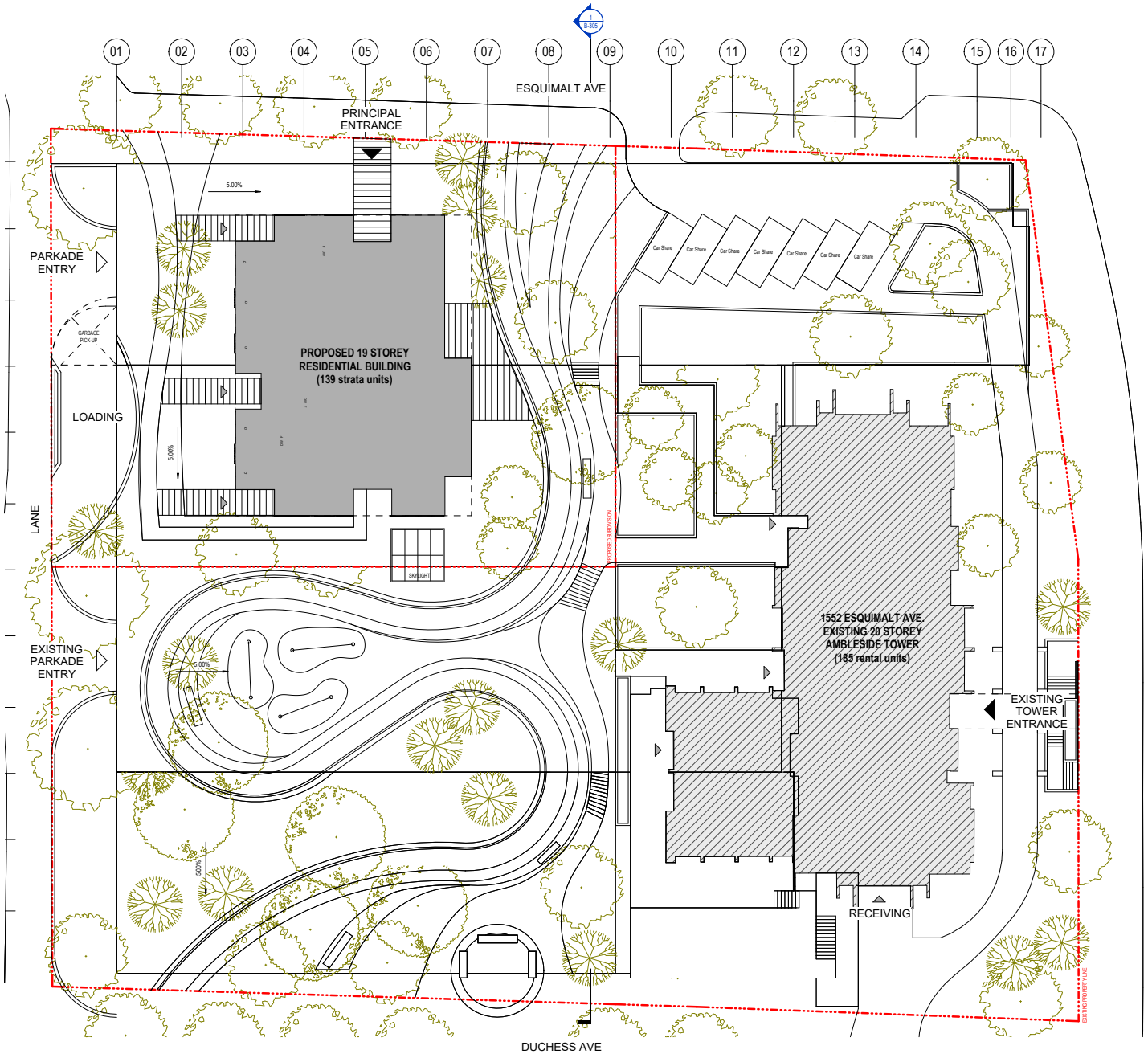
The parkade entrance is located off of the laneway, helping minimize conflicts between pedestrians, cyclists and vehicles.

505 underground secured bicycle parking spaces are included in the proposal for both buildings.



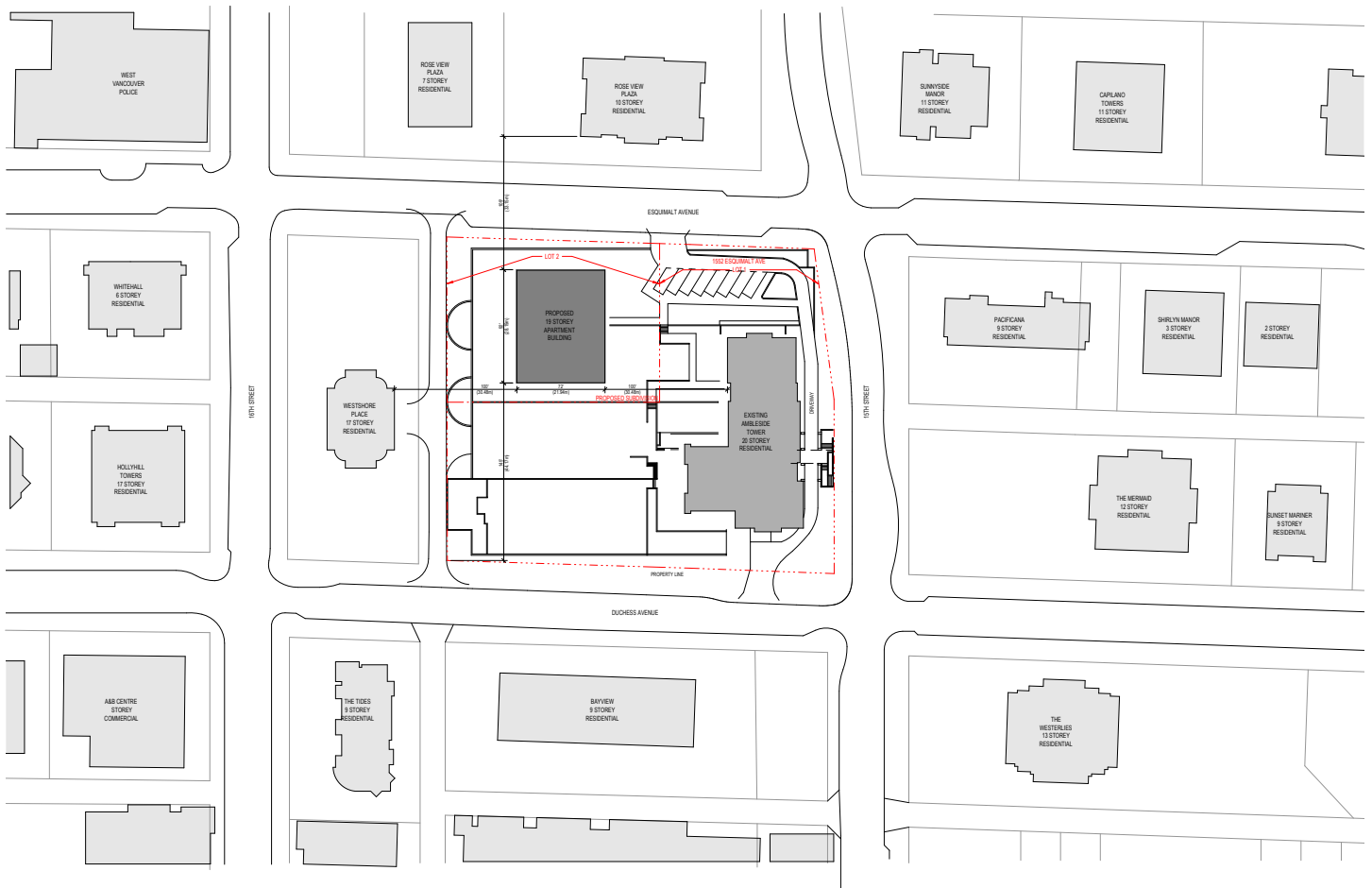
Site Plan

The proposed infill building has been strategically placed in the north-west corner of the site to allow for ample tower separation between the existing building and the neighbouring apartment building.



Context Plan

The proposed infill building has been strategically placed in the north-west corner of the site to allow for ample tower separation between the existing building and the neighbouring apartment building.



Landscape Concept



Design Concept



View from Duchess Avenue looking northwest

Design Concept



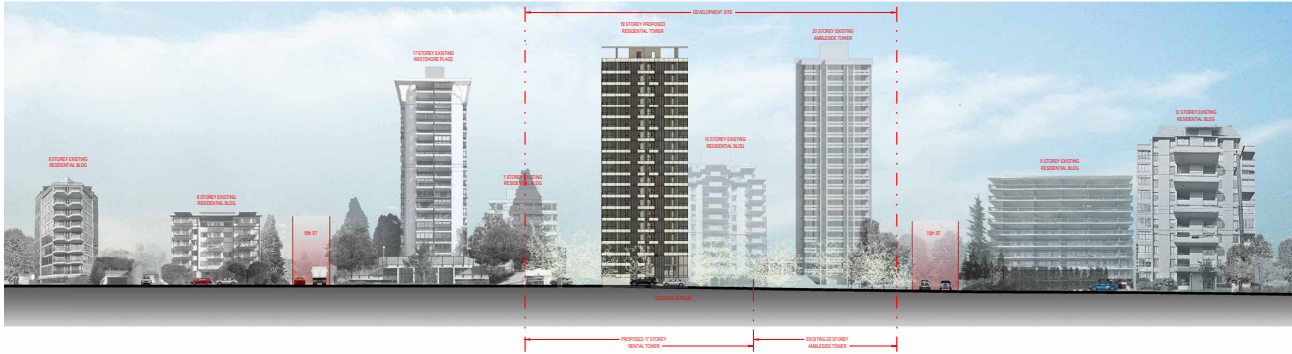
View of the courtyard, plazas and connections to the new and existing buildings

Design Concept



View from Esquimalt Avenue looking south

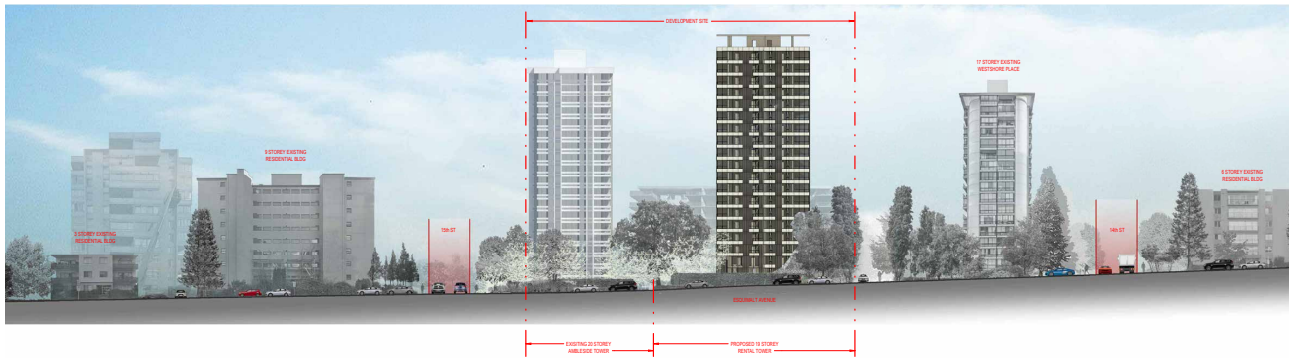
Elevations



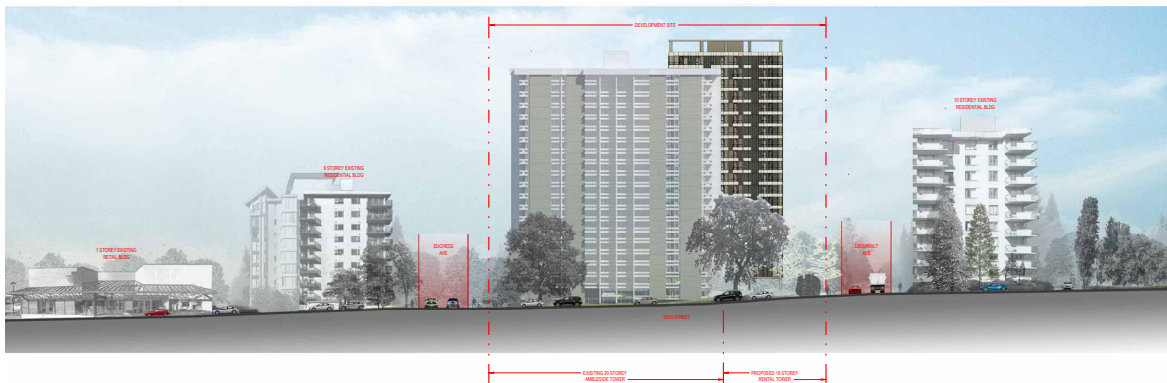
Duchess Avenue



16 Street



Esquimalt Avenue



15 Street

Sections



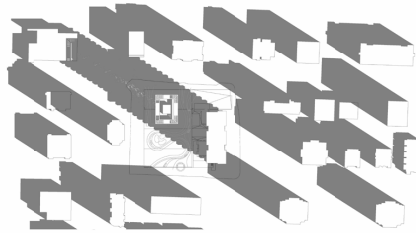
South



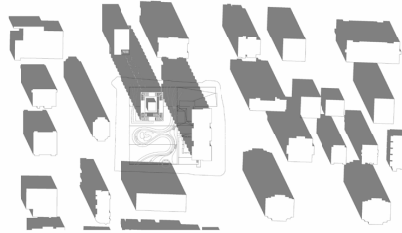
West

Shadow Studies

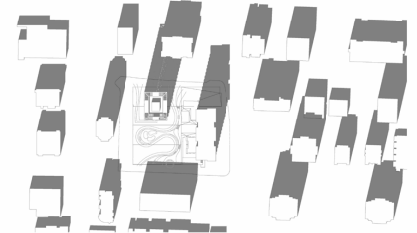
March 21/September 21



10 am

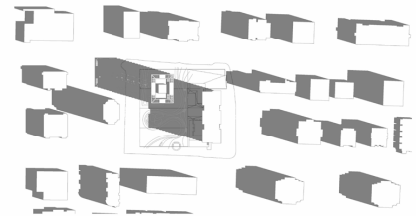


12 pm



2 pm

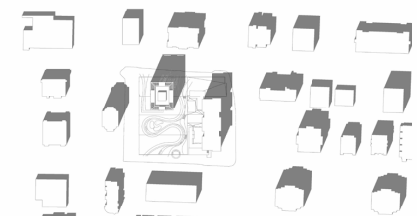
June 21



10 am

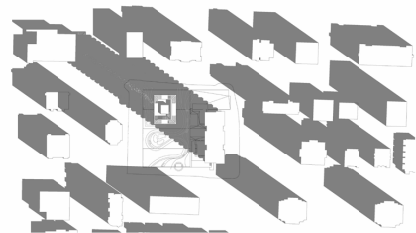


12 pm

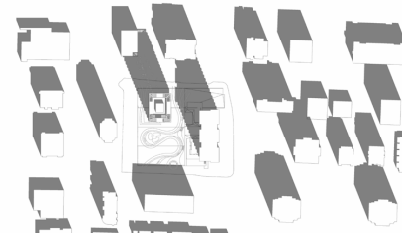


2 pm

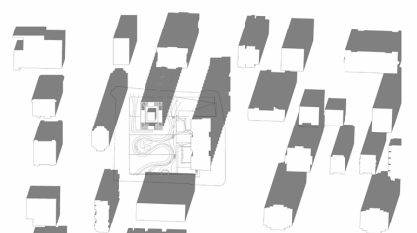
December 21



10 am



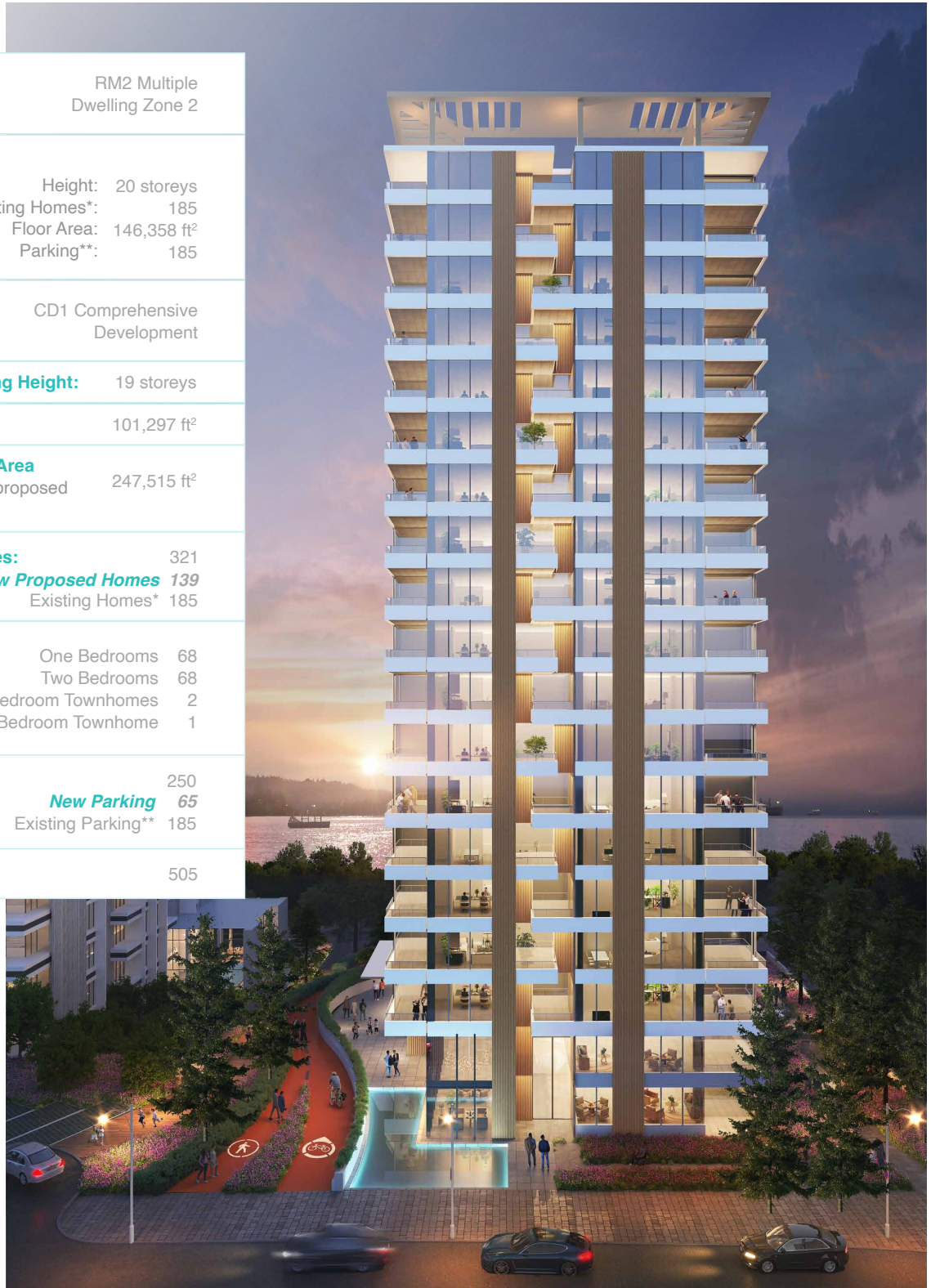
12 pm



2 pm

Proposal Details

Existing Zoning:	RM2 Multiple Dwelling Zone 2
Existing Building:	Height: 20 storeys Existing Homes*: 185 Floor Area: 146,358 ft ² Parking**: 185
Proposed Zoning:	CD1 Comprehensive Development
Proposed Infill Building Height:	19 storeys
New Floor Area:	101,297 ft ²
Total Proposed Floor Area (including existing and proposed building):	247,515 ft ²
Total Number of Homes:	321
	<i>New Proposed Homes</i> 139
	Existing Homes* 185
New Home Sizes:	One Bedrooms 68 Two Bedrooms 68 Three Bedroom Townhomes 2 Four Bedroom Townhome 1
Total Parking Spaces: (0.73 stalls/unit)	250
	<i>New Parking</i> 65
	Existing Parking** 185
Total Bike Spaces:	505



Process

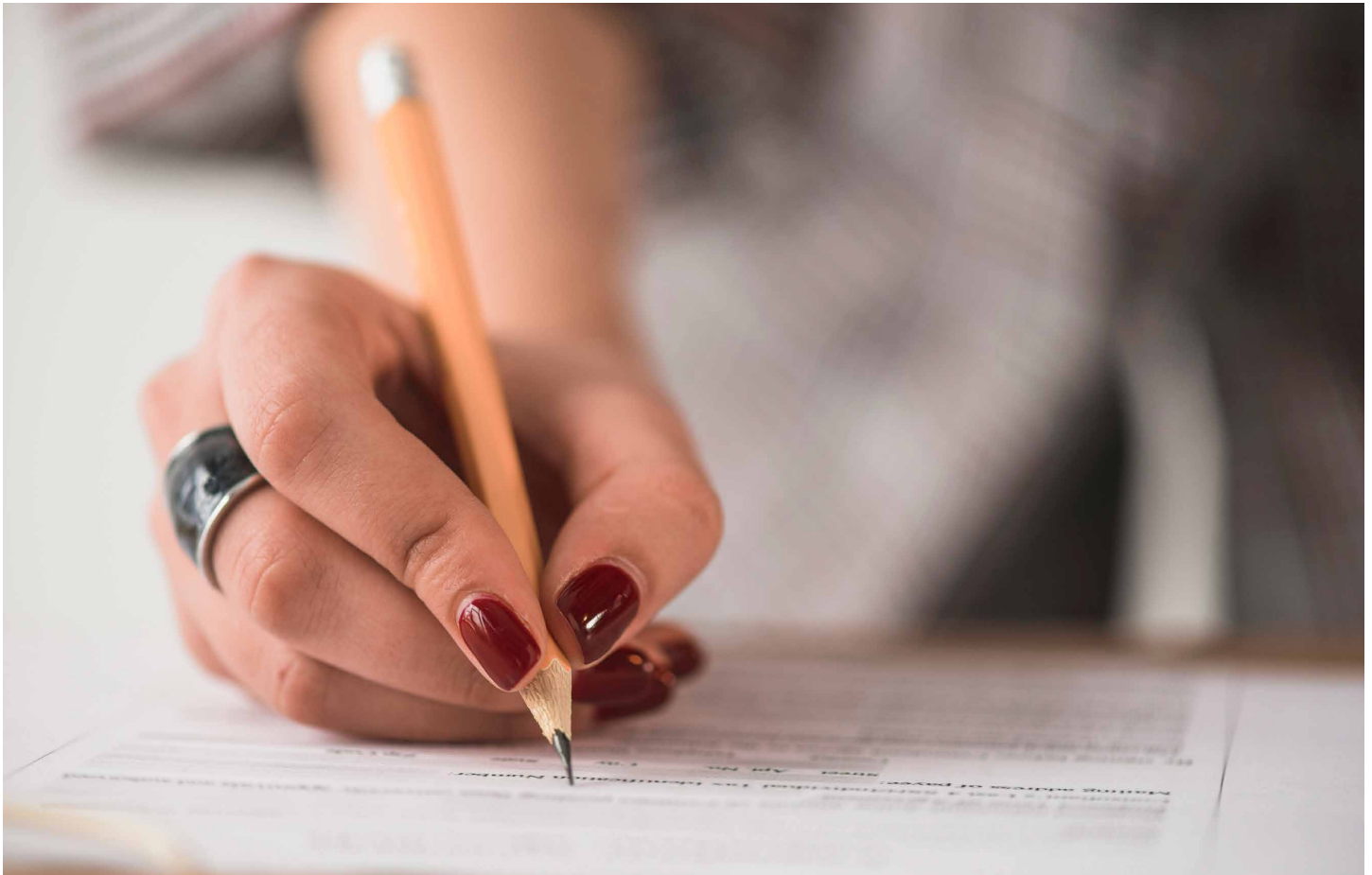
Wall has been contemplating an infill building at 1552 Esquimalt Avenue since 2019. The project was paused in 2021 while the Local Area Plan - Apartment Area was underway. The Local Area Plan - Apartment Area was approved by Council in July 2024.



★ Opportunities for public input

Share Your Thoughts

Thank you for taking the time to attend today's applicant-led preliminary public consultation meeting. There will be many opportunities to provide your feedback as the application process continues.



Please share your comments and feedback with us via the comment forms provided. We look forward to hearing your input.



The display material and comment form are available online at www.1552esquimalt.com until July 10, 2025. Comments can be sent at anytime to info@1552esquimalt.com.

G. COMMENT FORM



Comment Form

1552 Esquimalt Avenue PCM

July 3, 2025

Name:

Neighbourhood:

I would like to receive project updates via email

Email Address:

Question One

The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:

I like the current tenure offering of rental for 6 years followed by strata thereafter.

I prefer the tenure of the homes to be rental only.

I prefer the tenure of the homes to be strata only.

Question Two

What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?

The comment period is open July 3 - July 10 | info@1552esquimalt.com | www.1552esquimalt.com

H. SUBMITTED COMMENT FORMS



Comment Form

1552 Esquimalt Avenue PCM
July 3, 2025

Name:

Neighbourhood:

Upper Bayswater Prop.

I would like to receive project updates via email

Email Address:

Question One

The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:

I like the current tenure offering of rental for 6 years followed by strata thereafter.

I prefer the tenure of the homes to be rental only.

I prefer the tenure of the homes to be strata only.

Question Two

What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?

None.

Comment Form

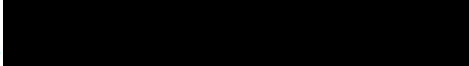
1552 Esquimalt Avenue PCM

July 3, 2025

Name: 

Neighbourhood: *Glenmore*

I would like to receive project updates via email

Email Address: 

Question One

The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:

I like the current tenure offering of rental for 6 years followed by strata thereafter.

I prefer the tenure of the homes to be rental only.

I prefer the tenure of the homes to be strata only.

Question Two

What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?

*I support the densification of West Vancouver.
I support anything that promote affordability in the side*

Comment Form

1552 Esquimalt Avenue PCM

July 3, 2025

Name: [REDACTED]

Neighbourhood: *Upper British Properties*

I would like to receive project updates via email

Email Address: [REDACTED]

Question One

The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:

I like the current tenure offering of rental for 6 years followed by strata thereafter.

I prefer the tenure of the homes to be rental only.

I prefer the tenure of the homes to be strata only.

Question Two

What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?

Looking forward to seeing the project.

Comment Form

1552 Esquimalt Avenue PCM

July 3, 2025

Name: [REDACTED]

Neighbourhood: ambelside

I would like to receive project updates via email

Email Address: [REDACTED]

Question One

The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:

I like the current tenure offering of rental for 6 years followed by strata thereafter.

I prefer the tenure of the homes to be rental only.

I prefer the tenure of the homes to be strata only.

Question Two

What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?

I appreciate the effort of the team for setting up and sharing the project details.

1- will the new development include shared amenity spaces such as a party room or conference room that could be accessible to residents of the existing building?

2- why does the proposed development include fewer parking spaces than the number of residential units? Has there been an explanation as to why full parking capacity is not being provided for the new building? Also, why is there an expectation or plan to rely on the existing buildings' parking spaces?

Comment Form

1552 Esquimalt Avenue PCM

July 3, 2025

Name: [REDACTED]

Neighbourhood: DUNDA RAVE

I would like to receive project updates via email

Email Address: [REDACTED]

Question One

The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:

I like the current tenure offering of rental for 6 years followed by strata thereafter.

I prefer the tenure of the homes to be rental only.

I prefer the tenure of the homes to be strata only.

Question Two

What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?

WHAT HAPPENS to the tenants of the rental homes after 6 years if they don't want to purchase. Will they be evicted?

Comment Form

1552 Esquimalt Avenue PCM

July 3, 2025

Name: [REDACTED]

Neighbourhood: *Quibsed*



I would like to receive project updates via email

Email Address: [REDACTED]

Question One

The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:

I like the current tenure offering of rental for 6 years followed by strata thereafter.

I prefer the tenure of the homes to be rental only.

I prefer the tenure of the homes to be strata only.

Question Two

What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?

*Keep the 2 maple trees on the NW corner of the property - they soak up more carbon than newly planted trees.
Where will the cars that are currently in under ground garage be located during construction?*



Neighbourhood	Question One The current proposal is for 139 homes which would be offered as rental for a 6-year term, transitioning to strata (for sale) housing thereafter. Please select one of the following:	Question Two What are your overall thoughts on the proposal? Is there anything else you would like us to consider as we continue to refine the proposal?
Dundarave	I like the current tenure offering of rental for 6 years followed by strata thereafter.	Great for the community!
Sentinel	I like the current tenure offering of rental for 6 years followed by strata thereafter.	Always glad to see more rental stock even if it's followed by strata afterward. Would love to see if that's something that can be replicated elsewhere!
Ambleside	I like the current tenure offering of rental for 6 years followed by strata thereafter.	Happy to support something like this in the community!
Park Royal/Ambleside	I like the current tenure offering of rental for 6 years followed by strata thereafter.	
Ambleside	I like the current tenure offering of rental for 6 years followed by strata thereafter.	More rentals like this are needed across West Van. Looking forward to having more forward thinking developments like this one.
Dundarave	I like the current tenure offering of rental for 6 years followed by strata thereafter.	I think the six years of rental followed by strata is a smart approach. Excited to see it move forward.
Sentinel Hill	I like the current tenure offering of rental for 6 years followed by strata thereafter.	Hope to see more developments like this
Sentinel	I like the current tenure offering of rental for 6 years followed by strata thereafter.	I think it adds necessary rental housing to the neighbourhood.
1552 esquamalt Ave		While increasing the number of rental spaces, this development will also make the block congested and overcrowded. The beauty of West Vancouver lies in its natural surroundings, which differentiate it from other neighbourhoods. By constructing more buildings in close proximity to each other, we risk losing the fresh air and tranquillity that define the area. Additionally, the construction process will introduce pollution and loud noises into what is primarily a residential community, disrupting the peace that residents have enjoyed and blocking the mountain view for some apartments..
Esquamalt	I like the current tenure offering of rental for 6 years followed by strata thereafter.	[REDACTED] we don't need any more apartments. Can't live your life as a millionaire huh? You just HAVE to be the 1%. [REDACTED]
Ambleside		It's a terrible proposal. There is no current street parking already, what about sewer and construction / infill impacts on neighbouring buildings? Adding a 19 storey building to this area is irresponsible, disrespectful to the neighborhood and ludicrous. This seems like a knee jerk reaction to the province's housing requirements. There is plenty of undeveloped land in West Vancouver - please look elsewhere.



Ambleside	I prefer the tenure of the homes to be strata only.	<p>Project is not aligned with current OCP Policies — This proposal intends to add 139 units. If this were a straightforward strata application today it would exceed the maximum number of units allowable by 60, so there needs to be a variance, which we believe Wall Corporation is coercing by promising to maintain the old tower as rentals in perpetuity.</p> <p>Parking - There are currently only 185 stalls at the site, so by increasing to 250, they are only adding 65 stalls for an extra 139 units. This equates to a ratio of 77% parking stalls per total units, a number well below local building codes. The excess number of cars will wind up searching for non-existent on-street parking. Even more daunting, once the current parking structure is demolished this will force 185 cars from the current tower onto the street during construction over at least 2 years. The surrounding area, including City Hall, the Police Department and Fire & Rescue Service and all Ambleside residents in the area will be affected by the lack of parking due to this project.</p> <p>Daunting Future for Ambleside Residents - This proposal intends to add 139 units over 19 stories in a new tower, which will only be held as rentals for 6 years then sold off as strata units. Where will these tenants go in 6 years, if the Wall Corporation sells the units?</p> <p>If Wall Corporation moves forward with a sensitive two-building mid-rise complex, phased so that its current parking obligation can be reasonably accommodated, I would fully support this project.</p>
Ambleside	I prefer the tenure of the homes to be rental only.	<p>How often will surrounding roads be closed to allow for machinery etc. to be brought in? Where will the displaced vehicles be parked in this already congested area?</p> <p>How will residents of Roseview and Cedar Terrace (not Roseview 2 as your plan states) access their parking areas if Esquimalt is closed? Will e-bikes be allowed in apartments or will you build a fireproof room to store them?</p>
Ambleside and near by neighbour	I like the current tenure offering of rental for 6 years followed by strata thereafter.	<ol style="list-style-type: none"> 1. Very concerned regarding the lack of parking; only 65 new spots for 135 new unites, and the impact and overflow onto Duchess ave. Duchess is already highly utilized, this will further aggravate an existing problem. 2. Are the unites sized for families, 50% are one bedroom, is West Vancouver’s goal to increase housing for families, does this design meet that goal, with well sized apartment unites? 3. Can West Vancouver’s utilities (water and sewage) accommodate this project, or will the city need to upgrade utilities, and require the costs to be applied taxes payers? 4. The bike lane, walking lane, mini golf, yoga area, viewing station, seems to be an overkill. How about a simply green space with lots trees proving shade and benches that residences and community can enjoy. This would blend nicely with the trees on the other side of Duchess.



Ambleside	I like the current tenure offering of rental for 6 years followed by strata thereafter.	<p>Issues with the proposed building:</p> <ul style="list-style-type: none"> - Increased congestion in an already populated area. In this one block, the two buildings already have a total of 253 units together. The addition of another 139 units, most likely with multiple people in each unit, will increase that number astronomically. - Ambleside towers is already requiring work. What is the benefit to those residents to have money put into a separate property that is encroaching on their space, right outside their windows but with no care for them. - To only add 65 additional parking spots when there are now two buildings with an additional 139 units that will require a parking as well is absolutely unacceptable. - Visitor parking is already difficult. There is limited space on the street, that is now going to be even more populated, especially with not enough parking spots for the new building - During construction, where are the tenants of Ambleside Towers supposed to park - We are in close proximity to all emergency services. This additional congestion will be a hazard to getting around plus create worse traffic. - For Westshore Place, the construction is not only an eye sore but noise pollution. Plus it will additionally take away privacy from people who are all owners within their building.
Ambleside	I prefer the tenure of the homes to be rental only.	<p>I live in [REDACTED] currently since 2016. Our building has not been updated or cleaned up in several years. Hearing a proposal for an entirely new build is frustrating as no upkeep has been done to ours. The construction alone will be very inconvenient not to mention encroaching on our privacy both during and after the build. I currently park underground at the tower. Where is the suggested parking during the construction period? 300+ units and only 250 parking spots, will there be a better visitors parking lot? with more access to visitor parking passes? Will our current parking rental increase? Will there be an updated gym or pool in the new building that we are able to share? Will our gym and pool be updated? The additional congestion to the emergency services seems unsafe. On a more personal level, the additional nose and congestion to a very quiet and lovely neighborhood is worrying. Will the original ambleside tower be staying as a rental property? what is the benefit to us already living here vs the inconvenience it will cause for years.</p>
Across the lane @ Westshore Place	I prefer the tenure of the homes to be strata only.	Too bulky, too high, crowds the adjacent lane too much
Westshore Place	I prefer the tenure of the homes to be strata only.	It crowds the adjacent lane too much.
Ambleside		<p>I am totally against the proposal presented for 139 homes at 1552 Esquimalt..</p> <ol style="list-style-type: none"> 1) Ambleside does not need another tower. 2) Parking in the neighbourhood is already a serious concern. 3) Views will be blocked by another tower. 4) The flow of air from the sea and the mountain valleys will be impacted (blocked) by another tower. 5) As a long time resident of Ambleside I am against the encroaching of more high towers in our seaside neighbourhood. 6) We would like to keep the neighbourhood comfortably developed with a maximum height of less than seven stories. <p>(Please note that your questions in question one are not applicable or relevant as the new law in BC precludes strata only and allows rentals in all strata housing.)</p>

I. EMAIL CORRESPONDENCE

7/8/2025 11:29 AM

1552 Esquimalt Infill Proposal

Dear Mayor, Councillors & WFC (Wall),

Regarding the initial developer offering of the infill building at 1552 Esquimalt. Where on earth did this come from? Certainly not from the recently completed Ambleside, LAP.

- Infill? I think we can stop with that term. Sounds like a passive addition. This is a massive new development.
- We followed the LAP to the end, no where in Ambleside was any site foreseen as 19 stories? Two sites at 17 stories, Fresh St., and Fair in the Square. So how did all but one Councilor vote this to proceed to this point? It's a head scratcher.
- Regarding density, LAP addressed this as well, correct me if wrong, 100 suites more than that already very dense block permits, again how did this get to this point?
- Aghast to hear one councillor suggest the LAP is just a rough guide. What? No, a 10 year study using unlimited taxpayers money is not just a guide, it's a blue print. A rough guide is written on the back of a napkin after lunch.

Please reconsider this proposal, that goes against everything the entire community has voiced their opinions on.

Thank you.



Re: Council Correspondence re: 1552 Esquimalt Avenue

Since we are all here, current state of 1552 view from our pool area. Lovely.....Going forward, what is Wall Corps plans re maintenance, for the future complex, record is not great.....right? [REDACTED]



On Jul 9, 2025, at 6:23 PM, [REDACTED]

Dear Lisa, please tell me, is this deja vu or what? 3rd time a charm I hope not. Seriously, this project is always proposed in the 1st week of July, and comments are closed 5 days later? It is so under handed, Wall nor any of you can be trusted, its nuts.....!



7/7/2025 6:02 PM

[REDACTED]
1552 Esquimalt Avenue

To info@1552esquimalt.com

Hello..... I attended the proposal on July 3rd at the Community Centre in West Van. Thank you for offering this evening for the public to give their input.

I am opposed to the project and always will be.

I am a [REDACTED] and I don't understand where you are going to allow people to park, during the construction and after. You charge for the folks who live in Ambleside Towers and so to avoid the charges, they park on the street. There will be 74 units without parking in this new development, thus you don't allow enough parking for each condo resident, so where do they go? There should be one for each unit.

Also, will the new development cause Duchess Street to only have the south side for parking? That's what it looked like from the photos. We are struggling to find parking spaces now, and so is the area around us.

The Wall Group doesn't take care of the building that is there now, Ambleside Towers, so will they take care of the new one? That is very doubtful. Residents and visitors also cannot enter into the building by the main door as the drop-off is blocked.

I am also against "rentals for 6 months" and then turning them into "Strata condos". Affordable, and I mean **affordable housing**, is what's needed, not more expensive condos. The firemen and policemen, as it is now, do not live in West Van because they cannot afford it. Why don't you cater to some folks who need it.

The "Wall Ambleside" signage proposed is way too large. I understand advertising, but this is too much.

Finally, please fix the parking gate in the alleyway that is there now. Since they have been installed, the one especially has been noisy every time it has been opened and no repair has been done to make them better. Your managers have been told about it many times, but there seems to be no consideration for others. I hope you will take my comments and make some changes.

Kind regards,

--
[REDACTED]



6/19/2025 11:18 PM

Breaking Ground Date

To info@1552esquimalt.com

Hello,

We live [REDACTED] from your upcoming development and will be moving before you break ground. When do you plan to break ground?

Thank you,
[REDACTED]

6/18/2025 1:30 PM

New building next to 1552

To info@1552esquimalt.com

1552landlord,

Your company announced a meeting about building another 19 floors in the northwest corner of this Building 1552.

When will construction begin?

This project will severely impact the living conditions of the tenants on the west side. The two buildings will be unusually close together, which goes against common sense. It will seriously obstruct the current residents' views, ventilation, and natural light.

If you insist on proceeding with this project, the residents may sue and demand significant compensation.

Pls reply me. Thank you