

Ambleside Local Area Plan

Commercial Areas Engagement Summary | November 2024

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1. INTRODUCTION & OVERVIEW

The District of West Vancouver is preparing a Local Area Plan (LAP) for Ambleside, in accordance with Council’s direction. On July 24, 2023, staff presented a summary of engagement findings and a proposed LAP Framework, informed by ~640 community voices and 354 pages of public input over the course of spring 2023. At this meeting, Council unanimously endorsed the framework and directed staff to proceed with a “three-streamed” approach to the apartment, commercial, and neighbourhood areas.



Beginning with the Apartment Areas “stream”, staff were directed to prepare Zoning and Official Community Plan (OCP) bylaw amendments to guide change for Ambleside’s apartment areas. In July 2024, OCP and Zoning bylaw amendments were adopted by Council, advancing the LAP process forward into the Commercial Areas “stream”.

Council direction for the commercial areas at the July 24, 2023 meeting was to prepare design illustrations to visualize the regeneration of the Hollyburn and Ambleside commercial areas for community engagement. A series of 12 illustrations were created for community consideration, with feedback collected primarily through an online survey. The illustrations represent six locations in Ambleside’s commercial areas (two illustrations per location).

The communications and engagement plan reflected Council’s direction to use the illustrations as an engagement tool for feedback and refinement of the concepts from the Council-endorsed LAP Framework. Early input from the Community Engagement Committee (CEC) in 2023 and survey testing by members of the Public Engagement Advisory Panel (PEAP) in 2024 was reflected in the engagement methods and process.

Staff hosted open houses, pop-ups, stakeholder workshops, and youth workshops to encourage survey participation, in addition to print and digital advertising in Fall 2024.

This report describes the engagement and summarizes feedback received to provide a concise and factual record of community input. A full transcript of engagement activities is also available as a separate report online through the document library at www.westvancouverite.ca/plan-ambleside.

Commercial Areas Engagement Highlights

Outreach:

- Promotion included dedicated postcard mail to 3,340 homes, ads in the North Shore News, District website updates, dedicated WestvancouverITE project page, email subscription & e-newsletter, social media campaigns, Farsi language ads, signage at District facilities and foot of 13th, 15th, & 17th street, and sharing through local stakeholder networks
- 4,037 unique webpage views, and 24,005 social media impressions
- Committee meetings with the Public Art Advisory Committee (PAAC) and Design Review Committee (DRC) in 2023 and the Planning Committee in 2024
- Stakeholder workshops with the Ambleside and Dundarave Business Improvement Association (ADBIA), Ambleside Dundarave Residents Association (ADRA), West Vancouver Chamber of Commerce, and Enhance West Van
- Meeting with Skwxwú7mesh Úxwumixw (Squamish Nation), and invitation to meet with sə́ilwətaʔ (Tsleil-Waututh Nation) and xʷməθkʷəy̓əm (Musqueam Nation)
- Early informational updates to North Shore Advisory Committee on Disability Issues (ACDI), North Shore Community Housing Action Committee (CHAC), Seniors' Activity Centre (SAC) Board, and West Vancouver Memorial Library Board (WVMLB) in Fall 2023
- Youth workshop with ~15 youth from various committees on October 29, 2024 at the Park Royal Youth Hub
- Pop-ups and open houses at the Senior's Activity Centre, Ambleside Artisan Farmer's Market, West Vancouver Memorial Library, and Community Centre reaching ~570 individuals
- ~1,120 total voices heard



Ambleside Commercial Areas Survey:

- Online survey available between October 1 and November 4, 2024
- ~400 respondents generated over 2,450 individual suggestions and modifications
- Physical copy of the survey available at Municipal Hall and West Vancouver Memorial Library



2. ENGAGEMENT

I. Committees

Early in the process, staff met with the Design Review Committee (DRC) and Public Art Advisory Committee (PAAC) to share initial, incomplete draft illustrations and gather early feedback. While a full record of minutes from the meetings are included in the Engagement Transcript, below is a high-level summary of input received:

Design Review Committee (DRC)

October 19, 2023:

- Questions and comments about the process, timeline, logistics, and ways to improve clarity of the illustrations for the public
- Building massing should have variation, with tiered buildings to help avoid shadowing
- Capture and enhance Ambleside's character, village context
- Support for pedestrian zones (e.g. near the waterfront) and street-oriented commercial spaces
- Consider existing infrastructure needs and how this should upgrade alongside growth
- Support for public realm enhancements, wider sidewalks, setbacks, larger corridors, outdoor spaces, etc.

Public Art Advisory Committee (PAAC)

October 17, 2023:

- Public spaces should be viewed as public art and can provide a variety of experiences for the public (e.g. reading corners, places for reflection, for children to play, where people can view art)
- Support the variety and amount of spaces shown here. Public spaces help facilitate new arts-based events, and the public realm can be arts-infused
- The “pedestrian experience” should be considered with how much time an individual can feasibly spend in the area without running out of things to do. The ideas shown in the sketches can build on some of the existing “energy” happening in Ambleside (e.g. new cafes and restaurants along Bellevue) and help support revitalization
- There are a number of activities available to the public at the Shipyards in Lower Lonsdale that are lacking in West Vancouver (with the exception of Park Royal)
- Interest in creating an arts facility or community amenity space to help animate the arts character the area

On completion of the full-colour renderings and in advance of commencing public engagement, staff met with the newly-formed Planning Committee to seek input on the process and illustrations.

A full record of minutes from Planning Committee meetings on September 25 and October 23, 2024 are included in the Engagement Transcript. Below is the feedback received from the meeting minutes:

Planning Committee September 25, 2024:

D. Hawkins (Senior Manager, Community Planning & Sustainability) provided a presentation. Staff responded to the Committee's questions.

Committee members provided comments on:

- Supporting the work to date, the materials provided, and how the Local Area Plan has progressed to this point;
- Highlighting the Hollyburn area as an example of where higher density makes sense;
- Adding more density to commercial zones to enable redevelopment;
- Encouraging greater density to prioritize financially viable development in the Local Area Plan;
- The fundamental risk that the Local Area Plan becomes another example of work in Ambleside that does not lead to any actual change;
- A cohesive vision for the commercial area;
- Addressing equity concerns regarding spot zoning;
- Whether sites are considered developable within 5 or 20 years based on existing conditions and the potential densities and heights;
- Land ownership in Ambleside; and
- Providing for increased flexibility in zoning recognizing how the market will evolve (e.g. regarding retail and office demand).

Councillor Thompson relayed Council considerations on balancing land use change and development in Ambleside with public opinion and village feel.

Committee members suggested that the October meeting focus on a more "macro-level" discussion around overarching planning objectives the District should pursue with part of the conversation focused on project economics to deliver the intended outcomes of planning directions.

- Support for work to date, the materials provided, and how the LAP has progressed;
- Hollyburn area is an example of where higher density makes sense;
- Add more density to commercial zones to enable redevelopment;
- Encourage greater density to prioritize financially viable development in the LAP;
- The fundamental risk that the LAP becomes another example of work in Ambleside that does not lead to any actual change;
- A cohesive vision for the commercial area; addressing equity concerns regarding spot zoning;

- Whether sites are considered developable within 5 or 20 years based on existing conditions and the potential densities and heights;
- Land ownership in Ambleside; and
- Providing for increased flexibility in zoning – recognizing how the market will evolve (e.g., regarding retail and office demand)

It was Moved and Seconded:

THAT the memorandum titled Ambleside Local Area Plan (LAP): Commercial Areas provided by the Senior Manager, Community Planning & Sustainability be received for information.

It was Moved and Seconded:

THAT the discussion regarding Ambleside Local Area Plan Commercial Areas be received for information.

October 23, 2024:

- Staff recalled that the Committee had requested a higher-level discussion regarding methods for achieving the objectives of planning initiatives in response to Committee concerns at the previous meeting that the ongoing Ambleside Local Area Plan may not achieve actual outcomes.
- Committee members compared West Vancouver planning practices (including development negotiations, zoning frameworks and municipal approval processes) with those of other municipalities and cities. Members expressed concern for the District’s methods of prescriptive planning and pattern of downsizing development proposals in the review process.
- Members identified density and flexibility as the two key components for enabling redevelopment, in terms of achieving both the viability and variety of new buildings.
- Members further discussed the conditions needed to allow developers to achieve Local Area Plan objectives including creating more flexible regulations and utilizing site specific (versus blanket) zoning to create “anchor development sites” such as the Fresh St. Market lot.
- Members debated the level of density that prompts financially viable development including a Floor Area Ratio of 3-5 and a height up to 15 storeys and noted broader concerns that current Local Area Plan ideas of adding a single storey to existing development rights (in some instances) will not achieve anything.
- Members noted equity concerns in spot zoning, with a path forward being to identify primary development sites and/or blocks where more height and density is allowed, and secondary sites and/or blocks where lower-rise redevelopment is enabled through strategies like parking and amenity relaxations.
- Members commented on the form and character of Ambleside in the context of redevelopment and revitalization highlighting the uniqueness of Ambleside’s south-

facing geography and public waterfront and commented in support of a variety of building typology including pockets of higher density with low-density strategies to promote Ambleside's strengths and bring more life to the commercial areas.

- Members elaborated on the strategy of “anchor sites” as a form of balance where said “anchor sites” serve as catalysts and focal points, and areas of lower-rise redevelopment and assembly may be better enabled to highlight Ambleside's character and location. The overall effect would be variety and more meaningful revitalization, better pedestrian flows from the waterfront, and places people would want to live and shop.
- Committee members provided suggestions on how the Ambleside Local Area Plan Commercial Areas can support revitalization by:
 - Zoning for retail and commercial at the ground level, and providing more flexible options for uses above street-level;
 - Enabling community use and public benefits through redevelopment;
 - Addressing the lack of hotels in West Vancouver;
 - Having a Local Area Plan that invites creative responses from owners and architects;
 - Exploring opportunities to encourage missing business types to come work in West Vancouver; and
 - Encouraging design that connects the waterfront and Marine Drive.
- Members noted external factors that make redevelopment difficult in West Vancouver and Ambleside such as:
 - Competition with new centers and redeveloping malls in Metro Vancouver;
 - Market conditions and regulations that communicate that West Vancouver is not open to new ideas and development;
 - Transportation planning involving several levels of government; and
 - Land ownership in Ambleside consisting of small, individually owned
- Members commented on parking considerations related to redevelopment and suggested the Local Area Plan consider varying parking strategies to adequately accommodate required parking while not requiring prohibitively expensive underground parking for all sites in order to encourage low rise infill development in specific areas.
- Members commented on Grosvenor as an example of redevelopment that was adopted with a smaller footprint than was originally proposed, garnered negative public feedback, but ultimately led to regeneration of that area.
- Members reasserted that redevelopment is the means to revitalization and discussed the risks of policy that does not fulfill its objectives (i.e. revitalization of Ambleside's commercial areas). Members noted concern that the Local Area Plan might be another wasted opportunity.

- Members commented on the cyclical nature and prevalence of public opposition regarding new development proposals, and the current outcome of existing, older buildings that are not easy to operate within and do not have strong historic value.
- Councillor Thompson commented that public pushback to development typically focuses on traffic concerns, specifically regional transportation considerations including congestion related to bridges and highway infrastructure.
- Members commented that it is not an easy situation and that there will not be a single or simple answer, and that the Committee would like to see and discuss a more enabling plan at a future meeting. Members recommended enabling heights and densities, but not to the intensity of neighboring centers such as Brentwood or downtown Vancouver.

It was Moved and Seconded:

THAT the Planning Committee recommend that Council direct staff to:

1. Encourage redevelopment as a core tenet of the Local Area Plan;
2. Explore potential height and Floor Area Ratio increases and varied parking strategies in some locations; and
3. Refer a draft plan back to the Planning Committee.

II. Stakeholder Workshops

In advance of completing the full-colour illustrations, staff held preliminary workshops with stakeholders in Fall 2023 to collect early input on the draft linework from the following groups:

- Ambleside and Dundarave Business Improvement Association (ADBIA) on October 13, 2023;
- Ambleside Dundarave Residents Association (ADRA) on October 16, 2023;
- West Vancouver Chamber of Commerce on October 23, 2023; and
- Enhance West Van on November 6, 2023.

In September and October 2024, staff met again with ADBIA, ADRA, and Enhance West Van. The purpose of these meetings was to follow-up on earlier conversations and collect input on the full-colour illustrations, encourage participation in the survey, and answer questions.

A full record of meeting notes from all sessions are included in the Engagement Transcript, including post-workshop feedback provided by ADRA in November 2024. Below are the meeting notes from stakeholder workshops with the ADBIA, ADRA, and Enhance West Van:

Ambleside and Dundarave Business Improvement Association (ADBIA) September 27, 2024:

2100 & 2200 blocks of Marine

- Densification across the street from the community centre makes sense, people want to live there

- Offices there also makes sense, things like doctors, dentists, physios – particularly to support nearby seniors housing and the seniors centre
- Offices here would not need to be part of the Ambleside 20% restriction on offices at street level
- Can't imagine anyone being opposed to more residential in this location
- Proposed heights are complementary to existing buildings, often lower in fact – this isn't controversial at 6-8 storeys
- It mirrors the Westerleigh and existing trees. Some impact on those renting lower storeys in that buildings, but that would be true for a new low-rise building
- Would advocate for underground parking, which the Westerleigh provided
- There is real potential at this corner, could be 2-3 storeys higher
- Preference for having a couple of taller, narrower buildings – this does that, versus e.g. the Grosvenor full-block type of development
- This has always felt like an underutilized area, it's a perfect location across the street from a civic "hub" – would be a nice little area if there was more here
- Across the street from the Great Lawn at the recreation centre could be higher, e.g. 10-storeys, with narrow buildings creating more light and view corridors
- Would support the ongoing work of Enhance West Van to guide redevelopment of the civic site

1700 blocks of Marine & Bellevue

- Really like the idea of daylighting Lawson Creek – great public space and waterfront connection theme
- It's already daylight south of here in the park
- The proposals for this block could go higher. Prefer height here, and then keeping the area from 14th to 16th as the low-rise focus
- There is less sensitivity here, there is already a tower at 18th and Bellevue
- The proposal to secure office space above street-level by allowing 5-6 storeys could be higher in this block
- Also on Bellevue. The Masonic Hall site at 6-8 storeys is too low. It's next to an existing tower and across from the BC Hydro substation.
- This whole block could be "more". Similar to Hollyburn area – prefer height to go to the 1700 and 2100/2200 blocks, they are less sensitive and have taller buildings already.

1400 to 1600 blocks of Bellevue

- The low-rise Bellevue across the 1400 and 1500 blocks is fantastic, the waterfront village "feel" belongs here
- The Fresh St massing proposed will be controversial
- Making that site have a skinnier but taller building should be considered
- A smaller footprint tower would create smaller floorplates, therefore smaller units, and more affordability
- The public plaza at the southern front of this site is a great idea, would bring people from the waterfront park into the village
- One idea would be to create the plaza and keep the rest of the site as a low grocery store (e.g. 2 storeys) and have a single much narrower tower on top, instead of "wider" massing across the site. Maybe going as high as 15 storeys in one building on top of the grocery store would be better (better views, more open space)

- For the rest of Bellevue, from 14th to 16th streets, keep it low-rise as shown (3-4 storeys) – keep this the waterfront village

1400 & 1500 blocks of Marine

- There are definitely too many gas stations, there are 4 in a 3-block area. They do not contribute to the village environment. Redevelopment should be enabled.
- Getting rid of e.g. 2 of them would make sense. West Vancouver has the highest per capita amount of Tesla's in the world!
- The north side of 1400 block is mostly under single ownership, this is useful and something to work with (see section 5 below).
- The south side of 1400 block is a challenge. There are many owners of small lots with little contact or collaboration between them.
- The proposals are not providing any incentive to redevelop, these sites are already allowed 3-4 storeys – the same as what is being proposed. It won't work as drafted for these individual lots, there's no incentive.
- But there are concerns with going higher here. It is a sensitive location.
- There are different opinions on what could be proposed on the south side of this central area:
 - On the one hand, there are old buildings that were not built to last, some of them are becoming hazards at this point. Without incentives, they won't be assembled and won't redevelop, and we'll be "stuck with" older buildings that are often not in good shape. To address this there needs to be more height provided to create extra value to redevelop.
 - On the other hand, what would make redevelopment feasible isn't what people likely want in this area. There is a real sensitivity to going above 4 storeys on Marine on these blocks. It's not likely to be approved, so it also wouldn't achieve any result
- An option to address this is to focus on other areas that are less sensitive and where going above 3-4 storeys could be approved and could help regenerate the overall village.

1400 blocks of Marine & Clyde

- The south side of 1400 block south of Marine looks good. But it goes back to the previous comments around whether it could ever happen because there is no incentive above what can already be done, and nothing is redeveloping (see section 4 above).
- The 1400 block north of Marine looks good.
- It's an excellent idea to have some kind of programmable public space on Clyde. We should look at the retractable bollards used in Europe, where they can be lowered or raised to enable temporary events.
- This is where we could move things like the farmers' market to.
- The massing of 1400 north is better than the 1600 south approach to a single-owned "special site" (see section 3 above).
- The 2-storey streetwall on Marine shown here is good, with the taller buildings inset from the street.
- The retail "alleys" proposed break up the massing of this large site and allow connections to Clyde.
- Staff should explore whether there could be a mid-block crossing over Marine in the 1400 block, to expand connections even more. Similar to Dundarave. Having a median

along Marine would also be great, if there was enough space in the road for vehicles and parking.

1300 block of Marine

- Having a plaza on eastern site on the north at 13th would make a much nicer arrival to Ambleside than a gas station. 6-8 storeys makes sense here. It's opposite Grosvenor and would create a public space.
- The rest of the north side of the 1300 block of Marine is less sensitive than other blocks, so could be higher than the proposed 3-4 storeys.
- It's opposite Grosvenor and has towers behind already. This is an example of where we could enable more development, to keep the 14th to 16th street areas generally lower.
- The key is creating variation, some kind of a "saw tooth" approach to height, so it doesn't look like Grosvenor.
- If no-one will develop to 3-4 storeys, because there's no incentive and too much risk, then vary heights. Not 8-storeys all along 1300 block north, but something that mixes e.g. 3, 5, and 7 storeys.
- Encourage assembly of lots but in a way that ensures a variety of heights on the north of this block. The "edges" of the village are less sensitive.

General comments

- At some point, we have to accept that we need more housing. There also isn't enough office space (it's easier to find retail space than office space if you're a business).
- Appointment based businesses should be on the 2nd storey, so that means increasing heights in some locations.
- The LAP needs to show some level of courage to actually make something happen.
- There are places where Ambleside is falling down, where buildings are collapsing. How we can encourage redevelopment and regeneration is the underlying question. It would be terrible if the LAP leads to nothing because it wasn't bold enough – there have been previous attempts that did exactly that.
- The issues are the same as 25 years ago. To enable something to happen, allow more than 4 storeys but manage a variety in height so it's not a tunnel.
- The LAP needs to avoid "locking in" things that won't change if we don't allow and incentivize it.
- People tend to get concerned when something is proposed. The Caulfeild shopping centre is an example – there was a lot of resistance, but once built it has become much used and much loved.
- There is a fear that we're pricing ourselves out of our own community, will our own kids be able to live here if we don't allow some more height to create more and smaller units? Land is very expensive so we need to find ways and locations to use it more intensively.
- Redevelopment is often controversial, but if you show people photos of what was on the site before, then what replaced it looks better. Allow more height, but identify where, and manage it so that there is variety and not whole blocks looking the same.

Ambleside Dundarave Residents Association (ADRA)
October 2, 2024:

2100 & 2200 blocks of Marine

- Positive that this shows narrower buildings, separation between buildings, and variation in height within and between buildings – this is preferred to “blockier” approach (example of Grosvenor and 2195 Gordon as less favoured approach)
- ADRA’s overarching principles for include varying heights, better/larger sidewalks and space for people – illustrations capture these principles
- Ensure spacing between residential buildings for quality of life (i.e. don’t make residential buildings too close together)
- Height – there will always be community caution with potential new mid-rise and low-rise mixed-use buildings, but proposed heights of 4-5 and 6-8 storeys would work within existing context (between Westerleigh, existing high-rise apartments on Bellevue)
- Could see restaurants, locally serving shops and services here

1700 blocks of Marine and Bellevue

- Very good to see opportunity to daylight Lawson Creek, enhance laneways, add north-south pedestrian connections between streets and to the waterfront, wider sidewalks, variety at street level - very supportive of these aspects
- Support for stepping back upper storeys (“shoulders” on buildings), for variety in height and massing
- Like the 2-storey break in massing between the mid-rise and lower-rise portions of buildings along Bellevue, this also gives a view corridor to the buildings behind
- Also like the variety of setbacks from the street, creating “indents” for small openings at street level
- Mixture of perspectives on height – some concerns that 6-8 storeys (or 7 as shown in renderings) on one former Masonic site on Bellevue is too high, others acknowledge this approach has merit as it transitions from an adjacent 14 storey tower already existing

1400 to 1600 blocks of Bellevue

- Very important to keep opportunity for grocery store in Ambleside into the future and acknowledgement this means keeping the majority of the site available at street level for this kind of retail use
- Like concept of waterfront gathering space on south side of Bellevue, on existing Fresh Street site, and would like to see this in final plan
- Like the idea of working with “festival street” on 17th and doing something with that additional space (the road is wider)
- Like opportunity for adding underground parking, taking pressure off on-street parking (improvement on most existing older commercial buildings in Ambleside, which don’t have much of their own parking)
- Mixture of perspectives on height:
 - Concern about mid-rise massing and height as shown, could see keeping 10 storeys but in a more slender form and without as much massing across the site

- needs refining, move towards a narrower tower form on a smaller portion of the site, with the rest as low-rise grocery store
- Some concern with any development on this site, existing grocery store is busy, but LAP is a way to ensure any replacement building on this site re-provides a grocery store – desire to minimize impacts of any potential larger building
- Prefer taller and narrow versus Grosvenor “wedding cake” approach where massing is broad across the full block
- Keep some “space” by stepping back higher building elements from 17th street – don’t have a “wall” along the festival street as currently shown, and also revise to be lower on Marine Drive. Height should be inset from street fronts.
- For the remainder of Bellevue as 3-4 storey low-rise waterfront area (1500 and 1600 blocks) there is support for what’s shown here

1400 and 1500 blocks of Marine

- Gas station sites:
 - Support for including rental housing, adding to community diversity (can be opportunity for families, younger people, down-sizers to live here)
 - Mixture of perspectives of on potential height and massing as shown:
 - Would like to see a more site-specific, context-based approach to height on the 4 gas station sites in LAP, there should not be the same policy on height and massing for each as they are each different. Needs refinement.
 - Scale – some gas station sites in LAP may be up to 4 storeys, others could be considered for additional height – not necessarily as much as 8 storeys

1400 block of Marine

- General support for variety in height along Marine Drive, support approach to south side of Marine as shown (3-4 storeys)
- North side of Clyde, support variety of height – make sure this block is not a “monolith” as it is a single site, but should not be a single building
- 1400 block “special site”:
 - Need to be mindful of any potential taller buildings and how they fit into the surrounding context, generally any additional height should be set back from Marine and mid-block as shown
 - Like the two-storey street wall/podium along Marine Drive and stepping back of higher parts of the building within the site. This is a better response than what was shown for the Fresh St “special site”, there is more variety here.
 - Support adding new public space, opportunities for temporary closure for events (farmers market, etc.)

1300 block Marine

- North side of Marine Drive:

- Don't want to see this mirror the existing Grosvenor building, want to keep some variety, and do want to see spaces in between buildings
- This would mean being open to some additional height (over the 4 storeys shown), if this allows variety, and for spaces between the higher parts of any new buildings (e.g. could vary between 3-4-5-6, to create variety with higher portions of the block being narrower, etc.)
- Gas station site at 13th:
 - Support for adding a new public space here, marking an attractive entry to Ambleside
 - New public space would also be better for existing townhouses above the gas station
 - Can take a different approach here to other gas stations, at entry of Ambleside, but would like to see more refinement – could consider some additional height, as this is a single site versus whole block of Grosvenor across the street to the south, but do not want to have two “sentry” buildings on both sides of the street as the arrival experience

General comments

- Images give a good sense of what might be considered, ADRA has a strong interest in seeing more sidewalk space, more “people friendly” spaces, north-south pedestrian cut-throughs from waterfront, varying heights along Marine Drive, larger setbacks
- Variety of perspectives on height, most don't want the same height along Marine and want some variety to avoid monolithic “tunnel” effect; but some have concerns with any increase to the existing maximum four-storey height for all of Ambleside. There is an awareness that the same maximum height doesn't create variety in buildings or new public spaces and other objectives
- Good that larger sites could provide new parking; would also like to see the LAP support opportunities for shared underground parking and parkade entrances for smaller sites

Enhance West Van October 23, 2024:

Update on Enhance WV's status

- Existing work on civic site is conceptual only in nature. Enhance WV will be undertaking further work on this project to replace aging buildings.
- Existing ideas include building residential on top of some civic uses to generate income to support the rest of the development within the civic hub area.
- Currently, no specific determination of how tall the buildings might be, but the overall proposal will (as it currently does) include mixed-use development.
- Density within the civic hub site will be necessary and will be proposed to generate income through the redevelopment process which would offset costs of this public initiative.

Proposed LAP Land Uses for 2100/2200 Block

- It makes sense to have mixed-use development in the proposed sites that support the civic hub.

- Mixed-use development allows people to come into the area and stay for a longer period of time.
- The potential changes being proposed will make this area a “One Stop Shop” so people don’t need to go to Dundarave and Ambleside anymore for their respective needs (lunch, groceries, medical, cafes, etc.)
- If, for example, a parent is dropping off their kids for classes at the Rec Centre, they would be able to run errands, meet their needs, in the proposed Hollyburn Corner sites while waiting for the classes to finish.
- Currently, there is nothing for a parent to do in the above scenario; they either go home or go to Ambleside/Dundarave within their kids’ class times.
- A question becomes how would the potential commercial businesses be controlled? The LAP should guide future commercial uses across the street from the civic hub so that they do not compete with the services that the community centre does/will offer. For example, not allowing commercial gym type operations here.
- But most commercial uses on private land would be complementary and support people who visit the civic site. Commercial businesses should work together and enhance the civic hub, and the life of the area.
- Due to the current housing crisis, we should provide more housing, especially to the sites across the Community Centre which people use – this would also include seniors housing.
- There are also a lot of people who live around here who would benefit from having easier access to shops and services.
- Street parking is currently not great. There is also limited parking in Bellevue. New development should provide parking on-site to not increase demand for parking in this area.
- The proposed LAP area “kitty corner” to the civic site is small. If it was expanded a little to the east or west, it would become a more dynamic hub. This could relieve pressure that the businesses in Ambleside are facing.
- The Community Amenity Contributions from redevelopment in this area should be directed to the improvements within the civic hub site.

Proposed LAP Built Forms for 2100/2200 Block

- The scale and height being proposed in Hollyburn Corner is not out scale with everything around them, the images look great.
- Gaps between buildings are good, versus a big block of building that spans across parcels (e.g. the way Grosvenor does)
- A lot of people would want to access the sea wall. Dividing the buildings, providing pathways would be good.
- The current area does not have good access to the sea wall; no ramps for wheelchairs, strollers, etc. Any area-wide improvements further south would also be a positive.
- The narrow building forms proposed are good.
- View impacts will not be a particular problem, as there is no one living in front of these potential sites – particularly those across from the Great Lawn/the civic site.
- The existing Westerleigh building on the western side has tenants, but there is also an existing 21-storey building already behind the LAP area on Bellevue.
- The sites across the community centre are the least sensitive and could potentially go higher and be more ambitious.
- The desire would be to satisfy any extra height beyond what is proposed, while still maintaining the look (shown via illustrations) of the potential buildings. Currently, they are very warm, add colour, interest – this is very positive.

- The adjacent buildings west of the proposed sites have been approved through the apartment area stream for low-rise but higher density.
- The building masses shown in the illustration for 2100/2200 break the adjacent “flat look” of existing apartment buildings. This is good. Adds variety and interest.
- Although height is warranted, if buildings get taller than those proposed, it should not compromise or disconnect from the street experience.
- Breaking up the buildings, does not block view. This is good.
- The mid-rise scale shown in the illustrations feel warm, and bring life/ colours to the area.
- An additional number of storeys that could be considered would be up 10-12 storeys.
- Going to much taller buildings would be too much for the area. However, there is a need to have heights within the LAP that developers could be interested in.
- It will be concerning if developers are not interested to redevelop; we don’t want another set of *just* pictures, with nothing happening in these sites.
- Given current timing of Enhance West Vancouver Civic Hub Site work and the LAP, it is unknown which initiative will set the precedent for heights. The LAP is further advanced at this point.
- It will be mutually beneficial to have buildings with heights on both sites, as noted above.

III. First Nations Engagement

Continuing discussions, staff reached out to local First Nations Sk̓wx̓wú7mesh Úxwumixw (Squamish Nation), sə́lilwətaʔt̓ (Tseil-Waututh Nation), and xʷməθkʷəy̓əm (Musqueam Nation) to provide an update on progress of the Ambleside LAP, and offered an opportunity to meet, answer questions, and receive feedback on the illustrations prepared for the Ambleside commercial areas.

Staff received a response from Squamish Nation and met on October 15, 2024. Prior to meeting, staff also received preliminary written feedback on September 7, 2024 through Squamish Connect on previous materials, primarily relating to the three options phase from Spring 2023. A full record of the written feedback is included in the Engagement Transcript.

High-level notes from the October 15, 2024 meeting are summarized below:

Squamish Nation October 15, 2024:

LAP process:

- Squamish Nation would need to do more internal engagement to provide ongoing input on the Ambleside LAP
- Funding from West Vancouver would be needed for additional Squamish Nation staff time, based on the estimated scope of work, which is the preferred approach used by the Squamish Nation with other municipalities

Feedback on the LAP area and future implementation:

- Confirmed that the LAP does not include Nation lands and reserves

- Preference for a pre-emptive archaeological approach rather than a sole reliance on chance-find and proximity to known sites

Feedback on the LAP and commercial area:

- Interested in the idea of resurfacing / daylighting Lawson Creek, noting that more environmental information is needed
- Suggested reintroducing Squamish naming of natural features (e.g. creeks) and places (e.g. Hwy 101 dual language signage)
- Encouraged expanded Nation role in defining public spaces (e.g. Sp’akw’us Feather Park), with the inclusion of public art, signage, and medicinal plants that encourage respect for the land
- Suggested LAP should enable future opportunities to reclaim traditional lands and build to higher densities if the Nation purchases lands

Connection to broader Squamish Nation goals:

- Noted the responsibility to support economically disadvantaged members of the Nation, goal to “bring Squamish home” by providing housing for every Squamish person within a generation
- Encouraged District involvement in welcoming Nation members home through expanded affordable housing opportunities (e.g. if new seniors housing is being added in Ambleside, opportunities for Squamish seniors to be considered)

IV. Pop-ups & Open Houses

As part of the community engagement process, two open houses and five pop-ups were held throughout the month of October to encourage participation in the online survey for Ambleside’s commercial areas. The events were scheduled for a variety of days and times to enable broad participation from different age groups and demographics. ~570 interactions with community members took place across the seven events.

Open houses:

Open houses were held on October 3 and 9, 2024, each for two hours, in the Activity Room at the Seniors’ Activity Centre (chosen for its availability, accessibility features, location within the study area, and proximity to public transit).

Over 200 individuals attended to learn about the project, view the commercial areas concept illustrations, share input, and ask staff questions. The format was drop-in style and self-paced, with 11 display boards and staff present for discussions and questions. Paper copies of the survey were available, along with comment forms as an alternative method of providing input.



Pop-ups:

Pop-ups were held at the West Vancouver Memorial Library (Oct 10 & 30), West Vancouver Community Centre (Oct 16), and the Ambleside Artisan Farmer’s Market (Oct 6 & 27). The goal was to reach a wider audience and encourage participation in the online survey from those who may not typically have the opportunity to attend more formal engagement events. The pop-ups consisted of a paired-down version of the open houses, with six display boards, informational handouts, and staff available to answer questions or receive input. An interactive board with sticky notes was available as an alternative method of providing input. ~370 interactions with community members took place across the five pop-ups.



As participants at the open houses and pop-ups were encouraged to take the online survey as the primary collection of input, the summarized survey results can be found in section VI and are included in the survey results of the Engagement Transcript. A high-level summary of recurring themes from the additional input received on sticky-notes and comment forms can be found in section VII of this summary.

V. Youth Engagement

A youth workshop was held at the Park Royal Youth Hub at 6pm on October 29, 2024, in collaboration with the District's Youth Services Division. In total, ~15 youth participated in the workshop, through outreach to the Youth Advisory Committee, Intergenerational Youth Committee, Whatever Youth Committee, Youth Outreach Clients, and Community Outreach.

To highlight the importance of youth voices in this process, the focus of the workshop was to encourage youth participation in the online survey. Staff provided an interactive presentation with information on the role of planning, the Ambleside LAP process, how youth input from the previous phase was used, and presented a "walk-through" of the concept illustrations, allowing youth in attendance to simultaneously take the survey. Staff were available to answer questions and provide information during the survey activity. Youth survey input was incorporated into the main survey results, summarized in section VI and included in the survey section of the Engagement Transcript.

Input was also collected through conversation prompts and verbal comments during the presentation. The most recurring themes from verbal conversations about what youth would like to see for the future of Ambleside's commercial areas were:

- **Community Resources/ Recreation & Sports:**
Add more community, recreation/sports, and study spaces. The youth participants expressed there is a lack of these resources and a need to better-maintain and expand what is currently available
- **More inclusive and youth-centred spaces:**
Ambleside is lacking in youth-specific spaces, and spaces that represent or are inclusive to LGBTQIA+ and Indigenous members of the community
- **Vibrancy:**
Variety in the forms and styles of buildings, more public art and murals that add a certain charm would add more vibrancy to the community
- **Transportation/mobility:**
Improve access and availability of public and active transportation options (buses, bike lanes, etc.)
- **Nature/environment:**
Integrate the built environment with Ambleside’s natural features (such as the daylighting of creeks) and brighten the public realm with plants, flowers, and community gardens

A full transcript of verbal comments is included within the Engagement Transcript, available online at www.westvancouverite.ca/plan-ambleside.

VI. Survey

The major component of engagement for the Commercial Areas “stream” was the online survey, designed to enable public input on the concept illustrations. The survey was available online for an extended period between October 1, 2024 and November 4, 2024 (inclusive) to allow the community to provide their feedback. Physical copies were also made available at Municipal Hall and the Library for pickup. ~400 surveys were completed generating over 2,450 individual pieces of input.

The following section provides the content of the survey, followed by summaries of findings for each question, as well as the top five most common reasons for “support”, “somewhat support”, and “do not support”.

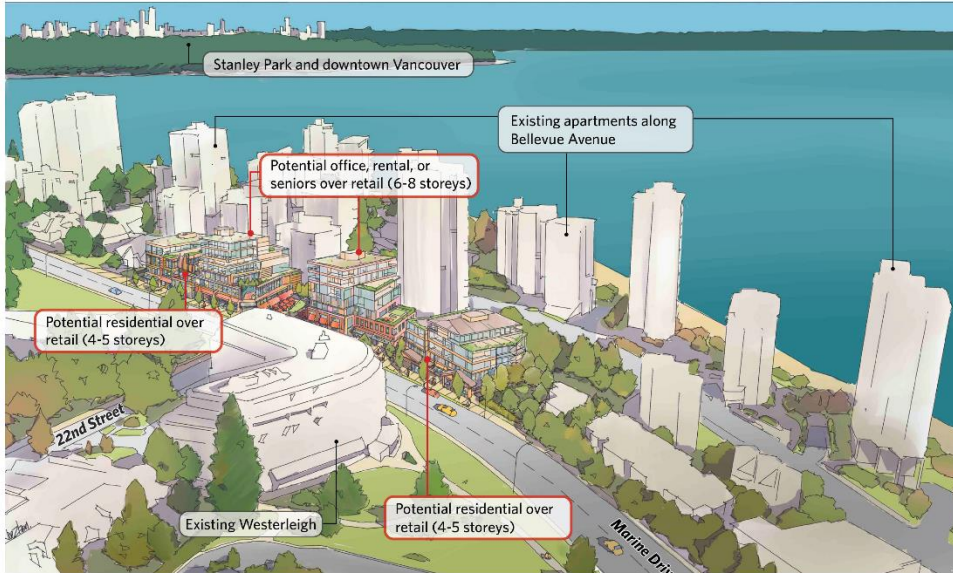
A. Question 1: 2100 and 2200 blocks of Marine Drive

1 2100 and 2200 blocks of Marine Drive

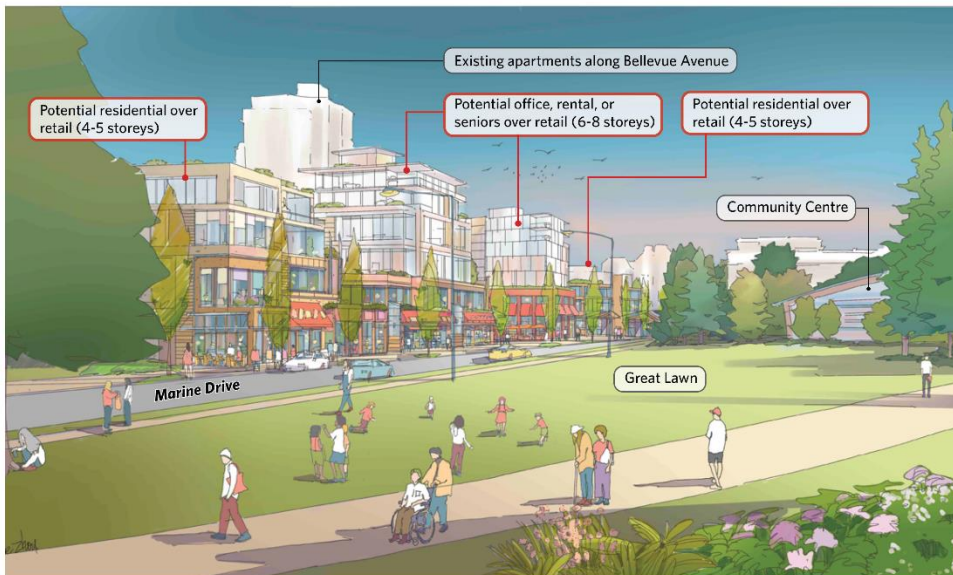
The half-block between the West Vancouver Community Centre (2121 Marine Drive) and the existing Bellevue high-rise apartment area could be an opportunity for expanded shops, services, and housing near this existing civic hub, encompassing the West Vancouver Ice Arena, Community Centre, Aquatic Centre, and the Seniors' Activity Centre.



A) Looking southeast towards Marine Drive and 22nd Street

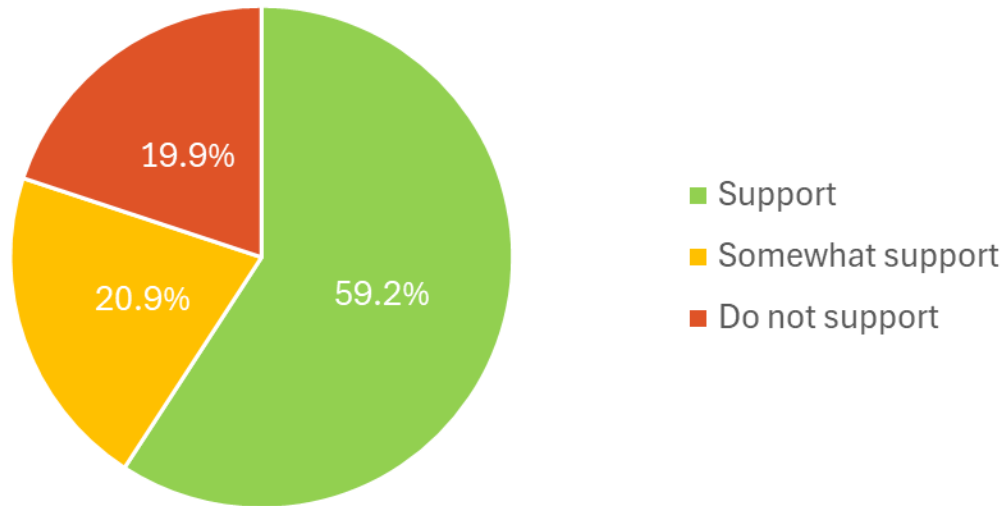


B) Looking west towards Marine Drive and 22nd Street



Shops and services would serve nearby residents, including those of our largest concentration of seniors-oriented housing, as well as the many civic hub patrons. Mid-rise mixed use at the intersection of Marine Drive and 22nd Street would enable rental, seniors housing, and/or office space above ground floor shops (6-8 storeys, 2.5 Floor Area Ratio (FAR)). Adjoining sites would transition lower with strata housing over shops (4-5 storeys, 2.0 FAR).

80.1% of respondents indicated either support or somewhat support for the concepts illustrated for the 2100 and 2200 blocks of Marine Drive.



232 survey respondents supported the concepts as illustrated. The most frequently suggested reasons supported were:

1. Support heights or density as conceptualized, with some preferences to see additional height
2. Support expanded commercial hub near recreation facilities
3. Desire for more housing (including affordable, seniors', etc.)
4. Concept regenerates the area (e.g. modernizes and adds vibrancy)
5. Enhances and improves the public realm (e.g. pedestrian realm, gathering spaces)

82 survey respondents somewhat supported the concepts as illustrated with suggestions for modifications. The most frequently suggested modifications were:

1. Reduce heights or density (with a range of suggested maximum heights, from up to 3 storeys, to up to 8 storeys)
2. Include more enhancements to the public realm (e.g. improve walkability, add new gathering spaces)
3. Ensure housing is affordable (e.g. for seniors, families, rentals)
4. New shops, services, and businesses need to be diverse and interesting
5. Increase heights or density

78 survey respondents did not support the concepts as illustrated. The most frequently suggested reasons for not supporting were:

1. Heights or density too high (with a range of suggested heights from a maximum of 2 to a maximum of 5 storeys)
2. Do not want to see any changes here
3. Parking Concerns (e.g. need for additional parking, parking restrictions)
4. Traffic Concerns (e.g. increased traffic from development, need for a traffic plan)
5. Does not meet desired character or aesthetics

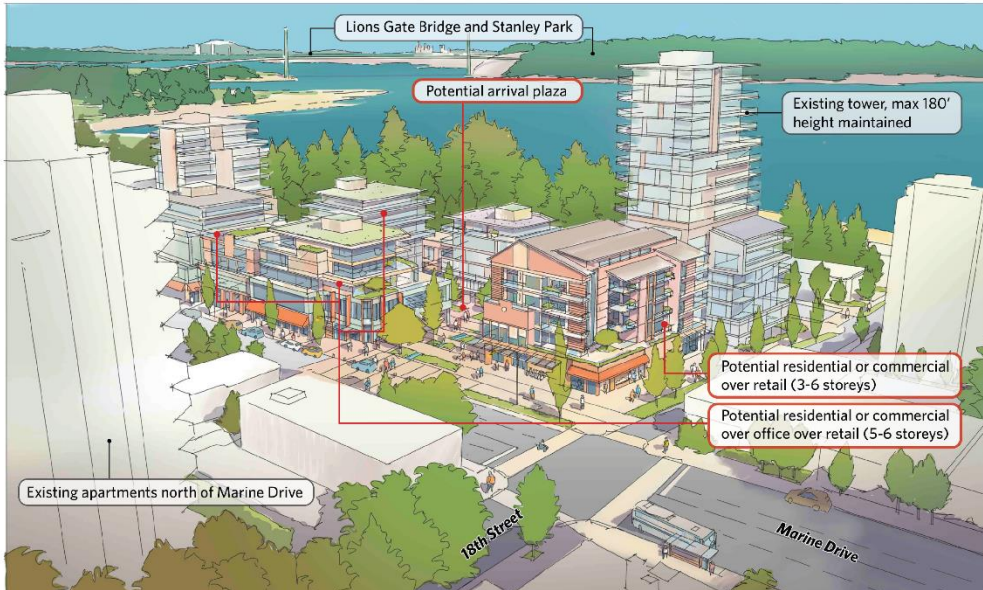
B. Question 2: 1700 blocks of Marine Drive and Bellevue Avenue

2) 1700 blocks of Marine Drive and Bellevue Avenue

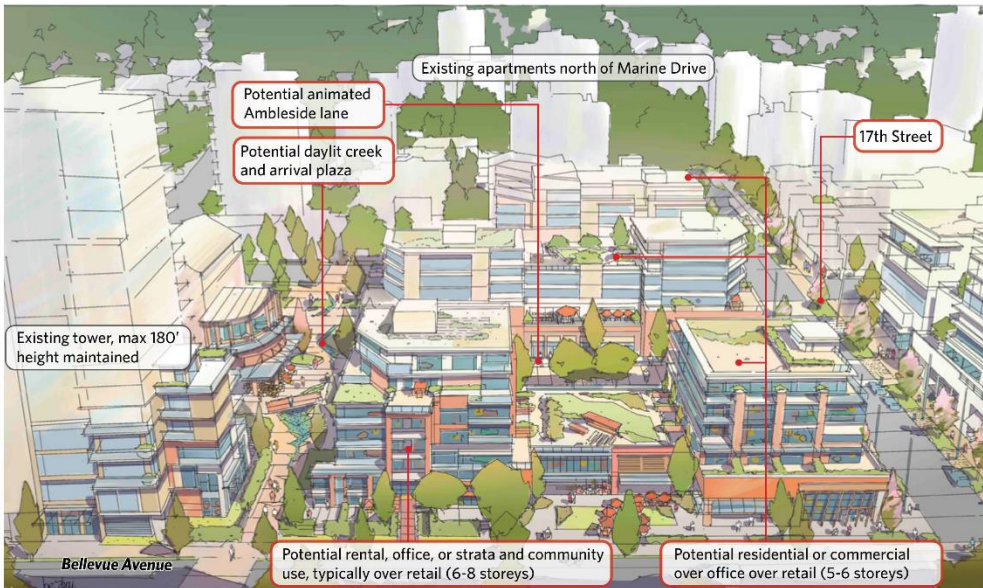
The block on the westernmost corner of the primary retail area - currently centred on a parking lot - could include a new arrival plaza on Marine Drive at 18th Street, marking the entry to a more compact and vibrant retail core.



A) Looking southeast towards Marine Drive and 18th Street

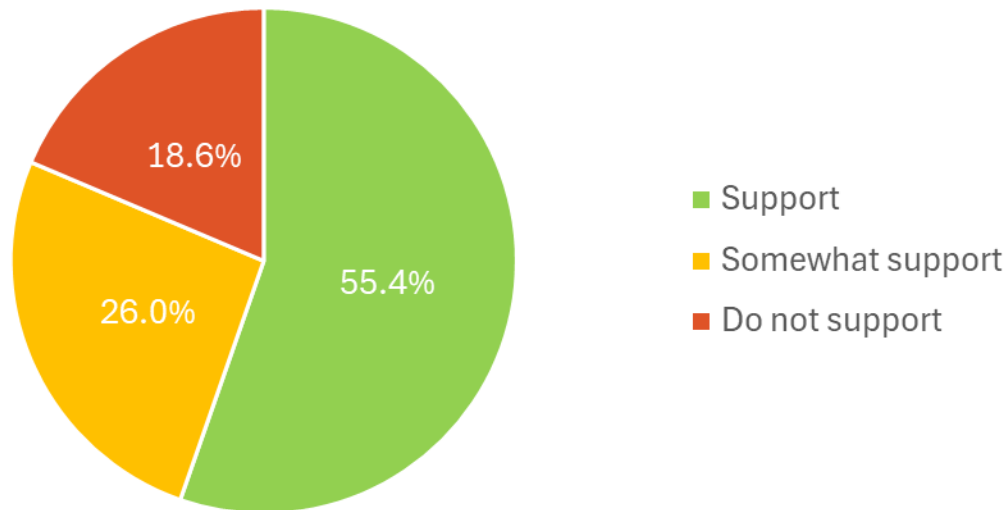


B) Looking north towards 1700 block Bellevue Avenue



The new arrival plaza, extending alongside a daylight portion of Lawson Creek, would connect with Ambleside Lane, activated by retail frontages of adjoining buildings. The existing permitted height (up to 180 feet) of Hollyburn Plaza would be restricted to the southern portion of the site with 3-6 storeys considered on the remainder (3.0-3.5 FAR overall). The existing Masonic Hall site would serve as a mid-rise transition (6-8 storeys, 2.5 FAR) with the remainder of the block defined by varied low-rise buildings that are either commercial or mixed-use (5-6 storeys, 2.25-2.5 FAR).

81.4% of respondents indicated either support or somewhat support for the concepts illustrated for the 1700 blocks of Marine Drive and Bellevue Avenue.



217 survey respondents supported the concepts as illustrated. The most frequently suggested reasons supported were:

1. Enhances the public realm (e.g. new plaza, mid-block connections, public spaces)
2. Regeneration - concept adds vibrancy and modernizes this is part of the commercial area
3. Support heights or density as conceptualized, with some preferences to see additional height
4. Adds a diversity of new shops, services, and businesses
5. Support for more housing (including affordable options, rentals, etc.)

102 survey respondents somewhat supported the concepts as illustrated with suggestions for modifications. The most frequently suggested modifications were:

1. Reduce heights or density (with a range of suggested maximum heights, from up to 3 storeys, to up to 6 storeys)
2. Ensure adequate parking is available
3. Increase heights or density
4. Ensure commercial businesses are diverse and vibrant
5. Include more active and public transportation infrastructure (e.g. improved public transit, bike-share stations, safe cycling routes)

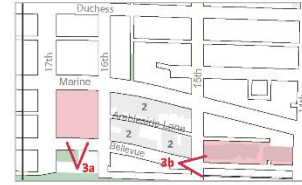
73 survey respondents did not support the concepts as illustrated. The most frequently suggested reasons for not supporting were:

1. Heights or density too high (with a range of suggested maximum heights, from up to 2 storeys, to up to 4 storeys)
2. Parking concerns (e.g. removal of parking, need for additional parking)
3. Traffic and congestion impacts
4. Plan for additional infrastructure upgrades first
5. Desire to see no change

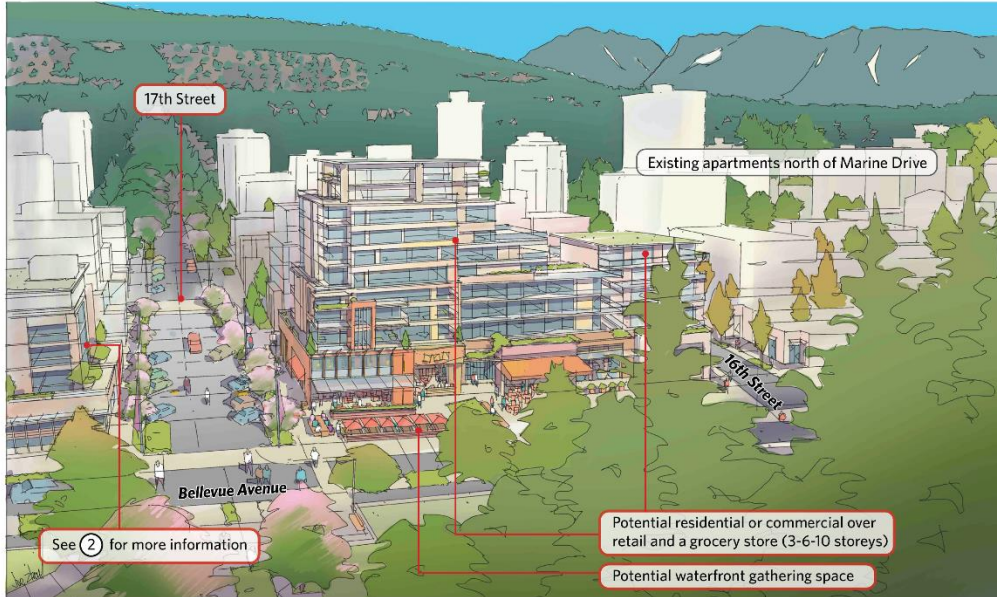
C. Question 3: 1400 to 1600 blocks of Bellevue Avenue

3 1400 to 1600 blocks of Bellevue Avenue

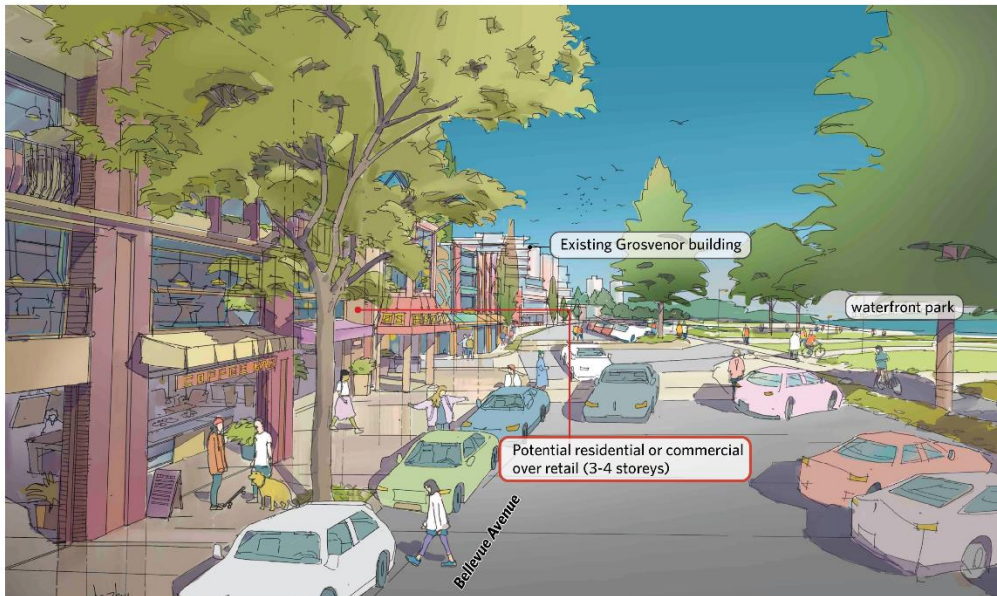
The Fresh St. Market site could deliver a new public space on Bellevue Avenue to better connect Ambleside's waterfront with its shops and services. The northern portion of the site - currently a parking lot - would provide street-fronting retail along Marine Drive.



A) Looking north towards Bellevue Avenue and 17th Street

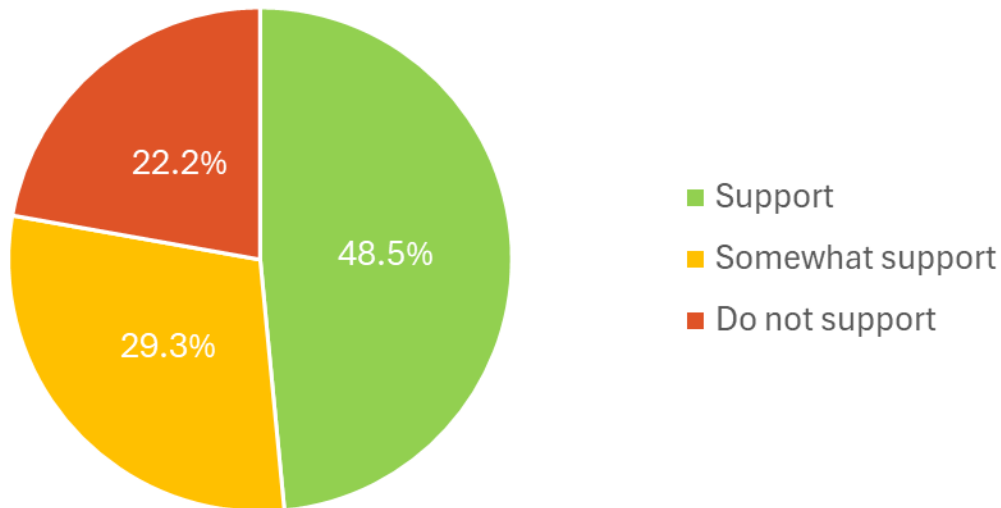


B) Looking east towards Bellevue Avenue and 15th Street



An enhanced Bellevue Avenue streetscape would add vibrancy to Ambleside's waterfront shopping experience with commercial and mixed-use buildings. Improvements to 17th Street, previously designated a Festival Street to serve as a special, pedestrian-focused ceremonial corridor, would integrate this new waterfront space with Marine Drive. Building height would reflect the adjoining village, with 3-6 storeys on Marine Drive and on 16th Street, and with increased height considered only on the southwest portion of the site (6-10 storeys, 3.0-3.5 FAR overall). The remainder of Bellevue Avenue (1400 and 1500 blocks) would be low-rise (3-4 storeys, 1.75-2.0 FAR).

77.8% of respondents indicated either support or somewhat support for the concepts illustrated for the 1400 to 1600 blocks of Bellevue Avenue.



189 survey respondents supported the concepts as illustrated. The most frequently suggested reasons supported were:

1. Enhances the public realm (improved walkability and new gathering spaces)
2. Adds vibrancy and regenerates the area
3. Support heights or density as conceptualized, with some preferences to see additional height
4. Adds waterfront-facing, diverse, and vibrant commercial spaces
5. Support additional housing

115 survey respondents somewhat supported the concepts as illustrated with suggestions for modifications. The most frequently suggested modifications were:

1. Reduce heights or density (with a range of suggested maximum heights, from up to 2 storeys, to up to 6 storeys)
2. Ensure adequate parking is available
3. Include active and public transportation options (e.g. more public transit options, separated bike lanes)
4. Increase heights or density
5. Retain a grocery store in this location

87 survey respondents did not support the concepts as illustrated. The most frequently suggested reasons for not supporting were:

1. Heights or density too high (with a range of suggested maximum heights, from up to 2 storeys, to up to 6 storeys)
2. Parking concerns (e.g. removal through redevelopment, need for additional parking)
3. Traffic and congestion impacts
4. Affects the aesthetics or character of existing area
5. Desire to see no change

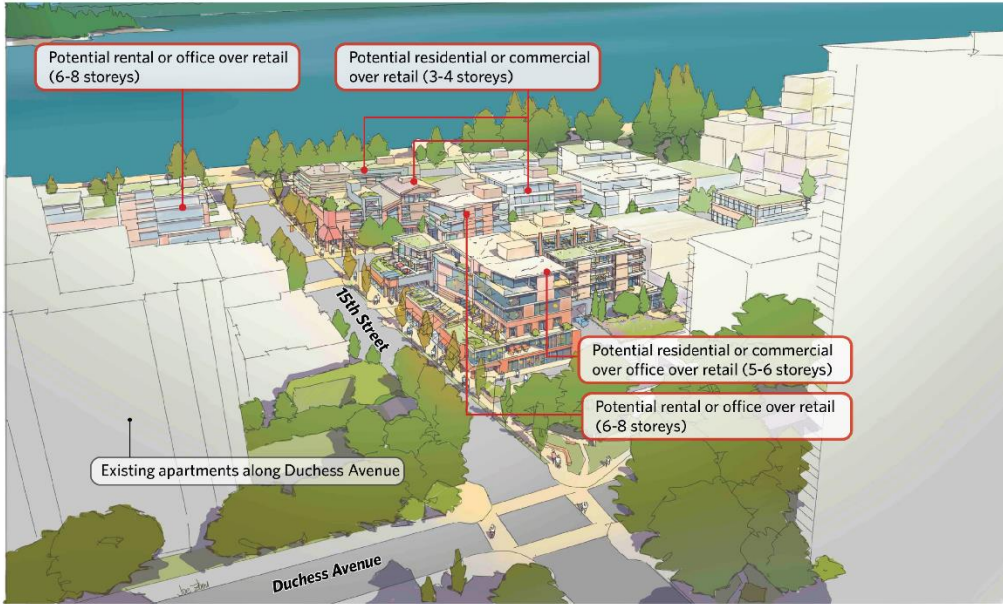
D. Question 4: 1400 and 1500 blocks of Marine Drive

4 1400 and 1500 blocks of Marine Drive

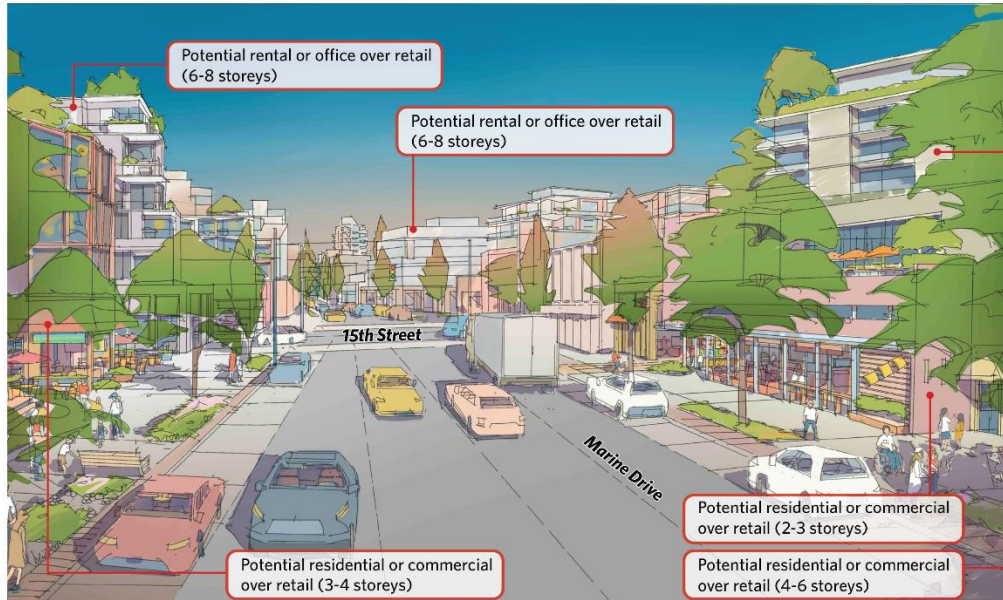
Gas station sites could evolve to support an enhanced commercial village with improved public realm, street-fronting retail, and articulation of the arrival to Ambleside on 15th Street.



A) Looking southwest towards Marine Drive and 15th Street

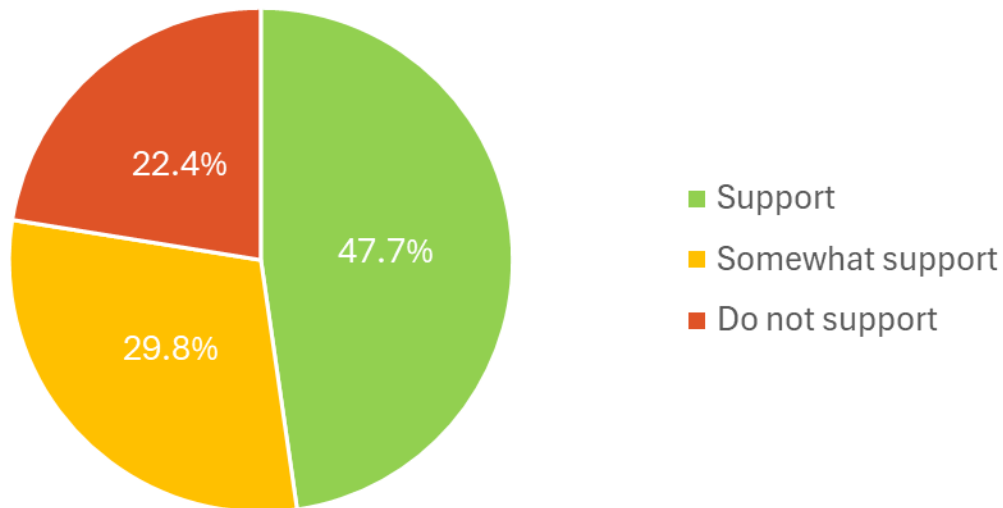


B) Looking west towards the 1400 block of Marine Drive



The character of a low-rise waterfront village would be retained through low-rise, mixed-use (3-4 storeys, 1.75-2.0 FAR), with some opportunities to vary heights to enable second storey offices (5-6 storeys, 2.25-2.5 FAR). Existing gas stations would be opportunities – as car regulations change over time – to consider mid-rise rental and/or office over retail (6-8 storeys 2.5 FAR) and/or electric vehicle charging. All new development would deliver improved public realm (e.g. sidewalks, awnings and patios).

77.5% of respondents indicated either support or somewhat support for the concepts illustrated for the 1400 and 1500 blocks of Marine Drive.



187 survey respondents supported the concepts as illustrated. The most frequently suggested reasons supported were:

1. Regenerates the area with vibrant storefronts, upgrades, and modernization
2. Support heights or density as conceptualized, with some preferences to see additional height
3. Concept blends nicely with existing character and context
4. Enhances the public realm (e.g. improved walkability, new public spaces, landscaping)
5. Support adding more housing

117 survey respondents somewhat supported the concepts as illustrated with suggestions for modifications. The most frequently suggested modifications were:

1. Reduce heights or density (with a range of suggested maximum heights, from up to 2 storeys, to up to 6 storeys)
2. Ensure availability of some gas station in Ambleside (e.g. concerns that all gas stations will be replaced)
3. Increase heights or density
4. More enhancements to the public realm (e.g. sidewalk improvements, greenspaces)
5. Provide adequate parking

88 survey respondents did not support the concepts as illustrated. The most frequently suggested reasons for not supporting were:

1. Heights or density too high (with a range of suggested maximum heights, from up to 2 storeys, to up to 4 storeys)
2. Traffic and congestion impacts (e.g. existing traffic, impacts from density)
3. More enhancements needed to the public realm (e.g. wider sidewalks, art)
4. Desire to see no change
5. Parking concerns (e.g. existing parking concerns and need for additional parking)

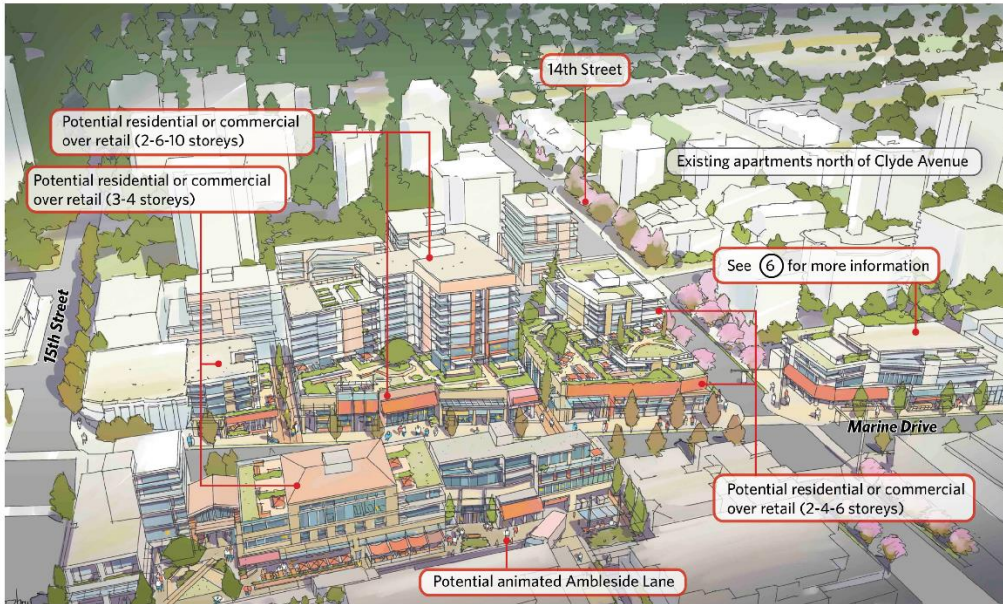
E. Question 5: 1400 blocks of Marine Drive and Clyde Avenue

5 1400 blocks of Marine Drive and Clyde Avenue

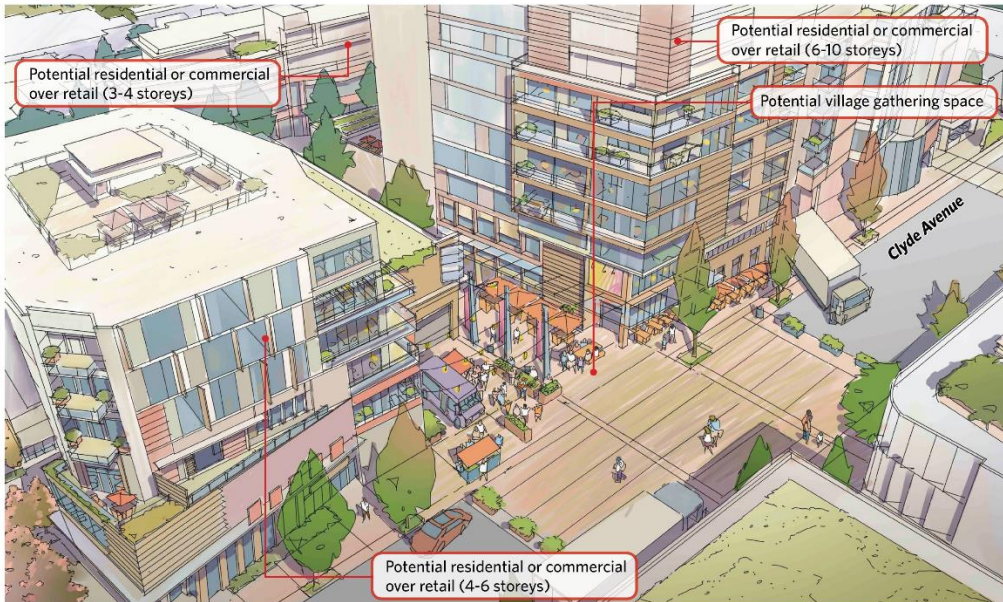
With a “quirkier” mix of services, restaurants, and retail, Clyde Avenue could provide a different commercial gathering space distinct from and complementary to the waterfront.



A) Looking north towards the 1400 block of Marine Drive

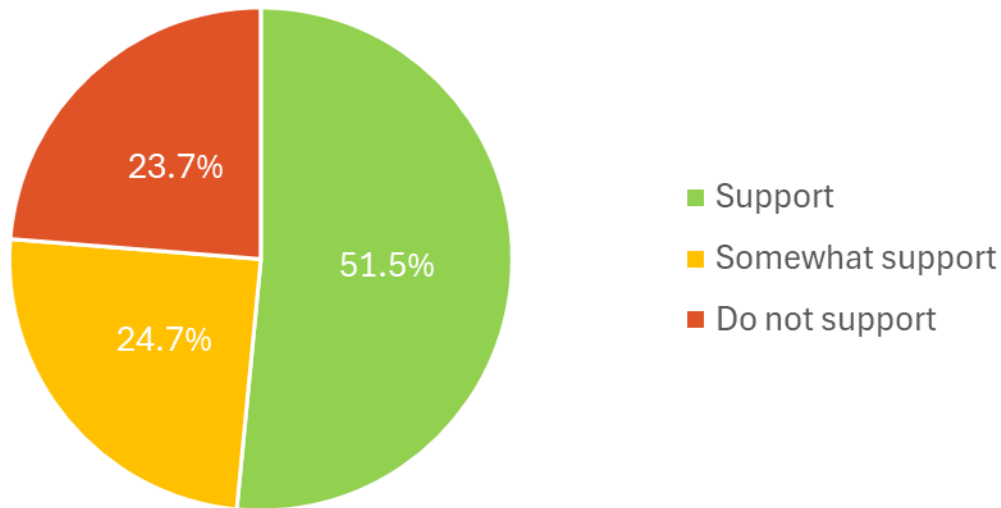


B) Looking southwest towards the 1400 block of Clyde Avenue



The south side of Marine Drive would continue to be defined by low-rise, mixed-use (3-4 storeys, 1.75-2.0 FAR), while the Clyde Avenue side would build upon its existing identity with further opportunities for temporary markets, craft breweries, festivals, and food trucks. The existing permitted height (2-3 storeys) of Village Square would be maintained along Marine Drive, with low-rise fronting 14th Street (4-6 storeys) and mid-rise (6-10 storeys) set back within the site (3.0-3.5 FAR overall). Publicly accessible, mid-block pedestrian connections would separate buildings and help improve integration of Clyde Avenue with the remainder of the village.

76.2% of respondents indicated either support or somewhat support for the concepts illustrated for the 1400 blocks of Marine Drive and Clyde Avenue.



202 survey respondents supported the concepts as illustrated. The most frequently suggested reasons supported were:

1. Enhances the public realm (new gathering spaces, plaza, pedestrian connections, and improvements)
2. Regenerates the area (e.g. quirky, adds vibrancy)
3. Support heights or density as conceptualized, with some preferences to see additional height
4. Allows for new and diverse commercial businesses, markets, food trucks
5. Support more housing

97 survey respondents somewhat supported the concepts as illustrated with suggestions for modifications. The most frequently suggested modifications were:

1. Reduce heights or density (with a range of suggested maximum heights, from up to 3 storeys, to up to 8 storeys)
2. Provide adequate parking through redevelopment
3. Enable more green buildings and green rooftops
4. Ensure diverse mix of commercial shops and businesses
5. Increase heights or density

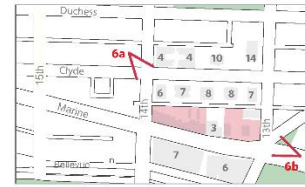
93 survey respondents did not support the concepts as illustrated. The most frequently suggested reasons for not supporting were:

1. Heights or density too high (with a range of suggested maximum heights, from up to 2 storeys, to up to 10 storeys)
2. Traffic and congestion concerns
3. Parking concerns (e.g. removal of parking, availability of additional parking)
4. Impacts village character, aesthetics, or charm
5. Concerns about need for more commercial uses and ability to fill empty spaces

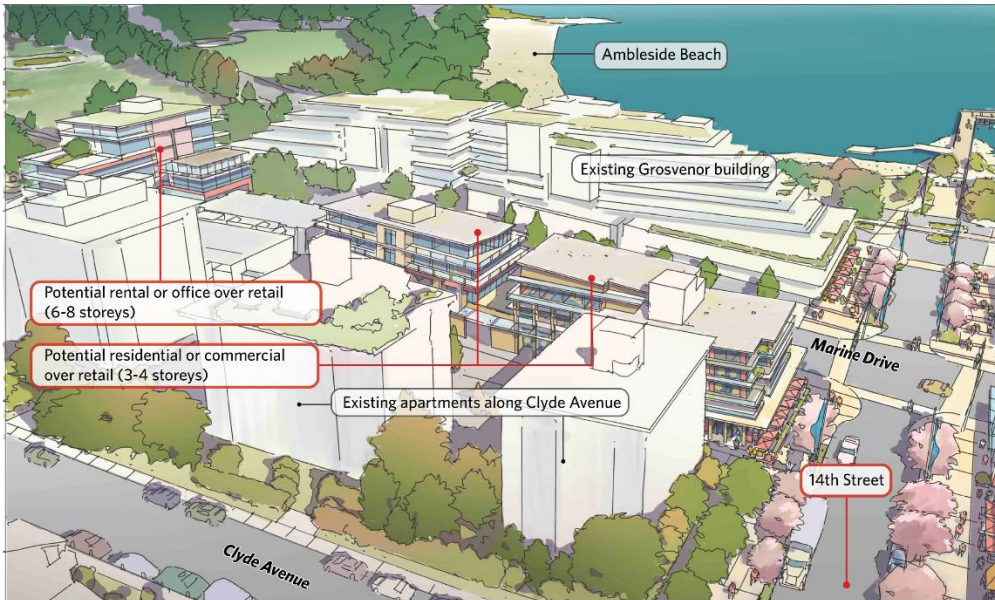
F. Question 6: 1300 block of Marine Drive

6 1300 block of Marine Drive

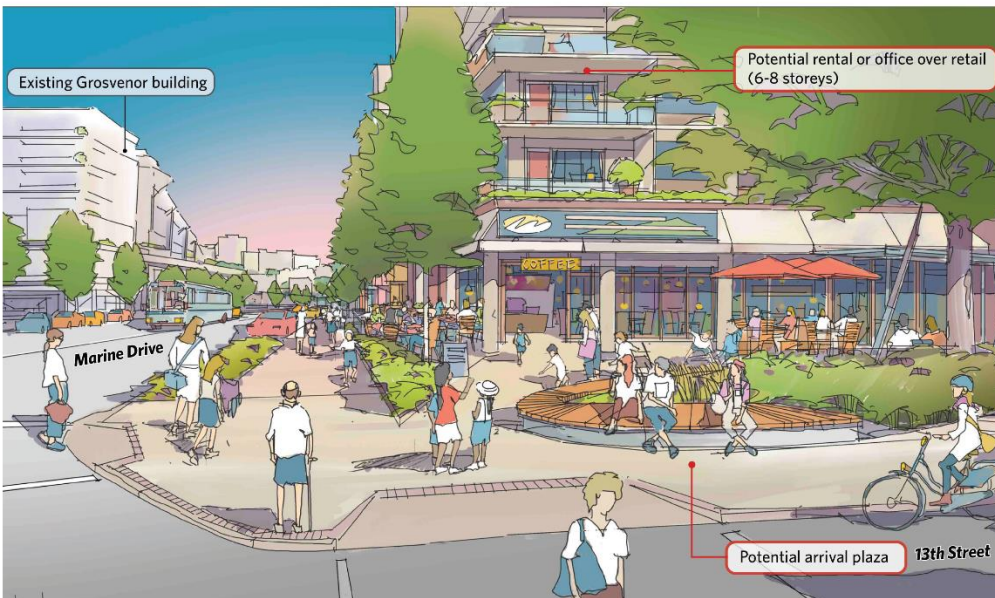
The half-block between Grosvenor Ambleside and the existing high-rise apartment area on Clyde Avenue could provide an enhanced arrival experience with expanded shops, services and housing.



A) Looking southeast towards the 1300 block of Marine Drive

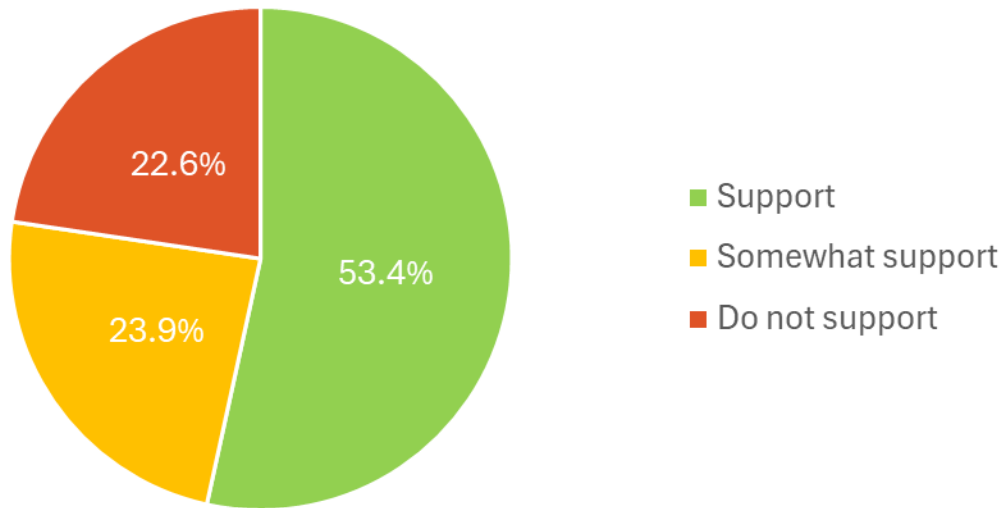


B) Looking west towards Marine Drive and 13th Street



Considering mid-rise rental and/or office over retail (6-8 storeys, 2.5 FAR) on the existing gas station site on 13th Street - as an additional alternative to gas or electric fueling options - would create an opportunity for an accessible public plaza for residents of all ages and abilities. This would be activated by adjoining café spaces and mark the arrival to Ambleside. The remainder of the block would be low-rise, mixed-use (3-4 storeys, 1.75-2.0 FAR).

77.3% of respondents indicated either support or somewhat support for the concepts illustrated for the 1300 block of Marine Drive.



210 survey respondents supported the concepts as illustrated. The most frequently suggested reasons supported were:

1. Support enhanced public realm and new gateway plaza into Ambleside
2. Regenerates the area (adds life and vibrancy through upgrades)
3. Support heights or density as conceptualized, with some preferences to see additional height
4. Complements existing context and village atmosphere
5. Opportunity for diverse new restaurants, bars, shops, and businesses

94 survey respondents somewhat supported the concepts as illustrated with suggestions for modifications. The most frequently suggested modifications were:

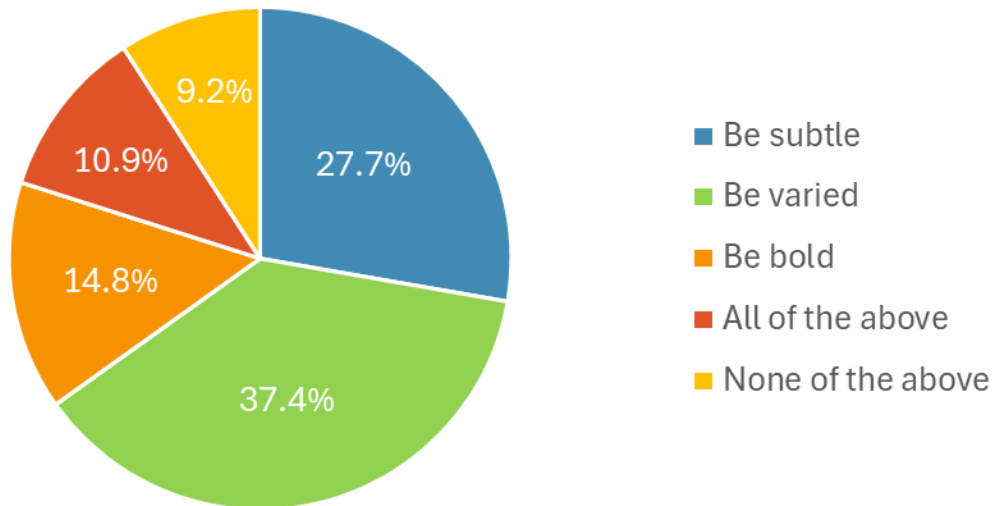
1. Reduce heights or density (with a range of suggested maximum heights, from up to 3 storeys, to up to 6 storeys)
2. Include more public plazas, gathering, green, and public spaces
3. Ensure availability of some gas station sites in Ambleside (e.g. concerns that all gas stations will be replaced)
4. Provide a plan to address new demands for parking and ensure availability
5. Address traffic flow impacts

89 survey respondents did not support the concepts as illustrated. The most frequently suggested reasons for not supporting were:

1. Heights or density too high (with a range of suggested maximum heights, from up to 2 storeys, to up to 6 storeys)
2. Concerns that all gas stations will be replaced (leaving Ambleside without any)
3. Traffic and congestion concerns
4. Does not meet desired character of Ambleside
5. Lack of available parking options

G. Question 7: Character

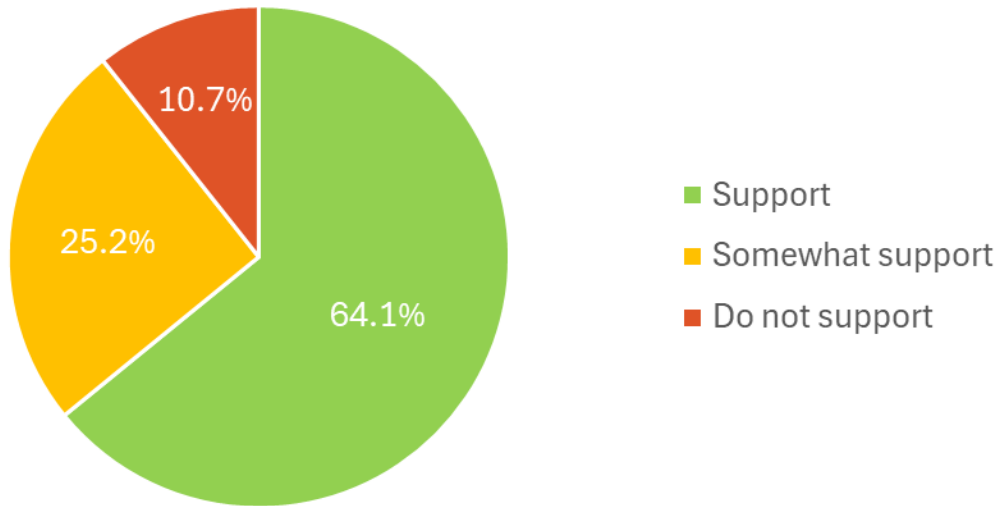
The two most commonly indicated preferred character of buildings were “Be varied” (37.4%) and “Be subtle” (27.7%).



28 respondents chose to describe their preferred character of buildings, rather than select from the list in the pie chart above. These additional comments varied but primarily included references to seaside village character, reflecting the surrounding nature, a mix of subtle and varied, low-rise forms, or no changes to character.

H. Question 8: Public experience

89.3% of respondents indicated either support or somewhat support for the public realm improvements listed.



252 survey respondents supported the public realm improvements listed in the question, including: vibrant lanes, wider sidewalks, general pedestrian improvements; arrival plazas on Marine Drive at 13th and 18th Streets; a new waterfront gathering space along the 1600 block of Bellevue Avenue; and a village gathering space along the 1400 block of Clyde Avenue.

99 survey respondents supported the public realm improvements as listed with suggestions for modifications. The most frequently suggested modifications were:

1. Consider parking or traffic impacts
2. More enhanced, activated, or improved gathering spaces, green spaces, or pedestrian realm improvements
3. Various modifications to locations of gathering spaces and public realm enhancements

42 survey respondents did not support the public realm improvements as listed. The most frequently suggested reasons for not supporting were:

1. No changes to public realm needed
2. Concerns about loss of parking and traffic concerns from density
3. Concerns with density, height, or massing of proposed new buildings

I. Question 9: Any further comments

The final question of the survey invited respondents to share any further comments outside of the 8 questions previously presented. Input predominately reflected or repeated previous answers to questions in the survey. The top 5 most commonly mentioned topics referenced: desires for an enhanced public realm; wanting to see more vibrant, regenerated commercial areas; enhancing and maintaining the village character; incorporating solutions for public parking; and increased or improved access to active and public transportation.

VII. Written Input, Email and Phone Correspondence

In addition to the survey, feedback via email and telephone was collected. Staff received ~54 phone calls and emails, adding to a total of 62 comments received. Not all comments are from unique individuals, as some community members may have provided input through the survey and followed-up with additional thoughts by email and/or phone. In addition to email and phone feedback, written input in the form of 7 comment forms from open houses and 5 sticky note ideas from pop-ups were also recorded and included in the engagement transcript. All correspondence is included in the Engagement Transcript, available online at www.westvancouverite.ca/plan-ambleside.

The top 5 most commonly mentioned topics referenced: ensuring diverse and unique commercial businesses, shops, and services; retaining unique Ambleside charm or village character; concerns with traffic impacts; increase height or density (mentioned broadly or site-specific); and keep heights or density low (mentioned broadly or site-specific).

3. METRICS

I. Outreach

In order to raise awareness of the Ambleside LAP process and Commercial Areas survey, a Communications and Engagement Plan was developed and implemented with a wide range of promotional and outreach activities, including:

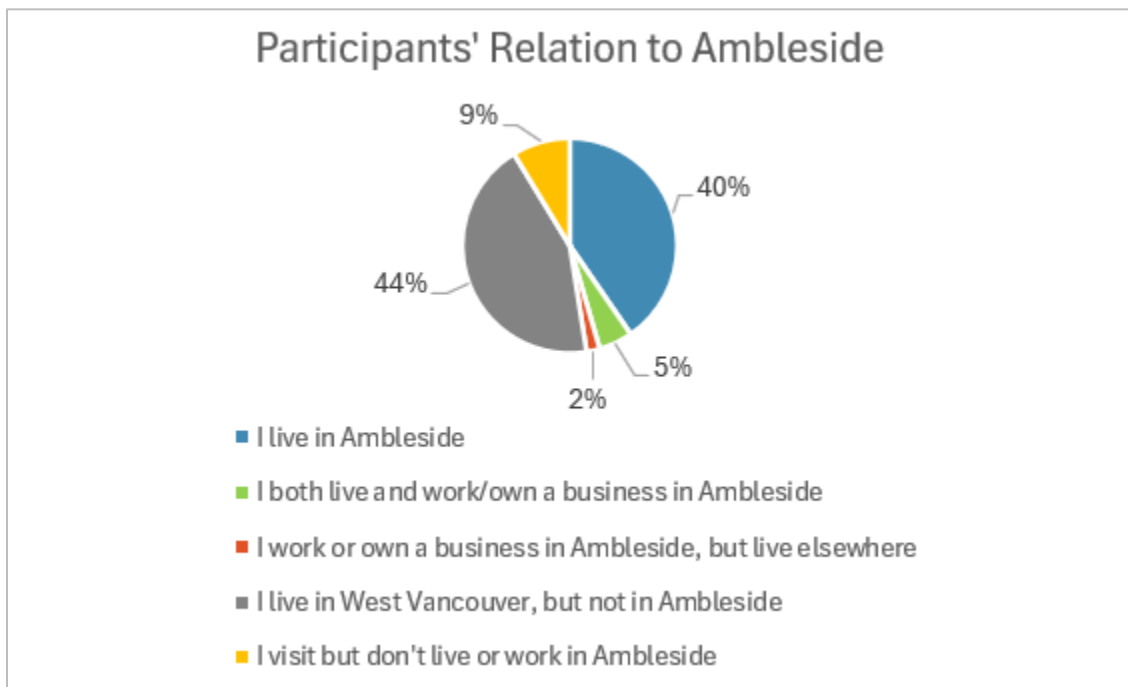
- Mail-out postcards to 3,340 residential and commercial addresses in the Ambleside LAP study area and vicinity;
- Three newspaper advertisements in the North Shore News on September 25, October 2 and 16;
- Updates to the District website and WestvancouverITE project page with information on the Commercial Areas ‘stream’ launch on September 23, 2024, and survey published on October 1, 2024 (the page served as the main source for project information, with 4,037 unique views from September 23 to November 4, 2024.
- WestvancouverITE listserv email notifications to 4,372 subscribers;
- Social media campaign generating 940 engagements and 24,005 impressions on X (formerly Twitter), Facebook, and Instagram on the District’s social media accounts from posts on each platform on September 23, October 1, 16, and 28;
- Farsi language ads posted on Instagram, Facebook, and Telegram with 10,635 total impressions (number of times viewed) across all platforms;
- Posters, digital monitor ads, and postcards available at District facilities, including Municipal Hall, West Vancouver Memorial Library, West Vancouver Community Centre, Seniors’ Activity Centre, and Gleneagles Community Centre;
- Site signage at the foot of 13th, 15th, and 17th streets, and in Municipal Hall advertising the open houses and survey;
- Outreach to local stakeholder networks and during stakeholder meetings with ADBIA, ADRA, West Vancouver Chamber of Commerce, and Enhance West Van;
- Outreach and invitations to meet with Squamish, Tsleil-Waututh, and Musqueam Nations;
- Informational updates to local community groups (ACDI, CHAC, SAC board, WVMLB);

- Two open houses at the Seniors' Activity Centre;
- Five pop-ups at the West Vancouver Memorial Library, West Vancouver Community Centre, and Ambleside Artisan Farmer's Market; and
- One youth workshop with outreach to the Youth Advisory Committee, Intergenerational Youth Committee, Whatever Youth Committee, Youth Outreach Clients, and Community Outreach with ~15 youth in attendance.

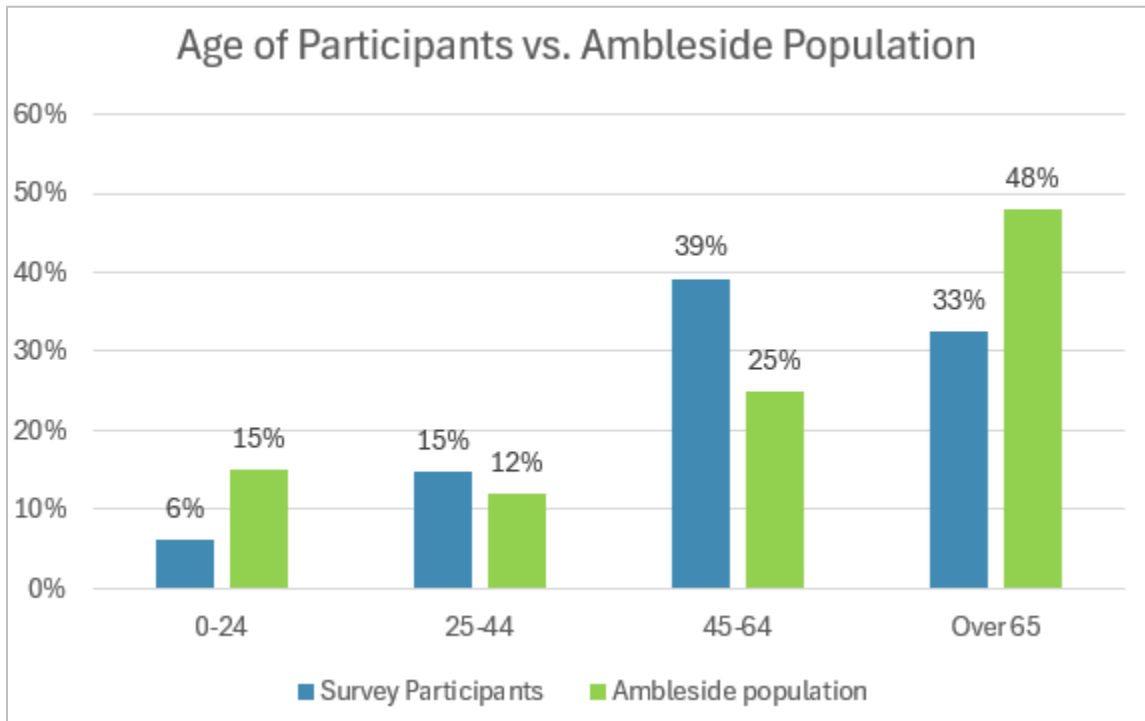
II. Demographic Information

To understand who participated in the survey, and how they heard about the project, a range of (voluntary) demographic information about participants was collected.

Survey Response by Relationship to Ambleside



Survey Response by Age of Participant



Source: 2016 Census, Statistics Canada

Survey Response by Method of Outreach

Outreach Method	% of Total Surveys Generated
Web communications (District website, social media e-newsletter)	63%
Outreach (e.g., postcard, facility poster, North Shore News)	14%
Word of mouth	9%
Community associations/memberships	6%
Other	8%

4. CONCLUSION

This Engagement Summary is intended to provide Council and the community a concise but comprehensive record of the extensive feedback received during the Commercial Areas “stream” of the Ambleside LAP, and accompanies the Engagement Transcript published online. Staff would like to place on record their sincere thanks to all those who shared their insights, perspectives, and ideas for the future of the Ambleside commercial areas.

Please visit <https://www.westvancouverite.ca/plan-ambleside> to subscribe to project updates and for full documentation and reports related to this project.