

Engagement Summary: Draft Ambleside Centre Local Area Plan

May 2025

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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, Council directed staff to proceed with a “three-streamed” approach to the apartment, commercial, and neighbourhood areas, based on the LAP Framework.



On January 13, 2025, staff reported on Commercial Areas engagement findings from public events and a community survey conducted in Fall 2024. A Draft Plan for the Commercial Areas – informed by these engagement findings – was also provided to Council at this meeting. Council directed staff to a) publish the Draft Plan for community input; b) engage with the Ambleside and Dundarave Business Improvement Association (ADBIA) and Ambleside Dundarave Residents Association (ADRA); c) refer the Draft Plan to the Planning Committee for its recommendations; and d) report back in the second quarter of 2025 with a proposed Local Area Plan (LAP) for the Commercial Areas for Council’s consideration.

This report summarizes feedback received on the Draft Plan to provide a concise and factual record of 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.

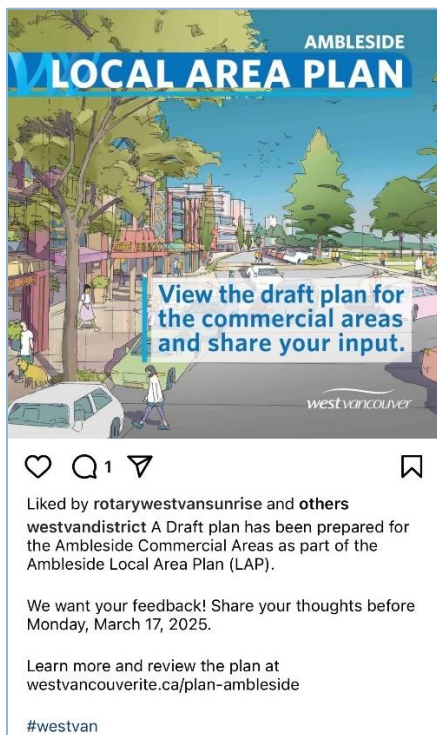
2. OUTREACH & ENGAGEMENT

I. Summary & Metrics

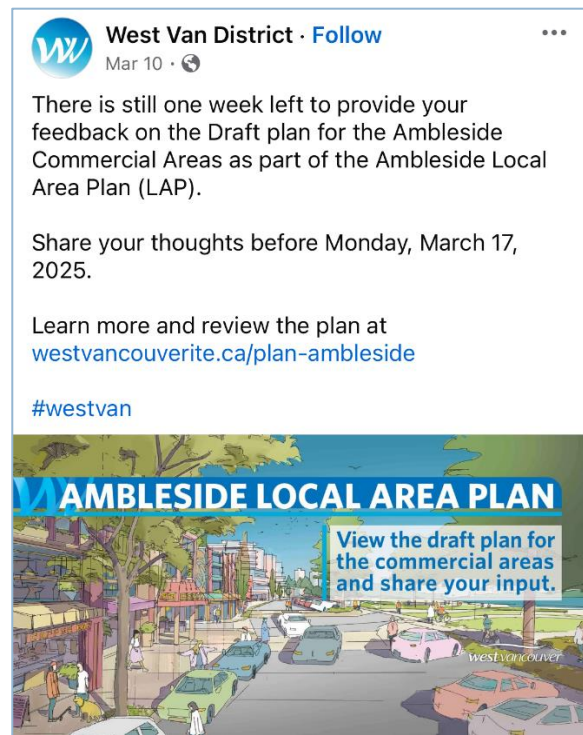
To raise awareness about the published Draft Plan and encourage feedback, a range of promotional tactics were implemented.

The WestvancouverITE page remained as the main source of information for the project and was updated with a link to the Draft Plan for public feedback, which was received from January 14 to April 14, 2025. Updates to the District website and promotion through WestvancouverITE's email subscription, District's e-newsletter, and a social media campaign supported receiving input. Metrics from the engagement and outreach included:

- ~82 emails and phone calls, resulting in ~307 individual pieces of input
- 1,652 visits to the WestvancouverITE project page (containing a viewable link to the Draft Plan and additional project information) between January 14 and April 14, 2025
- 932 engagements and 10,400 impressions on posts from the District's social media accounts (X, Facebook, and Instagram), shared on February 5 and March 10, 2025
- Workshop with stakeholder groups ADBIA and ADRA on February 10, 2025
- Referral to the Planning Committee on February 26, 2025
- Input from Skwxwú7mesh Úxwumixw (Squamish Nation)



Instagram post, February 5



Facebook post, March 10

II. Planning Committee Referral

At its February 26, 2025 meeting, the Draft Plan was referred to the Planning committee for its input and recommendations. A full record of the approved minutes and resolution are provided below and included in the Engagement Transcript.

Planning Committee

February 26, 2025

Staff presented the draft Ambleside Commercial Areas Local Area Plan (LAP) comprised of 11 sections. The Committee provided comments after each section of the draft plan was presented.

H. Wood joined the meeting at 4:07 p.m.

1) Strengthen Hollyburn and Support the Civic Site

Committee members spoke in favour of higher densities at the Hollyburn corner and noted an opportunity to connect the development and design of these sites to areas eastwards towards the West Vancouver Memorial Library.

Members discussed the merits of pre-zoning the subject sites as part of the LAP process to take the onus from the applicant in order to streamline municipal processes and encourage development. Members queried on the loss of Community Amenity Contributions (CAC) under this scenario, and staff responded that an Amenity Unit Calculation may be introduced within a zone to offset the absence of CAC negotiations.

Members noted incentives (e.g. density bonus) for initial development proposals after adoption of the Ambleside Commercial Areas LAP to advance redevelopment of area

2) Confirm the Public Realm System

Members noted an existing lack of connection between Marine Drive and the waterfront and signaled support for the direction of this section of the draft including the potential to incorporate more daylight creeks.

Steve Nicholls joined the meeting at 4:28 p.m.

3) Create Great Retail Street Experiences

Members spoke in support of the commercial hierarchy outlined in the draft plan.

Committee members suggested the John Lawson parking lot, if re-purposed, be redeveloped (rather than used as future park use) along with the “Waterfront Precinct” to develop a successful connection between the waterfront and Marine Drive as well as to utilize a unique site where development can occur on the north and south blocks of Bellevue Avenue. Members also suggested the development of a plaza along with proposed outdoor commercial activity to bring people from the waterfront to the commercial centre of Ambleside.

Committee members noted the need for a hotel in West Vancouver and briefly discussed the use of incentives (i.e. increased density) to achieve this.

4) Integrate Multimodal Transportation Strategies

Members spoke in overall support of the direction of this section to increase public parking supply. Members acknowledged that current underground parking (e.g. at Grosvenor) is underutilized. Members suggested prioritising underground public parking in early development proposals to help set a precedent for future development.

Members also discussed the potential role of empty private parking lots in Ambleside to accommodate paid public parking or offer spaces to rent.

Members signaled non-support to expand park space to the existing portion of John Lawson parking lot on District land (between 16th Street and 17th Street, south of Bellevue Avenue) noting adequate park land at the waterfront and safety concerns from the adjacent rail line.

Members discussed options for cycling paths through Ambleside and suggested that bicycles and cars do not need to be mutually exclusive. Members agreed that Argyle Avenue provided the safest path for cyclists noting that Marine Drive could not support safe cycling with buses and cars, and Bellevue Avenue cannot safely accommodate cyclists due to the need for cars to reverse in and out of parking stalls.

Members noted that Bellevue Avenue and north-south connectors should also serve as key pedestrian routes to encourage commercial activity.

5) Enable Low-Rise Development

Members debated whether low-rise development as proposed is financially viable in Ambleside. Members suggested that 3 storeys are too low and proposed 4 to 5 storeys in order to enable low-rise development to be realized in Ambleside.

Members stressed that stronger incentives were needed to encourage rental opportunities such as a 40% density bonus (compared to the proposed 10%).

6) Support a Complete Community

Members discussed the constraints of redevelopment in Ambleside citing the existing configuration of many small, individually owned parcels. Members suggested increasing densities beyond what is proposed in the Draft Plan to incentivize the market to buy, sell or assemble land to enable redevelopment. With a shift towards electric vehicles and EV charging, members felt that incentivizing redevelopment of Ambleside's existing gas station sites would benefit the commercial area.

Committee members spoke in favour of higher density at strategic sites for redevelopment, identifying the Masonic Hall and CIBC on Bellevue Avenue as such sites. Members proposed a range of heights (from 12-20 storeys) and densities (up to 5.0 floor area ratio (FAR)). Members also indicated sites to the north of Marine Drive are less sensitive and should be identified for more density and height.

7) Provide Opportunities to Focus on Commercial Vibrancy

Committee members spoke in support of seeking public ownership of the Sweeney site, noting constraints to its redevelopment (site configuration, lot size, zoning) as well as potential civic uses of the site (park, café, art centre).

8) Establish Four Signature Placemaking Opportunities

Committee members stressed the potential of the four placemaking sites to bring revitalization to Ambleside, deliver community needs and work holistically together to achieve the desired cohesive vision of the Ambleside LAP.

Members commented on wanting to see a more cohesive street wall along Marine Drive in terms of height and spoke in support of a generalized two-storey street wall to retain the character of Ambleside and avoid creating a corridor along Marine Drive.

Members queried on the potential impacts of redevelopment on Marine Drive and noted that Bellevue Avenue has the potential to handle additional density.

Members commented against restricting the location of a grocery store in the Ambleside Commercial Area in favour of incentivizing initial development proposals.

Committee members debated the prescriptive design guidelines (notably for the “Waterfront and Village Square Precincts”) noting that it takes creativity from the developer but gives more certainty to the public as they provide input on the draft plan. Members recommended that the images accompanying the design guidelines note that they are for “illustrative purposes only”.

Committee members spoke in support of:

- Public realm objectives of redevelopment at the “Western Gateway” (Hollyburn Plaza site);
- The taller and narrower design guidelines at the “Waterfront Precinct” and “Village Square Precinct” sites where development is set back from Marine Drive; and
- Ensuring a full-service grocery store remains at existing Fresh St. Market site.

9) Shape Development to Create Variety

Members signaled support of this section of the draft LAP.

10) Articulate Buildings to Frame Great Streets

Committee members discussed the current potential of Ambleside to accommodate pedestrians safely due to the network of lanes and spoke in favour of the direction to widen sidewalks where possible, noting that larger sidewalks might require a three-storey street wall in some instances. Members also spoke to the potential of Ambleside lanes to incorporate murals and public art.

11) Manage this Plan to Deliver Desired Outcomes

Members spoke in strong support of the guidelines outlined in this section noting that they should be highlighted at the beginning of the draft plan in order to provide an encompassing image of the goals of the LAP.

Members spoke to the importance of the LAP process to improve Ambleside, including regarding safety concerns, citing the recent earthquake and the shortage of seismic-resistant buildings in the Ambleside area.

It was Moved and Seconded:

THAT the Planning Committee supports the Ambleside Commercial Areas Draft Plan with the following general comments;

- General support for considering higher heights and densities in specific areas and with reference to specific comments noted within the minutes (consideration to ensure that heights and densities are sufficient to result in redevelopment and realization of plan objectives);
- Support for pre-zoning sites to align with LAP directions for land use, height, FAR, etc. to remove that barrier for redevelopment and realizing the vision for the Commercial Areas sites; and
- Support for ensuring flexibility to incentivise redevelopment (e.g. diversity of ground level commercial land uses, parking reductions, flexibility with design guidelines to achieve the best planning/design outcome, rental housing delivery, public realm improvements/delivery, amenity funding, etc.);

AND THAT the Planning Committee supports the preparation of a proposed Local Area Plan for Ambleside's Commercial Areas for Council's consideration, with the following comments regarding Draft Plan sections:

1. Strengthen Hollyburn and Support the Civic Site: General strong support for redevelopment and revitalization of this area. Need to ensure densities and heights are set to allow for redevelopment to proceed in the near to medium term. Support for considering higher densities and heights.
2. Confirm the Public Realm System: Support for approach to daylight creeks and should consider how to strengthen/introduce connections to them. Good precedent images exist, should be used and can be very helpful for communication/visioning for these types of ideas. Strong support for the significant/critical goal of strengthening connections from Ambleside Park to the commercial area.
3. Create Great Retail Street Experiences: Support for focus on central Ambleside commercial area to "get it right" and deliver revitalization in the existing commercial area with active commercial uses at street level and the proposed hierarchy of streets/corridors. Where possible consider the existing John Lawson parking lot site for an opportunity for redevelopment on both sides of Bellevue Avenue to create a complete commercial waterfront precinct. Important to consider pedestrian infrastructure and plaza opportunities along Bellevue Avenue to be interspersed with new development to ensure success of Waterfront precinct.
4. Integrate Multimodal Transportation Strategies:
 - a) Support the general approach to increase available parking for commercial and recreational users and could introduce more flexibility for balancing public parking demands (i.e. potential identified sites).
 - b) Could reconsider direction to introducing additional park space where existing 17th Street parking lot exists now as the site would have pedestrian comfort, accessibility issues with adjacency to existing rail Right-of-Way. Feel that there is enough park land to serve local needs.
 - c) Support for improving the bike route on Argyle Avenue that could co-exist with vehicle parking as long as focus for the primary pedestrian route is Bellevue Avenue and the waterfront pathway.

5. Enable Low-Rise Redevelopment: Would support moderately higher heights and densities for this area. 10% bonus for rental should be increased as it would likely not be enough to incentivize rental housing.
6. Support a Complete Community: Support for considering higher heights for sites north of Marine Drive. Support for increasing density and height to incentivise redevelopment of existing gas station sites in the near term. Support for higher height and density on former Masonic Hall site and the existing CIBC site.
7. Provide Opportunities to Focus Commercial Vibrancy: Support directions including considering future opportunities for public use on existing Sweeney site.
8. Establish Four Signature Placemaking Opportunities:
 - a) The Western Gateway – Support for direction.
 - b) The Waterfront Precinct – Support for direction of revised massing that focuses height and massing on Bellevue Avenue to not overwhelm Marine Drive commercial street. Could consider how to create flexibility in policy direction to allow for the optimal development proposal to come forward.
 - c) The Village Square Precinct – Support for direction of revised massing that introduces increased building separation with reduced massing and taller forms. Consideration for a three-storey street wall or a symmetrical north/south street wall.
 - d) The Eastern Gateway: Support for proposed direction.
9. Shape the Development to Create Variety: Support for direction.
10. Articulate Buildings to Frame Great Streets: Support for direction. Should consider opportunities to widen sidewalks where possible.
11. Manage this Plan to Deliver Desired Outcomes: Strongly support these directions that should be emphasized/brought up front and made clear to avoid public misunderstanding.

CARRIED

III. Stakeholder Workshop Notes

A local stakeholder workshop was held with the Ambleside and Dunderave Business Improvement Association (ADBIA) and the Ambleside Dunderave Residents Association (ADRA) on February 10, 2025.

A full record of meeting notes from the session are provided below and included in the Engagement Transcript.

ADBIA and ADRA Stakeholder Workshop February 10, 2025

Ambleside Local Area Plan Commercial Areas Stakeholder Workshop, February 10, 2025

- Ambleside Dunderave Residents Association (ADRA)
- Ambleside and Dunderave Business Improvement Association (ADBIA)

The Ambleside Commercial Areas Draft Plan (December 2024) includes 11 sections, with maps, diagrams, illustrations and text outlining the draft content of a future LAP. The feedback below, provided by ADRA and ADBIA, is grouped based on the relevant Draft Plan section.

1. Strengthen Hollyburn and Support the Civic Site

- Agreement with land use change, increases to height and density as shown, and enhancing synergies with the civic site, but disagreement on the timing, with the following comments:
 - Timing – this should be a separate piece to the Local Area Plan, and should be looked at more holistically given the review of the civic site
 - Concept – concern is not about the land use, height, and density as shown, and it could be that more height/density is appropriate based on what happens with the civic site, but prefer to understand more about future changes to the civic site
 - Supporting the civic site – while we don't know the exact timing of changes to the civic site, the Official Community Plan could allow Council the flexibility to consider future rezonings for this area, while also supporting a holistic review of this commercial corner

2. Confirm the Public Realm System

- General agreement, with the following additional comments:
 - Connections to the waterfront – agree that these can be improved, with 14th and 15th being good examples to build on (cafes, restaurants, that bring higher foot traffic), whereas 17th (south side of the Fresh Street site with an existing “blank” wall) is currently much less likely to draw people from the water to the commercial area
 - Focused commercial area – some comments that the commercial area (as shown in the Draft Plan and consistent with the area's zoning and previous plans) should be focused between 13th and 18th, and others saying it should extend to 19th / Memorial Park along Marine

3. Create Great Retail Street Experiences

- General agreement, with the following additional comments:
 - Waterfront (shown as blue on the map) - agree with no services at street level, and limited to the uses described in the map legend, this is the waterfront retail area and should be focused on “active” and lively storefronts, building on the higher foot traffic in these blocks
 - Active (shown as red on the map) – agree generally with the map and legend, but this is our main route for trucks and transportation (not always the greatest area for outdoor patios) and there should be some flexibility to allow a limited amount of office at street level
 - Flexible (shown as yellow on the map) – agree, this makes sense, allows for the services the community needs but keeps a focused village area for walkable and lively retail

4. Integrate Multimodal Transportation Strategies

- Some agreement, with the following feedback and suggestions:
 - Parking:
 - Support for increasing parking supply within the village, where possible, through site redevelopment
 - Concerns about converting parking at John Lawson Park into green space, parking is important in this location, and any Council decision to re-purpose it to some form of parks space should be positioned only as a consideration (not a firm commitment)
 - Some comments that there are other uses, such as retail space, that could be a good use of the current parking space as this area evolves, other feedback that when the existing Fresh Street site redevelops, then improving the parking space will still benefit any cafes / new public space on that site
 - Waterfront Park:
 - An Ambleside Local Area Plan can keep open the idea of Council considering - in the future, with community input - the idea of expanding Waterfront Park by converting parking to green space, but right now, parking is seen as a bigger benefit to the community at this location
 - Strong support for purchasing the remaining privately-owned waterfront lot and completing Waterfront Park
 - Spirit Trail and bicycle options:
 - Some strongly preferred the idea of keeping bikes on Argyle / the Spirit Trail, and others strongly preferred Bellevue as a bicycle option
 - Within this range of perspectives, LAP policies should:
 - Communicate no net loss of parking in mobility considerations for public streets, and
 - Consider transportation and parks planning outside of the Local Area Plan (i.e. use the LAP to guide redevelopment of buildings, and not use it to commit to one parks or cycling option over another)

5. Enable Low-Rise Development

- Agreement, with the following additional comments:
 - Low-rise development, as shown in the Draft Plan, is supported on these sites, including relaxing off-street parking for small and constrained sites, waiving amenity contributions to make redevelopment in low-rise forms more viable, and considering modest density bonuses for rental
 - The biggest challenge is with the 1400-block of Marine Drive (south side) as this plan won't create a "window of opportunity" for redevelopment here – something bolder is likely needed here to enable redevelopment (e.g. could consider the block as a whole, potentially eliminate Ambleside Lane, and develop as a comprehensive scheme) but this would be a longer-term idea beyond the timeframe of the LAP, and there is support for the low-rise guidance currently in the Draft Plan

6. Support a Complete Community

- General agreement, with the following feedback and suggestions:
 - Revitalization – concern about "analysis paralysis", the community needs a plan that will lead to change, support housing for seniors and young people, and we know that we won't get the kinds of businesses and services we want just based on the existing population
 - Affordable housing – right to be offering the proposed opportunities for below-market and market rental
 - Office – agree with keeping flexibility on providing second floor office as proposed in Draft Plan policies, this can be challenging to create / lease, and can have impacts on providing residential space
 - Hotel – agree, be flexible on allowing Council to consider more height/density to support adding this use to Ambleside if there is an application
- Specific suggestions for where there could be more height/density to deliver revitalization:
 - 1763 Bellevue (former Masonic Hall):
 - Community use – keep the flexibility for Council to work with the community on this, and decide how best to accommodate any future community use
 - Height/density – context including the existing Hollyburn Plaza tower to the west and BC Hydro substation to the south support up to 12 storeys
 - 503 15th Street (at Clyde): context including adjacency to existing, taller buildings within the apartment area supports consideration of additional height/density
 - 585 16th Street (at Duchess): context including adjacency to existing, taller buildings within the apartment area supports consideration of additional height/density
 - 1571 Bellevue (at 16th): focus on retail adjacent to Waterfront Park with flexibility on whether office is required on this site; consider 7 storeys based on existing and proposed context across from 1650 Marine (Fresh Street)

7. Provide Opportunities to Focus Commercial Vibrancy

- Agreement, with the following additional comments:
 - 585 16th Street (at Duchess): site is located away from Marine Drive, and adjacency to existing, taller buildings within the apartment area supports the potential for residential-only use and consideration of additional height/density
 - Transfer of density from 1590 Bellevue (at 16th) to 1763 Bellevue (former Masonic Hall): support for this idea of potential public ownership of the site at 1590 Bellevue, provides flexibility for Council to work with the community on determining the best use of the site, and supports consideration of additional height/density at 1763 Bellevue which could help facilitate this as summarized in the feedback on the previous section

8.a. The Western Gateway

- Agreement with the Draft Plan direction

8.b. The Waterfront Precinct

- Agreement with the Draft Plan and that it improves upon previous massing and illustration of this site, with the following suggested improvements to the Draft Plan:
 - Height – prefer to see increased height on part of this site, if it means lowering the height along Marine Drive, with more “open” area and better sunlight access at street level north of this site
 - Building massing – going “tall and thin” is better here, not something “hospital” like:
 - Western portion of the site (Bellevue / 17th) - potentially increasing the Draft Plan up to 16-18 storeys (e.g. fitting with the 180 ft. maximum height in Ambleside’s existing apartment zoning)
 - Eastern portion of the site (Bellevue / 16th) – potentially lowering to 3-4 storeys (from 6-8 storeys as shown in the Draft Plan)
 - Northern portion of the site (Marine) – agree with the Draft Plan’s 3-4 storeys along Marine

8.c. The Village Square Precinct

- Agreement with the idea of “taller and skinnier” buildings, rather than shorter and wider buildings, with the following additional comments:
 - Height – support for the Draft Plan concept illustrated, with taller building elements (up to 14 storeys on the western portion, up to 8 storeys on the eastern portion) and north-south orientation, minimizing impacts
 - Building form – the overall massing and “rhythm” of buildings works here in terms of reflecting the existing framework (for example, existing residential buildings to the east)
 - Commercial – support for 2 storeys of along Marine Drive, with pedestrian mews connecting Marine Drive with the Clyde Avenue plaza
 - Village Square is a key catalyst site with real opportunity to support revitalization of the Ambleside commercial area

8.d. The Eastern Gateway

- Agreement, with the following additional comments:
 - Arrival plaza – strongly support keeping the arrival plaza, as illustrated, with support for removing the requirement for rental housing and second floor office space to lower the overall building height to 4-5 storeys (as shown in the Draft Plan)

9. Shape Development To Create Variety

- Agreement with the approach taken to encouraging building variety

10. Articulate Buildings to Frame Great Streets

- Agreement, with the following additional comments:
 - Commercial floor height – needs to support the types of new businesses that residents want to see within new buildings that are more likely to see businesses thrive in (e.g. generous enough to support commercial kitchens and venting required for new restaurants) while balancing overall building height (e.g. 14 ft. floor-to-ceiling height for all commercial spaces, but not 20 ft.)

11. Manage this Plan to Deliver Desired Outcomes

- Agreement, with the following additional comments:
 - Hotel – the plan needs to be able to encourage delivery of a hotel, this will require some flexibility, and could involve allowing residential storeys above the hotel space (providing residents with access to concierge service, etc. within the hotel could be a model that works well in West Vancouver)
 - Commercial – adding more commercial floor area provides a fiscal benefit to residents by lowering the tax burden for residents
 - Residential – consider allowing lock-off suites in apartments within Ambleside to provide a “mortgage helper” and some flexibility in how the apartment space is used
 - Parking – support seeing parking provided as part of the public benefit through the plan, while recognizing on smaller low-rise sites or for rental units there will be a need to reduce parking requirements, but there are concerns with reducing parking requirements for strata residential as owners’ parking needs may evolve

Additional Written Comments from ADRA March 11, 2025

Subsequent to the workshop, ADRA submitted additional written comments. They are provided below and included in the Engagement Transcript.

General Comments (further to ADRA comments of March 26, 2023):

- Stress importance of public engagement and transparent processes, which have been very good to date.
- ADRA cannot support specific heights or densities but looks to supporting change that will enhance the village like quality of life, currently enjoyed by residents.
- Would like to see the use of 3D modelling to provide an overall sense of proposed changes. City of Kelowna used this process to move plans forward for redevelopment of the downtown area. Illustrations on the 11 points should be included in an overall picture of revitalization.
- Height to be shown in measurement as opposed to storeys. We have referenced 3-4 storeys but would like an actual measurement to work with, ie 37.5 feet or ?
- Not in favour of Pre-Zoning. Important to have transparency and community engagement.
- Changes should consider and enhance the Village like quality of Ambleside (and Dundarave) ie consider Marine Drive between Ambleside and Dundarave as low rise (3-4 storeys)
- Low rise along Marine and Bellevue take advantage of the natural, sloping topography.
- Support enhancement of adding elements that support businesses ie, patios, street trees, lighting, wider sidewalks. Sun light is a big factor, encouraging people to linger, stroll and explore the village.
- North /south access from the waterfront into Ambleside Village.

1. Strengthen Hollyburn and Support the Civic Site

ADRA would like to see this taken out of current discussions. It should be considered

Separately from the Ambleside Commercial Zone. Consideration needs to include the plans to redevelop the recreation centre lands as density has been proposed above the new buildings. Include St. Stephens Church property. Will it result in competition to the Ambleside and Dundarave commercial areas? Why do we need a third “village”?

It is a concept that is not understood by the neighbourhood and controversial. There needs to be full discussion on proposed rezoning of Stratford Court at 2202 Marine Drive, 2168 and 2170 Marine Drive, all relatively new buildings assuming no redevelopment in the next 20-30 years.

Potential redevelopment in this area would include the gas station site at 2196 Marine Drive and existing commercial sites at 2222 and 2232 Marine Drive. The suggested height for Marine Drive currently at 3-4 storeys (measurement to be determined).

2. Confirm the Public Realm System

ADRA supports the commercial area, ie the Village of Ambleside, located between 13th

And 19th Streets. Note there is access directly from the Seawalk up 19th to Marine Drive. There are a number of businesses already operating in this block. Memorial Park is a natural ending the to Village area.

3. Create Great Retail Street Experiences

(no additional comments submitted)

4. Integrate Multimodal transportation Strategies

Parking

Recognize that there are two special sites in Ambleside Village. Fresh Street and Clyde Avenue sites offer opportunities for additional parking.

ADRA holds high concern over conversion of parking at John Lawson Park into green Space. A decision for the community and Council.

Waterfront

Stress importance of community engagement

Spirit Trail and Bicycle Options

Need to explain “no net loss of parking in mobility considerations for public streets.

5. Enable Low-Rise Development

The LAP to consider low-rise development on these sites. Council to consider the option of Waiving amenity contributions, including modest density bonuses for rental. Questions Around community amenity contributions, usually charged for upzoning. There should be A clear formula

1400 block of Marine Drive (south side). Concern with massing if developed as one block. Recognize the the “quirkiness” of the current retail. The Ambleside Lane allows for Pedestrian movement and could be enhanced as opposed to eliminated.

6. Support A Complete Community

Affordable Housing - ADRA would like to see a proper policy on Affordable Housing, including a cost benefit analysis. Identify municipal and provincial funding responsibilities.

Hotel - agree, be flexible on allowing Council and the Community to consider.

1571 Bellevue (at 16th) - not in agreement with suggesting 7 storeys for future development
But support community engagement to determine.

7. Provide Opportunities to Focus Commercial Vibrancy

Any density transfers would need to be made by Council in consultation with the community. It is not part of ADRA's mandate. Include commercial area up to 19th.

8a. The Western Gateway (Hollyburn Plaza)

ADRA supports the west end of Ambleside Village at 19th and Marine Drive as marked by Memorial Park on the north west corner and the high rise directly across the street. Note there

The sidewalk from Bellevue to Marine on the south east side of 19th is nicely landscaped, Enhancing the pedestrian access to Marine Drive and the businesses in this block.

Conceptual illustrations for the 1700 block should be extended to include the 1800 block of Marine Drive. The 1800 block is currently in the Apartment Zone.

8b. The Waterfront Precinct (Fresh Street Site)

Good direction recognizing a large site and major impact into the Ambleside Village. Recognize need to add density while reducing massing, enhancing pedestrian experience,

Green space and the potential for parking opportunities.

8c. The Village Square Precinct

(no additional comments submitted)

8d. The Eastern Gateway

(no additional comments submitted)

9. Shape Development To Create Variety

(no additional comments submitted)

10. Articulate Buildings to Frame Great Streets

(no additional comments submitted)

11. Manage this Plan to Deliver Desired Outcomes

Hotel - Consider the concept of a hotel in Ambleside given recent hotel additions on Capilano Road in North Vancouver. Not a required outcome of this process but a considered option.

IV. First Nations Input

Consistent with previous phases of this project, staff reached out to Sk̓wxwú7mesh Úxwumixw (Squamish Nation), sə́lilwətaʔt̓ (Tseil-Waututh Nation), and xʷməθkʷəy̓əm (Musqueam Nation) to provide an update on the Draft Plan and invite feedback.

Staff received a response with written input from Squamish Nation. Full input is included below and in the Engagement Transcript.

Squamish Nation

March 15, 2025:

In addition to comments provided before, please find below additional comments from the team on the LAP:

1. Economic opportunities/employment/low-barrier business opportunities/procurement from Squamish owned businesses in projects planned under this initiative.
2. Safe, equitable and affordable housing for Squamish members.
3. Health/medical facilities access being available for SN members.
4. Transportation to avail facilities, social infrastructure and amenities.
5. Interconnectedness to reserves through roads and transport.
6. SN artists for representation. SN signages and boards for cultural representation on individual projects.
7. Employment/training opportunities for members.
8. More assisted living homes and elders' centres.
9. Accessibility to educational facilities and programs.
10. Safe housing for community members. Accessibility to support staff if required.
11. Mobility/disable friendly buildings.
12. Please reference our climate legacy strategy at https://www.squamish.net/wp-content/uploads/2024/10/ClimateLegacyStrategy_Final_Sep16_DIGITAL_Booklet.pdf for information on our climate priorities.
13. Regulations should ensure buildings are designed to net zero carbon emissions (considering clean power/heat, building envelope, renewables, and embodied carbon) and the highest sustainability standards (including considerations for water conservation, storm water management, waste management, transportation, environmental conservation, and food security).

14. Touching base with SN and uploading referrals for each constructional project planned under this initiative.
15. Use of Squamish Snichem as inclusivity on signs and boards.
16. Cultural training for staff.
17. Better emergency services.
18. Better communication protocol with SN when works are planned around reserves.
19. More Snichem naming of places, roads and buildings.
20. SN requires the environmental monitoring and reports prepared by a QEP, during construction and for the duration of the works and maintenance period, up to five years.
21. SN requires the usage of environmentally safe materials for the development of in-water structures beyond coastal flood protection works, such as piers, ramps, docks and floats.
22. Because of deep rooted cultural history new developments that involve ground disturbance should be uploaded for Squamish Nation's review. Therefore, we expect all individual projects to be submitted separately for a thorough review through Squamish Connect.
23. Squamish Nation owned forestry companies to have first right of refusal for tree removals.
24. Cedars and Western Yew to be used in the non-drought areas amongst deciduous trees.

I want to re-iterate that we understand this LAP does not include jurisdiction over Squamish Nation held lands and reserves.

Please submit individual construction projects separately on Connect for analysis by arch team.

V. Written and Phone Correspondence

Community input by phone or email was collected and encouraged on the Draft Plan via the project page. Between January 14 to April 14, 2025, staff received ~82 emails and calls from unique individuals, resulting in a total of ~307 individual pieces of input received. All correspondence is included in the Engagement Transcript, available online at www.westvancouverite.ca/plan-ambleside.

Feedback has been analyzed according to the most frequently-mentioned perspectives, organized from most to least discussed. While some comments are related to a specific site or location, other comments are more general in nature. Below is a summary of the input received.

Count	Most frequently-mentioned perspectives
56	Support height/density proposed for Masonic Hall site or preference to see an increase
53	Support height/density proposed for Anytime Fitness site or preference to see an increase
30	General support for Fresh Street site as proposed in the plan
21	Thanks to staff for work on the Draft Plan
20 <i>(Note: 4 emails, including one petition with 16 additional signatures)</i>	Remove Hollyburn Corner (specifically Stratford Court) from the plan
19	Preference for increased height/density – broadly or various specific sites (including mixed-use sites, where public benefit or affordable housing can be achieved, 1590 Bellevue, etc.)
16	Support height on 1400 block Clyde (Village Square) or preference to see a height increase
15	Support and suggestions for creating more affordable housing (including below-market and rental)
14	Support height on 1700 block Bellevue (Western Gateway) or preference to see a height increase
12	General support for the Draft Plan
10	Support for proposed multimodal strategies and suggestions to incorporate more into the plan (e.g. protected lanes, end-of-trip facilities, incorporating bicycle storage in new development)
10	Preference for low height/density – broadly or various specific sites (including Marine Drive, near the waterfront, Fresh Street site, Village Square, etc.)
8	Various comments about process and implementation of the plan (i.e., desire to see fast implementation, representation of voices, etc.)
7	Support for public realm enhancements and some comments with additional suggestions (i.e., sidewalk improvements, more greenery, etc.)
6	Desire to see revitalized commercial area and spaces
6	Desire for inclusion of ample public parking (including surface, below-grade, and retaining parking near the waterfront, etc.)

Other input received was not as frequently-mentioned (receiving 5 comments or less). These remaining 20 comments included broad categories relating to: the extent of the plan's boundary; inclusion of commercial business or tenant protections; inclusion of dedicated arts facility; environmental concerns (e.g., daylit creek, tree removal, pollution); desire to maintain the village character, and; building form and land use preferences.

3. CONCLUSION

This Engagement Summary is intended to provide Council and the community a concise but comprehensive record of the feedback received on the Draft Plan for the Commercial Areas 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 Ambleside Commercial Areas Draft Plan.

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