

<u>COUNCIL AGENDA</u>	
Date: <u>February 6, 2023</u>	Item: <u>5.</u>



DISTRICT OF WEST VANCOUVER
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

COUNCIL REPORT

Date:	January 24, 2023
From:	David Hawkins, Senior Manager, Community Planning & Sustainability
Subject:	Ambleside Local Area Plan (LAP): Progress Report and Next Steps
File:	2520-17

RECOMMENDATION

THAT the report from the Senior Manager of Community Planning & Sustainability, dated January 24, 2023 and titled “Ambleside Local Area Plan (LAP): Progress Report and Next Steps”, be received for information.

RECOMMENDATION

THAT staff commence engagement for the Ambleside LAP based on the “Ambleside Local Area Plan Options Booklet”, attached as Appendix A.

RECOMMENDATION

THAT Ambleside engagement consist of: a discussion with the Community Engagement Committee (CEC); stakeholder workshops with the Ambleside and Dundarave Business Improvement Association (ADBIA) and the Ambleside Dundarave Residents Association (ADRA); a presentation to the Design Review Committee (DRC); and virtual and in-person workshops with the general public.

RECOMMENDATION

THAT staff report back to Council with engagement findings and an Ambleside LAP Framework (proposed land uses and building heights), for subsequent Council direction regarding Ambleside LAP finalization.

RECOMMENDATION

THAT staff commence the Taylor Way LAP process following completion of the Ambleside LAP and not propose a 2023 budget increase to undertake both LAPs concurrently.

1.0 Purpose

To update Council on progress towards the Ambleside LAP and recommend next steps.

2.0 Legislation/Bylaw/Policy

The policy context for local area planning is provided by the District’s Official Community Plan (OCP) Bylaw No. 4985, 2018. As local area plans comprise part of the OCP, the *Local Government Act* (LGA) requirements for OCP content apply. Notably, plans must identify the approximate

location, amount, type, and density of residential development” and the “approximate location, amount and type of present and proposed commercial” uses. Additionally, the LGA enables the designation of development permit areas within an OCP to guide development in “an area in which a commercial use is permitted” and to establish “objectives for the form and character” of commercial and multifamily residential development.

3.0 Council Strategic Objective(s)/Official Community Plan *Council Strategic Plan*

Council’s 2021-2022 Strategic Plan directed LAP initiation:

Objective 1.5: Initiate a Local Area Plan for Ambleside Town Centre

Official Community Plan

The OCP includes a range of policies to guide LAP preparation for Ambleside, including:

- 2.1.13 Create capacity for [...] new housing units through local area plans for the following areas, subject to provision 2.1.14 of this plan:
 - a. Ambleside Municipal Town Centre (1,000-1,200 estimated net new units).
- 2.1.14 Prepare local area plans by:
 - a. Reviewing and confirming boundaries and new unit estimates through the local area planning processes;
 - b. Determining densities, heights and building forms that respond to neighbourhood context and character (e.g., topography, natural features, site area, transportation and amenities); and
 - c. Prioritizing mixed-use and apartment forms in core areas and ground-oriented multi-family forms (e.g., townhouses, duplexes) to transition to adjacent single-family neighbourhoods.
- 2.3.1 Emphasize Ambleside Municipal Town Centre as the heart of West Vancouver with commercial land uses, such as:
 - a. Retail, service and restaurants;
 - b. Arts and culture spaces;
 - c. Offices;
 - d. Civic services and facilities;
 - e. Visitor accommodation, such as boutique hotel(s); and
 - f. Waterfront recreation.

2.3.10 Support the development of visitor accommodations, including but not limited to:

- a. Boutique hotel(s) in Ambleside Municipal Town Centre.

The preparation of the LAP would also represent an implementation opportunity for other OCP policies guiding the consideration of centres including: placemaking and public spaces (2.3.13); the pedestrian and cycling network (2.4.1); streetscapes and transportation alternatives (2.4.9); parking management (2.4.17); energy and emissions reductions (2.6.19); public realm connections and trails (2.7.2); and art, culture, and diversity in the public realm (2.8.14).

4.0 Financial Implications

Resourcing of the LAP is in place under the existing departmental budget. Any changes to the proposed approach that carry financial implications would be addressed and reported on, as appropriate or necessary, should they arise.

Council's 2021-2022 Strategic Plan also included consideration of commencing the Taylor Way LAP concurrently with the Ambleside LAP. Doing so is not currently resourced and staff are not recommending a 2023 budget increase to prepare the two LAPs concurrently.

This report proposes a "budget neutral" prioritization of the Ambleside LAP, which would mean the Taylor Way LAP commences following completion of the Ambleside LAP – allowing Council, the community and staff to focus on each LAP sequentially and without additional 2023 costs.

5.0 Background

5.1 Previous Decisions

Council, at its June 13, 2022 meeting, passed the following resolutions:

THAT the report from the Senior Manager of Community Planning & Sustainability, dated May 27, 2022 and titled Ambleside Town Centre Local Area Plan: Revised Approach, be received for information.

THAT staff:

1. prepare three high-level, draft plan options for engagement purposes; and
2. report back to Council with the three high-level, draft plan options for subsequent direction in the first quarter of 2023 and report back to Council with updates on a monthly basis.

5.2 History

Staff proposed an LAP approach for approval on June 13, 2022. The approach involved building on the current knowledge of Ambleside through a review of past planning studies to prepare three high-level, draft plan options for subsequent Council direction (the purpose of this report).

6.0 Analysis

6.1 Discussion

Preparing the Options

To inform the preparation of three, high-level options, staff have reviewed over thirty planning studies for Ambleside, spanning the past 75 years.

Appendix B summarizes these seven and a half decades of planning considerations. While the studies are broad in nature, six key themes have been identified as those which the LAP should address. These are the:

1. Height of buildings and the appropriate scale of new development.
2. Housing mix to accommodate current and future residents.
3. Commercial hub and the shops, services, and employment the centre provides.
4. Natural setting and the way the slope, creeks, and waterfront shape Ambleside.
5. Public realm and how people gather, spend time, and move around.
6. Focus of Ambleside, where it begins and ends, and where change makes most sense.

These themes are used throughout the Options Booklet (**Appendix A**) to allow the community to compare and evaluate the three options.

Three High-Level, Draft Plan Options

Building from this planning history and existing OCP policy, staff reviewed current Ambleside demographic and land use conditions, conducted mapping analyses, and undertook three-dimensional model visualization to create three distinct options. These options are an engagement tool to support the community and stakeholders through consultation.

As such, the three options are structured to show a variety of planning and design responses. In this way, no single option is prioritized, no particular community response is prejudged, and no outcome of engagement is predetermined. The intent is to illustrate that there are different ways of considering how Ambleside *could* evolve, so that more ideas are placed on the table for the community to collaboratively consider and shape.

The three conceptual approaches are summarized as follows:

Option 1, *Frame and Accent*, presents a compact approach, where development would be centralized in a concentrated and vibrant core.

Option 2, *Connect and Weave*, presents a systems approach where development would respond to north-south creek and slope patterns.

Option 3 – *Blend and Punctuate*, presents a transitions approach, where development would soften and vary shifts in building height east and west.

The Options Booklet (**Appendix A**) presents these three approaches in detail. Each option is introduced as a land use concept so the community can understand it; illustrated three-dimensionally so the community can see it in context; and evaluated against the six key themes so the community can measure how it responds to the core planning topics.

6.2 Sustainability

LAPs provide a significant opportunity to advance the District's environmental, social, economic, and cultural sustainability objectives as adopted through its 2018 OCP.

6.3 Public Engagement and Outreach

Immediate Next Steps

This report recommends proceeding to LAP engagement. Engagement objectives would be to identify: which components of each option have merit to proceed with (as drafted and/or with refinement); which components of each should be discarded; and whether there are additional ideas that should be incorporated. The outcome would be a distillation into an LAP framework (proposed land uses and building heights) to present back to Council for subsequent direction.

The estimated timelines are summarized below:

February 8	CEC advice on engagement overview
February-March	Workshops with ADBIA and ADRA
Mar 9	DRC peer review feedback on options
April-May	In-person and virtual public workshops

Pending Council's direction, a dedicated project webpage would go live and be maintained throughout, including staff contact information for questions and feedback, LAP materials, and promotion of the public engagement workshops. These events would additionally be promoted through local mail-outs, print and social media. Staff would also continue to reach out to local First Nations.

On completion of the engagement outlined above, in June staff would review and analyze all committee, stakeholder and public input to support the preparation of the LAP framework (proposed land uses and building heights). This LAP framework would be presented to Council in July for subsequent direction regarding LAP finalization. Without predetermining the outcomes of community input or future Council decisions, this would mean Council could direct staff to amend the LAP framework, or proceed to bylaw(s) or design guideline(s) preparation, or undertake additional LAP engagement. It is recognized that Council may provide different direction for different areas within the LAP (i.e. the commercial, apartment, and neighbourhood sub-areas within Ambleside).

Subsequent Next Steps

Pending Council's decisions regarding the finalization of the Ambleside LAP, staff would subsequently direct capacity and resources to the Taylor Way LAP. This recommendation avoids a 2023 project-specific budget increase request (estimated based on comparable projects to be in the order of \$500,000 to address non-recovered consulting fees, event logistics and advertising, temporary staffing, etc.). It also reflects staff's experience of best practices to structure major projects sequentially to optimally manage responsiveness to public interest and enquiries, mitigate interdivisional impacts, and avoid community "saturation" of overlapping engagement processes.

6.4 Other Communication, Consultation, and Research

LAP preparation would involve staff from various District departments; notably Community Relations & Communications, and Engineering & Transportation. Additional research needs may arise and would be addressed as appropriate at that time. On completion of the process, Council would consider formal adoption of the proposed LAP into the OCP, as guided by legislative requirements, including a Public Hearing.

7.0 Options

7.1 Recommended Option

At the time of consideration of this report Council may:

- a) Receive this report for information; direct staff to commence engagement through the described process; report back to Council with engagement findings for subsequent direction; and commence the Taylor Way LAP after Ambleside without a budget request.

7.2 Considered Options

- b) Request further information or provide alternative direction regarding the Ambleside LAP options or engagement process.
- c) Direct staff to introduce a 2023 budget increase request to undertake the Taylor Way LAP concurrently with Ambleside.

8.0 Conclusion

The OCP calls for the preparation of the Ambleside LAP and Council directed the preparation of three draft options. Staff recommend engagement based on these options, to support subsequent Council direction, Ambleside finalization, and Taylor Way commencement.

Author: _____



District of West Vancouver | January 2023

Ambleside is located on the traditional, ancestral, and unceded territory of the Skwxú7mesh Úxwumixw (Squamish), šxʷməṇkʷəyʷəməɬ təməxʷ (Musqueam), and səl'ílwətaɬ təməxʷ (Tsleil-Waututh) First Nations, who have inhabited these lands since time immemorial.

Introduction

In June 2022, Council directed staff to prepare three high-level, draft local area plan (LAP) options for Ambleside. This booklet illustrates them for the community to discuss, respond to, and collaboratively shape. None of the three options are “the” plan for Ambleside. They are an engagement tool for your input, which will subsequently help lead to the LAP for Council to consider adopting into West Vancouver’s Official Community Plan (OCP).

The three options respond to existing OCP policies, including direction to: create capacity for 1,000-1,200 estimated new housing units (2.1.13); emphasize Ambleside as the heart of West Vancouver with commercial uses (shops, services, restaurants and offices), cultural spaces, civic facilities, and visitor accommodation (2.3.1); and prioritize mixed-use and apartment forms in core areas, with ground-oriented multi-family forms to transition to adjacent neighbourhoods (2.1.14).

These options are also informed by Ambleside’s local planning history. With over 30 studies completed in the last 75 years, many issues and ideas for the future have been explored.^[1] Six key themes emerged from this review:

1. The **character** of Ambleside and the appropriate scale and height of buildings.
2. The **housing mix** to accommodate current and future residents.
3. The **commercial hub** and the shops, services and employment the centre provides.
4. The **natural setting** and the way the slope, creeks and waterfront shape Ambleside.
5. The **public realm** and how people gather, spend time, and move around.
6. The **focus** of Ambleside, where it begins and ends, and where change makes most sense.

The three draft options respond to these six themes and the OCP policies in different ways. This allows you to see alternatives and puts a variety of ideas “on the table” for discussion. The options illustrate different ways of thinking about the future of Ambleside that are not mutually exclusive. Your response to these options—what you like, dislike, or think could be improved—will shape that future by distilling or refining the best elements of each option into the LAP.

^[1] These are summarized in a separate planning history document at: www.westvancouverite.ca/plan-ambleside



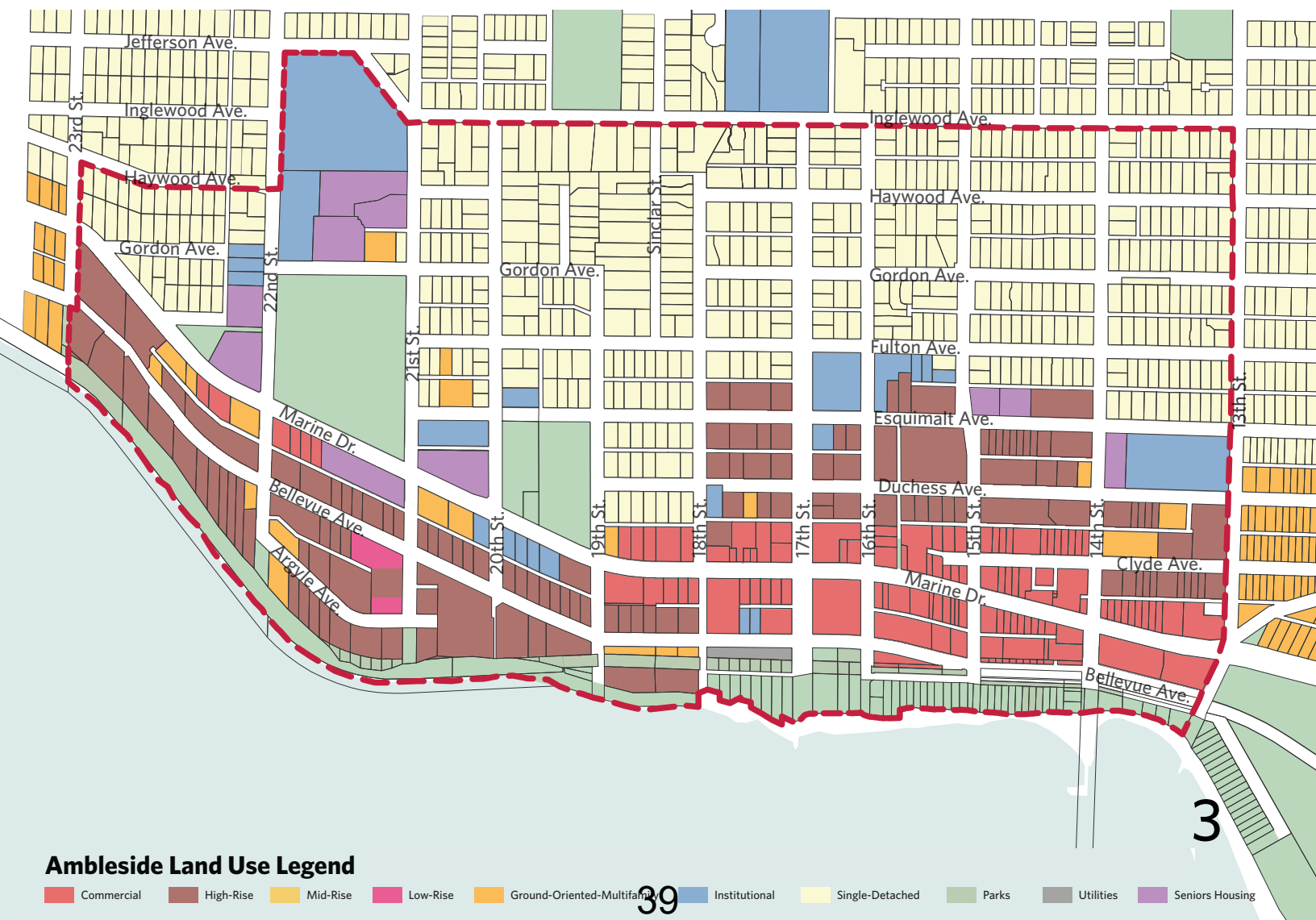
ambleside

The Study Area Today

Ambleside is located on the north shore of the Burrard Inlet, situated between—and complemented by—the smaller, single commercial block of Dundarave to the west, and the regionally-serving Park Royal shopping centre to the east. The area slopes up from the waterfront and rail line, crosses the main throughfare of Marine Drive, and moves northwards to the apartment area and single-detached neighbourhoods beyond. This natural, topographical “amphitheatre” around the commercial precinct includes McDonald, Lawson and Vinson creeks, which run through the backyards of single-detached houses before, in some cases, entering culverts through the apartment and commercial areas.

In addition to being a distinct neighbourhood and centre in and of itself, Ambleside plays a unique and primary role in the District as our “seat of government”, our largest social “hub”, and our commercial “main street”. It includes a range of signature parks, three schools within or adjoining the study area, and many public facilities (including the library, community and seniors centres). It remains a focus for residents, businesses, and visitors—and its continued success and long-term vitality is of importance to the entire West Vancouver community.

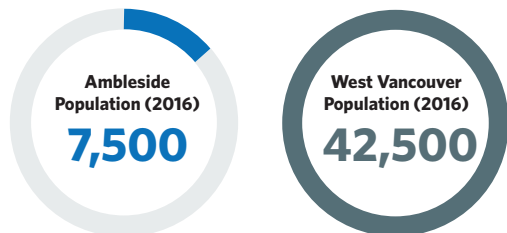
While the final LAP boundaries will be determined as an outcome of the planning and engagement process, the map below illustrates existing land uses within the study area. In total, about 71% of Ambleside’s land is occupied by residential uses, 22% by community and park uses, and 7% by commercial uses.



The Community Today

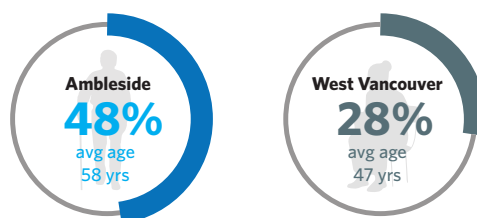
An important part of community planning is understanding the community today. These infographics summarize some of Ambleside's population characteristics compared to the District.

Percentage of Residents who live in Ambleside



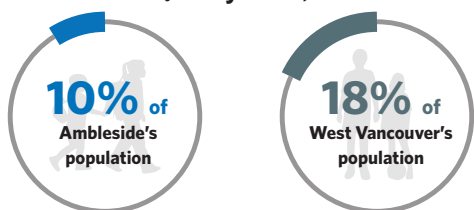
Ambleside is West Vancouver's main population hub and is home to 7,500 residents (nearly one-fifth of District's total).

Percentage of Residents above 65 yrs old



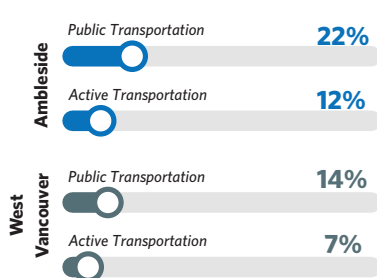
Ambleside has an aging population and is home to 45% of West Vancouver's low-income seniors.

Percentage of Residents who are Children + Teenagers (5-19 yrs old)



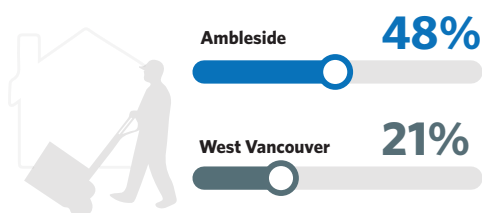
Ambleside has a low percentage of children, despite containing three schools within or adjacent to its boundary.

Percentage of Residents who Take Public Transit to Work



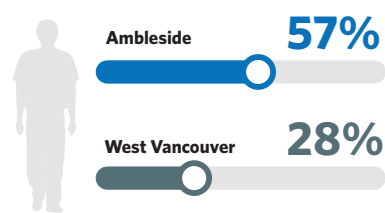
Ambleside's mixed-use environment offers opportunities to bus, cycle, or walk, and residents are approximately 50% more likely to commute to work using public transit.

Percentage of Renters



Ambleside contains 90% of West Vancouver's purpose-built rental units, and 74% were built over 40 years ago.

Percentage of Single Person Households



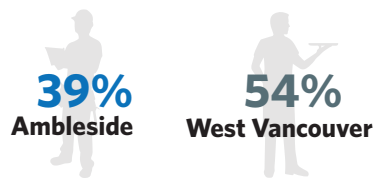
Ambleside's households average 1.8 persons, which is smaller than the District average of 2.5 persons.

Percentage of Low-Income Residents



Approximately half of households in Ambleside make less than \$30,000 and ~75% make less than \$50,000.

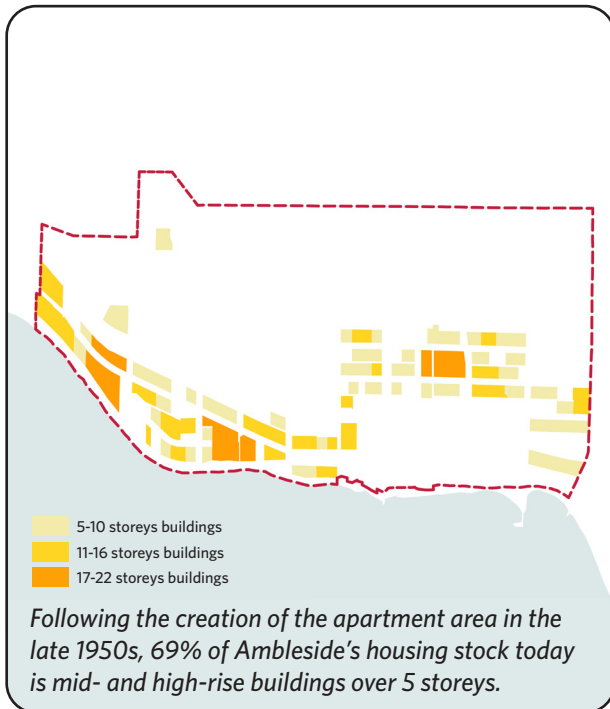
Percentage of Residents in Labour Force



Ambleside has 3,000 jobs (21% of West Vancouver's total jobs), but a lower labour force to work in local businesses.

From a History of Planning to Planning for the Future

Through the review of 75 years of planning, six consistent themes were identified. These themes frame the options and present planning and design considerations to be addressed by the LAP.

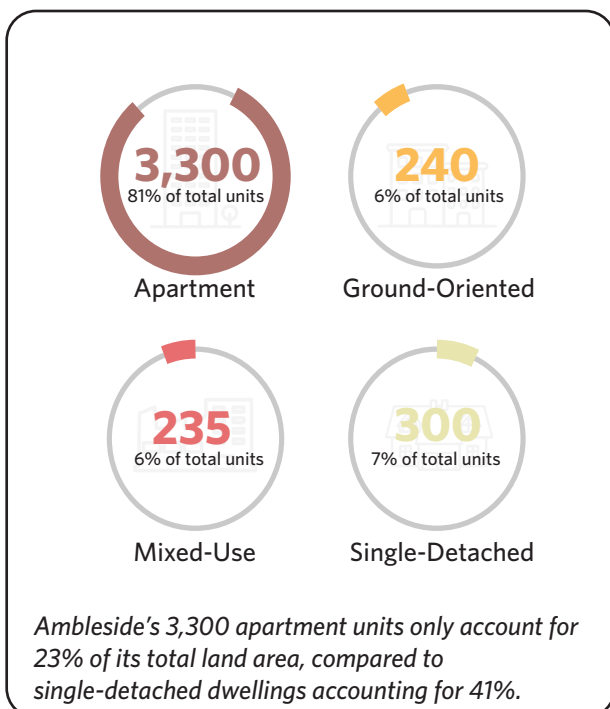


1. Height

Previous conversations about planning in Ambleside have often centered on height, notably regarding buildings over 4 storeys. Ambleside is generally a mix of low-rise commercial, mid- and high-rise apartments, and single-detached houses, which in places leads to abrupt height transitions or “zoning cliffs”. There is a desire to ensure the scale of new buildings is balanced with existing ones, housing needs, and revitalization objectives, so that Ambleside succeeds now and in the future.

The LAP should consider:

- Where could changes be made, and what building heights might be appropriate?
- How could building scale help define and identify different sub-areas?
- Should there be fewer sites changing to taller buildings, or smaller buildings over a larger area?
- Should height limits be fixed and uniform, or sculpted for variety?



2. Housing Mix

Ambleside's housing mix mainly includes aging apartment buildings and expensive single-detached homes, with limited mixed-use or ground-oriented “missing middle” options like townhouses. Ambleside's apartment area provides 90% of the District's rental stock, but these buildings will be vulnerable to redevelopment over time. Housing diversity is needed to provide options for families, workers, downsizers, and seniors.

The LAP should consider:

- How could we support seniors to “age in place” or younger families to move here?
- How and where could “missing middle” housing be introduced?
- Should the apartment area be expanded, or are there opportunities for new housing within it?
- In what ways could rental housing be protected, expanded or replaced?



3. Commercial Hub

Ambleside includes a concentration of small, independent businesses. Real estate, health and financial services, and restaurants are the three main sectors. Spread out over a long high street (around 3,000 feet) with a smaller commercial cluster in Hollyburn to the west, Ambleside doesn't have a single, compact core. Without a large local labour force, and with older commercial spaces in need of upgrades, planning needs to ensure the commercial area thrives for businesses, workers and customers.

The LAP should consider:

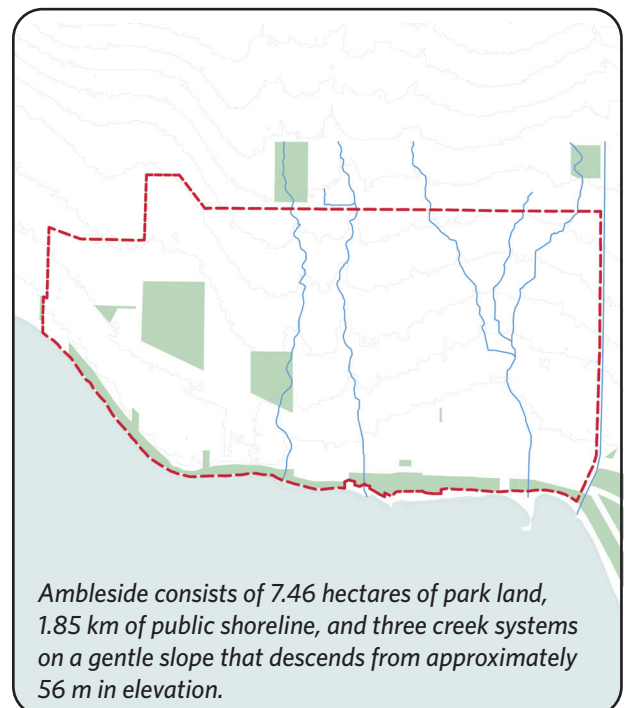
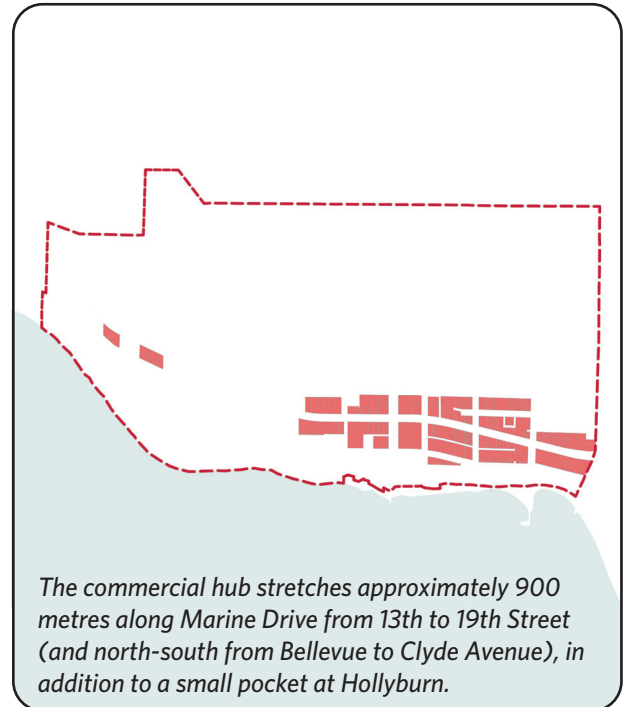
- What is the desired commercial mix to serve residents and encourage vibrant streets?
- Where could specific desired uses (e.g. hotel) be located?
- Should the length of the high street be shortened, or should different "character" areas be encouraged across it?
- Should new development be focused north-south, east-west, or both?

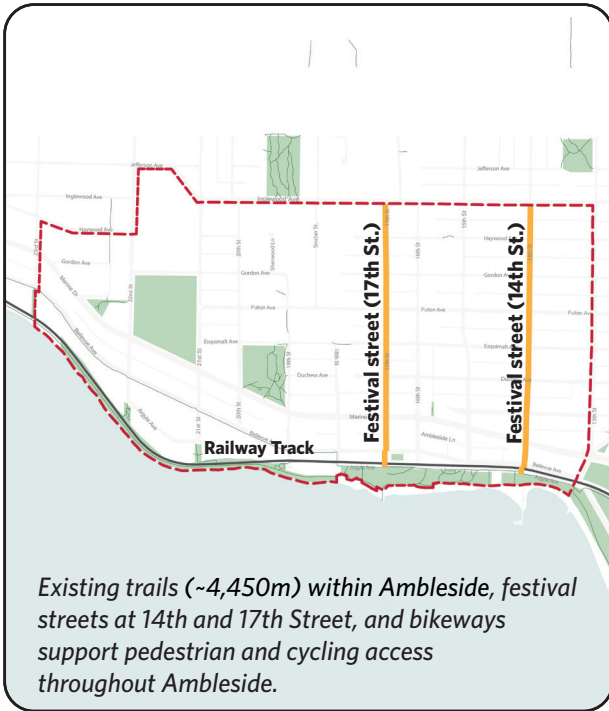
4. Natural Setting

Ambleside's waterfront location—with natural watersheds, green spaces, and parks—reinforces the area's connection to nature. The topography, with a 6.5% slope, creates an "amphitheatre" effect with challenges and opportunities for development. Access to nature and recreational spaces will need to be balanced with natural asset protection and climate change adaptation.

The LAP should consider:

- How might commercial and residential buildings better integrate with nature?
- How can access to Ambleside's natural setting support its protection in the future?
- How can our watersheds and the waterfront become more accessible to the public?
- How should the natural slope inform the scale of new development?



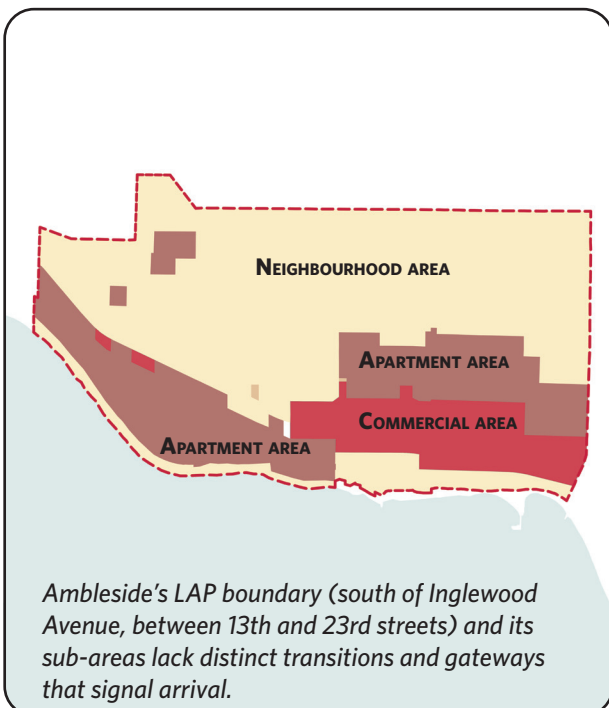


5. Public Realm

Ambleside's public realm is enjoyed by many, featuring trails, waterfront recreational spaces, and some north-south connections to the commercial core. There have been a range of community perspectives on how the public realm could be improved. These include an interest in nicer laneways, more social gathering spaces, and better connections between the waterfront and commercial precinct.

The LAP should consider:

- How should we balance moving to and through Ambleside, with spending time there?
- Where might we introduce new social gathering spaces?
- Should different commercial streets (Bellevue, Marine, and Clyde) have a different character or function?
- How can we better connect trails and improve the pedestrian network?



6. Focus

Ambleside includes three different areas—commercial, apartment, and neighbourhood—with each having its own smaller sub-areas. Previous planning work has explored different boundaries or components of Ambleside, and the LAP study area is quite large. There is a desire for a more holistic view, better integration within and between areas, a clearer “centre” or focal points, and a stronger sense of arrival.

The LAP should consider:

- Where might change be considered, and should this be targeted or spread throughout the study area?
- How could we create a “sense of arrival” to Ambleside, as well as a strong identity within?
- Should the large LAP study area be reduced—and if so where?
- How can each sub-area collectively support a stronger and more cohesive Ambleside?

Introducing the Three Options

The following pages present the options. These are draft, high-level, and structured to show that there are a variety of ways to respond to the key themes that could subsequently be refined and combined into the LAP. Each option reflects a different overarching planning and design approach by arranging the following building types in different locations: 3-4 storey residential ground-oriented townhouses; 4-6 storey residential low-rise apartments; 6-8 storey residential mid-rise apartments; and 6-9 storey mid-rise mixed-use (must include a commercial use) or choice-of-use (may include a commercial use).

Option 1 - Frame and Accent

This option presents a compact approach, where development would be focused in a concentrated core.

Option 2 - Connect and Weave

This option presents a systems approach, where development would respond to natural creek and slope systems.

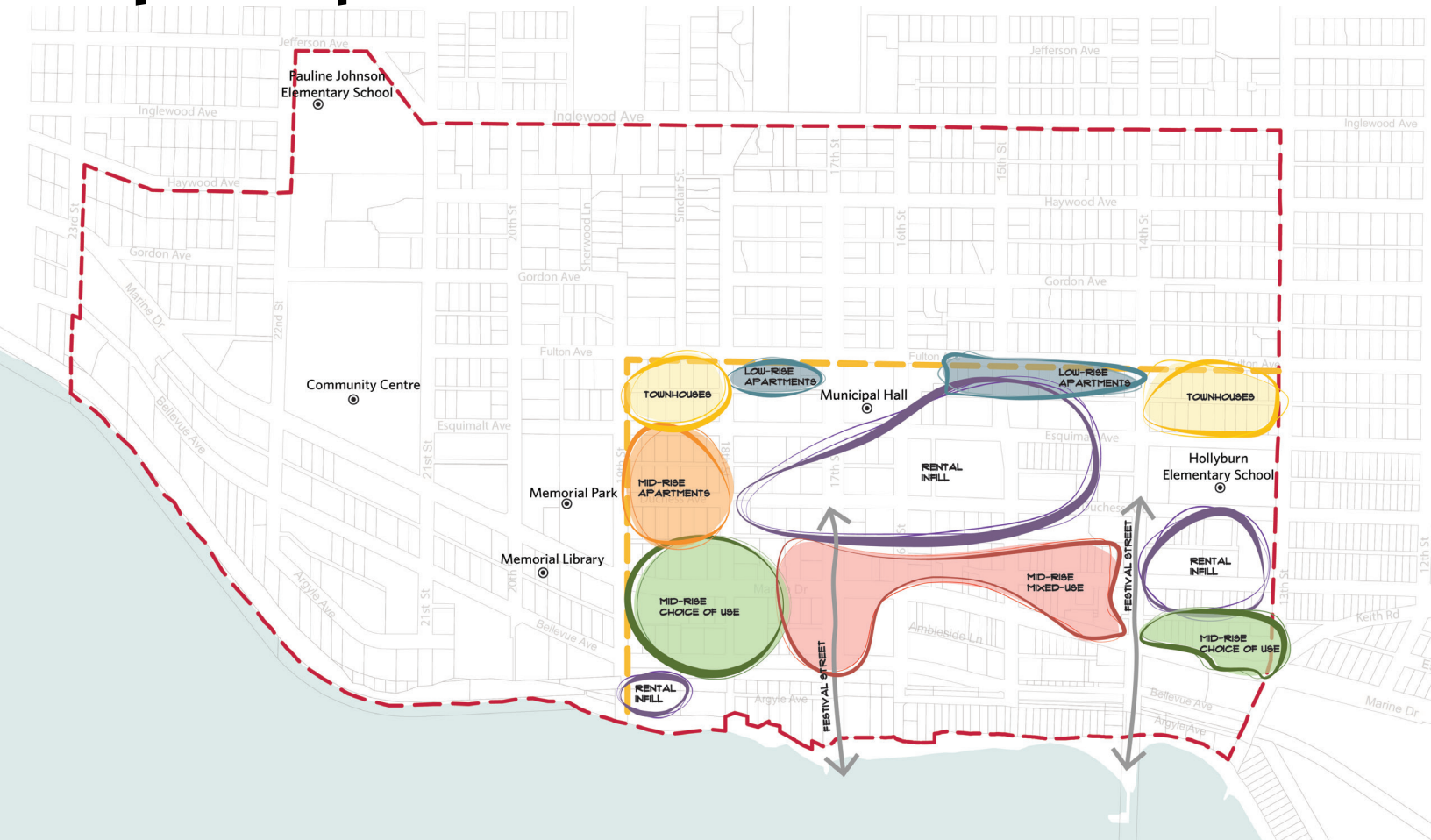
Option 3 - Blend and Punctuate

This option presents a transitions approach, where development would soften and vary existing changes in building heights.

Each option is first introduced as an annotated **land use concept** plan, so you can understand its main ideas; then **illustrated three-dimensionally** so you can see what it might look like in context; and then **evaluated against the six key themes** so you can measure how it responds to Ambleside's planning topics.



Option 1 | Frame and Accent

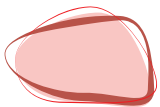


Option 1: Land Use Concept



Focus future development

The LAP boundary would focus on a compact “rectangle” between 13th, 19th, and Fulton, directing growth to a more defined and vibrant area.



Frame the Waterfront

Mid-rise mixed-use along 14th and 17th “festival streets” and Clyde would wrap around the low-rise, waterfront centre to the south.



Increase Flexibility

Choice-of-use on the 1300- and 1800-block “flanks” of Marine would support compatible “main street” uses next to the commercial core, like hotel, office, rental and seniors housing.



Support Rental

Twenty rental sites within the apartment area east of 19th would be allowed additional density in mid-rise forms to enable the increase of rental stock over time.



Complete the “Rectangle”

Townhouse, low- and mid-rise would transition outwards from existing commercial and apartment areas to Fulton and 19th.

Option 1: Overview

existing buildings potential buildings # number of storeys in existing buildings



Overview looking north

This option would frame and accent the centre by directing change to the rectangle south of Fulton and east of 19th. In the following images, the white buildings are existing with building heights annotated in storeys, and those shown in brown are potential buildings enabled through this option.



Looking west over Duchess near 13th

Mid-rise mixed-use on the north side of Marine and both frontages of the 1400 and 1500 blocks of Clyde would place housing close to shops and services, and adjacent to existing buildings of a similar scale. Ground-oriented housing and low-rise apartments would transition from existing high-rises to single-detached houses across Fulton.

Option 1: Detailed Views

 existing buildings  potential buildings (#) number of storeys in existing buildings



Looking northwest from the waterfront

For the commercial core, existing low-rise would remain south of Marine between 14th and 16th, framed by the existing Grosvenor building at the 14th festival street and new mid-rise mixed used buildings along the 17th festival street.



Looking southwest from near 16th and Fulton

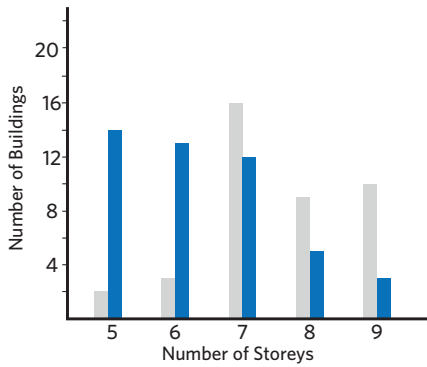
Mid-rise along the 1700 and 1800 blocks of Marine would connect the existing high-rise areas around Esquimalt and Bellevue, and transition between existing high-rises and Memorial Park.



Transect through Memorial Park looking east

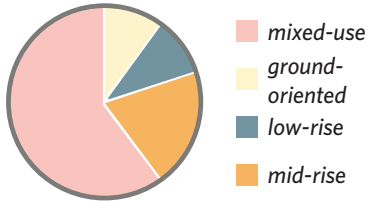
Ground-oriented and apartment housing would blend with the context and would be at a lower height than existing buildings and trees.

Option 1 : Evaluated against the six key themes



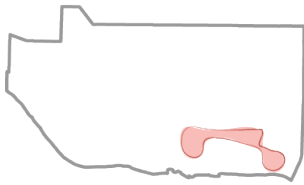
Height

The chart shows the number of potential additional 5-9 storey buildings (in blue) compared to Ambleside's existing number of 5-9 storey buildings (in grey); this option would prioritize 5-7 storey buildings.



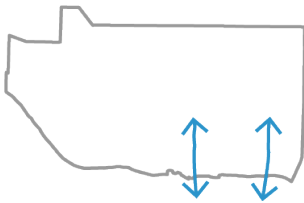
Housing Mix

Apartments in mixed-use buildings in the core would be predominant, with an estimated housing mix of 10% ground-oriented, 10% low-rise apartment, 20% mid-rise apartment, and 60% apartments in mixed-use buildings.



Commercial Hub

This option would shorten the high street, with a focus on Marine Drive between 14th and 17th, generally distinguishing between a mid-rise Clyde to the north and a low-rise Bellevue to the south.



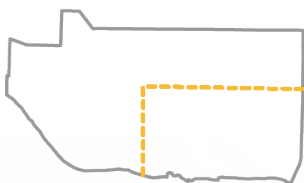
Natural Setting

Building on Ambleside's festival streets (which lead to the 14th and 17th street piers) this option would help bring the waterfront experience into the commercial core.



Public Realm

This option would direct public realm improvements (such as wider sidewalks, patio dining, and informal gathering spaces) to a defined and reduced waterfront-oriented centre.

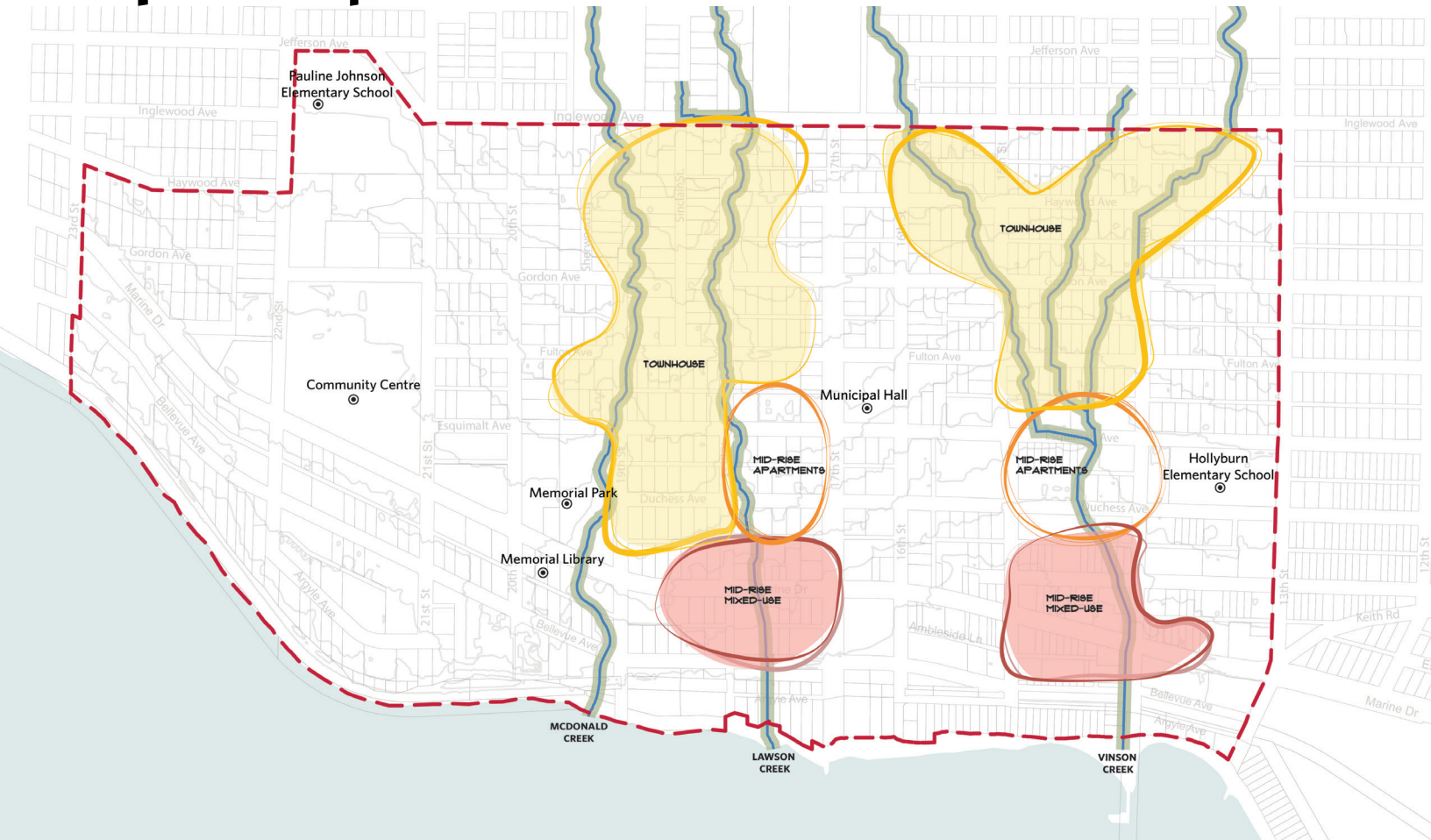


Focus

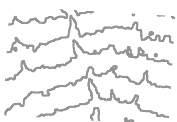
This option would provide a defined and smaller focus, meaning existing policies and regulations would be unchanged for study area lands west of 19th and north of Fulton.



Option 2 | Connect and Weave

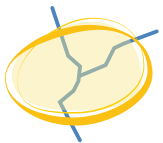


Option 2: Land Use Concept



Respond to the Slope

Building scale would reflect topography with mid-rise transitioning to townhouses moving up the slope.



Follow the Creeks

Townhouses along McDonald, Lawson and Vinson creeks would incrementally open up public access to these natural systems.



Naturalize the Apartment Area

Additional density in mid-rise forms would support the daylighting of Lawson and Vinson creeks as existing buildings are gradually replaced.



"Bookend" the Shopping Area

Mid-rise mixed-use around 14th and 18th would establish a sense of arrival in the commercial core, with public spaces along Lawson and Vinson creeks.



Make "Blueways" into Greenways

Tying the land use changes together, new north-south connections would enhance natural protection and create new creekside trails.

Option 2: Overview

existing buildings potential buildings # number of storeys in existing buildings



Overview looking north

This option would follow natural systems by directing change to the areas along McDonald, Lawson and Vinson creeks from the waterfront north to Inglewood Avenue. In the following images, the white buildings are existing with building heights annotated in storeys, and those shown in brown are potential buildings enabled through this option.



Looking south over 16th near Inglewood

Ground-oriented and apartment housing would create opportunities to daylight watercourses where buried and to introduce public trails connecting the surrounding neighbourhoods to Marine and the waterfront.

Option 2: Detailed View

 existing buildings  potential buildings # number of storeys in existing buildings



Looking southwest where Vinson Creek parallels 14th near Clyde

For the commercial core, mid-rise mixed-use buildings between Bellevue and Clyde would emphasize daylit creek crossings, frame new public spaces, and mark the arrival to Ambleside's shopping area at the 1400 and 1800 blocks of Marine. These "gateways" are strengthened by the existing buildings in these locations, including the Grosvenor building along Vinson creek.



Looking south where Lawson Creek parallels 18th near Esquimalt

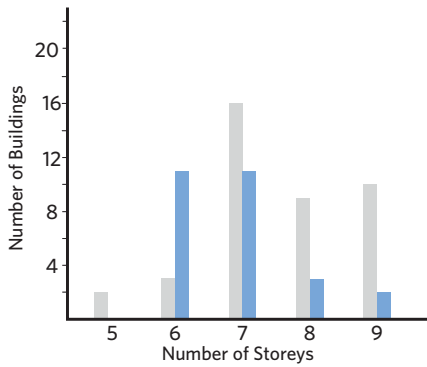
Ground-oriented and apartment housing would lead to mid-rise mixed-use buildings along Marine. This western "gateway" along Lawson creek already includes the Hollyburn Plaza and The Wentworth buildings. Ground-oriented housing supports the transition from the existing high-rises to Memorial Park.



Transect through Lawson Creek looking east

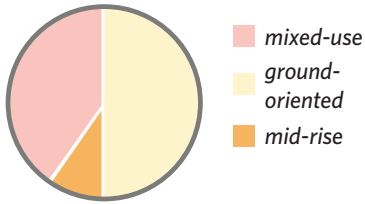
Ground-oriented and apartment housing would blend with the context and would be at a lower height than existing buildings and trees.

Option 2 : Evaluated against the six key themes



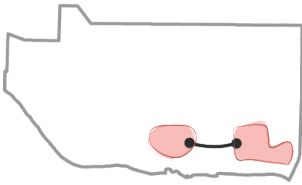
Height

The chart shows the number of potential additional 5-9 storey buildings (in blue) compared to Ambleside's existing number of 5-9 storey buildings (in grey); with this option's focus on ground-oriented townhouses, most new buildings would be under five storeys (not illustrated in the chart).



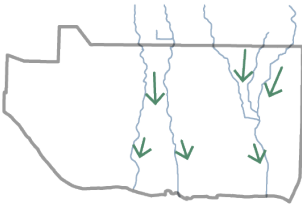
Housing Mix

Opportunities for ground-oriented housing would be prioritized, with an estimated housing mix of 50% ground-oriented, 10% mid-rise apartment, and 40% apartments in mixed-use buildings.



Commercial Hub

This option would "bookend" the main business area around 14th and 18th, providing a clearer sense of arrival or "gateway experience" from both the east and the west.



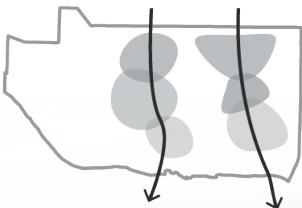
Natural Setting

Following the natural waterways and slope, this option would create incremental opportunities for areas of each creek to be naturalized, daylighted and environmentally-managed.



Public Realm

New north-south creekside trails would expand and connect into Ambleside's existing parks and trail systems, providing an increased pedestrian and recreational network.



Focus

Responding to the creeks and the slope, the focus would be along north-south bands shaped by McDonald, Lawson, and Vinson creeks between Inglewood and the waterfront.



Option 3 | Blend and Punctuate



Option 3: Land Use Concept



Modulate the Main Street

Existing low-rise between 13th and 19th would be “punctuated” by limited mid-rise sites to create more distinct “pulses” of retail activity.



Infill the apartment area

Apartment infill within the existing high-rise area would be allowed on existing duplex-zoned sites and existing rental sites with underutilized site area.



Support our Aging Community

Existing age-restricted sites would be supported with additional density to enable the gradual increase of seniors-oriented housing.



Highlight Hollyburn

Mid-rise choice-of-use next to the existing apartment area would expand shops and services around this community and institutional hub.



Blend the Edges

Ground-oriented and low-rise housing diversity would be increased around parks, schools, and public spaces, with softer transitions from existing commercial and apartment sites.

Option 3: Overview

existing buildings potential buildings # number of storeys in existing buildings



Overview looking north

This option would smooth abrupt shifts in existing building heights by directing changes to those transition areas. In the following images, the white buildings are existing with building heights annotated in storeys, and those shown in brown are potential buildings enabled through this option.



Looking southwest near 14th Street and Gordon

Ground-oriented housing would transition between existing high-rises to single-detached houses, and this option would support the renewal and expansion of existing seniors housing by enabling mid-rise apartments on those sites.

Option 3: Detailed View

 existing buildings  potential buildings # number of storeys in existing buildings



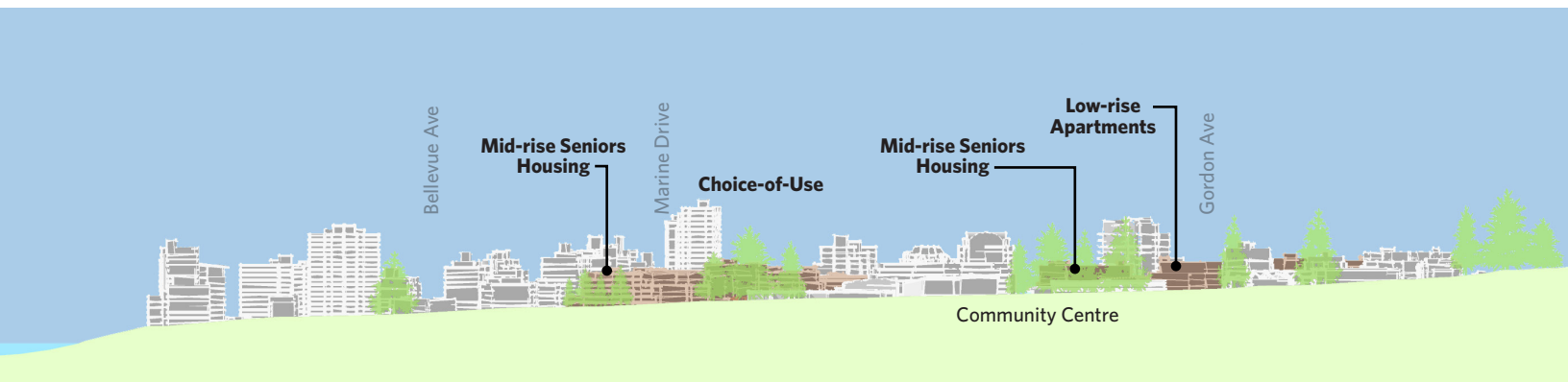
Looking east over Marine Drive near 23rd Street

Ground-oriented and apartment housing would transition between existing high-rises and single-detached homes. Mid-rise choice-of-use across Marine from the Community Centre and Westerleigh PARC buildings would allow flexibility along those blocks. This reflects the existing range of uses and could expand and support shops and services in the Hollyburn area.



Looking south over 21st Street near Haywood Avenue

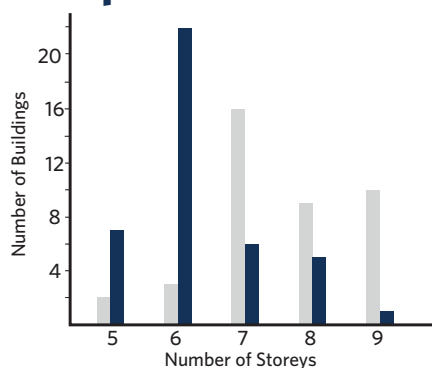
Ground-oriented and apartment housing would frame the 2100-block community and institutional uses, including the Community and Seniors Activity Centres.



Transect through 21st looking west

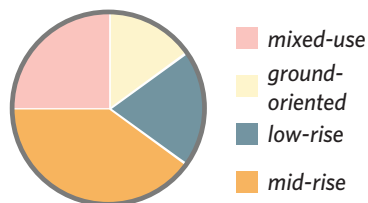
Ground-oriented and apartment housing would blend with the context and would be at a lower height than existing buildings and trees.

Option 3 : Evaluated against the six key themes



Height

The chart shows the number of potential additional 5-9 storey buildings (in blue) compared to Ambleside's existing number of 5-9 storey buildings (in grey); this option would prioritize 6 storey buildings.



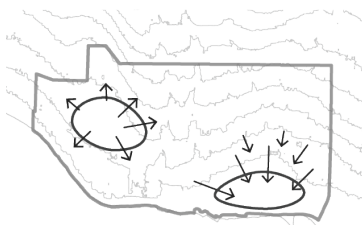
Housing Mix

This option would distribute new housing opportunities, with an estimated housing mix of 15% ground-oriented, 20% low-rise apartment, 40% mid-rise apartment, and 45% apartments in mixed-use buildings.



Commercial Hub

This option would retain the full extent of commercial sites along Marine Drive, with intentional "pulses" both within the 13th to 19th high street and at the Hollyburn hub to the west.



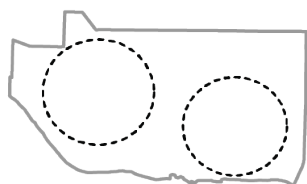
Natural Setting

Two responses to terrain would reflect the two topographies across the study area: one for Ambleside's natural "amphitheatre" to the east, and another for the flatter "plateau" to the west.



Public Realm

With a more distributed approach, this option would create wider opportunities for public realm improvements (such as better sidewalks and interfaces with parks and public amenities).



Focus

By punctuating within and blending outwards, this option would have a broader LAP focus, generally organized around the two neighbourhoods of Ambleside and Hollyburn.



Examples from Elsewhere

The three options show a variety of planning and design ideas – some that build on things Ambleside already includes, and some that are newer. The following photos show examples of how different ideas in the options have been achieved in other communities.



Mid-rise mixed-use can be oriented north-south to better connect the public realm with the waterfront and step building heights with the slope (Lower Lonsdale) | Source: District of West Vancouver



New townhouses and apartments can help define park spaces while contributing financially to these improvements and other community amenities (Moodyville) | Source: PFS Studio



Daylit creeks can provide recreational and environmental benefits, as well as a high-quality neighbourhood setting for new housing (Northgate) | Source: City of Seattle



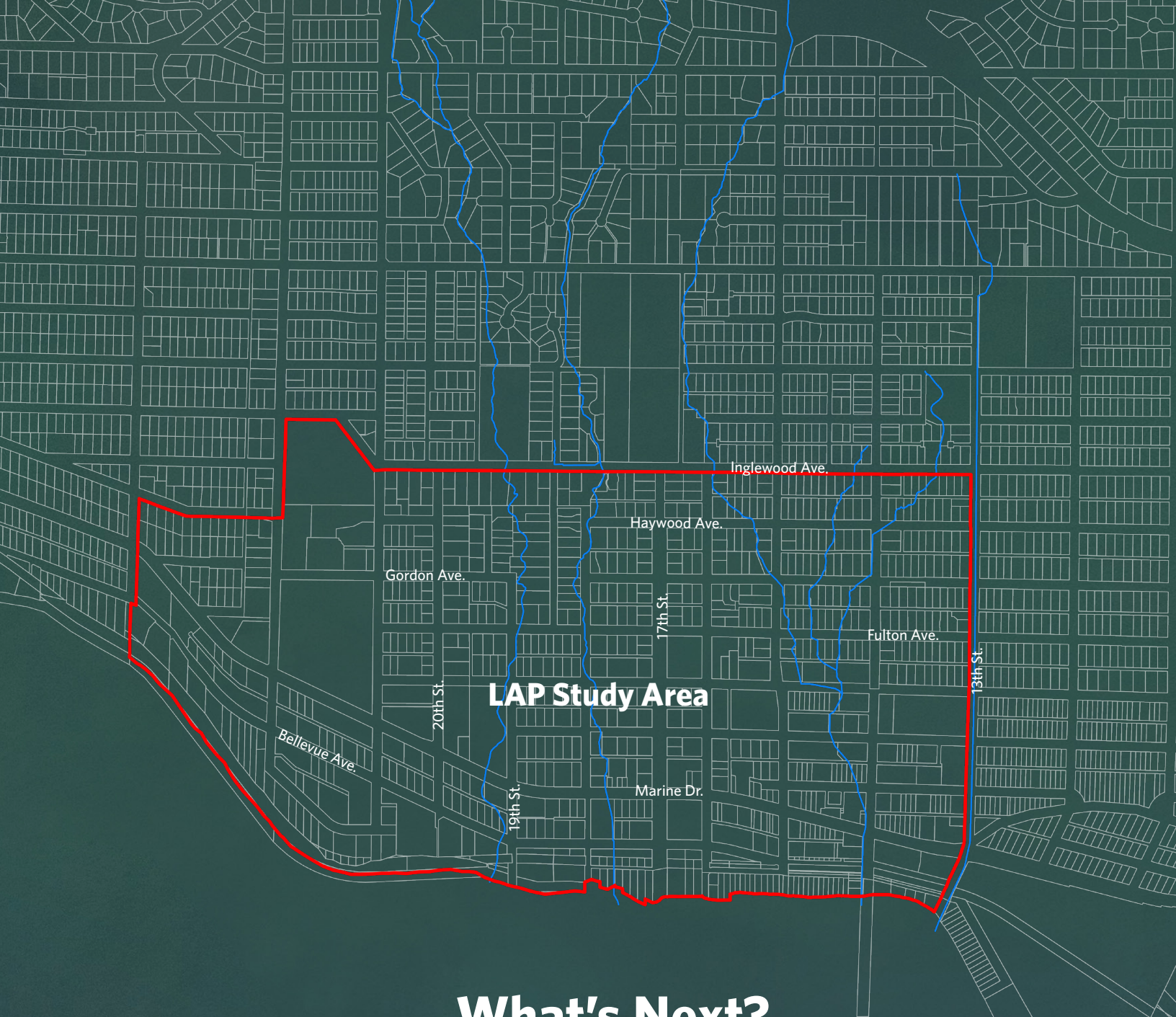
Different forms such as mid-rise, low-rise, and townhouse, built in varied architectural styles and materials, can be successfully combined (Port Moody) | Source: Connect Landscape



Selectively introducing additional height both within and between buildings can add visual interest and create a more sculpted skyline (Santa Monica) | Source: Equity Apartments



Specific uses with distinctive architecture, such as a mid-rise hotel, can become focal points and landmarks for both visitors and locals (Napa) | Source: Napa Valley Register



What's Next?

The options in this booklet are an engagement tool and we want to hear from you. There are around 900 individual lots within the study area—this is an important project for West Vancouver's future, the ideas we've presented aren't definitive, and you can help shape and improve them as we work towards the LAP.

To find out more, including background information and how to get involved, please:

- Visit the project web page at www.westvancouverite.ca/plan-ambleside
- You can sign-up for project updates and find out about engagement events
- You can share your feedback with staff at 604-921-3459 | planambleside@westvancouver.ca

Prepared by the District of West Vancouver,
Planning Department, January 2023.

Ambleside Local Area Plan

Ambleside Planning History – 1946-present

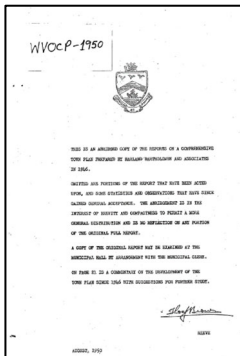
January 2023

Ambleside is located on the traditional territory of the Coast Salish peoples, including the Squamish, Tsleil-Waututh and Musqueam First Nations, who have inhabited these lands since time immemorial. As part of West Vancouver since its incorporation, Ambleside's more recent history has been shaped by extensive studies, plans, reports, and initiatives in the post-WWII era. The following document summarizes these as they relate to the core aspects of the Local Area Plan (LAP) – namely land use, built form, and the public realm – to allow learnings from the past to inform planning for the future. The scope of this planning history for Ambleside includes studies, reports and plans prepared by, or for, the District of West Vancouver, but does not include studies or surveys completed by external stakeholder groups over the years.

Historical Summary:

1946 | Comprehensive Town Plan

Harland Bartholomew & Associates



In 1946, a Comprehensive Town Plan was prepared that outlined planning issues, trends, and recommendations for the future of West Vancouver. At the time, West Vancouver was still primarily a residential community that was sparsely populated (approximately 8,500 residents) and widespread, influenced by early settlement patterns in the 1930s of rural summer cabins accessed by boat. A density of ten persons per acre was identified as essential to providing public improvements and amenities (e.g., schools, streets, water, and sewer), but this was not achieved at the time nor was it expected to be achieved¹.

However, with its proximity to Vancouver, pre-eminence of single-family homes, and rugged topography that provided varied scenic views of nature, it was expected that the municipality would continue to grow rapidly in population². To manage growth and improve liveability, this plan recommended:

- guiding location and size of lots for residential development³;
- rehabilitating and reconstructing older residential districts in Ambleside for continued use;
- locating Ambleside as a prime location for the expansion of its waterfront parks to increase recreation opportunities and the surrounding property values;
- balancing traffic flow with pedestrian walkability, including keeping Marine Drive free of parking by providing off-street parking options adjacent to the business district; and
- proposing a high-level road⁴ connecting West Vancouver residents to Vancouver and relieving Marine Drive of traffic flow.

¹ In 1945 Ambleside's population density ranged from approximately 4.97 to 6.19 persons per acre.

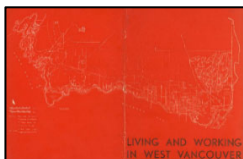
² West Vancouver was projected to see a population increase of 25,883 by 1971, but by that time the population had exceeded this projection and reached approximately 36,400 residents.

³ The area in and surrounding Ambleside from 10th to 26th Street was suggested as appropriate locations to house much of the future population.

⁴ The Upper Levels Highway opened in 1964 and would move traffic east to west at the 500 and 700-foot level, connecting the Horseshoe Bay Ferry Terminal and Lions Gate Bridge onto the Trans-Canada Highway.

1954 | Living and Working in West Vancouver

H. Peter Oberlander & Ira M. Robinson



This economic analysis provided a basis for community planning in West Vancouver in 1954. At the time, West Vancouver was primarily a single-family home residential community that was rapidly growing⁵, yet residents mainly relied upon Vancouver and North Vancouver for employment opportunities and access to services and amenities. This study recognized that West Vancouver was in a vulnerable position as a residential suburb with a strong reliance on single-family real estate carrying the major tax load⁶ to fund public services. It was recognized that greater urbanization would enable an increased municipal income to fund improvements to sanitary systems, roads, schools, and all other public services. Diversification was suggested as the key to the economic future of West Vancouver, through:

- variety in housing form, including mixed-uses, and 20-minute maximum walkability buffers between homes and everyday services or amenities;
- variety in types of businesses and goods being sold; and
- variety in recreation and tourism services⁷, specifically in Ambleside through a “blue-green” belt and development of hotels and motels.

1956 | Ambleside District Planning Study

District of West Vancouver Planning Office



In 1956, Ambleside was the largest shopping district⁸ in West Vancouver, with a larger commercially zoned area and number of stores and services it contained than Park Royal and Dundarave⁹. This study highlighted key planning issues facing Ambleside that restricted its capacity for continuing to deliver maximum services to the community as a main shopping district, in competition with Park Royal. Such issues predominantly included a lack of off-street parking, as well as a ribbon development pattern along Marine Drive, and 30% of buildings already aging. To fulfill Ambleside's role as the major shopping district, staff recommended:

⁵ In 1953, West Vancouver had reached a population of nearly 15,000 residents.

⁶ The reliance on single family real estate carrying this major tax load stemmed from earlier years of low municipal public services and development that was relatively spread-out.

⁷ An opportunity was identified to leverage Ambleside's location along transportation networks on the North Shore and connection to the Sechelt Peninsula via the Horseshoe Bay Ferry, by extending its shopping opportunities to these nearby communities as a local and regional commercial district.

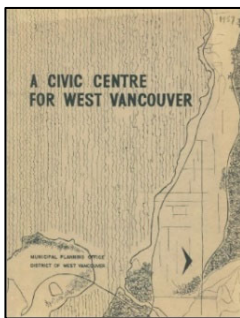
⁸ For the purposes of this study, the Ambleside Shopping District had referred to the area bounded by 20th Street, Duchess Avenue, 13th Street, and the waterfront.

⁹ In 1956, Ambleside had a commercially zoned area of 14.8 acres and total of 166 business establishments; Park Royal had 11.96 acres of commercially zoned area and 34 business establishments; and Dundarave had a commercially zoned area of 5.3 acres and 45 total business establishments. Although a dated comparison, a 2013 Urbanics study showed that Ambleside had approximately 336,520 square feet of commercial floor area along Marine Drive and portions of Bellevue and Clyde Avenues, between 13th and 19th Streets, and approximately 200 stores, excluding second-storey offices and gas stations. The same study compared the 2013 numbers for Park Royal Mall, which had 280 stores and services with over 1.2 million square feet of leasable commercial space, exceeding Ambleside.

- gradually eliminating parking from Marine Drive and other main thoroughfares to maintain traffic flow, and providing decentralized off-street parking at the rear of each block;
- providing a safe and enjoyable pedestrian experience for shoppers through reducing commercial frontage¹⁰ on Marine Drive and creating a more compact shopping district in the form of shopping plazas;
- redeveloping Clyde Avenue from an industrial to commercial district; and
- developing the waterfront area from 13th to 19th streets primarily as park land and balancing it with apartments and commercial activity with maximum public access to the waterfront.

1957 | A Civic Centre for West Vancouver

District of West Vancouver Planning Office



In 1957, a new civic centre was proposed at 21st Street and Fulton Avenue¹¹ that was central and inclusive for all West Vancouver citizens. The proposal came after a 1955 recreation survey that indicated a new centre was of high priority for adults and children. Staff proposed a civic centre, rather than a community centre, as it was intended to provide a hub of civic services for all residents, not just a specific neighbourhood. While there was an existing community centre on 17th Street and Bellevue Avenue, the building was beginning to age and would likely not have a suitable capacity to meet the growing population. By choosing a new location for the proposed civic centre, the municipality had an opportunity to accept an offer from the Federal Department of Public Works to acquire the site of the existing community centre and the two municipal lots to the west for the purpose of erecting a new post office¹². 21st Street and Fulton Avenue was ultimately chosen as the new site for the civic centre, as it was the mid-point of the population and accessible for most residents. Ambleside Park was originally considered an ideal location, but ultimately was not chosen due to the location being less central, unsafe, and inconvenient for residents needing to cross Marine Drive and the train tracks. The proposed centre was to be serviced by personal and public transportation routes and would provide a variety of recreational and cultural facilities through an auditorium and multiple activity rooms.

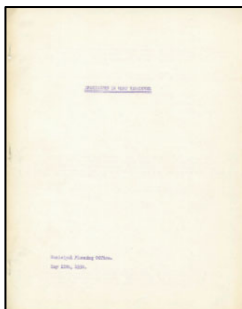
¹⁰ It was felt that the Ambleside commercial district should have been reduced by rezoning the western end (the lot on the southwest corner of Marine Drive and 19th street and the two lots immediately east of 19th street on both the north and south side of Marine Drive) to Two-Family residential use, as the setback of residential buildings would have given a more open approach to the district with appropriate transitions from the Memorial Park. Hotels or apartment houses were suggested as alternative considerations for uses in this area, following the installation of municipal sewers.

¹¹ This location would ultimately become the site of the community centre that we see today in West Vancouver.

¹² This would require the new post office site to be re-zoned from two-family' to 'commercial' zoning, in alignment with the 1956 Ambleside Planning Study in support of the growing business district.

1958 | Apartments in West Vancouver

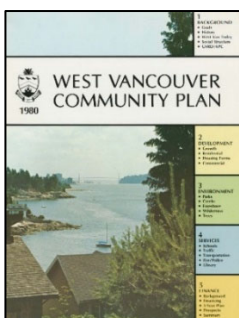
District of West Vancouver Planning Office



In 1958, Planning Staff brought to Council proposed zoning bylaw amendments and an analysis on economically viable density in West Vancouver, with a focus on location, density, and height options for consideration of a new apartment area. Due to a lack of a sanitary sewer system at the time, apartment areas were primarily restricted and there were only two small areas (at Glenmore Drive, and at 23rd Street and Marine Drive) that were zoned for multifamily housing. With the commencement of a new municipal sewer system, growing enquiries from architects and developers, and an anticipated increase in population and need for multifamily housing, the District reviewed existing policies and regulations that governed the location and development of apartments in West Vancouver. The study highlighted that there was an increased demand for apartments between six to twelve storeys (1.45 FAR¹³) and rezoning 100 acres¹⁴ would be viable for a 20-year timeline, considering that population growth was expected to be 40,000 by 1975¹⁵. The waterfront strip from 14th to 19th streets, north side of Marine Drive from 10th to 18th streets, south side of Marine Drive from 19th to 22nd streets, and Bellevue Avenue from 23rd to 25th streets were among the locations recognized as proposed apartment area sites. These locations were considered ideal for multiple reasons, including the opportunity to replace older building stock, their proximity to the business district, and access to the waterfront. The study noted that establishing densities in advance of widespread construction was important for effective planning of public works and services.

1980 | Official Community Plan

District of West Vancouver



The 1980 Official Community Plan (OCP) presented a vision and guide for the next 20 years, in hopes of preserving the park-like character through slow and controlled growth. Prior to this, development was beginning to slow, and apartment units declined due to limited remaining sites within the 50-acre apartment zone and tighter regulations on waterfront sites. While there were fears of growth, there was also recognition that growth was a solution to providing the tax base that enabled West Vancouver to have adequate services and amenities. Costs associated with maintaining a mountainous municipality were high¹⁶, but West Vancouver was recognized to be in a sound financial position with services in place. Ambleside had challenges as the oldest neighbourhood with the highest population (9,280 residents) and would aim to control growth and the scale of buildings in the multi-family zones and find ways to improve connections from the series of fragmented Ambleside sub-neighbourhoods to key services and amenities. With the adoption of Development Permits a year prior in 1979, Council decreed certain sections of

¹³ Floor Area Ratio (FAR) is the ratio of a building's total floor area (gross floor area) to the size of the piece of land upon which it is built.

¹⁴ In August 1959, West Vancouver implemented the 1958 Community Plan recommendation to only zone 50 acres, rather than 100, for high-rises as this was deemed acceptable by Council regarding future growth.

¹⁵ By 1976, the population had only reached 38,630 according to census data.

¹⁶ Housing and land prices were at the highest scale in the province, as building lots ranged from \$60,000 to \$150,000, and median selling prices ranged from \$250,000 to \$550,00.

RM1 and RM2 zones to require development permits¹⁷ and the OCP recognized the creation of the Apartment Development Permit Area, outlining guidelines and policies. Remaining undeveloped multi-family apartment zones (RM1 and RM2) were proposed to be rezoned to permit all types of residential buildings but limit height to three storeys, reduce lot width requirements for apartments to 60 feet, and maintain 40% coverage unless otherwise approved. Other recommended policies for the apartment area included: considering commercial as an alternative to residential use at the corner of 16th Street and Duchess Avenue; encouraging terraced buildings on the sea slope; creating improved pedestrian-oriented amenities¹⁸; consider a building higher than 25 feet on the north-west corner of Bellevue Avenue and 22nd Street; and creating carefully designed parking structures. Ambleside Town Centre was also designated a Commercial Development Permit Area in the OCP, which gave greater clarity to form and character. Policies for this area included: requiring new development to provide public walkways and patios; upgrading street amenities; restricting buildings in key areas¹⁹; redesigning Clyde Avenue for parking and pedestrian use, and the foot of 14th Street as an open area; and establishing development criteria that would enhance the village character. The OCP focused the next two decades on delivering placemaking, environmental objectives, and seeking to deliver new public amenities in Ambleside.

1981 | Design Implementation for Ambleside

Nielsen Architect



This 1981 report outlined proposed concepts and development guidelines for the Ambleside village commercial area²⁰. Building performance parameters defined the redevelopment opportunities, including vacant sites, older building stock, infill sites, and assemblies along Bellevue Avenue that had double frontage with Marine Drive. The study mainly focused on beautification and streetscape improvements by enhancing the overall village atmosphere with small scale commercial, low-rise buildings, and increased parking. Maintaining existing traffic routes but preserving the right to have one-way streets along Bellevue Avenue and Marine Drive was highlighted, in addition to partial street closures (at Clyde Avenue²¹ and the foot of 14th Street). Development of mixed-use buildings that included residential that augmented the commercial precinct was encouraged.

¹⁷ According to a 1979 Council decision, the zoning bylaw was amended to require development permits in the Apartment zone, which would consist of all RM1 zone areas except the south boundary by the Burrard Inlet, on the west by 19th street, on the north by the BC Railway right-of-way, and on the east by 18th Street. It also included all RM2 areas except the south by a service lane between Duchess and Clyde Avenues, on the west by 15th Street, on the north by Duchess Avenue, and on the east by 14th Street.

¹⁸ A pedestrian-oriented open space system extending from Duchess Avenue through to Clyde Avenue in the 1400 block was a recommended policy.

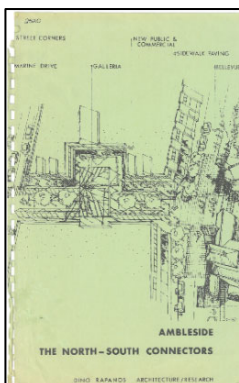
¹⁹ Policies outlined buildings were to be restricted on the south side of Marine Drive or Bellevue Avenue to 25 feet in height. Buildings on the north side of Marine Drive were restricted to 25 feet, except between 14th and 16th Streets where 35 feet may be considered for proposals such as housing above the shops.

²⁰ The proposed concept boundary is the same as the current Commercial Development Permit Area today.

²¹ The partial closure was implemented as proposed at Clyde Avenue.

1982 | Ambleside: The North South Connectors

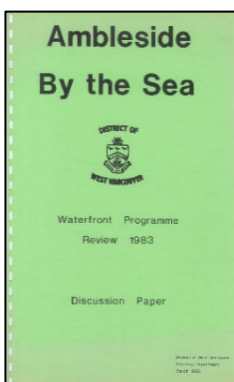
Dino Rapanos Architecture/Research



This study considered the impact that vehicles had on the fabric and character of Ambleside, set against desirable community goals. The north-south connectors (13th to 17th streets) were reviewed in this study. Improvements were proposed to reduce the interruptions that the east-west connectors had caused, by creating a continuum and integrating the mountains to the residential area to the commercial area and waterfront. These connectors aimed to create a harmony between pedestrians and cars, restoring Ambleside's original character as a seaside social and commercial centre by breaking through the physical barriers that the east-west connectors created to the waterfront. The proposal suggested limiting pedestrian and vehicular conflicts by enlarging street corners and sidewalks, incorporating placemaking elements to the streetscape, linking the existing seawalks, developing character areas at each street end, providing parking time limits, landscaping, mixing people and cars, and creating major pedestrian access along the north-south connectors of 14th to 17th Streets. Streetscape features that enhanced safety of pedestrians were recommended, such as textured paving at crosswalks to slow vehicles, and barriers or underpasses to improve train crossings. Meanwhile, 13th Street was recognized as a connector that should be leveraged to provide vehicle access to Ambleside Park and therefore limit its pedestrian role. The study also encouraged a mix of land uses and recommended that retail, office, and residential space be directed towards the east-west streets of Bellevue and Argyle, and the north-south streets of 14th, 15th, 16th, and 17th. Permitting two to three stories (with the third storey stepped-back) was suggested along the north-south connectors as far south as Bellevue Avenue (with only two stories recommended below that), to help maintain the 'village' character.

1983 | Ambleside by the Sea: Waterfront Review I & II

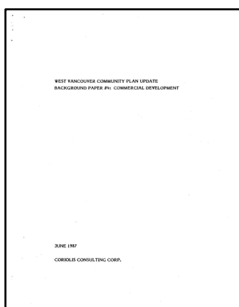
District of West Vancouver Planning Department



As a result of direction from Council in 1982 to address the issues facing the waterfront, two Ambleside Waterfront Reviews were completed. The reviews aimed to realize the goals of the Waterfront Program (established 30 years prior) through a long-term implementation plan, recognizing there was a wide range of community interests in this prime natural asset. Staff recommended collaborative public and private efforts with a heavy emphasis on parks and recreation, residential, and commercial use. The review identified that 65% of the waterfront lands south of Argyle Avenue between 18th and 13th streets were under municipal ownership, and the remaining 35% were under private ownership. The plan proposed a continued effort for the acquisition of waterfront lands to support completing the continuous seawalk, creation of major recreation areas, marine and arts focused commercial uses at the foot of 14th & 15th streets, a bus depot at 14th Street, residential use at the 1700 block, and an opportunity for a rebuilt pier at the foot of 14th Street. The reviews recommended that waterfront planning should be approached comprehensively, to integrate the shoreline with the commercial and residential village. A mixed-use approach was suggested, with a focus on recreational and community-oriented commercial facilities that would encourage active use of the waterfront, fulfil a variety of interests, and improve the pedestrian scale. The concept for the proposed plan positioned the waterfront as a public resource integrated with Ambleside village (from 13th to 17th streets), to be activity-oriented, and have different theme-areas that capitalized on certain natural or human-made assets.

1987 | West Vancouver Community Plan Update Background Paper #4: Commercial Development

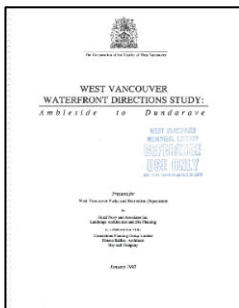
Coriolis Consulting Corp.



This background paper was part of a series to inform a new community plan update for West Vancouver. Findings showed West Vancouver was not likely to experience a significant increase in commercial floorspace because of projected low population growth. It expected to see an upper estimate of 1000 more people between 1986 to 1996²² which would only support an additional 26,000 square feet of space, at the ratio of floorspace per capita at the time. There was an anticipated need for some commercial space to serve new and growing residential areas in the future, such as the Upper Levels area. A likely need was recognized to upgrade existing commercial development in Ambleside with types of development that would take advantage of the area's character and proximity to the waterfront. The study suggested that the District could either take a passive approach to commercial development by limiting it to meet the needs of the growing and aging population, or it could take a more proactive approach and attempt to attract regional office, specialty or visitor-related development to Ambleside. As some of West Vancouver's commercial areas offered unique opportunities for pedestrian links to the waterfront, higher quality retail space, and visitor-oriented commercial development, a recommendation from this study was to consider creating design guidelines in the community plan for pedestrian-oriented commercial areas.

1991 | West Vancouver Directions Study – Ambleside to Dundarave

District of West Vancouver Parks and Recreation Department



This study informed the preparation of a Master Plan for the waterfront between and including Ambleside and Dundarave Parks, recognizing West Vancouver's potential to become a shining example of parks in the country and region. While no full-scale redevelopment was envisaged adjacent to the study area, it was noted that opportunities may exist in the future for better integration of waterfront parks with the rest of the community. This integration was suggested through land use change, rezoning, and the following recommendations:

- generating local appeal to the waterfront through the north-south connections from 13th to 18th streets, with narrow frontage retail, improved accessibility and pedestrian connections;
- incorporating public art and building on historic and natural features of the waterfront landscape by strengthening park edges, taking advantage of ocean views, and reintroducing native trees;
- encouraging alternate transportation forms, such as a dedicated bike lane along part of the British Columbia Railway right-of-way;
- optimizing parking options while avoiding using park land for parking;
- creating flexible open spaces for a variety of activities, uses and times of day, and identifying individual unique precincts;
- creating a visual sense of arrival and park presence at 13th Street and Marine Drive for vehicle traffic;
- encouraging street-oriented shopping, small-scale hotels, and second floor restaurants along Bellevue Avenue between 13th and 18th streets to strengthen the urban and park edges;

²² West Vancouver saw a larger population increase than this projected number, as the population count increased from approximately 37,717 in 1986 to 42,515 in 1996 according to census data.

- improving walkability to the waterfront from the escarpment (waterfront lands between 19th and 23rd streets) to support the aging community; and
- incorporating safety and accessibility features, such as washrooms, servicing, and security.

2004 | Official Community Plan

District of West Vancouver



The 2004 OCP defined long-term community directions and policies to 2020. At the time, West Vancouver had a population of 43,600 with a total of 17,500 dwellings. The community faced increasing housing prices, an aging population, general trends towards smaller families and inequalities in income levels were prevailing²³. Projections indicated that the aging trend would continue with fewer young children and youth living in the community in 2004. It was recognized that with physical limitations to growth and rising land values leading to more expensive housing stock, many people could not afford to live in the community. Staff projected 3,000 additional residential units would be needed in the District between 2001 to 2021 (or 150 units per year)²⁴, and the growing proportion of older residents would require considerable increases in health, support, and housing services to meet their needs. It was expressed that growth management, land use, and transportation planning should be proactive in environmental management if residents wished to preserve and protect the natural attributes of the community. West Vancouver positioned itself as a community with opportunities and obligations to become a leader in sustainability, balancing economic, social, and environmental outcomes. With redevelopment proposed in surrounding West Vancouver neighbourhoods, there was also a need to reinforce the role of Ambleside as the Town Centre through the building of complete communities. Policies for the Ambleside Apartment Area included: ensuring that any new development was of high-quality design; no further expansion of the area boundaries; and allowing a site within a high-density multiple dwelling zone that does not qualify for a high rise building to be considered for rezoning to a low-rise multiple dwelling category. Policies were also outlined for the commercial area to enhance Ambleside as West Vancouver's Town Centre and allow the consideration of buildings up to three stories above the adjacent street in the Town Centre²⁵.

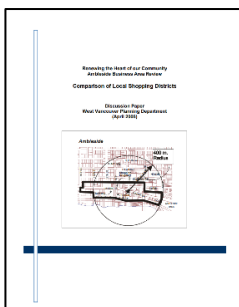
²³ Although West Vancouver had a high average annual income of \$115,000, 21% of households had an annual household income of less than \$30,000.

²⁴ This projection was based on a predicted annual average growth rate of 0.4% (estimating a population of 47,000 by 2021), based on an expected continued decline in household size. The population estimate exceeded the actual 2021 population, which was approximately 44,122 according to census data.

²⁵ The policy further specified that building design should contribute to visual street interest and maintain overall low scale village character.

2005 | Renewing the Heart of our Community: Ambleside Business Area Review

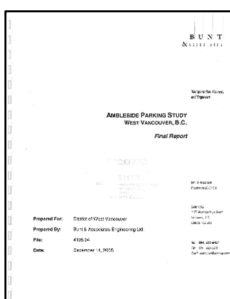
District of West Vancouver Planning Department



This review explored opportunities for strengthening Ambleside as a community heart and successful commercial area by gaining a better understanding of local real estate economics, appropriate land use and building forms, assessing view impacts, and identifying success factors from other street front commercial areas (Dunbar, 4th Avenue, and Kerrisdale in Vancouver, and Edgemont in North Vancouver). Compared to other Vancouver and North Vancouver commercial areas, Ambleside was among the lowest in population density and had the lowest average household income within a 2 km and 400 m radius²⁶. It had the highest percentage of population aged 65+²⁷ within that same radius, as well as the highest number of businesses²⁸ and the second longest main street length (next to Vancouver's 4th Avenue)²⁹. Ambleside's traffic volumes were comparable to others³⁰ and the area was generally well-positioned in the overall transportation network, as it was considered well-served by transit. Ultimately, the challenges that Ambleside faced as a community heart included having a low population density, a relatively older and lower-income population, lack of younger consumers, lower representation of grocery and specialty retail uses, a need to strengthen anchors and District-serving specialty stores, and a long main street corridor (Marine Drive).

2005 | Ambleside Parking Study Summary

Bunt & Associates Engineering Ltd.



This study provided a synopsis of parking conditions in Ambleside and concluded that while there was sufficient parking, it was fragmented, which resulted in an overdependence on shared on-street parking stalls. The study identified that this created additional traffic as customers, visitors, or employees in vehicles needed to circulate while looking for a stall. While there was a need for further data collection, some solutions were identified, such as sharing parking between businesses, increasing enforcement, and establishing remote locations for employees. Hollyburn Medical Centre, Shoppers Drug Mart, Village Square / Clyde Avenue, and most on-street parking along Marine Drive and Bellevue Avenue were locations where parking demand exceeded supply. Of 1,470 stalls in Ambleside, 46% were public on-street stalls and 54% were customer-only stalls³¹. Approximately 1,108 of those 1,470 stalls (75%) had time restrictions and 362 (25%) had no time restrictions. Of the stalls that had time restrictions, 369 stalls (39%) allowed parking for periods of one hour or less and 739 (65%) allowed parking for over one hour. Additionally, a 400m radius was identified as an appropriate walking distance to the town centre.

²⁶ Ambleside had a population of 2600 and average household income of \$45,000 within a 400 m radius (5–7-minute walk), and a population of 16,000 and average household income of \$81,000 within a 2 km radius (5-minute drive).

²⁷ 37% of Ambleside's population was 65 years of age or older within a 400 m radius, and 28% within a 2 km radius.

²⁸ Ambleside's total number of businesses was 573, but this count did not include vacant stores but would also include the sub-areas of Bellevue and Clyde Avenue.

²⁹ The length of Ambleside's local shopping area included 6 blocks of Marine Drive (from 13th to 19th Street) and was a total of 2953 ft long. Vancouver's 4th Avenue was the longest at 3291 ft, with the remaining local areas of Kerrisdale at 2461 ft, Dunbar at 1640 ft, and Edgemont at 1312 ft.

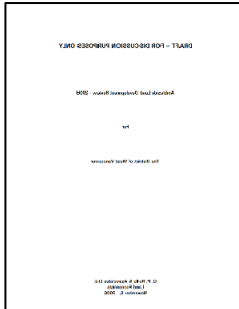
³⁰ An average of 18,000 vehicles traveled daily between 13th and 19th Street.

³¹ Of the total number of stalls, 790 were available to any member of the public and 670 were customer only stalls. 1,250 of these stalls were conveniently located near the "commercial core" of the town centre.

Recommendations to improve parking in Ambleside included generating greater parking supply by specifying commercial parking rates³² to acknowledge the mixed-use nature of the town centre (which resulted in a high percentage of linked trips), and the presence of a shared public parking supply on-street.

2006 | Ambleside Land Development Review

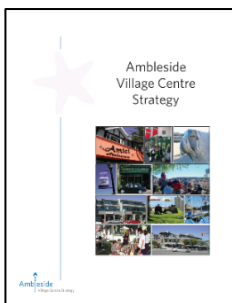
G.P. Rollo & Associates Ltd.



This study provided a complete review of land development issues and opportunities in the Ambleside Town Centre. The analysis indicated that the District's hopes of stimulating redevelopment through a FAR of 1.6 (up to three to four storeys) would not be high enough to encourage redevelopment of existing properties. The study noted that existing owners were motivated by the desire for long term appreciation rather than scale of property for financial gain. Redevelopment was recommended to initially focus on the 1300 and 1800 blocks of Bellevue Avenue, Marine Drive, and Clyde Avenue (including north-south connecting streets). Visions for the town centre included adopting arts and culture as a theme, creating a more compact commercial area by concentrating retail development into fewer blocks, and strengthening ties to the waterfront. Redevelopment in Ambleside was slow to occur due to building height and parking restrictions, small unassembled properties, increasing construction costs and value of Ambleside properties. However, there were factors still encouraging development such as larger properties³³ under single ownership, opportunity to develop the 1300 south Marine Drive block in a way that would spark surrounding redevelopment, and strong demand for residential use in mixed-use projects. The review concluded that the District should strive for a higher FAR than 1.6 to achieve the visions and goals of the Ambleside Town Centre Strategy and would need to find a balance between community expectations and a FAR that would enable better acquisition and redevelopment of Ambleside properties.

2009 | Ambleside Village Centre Strategy

District of West Vancouver



This strategy was created to build from the 2004 Official Community Plan by reinforcing Ambleside as West Vancouver's Town Centre. It provided strategies to enhance commerce, sense of place, and the uniqueness of the community. At this time, most of Ambleside had been updated to Ambleside Centre Zone 1 (AC1) or Ambleside Centre Zone 2 (AC2) zoning, design guidelines were adopted, and a Business Improvement Association (BIA) was recommended, with the Ambleside Business Association (ABA) beginning the process of initiating a BIA proposal³⁴. Additional strategies to promote civic, arts, cultural, and waterfront aspects within Ambleside were suggested through a gallery within the adjacent business area, sense of arrival through medians and signage

³² West Vancouver's shared commercial parking rate of one stall per 400 square feet of Gross Floor Area was identified as reasonable in comparison to other town centres but was seen to likely result in some areas of under-supply and over-supply.

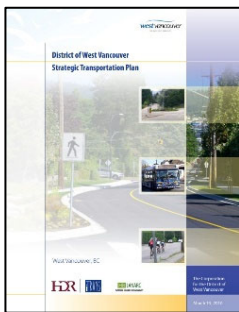
³³ Consolidated sites over 9,000 square feet either vacant or with limited improvements were considered to have high potential for redevelopment.

³⁴ The Ambleside Dundarave Business Improvement Association (ADBIA) was officially established in 2016.

at 13th and 19th streets, festival street on 14th, small-scale food services³⁵ at the waterfront, and fronting commercial along the north-south streets to encourage pedestrian interest. Clyde Avenue transitioned through rezoning from industrial to commercial and residential. The strategy highlighted that Ambleside was unique and valued. Diversifying and maintaining small storefronts with a compact commercial core at two to three storeys (with four permitted in limited situations where site criteria is met), offices on the second floor, terraced upper storeys, and increased housing around the periphery in an amphitheatre-style were suggested as ways to enhance Ambleside as West Vancouver's village centre. Development of buildings over four stories would be considered on three special sites along Marine Drive at the 1300 block south, 1400 block north, and 1600 block south³⁶. Diversified housing and commerce were suggested to be enabled through lot consolidation and redevelopment. Zoning Bylaw off-street parking requirements were updated to one stall per 400 sq. ft of gross floor area.

2010 | Strategic Transportation Plan

District of West Vancouver



The District of West Vancouver Strategic Transportation Plan (STP) was developed through collaboration with West Vancouver residents in the form of a working group and a public open house. The plan aimed to reduce vehicle dependency, expand mode choice, and promote safety and sustainability while reflecting community transportation priorities. West Vancouver's transportation hierarchy was developed by the working group in collaboration with consultants and staff, which placed pedestrians at the highest priority when planning for transportation³⁷. Marine Drive was envisioned as a true multi-modal corridor, with through traffic directed to use Highway 1, and Marine Drive developed for community use and mobility to make Ambleside a lively town centre with a focus on pedestrians³⁸, streetscape enhancement, cycle facilities³⁹, and alternative fuel infrastructure. The plan identified that there had been a lack of integrated land use planning, which would be needed to make the transportation system successful in the future. Short-term strategies resulting from this plan included promoting public transit options through offering incentives, increasing educational and marketing opportunities to help change attitudes, and creating formalized pedestrian and cycling maps to encourage mode shifts. In addition to strategies that suggested increasing the transportation network infrastructure, there were many suggested considerations that related to improving the infrastructure through safety, wayfinding signage, streetscape maintenance, eliminating gaps in the networks, and finding ways to better respond to demand.

³⁵ Small-scale food services and retail were suggested as considerations, as accessory in support of waterfront arts facilities and public enjoyment of the venues near the seaside.

³⁶ These three sites were identified as part of the adopted OCP Amendment Bylaw and were chosen because they were: 60,000 square feet or larger in size, in strategic locations (i.e., at the gateway to the community, adjacent to John Lawson Park, or between two commercially fronted streets; and under one or a limited number of owners.

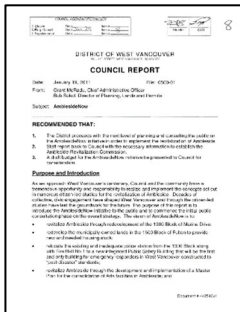
³⁷ After pedestrians, the hierarchy includes bicycles and public transit at second priority, followed by goods and single occupancy vehicles.

³⁸ The first phase of the Spirit Trail from the Lions Gate Bridge to 19th Street was currently underway at the time and would become an important active transportation network for the community. The Ambleside Gateway Project reached completion in 2008, which included an improved pedestrian environment separated from vehicles between 11th and 13th streets on Marine Drive, resulting in a 15% increase in pedestrians.

³⁹ The 2008 Ambleside Gateway Project resulted in a 40% increase in cyclists, and an increasing demand for cycling infrastructure had since persisted.

2011 | AmblesideNOW

District of West Vancouver

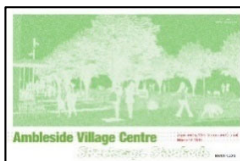


AmblesideNOW initiated the implementation of the Ambleside Village Centre Plan. This also marked the establishment of the Ambleside Revitalisation Commission to assist Council and staff in moving AmblesideNOW forward by focusing on the financial and business aspects. AmblesideNOW sought to advance several goals, including:

- the revitalisation of Ambleside;
- the replacement of the existing police building on the 1300 block at Marine Drive to an integrated post-disaster standard Public Safety Building at 16th Street and Fulton Avenue;
- the ability to create a master-planned development on the 1300 block south of Marine Drive; and
- the reinforcement of arts and culture amenities in Ambleside, with recommendations on governance, the business case, implementation, space requirements, and site location.

2013 | Ambleside Village Centre Streetscape Standards

PWL Partnership Landscape Architects



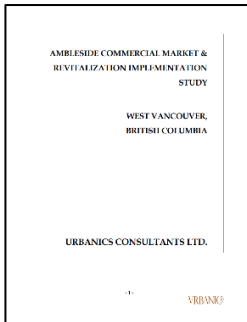
The Ambleside Village Centre streetscape standards were initiated through the OCP and Zoning Bylaw amendment process in 2008. In 2013, these standards were developed to provide a cohesive and unified framework for ongoing and long-term maintenance, renovation and development of the public realm within the Ambleside Village Centre Area. The primary focus of these standards was on the pedestrian public realm and creating a people-first design, which included widening sidewalks, boulevards, crosswalks, furnishings, street trees, rain gardens, and public art opportunities. However, the scope was extended to look at opportunities for development within existing streets for features like corner bump outs⁴⁰, bus bump outs⁴¹, street reconfiguration for festival streets and for Bellevue Avenue to accommodate a bike path. Both 14th and 17th streets were identified as appropriate locations to designate as major festival streets, while Clyde Avenue and the network of existing paved laneways were suggested to form an important secondary network for pedestrians. More generally, the standards suggested multi-use streets, successful businesses, a pedestrian and transit-friendly destination, and waterfront connection in Ambleside.

⁴⁰ Corner bump-outs were suggested to increase room for waiting and circulation, improve sense of pedestrian safety, reduce length of crosswalks, improve connectivity across Marine Drive, and add opportunity for street plantings and seating.

⁴¹ Bus bump-outs were suggested to expand the pedestrian realm and provide room to accommodate loading and unloading for transit users, bus shelters, social seating areas, street furnishings, and street plantings.

2013 | Ambleside Commercial Market & Revitalization Implementation Study

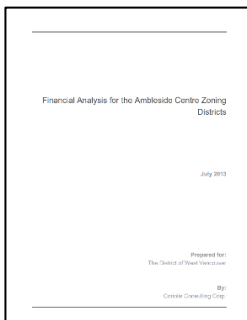
Urbanics Consultants Ltd.



This study looked at methods to increase the competitiveness of Ambleside retailers (measured through increased sales productivity and market shares), and provide actionable strategies to implement policies, goals, and objectives from the 2009 Ambleside Village Centre Strategy and 2013 Streetscapes Standards. The vision built on the Ambleside Centre Strategy by reinforcing the village-like feel, connections to the waterfront, including more arts and cultural facilities, and encouraging a vibrant and competitive commercial core. Specific actions were outlined for the District of West Vancouver, one of which strongly encouraged major catalyst projects, through redevelopment of the sites at: the south 1600-block of Marine Drive, the north side of the 1400-block, and the south 1300-block of Marine Drive. Minor catalyst projects were also recommended in instances where owners of small lots were not ready to redevelop and instead, the study suggested that minor alterations could be encouraged through Municipal Bylaw changes, engaging with tenants and landlords, and encouraging collaborative use of small lots. The study further saw an opportunity for the creation of a BIA, a development corporation to generate funds and focus on economic development activity, a parking corporation to deal with parking improvement options, and the Ambleside Activation Program⁴² to improve physical placemaking characteristics under the District's control.

2013 | Financial Analysis for the Ambleside Centre Zoning Districts

Coriolis Consulting Corp.



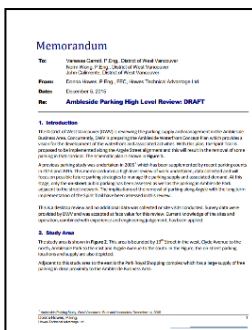
This 2013 financial analysis was conducted to understand whether aspects of the District of West Vancouver's planning policy or zoning regulations were negatively impacting development potential in Ambleside. The study found that redevelopment in this area was financially viable under existing zoning where sites were improved with older, single storey buildings, but sites that were improved with two storey buildings or higher were not likely to be financially attractive, unless the building was in very poor condition. Most sites could accommodate the full permitted 1.75 FAR, but the existing zoning at the time caused some constraints⁴³ that reduced the financial viability of redevelopment. The study also suggested exploring changes to zoning to encourage more marketable retail units, make it easier to achieve 4-storeys, and clarify that residential use is allowed at grade in the lane.

⁴² The Ambleside Activation Program was suggested to look at strategies such as parking, infrastructure, and streetscape improvements that help to improve placemaking and the evening atmosphere. Strategies could also include enhancing the pedestrian environment and waterfront connectivity and increasing convenience for locals and visitors.

⁴³ The 1.75 FAR meant that the minimum commercial floorspace requirements resulted in the need for either deep grade level commercial rental units (CRU) which are less marketable than shallow units, or the need for some second-floor commercial use which is less valuable than residential use on the second floor. Requiring second level commercial space at new projects between 14th and 18th Street along Marine Drive was also noted to reduce the amount of apartment space achieved on these sites and would constrain redevelopment land value under existing zoning. Additionally, the requirements that needed to be met under the zoning to allow a fourth floor (site size, width, and minimum slope) meant few properties were candidates for a fourth floor.

2015 | Memo – Ambleside Parking High Level Review

Howes Technical Advantage Ltd.



This high-level review considered possible parking strategies to manage the on-street parking supply (including parking in Ambleside Park adjacent to the street network) and associated demand in Ambleside. As the previous parking study by Bunt & Associates took place in 2005, it was reviewed only for historical reference and not the basis for future parking management, as much had changed in 10 years, such as the expansion of Park Royal and implementation of the Spirit Trail. The review found that there was an overall availability of parking during the day in Ambleside, but not always at the prime locations or most convenient places. Private parking in the Ambleside business area was underutilized, and redevelopment was considered an opportunity to add to supply to meet parking needs for recreation and retail. The peak usage time for on-street public parking in the core areas along Marine Drive and the vicinity of 15th Street was around lunch time (12:30pm) and on some streets in the afternoon. The highest demand for on-street public parking was centered around the 1500-block, and demand was seen to decrease from Marine Drive south to the Ambleside Park area (from the foot of 13th Street). The data collected confirmed that the current supply exceeded the demand for spaces in Ambleside overall, but the available spaces were often located beyond a 400m walking distance, east and west of 13th Street. Parking management options, such as stricter restrictions to encourage turnover were identified but would require more data on turnover and types of trips on Marine Drive, 16th Street, 15th Street, and 14th Street.

2016 | West Vancouver Community Energy and Emissions Plan

District of West Vancouver



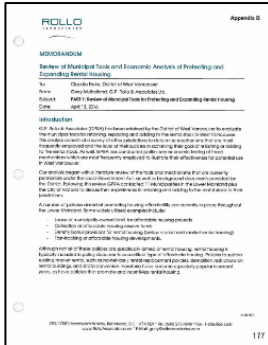
The Community Energy and Emissions Plan (CEEP) was developed through a District appointed citizen working group to address the challenges of climate change and energy security, while maximizing opportunities for residents, businesses, and institutions. The plan served to create synergy in mutually reinforcing priorities of public health, forest and park protection, housing options for all ages, congestion management, avoided energy and infrastructure costs, and climate action. The plan identified that the majority of West Vancouver's greenhouse gas (GHG) emissions stemmed from energy-related activities, with 52% attributed to building⁴⁴, 39% attributed to transportation, and 9% attributed to solid waste. To reduce these GHGs and address other community goals simultaneously, the working group developed strategic directions for community and neighbourhood planning, such as activating existing walkable villages with residential and commercial growth, public realm improvements, and infrastructure that facilitated transportation choices. Strategies also targeted housing and land use through diversifying housing options for seniors, young people, and empty nesters who may be looking for smaller spaces, such as 'missing middle' housing (e.g., "home-plexes", row houses, and low-rise apartments). Transportation and land use strategies were outlined that supported fully accessible pedestrian and bike infrastructure, and neighbourhoods that were complete, compact, and connected. They targeted diversifying and expanding transportation options which included looking at the feasibility of a community bike share in Ambleside and along the Marine Drive corridor and extending senior

⁴⁴ This building-dominated emission is unusual for BC but is attributed to the high share of older and larger single-detached homes in West Vancouver, in addition to smaller household sizes.

government and TransLink-financed rapid transit to Park Royal, Ambleside, and Dundarave⁴⁵. Strategies also included creating complete streets for active travel and encouraging eco-friendly car and parking options.

2016 | Review of Municipal Tools and Economic Analysis of Protecting and Expanding Rental Housing

GP Rollo & Associates Ltd.



An evaluation of municipal tools for retaining, replacing, and adding to the rental stock in West Vancouver was completed in 2016⁴⁶. The review found that the widely used policies in the Lower Mainland included: leasing municipally owned land for affordable housing projects; collecting affordable housing reserve funds; establishing density bonus provisions for rental housing; and fast-tracking affordable housing developments. Rental housing was typically included in municipal documents as a critical type of affordable housing, with policies to sustain the existing market rental, restrict demolition or strata conversions, replace lost units, and incentivize new units. An analysis was completed to determine the economic viability of development for different scenarios on test sites within Ambleside. The analysis found that requiring a mix of strata and market rental on redevelopment sites was suggested to provide economic incentive for developers, and redevelopment of existing market rental sites as new market rental buildings would be a challenge without incentives. Since developers would likely pursue redevelopment under the current zoning of 1.75 FAR for strata, the District would need to offer bonus density to generate replacement of existing rental units⁴⁷. Additional bonus density to allow for development over 1.75 FAR or other incentives (e.g., parking reductions) were suggested to support the viability of purely market rental building redevelopment. For infill development, the review determined that density would be required to have a building of a minimum size worth undertaking⁴⁸. A mixture of strata and non-market rental new development was identified as more viable in the analysis than just market rental apartments. Additionally, strata was seen to likely outbid other uses for development in Ambleside. This would make it necessary for rental requirements and accompanying incentives to be used if rental was a priority in new development. To develop any of the test sites as entirely non-market rental, additional incentives, funding from senior government, or partnerships with non-profits were suggested to be required. For mixed-commercial and rental use on Marine Drive, waiving the second-floor office use requirements in favour of additional residential floor space was suggested as an option to incentivize mixed-use projects, as rents for second floor offices were generally too low to support new development at the time.

⁴⁵ In 2020, the North Shore B-Line RapidBus was initiated with the terminus at Park Royal.

⁴⁶ 11 municipalities within the Lower Mainland and the City of Victoria completed surveys for the review to better understand the successful mechanisms that they used for rental housing.

⁴⁷ The analysis of redevelopment sites with 0.75 FAR of bonus density for market rentals would provide replacement of approximately 39% of units on average, assuming an average unit size of 725 square feet.

⁴⁸ Approximately 20,000 – 40,000 square feet of gross building area would be considered a likely minimum size for an apartment building.

2017 | Ambleside Parking Research Report

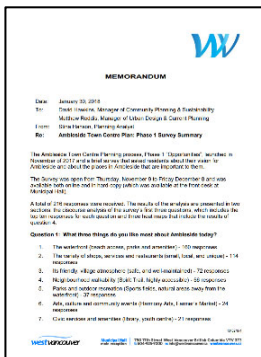
Mustel Group Market Research



This 2017 Ambleside Parking Research Report was developed to better understand transportation choices in Ambleside, identify reasons for visiting, and if visitors needed parking, where they chose to park and how challenging it was to find a stall. Research was conducted through 456 random selections of on-site intercept interviews on a mixture of weekends and weekdays. The report found that about half of all Ambleside visitors drove to the area, with most having difficulty finding parking. People appreciated that parking was free, as it contributed to a 'small town feel', but they wanted longer time limits. Most people were able to park within a block of their destination and the majority were prepared to walk further if necessary. People expressed that more parking was needed, including those who worked in the area or faced mobility challenges. While the report did not specifically deal with land use, form and character, it did highlight relevant findings for the commercial centre, local area plan, and transportation. The 1400 block of Marine Drive was the most used on-street parking area by almost one-third of respondents. About one-quarter of visitors said they sometimes parked at Park Royal and walked to Ambleside business area. Approximately one-quarter of interviewees said they had mobility issues or traveled with someone who did⁴⁹, and about 40% of which used accessible parking stalls. Less than half (48%) of those who drove to Ambleside reported they would park in private lots behind business.

2017 | Ambleside Community Survey

District of West Vancouver Planning Department



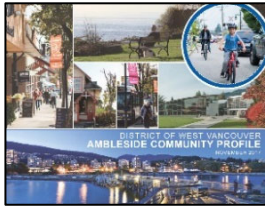
In 2017, a community survey was undertaken as part of the wider OCP review, to gain an understanding of the public's input regarding Ambleside. Responses from the survey showed that the top five things that people liked best about Ambleside were: beach access, parks and amenities at the waterfront; the variety of small, local and unique shops and services; the friendly, safe, and well-maintained village atmosphere; the accessibility and walkability of the neighbourhood, including the Spirit Trail, and; access to parks and outdoor recreation spaces. Top responses for ways that Ambleside could be improved included: having safer, more walkable streetscapes; more diversity in shops, services, restaurants, and amenities; increased entertainment options or activities; improvements to the waterfront; and more parking throughout Ambleside. Visions for Ambleside to 2040 included a vibrant community that offered connections to the waterfront, and a walkable village-like atmosphere that was friendly and welcoming for families, youth, locals, and tourists. The survey produced heat maps from the responses, which visually located community perceptions of Ambleside. In terms of community perception of 'sense of arrival', there was no single consensus, but the locations most identified were along Marine Drive at the intersects of the north-south connectors⁵⁰. People identified a range of locations as being the "heart" of Ambleside, including: along Marine Drive from 17th to 15th streets, and Bellevue Avenue at 17th and 15th streets. Popular places to take visitors varied along the waterfront and Marine Drive, but Bellevue Avenue between 13th and 18th Street was particularly popular.

⁴⁹ 69% of those interviewees reported they typically had difficulty finding an available parking spot.

⁵⁰ Marine Drive at 13th, 14th, 19th, 21st, and 23rd Street were specifically the most frequent choices for areas with a sense of arrival.

2017 | Ambleside Community Profile

District of West Vancouver Planning Department



To form a better understanding of the Ambleside community and help inform future planning processes, a community profile was created for Ambleside. The profile recognized the important role Ambleside played to support the needs of current and future residents, businesses, visitors, and workers. A review of demographics showed that 7,500 residents (18% of West Vancouver's population) lived in Ambleside and almost 50% of those residents were over the age of 65. There were fewer young adults, children, and middle-aged residents in Ambleside, and household sizes were smaller (averaging 1.8 persons per household) with a high prevalence of single-person households, compared to West Vancouver as a whole. Ambleside had the oldest housing stock, greatest variety in housing options⁵¹ in West Vancouver, but had limited multi-family units. While Ambleside had a high proportion of rental housing, vacancy rates were low⁵². About 55% of the apartment stock was rental⁵³, with 39% strata and 6% cooperative housing. Ambleside's housing stock was aging with 74% of dwellings constructed prior to 1980, reflecting that most of the apartment area buildings were constructed in the 1960s and 1970s. Public amenities, recreational opportunities, natural waterfront features, and educational or community resources were cited as attractive to many children, youth, and young adults across the District. Over 3,000 public and private sector jobs were in Ambleside, but neighbourhood residents have a lower labour force participation rate⁵⁴ and lower household incomes⁵⁵ than the rest of West Vancouver. This was noted to be likely reflective of the older population, and a large proportion of Ambleside workers live outside of the Town Centre, needing to commute for work each day. In terms of transportation, the profile revealed Ambleside had connections to different modes of transportation such as driving, cycling, public transit, and walking.

⁵¹ 71% of Ambleside Town Centre's land use was devoted to residential. In terms of housing stock composition 41% was single-family, 23% was apartments, 4% was mixed-use, and 3% was ground oriented.

⁵² Across the District, rental vacancy rates were reported in 2016 by CMHC to be 0.2%, which was considerably lower than the Metro Vancouver average of 0.7%.

⁵³ This apartment rental stock represented 90% of all purpose-built rental units in the District.

⁵⁴ Ambleside's labour force participation rate was 39%, compared to 54% across West Vancouver and 66% across Metro Vancouver.

⁵⁵ Household incomes were substantially lower in Ambleside at an average of \$55,309 for all households, in comparison to \$84,345 for the District.

2018 | Economic Development Plan

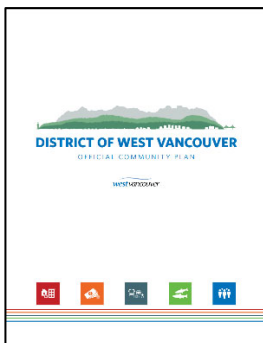
District of West Vancouver



To support existing West Vancouver businesses, create opportunities for new business start-ups, grow local employment opportunities, and broaden the municipal tax base, West Vancouver started work on an Economic Development Plan in 2016. The Plan provides a road map for diversifying and expanding the local economy to support West Vancouver's long-term resiliency. It includes an overview of West Vancouver's challenges, including: an aging population, limited housing options for older and younger households, and difficulties for local businesses in remaining viable, given local demographics and spending patterns, high commercial rents, and challenges attracting and retaining staff. The Economic Development Plan is founded on three strategies: (1) Visitor Strategy, (2) Commercial Areas Strategy, and (3) Emerging Opportunities Strategy. West Vancouver's local economy exists largely to serve the daily needs of residents, without an industrial land base or range of large-scale employers. The Commercial Areas Strategy provides an overview of West Vancouver's commercial areas – including Ambleside – and recognizes the need to articulate the role and function of each. The plan's Visitor and Commercial Area recommendations informed the subsequent OCP policies for the local economy and for the Ambleside LAP (see summary below).

2018 | Official Community Plan

District of West Vancouver

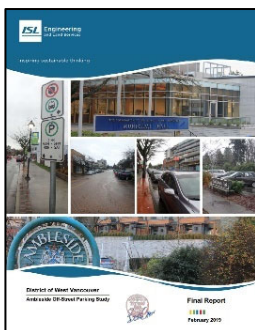


The 2018 OCP laid out a high-level decision-making framework for the future of West Vancouver until 2041, with District-wide targets to increase diverse housing options, increase the job-to-residents ratio, increase walking, cycling, & transit trips, lower GHG emissions from the 2010 levels, and increase participation in services and programs. Specifically, Ambleside was identified as the heart of West Vancouver, with an emphasis on housing, commercial land uses and the local economy, visitor accommodation, art, cultural spaces, civic services, and waterfront recreation. The OCP called for the preparation of an Ambleside LAP to identify how its current and future community could be supported and continue to thrive, with exact LAP boundaries, net new units (estimated at 1,000-1,200), and built form to be determined through the LAP process. Commercial and apartment area-specific policies and guidelines were carried over into the OCP. Aligned with the 2009 Ambleside Village Centre Strategy, two to three storey buildings would be provided for on typical smaller sites, with a fourth storey permitted in limited situations, and buildings over four storeys would be considered on three special sites along Marine Drive (1300 block south, 1400 block north, and 1600 block south). Additionally, five storeys were to be considered for the Masonic Hall site on Bellevue Avenue to allow uses that could offset its isolated location and add to the community through office-use, seniors housing, or ground-level community use. Policies also included creating a compact, vibrant, convenient, and interesting commercial area with a concentration of commercial uses between 14th and 18th streets, in addition to increasing the proportion of residential uses around the periphery⁵⁶ of the commercial area to emphasize its role as a 'living' centre.

⁵⁶ In the 1300 and 1800 blocks of Marine Drive, the guidelines would allow the option of primarily or solely residential use.

2019 | Ambleside Off-Street Parking Study & Appendix B

ISL Engineering and Land Survey



This off-street parking study was completed to help establish existing parking conditions, forecast future needs, identify potential parking demand issues, and determine details about any potential need for additional public off-street parking in Ambleside. It built from previous parking studies and focused on commercial parking supply and demand. The commercial area was identified to have approximately 1,770 parking spaces, with 42% public and located on-street, and the remainder as private and off-street. The highest demand was around noon, and about 80% of vehicles were parked for less than one hour. The study noted that an increase in commercial floor area would likely lead to an increased demand for on-street parking in an area where utilization rates were already high. However, it noted that this conclusion wouldn't account for interventions that may result in behaviour change⁵⁷. The study included implementation suggestions to alleviate parking issues, including: reducing on-street parking time limits, improving wayfinding, increasing parking enforcement, encouraging businesses to share parking, collecting funding (e.g., Community Amenity Contributions) from development to pay for parking structures, and continuing to monitor supply and demand.

2020 | Housing Needs Report

CitySpaces Consulting



The 2020 Housing Needs Report provided a look at the housing needs of West Vancouver. The report collected, reviewed, and analyzed data about the current and projected population, household incomes, significant economic sectors, and the currently available and anticipated housing units in the District. This information was used to establish a baseline understanding of housing needs and demand. For West Vancouver, key areas of local need included a greater diversity in housing form (e.g., infill, townhouses, apartments)⁵⁸, more affordable and accessible options, market and non-market rental, and seniors housing. The median household income was one of the highest in the Metro Region, yet there was a growing disconnect between housing price increases, availability of housing, and a widening affordability gap. Commuter patterns concluded that 73.3% of West Vancouver employees commute into the District for employment, in comparison to North Vancouver that saw 47% of the labour force commute in. This indicated that the percentage of residents who live and work in West Vancouver was low, leading to a need to retain and support the local labour force by advancing access to local and connected housing. West Vancouver had shifted from a relatively mixed demographic community to one that was aging⁵⁹ and in need for adaptable housing that supports the ability to age in place. Half of the dwelling units in West Vancouver were aging and built prior to 1981, and over the last decade West Vancouver experienced low rental

⁵⁷ Behaviour change may refer to encouraging other modes of transportation, signage to encourage use of private parking, and shifting away from free on-street parking.

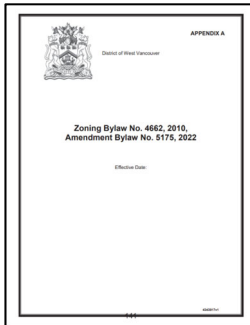
⁵⁸ Nearly two thirds of the housing stock (16,935 units) were single detached homes. A range of smaller units were identified as needed to provide more attainable housing choices to seniors, couples, singles, and young families.

⁵⁹ West Vancouver was primarily comprised of residents who were 10 years older than the typical Metro Vancouver resident. In 2016, the proportion of population aged 44 years and under was 44% and was much smaller than Metro Vancouver's average of 56%.

vacancy rates and limited growth in new rental units⁶⁰. The report identified that there were no housing units for residents experiencing homelessness and less than 100 supported and assisted living units available.

2022 | Bylaw Amendments to Support the Local Economy

District of West Vancouver



In February of 2022, amendments to support the local economy were made to the Zoning Bylaw, including changes to the Ambleside Centre Zones (AC1 and AC2), which built on the “Imagine Ambleside” survey results released by the ADBIA in 2021. Permitted uses were expanded to include microbreweries, wineries, and distilleries, and manufacturing of food goods was enabled where there was retail or wholesale from the same premises. To encourage a more active and vibrant streetscape, conditions of use in the bylaw were expanded to limit the amount of financial institutions, financial services, real estate offices, and beauty and wellness centres on Marine Drive, Bellevue Avenue, and Clyde Avenue between 14th and 18th streets.

⁶⁰ 30.7% of all renter households experienced core housing need and 19.3% experienced extreme core housing need, which is much higher than Metro Vancouver’s rental households in core housing need (12.2%).

Ongoing Related Initiatives:

In addition to the review of historical planning documents above, the following ongoing District initiatives relate to Ambleside and will inform the LAP as appropriate.

Arts and Culture Facilities Planning

Arts and culture are vital to the social and economic health and well-being of West Vancouver. Ambleside is home to three of the District's current dedicated arts and culture facilities (Art Museum, Music Box, and Silk Purse). While these facilities have served the arts and culture needs of the community for many years, they are nearing the end of their life span due to structural conditions and a need for more space. In accordance with Council direction, planning for a new accessible and purpose-built arts and culture facility is currently underway, with a focus on confirming a facility vision, concept, and governance model. The new facility will aim to meet the current and future demand for arts and culture for years to come.

For more information on the processes of arts and culture facilities planning, visit:

[Arts Planning: Visioning | westvancouverite](#)

Waterfront Park Implementation

Since the mid-1950s, the District of West Vancouver has been working to create and improve open park space and public access to the waterfront. Through extensive community consultation, the Ambleside Waterfront Concept Plan was developed and endorsed by council on June 13th, 2016, to leverage this valued community asset. Since then, consultants, staff, stakeholders, and advisory groups have been working to refine and develop the Waterfront Park Implementation Project. The plan expresses a cohesive vision for more green and open spaces, multi-use plazas, and infrastructure to provide community enjoyment of the waterfront for everyone. This work is planned to begin in phases over the next several years.

For more information on this project, visit:

[Ambleside Waterfront Park Implementation Project | westvancouverite](#)

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