



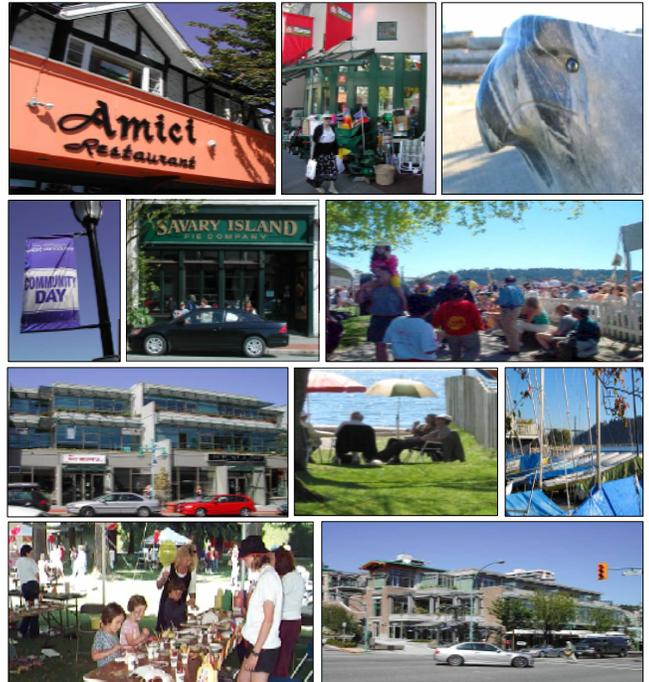
Ambleside Town Centre Strategy

Policy Summary



Vision Statement

"By integrating commerce, housing, civic activities, arts, culture and the waterfront, Ambleside will be the vibrant heart of the West Vancouver community..."



Proposed Goals

Land Use

- Create a more compact commercial area
- Increase residential presence to support the commercial area and to provide vitality and "eyes on the street"
- Celebrate the waterfront by strengthening its role in the Town Centre and expanding its activities
- Provide a variety of civic, commercial and service experiences

Form & Character

- Create a sense of arrival and defined district edges
- Establish a sense of identity through area development standards and guidelines
- Allow for up to three storeys and for four storeys where criteria are met
- Maintain a dynamic street with small-scale commercial frontage
- Enhance the pedestrian environment through traffic calming measures that balance traffic demand
- Enhance links between Ambleside, Park Royal and Civic Centre
- Create a central gathering space

Process

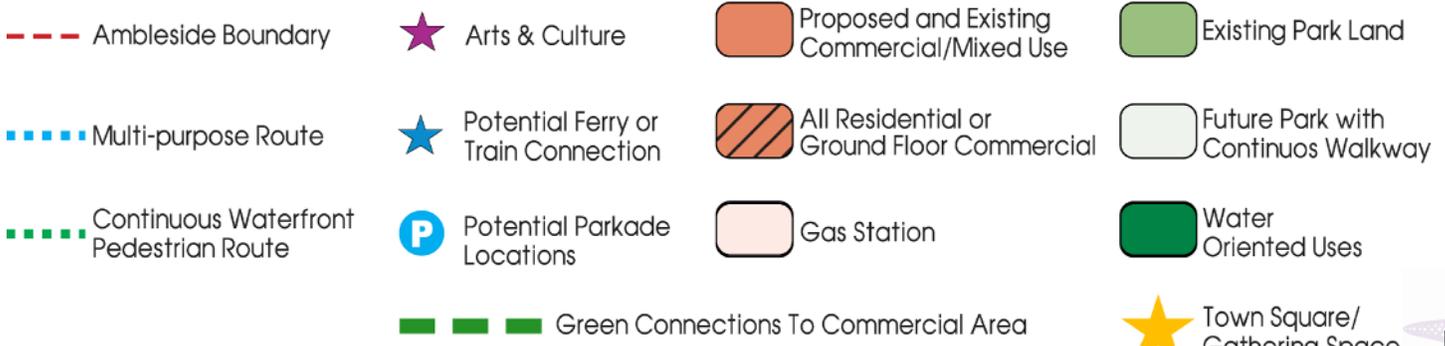
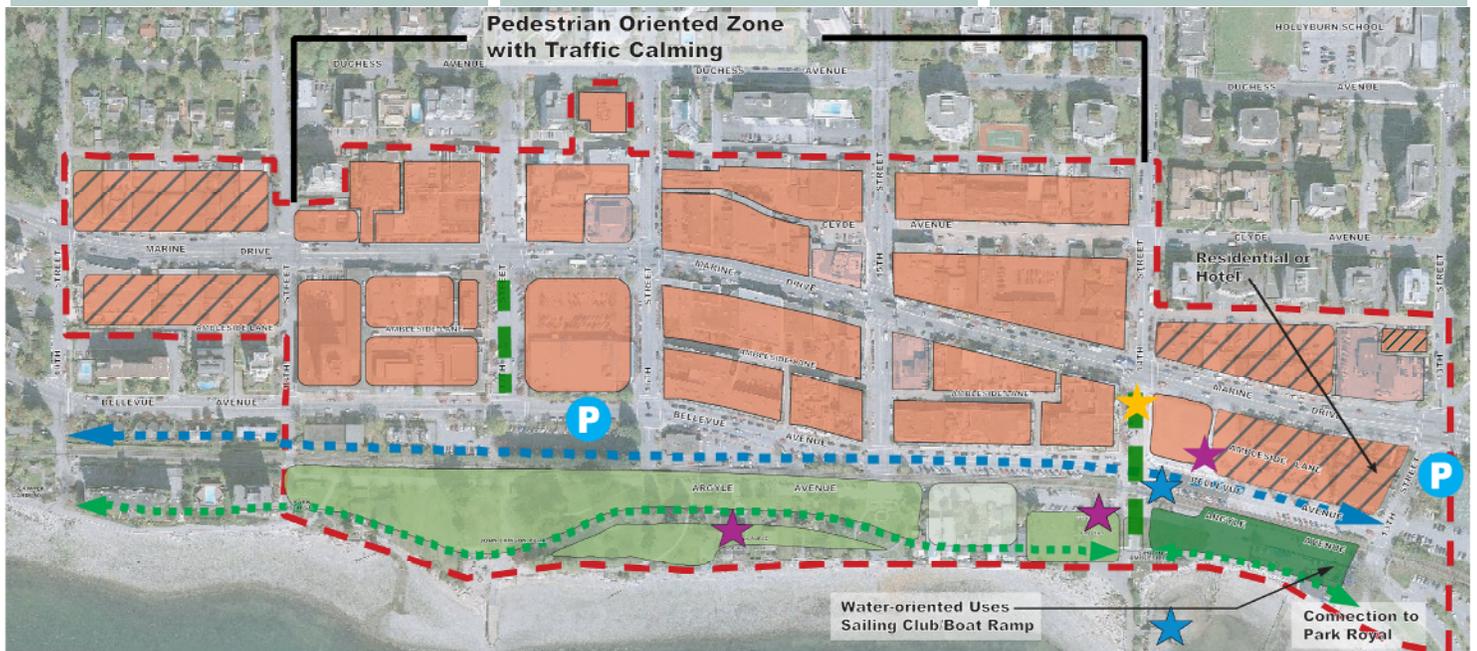
- Update regulations to support renewal and sustainability
- Reduce approval process uncertainty

Land Use Policies

- ◆ Create a compact, more intense, convenient and interesting commercial area
 - a. Focus on a more vibrant core
 - b. Require commercial use on the second storey facing Marine Drive in the core to ensure adequate supply of office space
 - c. Encourage renovation of existing small scale buildings where redevelopment is not feasible
 - d. Change Clyde Avenue from Service Industrial zoning to a mix of commercial and residential use

- ◆ Support more vibrant and attractive commercial, civic and service components
 - ◆ Increase the proportion of residential use, particularly in the periphery of the current commercial area, emphasizing its role as a “living” Town Centre.
 - ◆ Expand the variety of cultural experiences within the commercial area, encouraging the role of a Town Centre cultural village.
 - a. Encourage provision of cultural and community use spaces as part of larger new development as a community benefit
 - b. Creation of entrance and place defining buildings and public squares on 14th Street and upon the waterfront

- ◆ Strengthen the waterfront’s role in the Town Centre, with increased cultural and recreational activity and stronger functional links
 - a. Expand the Civic Area from the Ferry Building up to 14th – including a possible plaza on 14th/ Marine
 - b. Encourage commercial activities on the north/south streets at street level
 - c. Use arts and culture as a vehicle for linking the commercial area to the waterfront
 - d. Use the north/south streets to provide visual access to the waterfront

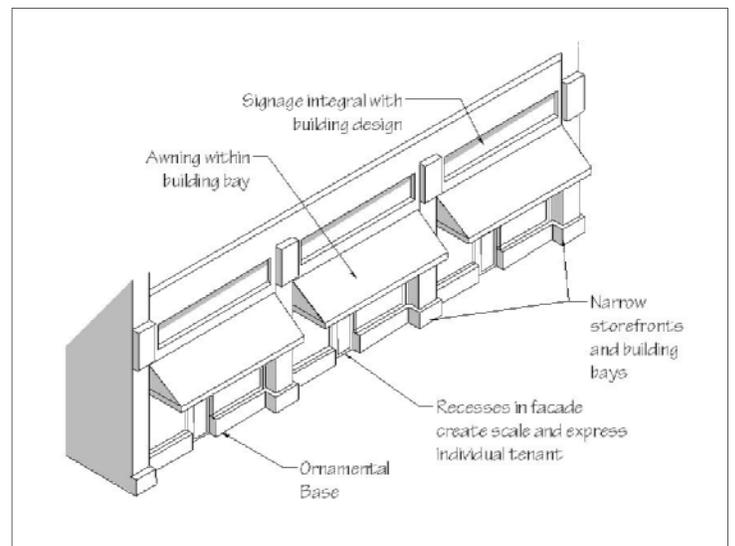
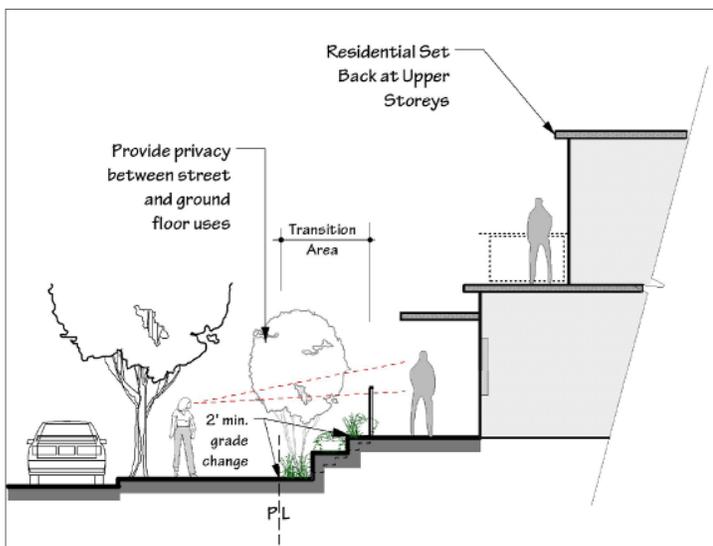


Building Form Policies

- ◆ Enhance identity through Ambleside-specific development guidelines
 - a. Residential Design Guidelines
 - b. Commercial and Mixed Use Guidelines
- ◆ Building Height
 - a. Encourage intensification and a sense of pedestrian scale by allowing buildings to be three storeys but providing for a fourth in some circumstances where criteria can be met

- b. In some very restricted circumstances, consider higher buildings if local community benefit is enhanced.
- c. Building height and site width minimums
 - i. Lots up to 60 feet in width - Two Storeys
 - ii. Lots between 60 and 120 feet in width - Three Storeys
 - iii. Lots 120 to 220 feet in width - Four Storeys
 - iv. Lots greater than 220 feet in width - Four Storeys, review potential for increased community benefit associated with height variation

- ◆ Building Form Controls
 - a. Maintain a sense of intimacy and interest on the street via terracing of upper storeys and a requirement for the façade of the building to have the appearance of small scale business frontages.
 - b. Consider sunlight on street, views toward both the water and the mountains



Waterfront Policies

- ◆ Provide continuous walk in proximity to the water
- ◆ Reduce or eliminate the impact of vehicular access on Argyle

- ◆ Enhance natural shoreline
- ◆ Provide pockets of arts and culture themes

- ◆ Continue the current waterfront acquisition policy
- ◆ Improve functionality of the Boat Ramp/Sailing Centre
- ◆ Possible future ferry and train connections



Streets & Parking Policies

- ◆ Create a sense of arrival at 13th and 19th through medians and signage
- ◆ Consider re-aligning 13th
- ◆ Enhance the pedestrian environment by way of increased sidewalks and landscaping

- ◆ Maintain the existing street vehicular circulation within the Town Centre while enhancing parking
 - Maintain circulation pattern
 - Utilize curb extensions at corners

- ◆ Parking
- ◆ Create attractive pedestrian and cycle links between Ambleside, Park Royal and Civic Centre Area



Before

After