

PLACE MAKING

REZONING RATIONALE

The District of West Vancouver's 2008 Ambleside Village Centre Strategy identifies three large sites, including the 1300 Block of Marine drive, where there is the potential for comprehensive redevelopment. The Official Community Plan (OCP) states that it is in the public interest to consider proposals for heights above four storeys and building areas above 1.75 Floor Area Ratio (FAR) because the size and configuration of these larger sites provides greater design flexibility, and because redevelopment could yield significant public benefits. Approval of taller buildings with more floor area is up to the discretion of Council following a public review of the design and its benefits.

Grosvenor's assembly of the entire 1300 Block allows for a comprehensively planned redevelopment concept. In 2010 Grosvenor began assembling all of the private land on the 1300 Block. In early 2011, Grosvenor and the District of West Vancouver (DWV) entered into a Memorandum of Understanding for the negotiation of a Purchase and Sale of DWV lands on the 1300 Block. Before preparing plans, Grosvenor's team organized a successful series of Ideas Fairs through 2011 to engage residents, business owners and youth and to listen to their vision of what the 1300 Block could become. In March 2012, following a year of negotiation, DWV Council approved the execution of agreements to sell the District-owned lands on the 1300 Block (south side) of Marine Drive to Grosvenor subject to a number of conditions including a successful rezoning.

The rezoning and development concept presented in this document offers many compelling public benefits that could not otherwise be achieved through piecemeal redevelopment. Consolidation of the block allows greater design freedom as the building and public space can be shaped and distributed throughout the block in many ways.

LAND USE

- Retail: The 1300 Block has a long history of commercial use. Its high profile as the gateway to Ambleside and West Vancouver provides local businesses with visibility and customer traffic. Retail uses at street level create animation and continuity and build Ambleside's role as a key local shopping area.
- Residential Use: Residential is the highest and best use for above grade space. The wide site allows a terraced form of development that opens up views from adjacent streets. Smaller units are arranged on the north face of the building while larger suites are planned for the south.

HEIGHT

- Both the west and east buildings are two storeys where they meet the street. This provides a human scale experience at grade. Each floor above the second level terraces back from the street, opening up public

views and shared views from other upslope housing. The West building terraces to 8 storeys towards the centre of the block; the East building terraces to 7 storeys.

SETBACKS & BUILDING MASSING

- Generous setbacks are provided on Marine Drive to create sidewalks no less than 15 ft. in width (compared to 10 ft. on other blocks). 14th Avenue features a 30 to 50 ft. wide promenade, with public art, landscaping and street furniture for the enjoyment of pedestrians. Mid-block, the two buildings are set back, framing a covered 7,000 sf. galleria with views to the water. These setbacks create a human-scale building edge, and create pedestrian amenity and connectivity through the 570 ft long block.

COMMERCIAL REVITALIZATION

Comprehensive redevelopment of the 1300 Block will strengthen and re-establish Ambleside's role as the community's centre. Of the commercial land between 13th Street and 19th Street, the block represents approximately 10% of the commercial footprint and 10% of the Marine Drive frontage. Taking into account the double fronting nature of the site, it accounts for approximately 15% of the total retail frontage in Ambleside.

There are challenges. There has been relatively little new investment in Ambleside in many years and the expansion of competing regional centres like Park Royal Mall has drawn market share away from traditional street-oriented local shopping.

This project will distinguish itself by offering what the mall cannot - a waterfront hub for shopping, meeting and relaxing with friends and family in close proximity to art and art facilities. Local serving shops, services, restaurants and cafes will create a new 'living room' for West Vancouver. The mix of street-oriented shops and services will create a distinctive, fine-grained retail frontage that retains and enhances the small-scale pedestrian character of Ambleside. Public art is located throughout the project.

The character of 1300-block will reflect and complement its many edges.

- **Marine Drive** – the District's main thoroughfare is a focus for retail and service businesses and features expanded sidewalks with superior finishes and pedestrian weather protection.
- **14th Street** is a short connection from Marine Drive to the waterfront and connects to the historic ferry terminal. The proposed design includes a 24 ft. setback from the property line to create a 30 to 50 ft wide pedestrian promenade. This will replace the temporary art greenway that Grosvenor installed in the Spring of 2011. Sculptural Art installations are proposed for the Marine Drive and Bellevue corner of 14th Street.

- Along **Bellevue Avenue**, restaurants and cafes can take advantage of the site's proximity to the waterfront. Bellevue Avenue will be raised to the grade of the railway to enhance views for pedestrians.
- The mid-block **Pedestrian Galleria** includes smaller shops, connectivity to Marine Drive, and a dramatic outdoor "living room" for year-round public use and enjoyment. The covered galleria will be open at each end and is at least as wide as the atrium of the West Vancouver Community Centre. It features storefronts, public art, landscaping, water features, seating, and views to the water.
- Grosvenor commissioned a work of **Public Art** to honour the 1300 Block and Ambleside's status as West Vancouver's gateway. "The Best Day Ever" by West Vancouver artist Douglas Coupland recalls beach combing - a favourite West Van past-time. With its raised position on Bellevue Avenue, it visually ties building and public realm to the waterfront.

NEW HOUSING CHOICES

The incorporation of 88 highly livable terraced residential homes above the retail level offers new housing choices for West Vancouver residents seeking single level living in a walkable, high amenity neighbourhood. This meets the changing demographics of the District. The Housing Working Group observed in 2008 multi-family housing is important for older residents relocating and aging in place within their own community:

- 70% of people age 65+ who relocated within West Vancouver between 1996-2001, moved into duplexes, townhouses or apartments
- 79% of people aged 15-34 and 86% of people 55+ who moved to other municipalities, moved into attached multi-unit housing.

The Working Group identified a desire for housing with less area than typical single-detached homes, more manageable gardens, opportunities for single-level living, and flexible designs. They noted alternatives for single-family home owners seeking to downsize will drive housing turnover that frees up older housing that is typically more affordable than new homes.

Currently, few new developments offer single level living in a mid-rise terraced form. High demand is anticipated from West Vancouver households who wish to downsize from single-family houses. From our conversations with residents, we also know ample units with sufficient bedrooms and living space are in short supply in West Vancouver. Many citizens have relocated outside of the District to find appropriately sized accommodation.

This responds to the OCP, offering a range of unit sizes. 34% of the units are under 1,500 sf. Responding to market demand, 33% of units between 1,501 sf to 2,500 sf, and 33% are over 2,500sf.



COMMERCIAL REVITALIZATION - FUTURE MARINE DRIVE

PUBLIC BENEFITS

COMMUNITY AMENITY CONTRIBUTIONS (CACs)

Comprehensive redevelopment of the 1300 Block generates significant community amenities. Consistent with District Policy, Grosvenor and the District will negotiate a combination of in-kind and cash contributions.

LANDMARK ARCHITECTURE

James Cheng has designed a landmark terraced development worthy of the site at the gateway to West Vancouver and Ambleside. The proposed buildings and landscape address the 1300 Block's long role as part of Ambleside's local shopping corridor on Marine Drive, and they also celebrate the site's connection to the waterfront.

RETAIL REVITALIZATION

The redevelopment of the site will provide retail continuity for the 1300 Block and create a local destination for West Vancouver citizens. Comprehensively managed, the 1300 Block retail will offer a mix of restaurants, cafes, local serving retail and service uses.

FESTIVAL STREETS

Special festival street treatments are proposed for 14th Street and Bellevue Avenue so that these streets can be used periodically for community events.

14th Street: The proposed building will be set back along 14th Street to accommodate a wide pedestrian promenade with public art, landscaping and street furniture. This is consistent with DWV planning policy which identifies 14th Street as a major north-south pedestrian link.

Bellevue Avenue: Bellevue Avenue will be raised to the level of the adjacent railway tracks. This will give people views of the water rather than views of the rail bed. Special street paving treatments will reinforce Bellevue as a festival street (and calm traffic).

PUBLIC ART

The site design features art, culture and landscaping to connect Ambleside to the waterfront. Grosvenor has commissioned artist/author Douglas Coupland to develop a playful waterfront oriented sculpture concept to be installed throughout the 1300 Block.

CIVIC USES

Artists for Kids Gallery: At the Ideas Fairs, citizens asked for a museum or gallery as an integral part of the 1300 Block redevelopment. Inspired by the contributions and commitment of the celebrated West Vancouver artist Gordon Smith and his work with the non-profit Artists for Kids Trust, Grosvenor proposes to dedicate to the District a 1,200 square foot space as a multipurpose gallery and education facility at the corner of Marine Drive and 13th Avenue. AFK has agreed with this proposal in principle.

PUBLIC PARKING

A total of 109 on-site parking stalls are proposed to serve the commercial uses on the 1300 Block (a ratio of 2.5 stalls per 1,000 sf of commercial use). Over and above this ratio, Grosvenor is proposing another 15 stalls in the P1 level of the building for general public use.

SUSTAINABILITY

Comprehensive mixed-use development of this transit-oriented block presents opportunities for social, economic and environmental sustainability. The development is being designed to a LEED Gold standard.



PUBLIC ART - COUPLAND'S
"THE BEST DAY EVER"



FESTIVAL STREETS - 14TH STREET
PEDESTRIAN PROMENADE.