



Ambleside Village Centre Strategy



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EXECUTIVE SUMMARY

STRATEGIES & POLICY SUMMARY

The Ambleside Village Centre Strategy is the outcome of a review process to determine a new vision for the Ambleside as the heart of the West Vancouver. This document includes targeted actions, policy statements, and design guidelines that are the foundation for implementing the strategy.

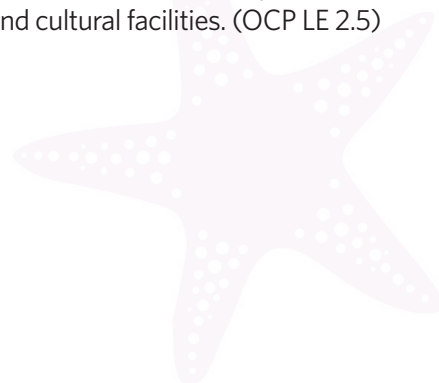
To give effect to many of the actions, policies and guidelines set out in this strategy an Official Community Plan (OCP) amendment and Zoning amendment were necessary. The amendment bylaws were adopted in July, 2008. For convenience, the relevant adopted OCP Policy numbers are shown in brackets at the end of each Policy Heading. In addition, the adopted Zoning Bylaw is attached as Appendix A.

The following outlines the proposed strategies and policies, which are discussed in detail in Section 5.

5.1 DEVELOPMENT STRATEGY

(Adopted Official Community Plan (OCP) policy numbers in parenthesis)

- 5.1.0 Reinforce the role of Ambleside as West Vancouver's Village Centre. (OCP LE 2)
- 5.1.1 Assist in the development of a Business Improvement Area program with the local business community, to promote the area and to encourage an attractive mix of retailers and services. (OCP LE 2.2)
- 5.1.2 Update regulations to support building restoration, renewal, and sustainability. (See Guidelines BF-C 3, Items 21 and 22)
- 5.1.3 Make community objectives clear in policies, guidelines, and regulations to reinforce the ability to secure their achievement, and to increase building permitting predictability. (OCP LE 2.3)
- 5.1.4 Implement a policy for securing community benefit in new development. (OCP LE 2.4)
- 5.1.5 Integrate strategies for the Village Centre, Arts and Culture, Ambleside Park, and the Argyle Waterfront. (OCP LE 2.1)
- 5.1.6 Continue to consider needs and opportunities for the Ambleside Village Centre in the development of long-range strategies for the use of Municipal Hall, Museum, Police Building, and other civic and cultural facilities. (OCP LE 2.5)



5.2 LAND USE

- 5.2.0 Enhance Ambleside Village Centre as West Vancouver's recognized Village Centre. (OCP BF-C 3)
- 5.2.1 Create a compact, more intense, convenient, and interesting commercial area. (OCP BF-C 4.2)
- Focus on a more vibrant core by encouraging the concentration of commercial, retail, and restaurant uses between 14th and 18th Street.
 - Require commercial use on the second storey facing Marine Drive within this core to ensure adequate supply of office space and avoid conflicts with Marine Drive activities.
 - Encourage renovation of existing small-scale buildings where development is not feasible. (See Guidelines BF-C 3, Items 21 and 22)
 - Clyde Avenue changed from Service Industrial zoning to a mix of commercial and residential use. (See Zoning Map)
- 5.2.2 Support more vibrant and attractive commercial, civic, and service components. (OCP BF-C 4.3)
- 5.2.3 Increase the proportion of residential use, particularly in the periphery of the current commercial area, emphasizing its role as a "living" Village Centre. (OCP BF-C 4.4)
- 5.2.4 Enhance Ambleside Village Centre's sense of place and uniqueness, including its growing role as a home for civic and cultural activities. (OCP BF-C 4.5)
- Encourage provision of cultural and community-use spaces as a community benefit in larger new developments.
 - Achieve a sense of entry/gateway at the entrances to Ambleside.
 - Encourage the creation, within the adjacent business area, of a national status gallery.
 - Provide multiple opportunities for community meeting places, and the use of streets and plazas as venues for civic events.
- 5.2.5 When considering re-zoning applications or new building, encourage rental and accessible units. (OCP BF-C 4.9)
- 5.2.6 Strengthen connections between the waterfront and Village Centre, with increased cultural and recreational activity, and stronger functional links.
- Retain the ability to utilize municipal streets i.e. 14th and 17th, as the District deems appropriate, including closing of a street or streets on an infrequent basis in order to host community events.
 - Encourage commercial activities on the north/south streets to increase pedestrian interest and activity and to draw people both from the waterfront and to the waterfront. (OCP BF-C 4.6)
 - Use arts and culture as a vehicle for linking the commercial area to the waterfront. (OCP BF-C 4.6)
 - Use the north/south streets and maintain landscaping to provide visual access to the waterfront. (OCP BF-C 4.6)

5.3 BUILDING FORM & HEIGHT

- 5.3.1 Enhance identity through Ambleside-specific development guidelines. (Development Permit Designation BF-C 3)
- 5.3.2 Building Height Policies:
- a. Two to three storey buildings would be provided for on typical smaller sites. A fourth storey would be permitted or considered in limited situations. (OCP BF-C 5.3)
 - b. Building height and site width minimums (See Zoning Bylaw)
 - c. Consider buildings over four storeys on three special sites along Marine Drive—1300 block south, 1400 block north, 1600 block south. (OCP BF-C 4)
- 5.3.3 Building Form Controls (See Zoning Bylaw):
- a. Maintain a sense of intimacy and interest on the street via terracing of upper storeys and the façade of the building to have the appearance of small scale business frontages.
 - b. Consider sunlight on street, and views toward both the water and the mountains.

5.4 WATERFRONT (OCP BF-C 4.7)

- 5.4.0 Continue the development an Argyle Waterfront Plan in coordination with the Village Centre objectives.
- 5.4.1 Provide for a continuous walk in proximity to the water.
- 5.4.2 Reduce or eliminate the impact of vehicular access on Argyle.
- 5.4.3 Enhance the natural shoreline by providing planting and beach restoration.
- 5.4.4a Provide for improvement and expansion of the Ferry Building Gallery.
- 5.4.4b Consider updating (and possibly relocating) the Silk Purse Gallery and Performing Arts Space.
- 5.4.5 Continue the current waterfront acquisition policy.
- 5.4.6 Improve functionality of the Boat Ramp/Sailing Centre.
- 5.4.7 Consider future ferry and train connections.
- 5.4.8 Consider small scale food services and arts related retail as accessory uses in support of waterfront arts facilities and public enjoyment of the seaside venues.



5.5 STREETS AND PARKING (OCP BF-C 4.8)

- 5.5.0 Provide street design improvements and parking facilities that complement and enhance the Ambleside Village Centre.
 - a. Use new building to shape and define the street as a pedestrian space.
 - b. Encourage access to retail on the lanes and side streets.
- 5.5.1 Create a sense of arrival at 13th and 19th Streets through medians and signage.
- 5.5.2 Consider re-aligning 13th
- 5.5.3 Enhance the pedestrian environment by way of wider sidewalks, landscaping, and curb extensions at crosswalks to provide priority for pedestrians.
 - a. Secure wider sidewalks
 - b. Utilize curb extensions at corners
- 5.5.4 Maintain the existing street vehicular circulation within the Village Centre while enhancing parking.
 - a. Circulation
 - b. Parking Considerations
 - c. Provide mechanism to allow consideration of minor additions to existing buildings without requiring additional off-street parking
 - d. Consider developing and implementing a parking reserve fund for minor variations in parking, where an owner could contribute money in lieu of parking and the funds used to provide common or improved parking elsewhere in Ambleside
- 5.5.5 Create attractive pedestrian and cycle links between Ambleside, Park Royal Shopping Centre, and the Civic Centre area.
- 5.5.6 Ensure that future developments along Bellevue consider the issue of under-grounding the overhead lines along the railway corridor as part of a community benefit package.



1. INTRODUCTION

West Vancouver's 2004 Official Community Plan provides a framework of planning principles, objectives, and policy directions that reflect local community values and aspirations, as well as regional roles and responsibilities.

A key priority and policy direction identified in the Community Plan is to reinforce the role of Ambleside as West Vancouver's Village Centre (Policy LE2) and to conduct an Ambleside Village Centre Review to identify measures that could strengthen and enhance this role (Framework for Action).

The Ambleside Village Centre Strategy is the outcome of this review process. It responds to Community Plan directions with targeted actions, design guidelines, and an implementation strategy that support a vision for Ambleside as the vibrant heart of West Vancouver—with integrated commerce, housing, civic, arts, cultural, and waterfront activities. It is closely linked with three other important initiatives for the area: the Arts and Culture Strategy, the Ambleside Park Vision Plan, and the Argyle Waterfront Plan. Together, these elements will form an integrated Ambleside Area Plan, identified as a key special project in the 2006 - 2008 Corporate Business Plan.

The review process included community consultation with business operators, property owners, local residents, and the wider community. It explored opportunities for strengthening Ambleside and creating a successful commercial area by gaining a better understanding of local real estate economics, determining functionally appropriate land uses and building forms, assessing design elements and potential view impacts of building form, and identifying success factors for street front commercial areas. It also focused directly on the changing roles of Ambleside, and what unique strengths, current or potential, could be used to sustain its future.

The Ambleside Village Centre Strategy supports the principles and objectives of the Community Plan for a vibrant and diverse local economy and a strong and vital Village, that enhances the quality of life in West Vancouver. It supports the goals of the Liveable Region Strategic Plan for complete communities and Village Centres with a mix of activities and opportunities for day-to-day life. It works within a planning framework which aims to strengthen the long-term social, economic, and environmental sustainability of the community.



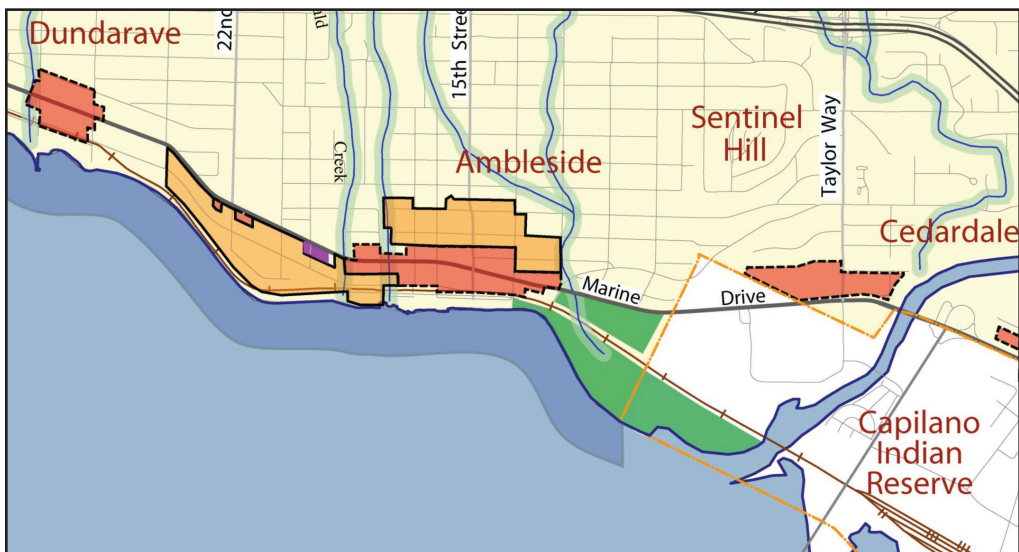
Ambleside from Lions Gate Bridge

2. STUDY AREA & PURPOSE OF THE STRATEGY

Located at the southeastern end of the community, in a picturesque waterfront setting, the Ambleside Village Centre is bounded by 13th Street to the east, 19th Street to the west, the waterfront to the south, and the apartment area along Duchess and Clyde Avenues to the north. Within this area, there are over 550 commercial and retail businesses that meet the daily shopping and service needs of local residents, and generate employment in the community. Marine Drive is the “Main Street” thoroughfare for the area, and the focus for retail activity. Secondary retail areas exist along Bellevue and Clyde Avenues. Residential uses are located above ground level, but are limited in number.

Numerous civic, cultural, and recreational uses are found within and around the Ambleside Village Centre Area. These include the Library, Ambleside and John Lawson Parks, and the Ferry Building Gallery, to name a few.

The Park Royal Shopping Centre is located to the east along Marine Drive.



Study Area in Context

The purpose of the Ambleside Village Centre Strategy is to recommend specific policies, design guidelines, and implementation measures aimed at reinforcing the role of Ambleside as West Vancouver’s Village Centre. The strategy responds to the unique qualities of the area, including both challenges and opportunities. It supports a vision for Ambleside as the vibrant heart of a sustainable, complete community.

Several background reports and discussion papers were developed in the initial study of the Ambleside area to assist in the development of the Strategy. These reports include the following and are available for review upon request.

- Comparison of Local Shopping Areas - Ambleside, Dunbar, 4th Avenue, Kerrisdale, and Edgemont Village (2005)
- Economic Review, Altus Group - Real Estate Advisors (2005)
- Economic Review, GP Rollo and Associates - Land Economist (2006)
- Executive Summary of Parking Study, Bunt & Associates - Transportation Planners (2005)

3. CONTEXT: AMBLESIDE TODAY

3.1 Development

3.1.1 Development History

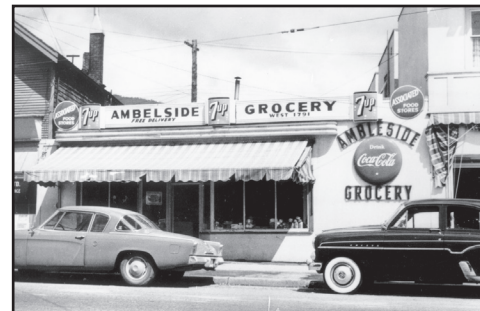
West Vancouver was originally a series of small residential villages and summer cottages scattered along the shoreline from Ambleside westward (circa 1900s). The Ambleside waterfront was the community's centre of commerce—goods were accessed via the water and passenger ferries transported visitors and residents to and from Vancouver and other areas of the North Shore. With the opening of the Lions Gate Bridge in 1938, access to the community shifted away from the water, and Ambleside's commercial activities refocused along Marine Drive.



14th Street Pier, 1920's



Marine Drive looking west, 1940's



Commercial Area, 1950's

In 1954, the nearby Park Royal Shopping Centre opened at the eastern entrance to the community. This presented a challenge for the Ambleside commercial area as many consumers were drawn to the newer shopping area which offered ample parking, shops, and services. Over the years, subsequent upgrades and redevelopments at Park Royal Shopping Centre have continued to challenge the Ambleside business area.

In 1958, West Vancouver adopted a new Community Plan which included a policy to allow high-rise apartments in the 50 acre area surrounding the Ambleside commercial centre. Rezoning for apartments was intended to respond to demand

for new housing types, broaden the tax base, and revitalize the Ambleside commercial area by increasing the consumer base and improving the surrounding residential area.

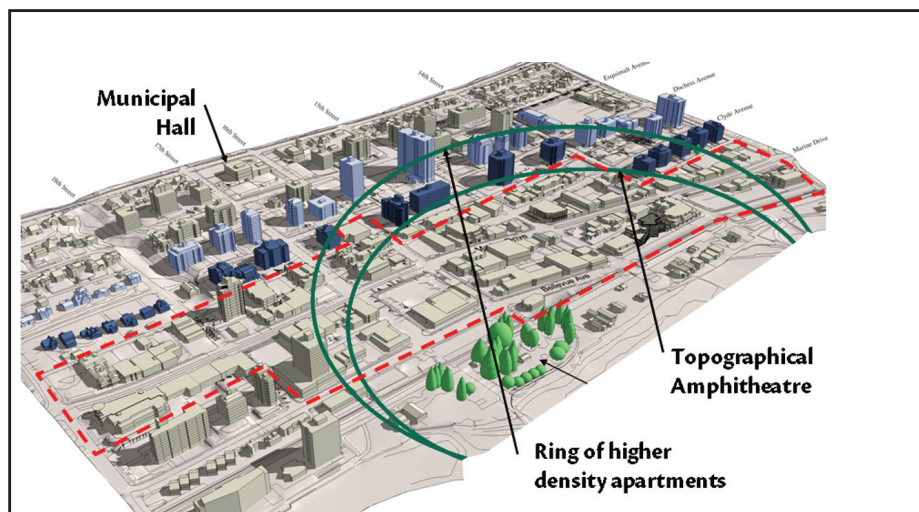
In 1980, the West Vancouver Community Plan designated the Ambleside Village Centre as a Development Permit Area. This designation enabled the municipality to implement special development guidelines for the area to enhance its form and character, and to ensure that design considerations were properly integrated into new developments. A revitalization plan was also implemented in the late 1980s, with a focus on enhancing the Centre's village character and pedestrian environment. A number of streetscape improvements were initiated as part of the plan (street furniture, trees, planting, and lighting).

With the possible exception of Bellevue Avenue, very little redevelopment has occurred in Ambleside over the past 25 years. Development economics, lot patterns, property ownership, zoning and development regulations that have evolved over time have made assembly and redevelopment in the area challenging. During the 2004 Community Plan update process, concerns were expressed over the economic health of Ambleside and the need to reinforce and expand its role in the community. The Ambleside Village Centre Review was initiated to address these underlying challenges, and to move forward with a renewed vision.

3.1.2 Physical Boundaries, Built Form, Lot Pattern

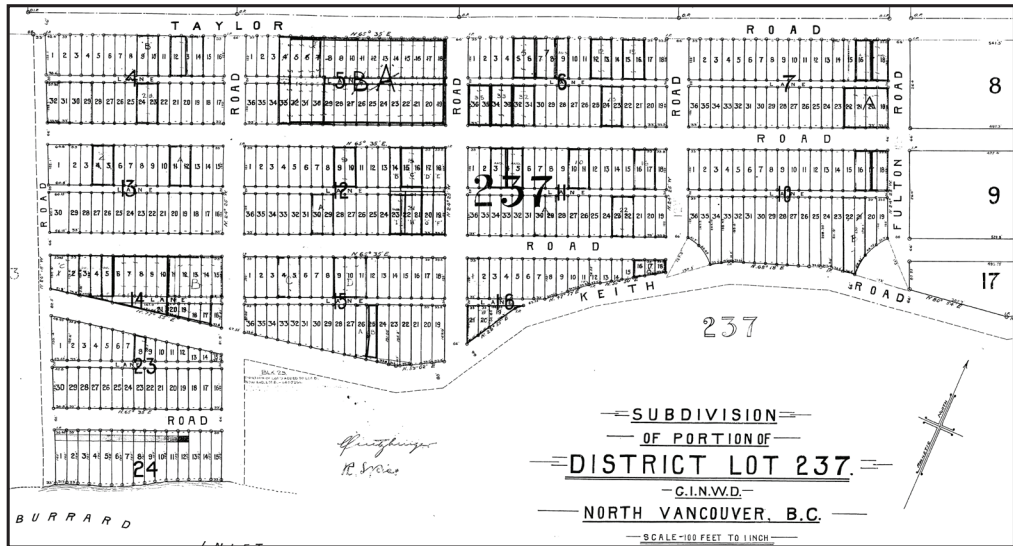
The Ambleside Village Centre exists in a topographical amphitheatre, gently sloping up to the north and west. The fairly low scale commercial area of one to three storey buildings is defined and contained at its edges by a ring of high-rise residential buildings to the north and west and by the waterfront to the south. This combination of topography, orientation, and building form offers a number of advantages:

- It helps to identify the area;
- It creates a south facing orientation towards the water and,
- It allows for views from the surrounding residential areas.



Physical Area

The grid pattern of the streets in Ambleside is easily recognizable, and increases opportunities for wayfinding, view corridors, and connections to the waterfront. This, and the rectilinear nature of the smaller lots, was typical of early 1900s subdivisions. Although many of the lots have been amalgamated into larger parcels over time, the small lot pattern is still evident today along Marine Drive. This is an asset for preserving and enhancing the “Main Street” character of Marine Drive, as there already exists buildings and storefronts that are narrow and close together, providing visual variety and interest along the street. Ambleside’s sense of place and identity could further benefit from a stronger gateway at Marine Drive and 13th Street.



Early Survey of Ambleside, 1911

3.1.3 Building Character

There is a mix of building characters in Ambleside described in the general categories below. A variety of building ages and styles as well as retrofitting have contributed to this eclectic mixture. One element that provides cohesion along the street is the character of the traditional small scale storefronts at street level. Maintaining this character will assist in preserving Ambleside’s sense of place and identity (i.e. small storefront increments, recessed entries, large display windows with base detailing). Varying the scale of buildings in future developments will also add visual interest and complement the existing fabric.

- **Traditional Storefront** - simple, rectangular, small scale, one-storey with some two-storey buildings constructed out of wood or concrete block; recessed entries, large display windows, brick base detailing and parapet roof design; recessed entries create transition from the sidewalk to store; large display windows and narrow frontages add visual interest.

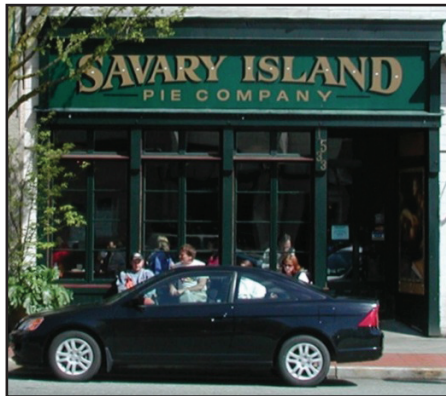
Examples:

- MacDonald Realty (1575 Marine);
- Savary Island (1533 Marine);
- Bean Around the World (1522 Marine);
- 1769/73 Marine (two storey building renovation done in 1989);
- Margareta (1512 Marine).

- **Traditional Village** – rooted in English Character, this Tudor style is exhibited in a few remaining buildings which were most likely conversions from previous houses; typically two storey buildings with gable end elements, and dark wood timbers with infill of a lighter plaster.

Examples:

- Second storey of Amici (1845/49 Marine),
- Hollyburn Eye Clinic (1516/18 Marine).



Traditional Storefront



Traditional Village

- **Mid-century Modern** – sleek horizontal lines, sparse and clean detailing, and bullnose or rounded elements.

Examples:

- 1859/65 Marine;
- Ambleside Fish Market canopy (1482 Marine);
- West Vancouver Liquor Store (1502 Marine);
- Public Safety (Police) Building (1310 Marine).

- **Contemporary** – newer buildings, usually three storeys; larger in scale, but broken up visually and volumetrically by stepping back from the property line on upper stories, horizontal building lines, and changes in materials; usually concrete construction with accents like brick, stone, tile, or stucco detail.

Examples:

- Hollyburn Medical Centre (1645/95 Marine);
- VanCity (1402 Marine).



Mid-century Modern



Contemporary

3.1.4 Parking

An adequate supply of conveniently located parking is important for commercial area success. There is a general perception of a parking deficiency in Ambleside compared to malls, like Park Royal Shopping Centre. There is also concern about potential loss of parking from streetscape improvements, proposed waterfront enhancements and park development, and potential increases in demand associated with possible new uses (e.g. ferry service at the foot of 14th).

A parking study was conducted for this Ambleside review and concluded that:

- Parking demand often exceeds supply in a number of locations. This includes on-street parking along almost every block on Marine Drive, Clyde Avenue, and the north/south side streets close to Marine Drive, as well as, on private property such as the Hollyburn Medical Centre, Shoppers Drug Mart, Village Square/Clyde Avenue;
- The existing supply of off-street parking associated with specific buildings is fragmented, inconvenient to access, lacks visibility from the street, and is often restricted to employees or specific businesses. As a result, it is underutilized and results in heavy dependence on shared on-street parking stalls.

The parking study concludes that the Zoning Bylaw parking requirement of one stall per 400 sq. ft. of gross floor area is reasonable compared to other municipalities, but results in some areas of under supply and some of over supply. As redevelopment occurs in Ambleside, more parking will come available through new building construction. Additional improvements to the parking situation could be achieved by:

- Providing for additional public parking in larger redevelopments;
- Developing a “payment-in-lieu” parking option for smaller projects;
- Planning for future parkade locations;
- Better utilization of the supply of off-street parking by offering alternative employee parking, optimizing the visibility, access and configuration of off-street parking, and developing a shared parking bylaw;
- Strengthening enforcement of on-street parking in key areas during peak demand period (note: Parking enforcement in Ambleside has significantly been stepped up since 2007 and this has resulted in increased availability at peak times).

3.1.5 Zoning and Development Permit Area Designation

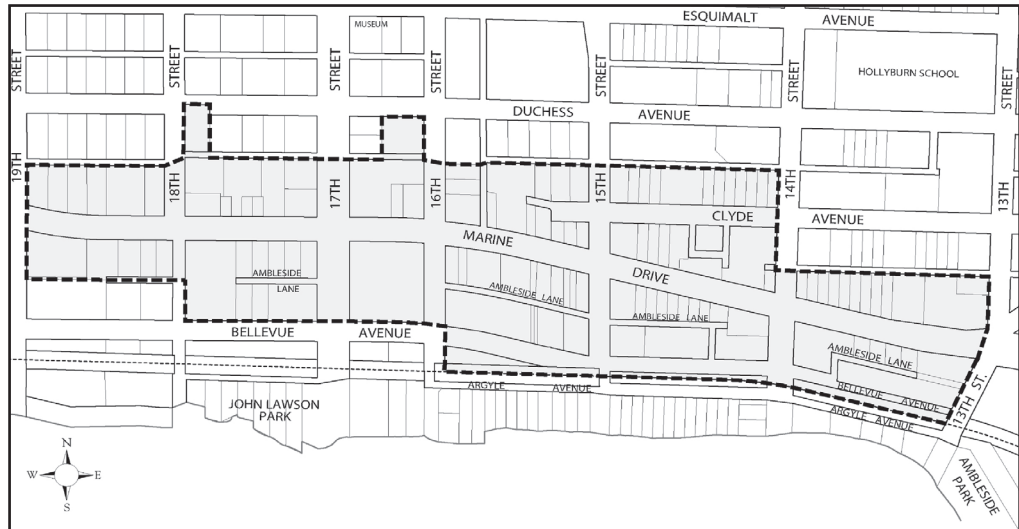
Development in Ambleside is regulated by the Development Permit Area Designation in the OCP and by the Zoning Bylaw.

a. Adopted Development Permit Area Designation and OCP Policies

The Development Permit Area Designation guides the form and character of developments, and enables the Municipality to ensure that special physical, environmental, siting and design consideration are properly integrated for long-term quality development. The adopted Development Permit Area Designation are discussed in greater detail in Section 5. The Design Guidelines (Development Permit Area Guidelines) for Ambleside are provided in Section 6.

b. Adopted Zoning Bylaw Regulations

As a result, of community, Working Group, and Council discussion, the Zoning for most of Ambleside was updated to either AC1 or AC2. These new zones are included in Appendix A: Zoning Bylaw.



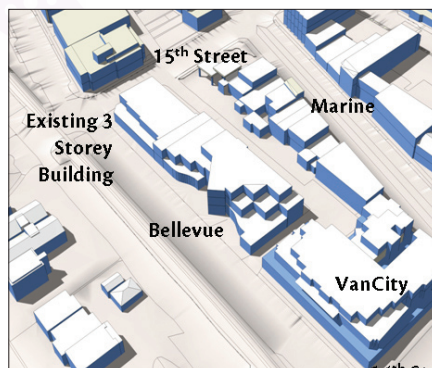
Ambleside Village Centre Development Permit Area Designation Map BF-C3

c. Adopted Height Regulations

Height within the Ambleside area is regulated in the Zoning Bylaw and OCP policy BF-C 4 and BF-C 4.1. It allows two to three storey buildings on smaller sites. A fourth storey would be permitted or considered in situations where certain site criteria can be met. The criteria include the lot width is greater than 120 ft.; Lot area is greater than 14,000 sq. ft.; and the difference in average existing elevation from the curb at the front lot line to the lane at the rear lot line is at least 8 ft.

Three sites, the 1300 block (south side), the 1400 block (north side) and the 1600 block (south side) have been identified as special sites that warrant detailed consideration due to their size, location, and configuration. Development at these sites will require a public process including a rezoning.

In Meritorious design is a given for any new building or renovation.



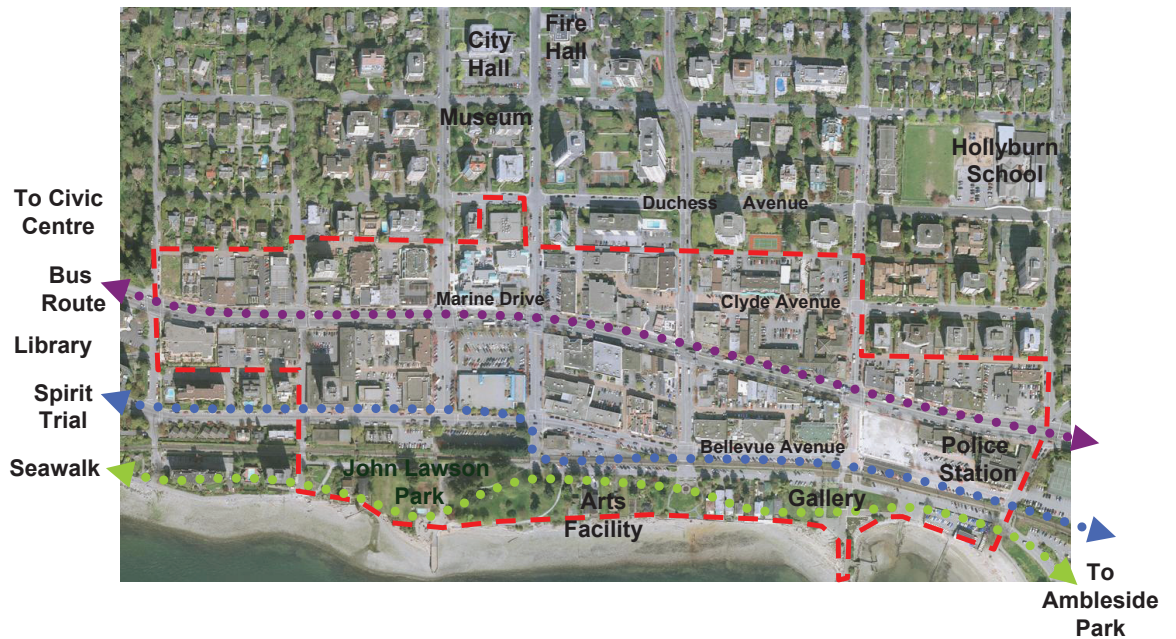
Examples of existing three storey buildings

3.2 Activities and Circulation

The mix of land uses, functions, activities, transportation access, and central location of the Ambleside Village Centre make it an ideal area to focus efforts for a sustainable, complete community.

a. Mixed Commercial and Residential Land Use

Marine Drive is the “Main Street” thoroughfare with commercial activity on both sides. Residential uses are permitted within the Village Centre commercial area but only on the second or third storey. The commercial area is surrounded by a mix of residential uses to the immediate north, west, and east—mainly apartments with some duplexes. The housing mix and concentration of higher density apartments directly adjacent to the Village Centre contributes to the consumer base.



b. Civic Uses, Arts and Culture, and Recreation

Ambleside is a central gathering place for community activities such as the Harmony Arts Festival and Community Day celebrations. A number of parks and civic facilities are located in, adjacent to, or within close proximity to Ambleside.

These include:

- Ambleside Park
- John Lawson Park
- Centennial Seawalk
- Ferry Building Gallery
- Museum
- Library
- Fire Hall #1
- Civic Recreation Facilities at 21st & 22nd
- Municipal Hall
- Public Safety (Police) Building
- Silk Purse Gallery and Performing Arts Space
- Kay Meek Centre
- West Vancouver Secondary School
- Hollyburn Elementary School



WV Museum



John Lawson Park



Silk Purse



Ferry Building



Ambleside Park



Harmony Arts Festival

Integration of these activities and destinations with the Village Centre will contribute to the creation of an active and vital core.

c. Cultural Tourism

As a visitor destination, Ambleside offers shopping, restaurants, and recreation in a beautiful waterfront setting. It is easily accessible from downtown Vancouver via public transportation and could potentially be served by ferry access from downtown Vancouver, False Creek, and Bowen Island. Residents recognize and support tourism initiatives that contribute to the overall community and are compatible with neighbourhood and park objectives as a means of enhancing economic and cultural vitality.

d. Transit

The main Blue Bus Transit line for West Vancouver runs through Ambleside along Marine Drive and provides easy access to and from downtown Vancouver, North Vancouver, Horseshoe Bay ferry connections, and the surrounding residential areas.

e. Cycling and Walking

Ambleside's gently sloping topography offers excellent opportunities for cycling and walking. The pedestrian environment in the commercial area presents some challenges, including modest sidewalk widths that compete with vendor displays, signage, and newspaper boxes. Noise and congestion have also been identified as a concern. Streetscape improvements that enhance the pedestrian environment and offer stronger connections to the waterfront and other civic or cultural uses are encouraged.

Current work to establish a cycling network through Ambleside to other areas will also promote use of alternative forms of transportation. An improved pedestrian walkway, near Pound Road, has recently been constructed between Ambleside and Park Royal Shopping Centre.

f. Vehicular Access /Traffic

Marine Drive is the Municipality's primary arterial route (transportation corridor) and offers direct vehicular access to and from the area, with excellent north/south connections to Highway 1 via 21st Street, 15th Street, and Taylor Way. Bellevue Avenue and Fulton Avenue parallel Marine Drive and function as secondary east/west connector routes.

Traffic circulation in Ambleside is generally good, with traffic volumes averaging around 18,000 vehicles travelling through the intersection of Marine Drive and 15th street in a 24-hour period. Traffic volumes are lower west of 15th. A high volume of truck traffic along Marine Drive has been identified as a concern at certain times of day when noise, vibrations, and congestion are noticeably higher (Marine Drive is the only permitted access for heavy trucks). To better manage overall flows, an initiative to synchronize lights along Marine Drive is currently underway. Phase I (Coordination) of this project has been completed. Phase II (Radio Control) will ensure traffic signals remain coordinated, and will be completed in 2010.



3.3 Commercial and Trade Area Profile

The Ambleside commercial area includes a diverse range of local serving and destination types of businesses. The primary trade area for Ambleside is the eastern half of West Vancouver (generally from 29th Street east). The western half of the municipality provides a secondary trade area.



Ambleside Commercial Corridor Trade Areas (HH p.31)

Ambleside's "Main Street" is a six-block commercial area between 13th and 19th Streets. There are two secondary retail shopping areas: Bellevue Avenue and Clyde Avenue between 14th and 16th Streets. There are a number of anchor stores (Safeway, Shoppers Drug Mart, Home Hardware, and several liquor stores), and city-serving specialty stores (e.g. West Van Florist, Modique Antiques, and the Avant Gardener). Ambleside is home to many restaurants and food services, as well as a high number of personal and professional services, and general office uses. Financial institutions are prevalent. In total, over 550 commercial businesses are operating in Ambleside.

This large and diverse mix of commercial uses reflects Ambleside's role as a Village Centre. However, Ambleside could benefit from a more strategic mix of uses, stronger retail identity and positioning (i.e. to better identify the image or "brand" of Ambleside), and stronger retail continuity and concentration of activity. (Note: large continuous frontages, like Safeway and TD Bank, in some blocks detract from this).

3.3.1 Trade Area Demographics and Population Density

West Vancouver has a combined population of 44,000 residents (primary and secondary trade areas, see map above). On the whole it is a highly educated, affluent population comprised of a mix of family types and ages. However, there is a fairly high proportion of residents in older age groups, and population growth is slow. In the area directly surrounding Ambleside, there is an even higher proportion of older residents, with household incomes that are much lower than the municipal average.

The density of people living in the Ambleside apartment area contributes to the local customer base, but is somewhat offset by the absence of housing to the south given the waterfront location. As a result, Ambleside's overall population density is lower than might be expected.

These attributes present some challenges in terms of the consumer base. In general, higher population densities surrounding a local shopping area increase the local consumer base, and contribute to pedestrian activity and vitality. Younger people typically buy more consumer goods, and households with higher incomes can generally afford to spend more on goods and services.

Adding new forms of housing directly within and around the commercial area could provide new consumers to support the commercial area, while at the same time creating a more vibrant streetscape.

3.3.2 Comparison of Local Shopping Areas

Ambleside presents some unique characteristics that affect its competitive position. In order to better understand Ambleside's relative opportunities and constraints, and its general characteristics, Ambleside was studied in comparison to other local shopping areas including Edgemont Village, Kerrisdale, 4th Avenue, and Dunbar. This study identified a number of challenges and opportunities that are unique to Ambleside.

Challenges:

- Relatively low population density relative to comparison areas
- Predominantly older, local population with lower household incomes
- Lower representation of retail/department store type uses, and grocery/convenience uses
- Possible need to strengthen retail anchors and city-serving specialty stores
- Lengthy "Main Street" corridor (Marine Drive) needs better retail continuity and a more concentrated core area

Opportunities:

- Very attractive waterfront and mountain view setting, close to a number of community amenities
- Several anchor stores (although it could benefit from more), some city-serving specialty stores, and many cafes and restaurants
- Central, accessible location within the transportation network
- Traffic levels that are close to the ideal range for generating business while not detracting from the pedestrian environment

3.3.3 Park Royal Shopping Centre

The Park Royal Shopping Centre is located approximately half a kilometre east of Ambleside at the entrance of West Vancouver along Marine Drive. With approximately 1.2 million sq. ft. of floor space, it is the largest commercial centre on the North Shore. Ongoing enhancements and expansions at Park Royal Shopping Centre have made it a thriving regional shopping centre.

Ambleside can offer the unique experience of social, cultural, and recreational activities, combined with a Village Centre that has a distinct appeal and complements Park Royal Shopping Centre. Efforts to enhance linkages between Ambleside and Park Royal Shopping Centre (e.g. pedestrian walkway, bicycle route) are currently being explored as a means of strengthening the areas mutual consumer base.

3.3.4 Ambleside Business Association (ABA) and a Business Improvement Area (BIA)

Discussions with the business community about the potential for a BIA in Ambleside have been ongoing, and the Ambleside Business Association is currently looking at the various steps required to initiate a BIA proposal. A “Business Improvement Area” designation creates opportunities for commercial renewal through unified, coordinated initiatives for:

- Business recruitment
- Area “branding” and marketing programs
- Creating a more unified image
- Tourism development
- Physical improvements
- Special events
- Effective parking and transportation strategies

A BIA organization establishes its own annual budget, and is funded through an annual levy paid by commercial property owners within defined boundaries. As a non-profit society, the BIA organization can also access additional funding sources at no cost to its membership.

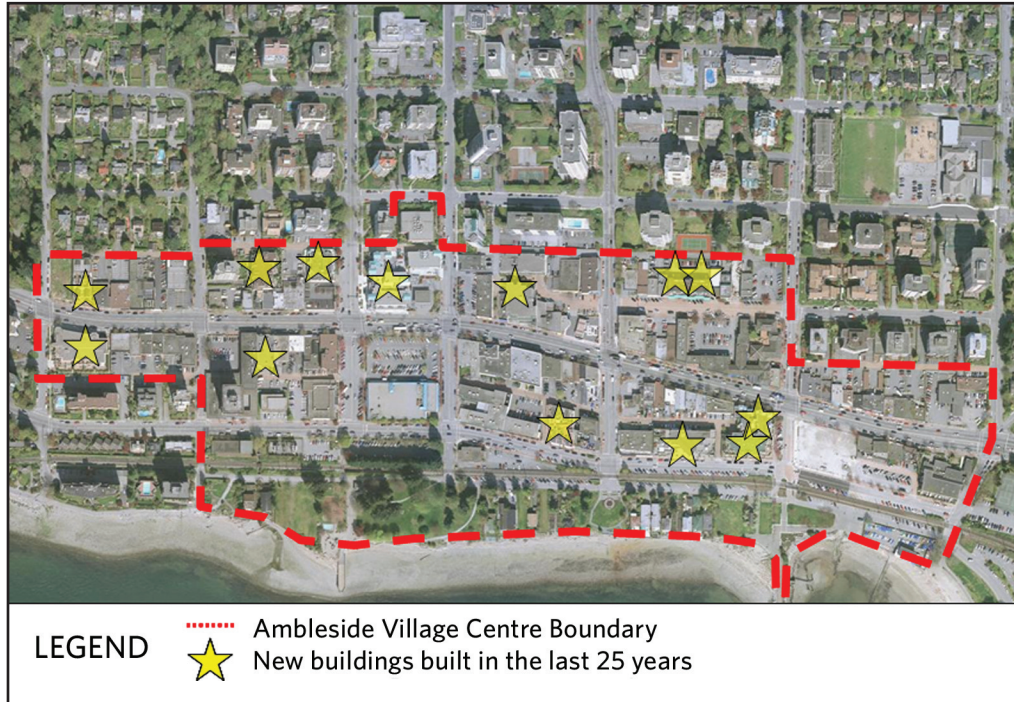
The Ambleside business community will play an important role in implementing some of the directions in the Ambleside Village Centre Strategy. In particular, this role will include enhancing what Ambleside has to offer in terms of goods and services, and the overall experience for customers and visitors. A BIA designation would be a lay tool for the local business community in taking a strong leadership role.

3.4 Economics of Redevelopment

Renewal of Ambleside involves the reuse of existing buildings as well as construction of new ones. Land values, rents, lending and construction costs, land availability, assembly opportunities, and the allowable density of development are all factors that determine the viability of redevelopment.

The reasons for the slow pace of redevelopment are no doubt numerous and complex, but include:

- Sites being unable to accommodate the required parking, due to size or shape
- The difficulty of consolidating lots
- The time frame, uncertainty and complexity of the approval process, and property owners who are motivated by a desire for long-term appreciation rather than sale of their property for immediate financial gain through development



Overall, an economic analysis of Ambleside found that redevelopment makes economic sense in the following situations:

- For larger sites (economies of scale for materials and construction costs)
- Where some assembly has taken place (to achieve larger sites)
- For mixed retail-residential projects (residential component adds value)
- Where the Floor Area Ratio (FAR) is 1.6 or greater (increasing density increases potential value through redevelopment or assembly)
- Where three or four storeys are allowed (allows for better use of density, and economic construction efficiencies associated with three and four storey buildings)
- Where existing buildings and their improvements generate limited income for the existing land owner (greater incentive to redevelop).
- Where certainty of municipal policies, costs, and approval requirements exist (reduces risk, time frame and carrying costs)

Based on the economic analysis, significant redevelopment potential is apparent in the 1300 block Marine Drive (south side), the 1400 block Marine Drive (north side), the 1600 block Marine (south side), and for selected smaller sites in the remainder of the area.

3.5 A Successful Village Centre: Summary of Challenges and Opportunities

Ambleside has historic origins as the point of arrival in the community, and has always been considered the community's Village Centre—the focus of its civic, commercial, and service life. Its superb setting, easy road and transit access, and wide mix of services and shops have attracted residents of all ages for a wide range of reasons. It is still the primary place to find personal services like banking, financial advisors, medical professionals, and a host of “main street” stores. One might choose it as the place to meet a friend, to do business over coffee, or enjoy a seaside walk and do some errands.

Ambleside has a strong civic presence compared to most Lower Mainland communities. In close proximity is Municipal Hall, where one can deal with a civic concern or watch a Council meeting. The Police Station, Fire Hall #1, West Vancouver Museum, and the West Vancouver Memorial Library—one of highest circulation libraries in British Columbia—are within blocks of the Village Centre. Also within easy walking distance is the Civic Site, which includes the Aquatic Centre, Senior's Activity Centre, Ice Arena, and the new West Vancouver Community Centre.

At the eastern end in Ambleside Park, state-of-the-art fields provide soccer and baseball facilities for all ages, and drop-in programming is available at the Youth Centre. Ambleside Beach is one of the largest and most popular beaches in the Lower Mainland. Ambleside also is host to community events held throughout the year including the Harmony Arts Festival, Canada Day, and the Coho Festival. The popular Ferry Building Art Gallery, and The Silk Purse Gallery and Performing Arts Centre provide cultural and youth events.

It's an exceptional Village Centre, but one so taken-for-granted that we sometimes forget how many of our community's life-experiences occur there.

Challenges

Vacancies and turnover appear to be more evident, a few deteriorating buildings and underutilized land erode the image of a welcoming street and depict a business economy not reaching its potential. Some of the attractions of the past have been overtaken by improvements in competing commercial centres, and by changes in our own circumstances, habits, and needs. We are not an old community, but one increasingly made up of older adults, and we tend to need more services than the retail and entertainment focus provided when young families predominated.

The adjacent apartment area provides a concentrated customer base, but its waterfront location limits the available space for high-density housing compared to high-density residential areas elsewhere, resulting in a smaller market for commercial and retail services.

The business area extending from 18th to 25th Street lacks a concentrated commercial core; the pedestrian experience is compromised by narrow sidewalks, undeveloped street fronts, and wide intersections. There is no obvious 'brand', commercial uniqueness, or niche market emphasis to attract customers from outside the community.

Perhaps most importantly, there is increased competition from retail markets elsewhere within the District. With big box power centres, specialty shopping areas, and refurbished malls, Park Royal Shopping Centre is a major draw for both retail and dining experiences. The village centres in Dundarave and Caulfeild also continue to be competitive.

Opportunities

These challenges provide opportunities for reinvention. Ambleside can complement activities at Park Royal Shopping Centre and benefit from its consumer base by promoting “main street” interest in combination with its many social, cultural, and recreational opportunities. Cultural tourism is a natural fit that could also strengthen the consumer base, while promoting local arts and culture.

The Village Centre’s activities could be enhanced by better connections to Ambleside Park, the waterfront, arts and cultural events, and Park Royal Shopping Centre. Adding new forms of housing directly within the commercial area would improve the consumer base. In combination, these approaches have the potential to bring greater identity, vitality, and social focus to the area.

The business and property owners of Ambleside are key to defining a ‘brand’, enhancing the goods and services Ambleside has to offer, and the overall experience for customers and visitors. Establishment of a Business Improvement Association could help facilitate that role while contributing to overall local economic development in the area.

Overall, Ambleside’s mix of land uses, functions, activities, transportation access, and central location present many opportunities to create a vibrant, diverse Village Centre at the heart of a sustainable, complete community.



4. TOWARDS A VISION

The evolving Ambleside envisioned in this plan continues to be a strong service centre. Core anchors such as the food stores, pharmacies, and hardware stores, are in buildings that have been renovated or rebuilt to meet new expectations. Financial institutions and various offices support rather than compete with the more visually interesting establishments for “street presence”. The successful Ambleside focuses on what makes it a truly unique Village Centre: its setting, history, and intense civic, recreational and cultural presence. It will be increasingly seen as the centre of community celebrations. It has a more active, focused core that is joined to the waterfront, with galleries, art and cultural workshop spaces and small performing arts facilities in the village and on the water. Some specialty shops are attracted to this venue, and enhance those that currently exist, providing a positive shopping experience concentrating on local resident entrepreneurs. Eating establishments enjoy increased patronage. It is a place that you visit just for something to do.

When you want to meet friends, Ambleside is an accepted first choice, a “main street” home away from the hustle of parking lots and downtown streets but part of the action. You explore the shops in the intimate and pedestrianized core, where traffic continues to flow through but shares the space with activities surrounding, and includes a walk on the internationally known seawalk. Attractive new developments coexist with, and support, refurbished older buildings. The streets are alive at night, but in a friendly way so that new residents are attracted to the area as a home, and a safe place to be.

Redevelopment implements principles of sustainability, strategies that promote high performance, “green buildings” and that keep the character of a small village—but one that is thriving and vital. A visit to the village is never dull (a fact that the local tourist has noticed and rides over on the new ferry to enjoy).



5. STRATEGIES & POLICIES

5.1 Development Strategy

(Adopted Official Community Plan (OCP) policy numbers in parentheses)

5.1.0 Reinforce the role of Ambleside as West Vancouver's Village Centre. (OCP LE 2)

5.1.1 Assist in the development of a Business Improvement Area program with the local business community to promote the area and encourage an attractive mix of retailers and services (OCP LE 2.2)

Business Improvement Areas are established through Provincial legislation to allow local business owners to market and improve their areas, and to access grants and raise funds (if approved by the businesses) for that purpose. The District should assist the Ambleside businesses in setting up such a program, and in proactive efforts to secure an appropriate mix of retailers and services.

5.1.2 Update regulations to support building restoration, renewal and sustainability (See Guidelines BF-C 3, Items 21 and 22)

Ambleside has a significant number of properties with restricted property shapes and sizes, and ownerships that discourage short term changes and buildings that are difficult to upgrade without being in conflict with standards designed for new buildings in bylaws such as zoning. Some of these properties can be eventually assembled into larger lots capable of redevelopment. However, a healthy Ambleside would provide for renewal both through long-term redevelopment, and through the maintenance and restoration of older buildings of value in maintaining area character. Its image to the world should be of well-maintained and valued properties. This mix of old and new also helps to maintain a range of rental rates, a variety that allows for various businesses to economically coexist in a healthy Village Centre.

In order to do this, the adopted OCP Policies provide some flexibility in parking standards and requirements to allow for minor expansions and renovations to existing buildings. Consideration is given to varying the parking standards for renovations with small additions (up to 10% of gross sq. footage) It also provides for greater development potential and flexibility with assembled properties so that replacement is encouraged when physically feasible.

5.1.3 Make community objectives clear in policies, guidelines and regulations to reinforce the ability to secure their achievement, and to increase building permitting predictability (OCP LE 2.3)

This strategy is about introducing certainty and predictability to the redevelopment process. It is a strategy designed to address the needs and wishes of both the community and the development industry.

For the community, the intent is to clarify community expectations in advance, to apply these expectations and thereby build confidence that the outcome of a project will be positive for the community. For the development industry, this strategy is designed to introduce predictability to any review and negotiation process by having basic community and building design objectives set out in advance.

This strategy is to be implemented through specific amendments to the OCP bylaw, Zoning bylaw and various other District bylaws and policies.

5.1.4 Implement a policy for securing community benefit in new development (OCP LE 2.4)

A community benefit policy associated with development was created and adopted (December 3, 2007) for the community as a whole. All new development is responsible for providing:

- Basic services to accommodate the development, including to the center line of the adjacent streets and lanes,
- Mitigative measures to address community impacts, and
- Community amenities to enhance community livability.

For Ambleside, the new AC1 and AC2 zones set out a contribution to the overall amenity needs of the community commensurate with a portion of the “lift” in land value resulting from a change in land use, intensity of development, and/or density.

The appropriate amenity contribution has been specified in the implementing bylaw. The base density is 1.0 (floor area ratio).

For Ambleside “amenity”, as defined in Zoning Bylaw shall include one or more of the following, as agreed to by the District:

- Public realm enhancements beyond the centre line of the street
- Arts and cultural facilities
- Public art
- Parks and environment enhancements
- Heritage conservation
- Adaptable design features in excess of those required by Municipal Bylaws or Provincial regulation
- Child care facilities
- Sustainability features in excess of those required by Municipal Bylaws or Provincial regulation
- Public parking in excess of that required by Municipal Bylaws
- Community meeting or activity spaces

Despite the above, but with the exception of on-site amenities that could not otherwise be provided, the owner may elect to pay the fair market value of the Amenity into the Community Amenity Reserve in lieu of providing to the District and constructing and installing the Amenity.

For mixed commercial/residential buildings

- \$15.00 for each sq. ft. of building above a floor area ratio of 1.0 and below 1.4 and
- \$50.00 for each sq. ft. of building above a floor area ratio of 1.4

For primarily residential buildings, where commercial use comprises less than 20% of the building area,

- \$50.00 for each sq. ft. above a floor area ratio of 1.0.

For purposes of this definition, the area within a dwelling unit uses allowed for personal and professional business services in conjunction with the residential use in a dwelling unit within an AC2 zone is considered to be commercial use.

The reference to \$15.00 and \$50.00 is adjusted on July 1st of each year in accordance with the Statistics Canada Consumer Price Index in respect of All Items for Greater Vancouver (2008 = 100).

5.1.5 Integrate strategies for the Village Centre , Arts and Culture, Ambleside Park and the Argyle Waterfront (OCP LE 2.1)

Over the last several years a series of initiatives have been undertaken including:

- The Ambleside Village Strategy (2008)
- The Ambleside Park Vision Plan (2006)
- The Arts and Cultural Strategy (2005)

During each of the processes collaboration was required between Municipal departments to ensure that the work each of these initiatives was coordinated, complimentary, and consistent one to the other. As further work progresses continued coordination will be required.

5.1.6 Continue to consider needs and opportunities for the Ambleside Village Centre in the development of long range strategies for the use of Municipal Hall, Museum, Police Building and other civic and cultural facilities (OCP LE 2.5)

In and around Ambleside are a series of Municipal facilities; the Municipal Hall on 17th and Esquimalt, the West Vancouver Museum across from Municipal Hall, and the Police Building at 13th, and Marine Drive. As work progresses, old buildings are renovated and new buildings built, the needs and potential of these buildings and sites will need to be considered in light of changes to the Ambleside area.

5.2 Land Use

5.2.0 Enhance Ambleside Village Centre as West Vancouver's recognized Village Centre (OCP BF-C 3)

5.2.1 Create a compact, more intense, convenient, and interesting commercial area (OCP BF-C 4.2)

a. Focus on a more vibrant core by encouraging the concentration of commercial, retail, and restaurant uses between 14th and 18th Street

Ambleside is six blocks long, and two blocks wide at its centre. Its market area is limited, and current and potential clientele want convenience and a sense of varied, healthy businesses. The promotion of a more compact commercial focus is considered to be a desirable evolution.

Healthy commercial areas also provide a hierarchy of commercial activity and associated rents. Marine Drive is considered an "A" street as retailers are highly visible, and it is a prime location, the rent is high. Bellevue is a strong secondary "B" street. Clyde Avenue overtime could also be strong "B" street. The side streets, 14th, 15th, 16th, and 17th should be considered "A" or "B" streets in the future, but they are not functioning that way currently because the streets are not pedestrian friendly and the buildings have few, if any, commercial frontages.

The plan encourages the concentration of commercial, retail, and restaurant uses within the central four-block-area (14th to 18th) to promote the flow of pedestrians and to increase economic synergy. New buildings and additions will be required to create and reinforce this core energy.

The permitted uses in buildings should focus ground floor, niche market, and service oriented retailing in the 1400 - 1700 blocks, and provide detail, interest, and texture to the pedestrian street frontages. Mixed-use and commercial buildings will continue to be the main element in the Village Centre. Within the core area, the storefront is the focus of a commercial street and is critical in defining its character. Traditional storefronts are small in scale to relate to the pedestrian, and the design guidelines will require that renovations or new developments use a series of smaller frontages on the ground level to maintain this scale. Some of the current small scale building stock exemplify this traditional storefront character, and can be used as examples of scale to promote in renovations and new developments.

To further enhance the pedestrian experience, new buildings and sidewalks should be designed to shape and define the street as a pedestrian space, and provide views into interesting spaces and activities.

Within the commercial core, access to retail on the lane and side streets should be encouraged to animate both, further intensifying the walking experience, and provide a variety of retail rental options to potential businesses.

b. Require commercial use on the second storey facing Marine Drive within this core to ensure adequate supply of office space and avoid conflicts with Marine Drive activities.

A large portion of the current Ambleside commercial space is used for offices by medical and legal practitioners and an assortment of financial, business, and personal services. Although the current market for office space may be weak, those offices are essential to the future health of the commercial mix in the area, to meeting community needs and for drawing in customers for other businesses. However, where zoning allows both offices and residences in the upper floors of new developments, the less lucrative offices may not be provided by the builder.

In order to ensure the continued provision of office space to meet the community's needs, and to avoid conflict with traffic and other uses in the more intense commercial area, the adopted zoning requires the second floor facing Marine Drive in the 14th Street - 18th Street area to be commercial.

c. Where redevelopment is not considered to be the preferred alternative, or is not feasible, encourage renovation of quality existing small scale buildings to provide variety in scale, continuity, and visual interest. Include consideration of parking exemptions and minor variances in setbacks and permitted sq. footage. (See Guidelines BF-C-3, Items 21 and 22.)

Within the Village Centre, there are some older buildings that have high-quality materials and detailing, and that reflect a human scale. A mix of building ages adds interest to any area and such older buildings should be maintained, renovated and readapted to other uses where appropriate. By working with the District, owners should be able to renovate the interior to their new needs while maintaining and upgrading the exterior appearance.

This plan and the adopted Zoning Bylaw allow for some minor flexibility in parking and design objectives to encourage renovation where appropriate.

d. Clyde Avenue changed from Service Industrial zoning to a mix of commercial. Also consider rezoning of Clyde Avenue to permit commercial and mixed commercial/residential uses in addition to, or as an alternative to the legacy service industrial uses.

The one and a half-block segment of Clyde Avenue was previously zoned a combination of commercial (including mixed commercial/residential) and Service Industrial. The Service Industrial zone on the north side was a remnant of a time when Clyde was populated with lumber and coal yards, auto body shops, manufacturing, and bottling plants servicing local needs. Today, virtually none of those uses exist. The Ambleside Strategy changed the role of this industrial area to the AC1 mixed-use zoning which allows for both commercial and residential uses. The change in permitted uses will benefit the area both functionally and aesthetically.

Clyde Avenue could also be considered an attractive "B" commercial street for businesses that cannot afford to locate on the main retail street. This is the case with a significant number of the current properties.

In discussions, the fact that it is a relatively quiet street, flanked by residential to the east and north, suggested that Clyde could attractively accommodate traditional row housing on both sides of the street between 14th and 15th, backing onto the commercial on the south side and residential of the north side.

5.2.2 Support more vibrant and attractive commercial, civic, and service components (OCP BF-C 4.3)

The plan continues to promote Ambleside's role in providing services for the community—financial, medical, personal, and convenience. Retail should be encouraged to play a strong part, but with continued competition from Park Royal Shopping Centre and other nearby centres, Ambleside needs to emphasize what makes it unique and different.

a. Encourage specialty and niche retail opportunities that complement existing retail stores.

Ambleside has the opportunity to focus its retail into specialty and niche markets. A lively and functioning local Village Centre street will have ground floor specialty retailing—one-of-a-kind clothing stores, housewares and home decor, gardening, art galleries, deli foods, cafes, and small restaurants.

There is also an opportunity to encourage additional anchors like book stores, food markets, or home design stores to complement the existing retail and services. Specialty shops like Avant Gardener, Modique Antiques, and West Van Florist are good examples of specialty retailing that are to be encouraged

b. Limit the length of street level frontage occupied by financial institutions and real estate offices along Marine Drive within the core area between 14th and 18th Street. Encourage such current uses to provide more pedestrian interest in use and displays.

Long stretches of office or bank frontages deaden the pedestrian experience and break up the synergy that is created by stores, shop, cafes, and restaurants. The adopted plan limits the length of street level frontage occupied by financial institutions and real estate offices along Marine Drive within the core area between 14th and 18th Street. Such current uses are encouraged to provide more pedestrian interest in use and window displays.

5.2.3 Increase the proportion of residential use, particularly in the periphery of the current commercial area, emphasizing its role as a “living” Village Centre (OCP BF-C 4.4)

The Plan and the adopted AC-2 Zone allows the option of primarily residential use in the 1300 and 1800 blocks. The main purpose is to provide a more intense and pedestrian focused core, but a by-product would be provision of additional housing choice for the community. Flex space (commercial spaces on the ground floor as part of development or unit, or more flexible “home occupation” use of the residential units themselves) would be a potential option. As an example, small-scale office businesses like a lawyer, accountant, notary public, or architect could be permitted to utilize the ground level floor as an office while maintaining a private residence above.

In primarily residential buildings, a general principle would be to consider complementary commercial uses like notary public, architects, artists, or galleries who want to run a small business while maintaining a private residence above.

Eating establishments and general retail are discouraged to promote compaction of the pedestrian oriented commercial area.

For a primarily residential building in either the 1300 or the 1800 block the character at its base should be similar to row or townhouses. The intent is to raise the ground floor by 3 ft. - 4 ft. and set it back to provide a comfortable transition between the public street and the ground floor residential use.

Land on the south side of the 1300 block provides opportunities for unique associations with the waterfront, park and civic uses, and for areas of public and private assembly. Unique block specific guidelines should be developed, and discussions with the current property owners should be initiated.



Units raised above street

5.2.4 Enhance Ambleside Village Centre's sense of place and uniqueness, including its growing role as a home for civic and cultural activities (OCP BF-C 4.5)

a. Encourage provision of cultural and community use spaces as a community benefit in larger new developments.

The adopted Ambleside policies include provisions for bonusing developments that provide public community spaces in the identified Special Sites. This would benefit the entire area, and some of the space should be strategically located to combine with other civic activities. An example could be civic uses in the 1300 block, on the 14th Street side. Such a program should be designed to correspond to the Arts and Cultural Strategy in order to ensure that spaces are appropriate for community needs. (See Special Sites 5.3.2.b)

b. Achieve a sense of entry/gateway at the entrances to Ambleside.

Consideration should be given to achieving a gateway through the massing, architectural features and detailing of buildings and landscapes in gateway locations. This is particularly the case for new buildings in the 1300 block south side, where there is a potential to create a sense of entry to both the village commercial area and its adjacent waterfront.

This plan also encourages the concept of festival street on 14th Street to extend cultural events on a temporary basis up from the pier and plaza on the waterfront to Marine Drive. Consideration will be given to negotiating for open space on adjacent properties.

c. Encourage the creation, within the adjacent business area, of a national status gallery and arts related commercial ventures.

One of the objectives of the Ambleside Strategy is to integrate arts into the overall fabric of the Ambleside business area as an anchor to the area, to diversify uses and to meet the needs of the current Museum's limited size. The existing Museum on 17th Street draws approximately 12,000 visitors annually within the 867 sq. ft. of gallery space. Attendance in the last two years has increased 30% per year due to the success of the dynamic shows at the small Museum space. The Museum has outgrown its current facility and seeks to build on its recent successes and to honour the creative heritage of the community by creating a new facility focusing on Arts, Architecture, and Design with the Ambleside core.

d. Provide multiple opportunities for community meeting places and the use of streets and plazas as venues for civic events, including extended open spaces and landscaping on 14th Street and 17th Street below Marine Drive and civic spaces on the larger special development sites identified in 5.3.2.b of this document. Such civic streets would be beautified and provide open visual connections to the waterfront recreation and cultural facilities, but remain as normal traffic streets except for occasional community events. Access and use of adjacent private lands would form part of negotiations during rezoning applications.

5.2.5 When considering rezoning applications or new buildings, encourage rental and accessible units

5.2.6 Strengthen the connections between the waterfront and the Village Centre, with increased cultural and recreational activity and stronger functional links (OCP BF-C 4.6)

a. Retain the ability to utilize municipal streets i.e. 14th and 17th, as the District deems appropriate, including closing of a street or streets on an infrequent basis in order to host community events.

Fourteenth Street between Marine Drive and Bellevue has the shortest distance between Marine Drive and the waterfront, and is relatively level in comparison to the other waterfront street ends at 15th, 16th and 17th. The street end's pier, Ferry Building Gallery and water feature installed in the late 1980s are focal elements of

West Vancouver history and development. Harmony Arts utilizes the waterfront area each August drawing community members to the arts oriented event. Building on the strength of the event is the opportunity to close down streets like 14th and 17th during events to create a link between the business area and the waterfront.

On 14th street to the east there is a potential to explore setting back the adjacent commercial frontage from the property line to create a viable new public open space and to maximize the exposure to the sun, creating a strong connection to the Ferry Building Gallery and pier. Negotiations should also include provision for a national gallery as discussed previously.

The potential for a median is also to be considered in the 100 ft. wide right-of-way on 17th between Bellevue and Marine to extend some green space up into the commercial area.

b. Encourage commercial activities on the north/south streets to increase pedestrian interest and activity and to draw people both from the waterfront and to the waterfront. (OCP BF-C 4.6)

The proximity of the waterfront to the Village Centre is an exceptional attribute for the commercial area. Increased cultural activities, improvements to the walkway system, and improved functionality to the Boat Ramp and sailing centre area, are objectives that acknowledge this opportunity.

Over the years, a number of initiatives including planting, special paving, and street furniture have been implemented to strengthen north/south connections to the waterfront. This plan would take previous work one step further, and ensure that commercial activities are located on the north/south streets between Marine Drive and Bellevue to increase pedestrian interest and activity, and to draw people both from the waterfront and down to the waterfront.

c. Use arts and culture as a vehicle for linking the commercial area to the waterfront. (OCP BF-C 4.6)

Cultural activities will play an increasing role in the diversity of use within the Ambleside area. The introduction of improved cultural facilities, an art gallery space or museum space in the 1300 block, improved Ferry Building Gallery, and Silk Purse Gallery and Performing Arts Space along the waterfront, and encouraging arts related retailing is intended to bring additional cultural activities to a central location where they can be accessed by all of the community.

d. Use the north/south streets and maintain landscaping to provide visual access to the waterfront. (OCP BF-C 4.6)

Over time, the trees, vegetation, and planting, to enhance the streets and waterfront, have grown to the point where it is more difficult to see the water. Selective thinning of the trees and replacement of some of the larger shrubs is recommended.

For reasons of railway safety, some work has already occurred around John Lawson Park, and has expanded the ability to enjoy the adjacent sea views.

5.3 Building Form & Height

5.3.1 Enhance identity through Ambleside-specific development guidelines (Development Permit Designation BF-C 3)

The Ambleside Village Centre as defined and illustrated by the Ambleside Village Centre Development Permit Area Designation Map BF-C 3 is designated as a Development Permit Area. The Development Permit designation is warranted to ensure that buildings are well designed, crafted, articulated, and constructed with quality materials to improve the quality of building stock and provide a sense of longevity appropriate to a Village Centre. “Green building” design practices are required.

Objectives of the Development Permit Designation include:

- Enhance the area’s main street character and promote the area’s role as a Village Centre
- Provide for a scale and massing of buildings that promotes an enjoyable living, pedestrian, working, shopping, and service experience
- Use appropriate architectural features and detailing of buildings and landscapes to define area character
- Improve existing streets and sidewalks to promote alternative transportation
- Facilitate pedestrian movement into, and within the area, and
- Promote construction of new buildings and structures that are compatible with the character of these areas, recognize established amenities, and contribute to business viability and economic growth

5.3.2 Building Height Policies

a. Two to three storey buildings would be provided for on typical smaller sites. A fourth storey would be permitted or considered in limited situations. (OCP BF-C 5.3)

The relation of building height to street width is an important element in the creation of a successful public space. The current street configuration includes a relatively wide right-of-way (approximately 80 ft. from one property across the street to the other), low buildings (mostly one (14 ft.), two (24 ft.) and three storeys (35 ft.) with extensive gaps in the street frontage created by parking lots, gas stations, and building faces not parallel to the street. For the shopper, parts of Ambleside provide a sense of place, but others are less than welcoming and give little impression of vitality.

The plan promotes streets that provide a comfortable pedestrian area, flanked by appropriately scaled buildings that are articulated for interest and designed to provide sunlight onto the street. Due to ownership patterns and land prices, the anticipated change will be incremental, maintaining the slow pace of the past. Accordingly, the short term effect will be accomplished by combining the occasional new building with ongoing street, landscape, re-tenanting, and business premises improvements.

Two storey (25 ft.) and three storey buildings (37 ft.) are permitted outright in both the Plan and Zoning Bylaw. The Official Community Plan requires a Development Permit (design review) for all new buildings and major renovations, and the guidelines have been updated to reflect the strategy. Four storeys (47 ft.) are permitted on larger sites and be subject to defined design conditions.

b. Building Height and Site Width Minimums: (See Zoning Bylaw)

- i. Four storey buildings may be permitted on sites that have substantial width and depth, and a slope that can accommodate four storeys within a stepped profile that is considered to reflect a three storey height in relation to the immediately adjacent grade. The height is measured from an average elevation of the existing curb or lane along the lowest adjacent exterior lot line, provided that:
 - The lot width is greater than 120 ft.;
 - The lot area is greater than 14,000 sq. ft.; and
 - The difference in average existing elevation from the curb at the front lot line to the lane at the rear lot line is at least 8 ft.

Details are defined in the Zoning Bylaw and in accordance with Design Guidelines BF-C3.

- ii. On non-sloping sites, and where four storeys is not permitted under the Zoning Bylaw, Council may consider permitting a fourth storey at its discretion by way of a Development Permit variance. The fourth storey would be expected to produce a superior design compared to a three storey alternative (such as greater open space at grade or setbacks of upper storeys) and the evaluation criteria in Guidelines BF-C3 would apply.

c. Consider buildings over four storeys on three special sites along Marine Drive: 1300 block south, 1400 block north, 1600 block south (OCP BF-C 4)

The above three special sites have been identified as part of the adopted Official Community Plan Amendment Bylaw.

The sites were chosen as special for some of the following reasons:

- 60,000 sq. ft. or larger in size
- Located in strategic locations i.e. at the gateway to the community, adjacent to John Lawson Park or between two commercially fronted streets
- Under one ownership or a limited number of owners

Rationale for inclusion of the OCP Policy for Special Sites

The size and configuration of these larger sites can provide greater design opportunity, and flexibility to consider proposals with varying height is considered to be in the public interest.

It was felt special attention and a customized approach for these sites needed to:

- Allow for flexibility in how the sites are eventually developed
- Achieve the goal of securing public amenities, like open space, public parking and mid-block pedestrian connections, or a new museum

- Explore opportunities to rearrange similar sq. footage in creative ways that may produce a more attractive building and reduce the impact on views
- Allow for innovative design solutions that can not be envisioned at this time

OCP Policy

Notwithstanding building guidelines applicable in Ambleside, buildings on these special sites shall remain at two storeys as provided for in the Zoning Bylaw and increases in height would be considered as part of a rezoning application for specific site development.

Any such application shall include an illustration of the development that could occur within the same four storey height and Floor Area Ratio of 1.75 that could be approved on sites elsewhere in Ambleside. A process of preliminary evaluation of the development proposal in comparison to this standard shall occur involving the local residential and business community, and advisory committees of Council. Based upon that preliminary assessment, Council will decide whether to proceed with further review and formal consideration of bylaw amendments and development permits.

Height in excess of four storeys would only be considered if it resulted in a superior building and site design, including increased open spaces or public squares, walkways, and enhanced view corridors. A variation in FAR above 1.75 would only be considered in relation to offsetting the cost of providing assets such as community space for an art gallery, civic meeting space, additional public parking, and rental housing.

The site specific public amenity contribution for inclusion in the zoning would be negotiated as part of the application.

5.3.3 Building Form Controls (see Zoning Bylaw and Guidelines for details)

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

Building heights would be regulated to ensure that there would be sufficient site area to design appropriately, strongly articulated building massing with a sympathetic scale to the surrounding buildings.

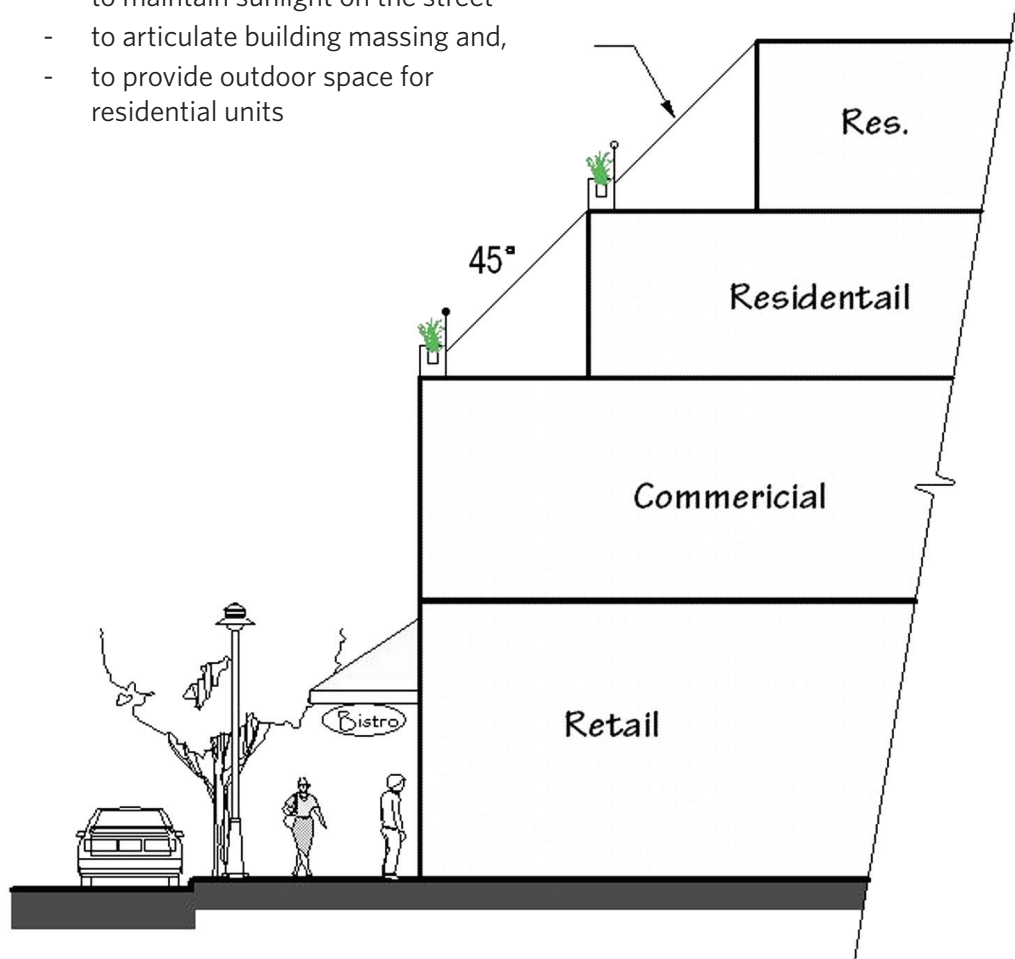
- A view analysis to and from potentially affected buildings immediately surrounding a proposed building is encouraged.
- New buildings to provide a transition in scale, or other suitable design provision, to allow an appropriate relation to an adjacent older building.
- Buildings would maintain light to the adjacent streets, provide outdoor space for residential components, and articulate the massing of buildings by maintaining a two storey base, with the third (and if applicable fourth)

set back from the street. On buildings fronting lanes the second storey may also be set back depending on the height, location, and site specifics.

- iv. Fourth storey volumes should be modulated to permit some strategic views through from the apartments behind. The objective is also to create variety of roof lines, trellises, shapes, and patterns to retain interest and the small town feel. The intent is for the fourth storey to occupy a combined maximum width of approximately 60% of the overall block.

Step back building on upper storeys

- to maintain sunlight on the street
- to articulate building massing and,
- to provide outdoor space for residential units



5.4 Waterfront (OCP BF-C4.7)

5.4.0 Continue to develop an Argyle Waterfront Plan in coordination with the Village Centre objectives

The Argyle Waterfront extends from 13th Street to 18th Street, and the District owns approximately 90% of the land and lots along the waterfront. The remaining 10% is composed of seven privately owned homes in the 1400 block. Two remaining homes in the 1700 block and two in the 1500 block are life or short term tenancies. The majority of the Argyle waterfront is in public use, with current “public” uses including a sailing club, the extraordinarily successful Ferry Building Gallery, the Silk Purse Gallery and Performing Arts Space, the Music Box, some allotment gardens, and various public park areas. The area is flanked by two public piers at the 14th and 17th Street ends.

The plans for the Argyle waterfront include continued acquisition of private properties and the ultimate use of the lands for public waterfront recreation, limited community oriented cultural activities, and possible associated support uses (e.g. a gallery café).

This plan is focused on the Ambleside Village Centre Area and the components of the Argyle Waterfront described below are intended to focus on those aspects that relate to and create the larger context. The details are a work in progress.

5.4.1 Provide for a continuous walk in proximity to the water. The Argyle portion of the walk should meander through park, gardens, and cultural centres, in view of the ocean but away from the water’s edge

The quote “build it and they will come” has been appropriate for the completion of a continuous, pedestrian walkway between Dundarave and Ambleside. Over 50,000 people per year utilize the existing seawalk from 18th to 25th. That portion is built upon rip-rap that protects the walk, upland properties, and railway from ocean forces, but it provides virtually no interaction between the walk and the adjacent foreshore. From 18th Street eastward, beaches immediately abut the upland properties and even where seawalls exist, they are fronted by a pebbled or sandy foreshore upon which a person can walk at all but the highest tides. The intent for the Argyle portion of the walk is to break with the existing rip-rap rock edge directly adjacent to the water and have the walk meander through park, gardens, and cultural centres, in view of the ocean but away from the water’s edge. The walk, moving east to west, will extend from Ambleside Park, possibly both in front and behind a re-configured Sailing Centre and around an updated Ferry Building Gallery. It would then wind through a combination of park and garden edges.

In the interim, Argyle Street will remain a main pedestrian route, but an informal alternative path is being created closer to the beach. The walk currently has multiple routes through the trees of John Lawson Park and has been extended into a reclaimed beach and enhanced waterfront in front of the 1700 block.

5.4.2 Reduce or eliminate the impact of vehicular access on Argyle by providing a multi-user (non auto) path and eliminating, over the long-term (when other facilities are provided) public parking and vehicular access on all, or parts of, Argyle

The merits of eliminating, over the long-term, public parking and vehicular access on Argyle (1400, 1500, and 1700 blocks) include maximizing the park space and bringing the park and green space closer to the commercial area. There are currently 75 public vehicle spaces on Argyle between 14th and 16th Streets. There is potential to create these spaces elsewhere in future redevelopments in the 1300 or 1600 block.

As described above, the existing pedestrian walk will move closer to the water over time. In addition a multi-user (non automobile) path will be located on Argyle for bicycles and there is a concern regarding the conflict between cyclists and vehicles in this area.

Alternative uses and options to be explored would include total closure, seasonal closures, end of through-street configurations, or the closure of one or two blocks rather than two or three.

5.4.3 Enhance natural shoreline by providing planting and beach restoration

The waterfront between 13th and 18th is a mix of pebble beaches, piers and boat ramps, concrete sea walls, and pockets of natural beach and grasses. To retain a beach edge that is conducive to picnicking and leisure pursuits, the future walk will be located inland, and planting and beach restoration will occur to enhance the natural shoreline. A new bridge and a small natural trail is being formalized from the east end of John Lawson Park to the Floral Clock. In each case, the focus is on restoring the natural edge adjacent to the water.

5.4.4a Provide for improvement and expansion of the Ferry Building Gallery

Over the past three years, the District has been developing an Arts and Culture Strategy and some of the recently approved elements include the creation of arts and culture as a common element both on the waterfront and within the Village Centre. This is considered to be a central theme for the future of each, consistent with both the wishes of the present community and anticipated needs future residents. Among the priorities are improving the currently successful cultural assets, the Ferry Building Gallery and the Silk Purse Gallery and Performing Arts Space. Future actions could include a national status gallery and associated commercial ventures in the adjacent business area.

5.4.4b Consider updating (and possibly relocating) the Silk Purse Gallery and Performing Arts Space

As discussed above the theme of cultural assets permeating through both the commercial and the waterfront area is central to the Ambleside strategy. The Silk Purse Gallery and Performing Arts Space would benefit from upgrades. Discussions have considered updating or possibly relocating the Silk Purse

Gallery and Performing Arts Space, and enhancing the public uses associated with the Silk Purse Gallery and Performing Arts Space with other, small scale venues and support services.

5.4.5 Continue the current waterfront acquisition policy

The current policy is for the Municipality to purchase the remaining seven privately owned properties in the 1400 block as they become available at a mutually agreed upon price. When the current policy was introduced in 1975, the District owned 47% of the Argyle Waterfront lands. It has since purchased 25 of the remaining 32 private properties and now owns approximately 90% of the land (including all of the 1300, 1500, 1600, and 1700 blocks).

In discussions to date, and particularly in light of the cost of recent acquisitions, the District has had to consider whether to continue with the current policy or whether the main public benefits could be achieved without further purchase. Options have included variations on the alternatives of:

- Continuing acquisition or;
- Discontinuing acquisition, and allowing owners to retain and redevelop homes, possibly in conjunction with negotiations to allow public access across the front of the properties.

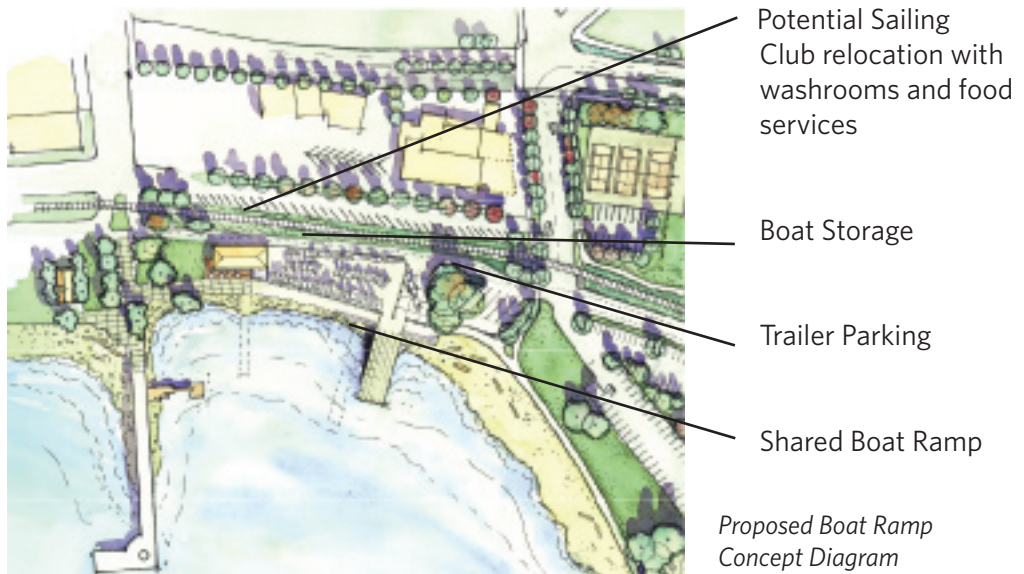
The essential question has been whether the long-term public benefits of acquisition are equal to or exceed the cost of that acquisition; and specifically, whether the intended or potential public uses and objectives could be accommodated without acquisition. The District policy is to continue acquisition, and staff are currently reviewing the means by which that could continue to be financed.

5.4.6 Improve functionality of the Boat Ramp/Sailing Centre

The uses along Argyle in the 1300 block produce challenges due to the proximity to the sole, and heavily travelled vehicle entrance to Ambleside Park near 13th and Bellevue. The Boat Ramp serves a need in the greater North Shore and regional community, with few viable relocation options. The Sailing Club provides youth and adult programs in the summer, and is accessible for functions in the winter.

One of the options under discussion is to flip the location of the Boat Ramp and Sailing Centre, to create a more visible location for the Sailing Centre that could accommodate washroom facilities and small scale food services to complement and enhance the adjacent public square around the Ferry Building Gallery and pier area for those passing by and as a destination. If the Boat Ramp were moved further to the east, it would be closer to overflow parking areas in the park. However, boats would have less direct access to the pier docks. The concrete access ramps could be combined or remain as two separate ramps depending on the functionality of both schemes. In reviewing the options, the possibility of providing for the public to walk along the front of the Sailing Club is being explored, as is the need to ensure that the maximum amount of desirable beach access is secured.

These issues will continue to be examined in relation to both the Ambleside Park master plan process and planning for the expansion of the Ferry Building Gallery, as part of the Arts and Culture Strategy.



5.4.7 Possible future ferry and train connections

West Vancouver has been approached in the past by Translink for ferry service, and by privately-owned tourist rail services to provide a station stop. The possibility of a main “commuter” ferry is not being pursued but the concept of a pedestrian ferry to downtown or Granville Island should be supported. The aim would be for West Vancouver passengers to arrive by transit or other means, so limited parking facilities would be required.

The Whistler rail service has its main station in North Vancouver. The District will continue to explore the opportunity for a whistle stop in West Vancouver to pick up and drop off passengers. Parking could be an issue, as would be the extent of use of park land. An evaluation of the details of a proposal and its local impact requires further information.



Example of a small-scale train stop

5.4.8 Consider small scale food services and arts related retail as accessory in support of waterfront arts facilities and public enjoyment of the seaside venues

5.5 Streets and Parking (OCP BF 4.8)

5.5.0 Provide street design improvements and parking facilities that complement and enhance the Ambleside Village Centre

- a. Use new building to shape and define the street as a pedestrian space.
- b. Encourage access to retail on the lanes and side streets.

5.5.1 Create a sense of arrival at 13th and 19th through medians and signage

A successful village requires a sense of place. While medians are attractive features in Dundarave and in front of Park Royal Shopping Centre, the narrow right-of-way in Ambleside and the high traffic volume prevent median introduction through the commercial area. In 2008, the completion of the median, improvements to landscape and the pedestrian walkway adjacent to the park from 11th to 13th provide a strong sense of arrival and pedestrian connection to the Ambleside commercial area. Another median to bookend the commercial area should be considered at the eastern entrance to Ambleside. There is physical space to achieve a median similar to 11th through 13th. The introduction of the median at the eastern edge would enhance the adjacent pathways by the Library/Memorial Park/Civic Centre area and provide additional landscaping. New signage should also be considered at the entrances.

5.5.2 Consider re-aligning 13th Street to straighten (at right angles) the intersection at 13th Street and Marine Drive and to move traffic further away from the Sailing Centre and Boat Ramp

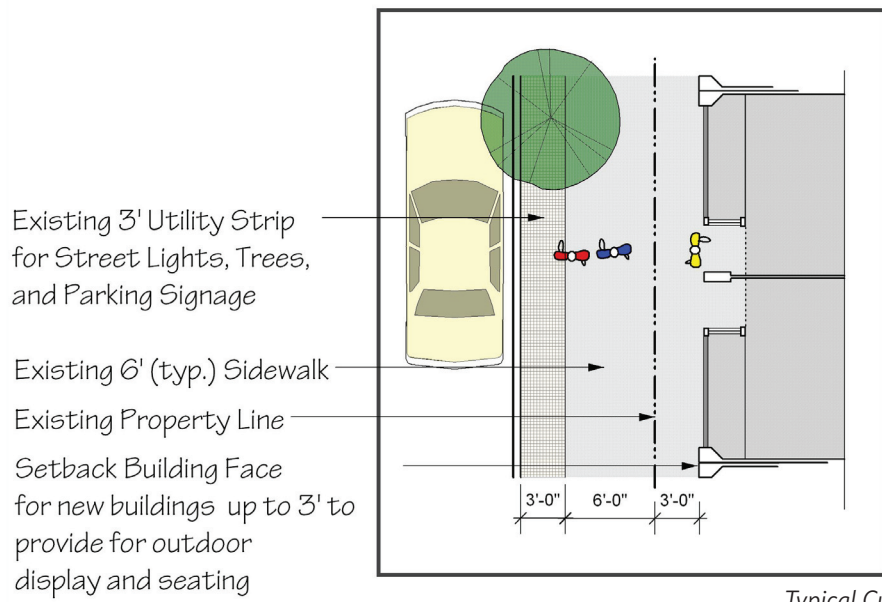
Currently, the single access in and out of the west side of Ambleside Park adjacent Sailing Centre and Boat Ramp results in congestion at peak times. The Parks Department has undertaken a study of the future uses and facilities in Ambleside Park, including revised traffic circulation which could include a second vehicle access point by Pound Road to the east, and reduced road surface in the waterfront side of the Park. Whether or not that occurs, the Park Vision Plan proposes consideration of re-alignment of 13th to normalize (at right angles) the intersection at 13th and Marine, and to move traffic further away from the Sailing Centre and Boat Ramp area. Relocation would also create a more regular lot shape at the current police building site.

Depending on the arrangement of proposed uses, the existing trees currently along the eastern edge of 13th Street could be saved and integrated into a median in the relocated entrance to the park.

5.5.3 Enhance the pedestrian environment by way of wider sidewalks, landscaping and curb extensions at crosswalks to provide priority for pedestrians

a. Secure Wider Sidewalks

There has been a growing trend for internal retail and café functions to spill out onto the sidewalk. This animates the street giving it a sense of vibrancy. In order to accommodate this, new sidewalks should attempt to provide a width of 12 ft. – 15 ft. to allow for a utility strip at the edge (for street trees, lights, mailboxes, etc.) approximately 3 ft. wide, a comfortable walking area for two people to walk abreast of one another (approximately 6 ft.) and a display, planting or sidewalk seating area (approximately 3 ft. – 4 ft. wide). The current central Marine Drive sidewalk is approximately 9 ft. wide including a 3 ft. utility strip. New buildings will be required to be set back from the property line by 3 ft. to achieve sufficient room.

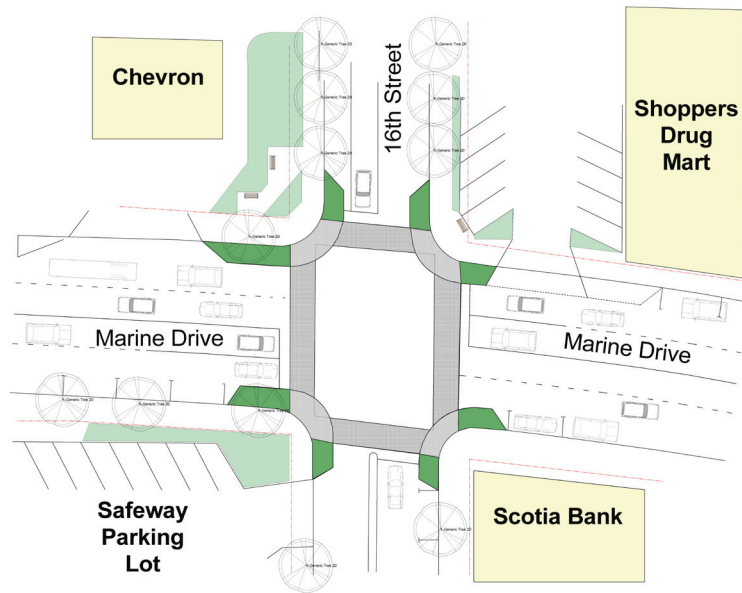


Typical Curb extension

b. Utilize curb extensions at corners

Marine Drive is part of the major regional road network. In order to fulfill its role in the community, it is required to maintain two lanes of traffic in each direction with parking on both sides of the street. This is also considered to be in the best interest of the residents and businesses. Improved signal light coordination is being implemented.

A common way of providing for this in other successful commercial areas utilizes curb extensions with low planting at the corners. These reduce the length of the crosswalk, and can allow more green light time to be assigned to the through traffic. However, the main purpose is to enhance the corner and build a sense of priority for the pedestrian by providing additional room to stand. It is proposed to introduce such extensions throughout the area where space allows, and one of the design criteria used will be to maintain the existing overall number of on-street parking spots.



5.5.4 Maintain the existing street vehicular circulation within the Village Centre while enhancing parking

a. Circulation

The overall circulation pattern for streets in Ambleside will be maintained. Occasionally, one-way patterns have been suggested and studied, but the conclusion is that these are not pedestrian friendly, nor are they in the interest of merchants depending upon easy access. When considerations of redevelopment in the 1300 block occur, it may be appropriate to consider restricting the use of the 1300 block of Bellevue Avenue as an option, but consideration of the impacts on 14th Street and access to the park should be included in that deliberation.

b. Parking Considerations

Parking is considered adequate in terms of numbers, and will improve over the longer term as redevelopment occurs. However, restricted public access to existing spaces on private land is an issue that the business community should address, and on-street parking must continue to be assessed in terms of the impact of time that is allowed on the needs of businesses for appropriate turnover of spaces. The Strategy proposes continued collaboration with business and property owners. The following parking components are defined in the OCP as options to assist in addressing parking.

- Consider varying parking times
- Secure additional public parking in new developments where construction of excess space is physically and economically feasible
- Negotiate to open up currently reserved private spaces for public parking use
- Consider more angled parking where feasible
- Review the possibility for public parking structures give the improvements listed above
- Periodically review parking in Ambleside and make adjustments to policy as required

c. Provide a mechanism to allow consideration of minor additions to existing buildings without requiring additional off-street parking.

To encourage the renovation of existing buildings and use of awkward lots, it is proposed that small additions be permitted without adding to the parking provided.

d. Consider developing and implementing a parking reserve fund for minor variations in parking, where an owner could contribute money in lieu of parking and the funds used to provide common or improved parking elsewhere in Ambleside.

It is also proposed that a parking reserve fund be considered for minor variations in parking, where an owner could contribute money in lieu of parking provision, and the funds used to provide common or improved parking elsewhere in Ambleside. However, it is not proposed that such a fund be used as a general exemption from providing parking, because the possibility of securing a site for common parking is very limited, and owners of other sites do not have excess capacity to provide parking over and above their own development requirements (or ambitions).

5.5.5 Create attractive pedestrian and cycle links between Ambleside, Park Royal Shopping Centre, and Civic Centre Area

An application is currently in for funding to design, construct, and maintain a continuous bicycle path, the Spirit Trail, from Deep Cove to Horseshoe Bay. The greenway plan includes a segment extending through the Ambleside Village Centre which, on a local basis, would join the various commercial, civic, and park use areas, and attract users on a regional basis. The first section of the Spirit Trail is currently under construction from the Lions Gate Bridge through Park Royal Shopping Centre to Ambleside.

5.5.6 Ensure that future developments along Bellevue consider the issue of under-grounding the overhead lines along the railway corridor as part of a community benefit package



6.0 DESIGN GUIDELINES

Development Permit Guidelines forming part of the Ambleside Village Centre Development Permit Designation were adopted in July, 2008. The following guidelines are included for review and consideration.

- Residential Only Guidelines and
- Commercial and Mixed-use.

Context

1. Buildings along Marine Drive, from 14th Street to 18th Street, should:
 - A consistent street wall by being sited parallel to the sidewalk, and
 - create a volume and massing for the first two floors that is vertical in form, drawing on the elements of traditional small town buildings.
2. In each block, buildings should be designed to avoid a continuous east/west building wall above the third storey.
3. Mid-block pedestrian connections to lanes, parking, adjacent streets, and the waterfront are encouraged.
4. On north/south streets 'active' ground floor commercial uses are strongly encouraged to create interesting pedestrian experiences and improve connections to the waterfront.
5. On corner sites, buildings should:
 - Maintain a presence on both streets with particular emphasis on a design that addresses the corner,
 - have the same attention to detail on the side street elevation, at ground level and at the upper storeys, as the "Main Street" elevation, and
 - at 13th and Marine Drive, the gateway to the community, provide a visually prominent 'landmark' piece of architecture.
6. Buildings should provide an interface between new and existing adjacent structures to form a harmonious transition between the two.
7. Variations in setbacks will be considered to enhance building articulation and where commercial floors face commercial floors across a lane.
8. For non-sloping sites consideration will be given to a fourth storey when the following criteria are met:

- Avoid continuous forth storey volumes along any frontage
- Provide variety in roof form maintain localized view corridors maintain sunlight to the street and lane
- Articulate building massing provide outdoor space for residences (See graphic 4.0)



Buildings parallel to street



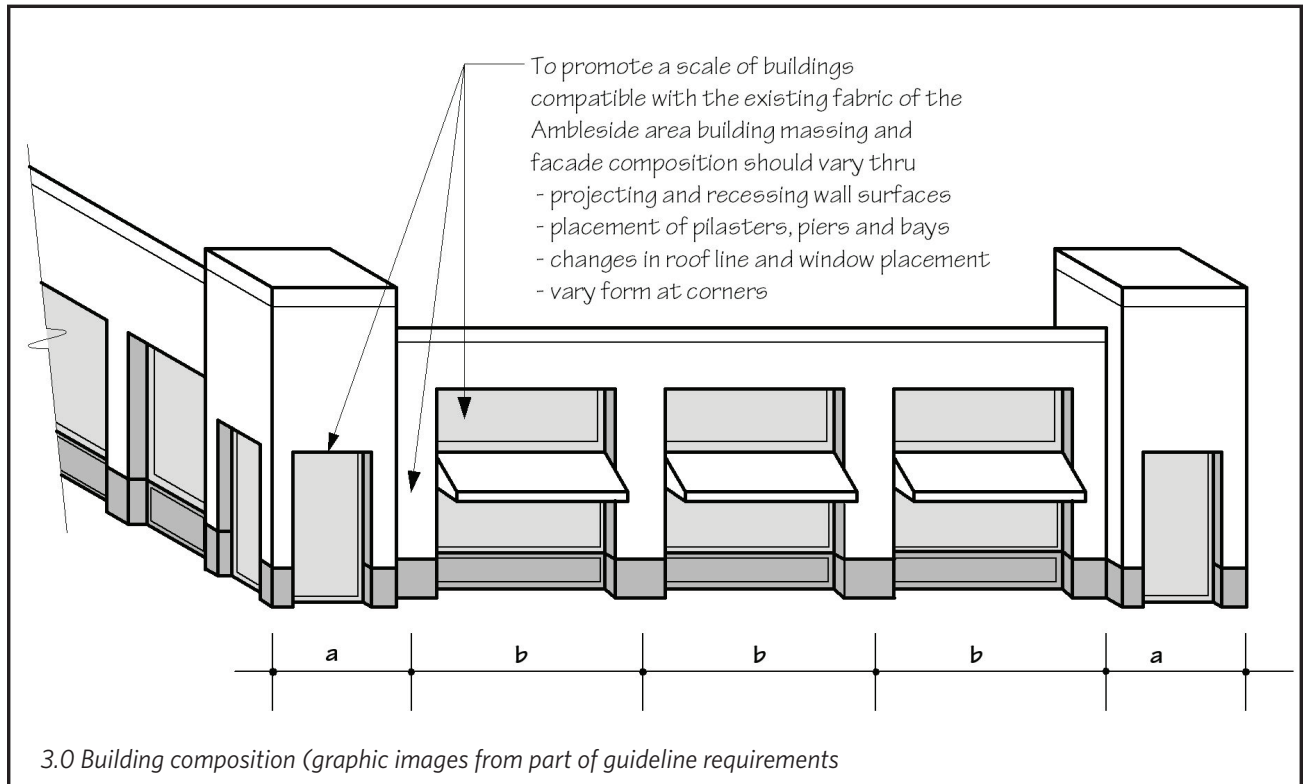
Mid-block pedestrian connections



Address corner condition through architectural features

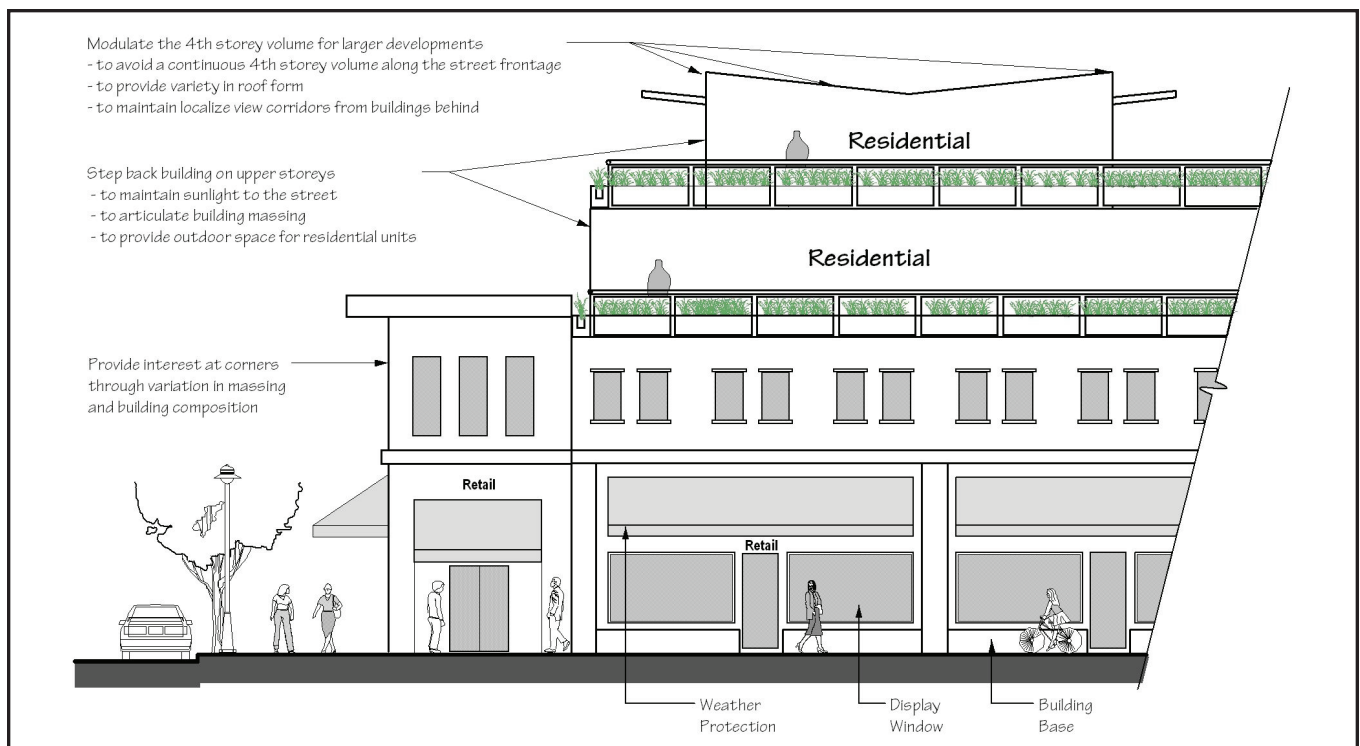
Built Form and Design

- 8.1 Design strategies and building details such as natural cross-ventilation, energy efficient fixtures, green roofs, high performance materials, and geo-exchange should be used to create 'green' buildings that reduce energy consumption, enhance sustainability, and create a healthy living environment. e.g. LEED (silver) standard or equivalent (e.g. Built Green)
9. Buildings should:
- Step back from the front property line on the upper most floors to reduce building mass, minimize shadowing, create outdoor space, and maintain a pedestrian scale to the street,
 - be sited parallel to the street and front property line,
 - be architecturally distinct,
 - be varied in their expression towards the street,
 - be designed to facilitate "eyes on the street",
 - be articulated through recessing and projecting wall surfaces,
 - cornice or other detailing at the top of the storefront storey, where the upper storeys are stepped back and at the roofline, and
 - designed to avoid blank walls, particularly on the first two storeys of a building that faces a street or pedestrian pathway. Where solid walls are unavoidable, building mass, variation of the façade, textured surfaces, or architectural detailing should be used to reduce the impact of any solid wall.
10. Site and building design should accommodate persons of varying ability levels, including the physically challenged.



Built Form and Design cont.

11. In mixed-use buildings, the residential use should have:
 - A separate pedestrian entrance that is visible from the street, and
 - parking that is separate from non-residential parking, although access may be shared.
12. As an objective, fourth storey volumes, where applicable, should be modulated to permit some strategic views from the main living area of residential units in adjacent buildings. The fourth storey volumes should occupy a combined maximum width of approximately 60% of the overall block. View analysis should be provided.
13. Front elevations should include:
 - A building base approximately 18 - 24" above the adjacent sidewalk and below the display windows. The materials should be visually heavier than the materials of the walls i.e. tile, stone or brick
 - Storefront display windows or glass doors for a minimum 60% of the building façade; upper storey, windows may be smaller in size and scale than street level
 - Small-scale retail fronts in building design modules of approximately 25 ft. that provide visual diversity, reinforce a human scale, and enhance pedestrian interest.
14. Rear elevations should be detailed and articulated to be compatible with the front and sides of the building, as lanes are utilized by pedestrians and require visual interest.
15. Where there are complex building volumes and window and door patterns, simple exterior wall surfaces are preferred. If the massing and windows are simple, greater detailing of exterior walls should be provided through building articulation and textured materials.



4.0 Mixed-use building elevation diagram (graphic images from part of guideline requirements)

Built Form and Design cont.

16. Rooftop mechanical equipment, restaurant venting, hydro utility boxes, and similar equipment should be located to minimize visual, odour, and acoustical impacts on adjacent properties or other users in the building, the streetscape, and views. Where a structure is used to conceal such equipment, it should be kept consistent in detailing with the architecture of the building.

17. All signs associated with commercial buildings should: be directly integrated into building facades and/or hung perpendicular to building facades, and avoid signage illumination spillage to adjacent properties.

18. Where street level commercial is provided, the adjacent sidewalk should be provided with continuous weather protection via awnings, canopies, or architectural overhangs that extend a minimum 6 ft. (recommended) from the face of the building and are located approximately 8 ft. above the sidewalk. The materials, colours, and forms of the weather protection feature should provide a continuous, architecturally integrated building frontage

19. Where awnings are proposed, the following design features are encouraged:

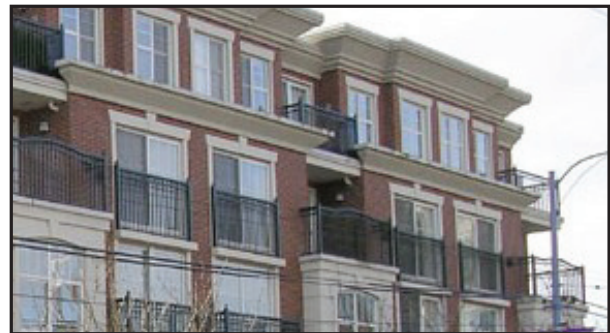
- Woven canvas or acrylic fabric with UV protected surface stretched over a mounted frame,
- screening of the underside of the awning with a woven canvas or acrylic sheet unless there are building features that warrant exposure and the frame is a design element in itself, and
- a valance along the foot of the awning.

20. Garbage and recycling areas should be located:

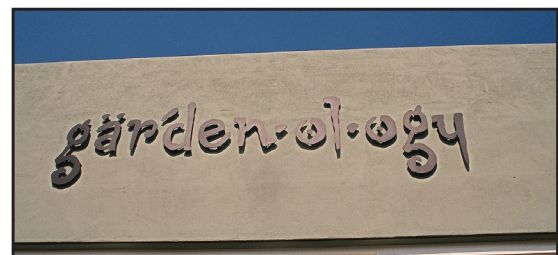
- Off a lane,
- in a convenient location,
- In an underground parking/service area, or contained within a roofed/walled enclosure coordinated with the overall design of the development.



Rooftop mechanical systems screened and integrated into building design



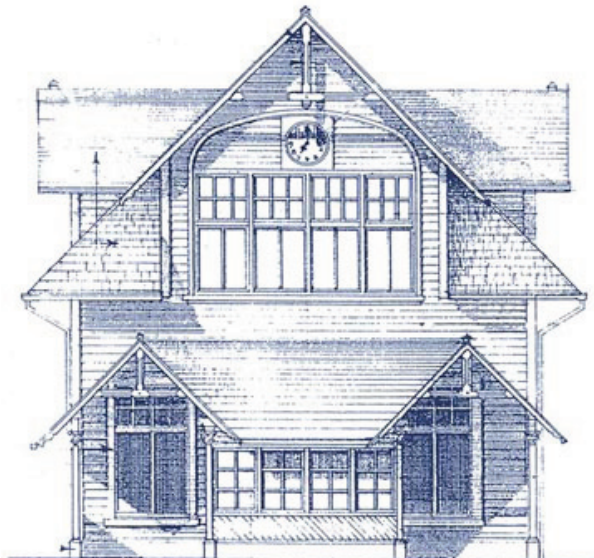
Articulated roof line and variety in window treatment



Integrate signage into building design

Restoration, Renovation, and Additions

- 21. Where a lane is unavailable, garbage and recycling areas should be located in an underground parking/service area.
- 22. Consideration will be given to varying the parking standards for renovations with small additions (up to 10% sq. ft. of gross).



Renovated Ferry Building

- 23. Parking areas should be accessed from rear lanes or, where no lane exists, from side streets, rather than from Marine Drive.
- 24. Garage entrances should be designed and situated so that they are not a dominant feature of the streetscape, and should be finished with detailing that is consistent with the architecture of the building.
- 25. Where surface parking is provided adjacent to a street, incorporate landscape elements to visually break up and screen parking from the street and improve natural drainage i.e. provide pervious surface.
- 26. Parking areas, both surface and underground, should be readily accessible by customers and residents, and designed and finished to enhance safety and security.
- 27. Shared parking areas are strongly encouraged, especially surface parking areas off a lane. Shared parking arrangements should provide adequate signage to inform the public of the share arrangements.



Parking

Parking Garage Entrance

Landscaping

28. Public spaces should be clearly differentiated from intended private spaces.
29. Change of use of outdoor space such as patios, walkways and driveways should be reinforced through variations in the colour and texture of materials.
30. Driveways, parking areas, patios, and similar areas that are not located above underground structures should be finished with pervious material.
31. Balcony and rooftop gardens are encouraged.
32. Street furniture, merchandise displays, and landscaping should not inhibit pedestrian or barrier-free access along sidewalks or to buildings.
33. Pedestrian amenities such as seating areas are encouraged, particularly in areas where it is not possible to provide continuous storefronts along a street.
34. Glare and light spill of exterior or ground level lighting to surrounding properties should be minimized.



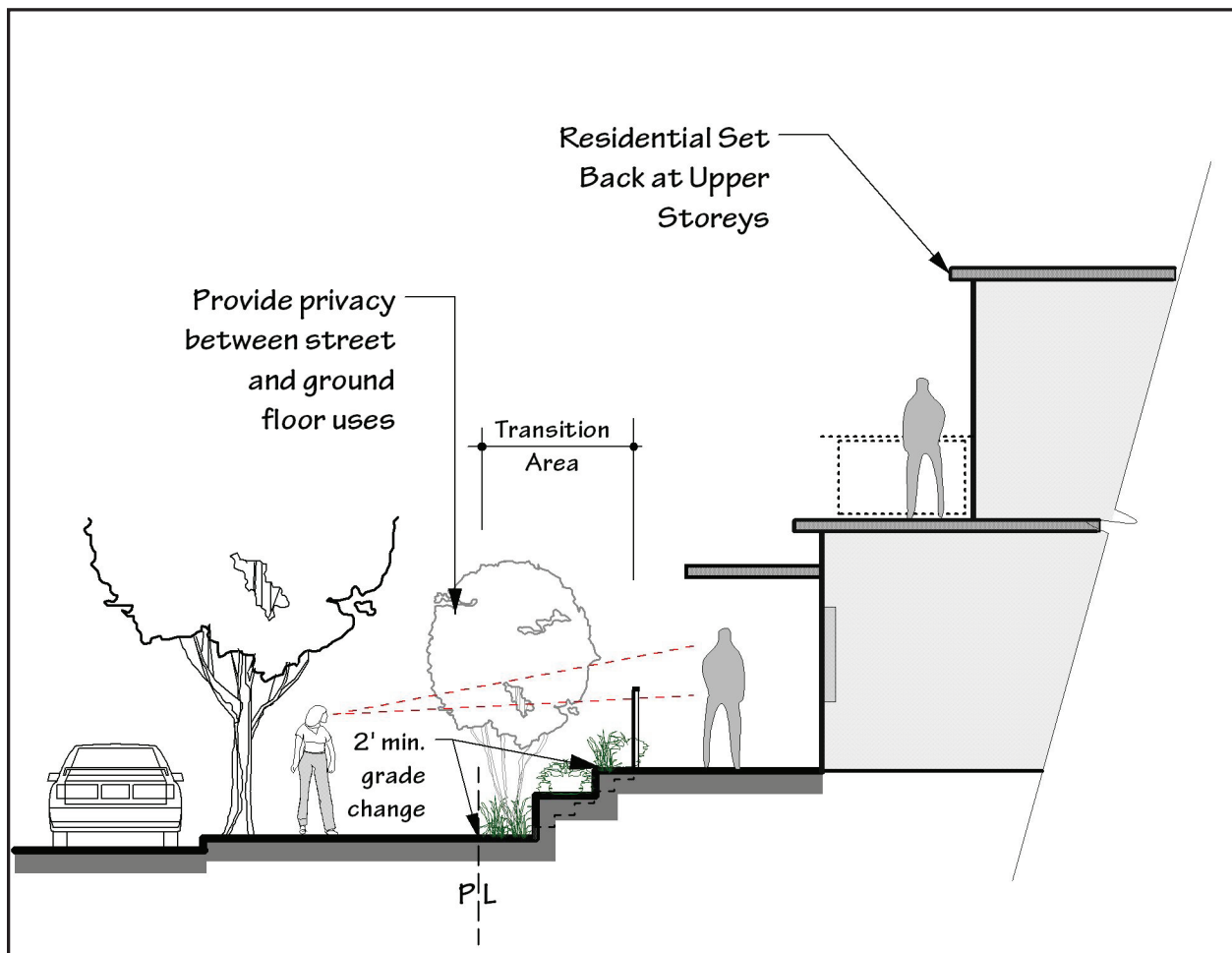
Preferred Village Centre Bike Rack

Context

1. Buildings should provide an interface between new and existing adjacent structures to form a harmonious transition between the two.
2. Within any street block, built form variety should be provided in order to create an interesting and diverse streetscape. This could be achieved through:
 - Stepping back or terracing building masses
 - Variation of building materials, colours, roof lines, and architectural features
 - Articulating building facades into smaller components

Built Form and Design

3. Design strategies and building details such as natural cross-ventilation, energy efficient fixtures, green roofs, high performance materials, and geo-exchange should be used to create 'green' buildings that reduce energy consumption, enhance sustainability, and create a healthy living environment. e.g. LEED (silver) standard or equivalent (e.g. Built Green).
4. Site and building design should accommodate persons of varying ability levels, including the physically challenged.



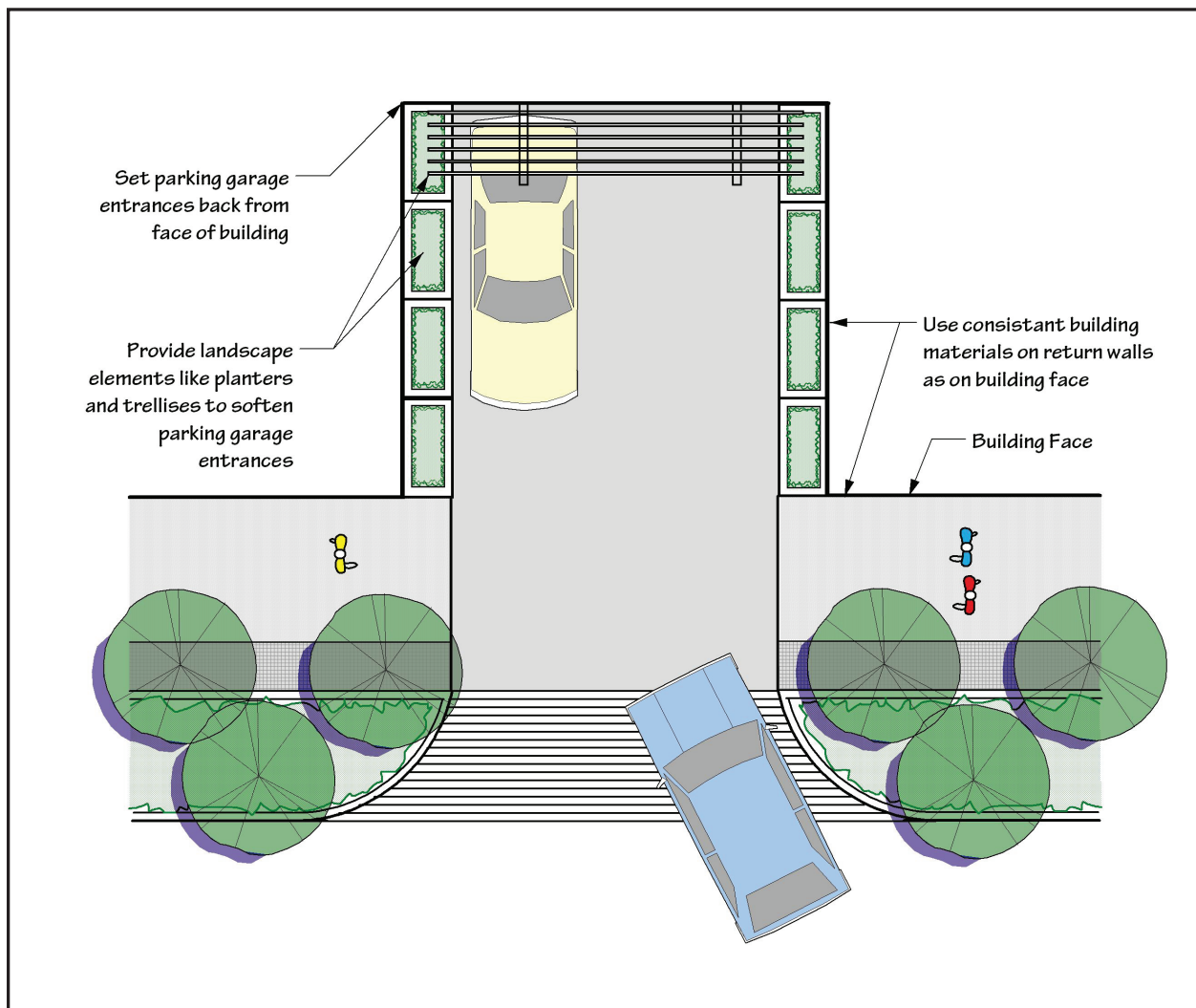
1.0 Residential Building Diagram (graphic images form part of guidelines requirements)

5. Site, building and landscape design should:
 - be sensitive to the privacy/overlook, security and liveability of residential units including private outdoor spaces,
 - be sensitive to acoustic and odour sources from adjacent properties, and
 - provide 'eyes on the street' and opportunities for people to easily view what is happening around them.
6. Buildings should:
 - step back from the front property line on the upper most floors to reduce building mass, minimize shadowing, create outdoor space, and maintain a pedestrian scale to the street,
 - be sited parallel to the street and front property line,
 - complement the rhythm of small storefronts found in the commercial area of the Village Centre,
 - be architecturally distinct, and
 - be varied in their expression towards the street
7. Fourth storey volumes massing and configuration should be modulated to provide visual design interest, to consider views from common living areas in adjacent buildings where applicable and to limit the overall east/west widths of fourth storeys, combined, to approximately 60% of any block.
8. Ground oriented residential units should have individual 'front doors' accessed from the street and, if applicable, a second entrance accessing central corridors, rear yards and/or courtyards.
9. Ground-oriented residential units fronting public areas should be elevated a minimum 2 ft. above the finished elevation of the public area to ensure a degree of privacy and to allow residents to view activity on the street.
10. Weather protection should be provided to the primary common entry of a multi-family building.
11. Where there are complex building volumes and window and door patterns, simple exterior wall surfaces are preferred. If the massing and windows are simple, greater detailing of exterior walls should be provided through building articulation and textured materials.
12. Long expanses of uninterrupted roof should be avoided.
13. Rooftops and balconies should be designed as visually attractive areas from the street and from surrounding higher buildings.
14. Rooftop mechanical equipment, hydro utility boxes, and similar equipment should be located to minimize visual, odour, and acoustical impacts on adjacent properties, residential units within the building, the streetscape and views. Where a structure is used to conceal such equipment, it should be kept consistent in detailing with the architecture of the building.
15. Common garbage and recycling areas for multi-family housing should be sited in a convenient location for residents, located within the building or contained within a roofed/walled enclosure co-ordinated with the overall design of the development and screened from public view.



Parking

- 16. Parking areas should be accessed from rear lanes or side streets.
- 17. Parking should be located in underground parkades, behind buildings in garages, or on small surface lots.
- 18. Underground parking should be readily accessible by residents, and designed and finished to enhance safety and security. (See graphic 2.0)
- 19. Garage entrances should be designed and situated so that they are not a dominant feature of the streetscape and should be finished with detailing that is consistent with the architecture of the building.



2.0 Garage Entrances (graphic images form part of guidelines requirements)

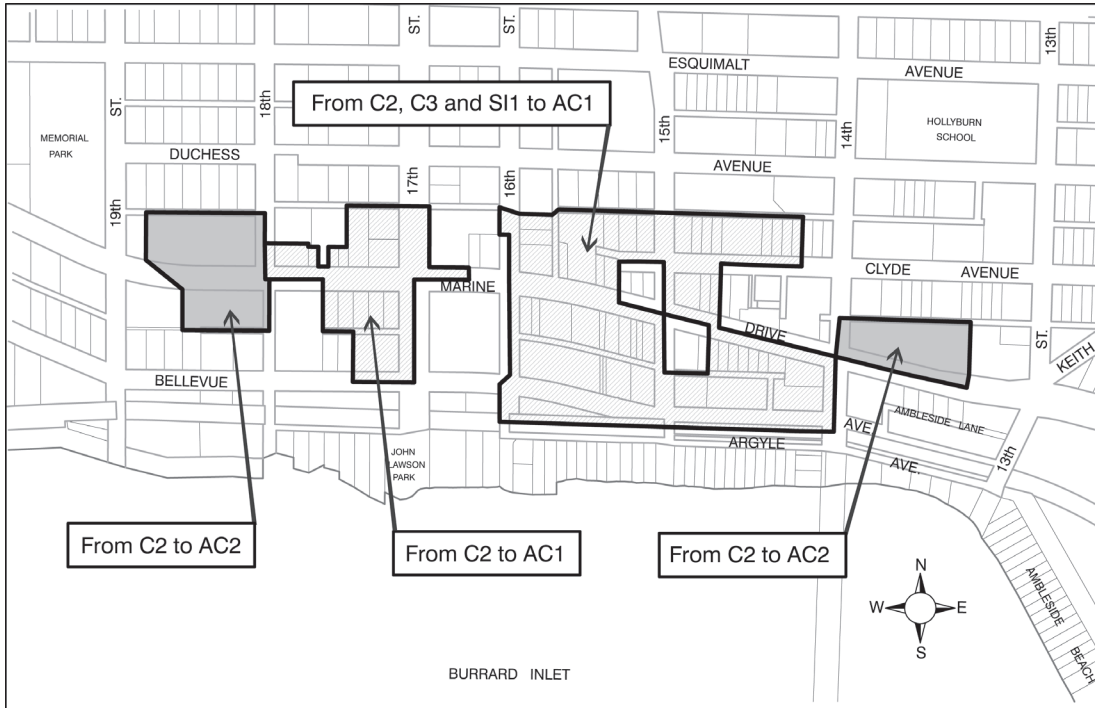
Landscaping

20. The area between a public street and private indoor space should be established as a transition area that is visually interesting to pedestrians while clearly privately owned, rather than walled/fenced off from public view. (see Graphic 1.0)
21. Balcony and rooftop gardens are encouraged.
22. Change of use of outdoor space such as patios, walkways, and driveways should be reinforced through variations in the colour and texture of materials.
23. Driveways, parking areas, patios, and similar areas that are not located above underground structures should be finished with pervious material.
24. The choice of materials should be quality materials compatible in scale and character to the adjacent residential.
25. Glare and light spill of exterior or ground level lighting to surrounding properties should be minimized.



Ambleside Village Centre Appendix A: Ambleside Zoning

APPENDIX A: Ambleside Zoning



* Schedule C to Bylaw No. 4544, 2008, Zoning Amendment Map

District of West Vancouver



**Zoning Bylaw No. 2200, 1968
Amendment Bylaw No. 4544, 2008**

Effective Date – July 28, 2008

Zoning Bylaw No. 2200, 1968 Amendment Bylaw No. 4544, 2008

A bylaw to amend the Zoning Bylaw to rezone certain lands in Ambleside.

WHEREAS the Council of The Corporation of the District of West Vancouver deems it expedient to provide for amendment of the Zoning Bylaw;

NOW THEREFORE, the Council of the District of West Vancouver enacts as follows:

Part 1 Citation

- 1.1 This bylaw may be cited as “Zoning Bylaw No. 2200, 1968, Amendment Bylaw No. 4544, 2008.”

Part 2 Severability

- 2.1 If a portion of this bylaw is held invalid by a Court of competent jurisdiction, then the invalid portion must be severed and the remainder of this bylaw is deemed to have been adopted without the severed section, subsection, paragraph, subparagraph, clause or phrase.

Part 3 Adds the AC 1 Zone and AC 2 Zone and deletes the S.I.1 Zone

- 3.1 Zoning Bylaw No. 2200, 1968, Part 4, as amended, is further amended by adding:
- i. Division 4 – Ambleside Centre Zones, Subdivision 1 – AC 1 Ambleside Centre Zone 1 – Ambleside Commercial Core; and
 - ii. Division 4 – Ambleside Centre Zones, Subdivision 2 – AC 2 Ambleside Centre Zone 2 – Ambleside Secondary Residential and Commercial

as set out in Schedule A to this bylaw; and

- 3.2 Zoning Bylaw No. 2200, 1968, Part 5, as amended, is further amended by deleting:

Division 2 – Service Industrial Zones, Subdivision 1 – S.I.1 Service Industrial Zone 1

Part 4 Amends Definitions

- 4.1 Zoning Bylaw No. 2200, 1968, Part 1, Division 2 - Definitions, as amended, is further amended by adding in alphabetical sequence:

AMENITY means an amenity described in Division 3 – Amenities of Part 10.

AMENITY UNIT means each portion of Amenity, which portion has a fair market value of:

For mixed commercial/residential buildings, \$15.00 for each square foot of building above a floor area ratio of 1.0 and below 1.4 and \$50.00 for each square foot of building above a floor area ratio of 1.4 and

For primarily residential buildings, where commercial use comprises less than 20% of the building area, \$50.00 for each square foot above a floor area ratio of 1.0. For purposes of this definition, the area within a dwelling unit uses allowed for personal and professional business services in conjunction with the residential use in a dwelling unit within an AC2 zone is considered to be commercial use.

The reference to \$15.00 and \$50.00 is adjusted on July 1 of each year in accordance with the Statistics Canada Consumer Price Index in respect of All Items for Greater Vancouver (2008 = 100).

COMMUNITY AMENITY RESERVE means the statutory Capital Reserve Fund created by bylaw as a Community Amenity Reserve Fund.

Part 5 Adds List of Amenities

- 5.1 Zoning Bylaw No. 2200, 1968, Part 10, as amended, is further amended by adding Division 3 – Amenities as set out in Schedule B to this bylaw.

Part 6 Amends Zoning Maps

- 6.1 Zoning Bylaw No. 2200, 1968, Part 10, Division 1 – Zoning Maps, as amended, is further amended by changing the zoning of certain lands in Ambleside to a new AC1 Zone (Ambleside Centre Zone 1) and AC2 Zone (Ambleside Centre Zone 2) all as shown on the map attached as Schedule C.

Schedules

Schedule A – Division 4 – Ambleside Centre Zones, Subdivision 1 – AC 1
Ambleside Centre Zone 1 – Ambleside Commercial Core; and
Division 4 – Ambleside Centre Zones, Subdivision 2 – AC 2
Ambleside Centre Zone 2 – Ambleside Secondary Residential and
Commercial

Schedule B – List of Community Amenities

Schedule C – Zoning Map Amendment

READ A FIRST TIME on May 26, 2008

PUBLIC HEARING HELD on July 7, 2008

RECONVENED PUBLIC HEARING on July 21, 2008

READ A SECOND TIME on July 21, 2008

READ A THIRD TIME on July 21, 2008

ADOPTED by the Council on July 28, 2008

Mayor

Municipal Clerk

Schedule A to Zoning Bylaw No. 2200, 1968 Amendment Bylaw No. 4544, 2008

PART 4

Division 4 – Ambleside Centre Zones Subdivision 1 – AC1 – Ambleside Centre Zone 1

44-101 Application of Zone

The provisions of this subdivision shall apply to land, buildings and structures and the use of land within the Ambleside Centre Zone 1, hereinafter cited as the AC1 Zone, as shown on the map or otherwise described in Part 10.

44-102 Uses Permitted

It shall be unlawful to erect, construct or locate, alter or reconstruct any building or to occupy or use any building or land within the AC1 Zone save and except for the following uses:

RETAIL USE

- sale or rental of goods or services
- bakery, confectionery or manufacture of other food goods whose products are also sold retail on the premises

OFFICE USE

- the transacting of business, the conduct of public administration, the practice of a profession and the administration of an industry

PERSONAL OR BUSINESS SERVICE

- Bank and financial services
- Service and repair of household and personal goods
- Clothes making and repair
- barber shop or beauty parlour
- gallery, frame shop, interior decorating
- fitness and body care
- printing shop employing not more than five persons on the premises

- collection and distribution of laundered or dry cleaned articles including a laundry and a dyeing and cleaning works with not more than five employees on the premises

AUTOMOBILE RELATED USES

- Automobile servicing on properties fronting on the north side of Clyde Avenue only
- sales of motor vehicles on properties fronting on the north side of Clyde Avenue only

EDUCATION

- business or commercial school, including tutoring, remedial training, music, dance or art academy

AMUSEMENT

- theatre
- amusement place including bowling alley and billiard hall

RESTAURANT

- an eating establishment where food is served, with or without alcohol, for consumption on the premises. Includes: establishments that supply take out food as an accessory to the principal use.
- liquor primary use where the service of liquor is the primary focus of the business and where the establishment is licensed under a “Liquor-primary licence” issued in accordance with the *Liquor Control and Licensing Act*, as amended

DAY CARE

- Day care

ANIMAL SERVICES

- Veterinary medical clinic or pet care establishment, subject to the general regulations of Section 21-132

VISITOR ACCOMODATION

- hotel

RESIDENTIAL

- dwelling units in a building combining commercial and residential uses and provided:
 - a) Section 21-118 does not apply
 - b) No portion of the first storey having direct access to street level grade shall be used for residential purposes except for the entrance(s) or entrance lobby to permitted dwelling units and
 - c) A minimum of 30% of the building area included in the Floor Area Ratio is composed of commercial use.

ACCESSORY USES

- home craft, occupation or business subject to regulations contained in Section 31-105
- accessory buildings and uses customarily incident to the above uses. Any accessory building must be located to the rear of the main building and shall maintain the required minimum side yard and rear yard of the main building.

EXCLUDED USES

The uses listed above exclude, in whole and in part,

- massage parlour,
- gasoline station – full or self serve,
- amusement arcade, pin ball arcade,
- night club/cabaret and discotheque,
- any drive-through business, or portion of a business
- casino or video lottery terminal (VLT) use
- industrial and manufacturing services not specified in the zone;
- pawn shop
- social escort service

44-103

Conditions of Use

Between 14th Street and 18th Street on Marine Drive,

- a) The portion of the second storey facing Marine Drive must be used for commercial purposes;

- b) financial institutions and real estate offices combined must not occupy more than 20% of the width of the ground (sidewalk level) floor of each block face (in each block there is a north and a south block face). This is calculated in aggregate for all such uses on each block face. Such uses may occupy a greater width of the building if located at the rear of the ground floor, more than 60 feet from the Marine Drive property line, or if on the storey above the Marine Drive sidewalk level.

44-104 Density

- 104.1 The maximum Floor Area Ratio must not exceed 1.0, except the Floor Area Ratio permitted shall be increased from 1.0 to 1.4, and from 1.4 to a maximum of 1.75 to the extent of one (1) additional square foot of floor area for every Amenity Unit provided to the District at no cost to the District, as described in the definition of Amenity Unit.

44-105 Height of Building

- 105.1 No building shall exceed three (3) storeys, nor thirty-seven (37) feet measured from the average elevation of the existing curb or lane along the lowest exterior lot line.
- 105.2 Basements used solely for parking, access and minor accessory storage shall not be considered a storey.
- 105.3 Despite Section 44-105.1, building height may be increased to a maximum of four (4) storeys, and forty-seven (47) feet measured from the average elevation of the existing curb or lane along the lowest adjacent exterior lot line, provided that:
 - a. the lot width is greater than 120 feet;
 - b. the lot area is greater than 14,000 square feet; and
 - c. the difference in average existing elevation from the curb at the front lot line to the lane at the rear lot line is at least 8 feet.

44-106 Yards

106.1 Front Yard minimums for each storey, measured from the front lot line to the outermost wall of each storey, must be as follows:

Storey	Front Yard
First	3 feet
Second	3 feet
Third	12 feet
Fourth	30 feet

106.2 Rear Yard minimums for each storey, measured from the rear lot line to the outermost wall of each storey, must be as follows:

Storey	Rear Yard
First	4 feet <i>except for north side 1800 Block of Marine Drive 10 feet</i>
Second	14 feet <i>except for north side 1800 Block of Marine Drive 20 feet</i>
Third	24 feet
Fourth	30 feet

106.3 No Side Yard is required. If provided, the Side Yard must not be less than five (5) feet.

44-107 Off-Street Parking

107.1 Off-street parking must be provided as follows:

USE	PARKING REQUIREMENT
commercial use	A minimum of one (1) parking space for every four hundred (400) square feet of gross floor area.
dwelling units	<p>The greater of:</p> <ul style="list-style-type: none"> • a minimum 1 parking space per dwelling unit, plus parking designed and designated as visitor parking that is equal to 10% of the total number of dwelling units; or • a minimum 1 parking space for every 900 sq. ft. of gross floor area, provided that the maximum car parking spaces required per unit shall not exceed two (2), with a minimum 10% of this total number of parking spaces designed and designated as visitor parking
office use located above first storey	A minimum of one (1) parking space for every six hundred (600) square feet of gross floor area

107.2 Not less than thirty (30) percent of the commercial parking spaces shall be kept accessible, available and designated by signs as unreserved parking for visitors to the commercial portion of the building during normal business hours.

107.3 Off-street parking must be provided in accordance with Sections 21-114 to 21-117

PART 4

Division 4 – Ambleside Centre Zones Subdivision 2 – AC2 – Ambleside Centre Zone 2

44-201 Application of Zone

The provisions of this subdivision shall apply to land, buildings and structures and the use of land within the Ambleside Centre Zone 2, hereinafter cited as the AC2 Zone, as shown on the map or otherwise described in Part 10.

44-202 Uses Permitted

It shall be unlawful to erect, construct or locate, alter or reconstruct any building or to occupy or use any building or land within the AC2 Zone save and except for the following uses:

All uses permitted in, and excluded from the Ambleside Centre Zone 1 (AC1) as set out in Section 44-102 shall be permitted in and excluded from the AC2 Zone, and in addition, the following uses are permitted:

PERSONAL OR BUSINESS SERVICE

- funeral home

RESIDENTIAL

- apartments
- townhouses

ACCESSORY USES

- personal and professional services in conjunction with the residential use of the same dwelling unit where such residential use has direct, grade access to the adjacent street.

44-203 Conditions of Use

203.1 Non-residential uses shall not be located in a storey located above a storey containing residential uses, other than the permitted personal and professional service within the same dwelling unit.

44.204 Density

The provisions of the AC1 zone, Section 44-104, apply.

44-205 Height of Building

The provisions of the AC1 zone, Section 44-105, apply.

44-206 Yards

The provisions of the AC1 zone, Section 44-106, apply.

44-207 Off-Street Parking

The provisions of the AC1 zone, Section 44-107, apply.