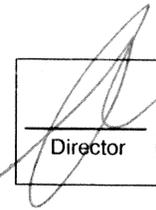
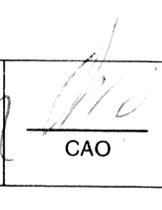


COUNCIL AGENDA/INFORMATION		
<input type="checkbox"/> Closed	Date: _____	Item # _____
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Director	CAO

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DISTRICT OF WEST VANCOUVER  
750 - 17<sup>TH</sup> STREET, WEST VANCOUVER, BC V7V 3T3

To BE  
SCHEDULED FOR  
CONSIDERATION  
AT DEC 10, 07  
COUNCIL MEETING

## COUNCIL REPORT

Date: November 19, 2007 File: 2515-21  
From: Colette Parsons, Urban Design Planner  
Subject: **Ambleside Town Centre Strategy - Policy Recommendations**

### RECOMMENDED THAT:

1. Staff prepare implementation bylaws and documents in accordance with Appendix A of the November 19, 2007 report of the Urban Design Planner entitled "Ambleside Town Centre Strategy – Policy Recommendations"; and
2. These draft bylaws be presented to Council for public consideration prior to finalization and proceeding to a formal public hearing process.

### Purpose

To provide Council with recommendations on policies for Ambleside, including revisions/clarifications of the draft Strategy in light of the Working Group and public comments.

The main body of this report discusses the key policy issues, while Appendix A contains a table summarizing all of the policies set out in the draft Ambleside Town Centre Strategy including:

- All originally proposed policies from the draft Ambleside Town Centre Strategy document, December, 2006;
- The final Working Group recommendations, July, 2007; and
- Final Staff Recommendations, November, 2007.

In considering staff's recommendations, Council may amend the recommendations by:

1. excluding specific policies by policy number; and
2. amending specific policies by policy number.

## **1.0 Background**

### **1.1 Prior Resolutions**

**September 24, 2007:** Council Meeting – An oral report by Councillor Ferguson identified “that further information would be provided to the community regarding the recommendations, and that a Town Hall meeting could be held after the community was better informed and had an opportunity to consider the recommendations.” Further information was provided to the community through a direct mail flyer to all households, businesses, and tenants in order to better inform the community.

**September 17, 2007:** Committee of the Whole Meeting – “Council provide guidance to staff on the issues to be addressed in the final draft Ambleside Town Centre Strategy, for further consideration at a Town Hall Meeting to be held in early October 2007.”

**July 16, 2007:** Council Meeting – The Working Group reported to Council its comments and recommendations. These comments and recommendations were referred to staff, together with public input received on the proposed Strategy, for a public Council workshop in September 2007 to further explore the issues and possible options.

**January 22, 2007:** Council Meeting - Council discussed the document and referred it to the public for comment. Public consultation included a Town Hall Meeting on February 15, 2007 and establishment of a Working Group that met publicly between January and July and that received a number of community group presentations.

**January – July:** Public Meetings and Events – (see Appendix E for a complete list of information meetings and date, on line information and media coverage):

- Chamber of Commerce events;
- Ambleside Owners meeting;
- Advisory Committee on Disability Issues review;
- Design Review Committee review of DP Guidelines;
- Youth Advisory Committee review and Youth Council debate;
- Ambleside and Dundarave Rate Payers Association meeting; and
- Arts & Culture, Museum and Library Working Group meeting;

**December 18, 2006,** Council Meeting - Council received the proposed Ambleside Town Centre Strategy

## **2.0 Policy**

### **2.1 Policy**

The Official Community Plan (OCP) establishes the policy of reinforcing the role of Ambleside as West Vancouver's Town Centre (Policy LE2). The OCP also identifies, as a priority, a review of the Ambleside Town Centre to identify measures that could strengthen and enhance its role.

### **2.2 Reference to Corporate Business Plan**

The Corporate Business Plan 2006-2008 calls for completion of an overall area plan for Ambleside including a Business Area Revitalization Plan (Special Projects Goal No. 1).

The Corporate business plan also calls for governance that "ensures our laws, policies, and processes promote social, fiscal and environmental sustainability."

A vital town centre is fundamental to a sustainable community. In addition to measures to achieve and support such vitality the following policies from the Ambleside Strategy are intended to advance sustainability within the Ambleside area.

#### **Economic**

- Development of a Business Improvement Area to encourage an attractive mix of retailers and services.

#### **Social**

- Anchoring the arts to provide multiple civic facilities and gathering places that will add to the social infrastructure of the community
- Improved streetscapes to allow more informal opportunities for social interaction.
- Increased residential and the consideration of rental housing

#### **Environmental**

- The incorporation of green building standards to all new construction
- Introduction of a North Shore bike route as an alternative form of transportation
- A compact walking environment to encourage people out of their cars

### **3.0 Analysis**

#### **3.1 Discussion**

The Working Group's final report and presentation in July supported the policies as proposed in the draft Ambleside Strategy with one significant recommended change respecting 2<sup>nd</sup> storey commercial. The Working Group also recommended refinement to some of the key policies and minor additions which are supported by staff (see Appendix A).

Three elements of particular significance during the Working Group, Council and community discussions were: 2<sup>nd</sup> storey commercial, establishing a Floor Area Ratio and building height. These matters are discussed below.

##### **Office Space (Policy 5.2.1.b)**

The Working Group felt that existing 2<sup>nd</sup> storey office space does not always meet the needs of expanding businesses and wanted to see an emphasis put on encouraging quality (i.e., Class A) office space in office specific buildings. They also felt that the market should decide whether the 2<sup>nd</sup> storey along the core section of Marine Drive should be office or residential. Rather than requiring 2<sup>nd</sup> storey office space, the Working Group wanted to provide incentives for the creation of quality office space through density bonusing or by relaxing parking requirements.

Office space for local businesses and services is a fundamental part of a vital town centre. Moreover, affordable (i.e., Class B) office space should be encouraged in addition to quality space. The concentration of commercial uses on the core Marine Drive frontage (14<sup>th</sup> to 18<sup>th</sup>) helps to reinforce the accessible, commercial concentration and reduce residential/commercial conflicts. Due to the current strong residential market, it is believed that residential uses would be favoured in new development and office space that currently occupies the 2<sup>nd</sup> storey frontage of these blocks would be lost. In order to maintain an adequate supply into the future, staff is recommending maintaining the proposed policy on requiring 2<sup>nd</sup> storey office in the 1400, 1500, 1600 and 1700 block frontages of Marine Drive. In the rear of such buildings and on other streets like Bellevue, Clyde and the north-south side streets, the 2<sup>nd</sup> storey use would be determined by market forces.

Staff is supportive of the Working Group concept of relaxing the parking requirement for second storey office space to 1 stall/600sf.

For the three large special sites [south side of Marine Drive in 1300 block (1300S), the north side of Marine Drive in the 1400 block (1400N) and the south side of the 1600 block (1600S)], consideration should be permitted for density bonusing for office beyond the 2<sup>nd</sup> storey. It is anticipated that consideration of development and bonusing on these three sites would be by way of rezoning (versus pre-zoning).

### **Establishing a Floor Area Ratio (Discussed under Policy 5.1.4; Securing Community Benefit)**

The OCP calls for a municipal framework for defining and evaluating community benefit in new development. A key objective is to ensure that 'new development pays its own way,' and provides additional amenities when appropriate.

For Ambleside, the Working Group supported the policy of securing community benefits. It also felt that further clarity was needed and provided a list of items that might be considered when negotiating public amenities including access to conference and meeting space and a coffee shop dedicated to youth. The proposed strategy includes consideration of community and arts space, daycare, public parking additions, rental housing and other amenities including cash contributions.

Obtaining public amenity contributions under the Local Government Act for zoned sites requires a form of "bonusing" within the Zoning Bylaw. It is proposed to establish for Ambleside (excluding the three large special sites):

1. a base FAR; and
2. a maximum permitted FAR.

A base density of 1.4 FAR is recommended for calculating public amenity contribution on mixed commercial/residential sites (a somewhat lower base FAR may be valid for residential only buildings). This number was derived by reviewing building floor area ratios from buildings built over the last 30 years. 1.4 FAR represents the average low end FAR of newer three storey buildings in the Ambleside area. An example of a building that is 1.4 FAR is the building at 1890 Marine Drive on the former Texaco site and now known as Ocean Walk. By using a base density of 1.4 FAR an equitable base line is provided.

A maximum density of 1.75 FAR is recommended. This is the FAR on buildings such as the VanCity (SW corner of 14<sup>th</sup> and Marine Drive) and the Post Office building in the 1400 block of Bellevue, as well as the Hollyburn building (17<sup>th</sup> and Marine).

Projects with an FAR between 1.4 and 1.75 would need to make a public amenity contribution. Projects below a 1.4 FAR would not be required to make a public amenity contribution. All new development regardless of FAR would be required to provide needed services and street frontage improvements and to comply with all zoning requirements for height, setback, parking etc. (unless varied by Council).

On the three large special sites, community benefits including a public amenity contribution would be negotiated during rezoning. If 1.75 is to be the general density proposed for Ambleside, staff can see working with higher densities on the three large special sites [i.e., 1300 block (south side), 1400 block (north side) and the Safeway site].

### **Building Height (Policy 5.3.2)**

The Working Group supported 3 storeys outright with 4 storeys conditional on criteria being met. At the same time, throughout the review of the draft Town Centre Strategy, members of the community expressed concern or opposition to allowing 4 storey buildings outright or generally, although some buildings of that height have been built recently and are considered attractive (see Appendix D).

In response to these concerns and results, staff has reconsidered the proposed 4<sup>th</sup> storey policy set out in the draft Strategy and recommend that it be revised, except with regard to the three large special sites. For the three large special sites, the recommended policy remains unchanged – the lands would be rezoned on a site-by-site basis and the OCP would allow discussion of higher buildings in negotiations for public amenities such as large community use spaces (e.g., Gallery), open squares, office space and public parking.

For other sites, the proposed revision deals with both zoning and the OCP Ambleside Development Permit Guidelines, and strives to reduce uncertainty for owners and residents in and adjacent to the Ambleside Town Centre. In terms of zoning, the revised proposal is as follows:

- Create an updated Ambleside Commercial Zone consistent with an adopted Strategy and including the following height regulation:
  - 3 storey buildings (35 feet) outright; and
  - Buildings that appear 3 storeys above the street and 3 storeys above the lane but technically might be 4 storeys (all as a result of the slope of the site), provided the site has a minimum frontage of 120 feet, a minimum width of 120 feet and the 4<sup>th</sup> storey is setback from the primary street or lane as shown on the diagram in Appendix B.
- Rezone certain lands within Ambleside to this new zone – this rezoning would exclude the three large special sites, gas stations, sites where development is controlled by a Land Use Contract and recently redeveloped sites that have site specific zoning such as the Hollyburn building at 17<sup>th</sup> and Marine Drive and 1890 Marine Drive.
- In order to ensure that buildings are well-crafted, well articulated and integrated into the existing “Village” character of the area, buildings satisfying the zoning would be required to obtain a form and character Development Permit as per the Ambleside Development Permit Guidelines.

In terms of the OCP Development Permit Guidelines for Ambleside:

- Allow consideration of a 4 storey proposal on sites that do not qualify for 4 storeys under the zoning described above – there would be no implied outright approval and approval would be discretionary in the public design review process. That is, the OCP would provide flexibility but not a right.

- Provide in the Guidelines criteria for the 4<sup>th</sup> storey review including: strongly articulated building massing, sympathetic scale to the surrounding buildings; and a view analysis to and from buildings immediately surrounding the proposed building or those building affected.

### 3.2 West Vancouver Community Survey 2007

A total of 800 residents were surveyed on a variety of subjects including questions on the Ambleside area. The 800 respondents surveyed were from a cross section of ages, gender, ethnic backgrounds etc. Of the respondents, 83% voted in municipal elections. Two specific questions were asked related to Ambleside.

1. "Are you aware of the Ambleside Town Centre Strategy"

Currently 43% of West Vancouver residents report being aware of the Ambleside Town Centre Strategy. Awareness is predictability higher among Ambleside residents (59%) but is also high among residents 35 years and older (45% versus 21% among under 35's.)

2. "Do you approve or disapprove of the following renewal initiatives."

Item	% Approval
Enhancing pedestrian amenities	83 %
Encouraging more residential uses in the 1300 and 1800 blocks (creating the compact core)	80%
Enhancing and upgrading the arts and culture facilities on the waterfront (Ferry Building and Silk Purse)	79%
Zoning to allow up to 4 stories for some buildings if the top floors are set back from street edge.	64%

### On-line Forum

In early November a direct mail flyer was delivered to all residents, tenants and owners in West Vancouver. At the same time an on-line forum with four topic areas was created. The following table outlines the topics, number of viewers to each topic and number of the replies:

Item	No. of Viewers to topic*	Number of Replies to topic*
Enhancing Pedestrian Streetscapes	99	6
Creating a more compact core	84	3
Anchoring the arts	376	24
Providing variety in building heights	136	9

\* Statistics as of November 28, 2007

While there were many viewers of the on-line web forum, only the question of a greater arts presence in the Ambleside Business Area had more than a handful of replies. The respondents on this topic indicated solid support for the concept, with discussion of the elements that might be included in a Museum/Gallery of Art.

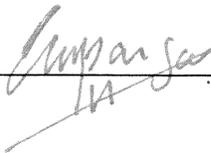
To view all the topics and the replies go to [www.westvancouver.ca/forums](http://www.westvancouver.ca/forums).

## 4.0 **Options**

### 4.1 Council may:

- Direct Staff to prepare implementation bylaws and documents in accordance with Appendix A (recommended); or
- Request further information on specific policies.

Author:

  
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Appendices:

- Appendix A: Ambleside Strategy: Summary Policies and Recommendations
- Appendix B: Diagrams on Proposed Height
- Appendix C: Public Events, Media Coverage, and On-line Information
- Appendix D: Diagram on the Height of the Hollyburn Building at 17<sup>th</sup> and Marine Drive

No.	ORIGINAL POLICIES <i>(December, 2006)</i>	WORKING GROUP RECOMMENDATIONS and COMMENTS <i>(July 2007)</i>	FINAL STAFF RECOMMENDATIONS <i>(November 2007)</i>
5.1	<b>DEVELOPMENT STRATEGY POLICIES</b>		
5.1.1	Assist in the development of a Business Improvement Area program with local business owners, to promote the area and to encourage an attractive mix of retailers and services.	<p><b>Add to Recommendation:</b> Recommend that the District assist the business community with the establishment of a BIA by</p> <ul style="list-style-type: none"> <li>▪ providing professional resources to help develop a BIA proposal,</li> <li>▪ build community support and</li> <li>▪ provide assistance during the initial start up phase.</li> </ul> <p>The committee felt assistance to the business community would facilitate the process of developing a BIA</p>	<p><b>Support</b> the Working Group recommendations subject to future Council consideration of staff time and financial resources.</p>
5.1.2	Update regulations to support building restoration, renewal and sustainability.	<p><b>Add to Recommendation:</b> In relation to sustainability the Working Group provides the following recommendations:</p> <ul style="list-style-type: none"> <li>▪ Adopt a sustainability strategy, like the Leadership in Energy and Environmental Design (LEED) certification as a basic standard for new buildings in the Ambleside area.</li> <li>▪ Allocate staff time and resources to continued development of sustainability strategies.</li> <li>▪ Expand Transit connections into the community through the use of smaller shuttle buses.</li> </ul>	<p><b>Support</b> the Working Group recommendations with details to be addressed on a District wide basis for all commercial areas.</p>
5.1.3	Make community objectives clear in order to reinforce desired objectives and to allow increased building permitting predictability.	<p><b>Add to Recommendation:</b> In order to increase predictability the Working Group recommends defining the time frame for securing a Development Permit if all criteria established in the Development Permit are met.</p>	<p>The timing to approve Development Permits is determined by the community approval process and the ability of the applicant to respond.</p> <p>Staff recommends clarifying objectives for Development Permits to provide predictability in the approval process.</p>
5.1.4	Introduce a policy for securing community amenity in new development.	<p><b>Further Comment:</b> Working group supports the concept of community amenity. They also feel greater clarity needs to be provided as to when community amenity contributions would be required. I.e., for sites greater than 220' frontage desiring density beyond the base 1.75 FAR.</p> <p>Potential amenities to be provided include</p> <ul style="list-style-type: none"> <li>▪ Access to conference and meeting rooms.</li> <li>▪ Coffee shop dedicated to youth – open till midnight with potential to display youth art, youth bands and open mike nights.</li> <li>▪ WV Chamber of Commerce / Visitor Centre with provisions for art displays.</li> </ul>	<p>Obtaining public amenity contributions requires a form of "bonusing" within the Zoning Bylaw. Staff feel a base FAR structured on the lower range of density of newer buildings (approximately 1.4) needs to be established. Along with a maximum density of 1.75 FAR projects with an FAR between 1.4 and 1.75 would need to make a public amenity contribution. All new development would be required to provide needed services and street frontage improvements. For the 3 special sites 1300S, 1400N, and 1600S a higher density could be and community benefits including a public amenity contribution would be negotiated during rezoning. Arts, daycare and community space, parking, rental housing and cash would be the focus of the public amenity contribution. See 5.3.2.b for further detail.</p>

No.	ORIGINAL POLICIES <i>(December, 2006)</i>	WORKING GROUP RECOMMENDATIONS and COMMENTS <i>(July 2007)</i>	FINAL STAFF RECOMMENDATIONS <i>(November 2007)</i>
5.2	<b>LAND USE POLICIES</b>		
5.2.1	Create a compact, more intense, convenient and interesting commercial area	See immediately below	See immediately below
a.	Focus on a more vibrant core	<p><b>Further Comment:</b> There is support for a more compact core. Consideration should be given to the 1300 block as a gateway block. See 5.2.3 for greater detail. Further comments on uses include:</p> <ul style="list-style-type: none"> <li>▪ Flexibility: Build in flexibility for retail spaces by concentrating smaller, secondary spaces off the lane and exempting square footage from the Gross Building Area (400 to 600 sf) for small shop frontages in lane for businesses like cobblers, barber shops, lawn mower repair, and artist space.</li> <li>▪ Uses: It was felt that in general land uses are not an issue other than adding a hotel and art galleries (public and private) to the permitted uses.</li> <li>▪ There was a concern that residential owners should not be able to restrict uses like restaurants in mixed use buildings.</li> </ul>	<p><b>Support Working Group Recommendation</b> to emphasize flexibility. Exemption may not be the appropriate tool and alternative tools should be considered.</p>
b.	Require commercial use on the second storey facing Marine Drive in the core to ensure adequate supply of office space	<p><b>New Recommendation:</b> To maintain an adequate supply of quality office space, the following incentives are being recommended:</p> <ul style="list-style-type: none"> <li>▪ Provide incentives for the creation of office space through density bonusing (Up to .5 FAR bonus) where feasible. I.e. larger sites or sites that have met other form and height controls.</li> <li>▪ And/or by relaxing the existing requirement (1 parking space/400 sf) to 1 parking space/600 sf for second storey office and above.</li> </ul>	<p>Market forces at this time would favour residential over office. Office space of varied quality and rent is and will remain an essential component to the commercial core. For this reason staff recommend that the second storey on the Marine Drive frontage between 14<sup>th</sup> and 18<sup>th</sup> should be commercial.</p> <p>Density bonusing for office on larger sites are recommended for consideration.</p>
c.	Encourage renovation of existing small scale buildings where redevelopment is not feasible	<p><b>Refinement of Recommendation:</b> There is strong support for building restoration and renewal in the Ambleside area. The following are refinements to the 5.2.1 Policy.</p> <ul style="list-style-type: none"> <li>▪ Encourage renovation of smaller sites (frontages up to 50') by waiving the Development Permit for renovations only. Staff and Design Review Committee review and approval would be required.</li> <li>▪ The Working Group supports the renovation and addition to small-scale buildings by waiving the parking in lieu requirement for small additions e.g. 1000 sf. or less.</li> <li>▪ For new construction that does not meet the parking standards, require cash in lieu parking funds.</li> </ul>	<p>Staff currently are authorized to waive Development Permits for minor exterior alterations. To achieve the Working Group recommendations we recommend that Council delegate to staff approval authority for non-major development if changes fall within the approved guidelines for the Ambleside area.</p>
d.	Change Clyde Avenue from Service Industrial zoning to a mix of commercial and residential use	<p><b>Further Comment:</b> There is support for changing the uses on Clyde Avenue.</p> <ul style="list-style-type: none"> <li>▪ Consideration should be given to uses like shoe repair, lawn mower repair, hardware stores etc.</li> <li>▪ Consideration should also be given to providing a higher amount of residential in this area on the second storey and above.</li> </ul>	<p><b>Support Working Group Recommendations</b> and will report back on the potential of a cash-in-lieu parking strategy.</p>
5.2.2	Support more vibrant and attractive commercial, civic and service components	<p><b>Further Comment:</b> The District should encourage a food store remain in the Ambleside area and consider the following uses not currently in the C2 zoning for the area.</p> <ul style="list-style-type: none"> <li>▪ Boutique Hotel (1300 block or 1600 block).</li> <li>▪ Art galleries (public or private) – the current zoning only identifies a photography gallery. The current definition of gallery needs to be expanded.</li> </ul>	<p><b>Support Working Group Recommendations</b></p>

No.	ORIGINAL POLICIES <i>(December, 2006)</i>	WORKING GROUP RECOMMENDATIONS and COMMENTS <i>(July 2007)</i>	FINAL STAFF RECOMMENDATIONS <i>(November 2007)</i>
5.2.3	Increase the proportion of residential use, particularly in the periphery of the current commercial area, emphasizing its role as a "living" Town Centre.	<p><b>Refinement of Recommendation:</b> There is support for more residential in the 1800 block. The Working Group recommends the following</p> <ul style="list-style-type: none"> <li>▪ For the residential component encourage a mix of unit sizes from small (approx. 450 - 700 sf) units to larger units (up to 1500sf.)</li> <li>▪ 1300 block: (south side) the Working Group see this block as a gateway to Ambleside. The working group believe a mix of the following uses would be appropriate for this area .               <ul style="list-style-type: none"> <li>▪ Boutique Hotel</li> <li>▪ Commercial – food store (like a Meinhardt's or Capers) or commercial related to a hotel;</li> <li>▪ Arts &amp; Culture</li> <li>▪ High quality office building</li> <li>▪ Residential .</li> <li>▪ Additional public parking</li> </ul> </li> </ul> <p><b>Police Station:</b> the Working Group believes that the current building is not essential to the 1300 block or the Ambleside commercial area. Other centrally located sites should be examined with the Police Board to determine opportunities for freeing up land in the 1300 block for uses that would strengthen the area.</p>	Support Working Group Recommendation
5.2.4	Expand the variety of cultural experiences within the commercial area, encouraging the role of a Town Centre cultural village.	<p><b>Further Comment:</b> There was unanimous support for a "Collections" Art Gallery. This is seen as means of differentiating Ambleside as unique from other areas. In order to achieve the gallery space the Working Group recognized the need to have higher density to offset this as a community benefit. Consideration should be given to an Art Gallery location as only its entrance would be an activity generator on the street.</p>	Support Working Group Recommendation
b.	Creation of entrance and place defining buildings and public squares on 14th Street and upon the waterfront	<p><b>Further Comment:</b> There is support for the concept of a Festival Street that could be closed to traffic on special occasions (i.e. Harmony Arts) but would maintain existing parking and traffic movements would be maintained at other times. Also consider one or two designated residential / short term parking spots for drop off on 14th Street. Consider a similar approach for activity nodes on 17th street.</p>	Support Working Group Recommendation with the understanding that the concept of a Festival Street and its location (s) need to be further defined.
5.2.5	Strengthen the waterfront's role in the Town Centre, with increased cultural and recreational activity and stronger functional links		Waterfront planning to consider various cultural and recreational opportunities.
a.	Expand the Civic Area from the Ferry Building up to 14th – including a possible plaza on 14th/Marine		Same comment as 5.2.4.b.
b.	Encourage commercial activities on the north/south streets		
c.	Use arts and culture as a vehicle for linking the commercial area to the waterfront		
d.	Use the north / south streets to provide visual access to the waterfront		

No.	ORIGINAL POLICIES <i>(December, 2006)</i>	WORKING GROUP RECOMMENDATIONS and COMMENTS <i>(July 2007)</i>	FINAL STAFF RECOMMENDATIONS <i>(November 2007)</i>
5.3	<b>BUILDING FORM POLICIES</b>	<b>Further Comment:</b> Refer to Design Review Committee for Comment	The Design Review Committee reviewed the proposed Ambleside Development Permit Guidelines on June 27, 2007 and had no major concerns. Staff will consider and incorporate the comments of the Design Review Committee when finalizing the Guidelines.
5.3.1	Enhance identity through Ambleside-specific development guidelines		
5.3.2.a.	<b>Building Height</b> Encourage intensification and sense pedestrian scale by allowing buildings to be three storeys, but providing for a fourth in some circumstances where criteria can be met.	<b>Refinement of Recommendation:</b> The Working Group supports 3 storeys outright with 4 storeys conditional on criteria being met. The Working Group sees the need to allow greater density in the Ambleside area to assist with revitalization. It is critical that the potential for density be tied to building form. The baseline density is up to 1.75 where design criteria and parking requirements are met. Not all sites, for example, small sites, may be able to achieve the baseline density. The 1300 block (South side), 1400 block(North side) and 1600 (South side) have the potential for greater density. In order to achieve greater height, public amenities must be secured. Part of a re-zoning application should include the assessment of how density, height, and massing could be distributed on the site to determine the most appropriate building envelope for each of these sites. Part of an initial site assessment should include view analysis. It was also felt that providing economically viable and functional premises for today's operating standards (high enough ceilings with sufficient size and frontages) and attracting key businesses that will signal resurgence in the area need to be addressed.	<ul style="list-style-type: none"> <li>▪ Three Storeys should be permitted in Zoning</li> <li>▪ Four Storeys should be permitted in zoning on sloped sites (three storeys above the street and three storeys above the lane but technically may be four storeys for a portion of the building) and subject to a minimum frontage of 120 feet, minimum lot depth of 120' and sufficient setback (to be specified) from the street or lane.</li> <li>▪ The criteria to be met in review of Zoning for fourth storey volumes above street or lanes include:             <ol style="list-style-type: none"> <li>1. Sufficient frontage (min. 120')</li> <li>2. Sufficient depth (min. 120')</li> <li>3. Sufficient setback from street or lane</li> </ol> </li> <li>▪ The OCP would include some defined flexibility to allow consideration of fourth storey in limited circumstances where criteria are met. However, it would be discretionary and depend upon a superior building and site plan being reviewed in a public process.</li> <li>▪ Criteria to be met for Development Permit Guidelines include:             <ol style="list-style-type: none"> <li>1. Strongly articulated building massing</li> <li>2. Sympathetic scale to the surrounding buildings</li> <li>3. A view analysis to and from buildings immediately surrounding the proposed building or those buildings affected</li> </ol> </li> </ul>

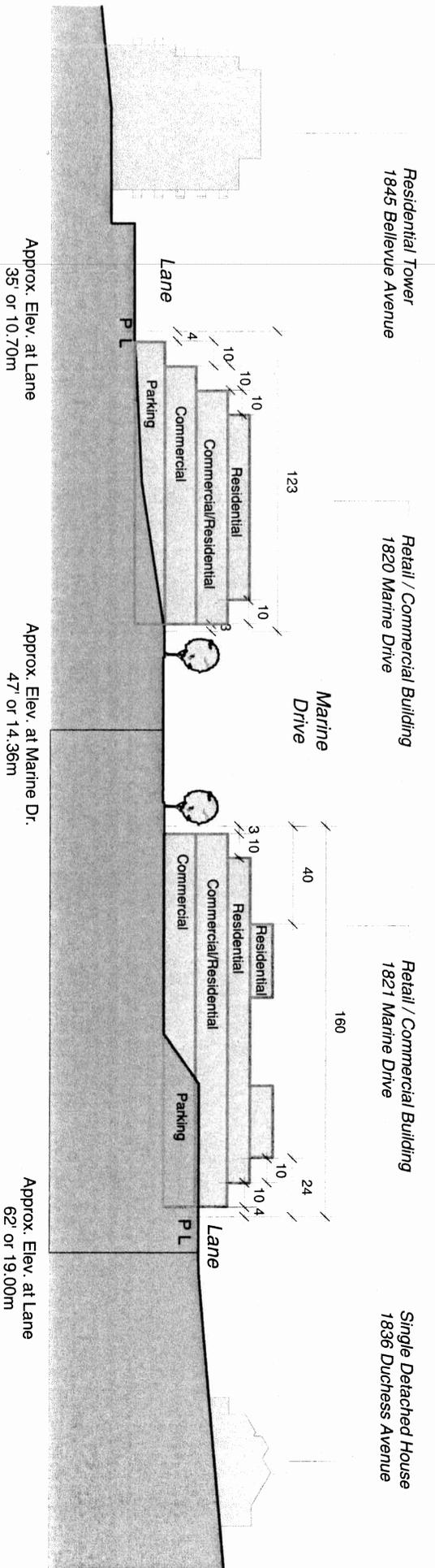
No.	ORIGINAL POLICIES <i>(December, 2006)</i>	WORKING GROUP RECOMMENDATIONS and COMMENTS <i>(July 2007)</i>	FINAL STAFF RECOMMENDATIONS <i>(November 2007)</i>
5.3.2.b	In some very restricted circumstances, consider higher buildings if local community benefit is enhanced.	<p><b>Refinement of Recommendation:</b> To address social sustainability</p> <ul style="list-style-type: none"> <li><u>Rental Units:</u> Rental units should be secured through density bonusing of up to .5 on sites where feasible. i.e. larger sites or sites that have met other form and height controls.</li> <li><u>Accessible Units:</u> consider up to minimum of 10 % accessible units (designed to Level 3 accessibility standards) in residential buildings with 10 units or more. The remainder of units should be as close to Level 2 standards as possible.</li> <li>Provide incentives for additional public parking in larger new developments through density bonusing.</li> </ul>	<p>See 5.1.4 for discussion on community benefits.</p> <p>Support the following:</p> <ul style="list-style-type: none"> <li><u>Rental Units:</u> Allow discussion of square footage bonusing (but not for height) for rental units</li> <li><u>Accessible Units:</u> Should be a basic requirement. Use the Working Group recommendation as a guideline.</li> <li>Support the recommendation on providing additional public parking on larger developments.</li> <li>Support flexibility in height through a rezoning process for the three special sites, 1300S, 1400N and 1600S.</li> </ul>
5.3.2.c	<p>Building height and site width minimums.</p> <ul style="list-style-type: none"> <li>Lots up to 60' have potential for two storeys</li> <li>Lots between 60'-120' have potential for three storeys</li> <li>Lots 120' to 220' have potential for 4 storeys</li> <li>On sites greater than 220' there is more flexibility to produce a more attractive addition to Ambleside</li> </ul>		<p>Revise original policy. See 5.3.2.(a) for details.</p>
5.3.3	<p>Building Form Controls</p> <p>a. Maintain a sense of intimacy and interest on the street via terracing of upper storeys and a requirement for the facade of the building to have the appearance of small scale business frontages at street level.</p> <p>b. Consider sunlight on street, views toward both the water and the mountains in guidelines.</p>	<p><b>Refinement of Recommendation:</b> Delete the words "a requirement for the facade of the building" from the policy</p> <p><b>Further Comment:</b> The Working Group encourages mid-block pedestrian pass thru's to the rear lanes. These need to be animated with windows, weather protection, adequate lighting and wide enough to be comfortable and safe.</p>	<p>Staff are supportive of mid-block connections and believe the DP guidelines should encourage small-scale frontages. Design Review Committee agreed with the concept of small scale frontages.</p>
5.3.3	<p>To regulate building heights the following would be required</p> <ul style="list-style-type: none"> <li>View analysis</li> <li>Provide transition in scale to adjacent buildings</li> <li>Buildings with residential uses across the lane would be limited to three storeys</li> <li>Set back the upper storeys (3<sup>rd</sup> and 4<sup>th</sup> floors) . Modulate the 4<sup>th</sup> storey volumes – 4<sup>th</sup> storey to occupy a combined maximum of 60% of overall block</li> </ul>		<p>Revise to remove the last bullet item (Set back the upper storeys (3<sup>rd</sup> and 4<sup>th</sup> floors) . Modulate the 4<sup>th</sup> storey volumes – 4<sup>th</sup> storey to occupy a combined maximum of 60% of overall block)</p> <p>See 5.3.2.(a) for simplification and further guidance.</p>

No.	ORIGINAL POLICIES <i>(December, 2006)</i>	WORKING GROUP RECOMMENDATIONS and COMMENTS <i>(July 2007)</i>	FINAL STAFF RECOMMENDATIONS <i>(November 2007)</i>
5.4	<b>WATERFRONT POLICIES</b>		
5.4.1	Continuous walk in proximity to the water	<b>Further Comment:</b> Working Group recommends opening up the "feer" of the community gardens.	Future planning for the waterfront should consider the continued presence and the role of community gardens in waterfront programming
5.4.2	Reduce or eliminate the impact of vehicular access on Argyle	<b>Add to Recommendation:</b> When adjacent alternate parking is available.	<b>Support</b> Working Group Recommendation
5.4.3	Enhance natural shoreline		
5.4.4	Provide pockets of arts and culture themes	<b>Further Comment:</b> Consider small scale food services and arts related retail in enhanced Ferry Building and Silk Purse spaces.	<b>Support</b> Working Group Recommendation
5.4.5	Continue the current waterfront acquisition policy		
5.4.6	Improve functionality of the Boat Ramp / Sailing Centre	<b>Further Comment:</b> Group supports improvements to the Boat ramp area as it is an important public access point. Encourage food and beverages in updated Sailing Centre and facility.	Consider in future waterfront planning.
5.4.7	Possible future ferry and train connections		

No.	ORIGINAL POLICIES <i>(December, 2006)</i>	WORKING GROUP RECOMMENDATIONS and COMMENTS <i>(July 2007)</i>	FINAL STAFF RECOMMENDATIONS <i>(November 2007)</i>
5.5	<b>STREETS and PARKING POLICIES</b>		
5.5.1	Create a sense of arrival at 13 <sup>a</sup> and 19 <sup>a</sup> through medians and signage		Under phased construction.
5.5.2	Consider re-aligning 13th	<p><b>Further Comment:</b> The Working Group feels the realignment of 13th is essential to future planning for the 1300 block area to enlarge the site and offset property line adjustments on the western end of the block. Other considerations for the realignment of 13th</p> <ul style="list-style-type: none"> <li>▪ Raise the grade at the bottom of the hill to the same level as the rail line</li> <li>▪ Improve sidewalk on west side of 13<sup>a</sup></li> <li>▪ Install sidewalk on the east side of 13<sup>a</sup>. The Group also supports looking at alternative uses like a parking structure, community facilities and/or reconfigured tennis courts following further study of the existing tennis court area.</li> </ul>	<p><b>Support</b> consideration in 1300 block and waterfront planning.</p>
5.5.3	Enhance the pedestrian environment by way of increased sidewalks and landscaping (setback buildings from street)	<p><b>Further Comment:</b> The Working Group believes that the three foot setback is a minimum. There could be cases where a greater setback may be warranted. Also, portions of the building could create alcoves or arced areas at street level if they did not affect interior light to the buildings too much. Consider creative options to building forms and ensure consistent weather protection.</p>	<p>Support Working Group Recommendation</p>
5.5.4	Maintain the existing street vehicular circulation within the Town Centre while enhancing parking a. Circulation b. Utilize curb extensions at corners	<p><b>Further Comment:</b> The Working Group supports the proposed corner extensions. Work with seniors and/or ACDI to determine the most appropriate length of crossing time length of the green light for people with walkers.</p>	<p>We confirm that all traffic signals are using walking speeds based on children and seniors for the calculation of crossing times.</p>
5.5.5	Parking and Traffic	<p><b>Further Comment:</b> The Working Group recommended the following for parking and traffic:</p> <ul style="list-style-type: none"> <li>▪ Consider varying the parking times throughout the Ambleside area, for example, some short term parking spaces (15 minutes), 1 hour along Marine Drive from 14<sup>a</sup> thru 18<sup>a</sup> and increasing the parking times on all the other streets.</li> <li>▪ Secure additional public parking in new developments</li> <li>▪ Open up currently reserved rear lane spaces for public parking use</li> <li>▪ Consider more angled parking where feasible</li> <li>▪ Re-assess the need for parkades once the above has been completed</li> <li>▪ Parking should be reviewed periodically</li> <li>▪ In the creation of parking fund, initiate regular reviews to ensure the money is utilized effectively.</li> </ul>	<p><b>Support</b> Working Group Recommendations for the bulleted items and provide comment on the numbers items below.</p> <ol style="list-style-type: none"> <li>1. Traffic signals have been coordinated by the time of day. Further work is being undertaken to look at the technology to ensure the coordination stays in synch.</li> <li>2. In conjunction with restricting peak hour left turns on 14<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup>, left turn lanes and signal arrows are needed at 15<sup>th</sup> and Marine Drive.</li> <li>3. Staff is currently reviewing the settlement issues at 14<sup>th</sup> and 15<sup>th</sup> to address this.</li> <li>4. No further comment</li> <li>5. No further comment</li> <li>6. A smaller shuttle will commence service on December 1<sup>st</sup> linking Park Royal, Ambleside, the Civic Centre and the Upper Lands.</li> </ol>
5.5.6	Create attractive pedestrian and cycle links between Ambleside, Park Royal and Civic Centre Area	<p>There is support for improving traffic efficiency through the following initiatives:</p> <ol style="list-style-type: none"> <li>1. Coordinating traffic signals</li> <li>2. Restricting left turns at peak hours</li> <li>3. 15th Street needs special attention in light of soil conditions and settlement issues.</li> <li>4. Do not restrict movement from Marine onto 13<sup>th</sup> Street</li> <li>5. Find additional ways to slow traffic</li> <li>6. Carefully consider smaller shuttle buses. Check demographic profile to ensure it will be well utilized. Perhaps start with a pilot program.</li> </ol>	

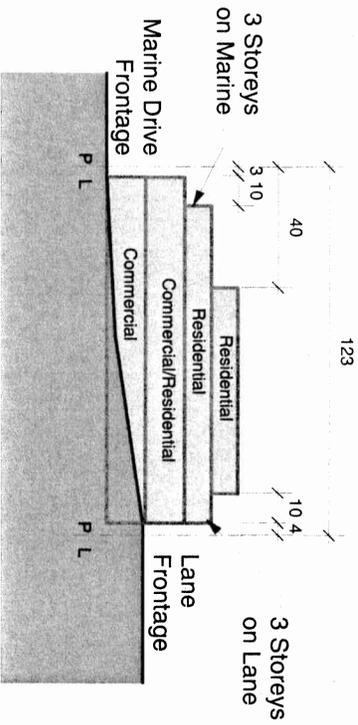
OTHER WORKING GROUP CONSIDERATIONS				
Streets and parking			<p><b>Further Comments:</b> There is an engineering challenge at 15th and Marine Drive due to the settling of the road.</p> <ul style="list-style-type: none"> <li>Consider a right out off Argyle Avenue at 15th in the short term through the creation of a turn lane where the existing planting is to provide a stacking area that is not on the tracks.</li> <li>Underground parking to be well lit, light in colour, with clear accessibility to street level.</li> </ul>	
Accessibility		✓	<p><b>Further Comments:</b> The group felt that part of providing better accessibility has to do with maintenance of the sidewalk and recommended the following:</p> <ul style="list-style-type: none"> <li>The District should power wash the sidewalk twice a year at a minimum on Marine and Bellevue in the Ambleaside area.</li> <li>Encourage the business association, owners, tenants and businesses to keep premises tidy in front and rear of buildings.</li> <li>Provide adequate timing of street lights for pedestrians to get across. . Ensure that there is enough free passage in front of shops where wares are outside the store on the sidewalk.</li> </ul>	
Farmer's Market:		✓	<p><b>Further Comments:</b> The Working Group supports the concepts of Farmer's Markets as an adjunct rather than competition to existing retailers. Site selection for a Farmer's Market should include consideration of – 14th, 17th, Parking Lot at John Lawson Park. (Note: Clyde Avenue has also been identified as a potential area) Farmer's Markets should be regulated to be fair to local residents and store owners.</p>	<p>Add policy as provided by Working Group to look at a variety of sites for the Farmers Market and to also engage with the community in the discussions of the location. Argyle Avenue is another potential location.</p>
Bellevue Avenue		✓	<p>Staff should consider small round-about's for traffic calming as an alternative to stop signs.</p>	<p>Staff do not support this concept</p>
Street Trees and Plant Materials –		✓	<p><b>Consider the following:</b></p> <ul style="list-style-type: none"> <li>There should be a palette of plant materials for the area</li> <li>Look at heaving of sidewalks</li> <li>Ground around the trees – if you are going to plant, planting has to be appropriate to the location and light</li> <li>Infill street trees in locations where there are currently none.</li> </ul> <p>The Group felt that planting can act as an important unifying element of the street space.</p>	<p><b>Support Working Group Recommendation</b></p>
Masonic Hall site		✓	<p><b>Further Comments:</b> The Working Group sees the Masonic Hall site as an anomaly in the area due to its proximity to the adjacent tower on one side and a one storey building on the other. It is also across the street from the BC Hydro sub-station.</p> <p>Additional height beyond the allowable three stories is recommended for a stand alone office building, seniors housing or parking. Four to five stories was felt to be a maximum height.</p>	<p>In light of site constraints with the sub-station across the street consider flexibility in height up to five storeys for seniors related or office uses.</p>

# APPENDIX B: Diagrams on Proposed Height



**1** Cross Section Indicating One Storey Grade Changes as per proposed Zoning

Scale 1:500



**2** Cross Section Thru Typical 123' Lot North Side of Street with one storey grade

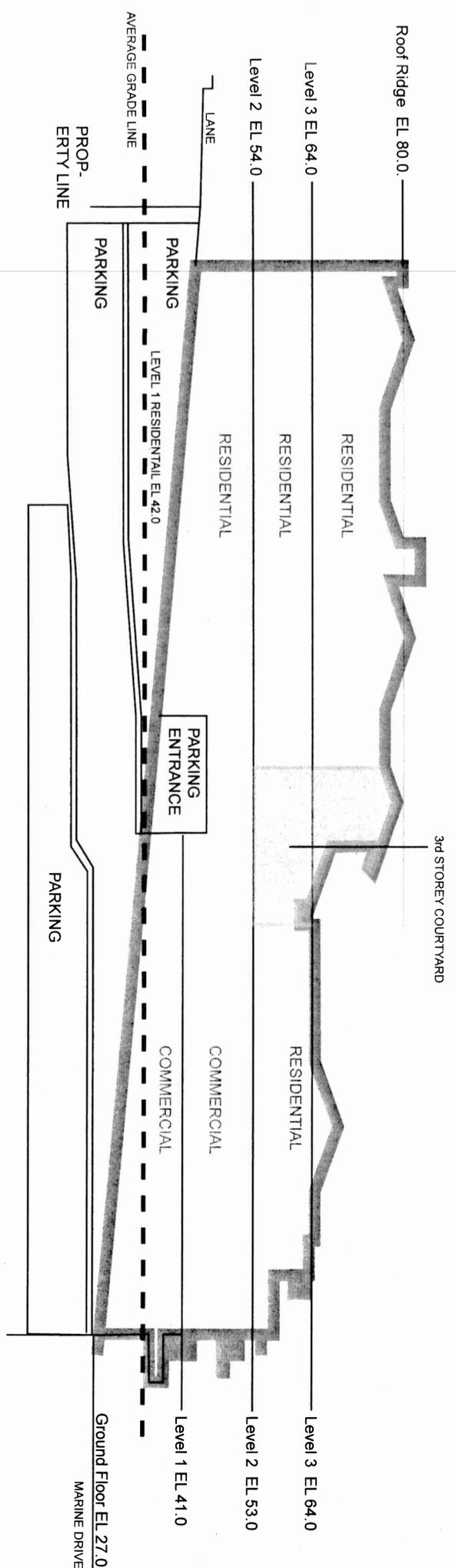
Scale 1:500

## **APPENDIX C: Public Events, Media Coverage and On-line Information**

	<b>Action</b>	<b>Date</b>
1	<b>Draft Ambleside Town Centre Strategy presented to Council</b>	Jan. 22 2007
2	<b>Draft Strategy presented at Public Information Meetings</b> <ul style="list-style-type: none"> <li>√ Chamber of Commerce - Mayor's Presentation</li> <li>√ Ambleside Owners Meeting</li> <li>√ Town Hall Meeting for residents and the public</li> <li>√ Chamber of Commerce Event</li> <li>√ Ambleside and Dunderave Rate Payers Association</li> <li>√ Advisory Committee on Disability Issues Review</li> <li>√ Youth Advisory Committee</li> <li>√ Youth Council debates Ambleside Strategy</li> <li>√ Community Day</li> <li>√ Arts &amp; Culture, Museum and Library Working Groups</li> <li>√ Design Review Committee – Review of DP Guidelines</li> <li>√ Working Group Recommendations – Presented to Council</li> <li>√ Ambleside Town Centre Strategy Key Issues – Discussed by Council</li> </ul>	Jan. 10, February 8 February 15 March 21 March 28 March 29 April 17 May 7 June 2 June 13 June 27 July 16 September 17
3	<b>Ambleside Town Centre Strategy Working Group –</b> The Working Group reviewed the document and met 13 times to provide recommendations for Council	13 meetings, Jan – July
4	<b>Community Input</b> <ul style="list-style-type: none"> <li>√ Letters</li> <li>√ Email</li> <li>√ Phone calls</li> </ul>	Jan - Current
5	<b>On-line Information</b> <ul style="list-style-type: none"> <li>√ Ambleside Forum – Questions of compact core, streetscapes, height and arts.</li> <li>√ Ambleside Town Centre Strategy Document</li> <li>√ Appendices</li> <li>√ Economic Review</li> <li>√ Policy Summary</li> <li>√ Information on Ambleside Working Group</li> <li>√ Draft Working Group Recommendations</li> </ul>	Nov. 7 - Current Continually updated Jan. - Current
6	<b>Media Coverage</b> <ul style="list-style-type: none"> <li>√ North Shore New – “Ambleside Marina Plan a Non – Starter”</li> <li>√ North Shore News – “Ambleside marina plan floated”</li> <li>√ North Shore News – “Ambleside renewal ideas take shape”</li> <li>√ North Shore Outlook – “Famous urban planner speaks on Ambleside”</li> <li>√ Inside Ambleside – Discussion of controversial issues</li> <li>√ North Shore Outlook – “Ambleside Makeover” , Plan highlights</li> <li>√ Inside Ambleside - Plan highlights and comments</li> <li>√ North Shore News – highlighting the Town Hall meeting</li> <li>√ North Shore Outlook – New direction for area</li> </ul>	Sept. 14, 2007 August 26, 2007 July 18, 2007 May 17, 2007 May/June 2007 April 26, 2007 March/April 2007 January, 2007 October 12, 2006

**APPENDIX D:** Diagram of the Height of the Hollyburn Building at 17th and

**HOLLYBURN MEDICAL CENTRE  
MIXED-USE DEVELOPMENT**



**WEST ELEVATION**

