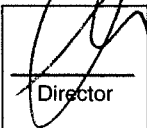
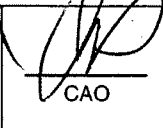


COUNCIL AGENDA/INFORMATION		
<input type="checkbox"/> Closed	Date: _____	Item # _____
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* C.O.W.

Sept 17/07

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Director	CAO

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DISTRICT OF WEST VANCOUVER

750 - 17TH STREET, WEST VANCOUVER, BC V7V 3T3

COUNCIL REPORT

Date: September 11, 2007

File: 0117-20-ATCS

From: Geri Boyle, Manager, Community Planning

Subject: **Ambleside Town Centre Strategy - Key Issues**

RECOMMENDED THAT:

1. The report dated September 11, 2007 from the Manager, Community Planning be received; and
2. 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.

Purpose

To provide Council with preliminary staff comments on key issues for the Ambleside Town Centre Strategy.

1.0 Background

On July 16, 2007, Council referred the comments and recommendations of the Ambleside Town Centre Strategy Working Group (the 'Working Group') 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. The comments and recommendations of the Working Group are set out in Appendix A.

2.0 Discussion

The key issues for resolution arising out of the recommendations of the Working Group, public input and the preliminary discussion of Council on July 16, 2007, appear to be as follows:

1. **BIA** - The District provide professional resources to help develop a BIA proposal, build community support and provide assistance during the initial start-up phase. *Staff concur with this recommendation.*

2. **Environmental Sustainability** - The District should adopt a sustainability strategy, like Leadership in Energy and Environmental Design (LEED) certification, as a basic standard for new buildings in the Ambleside Area. *Staff concur with this recommendation.*
3. **Renovation of small scale sites** - Provide incentives to encourage the renovation of smaller sites including a Development Permit process specific to renovations and waiving the parking requirement for small additions. *Staff concur with this recommendation.*
4. **Further lane development** - Encourage storefronts on the lanes by exempting from FAR square footage (say 400 to 600 sq. ft.) off the lane. *Staff concur with this in principle, however, refinement is needed for implementation.*
5. **Social Sustainability** - To address social sustainability, use density bonusing of up to 0.5 to secure rental housing units, require a certain percentage of accessible units in residential buildings, and encourage a mix of unit sizes from small (approximately 450 to 700 sq. ft.) to larger units (up to 1500 sq. ft.).
Staff concur with the principle of addressing social sustainability in the Town Centre, but recommend that further consideration be given to the tools used to do so (see discussion below on Density and Bonusing).
6. **Office space** – Do not require 2nd storey office space. Rather, provide incentives for the creation of office space through density bonusing (up to 0.5 FAR) and relax the parking requirement for non-ground oriented offices from 1 parking space per 400 sq. ft. of floor area to 1 parking space per 600 sq. feet of floor area.
Staff Comment
The original proposal is to require office space in the 2nd storey along Marine Drive from 14th Street to 17th Street (rather than throughout the Town Centre). Staff support retaining this approach in order to ensure some small scale office within the core area of Ambleside. Staff also support:
 - (a) 1 parking space per 600 sq. feet of 2nd storey office floor area; and
 - (b) density bonusing for office space in the three large development sites although not up to the 0.5 recommended by the Working Group (see discussion under Density and Bonusing below).
7. **Density and Bonusing** – the Working Group recommends a density of up to 1.75 which includes community benefits. Also, as noted in items 5 and 6 above, the Working Group recommends density bonusing above 1.75 of:

0.5 to provide an incentive for office space; and 0.5 as an incentive to meet certain social sustainability objectives.

Staff Comment

Currently, 3 storey buildings built in Ambleside in the last 30 years tend to have a density around either 1.4 or 1.75 – see Appendix B. Assuming an FAR of up to 1.75 is established for Ambleside, should we allow development densities above 1.75 to:

- (a) encourage the development of office space?*
- (b) encourage rental housing, accessible units and a mix of unit sizes?*

Density bonusing can be an effective technique for achieving specific community objectives. However, the project delivered using this technique should still result in a project that achieves the community vision.

Staff do not believe densities of 2.25 to 2.75, as proposed by the Working Group, are consistent with the community's vision. If 1.75 is to be the general density proposed for Ambleside, staff can see working with higher densities on the three large redevelopment sites [i.e., 1300 block (south side), 1400 block (north side) and the Safeway site].

Staff agree with the Working Group that a density of up to 1.75 should include community benefit (the base density could be say 1.4 with bonusing for specific community benefits up to 1.75.)

8. Height

Along Marine Drive, should 4 storey buildings that step back from Marine Drive be part of the vision? Or, should it be 3 storeys above Marine Drive on the south side? *Staff support 4 storeys in principle with some refinement.*

9. What does pre-zoning mean and where should it occur?

Pre-zoning means that the District would rezone a number of lots consistent with the policies of a Council approved Ambleside Town Centre Strategy and with or without the consent of the land owner.

Staff supports the concept of pre-zoning as it achieves the objective of adding certainty for owners, businesses and residents within and adjacent to the Town Centre.

Pre-zoning would not apply to:

- (a) The three large potential redevelopment sites [i.e., 1300 block (south side), 1400 block (north side) and the Safeway site];*
- (b) gas station sites;*
- (c) sites where development is controlled by a Land Use Contract rather than zoning (in contrast to a rezoning where Council has the legal authority to change zoning with or without the consent of the*

owners, any change to a Land Use Contract requires the agreement of all parties to the contract); and

(d) *recently redeveloped sites that have site specific zoning such as the Hollyburn at 1645/95 Marine Drive and 1890 Marine Drive. A map showing where pre-zoning could occur will be provided at the Monday September 17th meeting.*

For pre-zoning purposes, two new Ambleside Town Centre zones are anticipated:

- (a) *one zone that allows all residential or mixed commercial/residential use; and*
- (b) *a second core zone that allows all commercial or mixed commercial/residential use.*

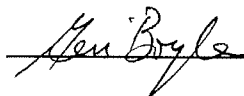
All new development in the Town Centre, including pre-zoned sites, would require a Development Permit.

3.0 Options

Council may:

- (a) 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(recommended); or
- (b) Direct staff to prepare the final draft of the Strategy for Council consideration, based on guidance provided by Council at its September 17, 2007 meeting; or
- (c) Request that staff provide further information for Council consideration.

Author:

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Appendices:

- A – Recommendations of the Ambleside Town Centre Working Group
- B – Existing FAR for Buildings Built in the Last 30 Years in West Vancouver Commercial Areas

No.	Policy	Identifies Support	Comments/Further Recommendations
5.1	Development Strategy		
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.	√	Add to Recommendation: Recommend that the District assist the business community with the establishment of a BIA by providing professional resources to help develop a BIA proposal, build community support and provide assistance during the initial start up phase. The committee felt that assistance to the business community would facilitate the process.
5.1.2	Update regulations to support building restoration, renewal and sustainability.	√	Add to Recommendations: In relation to sustainability the Working Group provides the following recommendations. . 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 . Allocate staff time and resources to continued development of sustainability strategies. . Expand Transit connections into the community through the use of smaller shuttle buses.
5.1.3	Make community objectives clear in order to reinforce desired objectives and to allow increased building permitting predictability.	√	Add to Recommendation: . 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.
5.1.4	Introduce a policy for securing community amenity in new development.	√	Further Comment: 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' desiring density beyond the base 1.75 FAR. Potential amenities to be provided. . Access to conference and meeting rooms. . Coffee shop dedicated to youth – open till midnight with potential to display youth art, youth bands and open mike nights. . WV Chamber of Commerce / Visitor Centre with provisions for art displays.

No.	Policy	Identifies Support	Comments/Further Recommendations
5.2	Land Use		
5.2.1	Create a compact, more intense, convenient and interesting commercial area a. Focus on a more vibrant core	√	Further Comment: 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 . Flexibility: Build in flexibility for retail spaces by concentrating smaller, secondary spaces off the lane and by exempting square footage from the Gross Building Area (400 to 600 sf) for small shop frontages in lane for businesses such as cobblers, barber shops, lawn mower repair, and artist space. . 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. . There was a concern that residential owners should not be able to restrict uses like restaurants in mixed use buildings.
5.2.1	b. Require commercial use on the second storey facing Marine Drive in the core to ensure adequate supply of office space		New Recommendation: To maintain an adequate supply of quality office space the following incentives are being recommended. . 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. . Or/and by relaxing the existing requirement (1/400sf. Parking) to 1 parking space/600 sf for second storey office and above.
5.2.1	c. Encourage renovation of existing small scale buildings where redevelopment is not feasible	√	Refinement of Recommendation: There is strong support for building restoration and renewal in the Ambleside area. The following are refinements to the 5.2.1 Policy. . 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. . The Working Group supports the renovation and addition to small scale buildings by waiving the parking in lieu requirement for small additions eg 1000 sf. or less. . For new construction that does not meet the parking standards, require cash in lieu parking funds.

AMBLESIDE WORKING GROUP RECOMMENDATIONS – JULY 2007

5.2.1	d. Change Clyde Avenue from Service Industrial zoning to a mix of commercial and residential use	√	Further Comment: There is support for changing the uses on Clyde Avenue. Consideration should be given to uses like shoe repair, lawn mower repair, hardware stores etc. Consideration should also be given to providing a higher amount of residential in this area on the second storey and above.
5.2.2	Support more vibrant and attractive commercial, civic and service components	√	Further Comment: 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. Boutique Hotel (1300 block or 1600 block). Art galleries (public or private) – the current zoning only identifies a photography gallery. The current definition of gallery needs to be expanded.
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.		Refinement of Recommendation: There is support for more residential in the 1800 block. The Working Group recommends the following. For the residential encourage a mix of unit sizes from small (approx. 450 -700 sf) units to larger units (up to 1500sf.) 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. Boutique Hotel. Commercial – food store (like a Meinhardt's or Capers) or commercial related to a hotel; Arts & Culture; High quality office building; Residential. Additional public parking Police Station: In relation to the police station building the Working Group recommends that the current building is not essential to the 1300 block or the Ambleside commercial area. In consideration with the police board and staff explore other centrally located sites to free up land in the 1300 block for uses that would strengthen the area.

No.	Policy	√ Identifies Support	Comments/Further Recommendations
5.2	Land Use (continued)		
5.2.4	Expand the variety of cultural experiences within the commercial area, encouraging the role of a Town Centre cultural village. a. Encourage provision of cultural and community use spaces as part of larger new development as a community benefit	√	Further Comment: There was unanimous support for a "Collections" Art Gallery. It is seen as a big benefit to differentiating Ambleside as unique from other areas. In order to achieve the gallery space the 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.
5.2.4	b. Creation of entrance and place defining buildings and public squares on 14 th Street and upon the waterfront	√	Further Comment: 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 at other times. Also consider one or two designated residential / short term parking spots for drop off on 14 th Street. Consider a similar approach for activity nodes on 17 th street too.
5.2.5	Strengthen the waterfront's role in the Town Centre, with increased cultural and recreational activity and stronger functional links a. Expand the Civic Area from the Ferry Building up to 14 th – Including a possible plaza on 14 th /Marine	√	
5.2.5	b. Encourage commercial activities on the north / south streets	√	
5.2.5	c. Use arts and culture as a vehicle for linking the commercial area to the waterfront	√	
5.2.5	d. Use the north / south streets to provide visual access to the waterfront	√	

No.	Policy	√ Identifies Support	Comments/Further Recommendations
5.3	Building Form		
5.3.1	Enhance identity through Ambleside-specific development guidelines	√	Further Comment: Refer to Design Review Committee for Comment

AMBLESIDE WORKING GROUP RECOMMENDATIONS – JULY 2007

5.3.2	Building Height a. 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.	√	Refinement of Recommendation: 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.
5.3.2	b. In some very restricted circumstances, consider higher buildings if local community benefit is enhanced.	√	Refinement of Recommendation: To address social sustainability. Rental Units: Rental units should be secured through density bonusing of up to .5 on sites where feasible. le. larger sites or sites that have met other form and height controls. . Accessible units: 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 to as close to Level 2 standards as possible. . Provide incentives for additional public parking in larger new developments thru density bonusing.
5.3.2	c. Building height and site width minimums. . Lots up to 60' have potential for two storeys . Lots between 60-120' have potential for three storeys . Lots 120' to 220' have potential for 4 storeys . On sites greater than 220' there is more flexibility to produce a more attractive addition to Ambleside	√	
5.3.3	Building Form Controls a. Maintain a sense of intimacy and interest on the street via terracing of upper storeys and a requirement for the façade of the building to have the appearance of small scale business frontages at street level.	√	Refinement of Recommendation: As per adjacent changes. Further Comment: 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.
5.3.3	b. Consider sunlight on street, views toward both the water and the mountains in guidelines.	√	
5.3.3	To regulate building heights the following would be required . View analysis . Provide transition in scale to adjacent buildings . Buildings with residential uses across the lane would be limited to three storeys . Set back the upper storeys (3 rd and 4 th floors) . Modulate the 4 th storey volumes – 4 th storey to occupy a combined maximum of 60% of overall block	√	

No.	Policy	√ Identifies Support	Comments/Further Recommendations
5.4	Waterfront		
5.4.1	Continuous walk in proximity to the water	√	Further Comment: Working Group recommends opening up the the feel of the community gardens.
5.4.2	Reduce or eliminate the impact of vehicular access on Argyle	√	Add to Recommendation: When adjacent alternate parking is available.
5.4.3	Enhance natural shoreline	√	
5.4.4	Provide pockets of arts and culture themes	√	Further Comment: Consider small scale food services and arts related retail in enhanced Ferry Building and Silk Purse spaces.
5.4.5	Continue the current waterfront acquisition policy	√	
5.4.6	Improve functionality of the Boat Ramp / Sailing Centre	√	Further Comment: Group supports improvements to the Boat ramp area as it is an important public access point. Encourage food and beverages in updated Sailing Club facility.
5.4.7	Possible future ferry and train connections	√	

AMBLESIDE WORKING GROUP RECOMMENDATIONS – JULY 2007

No.	Policy	√ Identifies Support	Comments/Further Recommendations
5.5	Streets and Parking		
5.5.1	Create a sense of arrival at 13 th and 19 th through medians and signage	√	
5.5.2	Consider re-aligning 13th	√	Further Comment: 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 adjustment on the western end of the block. Other considerations for the realignment of 13th . Raise the grade at bottom of the hill to the same level as the rail line . Improve sidewalk on west side of 13th . Install sidewalk on the east side of 13 th . The Group also supports looking at alternative uses like a parking structure, community facilities and/or reconfigured tennis courts through study of the existing tennis court area.
5.5.3	Enhance the pedestrian environment by way of increased sidewalks and landscaping (setback buildings from street)	√	Further Comment: The Working Group believes that the 3' setback is a minimum. There could be cases where a greater setback may be warranted. Also portions of the building could create alcoves or arcaded 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.
5.5.4	Maintain the existing street vehicular circulation within the Town Centre while enhancing parking a. Circulation	√	
5.5.4	b. Utilize curb extensions at corners	√	Further Comment: The Working Group supports the proposed curb extensions. Work with seniors and/or ACIDI to determine the most appropriate crossing time length for the green light for people with walkers.
5.5.5	Parking and Traffic	√	Further Comment: The Working Group recommended the following for parking and traffic. . Consider varying the parking times throughout the Ambleside area, for example, some short term parking spaces (15 minutes), 1 hour along Marine Drive 14 th thru 18 th , and increasing the parking times on all the other streets. . Secure additional public parking in new developments . Open up currently reserved rear lane spaces for public parking use . Consider more angled parking where feasible . Re-assess the need for parkades once the above has been completed. . Parking should be reviewed periodically. . In the creation of parking fund initiate regular reviews to ensure the money is utilized effectively. There is support for improving traffic efficiency through the following initiatives: . Coordinating traffic signals . Restricting left turns at peak hours. 15th Street needs special attention. . Do not restrict movement from Marine onto 13th . Find additional ways to slow traffic down . Carefully consider smaller shuttle buses. Check demographic profile to ensure it will be well utilized. Perhaps start with a pilot program.
5.5.6	Create attractive pedestrian and cycle links between Ambleside, Park Royal and Civic Centre Area	√	
No Policy	Other considerations related to streets and parking		Further Comments . There is an engineering challenge @ 15th and Marine Drive with settling of the street. . 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. . Underground parking to be well lit, light colour with clear accessibility to street level.
	Other considerations		

AMBLESIDE WORKING GROUP RECOMMENDATIONS – JULY 2007

	Accessibility	√	Further Comments: The group felt that part of providing better accessibility has to do with maintenance of the sidewalk and recommended the following: . The District should power wash the sidewalk twice a year at a minimum on Marine and Bellevue in the Ambleside area. . Encourage the business association, owners, tenants and businesses to keep premises tidy in front and rear of buildings. . 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.
	Farmer's Market:	√	Further Comments: 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.
	Bellevue Avenue	√	Staff should consider small round-about's for traffic calming as an alternative to stop signs.
	Street Trees and Plant Materials –	√	Consider the following: . There should be a palette of plant materials for the area – . Look at heaving of sidewalks. . Ground around the trees – if you are going to plant, planting has to be appropriate to the location and light . Infill street trees in locations where there are currently none. The Group felt that planting can act as an important unifying element of the street space.
	Masonic Hall site	√	Further Comments: 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. 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.

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APPENDIX B - Existing FAR for Buildings Built in the Last 30 years in West Vancouver Commercial Areas

	Address	FAR	Zoning	Rezoned	Height
AMBLESIDE					
1400 Block					
1	1431 Clyde Ave N	0.67	SI1	No	1 Storey
2	1441/69 Clyde N (3 storey)		C3	Yes	3 Storeys, (DAA - 2670/2547)
3	1402 Marine S (VanCity)	1.82	C2	Yes	3 Storeys
4	1433 Bellevue N (Post Office)	1.76	C2	Yes	3 Storeys
5	1455 Bellevue N (Walker)	1.42	C2	No	3 Storeys
6	1497 Marine (Sager's)	2.52	C2	Yes	3 Storeys, (DAA - 2670/2547)
1500 Block					
7	1555/63 Marine N (Former Odeon)	1.39	C2	No	3 Storeys
8	1519/25 Bellevue N (Matatalii)	1.63	C2	Yes	2 Storeys
1600 Block					
9	1645/95 Marine N (Hollyburn)	1.72	C6	Yes	3 to 4 Storeys
1700 Block					
10	565 17th St. W	1.72	C2	Yes	3 Storeys
11	1750 Marine S (Home Hardware)	1.65	C2	No	2 Storeys
12	1765 Marine Drive N (Spa)	1.28	MU6	Yes	4 Storeys on Marine, 3 on Lane
1800 Block					
13	1890 Marine S (Former Texaco)	1.40	C5	Yes	2 on Marine /3 on Lane
14	1871 Marine N (Former KFC)	1.27	C2	Yes	3 Storeys
Under Construction					
15	1783 Marine * (Former KFC)	0.60	C2	Yes	2 storeys
16	1891 Marine	1.22	RML19	Yes	3 storeys
AMBLESIDE MEDIAN FAR		1.38			
OTHER AREAS OF WEST VANCOUVER					
17	Dundarave Mews (Starbucks)	1.4	C2	No	2 on Marine/ 3 on lane
18	Dundarave Landing (All buildings)	1.62	C7	Yes	
	Marine Building/IGA	1.83			3 storeys on Marine/ 2 on lane
	Haywood Building	1.4			2 on Haywood/ 3 on lane
19	Bay Steet, (Former Esso site)	1.42	C2	Yes	3 storeys

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