

DISTRICT POLICIES

DISTRICT OF WEST VANCOUVER OFFICIAL COMMUNITY PLAN (OCP)

Planning for the 1300 Block is guided by a number of District policies including the Ambleside Town Centre Strategy and the Official Community Plan. These policies have been developed over the last decade with robust public involvement. They generally require new development to enhance Ambleside Village Centre as West Vancouver’s recognized Town Centre. Notably, the District’s planning policy identifies the 1300 Block as a special site with the capacity for more development provided there are commensurate public benefits. These policies are summarized below along with a description of how the proposed development responds and addresses District interests.

NO.	POLICY	RESPONSE
LE 2	Reinforce the role of Ambleside as West Vancouver’s Town Centre	<ul style="list-style-type: none"> The 1300 Block proposal creates a new iconic gateway to Ambleside and West Vancouver with a mix of shops, restaurants and services along with increased residential uses to broaden housing choices in the community.
LE 2.1	Integrate strategies for the Village Centre, Arts and Culture, Ambleside Park and the Argyle Waterfront.	<ul style="list-style-type: none"> Architecture, art and placemaking are employed to connect Ambleside to the waterfront. The design provides significantly improved pedestrian connectivity and visual access to the waterfront with improved frontages, widened sidewalks, special festival street treatments for 14th Street and Bellevue Avenue as well as a covered mid-block pedestrian mews. Public Art is integrated throughout the block with a major sculpture installation on Bellevue Avenue. Grosvenor proposes the dedication of a 1,200 sf arts/education facility at the corner of 13th and Marine Drive, at the gateway to Ambleside and West Vancouver. The non-profit Artists for Kids Trust has agreed in principle to advance discussions to secure this space.
LE 2.2	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.	<ul style="list-style-type: none"> Retail continuity is provided with a mix of shops and services, creating a powerful new stimulus for commercial vitality. The design accommodates a fine grain of storefronts consistent with the pedestrian scale of Ambleside.
LE 2.4	Implement a policy for securing community benefit in new development.	<ul style="list-style-type: none"> In-kind and cash Community Amenity Contributions (CAC) are proposed and will be negotiated consistent with the District’s CAC policy.
LE 2.5	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.	<ul style="list-style-type: none"> In November 2011, the District approved in principle the location of an arts facility on Argyle and 17th street. The creation of a Pedestrian Promenade and festival street on 14th Street between Bellevue and Marine Drive is consistent with the District’s desire to expand civic space and create public plazas. Community Amenity Contributions and the purchase of District land will generate significant value for the citizens of the District of West Vancouver.

NO.	POLICY	RESPONSE
BF-C 3	<p>The development permit area 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.</p> <ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> A landmark mixed-use building is proposed with human-scale streetscapes and significant additions to the public realm. The terraced building massing transitions well to existing development on neighbouring blocks. The architectural palette includes the use of natural materials, concrete, stone and wood. Comprehensive and extensive improvements to streets and sidewalks to promote walking, cycling and transit use.

NO.	POLICY	RESPONSE
BF-C 4	<p>Consider buildings over four storeys on three special sites along Marine Drive - 1300 block south, 1400 block north and 1600 block south.</p> <p>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.</p> <p>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.</p>	<ul style="list-style-type: none"> This proposal fits well with the character of Ambleside while establishing a new standard for architectural design, public realm treatment, and public art. The development will be designed to a LEED Gold standard. The site plan provides a wide mid-block pedestrian connection between Marine Drive and Bellevue Avenue, ample sidewalks, pedestrian promenades and festival street treatments. The combination of open spaces enhances the overall streetscape interest. <p>ON SITE IMPROVEMENTS AND BENEFITS</p> <ul style="list-style-type: none"> A 40 ft to 50 ft wide pedestrian promenade is created by setting back buildings along 14th Street by 24 ft. The promenade features sculptures by celebrated artist and author Douglas Coupland. A 40 ft to 60 ft-wide covered mid-block pedestrian galleria links Marine Drive to Bellevue Avenue, creates a view corridor between the two proposed buildings, and opens up public views to the water. Comprehensive development of the block presents an opportunity to create 109 commercial parking spaces and 15 public parking spaces in the P1 level as well as completely internalized loading and waste management – a design that preserves pleasant street frontages for pedestrians. Fully internalized parking, loading and waste management is a unique benefit created by a comprehensive full-block redevelopment. It vastly improves the experience for pedestrians and contributes to a much more pleasing public realm. <p>OFF-SITE IMPROVEMENTS & BENEFITS</p> <ul style="list-style-type: none"> The extension of public art around the block will reinforce and draw attention to the existing waterfront arts precinct. Regrading (raising the road) and resurfacing of Bellevue Avenue and 14th Street with improved street treatments improves pedestrian connectivity and reduces the barrier created by the railway berm.

NO.	POLICY	RESPONSE
BF-C 4.3	Support more vibrant and attractive commercial, civic and service components. Encourage specialty and niche retail opportunities that complement existing retail stores.	<ul style="list-style-type: none"> The retail mix together with the public realm design and place-making creates a powerful draw for residents and visitors – ensuring that Ambleside remains vital and attractive as a local shopping area. The frontage on Marine drive, 14th and 13th Streets is suited to local shops and services; the Galleria can accommodate small shops; and the Bellevue frontage with its southern exposure and water views is well suited to restaurant and café uses. A rhythm of small storefronts provides retail continuity for the 1300 Block and expands the range of existing shops and services currently available in Ambleside. Comprehensively managed retail space can evolve and adapt in ways that smaller fragmented retail units cannot. Disciplined leasing ensures a balanced mix of retailers. Storefronts can be divided, combined and changed over the life of the building to provide maximum retail flexibility.
BF-C 4.4	Increase the proportion of residential use, particularly in the periphery of the current commercial area, emphasizing its role as a “living” Village Centre. In the 1300 and 1800 blocks of Marine Drive: <ul style="list-style-type: none"> Allow the option of primarily or solely residential use Encourage flex space 	<ul style="list-style-type: none"> Due to the previous use of the site as a gas station, the ability to provide at-grade housing options were limited on the overall site. Terraced housing in levels above the commercial first floor will broaden housing choice, and locate housing immediately within Ambleside.
BF-C 4.5	<ul style="list-style-type: none"> Enhance Ambleside Village Centre’s sense of place and uniqueness, including its growing role as a home for civic and cultural activities. Encourage provision of cultural and community use spaces as a community benefit in larger new development. Achieve a sense of entry gateway at the entrances to Ambleside. Encourage creation, within the adjacent business area, of a national status gallery and arts related commercial ventures. 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 policy SF – C4. 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. 	<ul style="list-style-type: none"> Generous well-finished sidewalks, upgraded road treatments (above typical standards), public art, the pedestrian galleria and community facilities all enhance Ambleside’s sense of space and support the District’s Waterfront Arts Strategy. The grade of Bellevue Avenue will be raised to minimize the obstacle posed by the rail tracks, creating a pedestrian-friendly street in its place Plaza ‘festival street’ treatments for 14th Street and Bellevue Ave make possible the public use of streets for events from time to time. Dedication of 1,200 sf flex use facility for Artists For Kids at the corner of 13th and Marine Drive offers space for arts education and community events at a high profile gateway entrance to Ambleside. The introduction of public art throughout the site further contributes to Ambleside’s role as a cultural hub.

NO.	POLICY	RESPONSE
BF-C 4.6	Strengthen the connections between the waterfront and the Village Centre, with increased cultural and recreational activity and stronger functional links. <ul style="list-style-type: none"> Encourage commercial activities on the north/south streets to increase pedestrian interest and activity, and to draw people both from the waterfront and down to the waterfront Use arts and culture as a vehicle for linking the commercial area to the waterfront Use the north/south streets and maintain landscaping to provide visual access to the waterfront 	<ul style="list-style-type: none"> The grade of Bellevue Avenue will be raised to minimize the visual obstacle posed by the rail tracks and to create a pedestrian-friendly environment. Community and cultural aspects of Ambleside are reinforced and emphasized through public art and community facilities such as gallery spaces and exhibition areas. A mid-block pedestrian galleria links Marine Drive to the waterfront and open up views to the water from the north where none exist now.
BF-C 4.7		N/A relates to Argyle
BF-C 4.8	Provide street design improvements and parking facilities that complement and enhance the Ambleside Village Centre. <ul style="list-style-type: none"> Enhance the pedestrian environment by way of wider sidewalks, landscaping and curb extensions at crosswalks to provide priority for pedestrians. Use new buildings to shape and define the street as a pedestrian space. Maintain the existing street vehicular circulation within the Village Centre while enhancing parking: Secure additional public parking in new developments where construction of excess space is physically and economically feasible. 	<ul style="list-style-type: none"> The design includes significantly-widened sidewalks and pedestrian weather protection Public art, street furniture and placemaking beautifies the perimeter of the site A mid-block pedestrian corridor links Marine Drive to the waterfront and open up views to the water from the north On-site parking provides a significant amenity for retail patrons; the moving of the police station and the redevelopment of Bellevue and 15th Street will add to the supply of free public street parking.
BF-C 4.9	When considering rezoning applications or new buildings, encourage rental and accessible buildings	<ul style="list-style-type: none"> Terrace homes expand housing choices for people seeking to downsize or households seeking single level living in larger units with more bedrooms. Units are designed with a high degree of accessibility to allow owners to age in place.