



COUNCIL AGENDA/INFORMATION		
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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: January 19, 2011 File: 0500-01
 From: Grant McRadu, Chief Administrative Officer
 Bob Sokol, Director of Planning, Lands and Permits
 Subject: **AmblesideNow**

RECOMMENDED THAT:

1. The District proceeds with the next level of planning and consulting the public on the AmblesideNow initiative in order to implement the revitalization of Ambleside.
2. Staff report back to Council with the necessary information to establish the Ambleside Revitalization Commission.
3. A draft budget for the AmblesideNow initiative be presented to Council for consideration.

Purpose and Introduction

As we approach West Vancouver's centenary, Council and the community have a tremendous opportunity and responsibility to realize and implement the concepts set out in numerous citizen-led studies for the revitalization of Ambleside. Decades of collective, civic engagement have shaped West Vancouver and through the citizen-led studies have laid the groundwork for the future. The purpose of this report is to introduce the AmblesideNow initiative to the public and to commence the initial public consultation phase on the overall strategy. The vision of AmblesideNow is to:

- revitalize Ambleside through redevelopment of the 1300 Block of Marine Drive;
- redevelop the municipally-owned lands in the 1500 Block of Fulton to provide new and needed housing stock;
- relocate the existing and inadequate police station from the 1300 Block along with Fire Hall No.1 to a new integrated Public Safety Building that will be the first and only building for emergency responders in West Vancouver constructed to "post-disaster" standards;
- revitalize Ambleside through the development and implementation of a Master Plan for the consolidation of Arts facilities in Ambleside; and

- generate financial returns from the overall project to pay for the Public Safety Building, with the surplus applied to the Endowment Fund for the benefit of future generations.

1.0 Balanced Scorecard/Community Strategic Plan

AmblesideNow is intended to implement the following Strategic Initiatives:

- 1.3.2 Initiate Protective Services Development – Police Station Relocation – City Hall Block; and
- 1.4.2 Implement the Ambleside Town Centre Strategy.

2.0 Background

The following are but a few of the studies and public consultations that this Council and past Councils over the last 30 years have undertaken:

- Ambleside by the Sea Waterfront Review, 1983/4
- Waterfront Directions Study: Ambleside to Dunderave, 1991
- Municipal Hall and Public Safety Building, Facilities Space Testing Study, 1999
- Public Facility Replacement Study, 2001
- Renewing the Heart of our Community Strategy, 2004
- Arts and Culture Strategy, 2004 to 2014, 2005
- Ambleside Park Vision Plan, 2006
- Arts, Culture and Heritage Facility Development Study (Aldrich Pears), 2006
- Ambleside Village Centre Strategy, 2008
- West Vancouver Museum Art, Architecture, Design – A Vision for Ambleside, 2009.

On July 28, 2008, Council, following the preceding years of community consultation and community dialogue, voted to adopt Zoning Bylaw and Official Community Plan amendments to implement the *Ambleside Village Centre Strategy* that states in its Introduction:

“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 works within a planning framework which aims to strengthen the long-term social, economic, and environmental sustainability of the community.”

“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.”

“The review process included community consultation with business operators, property owners, local residents, and the wider community.”

A significant component of creating vibrancy in Ambleside is the redevelopment of the 1300 Block of Marine Drive. Redevelopment of this key block has long hinged upon determining the future of the Police Building and the clean up of the former Imperial Oil site (which has taken place). Moving the Police Building to the existing Municipal Hall site will allow for more efficient use of this valuable community asset and will be cost effective in that if the community supports optimizing the development potential of public owned assets then no tax dollars will be necessary to purchase a new site for this facility or pay for its construction. Further cost savings and efficiencies will be possible by sharing various Police and Fire services in the new building.

Council has been clear on its intent to move from study to implementation. Council has championed the Ambleside Village Centre Strategy, engaged various interest groups and the general public, approved a draft Waterfront Plan, pursued Arts in Ambleside, implemented small capital waterfront projects, continued to acquire Argyle waterfront properties, and engaged experienced professionals to assist Council in determining whether now is the appropriate time to take a major step forward in the implementation of the Ambleside Village Centre Strategy. The goal of AmblesideNow is to move the Ambleside Village Centre Strategy from vision to reality.

High Level Summary of AmblesideNow

The Project consists of four main elements (Appendix 1):

1. The 1300 Block of Marine Drive
2. The Municipal Hall Site/Public Safety Building
3. The 1500 Block of Fulton and the Gertrude Lawson Site
4. Arts and Culture/Public Amenities.

1300 Block of Marine Drive

- Demolition and relocation of the Police Building to a new shared Public Safety Building on the Municipal Hall Site.
- Redevelopment with a mix of uses including commercial stores/restaurants on the bottom one (or possibly two) floors with residences on the upper floors. The 1300 Block development should be an animated, lively gathering place that demonstrates a complete commitment to the public realm and public use.

- The District intends to work with Grosvenor (who has secured the rights to private parcels of land on the 1300 Block) to develop the 1300 Block within guidelines approved by Council, following the completion of a comprehensive public process.

Municipal Hall Site/Public Safety Building

- A new Public Safety Building will be constructed to post-disaster standards on the area south of the existing Municipal Hall (i.e. the parkade) which will contain police and fire services. This will provide a significant improvement to community safety in the event of a major earthquake. The new Public Safety Building can be funded from revenues generated by the project at no additional burden to the taxpayer. The existing Municipal Hall will continue to serve its role as the primary administrative building for the District.

1500 Block of Fulton and Gertrude Lawson Site

- Demolition and relocation of Fire Hall No. 1 and relocation of the Fire Hall into the new Public Safety Building.
- The District can rezone taxpayer-owned lands in the 1500 Block of Fulton and the Gertrude Lawson Site and sell or lease the rezoned lands.

Arts and Culture/Public Amenities

- Arts and Culture will play an integral role in the revitalization of Ambleside consistent with the goals of the Ambleside Village Centre Strategy. AmblesideNow will enable that strategy to become a reality.
 - Surplus funds beyond those necessary for the Public Safety Building generated by the sale (or long term lease) of the District's lands will be directed into the Endowment Fund and may be used to fund Ambleside amenities such as arts and cultural facilities, park improvements or other features to be determined via a public process.
 - Jennifer Marshall of Urban Arts Architecture will lead the arts and cultural component of AmblesideNow. A Master Plan will be developed for Arts in Ambleside with specific recommendations on governance, the business case, implementation, space requirements, and site location.

Finance

Funding for the construction of the new Public Safety Building is proposed to come from the sale or long term lease of the rezoned lands in the 1300 Block of Marine; the 1500 Block of Fulton Avenue, and the Gertrude Lawson Site. This can and should be done with no additional burden on West Vancouver taxpayers, if the community supports

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optimizing the redevelopment potential of these public owned assets. Remaining funds will be directed into the District's Endowment Fund or may be used to fund Ambleside amenities such as arts and cultural facilities or other features to be determined via a public process.

To date, to commence preliminary planning and the needed research to establish the feasibility of the overall project, Council authorized the expenditure of \$250,000 from July 2010 to November 2010 and, in December 2010, authorized the additional expenditure of \$175,000 through February 2011. In February, a budget for the remainder of 2011 will be presented to Council for consideration.

Ambleside Revitalization Commission

To assist Council and staff in moving AmblesideNow forward, it is recommended that Council establish the Ambleside Revitalization Commission. The Commission would report to Council through the Chief Administrative Officer. The Commission would focus on the financial and business aspects of AmblesideNow and be responsible for:

- preparing cost and revenue analysis;
- proposing potential land values for development alternatives related to the existing Police Building Site, the 1500 Block of Fulton Avenue and the Gertrude Lawson Site;
- selecting and overseeing external experts for site and project analysis relating to the rezoning of these lands and Official Community Plan amendments;
- establishing development and construction budgets for development alternatives;
- acting as the applicant for rezoning applications and related development applications for civic projects on these lands and conducting public information meetings;
- providing professional development management services for the design and construction of the Public Safety Building; and
- other tasks assigned by Council.

Joe Redmond will be the Executive Director of the Commission and will have overall supervision of all aspects of the AmblesideNow project. Mr. Redmond has significant experience in real estate planning and development including project analysis, financing, construction and marketing. From 1999 to 2007, Mr. Redmond was the Vice-President of UBC Properties Trust. Until December 2010, Mr. Redmond was the President of Whistler 2020 Development Corporation. This corporation was responsible for developing a Master Plan, overseeing design development, tendering and

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construction of the Whistler Olympic Village, including the post-Games marketing and sales of the project, ensuring that the project met VANOC and IOC requirements, and ensuring the project was successfully completed in time for the Games and within budget.

Public Consultation

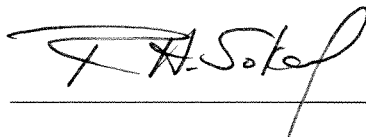
This report and the Council meeting on January 24, 2011 are the first steps of AmblesideNow. Public consultation and input will be integral to the project and will shape what gets built and the project's timing. Meetings in a variety of formats will be held throughout the process, reflecting the information to be presented and the type of feedback desired.

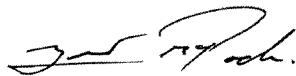
The first round of public consultation will take place in February and March 2011. This round of meetings will focus on the overall strategy of AmblesideNow. The meetings will be held in a variety of venues from large meeting rooms to smaller, more intimate settings.

The District will also establish a web site at www.amblesidenow.ca, which will be dedicated to the AmblesideNow initiative. Through the web site, the public will be able to get up to date information on plans and upcoming meetings as well as submit comments.

2012 is West Vancouver's centenary. AmblesideNow will build upon all of the work that the community has invested in creating the West Vancouver that we know today. AmblesideNow will enable our community to begin to lay the groundwork for our community's next 100 years, so that future generations of West Vancouver residents will continue to benefit from good long term decision making

Authors:





Appendices:

Appendix 1: AmblesideNow Map

AmblesideNow - Sites

