



imagine
AMBLESIDE

A COMMUNITY VISION FOR AMBLESIDE

AMBLESIDE IMAGINED







COMMUNITY PRIORITIES

- 1** Improving diversity in options within and between sectors such as services, retail, food and beverage.
- 2** Aesthetic and human-centric updates that preserve the quaint, village-feeling charm of Ambleside currently.
- 3** Implement processes that invite and support independent businesses as well as fostering a deeper connection to our locale through engaged public offerings.

DIVERSITY

CURATING DIVERSITY WITHIN AND BETWEEN SECTORS

- Resounding sentiment of “vibrancy through diversity.” We need more options within and between sectors such as services, retail, food and beverage.
- Curating a diverse yet harmonized neighbourhood that appeals and caters to all ages.
- Support our current tenants while doing more to attract businesses and fill empty storefronts with wanted retailers and restaurants.

“More shops and restaurants but not more repetitive shops.”



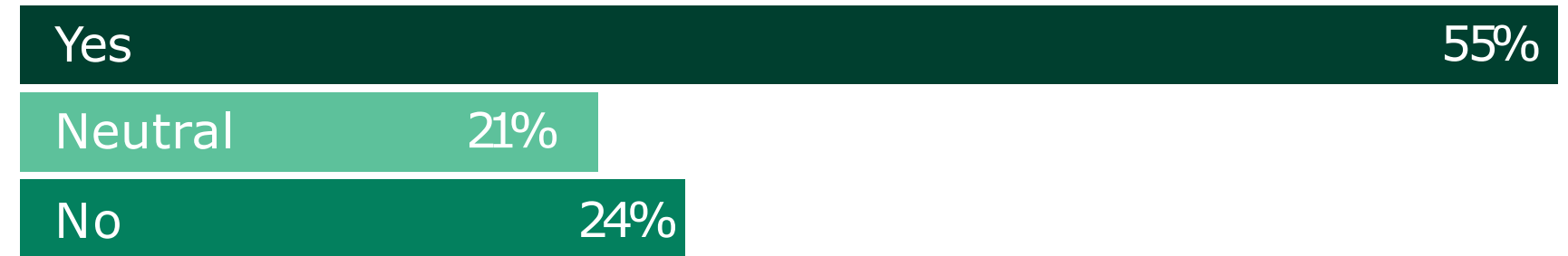
Please let us know if there are any other services you would like to see in Ambleside or have suggestions for ones not listed.

Florist	243
Butcher	333
Barber	141
Cycle Studio	188
Artisan Cheese Shop / Fromagerie	586

BOOK STORE HOMEWARE KITCHEN SUPPLY
WINE SHOP & TASTING ROOM
ART GALLERY CANNABIS ART SUPPLY
STATIONARY STORE

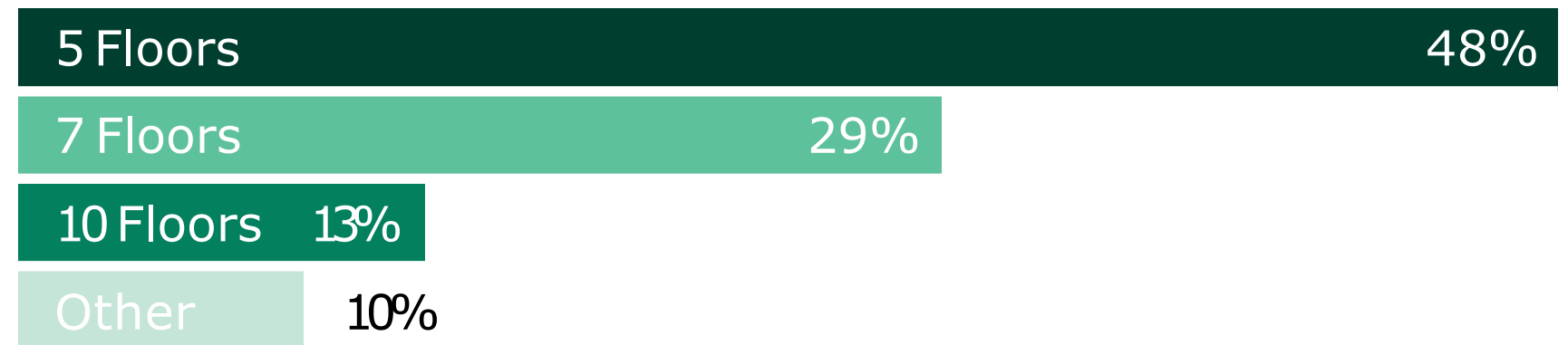


Would you like to see a boutique hotel in Ambleside?



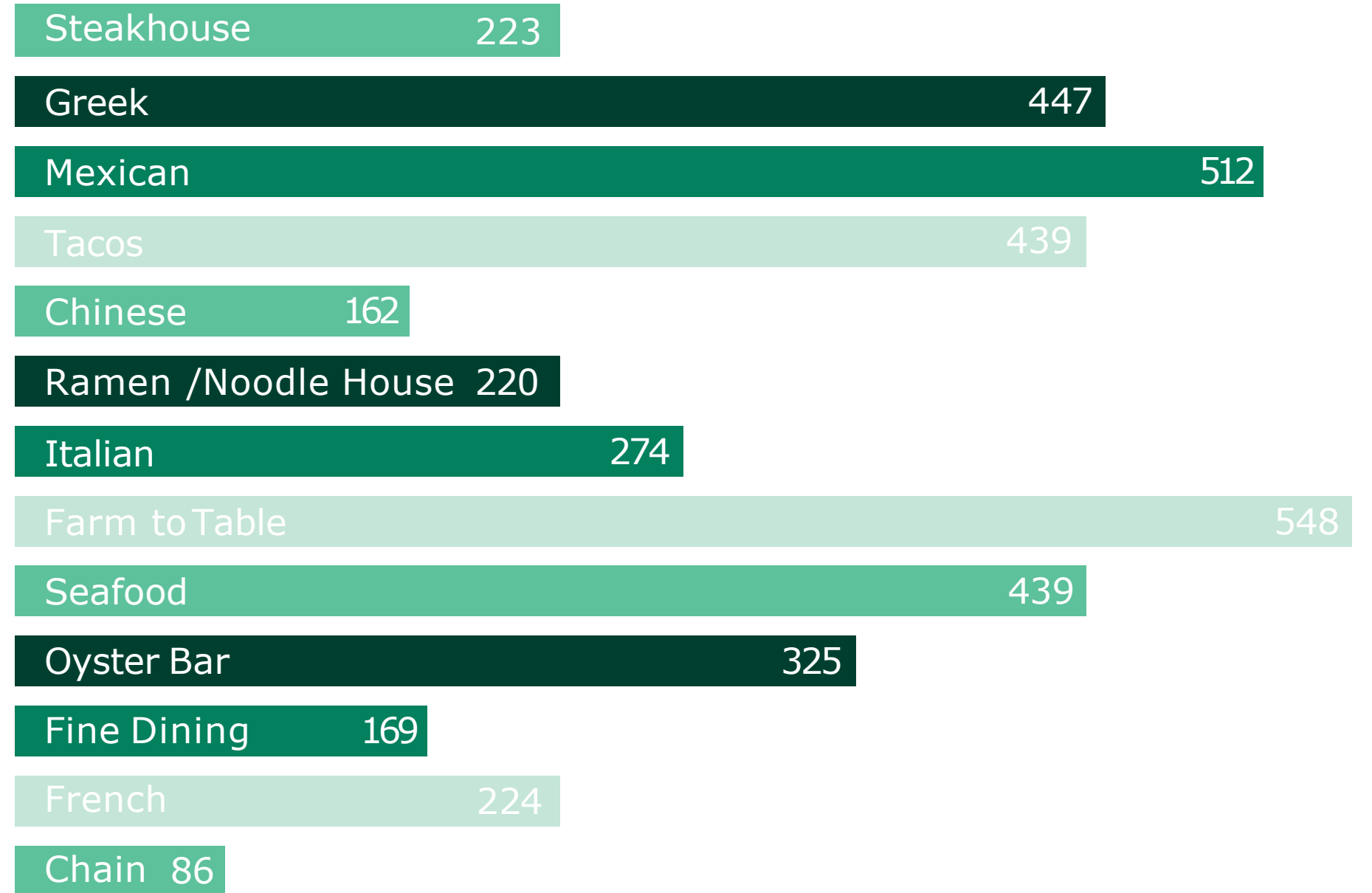
How many floors would you want?

Of the people that responded yes to the above question...





Ambleside is home to some great dining choices. Which type of foods would like to see added or more of in Ambleside? Please pick all that apply.



Would you like to see more boutique shops in Ambleside?

Yes

74%

Neutral 19%

Are there any specific stores or brands you would like to see here?

“Clothing (more in line with some of the cool new places on 4th Ave in Vancouver, Main St. Or South Granville that are destinations for shoppers. Vincent Park, Gravity Pope, etc.)”

“Small gift and design shops.”

“Needs to create a unique differentiated look and feel. **Art boutiques, bookstore, ceramic shops, more clothing like Ami or Scoop in Dundarave, home decor, kitchen wares, boutique jewelry**”.



How would you feel about a boutique wine bar?

Yes 74%

Neutral 18%

How would you feel about a jazz club or bar?

Yes 57%

Neutral 25%

No 18%

How would you feel about a micro distillery?

Yes 55%

Neutral 28%

No 17%



How would you feel about a brewery or taproom in Ambleside?



“Yes absolutely!”

“We always just go to Lonsdale - would love a brewery option here.”

“Good food and a good beer would ideal!”

CHARM

PRESERVE AND ENHANCE THE QUAIN T CHARM OF AMBLESIDE

- A more vibrant and inviting presence that preserves the quaint and down-to-earth attitude of the Ambleside Village currently.
- Improve upon existing charm by encouraging services out of prime street front locations.
- Implement design “standards” for businesses, creating a harmonized aesthetic look that compliments our location as a West Coast beach front village.

“Very run down and businesses are not really harmonized - a bit of a mixed bag.”

“I hope that Ambleside will preserve and celebrate the quaint atmosphere of a village...”



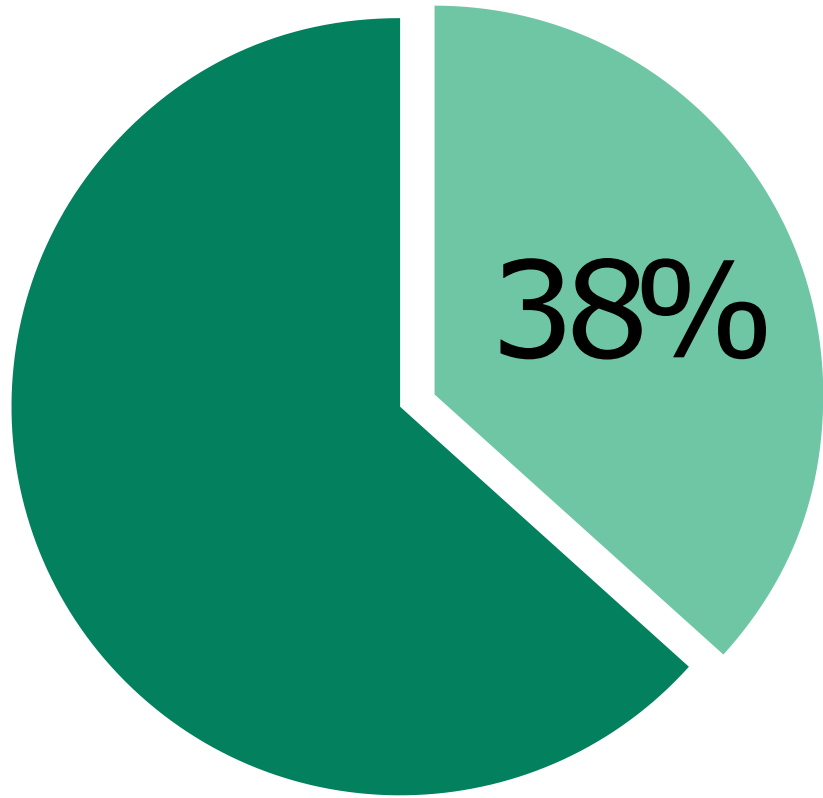
How do you feel about wider sidewalks throughout Ambleside?



How do you feel about increased sidewalk dining options?



A NEEDED REFRESH



■ PEOPLE WHO USED THE BELOW TO DESCRIBE AMBLESIDE

SHABBY RUNDOWN TIRED DIRTY





Some have suggested creating general design guidelines for the exterior of our Ambleside businesses to create coherency. Do you generally agree with this statement?

Yes

60%

No

40%

“An over all master plan would allow for continuity, within a range of accepted designs, strategically located anchors to encourage flow and migration with in the complex.”

“Mixed feelings. We don’t want all facades to look too ‘planned’ but neither should they be an ugly mix. I would prefer that there were just standards.”

“Standards that would improve the aesthetic and perhaps providing a seaside theme would be beneficial but not regulations that would be too restrictive. Creating a cookie cutter result.”

LOCALITY

COMMERCIALLY AND GEOGRAPHICALLY

- Create a distinct sense of place through commercial and natural means.
- In line with maintaining the charm of Ambleside - we must go above and beyond to invite and encourage small scale, local, and independent businesses.
- Creating a deeper connection to our locale through public offerings that engage with our local landscape.

“It’s time to elevate and maximize our under-utilized commercial and waterfront area. Let’s fill it with one-off, boutique style bars, shops, restaurants etc. With our beautiful waterfront we should be leaders in this area!”



Would you like to see increased waterfront activation through kayak, paddle board, canoe rentals, etc on the Ambleside beach?



Do you think a small passenger ferry with stops downtown and Kitsilano would benefit our Ambleside community?





GETTING THERE

- 1 While waiting for the LAP and given the need for improvements in Ambleside, we would appreciate individual projects be considered on their own merits.
- 2 Expedite the LAP with a goal of completion within 2023. The ADBIA is willing and ready to commit resources to get this finished in a timely manner.
- 3 Co-sponsor a resource and work with district staff to develop a process for expediting approvals, permits, and rezoning applications allowing businesses the best chance to succeed.
- 4 Advocate for the creation of a job position to manage business permits and rentals, ensuring a timely process.



5 The ADBIA will solicit and invite entrepreneurs and small businesses to Ambleside, offering resources and act as liaison to help through the administrative phases of opening a business.

6 Put forward broader and more definitive amendments to the good neighbour bylaw, requiring an increased level of cleanliness and upkeep on properties by landowners. Prioritizing, but not limited to, clean laneways, clean awnings, and regular upkeep of building facades.

7 Do more to observe and monitor the bylaws of the Ambleside Centre zones (AC1 and AC2) which restricts the amount of banks, financial services, and real estate offices on each block to a maximum of 20%.



QUICK FIXES

- 1 Do more to observe and monitor the good neighbour bylaw as it currently stands.
- 2 Expedite permits for pop-up businesses that could test the waters for something more permanent and bring vibrancy to the community.
- 3 Allow commissioned murals on buildings.
- 4 Create additional lighting in our laneways.

TO DATE

WHAT THE ADBIA HAS DONE SINCE THE COMPLETION OF IMAGINE AMBLESIDE

- With the support of the District, implemented a bylaw allowing no more than 20% of a block be real estate, financial institute (currency exchange) or nail salons.
- Created five new murals in Ambleside.
- Added lighting to our trees on Marine Drive for a more vibrant and safer business area.
- Offered compensation to retail level businesses looking to beautify their outdoor entrance with paint, signage, flowers, etc.
- Organized regular clean up days picking up litter in and around Ambleside.

MURALS



MURALS



before

after



BEFORE & AFTER





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A 15 Minute Village

Creating more housing within our business area means people can live, shop, and work all within walking distance, thus alleviating much vehicle traffic on our roads.

Our current commercial area should offer more housing options for those looking to downsize, first time buyers or alternative options to single family homes, while still within 15 minutes of most needs.

AMBLESIDE IMAGINED

Our findings from Imagine Ambleside show us that the community wants more vibrancy, great shops, unique restaurants with outdoor space, animated laneways, better lighting, and better infrastructure.



AMBLESIDE IMAGINED

In order to curate the businesses the community wants to see in our commercial areas and to have a vibrant and thriving economy, we need customers to support them.

By creating a more livable commercial area, we can achieve our Imagine Ambleside findings.



THANK YOU

QUESTIONS?

COMMENTS?