

# AGENDA

## *COUNCIL WORKSHOP*

**Monday, April 25, 2022**

**5:00 p.m.**

**Council Chamber, Municipal Hall**

**355 West Queens Road**

**North Vancouver, BC**

**Watch at <https://dnvorg.zoom.us/j/67910218298>**

**Council Members:**

Mayor Mike Little

Councillor Jordan Back

Councillor Mathew Bond

Councillor Megan Curren

Councillor Betty Forbes

Councillor Jim Hanson

Councillor Lisa Muri



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### **AGENDA**

#### **1. ADOPTION OF THE AGENDA**

##### **1.1. April 25, 2022 Council Workshop Agenda**

*Recommendation:*

THAT the agenda for the April 25, 2022 Council Workshop is adopted as circulated, including the addition of any items listed in the agenda addendum.

#### **2. ADOPTION OF MINUTES**

#### **3. REPORTS FROM COUNCIL OR STAFF**

##### **3.1. Marine Drive Commercial Zone (C9) Review**

**p. 7-57**

File No. 13.6410.01/000.000

Report: Community Planner, April 6, 2022

Attachment 1: Marine Drive Commercial Zone (C9)

Attachment 2: February 8, 2022 Information Report to Council entitled Marine Drive Design Guidelines Review

Attachment 3: PowerPoint Presentation

*Recommendation:*

THAT the April 6, 2022 report of the Community Planner entitled Marine Drive Commercial Zone (C9) Review is received for information.

#### **4. PUBLIC INPUT**

(maximum of ten minutes total)

#### **5. ADJOURNMENT**

*Recommendation:*

THAT the April 25, 2022 Council Workshop is adjourned.

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## REPORTS

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AGENDA INFORMATION	
<input type="checkbox"/> Regular Meeting	Date: _____
<input checked="" type="checkbox"/> Other: Workshop	Date: April 25, 2022

T.A.  
Dept.  
Manager

GM/  
Director

CAO

## The District of North Vancouver REPORT TO COUNCIL

April 6, 2022

File: 13.6410.01/000.000

**AUTHOR:** Joshua Cairns, Community Planner

**SUBJECT:** Marine Drive Commercial Zone (C9) Review

### RECOMMENDATION

THAT the April 6, 2022 report of the Community Planner entitled "Marine Drive Commercial Zone (C9) Review" is received for information.

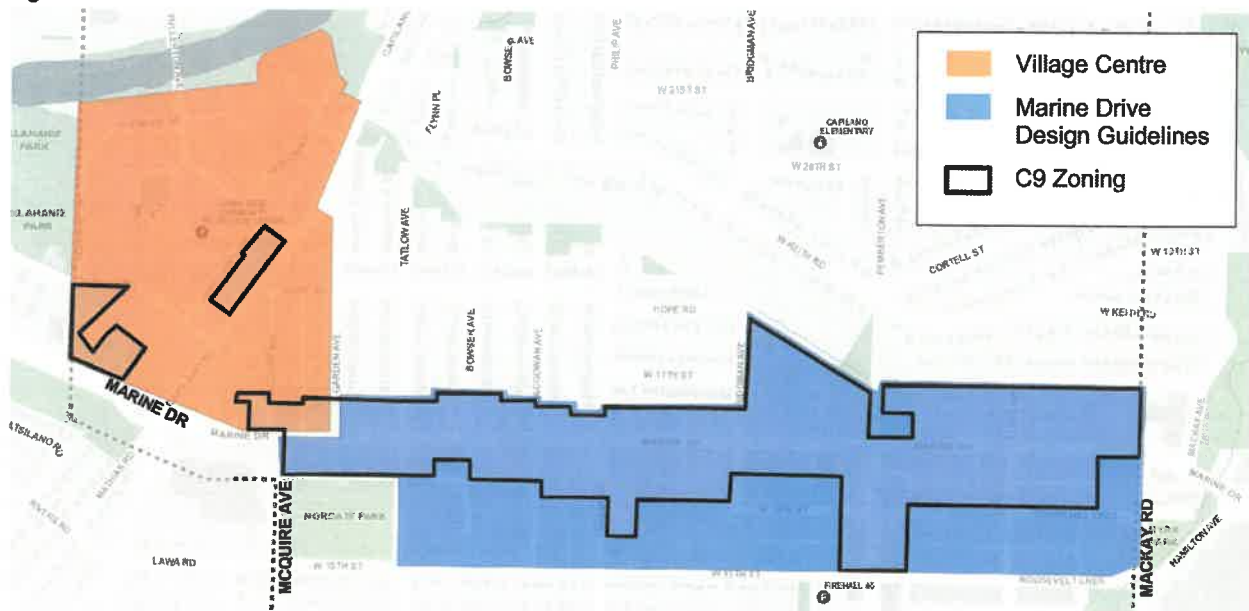
### REASON FOR REPORT

This report provides an overview of progress that has occurred in the Marine Drive commercial corridor since 2007, when the Marine Drive Commercial Zone (C9) was established.

### BACKGROUND

The Marine Drive commercial corridor spans approximately 1.5 km, stretching from Mackay Road in the east to Capilano Road in the west (Figure 1).

Figure 1: Overview of Marine Drive corridor



In 1999, the Marine Drive Improvement Study was initiated to review and revise development regulations and policies to achieve a more pedestrian-friendly land-use mix and a higher quality of urban design on Marine Drive. The resulting Marine Drive Improvement Strategy was presented to Council on February 28, 2005. Implementation items were adopted in spring and summer 2007, which included:

- Creation of the Marine Drive Commercial Zone (C9) and rezoning most of the properties on Marine Drive between Capilano Road and MacKay Road to this new zone (**Attachment 1**); and,
- Adoption of the Marine Drive Design Guidelines to inform the siting, streetscape, and architectural aspects of all major redevelopment in the area between McGuire Avenue and MacKay Road.

Staff assessed the urban design performance of Marine Drive developments that have completed since 2007 with respect to the Marine Drive Design Guidelines, and presented the findings in an Information Report to Council on February 8, 2022 (**Attachment 2**).

To further support the discussion on the Marine Drive corridor, this report presents additional information on the C9 zone, business licence data, and recorded noise complaints in the area.

## **DISCUSSION**

### **Marine Drive Commercial Zone (C9)**

The Marine Drive Improvement Strategy was created to transform the Marine Drive corridor from an arterial street lined with vehicle-oriented businesses to a distinctive, vibrant commercial street offering high-quality urban design, mixed-use commercial/residential development, and diverse transportation choices. Changes to the zoning were necessary to ensure new development contributed to this vision.

The Marine Drive Commercial Zone (C9) was formatted to accommodate sensitively designed four-storey mixed-use developments along Marine Drive with residential units set back from ground-floor retail and commercial uses. In 2007, sites typically with either C2 or C3 zoning were rezoned to C9 (Figure 1). Sites generally east of McGuire Avenue also became subject to the new Marine Drive Design Guidelines, while sites west subsequently became guided by the Lower Capilano Marine Village Centre Implementation Plan.

The C9 zoning required larger front setbacks, which accommodated wider sidewalks. It also prohibited new vehicle sales, rental and leasing establishments, while maintaining mixed commercial/residential uses and maximum heights of approximately 4 storeys.

Maximum permitted density was either unchanged or reduced with C9 zoning, depending on site size. Sites larger than 1,100 m<sup>2</sup> are permitted for up to 1.75 FSR, consistent with the previous C2 and C3 zoning. Sites smaller than 1,100 m<sup>2</sup> saw a

reduction in density to 1.00 FSR. Table 1 summarizes the main provisions of the C2, C3, and C9 zones for comparison.

Table 1: Summary of main provisions of C2, C3, and C9 zones.

	C9 ZONE	C2, C3 ZONES
<b>Density</b>	Up to 1.75 FSR <sup>[1,2]</sup>	Up to 1.75 FSR
<b>Height</b>	Up to 13.5 m (44 ft.) <sup>[1]</sup>	Up to 12 m (40 ft.)
<b>Vehicle Sales/Rental/Leasing Establishments</b>	No	Yes
<b>Residential Uses</b>	Yes	Yes
<b>Retail Unit Floor Space</b>	Up to 3,716 m <sup>2</sup> (40,000 sq. ft.) <sup>[3]</sup>	Up to 3,716 m <sup>2</sup> (40,000 sq. ft.) <sup>[3]</sup>
<b>Building Coverage</b>	Up to 85% (to encourage underground parking)	Up to 50%
<b>Front Setback</b>	Minimum 4 m from curb	None
<b>Rear Setback</b>	Minimum 6 m (when abutting residential)	None

<sup>1</sup> Smaller properties (less than 1,100 m<sup>2</sup>) are limited to an FSR of 1.0 and a maximum building height of 8 m.

<sup>2</sup> The C9 Zone originally proposed an increased density up to 2.5 FSR on five select sites in exchange for community amenities; however, following public and Council input, this density bonus provision was removed.

<sup>3</sup> If an individual retail business had a gross floor area exceeding 3,716 m<sup>2</sup> on November 20, 2001, the retail business will be limited to the gross floor area existing on that date.

Since 2007, 13 major developments have either completed or are in process under the C9 zone within the Marine Drive Design Guidelines area. These developments have provided 539 residential units and approximately 14,000 m<sup>2</sup> (151,000 sq. ft.) of gross commercial floor area.

**Attachment 2** provides an overview of these developments and an assessment of their performance with respect to the Marine Drive Design Guidelines.

### Business Licences

District records identify 392 active business licences in properties zoned C9 along Marine Drive, reflecting a diversity of businesses. Retail, offices, and restaurants are the three most common uses in terms of occupied floor area. They represent 54.7% of all business licences and occupy 54.5% of commercial floor area within buildings. The distribution of active business licenses by type and floor area are provided in Table 2.

Table 2: Distribution of businesses in C9 zone by business licence category and floor area.

Type	Floor Area (m <sup>2</sup> )	Floor Area (%)	Business Licences (%)
Retail Purposes	18,695	34.3%	15.9%
Office Purposes	6,322	11.6%	31.8%
Restaurant	4,700	8.6%	7.0%
Vehicle Sales/Rental/Leasing	4,299	7.9%	2.2%
Health Service Purposes	3,571	6.6%	16.2%
Child Care Facility	3,313	6.1%	1.6%
Fitness Centre	3,225	5.9%	2.2%
Personal Service Shop	1,718	3.2%	8.3%
Automotive Repair Shop	1,551	2.8%	1.6%
Retail Food Services	1,100	2.0%	3.2%
Office Purposes (Vacant) <sup>1</sup>	1,020	1.9%	0.3%
Artist's Studio	850	1.6%	2.5%
Health Service Purposes (Vacant) <sup>1</sup>	818	1.5%	0.3%
Veterinarian	465	0.9%	1.0%
Retail Purposes (Vacant) <sup>1</sup>	431	0.8%	0.0%
Business/Office Support Services	393	0.7%	2.5%
Retail Trader	382	0.7%	0.3%
Vehicle Sales/Rental/Leasing (Vacant) <sup>1</sup>	340	0.6%	0.0%
Restaurant (Vacant) <sup>1</sup>	216	0.4%	0.0%
Automobile Service Garage	185	0.3%	0.6%
School, Trade	157	0.3%	0.3%
Personal Service Shop (Vacant) <sup>1</sup>	153	0.3%	0.0%
Professional Offices	118	0.2%	1.0%
Manufacturing	123	0.2%	0.3%
Fitness Centre (Vacant) <sup>1</sup>	125	0.2%	0.0%
Artist's Studio (Vacant) <sup>1</sup>	92	0.2%	0.0%
Household Repair Services	74	0.1%	0.3%
Business/Office Support Services (Vacant) <sup>1</sup>	80	0.1%	0.0%
Parking Structure	n/a	n/a	0.3%

<sup>1</sup>Last known use for commercial space. No active business licence issued.

## Noise Complaints

From 2007 to 2022, there were a total of 48 noise complaints in the Marine Drive corridor reported to the District. The majority of complaints were in regards to mechanical sounds (e.g., ventilation, air conditioning, construction) or vehicular operation (e.g., garbage pickup, deliveries). There was one noise complaint regarding after-hours business operations and one complaint regarding staff noise within a commercial space over this same time period.

The number and type of noise complaints in the Marine Drive corridor over this time period is similar to other commercial areas in the District. For example, from 2007-2022, there were 49, 83, and 28 noise complaints in Lynn Creek Town Centre, Lynn Valley Town Centre, and Maplewood Village Centre, respectively.

Noise complaints that do not comply with the Complaint and Enforcement Policy and/or fall outside of the District's jurisdiction are not recorded. This includes noise complaints between residents or users within the same building or parcel of land.

## **CONCLUSION**

The Marine Drive Commercial Zone (C9) and Marine Drive Design Guidelines were established in 2007 to transform the Marine Drive commercial corridor to a vibrant commercial street.

There is an interest in reviewing the implementation of the Marine Drive Design Guidelines and the Marine Drive Commercial Zone (C9). The information presented in this report is intended to support further discussion on the topic and potential next steps.

## **OPTIONS**

1. THAT the April 6, 2022 report of the Community Planner entitled "Marine Drive Commercial Zone (C9) Review" is received for information;

OR

2. That alternative direction is provided to staff.

Respectfully submitted,



Joshua Cairns  
Community Planner

## **ATTACHMENTS**

1. Marine Drive Commercial Zone (C9)
2. February 8, 2022 Information Report to Council entitled "Marine Drive Design Guidelines Review"
3. Presentation entitled "Marine Drive Commercial Zone (C9) Review"



REVIEWED WITH:		
<input type="checkbox"/> Community Planning	_____	<input type="checkbox"/> Clerk's Office
<input type="checkbox"/> Development Planning	_____	<input type="checkbox"/> Communications
<input type="checkbox"/> Development Engineering	_____	<input type="checkbox"/> Finance
<input type="checkbox"/> Utilities	_____	<input type="checkbox"/> Fire Services
<input type="checkbox"/> Engineering Operations	_____	<input type="checkbox"/> ITS
<input type="checkbox"/> Parks	_____	<input type="checkbox"/> Solicitor
<input type="checkbox"/> Environment	_____	<input type="checkbox"/> GIS
<input type="checkbox"/> Facilities	_____	<input type="checkbox"/> Real Estate
<input type="checkbox"/> Human Resources	_____	<input type="checkbox"/> Bylaw Services
<input type="checkbox"/> Review and Compliance	_____	<input checked="" type="checkbox"/> Planning
		External Agencies:
		<input type="checkbox"/> Library Board
		<input type="checkbox"/> NS Health
		<input type="checkbox"/> RCMP
		<input type="checkbox"/> NVRC
		<input type="checkbox"/> Museum & Arch.
		<input type="checkbox"/> Other:



**687 Marine Drive Commercial Zone (C9)****Intent**

The intent of the C9 Zone is to accommodate mixed-use developments with emphasis on commercial, residential and complementary uses.

**688 Uses**

The following uses of land, buildings and structures are permitted in the C9 Zone:

**688.1 Principal Uses:**

- a) artist's studio;
- b) business/office support services;
- c) Cannabis Retail Store (where include on the table in Section 405B(1);
- d) clubs;
- e) community facilities;
- f) fitness centre;
- g) health services purposes;
- h) hobby beer & winemaking;
- i) household repair services;
- j) liquor store;
- k) office purposes;
- l) parking structure;
- m) personal service shops;
- n) pet care establishment;
- o) professional offices;
- p) residential purposes;
- q) restaurants;
- r) retail food services;
- s) retail purposes;;
- t) school, trade; and
- u) veterinarian

(Bylaw 8340)

**688.2 Accessory Uses:**

Permitted accessory uses may include, but are not necessarily limited to:

- a) administrative offices
- b) outdoor merchandise displays
- c) outdoor customer service areas
- d) semi-public amenity space including recreation and social facilities and meeting rooms in buildings with a residential component

## **689 Principal Use Regulations**

The following regulations apply to principal uses:

- 689.1 All operations associated with permitted uses, except outdoor merchandise displays and outdoor customer service areas shall be completely contained within an enclosed building.
- 689.2 In the case of residential purposes and where the property fronts onto Marine Drive, Pemberton Avenue or Capilano Road, the dwelling units shall be located above the ground floor of the building except when situated at least 15 metres back of the front property line and must be provided with a separate entrance from the ground level.
- 689.3 In the case of residential purposes a development permit application shall require evidence in the form of a report and recommendations prepared by persons trained in acoustics and current techniques of noise measurements, demonstrating that the noise levels in those portions of the dwelling listed below shall not exceed the noise levels expressed in decibels set opposite such portions of the dwelling units. For the purpose of this section the noise level is the A-weighted 24-hour equivalent (Leq) sound level and will be defined simply as the noise level in decibels:

Portion of Dwelling Unit	Noise Level (Decibels)
bedrooms	35
living, dining, recreation rooms	40
kitchen, bathrooms, hallways	45

- 689.4 In the case of a pet care establishment or veterinarian, a separate exterior entrance is required;
- 689.5 In the case of a pet care establishment or veterinarian, all noise associated with the keeping of and caring for animals must be contained within the premises.

## **690 Accessory Use Regulations**

The following regulations apply to accessory uses:

- 690.1 Accessory uses are limited to a maximum of 25% of gross floor area.

690.2 Notwithstanding Section 413 (3) of this Bylaw, the maximum size of outdoor customer service areas is limited to 40 seats.

690.3 Outdoor merchandise displays may be located within 4 metres of a storefront doorway, must not exceed 5 sq m in total area and must allow for at least 2 metres of unobstructed pedestrian passageway.

690.4 Drive-thru aisles may not be visible from Marine Drive or Capilano Road.

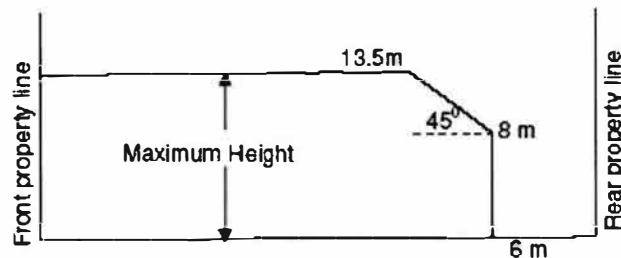
## 691 Size, Shape and Siting Regulations

Buildings and structures in the C9 Zone shall comply with the following regulations:

### Height

691.1 The height of buildings and structures shall not exceed 8 metres in the case of lots less than 1,100 sq m in area and 13.5 metres in the case of lots over 1,100 sq m in area.

691.2 In the case of properties abutting single family residential zones, no portion of the building shall extend above an envelope formed by a vertical line measuring 8 metres in height at the rear set back line and a plane formed by an angle of 45 degrees measured from the horizontal and having its vertex at the maximum building height permitted in the zone as illustrated in the following sketch.



### Setbacks

691.2 Buildings and structures fronting Marine Drive, Pemberton Avenue or Capilano Road are subject to special setback requirements as follows:

- a) In the 1000 Block of Marine Drive buildings and structures must be set back from the existing curb line of Marine Drive as established at (date of adoption) a minimum of 5.6 metres on the north side of the block and 4.0 metres on the south side of the block;

- b) In the 1100 Block of Marine Drive buildings and structures must be set back from the existing curb line of Marine Drive as established at (date of adoption) a minimum of 5.9 metres on the north side of the block and 4.0 metres on the south side of the block;
- c) In the 1200 Block of Marine Drive buildings and structures must be set back from the existing curb line of Marine Drive as established at (date of adoption) a minimum of 4.9 metres on the north side of the block and 5.4 metres on the south side of the block;
- d) In the 1300 Block of Marine Drive buildings and structures must be set back from the existing curb line of Marine Drive as established at (date of adoption) a minimum of 4.0 metres on the north side of the block and 5.3 metres on the south side of the block;
- e) In the 1400 to 1800 Blocks of Marine Drive buildings and structures must be set back from the existing curb line of Marine Drive as established at (date of adoption) a minimum of 4.0 metres on the north side of the block and 5.4 metres on the south side of the block;
- f) In the 1900 Block of Marine Drive buildings and structures on the north side of the block must be set back a minimum of 4.4 metres from the existing curb line of Marine Drive as established at (date of adoption);
- g) In the 2000 Block of Marine Drive buildings and structures on the north side of the block must be set back a minimum of 4.0 metres from the existing curb line of Marine Drive as established at (date of adoption);
- h) In the 1500 to 1600 Blocks of Pemberton Avenue buildings and structures must be set back from the existing curb line of Pemberton Avenue as established at (date of adoption) a minimum of 4.0 metres on the west side of the block and 4.5 metres on the east side;
- i) In the 1700 Block of Pemberton Avenue buildings and structures must be set back from the existing curb line of Pemberton Avenue as established at (date of adoption) a minimum of 4.0 metres;
- j) In the 1600 to 1700 Blocks of Capilano Road buildings and structures must be set back from the existing curb line of Capilano Road as established at (date of adoption) a minimum of 4.0 metres on the west side of the block and 4.5 metres on the east side; and
- k) In the 1800 Block of Capilano Road buildings and structures must be set back from the existing curb line of Capilano Road as established at (date of adoption) a minimum of 4.0 metres.

691.3 In the case of properties abutting single family residential zones principal buildings or structures must be set back a minimum of 6 metres from the property line common to an adjacent single family lot.

#### Building Coverage

691.4 Buildings, structures, parking spaces, loading spaces and driveways shall not occupy more than 85% of the lot area.

## Floor Space Ratio

- 691.5 The maximum floor space ratio is 1.0 in the case of lots less than 1,100 sq m in size and 1.75 in the case of lots over 1,100 sq m in size.
- 691.6 An individual retail business in any building or structure or in any group of buildings or structures shall not occupy a gross floor area greater than 3,716 sq m. (40,000 sq ft.) on any one lot or any group of adjoining lots unless the individual retail business had a gross floor area exceeding 3,716 sq m. (40,000 sq ft.) on November 20, 2001, in which case that retail business shall be limited to the gross floor area existing on that date.
- 691.7 Common amenity areas or facilities that are accessory to a residential use are excluded from the calculation of allowable floor space up to a maximum of 3% of the total gross residential floorspace or 200 sq m, whichever is lesser.

## 692 Landscaping Regulations

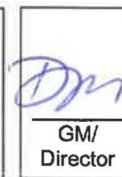
- 692.1 All land areas not occupied by buildings, structures, parking spaces, loading spaces, driveways and maneuvering aisles shall be landscaped.
- 692.2 A 2m (6.5 ft.) high screen consisting of a solid wood fence, landscaping or combination thereof is required around all garbage and recycling container pads.
- 692.3 Outdoor parking areas containing more than 20 spaces in one row shall incorporate landscape areas not less than 1.5 metres.

## 693 Parking and Loading Regulations

- 693.1 Parking and loading spaces shall be provided in accordance with Part 10 of this Bylaw.

(Bylaw 7664)

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☒ Info PackageDate: *FEB. 10, 2022*

## The District of North Vancouver INFORMATION REPORT TO COUNCIL

February 8, 2022

File: 13.6410.01/000.000

**AUTHOR:** Kevin Zhang, Development Planner**SUBJECT:** MARINE DRIVE DESIGN GUIDELINES REVIEW

### RECOMMENDATION

THAT the report entitled "Marine Drive Design Guidelines Review" is received for information.

### REASON FOR REPORT

This report reviews the implementation of the Marine Drive Design Guidelines (the Guidelines). Included is a snapshot of completed and anticipated major redevelopments in chronological order and a detailed review of the Guidelines.

### BACKGROUND

Over time, some members of Council and the public have made comments regarding a perceived uniform appearance of new developments on Marine Drive. As a result, Staff have reviewed all relevant Marine Drive developments and evaluated the Guidelines and other applicable bylaws and policies.

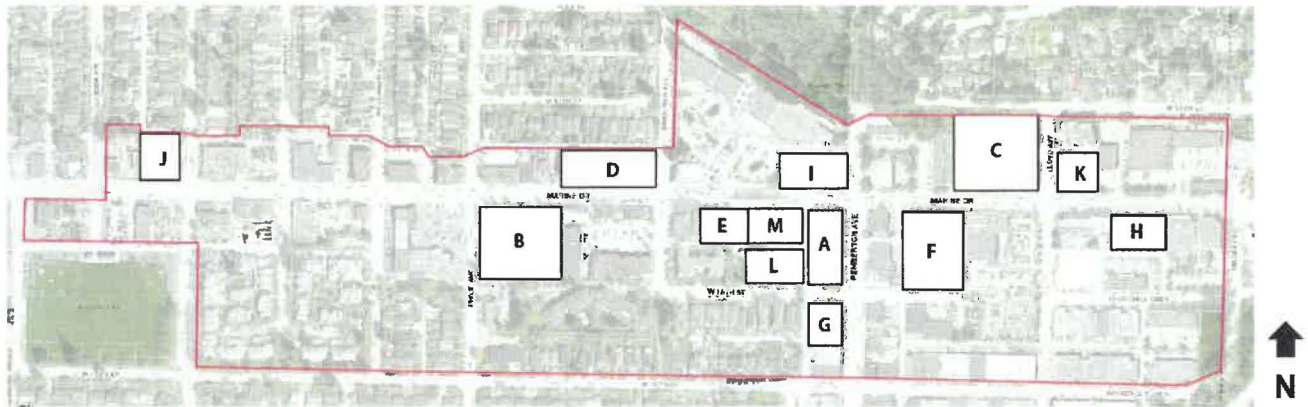
The Marine Drive Design Guidelines, found in Schedule B: Guidelines for Town and Village Centres of the Official Community Plan (OCP), were adopted by Council on July 9, 2007. Since then, the Guidelines have been used to inform the siting, streetscape, and architectural aspects of all major redevelopment in the area outlined in red in Map 1 below. The overall intent of the Guidelines was to promote *"medium density, vibrant shopping and residential developments with pedestrian friendly and functional streetscapes that are reflective of the transportation and resource heritage of this neighbourhood"*.

The majority of the properties subject to the Guidelines are zoned Marine Drive Commercial Zone (C9), which permits commercial and residential uses, at a maximum building height of 13.5 m and density up to 1.75 FSR for lots greater than 1,100 m<sup>2</sup>, or maximum building height of 8 m and density up to 1.0 FSR and for lots of 1,100 m<sup>2</sup> or less.



**MARINE DRIVE DEVELOPMENTS**

The following map identifies major projects completed or currently under review following the adoption of the Marine Drive Design Guidelines. The red line identifies the area which is subject to the Guidelines, stretching from McGuire Avenue at the west to MacKay Road at the east. The list of projects are in chronological order.



**Map 1: Completed projects and projects under review in the Marine Drive Design Guidelines Area**

- A. 1219 Marine Drive - McDonald's and Sushi Town - Completed: 2008
- B. 1375 Marine Drive - Mercedes-Benz - Completed: 2009
- C. 1120-1170 Marine Drive - Mixed Use (BMO) - Completed: 2011
- D. 1300-1320 Marine Drive - Mixed Use (The Drive 1) - Completed: 2012
- E. 1265-1279 Marine Drive - Mixed Use (The Ivy) - Completed: 2013
- F. 1171-1177 Marine Drive - Mixed Use (The Drive 2) - Completed: 2013
- G. 1551 Pemberton Avenue - Mixed Use (Pemberton and W 16<sup>th</sup> Street) - Completed: 2015
- H. 1041 Marine Drive - Mixed Use (X-61) - Completed: 2017
- I. 1200 Marine Drive - Amadon Plaza (TD Bank) - Completed: 2017
- J. 1700 Marine Drive - Mixed Use (Marine Tatlow) - Completed: 2020
- K. 1080 Marine Drive - Mixed Use (BlueShore) – Under Review
- L. 1210-1260 W 16th Street - Apartment – Under Review
- M. 1235 Marine Drive - Mixed Use – Under Review



The images below provide a quick visual overview of recent Marine Drive projects, arranged by date of completion. The design trends visible here are discussed in the following section. Each project can be viewed in greater detail in Attachment A.

A: 1219 Marine - McDonald's and Sushi Town – 2008



B: 1375 Marine - Mercedes-Benz - 2009



C: 1120 Marine - Mixed Use (BMO) - 2011



D: 1300 Marine - Mixed Use (The Drive 1) - 2012



E: 1265 Marine - Mixed Use (The Ivy) - 2013



F: 1171 Marine - Mixed Use (The Drive 2) - 2013



G: 1551 Pemberton - Mixed Use - 2015



H: 1041 Marine - Mixed Use (X-61) - 2017



I: 1200 Marine - Amadon Plaza (TD Bank) - 2017



J: 1700 Marine - Mixed Use - 2020



K: 1080 Marine Mixed Use - Under Review



L. 1210 W 16th St - Apartment - Under Review



M: 1235 Marine Drive - Mixed Use Under Review



## ANALYSIS

It has been 15 years since the adoption of the Marine Drive Design Guidelines in 2007. During that time, architectural trends have evolved, as have the designs of projects within the Marine Drive corridor. This section explores how the Guidelines have encouraged developments that achieve the original vision. It also highlights how District staff and project designers have changed their interpretations of the Guidelines over the years.

### Overall Intent

The intent of the guidelines is to *“encourage a higher quality of development along Marine Drive and Capilano Road, more in keeping with a lively and diverse retail-shopping street than a highway strip commercial district.”* The Guidelines were intended to support the *“redevelopment of the strip malls and auto dealerships to mixed-use buildings with apartments located over top of retail shops and small cafes...”*

As evident in the previous Development Summary section and in the following Project Details section, redevelopment along Marine Drive in the last 15 years has been successful in transforming properties that were auto-oriented into mixed-use buildings with pedestrian-scaled frontages.

### Landscape

New developments along Marine Drive have successfully implemented the Guidelines, with wide sidewalks, evenly-spaced street trees, consistent street furniture and lighting that are functional and durable, and buildings that are closer to sidewalks to help animate the pedestrian experience.



## **Building Siting and Proportions**

The Guidelines encourage buildings to be located close to Marine Drive with parking either underground or in the rear of the property to “*visually frame the street and provide spatial enclosure to the pedestrian.*” This is opposite of the historical development pattern, which saw surface parking in the front of the lot next to sidewalks. The Guidelines prescribe a streetwall that should be “two or three storeys, punctuated by windows, doors, or midblock openings,” and step-backs on the top storey to maximize light exposure.

All new major redevelopments have successfully implemented these siting and step-back guidelines and now contribute to a consistent streetscape for the redeveloped properties along Marine Drive.

## **Streetscape**

The Guidelines envisioned the main streetscape elements (landscaping, street trees, building facades, bus shelters, street furniture, and lighting) to be “*strong and robust in design, setting Marine Drive apart in comparison to other commercial centres like Edgemont Village or Deep Cove.*”

In general, new developments have provided the increased setbacks that allow for more pedestrian-friendly streetscapes. Building frontages are mostly transparent and punctuated with commercial entrances or mid-block connections.



**Before and after comparison of bus stop and sidewalk at Marine Dr. and Lloyd Ave.**

While all new developments have provided significant windows at the ground level to encourage visual openness, some businesses have chosen to screen these windows for privacy or for other reasons such as internal tenant layout. Window screenings and coverings are not regulated by the District. The District's Sign Bylaw does note that while window signs do not require a sign permit, they must not cover more than 25% of the area of the window in which they are placed. Enforcement action of the 25% limitation has been taken on a site by site basis over time.

### **Architectural Character**

The Guidelines recommend architecture *"inspired by an early twentieth century warehouse style to complement the transportation and resource industry heritage of Lower Capilano's early development."* This translates to *"simple and strong massing with flat roofs."* In terms of materials, *"masonry, brick, heavy timbers and iron"* are given as examples.

In the earlier years of implementing the Guidelines, there was a more literal application regarding materials, with developments clad in brick and heavy timber (1265 and 1171 Marine Drive). Over time, a greater exploration of material and colours has become evident, while still reflecting the intent of the guidelines (1200 and 1235 Marine Drive).

1265 Marine - Mixed Use (The Ivy) - 2013



1171 Marine - Mixed Use (The Drive 2) - 2013



1200 Marine - Amadon Plaza (TD) - 2017



1235 Marine Drive - Mixed Use – Under Review





Another example of this shift in interpretation is seen in eave design. The guidelines require a flat roof. This translated to timber-clad projections (“hats”) in the early 2010’s (1265 and 1171 Marine Drive). Later, eave design varied between providing architectural emphasis on a corner feature (1080 Marine Drive) to no roof projections at all (1551 Pemberton Avenue).

1265 Marine - Mixed Use (The Ivy) - 2013



1171 Marine - Mixed Use (The Drive 2) - 2013



1080 Marine - Mixed Use – Under Review



1551 Pemberton - Mixed Use - 2015

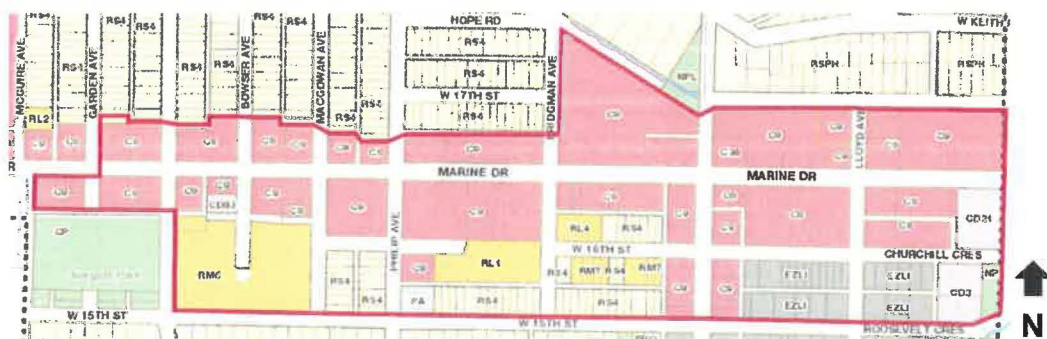


## Other Impacts on Design

In addition to the Marine Drive Design Guidelines, the designs of developments in this area are influenced by many other policies and inputs. These include the OCP Form and Character Guidelines, Zoning Bylaw, Council-issued variances, Staff review, Advisory Design Panel, public input, and the applicant’s consultant team.

## Zoning Bylaw

The majority of recent redevelopments along Marine Drive are zoned “Marine Drive Commercial Zone” (C9). The C9 zone sets out the permitted uses, allowable density, setbacks, building envelope, and maximum permitted heights. These regulations in the C9 Zone are the most significant factors in determining the overall height, massing, and structure of a development and can only be varied with Council’s consent.



**Map 2: Zoning map overlaid with the Marine Drive Design Guidelines Area**

The C9 Zone has been generally successful in fostering medium density mixed-use development with apartments above a podium of commercial spaces. This has created a consistent four-storey streetwall that provides a sense of enclosure to the corridor and a unique architectural identity for this neighbourhood.

One notable shortcoming of the C9 Zone is the lack of accommodation for limited architectural elements above the allowable 13.5 m (44.3 ft.) height limit. The current height limit is only just enough to allow for a four-storey mixed-use building with suitable ceiling heights for the commercial spaces. As a result, and in order to conform to C9 height limits, building roof lines are generally very flat and uniform. Both the Marine Drive Design Guidelines and the OCP Form and Character Development Permit Area Guidelines recommend a strong corner massing in order to emphasize building corners and to add variation to rooflines. In the past, this has been achieved through Council-issued height variances for corner feature elements. Staff generally support such building features, and the necessary associated variances, where the objectives of the Guidelines are fulfilled.

### **Public Art Policy**

The District's Public Art Policy is administered by the Public Art Coordinator, operating from the North Vancouver Office of Cultural Affairs, with advice from the Public Art Advisory Committee.

The standard Development Permit process does not require Public Art in the form of Community Amenity Contributions as there is no density lift. However, the Public Art Coordinator works with both applicants and staff on key elements such as the design of feature walls and banners. Some development proposals have included a voluntary public art component which has contributed to the success of the public realm.

### **Development Permit Area for Form and Character**

The Form and Character Development Permit Area guidelines found in Schedule B of the OCP inform the relationship of a development to the public realm and surrounding neighbourhood to achieve the vision, goals, and strategic directions as articulated in the Official Community Plan, and the two sets of guidelines have worked well together.

The relevant section on mixed-use developments includes 41 guidelines on topics such as public realm, site planning, building form, and architectural elements. The OCP Form and Character guidelines support and enhance the Marine Drive Design Guidelines, which are more location specific, and the two sets of guidelines have worked well together.

**CONCLUSION:**

A review of thirteen approved and proposed Marine Drive redevelopments demonstrates that the Guidelines have successfully supported the emergence of a corridor of medium density developments with an improved pedestrian environment and a consistent but varied architectural expression.

While it is evident that certain design trends (roof design, material choice, colour selection) became popular from year to year, the language in the Guidelines is general enough that design diversity has been, and will continue to be, achieved through differing interpretations and implementation of the Guidelines.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Kevin Zhang', with a long horizontal stroke extending to the right.

Kevin Zhang  
Development Planner

**Attachment A:** Marine Drive Area Completed Projects and Projects under Review

REVIEWED WITH:					
<input type="checkbox"/> Community Planning	_____	<input type="checkbox"/> Clerk's Office	_____	External Agencies:	
<input type="checkbox"/> Development Planning	_____	<input type="checkbox"/> Communications	_____	<input type="checkbox"/> Library Board	_____
<input type="checkbox"/> Development Engineering	_____	<input type="checkbox"/> Finance	_____	<input type="checkbox"/> NS Health	_____
<input type="checkbox"/> Utilities	_____	<input type="checkbox"/> Fire Services	_____	<input type="checkbox"/> RCMP	_____
<input type="checkbox"/> Engineering Operations	_____	<input type="checkbox"/> ITS	_____	<input type="checkbox"/> NVRC	_____
<input type="checkbox"/> Parks	_____	<input type="checkbox"/> Solicitor	_____	<input type="checkbox"/> Museum & Arch.	_____
<input type="checkbox"/> Environment	_____	<input type="checkbox"/> GIS	_____	<input type="checkbox"/> Other:	_____
<input type="checkbox"/> Facilities	_____	<input type="checkbox"/> Real Estate	_____		
<input type="checkbox"/> Human Resources	_____	<input type="checkbox"/> Bylaw Services	_____		
<input type="checkbox"/> Review and Compliance	_____	<input checked="" type="checkbox"/> Planning	JP		



### Marine Drive Area Completed Projects and Projects under Review

The following is a list projects that have been reviewed against the Marine Drive Design Guidelines during the planning process. The projects are listed in chronological order by approximate date of completion. Before and after photos are provided.

#### A. 1219 Marine Drive - McDonald's and Sushi Town - Completed: 2008

This development replaced the existing McDonald's with a new building that housed the new McDonald's, and a video store (now Sushi Town).



Before



After

**B. 1375 Marine Drive - Mercedes-Benz - Completed: 2009**

This was a major renovation of the existing Mercedes Dealership, adding approximately 1,135 m<sup>2</sup> (12,227 sq. ft.) of commercial space.

**Before****After**



C. 1120-1170 Marine Drive - Mixed Use (BMO) - Completed: 2011

This development is a four-storey mixed-use building with commercial at grade and 82 units of residential above.



**Before**



**After**

D. 1300-1320 Marine Drive - Mixed Use (The Drive 1) - Completed: 2012

This development is a four storey mixed-use building with commercial at grade and 64 units of residential above.



**Before**



**After**



E. 1265-1279 Marine Drive - Mixed Use (The Ivy) - Completed: 2013

This development is a four storey mixed-use building with commercial at grade and 24 units of residential above.



**Before**



**After**

F. 1171-1177 Marine Drive - Mixed Use (The Drive 2) - Completed: 2013

This development is a four storey mixed-use building with commercial at grade and 82 units of residential above.



**Before**



**After**



G. 1551 Pemberton Avenue - Mixed Use (Pemberton and W 16th) –  
Completed: 2015

This development is a four-storey mixed-use building with commercial at grade and 30 units of residential above.



**Before**



**After**

H. 1041 Marine Drive - Mixed Use (X-61) - Completed: 2017

This development is a four-storey mixed-use building with commercial at grade and 41 units of residential above.



**Before**



**After**



I. 1200 Marine Drive - Amadon Plaza (TD Bank) - Completed: 2017

This development is a two-storey commercial building including a large childcare facility.



**Before**



**After**

J. 1700 Marine Drive - Mixed Use (Marine Tatlow) - Completed: 2020

This development is a four-storey mixed-use building with commercial at grade and 33 units of residential above.



**Before**



**After**



**K. 1080 Marine Drive - Mixed Use (BlueShore) – Under Review**

This development is a four-storey mixed-use building with commercial at grade and 35 units of residential above. BlueShore Financial is anticipated to remain as the main commercial tenant.

**Before****Proposed**

L. 1210-1260 W 16th Street - Apartment – Under Review

While not located on Marine Drive, this project falls within the boundaries of the Marine Drive Design Guidelines. This project proposes 31 strata units and 31 rental units in two four-storey buildings.



**Before**



**Proposed**



M. 1235 Marine Drive - Mixed Use – Under Review

This development is a four-storey mixed-use building with commercial at grade and 39 units of residential above.



**Before**



**Proposed**

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# MARINE DRIVE COMMERCIAL ZONE (C9) REVIEW

Council Workshop April 25, 2022

# BACKGROUND



1999

**Marine Drive Improvement Study initiated**

2005

**Marine Drive Improvement Strategy presented to Council**

Transform Marine Drive corridor from an arterial street lined with vehicle-oriented businesses to a distinctive, vibrant commercial street

2007

**Implementation items adopted**

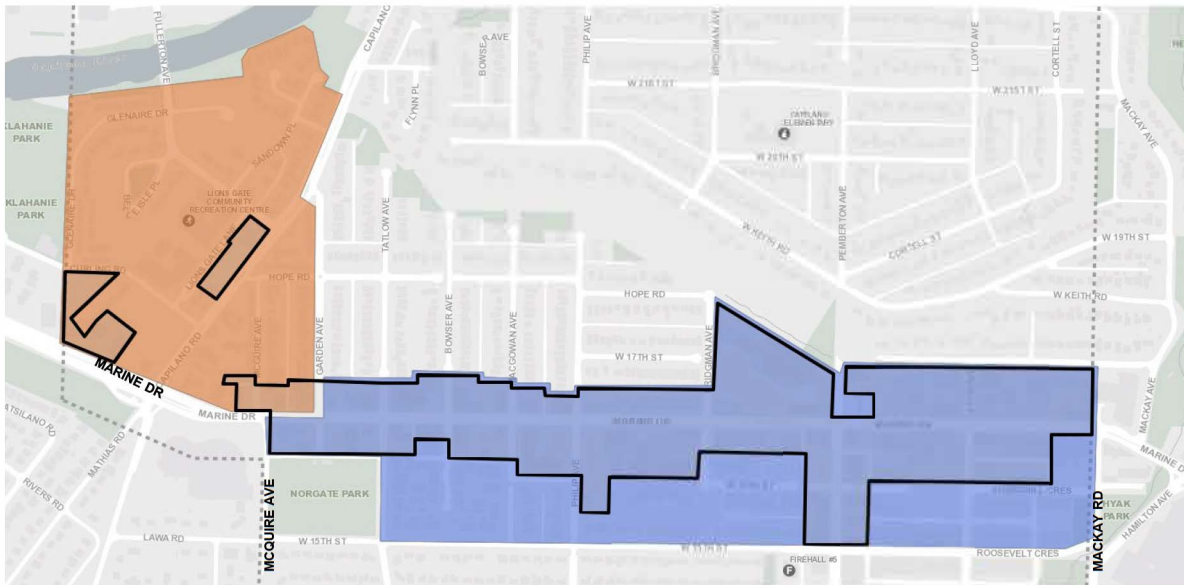
- ☒ Marine Drive Commercial Zone (C9)
- ☒ Marine Drive Design Guidelines

2022

**Council Workshop to identify potential problems for analysis**



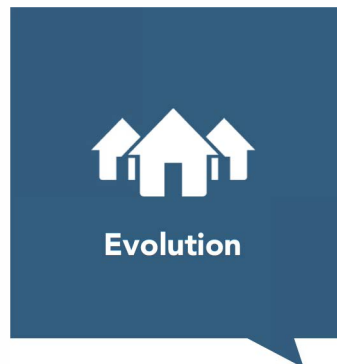
# BACKGROUND



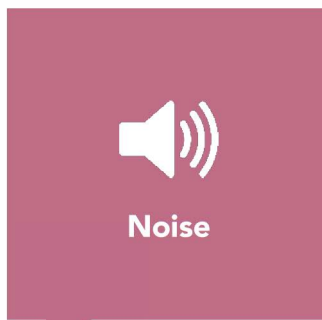
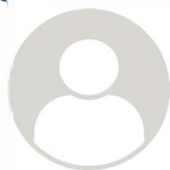
- Village Centre
- Marine Drive Design Guidelines
- C9 Zoning

# COMMENTS TO DATE

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✓ February 8, 2022  
Information Report  
to Council



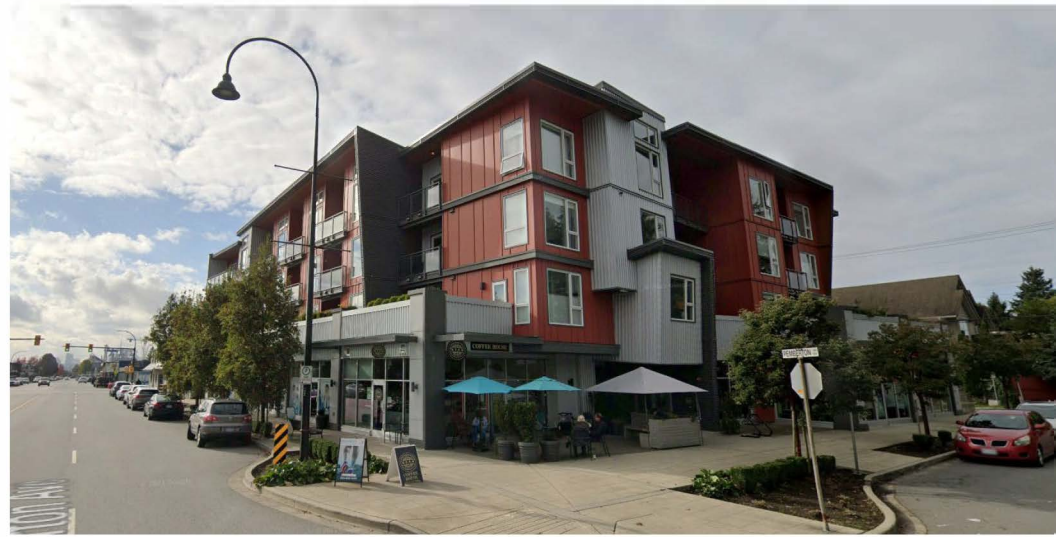


# EVOLUTION



2009

Southwest corner of Pemberton Ave & West 16<sup>th</sup> St



2021



# EVOLUTION



2009

Northwest corner of Marine Drive & Lloyd Ave



2021





# EVOLUTION



2011

Looking southwest along Marine Drive between Lloyd Ave & Pemberton Ave



2021



# EVOLUTION



2007

Looking west along Marine Drive between Pemberton Ave & Bridgman Ave



2021





# EVOLUTION



2007

Looking west along Marine Drive toward Philip Ave



2021



# EVOLUTION



2009

Northwest corner of Marine Drive & Tatlow Ave

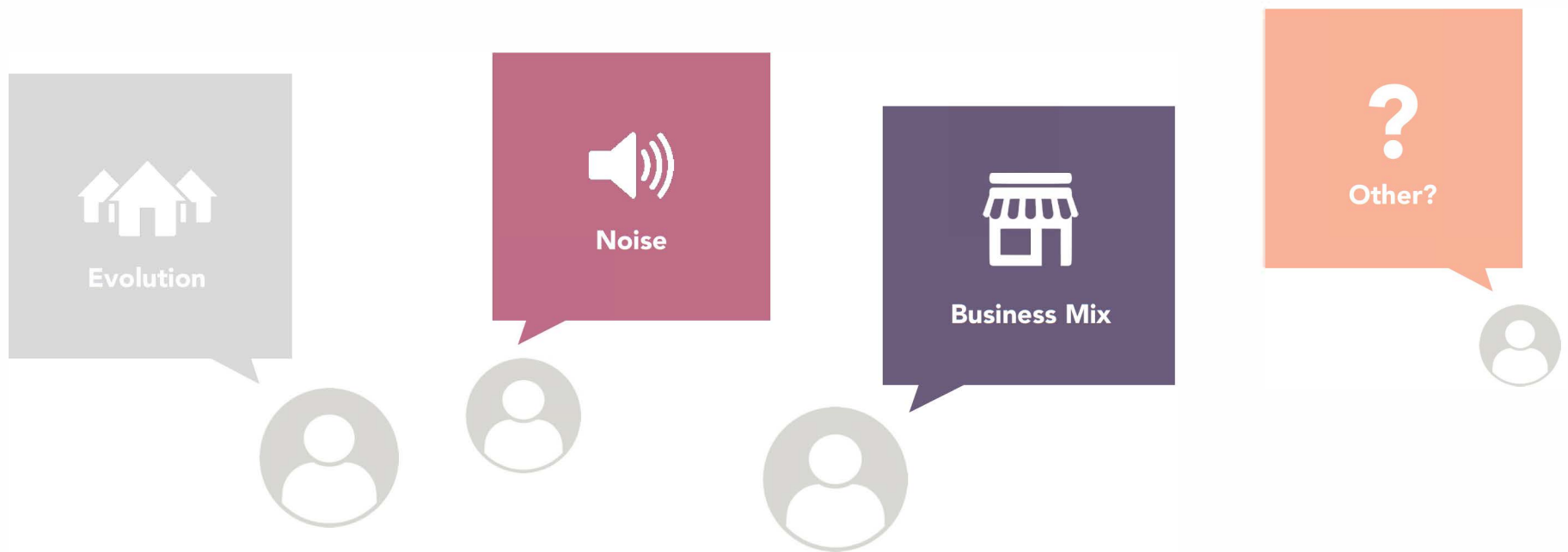


2021



# COMMENTS TO DATE

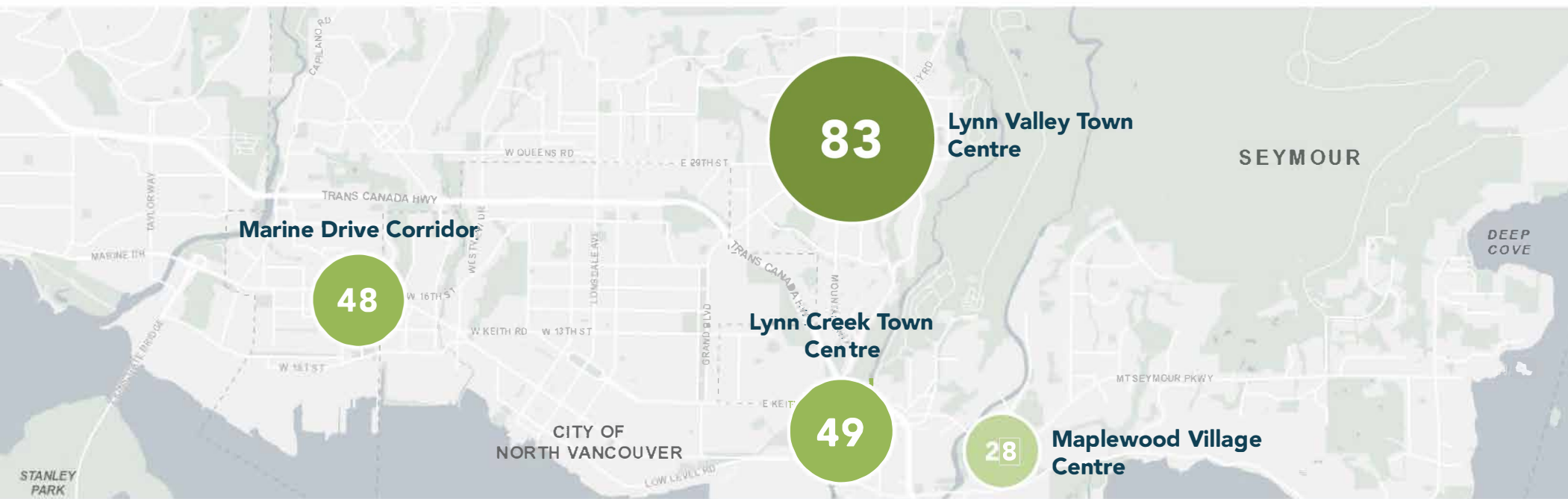
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# NOISE COMPLAINTS

2007 - 2022





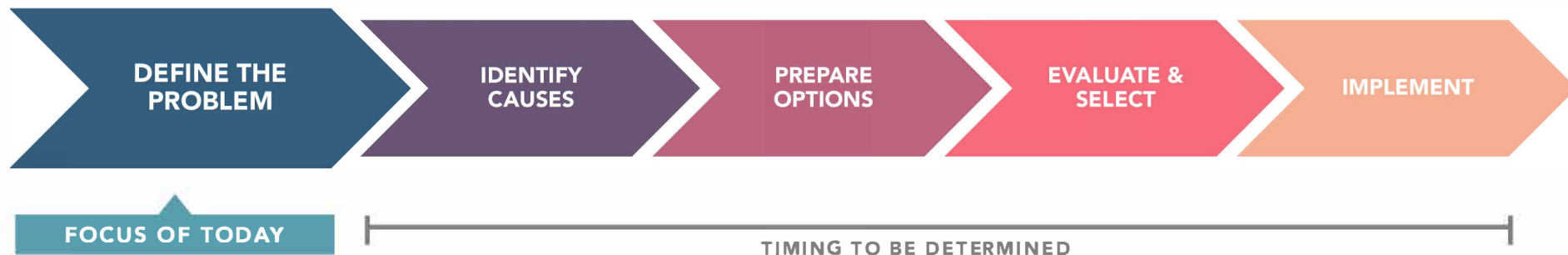
## BUSINESS MIX

Current distribution of businesses by floor area:



# POSSIBLE REVIEW STEPS

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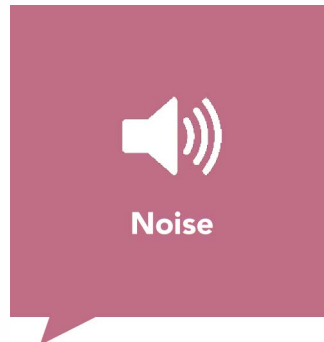
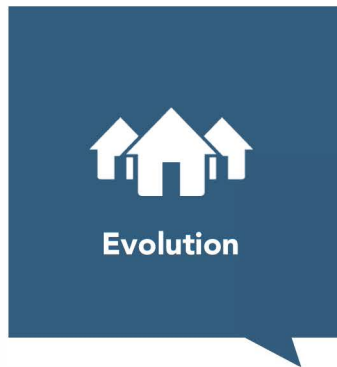


**Council Workshop**  
to identify issues or items  
of interest for staff to  
investigate

# DISCUSSION

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What are the issues or items of interest Council would like staff to investigate?



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