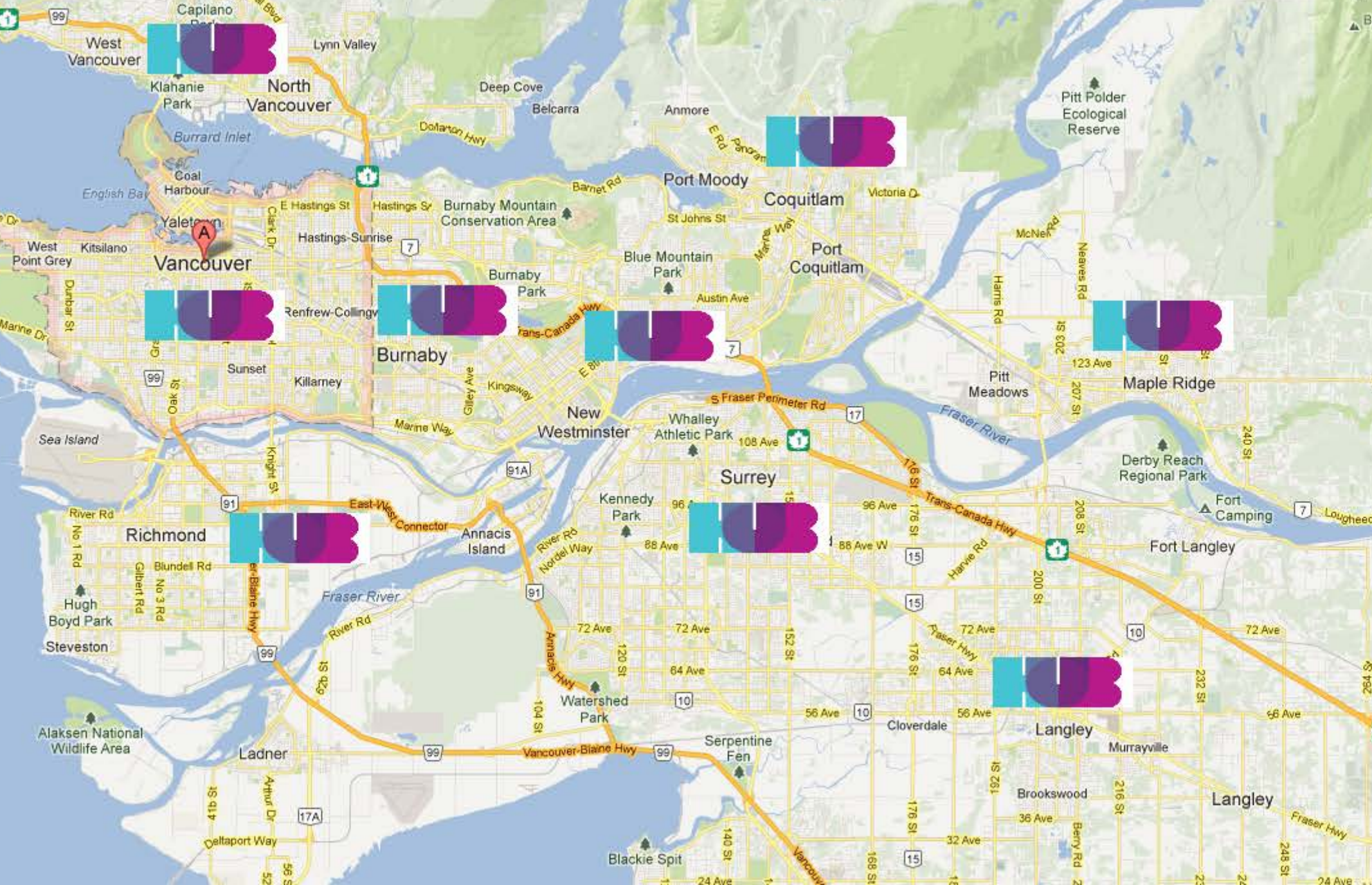


Ambleside Bike Friendly Business District

West Vancouver Council – May 6, 2013





Your Cycling Connection

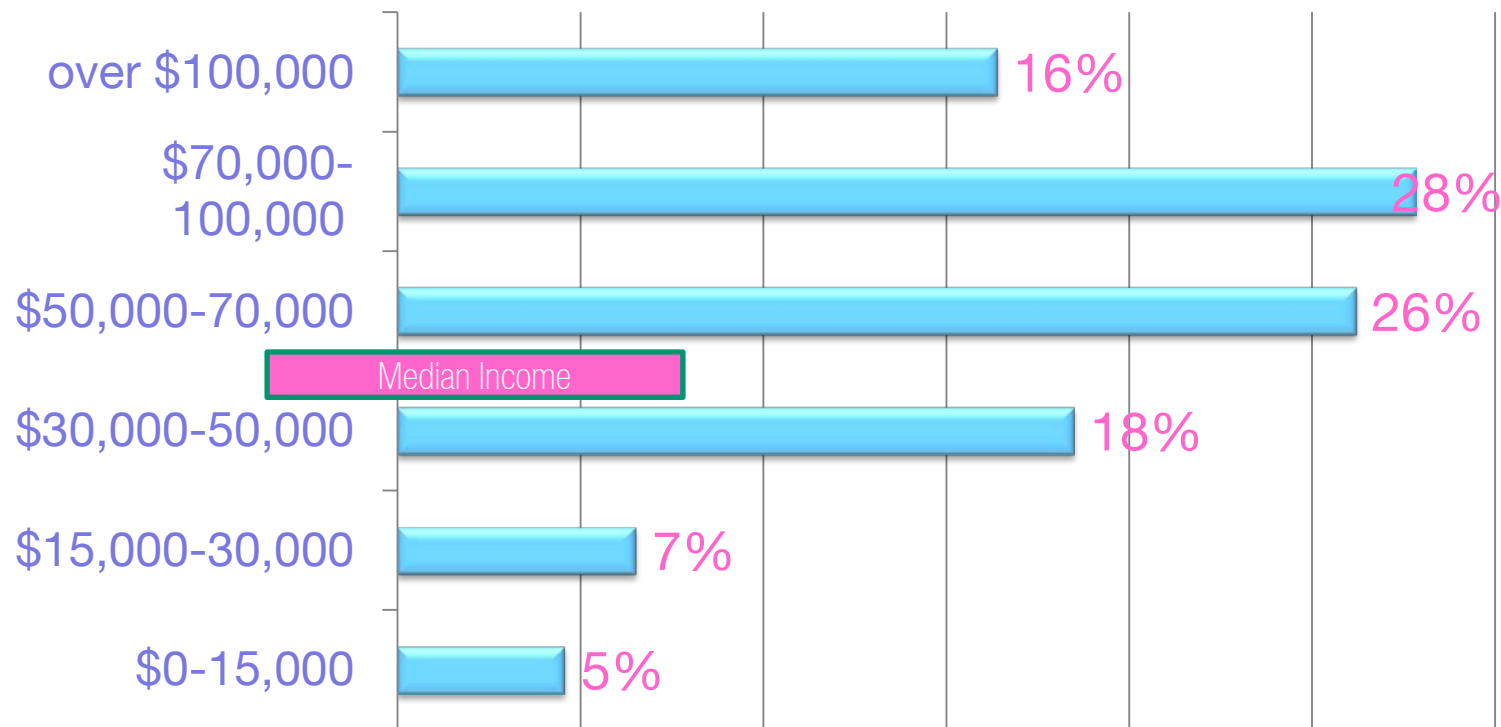
What is a Bike-Friendly Business District?



- Discount programs
- Events
- Education
- Promotions
- Women on bikes

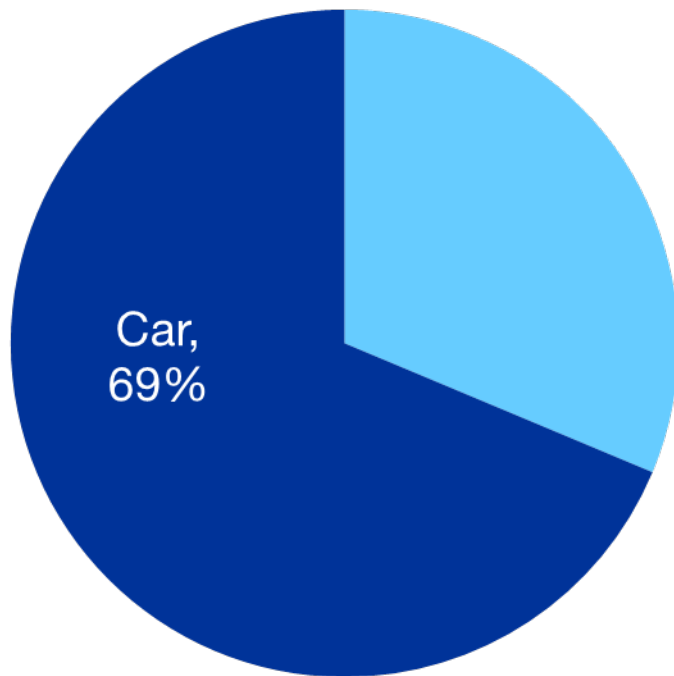
Cyclists = More Income than Average

Personal Annual Income of Metro Vancouver Cyclists

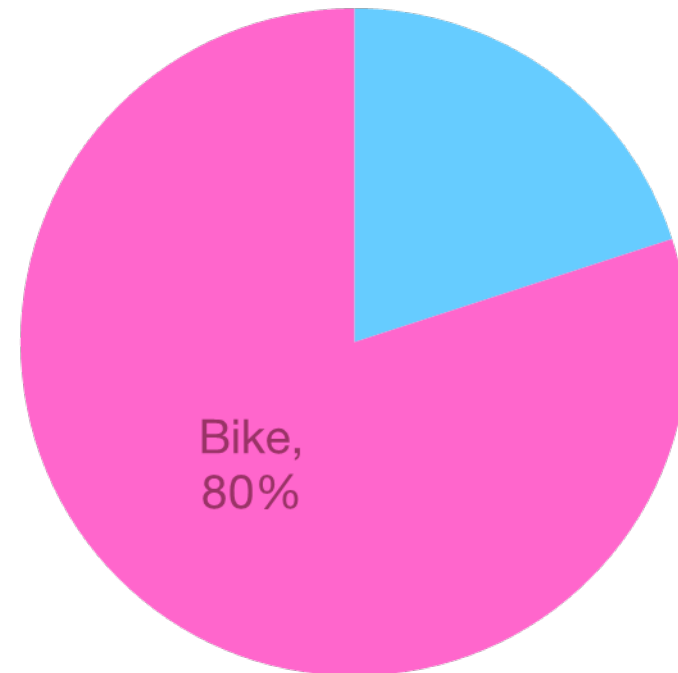


Cyclists Shop Locally

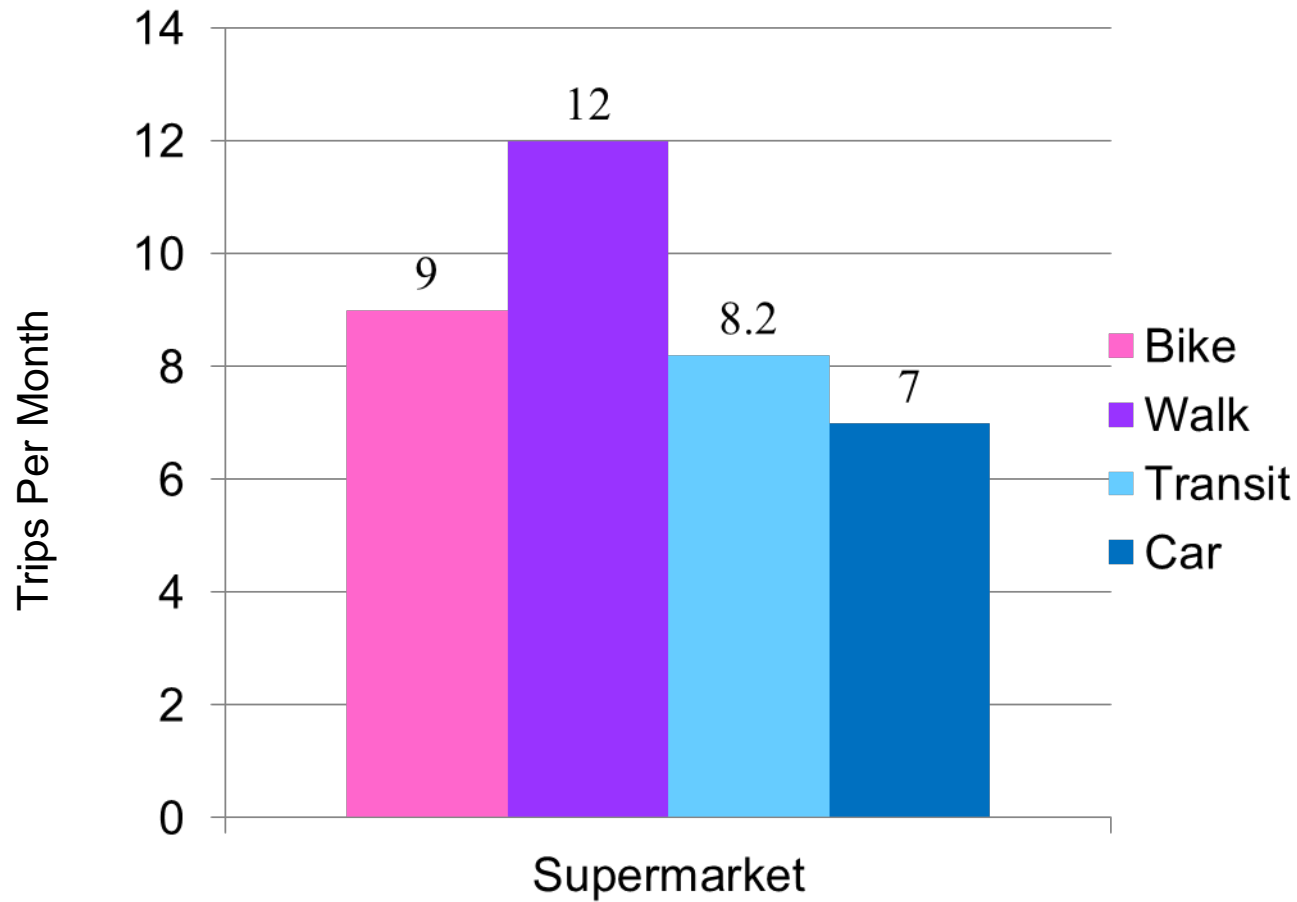
Shop Locally



Shop Locally



Cyclists = More Trips



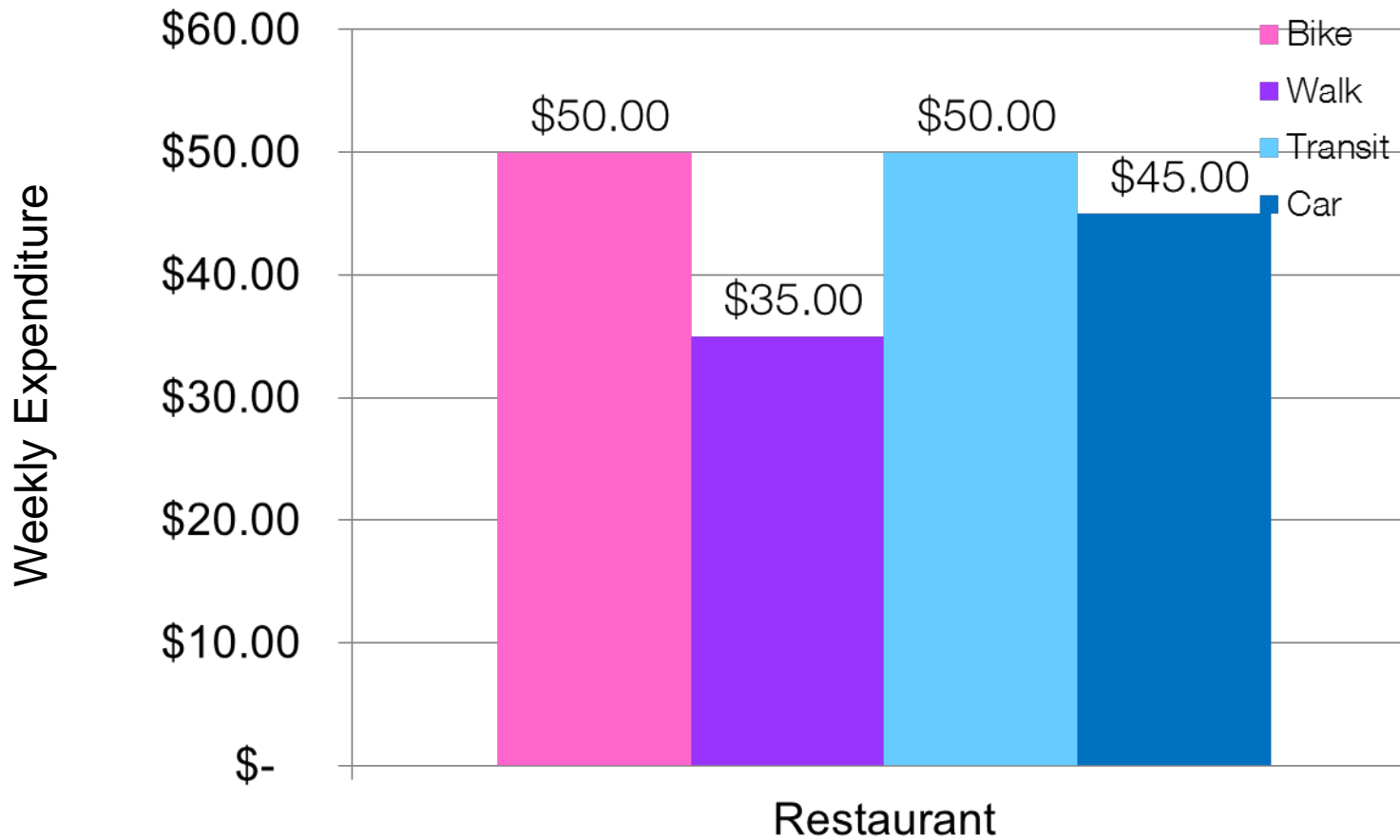
<http://bikeportland.org/2012/09/20/research-makes-connection-between-bike-friendly-and-bottom-line-77688>

Cyclists = More \$\$



<http://bikeportland.org/2012/09/20/research-makes-connection-between-bike-friendly-and-bottom-line-77688>

Cyclists = More \$\$



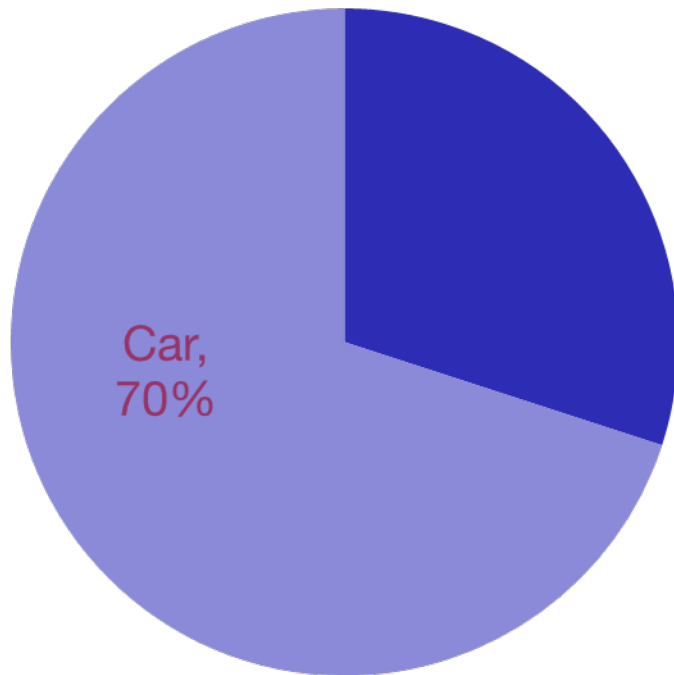
<http://bikeportland.org/2012/09/20/research-makes-connection-between-bike-friendly-and-bottom-line-77688>
<http://bikeportland.org/2012/09/20/research-makes-connection-between-bike-friendly-and-bottom-line-77688>

How do People Travel to Stores?

Bloor Street in the Annex in Toronto

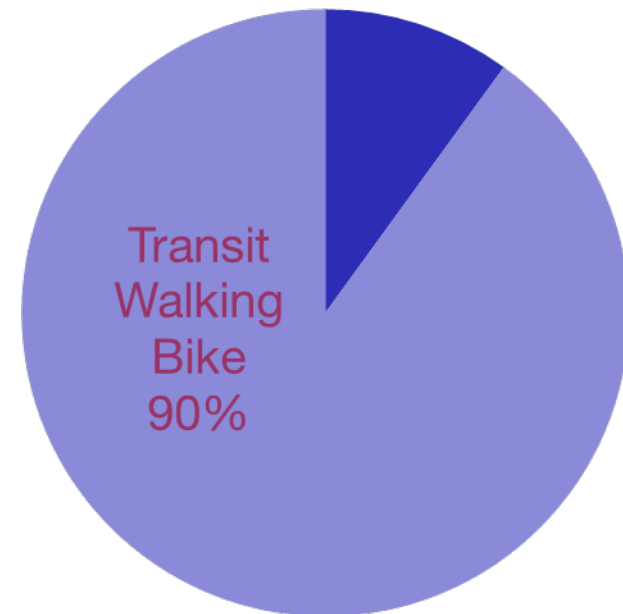
Store Owner Perception

People Get to My Store By



Reality

People Actually Get To Stores By



<http://www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf>

Parking Solution



- “Not enough parking” – top concern of business districts

Real Gains - Portland



- The City of Portland's economy benefits by \$90 million/year from bicycle-related activity, up 38% in 2 years

http://www.altaplanning.com/App_Content/files/fp_docs/2008%20Portland%20Bicycle-Related%20Economy%20Report.pdf

Why Don't People Ride?



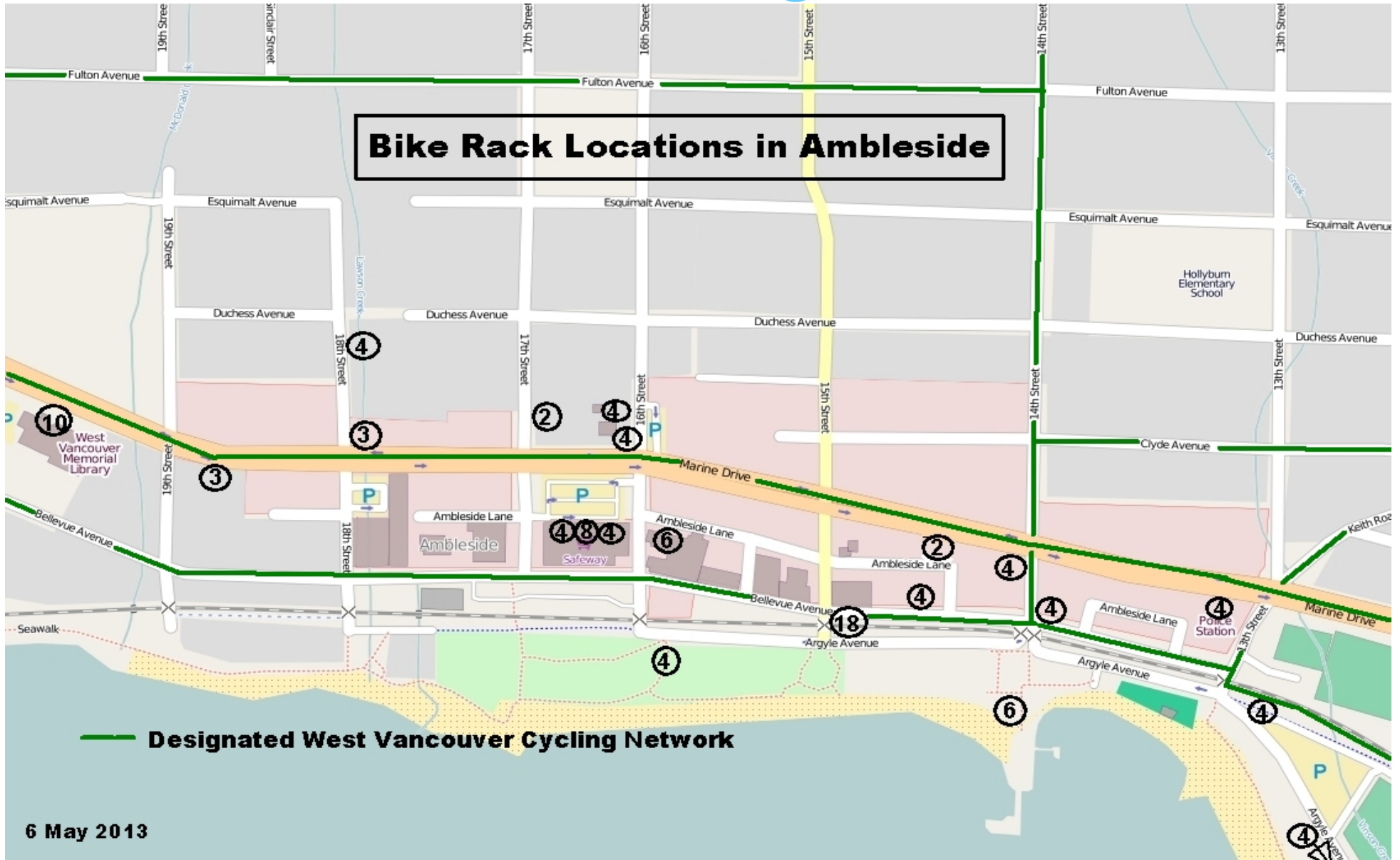
- Age?
- Hills?
- Lazy?
- Fear!

Bike-Friendly Infrastructure



- Bike racks
- Safe lanes
- Separated Facilities
- Traffic calming

Bike Racks - Existing Locations



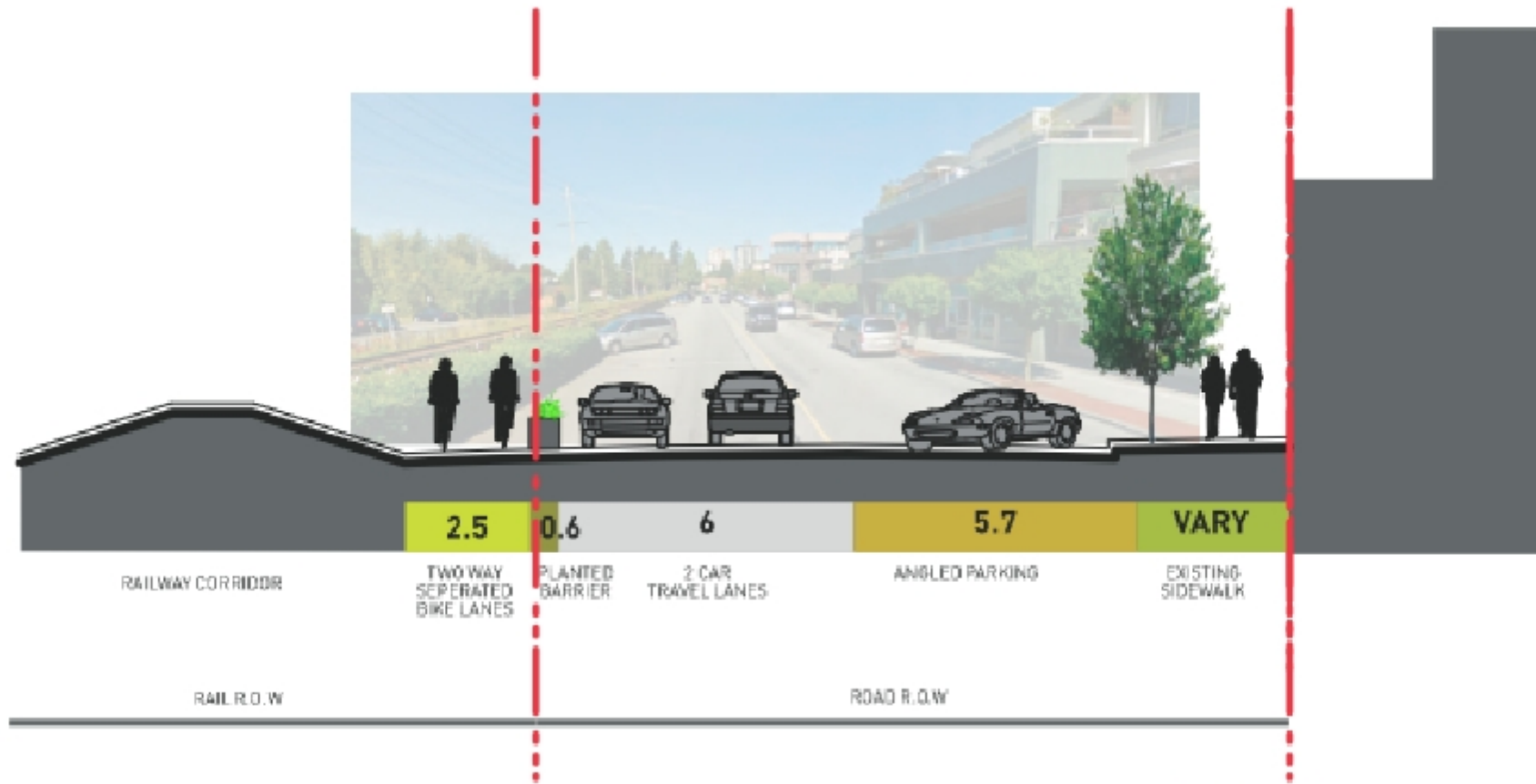
No Rack at 16th and Bellevue



Bike Route Signage



Two-way Separated Bike Lane Bellevue Avenue 13th - 15th Streets

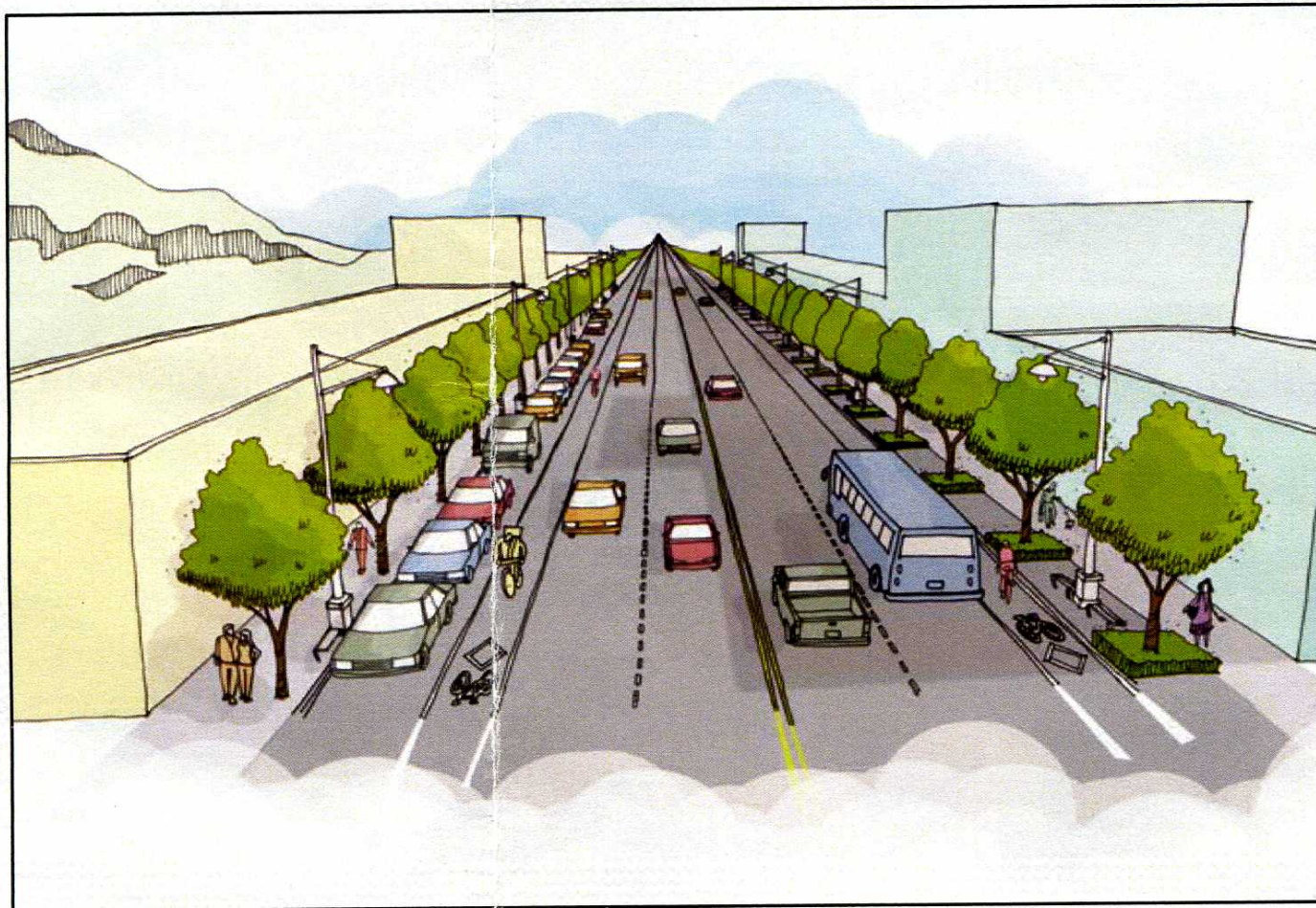


RIGHT OF WAY ARRANGEMENT AND STREET DIMENSIONS VARY ALONG LENGTH OF STREET

Section A - Proposed

Bike Lanes on Marine Drive

(West Van Strategic Transportation Plan)



Marine Drive Corridor Vision – Looking East, Dundarave to Ambleside (2-way)

Green Carpet for Ambleside?



LONG BEACH, CALIF.

⇒ More than 18 new bike-related businesses opened in the last year.

⇒ Pro Walk/Pro Bike – Sept. 2012

Why Ambleside? : Density



Why Ambleside?: Small Shops, Restaurants, Services



Why Ambleside?: Competitive Differentiator





Your **Cycling** Connection