



| COUNCIL AGENDA/INFORMATION | | |
|--|--------------------------|-----------------|
| <input type="checkbox"/> Closed | Date: _____ | Item # _____ |
| <input checked="" type="checkbox"/> Reg. Council | Date: <u>July 27, 09</u> | Item # <u>6</u> |
| <input type="checkbox"/> Supplemental | Date: _____ | Item # _____ |

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|  Director |  CAO |
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6

DISTRICT OF WEST VANCOUVER
750 – 17TH STREET, WEST VANCOUVER, BC V7V 3T3

Attachments for item 6
provided under separate cover

COUNCIL REPORT

Date: July 17, 2009 File: 1010-20-09-021
From: Colette Parsons, Senior Planner-Urban Design
Subject: Development Permit Application No. 09-021 – Park Royal Shopping Centre (765 Marine Drive)

RECOMMENDED THAT:

1. The requirement for a Public Meeting for Development Permit Application No. 09-021 for Park Royal Shopping Centre be waived and no further notification be required; and
2. Development Permit No. 09-021 for Park Royal Shopping Centre at (765 Marine Drive), which would allow for exterior building and signage upgrades to the existing shopping centre, excluding an L.E.D. message centre, be approved.
3. Staff be directed to work with Park Royal to finalize the colour scheme.

Purpose

To review and make a recommendation on a Development Permit for exterior building and signage upgrades to Park Royal Shopping Centre at 765 Marine Drive. The application deals only with the portion of the shopping centre within the District of West Vancouver (i.e., the north mall and the White Spot corner on the south side of Marine Drive). The Official Community Plan designates the lands as the “Park Royal Shopping Centre” Development Permit Area.

1.0 Background

1.1 Prior Resolutions – None

2.0 Policy

- 2.1 Policy – The Official Community Plan designates the Park Royal Shopping Centre a Development Permit area to recognize the role of Park Royal Shopping Centre as the eastern “gateway” to West Vancouver. Objectives on the designation are:
- Enhance the gateway role
 - Promote a high quality of building design and landscaping and
 - To screen parking from Marine Drive.

3.0 Analysis

3.1 Discussion

The applicant is proposing exterior building and signage improvements to refresh the shopping centre.

The **exterior building upgrades** include:

- Removal and replacement of all the exterior canopies on the North mall. The replacement material will be of a higher quality and consistent colour.
- Repainting of the exterior stucco and metal surfaces.
- Replacement of the existing teal green mall entrance doors with new eight foot frameless clear doors with anodized aluminium mullions.

In terms of **signage**, the applicant is proposing a new contemporary design for brand identification and way-finding signage. The signage package involves all exterior signage and replaces the teal and purple brand identification. In terms of the portion of the Shopping Centre within West Vancouver:

- No additional signage is proposed.
- The freestanding and secondary signage proposed for Marine Drive is similar to existing signage in terms of placement and type – the signs are ground based. In general this signage is 15 to 20% taller than the existing signage.

Park Royal is proposing an LED message centre component in the free standing monument signs at the northwest and southwest corners of Marine Drive and Taylor Way. The message board would be used to inform the public of seasonal hours of operation, of events and new store openings. Park Royal has also offered this space to community groups 25% of the time. The use of this space for community groups replaces the area lost when banners were permanently removed from the overpass at Park Royal Towers. LED signage is prohibited in the Sign Bylaw No. 4499, 2007. Council can vary the sign bylaw as part of the Development Permit.

The **current Development Permit** for the exterior of Park Royal Shopping Centre, DP No. 03-017, was approved in April 2004 and introduced a set of Tenant Design Guidelines for the exterior tenant storefronts. Those Guidelines are to remain in effect with the exception of the Tenant Awning section. Tenants would not longer be permitted to select awning colours and/or put their names/logos directly on the awnings.

3.2 Design Review Committee (DRC) Consideration

The DRC considered the proposal at its July 16, 2009 meeting. The DRC had no concerns with the size of the freestanding and secondary signs, but did not support the L.E.D. message centre. The DRC did support the exterior architectural upgrades and the remainder of the signage package for Park Royal Shopping Mall, subject to the following:

- reconsider the colour palette to liven up the overall scheme (for example awning colour);
- consider the quality of paint to inhibit fungal growth and reduce visible signs of dirt and grime on the light coloured elements of the building and;
- encourages the applicant to continue with the same quality of site furnishings (bike racks, bollards, hard and soft landscape, benches, etc.) as implemented at Park Royal Village (south side of Marine Drive).

3.3 Conclusion

The upgrades to Park Royal Shopping Centre are needed to refresh the shopping centre and are primarily cosmetic. They will provide a fresh, clean, contemporary colour palette and reflect the updated Park Royal brand identity. The upgrades will enhance Park Royal's role as a gateway to West Vancouver. The materials for the signage are of a high quality.

It is staff's recommendation that the proposed Development Permit application, excluding the L.E.D. message centre, be approved. Staff will verify on site the final location of the signs to ensure appropriate vehicular and pedestrian site lines.

Based on Design Review Committee's comments regarding the colour palette Park Royal and its consultants are reviewing this item. Park Royal will provide an update to Council on this item at its July 27, 2009 meeting.

3.4 Consultation


Given the minor nature of this Development Permit application, staff is recommending the Development Application Procedures Bylaw requirement for notification be waived. This approach was taken at the time the current Development Permit dealing with the exterior façade was considered in 2004.

4.0 Options

Council may:

- (a) As recommended, waive notification and approve the Development Permit presented by staff; or
- (b) Require notification and set the date for consideration; or
- (c) Defer consideration pending receipt of further information (to be specified); or
- (d) Reject the application with identification of areas inconsistent with the objective and guidelines of the Park Royal Shopping Centre.

Author:



Concurrence



Manager, Community Planning

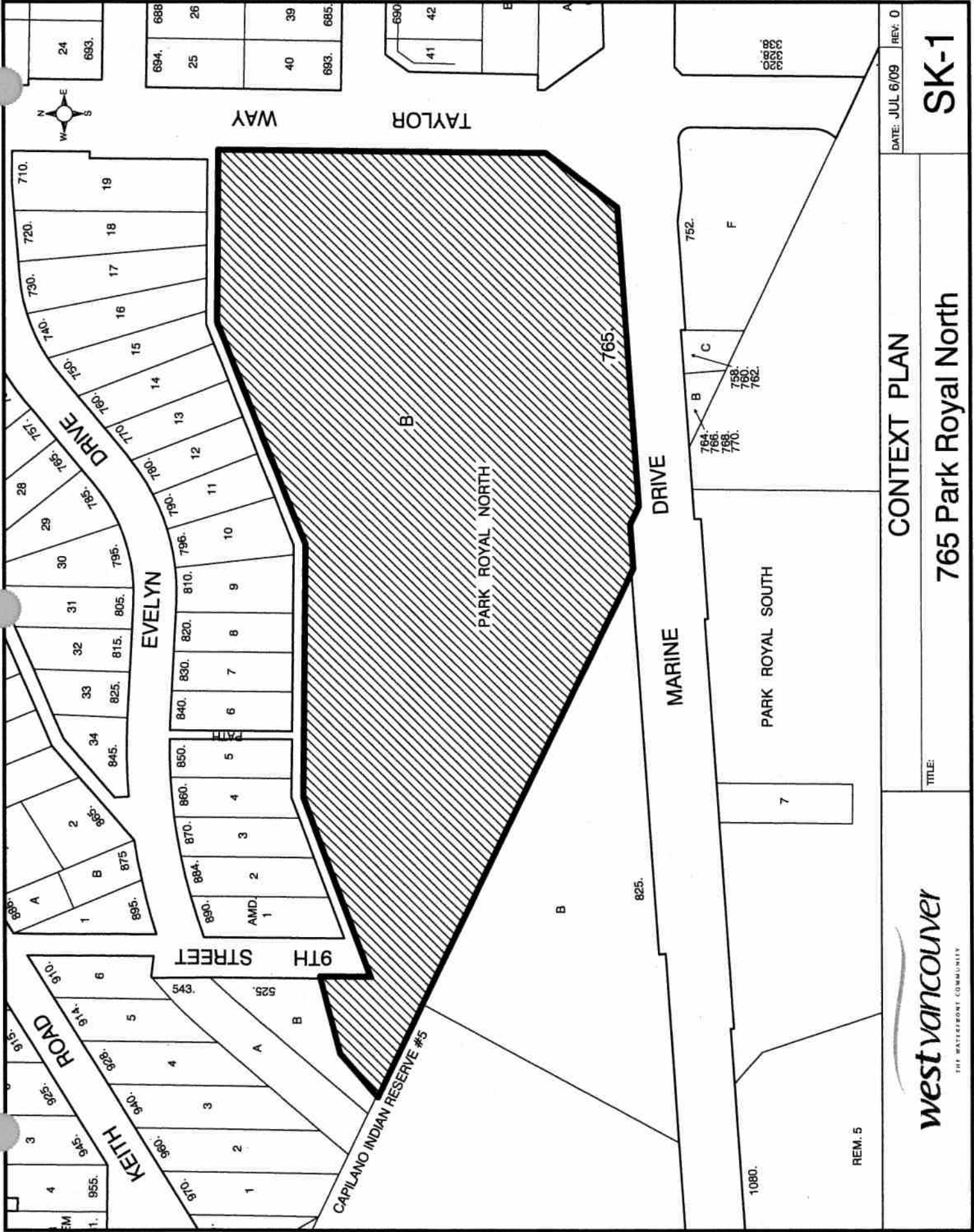
Appendices: A – Context map
B – Proposed Development Permit

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DATE: JUL 6/09 REV: 0

CONTEXT PLAN

SK-1

765 Park Royal North

TITLE:

westvancouver
THE WATERFRONT COMMUNITY

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APPENDIX 'B'
District of West Vancouver
PROPOSED
Development Permit No. 09-021

Registered Owner(s): Park Royal Shopping Centre Holdings Ltd.

This Development Permit applies to:

Civic Address: 765 Marine Drive, West Vancouver, V7T 1H9

Legal Description: PID: 009-277-005

North Mall, Block 3, District Lots 1040 to 1042; Group 1; New Westminster District Plan 11239; Lots 25, 38, 39, 40, 41,42 and 43; District Lot 1039; Group 1; New Westminster District Plan 2127 (the 'Lands')

1. This Development Permit:
 - (a) imposes requirements and conditions for the development of the Lands: which are designated by the Official Community Plan as the Park Royal Shopping Centre Development Permit Area to recognize the role of Park Royal Shopping Centre as the eastern "gateway" to West Vancouver; and is subject to Guidelines BF C-7 specified in the Official Community Plan; and
 - (b) is issued subject to the Registered Owner's compliance with all of the Bylaws of the District applicable to the Lands, except as varied or supplemented by this Permit.
2. Existing Development Permits dealing with the Lands shall be amended to provide for exterior finishing and signage as shown in the attached Schedules A and B, except that the L.E.D. signage shown in Schedule B shall not be permitted.
3. This Development Permit lapses if the work authorized herein is not commenced within 12 months of the date this permit is issued.

In the event the Owner is delayed or interrupted or prevented from commencing or continuing the development by reason of any Act of God, labour unrest (including strike and lockouts), weather conditions or any similar cause reasonably beyond the control of the Owner, the time for the completion of the work shall be extended for a period equal to the duration of the contingency that occasioned the delay, interruption or prevention, provided that the commercial or financial circumstances of the Owner shall not be viewed as a cause beyond the control of the Owner.

THE COUNCIL OF THE DISTRICT OF WEST VANCOUVER APPROVED THIS PERMIT BY RESOLUTION PASSED ON _____.

MAYOR

MUNICIPAL CLERK

THE REQUIREMENTS AND CONDITIONS UPON WHICH THIS PERMIT IS ISSUED ARE ACKNOWLEDGED AND AGREED TO. IT IS UNDERSTOOD THAT OTHER PERMITS / APPROVALS MAY BE REQUIRED INCLUDING PERMITS / APPROVALS FOR BUILDING CONSTRUCTION, SOIL AND ROCK REMOVAL OR DEPOSIT, BOULEVARD WORKS, AND SUBDIVISION.

Owner: Signature _____ Owner: Print Name above _____ Date _____

FOR THE PURPOSES OF SECTION 3, THIS PERMIT IS ISSUED ON _____.

Schedules:

A – Park Royal Shopping Centre, Proposed Exterior Upgrades, prepared by Wensley Architecture and dated July 3, 2009

B – Park Royal Shopping Centre, Way-finding and Sign Program, prepared by Karo and date stamped July 20, 2009

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 0.15 Sign Schedule, North Parking Levels 1, 2 & 3
 0.16 Sign Schedule, South Parking Levels 1, 2 & 3

Park Royal Shopping Centre Holdings Ltd.
Exterior Sign Program, Documentation Phase
Exterior Tender Package
 Karo Group Inc., 7 April 09

1.0 Gateway Sign Type 1, North
 1.1 Gateway Sign Type 1, South
 1.2 Gateway Sign Type 1, The Village/West
 2.0 Typical Parking Identification Sign Type 2
 2.1 North Entrance Id, Taylor Way
 2.2 North Entrance Id, Marine Dr
 2.2 North Entrance Id, Marine Dr, Alternate
 3.0 Typical Centre Entrance Sign Type 3
 4.0 Primary Directional Pylon Sign Type 4
 5.0 Secondary Directional Pylon Sign Type 5
 6.0 Typical Building Identification Sign Type 6
 6.1 Building Identification Sign, South
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 7.11 NP2 West Parking Entrance Sign
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 8.0 Typical Entrance Glass Identification
 8.1 Sign Type B, Details
 9.0 Pedestrian Entrance Pylon Sign
 10.0 S9 Entrance Canopy Sign
 11.0 Typical Parking Sign Types, Kit of Parts
 11.1 Typical Parking Sign Types THE CORPORATION OF THE DISTRICT
 11.2 Typical Parking Sign Types 3-6 OF WEST VANCOUVER
 & PERMITS DIVISION

Attachments for item **6**
 provided under separate cover

RECEIVED

JUL 20 2009
 THE CORPORATION OF THE DISTRICT
 OF WEST VANCOUVER
 PLANNING, LANDS
 & PERMITS DIVISION

Schedule "A"

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