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

COUNCIL REPORT

Date: October 7, 2015
From: Lisa Berg, Senior Community Planner
Subject: Development Permit No. 15-062 for 765 Marine Drive/Park Royal North
(Amends DP No. 13-067)

RECOMMENDED THAT:

1. Development Permit No. 15-062 regarding 765 Marine Drive/Park Royal North to amend Development Permit No. 13-067, to allow for improvements and renovations to the north mall and vary the size of certain signage, as attached to the report from the Senior Community Planner dated October 7, 2015 regarding Development Permit Application No. 15-062 (765 Marine Drive/Park Royal North), be considered at the November 30, 2015 Council meeting; and that the Municipal Clerk give notice of consideration of the proposed development Permit.

Purpose

To provide Council with information regarding proposed Development Permit No. 15-062 for Park Royal North mall (see Appendix A – Context Map). The application is for proposed amendments to the previously approved Development Permit No. 13-067.

The proposed Development Permit (see Appendix D) is proposed to be considered by Council on Monday, November 30, 2015.

1.0 Background

1.1 Prior Resolutions

At the July 21, 2014 Council meeting Council passed the following motion:

THAT Development Permit Application No. 13-067 for 765 Marine Drive/Park Royal North, which would allow for improvements and renovations to Park Royal North mall, be approved.

Historic Resolutions:

July 30, 2009: Council waived the requirement for a Public Meeting and approved Development Permit No. 09-021 which allowed for exterior building and signage updates.
March 22, 2004: Council waived the requirement for a Public Meeting and approved Development Permit No. 03-017 which allowed for storefront and signage design guidelines and finishes to the building facades at the pedestrian level.

January 14, 1985: Council approved Development Permit No. 84-29 for central mall and roof-top improvements.

1.2 History

Following Council approval of Development Permit No. 13-067 in July 2014, Park Royal commenced construction on the north mall. To date, construction activities have been primarily focused on the development of City Market (a grocery store), extension of the upper parking levels over the rear loading bays, and facade improvements on the west side of the mall (i.e. Royal Bank). Park Royal proposes amendments to the previously approved development permit.

2.0 Policy

2.1 Policy

The Official Community Plan (OCP) designates the lands as the “Park Royal Shopping Centre” Development Permit Area.

The proposed changes to the development plans by Park Royal require an amendment to the approved development permit.

2.2 Bylaw

Pursuant to Zoning Bylaw No. 4662, 2010, the site is zoned CD30 (Park Royal North), which allows for regional shopping facilities including retail and service uses, and parking structures and overpasses.

3.0 Analysis

3.1 Discussion

Summary of Amendments

Park Royal is currently undertaking improvements to the north mall, as authorized by Development Permit No. 13-067, which was approved by Council on July 21, 2014. In the future, Park Royal wishes to shift the north mall toward an alternative mall layout. As existing tenants move or leases are completed, the mall will transform to this new layout over time. The proposed amendments would allow for the associated exterior changes that affect façade treatments, access, loading, and signage.
Park Royal has indicated that they are not able to eliminate the vehicle ramp and redirect traffic to the northwest corner of the site due to structural engineering issues and costs. While re-routing the ramp was seen as an improvement to the area and was detailed on the plans, it is located within the jurisdictional boundary of the Squamish First Nation and is not subject to the development permit.

The requirements of Development Permit No. 13-067 would remain in effect, except as amended by proposed Development Permit No. 15-062 (attached as Appendix D).

The proposed amendments include:

- Retention of the current vehicle ramp (i.e. not re-routing it over the mall and to the northwest corner);
- Reconfiguration of the rear exterior floor area (via demolitions and additions);
- Adding a third loading bay to the east at the rear;
- South façade treatments to respond to interior mall reconfiguration;
- Exterior signage on new storefront spaces (requires a variance); and
- Improved pedestrian linkage between Park Royal North and Park Royal Towers to the west.

**Design Review Committee (DRC)**

The Design Review Committee considered the proposed amendments at its September 17, 2015 meeting and members were generally supportive of the application. The DRC passed the following motion:

THAT the Design Review Committee recommends SUPPORT of the revisions to the Park Royal North Exterior Renovations; SUBJECT TO further review by staff of items noted in the minutes of the September 17, 2015 meeting.

While the DRC did not have any specific comments pertaining to the proposed amendments, they did comment on the generality of the public realm of the north mall and compared it with the south mall experience. The applicant commented that they are making public realm improvements to the north mall through outdoor seating areas, covered pedestrian access and a new sidewalk to connect the mall with Park Royal Towers to the west.

Minutes from the meeting are attached as Appendix C.
Signage

Park Royal proposes to increase the size of the signage (i.e. letter height from 2 feet to 3.5 feet) for retail stores with a floor area of 20,000 square feet or greater.

Their request stems from analyzing signage that complies with the Sign Bylaw and signage that is seen at Park Royal South. The applicant feels that the complying signage (with 2-foot high lettering) does not look proportional with the larger store fronts that are proposed. For reference, various lettering/signs on the south mall (Squamish First Nation) have a maximum letter height of 5 feet. Details of the proposed signage are included within the development package.

Allowing the larger signage would require a variance to the Sign Bylaw, which is proposed as part of the development permit amendment.

See Appendix B for the project profile.

3.2 Sustainability

The sustainability initiatives and commitments were set out as part of approved Development Permit No. 13-067. No changes are proposed.

3.3 Consultation

The public will be given an opportunity to review the proposal at a Development Application Information Meeting, to be scheduled and hosted by the applicant prior to Council consideration of the development permit that would amend DP No. 13-067.

The proposed amendments and supporting background material is posted to the District website and notice of the Development Application Information Meeting will be posted on the Community Calendar. Notice of the development permit amendment will be delivered to all property owners and residents within 100 metres of the site in keeping with the Development Procedures Bylaw.

3.4 Communications Process – Not applicable.

3.5 Conclusion

Construction work on the mall is underway. City Market and the roof-top parkade extensions are under construction and the Royal Bank has been relocated to the west end of the mall. Park Royal has evaluated north mall operations and has opted to move toward an alternative concept, which will result in exterior changes. Due to associated construction and cost issues, the vehicle ramp is not being relocated. As such, an amendment to the approved development permit is required and a variance for the signage for larger retail units is requested.

Subject to public input, it is staff's recommendation that the proposed development permit application be approved.
4.0 **Options**

4.1 At the time of writing this report, Council may:

   a) set the date for consideration of this application (recommended); or
   b) see the date for consideration of this application and request that additional information (to be specified) be provided and available to assist in consideration of the application; or
   c) defer further consideration pending receipt of additional information; or
   d) reject the application.

4.2 When the application is considered by Council, Council may:

   a) approve issuance of the attached Development Permit No. 15-062, which would amend Development Permit No. 13-067; or
   b) approve issuance of a modified Development Permit No. 15-062; or
   c) request more information; or
   d) reject the application.

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**Author:**

Lisa Berg, Senior Community Planner

**Concurrence:**

Chris Bishop, Manager of Development Planning

**Appendices:**

A. Context Map
B. Project Profile
C. Draft Design Review Committee Minutes Excerpt September 17, 2015
D. Proposed Development Permit No. 15-062 (includes Schedule A – revised Architectural Drawings, Access & Landscape Plans and Signage)
APPENDIX A – CONTEXT MAP

Park Royal North Shopping Mall

765.
## APPENDIX B – PROJECT PROFILE

at October 7, 2015

<table>
<thead>
<tr>
<th>Project</th>
<th>Park Royal North</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application:</td>
<td>Development Permit No. 15-062</td>
</tr>
<tr>
<td>Previously before Council:</td>
<td>DP No. 13-067 approved on July 21, 2014</td>
</tr>
<tr>
<td>Applicant:</td>
<td>Park Royal Shopping Centre Holdings Ltd.</td>
</tr>
<tr>
<td>Architect:</td>
<td>Musson Cattell Mackey Partnership</td>
</tr>
<tr>
<td>Property Address:</td>
<td>765 Park Royal North</td>
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<tr>
<td>Legal Description:</td>
<td>Block E District Lots 1040 to 1042 Group 1 New Westminster District, Plan 11239</td>
</tr>
<tr>
<td>PID:</td>
<td>009-277-005</td>
</tr>
<tr>
<td>OCP Policy:</td>
<td>Park Royal Shopping Centre BF-C7</td>
</tr>
<tr>
<td>DP Guidelines:</td>
<td>BF-C7</td>
</tr>
<tr>
<td>Proposal:</td>
<td>North mall renovations</td>
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**Site Area:** 729,850 square feet  
**Zoning:** CD30 (Park Royal North)

### Bylaw Analysis:

<table>
<thead>
<tr>
<th>Gross Floor Area:</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ground Floor (Retail)</td>
<td>362,385 sqft</td>
<td>-10,521 sq ft*</td>
<td>351,864 sq ft</td>
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<tr>
<td>P1 (Retail)</td>
<td>80,000 sqft</td>
<td>No change</td>
<td>80,000 sqft</td>
</tr>
<tr>
<td>P1 (Parking)</td>
<td>117,272 sqft</td>
<td>+49,000 sq ft</td>
<td>166,272 sqft</td>
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<tr>
<td>P2 (Parking)</td>
<td>149,760 sqft</td>
<td>+26,300 sq ft</td>
<td>176,060 sqft</td>
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<tr>
<td><strong>Total GFA:</strong></td>
<td></td>
<td></td>
<td><strong>774,196 sq ft</strong></td>
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### Height:

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<th></th>
<th>Bylaw</th>
<th>Proposed</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping Mall:</td>
<td>9.1 m</td>
<td>6.4 m</td>
<td>Existing</td>
</tr>
<tr>
<td>Department Store:</td>
<td>10.7 m</td>
<td>9.7 m</td>
<td>Existing</td>
</tr>
<tr>
<td>Number of Storeys</td>
<td>n/a</td>
<td>1 plus P1 &amp; P2</td>
<td>Existing</td>
</tr>
</tbody>
</table>

### Setbacks:

<table>
<thead>
<tr>
<th></th>
<th>Shopping Mall:</th>
<th>Proposed</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front (Marine Drive)</td>
<td>22.9 m</td>
<td>37.4 m</td>
<td>Existing</td>
</tr>
<tr>
<td>Rear</td>
<td>4.3 m</td>
<td>4.3 m</td>
<td>Existing</td>
</tr>
<tr>
<td>East Side (Taylor Way)</td>
<td>12.1 m</td>
<td>15.5 m</td>
<td>Existing</td>
</tr>
<tr>
<td>West Side</td>
<td>4.3 m</td>
<td>11.8 m</td>
<td>Existing</td>
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### Parking Structures (excluding ramps):

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<th></th>
<th>Shopping Mall:</th>
<th>Proposed</th>
<th>Comments</th>
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<tr>
<td>Front (Marine Drive)</td>
<td>38.1 m</td>
<td>44.1 m</td>
<td>Existing</td>
</tr>
<tr>
<td>Rear</td>
<td>4.3 m</td>
<td>5.9 m</td>
<td>Existing</td>
</tr>
<tr>
<td>East Side (Taylor Way)</td>
<td>76.2 m</td>
<td>76 m</td>
<td>Existing</td>
</tr>
<tr>
<td>West Side</td>
<td>4.3 m</td>
<td>119 m</td>
<td>Existing</td>
</tr>
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</table>

### Parking:

- # of spaces: 5 spaces/93m² GFA = 1,839 spaces
- complies

### Crossovers:

- at property line: 9.1 m | 11.2 m | Truck entrance
- at curb line: 10.9 m | 10.3 m | Existing

### Landscaping:

- Parking structures: at 4.3 m setback | 1.2 m wide
- Total area: 5% or 2,973 m² | 2,984 m² | New planters

### Signage:

- Max letter height: 600mm (2 ft) | 1.1 m (3.5 ft) | Sign variance
- Max letter area: 15% façade or 3 sq m

*Reduction in GFA of mall due to various demolitions*
## APPENDIX B – SITE PROFILE

<table>
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<tr>
<th>Engineering:</th>
<th>Bylaw</th>
<th>Proposed</th>
<th>Comments</th>
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<tr>
<td>Max Ramp Slope</td>
<td>15%</td>
<td>15%</td>
<td>Complies</td>
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<tr>
<td>Roads</td>
<td>Traffic Management Plan required at Building Permit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sanitary</td>
<td>NW connection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Storm</td>
<td>Varies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td>Varies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROWs</td>
<td>20' strip of municipal land along north property line</td>
<td></td>
<td></td>
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**Other:**

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<thead>
<tr>
<th>Item</th>
<th>Bylaw</th>
<th>Proposed</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Site Coverage</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
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<tr>
<td>LUC/DAA Area</td>
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<td>n/a</td>
<td></td>
</tr>
<tr>
<td>DP Area</td>
<td>BF-C7</td>
<td>n/a</td>
<td>Complies</td>
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<tr>
<td>Heritage</td>
<td>No</td>
<td>n/a</td>
<td>n/a</td>
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</table>
APPENDIX C – DESIGN REVIEW COMMITTEE
September 17, 2015 Minutes

PARK ROYAL NORTH EXTERIOR RENOVATIONS – AMENDMENT TO
DEVELOPMENT PERMIT 13-067

Background:
Lisa Berg advised that the applicant proposes revisions to the mall renovations
previously approved by Council in 2014. The proposed revisions will require an
amendment to Development Permit No. 13-067.

Project Presentation:
Using power point presentation Architect John Moorcroft went over the revisions to the
north mall:

- Footprint of mall reduced due to reconfiguration of stores though a series of
  building demolitions and additions.
- Eliminate the interior mall, all stores to be accessed off sidewalk.
- Will not be relocating overhead ramp.
- Adding a third loading bay at rear of property, to be screened from the Evelyn
  Drive development.
- Improvements to pedestrian access on west side including a sidewalk connection
to Park Royal Towers.
- New elevation treatment matches Park Royal South; façade will be broken up
  with street entrances to stores.
- Changes to main entry include additional glass canopies over existing leased
  spaces (i.e. The Gap and Banana Republic), large entrance wall and art feature.
  Entry to be on same axis as Park Royal South entrance.
- London Drugs will have street entry.
- Allowance for pedestrian connection from Evelyn Drive (details to be determined
  in a future plan; not to be constructed as part of this development proposal).

Committee Questions:
The Committee went on to question the presenters, with the applicant’s response in
italics:

- Have you considered creating a two-sided street at rear of property, seems like a
  missed opportunity? No room between Marine Drive and existing storefronts to
  create a streetscape similar to Park Royal South and have not considered for
  retail for rear of mall.
- Is it two levels of parking that is to be added? P2 and P3 are existing, but are
  being extended to the north with a landscape strip along the edge. Also have
  added planters to green up the roof top parking.
- Success of civic space near whole foods, any opportunity for some notion similar
  at Park Royal North? South mall gathering space successful because buildings
  all around it, only gathering space on North will be entry to the mall with new
  paving and trees but can’t see replicating space as it is one sided.
APPENDIX C – DESIGN REVIEW COMMITTEE
September 17, 2015 Minutes

Committee Comments:
Members’ comments on the application included:

- Generally supportive of the project, think screening of parking lot is successful. Not supportive of increasing signage, not sure why going from 2 ft to 3.5 ft.
- Like to see more information on the bridge, did not see any visuals, as this is a major feature curious what you are doing to update. Wish there was a public gathering space, as south facing feel this would be popular.
- With such a large piece of property feel there is an opportunity to do something special in public realm and create pedestrian friendly streetscape similar to the success of the south mall. Feel this one sided strip mall is an outdated model, is there is any way to update with some landscape items to improve pedestrian public realm space would be a benefit.
- General support of the changes. The mix of materials for the paved crosswalks may cause problems with the materials settling differently. Trees need to be put in a lot more soil or they will fail.
- General support. On south facing façade, careful with solar gain as have taken away the deep canopies that give element of protection to shop fronts. If there is any opportunity to do solar treatment it would be beneficial.
- Like that bringing up to the standards of Park Royal South. Think mall still appears very suburban and to have parking in front of retail very old fashioned.
- Generally support. Like the frosted screen façade, punctuations in façade will become important and need to be done properly. Signage would prefer to see more discreet elegant signage and to use the store to identity what they do. Appreciate the inclusion of roof planting to soften view from above.
- Bring some pedestrian activity to Park Royal North, wondering if there is the possibility to not have the entrance here but instead to tie into some kind of public space in that area, as feels lacking at this mall. Not sure what you are proposing will give us that gathering space active area we are looking for, consider ways to do something about it.

Rick Amantea, Vice President for Community Partnerships and Development for Park Royal, spoke to the changes proposed for the tenant signage. The Sign Bylaw permits a maximum of height of 2 ft. lettering, they are proposing for tenants with over 20,000 sq.ft. of space 3 ½ ft. high lettering. He noted that on the south side Squamish First Nation allows a maximum size of 5 ft. high lettering. Also the signage will be restricted to pinned off halo lit letters for a more subtle appearance.

It was Moved and Seconded:

THAT the Design Review Committee recommends SUPPORT of the revisions to the Park Royal Mall North Exterior Renovations; SUBJECT TO further review by Staff of items noted in the minutes of the September 17, 2015 meeting.
CARRIED
District of West Vancouver

Proposed

Development Permit No. 15-062

Current Owner: PARK ROYAL SHOPPING CENTRE HOLDINGS LTD.

This Development Permit applies to:

Civic Address: 765 Marine Drive/Park Royal North

Legal Description: 009-277-055
BLOCK 3 DISTRICT LOTS 1040 TO 1042 PLAN 11239
(the ‘Lands’)

1.0 This Development Permit amends Development Permit No. 13-067 and is issued subject to:

(a) the owners compliance with all of the Bylaws of the District applicable to the Lands, except as varied or supplemented by this Permit;

(b) the Lands shall generally be developed in accordance with the replacement plans attached as Schedule A;

(c) Sign Bylaw No. 4499, 2007, as amended, is varied as follows:

a. Section 21.5 (facia sign area) to allow for signage greater than 15% or 3 square metres; and

b. Section 21.6 (facia sign letter height) is increased from 600 mm (2 feet) to 1.1 metres (3.5 feet);

and is applicable only to stand-alone retail stores that are 20,000 square feet in gross floor area or greater.

2.0 For clarity, Development Permit No. 13-067 still applies except where altered by this permit;

3.0 This Development Permit lapses if the work authorized herein is not commenced within 24 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 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 3.0, THIS PERMIT IS ISSUED ON _________________.

Schedules:
A – Architectural plans and landscaping, and signage.
Schedule A to Appendix D

RETAIL CHANGES MALL
District of West Vancouver Development Permit Amendment
August 19th, 2015
On July 21, 2014 West Vancouver Council approved a Development Permit for Park Royal North allowing for the improvements to the exterior of the building, additional structured parking on levels P2 and P3 and the introduction of a new City Market grocery store. The improvements were reviewed and support was recommended by the West Vancouver Design Review Committee at their April 24, 2014 meeting. Improvements included:

1. New sidewalks and landscaping to address a heightened pedestrian orientation;
2. Relocation of existing circular vehicular ramp in front of RBC to the west;
3. Weather protection over the north / south pedestrian connection en-route to Park Royal South;
4. Removal of obstructive faux columns at the exterior storefronts and replacement of the fabric canopies with glass resulting in a more open, inviting experience for the sun drenched south facing elevation;
5. Removal of faux columns at the vehicular overpass across Marine Drive reducing visual mass;
6. New Tenant Design Guidelines requiring retailers to raise storefronts from an existing height of approximately 10’ to a maximum height of 14’;
7. Screening treatments for rooftop equipment, new landscaping on rooftop parking decks; a water feature with a public component at the main entrance;
8. Screening of rear loading docks and architectural improvements to the rear of the existing building to improve harmony with the Evelyn Drive residences and;
9. Expanded parking decks at Levels 2 and 3 extended to the north providing 180 additional stalls in an area serviced by new elevators resulting in greater convenience and accessibility for customers and by extending it to the north there is potential for a future pedestrian connection to Evelyn Drive residents.

The amended submission keeps all of the above changes except for item 2. The relocated ramp and overhead road proved to be extremely challenging to build as the supporting structure conflicted with existing BC Hydro underground ducts that were unknown at the time of the initial submission. These ducts ran under a portion of the building as well and would present major jurisdictional and operational issues and unacceptable business disruption pursuant to existing leases.

This DP Amendment considers improvements to the original submission with new features that further enhance pedestrian connectivity to the west and allows Park Royal North to attract high quality retailers providing commercial strength and long term stability for decades to come. The upgrades include:

10. Improved pedestrian connection from Park Royal Towers to the mall;
11. The elimination of the overhead road improves the west wing elevation, creating more open and inviting commercial space as established with the recently completed Royal Bank treatment that will be extended eastwards to a new and expanded entrance to London Drugs and City Market opening directly off the sidewalk (see DP-A305); and
12. The internal mall corridor will be eliminated and replaced by new stores with exterior only access. These stores extend from front (south) to rear (north) through the existing mall common areas (see DP-A201) and will include the demolition and rebuild of the circa 1950 wooden structure at the north side of the east section of the shopping centre. This will eliminate code issues, provide higher and consistent ceiling heights throughout and introduce state of the art loading facilities for new tenants. This also eliminates the present unsightly wall with its overhead wires (see DP-A307). The loading dock is angled and screened with a full height wall and landscaping and will be an improvement over the existing views from Evelyn Drive.

13. With regard to items 4 and 6 of the approved Development Permit, sheet DPA030A better illustrates how the new elevator treatment matches Park Royal South and will provide a greater retail signature facing Marine Drive. Due to existing lease constraints the Gap and Banana Republic will retain their existing storefronts but will receive new glass canopies consistent with the development submission until such time as the leases are renegotiated or new tenants move in (see Sheet DP-A033);
14. The West Vancouver DRC expressed views about the “strong linearity” of the glass screening on the parkade and its “relentless run”. DRC suggested a more 3 dimensional approach and modulating the façade would be more appropriate. This has been addressed by larger, more animated storefronts along the south elevation.