

THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER

DESIGN REVIEW COMMITTEE

**Minutes of the West Vancouver Design Review Committee meeting held at
4:30 p.m. on July 16, 2009 in the Municipal Hall Council Chamber,
West Vancouver, B.C.**

Members Present:

Voting Members: Erik Lees (Chair); Stuart Hood; Donal O'Callaghan; Karl Ray;
Michael Richardson; Duane Siegrist.

Non-Voting Members: Councillor Shannon Walker.

Members Absent: Tom Bunting; Jennifer Marshall (Vice-Chair); Alexandra Bennett.

Staff Present:

Staff Liaison, Colette Parsons, Senior Planner – Urban Design;
Recording Secretary, Mark Panneton, Legislative Services.

1. CALL TO ORDER

The meeting was called to order at 4:44 p.m.

2. CONFIRMATION OF AGENDA

It was Moved and Seconded:

THAT the agenda for the July 16, 2009 Meeting be confirmed as circulated.

CARRIED

3. ADOPTION OF MAY 28, 2009 MINUTES

It was Moved and Seconded:

THAT the minutes of the Design Review Committee held May 28, 2009 be
adopted.

CARRIED

4. APPLICATIONS FOR CONSIDERATION:

4.1 PARK ROYAL SHOPPING CENTRE, MINOR DP FOR EXTERIOR FINISH AND SIGNAGE UPDATING

Background:

The applicant spoke relative to a desire to move forward with an aesthetic refresh of Park Royal Shopping Centre in order to enhance curb appeal and address signage and other cosmetic issues.

Project Presentation:

Neil Banich, Principal of Wensley Architecture presented aerials and 3D perspectives to give an overview of the proposed upgrades to the façade of the Park Royal North Mall building. Barry Marshall, Principal of Karo, Communication Design Firm presented signage and a graphic package of the new Park Royal logo design and gave an overview regarding the revitalization of signage.

A presentation was made by the architects/designers on the proposal.

Components of the façade design upgrades addressed were:

- The repainting of the exterior of the mall using a new colour palette,
- The replacement of the coloured fabric awnings over store fronts to a consistent colour,
- The improvements to the mall entrances, including the replacement of the Park Royal logo (sea shell) with the new brand,
- The replacement of existing exterior signage with new signage,
- The use of bollards and planters to improve the pedestrian experience,
- The creation of a L.E.D. message centre near the Marine Drive/Taylor Way intersection,
- The replacement and enhancement of signage along Marine Drive and Taylor Way to improve way finding,
- The replacement of existing metal-framed doorways with glass entrance ways.

Committee Questions:

The Committee questioned the presenters on the project, including: how merchant signage, is to be displayed, the overall design aesthetic between the North and South Malls and the Village, whether site furniture and bike racks are to be part of this initiative, the relation to the Ambleside Design Guidelines, the standardization of signage, the L.E.D. message centre and energy efficiency.

Committee Comments:

The Committee went on to provide comments on the façade revitalization presentation, including the following:

- The sombreness of the colour palette was expressed as a concern as well as the need to add a bit more colour to the design,
- The need to make the main entrance more identifiable,
- The move to frameless glass doors was viewed as a positive,
- Maintenance issues relative to large, painted concrete surfaces,
- The incongruence of the L.E.D. message centre with the overall design aesthetic of West Vancouver.

Resolution:

It was Moved and Seconded:

THAT the Design Review Committee recommends SUPPORT of the exterior architectural upgrades and signage package, SUBJECT TO consideration of 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;
- encourage 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).

AND THAT the Design Review Committee does not support the use of the L.E.D. message centre.

CARRIED

5. REPORTS/REFERRALS.

No reports received.

6. PUBLIC QUESTION PERIOD

(Regarding process and/or Disposition only)

No Questions Presented.

7. NEXT MEETING

The next regular meeting of the Design Review Committee is scheduled for Thursday, September 10, 2009.

8. ADJOURNMENT.

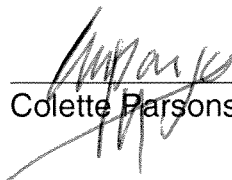
It was Moved and Seconded:

THAT the Design Review Committee meeting be adjourned. The meeting adjourned at 5:34 p.m.

CARRIED



Erik Lees, CHAIR



Colette Parsons, STAFF LIAISON