

Found in File P6700-20R - BOSA 4

(Paper file in box near
near stairwell)

RD 10-39

Jan/96 - Apr/96



TENANT SIGNAGE GUIDELINES

Introduction

The design approach for Newport Village graphics program is intended to provide a co-ordinated and identifiable method of presenting all signage, as well as allowing for individual tenants to be uniquely identified within the program.

The tenant signs will be located and hung from the sign hangers that will be provided by the landlord. The individual tenant signs will be designed, developed and supplied by the tenant and will graphically respond visually to the character and individual shop. The sign panel must conform to the bylaws and tenant guidelines with respect to size and clearance.

The objective of the sign lighting program is to provide a low level of task illumination similar to Granville Island in ambience, thus allowing the shop windows and distant evening vistas to be visible and not compromised by unnecessary light spill.

In summary, the signage program is designed to provide a consistent level of finish and presentation for Newport Village and provide the opportunity and framework for individuality and variation in the design of the tenant shop signs.

Tenant Signage

General Conditions Guidelines

The tenant must provide sign shop drawings showing the proposed layout with sample finishes for approval by the tenant co-ordinator. Prior to construction and installation. The signs must be acceptable to management and conform to the sign bylaw.

The tenant Fascia and Projecting signs must use sculptural shapes, dimensional letters, and have a quality of finish and material in keeping with the spirit of the program. The signs can be carved or routed, and dimensional letters, logos or graphic elements can be applied to the base sign panel, to provide a level of richness and graphic originality.

Size

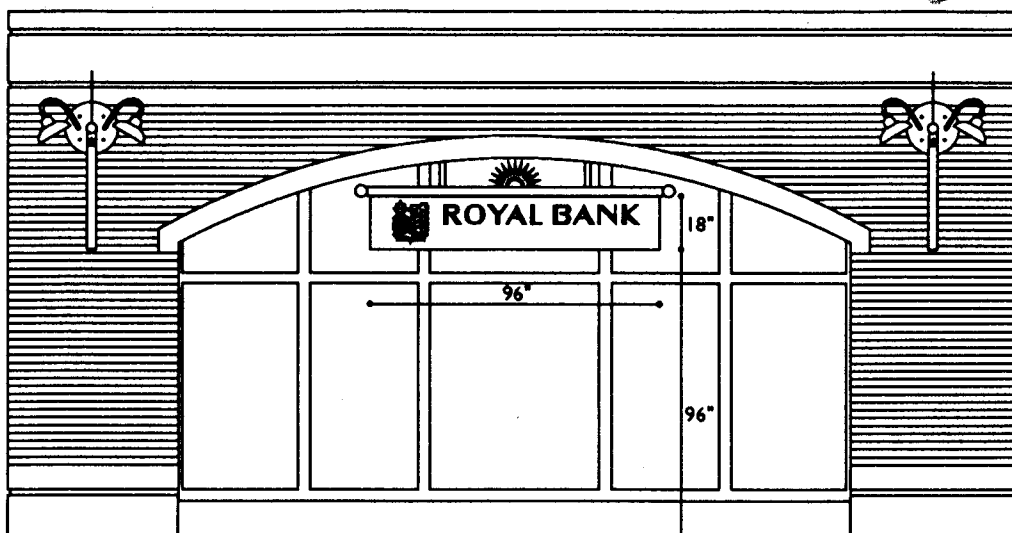
The size of the signs must conform to the sign guidelines and municipal bylaws.

The tenant must confirm all site as built dimensions to ensure that the sign panel will fit the sign hanger and to ensure that the panel will allow for the minimum clearance.

Lighting

Lighting for the projecting signs will be provided by the landlord. Power for Fascia signs' will be provided to the standard Fascia hanger by the landlord and the illumination of the fascia sign will be the responsibility of the tenant and must conform to the tenant guidelines.

Fascia Signs



Elevation

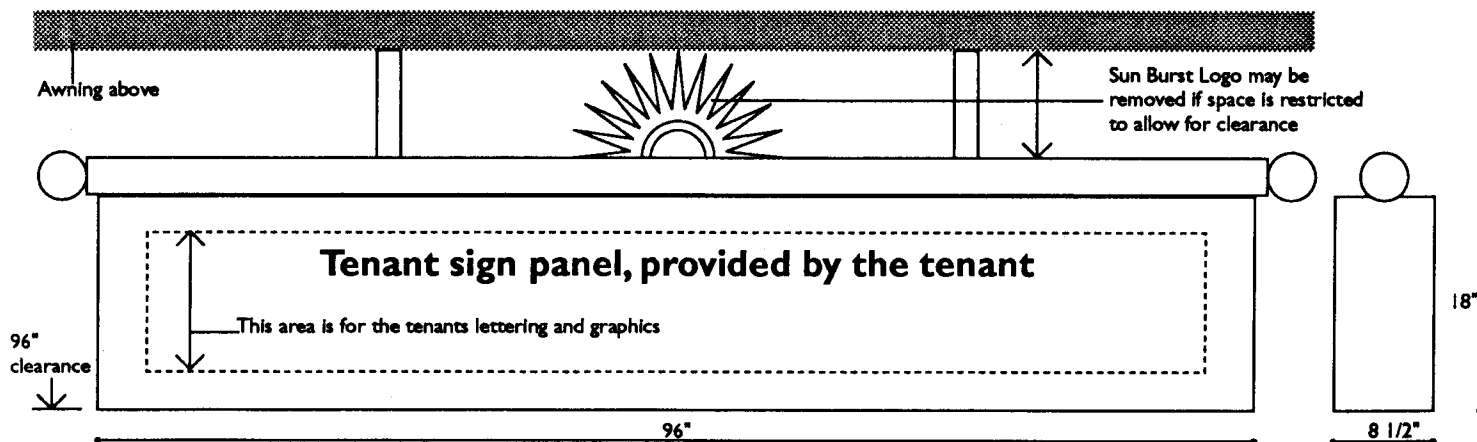
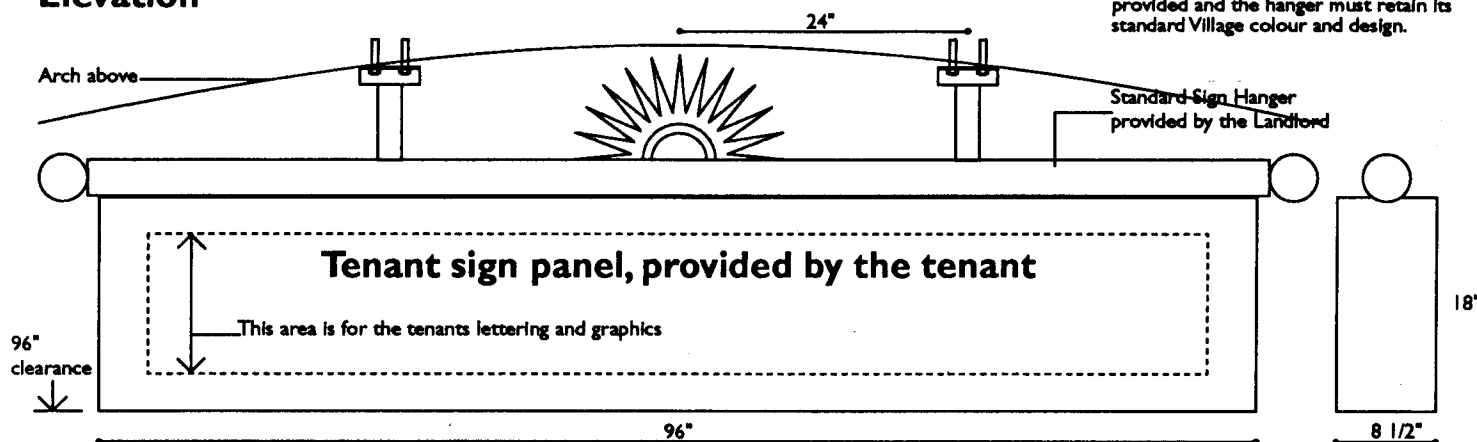
Fascia Signage 18" x 96" x 8 1/2"

Fascia can be illuminated or non illuminated (although illuminated signs are preferred). If the fascia sign is illuminated a variety of lighting methods may be used to illuminate the individual letters. The individual letters must appear on a non illuminated background to improve legibility and avoid unnecessary glare.

Acceptable lighting methods:

- (1) Halo lit individual letters;
- (2) Individual back-lit letters and graphics;
- (3) Neon channel letters and graphics;
- (4) Non-illuminated individual letters silhouette illuminated from a hidden light source; and
- (5) Neon over-cut letter shapes.

Non-illuminated fascia signs are acceptable and they must confirm to the same guidelines and bylaws. The design must visually and materially relate to the adjacent non-illuminated projecting sign. The fascia sign must conform to the dimensions and clearance specified. The tenant must use the sign hanger provided and the hanger must retain its standard Village colour and design.



Under awning sign detail



Halo



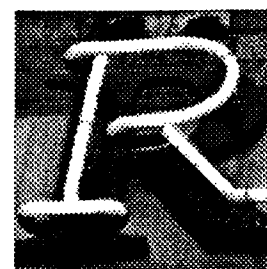
Backlit



Neon channel



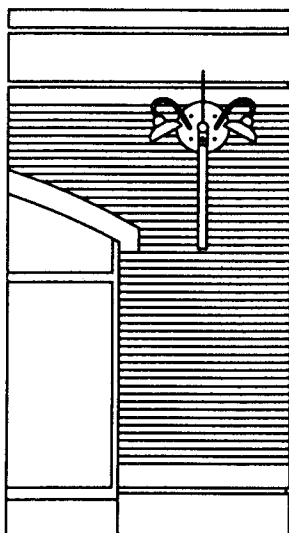
Silhouette



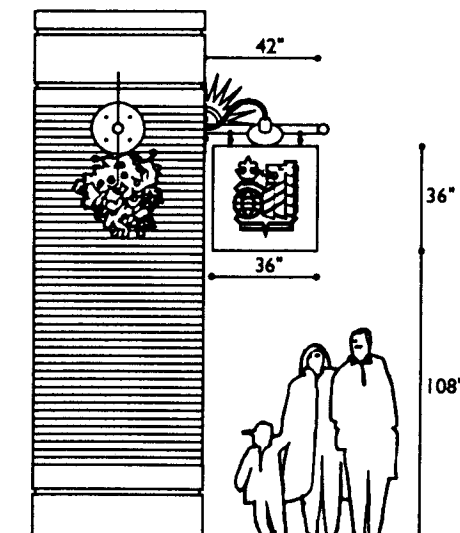
Neon

Acceptable sign types and methods of illumination

2 Projecting Signs



Front elevation



Side elevation

Projecting Signage 36" x 36" Format

The Projecting non-illuminated sign panel must use the standard hanger provided and the sign panel must conform to the dimensions specified and allow for the minimum clearance of 108".

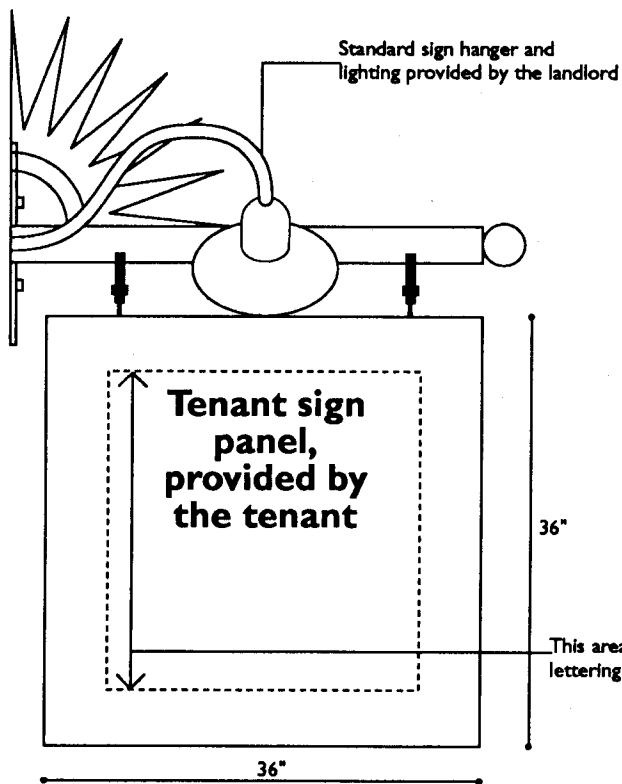
The sign panel material must relate to the fascia sign in colour and finish to provide graphic consistency.

Acceptable Materials:

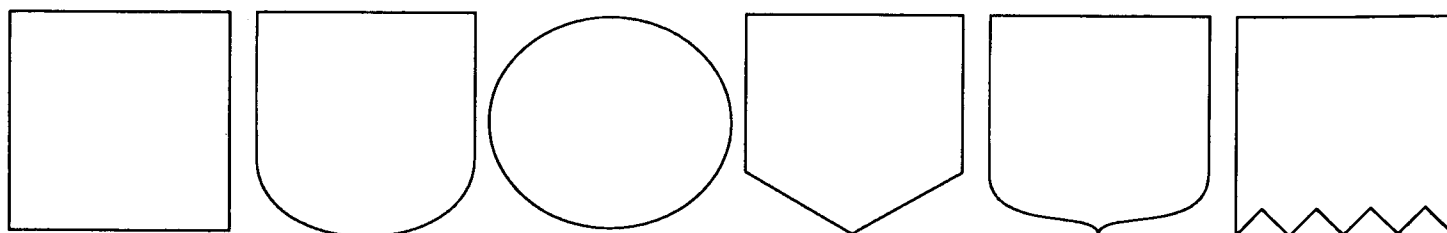
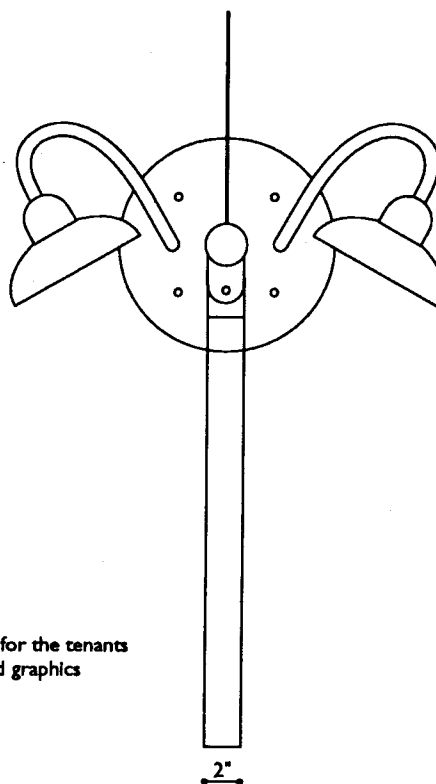
Painted or powder coated aluminum, porcelain enamel sign panels, individual letters and sculptural shapes and dimensional letters.

Unacceptable Materials:

Plastic, fibreglass, plywood and particle board.

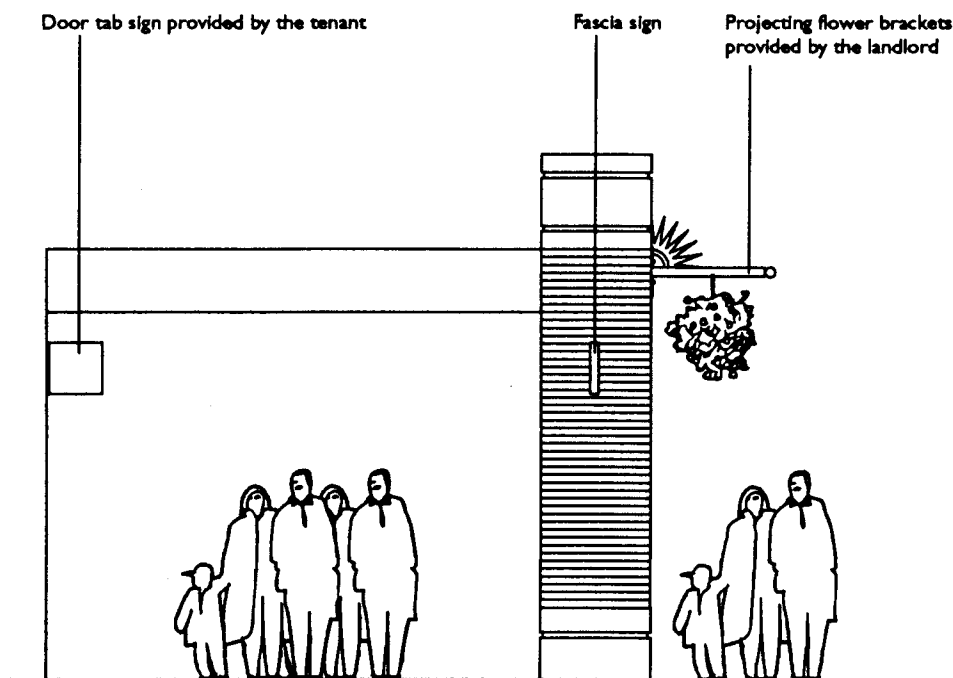


Sign detail



Sign panel shape alternatives suggestions

3 Door Tab Signs

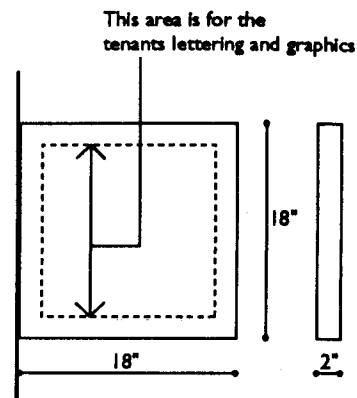


Section elevation

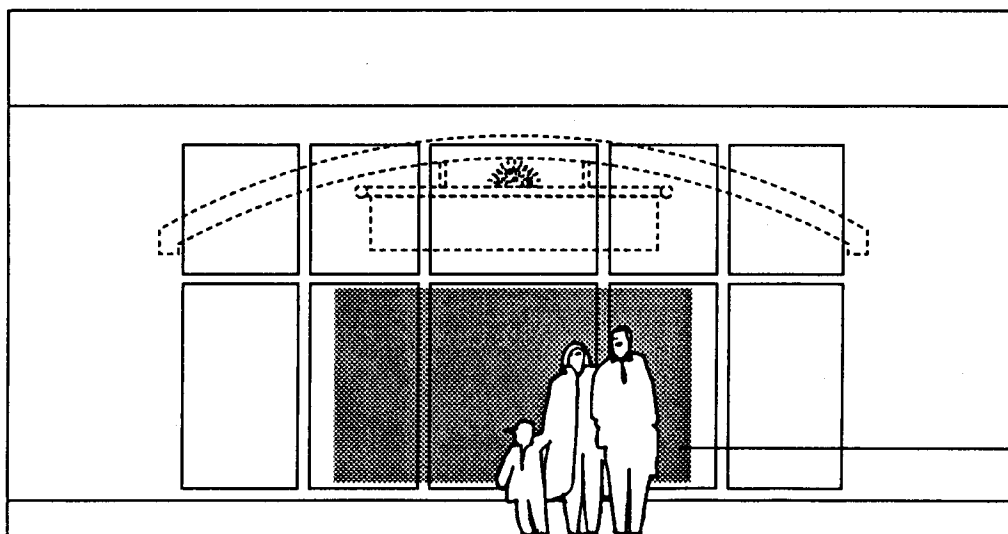
Door Tab Signs Size 18" x 18" x 2"

The optional non-illuminated door tab signs are intended to provide tenants with lateral identification adjacent to door entrances within walkways.

The 18x18x2" door tab panel must be constructed of aluminum and finished to match the projecting and fascia signs.



4 Window Signs



Window Signs

Window signs must be located within the interior window display area and be incorporated as part of the interior design program. This type of signage as incorporated with changing displays offers the tenant the freedom to incorporate a variety of mediums and themes that reflect the shop's character and function.

Permanent window signage such as neon signs must be presented to the tenant co-ordinator prior to manufacture and installation.

Sign area