

# THE STRAND

## Signage Guidelines

2525 Clarke Street,  
Port Moody, BC

February 2017

This signage guideline package provides details and guidelines for the exterior signs for the street level Commercial/Retail Units (CRU), The Legion and the Residential entry signage for The Strand development at 2525 Clarke Street in Port Moody, BC. The guidelines are designed to maintain an aesthetic relationship between the common architectural components and the individual tenant brand identity elements.

These guidelines describe the types of exterior signs are allowable for tenants and what options are available for additional signage. It also provides a cohesive reference to ensure that tenants know how to incorporate their graphics and business branding into the predetermined locations allotted for each sign. All signage to be produced with a high level of craft and quality materials with an emphasis on tenant individuality, merchandise and the ability to visually entice the customer through quality, purposeful display and strong brand presentation.

Sign guidelines indicated within are based on the City of Port Moody's current Sign Bylaws pertaining to maximum area allowable and minimum clearance above grade. Signage will require City of Port Moody approvals based on the then current bylaws.

All sign proposals **MUST** first have the written approval of the Landlord prior to submission to the City of Port Moody for sign permits. The Landlord reserves the right to approve, reject and request revisions.



**JOHN PEACHEY  
& ASSOCIATES**

INNOVATIVE SIGNAGE INC.

A Division of Ampco Manufacturers Inc.

208-1075 West 1st Street  
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#### NOTES

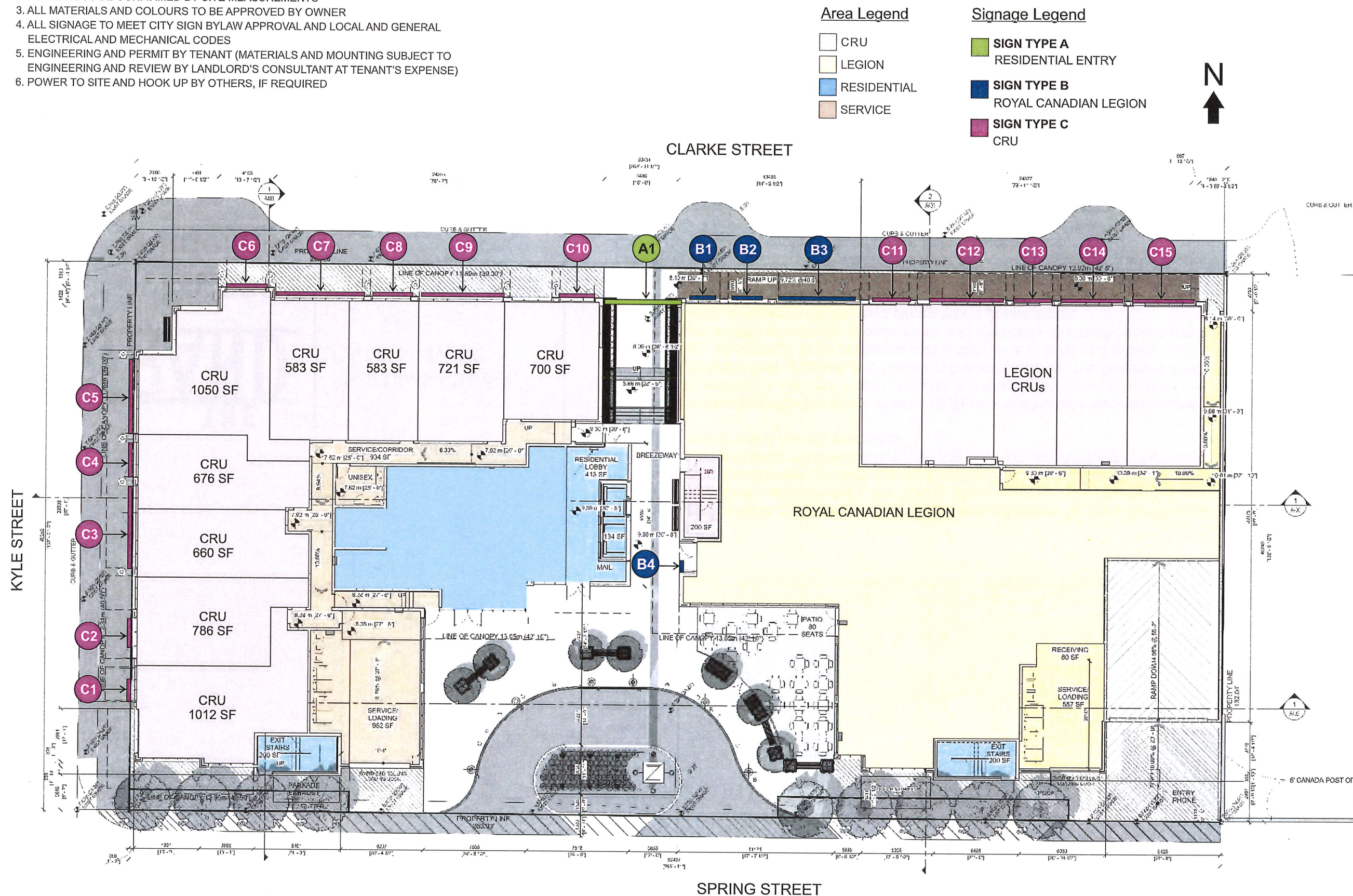
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6. POWER TO SITE AND HOOK UP BY OTHERS, IF REQUIRED



# THE STRAND Site Map - Signage Locations

## NOTES

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CLIENT:  
Townline

PROJECT:  
The Strand

PROJECT NUMBER:  
102257

ACCT MGR: BA

PROJ MGR:

REVISION	DATE	DESIGNER
1	FEB 16/17	AW

## Notes

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2. All sizes to be confirmed by site measurements
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PDF FILE:  
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SIGN TYPE: Site Map

SCALE: NTS

PAGE: 2 of 12



THE STRAND North Elevation - Clarke Street

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NORTH - CLARKE  
STREET ELEVATION

3/32" = 1'-0"

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SIGN TYPE: North Elevation

SCALE: AS NOTED



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**STRAND** North Elevation - Clarke Street Con't

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NORTH - CLARKE  
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# THE STRAND West Elevation - Kyle Street

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WEST - KYLE STREET  
ELEVATION

3/32" = 1'-0"



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THE  
**STRAND** Commercial - Window Signage

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White vinyl address applied to top of tenant's main entrance door. Right hand door to be used when there are double entry doors.

Envelope for tenant's hours of operation, phone numbers and logo. No more than 20% total coverage of the door. Right hand door to be used when there are double entry doors.

Elevation for location purposes ONLY - NTS

Main Windows: 25% coverage of main windows are allowed graphic coverage. Location of coverage is to be determined by individual tenant and approved by the Landlord.

Additional signage may be used in the form of window graphics.

The main glass windows may have no more than 25% total coverage. Location of this coverage is to be determined by the individual tenant and approved by the Landlord. Window graphics are to be vinyl signage only. Signs will be designed to suit the tenant's branding and should be in complementary and contrasting colours to ensure good readability.

Sign examples for the main windows would be company name, logo, tagline, and decorative elements. Specific brand product names and sales information are NOT allowed in the window signage.

The glass door pane of the main entry may have no more than 20% total coverage. When there are double entry doors, hours of operation are to be located on the right hand door. Signs recommended for the door would be "Hours of Operation", phone number, website and logo.

The address will be centered on the upper glass portion of the main entry door and will keep a minimum of 4" from the top of the address numbers to the top of the door frame. The address will NOT be included in the total area of window signage allowed by the tenant/owner. The address will remain consistent throughout the entire development, with 4" tall white forward cut vinyl numbers on the main entrance door. Use the right hand door when there are two entry doors.

Graphic content and material selections must be approved in writing by the Landlord prior to submission to the City of Port Moody for sign permit.

**Signage Not Allowed:**

The following signs are NOT permitted: banners, window posters, roof signs and billboards.

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SIGN TYPE: Window Signage

SCALE: NTS

PAGE: 6 of 12

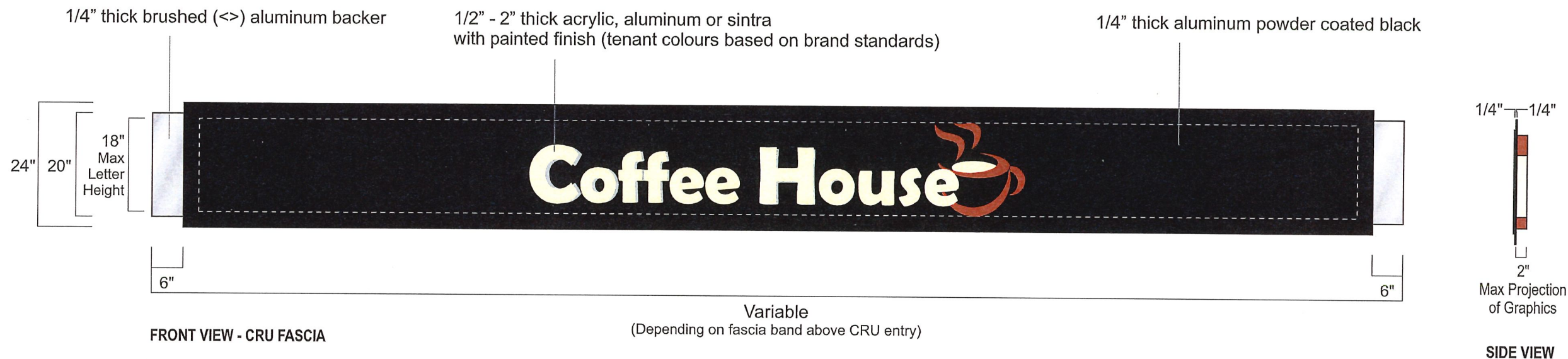


# THE STRAND Commercial - Fascia Signage

C

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## FASCIA SIGNAGE

Each tenant storefront at The Strand must have one fascia sign which is intended to be seen by vehicular and pedestrian traffic in and around the development.

All commercial retail units, including the Legion will have a dark colour fascia band which will be affixed to the building facade with an aluminum bracket at each side located at each mean entry. Tenants will be permitted to apply dimensional text and graphics, in a contrasting colour, directly to the fascia band.

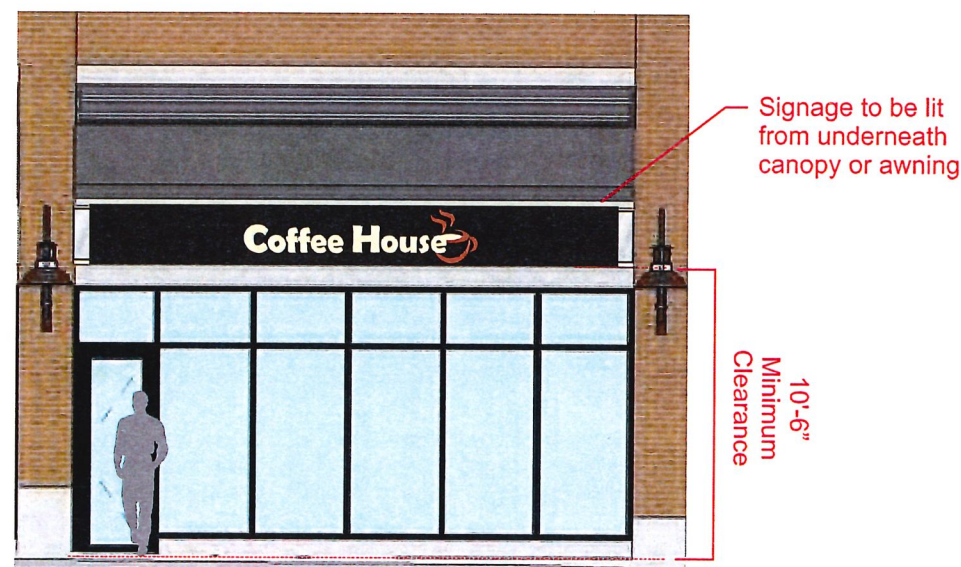
Text and graphics shall be no taller than 18" and must be dimensional but shall not project more than a maximum of 2" from the fascia backer. Tenants are permitted to have a copy area no more than 50% of their fascia band area while maintaining a 3" clear margin around all edges.

Fascia signs must be constructed out of high quality, durable materials. The signs will be designed to suit the tenant's branding and text and graphics should be in a complementary and contrasting colour to ensure good readability.

Graphic content may include company name, corporate logos and/or decorative graphics, but can NOT contain specific product or sale information, phone numbers or product graphics that are not part of the company logo.

All fascia signs will be non-illuminated and indirectly lit from underneath the canopy or awning.

Graphic content must be approved in writing by the Landlord and Property Manager prior to submission to the City of Port Moody for sign permit.



Height from ground to bottom of signage will vary depending on grade



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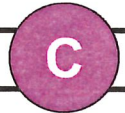
SIGN TYPE: Fascia Signage

SCALE: NTS

PAGE: 7 of 12



THE  
**STRAND** Fascia Signage - Examples



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Dimensional Text on Aluminum Backer



Dimensional Text on Dark Backer



Lighting from under canopy for non-illuminated fascia signs



Dimensional Text on Dark Backer

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SIGN TYPE: Fascia Signage Examples

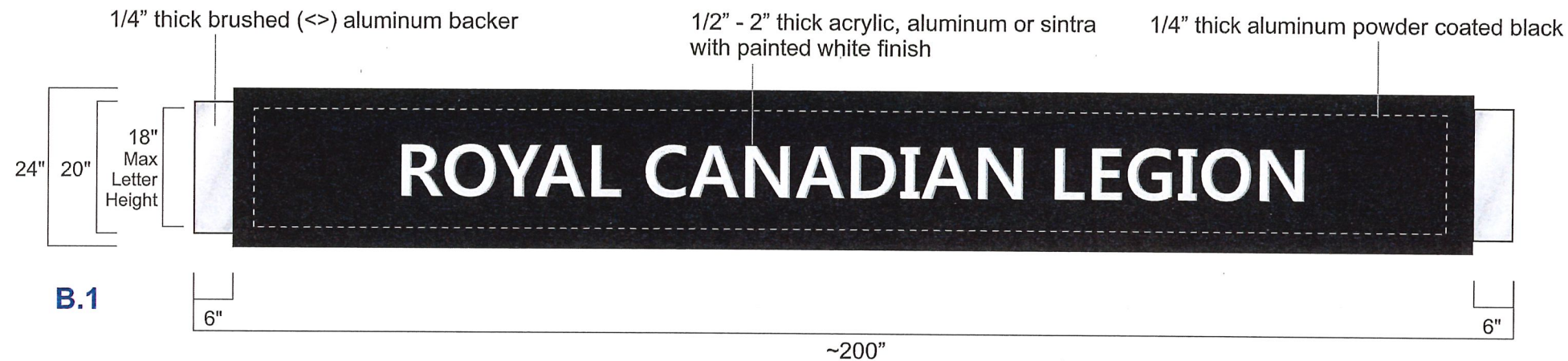
SCALE: NTS

PAGE: 8 of 12

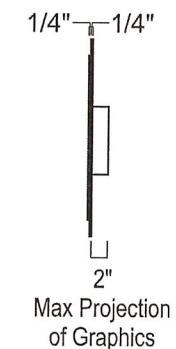


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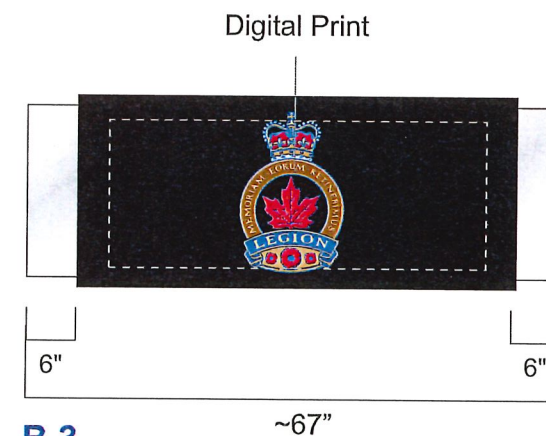
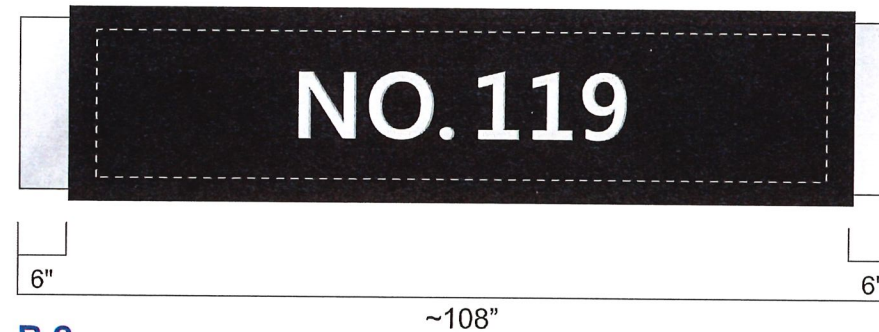
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FRONT VIEW - LEGION FASCIA



SIDE VIEW



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SIGN TYPE: RCL Fascia Signage

SCALE: NTS



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EXAMPLE PROJECTING SIGN ELEVATION



FRONT VIEW

B.4



SIDE VIEW  
(WITH ILLUMINATION)



PERSPECTIVE VIEW

PROJECTING SIGNAGE

Projecting sign will have black metal bracket with a 22" x 23" blade, which will be mounted to the building facade. The bracket will be internally illuminated with White LED Lights which will down light the blade.

Royal Canadian Legion vinyl graphics on either face of the projecting blade sign. Copy area no more than 50% of their fascia band area whilst maintaining a 1" clear margin around all edges. Projecting sign will maintain a minimum 2.4m (8') clearance from grade to bottom of sign.

Projecting sign must be constructed out of high quality, durable materials. The sign will be constructed and designed to suit the tenant's branding and should be in a complementary and contrasting colour to ensure good readability.

Graphic content will include company name, corporate logos and/or decorative graphics, but can NOT contain specific product or sale information, phone numbers or product graphics that are not part of the company logo.

Graphic content must be approved in writing by the Landlord and Property Manager prior to submission to the City of Port Moody for sign permit.

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SCALE: NTS

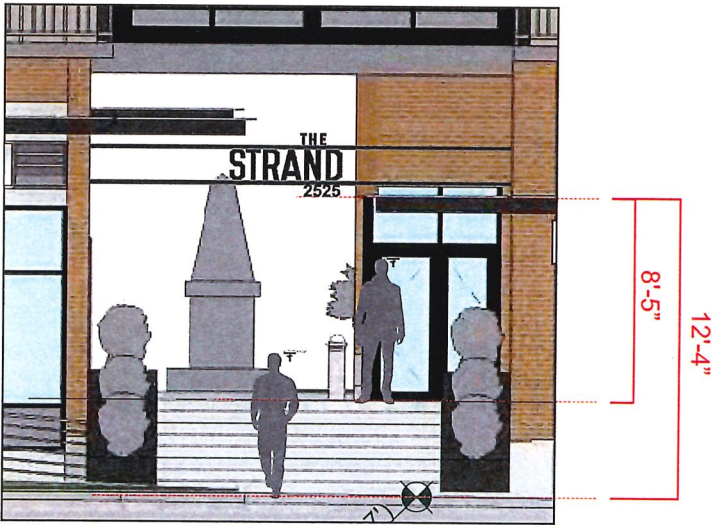
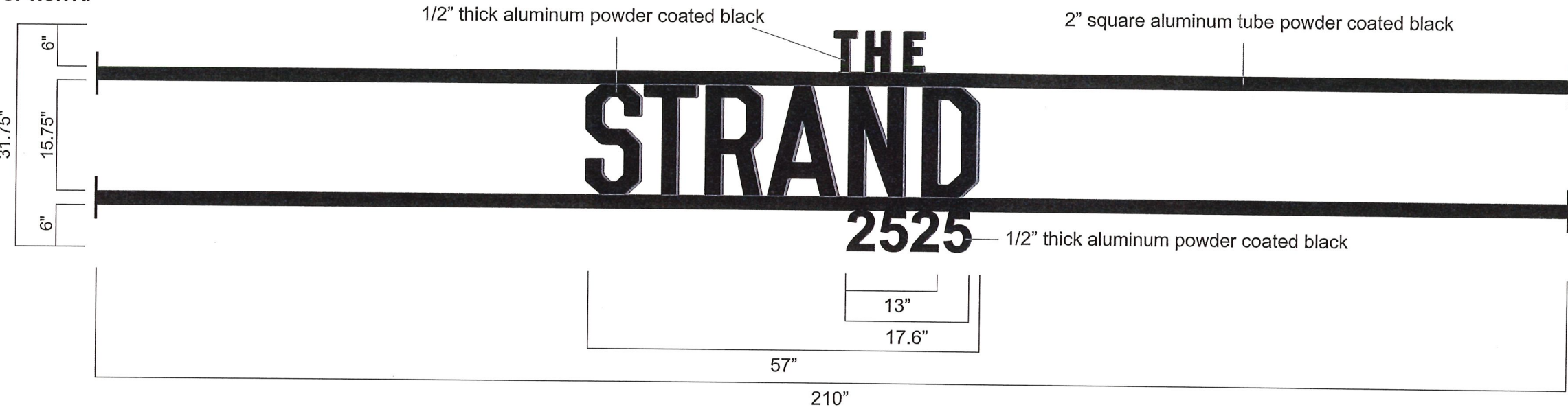


THE STRAND Residential Signage

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OPTION A.



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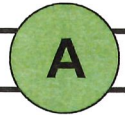
ARTWORK FILE:  
The Strand - Tenant Guidelines - 102257  
PDF FILE:  
The Strand - Tenant Guidelines - 102257

SIGN TYPE: Residential Signage

SCALE: NTS



THE  
**STRAND** Residential Signage - Examples



- NOTES
- 1. PHOTOS & DRAWINGS ARE FOR CONCEPTUAL PURPOSES ONLY - NTS
  - 2. ALL SIZES TO BE CONFIRMED BY SITE MEASUREMENTS
  - 3. ALL MATERIALS AND COLOURS TO BE APPROVED BY OWNER
  - 4. ALL SIGNAGE TO MEET CITY SIGN BYLAW APPROVAL AND LOCAL AND GENERAL ELECTRICAL AND MECHANICAL CODES
  - 5. ENGINEERING AND PERMIT BY TENANT (MATERIALS AND MOUNTING SUBJECT TO ENGINEERING AND REVIEW BY LANDLORD'S CONSULTANT AT TENANT'S EXPENSE)
  - 6. POWER TO SITE AND HOOK UP BY OTHERS, IF REQUIRED



**JOHN PEACHEY & ASSOCIATES**  
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CLIENT:  
Townline

PROJECT:  
The Strand

PROJECT NUMBER:  
102257

ACCT MGR: BA

PROJ MGR:

REVISION	DATE	DESIGNER
1	FEB 16/17	AW

Notes

- 1. Elevations are for conceptual purposes only - nts
- 2. All sizes to be confirmed by site measurements
- 3. All materials and colours to be confirmed
- 4. All signage to meet local and general electrical and mechanical requirements
- 5. All signage sizes and mounting locations to adhere to city bylaws
- 6. Power to site and hook up by others
- 7. Engineering by others if required

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