

## INTRODUCTION

These are the design guidelines for signs within the **Suter Brook** development in **Port Moody, B.C.** They describe the allowable sign types and permissible sizes and shapes for the various retail units within the development. These guidelines include Buildings 9 through 15 and the proposed retail space for Buildings 4 and 5 (see site plan on page 23).

This development will feature signs that are in character with the modern architecture and materials of the surrounding commercial and residential buildings. Suter Brook is expected to have an "Urban Village" appearance; described as "Yaletown in a suburban setting"

Included in this report are examples of various signs of a genre suitable for the commercial retail units (CRU). Sign designs will be submitted to the landlord for pre-approval prior to being subject to the sign permit regulations of the City of Port Moody.

Dimensional signs made from "hard" materials such as glass, plastic, metal, and stone/tile are preferred over simple two-dimensional signs. Dimensional signs should be tastefully illuminated using appealing lamps either integrated into or near signs. "Light can" signs with illuminated backgrounds and transparent or opaque vinyl graphics are not permitted. Colourful opaque substrates with rear-lit push-through dimensional copy or front lit dimensional graphics are required. Neon is permitted but must be tastefully presented, such as in halo lighting, and should not overpower the sign. Innovative and beautiful signs that compliment the "Urban Village" look of Suter Brook will be required.

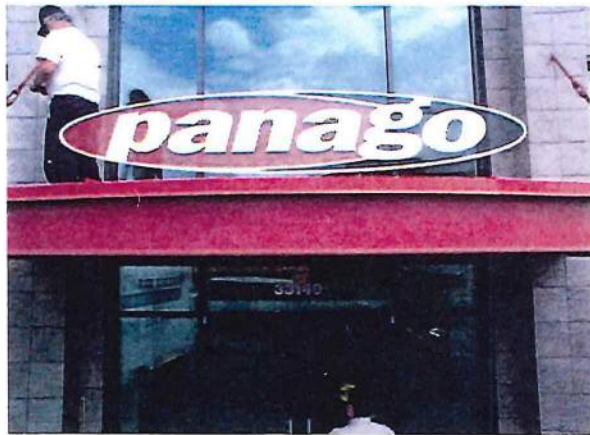
The following sections describe examples of such signs, along with the sizes and positions of the various sign types allowed for each CRU. They also describe the various "unique signs" which define the major retail tenants in the Suter Brook development.



## MATERIALS

The preferred sign materials, as described in the Introduction as "hard" materials, refer to steel, glass, aluminum or an alternate material that compliments the look of the architecture and building materials. There is also a preference for signs that are dimensional and which have a 3D look.

Some examples are shown below:



Metal Signs:

The sign shown above is made from brushed aluminum with a perforated steel background that has been painted but retains a "see through" quality. It is front lit with small spot lamps just behind the steel canopy's edge.



Powdercoated Metal:

This sign is constructed of single metal letters that have been powder-coated and individually installed to give it a floating appearance. Four spot lamps along the face of the canopy edge illuminate this dimensional copy.



Wood Signs:

This sign is made from sand-carved wood but has been painted, rather than stained, to ensure that it suits the building which has no natural wood colours. This dimensional sign is front lit with 5 goose-neck lamps.



## MATERIALS (Continued)

Below are some additional examples of materials:



Metal/Channel Letters (back-lit):

This sign is constructed of individual formed or cut metal letters that can be lit from inside to produce a "halo" effect off the background.

Dimensional letters would not be limited to formed metal materials but could be made from plastic, fibreglass, finished High Density Urethane (HDU) foam, etc. with suitable illumination.



Metal Channel Letters (face lit):

These letters are formed metal "channel" letters also, with translucent faces and interior neon to produce a glowing sign that could be easily seen both day and night. They may be mounted above, on or below the metal canopy edge.



Dimensional Neon:

The sign shown above is made of various dimensional elements that contain interior neon to produce illuminated copy as well as edge-lit "push-through" acrylic copy.



## RETAIL & COMMERCIAL SIGNS:

Each "typical" retail unit within the Suter Brook development will be allowed one each of the following signs.

### Main Frontage Sign:

This sign will be parallel to the store front facing the street and centred to the main entry door. It will be mounted either **(a)** directly to the end of the canopy edge parallel to the retail frontage; **(b)** placed atop the metal canopy edge, or **(c)** hung underneath the canopy edge parallel to the store front (only permitted option for CRU's with cloth awnings). Each sign will be tastefully lit: internally illuminated or lit with projecting (gooseneck) spot lamps (or a combination), to suit. Sign design and lighting proposals will have to be submitted to the Landlord for pre-approval prior to being submitted to the City of Port Moody for approval. Signs will have to obey the minimum 90" clearance to grade, and would be no more than a calculated total area of 1 1/2 square feet per foot of store frontage with a maximum sign height of 36". These signs will be centred on the CRU storefront and will be kept at a minimum distance of 12" from the end of each CRU frontage. If a tenant has a corner frontage, one sign per canopy per side will be permitted. **Principal retail tenants will be permitted special "Unique Sign" privileges, as outlined on Page 9.**

### Walkway Sign:

One secondary frontage sign is allowed for each retail tenant. This sign will be a double-sided "pedestrian" sign hanging centred on the canopy in front of the CRU entry door and perpendicular to the frontage. It will primarily be seen from either side by shoppers walking along the covered shopping promenade underneath the canopies. Walkway signs will be hung exactly 90" from bottom edge to grade. Both faces of the walkway sign will be tastefully illuminated in the same style as the sign above. The maximum area for these signs is 9 sq. ft. per side. Tenants with multiple entrances may have one sign per entry door provided the door is unlocked for public access.

### Banner Signs:

*now allowed*  
~~NO BANNER SIGNS PERMITTED IN PORT MOODY.~~  
Each building will be detailed with decorative banners at suggested wall locations. These banners will either be assigned to adjacent tenants for their retail uses, or used specifically as building decorations. "Tenant-use" banners will permit the use of logos, brands or colourful corporate patterns. These will NOT contain sales information or specific contact details such as products, pricing, phone numbers or web addresses, but rather will be primarily decorative. Banner locations will vary by building and may be assigned to tenants, by the Landlord based on availability and location.  
*(only temp. banner signs under cultural events.)*

### Additional Signs:

Window signs will be permitted provided that they do not use more than 25% of the area of total frontage window space. These must be approved by the Landlord prior to installation.

**No sidewalk signs will be permitted.**



## AREA & DIRECTIONAL SIGNS:

### Parking Directional Sign:

Since the main parkade entrance for the Suter Brook retail and commercial/residential area is located on Morrissey Road (the opposite side of the development from the main loco Road entrance), a sign is proposed at the end of Suter Brook Way that would direct vehicles toward the parkade entrance. It is proposed as a large illuminated sign mounted to a pedestrian light standard. Final design to be confirmed as part of the Landscape drawings (see page 17).

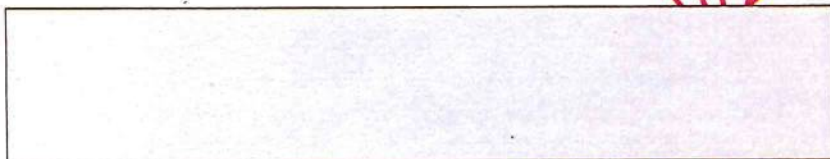
### Freestanding Entry Monument Signs:

Three monument signs are proposed for the various entries to Suter Brook. Two are proposed at the main entrance at Suter Brook and loco Road at either corner, and another is proposed adjacent Building 12 at the intersection of Morrissey Road and Murray Street. Final design to be confirmed as part of the Landscape drawings (see page 16).





- A: Hanging under canopy edge
- B: Affixed (centred) to canopy edge
- C: Mounted atop canopy edge
- D: Full (unshared) Canopy Tenant Sign
- E: Corner Tenant Signs



Main Frontage Sign

3 sq. ft per lineal foot of frontage

#### CRU Main Sign:

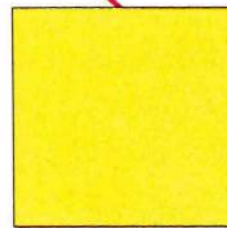
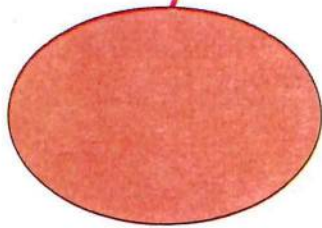
This sign is intended to be the main focus for pedestrian and vehicular traffic in and around the shopping area of Suter Brook. The maximum area permitted for this sign is 3 square feet of signage area per lineal foot of frontage.

If a tenant has a corner CRU (see E tenant above), then they may have one "Main Sign" per frontage, or portion with an entry door. A Main tenant sign may be as tall as 36" (see tenant "D" example) and each sign option must be installed 90" or more above grade.

7.5'

Examples of these sign types may be seen on pages 18 & 19.



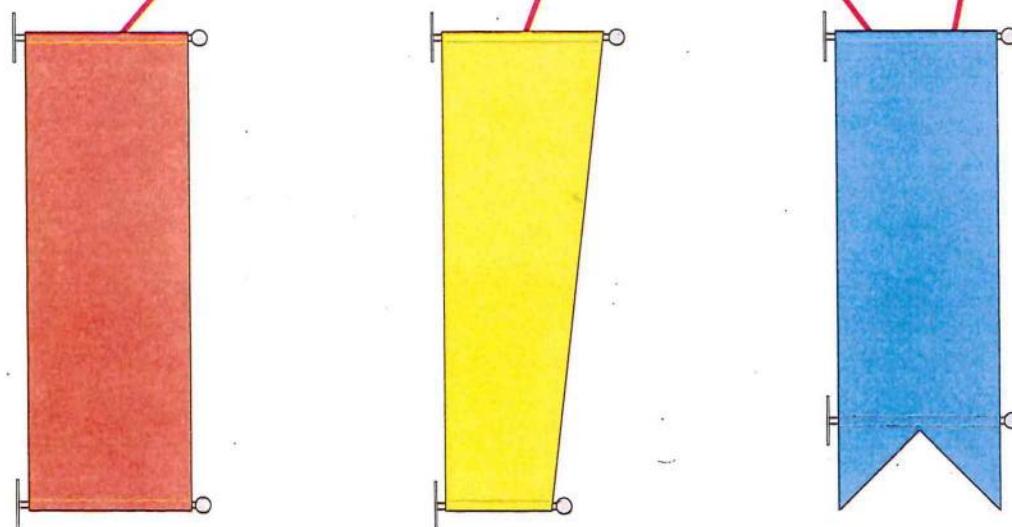
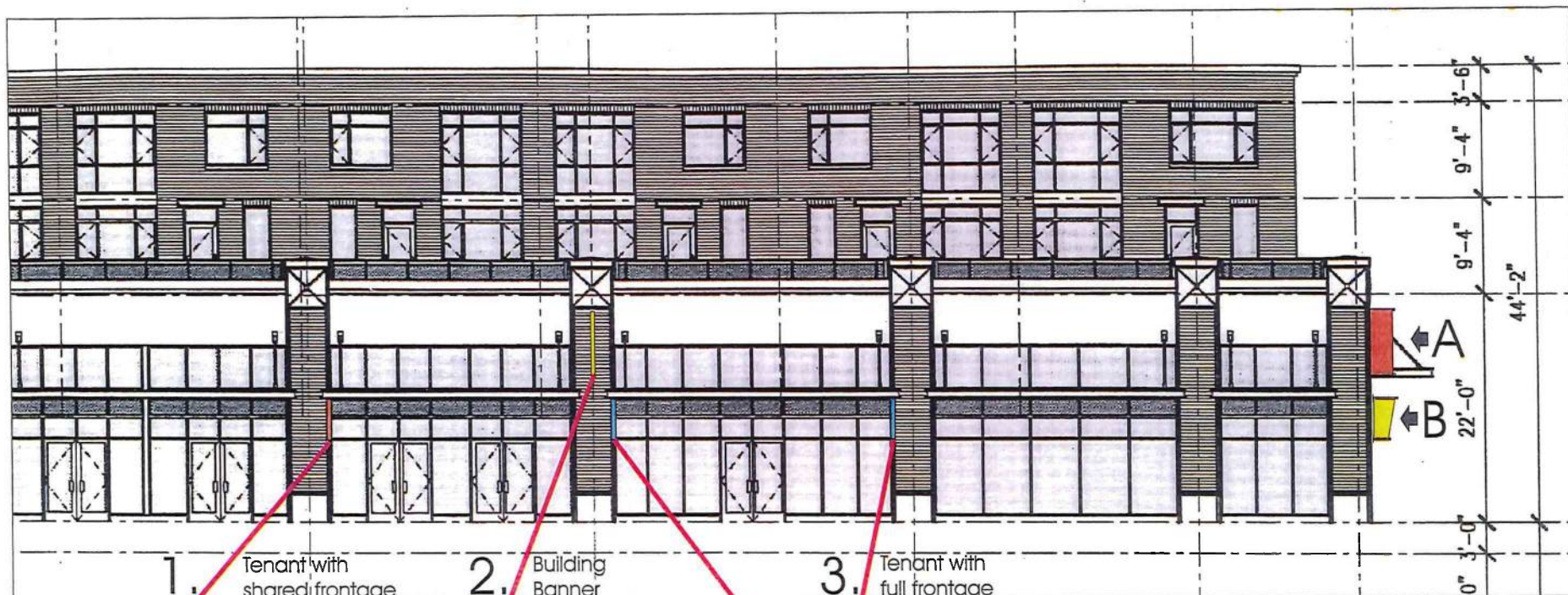


- Hanger Design:**
- two straps
  - bar with round ends
  - perpendicular to storefront
  - hanging from canopy centred in front of doorway

### Walkway signs:

Walkway signs will be the primary markers to pedestrians along the frontage promenade and could be of various shapes and sizes provided that they are no larger than 9 square feet in area and have a clearance to grade of 90". These will be double-sided and will be made dimensional with appropriate illumination. These signs are to be multi-dimensional in construction and made of materials that reflect the surrounding architecture. A standard hanger style is proposed for specific buildings to establish a consistent and cohesive installation methodology. Tenants with multiple entry doors would be permitted one walkway sign per active entry door. See Page 20 for examples of walkway signs.





Examples of various banner shapes

Banners are proposed for two building locations depending on whether they are assigned for retail use or as decorative building markers.

Banners above the canopies on the building columns (as shown in example 2) would be more suitable as "site banners" [A] and are set as 24" wide by 72" tall (max 12.0 ft<sup>2</sup>) as they would be further away and would not present any clearance problems. Banners below the canopy would be more suitable for "commercial banners" [B] and are limited to 18" wide by 48" tall (max 6.0 ft<sup>2</sup>). Minimum height from grade would be 84"

See page 21 for banner examples

Page 08



## UNIQUE AREA & PRINCIPLE RETAILER SIGNS:

The total area of each tenant sign would be based on the street frontage to a total calculated maximum of 3 square feet per lineal foot. While these signs are typically constrained to a horizontal signage "band", should a tenant have a logo that has more height than width, the maximum height of any sign will be 60" tall. These signs would follow similar design rules to the aforementioned CRU signs regarding materials, dimensionality and tasteful illumination.

These "unique" signs will be as follows:

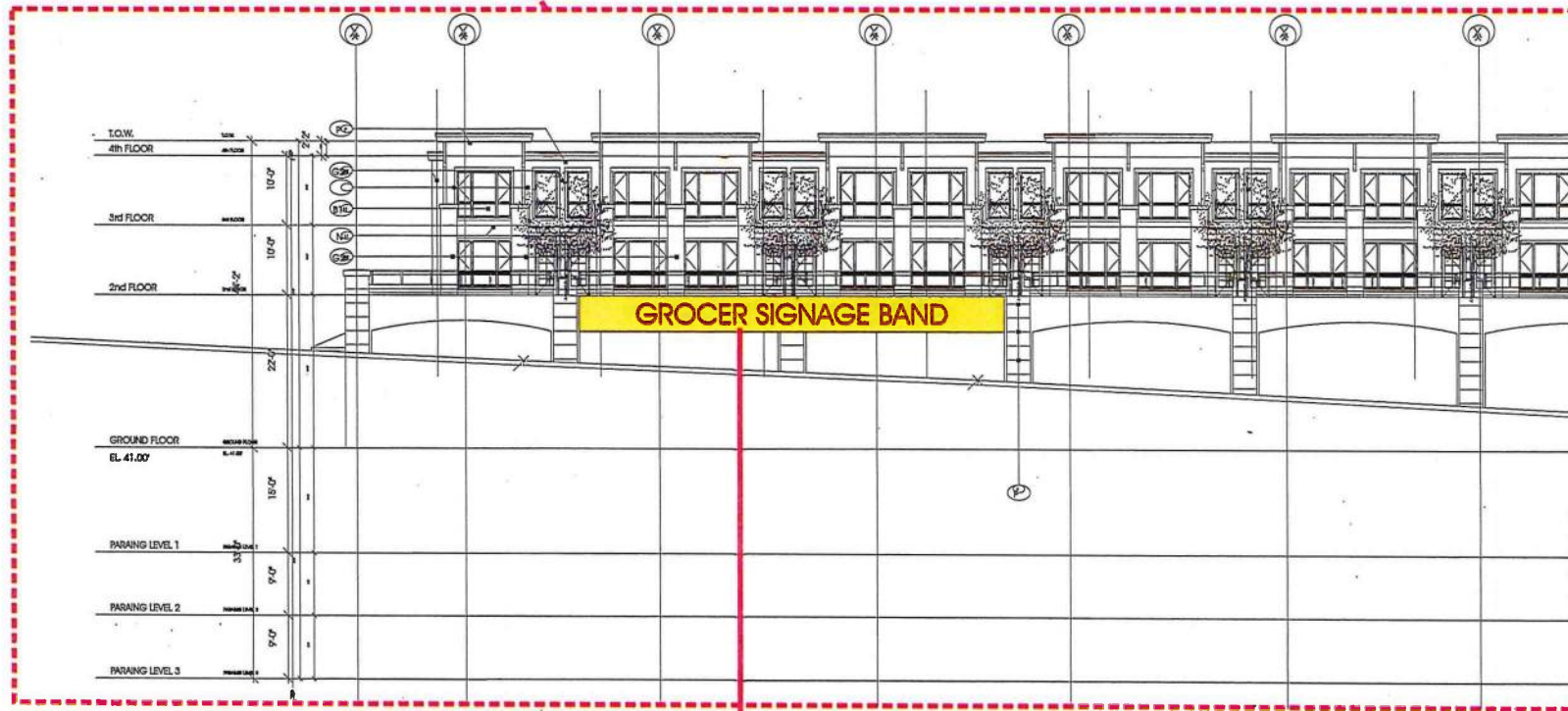
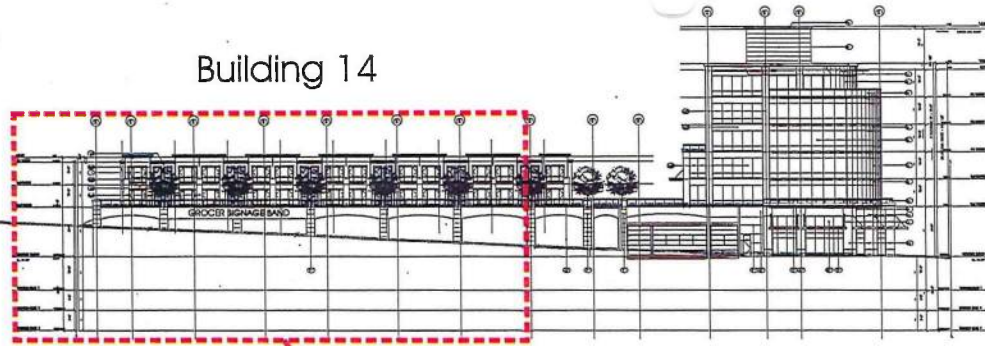
- (1) "Grocery Store" signs on Building 14
- (2) "Office Building Tenant" signs on Building 13
- (3) "Office Building Identity Sign" on Building 13
- (4) "Tower A" signs Building 12

Illustrations and proposed locations of these signs are outlined on the following pages.

Three freestanding entry signs (see page 16) are proposed as retail entry markers and will serve as area directories with approximately 4 primary tenant spaces. These signs will portray the same area branding as the previously mentioned signs and compliment the architecture of Suter Brook.

The "Hotel" signs will be determined when a DA application is submitted for Parcel E5.

Building 14

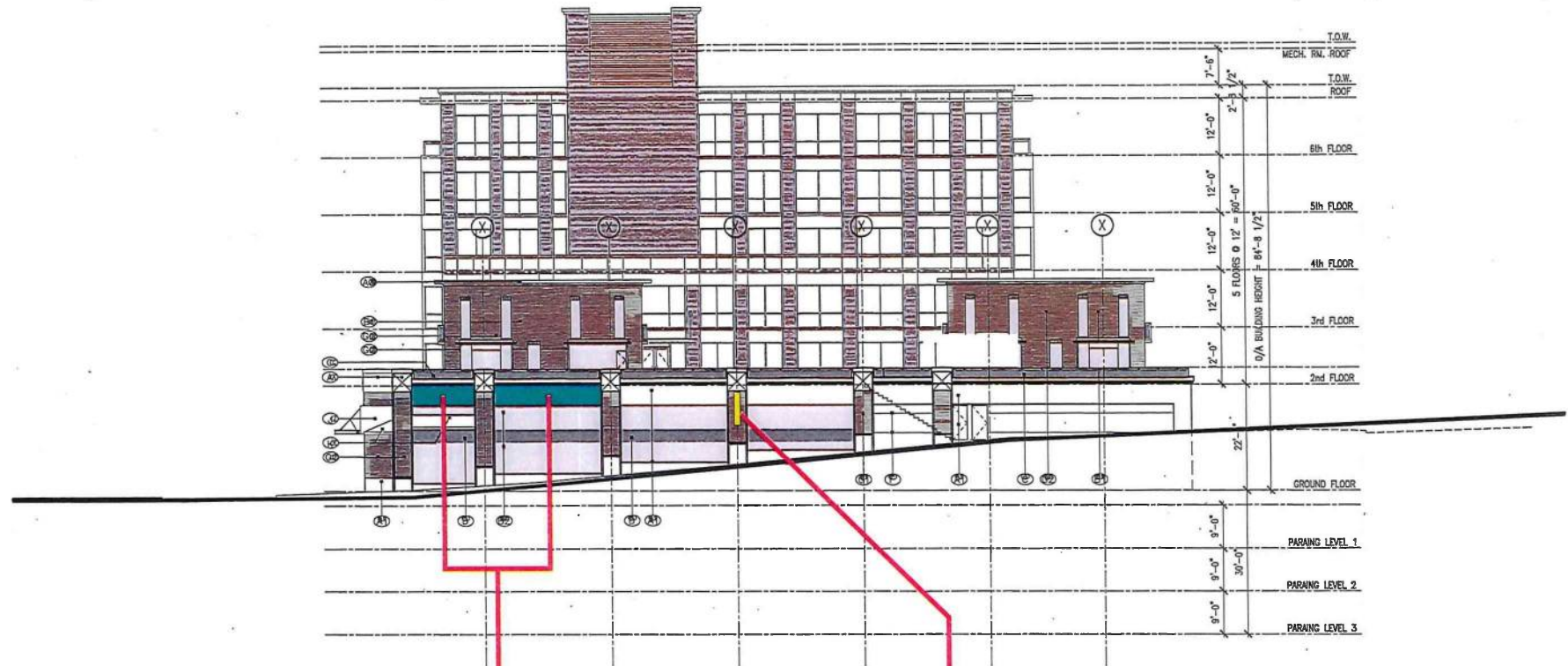


loco Road Elevation

Grocery Store Sign(s) - located along concrete band



Bldg. 14



## SOUTH ELEVATION

SCALE: 1/16"=1'-0"

CRU Sign  
Location Options

Grocery  
Store Sign

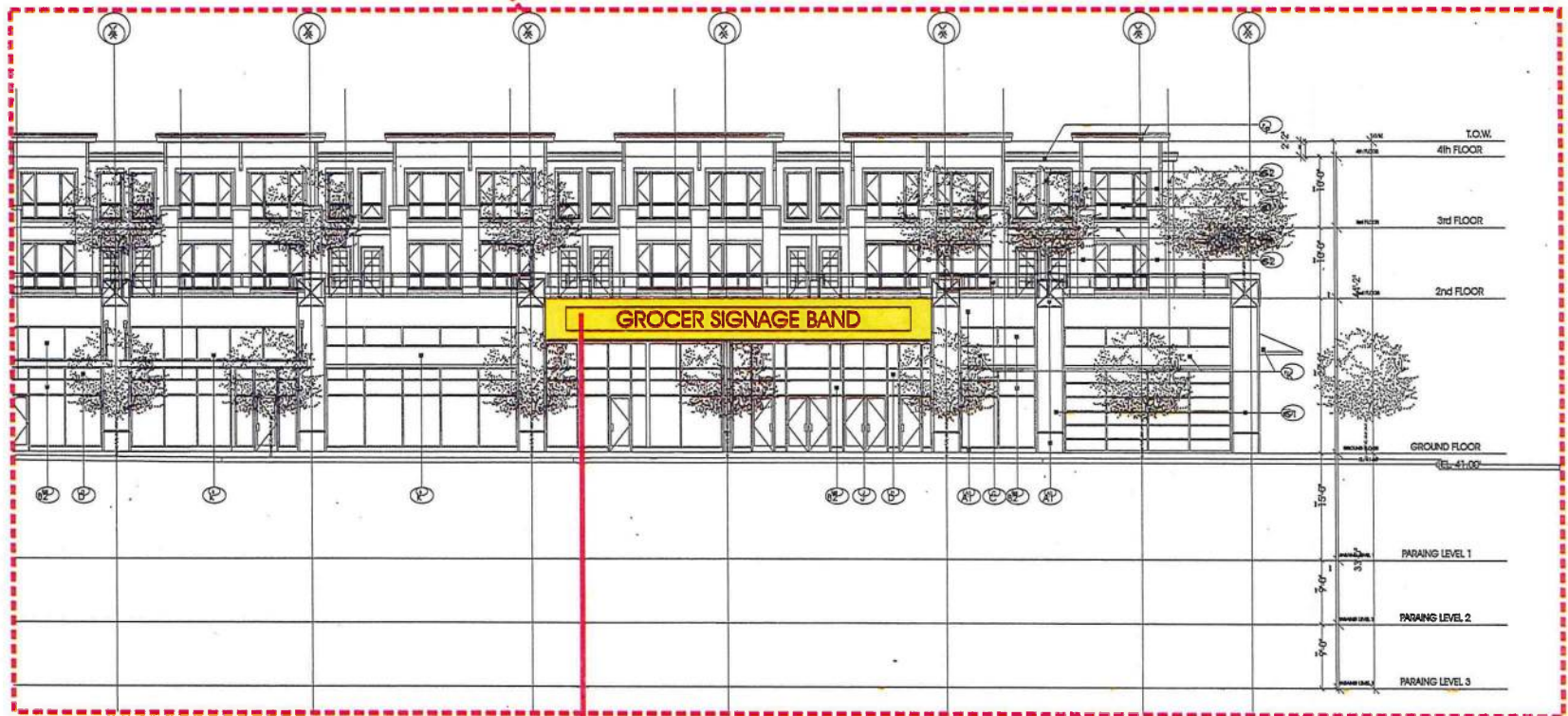
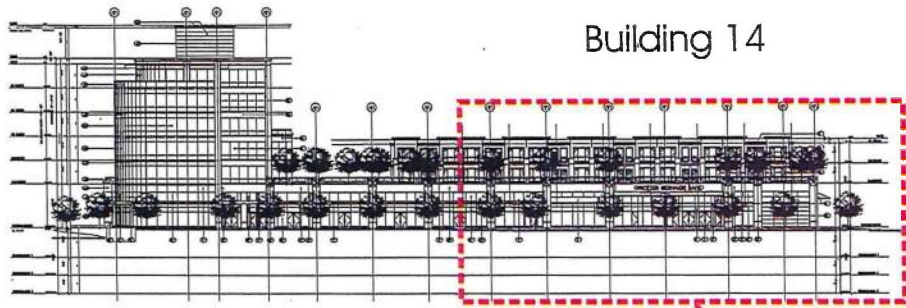
Grocery Store  
Projecting Sign Location

Double-sided projecting  
internally illuminated sign  
- 44" diameter  
- 90" above grade  
- 48" out from column

Suter Brook Way Elevation



Building 14



## Brew Street Elevation

Grocery Store Canopy Location - Awning Sign  
 Sign area within to be 480" long by 42" high  $40' \times 4'$   
 Light spill from the Grocery Store sign will be addressed at final sign approval

Page 12

Unique Signs (1) - Grocery Store - West Elevation - Bldg. 14  
**Suter Brook - Sign Design Guidelines**  
 Port Moody, B.C.

February 10, 2006  
 Revision 4.1  
 Sandy Matches

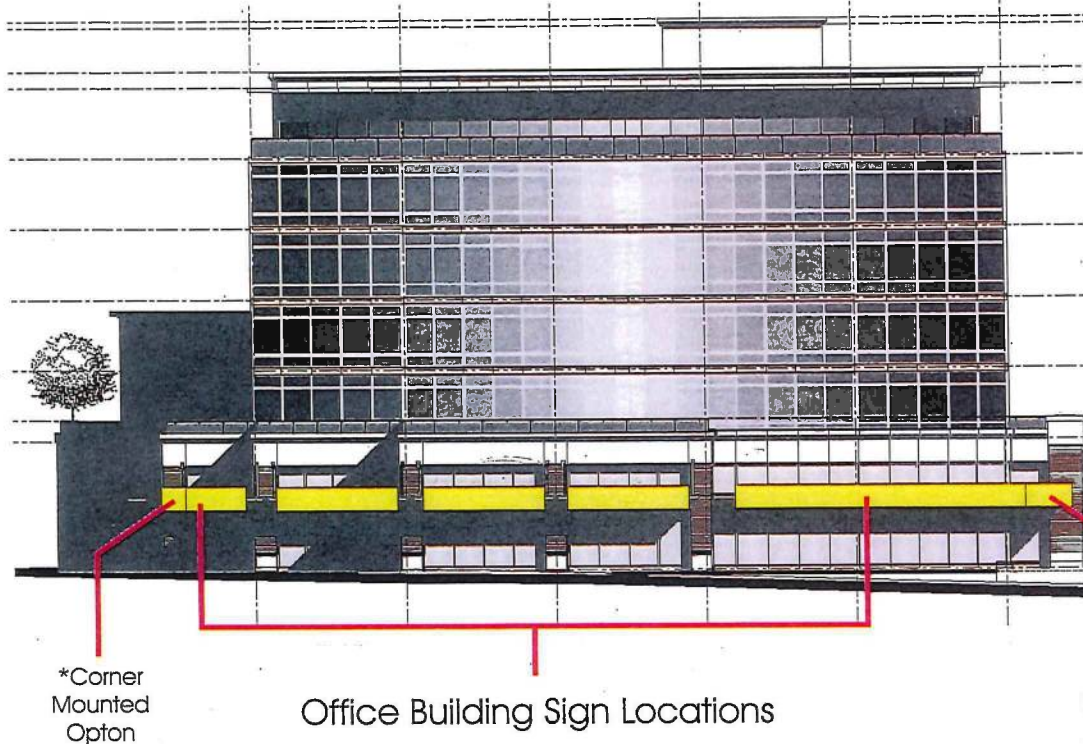


**JOHN PEACHEY  
 & ASSOCIATES**  
 INNOVATIVE SIGNAGE INC.

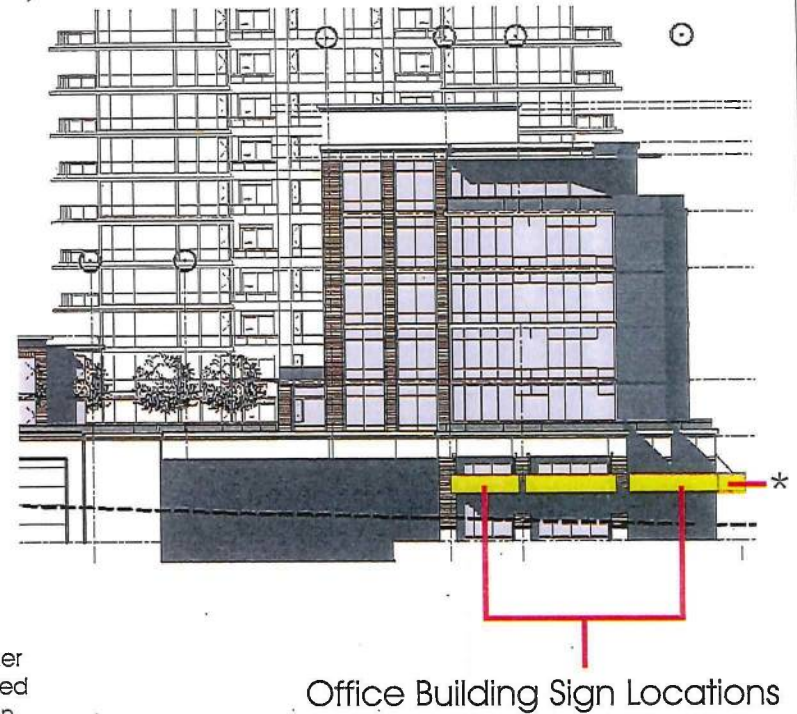
#208 - 1075 West 1st Street  
 North Vancouver, B.C., V7P 3T4  
 Ph: 604-984-4395 Fx: 604-984-4495

Bldg. 13

### North Elevation (facing Murray Street)



### East Elevation (facing loco Road)



The office building at the corner of loco Road and Murray Street has opportunities for signs that could be placed in one or more locations as shown above. Each tenant on the main level of the Office Building (Bldg. 13) will be permitted to have one entry sign situated at their entry door.

Tenants that have corner offices would also be permitted to have one additional sign on the adjacent side of their CRU space. The tenant may also decide to configure this sign for mounting on the corners of the office building (denoted by an asterisk \*) to permit optimum visibility from Murray Street and loco Road.

The maximum signage area would be determined by lineal street frontages. The maximum height of any one sign is 60" with regard to the maximum area allowable. Clearance to grade would be 90" or more.

Bldg. 13

## North Elevation (facing Murray Street)

Building Identity Sign Location



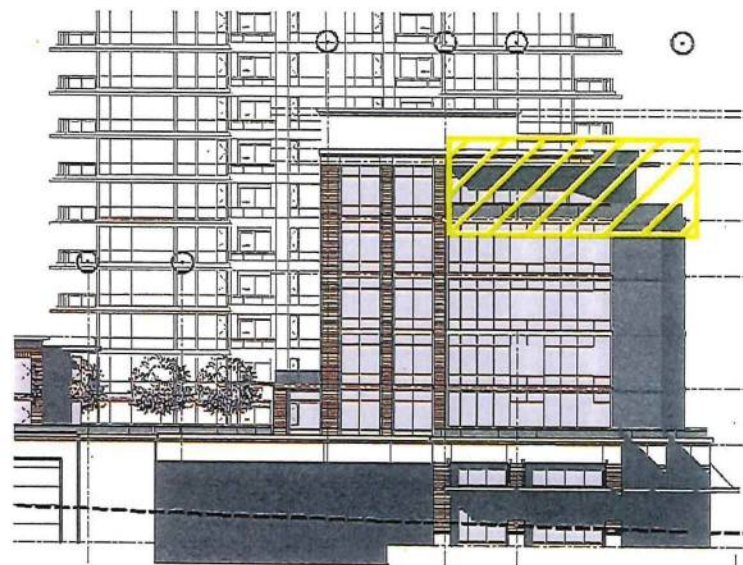
### Building Identity Sign:

The office building at the corner of loco Road and Murray Street may have an identifying sign on the top of the building on the curved wall which would be positioned so that it may be seen from Murray Street as well as from the intersection at loco Road.

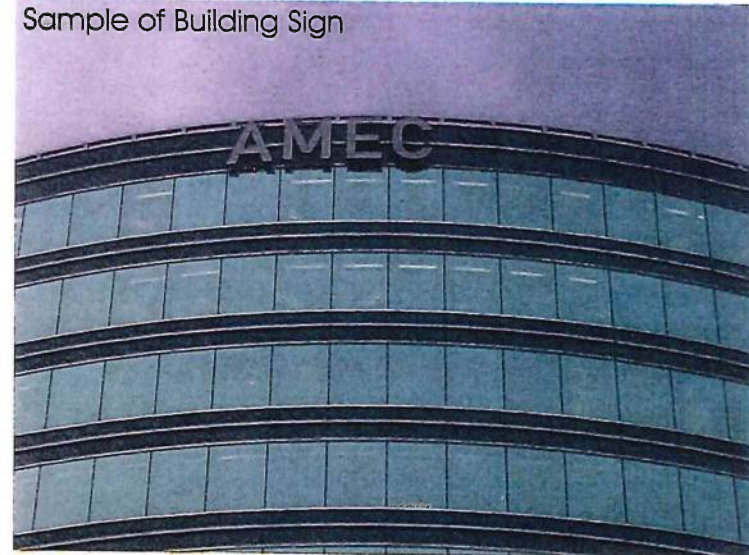
The Office Building Sign dimensions will be no more than 48" tall and 360" wide (approximately 1/5 of the building width).

This would have to meet the maximum allowable area specifications and would have to be confirmed and approved by the City of Port Moody.

## East Elevation (facing loco Road)

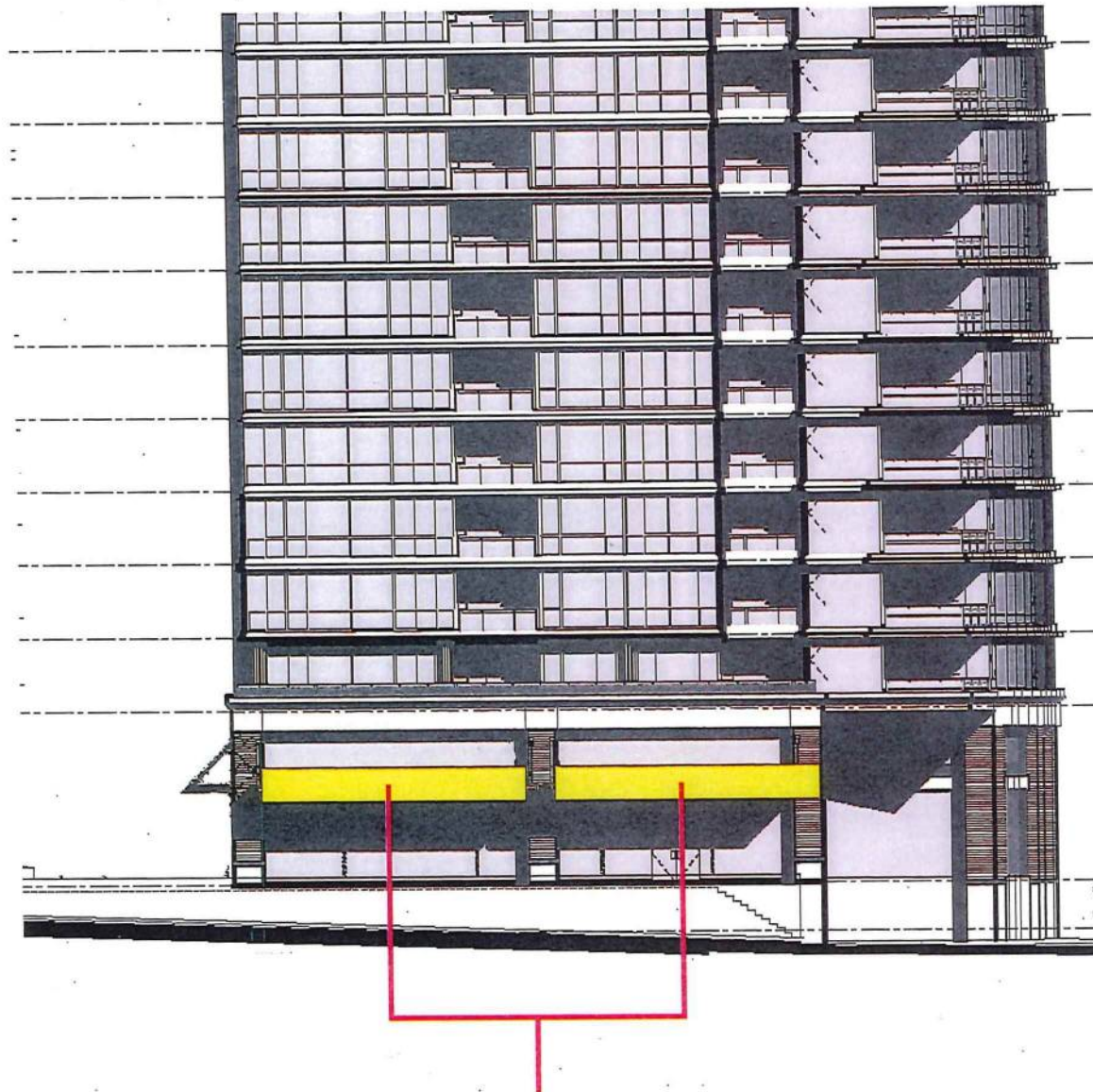


Sample of Building Sign



# Bldg. 12

## Murray Street Elevation



Tower Sign Options

Signage for the Tower A (Bldg. 12), facing Murray Street is proposed in locations on the metal canopy structure as shown to the left.

The locations for these signs has been chosen to optimize visibility from Murray Street and to ensure that they do not cover important architectural elements.

Sign construction and materials used will follow the guidelines described on page 9.

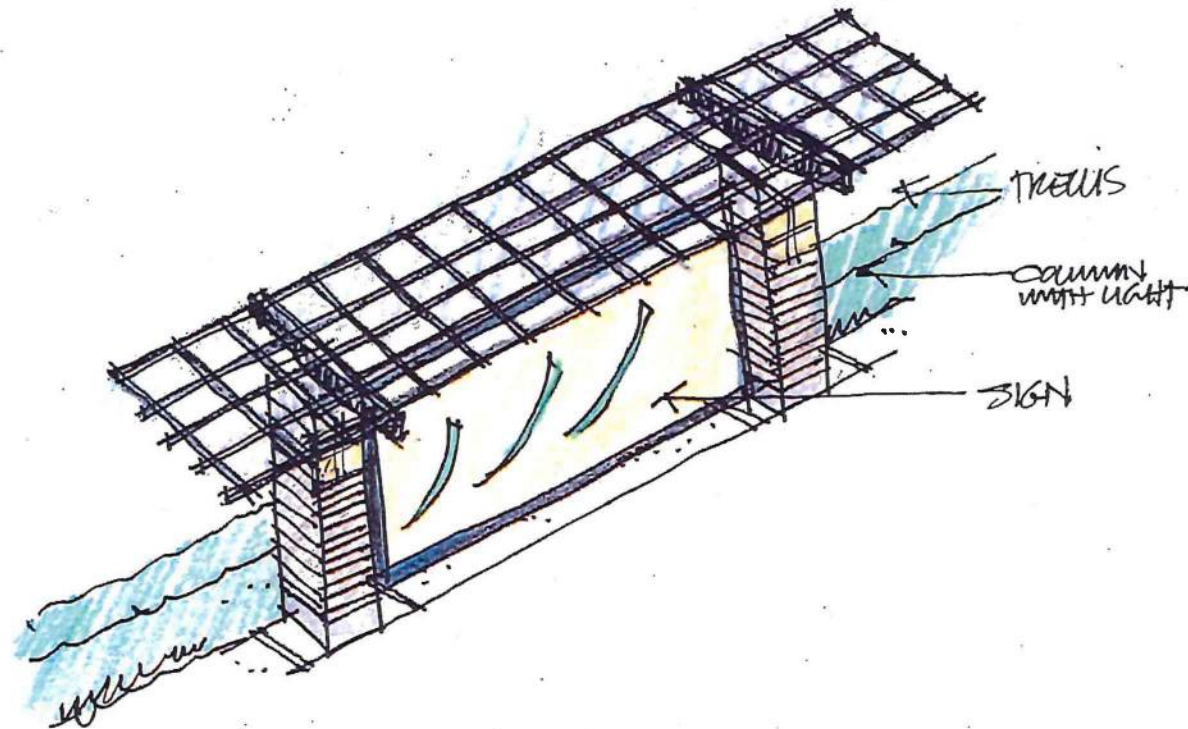
Sign size would follow the "Unique Signs" guideline and be based on lineal street frontage(s).

These signs will be not be taller than 60" and would be minimum 90" above grade.

If one tenant occupies both bays then a sign will be permitted on each bay.



# Freestanding Entry Signs



## Freestanding Entry Signs:

Above is a entry sign monument design proposed for the Suter Brook commercial area. This freestanding entry monument sign would mark the main Suter Brook development retail entrances at loco Road and Suter Brook Way, as well as at Morrissey Road at Murray Street. These signs would serve as the principal area markers for Suter Brook but could also caption primary retail services such as the "Bank", the "Grocery", the "Hotel" and the "Office Tower". This freestanding sign is proposed to be a large beautiful sign that suits the Suter Brook "brand" and the area architecture with tasteful and not overpowering illumination. This would be handled either with external spot lamps or with internal lighting.

The detailed design is to be approved as part of the landscape plan.



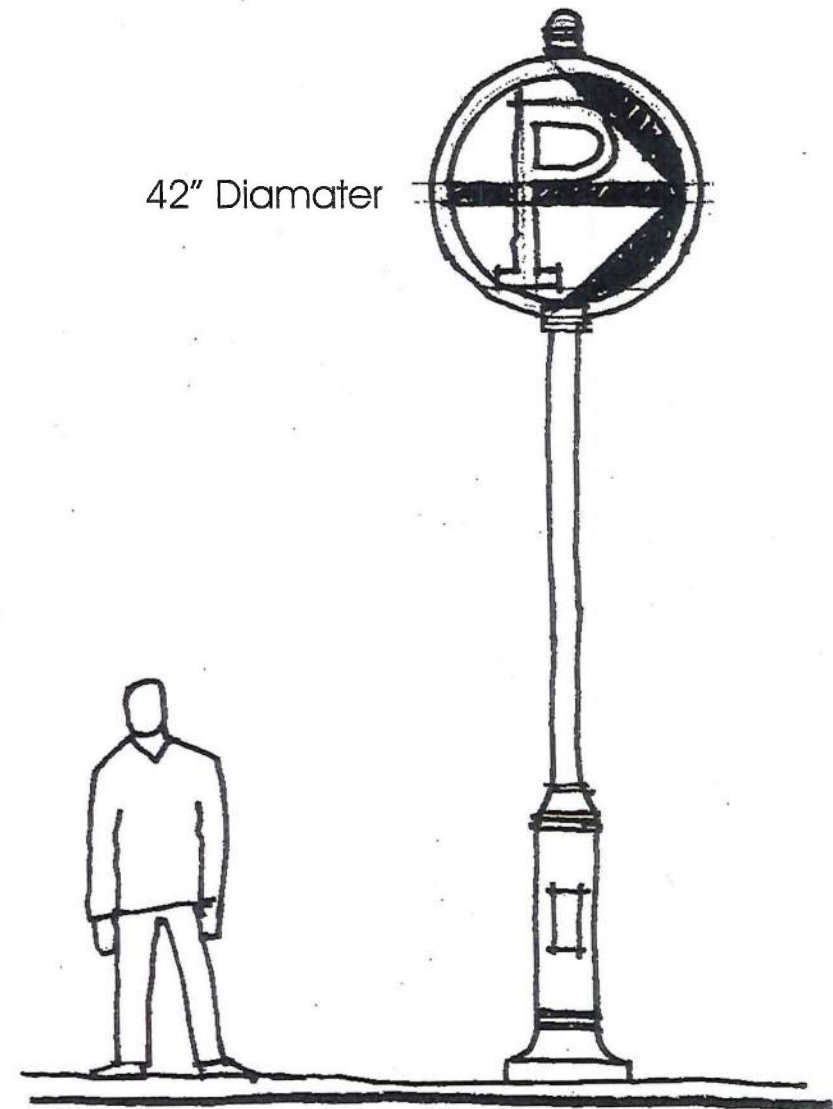
### Parking Directional Sign:

An internally illuminated sign is proposed as a post mounted sign for the west end of Suterbrook Way across Morrissey Road to indicate the parkade entrance on the west side of building 11.

As Suterbrook Way would be the obvious "main entry" to this development from loco Street, the above sign would be located at the end of the street so that guests are able to easily see the sign down Suterbrook Way and then navigate to the parkade entry (right turn on Morrissey; entry on right).

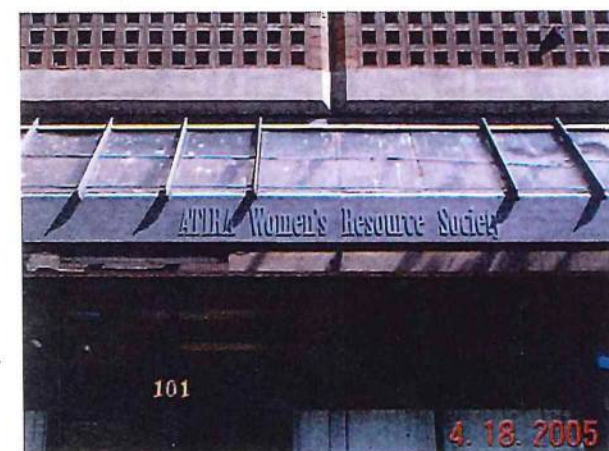
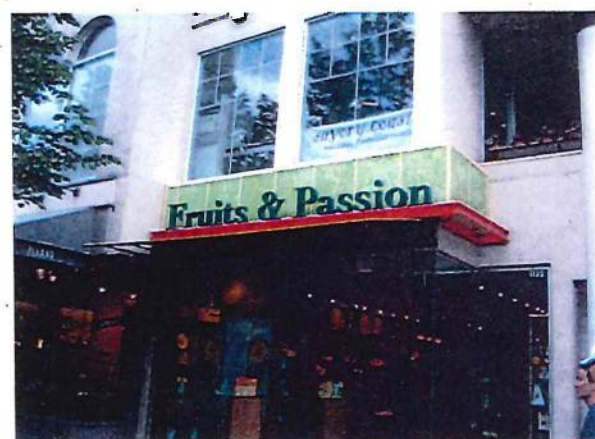
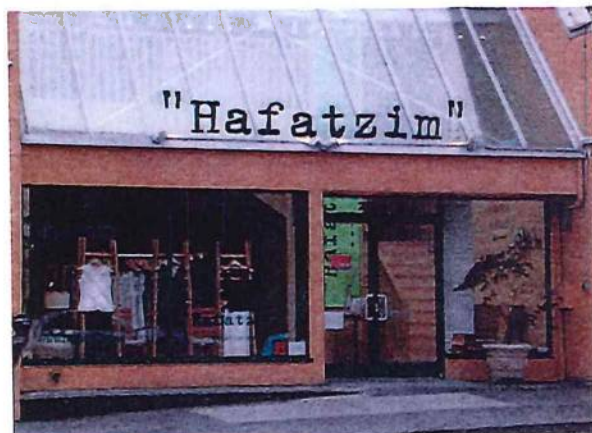
The sign could be post mounted either to an existing street or lamp post or to a decorative post specifically identified for this sign, as shown right, and may be illuminated if required.

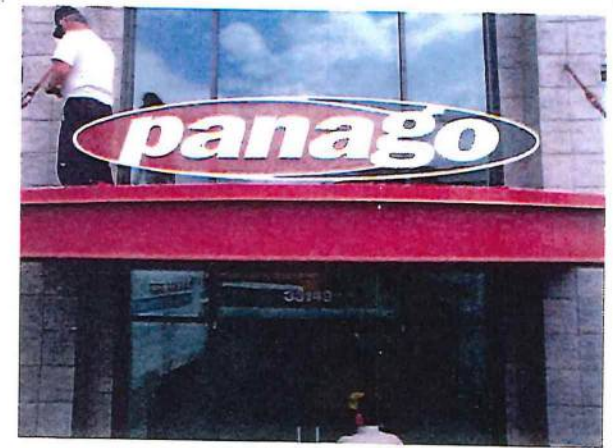
The final design of this sign is to be approved as part of the landscape drawings.

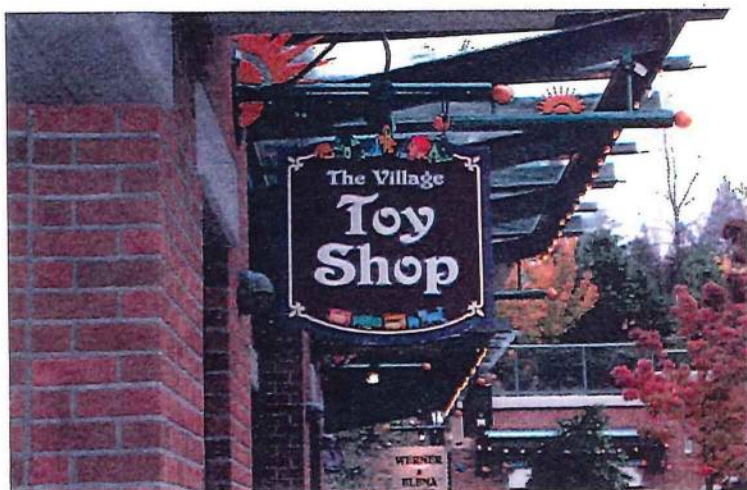


Concept Drawing











Banner Sign Examples 1  
**Suter Brook - Sign Design Guidelines**  
 Port Moody, B.C.

February 10, 2006  
 Revision 4.1  
 Sandy Matches



**JOHN PEACHEY  
 & ASSOCIATES**  
 INNOVATIVE SIGNAGING

268A (Lane) East Esplanade  
 North Vancouver, B.C., V7L-1A3  
 Phone : 984-4395 Fax : 984-4495

