Recommendation:

THAT the Council of the District of Squamish authorize issuance of Development Permit No. 254 to Fast Property Ltd. on land legally described as Lot 32 District Lot 759 Plan 18954, and located at 38936 Queens Way, Squamish, British Columbia; SUBJECT TO the provision of bonding for landscaping works in the form of cash, certified cheque or an Irrevocable Letter of Credit in the amount of $6,295.00.

CAO Recommendation

THAT the recommendation from the Planning Department be approved.

K. Anema, CAO

1. Purpose:

To allow for the development of a multi-unit light industrial development on property located at 38936 Queens Way.

2. Time Critical:

Yes, the applicant would like to proceed with this development as soon as possible.

3. Background:

The Planning Department received a DP application to develop the subject property (38936 Queens Way), which is located in the Business Park, slightly north of the intersection with Industrial Way, on the east side of Queensway. See site location map (Attachment 1).

The property is zoned Industrial Used Goods (I-4). The I4 zone permits Light Industrial (I-1) uses. The proposed development conforms with zoning; therefore, rezoning is not
required. The development application process only involves a Development Permit. The OCP land use designation for the property is Industrial, and the Business Park Sub Area Plan designates the land use as Light Industrial. The property is included in DP Area No. 6; therefore the application is assessed for conformance with DPA No. 6 guidelines.

The site is approximately 3 acres in size and it is currently undeveloped. The site has been preloaded for several years.

4. **Project Information:**

The Development Permit application has been reviewed by staff. Staff analysis of the application is provided below for Council’s review. The Development Permit (DP 254) has been prepared and it is attached as Attachment B.

The uses of the site will be determined by the future occupants of the individual strata units within the development, and conformance of the uses with the I4 zoning will be ensured through the process of municipal business licensing. Anticipated uses include warehousing and general light industrial.

The proposed development will have two driveway accesses to the site, at the north end and the south end of the property along the Queensway frontage.

The general site layout is for three buildings in a "U" shape: Building 1 (8 units) is oriented north-south across the frontage, and Building 2 (8 units) and Building 3 (8 units) are oriented east-west behind Building 1. See site plan (Attachment 2, Schedule A of the DP) for visual explanation. The three buildings are a concrete tilt-up style, single level with provision for interior mezzanines.

There are 24 units in total. The floor area of the units varies from about 1800 to 2500 square feet. Each unit has access from the back and the front with person doors and bay doors. The total floor area (including mezzanines) is 68,500 sq ft.

The general form and character of the buildings is consistent with Development Permit Area No. 6: Squamish Industrial Park and BC Rail Industrial Park. See Table 1 for analysis of how the proposed project addresses the DP area guidelines.
Table 1: Information about conformance of DP 254 with DPA No. 6

<table>
<thead>
<tr>
<th>DPA No. 6 Guidelines</th>
<th>Comments regarding conformance of DP 254 application with DPA No. 6 Guidelines</th>
<th>Reference to applicable DP 254 schedules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Siting, massing, shape, pattern, roof line and exterior</td>
<td>Staff are satisfied that all visible sides of the buildings are sufficiently varied with colour, pattern, windows, etc. Particularly along the Queens Way frontage (building 1, west elevation) each of the industrial units is well articulated. Building ends walls include windows and colour treatment to improve visual appearance and avoid blank facades.</td>
<td>Schedule C, D, E</td>
</tr>
<tr>
<td>finish of buildings should be sufficiently varied to</td>
<td></td>
<td></td>
</tr>
<tr>
<td>avoid monotonous landscape</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garbage and recycling must be screened from surrounding</td>
<td>There are two enclosed garbage and recycling stations for cleanliness and wildlife prevention.</td>
<td>Schedule B</td>
</tr>
<tr>
<td>roads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor storage of equipment and materials at the rear</td>
<td>No outdoor storage is contemplated on the site</td>
<td>N/A – no outdoor storage</td>
</tr>
<tr>
<td>Landscaping must be provided to enhance building</td>
<td>Landscaping with hardy and native plantings is provided across the frontage, in a free-form design (as opposed to a row of shrubs), integrated with rocks and development signage. The plantings will be arranged with smaller ones in front of larger ones. Colour palate is orange and pink-purple. Some landscaping pockets are also provided on the corners of interior buildings (Buildings 2 and 3) for visual relief.</td>
<td>Schedule F</td>
</tr>
<tr>
<td>appearance, along property lines, abutting roads. All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>areas not used for parking, outdoor storage and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>buildings must be paved</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Should chain link fencing be used, landscaping must be</td>
<td>The applicant is proposing fencing along the north, south, and east property lines. The fencing will be a decorative concrete blockwork with landscaping along the portion of the side property lines that are visible from the street, with remaining portions of the side property lines (north and south) fenced with chainlink.</td>
<td>Schedule A under “fencing” subheading. Location of fencing shown on Schedule F.</td>
</tr>
<tr>
<td>Schedule</td>
<td>Description</td>
<td>Signage should be incorporated into building facades, no signage above lowest roof eave or on roof, only one free standing sign, coordinated signage program required for planned multi tenant buildings.</td>
</tr>
<tr>
<td>-----------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Schedule F</td>
<td>Reduce non point and point source discharges into environmentally sensitive areas at the north end of the industrial park, and the dentville wetland area at the south end of the industrial park, and the mamquam blind channel</td>
<td>The site is not adjacent to the particularly sensitive areas identified in the DP area guidelines. Detailed drainage design is forthcoming with detailed design for the Building Permit and will include oil-water separators.</td>
</tr>
</tbody>
</table>
Parking and Loading
Parking and loading space requirements are calculated on the ground floor plus mezzanine areas, and meet zoning bylaw requirements: ninety-three parking spaces, including four handicapped parking spaces are proposed and meet the parking requirements as specified in the zoning bylaw. Three loading spaces are provided on site, as required by the zoning bylaw.

Form and Character of Buildings
The colours and textures strengthen contemporary, clean aesthetics that reference local natural tones and offer low-maintenance and durability. The tilt up construction type is a practical and functional construction type. The architect has included some façade treatments to improve the aesthetic appeal of the building, including glazing, varied paint finishes, and scribe work in concrete wall surfaces, attention paid to corner elements with wrap around design features. Paint and scribed linework to the wall surfaces is introduced to modulate otherwise the blank masonry surfaces – reducing the visual impact on blank concrete wall areas.

Entry canopies are designed to provide weather protection to the unity entry, but have the added benefit of providing relief and contextuality to the facades in both form and material use as seen in the use of wood lined soffits and oversized wood structural elements.

Signage Program
A comprehensive sign plan has been submitted by the applicant and will form part of the DP as a schedule (Schedule G). The comprehensive sign plan is encouraged in the DP area guidelines in order to coordinate signage, avoid any future confusion over the total signage that is permitted for the entire development and ensure that it is coordinated. Staff are satisfied that the sign plan is satisfactory and when implemented will help site users to find their way on and around the site, control sign design to a greater extent than individual sign permitting would afford, prevent visual ‘litter’ that uncoordinated and unplanned signage can result in, and complement the building design.

Landscaping
Shrubs, perennials, and groundcover will be placed along the frontage of the property (Queens Way) in some garden pockets designed around the proposed stonework entry signage locations throughout the development, as well as along the parking stalls and along the building face. Common landscaping species have been utilized with a tendency for hardy varieties, combined with a selection of native species to suite the Squamish setting and environmental conditions. Bonding for landscaping is identified as DP condition.

5. Department Comments:

Staff support Development Permit No. 254. The proposed form and character of development meets the development permit area guidelines (DP Area No. 6).
6. **Staff Recommendation and Alternatives:**

Staff Recommendation:

THAT the Council of the District of Squamish authorize issuance of Development Permit No. 254 to Fast Property Ltd. on land legally described as Lot 32, District Lot 759 Plan 18954, and located at 38936 Queens Way, Squamish, British Columbia; SUBJECT TO the provision of bonding for landscaping works in the form of cash, certified cheque or an Irrevocable Letter of Credit in the amount of $6,295.00.

Alternative 1:

THAT the Council of the District of Squamish **not** authorize issuance of Development Permit No. 254 to Fast Property Ltd. on land legally described as Lot 32, District Lot 759 Plan 18954, and located at 38936 Queens Way, Squamish, British Columbia

Implications: This course of action is appropriate if Council does **not** support Development Permit No. 254.

Alternative 2:

Another direction/course of action as specified by Council.

Heather Evans
Planner

Attachment A: Location Map
Attachment B: Development Permit No. 254
LOCATION MAP

38936 Queens Way

Attachment A
DISTRICT OF SQUAMISH

DEVELOPMENT PERMIT NO. 254

1. This Development Permit No. 254 is issued to **Fast Property Ltd.** as the owners (the “Permittees”) and shall apply to ALL AND SINGULAR that certain parcel or tract of land and premises situate, lying and being in the District of Squamish, in the Province of British Columbia, and more particularly known and described as:

Lot 32 District Lot 759 Plan 18954 (PID # 007-249-195)

to which the civic address of 38936 Queens Way, Squamish, British Columbia has been assigned (hereinafter referred to as “Lands”).

2. This Development Permit No. 254 is issued pursuant to the authority of the District of Squamish Official Community Plan No. 1536, 1998 as amended, and in conformity with the procedure prescribed by the District of Squamish Development Procedure Bylaw No. 1446, 1997 and the provisions, requirements, terms and conditions of the District of Squamish Zoning Bylaw No. 1342, 1995 and the District of Squamish Subdivision and Development Control Bylaw No. 1767, 2003, as the same relate to and regulate the use of the Lands, and shall not be in any way varied.

3. The following terms and conditions shall apply to the Lands.

   (a) **Dimensions & Siting of Buildings & Structures**

   All buildings and structures to be constructed on the Lands shall generally conform in every respect to the following plans:

   (i) Project Description and Statistics, Drawing, received July 18, 2007 marked Schedule “A”;

   (ii) Site Plan, Drawing A0.2 received July 18, 2007 marked Schedule “B”;

   (iii) Elevations, Drawing A2.0 received July 18, 2007 marked Schedule “C”;

   (iv) Elevations 2, Drawing A2.1 received July 10, 2007 marked Schedule “D”;

   (v) Elevations 3, Drawing A2.2 received July 10, 2007 marked Schedule “E”;

   (vi) Landscape Plan, Drawing A5.0 received July 10, 2007 marked Schedule “F”;

   (vii) Queens Way Business Park Signage and Graphics Program marked Schedule “G”;

   (viii) Colour Board, Drawing A4.0 and A4.1 marked Schedule H;

   approved by the District of Squamish on May 2007 and attached hereto.
Development Permit No. 254

(b) **Landscaping or Screening**
Landscaping or screening shall be established around different uses in conformity with Schedule “F”, approved by the District of Squamish and attached hereto. All landscaping is to be contained by curbing.

(c) **Siting of Garbage Facilities**

Garbage facilities shall be provided in accordance with Schedule “B” approved by the District of Squamish on July 2007.

4. The following maps and plans are attached hereto and are made part of this Development Permit and notwithstanding any other provision, no works shall be performed upon the Lands, nor shall any building or structure be erected, constructed, repaired, renovated or sited, nor any use permitted on the Lands that is not in accordance therewith and with all terms and conditions of this Development Permit.

Plans:

(i) Project Description and Statistics, Drawing, received July 18, 2007 marked Schedule “A”;
(ii) Site Plan, Drawing A0.2 received July 18, 2007 marked Schedule “B”;
(iii) Elevations, Drawing A2.0 received July 18, 2007 marked Schedule “C”;
(iv) Elevations 2, Drawing A2.1 received July 10, 2007 marked Schedule “D”;
(v) Elevations 3, Drawing A2.2 received July 10, 2007 marked Schedule “E”;
(vi) Landscape Plan, Drawing A5.0 received July 10, 2007 marked Schedule “F”;
(vii) Queens Way Business Park Signage and Graphics Program marked Schedule “G”;
(viii) Colour Board, Drawing A4.0 and A4.1 marked Schedule “H”;

all as approved by the District of Squamish on May 2007; PROVIDED HOWEVER that nothing herein contained shall be construed to authorize the owner of the Lands to develop them other than in accordance with the provisions of the District of Squamish Zoning Bylaw, except to the extent that they are expressly varied by this Development Permit.
Development Permit No. 254

5. Prior to issuance of the Permit, the Applicant is to provide security in the form of Cash, Certified Cheque or an Irrevocable Letter of Credit in the amount of $26,235.00 to secure provision of landscaping. The Letter of Credit shall be received and kept in force until all the landscaping work is completed.

6. The renewal of any Letter of Credit shall be in such amount as the District of Squamish shall specify, having regard to any change in the estimated cost of undertaking the works, construction or other activities secured by the Letter of Credit that may have occurred since the Letter of Credit was originally issued.

7. All landscaping to be prepared in conjunction with development should use as a guideline The British Columbia Landscape Standard, as per the British Columbia Society of Landscape Architects. A maintenance bond for landscaping for a period of one (1) year in conjunction with developments is required, and will be in the amount of 10% of the original bond amount (January 3rd, 1995 Council Policy).

8. All landscaping is to be installed on the subject property and contained by curbing. Landscaping within the abutting road right-of-way boulevard is to be provided in accordance with the Squamish Subdivision and Development Control Bylaw No. 1767, 2003.

9. The Permittee shall complete all landscaping to the satisfaction of the Municipality within twenty-four (24) months from the date the Municipal Council authorized issuance of this Permit.

10. If the Permittee does not commence the development permitted by the Permit within TWO YEARS from the date of the issuance of the Permit, this Permit shall lapse.

11. This Permit is not a building permit or a development variance permit. While development on the Lands is subject to the conditions and requirements set out in this Permit, the Permit does not authorize development or any construction. Council reserves the right at any time prior to issuance of a building permit to alter the permitted use, density or conditions of use that affect the Lands.

IN WITNESS WHEREOF this permit has been executed under seal of the District of Squamish on the day of 2007.

The Corporate Seal of the District of Squamish was hereunto affixed in the presence of: )

) ) )

) 

) 

) 

)
Development Permit No. 254

Ian Sutherland, Mayor

Robin Arthurs, Director of Administrative Services

STATEMENT OF INTENT

I, Robert Fast having read and understood the terms and conditions of this Development Permit hereby agree to abide by such terms and conditions and to complete all of the works and services and all other requirements under the Development Permit in accordance with the District Bylaws.

Robert Fast

DG
FAST PROPERTY WAREHOUSE INDUSTRIAL PROJECT, SQUAMISH, BC

1.0 PROJECT DESCRIPTION AND DESIGN STATEMENT

The Lot 33 Queenmay development proposed is a multi-use, light industrial development in keeping with the provisions of the existing lot. The Project Description and Design Statement was prepared to provide a description of the development proposed, as well as the means by which the City of Squamish, BC, will be able to assess the proposed development in terms of its suitability for the site and the requirements of the City’s Zoning Bylaw, Development Standards, and other legislation.

2.0 DESIGN RATIONALE

2.1 Site Context

The proposed layout for the warehouse development was designed to accommodate both the local and regional traffic and pedestrian needs of the area. The design was developed to create a functional and efficient layout that would accommodate the commercial needs of the proposed tenants.

2.2 Site Access and Servicing

The site access and servicing for the warehouse development were designed to accommodate both the local and regional traffic and pedestrian needs of the area. The design was developed to create a functional and efficient layout that would accommodate the commercial needs of the proposed tenants.

2.3 Design Concept

The design concept for the warehouse development was developed to accommodate both the local and regional traffic and pedestrian needs of the area. The design was developed to create a functional and efficient layout that would accommodate the commercial needs of the proposed tenants.

3.0 ZONING SUMMARY

The proposed building has been designed to conform to all prescribed standards of the lot. The following section outlines the design response to the building regulations.

4.0 LANDSCAPING

4.1 Landscape Design Philosophy

The landscape design is intended to create a linear parkway, an approach to modern design in which the vegetation is used to define the space and create a sense of enclosure. The design is intended to create a linear parkway, an approach to modern design in which the vegetation is used to define the space and create a sense of enclosure. The design is intended to create a linear parkway, an approach to modern design in which the vegetation is used to define the space and create a sense of enclosure.

5.0 PARKING STATISTICS

Five loading bays have been included as part of the proposed development. The parking space required is 93 stalls, which serves to consolidate individual unit signage in set locations with allocated downlighting and avoid the possibility of visual signage clutter. This is achieved by orienting the proposed building layout is for a single level, tilt-up construction building that will house a number of unrelated (independent) commercial entities in the warehouse or storage requirements (55%) on that basis.
NORTH ELEVATION (REAR) - BUILDING 2

NOTE:
BUILDING 3 REVERSE OF BUILDING 2

EAST ELEVATION (SIDE) - BUILDING 2
(WEST ELEVATION - REVERSE)

MATERIALS LEGEND

P1 - PAINTED CONCRETE 
TO MATCH BENJAMIN MOORE 2142-50 GRAY MIRAGE

AL - ALUMINUM
TO MATCH PPG DUACRON GRAY METALLIC

GL - GLASS
LOW E
6MM CLEAR - 1/2” AIR SPACE - 6MM CLEAR

WD2 - WOOD
STAIN TO MATCH BENJAMIN MOORE HC-74 VALLEY FORGE BROWN

P2 - PAINTED CONCRETE 1 
TO MATCH BENJAMIN MOORE 2121-20 STEEL WOOL

P3 - EXIT DOORS 
TO MATCH BENJAMIN MOORE 2136-40 AEGEAN TEAL

P4 - PAINTED CONCRETE 3 
C/W HORIZONTAL REVEALS 
TO MATCH BENJAMIN MOORE HC-23 YORKSHIRE TAN

Copyrigh ted 
THIS PLAN AND DESIGN IS AND AT ALL TIMES REMAINS THE EXCLUSIVE PROPERTY OF VIA ARCHITECTURE AND HARRY MEASURE + ASSOCIATES AND CANNOT BE USED IN PART OR IN WHOLE WITHOUT ARCHITECT’S WRITTEN CONSENT.
QUEENSWAY BUSINESS PARK
SIGNAGE AND GRAPHICS PROGRAM

QUEENSWAY BUSINESS PARK
Lot 32 Queensway Squamish BC

Prepared and submitted by INTERSECTgroup for the Cardinal Group of Companies, October 2006; Revised & resubmitted March 2007, Revised & resubmitted July 2007
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   Plan Showing Project Sign Locations 16+17+18
Signage Program

The signage program for the business/industrial development at Lot 32 Queensway, identified as the ‘Queensway Business Park’, has been designed to provide an original, contextual and distinct aesthetic identity to the project. In addition, the aim has been to maintain the architectural and landscape aesthetic of the design by way of signage treatment that is at harmony with – and appropriate to – both the identity of individual occupants and the overall development.

As described in the DESIGN STATEMENT submitted with the Development Permit Application, the Queensway Business Park has been designed to exhibit a level of design and construction quality that distinguishes the development as a higher quality than traditional industrial zone built product. The signage program is formulated to embody this approach.

The program consists of two primary components; the individual tenant identification and the project identification.

Tenant Identity

The development tenants will be identified through a combination of fascia displays that will conform to the District Bylaws for size restrictions and pre-approved installation locations. While the permitted location, material, size and style of sign installations are specified by the developer, colours and copy styles will be somewhat flexible to accommodate existing pre-existing tenant logo and copy product, originality in the tenant message, and appropriate variation.

However, the specific location of copy, copy style and copy size is regulated by the developer to maintain a high level of visual consistency and coherency throughout the project.

Project/Development Identity

The project is identified by signage that is designed to accommodate a number of principles considered critical to the cohesion of the aesthetic approach and to the development quality.
In summary, these include;

• The freestanding project-identity sign elements are designed as integral to the streetscape and landscape treatment, in terms of materials, scale, location and orientation

• The sign elements are designed to maintain the consistency of the overall building aesthetic and to present a unified streetscape treatment

• The sign design approach ensures the project signs are stylistically consistent with the contemporary mountain aesthetic of the built form

**Sign Lighting**

The lighting of all tenant fascia signs will be restricted to hooded goose-neck lamps in external situations. The object of the lighting methodology is to provide sufficient illumination to the displays without causing an overspill of light beyond the borders of these displays that would be obtrusive to the balance of the project, and nor to surrounding neighbourhoods.

Lighting will be directed in all cases downward to limit light spill into the night sky.

The lighting of the project sign elements will be accommodated by way of concealed ground-based lighting that directs an appropriate lighting level to the sign face only. The landscaping design will additionally ensure the light sources do not spill light toward trafficable areas.
Development Location Plan

SITE LOCATION PLAN
NOT TO SCALE
Tenant Signage; Fascia Displays

All tenant signage is to be constructed and installed in accordance with the developer’s specifications. Sample drawings describing typical sign designs are attached. The developer’s approval must be received in writing prior to commencing with any signage manufacturing or installation. Any signage installed without the developer’s approval may be subject to removal and replacement with conforming signage at the tenant’s cost.

All single-occupancy tenants are allocated signage locations as follows;

(A) Each tenantable unit has an integrated signage panel designed as part of the façade treatment. The signage panel is to contain within its perimeter the tenant’s naming and logo/identity and associated artwork.

Materials to be used are wood, powder-coated aluminum, and enamel finish letters. No plastics are to used and no backlit signs are to be installed.

Maximum descriptive copy size is to be limited to a maximum of 12”.

(B) Alternately, if appropriate to the tenant’s identity requirements, tenants may opt to separate naming copy and logo/identity/artwork. In this case sign copy only must be located in the façade copy zone as prescribed in attached typical elevations, and the tenant’s logo/identity/artwork (if applicable) is to be located within the integrated signage panel.

In the façade copy zone materials permitted are powder coated aluminum and enamel finish letters. No plastics are to be used. All copy lettering is to be single piece, pin or flush mounted. No additional fascia panels are allowed, and no painted lettering is to be permitted.

Fabrication and installation details for copy are to be approved by the developer prior to commencement of installation.

Maximum descriptive copy size is to be limited to a maximum of 12”.

Tenants may select one of the application options - (A) or (B), but not both.
Dual-occupancy signage proposal;

In the event that the District of Squamish receives and approves required permit applications for development alterations to accommodate dual occupancy in single units, the signage proposal is to accommodate the signage needs of respective tenants as follows;

- Ground floor tenants are to utilize the **integrated signage panel** as identified in condition (A) above, for all signage and tenant identity purposes in accordance with the described constraints
- Upper floor/mezzanine tenants are to utilize the **façade copy zone** as identified in condition (B) above, for all signage and identity purposes in accordance with the described constraints

No hanging signs are to be attached – temporarily or otherwise – to entry canopies.

In the event that a specific tenant occupies more than one prescribed unit, the signage controls remain as applicable to a single unit, and additional **integrated signage panels** will be removed/not installed by the developer to ensure blank panels do not occur.

Each tenant may be allocated a secondary signage location at the entry door to the tenant’s unit. This signage is limited to copy only, applied to the inner face of the glazed door, and will be limited to the tenants operating identity. Copy may be applied lettering only, in colour matching the tenant’s fascia lettering, and at a maximum copy size of 4”.

All tenant signage is to be of a consistent nature, both with each other as well as with the overall objective of the project and the surrounding community and architecture. The developer retains the right to revise designs, and issue final approval following review, of all tenant sign proposals to this effect.

All signage applications to the District of Squamish by, or on behalf of, the tenant or occupier will be accompanied by a signed statement of approval form the developer, recognizing the review and approval of the signage design.

Submissions made without this approval will be deemed to be non-approved designs.
Tenant Façade Sign Details

1. INTEGRATED SIGNAGE PANEL
2. FASCIA COPY ZONE
3. SECONDARY SIGNAGE LOCATION

Tenant Signage; Window Displays

Window signs are signs located inside the display windows of tenantable space. The design intent is that window signs should be incorporated as part of the overall sign program and must be approved by the developer. They must conform to the District of Squamish sign bylaw, and ay be proposed with the following considerations;

- Window signs are permitted provided they are a substitute for one or more permitted exterior signs. Window signs shall not exceed the lesser of 1sq/m or 15% of the total ground floor window area of a business frontage
• Window signs are permitted only at the ground floor level of the building

• Window decals comprising the lesser of 5% of the ground floor window area or 0.5 sq/m are permitted without application for permit in addition to a window sign

• Temporary paper or cardboard posters and placard advertising a sale or event and comprising the lesser of 1sq/m or 14% of the ground floor window area are permitted without application for permit in addition to a window sign

• Stained glass windows or windows with painted artwork are excluded from the regulations of this sub-section, provided they do not include letters or advertising messages

• Neon signs are not permitted except as ‘window signs’ complying with the regulations of this section and District bylaws.
Project Signage; Freestanding Displays and Applied Project Identity Signage

Project signage is designed to continue the nature and style of the building aesthetic in a program of building and project identity that enhances the visual quality of the overall concept. The approach has been to create a brand identity for the development and illustrate this identity in signage elements that are communicative, appealing and functional.

The project brand, or logo, is consistent throughout the project signage. The logo has been designed to represent an easily recognized representation of naming, in a stylized format that represents the identity of the project style, use and context. The specific copy font of the project identity – Queensway Business Park – has been selected to reflect the contemporary nature of the building aesthetic.

Project signage consists of three components;

(1) **Freestanding**

The main project identity signage consists one (1) freestanding display measuring approximately 5’ x 6’ (refer drawing for dimensions), of a double-faced configuration to ensure visibility from all approach directions. The primary function of the freestanding sign display is to facilitate viewing by vehicular traffic from both north and south entrance points on Queensway. The sign element is located centrally to the site at the street frontage as identified by way of a superimposed detail on the attached landscape plan.

The display is of a low profile (overall height of 5’4”) to minimize blocking of views to the building streetscape and feature a composite of concrete upstand and a natural stonework plinth to unify the building architecture and landscape treatment.

The display has been located at the property line on the street aspect to maximize visibility.

The applied identity components of the freestanding display are constructed of aluminum with copy (both the logo and project title) in relief. Soft backlighting, or ‘halo’ lighting, of the copy is provided by internal concealed T-12 lamps. Additional ground based lighting will illuminate the sign element, as prescribed in the general lighting section.
The colours evident in the project title, logo and surrounds are chosen to reflect the colour palette prescribed in the materials and colour specification submitted as part of the Development Permit.

The balance of the sign element structure exhibits natural light earth tones to limit the need for light projection.

(2) Project Identity; Fascia

Several building locations have been strategically chosen for application of the project logo as a means to complete the branding of the three separate building components of the development. This logo directly relates to the logo identified on the freestanding displays in size, style and colour.

These logos are cutout aluminum and pin mounted to fascia locations as identified on the attached elevations. Lighting to these sign elements will be halo lighting by way of concealed T-2 lamps.

(3) Tenant Directories

Tenant directory signs are located as identified on the attached plan. Each is located on the blank building wall at pedestrian level. These signs are designed to offer phased tenant naming inclusion, project logo and title. The display will be illuminated by way of a low overhead or gooseneck lighting that compliments lighting chosen for other displays – and accordingly follows light spill principles.

Tenants directories will maintain the project aesthetic in terms of colour, materials and style. These signs are identified conceptually in attached material.

In reference to the Tenant Directories, each unit identified/allocated on the tenant directories will be identified – for loading, emergency and service purposes – at the rear of the unit by way of a highly-visible painted application showing building and unit number, as identified in the following typical elevation. This signage will be completed by the developer during to maintain visual consistency, colour and quality of finish.
Freestanding Display Design Detail

Detail for two (2) low-profile single faced illuminated blade display (stonework base by others in landscape contract)

- O.H.; 3'9" x 9'0"
- O.H. with logo sign; 5'3" x 9'0"
- Painted off-form concrete blade wall with surface-mounted aluminum cutout project naming copy
- Pin mounted, fixed aluminum logo identity plate – in brushed finish with flush mounted cutout identity logo (1/2” proud of plate face)
- Project title copy colour, black
- Project logo and logo baseplate colour, as shown (to match building façade specifications)
- Concrete colour, to match Benjamin Moore 2142-50 Gray Mirage
Project Identity Elevation(s)

Note. Side elevation shown as typical and indicative for both signage locations
Tenant Directory Design

Detail for two (2) exterior single faced non-illuminated directory display ‘routed look’ hand-tooled logo shape/routed tenant slots with vinyl copy

- O.D.; 6’0” (H) x 3’6” (W)
- Background colour to match Benjamin Moore 2142-50 Gray Mirage
- Letter copy colour, black
- Copy background, white
- Hand-tooling, as shown
Unit Identity Elevation (typical, rear of building)

1. REAR FACADE UNIT IDENTITY
   (SIMILAR FOR ALL UNITS - CENTER ABOVE RECESS FOR REAR ENTRY DOOR)
Plans Showing Project Sign Locations;

Project Identity Display Location
Project Identity Logo Locations
Tenant Directory Signage Locations