

SIGNAGE INCENTIVE PROGRAM

DESIGN GUIDELINES June 2018

PREPARED FOR



PREPARED BY



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CONTENTS

KEY TERMS	1
INTRODUCTION	3
2.1 Signage Incentive Program	3
2.2 Grant Funding Details	3
2.3 Eligibility Requirements	4
SIGNAGE INCENTIVE PROGRAM DESIGN GUIDELINES	7
3.1 Sign Design Principles	9
3.2 Eligible Design Elements	10
3.3 Visual Guidelines	13
3.3.1 Fascia Signs	13
3.3.2 Wall Signs	14
3.3.3 Projecting Signs	15
3.3.4 Awning/canopy Signs	17
3.3.5 Directional Signs	18
APPROVALS PROCESS	19
5.1 General Process and Procedure	19
5.2 Application Requirements Checklist	20

E BREWING CO.

Nash House



1 KEY TERMS

In addition to the definitions in Section 2 of the current Sign Bylaw **XXXX**, the following definitions are the understanding of terms used in the subsequent sections unless the context requires otherwise:

BUILDING FACADE:

Means all individual wall areas of a building in one place or elevation.

CHARACTER:

Means the qualities that assist in the identification of a place or brand.

COPY:

Means the letters, characters, numbers or graphics which make up the message on a sign, but does not include background colour.

COPY AREA:

Means the area of a sign which encloses the advertising message or announcement and includes logos, borders and other like graphics.

FIRST STOREY:

Means the storey with the floor nearest to the average elevation of the surface of the ground where it meets the front wall of a building.

FOOTPRINT:

Means the area of the ground surface that a sign covers, but does not include the sign foundation.

HEIGHT OF A SIGN:

Means the vertical distance measured from the highest point of the sign to the grade elevation directly below the sign.

NATURAL MATERIALS:

Means any product that comes from plants or the ground. Minerals and the metals that can be extracted from them (without further modification) are also considered to belong into this category.

PROJECTION:

The distance that a sign may extend from the vertical face of a Building.

SIGN DISTRICT:

Means a sign district established under the *Sign Bylaw*.



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The Gift Shop
at
Mussels & More Pottery

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Canada's Largest
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~ Tours Available ~



2 INTRODUCTION

2.1 SIGNAGE INCENTIVE PROGRAM

The Signage Incentive Program (SIP) is designed to build on Campbell River's existing Downtown Façade Improvement Program by providing a separate incentive fund directed purely at signage improvements. Grants will be available to assist eligible business owners in making their visions for interesting and attractive forms of sign advertisement come to life.

The key goal of the signage incentive program is to promote revitalization in the downtown districts and village centres by encouraging building owners and businesses to invest in quality signage that is unique in character and adheres to the signage design guidelines (the Guidelines) outlined within this document. In addition, the Guidelines aim to achieve the following goals:

- Promote the City of Campbell River's character and identity through business signage design;
- Provide a graphic tool to supplement the *Sign Bylaw* and improve ease of interpretation;
- Encourage the integration of the building's architecture, façade and signage in a thoughtful and comprehensive plan.
- Enhance architecture and contribute to the established local character;
- Present a holistic approach to business signage by reinforcing design principles from the 'Refresh Downtown' Plan and the SOCP;
- Demonstrate practical uses of materials to reflect signage regulations for specific sub areas;
- Create flexibility within guidelines to allow for creativity;
- Reduce excessive and unattractive signage occurring in the City;
- Simplify the interpretation of the sign bylaw;
- Reduce confusion prior to application;
- Assist with streamlining the design to approval process;

The Guidelines will summarize the City's preferences for visual character, style, materials and function that have been identified in several over-arching plans published to date.

HOW TO USE THE GUIDELINES

The Guidelines should be used by SIP applicants to further the understanding of eligible signage design. Specifically, proposed signage should reflect dimensional, aesthetic, thematic and general requirements prior to submitting a formal sign permit application to the City of Campbell River.

The Guidelines are for property owners, sign makers, architects, landscape architects, designers and the public who are mandated to adhere to the *Sign Bylaw* and its relevant regulations. To address concerns related to subjective and qualitative design-related matters, the Guidelines have been provided as a guiding tool to address general requirements and the City's preferences without compromising individuality or creativity.

It is noted that all signs are also subject to meeting the criteria and requirements of the British Columbia Building Code for standards of safety, structural stability and accessibility. Alignment with the Guidelines should not supersede these requirements, the *Sign Bylaw* nor does it guarantee approval.

2.2 GRANT FUNDING DETAILS

The Signage Incentive Program will provide grant funding to applicants meeting the eligibility requirements as outlined in Section 2.3. Grants awarded will fund 80% of the total cost of creating a new sign, or alternatively, replacing or renovating an existing sign up to a total amount of \$5,000. Along with the eligibility requirements, applicants are expected to meet the required design criteria provided in all subsequent sections of the Guidelines.

2.3 ELIGIBILITY REQUIREMENTS

To be eligible to apply:

- Applicant must be the property owner or the business owner. If the business owner, the property owner must approve of the application in writing and confirm that all signage improvements are to be paid for by the applicant;
- All City of Campbell River property taxes pertaining to the property are fully paid and current;
- The proposed signage improvement project must commence after the application is approved; and
- Both property owner and business owner are each eligible to apply separately for a signage improvement grant for the subject property once every 10 years, provided that the signage improvements are paid for by each applicant separately. However, greater consideration will be given to consecutive signage grants for projects that build upon the success of previous signage or facade improvements.

2.3.1 Eligible Signage Improvements

While projects normally considered “maintenance” are not eligible, signage improvement features that are eligible are those that replace, renovate, restore, or re-design, including:

- Replacing existing signage;
- Costs associated with the design or re-design of signage (by preferred signage providers only);
- Changes to sign color;
- Changes to sign materials;
- Mountings, lighting and electrical work related to signage replacement or repair;
- Replacement of awnings and canopies where their primary function is supporting signage; and
- Design, Architectural, Engineering Permit Fees.



2.3.2 Eligible Sign Types

Not all types of signage are equal. For the purposes of the SIP, eligibility for funding is restricted to permanent sign types that directly impact the character of each storefront.

Relevant Sign Types include:

- (A) Fascia
- (B) Wall
- (C) Projecting
- (D) Awning/canopy
- (E) Directional



- a** fascia
- b** wall
- c** projecting
- d** awning/canopy
- e** directional



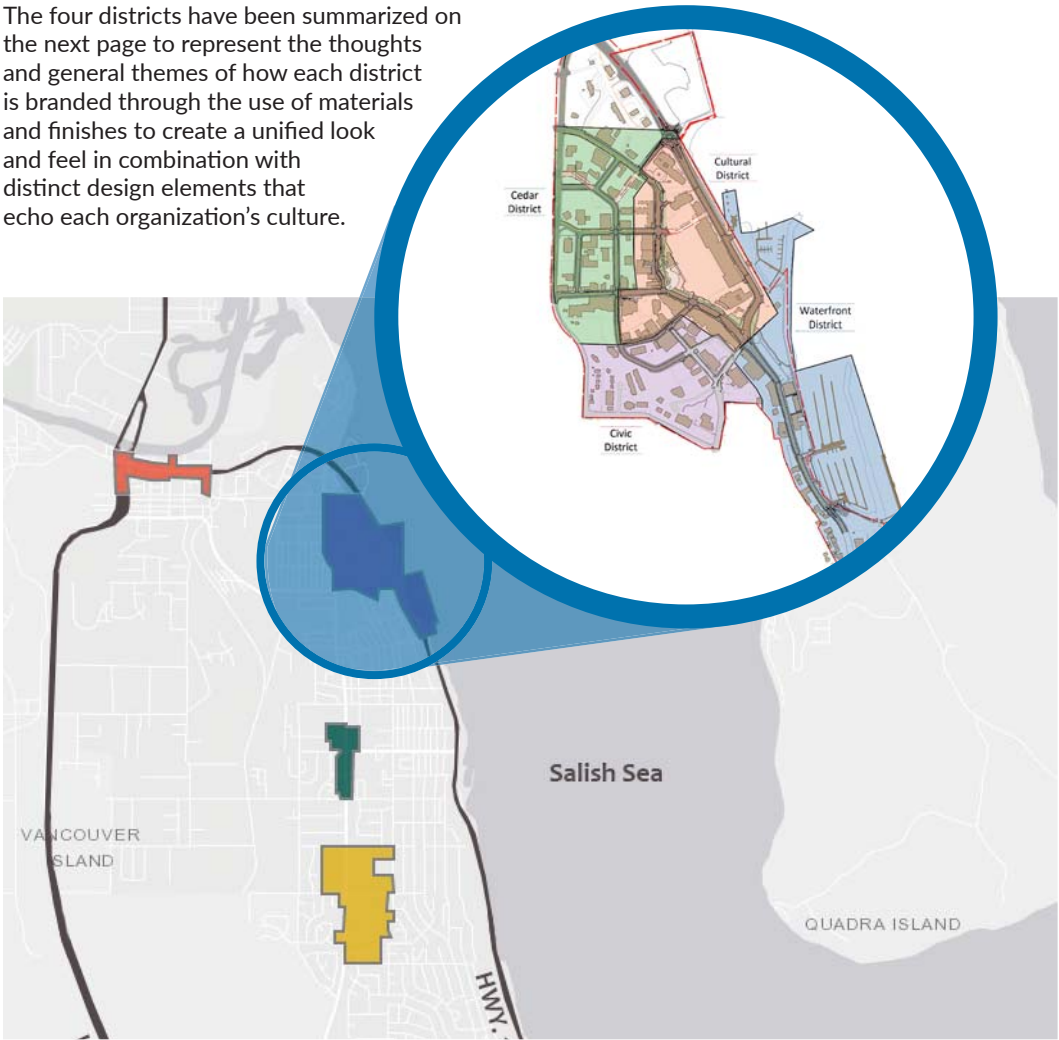
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ALDER

DESIGN

3 SIGNAGE INCENTIVE PROGRAM DESIGN GUIDELINES

The Guidelines, as noted previously, is intended to accompany the sign bylaw but also to create synergies with the 'Refresh Downtown' Plan ('Refresh'). As defined in that document, there are four (4) downtown districts that have unique, place-specific, identities and visual characteristics. Organizations looking to design a new sign or re-design or renovate an existing sign within these identified areas, should consider and plan to incorporate design principles presented in 'Refresh' to promote a consistent look that reflects each district's visual character and its broader context within Campbell River. integrated with distinct design elements that echo the organization's personality.

The four districts have been summarized on the next page to represent the thoughts and general themes of how each district is branded through the use of materials and finishes to create a unified look and feel in combination with distinct design elements that echo each organization's culture.



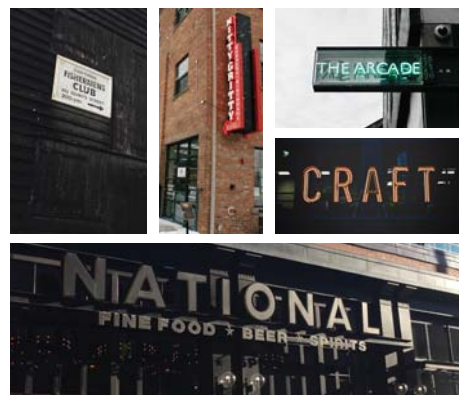


WATERFRONT/MARINE DISTRICT

Signage design should seek to incorporate marine features reflective of the “working waterfront”. Coastal materials such as weathered, stained and/or brightly painted wood may be used as well as accessories used in coastal industries, sports and hobbies. This may include colourful, artsy, hanging signs with painted wood, whimsical aquatic or nautical murals, and attractive awnings and projecting signs that use colours inspired by the Pacific Northwest.

CEDAR DISTRICT

With an overlying industrial-theme, signage in the Cedar District should use materials that convey strength and local industry. Bold materials like heavy ironwork, bronze or steel fit well with the character of this district. Creative combinations of such as galvanized chain, pipework, glass, wood and lantern lighting are encouraged to showcase industrial craftsmanship.

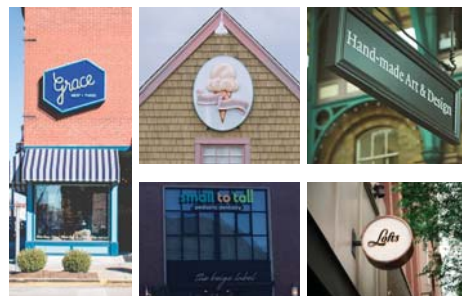


CIVIC DISTRICT

Within the Civic District, signage should be uncluttered and straight-forward. Designs are modern and created using clean lines and simple materials. Materials may include stainless steel, brushed aluminum, stone, and stained wood. Scaled proportionately to the streetscape, overall design should complement building materials or be incorporated into architectural elements .

CULTURAL DISTRICT

In the Cultural District, signage should reflect diversity and variety. Both traditional and contemporary materials may be used to nod to historically and/or culturally significant themes local to the area. Eclectic signs that use natural and manufactured materials should place emphasis on pedestrians.




3.1 SIGN DESIGN PRINCIPLES

Campbell River has completed a series of plans that identified and built a consensus on design-oriented goals related to placemaking and neighbourhood branding. These plans share common themes which provide the foundation for a set of Guiding Principles related to signage design that, used in tandem with the signage bylaw, reflect a common approach to functional and aesthetic signage design and implementation.



sense of scale

Signage scale should reflect its context. The scale of each sign should prioritize its intended audience.



unique character

Signage should have an aesthetic that promotes the West Coast character of Campbell River and its unique Districts.



durable + practical

Signage design and materiality should respect the climatic conditions of Campbell River.



wayfinding + illumination

Ease of use, contrast and legibility of signage should be considered. Spot lighting is preferable to backlit signs or box signage.



diversity of form

Signage form should consider adjacent context and may include projecting signs, wall painted signs, hanging board signs, signs suspended from canopies, banners, blade signs, flush-mounted fascia signs, window signs, and sandwich boards.



commercial interface

Signage should meet objectives of business frontage, identify business type and address, while respecting the interaction with the pedestrian realm.



3.2 ELIGIBLE DESIGN ELEMENTS

As a rule, general signage form should promote the character and local identity associated with its location, context and reflect the aesthetic or brand identity of the organization. The following subsections describe specific elements to make this possible which include:

Function

Relative to general function, signage shall:

- Be orientated to address all modes of transportation with a pedestrian focus.
- Incorporate rain, sun, and wind protection where appropriate.
- Be positioned to help emphasize primary entrances.
- Be designed to improve the interface with public realm space.
- Avoid visual clutter and repetition.
- Not obscure view corridors from windows or other openings to the public realm environment.
- Not create safety hazards or be distracting to vehicles or other users on or adjacent to the street.
- Not extend higher than the existing roof line or obstruct doors or windows.
- Not encroach into pedestrian areas or be disruptive to circulation patterns.

incorporate weather protection



visually simple



Colour

Signage shall:

- Utilize a colour palette that enhances, not detracts, from the surrounding neighborhood character (Refer to Section 3 for considerations in specialty districts).
- Incorporate colours that complement the design and palette of the structure.
- Avoid using too many colours in one sign to ensure messaging is clear.

natural tones



coastal queues



marine tones



ocean and forest



complementary to façade



Materials

Signage shall:

- Use materials that complement the storefront façade with juxtaposing interesting colours and textures; avoid over-complicated material palettes.
- Incorporate materials and textures that are easily maintained and durable.
- Use materials that are readily available to address required maintenance, replacement, and/or future expansion.
- Avoid materials that are highly reflective and/or difficult to read.
- Exposed surfaces may not be constructed using plastic, fiberglass, plywood and particle board.

readily available materials



Lighting

Signage shall:

- Be designed in conjunction with each other to add interest, provide legibility at all times, and contribute to the quality of the street environment.
- Lighting sources and electrical services including wiring and fasteners should not be visible.
- Sign lighting to be designed to minimize glare and should not block messaging.
- Sign lighting and associated electrical components to meet all appropriate code requirements and standards.

spot lighting



adds interest

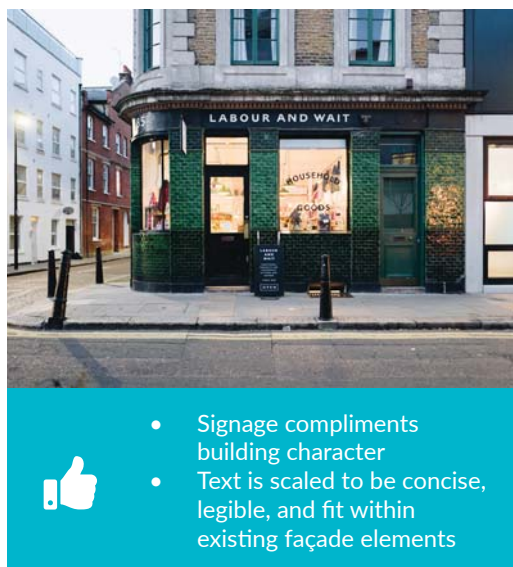
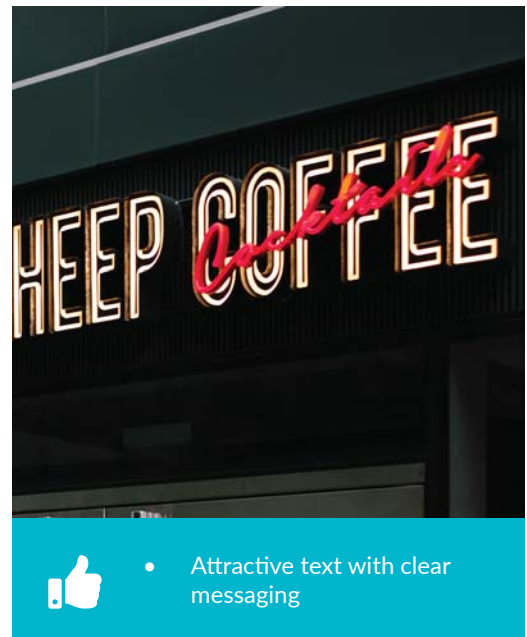
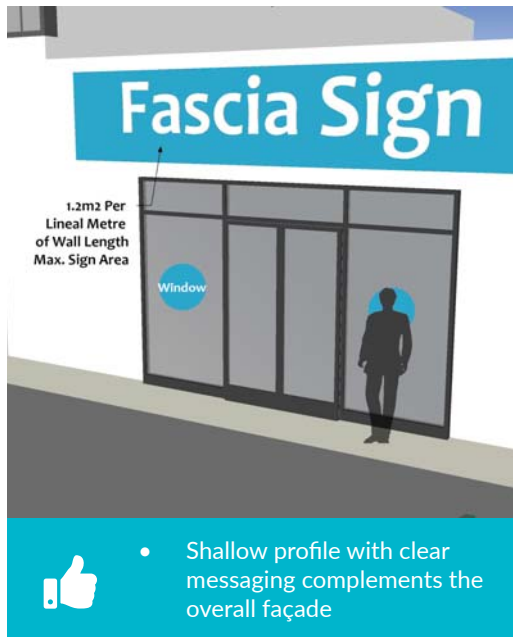




3.3 VISUAL GUIDELINES

The following section illustrates design principles related to the eligible sign types covered by Signage Incentive Program. The following are generalizations intended to demonstrate examples of visual context for the sign bylaw. The sign bylaw shall be considered in tandem with these guidelines.

3.3.1 FASCIA SIGNS



3.3.2 WALL SIGNS



- Scaled appropriately to wall space



- Creative designs attempt to incorporate existing features into sign layout
- Incorporate natural tones suitable to Campbell River



- Clean, clear messaging with contemporary design
- Legible for various audiences

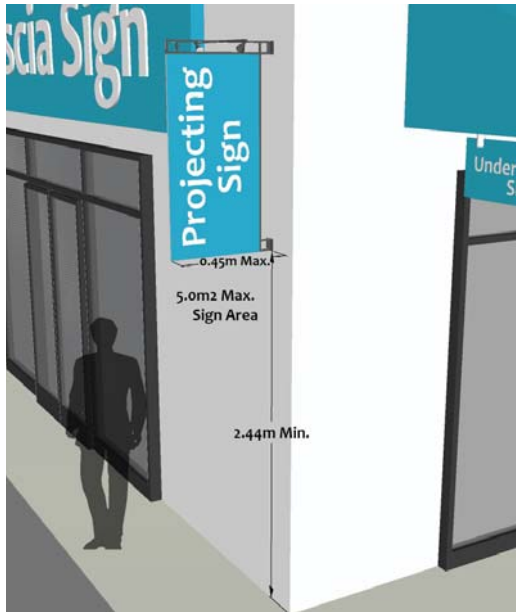


- Signs are suitable to the type of business/organization
- Well maintained to remain clean and legible

3.3.3 PROJECTING SIGNS



 • Signage is stand-alone and doesn't compete with other projecting elements



- Single use of projecting signage for supplementary use



- Spacing and scale is appropriate of projecting signs along store front

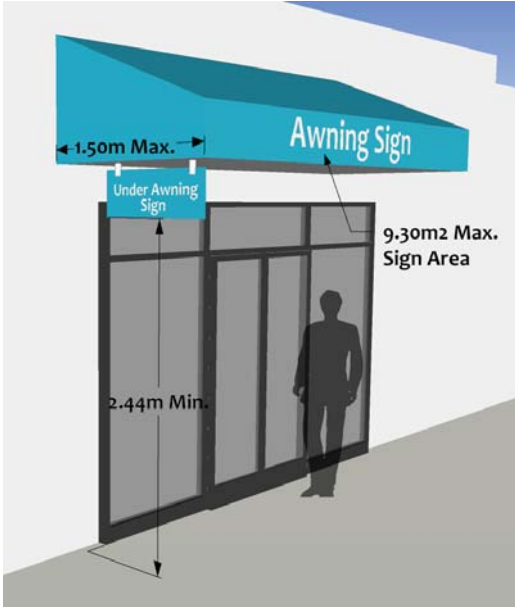


- Unique shape draws attention and adds character to an otherwise simple façade



- Lighting is used efficiently to draw attention and add interest

3.3.4 AWNING/CANOPY SIGNS



- Modern angular canopy is preferred
- Singular supplementary hanging sign



- Singular sign with logo making it easy to read for pedestrian and vehicle traffic
- Provides shade and interesting lighting

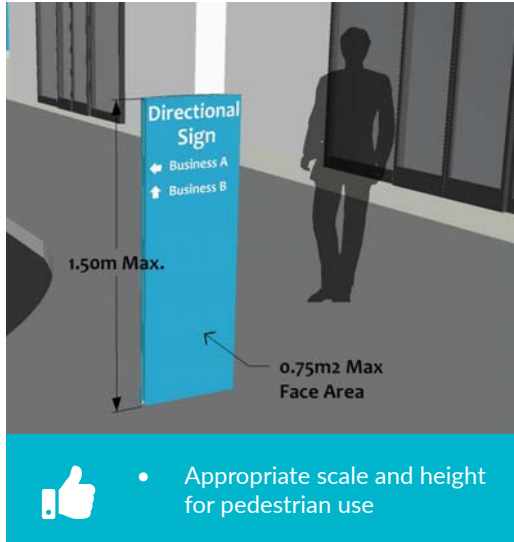


- Under awning sign is scaled appropriately and maintains clearance for pedestrians
- Uses complementary materials and finished to the awning or canopy



- Simple, modern design reduces complexity of other facade elements and activities within the streetscape

3.3.5 DIRECTIONAL SIGNS



4 APPROVALS PROCESS

4.1 GENERAL PROCESS AND PROCEDURE



4.2 APPLICATION REQUIREMENTS CHECKLIST


- Applicant Information**
 - Contact information for Registered Owner under British Columbia Land Title;
 - Applicant or Agent contact information (include CSA # and Business License #);
 - Sign manufacturer point of contact information (include CSA # and Business License #).
- Subject Property Information**
 - Civic Addresses, Legal Description and PID;
 - Business Name;
 - Community Plan Designation.
 - Current Use / Business type
- General Sign Information**
 - Type of work (New, Addition, Alteration, Relocation);
 - Type(s) of sign(s) (as listed in Sign Bylaw No. XXXX).
- Drawings must include:**
 - Site Context Plan
 - Location of sign(s) from adjacent lot line(s);
 - Overall dimensions of business face for ground floor, number of floors;
 - Overall dimensions of sign footprint.
 - Detailed Engineering drawings
 - Overall dimensions of sign area and copy area (lengths, widths, heights, weight);
 - Percentage of artwork coverage compared to overall sign area;
 - Actual height of sign from finished grade;
 - Building frontage;
 - Anchors and attachments;
 - Sign Type / Loads;
 - Construction Materials ;
 - Schedules and specifications as required.

- Provide two (2) quotes for sign and sign installation (applicable if participating in sign incentive grant program)
- Completed copy of the Owner's Acknowledgement of Responsibility form
- Once approved, permit fee shall be paid based on sign type and related fee schedule as per Sign Bylaw No. XXXX
- Provincial Electrical Permit (required if sign includes electrical connections) shall be provided to the City inspector at time of final inspection.
- Required Agreements and Permits for signs proposed within public property:**
 - Encroachment agreement with City of Campbell River (required if sign projects into or affects public parcel or a road allowance)
 - Permit to work in City lands (required if sign is proposed to be located adjacent to or projecting into lands owned by the City of Campbell River)
 - Include 2-3 photographs of the existing building facade and elevation to illustrate several perspectives (front view, side views)

Note:

- All drawings must be to a scale that is common (ie. 1: 100, 1:10)
- Include dimensions on all drawings
- Submit * copies on a standard paper size (8.5x11 or 11x17)
- Submit 1 digital copy



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