

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0323-00

Planning Report Date: March 14, 2011

PROPOSAL:

- **Development Variance Permit**

in order to vary various aspects of the Sign By-law for proposed signage for the Phase I redevelopment of the Guildford Town Centre shopping mall.

LOCATION:

10160 – 150 Street, 10181/10191 – 152 Street (also collectively known as 1250 Guildford Town Centre)

OWNER:

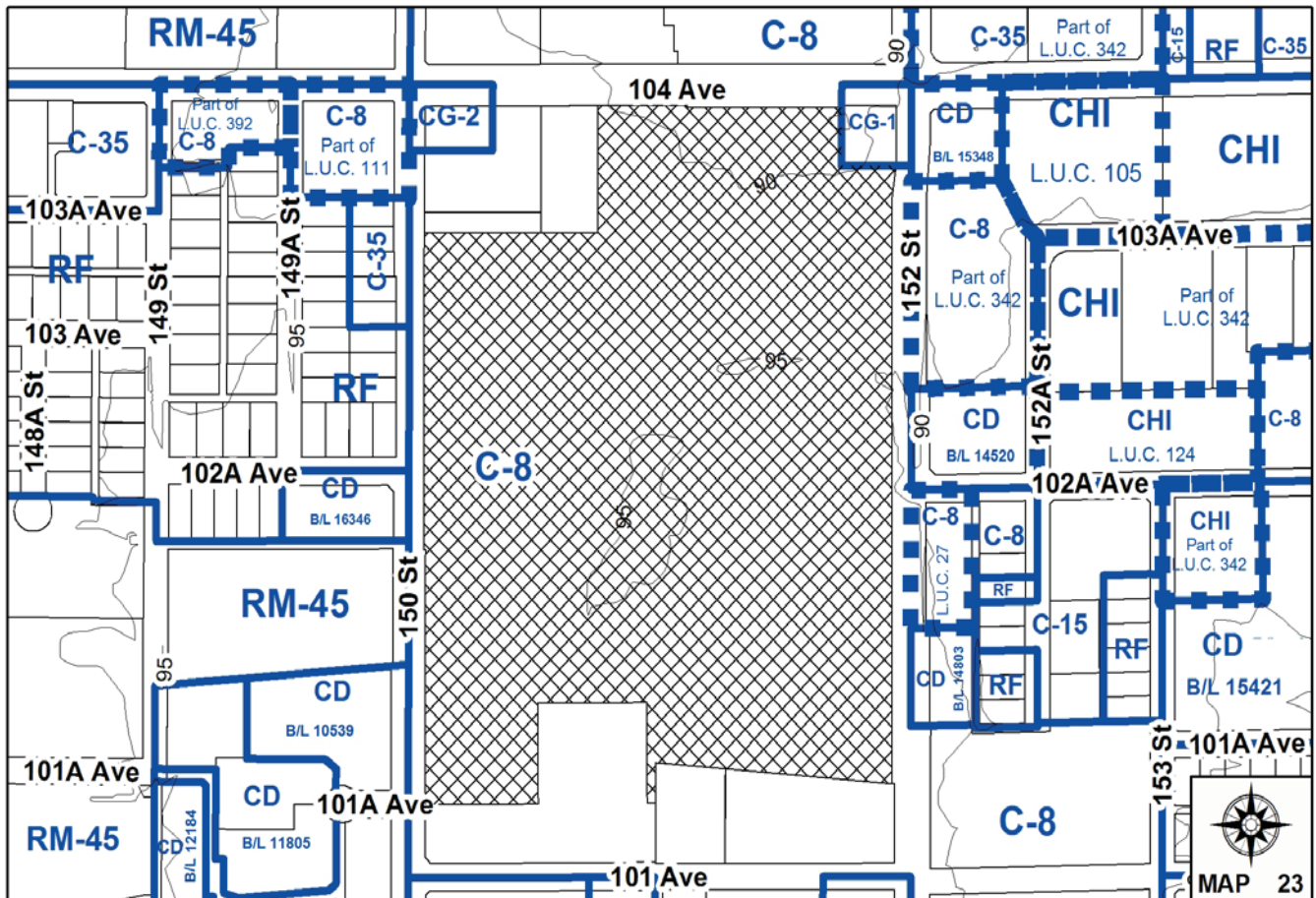
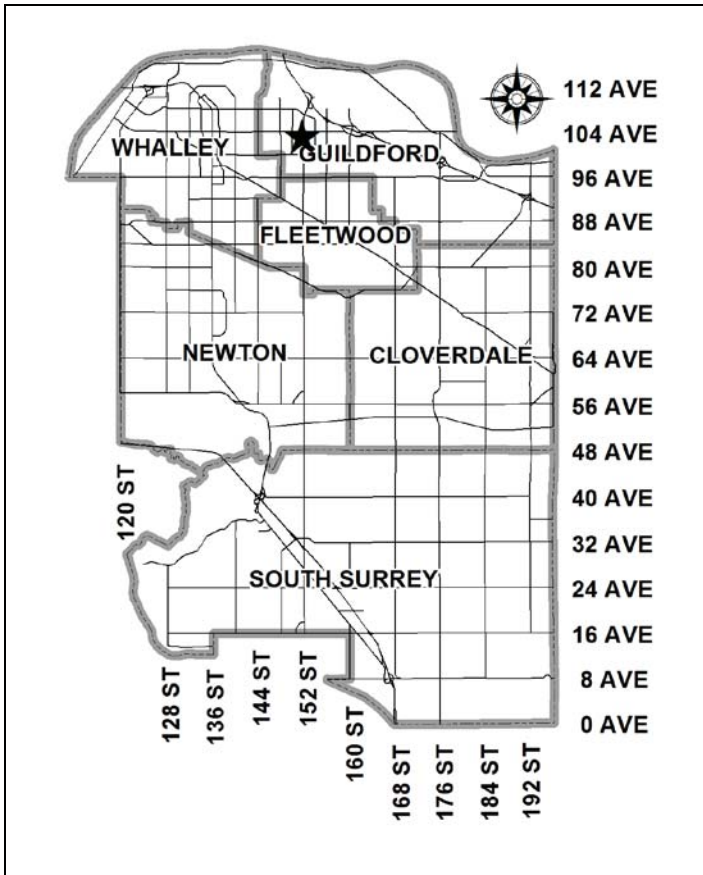
4239431 Canada Inc., Inc. No. A62628

ZONING:

C-8

OCP DESIGNATIONS:

Town Centre and Commercial



RECOMMENDATION SUMMARY

- Approval for Development Variance Permit to proceed to Public Notification.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant proposes some signage for the Phase I renovation of the Guildford Town Centre shopping mall, which does not comply with Sign By-law, 1999, No. 13656, including roof top, free-standing and on-site directional signage.

RATIONALE OF RECOMMENDATION

- The proposed signage for Phase I of the Guildford Town Centre redevelopment has been designed with high quality materials, are individually scaled, shaped and illuminated to be tasteful, elegant and integral with the proposed architecture of the revitalized mall.
- The proposed signage is a significant improvement over the existing signage at Guildford Town Centre. The visually unified set of sign types comprising the mall's exterior sign program will give the revitalized mall a clear identity and support the City's effort to create a strong sense of place and community at Guildford Town Centre.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7910-0323-00, (Appendix III) varying the following sections of Sign By-law, 1999, No. 13656 to proceed to Public Notification:
 - (a) to vary Sub-section 27(6) to increase the area for three (3) on-site directional signs from 0.4 square metre (4 sq.ft.) to 0.7 square metre (8 sq.ft.);
 - (b) to vary Sub-section 27(1)(f) to reduce the distance between two sets of free-standing signs (4 signs) on the same lot, from 30 metres (100 ft.) to 28 metres (92 ft.);
 - (c) to vary Sub-section 27(1)(h) to increase the width of four (4) free-standing signs in the "Special Sign Area" for Guildford from 1.8 metres (6 ft.) (based upon a 2/3 width to height ratio) to 4.5 metres (14.8 ft.); and
 - (d) to vary Sub-section 27(2)(e) to permit two (2) signs to extend above the roofline of the building face.

REFERRALS

Engineering: The Engineering Department has no objection to the proposed signage Development Variance Permit.

SITE CHARACTERISTICS

Existing Land Use: Existing regional shopping centre, Guildford Town Centre.

Adjacent Area:

| Direction | Existing Use | OCP Designation | Existing Zone |
|----------------------------|---|----------------------------|--|
| North (Across 104 Avenue): | Northern extension of the Guildford Town Centre Mall. | Town Centre | C-8 |
| East (Across 152 Street): | Existing commercial uses. | Commercial and Town Centre | CD (By-law No. 15348), LUC No. 342 (underlying C-8), CD (By-law No. 14520), LUC No. 27 (underlying C-8), CD (By-law No. 14803) and C-8 |

| Direction | Existing Use | OCP Designation | Existing Zone |
|---------------------------|---|-------------------------------------|--|
| South: | Existing commercial uses, including movie theatre. | Commercial | C-8 |
| West (Across 150 Street): | Existing commercial, single family residential and multiple residential uses. | Commercial and Multiple Residential | C-35, RF, CD (By-law No. 16346), RM-45 and CD (By-law No. 10539) |

DEVELOPMENT CONSIDERATIONS

Background

- The subject site consists of one (1) lot, which was recently consolidated under Application No. 7906-0413-00, encompassing three addresses: 10160 - 150 Street and 10181 and 10191 - 152 Street (also collectively known as 1250 Guildford Town Centre) in Guildford and is occupied by the Guildford Town Centre shopping centre.
- The lot is currently zoned Community Commercial Zone (C-8) and designated Town Centre and Commercial in the Official Community Plan (OCP). The lot is approximately 17.1 hectares (42.3 acres) in size.
- Development Permit No. 7906-0413-00 was approved by Council on May 17, 2010. The new 15,330 square metre (165,000 sq.ft.) Wal-Mart is currently under construction and is anticipated to be open in November 2011, with the remaining corner, to be completed in the summer of 2012.

Current Application

- A Development Variance Permit (DVP) application has been submitted by the applicant, Ivanhoe Cambridge, to seek variances to Sign By-law No. 13656, for proposed signage for Phase I of the Guildford Town Centre shopping mall redevelopment.
- The proposed variances include permitting rooftop signage for Wal-Mart on a pyramid pavilion, increasing the width of the free-standing entry signage, as well as permitting a distance separation less than 30 metres (100 ft.) and allowing for an increase in sign area for the on-site directional signs.
- The comprehensive sign package the applicant has submitted, also includes proposed signage for Phase II of the Guildford Town Centre shopping mall redevelopment, which is under Application No. 7909-0174-00. The current application only deals with the proposed signage for Phase I. The proposed Phase II signage will be addressed through a separate Planning Report under Application No. 7909-0174-00.

DESIGN PROPOSAL AND REVIEW

- The proposed signage has been designed in a comprehensive manner for the entire mall and will provide a unified, modern appearance which will be compatible with the renovation of the entire mall.

- The proposed signage is designed in a contemporary manner and will provide a unified wayfinding system that provides the user a feeling of a distinct community while supporting the mall's marketing goals of increasing patronage to the mall and its retail tenants.
- All the signs are designed to be constructed of high end materials. The proposed wayfinding signage is to be in white text with a dark background for enhanced contrast for both day and night.
- The secondary entry signage is proposed as white back-lit dimensional channel letters with acrylic face.
- The proposed signage will be in a neutral palette to enhance the mall renovation and provide continuity throughout the site.
- A Development Permit will not be required for the proposed signage, as the character, form and general locations of the proposed signage were already included within Development Permit No. 7906-0413-00.

BY-LAW VARIANCES & JUSTIFICATION

(a) Proposed Variance:

- To vary Sub-section 27(6) of Sign By-law, 1999, No. 13656, to increase the area for three (3) on-site directional signs from 0.4 square metre (4 sq.ft.) to 0.7 square metre (8 sq.ft.).

Applicant's Rationale:

- The variance is required to ensure that the signage is actually useable and legible by passing motorists needing to find navigation assurance on such a large site.
- The proposed length of the sign panel and the supporting thematic structure in the proposed design is also meant to accommodate the requirement for an integrated appearance with the architecture and landscape elements proposed for the revitalized mall.

Staff Comments:

- The proposed signage is designed of a high standard and is compatible with the contemporary design of the mall renovation. Staff support the proposed variance.

(b) Proposed Variance:

- To vary Sub-section 27(1)(f) of Sign By-law, 1999, No. 13656 to reduce the distance between two sets (4 signs) of free-standing signs on the same lot from 30 metres (100 ft.) to 28 metres (92 ft.).

Applicant's Rationale:

- Two (2) paired free-standing signs are required at the main vehicular entries at 150 Street and at 152 Street. These signs are intended to create a visible "gateway" into this large site.

Staff Comments:

- The proposed signage is designed of a high standard and will provide distinctive wayfinding to guide motorists into the main access points. Staff support the proposed variance.

(c) Proposed Variance:

- To vary Sub-section 27(1)(h) of Sign By-law, 1999, No. 13656 to increase the width of four (4) free-standing signs in the "Special Sign Area" for Guildford from 1.8 metres (6 ft.) (based upon a 2/3 width to height ratio) to 4.5 metres (14.8 ft.).

Applicant's Rationale:

- The signs are proposed for the primary site entrance identification entries on 150 Street and 152 Street. The longer horizontal or "landscape" format of the proposed street-facing identity signs act as a collective landscaped perimeter to the revitalized mall with expressed "gateways" to clearly denote the key vehicular entrances to the mall. These low integrated "landscape" elements are also a welcome visual contrast to the usual solution of individual tall vertical sign pylons prevalent throughout the City.

Staff Comments

- Staff concurs with the design consultant's rationale and feels that the variance is supportable as the proposed signage is of a higher design and is compatible with the contemporary feel of the renovated mall.

(d) Proposed Variance:

- To vary Sub-section 27(2)(e) of Sign By-law, 1999, No. 13656, to permit two (2) signs to extend above the roofline of the building face. These signs are specific to the two (2) proposed Wal-Mart signs to be mounted on the pyramid pavilion.

Applicant's Rationale:

- The pyramid element, with the 2 'Wal-Mart' signs, specifically functions as an entry pavilion building. The owner has stated that no other retail tenants will be permitted to locate signage on other pyramid elements, as these are used as skylights. In addition, any additional roof top signage would require another Development Variance Permit (DVP) application and Council approval.
- The roof top signage is required because Wal-Mart agreed to develop their store further submerged in-ground from their current location.

Staff Comments:

- The proposed signage is an improvement from the previous 'Wal-Mart' signage and is to be in individual LED back-lit channel letters with logo. Staff acknowledge that the new Wal-Mart building has been partially submerged on the site, due to lot grading and therefore can support the applicant's request for these two signs.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Proposed Site Plan, Building Elevations and Perspective
- Appendix III. Development Variance Permit No. 7910-0323-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

PL/kms

v:\wp-docs\planning\plncom1\03030917pl.doc
. 3/3/11 10:02 AM

Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

1. (a) Agent: Name: Mr. Jacques Beaudreault or Celso Stifelmann
 Address: Musson Cattell Mackey Partnership
 1600, Two Bentall Centre
 555 Burrard Street, Box 264
 Vancouver, BC V7X 1M9
 Tel: 604-687-2990

2. Properties involved in the Application
 - (a) Civic Addresses: 10160 – 150 Street and 10181 and 10191 – 152 Street (also
 collectively known as 1250 Guildford Town Centre)

 - (b) Civic Address: 10160 – 150 Street and 10181 and 10191 – 152 Street (also
 collectively known as 1250 Guildford Town Centre)
 Owner: 4239431 Canada Inc., Inc. No. A62628
 Director Information:
 Claude Dion
 Roman Drohomirecki
 Vincent Filion
 Lorna Telfer
 Pierre Lalonde

 - PID: 028-382-609
 Lot 1 Section 29 Block 5 North Range 1 West New Westminster District Plan
 BCP45069 Except Plan BCP45070

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7910-0323-00.



Sketch Renderings of Expansion Project

GUILDFORD TOWN CENTRE
SURREY, BC
COMPREHENSIVE EXTERIOR SIGN PLAN
REVISED 5

MARCH 07, 2011

CONTENTS

A. Sign Plan

| | |
|--------|---|
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| S-0.4 | Proposed Site Sign Plan – Upper Level |
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| S-0.6 | Proposed Elevation – 150th Street North |
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| S-0.9 | Proposed Elevation – 104th Avenue |
| S-0.10 | Proposed Elevation – 101st Avenue |

Revised to show
 Tenant Sign Projections
 to final phase of expansion

B. Exterior Sign Types

| | |
|--------|---|
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C. Signage Graphics & Notes

| | |
|-------|--|
| G-0.1 | Use of GTC Identity in Sign Program |
| G-0.2 | Use of Typography in Sign Program |
| G-0.3 | Use of Pictograms and Arrows in Sign Program |
| G-0.4 | General Requirements |
| G-0.5 | Sign Specifications |

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| | |
|-------|--------------------------|
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| T-0.2 | Tenant Sign Precedents |

F. Addendum

Formal Report - Signage (Revised September 24th, 2010)

Introduction

Ivanhoe Cambridge has retained Experience Design Group (EDG), to review and consult on the design and development of the Comprehensive Exterior Sign Plan (Sign Plan) proposed in the current Development Plan (DP) submission for the expansion and revitalization of the **Guildford Town Centre/ Shopping Centre**, or GTC. The intent of the Sign Plan is to guide the design control & consistency of implementation of the centre's wayfinding & Signage along with the requirements for Tenant Signage both new & through the anticipated phases of the expansion.

GTC is a significant component of the "Town Centre" with extensive street frontage with several pedestrian and vehicular entrances. In addition the site entrance signage has a City requirement to clearly direct emergency vehicles to the correct entrance. The goal of the Sign Plan in this submission is to provide a visually unified wayfinding system that gives the user - whether pedestrian, bike rider or driver - a feeling of being in a distinct community while supporting the Centre's marketing goals of increasing visitation to the GTC and the various service and retail offerings of its tenants.

Proposed Sign Plan

The proposed Sign Plan promises to be a significant improvement over the existing. A visually unified set of exterior sign types comprising the sign program will give the revitalized Centre a strong identity and reflect the City's ambition to create a strong sense of place and community at each of Surrey's Town Centres.

The long horizontal or "landscape" format of the proposed street facing identity signs act as a collective landscaped perimeter to the revitalized centre with expressed "gateways" to clearly denote the key vehicular entrances to the Centre. These low integrated "landscape" elements give a welcome visual contrast to the usual solution of individual tall vertical sign pylons prevalent throughout the City and the Metro Vancouver region. The signage is designed to be fabricated from high quality materials, scaled, shaped and illuminated to be elegant, and integral with the proposed architecture.

Wayfinding Best Practices

EDG brings over 30 years of international experience and best practice in wayfinding, including retail, civic, cultural and large mixed-use developments. Many of these wayfinding and signage projects involve the design of multiple phased Exterior Sign Plans, including Comprehensive Sign Plans (CSP), that are carefully considered with the respective municipality. This work includes the CSP developed in close concert with the City of Burnaby to guide the implementation of the extensive sign program that helped integrate the highly successful redevelopment of Metropolis at Metrotown (1999 - 2005). The CSP continues to guide the implementation of tenant signage and site wayfinding changes as the development evolves overtime.

Sign Plan Submission

In our opinion the proposed Sign Plan supports the goals for the GTC expansion and revitalization project. It is designed to be of a very high quality, and establishes a good balance between the needs of a contemporary multiple tenant retail destination and the requirements outlined in the current City of Surrey Sign By-law (dated 1999 and most recently amended in 2005).

City Sign By-law

Given the scale and complexity of the Centre there are multiple access points resulting in a need for a number of street facing freestanding signs more frequent than is allowed in the current City of Surrey Sign By-law.

The GTC Sign Plan submission appears to be most affected by provisions set out on page 2 "Introductory Provisions", pages 21 - 23 "Signs in Commercial/Industrial Zones" and most dramatically by page 39, which contains a "Special Sign Area—Guildford" including a "Free Standing Sign Height Map" Schedule 7.6: limiting these signs to a maximum height of 2.4m / 8'- 0"

Submission Conflicts with Sign By-Law

Whilst the proposed Exterior Sign Plan is a significant improvement and the submission is generally in accordance with the current City Sign By-law, some signage variances will need to be considered. A rationale for these variances is included in the accompanying Formal Report.

PROJECT DATA

PROJECT DESCRIPTION:

EXPANSION TO RETAIL AND PARKING

ZONING:

C8

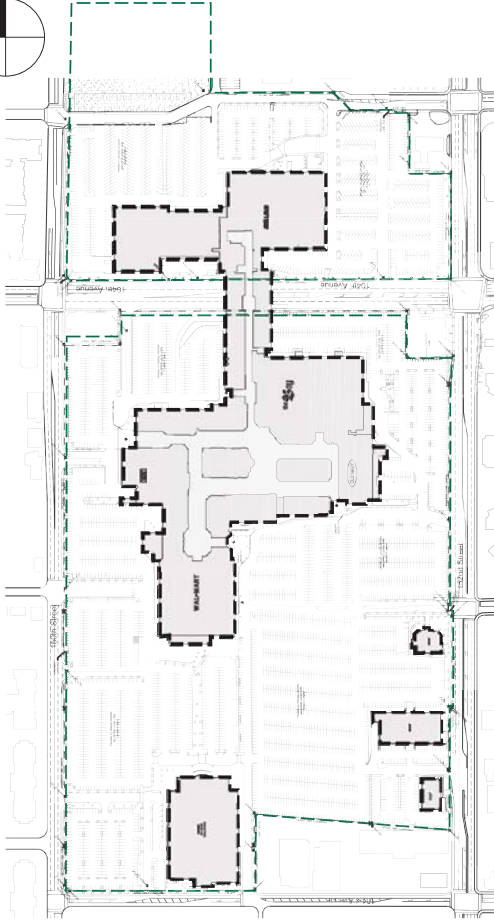
PROJECT ADDRESS:

2695 GUILDFORD TOWN CENTRE
SURREY BC V3R7C1

LEGAL DESCRIPTION:

NEW LEGAL DESCRIPTION FOR CONSOLIDATED LOTS SHALL BE:
LOT 1 SECTION 29 BLOCK 5 NORTH RANGE 1 NEW WESTMINSTER
DISTRICT PLAN BCP
(TO BE ASSIGNED ONCE REGISTERED WITH LAND TITLE OFFICE)
(AREA: 17. HA)

2 EXISTING SITE PLAN
S-0.2 NTS



M C M



EDG EXPERIENCE DESIGN GROUP INC.
600 - 1025 Metcalfe Street
Vancouver BC CANADA V6B2W5
604.688.9856
www.edgexperiencegroup.ca

REVISIONS

MUSSON
CATTELL
MACKEY
PARTNERSHIP
ARCHITECTS DESIGNERS PLANNERS

GUILDFORD TOWN CENTRE
EXPANSION
2695 Guildford Town Centre
Surrey BC

Guildford Town Centre
Comprehensive
Sign Plan
EXISTING SITE PLAN
& PHASES OUTLINE

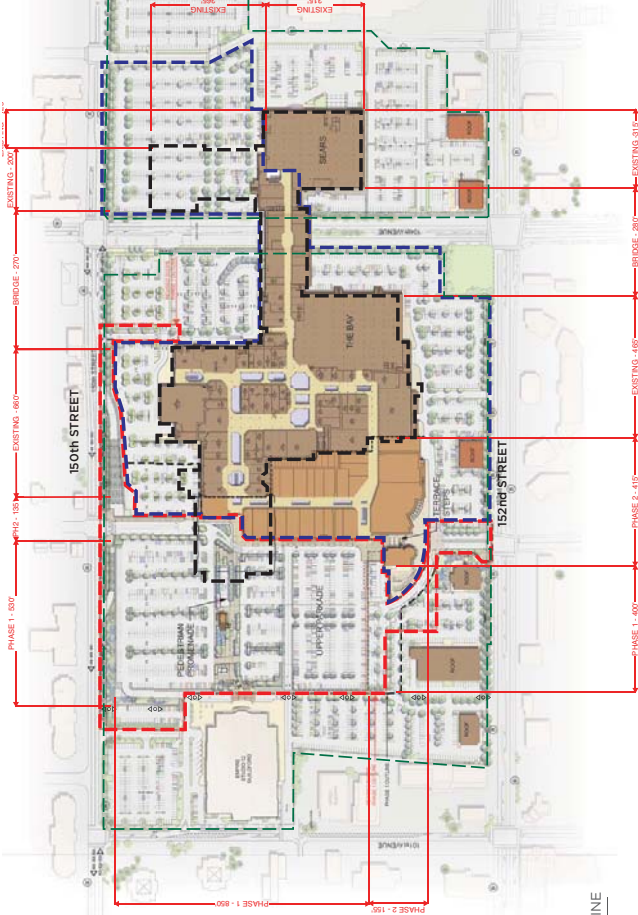
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DATE: 2020-09-24
PROJECT: 10005
FILE: GTC S-01 Phase A1
DRAWING: NC
REVIEW: BM

S-0.1

3 PROPOSED PHASES 1 & 2 SCOPE OUTLINE
S-0.2 NTS



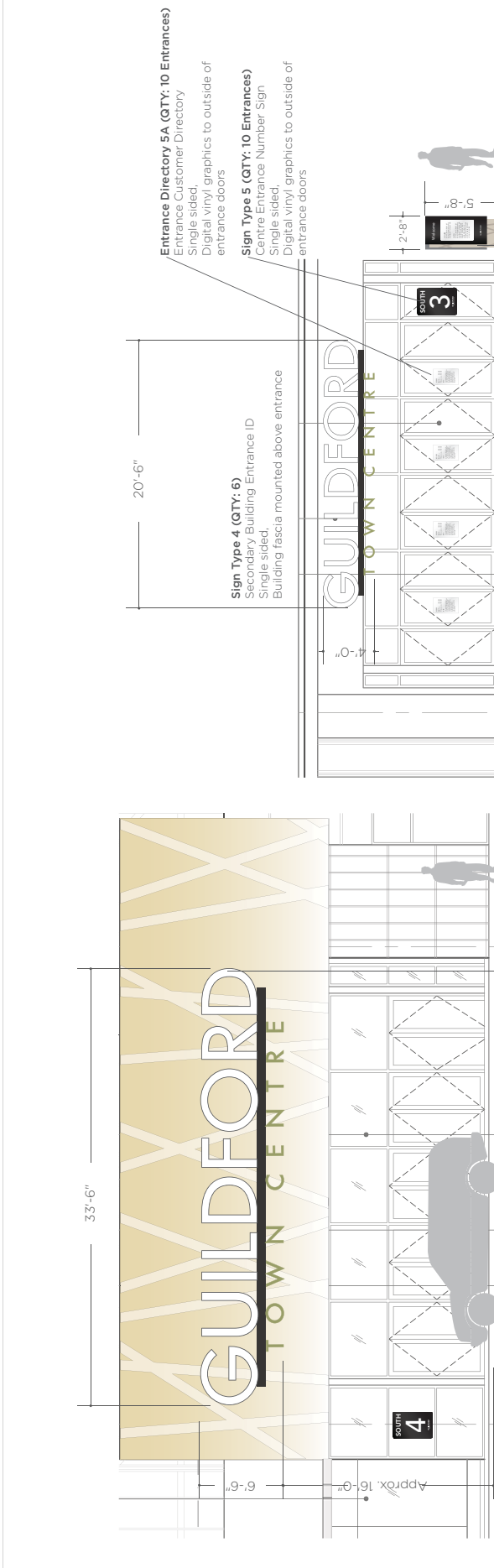
3 PROPOSED PHASES 1 & 2 SCOPE OUTLINE
S-0.2 NTS



| Key | |
|-------|--------------------------------|
| — | Property Line |
| - - - | Existing Building Outline |
| - - - | Proposed Phase 1 Scope Outline |
| - - - | Proposed Phase 2 Scope Outline |

2 EXISTING SITE PLAN
S-0.2 NTS

3 PROPOSED PHASES 1 & 2 SCOPE OUTLINE
S-0.2 NTS



Sign Type 3 (QTY: 4)
 Primary Building Entrance ID
 Single sided,
 Building canopy mounted

Sign Type 4 (QTY: 6)
 Secondary Building Entrance ID
 Single sided,
 Building fascia mounted above entrance

Sign Type 5 (QTY: 10 Entrances)
 Entrance Customer Directory
 Single sided,
 Digital vinyl graphics to outside of entrance doors

Sign Type 5A (QTY: 10 Entrances)
 Entrance Customer Directory
 Single sided,
 Digital vinyl graphics to outside of entrance doors

Sign Type 5B (Optional)
 Entrance Customer Directory
 Double sided, Freestanding

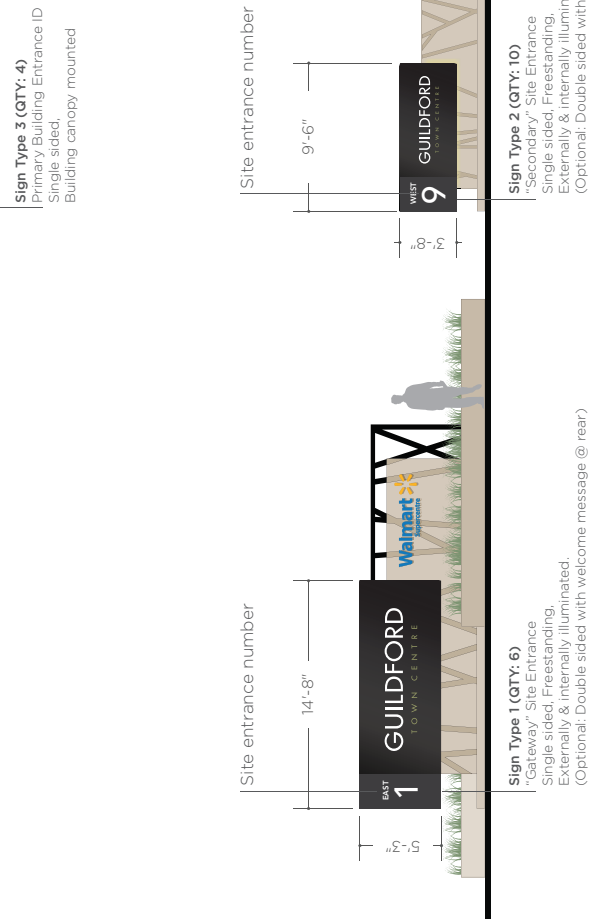
REVISIONS

**MUSSON
 CATTELL
 MACKEY
 PARTNERSHIP**
 ARCHITECTURE DESIGNERS PLANNERS

**GUILDFORD
 TOWN CENTRE
 EXPANSION**
 2695 Guildford Town Centre
 Surrey BC

Guildford Town Centre
 Comprehensive
 Sign Plan
 PROPOSED EXTERIOR
 SIGN TYPES

SCALE: 1/8" = 1'-0"
 DATE: 07-24
 PROJECT: 10005
 FILE: 07C-S-02 signTypes.pl
 DRAWING: NC
 REVIEW: BM



Sign Type 1 (QTY: 6)
 Gateway Site Entrance
 Single sided, Freestanding,
 Externally & internally illuminated.
 (Optional: Double sided with welcome message @ rear)

Sign Type 2 (QTY: 10)
 Secondary Site Entrance
 Single sided, Freestanding,
 Externally & internally illuminated.
 (Optional: Double sided with welcome message @ rear)

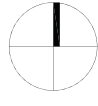
Sign Type 3 (QTY: 3)
 Primary Site Directional
 Single or double sided, Freestanding
 Externally illuminated

Sign Type 6 (QTY: 3)
 Primary Site Directional
 Single or double sided, Freestanding
 Externally illuminated

Sign Type 7 (QTY: 18)
 Secondary Site Directional
 Single or double sided,
 Freestanding, Projected,
 or wall mounted
 Externally illuminated

Sign Type 8 (QTY: TBD)
 Pedestrian Directional
 Double sided, Projected
 Externally illuminated

PROPOSED EXTERIOR SIGN TYPES



LEGEND:

EXTENT OF
EXISTING
FUTURE

EXTENT OF
FUTURE

REVISIONS

MUSSON
CATELL
MACKAY
PARTNERSHIP
ARCHITECTS INC. 2011-2012

GUILDFORD
TOWN CENTRE
EXPANSION

2895 Guildford Town Centre
Surrey BC

Guildford Town Centre
Comprehensive
Sign Plan
EXTERIOR SIGN PLAN
MAIN LEVEL

SCALE: 1" = 60'-0"
DATE: 2012-09
PROJECT: 10005
FILE: GTC S03 SignPlan.L1A
DRAWING: NC
REVISED: 01

S-0.3

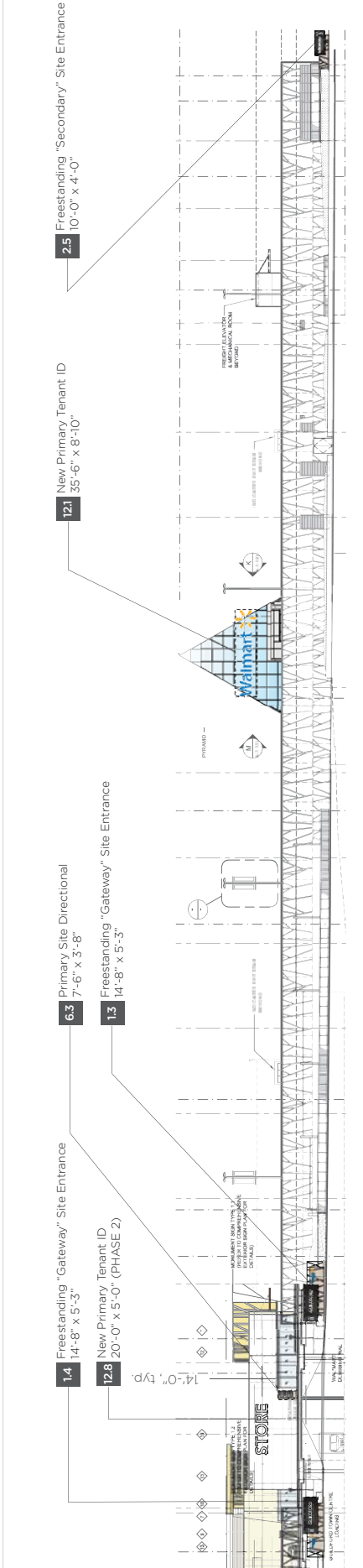


Exterior Sign Type Schedule

| | | | | | | | |
|-----|--|------|--|------|--|------|--|
| 1.0 | Freestanding "Gateway" Site Entrance | 8.0 | Freestanding "Secondary" Site Entrance | 11.0 | Freestanding "Secondary" Site Entrance | 14.0 | Freestanding "Secondary" Site Entrance |
| 2.0 | Freestanding "Secondary" Site Entrance | 9.0 | Freestanding "Secondary" Site Entrance | 15.0 | Freestanding "Secondary" Site Entrance | 15.0 | Freestanding "Secondary" Site Entrance |
| 3.0 | Primary Building Entrance ID | 10.0 | Primary Building Entrance ID | 16.0 | Primary Building Entrance ID | 16.0 | Primary Building Entrance ID |
| 4.0 | Secondary Building Entrance ID | 11.0 | Secondary Building Entrance ID | 17.0 | Secondary Building Entrance ID | 17.0 | Secondary Building Entrance ID |
| 5.0 | Entrance Number Sign | 12.0 | Entrance Number Sign | 18.0 | Entrance Number Sign | 18.0 | Entrance Number Sign |
| 6.0 | Primary Site Directional | 13.0 | Primary Site Directional | 19.0 | Primary Site Directional | 19.0 | Primary Site Directional |
| 7.0 | Secondary Site Directional | 21.0 | Secondary Site Directional | 20.0 | Secondary Site Directional | 20.0 | Secondary Site Directional |

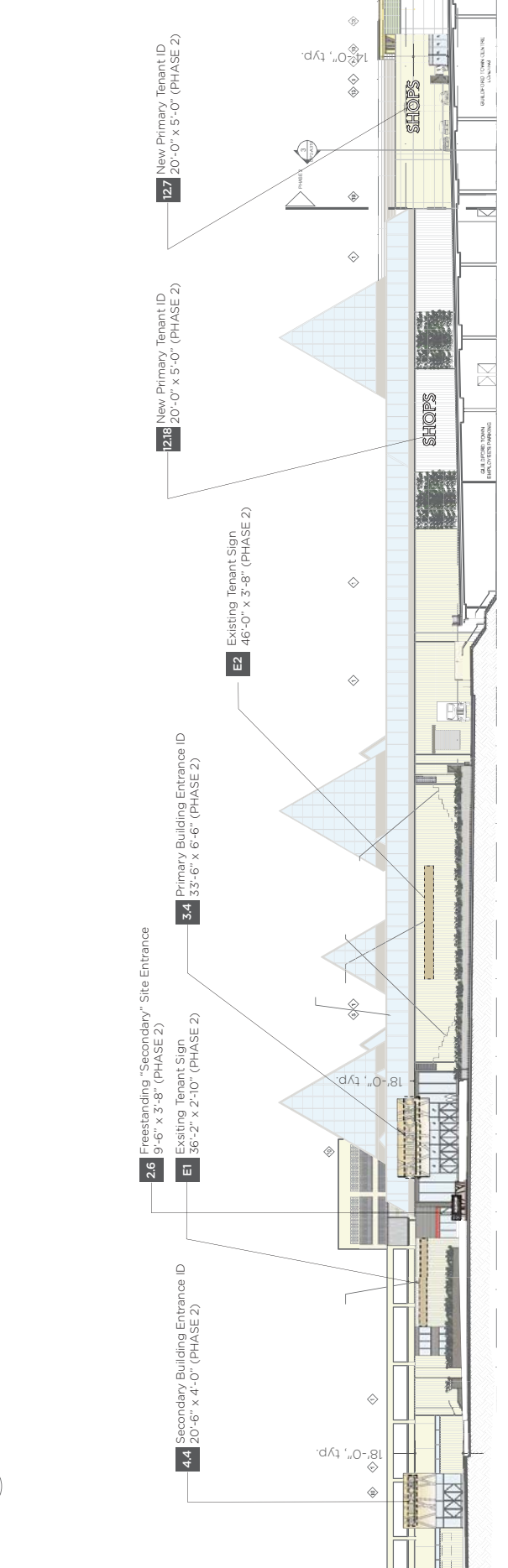
GTC EXTERIOR SIGN PLAN - MAIN LEVEL
SCALE: AS NOTED

- Note:**
- Refer to drawing "Exterior Sign Types" for Overview
 - Refer to Detailed Sign Program Package for fabrication details
 - All signs shown are for location purposes & not to scale



1 WEST ELEVATION - 150th STREET (SOUTH PORTION)
SCALE: AS NOTED

| Fascia Sign Schedule | | PHASE 1 | PHASE 2 |
|----------------------|-----------------|-------------|----------|
| 12.1 | 35'-6" x 8'-10" | 314.5 sq ft | Proposed |
| 12.8 | 20'-0" x 5'-0" | 100.0 sq ft | Proposed |

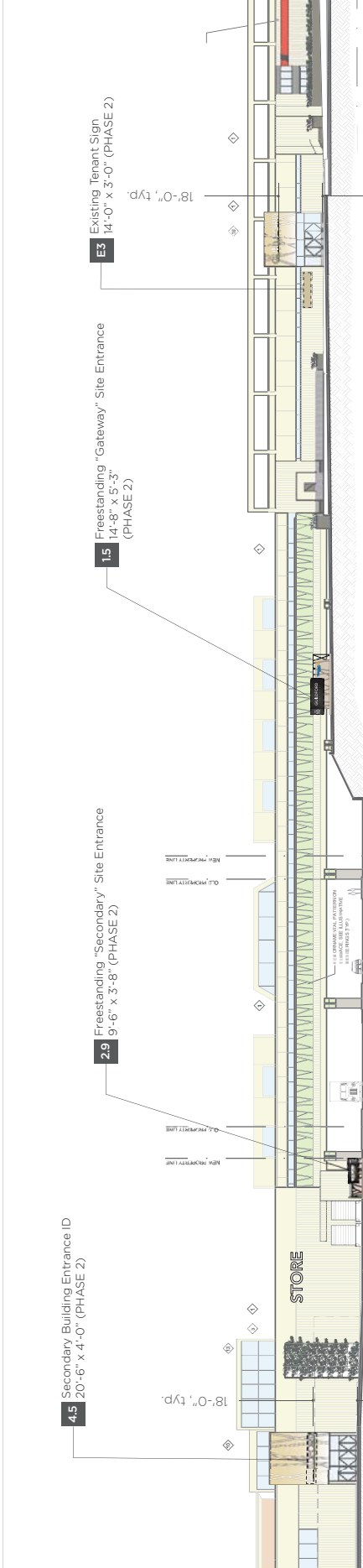


2 WEST ELEVATION - 150th STREET (CENTRE PORTION)
SCALE: AS NOTED

| Fascia Sign Schedule | | PHASE 2 | PHASE 2 | PHASE 2 | PHASE 2 | PHASE 2 |
|----------------------|-----------------|----------|----------|----------|----------|----------|
| E1 | 36'-2" x 2'-10" | Existing | Existing | Existing | Existing | Existing |
| E2 | 46'-0" x 3'-8" | Existing | Existing | Existing | Existing | Existing |
| 3.4 | 33'-6" x 6'-6" | Proposed | Proposed | Proposed | Proposed | Proposed |
| 4.4 | 20'-0" x 4'-0" | Proposed | Proposed | Proposed | Proposed | Proposed |
| 12.7 | 20'-0" x 5'-0" | Proposed | Proposed | Proposed | Proposed | Proposed |
| 12.18 | 20'-0" x 5'-0" | Proposed | Proposed | Proposed | Proposed | Proposed |

FASCIA SIGN SUMMARY

| EXISTING | PROPOSED | DELETED | NET |
|-------------|-------------|-------------|-------------|
| 272.5 sq ft | 934.2 sq ft | 630.4 sq ft | 576.3 sq ft |



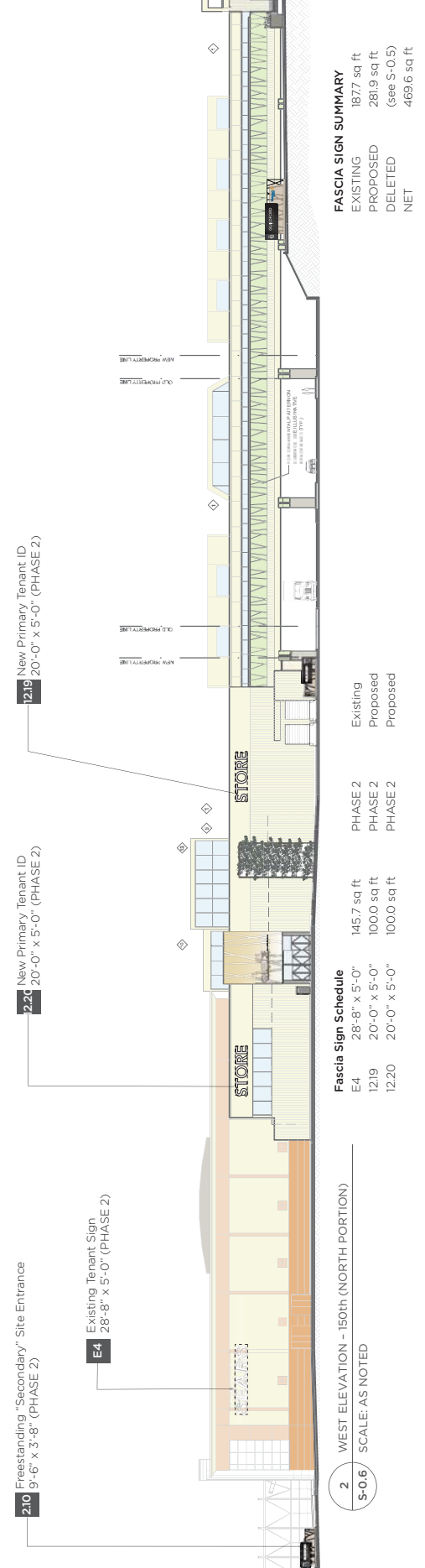
1 WEST ELEVATION - 150th STREET (CENTRE PORTION)
SCALE: AS NOTED

Fascia Sign Schedule

| Sign ID | Dimensions | Area | Phase | Status |
|---------|----------------|------------|---------|----------|
| E3 | 14'-0" x 3'-0" | 42.0 sq ft | PHASE 2 | Existing |
| 4.5 | 20'-6" x 4'-0" | 81.9 sq ft | PHASE 2 | Proposed |

Fascia Sign Schedule

| Sign ID | Dimensions | Area | Phase | Status |
|---------|----------------|------------|---------|----------|
| 1.5 | 14'-8" x 5'-3" | 77.3 sq ft | PHASE 2 | Proposed |
| E3 | 14'-0" x 3'-0" | 42.0 sq ft | PHASE 2 | Existing |



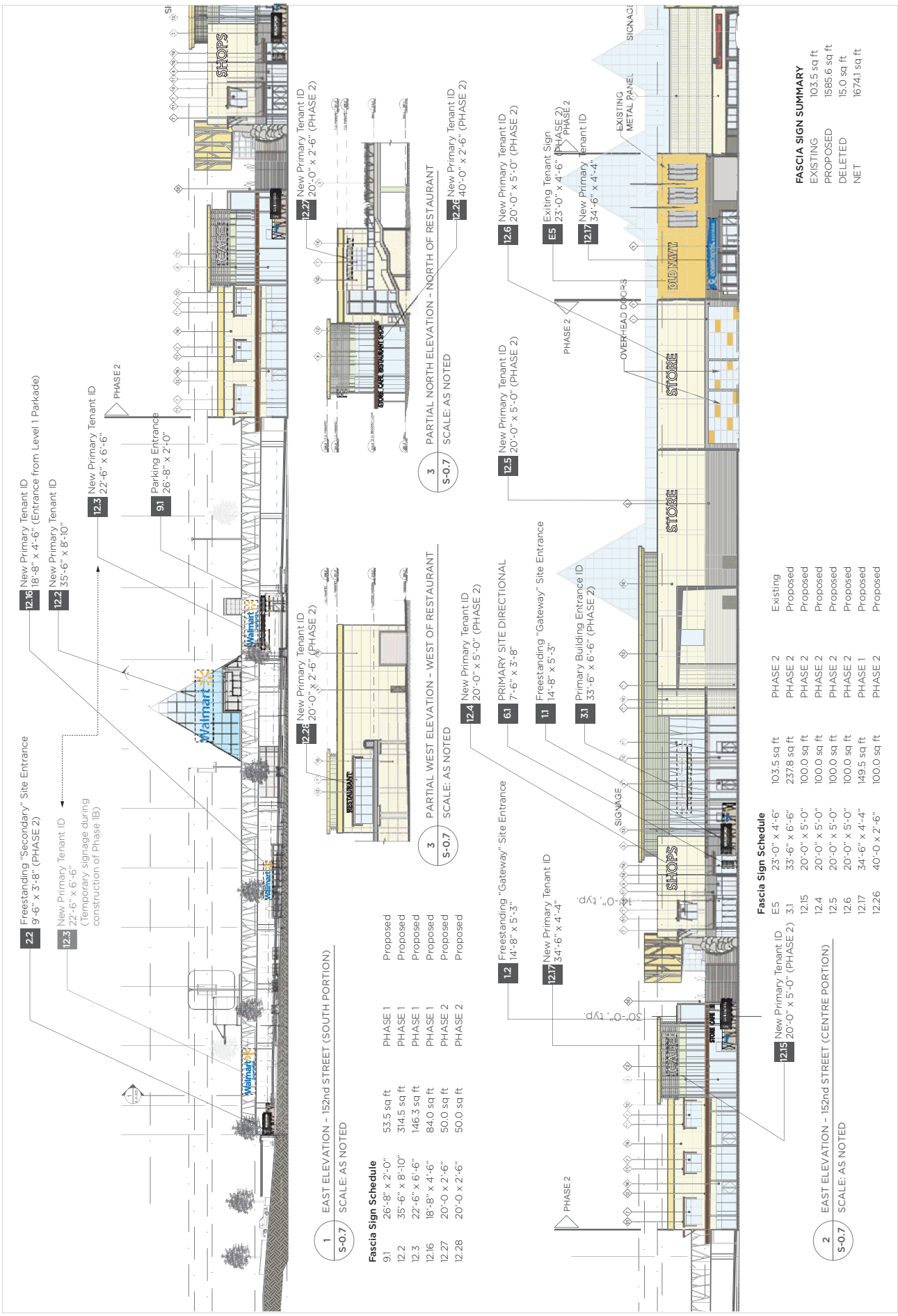
2 WEST ELEVATION - 150th (NORTH PORTION)
SCALE: AS NOTED

Fascia Sign Schedule

| Sign ID | Dimensions | Area | Phase | Status |
|---------|----------------|-------------|---------|----------|
| E4 | 28'-8" x 5'-0" | 145.7 sq ft | PHASE 2 | Existing |
| 12.19 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 | Proposed |
| 12.20 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 | Proposed |

Fascia Sign Summary

| Category | Existing Area | Proposed Area | Net Area |
|----------|---------------|---------------|-------------|
| EXISTING | 187.7 sq ft | - | - |
| PROPOSED | - | 281.9 sq ft | - |
| DELETED | - | - | (see S-0.5) |
| NET | - | - | 469.6 sq ft |



12.16 New Primary Tenant ID
18'-8" x 4'-6" (Entrance from Level 1 Parkade)

12.2 New Primary Tenant ID
35'-6" x 8'-10"

12.3 New Primary Tenant ID
22'-6" x 6'-6"

91 Parking Entrance
26'-8" x 2'-0"

12.27 New Primary Tenant ID
20'-0" x 2'-6" (PHASE 2)

12.26 New Primary Tenant ID
40'-0" x 2'-6" (PHASE 2)

12.5 New Primary Tenant ID
20'-0" x 5'-0" (PHASE 2)

E5 Existing Tenant Sign
23'-0" x 4'-6" (PHASE 2)

12.17 New Primary Tenant ID
34'-6" x 4'-4"

2.2 Freestanding "Secondary" Site Entrance
9'-6" x 3'-8" (PHASE 2)

12.3 New Primary Tenant ID
22'-6" x 6'-6"
(Temporary signage during construction of Phase 1B)

12.28 New Primary Tenant ID
20'-0" x 2'-6" (PHASE 2)

12.4 New Primary Tenant ID
20'-0" x 5'-0" (PHASE 2)

6.1 Freestanding "Gateway" Site Entrance
7'-6" x 3'-8"

1.1 Freestanding "Gateway" Site Entrance
14'-8" x 5'-3"

3.1 Primary Building Entrance ID
33'-6" x 6'-6" (PHASE 2)

1 EAST ELEVATION - 152ND STREET (SOUTH PORTION)
SCALE: AS NOTED

Fascia Sign Schedule

| | | | |
|-------|-----------------|----------|-------------|
| 91 | 26'-8" x 2'-0" | Proposed | 53.5 sq ft |
| 12.2 | 35'-6" x 8'-10" | Proposed | 314.5 sq ft |
| 12.3 | 22'-6" x 6'-6" | Proposed | 146.3 sq ft |
| 12.16 | 18'-8" x 4'-6" | Proposed | 84.0 sq ft |
| 12.27 | 20'-0" x 2'-6" | Proposed | 50.0 sq ft |
| 12.28 | 20'-0" x 2'-6" | Proposed | 50.0 sq ft |

3 PARTIAL WEST ELEVATION - WEST OF RESTAURANT
SCALE: AS NOTED

Fascia Sign Schedule

| | | | | |
|-------|--------------------------------------|--------------------------|----------|-------------|
| 12 | Freestanding "Gateway" Site Entrance | 14'-8" x 5'-3" | Existing | 103.5 sq ft |
| 12.17 | New Primary Tenant ID | 34'-6" x 4'-4" | Proposed | 237.8 sq ft |
| 6.1 | Freestanding "Gateway" Site Entrance | 7'-6" x 3'-8" | Proposed | 100.0 sq ft |
| 1.1 | Freestanding "Gateway" Site Entrance | 14'-8" x 5'-3" | Proposed | 100.0 sq ft |
| 3.1 | Primary Building Entrance ID | 33'-6" x 6'-6" (PHASE 2) | Proposed | 100.0 sq ft |
| 12.5 | New Primary Tenant ID | 20'-0" x 5'-0" (PHASE 2) | Proposed | 100.0 sq ft |
| 12.17 | New Primary Tenant ID | 34'-6" x 4'-4" | Proposed | 149.5 sq ft |
| 12.26 | New Primary Tenant ID | 40'-0" x 2'-6" | Proposed | 100.0 sq ft |

3 PARTIAL NORTH ELEVATION - NORTH OF RESTAURANT
SCALE: AS NOTED

Fascia Sign Schedule

| | | | | |
|-------|-----------------------|--------------------------|----------|--------------|
| E5 | Existing Tenant Sign | 23'-0" x 4'-6" (PHASE 2) | Existing | 103.5 sq ft |
| 12.17 | New Primary Tenant ID | 34'-6" x 4'-4" | Proposed | 1585.6 sq ft |
| 12.26 | New Primary Tenant ID | 40'-0" x 2'-6" | Proposed | 15.0 sq ft |
| 12.27 | New Primary Tenant ID | 20'-0" x 2'-6" (PHASE 2) | Proposed | 16741 sq ft |

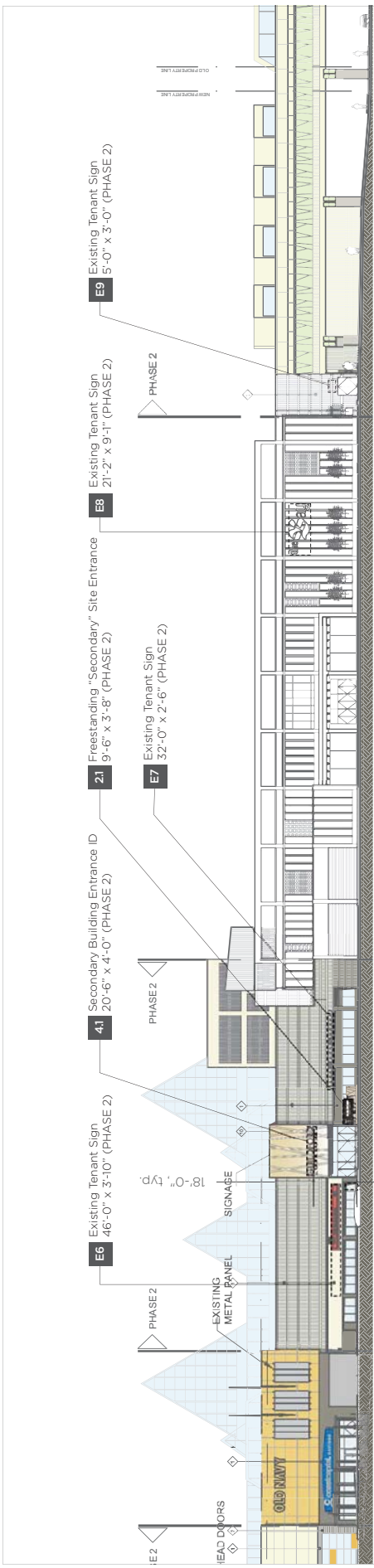
2 EAST ELEVATION - 152ND STREET (CENTRE PORTION)
SCALE: AS NOTED

Fascia Sign Schedule

| | | | |
|-------|----------------|----------|-------------|
| E5 | 23'-0" x 4'-6" | Existing | 103.5 sq ft |
| 12.15 | 33'-6" x 6'-6" | Proposed | 237.8 sq ft |
| 12.4 | 20'-0" x 5'-0" | Proposed | 100.0 sq ft |
| 12.5 | 20'-0" x 5'-0" | Proposed | 100.0 sq ft |
| 12.6 | 20'-0" x 5'-0" | Proposed | 100.0 sq ft |
| 12.17 | 34'-6" x 4'-4" | Proposed | 149.5 sq ft |
| 12.26 | 40'-0" x 2'-6" | Proposed | 100.0 sq ft |

FASCIA SIGN SUMMARY

| | |
|----------|--------------|
| EXISTING | 103.5 sq ft |
| PROPOSED | 1585.6 sq ft |
| DELETED | 15.0 sq ft |
| NET | 16741 sq ft |



Fascia Sign Schedule

| Item | Dimensions | Area | Phase |
|------|-----------------|-------------|----------|
| E6 | 46'-0" x 3'-10" | 176.3 sq ft | PHASE 2 |
| E7 | 32'-0" x 2'-6" | 80.0 sq ft | PHASE 2 |
| E8 | 21'-2" x 9'-1" | 192.3 sq ft | PHASE 2 |
| E9 | 5'-0" x 3'-0" | 15.0 sq ft | PHASE 2 |
| 4.1 | 20'-6" x 4'-0" | 81.9 sq ft | Proposed |

1 EAST ELEVATION - 152ND STREET (CENTRE PORTION)
 S-08 SCALE: AS NOTED

Fascia Sign Schedule

| Item | Dimensions | Area | Phase |
|------|-----------------|-------------|---------|
| E10 | 14'-10" x 2'-0" | 29.7 sq ft | PHASE 2 |
| E11 | 41'-6" x 7'-6" | 311.3 sq ft | PHASE 2 |
| 3.5 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |

2 EAST ELEVATION - 152ND STREET (NORTH PORTION)
 S-08 SCALE: AS NOTED

Fascia Sign Schedule

| Item | Dimensions | Area | Phase |
|------|-----------------|-------------|---------|
| E10 | 14'-10" x 2'-0" | 29.7 sq ft | PHASE 2 |
| E11 | 41'-6" x 7'-6" | 311.3 sq ft | PHASE 2 |
| 3.5 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |

Fascia Sign Schedule

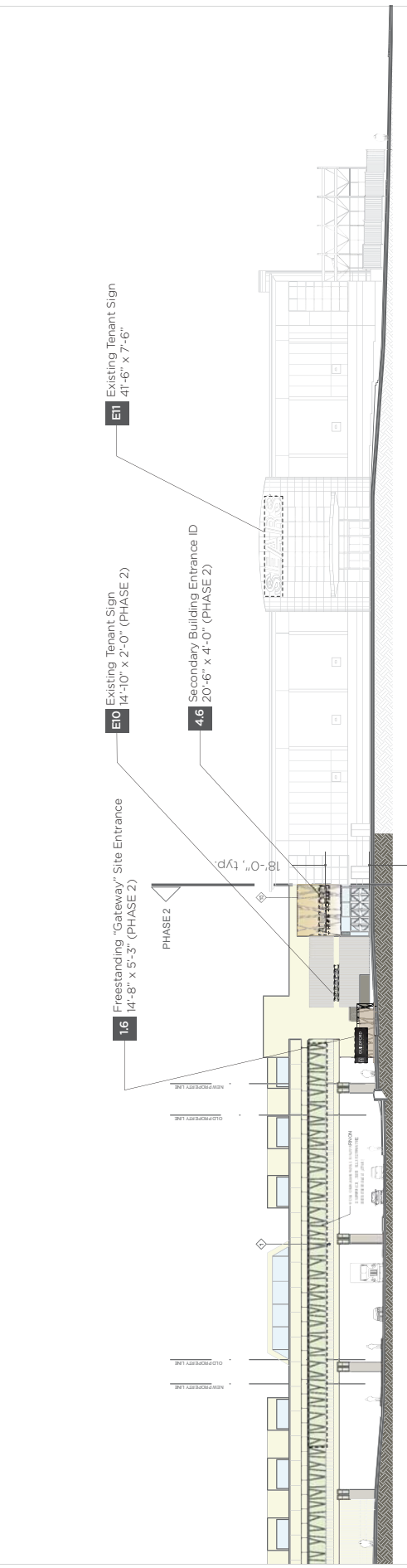
| Item | Dimensions | Area | Phase |
|------|-----------------|-------------|---------|
| E10 | 14'-10" x 2'-0" | 29.7 sq ft | PHASE 2 |
| E11 | 41'-6" x 7'-6" | 311.3 sq ft | PHASE 2 |
| 3.5 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |

Fascia Sign Schedule

| Item | Dimensions | Area | Phase |
|------|-----------------|-------------|---------|
| E10 | 14'-10" x 2'-0" | 29.7 sq ft | PHASE 2 |
| E11 | 41'-6" x 7'-6" | 311.3 sq ft | PHASE 2 |
| 3.5 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |

Fascia Sign Schedule

| Item | Dimensions | Area | Phase |
|------|-----------------|-------------|---------|
| E10 | 14'-10" x 2'-0" | 29.7 sq ft | PHASE 2 |
| E11 | 41'-6" x 7'-6" | 311.3 sq ft | PHASE 2 |
| 3.5 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |



Fascia Sign Schedule

| Item | Dimensions | Area | Phase |
|------|-----------------|-------------|---------|
| E10 | 14'-10" x 2'-0" | 29.7 sq ft | PHASE 2 |
| E11 | 41'-6" x 7'-6" | 311.3 sq ft | PHASE 2 |
| 3.5 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |

Fascia Sign Schedule

| Item | Dimensions | Area | Phase |
|------|-----------------|-------------|---------|
| E10 | 14'-10" x 2'-0" | 29.7 sq ft | PHASE 2 |
| E11 | 41'-6" x 7'-6" | 311.3 sq ft | PHASE 2 |
| 3.5 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |

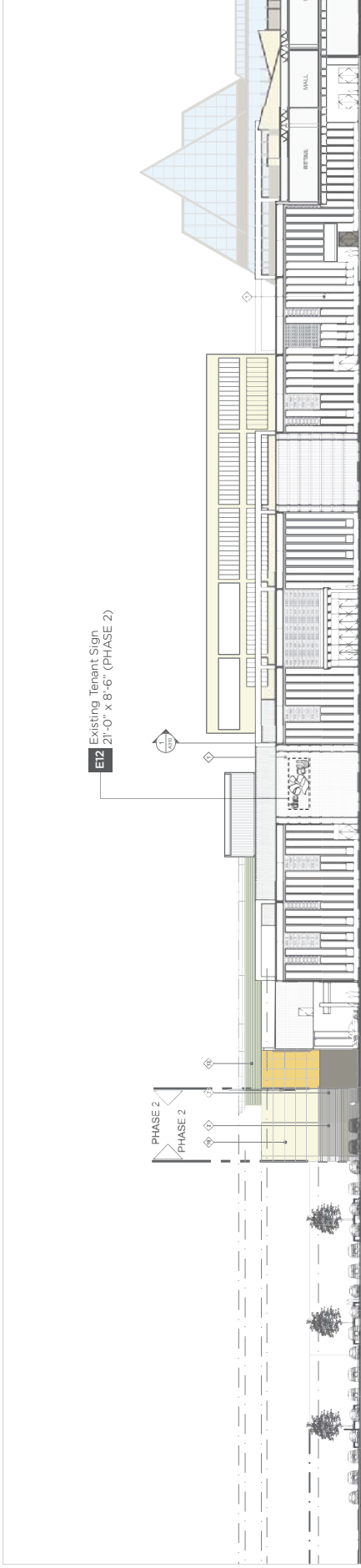
Fascia Sign Schedule

| Item | Dimensions | Area | Phase |
|------|-----------------|-------------|---------|
| E10 | 14'-10" x 2'-0" | 29.7 sq ft | PHASE 2 |
| E11 | 41'-6" x 7'-6" | 311.3 sq ft | PHASE 2 |
| 3.5 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |

FASCIA SIGN SUMMARY

| Category | Area (sq ft) |
|----------|--------------|
| EXISTING | 804.6 |
| PROPOSED | 319.7 |
| DELETED | (see S-0.7) |
| NET | 1124.3 |

2 EAST ELEVATION - 152ND STREET (NORTH PORTION)
 S-08 SCALE: AS NOTED

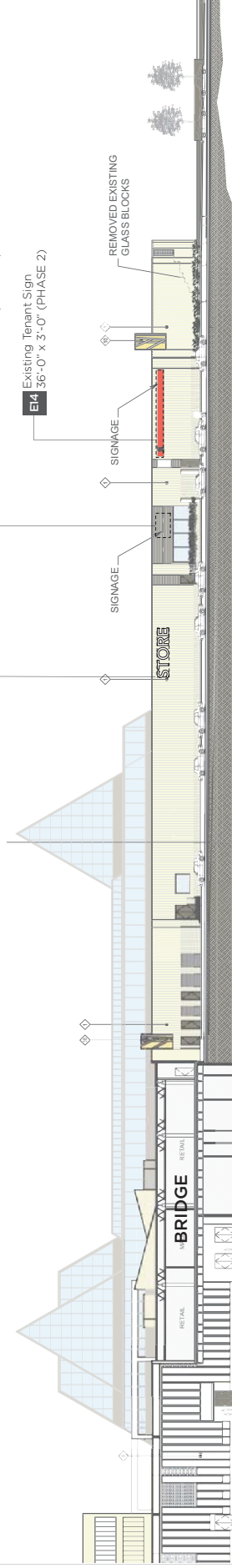


1
S-0.9

1 NORTH ELEVATION - 104th AVENUE (EAST PORTION)
 SCALE: AS NOTED

Fascia Sign Schedule

| | | | | |
|-----|----------------|---------|----------|-------------|
| E12 | 21'-0" x 8'-6" | PHASE 2 | Existing | 178.5 sq ft |
|-----|----------------|---------|----------|-------------|



2
S-0.9

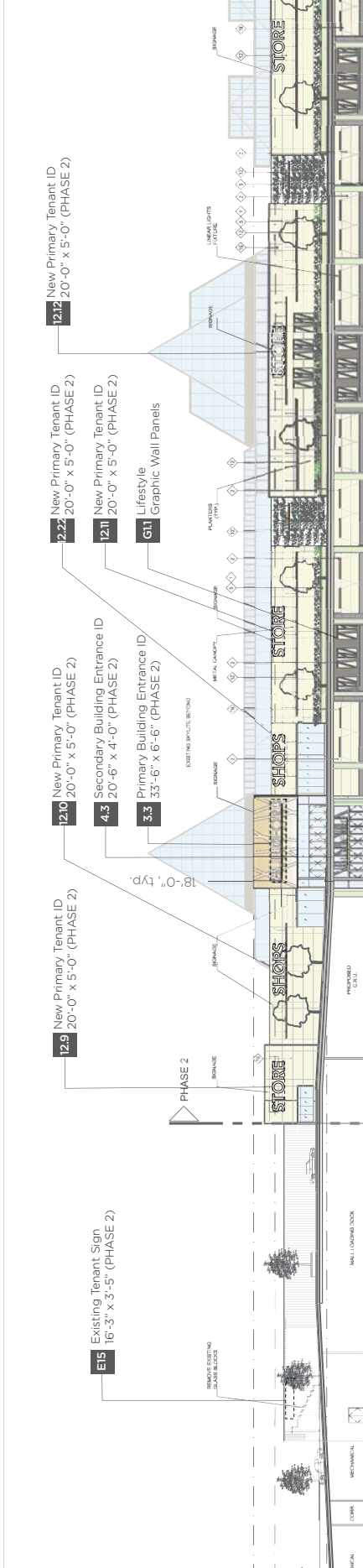
2 NORTH ELEVATION - 104th AVENUE (WEST PORTION)
 SCALE: AS NOTED

Fascia Sign Schedule

| | | | | |
|-------|----------------|---------|----------|-------------|
| E13 | 10'-0" x 6'-0" | PHASE 2 | Existing | 60.0 sq ft |
| E14 | 36'-0" x 3'-0" | PHASE 2 | Existing | 108.0 sq ft |
| 12.21 | 20'-0" x 5'-0" | PHASE 2 | Proposed | 100.0 sq ft |

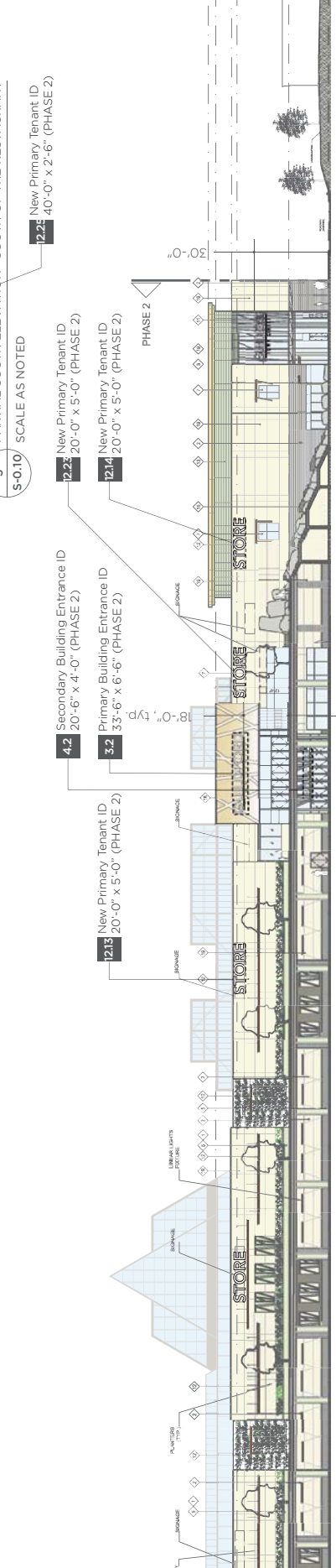
FASCIA SIGN SUMMARY

| | |
|----------|-------------|
| EXISTING | 346.5 sq ft |
| PROPOSED | 100.0 sq ft |
| DELETED | |
| NET | 446.5 sq ft |



1 SOUTH ELEVATION - 101st AVENUE (WEST PORTION)
 S-010 SCALE: AS NOTED

| Callout | Sign Description | Area | Phase |
|---------|-------------------------------------|-------------|---------|
| E15 | Existing Tenant Sign 16'-3" x 3'-5" | 55.5 sq ft | PHASE 2 |
| 3.3 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |
| 4.3 | 20'-6" x 4'-0" | 81.9 sq ft | PHASE 2 |
| 12.9 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 |
| 12.10 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 |
| 12.11 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 |
| 12.12 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 |
| 12.22 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 |

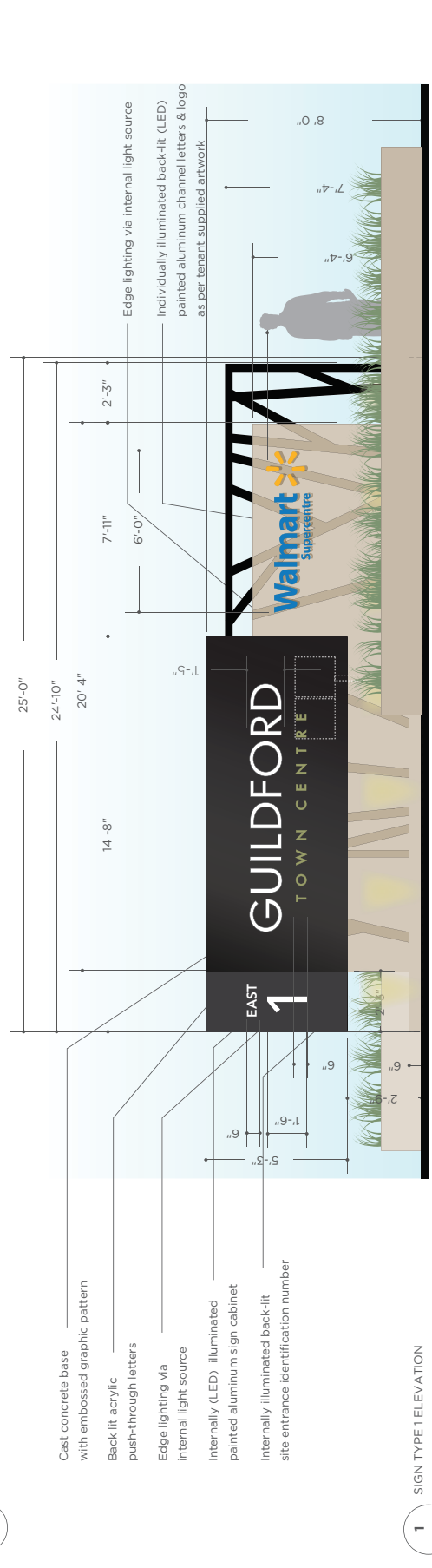
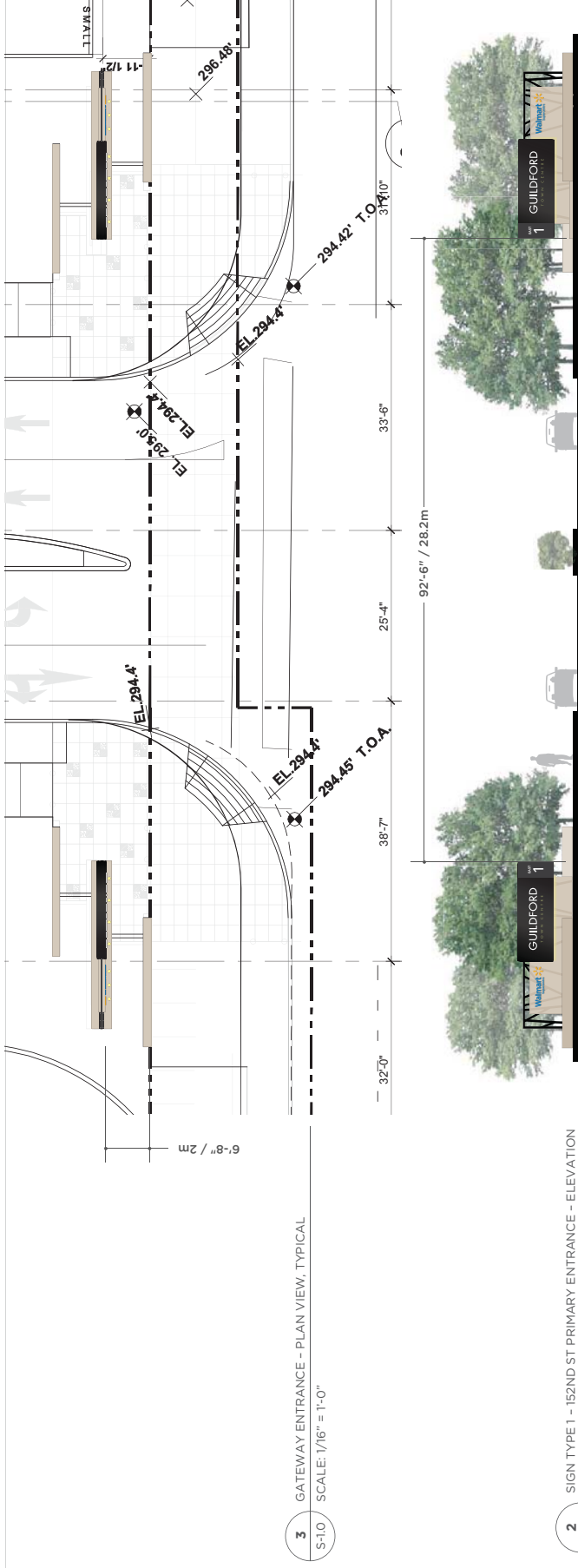


2 SOUTH ELEVATION - 101st AVENUE (EAST PORTION)
 S-010 SCALE: AS NOTED

| Callout | Sign Description | Area | Phase |
|---------|------------------|-------------|---------|
| 3.2 | 33'-6" x 6'-6" | 237.8 sq ft | PHASE 2 |
| 4.2 | 20'-6" x 4'-0" | 81.9 sq ft | PHASE 2 |
| 12.13 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 |
| 12.14 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 |
| 12.22 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 |
| 12.24 | 20'-0" x 5'-0" | 100.0 sq ft | PHASE 2 |
| 12.25 | 40'-0" x 2'-6" | 100.0 sq ft | PHASE 2 |

FASCIA SIGN SUMMARY

| Category | Area (sq ft) |
|----------|--------------|
| EXISTING | 55.5 |
| PROPOSED | 1639.4 |
| DELETED | 321.5 |
| NET | 1373.4 |



1 SIGN TYPE 1 ELEVATION
SCALE: 1/4" = 1'-0"

SIGN TYPE 1 Freestanding "Gateway" Site Entrance (QTY: 6)

Note:
- Contact EDG for approved digital art files for all sign types
- Refer to Sign Specification for materials, colours and paint finishes, etc.

REVISIONS

MUSSON
CATTELL
MACKAY
PARTNERSHIP
ARCHITECTS DESIGNERS PLANNERS

GUILDFORD
TOWN CENTRE
EXPANSION
2695 Guildford Town Centre
Surrey BC

Guildford Town Centre
Comprehensive
Sign Plan

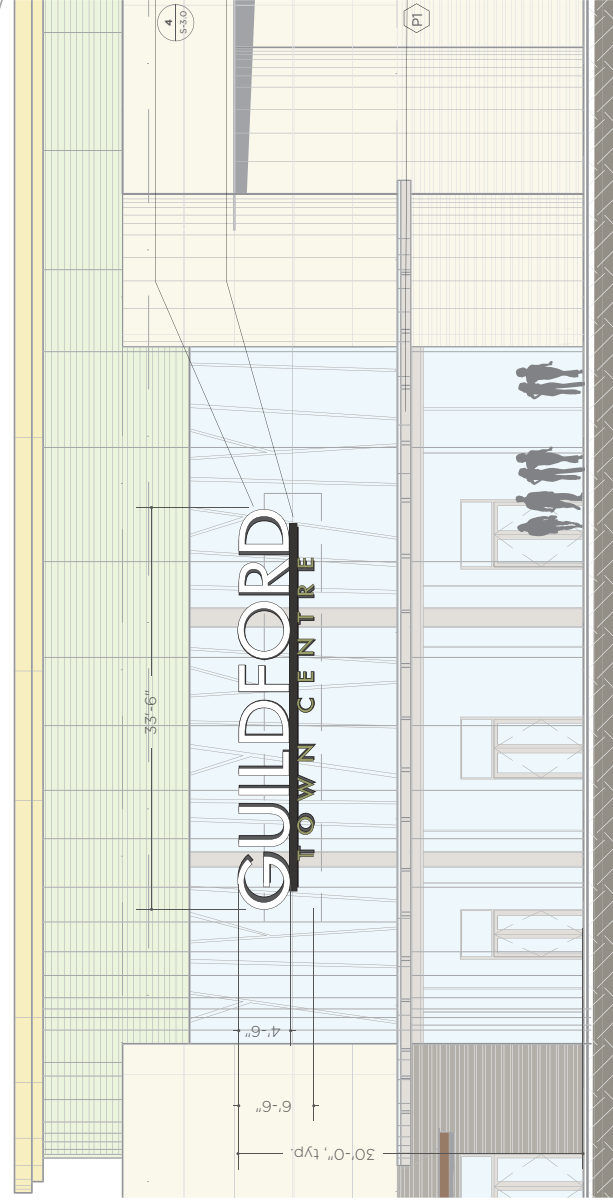
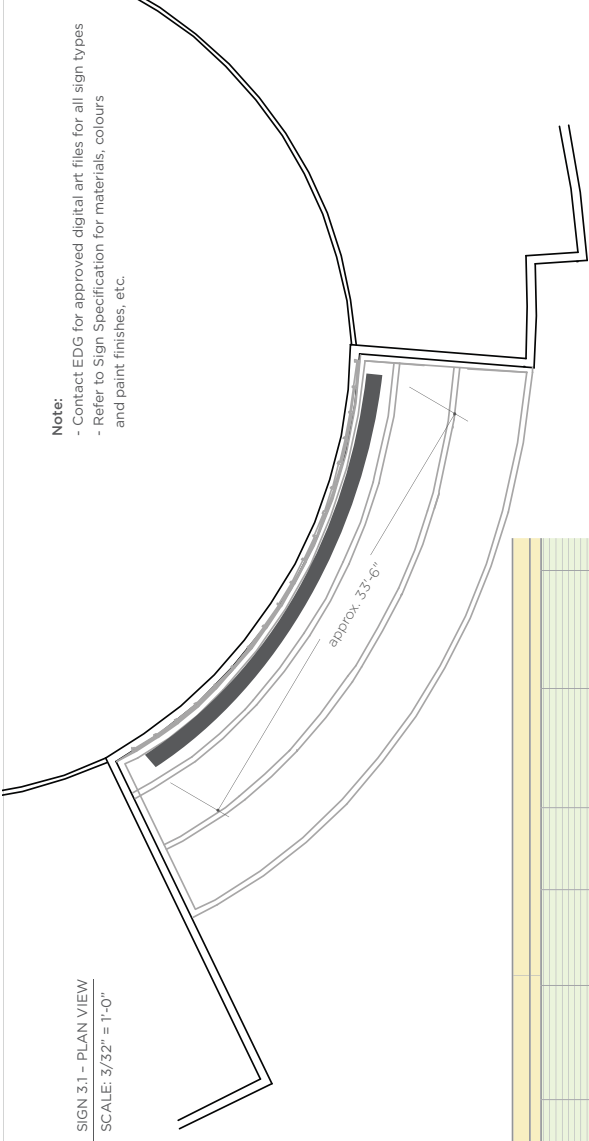
SIGN TYPE 3

AS NOTED
SCALE: 3/32" = 1'-0"
PROJECT: 10005
FILE: GTC S-3.1-v1.6.dwg
DRAWING: NC
REVIEW: BM

Note:

- Contact EDG for approved digital art files for all sign types
- Refer to Sign Specification for materials, colours and paint finishes, etc.

2 SIGN 3.1 - PLAN VIEW
SCALE: 3/32" = 1'-0"



- Backlit channel letters (LED) with acrylic face. Refer to section detail
- Armature / raceway supports letters and conceals electrical supply. Mounted to canopy structure.
- Painted HSS support
Trellis canopy to reflect logo / graphic pattern.

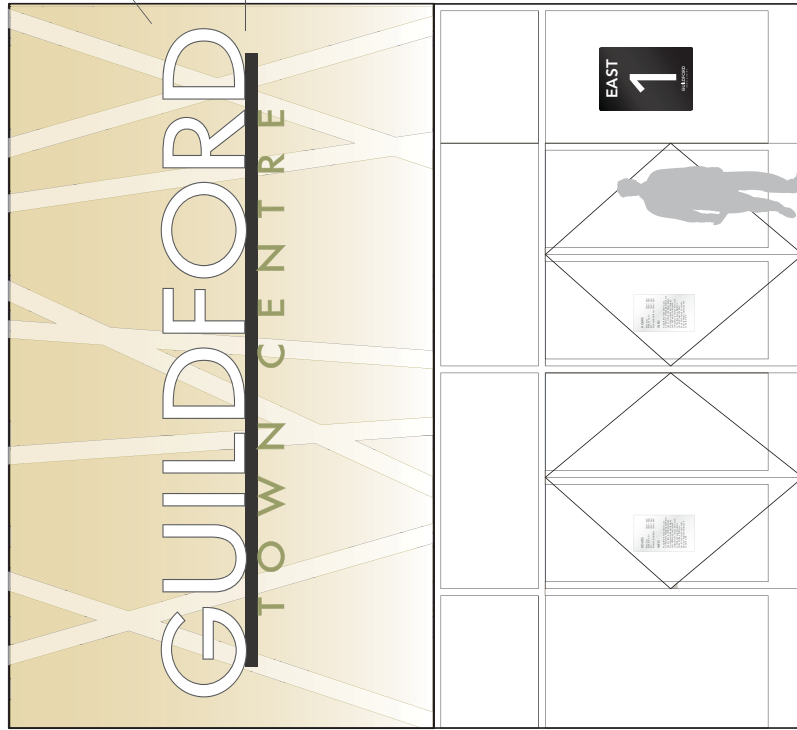
1 SIGN 3.1 - FOOD COURT ENTRANCE - ELEVATION
SCALE: 3/32" = 1'-0"

SIGN TYPE 3 Primary Building Entrance ID - Sign 3.1 Food Court Entrance

Note:

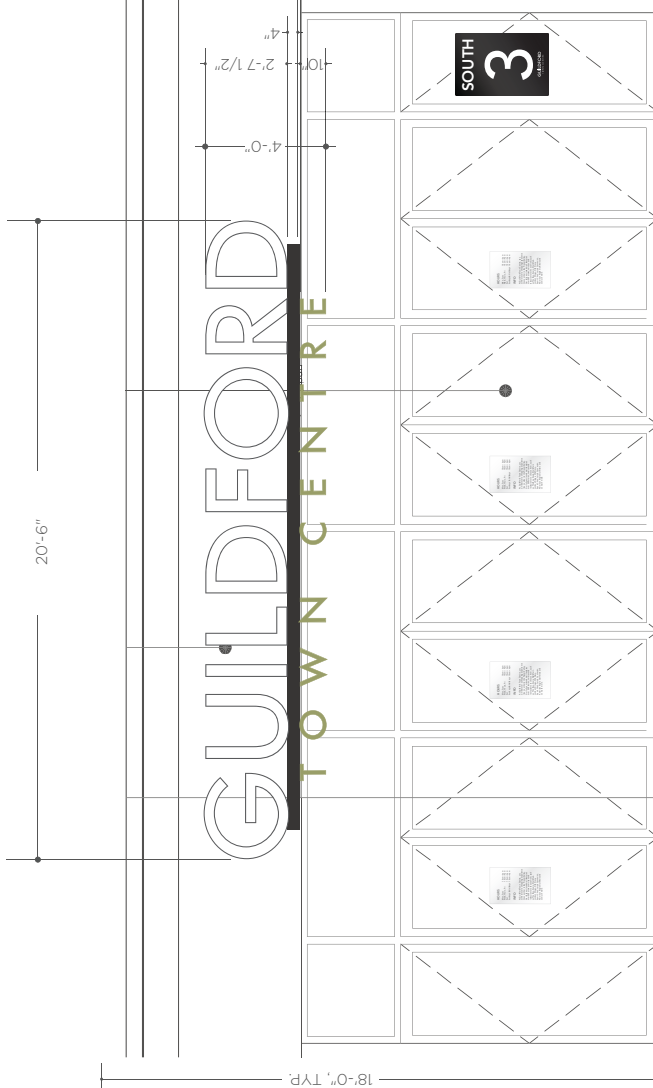
- Contact EDG for approved digital art files for all sign types
- Refer to Sign Specification Page for materials, colours and paint finishes, etc.

Backlit dimensional channel letters (LED) with acrylic face (Refer to section detail) mounted through polycarbonate panel reveal, typical. (Mounted on entrance bulkhead for Sign 4.2 & 4.3)



1 SIGN TYPE 4 - ELEVATION, TYPICAL
 S-4.0 SCALE: 1/4" = 1'-0"

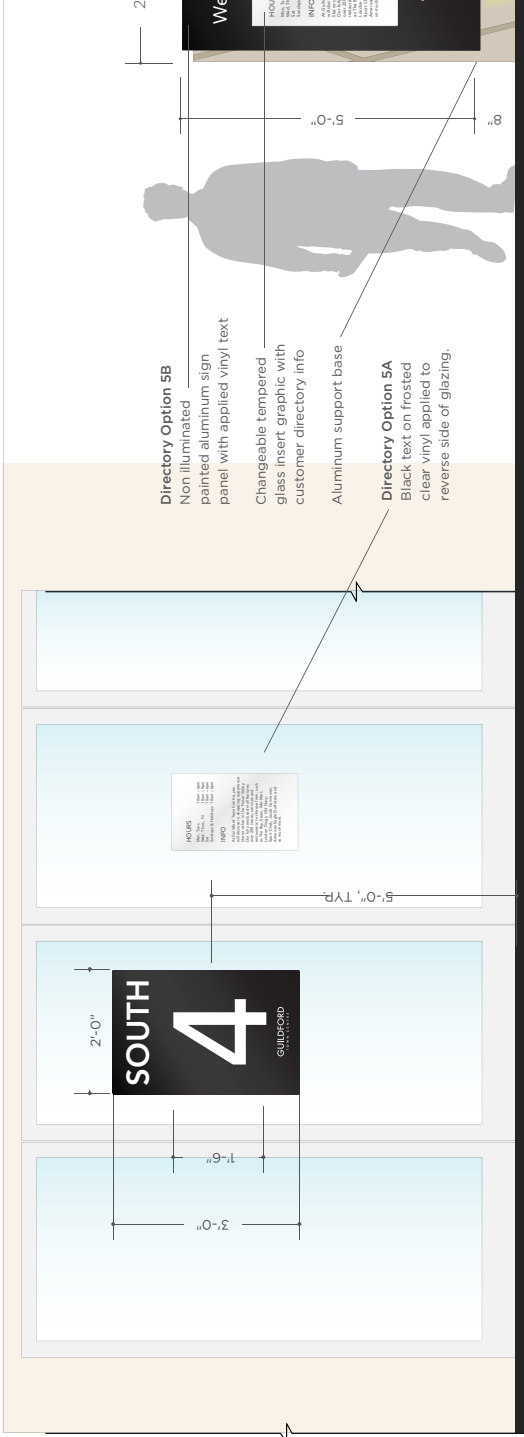
For details refer to drawing S-3.0



2 SIGN TYPE 4 - SIGN 4.2 & 4.3 ELEVATION
 S-4.0 SCALE: 1/4" = 1'-0"

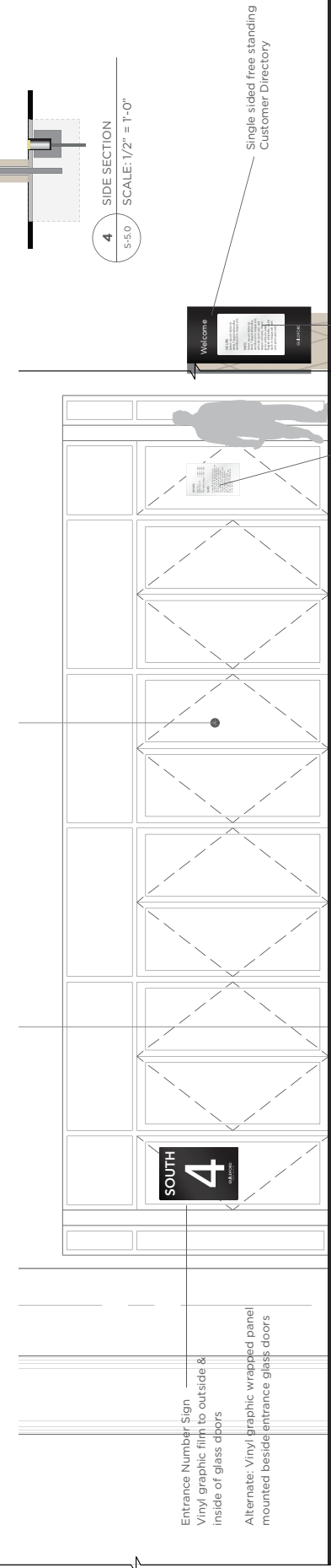
For details refer to drawing S-3.0

Note:
 - Contact EDG for approved digital art files for all sign types
 - Refer to Sign Specification for materials, colours and paint finishes, etc.



3 SIGN TYPE 5 - OPTION B - FREESTANDING CUSTOMER DIRECTORY
 S-5.0 SCALE: 1/2" = 1'-0"

2 SIGN TYPE 5 & DIRECTORY OPTION 5A DETAIL
 S-5.0 SCALE: 1/2" = 1'-0"

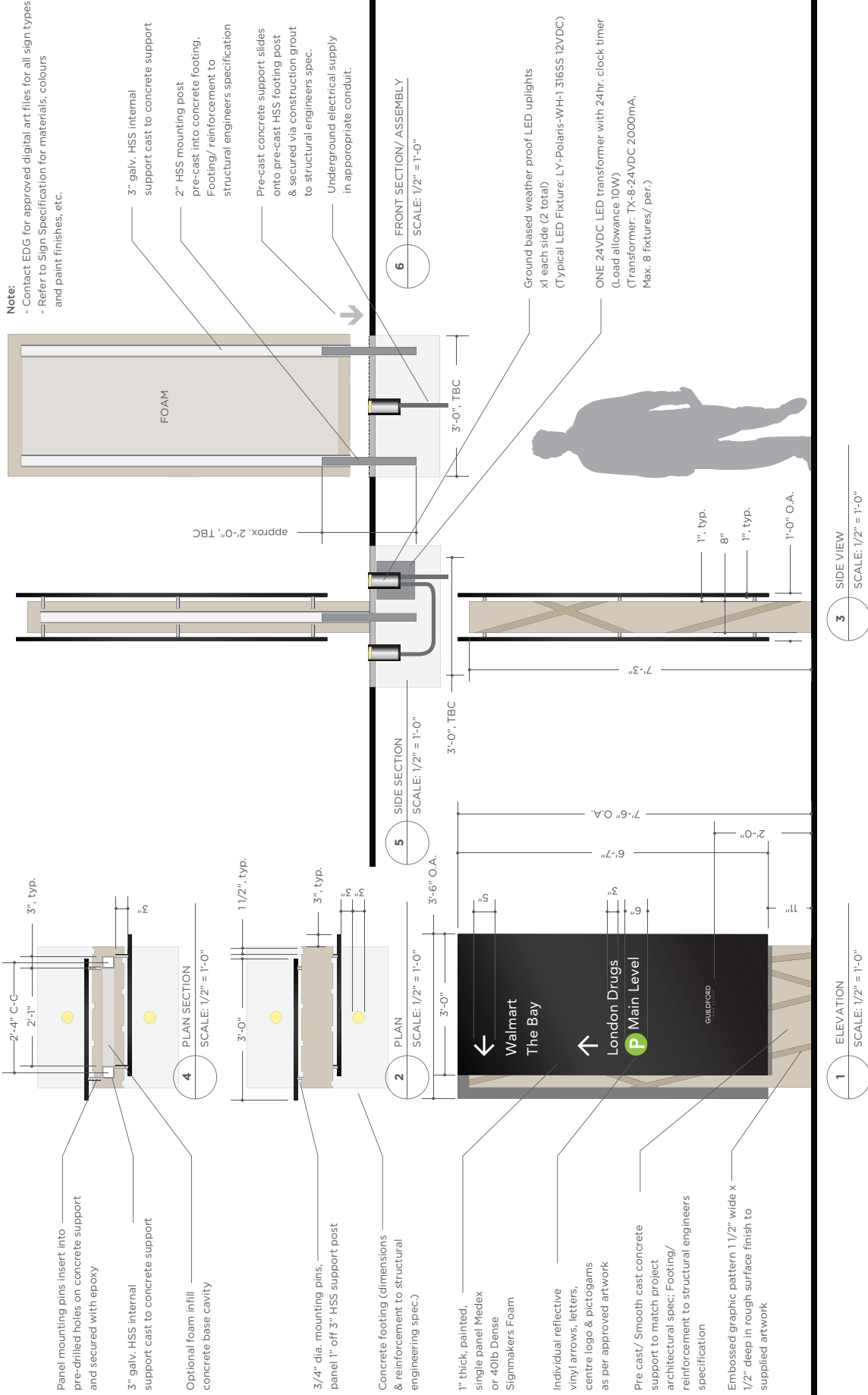


1 SIGN TYPE 5 - ENTRANCE NUMBER SIGNS - TYPICAL ELEVATION
 S-5.0 SCALE: 1/4" = 1'-0"

4 SIDE SECTION
 S-5.0 SCALE: 1/2" = 1'-0"

SIGN TYPE 5 Entrance Number Sign (QTY: 10 Entrances)

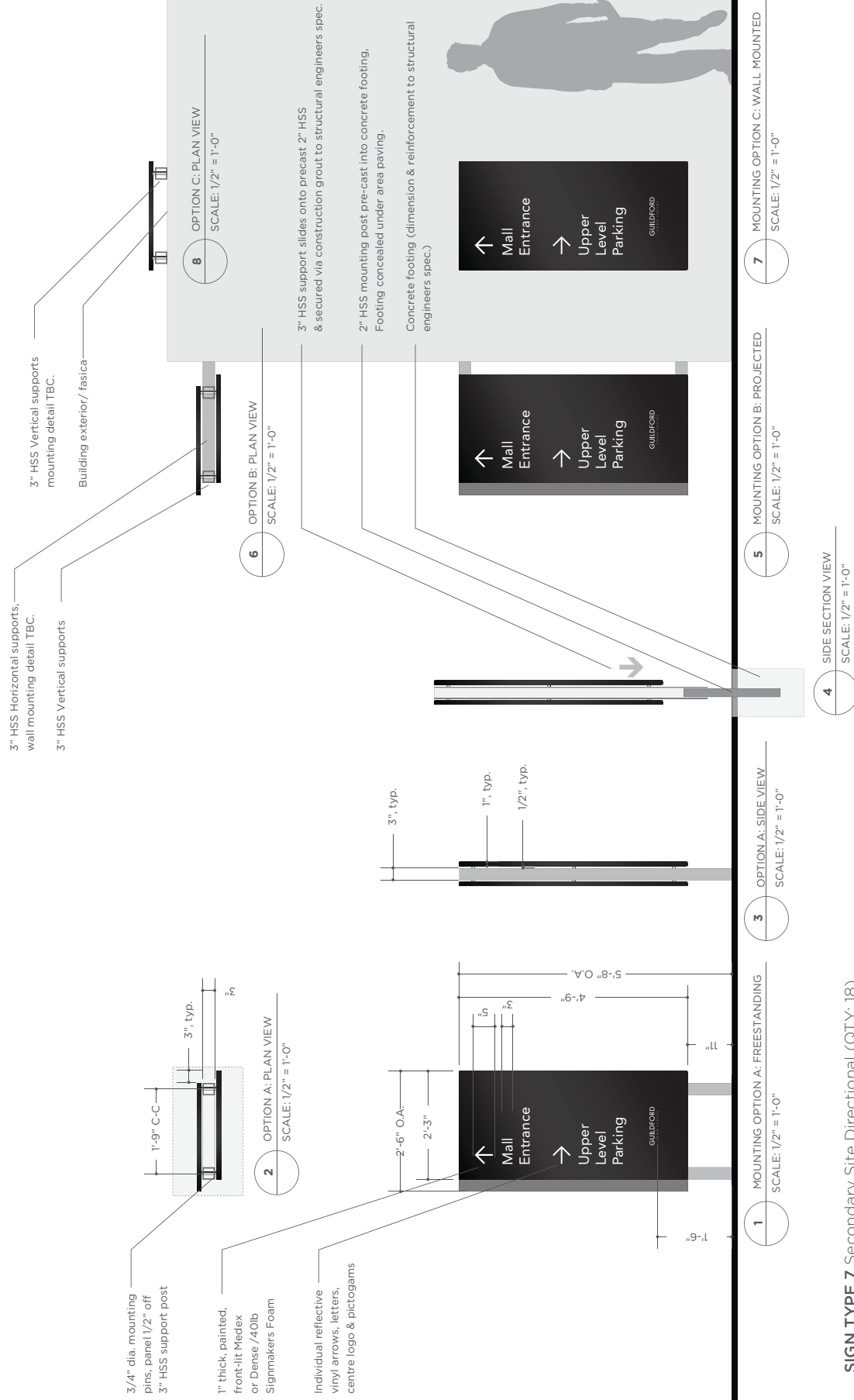
Note:
- Contact EDG for approved digital art files for all sign types
- Refer to Sign Specification for materials, colours and paint finishes, etc.



SIGN TYPE 6 Primary Site Directional (QTY: 3)

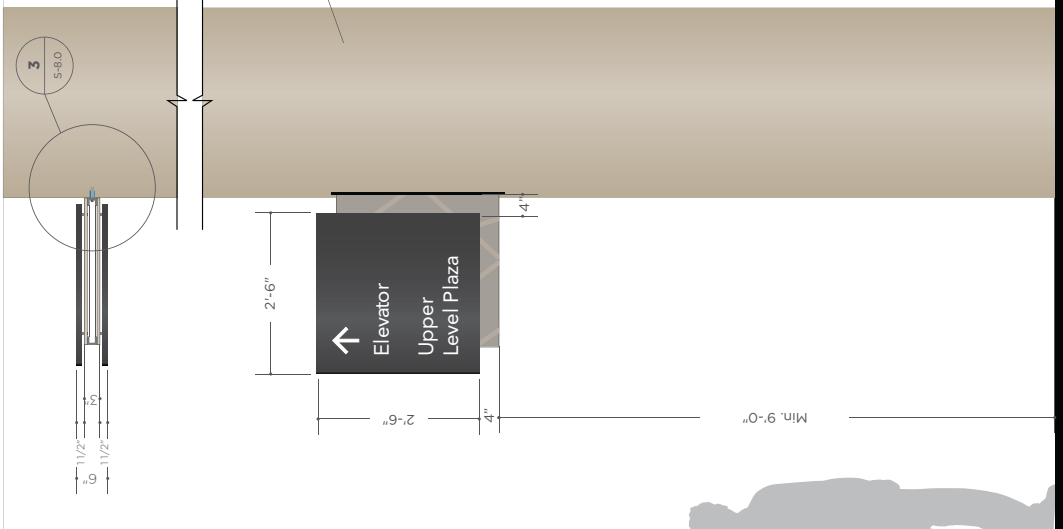
Note:

- Contact EDG for approved digital art files for all sign types
- Refer to Sign Specification for materials, colours and paint finishes, etc.



SIGN TYPE 7 Secondary Site Directional (QTY: 18)

Note:
 - Contact EDG for approved digital art files for all sign types
 - Refer to Sign Specification for materials, colours and paint finishes, etc.

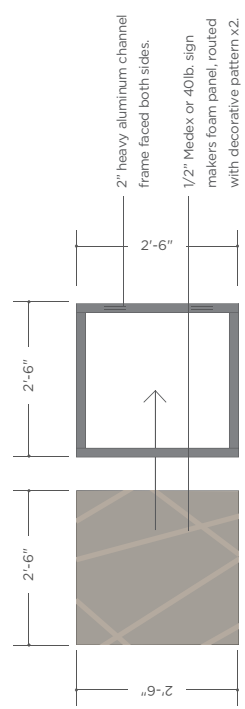


2 SECTION PLAN
 S-8.0 SCALE: 1/2" = 1'-0"

Mounting
 Securely mounted with concealed 1/2" Ø Hilti fastener or equivalent. TBC by structural engineer.
 2" heavy wall aluminum. Welded channel frame. Faced both sides with 1/2" Medex or 40lb. sign makers foam panel.

1" painted 40lb. sign makers foam panel. Text & arrows & pictograms in applied reflective vinyl. Concealed pin attachment to back panel.

3 MOUNTING DETAIL
 S-8.0 NTS

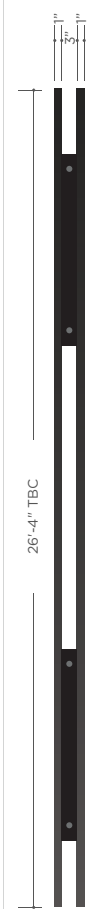


4 SECTION PLAN
 S-8.0 SCALE: 1/2" = 1'-0"

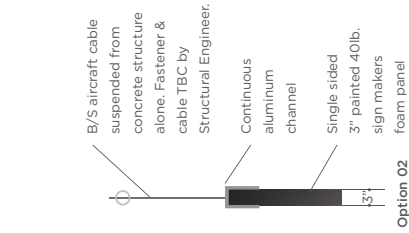
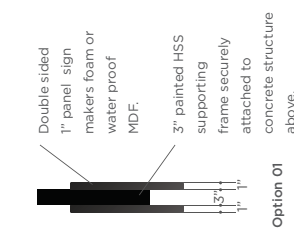
1 SIGN TYPE 8 - PEDESTRIAN DIRECTIONAL - TYPICAL ELEVATION
 S-8.0 SCALE: 1/2" = 1'-0"

SIGN TYPE 8 Pedestrian Directional (QTY: TBD)

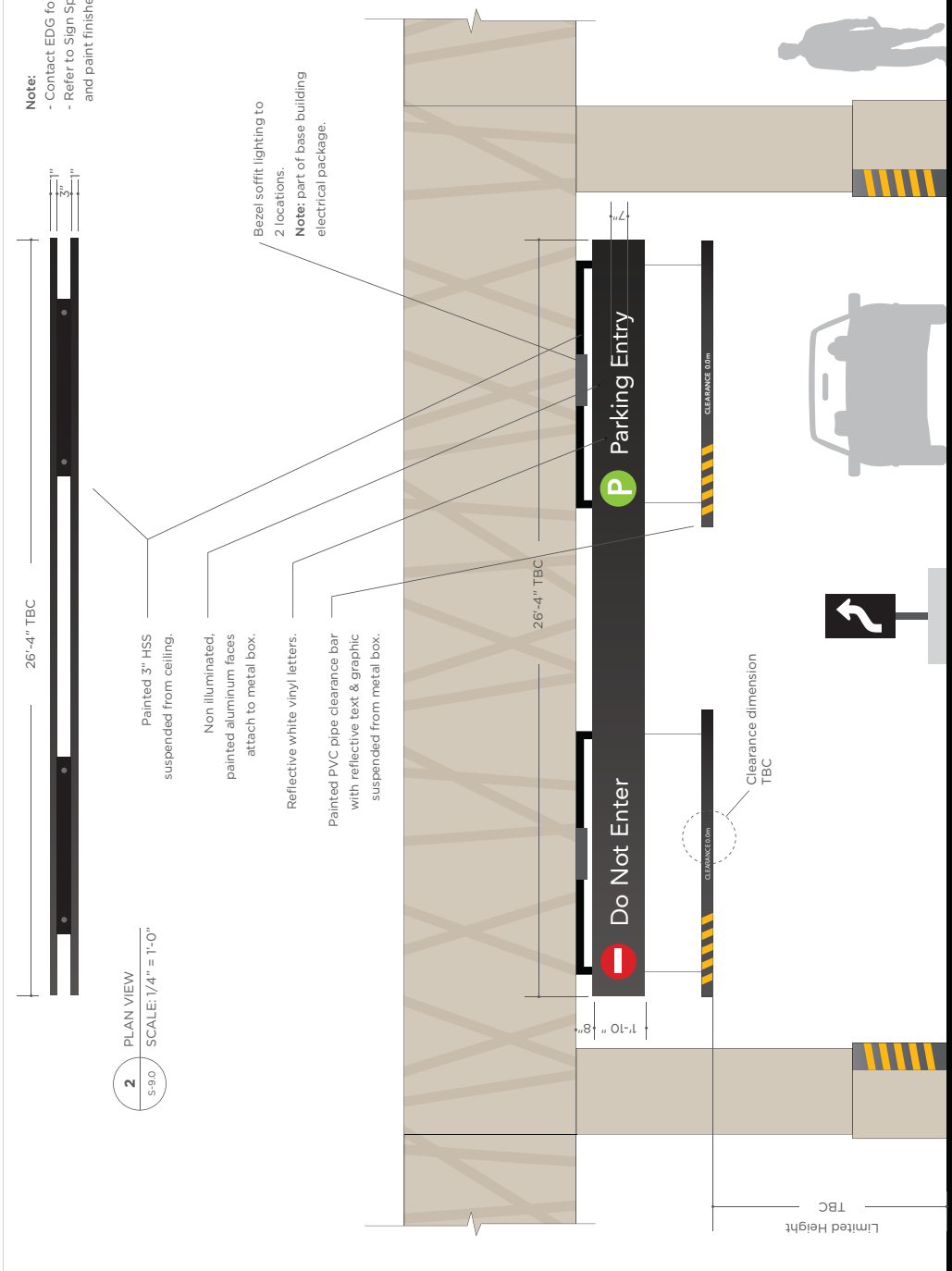
Note:
 - Contact EDG for approved digital art files for all sign types
 - Refer to Sign Specification for materials, colours and paint finishes, etc.



2 PLAN VIEW
 SCALE: 1/4" = 1'-0"
 S-9.0



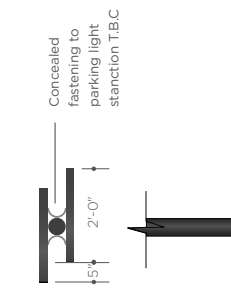
3 SECTION DETAIL
 SCALE: 1/2" = 1'-0"
 S-9.0



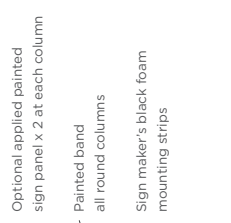
1 PARKING ENTRY - ELEVATION
 SCALE: 1/4" = 1'-0"
 S-9.0

SIGN TYPE 9 Parking Entrance (QTY: 1)

Note:
 - Contact EDG for approved digital art files for all sign types
 - Refer to Sign Specification for materials, colours and paint finishes, etc.



3 PLAN VIEW
 S:10.0
 SCALE: 3/8" = 1'-0"



4 PLAN VIEW
 S:10.0
 SCALE: 3/8" = 1'-0"

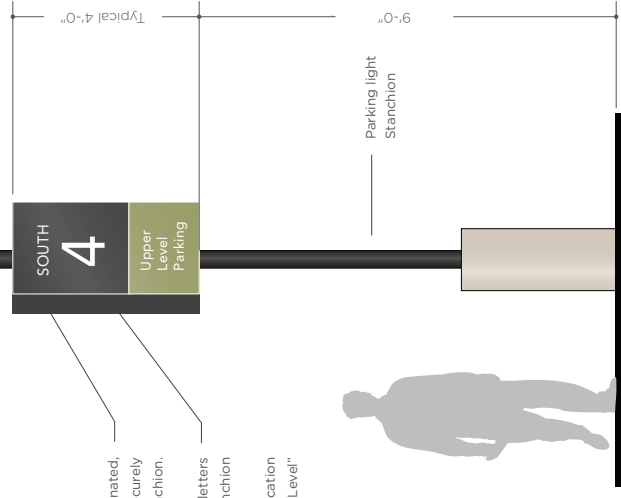
Messaging Option 3
 Parking level reinforced with secondary info, no site orientation or anchor tenant.

Existing garage support column. Externally illuminated, painted concrete band.

Option A
 Reflective vinyl letters x 2 applied directly to each column.

Option B
 Painted aluminum panel with applied vinyl letters.

See "Parkade Sign Location Plan - Main Level"



2 UPPER LEVEL PARKING ID - TYPICAL
 S:10.0
 SCALE: 3/8" = 1'-0"



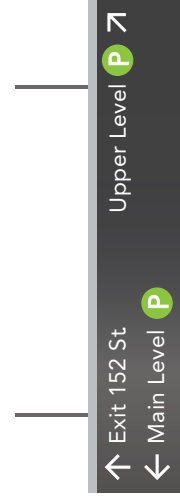
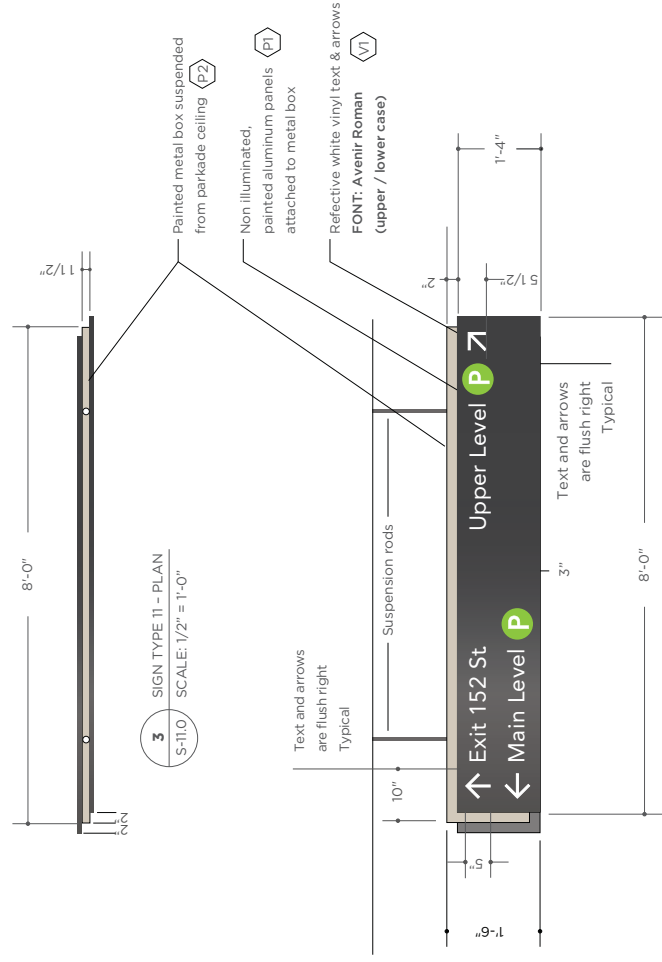
Messaging Samples

Top:
 Parking Lot Location
 (North, East, South, West)

Middle:
 Mall Entrance ID
 (1-12)

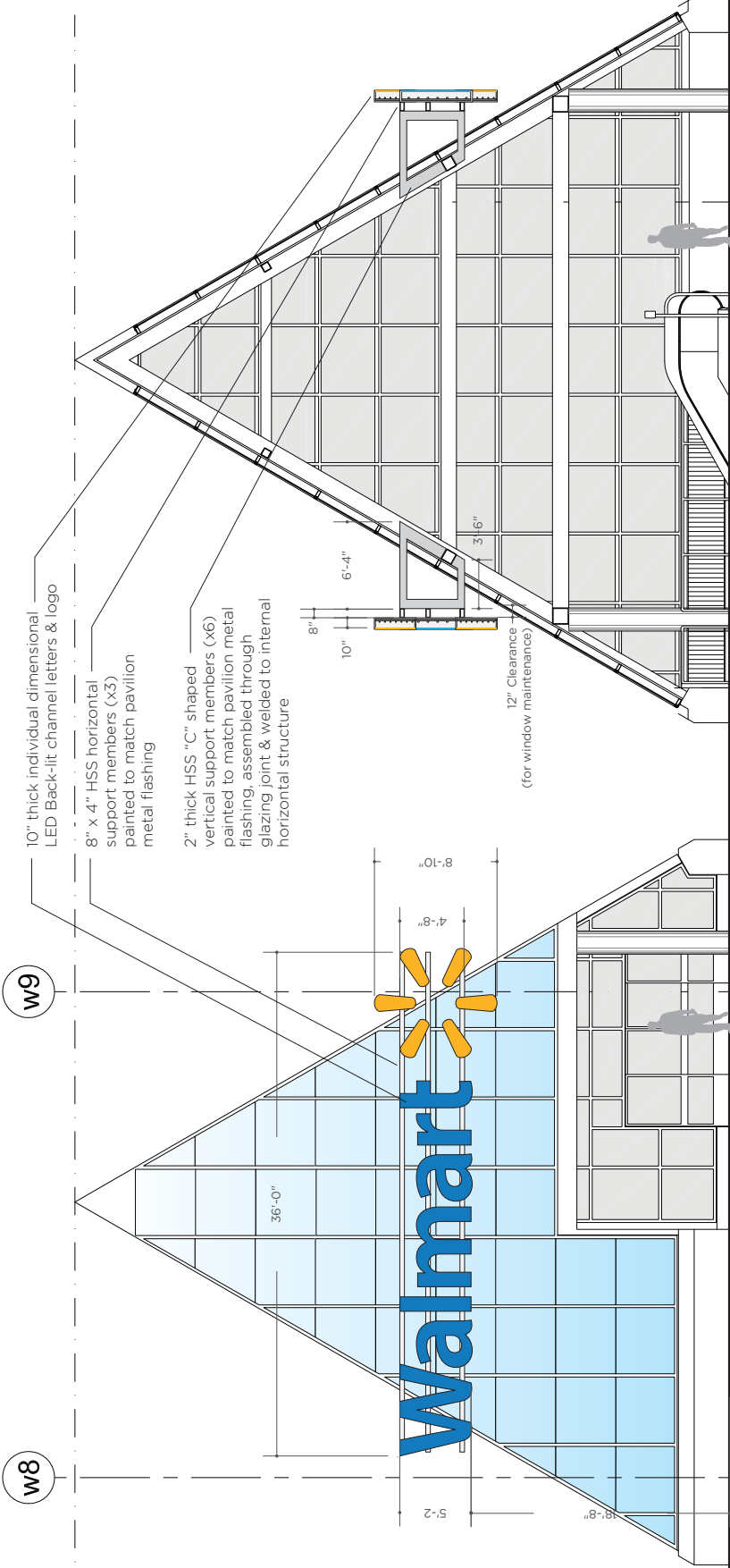
Bottom:
 Parking Lot Level
 (Upper or Main Level)

Note:
 - Contact EDG for approved digital art files for all sign types
 - Refer to Sign Specification for materials, colours and paint finishes, etc.



Optional:
 Double sided extruded foamed PVC panel clipped into "Park line" extended aluminum suspended sign system.

SIGN TYPE 11 Parking Directional (QTY: TBD)



10" thick individual dimensional LED Back-lit channel letters & logo

8" x 4" HSS horizontal support members (x3) painted to match pavilion metal flashing

2" thick HSS "C" shaped vertical support members (x6) painted to match pavilion metal flashing, assembled through glazing joint & welded to internal horizontal structure

8" 10" 6'-4" 3'-6" 12" Clearance (for window maintenance)

W9

W8

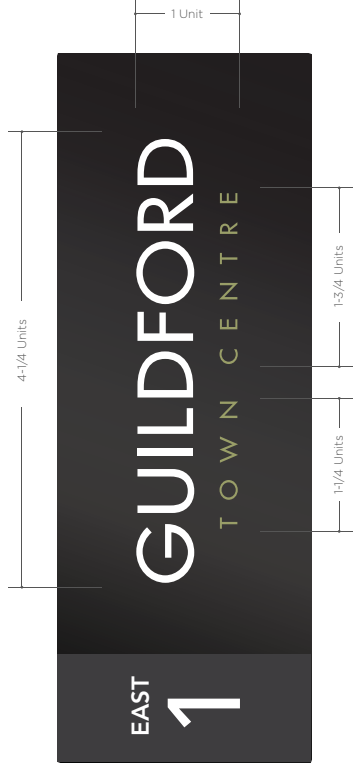
2 SIGN 12.1 - WALMART ID SIGN - SECTION DETAIL
S-12.1 SCALE: 1/8" = 1'-0"

1 SIGN 12.1 - WALMART ID SIGN - PAVILION ELEVATION
S-12.1 SCALE: 1/8" = 1'-0"

SIGN TYPE 12 New Primary Tenant ID - Sign 12.1 Walmart

New GTC Brand Identity

GTC Brand Identity as used in communications & marketing materials.



example Exterior Sign Type 1

GTC Identity for use in Sign Program

White text & secondary colour reversed out of dark surround for enhanced contrast for both day impact & night legibility.

Note:
Icon not used in signage applications where tree pattern graphic is dominant.



example Exterior Sign Type 2

Site Identification Sign Application



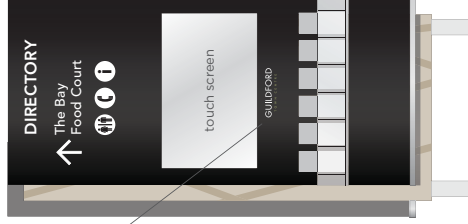
example Exterior Sign Type 3

Building Entrance Application



example Exterior Sign Type 6

Site Directional & Secondary signage application



example Interior Sign Type 1

Centre Interior Directory application

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTU
WXYZ1234567890.,'()/-

Avenir Heavy

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTU
WXYZ1234567890.,'()/-

Avenir Roman



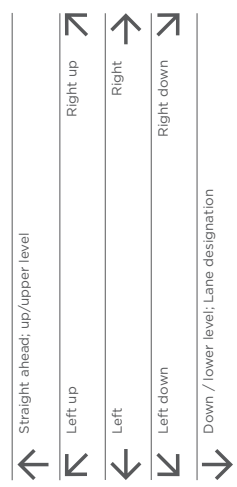
Full size type example with 3:4 ratio, x-height to cap-height

To ensure consistency and visual impact of the identity, supporting typography must be set in the recommended typeface.

The typeface proposed for all signage is Avenir Roman. Avenir Heavy may be used in certain instances & secondary messages.

Avenir Roman is a highly legible typeface due in part to the letterforms having an x-height to cap-height ratio of 3 to 4.

USE OF TYPOGRAPHY IN SIGN PROGRAM



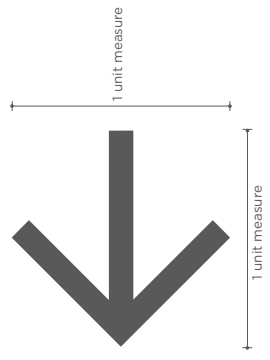
Directional sign blade arrow to conform to recognized standards.

The size of the arrow is determined by the associated lettersize.

Messages with arrows indicating right directions must appear on the right side of a sign.

Messages with arrows indicating left directions must appear on the left side of a sign (see examples).

In circumstances where single message blades have only one directional arrow pointing up or down, the arrow is always placed on the left side of the blade.



Reversing the arrow out of a background makes the arrow appear to be larger. It also makes the arrow visually stand out from the adjacent messaging text.

- | | | | | | | | | |
|-------------------|-----------------------|-------------------|-----------------------|-----------------|------------------------|------------------------|---------------------|------------------|
| 1. Parking | 2. No Parking | 3. Information | 4. Lockers | 5. Lost & Found | 6. Phone | 7. Phone / Access | 8. No Smoking | 9. Fire Hazard |
| 10. Womens / Mens | 11. Accessibility | 12. Mens WC | 13. Mens WC / Access | 14. Womens WC | 15. Womens WC / Access | 16. Baby Change | 17. Family Washroom | 18. Do Not Enter |
| 19. ATM | 20. Fire Extinguisher | 21. Recycling | 22. Drinking Fountain | 23. Elevator | 24. Stairs | 25. Taxi / Bus Transit | 26. Rail Transit | 27. First Aid |
| 28. Fire Escape | 29. Child Hinding | 30. Meeting Place | | | | | | |

PICTOGRAMS

Pictograms are also known as pictographs, glyphs and symbols. They are symbol signs that cut across linguistic barriers to aid wayfinding.

The pictograms illustrated would form part of the Guildford Town Centre Wayfinding Standard, and should be connected with the appropriate message. They are part of internationally recognized standards for public wayfinding. It is important that only the pictograms specified here be used as part of the program.

If any other pictogram is required it must be approved by Ivanhoe Cambridge / GTC / EDG.

USE OF PICTOGRAMS & ARROWS IN SIGN PROGRAM

GENERAL REQUIREMENTS:

- Schedule:**
Submit to owner, relevant consultants, & project manager (P.M.) after award of contract, evidence of when approved orders will be placed and delivery dates so as to indicate that correct material will be delivered to the site as per the required schedule and milestone dates.
- Shop Drawings:**
Shop drawings to be provided by sign contractor for review and approval prior to fabrication. Adjustments made on shop drawings by the P.M., & the Sign Consultant (EDG) are not intended to change the contract price. If adjustments affect the value of work, state such in writing prior to proceeding with the work.
- Samples:**
Prior to the placement of any orders, the sign contractor is to submit to the consultant for review, samples in duplicate. Provide samples of all materials, finishes and colours (paint 'draw downs') for review and approval prior to fabrication. Label samples as to origin and intended use in the work. Deliver samples prepaid to Project site office address. Notify P.M. in writing, at the time of submission of deviations in samples from requirements of contract documents. Adjustments made on samples are not intended to change the contract price. If adjustments affect the value of work, state such in writing prior to proceeding with the work.
- Hardware & Fasteners:**
Sign contractor must submit a detailed hardware schedule for the owner and relevant consultant's approval prior to ordering hardware.
- Electrical & Lighting:**
Sign Contractor must submit a detailed electrical & lighting schedule, including: Illumination/lumens; temperature/kelvin; loads; dimming controls & switching.
- Approvals:**
Failure of on-site work to match approved shop drawings & samples will be cause for rejection of work. The sign contractor will be required to expedite replacement of all rejected work and make good at no additional cost to owner. All final messages and placement of text, graphics, etc., to be carefully coordinated between P.M., EDG, and the Sign Contractor.

Final locations/ placement of signs to be carefully coordinated on site, including walk through with the P.M. and EDG.

GENERAL REQUIREMENTS

OUTLINE SPECIFICATION:

- All Aluminum panels are painted to match natural aluminum colour and in satin finish, unless otherwise specified
- Alupanel to be painted specified colour in 2 part polyurethane sign paint (i.e. Matthews Paint System), in satin finish
- All wall mounted aluminum panels: 1/4" thickness, unless otherwise specified
- All suspended & projected panels to be built-up in 3 layers: two 1/8" thick surface panels and 1/4" thick core panel
- All panels mounted on glass to have backing in 2-mil thickness, opaque "Silver Shimmer", satin finish, Etchmark vinyl
- All dimensional acrylic letters / headers in 1/2" thickness; opaque, gloss finish
- All "screened" graphics in 2-mil thickness, clear, gloss finish Etchmark vinyl
- All applied vinyl in 2-mil thickness, opaque, satin finish
- All applied vinyl pictograms in 2-mil thickness, opaque, gloss finish
- Suspension rods to be 10mm diameter s/s with expanded anchor and custom 3" diameter aluminum ceiling cover plate.
- All mounting hardware and metal to be finished with 2 part polyurethane paint, to match specified colour in satin finish.
- Braille system to be raised clear polycarbonate or acrylic and comply with current National Building Code, BC Building Code & applicable Barrier Free / Accessibility / ADA Standards.

COLOURS:

- Colour schedule for signage & environmental graphics attached to Detailed Sign Program package.

Sign Contractor to provide:

- Careful coordination of layout and placement of digital artwork to the design intent set out in Tender Documents.
- All construction and installation to meet all applicable standards, codes and industry practices such as CSA, City of Surrey Bldg. & Zoning By-Law, BC Bldg. By-Law, etc.
- All supports, concrete bases, anchor and attachment hardware to generally be designed to 4X static load and to meet final engineering (both structural and seismic) requirements of project.
- Detailed shop drawing & samples of all materials & colours for review and approval prior to fabrication along with back lit push through letter "G" to be fabricated as a scaled full colour mock-up
consultant's approvals prior to full production.
- Detailed message schedule / electronic artwork layout of each sign for review and approval prior to fabrication.
- Evidence of receipt of required city sign permits, structural and electrical engineering certificate/seal and other applicable local municipal requirements. Structural Engineering certificate/seal to be provided as required by the City of Surrey sign By-law.
- Careful and timely coordination with other trades for providing site power & data supply, hole placement/ attachment layout patterns, backing, weight attachment / load of wall mounted signs, etc.

EXTERIOR SIGN TYPES & ESTIMATED QUANTITIES

| | |
|------------------|--|
| S-EX1.0 QTY: | Sign Type 1 Freestanding "Gateway" Site Entrance 6 |
| S-EX2.0 QTY: | Sign Type 2 Freestanding "Secondary" Site Entrance 10 |
| S-EX3.0 QTY: | Sign Type 3 Primary Building Entrance ID 4 |
| S-EX4.0 QTY: | Sign Type 4 Secondary Building Entrance ID 6 |
| S-EX5.0 QTY: | Sign Type 5 Entrance Number Sign 10 |
| S-EX6.0 QTY: | Sign Type 6 Primary Site Directional 3 |
| S-EX7.0 QTY: | Sign Type 7 Secondary Site Directional 18 |
| S-EX8.0 QTY: | Sign Type 8 Pedestrian Directional TBD |
| S-EX9.0 QTY: | Sign Type 9 Parking Entrance 1 |
| S-EX10.0 QTY: | Sign Type 10 Parking Location ID TBD |
| S-EX11.0 QTY: | Sign Type 11 Parking Directional TBD |
| S-EX12.0 QTY: | Sign Type 12 New Primary Tenant ID 28 |

SIGN SPECIFICATIONS:

Material & Finishes:

Concrete:
 All concrete to be smooth cast (vibrator to formwork) architectural grade concrete, utilizing resin faced new formwork (MDO or equivalent) with embossed graphic pattern (rough sawn wood 3"x1" deep). Smaller sign components to be precast and installed on site with non-corrosive steel inserts.

Sign Cabinets:
 All sign cabinets to be painted aluminum sheet, interiors white, locked & top hinged with flush access doors to prevent water ingress (see paint spec).

Sign Panels:
 All dimensional sign panels painted 1" (25mm) dense/40lb. sign makers foam or exterior rated MDF (Medex or equivalent) except as noted (see paint spec). Thinner sign panels to be painted 3mm/1/8" aluminum panels.

Translucent Sign Canopies:
 All backlit projecting entrance sign canopies faced with vertical 20" (500mm) wide x 1.3/8" (40mm) thick extruded opal (Rodeca translucent white or equivalent) polycarbonate. Support structure, hardware, penetrations & fastenings as per manufacturer's spec.

Steel Supports:
 All steel supports & required welds to be smoothly ground & primed/filled with suitable 2 part polyester primer (see paint specification).

Hardware & Fasteners:
 All hardware & fasteners to be North American manufactured non-corrosive steel, unless otherwise indicated.

Vinyl Specification/Colours:
 All applied vinyl to be min 2-mil thickness opaque with white satin finish (3M or equivalent) unless marked on the drawings otherwise (e.g. "Reflective").

Paint Specification/ Colour Schedule:

Primer:
 2 part polyester primer/filler (Matthews 600/SP or equivalent) suitable for aluminum, steel, & sign foam.

Paint:
 Metallic 2 part acrylic polyurethane black/bronze (Matthews 20307 or equivalent).

Clear Coat:
 Top coat or clear semi-gloss UV screen & anti-graffiti protection (Matthews SOA570 SP or equivalent).

Acrylic Specification/Colours:
 All backlit "push-through" acrylic letters to be clear acrylic with white vinyl face (translucent white satin finish 3M or equivalent).

Hardware & Fasteners:
 Visible hardware & fasteners to be painted to match surround in accordance to the paint schedule & specification above.

SIGN SPECIFICATIONS

TENANT EXTERIOR SIGN GUIDELINES

RETAIL STOREFRONT DESIGN

The tenant's design solution should integrate the storefront signage, interior retail design and merchandising concepts into a complete statement consistent with the tenant's merchandise and market while furthering the sense of quality of the entire experience of the development.

RETAIL STOREFRONT SIGNAGE

The Tenant must retain the services of a professionally trained designer to create their brand identity program, signage and environmental graphics.

There are at least two prominent locations in the development for tenant identity signage.

- 1 . The first is on the appropriate street facing building fascia. If the tenant has a corner unit a secondary fascia sign may be allowed. In some cases tenants have an inside or "internal" private street or public plaza elevation allowing another fascia sign opportunity.
- 2 . The second is on projecting blade signs mounted above the public retail walkways, including those located on the public street, the "internal" private street and the public plaza.

Identity signage is to be an integrated element of the Tenant storefront. Tenants are to use their brand identity program (logo/logotype/colours, etc.) for maximum brand recognition and to create interest for the passerby and shopper.

All conduit tubing, conductors, transformers and other equipment must be concealed. Electrical service to all Tenant's signs shall be from the Tenant's electrical panel. See notes on permitted raceways below.

Signage is limited to the tenant trade name and logo only except as provided.

No fascia or front of glass mounted storefront advertising, visible from the public areas, will be allowed.

FASCIA SIGNS

Tenant fascia signs consist of individual dimensional letterforms mounted directly to the tenant fascia or an integral metal raceway, which in turn is attached to the fascia. The maximum size of the signs are set out in the project CSP/ Comprehensive Sign Plan, as approved by the City of Surrey.

The colour, finish, and materials of the signs should reflect the Tenant's identity and relate to the color scheme of the tenant's space.

Letterforms may be one of the following:

- 1 . Reverse pan channel letters with halo illumination. Letter faces and returns may be of painted, brushed or polished metal.
- 2 . Pan channel letters with acrylic faces and internal illumination. The attachment of the acrylic faces to the metal channel must be clean, flush, and discrete and the acrylic face must have a matte finish to avoid reflections.
- 3 . Dimensional opaque letters of metal, acrylic, cast plaster or resin, or other appropriate exterior grade material with discreet surface illumination built into the fascia panel.
- 4 . Edge-lit glass or acrylic panel with letters deep carved or etched into a panel surface, yielding glowing letterforms.

No exposed wiring or conduit will be permitted.

All wiring must take place within an approved integral raceway integral with the sign or be completely concealed behind the Tenant's fascia with access from within the Tenant's space.

PROJECTING BLADE SIGNS

The Developer will allow an internally illuminated double-sided projecting blade sign mounted on an armature perpendicular to the tenant storefront. The blade sign is intended for pedestrian use.

The Tenant's blade sign should relate to the Fascia Sign and can be flat or dimensional. Dimensional Tenant graphics are to be subject to the same criteria as Fascia Signs. Maximum size and mounting heights to conform with the CSP/ Comprehensive Sign Plan, as approved by the City of Surrey.

ACCEPTABLE SIGNS

The Developer will allow the following retail tenant sign types, as described above (1-4) and as illustrated in the precedent examples:

Type A: Examples of acceptable tenant fascia signs, mounted directly to the building fascia with all wiring concealed or with an integral wiring raceway that is mounted directly on the building fascia.

Type B: Examples of acceptable tenant fascia signs, mounted in front of the building glazing and utilizing an integral raceway to conceal all wiring and connections.

Type C: Examples of acceptable tenant fascia signs mounted on the building canopy, utilizing an integral raceway to conceal all wiring and connections.

UNACCEPTABLE SIGNS

The Developer will not allow the following retail tenant sign types, as described above and as illustrated in the precedent examples:

Type D: Examples of unacceptable/ prohibited tenant signs.

Prohibited Signs: Large internally illuminated flat plastic faced box signs, animated components, flashing lights, vacuum-formed plastic and illuminated channel letters with either plastic faces or exposed neon tubing shall not be permitted.

No advertising, signage or graphics will be allowed that is visible from the public plaza and surrounding streets.

TENANT SIGN REQUIREMENTS

ACCEPTABLE EXAMPLES OF TENANT SIGNS



A.



A.



A.



B.



C.

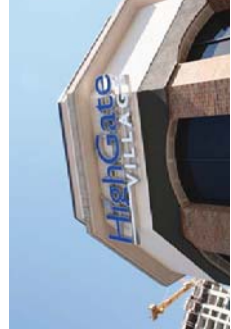


C.



C.

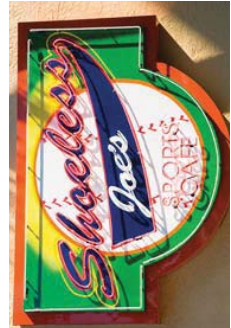
UNACCEPTABLE EXAMPLES OF TENANT SIGNS



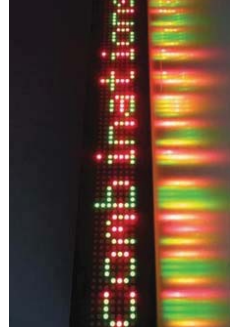
D. Sign too large for available fascia.



D. Large plastic faced backlit box signs.



D. Exposed neon signs.



D. Programmable, animated, or flashing signs.

Type A: Examples of acceptable tenant fascia signs, mounted directly to the building fascia with all wiring concealed or with an integral wiring raceway that is mounted directly on the building fascia.

Type B: Examples of acceptable tenant fascia signs, mounted in front of the building glazing and utilizing an integral raceway to conceal all wiring and connections.

Type C: Examples of acceptable tenant fascia signs mounted on the building canopy, utilizing an integral raceway to conceal all wiring and connections.

Type D: Examples of unacceptable/prohibited tenant signs.

TENANT SIGN PRECEDENTS

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO. 7910-0323-00

Issued To: 4239431 CANADA INC., INC. NO. A62628

(the "Owner")

Address of Owner: Suite #300 - 95 Wellington Street West
Toronto, Ontario
M5J 2R2

1. This development variance permit is issued subject to compliance by the Owner with all statutes, by-laws, orders, regulations or agreements, except as specifically varied by this development variance permit.
2. This development variance permit applies to that real property including land with or without improvements located within the City of Surrey, with the legal description and civic address as follows:

Parcel Identifier: 028-382-609

Lot 1 Section 29 Block 5 North Range 1 West New Westminster District Plan BCP45069
Except: Plan BCP45070

10160 - 150 Street, 10181 and 10191 - 152 Street
(also collectively known as 1250 Guildford Town Centre)

(the "Land")

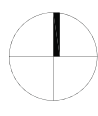
3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) To vary Sub-section 27(6), by allowing for an increase in area for three (3) on-site directional signs from 0.4 square metre (4 sq.ft.) to 0.7 square metre (8 sq.ft.);
 - (b) To vary Sub-section 27(1)(f), by allowing for a reduced distance for two sets (4 signs) of free-standing signs on the same lot, from 30 metres (100 ft.) to 28 metres (92 ft.);
 - (c) To vary Sub-section 27(1)(h), by increasing the width permitted for four (4) free-standing signs in the "Special Sign Area" for Guildford from 1.8 metres (6 ft.) (based upon a 2/3 width to height ratio) to 4.5 metres (14.8 ft.); and

- (d) To vary Sub-section 27(2)(e), by permitting two (2) signs to extend above the roofline of the building face.
4. This development variance permit applies to only that portion of the buildings and structures on the Land shown on Schedule A which is attached hereto and forms part of this development variance permit. This development variance permit does not apply to additions to, or replacement of, any of the existing buildings shown on attached Schedule A, which is attached hereto and forms part of this development variance permit.
 5. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.
 6. This development variance permit shall lapse if the Owner does not substantially start any construction within two (2) years after Development Permit No. 7906-0413-00 was issued.
 7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
 8. This development variance permit is not a building permit.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 20 .
ISSUED THIS DAY OF , 20 .

Mayor – Dianne L. Watts

City Clerk – Jane Sullivan



LEGEND:
 EXTERIOR OF
 EXTERIOR FRONT

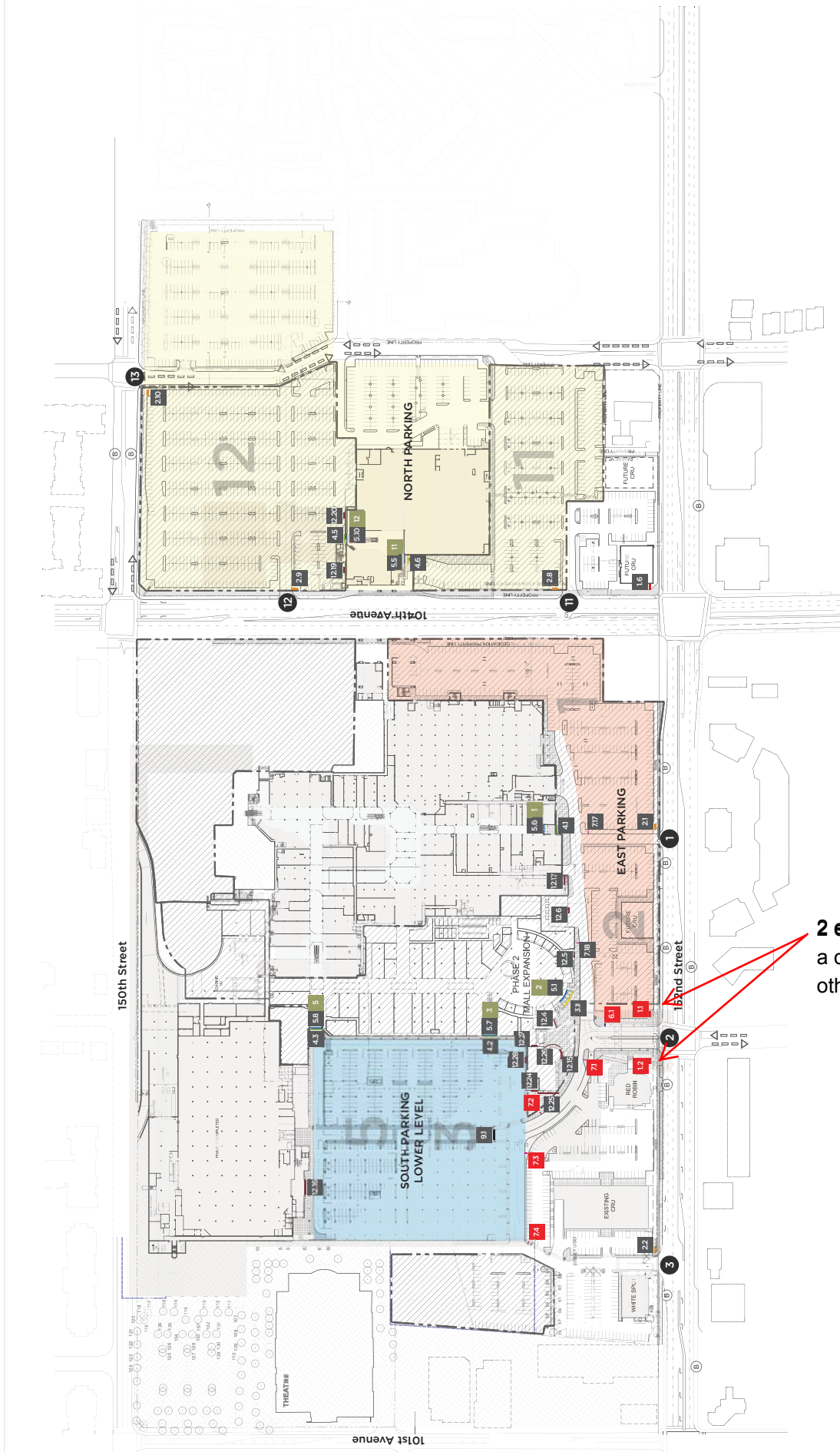
SCHEDULE A

REVISIONS
 MUSSON
 CATTELL
 MACKAY
 PARTNERSHIP
 ARCHITECTS INC. 2010-2011

GUILDFORD
 TOWN CENTRE
 EXPANSION
 2895 Guildford Town Centre
 Surrey BC

Guildford Town Centre
 Comprehensive
 Sign Plan
 EXTERIOR SIGN PLAN
 MAIN LEVEL
 SCALE: 1" = 60'-0"
 DATE: 2018-09-09
 PROJECT: 10005
 FILE: GTC S.O.3 SignPlan.LIA
 DRAWING: NC
 REVIEW: BH

S-O.3



Exterior Sign Type Schedule

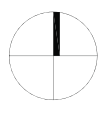
| | | | | | |
|-----|--|------|--|-----|--|
| 1.0 | Freestanding "Gateway" Site Entrance | 8.0 | Freestanding "Secondary" Site Entrance | 1.0 | Freestanding "Gateway" Site Entrance |
| 2.0 | Freestanding "Secondary" Site Entrance | 9.0 | Freestanding "Secondary" Site Entrance | 2.0 | Freestanding "Secondary" Site Entrance |
| 3.0 | Primary Building Entrance ID | 10.0 | Primary Building Entrance ID | 3.0 | Primary Building Entrance ID |
| 4.0 | Secondary Building Entrance ID | 11.0 | Secondary Building Entrance ID | 4.0 | Secondary Building Entrance ID |
| 5.0 | Entrance Number Sign | 12.0 | Entrance Number Sign | 5.0 | Entrance Number Sign |
| 6.0 | Primary Site Directional | 21.0 | Primary Site Directional | 6.0 | Primary Site Directional |
| 7.0 | Secondary Site Directional | 22.0 | Secondary Site Directional | 7.0 | Secondary Site Directional |

2 entry signs at 152 Street to be setback at a distance of 28 metres (92 ft.) from each other

- Note:**
- Refer to drawing "Exterior Sign Program" for Overview
 - Refer to Detailed Sign Program Package for fabrication details
 - All signs shown are for location purposes & not to scale

GTC EXTERIOR SIGN PLAN - MAIN LEVEL
 SCALE: AS NOTED





LEGEND:

ENTRANCE OF BUILDING

ENTRANCE PHASE 1

REVISIONS

MUSSON
CATELL
MACKAY
PARTNERSHIP
ARCHITECTS INC. VANCOUVER

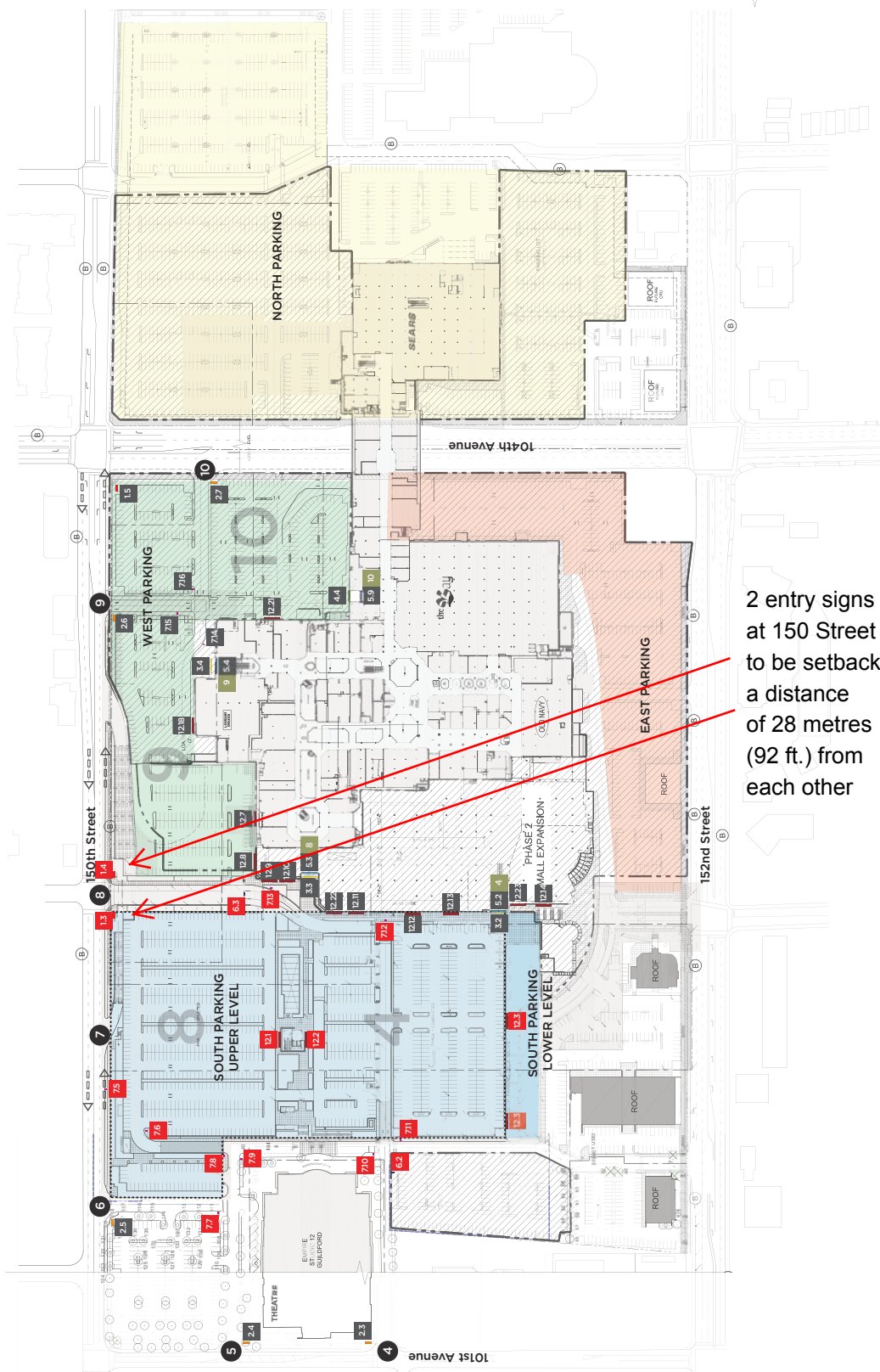
GUILDFORD
TOWN CENTRE
EXPANSION

2895 Guildford Town Centre
Surrey, BC

Guildford Town Centre
Comprehensive
Sign Plan
EXTERIOR SIGN PLAN
UPPER LEVEL

SCALE: 1" = 8'-0"
DATE: 2023-09
PROJECT: 10005
FILE: GTC_S04_SignPlan_U.L2.dwg
DRAWING NO: 10005-04
REVISED: 01

S-0.4



2 entry signs at 150 Street to be setback a distance of 28 metres (92 ft.) from each other

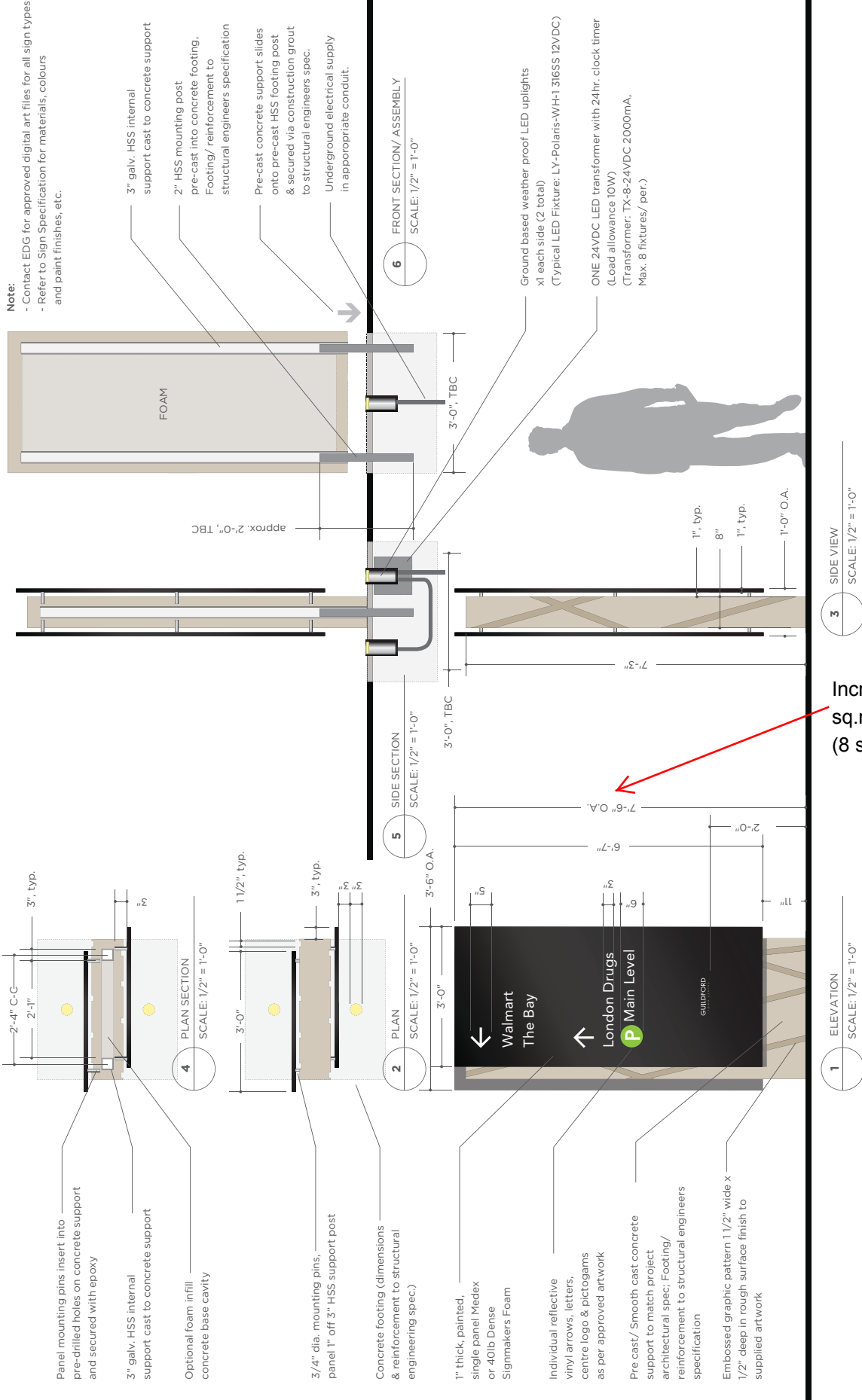
GTC EXTERIOR SIGN PLAN - UPPER LEVEL

SCALE: AS NOTED

- Note:
- Refer to drawing "Exterior Sign Types" for Overview
 - Refer to Detailed Sign Program Package for fabrication details
 - All signs shown are for location purposes & not to scale

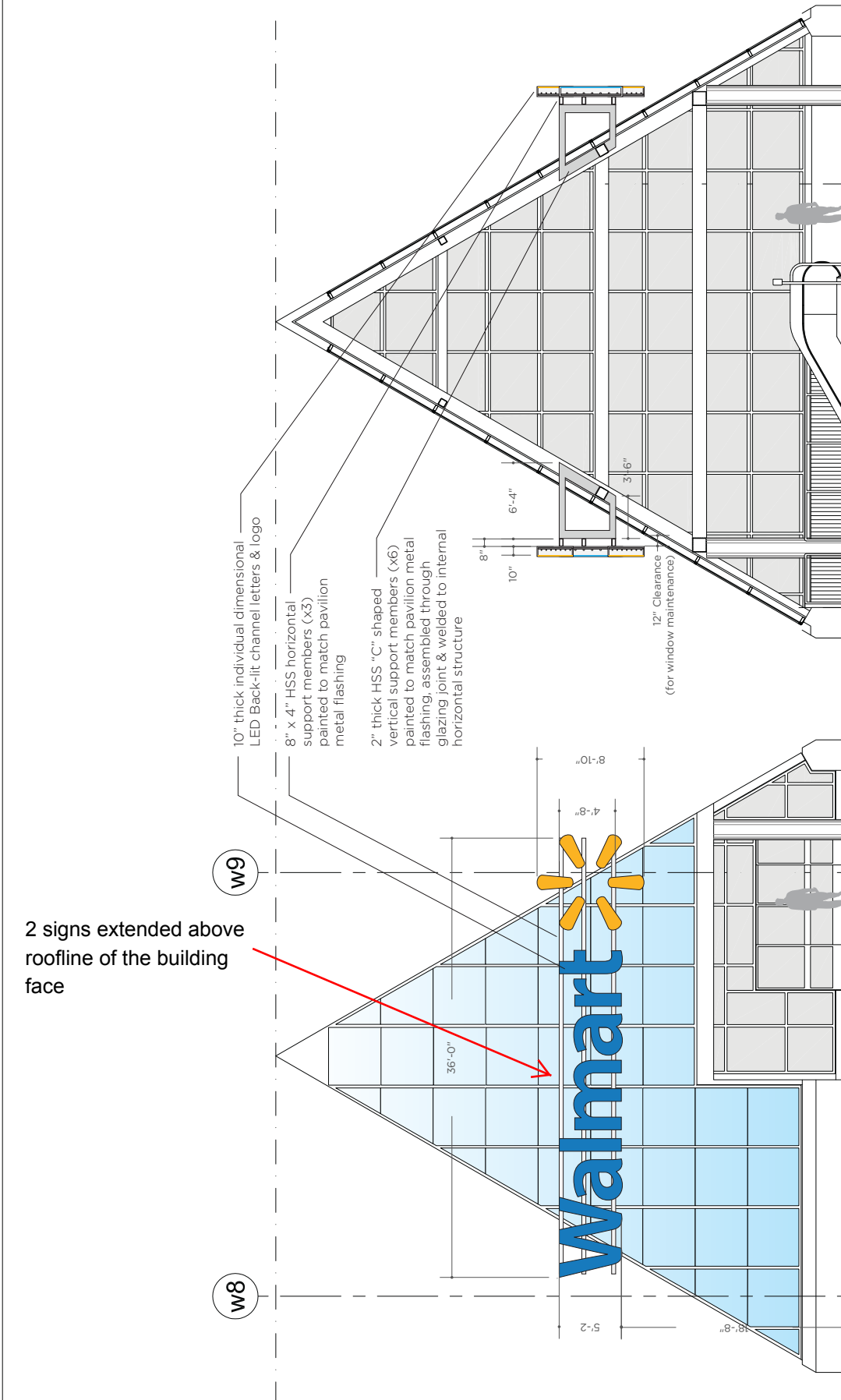
| Exterior Sign Type Schedule | |
|-----------------------------|--|
| 1.0 | Freestanding "Gateway" Site Entrance |
| 2.0 | Freestanding "Secondary" Site Entrance |
| 3.0 | Primary Building Entrance ID |
| 4.0 | Secondary Building Entrance ID |
| 5.0 | Entrance Number Sign |
| 6.0 | Primary Site Directional |
| 7.0 | Secondary Site Directional |
| 8.0 | Freestanding "Gateway" Site Entrance |
| 9.0 | Freestanding "Secondary" Site Entrance |
| 10.0 | Parking Location ID |
| 11.0 | Parking Directional |
| 12.0 | Entrance Number Sign |
| 13.0 | Primary Site Directional |
| 21.0 | Secondary Site Directional |

Note:
- Contact EDG for approved digital art files for all sign types
- Refer to Sign Specification for materials, colours and paint finishes, etc.



Increase in area from 0.4 sq.m. (4 sq.ft.) to 0.7 sq.m. (8 sq.ft.)

SIGN TYPE 6 Primary Site Directional (QTY: 3)



2 SIGN 12.1 - WALMART ID SIGN - SECTION DETAIL
S-12.1 SCALE: 1/8" = 1'-0"

1 SIGN 12.1 - WALMART ID SIGN - PAVILION ELEVATION
S-12.1 SCALE: 1/8" = 1'-0"

SIGN TYPE 12 New Primary Tenant ID - Sign 12.1 Walmart