

THE CORPORATION OF THE CITY OF NORTH VANCOUVER

Meeting of the Advisory Design Panel  
Held at City Hall, 141 West 14th Street, North Vancouver, B.C.  
in Conference Room A on Wednesday, September 19th, 2012

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**MINUTES**

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**Present:** B. Harrison  
K. Kallweit Graham  
J. Marshall  
S. McFarlane (Chair)  
M. Messer  
M. Saii  
Councillor Bell

**Staff:** C. Purvis, Development Planner  
C. Perry, Supervisor, Engineering Services  
S. Kimm-Jones, Committee Clerk

**Guests:** 1308 Lonsdale Avenue (Exterior Comprehensive Sign Plan)  
Dionne Delesalle, Onni Group  
Barry Marshall, EDG  
Vivian Tong, IBI/H Architects

**Absent:** B. Allen  
K. Bracewell, R.C.M.P  
Y. Khalighi  
J. O'Brien

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A quorum being present, the Chair called the meeting to order at 5:35 p.m.

**1. Minutes of Meeting of the Advisory Design Panel held August 15<sup>th</sup>, 2012**

It was regularly moved and seconded

**THAT** the minutes of the meeting of the Advisory Design Panel held August 15<sup>th</sup>, 2012 be adopted.

**Carried Unanimously**

**2. Business Arising**

Design Awards discussion on the agenda.

### 3. **Staff Update**

#### ***Projects***

127-133 East 3<sup>rd</sup> Street: This project had First Reading at the September 10<sup>th</sup> Council meeting and was referred to October Public Hearing.

972 Marine Drive: The project had its Public Hearing on September 17<sup>th</sup>, as well as Second and Third Readings.

320 Tempe Crescent, Bow Residence: This DVP request to realign the property line, was reviewed at the September 17<sup>th</sup> Council meeting. The Bow Residence, a heritage building, will be preserved and relocated on the lot. Public meeting was waived.

420 Tempe Crescent: This application for a coach house had First Reading on September 17<sup>th</sup> and was referred to a Public Hearing. There is also a bed and breakfast on the site.

#### ***Policies:***

Carbon Neutral Policy Update: On September 10<sup>th</sup> Council approved the report from the Section Manager, Environmental Sustainability and directed staff to pursue the "Making Progress" option as outlined in the July 2011 Green Communities Communique. Staff were directed to report back with regard to the City's Climate Action Charter commitments, including Terms of Reference for a Carbon Fund.

CityShaping Stage III – Proposed Expanded Process: On September 17<sup>th</sup> Council directed staff to proceed with the revised CityShaping Stage III – Proposed Expanded Process. A phase focussing on growth and land use scenarios will be inserted in the process. This phase, which will take place from September to January 2013, will consist of Council and public workshops, open houses and web input.

Small Creatures Amendment Bylaw: On September 17<sup>th</sup> Council approved changes to the bylaw allowing residents to keep up to eight hens for their personal use.

#### ***Council Activity***

Bus Depot: A delegation from CAW 111 spoke to the Council on September 10<sup>th</sup> regarding the bus depot.

Council passed a motion asking that TransLink not move the North Shore Bus Depot to Burnaby and directed staff to work with West Vancouver and North Vancouver Districts on finding a new location on the North Shore for the bus depot.

North Van City Voices: A Delegation from North Van City Voices spoke at the September 17<sup>th</sup> Council meeting on community development issues, campaign donations and tax increases. They asked Council not to approve OCP amendments before the new amendment.

*J. Marshall declared a conflict of interest and left the meeting at 5:45 p.m.*

#### **4. 1308 Lonsdale – Exterior Comprehensive Sign Plan**

Staff provided background on the presentation which forms part of the rezoning and Official Community Plan Amendment application pertaining to 1308 Lonsdale Avenue. The presentation proposes a plan for exterior signage on the site. Staff asked for the Panel's input on the size and scale of the signs, material and illumination and the number of signs. The signage bylaw does not cover large scale developments. The intent is to incorporate the signage bylaw in the bylaw for the whole project.

Barry Marshall, EDG Group, presented the exterior comprehensive sign plan to the Panel:

- In addition to signage, a wayfinding plan has been created.
- The sign plan includes the long frontage on 13<sup>th</sup> Street, one piece on Lonsdale Avenue and the frontage on 14<sup>th</sup> Street.
- A "sign band" within which signs will be located creates a band of animation at the pedestrian scale along 13<sup>th</sup> Street.
- Tenant agreements have not been finalized so the plan does not include specific signs but is a set of guidelines.
- There will be a smaller scale vertical sign at the corner of 13<sup>th</sup> Street and Lonsdale Avenue for that retail space.
- There is less need for retail signage on 14<sup>th</sup> Street.
- The signs will use sustainable materials e.g. recycled aluminium and low powered LED lights which will be dimmed at night: 40% at night, 100% in the daytime.
- The edges of the development will be animated with the signage.

#### **Questions from the Panel included but were not limited to:**

- Is there an opportunity for a vertical element on the office building on 13th Street? A: We are trying to avoid glare into neighbouring buildings.
- Is the font size on the plans is scaled appropriately? A: Yes; we have to anticipate different scenarios.
- The signs are back lit, individual letters? A: Boxes are not part of the scheme. We will be asking the tenants to have individual letters but some retailers have box logos. Most retail tenants have individual letters which are a nicer scale for an urban precinct.
- Materiality is as important as signage; how does it inform your scheme? A: There are two types of signage: wayfinding signage which should fit with the development and consists of small directional signs to help people find their way around the site, and the tenant signs which will be part of the lease package. We cannot control the colour of logos but can limit them to halo or backlit.
- There is a combination of canopy as well as blade signs; will each tenant have a choice? A: Most of the signage is geared to pedestrians which gives an urban village feel. There will often be blade signs over the entrance door as well as canopy signs.
- There will be some continuity with the size? A: We typically make them all the same, although different sizes can add to animation.

#### **Comments of the Panel included but were not limited to:**

- I do not like the Centreview sign. It would be better stretched on top of the residential building in a lower horizontal form.
- I commend the applicant on the comprehensive package; I like the materials and really like the individual illuminated, floating letters. I really like the blade signs.
- You should give more thought to the roof scene and do something creative.

- I like the structure of the plan which gives room for personality.
- It is a good scheme, thoughtful, with a good variety of scales dealing with full range of experiences for pedestrians and drivers. I admire the restraint; the 3D quality of the signage is admirable. I like the thinking around 24 hours of signage.
- The roof top sign seems the least successful element. Do you need to brand a complex of this scale? If you do, there are better solutions than what is proposed. It fights with the architecture. We could debate whether it needs to be there at all. The vertical element is suggestive of other approaches.

**Presenter's comments:**

We will take the suggestions to heart and will reconsider the Centreview sign.

It was regularly moved and seconded

**THAT** the Advisory Design Panel has reviewed the exterior comprehensive sign plan for Centreview, 1308 Lonsdale Avenue and 13<sup>th</sup> Street and recommends approval subject to the approval, by the Development Planner, of the location, configuration and relevance of the Centreview sign.

The Panel commends the applicant for the quality of the proposal.

**Carried Unanimously**

**5. 2012 Design Awards**

C. Purvis reviewed potential award recipients and asked for feedback on the categories, judging criteria, weight of criteria and whether the members wished to visit the sites.

There was a request for more information on whether environmental performance standards were met, plans, site plan, context shot, photos of interiors of any public spaces e.g. The MEC store.

It was suggested that, in the future, the process could be formalized by asking applicants for information at the beginning of the development process. Potential 2012 winners could be asked to submit more information on their project.

The Panel reviewed the list of projects and made a short list.

**Action:** Staff to email the list to Panel members.

**6. Other Business: None.**

There being no further business, the meeting adjourned at 7:15 p.m.

The next regular meeting of the Advisory Design Panel will be held on Wednesday, October 17<sup>th</sup>, 2012.

*Vice-Chair*  
  
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 Chair