

Appendix 3 – Sign Criteria for the Hudson's Bay Company Department Store

The following is the sign criteria presently established for the Hudson's Bay Company Department Store:

1. Fascia On-Premise Signs

- a) A maximum of 27 Fascia On-Premise signs (tenant/building signage), 10 on the south face, 8 on the west face and 9 on the east face of the building. Each sign is to be located above a Commercial Retail Unit (CRU) shall be designed and mounted in the following manner:
- The maximum area of the signage shall be 4.32 m².
 - The sign shall be no longer than 4.8 m wide, .9 m in height and shall not extend 0.21 m beyond the face of the building.
 - Individual letter, graphic or logo sign of stainless steel, aluminum, painted steel or other metal can be mounted on exterior of building.
 - Illuminated signs backlit only with exposed back.
 - The sign shall be attached with stainless steel anchors inserted in drilled holes. Power for illuminated signs to come through a minimum size hole. Seal hole with non-staining exterior sealant, colour black. No exposed conduit is allowed to the building exterior. Box signs are not expectable.
- b) A maximum of 21 Fascia On-Premise signs (pedestrian tenant signage), 9 on the south face, 6 on the west face and 6 on the east face of the main floor of the building. Each sign is to be located next to a CRU and shall be designed and mounted in the following manner:
- i) The maximum area of the signage shall not exceed .56m².
 - ii) The sign shall not extend 0.21 m beyond the face of the building.
 - iii) Individual letter, graphic or logo sign of stainless steel, aluminum, painted steel or other metal can be mounted on exterior of building.
 - iv) The sign shall be attached with stainless steel anchors inserted in drilled holes. Power for illuminated signs to come through a minimum size hole. Seal hole with non-staining exterior sealant, colour black. No exposed conduit is allowed to the building exterior. Box signs are not expectable.
 - v) Illuminated signs backlit only with exposed back.
- c) A maximum of 12 Fascia On-Premise signs (tenant/building signage), 6 signs of which 1 will be located above each of the entrances on the south, west and east facades. The remaining 6 signs of which 1 will be located above the stone carvings on each of the entrances on the south, west and east faces of the building The signs shall be designed and mounted in the following manner:
- i) The maximum area of the signage shall 5.95 m² for the signs located above the stone carvings and 4.2 m² for the signs located above the entrances.
 - ii) The sign shall be no longer than 3.65 m wide, 1.63 m in height and shall not extend 0.21 m beyond the face of the building.
 - iii) Individual letter, graphic or logo sign of stainless steel, aluminum, painted steel or other metal can be mounted on exterior of building.

- iv) **Illuminated signs backlit only with exposed back.**
- v) **The sign shall be attached with stainless steel anchors inserted in drilled holes. Power for illuminated signs to come through a minimum size hole. Seal hole with non-staining exterior sealant, colour black. No exposed conduit is allowed to the building exterior. Box signs are not expectable.**

2. **Main Level – Window Signage**

Signage is allowed where it is painted on or affixed to the interior of a window. Individual letters or logos may be used (non-illuminated), the maximum area for window signs shall not exceed 40% of the window area.

3. **Awnings**

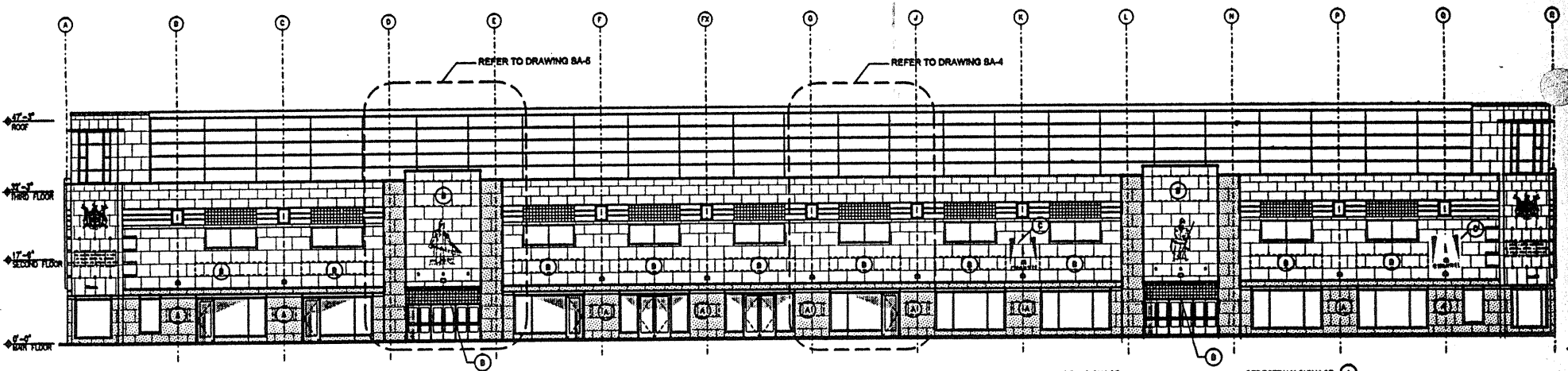
No signage or applied letters shall be on or hanging from the awnings.

4. **Corporate Logo**

Shall consist only of a company Logogram, or an Identification Sign formed of individual letters, shall be allowed on the third floor level. Not more than one such Sign shall be allowed per building face and the Sign shall only be used to identify the principal tenant of the building or the building name.

5. **There shall be no general advertising signs.**

6. **Temporary signs shall be at the discretion of the Development Officer.**



SOUTH ELEVATION - Jasper Ave.

KEYNOTES:

- (A) PEDESTRIAN SIGNAGE
- (B) TENANT /BUILDING SIGNAGE
- (C) EXISTING SIGNAGE IS PERMITTED NON-CONFORMING.

MAIN LEVEL - WINDOW SIGNAGE
 SIGNAGE IS ALLOWED WITHIN WINDOWS.
 EXTERIOR SIGNAGE IS NOT ALLOWED.
 INDIVIDUAL LETTERS OR LOGOS ONLY MAY BE USED (NON-ILLUMINATED)
 MAX. AREA OF INDIVIDUAL LETTERS OR LOGOS IS LIMITED.

AWYNNOS
 TO BE CONSIDERED COLOR TO ALL LOCATIONS
 NEW AND EXISTING.
 NO SIGNAGE OR APPLIED LETTERS TO BE ALLOWED
 ON OR HANGING FROM AWYNNOS.

CORPORATE LOGO
 COMPLY WITH LAND USE BYLAW
 FOR CORPORATE LOGOS TO 3rd LEVEL.

GENERAL NOTES:
 1. GENERAL ADVERTISING SIGNS ARE NOT ALLOWED.
 2. UPPER LEVELS - NO WINDOW SIGNAGE IS ALLOWED.

PEDESTRIAN SIGNAGE (A)
 INDIVIDUAL LETTER, GRAPHIC OR LOGO SIGN OF STAINLESS STEEL, ALUMINUM, PRESSED STEEL OR OTHER METAL CAN BE MOUNTED ON EXTERIOR OF BUILDING.
 MAX. EXTENT OF SIGNAGE IS 48 SQUARE FEET. HEIGHT OF SIGN FROM BUILDING FACE IS 8 FT.
 ATTACHMENT OF SIGN WITH STAINLESS STEEL ANCHORS MOUNTED IN DRILLED HOLES
 (SUPPORT ANCHORS TO OCCUR ON METRIC JOISTS WHEN POSSIBLE).
 POWER FOR ILLUMINATED SIGNS TO COME THROUGH WALL SIZE DRILLED HOLE.
 SEAL HOLE WITH NON-FERROUS EXTERIOR SEALANT, COLOR BLACK.
 NO EXPOSED CONDUIT IS ALLOWED TO THE BUILDING EXTERIOR.
 ILLUMINATED SIGNS MOUNTED ONLY WITH ENCLOSED BACK.
 BOX SIGNS ARE NOT ACCEPTABLE.

TENANT BUILDING SIGNAGE (B)
 INDIVIDUAL LETTER, GRAPHIC OR LOGO SIGN OF STAINLESS STEEL, ALUMINUM, PRESSED STEEL, OR OTHER METAL CAN BE MOUNTED ON EXTERIOR OF BUILDING.
 ATTACHMENT OF SIGN WITH STAINLESS STEEL ANCHORS MOUNTED IN DRILLED HOLES
 (SUPPORT ANCHORS TO OCCUR ON METRIC JOISTS WHEN POSSIBLE).
 POWER FOR ILLUMINATED SIGNS TO COME THROUGH WALL SIZE DRILLED HOLE.
 SEAL HOLE WITH NON-FERROUS EXTERIOR SEALANT, COLOR BLACK.
 NO EXPOSED CONDUIT IS ALLOWED TO THE BUILDING EXTERIOR.
 ILLUMINATED SIGNS MOUNTED ONLY WITH ENCLOSED BACK.
 BOX SIGNS ARE NOT ACCEPTABLE.

18/22



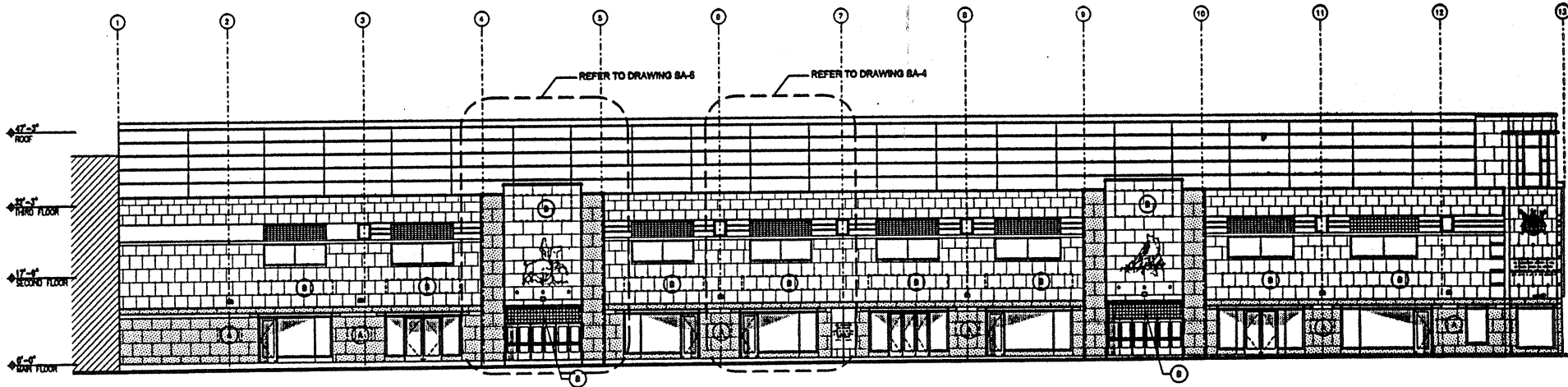
Exterior Signage
Hudson's - Bay - Building

Downtown - Edmonton - Alberta



0' 4' 8' 16'
 Project No. 441-02474
 Date: Nov.23.2000

B2000-2-1



WEST ELEVATION - 103rd Street.

KEYNOTES:

- (A) PEDESTRIAN SIGNAGE
- (B) TENANT / BUILDING SIGNAGE

MAIN LEVEL - WINDOW SIGNAGE

SIGNAGE IS ALLOWED WITH WINDOW.
 EXTERIOR SIGNAGE IS NOT ALLOWED.
 INDIVIDUAL LETTERS OR LOGOS ONLY MAY BE USED (NON-ILLUMINATED)
 MAX. AREA OF INDIVIDUAL LETTERS OR LOGOS IS LIMITED.

AWARNING

TO BE CONSISTENT COLOR TO ALL LOCATIONS
 (NEW AND EXISTING).
 NO SIGNAGE OR APPLIED LETTERS TO BE ALLOWED
 ON OR HANGING FROM AWNING.

CORPORATE LOGO

CONFORM WITH LAND USE BYLAW
 FOR CORPORATE LOGOS TO 3rd LEVEL.

GENERAL NOTES:

1. SIGNAGE ADVERTISING SIGNAGE ARE NOT ALLOWED.
2. UPPER LEVELS - NO WINDOW SIGNAGE IS ALLOWED.

PEDESTRIAN SIGNAGE (A)

INDIVIDUAL LETTER, SIGNAGE OR LOGO MAY BE MOUNTED ON EXTERIOR OF BUILDING.
 ALUMINUM, PAINTED STEEL OR OTHER METAL CAN BE MOUNTED ON EXTERIOR OF BUILDING.
 MAX. EXTENT OF SIGNAGE IS AS SHOWN. MIN. SCOPH OF SIGN FROM BUILDING FACE IS 6".
 ATTACHMENT OF SIGN WITH SMOOTHED STEEL ANCHORS MOUNTED IN DRILLED HOLES
 (SUPPORT ANCHORS TO OCCUR ON HORIZONTAL JOINTS WHEN POSSIBLE).
 POWER FOR ILLUMINATED SIGN TO COME THROUGH MIN. SIZE DRILLED HOLE.
 SEAL HOLE WITH NON-SCRAMING EXTERIOR SEALANT, COLOR BLACK.
 NO EXPOSED CONDUIT IS ALLOWED TO THE BUILDING EXTERIOR.
 ILLUMINATED SIGN BACKS ONLY WITH ENCLOSED BACK.
 BOX SIGNS ARE NOT ACCEPTABLE.

TENANT / BUILDING SIGNAGE (B)

INDIVIDUAL LETTER, SIGNAGE OR LOGO MAY BE MOUNTED ON EXTERIOR OF BUILDING.
 ALUMINUM, PAINTED STEEL OR OTHER METAL CAN BE MOUNTED ON EXTERIOR OF BUILDING.
 ATTACHMENT OF SIGN WITH SMOOTHED STEEL ANCHORS MOUNTED IN DRILLED HOLES
 (SUPPORT ANCHORS TO OCCUR ON HORIZONTAL JOINTS WHEN POSSIBLE).
 POWER FOR ILLUMINATED SIGN TO COME THROUGH MIN. SIZE DRILLED HOLE.
 SEAL HOLE WITH NON-SCRAMING EXTERIOR SEALANT.
 COLOR MATCHED TO BUILDING MATERIAL.
 NO EXPOSED CONDUIT IS ALLOWED TO THE BUILDING EXTERIOR.
 ILLUMINATED SIGN BACKS ONLY WITH ENCLOSED BACK.
 BOX SIGNS ARE NOT ACCEPTABLE.

Exterior Signage
Hudson's - Bay - Building

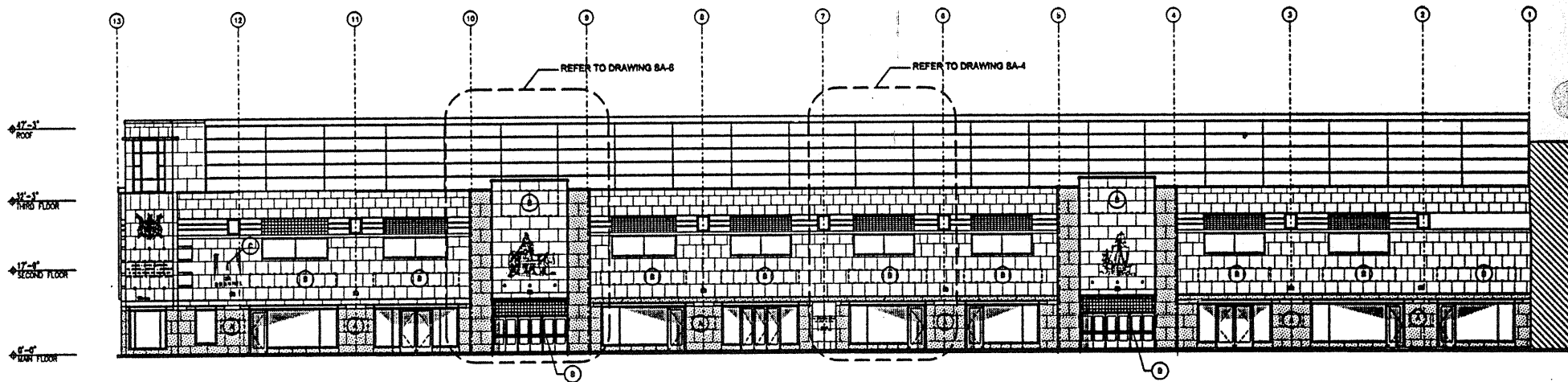
Downtown - Edmonton - Alberta



Project No. 441-02474
 Date: Nov. 23.2000

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77/10



EAST ELEVATION - 102nd Street.

KEYNOTES:

- (A) PEDESTRIAN SIGNAGE
- (B) TENANT /BUILDING SIGNAGE
- (C) EXISTING SIGNAGE IS PERMITTED NON-CONFORMING.

MAIN LEVEL - WINDOW SIGNAGE

SIGNAGE IS ALLOWED WITHIN WINDOWS. EXTERIOR SIGNAGE IS NOT ALLOWED. INDIVIDUAL LETTERS OR LOGOS ONLY MAY BE USED (NON-ILLUMINATED) AND AREA OF INDIVIDUAL LETTERS OR LOGOS IS LIMITED.

AWYNNES

TO BE CONSISTENT COLOR TO ALL LOCATIONS (NEW AND EXISTING). NO SIGNAGE OR APPLIED LETTERS TO BE ALLOWED ON OR HANGING FROM AWYNNES.

CORPORATE LOGO

COMPLY WITH LAND USE BYLAW FOR CORPORATE LOGOS TO 3+ LEVEL.

GENERAL NOTES:

1. GENERAL ADVERTISING SIGNS ARE NOT ALLOWED.
2. UPPER LEVELS - NO WINDOW SIGNAGE IS ALLOWED.

PEDESTRIAN SIGNAGE (A)

INDIVIDUAL LETTER GRAPHIC OR LOGO SIGN OF STAINLESS STEEL, ALUMINUM, PAINTED STEEL, OR OTHER METAL CAN BE MOUNTED ON EXTERIOR OF BUILDING. SIGN, EXTENT OF SIGNAGE IS AS SHOWN. SIGN, DEPTH OF SIGN FROM BUILDING FACE IS 0". ATTACHMENT OF SIGN WITH STAINLESS STEEL ANCHORS INSERTED IN DRILLED HOLES (SUPPORT ANCHORS TO OCCUR ON VERTICAL JOINTS WHEN POSSIBLE). POWER FOR ILLUMINATED SIGNS TO COME THROUGH SIGN. USE DRILLED HOLE. SEAL HOLE WITH NON-FRANGING EXTERIOR SEALANT, COLOR BLACK. NO EXPOSED CONDUIT IS ALLOWED TO THE BUILDING EXTERIOR. ILLUMINATED SIGNS BACKLIT ONLY WITH ENCLOSED SPACE. BOX SIGNS ARE NOT ACCEPTABLE.

TENANT /BUILDING SIGNAGE (B)

INDIVIDUAL LETTER, GRAPHIC OR LOGO SIGN OF STAINLESS STEEL, ALUMINUM, PAINTED STEEL, OR OTHER METAL CAN BE MOUNTED ON EXTERIOR OF BUILDING. ATTACHMENT OF SIGN WITH STAINLESS STEEL ANCHORS INSERTED IN DRILLED HOLES (SUPPORT ANCHORS TO OCCUR ON VERTICAL JOINTS WHEN POSSIBLE). POWER FOR ILLUMINATED SIGNS TO COME THROUGH SIGN. USE DRILLED HOLE. SEAL HOLE WITH NON-FRANGING EXTERIOR SEALANT, COLOR BLACK. NO EXPOSED CONDUIT IS ALLOWED TO THE BUILDING EXTERIOR. ILLUMINATED SIGNS BACKLIT ONLY WITH ENCLOSED SPACE. BOX SIGNS ARE NOT ACCEPTABLE.

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Exterior Signage
Hudson's - Bay - Building

Downtown - Edmonton - Alberta

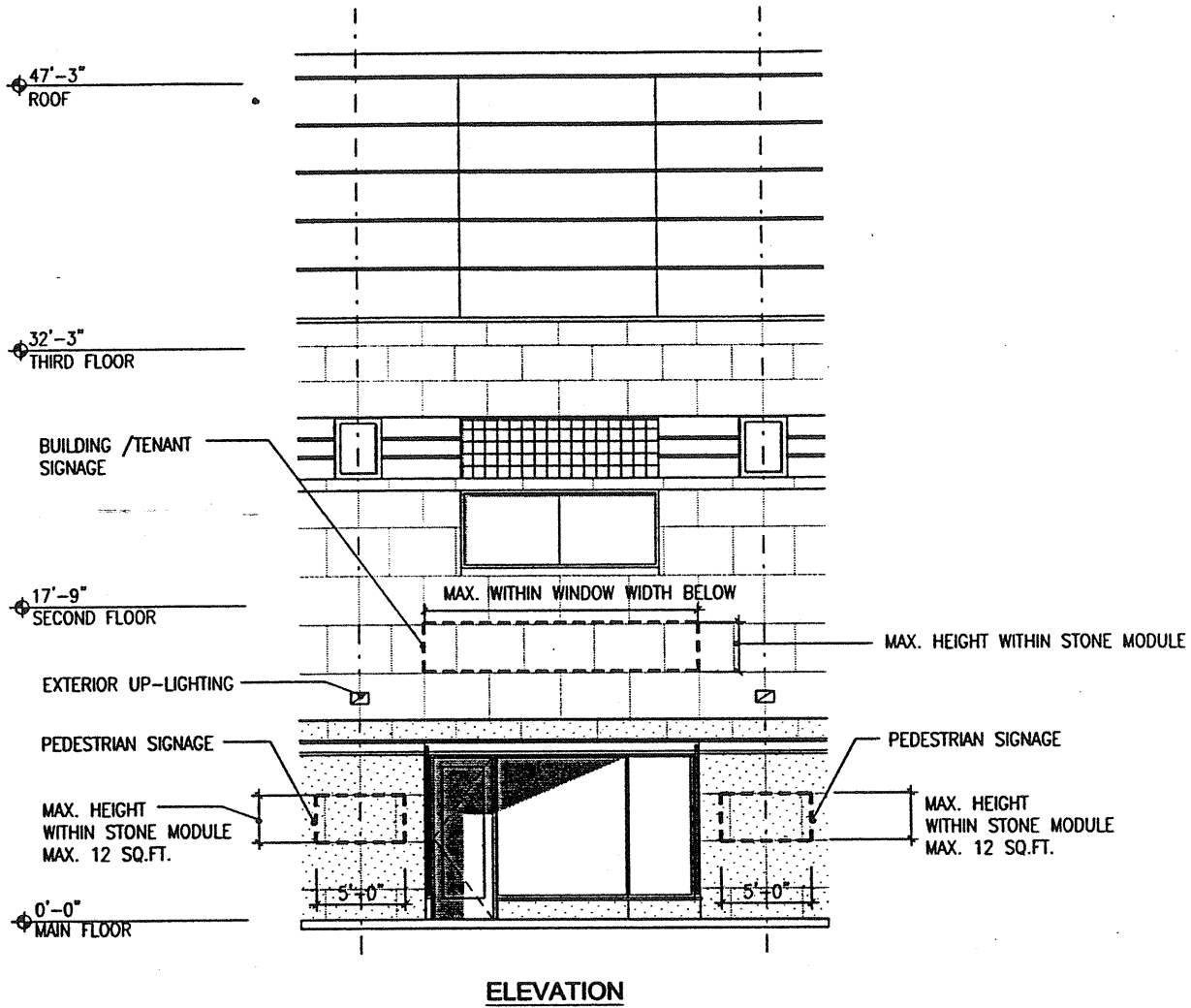


Starbec
Architecture



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STREET ENTRANCE SIGNAGE



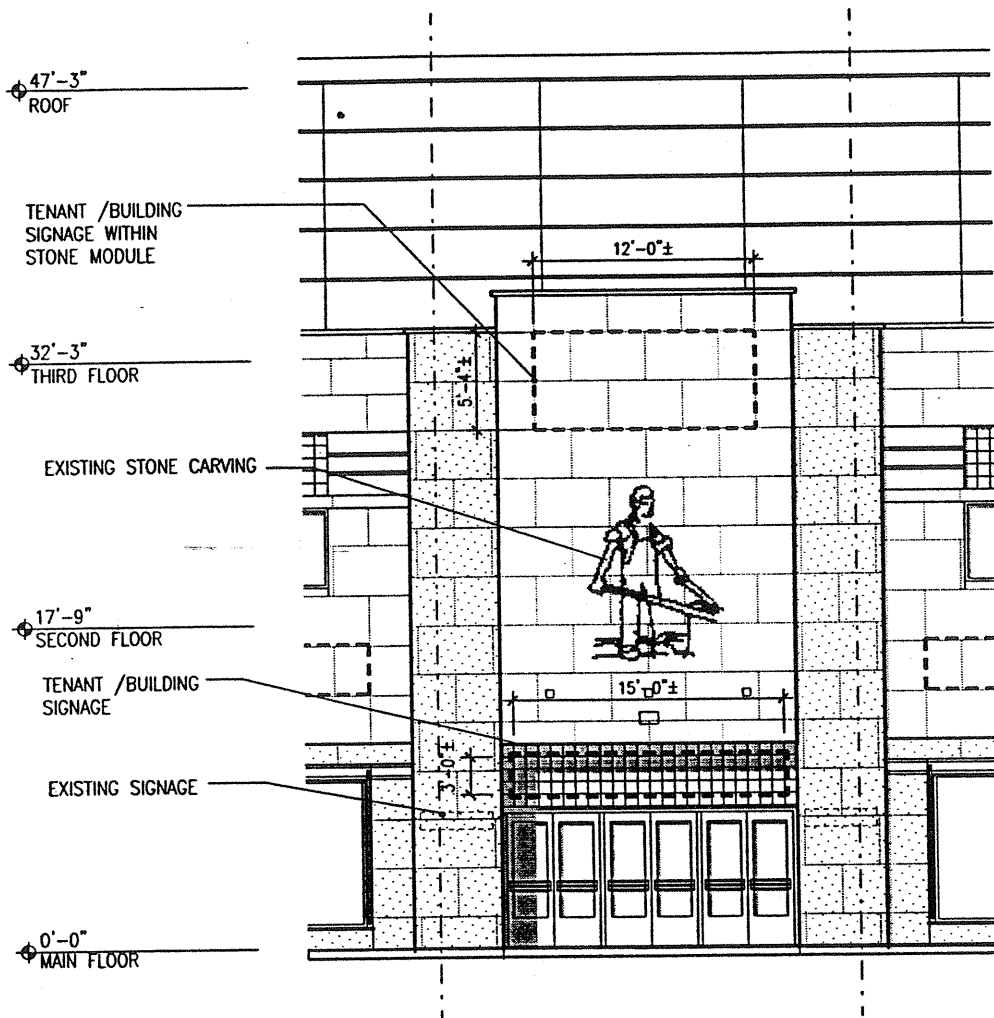
Hudson's - Bay - Building
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Stantec
Architecture

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Project No. 441-02474
Date: Nov.23.2000



ELEVATION



BUILDING ENTRANCE SIGNAGE



Hudson's - Bay - Building
 Downtown - Edmonton - Alberta



B2000-2-5

Project No. 441-02474
 Date: Nov.23.2000