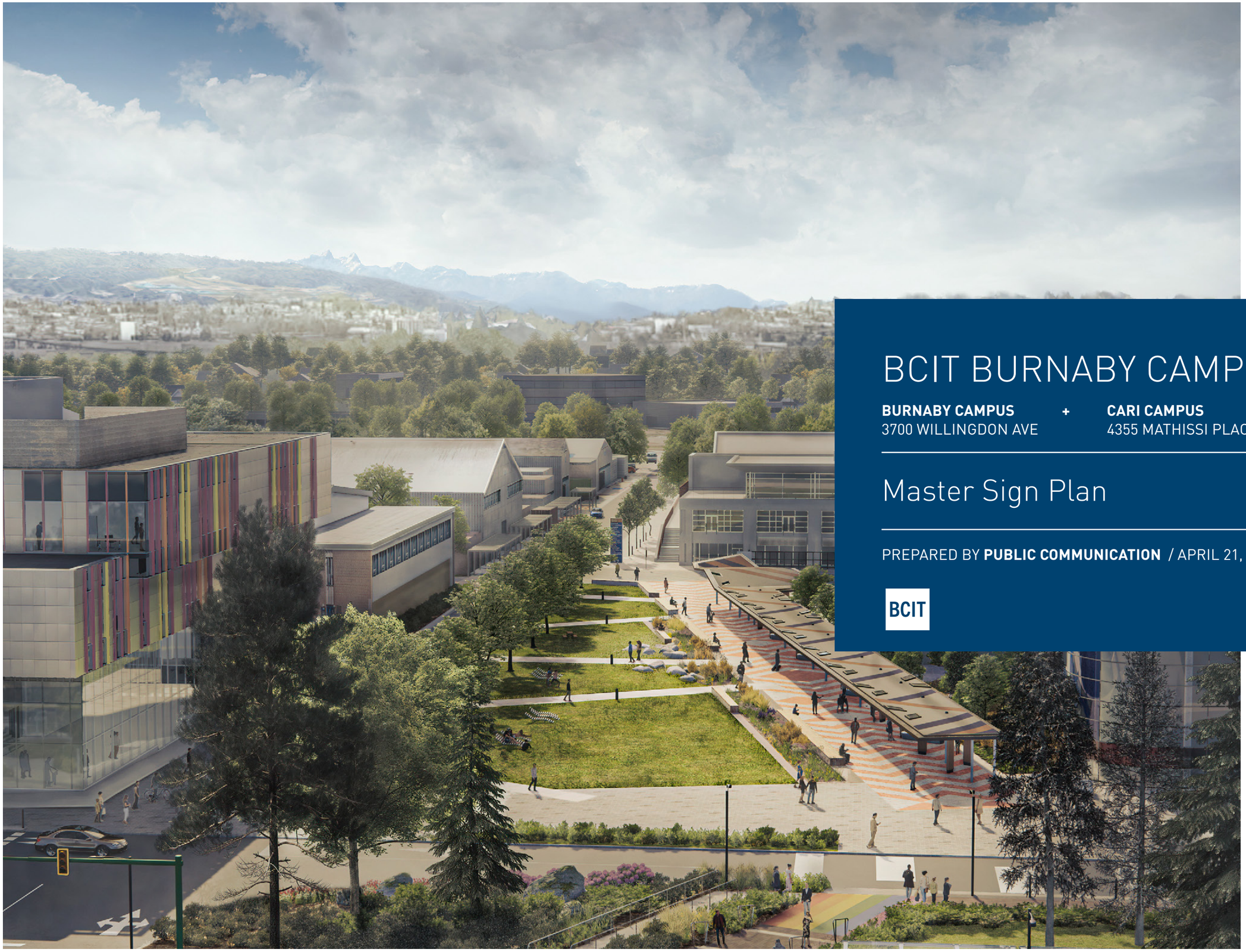


# BCIT BURNABY CAMPUS SIGNAGE

**BURNABY CAMPUS** + **CARI CAMPUS**
3700 WILLINGDON AVE 4355 MATHISSI PLACE

## Master Sign Plan

PREPARED BY **PUBLIC COMMUNICATION** / APRIL 21, 2023

BCIT

public

# INTRODUCTION

This Master Sign Plan (MSP) is a policy document that will be used by BCIT Campus Planning and the City of Burnaby Planning Department when implementing new exterior signage around the perimeter of both the BCIT Burnaby Campus (3700 Willingdon Avenue) and BCIT Centre for Applied Research and Innovation (CARI) Campus (4355 Mathissi Place), and in conjunction with future campus development projects. The MSP documents and drawings constitute a site-specific Bylaw that sets the sign standards for all subsequent stages of development. These documents can vary the City of Burnaby Sign Bylaw in all aspects and allows for BCIT and the City of Burnaby to effectively respond to the future signage needs of the campus.

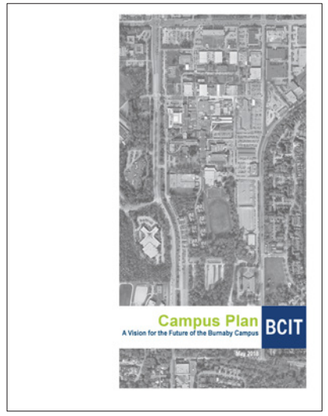
The MSP contains a set of signage parameters that are unique to BCIT Burnaby Campus and BCIT CARI Campus. It is a high-level administrative document that outlines potential signage locations, arrangements, frequencies, types, scale, and concept designs to be implemented on campus. It also sets out sighting principles for anticipated future signs that may be required for future campus developments. The MSP supports the implementation of a Campus Plan and the pedestrianization of the campus over time.

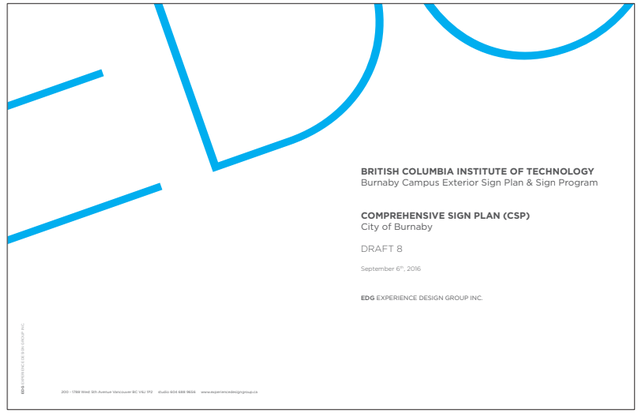
Wayfinding is an integral and necessary component of the public realm. This MSP applies best practice principles in wayfinding through assisting in the creation of a friendly, intuitive, and accessible signage system on campus. It supports a practical wayfinding experience and helps users navigate by all modes of transportation. Additionally, it provides all users with the appropriate level of information necessary to arrive at the correct campus entrance and helps the user transition to reaching their destination in an efficient manner.  Signs that are located beyond the Sign Legibility Range and follow the sign parameters defined within this MSP are considered internally facing and will be regulated by BCIT Campus Planning.

The development of this MSP was informed by the BCIT Campus Plan (2018), the BCIT Comprehensive Sign Plan (2016), the Draft BCIT Pedestrian Signage Wayfinding Guidelines (2019), BCIT Burnaby Campus Exterior Building ID Signage Rev.2, and the Draft Campus Design Guidelines (2022). City of Burnaby  approval of this MSP would supersede the CSP approved by the City of Burnaby in 2016.

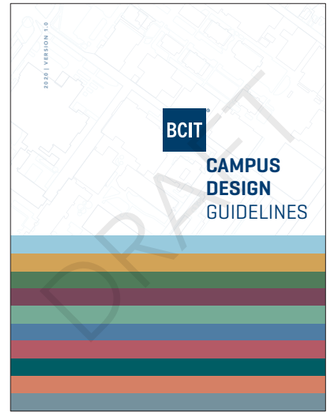
# CONTENTS







# GOALS AND PRINCIPLES

## THE GOALS

The goal of the MSP is to describe and visually express all exterior signage that is outwardly visible from the campus perimeter. Careful articulation of the signage will create a strong identity and a sense of place on campus, while respecting the surrounding community context. In addition, standardizing the design, placement and messaging of the signage sets a foundation for continuity and consistency, aiding a spacial experience that's clear and moderate.

## THE PRINCIPLES

The key to successful wayfinding is to establish signage that is consistent and predictable. This is achieved by setting and following a set of design and application principles. Outlined below are the principles guiding the signage in this MSP.

### A. ACCESSIBLE MESSAGING

Accessibility means that the signage and messaging can be clearly seen and understood, ultimately by all people part of the audience it is intended for. Therefore, the signs in this MSP are designed to be easily recognized and seen by using simple design and clear messaging, all while being considerate towards the surrounding campus community. Accessibility is achieved through the choice of colours, typography and clarity of messaging being precise and focused.

### B. CAMPUS IDENTITY

The signs part of this MSP co-exist with other new and old applications on campus. To help tie all components together, the design of the signs corresponds to the campus brand and is flexible enough to adapt to future brand identities. This is expressed in the choice of colour, fonts and layout of the signs.

### C. CONSISTENT IMPLEMENTATION

Consistency of sign implementation, as it relates to location, scale, materiality and overall design, is necessary in the creation of frustration free, functional wayfinding. The Sign Family and sighting principles outlined in this MSP for potential signs ensure consistency and predictability of wayfinding as campus development occurs.

### D. TIMELESS DESIGN

To withstand the test of time and retain freshness and relevance as campus development occurs, the design of the signs is classic and fuss-free. This approach establishes continuity over time, and delays the aging of the design.

# SIGN LEGIBILITY RANGE

Based upon sign legibility research[1] and anticipated future development sites around the perimeter of campus, it has been determined that 165ft / 50m is an appropriate measure for sign legibility for both motor vehicles and active transportation. This signage extent is illustrated in the plan below. Maintaining the legibility parameters set in this MSP ensures all outward facing signage meets best practice standards for wayfinding and accessibility.

The recommended letter sizes for sign legibility have been determined following a study of the campus' current and future development building layout, combined with research from the United States Sign Council[1]. In determining the viewing distance, approximate letter heights for signs being viewed from a passing car are based on a complex legibility index equation that considers the number of lanes of traffic, the viewing angle (offset) from the adjacent curb, and the speed of the vehicle.

The MSP ensures that vehicles and pedestrians approaching BCIT can see key perimeter signs. The viewing  distance for motorists is considered at a minimum of 165ft / 50m from the first drive lane from the curb to a building's facade.

*Reference: "On-Premise Signs: Determination of Parallel Sign Legibility and Letter Heights," United States Sign Council, 2006*

**RECOMMENDED SIGNAGE LETTER SIZE RANGE FOR DRIVERS**

Based on an approximate driving speed of 50kph, from the first lane from the curb, a minimum of 4in/102mm to a maximum of 24in/610 mm letter height is recommended.

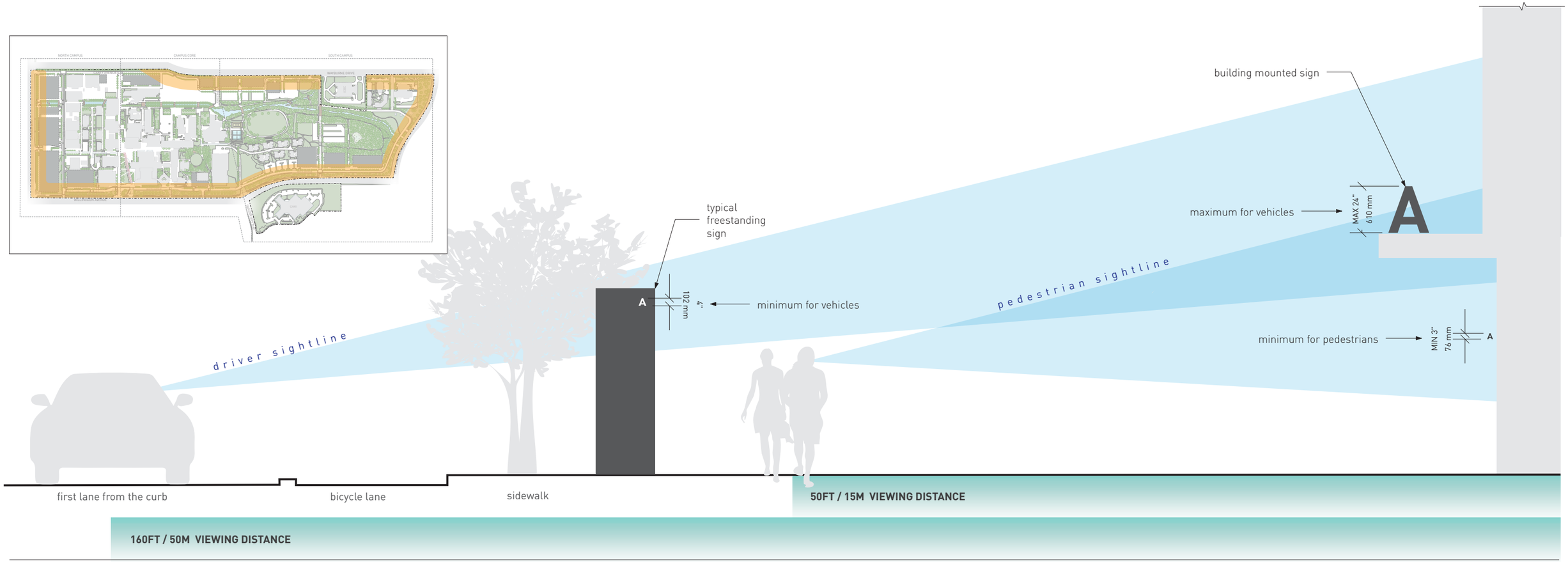
**RECOMMENDED SIGNAGE LETTER SIZE RANGE FOR PEDESTRIANS**

Under ideal viewing conditions, 3in/76mm letters can be seen by pedestrians from 50ft/15m. In practice, given variables in lighting, time of day, and point of view, it is recommended that the letter height be increased up to 5in/127mm from the same distance to ensure visibility.

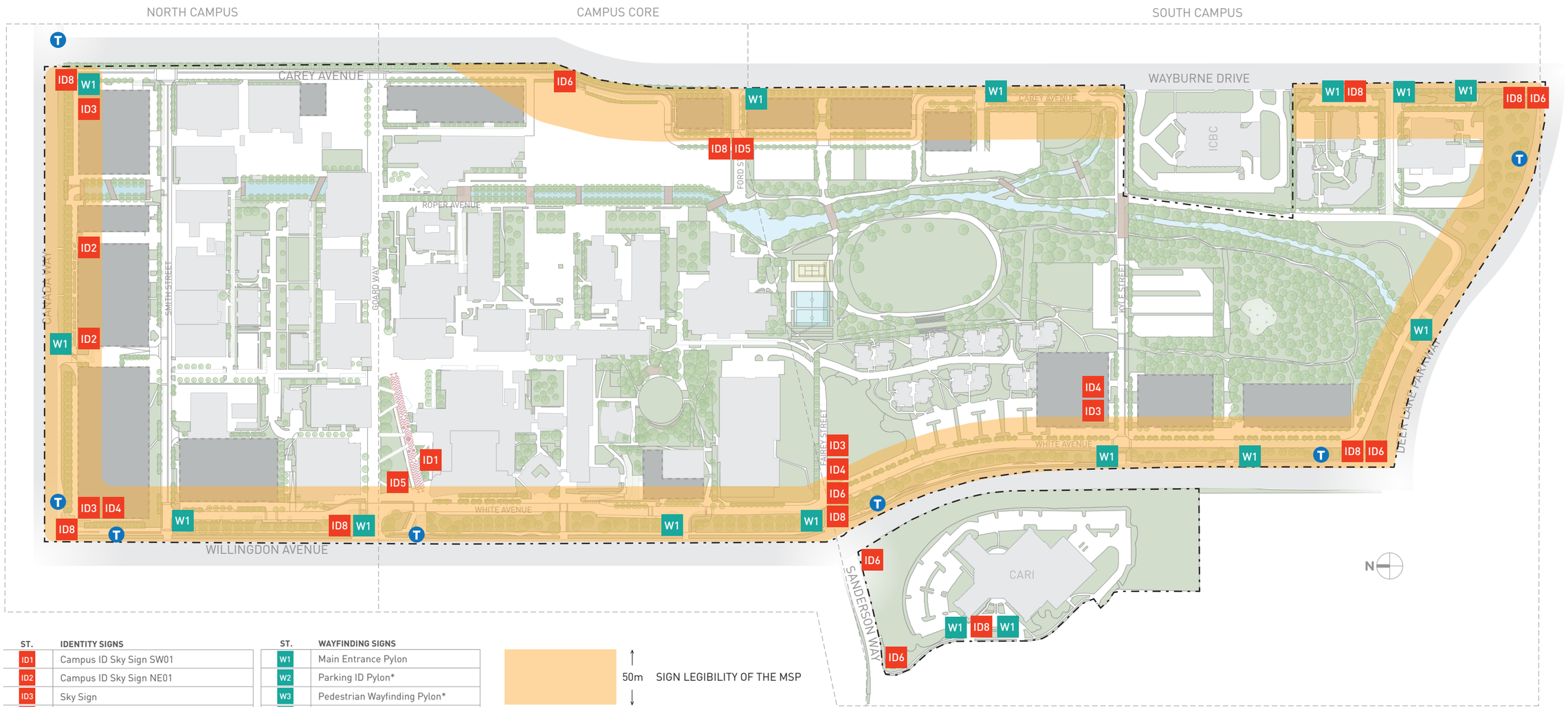
**SCALE AND PLACEMENT OF SIGNS**

The MSP considers the scale and placement of signs around the campus perimeter and outlines appropriate signage typography and iconography criteria. This pertains to both fascia mounted and freestanding signs, meant for passing motorists, cyclists, or pedestrians. New signs will be placed strategically to effectively use the available perimeter space. The illustration below sets a guiding principle for typographic scale relative to the sign type and its location.



# POTENTIAL IDENTITY AND WAYFINDING SIGN LOCATIONS




| ST. | IDENTITY SIGNS |
|---|---|
| ID1 | Campus ID Sky Sign SW01 |
| ID2 | Campus ID Sky Sign NE01 |
| ID3 | Sky Sign |
| ID4 | Community Message Sky Sign |
| ID5 | BCIT Gateway Sign |
| ID6 | Landmark Sign |
| ID7 | Internal Campus Banners* |
| ID8 | Flags |

| ST. | WAYFINDING SIGNS |
|---|---|
| W1 | Main Entrance Pylon |
| W2 | Parking ID Pylon* |
| W3 | Pedestrian Wayfinding Pylon* |
| W4 | Wayfinding Finger Post* |

| SYMBOL | DESCRIPTION |
|---|---|
| T | Transit Stop |
| | Potential Future Building Sites |
| - - - - | Property Line |

50m SIGN LEGIBILITY OF THE MSP

This plan illustrates potential locations of prominent Identity and Wayfinding Signs within the 50m Sign Legibility Range on campus.

Location and placement for Building Signs are illustrated on the following page.

*These sign types are not shown on the plan. Please refer to detailed sign descriptions on page 13, 17-19.

# IDENTITY SIGNAGE

The role of the Identity Signs is to mark campus gateway locations and define the campus boundary. Identity Signs are outward facing and support the BCIT brand.

| ST. | IDENTITY SIGNS |
|---|---|
| ID1 | Campus ID Sky Sign SW01 |
| ID2 | Campus ID Sky Sign NE01 |
| ID3 | Sky Sign |
| ID4 | Community Message Sky Sign |
| ID5 | BCIT Gateway Sign |
| ID6 | Landmark Sign |
| ID7 | Internal Campus Banners |
| ID8 | Flags |

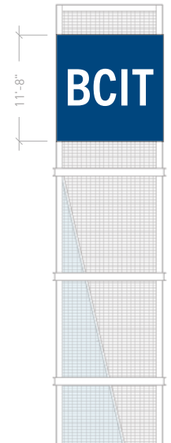
ID1

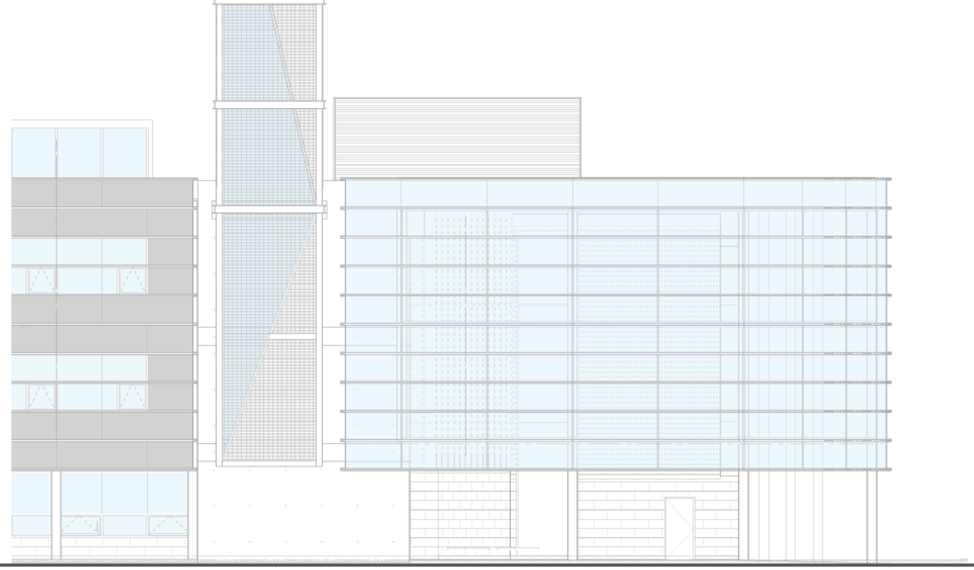
IDENTITY SIGNAGE **CAMPUS ID SKY SIGN SW01**

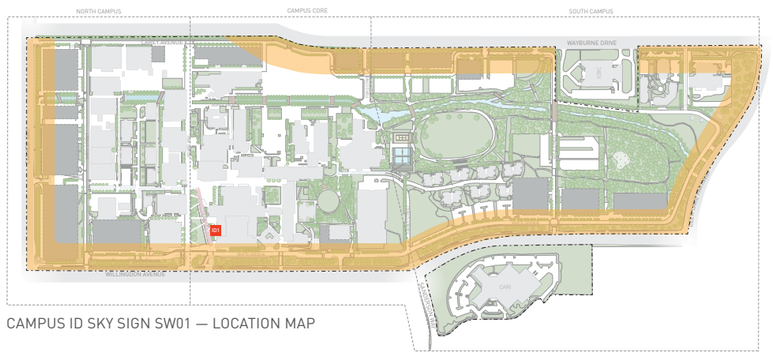
This is an existing double-sided sign with the BCIT logo that makes the campus easily identifiable from a distance. This sign has been approved through a CD rezoning process and has been included in this MSP for reference only.

**Location Parameters**
Mounted high up on the SW01 Gateway building.

**Design Parameters**
Double-sided internally lit panel.






**SCALE**
1:200

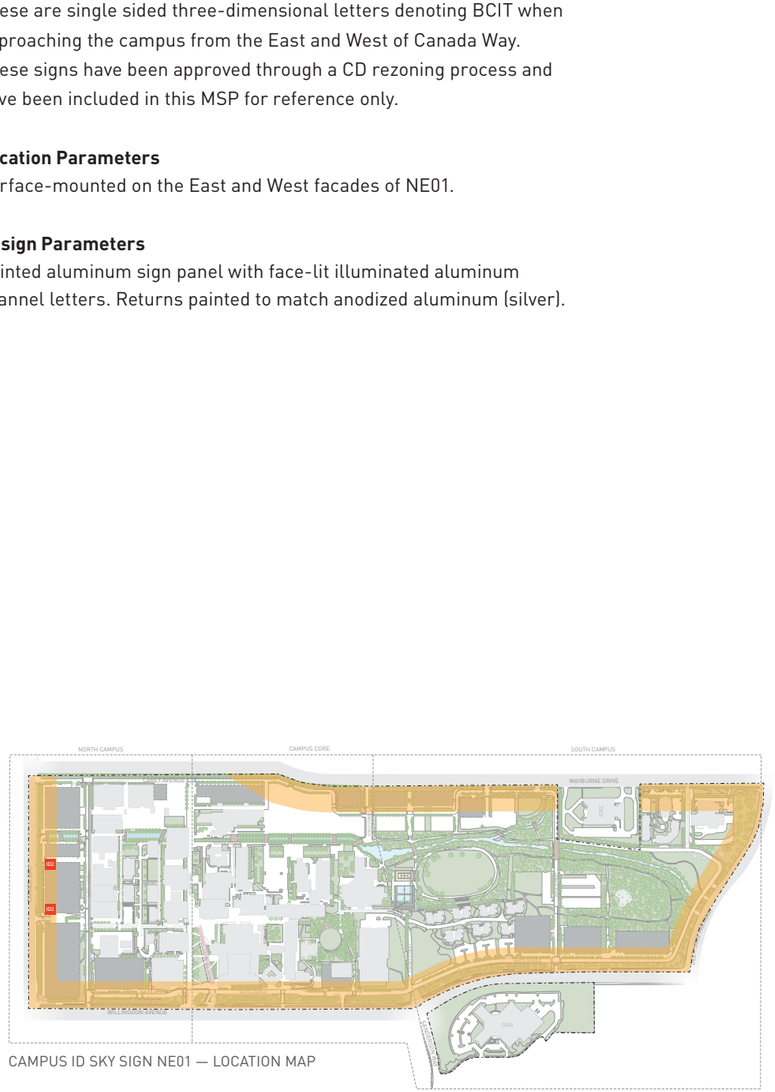
**ID2**

IDENTITY SIGNAGE **CAMPUS ID SKY SIGN NE01**

These are single sided three-dimensional letters denoting BCIT when approaching the campus from the East and West of Canada Way. These signs have been approved through a CD rezoning process and have been included in this MSP for reference only.

**Location Parameters**
Surface-mounted on the East and West facades of NE01.

**Design Parameters**
Painted aluminum sign panel with face-lit illuminated aluminum channel letters. Returns painted to match anodized aluminum (silver).



CAMPUS ID SKY SIGN NE01 — LOCATION MAP


**SCALE**
1:200

ID3

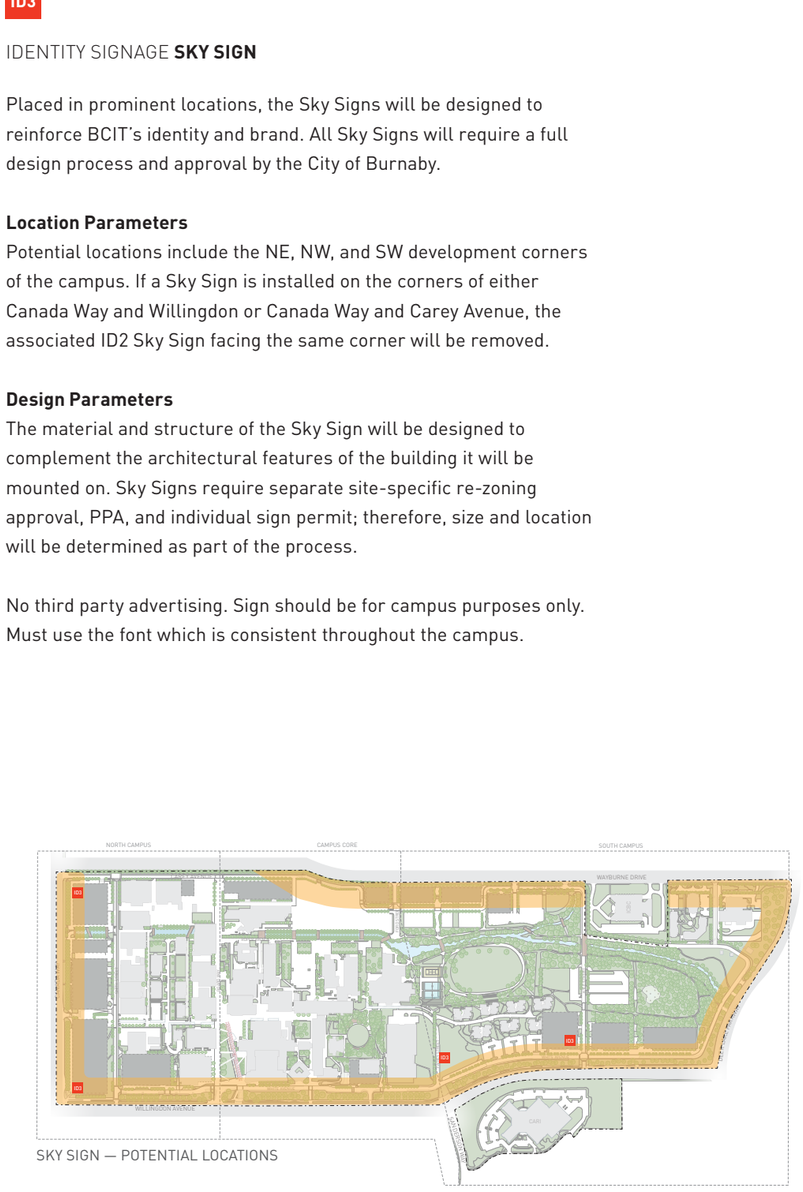
IDENTITY SIGNAGE **SKY SIGN**

Placed in prominent locations, the Sky Signs will be designed to reinforce BCIT's identity and brand. All Sky Signs will require a full design process and approval by the City of Burnaby.

**Location Parameters**
Potential locations include the NE, NW, and SW development corners of the campus. If a Sky Sign is installed on the corners of either Canada Way and Willingdon or Canada Way and Carey Avenue, the associated ID2 Sky Sign facing the same corner will be removed.

**Design Parameters**
The material and structure of the Sky Sign will be designed to complement the architectural features of the building it will be mounted on. Sky Signs require separate site-specific re-zoning approval, PPA, and individual sign permit; therefore, size and location will be determined as part of the process.

No third party advertising. Sign should be for campus purposes only. Must use the font which is consistent throughout the campus.



SKY SIGN — POTENTIAL LOCATIONS


**SCALE**
1:200



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2023-04-21

ID4

IDENTITY SIGNAGE **COMMUNITY MESSAGE SKY SIGN**

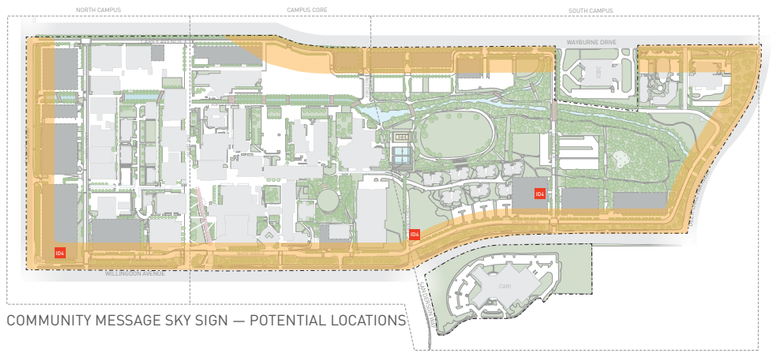
The Community Message Sky Sign provides large scale messaging without advertisement. These signs offer the opportunity to change the content and messaging as needed. The messaging is to be community focused and not promotional. Sign messaging can be static or dynamic and can be print or digital flat screens.

**Location Parameters**

The Community Message Sky Sign are to be located at high visibility campus locations. It can face either outward or inward within the Sign Legibility range.

**Design Parameters**

These signs can be either large scale fabric banners or rigid installations with replaceable artwork or digital screens with dynamic artwork. Artwork is restricted to community/campus information only; it cannot be rented out or advertise third-party information. These signs can be illuminated with exterior mounted lighting. Community Message Sky Signs require separate site-specific re-zoning approval, PPA, and individual sign permit; therefore, size and location will be determined as part of the process. Sign area should not exceed 20% of the wall area.




COMMUNITY MESSAGE SKY SIGN — POTENTIAL LOCATIONS


**SCALE**
1:200

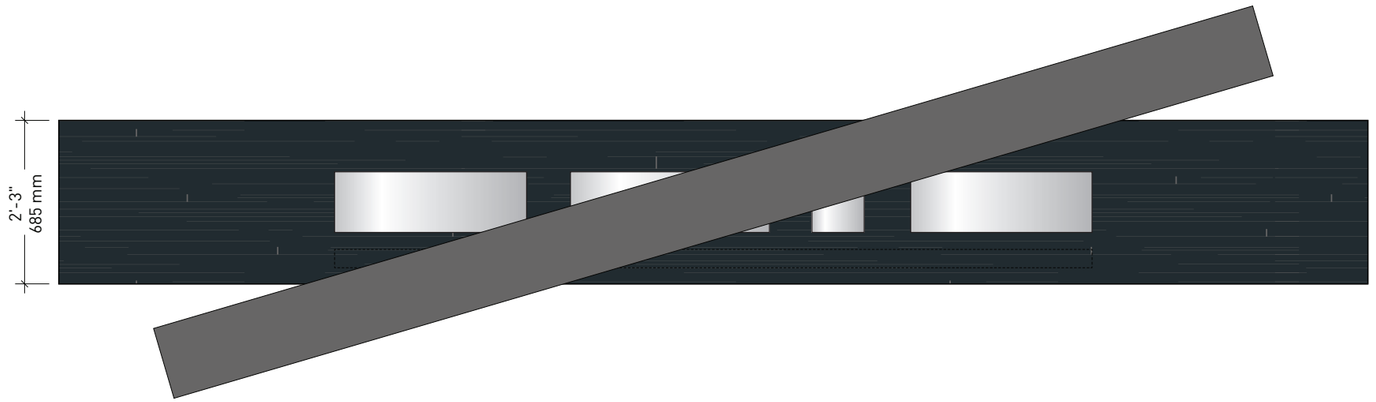
**ID5**

IDENTITY SIGNAGE **GATEWAY SIGN**

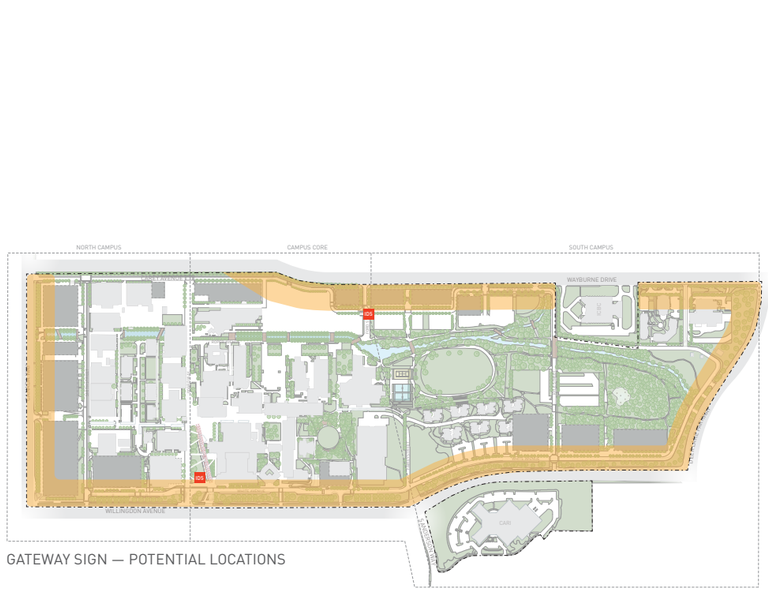
The Gateway Sign is intended to serve as a welcoming gesture to the BCIT community and visitors. Built to human scale, it will serve as a focal point, a social landmark, and a wayfinding reference.

**Location Parameters**
Potential locations are at major gateway entrance plazas.

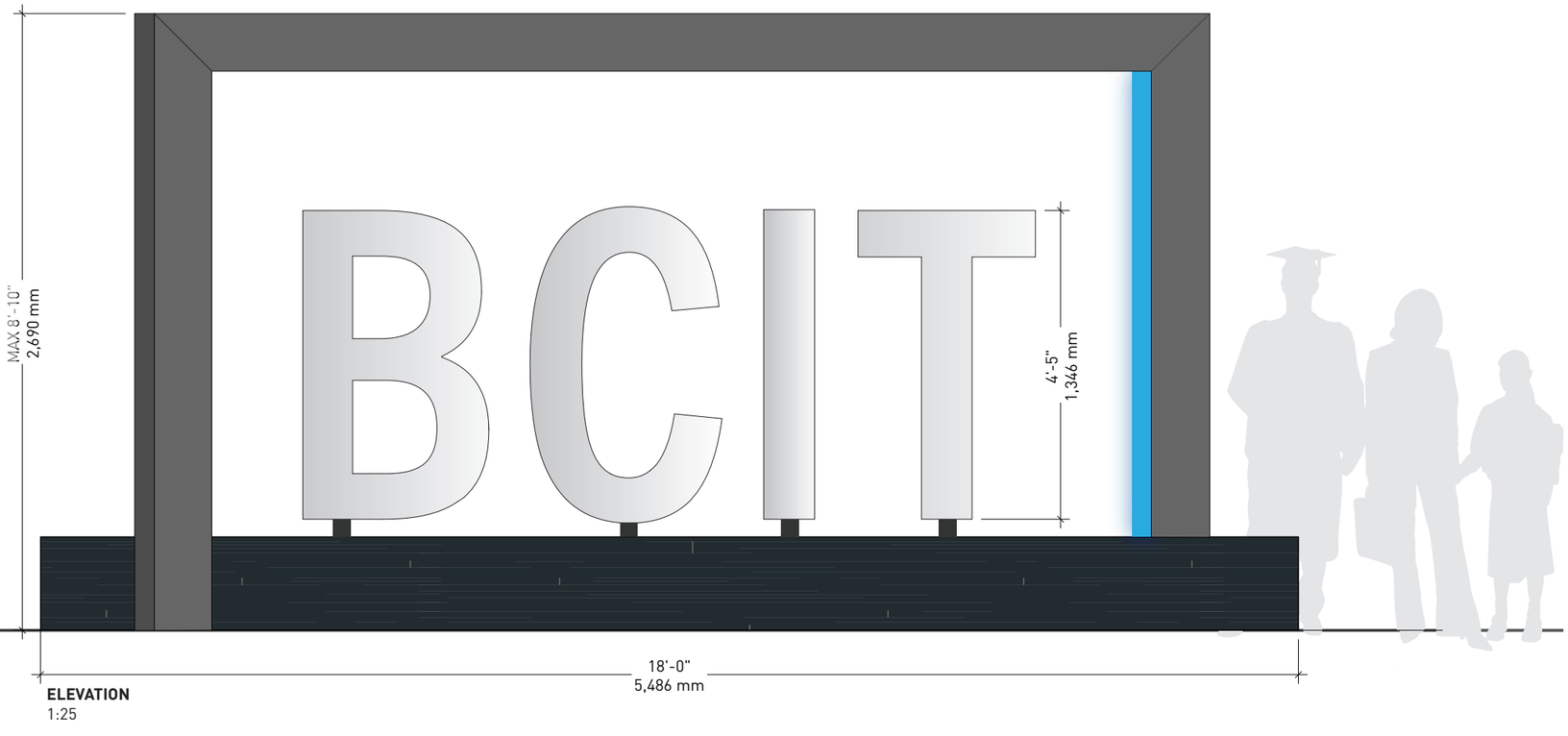
**Design Parameters**
The Gateway Sign consists of large scale three-dimensional BCIT letters mounted on a stone base with integrated lighting.
A metal framing arch straddles over the letters and base as well as incorporates integrated lighting.




**PLAN**
1:25




GATEWAY SIGN — POTENTIAL LOCATIONS




**ELEVATION**
1:25

**ID6**

IDENTITY SIGNAGE **LANDMARK SIGN**

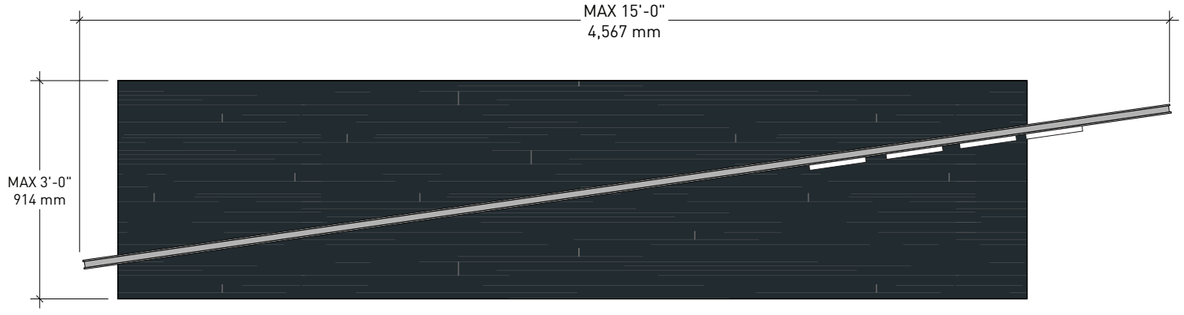
The Landmark Sign marks the extent of the campus lands at significant locations around the property boundary. These signs are outward facing and strengthens BCIT's brand identity.

**Location Parameters**

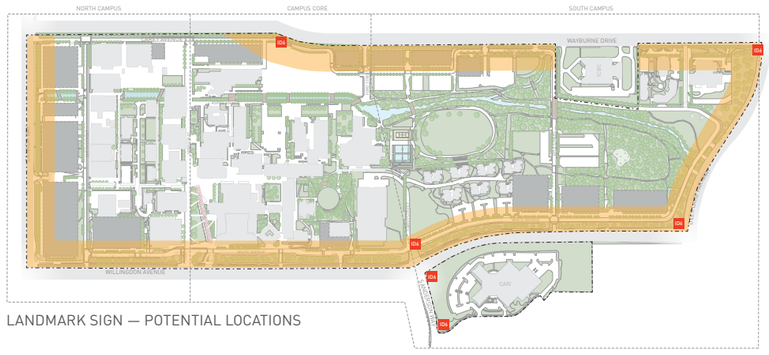
Potential locations include campus corners and municipal street intersections. This sign will replace existing landmark signs.

**Design Parameters**

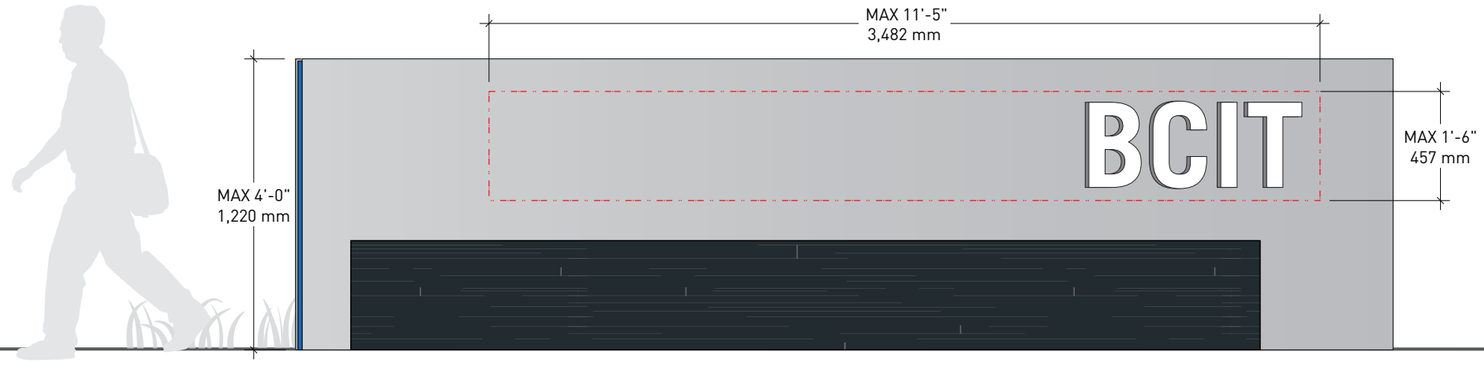
The design relates to that of the Gateway Feature Sign using similar materiality and sign composition elements. The sign is comprised of metal planes with integrated three-dimensional letters that bisect a stone base. To provide increased visual prominence, integrated lighting can be provided to highlight the BCIT brand.




**PLAN**
1:25




LANDMARK SIGN — POTENTIAL LOCATIONS




**ELEVATION**
1:25

**ID6** Landmark Sign

**ID7**

IDENTITY SIGNAGE **INTERNAL CAMPUS BANNERS**

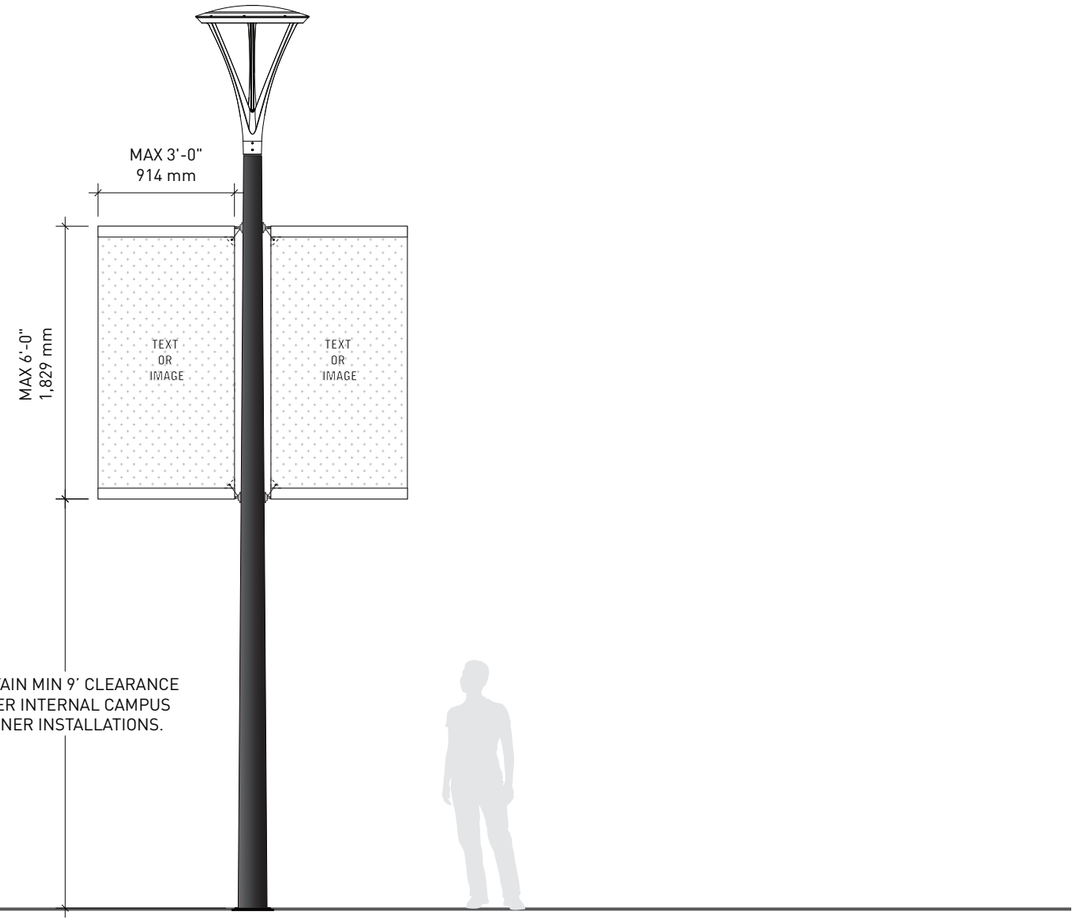
These banners are inward facing and can be installed along any internal campus route, including within the sign legibility range.

**Location Parameters**

They can be located on either one side of the route or both sides of the route as determined on a case-by-case basis. Potential mounting locations include campus lamp standard posts. Locations limited to within campus boundaries.

**Design Parameters**

Banners can be either single or twinned installations. Artwork to be determined by BCIT. Artwork is restricted to community and campus information only; it cannot be rented out or advertise third-party information. Maximum size of banners to be 3ft x 6ft. All sizes smaller can be used at BCIT's discretion.




**SCALE**
1:40

IDENTITY SIGNAGE **FLAGS**

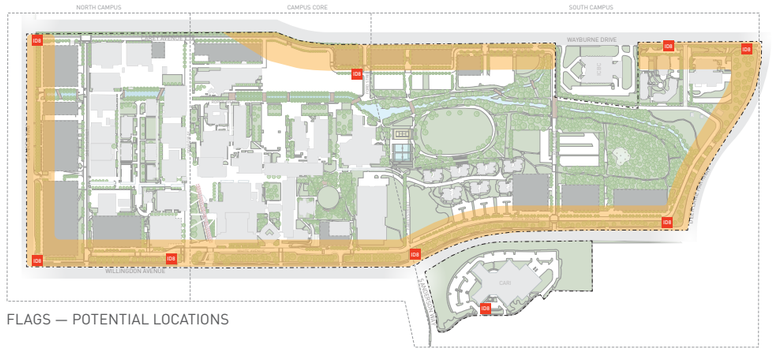
Flags are provided to recognize the BCIT brand as well as the national, provincial, and municipal jurisdictions. In addition, flags provide an opportunity to recognize and include other groups, movements and commemorations as determined by BCIT.

**Location Parameters**

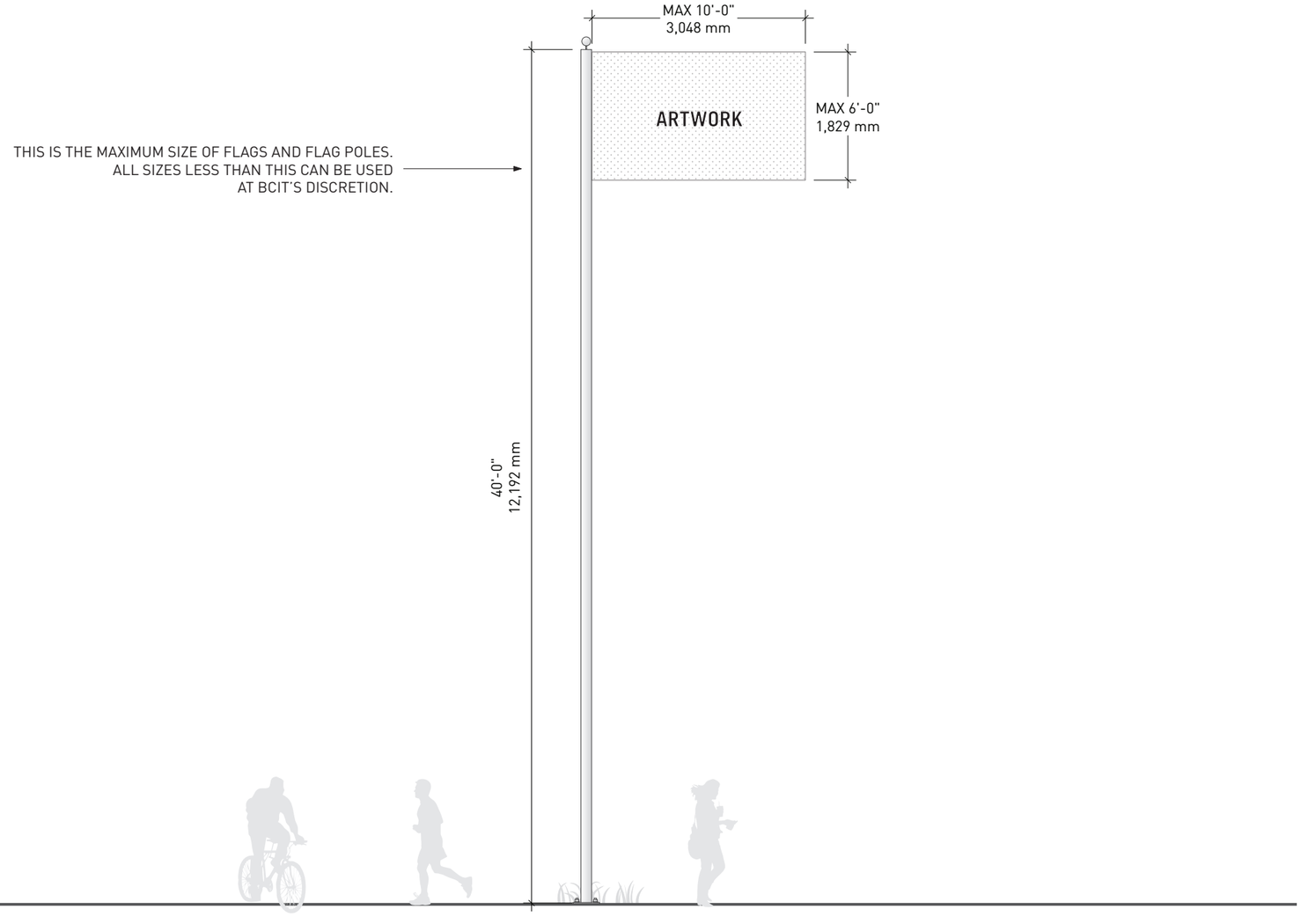
Potential locations for individual flags and grouped flag installations include the perimeter of campus, gateway plazas and other ceremonial locations on campus.

**Design Parameters**

The scale and size of the flag will be determined based on the surrounding location context. Maximum flag size to be 6ft x 10ft mounted on a maximum flagpole height of 40ft. Flag size is to scale down as the flagpole height is reduced. Artwork is to be determined by BCIT. Artwork is restricted to community and campus information only; it cannot be rented out or advertise third-party information.




FLAGS — POTENTIAL LOCATIONS

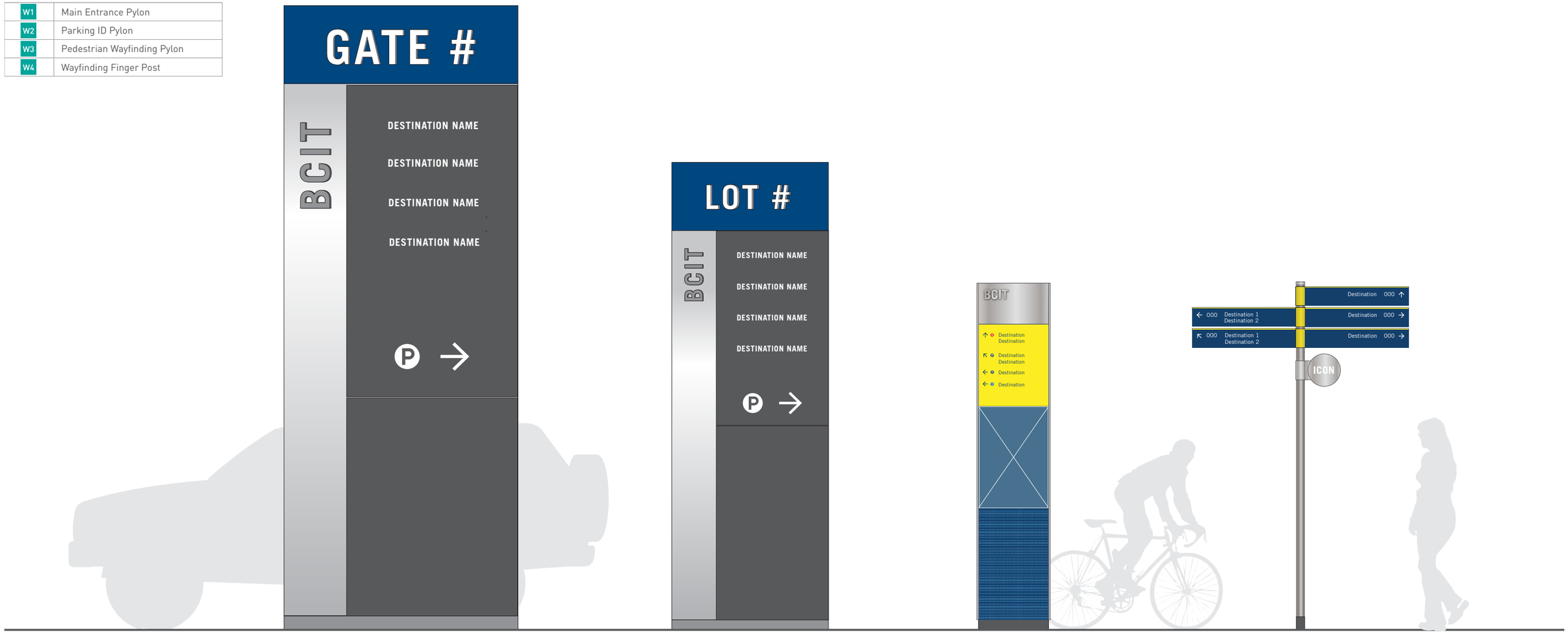



**SCALE**
1:75

# WAYFINDING SIGNAGE

The role of Wayfinding Signs is to provide directions and arrival affirmation to major destinations on the campus. These signs are generally inward facing and provide visual cues and links in the public realm.

| ST. | WAYFINDING SIGNS |
|---|---|
| W1 | Main Entrance Pylon |
| W2 | Parking ID Pylon |
| W3 | Pedestrian Wayfinding Pylon |
| W4 | Wayfinding Finger Post |




W1 W2 W3 W4

**W1**

WAYFINDING SIGNAGE **MAIN ENTRANCE PYLON**

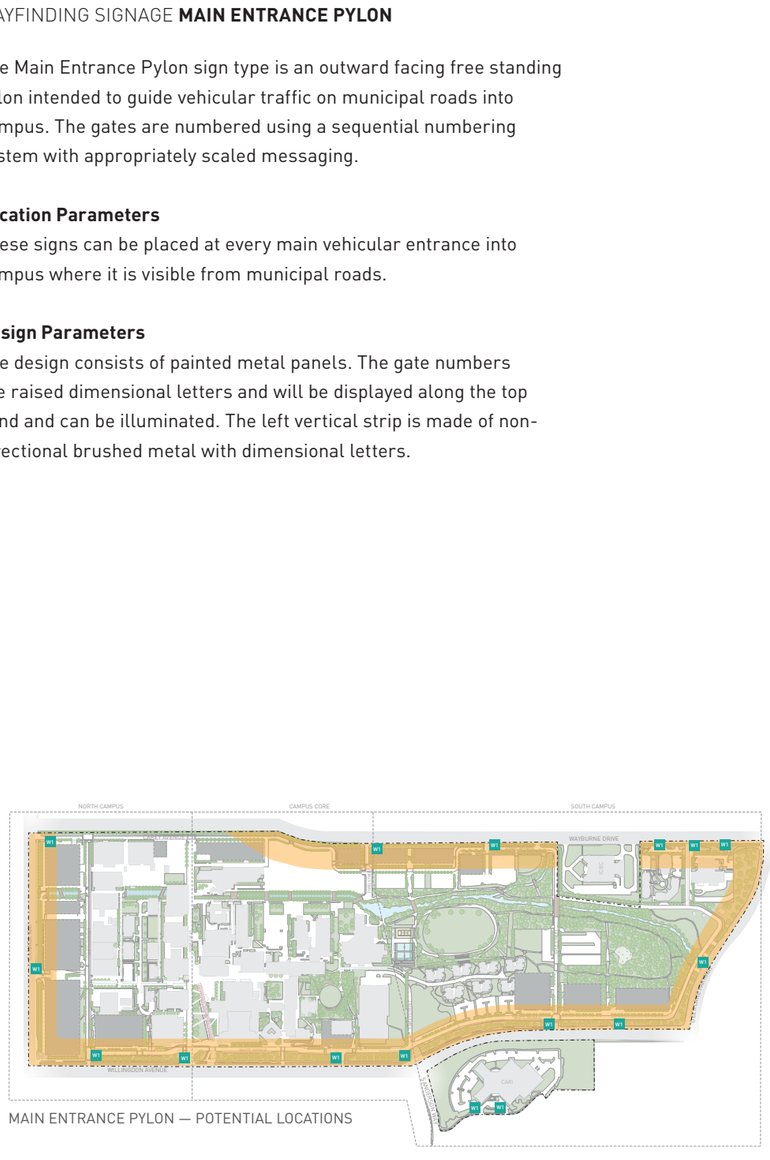
The Main Entrance Pylon sign type is an outward facing free standing pylon intended to guide vehicular traffic on municipal roads into campus. The gates are numbered using a sequential numbering system with appropriately scaled messaging.

**Location Parameters**

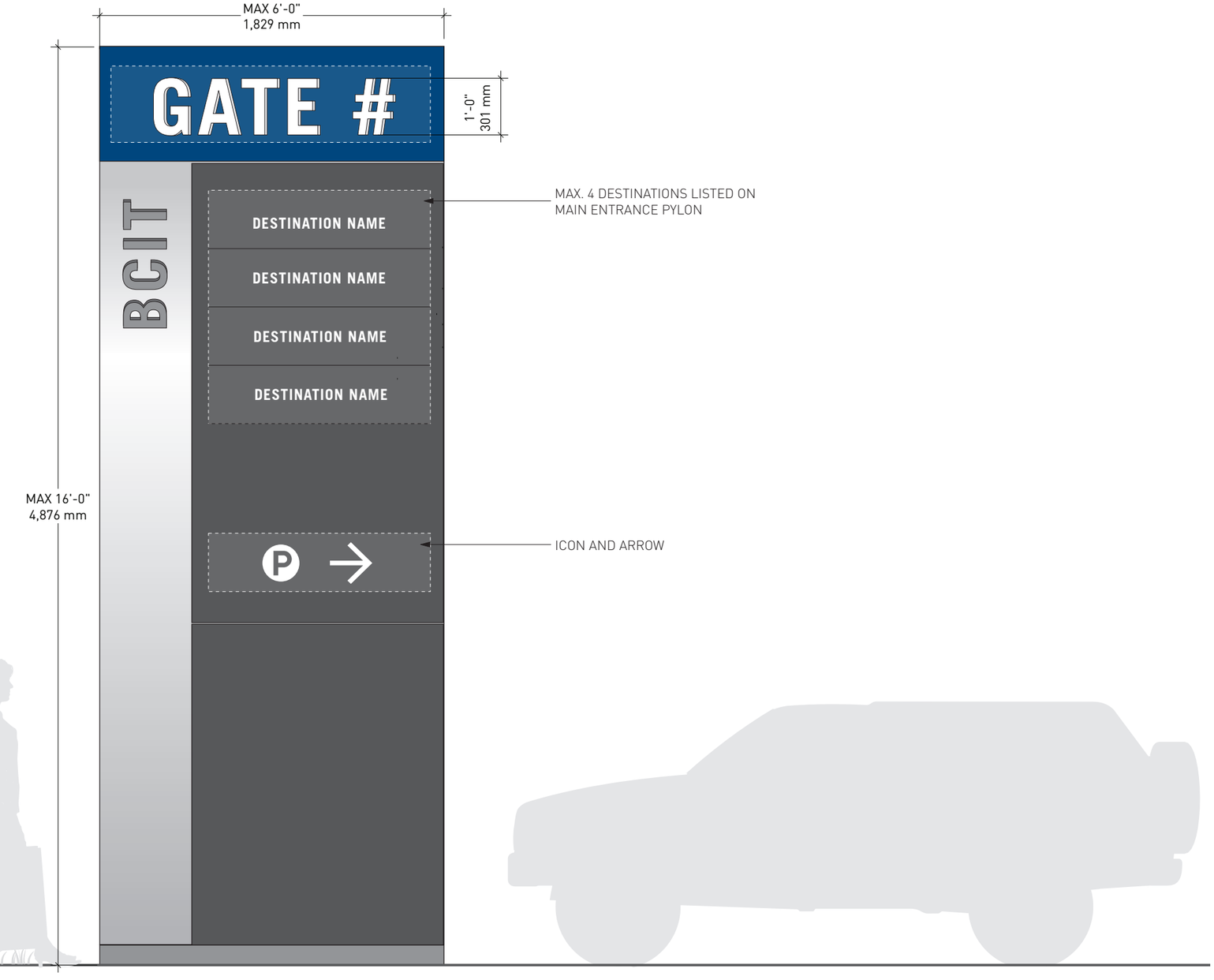
These signs can be placed at every main vehicular entrance into campus where it is visible from municipal roads.

**Design Parameters**

The design consists of painted metal panels. The gate numbers are raised dimensional letters and will be displayed along the top band and can be illuminated. The left vertical strip is made of non-directional brushed metal with dimensional letters.




MAIN ENTRANCE PYLON — POTENTIAL LOCATIONS




**SCALE**
1:25

# W1 Main Entrance Pylon

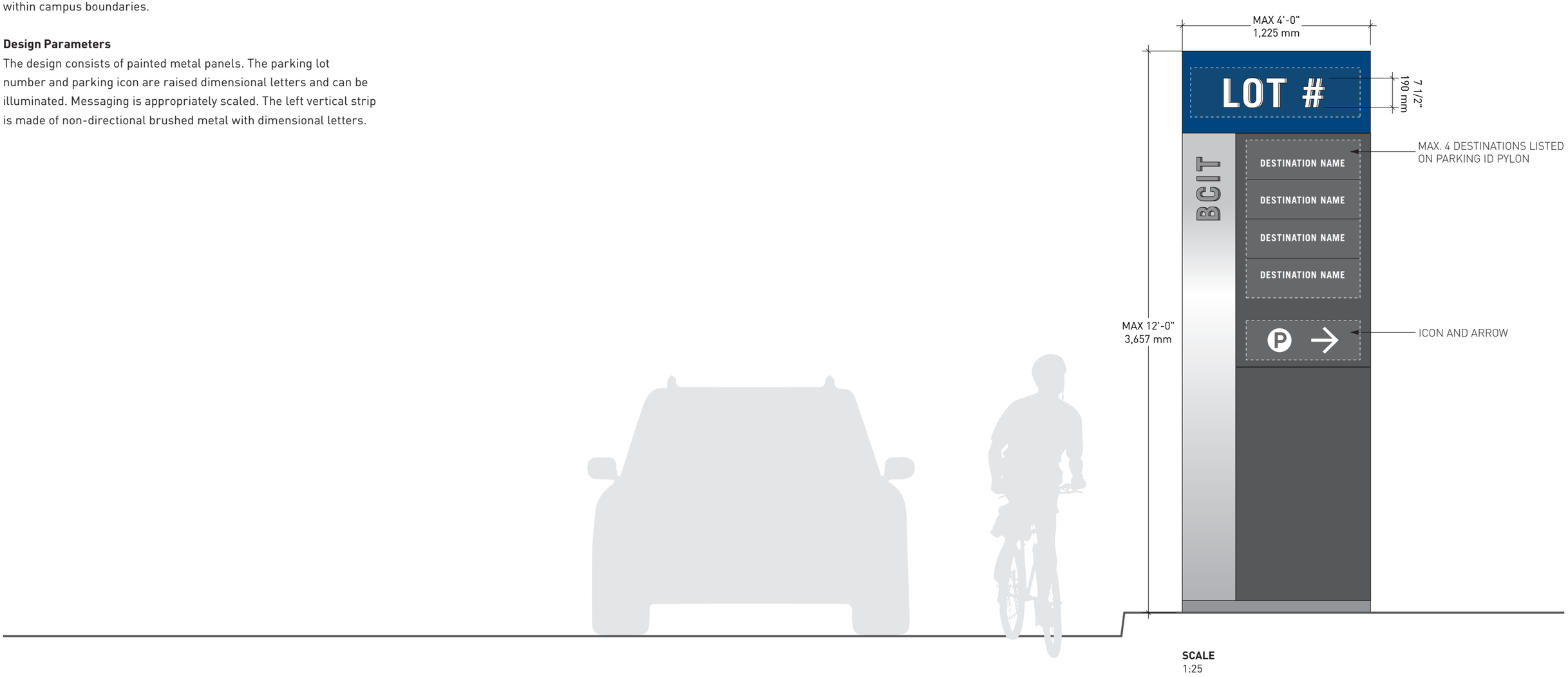
**W2**

WAYFINDING SIGNAGE **PARKING ID PYLON**

The Parking ID Pylon is an inward facing free-standing pylon sign intended to guide vehicular traffic. It identifies the parking locations on campus and helps to differentiate staff, student, and visitor parking.

**Location Parameters**
These signs can be placed at the entrance to each parking location where it is visible from internal campus roads. Locations limited to within campus boundaries.

**Design Parameters**
The design consists of painted metal panels. The parking lot number and parking icon are raised dimensional letters and can be illuminated. Messaging is appropriately scaled. The left vertical strip is made of non-directional brushed metal with dimensional letters.



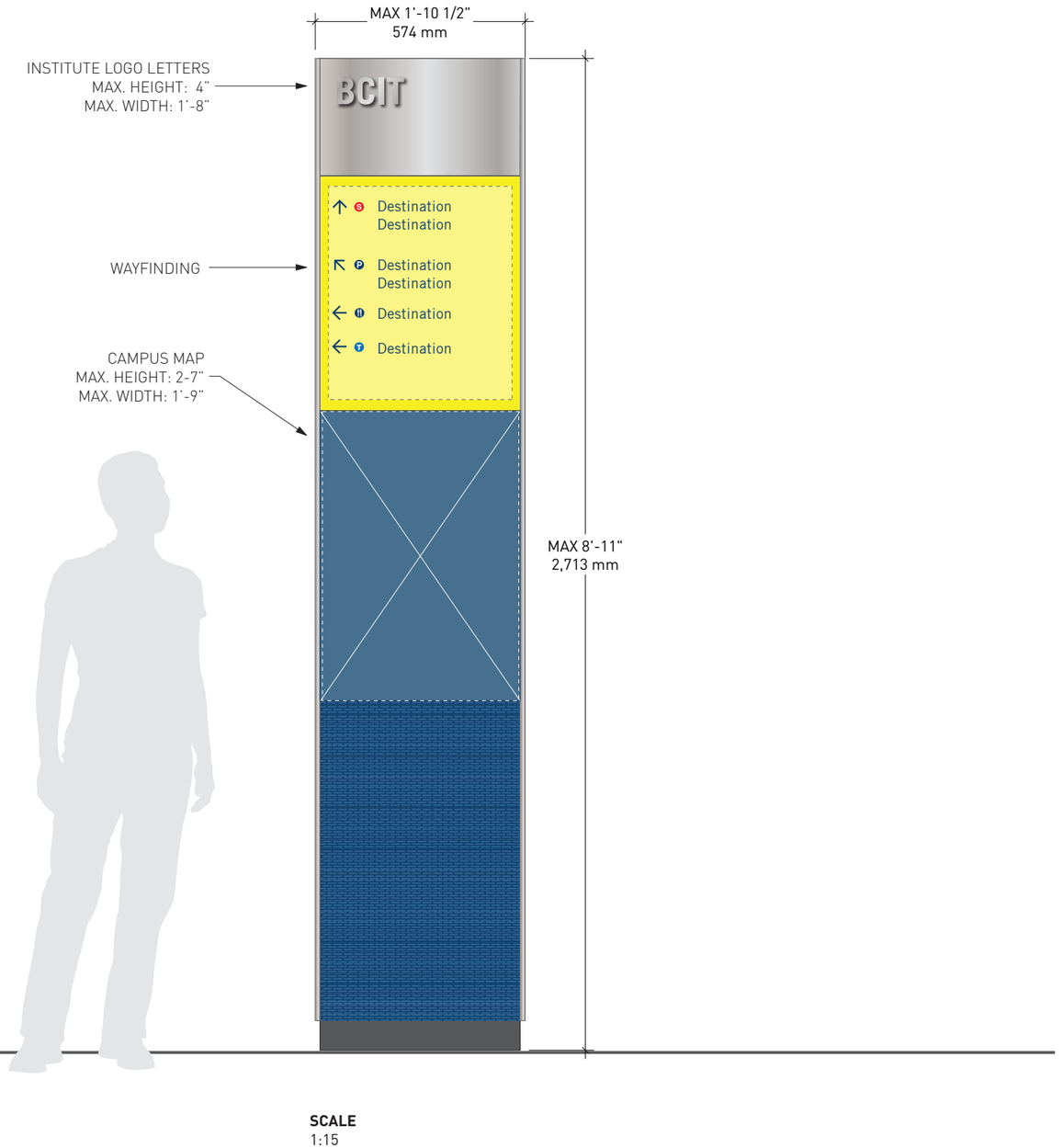
**W3**

WAYFINDING SIGNAGE **PEDESTRIAN WAYFINDING PYLON**

The Pedestrian Wayfinding Pylon is an inward facing sign that provides users directions to campus destinations using both text and graphic maps.

**Location Parameters**
These signs are located at key pathway intersections. Locations limited to within campus boundaries.

**Design Parameters**
This sign is made up of painted metal panels and raised dimensional institute logo letters. Destinations and campus maps on these signs are printed on vinyl.




**SCALE**
1:15

**W3** Pedestrian Wayfinding Pylon

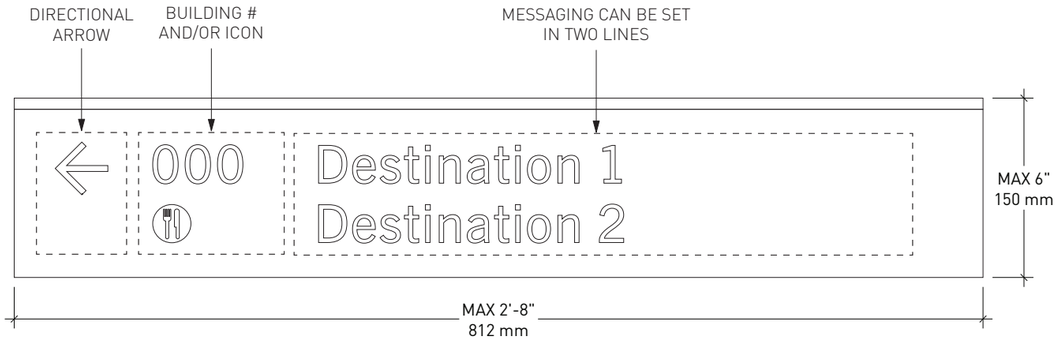
**W4**

WAYFINDING SIGNAGE **WAYFINDING FINGER POST**

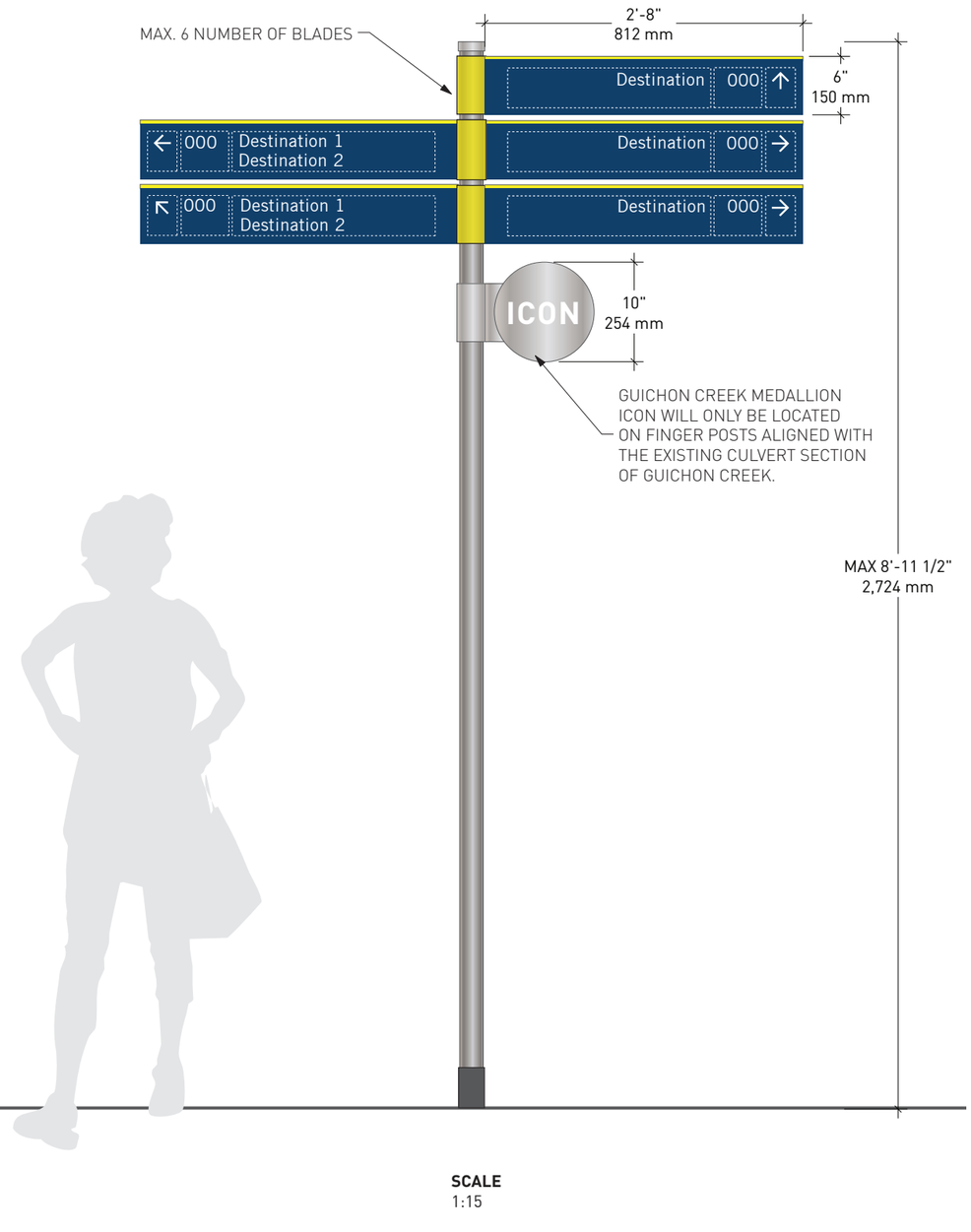
The Wayfinding Finger Post is an inward facing sign that assists pedestrians by pointing them to key designations.

**Location Parameters**
It is located at key pathway intersections and wayfinding decision points. Locations limited to within campus boundaries.

**Design Parameters**
These signs have painted metal blades mounted to a post. Some signs may also feature a post mounted medallion to highlight the location of the culverted Guichon Creek.




**TYPICAL SIGN BLADE**
1:5




**SCALE**
1:15



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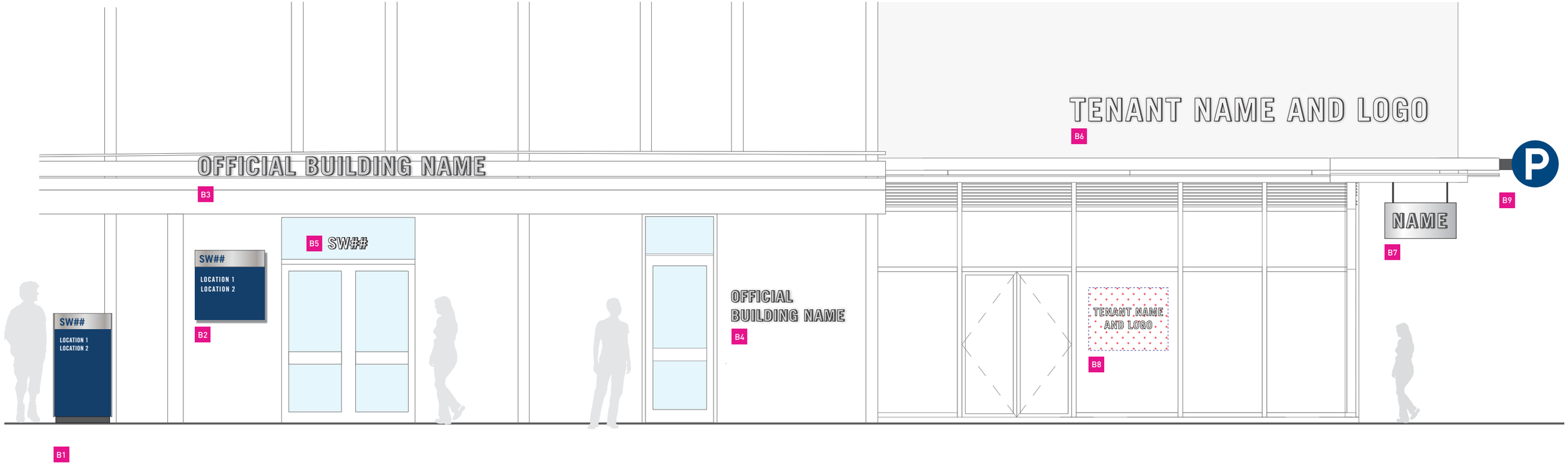
2023-04-21

# BUILDING SIGNAGE

The role of Building Signs is to promote and identify the building and/or tenant space. These signs relate directly to the building, are generally inward facing, and provide visual cues and links to the building's architecture.

| ST. | BUILDING SIGNS |
|---|---|
| B1 | Building ID Pylon |
| B2 | Building ID Sign |
| B3 | Building Name - Primary |
| B4 | Building Name - Secondary |
| B5 | Addressable Sign |
| B6 | Commercial Tenant Sign - Primary |
| B7 | Commercial Tenant Sign - Secondary |
| B8 | Commercial Tenant Sign - Glazing |
| B9 | Parking ID Sign |



BUILDING SIGNAGE **BUILDING ID PYLON**

The Building ID Pylon marks the building entry with its name and number. They are generally inward facing and intended for pedestrians.

**Location Parameters**
These signs are to be located at the building's main entrance and are to be oriented parallel to the adjacent path of travel.

**Design Parameters**
The Building ID Pylon is a free standing, single-sided sign with painted aluminum panels. It is supported by a steel frame that is secured into a concrete foundation. The building name and number are to be painted with BCIT blue on brushed aluminum and the messaging is to be white lettering.


**SCALE**
1:25

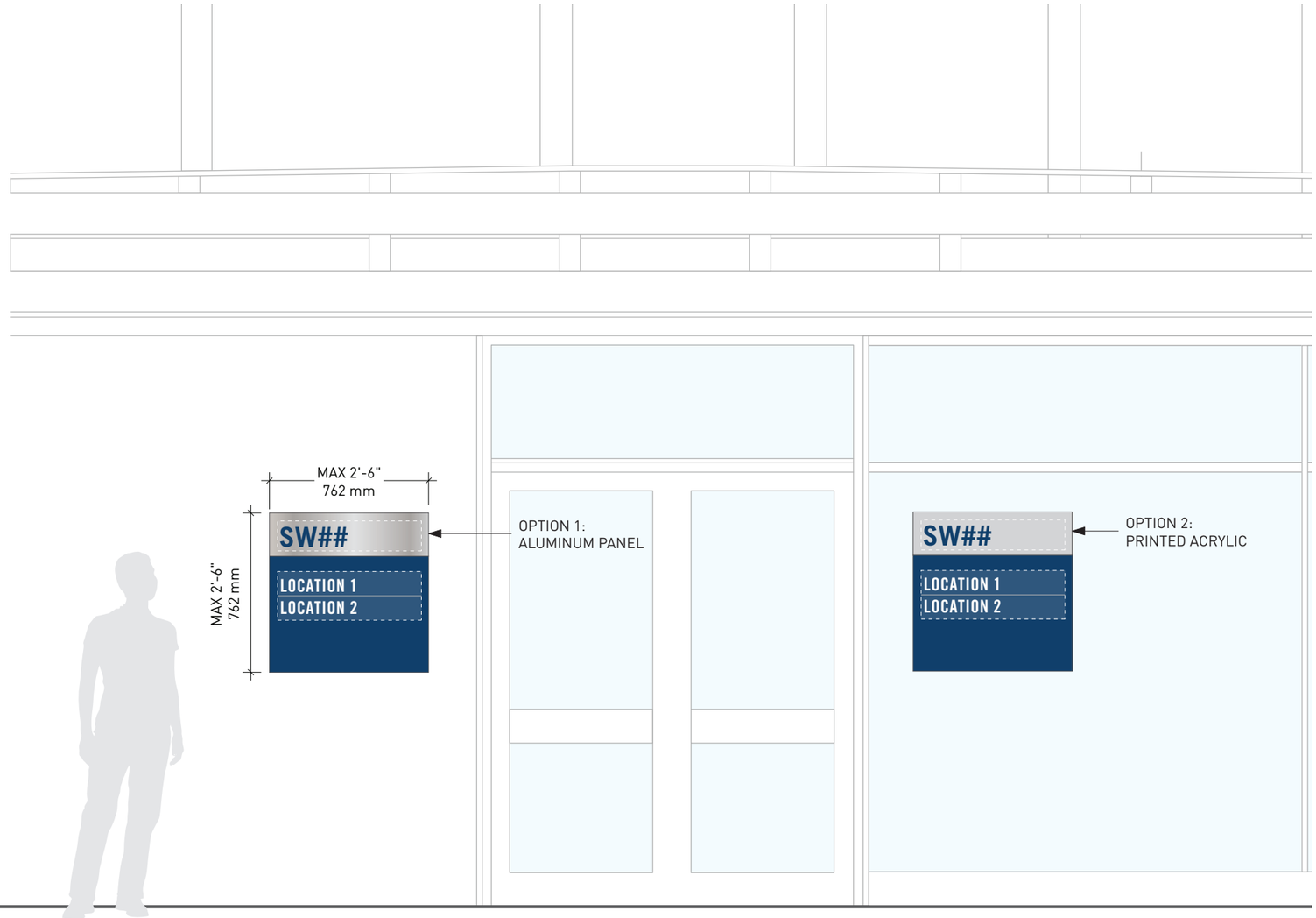
**B2**

BUILDING SIGNAGE **BUILDING ID SIGN**

The Building ID Sign is to be used when the Building ID Pylon is not feasible. These signs are intended for pedestrians. They are inward facing and mark a building's primary entrance.

**Location Parameters**
These signs are to be located at primary building entrances and mounted on the facade beside the doors.

**Design Parameters**
The sign is to be either a painted metal panel for opaque walls, or for glazed walls the sign is to be printed on acrylic and mounted to the glass directly with adhesive tape. The back of the sign (on the interior of the building) may need a backer for a clean visual appearance.




**SCALE**
1:25

**B2** Building ID Sign

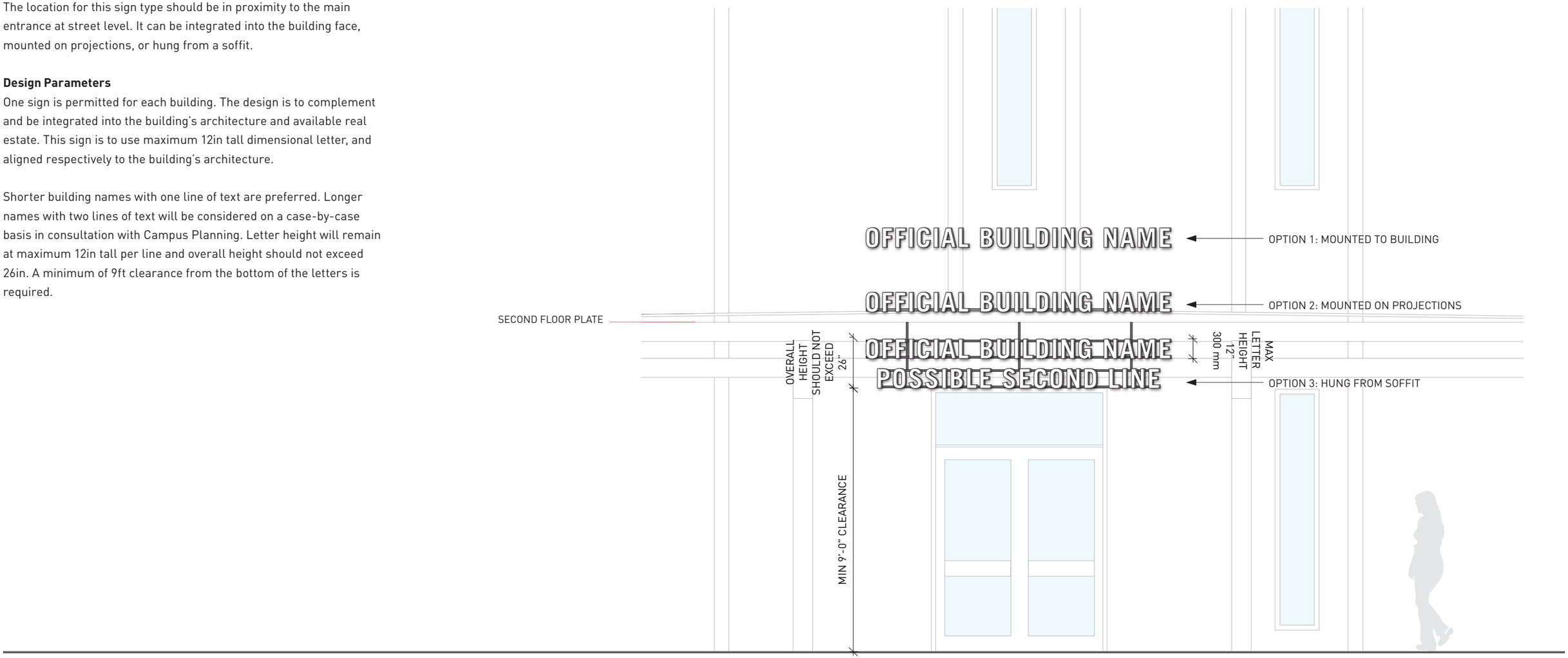
BUILDING SIGNAGE **BUILDING NAME — PRIMARY**

This sign is inward facing and identifies the building name at its primary entrance. It may also provide donor recognition opportunities, if applicable.

**Location Parameters**
The location for this sign type should be in proximity to the main entrance at street level. It can be integrated into the building face, mounted on projections, or hung from a soffit.

**Design Parameters**
One sign is permitted for each building. The design is to complement and be integrated into the building's architecture and available real estate. This sign is to use maximum 12in tall dimensional letter, and aligned respectively to the building's architecture.

Shorter building names with one line of text are preferred. Longer names with two lines of text will be considered on a case-by-case basis in consultation with Campus Planning. Letter height will remain at maximum 12in tall per line and overall height should not exceed 26in. A minimum of 9ft clearance from the bottom of the letters is required.




**SCALE**
1:50

**B4**

BUILDING SIGNAGE **BUILDING NAME — SECONDARY**

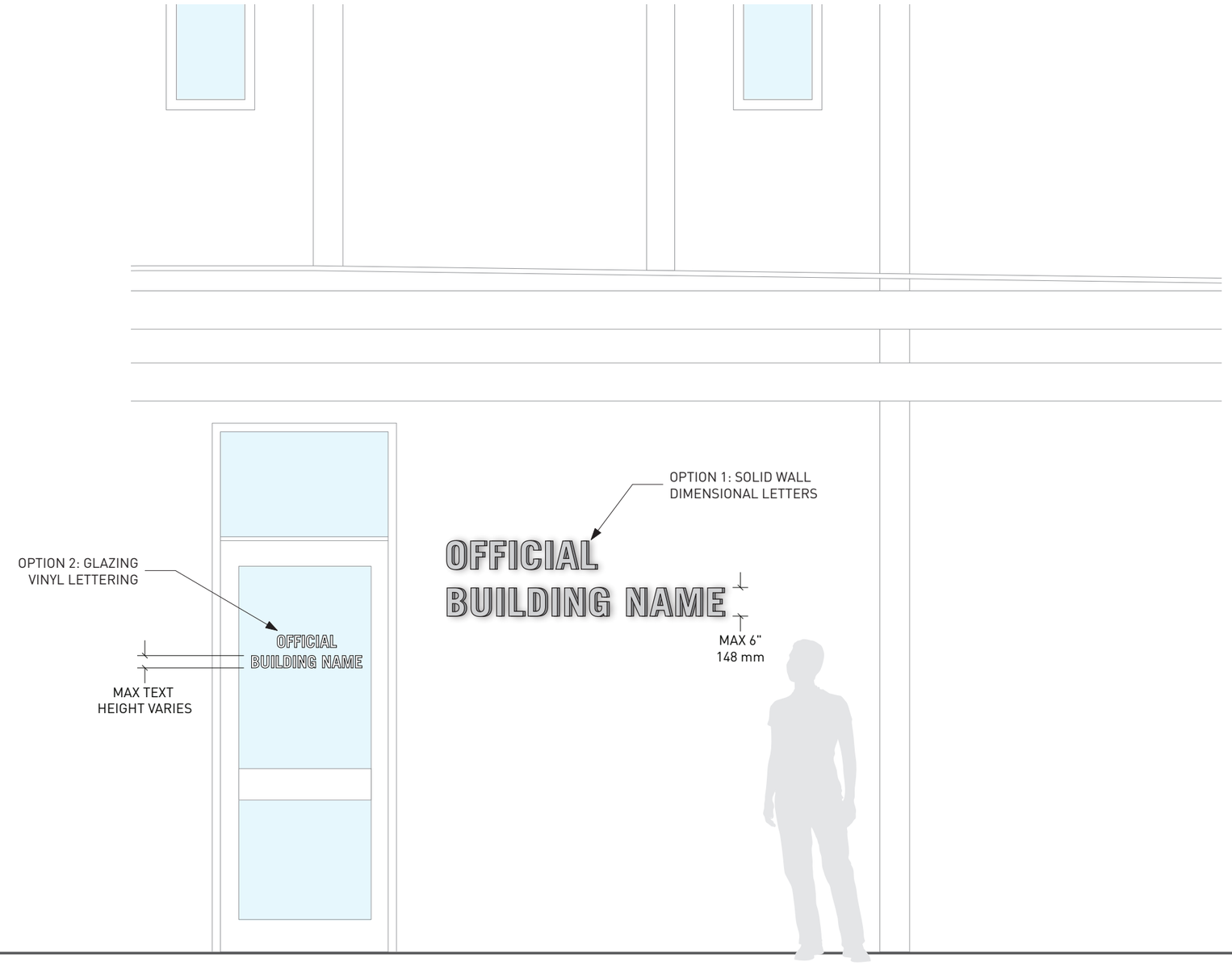
This sign is inward facing, identifies the building name at a secondary entrance, and offers donor recognition opportunities, if applicable.

**Location Parameters**

These signs are to be located at all secondary building entrances, where applicable. These signs can be mounted either beside the entry doors or directly on the doors.

**Design Parameters**

The sign is to use either dimensional letters on solid wall or vinyl lettering if mounted directly on glazing with maximum height of 6in. Text size of vinyl lettering on glass will determined on a case-by-case basis depending on glazing available.




**SCALE**
1:25

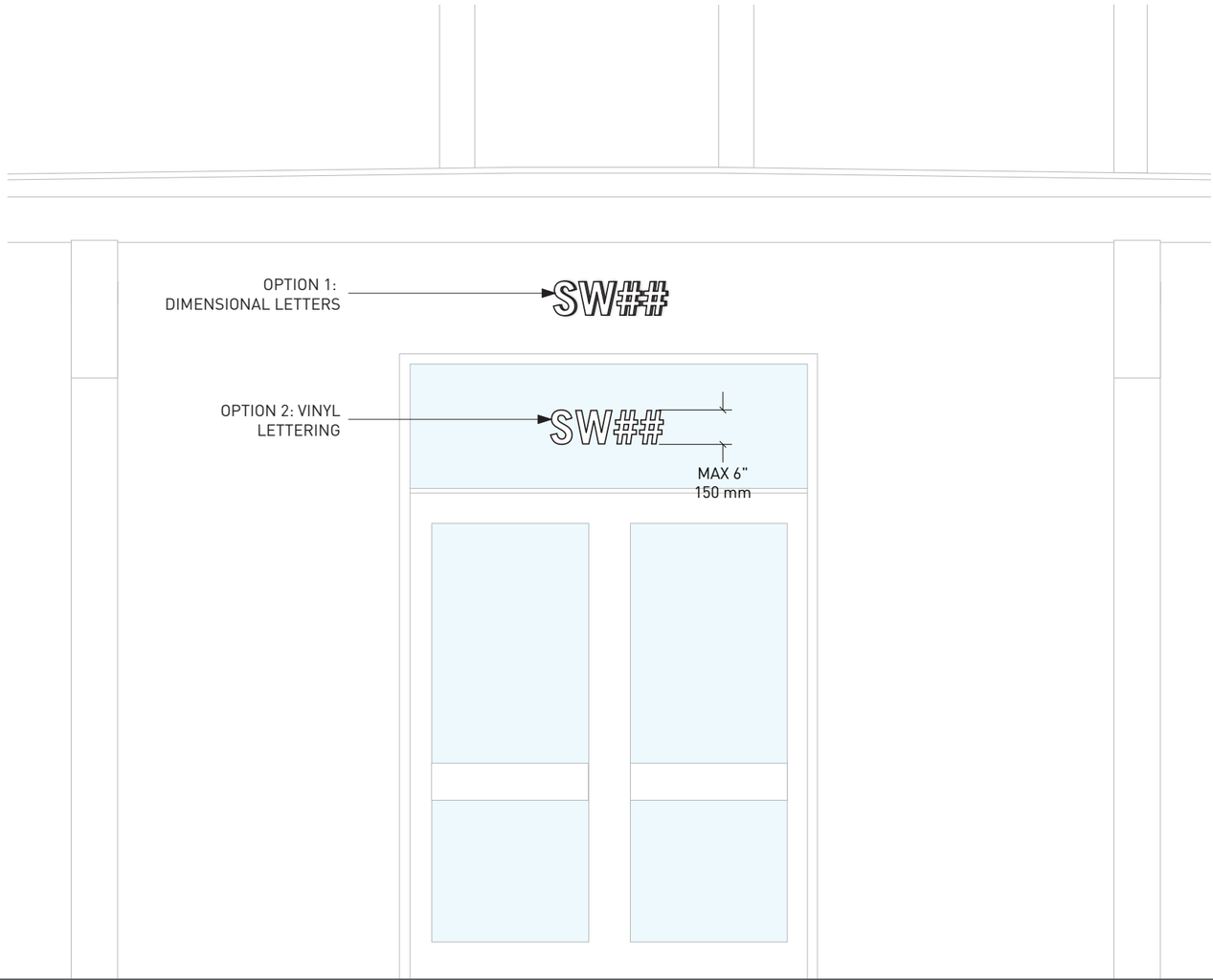
**B5**

BUILDING SIGNAGE **ADDRESSABLE SIGN**

This sign is to be used for alpha-numeric building addresses.

**Location Parameters**
This sign is to be located above or on primary and secondary building entrance doors.

**Design Parameters**
The sign is to use either dimensional letters or vinyl lettering if mounted directly on glass.




**SCALE**
1:25

**B5** Addressable Sign

**B6**

BUILDING SIGNAGE **COMMERCIAL TENANT SIGN — PRIMARY**

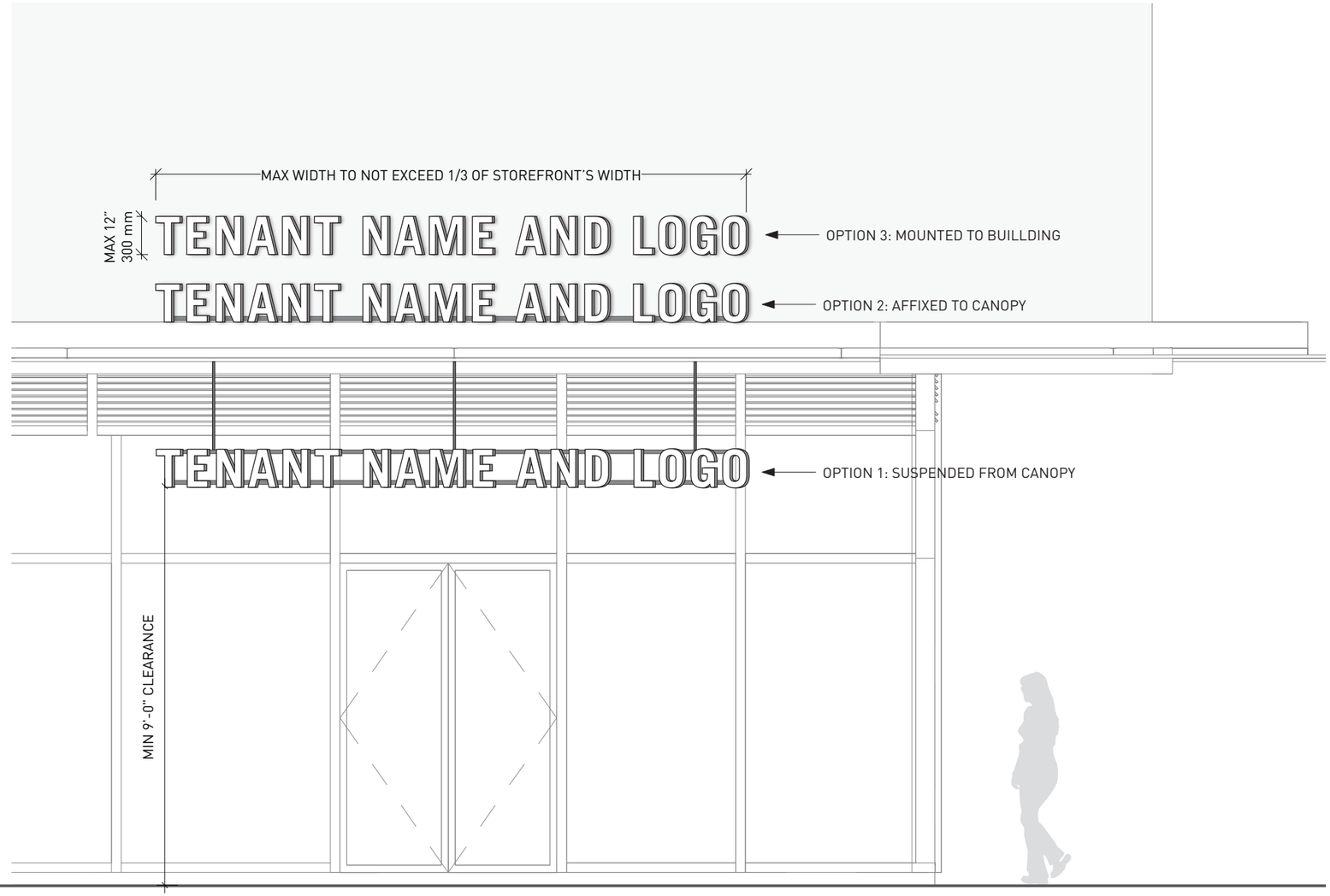
This sign provides an opportunity for tenants to identify and display their name and logo.

**Location Parameters**

This sign can be fascia or canopy mounted on building facades that face city streets and campus routes.

**Design Parameters**

One sign is permitted per tenant per building face. The primary tenant identification can be either suspended from or affixed to the front or top of the canopy, or mounted to the building facade. Tenant name or logo can be dimensional channel letters mounted directly to building facade, backer panels, or affixed to raceways. Total area of commercial tenant sign should not exceed a ratio of two square feet for each lineal foot of street frontage of the building to which the sign is attached. A minimum 9ft clearance is required.




**SCALE**
1:50

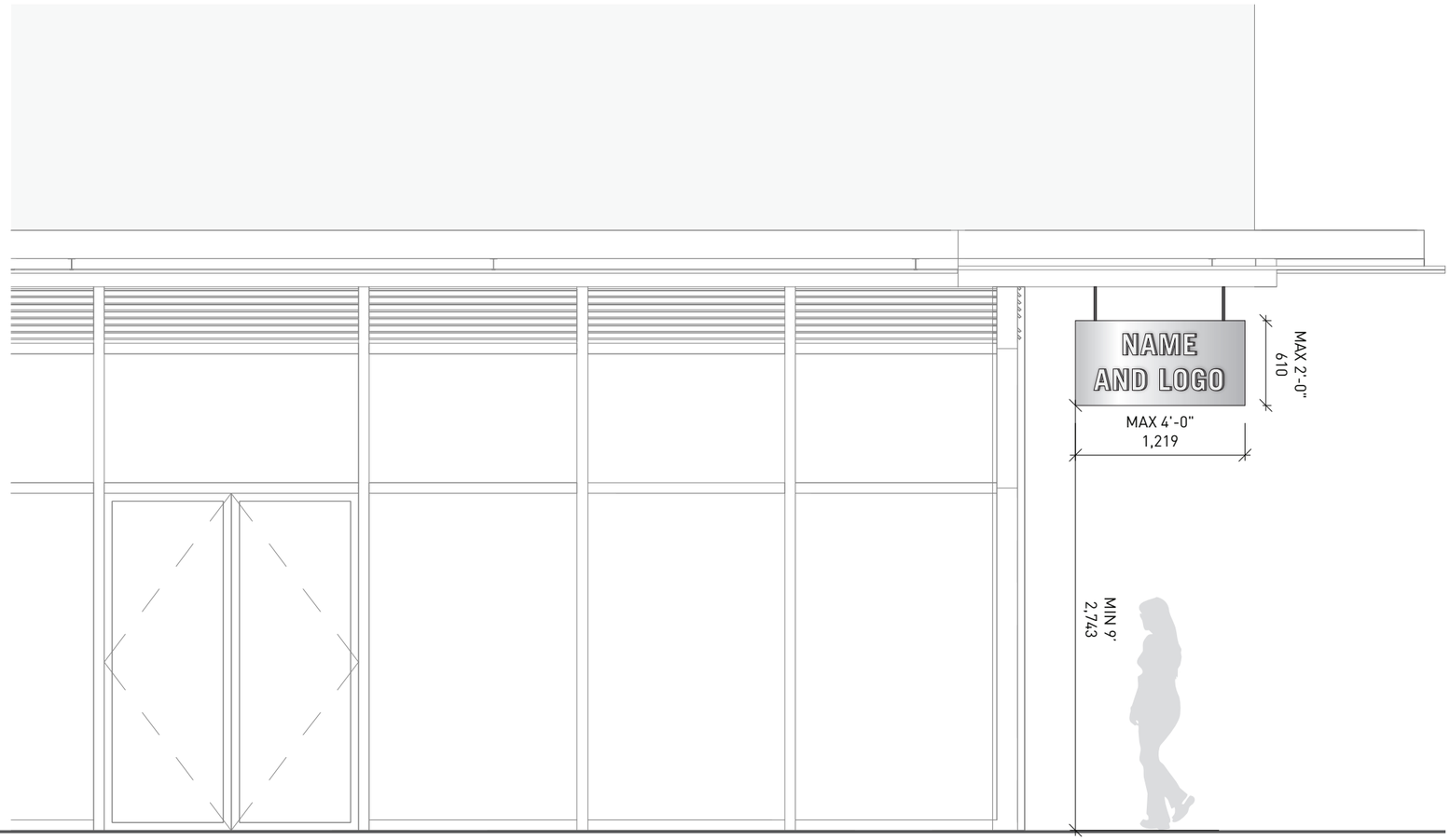
**B7**

BUILDING SIGNAGE **COMMERCIAL TENANT SIGN — SECONDARY**

This sign provides an opportunity for tenants to identify and display their name and logo from a distance for pedestrians

**Location Parameters**
This sign can be soffit or canopy mounted above the tenant entrance, perpendicular to the building entrance and the path of travel.

**Design Parameters**
One sign is permitted per tenant per building face. Tenant name is to use dimensional lettering mounted onto a backer panel with maximum dimensions of 2ft x 4ft. Bottom of the sign must maintain a minimum of 9ft clearance to grade.




**SCALE**
1:40



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2023-04-21

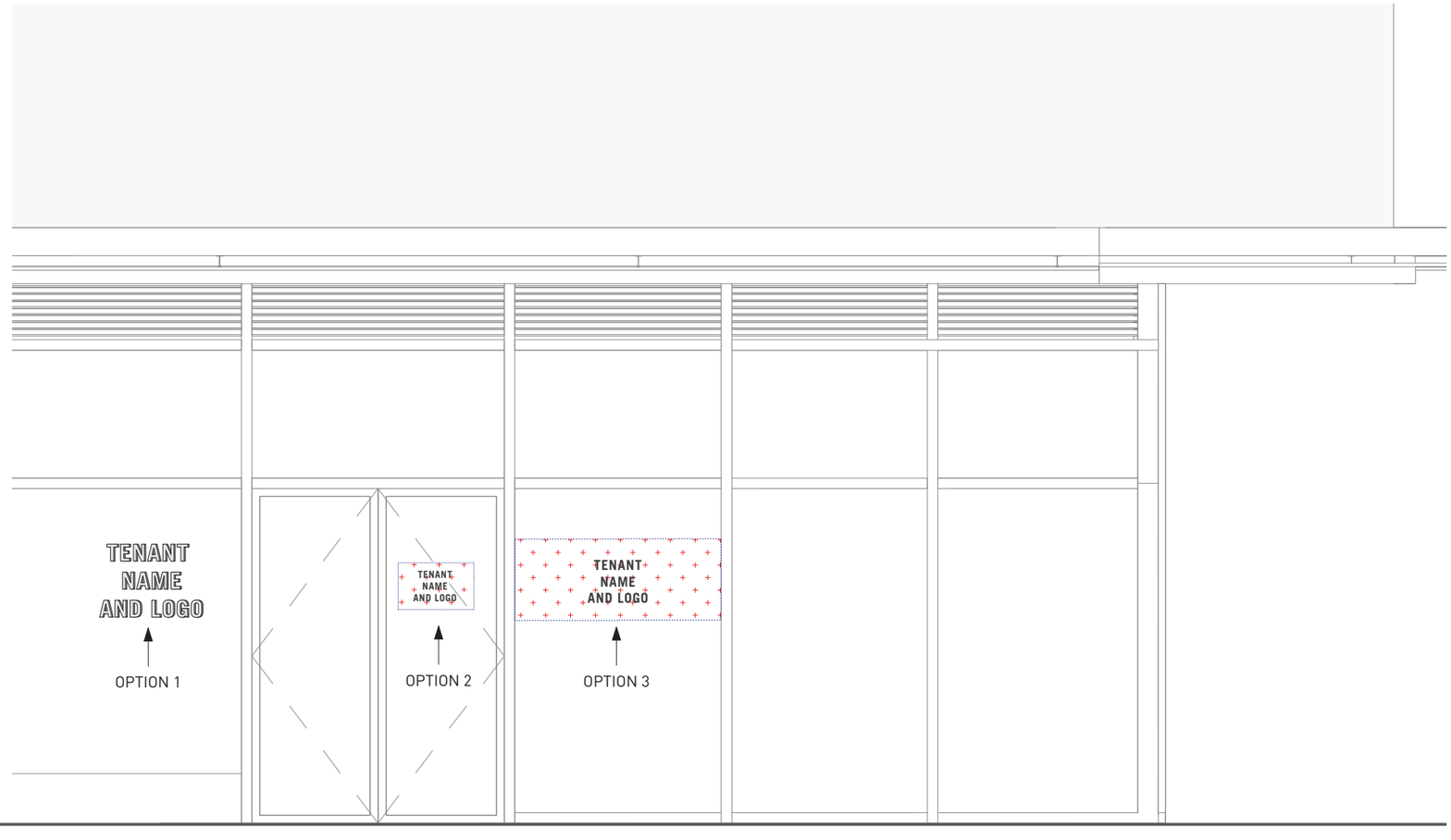
**B8**

BUILDING SIGNAGE **COMMERCIAL TENANT SIGN — GLAZING**

This sign provides an opportunity for tenants to identify and display their name and logo for pedestrians.

**Location Parameters**
These signs are to be near the tenant entrance, mounted beside or on the door.

**Design Parameters**
One sign is permitted per tenant per tenant entrance door. Window graphics are not to exceed 10% coverage of any individual window/ door panel. Increased coverage, up to 25% per window panel may be considered for compelling graphics. These signs are to use dimensional letters or vinyl lettering. Artwork is restricted to community and campus information only; it cannot be rented out or advertise third-party information.




**SCALE**
1:40

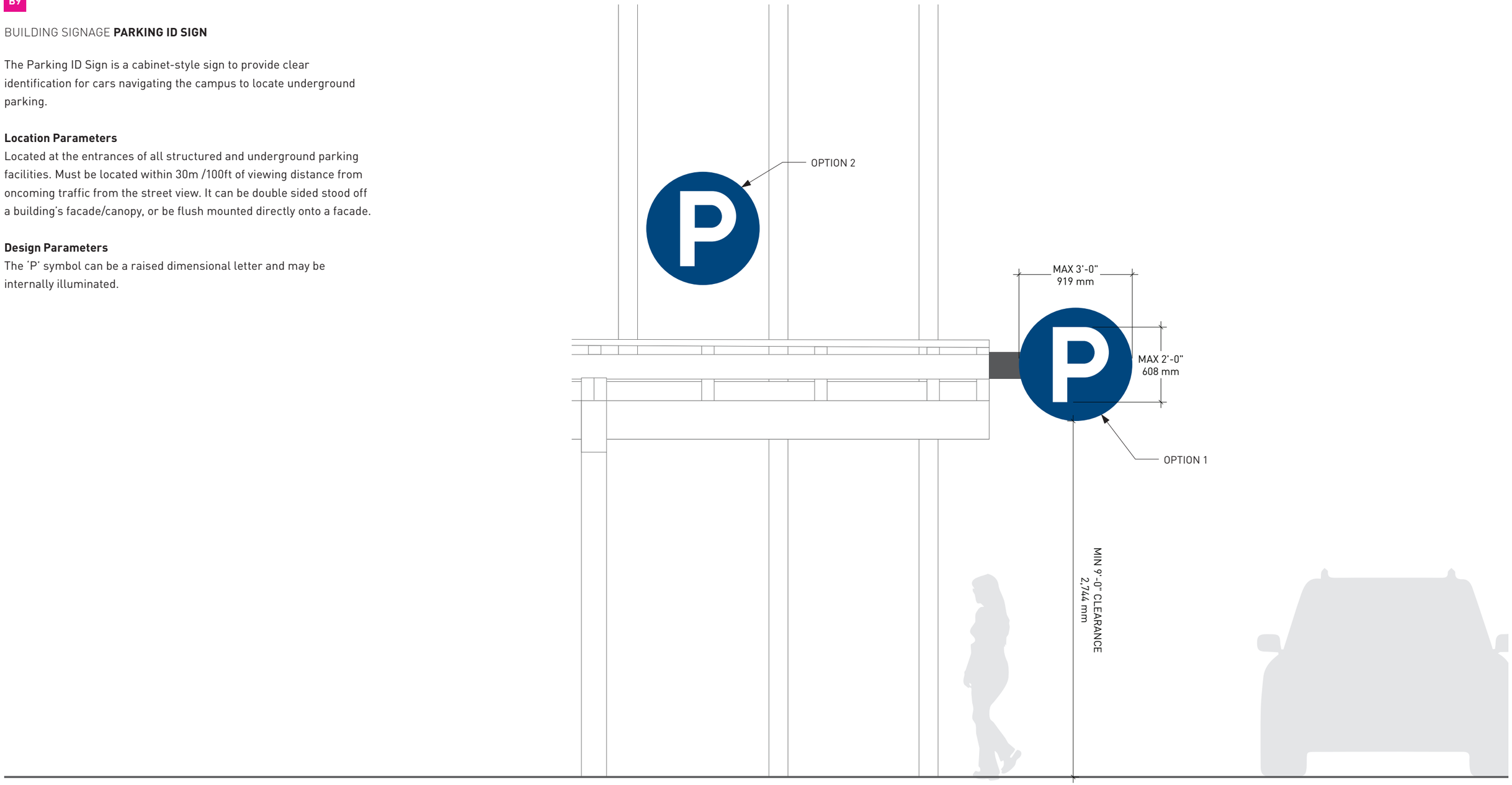
**B9**

BUILDING SIGNAGE **PARKING ID SIGN**

The Parking ID Sign is a cabinet-style sign to provide clear identification for cars navigating the campus to locate underground parking.

**Location Parameters**
Located at the entrances of all structured and underground parking facilities. Must be located within 30m /100ft of viewing distance from oncoming traffic from the street view. It can be double sided stood off a building's facade/canopy, or be flush mounted directly onto a facade.

**Design Parameters**
The 'P' symbol can be a raised dimensional letter and may be internally illuminated.




**SCALE**
1:30

MAX. WIDTH: 3'-0"
MIN. CLEARANCE: 9'-0"

**B9** Parking ID Sign

# BCIT MASTER SIGN PLAN

End of Document

PREPARED BY **PUBLIC COMMUNICATION** / APRIL 21, 2023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