



**To:** Planning Committee  
**From:** Wayne Craig  
Director of Development

**Date:** September 24, 2013  
**File:** HA 13-636133

**Re:** **Application by The City of Richmond for a Heritage Alteration Permit at  
3811 Moncton Street**

**Staff Recommendation**

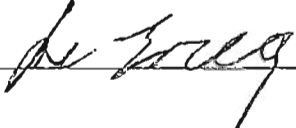
That a Heritage Alteration Permit be issued which would:

1. Permit the installation of two (2) fascia signs on the Steveston Museum at 3811 Moncton Street in Steveston; and
2. Vary the provisions of Richmond Sign Regulation Bylaw 5560 to:
  - a) Allow a fascia sign to extend above the top of the wall to which it is affixed; and
  - b) Reduce the minimum clearance between the underside of a hanging sign and the ground from 2.4 m to 2.19 m.

  
Wayne Craig  
Director of Development

BK:kt

Attach:

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Arts, Culture & Heritage Customer Service	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	

## Staff Report

### Origin

The City of Richmond has applied for permission to install two (2) fascia signs and one (1) hanging sign on a designated heritage building located on a site zoned “Steveston Commercial (CS2)” at 3811 Moncton Street. The three signs are part of the re-location of the Japanese Fisherman’s Benevolent Society Building to the site, and renovations / restoration of the building, and updating the existing signage on Steveston Museum and Post Office.

### Background

The subject property is located in the Steveston Village, within the Heritage Conservation Area declared by Council in June 2009. The site is occupied by two (2) buildings:

- The Steveston Museum and Post Office – also known as the Northern Bank Building.
- The relocated Japanese Fisherman’s Benevolent Society Building (the “Japanese Building”).

The Steveston Museum building is a designated heritage resource – protected under Bylaw No. 3956, adopted June 8, 1981. While the Japanese Building is on the same property, the building has not been designated as a heritage resource.

Development surrounding the subject site is as follows:

To the North: Two-storey mixed use Commercial / residential above, zoned “Steveston Commercial (CS3)”.

To the South: One-storey commercial building under Land Use Contract 122, across Moncton Street.

To the East: One-storey commercial building on the Richmond Heritage Inventory zoned “Steveston Commercial (CS2)” (the Ray’s Dry Goods building).

To the West: City-owned green space zoned “Steveston Commercial (CS2)”.

### Staff Comments

#### *Sign Proposal*

The exterior renovations for the Japanese Building are largely complete, and programming for the building and associated interior renovations is under way. As part of the completion of the exterior works, a Heritage Alteration Permit (HAP) has been submitted by the Arts, Culture and Heritage Services Section of The City of Richmond, to allow the installation of two (2) new fascia signs and one (1) hanging sign on the Steveston Museum building.

#### *Heritage Procedures*

Richmond Heritage Procedures Bylaw No. 8400 delegates the review and issuance of a Heritage Alteration Permit for signs to the Director of Development, unless the subject property is a protected heritage property, as follows:

*5.1.5 issuance of a Heritage Alteration Permit in respect of an application to alter, remove or replace a sign, only if the sign and building are not protected heritage property;*

### ***Sign Proposal***

There are three (3) signs proposed for the Museum Building which require a Heritage Alteration Permit (HAP) to be issued by Council, prior to staff issuing a sign permit. One proposed sign would be located above the main entrance on Moncton Street, a second sign would be located on the east side of the building, facing 3<sup>rd</sup> Avenue, and the third sign would be a hanging sign over the front door to the museum/post office. The two (2) wall-mounted signs will be installed immediately above the fascia board. All three (3) proposed signs will be wood, painted black and will have white copy. The design and location of the proposed signs is shown in **Attachment 1**.

The proposed sign design is reminiscent of historical signs which were used on the building when it was the Northern Bank and later the Royal Bank of Canada. The proposal is consistent with the Steveston Village Conservation Strategy, and the Development Permit Guidelines for signage. The sign proposal was reviewed and endorsed by the Steveston Museum Site Building Committee at their June 6, 2013 meeting (**Attachment 2**).

### ***Heritage Commission Review***

The sign proposal was reviewed at the September 18, 2013 meeting of the Richmond Heritage Commission. The Commission supported the proposed signs. An excerpt of the minutes of the Commission meeting is provided in **Attachment 3**.

### ***Window Signs***

As shown in the drawings attached to the Heritage Alteration Permit, seven (7) other signs are proposed. These signs are labelled as Signs B through H and are proposed to be interior window signs. As these signs are located inside the interior of the space, the HAP is not required for their installation.

### **Bylaw Compliance/Variances (staff comments in bold)**

Under the provisions of the *BC Local Government Act*, a Heritage Alteration Permit (HAP) may be used to vary municipal regulations for signs. It is therefore possible to use the HAP to vary the maximum height limit for a fascia sign, and allow the two (2) fascia signs as proposed, with the sign on the east side of the building extending above the fascia.

The two (2) proposed fascia signs would comply with the Richmond Sign Regulation Bylaw No. 5560. The Steveston Area Plan further limits the size of a fascia sign to 0.14 m<sup>2</sup> per linear metre of building frontage. The signs would be located on the south wall of the building which has 6.5 m of frontage, and the east wall of the building which has 18.5 m of frontage. This permits a sign area of 0.9 m<sup>2</sup> on the south wall and 2.6 m<sup>2</sup> on the east wall. All three (3) of the proposed signs conform to the regulations for sign area outlined in the Area Plan and the Richmond Sign Regulation Bylaw.

Two (2) variances are requested to allow the proposed signs.

### Height of Facia Sign

The sign proposed to be installed on the east side of the building would not comply with the Bylaw regulations for facia signs as follows:

#### PART II: CANOPY SIGNS & FACIA SIGNS

##### 4. MAXIMUM HEIGHT:

(a) No part of a Canopy Sign or a Facia Sign shall be higher than the top of the wall to which it is affixed.

The sign on the east of the building would be mounted to bracket attached to the facia board, but would then extend above the facia board, and would be higher than the wall it is attached to. The applicant has requested a variance to:

- Allow a facia sign to extend above the top of the wall to which it is affixed.

*(The proposed signage is a historically accurate re-creation of the sign found on the building in the past. The sign concept is consistent with the signage guidelines for the Heritage Conservation Area contained in the Steveston Area Plan). Staff have no objections to the requested variance).*

The following historical photographs of the Museum building illustrate the character of the signage that was installed on the building in the past.





The second photo above dates from the early 1920's and shows that at that period of time, one (1) fascia sign above the front door to bank (then the Royal Bank of Canada), and one (1) sign on the roof / fascia sign on the east of the building was present. This configuration is the basis for the signage requested under Heritage Alteration Permit HA 13-636133.

### **Minimum Clearance for a Hanging Sign**

The applicant has requested a second variance for the hanging sign over the south entry to the Museum. This would vary the provisions of Richmond Sign Regulation Bylaw 5560 to:

- Reduce the minimum clearance between the underside of a hanging sign and the ground from 2.4 m to 2.19 m, for the proposed hanging sign over the front door of the museum/post office (**Attachment 1**).

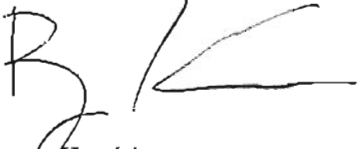
*(The proposed hanging sign is historically accurate for the time period of the construction of the building, and a number of other buildings in Steveston feature hanging signs. If the variance is supported by Council, the proposed clearance of 2.19 m (7 ft 2 inches) will provide adequate head clearance for all but the rare person over 7 feet tall. The sign concept is consistent with the signage guidelines for the Heritage Conservation Area contained in the Steveston Area Plan. Staff have no objections to the requested variance).*

### **Conclusion**

The proposed fascia signs are consistent with the Steveston Village Conservation Strategy and the Development Permit Guidelines for signs in the Steveston Area Plan. The proposed fascia signs

are a historically accurate re-creation of signs which were installed on the building in the past, and are suitable in scale and design for the building.

Staff recommend that the Heritage Alteration Permit to allow the installation of the two (2) facia signs and the one (1) hanging sign, and to vary the regulations of The "Richmond Sign Regulation Bylaw 5560" proposed signage be approved.

A handwritten signature in black ink, consisting of a large, stylized 'B' followed by a 'K' and a horizontal line extending to the right.

Barry Konkin  
Program Coordinator, Development

BK:kt

Attachment 1: Proposed Signs

Attachment 2: Excerpt of Minutes of the June 6, 2013 Meeting of the Steveston Museum Site Building Committee

Attachment 3: Excerpt of Minutes of the June 19, 2013 Meeting of the Richmond Heritage Commission

STEVESTON MUSEUM SIGNAGE



View of Steveston Museum Building from Intersection of Moncton Street and 1st Avenue

PLN - 98



ROOF SIGN A1

ROOF SIGN J

STEVESTON MUSEUM

POST OFFICE

POST OFFICE

VISITORS CENTRE

VISITORS CENTRE

WINDOW SIGN D

WINDOW SIGN C

WINDOW SIGN B

ROOF SIGN A2





**Steveston Museum Site Building Committee Meeting Minutes  
June 6, 2013 - 4:00 pm  
Steveston Museum Meeting Room**

**In attendance:**

**Committee:** Linda Barnes, Loren Slye, Bruce, Livingston, Harold Steves,

**Staff:** Connie Baxter, Michael Chan, Jim Young, John Irving, Jamie Esko, Gabrielle Sharp (scribe)

**Heritage Consultant:** James Burton, Birmingham & Wood

**Action Items and Resolutions Summary:**

- James will consult City Signs Department to ensure they can fabricate the exterior signs in wood
- Michael will:
  - Compile summary of consultant fees to date and email them to Connie for distribution.
  - Get cost to paint building trim only.
  - Get break down of cost of paint.
- Connie will set a date for the meeting with the exhibit development group and meet with Harold and Loren to consider exhibit budget.
- Linda and Harold will bring the sale of the road ends budget back to the Committee.
- City staff and James will review the scope of work for the interior and report back to the Committee with options for June 20, 2013 meeting.
- Jamie will (for July meeting):
  - Create a bubble diagram highlighting different potential uses of the parts of the park
  - Include introduction of water, evening lighting
  - Start to calculate budget impact

**Resolution passed:**

That the external building signage and interior window signage be adopted as per drawings by Birmingham & Wood based on the 1914 Northern Crown Bank archival image (City of Richmond Archives 2006 39 12). External building signage, A and A(2), to be fabricated in wood and equal in size.

1. **Call to order** - 4:03pm

2. **Approval of the agenda** - approved

3. **Review and approval of April 25, 2013 minutes** - approved

4. **Business arising from minutes**

a. **Exterior Signage - cost of wood vs. aluminum - James**

- James understood the Committee would like to review its earlier decision on exterior signage.
- Asked Committee to refer to the image on page 4 of drawings submitted to City
- The process to get Council approval was put on hold in order to obtain final approval from the Building Committee
  
- Linda: there seems to be a misunderstanding regarding the materials (wood versus aluminum). Additional issues to consider include: cost, longevity, being able to take down sign easily for filming
  
- Connie: Policy Planning is waiting for approval as per April 25 motion for aluminum or needs a new motion for wood from today's meeting
  
- James: chose aluminum based on the recommendation from the City Sign Shop for longevity and especially to be demountable for filming purposes
- Like street signs but thicker at edges with thicker frame around it; not flimsy
- Cost for aluminum: \$48/sign. Cost for wood: similar - won't be noticeably more.
- Including frame, looking at around \$200/sign for either wood or aluminum
- Longevity: wood will last but perhaps not as long as aluminum
  
- Linda: could City sign shop do wood? James: Probably. Will check.
  
- Linda polled the Committee members:
  - Loren: prefer wood; will withstand weather; matches heritage building
  - Harold: prefer wood - good wood will last; may have to be repainted every 10 years
  - Bruce: wood
  
- Linda: From a staff perspective of taking sign up and down - anything to know?
- James: will need a metal bracket behind it with the wood bolted on it - can be done.
  
- Linda clarified that the Committee was unanimous that they wanted a completely wooden sign without aluminum frame.

**Resolution:** That the external building signage and interior window signage be adopted as per drawings by Birmingham & Wood based on the 1914 Northern Crown Bank archival image (City of Richmond Archives 2006 39 12). External building signage, A and A(2), to be fabricated in wood and equal in size.

**Resolution passed.**

Note – The City of Richmond Sign Shop is preferred for fabrication.

**b. Other?**

- Connie said there is a Planning Meeting scheduled for July 3 where the report about the signs will go forward if anyone wants to attend.

**5. Interior Rehabilitation**

**a. Budget - Michael/Connie/All**

- Michael: Have expended \$359,000 on the project to date with \$310,000 remaining for interior restoration and exhibit development.
- John: Have hired a cost estimator who estimated the budget for interior restoration would be around \$400,000. This would include wiring, conduit and Unistrut.
- Exhibit development is around an additional \$175,000.
- In total approximately \$600,000 range
- There are things that could be economize on but cuts here and there won't be sufficient to reduce costs to the range required.
- Propose that they bring what can be done with the current budget back to the Committee. Start from the very baseline with budget that we have and build from there with additions.
- One possibility: significant savings of 10-15% may be achieved by detailed planning ahead and putting out to tender with very specific guidelines including colour chips, trim details, etc. Need to define that level of detail in the specifications and get a better price from contractor.
- John emphasized that this would require a lot more work initially to get in place, including decisions made by the Committee.
- In process of doing the required analysis for such an approach.
- Linda asked if doable by next meeting in early July?
- John said it would take extra time upfront to produce cost savings and will push timeline back.
- He also said there will be additional costs initially in term of redesign and will analyze cost benefits of such an approach.

**RICHMOND HERITAGE COMMISSION**  
**Wednesday, September 18, 2013**

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**2. UPDATES**

***Newsletter***

Mr. Konkin has circulated notice of the upcoming deadline for the newsletter and discussion ensued on potential themes for articles in this or the next edition of the newsletter. It was noted that the kiosk would be a worthy topic once the project has progressed a bit further. Mr. Evans also discussed writing about his experiences with costumed first-person narration. Staff encouraged Mr. Evans to approach Peter Harris about the renovation of the net loft to see if that is being reported on. Commission members were encouraged to send any suggestions for articles to Ms. Beaumont or Mr. Evans.

**3. BUSINESS ARISING**

**a. *Kiosk Project***

Committee members provided an update on their experience touring Steveston and creating a focussed inventory of utility kiosks within the core of the Steveston Village. It was noted that 9 kiosks were identified and a detailed and comprehensive report has been created and distributed to Commission members electronically. Currently, the report has been sent to Public Art staff and is awaiting feedback from both staff and the Public Art Advisory Committee. Councillor Dang recommended enlisting Tourism Richmond for involvement in this project as well as any other interested Steveston Heritage groups. Commission members noted their hope that Public Art Funds can be utilized for this potential pilot project.

**b. *Development Application Review***

Staff provided an update on an amended version of proposed signage for the Steveston Museum, originally presented in June. Differences with respect to signage height variance were noted.

It was moved and seconded

***That the Richmond Heritage Commission support the third Post Office sign for the Steveston Museum, as presented on September 18, 2013.***

**CARRIED**



File No.: HA 13 - 636133

To the Holder: City of Richmond  
Property Address: 3811 Moncton Street  
Legal Description: Parcel Identifier: 028-088-514  
Lot A Section 10 Block 3 North Range7 West New Westminster District  
Plan BCP42935

(s.972, *Local Government Act*)

1. (Reason for Permit)
  - Designated Heritage Property (s.967)
  - Property Subject to Temporary Protection (s.965)
  - Property Subject to Heritage Revitalization Agreement (s.972)
  - Property in Heritage Conservation Area (s.971)
  - Property Subject to s.219 Heritage Covenant
2. This Heritage Alteration Permit is issued to authorize the installation of signs for the buildings at 3811 Moncton Street (**Schedule "A"**).
3. This Heritage Alteration Permit is issued subject to compliance with all of the Bylaws of the City applicable thereto, except as specifically varied or supplemented by this Permit.
4. The "Richmond Sign Regulation Bylaw 5560" is hereby varied to:
  - a) Waive the regulation that No part of a Canopy Sign or a Facia Sign shall be higher than the top of the wall to which it is affixed.
5. If the alterations authorized by this Heritage Alteration Permit are not completed within 24 months of the date of this Permit, this Permit lapses.

AUTHORIZING RESOLUTION NO. <Resolution No.> ISSUED BY THE COUNCIL THE DAY OF xxx, 2013

DELIVERED THIS <Day> DAY OF <Month>, 2013

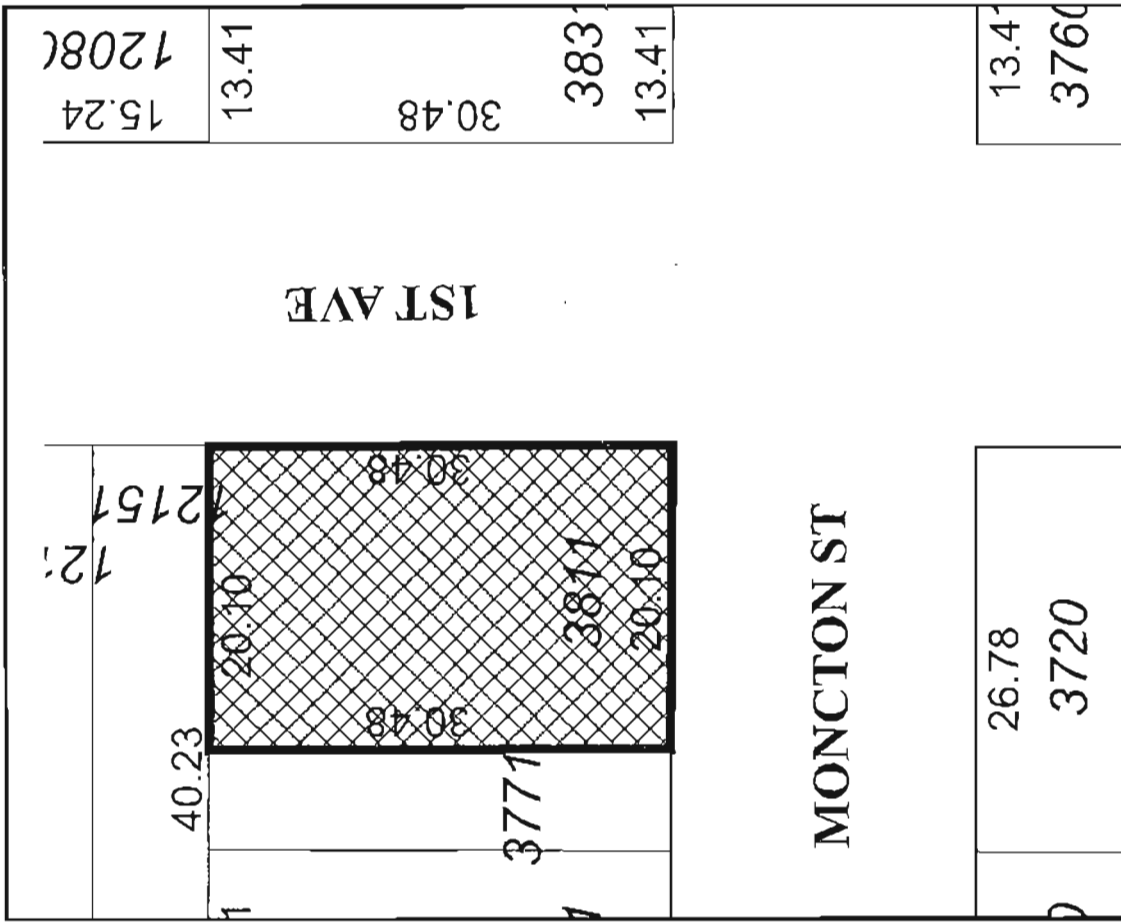
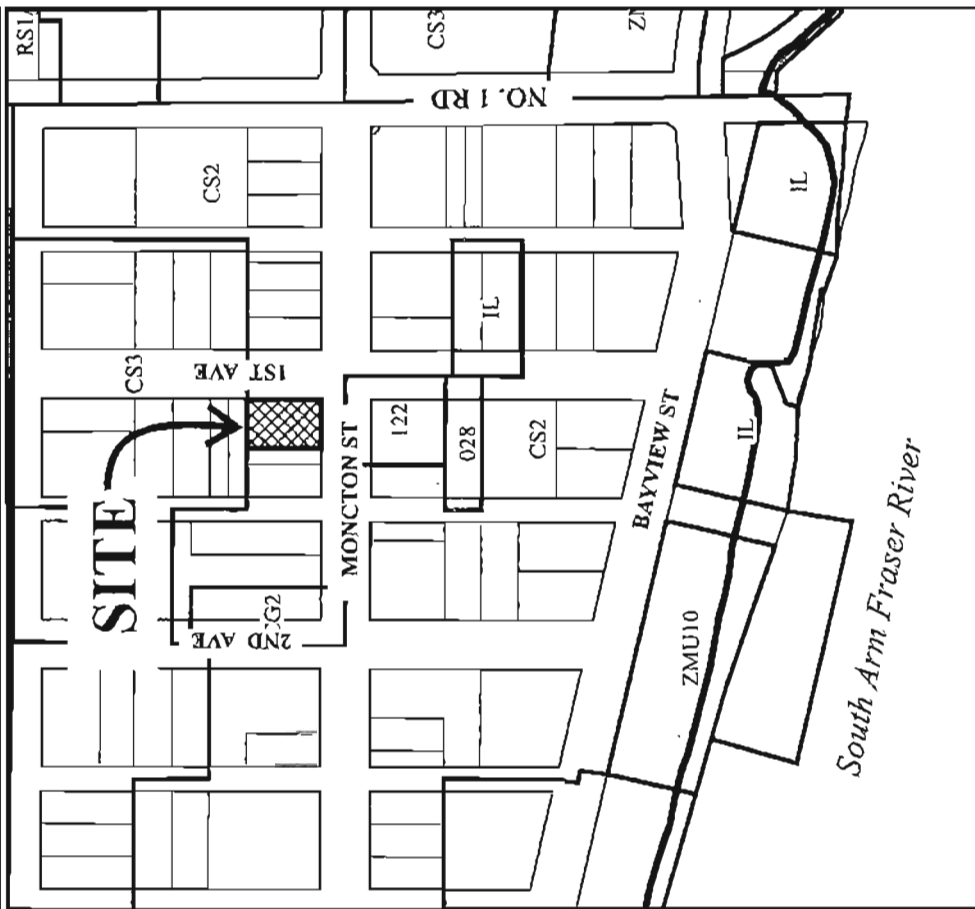
\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CORPORATE OFFICER

IT IS AN OFFENCE UNDER THE *LOCAL GOVERNMENT ACT*, PUNISHABLE BY A FINE OF UP TO \$50,000 IN THE CASE OF AN INDIVIDUAL AND \$1,000,000 IN THE CASE OF A CORPORATION, FOR THE HOLDER OF THIS PERMIT TO FAIL TO COMPLY WITH THE REQUIREMENTS AND CONDITIONS OF THE PERMIT.



# City of Richmond



## HA 13-636133

Original Date: 05/07/13

Revision Date:

Note: Dimensions are in METRES

STEVESTON MUSEUM SIGNAGE



View of Steveston Museum Building from Intersection of Moncton Street and 1st Avenue

PLN - 107



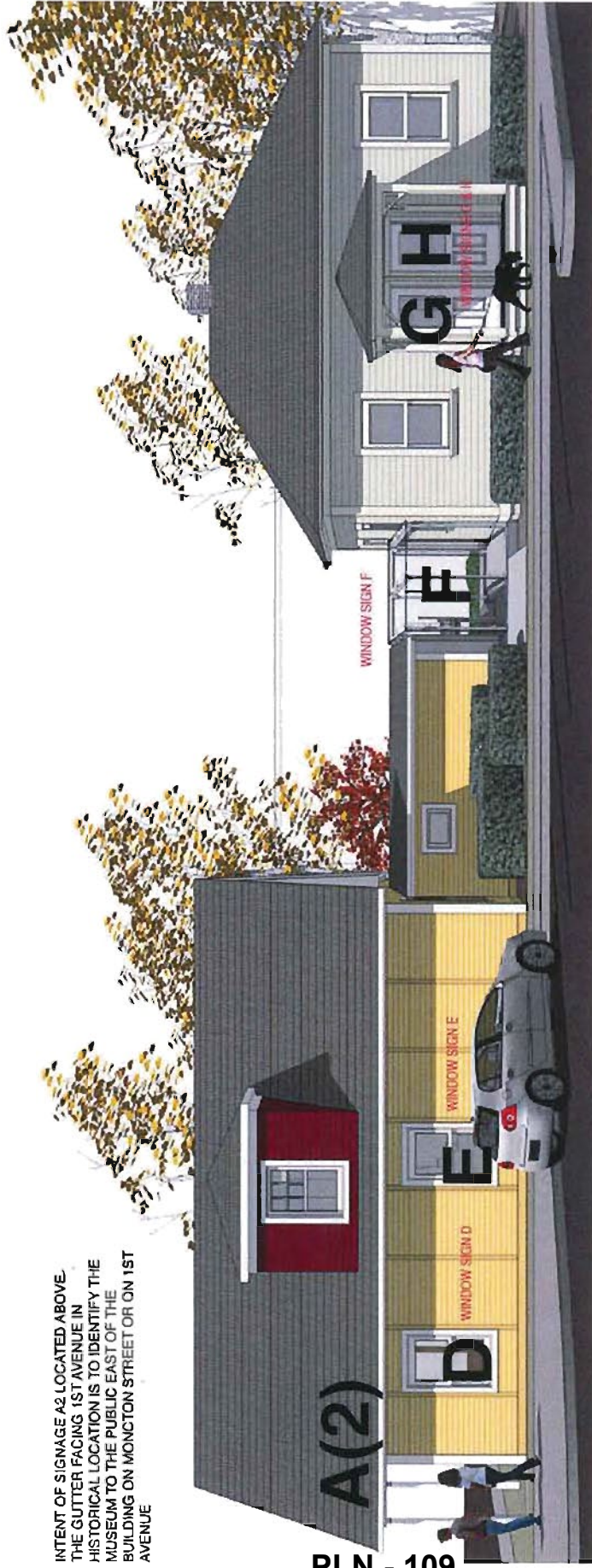


PLN - 108

View of Steveston Museum Building from Intersection of Moncton Street and 1st Avenue

**SIGNAGE LOCATIONS**  
**STEVESTON MUSEUM SIGNAGE**

INTENT OF SIGNAGE A2 LOCATED ABOVE THE GUTTER FACING 1ST AVENUE IN HISTORICAL LOCATION IS TO IDENTIFY THE MUSEUM TO THE PUBLIC EAST OF THE BUILDING ON MONCTON STREET OR ON 1ST AVENUE



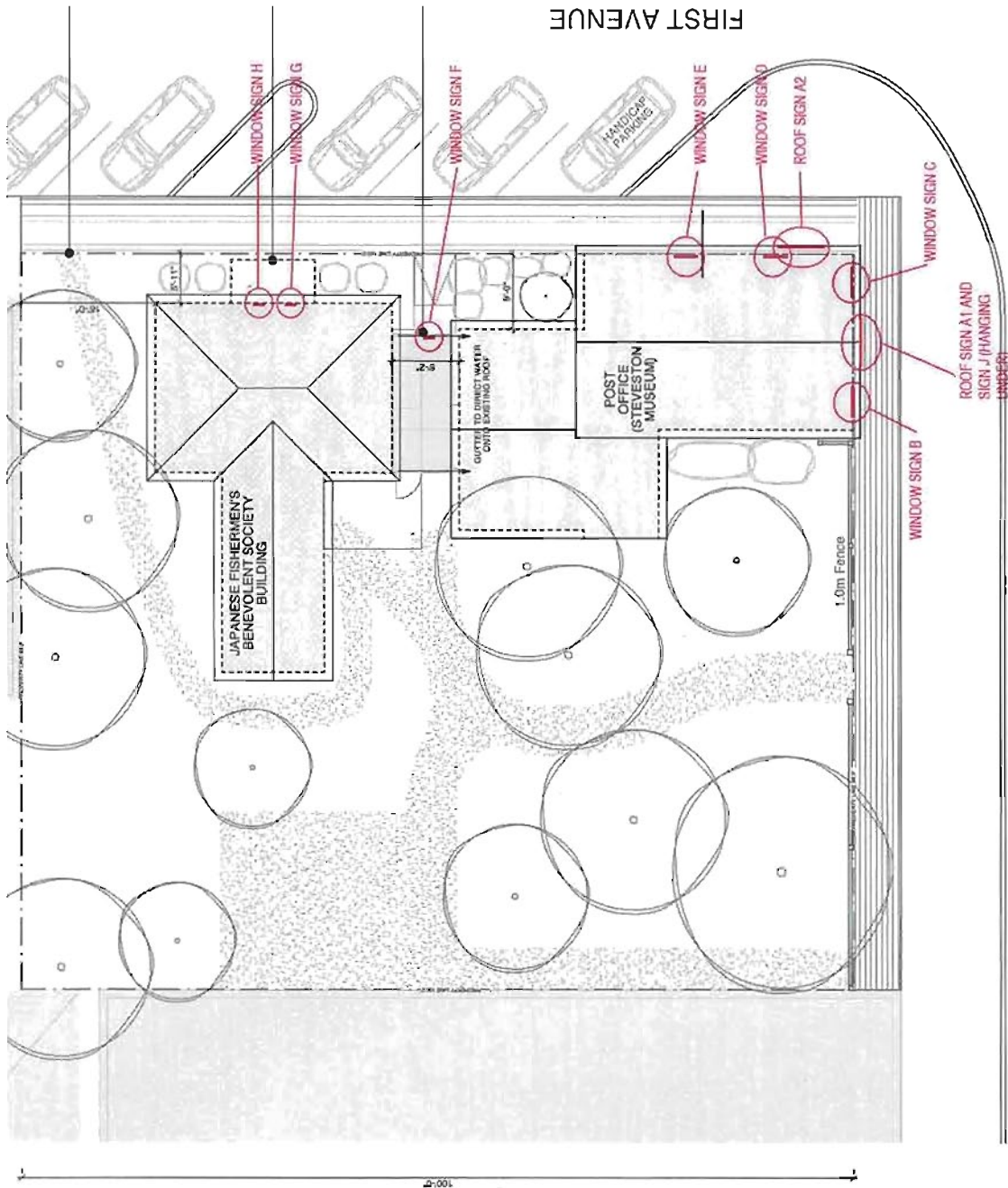
PLN - 109

View of Steveston Museum Building from 1st Avenue

INTENT OF SIGNAGE D AND E LOCATED ON THE WINDOWS OF THE POST OFFICE BUILDING:  
 . ADVERTISE CURRENT COMMERCIAL USES IN THE BUILDING, AND  
 . IDENTIFY THAT THE CURRENT USES ARE IN A MUSEUM BUILDING

INTENT OF SIGNAGE F, G, AND H THAT ARE LOCATED ON THE JAPANESE FISHERMEN'S BENEVOLENT SOCIETY BUILDING IS TO DIRECT THE PUBLIC TO  
 . IDENTIFY THE BUILDING AS PART OF THE STEVESTON MUSEUM, AND  
 . DIRECT THE PUBLIC TO THE MUSEUM ENTRANCE ON MONCTON STREET

## SIGNAGE LOCATIONS ALONG 1ST AVENUE STEVESTON MUSEUM SIGNAGE



1 SITE PLAN - PROPOSED  
1:100

MONCTON STREET

STEVESTON MUSEUM SIGNAGE



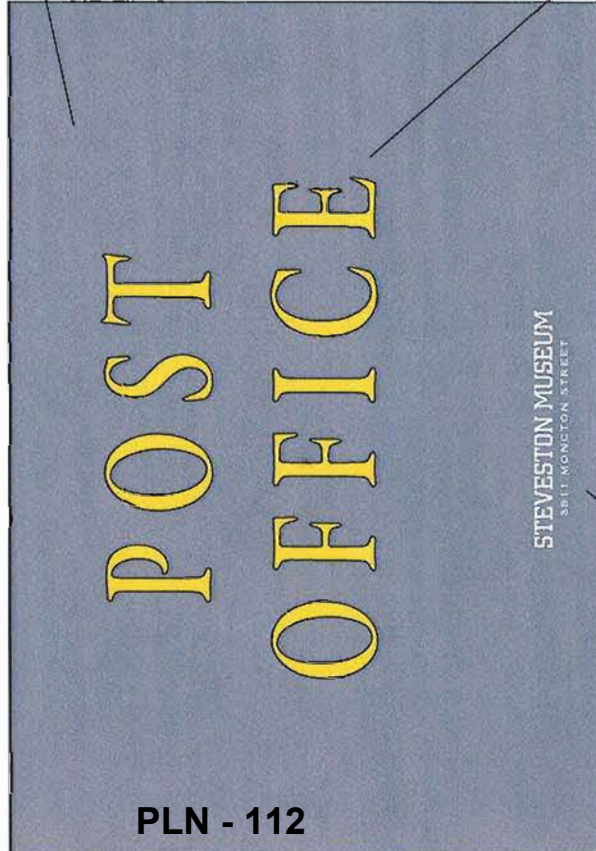
**A** PLAQUE SIGN MOUNTED ABOVE GUTTER ON MONCTON FACADE AND SOUTH END OF 1ST AVENUE FACADE



BLACK-PAINTED 3/4" THICK CLEAR CEDAR OR CLEAR DOUGLAS FIR PLANK 7.5" HIGH X 70.5" LONG. FRAME OUTER DIMENSIONS: 10" HIGH X 72" LONG 6" HIGH WHITE LETTERING

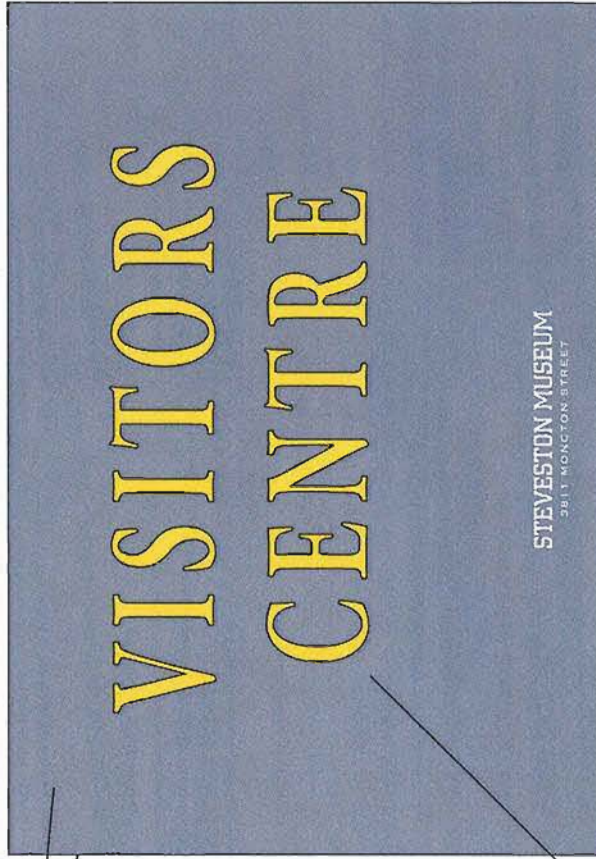
ALL CAPS LETTERING WHITE ON BLACK-PAINTED 3/4" WOOD (CLEAR CEDAR OR DOUGLAS FIR WITH 1 1/2" RAISED WHITE BORDER FORMED BY PAINTED WOOD FRAME FONT: SQUARE SLAB LT BT MEDIUM

**B** WINDOW LETTERING (ON PLEXIGLASS SHEET INSIDE WINDOW PANE)



3/16" THICK BY 44" WIDE BY 28" HIGH PLEXIGLASS SHEET HUNG FROM 2 HOOKS ON LOWER LITE SASH ON INSIDE FACE OF EXISTING GLAZING

**C** WINDOW LETTERING (ON PLEXIGLASS SHEET INSIDE WINDOW PANE)



TYPICAL FOR SMALL LETTERING AT BOTTOM OF WINDOWS B AND C

- ALL CAPS LETTERING IN WHITE
- FONT: FRANKGOTHCOND

STEVESTON MUSEUM IN 1.25" HIGH LETTERS MONCTON STREET ADDRESS UNDER STEVESTON MUSEUM IN 3/8" HIGH CHARACTERS

TYPICAL FOR LARGE LETTERING AT THE TOP OF THE WINDOWS

- 5" HIGH CHARACTERS
- ALL CAPS LETTERING IN VINYL FAUX GILT LETTERS WITH BLACK BORDER
- FONT: ROMAN CONDENSED

**J** PLAQUE SIGN MOUNTED FROM EYE-HOOKS BETWEEN CENTRAL COLUMNS ON MONCTON FACADE AND SOUTH END OF 1ST AVENUE FACADE



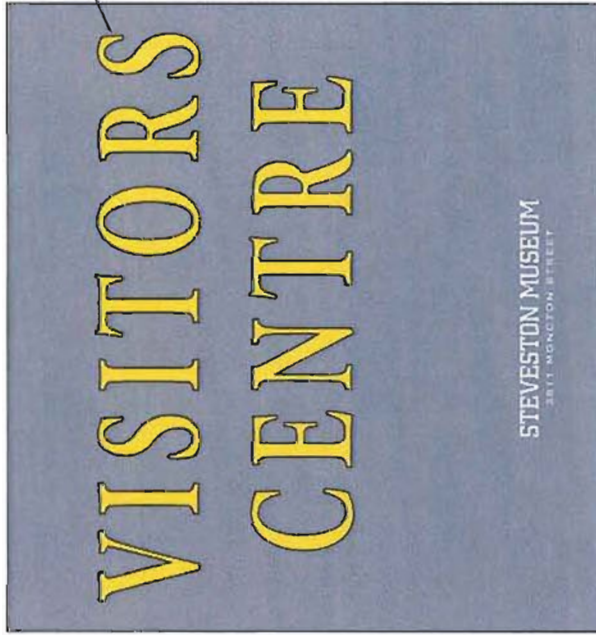
BLACK-PAINTED 3/4" THICK CLEAR CEDAR OR CLEAR DOUGLAS FIR PLANK 7.5" HIGH X 70.5" LONG. FRAME OUTER DIMENSIONS: 10" HIGH X 75" LONG (LEAVING AT LEAST 2" GAP BETWEEN SIGN AND FLANKING COLUMN 6" HIGH-WHITE LETTERING IN SAME FONT AS STEVESTON MUSEUM SIGN

SIGN SUSPENDED ON CHAINS FROM EXISTING EYE-HOOKS ON BUILDING

PLN - 113

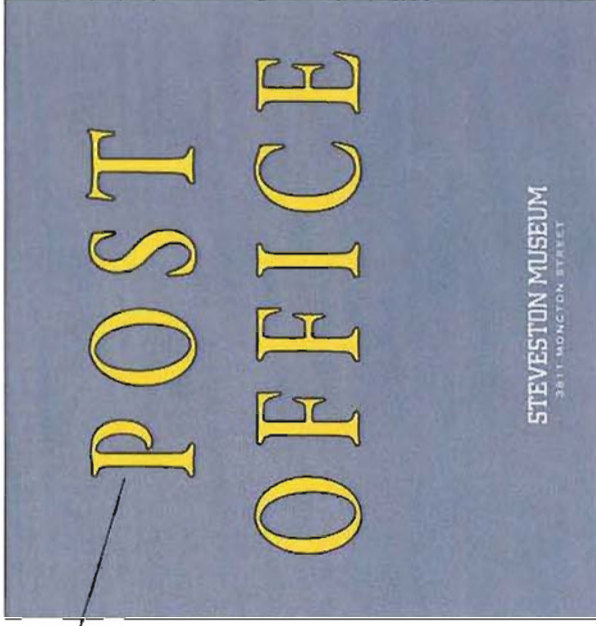
STEVESTON MUSEUM SIGNAGE

D Window stencilled lettering (both options)



- TYPICAL FOR LARGE LETTERING AT THE TOP OF THE WINDOWS
- 5" HIGH CHARACTERS
  - ALL CAPS LETTERING IN VINYL FAUX GILT LETTERS WITH BLACK BORDER
  - FONT: ROMAN CONDENSED

E Window stencilled lettering (both options)



- 3/16" THICK BY 30.5" WIDE BY 29.5" HIGH PLEXIGLASS SHEET HUNG FROM 2 HOOKS ON LOWER LITE SASH ON INSIDE FACE OF EXISTING GLAZING

F, G, H WINDOW LETTERING



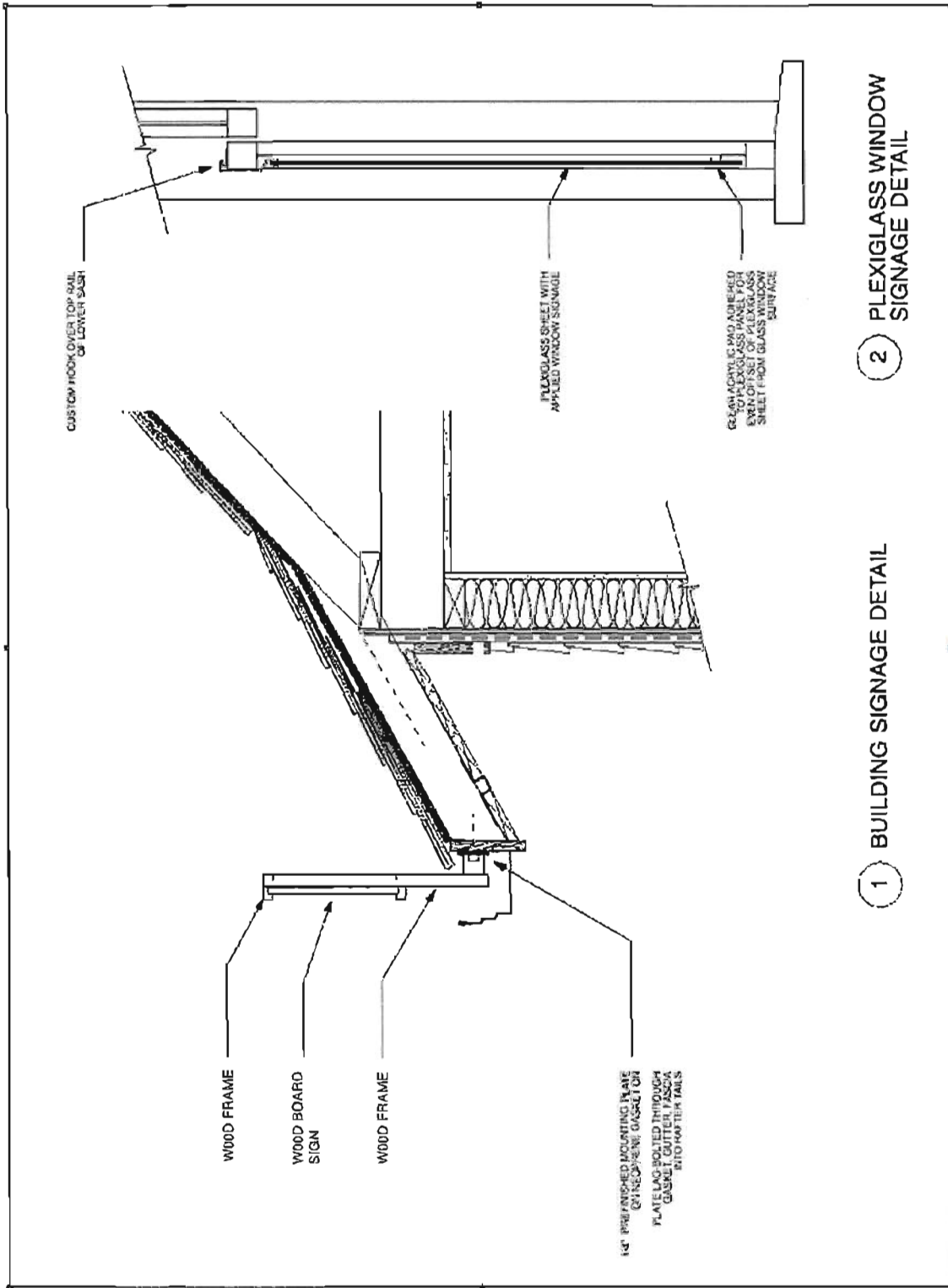
- ALL CAPS STENCILED WHITE LETTERING FONT: FRANKGOTHCOND

"STEVESTON MUSEUM" IN 1.25" HIGH CHARACTERS

(WORDING UNDER "STEVESTON MUSEUM" DIRECTS VISITORS TO FRONT ENTRANCE OF MUSEUM ON MONCTON STREET IN 3/8" HIGH CHARACTERS)

## SIGNAGE DETAILS 2

STEVESTON MUSEUM SIGNAGE



STEVESTON MUSEUM SIGNAGE