



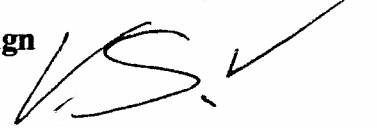
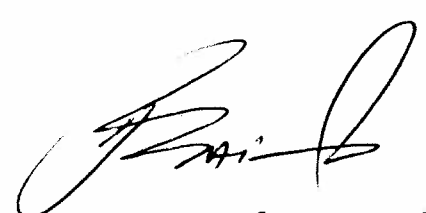
MEMORANDUM

TO: Mayor and Members of Council

FROM: Jim Baird, Commissioner of Development Services
Valerie Shuttleworth, Director of Planning and Urban Design

DATE: May 22, 2007

SUBJECT: Update
Special Event Notification Signage Report



Further to the discussion at Development Services Committee on May 15, 2007 concerning the above report, staff was directed to report back to Council on the following:

Should the Town fund the Unionville BIA gateway/directional signs (proposed for Main Street at Hwy 7 and Kennedy at Carlton Road)?

As indicated in the staff report, the proposed gateway signs would be funded by the Unionville BIA. The Town has been requested to install the signs. The BIA was again contacted following the Development Services Committee meeting, and would still prefer to fund the gateway signage itself.

Can the proposed Unionville BIA gateway/direction sign be used to advertise upcoming non-BIA events in the District?

The Unionville BIA is not in support of using of the proposed gateway signage in this manner. The BIA has indicated that it does not wish to use information tabs on the gateway sign to advertise any events, but rather rely on the web site address. The BIA would like to maintain a sign with minimal clutter and verbiage so that it provides a clear message and better harmonizes with the heritage conservation district.

How will non-Unionville BIA events be addressed?

Staff has recommended that non-BIA events (Unionville Festival, Markham Jazz Festival, etc) be advertised using information tabs on the existing entry signage. The BIA supports this approach.

Should mobile signs with changeable letters be permitted for special community events?

Mobile signs are prohibited in heritage conservation district under the Sign By-law. A number of community events have been using mobile signs to advertise their event. To date, as there have been limited options to advertise upcoming events, the Town has not been actively enforcing the by-law. Upon approval and implementation of the special event notification signage program, the by-law will be enforced.

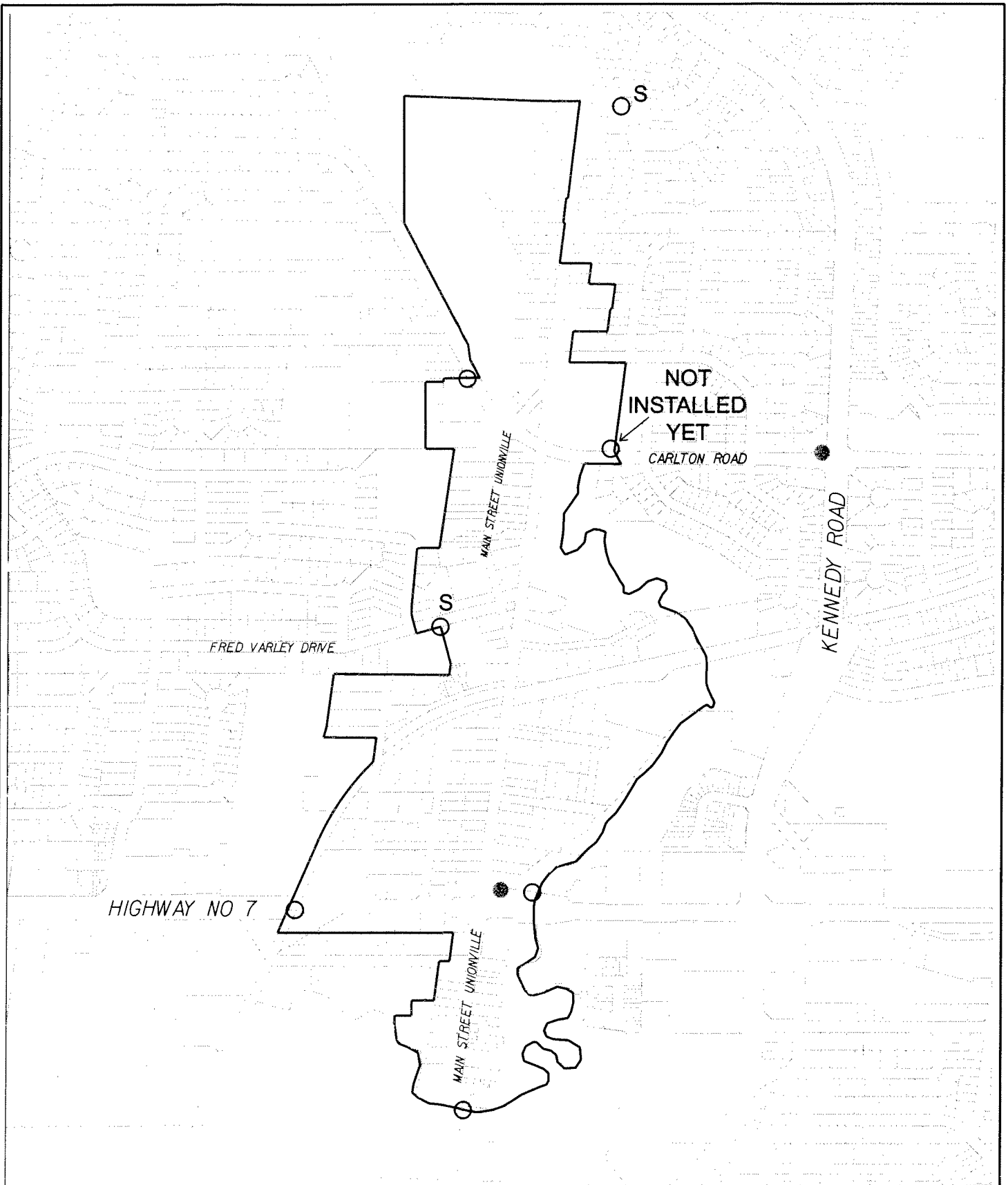
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Definitions (from the Sign By-law):

Mobile Sign – “means a sign designed to be capable of being readily moved from one location to another, and is usually built on a trailer or other solid platform and may include wheels”.

Portable Sign – “means a free standing sign erected on but not permanently anchored to the ground. Without limiting the generality of the foregoing, this definition shall include signs commonly referred to as A-frame, T-frame, sandwich board and menu board, but shall not mean or include any other sign defined in this By-law”.

Readograph Sign – “means that part of a permanent sign composed of interchangeable letters intended to convey a temporary message and which is designed or constructed so that the message on the sign may be easily changed and rearranged mechanically or as part of an electronic message display”.



UNIONVILLE HERITAGE CONSERVATION DISTRICT



DISTRICT BOUNDARY

● PROPOSED BIA SIGNS

○ EXISTING DISTRICT ENTRY SIGNS

S = SMALL VERSION SINGLE POST