

**FIGURE 1****Filepath:**

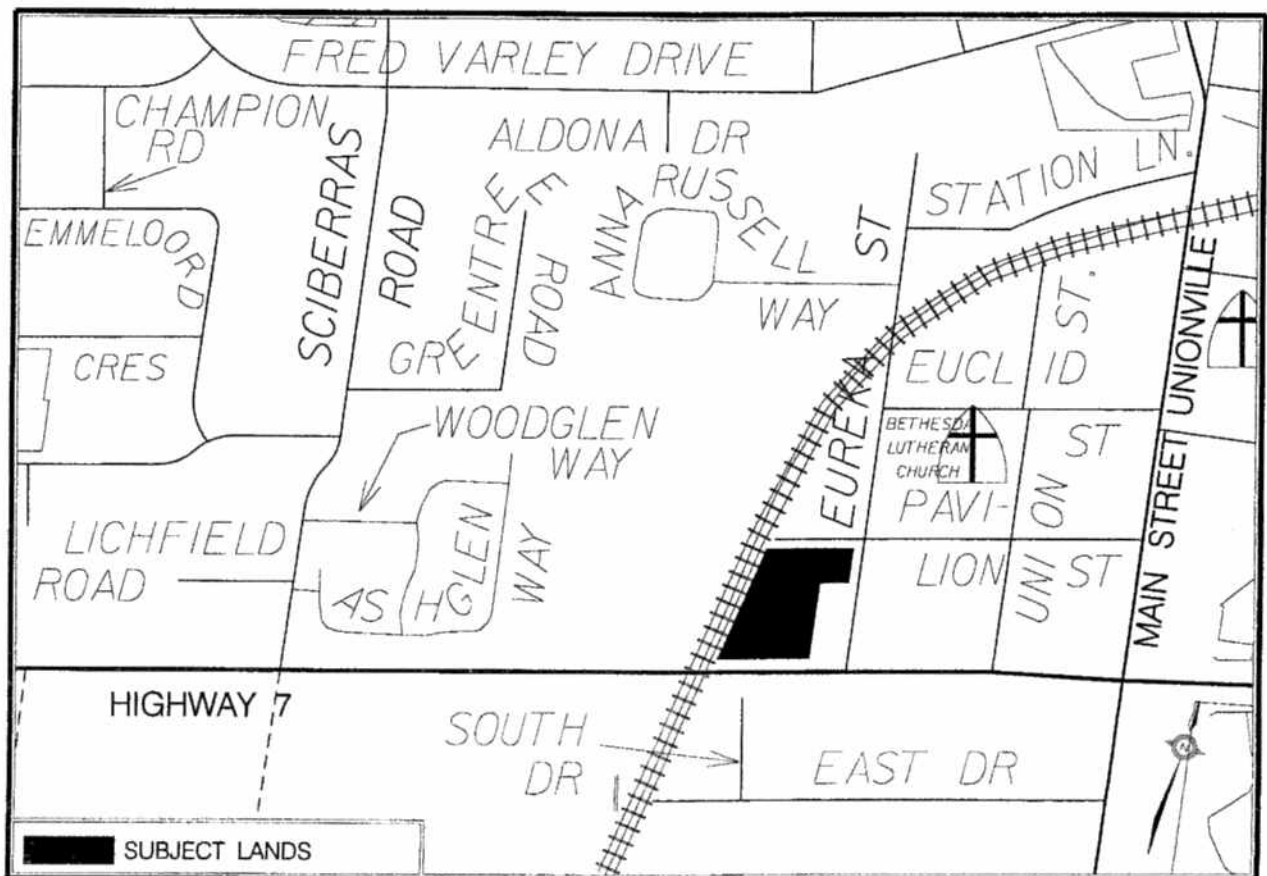
Q:\Development\Heritage\PROPERTY\HWY7\4340\Infiniti November 20, 2007 report.doc

**OWNER:**

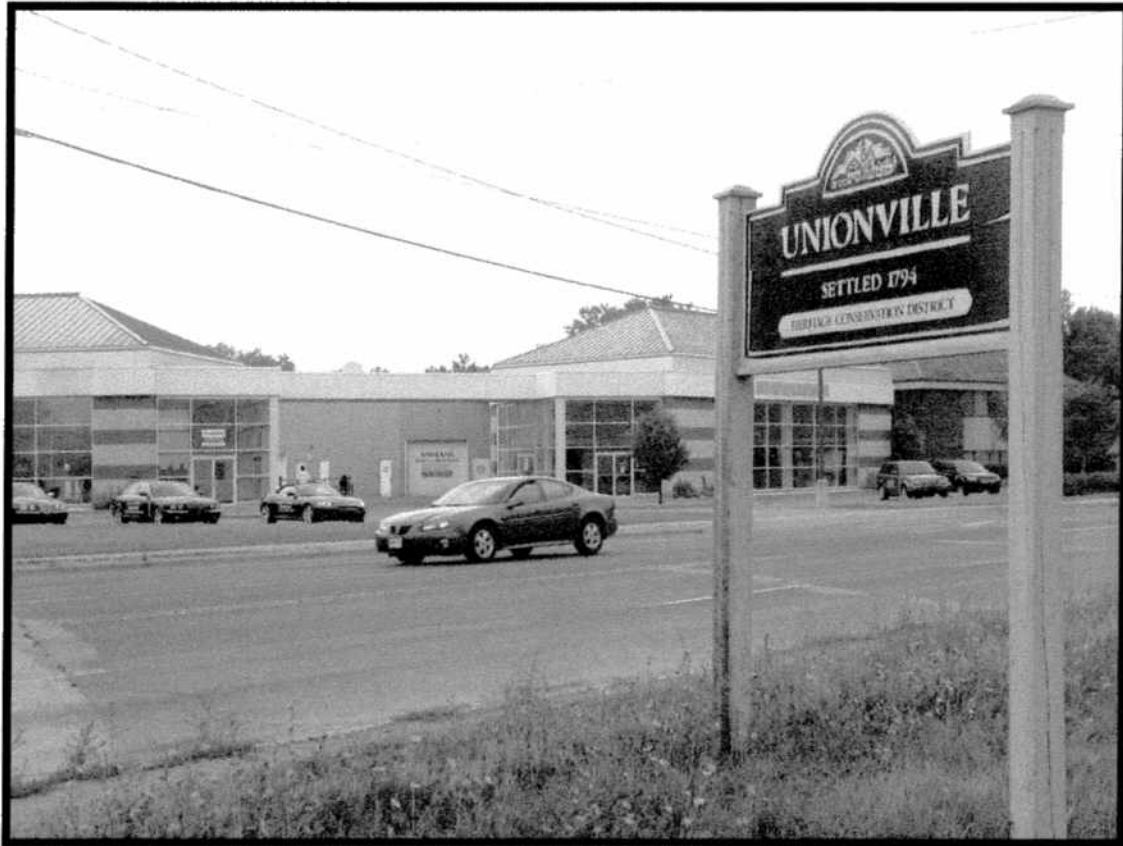
1708250 Ontario Inc.  
1424 Clearwater Cres.  
Oakville, ON  
L6J 7J5

**AGENT:**

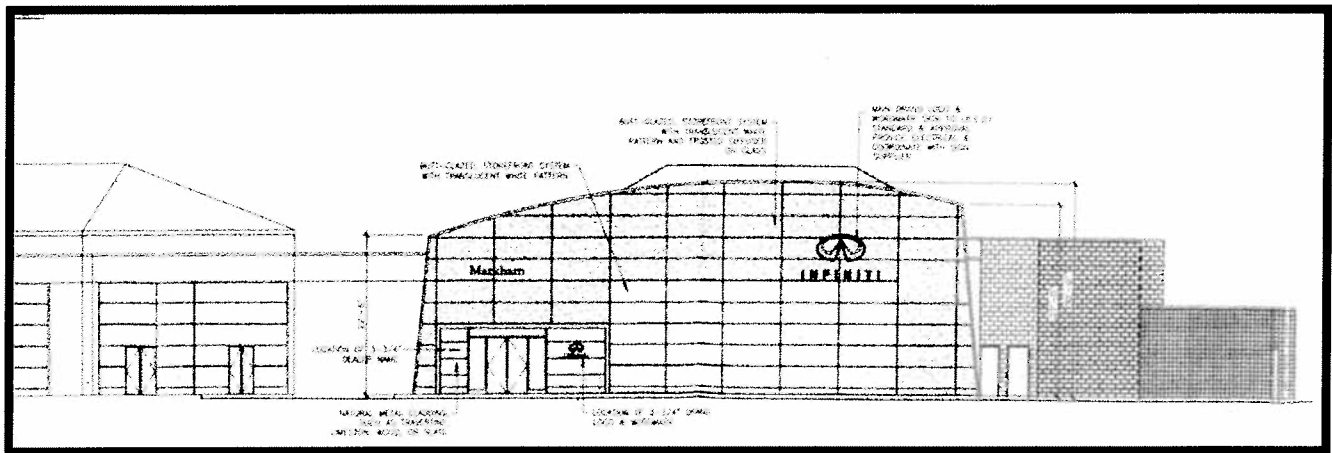
David Matthews  
416-565-7480 Tel

**LOCATION MAP:**

**Figure 2: 4340-4350 Hwy. 7 E. Existing Automobile Dealership**



**Figure 3: 4340-4350 Hwy. 7 E. Proposed Elevation**



**Figure 4: 4340-4350 Hwy. 7 E. First Design Concept Perspective Drawing**



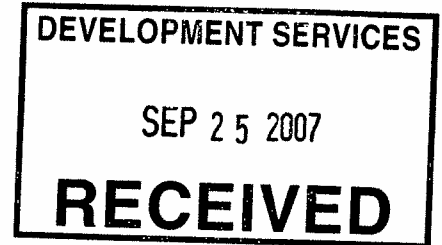
**Figure 5:** 4340-4350 Hwy. 7 E. Final Design Concept submitted by Infiniti Perspective Drawing



**Figure 6:** 4340-4350 Hwy. 7 E. Façade as Recommended by Heritage Section Staff and Heritage Markham Perspective Drawing



HERITAGE MARKHAM  
EXTRACT



DATE: September 25, 2007

TO: R. Hutcheson, Manager of Heritage Planning  
P. Wokral, Heritage Planner

EXTRACT CONTAINING ITEM # 9 OF THE NINTH HERITAGE MARKHAM  
COMMITTEE MEETING HELD ON SEPTEMBER 12, 2007

9. SITE PLAN APPROVAL APPLICATION  
FILE NO. SC 07 125993  
4340-4350 HIGHWAY 7 E.  
MARKHAM INFINITI DEALERSHIP  
PROPOSED SERVICE BAY AND REMODELLING FAÇADE (16.11)  
Extracts: R. Hutcheson, Manager of Heritage Planning  
P. Wokral, Heritage Planner
- 

The Heritage Planner gave a presentation on this application.

Mr. Bob Stevens, owner of the Markham Infiniti dealership, and Mr. David Mathews, project consultant, addressed the Heritage Markham Committee in support of the Site Plan Approval application.

HERITAGE MARKHAM RECOMMENDS:

THAT Heritage Markham refer this application to the Architectural Review Sub-Committee to discuss and develop options agreeable to both Heritage Markham and the applicant.

CARRIED.

## **MEETING NOTES**

**Architectural Review Sub-Committee  
4340-4350 Hwy 7 E. Unionville  
Monday, September 24, 2007 12:30 p.m.**

Members Present:

Joyce Nelson-Watt  
Susan Cassella

Staff Present:

Regan Hutcheson  
George Duncan  
Peter Wokral

Applicants/Agent Present:

David Mathews  
Bob Steven

*Referred to the Architectural Review Sub-Committee by Heritage Markham on September 12, 2007.*

Members of Heritage Markham's Architectural Review Sub-Committee and Heritage Staff met with the applicant Bob Steven and agent David Mathews at the subject property located at 4340-4350 Highway 7 East. The subject property contains an existing Part V designated automobile dealership constructed in 1995 situated at the western entrance of the Unionville Heritage Conservation District.

The owners have proposed to alter the existing façade of the building with an official corporate design developed by Infiniti. The proposed façade is a streamlined curvilinear curtain wall of translucent glass with a wood panelled reveal at the entrance doors. Dealerships wanting to carry the Infiniti line of automobiles are required by the head office to use this corporate design on their buildings.

Concern was expressed by Heritage Markham and the local councillor that the proposed design in no way reflected the guidelines and goals of the Unionville Heritage Conservation District Plan and a site visit was arranged to better understand the issues surrounding the site.

The agent and owner presented a new landscape plan that incorporated traditional stone walls and low plantings designed to soften the contemporary look of the proposed façade and to enhance the heritage character of the district.

The members of the Architectural Review Sub-Committee did not object to any major components of the proposed landscape plan (minor modification to the fence would likely be needed), but were still of the opinion that the proposed changes to the façade of 4340-4350 Hwy. 7 E. were incompatible with the guidelines of the Unionville Heritage Conservation District Plan and detrimental to the heritage character of the district.

The members of the Sub-Committee indicated that they had no objection to certain elements of the Infiniti corporate design being incorporated into the framework of the existing structure such as a bowed glass wall featuring translucent glass panels and a wood panelled entrance feature, but they did not support the proposed relocation of an existing masonry pier and the corporate design in its entirety. The sub-committee also suggested that the applicant might further update the facility with a new colour scheme and appropriate signage.

The owner and agent expressed their frustration at not being able to find a compromise with the Sub-Committee as their plans to open an Infiniti dealership hinged on them being able to employ the official corporate design. Heritage Staff reminded them that the proposed corporate design was totally incompatible with the guidelines of the Unionville Heritage Conservation District Plan and that the suggestions made by the sub-committee were a compromise as it would be difficult to determine how even their suggested alterations to the building would comply with the guidelines of the district plan.

Heritage Section Staff reminded the applicants that Heritage Markham is an advisory committee to Council and that they could refer the matter to Council through the Development Services Committee.

**Suggested Heritage Markham Recommendation:**

THAT Heritage Markham does not support the proposed official Infiniti corporate design for the façade of 4340-4350 Hwy. 7 E. Unionville, or the relocation of an existing masonry pier;

AND THAT Heritage Markham does not object to certain design features borrowed from the official Infiniti corporate design being employed within the structural framework of the existing building, such as a bowed curtain wall made of translucent glass panels with a wooden panelled reveal with an entrance feature.;

AND THAT Heritage Markham supports minor alterations to the existing building at 4340-4350 Hwy. 7 E. including an appropriate new colour scheme and appropriate new signage.

**HERITAGE MARKHAM  
EXTRACT**

DATE: October 19, 2007

TO: R. Hutcheson, Manager of Heritage Planning  
P. Wokral, Heritage Planner

**EXTRACT CONTAINING ITEM # 7 OF THE TENTH HERITAGE MARKHAM  
COMMITTEE MEETING HELD ON OCTOBER 10, 2007**

**7. SITE PLAN APPROVAL APPLICATION**

FILE NO. SC 07 125993

4340-4350 HWY. 7 E. (16.11)

Extracts: R. Hutcheson, Manager of Heritage Planning  
P. Wokral, Heritage Planner

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The Heritage Planner gave a presentation on this application to alter the existing façade of the building. Members of Heritage Markham's Architectural Review Sub-Committee and Heritage Staff met with the applicant Bob Steven and agent David Mathews on September 24, 2007. Although the proposed plans were considered an improvement over the original designs, it was still felt that the plans were not compatible with the guidelines of the Unionville Heritage Conservation District Plan and not supportive of the heritage character of the district.

Mr. Bob Steven, applicant, addressed the Heritage Markham Committee in support of the Site Plan Approval application.

Mr. Anthony Di Silva, the architect developing the plans for the Infiniti dealership, addressed the committee to explain the rationale for the proposed plans, in support of the Site Plan Approval application.

**HERITAGE MARKHAM RECOMMENDS:**

THAT Heritage Markham does not support the proposed official Infiniti corporate design for the façade of 4340-4350 Hwy. 7 E. Unionville, or the relocation of an existing masonry pier;

AND THAT Heritage Markham does not object to certain design features borrowed from the official Infiniti corporate design being employed within the structural framework of the existing building, such as bowed curtain wall made of translucent glass panels with a wooden paneled reveal with an entrance feature;



AND THAT Heritage Markham supports minor alterations to the existing building at 4340-4350 Hwy. 7 E. including an appropriate new colour scheme and appropriate new signage;

AND THAT if the applicant wishes, the Heritage Markham Architectural Sub-Committee will continue to work with the applicant and Heritage Staff to develop a design that more closely fits with the guidelines and goals of the Unionville Heritage Conservation District Plan.

CARRIED.

## Appendix 'D'

### SITE PLAN CONDITIONS

1. THAT site plan approval be delegated to the Director of Planning & Urban Design or designate, to be issued following the execution of a site plan agreement. Site plan approval shall be issued only when the Director has signed the site plan "approved".
2. THAT the owner will enter into a site plan agreement with the Town of Markham containing all standard and special provisions and requirements of the Town and public agencies, including:
  - a) Provision for payment by the applicant of all applicable fees, recoveries, and development charges;
  - b) Provision for satisfying all requirements of the Town's Departments and external agencies;
3. THAT this endorsement shall lapse and site plan approval will not be issued, after a period of three years commencing November 20, 2007, in the event that the site plan agreement is not executed within that period.