

## FIGURE 1

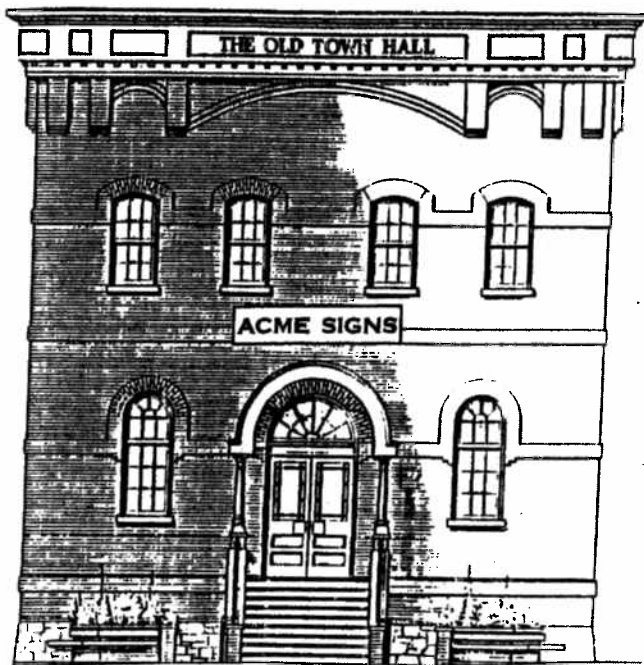
Comparison of Current and Proposed By-Law Standards for Wall Signs in Special Sign Districts



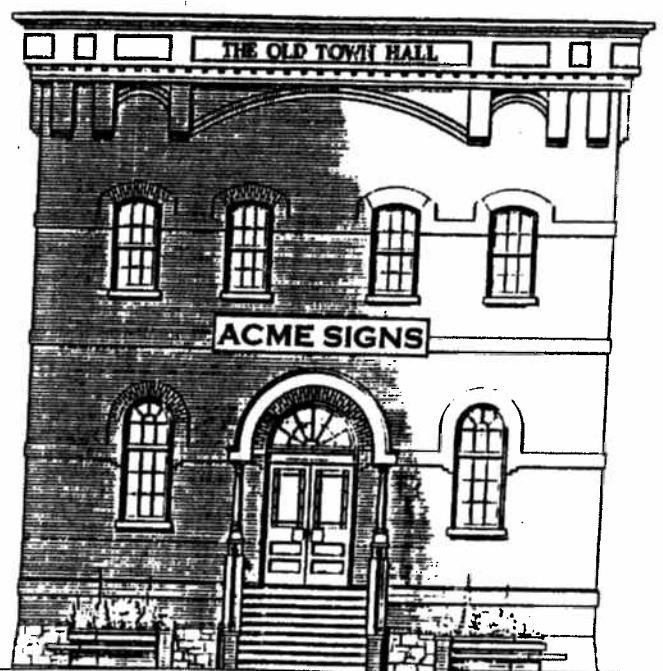
Maximum Wall Sign Area  
Current By-law  
Standard  
(Narrow Storefront)



Maximum Wall Sign Area  
Proposed By-law  
Standard  
(Narrow Storefront)



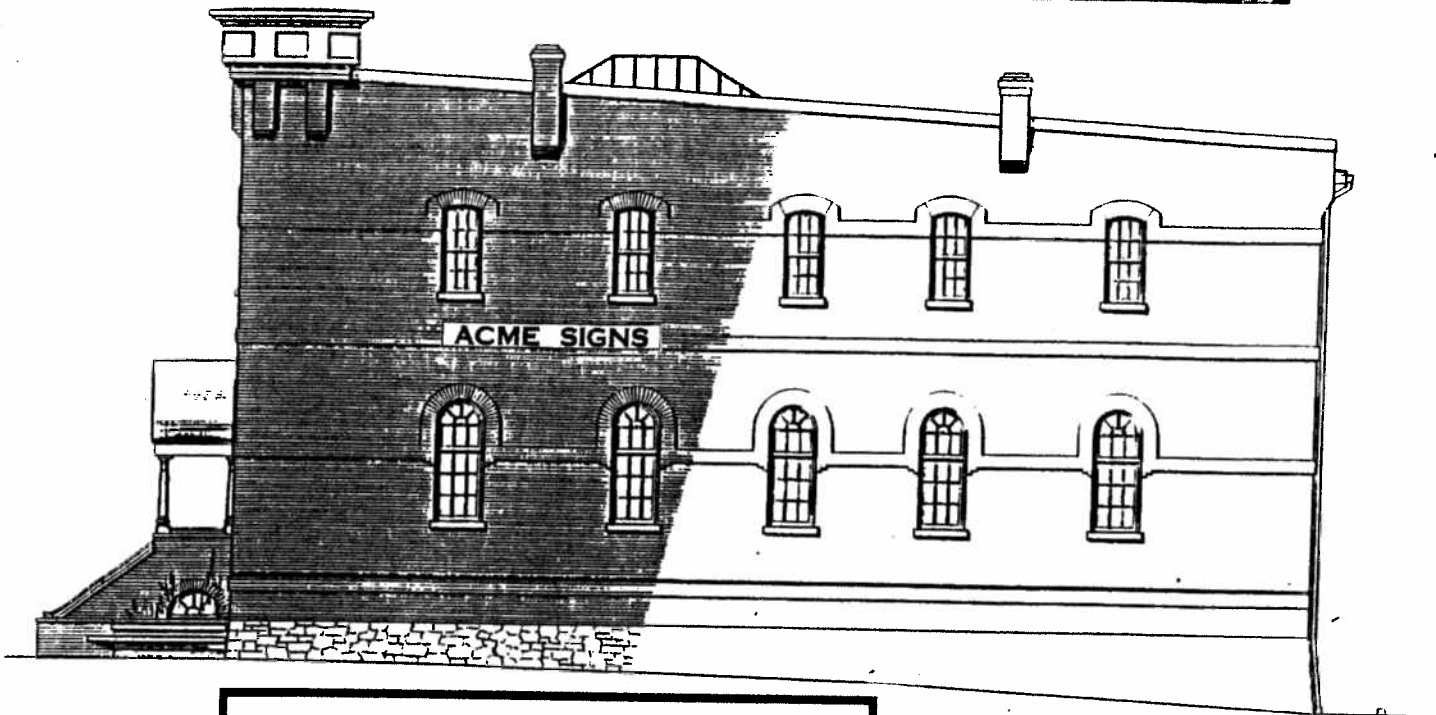
Maximum Wall Sign Area  
Current By-law  
Standard  
(Wide Storefront)



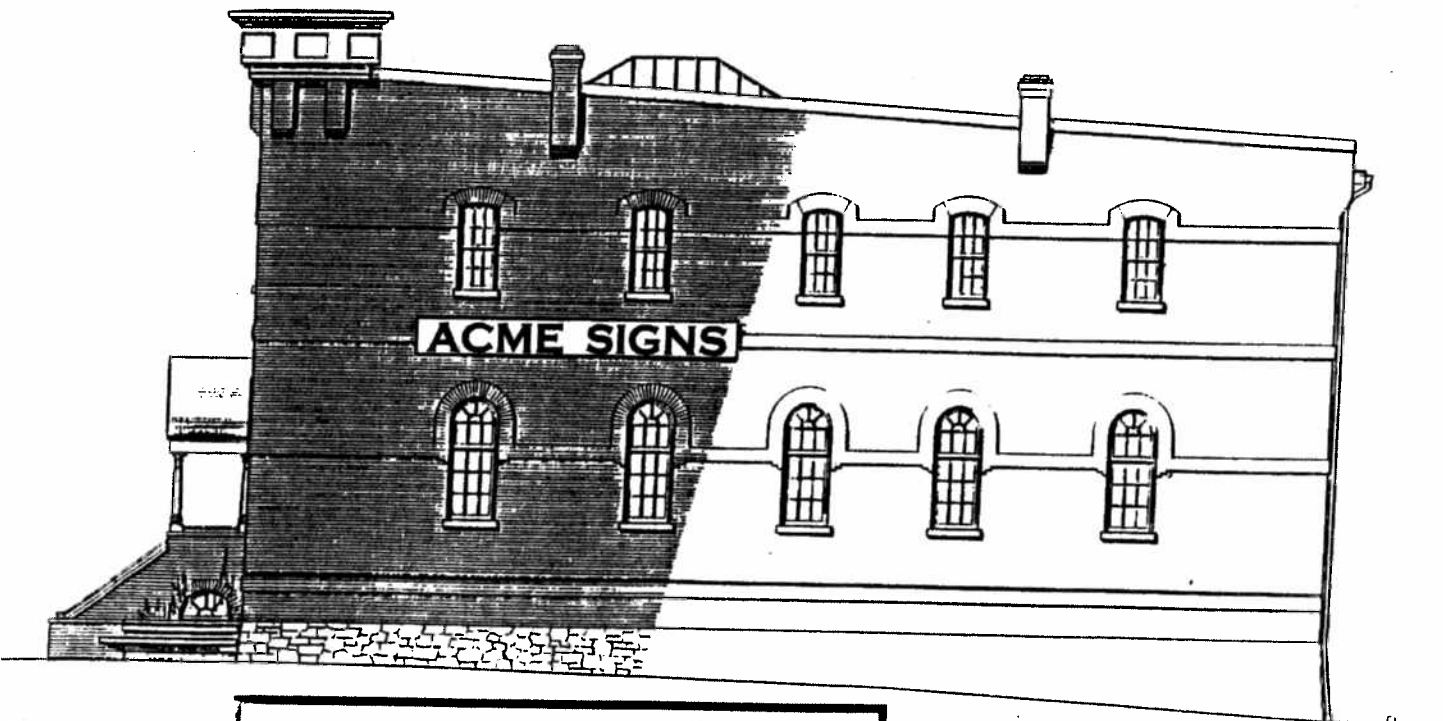
Maximum Wall Sign Area  
Proposed By-law  
Standard  
(Wide Storefront)

## FIGURE 2

Comparison of Current and Proposed By-Law  
Standards for Wall Signs in Special  
Sign Districts



Maximum Wall Sign Area  
Current By-law Standard with 2.25m<sup>2</sup> cap  
(Wide Sidewall)



Maximum Wall Sign Area  
Proposed By-law Standard with 5.0m<sup>2</sup> cap  
(Wide Sidewall)

**APPENDIX A****Duncan, George**

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**From:** Talbot Consultants [talbot@talbotconsultants.com]  
**Sent:** October 16, 2007 12:22 PM  
**To:** Birrell, Sheila; Duncan, George  
**Cc:** Scarpitti, Frank; Jones, Jim; Heath, Jack; Wong, Tony; Landon, Gord; Shapero, Erin; Burke, Valerie; Horchik, Dan; Virgilio, Joseph; Moretti, Carolina; Webster, John; Chiu, Alex; Kanapathi, Logan; Hutcheson, Regan; Baird, Jim; Livey, John; gmtm; Peter Wales; Kimberley Kwan  
**Subject:** Increasing Sign Sizes in Heritage Areas

Dear Sheila & George:

Last night UVA passed a motion requesting Council NOT to change the existing sign by-law in the Unionville Heritage Conservation District (i.e. both Main St. & Hwy #7). The motion was approved unanimously including those UBIA members in attendance. The key reason was that we have spent +/- 5 years getting everyone on Main St. to remove obnoxious signs and to comply with the new (2 year? old) by-law. The last thing we need is to trigger another round of vicious sign wars on Main St. We wish to "let sleeping dogs lie". As we have repeatedly stressed Main St. Unionville is NOT a highway based BIA like Thornhill or Markham. We do not need or want vehicular sized signs.

In order to avoid the lack of notification problems we encountered last time can you please ensure that the following are notified when this matter next comes before Committee and/or Council:

- 1: Peter Wales: President UVA [peterwales@rogers.com](mailto:peterwales@rogers.com)
- 2: Kimberley Kwan: Secretary UVA [kgkwan@rogers.com](mailto:kgkwan@rogers.com)
- 3: Greg McCormick: Chair UBIA [gmtm@bellnet.ca](mailto:gmtm@bellnet.ca)
- 3: Myself: [talbot@talbotconsultants.com](mailto:talbot@talbotconsultants.com)

Many thanks:  
Richard

10/16/2007

HERITAGE MARKHAM  
EXTRACT

DATE: October 19, 2007

TO: R. Hutcheson, Manager of Heritage Planning  
G. Duncan, Senior Heritage Planner

EXTRACT CONTAINING ITEM # 20 OF THE TENTH HERITAGE MARKHAM  
COMMITTEE MEETING HELD ON OCTOBER 10, 2007

20. ZONING BY-LAW AMENDMENT APPLICATION (16.11)  
FILE NO. ZA 07 109644  
PROPOSED AMENDMENT TO THE SIGN BY-LAW  
Extracts: R. Hutcheson, Manager of Heritage Planning  
G. Duncan, Senior Heritage Planner
- 

HERITAGE MARKHAM RECOMMENDS:

THAT Heritage Markham has no objection to the proposed amendment to the sign by-law.

CARRIED.

**APPENDIX 'C'**

**BY-LAW 2007-XXX**

**A by-law to amend Sign By-law 2002-94**

**THE COUNCIL OF THE CORPORATION OF THE TOWN OF MARKHAM  
HEREBY ENACTS AS FOLLOWS:**

1. By-law 2002-94 is hereby amended as it applies to wall signs in Special Sign Districts, Section 10.3, Table E:
  - a) By deleting the following text under the Maximum Area column for wall signs:  
  
"0.25m<sup>2</sup> per 1.0m of building façade to a maximum of 2.25m<sup>2</sup>"
  - b) By adding the following text under the Maximum Area column for wall signs:  
  
"0.30m<sup>2</sup> per 1.0m of building façade, to a maximum of 5.0m<sup>2</sup> (Except for Main Street, Unionville)  
0.25m<sup>2</sup> per 1.0m of building façade to a maximum of 2.25m<sup>2</sup> (Main Street Unionville only)"
2. All other provisions of Sign By-law 2002-94, not inconsistent with the provisions of this By-law shall continue to apply.

**READ A FIRST, SECOND AND THIRD TIME AND PASSED THIS – DAY OF  
DECEMBER, 2007.**

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**SHEILA BIRRELL, TOWN CLERK**

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**FRANK SCARPITTI, MAYOR**

EXPLANATORY NOTE:

BY-LAW NO. 2007-XXX

By-law to amend Sign By-law 2002-94 as it pertains to the maximum allowable area of wall signs in Special Sign Districts.

The purpose of this By-law is to amend the Sign By-law to change the maximum allowable area of wall signs in Special Sign Districts, except for properties located on Main Street Unionville.

The effect of this By-law will allow for a modest increase in the maximum area of wall signs in Special Sign Districts, except for properties located on Main Street Unionville, where the standards under By-law 2002-94 shall continue to apply.

Q:\Development\Heritage\SUBJECT\Sign By-law Review\EXPLANATORY NOTE.doc