



## MEMORANDUM

**TO:** Development Services Committee

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

**DATE:** February 19, 2007

**SUBJECT:** Main Street Markham Committee Recommendation  
Parking Lot Signage

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**Development Services Committee (February 5, 2008) :**

**That the Main Street Markham Committee recommendations regarding the installation of map signs at each Municipal parking lot, the suggested adjustments to the current Heritage Parking signs, and the suggested locations for installation of directional parking signs be referred back to Staff for a memo and recommendation.**

### Background

At the last Main Street Markham Committee meeting (January 16, 2008), the Manager of the BIA gave a presentation on the problems associated with parking and the parking signage in Markham Village. He indicated that the existing heritage friendly parking lot directional signage could not be adequately seen by drivers due to its size and placement. He asked the Committee to support:

- A return to using the large green "P" signs previously used
- Better placement of parking signage
- A parking lot map sign to be placed in each parking lot indicating where other parking lots were located.

The Main Street Markham Committee did not support the large "P" signage, but did indicate that perhaps the heritage friendly signage could be slightly re-designed to enlarge the "P", remove the extraneous wording (Public Parking), and place the signs in better locations. There was also support for the parking lot map signage.

On February 13, 2008, Heritage Markham supported the Main Street Markham proposal by passing the following recommendation:

THAT Heritage Markham has no objection to the revised parking lot identification signage with the larger “P” (Option A) and has no objection to the introduction of parking lot map signage in each parking lot on the condition the signage is complementary to the existing family of heritage friendly signage;

AND THAT Heritage Section staff provide any additional commentary and review of these signs on behalf of Heritage Markham.

#### Staff Comment

The Main Street Markham Committee recommendation has been reviewed by Heritage Section and Operations staff:

#### Heritage Section

- no objection to the revised Parking Lot directional sign (Option A) as it is heritage friendly;
- no objection to the introduction of parking lot map signage on the condition that it is complementary in design to the existing family of heritage friendly village signage

#### Operations

- Paul Ingham has recommended that white reflective lettering be used as opposed to the black lettering originally proposed as it would get lost in the darker background and is a non-reflective material.
- Bob Walter has indicated the following issues/concern:
  - the costs associated with the proposed revised parking directional signs estimated at \$3-400 each (the Sign Shop assumed the costs of the original sign) and the costs for the map signs estimated at \$6-700 each. The map sign would be a minimum of 4’x8’ in order to be read by a person in a vehicle.
  - Recommends that the BIA assume the production and installation costs of the new signs
  - the need to only install parking directional signage and maps on public lots and not on private lots. Also need to remove existing public parking signs from the private lots
  - the need to have a site meeting with Operations staff and the BIA to discuss the potential placement and number of new signs needed due to the issue of limited placement opportunity and existing sign clutter

#### **Recommendation:**

THAT there is no objection to the design of the revised, heritage-friendly parking lot directional sign for Markham Village including the use of white reflective lettering (Option A);

THAT Operations staff, in consultation with the Manager of Real Property, and BIA representatives meet on site to discuss the appropriate and feasible number of, and placement of parking lot directional signs on the street;

THAT Operations staff manufacture and install the revised parking lot directional signage, as required and that the Markham BIA subsidize the cost of manufacturing and installation of the signs;

AND THAT the issue of parking lot map signage is supported in principle and referred to staff for further analysis (appropriate lot locations, design of sign)

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