



MEMORANDUM

TO: Heritage Markham Committee

FROM: Regan Hutcheson, Manager-Heritage Planning

DATE: August 12, 2020

SUBJECT: Sign Permit Application
Stabby'Zz Tattoo Studio
209 Main Street Unionville
File 20 120109 SP

Property/Building Description: 1 ½ storey, frame building, c.1845

Use: Commercial

Heritage Status: Class A – Buildings of major importance to the District;
maintain the heritage character of the District.

Application/Proposal

- Installation of 3 wooden signs - 2 on the sidewalk (one below an existing arch meant for a sign & one below another business sign). One sign is to hang above the entrance door. The signs are to be installed in the locations of the previous tenant's signs.

Background

- A tattoo parlour is a permitted use in the HMS zone.
- It appears the signs have already been created. Some were installed and then removed once By-law Enforcement became involved (a sign permit had not been secured).
- Signs are subject to the policies and guidelines of the Unionville Heritage Conservation District Plan – see attached.

Staff Comment

- The applicant first approached staff in May asking for feedback and advice. The applicant was directed to the Unionville Heritage Conservation District Plan and the sign replacement process was explained.
- Staff commented on colour in response to the applicant's questions, and noted that the mock-up colours were neon and not what one would call heritage colours. In the heritage district, our Unionville Heritage Conservation District Plan recommends traditional typefaces and colours, so muted colours are preferred.

- Staff noted that the intense neon purple/pink would not likely be supported by staff – and suggested a softer pink, as pink is not an unknown sign colour in the area.
- It appears that the applicant has attempted to find a softer pink colour for the word “Tattoo” that still maintains their corporate identity. The sign is also noted as being of wood construction.

Suggested Recommendation for Heritage Markham

THAT Heritage Markham has no objection to the design submitted for Stabby’Zz Tattoo Studio, 209 Main Street Unionville (sign permit application 20 120109) from a heritage perspective subject to compliance with the City’s Sign By-law requirements.

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GOOGLE Streetscape 2019



Photograph of Proposed Sign Design

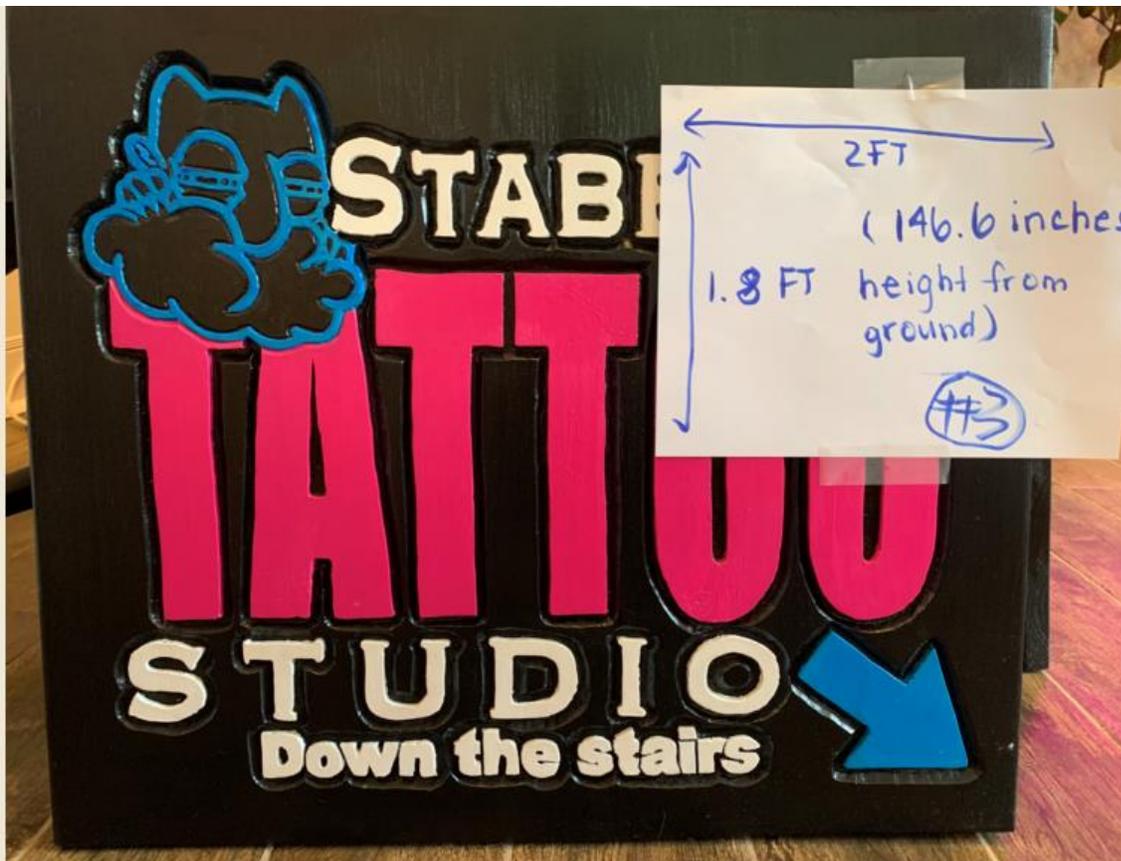


Illustration of Original Request – more vibrant/neon colours



Unionville Heritage Conservation District Plan

The Unionville Heritage Conservation District provides the following policy for commercial signage:

4.5 Commercial Features

In order to help retain and enhance the heritage character of the District, and particularly the traditional commercial core on Main Street, the commercial features impacting the exterior of buildings such as signage, awnings and restaurant patios should complement the individual building and the streetscape.

4.5.1 Commercial Signage

- a) Commercial signage should be regulated by the municipal sign by-law.
- b) Commercial signage in the District will be consistent with the guidelines found in Section 9.6.
- c) Artistic and commercial murals will be regulated by the municipal sign by-law.

The District Plan provides the following guidelines for Sign Design:

- Traditional materials such as wood, brass or bronze should be used.
- Letter styles appropriate to the period of the structure will be encouraged. Historically - appropriate letter styles such as Roman, Calarendon, Egyptian and sans serif styles will be encouraged. Typeface or lettering should project the image of the particular business, reflect the building itself and harmonize with the style of the structure.
- Capital letters are generally more legible than lower case letters. The total message, including letter forms and designs, should generally not occupy more than two-thirds of the total sign area.
- **Fluorescent or very bright colours are not considered appropriate. The heritage palette of colours described in Section 9.4. 7 are recommended. Uncomplicated colour schemes are also preferred.**
- Symbols are often more recognisable than lettering and good design often includes both.

The colours identified in section 9.4.7:

- The attached list of colours are considered appropriate for the District, but it is by no means a definitive list. Other colours can be considered although fluorescent or luminous colours are not considered acceptable.

Classical Colours:

(Pre-1860)

- white -"historical" white
- cream -buff
- pearl grey -light lemon yellow
- pale green -pale greyish blue

Renwick's Colours

(1860-1900)

- olive green -golden brown
- gold -rosy beige
- beige
- orangey brownish yellow

Downing's Colours

(1860-1900)

- straw -drab greenish yellow
- sand -medium grey (stone)
- greyish brown (earth)