MEMORANDUM

TO: **Heritage Markham Committee**

FROM: **Peter Wokral, Senior Heritage Planner**

DATE: **December 14, 2022**

SUBJECT: **Sign Permit**
5000 Steeles Ave. East, Markham (Ebenezer United Church)
Proposed LED illuminated sign
SP 22 257706

Property/Building Description:	Ebenezer United Church, constructed 1877
Use:	Place of Worship
Heritage Status:	Designated under Part IV of the Ontario Heritage Act

Application Proposal

- The church has submitted a sign permit seeking approval to erect a new sign featuring LED back-lit lettering and changeable LED messaging.

Background

- Section 10.0 of the City's Sign-By-law (Special Sign District) prohibits backlit signage both for properties designated under Part V (the City's Heritage Conservation Districts) and for properties individually designated under Part IV, in order to protect the heritage character of these properties;
- However, the City's By-law does provide an exemption for religious institutions permitting non-electronic readograph signs in order to identify the times of services and programs;
- The Ebenezer Church currently has a permanent readograph sign that complies with the City's Sign By-law, but the proposed sign would not, and would require a variance because the permanent lettering at the top of the sign is backlit, and the changeable message portion is electronic.

Staff Comment

- The location of the proposed sign is not immediately next to the historic church building.

- From a design perspective, the proposed colours and lettering identifying the name of the religious institution is appropriately restrained and the proposed brick supports are complementary and compatible with the brick used on the church structure. The property is also located on an extremely busy street where there is reduced visibility of the signage, especially the non-illuminated message board, and it must compete with many other internally illuminate signs.
- There does not appear to be any negative impacts to any heritage attributes.
- Given the above information and the unique characteristics of the property, Heritage staff recommends no objection to the proposed new permanent sign and that final review of any application required to permit its erection be delegated to Heritage Section staff.

Suggested Recommendation for Heritage Markham

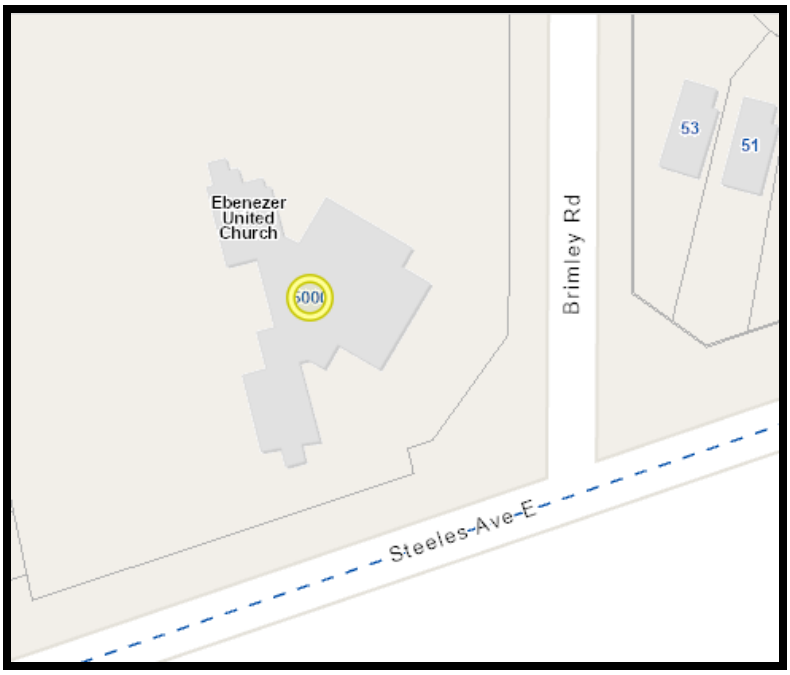
THAT Heritage Markham has no objection to the proposed new permanent sign for the Ebenezer United Church at 5000 Steeles Avenue East (File SP 22 257706) and delegates final review of any application required to permit its erection to the City (Heritage Section) staff.

Attachments

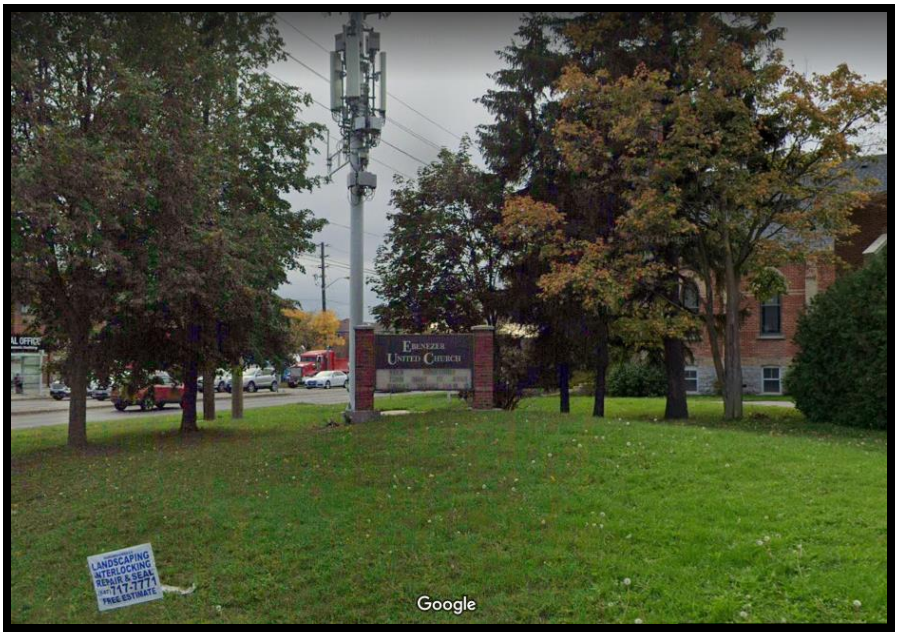
Appendix A- Location Map and Photograph of Church
Appendix B- Google Streetview showing existing permanent sign
Appendix C- Site Plan showing location of proposed sign
Appendix D- Design of proposed new sign

File: 5000 Steeles Ave. E.

Appendix A- Location Map and Photograph of Church

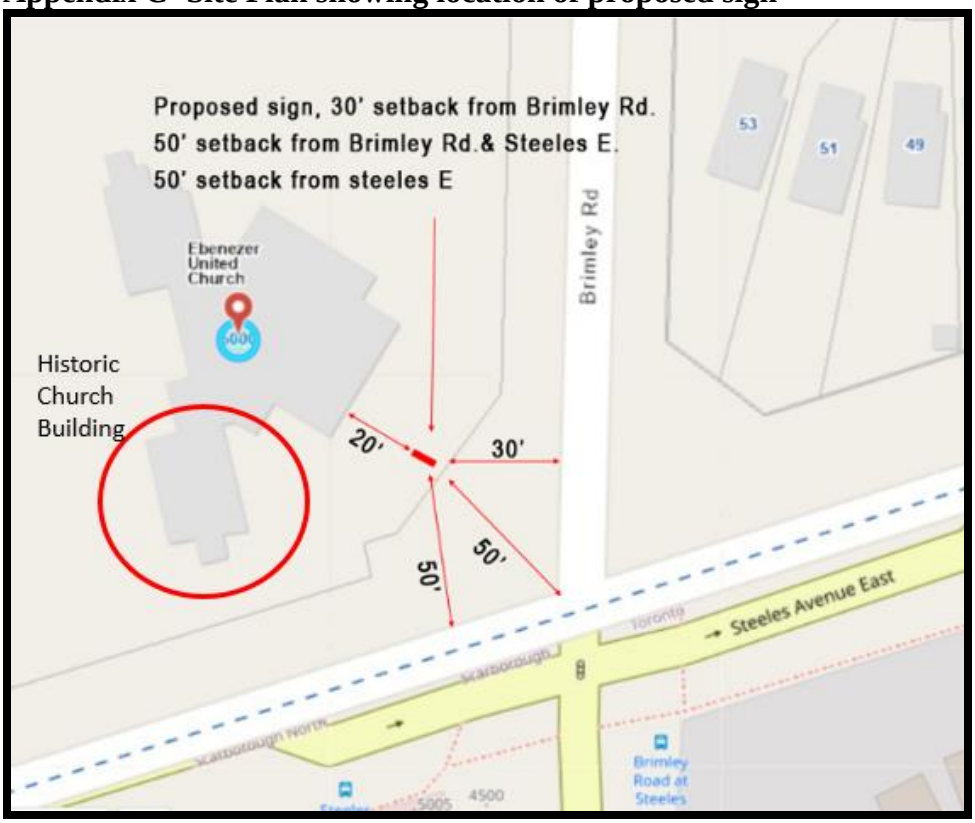


Appendix B- Google Streetview showing existing permanent sign

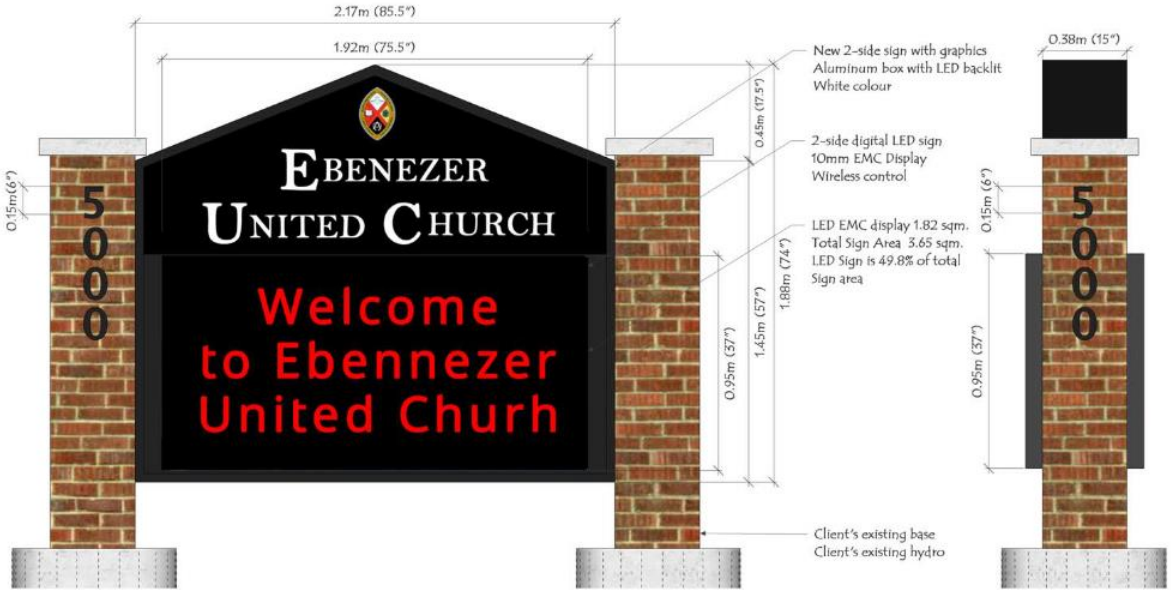


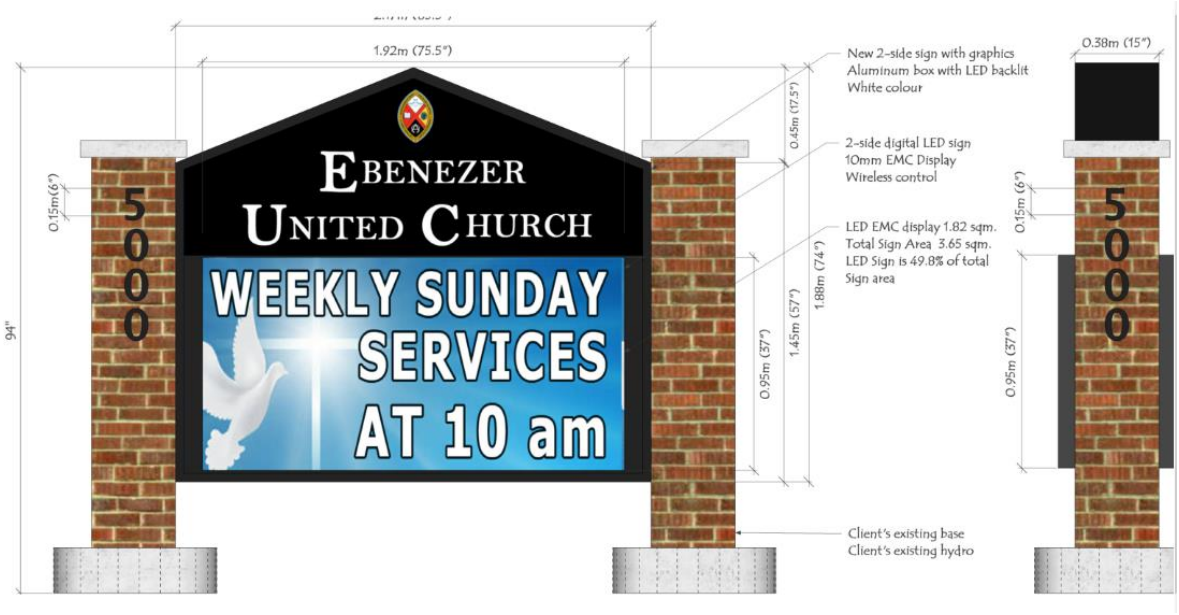
View looking south west towards Steeles Ave. from Brimley Road

Appendix C- Site Plan showing location of proposed sign



Appendix D- Design of proposed new sign




1.92m (75.5")
94"
0.15m(6")
5000
EBENEZER
UNITED CHURCH
WEEKLY SUNDAY
SERVICES
AT 10 am
0.45m (17.5")
0.95m (37")
1.45m (57")
1.88m (74")
New 2-side sign with graphics
Aluminum box with LED backlit
White colour
2-side digital LED sign
10mm EMC Display
Wireless control
LED EMC display 1.82 sqm.
Total Sign Area 3.65 sqm.
LED Sign is 49.8% of total
Sign area
Client's existing base
Client's existing hydro
0.38m (15")
0.15m (6")
0.95m (37")
5000