



Report to: Development Services Commission

Meeting Date: March 4, 2014

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<b>SUBJECT:</b>	Proposed Buttonville Heritage District Entry and Street Name Signage
<b>PREPARED BY:</b>	Peter Wokral, Heritage Planner ext. 7955
<b>REVIEWED BY:</b>	Regan Hutcheson, Manager of Heritage Planning ext. 2080

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**RECOMMENDATION:**

- 1) That the staff report entitled "Proposed Buttonville Heritage District Entry and Street Name Signage" dated March 4, 2014, be received;
- 2) That Council endorse the proposed design and location for entry signage, shown on Figures 1 and 2 of the staff report dated March 4, 2014, for the Buttonville Heritage Conservation District;
- 3) That Council endorse the proposed design of street name signage, shown on Figure 1 of the staff report dated March 4, 2014, for the Buttonville Heritage Conservation District;
- 4) That approval be granted to the Manager of Operations and the Manager of Heritage Planning to negotiate with other governmental organizations and agencies the final location of the entry signs which are proposed to be located within the Woodbine Avenue right of ways outside the jurisdiction of the City;
- 5) That the Mayor and Clerk's Department be authorized to execute any agreements required to permit City owned signage to be installed on the Region of York's Woodbine Avenue right of way, to the satisfaction of the City Solicitor;
- 6) That the cost of the supplies required for the entry signage (wooden posts, intecel board, appliqué, stain, etc.) and installation, at an upset cost of \$3,250.00 and any application approval fees payable, be paid for from the Heritage Preservation Account (Reserve) 087-2800115;and,
- 7) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

**PURPOSE:**

The purpose of this report is to seek Council's endorsement for the design, production and installation of street name signage and two new entry signs for the Buttonville Heritage Conservation District.

**BACKGROUND:**

**Buttonville has been a Heritage Conservation District since 2011**

In 2011, Council approved the designation of Buttonville as Markham's fourth heritage conservation district.

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**The Buttonville Heritage District requires appropriate entry and street signage**

Since the creation of the Heritage Conservation District Study Area, there have been several key developments which have been successful in preserving and enhancing the heritage character of Buttonville. However, Buttonville is currently without the distinct entry and street name signage that is associated with City of Markham's other Heritage Conservation Districts.

**Heritage Staff commissioned the design of Buttonville heritage district signage**

In late 2013, Heritage Staff engaged the services of Capstone Communications to design both entry and street signage for the Buttonville Heritage Conservation District. Capstone Communications has previously provided the City with designs for heritage district signage in the Markham Village Heritage Conservation District, as well as several interpretive plaques throughout the City.

**The selected design reflects Buttonville's Heritage**

The design produced by Capstone Communication depicts the Venice grist mill which was located at the heart of the district before being demolished in the 1920's. This image was chosen as a logo to commemorate the industry which was key to the early development of the community. The blue and gold colours were chosen to make the Buttonville Heritage district signs distinct from the signage of the other City of Markham heritage conservation districts. (See Figure 1)

**The location and installation of entry signage requires Region of York approval**

Staff proposes locating the two entrance signs in appropriate locations marking the northern and southern boundaries of the heritage district. (See attached map Figure 2). Permission for the location and installation of the entry signs on the Woodbine Ave. right of way is required from the Region of York as this land is not owned by the City of Markham. Heritage staff will submit the necessary permit application to the Region of York and the City will have to enter into any agreement necessary to permit the signs to be installed on the Woodbine Ave. right of way.

**Heritage Staff solicited the feedback of local residents and Heritage Markham regarding the proposed signage**

Heritage Staff mailed a letter featuring coloured examples of the proposed signage to each property owner within the Buttonville Heritage Conservation District requesting feedback on the proposed designs, but did not receive any feedback.

Heritage Staff also had Heritage Markham review the proposed signage and locations at their January 8, 2014 meeting, and the committee was supportive of the proposed design, colours and locations. (See Heritage Markham Extract of January 8, 2014 attached as Appendix 'A')

**OPTIONS/ DISCUSSION:****Heritage District Signage will enhance the identity and appearance of the Buttonville Heritage Conservation District**

The proposed signage is intended to serve the following functions:

- **Definition of Boundaries:** The primary function of the signage will be to define the boundaries of the district as an area designated under Part V of the Ontario Heritage Act which is subject to policies and guidelines designed to preserve and enhance the historic character of the community. The proposed signage will enhance an understanding of where the boundaries of the district are, which properties are within the district, and which properties are subject to municipal approval for exterior alterations.
- **Community Identity:** It is intended that the proposed signage will foster a unique sense of place, and identify the district as a place of special significance within the City of Markham for residents and the travelling public.
- **Community Beautification:** It is intended that the proposed signage will be attractive features of the landscape that will contribute to community beautification.

**Production of Signs in-house will reduce production/maintenance costs**

The proposal to produce the district entry signs in-house at the City's Sign Shop will result in considerable savings to the municipality in terms of the cost of production and the ongoing maintenance. The cost of producing an individual entry sign and installations is approximately \$1,500.00. The proposed materials are durable and in the event of vandalism/deterioration/theft of the signs, the in-house resources of the Sign Shop will ensure that the signs can be easily and expediently repaired or replaced.

**FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)**

Funding for this project to produce the entry signs and ancillary costs can be funded from the Heritage Preservation Account (087-2800115) at an upset cost of \$3,500.00. The Heritage Preservation Account was established specifically to fund municipal heritage projects including heritage conservation district identification/entry signs. This funding source was used for the entry signage introduced in the other three heritage conservation districts.

**HUMAN RESOURCES CONSIDERATIONS**

Production and installation of the Buttonville Heritage Conservation District Signage is expected to be undertaken by the City's Operations staff as they are responsible for manufacturing and maintaining the signage in the City's other heritage conservation districts. Heritage Staff will submit an application to the Region of York to permit the location and installation of entry signage. The City's Legal Department will approve the form of any encroachment agreement with the Region required to permit the installation of the entry signage.

**ALIGNMENT WITH STRATEGIC PRIORITIES:**

The production of signage recognizing the unique heritage character of Buttonville demonstrates the City's commitment to managing growth through the implementation of Heritage Conservation Districts.

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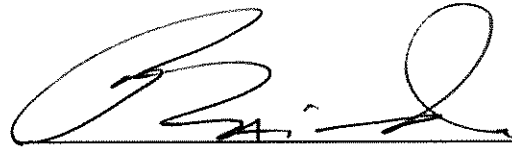
**BUSINESS UNITS CONSULTED AND AFFECTED:**

Heritage Markham was consulted regarding the proposed signage designs, colours and locations.

**RECOMMENDED BY:**



Rino Mostacci, M.C.I.P., R.P.P.  
Director of Planning & Urban Design



Jim Baird, M.C.I.P., R.P.P.  
Commissioner of Development Services

**ATTACHMENTS:**

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|--------------|---|
| Figure 1     | Proposed Buttonville Heritage Conservation District Entry and Street Signage          |
| Figure 2     | Buttonville Heritage Conservation District Map and proposed location of entry signage |
| Appendix 'A' | Heritage Markham Extract January 8, 2014  |

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Figure 1



Proposed Entry Signage

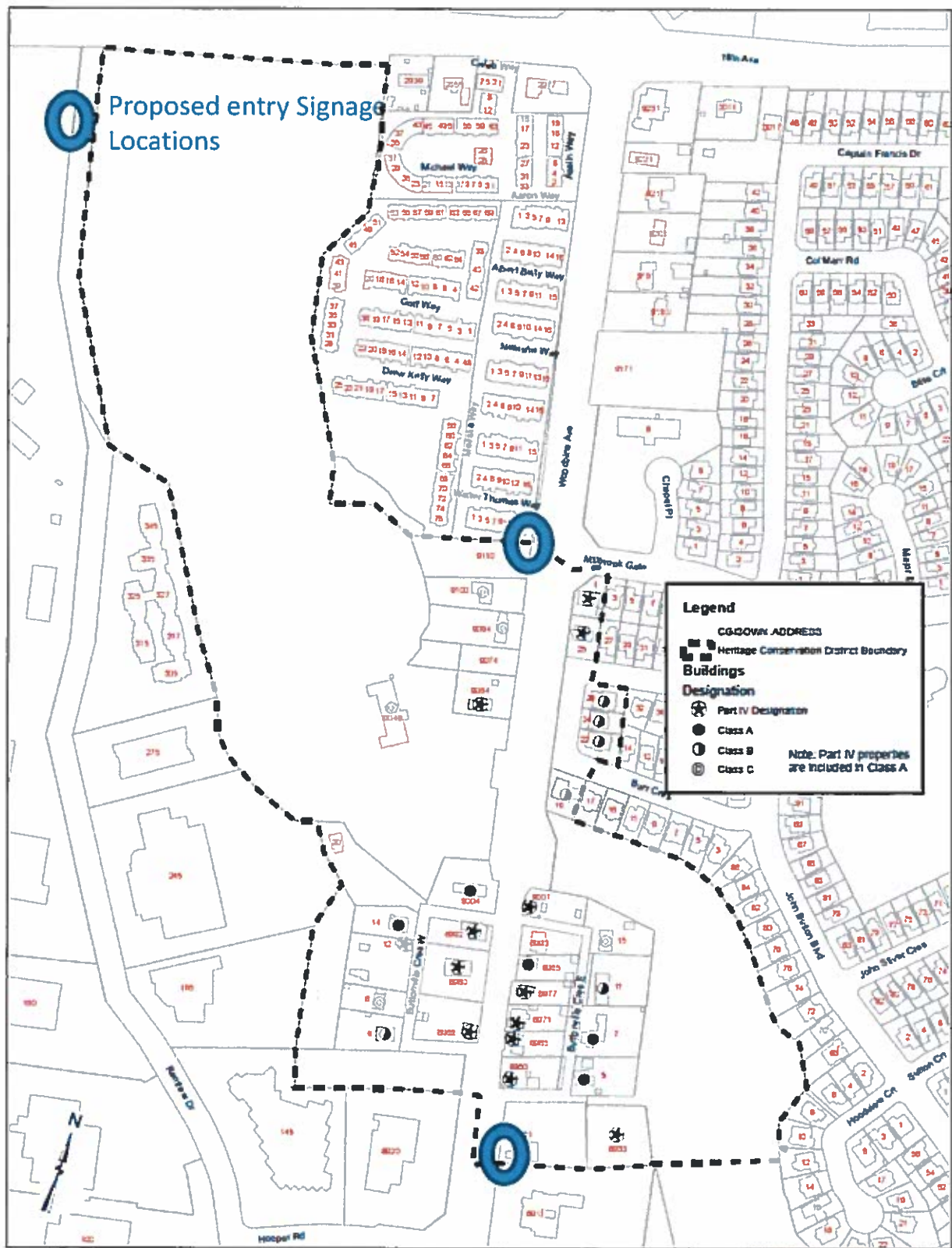


Proposed Street Signage



Archival Photograph of the Venice Grist Mill Buttonville

Figure 2  
Buttonville Heritage Conservation District



# Appendix 'A'

## Heritage Markham Extract January 8, 2014

19. **Projects/Studies Affecting Heritage resources**  
**Logo Design for Entry Signs and Street Signs,**  
**Buttonville Heritage Conservation District (16.11)**  
**Extracts: R. Hutcheson, Manager of Heritage Planning**  
**P. Wokral, Heritage Planner**
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The Heritage Planner presented the proposed logo design for entry and street signs in the Buttonville Heritage Conservation District, and requested feedback. The community will also be consulted for feedback prior to the design going before Council for final approval.

The Committee generally supported the design but questioned if the average viewer would recognize the image as a mill and trees, and suggested it could be simplified. There was no objection to the proposed colour scheme of blue and gold.

### Heritage Markham Recommends:

That Heritage Markham supports the logo design and colour scheme for entry signs and street signs in the Buttonville Heritage Conservation District.

CARRIED