

APRIL 4, 2006

**ARMSTRONG
HUNTER**
& Associates

FIGURE 2 – Letter From Applicant

March 21, 2006

Town of Markham
Building Department
101 Town Centre Boulevard
Markham ON L3R 9W3

Attn: Mr. Elvio Valente
Supervisor, Zoning

**Re: Proposed Sign Variance
Northwest Corner of Markham Road and Denison Street
7310 & 7314 Markham Road**

Further to the Development Services Committee meeting held on March 7, 2006, we have met with our client, Tim Horton's, to review the issues raised at the meeting.

At the meeting, the Committee considered the impact of the corner trellis feature on the efficient placement of a single sign, the possibility of a severance which would allow a second sign, and the possible trade-off of the permitted sign on Denison Street and resolved to defer the application for the ground sign variance to allow staff and the applicant time to consider alternate signage arrangements. We wish to confirm that our client has agreed not to install the permitted ground sign on Denison Street and wish to proceed with the variance application for the Markham Road ground sign.

Deleting the sign permitted for Denison Street and installing the proposed sign subject of the variance application would result in 2 ground signs for the subject property which is the number of signs that would be permitted by Sign Bylaw 2002-94, as amended, for the subject property (Clause 5.3.9 permits a maximum of one ground sign per street frontage unless otherwise specifically permitted elsewhere in the bylaw). In addition, the 2 ground signs on Markham Road would meet clause 5.3.8 of Bylaw 2002-94 where it is required that no ground sign be located within 45 metres of another ground sign on the same lot. Another property having characteristics similar to the subject property, with the exception of being an interior lot rather than a corner lot such as the subject property would be permitted 2 ground signs on Markham Road. It appears that the intent of Bylaw 2002-94 is to reduce the visual impact of commercial signage by ensuring that there be at least 45 metres between ground signs. The proposed sign variance application meets this intent. In addition, our client is prepared to ensure that visual impact of signage is further reduced by agreeing not to install the permitted ground sign on Denison Street.

As you may recall the addition at the corner of Denison Street and Markham Road of the trellis feature, at significant expense to my client, required the relocation of the Petro Canada sign from the Denison corner, where it is permitted, to the Markham Road frontage, where while it is permitted caused issue with the Tim Horton's signage. Had our client known that the trellis and relocation of the sign from the corner to Markham Road would have jeopardized the Tim Horton's sign proposed for Markham Road, the client would not likely have agreed to the trellis feature. With this said we believe the trellis feature adds to the aesthetic appeal of the corner and Markham Road streetscape and would like to see it remain in this location.

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As such we respectfully request that staff bring forward a recommendation report to the April 4, 2006, Development Services Committee meeting for consideration. We would ask that this date be confirmed, and that we be permitted to make a deputation, if required, to address the application.

We trust that the above is satisfactory. If you require any additional information please contact the undersigned at (416) 576-8740.

Yours very truly,

ARMSTRONG HUNTER & Associates



Deborah M. Wylie, MCIP, RPP
Planner

cc: Councillor Khalid Usman
Dave de Sylva
Corey Leibel
Robert Battiston