



## MEMORANDUM



**TO:** Heritage Markham Committee

**FROM:** Tanya Lewinberg, Public Realm Coordinator

**DATE:** August 13, 2025

**SUBJECT:** Main Street Unionville Wayfinding Project 2025-2026

---

**Project:** Main Street Unionville Wayfinding Project 2025-2026

**Background:**

In late 2023, Heritage Planning and Parks Development identified five (5) locations along Mains Street Unionville (MSU) for pole mounted wayfinding signage and one location for a pedestal sign within the road-right-of-way. In early 2024, Parks Development engaged Entro, a wayfinding design firm to undertake a review of the pole mounted wayfinding signage, developed in house for MSU. In Spring 2024, Park Development requested feedback from the Heritage Markham Committee regarding the proposed pole mounted wayfinding signage. The Committee requested several changes to the signage as proposed by Entro, which have been addressed.

The pedestal sign has been further reviewed by Heritage Planning and Parks Development staff and one footing, within the MSU road-right-of-way was including in the redevelopment construction project, at the top of the City owned stairs. Two other locations (outside of the road-right-of-way) were identified by Staff at the north and south ends of the street, which will be presented to the Committee.

**Status/ Staff Comment**

- The wayfinding signage has been revised based on the feedback of the Heritage Markham Committee.
- Parks Development will share three additional pedestal signs which have been requested as part of the 2026 budget as a joint project between Heritage Planning and Parks Development.
- The pedestal signs will offer both a wayfinding map as well as some historical interpretive material regarding historic Unionville.

**Suggested Recommendation for Heritage Markham**

That Heritage Markham Committee receive the update from Tanya Lewinberg on the Main Street Unionville Wayfinding Project 2025-2026 as information.

**File:**

Q:\Development\Heritage\SUBJECT\Unionville Streetscape Project 2021-2024 Detailed Design\Wayfinding\HM Aug 13 2025  
Wayfinding.doc