



CITY OF MARKHAM

GATEWAY MASTER PLAN

PRESENTATION TO COUNCIL

November 2020

SGL Planning & Design Inc. + FOTENN Planning & Design

TODAY'S AGENDA

1. Introduction
2. Public Consultation
3. Land Use Policy Background
4. Gateway Identification
 - Perimeter
 - Internal
5. Partnerships & Funding
6. Guidelines
7. Implementation

1 INTRODUCTION

This plan defines **gateways** as markers that indicate an entrance to, or exit from, the City as a whole, and to important neighbourhoods, districts, or other unique locations within Markham.

Gateways can take many forms and consist of a variety of elements that provide different functions. Gateways can include but are not limited to the inclusion of public art and way finding elements.

Gateways differ from the City's existing entrance features in that each gateway location is located at a key concession, arterial road, and/or has an Official Plan and/or land use related policy designation, and generally receives high pedestrian and/or vehicular traffic flow.

Place Making

- Raise awareness of Markham's history, culture, and areas of renewal and growth
- Create strong sense of place and geographical knowledge of Markham's many attributes
- To support these unique attributes through place making that influences urban character, urban structure, built form and street scape design

Community Attraction & Development

- Draw tourists, locals and talent
- Playfulness and the beautification of spaces encourages people to stop and linger
- Development through community engagement strengthens neighbourhood relations
- Greening spaces can reduce crime

Product

- Development of gateway typologies and gateway standards.

Process

- Land use policies, funding, site visits, gateway identification, typologies and standards, public consultation, final report

Time Line

- Final Draft Report: Winter 2020

2 PUBLIC CONSULTATION

Markham's Gateway Master Plan



The City of Markham is undertaking a **Gateway Master Plan Study**. From this Study, we will identify the gateways that are important to our residents. We will look at concepts for how to make these gateways attractive entry points into Markham, or to Markham's special places. The Study will also serve to direct future gateway development projects ensuring the:

- establishment of a cohesive design theme or palette for all its gateways;
- development of a distinctive and welcoming presence when arriving in Markham; and
- continued attraction of economic development to our City.

Some gateway points in Markham are located at:

- Urban and Rural entrances to the City
- The Rouge National Park
- Existing hamlets or historical communities, like Unionville or Thornhill
- Character neighbourhoods like Cathedral Town or Cornell North Centre

Markham also has subdivision entrance features that identify the name of the subdivision or developer, installed by the original builder. Some of these features are falling into disrepair. As they are often built on City owned right-of-ways, the City is in the process of assessing their condition.

While the City is developing the Gateway Master Plan, it is also looking at our subdivision entrance features, asking what their role is in enhancing the public realm of Markham, and how the City might manage these assets.

Gateway features announce arrival into our City, subdivision entrance features are located at the entrance-ways to a specific subdivisions. City gateways create a sense of identity for our community, sometimes highlighting special areas and help to develop an overall sense of place. Subdivision entrance features are smaller in size and importance, can be used as way-finding markers, and reflect a developer's vision.

To help us in the development of our Gateway Master Plan, we are asking you, our residents:

- What do you think of these subdivision entrance features?
- Should the City continue to have subdivision entrance features?
- If we do, what should they look like?
- How should the City of Markham manage them and maintain them?

We encourage you to browse our site, learn more about this project, and participate in our activities. Please fill out the **survey**; place a pin on the map of **Gateway Places**; give us some **Ideas** of what gateways could look like; **Ask a question** – we want to hear from you!

[TAKE OUR SURVEY](#)
[GATEWAY PLACES](#)
[IDEAS](#)
[ASK A QUESTION](#)


Stay
Engaged.



STAY INFORMED

Subscribe for project updates

[Subscribe](#)

Key Dates

[Ideas Workshop](#)
May 2019

Project Timeline



Phase 1: Public Engagement
Spring 2019



Phase 2: Gateway Design Development
Summer 2019



Phase 3: Gateway Master Plan Goes to Council
Fall 2019

FAQ

[What is the difference between a Gateway and a Subdivision Entrance Feature](#)

[What is a Gateway?](#)

[What is a Subdivision Entrance Feature?](#)

Document Library

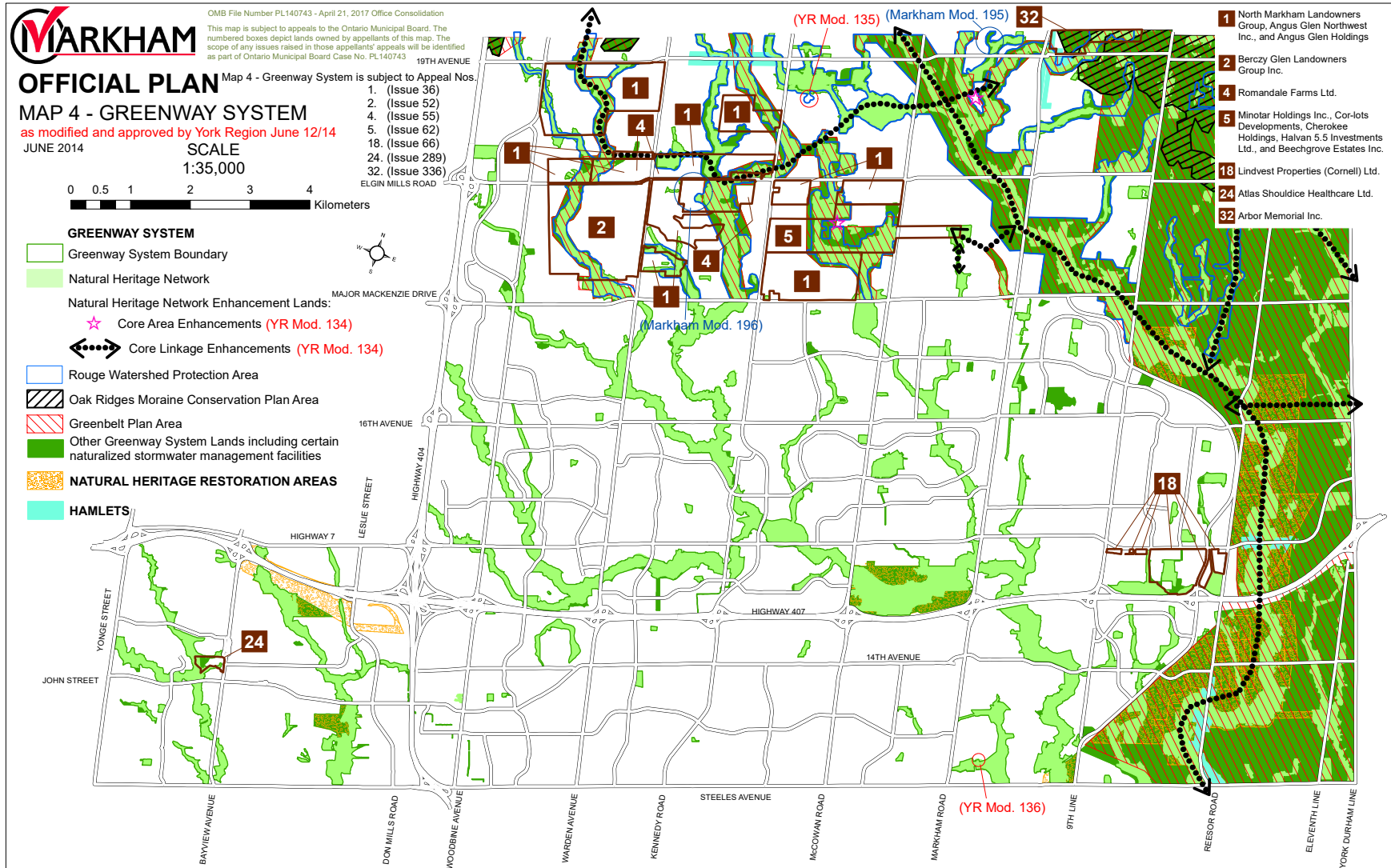
[Markham 2020 \(2.33 MB\) \(pdf\)](#)

[more..](#)

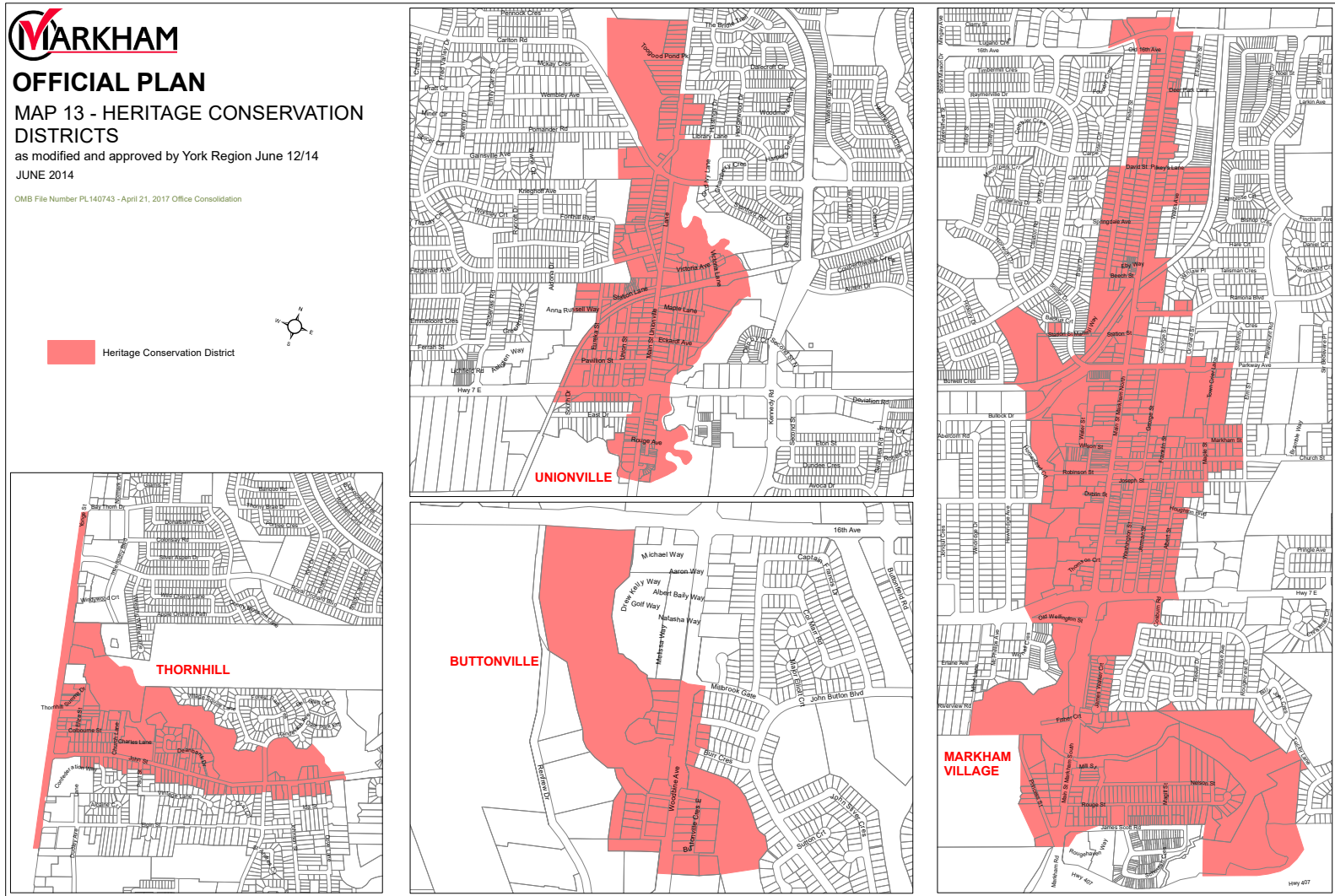
3 LAND USE POLICY BACKGROUND

- Provincial Policy Statement, 2006
- Rouge National Urban Park Management Plan, 2014
- TRCA Living Cities Policies, 2013
- City of Markham Official Plan, 2014
- Integrated Leisure Master Plan, 2010
- Greenprint: Markham's Sustainability Plan, 2011
- Pathways & Trails Markham Master Plan
- South Yonge Street Corridor Streetscape Master Plan Study, 2012
- Yonge Steeles Corridor Secondary Plan, 2015
- Conceptual Master Plan for the Future Urban Area, 2017
- Markham 2020: Success by Design, 2016
- City of Markham Heritage Conservation Districts (HCDs): Thornhill, Markham Village, Buttonville, and Unionville
- City of Markham Commercial Signage Replacement Grant Program
- Digital Markham Strategy, 2016
- Markham's Public Art Policy

2014 OP, Greenway System



2014 OP, Heritage Conservation Districts



4 GATEWAY FEATURE IDENTIFICATION

External and **Internal Gateways** to and within the City of Markham help users of a space understand they are either entering Markham or entering a special and distinctive place within Markham.

Based on the conducted analysis of the City's land use policies, which bolster the City's economic development strategy, two gateway typologies have been identified to address the gateway's specific location, role and function. They are:

Perimeter Gateways:

Intersections, interchanges and high traffic, high transit corridors and nodes with high user flow, urban built form and regional significance. **Perimeter Gateways** function as entrances and exits to the City of Markham.

The city wide nature of **Perimeter Gateways** is well suited to the implementation of a strong and easily identifiable City of Markham image that bolsters the City's economic development objectives.

Internal Gateways:

These will denote entrances or exits to Markham's major internal public transportation nodes, and the special internal heritage, residential, mixed use and employment nodes as identified in the City's Official Plan Map 2 and heritage conservation districts.

The local nature of **Internal Gateways** is well suited for a local implementation approach that contributes to the overall City of Markham image and is developed by or in consultation with the local community.

LEGEND

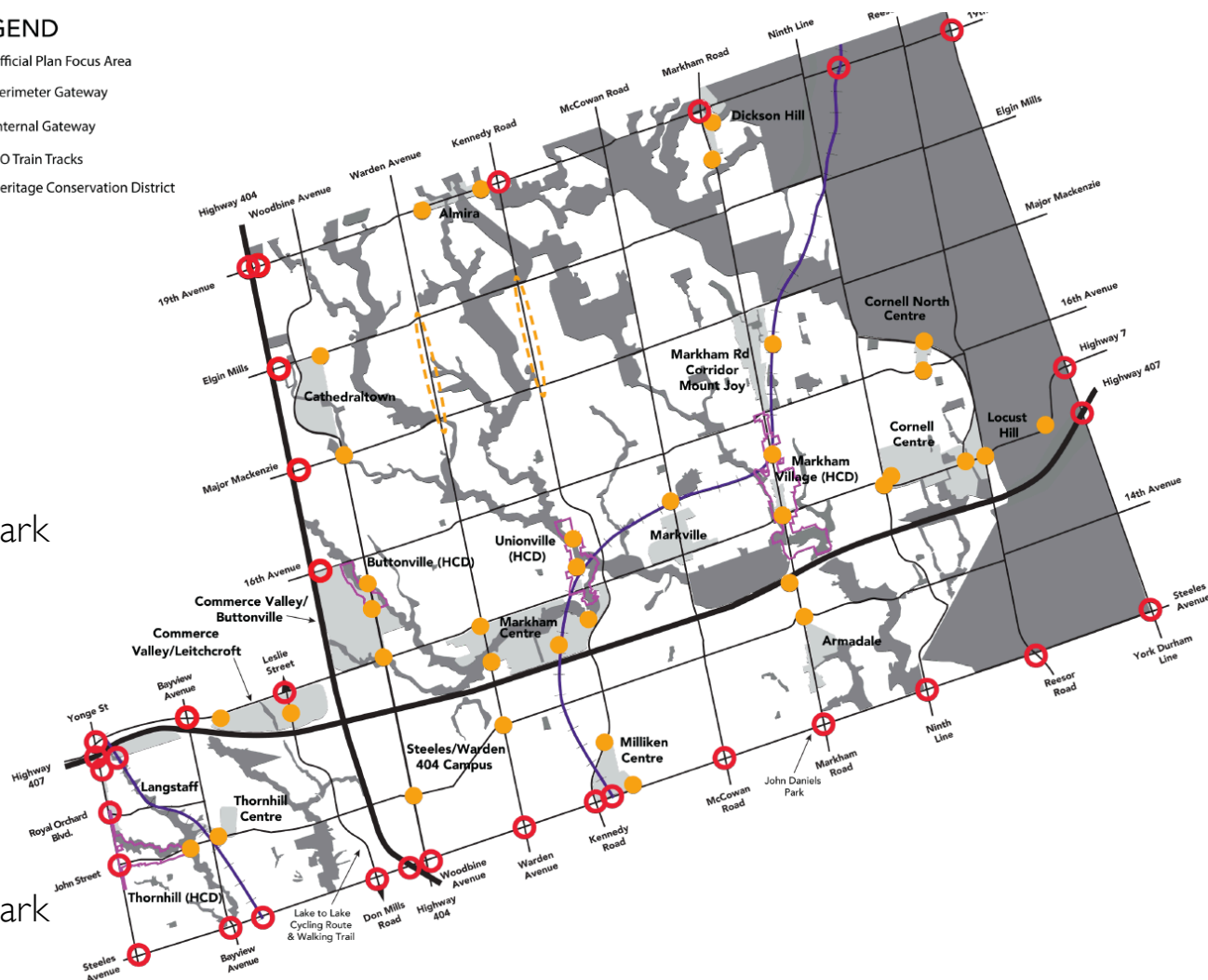
- Official Plan Focus Area
- Perimeter Gateway
- Internal Gateway
- GO Train Tracks
- Heritage Conservation District

Perimeter Gateways

1. Urban
2. Rural
3. Rouge National Urban Park
4. Public Transportation
5. 400 Series Highway

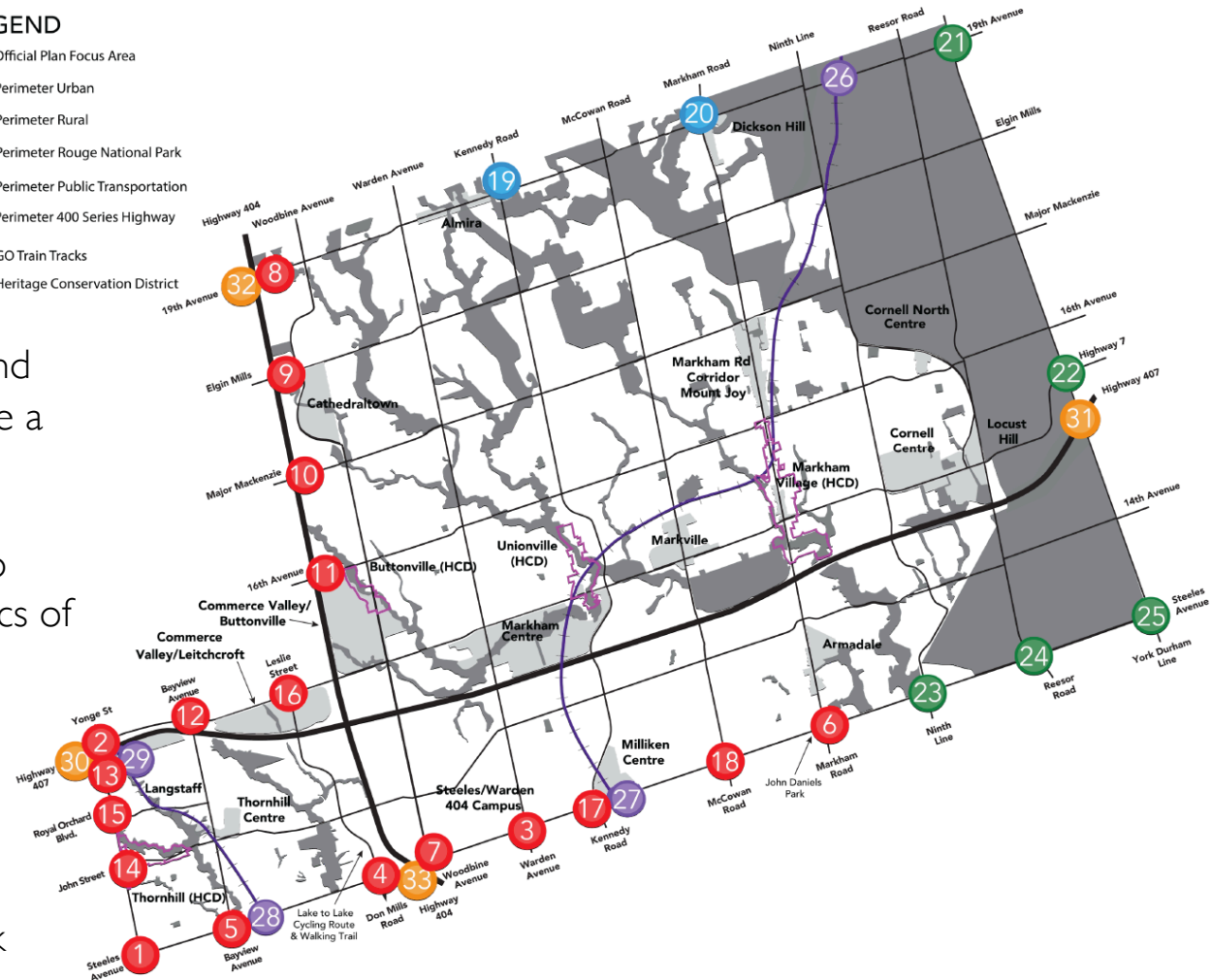
Internal Gateways

1. Centres
2. Heritage
3. Public Transportation
4. Rouge National Urban Park



LEGEND

- Official Plan Focus Area
- Perimeter Urban
- Perimeter Rural
- Perimeter Rouge National Park
- Perimeter Public Transportation
- Perimeter 400 Series Highway
- GO Train Tracks
- Heritage Conservation District



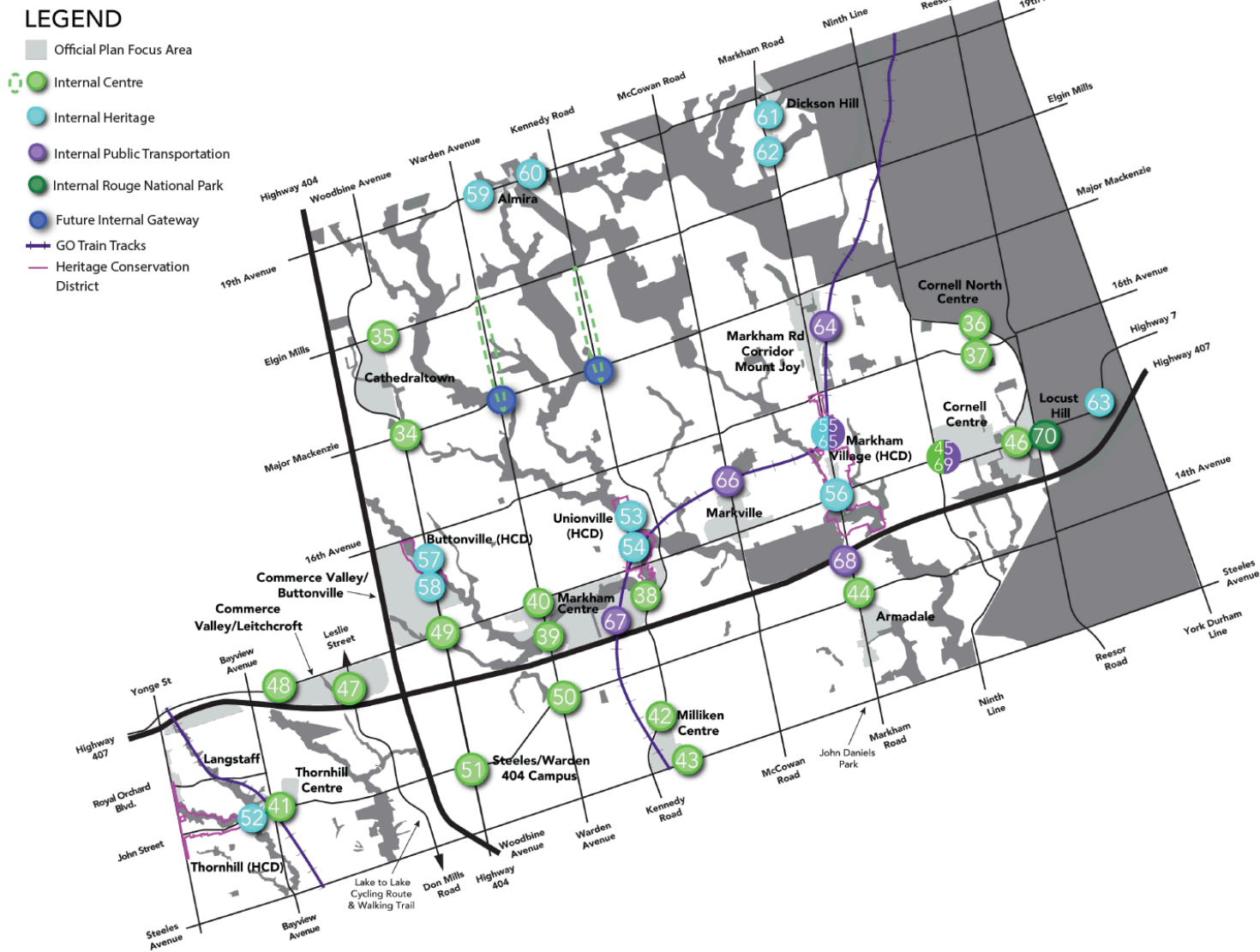
Characterization

- Highlight key gateways into and within Markham that promote a strong sense of Markham's boundaries
- Divided into five typologies to denote the main characteristics of each Gateway context

Gateway Typologies

1. Urban
2. Rural
3. Rouge National Urban Park
4. Public Transportation
5. 400 Series Highway

Figure 11. Map of Internal gateways



5 PARTNERSHIPS & FUNDING

Park's Canada: National cost-sharing program for heritage places

- Recognizes Markham's heritage railway station site at 214 Main Street North (Markham Village)

Great Lakes Guardian Community Fund

- Funding related to protecting Lake Ontario water sheds

FCM Green Municipal Fund: Stormwater quality: Feasibility studies, pilot projects and capital projects

- Could be used for bioswales and other stormwater quality project style gateways. Potentially useful for highway improvement plantings.

Ontario's Main Street Revitalization Initiative

- Municipal funding to help municipal governments undertake main street revitalization activities that support and benefit small businesses
- Signage, gateways, streetscaping and landscape improvements
- Must be related to an existing Community Improvement Plan

- Ministry of Transportation of Ontario
- Parks Canada
- Ontario Parks
- York Region
- Neighbouring Municipalities
 - Whitchurch-Stouffville
 - Pickering
 - Richmond Hill
 - Vaughan
 - Neighbouring Regions
 - Durham Region
 - City of Toronto
- Neighbouring Communities
- Ecological Organizations
 - David Suzuki Foundation: Markham Butterfly way (Ward 5 & Thornhill)
- Indigenous Organizations
- Community Organizations
 - Arts
 - Gardening clubs
 - Community centers
 - Economic development
 - Business Improvement
 - Agriculture
- Community services
 - Community Centers
 - Schools
 - Police and Fire Departments
- Community Events
- Community Development Not-for-Profits
- Trillium Foundation
- Private Businesses



Libraries & Fire Halls



Business/Cultural Districts



Schools & Community Centres

Gateway Partnership Example

NC Wildflower Program

Partnership

- Run by the NC DOT Roadside Environmental Unit
- Established in 1985
- DOT installs & maintains plantings
- The Garden Club of NC, NC State University & NC Department of Agriculture & Consumer Services

Awards Program

- Sponsored by The Garden Club of North Carolina, recognize the efforts of NCDOT staff who carry out North Carolina's wildflower program

Benefits

- Beautification
- Enhances environmental quality of highway
- Economic development, Tourist attraction

"The Wildflower Program is one of the department's most popular initiatives. Not only are the flowers wonderful to look at, they also help sustain the pollinator population, which is essential to the success of the state's agriculture community." - David Harris, roadside environmental engineer.



Commercial Signage Replacement Grant Program

- Encourages the replacement of inappropriate commercial signage in heritage districts to help align existing signage with Markham's current sign by-law
- Supports appropriate signage for heritage areas in terms of size, placement and form of illumination
- Applies to Markham's designated Heritage Conservation Districts:
 - Thornhill,
 - Buttonville
 - Markham Village and
 - Unionville
- Eligible applicants include owners and tenants of commercial property
- Grant details
 - 50/50 Matching grant for eligible work to a maximum of \$1,000 per commercial establishment
 - Provided on a first come first served basis

6 GUIDELINES

6.1. GENERAL DESIGN GUIDELINES: PERIMETER GATEWAYS

Design Element	Location	Scale	Orientation	Transition to Buildings	Type Face	Public Art	Plantings	Lighting
Definition	Precise area gateway is placed	Size of gateway feature in relation to its surroundings	The positioning of the gateway feature	Scale of the gateway feature in relation to surrounding buildings	Type used on gateway feature, See section 6.3.2 for examples	See section 6.3.4 for examples	See section 6.3.5 for examples	See section 6.3.7 for examples
Perimeter Gateways: Urban Rural Rouge	<p>Gateway features shall be installed at the intersections of identified arterial and Major Collector Roads</p> <p>Final gateway locations shall be approved by the City's Council and the Operations department and relevant partners (i.e. City departments, Parks Canada, Metrolinx, MTO and the Region)</p> <p>Traffic and way finding signs should not be obscured by gateway features</p> <p>Site lines shall be respected as per City of Markham and Ontario Ministry of Transportation (MTO) guidelines</p> <p>Within the public realm of new developments as defined by the draft Markham Public Art Master Plan</p>	<p>The size of gateways should be in direct proportion to the scale of the adjacent right of way width and the surrounding landscape and or buildings</p> <p>Natural features (berms, stones) should not obscure the majority of adjacent buildings facades</p> <p>The gateway will not interfere with existing desirable public and private movement and access to the space or abutting uses, including traffic, sidewalks, parking, utilities and snow storage.</p>	<p>Room for multi-modal traffic flow through the space should be provided for around the gateway</p> <p>Design for the appropriate space for crowds taking selfies away from pedestrian paths and vehicular traffic, if applicable</p> <p>Gateway feature should face/ address the edge of the street</p>	<p>Gateway feature design should respond and contributes to the surrounding built form</p> <p>New gateway design should be planned in conjunction with proposed development of a new district or a new building to ensure the gateway feature will be an integral component of the future development of the public realm</p>	<p>Type Face and size shall be readable at the specific road posted speed limit.</p> <p>Key words should be legible at driving speed, detailed information legible at pedestrian speeds</p> <p>Corporate marketing text/logos are not permitted</p> <p>Avoid shadow lines that may detract from the primary text</p> <p>High contrast between text and background must be achieved for legibility purposes</p>	<p>If gateway feature location coincides with an identified Public Art location (as per the City's Public Art Master Plan) ensure gateway feature incorporates, enhances or is designed as public art. If locations are identified in the Public Art Master Plan the development should be accelerated</p>	<p>Gateway features should be designed in accordance with City of Markham approved streetscape plantings and incorporate, when appropriate, distinctive adjacent development colours in addition to the City approved planting standards</p> <p>Select plant materials that will mature to desired heights and widths to ensure plant growth does not obscure</p> <p>Low maintenance materials that do not require annual pruning and are drought tolerant are important</p> <p>Landform and berming is encouraged when appropriate</p> <p>Have certified landscape architect and design professionals design and review the plans when required by City By-laws</p>	<p>Provide pedestrian scaled lighting designed to increase the feeling of safety to users and detract vandalism when appropriate</p> <p>Provide lighting schemes that relate to adjacent land uses and are an integral component of the feature's design</p> <p>Lighting scheme can not detract from driving conditions</p>
Perimeter Gateways: Public Transportation 400 Series Highway	<p>Gateway features shall be installed at identified GO Railway locations and 400 Series highway interchanges</p> <p>MTO and Metrolinx shall be consulted on location and provide approval when required</p>	<p>The size and design of the gateway feature should account for the high speed of movement through the gateway</p>	<p>Gateway feature should face/ address the railroad alignment or Highway alignment</p>	Not applicable	Same as above	Same as above and have certified landscape architect and design professionals design and review the plans when required by City By-laws	Same as above and have certified landscape architect and design professionals design and review the plans when required by City By-laws	Lighting scheme must relate to the gateway feature and is an integral component of the feature's design

6.2. GENERAL DESIGN GUIDELINES: INTERNAL GATEWAYS

Design Element	Location	Scale	Orientation	Transition to Buildings	Type Face	Public Art	Plantings	Lighting
Definition	Precise area gateway is placed	Size of gateway feature in relation to its surroundings	The positioning of the gateway feature	Scale of the gateway feature in relation to surrounding buildings	Type used on gateway feature, See section 6.3.2 for examples	See section 6.3.4 for examples	See section 6.3.5 for examples	See section 6.3.7 for examples
Internal Gateways:	Gateway features shall be installed at locations of identified road intersections, heritage districts and heritage area boundaries	The gateway will not interfere with existing desirable public and private movement and access to the space or abutting uses, including traffic, sidewalks, parking, utilities and snow storage	Room for multi-modal traffic flow through the space should be provided for around the gateway	Gateway feature design should respond and contributes to the surrounding built form	Type Face and size shall be readable at the specific road posted speed limit	If gateway feature location coincides with an identified Public Art location (as per the City's Public Art strategy) ensure gateway feature incorporates, enhances or is designed as public art	Gateway features should be designed in accordance with City of Markham approved streetscape plantings and incorporate, when appropriate, distinctive adjacent development colours in addition to the City approved planting standards	Provide pedestrian scaled lighting designed to increase the feeling of safety to users and detract vandalism when appropriate
Centre Residential	Exact gateway locations shall be approved by the Operations department and pertaining partners	The size of gateways should be in direct proportion to the scale of the adjacent right of way width and the surrounding landscape and/or buildings	Design for the appropriate space for crowds taking selfies away from pedestrian paths and vehicular traffic, if applicable	New gateway design should be planned in conjunction with proposed development of a new district or a new building to ensure the gateway feature will be an integral and integrated component of the future development public realm strategy	Key words should be legible at driving speed, detailed information legible at pedestrian speeds		Select plant materials that will mature to desired heights and widths to ensure plant growth does not obscure additional features of gateway the feature over time if the gateway has multiple features	Provide lighting schemes that relate to adjacent land uses and are an integral component of the feature's design
Centre Mixed-Use	(i.e. local neighbourhood associations, business district associations, Markham Heritage department, Rouge National Park, the Region and Metrolinx)				Corporate marketing text/logos are not permitted		Low maintenance materials that do not requires annual pruning and are drought tolerant are encouraged	
Centre Employment	Traffic and way finding signs shall not be obscured by gateway features				Avoid shadow lines that may detract from the primary text		Landform and berming is encouraged when appropriate	
Heritage	Site lines shall be respected as per City of Markham and Ontario Ministry of Transportation (MTO) guidelines				High contrast between text and background must be achieved for legibility purposes		Have certified landscape architect and design professionals design and review the plans when required by City By-laws	
Rouge National Urban Park	Heritage gateway features need to refer to City of Markham Heritage department standards. Heritage department approval of optimal gateway feature sites and approval of design features is required.						Temporary gateway plantings that celebrate Markham events are encouraged	
Public Transportation	The design shall avoid conflicts with utilities by being prepared with regards to the local utility plan.							

Gateways Elements

- Signage
- Type Face
- Architecture
- Art
- Plantings and Natural Features
- Arches
- Lighting

Guidelines for Linking Gateways

Guidelines for Maintenance and Materials

Guidelines for Community Involvement and Partnerships

7 IMPLEMENTATION

The City of Markham gateway master plan project implementation, prioritization and approval process must be developed and reviewed by all levels of Development Services and Community and Fire Services Commissions and brought to Council for endorsement of the final project process. This section provides a series of recommendations in support of process establishment.

GATEWAY PRIORITIZATION

Recommendation: A process is to be established to develop a strategy to prioritize gateway projects and their triggers.

All Gateways - As a first step regarding priority:

1. The gateway location coincides with the City of Markham's capital project or maintenance work.
2. There is growth related development funding available in the area of a gateway location.
3. Gateway location and type qualifies for the grant.

CITY OF MARKHAM GATEWAY APPROVAL PROCESS

Recommendation: An approval process is to be established to provide a thorough review of any gateway project from all impacted departments, prior to the project going to Council for final approval. The established process will also consider gateway project removal.

- Design approval for all gateways requires circulation to all departments and approval by Council.
- Gateways need to be designed in collaboration with the pertaining Provincial and Regional partners.
- Length of project lifespan (updates to the document)

When proposals for gateway development are submitted the City of Markham will review the submission to ensure that the following requirements are met:

1. Design Guidelines in Sections 6.1 and 6.2 of this report;
2. Gateway linking policies in Section 6.4 of this report;
3. Maintenance and Material Guidelines in Section 6.5 of this report;
4. Community and Partnership Guidelines in Section 6.6 of this report;
5. The gateway appropriately fits within its designated typology and sub-typology;
6. Any internal gateways is located within an established neighbourhood;
7. Financial feasibility exists;
8. Maintenance requirements and maintenance plan are feasible for the expected duration of the gateway installation;
9. The gateway does not create any perceived safety hazards;
10. If the gateway is perceived by the City to require professional review by an architect, landscape architect and/or urban designer the appropriate processes and approvals have been met;
11. The gateway supports and integrates with its surroundings and the existing community structure; and
12. The gateway supports and enhances Markham's identity.

THANK YOU