

Town of Markham Proposed Change To City Status



Public Information Meeting May 29, 2012



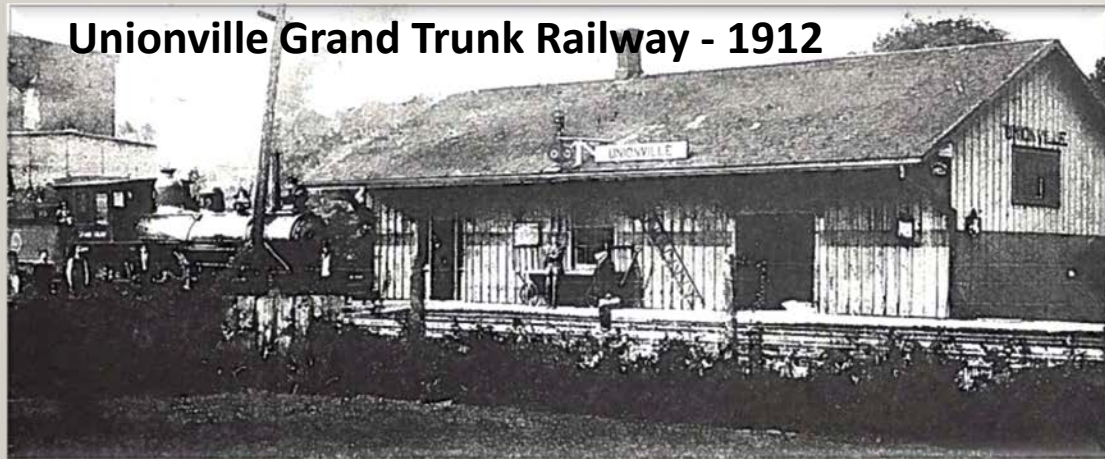
Today's Meeting

To learn more about

- **the staff recommendation for change in status,**
- **the renaming process,**
- **to hear your views on the proposal.**

Markham's History and Growth

- 1790's – construction of Yonge Street and land grants influenced establishment and growth of future Township of Markham



Markham's History and Growth

- Post-World War II –
Markham experiences
suburban growth from
Toronto

Main and Wellington Street 1955



**Markham Train Station
1912**

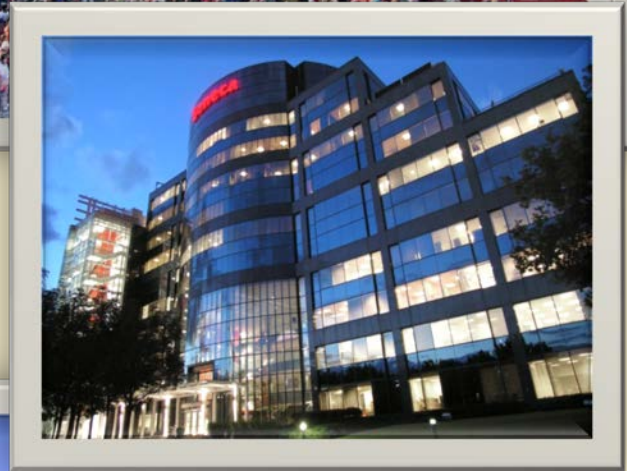


- 1969 – Markham Village incorporated as Town
- 1971 – Markham Township and current communities (Population – 70,000) incorporated as Town in York Region



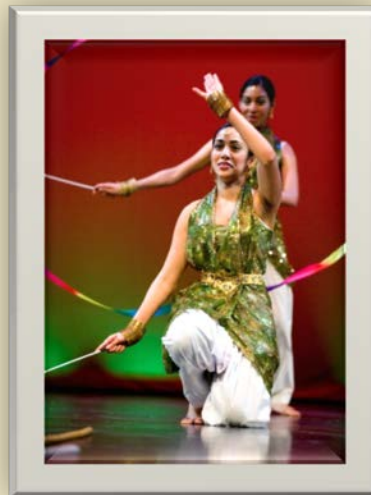
Markham Today

- 310,000 people
- 16th largest municipality in Canada
- 8,000 companies
- 900 high-tech and life sciences companies
- 400 corporate head offices



Markham Today

- Most ethnically diverse community in Canada
- Markham Motto
“Leading While Remembering”
- 1st Prince of Wales Award & Lieutenant Governor Awards for Heritage



Markham's Unique Reputation

- Financially sound
- Globally connected
- Strategically focused
- Sustainable
- Diverse
- Leads While Remembering



Building the Markham Brand

- Need to compete in a global environment for consumers, tourists, business and investment.
- Need to emphasize what we are – a quality place to live and work
 - leaders in business, innovation, service delivery
- Need to avoid confusion about who we are
 - a thriving urban community with the size and urban fabric typical of cities

Benefits of City Status

- Provides unifying focus of our overall identity
 - Continues to preserve and celebrate our neighbourhoods, historic villages, hamlets and communities
 - Recognition of Markham's urban status
- Corrects confusing perceptions
- Attracts and retains talented people
- Promotes civic pride and advocacy
- Strengthens our brand for national/international marketing

Markham's Communities

- On May 7, 2012, General Committee revised a report clause to emphasize the continued significance of Markham's communities:

“Whereas Markham's communities such as Markham, Milliken Mills, Thornhill and Unionville including villages and hamlets will remain integral to Markham's identity, and our rich heritage will continue to reflect who we are and where we have come from regardless of our municipal status”

Effective Date

- On May 7, 2012, General Committee asked staff for a list of effective dates with historical significance
- Staff researched a list of 23 possibilities including:
 - **April 19, 1719**, birth of William Markham
 - **August 20, 1994**, monument honouring 200th anniversary of arrival of early settlers, located on Civic Centre grounds
 - **September 17, 1991**, Markham Berczy Settlers Association received Letters Patent for original Berczy settlers
 - **Dec. 10, 1744**, Birth of William Berczy
 - **July 1**, Canada Day, and date Township of Markham centennial celebrated in 1950

Support for City Status

- Markham Board of Trade
- Seneca College
- York Technology Alliance
- Richmond Hill Markham Chinese Business Association
- Association of Chinese Canadian Entrepreneurs
- Markham's Economic Alliance partners

Legal framework & implementation

- Requires municipal by-law, made under Section 187 of Municipal Act
- Copy of by-law forwarded for information purposes only to; Director of Titles (Land Titles Act), the Minister of Municipal Affairs & Housing & Federation of Canadian Municipalities
- Name change does not affect rights and obligations as a lower tier municipality in York Region
- Effective date and celebration to be determined by Council
- Stationary, signs, and branded materials retired at time of normal life cycle replacement
- MTO currently updating population signage on 400-series highways – name change could be included on signs at no cost to Markham

Discussion

