

Appendix 'E'

Study Recommendations

Final Recommendations

1. **Vision Plan** - That City Council accepts this document as the general consensus 30 year vision for Main Street, Unionville.
2. **Regulatory Documents** - That the City work to put in place the regulatory frameworks that will deliver the vision; provide a new Secondary Plan and Precinct Plan that is based on this vision, and commission a Pattern Book to guide the architecture.
3. **Trustee** - That the City work with the ownership group(s) to put in place a Development Manager or Trustee to facilitate the ability of the group to work together to achieve the ends outlined in the vision.
4. **Residential Intensification** - That the City support residential intensification opportunities in the commercial core area and along Highway 7 at an appropriate scale, massing and design to sustain the commercial businesses in the village.
5. **Urban Retail** - That the City and BIA monitor the impact and ramifications associated with the recent changes to permitted land uses in the commercial core area.
6. **Parking Optimization** - Because providing parking on site is one of the biggest challenges to redevelopment, we encourage the City is encouraged to consider the following parking recommendations:
 - Differentiate between the challenges associated with festival and event parking verses every day and weekend parking. Address the challenge of event parking with remote parking facilities and shuttle services.

- Introduce parking management practices, provide parking requirements based on performance standards, reinstate a cash-in-lieu of parking program that could generate funds for parking related improvements, improve way finding to parking, provide bike racks, acknowledge and manage on-street parking in the broader community toward meeting parking needs.
7. **Parking Linchpin** - That the City commit to work with TRCA to explore the possibility of a parking facility on the East Side of Main Street as shown in the concept plan. This is the lynch-pin of the long term vision, and without it, redevelopment becomes very limited and difficult. Political will, staff involvement, and a great deal of co-operation and coordination with the TRCA will be required.
 8. **Anchor** - That the Unionville BIA and future ownership group Development Manager work to achieve a key commercial anchor in the historic core area.
 9. **Public Washrooms** - That the city commit to an immediate priority to locate public washrooms in the small central square, located on City owned land on the east side of Main Street and that it be carefully coordinated with other important components of the masterplan including the accessibly lift and parking platform.
 10. **Greening Mainstreet** - That the City take guidance from the streetscape concepts explored as part of the vision and undertake a Streetscape Beautification initiative. A streetscape that is more comfortable, more accommodating, and the reestablishment of a green canopy will contribute to the regeneration of Main Street.

11. **Rouge River Trail Portal** - That the City as a strategic partner with Rouge National Urban Park , use the Vision Plan to apply for funding for a new portal and orientation pavilion into the Rouge River Trail System at the corner of Main Street and Carlton Rd. Located on a tributary of the Rouge Park, MSU Main Street Unionville is an important historic and beautiful village that would add a significant destination in the park system, the largest urban park in North America.
12. **Highway 7 Underpass** - That the City work with York Region and railway authorities to eliminate the need for a underpass to accommodate the railway crossing on Highway 7. This feature if implemented would be exceptionally disruptive to the community and detrimental to Highway 7 revitalization.
13. **Narrative Branding** - That the Unionville BIA, in co-operation with the City undertake a new branding and marketing initiative to reposition Main Street taking into account the opportunities created by the new vision plan. The marketing effort needs to be lead by a highly skilled individual with strong connections to the retail and developer community who can work effectively with property owners and the City.
14. **Village Champions** - That the City should harness the skills and energy of the many talented, intelligent and passionate individuals, and groups, for example the URA and UVA, who live in and love the village and want to actively contribute to the long view and sustainability of the Village. They should be tapped to champion specific aspects, focus areas and other related initiatives to catalyze and realize the vision.

15. **Strategic Partnerships** - That the City should use the Vision Plan to form alliances and partnerships with key organizations that have been instrumental in realizing similar historically significant revitalization projects in the GTA like Artscape, Evergreen and others, as well as utilizing the City of Markham's Economic Development Office to involve the strong Markham Corporate community in strategic partnerships, perhaps with branding opportunities, to further realize specific projects within the plan like the Toogood Pond Amphitheatre.
16. **Precedent** - That the City further investigate Poundbury, UK to understand how this new village is conceived to be an appropriate addition to an existing historic small scale village.
17. **Citizen Involvement** - That the City consider maintaining the Main Street Unionville Committee with a new mandate of overseeing the progress of the vision, reviewing the impact of recent official plan and zoning changes to ensure they are functioning effectively, and advancing public improvements to the area.
18. **Control Architect** - That in addition to the regulatory documents, the City put in place a Control Architect who will work with property owners, if requested and review proposals architecturally for compliance with the vision. The City would review compliance with the Precinct Plan and Heritage Guidelines, and the Control Architect would specifically review proposals for the quality of the architectural design and conformance with the Pattern Book.