



E

# THE VILLAGE OF UNIONVILLE

MAIN STREET UNIONVILLE  
COMMUNITY VISION PLAN

VERSION 3.1

NOVEMBER 4, 2014.







## THE SUSTAINABLE VILLAGE

**I**t bears repeating that none of the recommendations presented thus far exists in isolation, and that implementing only one or two parts of the Vision Plan will solve the interconnected problems of the village.

Overlaying the detail ideas presented thus far for each of the focus areas are strategies and conceptual plans designed to unify and strengthen the results. As with all of the team's recommendations, these concepts have varying timelines associated with them. As the City of Markham acts on the plan, and as the village evolves, concepts can be updated and adapted to changing circumstances.

This section highlights key concepts that functionally support or extend the Main Street and overall masterplan :

- Streetscape Strategy
- Parking Strategy
- Environmental Sustainability
- Rouge River Walk





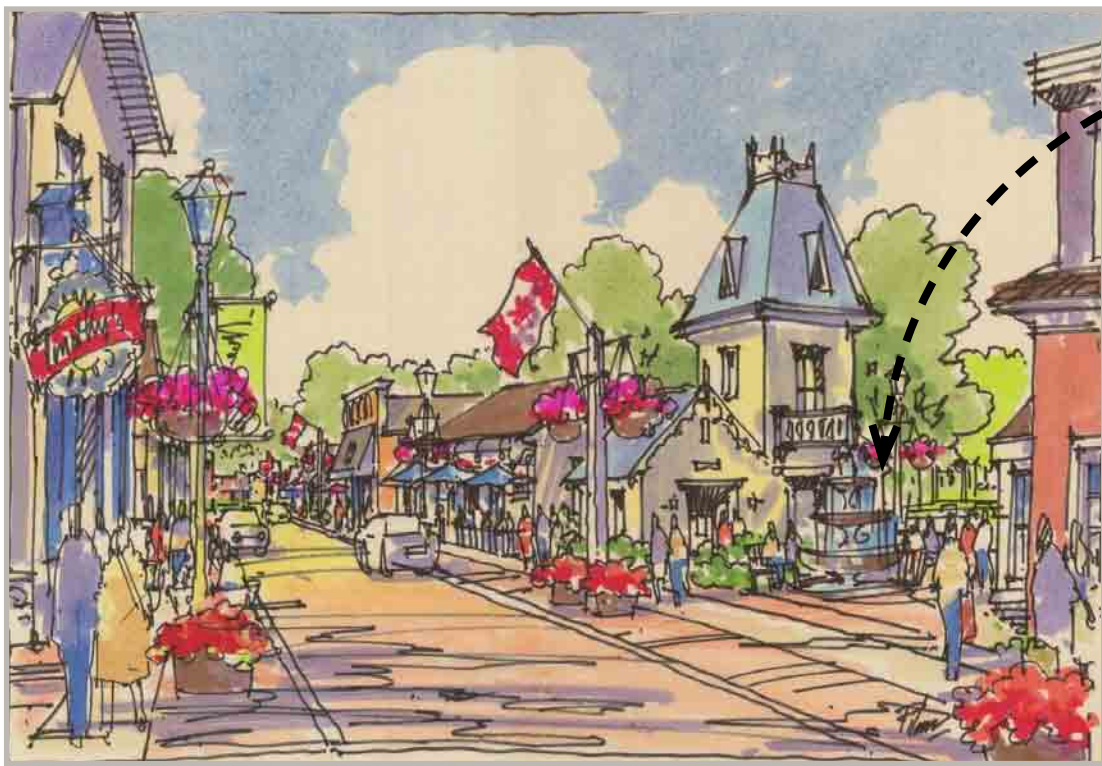
# STREETSCAPE STRATEGY

Last addressed 25 years ago, the streetscape of Main Street Unionville needs attention. A Streetscape Improvement Program is a common way for Main Street retail districts to refresh, organize and catalyze change. The heart and soul of Unionville is a walkable, traditional Main Street, and addressing the needs and opportunities of this street is a vital component of the overall Vision. A careful analysis was undertaken to inventory all the elements of the street itself through a series of mappings. Some of the findings include:

- Traffic calming devices need to be employed to slow vehicular traffic.
- Sidewalks are often crowded and uncomfortable;
- Lay-by parking is not clearly designated and encroaches on the sidewalks.
- There are insufficient amenities including: seating and patio areas, bike parking, street trees (notably absent, especially in the core), and uncoordinated street furnishings.

Many streetscaping elements can serve multiple purposes. New light standards, for example, can function to coordinate banners and signage, and provide a mast for draping festival lighting across the street to stage seasonal events.

An important issue with many residents is the restorative greening of Main Street Unionville. Recalling historic photographs of Main Street Unionville lined with street trees, new trees can provide an image consistent with a picturesque Village, one of areas of sunshine interspersed with areas of deep shade. The restorative street tree plan emphasizes ‘gateways’ formed by clustering trees at three key locations: North Gate at Carlton Road, Centre Square, and South Gate in the Stiver Mill/ Planing Mill area. Additionally, the plan intersperses other, more singular tree plantings along the street to complete the picturesque quality.



View showing small Centre Square on the east side with lift and public washrooms



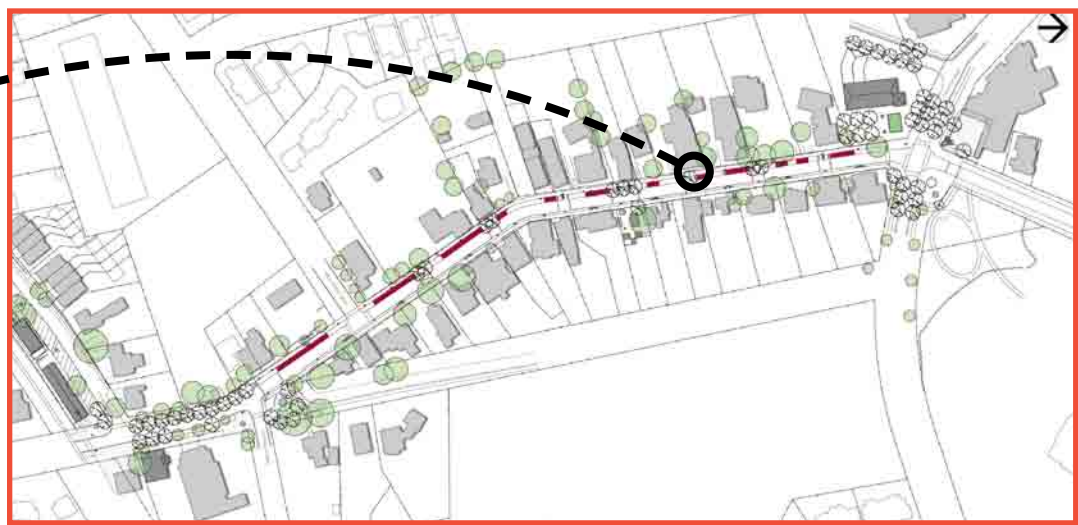
Sketch showing prototypical platform patio in the parking strip



Formal Entrances to Main Street



Increase Street Trees - Restorative picturesque grouping of trees



Temporary Patio Opportunities







Winter Theme - Street lighting can create a framework for staging events



Temporary Patio Opportunities



Temporary Patio Platform



Street Furniture - a wayfinding kiosk, narrative signage and bollards, all co-ordinated elements of the streetscape can send a clear message of order and a district that is a "higher order" destination.

The streetscape strategy is more fully presented in the report by Ferris & Associates, which can be obtained from the City of Markham on request.

**Specific aspects of the Streetscape concept design are:**

- Create decorative paving that calms traffic and organizes lay-by parking and amenities.
- Provide a consistent accessible pedestrian sidewalk zone of 2 metres in width that organizes streetscape elements into the design.
- Design a prototypical patio platform that could be erected during summer months as a temporary structure that expands seating areas in front of restaurants.
- Provide new streetscape elements—new light standards that allow festival lighting to be strung across the street; new street furniture and trash bins; maintain electrical transformers below-ground—or in the worst case—place transformers behind buildings.
- Increase opportunities for street trees while maintaining a picturesque aspect, in other words, by avoiding predictable regularity in planting. The street section is largely paved and there are only limited zones where trees can actually be planted. Clustering trees into smaller groups sets a casual, natural pattern that can be designed around key gateway locations and other places in the plan to supplement the tree canopy.
- Summer months vs. winter months—Streetscape infrastructure should be adaptable to changes in seasonal requirements, and promote active use year-round. For example, by utilizing street lighting with pole extensions, winter-themed banners and holiday lighting can be ‘staged’ or draped across the street section creating dramatic effects. In the summer, the same pole extensions could support flower baskets, banners and flags, or other summer-themed accessories.



MAIN STREET - EXISTING PROGRAM AND PARKING DISTRIBUTION

Existing Conditions

There is a direct relationship between the success of a retail district such as Main Street Unionville and its parking supply. Optimized parking throughout the Village core will ease access and support the functionality of Main Street Unionville by creating a predictable supply of parking and an orderly experience for visitors and residents arriving and departing the area.

Currently, most parking spaces are located in private lots, with the largest supply provided on the East Side. Lay-by parking is available on the west side of Main Street, but only during the weekdays and before 6:00 pm. The typical private parking lot is constrained by the size and configuration of the building lot on which it resides, is less than optimal in its layout, and must provide its own access drive. As a result, these parking lots often lack the capacity to provide enough parking during peak use, particularly on smaller lots. The inequity of this arrangement naturally creates a lot of friction between landowners. Cooperation between landowners, the City, and residents is required to develop a broad-based parking plan that can stabilize disparate interests and optimize parking throughout the Village core.

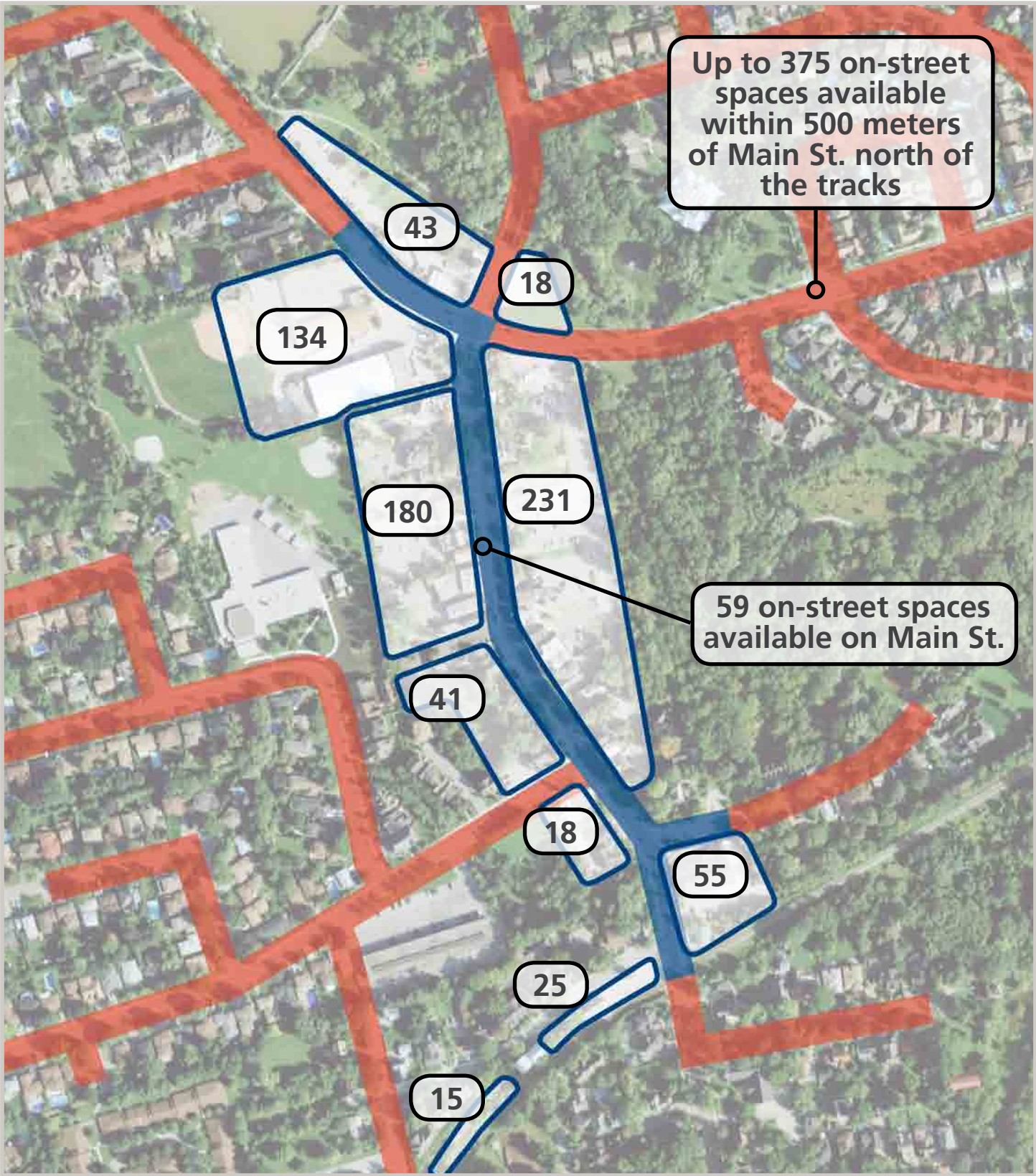
Combined with the plan’s vision for building expansion, these conditions suggest the problem of parking in the Village needs to be solved holistically and in concert with new growth opportunities. The parking recommendations of the Vision Plan are multifaceted and incorporate numerous strategies, from the refinement of parking layouts on individual lots, to providing a consolidated parking facility on the East Side, as well as promoting a ‘park-once’ concept where a visitor uses a single space to walk to multiple destinations within the Village. During festivals and special events, flexing parking capacity to meet demand would employ programs such as shuttle services to satellite parking locations off-site, such as the Markham Centre GO Station. This is the broad-based thinking required to fully realize a predictable parking supply for the Village.

EXISTING PROGRAM			
LAND USE	AREA (M²) / UNITS	PARKING RATIO	PARKING REQUIRED
Retail	4,087	1 / 30 m²	151
Restaurant	2,305	1 / 9 m²	263
Other	802	1 / 30 m²	27
PROGRAM SUBTOTAL	7,194	-	441
TOTAL PROGRAM PARKING REQUIRED			441

EXISTING VENUES	
VENUE	PARKING PROVIDED
Varley Art Gallery	43
Crosby Memorial Arena	77
Crosby Park	
Unionville Curling Club	57
Farmers' Market	40
Stiver Mill	
Station Building	
EXISTING SUBTOTAL	217
TOTAL VENUE PARKING PROVIDED	217

PARKING NEEDED	PARKING PROVIDED	PARKING BALANCE	AVAILABLE ON-STREET
658*	760**	102	434

\*GENERALLY COMPLIES WITH THE FINDINGS FROM THE 2002 MAIN STREET UNIONVILLE LAND USE AND PARKING STUDY FOR PEAK DEMAND OF 578 SPACES.  
\*\* DOES NOT INCLUDE 59 ON-STREET PARKING SPACES ON MAIN STREET

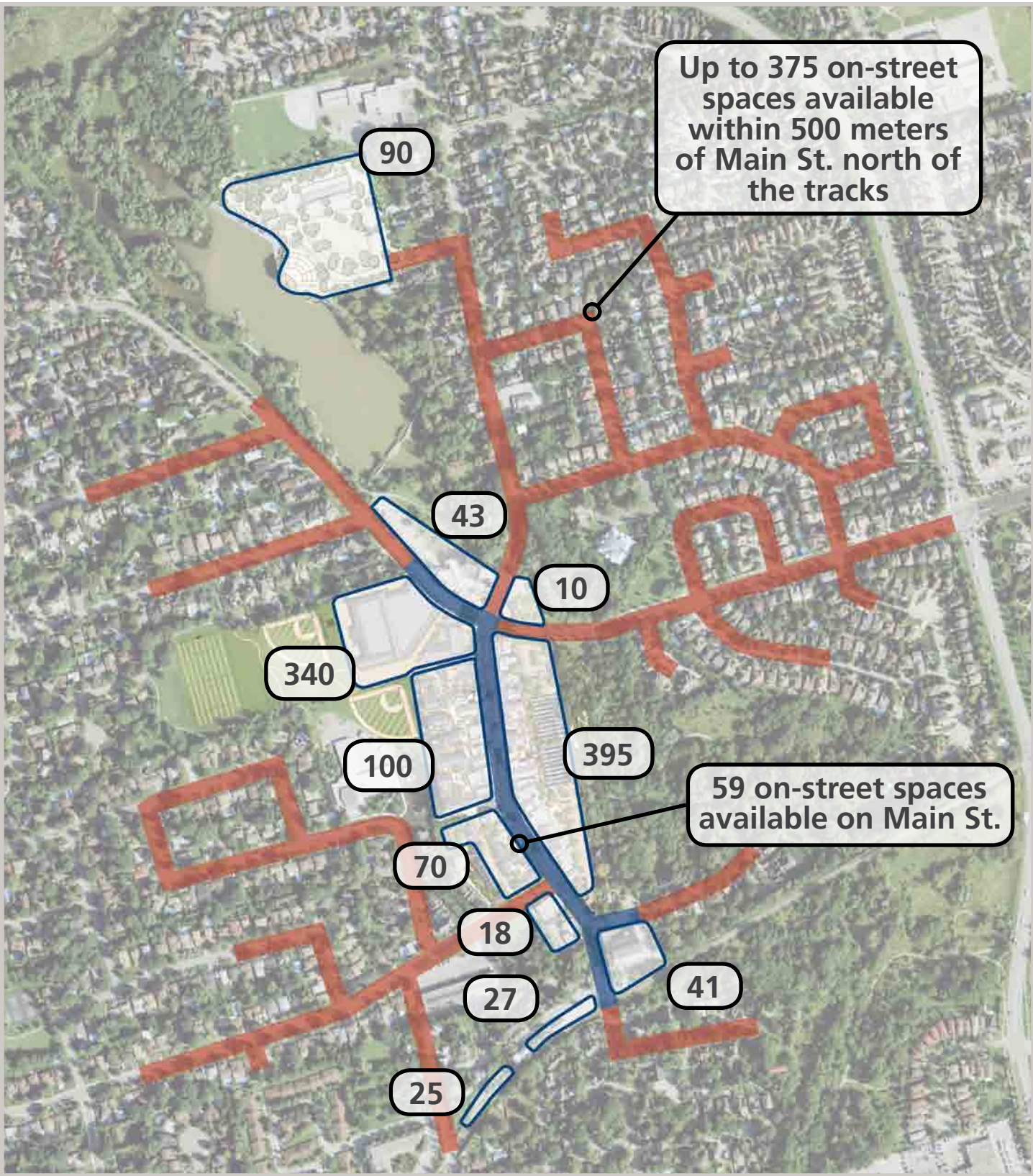


Exsiting Parking Program





MAIN STREET - PROPOSED PROGRAM AND PARKING DISTRIBUTION  
NEW COMMUNITY CENTRE AND EAST SIDE PARKING DECK



Proposed Parking Program - with expanded Crosby Arena

EXISTING PROGRAM			
LAND USE	AREA (M²) / UNITS	PARKING RATIO	PARKING REQUIRED
Retail	4,087	1 / 30 m²	151
Restaurant	2,305	1 / 9 m²	263
Other	802	1 / 30 m²	27
PROGRAM SUBTOTAL	7,194	-	441

PROPOSED ADDITIONAL PROGRAM			
LAND USE	AREA (M²) / UNITS	PARKING RATIO	PARKING REQUIRED
New Ground-floor Comm.*	4,120	1 / 13.85 m²	297
Hotel	30	1 / room	30
Condominiums	75	1.5 / unit	113
Apartments	61	1.2 / unit	73
Townhouses	16	2 / unit	32
PROPOSED SUBTOTAL	4,120	-	545

TOTAL PROGRAM PARKING REQUIRED	986
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\*Ground Floor Commercial Parking Ratio weighted to factor in a 50/50 mix of Retail and Restaurant

EXISTING VENUES	
VENUE	*PARKING PROVIDED
Varley Art Gallery	43
Farmers' Market	52*
Stiver Mill	
Station Building	
EXISTING SUBTOTAL	95

\*12 additional parking are spaces available after reconfiguring.

PROPOSED VENUES	
VENUE	**PARKING PROVIDED
New Crosby Community Centre	250
Crosby Park	
New Unionville Curling Club	90
Toogood Pond Amphitheater	
PROPOSED SUBTOTAL	340

TOTAL VENUE PARKING PROVIDED *	435
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\*\*Venue parking provisions are based on a reasonable assumption of need and current supply. Event parking needs to be considered on a regional basis.

PARKING NEEDED	PARKING PROVIDED	PARKING BALANCE	AVAILABLE ON-STREET
1,421	1,159	-262	434

The parking analysis and discussion is more fully presented in the report by Arup, which can be obtained from the City of Markham on request.

Parking Recommendations

- Determine actual needs for daily and weekend parking, and differentiate between everyday needs and festival needs. Festival parking needs overwhelm the area, and should include satellite support locations. The remote parking locations are identified in the report, to and from which shuttle busses should be provided to address event parking needs.
- Allow some percentage of the requirement to be on-street parking. As many as 485 spaces could be taken advantage of within a five-minute walk of Main Street Unionville destinations.
- Accept a Payment-in-lieu-of-parking program for the commercial component of a redevelopment program. The payments can provide monies for other recommended programs. The residential program will typically park one level below ground on site.
- Initially, optimize parking on the east side. The MMM parking study was never implemented. A trustee needs to be put in place to organize the ownership group and realize the benefit of a unified plan.
- Above this optimized parking layout, build a one-storey parking platform on the East Side. Level with Main Street Unionville, the platform will park 134 cars in a location strategically located convenient to the Main Street Unionville core.

The parking plan and tabulations presented on p 145 detail the program for the final masterplan, including a new community centre and a parking platform on the east side. Alternate scenarios are presented on p 146-147 based on program variations and an optional parking deck location behind the Curling Club.



MAIN STREET - PROPOSED PROGRAM AND PARKING DISTRIBUTION - ALTERNATE 1

Alternate Plan 1

- Keep Curling Club and Crosby Arena
- East Side Parking Deck

EXISTING PROGRAM			
LAND USE	AREA (M²) / UNITS	PARKING RATIO	PARKING REQUIRED
Retail	4,087	1 / 30 m²	151
Restaurant	2,305	1 / 9 m²	263
Other	802	1 / 30 m²	27
PROGRAM SUBTOTAL	7,194	-	441

PROPOSED ADDITIONAL PROGRAM			
LAND USE	AREA (M²) / UNITS	PARKING RATIO	PARKING REQUIRED
New Ground-floor Comm.**	3,620	1 / 13.85 m²	261
Hotel	30	1 / room	30
Condominiums	75	1.5 / unit	113
Apartments	31	1.2 / unit	37
Townhouses	16	2 / unit	32
PROPOSED SUBTOTAL	3,620	-	473

TOTAL PROGRAM PARKING REQUIRED	914
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\*Ground Floor Commercial Parking Ratio weighted to factor in a 50/50 mix of Retail and Restaurant

EXISTING VENUES	
VENUE	*PARKING PROVIDED
Varley Art Gallery	43
Crosby Memorial Arena	77
Crosby Park	
Unionville Curling Club	57
Farmers' Market	52*
Stiver Mill	
Station Building	
EXISTING SUBTOTAL	229

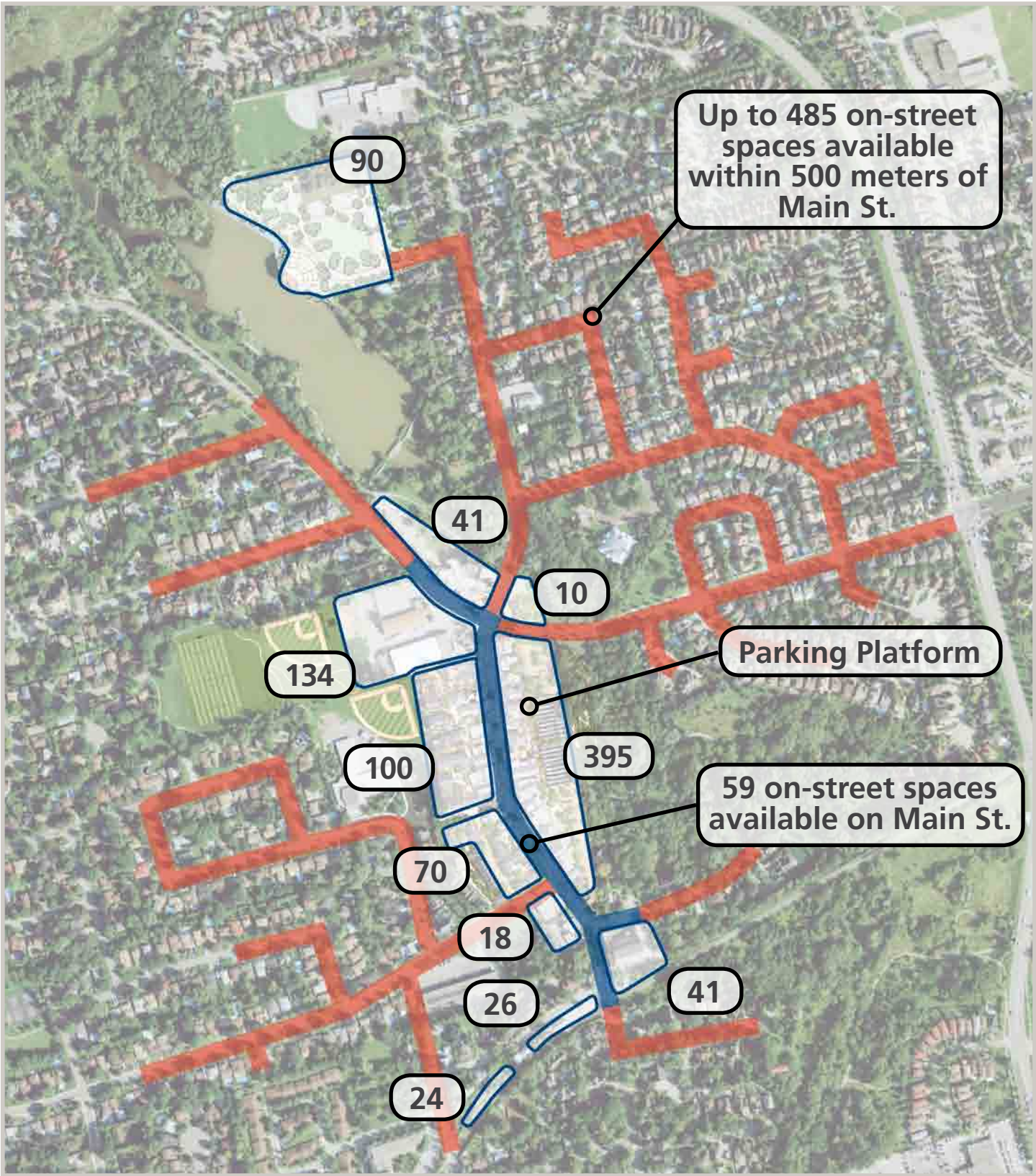
12\* additional parking are spaces available after reconfiguring.

PROPOSED VENUES	
VENUE	*PARKING PROVIDED
Toogood Pond Amphitheater	90
PROPOSED SUBTOTAL	90

TOTAL VENUE PARKING PROVIDED *	319
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\*Venue parking provisions are based on a reasonable assumption of need and current supply. Event parking needs to be considered on a regional basis.

PARKING NEEDED	PARKING PROVIDED	PARKING BALANCE	AVAILABLE ON-STREET
1,233	953	-280	434

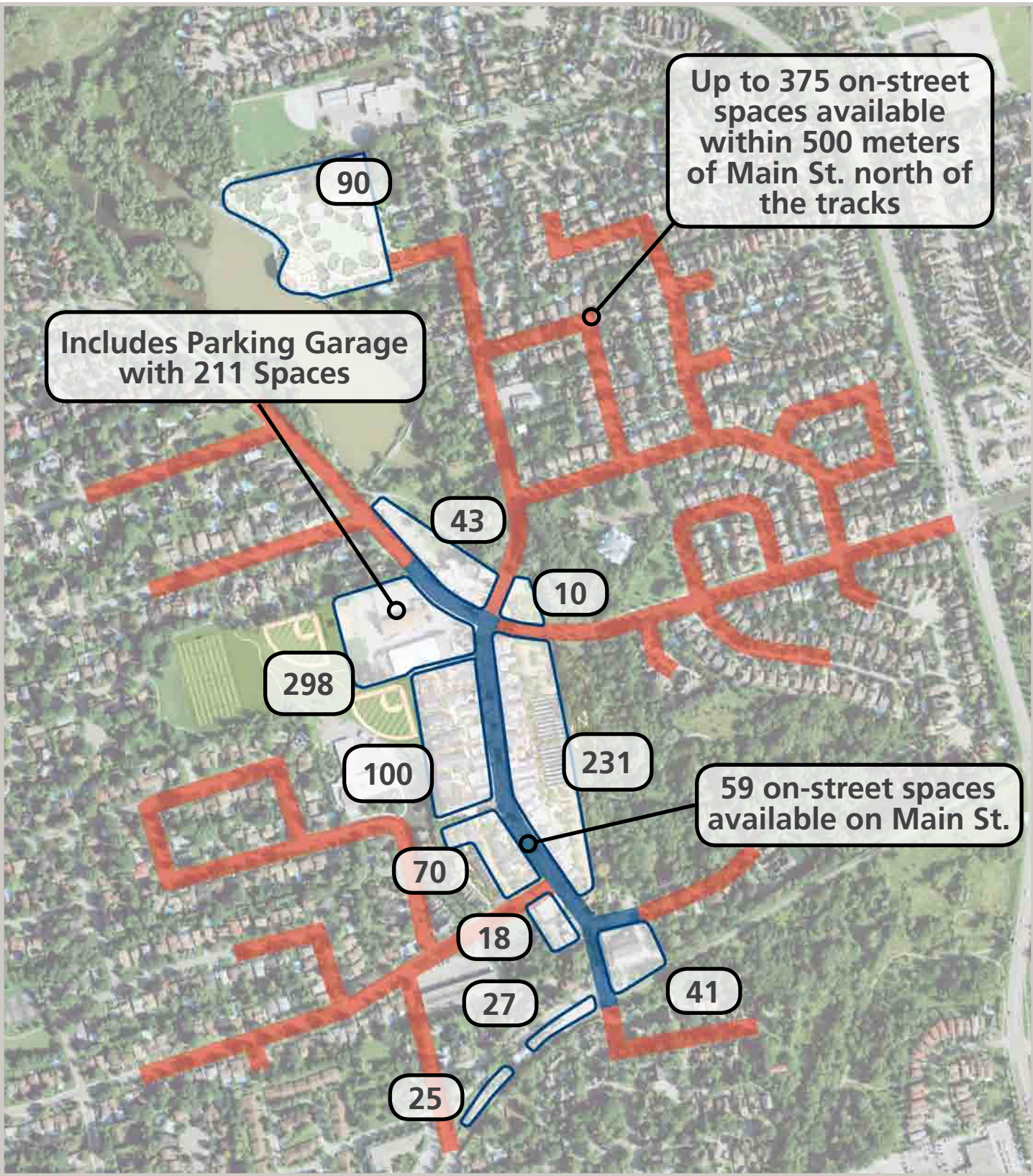


Proposed Parking Program - without Expanded Crosby Arena





MAIN STREET - PROPOSED PROGRAM AND PARKING DISTRIBUTION - ALTERNATE 2



Proposed Parking Program - without East Side Garage

EXISTING PROGRAM			
LAND USE	AREA (M <sup>2</sup> ) / UNITS	PARKING RATIO	PARKING REQUIRED
Retail	4,087	1 / 30 m <sup>2</sup>	151
Restaurant	2,305	1 / 9 m <sup>2</sup>	263
Other	802	1 / 30 m <sup>2</sup>	27
PROGRAM SUBTOTAL	7,194	-	441

PROPOSED ADDITIONAL PROGRAM			
LAND USE	AREA (M <sup>2</sup> ) / UNITS	PARKING RATIO	PARKING REQUIRED
New Ground-floor Comm.*	3,620	1 / 13.85 m <sup>2</sup>	261
Hotel	30	1 / room	30
Condominiums	75	1.5 / unit	113
Apartments	31	1.2 / unit	37
Townhouses	16	2 / unit	32
PROPOSED SUBTOTAL	3,620	-	473

TOTAL PROGRAM PARKING REQUIRED	914
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\*Ground Floor Commercial Parking Ratio weighted to factor in a 50/50 mix of Retail and Restaurant

EXISTING VENUES	
VENUE	*PARKING PROVIDED
Varley Art Gallery	43
Crosby Memorial Arena	77
Crosby Park	
Unionville Curling Club	57
Farmers' Market	52*
Stiver Mill	
Station Building	
EXISTING SUBTOTAL	229

\*12 additional parking are spaces available after reconfiguring.

PROPOSED VENUES	
VENUE	**PARKING PROVIDED
Toogood Pond Amphitheater	90
PROPOSED SUBTOTAL	90

TOTAL VENUE PARKING PROVIDED **	319
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\*\*Venue parking provisions are based on a reasonable assumption of need and current supply. Event parking needs to be considered on a regional basis.

PARKING NEEDED	PARKING PROVIDED	PARKING BALANCE	AVAILABLE ON-STREET
1,233	953	-280	434

Alternate Plan 2

- Keep Curling Club and Crosby Arena
- Replacing East Side Parking Deck with a Garage behind the Curling Club



# ENVIRONMENTAL SUSTAINABILITY

Just as the plan envisions the social and economic sustainability of the Village, it also provides a framework for long-term environmental sustainability, seamlessly integrating current best-practice design features into the buildings and infrastructure works proposed in the plan:

1. Provide a mix of uses within easy walking distance of one another and promote ‘park-once’ strategy to reduce trip generation.
2. Provide additional tree plantings on Main Street Unionville to beautify the streetscape, provide natural shade, improve outdoor air quality, and reduce heat-island effects.
3. Provide additional tree and indigenous plantings within at-grade surface parking lots to create ‘green’ parking areas that blend into the adjacent forested land.
4. Provide a Solar Photovoltaic System, placed above the upper deck of the parking platform, with a capacity to produce 600kwh, generating enough electricity to power Main Street Unionville streetlights and other uses in the Village Core on an annual basis. Additionally, Solar Panels would double as sun shading devices that reduce heat-island effects and mitigate heating impacts on parked vehicles.
5. Harvest rainwater from roofs and other impervious surfaces, store in cisterns and reuse for irrigation of terrace plantings, as well as other grey-water purposes.
6. Provide a Subsurface Retention System below the Concession Road level of the combined Parking Facility, using infiltration galleries to capture and filter run-off from impervious surfaces including the parking platform, while

adding volume to the floodplain to manage storm water runoff and mitigate flood events.

7. Promote sustainable modes of transportation by providing electric car charging stations and ample bike parking.
8. Facilitate access to the Rouge River Valley Trail System via pedestrianways through the Main Street Unionville-level parking platform, creating an east-west axis connecting Main Street Unionville to the Rouge River Valley parkland.
9. Provide an accessibility lift from the Concession Road level to the Main Street Unionville level to facilitate pedestrian movement.
10. Employ a higher standard of construction that results in more energy efficient buildings.



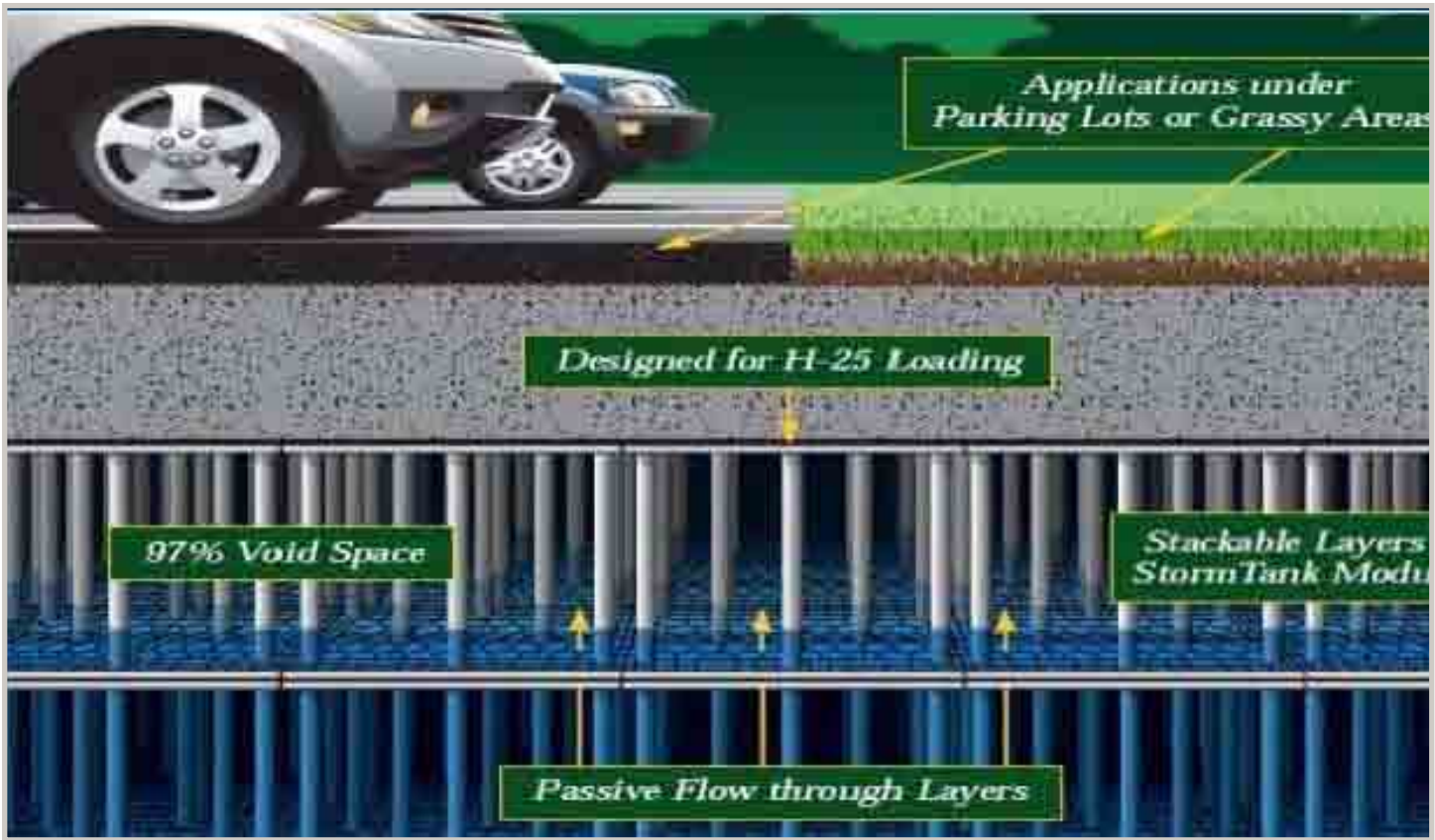
Electric Smart Car



Photovoltaic Array



Vertical Green Screen

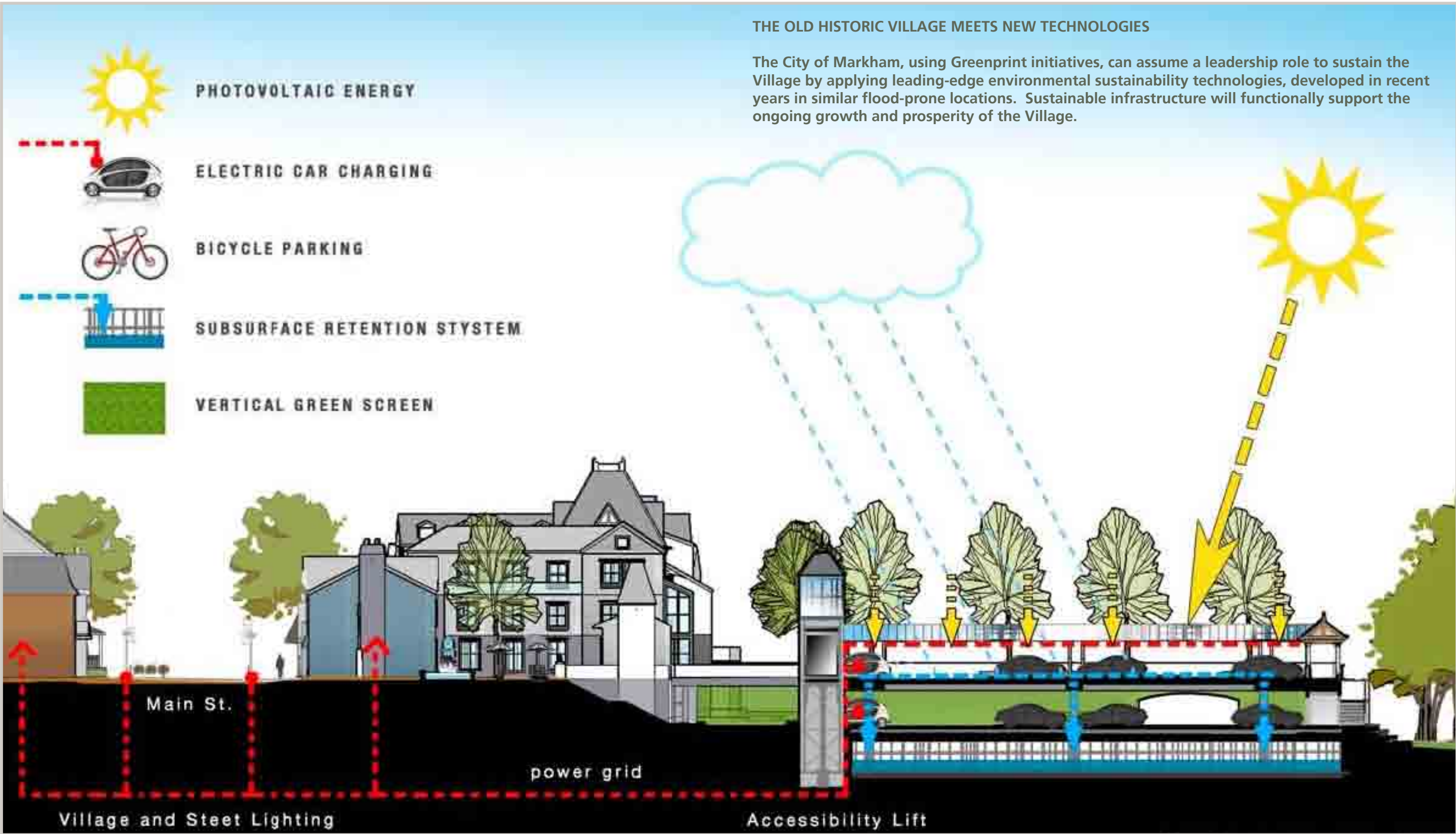


Subsurface Infiltration Gallery



THE OLD HISTORIC VILLAGE MEETS NEW TECHNOLOGIES

The City of Markham, using Greenprint initiatives, can assume a leadership role to sustain the Village by applying leading-edge environmental sustainability technologies, developed in recent years in similar flood-prone locations. Sustainable infrastructure will functionally support the ongoing growth and prosperity of the Village.



Environmental Transect of the Main Street and the East Side valley showing how sustainable infrastructure supports the Village



# ENVIRONMENTAL SUSTAINABILITY

## TRCA Initiatives - Toronto

### Evergreen Brick Works

The Evergreen Brick Works is TRCA's flagship project located in the Don Valley. This reclamation project, perhaps the most advanced application of sustainable technologies in the GTA, tackled numerous site challenges including brownfield conditions, floodplain constraints, and retention of historic buildings to create a unique environmental campus. The project is not easily accessible by transit and a sizeable parking lot area similar to that of the east side of Main Street Unionville (MSU) was required with site mitigation technologies.

Many of the proven techniques applied at the Brick Works can be deployed at MSU to support the future growth of the Village in a similarly environmentally sensitive area adjacent to the Rouge Valley.



Parking lot reinterpreted - notice no asphalt



The Brick Works Campus - Leading edge technologies applied to a significant flood prone location





These technologies can be applied to the Village to facilitate future growth next to the Rouge using best practices of green design.

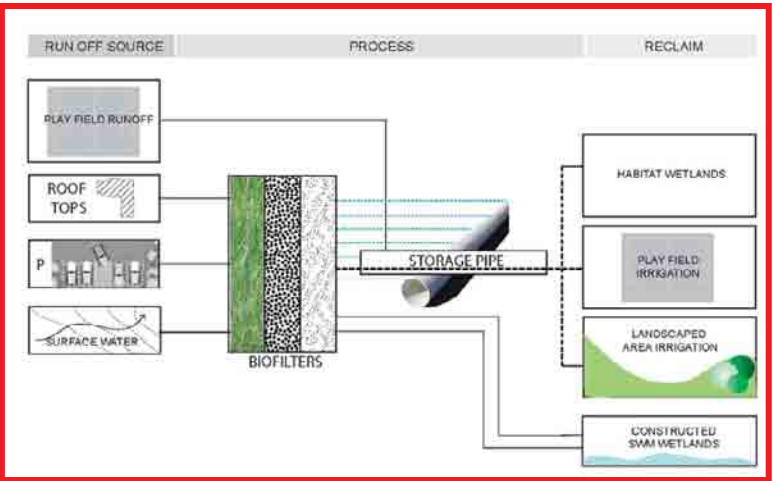


Diagram of sub-surface technology that enables this unique sport campus to occur in the flood way of the Rouge River Valley



A huge cistern below field areas collects storm water

**TRCA Initiatives - Markham**  
**Bill Crothers Secondary Sports School (BCSS)**

The Bill Crothers Secondary School and 30-acre sport campus employs a host of sustainable and urban design strategies that reflect the larger sustainable practices being pursued by the Municipality's Greenprint Initiatives. Because the campus is situated in the Rouge River flood plain, the Municipality worked collaboratively with the York Region District School Board and the TRCA to apply leading-edge technologies to manage and enhance the ecosystem including infiltration galleries, a huge subsurface cistern, and bio-filters to handle rain water, surface run-off and flooding. A water collection and retention system was required to capture rainwater from the roof of the new school along with rainwater on the new sports fields and reuse it for irrigation during the summer.

Schollen & Company's award winning design for the landscape was conceived to integrate with, not simply complement, both the architecture and the site and was developed based on a recognition of the functional attributes of landscape elements with respect to micro climate modification, energy efficiency and stormwater management principles. This kind of integrated approach to site design will be required to achieve the parking platform and other concepts in the Village Masterplan. These proven technologies are essential to facilitate future growth next to the Rouge using best practices of green design.



Sports fields at surface level



# ROUGE RIVER WALK

## Rouge River Valley Trail System

Main Street Unionville is uniquely situated to take advantage of the tremendous recreational opportunity afforded by the Rouge River Valley Park and Trail System. The river and its tributary Bruce Creek are part of a much larger Toronto Area Park system that contains over 600 km of trails. In those locations where the Park System intersects and borders on the Main Street Unionville core, the plan envisions connections to the trails at multiple strategic locations: at Toogood Pond Park, at the Orientation Pavilion at the intersection of Main Street Unionville and Carlton Road, and from Main Street Unionville through Centre Square and the Parking Facility.



Existing Trail Connection near Main and Carlton



Local Rouge River Valley Trails



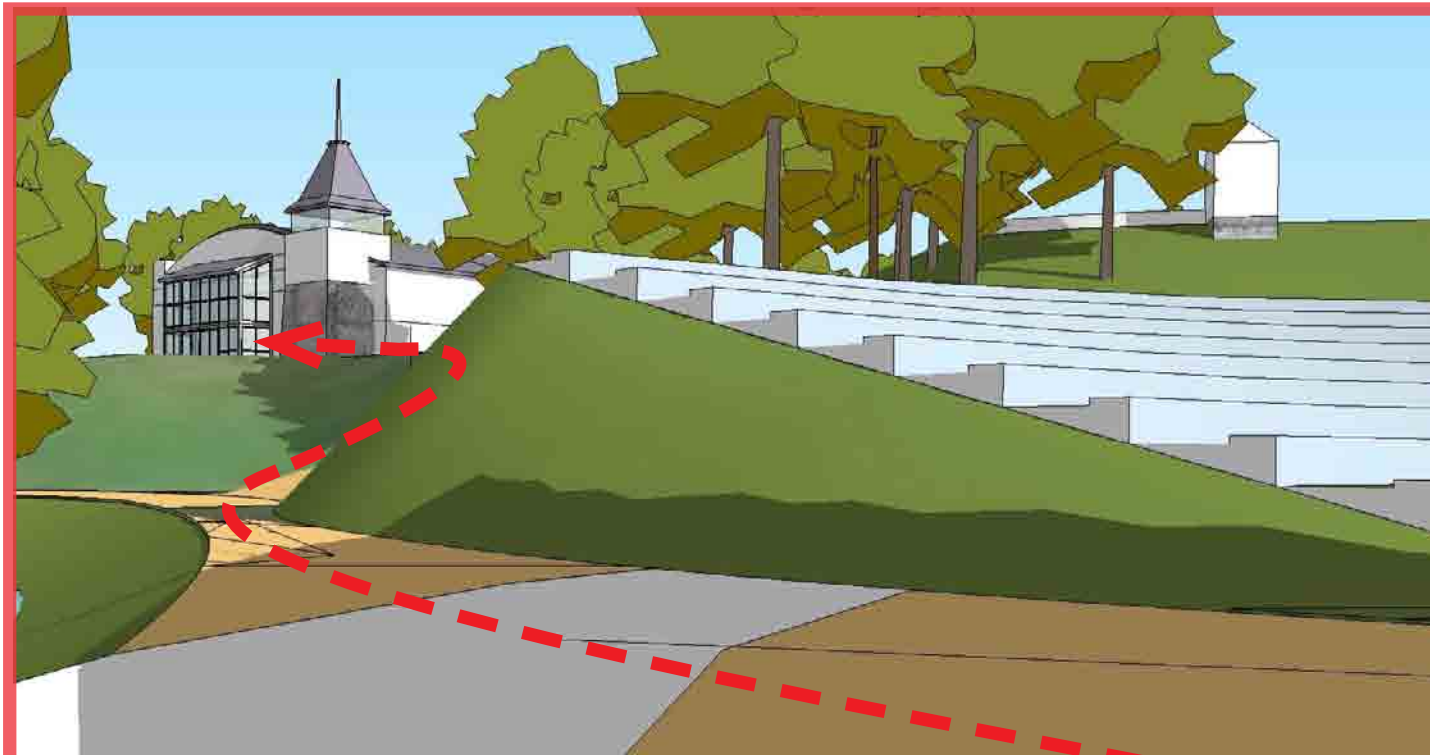
Trail Connection to Rouge Park



# ROUGE RIVER WALK

## The Connection to the trail system has the following aspects:

- Toogood Pond Park is enhanced with an outdoor, open-air amphitheatre for performances, and with the relocated Curling Club.
- An Orientation Pavilion is located at the northeast corner of Main Street and Carlton Road and completes the ensemble of urban design elements around Village Square. It provides a portal into the trail system, including a place to rent bikes and obtain information about the trail system. The landscaped park behind the pavilion also creates an effortless and inviting promenade to the Unionville Public Library, and improves the experience and character of the library's connection to the Main Street Unionville core.
- A 'Rouge Valley Walk' connection is created from Centre Square on Main Street across the new parking structure and into the park. Generous stairs, an elevator, and walkways provide a meaningful connection to the trail system.



Path past Toogood Pond Amphitheatre to the Curling Club



Path from the Village Square, thru the Orientation Portal to Toogood Pond Amphitheatre



Gateway : Main Street to Rouge River Valley Trail



Connection : Rouge River Valley Trail to Main Street



The Valley System



# THE WAY FORWARD III







SINCE 1794  
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VILLAGE FESTIVAL  
www.unionville.ca

STOP



## CONCLUSIONS

*A city is not an accident but the result of coherent visions and aims. It is an invention of the human spirit...*

*A beautiful building by itself is unable to improve a sordid settlement, but a single ugly building can kill the soul of a proud city... A well-designed building may be an appreciable asset, but a beautiful village or city represents a foundational act, an act of civilization. By creating cities we create ourselves. When we spoil our cities we despoil ourselves. Our most cherished memories will henceforth generate the poison of regret, of irretrievable loss, even of hatred of what we prized the most. We then flee from the world and from ourselves. A beautiful village, a beautiful house, a beautiful city can become a home for all, a universal home. But if we lose this aim we build our own exile here on earth. –Léon Krier<sup>1</sup>*

This book has told the story of Main Street Unionville through its present circumstances, and presents a future chapter in that story through a future vision. The recommendations that follow are the necessary short-, medium-, and long-term steps required to realize that future vision.

To the residents, business owners, and stakeholders of Main Street Unionville as well as City leadership and staff, we present these recommendations with one caveat: This book cannot be consigned to the metaphorical bookshelf, its ideas left to atrophy. It must be used as a tool for education; as a blueprint for the next scene in Krier's 'foundational act'; as a call to action.

The public process that has been so successful in engaging so many is not over. The spirit of village life is a public one, and Main Street Unionville's champions—including those representing the Villagers Association, Ratepayers Association, Business Improvement Association, and other individuals and groups—must embrace specific issues as they see fit and engage their neighbours, partners, and city government to catalyze and then realize the vision. To the latter, we urge with equal strength the necessity to form key partnerships with public, private and not-for-profit sector entities throughout the region and province to realize specific aspects of this vision.

Main Street Unionville is more than a collection of beautiful buildings; it is indeed the home of a great human spirit. To that end, the authors wish to extend a heartfelt thanks to the interesting, dedicated, and

strong-minded individuals who have made Main Street Unionville their home, their place of work, or their place away from home. We also wish to personally thank Regional Councillor Jim Jones for his unwavering dedication to the visioning process from its inception, in the aim of a better future for Unionville and the city of Markham. Main Street Unionville entered its 220th year in 2014; from all who have come before, it is this current generation, put here at a specific moment in time, who will shepherd the village forward to become a universal home for posterity.

## Footnotes and Endnotes

- <sup>1</sup> Krier, Léon. *The Architecture of Community*. Washington, DC: Island Press, 2009, p. 63, 439. Leon Krier is the original theoretical mind behind the New Urbanism movement. He is also the Masterplanner/Architect of Poundbury working in partnership with Prince Charles for two decades.



Mayor Frank Scarpitti, along with Bob Stiver, Jeanne Ker-Hornell and MP Paul Calandra, kicks-off the restoration effort in 2013.









## STIVER COMMUNITY CULTURAL CENTRE



2013



2014

The past year was an eventful one for the Village. The photo above was taken in the spring of 2013 at the outset of the Main Street Unionville Study prior to the June 2013 charrette. Plans for the transformation of the Stiver Mill were approved and constructed culminating, a year later, in a spectacular community cultural centre with a bright, heritage red exterior. This iconic mill structure renovation symbolizes what can be done within a historic, heritage context and should have a catalyzing effect for the study area and the district.





MAIN STREET MARKHAM STREETScape IMPROVEMENT



2014



Public Washrooms



2014

In 2014, Main Street Markham underwent a major streetscape improvement project and transformation. The outcome has exceeded expectations reinventing this once tired historic main street district. This successful project is a great precedent for Main Street Unionville validating the positive uplift and renewing effect that a streetscape masterplan has on a retail main street. In addition, public washrooms, completed several years ago and located centrally in the district off of the main street, are a model for the washroom facility and central location suggested in this 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.



## RECOMMENDATIONS

## 1. VISION PLAN

## 2. REGULATORY DOCUMENTS

## 3. TRUSTEE

## 4. RESID. INTENSIFICATION

## 5. URBAN RETAIL





6. PARKING OPTIMIZATION

7. PARKING PLATFORM

8. ANCHOR

9. PUBLIC WASHROOMS

10. GREENING MAIN STREET

– 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.

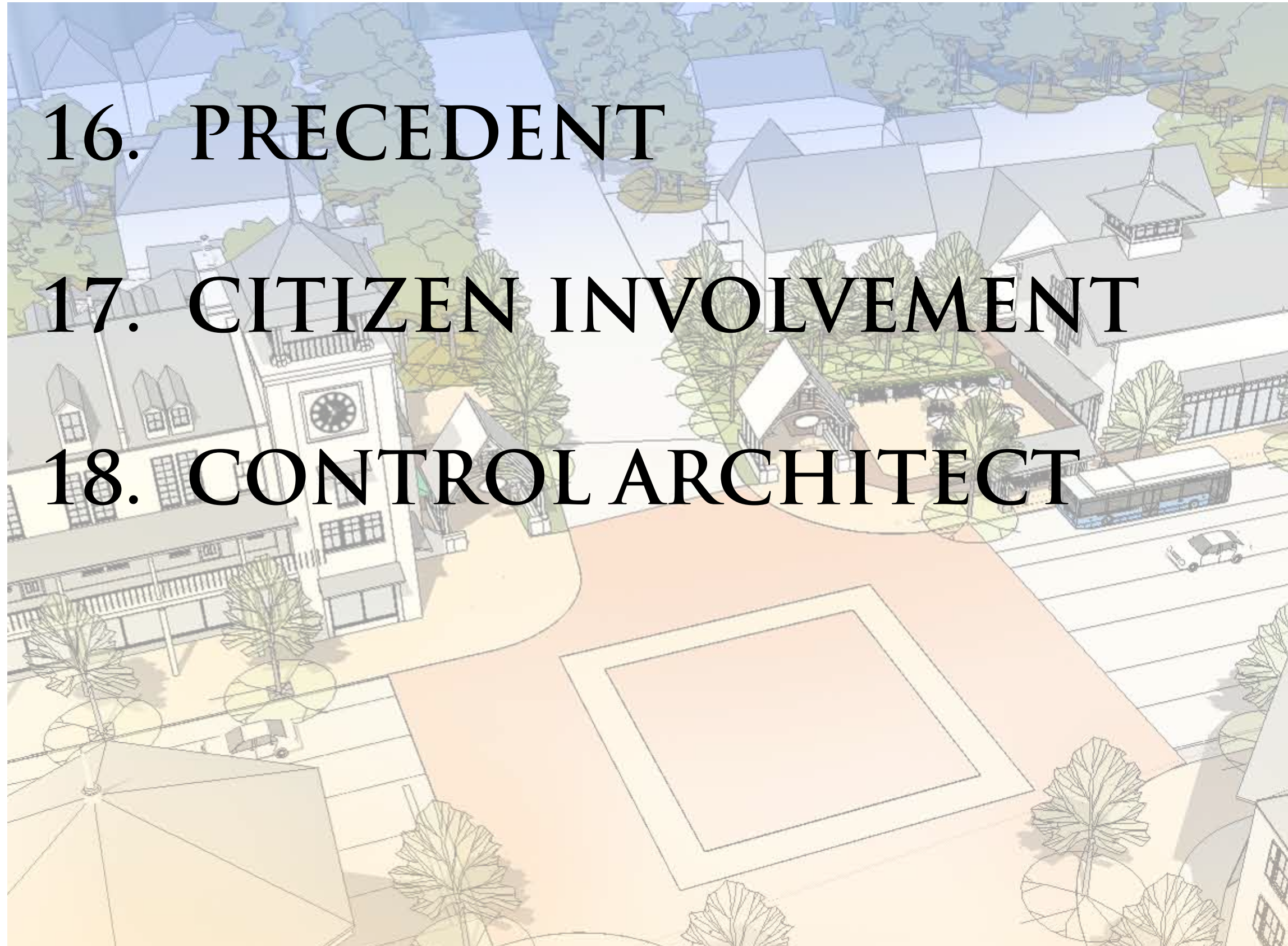


## RECOMMENDATIONS

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.



# A COMMUNITY VISION PLAN - A PHOTO GALLERY OF PARTICIPANTS IN THE VISION



The Design Team would like to thank all those pictured here and the many others who contributed their time and energy to help create a masterplan for the next thirty years.



