



*Come to life in*  
**UNIONVILLE**



# Strategic Vision for Main Street Unionville

Development Services Committee  
November 20, 2012



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**“A thriving city is a great place  
to work and play. That’s  
Markham today... a thriving city.”**

**— Markham Mayor Frank Scarpitti**

# Unionville Business Improvement Area

## Strategic Planning Committee

**Goal:** Foster lasting economic vitality and stability for UBIA members, Main Street residents, Ward 3 Unionville and the City of Markham

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# Unionville Business Improvement Area

## Strategic Planning Committee



**Rob Kadlovski** – Owner, Old Firehall Confectionery; UBIA Board Chair

**Andrew Black** – Attorney; UBIA Board Member

**Mary Pan** – Mary Pan & Co. (retail marketing consultant)

**Helen Argiro** – Executive Director, Markham Arts Council

**Robert Hyland** – Robert Hyland + Associates (marketing & design)

**Christie Day** – Daywriter (writing/editing, strategic marketing)

**Judi McIntyre** – Executive Director, UBIA

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**Jim Jones** – Regional Councillor

**Don Hamilton** – Ward 3 Councillor

**Sandra Tam** – Markham Economic Development Business Analyst

**Stephen Chait** – Markham Director of Economic Development



# Unionville Business Improvement Area

## Strategic Planning Committee

To date:

- Developed new brand for Unionville
- Enhanced image as arts & culture destination
- Initiated a master-planning process

1. The Situation
2. The Opportunity
3. Our Request



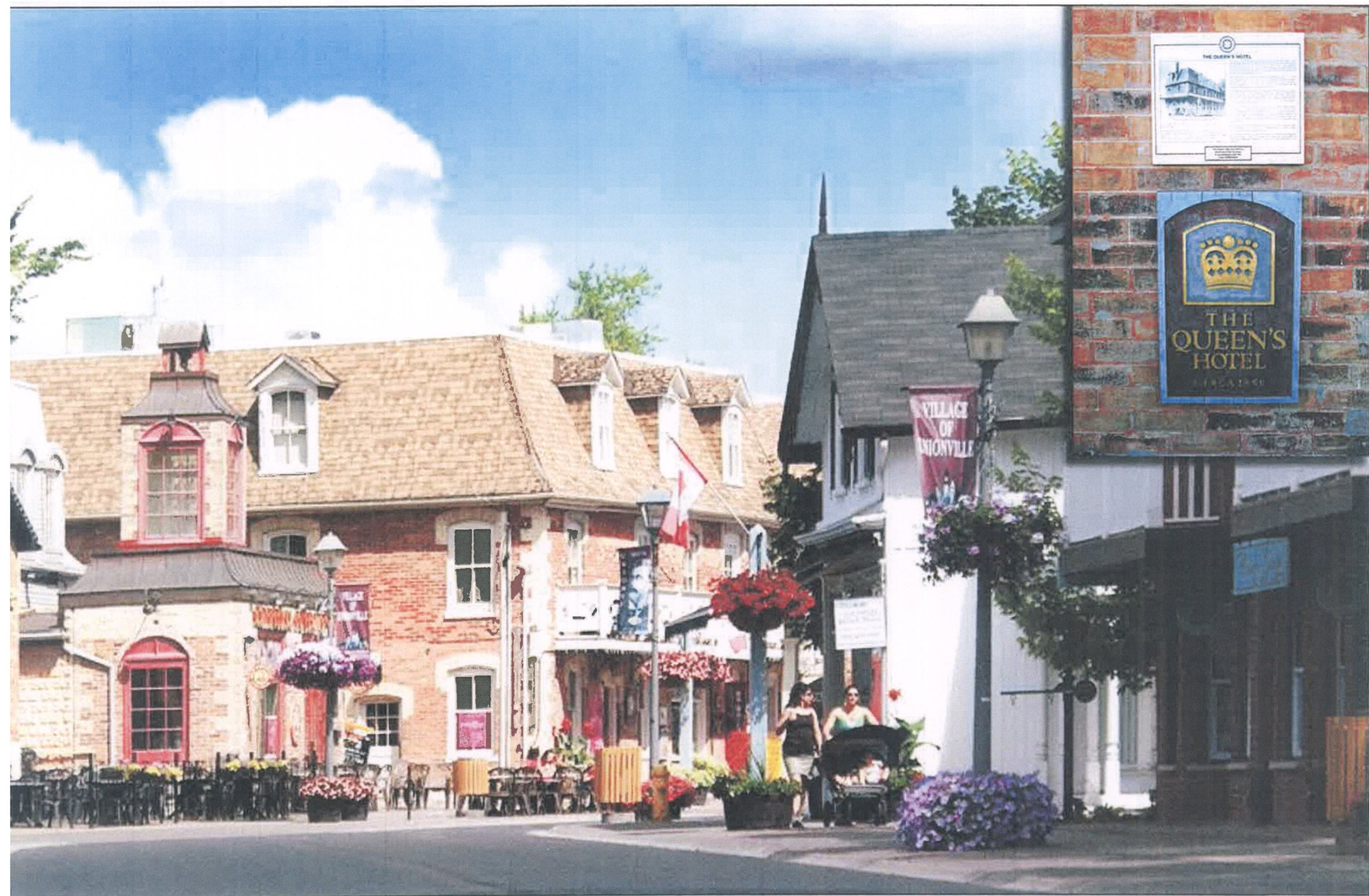
# Strategic Vision for Unionville

## 1. The Situation

Main Street Unionville is the “jewel” of Markham.

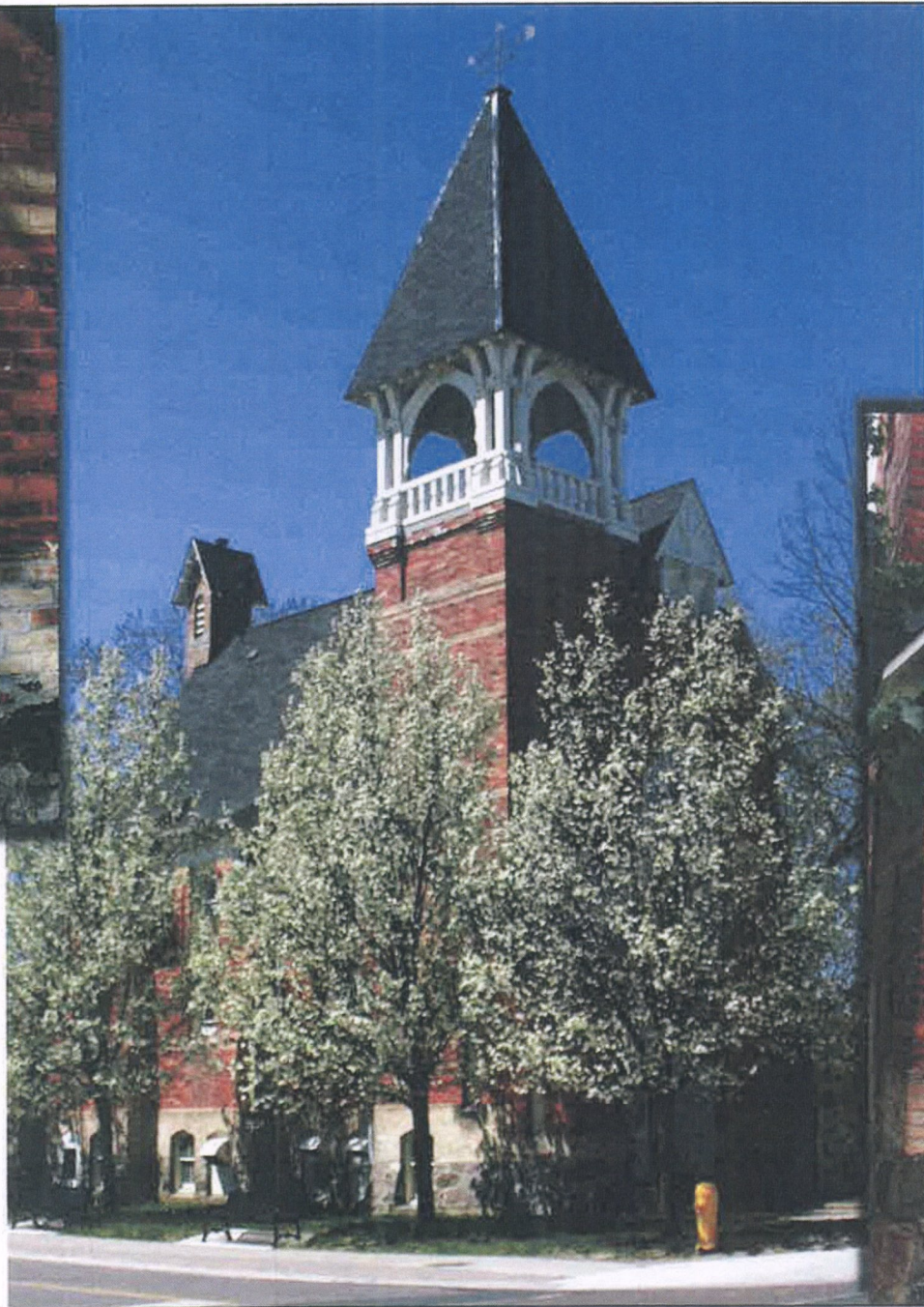
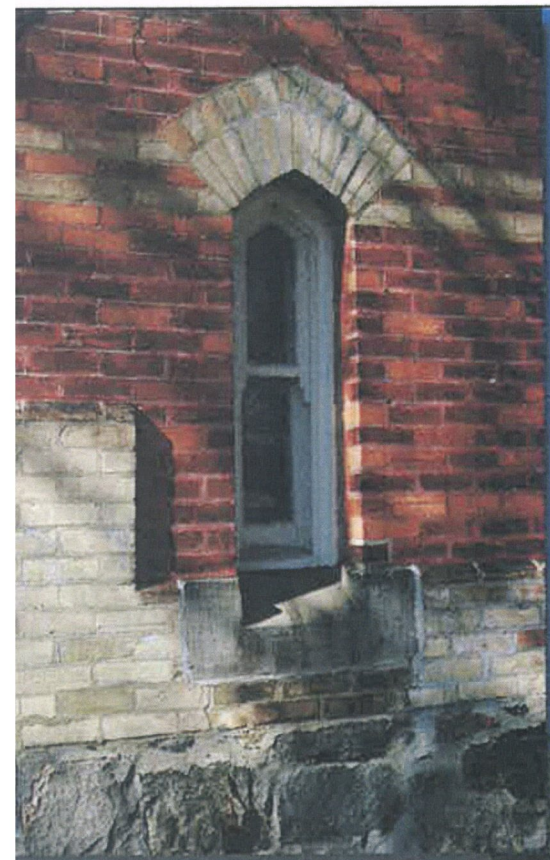
- unique, pedestrian-friendly neighborhood
- one in a small group of historic Ontario mainstreets that remain vital, one-of-a-kind places – Niagara On The Lake, Elora, Port Hope
- surrounded by a high-value community that comes to Main Street to socialize







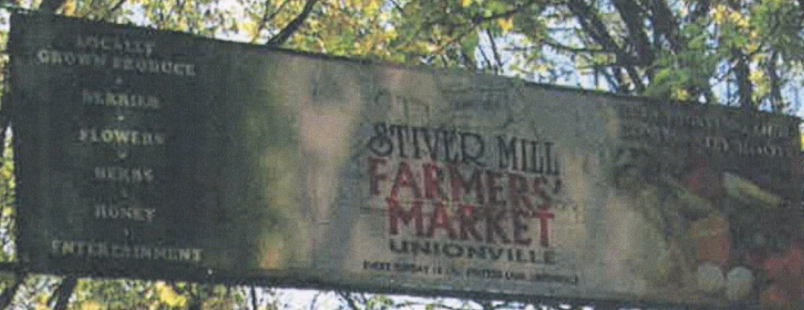








UNIONVILLE



## STIVER GRAIN ELEVATOR AND FEED MILL

The Stiver Mill is an historic landmark symbolizing Unionville's important role in the agricultural economy that once characterized the Town of Markham. About 1900, grain elevators and other storage buildings were constructed near to the Grand Trunk Railway Station, on land leased from the railway. The Stiver grain elevator was located between the buildings of the Matthews Grain Company to the east, and the Maynard grain elevator to the west. In 1914, Charles and Francis Stiver purchased and renamed the Matthews Grain Company's elevators, which have since been damaged by fire.

Stiver Brothers had grain elevators and feed mills in Unionville and Stouffville, and a warehouse in Aurora. After Charles Stiver died in 1917, his wife Mary managed the Unionville operation with her son, Frank Stiver, who later moved to War 2. Another warehouse was located in Unionville in 1920.

Stiver Brothers sold grain, seed, coal, and feed for livestock. Locating this type of business next to the railway line was typical of grain elevators across the country, facilitating convenient shipping and receiving. The shipping work required for the Stiver Brothers' production of feed was done at Union Mills, his old grain mill at the top of Main Street's commercial core. Later, Stiver Brothers' railway car transport and the importance of being located next to the railway station was diminished.

In 1926, Stiver Brothers became a feed mill, replacing the shipping mill formerly located at Union Mills, which had formed in 1924. The predecessor of the feed mill operation, an addition was constructed on the west side of the Stiver grain elevator, housing a diesel engine to power a chopper and miller. About 1930, a storage building was constructed on the east side of the Stiver Brothers' elevator. In 1934, Charles Stiver's son, Elbert and Howard, moved the business offices and store from Main Street, Unionville, to a new building on Station Lane, opposite the mill.

Stiver Brothers operated until 1939. Following that, Dominion Coal and Building Supplies was the last business to lease the land and buildings. The firm of Markham purchased the property from Canadian National Railway in 1953.

The grain elevator, of Markham's park succession, is similar in design to those along the railway line in Canada's Prairie Provinces. The elevator is clad in steel sheet piling to protect the underlying wood structure from the weather. Inside, machinery, grain bins and other items are artifacts from the Stiver mill's days as a working feed mill.



Unionville Feed Station with the remains of the Markham grain elevator and its feed grain elevator in the background. 1920s. Photo credit: Markham Museum Archives.



Charles Stiver, 1914. Photo credit: Markham Museum Archives.



Charles Stiver, 1914. Photo credit: Markham Museum Archives.

Erected 2010 by the Town of Markham in cooperation with the Unionville Village Conservancy

Farmers Market Entrance

# Strategic Vision for Unionville

## 1. The Situation

**Main Street Unionville is at risk.**

- post-recession spending patterns
- changing demographics
- increasing retail competition in surrounding areas
- pressure to remain a unique destination that has a clear point of difference
- current by-laws based on outdated recommendations
- seasonal variables
  - ➔ vacancies
  - ➔ absentee owners



205

RETAIL  
STORE  
FOR  
LEASE

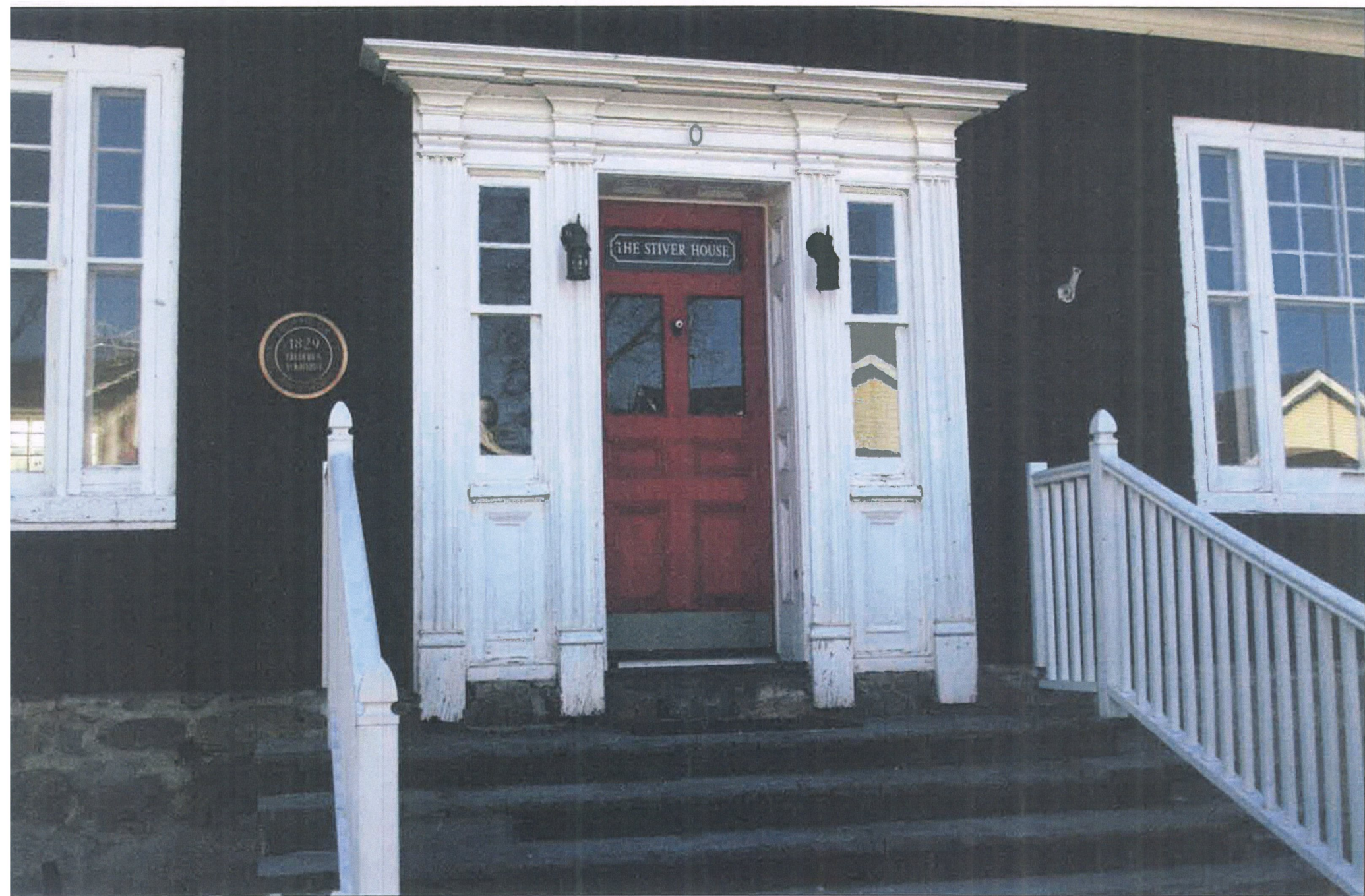
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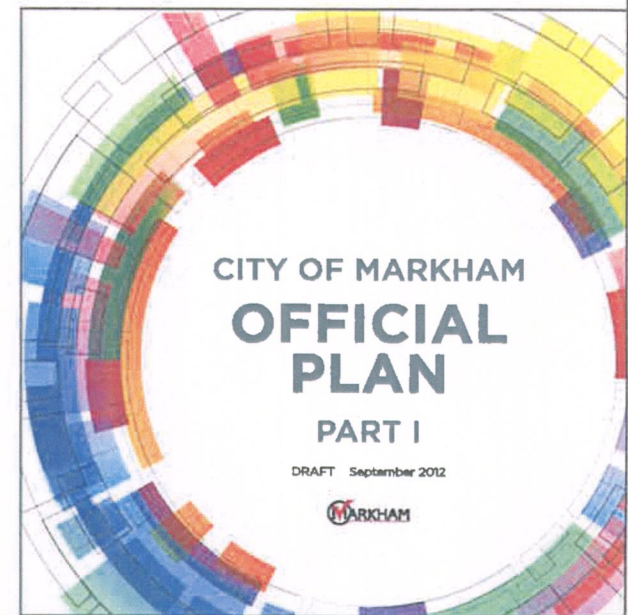
# Strategic Vision for Unionville

## 2. The Opportunity

**Main Street Unionville has the potential to become an even more valuable asset to Markham.**

- exemplify how Markham communities balance “live/work/play”
- enhance tourism to the whole area
- enhance Markham’s leadership in heritage preservation
- serve the goals of the Official Plan

3. Environmental Systems
4. Healthy Neighbourhoods
5. A Strong and Diverse Economy
6. Urban Design and Sustainable Development
7. Transportation
8. Land Use



# Strategic Vision for Unionville

## 2. The Opportunity

**What:** Develop a Master Plan that takes into account all the components of a vibrant heritage village.

- land use & zoning > 50/50 retail/restaurants
- retail strategies to foster economic vitality & live/work/play balance
- traffic flow & access
- parking
- public washrooms & related support program
- lighting, security, video surveillance
- connectivity to surrounding routes & districts
- civil engineering/hydrology

# Study Area



# Strategic Vision for Unionville

## 2. The Opportunity

**How:** Develop the Plan in 3 phases.

1. Pre-charrette > expert assessment of current conditions and potential solutions (2-3 months)
  - urban planner/architect
  - traffic consultant/engineer
  - landscape architect
  - retail consultant
  - civil engineer
2. Charrette > collaborative design workshop (5 days)
3. Post-charrette > development of Master Plan Vision Book in advance of preparing appropriate documents (2-3 months)

# Strategic Vision for Unionville

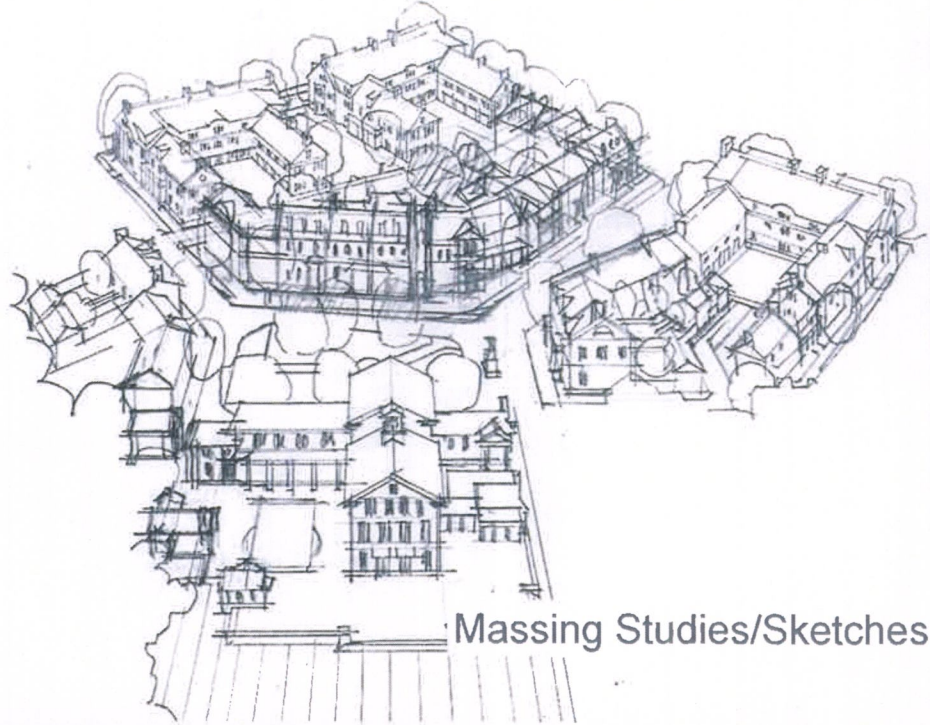
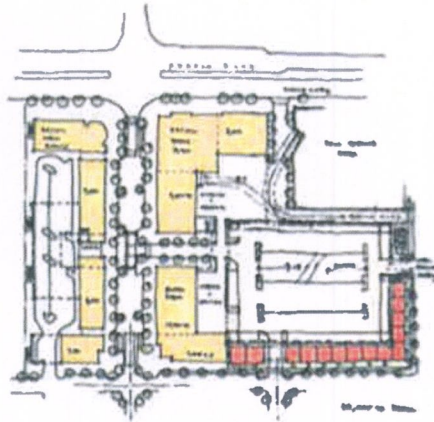
## 2. The Opportunity

**How:** Engage all stakeholders in the process.

- UBIA members
- Unionville Ratepayers' Association
- Unionville Villagers' Association
- Unionville Historical Society
- Unionville Village Conservancy
- City of Markham – Planning staff, Heritage Dept.
- City of Markham Council – Regional and Ward 3
- Any other stakeholders recommended by the City

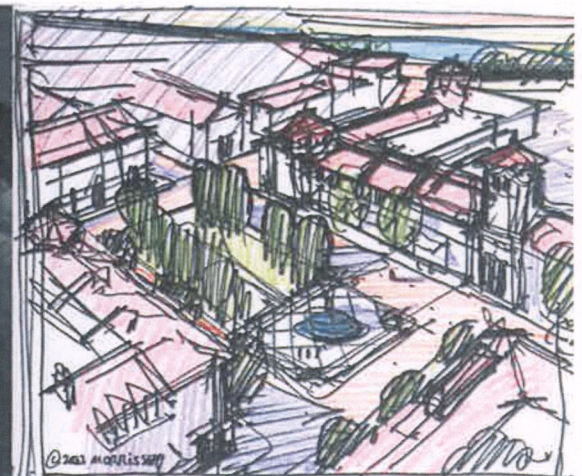
> **New Committee of Council: Main Street Unionville Committee**

# Visioning Workshop



Massing Studies/Sketches

The charrette process.



# Strategic Vision for Unionville

## 2. The Opportunity

**When:** Immediately – as soon as we can gather the resources and support to start.

# Strategic Vision for Unionville

## 3. The Request

- Input and suggestions
- Recommendation by the Development Services Committee to support the project
- Funds to hire consultants, organize the design charrette, and prepare the follow-up Master Plan Vision Book
  - ▶ \$250,000

Thank you!

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