



# MAIN STREET MARKHAM

Unique shops. Unique service. Unique experiences.

John Webster  
Councillor, Ward 5  
Town of Markham Anthony Roman Centre  
101 Town Centre Boulevard,  
Markham, Ontario, Canada, L3R 9W3

Dear Councillor Webster,

As you know, the Markham BIA held its Annual General Meeting on February 6, where the topic of the new urban development taking place at Warden and Highway 7 was brought to the floor. This development is apparently now being actively marketed as Downtown Markham. For example, a recent article in the National Post of February 2, 2008 states of the development, "At its heart is Downtown Markham, billed as the largest mixed-use development in North America", and the project has its own website [www.downtownmarkham.ca](http://www.downtownmarkham.ca)

The Markham BIA is very concerned that a brand new urban centre on previously undeveloped land is being referred to as Downtown Markham. If there is any place which should be called Downtown Markham it should only be in the heritage district of the original town of Markham.

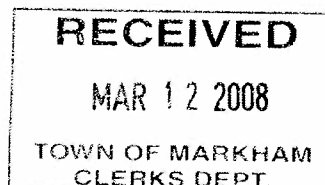
This is a significant concern to the membership of the BIA as well as the members of the community in the original town of Markham. The Markham BIA is located on Main Street Markham, in the heritage district of the original village called Markham.

This can only cause confusion and ambiguity as to exactly where Downtown Markham is, and where Main Street Markham is. How can there be a Main Street that is not in the downtown core, and how can you have a downtown without a Main Street?

We are asking that you bring this to the attention of council and the appropriate staff. We specifically want steps to be taken to ensure that the developers of this new urban center are prevented from using Downtown Markham or Main Street Markham or any similar terminology in any marketing, branding, and naming of the area in question. Further, we insist that the entire project should be given a name that clearly and distinctly differentiates it from the heritage district of the original Town of Markham and the original and current Main Street Markham.

Yours truly,

Phil Howes CGA  
Manager  
Markham Village B.I.A.



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