



Background

- **Initiated at the request of the Unionville BIA**
- **To address issues impacting the ongoing stability and future success of the district**
- **Jan 2013- Council authorized a Master Plan study- “a strategic vision”**
- **Torti Gallas & Partners Inc/ Michael Morrissey plus independent sub-consultants were retained**
- **Find the appropriate balance to protect the unique heritage context while ensuring economic vitality and prosperity**

Four Stages

- **Stage 1 - Existing Conditions Analysis/ Consultation**
- **Stage 2 – Five Day Charrette- June 2013- design studio- town meetings- development of 10 focus areas**
- **Stage 3 – Preliminary Concepts- detailed analysis on key focus areas**
- **Stage 4 – Final Concept Master Plan**

Extensive Feedback

- **Main Street Unionville Committee**
- **Community Charrette- 8 stakeholder in-take sessions, 4 formal presentations including 300 + at final presentation.**
- **City of Markham Project Website**
- **Consultation Sessions with Organizations/Landowners**
- **Public Info Meetings – 4 including final in June 2014**
- **Heritage Markham Meetings**

Public Consultation

- Walking tours
- Open Houses
- Public Info Meetings
- City Web Site- Special Page



Community Vision Plan



CITY OF MARKHAM
TORTI GALLAS AND PARTNERS
MICHAEL MORRISSEY



THE VILLAGE OF UNIONVILLE

MAIN STREET UNIONVILLE
COMMUNITY VISION PLAN

VERSION 3.1

NOVEMBER 4, 2014

Vision Plan

- **Final document is well organized, clearly written and visually stimulating as it presents themes, images and concepts**
- **Identifies the challenges, evaluates them in detail, identifies new opportunities and offers recommendations that can unfold over a 30 year timeframe.**
- **Offers a high-level, long range view as to how to proceed in a cohesive manner**

Study Area Boundaries



Goals

GOALS OF THE VISION PLAN

1. Open public process
2. Economic sustainability
3. Protect and expand heritage character
4. Expand walkability
5. Reinforce anchors
6. Add destinations
7. Extend the depth of main street
8. Optimize parking
9. Connect to open space systems
10. Preserve existing heritage assets

Vision Statement

- ***Main Street Unionville shall become a vibrant, thriving and successful heritage village that is a regional destination, but serves local needs.***



The Plan addresses...

- Space for enhanced retail opportunities (locals/visitors)
- Residential growth opportunities
- Enhanced public realm/ spaces (squares, plazas)
- Re-imagining existing community/sports facilities
- Parking issues
- Revitalization of streetscape elements
- Augmenting pedestrian movement both north and south of core area
- Additional connections to the Rouge River, Toogood Pond & Crosby
- Creating a vibrant mixed use Gateway corridor along Hwy 7

Land Use/ Zoning Issues

- **Originally part of the study, this component was accelerated.**
- **Consultant team provided analysis and recommendations**
- **Staff proceeded with changes to the Secondary Plan and Zoning By-law in March 2014 to allow additional permitted uses and remove certain restrictions on restaurant use.**

General Concepts for the Village

- **Urban Retail** – physical constraints, retail anchors
- **Streetscape strategy** – traffic calming, pedestrian-first approach, street furniture enhancements, trees
- **Parking strategy** – policy and physical constraints, need for cooperation, variety of strategic actions:
 - Optimize parking layouts, parking garage, park-once concept, payment in lieu, revised parking policies, neighbourhood parking options, festival/special event policies.
- **Environmental Sustainability** – trees, bikes, rain water harvesting, charging stations, park-once=walking
- **Rouge River** – linkages to the Rouge trails/ Rouge Park

Focus Areas

- **Individual focus areas (8) targeted for in-depth study**
- **Each has its own challenges, issues and stakeholders**
- **Proposals are conceptual, but considered implementable. Any municipal projects would be dependant on future studies, funding, staff resources and civic priorities.**

Hwy 7 Corridor



Existing – looking west



The Vision

Hwy 7 Corridor - Vision



Stiver Mill Area



Stiver Mill Corridor – Vision



Stiver Mill Corridor - Vision



Village Core - Vision



Village West Side South- Vision



Village West Side South - Vision



Village West Side



Vision



Existing

Village West Side - Vision



Village West Side - Vision

Potential Stiver House
Redevelopment



Looking East

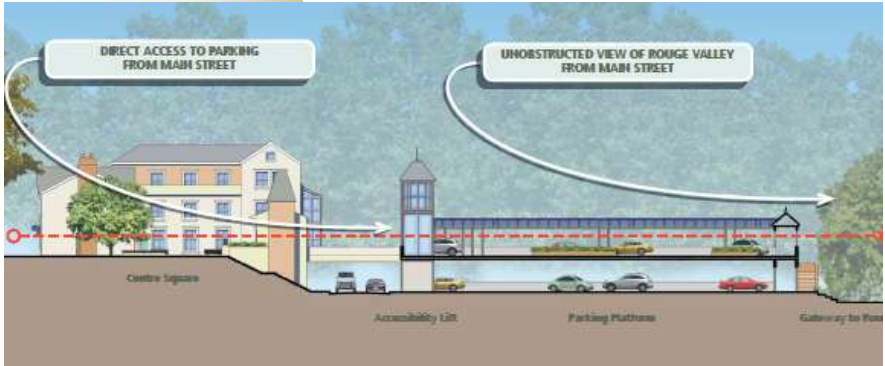
Village East Side



Village East Side - Vision



Village East Side - Vision



Village East Side - Vision

- **Parking Platform**



Main /Carlton Intersection



Existing

Vision



Crosby Community Centre/ Curling Club



Existing



Crosby Community Centre - Vision



Crosby Community Centre Vision



Twin Ice Rink with
village-friendly
facade



Crosby - Alternatives



New Front Facade



Toogood Pond

Existing



Vision

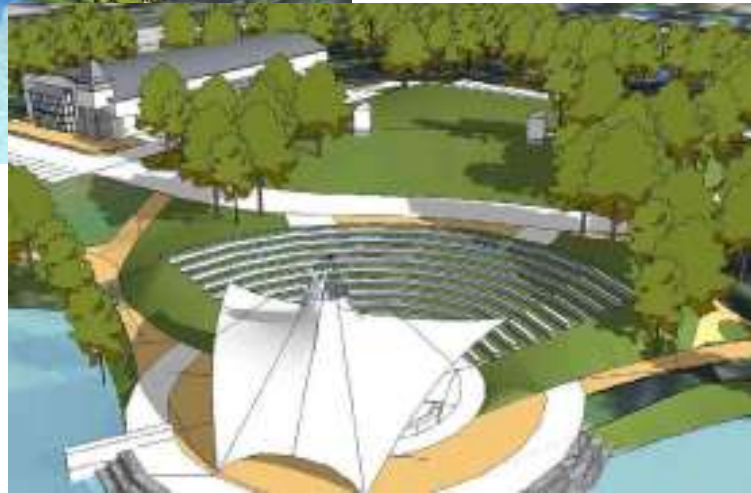
Toogood Pond - Vision



Amphitheatre
and Curling
Club Option



Natural Seating



Public Feedback

- **Generally well-received by public – many impressed by the design process, ideas, creativity – change is long overdue**
- **Modifications were made to address issues/concerns**
- **Concerns include: potential Fonthill connection, parking, traffic congestion, intensification, loss of heritage character/charm/appeal, retail vacancies and impact on Arena**
- **URA- supportive and have provided separate correspondence. Desire for action in short-term**

Agency Comments

- **Heritage Markham is generally supportive – concern about how intensification will be addressed.**
- **School Board – not supportive of any vehicular connection through school property.**
- **TRCA – concern regarding development in floodplain areas in general including not being supportive of a parking platform east of Main Street.**

Vision Recommendations

- **The Vision Plan presents 18 final recommendations**
- **These range from preparing the necessary regulatory documents to introducing physical infrastructure improvements to strategic partnership with the BIA, local citizens and other organizations.**
- **The 18 recommendations are provided in Appendix ‘E’**
- **Staff has reviewed these recommendations and selected key actions that should be undertaken as first steps.**

Staff Recommendations

- **To endorse the Vision Plan in principle (subject to minor modifications) as a guideline for a future Secondary Plan, and that the City and affected parties/ stakeholders be guided by the general direction of the Plan for changes in both the public and private realms**
- **To prepare a new Secondary Plan and a Pattern Book to guide the overall design of new multi-storey development specifically in the Hwy 7, Village Core and Crosby Arena focus areas.**

Staff Recommendations

- **As part of the Secondary Plan exercise, to explore opportunities for the focus areas and parking optimization recommendations (taking into account staff and agency comments)**
- **To authorize the initiation of discussions between senior staff at the City and TRCA to determine the feasibility of the parking platform in the floodplain lands, including the type of studies and analysis required to explore this concept.**

Staff Recommendations

- **To inform York Region that the City does not support a grade separation solution at the Hwy 7 railway interface as it would have detrimental impacts on the local community from an economic, heritage and aesthetic perspective**
- **To facilitate the necessary cooperative efforts required to achieve the Plan, the UBIA be requested to contact local commercial property owners to assess the interest in retaining and funding the services of a trustee or development coordinator.**

Staff Recommendations

- **To prepare a new mandate and suggested member composition for the Main Street Unionville Committee which would be re-constituted as an advisory committee to assist in implementing the Vision Plan.**

Questions