

Main Street Markham

A Vision for the Millennium

Main Street Markham Committee
January 1999
Draft Final Version

Main Street Markham

A Vision for the Millennium

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Preamble

In our world of ever expanding urban regions, we have come to value the sense of community and belonging we find in the traditional village: its neighbourhoods, its local shops and services, and its links with our past. Markham Village, with its interesting residential streets, active business district, and historical architecture provides such a focal point not only for those who live in the Village, but also for people from adjacent subdivisions in a wide area around. With a history that spans two centuries, the Village attracts people with such events as the Village Festival, the Santa Claus Parade, and the Festival of Lights, or simply by its unique and rich historical and natural settings from Vinegar Hill in the south to Mount Joy in the north.

Over the years, many studies have been conducted and projects proposed for Markham Village to sustain its heritage and enhance the quality of life of its citizens. As Markham continues to grow at a rapid pace, concern for the protection and enhancement of features that contribute to our sense of history and place is heightened. To address this concern, the Town of Markham, at the suggestion of the Mayor, has appointed the Main Street Markham Committee - a committee of residents, environmentalists, Councillors and business owners interested in conserving and enhancing Markham Village. The committee with the support of local ratepayer organizations, the business associations and conservation groups, is preparing a Main Street Plan, a plan that builds on the work of previous studies and projects and adds the contemporary ideas of community members.

Many if not all of the projects identified on the Main Street Plan can be started in 1999 and 2000, as a fitting way to mark the coming millennium. Each project is worthwhile in itself, but taken together, the set of projects provides us with a vision of the Main Street that will carry the street – and the community it serves – into the next millennium.

Main Street Markham: A Vision for the Millennium

The Vision Statement

Over the summer of 1998, the Main Street Markham Plan has been discussed in public, and received wide-spread support from both residents and members of Town Council. Using the plan as a base, the Committee has now taken the next step of developing a written vision for Main Street.

Here, at a conceptual level, is the Committee's vision of what Main Street Markham can be. It is presented in several sections:

- **General**
- **Main Street: North of 16th.** From 16th Avenue, north to about Anderson Avenue, including the Markham Museum.
- **Main Street: Mount Joy.** From 16th Avenue, south to the Railway Station.
- **Main Street: Village Centre.** From the Railway Station, south to Highway 7.
- **Main Street: South.** From Highway 7, south through the Rouge Valley and up to the top of Vinegar Hill.

While there are both issues and details to work out, the vision gives us direction to move towards. We invite people to join in the refinement and implementation of this vision.

Main Street Markham Committee

Co-chairs:	Councillor George McKelvey	Councillor Jack Heath
Secretary:	Leslie Chepack	
Advisor	Ken Hoyle	
Members:	Dave Adams	Paul Mingay
	Mike Bradshaw	Dorothea Moss
	John Douglas	Keith Thirgood
	Maria Gabriel	Peter Ross
	Dean Horner	Helen Walter
	Ron Keeble	Eric Wheeler
	Morley Lem	
Town of	Jim Baird	Ted Mortson
Markham staff:	Regan Hutcheson	<i>and others, as appropriate</i>

General

In the near future, we will speak proudly of our Main Street and say:

People

Main Street, with its mix of homes and businesses, is both comfortable to live on and appealing to shoppers. It is characterized by historical buildings, and mature landscaping. It is alive with the activities of raising families and providing services and products to the larger community and beyond. It is a people place where pedestrians are comfortable and busy shopping.

Traffic

- Main Street is a “local” street providing access to and from the Village.
- Highway 48 goes around the village (using an existing or new “bypass”) and connects to the appropriate major roads such as Highway 407, so that regional and provincial through-traffic does not go through the Village (similar to Unionville Main Street).
- Trucks have alternative routes southbound to the 407 and 401, via Highway 404 and a new Markham Bypass.
- Main Street has two lanes of traffic (one each way) from 16th Avenue to Vinegar Hill (as has been the case for most of Main Street most of the time).
- Street features facilitate cars turning in and out of driveways, in either direction.
- Nearby streets do *not* serve as north-south alternatives to Main Street.
- On street parking remains possible.
- Pedestrians and cyclists are comfortable using the street.
- Bus service is facilitated.

Street in General

- The trees along the boulevards are a distinctive feature of the Village (see *Village Trees* below.)
 - The trees are planted early in the course of developing Main Street to obtain maturing trees as soon as possible.
 - Many existing trees are very mature and need to be replaced before they are lost.
 - Consideration is given to the ground and utility tunnels underneath the street so that the new plantings are successful over many years.
 - Trees on private property are encouraged, and complement the public plantings.
- Intersections use textured paving materials, and audible crossing signals to facilitate the use of the crosswalks by the visually impaired.
- Overhead wires are buried.
- Cycling and walking are encouraged.
- Bus and GO services are facilitated.

Street Furniture and Signage

- A distinctive 'family of furniture and signs' are used in the district.
- Retaining walls or any changes in grade requiring retaining material are designed using materials compatible with the heritage character of the area.
- Signs that identify the district are placed in strategic locations such as gateways.
- Signage on commercial businesses are non-internally illuminated and complementary to the architecture of the specific building or the character of the area.
- Signage identifying parking lots are noticeable and inviting.
- A programme of identifying and interpreting subjects worthy of commemoration is in place.
- Lighting fixtures for public roads, parking lots and public spaces are from the same family of street furniture and are complementary to the character of the district. Lighting fixtures, type of poles and light intensities acknowledge their location and adjacent uses.

Parking

Public parking areas are designed to:

- Reflect the historic character of the area and limit the size to 25-50 vehicles,
- are screened using appropriate features
- Possess appropriate signage, entrances and light fixtures.

Parking lots are screened in a way to appear like a private yard or garden. Screening includes trees, hedges, shrubs, planter boxes or picket fences.

Parking on private properties (commercial or residential) is kept to the rear of the building.

Village Trees

Large, beautiful trees are a key feature of the entire village.

While a mixture of tree varieties promotes vitality (because a variety of trees will not all suffer from the same diseases or environmental conditions, and will not all age at the same time), many property owners have planted at least one tree from the list of tree varieties identified as "Village Trees". The planting of such trees in 1999 and 2000 commemorates the Millennium, and enhances the presence of trees in the Village.

Main Street Markham: A Vision for the Millennium

- The Village is known to be distinct from other area communities because of the trees and other plantings. At some seasons, an "explosion of blooms" happens in the Village. The trees cool the Village in summer, and warm it in winter.
- Trees planted in the Village are characteristic of the area, and (in part) reflect the Heritage of the area.
- Trees (such as Japanese Maple or other Asian species) acknowledge (in part) the heritage of some of our newer residents.
- The trees provide a good canopy over sidewalks and roads.
- The trees are attractive and expected to have long-life. A suitable mix of trees ensures the viability of the "urban forest".
- A mixture of evergreens and deciduous trees ensures some greenery in the Winter.
- Bushes, and plants such as forsythia, and tall grasses also have a place in our plantings.
- In selecting plants to use, or to recommend to residents, consideration is given to avoiding invasive species that could disrupt the natural habitat of the nearby Rouge Valley.
- Mature, healthy trees are preserved both on private and public property.
- Trees are appropriately placed as to not visually obstruct historically significant buildings.
- Large concrete planters are eliminated over time and replaced with smaller wooden planters in the commercial area
- Planter boxes on buildings, streets and walls are introduced in the commercial area to create a more colourful downtown.

Main Street: North of 16th Avenue

In the near future, we will speak proudly of our Main Street and say:

The Street – Part 1

- The texture and shape of the street changes from what is further north to provide a visual indication to travellers that they are entering the Village.
- The Museum buildings and location are given prominence. Some Museum buildings (such as an interpretive centre) are close to the street.
- The GO Station (if built here), and other developments are built to the street, with parking lots behind and not in front. Perhaps the GO Station is further north.
- The trees begin just south of Anderson Avenue.
- The street has at most 4 lanes (including through and turn lanes). Turn lanes and other street structures direct traffic east and west at 16th Avenue, and help make the transition to the narrower street south of 16th Avenue.
- Heavy through-traffic does not go south of 16th Avenue on Main Street.
- Wide sidewalks, removed from the proximity of traffic on both the east and west sides of the street encourage people to walk north to the future second GO Station, the future bus transfer station at Anderson Ave. and to the Museum and south to the Village core.
- Bicycle lanes also encourage residents to commute to and from the GO station by bicycle.

The Village Entrance – North

- There is a theme to the north Entrance that ties it into the south Entrance, and other features in the Village. Statues, signage, gardens, and streetscaping are all elements. The Entrance – North clearly indicates the start of, and the historical and special nature of the Village.
- The heritage building (NE corner of 16th and Main) is maintained.

Future Developments

- New development within the Village is compatible with the heritage architecture on Main Street and within the heritage conservation district.
- New development outside the Village is sympathetic to the Village character or atmosphere, even though it may contrast with it thus reinforcing the special heritage and people friendly nature of the Village.
- Future developments acknowledge the importance of the Museum and Heritage Estates to the west.

Main Street Markham: A Vision for the Millennium

Main Street: Mount Joy

In the near future, we will speak proudly of our Main Street and say:

The Street – Part 2

- Boulevards are wider and the line of traffic is moved away from homes.
- There are trees planted on each side, but there is still room for some on-street parking.
- The centre of the two-lane road divides the traffic, and is made of stone or other textured material that does not feel like through-roadway but that still permits turns across the street.
- There are secure points of crossing at 16th Avenue, Deer Park Ln., David St., Gleason Ave. and the railway tracks.
- Bicycle lanes encourage bicycle commuting.
- Traffic moves calmly through the area.
- Utility wires are buried underground.

Main Street: Village Centre

In the near future, we will speak proudly of our Main Street and say:

The Street – Part 3

- Trees make a welcoming canopy over the street.
- The bicycle path allows for cycling from one end of the Village to the other. Some of the bicycle path is away from the Main Street, using side streets and back lanes.
- Parking is plentiful.
 - On the street, there is good awareness among drivers on where to find free parking.
 - The on-street parking is especially useful for short-term stops.
 - Behind-store parking is integrated, and upgraded, so that there are consistent markings, effective signage, and suitable up-keep.
 - Bump-outs are placed along the street to help define the boulevard. Consideration is given to:
 - Effective traffic movement at intersections (such as at Bullock-Parkway, where turn lanes help traffic flow)
 - Fire hydrants, so that parking cannot interfere with access to hydrants, but legitimate parking spaces can be placed near hydrants.
- The street is easy to cross for pedestrians. The wide boulevards help this, as do the distinctive road materials used at street intersections.
- There are benches and water fountains along the street.

The Parkettes

- There are several small parks ("parkettes") in the area of Main Street
- The purposes for the parkettes include:
 - Historical commemoration of local events and situations
 - Attractive feature for visitors, especially pedestrians. Features could include:
 - Gardens and plantings (such as forsythia and other flowering bushes)
 - Benches and places to rest
 - Water fountains
 - Plaques and maps
 - Gazebos
 - Recreational use. For example, park benches for people to sit in the park, built-in checkerboard tables for games, and instructional plaques for people doing exercises.
- The parks are appropriately tended (including garbage collection and removal) to ensure they are attractive to use.
- Each parkette is distinctive. Not every element needs to be in every parkette.

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- Historical elements include photos, maps and the historical story mounted in a permanent display,
- Parkette historical themes and locations:
 - Tannery Pond
 - Marmill and Mount Joy
 - Railway Station
 - Morgan Park
 - Library
 - St. Andrew's United Church
 - Historical walking route

The Firehall

The Firehall has long been recognized for the way its architecture contributes to the heritage nature of the area it serves. Additional changes to the building and grounds now commemorate the history and role of firefighting in Markham.

- Antique fire equipment on the front lawn draws the visitor's attention
- Plaques honour the volunteer firefighters of the past.

The Railway Station

The Railway Station is restored to reflect its historical past (ca. 1908), and to provide a useful venue for activities today (as envisioned by The Markham Village Conservancy):

- Operating station for GO service (The GO station is maintained as a major facility because of its ability to serve walk-in commuters)
- Leased space for commercial businesses
- Rentable community space in the restored waiting room
- An historical landmark for the extension of the York Durham Historical Railway from Uxbridge and Stouffville
- Farmer's market (as one alternative location).

Morgan Park

The rebuilding of Morgan Park is completed along the lines of the 1993 approved plan, with some updates (such as the 1996 improvements to the swimming pool):

- Children's play area
- Rose Garden
- Horseshoe pitch
- Bandshell
- Resizing the baseball diamond to "local" use
- Removal of the baseball lighting to more suitable parks in the Town.

(Note: The skate-board facility proposed for Morgan Plan has been transferred to Centennial Arena)

Tannery Pond

The Tannery Pond is reconstructed (using the BIA sponsored plan of 1983) so that there is a real pond, and the park facilities around the pond are inviting.

- Every effort is made to secure the flood plain and enhance the habitat for wildlife.
- The valley walls are restored and surplus materials removed.
- Due consideration is given to the nearby residents, and the impact that changes have on them.
- The walkways at the pond tie in with:
 - The historical walking route
 - A Rouge Park walking trail along Robinson Creek, that allows walking passage at least as far south as Highway 7.

The Historical Walking Route

A walking circuit goes past historical buildings and sites.

- It covers sections of Main Street, and adjacent side streets (such as George, Washington, Tannery Pond, Robinson Creek)
- It allows for either self-guided or conducted touring.
- The route is lined with trees on public or private land.

The walking tour is an attraction for both local residents and out-of-village tourists (who also feel welcome in the stores and other businesses on Main Street.)

The bicycle path is connected to (but does not necessarily follow) the walking route. Cyclists and walkers need different kinds of facilities, and they need spaces separate from one another.

The Town Square

The Town Square is on open plaza, on both the east and west sides of Main Street, at Robinson.

A few businesses and groups in the area needed to move and have found satisfactory places to relocate, in some cases, in buildings facing on the square itself. The Town Square has shops and buildings facing on to it, as on a street.

The Square itself (which is more rectangular than square) is an open area for pedestrians, and cyclists, with gardens, trees and flowers, and lots of open space for public gatherings (such as the Markham Village Festival, ice sculptures, skating, out-door dancing and the Festival of Lights). Features include:

- A band shell
- A Farmer's Market (one alternative location)
- Cobble stones
- Historical atmosphere in architecture, lighting, signage and landscaping

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- Statues and commemorative structures such as a possible new cenotaph
- Revolving art show
- Public washroom facilities

There is a viable retail area here.

From Main Street to the west end of the Square, the ground has been raised to make it level. This has provided an opportunity to create a parking area that is under the Square, but open to Robinson Street at the west end.

There is potential for putting a canopy or pavilion over some of the facilities in the Square.

Main Street: South

In the near future, we will speak proudly of our Main Street and say:

The Street - Part 4

- The street is re-paved, but remains a 2 lane road throughout this area.

The Walkway

- A broad walkway, well back from the line of traffic, invites people to walk and cycle from Highway 7 down to the Rough Valley Park (and Milne Park), and it extends to the top of Vinegar Hill, providing access for the residents of Rougehaven and Princess Street.
- There are trees on the East side of the highway, and where the slope of the land permits, on the West side also.
- Benches, fountains and other features make the Walkway a park as well as a sidewalk.
- Historic walks on local streets draw attention to the local sawmills, and gristmills.

The Rouge Park

- The Walkway leads to an entrance way to the Rouge Park on the east side of Main Street.
- The entrance way ties in to the Park trails, and there is a suitable interpretive pavilion there.
- It also provides access to Town owned property on the flood plain.
 - Access to Milne Park is via the Rouge Park.
- Appropriate signage and lighting is provided.
- Parking is either at the Library or at a lot on Town-owned parts of the flood plain.
- Winter use by cross country skiers complements summer-time hiking.
- Archaeological digs have been undertaken and interpreted to illustrate early native settlements and early 19th century sites of saw and grist mills in the Rouge Valley area
- Improvements to the river and creek beds are undertaken to present a more natural and historical visual image while retaining a functional system
- A Heritage Trail is developed from the Rouge River archaeological and mill sites to the Markham Museum. Plaques and commemorative signs are created along the trails and roadways identifying historical and archaeological sites.

The Intersection at Highway 7

- The pedestrian crosswalks, both east-west and north-south at Highway 7, provide a safe and reassuring way across the roads
 - They use textured paving materials, and audible crossing signals to facilitate the use of the crosswalks by the visually impaired.
 - Even for general use, the construction of the crosswalks includes materials that are textured and distinct from the highway paving material so drivers see and feel that the intersection is not "open highway"
 - There are safety islands in the middle of the roads (both Highway 7 and Main Street) where pedestrians can wait safely.
 - The lights are timed appropriately for pedestrian crossing, giving due consideration to people who are less mobile.
 - The crosswalks connect to the walkway to the Library
- A gateway "feature" (such as an iron gate, archway, or partial arch found in other towns) provides a highly visible indication that this intersection is a significant point in the Village.
- Supporting structures at the stop-light intersections East (Albert/Cosburn) and West of 48 reinforce the sense of entering the Village, and make drivers aware of the difference.
- The structures built in the intersection work as a whole:
 - The islands include planters, and lighting
 - At the corners, planters or low walls, and trees or bushes give the intersection a unified look, and help distinguish the intersection from the retail areas on the corners.

The Village Entrance - South

- At Vinegar Hill, signs and landscaping indicate to northbound travellers that they have entered the Village.
- The natural landscaping of the Rouge Valley, and the tree plantings along the Walkway reinforce the sense of a "natural" or park-like area in the south end of the Village.
- The architecture and nature of areas south of the Village are still sympathetic to the area, but make the Village distinctive.
- The Rouge Valley bridge gets commemorative plaques.
- Just south of Highway 7 is a grander entrance feature:
 - It is built to a design from a public design competition.
 - It reflects the Entrance Feature at the North end of the Village (without being the same), and features of the Town Square and the Highway 7 Intersection. It shares common elements with them all.
 - It has an historical component, focussed on the Town founders.
 - A statue or commemorative structure marks the earlier settlers
 - It reflects both the men and the women involved.

Markham Green

Reeve Park, the Community Arena and the Library site is redesigned to exhibit a heritage character to better integrate with the heritage conservation district. Improvements to Markham Green (the north west corner of the Arena) help it to blend in with the rest of the area:

- A heritage canopy on the building
- Park benches and fountains make the park attractive
- The cenotaph may move to the Town Square
- As part of the Town's expansion of library facilities, an expanded library replaces the existing one.

Feedback

The Vision, in various forms, has been presented to the public at meetings in the Summer and Fall 1998, and in the form presented here, at the Markham Festival of Lights (27 Nov 98) and a general public meeting (7 Dec 98). Here is a summary of the feedback we received at these latest meetings, which builds on but does not alter the Vision as presented.

General Comments

- The process is valuable in itself for connecting people to each other and their community
- People spoke out in favour of:
 - Bike-friendly aspects
 - Use of boulevards to calm traffic, and provide appeal
 - Need for better parking signage
 - Sponsoring tree plantings (complete with plaques)
 - Connecting walking paths
 - Consistent street furniture

One person especially liked it when everyone knows her name while shopping

- People expressed concern about:
 - Traffic infiltration
 - Off-street parking
 - Busses on Joseph Street
 - School bus traffic
- People saw the priorities were to:
 - Build the new bypass
 - Reduce truck traffic
 - Bury the utility wires
 - Plant trees. They are vital.
 - Narrow the road; add trees; build bump outs (visible signs of change); larger speed-limit signs
 - Encourage retail on Main Street
 - Retailers could keep better hours
 - Start with historic walks and trails, parkettes (because they would be the least expensive)
 - Do any necessary land trades between the Town and private land owners.

Suggestions for the Vision Statement

To implement the Vision, the following points could be considered:

- Screening of parking lots needs to address safety and security
- Angle parking may handle more vehicles
- Businesses need access from rear parking lots
- Clean up the litter, especially around fast-food places
- A boulevard in the middle for a couple of blocks may be appropriate
- Plant and care for a growing Christmas tree
- Trout ladders on the Rouge and Tannery Pond
- Maintain the Tennis Courts at Morgan Park
- Music on Main Street
- Old-style rail system up the middle of Main Street, or Markham Transit shuttle system
- Interlocking brick for a stretch from 407 north.
- Moving the Library to the Town Square
- North Entrance should relate to the Museum.

Suggestions for the Committee or Process

- Create a Web page
- Have first accomplishments to celebrate by Markham Festival and involve youth and children
- Find out about traffic flow (pass-through vs. local)
- Do fund raising as the Markham-Stouffville Hospital did.
- Perhaps a service club would do the Morgan Park Bandstand
- Encourage residents to take photos of other towns where they see good ideas

The Transition

A vision takes time to become reality. Here are some of the things we see happening sooner, rather than later.

- Streets are remarked (repainted) as soon as possible to signal to the public some of the physical changes to the street that are coming, while encouraging new and more people-friendly uses of the street immediately.
- Trees are planted soon, so that they have more time to mature. Possibly, the trees are in planters or other temporary structures pending the final changes to the surrounding boulevards.
- People and groups donate and dedicate facilities (from park benches on up) and in this way personalize the new structures.

Projects

To make this vision a reality, the required changes are grouped as projects (and subprojects). Each project has:

- An Owner (a person, committee, or organization that takes responsibility for make the project a reality)
- Volunteers and supporters (people and organizations that commit their time, effort and creativity towards the completion of the project, under the direction of the Project Owner)
- Sponsors (people and organizations that contribute funding, or goods and services towards a project)

If you or your group are interested in helping as an owner, volunteer or sponsor, please tell any member of the Main Street Markham Committee (listed on page 5).

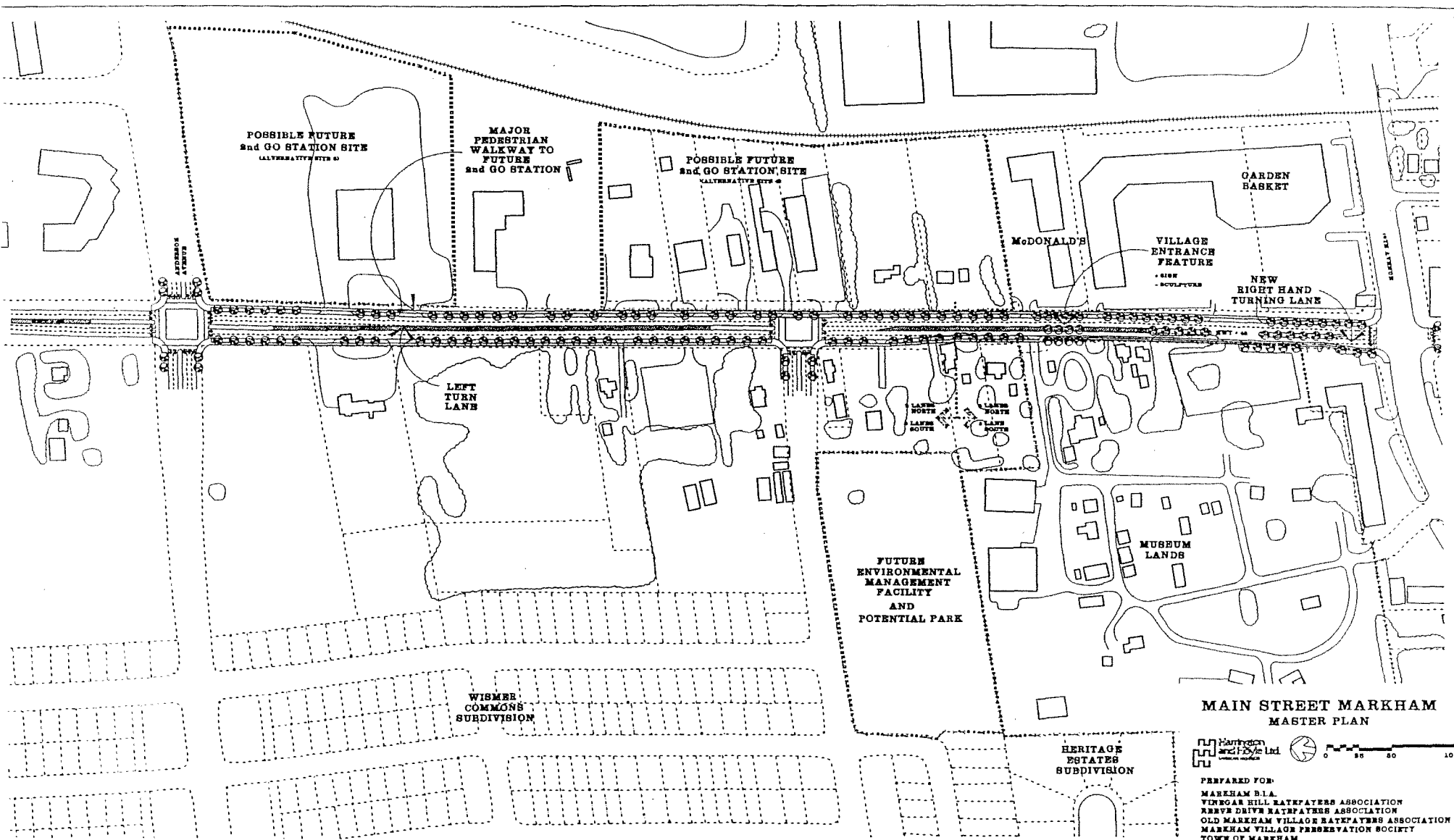
We need you to make the vision happen.

Main Street Markham Committee Co-chairs:

Councillor Jack Heath 415-7506

Councillor George McKelvey 479-7751

END
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POSSIBLE FUTURE
2nd GO STATION SITE
VALTERBAY SITE 0

MAJOR
PEDESTRIAN
WALKWAY TO
FUTURE
2nd GO STATION

POSSIBLE FUTURE
2nd GO STATION SITE
VALTERBAY SITE 0

McDONALD'S

GARDEN
BASKET

VILLAGE
ENTRANCE
FEATURE
- SIGN
- SCULPTURE

NEW
RIGHT HAND
TURNING LANE

LEFT
TURN
LANE

LANE
SOUTH

LANE
SOUTH

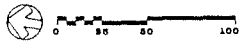
FUTURE
ENVIRONMENTAL
MANAGEMENT
FACILITY
AND
POTENTIAL PARK

MUSEUM
LANDS

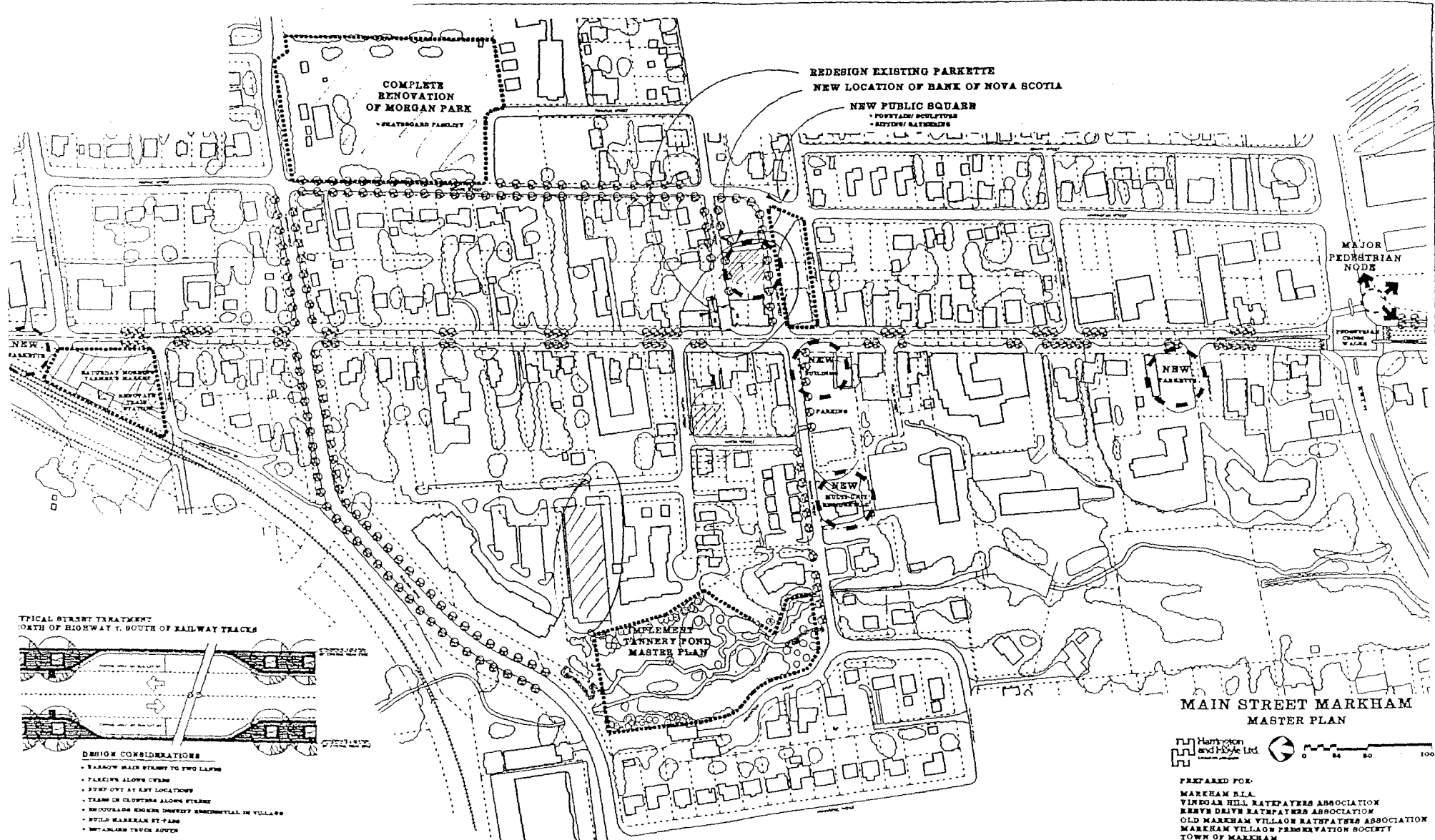
WISMER
COMMONS
SUBDIVISION

HERITAGE
ESTATES
SUBDIVISION

**MAIN STREET MARKHAM
MASTER PLAN**



PREPARED FOR:
MARKHAM B.I.A.
VINEGAR HILL RATEPAYERS ASSOCIATION
RIVER DRIVE RATEPAYERS ASSOCIATION
OLD MARKHAM VILLAGE RATEPAYERS ASSOCIATION
MARKHAM VILLAGE PRESERVATION SOCIETY
TOWN OF MARKHAM



COMPLETE
RENOVATION
OF MORGAN PARK
- PLATEBOARD PARKLET

REDESIGN EXISTING PARKETTE
NEW LOCATION OF BANK OF NOVA SCOTIA
NEW PUBLIC SQUARE
- FOUNTAIN/SCULPTURE
- ARTIST'S BALCONIES

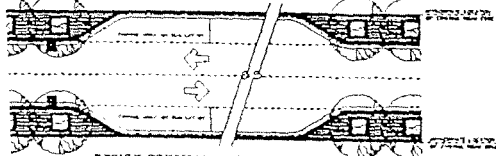
MAJOR
PEDESTRIAN
NODE

NEW
PUBLIC SQUARE

NEW
MUSEUM

IMPLEMENT
TANNER FORD
MASTER PLAN

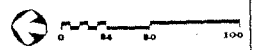
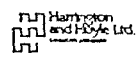
TYPICAL STREET TREATMENT
NORTH OF HIGHWAY 7, SOUTH OF RAILWAY TRACKS



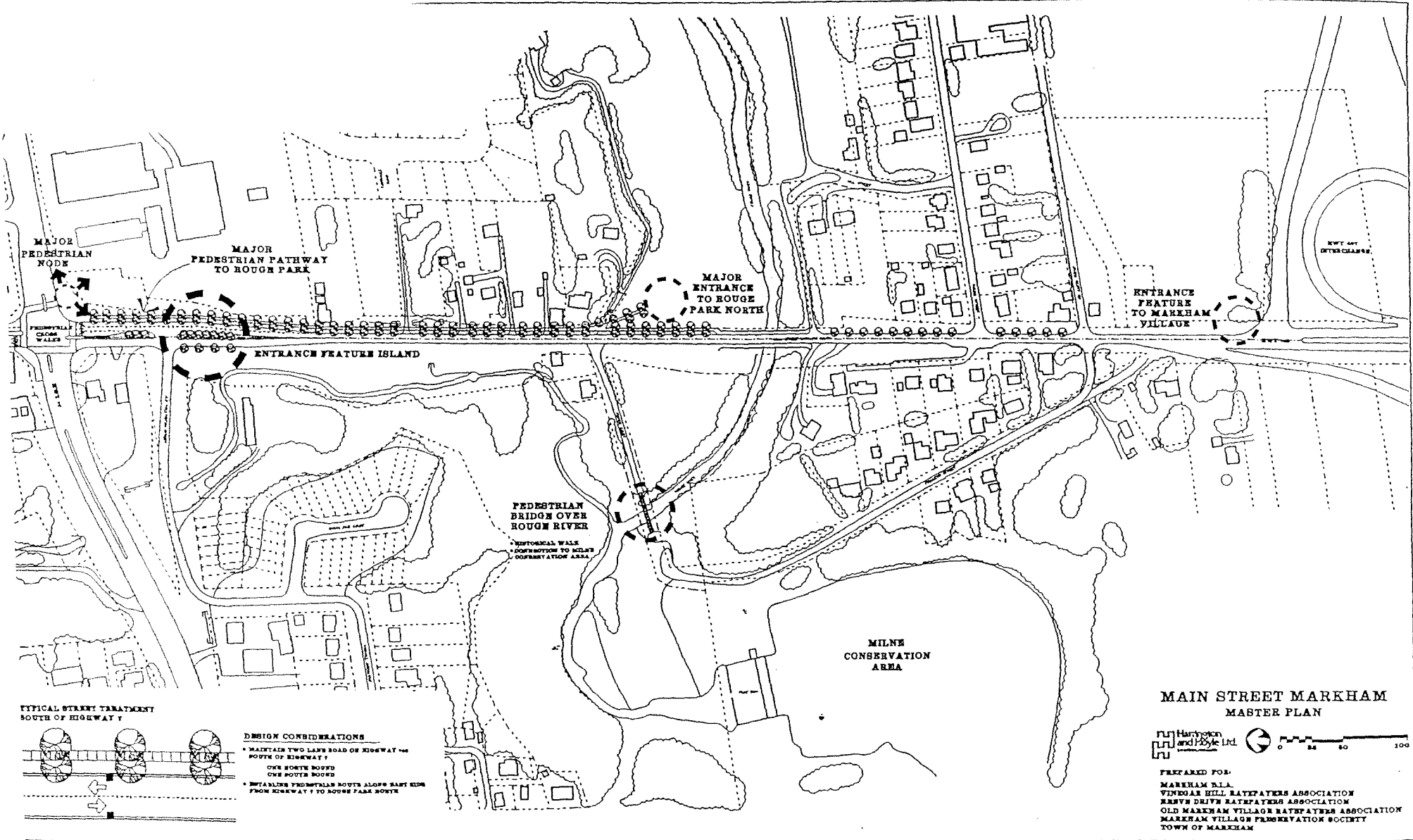
DESIGN CONSIDERATIONS

- NARROW MAIN STREET TO TWO LANES
- PARKING ALONG CURBS
- PARK OFF AT LEFT LOCATIONS
- TREES IN CLUSTERS ALONG STREET
- MINIMIZE EXCESSIVE IMPERVIOUS SURFACES IN VILLAGES
- BUILD MARKHAM ST-PLAN
- MITIGATE TRUCK ROUTE

MAIN STREET MARKHAM
MASTER PLAN



PREPARED FOR:
MARKHAM S.I.A.
VINDOAR HILL RATEPAYERS ASSOCIATION
KEYS DRIVE RATEPAYERS ASSOCIATION
OLD MARKHAM VILLAGES RATEPAYERS ASSOCIATION
MARKHAM VILLAGES PRESERVATION SOCIETY
TOWN OF MARKHAM

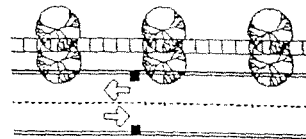


**MAIN STREET MARKHAM
MASTER PLAN**

Fullerton
and
Lyle Ltd.

PREPARED FOR:
 MARKHAM D.L.A.
 VINEGAR HILL RATEPAYERS ASSOCIATION
 BAYVIEW DRIVE RATEPAYERS ASSOCIATION
 OLD MARKHAM VILLAGE RATEPAYERS ASSOCIATION
 MARKHAM VILLAGE PRESERVATION SOCIETY
 TOWN OF MARKHAM

**TYPICAL STREET TREATMENT
SOUTH OF HIGHWAY 7**



DESIGN CONSIDERATIONS

- MAINTAIN TWO LANE ROAD ON HIGHWAY 7 SOUTH OF HIGHWAY 7
- ONE SIDEWALK BOUND ONE SIDE BOUND
- ESTABLISH PEDESTRIAN SOUTH ALONG EAST SIDE FROM HIGHWAY 7 TO ROUGE PARK NORTH



THE CORPORATION OF THE TOWN OF MARKHAM

**EXTRACT FROM THE MINUTES OF THE COUNCIL MEETING HELD ON Nov 27, 2001
REPORT NO. 75 - DEVELOPMENT SERVICES COMMITTEE**

(4) MAIN STREET MARKHAM STUDIES: 1)MAIN STREET MARKHAM VISION FOR THE MILLENNIUM 2)MAIN STREET MARKHAM MARKET & PLANNING REVIEW 3)MAIN STREET MARKHAM STREETScape GUIDELINES (10.0 & 16.39)

That the Main Street Markham Vision for the Millennium, the Main Street Markham Market and Planning Review and the Main Street Markham Streetscape Guidelines (on file in the office of the Town Clerk) be received and endorsed in principle;

And that the three documents be officially forwarded to the Markham Village BIA to help guide the activities of the BIA and individual property owners;

And that Town staff continue to work with these documents along with the Markham Village Heritage Conservation District Plan, Official Plan Amendment 108 and the current zoning by-law to ensure that the overall Town objectives for the Markham Village area are consistent and properly addressed, and to determine any necessary changes to the Official Plan, Secondary Plan or the Zoning By-law 1229, as amended;

And that Town staff and other interested parties be guided by the findings and direction provided by these documents when reviewing or initiating proposed changes, in both the public and private realms, to the Main Street Markham environment.



**REPORT TO DEVELOPMENT SERVICES
COMMITTEE**

TO: Mayor and Members of Council

FROM: Jim Baird, Director of Planning & Urban Design

PREPARED BY: Regan Hutcheson, Manager of Heritage Planning
Linda Irvine, Manager of Parks and Open Space Development

DATE OF MEETING: 2001-Nov-20

SUBJECT: Main Street Markham Committee Studies:
1) Main Street Markham Vision for the Millennium
2) Main Street Markham Market and Planning Review
3) Main Street Markham Streetscape Guidelines

RECOMMENDATION:

THAT the Main Street Markham Vision for the Millennium, the Main Street Markham Market and Planning Review and the Main Street Markham Streetscape Guidelines (on file in the office of the Town Clerk) be received and endorsed in principle;

THAT the three documents be officially forwarded to the Markham Village BIA to help guide the activities of the BIA and individual property owners;

THAT Town staff continue to work with these documents along with the Markham Village Heritage Conservation District Plan, Official Plan Amendment 108 and the current zoning by-law to ensure that the overall Town objectives for the Markham Village area are consistent and properly addressed, and to determine any necessary changes to the Official Plan, Secondary Plan or the Zoning By-law 1229, as amended;

AND THAT Town staff and other interested parties be guided by the findings and direction provided by these documents when reviewing or initiating proposed changes, in both the public and private realms, to the Main Street Markham environment.

PURPOSE:

The purpose of this report is to receive and endorse in principle the Main Street Markham Vision for the Millennium, the Main Street Markham Market and Planning Review and the Main Street Markham Streetscape Guidelines, and to recommend that the Town and other parties active in the Main Street Markham area be guided by these documents.

EXECUTIVE SUMMARY:

The Main Street Markham Committee has prepared a Main Street Vision Plan that builds on the work of previous studies and plans for the area, and adds the contemporary ideas of community members. The aim of the Vision is to recreate the once pedestrian-friendly village stretching from Anderson Avenue in the north to Vinegar Hill in the south. To start implementing the Vision, the Town worked with the Main Street Markham Committee to retain consulting firms to undertake a Main Street Markham Market and Planning Review and Main Street Markham Streetscape Guidelines. The Main Street Markham Market and Planning Review examined a number of areas of concern to local retailers and the BIA including among other issues: the relative merits, from a retail perspective, of the physical improvements recommended in the Main Street Vision Plan; the existing retail characteristics and opportunities; parking accessibility, signage, pedestrian environment, beautification opportunities and built form issues. The Streetscape Guidelines were prepared to advise and give recommendations to the many individuals and groups influencing physical changes to the street. The goal of the guidelines is to help create an attractive, pedestrian oriented, comfortable, active, liveable and economically successful street while maintaining its historical character and charm. These documents are available as a resource to property owners, the Markham Village BIA, Town Departments, public agencies and all parties active in the Main Street Markham area.

BACKGROUND/ DISCUSSION:

Main Street Markham Committee

The Town of Markham in 1998 appointed the Main Street Markham (MSM) Committee - a committee of residents, business owners, heritage advocates, environmentalists, and Councillors interested in conserving and enhancing Markham Village. The historic Main Street is a designated heritage conservation district under the Ontario Heritage Act. The Committee is co-chaired by Councillors Heath and McKelvey.

The work of the Committee, still ongoing, is intended:

- to develop a Vision for Main Street Markham that would make the street a pleasant place to work, to shop, to play and to live;
- to develop the Vision through public participation;
- to recommend to Council a series of plans and activities that would enable the Vision to be achieved;
- to develop a process of public participation that encourages residents, business owners, land owners and interested citizens to participate in activities on private, institutional and public spaces to create the ambiance envisioned by the Vision;
- to recommend to Council improvements to areas adjacent to Main Street that would supplement the Vision of the street;
- to actively seek participation of interested parties to make improvements in adjacent areas;

Main Street Markham – A Vision for the Millennium

The Main Street Markham (MSM) Committee with the support of local ratepayer associations, the business community and conservation groups prepared a Main Street Vision Plan in 1999.

This document builds on the work of previous studies and plans, and includes contemporary ideas of community members. See Appendix A.

The Plan aims to recreate a pedestrian friendly village with its mix of homes and businesses stretching from Anderson Avenue in the north to Vinegar Hill in the south. The Plan calls for additional trees, entrance features, park features, a farmers' market, burying hydro lines, introducing traffic calming features, a distinct family of street furniture and signage, and various measures to reduce through traffic and generally improve Main Street Markham and vicinity. The creation of a public square in the middle of the village is also suggested.

The Vision Plan was presented to the Administrative Committee of Council for information in January 1999. The MSM Committee and Councillors Heath and McKelvey were thanked for their work in preparing the document. The purpose of the presentation was to update Council on the activities of the Committee and to stress the need to start implementing some project that would make the Vision a reality. A number of projects related to the Vision have been given funding through Town budgets and co-funding initiatives in subsequent years (e.g. Markham Train Station, Tannery Pond, Church Street and Joseph Street Parkettes, street tree plantings, street signage review). Works and initiatives to implement the Vision Plan are expected to continue as a multi year program.

Main Street Markham Market and Planning Review

Following receipt of the Vision Plan, the Town in 2000 hired a consultant to undertake an analysis of the Main Street Vision Plan from the perspective of its potential impacts on Main Street merchants, and to comment generally on opportunities for commercial revitalization on Main Street Markham. The firm Joseph & Johnston- Joint Research and Planning Services was retained. The study had the support of the Markham Village BIA and was undertaken in consultation with the BIA. A number of BIA members including its Co-ordinator, Judi McIntyre are members of the MSM Committee. See Appendix B.

The Market study reviewed the following aspects:

- Existing Main Street Markham retail characteristics, trends and opportunities;
- Relative merits, from a retail perspective, of the physical improvements recommended in the Main Street Vision Plan;
- Viability and impact of the Farmer's Market proposal;
- Parking Accessibility;
- Signage;
- Land use mix and retail store mix;
- Commercial boundary issues;
- Pedestrian environment and Public Amenities;
- Beautification opportunities;
- Built form and Urban Design;
- Storefront presentation and appeal of retail streetscape;
- BIA program review and suggestion.

The findings of the study were presented to the MSM Committee by the consultants. The intention of the study was to be a supporting document for local retailers. The study confirmed that the Main Street Vision is appropriate and assures that the Vision will be a benefit to the Main Street by attracting business and encouraging investment. The MSM Committee recommended that the study findings be submitted to the Development Services Committee and utilized by staff in reviewing policies and regulations for the area. The Study recommendations are from a retail perspective, and should also be used to guide the activities of the Markham Village BIA and individual property owners.

Main Street Markham Streetscape Guidelines

Harrington and Hoyle, Landscape Architects, were also hired by the Town to develop streetscape guidelines for Main Street in Old Markham Village. In order for intended changes to occur over time on Main Street Markham, a design framework or guideline was established to ensure that what will result is an attractive and unified street having a strong, identifiable character through the use of consistent materials, elements and features. The intent is for this guideline document to be used by both the private and public sectors when designing and implementing particular aspects of the Main Street vision. Topics covered by the Streetscape Guidelines April 2001 include design principals, design approach, street materials and components, public art, maintenance, promotion, and programming. See Appendix C.

Presentation to Development Services Committee – November 6, 2001

Representatives of the Main Street Markham (MSM) Committee gave an overview presentation to the Development Services Committee on November 6, 2001 to highlight the work of the Committee and review a number of the projects and studies that have been undertaken, including the above three documents. The MSM Committee has requested that these documents be officially received and endorsed by Council. The MSM Committee also requested that staff work to incorporate the objectives and intent of these documents in appropriate Town documents such as the Secondary Plan for Markham Main Street and the zoning by-law for the area. Staff was also asked to use the findings and direction provided by these documents when reviewing proposed changes to the Main Street Markham environment.

The MSM Committee also asked that the previously authorized feasibility study of the reduction of Main Street to two lanes with landscaped bump-outs be a priority for 2002. Street Services staff is in the process of preparing the Term of Reference for this study. Planning and Urban Design staff will also participate in the study. It is anticipated that members of the MSM Committee will be requested to form part of the study steering committee. This Study must also have regard to overall transportation planning studies and initiatives underway in the Town.

Use of the Documents

It is recommended that Town staff be guided by the findings and direction provided by these documents when reviewing or initiating proposed changes to the Main Street Markham environment. The Main Street Markham Market and Planning Review is of particular interest to the Markham BIA and should be officially forwarded for its use once endorsed by Council. It is also recommended that the documents be available to the public.

It is further recommended that staff continue to work with the three documents along with the Markham Village Heritage Conservation District Plan, Official Plan Amendment 108 and the current zoning by-law to ensure that the Town's overall objectives for the Markham Village area are consistent and properly addressed, and work to determine any necessary changes to the Official Plan, Secondary Plan or the Zoning By-law 1229, as amended

FINANCIAL CONSIDERATIONS:

None at this time. Projects and initiatives must be considered through the Town's business planning and budgeting processes.

BUSINESS UNITS CONSULTED AND AFFECTED:

A number of Town Departments as well as Heritage Markham and the Main Street Markham Committee were involved in the review of the documents.

ATTACHMENTS:

- Appendix A - Main Street Markham Vision for the Millennium
- Appendix B - Main Street Markham Market and Planning Review
- Appendix C - Main Street Markham Streetscape Guidelines



Jim Baird, M.C.I.P., R.P.P.
Director of Planning & Urban Design



per Mary Frances Turner, M.C.I.P., R.P.P.
Commissioner of Development Services