



November 14, 2013

Jim Jones, Markham Regional Councillor
Don Hamilton, Markham Ward 3 Councillor
Regan Hutchinson, City of Markham
Rob Goodill, Torti Gallas and Partners
Michael Morrissey, Morrissey Consulting
Christie Day, Daywriter

Subject: Main Street Unionville Community Vision

The Unionville Villagers Association and the Unionville Ratepayers Association thank you for the excellent work to date on the Main Street Unionville project. We were pleased with the progress demonstrated at the community meeting last Thursday. As is often the case at community meetings, much of the dialogue on Thursday surrounded specific concerns; however, we assure you that both organizations support the broad directions you have established for the Highway 7 Gateway, the Stiver Mill / Train Station, the Village Square areas and the Main Street streetscape.

We have outlined below three next steps that we feel are critical to continuing to build support for this transformation.

1. We urge you to hold another meeting of the Main Street Unionville Committee within the next two weeks. The first agenda item would be a review of the remaining steps and expected completion dates for the process; including both the short term steps to complete the detailed vision and public consultation, and the medium term steps to turn it all into a new secondary / precinct plan and supporting by-laws.

The second agenda item is to discuss the request from last Thursday for "champions" to help move the project forward. It is important that stakeholders reach a consensus on what the role of a "champion" is, and the elements of the project where the team is looking for champion support. We understand you have met with Harry Eaglesham, who has offered to lead a "focus group" or "sounding board" for the Highway 7 Gateway. We support Harry's approach for this portion, and wonder if you may be looking for similar focus groups for other portions of the project.

2. As discussed at the meeting last Thursday, we expect another public consultation meeting within 60 days to complete a detailed review of the east and west sides of the village.
3. A critically important step in the process will be another community meeting to fully review the retail plans for the Main Street Core. There is still confusion in the community on what the consultant recommendations are on the retail success model for the village. Is the primary focus on community retail targeted at customers in the local community, is it on retail targeted at destination day-trip tourist traffic from other parts of the GTA, is it on restaurant / food services, or is it a mix of all of the above.

Based on the broad vision of the target market; what programs, incentives, tax structures by-laws and other actions are being recommended to attract the right merchants to the village and to discourage the wrong merchants/empty stores? What City, UBIA, merchant and other actions are being recommended to ensure that the village can attract enough retail spending to be viable 12 months a year?

In summary, the UVA and the URA are excited about what this undertaking can mean to the long term attractiveness of Unionville and to the preservation of our heritage. We are fully supportive of your efforts and we are committed to working proactively with you throughout the process to help communicate the vision, to gather community input directed at refining the details, and to offering constructive input.

Regards,



Reid McAlpine, President Unionville Villagers Association

Peter Miasek

Peter Miasek, President Unionville Ratepayers Association.