



MAIN STREET UNIONVILLE BIA WELCOME PACKAGE

Date: January, 2023

Updated every 6 months

Welcome to Main Street! The Unionville Business Improvement Area (UBIA) is here to support the businesses and landowners on Main Street.

The Unionville BIA is a non-profit organization committed to the continued success of its members through promotion and education, while participating in the marketing and beautification of Main Street Unionville and maintaining and respecting the historical foundation upon which Unionville was built.

The Board of the UBIA is made up of local business owners and landowners, as well as one staff member, the Executive Director (ED). The Board and ED are here to help you with any issues, and hear about your ideas, challenges and opinions. The Board holds monthly meetings to which all members are welcome to attend.

1.0 About Main Street Unionville: Heritage Conservation District

Markham has protected Main Street Unionville as a **Heritage Conservation District** using Part V of the Ontario Heritage Act.

A Heritage Conservation District is:

- A collection or grouping of buildings, streets and open spaces that together are of cultural heritage value to our community.
- An area with a special character that distinguishes it from other areas of the community
- An area defined by a boundary where all properties are protected from inappropriate changes through the use of policies and design guidelines.

In a Heritage District, all exterior changes to buildings and properties require heritage review and approval. This includes signage permits, construction, alterations to the buildings, and more.

1.2 Objectives of the District

Changes will occur in heritage conservation districts. They are living parts of our community,

not museum sites. District designation protects existing heritage resources and guides change so that it contributes to the area's unique character. The key objectives are:

- To preserve heritage resources- these are fragile gifts from past generations. They are not a renewable resource. Once lost, they are gone forever.
- To preserve original/early features - it is important to retain original or early building fabric such as windows, wall claddings and architectural elements.
- It is better to maintain than to repair
- It is better to repair than to restore
- It is better to restore than replace
- To ensure new construction is complementary and respectful - ranging from an addition to a heritage or non-heritage building to a new building in the district.
- To protect features in the public realm that make the area unique - this includes streetscapes, lot patterns and vegetation.

1.3 Commercial Signage in the District

Markham's heritage districts are also identified as Special Sign Districts in the City's Sign By-law to ensure appropriate heritage friendly signage on both public and private property. See Section 10.0 - Special Sign Districts. ***A Sign Permit from the Building Department is required before installing a new sign or replacing an existing sign face.***

The Sign By-law limits the size of signs, placement, materials and illumination methods in heritage areas. This helps ensure that signs are compatible with the heritage character of these areas. There are sign design policies in each heritage conservation district plan.

Appropriate signage:

- Doesn't obscure architectural features of buildings
- Posted in locations such as above the storefront or as a stand-alone ground sign
- Illuminates the sign with external light fixtures (i.e. goose-neck lighting) rather than backlit
- Uses traditional materials such as wood and canvas awning signs as opposed to modern plastics and vinyl (which are not permitted)
- Uses letter styles and fonts appropriate to the heritage character of the area such as:
 - Roman, Clarendon, Egyptian and Sans Serif styles
- Uses capital letters instead of lower case letters
- Uses heritage colours - no fluorescent or bright colours not considered traditional
- Heritage colours are defined as:
 - white -"historical" white
 - cream -buff
 - pearl grey -light lemon yellow
 - pale green -pale greyish blue
 - olive green -golden brown
 - gold -rosy beige

- beige
- orangey brownish yellow
- straw -drab greenish yellow
- sand -medium grey (stone)
- greyish brown (earth)

1.4 Changes to Property in a Heritage District

All properties located within a heritage conservation district are subject to a specific review and approval process—ranging from Site Plan Control Approval for larger development projects to a Heritage Permit for more minor projects.

The following information summarizes the type of approval required depending on the size and location of the commercial project. Please consult with City staff regarding complete application requirements for interior alterations, exterior alterations or any size, moving walls, painting, masonry work, window and door changes, changes to architectural pieces, front yard patios and lamps, mechanical equipment and fences.

1.5 Tree Removal

Property owners must apply for a permit before injuring or destroying any tree in Markham with a trunk diameter of 20 cm (about 8 inches) or more, measured at 1.37 metres (about 54 inches) above the ground at the base of the tree. Anyone contravening the Tree Preservation Bylaw and found guilty of an offence will be subject to penalties.

2.0 Other Main Street Unionville ByLaws and Regulations of Note

2.1 Parking

During the summer months, there is no parking on Main Street Unionville itself, on either side. There is free parking in parking lots behind both East and West sides of the street.

2.2 Deliveries

All deliveries should be made behind stores and restaurants, not at the front on Main Street. Delivery trucks on Main Street cause unnecessary traffic issues.

2.3 Sidewalks and Boulevards

The sidewalk and boulevard between the sidewalk and street belong to the City of Markham. If you would like to use this area for a business purpose, you need permission from the City to do so. Per the City of Markham's Sign ByLaw, ***A-frame signage is not permitted on the City boulevard.***

2.4 Streetscape

Throughout the year the UBIA adds items to the streetscape to make it friendlier and more welcoming to visitors. These include lamppost banners, holiday lighting, flowers and event signage. If you have a suggestion for the Board with regards to streetscape please let us know.

3.0 Financial Assistance

Markham has created a variety of financial programs to help designated properties including grants for Commercial Façade Improvement, Commercial Signage Replacement, restoration of Designated Heritage Property and property tax reductions for heritage properties. Contact staff or the review the Markham Heritage section of the City's website.

For further information, contact:

City of Markham, Heritage Section

Heritage@markham.ca 905-415-7529 www.markham.ca/heritage

Appendix:

1. [Main Street Unionville District Overview](#)
2. [Main Street Unionville District Policies](#)
3. [Main Street Unionville Heritage District Implementation](#)
4. [Main Street Unionville Commercial Features Regulations](#)
5. [Main Street Unionville Streetscape - **Revitalization Plan**](#)
6. [Main Street Unionville Alterations to Buildings](#)
7. [City of Markham Sign Bylaw](#)