

Uxbridge Downtown Revitalization Committee

April 29, 2021 (Via Microsoft Teams)

Minutes (Note: the meeting was recorded with a break for the TPP actual presentation)

- Present:
- Willie Popp, Ward 4 Councillor ToU
 - Todd Snooks, Ward 5 Councillor ToU
 - Hailey Weatherbee, Architect
 - Dennis Milenov, Business owner
 - Shelley Macbeth, Business owner
 - Lynn Klages, (Library Board)
 - Nancy Mann, (Chamber of Commerce)
 - Terry Baskin, (Accessibility Representative)
 - Craig Miller (EDAC)
 - Judy Risebrough, ToU Project Manager
 - *Wai Ying Di Giorgio, The Planning Partnership
 - *Donna Hinde, The Planning Partnership
 - *Carolyn Puterbough, Agriculture and Rural Economic Development Advisor. OMAFRA
 - *Stacey Jibb, Manager Agriculture and Rural, Region of Durham Economic Development
 - *Glen Macfarlane, Program Coordinator, Rural Economic Development, Region of Durham Economic Development
 - *Kristyn Chambers, North Durham Tourism Specialist, Region of Durham Economic Development
 - *Ashlea Brown, Dir. Regulations, Lake Simcoe Region Conservation Authority (LSRCA)
 - * Dave Ruggle, Planner, Lake Simcoe Region Conservation Authority (LSRCA)
 - *Mike Klose, ToU Building Inspector
 - *Ben Kester, Director of Public Works (ToU)
 - *Amanda Ferraro, Director of Community Services (ToU)
 - *Colleen Baskin, ToU Communication officer and Admin Assistant
 - *Tobi Lee, ToU Deputy Treasurer
- Regrets
- Dave Barton, Mayor ToU
 - Don Andrews, Business Owner
 - Joan Crosbie, Historical Preservation
 - Larry James, Business owner

- Roger Varley, Resident
 - Mark Christoff, Business Owner
 - Mike Whiston, (Tourism Advisory Committee)
 - Patricia Bush (BIA)
 - Kristi Honey, ToU CAO / Project Sponsor
 - *Danielle Culp, Planning Analyst, Region of Durham, Planning & Economic Development
 - *Debbie Leroux, ToU Clerk and Director of Legislative Services
- (note: * indicates a committee resource)

1. Disclosure of pecuniary interests:

Judy Risebrough, opened the meeting at 1:33 and asked if anyone had a disclosure to bring forward. None were presented.

2. Review of the agenda:

Judy Risebrough, presented the [agenda](#). Craig Miller motioned to approve the agenda, Shelley Macbeth seconded. Approved

3. Review of Minutes of last meeting:

Judy presented the [minutes](#) of the March 25th meeting. Lynn Klages motioned to approve the minutes with the correction, Craig Miller seconded. Approved

4. Business arising out of the minutes:

All items arising from the last meeting were covered in the Project Plan Update.

5. Project Plan Update

- i. **The Planning Partnership (TPP):** Donna Hinde and Wai Ying Di Giorgio provided some of their early thoughts based on the 20 discussions they have held over the past month.

Highlights from the presentation

- In Stage 1 – targeting completion in early fall
- They have organized the feedback into themes:
 - Buildings - Need more people living in the Downtown
 - Parking
 - YDHR – how to capitalize on this
 - Trucks – town has no control, Truckers don't obey signs
 - Active Transportation
 - Parks & Green Space
 - Implementation – clear direction with goals, achievable

- Visualization Exercise – “what is it?”
 - Articulates the visualization for Downtown
 - It is a high-level conceptual exercise
 - Sets a “Framework” and “Key Direction” for future detailed planning & development decisions
- Brock Street Heritage Design Guidelines – very good – mostly still relevant
 - Carried most of this forward in to an early demonstration plan
- Have been looking at maps – in particular township owned; the flood plain (old and proposed); contours; wetlands; woodlands; heritage buildings; official plan land uses; official plan transportation; Natural Heritage system & supportive uses and Zoning.
- Framework Plan – early thinking:
 - Three distinct zones:
 - Brock Street Commercial Main Street
 - Civic Arts Cultural Precinct – Informal Play spaces
 - Heritage Railway Cultural Precinct
 - Key Directions
 - Downtown Promenade / Walking Circuit
 - Gateways
 - Albert Street Parking
 - Residential Infill

- **Next steps:**

- engage this committee for feedback
- Coalesce key directions into one overall Visualization Plan
- Confirm the 6 perspective vignettes
- Online public presentation / discussion
- Prepare online survey for input on key directions/components of the Visualization Plan

ii. Web Page

- Colleen showed the committee the [#Myuxbridgedowntown webpage](#) was now active.

iii. Surveys

- Glen provided an update on the status of the surveys.

- 1) Building and Business Inventory: The project is going to use the data from the annual Durham Region Business Count. The Region plans to have the Uxbridge portion of this project completed by the end of June 2021
 - 2) Business Owners Survey: The UDRP is working with the Economic Development Advisory Committee (EDAC) and the BIA with an objective to create a standard business survey. This approach will allow the Township the option to undertake longer term trend analysis using the Qualtrics database.
 - 3) Point of Origin Survey: Is ready to be used, however, given the current COVID restrictions, it is anticipated that this will be conducted in early September. OMAFRA will provide training for those participating in the surveys.
 - 4) The Resident Survey: It is ready and the plan is to launch the survey in late May and will be available for residents to complete over the next two to three months. It will be available on-line through the [webpage](#) as well as in hard copy, initially through the Township office and expanded to other locations dependent on COVID restrictions.
- Colleen shared an overview of the proposed communications. Promotion of this survey will be utilizing the Township digital display, newspaper ads, social media, outreach to local media, Township Committees, and partner organizations such as the BIA and Library etc. to create community awareness to achieve a high rate of survey submission. As surveys are submitted, they will be tracked and communications boosted if necessary to ensure completion targets and under-represented groups and geographic areas are aware of the opportunity to participate.

Motion:

Lynn Klages made a motion that “the UDRAC recommends to Council that they approve the UDRP to go forward with the surveys.” Craig Miller seconded. Approved.

iv. Transportation Sub-committee

Ben Kester provided an update on the “truck bypass” request. He has received feedback from the Region and MTO. The Sub-committee will meet to discuss the feedback and possible recommendations that could be made for Council’s consideration.

6. Round Table Updates

- Judy reminded the Committee that Tom Fowle had shared his ideas regarding a sign recognizing the history of the culvert – feedback due by May 11, 2021.
- Willie informed the Committee that “Cycle Solutions” will be opening shortly at 28 Brock Street.

7. Next meeting May 27, 1:30 p.m.