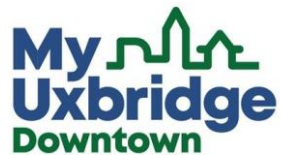


DOWNTOWN REVITALIZATION **Strategic Plan & Action Plan**



Building on Yesterday – Planning for Tomorrow



Final Report



March 28, 2022

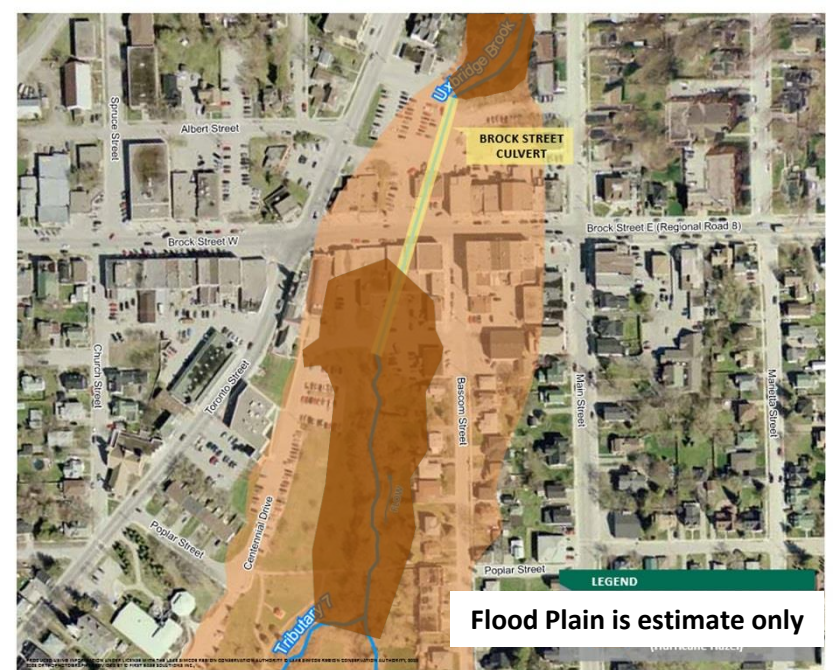


Flood Risk Reduction Set the Stage



The Brock St. Culvert project replaced an aging and undersized 200m underground culvert with a high-capacity culvert. This project has reduced the size of the floodplain and enabled many buildings in the downtown core to be redeveloped.

-  Flood Plain pre-2021
-  Current Flood Plain (estimate)



Overview of the OMAFRA Four-Step Process



Source: The Ontario Ministry of Agriculture and Rural Affairs, Downtown Revitalization Coordinator's Manual

Stage 1 – Develop the Vision Statement

“Uxbridge features a vibrant and thriving downtown that is rich in history and recognized as an inclusive and accessible community.”

Approved by Uxbridge Council, December 14, 2020

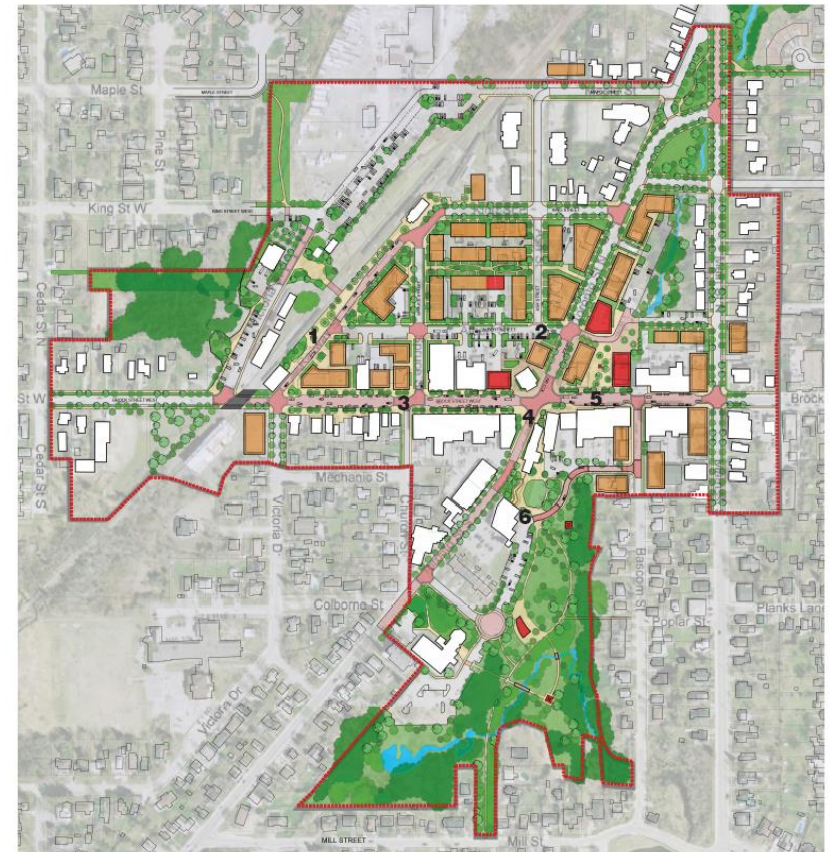
Balancing the Four Components of Downtown Revitalization



Physical Design Component



Concept Plan



Legend

- Study Area
- Township-owned Properties
- Potential redevelopment opportunities
- Redevelopment on municipal property
- Special paving

A Visualization Study was completed that recommended:

1. Character Districts within the Downtown
2. A Downtown Promenade and Town Square
3. Gateway Transitions into the Downtown
4. Parking Study and Plan for Albert St.
5. Centennial Park as a Destination Park
6. Residential Infill and Mixed Use development

Renderings were completed for key “placemaking” recommendations. These are concept drawings only.

Report available at: [My Uxbridge Downtown](#)

Economic Development Component



Resident Survey On-line
830 responses
95% accurate – error rate 3.32%

Business Owners Survey On-line
53 responses

Customer Origin Survey 587
Interviews

Market Area Data Report

Reports available at: [My Uxbridge Downtown](#)

Summary of the Analysis through 3 lenses

Ideas for Downtown Revitalization (Level of Priority)					
	TPP Visualization	Resident Survey	Business Owner Survey	Customer Origin Survey	Market Area Data Report
Patios	Medium	Medium	High	High	
Downtown Events		High	High	Medium	
Residential	High		Medium	Medium	Potential Opportunity
Music			Medium	High	
Trail Connectivity	Low	Low	High	Low	
Public Art	High		Low	Low	
Extended Hours of Business		Low		High	
Recreational Activities	Medium	Medium		Low	
Pedestrian Focus	Medium	Medium			
Public Washrooms	Medium	Low		Low	
Cyclist Focus		Low		Medium	
Lights, Flowers & Trees	Medium			Low	
Hotel		Low	Low	Low	
Tourist Information			Low	Low	
Development Incentives				Low	
Garbage Pickup				Low	
Police Presence				Low	
Public Transit				Low	
Public Wi-Fi				Low	

Summary of the Analysis through 3 lenses

Recommended Physical Changes (Level of Priority)

	TPP Visualization	Resident Survey	Business Owner Survey	Customer Origin Survey	Market Area Data Report
Reduce Truck Traffic	High	High	High	High	
Town Square / Public Spaces	High	High	Medium	High	
Parks & Playgrounds	High	High	Low	High	
Lower Brock	High	High		High	
Facades / Store Fronts	High		Medium	Medium	
Sympathetic Architecture	High		Medium	Medium	
Vacant Stores	Medium	Medium		High	
Accessibility	High	Low		Medium	
Protect Heritage Buildings	High			Medium	
Remove Angle Parking	High			Medium	
Street Scaping	High			Medium	
Intersections	High			Low	
Parking	Low	Low	Low	Medium	
Sidewalks	Medium			Low	
Rear Facades			Medium		
EV Parking	Low			Low	
Signage				Low	

Summary of the Analysis through 3 lenses

Potential New Businesses or Services (Level of Priority)					
	TPP Visualization	Resident Survey	Business Owner Survey	Customer Origin Survey	Market Area Data Report*
Unique Boutiques	Medium	Medium	High	High	Potential Opportunity
Grocery Store		High	Medium	High	Potential Opportunity
Cafés		High	Medium	High	
Ethnic Restaurants		Medium	High	Medium	Potential Opportunity
Family Clothing Store		High	Medium	Medium	Potential Opportunity
Restaurants				High	Potential Opportunity
Artisan Market		Low	Medium	Medium	No Opportunity Identified
Bakery		Low	Low	Medium	Potential Opportunity
Hardware Store		Low	Low	Medium	No Opportunity Identified
Ice Cream Store		Medium		Low	
Kids/Youth Clothing Store				Medium	Potential Opportunity
Fine Dining		Low		Medium	Potential Opportunity
Women's Clothing Store				Medium	Potential Opportunity
Personal Services		Low	Low	Low	Potential Opportunity
Food Trucks		Low		Low	
Pop-up Shops	Low			Low	
Barbershop				Low	Potential Opportunity
Bistros				Low	
Men's Store				Low	Potential Opportunity
Toy Store		Low			Potential Opportunity
Craft / Hobby Store		Low			Potential Opportunity


Revitalization Pillars and Action Plan



Project Recommendations











New Development and Streetscape Improvements at Brock Street and Toronto Street, Looking North

	Goal #1	Committed leadership for the Uxbridge Downtown Revitalization
Key Actions		
<ul style="list-style-type: none"> ● ● 	1.	The 2022-2026 Council reaffirms commitment to the Strategic Plan and Action Plan.
<ul style="list-style-type: none"> ● 	2.	Establish a Downtown Revitalization Advisory Committee as a Standing Committee of Council. <ul style="list-style-type: none"> ● Membership – representation? ● Terms of Reference. ● Clarify Roles of other committees as it relates to the Downtown – Accessibility, Age Friendly, Parks, Heritage, Active Transportation, EDAC, TAC, BIA etc. ● Partnership with all levels of Government, Property Owners, Business Owners, Community Groups and Residents.
<ul style="list-style-type: none"> ● 	3.	As part of the 2023 budget discussions, incorporate the 2022 motion of Council “THAT a 1% levy to the Downtown Revitalization Reserve be added to the Budget list for 2023 for consideration.”
<ul style="list-style-type: none"> ● 	4.	Incorporate the UDRP Action Plan into the Township Operational Plans (Directorates and Committees).
<ul style="list-style-type: none"> ● ● ● 	5.	Increase the economic viability of the Downtown. <ul style="list-style-type: none"> ● Work with the Region to incorporate the needs of Uxbridge Township within the Regional Economic Development Plan. (Vibrant North Durham 2.0) ● Work with local businesses that have indicated an interest in expansion or succession planning. ● Support businesses and develop/execute initiatives to promote the variety of local goods and services. ● Identify and expand recruitment strategies to attract individuals to fill workforce gaps. ● Proactively reach out to businesses that might be able to fill identified opportunities, be they service gaps (hours) or products. ● Work with individuals and business who are interested in establishing new businesses within the Township

Project Recommendations



	Goal #2	Lower Brock will become part of a vibrant downtown that offers both residential and commercial opportunities, preserves our heritage buildings and provides a sense of community with the inclusion of a Town Square.
Key Actions		
	1. Confirmation of the final Uxbridge Downtown Floodplain.	
	2. Review / revise the Uxbridge Downtown Community Improvement Program.	
	3. Complete an inventory of our Downtown Heritage Buildings; and review / revise the Brock Street Heritage Guidelines	
	4. Review / revise Official Plan, Zoning Bylaws etc. re: sympathetic development in the Downtown and incorporating TPP's recommendations	
	5. Work with downtown property owners to have the "H" (hold) removed from their C3 zoned properties to allow for development / redevelopment of these properties.	
	6. Create a permanent downtown Town Square, located on the Township owned property over and adjacent to the culvert. Ensure that the plan incorporates TPP's recommendations	
	7. Work with developers and property owners to explore opportunities to redevelop downtown properties, both for commercial and residential purposes.	

Project Recommendations



	Goal #3	Establish a downtown that is pedestrian focused, and that actively supports inclusion and accessibility.
Key Actions		
<ul style="list-style-type: none"> ● ● 	1. Reduction of Long-haul Truck Traffic through the Downtown <ul style="list-style-type: none"> i. Traffic calming measures should be implemented throughout the downtown. 	
<ul style="list-style-type: none"> ● ● 	<ul style="list-style-type: none"> ii. The Township should continue to work with the Region and the local truck companies. 	
<ul style="list-style-type: none"> ● ● ● ● 	2. Undertake parking study(s) that plans for the future, including intensification in the downtown, emerging trends (electric cars, active transportation etc.) and incorporates TPP’s recommendations and in particular addresses the issues of accessible parking and “Angle Parking” in Upper Brock.	
<ul style="list-style-type: none"> ● ● ● ● 	3. Streetscaping <ul style="list-style-type: none"> • Safe, walkable streets that provided public spaces, patios and areas to sit and visit were identified as a priority by the residents. • Seek opportunities to engage residents, business owners and property owners to work with the Township to create a year-round streetscape plan that links the downtown together. 	
4. Accessibility To achieve the Downtown Vision, it is imperative that accessibility be at the centre of all planning. The Accessibility Plan will be a reference document for the Key Actions.		
5. Active Transportation Support and facilitate the implementation of the Active Transportation Plan and Regional Cycling Plan recommendations related to the downtown.		
6. Age Friendly Incorporate the Age-Friendly Community Assessment Report recommendations.		
















Project Recommendations



Amphitheatre in Centennial Park

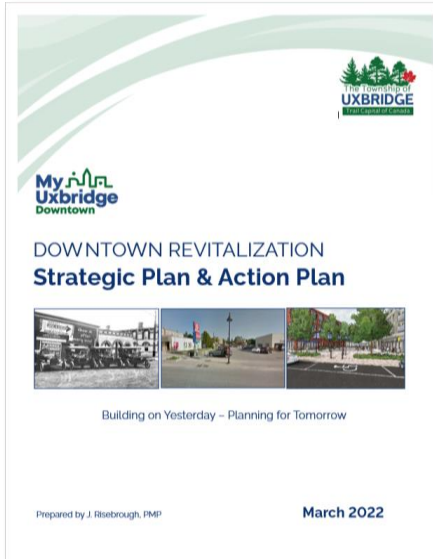


Streetscape Improvements, Pedestrian Promenade and New Development on Railway Street, Looking North

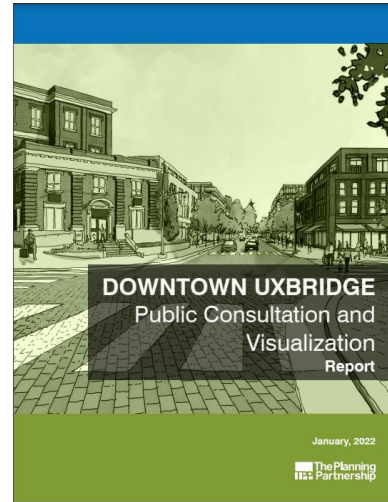
	Goal #4	Create a downtown that incorporates the Brock Street District, the Civic Cultural District and the Heritage Railway District into a cohesive downtown that is recognized as a year-round destination for residents and tourists.
Key Actions		
  	1. Marketing and Promotion (Downtown Events, Branding)	
  	2. Downtown Events / Linkage to Township Events <ul style="list-style-type: none"> • Seek opportunities to create new events that take place in the downtown. • Create connectivity between existing Township events with the objective of providing an opportunity for individuals to shop and visit in the downtown. • Promote the Historical Walking Tour and include downtown heritage buildings that are identified as part of the Lower Brock action plan 	
   	3. Civic Cultural District - Centennial Park <ul style="list-style-type: none"> • Develop a Master Plan for the redevelopment of Centennial Park into a “Destination Park” as identified in the Parks Master Plan, that celebrates Inclusion, the Environment and Reconciliation. • Install signage and improve the Pond Street entranceway into Centennial Park. • Seek opportunities that will advance the redevelopment of Centennial Park in alignment with the downtown vision and TPP recommendations. 	
   	4. Heritage Railway District <ul style="list-style-type: none"> • Explore with Metrolinx, in advance of the 2026 lease agreement, the recommendations identified by TPP and the Active Transportation Committee. • Review / revise the YDHR lease that currently expires in December 2022. • Farmers Market <ul style="list-style-type: none"> • Seek ways to connect the Farmer’s Market with the Downtown Business Owners (e.g. promote expanded hours of operation on Sunday mornings) • Continue to look for ways to support and enhance farmers market, build on success, expand operations, streetscaping/landscaping, parking improvements, accessibility improvements. 	

Downtown Revitalization – Summary of Reports

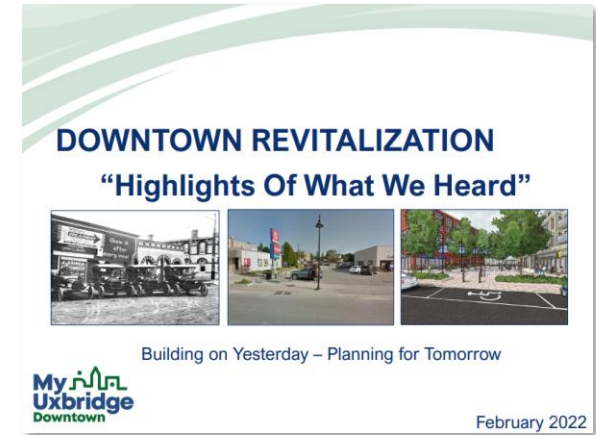
Reports available at: [My Uxbridge Downtown](#)



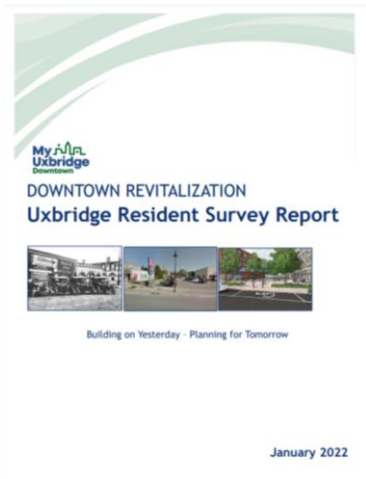
UDRP - Strategic Plan & Action Plan



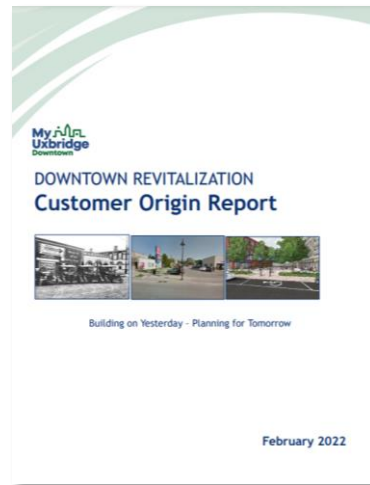
Visualization Study



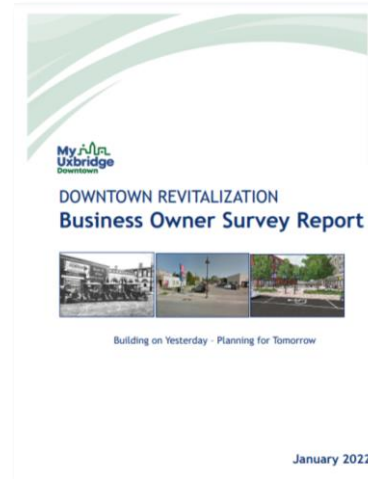
Summary of Public Consultation



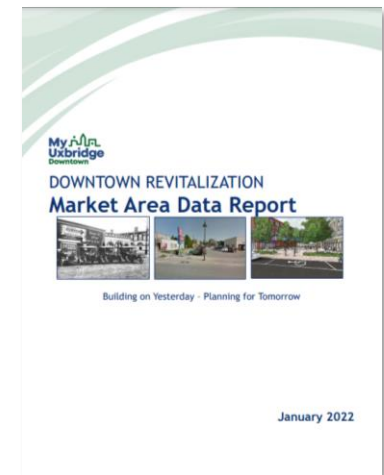
Resident Survey Report



Customer Origin Report



Business Owner Survey Report



Market Area Data Report

Early Wins

Reducing Truck Traffic



RED Grant: Mobile Notification Promoting Local Merchants to Tourists



RED Grant: Downtown Welcome/Tourism Centre



Budget Support and Council Approval to Seek Funding Opportunities for Future Projects

Project Communication Plan

Plan to Target Information to Distinct Stakeholder Groups

General Public

- Short animated video to explain concepts
- Promotion of video on social media
- Host project information on website
- Use comms channels to push residents to website

Property Owners in Study Area

- Letter to study-area property owners that provides links to the various reports.

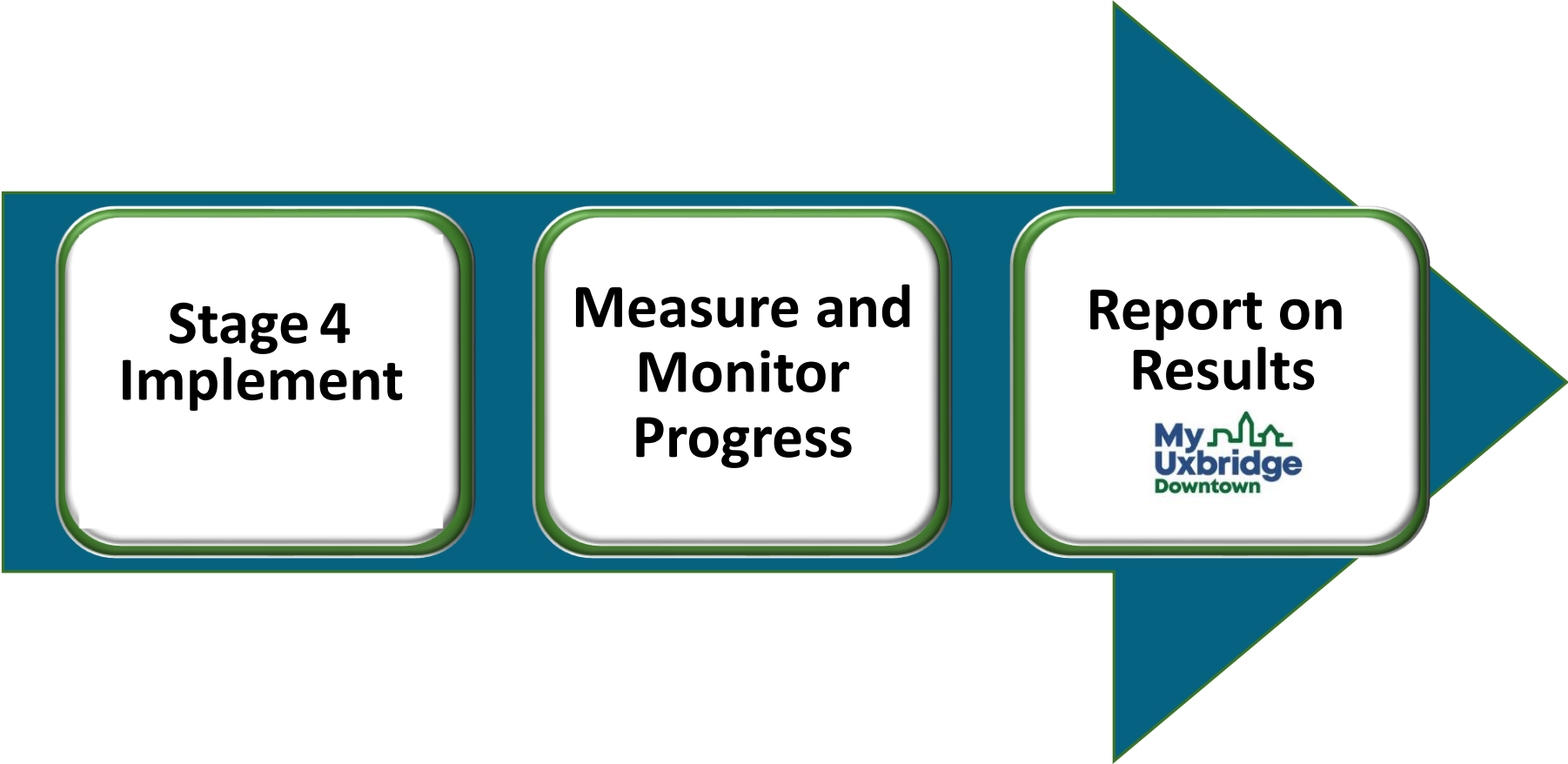
BIA/Local Business Interests

- Present to BIA
- Present to Chamber of Commerce
- Present to EDAC and other related Township Committees
- Host Materials on BIA website

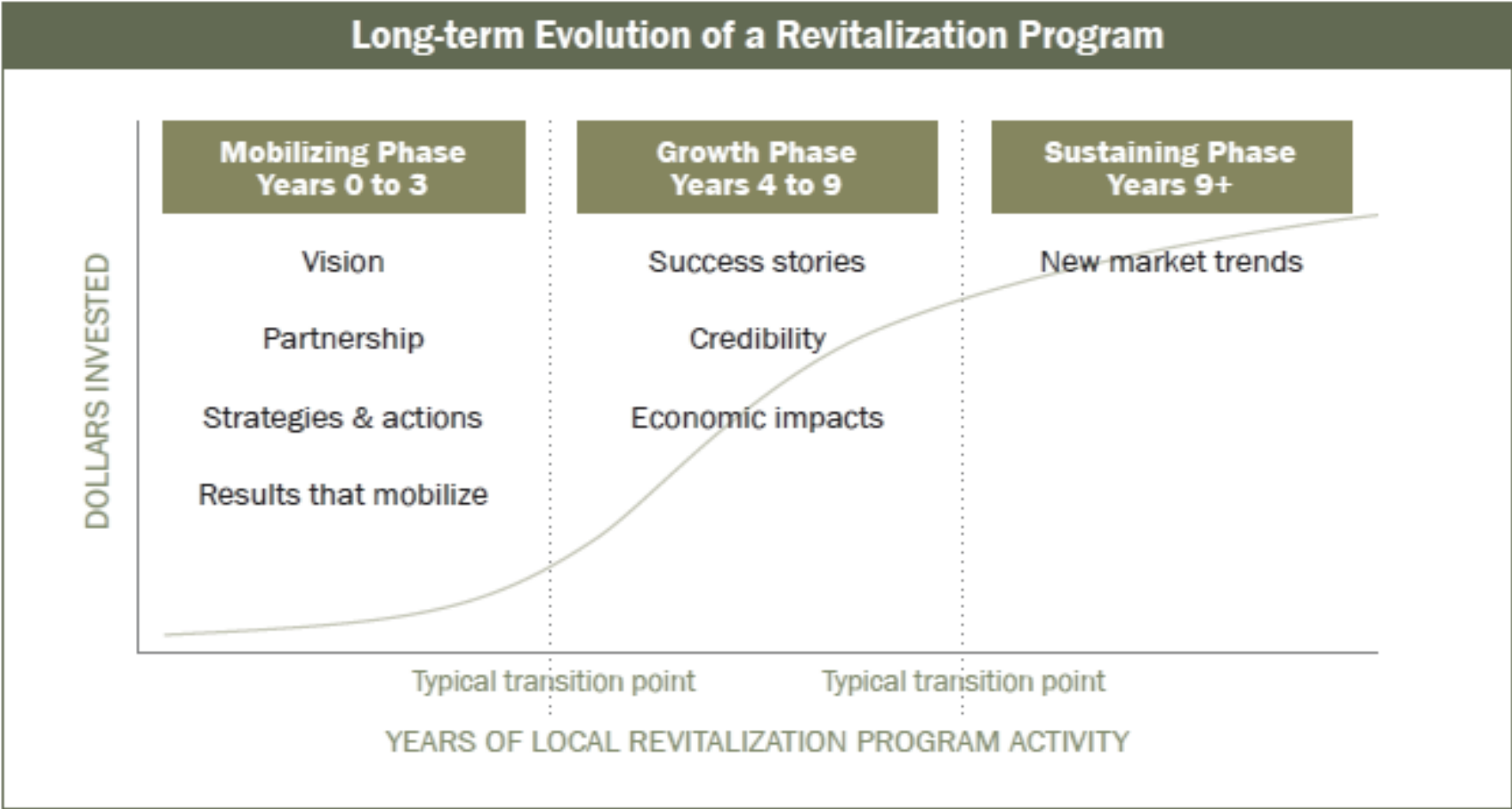
Staff/Partners/ Advisory Committees

- Provide project action plan at all-staff meeting
- Send project briefing to key partners
- Include project briefing for all Committees
- Orientation for 2022-2026 term of Council

Future Work: Stage 4 - Implement and Monitor



Downtown Revitalization – A Timeline



Source: The Ontario Ministry of Agriculture and Rural Affairs, Downtown Revitalization Coordinator’s Manual

Proposed Next Steps

1. Implement the Communication Plan;
2. Work with Township Directorates and Committees to begin incorporating the UDRP Strategic Plan and Action plan into their operational plans;
3. Work with Development Services re: the Community Improvement Plan Update; and
4. Explore ways to establish a “Transitional” Town Square.

This project made possible with funding from

