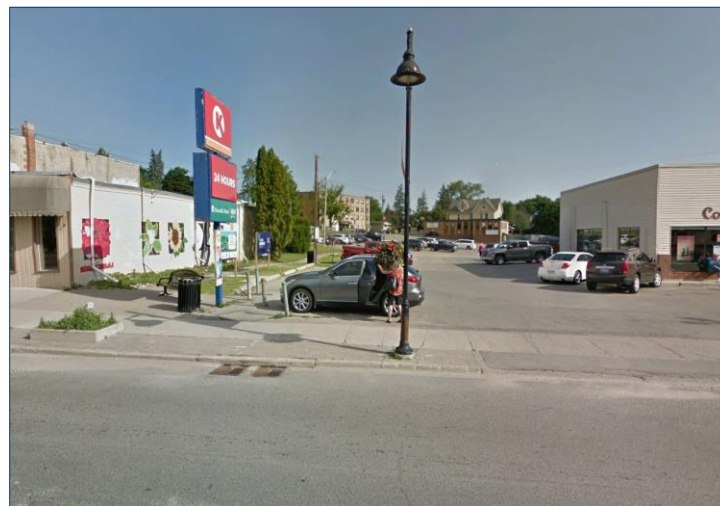


DOWNTOWN REVITALIZATION

“Highlights Of What We Heard”



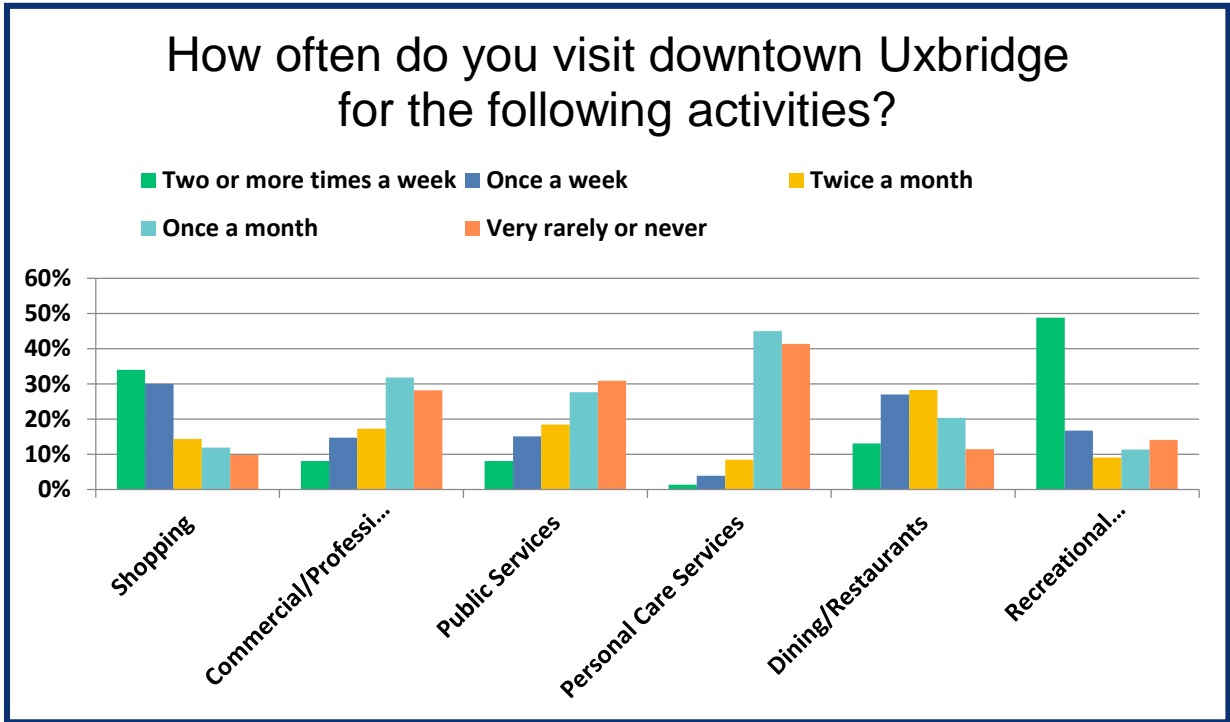
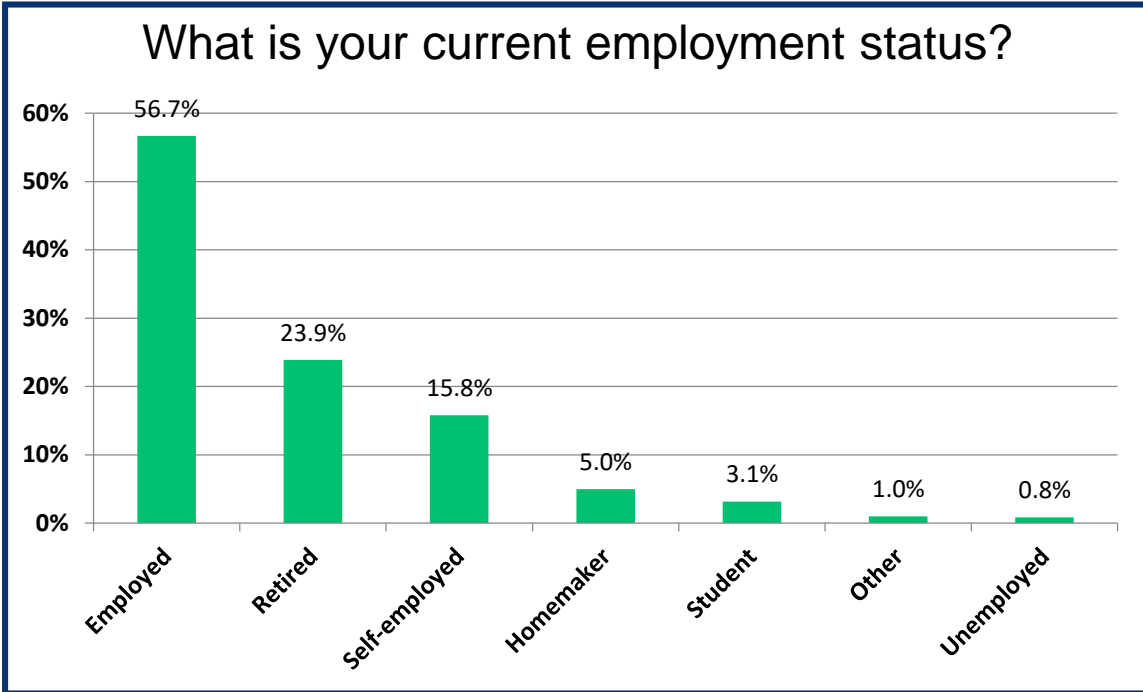
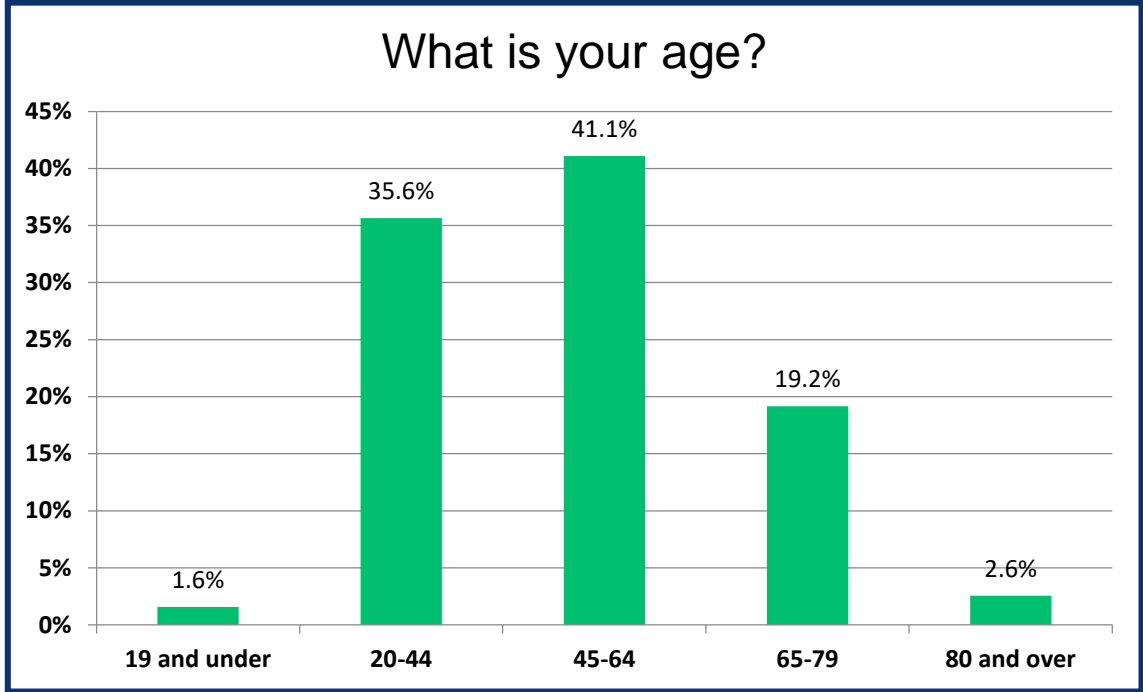
Building on Yesterday – Planning for Tomorrow

Purpose

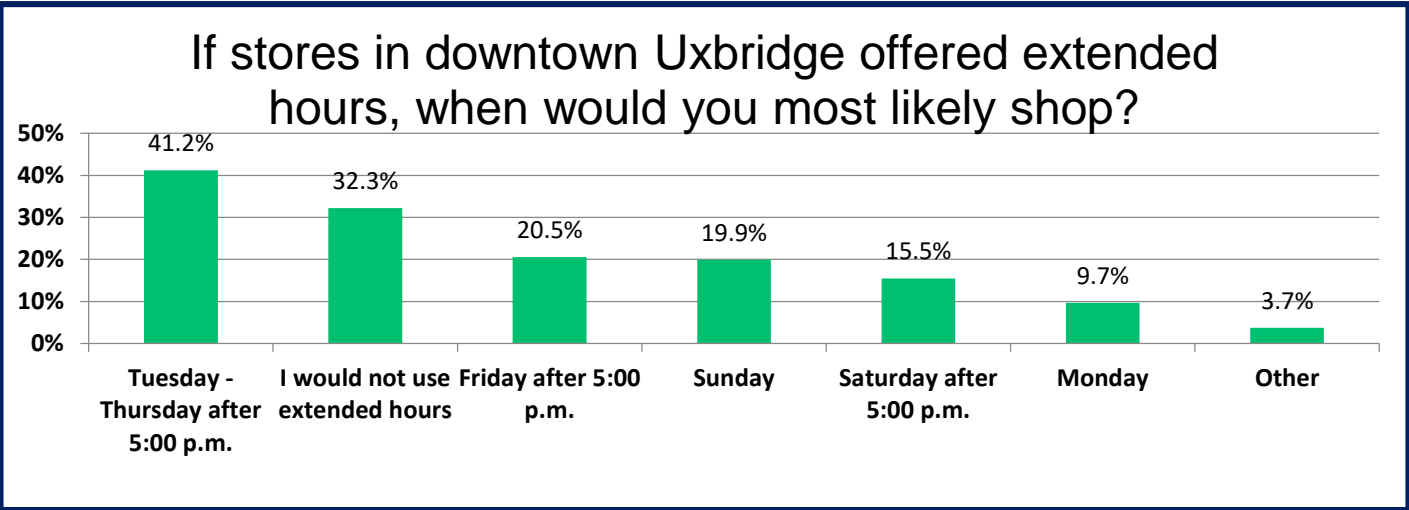
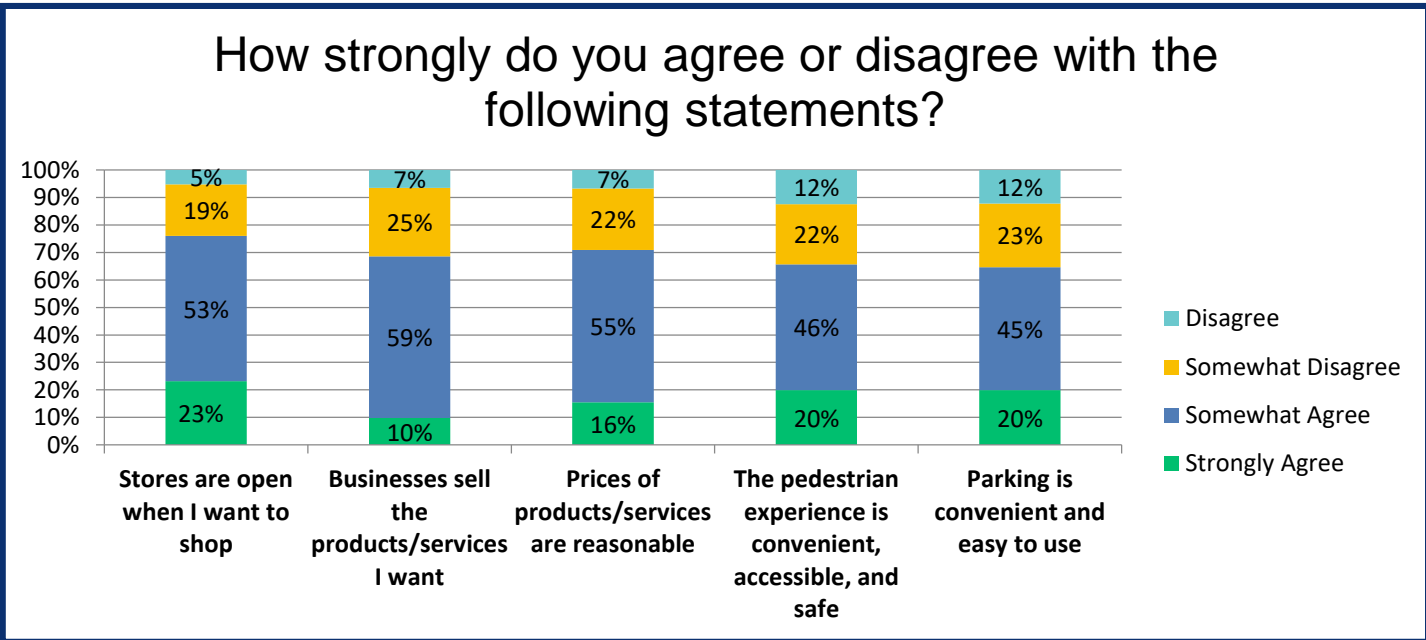
- To provide examples of the information available in the following reports:
 - The Resident Survey (slides 3 to 6)
 - an online survey that collected information from 830 residents regarding their attitudes and opinions relative to the downtown.
 - The Business Owners Survey (slides 7 to 9)
 - an online survey that collected information from 53 Business Owners. It measured current business needs, marketing and sales information, and business owners' perceptions of the downtown.
 - Customer Origin Survey (slides 10 and 11)
 - an in-person survey that interviewed 587 individuals in the downtown over a period of 8 consecutive days in September 2021.
 - Market Area Data Report (slides 12 and 13)
 - The information from the 587 Customer Origin Survey interviews was provided to OMAFRA. They prepared a report that provided a map of the trade area, demographic information about the residents in the trade area and the purchasing habits of these individuals as well as a Market Threshold Analysis.
 - Physical Design Visualizations (slides 14 to 18)
 - The Township engaged The Planning Partnership (TPP) to facilitate and develop renderings for the Uxbridge Downtown Area (the 'Downtown') between 1st Avenue on Brock Street East and Cedar Street on Brock Street West. On December 6, 2021, TPP presented to Council their Demonstration Plan and Recommendations for the Uxbridge Downtown Revitalization Plan and their final report was provided in January 2022.

For the Resident Survey, we can be 95% confident that the same results would be obtained with a margin of error of just 3.32%.

What 830 Residents Told Us



What 830 Residents Told Us Continued



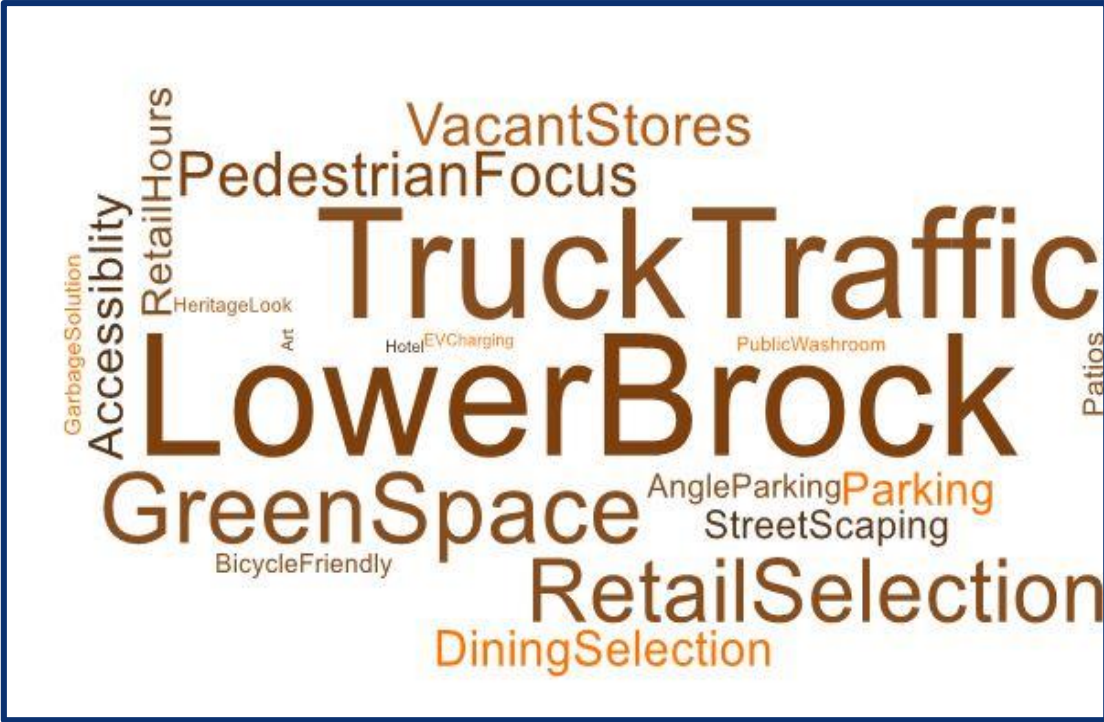
Use of Extended Hours of Operation by Age

Ages 44 and under (n = 307)		Ages 45 – 64 (n = 339)		Ages 65 and over (n = 178)	
Monday	11.1%	Monday	8.6%	Monday	9.6%
Tues - Thurs after 5 p.m.	54.1%	Tues - Thurs after 5 p.m.	41.6%	Tues - Thurs after 5 p.m.	18.5%
Fri after 5 p.m.	26.4%	Fri after 5 p.m.	18.9%	Fri after 5 p.m.	13.5%
Sat after 5 p.m.	23.1%	Sat after 5 p.m.	11.8%	Sat after 5 p.m.	9.0%
Sunday	28.3%	Sunday	20.1%	Sunday	5.6%
Would Not Use Extended Hours	16.3%	Would Not Use Extended Hours	33.0%	Would Not Use Extended Hours	57.9%
Other	3.9%	Other	3.0%	Other	5.1%

What 830 Residents Told Us Continued



What Do You Like About Downtown Uxbridge?

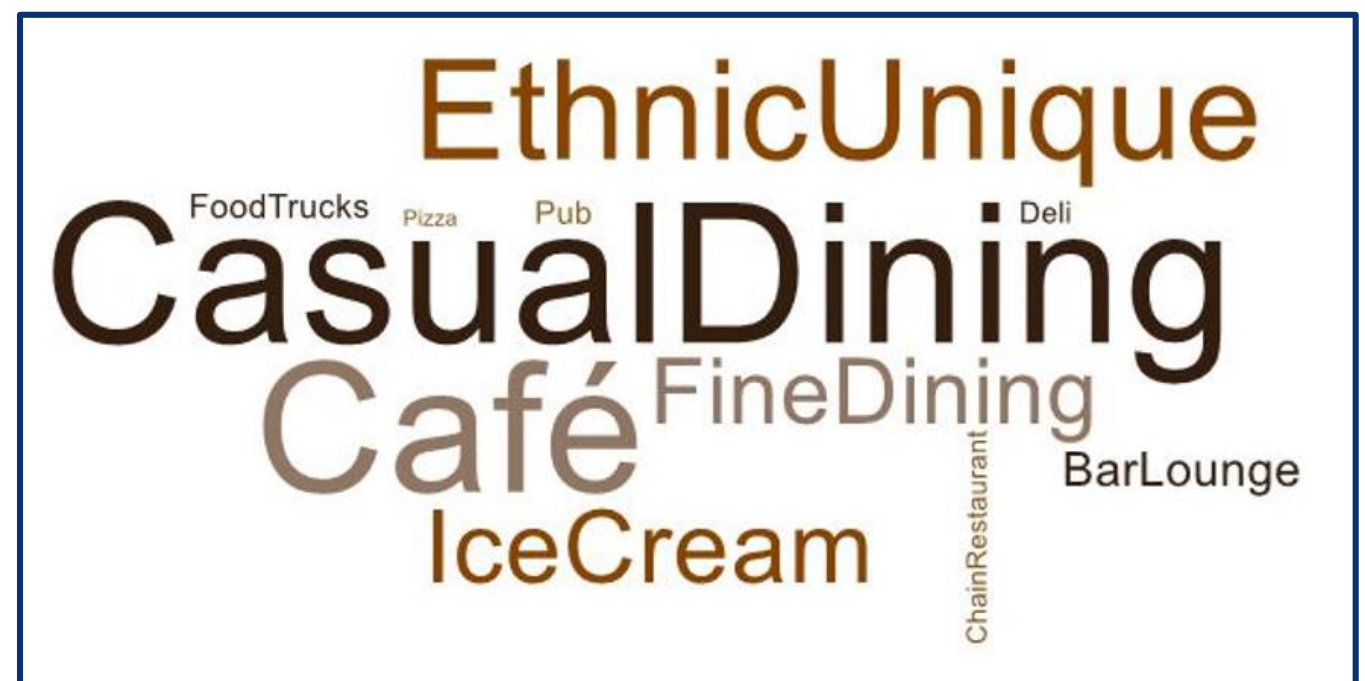
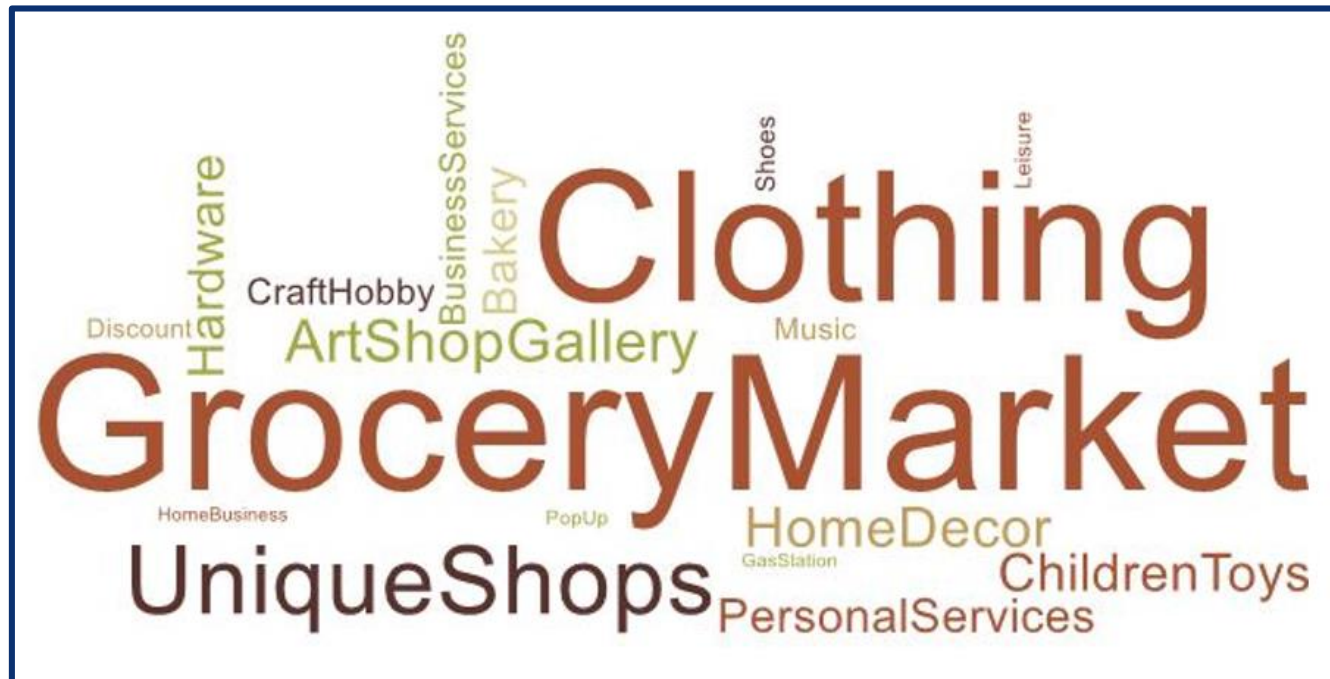


What Should We Improve In Downtown Uxbridge?



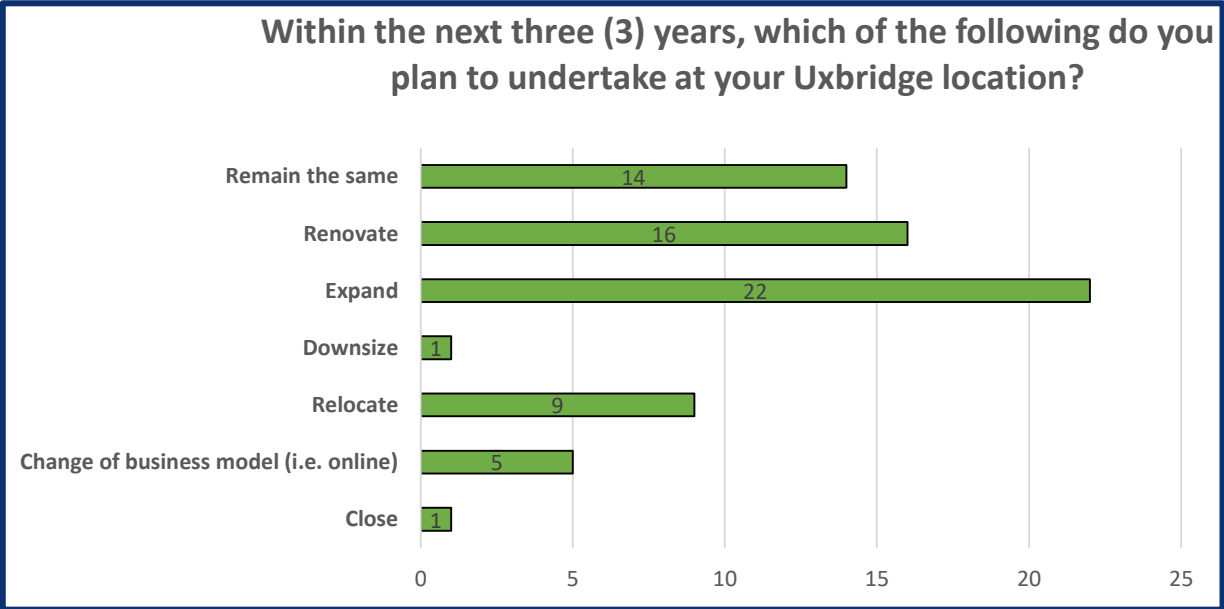
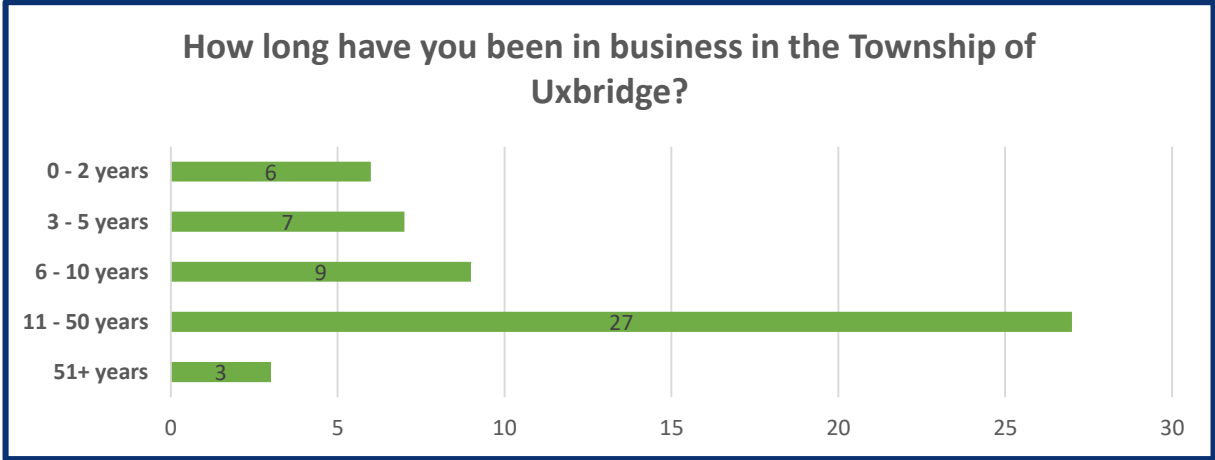
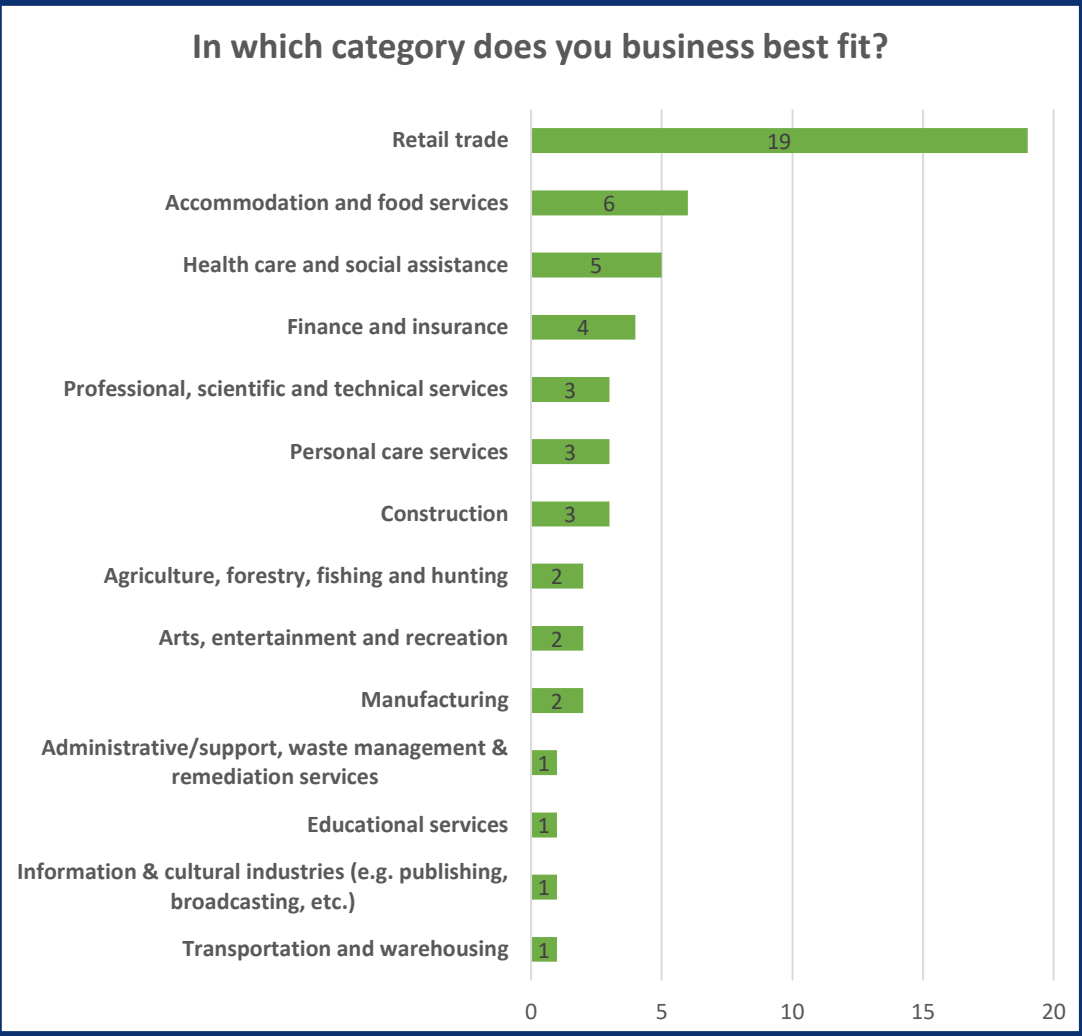
What Do You Want In Downtown Uxbridge?

What 830 Residents Told Us Continued

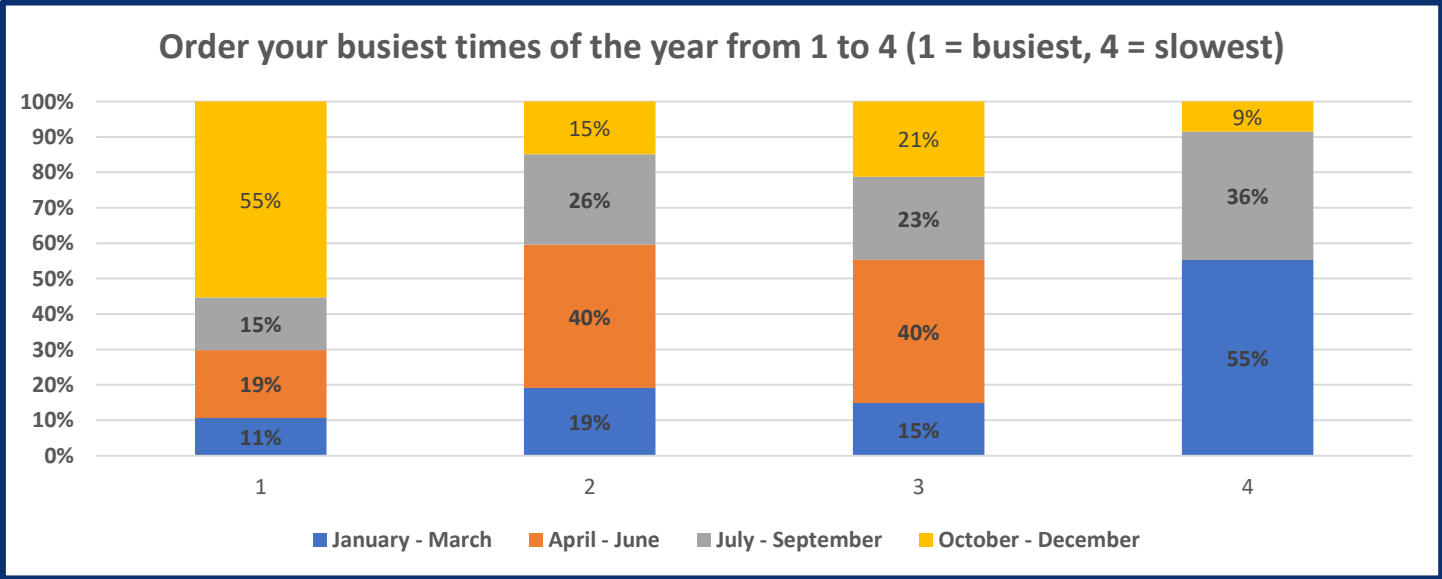
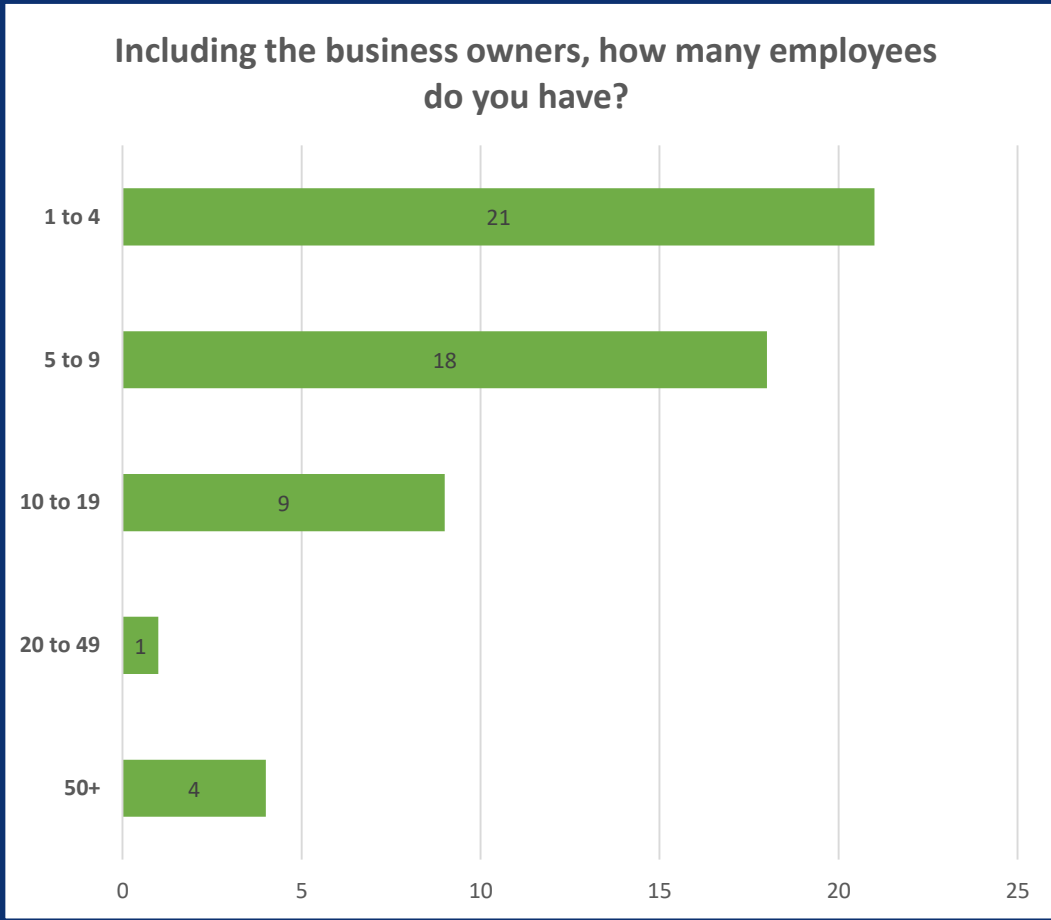
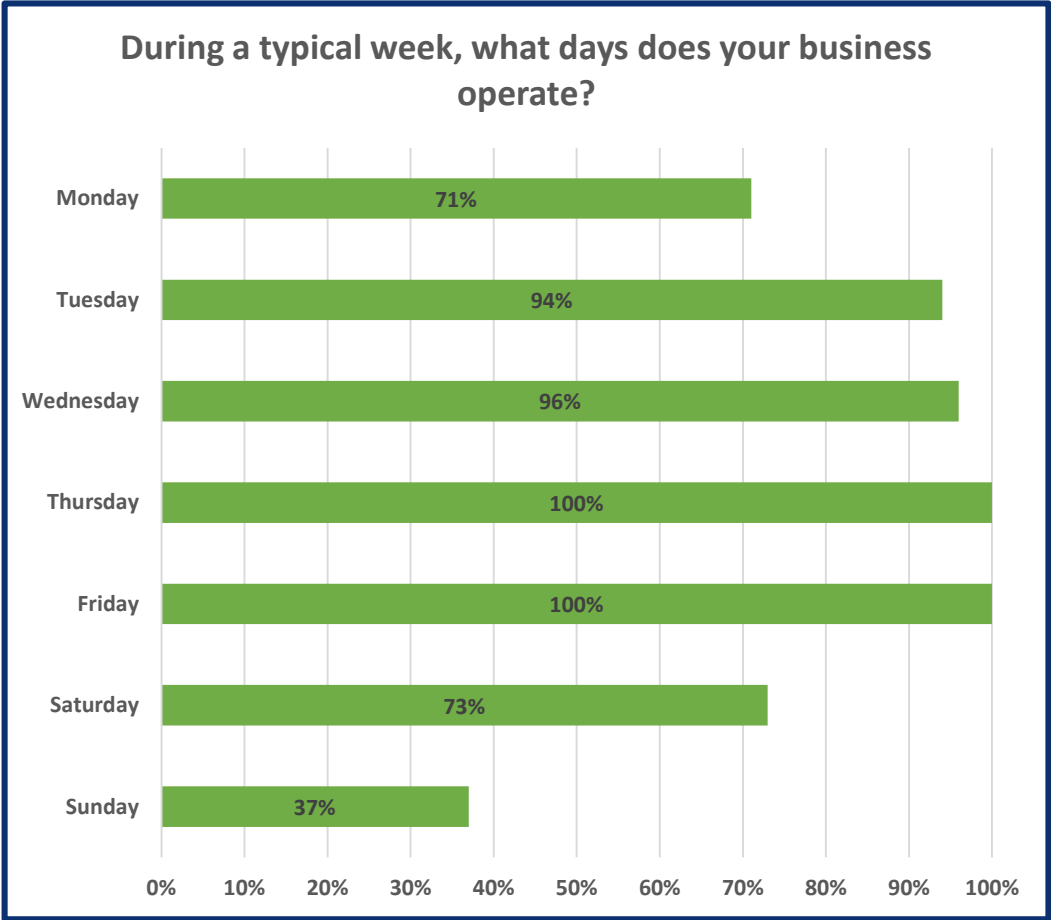


What Stores Or Businesses Do We Need In Downtown Uxbridge?

What 53 Business Owners Told Us



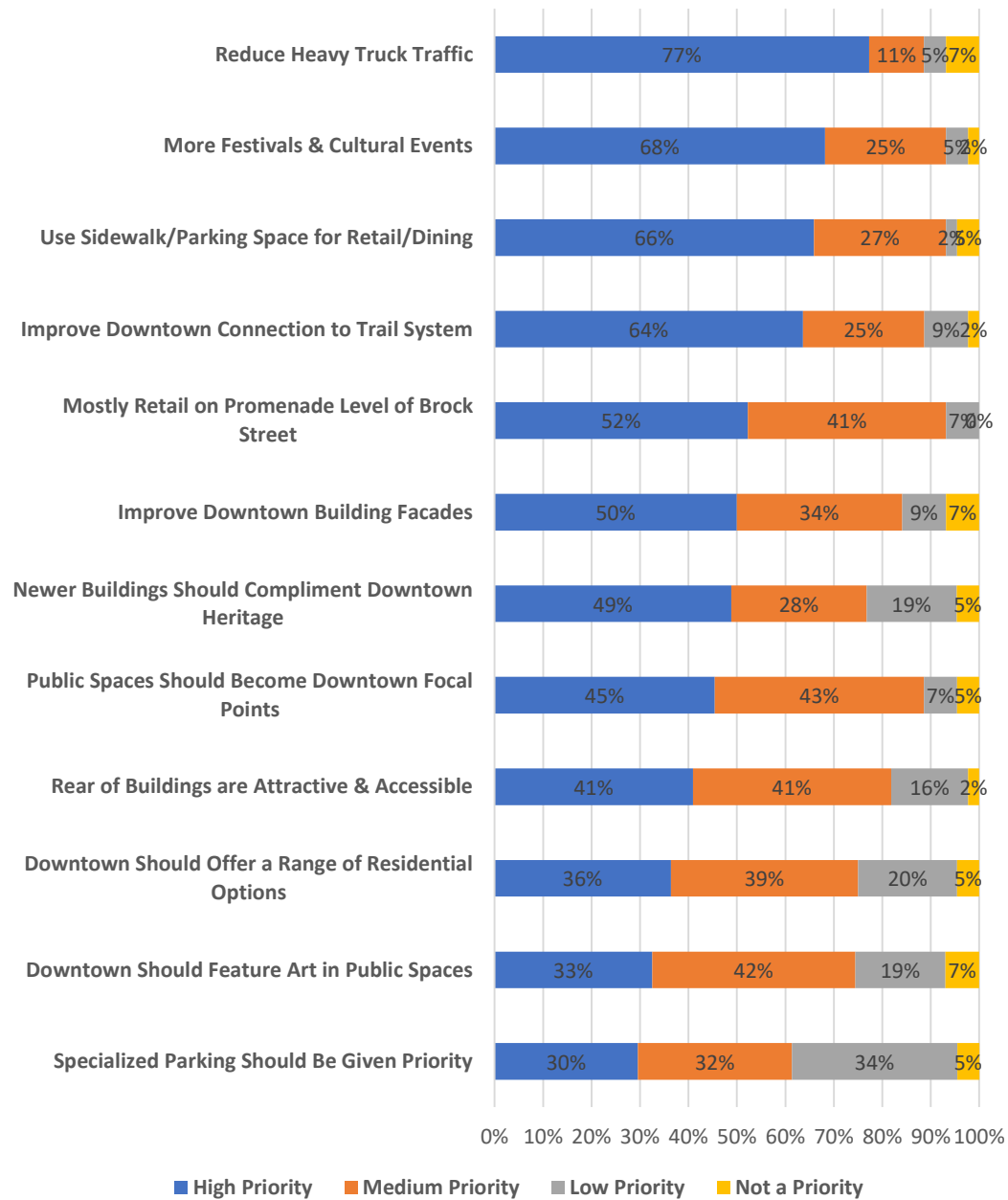
What 53 Business Owners Told Us Continued



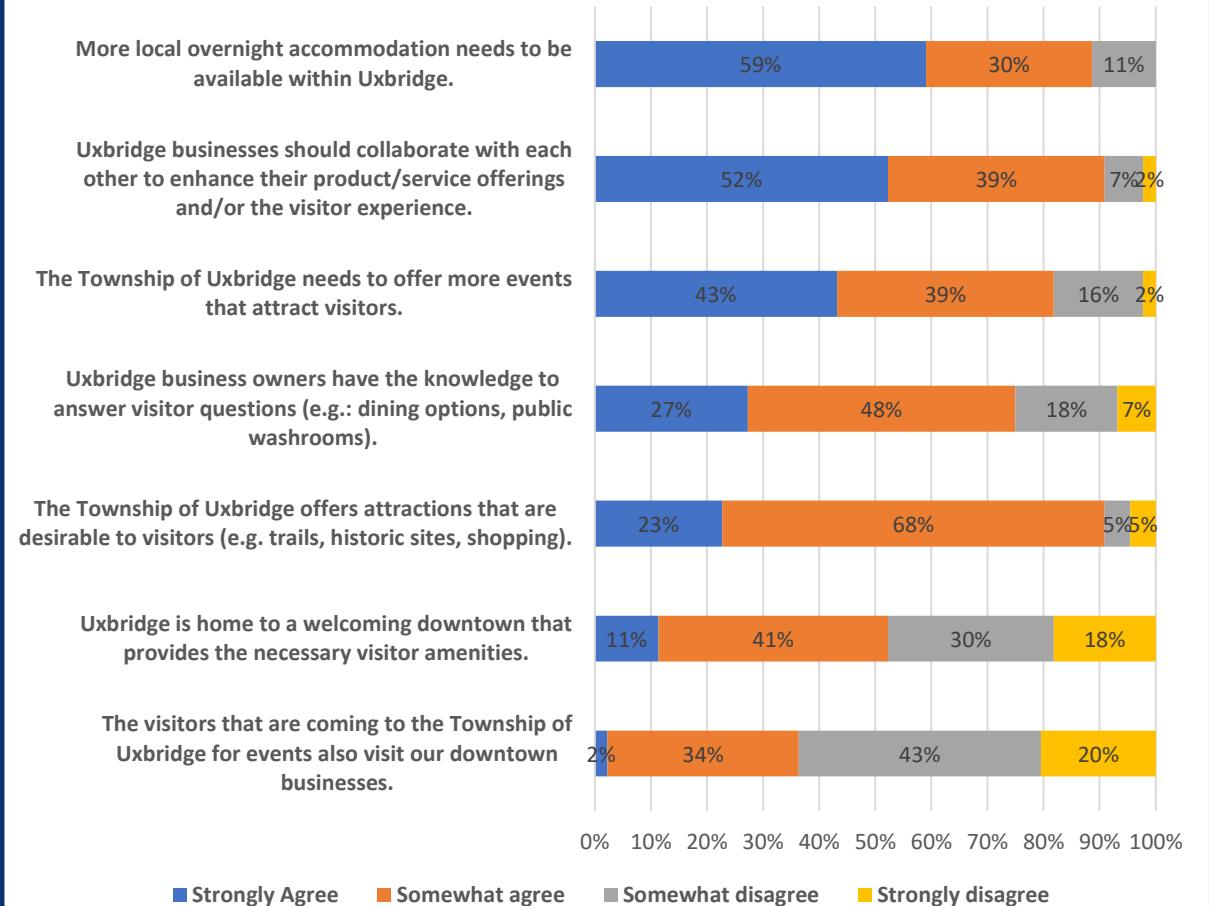
What 53 Business Owners Told Us Continued

Interestingly, business owners felt that the Township needs to offer more events that attract visitors, but they also feel that tourists who come to enjoy Township events do not visit downtown businesses

What level of priority do you give to the following statements?

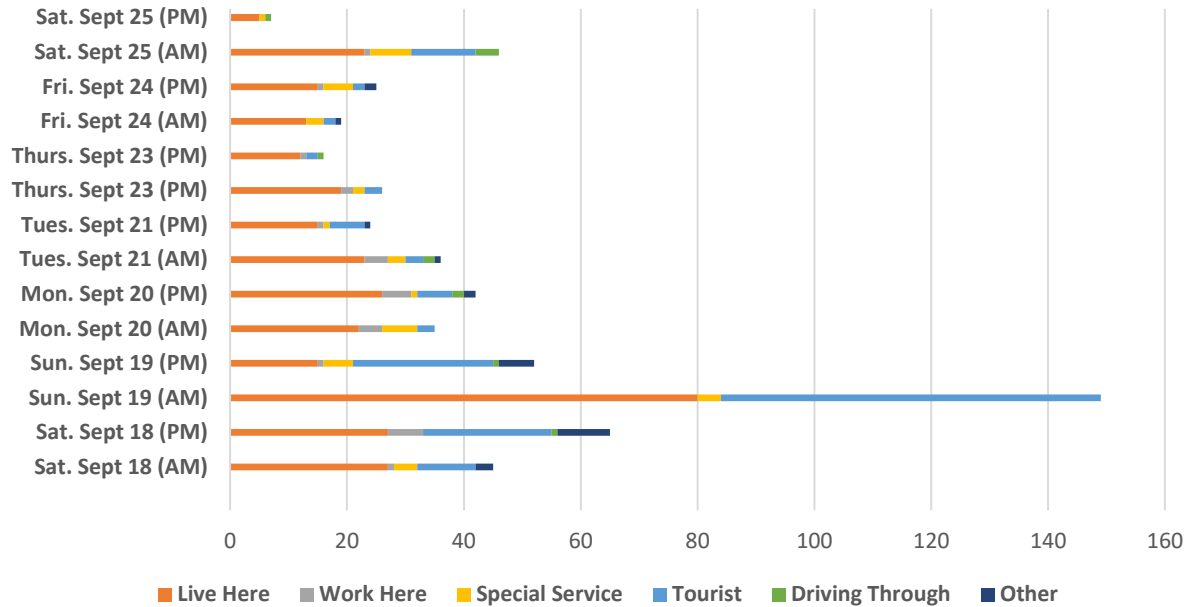


How strongly do you agree or disagree with the following statements?



What 587 Customers / Visitors Told Us

Why They Choose Uxbridge

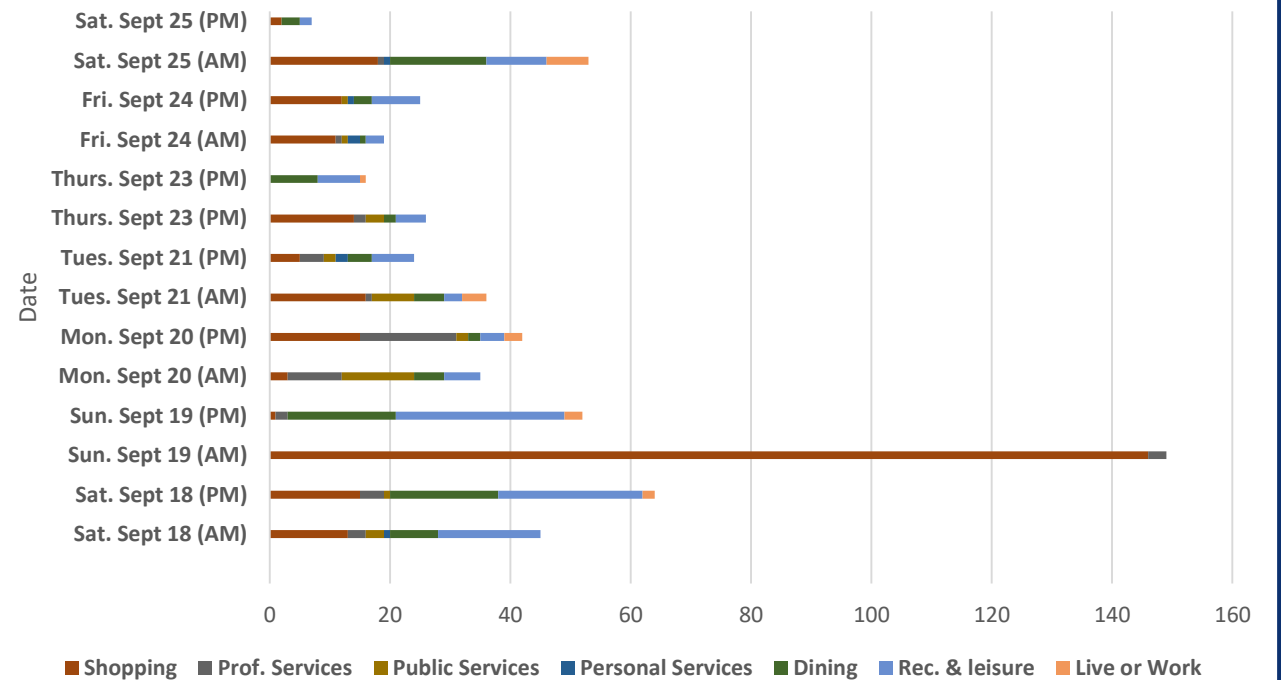


Saturday & Sunday Visits
 (including the Sunday morning at the Farmer's Market)
 A significant number of the respondents were from outside of the Township of Uxbridge.

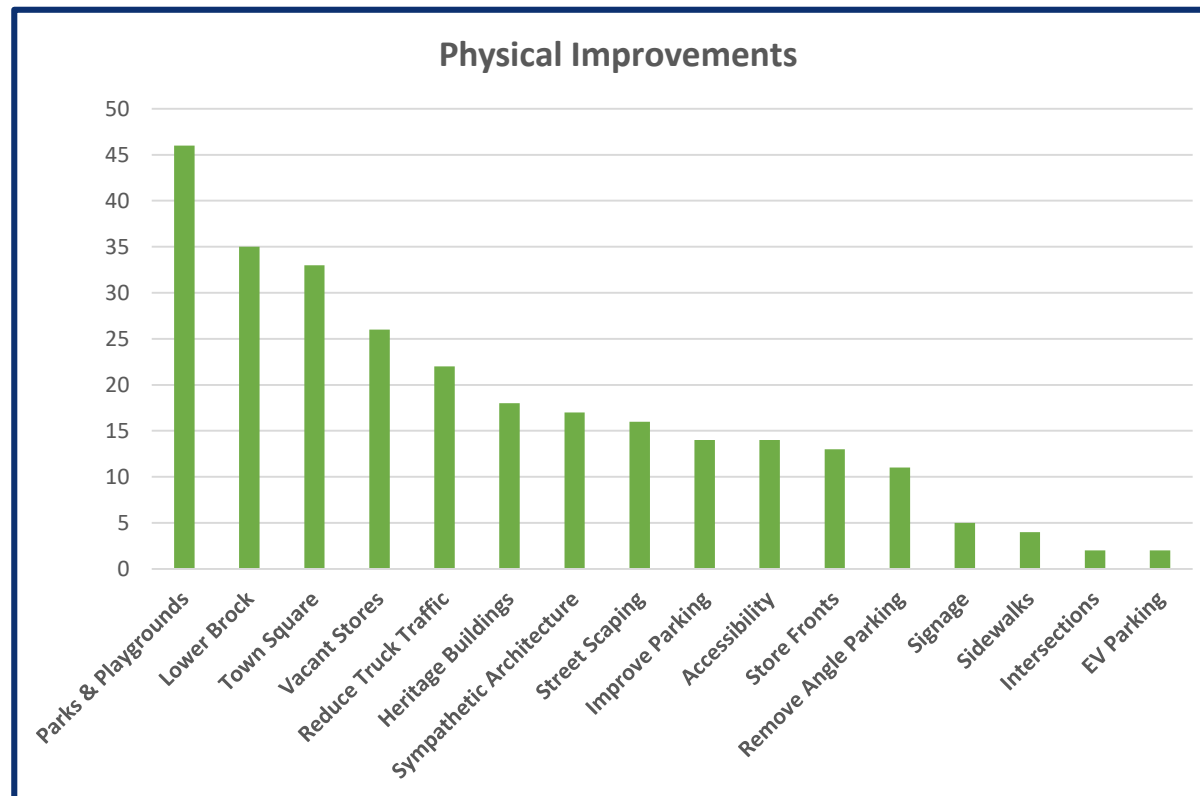
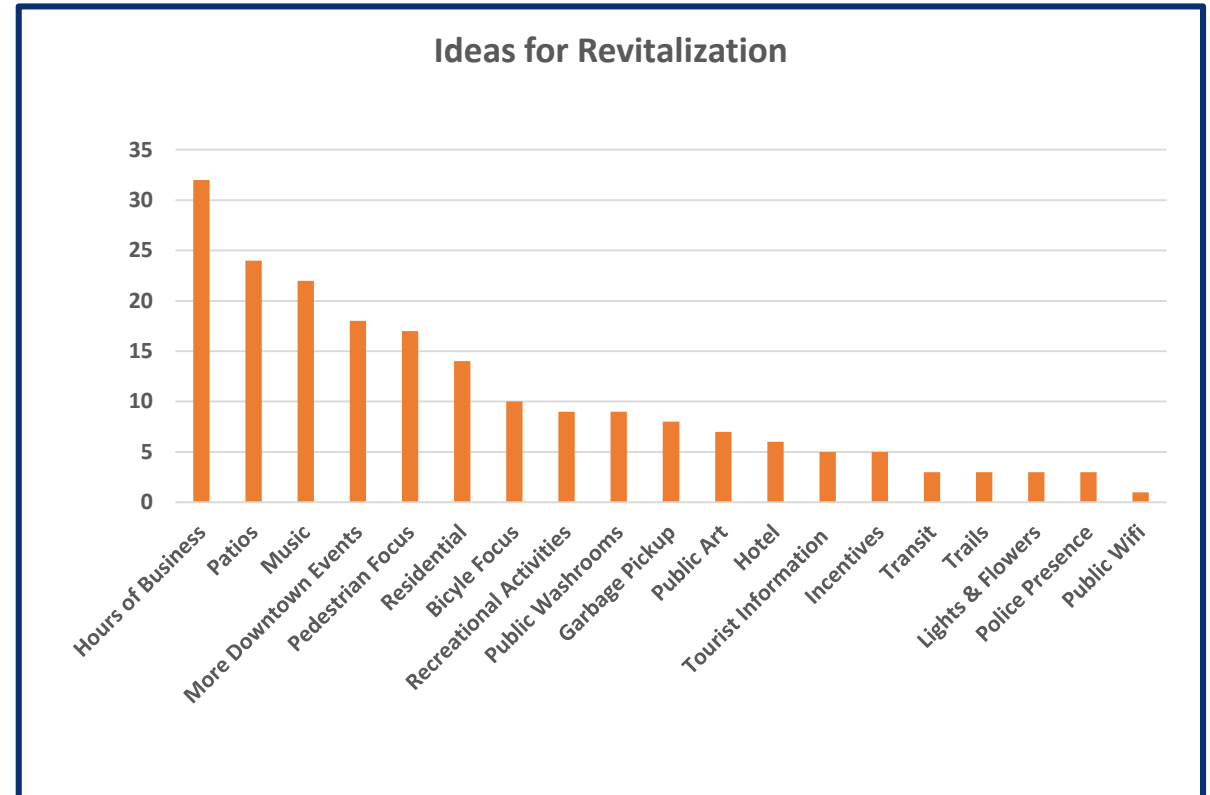
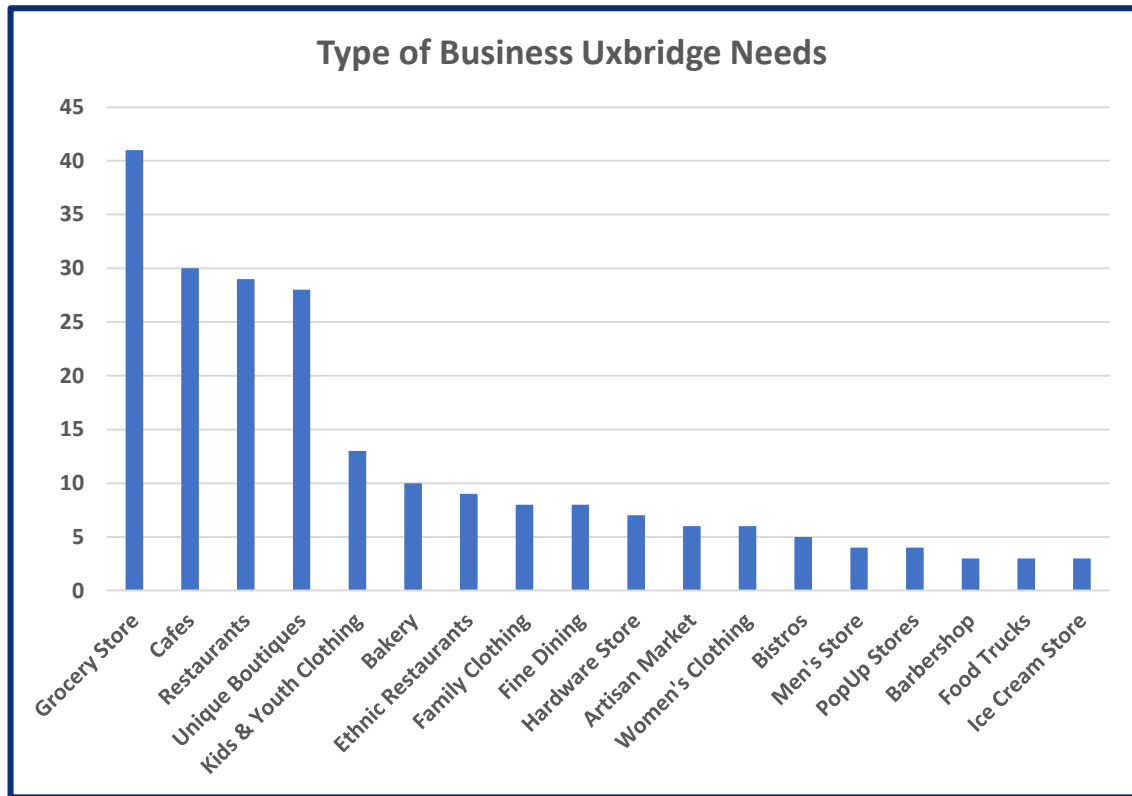
Saturday & Sunday Visits

(not including the Sunday morning at the Farmer's Market)
 29% for Dining
 37% for Rec. & Leisure

Purpose of Visit



Customer / Visitor Recommendations Continued



What Market Area Data Report Told Us

Upon completion of the Customer Origin Survey, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) determined a geographic radius that represents approximately 70% of downtown Uxbridge's consumer base.

Observations:

- ❖ 59% of Uxbridge's daytime population stays at home, which is 6% higher than the 53% in Durham Region.
 - Based on statistics, a high daytime population may point to a greater potential for restaurants, bars, financial institutions, dry cleaners, florists, coffee shops, business supply stores, retailers, and specialty stores catering to daytime shoppers
- ❖ The dominant age group in the Uxbridge Trade Area and Durham Region is 55 to 59 years. This is compared to 25 to 29 years in Ontario.
- ❖ The estimated average household income in the Uxbridge Trade Area was about \$137,701 in 2020 compared to about \$109,655 in Ontario. Based on this, the average household income in Uxbridge is approximately 26% higher than the provincial average.
 - Based on market data research, specialty clothing/apparel stores would typically be interested in locating in an area with such high income.
- ❖ 81% of occupied private dwellings in the Uxbridge Trade Area were single-detached houses compared to 66% in Durham Region and 54% in Ontario.
 - Typically, higher levels of home ownership and larger, single-detached homes translate into higher demand for home furnishings, home improvement, furniture, appliances, hardware, paint/wallpaper, garden centres, etc.
- ❖ 21% of those residing in the Uxbridge Trade Area are immigrants versus 24% in Durham Region and 29% in Ontario. 19% of those residing in the Uxbridge Trade Area are visible minorities versus 27% in Durham Region and 30% in Ontario.
- ❖ The average annual household expenditure in the Uxbridge Trade Area was approximately \$117,428 in 2020. This is significantly higher than the \$105,205 seen in Durham Region and \$99,142 in Ontario.
 - Expenditures (in dollars) were higher in the Uxbridge Trade Area in every category when compared to Durham Region and Ontario (with the exception of Durham Region households spending an average of \$27 more per year on education).

What Market Area Data Report Told Us

The following table provides a comparison between the Market Threshold Analysis and the Resident Survey Results

Business Type	% of Total Responses	Actual #	Market Threshold Analysis “Potential Businesses” (negative numbers indicate potential opportunity)
Grocery Store/Market *Downtown Uxbridge currently has 2 convenience stores, but no Grocery Store	21.5%	159	(445110) Supermarkets: -6 (445120) Convenience Store: -14 (453310) Used merchandise Stores: -3
Clothing Store *Downtown Uxbridge has 3 clothing stores that cater to adults. There is also a consignment store and “Chances Are” that sell used clothing. There may be an opportunity for a family or children’s store.	20.7%	153	(448110) Men’s Clothing Stores: -4 (448120) Women’s Clothing Stores: -1 (448130) Children or Infant Stores: -1 (448140) Family Clothing Stores: -2
Unique Shops *Downtown Uxbridge has several unique stores located both in Upper and Lower Brock Street. While there may be opportunity for other stores, it would be important for the new business owner to determine the “niche” they were filling.	11.2%	83	(452999) All other miscellaneous General Merchandise Stores: -7
Art Shop/Gallery	5.3%	39	(453920) Art Dealers (also referred to as Art Galleries retailing Art): 4
Home Décor/Gift Shop	5.0%	37	(453220) Gift, Novelty & Souvenir Stores: 0
Children's/Toy Store	4.6%	34	(451120) Hobby, toy and game stores: -3
Hardware Store *Uxbridge has historically had one or more hardware stores in the downtown, all of which are now closed.	4.3%	32	(44130) Hardware Stores: 1
Personal Services *Downtown Uxbridge has both a Hair Salon and Barber Shop located in the downtown as well as several other personal service businesses.	3.9%	29	(812114) Barber shops: -4 (8112115) Beauty Salons: -8 (812110) Unisex Hair Salons: -2 (812190) Other Personal Care Services: 1
Bakery *At the time of the interviews, Uxbridge had a bakery in the downtown. This was noted by several tourists as their reason for visiting Uxbridge.	3.9%	29	(311811) Retail Bakeries: -2
Craft/Hobby Store	2.6%	19	(451120) Hobby, toy and game stores: -3

The Planning Partnership – What They Heard

Priority Ranking — Summary



1
More Places to Live



2
Town Square



3
Buildings Respecting Heritage



4
Safe Sidewalks



5
Variety of Places to Shop



6
Streets with Lots of Trees



7
Lots of Parking



8
Connections to Trails

Survey Results

507 Respondents
July 20 – August 20, 2021

Most were 35-50 years old

Most visit Downtown a few times a week

Most live within a 10 minute walk of Downtown

Only a few respondents were business owners

The Planning Partnership – 5 Recommendations

1 Streets

All of the streets in the Downtown should be designed as safe, beautiful and pedestrian-oriented places. Streetscapes should be designed to help cars and people share the space and enhance the way residents and businesses function in the downtown. In particular, Brock Street is envisioned to be lined with multi-storey mixed use buildings that frame the street, with commercial uses in the ground floor of the buildings, and front doors and shop windows facing the sidewalk.

- Curb bump outs should be applied at all the intersections along Brock Street.
- The angled parking along Upper Brock Street should be converted to parallel parking.
- Additional space for pedestrians, patios and site furnishings should be accommodated on widened sidewalks.
- A family of high quality, durable site furnishings should be provided.
- Traffic calming measures should be implemented.

2 Pedestrian Network & Trails

Enhancements and redesign of the streets should incorporate trails, trail linkages and promenades to physically and thematically connect the various parts of the Downtown.

A highly connected and permeable system of different types of pedestrian routes is recommended. The red lines on the map below are urban walks or promenades along streets and the yellow arrows are existing trails and future trails through parks, open space areas and blocks, as mid-block walkways.

The Planning Partnership – 5 Recommendations

3 Parking

Parking is always the first item to come up in any conversation about an urban area. There is never enough parking and there's never enough in the "right" location. Finding the correct balance of parking is the challenge as choices are required in determining the best allocation of the limited space in a right-of-way for pedestrians, landscape planting and cars. There are choices to be made in Uxbridge as streets area improved in the coming years.

The visualization exercise aims to put pedestrians first in Downtown Uxbridge. Interesting to note, that when asked on the online survey about the top 3 considerations for revitalizing Downtown, lots of parking was ranked 7th out of 8.

There are a few days over the course of the year when parking is in high demand, particularly on some of the summer weekends. There is no question that parking supports business. However, it is also important to consider the role of safe pedestrian routes, public space for families and friends to meet in creating a attractive Downtown destination.

The strategy for parking includes twelve actions:

1. Locating parking behind buildings, within a short walk of Brock Street – focusing parking along Albert Street would allow Brock, Toronto, King and Railway Streets to be developed as lively, animated streets with front doors and shops.
2. Relocating some of the parking in Centennial Park to the Municipal offices to allow more green space for park users.
3. Organize parking along Victoria Street to allow green space and a pedestrian walkway along the woodlot.
4. Work in association with Metrolinx to provide parking.
5. A long term parking solution would be to explore the possibility of a parking lot on Upper Brock Street.
6. A short term change would be to replace the angled parking with parallel parking to create consistency along the street, enhance safety for cars and pedestrians and allocate more space for the streetscape.
7. Encourage shared parking in private off street parking areas and improve the design and layout of spaces to maximize parking.
8. Enhance wayfinding and signage to identify the direction to and location of public parking, the surrounding amenities and walking distance.
9. Provide maps showing parking available in all businesses.
10. Provide information to explain the intentional priority given to pedestrians, healthy active living and generally encouraging walking.
11. Identify opportunities to secure public parking when redevelopment of larger parcels occurs by working in partnership with private developers and property owners.
12. Identify areas that could be used for temporary/event parking on the few days when car parking is in high demand.
13. Ensure accessible parking is located throughout Downtown, as well as bicycle parking and EV charging stations.

The Planning Partnership – 5 Recommendations

4 Buildings

A mix of uses within buildings is essential to provide the opportunity for more housing and people living Downtown. All new buildings should be designed and located to front onto Downtown streets. They should have windows, doors and active internal spaces that can contribute to the activity and vibrancy of the Downtown.

There is an opportunity to create beautiful landmark buildings at all of the corner locations in the Downtown, including along Brock Street and most importantly at the Gateways that book end the main street.

Any new buildings should be designed to be compatible and sympathetic to the context of the Downtown:

- Taller buildings should be stepped back to maintain a consistent pedestrian scaled street wall.
- Transition should be provided to taller, larger buildings.
- The height and massing of new buildings around the historic four corners should generally be kept to 4 to 5 storeys.
- Consider distinct architectural characteristics of historic buildings into new buildings.
- The presence of heritage buildings are a key feature of the Downtown; these should be maintained, restored and/ or incorporated into new developments wherever possible.

5 Public Spaces and Focal Points

Downtown Uxbridge is a compact and walkable place. There is a tremendous asset in the existing Centennial Park, a unique attraction and industrial landscape focused around the Heritage Railway Line and the opportunity with the redevelopment of the Township owned lands, to create a new Town Square.

Centennial Park is a gem of a green space located in the heart of the Downtown. Consideration should be given to its redesign and promotion as an urban oasis.

There is tremendous opportunity to:

- Incorporate amenities and facilities to support year round events and activities.
- Promote ecological landscapes including enhancement and re naturalization of the creek.
- Enhance the urban tree canopy.
- Provide more walking trails.
- Create a unique natural playground and interpretive landscape.
- As a major public park the Downtown, it should have amenities such as washrooms and shade structures. The most transformative element is the creation of a central gathering space where the library, theatre and park come together.

The Planning Partnership – 5 Recommendations

A new Town Square is one of the key directions of the visualization. A new Town Square should be created in conjunction with the redevelopment of the Township's Brock Street property.

With this, we also recommend that it should be designed to:

- Ensure that the front door of the space is along Brock Street.
- Frame and animate the space with commercial uses.
- Provide pedestrian connections to adjacent existing and future developments.
- Ensure that detailed design achieves a balance of paved plaza area, plantings, site furnishings and other park features that will accommodate and support a broad range of activities, functions and events.

The **Railway Street** area is an important part of the Downtown that needs to be better integrated and connected. As another destination in the Downtown, it's important that the area have a safe and comfortable pedestrian environment, including a pedestrian promenade along Railway Street, with trees, benches and special paving, space for markets and events, traffic calming elements and a pedestrian connection across the tracks.

This project made possible with funding from

