



REPORT

Chief Administrative Officer

TO: Planning and Economic Development Committee
FROM: Judy Risebrough, Project Manager
DATE: February 3, 2025
REPORT: **CAO- 03/25 FILE NO.**

SUBJECT: UDRP – Brock Street Heritage Design Guidelines - Refresh

BACKGROUND

The Council approved the Uxbridge Downtown Revitalization Strategic Plan and the Action Plan on March 28, 2022. The Action Plan for Goal #2 (Revitalization of Lower Brock) specifically identified the need to refresh the Brock Street Heritage Design Guidelines as these guidelines are referenced in the Downtown Community Improvement Plan (CIP) By-law 2009-145 and inform By-law 2016-097 which amended Section 5-Special Sign District of the Sign By-law 2002-059.

On February 12, 2024, the Council approved the Township to apply for a Rural Economic Development (RED) grant that would include a digital refresh of the Brock Street Heritage Design Guidelines. These guidelines were originally developed for the Township by Brook McIlroy Inc. in 2004 and were not available in an AODA compliant format. The RED application received approval from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA).

Brook McIlroy Inc. was engaged to complete the refresh of the document, in consultation with the Downtown Revitalization Committee, the Heritage Committee and Development Services.

In addition to providing an updated and digitally reformatted AODA compliant Heritage Design Guidelines document which included text formatting, hyperlinking, and page layout updates, the refresh included two (2) new street view façade renderings and one (1) rear view façade rendering that demonstrate how existing buildings located within the downtown could improve their facades by aligning with the guidelines. The refresh did not include changes to the content (text or images) within the existing document.

The updated document is attached.

NEXT STEPS

The updated document will be posted on the website in place of the current Heritage District Design Guideline document.

Residents and property owners will be encouraged to refer to it when applying for a sign in the Special Sign District or a Downtown CIP project.

Development Services will be encouraged to refer to the guidelines when meeting with property owners and developers seeking to undertake redevelopment projects in the Downtown.

By-law Services and the Heritage Committee will be able to use these guidelines for future amendments to the Sign By-law and other related by-laws.

ALIGNMENT TO STRATEGIC PRIORITIES:

Good Governance

This report supports this priority, particularly by improving access to information.

A Vibrant and Growing Economy

The Brock Street Heritage Design Guidelines provide our business community, property owners and developers with information that supports development, redevelopment and signage in the downtown area in a manner that is sympathetic to the desired heritage look and feel.

Collaboration and Partnerships

The project to refresh the guidelines allowed two council committees to work together to further downtown revitalization.

RECOMMENDATION

THAT Report CAO-03/25 of Judy Risebrough, Downtown Revitalization Project Manager, be received for information. and

AND THAT Council direct staff and Township Committees to incorporate the Brock Street Heritage Design Guidelines when developing and / or updating relevant By-laws, including the Sign By-law, as well as other Downtown initiatives and / or projects.

Respectfully Submitted by:

Judy Risebrough
Project Manager

Attachment: Brock Street Heritage Design Guidelines