

The Corporation of the Township of Uxbridge



Downtown Revitalization Advisory Committee



2024 Progress Report & 2025 Work Plan Priorities



New Town Square on Brock Street West, East of Toronto Street, Looking North

Report to the General Purpose & Administration Committee May 5, 2025

Prepared by J. Risebrough, Downtown Project Manager

1. Uxbridge Downtown Revitalization Project

In August of 2020, the Township of Uxbridge launched a Downtown Revitalization project to develop an action-oriented plan for the future of downtown Uxbridge. Following the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) 4-stage program for Downtown Revitalization, the Township established an Uxbridge Downtown Revitalization Project Advisory Committee to provide advice and guidance for the project. In 2022, the Council approved the Downtown Revitalization Strategic Plan and Action Plan.

To achieve the desired outcomes, the action plan will require ongoing commitment for the next ten to fifteen years. This report provides an update on the implementation activities that have been undertaken since 2022 and the priorities for 2025.

2. An Update from the Downtown Revitalization Advisory Committee (UDRAC)

<u>Downtown Revitalization Advisory</u> <u>Committee Members</u>	<u>Downtown Revitalization Advisory</u> <u>Resource Members</u>
Mary Bridger, Chair Don Andrews, Vice-Chair Shelley Macbeth Joan Crosbie Craig Miller Mackenzie Rints-Sims Craig Marlatt Willie Popp (Councillor) Todd Snooks (Councillor) Alexandra Lazarevski	Provincial – Ministry of Rural Affairs <ul style="list-style-type: none">• Carolyn Puterbough, Ec.& Business Advisor
	Regional: <ul style="list-style-type: none">• Lori Talling, Invest Durham• Danielle Culp, Transportation Planning• Michael Scott, Project Planner
	Township: <ul style="list-style-type: none">• Kristi Honey, CAO• Judy Risebrough, UDR Project Mgr.• Hilary Williams, Director By-law, Animal Control & Development Services• Cody Morrison, Chief Planning Official• Courtney Clark, Director of Public Works• Sierra Miller, Communications Officer• Katlyn Jones, Tourism Coordinator & BIA

On behalf of the Uxbridge Downtown Revitalization Advisory Committee (UDRAC), I'm happy to share a bit more about our work and what we're looking forward to in 2025. The UDRAC is made up of a dedicated group of citizens, local business owners, and the Township. Each member selected for their unique skills and backgrounds, we advise council on ways to ensure Uxbridge has a revitalized downtown that is fit for purpose and reflects the needs and identity of the town we live in. We don't do this alone though! We work hand in hand with other similar committees including Heritage, Accessibility, Tourism and others.

In 2024, we supported a few key projects including:

- [A Parking Study](#) that assessed the downtown parking needs today, and in the future,
- An [Environmental Study](#) of Centennial Park, assessing the impacts and potential of this community space
- Commissioning [new visualizations](#) of a revitalized downtown to entice partners and developers to collaborate on our shared vision.

Looking ahead, we're excited about 2025 being a big year for our downtown! Keep an eye out for shovels in the ground very soon on some key sites... In the meantime, we continue to make progress behind the scenes on the town square space and support businesses that are reviving Lower Brock.

If you want to stay tuned in to what's happening, we're also making that even easier for you! Connect with us out in the community this year, including public information sessions for you to share your feedback. Details will be available on our website [here](#). We'll also be sharing more updates in this space, so make sure you're subscribed!

Regards,

Mary Bridger, Chair

3. The Downtown Revitalization 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

4. Uxbridge Downtown Revitalization Strategic Plan

The four Revitalization Pillars noted below represent the essential interconnected components (*Leadership, Economic Development, Marketing and Promotion, and Physical Improvements*) that are required to establish and maintain a vibrant downtown.










A downtown that strives to be accessible and inclusive to all. A downtown that supports our existing businesses and property owners, while looking for ways to attract new businesses and development. A downtown where people want to work, live and play and ultimately, a downtown that continues to seek ways to embrace new ways of doing business in response to an ever-changing world.



5. Action Plan

Goal #1 – Dedicated Leadership

Leadership Ec. Dev. Marketing Physical

	Goal #1	Committed leadership for the Uxbridge Downtown Revitalization
	Key Actions	
 	1. The 2022-2026 Council reaffirms commitment to the Strategic Plan and Action Plan.	
	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. 	
	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.”	
	4. Incorporate the UDRP Action Plan into the Township Operational Plans (Directorates and Committees).	
  	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 	

2022 – 2024 Achievements

Goal #1: Dedicated Leadership

- Established an Uxbridge Downtown Revitalization Advisory Committee of Council (UDRAC).
- 2023 - Secured a 1% Levy to fund Downtown Revitalization Strategic Plan & Action Plan. 2024 – funding level continued.
- Funding for a part-time Downtown Revitalization Project Manager
- UDRAC Terms of Reference and 2023/2024 Workplan approved by Council.
- Established weekly meetings with representatives of Invest Durham to explore Economic Development opportunities.
- Supported the development of the Uxbridge Business Toolkit.
- Developed a short video to market the Downtown Revitalization plan.
- Contracted additional visualizations for areas in Upper Brock.
- Established a website that provides updates for the “Lower Brock Street Redevelopment Project.”

2025 Priorities









Goal #1: Dedicated Leadership

- Ongoing funding at the 2023 level to further the implantation of the Downtown Revitalization Strategic Plan & Action Plan.
- Monthly meetings of UDRAC to deliver on the Council approved workplan.
- Establish a communications strategy / plan to inform the public about the Downtown Revitalization Project.
- A part-time Downtown Revitalization Project Manager.

6. Action Plan

Goal #2 – Revitalization of Lower Brock

Leadership Ec. Dev. Marketing Physical

	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.	

2022 – 2024 Achievements

Goal #2: Revitalization of Lower Brock

- Worked with LSRCA to finalize the floodplain for the downtown area.
- With the support of several RED Grants, revised the Downtown CIP.
- Supported the proposal for a residential development that will include 30% affordable housing.
- Contributed to the Bicycle Repair Station in the Brock Street Parkette.
- Received a RED Grant to support the “Marketing of the Downtown” to business and property owners as well as developers.
- Worked with Invest Durham (Region) to develop “signature sites” in the downtown to be marketed for redevelopment.
- Updated Planning and Development standards – pre-zoning downtown lands, Official Plan updates for height and density.
- Working with Heritage Committee to undertake a heritage refresh of the Brock Street Heritage Design Guidelines.
- Received council approval for a CIP – Redevelopment / Rehabilitation.

2025 Priorities














Goal #2: Revitalization of Lower Brock

- Complete the land assembly / expropriation actions that will allow for the future redevelopment of Lower Brock, including the Town Square.
- RFEI to secure a developer for the municipal land located in “Lower Brock.”
- Removal of the hold “H” on the properties in Lower Brock.
- Work with Bylaw Services and the Heritage Committee to update the Sign Bylaw based on the Brock Street Heritage Guidelines.
- Working with Invest Durham to promote CIPs to property owners in the downtown.
- Work with Heritage Committee to explore options to protect the heritage buildings in the downtown.

7. Action Plan

Goal #3 – Safe, Walkable Downtown

Leadership Ec. Dev. Marketing Physical

	Goal #3	Establish a downtown that is pedestrian focused, and that actively supports inclusion and accessibility.
	Key Actions	
 	1. Reduction of Long-haul Truck Traffic through the Downtown	
	i.	Traffic calming measures should be implemented throughout the downtown.
 	ii.	The Township should continue to work with the Region and the local truck companies.
   	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.	
   	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.

2022 – 2024 Achievements

Goal #3: Safe, Walkable Downtown

- Worked with the Region to improve pedestrian safety at the Toronto Street / Brock Street intersection.
- Traffic lights were installed at the Nelkydd and Brock St. intersection.
- 40 km. speed limit was implemented in the downtown.
- Awarded a Downtown Parking Study in consultation with key stakeholders, which will also support the Region's Active Transportation Plan.
- Established a Streetscaping sub-committee of the UDRAC.

2025 Priorities






Goal #3: Safe, Walkable Downtown

- Explore with the Region truck traffic patterns through the downtown and options to reduce Heavy Truck traffic.
- Completing the parking study, including consideration of EV zoning and pay in lieu of parking standards.
- Continue to work with Township Public Works and Parks to establish standards for street furniture (Benches and Garbage Cans)
- Work with Township Public Works to further the discussion related to location for the above within the downtown area as well as assisting in the development of a "dedication policy" for furniture etc. within the downtown area.
- Seek opportunities to work in partnership with other committees, most notably, Accessibility, Age Friendly, and Active Transportation.

8. Action Plan

Goal #4 – Downtown as a Destination

Leadership Ec. Dev. Marketing Physical

	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. 	

2022 – 2024 Achievements

Goal #4: Downtown as a Destination

- Awarded an Environmental Study for Centennial Park.
- Township website updated to provide Centennial Park information.
- A new sidewalk was installed on Pond Street to improve access to Centennial Park.
- Received a RED Grant in partnership with key stakeholders with the objective of establishing Downtown as a Destination, as per the Strategic Plan.
- The downtown levy funded additional hours for the library to allow Sunday access to the Tourism Information and Public Washrooms on a year-round basis.
- Discussions have commenced with Metrolinx regarding a new lease post 2026.
- Completion of the RED Grant “Downtown as a Destination” deliverables that included the Summer Social and work with the Farmer’s Market.

2025 Priorities

Goal #4: Downtown as a Destination

- Complete the requirements gathering for stakeholders that use municipal property within the downtown (long-term Farmer’s Market)
- Completion of the Environmental Study
- Completion of a Centennial Park Plan
- Continue to work with Metrolinx to develop a long-term plan for the Railway District in anticipation of the lease renewal in 2026.

9. Review & Monitoring Process

The Township will measure progress over a number of years. There are a number of indicators to take into consideration when determining the success of a Downtown Revitalization process. Therefore, in addition to this annual report to council progress will also be based on the following:

OMAFRA Downtown Revitalization Score Card

- The goal of the Annual Report Card is to establish an understanding of the impacts that downtown revitalization activities have generated in communities over time. The data collected will help downtown revitalization groups to build an understanding of those impacts with their respective committee members, their municipality, and key stakeholders.

Achievements aligned to the Vision

- In addition to the Vision statement, there are twelve descriptive statements that speak to the future downtown. They are used to track qualitative progress.

10. Communication Updates for Downtown Revitalization

Communications is a priority for the UDRAC. An open house is being planned, and regular updates will be provided through various mediums, including social media, newsletter updates etc.

All information related to the Uxbridge Downtown Revitalization Project is posted on the [MyUxbridgeDowntown](#) webpage.