



# REPORT

## Chief Administrative Officer

**TO:** Planning and Economic Development Committee

**FROM:** Judy Risebrough, Project Manager

**DATE:** March 2, 2026

**REPORT:** CAO-05/26      **FILE NO.**

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**SUBJECT:** Uxbridge Downtown Revitalization Advisory Committee  
2025 Progress Report and 2026 Work Plan Priorities

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### **BACKGROUND:**

The Downtown Revitalization Strategic Plan and Action Plan were approved by Council on December 5, 2022. The Uxbridge Downtown Revitalization Advisory Committee (UDRAC) was established by Council to provide advice and a community perspective on how to achieve the Downtown Vision as it relates to the Strategic Plan and Action Plan. In May 2025, the UDRAC received approval for their 2025 Workplan.

### **DISCUSSION**

The UDRAC, in addition to meeting monthly to review the action plan and provide advice on activities related to the Strategic Plan and Action Plan, has played a significant role in providing the public with timely information on progress. In addition to assisting with the organization of the Town Hall meeting that was held in July 2025, they supported the Parking Study Public Meeting, they hosted an exhibit at the Uxbridge Fall Fair and, on several occasions, engaged with the community at the Farmers Market. Most recently, in February 2026, the committee was involved in the Youth Summit that was hosted by the Uxbridge Secondary School and featured a workshop on the Downtown Revitalization Project, and the Centennial Park Master Plan project.

The UDRAC approved the attached report which provides a summary of the revitalization progress to date, and the 2026 priorities based on the following four Strategic Goals:

- **Goal #1:** Committed leadership for the Uxbridge Downtown Revitalization Strategic Goals and Action Plan.
  - **Priorities:** On-going communications to inform the public of progress; funding for implementation activities; and support the project, the Downtown Revitalization Advisory Committee and the project manager.
- **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.
  - **Priorities:** Continued support for the sale of the municipally owned property in Lower Brock; input into the Official Plan and working with the Heritage Committee to understand the requirements for establishing a Heritage Conservation District.
- **Goal #3:** Establish a downtown that is pedestrian focused, and that actively supports inclusion and accessibility.
  - **Priorities:** Continue to seek opportunities to work in partnership with other committees, most notably, Accessibility, Age Friendly, and Active Transportation and to work with the Township to establish requirements and standards for elements of street scaping.
- **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.
  - **Priorities:** Develop a Master Plan for Centennial Park that will address the future residential and tourism requirements that are anticipated as a result of the intensification planned for the downtown and given that the Heritage Railway is no longer operating, undertake a project to update the plan for the Heritage Railway District.

The UDRAC continues to seek opportunities that provide the residents of Uxbridge with ongoing progress updates on the planned revitalization activities.

This report supports the strategic priorities of:

- Good Governance
  - objective 1.2.1 Business plans and initiatives are aligned to the strategic plan.
- A Vibrant and Growing Economy
  - objective 2.1.1 Ensure the Township of Uxbridge is 'open for business' and "opportunity ready by: Placing priority on Downtown Revitalization and beautification.

- Objective 2.1.4 Align committees with Township strategic priorities.
- Community Well-Being
  - Objective 5.1.5 Develop a plan for Centennial Park.

**RECOMMENDATION**

THAT Report CAO-05/26 of Judy Risebrough, Project Manager, Downtown Revitalization be received for information;

AND That Council approve the UDRAC 2025 Progress Report and 2026 Work Plan Priorities.

Respectfully Submitted by:

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Judy Risebrough, Project Manager

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Attachment:

1. UDRAC 2025 Progress Report and 2026 Work Plan Priorities

The Corporation of the  
**Township of Uxbridge**



**Downtown Revitalization Advisory Committee**



**2025 Progress Report  
&  
2026 Work Plan Priorities**



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

**Report to the General Purpose & Administration Committee  
March 2, 2026**

Prepared by J. Risebrough, Downtown Project Manager

On behalf of the Uxbridge Downtown Revitalization Advisory Committee (UDRAC), I am pleased to share an update on our work over the past year and outline priorities as we look ahead to 2026.

The UDRAC is comprised of a dedicated group of residents, local business owners, and Township representatives. Members are selected for their diverse skills and perspectives, and together we provide advice to Council on advancing a revitalized downtown that is both fit for purpose and reflective of Uxbridge's unique character and community needs. Downtown revitalization remains a critical priority for the long-term economic vitality, livability, and identity of our town. This work is collaborative in nature, and we are grateful to work closely with other advisory bodies, including Heritage, Accessibility, Tourism, and related committees.

In 2025, the Committee supported several key initiatives, including:

- Providing information and engagement opportunities through community events and an open house on the [Downtown Revitalization Project](#), including the Lower Brock land assembly and Request for Expressions of Interest (RFEI);
- Supporting the development of a [Virtual Tour](#) to market downtown development opportunities;
- Advancing a [Parking Study](#) to assess current and future downtown parking needs; and
- Contributing to an [Environmental Review](#) of Centennial Park, examining both the impacts and potential of this important community space.

Looking ahead, 2026 is shaping up to be a significant year for downtown Uxbridge. Public engagement opportunities will be forthcoming as plans are developed for Centennial Park and the Heritage Railway District. In parallel, the Committee will continue its behind-the-scenes work on the town square space and support ongoing efforts to revitalize the Lower Brock area.

We encourage residents and stakeholders to stay engaged. Members of the Committee will be present at community events and public information sessions throughout the year, providing opportunities to share feedback and learn more about upcoming initiatives. Further details will be posted on the Township [website](#).

Regards,  
Mary Bridger  
Chair, Uxbridge Downtown Revitalization Advisory Committee

# 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 were undertaken in 2025 and the priorities for 2026.

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

<u>Downtown Revitalization Advisory Committee Members</u>	<u>Downtown Revitalization Advisory Resource Members</u>
<p>Mary Bridger, Chair            Don Andrews, Vice-Chair            Shelley Macbeth            Craig Miller            Craig Marlatt            Mackenzie Rints-Sims            Willie Popp (Councillor)            Todd Snooks (Councillor)            Elliott Hoban as of February 2026</p>	<p>Provincial – Ministry of Rural Affairs</p> <ul style="list-style-type: none"> <li>• Carolyn Puterbough, Ec.&amp; Business Advisor</li> </ul> <p>Regional:</p> <ul style="list-style-type: none"> <li>• Stacey Jibb, Invest Durham</li> <li>• Michael Scott, Project Planner</li> </ul> <p>Township:</p> <ul style="list-style-type: none"> <li>• Kristi Honey, CAO</li> <li>• Judy Risebrough, UDR Project Mgr.</li> <li>• Hilary Williams, Director By-law, Animal Control &amp; Development Services</li> <li>• Cody Morrison, Chief Planning Official</li> <li>• Courtney Clark, Director of Public Works</li> <li>• Sierra Miller, Communications Officer</li> <li>• Katlyn Jones, Tourism Coordinator &amp; BIA</li> </ul>

On behalf of the Uxbridge Downtown Revitalization Advisory Committee (UDRAC), I'm happy to share an update about our work and what we're looking forward to in 2026. 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 2025, we supported a few key projects including:

- Providing information through community events and an open house on the Downtown Revitalization Project, including the Lower Brock land assembly and RFEI.
- Development of the Virtual Tour that markets downtown development opportunities.
- A Parking Study that assessed the downtown parking needs today, and in the future,
- An Environmental Review of Centennial Park, assessing the impacts and potential of this community space

Looking ahead, we're excited about 2026 being a big year for our downtown! Keep an eye out for opportunities to be engaged in developing plans for Centennial Park and the Heritage Railway District... 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](#).

Regards,

Mary Bridger, Chair

### 3. The Downtown Revitalization Vision Statement

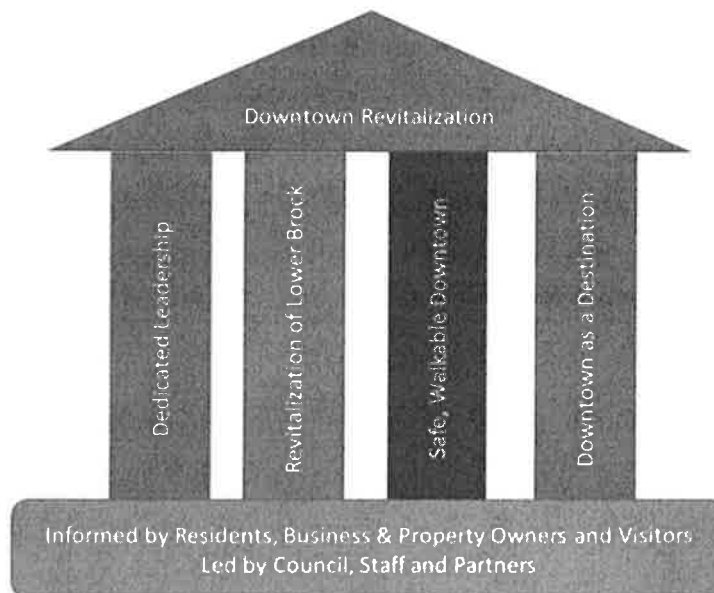
“Uxbridge features a vibrant and thriving downtown that is rich in history and recognized as an inclusive and accessible community.”

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
<b>Key Actions</b>		
● ●	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"> <li>● Membership – representation?</li> <li>● Terms of Reference.</li> <li>● Clarify Roles of other committees as it relates to the Downtown – Accessibility, Age Friendly, Parks, Heritage, Active Transportation, EDAC, TAC, BIA etc.</li> <li>● Partnership with all levels of Government, Property Owners, Business Owners, Community Groups and Residents.</li> </ul>
●	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"> <li>● Work with the Region to incorporate the needs of Uxbridge Township within the Regional Economic Development Plan. (Vibrant North Durham 2.0)</li> <li>● Work with local businesses that have indicated an interest in expansion or succession planning.</li> <li>● Support businesses and develop/execute initiatives to promote the variety of local goods and services.</li> <li>● Identify and expand recruitment strategies to attract individuals to fill workforce gaps.</li> <li>● Proactively reach out to businesses that might be able to fill identified opportunities, be they service gaps (hours) or products.</li> <li>● Work with individuals and business who are interested in establishing new businesses within the Township</li> </ul>

## **2025 Achievements**

### **Goal #1: Dedicated Leadership**

- Uxbridge Downtown Revitalization Advisory Committee of Council (UDRAC) meets monthly.
- 2025 - funding level continued at the approved 2023 level to fund Downtown Revitalization Strategic Plan & Action Plan.
- Employed a part-time Downtown Revitalization Project Manager
- UDRAC annual workplan approved by Council.
- Communication plan that incorporated an “outreach” approach to community events, including Farmers Market and Uxbridge Fall Fair.
- Hosted an open house to provide information to residents. Approximately 200 residents attended. The focus was the redevelopment opportunity for “Lower Brock”.

## **2026 Priorities**









### **Goal #1: Dedicated Leadership**

- Ongoing funding at the 2025 level to further the implementation of the Downtown Revitalization Strategic Plan & Action Plan.
- Monthly meetings of UDRAC to deliver on the Council approved workplan.
- Ongoing communications strategy / plan to identify opportunities to inform the public about the Downtown Revitalization Project.
- Continue to employ a part-time Downtown Revitalization Project Manager.

## 6. Action Plan

### Goal #2 – Revitalization of Lower Brock

Leadership Ec. Dev. Marketing Physical

	<b>Goal #2</b>	<b>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.</b>
<b>Key Actions</b>		
	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.	

## **2025 Achievements**

### **Goal #2: Revitalization of Lower Brock**

- The Township completed the land assembly / expropriation actions and issued a Request for Expression of Interest (RFEI) to seek a developer to redevelop “Lower Brock”, including the Town Square.
- Completion of the RED Grant “Making #MyUxbridgeDowntown Investment Ready” deliverables that included the Virtual Tour to market development opportunities and highlight the Lower Brock Street redevelopment opportunity.
- Worked with the Heritage Committee to complete a digital refresh of the Brock Street Heritage Guidelines.
- Supported the removal of the hold “H” on the properties in Lower Brock.
- Supported the Heritage Committee to seek support from Council to explore options to establish a Heritage Conservation District in the downtown.
- Established a website that provides updates for the “Lower Brock Street Redevelopment Project.”
- Maintained the #myUxbridgeDowntown web page, including ongoing updates on the Lower Brock Street Redevelopment project and the Centennial Park plan.
- Worked with Development Services to promote CIPs to property owners in the downtown.

## **2026 Priorities**


### **Goal #2: Revitalization of Lower Brock**

- Continuing to support the sale of the municipally owned property in Lower Brock.
- Provide input into the Uxbridge Official Plan.
- Work with Heritage Committee and Development Services to understand the requirements to establish a Heritage Conservation District.

## 7. Action Plan

### Goal #3 – Safe, Walkable Downtown

Leadership Ec. Dev. Marketing Physical

	<b>Goal #3</b>	<b>Establish a downtown that is pedestrian focused, and that actively supports inclusion and accessibility.</b>
<b>Key Actions</b>		
● ●	<b>1. Reduction of Long-haul Truck Traffic</b> through the Downtown <ul style="list-style-type: none"> <li>i. Traffic calming measures should be implemented throughout the downtown.</li> </ul>	
● ●	<ul style="list-style-type: none"> <li>ii. The Township should continue to work with the Region and the local truck companies.</li> </ul>	
● ● ● ●	<b>2. Undertake parking study(s)</b> 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.	
● ● ● ●	<b>3. Streetscaping</b> <ul style="list-style-type: none"> <li>• Safe, walkable streets that provided public spaces, patios and areas to sit and visit were identified as a priority by the residents.</li> <li>• 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.</li> </ul>	
<b>4. Accessibility</b> To achieve the Downtown Vision, it is imperative that accessibility be at the centre of all planning. The <a href="#">Accessibility Plan</a> will be a reference document for the Key Actions.		
<b>5. Active Transportation</b> Support and facilitate the implementation of the <a href="#">Active Transportation Plan</a> and <a href="#">Regional Cycling Plan</a> recommendations related to the downtown.		
<b>6. Age Friendly</b> Incorporate the <a href="#">Age-Friendly Community Assessment Report</a> recommendations.		

## **2025 Achievements**

### **Goal #3: Safe, Walkable Downtown**

- Explored with the Region truck traffic patterns through the downtown and options to reduce Heavy Truck traffic.
- Completed the parking study, including understanding the current and potential requirements.
- 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.

## **2026 Priorities**






### **Goal #3: Safe, Walkable Downtown**

- Continue to work with Township Public Works and Parks to establish standards for street furniture (Benches and Garbage Cans)
- Continue to 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

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

## **2025 Achievements**

### **Goal #4: Downtown as a Destination**

- Completion of the Environmental Review of Centennial Park
- Supported the creation of an RFP for the development of a Centennial Park Plan.
- Continue to provide support to develop a long-term plan for the Railway District in anticipation of the Metrolinx lease renewal in 2026.
- Applied for a ROD Grant with the objective of establishing a plan for the Heritage Railway District that will support Downtown as a Destination, as per the Strategic Plan.
- Completion of the RED Grant “Downtown as a Destination” deliverables that included the Summer Social and work with the Farmer’s Market.

## **2026 Priorities**

### **Goal #4: Downtown as a Destination**

- Complete the requirements gathering for key stakeholders that use municipal property within the downtown (e.g. Farmers Market, Springtide, Nativity Play etc.)
- Work with the landscape design company, contracted through an RFP, to develop a Master Plan for Centennial Park that celebrates Inclusion, the Environment and Reconciliation.
- Given the Heritage Railway is no longer operating, there is a need for an updated plan for this District. Support the Township in their discussions with Metrolinx regarding potential uses of the site.

## 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.