



# DOWNTOWN UXBRIDGE

# VISION & ACTION PLAN



| April 2009 |

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## 1. A Vision for Downtown Uxbridge

### 1. A Vision for Downtown Uxbridge

#### 1.1 Context

Uxbridge Urban Area is undergoing an exciting period of new development, while at the same time it faces a number of challenges. It is important in meeting those challenges that the Downtown build on its existing strengths and enhance its potential to serve as a focal point for all the residents, both new and old. The Township's initiative in bringing together the whole community to develop a Downtown Vision and Action Plan is the initial step in realizing this objective. This document sets out the results of that work.

#### 1.2 What is the purpose of the Vision Statement?

The Vision Statement, which is set out on the following page – like most effective vision statements – is a vivid description of the desired outcome. The best vision statements describe outcomes that may be five or ten years away, although some look even further out. The vision statement paints a picture of the project at its completion date.

The purpose of the vision statement is to inspire, energize and stimulate creativity. It is not a project plan or even a set of concrete objectives. Those come later.

Concrete, but not detailed – the vision must be sufficiently concrete that the reader can visualize the “picture” of the Downtown – but not so detailed as to get into the realm of “solutions” or specific recommendations. They come through the Action Plan.

#### 1.3 Where did the Vision come from?

The Vision Statement came from the community, including input from Uxbridge's Downtown Revitalization Committee. Every element in the Vision Statement was talked about at the Community Visioning Workshop (Oct. 18, 2008), attended by some 80 members of the community. This Vision is a picture compiled from those inputs, and from two previous vision exercises, The CAUSE Report (1984) and Uxplan 2020. In addition, elements of the Brock Street Heritage Design Guidelines are included.

### The Vision

**Downtown Uxbridge is the vibrant focus of a thriving small town set in rolling hills and reflecting its strong agricultural heritage.**

There is an active street scene, with people - residents and visitors - shopping, browsing, enjoying the company of friends in restaurants and cafes, and strolling along pleasant and attractive streets. A range of stores, more varied and attractive than in the past, and other commercial enterprises, many run by local entrepreneurs, has made it attractive as a place to shop and conduct business. Vacant stores are a thing of the past. The pedestrian orientation of the downtown streets is evident from the modest flow of traffic, with few trucks. A small park, or “town square” in the centre of town provides a focal point for community activities, or for simply relaxing in a pleasant park setting. The town’s farming roots are evident from the colourful farmer’s market that attracts both residents and visitors, and provides a valuable means for area farmers to offer their produce. A grocery in the downtown provides essentials without the need for a car.

The Uxbridge Brook, once completely out of sight in the downtown area, is once again visible, providing an attractive natural feature to complement the large shade trees along the main streets. The streets themselves reflect Uxbridge’s heritage and history, with buildings that have had their exteriors remodeled or renovated in keeping with established heritage guidelines, and signage and street furnishings in tasteful harmony. The rear aspects of buildings facing public areas are no longer an eyesore. The older heritage buildings are complemented by some newer structures (some replacing eyesores or deteriorating buildings), some of which may be more modern in design, but enhance the character of the town.

Uxbridge’s reputation as an intensively artistic community is evident from the many works of public art installed around the town, giving it a unique character. And its designation as “The Trail Capital of Canada” is evident from the extensions of the extensive trail system that reach into the downtown, enabling people to walk or bicycle from downtown into surrounding natural areas. Ease of access is provided through numerous public parking areas, well-marked and attractive in design and landscaping. Similarly, ease of access for the physically challenged is provided at most stores and all public facilities. The downtown has a diversified population of residents, with accommodation suited to varying economic levels.

In short, downtown Uxbridge is a place that attracts visitors and tourists, and tempts travelers to stop and explore, with appropriate accommodation for those who wish to stay overnight. The downtown offers a good livelihood to business enterprises located there, and provides a commercial and recreational focus for residents.

**Uxbridge is a small town in a rural community, with a downtown that has become an attractive destination for visitors and an effective focus for residents, through a bold approach by the Council and the community, including enlightened planning, good design and wise investment of resources.**

### 2. Downtown Uxbridge Action Plan

#### 2.1 The Vision in Action

The achievement of the Vision for Downtown Uxbridge depends on breaking the Vision into manageable objectives, and developing specific plans for meeting those objectives. This is the purpose of the Action Plan – to establish for each of the objectives, short, medium and long term actions which together will allow for the achievement of the Vision. Each of the objectives is directly related to the Vision and the following areas:

- Commerce/Tourism;
- Access/Experience;
- Community/Experience;
- Nature;
- Beautification;
- Access and Accessibility; and,
- People/Diversity.

In addition, a number of immediate priorities have been identified which relate to the objectives of Beautification and Access/Experience.

To ensure the success of the Action Plan, as recognized through the Vision Workshop, a “champion” is required to lead the way. The Downtown Revitalization Committee, which represents all the Downtown stakeholders, including the Township, should be that “champion”. It would be established as a permanent advisory committee to Council. However, in order to succeed they will need the support of the whole community.

The Action Plan identifies for each action item, both a lead party, as well as the partners required to support that lead. The Downtown Revitalization Committee (DRC) will act as the overall coordinator of the implementation of the Plan, while also in some cases acting as the lead or partner with respect to a specific action item.

### 2.2 Immediate Actions

#### 2.2.1 Objective

*For the best chance of success, something needs to happen quickly in Uxbridge to provide the momentum needed to get other projects underway and to demonstrate to the community that things are happening in the Downtown. A series of actions and programs are needed to provide this momentum.*

#### 2.2.2 Immediate Actions

- **Existing Parking Lot Review** – A day-long working session should be held with a subgroup of the DRC, and relevant Township staff to identify quick and inexpensive ways to improve the existing parking lots, and accessibility for pedestrians to/from these lots. This would also address parking lot identification signage. The working session should involve actual visits to each of the lots initially, followed by a discussion. A plan would then be developed for approval by Council. This would be followed by immediate implementation.

Lead: Township  
Partners: DRC, BIA  
Funding: Municipal budget (estimate will depend on results of working meeting)

- **Garbage** – The Township, with input from a subgroup of the DRC, will develop a strategy to ensure a garbage/litter control program is in place commencing in the summer of 2009. This will include the placement of additional garbage containers in the Downtown, and regular clearing of those facilities.

Lead: Township  
Partners: BIA, DRC  
Funding: Township budget

- **Trucks** – The Township, working with the Region with input from the DRC, will develop a program to immediately limit truck traffic through the Downtown in the period of June to September 2009. This will involve discussions with the truck operators and establishment of an alternative truck route.

Lead: Township  
Partners: BIA, DRC  
Funding: Township budget

- **Coordinated Street Furniture, Banners, Lighting and Signage Program** – The DRC has, as part of their background work, carried out some of the initial steps required to evaluate the existing street furniture, banners, lighting and signage in the Downtown. Based on this work, a subgroup of the DRC should continue this research and, in consultation with the appropriate Township and Regional staff, develop

## 2. Downtown Uxbridge – Immediate Actions

recommendations for a coordinated street furniture, banners and signage program including an improved process for scheduling and installation. One of the focuses of this project will be the establishment of co-ordinated public signage for the area including not only street signs, but also signs for all public facilities and directional signs for key facilities. Through this process consideration would also be given to whether the sign bylaw should control signs on private property to ensure a “heritage” feel to the area (e.g. control of neon or back-lit signs). In addition, the concept of burying utilities should be explored.

Lead: DRC  
Partners: Township, Region, BIA  
Funding: No funding required

- **Façade Improvement Program** – The Township will establish a façade improvement program which provides grants or loans for the improvement of both the front and visible rear portions of buildings along Brock Street and Toronto Street in the Downtown.

Lead: Township  
Partners: BIA, DRC  
Funding: Township budget

- **Art** – A subgroup of the DRC will develop a strategy for locating art in the Downtown. This will include interim steps such as working with the Region to ensure provision is made for the potential of locating art through the Brock St. redevelopment, and actions which can be taken for immediate location of art at key locations.

Lead: DRC  
Partners: Township, Region, BIA  
Funding: No funding required

### 2.3 Commerce/Tourism

#### 2.3.1 Objective

*“There is an active street scene, with people –residents and visitors - **shopping, browsing, enjoying the company of friends in restaurants and cafes,** and strolling along pleasant and attractive streets. A range of stores, more varied and attractive than in the past, and other commercial enterprises, many run by local entrepreneurs, has made it attractive as a place to shop and conduct business. Vacant stores are a thing of the past.”*



*“In short, downtown Uxbridge is a place that attracts visitors and tourists, and tempts travelers to stop and explore, with appropriate accommodation for those who wish to stay overnight. The downtown offers a good livelihood to business enterprises located there, and provides a commercial and recreational focus for residents.”*

Achievement of this objective assumes the presence of shops and other enterprises that are attractive to shoppers and browsers, local residents as well as tourists, and a congenial spilling out of cafes, restaurants and retail displays into the sidewalk, as is common in many other well-planned communities.

It reflects the general direction from the Vision Workshop that Uxbridge requires a variety of businesses downtown if it wishes to attract visitors, and new investors to Downtown. This includes unique businesses (e.g. cafes, ice cream parlours, bed and breakfasts), as well as essential services (e.g. grocery store).

#### 2.3.2 Short Term Actions

- **Eliminate “Red Tape”** - Review Township bylaws and programs to ensure the process of establishing a business in the Downtown is expedited to the benefit of all concerned. The suggested process is an initial review by Township staff, followed by a working meeting with representatives of the DRC, BIA and Chamber. A focus will be on ensuring that the process for establishing sidewalk cafes is designed to encourage such facilities.

Lead: Township  
Partners: DRC, BIA, Chamber of Commerce  
Funding: Not required

- **Provide Information** - Determine from discussions with businesses and realtors, the Regional Department of Economic Development and Tourism, the Business Advisory Centre Durham and others, the type of information which would be of interest to new

## 2. Downtown Uxbridge – Commerce/Tourism

businesses who wish to establish in Downtown Uxbridge, including the type of information required to monitor improvements and trends. Assemble base information (e.g. parking, existing businesses, vacant property, business openings and closings, property assessment, zoning) and establish an approach to making it easily available, as well as ensuring it is regularly updated.

Lead: DRC (It is assumed that for this in other cases where the DRC is identified as the lead that the bulk of the work will be carried out through a subgroup)

Partners: Township, BIA, Chamber of Commerce, Regional Department of Economic Development and Tourism

Funding: Not required

- **Participate in First Impressions Community Exchange** –This is a process that reveals the first impressions a community conveys to outsiders, including tourists and potential investors. Volunteer “visiting teams” from two exchange communities do unannounced incognito visits, record their observations and give constructive feedback to their exchange community.

Lead: Township

Partners: BIA, Chamber of Commerce, Regional Department of Economic Development and Tourism, Ministry of Agriculture and Food and Rural Affairs, DRC

Funding: Municipal budget (estimate: minimal limited to travel costs for visiting team and expenses for any related public input)

### 2.3.3 Medium Term Actions

- **Business Recruitment and Promotion Program** - Retain a downtown market specialist to advise on how to “brand” the Downtown, and develop a business recruitment and promotion program tailored for Uxbridge including exploring concepts such as the establishment of a farmer’s market and other events.

Lead: Township

Partners: BIA, Chamber of Commerce, Regional Department of Economic Development and Tourism, DRC

Funding: Municipal budget (estimate \$20,000 -\$25,000)



### 2.3.4 Long Term Actions

- **Implementation Business Recruitment and Promotion Program including event planning** - Develop a program for the implementation of the business recruitment and promotion program, including an on-going program to monitor results and update the program as required. Exact nature of lead and partners will depend on nature of recommendations. This will include the establishment of on-going events/programs such as a farmers market to attract people to the Downtown.

Lead: Township and/or BIA

Partners: Chamber of Commerce, Regional Department of Economic Development and Tourism, DRC

Funding: Will depend on nature of recommendations

### 2.4 Access/Experience

#### 2.4.1 Objective

*“The pedestrian orientation of downtown streets is evident from the modest flow of traffic, with **few trucks.**”*

The need for the removal of the heavy through truck traffic from the Downtown to ensure its success has been recognized by every past study of the area. This was also a clear direction arising from the Vision Workshop which identified the elimination/reduction of truck traffic as a general direction. The intent is to promote pedestrian safety, promote pedestrian activity Downtown, and decrease noise pollution.



#### 2.4.2 Short Term Actions

- **Understanding the Issue** – Once the initial steps are taken to reduce truck traffic as identified in the Immediate Action section of this Plan, preparation of a technical analysis would be undertaken by the Township engineers which identifies in more detail the issues (e.g where the trucks are traveling to and from, volume, status of Regional Road system) and potential short and long term solutions in clear, accessible language. This work would involve liaison with the Region, major aggregate producers and other major operations generating truck traffic in the area.

Lead: Township  
Partners: DRC, Region, BIA, Chamber of Commerce  
Funding: Municipal budget (estimate: \$5 -10,000)

- **Workshop** – A workshop for the public and other stakeholders would be held which will allow for detailed review of the background information and alternatives.

Lead: Township  
Partners: DRC, Region, BIA, Chamber of Commerce  
Funding: Municipal budget (estimate: \$3,000)

- **Recommended Strategy** – Based on the background work and workshop, the Township would then develop a recommended short and long term strategy for the resolution of the truck issue. Because the roads involved would almost certainly be Regional Roads, the Township would then seek appropriate approvals from the Region.

## 2. Downtown Uxbridge Action Plan – Access/Experience

Lead: Township  
Partners: DRC, Region, BIA, Chamber of Commerce  
Funding: Municipal budget (estimate:\$3,000 for continued engineering consultant input if required)

### 2.4.3 Medium Term Actions

- **Implementation of Short Term Strategy** – Township would work with the Region and any other parties to ensure expeditious implementation of any short term strategy to truck issue.

Lead: Township  
Partners: Region, BIA, Chamber of Commerce, DRC  
Funding: Municipal and Regional budgets (estimate to be determined)

### 2.4.4 Long Term Actions

- **Implementation of Long Term Strategy** - Township would work with the Region and any other parties to ensure expeditious implementation of any long term strategy to truck issue.

Lead: Township  
Partners: Region, BIA, Chamber of Commerce, DRC  
Funding: Municipal and Regional budgets (estimate to be determined)

### 2.5 Community/Experience

#### 2.5.1 Objective



*“A small park, or “town square” in the centre of town provides a focal point for activities, or for simply relaxing in a pleasant park setting.”*

One of the key and most-widely voiced findings of the Visioning Workshop was the desire to have a physical focus for the Downtown, in the form of a central park or town square – some open public open space that can be used for cultural, commercial or festive events. Uxplan 2020

included a similar recommendation: “Construct a Town Square as the hub”, as did the CAUSE Report: “A market square would serve as a multi-purpose area... a market area on Saturdays... and a public space for special events.”

#### 2.5.2 Short Term Actions

- **Alternative Sites** – A subgroup of the DRC, with some assistance from Township Planning staff, would review past studies, ownership information, air photography and other available information to establish potential alternative sites for a central park or town square. In addition, this review will examine opportunities and constraints for each of the proposed sites with respect to potential acquisition, and in relation to the potential function of the site. Consideration would also be given to the potential for sites which could be developed in the short term, as well as more long term alternatives.

Lead: DRC

Partners: Township, Region, BIA, Chamber of Commerce, Lake Simcoe Conservation Authority

Funding: Not required

- **Workshop** – A workshop for the public and other stakeholders would be held which will allow for detailed review of the background information and alternatives.

Lead: DRC

Partners: Township, BIA, Chamber of Commerce

Funding: Municipal budget (estimate: \$3,000)

- **Recommended Strategy** – Based on the background work and workshop, a recommended short and long term strategy for the development of a central park or

## 2. Downtown Uxbridge Action Plan – Community/Experience

town square would be developed. The DRC would then seek the appropriate approvals from the Township.

Lead: Township

Partners: DRC, Region, BIA, Chamber of Commerce, Lake Simcoe Region Conservation Authority (Conservation Authority)

Funding: None required

### 2.5.3 Medium Term Actions

- **Implementation of Short Term Strategy** – Township, together with DRC, would work to ensure expeditious implementation of any short term alternatives to providing for a central park or town square.

Lead: Township

Partners: DRC, BIA, Chamber of Commerce, Region, Conservation Authority

Funding: Municipal budget (estimate to be determined)

### 2.5.4 Long Term Actions

- **Implementation of Long Term Strategy** – Township, together with the DRC, would work to implement any long term solution alternatives to providing for a central park or town square.

Lead: Township

Partners: DRC, BIA, Chamber of Commerce, Region, Conservation Authority

Funding: Municipal budget (estimate to be determined)/Available Federal or Provincial grants/Community fundraising

## 2.6 Nature

### 2.6.1 Objective

*“The Uxbridge Brook, once completely out of sight in the downtown area, is once again visible, providing an attractive natural feature to complement the large shade trees along the main streets.”*

*And Uxbridge’s designation as “The Trail Capital of Canada” is evident from the extensions of the extensive trail system that reach into the downtown, enabling people to walk or bicycle from downtown into surrounding natural areas.”*

There is a widespread view, as expressed at the Vision Workshop that the Uxbridge Brook should “re-surface” as a feature of the downtown. This is a complex issue involving studies of the condition of the culvert, the potential for flooding, the acquisition of property, the possible loss of parking spaces, and financing issues. And there are a number of variations in making the Brook



“visible” again, with accompanying price tags. This is an issue that needs a dedicated study. The wish for this to happen is strong. The aesthetic impact on the downtown would be very significant. It is not a new idea – Uxplan 2020: “Provide greater access to the river system in the Downtown”. CAUSE Report: “... Recognizes the opportunity the waterway provides for a continuous open space system... should be integrated with connections through streets...”

With respect to trees, a key feature of many well-planned, people-friendly urban environments is the presence of trees of significant size, to provide shade and break up the mass of brick, concrete and asphalt. Of course, trees take years to mature, but a start is necessary. The size of the trees also dictates the required footprint for roots and watering, which in turn has impact on sidewalk design. CAUSE Report: “Establish a tree inventory and planting program throughout the core area”.



The other key feature which needs to be considered with respect to the Nature objective relates to trails. Uxbridge has a unique system of Town Trails, which together circle the urban area and take walkers and cyclists through many of the neighbourhoods. Extensions of these trails right into the downtown core could provide access into the town centre. This was one of the recommendations from the Vision Workshop: “Capitalize on the trail system...one of Uxbridge’s most significant assets, and should be extended... to direct people to downtown.” Uxplan 2020 envisaged “a series of linked parks and green space areas around the downtown”. The CAUSE Report saw a need for “an integrated parkland and open space system” for the core area --- perhaps, for example, by opening up a park corridor from Centennial Park to Brock Street, and thence to a possible new downtown park or town square.

### 2.6.2 Short Term Actions

- **Tree Inventory** – The Township does not have an inventory of existing trees in the Downtown. However, Township residents include a number of landscape contractors and other specialists. A subgroup of the DRC would seek assistance from such specialists, as well as the Township, Conservation Authority and Regional staff, to create a tree inventory in the Downtown, including a general assessment of the health of the existing trees. Advice would also be sought, and research undertaken, to confirm the best types of native trees to plant, determine the best locations to plant new trees and appropriate tree planting methods which will allow trees a better chance to survive and grow to normal heights.

Lead: DRC  
Partners: Township, Conservation Authority, Region  
Funding: Not required

- **Planting Program** – Based on the background tree inventory, the Township would retain a landscape architect/arborist to develop a tree planting program, including improvements to existing trees.

Lead: Township  
Partners: Township, BIA  
Funding: Municipal budget (estimate: \$10-15,000)

- **Trail System** – The Uxbridge Town Trail System is a network of trails in the Urban Area that also connect to major trails to the south (e.g. the Trans-Canada Trail, Oak Ridges Trail). One of its objectives is to link the various sections of the town together for walkers and bikers. A number of these trails either connect to, or could easily be extended to connect to, the Downtown. In addition, current information on the trails does not make it apparent how they can be used to access the Downtown. A subgroup of the DRC should request a meeting with Town Trails Committee to explore how they can work together to develop a plan to ensure trail links to the Downtown are maximized, and that the ability to use the trail system to access the Downtown is publicized.

## 2. Downtown Uxbridge Action Plan – Nature

Lead: Town Trails and DRC  
Partners: Township  
Funding: Municipal budget, anticipated to be minimal

### 2.6.3 Medium Term Actions

- **Implementation of Planting Program** – Township would fund key components of the planting program. However, a subgroup of DRC, working with the BIA, would explore alternative ways to expedite the funding of this program through donations, grants and other mechanisms.

Lead: Township and DRC  
Partners: BIA, Chamber of Commerce  
Funding: Municipal budget (estimate to be determined)/Fundraising

- **Uxbridge Brook Study Terms of Reference** – Any attempt to make the Uxbridge Brook “visible” again will involve an Environmental Assessment (EA) process. A Terms of Reference is being developed by the Region of Durham and the Township that involves how the Uxbridge Brook is conveyed through the Downtown. The development of the EA Terms of Reference will indicate the process and costs associated with the project. It is recognized that the EA or other related studies could influence how the Uxbridge Brook is conveyed through the Downtown Area. It is beyond the scope of this Action Plan to determine the outcome of the EA process.

Lead: Township and Region  
Partners: Conservation Authority  
Funding: Municipal and Regional budget

### 2.6.4 Long Term Actions

- **Uxbridge Brook Study and Implementation** – Once the EA Terms of Reference have been developed, the Township and the Region, in conjunction with the Conservation Authority, will decide whether to conduct the EA and implement its findings.

Lead: Township and Region  
Partners: Conservation Authority  
Funding: Municipal and Regional budget / Available Federal or Provincial grants

### 2.7 Beautification

#### 2.7.1 Objective



*“There is an **active street scene**, with people – residents and visitors – shopping, browsing, enjoying the company of friends in restaurants and cafes, and **strolling along pleasant and attractive streets.**”*

*“The streets themselves reflect Uxbridge’s heritage and history, **with buildings that have had their exteriors remodeled or renovated in keeping with established heritage guidelines, and signage and street furnishings in tasteful harmony.***

*The rear aspects of buildings facing public areas are no longer an eyesore.*

*The older heritage buildings are complemented by some newer structures (some replacing eyesores or deteriorating buildings), which of which may be more modern in design, but enhance the character of the town.*

*Uxbridge’s reputation as **an intensively artistic community** is evident from the **many works of public art installed around the town**, giving it a unique character.”*

The creation of an “active street scene” and “pleasant and attractive streets” requires an attractive, people-oriented environment, designed to encourage strolling and browsing. Design of sidewalks, selection and placement of street furnishings, the presence of considerable “green” (e.g. large shade trees, planters), the attractive facades of buildings, the consistency and good taste of signage are all items that contribute to a “pleasant and attractive street”. In particular, a coordinated, consciously-planned system of street furniture is essential, including lighting, benches, garbage and recycling containers and planters. Further, one way to create a distinct character for Uxbridge is to exploit the arts talent in the community. Consideration needs to be given therefore to the installation of many works of public art around the downtown, and throughout the larger area to create this distinct character. Uxplan 2020: “The Downtown should be the place where residents and visitors want to be in Uxbridge”. It also suggested “widen sidewalks and add greenery and landscaping”. CAUSE Report: “Develop a comprehensive streetscape design for the core area....with beautification by street planting, lighting, signage and street furniture.” Brock St. Design Guidelines: “Where possible, wide sidewalks and construct pedestrian crosswalks as part of a comprehensive streetscape design”. “A comfortable pedestrian oriented streetscape” was stressed in the Visioning Workshop.

The buildings that line the streets are also important contributors to the creation of character of Downtown. It is envisaged that, where appropriate, the facades of buildings along the main streets will be improved, possibly with a program of government subsidy or support.

## 2. Downtown Uxbridge Action Plan – Beautification

Attention should also be given to the backs of buildings in key downtown areas, since they are often the view that the public sees. It is recognized too, that new buildings may be built to replace deteriorating structures. These new buildings will not all be in the “Quaker heritage” style nor need they be, as long as they contribute to the overall tastefulness of the area. Uxplan 2020: “Provide incentives for store owners and merchants to improve their buildings, the streetscape and the areas behind their stores.” Brock St. Design Guidelines: “Incentive and regulatory programs need to be put in place to encourage landowners to make a contribution to improving the street condition”. The Brock St. Design Guidelines provide direction on the type of design which would achieve this objective.

### 2.7.2 Short Term Actions

- **Community Improvement Plan** – Community Improvement Plans (CIPs) are prepared under the authority of Section 28 of the Planning Act. They apply to a specific area of a municipality which requires rehabilitation or revitalization. The focus of the plan is encouraging physical changes to the targeted area so that, in the medium to long term, it will improve economically, socially or environmentally. CIPs have been used to address a broad array of priorities. They primarily allow the municipality to offer a range of incentive based programs (grant, loan, fee exemptions or reductions and property tax assistance) to private landowners for improvement of their properties which they could not otherwise legally provide. Such programs include commercial building façade improvements for both the front and rear of buildings which is addressed under Immediate Actions, however they can also include structural improvements to buildings; brownfield environmental assessment, remediation and redevelopment; preservation and adaptive reuse of heritage and industrial buildings; and property tax assistance for remediation purposes. The Official Plan must contain policies allowing for the establishment of a CIP and the Township Official Plan contains such policies. However, the policies apply to the whole Urban Area. Therefore, the preparation of the Community Improvement Plan should address the establishment of appropriate boundaries. In addition, as the Region of Durham can also participate in any CIP established by the Township, the potential for their involvement should be reviewed.

Lead: Township

Partners: Region, BIA, DRC

Funding: Municipal budget (estimate: \$20-30,000)

- **Maintenance Program** – In addition to the garbage issue identified under Immediate Actions, the general level of maintenance of public facilities can contribute significantly to the creation of pleasant, active streets. For instance ensuring that snow is cleared from sidewalks in an expeditious manner supports pedestrian access to the Downtown. A review of the Township’s current facilities and maintenance program, in coordination with the Region, should be undertaken to ensure that it is designed to support the implementation of the Downtown Vision, and makes the most efficient use of public resources.

## 2. Downtown Uxbridge Action Plan – Beautification

Lead: Township  
Partners: Region, BIA, DRC  
Funding: Municipal budget (estimate to be determined through review, intent is to make more efficient use of existing funds)

- **Official Plan Review** - The Township intends to undertake a review of their Official Plan in 2009-2010. Through this process, consideration should be given to the policies of the Official Plan with respect to the Downtown. Issues which should be reviewed include the boundaries of the Downtown; the land use policies and the urban design policies.

Lead: Township  
Partners: DRC, BIA, Chamber of Commerce  
Funding: Municipal Budget (part of larger study)

### 2.7.3 Medium Term Actions

- **Implementation of Community Improvement Program** – The approval of the CIP will allow the Township to establish a range of funding programs for the Downtown which will assist with issues like façade improvement.

Lead: Township  
Partners: BIA, Chamber of Commerce  
Funding: Municipal budget (estimate to be determined through CIP)

- **Design Guidelines Extension** – The Brock Street Design Guidelines relate to the key areas of the Downtown. However, consideration should be given to extending them to cover the whole Downtown to ensure the highest quality design throughout the area.

Lead: Township  
Partners: BIA  
Funding: Municipal budget (estimate: \$10-15,000)

- **Zoning By-law Review** - The Township is intending to review their Zoning By-law. Through that process the regulations for the Downtown should be reconsidered to ensure that they actually promote development which is compatible with the Township's objectives for the area. As part of this review consideration should be given to innovative approaches such as a Development Permit By-law or conditional zoning.

Lead: Township  
Partners: BIA, Chamber of Commerce  
Funding: Municipal budget (estimate to be determined through CIP)

### 2.7.4 Long Term Actions

- **Evaluation of Effectiveness of CIP** – Every five years the CIP should be evaluated to ensure that it is accomplishing the Township’s objectives. It should be revised as necessary to reflect any changes in the legislation or to modify any programs which have not been successful.

Lead: Township

Partners: Region, BIA, Chamber of Commerce, DRC

Funding: Municipal budget (estimate to be determined)

### 2.8 Access and Accessibility

#### 2.8.1 Objective

*“Ease of access is provided through **numerous public parking areas, well marked and attractive in design and landscaping.** Similarly, **ease of access for the physically challenged** is provided at most stores and all public facilities.”*

Parking is addressed in virtually all the planning reports and in the Vision Workshop, and is a regular item for debate regarding street redesign. There is no question that adequate parking in close proximity to the commercial downtown core is essential, and to the extent that motorists can be guided, and enticed, by effective signage, into well-planned and maybe even attractively landscaped parking lots, the issue will be resolved.

There is unanimity that accessibility for the disabled and for seniors should be part of a well-planned downtown. This was recognized in Uxplan 2020: Accessibility and accommodation for the physically challenged and for seniors’ needs improvement”. Provincial legislation also dictates that this be addressed. This will have an impact on street and sidewalk design. It also creates issues in relationship to heritage buildings that requires careful attention.

#### 2.8.2 Short Term Actions

- **Accessibility** – The principle of accessibility for the physically challenged and seniors is enshrined in Provincial legislation. Implementation in heritage areas like the Downtown, however, can cause unanticipated issues. Early attention to the matter can assist in reducing any significant impacts. A subgroup of the DRC will research the proposed legislation and through discussions with the BIA and the Township’s Accessibility Advisory Committee establish potential issues and concerns, and approaches for resolving them, together with an implementation strategy. This Committee should also examine more generally impediments to walkability in the Downtown, and between the Downtown and other parts of the Urban Area. The Committee would make recommendations to remove barriers to accessibility for all residents.

Lead: DRC

Partners: Township, Accessibility Advisory Committee, BIA

Funding: No funding required, although assistance to individual landowners may be provided through the CIP.

#### 2.8.3 Medium Term Actions

- **Parking Strategy** – A study to address the potential for adding additional parking spaces in the Downtown would be carried out. This would explore better utilization of public and private land for surface parking, but also the creation of parking structures. It would also address the issue of accessibility for pedestrians to/from these facilities.

## 2. Downtown Uxbridge Action Plan – Access and Accessibility

Lead: Township  
Partners: BIA, Chamber of Commerce  
Funding: Municipal budget (estimate to be determined)

### 2.8.4 Long Term Actions

- **Implementation of Parking Strategy** – The implementation of the Parking Strategy will be carried out on a phased basis as finances dictate.

Lead: Township  
Partners: BIA  
Funding: Municipal budget (estimate to be determined through Parking Strategy)

### 2.9 People/Diversity

#### 2.9.1 Objective

*“The downtown has a diversified population of residents, with accommodation suited to varying economic levels.”*

Urban planning experts universally agree that the health of the urban centre is greatly enhanced by the presence of a diversified residential population. This means people of differing incomes, races, ages and occupations living in the downtown core. The CAUSE Report sees a need for “a range of housing, not just single family, but small scale infill, multiple housing, and renovation of existing housing stock”. The Visioning Workshop proposed “more intense housing in downtown Uxbridge.... with mixed-use, mixed-income buildings”.

#### 2.9.2 Short Term Actions

- **Community Improvement Plan** – The proposed Community Improvement Plan can also be utilized to offer incentives directed toward redevelopment which provides for a mix of housing. As part of the preparation of the CIP, an inventory of existing housing should be carried out to assist in determining what improvements could be made and how best to achieve them.

Lead: Township  
Partners: Region, BIA, DRC  
Funding: Municipal budget (estimate: \$20-30,000)

- **Official Plan Review** - The Township intends to undertake a review of their Official Plan in 2009-2010. Through this process, consideration should be given to the policies of the Official Plan with respect to the Downtown. In addition to the issues identified to assist in achieving the Beautification objective, the policies should be reviewed to ensure that they do not create impediments to the creation of a mix of housing in the Downtown. In particular, given the limited servicing capacity available to the Township, consideration should be given the servicing policies with respect to encouraging development in the Downtown.

Lead: Township  
Partners: DRC, BIA, Chamber of Commerce  
Funding: Municipal Budget (part of larger study)

#### 2.9.3 Medium Term Actions

- **Implementation of Community Improvement Program** – The approval of the CIP will allow the Township to establish a range of funding programs for the Downtown which will assist with issues like the provision of a mix of housing in the Downtown.

## 2. Downtown Uxbridge Action Plan – People/Diversity

Lead: Township  
Partners: BIA, Chamber of Commerce  
Funding: Municipal budget (estimate to be determined through CIP)

- **Zoning By-law Review** - The Township intends to review their Zoning By-law as noted with respect to the Beautification objective. Through that process the regulations for the Downtown should be reconsidered to ensure that they actually promote a mix of housing. As part of this review consideration should be given to innovative approaches such as a Development Permit By-law or conditional zoning.

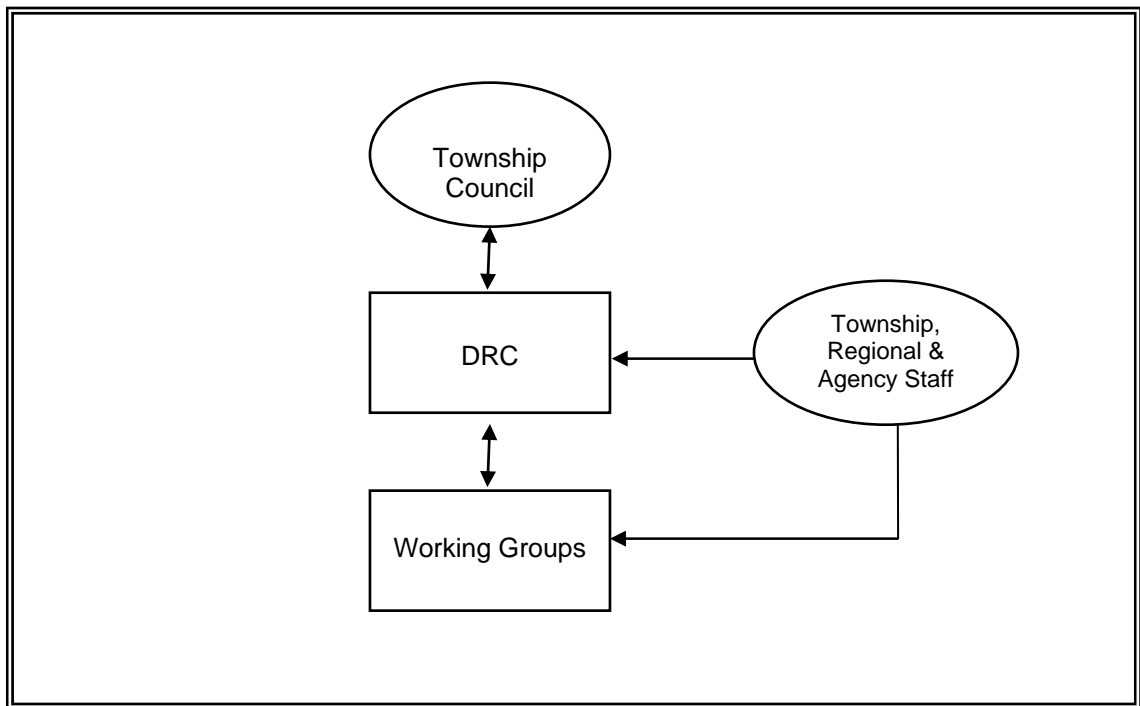
Lead: Township  
Partners: BIA, Chamber of Commerce  
Funding: Municipal budget (estimate to be determined through CIP)

### 3. Implementation

#### 3.1 Implementation Process

Once approved by Township Council, the implementation of the Downtown Vision and Action Plan will commence. The organizational structure (See Figure 1) will see this process being championed by the Downtown Revitalization Committee, under the authority of Township Council. However, the majority of the work will be carried out by specific subgroups reporting to the DRC.

**Figure 1 - Implementation Organization Structure**



#### 3.2 Monitoring

To ensure the success of the Vision and Action Plan, a key component of the work of the DRC will be to monitor the overall progress in achieving the Vision. To assist in this, specific targets will be established as part of the implementation process.