

**Downtown Revitalization Steering Committee Meeting Minutes**  
**Wednesday, June 4, 2008**  
**6:30 p.m.**  
**Council Chambers**  
**Township of Uxbridge**  
**Municipal Office**

Attendees: John Rodych, John Low, Wynn Walters, Randy Loewen, Gord Highet, Bob Shepherd, Rich Vandezande, Scott Rushlow, Ingrid Svelnis, Jack Ballinger, Theresa Zaporozan, Jo Ann Merrick(secretary)

Regrets: Jeff Holland, Howie Herrema, Robin Coombs, Richard Bates

1. Review of the minutes from the May 21 meeting.

Motion by Wynn, Seconded by Gord

“That the minutes as amended for the May 21, 2008 meeting be approved.”

Carried

Copies of the approved minutes will be distributed to all Council members.

2. There were no addendums to the Agenda.
3. Liz Howson of Macaulay, Shiomi and Howson was present to explain the Work Plan to prepare the Vision and Action Plans. She emphasized the following points:
  - Get members of the Community involved
  - Gather information and have it available
  - Find solutions to problems
  - Look for solutions applicable to Uxbridge
  - Background analysis
  - Vision Workshop organization
  - Vision Workshop
  - Draft vision & action plan (actual document)
  - Review vision and action plan
  - Council review & adoption

The work plan indicates the technical expertise available. Anne McIlroy has experience in urban design as a workshop facilitator. Liz has worked for the Township since 1994 as the Township's Planning Consultant. Totten Sims Hubicki has been an Engineering Consultant for the Township for a number of years. John Archer has experience in new investment and marketing strategy.

Communicate to the Public that this is not a Council project. That it is a Community project.

The Workshop will likely be held on a Saturday, possibly at the Arena Community Centre.

Invite the Public but also send out invitations to various groups to get them involved.

Look for opportunities for obtaining funding. e.g. Region, Province, private sector

#### 4. Communication Strategies

The Mayor had prepared a Press Release. Randy will be the spokesperson for the Committee. Wynn and Rich will help with communication releases.

Consideration of News Releases as articles in the newspaper and not only in the Township page. The Township should still be seen as a partner in this project.

There was a suggestion of a logo to identify the Committee.

There was a suggestion to create a website.

We need to generate excitement about the project.

Subcommittees (focus groups) may be created for certain tasks.

#### 5. Presentation of Impressions Exercise

##### **Public Infrastructure Amenities**

- Paving stones uneven
- Wheel chair ramp not accessible from the curb
- Gravel on road from Region patching
- Sidewalk broken in front of Home Hardware
- Grass & weeds on the boulevard at the corner of S/W Brock & Church St.
- The handicap parking space at the n/e corner of Spruce & Toronto St is no square and where the sign is posted on the wall of the building is not in front of the parking space
- No signage for parking lots off of Brock St.
- Albert St. road broken
- Parking lot beside CIBC – broken asphalt
- Entrance to River Valley parking lot – broken asphalt
- Banners not consistent (no theme, spread out sporadically)
- Curb stops at parking lot beside Pizza Pizza not lined up evenly
- Broken stairs at Nail Salon at Brock & Toronto St.
- Garbage can full at parkette beside O'Gradys
- Many sandwich board signs at the s/w corner of Brock & Toronto St.
- Planter boxes in front of O'Gradys full of weeds
- Garbage behind stores on north side of Brock St.

## **Residential Assessment**

### N/W quadrant

- Single family dwellings
- Multi-family building
- Not much detail in landscaping

### N/E quadrant

- Single family dwellings
- Properties larger
- More detail to landscaping

### S/E quadrant

- Medium size dwellings
- Landscaping adequate

### S/W quadrant

- Lot of heritage homes
- Minimal landscaping

## **Assessment of Downtown Entrances/Gateways**

- Postal boxes at the corner of Brock & Main St. & Brock & Toronto St.
- BDO – beautiful landscaping
- Parkette across from Tin Mill could use more landscaping
- Area clean from Train Station to Brock St.
- Sears corner – something should be done
- Information Signage – same colour, could be more attractive
- Sandwich board signs at Brock & Toronto & Brock & Main St.
- Too many signs in one location
- Railway crossing rough – Is there a short term fix?

## **Assessment of Overall Appearance of Core Commercial Area**

- Street name signs – different sizes & colours
- Banners – no theme
- Streetlights are old and in poor condition
- Street furniture – different style of benches, do not match
- Landscaping – flower boxes not tended to
- Store frontage – many have heritage signs
- There is a lot of garbage and weeds on private property
- Lot of garbage at the backs of the buildings
- Phone booths vandalized – phone books ripped

6. Revitalization Primer Evening
  - Will be open to the public
  - Send out special invitations
  - Need guest speakers – someone who has gone through the process
  - Possibly have 2 events before the Visioning exercise
  - Timing
  - Anne McIlroy should attend
  - Show pictures now and show pictures of municipalities that have gone through the process
  - Truck traffic through downtown can be a deterrent
  - This is a long term process. Identify short term wins that show the downtown is making improvements

7. Second Round of Impressions Exercise

- Types of uses
- What you hear, smell, taste
- What would we like to sense

We should do an assessment with the spring, summer, fall & winter in mind to see how the elements affect the downtown area.

“First Impressions” is a program available through the Province. A group of people will come and walk through the downtown area, talk to the merchants, etc. and give their impression of the downtown.

8. Next Meeting Expectations – July 2, 2008 6:30 p.m. Council Chambers, Township Office

- Discuss the boundaries of the downtown area
- Members talk to the Public – create a buzz

Motion by Scott to adjourn at 9:15 p.m.