

UDRAC MINUTES – FEBRUARY 26, 2024



UXBRIDGE DOWNTOWN REVITALIZATION ADVISORY COMMITTEE

DATE	February 26, 2024
TIME	3 p.m. to 4:30 p.m.
LOCATION	Uxbridge Town Hall (Boardroom A) & Virtual (TEAMS)
ATTENDEES	Members Present: Councillor Willie Popp; Councillor Todd Snooks; Mary Bridger; Don Andrews; Joan Crosbie; Frank Mazzotta (V); and Craig Miller.
	Township Resources: Kyle Rainbow, Director, Dev. Services; Judy Risebrough, Project Mgr. & Committee Staff Rep.; Courtney Clark, Dep. Director, Public Works; Katlyn Jones, Tourism Coordinator and Kurtis McAleer, RED Downtown Proj. Coordinator.
	Resources: Joanne Reichter (V) BIA Chair; Sierra Miller, BIA Coordinator Danielle Culp (V), Durham Traffic (V); Lori Talling (V), Invest Durham, and Glen Macfarlane (V), Invest Durham.
	Regrets: Shelley Macbeth; Alexandra Lazarevski; Lesley Cornelius; Carolyn Puterbough, OMAFRA and Kristi Honey, CAO.

1. CALL TO ORDER

Mary Bridger (Chair) opened the meeting at 3:01 p.m. and asked if anyone needed to declare a pecuniary interest. None were declared.

2. REVIEW OF THE MINUTES

Joan Crosbie made the motion to approve the minutes from January 29, 2024. Don Andrews seconded the motion. Approved.



7. UDRAC Minutes
29-01-2024(f).pdf

3. REVIEW OF THE AGENDA

Mary reviewed the meeting agenda. The topic of membership was added to the agenda. Don made the motion to approve the revised agenda. Willie Popp seconded the motion. Approved.

4. MEMBERSHIP

Mary informed the committee that she had written to Lesley Cornelius regarding her absence at the previous 4 meetings. No response had been received.

Mary also informed the committee that Frank Mazzotta had informed her that he would be resigning from this committee due to personal obligations. Mary thanked him for his participation and wished him all the best in the future. Frank then left the meeting.

Action: Judy Risebrough will follow up with the Clerk's office regarding the requirements for the two individuals to be officially removed from the committee.

Action: Judy will review the Terms of Reference for the committee to determine if any revisions are required to address the change in the number of members.

Action: Mary, Don, Willie, Todd Snooks and Judy will also discuss the change in membership and what actions are required.

5. UPDATE ON ANNUAL REPORTS

Judy Risebrough informed the committee that the reports have been shared with Kristi Honey, CAO, for her recommendations regarding when they should go to Council.

Judy reminded the group that the report that will go to OMAFRA requires statistical information from the Region and the Township. It is anticipated that the report will be ready to go to Council in May.



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bridge%20Downtown



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ccomplishments%209

○ Dedicated Leadership

Willie informed the committee that the 2024 Township budget process has been completed and is now being operationalized. Kyle Rainbow explained that he is now mapping the priorities against the budget allocation of \$155K.

Judy informed the committee that the Township has applied for a RED grant submission that is focused on a marketing product to promote Uxbridge Development, refresh of the Brock Street Heritage Guidelines and consulting services for development questions. The Region has agreed to provide \$8K support if the grant is successful. Significant support has been provided by Invest Durham and OMAFRA.

Judy also mentioned that we will be looking into a My Main Street

○ Revitalization of Lower Brock

Kyle reported on the following development projects:

- 34/36 Brock – a building permit has been submitted and they are looking for a spring start date.
- Kindred Works is continuing to work towards a summer start date. The parking ratio is lower than the standard, so Kindred Works will need to do present a case that the lower ratio is appropriate. They are also working with the Region for funding assistance for affordable housing.
- 12 Brock St. E has been sold and the intention is to open a Gun Store. Kyle confirmed that they are zoned correctly for retail. There are strict requirements from the RCMP that the RCMP is responsible for engagement.
- 2 Brock St. W is being prepared by Pita Pit for occupancy. One requirement was the removal of the gate to allow public parking.
- 11/13 Brock – the “burnt down building”. The building is now listed for sale. The Township has posted another order and continues to work with the property owner.

Willie reminded the committee that due to privacy some information cannot be shared with this committee until it reaches a stage where it is publicly available.

Kyle spoke to the recent Cosmos article pertaining to the downtown. While most of the information is correct, some of the updates that were accredited to Kyle were from other sources. There were a couple of items that were not correct. Willie and Todd confirmed that the Township has not made decisions regarding the Circle K property once the lease expires on July 31, 2024.

Kyle shared the visualization that the Township had prepared for the Brock St. W / Spruce St. that expands on the visualizations prepared by The Planning Partnership. These will be going to Council for their information. There was a good discussion on the visualizations and how they could be used with current property owners,

The plan is that they will be then added to the Downtown Revitalization Video and be used in the marketing package that is planning as part of the RED grant submission.

There was a good reminder that there needs to be a focus on the look of the buildings from the Heritage District and the roof design when looking at designs for an “actual build”.



shell corner (3).jpg



brock St. Looking
east.jpg

- Safe, Walkable Downtown

Truck Traffic

Judy and Danielle Culp informed the committee that there had been a meeting with the Region on February 15th to review the most recent traffic count, with a particular focus on the Heavy Truck Traffic. The information shared demonstrated that while there is an impression that truck traffic is down, the numbers do not actually substantiate this perception. The group agreed that this is not surprising given the ongoing construction and development in the Township.

The outcome was that the Region was receptive to do additional studies if we identified the intersections of interest.

Below is a link to the Region of Durham’s open data. This link provides “Turning Movement Counts” which show vehicle volumes at an intersection.

<https://maps.durham.ca/TrafficCounts/>

Action: Judy to work with the Township to identify the intersections and reply to the Region.

Parking Study

- Kyle updated the committee on the Parking Study that is being done by LEA Consulting Ltd. The plan is that they will start doing parking count in March. The results are expected by May.

Streetscaping

- Courtney provided an update on the streetscaping initiative that Public Works and Parks are working on with the UDRAC – sub-committee.
 - Courtney provided three options for the benches.
 - a) One is the existing one that the Township is using.
 - b) One is a composite option with a more modern look.
 - c) One is a composite option that can be done in green and incorporates a heritage look.
 - The committee did not have an opinion on whether the benches were engraved or not.

Action: Courtney will order one of the Option C benches for us to see.

- Courtney is still waiting to hear from Frank Mazzotta for his comments and suggestions. She provided three options for the committee to review. No consensus was reached as the committee found the one that matched the benches looked very modern.

Next steps:

- a) Follow-up with Frank.
- b) Seek an option for “pizza boxes.”

○ **Downtown as a Destination**

RED Project – Downtown as a Destination

- Kurtis provided an update on the RED grant. The RFQ for the Downtown as a Destination marketing plan will be posted shortly. The timeline for this is to be completed by early April.

Centennial Park Master Plan

- Courtney informed the group that they are currently working on the RFP/RFQ but it needs to wait for the Env. Study
- Kyle updated the committee that the Environmental Study should be received shortly.

YDHR

- Willie informed the committee there is a group of trustees looking at the remaining assets. The understanding is that there will be an auction. From a Township perspective, there is no definitive path forward, but considering options and

continuing to work closely with Metrolinx. Springtide Music Festival has asked Council to have use of the Train Station.

- Craig raised the question of a trail in that area. Willie confirmed that the Township is interested but at this time, there is no specific plan.

7. ROUNDTABLE

- Judy told the committee that the Lucy Maud Montgomery Society of Ontario has asked the UDRAC for a letter of support for their grant which will include a couple of activities within the downtown and some legacy assets.

Don made the motion that the UDRAC provide a letter of support. Willie seconded the motion. Approved.

- Katlyn, Sierra, and Kurtis were acknowledged for working together to develop synergies for downtown activities.
- Katlyn informed the committee that TAC is undertaking a Community Tourism Plan refresh and as background she shared the UDR plan with Central Counties Tourism (CCT). They have said they will incorporate some of it into their work.
- Don raised concerns about the Patio Policy. He feels that it is very complex and wondered if it could be simpler with links. Kyle indicated that the feedback was very helpful.

Action: Willie, Judy, and Kyle will review, and Willie will meet with Don to discuss the process.

- Lori Talling reported that Glen Macfarlane will be working on the Downtown Building and Business inventory and providing support to the OMAFRA report card.

8. NEXT MEETING

The next meeting will be Monday, March 25, 2024, at 3:00 p.m. at the Uxbridge Township Municipal Office. A virtual option will be available.