

Downtown Whitby Development Steering Committee Minutes
February 21, 2019 – 8:00 AM
Meeting Room 1B, Whitby Central Library
405 Dundas Street West

Present: Bob Baker
Yvonne Chornobay
Kimberly Copetti, Chair
Karey Large
Rick McDonnell
Effy Nicopoulos
Lara Perroni
Natalie Prychitko
Paul Rolland, Vice-Chair
Chris van der Vliet
Lynn Winterstein

Also Present: Regional Councillor Leahy, Mayor's Designate
Rhonda Jessup, Whitby Public Library Representative
Sheila McGrory, Economic Development Representative
Dhaval Pandya, Public Works Representative
Maria McDonnell, Staff Liaison, Manager of Sustainability, Heritage,
Downtown and Community Development
Christy Chrus, Staff Liaison, Principal Planner
Heather Oerlemans, Council and Committee Coordinator
(Recording Secretary)

Regrets: Matt Parish

1. Appointment of Chair and Vice-Chair

- 1.1** The Committee was advised that the appointment for Chair and Vice-Chair of the Downtown Whitby Development Steering Committee for the January 1 to December 31, 2019 term would take place at this time.

Christy Chrus called for nominations for the position of Chair of the Downtown Whitby Development Steering Committee.

Karey Large nominated Kim Copetti for the position of Chair of the Downtown Whitby Development Steering Committee.

Kim Copetti accepted the nomination.

There were no further nominations and the nominations were closed.

Christy Chrus called for nominations for the position of Vice-Chair of the Downtown Whitby Development Steering Committee.

Rick McDonnell nominated Paul Rolland for the position of Vice-Chair of the Downtown Whitby Development Steering Committee.

Paul Rolland accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Karey Large

That Kim Copetti be appointed Chair of the Downtown Whitby Development Steering Committee for a term ending on December 31, 2019.

Carried

Recommendation:

Moved By Rick McDonnell

That Paul Rolland be appointed Vice-Chair of the Downtown Whitby Development Steering Committee for a term ending on December 31, 2019.

Carried

Kim Copetti assumed the Chair.

2. Disclosures of Interest

2.1 There were no disclosures of interest.

3. Approval of Previous Minutes

3.1 Minutes - June 21, 2018

Recommendation:

Moved By Bob Baker

That the Downtown Whitby Development Steering Committee minutes of June 21, 2018 be approved.

Carried

4. Presentations/Deputations

4.1 There were no presentations or deputations.

5. General Business and Reports

5.1 Introduction to the Downtown Whitby Development Steering Committee and the Committee's Terms of Reference.

Terms of Reference

Christy Chrus reviewed the Downtown Whitby Development Steering Committee's Terms of Reference and advised which members have a voting role.

2011-2012 Strategic Plan

Christy Chrus advised that revisions to the Committee's Strategic Plan would be in alignment with the Committee's Work Plan and the Downtown Whitby Action Plan.

2017 Annual Report to Council

Christy Chrus advised that the Annual Report to Council had not been completed for 2018 due to a shortened meeting cycle.

Downtown Whitby Development Steering Committee 2018 Newsletter

Paul Rolland provided information regarding the Downtown Whitby Development Steering Committee Newsletter and advised that the Newsletter was an annual publication provided to downtown businesses for their clients. He advised that volunteers would be required to deliver the newsletter and write articles for the May/June publication.

Downtown Whitby Action Plan

Christy Chrus advised that the Downtown Whitby Action Plan was adopted by Council in 2016 and that the plan would be updated this term.

Committee of the Whole and Public Meeting Reports Structure and Overview

Christy Chrus provided an overview of the reporting structure and

schedules for Council, Standing Committee and Public Meetings.

5.2 2019-2022 Work Plan

Christy Chrus advised that items for the 2019-2022 Work Plan should be finalized by the Committee at the April 18, 2019 meeting.

Discussion ensued regarding:

- aligning the Committee's Work Plan with the Strategic Plan and Downtown Whitby Action Plan; and,
- establishing a Work Plan subcommittee to develop a list of goals to discuss at the next meeting scheduled to take place on April 18, 2019.

Kim Copetti advised that the subcommittee would meet on Wednesday March 27, 2019 from 10:00 a.m. to 12:00 p.m., in the Whitby Chamber of Commerce Boardroom. The subcommittee was established and includes the following members:

- Bob Baker;
- Kim Copetti;
- Karey Large;
- Lara Perroni;
- Natalie Prychitko; and,
- Paul Rolland.

5.3 1201 and 1207 Brock Street South and 1200 and 1202 Green Street Zoning By-law Amendment

Christy Chrus provided detailed information regarding:

- the proposed mixed use, high density development;
- the Traffic Impact Study recommendation to prohibit westbound left turns at Brock Street South and Clemence Avenue in conjunction with the installation of a traffic signal at the intersection of Brock Street South and St. Lawrence Street; and,
- the role of the Committee to provide questions, comments and recommendations should the Committee support the amendment.

Discussion ensued regarding:

- the size of the proposed development in relation to the block of Brock Street, Consumers Drive, Clemence Avenue and Green Street;
- the cohesion of the proposed development with respect to the surrounding development, active transportation goals, and the development of the main business corridor; and,
- cash-in-lieu of parking for the 6 retail parking spaces.

Recommendation:

Moved By Bob Baker

That the Downtown Whitby Development Steering Committee supports Zoning By-law Amendment Application Z-31-18, 1201 & 1207 Brock Street South and 1200 & 1202 Green Street, and provides the following comments to Council:

- that safer streets and walkability continue to be supported in the downtown as a result of the development;
- that traffic issues be managed; and,
- that the gateway at the Northeast corner of Brock Street and Consumers Drive be enhanced.

Carried

5.4 400 and 414 Mary Street East and Vacant Hickory Street North Land Draft Plan of Subdivision

Christy Chrus provided information regarding the proposed development that would include 40, four-storey townhouses. She advised that the proposed development would include the retention of 10 existing trees and a commemorative interpretive panel to be installed on the property to recognize the cultural heritage value or interest of the Railway Engine House.

Discussion ensued regarding:

- public support for the development of the property;
- the need for affordable housing options; and,
- the need for more residential rental units in Whitby.

Recommendation:

Moved By Lynn Winterstein

That the Downtown Whitby Development Steering Committee supports the proposal for the Draft Plan of Subdivision Application SW-2018-05 and Zoning By-law Amendment Application Z-22-18, 400 & 414 Mary Street East and vacant Hickory Street North land.

Carried

5.5 Downtown Whitby Action Plan

Downtown Whitby Community Improvement Plan (CIP) Applications

Christy Chrus advised that the Town approved nine Community Improvement Plan Applications for the Maintenance and Improvement Grants in 2018 and one Development grant for high density residential development. She further advised that one high density residential development, two cash-in-lieu of parking and one Tax Increment Equivalent Grant applications were under review.

Parking Study

There was no update on the Parking Study.

Pedestrian Safety and Transportation Action Plan

Dhaval Pandya advised that an update on the Pedestrian Safety and Transportation Action Plan would be provided under Item 5.13.

Culture Plan

Maria McDonnell advised that the Culture Plan was an initiative driven by Council and would capture all facets of culture as an economic driver to create a vibrant and prosperous community.

5.6 Downtown Whitby Spring Clean-Up - April 13, 2019

Christy Chrus advised that the meeting location for the Downtown Whitby Spring Clean-Up would be at Celebration Square and that the Town would provide garbage bags and gloves.

5.7 Downtown Whitby Business Improvement Area Update

Karey Large provided an update regarding the 2018 Downtown Whitby Business Improvement Area events and advised that several events such as Beerfest and the Christmas Market, would be extended to be multi-day events in 2019.

5.8 Chamber of Commerce Update

Natalie Prychitko provided a list of upcoming events including:

- the 8th Annual Connect Women Conference on March 5, 2019 at the Ajax Convention Centre;
- the next "Chamber on Tap" on March 19, 2019 at the Bella Notte Ristorante;
- the Whitby Chamber of Commerce Annual General Meeting on March 26, 2019 at The Village Taverna (5:00 - 8:00 p.m.); and,

- the Mental Health Luncheon on April 16, 2019 at Lakeridge Links and Whispering Ridge Golf Courses.

5.9 Olde Whitby Neighbourhood Association Update

Bob Baker advised that the Local Planning Appeal Tribunal Hearing for Werden's Plan Neighbourhood Heritage Conservation District would take place in the Council Chambers on March 4, 2019.

5.10 Heritage Whitby Advisory Committee Update

Rick McDonnell provided an update regarding the inclusion of family histories and a timeline display as a commemorative measure for the redevelopment of 211 Brock Street South.

5.11 Whitby Public Library Update

Rhonda Jessup provided an update regarding:

- the success of the Whitby Public Library Perks Program; and,
- the upcoming "How-to in 10" event (learning a new skill in 10 minutes) on April 13, 2019.

5.12 Economic Development Update

Sheila McGrory provided an update regarding:

- the official opening of the Accelerator on April 11, 2019 with Bruce Croxon as the keynote speaker; and,
- the approval to release an Expression of Interest for 128 Brock Street South.

5.13 Public Works Department Update

Dhaval Pandya provided an update regarding the current status of the Pedestrian Safety and Transportation Action plan and advised that the draft staff report would be submitted for Council direction prior to requesting input from stakeholders and the public.

6. Correspondence

6.1 There was no correspondence.

7. Council Update

7.1 Regional Councillor Leahy provided an update regarding:

- the status of the Town's budget; and,

- opportunities for additional community engagement and feedback for the proposed Corporate Rebrand Project and development of the Town Logo.

8. Other Business

- 8.1** Christy Chrus advised that the Planning and Development Department summer student would coordinate the plaques for the recipients of the Facade Grants.

9. Next Meeting

- 9.1** Thursday April 18, 2019 - 8:00 a.m.
Meeting Room 1B, Whitby Central Library
405 Dundas Street West

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Natalie Prychitko

That the meeting adjourn.

Carried

The meeting adjourned at 9:52 a.m.

H. Oerlemans, Council/Committee
Coordinator

Kim Copetti, Committee Chair