

Downtown Whitby Development Steering Committee Minutes  
January 18, 2018 – 8:00 AM  
Meeting Room 1B, Whitby Central Library  
405 Dundas Street West

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**Present:** Bob Baker  
Grace Cardona  
Yvonne Chornobay  
Deanna Hollister  
Rick McDonnell  
Natalie Prychitko  
Paul Rolland  
Lynn Winterstein, Vice-Chair

**Also Present:** Rhonda Jessup, Whitby Public Library Representative  
Peter LeBel, Commissioner of Community and Marketing Services  
Maria McDonnell, Staff Liaison, Manager, Sustainability, Heritage,  
Downtown and Community Development  
Alison Albrecht, Supervisor of Parking Services  
Chris Potvin, Active Transportation Supervisor  
Christy Chrus, Staff Liaison, Principal Planner  
Laura MacDougall, Council and Committee Coordinator (Recording  
Secretary)

**Regrets:** Kimberley Copetti, Chair  
Chris van der Vliet  
James Wineck  
Councillor Roy

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The meeting began at 8:02 a.m.

1. Appointment of Chair and Vice-Chair

- 1.1 Lynn Winterstein advised that due to the absence of Kimberley Copetti, the appointment of Chair and Vice-Chair of the Downtown Whitby Development Steering Committee would take place at the next meeting scheduled to take place on February 15, 2018.

Recommendation:

Moved By Paul Rolland

That the appointment of Chair and Vice-Chair of the Downtown Whitby

Development Steering Committee be deferred to the next meeting scheduled to take place on February 15, 2018.

**Carried**

2. Disclosures of Interest

**2.1** There were no disclosures of interest.

3. Approval of Previous Minutes

**3.1** Minutes - November 16, 2017

Recommendation:

Moved By Deanna Hollister

That the Downtown Whitby Development Steering Committee minutes of November 16, 2017 be approved.

**Carried**

4. Presentations/Deputations

**4.1** There were no presentations.

5. General Business and Reports

**5.1** 2017 Draft Annual Report

Lynn Winterstein advised that the Draft Annual Report was distributed to Committee members for review and feedback.

Revisions were made to the Draft Annual Report as follows:

- Page 5, DWDSC Committee Members to include, 'Tara Painchaud (Staff Liaison)'
- Page 3, Other Points to include, 'The Downtown Whitby Development Steering Committee endorsed and supported the work of the Town and the Olde Whitby Neighbourhood Association (OWNA), in getting the Werden's Plan Neighbourhood Heritage Conservation District (HCD) Guidelines approved'.

Recommendation:

Moved By Natalie Prychitko

1. That the Downtown Whitby Development Steering Committee's 2017 Annual Report be approved, pending revisions; and,
2. That the Downtown Whitby Development Steering Committee's 2017 Annual Report be submitted to the Town for inclusion on the next Planning and Development Committee agenda.

**Carried**

**5.2 Downtown Whitby Action Plan**

**Historic Gateways**

Christy Chrus advised of the establishment of a steering committee for the historic gateways that would be comprised of members from the Station Gallery, the Whitby Chamber of Commerce, the Downtown Whitby Business Improvement Area, Downtown Whitby Development Steering Committee and Town staff. A pre-meeting has been held with the consultant where staff provided a high level review of design concepts and direction. She further advised that the date for the first steering committee meeting would be set after feedback was received from the consultant. Ms. Chrus advised that a detailed design for the gateways and construction costs would be provided to the Committee at a later date.

Discussion ensued regarding:

- whether this would be an active item in 2018; and
- the locations of the historic gateways in relation to the historic downtown boundaries.

**Community Improvement Plan**

Christy Chrus advised that the financial analysis for the Community Improvement Plan (CIP) was circulated to members of the Committee for information and that the document provided an overall synopsis of the programs and costs. Furthermore, staff are working to draft a Community Improvement Plan document which would include the CIP Implementation Guidelines as an appendix. Ms. Chrus further advised that the CIP Guidelines would outline funding, description details, administration and monitoring of the program, noting that should there be changes to the guidelines, the CIP would not need to be amended. She noted that Council wanted to ensure flexibility of the program in relation to an increase or decrease in economic development. She advised that the target date of May 14, 2018 had been set for providing

the staff report to the Planning and Development Committee for consideration.

#### Parking Study

Alison Albrecht inquired whether a member of the Downtown Whitby Development Steering Committee would represent the Committee at an invitation-only stakeholder meeting regarding the Parking Study to take place at the Centennial Building on January 31, 2018 from 8:30 a.m. to 11:00 a.m. She advised that an open public stakeholders meeting would be held at a later date.

Discussion ensued regarding:

- whether the invitation-only meeting could include a representative from the Olde Whitby Neighbourhood Association;
- that Paul Rolland would be the representative for the Downtown Whitby Development Steering Committee to attend the meeting on January 31, 2018;
- the timeline associated with the date for the larger public stakeholders meeting; and,
- the intent of the invitation-meeting to be geared toward specific stakeholders.

#### Pedestrian Safety and Transportation Action Plan

Maria McDonnell advised that the timing for the Pedestrian and Transportation Action Plan was in line with the timing of the Parking Study and that consultation with stakeholders would take place at a later date.

#### Active Transportation Plan

Chris Potvin provided an overview of the objectives of the Active Transportation Plan, which were to make Whitby more open to various modes of transportation, and developing a network that would be conducive to walk-ability and bike-ability. He advised that an Open House on the Active Transportation Plan was held at Town Hall, and the draft Plan was currently with the consultant for review and refinement. He further highlighted the importance of public engagement in order to address the various issues outlined in the Plan, and provided an overview of the audits of Town parks, trails and facilities to take place in order to make them more active-transportation friendly.

Discussion ensued regarding:

- an information piece on bicycle stands and bicycle repair stations that could be included in the Whitby Chamber of Commerce's Newsletter;

- the 'Bikes on Bloor' punch card initiative; and,
- the consultant's report for the gateways and associated walkability around Fairview Lodge.

### **5.3 Downtown Whitby Development Steering Committee Mandate and Strategic Plan**

Maria McDonnell advised that the deadline for the Committee to complete its Mandate and Strategic Plan is May 2018, so that it can be considered for the next term of Council.

### **5.4 416 Dundas Street East - Site Plan Application**

Christy Chrus distributed drawings pertaining to the Site Plan Application for 416 Dundas Street East and provided an overview of the application. She advised that the property is designated as mixed use, commercial/residential, with a site specific zone to permit seniors. The developer would not be gearing the development toward seniors and would need to apply for a minor variance to remove the site specific zoning permission. Ms. Chrus provided further details of the proposed development including the types of units, shadow studies, the number of vehicle parking spaces and bicycle parking spaces. She further advised that the applicant undertook due diligence with respect to completing all required studies.

Discussion ensued regarding:

- whether the condos would be rentals or for sale;
- the timeline for the internal review process and staff report to the Planning and Development Committee;
- the timeline for completion of the development;
- the location of the development in the existing CIP area and eligibility for development charge incentives; and,
- whether the development would be a low income target market.

### **5.5 Permanent Sign By-law - Projecting Signs and Internally Illuminated Signs**

Maria McDonnell advised that staff have been directed by Council to review the Permanent Sign By-law # 5695-05 to investigate permitting projecting signs. She stated that the by-law would be amended to include projecting signs, and prohibit new back-lit signs, noting that existing signage would be grandfathered. She further advised that areas of permission would include both Downtown Whitby and Downtown Brooklin, i.e., the heritage district for Brooklin and the CIP area for Downtown Whitby. Ms. McDonnell advised that consultation would be

taking place with both downtown committees and the Downtown Whitby Business Improvement Area. She stated that the target date for the staff report to be submitted to the Planning and Development Committee was February 5, 2018.

Discussion ensued regarding:

- support of the proposed signage and amendment to the by-law;
- vinyl banners hanging above stores and how they could be addressed;
- whether illuminating or digital internal signage identifying whether a business was open or closed would be permitted;
- whether the proposed amendment would include public buildings such as churches and schools; and,
- the boundaries for the proposed signage amendment.

#### **5.6 Communications Sub-Committee**

Paul Rolland advised that he and members of Committee attended Whitby's Annual Christmas Tree Lighting in December 2017 and recommended the event for future attendance.

Paul Rolland advised that the subcommittee was waiting for direction from Corporate Communications staff regarding the Downtown Whitby Development Steering Committee's Newsletter.

Christy Chrus advised that Corporate Communications and events staff may attend the next meeting to update the Committee regarding changes taking place with some of the events. She noted that the Downtown Whitby Development Steering Committee's Newsletter would remain as is for the time being.

#### **5.7 Downtown Whitby BIA Update**

Chris van der Vliet was not in attendance. Therefore, there was no Downtown Whitby BIA update.

#### **5.8 Public Works Department Update**

Alison Albrecht solicited feedback regarding parking incentives such as toys for tickets and the Christmas wreaths.

She further provided an update regarding the smart meters and the details of the pilot project being undertaken on Centre Street. She advised that she was working with the Treasury Department to make arrangements for a tap and go option, but currently the machines only accept Visa and Master Card. She provided an installation timeline of

the spring 2018 for the smart meters.

## **5.9 Community and Marketing Services Department Update**

Peter LeBel provided an update regarding:

- the staff report regarding the Whitby Innovation Hub-Accelerator that was presented at the Operations Committee meeting on December 4, 2017, and the details surrounding the status of the tender process, the branding exercise for the Innovation Hub and Accelerator, holding a public open house for local residents within the Werden's Neighbourhood, and the target date for opening the Hub;
- the process related to the completion of studies and evaluation for the property located at 128 Brock Street South (former location of the Whitby Chamber of Commerce), and the submission of a staff report for issuing Expressions of Interest to the Operations Committee by the end of March 2018;
- an overview of a company called 'Geekspeak', located at 129 Brock Street North, and the tech competition that they will be holding which could attract tech companies from Ontario, Quebec and the United States to establish roots in Whitby;
- the Station Gallery renovations and the proposal accepted by the Province to divert funding from the Pump House to the Station Gallery;
- the current level of interest in properties in Downtown Whitby which include commercial, office and residential interests;
- a meeting that recently took place with a residential developer who is investigating the development of two rental buildings in Whitby designed for seniors and/or those who have accessibility needs;
- the launch of a Youth Hub, in partnership with the Durham District School Board, in Henry Street High School; and,
- the status of the park located adjacent to 360Insights which was retained in municipal ownership.

Discussion ensued regarding:

- where tech employees would be located in relation to the proposed housing project;
- the importance of having housing available for first and last time home buyers;
- whether the concept of a MakerSpace has been considered in relation to the Innovation Hub-Accelerator;
- whether the revitalization of the Pump House had been put on hold; and,
- the total investment of funds for the Station Gallery and whether

the Station Gallery would have to obtain public fundraising.

#### **5.10 Whitby Public Library Update**

Rhonda Jessup provided an update regarding:

- the plans for MakerSpace digital media hubs;
- the library's continued focus on digital literacy;
- the children's programming over the March Break and summer time;
- a detailed summary on the How to in 10 Festival which is scheduled to take place on May 12, 2018 from 12:00 p.m. to 4:00 pm;
- the launch of the mobile WiFi hot spots;
- the Durham College lecture series to launch on February 2, 2018;
- the provision of the Seasonal Affective Disorder lamps at all library branches; and,
- a program entitled, 'The Keys to Building Strong Business Relationships' scheduled to take place on January 25, 2018 from 7:00 p.m. to 8:30 p.m.

#### **5.11 Whitby Chamber of Commerce Update**

Natalie Prychitko provided an update regarding:

- the kick-off for the celebration of the Whitby Chamber of Commerce's 90th Anniversary at the Annual General Meeting and the preparation of a 90th Anniversary Commemorative Guide;
- the upcoming relocation of the Whitby Chamber of Commerce to 404 Dundas Street West;
- the MPP debate taking place on May 16, 2018 at the Whitby Central Library;
- the speaker series for 2018;
- the partnership with the University of Ontario Institute of Technology (UOIT) which would include quarterly learning sessions;
- the new campaign called 'Municipal Matters' to motivate and educate the business community to become engaged in the 2018 Municipal Election; and,
- a request to the Advocacy Committee to assign an individual to assist with processing the volume of information from the Town and providing feedback.

#### **5.12 Heritage Whitby Advisory Committee / Doors Open Whitby Update**



Rick McDonnell provided an update regarding:

- the refinement of the heritage properties inventory by the Heritage Whitby Advisory Committee;
- the status of the property and buildings located between Cullen Central Park and Sheridan Nurseries and the advertisement in SNAP; and,
- the Doors Open Whitby event to take place on Saturday, May 5, 2018.

A brief question and answer period ensued regarding the building located on Perry Street that was recently demolished.

**5.13 Olde Whitby Neighbourhood Association (OWNA) Update**

Bob Baker advised of the Ontario Municipal Board's Pre-hearing Conference regarding the Werden's Plan Neighbourhood Conservation District scheduled to take place on Tuesday, February 20, 2018 at 10:30 a.m. in the Whitby Council Chambers, 575 Rossland Road.

**6. Correspondence**

**6.1** There was no correspondence.

**7. Council Update**

**7.1** Councillor Roy was not in attendance. Therefore, there was no Council update.

**8. Other Business**

**8.1 Banner Policy**

Maria McDonnell advised that the staff report regarding the Banner Policy for Downtown Whitby and Brooklin would be presented at an upcoming Planning and Development Committee meeting.

**8.2** Lynn Winterstein inquired about the timeline for the Downtown Whitby Development Steering Committee's 2017 Annual Report to be considered by the Planning and Development Committee.

Maria McDonnell advised that it would be possible to have the 2017 Annual Report on the Planning and Development Committee agenda of February 5, 2018.

9. Next Meeting

**9.1** Thursday February 15, 2018 - 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 9:25 a.m.

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L. MacDougall, Council and Committee  
Coordinator

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Kim Copetti, Committee Chair