

Downtown Whitby Development Steering Committee Minutes  
May 17, 2018 – 8:00 AM  
Meeting Room 1B, Whitby Central Library  
405 Dundas Street West

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**Present:** Bob Baker  
Yvonne Chornobay  
Kimberly Copetti, Chair  
Rhonda Jessup  
Rick McDonnell  
Natalie Prychitko  
Paul Rolland  
Chris van der Vliet  
James Wineck  
Lynn Winterstein, Vice-Chair

**Also Present:** Councillor Roy, Mayor's Designate  
Karey Large, Executive Director, Downtown Whitby Business  
Improvement Area  
Dmitry Kurylovich, Downtown Summer Student  
Christy Chrus, Staff Liaison, Principal Planner  
Maria McDonnell, Staff Liaison, Manager, Sustainability, Heritage,  
Downtown and Community Development  
Heather Oerlemans, Council and Committee Coordinator  
(Recording Secretary)

**Regrets:** Deanna Hollister

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The meeting began at 8:20 a.m.

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - April 19, 2018

Recommendation:

Moved By Rick McDonnell

That the Downtown Whitby Development Steering Committee minutes

of April 19, 2018 be approved.

**Carried**

3. Presentations/Deputations

**3.1** Dmitry Kurylovich, Downtown Summer Student  
Re: 721 & 722 Dundas Street West Site Plan Application

Dmitry Kurylovich appeared before the Committee and provided an overview of the Site Plan Application for 721 and 722 Dundas Street West.

Details of the plan included:

- 10 back-to-back townhouses;
- the driveway exiting onto Anne's Street;
- substituting backyards with rooftop terraces; and
- below grade parking for residents and visitors.

Mr. Kurylovich and members of the Committee discussed concerns regarding overbuilding the site and the loss of existing trees on the subject lands.

**3.2** Dmitry Kurylovich, Downtown Summer Student  
Re: 513 Dundas Street East Site Plan Application

Dmitry Kurylovich appeared before the Committee and provided an overview of the Site Plan Application for 513 Dundas Street East.

Details of the plan included:

- 73 one bedroom units in a 6 storey apartment building;
- below grade parking for residents; and
- above grade parking for visitors.

Discussion ensued regarding:

- affordable housing based on vacancy rate;
- the impact on heritage property and trees; and
- similar design plans within the area that had received council approval.

4. General Business and Reports

**4.1** Downtown Whitby Action Plan  
Celebration Square Noise Mitigation

Maria McDonnell provided an update regarding the Celebration Square Noise Mitigation strategy and advised that the report regarding noise mitigation was presented to the Operations Committee on April 30, 2018. She advised that of the options presented, Council's direction was to move forward with the portable planters and trees along Dundas Street.

Discussion ensued regarding:

- the cost of the planter option, being approximately \$15,000;
- the cost would be covered by a provincial grant;
- the ability of planters as a realistic measure to reduce traffic noise;
- the complementary nature of the planters with the Gateways project;
- the lifespan of the vegetation in the planters; and
- the number of planters being determined by the dimensions that need to be covered.

#### Parking Study

Christy Chrus provided an update regarding the Parking Study Master plan and advised that the stakeholder meeting was moved to June 4, 2018 at Whitney Banquet Hall, 500 Victoria Street West, Whitby. She further advised that she would provide an update regarding the public meeting once a date was confirmed.

#### Pedestrian Safety and Transportation Action Plan

Christy Chrus advised the Committee that a status report would be going to the May 28, 2018 Operations Committee meeting.

#### Downtown Whitby Community Improvement Plan

Christy Chrus provided an overview regarding the Downtown Whitby Community Improvement Plan (CIP). She advised that feedback regarding the CIP had been positive and ideally this plan would commence during the summer of 2018. Ms. Chrus provided an outline of timelines which included:

- requesting approval of the CIP at the June 11, 2018 Planning and Development Committee;
- requesting adoption of the CIP at the June 25, 2018 Council Committee meeting; and
- implementing the CIP late July 2018 after public notice and an opportunity for appeal.

Discussion ensued regarding:

- applying grant funds to residential homes as an incentive for homeowners within the CIP area;
- measuring the success of incentive/grant programs for developers and businesses; and
- the robustness of the grant program providing access to grant funding for a wide variety of businesses.

Recommendation:

Moved By Yvonne Chornobay

That the Downtown Whitby Development Steering Committee supports the implementation of the Downtown Whitby Community Improvement Plan.

**Carried**

#### **4.2 Communications Sub-Committee - 2018 Newsletter Topics**

Paul Rolland provided an update regarding the Newsletter and suggested that the Committee consult with the Town of Whitby's Communications Division with respect to inserting articles into the Town of Whitby's newsletter.

Paul Rolland provided an update regarding a rebranding meeting he attended and advised that the Town had discussed various rebranding designs.

Discussion ensued regarding:

- working with the Communications Division to maintain consistency and coordination for information;
- sending out a Fall Newsletter regardless of the progress on rebranding;
- ensuring opportunities to engage the public are not missed, such as CIP, Gateways, Parking Study, and other initiatives; and
- the unique character of Committee's Newsletter compared to the Communications Division's publication in providing networking opportunities.

#### **4.3 Downtown Whitby BIA Update**

Karey Large provided an update regarding the Beer Festival and advised that the event had been moved to September 8, 2018.

Christy Chrus advised that there were issues with locating a second

streetside patio due to constraints from fire hydrants and other permanent structures.

#### **4.4 Public Works Department Update**

Christy Chrus advised that the bike repair stand had been ordered for the Central Whitby Library location and included all of the tools necessary to repair a bike. She further advised that the Public Works Department would be working with Chris Potvin to install bike repair stands at 2 other Gateways locations.

Christy Chrus provided an update regarding bike month (June) and advised that a 'pop up' breakfast would be held at the four corners (intersection of Dundas and Brock Streets) on June 5th from 7:00 a.m. to 8:00 a.m. Pictures from this event would be tweeted on social media.

Christy Chrus advised that the Public Works Department would be hosting a Public Works Day Open House on May 24, 2018. She further advised that the event would run from 9:00 a.m. to 8:00 p.m. at the Operations Centre and would include various activities such as photo ops in Operations vehicles, a rice krispie cake, swag bags, and a BBQ from 5 p.m. to 7 p.m.

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

There was no Community and Marketing Services Department update.

#### **4.6 Whitby Public Library Update**

Rhonda Jessup provided an update regarding the How-to in 10 event and advised that the event was a success with approximately 500 participants. She further advised that the Farmer's Market would be opening the week of May 21, 2018 at Celebration Square.

#### **4.7 Whitby Chamber of Commerce Update**

Natalie Prychitko provided an update regarding the Candidates Forum held on May 16, 2018. She further advised that the Whitby Chamber of Commerce would be participating at a Beach Volleyball event on June 21, 2018 at Canlan Ice Sports in Oshawa, as well as the Brooklin Spring Fair Food Frenzy, and Ribfest.

#### **4.8 Heritage Whitby Advisory Committee Update**

Rick McDonnell provided an update regarding the Doors Open event and advised that the theme to 'reuse' heritage sites generated interest

from the public. He further advised that the Doors Open Committee would be in a new format in 2019 and stressed the importance of volunteers to provide input in order to ensure public interests and wishes were represented in the Doors Open event.

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

Bob Baker advised that the OWNA is in support of a hybrid rural-urban curb design as opposed to the traditional curb design.

Bob Baker informed the Committee that the hearing date has been set by the Local Planning Appeal Tribunal (LPAT) regarding Werden's Plan Heritage Conservation District. The hearing is scheduled from March 4 to March 12, 2019.

**5. Correspondence**

**5.1 There was no correspondence.**

**6. Council Update**

**6.1 Councillor Roy provided updates regarding:**

- a public meeting that would be held on June 11, 2018 for the proposal of a hotel on Victoria Street and 100 Montecorte Street (PL 33-18);
- the success of the Doors Open event and receiving positive feedback regarding the 360 Insights;
- Station Gallery requesting a grant to expand their location and programming;
- repatriating the Station Gallery boxcar to the original owner in St. Thomas, Ontario; and
- the negative public reaction to the proposal to build a hospice on surplus lands at Crawforth and Prince of Whales Drive.

**7. Other Business**

**7.1 508 Byron Street**

Christy Chrus advised that the Church located at 508 Byron Street had submitted a request to de-designate which had not received support from the Heritage Whitby Advisory Committee or Town Staff. She further advised that the Town had 90 days to respond and that a staff report would be going to the June 11, 2018 Planning and Development Committee for Council's consideration.

**8. Next Meeting**

**8.1** Thursday June 21, 2018 - 8:00 a.m.  
Meeting Room 1B, Whitby Central Library  
405 Dundas Street West

9. Adjournment

**9.1** Motion to Adjourn

Recommendation:

Moved By Lynn Winterstein

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:46 a.m.

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H. Oerlemans, Council/Committee  
Coordinator

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Kim Copetti, Committee Chair