

Downtown Whitby Development Steering Committee Minutes  
June 21, 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  
Karey Large  
Rick McDonnell  
Paul Rolland  
Ian Ross (arrived at 8:15 a.m.)  
James Wineck  
Lynn Winterstein, Vice-Chair

**Also Present:** Councillor Roy, Mayor's Designate (arrived at 8:13 a.m.)  
Peter LeBel, Commissioner of Community and Marketing Services  
Chris Potvin, Active Transportation Supervisor  
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:** Grace Cardona  
Deanna Hollister  
Natalie Prychitko  
Chris van der Vliet

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Upon quorum being achieved, the meeting began at 8:02 a.m. It was the consensus of the Committee to hear Item 4.10 at this time.

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - May 17, 2018

Recommendation:

Moved By Paul Rolland

That the Downtown Whitby Development Steering Committee minutes of May 17, 2018 be approved.

**Carried**

3. Presentations/Deputations

**3.1** John Stafford, Volunteer Hall Manager  
Re: Whitby Columbus Club Hall Presentation

John Stafford, Volunteer Hall Manager of the Whitby Columbus Hall appeared before the Committee and presented information regarding the Whitby Columbus Club Hall. He advised that the Hall was a not-for-profit facility and requested advice regarding marketing strategies to promote facility rentals. Details of the presentation included:

- establishing a facility website to promote and receive online booking requests;
- updating the facility with cable TV and wifi services;
- participating in Town events such as hosting a BBQ for Open Streets and providing public access to washroom facilities;
- providing free 'rentals' to charity groups/events;
- advertising the facility as fully accessible; and
- applying for a Facade Grant.

Discussion ensued regarding:

- establishing a coalition of not-for-profit facilities that would jointly advertise each facility;
- dropping flyers in the surrounding neighbourhood and Dundas Street area; and
- renting the facility to groups that hold weekly meetings such as the Whitby Sea Cadets.

4. General Business and Reports

**4.1** Downtown Whitby Action Plan

- Community Improvement Plan
- Parking Study
- Pedestrian Safety and Transportation Action Plan
- Streetside Patio

Community Improvement Plan

Christy Chrus provided an update regarding the Community Improvement Plan (CIP) and advised that the Plan was approved at the

June 11, 2018 Planning and Development Committee meeting and would be considered by Council on June 25, 2018. She further advised that minor changes were made to the Plan including removing reference to affordable housing and that the core incentive programs would apply to applications received March 2017 onward.

#### Parking Study

Chris Potvin provided an update regarding the Parking Study and advised that the final presentation of the Parking Plan would take place in 2019.

#### Pedestrian Safety and Transportation Action Plan

Christy Chrus provided an update regarding the Pedestrian Safety and Transportation Action Plan (PSTAP) and advised that input received regarding the plan included the following information:

- flexible streets such as space sharing for patio, vehicular parking, and delivery parking within designated times;
- providing more green space in the downtown area;
- a pedestrian activity count in the Downtown;
- integrating the PSTAP with the Parking Study and Active Transportation Plan; and
- investigating alternative solutions such as one travel lane with a turning lane to simplify pedestrian street crossing locations.

#### Streetside Patio

Christy Chrus provided an update regarding the Streetside Patio in downtown and advised that set up would be complete by the end of this week.

### **4.2 Main Street Revitalization Funding**

Maria McDonnell provided an update regarding the Main Street Revitalization funding and advised that the Town received funding through the Province of approximately \$143,000. She further advised that the funding would be used in part for other Downtown revitalization projects such as:

- tree planters and trees at Celebration Square for noise mitigation; and
- tree lighting for Downtown trees along Dundas Street West and Brock Street North/South.

Discussion ensued regarding:

- the final concept design for the Historic Gateways project that would be presented to Council in September 2018;

- the layering of various projects such as Active Transportation, Pedestrian Safety, Parking, and Gateways; and
- Provincial deadlines for using the Main Street Revitalization funding.

#### **4.3 Communications Sub-committee - 2018 Newsletter Topics**

Paul Rolland provided an update regarding the 2018 Newsletter Topics and advised that the deadline to submit articles would be July 31, 2018. He further advised that current article ideas included:

- the Whitby Innovation Hub-Accelerator at the old Land Registry Office, 400 Centre Street;
- Celebration Square and recapping various studies, what was done, and how Celebration Square is moving forward (farmers market venue);
- an update on the Whitby Downtown Community Improvement Plan;
- an update on the Pedestrian Safety and Parking Plan; and
- different rental facilities in the area.

#### **4.4 Downtown Whitby Business Improvement Area (BIA) Update**

Karey Large advised that the Downtown Whitby Business Improvement Area website would be updated to include a directory of Downtown businesses and the services they provide. She further advised of two upcoming grand openings, namely the Municipal Infrastructure on June 28, 2018, and the Tuscan Wolf Pizzeria on July 8, 2018.

#### **4.5 Public Works Department Update**

Chris Potvin advised that the Active Transportation Plan would be presented to Council for consideration in September. He further advised that public outreach was the main focus for June Bike Month and that a bike decorating challenge would 'kick off' the Culture in the Square Event on July 31, 2018. Discussion regarding bike lanes ensued including:

- key differences between legal bike lanes and urban shoulders;
- parking restrictions pertaining to legal bike lanes;
- determining bike lane locations based on input from cyclists (routes, origins-destinations); and
- the road rationalization program that would investigate local and regional road designations.

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

Peter LeBel provided the following updates, including:

- negotiations for a purchase and sale agreement for the Fire Hall Site located at 211 Brock Street South;
- a de-listing application for 211 Brock Street South;
- the opening of the Whitby Innovation Hub-Accelerator at 400 Centre Street in September, 2018; and
- Council's endorsement of the Town's first Cultural Plan that would provide strategic direction of cultural assets, programming, and encourage economic growth.

**4.7** Whitby Public Library Update

Ian Ross advised that the Summer Program for the Whitby Public Library was available online and that a new streaming service (Canopy) was available.

**4.8** Whitby Chamber of Commerce Update

Kim Copetti advised that the Business Achievement Award nominations were due by June 25, 2018 and that there are 15 different categories for nominations.

**4.9** Heritage Whitby Advisory Committee Update

Rick McDonnell advised that the request for de-designation of the property located at 508 Byron Street went before the Planning and Development Committee on June 11, 2018 and that Council deferred the decision back to Town Staff.

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

Bob Baker provided an update regarding the Whitby Innovation Hub-Accelerator and advised that the public meeting on the matter had approximately 20 attendees.

It was the consensus of the Committee to hear Item 1.1 at this time.

**5.** Correspondence

**5.1** There was no correspondence.

**6.** Council Update

**6.1** Councillor Roy provided an update regarding:

- the pace car program to reduce speeding;
- Council's support of the 10 bed hospice in Whitby;
- the Le Nordik Spa development;
- Council's approval on June 4, 2018 of a feasibility study for the expansion of Station Gallery; and
- an Affordable Housing Task Force application that went before the Planning and Development Committee on June 11, 2018, and would be considered by Council on June 25, 2018.

7. Other Business

7.1 Facade Grant Update

Christy Chrus advised that the Facade Grant Recognition would be Thursday, August 9, 2018.

8. Adjournment

8.1 Motion to Adjourn

Recommendation:

Moved By Lynn Winterstein

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:28 a.m.

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H. Oerlemans, Council/Committee  
Coordinator

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Kim Copetti, Committee Chair