



officialplanreview

Whitby

participant feedback summary

phase 1
workshop 3

themes:
downtowns, business & employment
transportation

20 april 2011
6:45pm – 9:15pm
council chambers
whitby municipal building



official plan review

Whitby workshop 3

workshop details

- 29 participants attended workshop 3
- 5 participants signed up to become an interested party for the official plan review at workshop 3
- 1 participant feedback form was received at the end of workshop 3

theme related hopes and aspirations

downtowns, business & employment

i wish.....

- that we had a cultural centre in the downtown [whitby]
- that there was support for arts in the downtown
- that cars could be directed around the downtowns
- that downtown [whitby] was a pedestrian mall or a one way street
- downtowns need more business
- downtowns need more businesses to support immediate residents
- the downtown area attracted tourists with right mix of stores and developments
- cullen gardens was used as a banquet hall
- we had more services and stores
- we had a more walkable community
- we had more pedestrian areas and pedestrian only traffic
- we had more residential in the downtowns, including higher intensity
- we had opportunities for open space in the core
- there was no street parking on brock street
- whitby could attract a major business employer - 407 link - help facilitate and attract
- that downtown brooklin maintain its small town charm

wouldn't it be lovely if.....

- there were more family oriented destinations in downtowns e.g. port perry
- we could better reflect the history of our community in our downtowns
- business expansion in brooklin occurred at the same rate as residential expansion
- cullen gardens was a large scale showcase of what whitby has to offer
- we developed the waterfront with a whitby wonderland theme park
- rowe house [as an anchor] for a community of heritage buildings
- ontario shores, lakeridge and abilities centre was the core of a medical technologies cluster / hub
- we continued to do 'pearson lanes' style development further through the downtown
- we had a pedestrian mall in downtown brooklin



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theme related hopes and aspirations

downtowns, business & employment

wouldn't it be lovely if..... (continued)

- the no frills plaza – redevelopment opportunity
- we could attract a larger 'hub' type business to the downtown.
- there were outdoor patios for restaurants
- there was more mixed use development encouraging local shopping
- downtowns had flagship businesses as a anchor in heritage buildings

if only.....

- businesses were open longer hours, including town hall and town facilities, to cater to people who commute
- we had more community events in the downtowns
- more of a 24/7 downtown – variety of uses – not just pubs at night
- flagship business in downtown whitby e.g. tim hortons with drive thru
- we had a tech cluster of businesses focused on where technology is going – renewable energy – high tech business
- we linked the abilities centre with businesses
- we started considering waterfront development / attractiveness
- we had parking garages in downtowns
- transfer - 401 at garden
- if the downtown was an attraction like port perry – a destination
- downtowns were 24/7
- downtowns had a greater mix of uses
- there were caps on the same types of businesses
- wider hours of operation
- we could capitalize on industry around the aging population demographic
- we better used people as a human resource – aging population



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theme related hopes and aspirations

transportation

i wish.....

- effective and safe movement of all types of transportation modes
- we had canals – freeze in winter for skating - cultural events (gondolas) – exercise - commute.....
- we had better cycling paths, especially around and connecting to schools
- we had more multiple lane east - west routes
- lanes on existing roads could be removed and converted to bike lanes
- i could cycle safely from whitby to ajax on the waterfront trail
- heavy traffic be removed from victoria street – especially around cranberry marsh
- remove gravel trucks from 4 corners and brooklin
- we had a subway
- we had a monorail
- we had underground pedestrian tunnels
- we had more direct and safe access to whitby's waterfront
- we had areas where you can rent bikes
- that downtown whitby was a pedestrian mall - no vehicles – centre street
- thickson was a by-pass from highway 12 for truck traffic
- there was a separate path for north – south non-vehicle traffic (all modes)
- there was a separate path for non-vehicle traffic through the downtowns (all modes)

wouldn't it be lovely if.....

- there was effective and safe movement of all types of transportation modes
- we could get rid of all the uneven sidewalks
- roads could support the appropriate volumes at appropriate times
- roads in suburbs were wider so people could park on streets and drive past safely
- there was sufficient movement of goods
- we could screen of accidents to prevent rubber-necking
- we could continue to uphold the one downtown theme [brooklin]
- we could separate north – south and east – west routes through whitby for pedestrians - bikes electric vehicles - especially through the downtown
- left turn only on an arrow was town wide
- signalization was reviewed to have dedicated turning on arrows only
- there was a regular shuttle service to airport from a pick up drop off parking lot



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theme related hopes and aspirations

transportation

wouldn't it be lovely if..... (continued)

- replace stop signs in low traffic areas with yield signs
- privatizing / joint venture to accommodate college
- we got trucks off the street and they were people friendly
- there was a hub for service to the airport

if only.....

- there were more dedicated turn lanes and advance greens
- there were sidewalks in the residential areas around downtown whitby
- parents didn't all drive their kids to school, especially when they live 3 blocks away
- i did not have to drive to work
- there was more frequent public transit - including outside peak hours (e.g. brooklin)
- transit was more practical
- bike lanes could be designed safely
- we changed some all way stops to signals to avoid traffic diversion around these intersections e.g. henry & burns
- there was the ability to widen roads to accommodate all modes of transport
- we improved transit routes, added more buses and had express routes to encourage people to use [transit]
- we had full buses
- we used smaller buses
- there were less parking meters downtown
- there was cycle safely on victoria and the waterfront trail
- we could remove heavy traffic
- cars could yield instead of stop in low traffic areas
- 4 way intersections were signalized e.g. henry street to go [rail] station



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Whitby workshop 3

issues, challenges, opportunities

downtowns, business & employment

issues

- attractors / activities for youth especially in the evening and in the downtowns
- no interest [activities]
- no identity (nothing to draw people, lacks uniqueness and focal points)
- parking meters deter people shopping in the downtown area
- vandalism at night [downtown whitby]
- more employment opportunities needed in the downtowns
- people don't want to pay for parking
- limited high quality apartments in / near downtown whitby
- need greater municipal investment in downtowns, like how the council chose to locate the library in downtown whitby.
- lack of multi-residential options
- poor mix of services and shops [brooklin]
- downtown brooklin needs controlled crossings = more pedestrians
- need an anchor in the downtown core to attract people and quality business
- need more variety of downtown types of business / entertainment / recreation facilities
- whitby downtown is tired and full of 'used' shops
- downtown whitby has lost its way – no improvement in 30+ years

challenges

- employment opportunities to support downtown businesses to be prosperous
- destinations of interest
- removing trucks from the downtowns
- need to be able to live and work car free in the downtowns
- limited opportunity to establish reasonable sized offices in the downtown
- need greater diversity in types of housing
- to attract a range of residents in all locations
- timeline for development of vacant lots
- lots of unattractive commercial stores
- insufficient communication of benefits
- employment in brooklin
- need to create local jobs
- need infill in downtown brooklin
- not attracting employers supplying more than minimum wage



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workshop 3

issues, challenges, opportunities

downtowns, business & employment

opportunities

- unobstructed access to the waterfront for pedestrians, bikes etc.
- to live and work in the downtown area without having to use auto to travel
- cullen gardens
- cultural / arts centre in downtown whitby
- get trucks out of downtown areas [reduce] traffic congestion
- create a “need” to be in the downtowns (e.g. licensing bureau in downtown whitby)
- fire station site in downtown whitby – markets a good start but have greater potential
- encourage redevelopment
- fire hall – underutilized space [downtown whitby]
- redevelop key parcels
- encourage intensification on existing large parking lots
- continue and enhance façade improvement program
- beautification
- initiate property clean up programs
- do something with the cullen property – not housing
- renovate or rebuild older plazas in downtown core
- create entertainment strip – library - centennial building - r.a.sennett school
- use empty fire hall building & r.a.sennett school
- expand the downtown boundaries of brooklin - zoning on cassels rd west does not make sense
- outdoor skating rink
- need for a string of attraction – new business campaign
- building department take a solution driven approach to development
- beautification of under-developed lots
- partner with brooklin horticultural society
- encourage businesses which focus on senior employees
- development of the waterfront area
- focus on waterfront - whitby water wonderland
- economic development focused on technology cluster
- encourage technology focused business – solar power – smart grid – electric vehicles



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Whitby workshop 3

issues, challenges, opportunities

transportation

issues

- downtown congestion – time limits – delivery trucks – 401 & rail access improvement
- traffic congestion in the downtown
- traffic flows that lead to congestion
- access routes to the go [rail] station inadequate
- pedestrian traffic – traffic lights not long enough
- go [rail] station access to henry street a safety issue
- no encouragement of pedestrian traffic
- can't hold a conversation on baldwin street – 18 wheelers
- ashburn rd at myrtle rd – need safe area to walk. also brawley, columbus and other rural roads
- cycling in rural areas
- traffic calming is rarely calming

challenges

- effective and safe movement of all types of transportation modes
- infrastructure. i.e. roads not ready for new development e.g. brock street 2 lanes dryden to taunton
- parking issues – consider restricting parking in certain locations
- more transit routes in more directions – avoid the milk route
- optimize number of riders by choosing busy routes for buses
- get tractor trailers off residential streets
- closing downtowns to big trucks
- public entrances – one size fits all – no separate entrance for scooters
- need to improve brock / mary choke point
- look at ways to reduce congestion of traffic in the downtown area
- keeping high volumes of traffic off residential streets / areas
- remove heavy traffic from downtown whitby & brooklin
- parking in downtown
- snow clearing and accessibility – curb cuts
- consistency in curb cuts town wide for accessibility
- safety for non-vehicle traffic on roads



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issues, challenges, opportunities

transportation

opportunities

- redirect traffic around the downtowns, such as to thickson road
- 407 / 401 link is key to improving north - south & 400 [series highway] movements
- brock and baldwin not as usable [functional] as thickson
- share roads – same priority for people, bikes and cars so you can't drive as fast (segregated lanes encourage people to go faster)
- increase access point to 401 to decrease flow through downtowns at rush hours - especially west end
- modernize traffics signal system with view to upgrading busy traffic routes - reduce waste of gas - environmental impact
- encourage development that promotes public transit use
- review public transit routes annually
- monorail or light rail transportation (north – south and east – west)
- allocate heavy traffic routes
- dedicated bike lanes
- bike lanes going north – south and east – west
- bike sharing spots all over town
- parking areas for car pooling
- by-passes frame the downtowns
- create traffic loop around downtown
- charging stations for e-vehicles
- consider rail line through myrtle as link to city
- expanding natural trails through conservation areas to link whitby and brooklin
- roundabouts in new development areas
- e-bike rentals in downtown
- computerized information about bus schedules
- planning for electric cars
- improve routes for pedestrians and cyclists in the downtown area
- encourage non-driving transportation by offering events to get people using public transit or non-driving
- consider car pool lots to service the 407 extension along the highway close to the 401/407 links.
- myrtle station be a go [rail] link to toronto
- free off street parking lots
- consider the connection for passengers from rail to myrtle and petersborough



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Whitby workshop 3

theme related directions

downtowns, business & employment

start doing:

- enable business owners to develop 'stop vandalism' campaigns in downtown whitby
- create a place for youth to go
- provide greater access to cabs / more cabs in downtown whitby
- need to progress cullen gardens to be a destination and provide employment
- provide more family oriented activities / facilities
- need more hotels for hockey tournaments
- need banquet, seminar, convention facilities in whitby for 100+ people
- fix up deteriorating buildings
- promote owner occupiers in downtowns to maximize sense of ownership
- need state of the art office buildings as an alternative to smaller heritage buildings
- encourage redevelopment through policy – wave development charges, brownfield development incentives - paying for remediation
- imposing requirements - timelines for development of lots
- look at the whole picture – increase industrial tax base
- pedestrian mall
- make waterfront more attractive
- start theme / clusters of activity
- provide different variety of jobs

stop doing:

do differently:

- reduce the number of nightclubs in downtown whitby
- expand / rethink kids camp facilities and locations (e.g. driving range)
- expand / rethink how the farmers markets are provided in downtown whitby
- consider free parking
- greater range of apartments and condo in downtown - appeal to a variety of age groups - socio-economic groups - household sizes
- target and attract different, higher order business types to the downtowns
- continue to have ongoing consultation with the public
- increase industrial tax base
- market vacant industrial buildings better – with the owners of these buildings



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theme related directions

transportation

start doing:

- encourage people to get out of cars and walk or cycle
- more bike racks in the downtowns
- guided bike tours and bike-a-thons (e.g. when opening new bike routes)
- work with school boards to promote bike days
- promote public transit – free bus days
- designate routes for tractor traffic only
- more ongoing dialogue – not just every 5 years
- town of whitby twitter account for messages
- cycle lane on myrtle road
- need to get ready for new modes of travel
- electric vehicle charging stations at downtown municipal lots
- identify options for heavy truck routes
- closing downtowns to heavy trucks
- limit parking during rush hours
- prohibit truck traffic in downtowns on a trail basis – start slowly
- provide red crossing signals
- provide centre medians for safe crossings
- improve lighting at intersections
- electric trains
- different technology for transit / buses, so not to use gas – self generating
- smaller buses to address problem of few users in some areas.
- look at sources of funding to allow for transit opportunities
- fare passes – family or full day use at a flat rate
- schedules at bus stops
- convenience of transit modes
- improve adequacy of shelters or provide shelters at bus stops
- improve bus stop signage
- in high traffic areas allow longer traffic light times for older / disabled walkers
- planning for electric cars
- planning for new liquid fuels e.g. biofuels
- roundabouts
- supporting new types of transportation e.g. electric vehicle plug in stations



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theme related directions

transportation

stop doing:

- 4-way stops
- 2-way stops

do differently

- more effective marketing to make people aware of cycling infrastructure & facilities
- regular promotion to all people about what is available
- set routes linking key destinations (e.g. boston tourist trolley)
- free youth bus route to destinations relevant for youth, especially during school holidays (e.g. parks, libraries, community centres etc.)
- improve snow clearing and sidewalk accessibility – important as population ages
- continue curb cutting and sidewalk grading - trip ledges
- identify bike stations in the cycling and leisure trails plan
- designate bike lanes on major traffic streets to promote safety and encourage decreased car usage
- dedicated lanes for e-bikes and bicycles on certain main roads.
- dedicated bus routes

questions / comments:

- C:** to make the sessions open and available to the public should have copies of powerpoint presentation and handouts available in braille and have a sign language interpreter signing presentation.
- A:** when advertising the workshops the request for rsvps was made to allow the town to prepare the workshops, including catering for people with special needs. town staff will investigate opportunities regarding public engagement sessions and accessibility.
- Q:** is there any plan or proposal going forward to consider the additional costs of brownfield development in downtowns, such as offsetting cost through greenfield developments? it is very difficult for developers to bear the additional cost of brownfield development (such as decontamination costs) when compared to the costs of greenfield development.
- A:** this issue is faced by all municipalities in ontario who are dealing with intensification and greenfield development growth. meridian planning consultants will consider issue as part of the official plan review.



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Whitby

workshop 3

feedback forms

the participant handout for workshop 3 included a 4 page feedback form containing the questions explored as part of the workshop agenda. this form was provided to allow participants to provide additional comments on the workshop questions.

1 feedback form was submitted at the end of workshop 3 and the feedback provided on this form is located in appendix 1.



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Whitby workshop 3

appendix 1: feedback forms

form #1

downtowns, business & employment

i wish.....

- we weren't so intent in single purpose / dedicated transportation systems / routes.
i.e. transit separated from roads, segregated from bike paths etc.

wouldn't it be lovely if.....

- the town of whitby kept it's policy position of one downtown brooklin
- the town of whitby could maintain it's prestige employment lands

transportation

i wish.....

- durham region was better served: by highway 400 series type highways, highways east - west generally, transit.

issues

- lacking jobs