



PUBLIC NOTICE

PUBLIC WORKSHOP #2

INTENSIFICATION STRATEGY WHITBY OFFICIAL PLAN REVIEW

Thursday, June 18th, 2009

7:00 p.m. - 9:30 p.m.

Council Chambers

Whitby Municipal Building

575 Rossland Road East

Whitby, Ontario



Background:

The Whitby Official Plan Review includes development of an Intensification Strategy that is consistent with the Province's Growth Plan for the Greater Golden Horseshoe and Durham Region's Official Plan, as amended. The main objectives for developing an Intensification Strategy are to: ensure compatibility with existing neighbourhoods; to determine appropriate locations to permit/prohibit intensification; and, to recommend appropriate evaluation criteria for consideration of intensification proposals. On May 6th, 2009, Whitby hosted Public Workshop #1, the first of two public workshops seeking input and comments regarding intensification in Whitby. The purpose of the Public Workshop #1 was to: share ideas; identify key intensification-related questions, issues, constraints and opportunities; generally identify appropriate areas, types and/or forms of intensification; and, discuss goals for a clear vision for intensification.

Public Workshop #2:

The consultant team is again seeking public and stakeholder input, this time regarding *Alternative Approaches* to intensification in Whitby. At Public Workshop #2, the consultant team will present draft alternatives for where and how intensification can be accommodated in the Town. There will be an opportunity to view presentation material, including visualizations of different intensification options, and also to talk one-on-one with the consultant team members and staff. Workshop #2 will allow the public to review and provide comment on how intensification alternatives can be planned to support the existing and emerging urban structure of the Town, alternative forms that intensification could take within different types of neighbourhoods, and the criteria and key considerations that should be applied to select a preferred intensification strategy for the Town.

Participants are respectfully asked to contact the Whitby Planning Department to pre-register for Public Workshop #2: intensificationplan@whitby.ca or call 905-430-4306.

Next Steps:

The next steps include reviewing and assessing public, agency and stakeholder input and comments, during the summer of 2009, followed by introduction of proposed policy directions, and subsequently bringing forward a recommended Official Plan Amendment at public meeting(s) of the Planning and Development Committee later this year.

Communications:

Persons may obtain information on the Whitby Official Plan Review, including the Intensification Strategy, on Whitby's website at: www.whitby.ca (click on Whitby Official Plan Review) and at the Whitby Planning Department, Level 7, Whitby Municipal Building, 575 Rossland Rd. E., Whitby, Ontario, L1N 2M8, during regular working hours, Monday to Friday, 8:30 am to 4:30 pm; Telephone 905-430-4306. You may submit your written comments to the Town of Whitby Planning Department by:

Fax: 905-668-7812

Email: intensificationplan@whitby.ca

Mail: Whitby Planning Department, 575 Rossland Rd. E., Whitby, Ontario, L1N 2M8

(Please quote File: OPA-2009-W/02)

We welcome your input into the Intensification Strategy and the Whitby Official Plan Review.

ROBERT B. SHORT MCIP, RPP

Director of Planning

Corporation of the Town of Whitby