

Attachment #5

Exhibit E to OPA 126: Downtown Whitby Community Secondary Plan

11.3 Downtown Whitby Community Secondary Plan**11.3.1 Vision and Objectives****11.3.1.1 Vision**

11.3.1.1.1 Downtown Whitby is a vibrant, sustainable, innovative, inclusive and walkable urban destination, where our heritage is conserved and celebrated and where residents, employees and visitors are inspired to shop, live, work, play and connect.

11.3.1.2 Objectives**11.3.1.2.1 Conserve and Enhance Cultural Heritage Resources:**

To enhance Downtown Whitby's historic character and respect cultural heritage resources through protection, adaptive re-use, sensitive integration with new developments, preservation of views and mature trees and appropriate built form transitions.

11.3.1.2.2 Provide the Right Built Form in the Right Place:

To provide for intensification that is supportive of transit, businesses and a variety of housing options.

To require appropriate transition to existing adjacent mature areas.

11.3.1.2.3 Improve the Public Realm:

To support public realm and streetscape improvements through features like expanded boulevards where possible, increased tree canopy, accessibility, additional street furniture and opportunities for flex streets and flex spaces.

11.3.1.2.4 Increase Access to Parks and Open Space:

To provide for additional parks and accessible private and public open spaces, which create opportunities for year-round community engagement and outdoor social interaction.

11.3.1.2.5 Encourage Sustainability:

To encourage innovative ideas that embrace principles of sustainability, resiliency and climate change adaptation and mitigation.

11.3.1.2.6 Support Innovation and Technology in Downtown

To support the Town's growing technology and innovation sectors and establish Downtown as an innovation district by encouraging technology companies, entrepreneurs, innovators, co-working spaces and post-secondary institutions to locate Downtown.

11.3.1.2.7 Design for Accessibility:

To ensure accessibility for people of all ages and abilities within Downtown Whitby by incorporating universal site and building design through development and redevelopment

11.3.1.2.8 Enhance Road Networks and Connectivity:

To maintain and enhance the existing roadway grid network configuration through provisions of "missing links" and discouraging the creation of cul-de-sacs or dead-end streets for new developments.

11.3.1.2.9 Encourage Active Transportation:

To improve active transportation facilities and connections through innovative transportation design, considering opportunities such as road diets, and flex streets, that focus on pedestrians and cyclists.

11.3.1.2.10 Improve Parking:

To ensure access and availability of parking, including bicycle and accessible parking, throughout Downtown Whitby.

11.3.1.2.11 Establish a Transit Oriented Downtown:

Recognize the opportunity to establish a transit-oriented Downtown to support existing and planned transit within and in the vicinity of Downtown Whitby.

11.3.1.2.12 Enhance Vitality and Viability of the Downtown:

To enhance Downtown Whitby as a focal point and destination for visitors, as well as a place that meets the needs of existing and future residents and employees through a mix of retail and service commercial businesses, a broader range of housing options and an animated public realm.

11.3.2 General Development and Redevelopment Policies

- 11.3.2.1** The area to which this Secondary Plan applies is indicated by the Secondary Plan boundary on Schedule “H”. Any area shown on this Schedule, but lying outside of this boundary, is governed by the general land use designations and policies of Part I of this Plan.
- 11.3.2.2** Schedule “H” provides detailed land use designations for the Secondary Plan Area. The more detailed policies of Section 11.3, together with the general policies of Part I of this Plan, apply to the land use designations of the Downtown Whitby Community Secondary Plan area as shown on Schedule “H” subject to Policy 10.2.1.5.
- 11.3.2.3** Schedule “I” provides maximum permitted heights in storeys for buildings, which are in addition to the policies related to each land use.
- 11.3.2.4** The policies of the Downtown Whitby Community Secondary Plan are intended to implement the requirements of the Part I policies of this Plan regarding Intensification Corridors, Intensification Areas and Major Central Areas, by providing for a range of residential, commercial, employment and community uses at higher densities.
- 11.3.2.5** The unique character of Downtown Whitby, which is defined by heritage buildings, a vibrant retail main street, low to mid-rise built form and surrounded by low density mature neighbourhoods, should be maintained and enhanced.
- 11.3.2.6** Development and redevelopment within the Secondary Plan area should follow the objectives set out in Section 11.3.1 and be:
- a) Compact in form;
 - b) Pedestrian-oriented;
 - c) Supportive of active transportation options;
 - d) Accessible by, and supportive of, public transit;
 - e) Supportive of an active and vibrant mixed use core;
 - f) Compatible between different built forms through a transition of heights and densities, particularly abutting mature neighbourhoods;
 - g) Compatible with the heritage character of the downtown;
 - h) Efficient in the use of land, resources and municipal services; and
 - i) Supportive of healthy living for persons of all ages and abilities.
- 11.3.2.7** Development and redevelopment shall consider the design and built form policies of Section 6.2 of this Plan and relevant Town established urban design guidelines.

- 11.3.2.8** In accordance with Policy 4.3.3.3.3 of this Plan, new drive-through service facilities and automotive uses, including automobile sales, gas bars, car washes and service stations shall not be permitted within the Downtown Whitby Community Secondary Plan area. Such existing uses will be encouraged to relocate. Existing gas bars, car washes and automobile service stations may be recognized as permitted uses in the implementing Zoning By-law.
- 11.3.2.9** Residential development shall be encouraged within Downtown Whitby to help support the economic vitality of the area and provide a broader range of housing options.
- 11.3.2.10** Senior Citizen and Special Needs housing shall be encouraged to locate in Mixed Use, Medium Density Residential and High Density Residential designations within the Secondary Plan Area.
- 11.3.2.11** Affordable housing will be encouraged in Downtown Whitby in accordance with the policies of Section 7.7 of this Plan.

11.3.3 Sustainability

- 11.3.3.1** The Municipality shall require new development and redevelopment to address the sustainability matters set out in Section 3.2 of this Plan and sustainable design measures set out in Section 6.2.3.22 of this Plan. On this basis, proponents of new development may be required to prepare a Sustainability Plan to demonstrate how the proposed development would advance sustainability objectives.
- 11.3.3.2** Green infrastructure and Low Impact Development techniques, such as permeable paving, infiltration trenches, rain gardens and other stormwater management techniques, shall be considered wherever possible in the design of new development and through retrofit opportunities to adapt existing buildings for sustainable design.
- 11.3.3.3** The Municipality shall use a wide selection of native trees, shrubs and wildflowers along street boulevards and in parks and encourage the planting of native trees, shrubs and wildflowers within the private realm through the development process.
- 11.3.3.4** All collector and local roads shall be planned to include a vibrant and healthy tree canopy that will provide shade and enhance and establish a vibrant urban environment, and comfortable pedestrian experience, where feasible. In order to maximum the amount of tree planting, the co-location of utilities is encouraged.

11.3.4 Placemaking

- 11.3.4.1** The unique grid street layout and short block pattern within Downtown Whitby should be maintained and enhanced wherever possible to facilitate walkability and support greater connectivity within the Downtown. Schedule “H” identifies several new connections that will expand upon the historic grid street layout in accordance with Section 11.3.9 of this Plan.
- 11.3.4.2** Streetscape features that enhance the pedestrian experience and encourage walkability shall be implemented in Downtown Whitby where feasible, including distinctive street furniture, unique paving features, public art, signage/wayfinding and seating areas.
- 11.3.4.3** Within the Downtown core, opportunities to enlarge and enhance the pedestrian realm shall be considered including bulb-outs at intersections, reduced traffic lane widths and conversion of on-street parking to patios for restaurants and cafes.
- 11.3.4.4** Distinctive placemaking features should be implemented at entry points into Downtown Whitby. These features will contribute to the image and identity of Downtown Whitby and include such features as special landscape treatments, plantings, signage and banners.
- 11.3.4.5** Landowners with properties abutting rear lanes are encouraged to include storefronts facing the rear lane, public building entrances, patio spaces, seating areas, plantings, public art and lighting, to improve the overall pedestrian experience and safety of laneways.
- 11.3.4.6** The implementation of public art at key intersections, areas of high pedestrian activity and within parks and urban squares, is encouraged to foster a unique sense of place in Downtown Whitby.
- 11.3.4.7** Urban squares and parks within Downtown Whitby, developed in accordance with Section 11.3.7.11 of this Plan and shown on Schedule H, provide opportunities to contribute to placemaking. The Town shall consider opportunities to program these spaces to animate public spaces and enhance placemaking.
- 11.3.4.8** New privately owned, publicly accessible open spaces are encouraged to increase the provision of public space within Downtown Whitby.

11.3.5 Cultural Heritage Resources

- 11.3.5.1** Development and redevelopment shall be in accordance with the cultural heritage and archeological resource policies of Section 6.1 of this Plan.
- 11.3.5.2** The adaptive re-use of cultural heritage resources is encouraged.

- 11.3.5.3** Any proposed demolition of a cultural heritage resource must demonstrate that all alternative options have been considered and demolition is the only viable option.
- 11.3.5.4** Development and redevelopment adjacent to or incorporating cultural heritage resources shall be respectful of the resource, having regard for scale, massing, setbacks, building materials and design features, following established Heritage Conservation District Plans where applicable. Development and redevelopment may require a heritage permit, Cultural Heritage Impact Assessment and/or other relevant documentation required through the development process.
- 11.3.5.5** The Werden's Plan Neighbourhood Heritage Conservation District is located within Downtown Whitby and is subject to the policies of Section 11.3.6.2 of this Plan, as well as the Heritage Conservation District Plan. The Town may establish additional Heritage Conservation Districts within the Downtown Whitby Community Secondary Plan area under Part V of the Ontario Heritage Act, including the adoption of Heritage Conservation District Plans.

11.3.6 Community Structure

11.3.6.1 Downtown Whitby Major Central Area

- 11.3.6.1.1** The boundary of the Downtown Whitby Major Central Area is delineated on Schedule "A" and also on Schedule "H". Occupying the core of the Downtown Secondary Plan, this area shall be planned to serve as a vibrant mixed use centre, providing an array of institutional, commercial, retail, services, residential, recreational, cultural, entertainment and office uses.
- 11.3.6.1.2** A portion of the Downtown Whitby Major Central Area is also identified as an Intensification Area on Schedule "B" and Schedule "H". These lands shall be developed in accordance with Section 4.3.3.3.3 of this Plan.
- 11.3.6.1.3** Schedule "B" and Schedule "H" also identify Brock Street and Dundas Street as Intensification Corridors. These Intensification Corridors shall be developed in accordance with Section 4.2.7 of this Plan.
- 11.3.6.1.4** Development and redevelopment within the Downtown Whitby Major Central Area shall maintain and conserve the historic commercial character and the low-rise built form within the Heritage Mixed Use designation, as delineated on Schedule "H". Denser forms of development are permitted and encouraged elsewhere within the Secondary Plan area.

- 11.3.6.1.5** Along Brock Street and Dundas Street, the unique main-street business environment shall be maintained, and the pedestrian experience enhanced through placemaking initiatives and public realm improvements. These areas should continue to function as destinations for shopping, dining and entertainment, as well as office and service uses, with encouragement for mixed use infill development that is comprised of ground level commercial units with residential units located above.
- 11.3.6.1.6** Offices, co-working spaces and flex offices, innovative industries, post-secondary institutions and health and social service agency facilities shall be encouraged to locate in Downtown Whitby.
- 11.3.6.1.7** The majority of residential intensification will be accommodated within the Downtown Whitby Major Central Area and the Intensification Area and Corridors within the Downtown. Limited infill and intensification will be permitted within the existing Low Density Mature Neighbourhoods.
- 11.3.6.1.8** Compatible residential intensification through the redevelopment of existing buildings and the infilling of vacant and underutilized properties shall be encouraged in the Downtown Major Central Area and along the Intensification Area and Corridors in order to achieve the intent of the designation and intensification targets set out within this Plan.
- 11.3.6.1.9** The permitted height and density of residential and mixed use intensification shall consider the local context and character of surrounding uses and built form, including surrounding mature neighbourhoods and cultural heritage resources, and should provide for appropriate built form transition to mature neighbourhoods and a built form character that fits in with the established character.

11.3.6.2 Werden’s Plan Neighbourhood Heritage Conservation District

- 11.3.6.2.1** The boundary of the Werden’s Plan Neighbourhood Heritage Conservation District (Werden’s Plan HCD) is shown on Schedule “H”. Significant built heritage resources within the Werden’s Plan HCD shall be conserved.
- 11.3.6.2.2** The goal of the Werden’s Plan HCD Plan is to preserve the neighbourhood’s small-town historic character and manage physical change to the neighbourhood over the long term.
- 11.3.6.2.3** The primary land use designations in the Werden’s Plan HCD are Low Density Mature Neighbourhoods and Heritage Mixed Use. The intent of these designations is to respect and maintain the historic low density character of the area.

- 11.3.6.2.4** Notwithstanding Policy 11.3.6.2.3, the Werden's Plan HCD Plan recognizes the opportunities for conversion of existing buildings to commercial uses and apartments in specific areas. These areas are designated Heritage Mixed Use.
- 11.3.6.2.5** Changes to buildings, the public realm or private open space shall be in accordance with the goals, objectives, policies and guidelines of the Werden's Plan HCD Plan, which includes direction for new development, redevelopment, infill and alterations.
- 11.3.6.2.6** Development and redevelopment within or adjacent to the Werden's Plan HCD, may require a heritage permit, a Cultural Heritage Impact Assessment, and/or any other relevant documentation required through the development process. Development and redevelopment shall have regard for scale, massing, setbacks, building materials and design features in accordance with the requirements of the Werden's Plan HCD Plan.
- 11.3.6.2.7** The Werden's Plan HCD Plan identifies five historic landmarks: the St. Mark's United Church, the former R.A. Sennett School, the former Ontario County Registry Office, the Centennial Building and the St. Arsenije Sremac Serbian Orthodox Church. Views of these historical landmarks should be maintained, wherever possible.

11.3.7 Land Use Designations

11.3.7.1 Low Density Mature Neighbourhoods

- 11.3.7.1.1** Lands designated as Low Density Mature Neighbourhoods on Schedule "H" shall be developed in accordance with the policies of Section 4.4.3.4 except as modified by the following additional policies.
- 11.3.7.1.2** The Low Density Mature Neighbourhoods designation recognizes existing residential development.
- 11.3.7.1.3** Limited residential infill and intensification will be permitted in Low Density Mature Neighbourhoods in accordance with Sections 4.4.3.4 , and 10.1.13.1, provided it fits in with, is context sensitive to and is compatible with the existing physical character of the neighbourhood.
- 11.3.7.1.4** The maximum permitted height shall not exceed 2-storeys or as shown on Schedule "I". The Zoning By-law may consider areas where a third storey above the roofline of a dwelling is permitted.
- 11.3.7.1.5** New development and redevelopment within Low Density Mature Neighbourhoods shall be compatible with and fit in with the existing physical character of the neighbourhood.

11.3.7.1.6 New development and redevelopment within the Low Density Mature Neighbourhoods designation shall follow the Residential Design policies of Section 11.3.7.5.

11.3.7.2 Low Density Residential

11.3.7.2.1 Lands designated as Low Density Residential on Schedule “H” shall be developed in accordance with Section 4.4.3.4 of this Plan, except as modified by the following additional policies.

11.3.7.2.2 The designation recognizes newer low density residential developments and future low density residential development on designated lands.

11.3.7.2.3 The lands on the north and south side of Beech Street are designated Low Density Residential on Schedule “H”. When the existing industrial uses leave over time, the lands shall be developed for residential uses. Mitigation measures may need to be incorporated in new development while existing industries remain.

11.3.7.2.4 The maximum permitted building height shall be 3-storeys as shown on Schedule “I”.

11.3.7.2.5 New development and redevelopment within the Low Density Residential designation shall follow the Residential Design policies of Section 11.3.7.5.

11.3.7.3 Medium Density Residential

11.3.7.3.1 Lands designated as Medium Density Residential on Schedule “H” shall be developed in accordance with Section 4.4.3.5 of this Plan, except as modified by the following additional policies.

11.3.7.3.2 The Medium Density Residential designation recognizes existing designated medium density developments as well as some areas for newer developments adjacent to the Mixed Use Corridors and along Beech Street.

11.3.7.3.3 The lands on the north and south side of Beech Street are designated Medium Density Residential on Schedule “H”. When the existing industrial uses leave over time, the lands shall be developed for residential uses. Mitigation measures may need to be incorporated in new development while existing industries remain.

11.3.7.3.4 The maximum permitted building height shall be 4-storeys or as shown on Schedule “I”.

11.3.7.3.5 No maximum density is established for this designation as density will be a product of the built form requirements for height, setbacks and step backs.

11.3.7.3.6 New development and redevelopment within the Medium Density Residential designation shall follow the Residential Design policies of Section 11.3.7.5.

11.3.7.4 High Density Residential

11.3.7.4.1 Lands designated as High Density Residential on Schedule “H” shall be developed in accordance with Section 4.4.3.6 of this Plan, except as modified by the following additional policies.

11.3.7.4.2 The High Density Residential designation recognizes existing apartment development, and also permits both residential development and redevelopment up to 6-storeys, and taller residential development and redevelopment up to 8-storeys in specific areas of the Secondary Plan Area.

11.3.7.4.3 The minimum height of buildings shall be 4-storeys. The maximum permitted building height is identified on Schedule “I”, or as further restricted by Policy 11.3.7.4.5.

11.3.7.4.4 No maximum density is established for this designation as density will be a product of the built form requirements for transition, height, setbacks and step backs.

11.3.7.4.5 New development and redevelopment shall provide a transition in heights and densities adjacent to the Low Density Mature Neighbourhoods and any heritage properties, which may be achieved through increased setbacks, intervening low-rise built-form and the use of a 45-degree angular plane from any property abutting a low density designation.

11.3.7.4.6 New development and redevelopment within the High Density Residential designation shall follow the Residential Design policies of Section 11.3.7.5.

11.3.7.5 Residential Design

11.3.7.5.1 Lands designated as Low Density Mature Neighbourhoods, Low Density Residential, Medium Density Residential, and High Density Residential shall be developed in accordance with the design policies of Section 6.2 of this Plan, Town established urban design guidelines and the additional policies of this Section.

- 11.3.7.5.2** To fit in with the physical character, new development or redevelopment in Low Density Mature Neighbourhoods shall reflect the predominant building type, height, scale, massing, and setbacks of the block and surrounding residential neighbourhood.
- 11.3.7.5.3** Development or redevelopment within the Werden's Plan HCD shall respect the prevailing front yard setback in the siting of new dwellings and additions should be to the rear of existing dwellings away from public view.
- 11.3.7.5.4** Front yard parking should be minimized in the Werden's Plan HCD. The creation of new parking bays, and new driveways, shall be permitted in side yards or rear yards, in accordance with policies of the HCD Plan.
- 11.3.7.5.5** Lot severances will be discouraged in the Werden's Plan HCD.
- 11.3.7.5.6** New buildings and additions to existing buildings in the High Density Residential designation shall provide for a building step back above the third storey for the portion of the building facing a public street or public park, in order to create a low-rise scale abutting the public realm.
- 11.3.7.5.7** New buildings and additions to buildings in the Medium Density Residential or High Density Residential designations should be massed to establish a continuous streetscape and promote pedestrian scale, with consistent minimum and maximum setbacks.
- 11.3.7.5.8** Principal entrances should face the sidewalk wherever possible and provide direct access onto the public sidewalk.
- 11.3.7.5.9** Site planning should emphasize the importance of landscaped areas, including the provision of shade structures, building entrances and active built spaces at the street line.
- 11.3.7.5.10** For lands designated High Density Residential, projections of canopies, roof overhangs, window bays and other architectural elements are encouraged in order to create diverse and active streetscapes.
- 11.3.7.5.11** For lands designated Medium Density Residential and High Density Residential, off-street parking areas shall be located underground, at the surface at the rear of buildings, or within above ground parking structures so as to not impact the character of the area or impact pedestrian streetscapes. Common parking areas shall be appropriately screened by landscaping or built form features, or other techniques as may be required through site plan approval. The location of entrances and exists to off-street parking facilities should consider safety and visual impact and be located so as to minimize the interference with street traffic and pedestrian circulation and should not be close to major intersections.

11.3.7.5.12 Where side yard parking is exposed to the street on lands designated Medium Density Residential and High Density Residential, it shall be screened by low walls and landscaping to provide a sense of enclosure along the street.

11.3.7.6 Heritage Mixed Use

11.3.7.6.1 Lands designated as Heritage Mixed Use on Schedule “H” shall be developed in accordance with the policies of Section 4.6 of this Plan, except as modified by this Section.

11.3.7.6.2 This designation is intended to permit a broad range of commercial, office, service, and community, institutional and residential uses in a mixed use environment, while respecting and maintaining the historic low-rise character of the area designated on Schedule “H”.

11.3.7.6.3 The minimum height of buildings shall be 2-storeys. The maximum permitted building height is identified on Schedule “I”.

11.3.7.6.4 No maximum density is established for this designation, as density will be a product of the built form requirements for height, setbacks and step backs as applicable.

11.3.7.6.5 Development and redevelopment shall reinforce the “main street” historic character of Brock Street and Dundas Street by locating buildings and storefronts close to the public sidewalk, wherever possible.

11.3.7.6.6 Compatible infill development that respects and complements the existing historic built form is encouraged.

11.3.7.6.7 New residential units shall not be permitted on the main floor of buildings.

11.3.7.6.8 New development and redevelopment within the Heritage Mixed Use designation shall follow the Mixed Use Design policies of Section 11.3.7.9.

11.3.7.7 Downtown Mixed Use

11.3.7.7.1 Lands designated as Downtown Mixed Use on Schedule “H” shall be developed in accordance with the policies of Section 4.6 of this Plan, except as modified by this Section.

11.3.7.7.2 The intent of the Downtown Mixed Use designation is to provide a mix of residential and commercial uses in a pedestrian-oriented manner at a density that supports frequent transit service, creating an expanded, vibrant pedestrian experience within Downtown Whitby. Notwithstanding Policy 4.6.3.3, department stores, major retail uses and supermarkets may also be permitted within the Downtown Mixed Use designation, subject to appropriate provisions in the Zoning By-law.

- 11.3.7.7.3** New buildings shall accommodate retail, office and/or service commercial uses at grade, with residential or additional non-residential uses directed to the floors above. Indoor amenity areas, loading and vehicular access may not be permitted along Dundas Street, Brock Street and Colborne Street. Rather, these uses should be directed to frontages that face other streets or laneways, where possible.
- 11.3.7.7.4** Notwithstanding Section 11.3.7.6.7, where the Downtown Mixed Use designation abuts a residential designation, consideration will be given to permitting the portion of the mixed use development abutting the residential designation to contain residential uses at grade.
- 11.3.7.7.5** The minimum height of buildings shall be 2-storeys. The maximum permitted building height is identified on Schedule "I", or as further restricted by 11.3.7.7.7.
- 11.3.7.7.6** No maximum density is established for this designation as density will be a product of the built form requirements for height, setbacks and step backs.
- 11.3.7.7.7** New development and redevelopment shall provide a transition in heights and densities adjacent to Low Density Mature Neighbourhoods, and any heritage properties, which may be achieved through increased setbacks, intervening low-rise built form and the use of a 45-degree angular plane from any property abutting a low density designation.
- 11.3.7.7.8** New development and redevelopment within the Downtown Mixed Use designation shall follow the Mixed Use Design policies of Section 11.3.7.9.

11.3.7.8 Corridor Mixed Use

- 11.3.7.8.1** Lands designated as Corridor Mixed Use on Schedule "H" shall be developed in accordance with the policies of Section 4.6 of this Plan, except as modified by this Section.
- 11.3.7.8.2** The intent of the Corridor Mixed Use designation is to accommodate a mix of uses along the Dundas Street and Brock Street Intensification Corridors, providing an extension of the commercial, office and residential uses of the Downtown core. Notwithstanding Policy 4.6.3.3, department stores, major retail uses and supermarkets may also be permitted within the Corridor Mixed Use designation, subject to appropriate provisions in the Zoning By-law.

- 11.3.7.8.3** A mix of uses within the Corridor Mixed Use designation shall be accommodated on individual sites, either within the same building or as separate buildings on the lot. This mix of uses provides flexibility for the evolution of the Corridor Mixed Use area, allowing stand-alone residential, commercial and office uses, as well as mixed-use buildings. Consideration should be given as to how these land use elements will be phased through the development process. A phasing plan may be required to ensure a mix of uses is created in the initial stages of development.
- 11.3.7.8.4** In addition to the requirements of Section 4.6.3.9 of this Plan, where an existing single detached dwelling is converted to a sole commercial use, the conversion must also enhance the pedestrian streetscape, provide on-site parking within the interior of the lot or rear yard, and where a building of historic significance is involved, ensure the heritage attributes of the building are conserved.
- 11.3.7.8.5** The minimum height of buildings shall be 2-storeys. The maximum permitted building height is identified on Schedule "I", or as further restricted by Policy 11.3.7.8.7.
- 11.3.7.8.6** No maximum density is established for this designation as density will be a product of the built form requirements for height, setbacks, step backs and angular plane.
- 11.3.7.8.7** New development and redevelopment shall provide a transition in heights and densities adjacent to the Low Density Mature Neighbourhoods, and any heritage properties, which may be achieved through increased setbacks, intervening low-rise built-form and the use of a 45-degree angular plane from any property abutting a low density designation.
- 11.3.7.8.8** New development and redevelopment shall enhance the pedestrian comfort along Brock Street and Dundas Street by locating new buildings close to the street, activating the street frontage and enhancing the public realm in front of buildings.
- 11.3.7.8.9** Prior to approval of any mixed use redevelopment for lands south of Consumers Drive, a Comprehensive Block Plan may be required in accordance with Section 6.2.4.2 of this Plan.
- 11.3.7.8.10** New development and redevelopment within the Corridor Mixed Use designation shall follow the Mixed Use Design policies of Section 11.3.7.9.

11.3.7.9 Mixed Use Design

- 11.3.7.9.1** Lands designated as Heritage Mixed Use, Downtown Mixed Use and Corridor Mixed Use shall be developed in accordance with the design policies of Section 6.2 of this Plan, relevant Town established urban design guidelines and the additional policies of this Section.

- 11.3.7.9.2** Mixed use buildings shall be oriented to the street and massed to establish a continuous streetscape, wherever possible, that promotes a pedestrian scale, with consistent minimum and maximum setbacks.
- 11.3.7.9.3** A variety of architectural styles are encouraged in new buildings that compliment the historic built form character of the Heritage Mixed Use designation.
- 11.3.7.9.4** Mixed use buildings should provide active at-grade uses that animate the streetscape along both the frontage and flankage adjacent to public streets.
- 11.3.7.9.5** Within the Heritage Mixed Use and Downtown Mixed Use designations, retail buildings and the ground floor of mixed use buildings should be designed to:
- a) Maintain the existing character of small shops within the Heritage Mixed Use designation, which includes a fine grain of entrances, and/or windows along the street edge;
 - b) Contain clear glazing on windows and doors along front facades to ensure active store frontages;
 - c) Separate, where possible, residential entrances and lobbies along Brock Street and Dundas Street and direct them to side streets or rear entrances; and
 - d) Provide for ground floor heights that reflect the heights of other commercial and mixed use buildings on the block.
- 11.3.7.9.6** Principal entrances shall face the sidewalk, wherever possible, and provide direct access onto the public sidewalk. The primary windows and signage shall also face the street.
- 11.3.7.9.7** Development and redevelopment facing a residential designated area should provide a residential character, wherever possible.
- 11.3.7.9.8** Projections of canopies, roof overhangs, window bays and other architectural elements are encouraged in accordance with relevant Town established urban design guidelines.
- 11.3.7.9.9** The design of new development, infill and intensification adjacent to cultural heritage resources shall incorporate principles of heritage conservation and shall be sensitive to the existing resources in accordance with Section 11.3.6 of this Plan and where applicable the Werden's HCD.

- 11.3.7.9.10** Off-street parking areas shall be located underground, in above ground structures, at the rear of buildings or interior to the block, so as to not impact the character of the area or impact pedestrian streetscapes.
- 11.3.7.9.11** Above ground parking structures shall contain active commercial and community uses on the ground floor of a building's frontage and flankage, except facing a Residential designated area. Above ground parking structures in the Heritage Mixed Use designation shall be designed to reflect and fit in with the surrounding heritage character.
- 11.3.7.9.12** Where side yard parking is exposed to the street, it shall be screened by low walls, landscaping, and/or other techniques, to provide a sense of enclosure along the street. Implementation of these techniques may be required through site plan approval.
- 11.3.7.9.13** Parking, driveways, lanes or aisles shall not be permitted between the public sidewalk and the façade of buildings.
- 11.3.7.9.14** The location of entrances and exits to off-street parking facilities should be located so as to minimize the interference with street traffic and pedestrian circulation and should not be close to major intersections.
- 11.3.7.9.15** The development of mid-block entrances to pedestrian mews and pathways is encouraged.

11.3.7.10 Institutional

- 11.3.7.10.1** Lands designated as Institutional on Schedule "H" shall be developed in accordance with the relevant policies of Section 4.8 of this Plan, except as modified by the following additional policies.
- 11.3.7.10.2** The maximum building height in the Institutional designation will be governed by Schedule "I" and the applicable Zoning By-law with consideration given to the height of existing buildings on each site.

Notwithstanding Section 11.3.7.1, a private office may be permitted, as an exception, on the property located at 400 Centre Street South, identified as Assessment Roll #18-09-030-014-06900, subject to the inclusion of appropriate provisions in the Zoning By-law.

11.3.7.11 Open Space

- 11.3.7.11.1** Lands designated as Open Space on Schedule "H" shall be developed in accordance with Section 4.9 of this Plan, except as modified by the following additional policies.

- 11.3.7.11.2** New Parks and Urban Squares are shown symbolically on Schedule “H” and shall be further delineated at the time of development review and approval.
- 11.3.7.11.3** New park spaces should accommodate smaller scale uses and activities that can be used by people of all ages and abilities.
- 11.3.7.11.4** The Town will explore opportunities to incorporate interactive placemaking elements, in accordance with the policies of Section 11.3.4, in existing parks such as public art, games, tables, seating, skating rinks, water features, food vendors, outdoor markets, outdoor theatres and distinctive play structures.
- 11.3.7.11.5** Publicly accessible Urban Squares shall be provided, wherever possible, within the Heritage Mixed Use designation and Downtown Mixed Use designations through the redevelopment of existing spaces to:
- a) Promote the identity of the Downtown;
 - b) Allow for a variety of uses, such as spaces for gathering, hosting events, and markets;
 - c) Address the need for more park space in the Downtown; and
 - d) Provide vegetation and diversity in tree and shrub planting.
- 11.3.7.11.6** Urban Squares should be designed with edges that are defined by buildings or other structures where not bound by roads.
- 11.3.7.11.7** Urban Squares should be easily accessible and visible to the public, containing hard landscaping and natural elements, and provide passive recreation uses, programmed activities and a display of public art. Adjacent commercial uses should provide access to and from the Urban Square, wherever possible.
- 11.3.7.11.8** Public-private partnerships between landowners, as part of new development or redevelopment, are encouraged to establish privately owned publicly accessible open spaces.
- 11.3.7.11.9** Residential land uses within the Beech Street area shall include a new park within this new neighbourhood. The location of the new park on Schedule “H” is conceptual.

11.3.8 Natural Hazards

- 11.3.8.1.1** Lands designated as Natural Hazards on Schedule “H” represent floodplain and erosion hazards as determined by the Central Lake Ontario Conservation Authority. These lands shall be developed in accordance with Section 5.3.10 of this Plan and the approval of the Conservation Authority.
- 11.3.8.1.2** Where detailed study in support of a development application confirms that the boundary of a Natural Hazards designation may be refined, development and site alteration may be permitted without amendment to this Plan provided the Conservation Authority concurs with the study findings. When the Natural Hazards designation is removed or reduced, the urban land use designation abutting the area removed or reduced shall apply.

11.3.9 Other Policy Directions

11.3.9.1 Parking

- 11.3.9.1.1** The development and redevelopment of parking lots within Downtown Whitby will be based on Town Parking Master Plans that are specific to Downtown Whitby.
- 11.3.9.1.2** The Town shall consider means to reduce parking needs, which may include carpool incentives, cycling infrastructure, transit improvements, micro-transit support service and car share services.
- 11.3.9.1.3** Parking is encouraged to be shared between businesses for developments and uses that do not have competing parking needs to reduce overall parking requirements.
- 11.3.9.1.4** The Town may consider cash-in-lieu of non-residential parking where it can be demonstrated that the full parking requirement cannot be provided on-site or in an alternate location. In such cases, the Municipality and the Developer shall enter into an agreement providing for such payment. Within the Heritage Mixed Use designation, cash-in-lieu of parking may be encouraged for in order to retain the heritage character.
- 11.3.9.1.5** The Town shall work with property owners to encourage more efficient use of existing private parking areas for commercial uses and optimize the opportunity for new infill development and cohesive commercial main street development.

11.3.9.2 Roads, Transit and Active Transportation

- 11.3.9.2.1** The Secondary Plan Area shall be developed in accordance with Section 8.1 of this Plan, except as modified by the following additional policies.

- 11.3.9.2.2** Schedule “H” illustrates the road pattern for the Secondary Plan Area.
- 11.3.9.2.3** Road extensions, as shown on Schedule “H” shall be implemented in a coordinated manner, maintaining the historic grid street layout that is integral to the structure of Downtown Whitby, walkability and vehicular circulation. Local road extensions may be public, private or primary pedestrian connections as determined by the Town.
- 11.3.9.2.4** Development and redevelopment, including any road improvements or reconstruction projects, shall provide, wherever possible, enhanced pedestrian, cycling and other active transportation connections to existing and planned Regional and Provincial transit routes and stations.
- 11.3.9.2.5** Road improvements or reconstruction projects shall consider future transit infrastructure improvements such as bus shelters, bulb-outs and transit signal priorities.
- 11.3.9.2.6** Transportation Demand Management Plans may be required for new development and redevelopments to assist in reducing single occupant vehicle trips.
- 11.3.9.2.7** Arterial road rights-of-way shall consider the needs, safety and comfort of pedestrians, cyclists and automotive users. Priority shall be given to ensuring that public transit facilities and amenities, such as stops, large shelters, seating, posted route schedules and information and dedicated lanes are part of the overall design of the road network over the long term.
- 11.3.9.2.8** New and reconstructed arterial roads shall be built with sidewalks on both sides and cycling provided through on-road facilities and/or off-road multi-use paths.
- 11.3.9.2.9** The location of multi-use paths and the active transportation network will be based on the Town Active Transportation Master Plans in effect. The Town will consider opportunities to join existing disconnected trails and expand multi-use paths, as well as improve wayfinding signage for on and off-road facilities.
- 11.3.9.2.10** Within existing Residential areas, the provision of sidewalks on at least one side of the street should be considered for neighbourhoods that do not provide sidewalks in order to improve accessibility and support a safe and connected pedestrian environment.
- 11.3.9.2.11** Active transportation connections across arterial roads shall be planned at appropriate walking/cycling intervals to reduce barriers between neighbourhoods, improve safety and increase accessibility for all ages and abilities.

11.3.9.2.12 Flex streets are portions of a public-right-of-way designed to function either wholly or partially, as desired, for pedestrian activities, and/or public events through the use of design elements including, but not limited to, bollards, flexible on-street parking configurations, pavement materials, enhanced streetscapes and/or modified curbs. Portions of Colborne Street and Brock Street within the Heritage Mixed Use and Downtown Mixed Use designations may be designed as a flex street.

11.3.9.2.13 The Town may consider reducing Brock Street to two lanes between Burns Street and Maple Street in order to expand the pedestrian realm providing opportunities for wider sidewalks, benches, enhanced transit stops, sidewalk cafes and street trees for shading. The reduction of lanes will require a study of traffic impacts on the broader transit network and surrounding road network.

11.3.9.3 Servicing

11.3.9.3.1 The Secondary Plan Area shall be developed in accordance with the municipal servicing policies of Section 8.2.3 and the site servicing policies of Section 6.2.3.16.

11.3.10 Implementation and Interpretation

11.3.10.1.1 The implementation and interpretation of this Secondary Plan shall be in accordance with Section 10 of this Plan.

11.3.10.1.2 Mitigation measures may need to be incorporated in new development in the Beech Street area, while existing industries remain.