



Downtown Whitby Action Plan

September 2024 Update



Objective 1

Enable new opportunities for a prosperous and innovative Downtown

Action Item	Timing	Project Collaborators	Resources	Progress
<p>1.1 Update the Downtown Whitby Community Improvement Plan CIP with improved financial incentives for development/ redevelopment projects including expanding the CIP boundaries.</p>	<p>Completed Q2, 2018 Updated CIP 2022 Updated CIP 2024</p>	<p>Strategic Initiatives; Planning and Development; Financial Services</p>	<p>Staff Resources Capital Budget \$3,467,500 2017 \$2,500,000 added in 2024 Housing Accelerator Fund</p>	<p>Final Report approved by Council June 25, 2018. Updated CIP approved by Council Nov. 29, 2022; Jan. 29, 2024. Total Municipal Investment for the CIP to date = \$3,299,851 (95%) of the funding (not including the additional \$2.5 million)</p>
<p>1.2 Work towards the redevelopment of 201 Brock Street South (the Old Fire Hall site) and adjacent lands into a mixed used, pedestrian friendly development.</p>	<p>In-progress Occupancy anticipated Sept. 2024</p>	<p>CAO in consultation with all departments</p>	<p>Staff Resources</p>	<p>Anticipated occupancy Sept 2024. Staff working with Brookfield to support promotion of a public art mural on the south wall. Groundbreaking celebration March 2022. Received Downtown Whitby CIP Funding of \$1,167,500 and funding from the Region of Durham Regional Revitalization Program of \$625,580. Six-storey mixed-use development, comprised of 160 residential units, 911 m² of ground floor commercial space and 184 parking spaces. Demolition of old fire hall and IOOF building (July 2019). Sale of lands to Brookfield Residential (January 2019).</p>

Objective 1

Enable new opportunities for a prosperous and innovative Downtown

Action Item	Timing	Project Collaborators	Resources	Progress
1.3 Streamline the development review process for Planning and Development applications (i.e. delegate Site Plan Review to staff).	Completed Q2, 2018	Planning and Development; Operations; Financial Services; Community Services	Staff Resources	Delegation of Site Plan Approval to the Commissioner of Planning and Development approved by Council June 25, 2018.
1.4 Update the Downtown Whitby Secondary Plan to review land uses, identify intensification areas, provide urban design policies and review transportation needs.	Completed Q1, 2023 (Town approval – under appeal through LPAT)	Planning and Development; Strategic Initiatives; Operations; in consultation with the public and BIA	Staff Resources Capital Budget 2019 \$500,000	Council adoption of the Downtown Whitby Secondary Plan through Official Plan Amendment No. 126 in March 2023. Under appeal through LPAT. Consultant retained in Q1 2020. Phase 1 Background Study and Analysis, Phase 2 Land Use Concept and Options, and Phase 3 Preferred Concept Plan complete.
1.5 Update the Economic Development Strategy for Downtown Whitby inclusive of attracting desired businesses (i.e. innovative sector).	Completed Q4, 2021	Strategic Initiatives; Planning and Development; Whitby Chamber of Commerce; Downtown Whitby BIA; Project Steering Committee	Capital Budget 2021 \$50,000 for Economic Development Strategy	A 5-year Economic Development Strategy was completed in Q4, 2021 and several actions have already been implemented as others are ongoing initiatives. ‘Downtowns and Lifestyle’ was included as one of the Town’s Key Sectors.

Objective 1

Enable new opportunities for a prosperous and innovative Downtown

Action Item	Timing	Project Collaborators	Resources	Progress
<p>1.6 Review the Town’s Municipal real estate assets, gaps and opportunities within the downtown (i.e. community facilities, parking, parks etc.) and create a strategy to manage, grow, and develop the assets moving forward.</p>	<p>Ongoing</p>	<p>Financial Services; Strategic Initiatives; Planning and Development; Operations: Community Services; Legal</p>	<p>Staff Resources</p>	<p>The following initiatives are currently completed or underway:</p> <ul style="list-style-type: none"> • Donation of two parcels of Town-owned land located in Downtown Whitby, valued at \$5.9 million, to Habitat For Humanity of the Greater Toronto Area to support the establishment of 40 new affordable housing (ownership) units in the community. • Working with the Region to develop a family shelter to house up to four families with children at 316 Colborne St. W. • Lease renewal (2024) of the Dundas/Byron parkette with the property owner to continue the use of an urban park in the heart of Downtown Whitby. • Construction of King St Community Garden Q3, 2022 with their first community event in 2024. • Lease of 128 Brock St S to Brookfield Residential for a construction office 2022. • Launch of the 1855 Whitby Technology Accelerator (400 Centre St. S.) Q1 2019.

Objective 1

Enable new opportunities for a prosperous and innovative Downtown

Action Item	Timing	Project Collaborators	Resources	Progress
1.7 Review servicing requirements to ensure that development sites have appropriate infrastructure i.e., servicing, storm water management etc.	Ongoing through development applications	Region of Durham; Planning and Development; Operations; Utility Companies	Staff Resources	On water, sanitary and storm sewer capacities, both the Region and Town advises there are no major service gaps in Downtown. Detailed review is required with formal submissions of development applications. Continuing to work with Elexicon Energy to ensure hydro capacities are available for redevelopment sites.

Objective 2

Create Downtown Whitby as a walkable pedestrian-focused destination

Action Item	Timing	Project Collaborators	Resources	Progress
<p>2.1 Review current and future municipal parking demands in Downtown Whitby and develop a Parking Master Plan (PMP) to meet these demands.</p>	<p>Completed Q4, 2021</p>	<p>Planning and Development; Strategic Initiatives</p>	<p>Capital Budget 2017 \$150,000</p>	<p><u>PW 31-21</u> the Final Downtown Parking Master Plan was presented to Council and approved November 2021.</p> <p>Expansion of Municipal Lot 5 at Green/Colborne Streets to include an additional 20 new parking spaces and 2 new accessible parking spaces. Repaving of Municipal Lot 2 and completion of two accessible parking spaces in Municipal Lot 1.</p> <p>The addition of an EV charging station at 1855 Whitby to support green technology and more coming over the next two years in other municipal lots.</p> <p>Further identifying the 15-minute parking spaces with yellow metre caps to support quick pick-up/delivery.</p> <p>Installation of refurbished pay and display machines with the ability to enter license plate numbers and pay-by-tap feature.</p>

Objective 2

Create Downtown Whitby as a walkable pedestrian-focused destination

Action Item	Timing	Project Collaborators	Resources	Progress
<p>2.2 Develop a Streetscape Improvement Master Plan for roads, sidewalks, pedestrian crossings, street furniture, trees, lighting, cycling, signage and connectivity in Downtown Whitby with specific focus along the Brock Street spine; and develop related engineering design standards.</p>	<p>In-progress</p> <p>Start Q3 2023 – Consultant</p>	<p>Strategic Initiatives; Planning and Development; Operations</p>	<p>Provincial / Federal Grant 2021 \$286,000 for Dunlop modifications</p> <p>Capital Budget 2023 \$100,000</p>	<p>Phase 1 of the Brock Street Redesign Study complete gathering feedback from over 580 participants who identified their top design priorities, including patios, trees, planters, flowers, and more.</p> <p>Boulevard reconstruction of Dunlop St E (between Brock St and Green St) complete in Q2, 2022. Project includes enhanced pedestrian features such as wider sidewalks, accessible entrances, benches, trees and Muskoka Chairs provided by BIA.</p>
<p>2.3 Develop a Downtown Transportation and Pedestrian Safety Action Plan to support a pedestrian friendly historic core around Brock and Dundas Streets. The Plan shall address the need for pedestrian crossings and the need to redirect truck and commuter traffic to other roads while reducing the traffic impact on adjacent residential neighbourhoods.</p>	<p>Completed Q2, 2021</p>	<p>Planning and Development; Operations; Strategic Initiatives</p>	<p>Capital Budget 2018 \$100,000</p>	<p>The Downtown Pedestrian Safety Action Plan was integrated into the Whitby Active Transportation Plan. The Active Implementation includes - modifications of four intersections in Downtown Whitby in Q3, 2023 for traffic control purposes (i.e. new stop signs).</p>

Objective 2

Create Downtown Whitby as a walkable pedestrian-focused destination

Action Item	Timing	Project Collaborators	Resources	Progress
				<p>Installation of a Leading Pedestrian Interval at Brock/Dundas installed in Q2, 2022 providing pedestrians a five-second advanced crossing.</p> <p>June/July 2024 Pedestrian Counts undertaken to understand pedestrian / cyclist volumes in Downtown Whitby. Overall findings show an upward increase in the number of pedestrians year over year with cyclist volume fluctuating year over year.</p>
2.4 Review services (i.e. snow and waste collection) in Downtown Whitby in order to implement improvements and efficiencies.	Ongoing	Operations; Strategic Initiatives	Staff Resources	<p>Increase of service level to manage weeds in the summer months with more frequent weed removal and targeting a larger geographic area; staff training on Foamstream to assist with better weed removal; removal of advertising yard signs and graffiti on public infrastructure (i.e. garbage cans) (2024).</p> <p>New two-stream waste/recycling receptacles purchased in 2024.</p> <p>Winter control services reviewed following the winter season with an update on the 2022/2023 winter storms presented to Council.</p>

Objective 2

Create Downtown Whitby as a walkable pedestrian-focused destination

Action Item	Timing	Project Collaborators	Resources	Progress
<p>2.5 Work with business and property owners to provide opportunities to create accessible entrances to their building.</p>	<p>Ongoing through Façade Grant Program and/or streetscape improvements</p>	<p>Strategic Initiatives; Planning and Development; Operations; Town’s Accessibility Advisory Committee; Downtown business/property owners; Downtown Whitby BIA</p>	<p>Various Capital Projects</p>	<p>Council approval of Accessible Improvement Grant Program Policy and Procedures Report CMS 07-21 to provide financial incentives to improve accessibility within Whitby for non-profit community groups, not-for-profit organization and small businesses.</p> <p>Dunlop St E boulevard reconstruction included accessible entrances to the plaza businesses on the north side.</p> <p>Ongoing through annual Façade Grant Program and streetscape improvements.</p>
<p>2.6 Evaluate the urban forest canopy and natural environment to better understand the most appropriate tree species and landscape materials suitable for various locations in Downtown Whitby.</p>	<p>In-Progress - Urban Forestry Management Plan Ongoing through streetscape improvements</p>	<p>Operations; Strategic Initiatives; Planning and Development; Community Services; By-law; Financial Services</p>	<p>\$300,000 Capital Budget 2023 Staff Resources</p>	<p>Consultant awarded for the Urban Forestry Management Plan Q3, 2023. The Plan will be developed in four Phases over 18 months:</p> <p>Phase One – Urban Forest Analyses Phase Two – Urban Forest Study Phase Three – Consultation, Visions, Themes and Objectives Development Phase Four – Urban Forest Management Plan</p>

Objective 2

Create Downtown Whitby as a walkable pedestrian-focused destination

Action Item	Timing	Project Collaborators	Resources	Progress
				Participating in the LEAF program to plant trees to combat climate change. One Downtown Whitby business and two residents participated in the program from August 2023 to August 2024.
2.7 Continue to work collaboratively with Durham Regional Police Service and By-law Services to proactively mitigate vandalism and illegal activity in Downtown Whitby.	Ongoing 2016 Graffiti Mitigation Program	Durham Regional Police Service (DRPS); By-law Services; Downtown Whitby BIA	\$7,672 in 2024 and \$6,800 in 2022 from Long Term Finance Reserve for CCTV Cameras Staff Resources	<p>Installation of 3 new CCTV Cameras in Downtown Whitby in 2024 (in addition to the other 4 cameras) as part of successful grant in partnership with DRPS.</p> <p>Bicycle patrols used throughout the summer months in 2024 to support community safety.</p> <p>In 2023, delivered Community Support cards to Downtown Whitby businesses and discussed issues such as homelessness, needles, and encampment response procedures.</p> <p>In 2022, undertook a door-to-door safety walk in partnership with DRPS and the Downtown Whitby BIA to provide a handout which included safety tips, how to report crimes to DRPS, how to report and remove graffiti and information on garbage and recycling pick-up.</p>

Objective 3

Inspire and enhance cultural life

Action Item	Timing	Project Collaborators	Resources	Progress
<p>3.1 Collaborate with Downtown Whitby businesses and property owners on pilot projects to test the market for creative ideas and proposals (i.e. sidewalk cafes, pop-up shops, incubator spaces).</p>	<p>Ongoing</p> <p>Streetside Patio Project Complete</p> <p>Complete Dundas/Byron Parkette</p>	<p>Downtown business/ property owners; Strategic Initiatives; Planning and Development; Operations;</p> <p>Communications and Creative Services; Downtown Whitby BIA</p>	<p>Staff Resources</p> <p>Capital Budget \$15,000 Streetside Patio Project</p> <p>My Main Street Grant \$49,052 2021 for Dundas/Byron parkette</p>	<p>Installation of a pedestrian zone / streetside patio along Brock St S east side) in collaboration with the Downtown Whitby BIA who donated Muskoka Chairs and picnic tables.</p> <p>Completion of the Dundas/Byron Parkette from an underutilized/vacant lot to an urban parkette including Muskoka chairs, self-watering planters, love lock art piece, and murals in collaboration with Downtown Whitby BIA Q3, 2021.</p>
<p>3.2 Create opportunities to animate and cultivate a ‘people place’ at Celebration Square at the Whitby Public Library (i.e. develop a strategy and live test of pilot projects).</p>	<p>Ongoing</p>	<p>Strategic Initiatives; Whitby Public Library; Corporate Communication and Creative Services; Community Services</p>	<p>CCRF Grant \$158,553 2022 Celebration Square and Dundas/Byron Parkette</p>	<p>Completed the placemaking project at Celebration Square to include new moveable furniture, chess/checkboard table, permanent seating with umbrellas and enhanced Wi-Fi to cover the entire public square, Q1, 2023.</p>

Objective 3

Inspire and enhance cultural life

Action Item	Timing	Project Collaborators	Resources	Progress
				Installation of the Sir William Stephenson bronze statue at Celebration Square Q2, 2021 including promotional/celebratory video. Installation of Noise Barrier planters in 2018.
3.3 Establish a new permanent location for the Whitby Farmers' Market.	Completed Q2, 2017	Planning and Development; Communications and Creative Services; Whitby Farmers' Market; Operations	Staff Resources	<p>Three-year lease renewal in 2024 with the Whitby Farmers' Market, inclusive of providing 35 free parking passes for market vendors.</p> <p>Relocation launch at Celebration Square October 2017.</p> <p>Worked in collaboration with the FM to provide additional 'Green P' parking directional lawn signs and worked with adjacent businesses to help re-direct market customers (Q3, 2023).</p>

Objective 3

Inspire and enhance cultural life

Action Item	Timing	Project Collaborators	Resources	Progress
<p>3.4 Develop a streamlined and pre-packaged event policy with special considerations for road closures, fee schedule and licensing requirements for downtown events both Town run and private events.</p>	<p>Completed Q1, 2019</p>	<p>Clerks; Communications and Creative Services; Operations; Community Services; Planning Development; Legal; By- law Services; Strategic Initiatives</p>	<p>Staff Resources</p>	<p>Staff Report CAO 07-19 for the Special Events Policy was approved at Council on April 15, 2019 and was in effect May 1, 2019. Updates annually to the Special Event User Guide (based on best practices and changing policies). Added streamlined information to the Town’s website on how to plan a Special Event and created a fillable application form.</p>
<p>3.5 Conduct a cultural mapping exercise and create a Culture Plan with specific input/ideas for Downtown Whitby.</p>	<p>Completed Q1, 2021</p>	<p>Community Services; Strategic Initiatives; Communications and Creative Services; Downtown Whitby BIA; Station Gallery; Whitby Public Library</p>	<p>Capital Budget 2018 \$110,000</p>	<p>Final Report CMS 03-21 completed. Implementation of projects include:</p> <ul style="list-style-type: none"> • ArtsTrail – interactive map showcasing Whitby’s Public Art including QR codes to highlight arts in Downtown Whitby. • Installation of Sir William Stephenson bronze statue at Celebration Square and video to promote unveiling. • Painting of Benches at Kinsmen Park in partnership with local artist Sarah Shaw. • Doors Open Downtown Whitby video walking tour in partnership with WPL

Objective 3

Inspire and enhance cultural life

Action Item	Timing	Project Collaborators	Resources	Progress
3.6 Continue working on creating a Heritage Conservation District (HCD) Plan for Perry's Plan and the Four Corners.	Subject to future Council direction following a review of the implementation outcomes of Werden's HCD in 2024.	Planning and Development; Heritage Whitby Advisory Committee; Downtown Whitby BIA	Capital Forecast Budget if HCD's proceed: 2025 (Perry's Plan) \$108,253 2026 (Four Corners) \$108,253	Werden's Neighbourhood Heritage Conservation District (HCD) Plan – Approved by LPAT May 2019 (Council approval June 2017) and now in full force and effect. Newsletters distributed to property owners and residents over the past few years, highlighting heritage properties and permit requirements.
3.7 Update the public art policy and develop a municipal policy to acquire, fund and promote public art at key locations within the municipality including Downtown Whitby.	Completed, Q1 2024	Strategic Initiatives; Community Services; Planning and Development; Clerks; Operations; Whitby Station Gallery	Staff Resources	Approval by Council of the Public Art Policy in Q1, 2024. Implementation of two new Downtown Whitby public art pieces including: <ul style="list-style-type: none"> • "The Hive" across from the Centennial Building. • Indigenous Murals at Rotary Park.

Objective 4

Cultivate Downtown connections and promotions

Action Item	Timing	Project Collaborators	Resources	Progress
<p>4.1a Review and establish the boundaries for Historic Downtown Whitby.</p> <p>b) Report back to Council on options for gateway features at each boundary of the Historic Downtown and that the gateway features be respectful and adhere to heritage characteristics.</p>	<p>Completed Boundaries Q1 2017</p> <p>Complete – concept designs Q3 2018</p> <p>Detailed designs – pending BRT designs and Brock Street Redesign Study</p>	<p>Strategic Initiatives; Planning and Development; Operations; Downtown Whitby BIA</p>	<p>Staff Resources</p> <p>Consultant</p>	<p>4.1a) Completed (PL 13-17 Report February 2017).</p> <p>4.1b) Consultant retained Q3 2017; design options and meeting with stakeholders Q2 2018; final report on concept designs approved by Council PL 60-18, Q3 2018. Terms of Reference for Detailed Designs to be initiated consultation with the Bus Rapid Transit (BRT) project.</p>
<p>4.2 Review and establish boundaries for Downtown Whitby and identify brand areas/districts (Werden’s, Perry’s, Innovation etc).</p>	<p>Completed Q3, 2023</p>	<p>Strategic Initiatives; Planning and Development; Downtown Whitby BIA</p>	<p>Staff Resources</p>	<p>New Downtown Whitby and Downtown Whitby BIA Banners installed Q2, 2022. 1855 Whitby Accelerator launched in Q2, 2019. Werden’s Plan HCD Signage / Commemoration at King St Parkette Q3, 2023.</p>

Objective 4

Cultivate Downtown connections and promotions

<p>4.3 Support and enable the establishment of a Downtown Whitby Business Improvement Area (BIA) or similar type of business model to support downtown initiatives, events and activities.</p>	<p>Completed Q2, 2017</p>	<p>Downtown business/property owners; Clerks; Strategic Initiatives; Legal</p>	<p>Staff Resources</p>	<p>Completed - By-law to form BIA approved by Council April 10, 2017; Completed Memorandum of Understanding (MOU Q2 2018 and updated MOU through report CS 38-19 to provide support for in-kind request up to \$5,000.</p> <p>Developed a Standard Operating Procedure (Q1, 2021) to ensure BIA budget review and submission process aligns with Town's Budget Process.</p>
<p>4.4 Establish key locations for entrance features into the downtown and work towards creative designs to welcome people to the area.</p>	<p>Completed locations Q1, 2017 Designs tied to Item 4.1 b) Q3/Q4 2021</p>	<p>Strategic Initiatives; Planning and Development; Operations; Downtown Whitby BIA</p>	<p>Staff Resources Consultants for designs and future construction</p>	<p>Council approved concept designs for Downtown Whitby Historic Gateways PL 60-18. Detailed designs will be initiated in conjunction with BRT project.</p>

Objective 4

Cultivate Downtown connections and promotions

Action Item	Timing	Project Collaborators	Resources	Progress
<p>4.5 Enhance storefront signage by updating the Town's Sign By-law, providing design guidance and financial incentives.</p>	<p>Completed Q1, 2018</p>	<p>Strategic Initiatives; Planning and Development; Downtown business/ property owners; Downtown Whitby BIA</p>	<p>Staff Resources</p>	<p>Staff report LS 01-18 on the Town's Permanent Sign By-law to permit projecting signs and prohibit new internally illuminated signs in Downtown Whitby adopted by Council March 2018.</p> <p>Staff in conjunction with Downtown Whitby BIA developed a signage inventory for use as part of the CIP Program, Q3, 2018.</p> <p>In collaboration with the DWDS and BDDSC, hosted two downtown virtual workshops on Signage and Window Displays in Q2, 2021.</p>
<p>4.6 Create opportunity to provide Wi-Fi and improve broadband connectivity in Downtown Whitby.</p>	<p>Ongoing</p>	<p>Financial Services; Strategic Initiatives; Planning and Development; Community Services; Chamber of Commerce</p>	<p>TBD</p>	<p>Region of Durham Broadband strategy initiated in Q3 2017. Town of Whitby staff provided feedback to Region on strategy to help increase connectivity in Whitby in Q2 2018. Region's final Broadband Strategy Report released in Q1 2019, outlined recommended actions for the Region within immediate and long- term.</p> <p>Wi-Fi has been extended to include all of Celebration Square at the Whitby Public Library Q3, 2022.</p>