

Town of Whitby

Staff Report

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Report Title: DEV-13-25: Zoning By-law Amendment to Remove Holding (H) Symbol, West Whitby Holdings Inc., 915 Rossland Road West, File No. Z-06-25

Report to: Committee of the Whole

Date of meeting: June 2, 2025

Report Number: PDP 24-25

Department(s) Responsible:

Planning and Development Department
(Planning Services)

Submitted by:

R. Saunders, Commissioner of Planning
and Development

**Acknowledged by M. Gaskell,
Chief Administrative Officer**

For additional information, contact:

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1. Recommendation:

1. That Council approve an Amendment to Zoning By-law 1784 (File No. Z-06-25) for the removal of the Holding (H) Symbol, as outlined in Planning Report PDP 24-25.
2. That a By-law to amend Zoning By-law 1784 be brought forward for Consideration by Council.

2. Highlights:

- A Zoning By-law Amendment application has been submitted by GHD on behalf of West Whitby Holdings Inc., for the land municipally known as 915 Rossland Road West.
- The proposal is to remove the Holding (H) Symbol in order to permit the proposed mixed-use development of 5,811 square metres (62,551 square feet) of commercial space, and 7,218 square metres (90 units) of residential space.
- The proposed development complies with the existing zone provisions save and except for the Holding (H) Symbol provision.

3. Background:

3.1. Site and Area Description

The subject land is located at the southeast corner of the Des Newman Boulevard and Rossland Road West intersection, municipally known as 915 Rossland Road West (refer to Attachment #1). The subject land is approximately 2.87 hectares (7.08 acres) in size and is vacant.

The surrounding land uses include:

- Single detached and townhouse dwellings to the south;
- Vacant lands to the north and west; and,
- Open space & a storm pond to the east (refer to Attachment #2).

3.2. Application and Proposed Development

A Zoning By-law Amendment application (Z-06-25) has been submitted to remove the Holding (H) Symbol in order to permit the mixed-use development of 5,811 square metres of commercial space, and 7,218 square metres (90 units) of residential space (refer to Attachment #3).

A Site Plan application has been submitted and will proceed through the Commissioner of Planning and Development once all agency comments have been received and addressed.

3.3. Documents Submitted in Support

The following documents were submitted in support of the application:

- An Urban Design Plan prepared by GHD Limited, dated May, 2025.
- An Architectural Package prepared by Petroff Partnership Architects, dated February 21, 2025.

The above documents have been distributed to relevant internal departments and external agencies.

3.4. Urban Design Plan

The subject land is zoned Holding – Mixed Use One South (H-MX1S) under Zoning By-law 1784. The By-law states that the Holding (H) Symbol shall not be lifted until such time as an Urban Design Plan has been prepared and approved.

A pre-consultation application was submitted in 2023 for a Zoning By-law Amendment to remove a Holding (H) Symbol. The submitted Plan included a food store, commercial units, an urban square, vehicular access, and a future 6-storey apartment building.

The development will be phased with the first phase including the food store, commercial units, and urban square, while the second phase will include the residential apartment building.

The Urban Design Plan was circulated to Town of Whitby Engineering Services, Urban Design, and Landscape. The plan was also reviewed by the Durham Region Works Department. Through several rounds of review and revisions, the Planning and Development Department arrived at an acceptable plan which promotes modern design practices.

The final plan provides a pedestrian focused, mixed-use site offering higher-order retail amenities, such as a food store and commercial units. The range of retail unit sizes enhances the strength of the commercial proposal.

Landscaping and buffering strategies have been used to screen and visually integrate the parking along Rossland Road West to provide privacy for existing adjacent communities and provide visually appealing frontages along the major roads.

A landscaped urban square next to the retail area has been positioned close to a transit stop as a focal point and gathering area for the neighbourhood.

Landscaped outdoor amenity areas have been provided to the east of the residential building which has been designed to connect to the proposed urban square and the existing multi-use trail along Lynde Creek tributary which connects to the multi-use path along Rossland Road West.

The Urban Design Plan has been approved by the Commissioner of Planning & Development.

4. Discussion:

4.1. Whitby Official Plan

The subject land is designated Mixed Use as per the Town of Whitby Official Plan (refer to Attachment #4).

Lands designated Mixed Use encourages mixed residential and commercial development and redevelopment to ensure an intensive, transit-supportive, and efficient use of land, particularly in Intensification Areas and Intensification Corridors (4.6.1.1).

Mixed Use lands are to provide a transition between Mixed Use Areas and established residential neighbourhoods (4.6.2.3).

The subject land is designated Mixed Use One as per the West Whitby Community Secondary Plan (refer to Attachment #5).

Lands designated Mixed Use One are to provide community commercial uses and higher density uses in a mixed use setting in the Secondary Plan area (11.8.2.1.1.1).

Prior to any development occurring on the lands within the Mixed Use One designation, an Urban Design Plan must be prepared to the satisfaction of the Town (11.8.2.1.10).

4.2. Zoning By-law

The subject land is zoned Holding – Mixed Use One South (H-MX1S) under Zoning By-law 1784, which permits a variety of uses subject to removing the ‘H’ Holding Provision (refer to Attachment #6).

A Zoning By-law Amendment is required to lift the ‘H’ Holding Provision which was applied through Site Specific By-law 7252-17 until such time that an Urban Design Plan has been prepared and accepted by the Town of Whitby.

4.3. Conclusion

The subject land is designated Mixed Use One as per the West Whitby Community Secondary Plan. Mixed Use One lands are intended to support community commercial uses and higher density uses in a mixed use setting.

The proposed development will serve to increase the range of employment opportunities available within the community, as well as future residential units.

All of the commenting departments and external agencies have indicated support for, or no objection to, the proposed development subject to their comments and conditions, as outlined in Section 7.

Based on the detailed review of the applications and consideration of department and agency comments on the Urban Design Plan, it is concluded that the proposed development is in conformity with the Town’s Official Plan. Therefore, it is recommended that Council approve the proposed Zoning By-law Amendment to lift the ‘H’ Holding Provision.

5. Financial Considerations:

Not applicable.

6. Communication and Public Engagement:

A statutory public meeting is not required for the removal of an 'H' Holding Provision, as per the *Planning Act*.

7. Input from Departments/Sources:

The following agencies have reviewed and accepted the application.

- Town of Whitby Engineering Services;
- Town of Whitby Planning and Development – Urban Design;
- Town of Whitby Planning and Development – Landscape; and,
- Durham Region Works Department.

Detailed agency and stakeholder comments can be found in Attachment #7.

8. Strategic Priorities:

The proposed development is in accordance with the Community Strategic Plan and supports Strategic Pillar 3 – Whitby's Economy in creating partnerships that maximize opportunities for business and employment growth.

This report is in a fully accessible format, which addresses the Town's strategic priority of accessibility.

9. Attachments:

Attachment 1 – Location Sketch

Attachment 2 – Aerial Context Map

Attachment 3 – Proponents Proposed Site Plan

Attachment 4 – Excerpt from Town of Whitby Official Plan Schedule 'A' – Land Use

Attachment 5 – Excerpt from Town of Whitby Official Plan Schedule 'R' – West Whitby Community Secondary Plan

Attachment 6 – Excerpt from Zoning By-law 1784

Attachment 7 – Agency and Stakeholder Detailed Comments