Town of Whitby Intensification Strategy

Public Open House

Date: October 21, 2009
Time: 7:00 - 9:00 pm
Place: Whitby Municipal Building
575 Rossland Road East
Council Chambers
WHITBY INTENSIFICATION STRATEGY

What Is Intensification?

The Provincial Policy Statement (2005) defines “intensification” as:

“the development of a property, site or area at a higher density than currently exists through:
  a) redevelopment, including the reuse of brownfield sites;
  b) the development of vacant and/or underutilized lots within previously developed areas;
  c) infill development; and,
  d) the expansion or conversion of existing buildings.”

Both the Province and the Region of Durham require Whitby to accommodate a significant portion of future growth through intensification inside the already built-up area of Whitby, rather than on greenfields at the edge of the urban area.

The province has delineated a “built boundary” for Whitby, shown in Figure 1. The built boundary defines Whitby’s existing built-up area.

Between 2015 and 2031, Whitby is required by the Region of Durham to accommodate at least 11,963 new residential units inside its existing built-up area (i.e. inside the built boundary line shown in Figure 1). Between 2006 and 2031 this will amount to a total of 14,488 new residential intensification units.

What Is The Whitby Intensification Strategy?

The Town’s Intensification Strategy is intended to implement Section 2.3.2.6 of the Province’s Growth Plan for the Greater Golden Horseshoe, which states:

“All municipalities will develop and implement through their Official Plans and other supporting documents, a strategy and policies to phase in and achieve intensification and the intensification target.”

Whitby’s Intensification Strategy will therefore:

1. identify appropriate intensification areas and areas where intensification is not appropriate;
2. recommend a policy framework that focuses intensification in intensification areas;
3. recommend what the appropriate type and scale of development should be in each intensification area; and,
4. establish minimum density targets for each intensification area.

Intensification Growth in Whitby

- Ontario’s new Growth Plan for the Greater Golden Horseshoe requires that a minimum of 40% of all new dwelling units between 2015 and 2031 be built within the already built-up areas of cities and towns across the region. The remaining 60% can be accommodated within greenfield areas.
- The Region of Durham’s Official Plan Amendment 128 (ROPA 128) is intended to implement the Growth Plan and it provides for the development of 34,375 new dwelling units between 2006 and 2031 in Whitby.
- Given that there were 37,260 dwelling units in Whitby in 2006, the effect of ROPA 128 is to almost double the number of dwelling units and population in the Town by 2031.
- Almost half of this development – 14,488 new dwelling units – will have to be accommodated through intensification in Whitby’s existing built-up area between 2006 and 2031 (46% of total residential development).
- The background work in support of ROPA 128 also anticipates that the construction of new low density dwellings, such as single detached housing, will decrease over time across the Town. In 2006, it is estimated that 75% of the dwellings within Whitby’s existing built-up area were low density, 13% were medium density and 12% were high density. ROPA 128 anticipates that by 2031, these shares will be 61%, 15% and 24% respectively.

In response to the policies of the Province and the Region of Durham, the Town of Whitby has to plan to accommodate a minimum of 14,488 new dwelling units within Whitby’s built boundary, with the large majority of these units located within medium and high density developments.
In addition to allocating population growth, the Region of Durham’s Official Plan Amendment 128 (ROPA 128) also provides direction on where intensification should happen. It identifies Regional Centres and Regional Corridors and establishes minimum densities within these centres and corridors. These centres and corridors, and the corresponding densities, are fixed at the Regional level.

ROPA 128 also establishes a Waterfront Place designation, which is applied to Port Whitby. The GO station is also recognized as a Commuter Station that should be a focus of intensification.

On the basis of an analysis of Whitby’s urban structure and the ROPA 128 policy framework, nine separate Intensification Areas have been identified for the Town. These areas include the Downtown and Port Whitby and areas that are centred on major intersections, such as Brock/Taunton and Dundas/Thickson.

Not all locations within these Intensification Areas would be appropriate for intensification. An analysis was undertaken to identify sites that could have potential for intensification in the short, medium, and long term. Parcels of land that met a series of criteria relating to current use, size and lot coverage were identified as “potential intensification sites”. Lands that were designated for employment purposes in ROPA 128 were considered to be not available for future residential or mixed use intensification.

On the basis of the criteria, several parcels of land totalling 345 hectares were identified inside Intensification Areas, plus an additional 75 hectares in various parcels outside of Intensification Areas. After applying the minimum density requirements of ROPA 128, it is estimated a population of about 58,000 people could be accommodated on these parcels, at a minimum. This population would be accommodated within about 26,000 housing units, which is more than the minimum intensification target that has been set for the town by ROPA 128. To meet the Region of Durham’s minimum density requirements, the majority of these units would be in medium density or high density housing forms, such as townhouses and apartments.

At the present time, there are about 110,000 people living within the Town’s built boundary. This means that the population within the built boundary will potentially increase by approximately 50% based on the analysis described above. For comparison purposes, the number of people living within this same area increased by only 12,000 between 1986 and 2006.

Determining the Form, Type and Density of Development for Intensification Areas

The appropriate form, type and density of development for each Intensification Area will be determined through the consideration of a number of factors.

Most importantly, Durham Region’s Official Plan Amendment 128 (ROPA 128) establishes the following minimum density requirements that each Intensification Area must meet:

- Regional Centres (Downtown Whitby, Brock/Taunton, Downtown Brooklin) – 75 units per gross hectare
- Urban Centres (Dundas East, Brock/Rossland) – 30 units per gross hectare
- Regional Corridors (Dundas Street, Brock Street, Taunton Road) – 60 units per gross hectare
- Waterfront Place (Port Whitby) – 60 units per gross hectare

In addition to meeting these density requirements, the following issues also need to be considered when determining the appropriate form, type and density for each of Whitby’s Intensification Areas:

- planned function for the area as per ROPA 128;
- nature of the existing land uses;
- sizes and shapes of the parcels of land;
- effect of development on historical and heritage buildings;
- nature and location of adjacent land uses and the impacts of new development on these uses;
- nature and type of transit that exists now and in the future;
- implications of new development on traffic patterns;
- servicing and provision of infrastructure;
- presence of parkland, schools and other community facilities; and,
- viability of intensification, from an economic perspective.
Determining Appropriate Building Form and Height

Within each Intensification Area, a variety of potential sites exist for future intensification. Some locations may be appropriate for high-rise development, others may be more suitable for mid- or low-rise forms of intensification. The following considerations should apply when determining appropriate building forms and heights within each Intensification Area.

Protect privacy by minimizing visual intrusion on nearby residents.
- Prevent over-looking on neighbouring properties by establishing a minimum angular plane (typically 45 degrees) measured from the top of the building to the rear corner of the nearest adjacent residence.
- Ensure adequate distance between buildings and offset windows and balconies.

Minimize shadow impacts on adjacent properties.
- Height limits should be set below an angular plane (typically 30 to 40 degrees) that allows for sunlight penetration to neighbouring properties.
- Towers should be slender and oriented in a north-south direction to minimize shadowing.

Building heights should not overwhelm the street. New development should create a pleasant pedestrian environment on adjacent streets.
- The height of buildings should have a proportional relationship to the street right-of-way in order to create a well-defined character for the street. Towers should be set back on a podium base that frames the street and creates a well-defined street wall in a consistent manner, creating a pleasant, lively and pedestrian-friendly street frontage.
- No development should shadow the northern sidewalk between 11 am and 4 pm between March 21 and September 21.
- Colonnades, overhangs and/or canopies should be included to shelter pedestrians and control wind effects.
- Taller buildings should include active retail uses (e.g., shops, restaurants, cafes) along main streets to contribute to pedestrian activity.
- Along street frontages, orient windows and other primary building façade elements toward the street.

Contribute to the betterment of the public realm.
- Buildings should be sited and massed in a manner that creates landscaped courtyards or other open spaces that are usable by the building’s residents as well as neighbours.
- Improvements to the streetscape, such as soft landscaping, lighting fixtures, benches and public art, should be part of the overall project design.
- Integrate open space and walkway systems with convenient and attractive linkages from residential areas to other activity areas in the community including schools, parks, commercial centres and institutions to encourage walking and cycling.

Be respectful and be sensitive to the context and scale of neighbouring buildings.
- The mass of a new building should step back (down) to provide a transition on sites that are next to, or across from, existing low-rise residential buildings.
- The design of new buildings should achieve a complementary design relationship to existing buildings, while accommodating a diversity of architectural styles, building materials and colours, that provide visual variety and interest.

Ensure adequate parking for the building’s residents in a manner that does not dominate the streetscape (e.g., utilize rear, side, underground or above-ground parking).

Taller buildings should demonstrate architectural excellence and contribute to a distinctive and appealing skyline.
- Rooftop elements should contribute to the skyline profile by having an identifiable, well-detailed, iconic architectural design.
- Smaller architectural elements and features on the street frontage should be used to create a more human scale and to “break-up” the visual impact of larger buildings.
- High-grade materials and appropriate colours that achieve an architectural identity while at the same time remaining respectful of their context.
- Buildings should be articulated and fenestrated in a fashion that breaks down large-scale building mass and avoids large expanses of blank walls.

Protect natural features.
- The design of sites adjacent to parks, woodlots and watercourses should be sensitive to these features. In these instances, appropriate setbacks should be maintained between buildings and sensitive natural areas, while on-site landscaping should be well integrated with natural areas.
Current Land Use and Development Pattern

The Downtown Whitby Intensification Area is the historical core of Whitby, characterized by a number of unique commercial uses in low- and mid-rise buildings built at the street line. A number of the buildings have heritage significance.

The downtown is Whitby’s primary entertainment district, and also offers a range of civic and institutional uses. Employment opportunities are diverse, and include retail, institutional, service and office jobs. Low density neighbourhoods of predominantly single-detached houses, many with heritage significance, surround the downtown core.

The downtown is served by a permeable grid pattern of streets and sidewalks that help to make it one of the most pedestrian- and transit-friendly areas of Whitby. A number of intensification and redevelopment possibilities exist in the downtown, including vacant lots, surface parking lots, and adaptive reuse of older buildings.

Factors to Consider in Developing the Intensification Vision

The downtown has been identified in ROPA 128 as one of three Regional Centres in the Town of Whitby. In terms of density, ROPA 128 requires that municipalities plan for overall densities that are higher than in any other part of the Town. As a result, a significant opportunity exists for development and redevelopment to occur, provided it occurs in a manner that maintains and/or enhances the character of the downtown and adjacent areas. In terms of planned function, the downtown should continue to function as a focal point for commerce, tourism, entertainment and hospitality in the Town, accommodating a diverse mix of commercial, residential, cultural and social uses and opportunities. Factors to consider in developing a vision include:

- The significance of the downtown to the identity of Whitby and its role as the cultural and civic heart of the Town.
- Presence of a large concentration of historical and heritage buildings.

FACTS + TARGETS

Durham Region Official Plan classification: Regional Centre + intersection of two Regional Corridors

Intensification Potential: Moderate

Potential Intensification Sites: 28.4 hectares

Potential intensification: 5,591 additional people and 699 additional jobs

FEEDBACK

Tell Us What You Think

1. What is YOUR vision for this Intensification Area?
2. What do you think about the potential intensification and urban form for this intensification area?
3. What factors do you think need to be considered in determining where higher density and higher heights could locate and why?
4. What factors do you think need to be considered in evaluating specific development proposals?

Potential Elements of an Intensification Vision for the Downtown Intensification Area

- Desire to improve public realm and build on the pedestrian focus of the downtown.
- Desire to encourage investment and additional residential uses to support commercial uses and revitalization efforts.
- A lot pattern that is fragmented and irregular, with a wide range of frontages and depths.
- Proximity to low-density residential neighbourhoods on the edges of the downtown.
- Traffic circulation and parking

DOWNTOWN WHITBY

Intensification Area

Possible Precedents

Areas of higher potential for height + density.

Areas of lower potential for height + density.

Potential Concept Plan
Current Land Use and Development Pattern

The Port Whitby / Whitby GO Intensification Area is located on the Lake Ontario shoreline directly south of downtown Whitby. The area incorporates the Town’s only GO Transit station and is served by a full interchange with Highway 401.

Port Whitby boasts a number of exceptional existing and planned recreational facilities as well as open space amenities focused on the waterfront. Presently home to a moderately-sized residential population, the area accommodates a wide range of housing types, including low-, mid- and high-rise. Employment within the Intensification Area is limited primarily to retail and service jobs serving the local population, although the area is surrounded to the east and west by large employment areas that provide a wide range of manufacturing, logistics and office jobs.

Factors to Consider in Developing the Intensification Vision

- Adequacy of infrastructure and services, particularly sanitary sewer capacity
- Proximity to transit and, particularly, the GO station
- Contribution to greenspace, parks, trails and the public realm
- Traffic impacts, particularly along Victoria Street, and provision of parking
- Compatibility with existing neighbourhoods, including transition of height and density between new and existing uses
- Views to the Lake

Potential Elements of an Intensification Vision for the Port Whitby / Whitby GO Intensification Area

- A place that is memorable, distinctive, enduring, adaptable and valued.
- A mix of uses that provide opportunities for living, working and playing.
- A primary focus on tourism and recreation, with abundant open space, opportunities for small-craft harbour recreational activities and a contiguous, publicly accessible pedestrian system that runs the entire length of the waterfront and caters to various uses and user groups.
- A model of environmental sustainability, including buildings that meet the highest standards of energy and water use efficiency.
- A protected and enhanced natural environment.
- A pedestrian, cycling and transit-first community, where dependence on the private automobile is minimized.
- Accommodating density through a smaller number of taller, more slender buildings that minimize impacts on views of Lake Ontario and views of the Town from Lake Ontario. Smaller building footprints that allow for the maximization of open space.
- Architectural variety and a range of building forms and heights that create a true sense of place, with distinctive buildings rather than a “wall of condominiums”.
- Victoria Street as Port Whitby’s “main street” with ground-level retail and a comfortable walking environment.
- A mix of housing types that support a diversity of lifestyle styles including young adults, families and seniors, and that offer affordable living options. Concentration of higher density uses at the GO station.
- Higher density, high quality employment uses, such as office buildings, that take advantage of the GO station access.
- Harbour-related commercial uses that serve primarily the recreational and tourism function of the area as well as local residents.
- A strong connection between Port Whitby, the GO station and the downtown along the Brock Street corridor.

FACTS + TARGETS

Durham Region Official Plan classification: WATERFRONT PLACE AND COMMUTER STATION + INTERSECTION OF TWO REGIONAL CORRIDORS

Intensification Potential: High

Potential Intensification Sites: 61.6 hectares

Potential Intensification: 9,702 additional people and 1,213 additional jobs

POSSIBLE PRECEDENTS

Areas of higher potential for height + density.

Areas of lower potential for height + density.

FEEDBACK

Tell Us What You Think

1. What is YOUR vision for this Intensification Area?
2. What do you think about the potential Intensification and Urban Form for this Intensification Area?
3. What factors do you think need to be considered in determining where higher density and higher heights could locate and why?
4. What factors do you think need to be considered in evaluating specific development proposals?
Current Land Use and Development Pattern

The area centred on the intersection of Brock and Taunton is identified as one of Whitby's four Major Central Areas in the Whitby Official Plan. It is also the crossroads of two Regional Corridors – Brock Street and Taunton Road – that are identified as part of the Region’s Transit Priority Network.

The Brock/Taunton Intensification Area is one of two significant commercial areas in the Town, with the other being focussed at the Dundas/Thickson intersection. The southwest, northwest and northeast corners of the Brock/Taunton intersection are currently dominated by a number of large scale retail uses.

The southeast corner is currently vacant. Some medium density development has occurred on the west side of Brock to the south of the commercial area at Taunton. Potential exists for more residential development in that location. All of the existing commercial uses are low-rise and low-density in nature and are surrounded by significant amounts of surface parking. Many of the commercial uses have developed in the last ten years. Both Brock and Taunton are heavily travelled arterial roads with no on-street parking. Newer medium density forms of residential housing have developed in the north-east quadrant behind existing commercial uses.

The intensification potential in this area is moderate since many of the commercial uses are relatively new. However, large land areas and surface parking areas do provide ideal locations for medium and higher density housing in the future. It is not anticipated that this area will change significantly in the short term given the nature of the commercial uses and the timing of their development.

Factors to Consider in Developing the Intensification Vision

Brock/Taunton has been identified by ROPA 128 as one of three Regional Centres in the Town of Whitby. In terms of density, ROPA 128 requires that municipalities plan for overall densities that are higher in Regional Centres than in any other part of the Town. As a result, there is an expectation that the current built form and arrangement of land uses will change significantly in the future. In terms of planned function, the Brock + Taunton Intensification Area should continue to function as a focal point for commerce in the northern part of the Town, accommodating a diverse mix of commercial, residential, cultural and social uses and opportunities. Given the prime location and visibility of the lands, any development and redevelopment in this area should be carefully planned to improve the aesthetics, vibrancy and human-scale aspects of the area. Factors to consider in developing a vision include:

- Current function of Brock and Taunton as primarily streets for motor vehicles and how that function will evolve in the future as transit is improved.
- Low density, car-dependent nature of existing commercial development and amount of land devoted to surface parking.
- The potential for future development to have a much stronger pedestrian orientation.
- Compatibility with adjacent neighbourhoods that are dominated by low and medium density residential development.
- Recent age of many of the commercial uses, and resulting reduced likelihood of redevelopment in the near term.
- Large parcel sizes and generous frontages on major arterials that increase potential for higher density redevelopment.
- Desire to retain commercial uses and to continue the function of the Brock + Taunton Intensification Area as a focus of activity in northern Whitby.
- Sanitary sewer capacity servicing the area.

Potential Elements of an Intensification Vision for the Brock + Taunton Intensification Area

- Transform the area from a primarily single use, low-rise commercial area focussed on the car, into a mixed-use, higher density area with a strong transit and pedestrian focus.
- Maintain and enhance the function of this area as a major multi-use, multi-purpose commercial area in the Town.
- Foster development and redevelopment that provides a diverse range of retail, service, community, institutional and recreational uses serving all or a major part of the Town.
- Use public space, public art and architectural design to create an identity and sense of place for the area.
- Encourage the consolidation, intensification and expansion of major commercial uses in this area.
- Encourage the development of complementary residential and institutional uses to capitalize on the location of the area and existing infrastructure.
- Require new buildings to be located close to the street to better define the street edge.
- Make more efficient use of land by minimizing surface parking areas.
- Focus taller buildings at or near the intersection of Brock and Taunton to highlight the importance of the intersection and provide a focal point.

FACTS + TARGETS

Durham Region Official Plan classification: Regional Centre+intersection of two Regional Corridors

Intensification Potential: Moderate

Potential Intensification Sites: 75.4 hectares

Potential Intensification: 14,392 additional people and 1,799 additional jobs

Potential Concept Plan

Tell Us What You Think

1. What is YOUR vision for this Intensification Area?
2. What do you think about the potential intensification and urban form for this Intensification Area?
3. What factors do you think need to be considered in determining where higher density and higher heights could locate and why?
4. What factors do you think need to be considered in evaluating specific development proposals?
**Current Land Use and Development Pattern**

The Dundas East Intensification Area is centred on the intersection of Dundas Street and Thickson Road, an area that is identified as a Major Central Area in the Whitby Official Plan. It is characterized by a number of older low-rise commercial plazas and one indoor shopping centre (Whitby Mall). A significant proportion of the land base is dedicated to surface parking lots.

Surrounding residential uses include low and medium density housing, as well as some of the highest density housing in Whitby.

The lot pattern is irregular, however, most of the lots are large with generous depths. Both Thickson and Dundas are four lane roads that are designed as arterials. No on-street parking permitted. Dundas is identified as part of the Region’s Transit Priority Network and is also identified as a regional transit corridor in the Metrolinx Regional Transportation Plan. Thickson provides one of Whitby’s few intersections with Highway 401.

Intensification potential is very high. Many commercial uses are older and in need of significant upgrades. Parcels of land are large which provides for a number of redevelopment opportunities.

**Factors to Consider in Developing the Intensification Vision**

Dundas East is to be identified as a Local Centre and placed in the Urban Centre category, which is the category that is the highest in the hierarchy of Local Centres as set out by ROPA 128. ROPA 128’s minimum density for Urban Centres is 30 units per hectare. Dundas Street itself is also identified as a Regional Corridor by ROPA 128, and it has a higher minimum density of 60 units per hectare. The higher density should apply to lands immediately fronting onto Dundas Street inside the Local Centre, and to the Thickson Road frontage as well.

Given the age of many of the commercial uses and the significant amount of land area potentially available for development and redevelopment, there is an expectation that the current built form and arrangement of land uses will change significantly in the future. In terms of planned function, the Dundas East area should continue to function as a focal point for commerce in the southeastern part of the Town, accommodating a diverse mix of commercial, residential, cultural and social uses and opportunities. Given the prime location and visibility of the lands, any development and redevelopment in this area should be carefully planned to improve the aesthetics, vibrancy and human-scale aspects of the area.

**FACTS + TARGETS**

- Durham Region Official Plan classification: part of Regional Corridor
- Intensification Potential: High
- Potential Intensification Sites: 66.2 hectares
- Potential intensification: 5,725 additional people and 716 additional jobs

**Possible Precedents**

Areas of higher potential for height + density.

Areas of lower potential for height + density.

**Potential Elements of an Intensification Vision for the Dundas East Intensification Area**

- Transform the area from a primarily single use, low-rise commercial area focussed on the car, into a mixed-use, higher density area with a strong transit and pedestrian focus.
- Maintain and enhance the function of this area as a major multi-use, multi-purpose commercial area in the Town.
- Foster development and redevelopment that provides a diverse range of retail, service, community, institutional and recreational uses serving all or a major part of the Town.
- Use public space, public art and architectural design to create an identity and sense of place for the area.
- Encourage the consolidation, intensification and expansion of major commercial uses in this area.
- Encourage the development of complementary residential and institutional uses to capitalize on the location of the area and existing infrastructure.
- Require new buildings to be located close to the street to better define the street edge.
- Make more efficient use of land by minimizing surface parking areas.
- Focus taller buildings at or near the intersection of Dundas and Thickson to highlight the importance of the intersection and provide a focal point.
**Current Land Use and Development Pattern**

Brooklin represents a distinct community within Whitby, separated from the rest of Whitby by the 407 corridor, large tracts of future employment land, and parkland and open space. Its small historic core, which is covered in part by the Brooklin Heritage Conservation District, is surrounded by a significant amount of development that has occurred in the last 15 years.

The Downtown Brooklin Intensification Area is centered on the intersection of Winchester and Baldwin, which comprises the crossroads of two regional corridors in the Region’s Transit Priority Network. A recently-developed community shopping centre is located at the southeast corner and a gas station is located on the northeast corner. Lands at the northwest and southwest corners are currently vacant. The southwest corner lies outside of the Whitby built boundary, so development here would not be considered intensification; however, all four corners of Winchester and Baldwin will ultimately form the core of the Downtown Brooklin Regional Centre identified in ROPA 128.

**Factors to Consider in Developing the Intensification Vision**

Downtown Brooklin has been identified in ROPA 128 as one of three Regional Centres in the Town of Whitby. The Regional Centre would include lands inside the built boundary at Baldwin and Winchester as well as greenfield lands to the southwest of this intersection. In terms of density, ROPA 128 requires that municipalities plan for overall densities in Regional Centres that are higher than in any other part of the Town. In the case of Brooklin, this density would be met through both intensification of lands to the north and east of Baldwin and Winchester as well as new greenfield development to the south. Factors to consider in developing a vision include:

- Much of the existing community of Brooklin is made up of stable residential areas and a cultural heritage district that limits opportunities for intensification.
- Much of the development in the Regional Centre at Baldwin and Winchester will occur on lands that are outside of the built boundary.
- The recent development of the shopping centre at the southeast corner of Baldwin and Winchester means that re-development potential in the short and medium terms is low. However, options do exist on the pad for housing, although structured or underground parking would be required.
- The opening of the 407 in the future will reduce the amount of traffic on Winchester/Baldwin.

**Potential Elements of an Intensification Vision for the Downtown Brooklin Intensification Area**

- An urban area that is distinct from other areas in Durham Region.
  - A complete community that provides places to live, work and play, without reliance on travelling to other parts of Whitby or Durham Region.
  - A new Regional Centre focussed at the intersection of Winchester and Baldwin, including intensification inside the built boundary and greenfield development outside the built boundary.
  - A strong emphasis on the protection of the community’s unique cultural heritage. New development that complements the existing character of the community and reinforces the historic business area.
  - A vibrant and protected Lynde Creek and associated valleylands.
  - Future intensification that reflects the scale of existing development in the community with predominantly moderate or medium density (e.g. townhouses and walk-ups). Higher buildings at the intersection of Baldwin and Winchester that recognize its planned function as a Regional Centre.
  - An urban form that provides for excellent access to the transit corridors on Baldwin and Winchester and to the 407 Transitway.

**FACTS + TARGETS**

- Durham Region Official Plan classification: Regional Centre + intersection of two Regional Corridors
- Intensification Potential: Low-Moderate
- Potential Intensification Sites: 10.2 hectares
- Potential intensification: 2,617 additional people and 327 additional jobs

**FEEDBACK**

Tell Us What You Think

1. What is YOUR vision for this Intensification Area?
2. What do you think about the potential intensification and Urban Form for this Intensification Area?
3. What factors do you think need to be considered in determining where higher density and higher heights could locate and why?
4. What factors do you think need to be considered in evaluating specific development proposals?
Current Land Use and Development Pattern

The area between Brock and Garden along Rossland is identified as one of Whitby’s four Major Central Areas in the Whitby Official Plan. It is currently the site of a cluster of major institutional uses including the Town and Region administrative headquarters.

Most of the Brock + Rossland Intensification Area is built-out, or is subject to already approved development or pending development applications.

Limited potential intensification parcels remain, and intensification potential overall is low to moderate, since the larger parcels have already been approved for some form of development. Over the long term, the potential exists for intensification to occur around the major institutional buildings that are for the most part surrounded by open space or surface parking areas. One large parking garage has recently been constructed in the area in association with the Durham Regional Headquarters.

Factors to Consider in Developing the Intensification Vision

The Brock + Rossland Intensification Area is to be identified as a Local Centre and placed in the Urban Centre category, which is the category that is the highest in the hierarchy of Local Centres as set out by ROPA 128. ROPA 128’s minimum density for Urban Centres is 30 units per hectare. Brock Street itself is also identified as a Regional Corridor by ROPA 128, and it has a higher minimum density of 60 units per hectare. The higher density should apply to lands immediately fronting into Brock Street inside the Local Centre, and considered at other locations along Rossland to the east towards and beyond Garden Street as well.

In terms of planned function, the Brock + Rossland Intensification Area should continue to function as a focal point for government and community services in the Town and wider region, accommodating a diverse mix of commercial, residential, cultural and social uses and opportunities. Given the prime location and visibility of the lands, any development and redevelopment in this area should be carefully planned to improve the aesthetics, vibrancy and human-scale aspects of the area. Factors to consider in developing a vision include:

- Rossland is currently a four lane arterial road with no on-street parking permitted. Limited transit is anticipated in the near future, and the corridor is not part of the Region’s Transit Priority Network.
- Much of the institutional/government development on the south side of Rossland is not related well with the street and is surrounded by large surface parking areas or green space. There is limited opportunity to re-connect these uses to the street in the short to medium terms.
- Significant grade issues at the intersection of Rossland and Brock may limit opportunities for at-grade, pedestrian-oriented development.
- Given the identification of Brock as a Regional Corridor, the establishment of a focus at Brock and Rossland has merit.
- The elevation of the land on the north side of Rossland means that taller development on these lands will be highly visible from most of the southern part of Whitby.
- The significant amount of institutional employment in the area and the potential to establish more live-work opportunities in the area as well as service uses which serve the employment uses.

Potential Elements of an Intensification Vision for the Bock + Rossland Intensification Area

- Maintain and enhance the function of this area as one of the major institutional employment areas in the Town and Region.
- Encourage the development of additional residential uses in the area to complement existing employment uses.
- Encourage the development of higher density uses at the intersection of Rossland and Brock to recognize the importance of the intersection and the function of Brock Road as a Regional corridor. Use public space, public art and architectural design to create an identity and sense of place for this area.
- Encourage the long term pedestrian-oriented redevelopment of the northwest corner of Rossland and Garden to recognize the importance of the intersection as a focal point.
- Site new buildings on Rossland close to the street to better define the street edge.
- Make more efficient use of land by minimizing surface parking areas.

FACTS + TARGETS

Durham Region Official Plan classification: Brock Street is a Regional Corridor

Intensification Potential: Low to Moderate

Potential Intensification Sites: 25.0 hectares

Potential intensification: 2,109 additional people and 264 additional jobs
1. What is YOUR vision for this Intensification Area?

2. What do you think about the potential
Intensification and Urban Form for this
Intensification Area?

3. What factors do you think need to be considered
in determining where higher density and higher
heights could locate and why?

4. What factors do you think need to be considered
in evaluating specific development proposals?

Current Land Use and Development Pattern

The Brock Street, Dundas Street and Taunton Road Intensification Areas are the primary intensification corridors in Whitby. All three of these corridors are identified as Regional Corridors and part of the Region’s Transit Priority Network in Regional Official Plan Amendment 128. Dundas and Taunton are also identified as future regional tran-
sit corridors in the Metro Region’s Regional Transportation Plan.

All of the corridors are predominantly four-lane, car-oriented arterial roads with no on-street parking, with the exception of Brock and Dundas Streets where they pass through the historic downtown core.

Brock Street is the most varied of the corridors, with a mix of com-
mmercial uses, low density residential frontage, and some reverse lot-
ting from more recent development. Much of the older single-
detached housing on Brock has been converted to office and com-
mercial uses.

The intensification potential is generally low in these corridors be-
cause the majority of the potential intensification parcels have lim-
ited lot frontages and depths and are located immediately adjacent
to established and stable residential neighbourhoods. Both of these
factors have a significant impact on the viability of constructing
structured or underground parking, which means that it will be dif-
cult to achieve higher densities on these parcels unless a number of
parcels of land are consolidated.

Particularly on the smaller, more isolated parcels, it will be difficult
to achieve higher densities. In cases such as these, the optimization
of the land should be encouraged, provided the development is com-
patible with adjacent development.

Notwithstanding the above, there are a few parcels and areas that
have greater potential because of their size and they include lands
located at the northeast corner of Taunton and Garrard, at the north-
east and southeast corners of Taunton and Thickson, the southwest
corner of Baldwin and Columbus, and the two shopping plazas at the
intersection of Dundas Street West and Jeffrey. While the properties
that are already developed with commercial uses may take some
time to intensify, the other vacant parcels have a greater likelihood
of developing sooner.

Factors to Consider in Developing the
Intensification Vision

- Current function of these corridors as primarily streets for
  motor vehicles and how that function will evolve in the future as
  transit is improved.
- Importance of each corridor for traffic movement and their role
  as the main north-south and east-west corridors for traffic in
  the Town.
- Relatively limited and isolated opportunities for intensification,
  and particularly the limited number of larger parcels available to
  achieve higher densities in accordance with ROPA 128.
- Compatibility with surrounding residential neighbourhoods.
- Reverse lot frontages that sterilize sections of each corridor.
- Phasing new development onto lands that are currently used for
  parking, while maintaining the viability of existing
  commercial uses.
- The potential for future development to contribute to a much
  stronger pedestrian orientation.

Potential Elements of an Intensification Vision for the
Corridor Intensification Areas

- Transform the corridors from car-oriented arterial roads to multi-
  modal corridors that support transit, walking and cycling.
- Respect the character of adjacent residential neighbourhoods by
  ensuring that new development complements the existing built
  form to the extent possible.
- The height of buildings should have a proportional relationship
  to the street right-of-way and new buildings should be located
close to the street to better define the street edge and create a
  well-defined character for the street.
- Focus the massing of buildings at intersections to establish
  focal points.
- Include active retail uses on the ground floors of taller buildings
to contribute to pedestrian activity.
- Orient windows, main entrances and other primary building
  façade elements toward the street to contribute to a more
  pleasant pedestrian environment.
- Encourage the consolidation and expansion of parcels of land to
  provide for greater economies of scale in the corridors.

FACTS + TARGETS
Durham Region Official Plan classification:
Regional Corridors and Future Regional Corridors
Intensification Potential: Low to Moderate
Potential Intensification Sites: 79.4 hectares
Potential Intensification: 11,594 additional people
and 2,307 additional jobs

FEEDBACK
Tell Us What You Think

Locations

The Brock Street Intensification Area runs along
Brock Street outside of the Port Whitby, Downtown
Whitby, Brock + Rossland, Brock + Taunton and
Downtown Brooklin Intensification Areas.

The Dundas Street Intensification Area runs along
Dundas Street outside of Downtown Whitby and
Dundas East Intensification Areas

The Taunton Road Intensification Area runs along
Taunton Road east of Brock Street outside of the
Brock + Rossland Intensification Area

In addition to the three corridors described above,
Victoria Street, Winchester Road and the portion of
Taunton Road west of Brock Street, and the portion
of Brock Street north of Taunton Road are identified
in ROPA 128 as Future Regional Corridors.

CORRIDOR
Intensification Areas

WHITBY 1 : 50,000
Name of Intensification Area: ____________________________________________________________

1. What is YOUR vision for this Intensification Area?
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__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

2. What do you think about the potential Intensification and Urban Form for this Intensification Area?
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__________________________________________________________________________________________
__________________________________________________________________________________________
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3. What factors do you think need to be considered in determining where higher density and higher heights could locate and why?
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__________________________________________________________________________________________
__________________________________________________________________________________________
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4. What factors do you think need to be considered in evaluating specific development proposals?
__________________________________________________________________________________________
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__________________________________________________________________________________________

Your contact information (optional)
Name: ____________________________________________________________________________
Address: ____________________________________________________________ Postal Code: _____________
Phone:___________________________ Email: ___________________________________________
Organization (if any): ________________________________________________________________
TELL US WHAT YOU THINK

Name of Intensification Area: ____________________________________________________________

1. What is YOUR vision for this Intensification Area?
   _______________________________________________________________________________
   _______________________________________________________________________________
   _______________________________________________________________________________
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2. What do you think about the potential Intensification and Urban Form for this Intensification Area?
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3. What factors do you think need to be considered in determining where higher density and higher heights could locate and why?
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4. What factors do you think need to be considered in evaluating specific development proposals?
   _______________________________________________________________________________
   _______________________________________________________________________________
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   _______________________________________________________________________________

Your contact information (optional)

Name: ____________________________________________________________________________
Address: _________________________________________________ Postal Code: _____________
Phone: __________________________ Email: ____________________________________________
Organization (if any): ________________________________________________________________
TELL US WHAT YOU THINK

Name of Intensification Area: ______________________________________________________________

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Your contact information (optional)
Name: ____________________________________________________________________________
Address: ______________________________________ Postal Code: _____________
Phone:___________________________ Email: ______________________________________
Organization (if any): ________________________________________________________________
Name of Intensification Area: ____________________________________________________________

1. What is YOUR vision for this Intensification Area?
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Your contact information (optional)
Name: ____________________________________________________________________________
Address: _________________________________________________Postal Code: _____________
Phone:___________________________Email: ___________________________________________
Organization (if any): ________________________________________________________________
Please send your comments to:

    Intensification Strategy
    Planning Department
    Town of Whitby
    575 Rossland Road East
    Whitby, Ontario L1N 2M8
    Tel: 905-430-4306
    Contact: Ed Belsey, (ext. 2280)
    Fax: 905-668-7812
    Email: intensificationplan@whitby.ca