



Town of Whitby Staff Report

whitby.civicweb.net

Report Title: Urban Design Guidelines and Comprehensive Block Plan for the southwest corner of Baldwin Street South and Winchester Road West

Report to: Committee of the Whole

Date of meeting: May 6, 2019

Report Number: PL 43-19

Department(s) Responsible:

Planning and Development Department

Submitted by:

R. Saunders, Commissioner of Planning and Development

Acknowledged by M. Gaskell, Chief Administrative Officer

For additional information, contact:

K. Kram, Planner x2415

1. Recommendation:

That the Urban Design Guidelines and Comprehensive Block Plan for the southwest corner of Baldwin Street South and Winchester Road West, dated April 2019, prepared by the MBTW Group on behalf of Winash Developments Limited, be endorsed by Council and used in the review, evaluation and consideration of associated development applications.

2. Highlights:

- The proponent submitted applications for Draft Plan of Subdivision (File SW-2017-08) and Zoning By-law Amendment (File Z-19-17) for the eastern portion of the study area in October 2017, along with the Urban Design Guidelines (UDG) and Comprehensive Block Plan (CBP) document. The development applications have been circulated for agency comment, however a statutory public meeting has not yet been held.
- The MBTW Group (MBTW) was retained by the proponent to prepare the UDG/CBP document. The proponent and MBTW have worked with the Town's Planning and Development Department throughout the review process to finalize the UDG/CBP document.

- This document has been prepared in accordance with policies in both the previous and new Brooklin Community Secondary Plans and proposes a mixed-use community with residential, commercial and employment uses. Through the process of completing the UDG/CBP document, the proponent has chosen to identify the study area as the 'South Village Community'.
- The proponent's proposed concept plan would provide for approximately 820 residential units and 28,000 m² (301,399 ft.²) of commercial floor space as well as a block for future employment uses (business park). The proposed concept plan also includes an urban square, pedestrian promenade, parkette and lands for passive open space.
- Subject to endorsement by Council, the Town will initiate the requisite statutory public meeting for the related Draft Plan of Subdivision and Zoning By-law Amendment applications (SW-2017-08 & Z-19-17).

3. Background:

The study area is comprised of the lands bounded by Winchester Road West, Baldwin Street South, Highway 407 and Ashburn Road (refer to Attachment #1). There are four privately owned properties within the study area:

- 5550 Baldwin St. S. – Vacant land (Winash Developments Ltd.);
- 145 Winchester Rd. W. – Vacant land (Winash Developments Ltd.);
- 105 Winchester Rd. W. – Car Wash/Veterinarian (Privately owned); and,
- 49 Winchester Rd. W. – Gas Station (Privately owned).

In addition, there is a 1 hectare (2.47 acre) triangular shaped vacant parcel of land at the corner of Baldwin St. S. and Winchester Rd. W., which is owned by the Ministry of Transportation (MTO).

The study lands comprise an approximate cumulative area of 29 hectares (71.5 acres).

3.1. Policy Framework

The study area is designated Major Commercial and Business Park in the Brooklin Community Secondary Plan (refer to Attachment #2).

Major Commercial

Lands in the Major Commercial designation are intended to provide for the higher order shopping needs of the Brooklin community and are to accommodate a full range of retail, restaurant, entertainment, cultural, recreational, community, institutional, personal service and office uses. Department stores and supermarkets are encouraged to locate in areas designated Major Commercial.

The Major Commercial designation is intended to function as an extension of the commercial shopping area in Downtown Brooklin as well as an urban gateway into the historic Downtown.

The Brooklin Community Secondary Plan indicates that development approvals in the Downtown Brooklin Major Central Area (south of Winchester Road) must provide for a gross leasable floor space of 70,000 to 100,000 square metres. The boundary of the Major Central Area is illustrated on Attachment #3.

In addition to the planned commercial development, the Major Commercial designation accommodates residential units in stand-alone or mixed-use formats. The minimum required residential density is 65 units per net hectare (uph). The maximum permitted density is 200 – 300 uph depending on whether the lands are within or outside the Intensification Corridor and contain non-residential uses.

The minimum required building height for both residential, mixed-use and non-residential buildings is 2 storeys.

Business Park

Permitted uses in the Business Park designation include prestige industrial uses such as light industrial, office, commercial or technical schools, post-secondary educational facilities and research and development facilities. Policy 11.5.22.3 specifies that the Business Park designation in the study area must provide for office and other intensive employment uses whose employees can support the commercial uses of the Downtown Brooklin Major Central Area.

Downtown Brooklin Major Central Area South

The Major Commercial portion the study area is located within the Downtown Brooklin Major Central Area (refer to Attachment #3). Policy 11.5.4.11 states that:

“Development in the southern portion of the Downtown Brooklin Major Central Area shall complement Brooklin’s historic Downtown and enhance its vibrancy through the development of a Pedestrian Promenade that functions as a pedestrian-oriented extension of the Baldwin Street retail “main street” in the southwest quadrant of the Downtown Brooklin Major Central Area. The Pedestrian Promenade will be designed to ensure a sense of continuity of the pedestrian-oriented streetscape of the historic downtown and may be a combination of pedestrian only promenade and/or a public or private street with retail stores built up to and facing the Pedestrian Promenade.”

Requirement for UDG/CBP document

Policy 11.5.4.18 of the updated Brooklin Community Secondary Plan requires that a CBP be prepared prior to development within the southern portion of the Downtown Brooklin Major Central Area.

Policy 11.5.6.14 of the previous Brooklin Secondary Plan required the submission of an UDG document to support all planning applications.

The proponent submitted applications for Draft Plan of Subdivision and Zoning By-law Amendment in October 2017 accompanied by an UDG document in accordance with the previous Brooklin Secondary Plan.

Through the review process, this document was expanded to serve as both an UDG document and a CBP in accordance with both the previous and new Brooklin Secondary Plans.

3.2. Urban Design

Urban Design is the art of connecting people and places, movement and urban form, nature and the built fabric. It draws together the many strands of place-making, environmental stewardship, and economic viability into the creation of places. It is the process of giving form, shape and character to groups of buildings and the spaces between them, blending together architecture, landscape and urban planning.

An UDG document provides a framework to guide design decisions and is utilized to assess the urban design aspects of future development applications.

A CBP is a guiding document for the coordinated, appropriate and integrated development or re-development of land(s) that implements policies of the Official Plan and associated Secondary Plan. It establishes block patterns and the location of community services such as parks and open space as well as commercial and personal service uses. It encourages the compatible integration of specific development elements, such as shared access, pedestrian and vehicular circulation, parking, servicing and infrastructure.

Council recently endorsed the Brooklin Urban Design and Sustainable Development Guidelines (BUSDG) which also apply to the study area. The BUSDG contain overall guidelines as well as area specific guidelines for the southern portion of the Downtown Brooklin Major Central area which includes the study area. Future development of the study area will also be required to conform with these guidelines.

4. Discussion:

The UDP/CBP document will be used to evaluate development applications within their land use context in a holistic and sustainable way. This will ensure that matters of compatibility, transition and “good fit” are addressed so that the development makes a positive contribution to the Brooklin area and the streetscape.

4.1. Overview of Design Concept

The future and potential pedestrian and vehicular connection points to and through the site have been conceptually considered in the UDG/CBP document. The primary vehicular accesses to the study area will be on Winchester Rd. W. opposite Ferguson Ave. and on Baldwin St. S. opposite Roybrook Ave.

The primary vehicular access through the site is proposed via a collector road, labeled Street A. Street A is proposed to run west from Baldwin St. S. and Roybrook Ave. turning north to connect to Winchester Rd. W. It will be necessary

for the proponent to acquire land from the property at 49 Winchester Rd. W. (gas station) in order to line up Street A opposite Ferguson Ave. as proposed.

Access to the study area from both Baldwin St. S. and Winchester Rd. W. is under the jurisdiction of the MTO. Through the review of the related development applications the MTO has advised that the location of Street A and the other minor accesses into and out of the site are acceptable. Access to the study area from Ashburn Road is not feasible for a variety of reasons, most significantly grading challenges.

Some of the key elements and conclusions of the UDG/CBP include:

- Strategically locating a mix of uses to promote active transportation and to ensure connectivity to the greater Brooklin community;
- High-quality commercial development will anchor the community and reflect the character of Brooklin;
- Connecting Brooklin's 'main street' to the study area in the form of a pedestrian promenade;
- An urban square and landscaped squares will be framed by mixed-use buildings to create human-scale public spaces that promote social connectivity;
- A connected and accessible pedestrian network will provide opportunities for active circulation throughout the South Village Community and to surrounding neighbourhoods; and,
- Winchester Rd. W. and Baldwin St. S. will have a consistent street wall and improved streetscape conditions, supporting active transportation and creating visual interest along these community edges.

4.2. Overview of Proposed Community Block Plan

The proponent's proposed Community Block Plan envisions a mixed-use community with residential, commercial and employment uses (refer to Attachment #4).

Proposed residential uses consist of approximately 820 units in apartment buildings (with and without commercial uses at grade) and different types of townhouse dwelling units (stacked, laneway, street and/or block). The plan also identifies a block for senior's housing, which could consist of a retirement home or senior's apartment building.

Proposed commercial uses include a supermarket and restaurants along with space for a variety of other retail and personal service uses.

There are no specific uses proposed for the business park block. Future proposed uses are required to conform with the Town of Whitby Official Plan.

The proponent's proposed Community Block Plan has been divided into 13 blocks, as follows:

- Block 1 (1.09 ha/2.69 ac) – A 5-storey apartment building with ground floor retail. Underground parking would be provided for residents and surface parking would be provided for retail users;
- Block 2 (1.65 ha/4 ac) – A 4-storey senior's residential building with ground floor retail. Retail uses would front onto the pedestrian promenade at the northern edge of Block 2;
- Block 3 (4.44 ha/11 ac) – Commercial buildings including a supermarket and restaurants. Surface parking will be located internal to the site;
- Block 4 (2.4 ha/5.9 ac) – Commercial buildings. Where these buildings front onto the pedestrian promenade, active frontages will be oriented towards pedestrian circulation routes;
- Block 5 (4.46 ha/11 ac) – Business Park. Specific uses and built form will be determined at a later date;
- Block 6 (2.65 ha/6.5 ac) – Stormwater management pond;
- Block 7 (1.13 ha/2.79 ac) – Passive open space;
- Blocks 8 (0.47 ha/1.2 ac), 11 (3.29 ha/8.1 ac) and 12 (1.25 ha/3 ac) – High density residential (townhouses);
- Block 9 (0.4 ha/1 ac) – Parkette. The parkette will serve as the anchoring terminus of the pedestrian promenade;
- Block 10 (0.33 ha/0.8 ac) – A 3-storey apartment building with ground floor retail (currently occupied by a car wash and veterinarian's office); and,
- Block 13 (0.17 ha/0.4 ac) – Future mixed use development block (currently occupied by a gas station).

As directed by the Brooklin Community Secondary Plan, the plan proposes an urban square at the corner of Baldwin St. S. and Winchester Rd. W. A pedestrian promenade connects the urban square to the parkette in the interior of the site.

The UDG/CBP provides conceptual drawings of the pedestrian promenade showing how it could be designed to facilitate connectivity between the study area and the existing Downtown Brooklin area (refer to Attachment #5). The conceptual drawings show one design concept for the pedestrian promenade if

the MTO owned lands become available for future development and one design concept showing how the pedestrian promenade could be designed should the MTO lands remain undeveloped.

The proponent is proposing to phase the development of the study area in a generally east to west fashion. Blocks 1 – 4 contain the majority of the commercial uses. A proposed supermarket would be developed in Phase 1 along with Street A and the stormwater management pond (Block 6). Block 5 (the business park) and the lands to the west of Street A are proposed to be developed in Phase 2.

4.3. Analysis and Recommendation

The UDG/CBP document envisions a mixed-use community with residential, commercial and employment uses in accordance with the Town of Whitby Official Plan.

The Official Plan contains specific commercial floor space requirements as well as residential density requirements that apply to the study area. These targets have been addressed in Appendix A of the UDG/CBP document.

Commercial Floor Space Targets

The Brooklin Community Secondary Plan indicates that development approvals in the Downtown Brooklin Major Central Area (south of Winchester Road) must provide for a gross leasable floor space of 70,000 to 100,000 (753,498 – 1,076,426 ft.²) square metres. This area comprises the Major Commercial portion of the study area as well as lands on the south side of Winchester Rd. W. east of Baldwin St. S.

The proponent has advised that the initial development of the study area will include approximately 28,000 m² (301,399 ft.²) of commercial floor space and that there is approximately 11,000 m² (118,407 ft.²) of existing commercial floor space on the east side of Baldwin St. S. Appendix A details how the minimum 70,000 m² (753,498 ft.²) commercial floor space target will be met with re-development over time. In the future re-development scenario the proponent assumes that there is potential for approximately 10,000 m² (107,643 ft.²) of commercial floor space on the vacant MTO land at the corner of Baldwin St. S. and Winchester Rd. W.

To date the MTO has advised Town staff that these vacant lands are required for highway infrastructure purposes and will not be available for development. Should this be the case, the proponent will be required to accommodate an additional 10,000 m² (107,643 ft.²) of commercial floor space within the study area in order to conform with the Official Plan.

Residential Density

The minimum required residential density for the Major Commercial portion of the study area is 65 uph. The maximum permitted density is 200 – 300 uph depending on whether the lands are within or outside the Intensification Corridor and contain non-residential uses.

In addition, the Brooklin Community Secondary Plan requires that a minimum of 750 additional residential units be accommodated in the southern portion of the Downtown Brooklin Major Central area.

The UDG/CBP document proposes approximately 820 residential units in the study area and indicates that the proposed residential development will meet the minimum requirement of 65 uph for high density residential development. The proponent has indicated that the preferred plan is to develop Blocks 8, 11 and 12 on the west side of the study area with different types of townhouse dwelling units. However, in Appendix A.2 they note that there are other options for developing these blocks in conformity with the Official Plan, including apartment buildings.

The preferred plan to develop Blocks 8, 11 and 12 with townhouse dwelling units just meets the minimum required density of 65 uph. The development of one or more of these blocks with a higher density form, such as an apartment building, would be more in line with the Official Plan and the future vision for the study area.

Overall UDG/CBP considerations

As noted above in Section 4.1, the proposed access locations including the location of Street A have been approved by MTO through the review of the related development applications.

The vacant 1 ha (2.47 ac.) parcel of land owned by MTO at the corner of Baldwin St. S. and Winchester Rd. W. represents a challenge in terms of connecting the study area to the existing Downtown Brooklin area. The Brooklin Community Secondary Plan directs that this area is to include an urban square which will connect the existing Downtown Brooklin area to the study area. Planning and Development staff have engaged MTO staff to discuss options for the use of this land in the future. The exact location and design of the urban square feature will be determined through the future development approvals process, and discussions with MTO.

The existing hedgerow of mature spruce trees at the corner of Baldwin St. S. and Winchester Rd. W. appears to be located mostly on the vacant MTO land. Council's endorsement of this document is not making any decision on the future of these trees. The status of these mature trees and whether or not they will be able to be retained will be determined through future development approvals processes.

The UDG/CBP document provides a framework to evaluate future development applications. This concept advances the goals of the Official Plan, therefore it is recommended that the UDG/CBP document be endorsed by Council.

5. Financial Considerations:

The proponent will be responsible for the cost of retaining a Control Architect through the subdivision approval process.

6. Communication and Public Engagement:

The completion of an UDG/CBP document is not prescribed by the Ontario Planning Act. Therefore, no formal public consultation has been undertaken to date. The opportunity for public input will be provided at the Draft Plan of Subdivision and Zoning By-law Amendment application stage.

The proponent has contacted the two other private landowners within the study area about participating in the UDG/CBP process. The owner of 105 Winchester Rd. W. provided some development concepts that the applicant has incorporated into the final draft. The owner of 49 Winchester Rd. W. has declined to be formally included in the drafting of the document.

The owners of 49 and 105 Winchester Rd. W. were advised of the consideration of the UDG/CBP at this meeting.

7. Input from Departments/Sources:

The document was circulated to an internal review team composed of representatives from the Planning and Development Department and Public Works Departments. The document was also circulated for comment to the Community and Marketing Services Department (Parks and Accessibility) as well as MTO.

8. Strategic Priorities:

a. Council Goals

The UDG/CBP document assists in achieving the following 2018-2022 Council goals:

- To accelerate the pedestrian focus of our historic downtown cores; to leverage municipal tools and resources to generate downtown supportive investments; to facilitate the continued growth of our Innovation District; and to gain care and control of Baldwin Street through downtown Brooklin;
- To remain the community of choice for families and become the community of choice for seniors and job creators; and to focus new growth around the principles of strong, walkable and complete neighbourhoods that offer mobility choices; and,

- To become the destination of choice for visitors; to realize the economic, cultural and social potential of our downtowns, waterfront, green spaces and major attractions; to support and facilitate new community events and increase recreational opportunities along our waterfront.

b. Corporate Strategic Plan and Strategic Priorities

The UDG/CBP document assists in achieving the following Corporate Strategic Plan Priorities and Objectives:

Organization

We will be a high performing, innovative, effective and efficient organization.

OBJECTIVES:

Continually improve how we do things by fostering innovation and focusing on making our processes better.

Customer

We will provide a consistent, optimized and positive customer service experience.

OBJECTIVES:

Design service delivery around customer needs.

9. Attachments:

[Attachment #1: Location Sketch](#)

[Attachment #2: Excerpt from the Brooklin Community Secondary Plan Schedule 'K'](#)

[Attachment #3: Excerpt from the Brooklin Community Secondary Plan Schedule 'K1'](#)

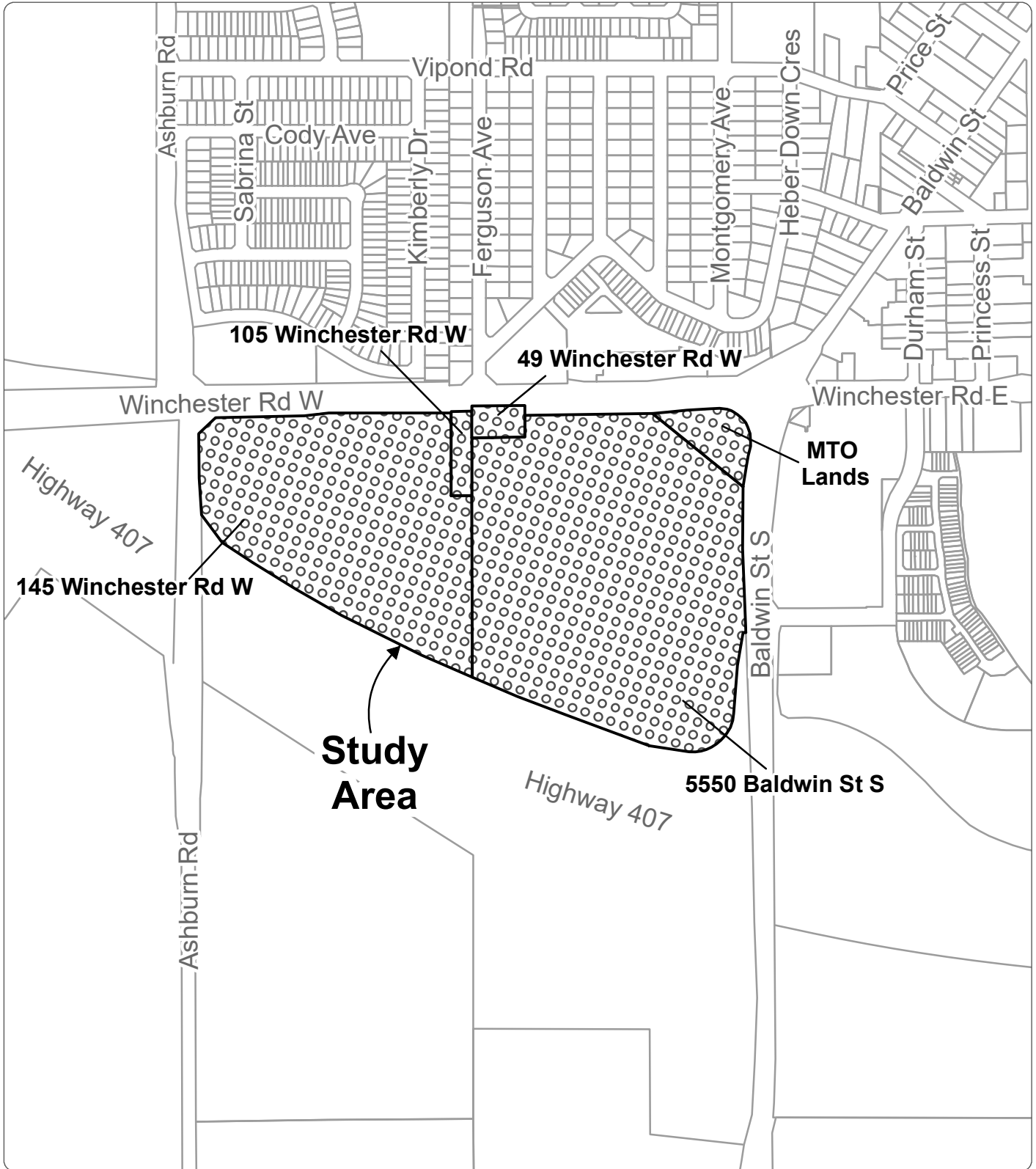
[Attachment #4: Preferred Community Block Plan](#)

[Attachment #5: Conceptual Drawings of the Pedestrian Promenade](#)

[Attachment #6: Urban Design Guidelines and Comprehensive Block Plan: South Village Community](#)

Attachment #1 Location Sketch

PL 43-19



Town of Whitby Planning and Development Department

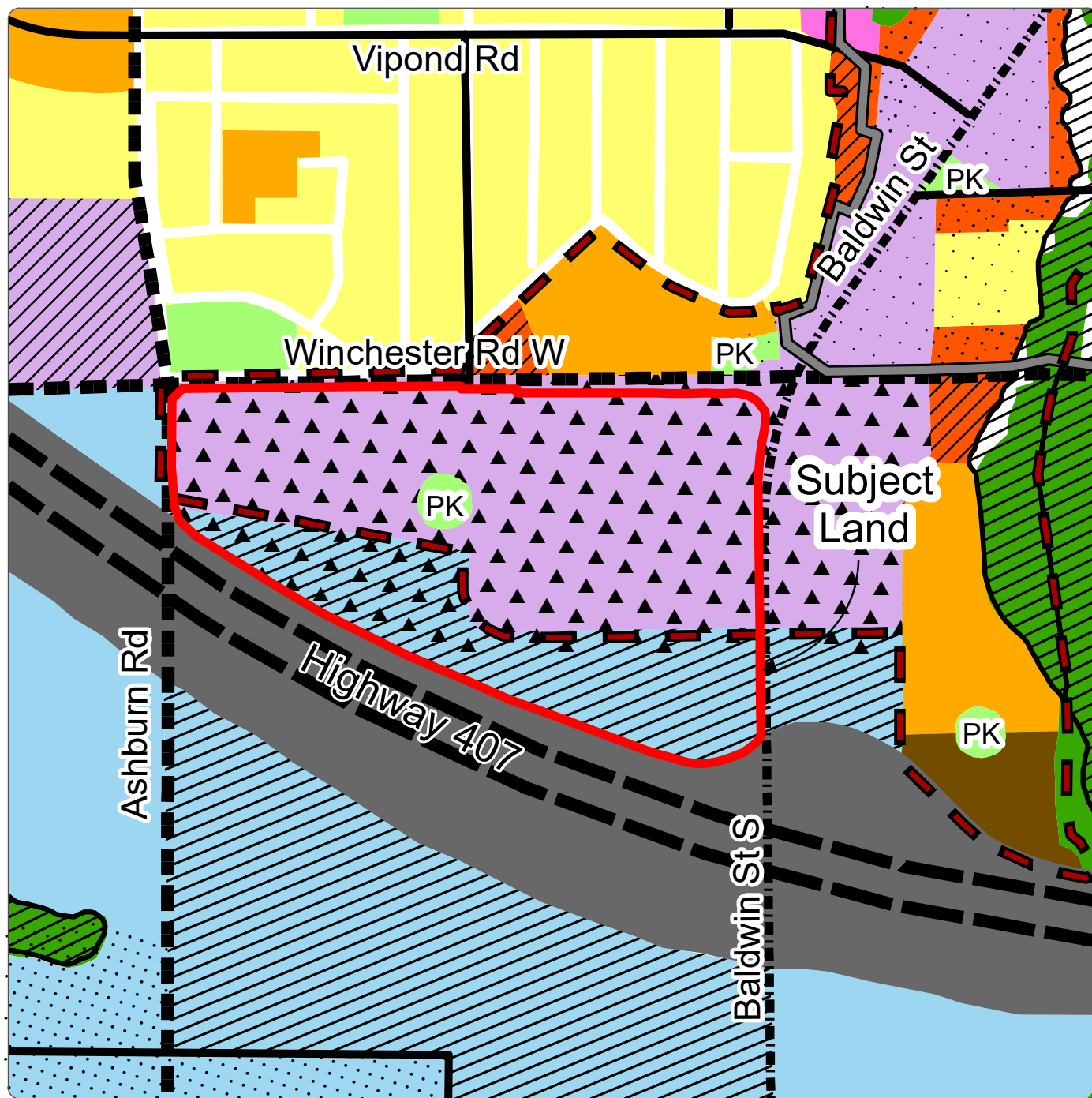
Applicant:
Winash Developments Limited


Date:
April 2019



Attachment #2

Excerpt from the Brooklin Community Secondary Plan Schedule 'K'



LEGEND			
Low Density Residential	Major Open Space	Natural Hazards	Grade Separation
Medium Density Residential	District Park	Utility	Potential Grade Separation
High Density Residential	Local Park	Health Precinct Special Policy Area	Future Transitway Station
Local Commercial	Parkette	Community Central Area	Controlled Access Highway (Freeway)
Special Purpose Commercial	Town Park	Major Central Area	Type A Arterial
Heritage Commercial	Institutional	Heritage Conservation District Boundary	Type B Arterial
Major Commercial	Secondary Schools	Secondary Plan Boundary	Type C Arterial
Mixed-Use 1 - Community Central Area	Elementary Schools	Lands Subject to Policy 11.5.32.3	Collector Road
Mixed-Use 2 - HCD	 Linkage in NHS	Special Policy Area - Refer to Section 11.5.31.6	Greenbelt Plan Boundary
Mixed-Use 3	Deferred by the Region of Durham	Full Interchange	
Prestige Industrial	Natural Heritage System	Potential Interchange (Subject to Further Study)	
Business Park	Lands subject to Durham Regional Official Plan Policy 14.13.7 - D2		
General Industrial			

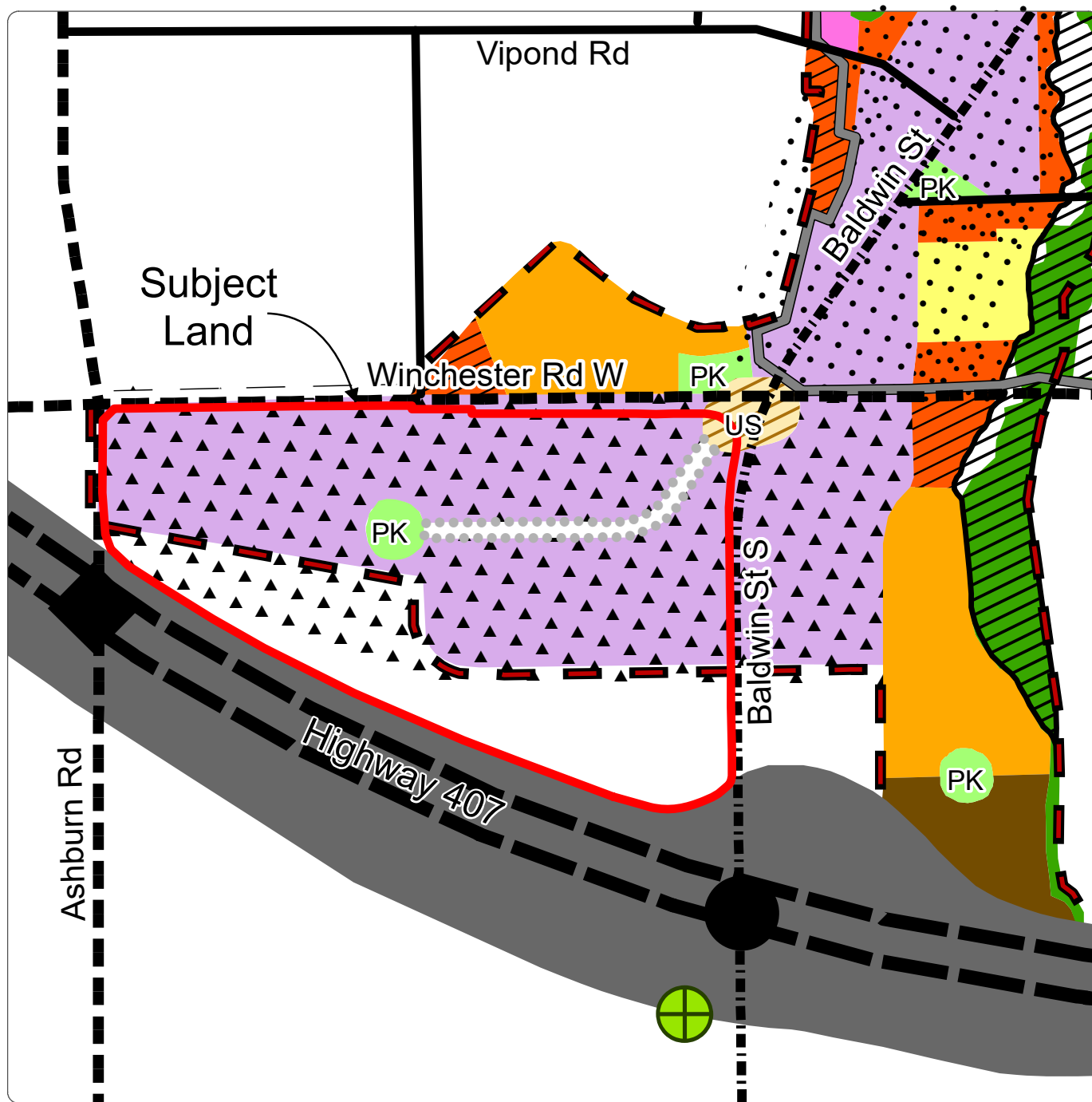
Excerpt from: Schedule **K**

Brooklin Community Secondary Plan

Town of Whitby

Attachment #3

Excerpt from the Brooklin Community Secondary Plan Schedule 'K1'



Legend

Low Density Residential	Natural Heritage System	Controlled Access Highway (Freeway)
Medium Density Residential	Natural Hazards	Type B Arterial
High Density Residential	Parkette	Type C Arterial
Heritage Commercial	Urban Square	Collector Road
Major Commercial	Institutional	Full Interchange
Mixed-Use 2 - HCD	Major Central Area	Grade Separation
Mixed-Use 3	Heritage Conservation District Boundary	Future Transitway Station
Major Open Space	Pedestrian Promenade with Ground Floor Animation	

Excerpt from: Schedule **K1**
Downtown Brooklin Major Central Area
Brooklin Community Secondary Plan
Town of Whitby

0 50 100
Metres

Attachment #4 Preferred Community Block Plan

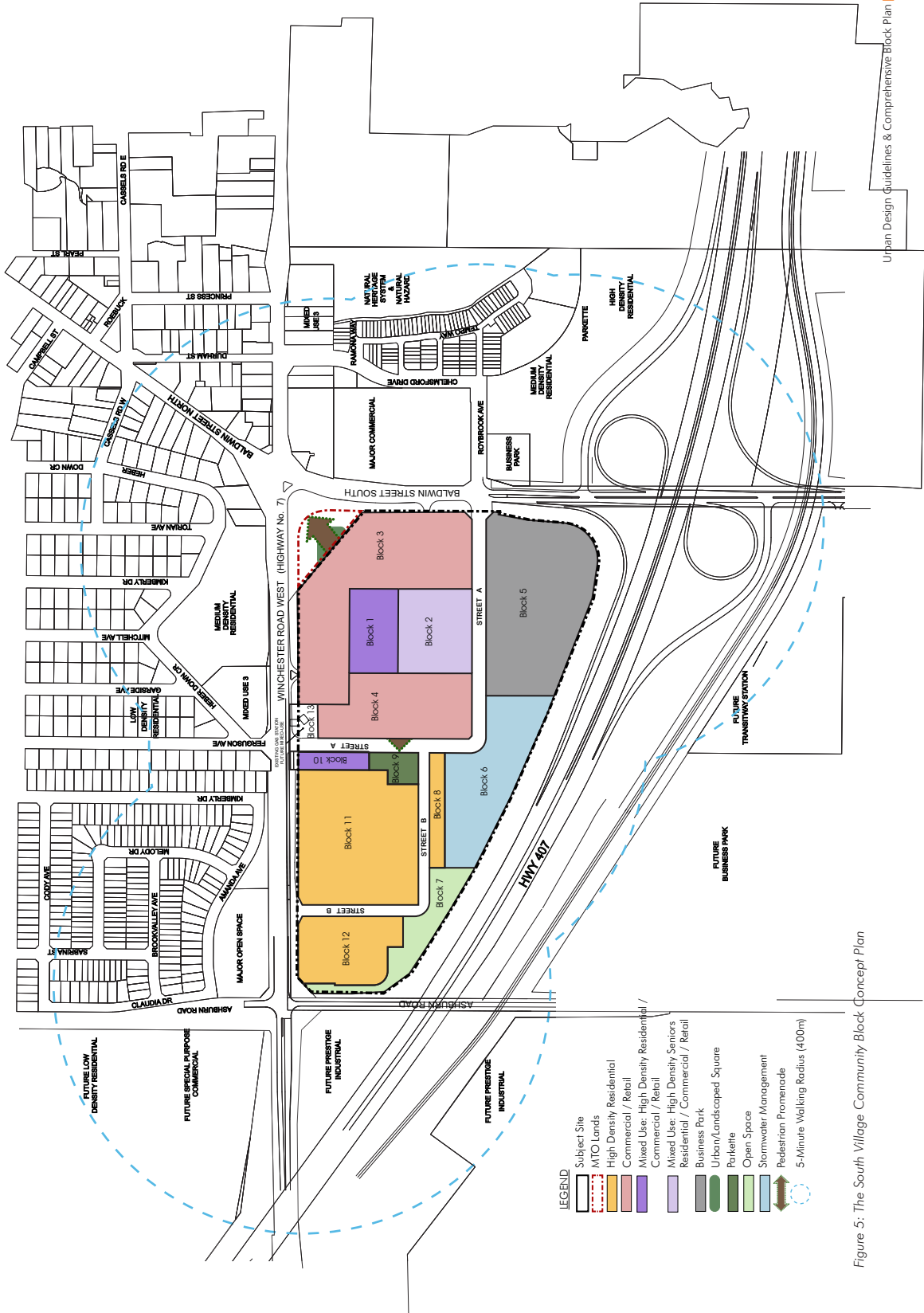


Figure 5: The South Village Community Block Concept Plan

Conceptual Drawings of the Pedestrian Promenade

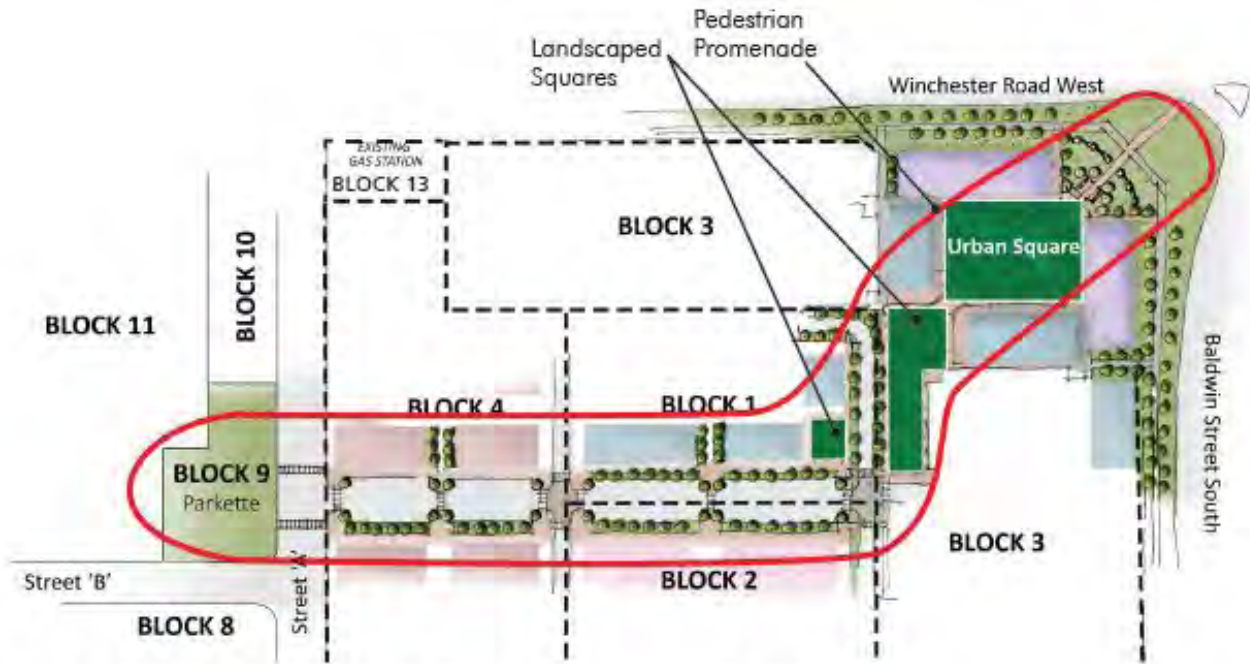


Figure 10: Conceptual drawing of the Pedestrian Promenade (with MTO Lands).

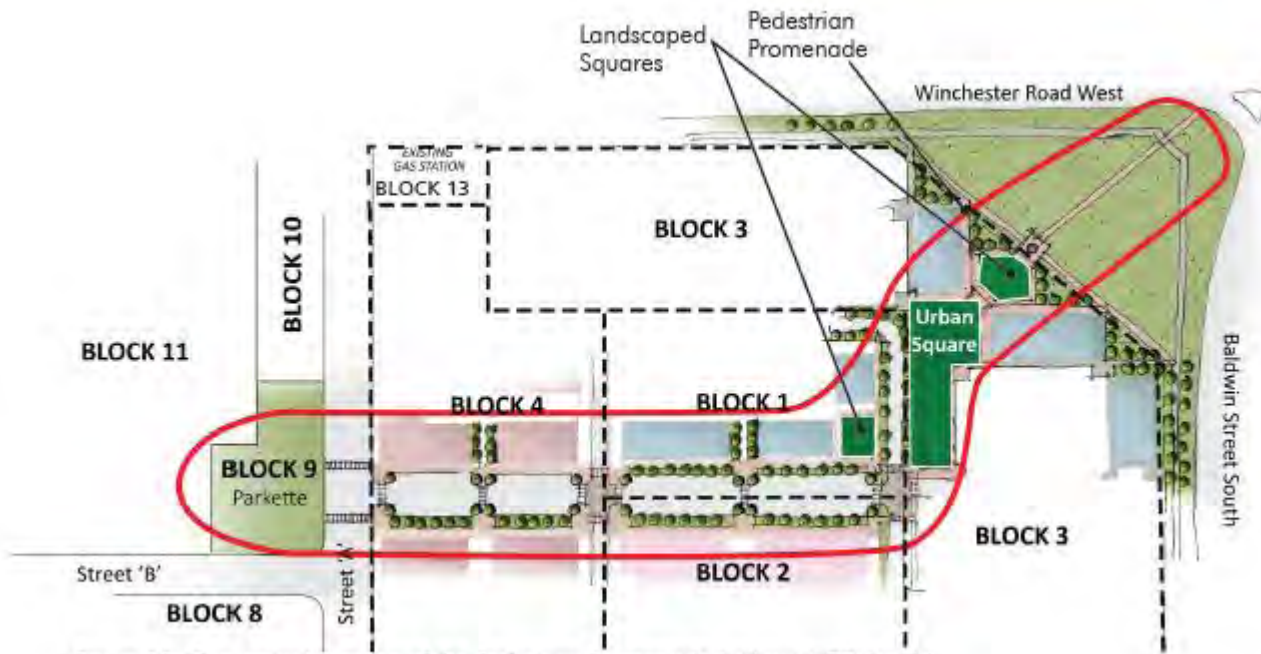


Figure 11: Conceptual drawing of the Pedestrian Promenade (without MTO Lands).

URBAN DESIGN GUIDELINES & COMPREHENSIVE BLOCK PLAN **SOUTH VILLAGE COMMUNITY**



SW Corner of Baldwin Street S. & Winchester Road W.
Brooklin, Town of Whitby

Fieldgate Developments
April 2019

TABLE OF CONTENTS

- 1.0 INTRODUCTION 1**
- 1.1 Purpose of the Document 2
- 1.2 Study Area Location & Context 2
 - 1.2.1 Cultural Heritage 4
- 1.3 SWOT Analysis 6
- 1.4 Community Vision & Design Objectives 9

- 2.0 PLANNING POLICY CONTEXT 11**
- 2.1 Provincial Policy Statement (2014)..... 12
- 2.2 Places to Grow - Plan for the Greater Golden Horseshoe (2017) 12
- 2.3 Durham Regional Official Plan 13
- 2.4 Town of Whitby Official Plan (Consolidated 2018)..... 14
- 2.5 Approved Brooklin Secondary Plan - OPA 108 (August 2018) 18
- 2.6 Brooklin Business District Main Central Area Expansion (2008) 21
- 2.7 Other Relevant Documents..... 21

- 3.0 SUSTAINABLE COMMUNITY DEVELOPMENT PRINCIPLES 23**
- 3.1 Sustainability Objectives 24
 - 3.2.1 Built Environment 25
 - 3.2.2 Green Infrastructure & Low Impact Development 25
 - 3.2.3 Active Transportation 25
 - 3.2.4 Parks & Open Space..... 25

4.0	COMMUNITY BLOCK PLAN	27
4.1	Block Concept Plan	28
4.2	Block Structuring Elements.....	30
	4.2.1 Parks & Open Space Network.....	30
	4.2.2 Block Circulation Network.....	31
	4.2.3 Land Use Mix & Distribution.....	34
4.3	Special Character Areas.....	39
	4.3.1 Winchester Road Streetscape	40
	4.3.2 Baldwin Street Streetscape.....	40
	4.3.3 Gateways and Site Entrances/Accesses	41
	4.3.4 The Pedestrian Promenade.....	42
	4.3.5 Parkette & Open Space	44
5.0	PUBLIC REALM PRINCIPLES & ELEMENTS	47
5.1	Public Realm Principles	48
	5.1.1 Urban/Landscaped Squares	48
	5.1.2 Parkette	49
	5.1.3 Stormwater Management Pond	50
5.2	Community Streetscapes.....	51
	5.2.1 Collector Street.....	52
	5.2.2 Local Residential Streets	52
	5.2.3 Local Residential Window Street	52
	5.2.4 Residential Laneways	53
	5.2.5 Private Commercial Driveways.....	53
5.3	Non-Residential Landscape Design	54

6.0	BUILT FORM	55
6.1	Priority Lots	57
6.2	Townhouses.....	59
6.3	Multi-Family Residential Buildings.....	60
6.4	Design Principles for Commercial / Retail	61
7.0	IMPLEMENTATION	63
7.1	Design Review.....	64
7.2	Phasing	65
A.	APPENDIX A: COMMERCIAL AND RESIDENTIAL TARGETS	67
A.1	Options for Commercial Intensification.....	69
A.2	Options for Residential Intensification.....	71

INTRODUCTION

1.0



1.0 INTRODUCTION

1.1 Purpose of the Document

This Urban Design Guidelines & Comprehensive Block Plan document has been prepared to provide a development vision, design principles and guidelines for the South Village development in Brooklin, Town of Whitby. The design guidelines, specific to the community structure, built form and public realm, will direct the development process in order to effectively achieve the design objectives that uphold the overall vision of the South Village Community.

Guided by current policies, guidelines and trends, this document will provide direction for the development of a high quality and liveable mixed-use community that seamlessly integrates into the existing fabric of Brooklin.

1.2 Study Area Location & Context

The subject lands (28 ha) are located in the southwest quadrant of the Winchester Road West and Baldwin Street South intersection and are intended to be an extension of Brooklin's Downtown Major Central Area. Brooklin's Downtown, primarily concentrated on Baldwin Street North, is situated north east of the site.

The subject site is bordered to the north by Winchester Road West, to the east by Baldwin Street South, to the west by Ashburn Road and to the south by Highway 407. Low and medium density residential uses form the north edge of the subject site, while commercial uses surround the site to the east (refer to Figure 1). The recently completed Phase 1 section of the Highway 407 extension will place the South Village Community along a significant regional east-west corridor. Figure 2 depicts the subject site in the larger Brooklin context.

Current uses on the subject site include agricultural and commercial, with a veterinary clinic, gas station and car wash occupying low-rise buildings along Winchester Road West.

The northeast corner of the subject site is currently under ownership by the Ministry of Transportation of Ontario (MTO). In the event that these lands come under private ownership, a design option has been provided in this document to ensure compatibility and integration of development.

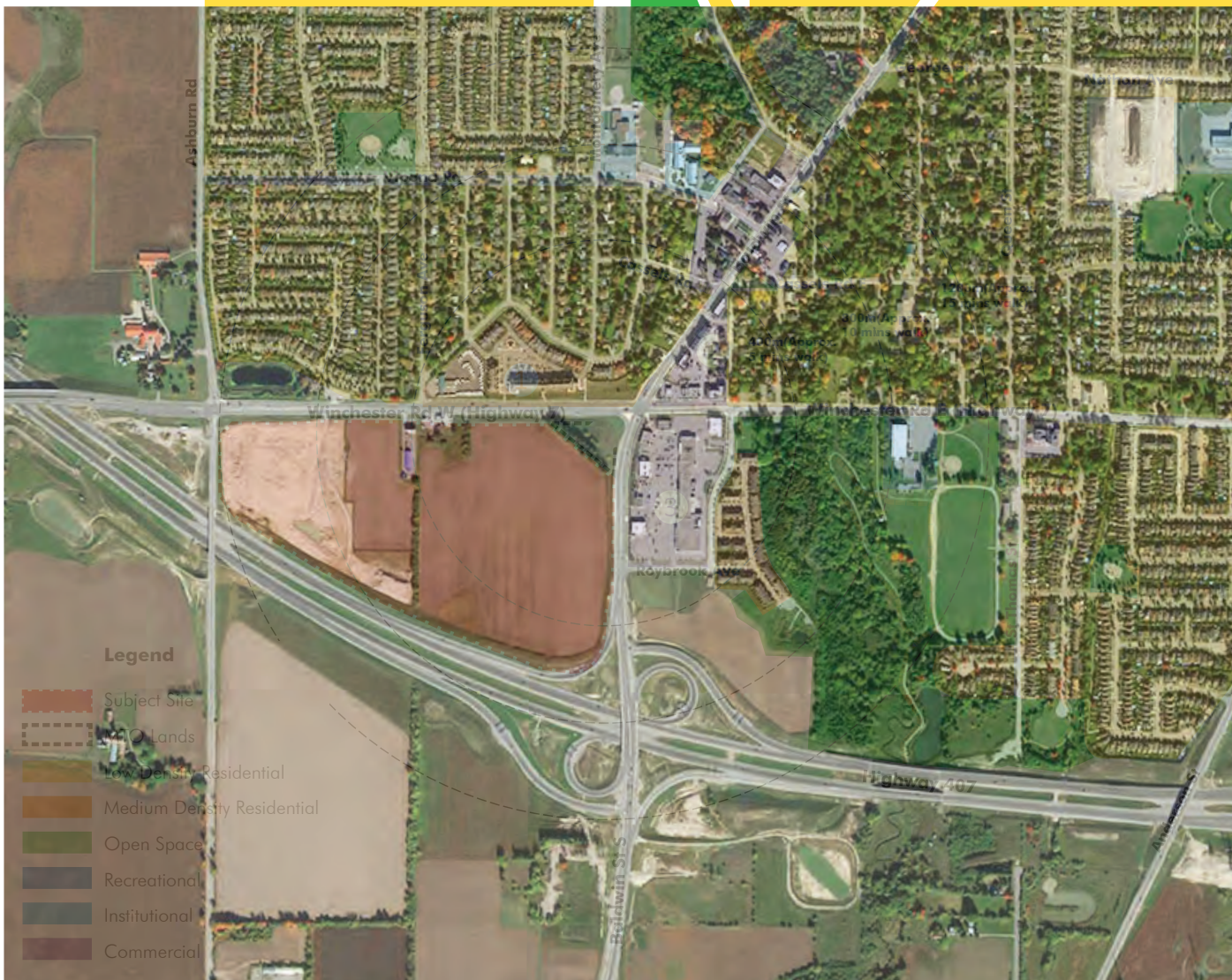


Figure 1: Site Context Plan



Existing medium density residential north of the site at Winchester Road West.



The Brooklin Pub & Grill on Baldwin Street.



Existing commercial plaza east of the site.



Existing spruce trees in the north east corner of the site.

INTRODUCTION

1.2.1 Cultural Heritage

The Village of Brooklin, founded in 1838-40, has retained much of its historic character and experienced rapid population growth and development in recent years. Surrounded predominantly by rural and agricultural lands, the village is comprised of a historic core which is surrounded by urbanizing areas.

Brooklin’s Heritage Conservation District, in place since 2008, is located in the core of the settlement and consists largely of commercial and residential buildings with mature trees and landscaping. The large number of heritage buildings within the community has contributed significantly to a sense of place in Brooklin’s Downtown Major Central Area. Significant landmark buildings, typically original retail, church or mill buildings, remain at key nodes. Community amenities, including landscaped parks, the former Port to Port railway line and community events venues, contribute to the unique character and sense of community of the settlement.

A central organizing spine of the community is the historic Baldwin Street North. Essentially the main street and retail hub of Brooklin, Baldwin Street is characterized by architecture spanning the mid-19th century to today and has varied building setbacks. Of the 44 buildings organized along Baldwin Street, 28 have been deemed to have good to excellent heritage value.

The dominant architectural styles of the street are Edwardian Classic, Gothic Revival, Classical Revival, and Neo-Classical, with some Dutch influences. Important landmark buildings include the Old Methodist Church, Nichols House, one of the oldest commercial buildings in town, and Grass Park, the former location of the Globe Hotel.



Images of buildings in Brooklin’s Heritage Conservation District.

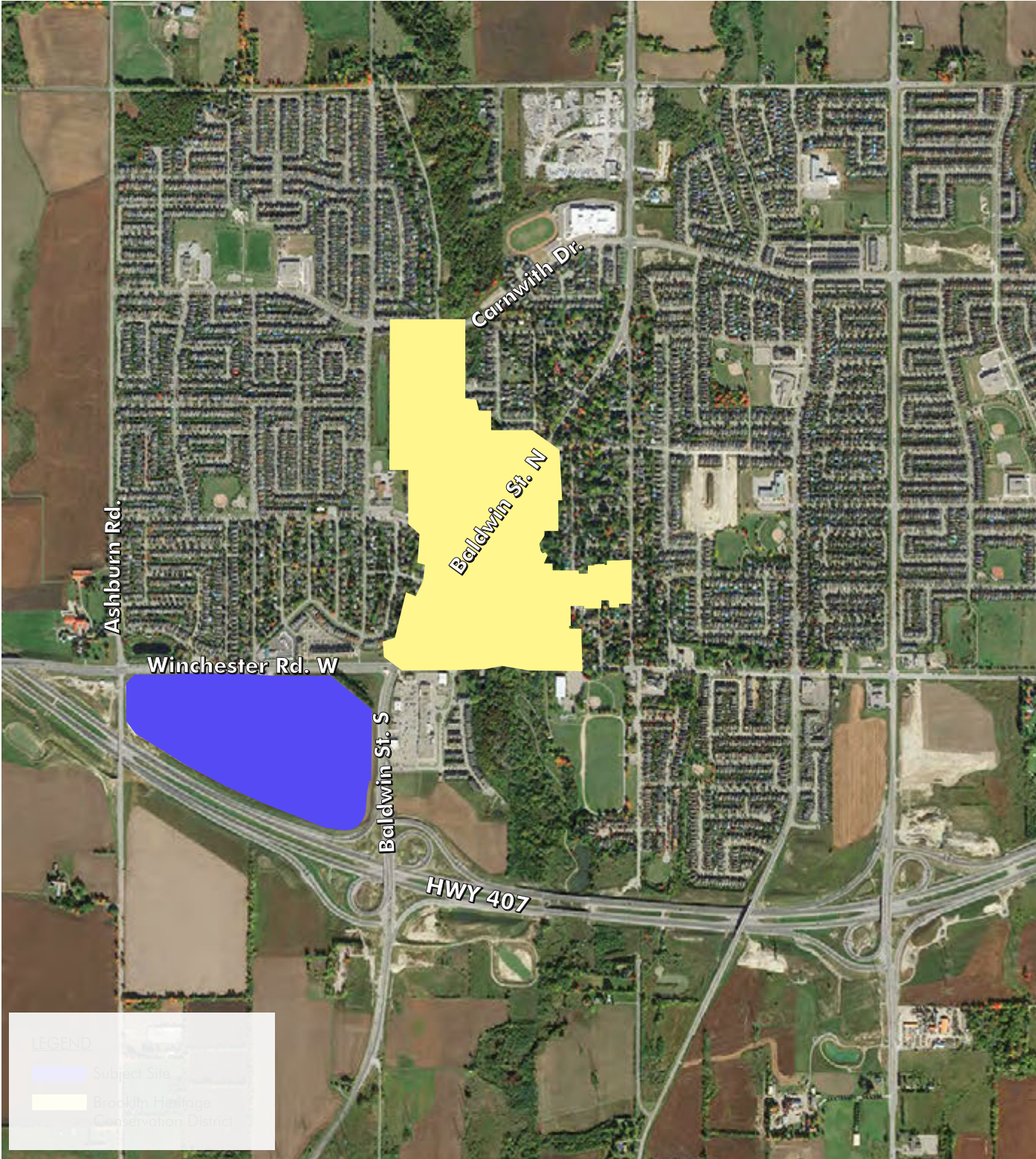


Figure 2: Brooklin Heritage Conservation District Context Map

INTRODUCTION

1.3 SWOT Analysis

	Opportunity/Strength	Constraint/Weakness
CULTURAL FACTORS	<u>Study Area Location, Context & Ownership</u>	
	<ul style="list-style-type: none"> • Located at major Intersection (Baldwin Street South and Winchester Road West), north of the Highway 407 interchange, southwest of the Brooklin Heritage Conservation District; • Adjacent to existing low-density residential, agricultural lands and retail/commercial areas; and • Ownership of the majority of the site limited to one owner, improving streamlining of design and development process. 	<ul style="list-style-type: none"> • Noise and traffic engineering concerns associated with proximity to Highway 407 and access ramp at Baldwin Street South; and • Lands at northeast corner of subject site under MTO ownership. • Part of Ferguson Avenue extension.
	<u>Significant Functions within 10-minute Walk</u>	
	<ul style="list-style-type: none"> • Direct access to Durham Region Transit and Go Transit bus stops along Baldwin Street and Winchester Road West; and • Proximity to historic commercial area along Baldwin Street, North, a commercial area on the east side of Baldwin Street South, Vipond Park Memorial Park, Brooklin Mill Montessori School, Meadowcrest Public School, the Brooklin Community Centre and Library and Luther Vipond Memorial Arena. 	<ul style="list-style-type: none"> • Adjacent heritage district must be considered in the design of the proposed development; and • Traffic on Winchester Road West (Highway 7), and queuing along Baldwin Street South for Highway 407 access poses site access and circulation constraints.
	<u>Circulation Patterns in Surrounding Neighbourhood</u>	
<ul style="list-style-type: none"> • Animated, walkable public realm along Baldwin Street North within Brooklin Heritage Conservation District, leading to the site; • Adjacency to bus stops and Highway 407 enhances regional access for a variety of modal users; and • Existing pedestrian infrastructure along Winchester Road West (north side) and Baldwin Street South (west side). 	<ul style="list-style-type: none"> • No access options from Ashburn Road; • Highway 407 access ramp may cause queuing congestion along Baldwin St; • Limited road access points and pedestrian permeability to/from residential neighbourhood north of Winchester Road West; and • Lack of on-road cycling facilities surrounding the site could limit active transportation connections. 	
<u>Policy Framework</u>		
<ul style="list-style-type: none"> • Introduction of diverse housing typologies conforming to the Regional Official Plan and Brooklin Secondary Plan permitted densities (65 uph); • Introduction of a high quality-architecture and a mix of uses at a key Gateway location to support an attractive, complete community, in line with the goals of the Brooklin Secondary Plan; • Requirements for Business Park lands will balance population and employment growth, in line with Provincial directives and Official Plan Policies; and • Requirements for new vibrant parkette, Urban Square and streetscapes, provides opportunity to establish a distinct sense of place complementary to the historic Brooklin Core. 	<ul style="list-style-type: none"> • Sensitive transition to adjacent low density residential to the north required; • Meeting density targets and providing for mixed-use buildings must be balanced with parking requirements, given limited surface parking areas; and • Commercial G.F.A. targets and residential targets must consider all lands south of Winchester Road West, even those owned by others. 	

	Opportunity/Strength	Constraint/Weakness
CULTURAL FACTORS (CONT.)	<u>Existing Surrounding Massing & Built Form</u>	
	<ul style="list-style-type: none"> Massing, built-form and architectural detail within the Brooklin Heritage Conservation District provides the inspiration for the built form within the South Village Community; and Surrounding architectural styles include Edwardian Classic, Gothic Revival, Classical Revival, and Neo-Classical, with some Dutch influences. 	<ul style="list-style-type: none"> Scale and design of buildings on the site will likely have to consider the proper scale for buildings adjacent to a major 400 series highway (factors such as noise, wind, ROW widths); and Adjacent low-rise commercial plaza features exposed drive-through queuing and parking areas.
	<u>Historic Factors</u>	
	<ul style="list-style-type: none"> Located at terminus of Historic Downtown Brooklin, development and could serve as extension of Brooklin’s “Main Street”; and Rich history of architecture within the Brooklin Heritage Conservation District provides for opportunities to continue this unique sense of place. 	<ul style="list-style-type: none"> Design of high-density residential and commercial uses will have to balance preservation of view corridors and protecting local character, while conforming to density targets and site-specific considerations.
	<u>Existing Utilities/Infrastructure/Easements/Setbacks</u>	
	<ul style="list-style-type: none"> Southern edge of the site is bordered by MTO-owned lands north of Highway 407; Site is currently undeveloped agricultural lands with just three existing structures on the site (car wash, veterinarian clinic, gas station); and Hydro lines are located at the eastern extent of the property; Infrastructure and utilities will be extended to the site through a comprehensive design process. 	<ul style="list-style-type: none"> MTO Lands at northeast corner of subject site could potentially limit developable land within the study area. Existing gas station on the site will need to be considered.
NATURAL/PHYSICAL FACTORS	<u>Study Area Vegetation</u>	
	<ul style="list-style-type: none"> Existing deciduous and coniferous vegetation is located throughout the site, including mature spruce trees at the northeast corner of the site and north-south hedgerows of deciduous trees in the centre of the site. 	<ul style="list-style-type: none"> Mature spruce trees at the site’s northeast corner act as a visual and physical barrier to the proposed community’s connectivity to the existing Baldwin Street corridor.
	<u>Study Area Topography</u>	
	<ul style="list-style-type: none"> Subject site has relatively flat topography, allowing for a wide range of development options. 	<ul style="list-style-type: none"> Stormwater management will likely require grading to ensure proper drainage. Noise mitigation measures may involve berms adjacent to residential uses.
	<u>Study Area Hydrology, Drainage</u>	
	<ul style="list-style-type: none"> A SWM pond is located on the site, as well as north of the site. Existing grading is conducive to effective SWM; and Complete street design, Urban Squares and the parkette provide the opportunity for Low Impact Development. 	<ul style="list-style-type: none"> Grading for SWM must be coordinated with any noise mitigation measures, such as berms to be implemented on site.

INTRODUCTION

	Opportunity/Strength	Constraint/Weakness
NATURAL/PHYSICAL FACTORS (CONT.)	<p><u>Study Area Climate</u></p> <ul style="list-style-type: none"> • East-west orientation of Study Area maximizes southern exposure, enhancing opportunities for sustainability design features, and minimizes shadow impacts; • Opportunity to shield users of the site from wind, through strategic building placement and design. • Opportunity to site and design public spaces to maximize passive solar gain and extend the time period in which outdoor space is usable. 	<ul style="list-style-type: none"> • Exposure to winds may require mitigation and require an architectural response.
AESTHETIC FACTORS	<ul style="list-style-type: none"> • Opportunity for introduction of streetscape views that transition from surrounding residential and greenfield areas to more urban street frontage of study area; • Opportunity to create a strong streetwall along Winchester Road West through the introduction of commercial space and high-density residential blocks; • Opportunity to provide for a pedestrian-friendly mixed-use development that enables access to the site by a variety of modal users (pedestrians, cars, cyclists); • Opportunity to shield lower density and historic uses to the north from Highway 407 traffic; and • Opportunity to bolster the streetscape hierarchy and sense of arrival at the corner of Baldwin Street South and Winchester Road West, at the crossroads of the Brooklin Heritage Conservation District. 	<ul style="list-style-type: none"> • Potential for negative views from mid-rise or high-rise development onto Highway 407 and the adjacent existing commercial plaza and associated surface parking.

1.4 Community Vision & Design Objectives

The South Village Community will be a vibrant, mixed-use neighbourhood that promotes connectivity and pedestrian mobility, while reflecting the established character of the village of Brooklin.

Key principles that will guide the development are in line with the objectives outlined in the Council approved (with portions under appeal) Brooklin Secondary Plan (OPA 108) and include:

- A mix of uses will be strategically located to promote active transportation and to ensure connectivity to the greater Brooklin community;
- Brooklin's 'Main Street' will be connected to the study area in the form of a green Pedestrian Promenade, supporting the site as an urban village;
- High-quality commercial development will anchor the community and reflect the defined urban qualities and scale of Baldwin Street;
- The built form and public spaces will foster civic identity, while reflecting the character of Brooklin;
- Land use mix and building siting will support sustainable development principles and provide spaces for community interaction and vibrancy;
- An Urban Square and landscaped squares will be framed by mixed-use buildings to create human-scale public spaces that promote social connectivity;
- Design will promote accessibility by all users and community members;
- The built form will address community focal points, edges, priority locations, and streetscapes;
- Built form will be sensitive to the heritage character of the Brooklin Heritage Conservation District and supportive of nearby transit routes;
- Residential buildings will be oriented towards the street, with ample fenestration to support casual surveillance;
- Architectural detailing, building variety and street trees will create visually interesting streetscapes;
- Low Impact Development strategies will be incorporated throughout the site, where feasible;
- Green space will be physically and visually linked to the community; and
- High quality green spaces visible from Highway 407 will offer a 'green' view of Brooklin.



Conceptual images reflecting the development vision.

INTRODUCTION

Urban Design Vision

The Brooklin South Village Community will be defined by high-quality urban design, ensuring all aspects of the public realm work together to establish the neighbourhood's character.

The public realm will provide:

- Meaningful connectivity;
- Effective use of space;
- Pedestrian-oriented and green streetscapes;
- Animated public spaces;
- Human-scale built form;
- Coordinated and cohesive design to promote a sense of place;
- An efficient and safe street network;
- Functional green space; and
- Complementary architectural and landscaping elements.



**PLANNING POLICY
CONTEXT**

2.0



2.0 PLANNING POLICY CONTEXT

The subject lands are subject to the policies and guidelines of a number of local, regional and provincial planning documents. These guidelines share the common vision of ensuring the development of vibrant, sustainable, and liveable communities.

2.1 Provincial Policy Statement (2014)

The Provincial Policy Statement (PPS) outlines the Government of Ontario's vision of improving the quality of life for all residents by establishing regulation regarding land use planning and development. The PPS establishes a planning framework which seeks to guide more effective and efficient use of land, incorporate the principles of resilient and sustainable community building, and enhance environmental health and economic growth long term. The PPS expresses the Province's interest in restricting expansion, intensification and growth to urban and rural settlement areas in order to conserve land and maintain the viability of rural areas.

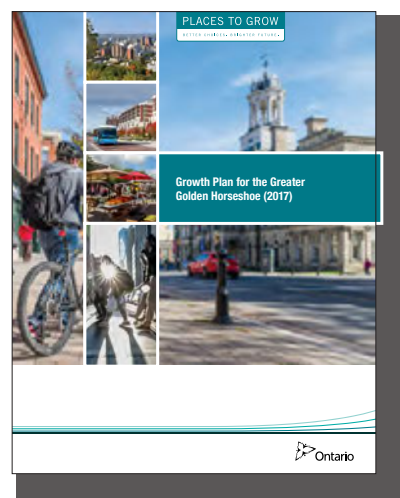
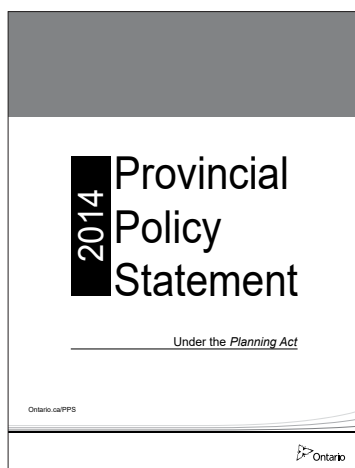
The proposed South Village development aligns with PPS policies regarding appropriate growth and conforms to the prescribed land use objectives by:

- Providing a mix and range of residential housing types, including housing for senior residents;
- Providing a mix of land uses, including residential, commercial and employment;
- Promoting the efficient use of land and resources through the design of compact, higher density development; and
- Employing a development pattern that limits environmental impact by encouraging active transportation.

2.2 Places to Grow - Plan for the Greater Golden Horseshoe (2017)

The Growth Plan for the Greater Golden Horseshoe (GGH) has been prepared under the Places to Grow Act (2005) to guide residential and economic growth and development within the area expected to experience the majority of the Province's population increase in the years ahead. The Plan lays out a framework for achieving the Province's vision of preserving environmental health and resiliency, and ensuring social equity through community and economic development and redevelopment.

The proposed development realizes the intentions of the Growth Plan in its design as a complete community. As the expansion of Brooklin's Major Central Area, the development meets the guidelines of the Plan by providing compact development with work, retail and recreational opportunities. The residential portion of the project will accommodate residents of diverse incomes and abilities, by incorporating a mix of housing types and densities, including options for senior residents. The South Village Community also encourages active lifestyles through the provision of an active transportation and open space network, which will connect the site to the greater Brooklin community.

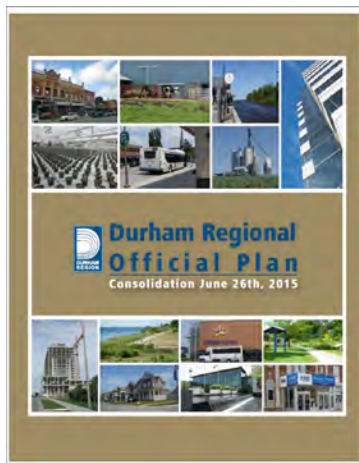


2.3 Durham Regional Official Plan

The Durham Regional Official Plan outlines the objectives of the Regional Municipality of Durham with regards to growth and development. The policies outlined in the Plan strive to provide a high quality of life, health, and safety for current and future residents. The goals of the Plan are:

- To manage growth so that it occurs in an orderly fashion;
- To live in harmony with the natural environment and heritage of the Region;
- To develop the Region to its economic potential and increase job opportunities for its residents;
- To establish a wide range of housing opportunities in Urban Areas commensurate with the social and economic needs of present and future residents;
- To create healthy and complete, sustainable communities within liveable urban environments for the enjoyment of present and future residents;
- To provide opportunities for a variety of cultural, health and community services; and
- To manage the resources in the Region in an orderly, efficient and responsible manner.

A portion of the subject lands has been identified by the Plan as part of a Regional Centre, located at the intersection of Winchester Road West (Highway 7) and Baldwin Street South (Highway 12). Regional Centres are intended to contribute to the diversification of the Region’s economy and function as focal points of urban developments.



The Downtown Brooklin Major Central Area as identified in the Whitby Official Plan and specifically delineated in the Brooklin Community Secondary Plan constitutes the whole of the Regional Centre. Section 8A.2.2bii) of the Durham Regional Official Plan (DROP) states that this Regional Centre “shall support an overall, long-term density target of at least 75 residential units per gross hectare and a floor space index of 2.5... The built form should be an appropriate mix of high-rise and mid-rise development, as determined by area municipalities”. Furthermore, Section 8A.2.14 of the DROP requires that area municipal official plans include policies that implement the intent of the Regional policy. Therefore, to conform to the intent of the DROP, development within the Downtown Brooklin Major Central Area must conform to the detailed policies that apply to the lands within the Central Area as set out in the approved Brooklin Community Secondary Plan.

The site is designated ‘Employment Area’ and ‘Regional Corridor’ on Schedule A - Regional Structure of the Official Plan. Employment Areas can contain business or industrial land uses that are generally separated from other more sensitive land uses. Regional Corridors are to be planned and developed as higher density, mixed-use areas, supporting higher order transit services and pedestrian-oriented development.

The proposed development responds to the Regional Official Plan by providing a mix of uses, primarily focusing on residential, retail and employment opportunities. Residential units will vary, promoting affordability and access for a diverse population, including seniors. The high density and more urban condition of the proposed development will support active transportation and existing transit routes, such as the Durham Regional Transit and GO Transit networks along Winchester Road West and Baldwin Street. This South Village development has been designed as a complete community, responding to the Region’s goal of creating healthy and livable urban environments.

2.4 Town of Whitby Official Plan (Consolidated 2018)

The Official Plan communicates the goals and objectives of the Town of Whitby regarding the future of the community, and provides direction regarding new development and redevelopment. The policies contained within the Plan address the physical, social, economic, and environmental concerns regarding future growth, with the intent of maintaining or improving the health, safety and wellbeing of current and future residents.

The Study Area is partly within the Brooklin Major Central Area as identified on Schedule 'A' of the Official Plan and is partly within an Intensification Corridor as identified on Schedule 'B'. The Study Area is designated as Major Commercial and Prestige Industrial on Schedule 'A'. A portion of the Study Area was recently redesignated from Mixed Use to Major Commercial through Official Plan Amendment 108. Major Central Areas are intended to be distinct, human-scale areas of activity. The current proposal envisions this area as a hub of mixed-use activity.

The proposed development also satisfies the guiding principles of the Plan regarding Central Areas and Intensification Corridors by providing compact, mixed-use urban growth as well as opportunities for employment, housing and recreation.

The Town recently underwent an Official Plan Review in response to updated Provincial policy. Official Plan Amendment 105 updated the Whitby Official Plan to be consistent with the Provincial Policy Statement and to conform with the Province's Greenbelt Plan, provincial policy directions and the Durham Regional Official Plan. OPA 105 also included general and specific amendments to the Official Plan.

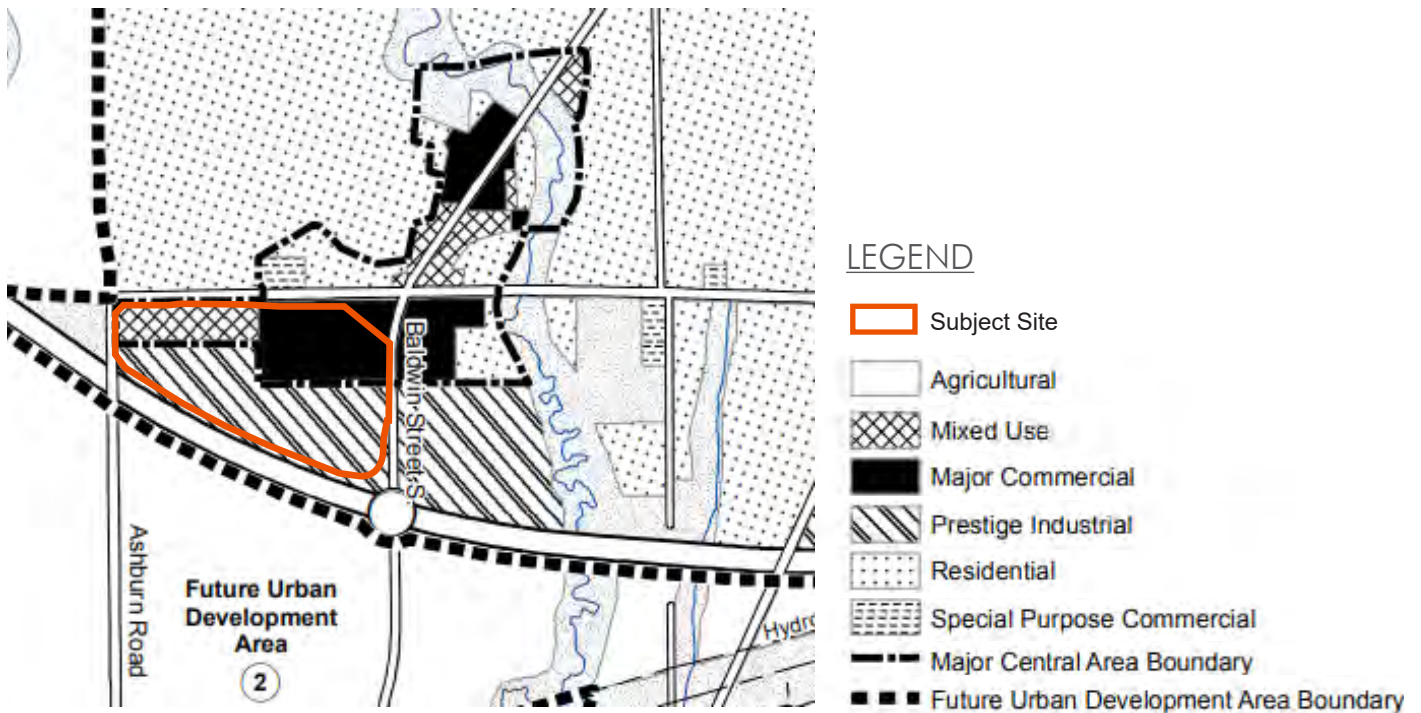


Figure 3: Extract of Land Use Plan (Schedule A (Sheet 1 of 2), Town of Whitby Official Plan)

Updated Official Plan policies include the following:

RESIDENTIAL

- *“4.4.2.3 To require that new residential development and redevelopment is transit-supportive, pedestrian-oriented, compatible with surrounding uses and reflects a high standard of urban design”;*
- *“4.4.3.7.1 High Density Residential areas shall be developed in accordance with the following policies:*
 - a) *High Density Residential areas shall generally be located at the edge of neighbourhoods along arterial roads or located within Central Areas and/or Intensification Areas or Intensification Corridors;*
 - b) *Townhouses, apartments, and other forms of multiple dwellings shall be permitted with a density range of greater than 65 and up to 135 dwelling units per net hectare;*
 - c) *Notwithstanding subsection b) above, proposals for High Density Residential development and redevelopment, including High Density Residential uses within a mixed-use building, with a density range of greater than 135 and up to 300 dwelling units per net hectare may be considered through an amendment to the Zoning Bylaw where the lands are located within Intensification Areas or Intensification Corridors identified on Schedule “B”. Permissions for development and redevelopment at this density range for other intensification or infill sites may be considered in appropriate locations through a site specific amendment to the Zoning By-law and consideration of the criteria in Section 4.4.3.10.2.*
 - d) *Applications for new residential development or residential intensification in the form of High Density Residential uses shall be reviewed based on Section 4.4.3.10; and*
 - e) *Appropriate regulations including height, massing, and setback restrictions will be determined in the Zoning By-law.”*

- *“4.4.3.10.4 Lands approved for Medium Density and High Density Residential uses shall be developed on the basis of comprehensive site plans addressing site details in accordance with Section 10.1.11 and taking into account good urban design principles as described in Section 6.2 in order to ensure that development and redevelopment is integrated and compatible with adjacent properties.”*

SUSTAINABLE COMMUNITY PLANNING

- *“3.2.3.1 The Municipality shall consider the implementation of a range of appropriate mechanisms and tools to ensure that new development and redevelopment promotes and integrates the principles of sustainability and measures to plan for resiliency and climate change adaptation and climate change mitigation”;* and
- *“3.2.4.5 Sustainable development standards, guidelines and by-laws may address, but not be limited to, such issues as:*
 - a) *energy efficient building and site design;*
 - b) *water conservation, on-site water management techniques and other low impact development techniques for stormwater management;*
 - c) *green infrastructure;*
 - d) *building materials;*
 - e) *waste reduction;*
 - f) *on-site renewable energy generation and recovery;*
 - g) *natural heritage preservation and enhancement;*
 - h) *active transportation and sustainable transportation management;*
 - i) *community programs and facilities;*
 - j) *cultural heritage and the provision of cultural amenities*
 - k) *land use compatibility to ensure public health, safety and economic viability; and*
 - l) *measures for climate change adaptation.”*

INTENSIFICATION CORRIDORS

- *“4.2.7.2 In accordance with the Durham Regional Official Plan, the long-term overall density target is at least 60 residential units per gross hectare and the overall long-term floor space index target is 2.5 within Intensification Corridors identified on Schedule ‘B’.”*
- *“4.2.7.3 The minimum building height for new residential and mixed-use buildings in Intensification Corridors shall be 2 storeys and the maximum building height shall be 8 storeys. Buildings that have a height of between 4 and 8 storeys are to be located at intersections, wherever possible, to take advantage of the location of transit stops and to establish neighbourhood focal points and landmarks. Notwithstanding the foregoing, consideration may be given to building heights of up to 12 storeys on sites that meet the requirements of Section 4.4.3.10.2 and are located adjacent to natural features and front on an arterial road.”*
- *“6.2.3.2.1 Intensification Areas and Intensification Corridors identified on Schedule “B” shall be designed with a high priority given to pedestrian and transit-supportive building forms and the sensitive integration of higher density and intensity uses with adjacent development”; and*
- *“6.2.3.2.3 Applications for development and redevelopment within Intensification Corridors should address:
a) compact urban form;
b) buildings located close to the street and with a high quality street-facing façade(s);
c) shared access wherever possible;
d) integrated internal vehicular and pedestrian circulation systems and parking areas on abutting sites to minimize access points onto arterial roads; and
e) off-street surface parking, where permitted, and service areas located in the rear or interior side yard of buildings and screened from the street.”*

DOWNTOWN BROOKLIN MAJOR CENTRAL AREA

- *“4.3.3.3.5.1 Lands in the Downtown Brooklin Major Central Area shall be developed in accordance with the land use designations on Schedules “A” and “K” and the relevant policies of this Plan and the Brooklin Community Secondary Plan. Notwithstanding any other provisions of this Plan to the contrary, new automobile service stations/gas bars are not permitted within the Downtown Brooklin Major Central Area and new drive-through service facilities, may be permitted only in the southwest quadrant of the Baldwin/Winchester intersection, interior to the site”; and*
- *“6.2.3.1.1 Central Areas identified on Schedule “A” shall be the primary focal points of activity in the Municipality and support a broad range of land uses. As such, they shall exhibit a high order of urban design with an emphasis on the pedestrian environment and treatment of public spaces.”*
- *“6.2.3.1.2 The layout and design of Central Areas shall have regard to the relevant policies of Section 6.2.3.5 to 6.2.3.11 with respect to such matters as streetscapes, gateways, landmark buildings, urban amenities, public spaces, and cultural heritage as appropriate.”*
- *“6.2.3.1.3 The design of buildings and sites in Central Areas shall give consideration to the compatible integration and transition of uses with regard for built form, site circulation, connectivity, landscaping, parking, site amenities, accessibility, safety, sustainability, public art, signage, and lighting, as set out in the relevant policies of Section 6.2.3.12 to 6.2.3.22.”*
- *“6.2.3.1.4 In particular, applications for development and redevelopment within Central Areas should address:
a) compact urban form;
b) buildings which provide a high standard of design, particularly for the street-facing façade(s);
c) shared access wherever possible;
d) integrated internal vehicular and pedestrian circulation systems and parking areas;*

- e) off-street surface parking, where permitted, and service areas located in the rear or interior side yard of buildings and screened from the street;
- f) urban squares or outside gathering areas, where appropriate; and
- g) conservation of cultural heritage resources, where appropriate, particularly in Downtown Whitby and the Brooklin Heritage Conservation District.”

MAJOR COMMERCIAL

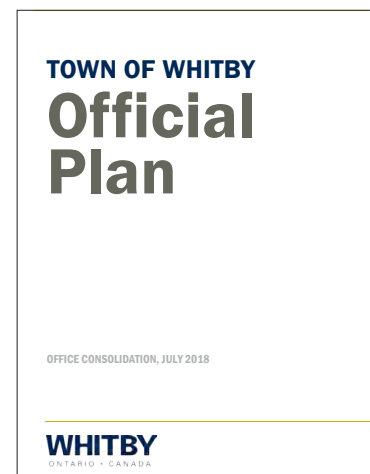
- “4.5.3.1.1 The Major Commercial designation comprises large, multi-function commercial areas serving the requirements of the Municipality as a whole and surrounding region. A full range of retail, including major retail uses, restaurants, entertainment, cultural, recreational, community, institutional, personal service, and business, and corporate and professional office, including major office, uses are permitted. Department stores and supermarkets are encouraged to locate in areas designated as Major Commercial. Mixed commercial/residential uses may also be permitted subject to Section 4.5.3.7 of this Plan”; and
- “4.5.3.1.2 Major Commercial uses shall be located within the Major Central Areas and Urban Central Areas as shown on Schedule “A”. Development and redevelopment of lands designated as Major Commercial shall be guided by the Central Area policies and criteria of the Durham Regional Official Plan together with the relevant Intensification Area, Central Area and Commercial policies of this Plan.

PRESTIGE INDUSTRIAL

- “4.7.3.2.1 Areas designated as Prestige Industrial on Schedule “A” comprise lands in strategic locations having prime exposure to Highways 401, 407 and 412. All development and redevelopment in these areas shall exhibit a high standard of building design, an attractive appearance and extensive landscaping. A range of parcel sizes is encouraged to support a broad range of uses”; and

- “4.7.3.2.5 Areas designated as Prestige Industrial may be planned and developed in a comprehensive manner in a campus-like layout as Business Parks, and identified as such in Secondary Plans, where applicable. Business Parks shall be distinctive, large, highly visible, transit-supportive and accessible, with more intensive employment opportunities. The highest design and development standards shall be utilized. Where Business Parks are identified in Secondary Plans, the Secondary Plan shall provide further detailed policies with respect to the development and design of such areas.”

The proposed development is consistent with the policies of the Town of Whitby Official Plan in that it introduces an array of major retail uses, including a grocery store, and thoughtfully sited, compact residential units at a range of transit-supportive densities. Urban design features of the proposed development include buildings sited adjacent to the street edge and parking located internal to the site. A robust internal pedestrian circulation system encourages health, safety and well being of current and future residents within this designated Major Central Area.



2.5 Approved Brooklin Secondary Plan - OPA 108 (August 2018)

Official Plan Amendment 108 was adopted by the Town of Whitby Council in October 2017 and was Regionally approved August 3, 2018. It is currently under appeal. The purpose (page 2) of OPA 108 is to update and expand the existing Brooklin Community Secondary Plan.

Objectives for the Brooklin Secondary Plan Area are outlined in Section 11.5.1.2 and can be summarized as follows:

- *Traffic management*: provide a balanced road network and minimize heavy vehicle traffic through downtown Brooklin;
- *Downtown Brooklin Major Central Area North – a heritage downtown*: ensure downtown Brooklin continues to be a focal point that is comfortable, accessible, vibrant and animated while conserving and enhancing the heritage character of the area;
- *Downtown Brooklin Major Central Area South – an urban village*: create a diverse mixed-use village that encourages walking by providing a mix of amenities along the streetline, south of Winchester Road West, which will act as an extension of the historical downtown;
- *Mobility with choices*: provide a safe and accessible transportation network, multi-use trail system and connections to southern Whitby to expand mobility choices, including transit, cycling and walking;
- *Healthy living*: develop parks, recreational facilities and streets catered to the needs of pedestrians (such as lighting, benches and traffic calming measures) to promote active living;
- *Green space*: ensure access to parks and open spaces and protect significant natural heritage features;
- *Jobs*: establish employment lands along Highway 407 and ensure employment growth is balanced with population growth;
- *Community and culture*: encourage community cultural events, amenities and community gardens to provide social meeting spaces and diverse social connectivity;
- *Housing Choice*: plan for a range of housing choices, including affordable housing; and
- *Neighbourhood Character and Design*: protect the character of mature neighbourhoods and create new, compact, walkable and diverse residential neighbourhoods.

The design objectives of the proposed development (refer to Section 1.4, page 7 of this document) align with those of the Secondary Plan and effectively respond to these by:

- Providing a coherent street network which prioritizes pedestrians;
- Ensuring Downtown Brooklin remains a focal point, while maintaining and enhancing the heritage character of the area;
- Introducing new built form complementary to existing downtown heritage and uses;
- Situating mixed-use residential development along the streetline of existing transit routes on Baldwin Street South and Winchester Road West;
- Introducing a new hierarchy of unique, vibrant and programmable green spaces, in proximity to residential, employment and commercial uses;
- Locating business park lands along Highway 407 to ensure employment growth accompanies population growth;
- Introducing a variety of medium-high density housing to meet the needs of a variety of demographics; and
- Designing high-quality, pedestrian scale streetscapes with a sensitive integration of new building typologies compatible with the established character of surrounding neighbourhoods.

Schedule K of OPA 108 designates the subject lands as Major Commercial, Business Park and Major Open Space (Parkette). New development is intended to reflect the identity and pedestrian-oriented nature of Brooklin, and is to be (Policy 11.5.2.4):

- a) compact in form;
- b) pedestrian-oriented;
- c) supportive of active transportation options;
- d) accessible by public transit;
- e) connected;
- f) efficient in the use of land, resources and municipal services; and
- g) supportive of healthy living for persons of all ages and abilities.

OPA 108 also provides policy direction for the following relevant elements:

- Section 11.5.3 - Sustainability: includes policies relating to green infrastructure, low impact development techniques, sustainable land use patterns, transportation networks, and native species.
- Section 11.5.4 - Community Structure: includes policies 11.5.4.10 to 11.5.4.18, which apply to the Downtown Brooklin Major Central Area South and relate to community structure elements of development, such as uses, densities, streetscapes and public space. Policy 11.5.4.18 outlines matters to be addressed in Comprehensive Block Plans.

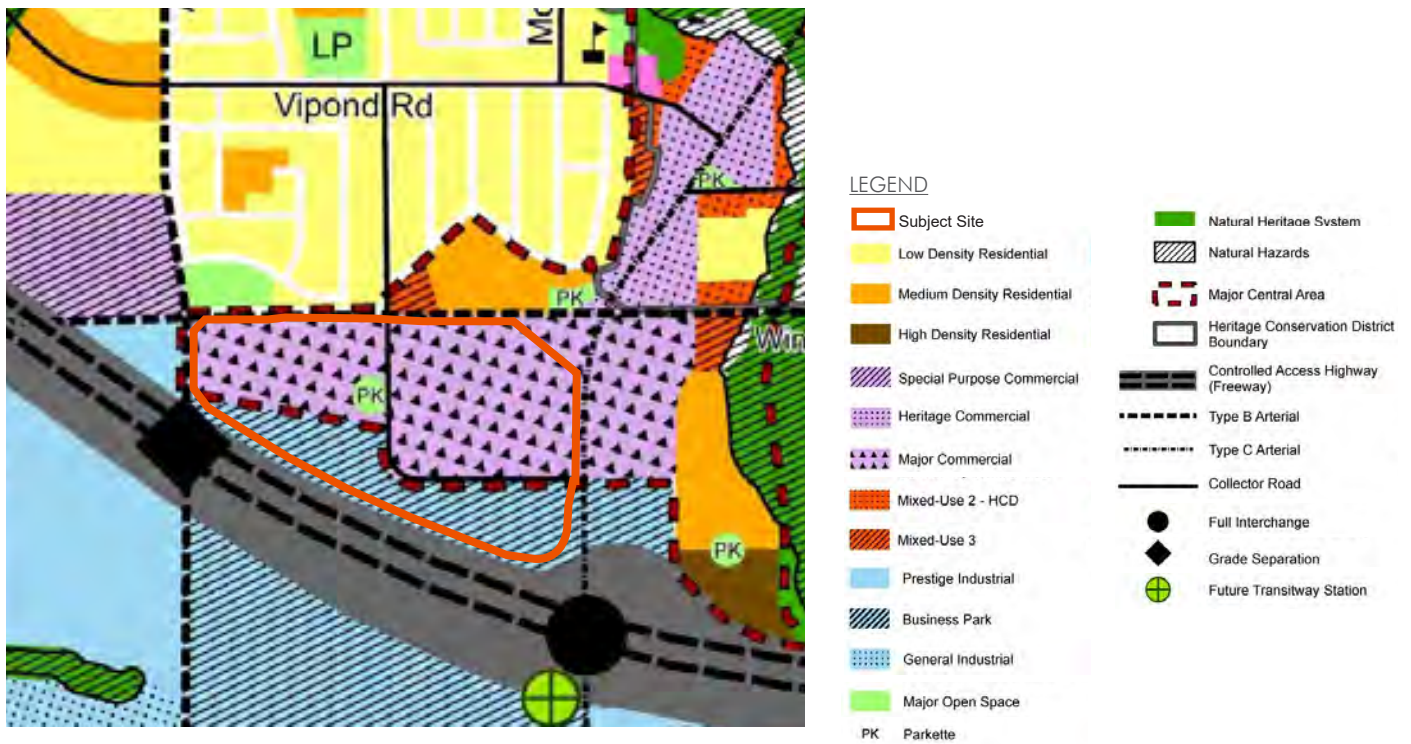


Figure 4: Extract of Brooklin Community Secondary Plan (Schedule K, OPA 108)

- Section 11.5.15 - Major Commercial: includes policies relating to the design and permitted uses of lands designated Major Commercial. OPA 108 permits additional uses within the Major Commercial designation, including residential.

Some of the specific policy directions for this designation are:

It shall function as an extension of the commercial shopping area in Downtown as well as an urban gateway into the historic Downtown (Section 11.5.15.2)

The residential density will be between 65 units per hectare and 200-300 units per hectare (section 11.5.15.5) with a building height between 2 storeys and 12 storeys (Section 11.5.15.6)

The minimum height for non-residential buildings shall be 2 storeys. The amount of functional space on the second floor will be set out in the zoning by-law (Section 11.5.15.7)

A number of policies requiring and directing the design of a Pedestrian Promenade and Urban Square within the South Village Community (Sections 11.5.15.10 to 11.5.15.15)”

- Section 11.5.22 - Business Park: includes policies relating to the design and permitted uses of lands designated Business Park.

For the Business Park designation within the South Village Community, the policies (Section 11.5.22.3) require that it provide for office and other intensive employment uses whose employees can support the commercial uses in the Downtown Brooklin Major Central Area.

- Section 11.5.24 - Major Open Space: includes policies relating to the design, function and location of parkettes and urban squares.

- Section 11.5.27 - Gateways: provides policies relating to gateways, including at the intersection of Winchester Road West and Baldwin Street.

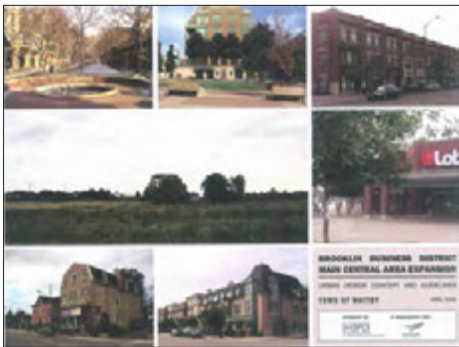
The subject site is identified as part of Downtown Brooklin Major Central Area South. OPA 108 describes the preferred approach for balancing growth in this area, envisioning the subject lands as a complete community with a small-town character, expanding upon the downtown core.

The South Village Community aligns with the intent of OPA 108, by proposing a mixed-use urban village which will complement the historical downtown of Brooklin. Urban design elements, such as the Pedestrian Promenade, active store frontages, enhanced landscaping and diverse housing options, will promote vibrancy, as well as active and healthy lifestyles.

2.6 Brooklin Business District Main Central Area Expansion (2008)

This study provides an overall vision and urban design guidance for the subject lands, which are identified as the Brooklin Business District - Main Central Area Expansion. The study calls for an extension of the existing commercial area, while maintaining the unique heritage character of the community. The study proposes an alternative approach to the site than the Official Plan which incorporates commercial and retail land uses, by recommending the development of a pedestrian-friendly mixed-use Urban Village. As an Urban Village, the site should contain a variety of land uses including retail, office, hotel, recreation and residential.

The guiding principles of the South Village Community align with the vision laid out by the study, through the proposal of a mixed-use Urban Village.



2.7 Other Relevant Documents

The Town of Whitby outlines strategic direction, policies, standards and design guidance within a number of documents in addition to those described in the previous sections. Throughout the design development stage, consideration of the following documents has been made:

- Town of Whitby Cycling & Leisure Trails Plan (2010);
- Town of Whitby Transportation Master Plan Study (2010);
- Whitby Council 2014-18 Goals;
- Landscape Plan Guidelines for Site Plan and Subdivision Developments (2016);
- Town of Whitby Accessibility Standards (2005);
- Town of Whitby Lighting Guidelines (2009);
- Town of Whitby Shadow Study Guidelines;
- Culture, Parks, Recreation and Open Space Strategic Master Plan (2006);
- Brooklin Transportation Master Plan Study; and
- Town of Whitby Design Criteria and Engineering Standards.

This page is intentionally left blank.

A photograph of a tree-lined sidewalk. On the left, there is a brick building partially obscured by trees and bushes. The sidewalk is paved and runs through the center of the image, flanked by lush green trees and shrubs. In the background, a road with a few cars is visible. The overall scene is bright and sunny, with dappled light on the ground.

**SUSTAINABLE COMMUNITY
DEVELOPMENT PRINCIPLES**

3.0

3.0 SUSTAINABLE COMMUNITY DEVELOPMENT PRINCIPLES

3.1 Sustainability Objectives

The Official Plan identifies “to encourage the planning and design of development that will embrace principles of sustainability to contribute to the achievement of a complete and healthy community” as the Sustainable Community Planning goal (Policy 3.2.1) for the Town of Whitby Official Plan.

The South Village Community, envisioned as a green and pedestrian-oriented development, will strive to achieve the following Sustainable Community Planning objectives, as listed in Policy 3.2.2.1 of the Official Plan:

“To encourage development and redevelopment of lands, and upgrading and retrofitting of infrastructure of buildings that:

- a) reduces energy consumption and greenhouse gas emissions through efficient site and building design and innovative construction techniques;*
- b) conserves, protects and enhances water quality and quantity, including groundwater resources;*
- c) minimizes the adverse effects on, and where possible enhances, air quality;*
- d) promotes the use of green infrastructure to minimize the effects of stormwater runoff;*
- e) promotes transit use and active transportation such as cycling and walking;*
- f) preserves, protects and enhances the natural heritage system;*
- g) considers climate change mitigation and climate change adaptation approaches to address the potential impacts of climate change;*
- h) enhances the health, safety and social well-being of the Municipality’s residents;*
- i) promotes economic growth; and*
- j) promotes efficient use of land and resources to ensure long term sustainability.”*

The Brooklin Urban Design and Sustainable Development Guidelines (Endorsed by Council in September 2018) have been prepared to ensure high quality development within the Brooklin Community. Sustainability Guidelines within the document focus on the following elements:

- Energy Efficiency;
- Community Safety and Accessibility;
- Material Choice and Waste Diversion;
- Bird Friendly Design;
- Trees, Tree Canopy, and Shade;
- Bee Friendly Design;
- Local Food Production and Urban Agriculture;
- Green Roofs;
- Water Efficiency and Stormwater Management; and
- Charging Stations.

The guidelines within this South Village Urban Design Guidelines and Comprehensive Block Plan document have been developed to complement the Brooklin Urban Design and Sustainable Development Guidelines, while providing more site-specific design guidance for the subject lands.

The proposed development must conform to the goals and guidelines provided in this document through the provision of high-quality public green spaces and streetscapes and by ensuring responsible stormwater management. The development’s diverse built form will ensure accessibility by all users and will implement sustainable practices at a variety of scales. Bird friendly design strategies, responsible material choice, energy efficient design and the potential for charging stations are just a few of the sustainable practices being considered for the site.

3.2 Sustainability Measures

3.2.1 Built Environment

The built environment plays a major role in sustainable development. Mixed-use buildings, combined with residential and commercial uses in close proximity, will create walkable environments for both residents and visitors. The South Village Community will provide pedestrian-oriented streetscapes, through building siting, human-scale built form and high-quality architecture.

Sustainable built form features, such as energy efficient building systems, sustainable materials and EV charging stations, will be explored at later stages of development.

3.2.2 Green Infrastructure & Low Impact Development

The South Village Community will incorporate green infrastructure and Low Impact Development (LID) techniques throughout the community, including landscaping that retains stormwater and a stormwater management pond. Importantly, the commercial/retail area will integrate LID techniques, such as rain gardens, to balance the built environment and to create an attractive and green pedestrian realm.

Ecological landscaping strategies, such as bee-friendly design and pollinator gardens, will be considered at later stages of development.

3.2.3 Active Transportation

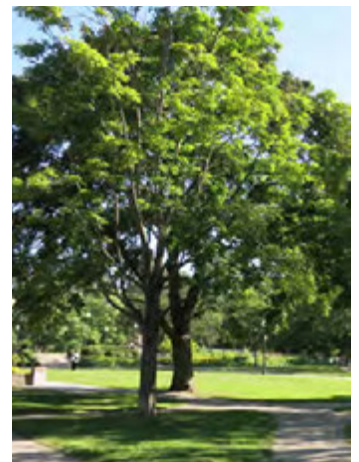
The South Village Community’s Pedestrian Promenade will form the main spine of the neighbourhood. It’s strategic layout, with landscaped squares, and an Urban Square and parkette as a focal points, will promote walking and cycling to nearby residential and commercial destinations.

Streetscape improvements, such as a multi-use path within the boulevard of Winchester Road West, a sidewalk along Baldwin Street South, transit connections along primary frontages of the subject site, and enhanced pedestrian spaces internal to the site with active transportation associated amenities, will support walkability within Brooklin as a whole.

3.2.4 Parks & Open Space

Parks, stormwater management ponds and open space will form most of the development’s south and west edges, providing an extensive green network for its residents. The parks will incorporate native trees, shrubs and wildflowers, respecting the local ecological context.

The development’s stormwater management pond will filter and regenerate runoff from the storm sewer system, remove pollutants and prevent downstream flooding and soil erosion.



This page is intentionally left blank.

**COMMUNITY
BLOCK PLAN**

4.0



4.1 Block Concept Plan

The block concept plan (see Figure 5 below) is proposed for the subject site, at the southwest corner of the intersection of Winchester Road West and Baldwin Street South. The northeast corner of the subject site is currently owned by the MTO and may not be developed. Site elements are shown in this corner on the block concept plan, in the event these lands do come under private ownership.

The concept plan proposes a mixed-use community with residential, commercial and employment uses. Medium and high density residential uses (collectively forming high-density blocks) will take the form of townhouses, apartment building units and seniors residence units. A diversity of townhouses will be provided, including street, laneway and stacked decked townhouses. A Commercial/Retail area, referred to as South Village Market, comprising the eastern portion of the community (Blocks 1, 2, 3 and 4), will host retail and mixed use buildings. Surface parking lots, restricted to the eastern portion of the subject lands, will provide adequate parking to support the commercial uses of the community. Directly south of the Commercial/Retail area, a Business Park block is proposed.

A range of public spaces, including a parkette, an Urban Square/Gateway, landscaped squares and a stormwater management pond will form the open space network. A green Pedestrian Promenade will connect the parkette to historic Downtown Brooklin, through a vibrant, pedestrian-oriented corridor with enhanced landscaping, active building frontages, strong building massing and other elements which contribute to a high quality public realm. Winchester Road West and Baldwin Street South, two identified intensification corridors, will have a consistent street wall and improved streetscape conditions, supporting active transportation and creating visual interest along these community edges.

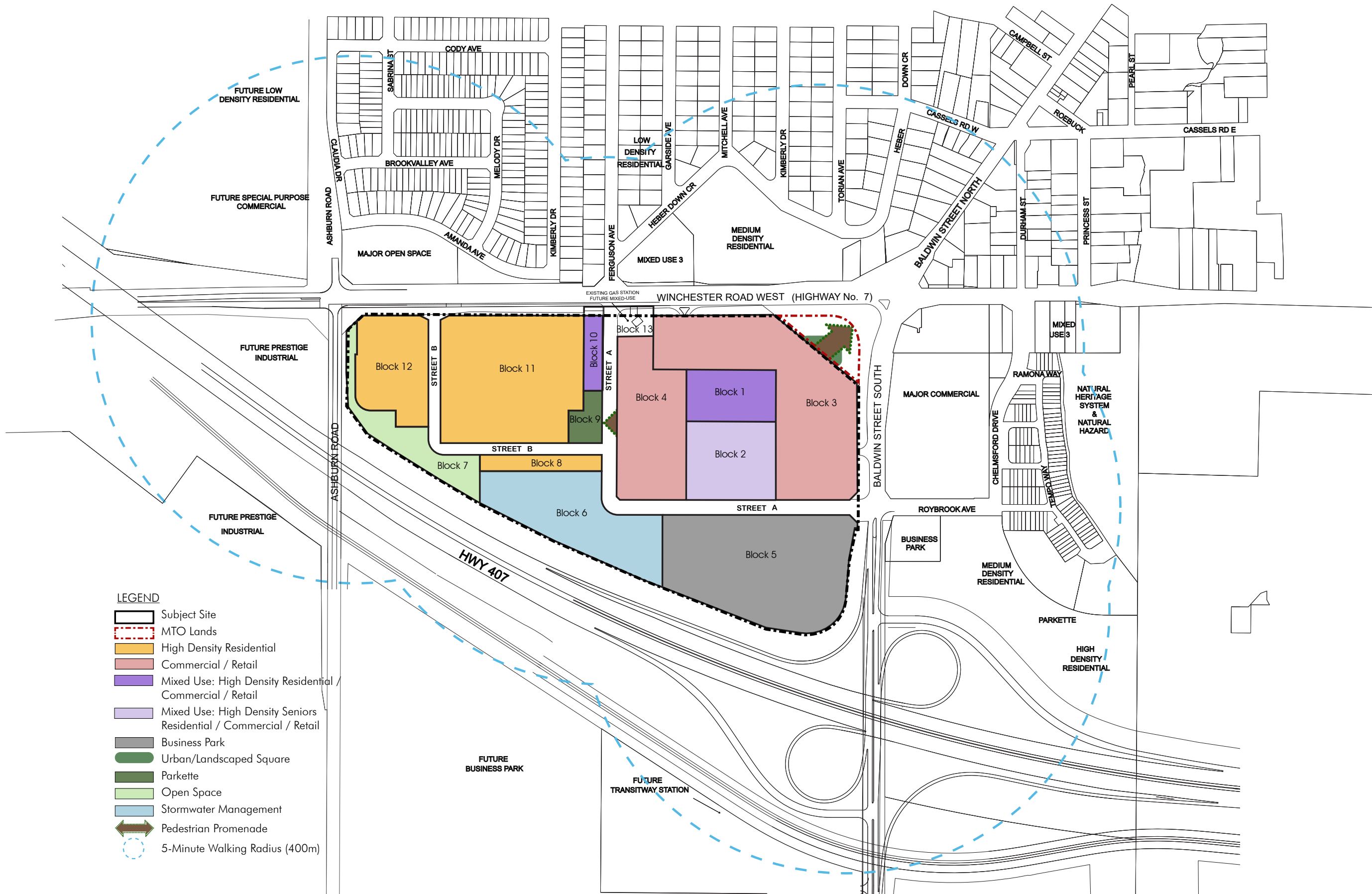


Figure 5: The South Village Community Block Concept Plan

4.0 COMMUNITY BLOCK PLAN

4.2 Block Structuring Elements

4.2.1 Parks & Open Space Network

The South Village Community will have an extensive parks and open space network, comprising a public parkette (0.4 ha), stormwater management pond amenity area, an Urban Square/Gateway, landscaped squares, and an open space block. These open spaces will contribute to the overall character of the community, connected through the Pedestrian Promenade and the local roads of the residential area. The distribution of open space throughout the community will foster green view corridors, visually connecting residents to open space as a means of supporting general wellbeing.

Adjacent to the Pedestrian Promenade and within the Commercial/Retail area an Urban Square/Gateway and 2 landscaped squares will serve as a community focal points for both residents and visitors. The parkette located at the terminus of the Pedestrian Promenade will be designed as a gathering space while indicating the transition towards the residential area. To support vistas from the residential and commercial zones, this park will address all frontage streets. The open space and stormwater management pond at the site's southwestern edge will provide a buffer between Highway 407 and the residential zone, and offer an attractive and green image of Brooklin from Highway 407.

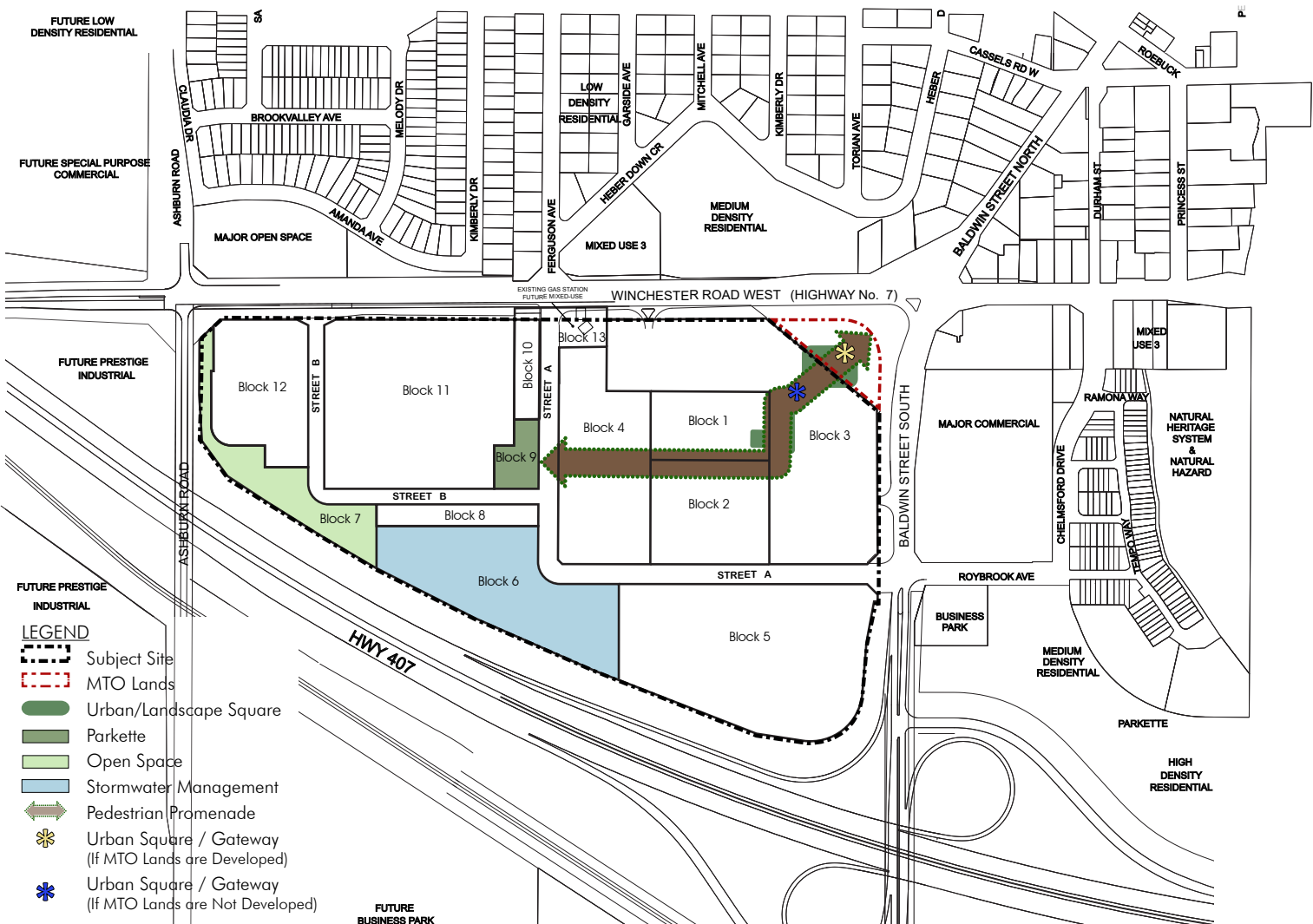


Figure 6: The Parks and Open Space System

4.2.2 Block Circulation Network

The street network within the South Village Community will be complete, connected and pedestrian-oriented in design. The layout will support vehicular, pedestrian and cycling traffic, prioritizing safety for all modal types. Bordered by two high capacity arterial roads, Winchester Road West to the north and Baldwin Street South to the east, and Highway 407 to the south, the South Village Community will provide ease of access and a high degree of connectivity to Brooklin, the Town of Whitby and the Greater Toronto Area.

The circulation network consists of a central collector street, Street 'A', connecting to both Winchester Road West and Baldwin Street South. Street 'A' feeds into a number of local roads and private commercial driveways within the Commercial/Retail area, while Ashburn Road connections are not feasible. Residential laneways will enhance the pedestrian realm, by relocating garages and driveways to the rear of the townhouse lots. A comprehensive active transportation network will be provided throughout the neighbourhood, in the form of shared lanes for cyclists and sidewalks for pedestrians. A pedestrian gateway will be located at the intersection of Winchester Road West and Baldwin Street South (refer to Figure 7, below). Detailed design and placement of this gateway will be developed at a further stage.

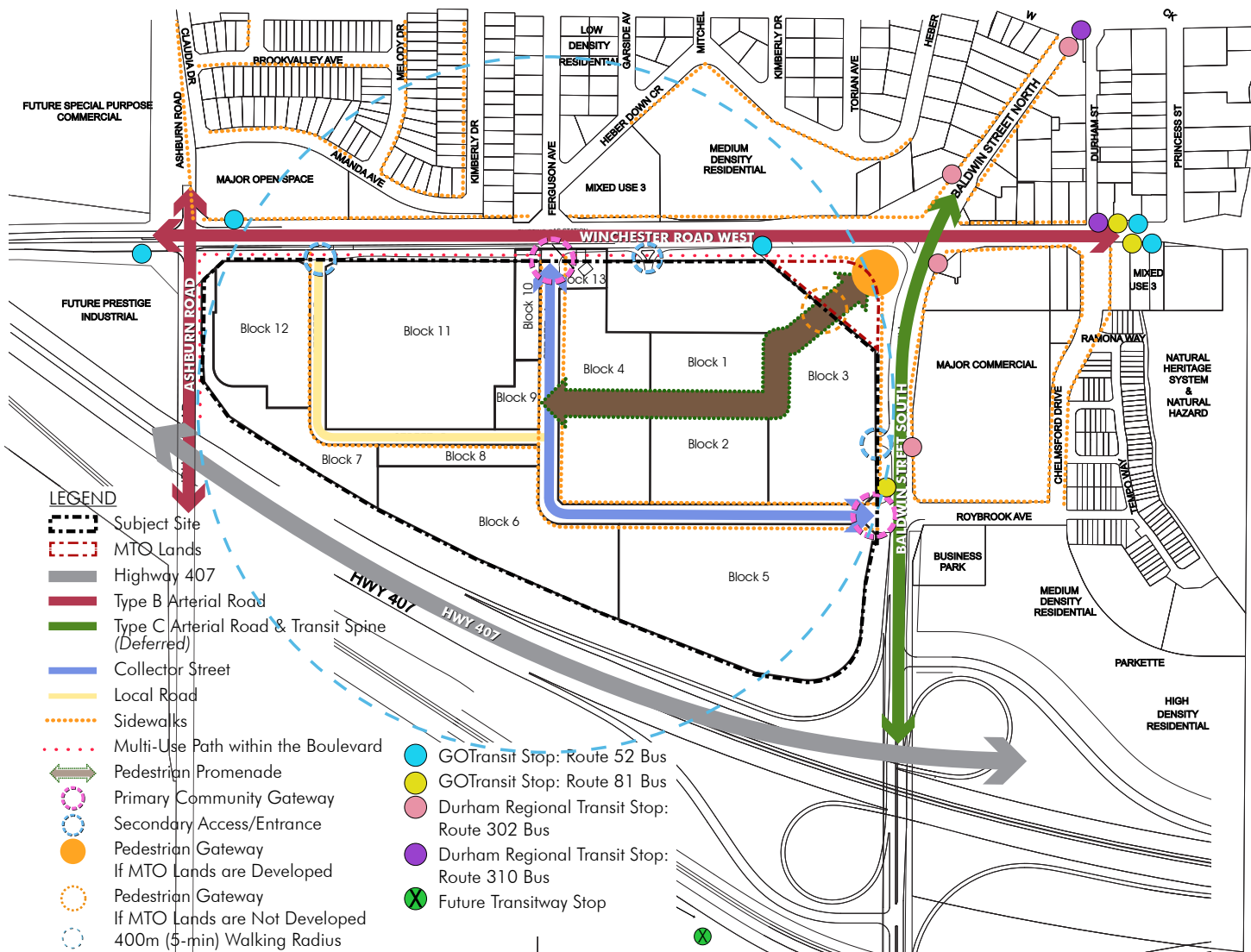


Figure 7: The Circulation Network

4.0 COMMUNITY BLOCK PLAN

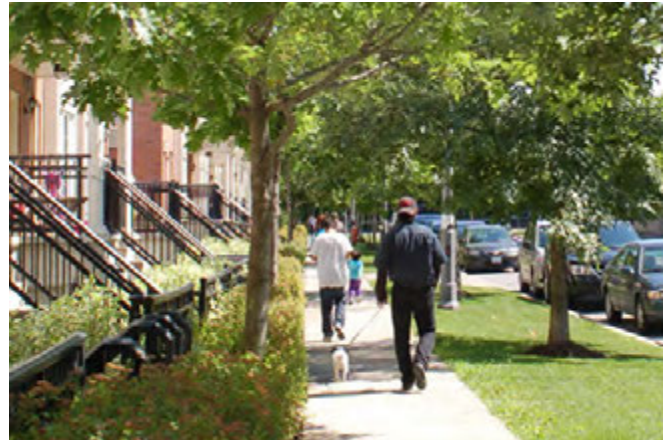
4.2.2.1 Pedestrian & Pathway Network

A connected and accessible pedestrian network will provide opportunities for active circulation throughout the residential and commercial portions of the South Village Community, and to surrounding neighbourhoods. The pedestrian realm will be supported by the following elements:

- The Pedestrian Promenade, a central feature of the commercial/retail area, is intended to be a continuation of Downtown Brooklin’s Main Street. The Promenade will promote safe pedestrian movement, due to its strategic layout, the surrounding built form and landscaping details. It will be further discussed in Section 4.3.3;
- Sidewalks will be located on both sides of the residential collector street and one side of all local roads;
- Significant intersections will include textured paving at crosswalks to promote safety and to provide visual interest;
- Street trees, pedestrian-scale lighting and coordinated street furniture will enhance the pedestrian realm; and
- The north and eastern edge of the subject site will include streetscape improvements along Winchester Road West and Baldwin Street South, as to improve pedestrian connectivity and safety along these arterials.

4.2.2.2 Cycling Network

The South Village Community’s cycling network will include shared lanes on all roads throughout the community and dedicated lanes, where warranted. Human-scale built form and short blocks will promote a safe cycling environment.



Conceptual images of active transportation networks.

4.2.2.3 Transit Network

The South Village Community follows principles of transit-supportive development, primarily through the provision of medium and high density residential units (collectively forming high-density blocks) along transit corridors.

The entire site is within a 5 minute walk (400 metres) of Durham Region and GO Transit stops, providing access to the broader regional transit networks and the Greater Toronto Area. Please refer to Figure 7 for bus stop locations.



Source: James Bow Photographer

4.2.2.4 Street Network

The proposed public street network includes one collector street, local residential streets and laneways. The local residential streets will be accessible from Winchester Road West and from the collector street, 'Street A'. The private laneways allow for rear access and reduce the presence of garages within streetscapes.

Private commercial roads will serve the Commercial/Retail area, connecting the Pedestrian Promenade to residential streets with safe, marked pedestrian crosswalks.



Source: Wikimedia

Images of Durham Region Transit and GO Transit vehicles.



Image of a residential streetscape.

4.2.3 Land Use Mix & Distribution

The South Village Community will be a mixed-use neighbourhood, composed of commercial, employment and residential uses. The eastern portion of the South Village Community, South Village Market (Blocks 1-4), will be comprised of commercial and mixed-use buildings. A business park is proposed in Block 5. A mixed use apartment building (Block 1) and a mixed use senior's residence (Block 2) will also be located in this area, providing 260 and 200 residential units, respectively, and supporting a mix of uses and vibrancy at all times of day.

The total area of the commercial uses will be approximately 28,115m² (302,627ft²). These commercial uses will contribute to the Town of Whitby's targets for gross leasable floor space for the retailing of goods and services in the Downtown Brooklin Major Central Area South. The commercial

area will also have the capacity to accommodate future intensification and redevelopment of surface parking areas for commercial and/or residential uses (refer to Appendix A). South of the commercial/retail district will be a Business Park area comprising 4.46 hectares.

Residential blocks and 1 mixed use block will make up the western portion of the South Village Community, with high density residential development in the form of townhouses and a 3-storey mixed use apartment building. These units as well as the apartment and seniors buildings located in Blocks 1 and 2, respectively meet the average net density target of 65 units per hectare for high density residential development. Further, a parkette, Urban Square, landscape squares, stormwater management pond and an open space block are proposed throughout the community.

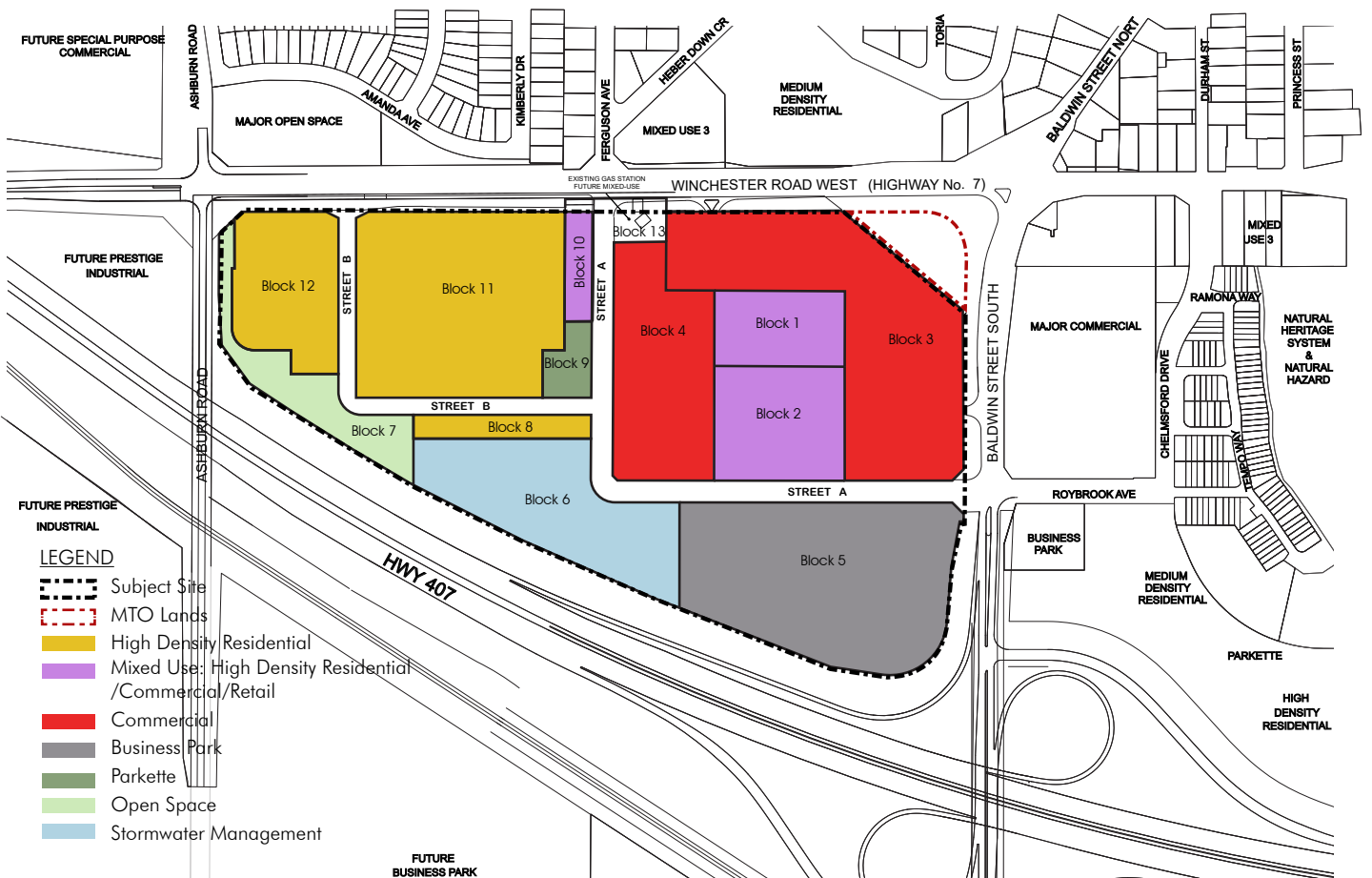


Figure 8: Land Use of the South Village Community

The following table provides a detailed description of each proposed development Block:

Block	Size (ha)	Use	Description
1	1.09	Mixed Use High Density Residential/ Commercial / Retail	A mixed use 5-storey mid-rise apartment building (260 units) with ground floor retail/commercial is proposed within Block 1. Underground parking will be provided for residents, and surface parking will be provided for retail users. A landscaped square is proposed at the southeast corner of Block 1, and is located opposite the Urban Square in Block 3. Pedestrian circulation is accommodated at the interface of the proposed retail/commercial units and the surrounding surface parking. A Pedestrian Promenade, the main pedestrian circulation route in the community, is located at the southern extents of Block 1.
2	1.65	Mixed Use High Density Residential/ Commercial / Retail	A mixed use 4-storey mid-rise senior’s residential building (200 units) with ground floor retail is proposed within Block 2. Primary vehicular access will be located within an internal courtyard, accessible from Street ‘A’. Retail units will front onto the Pedestrian Promenade at the northern extents of Block 2, providing for an animated public realm.
3	4.44	Commercial/ Retail	Block 3 is proposed to feature commercial and retail buildings exclusively, including a grocery store. These buildings will include restaurants, including, but not limited to drive-through establishments. Surface parking will be located internal to the site, with high quality building edges characterizing the main interface onto the surrounding Winchester Road West and Baldwin Street South. A landscaped square and urban square are located within Block 3, at the northeast corner of the site and will ensure a positive pedestrian gateway image that will anchor the head of the Pedestrian Promenade.
4	2.40	Commercial/ Retail	Block 4 is also proposed to feature commercial and retail buildings exclusively. Where these buildings abut the Pedestrian Promenade, high-quality active frontages will be oriented to face pedestrian circulation routes.
5	4.46	Business Park	Business park uses are proposed within Block 5. The exact built form of this block will be determined at a future time, and will be in line with the design criteria and relevant policies listed in the Town of Whitby Official Plan.
6	2.65	Stormwater Management	Block 6 contains a stormwater management pond. This Block serves an important role as a buffer between Highway 407 and the adjacent pedestrian-oriented retail and residential to the north.
7	1.13	Open Space	Block 7 contains passive open space, which further serves as a buffer between Highway 407 and Ashburn Road.

Block	Size (ha)	Use	Description
8	0.47	High Density Residential	Block 8 will contain conventional street townhouses (22 units), which will back onto the stormwater management pond. These units will partially front onto Block 9, the Parkette.
9	0.40	Parkette	Block 9 contains the parkette, as set out in the Brooklin Secondary Plan (OPA 108). This parkette will serve as a linkage between the commercial/retail area (South Village Market) in Blocks 1-4, and the western residential portion of the subject site, west of Street 'A'. The parkette will also serve as the anchoring terminus to the Pedestrian Promenade and will feature active and passive recreational uses. A walkway will be located at the northern edge of Block 9 to facilitate east-west circulation, helping residents reach their daily needs more efficiently. Further, the Parkette will feature high visibility along Street 'A' and Street 'B'.
10	0.33	Mixed Use High Density Residential / Commercial / Retail	This mixed use block will feature a 3-storey mixed use apartment building (44 units) with active commercial ground floor uses, which will animate this key Gateway intersection of Winchester Road West and Street 'A'. Further retail/commercial uses have the potential to front onto the parkette to the south, creating a unique and memorable amenity for residents and visitors alike.
11	3.29	High Density Residential	Block 11 will contain a variety of townhouse typologies to support transit and provide for visual variety. The highest density of these townhouses, stacked decked units (123 units), will feature rear parking and will be located along Winchester Road West and at cap-end locations along Street 'B' to facilitate an interruption-free streetscape that minimizes the visual impact of parked cars. Laneway townhouses (26 units) will be located strategically, adjacent to the stacked-decked units along Winchester Road West, to make use of the shared laneway. An additional 62 units of conventional townhouses will be located internal to the site, as these units are more conducive to lower-order internal residential streetscapes.
12	1.25	High Density Residential	Block 12 will contain a similar mix of townhouse typologies as block 11 (57 stacked decked townhouses, 13 laneway townhouses and 14 street townhouses), organized using the same design logic. An additional row of street townhouses will be located backing onto the Open Space Block (Block 7), as rear vehicular access is not feasible in this location.
13	0.17	Existing Gas Station -Future Mixed Use	Block 13 currently contains a gas station. Future mixed use development on this site would further add to residential densities and commercial space in the subject site. Refer to Appendix A for a discussion of future development on this site.

4.2.3.1 Commercial and Residential Targets for the Brooklin Major Central Area

Commercial Space Targets

The Brooklin Secondary Plan has set a target for the amount of commercial space in the Downtown Major Central Area, south of Winchester Road West, of 70,000 square metres of gross leasable floor area (Policy 11.5.4.13). The initial development of the South Village Community will provide 28,115 square metres of commercial floor space. Combined with the existing 11,000 square metres of commercial space on the east side of Baldwin Street South, there will be 39,115 square metres of gross leasable floor area built in the first instance.

Appendix A contains information on how the initial amount of development can be intensified over time. The additional commercial floor space would come from:

1. The addition of additional second storey floor space to buildings in the South Village Market and the site on the east side of Baldwin Street South;
2. Additional buildings in the large parking fields on both sides of Baldwin Street South;
3. Redevelopment of sites such as the gas station at Winchester Road West and the extension of Ferguson Avenue and the four houses at the intersection of Winchester Road West and Chelmsford Drive; and
4. Development on the MTO property over the long term as contemplated by Policy 11.5.4.13.

The information presented in Appendix A demonstrates how the minimum of 70,000 square metres of commercial floor space can be achieved over the land base south of Winchester Road West on either side of Baldwin Street South within the Downtown Major Central Area.

Residential Unit Targets

The Brooklin Secondary Plan has also set a target of a minimum of 750 new residential units to be accommodated in the portion of the Downtown Major Central Area south of Winchester Road West (Policy 11.5.4.15). It has been estimated that there is a potential of 240 new units south of Winchester Road West and east of Baldwin Street South.

For the South Village Community which is located west of Baldwin Street South, a total of 821 new units are proposed. Therefore, overall the Central Area South of Winchester Road West has the potential for over 1,061 new residential units, well in excess of the minimum target.

The Brooklin Secondary Plan permits a wide range of residential densities within the Major Commercial land use designation. At the low end, townhouse and stacked townhouse development is permitted at a minimum of 65 units per net hectare. At the high end, apartment buildings up to 200 units per net hectare are permitted. This can be increased to 300 units per net hectare where at least one floor of non-residential uses is included in the building(s). Within the western portion of the preferred plan west of Street 'A' (see Figure 8), Blocks 11 and 12, are proposed as street townhouses, laneway townhouses and stacked decked townhouses, while Block 8 is proposed as solely street townhouses. Block 10 is proposed to have residential apartment units over ground floor commercial space. The average overall net density for these blocks west of Street 'A' is 66 units per hectare. Within the eastern portion of the preferred plan, east of Street 'A', Block 2 is a proposed Seniors Residence at a density of 121 units per net hectare. Block 1 includes an apartment building with ground floor commercial at 239 units per net hectare, and meets the criteria for increased density permissions to up to 300 units per net hectare. All of these densities conform to the Secondary Plan policy.

Moreover, Appendix A demonstrates options for Block 12 and the current gas station site to contain apartment building forms. In this case some of the blocks would be permitted to develop at up to 200 units per net hectare.

4.2.3.2 Business Park

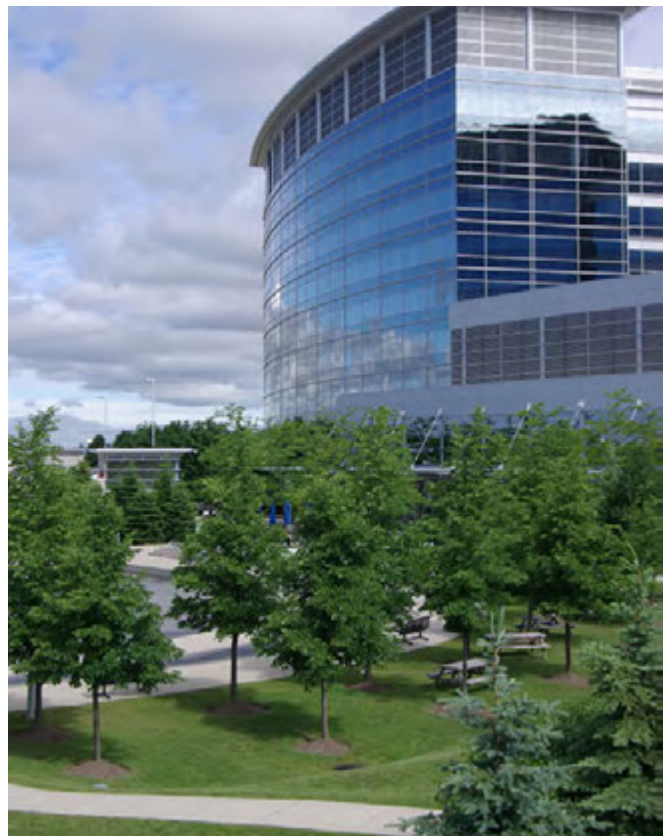
The Brooklin Secondary Plan includes policies relating to the design and permitted uses of lands designated Business Park (Section 11.5.22), including:

- intended “campus-like” clustering of employment uses near Baldwin Street South and Highway 407;
- high quality building design in recognition of this location’s level of visual prominence;
- pedestrian scale environments at the ground level, including abutting the street and open spaces; and
- loading/servicing that is not located adjacent to public space.

It is intended that the proposed business park in Block 5 will adhere to the OPA 108 policies to provide for office and other intensive employment uses whose employees can support the commercial uses in the Downtown Brooklin Major Central Area. The proposed development will ensure a positive interface with the pedestrian oriented mixed use, residential, retail and commercial proposed to the north. Built form will communicate a high-quality community image from Highway 407 and Baldwin Street South.

Further, pedestrian accesses will be strategically located to enhance access to existing and planning transit stations (refer to Figure 7 for transit stop locations). Site design will consider the pedestrian experience and

provide for a human scale of design at the ground-level. The interface with Street ‘A’ will be thoughtfully considered in the design of access points to this business park block. Specific design features and built form will be articulated at a later design stage.



Example of business parks with high quality design and pedestrian-scale site design features.



4.3 Special Character Areas

The South Village Community will form the southern portion of Downtown Brooklin’s Major Central Area. OPA 108 outlines the following objectives for the Downtown Brooklin Major Central Area South:

- “h) To create a diverse and vibrant mixed-use urban village south of Winchester Road as an extension of the historical Downtown, which will be designed to complement and support the historical Downtown (Section 11.5.1.2).
- i) To provide for a mix of restaurants, cafes, and retail stores at-grade and close to the sidewalk which provides visual interest, promotes retail continuity and viability, encourages walking and contributes to a safe, comfortable and vibrant pedestrian environment.
- j) To require buildings to be built up to the street line along the Pedestrian Promenade, with active storefronts in order to promote pedestrian activity.”

The Official Plan’s vision of the subject site as an Urban Village and the objectives listed above will be achieved through the careful and directed design of Special Character Areas. The community’s Special Character Areas will shape the community’s character, become nodes for public activity and facilitate wayfinding. The Special Character Areas include the Winchester Road West and Baldwin Street South Edges, the Community Gateways, the Pedestrian Promenade, the Parks System and the Urban Square.

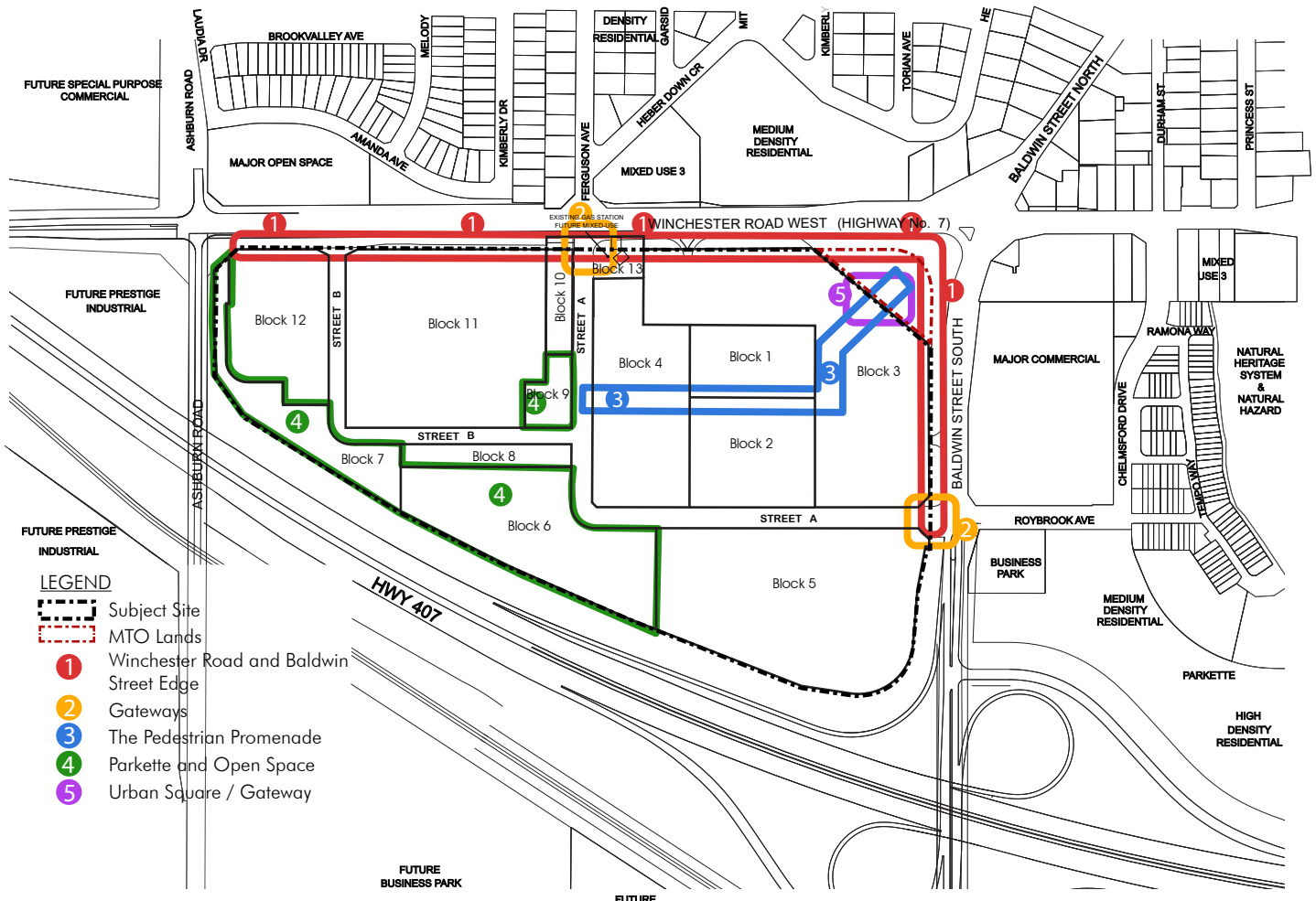


Figure 9: Special Character Areas of the South Village Community

4.3.1 Winchester Road Streetscape

The high density residential Blocks, the northernmost mixed-use high-density block and the northern edge of the South Village Market will form the community edge along Winchester Road West. The community edge will communicate the overall character of the South Village community and provide a positive interface with the existing low-rise residential community to the north. Principles that apply to the Winchester Road West streetscape include:

- Townhouses shall have rear access to minimize the visual presence of driveways and garages on the streetscape;
- Townhouse units shall create a strong streetwall, to contribute to the creation of a pleasant pedestrian realm;
- Townhouse units shall have variety in massing, roof heights and architectural treatments that complement the overall character of the community;
- The built form of the Commercial/Retail area shall be sited to form a consistent streetwall along Winchester Road West; and
- Future streetscape improvements along Winchester Road West, including a multi-use path within the boulevard will ensure a safe, connected and attractive pedestrian realm along this arterial road.



Example of a strong streetwall.

4.3.2 Baldwin Street Streetscape

The community edge along Baldwin Street South will be characterized by the Eastern extents of South Village Market as well as the business park (Block 5). This edge will feature appropriate massing and building siting which responds to the prominent, high-traffic nature of this key arterial and its connections to Highway 407 (to the south) and the historic downtown core of Brooklin (to the north). Principles that apply to the Winchester Road West streetscape include:

- The built form of the Commercial/Retail area shall be appropriately sited to form a consistent streetwall along Baldwin Street South;
- Commercial/Retail buildings should be sited and massed to present a high-quality, pedestrian friendly built-form consistent with the adjacent Brooklin heritage conservation district;
- Future streetscape improvements, including a sidewalk along Baldwin Street South will ensure a safe, connected and attractive pedestrian realm along this arterial road.



Example of commercial buildings with prominent and high-quality streetscape presence.

4.3.3 Gateways and Site Entrances/ Accesses

The South Village Community is proposed to have two primary gateways and three secondary entrances, and one significant pedestrian gateway at the Urban Square. Refer to Figure 9 for gateway locations. These areas will signify the entrance into the community and will serve to form the initial impression of the South Village Community. Guidelines that apply to gateways include:

- Buildings shall be appropriately sited to address the gateway;
- Exposed elevations shall have upgraded architectural treatments that reflect the character of the South Village Community;
- Pedestrian safety shall be emphasized with the appropriate location and design of crosswalks. Decorative paving or painted crosswalks are encouraged;
- The provision of entrance landscaping treatments is encouraged where collector streets intersect with arterial roads;
- Signage identifying the South Village Community is encouraged at primary gateways, outside of the municipal right-of-way;
- The Urban Square/Gateway at the northeast corner of the site shall be framed by commercial/retail buildings and shall incorporate enhanced landscaping and architectural detailing, emphasizing the location as a pedestrian-scale, inviting and distinct community gateway; and
- Safe sightlines will be maintained at all intersections. As such, any proposed enhanced streetscape elements and above-ground utility fixtures shall be sited accordingly to maintain clear and safe sightlines.



Example of exposed elevations with upgraded architectural treatments.

4.3.4 The Pedestrian Promenade

The Pedestrian Promenade is an integral structural component of the community, representing a continuation of Brooklin’s Downtown ‘Main Street’. OPA 108 states that the Pedestrian Promenade “will be designed to ensure a sense of continuity of the pedestrian-oriented streetscape of the historic downtown.” Figures 10 and 11 provide a conceptual illustration of the Pedestrian Promenade. Figure 10 integrates the MTO lands at the northeast corner of the site into the design through development of these lands. Figure 11 precludes development within the MTO lands.



Precedent image of a pedestrian priority commercial street.

Both concepts depict a pedestrian-priority streetscape which facilitates frequent, safe crossing opportunities and encourages slowed vehicular traffic through the use of curb bump outs and textured paving at crossings. Limited lay-by parking in this area serves to further calm traffic and provides a buffer between drive lanes and the pedestrian realm along the sidewalks.

The Pedestrian Promenade consists of the following elements:

- An Urban Square / Gateway;
- Landscaped Squares;
- Ground floor retail use;
- A walkable tree-lined promenade with enhanced sidewalks, textured paving and frequent crosswalks; and
- A terminus located at the Parkette.

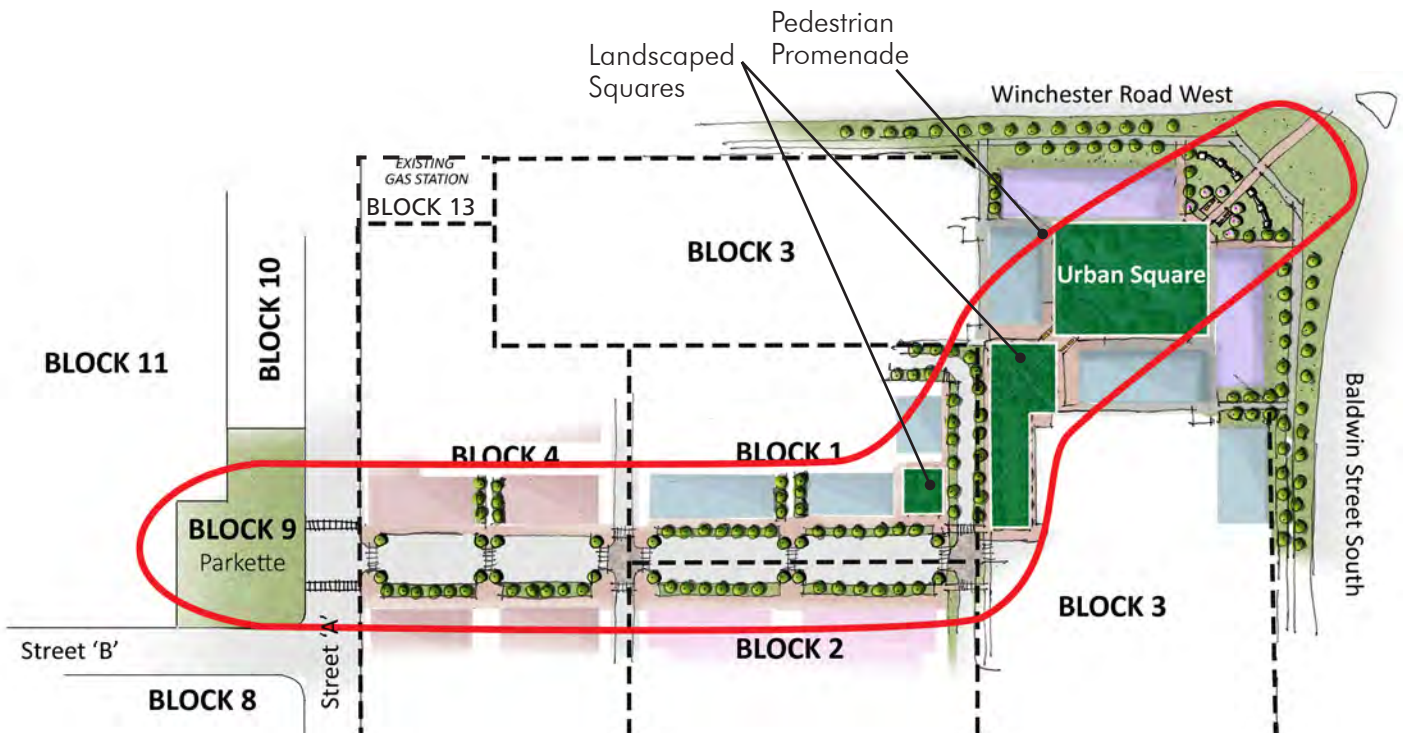


Figure 10: Conceptual drawing of the Pedestrian Promenade (with MTO Lands).

Guidelines that apply to the privately owned and maintained Pedestrian Promenade include:

- Buildings along the Pedestrian Promenade shall be appropriately massed and sited at the street line, with active storefronts, to stimulate pedestrian activity;
- Pedestrian-oriented streetscaping, such as decorative paving, wide sidewalks and street furniture, shall be incorporated to ensure safety and vibrancy;
- Street trees and landscaping shall create an inviting and green environment;
- The layout and landscaping of the Pedestrian Promenade shall support view corridors throughout the community and to Brooklin’s historic Downtown;
- An Urban Square, two landscaped squares and the parkette shall be strategically located along the Pedestrian Promenade to promote pedestrian mobility and to contribute to the community’s character; and
- Ground floor commercial uses along the Pedestrian Promenade shall have ample windows to support a lively, pedestrian-oriented shopping environment.



Precedent image of a mid-rise mixed use building along an enhanced pedestrian-oriented streetscape.

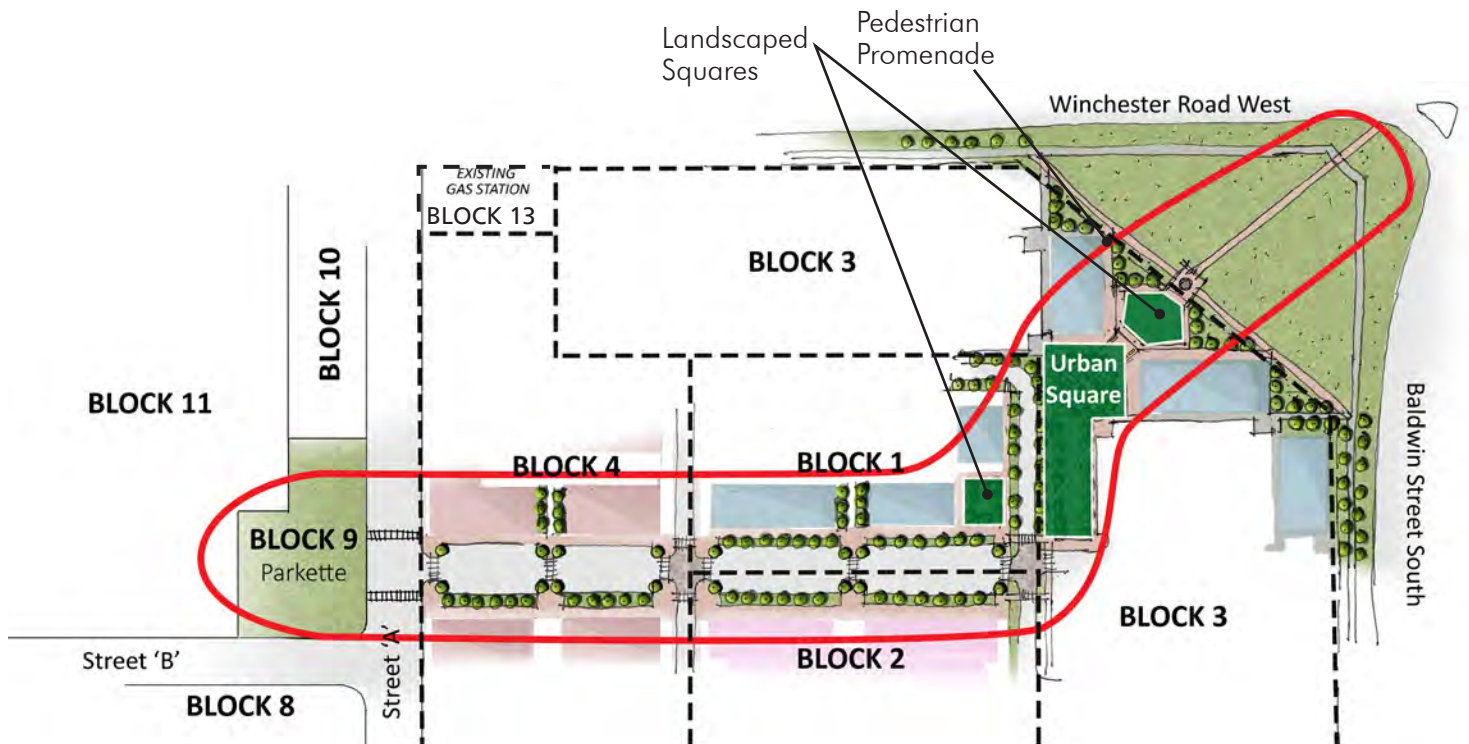


Figure 11: Conceptual drawing of the Pedestrian Promenade (without MTO Lands).

4.3.5 Parkette & Open Space

The South Village Community’s proposed parks and open space network is integral to promoting the development as a green and pedestrian-oriented community. Formed by the Pedestrian Promenade, the landscaped squares, the parkette and open spaces, the green space system will ensure the South Village Community becomes a liveable and high quality neighbourhood.

Each green space is strategically situated to benefit a wide range of users and provide for comfortable, safe and vibrant human-scaled environments. The parkette is located as a key destination at the terminus of the Pedestrian Promenade in the western portion of the site, providing accessible amenity for South Village Community residents, as well as other users of the site. The landscape squares are thoughtfully placed along interfaces of key commercial gateway buildings, which provide employees, visitors, passersby and residents the opportunity to gather, while being shielded from immediate views and interface with the surrounding arterial roads. The Pedestrian Promenade provides for an alternative pedestrian-priority streetscape internal to the site. This promenade location allows for shops and businesses to feature a human-scaled “main street” feel, much like the streetscape on Baldwin Street North in Brooklin’s historic core, which is setback from surrounding traffic thoroughfares.

Guidelines that apply to the parks and open space network include:

- Landscaping and park features shall be designed to maximize views from the street;
- Safe pedestrian infrastructure, such as decorative paving or painted crosswalks, shall be provided to connect open spaces;
- Buildings fronting, flanking and backing onto open space shall have upgraded architectural treatments to create a high quality public realm and attractive edge;
- Seating and structures that promote social interaction and gathering shall be integrated into the design of open spaces; and
- Landscaping and open space features shall be strategically located to promote views of the South Village Community from Highway 407.



Precedent images of a Parkette framed by townhouse units.

4.3.6 Urban Square/Gateway

The Urban Square will be the main pedestrian gateway to the community. It represents a significant spatial element of the proposed development, strategically situated at the head of the Pedestrian Promenade. The Urban Square will feature hardscaping and landscaping, with zones for activity and circulation. This square will serve as a gateway and key node for the South Village community, connecting the area to Brooklin's historic Downtown. The exact location, design and size of the Urban Square is dependent on the acquisition of the MTO Lands. Guidelines that apply to this Special Character Area include:

- The Urban Square will serve as the gateway to the Pedestrian Promenade and will be an inviting public space;
- The Urban Square should be fronted by building edges to shield the space from the surrounding major roads of Winchester Road West and Baldwin Street South.
- Design elements and landscaping shall reflect the character of and create an aesthetically attractive image of the South Village Community and the Downtown Brooklin Major Central Area;
- Buildings adjacent to the Urban Square shall be pedestrian-scale and sited to frame the open space, while protecting it from the adjacent arterial roads;
- Building entrances shall address the Urban Square to support a pedestrian-oriented shopping environment;
- Hard and soft landscaping shall include street furniture, distinctive, high-quality and low maintenance plantings and trees to create comfortable gathering spaces, and to shield the Urban Square from adjacent arterial roads;
- Design features that promote gathering, such as seating and natural elements, shall be incorporated in to the design of the Urban Square;
- Urban squares shall have strong edges, defined by articulated buildings and roadways;
- Urban squares shall offer opportunities for passive recreation and should be accessible to all users;

- Opportunities for the inclusion of distinct public art should be considered in the design of the Urban Square /Gateway;
- Signage adjacent to the urban square shall reflect the character of the South Village Community and comply with the Town of Whitby Signage By-law.



Precedent images of urban squares.

This page is intentionally left blank.

**PUBLIC REALM PRINCIPLES
& ELEMENTS**

5.0



5.1 Public Realm Principles

The public realm of the South Village Community will work with the proposed built form to create a cohesive, distinct and memorable image of Brooklin. The design of the public realm will conform to Section 5.0 Public Realm Design Guidelines in the Brooklin Urban Design and Sustainable Development Guidelines and the Town of Whitby's Landscape Plan Guidelines for Site Plan and Subdivision Developments (2016).

Principles guiding the design of the public realm include:

- The public realm will be designed to emphasize Downtown Brooklin as the village's focal point, fostering vibrancy and pedestrian activity;
- Safety, accessibility and connectivity will be key elements of public realm and streetscape design;
- The public realm will be designed to complement the character of the Brooklin Heritage Conservation District;
- Public realm elements, such as street furniture, will be coordinated and will contribute to identity, wayfinding and a sense of place;
- Enhanced public realm treatments will be provided along community edges; and
- The public realm will be organized to ensure continuous movement, with clear visual and physical connections throughout the community.

5.1.1 Urban/Landscaped Squares

The proposed development proposes three squares, including one Urban Square, which will serve as the gateway to the Pedestrian Promenade and two landscaped squares, located along the Pedestrian Promenade. These squares represent significant spatial elements of the proposed development, as they are situated at highly visible, pedestrian-oriented locations. General guidelines that apply to all landscaped squares include:

- The Urban Square/Gateway and landscaped squares shall be designed as focal points, fostering social gathering and activity;
- Design elements of the urban square and landscaped squares should work together to communicate a cohesive sense of place and community identity, including through the potential inclusion of public art;
- Built form shall be sited to frame the Urban Square to create a sense of enclosure and to promote an attractive and vibrant shopping environment;
- Pedestrian circulation shall be emphasized through proposed squares, ensuring positive and safe connections throughout the Pedestrian Promenade;
- Where possible, squares shall be designed with trees and overhead structures, street furniture, including seating, waste receptacles, bicycle parking, and pedestrian-scale lighting; and
- The Urban Square should be designed with a balance of hard and soft landscaping to creatively define and articulate activity and further define circulation routes and entry points.



5.1.2 Parkette

The South Village Community is proposed to have one parkette. This will be a green space that will enhance and balance the built environment. The parkette will have significant public exposure, with frontage along Street 'A' and local streets, including Street 'B'. Strategically located, this parkette will serve as the terminus for the Pedestrian Promenade and will indicate the transition from the commercial/retail area to the residential area. Guidelines that apply to the South Village Community's parkette include:

- The parkette shall be designed as a community focal point with a high degree of public visibility;
- Provide opportunities for passive and active recreation, such as seating areas, shade structures and open play spaces;
- Parkette features, landscaping and lighting shall be pedestrian-scale;
- Provide safe, coordinated and convenient entry points;
- The parkette shall have a variety of plant and tree species that are tolerant of an urban environment. Native species are encouraged;
- The public and private realm shall be clearly defined with landscaping and / or fencing;
- Planting and trees shall frame the parkette, while not blocking views from surrounding streetscapes;
- The parkette shall be designed to support views to nearby uses, such as the Pedestrian Promenade and commercial/retail area;
- Public art is encouraged in the parkette, particularly at the terminus of the Pedestrian Promenade; and
- Parkette designs shall meet Provincial Accessibility Regulations and include accessible features, promoting inclusive use for all ages and abilities.



Conceptual images of park features.

5.0 PUBLIC REALM PRINCIPLES & ELEMENTS

5.1.3 Stormwater Management Pond

The South Village Community proposes a stormwater management pond amenity area of 2.65 hectares along the site's southern edge. Adjacent to Highway 407, the stormwater management pond will contribute to a 'green' image of the neighbourhood. Guidelines that apply to the stormwater management pond include:

- The stormwater management pond shall have native planting to ensure rapid naturalization;
- Trailways shall connect to sidewalks to support an extensive active transportation network;
- The stormwater management pond amenity area will incorporate seating and viewing areas;
- Landscaping shall permit views from adjacent streets;
- Plant materials shall distinguish between manicured formal landscaping and the naturalized edge of the stormwater management pond; and
- The naturalized areas of the stormwater management pond will be sited to ensure appropriate and safe transitions to the urban streetscapes.



Conceptual images of stormwater management ponds.

5.2 Community Streetscapes

The South Village Community is envisioned to have one collector street (Street 'A'), local residential streets, laneways and private commercial driveways. Inviting, attractive and comfortable streetscapes are essential in order to achieve the development vision of a green and pedestrian-oriented community. Design guidelines that apply to streetscapes include:

- Buildings shall be sited close to the street line to frame streets and to create a continuous and human-scale streetscape;
- Variety in architectural detailing, such as the incorporation of projecting canopies and bay windows, will contribute to diverse and interesting streetscapes;
- Pedestrian-scale lighting and street furniture shall reflect the established character of Brooklin. Lighting shall comply with the Town of Whitby Lighting Guidelines;
- Decoratively paved and / or painted crosswalks are encouraged to support pedestrian safety;
- Where buildings are set back from the street line, a landscaped street edge shall be present;
- The frequent and coordinated siting of tree plantings, lighting and street furniture will help define the streetscape and direct pedestrian movement;
- Fencing shall be appropriately sited, where necessary, to distinguish between the public right of way and rear yards or garbage and loading areas (privacy fencing), to mitigate noise (acoustic fencing) and to delineate public and private spaces at high visibility and high foot traffic areas (decorative metal fencing);
- Street lighting shall comply with the Town of Whitby's design standards;
- Sidewalks shall be located to connect with key community focal points, such as the park and the Pedestrian Promenade;



Conceptual images of community streetscapes and pedestrian infrastructure.

- Street tree species and spacing shall be selected to complement the street type and to provide a large canopy; and
- Where possible, native tree species will be planted.

5.2.1 Collector Street

The residential collector street (Street 'A') is integral to the structure of the street network, connecting the residential and commercial portions of the South Village development. The collector street functions as the primary traffic route in the community for vehicles, pedestrians, and cyclists, and serves as the primary community gateway into the South Village Community. Guidelines that apply to collector streets include:

- Sidewalks shall be provided on both sides of the road;
- A single row of street trees shall be provided on both sides of the street.
- Prescribed LID or other sustainable design measures shall be incorporated, where possible;
- Street trees shall generally be deciduous species;
- Cycling shall be accommodated via a shared lane;
- Important intersections or open space features shall be highlighted with accent planting; and
- Street furnishing at strategic locations shall be provided to accommodate pedestrian, cycling and transit needs, including bicycle parking, bollards, vendor boxes, benches, transit shelters and garbage receptacles.

5.2.2 Local Residential Streets

Residential dwellings within the South Village Community are accessed by a series of local streets, including Street 'B' that extend from the residential collector street. These streets function as multi-modal travel routes for residents. Guidelines that apply to local residential roads include:

- Sidewalks shall be provided along one side of the street;
- Local streets shall be designed with pedestrian comfort in mind, by incorporating street trees and pedestrian-scale lighting;
- A single row of street trees shall be provided on both sides of the street;
- Prescribed LID or other sustainable design measures shall be incorporated, where possible; and
- Street trees shall generally be deciduous species.

5.2.3 Local Residential Window Street

A window street forms the western edge of the community. The window street is of particular importance, as it provides a view into the community from the adjacent Ashburn Road.

Guidelines that apply to the window street include:

- Sidewalks shall be provided along one side of the street; and
- A green planted buffer area shall form the community's western edge, parallel to the window street.



Conceptual images of streetscapes.

5.2.4 Residential Laneways

Laneways reduce the visual presence of garages and vehicles and eliminate the need for individual driveways, contributing to an enhanced pedestrian realm. Laneways are present within Block 11 and Block 12 in the South Village Community.

Guidelines that apply to residential laneways include:

- Laneways shall service the laneway townhouse buildings; and
- Laneways shall incorporate street lighting.



Conceptual images of a streetscape.

5.2.5 Private Commercial Driveways

Private commercial driveways facilitate movement within the commercial/retail portion of the South Village Community. Accessed via the residential collector street, the private commercial driveways connect visitors and residents to the public spaces, commercial offerings and parking of the commercial/retail area.

Guidelines that apply to private commercial driveways include:

- Sidewalks shall be provided throughout the commercial/retail area;
- Commercial driveways shall be designed with pedestrian amenity in mind, by incorporating human-scale landscaping (refer to Section 5.3 for additional landscaping details);
- Crosswalks shall be enhanced with tactile and decorative paving; and
- Significant intersections and crosswalks shall be enhanced with accent planting and generous boulevards.



Conceptual images of front and rear treatments of laneway townhouse streetscapes.

5.3 Non-Residential Landscape Design

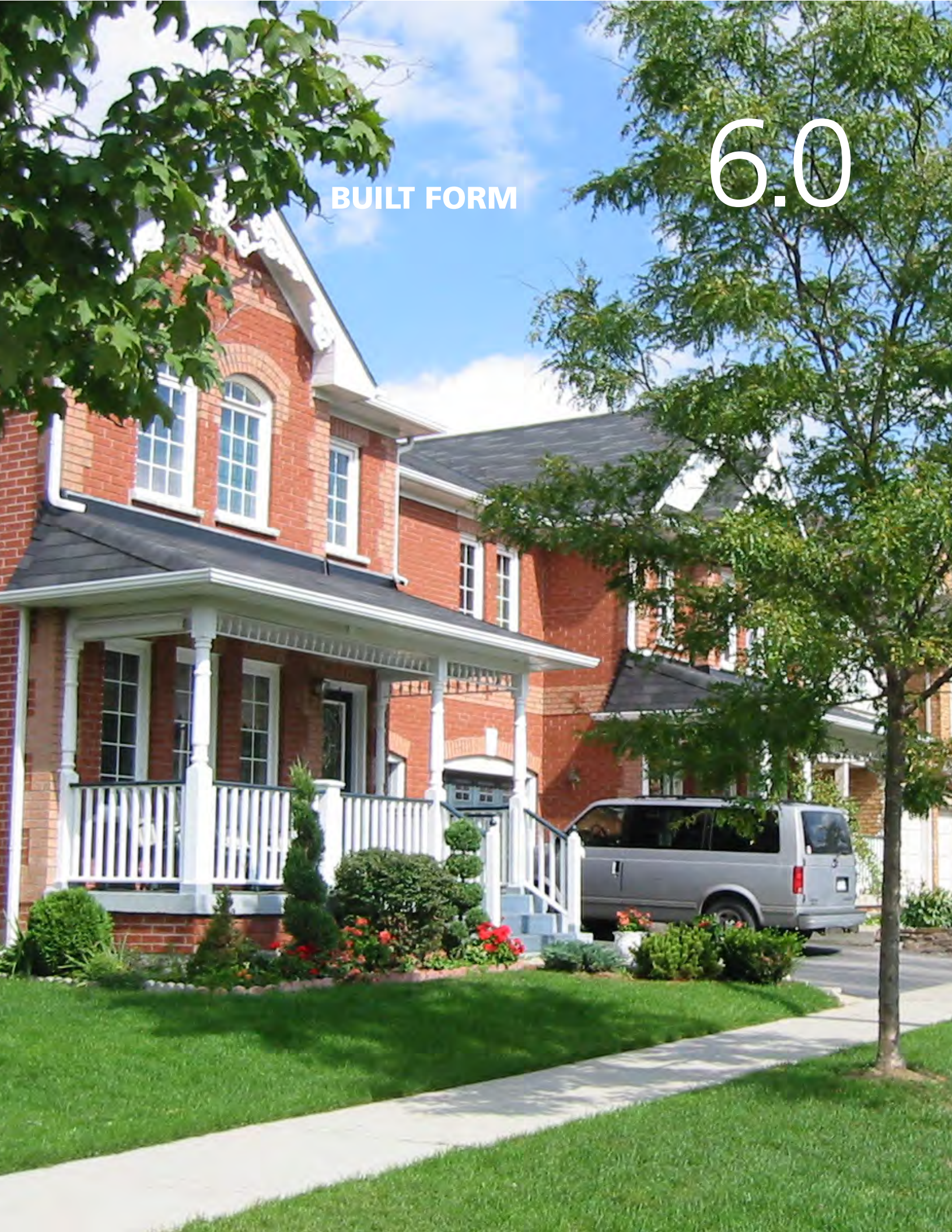
Commercial/retail blocks (Block 3 and Block 4) and mixed use blocks (Block 1 and Block 2) will be composed of retail and mixed-use buildings, and highly animated surface parking lots. The business park in Block 5 will also adopt some of the same landscape design principles found in Blocks 1-4. High-quality and strategic landscape design in these areas will reinforce the pedestrian-oriented vision of the South Village Community and ensure a vibrant public realm. Landscape design guidelines that apply to the commercial/retail area and business park block include:

- The Pedestrian Promenade and all significant crosswalks in the commercial/retail area shall have decorative paving or be painted to create safe, pedestrian-oriented spaces;
- Open spaces shall provide both planted and paved areas;
- Landscape and/or built markers shall accentuate pedestrian routes;
- Landscaped islands shall be provided in surface parking areas;
- Street furniture, such as seating, garbage receptacles and bicycle racks, shall be provided at key nodes and other appropriate locations;
- Landscaping shall be provided at key intersections, where feasible;
- Loading and parking areas shall be screened with fencing and/or landscaping;
- Landscape features in the commercial/retail area shall be complementary to the residential area to maintain a cohesive community character;
- Pedestrian-scale lighting shall enhance the night image of the commercial/retail area;
- Low Impact Development (LID) techniques shall be incorporated in surface parking areas, such as rain gardens; and
- Areas for outdoor seating shall be provided adjacent to restaurants, such as patios, to contribute to a vibrant public realm.



BUILT FORM

6.0



The South Village Community is proposed to be a diverse, mixed-use neighbourhood. The western portion of the site, west of Street 'A', will be primarily residential and mixed use area, proposing mixed use apartment buildings, stacked decked townhouses, laneway townhouses and street townhouses.

The eastern portion of the community, east of Street 'A', is proposed to be a mixed use area with commercial/retail buildings, an apartment building with at-grade retail and a seniors residence with retail components at ground level. The large retail store at the intersection of Street 'A' and Baldwin Street is envisioned to be developed first and act as an anchor for the South Village Community.

The southeastern corner of the site is proposed to be a Business Park area and will be highly visible from Highway 407.

The community's diverse built form will complement the Brooklin Heritage Conservation District, emphasize key intersections, establish a strong community edge and promote an overall positive image of the South Village Community.

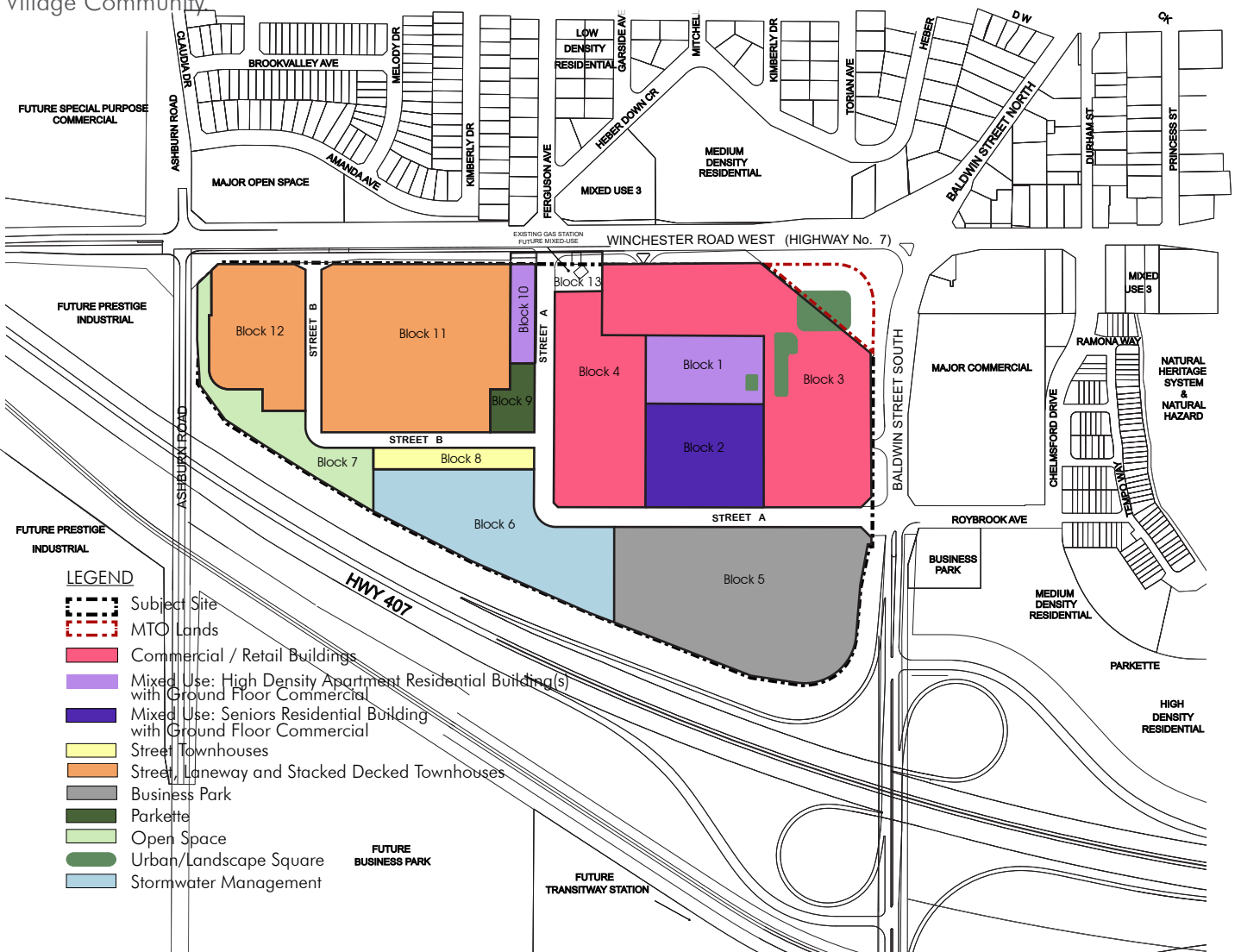


Figure 12: Built Form of the South Village Community

6.1 Priority Lots

Priority lots are of particular significance within a community, due to their location and prominence within the public realm. Priority lots within the South Village Community include:

- Community edge lots;
- Gateway lots;
- Corner lots; and
- Lots fronting/flanking/backing onto open space.

6.1.1 Community Edge & Gateway Lots

Gateways celebrate the entry into a community and provide an opportunity to communicate the character and identity through special design considerations. The South Village Community will have two primary gateways, one along Winchester Road West and one along Baldwin Street, and three secondary gateways one accessing the residential area and two permitting access to the commercial/retail area. The built form along the community edge and at gateways will indicate the transition from high-traffic arterial roads to a pedestrian-oriented community. Principles that apply to community edge and gateway lots include:

- Garages shall have rear access to reduce the impact of traffic and the visual prominence of garages along the community edge;
- Townhouse units along the community edge shall have consistent massing and architectural detailing to ensure a cohesive edge;
- Building entrances shall address the gateway;
- All exposed elevations shall have upgraded architectural treatments, such as gables and cornices; and
- Building design and architectural features shall complement the landscaping at gateways.



Images of townhouses forming a strong community edge.

6.0 BUILT FORM

6.1.2 Lots Fronting / Flanking / Backing Onto Open Space

Lots fronting/flanking/backing onto open space have a high degree of public exposure, promoting the community from different vistas. These lots will include the following features:

- Exposed elevations shall have upgraded architectural treatments;
- Exposed side and rear elevations shall have architectural treatments consistent with the front facade;
- Buildings shall have ample fenestration and dominant porches/balconies visible from the public realm to support CPTED (Crime Prevention Through Environmental Design) principles; and
- Roofs shall vary in style, colour and materials.



Image of townhouses fronting onto open space.

6.1.3 Corner Lots

Corner lots are prominent within the streetscape as they have two facades exposed to the public realm. Special design considerations for corner lots ensure visually interesting streetscapes. Principles that apply to corner lots include:

- The built form shall address both the fronting and flanking streets;
- A consistent level of architectural detailing shall be provided on all exposed elevations;
- Where possible, porches, windows and main entrances shall address fronting and flanking streets;
- The built form shall present a sense of character by incorporating visually distinct elements, such as dominant porches and ample fenestration; and
- Rear elevations shall have upgraded treatments.



Images of buildings on corner lots with consistent architectural treatments.

6.2 Townhouses

The South Village Community will include a range of townhouse typologies including street townhouses, stacked decked townhouses and laneway townhouses, accommodating approximately 317 townhouse units. General design principles for townhouse blocks include:

- Townhouses shall be designed with an architectural style that complements the surrounding existing residential and Brooklin’s historic Downtown;
- Townhouse blocks shall maintain a continuous massing and design continuity, with variety in architectural treatments to create interesting streetscapes;
- Townhouse blocks will be articulated to avoid expanses of blank wall;
- Corner units shall address both the fronting and flanking street; and
- Townhouse design shall apply principles of CPTED, such as increased fenestration on streetscapes.



Examples of Townhouses.

6.0 BUILT FORM

6.3 Multi-Family Residential Buildings

Multi-family residential buildings will be located in Blocks 1, 2 and 10. Block 1 is proposed to include a 5-storey mixed use apartment building (260 units). Block 2 will include a 4-storey mixed use senior residential building (200 units). Block 10 proposes a 3-storey mixed use apartment building (44 units). These buildings are proposed with commercial/retail uses at-grade. Principles that apply to these buildings include:

- Buildings shall be sited close to the street line to create pedestrian-oriented and visually interesting streetcapes;
- Buildings shall be developed with high architectural quality and sensitive design treatments due to their prominence within streetscapes and along the community edge;
- Building design shall reflect the character and identity of the South Village Community;
- Amenity areas shall include landscaping and furniture to foster animated gathering spaces;
- To avoid expanses of blank walls or repetitive streetscapes, all elevations exposed to the public realm shall be well-articulated and incorporate ample fenestration;
- Building entrances shall be emphasized through architectural treatments and landscaping; and
- Mechanical equipment will be screened from the public realm.



Conceptual images of higher density residential buildings.



Images of mixed-use buildings with retail at-grade.



6.4 Design Principles for Commercial / Retail

6.4.1 Commercial / Retail Area: South Village Market

South Village Market, is comprised of Blocks 1-4 and is the primary commercial/retail area of the South Village Community. Bordered by Winchester Road West and Baldwin Street South and intersected by the Pedestrian Promenade, South Village Market will play a major role in defining and reinforcing the identity of the overall community. Principles that apply to this commercial/retail area include:

- Buildings shall be sited to frame focal points within the public realm, such as primary streets, landscaped squares and the Urban Square/ Gateway;
- Buildings shall architecturally address any street intersection;
- The collective architectural composition of all buildings in the commercial/retail area shall be considered, in terms of massing, roof lines, street relationship and visual impact;
- Buildings will be designed to provide appropriate massing at a pedestrian scale and convey a 2-storey appearance, which could include a mezzanine level in some commercial buildings. The exact composition of usable second storey space will be detailed through the zoning by-law;
- Massing and architectural design appropriate for each retail or commercial use shall contribute to the pedestrian experience and shall be determined through each Site Plan Application;
- All elevations shall be of high quality design;
- All major entrances shall be accessible and at-grade;
- Retail buildings shall have entrances fronting the Pedestrian Promenade; and
- Signage shall comply with the Town of Whitby's Signage By-law.



Images of retail buildings.

6.0 BUILT FORM

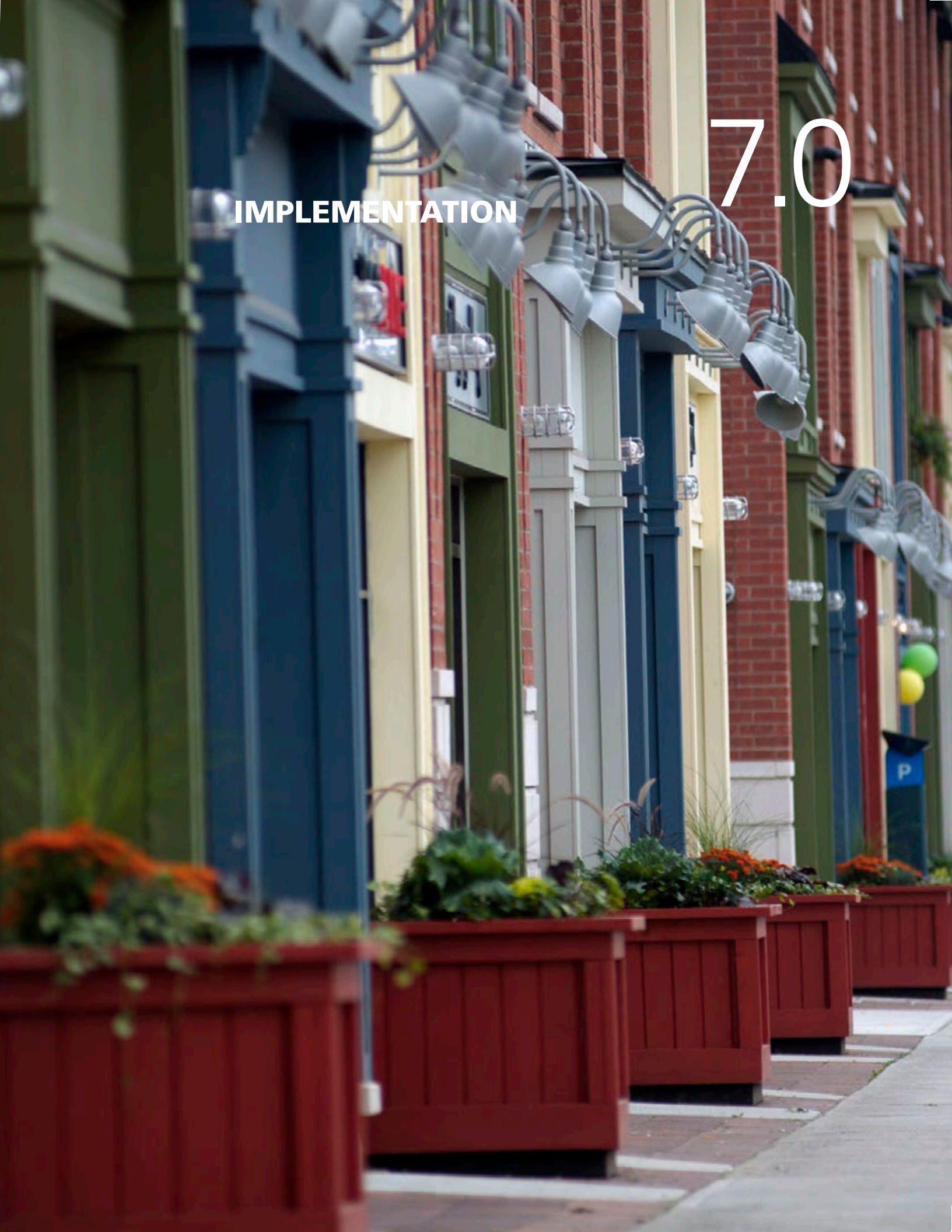
6.4.2 Business Park

The Business Park (Block 5) will be located at the southeast corner of the South Village Community, framed by the collector street to the north, Baldwin Street to the east and Highway 407 to the south. Highly visible from Highway 407, the Business Park area requires special design attention. Principles that apply to the Business Park area include:

- Buildings shall exhibit a high degree of architectural continuity, maintaining a level of overall harmony with the built form of the Commercial/retail area;
- The building site layout, massing, architectural elements, colour and materials shall be compatible with each other;
- Buildings shall be sited to take advantage of public exposure from Highway 407;
- Buildings shall become community landmarks with unique building design;
- Built form and massing shall promote an interesting, human-scale environment through depth and height variations;
- To establish appropriate scale, it is encouraged to incorporate visual accenting of parapet lines or other architectural features in roof design;
- Building entrances shall be located to address streetscapes, and pedestrian and vehicular infrastructure;
- Building elevations shall be well articulated and pedestrian-friendly through application of appropriate scale;
- Due to prominence within the community, all elevations shall have consistent architectural detailing; and
- Mechanical units will be screened from public view.



Images of Business Park buildings.



IMPLEMENTATION

7.0

7.0 IMPLEMENTATION

7.1 Design Review

A Design Control Architect will be retained by the Town. The Design Control Architect will review all submissions for all land uses (residential, mixed use and non-residential) for compliance with the Architectural Design Guidelines through a design review process that coordinates the site planning, architecture and landscape design of the streetscapes of the community.

The Design Control Architect, in conjunction with the Town, should have the authority to make interpretations of these guidelines to provide the necessary flexibility at the implementation stage, while ensuring that the stated goals and objectives are met.

7.2 Phasing

Phasing will begin with the eastern portion of the site, South Village Market. Phasing of the development will generally be conducted in an east-to-west fashion, as follows:

Phase 1:

Street A, Blocks 1,2,3 and 4 (South Village Market), and Block 6 (Stormwater Management).

Phase 2:

Street 'B', Block 5 (Business Park), Block 7 (Open Space), Block 8 (Street Townhouses), Block 9 (Parkette), Block 10 (Mixed-use high density residential/commercial/retail), Blocks 11-12 (Street Townhouses, Laneway Townhouses, Stacked Decked Townhouses).

Please refer to the following figure for an illustration of proposed phasing.

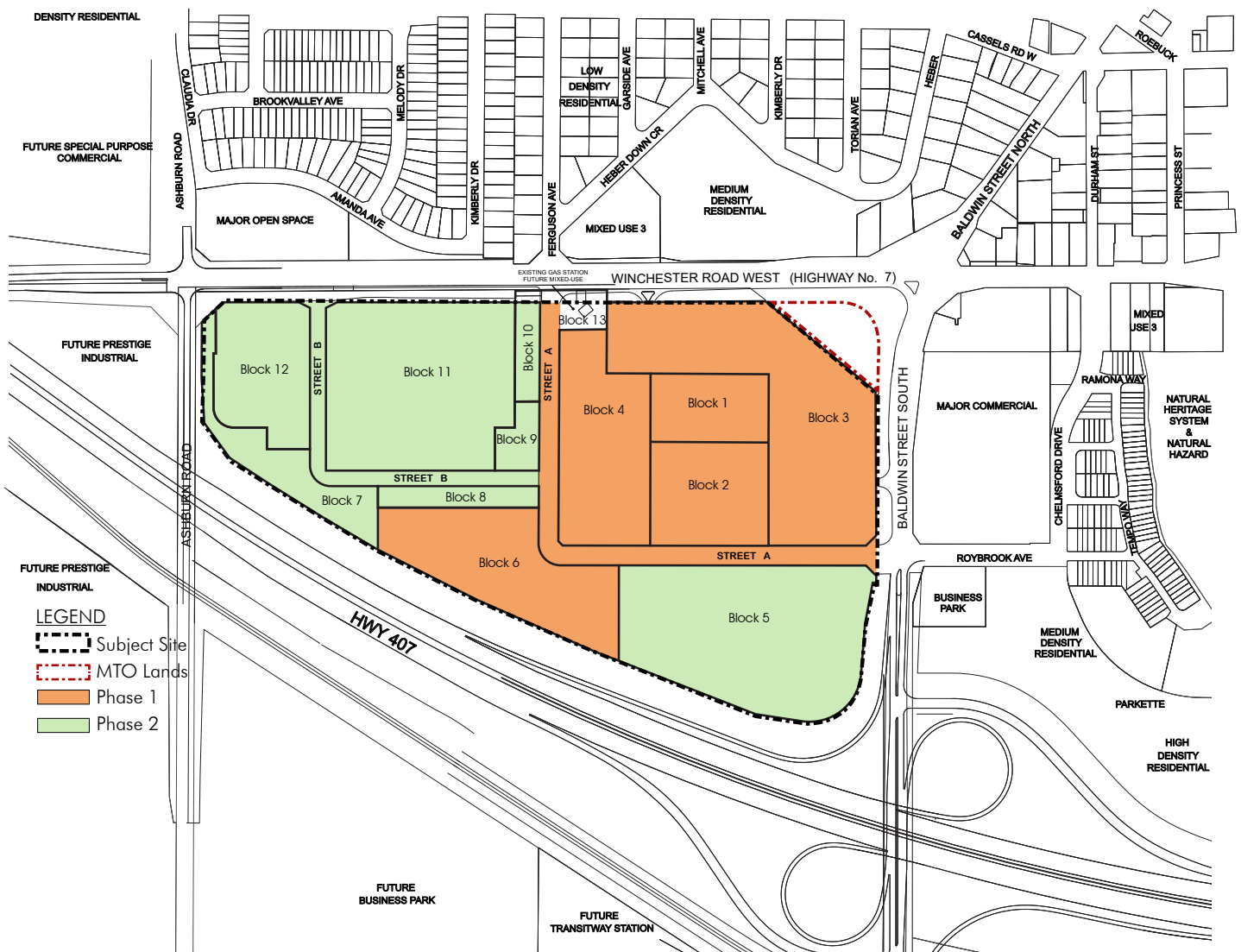
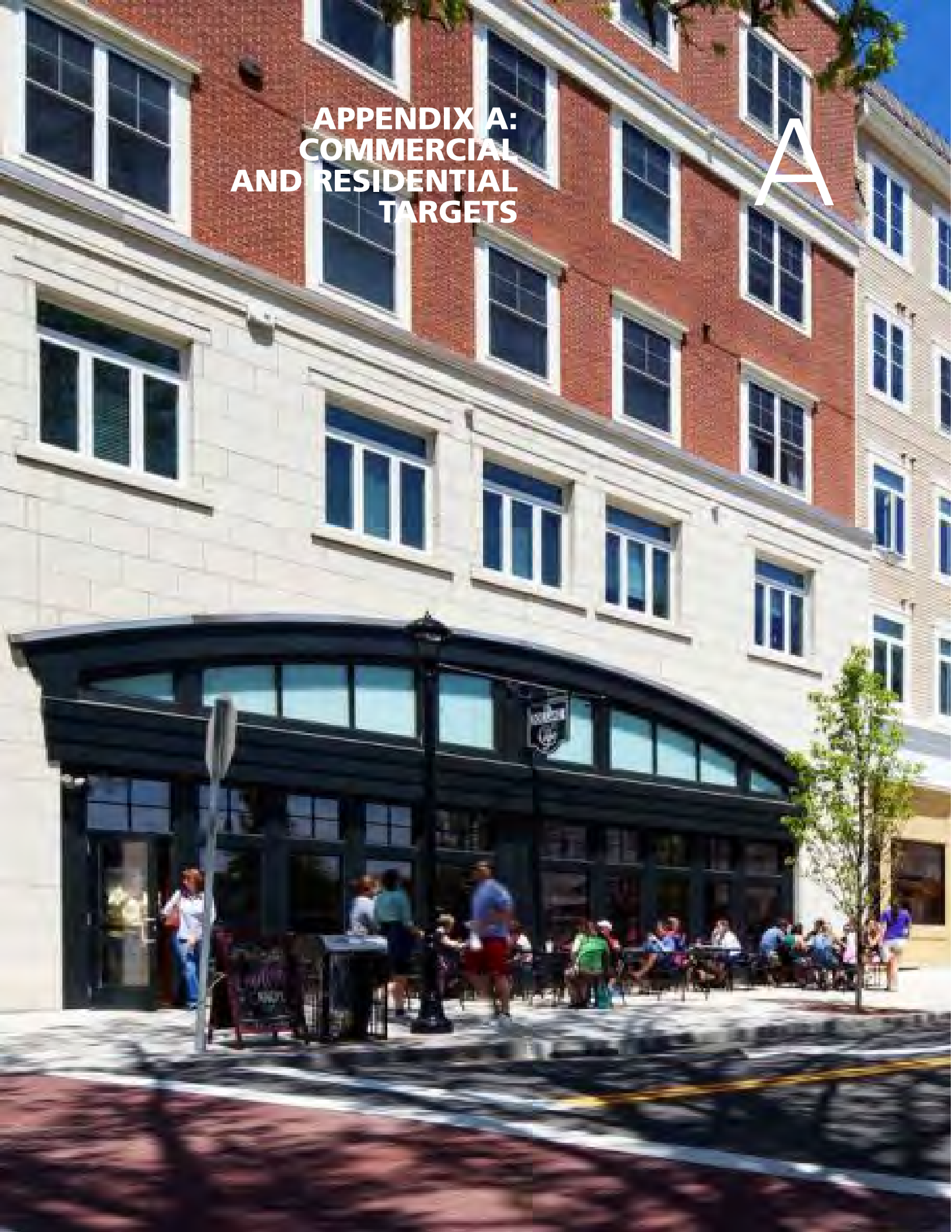


Figure 13: Proposed Phasing

This page is intentionally left blank.

**APPENDIX A:
COMMERCIAL
AND RESIDENTIAL
TARGETS**

A



A APPENDIX A: COMMERCIAL & RESIDENTIAL TARGETS

As mentioned in Section 4.2.3.1 *Commercial and Residential Targets for the Brooklin Major Central Area*, the policies of the Brooklin Secondary Plan set out the following targets:

Commercial: a minimum of 70,000 square metres of gross leasable commercial floor area in the Downtown Brooklin Major Central Area (Policy 11.5.4.13); and

Residential: a minimum of 750 new residential units to be accommodated in the portion of the Downtown Major Central Area south of Winchester Road West (Policy 11.5.4.15). Residential net densities should be a minimum of 65 units per hectare and a maximum of 200 units per hectare, reaching to 300 units per hectare only where one storey of non-residential is included in the building(s) within a designated intensification corridor.

Further to the comprehensive Block Plan presented in these Urban Design Guidelines, the following sections discuss intensification strategies for both commercial and residential uses in the Brooklin Major Central Area.

The following sections demonstrates how commercial and residential targets for the Brooklin Major Central Area will be met:

Section A.1 outlines several urban design strategies which would support reaching the long-term target of 70,000 square metres set out in Policy 11.5.4.13.

Section A.2 outlines potential options for residential intensification to include a range of densities.

A.1 Options for Commercial Intensification

At present, the preferred plan for the subject site proposes 28,115 square metres of commercial floor space. The existing commercial plaza to the east of Baldwin Street South includes approximately 11,000 square metres. Combined, this amounts to 39,115 square metres of gross leasable floor area.

The initial amount of development on the subject site can be intensified over time, as outlined in Table 1 and Figure 14, below to reach almost 48,900 square metres of commercial gross floor area. Note that the feasibility of these intensification strategies is further subject to parking provisions and development on the MTO property over the long term as contemplated by Policy 11.5.4.13.

Table 1 : Brooklin South Village Commercial Intensification Potential (*Intensification Design Strategies Identified Numerically in Figure 15*)

Intensification Design Strategy	Assumption	Gross Floor Area Added	Running Total
-	Baseline Scenario: G.F.A. proposed in the first instance	-	28,115m ²
①	Additional 2 nd storey commercial space added to existing commercial buildings in Block 3 and Block 4	4,660m ²	32,775m ²
②	Grade-related retail introduced in MTO lands	2,475m ²	35,250m ²
③	Office tower added above MTO lands retail buildings. Building 1: 4 Storeys above retail, Building 2: 2 storeys above retail)	7,725m ²	42,975m ²
④	Ground floor retail introduced east of Street 'A' on current Gas Station Site (Block 13) within mixed-use residential building	910m ²	43,885m ²
⑤	Additional commercial building(s) added in Block 3 on former surface parking lot	5,000m ²	48,885m ² at full build out

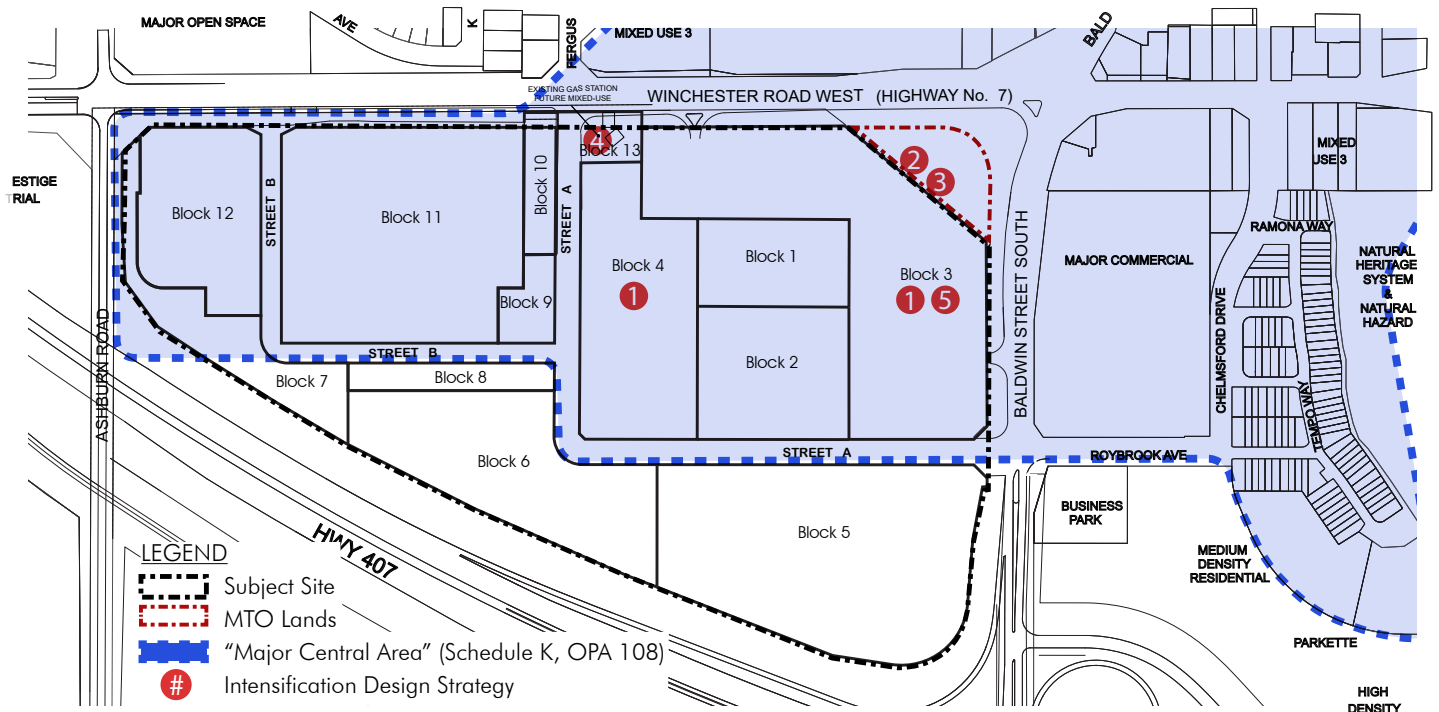


Figure 14: Potential Commercial Intensification of the South Village Community

APPENDIX A: COMMERCIAL & RESIDENTIAL TARGETS

Other lands within the Major Central Area east of Baldwin Street South comprise 'Major Commercial' and 'Mixed Use 3' designations (Schedule K, OPA 108). These lands can be intensified over time. Intensification on this site, combined with the intensification possible in the subject site, would reach the Commercial G.F.A. target of 70,000 square metres.

Table 2 and Figure 15 demonstrate one way these lands could accommodate increased commercial G.F.A.. Given these assumptions, the total G.F.A provided south of Winchester Road West in the Major Central Area could amount to approximately 70,125 square metres. Note that these calculations are provided for discussion purposes only and are subject to the neighbouring land owners. The feasibility of these intensification strategies is also subject to parking provisions.

Table 2 : (FOR DISCUSSION PURPOSES ONLY) : Commercial Intensification Potential East of Baldwin Street (Intensification Design Strategies Identified Numerically in Figure 15)

Intensification Design Strategy	Assumption	Gross Floor Area Added	Running Total
-	Baseline Scenario: G.F.A. existing (according to Town)	-	11,000m ²
1	Redevelopment of "Mixed Use 3" designation at the S.E. corner of Chelmsford Drive and Winchester Road West at 25% coverage	1,140m ²	12,140m ²
2	2nd storey added to 50% of existing main north-south commercial plaza building	3,900m ²	16,040m ²
3	2-Storey 50mx20m commercial building along Winchester Road West, within surface parking area	2,000m ²	18,040m ²
4	2-Storey 40mx20m commercial building along Roybrook Avenue, within surface parking area	1,600m ²	19,640m ²
5	2-storey 40mx20m commercial building along Chelmsford Drive, opposite Ramona Way, within surface parking area	1,600m ²	21,240m ² <i>at full built out</i>

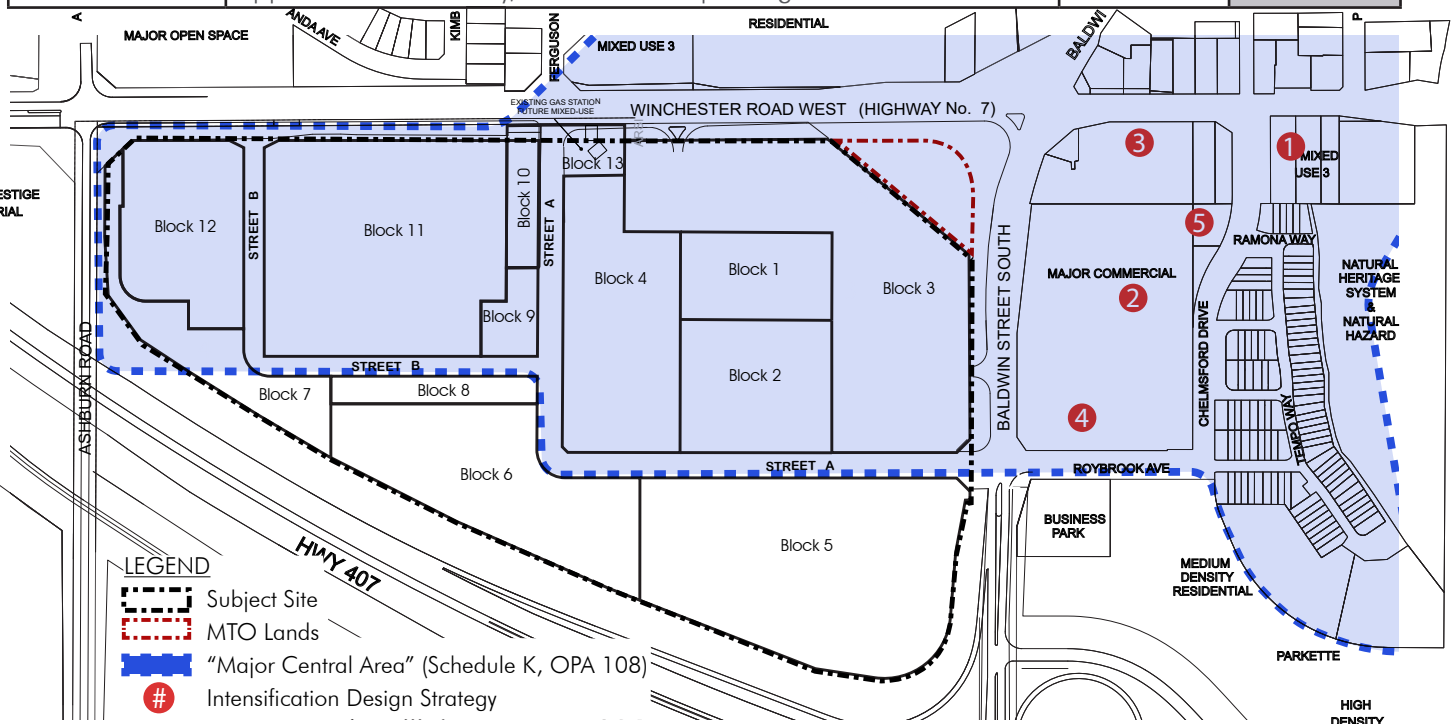


Figure 15: Potential Commercial Intensification East of Baldwin Street South

A.2 Options for Residential Intensification

As aforementioned in Section 4.2.3.1, and as currently proposed in the preferred plan presented in these Urban Design Guidelines, the Central Area South of Winchester Road West has the potential for over 1,061 new residential units, well in excess of the minimum target of 750 units. This number includes the estimated potential for 240 new units south of Winchester Road West, east of Baldwin Street as well as the 821 new units proposed for the subject site as per the current preferred plan.

Under the preferred block plan presented throughout these Urban Design Guidelines, the Brooklin Secondary Plan’s residential target is met and all residential development on the site conforms to the density requirements of the Secondary Plan policies. However, there are options to provide for heightened density in the future.

Figure 16 demonstrates how increased residential density can be achieved through the following high-density residential additions to the plan:

- Intensification of Block 12:** 5-storey apartment buildings(s) (producing approximately 280 units) can be introduced in Block 12, in lieu of the townhouse configuration proposed in the preferred plan.
- Redevelopment of Current Gas Station Site:** In future, a 5-storey mixed-use residential building could be introduced on the current Gas Station Lands at the corner of Winchester Road West and the extension of Ferguson Avenue (Street ‘A’), providing approximately 54 additional residential units as well as 910m² in commercial G.F.A. (as shown in Appendix Table 1).

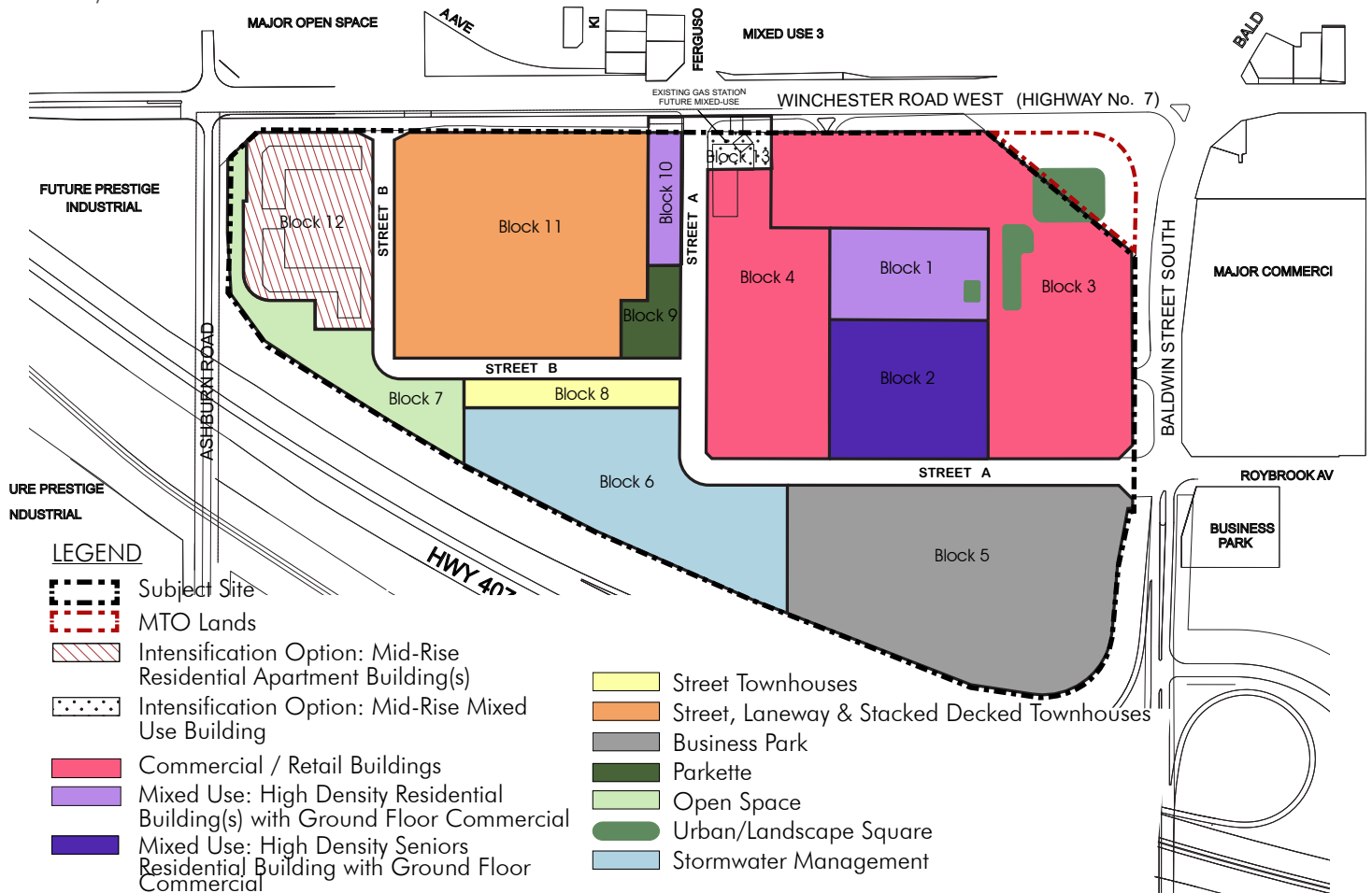


Figure 16: Potential Residential Intensification in the South Village Community



255 Wicksteed Avenue, Unit 1A

Toronto, Ontario, Canada M4H 1G8

T 416.449.7767 F 416.449.1803

www.mbtw-wai.com

