Phase 1: Round 2 Concept Design Engagement Summary

Downtown Whitby Brock Street Redesign Study

Town of Whitby

60714081

November 2025

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Table of Contents

1. Executive Summary 2

2. Overview of Brock Street Redesign Engagement 4

2.1 Approach to Public Engagement 4
2.2 Study Website and Project Email 5
2.3 Survey 5
2.4 Public Meetings 6
2.5 Committee and Board Meetings 6

3. Communication Activities 12

3.1 Media Relations 12
3.2 Digital Platforms and Social Media 12
3.3 Promotion 13
3.4 Curbex Signage 13
3.5 Digital Screens 13

4. What We Heard 14

4.1 Road Safety 14
4.2 Pedestrian Safety 19
4.3 Parking 22
4.4 Furniture and Fixtures 23
4.5 Aesthetics 28
4.6 Sustainability 32

5. Next Steps 34

1. Executive Summary

The Town of Whitby has started a multi-year project to refresh and revitalize historic Brock Street, from the exit at Highway 401 all the way north to the CP rail track near Maple Street.

Building on inputs from the first phase of engagement in 2024, the project team developed a draft conceptual design for the redesign of Brock Street. The purpose of this second phase of engagement was to receive feedback on the conceptual design. The Town has continued actively promoting engagement for the project through active media engagement including newsletters, social media, and hosting engagement efforts. An online survey on the Connect Whitby page for the Brock Street Redesign project yielded 823 responses, and the open house drop-in sessions had a combined total of 125 attendees.

In addition, the team presented the concept design and collected feedback from the Active Transportation Advisory Committee, Accessibility Advisory Committee, Sustainability Advisory Committee, the Heritage Advisory Committee and the Downtown Whitby BIA.

The feedback on the project continues to be largely positive with support for many of the key initiatives:

- Road safety measures to manage traffic including a roundabout at Brock and Burns Street and traffic calming measures such as lane reductions, turning restrictions and speed limit reduction.
- Lane reductions were not as well received with many citing that Whitby relies largely on vehicles.
- Traffic Calming is needed as unsafe speeding makes the area unpleasant for pedestrians.
- Pedestrian safety is a priority and the integration of pedestrian crossovers (PXOs) and the multi-use pathway were mostly supported.
- Parking is highly valued, and on-street parking is a premium. Reserving the spots for accessible parking received mixed reviews with some in support and others indicating they would prefer to see parking spaces in general allocated for other uses such as traffic lanes, bike lanes, or as pedestrian/ patio spaces.
- Furniture and fixtures were highly supported with many agreeing with the caveats that they need to be durable, match with the heritage aesthetic and easy to maintain.

- Historic preservation and restoration was a major focus with many noting that the fixtures should reflect the historic importance of the area.
- Public art was well received with some citing that the art should be functional and not take up additional space unnecessarily.
- Finances was a common concern across all initiatives with many voicing that the were worried about how funds were being invested in the Town.

The team will consider the feedback collected as they finalize the conceptual design report and recommendations, with the final presentation to Council in Q1 2026.

2. Overview of Brock Street Redesign Engagement

2.1 Approach to Public Engagement

In the second phase of public engagement for the Brock Street Redesign project, the objectives of engagement continued to be:

- To foster active and meaningful participation from key stakeholders, the business community, and the public;
- To build and maintain relationships with interested parties and demonstrate how their questions, concerns and inquiries are being addressed while balancing the needs of the different user groups;
- To involve and consult with the public and stakeholders about the proposed design recommendations for the Brock Street corridor and gather feedback where stakeholder and public input is needed;
- To identify a design approach that is implementable, catering to community needs, with established infrastructure and technology for sustainable future growth;
- To gain buy-in from the community, and establish the value of the communities' investment in the space; and
- To address questions and concerns from the public in a timely manner, such that they feel their voices have been heard with importance and sensitivity.

In conducting public engagement, the Town aimed to gather detailed public feedback by:

- Focusing on tactics that generated high engagement through attending all advisory committee meetings;
- Asking targeted questions and allowing participants to answer on their own time through an online survey and social media posts; and,
- Meeting people in the community through two in-person open house sessions.

The engagement period launched on September 2, 2025, and continued until October 9, 2025.

The Project Team consisted of:

Christy Chrus, Sr. Manager, Creative Communities for the Town of Whitby

Tara Painchaud, Sr Manager, Transportation for the Town of Whitby

Sara Taylor, the Project Lead from AECOM

Nayer Daher, the Transportation / Traffic Engineering Specialist from AECOM

2.2 Study Website and Project Email

In preparation for the second round of public engagement, the web page, “Have Your Say – Help Shape the Future Design of Brock Street in Downtown Whitby” (https://connectwhitby.ca/brockstreet) was updated to include the following:

- Public Engagement Results from Phase 1;
- Information about how to participate in this round of public engagement;
- Background on the Brock Street area;
- Frequently asked questions about the project;
- Links to the draft concept design and renderings;
- The online survey for the public to provide feedback on the concept design;
- A timeline of the lifecycle of the project; and
- Related reports, resources, and links.

Questions about the project were directed to Christy Chrus at the downtowns@whitby.ca e-mail address. Interested parties were also invited to join the mailing list to receive updates about the project. Through the course of Phase II of the project, 72 members joined the mailing list (an increase of 19 subscribers from the first open house).

The website was updated in early September 2025 to reflect the kick-off of Round 2 of engagement.

2.3 Survey

A survey was administered during the engagement period and was the primary source of gathering comments for the Brock Street Redesign. The survey was available online

at https://connectwhitby.ca/brockstreet/surveys/downtown-whitby-brock-street-redesign-concept-survey:

The survey yielded 823 responses, of which 768 were residents or property owners within the Whitby area. In addition, 78 respondents were business owners in Whitby, and of that 54% had their businesses within the Downtown Whitby area.

18% of respondents had participated in the previous Downtown Whitby Brock Street Redesign Study Survey.

2.4 Public Meetings

During the engagement period, two in-person public meetings were held.

In-Person Public Meetings



Two in-person sessions for the public, area residents and commercial business and property owners in the Downtown Whitby area were held on Wednesday September 24th from 1:00pm – 3:00pm and 5:00pm – 7:00pm at the Regal Room, Centennial Building, 416 Centre St. S, Whitby ON. The combined attendance for both events was 125 individuals.

The room was set up with presentation boards around the perimeter that highlighted proposed project updates, showcased the visual renderings and provided a snapshot of the feedback provided through Phase I engagement and how it was addressed in the concept designs. Two detailed concept plans were prepared and placed on tables in the centre of the room. Participants were encouraged to place post-it notes to share their feedback on the specific elements of the concept plan and with staff and the consultant.

2.5 Committee and Board Meetings

During the engagement period, the team presented materials to the Accessibility Advisory Committee, the Whitby Sustainability Advisory Committee, the Active Transportation and Safe Roads Advisory Committee, the Heritage Whitby Advisory Committee and the Downtown Whitby Business Improvement Area (BIA) Board.

Technical Advisory Committee

Christy presented the concept design to the Technical Advisory Committee on April 4, 2025

The feedback covered the following topics:

Phasing & Costing

- Phasing plan aligns with community enhancement goals; estimated implementation over 10 years.
- Phase 1 should prioritize Brock/Mary intersection as a key downtown entry point.
- Include total cost at the bottom of the phasing plan and provide comparable cost benchmarks (e.g., Unionville, Kitchener, Oshawa).
- Suggest adding timelines per phase and applying a higher contingency (20–25%) to account for underestimated costs.

Transit & Accessibility

- Confirmed bus stop locations; add shelter at Brock southbound at Burns.
- Shelter cost estimate of $15K–$20K is acceptable.
- Accessibility concerns include snow storage, roundabout safety, and enhanced pedestrian crossings (PXOs at all roundabout legs).
- Incorporate Town's signage/wayfinding standards and consider solar charging stations, accessible seating, and bike storage.

Waste Services

- Ensure waste receptacles are curbside for easy servicing; review placement on multi-use path side.
- Note service level increase for waste removal along Brock Street.
- Address recycling responsibilities under O.Reg. 391/21.

Planning & Urban Design

- Downtown Secondary Plan supports potential Brock Street lane reduction for expanded pedestrian realm.
- Graphics should emphasize greenery and softscape treatments for public engagement.
- Arborist Report, Tree Inventory, and Tree Preservation Plan required early for accurate costing.

Forestry & Parks

- Provide comprehensive tree appraisal and protection plans; avoid confined tree pits ("coffins").
- Ensure adequate soil volume (30 m^3 per large tree), proper placement, and species selection.
- Avoid tree grates; consider stormwater harvesting curb cuts.
- Update cost estimates for tree planting and protection; explore soil cell pricing alternatives.

Transportation

- Review cost estimates for PXOs and AODA signal upgrades (recent projects: PXO $56K; AODA signals $100K).
- Ensure design meets engineering standards (e.g., granular base thickness).
- Adjust sidewalk/MUP cost calculations for width differences.

Other Key Notes

- Address snow storage and winter maintenance challenges.
- Consider impacts of future development on landscaping and tree protection.
- Roundabout and bump-out designs should integrate accessibility and safety features.

Senior Leadership Team Presentation

- Christy presented the concept design including a high-level costing and phasing plan to the Senior Leadership Team at the Town on May 6, 2025.
- Overall feedback was quite positive with some comments around the costing and phasing plan, ensuring alignment with the Town's budget process.

Accessibility Advisory Committee

The Accessibility Advisory Committee meeting was held on September 2nd at 7:00pm as a virtual meeting.

The main points discussed included:

- Roundabout: Support for the Brock / Burns Roundabout as part of the overall design.
- Traffic Signals: Address concerns regarding the traffic light at Brock / Colborne and clarify the rationale for its placement.
- Cycling Safety: Bike boxes can be costly and occupy space; consider alternative measures to promote cyclist safety.
- Benches: Include accessibility considerations for wheelchair users and those with mobility challenges. Recommend at least one bench without an armrest on the end to allow sliding access.
- Lane Reduction Analysis: further analysis may be required to assess if the side streets can accommodate additional traffic if reducing lanes on Brock Street from four to three.

Heritage Advisory Committee

The Heritage Advisory Committee meeting was held on September 9th at 7:00pm as a hybrid meeting.

The main points discussed included:

- Gateway: Public Art considerations for the roundabout at Burns Street that will beautify the area while ensuring visibility for vehicles.
- Garbage Bins: considerations for additional garbage bins along Brock Street.
- Multi-use Path: details about the location of the multi-use path.
- Maintaining Heritage: ensure features are heritage friendly and have a complimentary style. The current design at the Four Corners has been seen as too modern for the community and not a fit for the historic downtown.
- Details about the intersection at Mary Street and Brock Street.

Active Transportation Advisory Committee

The Active Transportation Advisory Committee meeting was held on September 11th at 4:00pm and was a hybrid meeting.

The Committee later provided formal written comments, reiterating that they were fully supportive of a Brock Street Redesign to make the area more walkable, welcoming and inclusive.

The main points discussed included:

- Active Transportation (AT) & Pavement Markings: Regarding x-ride markings on crossing and pedestrian crossovers. the Town noted the designs shared do not show signage and paving markers; and that they will address this in the Detailed Design Phase.
- Intersection & Traffic Calming Design: In describing the traffic calming measures and curb locations, the Town is currently considering textured treatment in the gateway but are currently not planning to have a raised intersection. Intersection treatments will be confirmed during the Detailed Design phase. In addition, the Town is considering relocated curbs in certain areas to increase and enhance the public realm space. Overall costs and phasing are being finalized as part of the report to Council in early 2026.
- Coordination with Transit & Regional Plans: wondering what consideration has been given in the Brock/Dundas intersection design with respect to the Metrolinx DSBRT plans. The Town confirmed that the DSBRT plans are no longer with Metrolinx and are now being undertaken by the Region of Durham.
- Roundabout Design at Burns: asked about the roundabout design and whether the area would be able to accommodate a bike lane. However, the Town confirmed that there is insufficient space within the roundabout for a dedicated bike lane.
- Multi-Use Pathway (MUP) Connectivity & Network Gaps: In discussing the Active Transportation network, the Town noted that the multi-use trail extension is not possible in this area due to constraints with existing railway infrastructure.

- Downtown Parking & Public Realm: The Town confirmed that parking in the area is a higher priority in order to accommodate businesses and visitors to the area.
- Traffic & Truck Movement: confirmed that trucks will be able to continue driving through the area.
- Speed Limits: Town confirmed a speed limit of 40 km/h from Dunlop to Mary; 50 km/h outside this zone.
- Relocatable bollards: Town noted that the bollards shown in roll plans; designed to be removable and repositionable for flexible street use.

Downtown Whitby Business Improvement Area (BIA) Board

The Downtown Whitby Business Improvement Area (BIA) Board meeting was held on September 22nd, 2025 as a virtual meeting.

The presentation was shared with the board. No further feedback was received.

Sustainabilty Advisory Committee

The Sustainability Advisory Committee meeting was held on October 1st at 7:00pm as a hybrid meeting.

The main points discussed included:

- Shade Structures: Emphasis on transparent design elements to maintain visibility and openness.
- Misting Stations: Infrastructure (e.g., water piping) should be included to support cooling features.
- Visual Connectivity: Strategies needed to visually link segmented areas along Brock Street.
- Space Integration: Consider how to physically and visually connect different public spaces.
- Lighting: Pedestrian-scale lighting is preferred for safety and ambiance.
- Backlit Business Signs: These are present in the downtown and contribute to nighttime visibility.
- Accessible Parking: Positive feedback noted; should be maintained or expanded.
- Porous Surfaces: Consider using permeable materials for environmental benefits.
- Facade Management: Clarification needed on whether the Town will take ownership of storefront facades.
- Air Quality: Downtown air quality is impacted by nearby industrial activity.
- Traffic Changes: With Highway 412/407 now toll-free, there's less truck traffic through downtown.

Durham Active Transportation Advisory Committee

Christy presented to the Durham Active Transportation Advisory Committee at the meeting held on December 11, 2025.

The main points discussed included:

- Impact of Highway 412 and 407 Being Free: The removal of tolls on Highway 412 has helped reduce truck traffic in Downtown Whitby, and with Highway 407 now free as well, the overall burden on Brock Street has been significantly alleviated.
- Alignment with BRT Design for Downtown Whitby: The Region of Durham has taken over responsibility for the BRT through Downtown Whitby. Consultants have coordinated to ensure design alignment, and the BRT design is being further modified from the previous version shared with the public.
- Bike Boxes – Design and User Input: Any bike boxes purchased should incorporate feedback from active transportation users. Previous installations in Oshawa were not suitable for cyclists and faced issues such as misuse by homeless individuals and poor maintenance.

3. Communication Activities

Various communication activities were undertaken by the Town to inform and encourage residents to meaningfully participate in the online and in-person public engagement.

3.1 Media Relations

There was a news story posted to whitby.ca/news and a media pitch was shared with local reporters. This resulted in owner and earned media coverage.

A newspaper ad about the community engagement activity, including project information was published in Brooklin Town Crier for September 26, 2025

An article was also published in Durham Insauga on September 21, 2025 and encouraged members of the public to participate in the survey and attend the open house. Whitby This Week

In addition, the BIA promoted PIC #2 and Connect Whitby project page through online newsletter published on September 17, 2025.

3.2 Digital Platforms and Social Media

During the consultation period, eight posts were made on Facebook to share information about the project and promote attendance of the in-person event and encourage interested parties to fill out the survey. The social media posts collectively garnered:

- Impressions 124k
- Clicks 19.1k
- Engagement Rate 19.6k
- Likes 227
- Comments 284
- Shares 33

3.3 Promotion

Postcards informing residents and business and property owners were mailed out in the larger Downtown Whitby area (i.e. bounded by Hwy 401, Cochrane St, Garden St and the railway). And staff hand delivered postcards to businesses in the downtown.

In addition, a Constant Contact message (through email) was sent to all interested parties who participated in Phase 1 engagement and provided comments.

3.4 Curbex Signage

Curbex signs were placed at two locations and directed people to visit the Connect Whitby page to provide input.

The signs were located at:

- **Brock Street North** – near 918 Brock St N, Whitby, ON L1N 4J6 (Brock Street and Starr Avenue).
- **Brock Street South** – near 833 Brock St S, Whitby, ON L1N 4L4 (Brock Street and Burns Street)

3.5 Digital Screens

Digital ads were posted to all Town facilities to encourage residents and visitors to complete a survey on Connect Whitby.

4. What We Heard

Highlights of comments and concerns received through the engagement activities (Connect Whitby survey, emails submitted to the project team, Advisory Committee and BIA meetings and public meetings) and highlights of the correspondences are summarized in the subsections that follow.

The survey responses asked participants about their stance on an initiative and focused on the reasons why people were not supportive.

Some of the comments include:

"I'm very excited to see the work that is being done to continue to grow Whitby's cityscape. This is a wonderful start."

"I love all the trees. In a rapidly warming climate, the impact of good tree cover can't be overstated. I also really like the way these plans blend Whitby's past and present, the heritage motifs combined with beautiful art and sustainability features…"

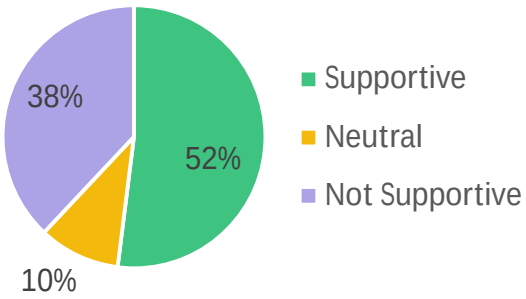
In general, many of the concerns were related to responsible financial decisions and encouraging the Town to be wary of how they invest their funds.

4.1 Road Safety

The road safety related feedback focused heavily on the roundabout, lane reductions, and traffic overflow.

4.1.1 Roundabouts

A roundabout is being considered at Brock and Burns Streets. Support for the roundabout has decreased with 52% in support of the initiative as compared to the 62% during the first Round.



Concerns about the roundabout:

- Driver usage: The most common concern is that drivers did not know how to navigate a roundabout and would be more likely to cause accidents and congestion.
- Pedestrian safety: Many voiced concerns that there are seniors and students that walk across the area, and that the roundabout would lead to confusion and accidents.
- Lane Reductions: While some residents were in support of the roundabout, they voiced concern over the reduced lanes especially between Walnut Street and Burns Street. They noted that the roundabout would have fewer lanes which means there would be less space for traffic to traverse through especially during high-volume times.
- Bus usage: With the potential reduction of lanes, and the positioning of bus stops there is concern that the bus stop near the roundabout could result in worsening congestion.
- Visibility: Some noted that anything put in the centre of the roundabout would need to be relatively low in stature to maintain visibility for all drivers.
- Speeding: A few participants commented that the roundabout would be relatively close to the 401 Exit, which would mean that drivers are entering the round about at a high speed and may not be as cautious for pedestrians and cyclists.
- Alternatives preferred / Prefer to do nothing: Many suggested that the intersection should stay signalized to maintain the flow of traffic. Others agreed that doing nothing would be the best option and vocalized that they would rather have the funds reallocated to other tax areas.

Some expressed their agreement of the roundabout being installed noting:

“I do support art at intersections with traffic lights, however not at the proposed roundabout intersection simply because our society isn't used to these types of intersections quite yet and the fewer distractions around them the better! I am in favour for the roundabout(s) but let's keep them simple and free of obstructions, especially for the first few years while residents get accustomed to them.”

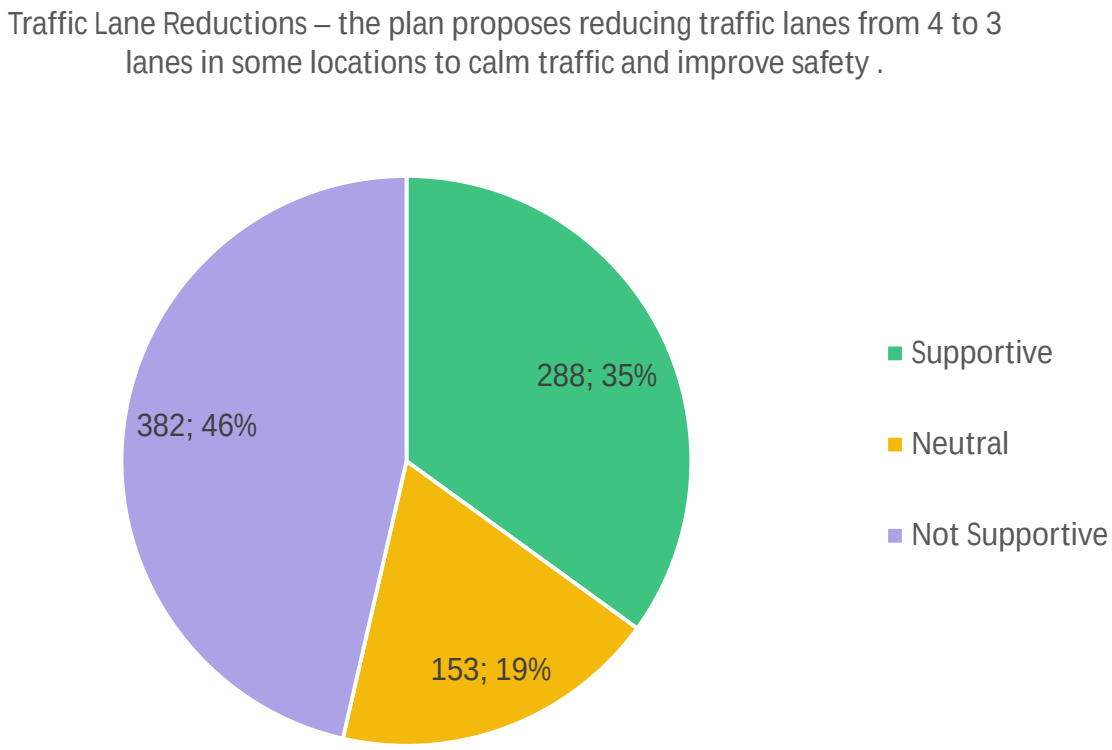
“Looks great. The roundabout will be a huge game changer. Making Whitby look better is always good - Whitby has good charm and still feels quaint due to downtown being well maintained.”

"Roundabout makes a lot of sense for traffic calming. It will be safer for pedestrians too!"

"Roundabouts are very cost effective because they are low maintenance once installed. They slow down traffic but keep it flowing. In this particular spot it will limit the amount of truck traffic coming up Brock Street."

4.1.2 Traffic Lane Reduction

The Brock Street area sees a heavy flow of vehicular traffic, ranging from an estimated 10,700 vehicles per day at Dundas Street to 14,000 vehicles per day at Burns Street. The thoughts on traffic control measures are split between those who would like to see the area be a pedestrian friendly zone, and those that value driving through the area.



Concerns about Traffic Lane Reduction:

Diverting traffic to residential streets: Many voiced that they were concerned that the increased congestion on the main road would result in increased congestion on smaller residential streets. Streets mentioned that could be impacted by the reduced lanes include Perry St., Beech St., Mary St., Byron St. Centre St., and Walnut St.

Traffic: Many comments expressed concerns that the lanes are needed to avoid bottlenecking of traffic in the area.

Buses and Trucks: Many cite that the street is frequented by buses, which make frequent stops, and trucks, which are slower moving vehicles. They voice that the lane reduction would compound travel time and likely lead to increased frustration and road rage.

Growing population: Many cite the need to plan for a growing population and suggest that the reduced lane structure would not be able to accommodate future projected volumes of traffic.

Safety: Some were concerned about the increased potential for accidents as frustrated drivers are likely to speed up to try and get ahead. Others also cite that there are currently issues in the area with drivers not obeying traffic signage and driving dangerously near schools and seniors.

"I am supportive of the reduction to the lower section of Brock Street (between Burns and Dunlop), but I think the reduction of lanes in the north section (between Mary and Maple) will lead to traffic issues, particularly as Whitby grows in size."

"Cars will be stuck behind buses and slow trucks. This will add traffic and increase commute times. Cars will start using the centre lane for passing."

"This seems a bit extreme considering our growing population, the majority of whom commute in a vehicle. Reducing the number of lanes doesn't make sense when there are other more cost-effective options."

"Not supportive of lane reductions as it will create increased traffic through the residential neighborhoods especially northwest quadrant of Brock/Dundas … This neighbourhood is home to many children who walk to the park, daycare, school, library, etc. and increase vehicular traffic will create an increase in hazards for the people who live and work in this neighbourhood, particularly kids and elderly. There are already issues with vehicles not coming to a complete stop at intersections (everywhere), intersections that should be 4way stops (Byron St. N/ Maple St. W … and Center St. N/ Maple St. W), and speeding (Mary St. W, Byron St. N, Centre St. N, Walnut St. W, Beech St. W, Euclid St.) - issues already present in the neighborhood and need to be remediated before any other conditions are imposed on the neighbourhood. Also, increased

> *traffic is already noted at the Tim Hortons at Maple St. W/Brock so lane reductions in this area will only exacerbate the issue"*

4.1.3 Traffic Calming and Traffic Overflow

Traffic management was a major concern. Many recommendations were made with respect to how to manage these including: lane configuration management, intersection restrictions and speed limits.

Lane Configuration

In addition to the concerns about the proposed reduced lanes, recommendations included reconfiguring the lanes by reduce lane widths to 3.35m from 4m to preserve capacity while calming traffic. There was also a strong push for maintaining two full lanes in each direction through downtown.

Intersection and Turn Restrictions:

Ideas regarding traffic calming included turn restrictions such as no left/right turns at major intersections to streamline through-traffic.

Specifically, there was a recommendation to restrict right turns at Dundas from Mary to prevent shortcutting.

Speed Limits:

There is strong support for lowering the speed limit to 40 km/h from Consumer Drive to Maple Street. Slowing traffic on Brock Street, which often reaches speeds of 80 km/h, is especially important.

It is also recommended to reduce speed limits on side streets such as Byron, Centre, and King Streets to 30 km/h to enhance safety and livability.

4.1.4 Bus Integration

Suggestions included implementing bus layby spots where Brock Street narrows to one lane to prevent traffic from halting behind stopped buses and adding more bus bump-outs to allow vehicles to pass buses more easily along Brock Street.

4.2 Pedestrian Safety

Pedestrian safety was highlighted as a priority and measures such as pedestrian crossovers (PXOs), a designated area for pedestrians to safely cross a road where there are no traffic signals or stop signs, and multi-use pathways were discussed to navigate the area.

Wider pedestrian zones are appreciated, particularly by those using strollers. However, there are concerns about the safety of shared sidewalks for both pedestrians and cyclists.

4.2.1 Pedestrian Crossover

Of those surveyed, 71.4% were supportive of pedestrian crossovers within the area. Those that supported the initiative recommended crosswalks at Chestnut St., Maple St. and Walnut St.

Some expressed support for the initiative noting:
"Glad features to improve walkability and bike-ability are being extended so far. It's unfortunate that the bikes have to hop on and off of the multi use path right downtown."

Some suggestions for improving the safety of these crosswalk areas included:

- Increasing the pedestrian crossing times to provide seniors and kids more time to safely cross intersections.
- Removing the advanced pedestrian light to avoid confusion.

Concerns regarding pedestrian crossovers:

Drivers ignoring signals: Some noted that drivers are less likely to follow traffic regulations with lights and infrastructure in place to govern activity.

Safety: Many cited that cars typically drive fast through this area and would likely not stop for pedestrians adding to the challenge of walking through the area. They also noted that there has been a rise in distracted driving which

"This (PXOs) creates confusion. It needs to be traffic light controlled. I would support the pedestrian crossings if they are traffic light controlled."

"I don't trust drivers. People are bad drivers and distracted. They need big bold red lights to stop. I think crosswalks put seniors and children at risk. Add more stop lights to solve the problem. It will also slow traffic in general."

"The proximity of Brock and Colborne to Brock and Dundas will result in drivers seeing a green light in the distance and maintaining speed and being unwilling to

poses a safety risk to pedestrians and cyclists.

Interrupting traffic flow: Some noted that the cross walks would interrupt the flow of traffic and slow down traffic. One stated that the addition of these would also frustrate drivers and push drivers onto side roads.

Alternatives readily available: Many recommended the use of signalized intersections where pedestrians could cross at lights that drivers actively respect. Another suggested the use of bump outs and roadway narrowings to calm traffic and support safe pedestrian crossing.

Volume of pedestrians: Some noted that there are not many pedestrians in the area; and that the few that do walk through the area would likely prefer to use a traffic stop light instead of a pedestrian crossover.

slow down or stop for those crossing because they don't want to "miss" the light. Bump outs and protected pedestrian refuges would help mitigate the danger to those on foot. Visual and physical narrowing of the roadway is necessary for these crossings."

"More crossings are needed and longer pedestrian times to cross".

"Love the pedestrian crosswalk! Need one at Maple & Brock too!

4.2.2 Multi-Use Pathway (MUP)

Of those surveyed, 69% were supportive of multi-use pathways within the area.

Overall, people recognize the need to maintain vehicle access in the area, but they also want to see stronger integration of bike lanes and pedestrian-friendly features to support active transportation. Many supported bike lanes and outdoor seating and suggested adding marked cross-rides and potentially a bike share program. There was also interest for how the multi-use path (MUP) would connect on the east side of Brock Street north of the railway and what happens when it ends near Mary Street.

Concerns regarding the MUP:

Amount of cyclists: Some noted that there is limited bike traffic and that cyclists should follow the road rules and use the existing infrastructure.

Limited usage due to Canadian climate: Some suggested that with the Canadian seasons, these routes would only be used for 4 – 5 months of the year.

Underused: Many pointed out that there are existing bike lanes, both in Whitby and surrounding cities, that are underused, or cyclists choose other paths instead of the ones designed for shared usage.

Pedestrian Safety: Some shared that pedestrians are not safe when sharing the space with cyclists. Cyclists are typically travelling much faster and are not respectful of pedestrians.

Alternative vehicles: Some cited that there has been a rise in alternative transportation forms (i.e. E-scooters, e-bikes) using the MUP and travelling at speeds that are unsafe when the space is shared with pedestrians and cyclists.

Conditional acceptance: Some expressed that that they would be accepting of the idea of a MUP as long as local traffic is maintained for vehicles.

"I personally have almost been run over by cyclists on these types of paths. They tend to feel like they have the right of way over pedestrians."

"Ebikes, scooters and other smaller motorized vehicles are dangerous. Drives speed past roadways and don't behave like cyclists who should dismount and walk across intersections. There are not many cyclists in this area of town on a regular basis so no need to reduce the roads for vehicular traffic. Creating cycle paths does not mean more people will cycle."

"I actually do support it but it needs to be clearer to cyclists they need to use it because I often see cyclists not using these paths, so it may be wasted effort."

"Bike lane [MUP] is great".

4.3 Parking

Parking was a particularly controversial topic and during this phase the Town shared that they will be maintaining parking along the street. The public also identified some ideas to consider including:

- Additional municipal neighbouring lots
- Free parking
- Apps to locate available parking spots
- Acquire additional Green P lots
- Build multi-level parking garages with easy access to Brock St.

As parking would be maintained, the focus of the survey was accessible parking options, and 82.6% agreed with the proposed locations of accessible parking spots.

Adequate amount: Some voiced that they agree with the parking spaces recommended and were content with the current design.

Comments regarding the proposed accessible parking were divided with some in support of the parking options, and others recommending removing it entirely:

In support of accessible parking:

Additional accessible spots: Some raised that more spots (if not all spots) should be accessible to accommodate the aging population in the area.

> *"All parking along [Brock Street] should be accessible parking only. These areas should be pedestrian only Thursday/Friday 6pm to 11pm. Saturday/Sunday 8am to 3pm."*
>
> *"Not enough accessible parking for those that need it…"*

Change position: Some commented that they like the availability of accessible parking; however, they recommend moving them to wider spots where the sides and rear allow for more space to enter and exit the vehicle.

> *"Those areas are fine, but I believe there should be 4 total spots (two at each end of these sections of Brock Street), in order to accommodate the possibility that those using the parking spots need to get to a location that would otherwise be further from the already proposed parking spaces. This improves accessibility and takes into consideration*

Fraudulent usage: A participant voiced that the spots are often used by those who do not have accessible requirements, and is concerned that the accessible spots would not be used appropriately.

the unique mobility needs of everyone who will benefit from those spaces."

"Place them in the middle of the block to reduce distance in either direction."

Opposed to accessible parking on Brock Street:

Not practical on roadways: For accessible parking, some stated that they are / or are related to wheelchair users and find the spots impractical. They identified that for them to be truly beneficial they would need to be wider and to have more space to enter and exit the vehicle safely. They suggested that having dedicated parking in neighbouring lots would be of greater use than the dedicated spots.

"Accessible spaces are useless on roadways. They work in parking lots only. The reason for this is that you cannot get passengers out of the cars when the car is parked. Because of the curb you cannot get out of the car on the passenger side. My wife is in a wheelchair and we have experienced this multiple times. Accessible spaces are useless on streets."

"No parking on Brock St. Let the traffic flow through. Use the available Town Parking Lots on the back streets. It would making walking and exploring through the downtown stores a valuable experience. Not just park on those few downtown spaces for a precious few people. Use the large Lots."

No parking: Some commented that there should no street parking in general and that the space would be better allocated to accommodate traffic, while others felt that parking spaces should be used for pedestrian activities and enhancing the public realm

"The parking totally should be eliminated. Create the parking on the side streets as it is now. By putting parking along Brock Street that will impede traffic with vehicles trying to parallel park on the main thoroughfare. This space should be given back to the businesses and pedestrians to make it a destination spot with traffic flow and patios and safe wide sidewalks for pedestrians."

4.4 Furniture and Fixtures

There are mixed opinions on street patios and benches: some see them as ineffective; others view them as essential for attracting customers and enhancing summer dining.

4.4.1 Benches

Seating is important, especially near bus stops for seniors and people with disabilities. The idea of benches garnered strong support with 86.6% in support of the idea.

Agree with caveats:

Materials: Preference for natural materials and classic designs over modern or flashy installations. Some noted that there is support for installations as long as they age well and use natural, heritage-style materials.

Maintenance: Some were wondering who would be responsible for maintaining the benches and who would be responsible for cleaning these if they were vandalised.

Locations: Some suggested that they like the idea of benches if they were placed in places that encouraged people to enjoy their time outside.

"The [wooden] material you have shown does not age well. Within one Canadian winter the material looks tired and old."

"I don't dislike bench seating, but wanted to note, there should be some thought put into long term maintenance and how this aligns with the design and materials used."

"Need lots of these [bench seating] for our seniors and others with disabilities who need to take breaks. Especially needed near bus stops!"

Concerns about the benches:

Attract unhoused: Many voiced concerns that the benches would attract unhoused individuals to the area. They also mentioned challenges with drug use, loitering, and safety.

Accessible features: Some agree that more seating is needed, especially for seniors and people with disabilities near bus stops.

Wildlife: Some indicated that they like the idea of benches; however, they are concerned that when they are positioned

"I like the concept but not the image shown. They just need to be designed in a way that prevents people from sleeping on them."

"I wouldn't want to sit so close to plants due to bugs and then people will leave their garbage in the plants"

near planters that the insects in the area would be a nuisance.

Relaxing atmosphere: Some expressed concerns that busy streets like Dundas are not relaxing enough for seating areas.

4.4.2 Street Furniture Clusters

The idea of street furniture clusters garnered moderate support with 66.2% in support of the idea.

Concerns regarding Street Furniture Clusters:

Encourage homeless congregations: Many suggested that groupings of seats would invite unhoused to congregate in these areas.

Lack of use: Some note that there is a lack of use for these spaces as people do not want to sit and watch traffic. Others recognize that the area is not shaded and would be less comfortable.

Aesthetic: Many voiced concerns that the illustration of the street furniture cluster looks unwelcoming and unsightly.

Takes up too much space: Some describe that the space could be better used. They note that the proposed furniture takes a lot of space and would not leave a lot of flexibility for the sidewalk space.

"I'd like to offer businesses opportunities to cluster, but worry that clusters will eventually simply become town sponsored encampments."

"Taking away potential green space. We need to support pollinators now more than ever - add some planters and wildflower gardens."

"I don't envision that many people sitting at an intersection unless it is in conjunction with a bus stop/shelter, or if this is intended for patio seating for restaurants/shops. This makes better sense closer to a park area"

4.4.3 Patio Seating Areas

There are mixed opinions on street patios—some see them as ineffective; others view them as essential for attracting visitors. In general, responses were in favour of patio seating areas with 78.6% of respondents in support of the idea. Some suggested patio areas would be more popular if they were placed away from roads to avoid noise and fumes.

Some concerns regarding the patio seating areas were:

Too close to traffic / unpleasant dining experience: Many observed that they would find dining next to a roadway uncomfortable and would not be in support of the patio seating. Others suggested that leverage space behind the buildings would be more effective instead of using the front area along Brock St.

Seasonal: Some mentioned that Canada's weather would limit the amount of time that these patios would be usable and recommended against implementing them if they could only be enjoyed for a short amount of time.

Space usage: Many conveyed that the patios took up a substantial amount of sidewalk space / potential laneway and that they would prefer that that the space be used for easing the flow of traffic if possible.

Reduced lanes – maintain driving space: Some were in support of the patio areas as long as the roadways could be maintained.

Maintenance: Some were concerned about who would be responsible for maintaining these properties and believed that the onus should be on

"Absolutely LIKE patio seating! Needs to be more thought/discussions on how to better integrate patios at roadside environment i.e. traffic barriers, landscaping, sidewalk integration, etc."

"I like them IF driving lanes are not removed. If the seating areas can be added in to existing layout then yes."

"In other towns, these can be restrictive for pedestrians and are subject to vandalism. Depending on the specific design, they can also collect rubbish."

"Love outdoor seating idea. We don't need parking on Brock."

"Street patios attract customers for businesses. My fiancé and I drive to Port Perry instead because of the lack of street dining [on Brock] in the summer."

"Love all this! Slowing down traffic will help make outdoor eating far more pleasant. Also, we have so much parking downtown that it is always empty. The Town could easily build something on one or two [parking stalls] and still have lots of parking."

business owners instead of the Town / taxpayers.

4.4.4 Bike Racks and Bike Boxes

82.3% of respondents were in favour of bike racks, and 53.6% of respondents were in favour of the bike boxes.

Many of the comments were in favour of the bike racks but opted for plain bike racks instead of branded ones.

Finances: Many indicated that funding was a strong concern and they were not interested in the logoed bike racks if they added cost.

Flexibility for locks: Some suggested that the logo will not be conducive to easily hook bike locks and they ask that any design chosen should be bike safe.

Keep historical look: A few mentioned that the revised design looks too contemporary and asked that the Town keep the historic look.

Move racks off street: Many note that they would like to preserve walkability in the area and recommend moving the bike racks off the main street.

"I think the bike racks are a good idea, but they don't need to be fancy or have logos. This seems like a waste of money."

"The Whitby logo is great, but the design of the rack in the photo seems poor. The resolution is not clear, but it appears the rack could be removed with a wrench. I am not sure why the rack lock points are oriented 90 degrees to the path. In locking the frame and back wheel, one part of the bike will overhang the path, and the logo placement won't allow a lock at that point. By welding the logo at those points, it precludes lock placement."

"Only where there is enough space to preserve walkability. Maybe on the adjacent streets rather than Brock."

The bike boxes were not as favourable as the bike racks.

Aesthetics: Many commented that the boxes are not aesthetically pleasing. Some describe that they look like garbage bins which takes away from the charm of Whitby.

"Will take up too much room and look unsightly. Additionally, will most likely be a place to put trash and bird droppings."

"Will cause too much clutter. It will get in the way of pedestrian traffic."

"Good idea, but cost benefit trade-off for space sacrificed isn't worth it for the proposed urban area. Even Amsterdam largely restricts such infrastructure to

Lack of use: Some noted that there will be a lack of usage, especially given the seasonal nature of Canada. They describe that the funds for purchasing these boxes would be better spent elsewhere.

Take up space: Many highlighted that they will get in the way of pedestrian travel and take up too much space on the sidewalk.

Maintenance: Some voiced concerns that the boxes will need additional maintenance which would result in additional cost.

major transit stations. Bike stanchions will be sufficient and actually will create more spaces to accommodate any increase in ridership."

4.5 Aesthetics

4.5.1 Heritage Style Furnishings

In general, responses were strongly in favour of heritage style furnishing with 86.8% of respondents in support of the idea.

Use of architectural elements and materials that reflect the historical character of the old downtown to create a cohesive and charming streetscape was favoured, and there was a strong preference for a cohesive, historic look using red brick, heritage colours, and classic materials.

Some comments regarding the proposed furnishings were:

Materials: There was a strong preference for materials that would withstand the weather and last.

Function: Another suggestion was to prioritize comfort over aesthetic appeal.

Maintenance: A common concern was who was upkeeping the benches.

"Positive change that also protects the historical aspects of the downtown core are extremely important and valuable for this community. Traffic flow, access, and charm will improve the desire for people wanting to be in the downtown core."

"Metal seats get too hot to sit on in the summer and too cold in the colder months whereas that style of furnishing

Wildlife proof: For garbage cans, some suggested wildlife proofing them so animals cannot get into the waste.

Wireless charging: Those that mentioned wireless charging were supportive of wireless charging stations.

Need to modernize: Some comments suggested that the area should be modernized. They noted that the heritage features would clash with some of the modern elements being implemented. However, others prefer to keep the historic feel and recommend against modernization.

Trash bins: Some are concerned about the trash bins and note that while they appreciate the historic nature of them, they need to have additional storage. The positioning of the trash cans was also mentioned with an ask that they not be placed next to benches.

on trash cans tend to look dingy over time and looks like trash themselves when litter overflows."

"I think that the downtown is ready for some more artistic and innovative functional street furnishings."

"I think the garbage cans could use a redesign to look more appealing to the eye or paint them with art link the gray hydro boxes. The functionality is great cause the design catch's overflowing trash when the can is at capacity, but just seems unsightly."

4.5.2 Lighting

Lighting was a popular discussion topic between the two sessions. Some participant suggests including: motion sensing lights, and different lighting formats such as bollards and string lights.

In general, there was positive feedback on combined street/pedestrian lights and the pedestrian crosswalk design. Most were in favour of historical lighting with 91% supporting the initiative.

There was also a request for additional lighting in a few areas, particularly at the intersections of Maple St./ Brock St. and Colborne St. / Brock St.

There is concern about the lack of adequate night lighting for pedestrian crossings throughout the town, along with strong support for bollard lights that offer safe, low-to-mid range illumination without glare; additionally, there's a recommendation to replace grey metal traffic light poles with black ones, though a trial is suggested to test their

visibility, as black poles may be harder to notice—especially for drivers from other provinces.

Comments about the lighting:

Keep heritage lighting: Some describe how the lighting maintains the heritage feel and recommend that they use more of a warm tone. Others note that they should be modernized but still keep the small-town charm.

Utility and maintenance: Some note that they need the lighting to keep the area safer, and suggest the funds be used for utility and maintenance instead of appearance.

Finances: Finance was the largest concern with many noting that the current lights are serviceable and that tax dollars should spent on more functional items.

"Love the heritage poles. Hate the lights, they never match tone of colour and the style chosen was modern against the heritage light. Keep the heritage feeling."

"Lights are nice but go for amber (warm white) as it's more of a heritage look. Most new LED are too white and look sterile/too modern for a heritage town"

"Utility and maintenance costs should be considered over light pole appearance."

"The current light poles are just fine. If they need to be replaced because of age, replace with less expensive models which keep the current charm of Downtown Whitby. Spend taxpayers' money in other ways like ensuring crosswalks at major intersections like Garden and Dundas are accessible for those who are vision impaired."

4.5.3 Utility Boxes

Most were in favour of decorated utility boxes with 85.8% supporting the initiative.

Comments regarding the utility box:

Expensive to maintain: Many expressed concerns over the finances of decorating the utility boxes noting that the decorations are unnecessary. They also voiced that they were concerned over the cost of maintaining these utility boxes.

Want clear path of travel: Some commented that they would like to ensure utility boxes are not blocking the pedestrian path of travel along Brock St.

"This encourages graffiti and is a waste of taxpayer money."

"Concern about obstructions/safety on path of travel, if redoing streets ensuring that utility boxes not in path of travel. Would be helpful to people with disabilities. Would like to see wider sidewalks in the downtown and enforcement of not adding items from commercial businesses to sidewalk."

"I actually like this, but only if the art showcases local artists who may not

Opportunity to showcase local art: Some commented that they like the idea, and that it would be a good chance to highlight local artists. They also were in support of decorating the boring boxes with prettier items.

otherwise have an opportunity to have their work showcased."

4.5.4 Public Art

Public art is appreciated for adding uniqueness, but should complement historic storefronts. Most were in favour of public art with 80.8% supporting the initiative.

Comments about public art:

Some suggested the Town should look at opportunities to incorporate public art into other streetscape elements such as banners on light poles (banners could feature work by local artists or school children), or through custom bus shelter design.

Opportunity for public art as storytelling: some suggested that public art in the roundabout should reflect Whitby's history (i.e. train sculpture in St. Thomas roundabout reflects history of the "Railway City").

Concerns about public art:

Finances: Many note that they would not like to see finances spent on public art when it could be reallocated to other areas of need including parks, parking, and supporting the local community and businesses.

Distraction for drivers: The placement of art was also mentioned with an emphasis that it should be in areas that people can

"This looks amazing [roundabout with public art]!"

"More public art is always appreciated!"

"Yes – art makes the street unique!"

"Have murals and art added to existing blank walls, parks, planters, etc. Adding to intersections is kind of pointless. People are supposed to be paying attention to traffic at that point, not more distractions. The art won't get the appreciation it deserves or is a distraction we don't need."

"Art is very subjective and how do you appeal to a broad range of artistic taste and cultural preferences? What some find appealing others find garish or even tacky. I think this would be a great spot for historical images of the town. I feel that art installations are better suited to the Station Gallery or Whitby Public Library locations."

"Times are going to get tough for residents and the Town of Whitby needs to keep taxpayers' money under control. In more prosperous times, maybe but not appropriate for now. I really don't think

enjoy without being a distraction to drivers (i.e. Intersections and roundabouts).

Hard to get alignment on choices: Some vocalized that aligning on artwork that would appear to many audiences would be a challenge, and that there would always be dissatisfaction regardless of the choice.

Focus on function: Some suggested that any art added to the street should be functional so that they do not take up space unnecessarily.

Graffiti: A few brought up that they were concerned that the public art would be graffitied, which would result in additional costs for the Town to clean up.

the art displays will entice more people to head downtown, instead having handy parking with reasonable parking fees, creating a safe environment and a good number of good top-quality businesses would attract more people to the area."

4.5.5 Trees and Landscaping

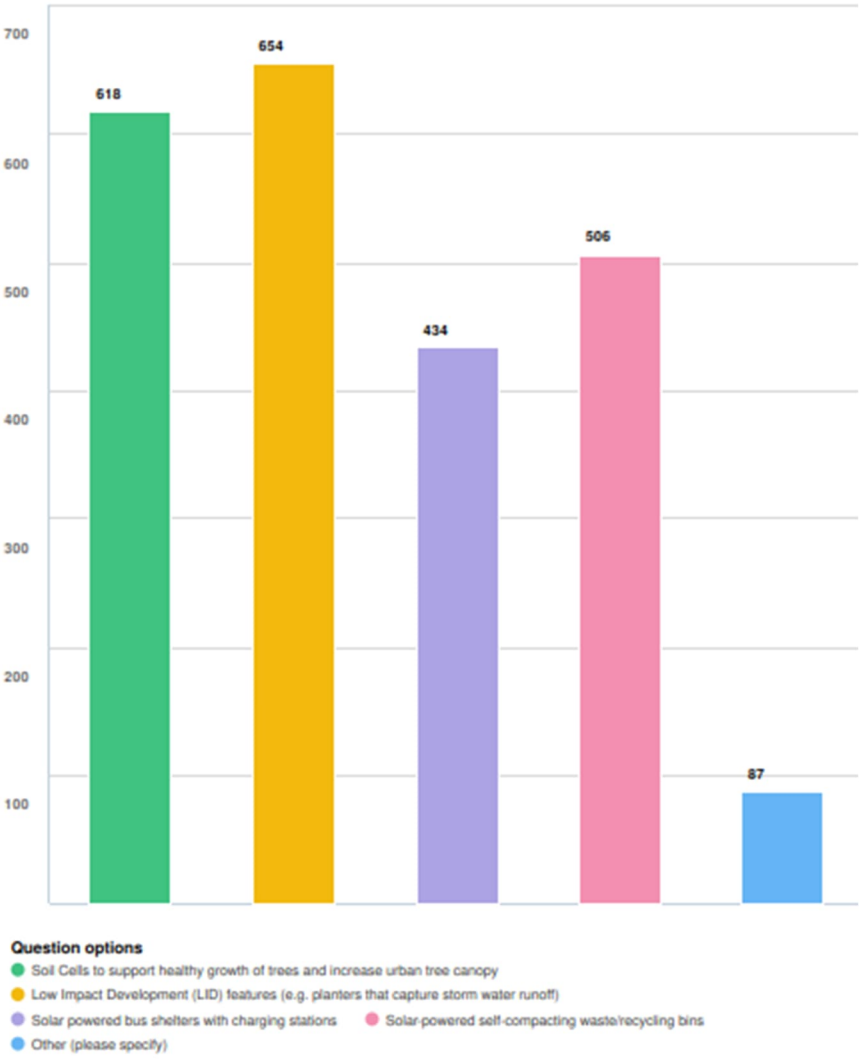
Trees and landscaping were valued by the public with many requesting that the Town increase the number of garden beds and tree plantings throughout the downtown to soften hardscapes and add seasonal color. They also suggested that the Town establish a maintenance plan for trees, shrubs, and gardens to ensure long-term health and visual appeal. There was also an ask to preserve mature trees and fill in gaps with new plantings to maintain a continuous green canopy. Many also expressed the importance of using native species and incorporating plantings that support pollinators.

4.6 Sustainability

Sustainability was highlighted as a priority for 79.1% of participants. Survey takers were most interested in the following initiatives:

- Low Impact Development (LID) features (e.g. planters that capture storm water runoff).
- Soil Cells to support healthy growth of trees and increase urban tree canopy.

- Solar-powered self-compacting waste/recycling bins.
- Solar powered bus shelters with charging stations.



5. Next Steps

Communication and engagement of interested community partners and community members is critical to the success of integrating the proposed update into Brock Street.

The team will consider the feedback collected as they finalize the conceptual design report and recommendations. The final presentation to Council is tentatively scheduled for Q1 2026.