



Website: durhamsafecycling.ca
Email: durhamrcc@gmail.com
Mail: 1B-701 Rossland Road East
Suite # 629
Whitby ON, L1N 9K3

Advocating for Safe Cycling Throughout Durham Region

Brian Marentette
Property Manager
Smart Centre Whitby
619 Victoria St W,
Whitby, Ontario
L1N 0E4

Via E-Mail

Nov 01, 2019,

Dear Brian,

Durham Region Cycling Coalition (DRCC) is a not for profit volunteer organization representing the five cycle clubs located in Durham Region advocating for safe cycling across the region.

As such, we are reaching out to you as the property manager of record for the Smart Centre location in Whitby on Victoria Street, specific to a safety concern our membership has brought forward.

Recently, the Town of Whitby removed the concrete sidewalk across Victoria and replaced same with a new Multi Use Path (MUP) including the portion which fronts the Smart Centre Plaza in support of Active Transportation (AT). The result has seen a significant increase in various modes of AT traffic using the Victoria MUP as a primary east / west transportation corridor, something you may have noticed when visiting the Smart Centre site. With improvements comes opportunities which is why we are reaching out to you with a safety concern brought forward by our members who are active users of this new corridor.

We realize the Whitby Smart Centre site was never designed to support an AT corridor along Victoria, however a major safety concern for AT users now exists as they pass the vehicle exit at Tim Hortons. Although a newly installed MUP sign is in place on the centre's property as well as cross ride pavement markings indicating vehicles are crossing a MUP, the current design is an accident waiting to happen. AT users - who have the legal right of way - are at a very high risk of being hit by vehicles exiting the Smart Centre property due to significant blind spots located on your property. Of concern are the decorative brick columns, fencing and vegetation located at the property exit adjacent to the MUP. For your review, we have included a number of photos highlighting the issue at hand.



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With safety in mind, DRCC is asking for Smart Centres help with a design improvement to remove the blind spot challenges at this exit. We realize a capital investment will be required; however, the end result will be clear sight lines for all users both road and MUP as they exit or pass your property.

In making your decision please consider following points:

- Safety for every-one should be first of mind by adopting a proactive accident prevention approach to AT.
- AT is now becoming a viable option as a mode of transportation evident by the new MUP running in front of your property.
- Victoria AT users which includes our membership base may also be patrons supporting your retail complex arriving via this new MUP versus traditional motor vehicles.
- A competitive advantage opportunity for Smart Centres to become a leader in AT support within the community by redeveloping the Whitby Victoria location with an expanded safe AT access corridor onto and across the site. Further to this, the Waterfront Trail - which has a heavy user base - passes within 500 metres of your property and could become an additional customer base to draw upon as Smart Centres widens its marketing with improved AT support.

This in mind, we are optimistic Smart Centres will agree with the merits of our request.

On behalf of every-one at DRCC, thank you for taking time to consider our submission. Should the need arise, please reach out as we are always available to meet with your team on site to further clarify the risk at hand and review solutions. We can be reached via e-mail or mailing address.

Thank you,

Ron Lalonde
DRCC Corporate Secretary

ron@durhamsafecycling.ca

C.C. Bruce MacDonald
Executive Director
Durham Region Cycling Coalition



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