Grow Bold Burlington

Draft New Official Plan – Public Engagement Data Analysis

burlington.ca/growbold

GROW BOLD

CITY OF Burlington

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"Vibrant, active City with a great mix of business, residential and community services. "

"Integrating beauty and effective use of infrastructure."

"Ensure every neighbourhood has significant green space."

"Good mix of pricing so that all can take advantage of the opportunity to live here."

"Cycling infrastructure that includes on-road bike lanes separated by permanent features."

"I hope Burlington can maintain its community feel while expanding."

"Preference for low to medium rise density. Tall buildings can obstruct views and make areas cold/dark."

"More walking paths to make the entire city walkable connected."

"Ensuring traffic is managed correctly."

"Keep the density in places that make sense."

"I hope Burlington grows and yet retains its charm and heritage."

"Improve transit to make it more convenient."

"Parking for those who cannot use public transit."

Section 1: Grow Bold – General Feedback
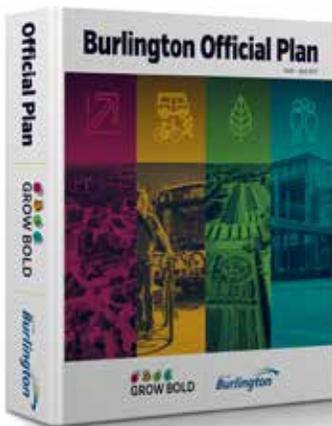
In the first online survey, the public was asked to watch the Grow Bold video and provide comments. Respondents were asked what they liked and did not like about the future direction for growth in Burlington and what they thought would make the direction better. These same three questions were also asked in the Grow Bold workbook. Responses for these questions are summarized in Question 1 to Question 3 in this document.

A fourth, open-ended question that asked respondents what they hoped Burlington looked like in the future was also provided in several ways throughout the public engagement process. In Online Survey 1, respondents were prompted to answer *"This is my hope for the future"* with their own verbatim responses. Online Survey 2 asked *"What do you hope Burlington looks like in 20 years? Or is there anything else you would like to add?"* In the hard copy workbooks, the final question asked respondents *"Is there anything else you would like to tell us about growth in Burlington?"* Individual verbatim feedback from each of these questions is combined and reported in the summary for Question 4 in this document.

For each of the questions in this section, the verbatim responses were manually coded by theme by the Data Synthesis Team. Because the verbatim responses for each of the four questions often addressed multiple topics, some responses were counted in more than one thematic group. Therefore, the percentages for each question represent the frequency in which a particular theme was noted in the responses.

Question 1: "What do you like?"

"After watching the video about the direction for growth in Burlington over the next 20 years, what do you like if anything?"

Theme	Percentage
Protecting Greenspace	26%
Transit / Transportation Improvement	14%
Mobility Hubs & Intensification Areas	13%
Pedestrian Focus / Vibrant Streets	9%
Density & Height	8%
Protecting Established Neighbourhoods	7%
Parks & Public Space	7%
Housing Options & Affordability	5%
Rural and Agricultural Protection	5%
High Quality Building Design	5%
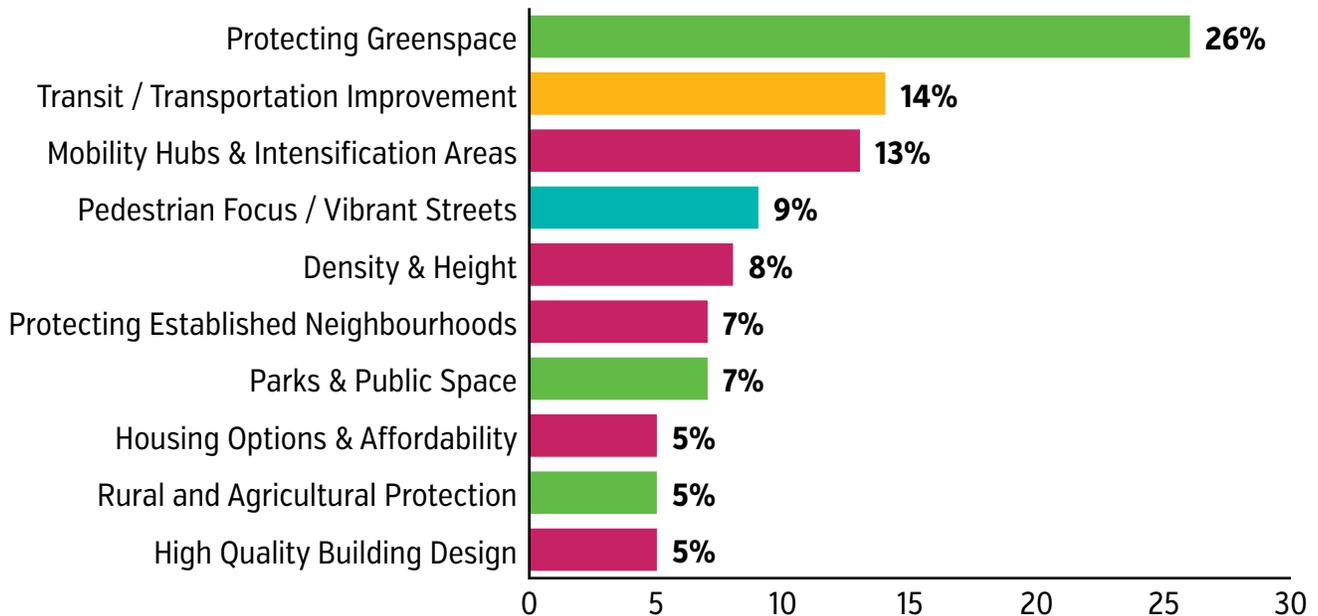
Top Themes:

Protecting greenspace (26%)

- Keeping natural areas undeveloped, tree canopy in the urban area

Transit / Transportation Improvements (14%)

- Increased transit service, improved bike lanes

Mobility Hubs & Intensification Areas (13%)

- Growth focused around major transit stations and other specific areas

In addition to the top themes noted above, comments indicated that respondents liked the focus on the pedestrian experience, and that there would be growth with increased building heights and densities in select areas. A total of 44% of the responses received for this question were generally positive. Responses ranged from a non-thematically specific positive comment, to a positive comment about a section of the Grow Bold Video (Build Up, Build Smart, and Build Beautiful). Four per cent of the responses were generally negative (e.g. don't like anything about it).

Question 2: "What don't you like?"

"After watching the video about the direction for growth in Burlington over the next 20 years, what don't you like if anything?"

Category	Percentage
Tall Buildings	22%
General Concern / Negative	17%
Loss of Community	17%
Traffic Congestion	16%
Too Many People	9%
Concern With On Road Cycling	6%
Transit	4%
Too Costly	3%
Community Resources	3%
Concerned About Living	2%
Pollution	1%
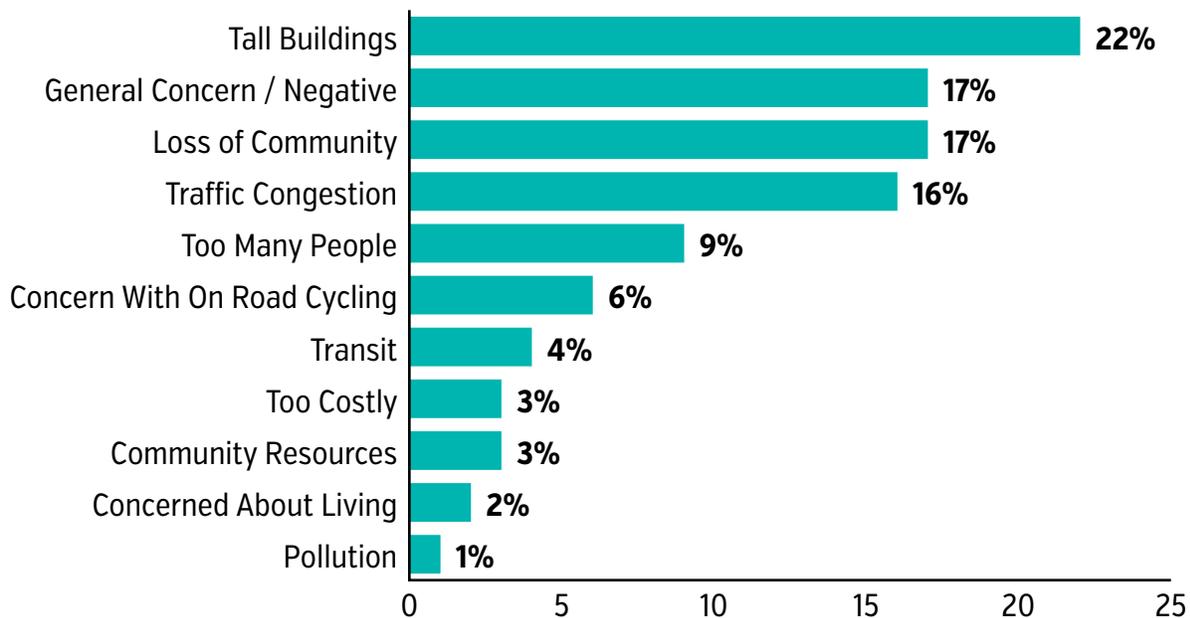
Top Themes:

Tall Buildings and High Rises (22%)

- How high will they be and will they block views of the city's assets such as the waterfront? There should be height restrictions; unattractive and a visual eyesore

Loss of Community (17%)

- Loss of character particularly in the downtown and the small town charm will be destroyed; fear that it will start to resemble big box cities and will lose the suburban appeal

General Concerns / Overall Negative (17%)

- Plan is too vague, more detail needed such as timelines and what role OMB has; no mention of the protection of city assets (golf courses) and heritage buildings

Traffic Congestion (16%)

- Traffic and current road conditions are already existing problems; lack of synchronization with traffic lights

Too Many People (9%)

- There are already are too many people today and an increase will impact crime and pollution.

In addition to the Top 5 dislikes, people were concerned about on road cycling, e.g. they feel there is too much focus on cycling and it is not an ideal option for most people especially families with children. Transit needs to be improved with more options available. There was also concern how much growth will cost taxpayers. Concerns were noted about population growth putting additional strain on community resources such as parks, recreation and schools, noting that some are closing. There was also a desire to ensure that redeveloped areas such as Mobility Hubs include the appropriate community resources. There was a concern about the lack of affordable housing options. Pollution was also noted, e.g. more people generate more pollution and waste.

Question 3: "What could make it better?"

"Based on what you saw in the video, what would make the direction for growth better?"

Category	Percentage
Restrict Tall Buildings / Density	20%
Ensure Amenities For Daily Life	13%
Protect Existing Character	13%
Improved Traffic Management	13%
Other	12%
Providing Parks and Greenspace	12%
Improved Active Transportation	11%
Improved Transit & Transit Integration	8%
More Variety In Built Form/Housing	7%
Negative	5%
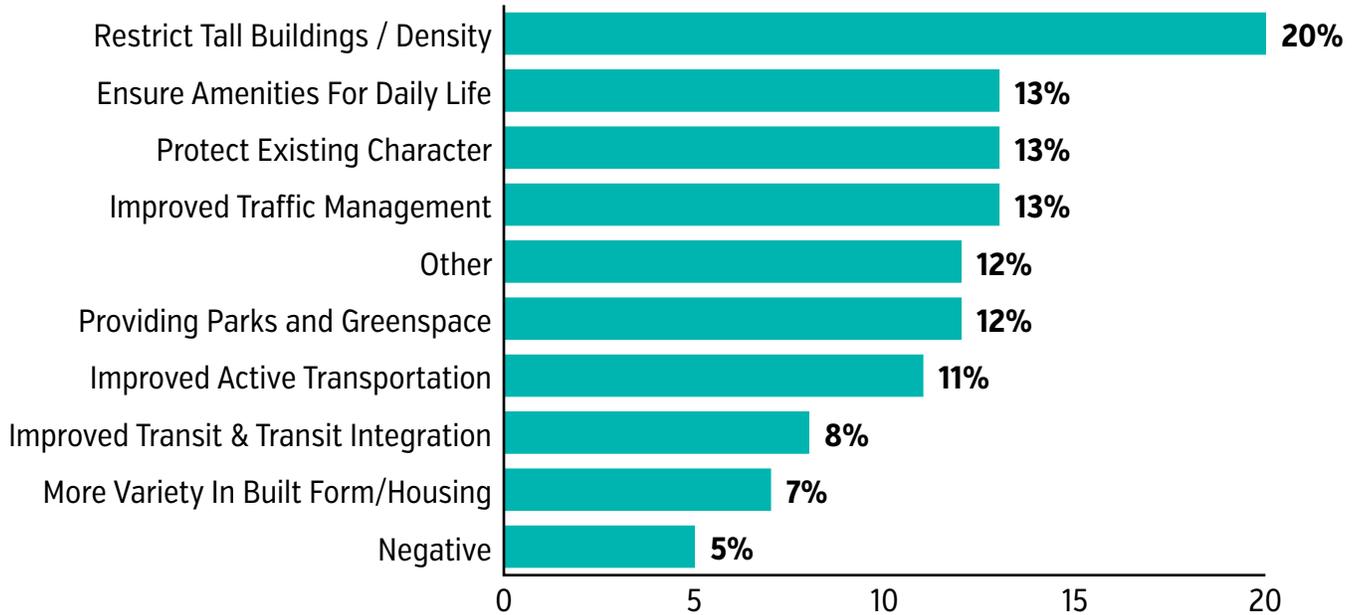
Top Themes:

Restrict Tall Buildings / Density 20%

• Density needs to be balanced and in the right locations; there should be height restrictions with the focus on midrise

Ensure Amenities for Daily Life 13%

• Schools, recreational facilities and activities, medical services (doctors); shopping locally, including farmers markets, flea markets and food trucks

Protect Existing Character 13%

• Protect city assets such as the golf courses, heritage buildings and the waterfront; maintain the charm of existing homes and neighbourhoods

Improved Traffic Management 13%

• Manage congestion and consider all forms of transportation; synchronize the traffic lights

Other 12%

• Create support groups for the development of the city; more details and timelines needed

In addition to the above, providing parks and green space was important; increase walking and running paths to make the city feel more connected; improve active transportation to help alleviate congestion; add more roundabouts and traffic circles with better street lighting; improve transit and transit integration; and offer more housing variety to include more options for seniors and individuals living on low incomes. Negative responses included concerns about too much change and a request to stop the growth and expansion.

Question 4: "What is your hope for the future?"

"This is my hope for the future" (Online Survey 1)

"What do you hope Burlington looks like in 20 years? Or is there anything else you would like to add?" (Online Survey 2)

"Is there anything else you would like to tell us about growth in Burlington?" (Workbook)

Theme	Survey 2	Survey 1
More livable	62%	60%
More sustainable	31%	49%
More vibrant	27%	44%
Low/no growth	40%	30%
Limited change	23%	28%
High growth	17%	22%
More affordable	6%	19%
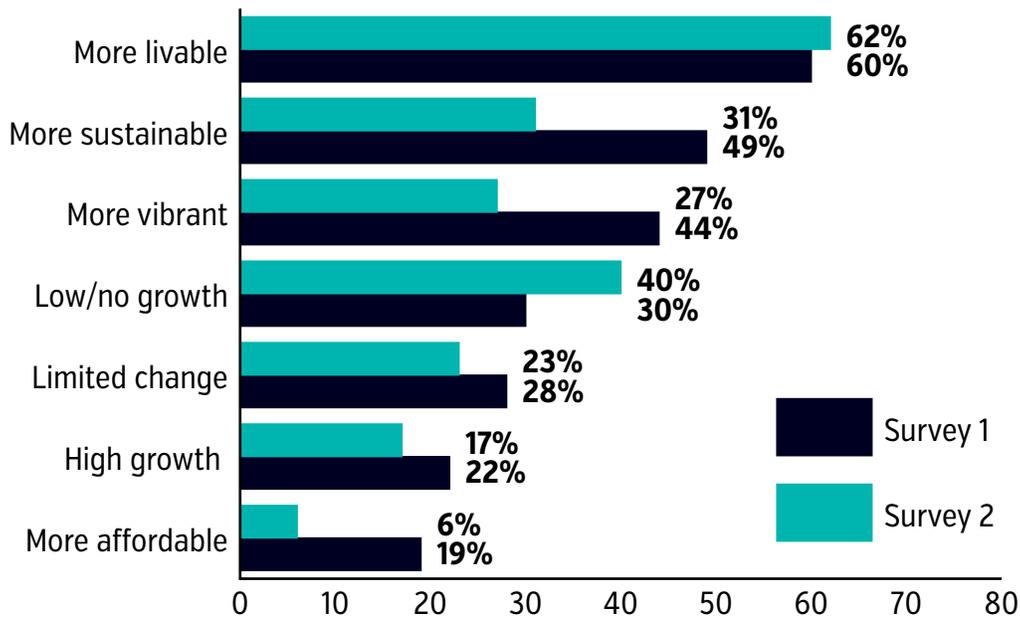
Top Themes:

More Livable

Responses classified in the theme of "More Livable" included those that touched on less congestion, more transit, more jobs in Burlington, and more access to recreational activities. Results were consistent between the two surveys with 60% of all Survey 1 responses and 62% of Survey 2 responses indicating their hopes for the future of Burlington included a vision for a more livable city. Examples of responses that fit into this theme are:

"A vibrant downtown that is easily accessible by car, transit or bicycle. A city that has adjusted to the times and is more than just a place for people to come and sleep after working in Toronto all day."

"I would like Burlington to be a community of distinct neighbourhoods that exhibit different characters and features. I would like a waterfront that is open, accessible and available to the entire community. I would like our rural lands to stay rural. I would like our downtown to become a vibrant, economically viable, interesting place to work and live - something very similar to Milton, Oakville or Orangeville."

This was the most touched upon theme by respondents. Often centered around a desire for better public transit, improved walkability and reduced congestion. From the data there is a clear indication the largest desire for future change comes from wanting to make the city 'more livable' in the future. This fits into a larger overall theme that can be viewed as the main takeaway from this survey; the improvement of the city for current residents.

More Sustainable

Forty Nine per cent of respondents from Survey 1 indicated they want increased sustainability, e.g. more bike paths, expanded green spaces and less emphasis on cars. Responses from Survey 2 were slightly less focused on this area with 31% indicating sustainability as an area of focus. Some examples include:

"A city that is less car dependent with a strong focus on doing everything it can to foster great communities living sustainably."

"Preservation of green space is utmost...protect these areas (e.g. protect Tyandaga's prime forests and wildlife! continued preservation and enhancement of our beautiful waterfront. maintain the integrity of existing neighbourhoods."

More Vibrant

Forty four per cent of respondents in Survey 1 and 27% of respondents in Survey 2 indicated a desire for a 'more vibrant' city. Responses were classified this way if they requested more localized businesses or if they asked for access to more recreational activities for citizens. Some examples include:

"Vibrant city with flourishing economy during the day and sophisticated nightlife."

"Vibrant multi-cultural community with leisure services that enhance and support our natural assets (beach/lake/botanical)."

Low Growth

Another theme identified in the surveys is the desire to have very low or no growth in population. Many of these responses indicated a desire to remain distinct from cities like Mississauga and Toronto, or the desire to avoid high-density residential housing. Typical responses indicated they like Burlington the way it is, and that they hoped the city would remain the same as it is now in the future. Thirty per cent of responses for Survey 1 indicated they wanted low or no growth. This was a stronger area of focus for Survey 2 with 40% indicating low or no growth. A few samples of these responses are:

"I would like Burlington to still be a city that is smaller than the big city, a suburban community, where people are friendly and still know each other. Too many condos and tall buildings take away from what Burlington is and the appeal of our community. I am not in favour of any of these renderings as they're all too big and simply more condos."

"That the unique feeling of the downtown does not change into what other big cities look like. We need to maintain a small town, friendly, feeling within a large developing community."

Limited Change

Other responses to this question identified concerns with change more broadly, beyond the theme of growth. Twenty eight per cent of responses included concerns about losing the character of Burlington and ensuring it remains a car-centered city. Responses were not in favour of projects that focused on bike lanes. In Survey 2, 23% responded with similar answers. A few examples of these responses are:

"A good mix of what it is now. The charm of Burlington is what it is now."

"The city doesn't give in to the lure of development charges and keeps the city core attractive. Please, no more condos! People leave Toronto to get away from them."

High Growth

There was also a theme in the data that showed a desire to urbanize Burlington, including support for an increase in Burlington's growth rates. Most responses indicated a hope for a revitalized downtown core with a much larger population density. Often, along with this desire for increased density, respondents indicated a desire for further protection of existing green space, increasing the rate of growth while decreasing urban sprawl. As well, they often showed a desire for an increase in mixed-use development. Overall, 22% of responses fell into this category, 17% in Survey 2. Below are a few of the responses:

"Dense mixed use development within the downtown core and mobility hubs. Building height is secondary to building design. A nice design at 30 storeys downtown or in the mobility hubs would be fine. Only once our population grows will the demand and justification for improved transit and services be realized. While I know many are reluctant to change, I'd rather embrace that inevitable change and make the most of it. It's going to happen, so let's do it right."

"I hope Burlington's Mobility Hubs and Urban Corridors are permitted to grow in a way that protects the long-term layout of the neighbourhoods. These Mobility Hubs and Urban Corridors are where growth should happen, so let it happen, and let it happen BIG TIME! If we under-develop these areas and do not adequately plan for long-term growth, the neighbourhoods will in time be sold and re-developed, and I think we all agree that this would not be appropriate."

More Affordable

The final theme from the surveys was a desire for a more affordable city. Responses that fell into this theme indicated a desire for more affordable housing, transportation or recreational activities. Many of these responses indicated a fear that children would no longer be able to afford to live in the city they grew up (or were growing up) in when they began to live on their own. Responses here indicated a desire for the city to encourage diversity in incomes for residents of Burlington, treating it like other kinds of diversity. Below is a sample of some of these responses, which made up 19% of responses in the first survey and 6% in the second:

"A better version of today. I was born and raised here, and continue to call it home. I would love to see the plans around transit, walk ability and community resources come to fruition to continue to make Burlington a great place to work. I only hope that my children are able to afford to continue to live here in the future."

"More urban amenities I can walk to. Municipal services that better serve lower-income people, seniors and working families. A city council that is aware we're not in the 1960s anymore."

Conclusion

From the surveys, we can differentiate seven themes with respect to respondents' desires for Burlington's future. The most noted themes include a request to move towards a more livable, sustainable and vibrant City of Burlington (themes 1-3); over half of all respondents indicated a desire for this change. Following this is the desire for little to no change, or growth (themes 4-5). Approximately a quarter of respondents asked for Burlington to remain the same. Finally, just over a tenth of respondents have indicated they would like to see Burlington urbanize and shift to a more affordable, faster-growing city in the future (themes 6-7). While these themes do not inherently mesh together well, it is important to understand these are summary findings. Some respondents indicated they wanted little growth, but if it was carefully planned they would be more accepting of it. Others wanted to see higher growth, but insisted that many established communities remain untouched.

Section 2: Intensification Areas

For the primary and secondary intensification areas (Mobility Hubs, Uptown, Urban Corridors, and Neighbourhood Plazas), public feedback was obtained through the workbooks and online in Survey 2. Respondents were asked to look at an artist's rendering for each of the intensification areas, and answer a series of questions. The participants were asked about what they liked and disliked about each rendering by choosing pre-defined statements in a multiple-choice checklist. An option to "please specify" was included for the like and dislike questions, and respondents could add their own additional feedback. The last question was an open-ended question that asked participants to describe what they think would make growth in each intensification area better.

Feedback Frames with statements about growth in Mobility Hubs and Uptown were also used as an engagement tool at public events and these unique results will be discussed in Section 4.

Question 5: Mobility Hubs – "What do you like?"

"After looking at the rendering of what a Mobility Hub could look like in the future, what do you like, if anything?"

Category	%
Pedestrian-friendly features like wide sidewalks, street trees and benches	70%
Protected & enhanced green spaces (parks & natural areas)	56%
A transit system close by, well-connected and frequent	54%
Vibrant, interesting streets with shopping, patios and restaurants	54%
Complete neighbourhoods with a mix of uses where I can live, work, play and shop	45%
Variety of housing types such as apartments, condos, townhouses to respond to a variety of needs	42%
Outdoor public spaces to gather	38%
Opportunities to live and work in Burlington	35%
Buildings that are beautiful	35%
Cycling infrastructure such as bike lanes, bike racks	29%

The statements chosen most frequently by respondents were:

- **Pedestrian-friendly features (70%)**

- **Protected and enhanced green space (56%)**

- **Well-connected and frequent transit system (54%)**

- **Vibrant, interesting streets (54%)**

Respondents were provided the opportunity to specify their own answer to the question, if it was not in the pre-defined list. Of all responses received for this question 15% of respondents provided additional comments. The majority of the written responses were generally negative in nature (18%) or expressed they disliked tall buildings (18%). The third most common verbatim response to this question was a positive comment about liking the variety of building forms (16%) shown in the rendering of a Mobility Hub.

Question 6: Mobility Hubs – "What don't you like?"

"After looking at the rendering of what a Mobility Hub could look like in the future, what don't you like, if anything?"

Category	Percentage
Traffic congestion	59%
Buildings that block sunlight	49%
Tall buildings	43%
Not enough green space	42%
On-road cycling	26%
Potential for pollution	26%
Loss of sense of community	24%
Too many people	20%
Concerned I/my children won't be able to live in Burlington	18%
Too costly to implement	13%
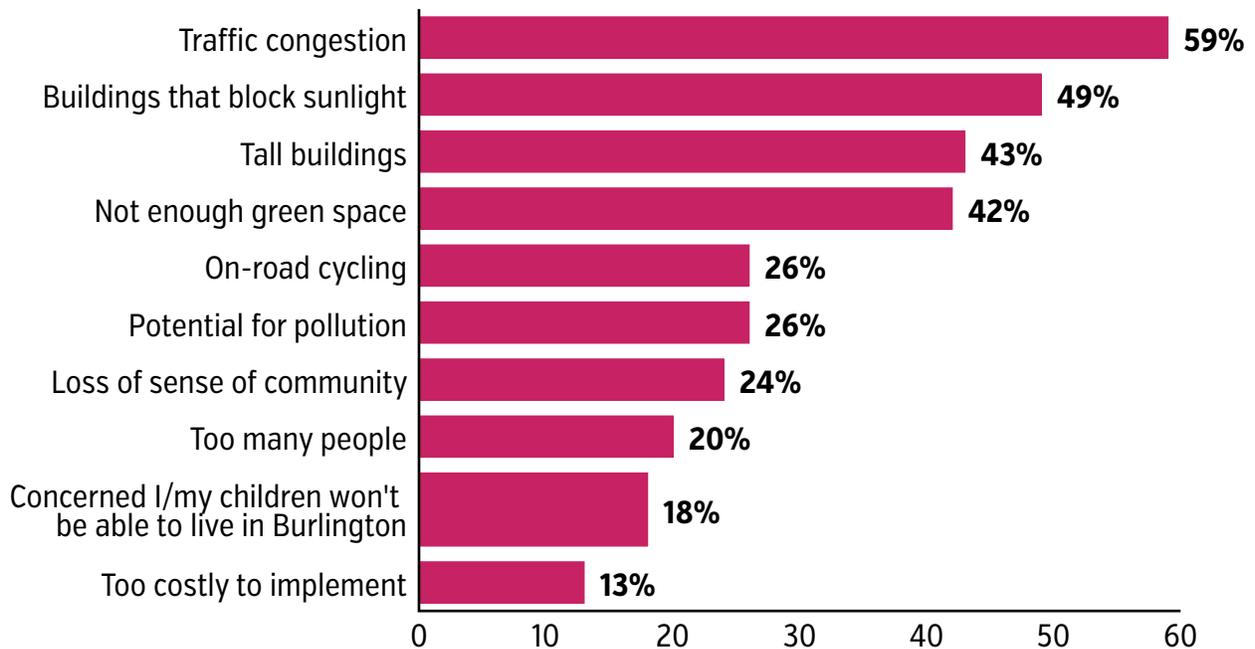
Top Themes:

- **Traffic congestion (59%)**
- **Building that block sunlight (49%)**
- **Tall buildings (43%)**
- **Not enough greenspace (42%)**

Respondents were provided the opportunity to specify their own answer to the question, if it was not in the pre-defined list. Of all responses received for this question 14% of respondents provided additional comments. The written responses primarily elaborated on the themes provided in the pre-defined list, such as a dislike for on-road cycling (13%). Respondents also noted concerns about lack of parking (14%), buildings not being attractive (13%), and other generally negative comments (13%).

Question 7: Mobility Hubs – "What would make growth better?"

"After looking at the rendering of what a Mobility Hub could look like, what if anything would make a future Mobility Hub better?"

Theme	%
Restrict tall buildings/density	14%
Improved pedestrian/public realm	13%
More variety in built form/housing	13%
Providing parks and greenspace	12%
Improved transit & transit integration	11%
Improved active transportation	11%
Ensure mixed uses	9%
Improved traffic management	8%
Protect existing character	7%
Negative	7%
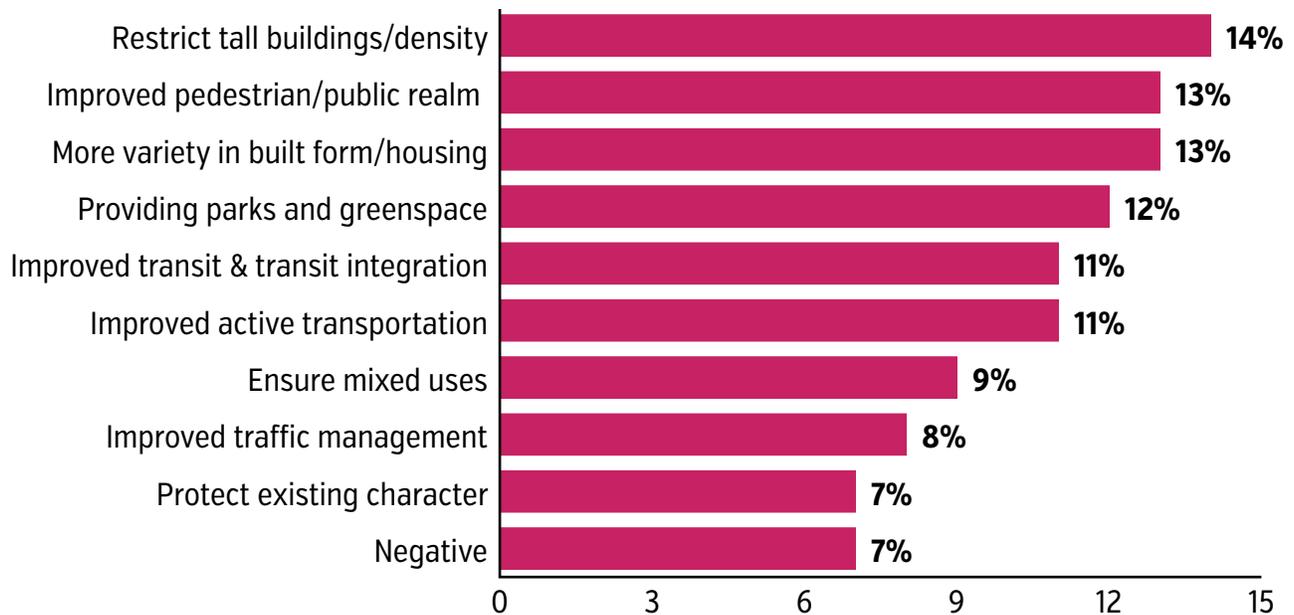
Top Themes:

Restrict tall buildings and/or density (14%)

- Prefer for low to mid-rise buildings, less people, buildings blocking sun

Improve the pedestrian experience (13%)

- More public squares, shopping within walking distance

More building variety and housing options (13% each)

- Choice in housing types for all income levels, family sized units

Providing greenspace and parks (12%)

- Less concrete, want parks and greenspace for public use

Improved transit & Active transportation facilities (11% each)

- Frequent bus service, investment in safer streets for biking

This was the final question asked about the Mobility Hubs. These open-ended, verbatim responses were categorized by theme. It was possible for one response to add to the theme count in multiple columns if the comment provided a varied response.

Question 8: Uptown – "What do you like?"

"After looking at the rendering of what Uptown could look like in the future, what do you like if anything?"

Category	Percentage
Pedestrian-friendly features such as wide sidewalks, street trees and benches	60%
Protected & enhanced green spaces (parks & natural areas)	50%
A transit system that is close by, well connected and frequent	50%
Vibrant, interesting streets with shopping, patios and restaurants	47%
Complete neighbourhoods with a mix of uses where I can live, work, play and shop	44%
A variety of housing types such as apartments, condos and townhouses to respond to diverse needs	40%
Opportunities to both live and work in Burlington	34%
Outdoor public spaces to gather	31%
Cycling infrastructure, such as bike lanes, bike racks	30%
Growth is focused in Uptown	30%

Top Themes:

- **Pedestrian-friendly features (60%)**

- **Protection and enhancement of greenspace (50%)**

- **Well-connected and frequent transit system (50%)**

It is worth noting that ten percent (10%) of respondents went on to provide their own additional comments at the end of this question regarding what they liked about the rendering of Burlington in 20 years. Of these verbatim responses however, most were of a general negative tone (24%) or expressed dislike of the traffic congestion (15%). The third most common type of verbatim response was generally positive, not specifying any particular feature but moreover support for the plan.

Question 9: Uptown – "What don't you like?"

"After looking at the rendering of what Uptown could look like in the future, what do you not like if anything?"

Category	Percentage
Traffic congestion	57%
Not enough green space	44%
Buildings that block sunlight	37%
Tall buildings	36%
Potential for pollution	24%
On-road cycling	23%
Loss of sense of community	23%
Too many people	21%
Please specify:	17%
Concerned I/my children won't be able to live in Burlington	15%
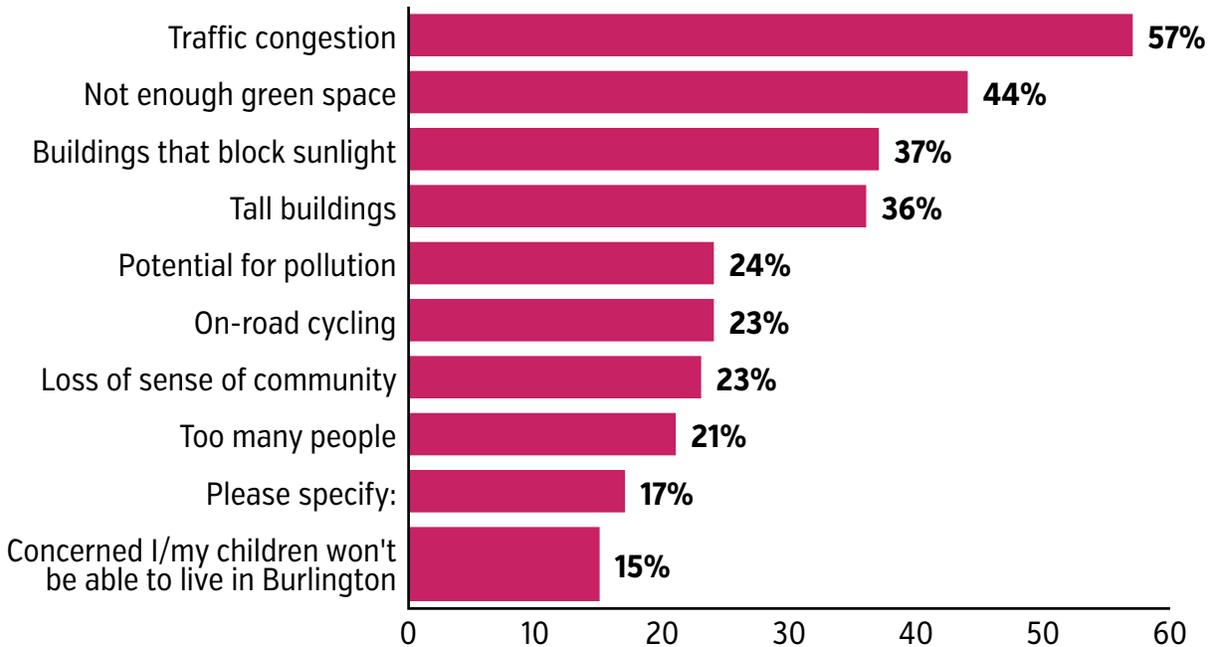
Top Themes:

- **Traffic congestion (57%)**
- **Not enough greenspace (44%)**
- **Buildings that block sunlight (37%)**
- **Tall buildings (36%)**

A considerable proportion of respondents provided additional comments (17%) at the end of the question. Of these verbatim responses, the greatest number of comments were negative in tone, expressing dislike of growth in general or lack of support for the plan. The second most frequent comment pertained to concerns about on-road cycling, with respondents commenting that "cycling infrastructure should be off the road" or that "on-road cycling is too dangerous".

Question 10: Uptown – "What would make growth better?"

"After looking at the rendering of what Uptown could look like, what if anything would make the future Uptown look better?"

Theme	Percentage
Improved traffic management	12%
Restrict Tall Buildings/Density	11%
Providing parks and greenspace	11%
More Variety in Built Form/Housing	10%
Negative	10%
Improved Transit & Transit Integration	8%
Improved Active Transportation	6%
Improved Pedestrian/Public Realm	5%
More community involvement/cultural	4%
Ensure Amenities for daily life	4%
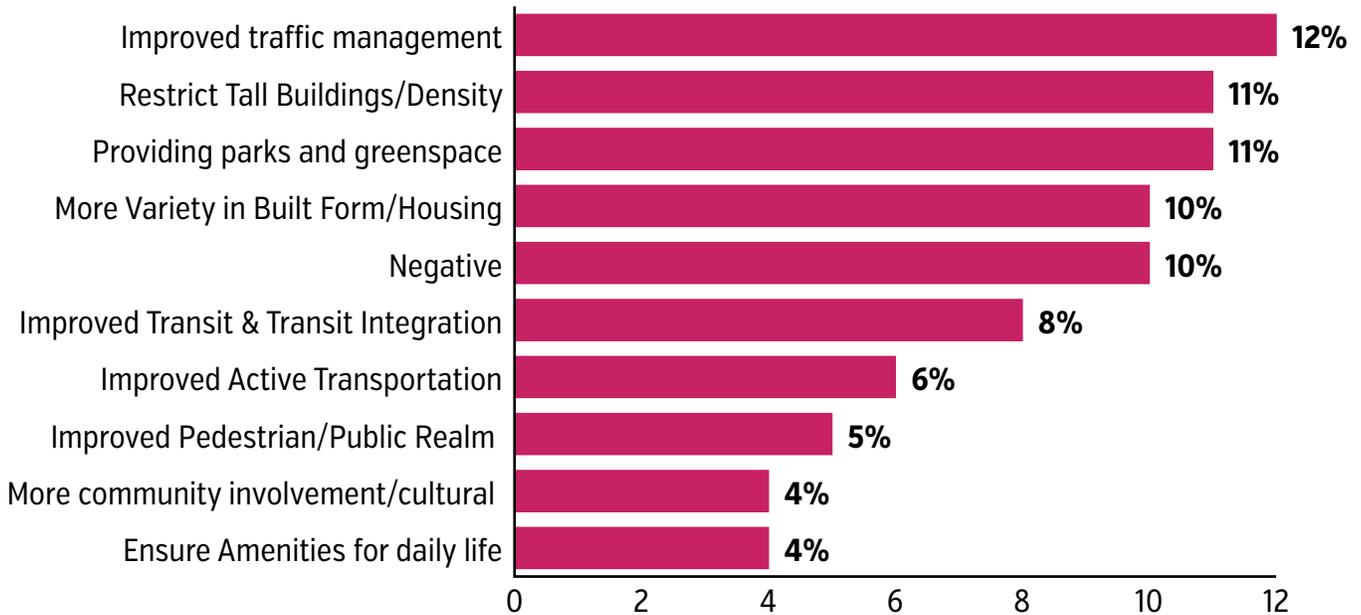
Top Themes:

Improved traffic management (12%)

- Reduce congestion, timed lights, integrate car-sharing

Restrict tall buildings and/or density (11%)

- No high rises, reduce density, enforce building heights

Providing parks and green space (11%)

- Protect existing green space, incorporate green space into develop, ensure places to play and experience nature

More variety in built form/housing (10%)

- Less condos and more townhouses, variety of size and type, low-income options

Negative (10%)

- Looks sterile, stop growth, too many people, not necessary, crime will increase

This was the final question for the Uptown area. These open-ended, verbatim responses were categorized by theme. It was possible for one response to add to the theme count in multiple columns if the comment provided a varied response.

Question 11: Urban Corridors – "What do you like?"

"After looking at the rendering of what an Urban Corridor could look like in the future, what do you like if anything?"

Category	Percentage
Transit	52%
Pedestrian Friendly	49%
Vibrant	48%
Protected Green Space	44%
Growth	40%
Live & Work	35%
Housing Types	35%
Beautiful Buildings	30%
Outdoor Spaces To Gather	28%
Cycling Infrastructure	27%
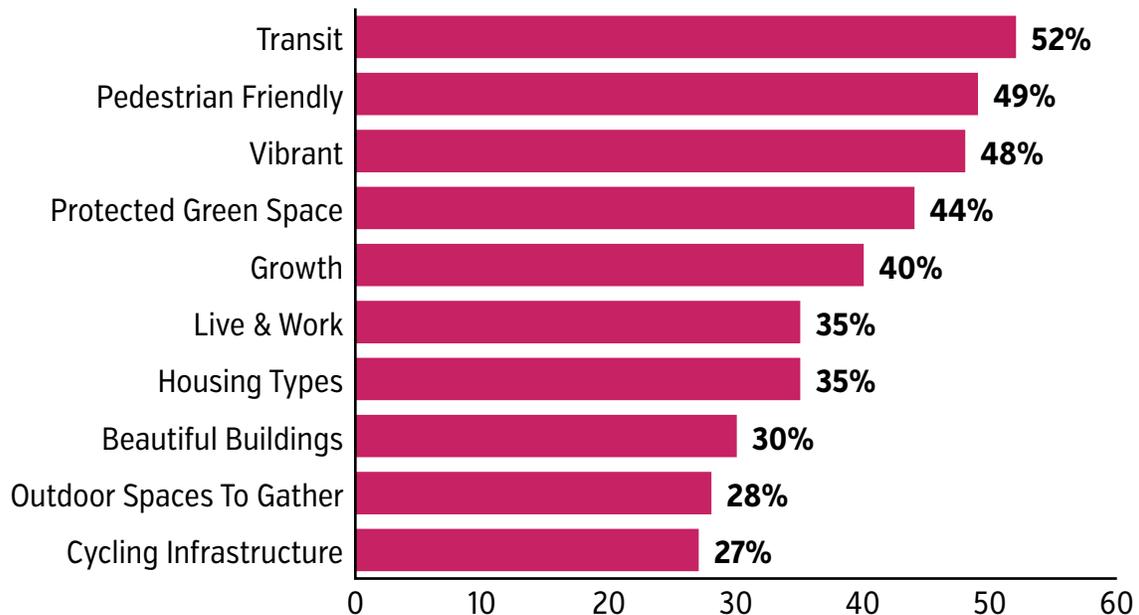
Top Themes:

Transit (52%)

- Transit system that is close by, well connected, and frequent
- Must be properly planned and designed for an improved transit system

Pedestrian Friendly (49%)

- Wide sidewalks with benches and street trees
- Straightforward pedestrian access to cross traffic ways

Vibrant (48%)

- Appealing streets with shopping, patios and restaurants
- Variety of different spaces with different uses to create visual appeal

Protected Green Space (44%)

- Plant more trees for shade, temperature control, air quality, visual appeal
- Must support and encourage sustainability, conservation, creativity, quality, durability

Growth (40%)

- Growth is focused along corridors like Fairview
- Create new areas with more density that will be more appealing to all age groups

In addition to the Top 5 likes, people also liked the idea of living and working in Burlington. Having a good variety of housing types was mentioned such as town and row homes. Building beautiful buildings with character and not just "concrete boxes" was also liked. A variety of outdoor spaces to gather was also important as well as the focus on cycling infrastructure.

Question 12: Urban Corridors – "What don't you like?"

"After looking at the rendering of what an Urban Corridor could look like in the future, what do you not like, if anything?"

Category	Percentage
Traffic Congestion	
Not Enough Green Space	36%
Buildings That Block Sunlight	36%
Tall Buildings	34%
Pollution	28%
Too Many People	24%
Loss of Community	24%
Concern With on Road Cycling	23%
Concerned About Living	14%
Too Costly	11%
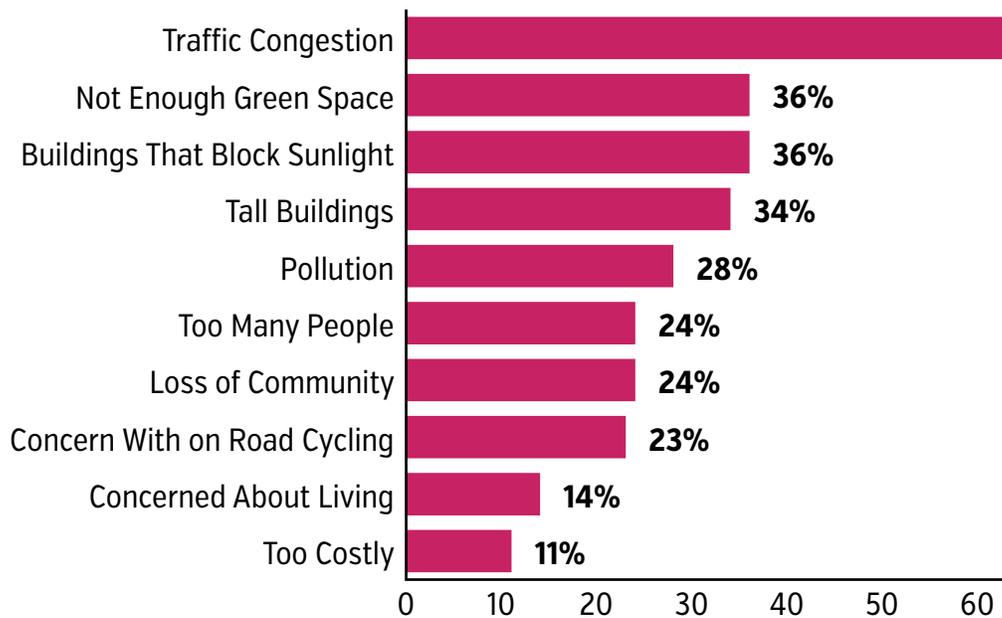
Top Themes:

Traffic Congestion (63%)

- Poor traffic signal placement and unsynchronized traffic signals
- Traffic is an existing problem that should be addressed before growth
- Existing roads must be enhanced and maintained and not reduced

Not Enough Green Space (36%)

- Increase number of parks and open spaces
- More trees and greenery

Buildings That Block Sunlight (36%)

- Block light and city assets such as the waterfront

Tall Buildings (34%)

- Should have height restrictions
- Variety of midrise building heights and styles
- Concrete and lack design and character

Pollution (28%)

- Increase in population will increase pollution and waste

In addition to the Top 5 dislikes, people were concerned about too many people and overcrowding. People were also concerned about the loss of community and small town charm that currently exists. Too much focus on road cycling and not enough focus on vehicles for transportation. Also concern about living and the quality of life urban corridors would offer. The cost was also mentioned and how much it will cost taxpayers and how much revenue the developers will make.

Question 13: Urban Corridors – "What would make growth better?"

"After looking at the rendering of what an Urban Corridor could look like, what if anything would make a future Urban Corridor better?"

Category	Percentage
Improved Traffic Management	17%
Restrict Tall Buildings / Density	14%
Overall Negative	12%
More Variety in Built Form / Housing	9%
Other	8%
Improved Transit & Transit Integration	7%
Improved Active Transportation	6%
Protect Existing Character	6%
Separate Bike Lanes	5%
Providing Parks and Greenspace	4%
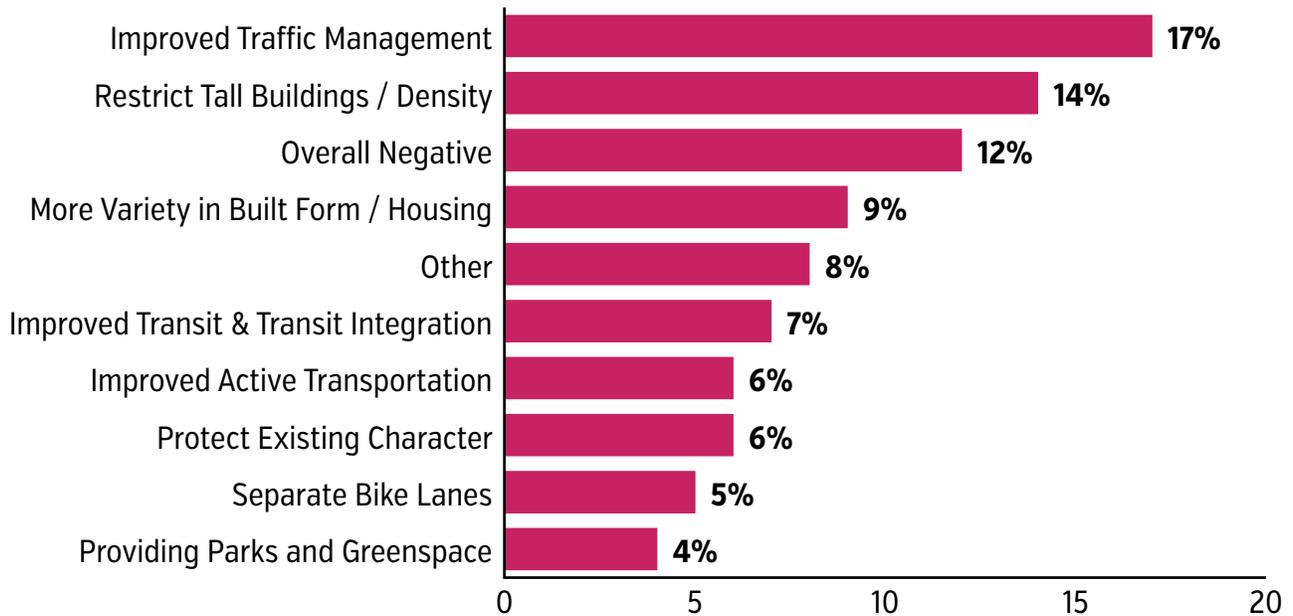
Top Themes:

Improved Traffic Management (17%)
- Create alternate routes for traffic in the city
- Synchronize traffic lights to improve traffic flow
- Improve and expand community transit systems

Restrict Tall Buildings / Density (14%)
- Lower buildings with less density
- More spread out with fewer large buildings (good examples are Oakville and St.Catharines)

Overall Negative (12%)
- Designs look nothing like what they appear in real life
- Boring and uninspired, building designs lack creativity

More Variety In Built Form / Housing (9%)
- More mixed uses and retail
- Blending single family units

Other (8%)
- Underground services for hydro and communications makes a much more attractive neighbourhood.

In addition to the above Top 5, other items mentioned included:
- Improved transit and transit integration was mentioned.
- Active transportation was also mentioned as a means to provide alternate routes for cars and better traffic flows.
- Separate bike lanes for safety are needed and more parks and green spaces for activities and recreation
- Need to protect the existing character that makes Burlington so appealing.
- Fear of losing the small town charm to concrete boxes.

Question 14: Neighbourhood Plazas – "What do you like?"

"After looking at the rendering of what a Neighbourhood Plaza could look like in the future, what do you like if anything?"

Category	Percentage
Wide sidewalks, street trees and benches	52%
Transit system that is close by, well connected and frequent	48%
Interesting streets with shopping, patios and restaurants	46%
A mix of uses where I can live, work, play and shop	42%
Protected & enhanced green spaces (parks & natural areas)	40%
Growth is focused in neighbourhood plazas	36%
Apartments, condos and townhouses	34%
Buildings that are beautiful	30%
Outdoor public spaces to gather	28%
Opportunities to both live and work in Burlington	26%
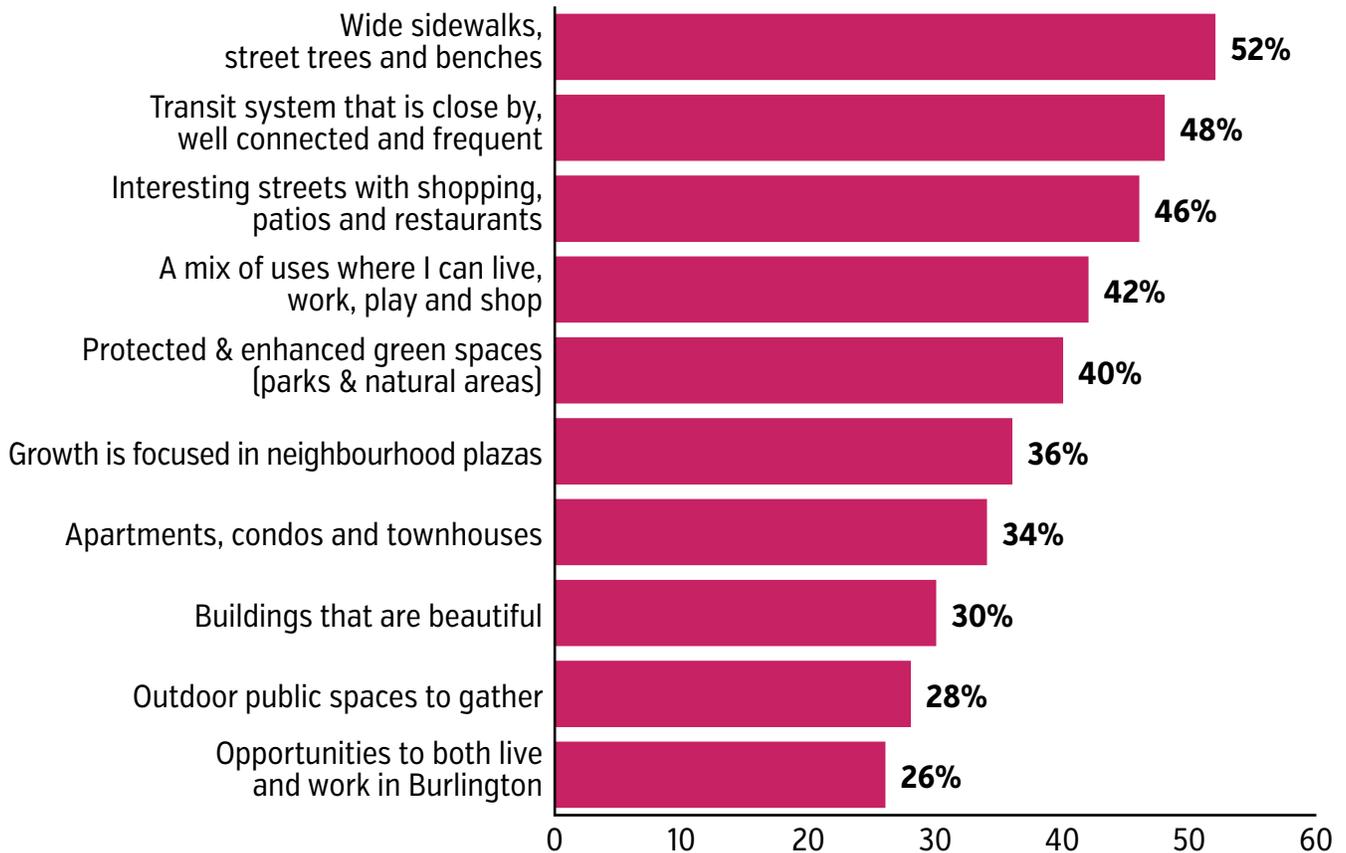
Top Themes:

- **Pedestrian friendly features (52%)**
- **Well-connected and frequent transit system (48%)**
- **Vibrant, interesting streets (46%)**

Question 15: Neighbourhood Plazas – "What don't you like?"

"After looking at the rendering of what a Neighbourhood Plaza could look like in the future, what do you not like if anything?"

Category	Percentage
Traffic Congestion	56%
Tall Buildings	41%
Buildings that block sunlight	37%
Not enough greenspace	34%
Too Many People	25%
Loss of sense of community	25%
Potential for pollution	22%
On-road cycling	20%
Concerned I/my children won't be able to live in Burlington	13%
Too much change	10%
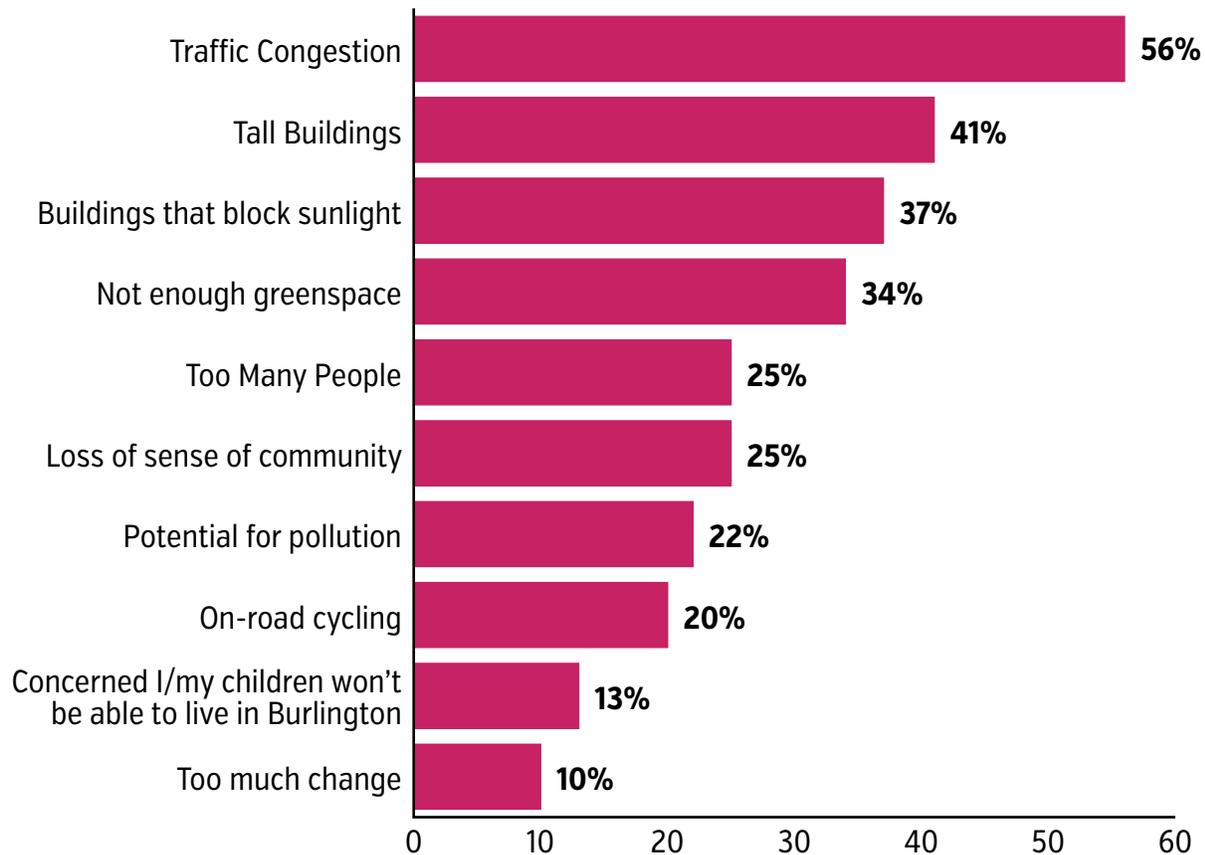
Top Themes:

- **Traffic congestion (56%)**
- **Tall buildings (41%)**

The respondents were provided the opportunity to specify their own answer to the question if it was not in the list. Sixteen per cent of respondents chose to provide a verbatim response to specify their answer.

Some responses reiterated the fact that they like one of the categories from the pre-defined list. Concerns of a negative nature were also provided, noting:

- Too much change proposed.
- Lack of parking.

Question 16: Neighbourhood Plazas – "What would make growth better?"

"After looking at the rendering of what a Neighbourhood Plaza could look like in the future, what if anything would make a future Neighbourhood Plaza better?"

Category	Percentage
Restrict Tall Buildings/Density	19%
Provide more Parking	14%
Independent business that are easily accessible	11%
Negative	10%
Other	8%
Protect existing character	8%
Improved Pedestrian/Public Realm	8%
More Variety in Built Form/Housing	8%
Improved transit & transit integration	7%
Providing parks and greenspace	7%
Improved traffic management	7%
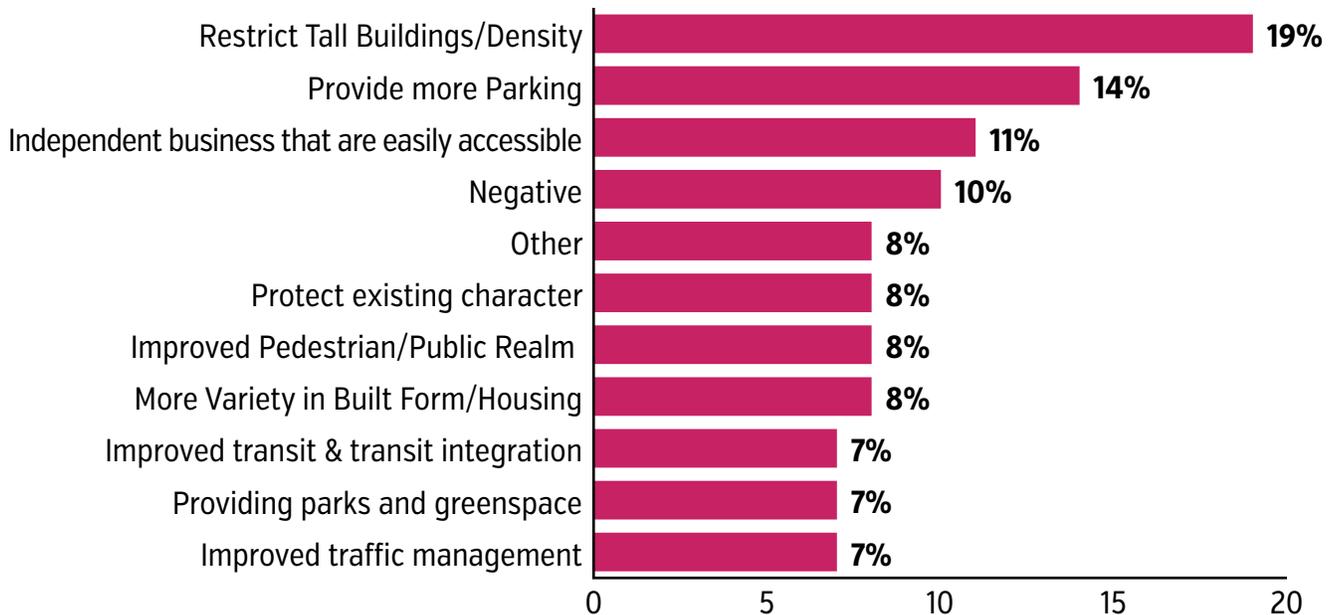
Top Themes:

Restrict tall buildings/density (19%)

- No more condo towers, restrict building height

Provide more parking (14%)

- Better parking lots, less parallel parking

More shops and business that are easily accessible (11%)

- Small businesses mixed with residential, visibility of stores

This was the final question asked about the Neighbourhood Plazas. Some responses addressed multiple themes. Beyond the most popular responses, 10% of respondents provided a generally negative comment and 8% provided comments which were not able to be categorized (e.g. desire for more entertainment venues, and artist renderings before commenting).

Comparison of "Like" and "Don't Like" Responses across Intensification Areas

How did the Like and Don't Like responses to the renderings differ across the Intensification Areas?

When we tally the number of times a statement was selected in the surveys and workbooks across the four intensification areas, we observe if statements are valued differently. While there was general consensus on the popularity of selected statements, slight preferences or differences in values between areas could be observed.

The following table shows the ranking of each "like" statement about the renderings of the intensification areas in the future. This ranking was tabulated in terms of the frequency it was selected by respondents (i.e. the statement that was selected the most times would be ranked highest, and the least selected would receive the lowest ranking).

Statement:	Mobility Hub	Uptown	Urban Corridor	Neighbourhood Plazas	Average Ranking
Growth is focused in ___	11	10	5	6	8
Vibrant, interesting streets with shopping, restaurants and patios	4	4	3	3	3.5
Buildings that are beautiful	8	11	9	8	9
A transit system that is close by, well connected and frequent	3	3	1	2	2.25
A variety of housing types, such as apartments, condos, and townhouses to respond to diverse needs (families, seniors, affordable housing)	6	6	7	7	6.5
Opportunities to both live and work in the city	8	7	8	10	8.25
Pedestrian-friendly features like wide sidewalks, street trees and benches	1	1	2	1	1.25
Cycling infrastructure, such as bike lanes, bike racks	10	9	11	11	10.25
More complete neighbourhoods with a mix of uses where I can work, live, play and shop	5	5	6	4	5
Protected and enhanced green spaces (parks and natural areas)	2	2	4	5	3.25
Outdoor public spaces to gather	7	8	10	9	8.5
Public art	12	12	12	13	12.25
Other (Please specify below)	13	13	13	12	12.75

From this, the following observations have been made:

- **Well-connected transit system** is ranked highest in the Urban Corridor

- **Pedestrian-friendly features** was selected most frequently in three of the four intensification areas

- **Protected and enhanced greenspace** was selected more frequently in the Mobility Hubs and Uptown area responses, as compared to the Urban Corridor and Neighbourhood Plaza responses (ranked 2nd for Mobility Hubs and Uptown, versus ranked 4th-5th for Urban Corridor and Neighbourhood Plaza)

Similarly, we can compare how the statements of what respondents didn't like about each of the renderings in the future compared across the intensification areas. The following table shows the ranking of each "don't like" statement in terms of the frequency it was selected for each intensification area:

| Statement:	Mobility Hub	Uptown	Urban Corridor	Neighbourhood Plazas	Average Ranking
Traffic congestion	1	1	1	1	1
Buildings that block sunlight	2	3	3	3	2.75
Not enough greenspace	4	2	2	4	3
Tall buildings	3	4	4	2	3.25
Potential for pollution	5	5	5	7	5.5
On-road cycling	5	5	8	8	6.5
Too many people	8	8	6	5	6.75
Loss of sense of community	7	7	7	6	6.75
Concerned I/my children won't be able to live in Burlington	9	10	10	10	9.75
Too costly to implement	11	11	11	12	11.25
Too much change	12	12	12	11	11.75
Not sure	13	13	13	14	13.25

- **Traffic congestion** was clearly identified as the most frequently selected statement for each intensification area

- **Buildings that block sunlight** was ranked in 2nd or 3rd across all intensification areas

- **Not enough greenspace** was selected more often in the Uptown and Urban Corridor areas

- **Tall buildings** was selected more frequently in the Neighbourhood Plaza intensification area than the others.

Section 3: Rural Burlington

Questions about the future of rural Burlington were asked in an online Rural Survey and through the workbooks. Three questions were asked of respondents: if they lived in the rural area, what they valued about rural Burlington, and what they hoped rural Burlington would look like in 20 years.

## Question 17 – "Do you live in rural Burlington?"

The overwhelming majority of the respondents (91%) who answered this survey question indicated that they did not live in the rural area of Burlington.

Yes - 9%

No - 91%
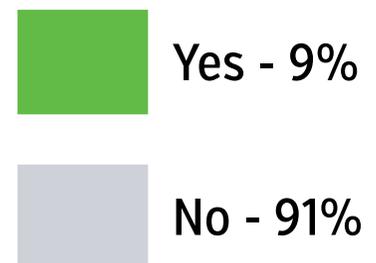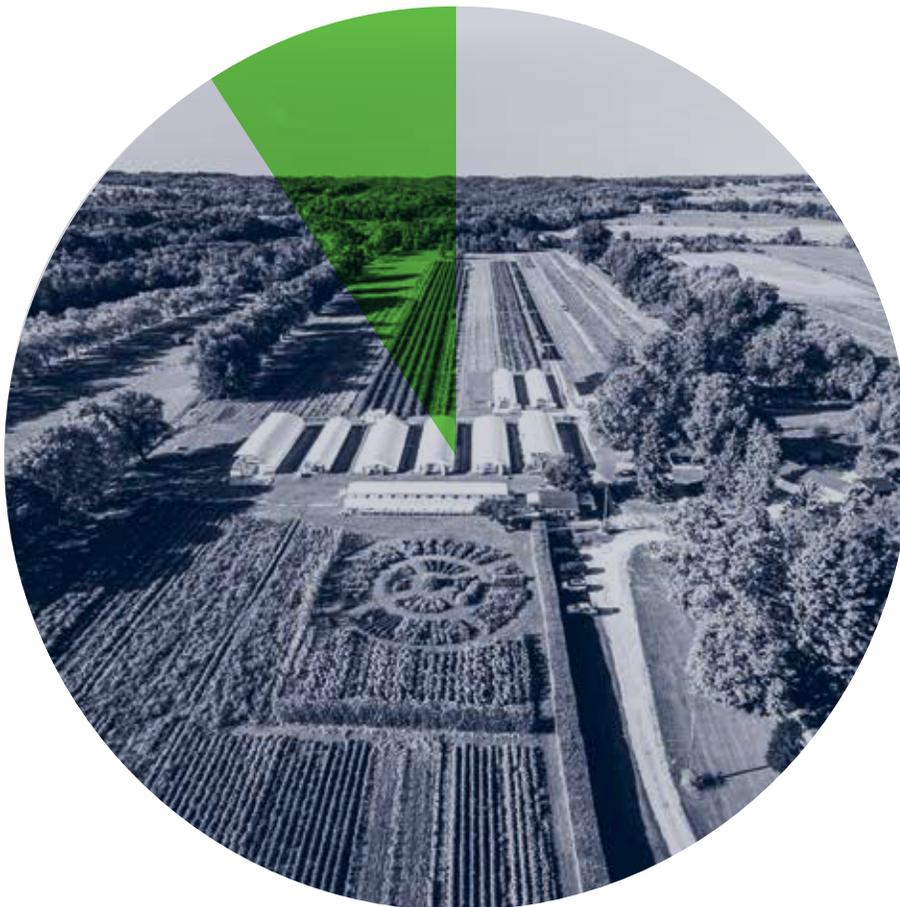
Question 18 – "What do you value?"

"What, if anything, do you value about the rural areas of Burlington?"

The results were obtained from both online surveys and completed workbooks. A total of 345 responses were received for this question. The ten most popular pre-defined themes as selected by the respondents are presented below:

Theme	Percentage
Hiking and conservation areas	75%
Nature	72%
Local farms/local food	68%
Unique landscapes like Mount Nemo	66%
Communities like Kilbride, Lowville and Mount Nemo	48%
Living close to the rural area	46%
Little traffic	28%
Active recreation such as golf courses, sports fields	23%
Historic buildings	19%
Living in the rural area	11%
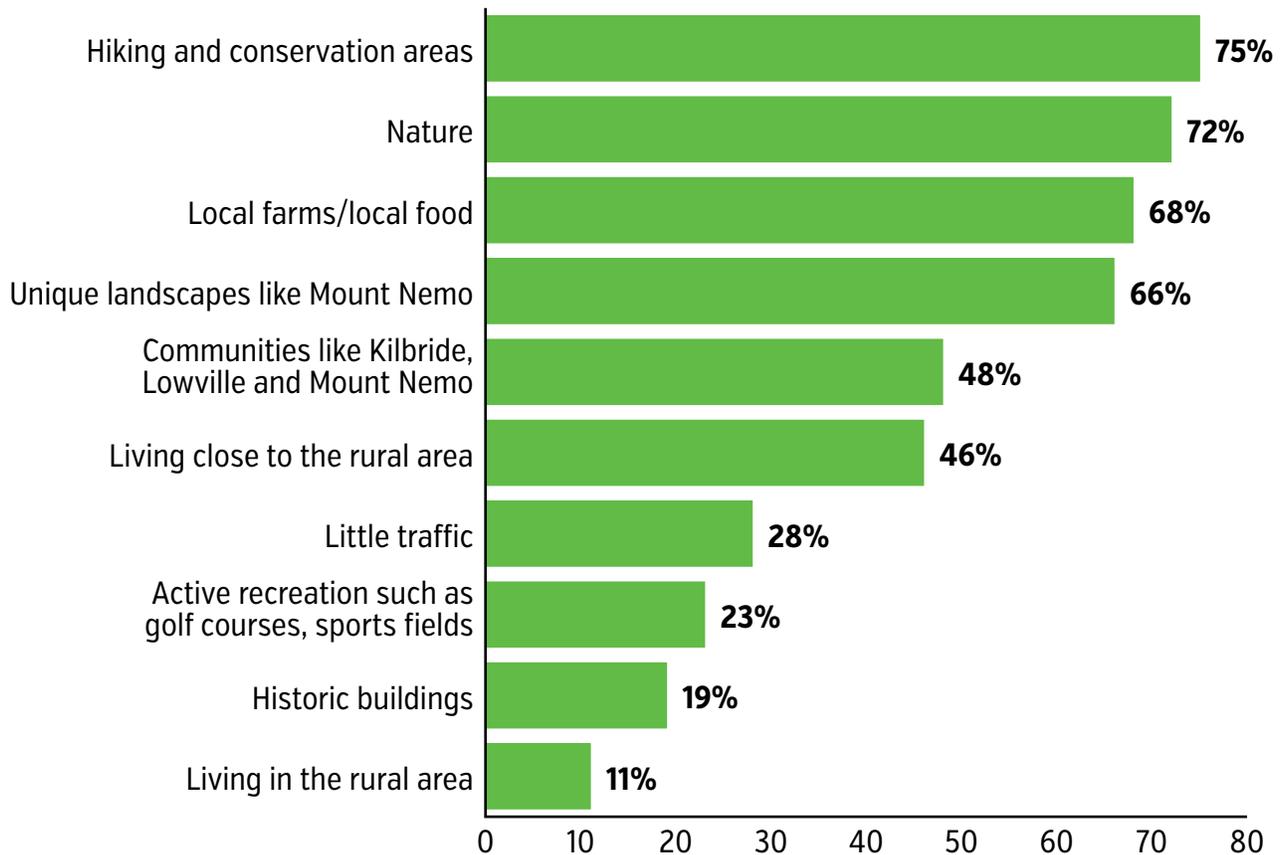
Top Themes:

- **Hiking and conservation areas (75%)**
- **Nature (72%)**
- **Local farms/local food (68%)**
- **Unique landscapes like Mount Nemo (66%)**

Respondents were provided the opportunity to check "Please Specify" and provide their own answer to the question, if it was not in the pre-defined list. Of all responses received for this question, 6% selected "Please Specify" and provided verbatim answers. The verbatim answers were coded by themes, including: an appreciation that the rural area provides quiet (18%); fresh air (18%); and space/privacy (14%).

Question 19 – "What is your hope?"

"What do you hope rural Burlington looks like in 20 years?"

The results were obtained from both online surveys and completed workbooks. A total of 334 responses were received. The ten most popular themes as specified in the verbatim responses are presented below:

Theme	Percentage
Unchanged	71%
Protected natural spaces	19%
Support for local farms	16%
Opportunities for active recreation	16%
Limit development	10%
Other	6%
Development in rural settlement areas	6%
Safer roads/reduced traffic	5%
More rural businesses	4%
More transit	2%
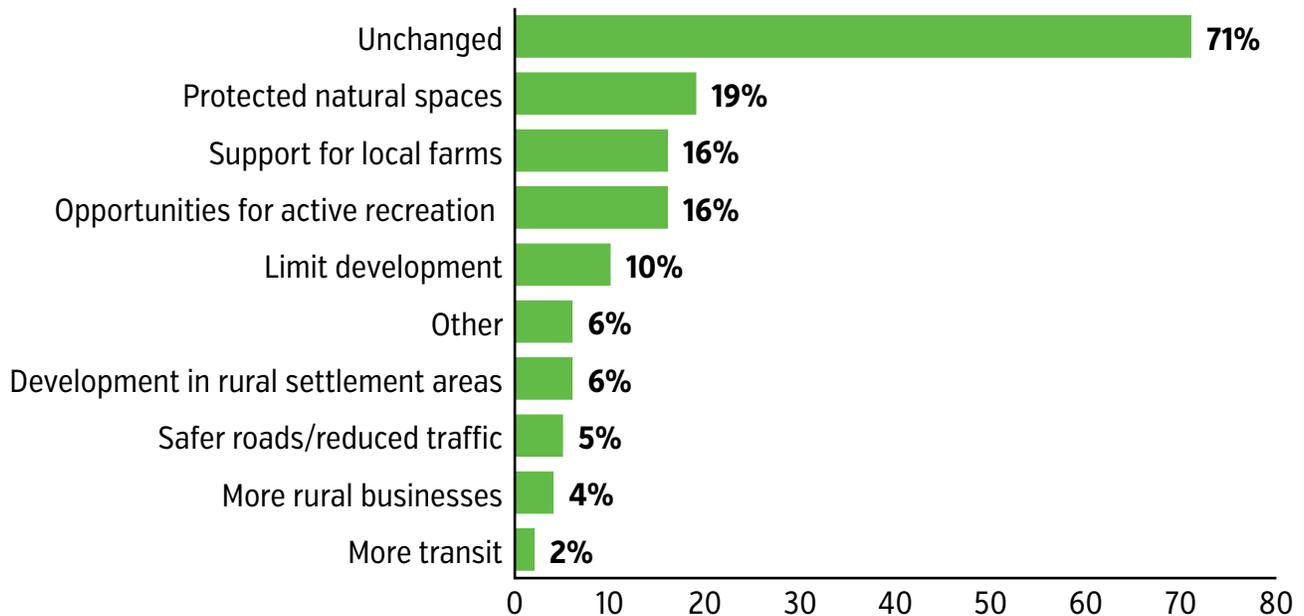
Top Themes:

- **Unchanged (71%)**
- **Protected natural spaces (19%)**
- **Support for local farms (16%)**
- **Opportunities for active recreation (16%)**

The responses were manually coded based on the frequency of the themes being noted, so one response could cover multiple categories. The majority of all responses for this question noted they hoped the rural area of Burlington would look the same as it does now (71%). There was often overlap in the themes of Protected Natural Spaces and Opportunities for Active Recreation. For instance, a respondent noting that greenspaces should be untouched, and that more hiking trails and connections between trails should be provided.

Section 4: Feedback Frames

Feedback Frames allow respondents at public events to address a particular statement by indicating their level of agreement on a scale ranging from "strong agreement" to "strong disagreement".

Feedback Frames were utilized as a tool for gathering public input during various community events such as the Burlington Kite Festival, Ward 6 Love My Hood, BOMBA picture day, Let's Live Green Burlington, and the Sound of Music festival, among others. They primarily provided an opportunity for Grow Bold Ambassadors to engage with residents at public events and raise awareness of the Grow Bold initiative.

Not every statement was available at each public engagement opportunity, and therefore, the number of responses for each statement varies. The stacked bar graphs on the following pages represent percentages of the total number of responses for each question.

Mobility Hubs – "Like" Feedback Frame responses

Over 420 responses were provided via Feedback Frames for the following ten statements (or subtle variations of each), and the results are provided below.

*"After learning about and looking at the artist rendering, this is what I **LIKE":***
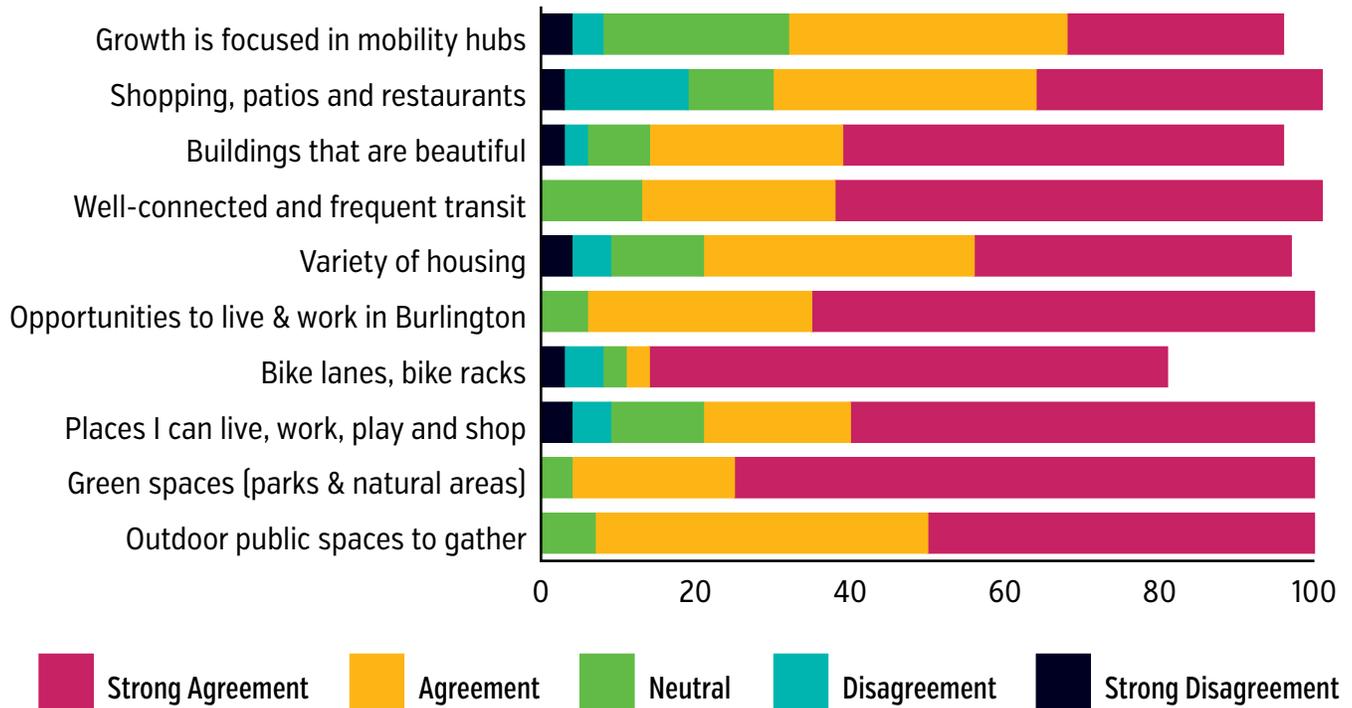
Likert scale of percentage of respondents in agreement/disagreement (%)

- **Greenspace enhancement and protection** was the most strongly agreed upon statement, with approx. 75% of respondents strongly agreeing, 21% agreeing, and 4% neutral

- **Opportunities to live and work in Burlington** was the second-highest positive agreement response, with 65% strongly agreeing, and 29% agreeing, and 6% neutral

- The range of participants for each statement varied significantly, with only 8 responses for the **transit system** statement, and 100 responses for the **housing variety** statement. Not every statement was available at each public event.

Mobility Hubs – "Not Like" Feedback Frame responses

Over 130 responses were provided via Feedback Frames for the following three statements (or subtle variations of each), and the results are provided below.

*"After learning about and looking at the artist rendering, this is what I **DON'T LIKE**":*
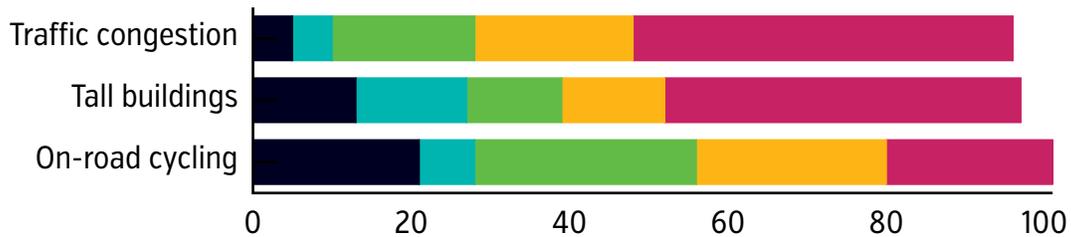

Likert scale of percentage of respondents in agreement/disagreement (%)

Legend: Strong Agreement · Agreement · Neutral · Disagreement · Strong Disagreement

- **Traffic Congestion** was the most agreed upon statement, with 48% in strong agreement and 24% in agreement

- **Tall Buildings** was the second most agreed upon statement, with 45% in strong agreement, and 13% in agreement

- **On-road Cycling** came in third for these statements in terms of agreement, with 21% in strong agreement, 24% in agreement, and 28% neutral

- The range of participants for each statement varied, with only 29 responses for the **On-Road Cycling** statement, 40 responses for **Traffic Congestion**, and 69 responses for **Tall Buildings**. Not every statement was available at each public event.

Uptown – "Like" Feedback Frame responses

Over 150 responses were provided via Feedback Frames for the following six statements (or subtle variations of each), and the results are provided below.

*"After learning about and looking at the artist rendering, this is what I **LIKE**":*
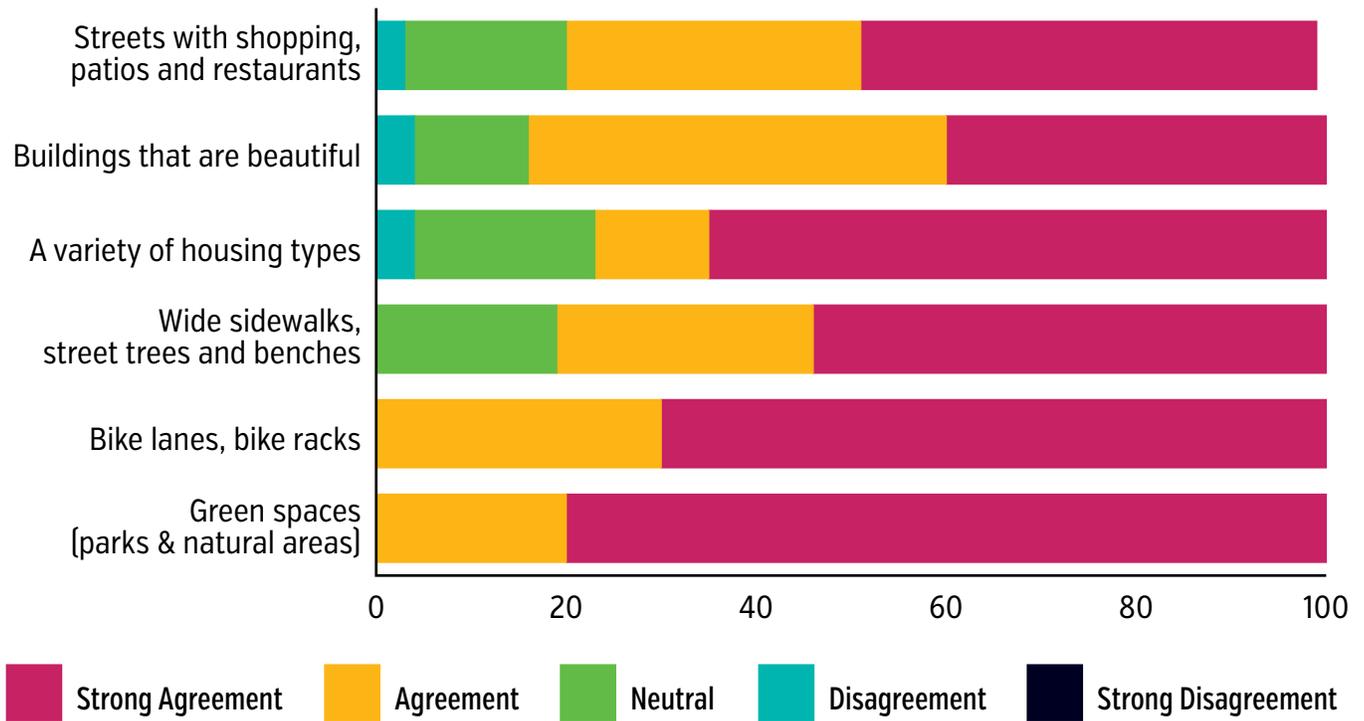
Likert scale of percentage of respondents in agreement/disagreement (%)

- **Greenspace protection** elicited the highest proportion of responses in strong agreement, and in overall positive agreement (both strongly agree and agree).

- **Cycling infrastructure** yielded the second-highest positive agreement response, in terms of those responses that strongly agreed and agreed with the statement

- Approximately 25-35 people provided feedback on each statement, with no significant increase in participation in any one statement

Uptown – "Not Like" Feedback Frame responses

A total of 95 responses were provided via Feedback Frames for the following four statements (or subtle variations of each), and the results are provided below.

*"After learning about and looking at the artist rendering, this is what I **DON'T LIKE**":*

Likert scale of percentage of respondents in agreement/disagreement (%)

Legend: Strong Agreement, Agreement, Neutral, Disagreement, Strong Disagreement
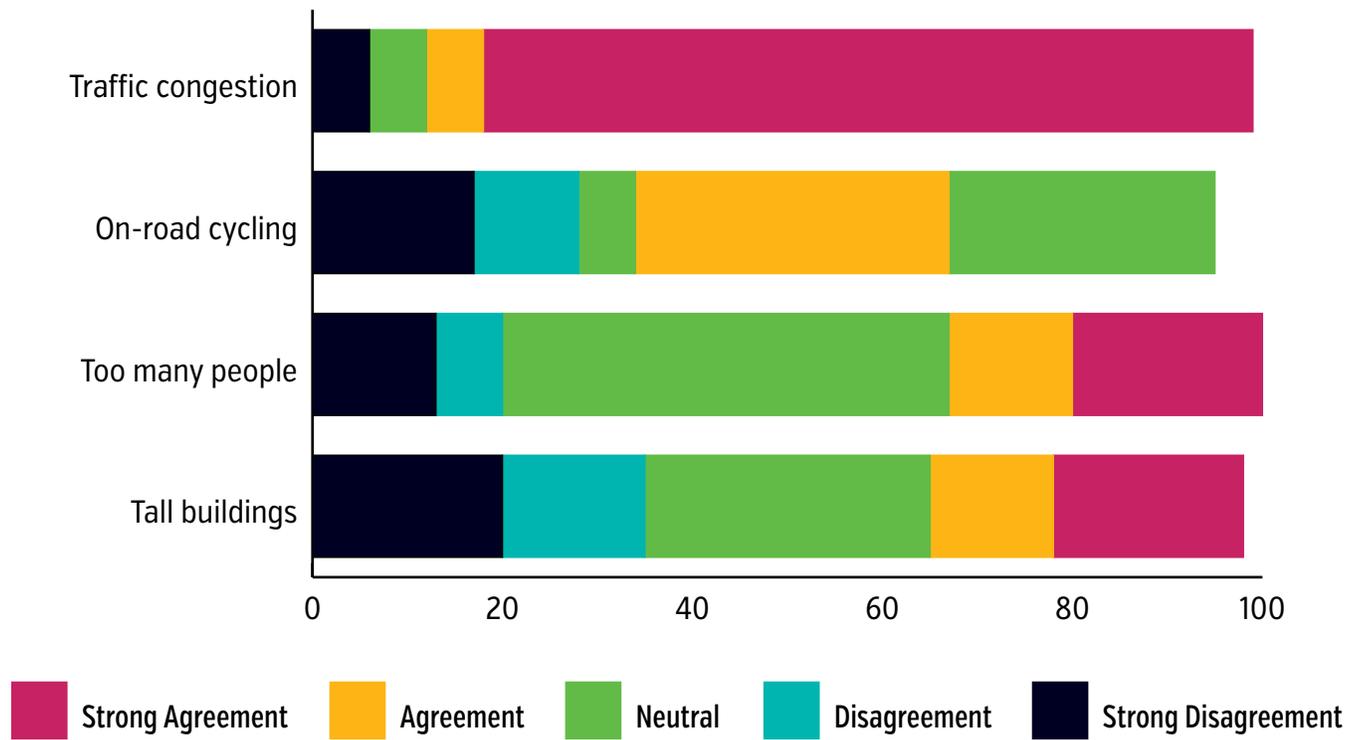
- **Traffic Congestion** elicited by a large margin the highest proportion of responses in strong agreement

- **On-road cycling** yielded the second-highest proportion of both strong agreement and agreement responses

- **Tall Buildings** garnered an almost uniform spread of responses from strong agreement to strong disagreement, however it is worth noting that this statement generated the highest number of responses (three times more people provided feedback on this statement than the others i.e 46 responses versus 15-18 responses

Section 5: Youth Engagement

Youth engagement sessions were held at Aldershot and Frank J. Hayden High School. Through these sessions, students in three classes were shown the Grow Bold video, asked to provide responses via Feedback Frames for various statements, and participate in dotmocracy activities regarding growth in Burlington.

Grow Bold Video

After viewing the video, students were asked to collaborate to provide input on what they **liked**, **disliked** and what would make growth in Burlington over the next 20 years **better**. The following table summarizes the top responses provided by the students.

	What I like:	**What I don't like:**	**What would make it better?**
1.	Protecting and enhancing parks and greenspace	Tall buildings	Providing parks, recreation and access to nature
2.	Improved transit that is connected	Congestion and overpopulation	Ensuring amenities to life and community resources
3.	More activities, shops and walkable streets	Expensive	More variety in housing types

Feedback Frame "Like" Responses

Feedback frames were also utilized during these student engagement sessions which consulted five classes at Hayden and Aldershot High Schools.

*"After learning about and looking at the artist rendering, this is what I **LIKE**":*
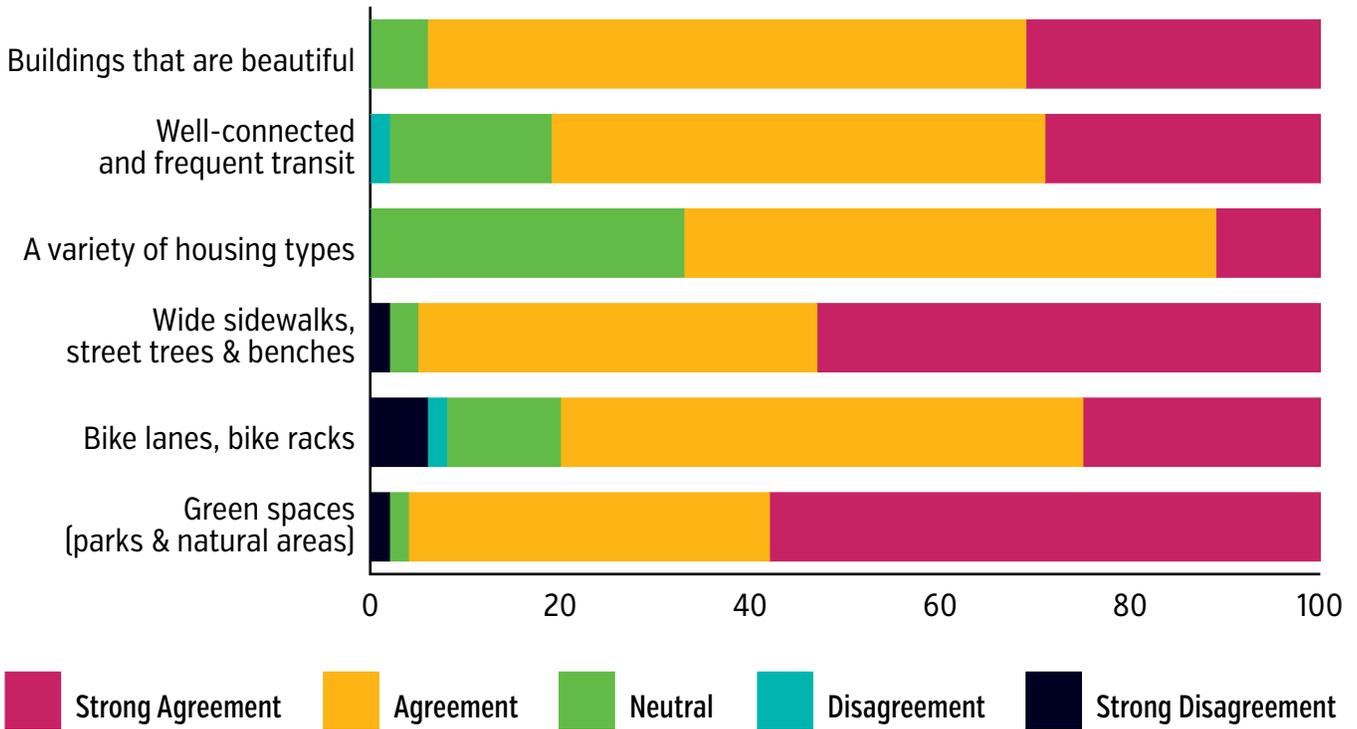

Likert scale of percentage of respondents in agreement/disagreement (%)

- **Pedestrian-friendly features** elicited by a large margin the highest proportion of responses in both strong agreement and agreement

- **Green space protection and enhancement** yielded the second-highest proportion of both strong agreement and agreement responses

- **Beautiful building** generated the third-highest positive response

Feedback Frame "Not Like" Responses

"Feedback frames were also utilized during these student engagement sessions which consulted five classes at Hayden and Aldershot High Schools.

*After learning about and looking at the artist rendering, this is what I **DON'T LIKE**":*
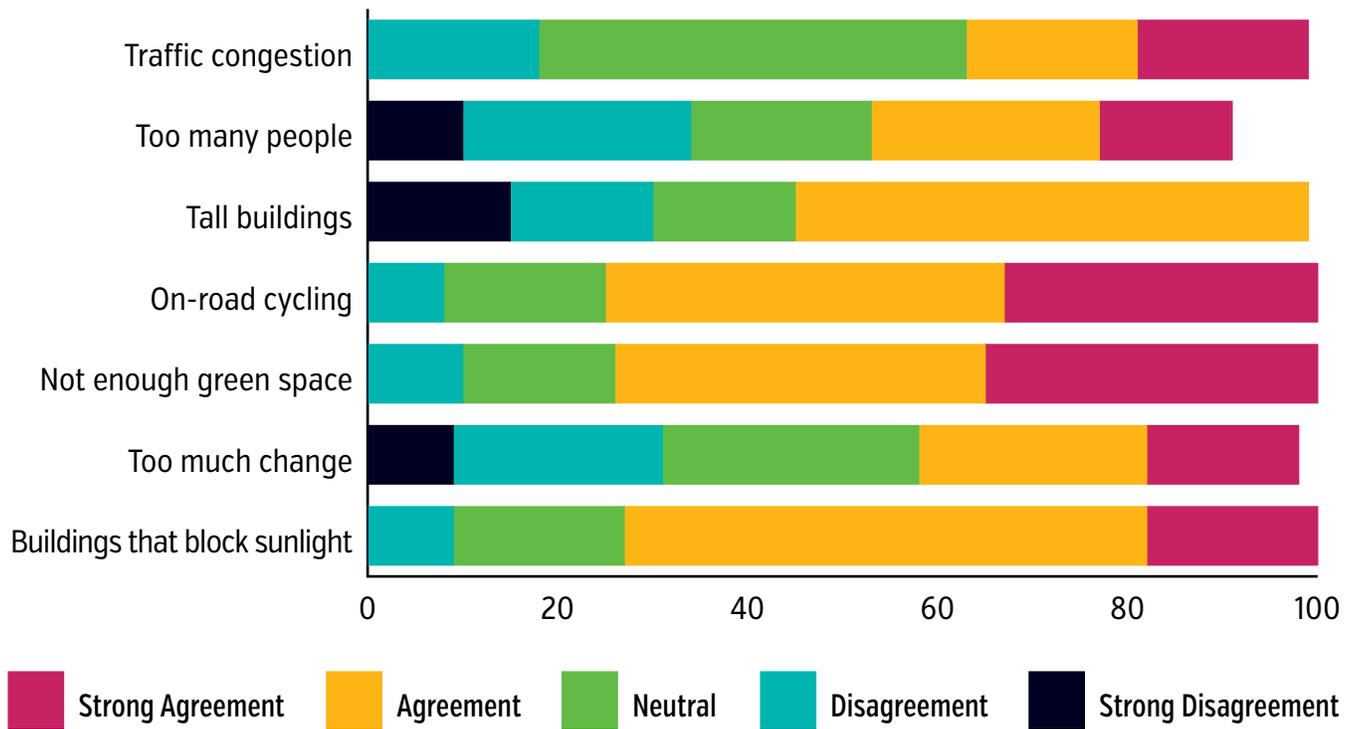

Likert scale of percentage of respondents in agreement/disagreement (%)

- **Not enough green space** generated the greatest response in both strong agreement and agreement

- **On-road cycling** produced the second largest response in both strong agreement and agreement

- **Too many people** elicited the greatest response in disagreement

- **Traffic congestion** responses were largely neutral or in disagreement

Dotmocracy Exercise

Through a dotmocracy exercise, students were asked to provide their feedback on various features of Burlington in the future.

This is what I like about Growth in Future Burlington:

Feature	Percentage
Wide sidewalks, street trees and benches	12%
Interesting streets with shopping, patios and restaurants	11%
Cycling infrastructure, such as bike lanes, bike racks	11%
Solar charging stations for phones and cars an public wifi	10%
A mix of uses where I can live, work, play and shop	10%
Outdoor public spaces to gather	8%
Buildings that are beautiful	6%
Protected & enhanced green spaces (parks & natural areas)	5%
A variety of housing types	4%
Public art	4%

burlington.ca/growbold

GROW BOLD

CITY OF Burlington