

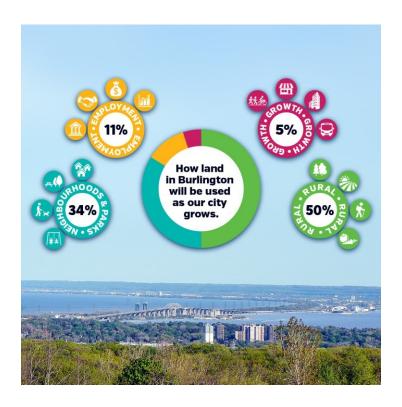
The City's Strategic Plan:

"Burlington's downtown supports intensification"



burlington.ca/strategicplan





A City that Grows: Our Future by 2040

1.1 • Promoting Economic Growth:

When a City that Grows creates the kind of city people want to live in, you attract businesses to locate here.

- 1.1.a The city, region, province, educational institutions and industry work in partnership to support our continued prosperity by developing an environment that is attractive to high-growth *knowledge-based companies.
- 1.1.d Employment lands are connected to the community and region through "active transportation and public transit. Employment lands include transportation links and options that are easy to access and contribute to a sustainable, walkable and bikeable community.
- 1.1.e Small businesses contribute to the creation of *complete neighbourhoods where residents are close to goods and services.
- **1.1.g** Burlington's downtown is vibrant and thriving with greater intensification attracting both businesses and people to enjoy the quality of life.



T.T.h The City of Burlington's rural areas will be economically and socially active, producing agricultural products and providing rural recreational activities for the city.

*Complete Neighbourhoods:
Places where residents can easily access
necessities, such as housing, employment,
food, transportation, recreation and retail.

A City that Grows: Our Future by 2040

1.2 • Intensification:

A City that Grows demonstrates density (intensification) done well. There are green design options, less sprawl, more affordable housing choices and improved public health in a vital, diverse and safe city.

- 1.2.e Older neighbourhoods are important to the character and heritage of Burlington and intensification will be carefully managed to respect these neighbourhoods.
- 1.2.f City policy encourages and rewards energy-efficient buildings and other on-site sustainable features, reducing Burlington's environmental footprint. Existing buildings are renovated to improve efficiency.
- 1.2.a Growth is being achieved in *mixed-use areas and along main roads with transit service, including *mobility hubs, downtown and uptown.
- 1.2.b *Mobility hubs are developed near each GO Station and in the downtown.

wth is financially sustainable and so t growth is paid using all financial tools or growth infrastructure.

ports intensification and contains green destrian-focused streets, is culturally active

cycling connections.

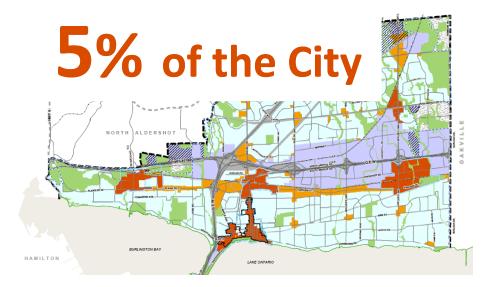
1.2.i Architecture and buildings are designed and constructed to have minimal

1.2.d New and transitioning neighbor access to amenities, services, ropportunities for walking, cyclin

1.2.h Burlington has a downtown that supports intensification and contains green space and amenities, has vibrant pedestrian-focused streets, is culturally active and is home to a mix of residents and businesses.

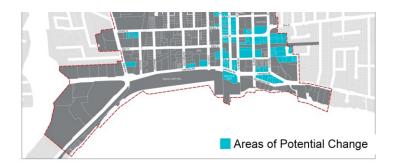
*Mobility Hub: A location with several transportation options. A concentrated point for such features as transit, employment, housing and recreation.

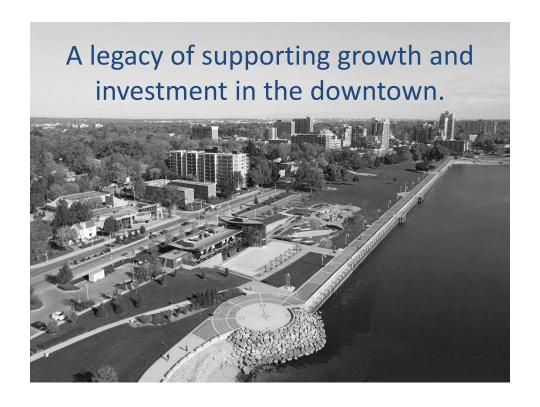
Growth in Burlington





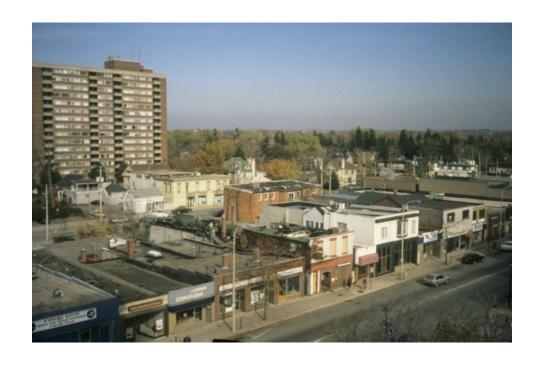
11% of Downtown











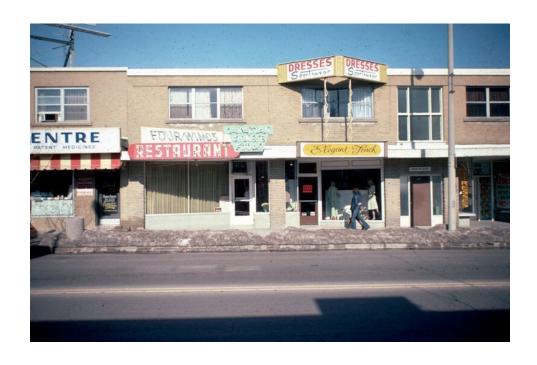


















Momentum 88

Superbuild Funding (2001)

Downtown Framework Committee (2002)

Core Commitment (2005)

Core Commitment (2013)

- Downtown Investment and
- Revitalization Efforts

Burlington Performing Arts Centre - \$37.2 million



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- Downtown Investment and
- Revitalization Efforts

Brant Street Renewal (2006) - \$5.7 million



- Downtown Investment and
- Revitalization Efforts

Discovery Landing / Spencer's - \$6.4 million



- Downtown Investment and
- Revitalization Efforts

Brant Street Pier - \$14.5 million



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- Downtown Investment and
- Revitalization Efforts

Joseph Brant Hospital Redevelopment & Expansion - \$60 million



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- Downtown Investment and
- Revitalization Efforts

Elgin Promenade - \$1.9 million



- Downtown Investment and
- Revitalization Efforts

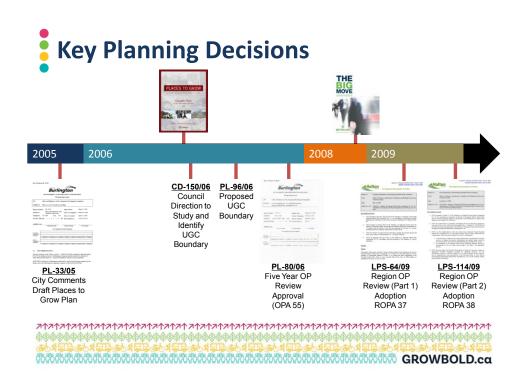
Spencer Smith Park Improvements - \$2.1 million



- Downtown Investment and
- Revitalization Efforts

Joseph Brant Museum - \$11.5 million



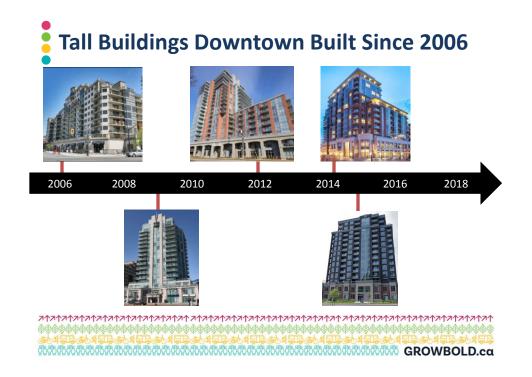






Downtown Burlington is an Urban Growth Centre and a Mobility Hub



























Downtown Public Engagement

2013 - 2016

2013

Sept. 10 - Public Visioning Session

2014

Feb. 12 - Public Session

May 26 - Council Transmittal of Mobility Hubs
Opportunities and Constraints Study

June 16 - Council Workshop on Mobility Hubs

2015

May 13th, 25th & June 10th - Destination Downtown Workshops

2016

July - Council Report: Mobility Hubs Workplan

Downtown Public Engagement April – September 2017

Visioning Workshop	Lion's Club	Thurs. April 20/6:30-8:30pm
Coffee Consultation #1	Pane Fresco	Fri. April 21/2-4pm
Coffee Consultation #2	Lakeshore Coffee House	Sat. April 22/9:30-11:30am
Coffee Consultation #3	TAMP (Pine St.)	Mon. April 24/9:30-11am
Coffee Consultation #4	Piccadilly Café	Wed. April 26/2-4pm
Coffee Consultation #5	Coffee Culture	Fri. April 28/9:30-11:30am
Open House #1	City Hall, Rm. 247	Tues. May 2/6:30-8:30pm
Open House #2	City Hall, Rm. 305	Thurs. May 4/2-4pm

Downtown Concepts Workshop	Art Gallery of Burlington	Wed. June 21st/7-9pm
Open House #1	City Hall; Room 247	Wed. June 28 th /6:30-8:30pm
Open House #2	Art Gallery, Shoreline Room	Thurs. July 6 th /6:30-8:30pm
Open House #3	Central Library (Centennial Hall)	Mon. July 10 th /2-4pm
Open House #4	City Hall; Room 247	Thurs. July 13 th /2-4pm

Draft New Precinct Plan Meeting	Art Gallery of Burlington	Thurs. Sept. 7 th /7-9pm
Open House #1	City Hall; Room 307	Fri. Sept. 8 th /2-4pm
Open House #2	City Hall; Room 247	Fri. Sept. 15 th /2-4pm
Open House #3	City Hall; Room 305	Mon. Sept. 18 th /6:30-8pm





Community Dialogue

- Launch Party
- Visioning Workshop
- Drop-in Open Houses
- Coffee Shop Consultations
- Paper flyers at businesses
- Newspaper ads
- Direct mailings
- Email blasts
- Project website
- Online survey
- Tweets
- Facebook ads
- Burlington Transit bus ads

108,000+ contact points

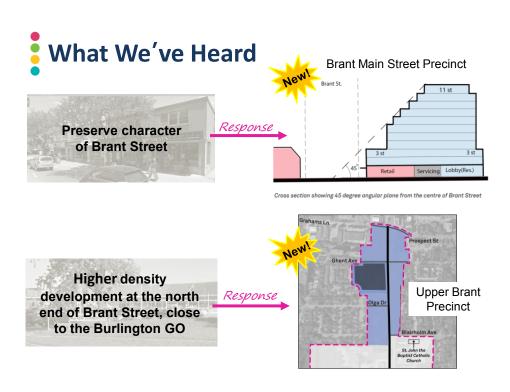
Community Dialogue

Public Communication / Engagement	Touch Points
Public Meetings	230
Drop-in Open Houses & Coffee Shop Consultations	65
Email Notifications (Opens + Clicks)	431
Mailings (Canada Post)	23, 531
Facebook – People Reached:	83, 266
Facebook – Shares:	125
Facebook – Comments:	107
Facebook – Reactions (Likes, etc.):	493
Workbooks and Comments (Draft New Precinct Plan)	22
Total Touchpoints	108, 270



Downtown Precincts

Proposed Current St. Luke's Neighbourhood Precinct Downtown Parks and Promenades Precinct **Emerald Neighbourhood Precinct** Downtown Public Service Precinct Downtown Residential - Medium and/or High St. Luke's / Emerald Precinct Density Precincts Waterfront West / Public Lands Precinct **Bates Precinct** Old Lakeshore Road Mixed Use Precinct Brant Main Street Precinct Downtown Core Precinct Downtown Mid-Rise Residential Precinct Wellington Square Mixed Use Precinct Downtown Tall Residential Precinct Downtown Major Institutional Old Lakeshore Road Precinct Mixed Use Corridor - General Downtown Core Precinct The Cannery Precinct Upper Brant Precinct







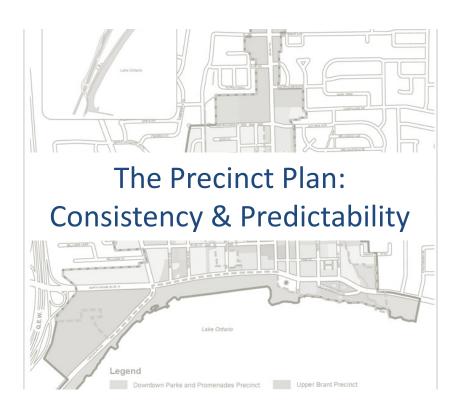




Important Points

- Not Zoning
 - maximum heights are not as-of-right
- Not all sites may be able to achieve the maximum
 - site specific constraints such as transportation, environment, compatibility, design requirements etc.
- Maximum heights are inclusive of any required community benefits
 - transparency and predictability for the public, the development community, the land market and Council

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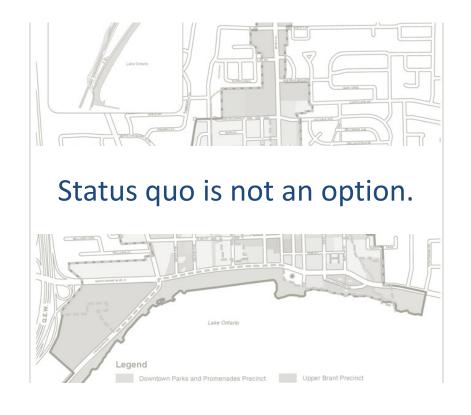






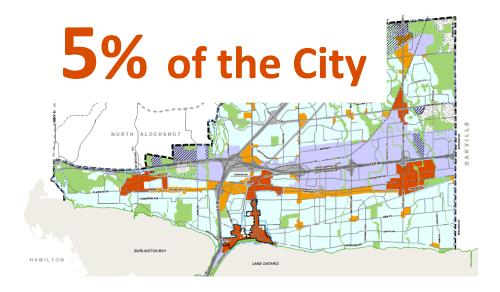






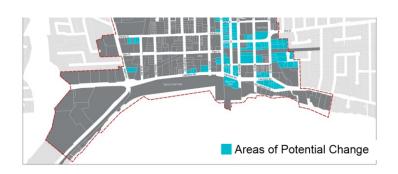


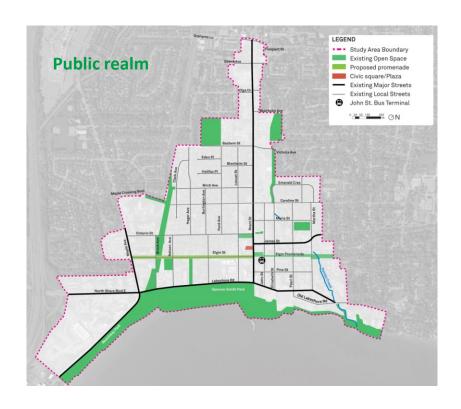
Growth in Burlington

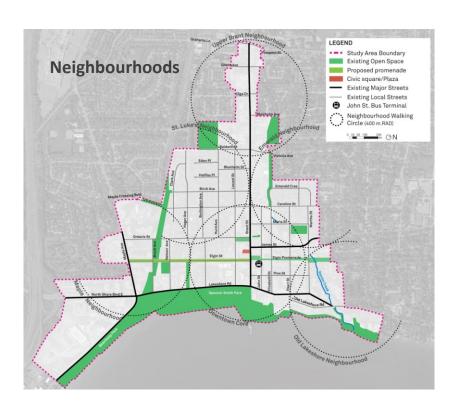


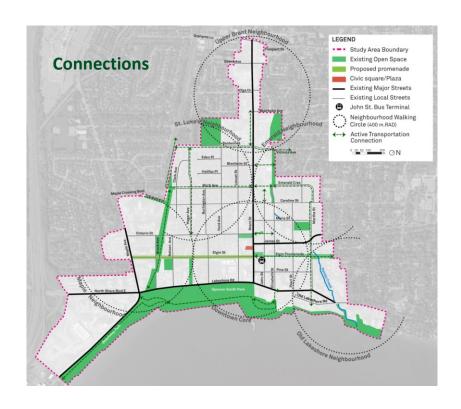
Growth in the Downtown

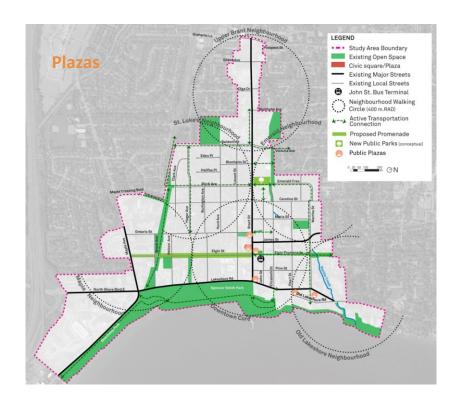
11% of Downtown



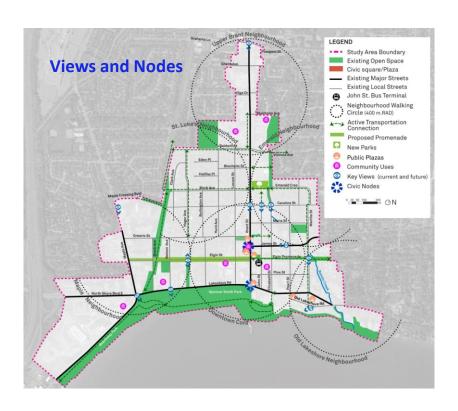










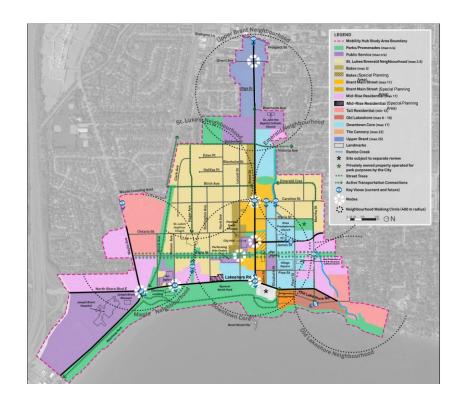


Downtown Mobility Hub Proposed Precinct Plan

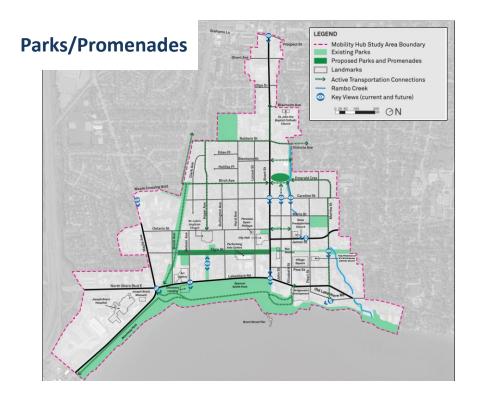
- attract new businesses, services and amenities;
- the tallest developments in areas away from the Lake and areas with access to higher order transit (Burlington GO);
- new and enhanced public green/open spaces;
- future community and government public services;
- introduction of the Brant Main Street Precinct; and
- establishing new office uses through requirements for mixed use developments including office space.

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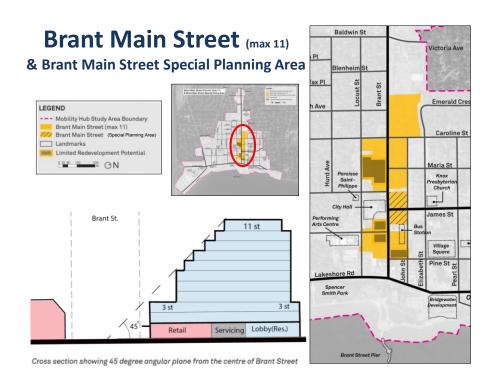








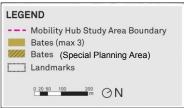






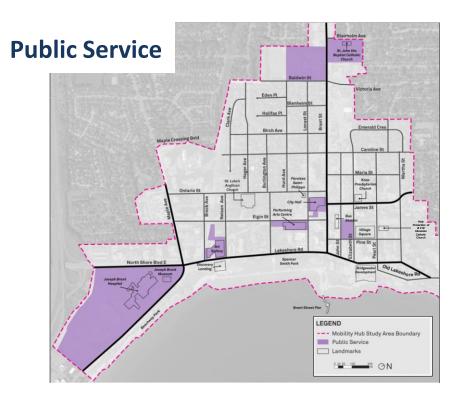
Bates Precinct (max 3) & Bates Special Planning Area









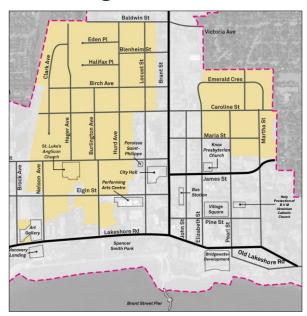




St. Luke's/Emerald Neighbourhood (max 2.5)

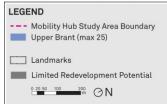


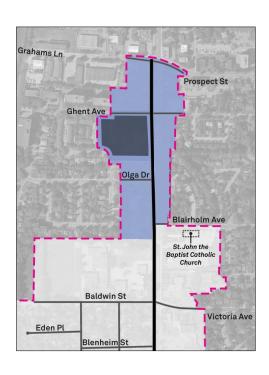




Upper Brant (max 25)



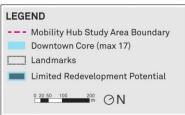


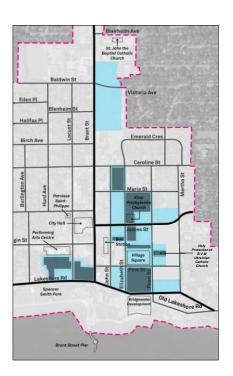


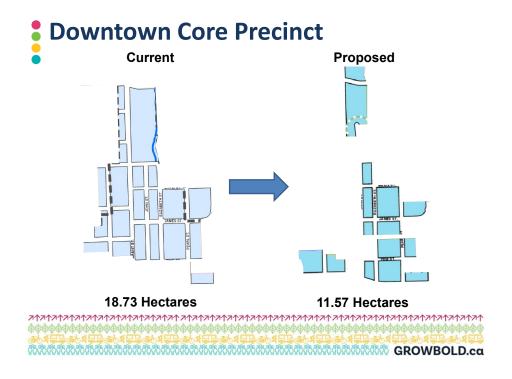


Downtown Core (max 17)











The Cannery (max 22)



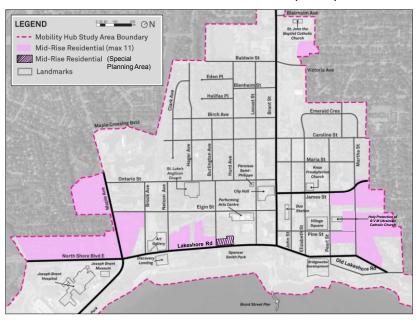








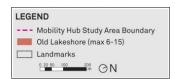
Mid-Rise Residential (max 11)

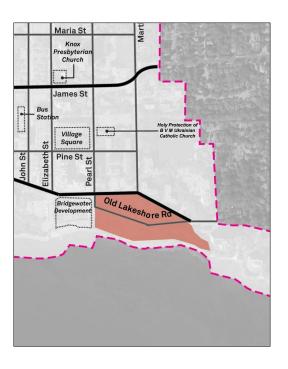


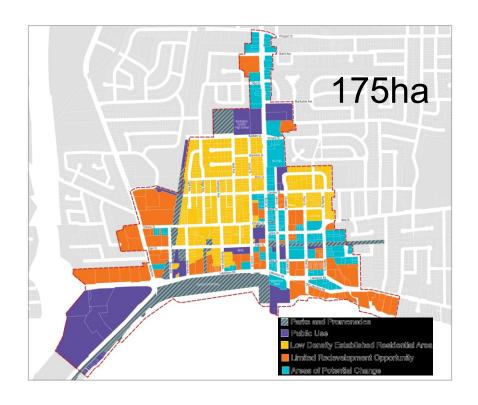


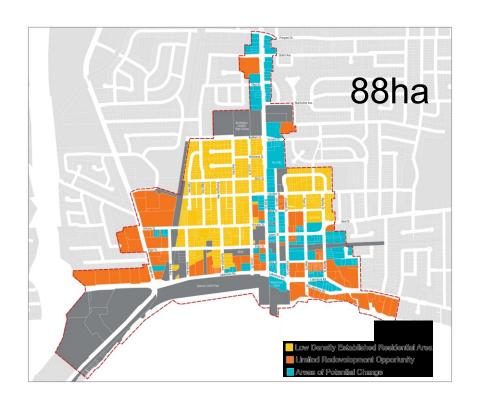
Old Lakeshore (max 6-15)

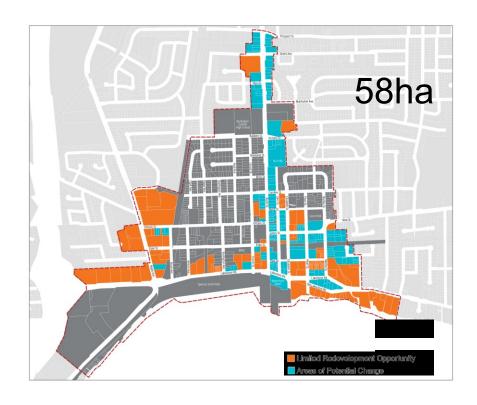


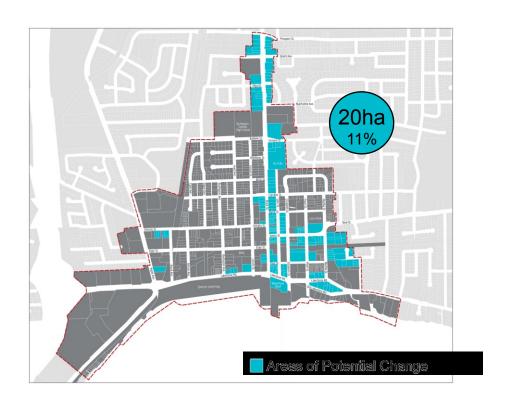




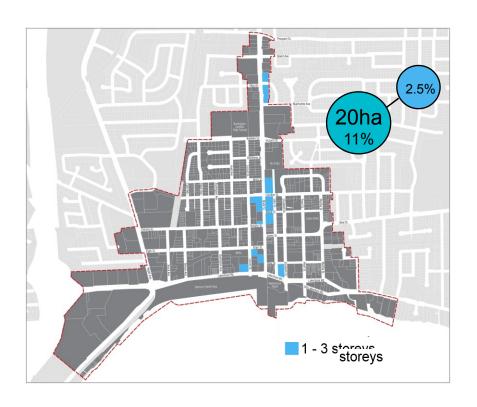


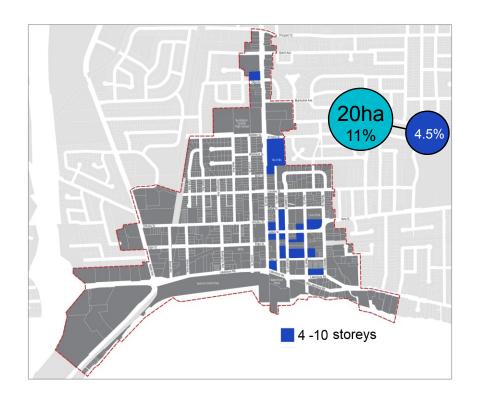


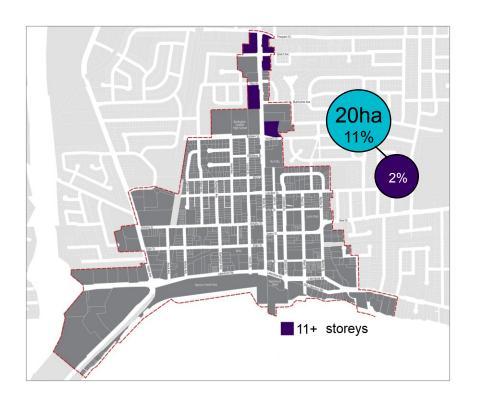


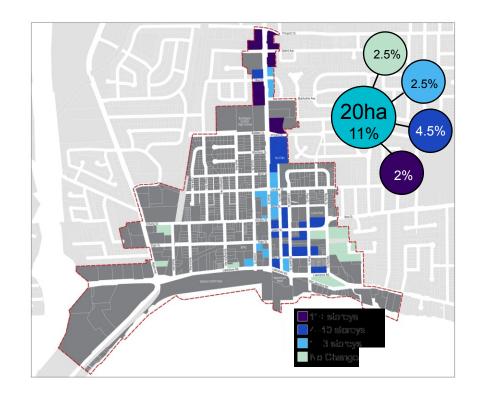












Burlington's Skyline

What could this look like in 100 years?









