

My name is Kelly Childs. And I'm the owner Kelly Bake Shoppe with my 28-year-old daughter, Erinn Weatherbie.

I feel I have a very unique perspective on downtown Burlington.

I live here in the downtown core and I also own a retail hospitality business for eight years now. This gives me a very distinct vantage point in this core. **I am here 365 days a year, morning, noon and night.**

I moved here in 2008 (10 years ago) to get away from the Toronto hustle. The traffic jams, the congestion, the anxiety, the intensification of the population with high rises and concrete jungle. I drove my daughter to McMaster for her first day of University and I realized that I was going to miss her too much and did not want to go back to Toronto. We had lunch in Downtown Burlington that fateful day and instantly I said, "This is it!". We contacted a real estate agent and picked Downtown Burlington as our home and within a week, I was living here.

In 2010 I opened KindFood at 399 John St. And then in 2012 opened up Kelly's bakeshop and then in 2013 I rebranded Kindfood into Lettuce love Café. It's been a very busy 8 years.

I have lived in the Baxter condo building for 3 ½ years.

I have lived in Bunton's Wharf (corner of Lakeshore and Brant) for 4 + years.

I now live on Maria Street for 2 years.

I have immersed myself in the downtown Burlington culture for 10 years. As I said before, I am here 24/7, morning, noon and night – every day, for the past 10 years.

I have witnessed, first hand the *traffic gridlock* on Lakeshore road, Brant St and James Street and John Street on a daily basis.

I am constantly in and out of my business. I have walked John Street, thousands of times, between both Lettuce Love Café and Kelly's Bake Shoppe for well over 6 years.

Parking is a problem. The buses are a problem (speeding and aggression). The shrinking retail space in Downtown Burlington is a

problem. The loss of loading zones is a problem (how do you stay in retail without loading zones? We had ours removed to make room for a bus stop on John Street and we have over 18 to 20 large deliveries a week of flour, cocoa, sugars, etc. Upwards of a 3000lbs at a time).

We are trying to squeeze in as much density as we can like bike paths, and transit mobility hubs and residents - we have stopped allowing for cars, parking, retail necessities like loading zones, flower planters, kindness and attracting outside customers, tourists and visitors.

I was driving down John Street last Monday at 2pm – trying to make my way southbound to Lakeshore when a bus driver on Pine Street tried to turn right to go northbound up John St. He was furious at me because I was in my lane at the stop sign (John and Pine) and he was unable to turn – I was in his way he felt and *he shook his fist violently at me*. There is serious road rage here, which is indicative of stress and being suffocated by each other.

I've always said that I never want to have a heart attack at **5 PM** in the downtown core. You would never make it. An ambulance cannot make it in, nor can make it out.

As I said before, I bear witness to it every day for the last 10 years. We have a massive traffic and parking problem. It's like we are building a moat – no one can get in or out and if the game is to bring in so many new residents as possible with high rise towers, and squeeze all the cars out, I have to ask you, "what you will be left with?"

Local condo owners will be the ONLY ones to frequent our businesses because tourists and visitors and customers cannot make it in. That is a horrible business model.

We are squeezing out tourists and customers from our core. There is no other rationale explanation except **we want to intensify Downtown Burlington and bring in more residents to do what? Why the intensification at the expense of vibrancy, strolling shops, creating a sacred pocket of space that is the envy of Canada.**

- The town currently has the Bridgewater condos, the Berkeley and the Saxony underway which will total 361 units (approximately 700 new residents over the next year or two). This seems to be a lot of new people and cars.
- It calls for Downtown Burlington to be a Mobility Hub and this puzzles me because I'm not sure who uses our transit this much that we need to sacrifice valuable street space for a Mobility Hub.
- DT Burlington is shrinking it's retail at the expense of growing condos. It is getting smaller. It is shrinking with this new Official Plan.

The application for 421 Brant Street

Currently the footprint of ground floor retail/office space is 2027 m² (21,818 sq.ft.)

Approved: 935 m² (10,064 sq.ft.) Reduced by 54%

Application for 409 Brant Street

Currently the footprint is 3655m² (39,343 sq.ft.)

Proposed: 935m² (10,064 sq.ft.) Reduced by 74%

This is where Kelly's Bake Shoppe is: 401 Brant Street.

We are the collateral damage in this new Official Plan.

We are building condo high rises at the expense of reduced retail space, reduced parking spots on valuable streets like Brant St and our potential for retail is limited in the first place as Downtown Burlington is not that big of a commercial core.

Please see this...

This is Money Sense Magazine in 2015.

Quoted by Money Sense -

Money Sense Magazine ranked Burlington as #3 Overall Best Place to Live in Canada for 2015. It called Burlington, *"The Sweet Spot: Burlington offers easy access to Toronto and Hamilton as well as cozy cafes and restaurants"*.

It featured a photo of Kelly's Bake shoppe as a landmark to represent Burlington!

Not high rises or the waterfront....it chose CONNECTION.

WHY PEOPLE LOVE Burlington and what it *represents*. Community, 'strollability', connection, and quaintness and It's a lifestyle we have all connected with by living here and/or visiting here.

That's why we are so passionate about this.

As business owners, to open Kelly's Bake Shoppe and what it is today, we invested hundreds of thousands of dollars (maybe over a million) in renovations, marketing, developing our brand and I'm honoured we did it in all in DT Burlington. We also are very involved in community and have donated over \$300,000 to over 400 charities to date. We speak at schools in regards to female entrepreneurship and we inspire young girls every day (and so much more).

90% to 95% of the visitors to Kelly's Bake Shoppe **drive** to see us. They come from all over: Toronto, Guelph, Cambridge, Ottawa, Montreal, London, Oakville, Hamilton, Alberta, Vancouver, Oklahoma, California, NY and so much more....We have fans that have done a road trip from Boston to buy a big bag of cupcakes and cookies, then stay over at the Waterfront Hotel, then drive back to Boston in the morning. We are blessed.

We have anywhere from 8000 to 12,000 people a week come through our doors. On holiday weeks like Christmas, Easter and Thanksgiving, it can **spike much higher to 18,000.**

We have a social media reach of over 250,000 to 300,000 fans a week and growing exponentially. Our goal is 500,000 a week by July 1st.

Our customers are people that come in without bicycles or buses. They come from outside Burlington and they drive their cars. Without a proper infrastructure that slows down our PROPOSED intensification with this new OP and **ALLOWS for PARKING** and *free-flowing* roadways, our retail will not be able to survive and Kelly's Bake Shoppe will have to leave.

- What will we do with the 80+ staff at the new Marriott in Bridgewater. *There is no staff parking.* What about visitors?
- The Marriott will also host convention and events. The parking lot at Pine and Pearl is going to be the hotel's overflow lot – impacting retail parking spots.
- What about visitor parking for Bunton's Wharf (there is none for 14 years now), 360 on Pearl, Saxony, Pearl and Pine Senior residence, The Berkeley, and more. How can our core support more condos without SUFFICIENT visitor parking so they do not take up retail parking spots?
- What are we doing to help the staff at Joe Brant hospital? They are being shuttled to Burlington Mall to park.
- Why do we have a Mobility Hub in Downtown Burlington? Who needs mobility? These are affluent residents that live here and require 2 cars. We/They do not use transit. I see it every day, for years now, with so much frustration that our bus 'terminal' is empty.
- Why do we need a Mobility Hub with shrinking retail? There is not much attracting people to our core. Why waste valuable street space on bus stops/shelters? Who is commuting into us?
- Where will the construction workers park for all of these new condos to be built? This is over 10 to 15 years of construction!
- Why are we making such quick decisions?

Grow BOLD – should be us to be so bold as to say *no* to intensifying our lives on such a hastily dense scale and think about creating sacred pockets to connect and escape and unwind and **attract** tourists and visitors alike to immerse themselves in our cool culture and community.

Our retail cannot survive otherwise.

I want us to find a ***mutually beneficial cooperative ground*** that allows everyone to thrive and prosper in.

I ask...why would new residents want to live in 600 to 900 SF with **.93 parking spots** and spend approximately starting price of \$600,000 – even if this is called ‘affordable’ (and it is not), it is why we all left Toronto. We wanted space. We wanted walking to shops. We wanted community. (We also need 2 parking spots). Is this really what Downtown Burlington *needs*?

I do not feel it will be the Millennials or the 25 to 35 year olds that will move into these but I’m not here to judge this.

I can simply only state where our staff come from. We have 26 to 31 staff members at Kelly’s Bake Shoppe, depending on the season. Their age group is 18 to 58 and all but 4 live in Hamilton. AND....**THEY ALL DRIVE CARS**. I also know our customer demographic age group and it is mostly from outside of our core. They have no desire to live in the core, as it is not vibrant or exciting enough. They love to visit Kelly’s but they don’t want to live down here.

Millennials will NOT live in downtown Burlington. “*There is nothing for us to do*”. Millennials also cannot afford it.

Even my daughter bought a condo in Hamilton for the half the price of one in Downtown Burlington (she paid \$351,000 for 900 sq.ft. with 2 bedrooms) and there is an rapid and strong emergence of vibrancy, fun bars, restaurants and shops for this age group in Hamilton.

Yet, the talks have been all about attracting this age group to live in downtown Burlington. How will they be attracted to us?!

This age group will never pay \$600,000 (plus \$50,000 for one parking spot) for 550 sq.ft. to 700 sq.ft. Neither would I. You would never catch me live in that small space either. The smallest condo size in Bunton's Wharf is 1400 sq.ft. Most people that move to downtown Burlington want that size unit as a minimum. As of this week, 1400 sq.ft. condo unit in Bunton's Wharf is now selling for 1.1 million with two parking spots.

Bridgewater still has 6 units available. Saxony condo development has 13 units not sold.

What are we going to do with **361 new units** (Bridgewater, Berkeley, Saxony) that will be completed in about 1 year to 18 months timeline? This will be 700 more residents with 2 cars per household. They will be the 700 new residents that will bear witness to the "For Lease" signs on retail space (and they are popping up right now), the filthy sidewalks (from construction), the dug up streets, the loud banging (it will be a war zone) and they will ask, "Why did we move here?"

DT Burlington is not focusing nor investing into retail or commercial space or parking infrastructure nor the thought process, that 'without restaurants and retail, *who wants to live here?*'.

We are not adding vibrancy that attracts people to our core. We are taking it away (case in point the lot on south side of bake shoppe that has cram-packed drivers into very small spots now with the new design and we have also lost 22 parking spots). Who designed this? Who approved this?

I certainly do recognize that many of the current old buildings tend to look very dilapidated (and they need to be renovated and updated) and why wouldn't they? **It makes no sense to improve a building if it about to be torn down so landlords have not had to be accountable to decaying plumbing, rat invasion, smashed windows, old awnings, floods in basements, etc.** The city has also not improved sidewalks and planters and curbs etc. because it's cheaper if the builder/developer does it....so, we wait.

We all have been in this holding pattern and making do with patchwork. TENANTS PAY THE PRICE FOR THIS as people wonder why Burlington is not vibrant.

Our predicament for new retail growth in the core: We have *limited* long term retail spaces to rent – there are not many locations available.

Landlords will give only 1 to 3 year leases now, as landlords are protecting their investments with short-term leases and make their properties valuable to sell to a developer with no commitment of leases to buy out from a tenant. These landlords know they can get a lot of money for these properties when they sell to a developer. This has driven the prices sky high! **This is why we need 24 storeys to allow the developer to make his profits.**

But this leads me to the REDUCTION of RETAIL SPACE under new condos and the gentrification of our core.

- Do we really all want this intensification and gentrified concrete conformity?
- Do we really want to lose our unique strolling streets?
- Do we really want to reduce our retail space and yet increase our residents by the 1000's? Who will we attract to live here?
- Do we want to lose many of our retail spaces?
- Do we really want to lose the reason why we all love it here?
- Downtown Burlington has lost its way with retail stores and hospitality. It's the biggest reason why we sold Lettuce Love Café last year. We sold at our very high point in business seeing the future of Downtown Burlington. The stress of trying to grow and be supported with a sound parking infrastructure was too frustrating for us and our businesses were the busiest in the core. I needed to focus on one and grow it well.
- **Why are WE paying the price for what the developer pays for the land?** If they pay too much, why can't we say, "Too bad! Our downtown core cannot sustain 24 storeys and it is not our fault you paid too much. Our limit is 14 storeys - like Bunton's Wharf".

Small business is not supported in this town the way it needs to be to prosper and I'm talking about things that are above and beyond our BIA – which do a great job holding it together as best they can.

Burlington is a sleepy bedroom community, we do not have the roads to accommodate the 1000 to 3000++ more resident cars and visitors with this kind of density, nor can we handle a mobility hub that is in the centre of town (on a valuable street) and where we want pedestrians to feel comfortable to stroll and feel safe.

This does not attract visitors and tourists into our downtown core – it pushes them out and I have been told this by countless customers (hundreds actually) who have opted to come to downtown Burlington less and less and are now going to Downtown Oakville and Hamilton.

This is our home this is why we have so much passion. For me it is my home, and my business and my heart.

I would like to give the Molinaro's incredible amount of credit because their construction down here has led the way to revitalizing this core 16 years ago. They really have. They attracted people to live here and made it a haven for us with the three condo buildings that started it all.

The Baxter and Bunton's Wharf and 360 on Pearl - these three buildings set the bar very high to assimilate and incorporate and maintain the quaintness of Downtown Burlington. They did a wonderful job with the three of them. The Baxter has terraced floor plans, Bunton's Wharf is down by the water and at 14 storeys, you do not feel it's presence. 360 on Pearl is beautiful and has a 2 storey platform (not 4 storeys like the proposed 409 Brant Street Application). At 17 storey height, I think it is the absolute highest downtown Burlington should ever consider. It is not overbearing and anxiety provoking.

They are not in the heart of the town but are on the fringe and they feel natural and non-obtrusive.

This is what I mean that there needs to be ***mutually beneficial cooperative*** ground for us all to move to. The developer and residents

all have a win. We should not, as residents, lose because the builder paid too much for the land and the city be forced to build 23 to 24 storeys.

I think that we are at a crossroad now and we need to make decisions that are good for us, and good for our children and our children's children. This is the next generation that will live in whatever we decide.
