



## **BDBA Comments & Recommendations**

### **Downtown Streetscape Design Guideline Report**

**July 9, 2019**



## **BDBA Requests/Recommendations**

- ① **Proceed with urgency. The BDBA is satisfied with the public/stakeholder outreach to date**
- ② **Submit Budget Action Request for additional \$255,000 to acquire 2.83 FTE dedicated to Roads, Parks & Forestry for Downtown streetscape implementation .**
- ③ **Identify new or re-allocated funding sources for pro-active investments in Downtown streetscape infrastructure in 2020.**



### Why is this matter urgent?

- ⇒ Existing SDG are from 1982. BDBA an City have been implementing to outdated standards.
- ⇒ Downtown membership have observed, notably in last 5 years, the “slow and steady decline” in the look of public realm –noting it is “tired” and “uninviting”
- ⇒ BDBA and City are actively budgeting now for 2020. Considering both operational and capital expenditures.



### Effects of a declining public realm

- ⇒ Hampering BDBA’s business recruitment efforts as potential investors site “*municipal lack of investment in streetscaping*” as a disincentive.
- ⇒ Quality of image and visual impression of Downtown deters sustained foot traffic for member businesses
- ⇒ BDBA branding efforts are affected as tourists and visitors note that the public realm “*lacks character and visual interest*”



## **BDBA MANDATE (what are we doing to assist?)**

### ***Municipal Act, 2001***

***"...oversee the improvement , beautification and maintenance of municipally-owned lands within the B.I A. and promote the area as a business or shopping area".***



## **BDBA Guiding Principles**

### ***Focus 2020, Strategic Plan***

***"...Strive to make our Downtown district a Unique Destination, walkable, inviting and aesthetically-pleasing year round".***

***"Strategy: physically connect our Downtown to enhance the user experience"***

**BURLINGTON  
DOWNTOWN**

**Beautification & Placemaking projects  
(2019 budget= \$170 K)**



320 seasonal flower baskets/winter holiday displays

**BURLINGTON  
DOWNTOWN**

**Beautification & Placemaking projects**



Capital expenditures: Gateways, Heritage signage & Banners

## BURLINGTON DOWNTOWN

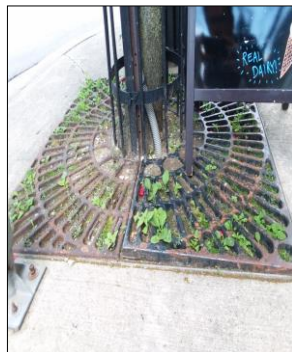
### Current Conditions (Street level)



- ❖ 424 decorative light standards
- ❖ 12 refurbished to date
- ❖ 20 completed this summer
- ❖ Estimated 3 Year project!

## BURLINGTON DOWNTOWN

### Current Conditions (Street level)



Example: Tree grates and Metal waste receptacles



## Current Conditions (Street level)



- ❖ Over 60 benches/seating options Downtown
- ❖ Represent 5+ "styles" or "families"
- ❖ Many need immediate repair or replacement



## Next Steps cited in the Report

### Implementation:

- 1) Private Sector Developments = *"negotiated public realm improvements"*
- 2) Public Sector Development = *"...aligned with the City's Asset Management Plan/10 year capital budget & forecast"*

These strategies are too receptive! A well –financed, proactive implementation plan is required which does not wait on private & public sector project timelines.