



Taking A Closer Look at the Downtown: Feedback Report

Introduction

On February 7, 2019 Burlington City Council voted to re-examine the policies in the adopted Official Plan. The approved Council motion directs Burlington's Director of City Building to commence a process to re-examine the policies of the Official Plan in their entirety as they relate to matters of height and intensity and conformity with provincial density targets.

A Council workshop was held on March 18, 2019 to obtain further Council feedback on this direction. Council's further feedback resulted in focusing the work on the Downtown and on refinements to the Neighbourhood Centres policies.

A work plan for re-examining the Official Plan policies was presented by City Staff to Planning and Development Committee on May 21, 2019 and approved by Burlington City Council on May 27, 2019.

The outcome of this work will be modified policies for the Downtown supported by a Final Report prepared by SGL Planning Consultants retained by the City which will include the results of public engagement and finalized technical reports.

Public Engagement Plan

In the summer of 2019 an [engagement plan](#) was developed by City staff to present a road map of the engagement activities that will take place over the course of the project, highlighting at which points in the process engagement will take place, who will be engaged and the level of engagement. The engagement plan outlines that public input, among other inputs, are required to inform the following decision:

By March 2020, Burlington City Council will vote to endorse changes to the policies in Burlington's adopted Official Plan that guide development in the downtown until 2031, including the height and density of buildings.

The engagement plan also clearly defines which aspects of the process that cannot be influenced: either because they are beyond the City's control, or because they are outside of the scope of the project as set out in the Council-approved work plan. Those givens are established in the engagement plan.

The engagement plan identified that in the summer and fall of 2019, there will be two key opportunities for public engagement where input will directly influence a recommendation that will be presented to Burlington City Council in March 2020.

Engagement Feedback Report: August to September 2019

A critical objective set out in the public engagement plan was to create an ongoing record of what is said during engagements and to make it available to the public throughout the process, so that they can track the progress of the project, including reports back to the community to highlight how feedback was or was not incorporated in the final recommendation to Council. The purpose of this report is to provide that record.

This feedback report summarizes what we heard through the August engagement period and includes feedback received up to and including the September 14th Food for Feedback event.

Engagement Tactics

Online and In-Person Survey

The key tool for engagement in the first phase of project engagement was a survey. The survey was designed to be delivered in both a paper version and an online version. The survey questions were developed to ascertain what matters most about the Downtown. The survey was composed of several context-setting questions, namely questions about which ward the respondent lives in and if the respondent had been involved in the engagement related to the creation and adoption of the new Official Plan in 2018.

For the full survey please refer to Appendix A. The survey questions probed what people like and dislike about the Downtown today. For both of these “current state” questions the survey asked the respondent to describe why they identified the issues.

The survey questions then turned to looking to the future of the downtown and asked about what needed to be protected, and what the respondent would like to see more of in the downtown. For each response, the respondent was asked to rank the top three things in order from 1 to 3, with 1 being the most important. The final question of the survey offered an opportunity to offer any comments or thoughts about the downtown that the respondent wished to add.

There were also two optional questions looking for feedback on the survey. Please see Appendix F for a summary of the feedback received on the surveys.

The surveys were primarily completed online, however two other approaches were used to collect feedback. First, paper copies were made available at all pop-up events. Second, working with the Halton Multicultural Council, the survey was translated into 5 languages: Arabic, Simplified Chinese, Punjabi, Spanish & Tagalog. The surveys were delivered to

various communities by community outreach workers. In all paper copy versions of the surveys, no information about age was collected.

Citizen Action Labs

On August 22nd, City staff held two Citizen Action Labs workshops facilitated by Juice Inc., one in the afternoon and one in the evening. In the afternoon, there were approximately 45 attendees grouped into 9 tables of 4 to 6 people while the evening workshop was attended by approximately 25 attendees grouped at 5 tables of 4 to 6 people.

Participants worked in small groups led by Innovation in a Box-trained facilitators to discuss, identify and weight what is most important to participants about the downtown. Like the survey, the Citizen Action Lab process sought to understand what is most important about the downtown.

The workshop began with an introduction from City Staff and Juice Inc. outlining the purpose of the event. This included sharing that there are a number of givens (planning legislation, conformity with Provincial and Regional plans and policies) and a wide range of inputs (agency, technical reports, findings of public engagement) that will go into the development of the alternative concepts and the recommendation to Council.



After an ice-breaking exercise, the process began with an independent brainstorm where individual members of each of the tables answered the question “What is most important to you about the Downtown?”. The answers were written down on post-it notes and placed on the activity mats (See Figure 1).

Then as a team, table participants grouped their individual brainstorm inputs into like themes (See Figure 2). Each person had 3 votes to help narrow the range of themes that were brought forward to the next step. The team was then asked to sort the highest voted themes into a rubric based on their perception of both the impact of a theme and the resources that would be required to implement that theme.

Figure 1: Individual Brainstorm Exercise

For the next activity, each table was tasked to work together to prioritize themes by weighting the themes while staying within their allotted 100 “points”. This resulting in the effective weighting of each theme.

Once the themes were weighted, the table teams placed the themes on the work mats to show the themes and their rank. The map of the study area was used by the teams to indicate where within the Downtown the themes might best be applied (See Figure 3).

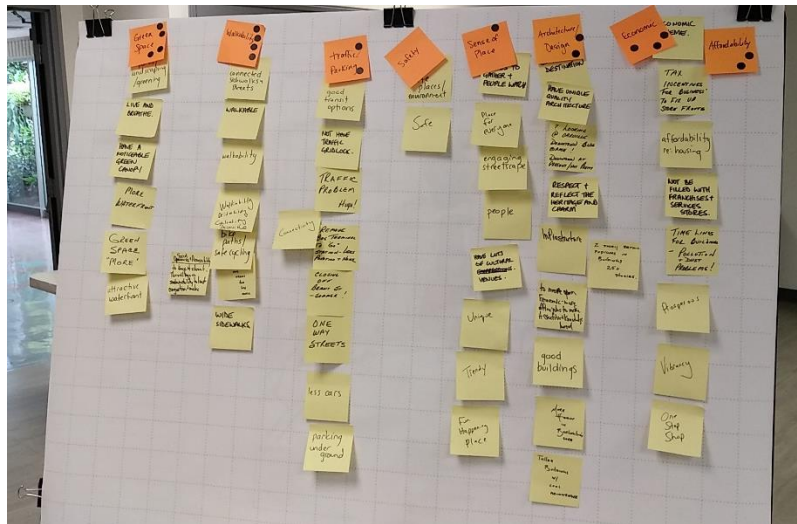


Figure 2: Grouping Exercise

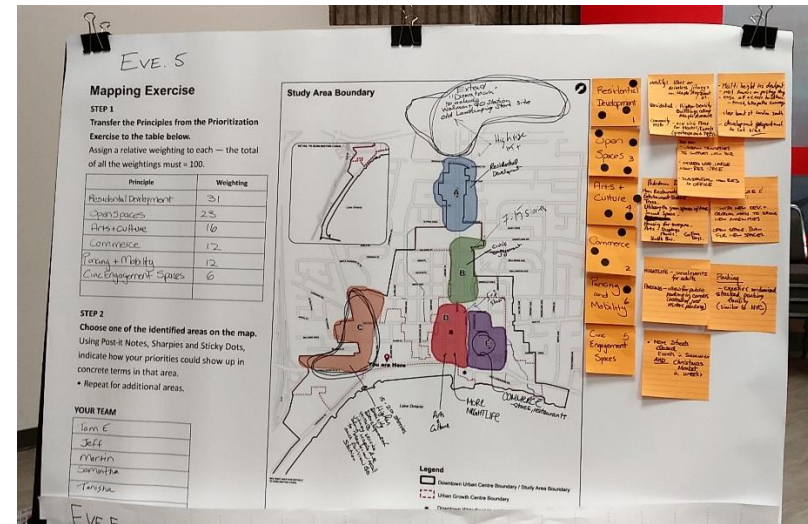


Figure 3: Ranking and Location Exercise



Figure 4: Pop Up Event at Burlington Centre Farmer's Market

Pop-Up Events

City staff held 17 pop-ups at community events throughout Burlington between August 13th and August 31st, and at the Food for Feedback event in mid-September. Staff visited every ward in the city and engaged with hundreds of members of the public providing information on the Adopted Official Plan project, directing interested parties to the Get Involved website, completing hard copy surveys and directing interested parties to the Citizen Action Labs workshop held on August 22nd. A full list of Pop-up events can be found in Appendix B.

Findings

Each tactic used to gather feedback gave the team different data to understand. To describe the nuances of analysis of each tactic, this report breaks down each tactic and discusses the approach for analyzing the data and describing the results.

Sources of Input

Citizen Action Lab

By virtue of the process described above the table teams at both the afternoon and evening Citizen Action Labs prepared their own unique analysis through the Innovation-in-a-Box approach for their table. The output from the Citizen Action Labs was unique as it was supported by detailed, small table discussions among diverse groups. The richness of the ideas that formed the full recorded component of the session was also included in the analysis. For reference, the table

below identifies the weighting that came as a result of the process undertaken by each table. Through discussion teams were able to weight and prioritize the themes as a group.

Afternoon

Table No.	Highest Ranked Theme	Description
1	Design	Mid-rise buildings set back from the street, not big towers
2	Coherent Planning Processes	Set height restrictions and don't change them
3	Parks and Green Spaces & Defendable, Stable Neighbourhoods	Make more parks and greenspace, provide neighbourhood transitions that protect character
4	Walkability and Green Spaces	Parks, landscape & greening, wide sidewalks, opportunities to sit and linger and safe pedestrian spaces.
5	Vision for the Downtown	Complete community, diversification, inclusive, a welcoming destination
6	Small Town Feeling, No High rises	Independent retailers protected and maintained tree canopy, walkable
7	Types of Growth	Mixed use with height located on Brant Street North
8	Restrict Height and Remove Mobility Hub	Height is most appropriate on Brant Street nearer to the Go station with low rise on Brant South of Caroline Street
9	Future Development	Built Form, Height and Neighbourhood Character

Evening

Table No.	Highest Ranked Theme	Description
1	Downtown Development: Keep the Charm	Height restrictions, density control, close streets to create open spaces
2	Building Height and Structure	Low to mid-rise heights, human scale is important, low rise with step backs from the street on Lakeshore and Brant Streets.
3	Lakefront	Connections to the waterfront, parking and traffic
4	Preserve old and new	Low-rise, protect heritage and access to the waterfront
5	Residential Development	Variety of heights, a community hub and access to transit. Development proportional to lot size.

Staff then reviewed all tables and determined that 10 main themes emerged from this facilitator-led work. Each theme includes a brief description of the most often mentioned elements and can be found in Appendix C.

Survey

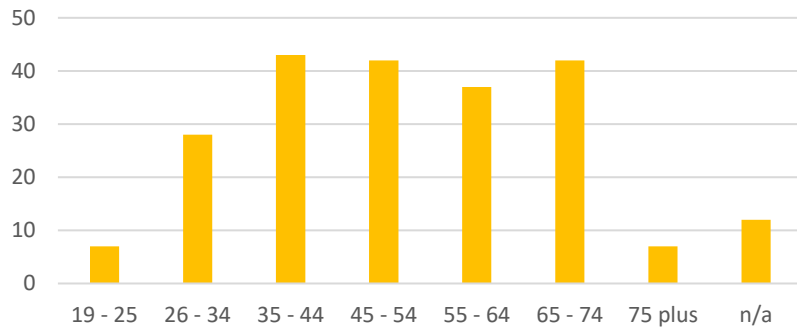
Who responded to the Survey?

One of the key advantages of the online survey is that it offers a simple way to collect basic information about the people who have responded to the survey. Reporting on these statistics is useful for evaluating the City's success in obtaining feedback from a diverse range of interested and affected parties, which was identified in the Engagement Plan as an important objective. Understanding the demographics who have participated in the process to date also allows the City to adapt to ensure underrepresented demographics can be better represented in subsequent phases of the project. The statistics below reflect only the data from registered users of Get Involved Burlington.

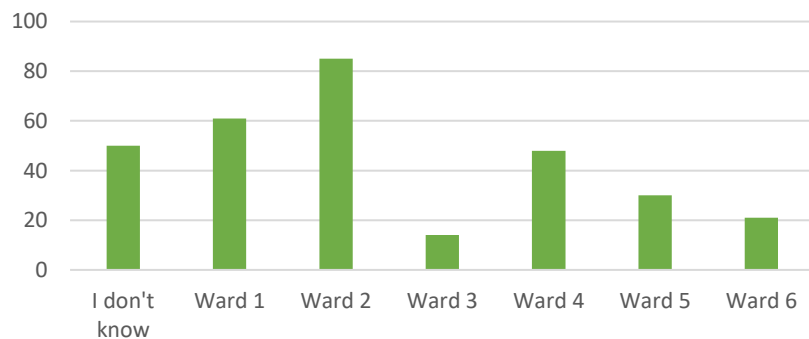
Overall, there were 308 responses to the survey with respondents from every Ward in Burlington and from a wide range of ages and demographic groupings. The online survey had a total of 218 respondents. In addition to the online surveys, 10

surveys were completed in hard copy at pop-up events and an additional 80 were completed with the help of settlement workers and distributed through the Halton Multicultural Council’s membership network. Demographic data was captured for online surveys completed on the Get Involved website only since online respondents were all required to register as users on the Get Involved web platform.

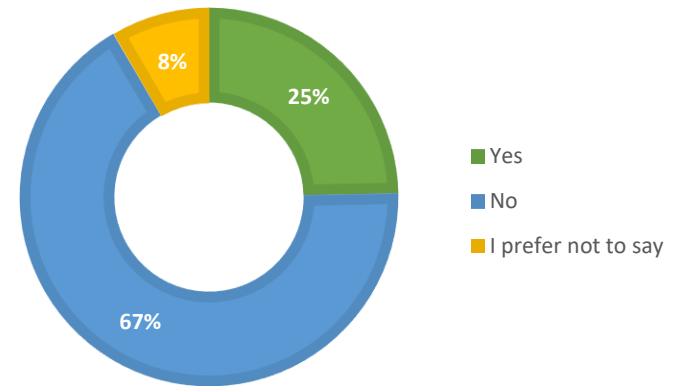
**Registered Get Involved Users:
Participants by Age**



**All Surveys:
Responses by Ward**



**Did you Participate in any Previous
Official Plan Engagement?**



What do you like about Downtown? Sample Comments

- I have friends that come from other cities, just because Burlington downtown is special. Everything is close by, everything has a familiar sense, and everything is at a walking distance.
- It is where I live and walk and ride my bike and shop and eat and drink. It feels like a small town. Strong sense of community. I feel completely safe. I feel like I belong. It is beautiful.
- I like the small businesses in the downtown, it is nice to walk around and be able to shop. I also like how close the lake is to the downtown, one can go to Spencer Smith park and enjoy.
- I love that it is walkable. I love that I can find parking easily (and FREE on evenings & weekends!). The waterfront is great. It feels safe.
- Greenspace, bike and walking paths along the water and continued residential development.
- Compared to other city downtowns I feel like Burlington is a beautiful mixture of community for all audiences. The waterfront is for everyone to enjoy, I love the mix of residential, shops, restaurants- it's so accessible and still has a quaint downtown feel with something to offer everyone. I feel proud to take visitors to Our downtown

What don't you like about Downtown? Sample Comments

- High rises that are going on our "main street" in the DT namely, Brant St. high rises have no business on main streets, I'm OK with intensification, but it should be set back from the main street. Soon, Brant will just be high rises and there will no desire for people to go to the DT unless they live there.
- Traffic is getting worse
- Downtown is often empty and doesn't really look like a Downtown. It has to be better than this. The shops and restaurants are very expensive. No places for children to play. Areas around the lake needs renewal.
- Sometimes, traffic can be heavy along Brant St and some loud/fast cars can be obtrusive along the roadway.
- I dislike the class divide. The new developments signal to me that only wealthy people are allowed to enjoy downtown. That it's for them, not me.
- Traffic jams, construction, small independent retailers are moving out.

What do you want to protect and see more of in the future?

The surveys were analyzed by grouping like phrases and ideas into 12 themes. This work pulled from the questions “what would you like to protect” and “what you would like to see more of” in the downtown. All responses were themed. To gain an understanding of the prevalence of the comment or issue each was weighted by counting the number of times that each of the themes were mentioned. Further, sub themes were identified within each of the 12 themes to help define those themes and to inform the principles and criteria that will guide the creation of two concepts for the downtown as part of the second round of engagement for this project. This listing of 12 themes can be found in appendix D.

Further, the survey asked respondents to rank the top 3 things by importance after both of the questions “what would you like to ensure is protected in downtown Burlington as our city continues to grow?” and “what would you like to see more of in downtown Burlington?”.

Given the open-ended nature of the questions there were some challenges in analyzing the information. Staff believe that the summarized themes capture these issues but for reference, an analysis of the top 3 themes ranked first across all surveys is provided below:

What would you like to ensure is protected in downtown Burlington as our city continues to grow? Ranked First Responses

1. Built Form, Height and Neighbourhood Transitions
2. Preservation of Connections to the Waterfront
3. Green Space/Open Space/ Parks

As our City continues to grow, what would you like to see more of in downtown Burlington? Ranked First Responses

1. Preserving and Encouraging Places to Shop and Work
2. Green Space/Open Space/ Parks
3. Arts, Culture, Events, People & Amenities

The final question of the survey was an open-ended question that gave people the chance to reinforce their earlier comments or to provide new comments. The comments were diverse and wide ranging. For reference, a sample of the

comments received in response to this open-ended question are provided below. Note: some comments have been paraphrased.

- Intensification is a City-wide problem
- I am worried that the downtown may die from lack of business and lack of variety of stores
- I am not interested in seeing high rise anything downtown.
- Please listen to the people this time around.
- Look for benchmarks from other communities that have successfully evolved.
- Let's move on from our mistakes. Make better decisions. See how new growth will support schools and businesses. Set a vision based on great ideas.
- I love the layout and size of downtown as it is.
- Downtown need to be more vibrant at nighttime and more of a 365 destination
- I moved to Burlington in 2015. I have seen some of the downtown charm disappear already. Traffic congestion has increased.
- I feel developers get far too much leverage.
- Burlington downtown is a work in progress, has been since we first moved here. I am noticing the creative ways the city is evolving.
- I've grown up in the City and would love to see it continue to grow and develop instead of just staying the same. But maintenance of the Brant Street sightline, preservation of parks, green space and trees are also very important.
- I fear Burlington is lost and having grown up and spent most of my life here, it deeply saddens me that this mess downtown was allowed to happen to our lovely city.
- Tall buildings have been a part of Burlington Downtown since 1969...A more compact city is a city with more opportunity for all.
- The current provincial planning environment makes all planning for downtown essentially moot.
- For the past few years all we as residents ever hear about is downtown. For the good of the entire city the downtown core needs to be redeveloped.
- I love our downtown. It feels like home. I worry that as it develops along the path it is going to no longer feel welcome
- We love our downtown and have been deeply saddened to see what's happening to it...the downtown offer less in the way of shopping options than it did 30 or 40 years ago...High end, high density residential development

downtown will further erode the attractiveness of the downtown as a destination and it certainly won't put families there.

- Downtown isn't really a destination for me, unless I am going to the waterfront or No Frills. The few food and shopping options aren't geared towards a middle-class income.
- What Burlington has, whether by design or accident, is something special that few other cities have. I think that what draws people here is the "small town feel". We must figure out how to retain that while growing and expanding.
- The space is limited, so approval of large developments needs to add value to the City.
- I don't want downtown to become a high-rise jungle but I am in favour of intensified housing to bring in more people to live downtown.
- Is it possible to work with developers, planners and citizens to satisfy all our provincial targets, achieve housing intensification and affordability without giving up the ambiance and pleasure so many citizens derive from downtown?

Food for Feedback

Planning staff hosted a booth at the City's "Food for Feedback" event in Central Park on Saturday, September 14, 2019. This event was attended by almost 1,000 members of the public, who had the opportunity to provide input on various City projects at different booths. Through this event, City staff were able to engage with a wide range of people including typically difficult to reach groups such as youth, families and newcomers. At the booth for the Taking a Closer Look Project, Planning staff provided information about the project and the work completed to date and presented a summary of the comments that had been received from the public through the survey and Citizen Action Labs in August. This summary was organized into the twelve themes listed in Appendix D. Visitors to the booth were asked whether they felt that these themes were an accurate reflection of public interests and concerns, and whether they felt that anything had been missed.

Visitors to the booth provided verbal and written comments. Written comments were brief, each written on a Post-it note that was added to the presentation board. 58 Post-it notes were added by members of the public. The verbal and written comments received at Food for Feedback indicated that participants felt that the 12-theme summary of August engagement accurately represented their interests and concerns with the exception of the summary of transportation matters. It was identified that while the summary of the transportation-related comments reflected the public's concern for

the safety of traffic conditions, it did not capture public concern for traffic congestion and ensuring efficient movement of travelers. As such, the themes have been refined to separate transportation into two themes: one pertaining to safety and walkability, and the other, pertaining to congestion and efficient movement. The refined list of themes (now 13 in number) can be found below on Page 14 of this report.

Other Submissions

The project team also received five written submissions from members of the public, including three submissions from individual residents, one from the Mayor's Millennial Advisory Committee, and one from a representative of a property owner in the downtown study area. These submissions comprised detailed discussion of the downtown and were generally consistent with the themes that emerged from the survey and Citizen Action Labs. The most frequently referenced themes in the written submissions were:

- Built Form, Height, and Neighbourhood Transition
- Design
- Safe, Useable, and Inclusive Public Spaces
- Walkability: Safer and Less Car-Centric, More Transit & Cycle Options
- Variety of Housing Options and Affordability
- Maintaining the Character of Downtown and Heritage Preservation

These written submissions have been considered alongside the other sources of input.

Summary of What We Heard

The findings from the various tactics worked together well to produce a unified set of themes. Some general observations were that:

- The Citizen Action Labs were a good predictor of the overall themes;
- The findings from the Survey added a lot of richness to the data that allowed for refinement and to develop more elaboration on what people generally described within the respective themes;

- By virtue of the survey tool, and potentially as a result of the diverse settings of the pop-ups throughout the City, feedback was received by a diverse range of age groups from throughout the city.
- The timing of the Food for Feedback event was an important opportunity to field test the themes identified through the Citizen Action Labs and the Survey and allowed for further refinement.

Engagement Themes

1. Green Space/Open Space/ Parks
 - Protect existing parks and the waterfront and create more parks and green spaces
 - Protect existing trees, plant more trees and find better approaches to enhance the tree canopy
 - Protect and enhance natural heritage and environment
2. Safer, More Useable and Inclusive Public Spaces
 - Inclusive public spaces for all members of the community
 - Public gathering spaces should be safe for everyone
 - Public space should be inviting and encourage people to visit
3. Arts, Culture, Events, People & Amenities
 - Enhance the downtown's role as a year-round destination (tourism, culture, public art, shopping, leisure)
 - Diverse services for future residents
 - Festival and events and programming
4. Walkability: Safer, More & Better Pedestrian Spaces that are Less Car-Centric with More Transit & Cycle Options & Infrastructure
 - Walkability: safer, more & better pedestrian connections with a pedestrian priority area downtown
 - Improved public transit
 - Safer and more cycle Infrastructure

5. Traffic Congestion

- Improve traffic efficiency in the Downtown, especially on Lakeshore Road and Brant Street
- Create mitigation strategies for future traffic that is generated as the Downtown grows

6. Parking

- Ensure that as development occurs, more parking is incorporated
- Keep parking free/reduce costs
- Parking should be limited in the downtown to allow for more green space and park space

7. Preserving and Encouraging Places to Shop and Work

- Retain and attract a wide variety of retail businesses (including small business)
- Attract office space and generate employment opportunities

8. Maintaining the Character of the Downtown/Heritage Preservation

- Preserve the small-town charm and feel
- Recognize Burlington's history and preserve its heritage buildings
- Design buildings in a sensitive way

9. Preservation of Connections to the Waterfront

- Preserve physical and visual access to the Lake for all residents to enjoy

10. Built Form, Height and Neighbourhood Transitions

- New buildings should be mixed-use, integrate with the surrounding neighbourhoods and have appropriate setbacks from the street to ensure sunlight and character
- Low and midrise is an appropriate built form for the downtown
- Height is not appropriate on Brant Street, south of Caroline Street and between Martha Street and Burlington Street. Height is more appropriate north on Brant Street.

11. Variety of Housing Options and Affordability

- Protect existing and create more affordable housing
- Increase diversity of housing types including options for families

12. Design

- Green building design and sustainable buildings that manage the impacts of climate change such as flooding and increasingly severe weather events
- Cohesive design that maintains and compliments the current character of Downtown
- Interesting architectural design that improves the quality and modernity of Downtown

13. Vision

- Create a long-term cohesive vision for the downtown
- Increase the autonomy of local government and citizen engagement/empowerment

Some of the public comments received could not be used as they were out of scope of the project. A discussion of these comments is contained in Appendix E.

How will this feedback be used?

The feedback, apart from the elements defined as out of scope, will be summarized from the various methods of engagement with the public. The 13 themes identified through the summary of the engagement with the public will generate principles. Together, this feedback will inform the development of two clear concepts for discussion with interested and affected groups about what the downtown could look like in the future. A critical output will be a list of criteria that will be developed. These criteria will be used to evaluate the concepts in support of developing a recommendation to Council in early 2020.

What is Next

In the fall, the project will shift into the next major public engagement period. From mid-October to early November a survey, a series of Action Labs as well as other informal feedback and discussions on the two proposed concepts will be delivered. The findings of that engagement period, including some preliminary discussion of a preferred scenario, will be presented to Council in early December at a Council workshop.

Evaluation of the Tactics used in the August Engagement

As part of the engagement plan a number of approaches to evaluating the public engagement process were identified. Two areas are identified to be considered after engagement is complete:

- How did each engagement approach help to achieve the engagement objectives?
- How did the feedback about the forms of engagement impact the overall public participation process as the project moved forward?

An evaluation of the August engagement tactics is contained in Appendix F.



Taking a Closer Look at the Downtown Get Involved Burlington

Please take a few moments to complete this short survey about downtown Burlington. To learn more about re-examination of the downtown policies in the Official Plan, please read the Engagement Plan and the "Taking a Closer Look: What You Need to Know" report.

Introduction

Earlier this year, Burlington City Council directed City staff to re-examine the downtown policies in Burlington's adopted Official Plan. By March 2020, Burlington City Council will vote to endorse changes to the policies in Burlington's adopted Official Plan that guide development in the downtown until 2031, including the height and density of buildings. Please answer the following questions about what matters to you about downtown Burlington. The survey will take approximately ten minutes to complete. Feedback gathered from this survey, the Citizen Action Labs and pop-up events, will be used to inform the creation of two concepts of what the downtown could look like in the future. These concepts will be shared with the public in October for further review and input. For your reference of what the downtown entails, please refer this to this map [here](#) from the Adopted Official Plan. Thank you for lending your voice to help shape the future of downtown Burlington.

1. Which ward do you live in? If you're unsure, visit Burlington's Ward Map [here](#).

(Choose all that apply) (Required)

- Ward 1
- Ward 2
- Ward 3
- Ward 4
- Ward 5
- Ward 6
- I don't know

2. Did you participate in any public engagement opportunities when the new Official Plan was created and adopted in 2018? (Choose all that apply) (Required)

- Yes
- No
- I prefer not to say

3. What do you like about downtown Burlington? (Required)

4. Now that we know what you like about the downtown, please tell us why.

5. What do you dislike about downtown Burlington?

6. Now that we know what you dislike about the downtown, please tell us why.

7. What would you like to ensure is protected in downtown Burlington as our city continues to grow? Keeping in mind, things such as: social environment, economic environment, culture, physical features or education, etc. (Required)

8. From the list of items, you created in question 7, please select the top 3 things that are most important to you and rank them in order from 1 to 3 with 1 being the most important. (Required)

9. As our City continues to grow, what would you like to see more of in downtown Burlington? Keeping in mind, things such as: social environment, economic environment, culture, physical features or education, etc. (Required)

10. From the list of items, you created in question 9, please select the top 3 things that are most important to you and rank them in order from 1 to 3 with 1 being the most important. (Required)

11. Do you have any other comments or thoughts about downtown Burlington you'd like to share? (Required)

Optional Questions

We'd like to ask you two additional questions about the survey.

12. Did you find this survey to be: (Choose all that apply)

- Too short
- Just right
- Too long

13. Do you have any other feedback on this survey?

Appendix B: Pop-up events August 12th to August 29th

#	Event Name	Event Host	Date	Time	Location	Ward
1	Movies in the Park	BDBA	Tue Aug 13	7pm-9pm	Spencer Smith Park	2
2	Movies Under the Stars	City	Thu Aug 15	7pm-9pm	Spencer Smith Park	2
3	Burlington Farmer's Market	Farmer's Market	Fri Aug 16	8am-1pm	Burlington Centre	4
4	Love My Playground	City/Cllr Kearns	Sat Aug 17	11am-1pm	Spencer Smith Park	2
5	n/a	Burlington Public Library (BPL)	Sat Aug 17	2pm-4pm	Tansley Woods Library	4
6	Children's Festival	City	Sun Aug 18	11am-2pm	Spencer Smith Park	2
7	Concerts in the Park	City	Sun Aug 18	7pm-7:30pm	Central Park	2
8	n/a	BPL	Mon Aug 19	5:30pm-7pm	Haber Library (Alton)	6
9	Adult Public Skate	City	Tue Aug 20	12:30pm-2pm	Appleby Ice Centre	5
10	n/a	BPL	Tue Aug 20	6pm-8pm	Brant Hills Library	3
11	n/a	BPL	Wed Aug 21	11:30am-2:30pm	Brant Hills Library	3
12	n/a	BPL	Fri Aug 23	11am-12pm	Haber Library (Alton)	6
13	Burlington Farmer's Market	Farmer's Market	Sat Aug 24	8am-1pm	Burlington Centre	4
14	Aldershot Farmer's Market	Aldershot BIA	Sat Aug 24	9am-1pm	484 Plains Rd E	1
15	Recreational Swim	City	Mon Aug 26	11am-2pm	Mountainside Rec Centre	3
16	Park, Play & Stay	Cllr Kearns	Thu Aug 29	9am-12pm	Thorpe Park	2

Appendix C: Citizen Action Labs Themes

1. Building Form

- Emphasis on good design and architecture including setbacks, terracing etc.
- Transitions to neighbourhoods are important
- Focus on human scale design and development
- Various comments regarding height:
 - o Blended approach to height and density with a mix of low and midrise
 - o Restrict height, no high rises
 - o More height and taller buildings with cool/interesting architecture
 - o Specific direction:
 - Low on Brant, Lakeshore Road and close to the water
 - Height in the north part of downtown (11+)
 - Terracing back mid-high

2. Neighbourhood/Downtown Character

- Feel of a small town, charming community
- Preserve old amongst the new – ensure new development is complementary with existing character/form/heritage
- Complete community
- Less intensification

3. Housing Objectives

- Affordable Housing (social and market)
- Provide a range of housing, unit types for all ages and stages of life including seniors, students, families etc.
- secondary and garden suites

4. Public Access to Waterfront

- Provide and expand public waterfront access and don't lose what we have

5. Transportation/Traffic

- Maintain and enhance walkability throughout the downtown including wider sidewalks, sheltered travel between buildings, pedestrian only Brant St. (south of Caroline) in the summer etc.
- Decrease congestion
- Support a balanced system of various modes (mode diversity) including improved transit and cycling network, walking – more Active Transportation options
- Parking access is important

6. Design

- Focus on sustainable and quality/unique architecture/design
- Human scale design and development that contributes to a vibrant pedestrian realm, including landscaping and quality streetscaping
- Design that respects heritage
- Emphasis on accessibility and [8-80](#) Design

7. Green Space/Open Space

- Protect and enhance downtown tree canopy
- Protect and provide more green people places - greenspace, open spaces, POPs, public realm, green roofs
- Plan for programming such as farmers market, child friendly spaces etc.
- Ensure continuity of green spaces (connected system)

8. Arts, Culture & People

- Consider the inclusion of an entertainment district
- A downtown that supports tourism, events, nightlife,
- A downtown that is inclusive, welcoming and attracts a diversity of people (age, culture, background)
- Incorporate public art

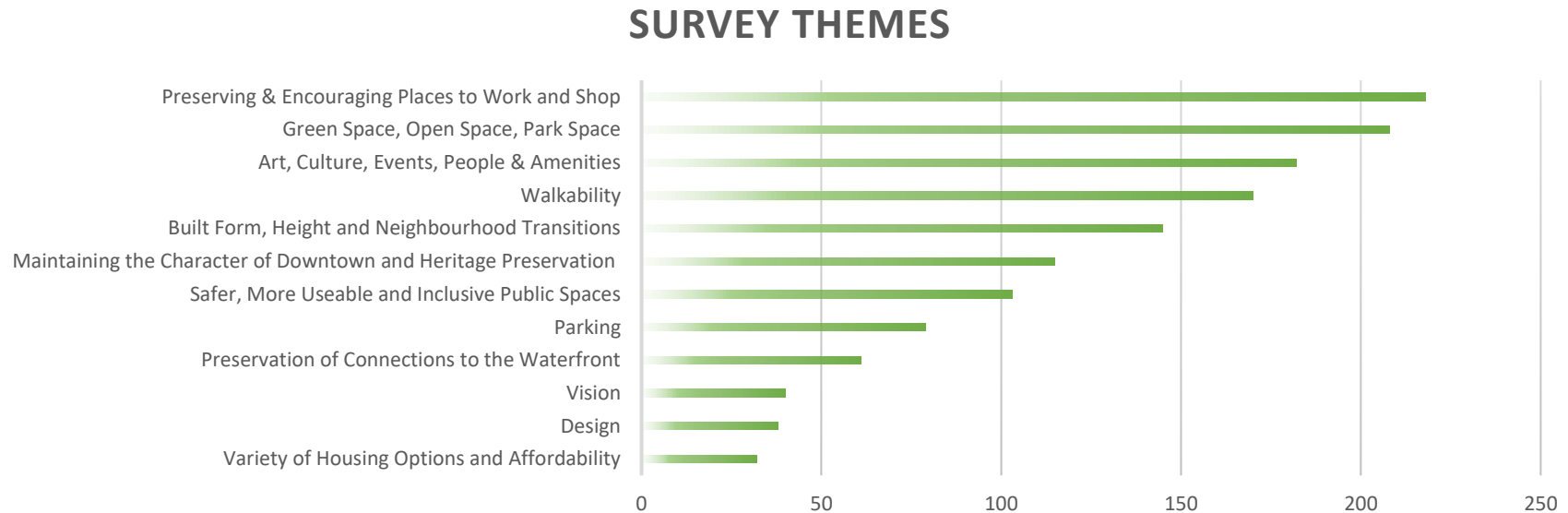
9. Business & Amenities

- Provide a variety of retail and everyday amenities such as grocery, doctors, more restaurants
- Attract and support small business with low/affordable rents and incentives to fix up store fronts
- Expand employment opportunities to enhances economic prosperity

10. Preserving Local Decision Making

- Decision making should be a simple process and predicable
- Height permissions should not be changed

Appendix D: Survey Themes



1. Green Space/Open Space/ Parks

- Protect existing parks and the waterfront and create more parks and green spaces
- Protect existing trees, plant more trees and find better approaches to enhance the tree canopy
- Protect and enhance natural heritage and environment

2. Safer, More Useable and Inclusive Public Spaces

- Inclusive public spaces for all members of the community
- Public gathering spaces should be safe for everyone
- Public space should be inviting and encourage people to visit

3. Arts, Culture, Events, People & Amenities

- Enhance the downtown's role as a year-round destination (tourism, culture, public art, shopping, leisure)
- Diverse services for future residents
- Festival and events and programming

4. Walkability: Safer, More & Better Pedestrian Spaces that are Less Car-Centric with More Transit & Cycle Options & Infrastructure

- Walkability: safer, more & better pedestrian connections with a pedestrian priority area downtown
- Improve traffic congestion
- Improved public transit
- Safer and more cycle Infrastructure

5. Parking

- Ensure that as development occurs, more parking is incorporated
- Keep parking free/reduce costs

6. Preserving and Encouraging Places to Shop and Work

- Retain and attract a wide variety of retail businesses (including small business)
- Attract office space and generate employment opportunities

7. Maintaining the Character of the Downtown/Heritage Preservation

- Preserve the small-town charm and feel
- Recognize Burlington's history and preserve its heritage buildings
- Design buildings in a sensitive way

8. Preservation of Connections to the Waterfront

- Preserve physical and visual access to the Lake for all residents to enjoy

9. Built Form, Height and Neighbourhood Transitions

- New buildings should be mixed-use, integrate with the surrounding neighbourhoods and have appropriate setbacks from the street to ensure sunlight and character
- Low and midrise is an appropriate built form for the downtown
- Height is not appropriate on Brant Street, south of Caroline Street and between Martha Street and Burlington Street. Height is more appropriate north on Brant Street.

10. Variety of Housing Options and Affordability

- Protect existing and create more affordable housing
- Increase diversity of housing types including options for families

11. Design

- Green building design and sustainable buildings that manage the impacts of climate change such as flooding and increasingly severe weather events
- Cohesive design that maintains and compliments the current character of Downtown
- Interesting architectural design that improves the quality and modernity of Downtown

12. Vision

- Create a long-term cohesive vision for the downtown
- Increase the autonomy of local government and citizen engagement/empowerment

Appendix E: Comments Out of Scope

General Description	Why out of scope	In theme?	Comment
Outside of study area: comments about the Waterfront Hotel site	This site will be subject to its own study that will be launched at the conclusion of Taking a Closer Look at the Downtown.	These comments fell under the theme of Green Space/ Open Space/ Park Space and the theme of Built Form, Height and Neighbourhood Transitions	The Waterfront Hotel comments will be saved and forwarded to the Waterfront Hotel Study team.
Outside of study area: Comments about Spencer Smith Park and waterfront lands	This location falls outside of our study area.	These comments fell under the theme of Green Space/ Open Space/ Park Space and the Theme of Safer, more useable and inclusive public spaces	Feedback as been forwarded to Burlington's Roads, Parks and Forestry staff for their information.
Maintenance: comments regarding maintenance of public amenities and infrastructure and cleanliness.	<p>Official Plans do not have the ability to influence maintenance of infrastructure and publicly owned spaces.</p> <p>What is an Official Plan? An Official Plan is a statutory document required by the province that describes a city's land-use strategy to 2031 and beyond. It sets out a community's high-level vision and goals for the future. It addresses the location and form of new housing, industry, offices and shops as well as anticipated needs for infrastructure. Streets, parks, transit,</p>	Safer, more useable and inclusive public spaces Arts, Culture, Events & People/ Amenities	Comments have been forwarded to Roads, Parks and Forestry staff for their information.

	schools, community amenities, and other elements of a growing city are all considered in the Official Plan. Official Plans work with and inform the Zoning By-law and other policy documents such as design guidelines to shape and guide development in the City.		
Provincial policy related comments regarding the removal of the Mobility Hub designation or the Downtown Urban Growth Area designation	While Burlington's Official Plan does consider development and growth distribution throughout Burlington, identification of the Downtown as an Urban Growth Area and as a Mobility Hub are informed by Provincial and Regional Policy frameworks to which Burlington's Official Plan must conform		Please refer to the definition of an Official Plan above and to Appendix F of this report for discussion of this topic.
Shifting development away from the Downtown	Please see above.		Please refer to the definition of an Official Plan above. There is a demand for residential units, amenities and jobs in the downtown and a desire to provide them.
Concerns about the cost of public infrastructure and amenities to tax payers	The Official Plan does not determine tax rates or maintenance costs associated with public amenities and infrastructure.		Please refer to the definition of an Official Plan above.
The impacts of Construction on Downtown businesses and on traffic congestion	An Official Plan has no influence over the staging of construction.	Walkability: Safer and more Ample Pedestrian Spaces / Less Car-centric / Transit	The City of Burlington recently adopted new Mobility and Construction Guidelines for the approval and management of construction activities associated with land development,

		<p>Safer, more useable and inclusive public spaces</p>	<p>to ensure that land development does not adversely impact public health and safety, amenity, traffic or the environment in the surrounding area.</p> <p>Comments regarding the impact of construction on Downtown businesses were forwarded to Burlington Economic Development Corporation and to the Burlington Downtown Business Association.</p>
<p>By-law Enforcement regarding parking by-law enforcement and noise by-law enforcement</p>	<p>The Official Plans is not used for by-law enforcement.</p>	<p>Safer, more useable and inclusive public spaces</p> <p>Walkability: Safer and more Ample Pedestrian Spaces / Less Car-centric / Transit</p>	<p>Please refer to the definition of an Official Plan above.</p> <p>Please refer to the by-law information below:</p> <p>Parking Enforcement: https://www.burlington.ca/en/services-for-you/parking-enforcement.asp</p> <p>Nuisance and Noise Bylaw: https://www.burlington.ca/en/Modules/Bylaws/Bylaw/Details/675b0095-1859-4509-80e2-b191f3a4d536</p>
<p>Developments that already have approval</p>	<p>Previous development approvals cannot be revoked.</p> <p>Development applications are evaluated against the policies in effect at the time of review.</p>	<p>Built Form, Height and Neighbourhood Transitions</p> <p>Preserving and Encouraging Small/unique Retail Development in the Downtown</p>	<p>Please refer to the study's Public Engagement Plan's list of givens located in Appendix A, page 11.</p>
<p>Specific Amenity Requests: Many comments requested a specific business type e.g.</p>	<p>An Official Plan is unable to dictate specific business types. However, Official Plan policies can be used more generally to encourage and</p>	<p>Arts, Culture, Events, People & Amenities</p>	<p>Please refer to the definition of an Official Plan above.</p>

grocery store, butcher or specific restaurant	facilitate retail development and encourage employment growth.	Preserving and Encouraging Places to Shop and Work	
Buildings should be no taller than Fire Engine ladders can reach	<p>This comment was forwarded to the Burlington Fire Department. Their response can be found below:</p> <p><i>Highrise buildings designed and constructed today are done so to be fire-safe, built with noncombustible materials, materials with specified fire ratings in accordance to the Ontario Building Code. The Ontario Building Code does not restrict the height of buildings based on the maximum height the ladder can extend on a fire truck.</i></p> <p><i>The design and materials along with the fire protection systems such as sprinklers, stand pipes and alarms, allow us the option to stay and “protect in place” or exit via the exit stairwell. The stairwells are designed to be pressurized and ensure a smoke-free, safe egress. Unless the fire is in your unit you do have the option to “protect in place”, stay in your unit, seal the door, leave the door unlocked and call 9-1-1 to advise them you are in your unit. There are several reasons we educate to stay and “protect in place”, if you are physically unable to exit the building by taking the stairs or if your exit is blocked by smoke or fire.</i></p>		

	<i>We depend on our fire protection systems designed within a building, our fire prevention inspectors and our public educators to protect and prepare our residents in the event of a fire.</i>		
Some comments referred to parts of the adopted OP that are out of scope for this project.	The re-examination is focused on the downtown only, not the whole city.		Please refer to the study's Public Engagement Plan's list of givens located in Appendix A, page 11.

Appendix F: Tactics Evaluation

Engagement Tactic	Comments	Recommendation
Survey	The questions were too similar or too repetitive and caused some confusion.	When posing open ended questions in the future avoid using follow up questions to prompt for “why did you answer that way”.
	The majority of responses from the online survey identified that the survey was just the right length.	This feedback will be considered in developing the next survey.
	The survey should have provided more suggestions from which to choose.	The initial survey was designed to be open ended to not limit the responses to the survey. The next survey will use options for selection where possible.
	A smaller number of surveys were completed in a paper format. Many who completed the paper survey felt it was too long.	In developing the approach for engagement in the Fall the project team may consider developing a shorter version for in-person, on paper submissions.
	The survey was translated into Arabic, Simplified Chinese, Spanish, Punjabi & Spanish. The surveys were delivered to various communities by community outreach workers. Some responses were difficult to use as there may not have been clear enough understanding of the project and the objectives of the survey.	When considering translation and outreach services staff will hold training sessions for the people delivering the surveys to the community. It is expected that this will improve the ability of the person delivering the survey to answer questions and provide general background on the study.
Pop up Events	Although no formal evaluation tool was used the following observations were made by staff:	

	Most people were happy to accept information, however most interactions (with a number of notable exceptions) were less than 1-2 minutes.	Pop ups are effective for bringing attention to project and driving the person to other resources, but not as conducive to longer conversations.
	Some locations were more successful than others.	It is not expected that any pop ups will be planned for the next engagement period. Future pop ups for other projects should identify high traffic facility areas and farmers markets.
Citizen Action Labs	Feedback on the Citizen Action Labs was generally positive.	The next engagement period will include an expanded set of Action Labs targeting various groups.
	Several people were concerned by the inclusion of developers along with Citizens at the Citizen Action Labs.	The public engagement plan identifies a broad list of stakeholders including residents, resident groups, businesses, business groups, public agencies, as well as the development industry, among many others. In the future it will be made clear that residents along with all other stakeholders representing any interested and affected parties are welcome to provide input and to participate.
Food for Feedback	Planning staff hosted a booth at the City's "Food for Feedback" event in Central Park on Saturday, September 14, 2019. This event was attended by almost 1,000 members of the public. Through this event, City staff were able to engage with a wide range of people including typically difficult to reach groups such as youth, families and newcomers.	Food for Feedback provided an opportunity to engage with a wide variety of people and was positively received. The City will consider using the Food Feedback format again in the future.