

GO Investment Corridor Vision

July 5, 2022

Objectives of GO Investment Corridor Vision

1. Retain and integrate existing compatible businesses into the development of the MTSAs.
2. Create an open business environment and foster growth opportunities that attract new businesses.
3. Develop an environment that attracts knowledge-based talent to work and live in Burlington.

Process 2017-2019



Research & analysis

- Burlington & GTA Suburban Office Market Analysis by Deloitte (2016)
- Burlington Office & Retail Market Analysis study by Deloitte (2019)
- Future Trends of Industrial Development - Burlington & West GTA by Deloitte (2019)
- Burlington Employment Targets study by Watson & Associates (2019)



Stakeholder engagement

- Engaged existing businesses, landowners, developers, real estate leaders, City departments and other key partner organizations
- Formed a steering committee with 7 members representing a range of sectors including real estate, human resources, urban planning, technology, etc.



Vision & guiding principles

- Developed economic vision and 6 guiding principles for the area
- Developed preliminary strategies and recommendations for implementation

Project Reboot Q2 2021

1. To update research to reflect the impact of COVID-19 on the real estate market.
2. To identify the potential employment related impacts of the new UGC designation for the Burlington GO MTSA.
3. To re-engage key stakeholders and industry experts to address market and policy changes.

Process 2021-2022



Research & analysis

- Future of Work, internal study by Burlington Economic Development staff (2021)



Stakeholder engagement

- Re-engaged existing businesses, landowners, developers, real estate leaders. and other key partner organizations
- Formed a steering committee with 7 members representing a range of sectors including real estate, human resources, urban planning, technology, etc.



Vision & guiding principles

- Updated economic vision and 6 guiding principles
- Identified priority strategies and recommendations for implementation

|SWOT ANALYSIS

- Connectivity to Toronto
- Strong Interest from residential market
- GO Train all-day service
- Proximity to highways
- Existing residential/amenity connectivity
- Appeal to knowledge-based businesses/office uses
- Appeal to commuters living in Burlington
- Ability to draw talent from Niagara to Toronto

STRENGTHS

- Lack of current onsite amenities
- Parking will be too low for current office market
- No highway visibility for employers
- Lack of employment vision
- Market is unclear on employment vision
- Lack of market vision for industrial development
- Lack of connectivity is impeding multi modal transit
- Regional transit connectivity is only focused East, not West or North
- Won't currently have the population density to support services and amenities
- Unstable policy and political climate
- Uncertain public perceptions and support

WEAKNESSES

- Create amenity-rich, connected employment areas that appeal to future employers
- Redevelop existing uses to create better employment outcomes
- Define the types of employment uses desirable for Burlington
- Utilize new technology and innovative design
- Create population/job intensification that will allow transit to function efficiently
- Create an implementation team to support the development of the MTSA's
- Zoning review and special permit/processing area
- Develop the MTSA's as new focal points that draw people to the area
- Branding and employment attraction

OPPORTUNITIES

- Rising prices per acre for employment land
- Majority of developers are residential without experience/vision for employment
- Displacement of industrial
- Jobs may be replaced with like for like i.e. retail and service jobs
- Ministry of Transportation Ontario and Canadian National Railway approvals
- Industrial operations moving out/recognize limited lifespan in mixed-use areas
- Business cycles
- Environmental constraints can delay development
- Industrial uses that are incompatible may not be willing to move out
- Competition from other areas
- Low demand for office development due to remote working

THREATS

GO INVESTMENT CORRIDOR VISION AT A GLANCE

VISION

Develop future-focused business environments that strengthen existing businesses, and attract new high-growth businesses and knowledge-based talent.

OBJECTIVES

1. Retain and integrate existing compatible businesses into the development of the MTSA.
2. Create an open business environment and foster growth opportunities that attract new businesses.
3. Develop an environment that attracts knowledge-based talent to work and live in Burlington.



Guiding Principle #1:

Develop each MTSA into a complete community that has a mix of residential, employment, institutional and recreational uses.

STRATEGIES:

1. Achieve true mixed-use environments that focus on substantial employment outcomes.
2. Create a sense of place and character appealing to the future workforce and demographic.
3. Foster small businesses, retail and other amenities that cater to the requirements of employers and employees.

Guiding Principle #2:

Focus on planning for future services and infrastructure, and ensure sustainable development.

STRATEGIES:

1. Develop a joint phasing and servicing strategy with the Region and other partners.
2. Integrate smart city infrastructure into the development of the MTSA
3. Encourage sustainable forms of development in the MTSA.

GO INVESTMENT CORRIDOR VISION AT A GLANCE

Guiding Principle #3:

Develop a unique identity for each MTSa and a marketing brand focusing on attracting people and talent to the area.

STRATEGIES:

1. Enhance the existing heritage, cultural and natural features in the MTSAs.
2. Develop a unique place identity for Burlington based on its unique characteristics.
3. Develop an employment attraction strategy to attract talent and investment in the MTSAs.

Guiding Principle #4:

Identify key employment growth areas in the MTSAs and market to the future workforce and industries.

STRATEGIES:

1. Strengthen key employment sectors.
2. Diversify the economy by encouraging external businesses to locate in Burlington.
3. Attract and retain talent desired by key employment sectors in the MTSAs.

Guiding Principle #5:

Integrate the MTSAs into the city fabric and provide seamless transportation connectivity.

STRATEGIES:

1. Encourage alternative modes of transportation in partnership with government agencies.
2. Advocate for active modes of transportation.

Guiding Principle #6:

Engage stakeholders to develop a collaborative implementation plan for the GO Investment Corridor Vision.

STRATEGIES:

1. Consult with stakeholders who are involved in or impacted by the development of the MTSAs.
2. Develop effective tools and strategic partnerships to address barriers in the implementation of the GO Investment Corridor Vision.

Priority Implementation Actions

Tools & Partnerships

- Dedicated implementation team
- Focus on land acquisition through Burlington Lands Partnership
- Strategic partnerships

Land Use Planning

- Zoning By-Law that supports vision
- Transitional parking strategy
- Complete streets and integrated transportation planning

Economic Development Actions

- Incentives & CIPs
- Branding and marketing
- Business retention strategy
- Developer/Business attraction
- Main street business supports