

March 9, 2018

Mayor Rick Goldring  
Members of City Council

**Re: Intensification Guiding Principles**

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The provincial government, through the Places to Grow Act, has mandated that communities across Ontario must grow. What this means for Burlington is that, due to the greenbelt and Burlington's decision to not develop lands north of the 407, there is a lack of open, undeveloped space. Therefore, if Burlington is to meet its growth targets, it is necessary for Burlington to grow vertically (i.e. intensify).

Intensification typically brings more services and variety to the community's businesses. It allows for a more diverse entertainment, culture and social environment. The Chamber believes that intensification is required to keep additional tax resources coming into the local economy in order to maintain or increase the current level of services. From a business perspective, reasonable and well-thought-out intensification brings more business, more clients and more employees to our city.

The Burlington Chamber of Commerce supports intensification insofar as it complies with the City of Burlington's Official Plan as well as with current provincial planning principles and guidelines.

**Guiding Principles**

The City of Burlington's intensification plan should:

- Include an appropriate mixture of both residential and commercial growth
- Ensure that the city attracts a good mix of commercial and industrial sectors
- Ensure that year-over-year intensification is realistic so that infrastructure can accommodate the growth
- Increase the amount of new businesses to Burlington
- Increase more potential clients and customers to existing Burlington businesses
- Attract new employees
- Ensure that taxes are kept as low as possible in order to attract key businesses and employees to Burlington
- Ensure that Burlington remains a top city in Canada in which to live, work and play
- Include a plan to accommodate the transportation needs of businesses, their employees and the residents of Burlington
- Ensure that Burlington has an effective public transit plan



The Chamber understands that vertical intensification is the new 'normal' for Burlington and we believe that the City of Burlington should take a long-term view of where growth should occur over the next 25 years.

The Burlington Chamber of Commerce thanks Council for providing us with the opportunity to present input into this important discussion. We believe that intensification, when done in a well-thought-out and balanced way can be good for business and good for the city.



Marty Staz  
Chair, Board of Directors



Keith Hoey  
President & CEO

Cc: James Ridge  
Mary Lou Tanner