BOUSFIELDS INC.

Public Consultation Strategy



Bronte Creek Meadows Phase 1

City of Burlington

Prepared For

Alinea Group Holdings Inc

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BOUSFIELDS INC.

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1 Introduction

This Public Consultation Strategy has been prepared to describe the proposed consultation approach, as well as any engagement completed to date, for the Zoning By-law Amendment and Draft Plan of Subdivision by Alinea Group Holdings Inc. ('the Applicant') for Phase 1, of the broader Bronte Creek Meadows Lands ('the site'), municipally known as **5164 to 5900 Upper Middle Road and 5201 Mainway**, in the City of Burlington.

The site is bound by Upper Middle Road to the north, the Sheldon Creek to the west, Burloak Drive to the east and Mainway to the south. The site also comprises of the Bronte Creek Meadows district as designated by the City of Burlington.

The Applicant is seeking to redevelop the site into a new mixed-use community through a phased approach, with each phase consisting of districts. Phase 1, which is the subject of this application, consists of two main districts, The Meadows Neighbourhood District and the Mainway Institutional District. A small portion of the Burloak Commons District, which is part of subsequent phases of the broader Bronte Creek Meadows project, is included in this application.

The applicant looks forward to discussing the approach with City Staff, members of the public, and any other interested parties as the application progresses through the City's development application process.

2 Goals and Outcomes

1. **Goal:** Engage with the community to gain insight into local needs, concerns, and priorities. Where possible, the project team will adjust the plans to reflect this input.

   Outcome: Through meaningful engagement with the local community, the project team will gain valuable insights into their needs, concerns, and priorities, while aligning with community input.

2. **Goal:** Enhance inclusive decision-making by actively seeking input from the community, allowing for a diverse range of perspectives to inform well-rounded decisions that consider all aspects of community interests, while using inclusive communication tools and processes.

   Outcome: By actively engaging with the community and seeking their input, the decision-making process becomes more inclusive and comprehensive. This leads to decisions that are informed by a diverse range of perspectives, ensuring that all aspects of community interests are considered and addressed effectively.

3. **Goal:** Identify key participants and interested parties, ensuring their expectations are managed appropriately, further enhancing cooperation among different interested parties.

   Outcome: By identifying key participants and interested parties, and effectively managing their expectations, collaboration and cooperation among various stakeholders are strengthened. This ensures that all interested parties are engaged and satisfied with the process, leading to greater alignment in achieving shared goals.

4. **Goal:** Communicate openly, transparently and in clear language between the project team and the community to manage expectations, disseminates information, and addresses concerns.

   Outcome: Establishing open and transparent communication channels between the project team and the community cultivates trust and understanding. This facilitates the effective management of expectations, ensures the timely dissemination of information, and enables prompt addressing of concerns.

3 Site & Surroundings

Site and Neighbourhood

The site, municipally known as **5164 to 5900 Upper Middle Road and 5201 Mainway**, is bounded by Upper Middle Road to the north, Sheldon Creek to the west, Burloak Drive to the east and Mainway to the south. The site also comprises of the Bronte Creek Meadows district as designated by the City of Burlington. Adjacent residential area include the Orchard neighbourhood to the north and the Sheldon Creek neighbourhood to the west. Both neighbourhoods are primarily characterized by low density residential built form. The residential area to the west is part of the Uptown Urban Centre, that comprises a range of densities and land uses, including retail, commercial, and community facilities. Tthe area to the south is comprised of light industrial employment uses. To the east of the Site is the Bronte Creek Provincial Park. Additionally, the Bronte Creek Meadows Area includes a City-owned Woodlot, located on the western portion of the property, as seen in **Figure 1**.

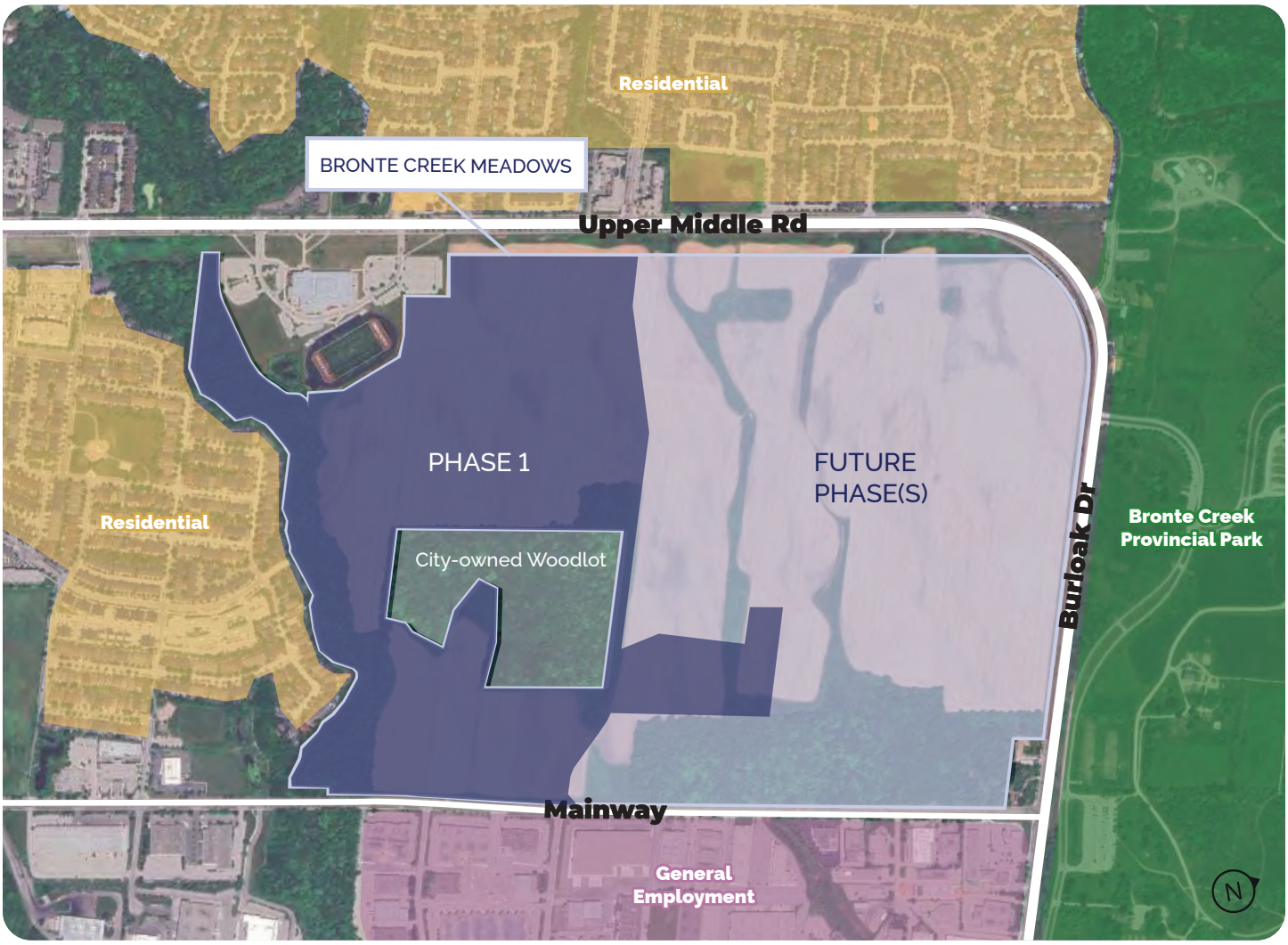


Figure 1 - Study Area

Transportation

The subject site is serviced by existing Burlington Transit bus public transit stops along Upper Middle Road and Mainway, as seen in **Figure 2**. These include:

- Route 81: North Service-Aldershot
- Route 11: Sutton-Alton
- Route 48: Harbour Recreation Centre

The Appleby GO station is approximately 2.5km south of the subject site. Local Burlington Transit bus routes operate out of the Appleby GO station providing frequent service across the city. These include:

- Route 1: Plains-Fairview
- Route 4: Central
- Route 10: New-Maple
- Route 11: Sutton-Alton
- Route 25: Walkers
- Routes 80 and 81: Harvester/North Service and North Service-Aldershot

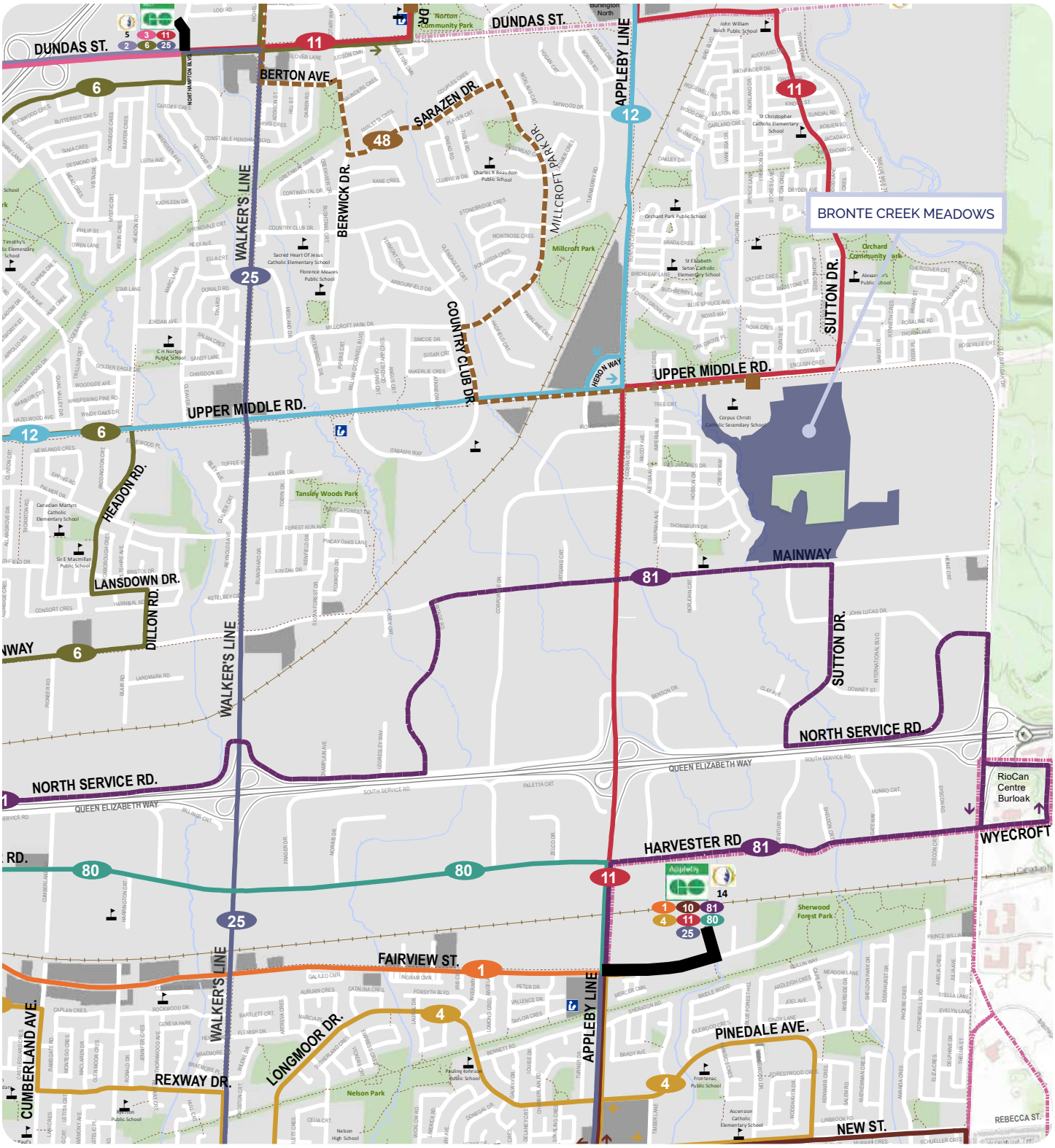


Figure 2 - Burlington Transit Map

Proposal Highlights

The proposal will facilitate Phase 1, the Meadows Neighbourhood District and the Mainway Institutional District, with a new mixed-use community that includes a wide range of housing types and complementary community facilities, public spaces, parks and retail uses. Additionally, we are exploring an innovative healthcare and education campus that focuses on the creation of jobs. The objectives of Phase 1 include:

- New housing - 437 single detached, semi detached and townhouse dwellings and potentially 160 multi-unit dwellings
- New public services, amenities, and retail offerings
- Integration of potential school and public park
- Introduction of innovative healthcare and educational offerings
- Introduction of new jobs to the area
- Integration of Attainable Housing units

In subsequent phases, the Burloak Commons District is proposed to include additional housing, employment, commercial, and public amenity uses. This includes a new community centre.

Key Messages

Key messages have been developed to communicate and share information about the proposed development with the public in a simple and straightforward way. As we move through application review process, these messages may be updated to reflect current information and adapted based on the engagement tool used.

Project Benefits

- This location presents the potential to offer diverse housing options for individuals considering a move to the area, with a varied unit mix catering to a range of household needs.
- Our goal is to enhance the area by creating a thoughtfully designed and well-integrated area that contributes positively to the community.
- The development will bring new amenities, green spaces, and potentially increased foot traffic to local businesses, while improving streetscape and connectivity.
- The development will both be mindful of the area's natural heritage features, including the woodlot, while complementing them by proposing a variety or parks, trails, and open spaces which will provide residents with space for leisure, healthy living and recreation.

A Phased Approach

- The development will proceed in phases to ensure orderly construction, respond to market conditions, and align with municipal approvals.
- Each phase will include a mix of residential, commercial, and open space components to support a complete community from the outset.
- Future phases will build on this foundation, adding density, amenities, and retail to support long-term growth.

New Public Park and Natural Feature Preservation

- The new development prioritizes creating inviting and well-designed public spaces with the goal of supporting the needs and preferences of the community.
- New publicly accessible green spaces and a public park will provide residents and the broader community with places to socialize, relax, and engage in recreational activities.
- Preserving green space and natural features within the development enhances the quality of life for residents and the surrounding community. Access to parks, trails, and natural habitats promotes physical activity, mental well-being, and a sense of connection to the environment, fostering a healthier and happier community.

4 Scope of Consultation

Immediate Area

The project team is committed to engaging with interested parties who wish to share feedback as part of the planning process. Given the nature of the proposal, the project team suggests a radius of approximately 250 meters around the subject site, which exceeds the minimum area specified within the *Planning Act*. This area encompasses a mix of residents and businesses.

Demographic Snapshot

Building upon our preliminary demographic analysis, we have extended the geographic range for our demographic snapshot to include **Aggregated Dissemination Area (ADA)** **35240043**, **35240066** and **35240067**, see **Figure 3**. A summary of the demographics of the area provides a general overview of who lives in the community and informs our engagement approach. For a more detailed Demographic Profile, please see **Appendix A**. All data has been distilled from Statistics Canada 2021 Census.



Figure 3 - Aerial outlining ADA 35240043, 35240066, and 35240067, in relation to the Bronte Creek Meadows, Phase 1 boundaries

Age

The age profile of the Bronte Creek Meadows Area is generally consistent with that of the City of Burlington overall, with working age adults comprising the majority of the population in both geographies (52%). However, the Bronte Creek Meadows Area skews slightly younger, with a higher proportion of children and youth. Individuals aged 0—14 account for 18% of the population, compared to 16% City wide, while those aged 15—24 represent 14%, compared to 11% in the City of Burlington.

Educational Attainment

In the Bronte Creek Meadows Area, 43% of residents hold a bachelor's degree or higher, compared to 36% in the City of Burlington. Rates for other levels of educational attainment are similar between the two geographies.

Median Household Income

The median household income in the Bronte Creek Meadows Area is $133,000, which is higher than the city-wide median household income of $110,000.

Language Spoken Most Often at Home

English is the primary language spoken at home in both the Bronte Creek Meadows Area (84%) and the City of Burlington (87%).

Top Three Non-English Home Languages

In the Bronte Creek Meadows Area, the top three non-English languages most often spoken at home are Mandarin, Arabic, and Spanish, respectively. In the City of Burlington, the top three non-English home languages are, in order, Spanish, Arabic, and Mandarin.

Immigration

In the Bronte Creek Meadows Area, 69% of residents were born in Canada. Among the immigrant population, the top three places of birth are India, the United Kingdom, and China. This portion of Canadian-born residents is slightly lower than in the City of Burlington overall, where 73% of residents were born in Canada. City-wide, the top three places of birth for the immigrant population are the United Kingdom, India, and the Philippines.

Visible Minority Population

Both the Bronte Creek Meadows Area and the City of Burlington have low proportions of residents identifying as a visible minority, at 27% and 21%, respectively.

Housing Structure Type

The Bronte Creek Meadows Area housing structure types deviates from the City of Burlington. Single detached houses comprise 43% of the housing structure types in the Bronte Creek Meadows Area, compared to 50% in the City of Burlington. Row houses account for 28% of housing structure types in the Bronte Creek Meadows Area, compared to 19% city wide. Apartments that are less than five storeys represent the third most prevalent structure type in the Bronte Creek Meadows Area at 17%, which is significantly higher than the City wide rate of 8%.

Housing Tenure

The majority of residents in both the Bronte Creek Meadows Area and the City of Burlington are homeowners, with ownership rates of 87% and 75%, respectively.

Household Size

Average household sizes are comparable between the Bronte Creek Meadows Area and the City of Burlington, at 2.7 and 2.5 persons per household, respectively. The distribution of household sizes ranging from one to five or more persons is similar across both areas, although the Bronte Creek Meadows Area has slightly higher proportions of households with four persons (22%) compared to the City (17%).

Main Mode of Commuting

A very high proportion of residents in both the Bronte Creek Meadows Area (90%) and the City of Burlington (89%) use private vehicles as their primary mode of commuting. with other modes of commuting having consistent rates between the two geographies.

Target Audience

Involving key interest groups, such as local residents and businesses ensures

that questions and feedback are addressed and documented. In addition to the broader public and the Tansley neighbourhood, we have identified the following stakeholders who may express, or may have already expressed, interest in the proposed development.

1. Nearby Residents
    - Sheldon Creek Neighbourhood
    - Orchard Neighboourhood
2. Residents' Associations
    - Orchard Community and Resident's Association
    - Millcroft Against Bad Development
3. Nearby Interested Business Owners
    - Businesses on the Southern edge of the Mainway
4. Elected Officials
    - Councillor Paul Sharman
    - Councillor Lisa Kearns – Deputy Mayor of Community Engagement & Partnerships
    - Mayor Marianne Meed Ward
5. Broader Community
6. Bronte Creek Provincial Park
    - Ontario Parks

**Please note: this list may be adjusted to include other individuals and groups who express interest in the proposed development during the public consultation period*

5 List of Matters to be Addressed

The list below highlights topics which may have already been the subject of discussion regarding the proposed development or may be the subject of discussion in future:

- Project Vision
- Site & Policy Context
- Design & Built Form
- Phasing
- Proposed Mixed-Uses
- Traffic & Parking
- Housing: Unit Types and Tenure
- Process & Timelines

6 Engagement Approach

The consultation tools and tactics listed here allow interested parties and members of the public to stay informed and get involved. Due to the time constraints inherent to the development application process, we will ensure that any pre-application public engagement will create the space for the public to provide input early in the process. This will allow the Project Team to review the feedback, and incorporate any comments before the application is formally submitted. Additionally, The applicant will endeavour to support City Staff and the Councillor's Office in the community consultation process.

Applicant-led Engagement Methods

Project Website and Email

A dedicated project website was set up to help serve as a central source for consistent messaging, updated information, and feedback collection from community members. Building off the project website, a project email was also created as a dedicated channel for the public to directly engage with a member of the project team for project-related inquiries.

Website: www.BronteCreekMeadows.ca

Email: info@TheAlineaGroup.ca

Who?

- Open to anyone who is interested in learning more about the project

When?

- Available throughout the planning application process

Pre-Application Community Meeting

Meeting Details

- **Date**: October 1, 2025
- **Time**: 6:30PM – 8:30PM
- **Location**: Burlington Convention Centre
- The Pre-Application Community Meeting was hosted by the Applicant as a hybrid town hall, with support from the City of Burlington. The purpose of the meeting was to provide interested members of the public with an opportunity to ask questions and provide feedback. Members of the project team and City staff were in attendance to present details of the proposal and applicable planning policies, and to respond to comments and questions from attendees. Mayor Meed Ward and Councillor Sharman were also in attendance. Please see accompanying Summary of Public Consultation for additional meeting details.
- **Who?**
  - Open to anyone who is interested in learning more about the project
  - Residents within 250m surrounding the property

City-led Engagement Methods

Statutory Public Meeting

- A Statutory Public Meeting will be held at Burlington City Hall which will provide members of the public the opportunity for further commentary to City Staff, the project team, and members of Community Council

7 Evaluating Feedback

During the public consultation phase for this proposal, data gathered from stakeholder meetings, project webpage and email, and community meetings organized by either the applicant or the City will be documented to reveal key themes. The applicant hopes to establish a continuous feedback loop with the public and stakeholders to inform the proposal and new development. At minimum, the objective is to deliver concise summaries of the engagement and emerging themes that unfold throughout the development application process to interested parties.

8 Conclusion

This Public Consultation Strategy has been prepared to support the Zoning By-law Amendment and Draft Plan of Subdivision for Phase 1 of the Bronte Creek Meadow lands located at **5164 to 5900 Upper Middle Road and 5201 Mainway**. It describes the purpose of consultation, key messages, list of matters to be addressed, audiences for consultation, area of impact, and proposed communication tools to share information with the public.

The applicant is pleased to work with the Ward Councillor and City Staff to adjust the engagement approach through the review of the planning application.

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Appendix A

Demographic Profile

Demographic Profile

5164 to 5900 Upper Middle Road and 5201 Mainway		Bronte Creek Meadows Area	Burlington Census Subdivision
Age	Children (0-14)	18%	16%
	Youth (15-24)	14%	11%
	Working Age (25-54)	52%	37%
	Pre-Retirement (55-64)	16%	15%
	Seniors (65+)	26%	21%
Educational Attainment	No Certificate, Diploma, Degree	10%	11%
	High School	22%	25%
	Apprenticeship or Trades	3%	4%
	College, CEGEP, Other	19%	22%
	University Below Bachelor Level	3%	2%
	Bachelors' Degree or Higher	43%	36%
Median Household Income		$133,000	$110,000
Housing Tenure	Own	82%	75%
	Rent	18%	25%
Language Spoken Most Often at Home	English	84%	87%
	French	<1%	<1%
	Non-Official	12%	9%
	TOP 3 Non-English Home Languages	1. Mandarin 2. Arabic 3. Spanish	1. Spanish 2. Arabic 3. Mandarin
Immigration	Born in Canada	69%	73%
	Top Places of Birth	1. India 2. United Kingdom 3. China	1. United Kingdom 2. India 3. Philippines
Visible Minority Population		27%	21%

Housing Structure	Single-Detached	43%	50%
	Semi-Detached	5%	4%
	Row House	28%	19%
	Duplex	<1%	1%
	Apartment <5	17%	8%
	Apartment 5+	6%	18%
Household Tenure	Owners	87%	75%
	Renters	13%	25%
Household Size	Average Persons Per Household	2.7	2.5
	1 Person	22%	25%
	2 People	29%	34%
	3 People	17%	16%
	4 People	22%	17%
	5+ People	9%	8%
Main Mode of Commuting	Car	90%	89%
	Public Transit	3%	4%
	Walking	3%	4%
	Bike	2%	1%
	Other	2%	2%



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