April 20, 2011 Community Services Committee Meeting: BurlingtonGreen Delegation

Re: Report PR-04-11 Burlington Beach Master Plan Review Workplan

Chair Craven and Committee Members:

BurlingtonGreen is here this evening to support the recommendation to complete the Burlington Beach Master Plan Review.

The Burlington Beach is a truly unique and ecologically sensitive natural asset in Halton and has the potential to become even more spectacular with financial investment and careful planning with our regional partners in the areas outlined in the recommendation.

The key guiding principal to "protect the existing natural features and enhance degraded areas" is easy to endorse, but the idea of "recreational opportunities to attract visitors" gives us pause. We would hope that the idea of protecting and enhancing will take clear precedence over environmentally harmful recreational facilities.

The outline indicates the public will be involved in the planning via city and region web pages and at two PICs - the Environmental Constraint Mapping and Functional Plan and after the Preliminary Master Plan has been produced (likely February 2012). We have some concerns with this plan:

1. The PIC format has traditionally been poorly publicized and therefore poorly attended. We recommend that the PICs be well publicized with press releases, large-scale advertisements in the Burlington Post, through City Talk and Councilors' emails and ward meetings.
2. Web sites are effective when they are given substantial publicity to make people aware of them. Accordingly, we would like to see a strong support campaign for this component as well.

Appendix F of the Recommendation shows that in the consultation process completed to date, 105 people were interviewed, but only 40 of these were from the general public – not a lot of citizens to base a major recommendation and development plan on and a number we hope is greatly expanded with the next set of consultations.

Thank you for your time.

Ken Woodruff
President, BurlingtonGreen