

ONLINE PUBLIC SURVEY RESULTS

DATE	August 1 – December 22, 2025
FORMAT	Online
PLATFORM	Get Involved Belleville (Official Plan Review City of Belleville)
ENGAGEMENT	167 Responses

BACKGROUND

In collaboration with the City of Belleville, an online survey was created by NPG Planning Solutions Inc. to gather public feedback related to the City’s Official Plan Review. The survey was hosted on *Get Involved Belleville*, the City’s online community engagement platform. The survey opened on August 1st, 2025, and closed on December 22, 2025. The survey garnered 167 responses during this time.

The survey was designed to understand what residents consider important as the City of Belleville grows over the next 20 years. Questions were structured around topics such as housing typologies and density across the community, protection of historic neighbourhoods, and the future vision for the City. The responses provided in this survey will inform considerations for policy development in the Official Plan.

SUMMARY OF FINDINGS

A summary of the results for each survey question has been included below, providing graphics and outlining key themes from written responses. Question 2 of the survey asked respondents to identify the nearest intersection to their home, as such this information has been excluded from the survey summary.

The average respondent of the survey lives in the City of Belleville, and many work in the City as well in a variety of job sectors. Almost 60% of survey respondents have lived in the city for 5+ years. Almost half of respondents (52%) were 55 years of age or older.

Certain topics and themes were raised by respondents across respondents, highlighting and reinforcing matters in the City of Belleville that are most important to those who live, work and visit. In general, the need for **more affordable housing and rental options** in the City were recognized by many respondents, although some did note that housing prices are generally lower than other cities. With respect to accommodating density in the City, respondents generally indicated a preference for **midrise apartment-type housing, medium and low density forms of housing**. Rental housing and co-op forms of housing were also desired. People appreciated that Belleville is in proximity to other larger cities which can be accessed via transit, and denoted the **small-town feel** of Belleville as an asset. A desire to attract more jobs to the area was also noted.

Respondents indicated mixed opinions about the Downtown area of Belleville. Some indicated that they **do not feel connected to the downtown** and/or that they do not visit often. Concerns regarding **Downtown feeling unsafe** were raised and some respondents noted the **lack of amenities to meet daily needs**. For respondents that do visit downtown, the **local businesses, heritage and streetscape character, walkability, and connections to the waterfront were particularly noted as valued community assets**. Respondents did identify that there are **opportunities for improvements** to the City's waterfront areas and trails.

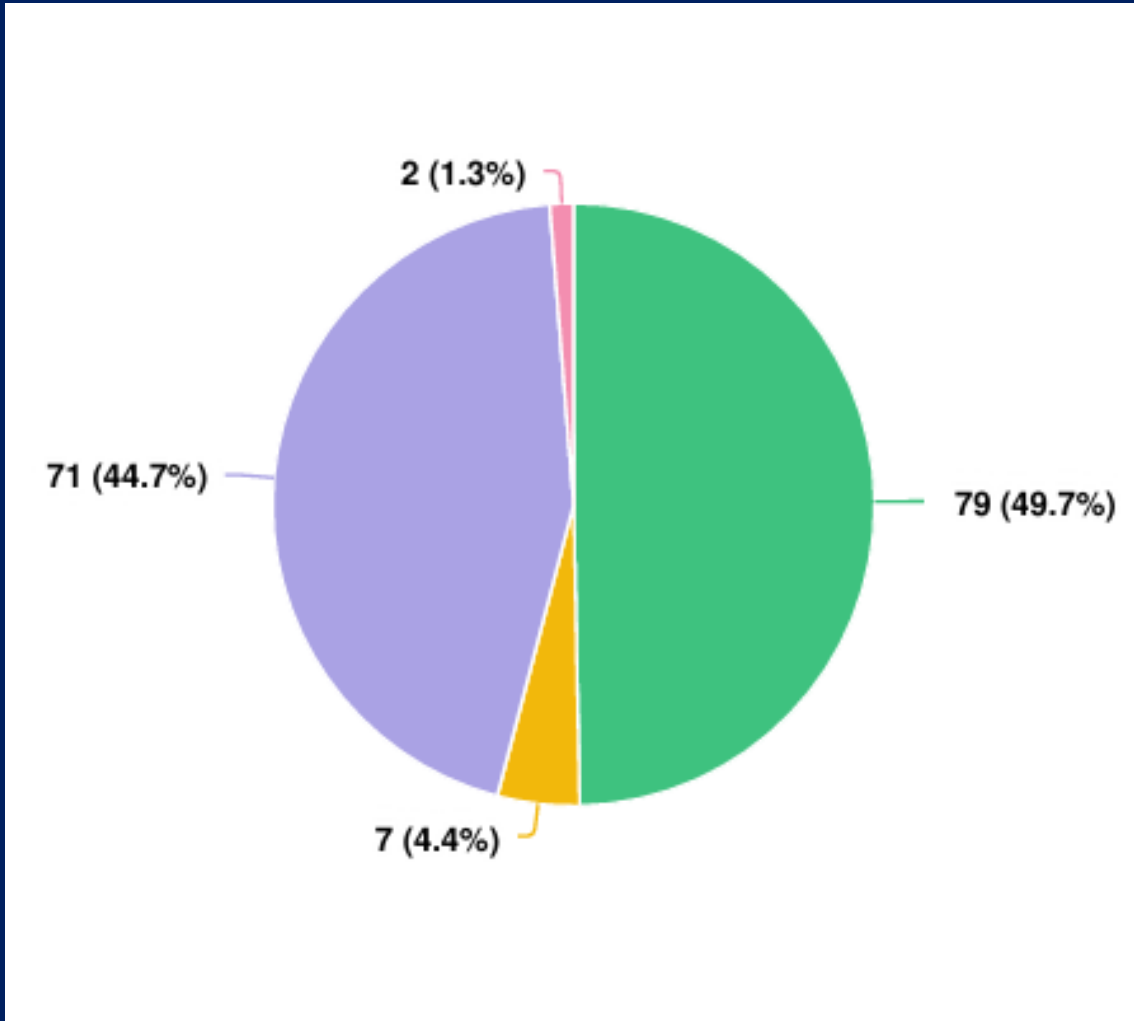
Q1: What is your favorite thing about living in the City of Belleville?

Several themes emerged from responses including:

- **Area Character** – Respondents highlighted that they appreciated the small town feel of the City, heritage of the area, friendly people, and the waterfronts along the Moira River and Bay of Quinte
- **Mobility** – Respondents highlighted the walkability of the area and access to public transit including trains and buses
- **Location** – Respondents identified that they appreciated the proximity to other cities (Ottawa, Kingston, Toronto, Picton, Montreal) and proximity to Prince Edward County as well as proximity to Highway 401
- **Amenities** – Respondents highlighted amenities available in the City including parks, Quinte Mall and the Quinte Sports and Wellness centre
- **Natural Areas** – Respondents indicated that they appreciated the proximity to the water, nature and green spaces (such as Bay of Quinte, Turtle Pond, and trails)
- **Waterfront** – Various respondents noted that they enjoyed the waterfront and trails
- **Affordability** – Some respondents highlighted that rental and housing is more affordable in Belleville than in other areas

Q3: Do you live and/or work in the City?

- Yes I live in the City = 49.7%
- Yes, I both live and work in the City = 44.7%
- Yes, I work in the City = 4.4 %
- No, I am a visitor to the City = 1.3 %



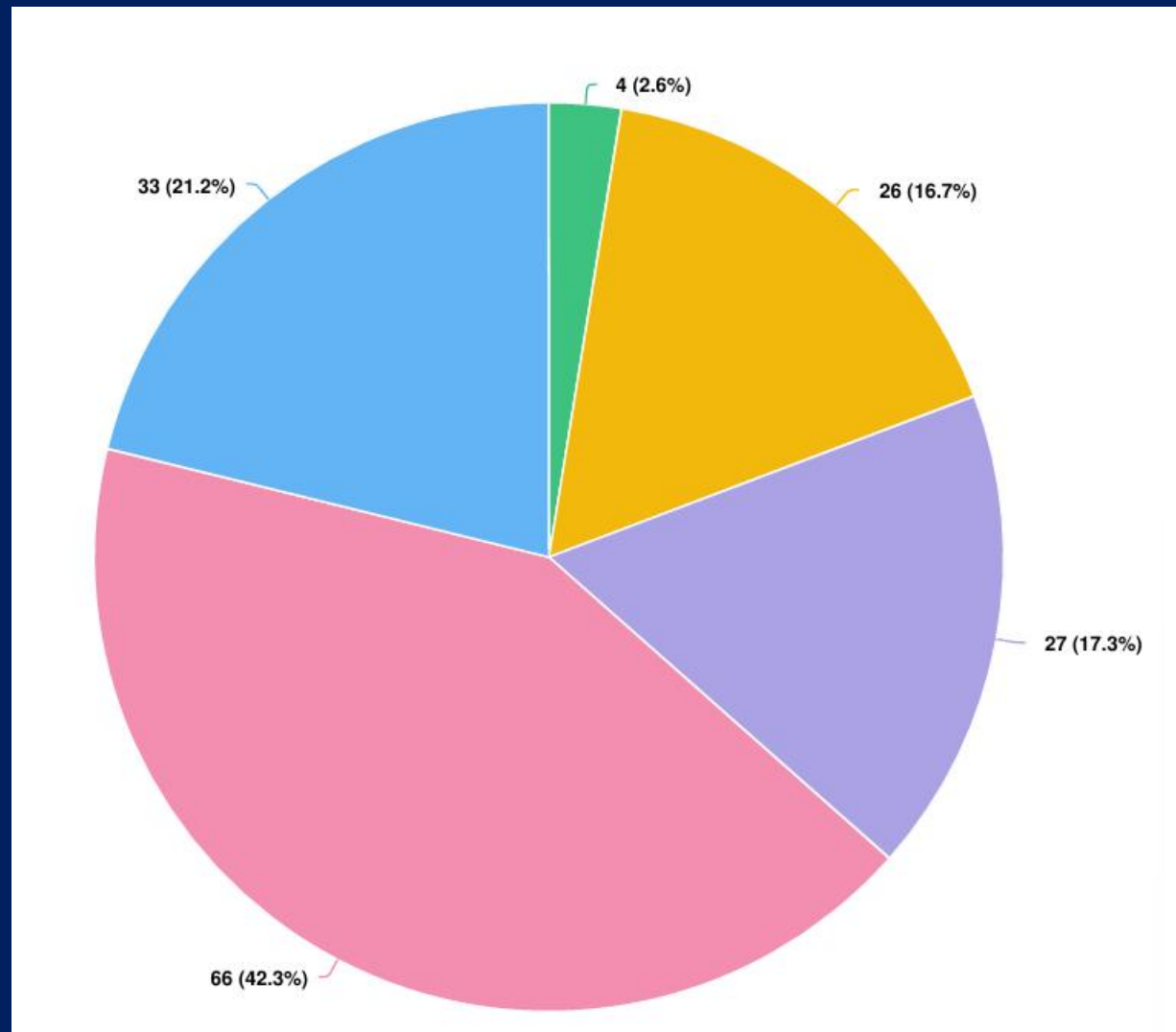
Q4: If you work in the City, what type of industry do you currently work in?

One hundred and two (102) responses were provided for this question. Five (5) individuals indicated that this question was not applicable to them for reasons including they were retired or self-employed. The remaining responses have been grouped into eleven (11) different sectors, as shown below:

- Professional and Technical Services (such as technology, architecture, accounting, etc.)
- Health Care & Emergency Services
- Retail & Hospitality
- Public Sector
- Education
- Real Estate & Land Development
- Trades
- Food Manufacturing and Processing
- Community Services
- Non-profit
- Agriculture

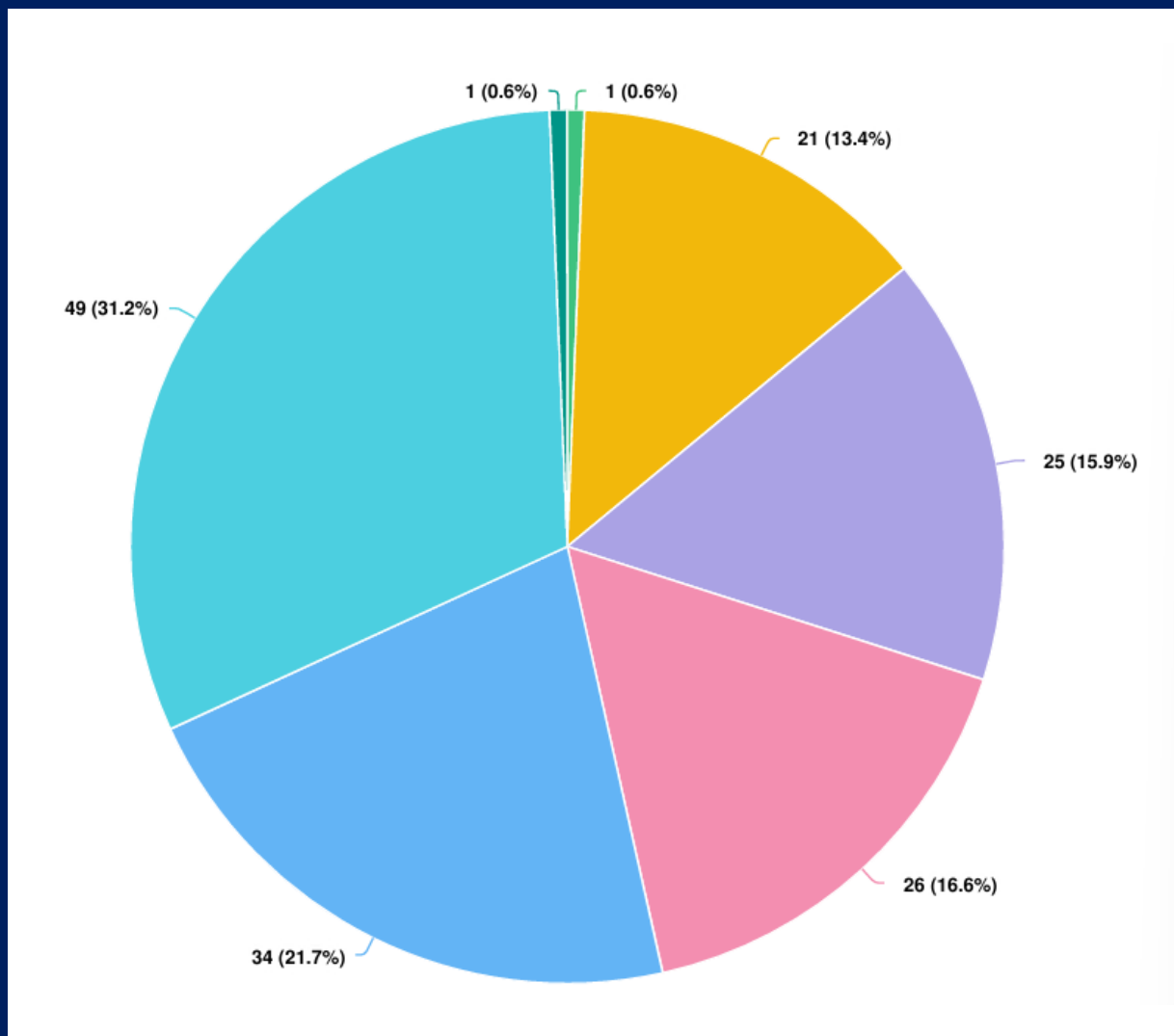
Q5: If you live in the City, how long have you lived in the community?

- More than 10 years = 42.3 %
- I've lived here my whole life = 21.2%
- 5 to 10 years = 17.3 %
- 1 to 5 years = 16.7 %
- Less than 1 year = 2.6 %



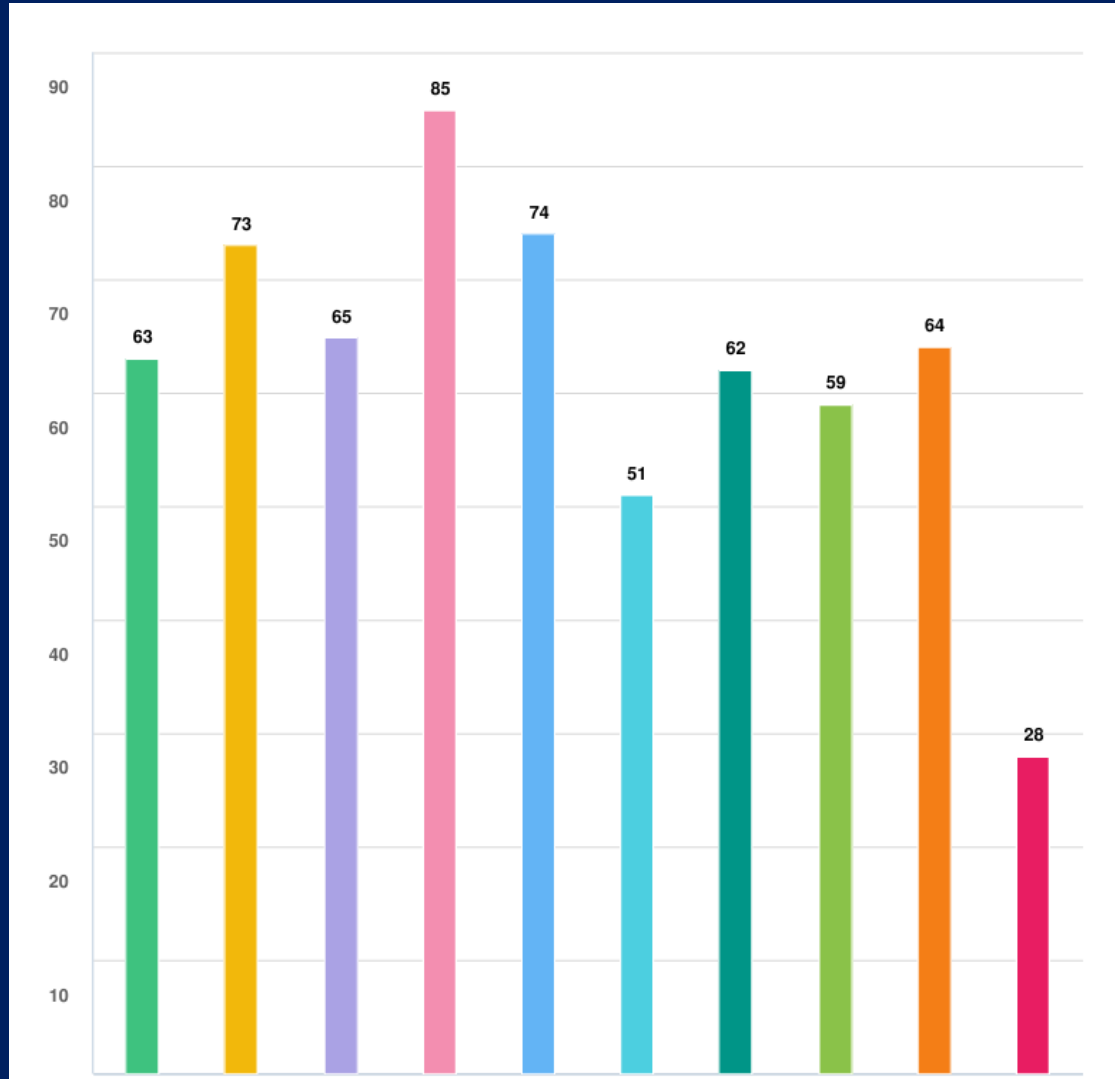
Q6: What age group are you a part of?

- 18 – 24 = 0.6 %
- 25 – 34 = 13.4 %
- 35 – 44 = 15.9 %
- 45 – 54 = 16.6 %
- 55 – 64 = 21.7 %
- 65+ = 31.2 %
- Prefer not to say = 0.6 %



Q7: What is most important to you as the City of Belleville grows over the next 20 years?

- Supporting more housing and new commercial development in the downtown = 63
- Promoting the development and revitalization of the waterfront = 73
- Supporting different housing types = 65
- Building affordable housing = 85
- Providing job opportunities in the City = 74
- Ensuring new development fits in within existing communities through high-quality design = 51
- Enhancing public transit and options to walk or bike = 62
- Protecting agricultural lands from development = 59
- Attracting new industry to the City = 64
- Other = 28



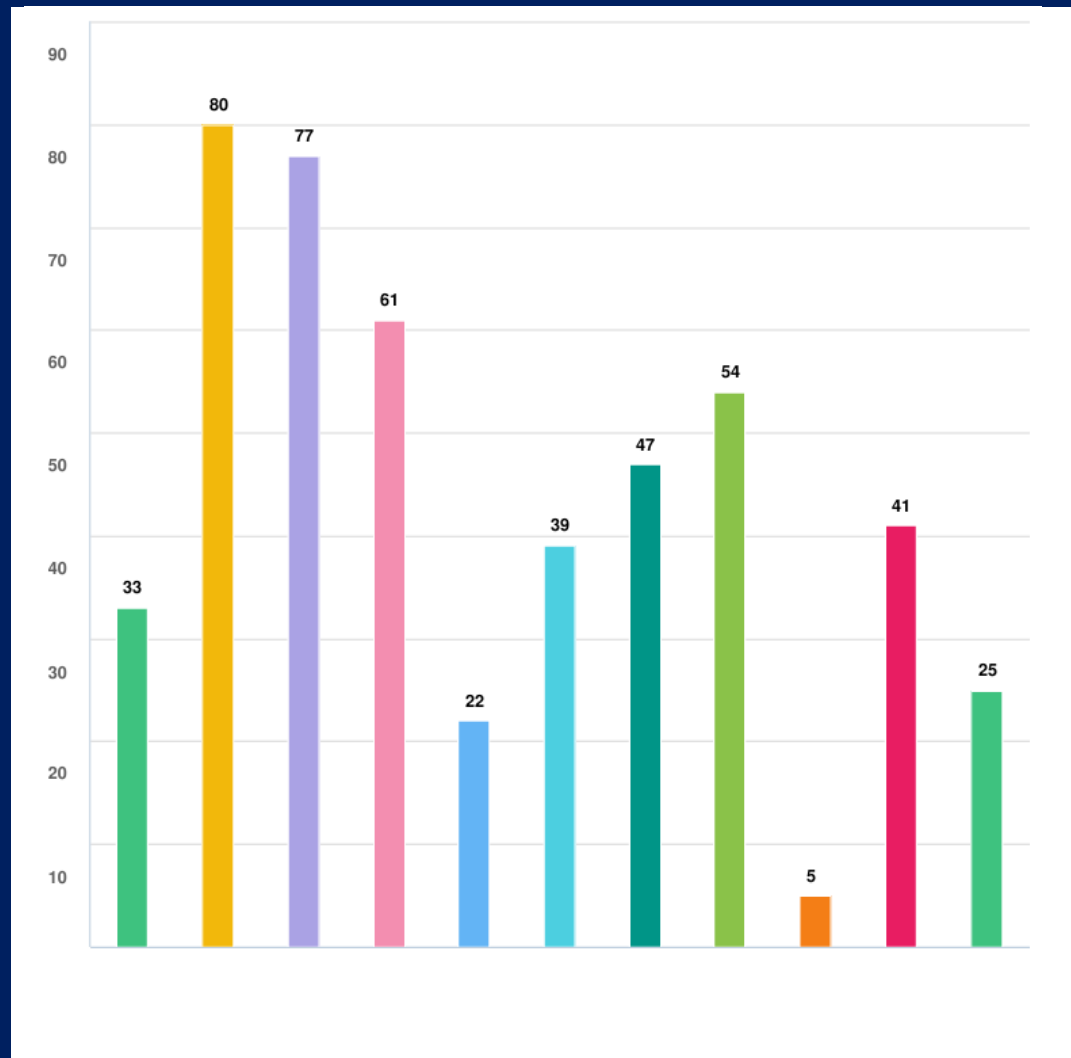
Q7: What is most important to you as the City of Belleville grows over the next 20 years?

Some respondents provided further feedback under the “other” category. These responses have been summarized into themes below:

- **Affordable housing** – Expanding affordable rental and ownership opportunities, providing co-op style housing and providing affordable housing for seniors
- **Community** – Creating more opportunities for community hubs and gathering points
- **Employment** – Diversifying employment opportunities, and attracting businesses to Front Street
- **Parkland & Amenities** – Expanding parkland and amenities in the City. Respondents specifically noted the north side and west end of the City
- **Schools** – Plan for schools to accommodate the anticipated population growth
- **Transportation** – Expanding and improving bus services
- **Upgrading Infrastructure** – Upgrading existing infrastructure including the roads and adding sidewalks to existing areas
- **Waterfront Development** – Exploring opportunities to develop the waterfront area

Q8: The City is focused on increasing the supply of housing in different forms. What types of housing would you like to see more of?

- High-rise Apartment-type housing (9 storeys or greater) = 33
- Mid-rise Apartment-type housing (5 to 8 storeys) = 80
- Medium Density housing, such as two-unit dwelling, three-unit dwelling, four-unit dwelling, townhouses, back-to-back townhouses, stacked townhouses, and low-rise apartment buildings = 77
- Low density housing, such as single detached dwellings and semi-detached dwellings = 61
- New Residential Units in existing houses = 22
- New Residential Units in stand-alone structures or tiny homes = 39
- Cooperative (Coop) housing = 47
- Rental units = 54
- Short term rentals = 5
- New housing on vacant lots or subdivided lots in existing neighbourhoods = 41
- Other = 25



Q8: The City is focused on increasing the supply of housing in different forms. What types of housing would you like to see more of?

Of the responses outlined in the table above, some respondents provided further feedback under the “other” category. The following housing typologies were noted by respondents:

- Senior Housing
- Assisted and Supportive housing
- Accessible housing for all ages
- Low density housing
- Medium apartments and single detached dwellings
- Rent-gearred income housing
- Housing for homeless individuals

In addition, respondents provided the following feedback related to housing:

- Recommended that housing is only expanded after infrastructure has been upgraded to accommodate projected growth
- Recommended providing affordable housing in the downtown area
- Recommended reutilizing vacant buildings to provide housing

Q9: The City is planning for new and denser forms of housing in the downtown area, such as medium and high-density buildings that may change the feel of downtown overtime. What do you appreciate the most about the downtown area now?

The feedback received has been grouped into six (6) general themes below:

- **Activities** – Respondents expressed that they enjoyed the Empire Theater and the farmer’s market. In addition, some respondents suggested additional gathering spaces be created in the downtown area
- **Downtown character** – Some respondents indicated an appreciation for the existing building heights, others felt there were opportunities for increased building heights. Some respondents highlighted the opportunity for more people in the downtown core to bring more life and vitality to the downtown.
- **Heritage** – Respondents expressed that they appreciated the historic buildings and facades in the Downtown. In addition, respondents expressed that the facades and small-town feel should be preserved.
- **Local businesses and Restaurants** – Respondents expressed that they enjoyed the variety of local shops and restaurants. In addition, some respondents expressed that support should be provided to support retail in the downtown area
- **Mobility** – Mixed responses were received regarding this matter. Some respondents expressed that they found getting around the downtown to be fairly easy by foot, others expressed that this is a matter that should be improved. Bike paths were also highlighted as an asset. The use of public transit was highlighted.
- **Moir River** – Respondents expressed that they enjoyed the riverwalk. However, respondents also highlighted that they feel that further work could be done to highlight this feature of the downtown
- **Parking** – Mixed responses were received regarding this matter. Some respondents expressed that they found parking too expensive. Some indicated that there is too much parking downtown which could provide opportunities for redevelopment

Aside from the themes outlined above, some respondents indicated that they do not visit downtown regularly and that there is little to draw them to the downtown area. Respondents highlights the following challenges in the downtown area:

- **Canopy & Greenspaces** – Some respondents expressed that they would like to have more trees and greenspaces

- **Lack of amenities for daily needs** – Some highlighted the lack of a grocery store downtown to meet the needs of a growing population
- **Safety** – Some respondents expressed concerns related to feeling unsafe in the downtown with specific reference to people experiencing homelessness
- **Seating** – Some respondents expressed that they would like to have more seating areas in the downtown

Q10: When new buildings and new development are proposed in historic neighbourhoods, what should be protected and maintained to keep the look and feel of these historic areas?

Overall, two distinct sentiments were expressed by respondents, these have been summarized below:

- **Maintaining Historic Character:**

- Various respondents expressed that new development should match the exterior of surrounding buildings
- Others recommended that the exterior façade of buildings should be maintained but that height could be increased
- Other respondents expressed that mature trees and green spaces should be protected and maintained.
- Some respondents indicated that front yard parking should be limited

- **Minimizing Barriers to Housing:**

- Some respondents expressed that only buildings of historic significance should be protected and preserved
- Other respondents expressed that they did not prioritize the protection of neighbourhood character at the expense of restricting the development of housing in the community

Q11: The City wants to encourage new forms of housing that fit in with existing communities. Can you share examples where different housing types fit well into existing communities in Belleville?

A range of responses were provided by residents, some indicated they could not provide any examples, and others provided examples of where they think housing should be built. The answers summarized below are the examples of areas/intersections that respondents felt were good examples of housing that has been appropriately integrated into the community.

- East Hill area
- Sidney Street (townhouses and condos)
- Aldersgate Area (townhouse development)
- Elm Wood Drive
- Bridge Street East
- Victoria Avenue
- Bridge Street West
- Dundas Street West (new senior expansion)
- Russell Street and Golfdale Road (co-op housing)
- Riverstone Way
- South Church Street (tiny house)
- Catherine Street & Octavia Street

Q12: What are the most important issues and challenges that the City needs to address over the next 20 years?

A range of responses were provided by respondents, these have been summarized and grouped into six (6) themes as shown below:

- **Affordable Housing** – Various respondents highlighted that the provision of affordable housing is a key matter that should be addressed. A range of housing types were highlighted as important to the community, which included senior and emergency/transitional housing
- **Economic Opportunities** – Some respondents expressed the importance of attracting new industries to the City. In addition, some respondents highlighted the need to attract and direct new businesses in the Downtown Area
- **Meeting Critical Housing Needs** – Various respondents indicated concerns with the number of people experiencing homelessness within the community and noted that this should be addressed
- **Infrastructure Upgrades** – Various residents highlighted the need for various infrastructure upgrades to support the anticipated growth. Most respondents highlighted that existing road infrastructure needs to be improved, and some noted that the addition of new bike lanes should also be a priority. Other respondents noted that recreational amenities and transit servicing should be expanded
- **Walkability** – Some respondents noted that walkability should be improved within the City
- **Waterfront Revitalization** – Some respondents identified that the existing waterfront should be improved and revitalized to attract people into the downtown

Q13: List three words that describe your vision of the ideal City of Belleville 20 years from now:

A range of responses were provided by residents; the most common terms have been noted below:

- Safe
- Affordable
- Friendly
- Vibrant
- Clean
- Inclusive
- Walkable
- Accessible
- Green
- Attractive/Beautiful
- Small
- Growth
- Community