

Bronte is a vibrant community where everyone is welcomed and everything you need is here.

► BRONTE IS WALKABLE & CONNECTED

Bronte is a community that emphasizes its connection to the water by creating safe, comfortable parks, streets, and public spaces that are easily walkable and inviting for people to linger.

- **Bronte prioritizes walkable streets** that connect community to the business district and to the water.
- **Bronte invests in wayfinding** at key locations that will invite pedestrians to institutions and destinations.
- **Bronte is accessible and multi-modal** by supporting the cycling network, investing in a safe pedestrian realm while prioritizing equity.
- **Bronte features cohesive parking management** that ensures options are robust and responsive to local needs.

► BRONTE CELEBRATES LOCAL VIBRANCY

Bronte's vibrant business district is a dependable place where everyday needs can be met, and community celebrations embrace local assets.

- **Bronte embraces its unique waterfront assets** through both passive and interactive design elements and programming.
- **Bronte is dependable for everyday needs**, a place where business hours are reliable and there is something for everyone.
- **Bronte celebrates local heritage** by acknowledging Indigenous history and stonehooking roots.
- **Bronte champions local business** through partnerships, open lines of communication and community support.
- **Bronte is an attractive place for new businesses** as support from the community and BIA make growth possible.
- **Bronte amplifies local talent and community stewardship** to host locally-relevant programming and events all-year round.

► BRONTE EMBRACES INCLUSIVITY & ANTICIPATES CHANGE

Bronte is an inclusive community where new residents are welcomed; diverse business owners are embraced, and development is harnessed for the betterment of the future.

- **Bronte embraces diversity and champions inclusivity** through culturally relevant, affordable and representational businesses as well as programming and events.
- **Bronte anticipates community evolution** and ensures that growth keeps pace with the increased demand on parks, public spaces and the business district.
- **Bronte prioritizes local benefit through development** by advocating for new and improved investments to the public realm and business district.

WHAT IS A BIA?

A Business Improvement Area (BIA) is a non-profit association of commercial businesses within a specified geographic district designated by local government. BIAs are funded through levies on commercial property taxes. BIAs represent the needs of the commercial property owners in brick and mortar establishments within the designated area.

BIAs bring business owners and community together to stimulate the local economy through investments in marketing, streetscape improvements and advocacy work. The BIA is managed by an elected volunteer Board of Directors from the local business community.

The Bronte BIA represents the commercial district defined by Bronte Rd. to the west, East St. to the east, Sovereign St. to the north and Ontario St./Lake Ontario to the south.

www.bronte-village.ca 905-825-3258

THE BIA & BRONTE FORWARD!

Bronte Forward! was conceived and led by the Bronte BIA with community engagement support by 8 80 Cities. The ideas presented in this document are informed by local residents, business owners, staff, students, seniors, neighbourhood groups and folks who call Bronte a destination and home. The BIA looks forward to working in partnership with community and stakeholders across Oakville to make the vision a reality.

The Provincial Policy Statement, 2020, A Place to Grow: Growth Plan for the Greater Golden Horseshoe, 2019 and the Livable Oakville Plan, 2018 provide direction as to where and at what scale intensification can occur in Bronte and beyond. The shared community vision in this document can support the BIA in advocating for an enhanced commercial district amidst this planned growth. By capturing the community identity and desires for an even better Bronte, the BIA has created a seat at the policy table where the community's voice can be mobilized into action at the local level. The role of the BIA is as an informed advocate within an evolving community.

