

P & B IN BURLINGTON DOWNTOWN:

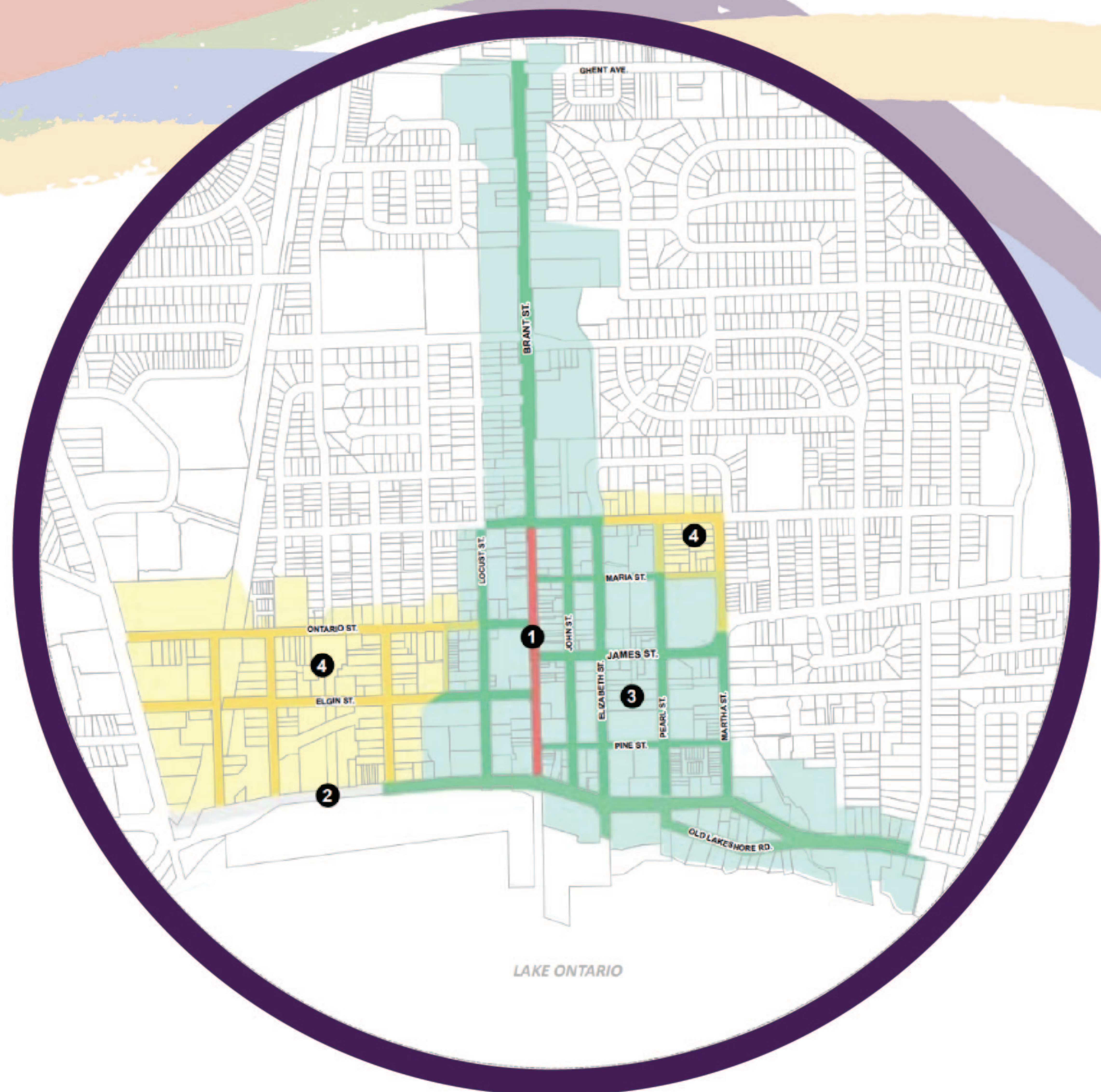
Equality vs Equity in Community Partnerships



BURLINGTON DOWNTOWN

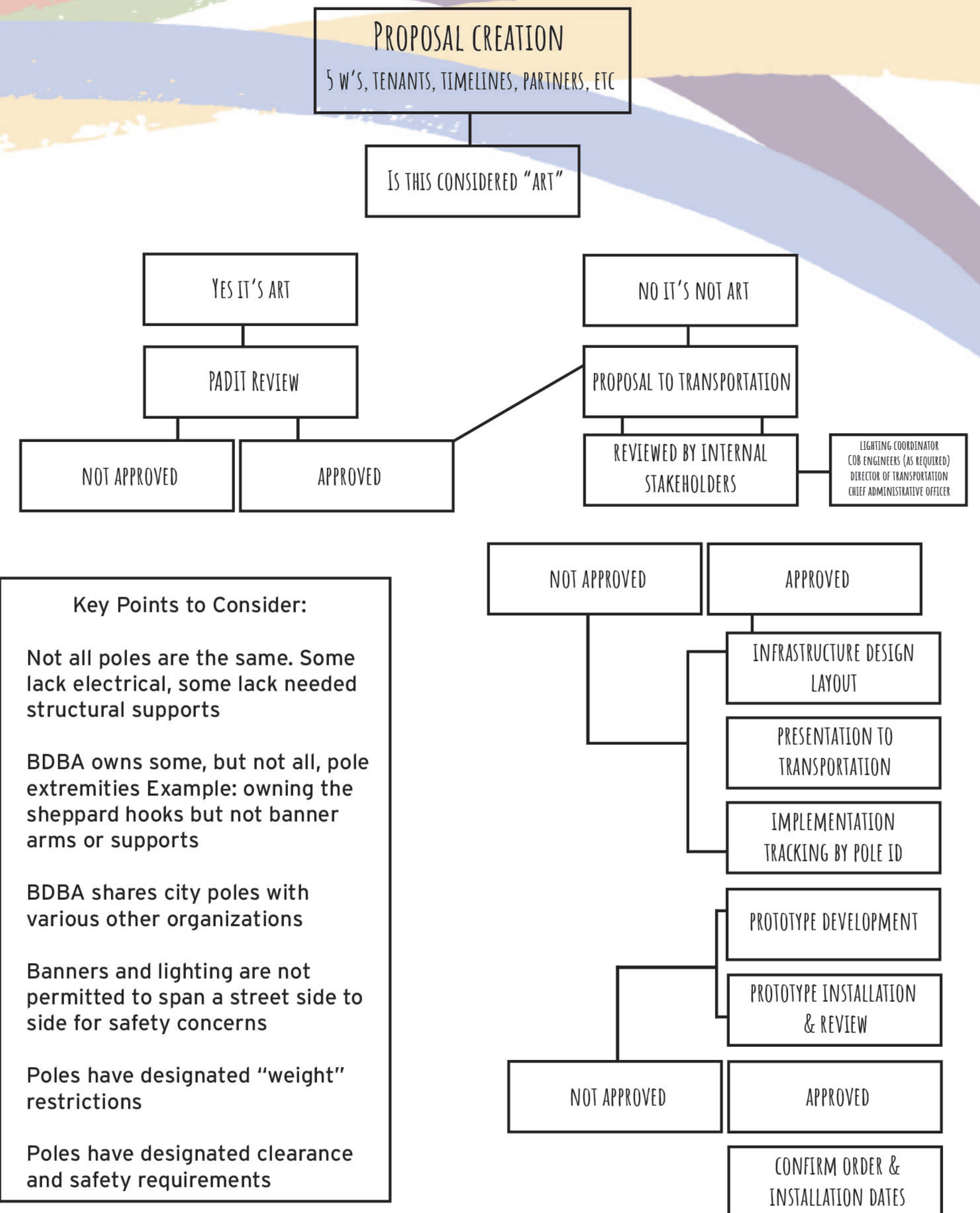
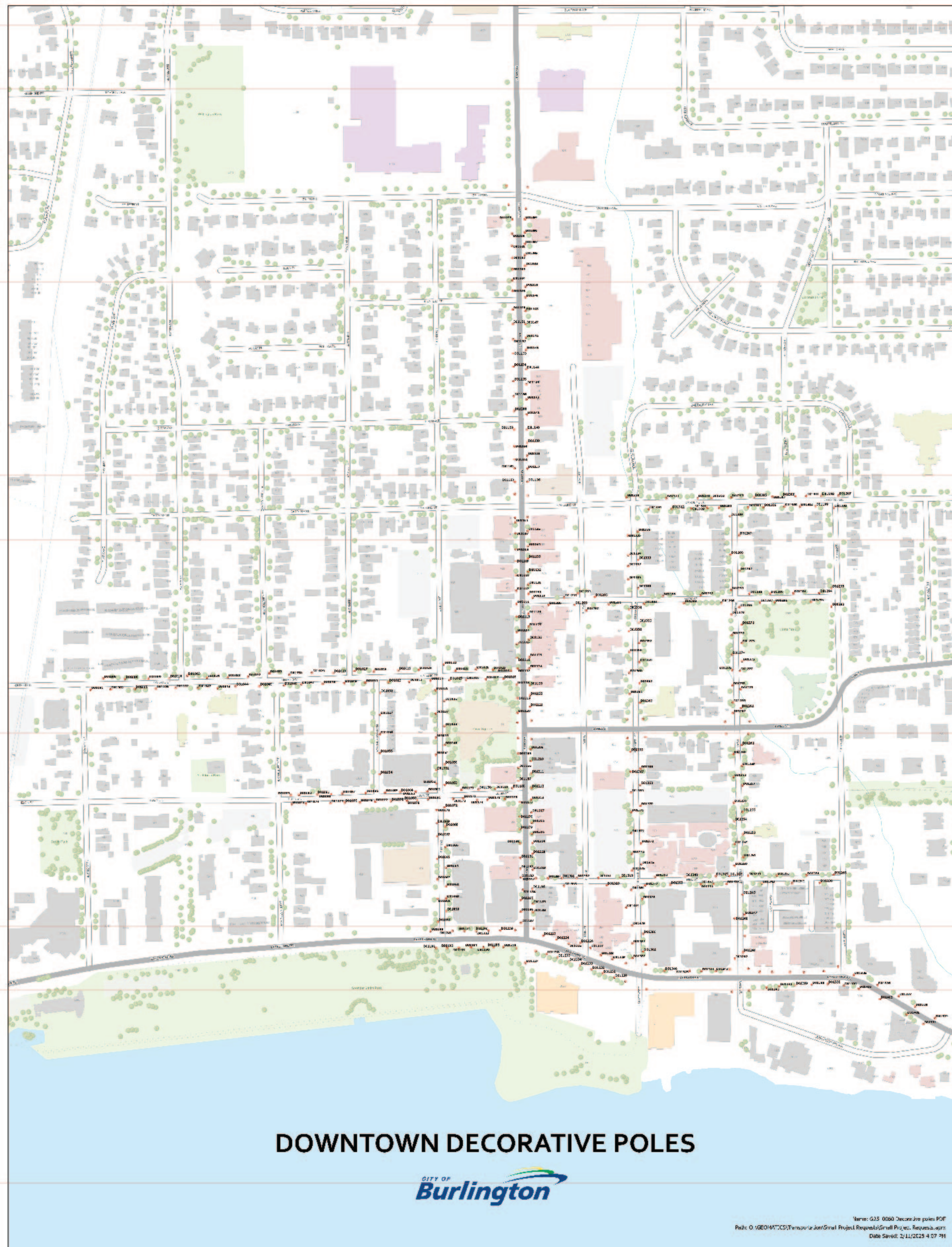
BURLINGTON DOWNTOWN 101

- ~10 square blocks of commercial space
- ~430 members
- ~270 rateable commercial property owner
- ~Roughly double the size of AVBIA
- ~Roughly double the budget of AVBIA
- ~398 decorative city poles



- 1). Main commercial hub
- 2). Lakeshore Avenue & Spencer Smith Park
- 3). Village Square
- 4). Residential areas

UTILIZING EXISTING INFRASTRUCTURE



"IT'S ABOUT EQUALITY VS EQUITY & THE WISDOM TO KNOW THE DIFFERENCE"

"Equality is everyone having access to an experience.
Equity is everyone having the ability to enjoy it."

This is the foundation for our 10 year beautification plan: Transform 2035

What does this mean for community partnerships?



COMMUNITY PARTNERSHIPS BUILT ON FOUR GUIDING PRINCIPLES:

1. Inclusivity
2. Identity
3. Functionality
4. Sustainability

It's about active listening and engaged communication,
and welcoming all types of parties to the table



PLACE-DRIVEN WAYFINDING

Utilizing existing public infrastructure and strong branding to establish a meaningful sense of pride, ownership and place

By leading with purposeful design and literal direction, ever-green installations define your BIA.

It's maximizing impact while simultaneously minimizing labour costs



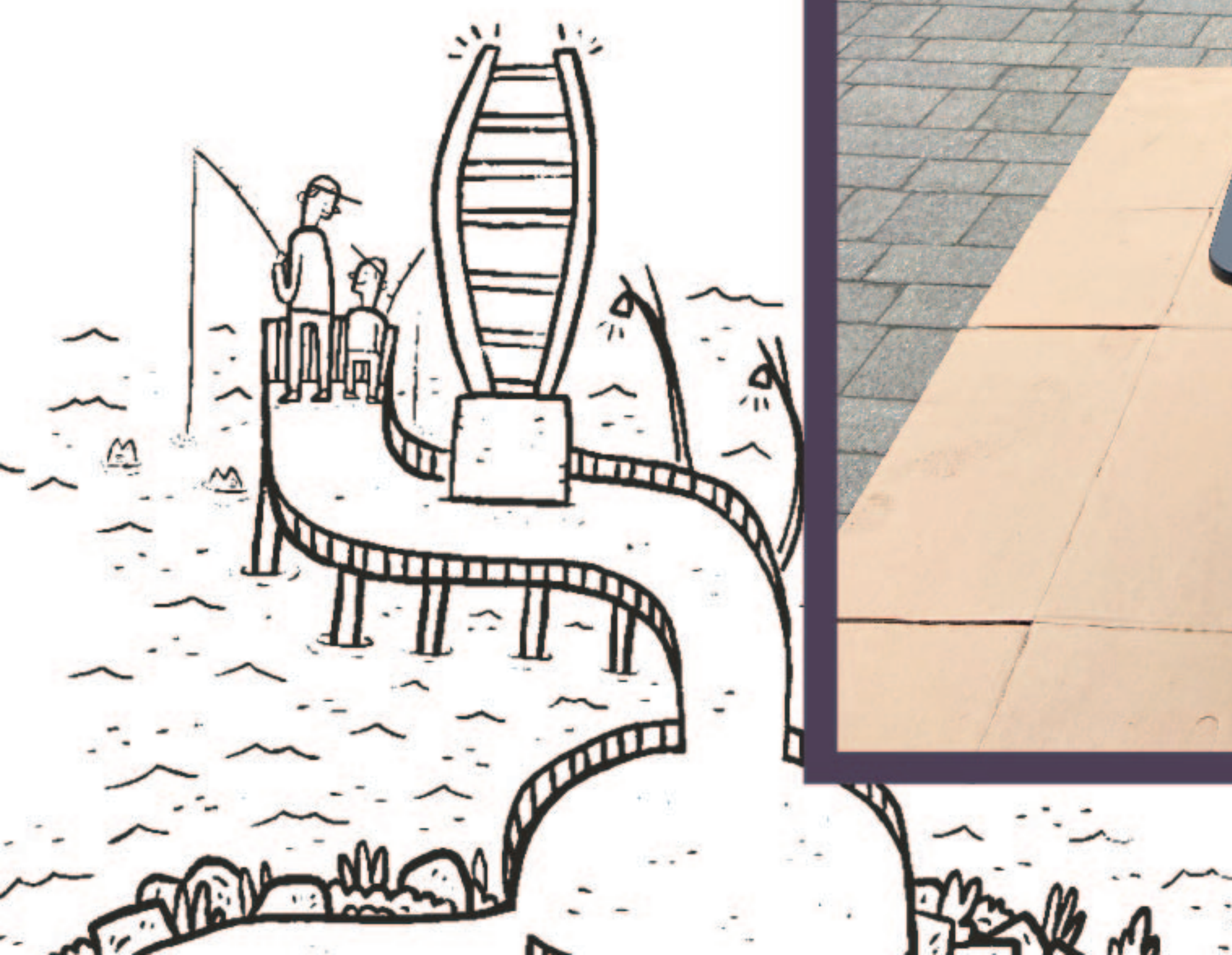


INFRASTRUCTURE IN BOTH REALMS

Placemaking needs to start with a feeling. Being able to offer visitors to your downtown a literal place to sit and unwind enhances their feeling of safety, comfort and belonging, while helping to increase dwell time

While tying in aesthetically pleasing and accessible public infrastructure, we work to reinforce a sense of community connection, pride of ownership and equity for all





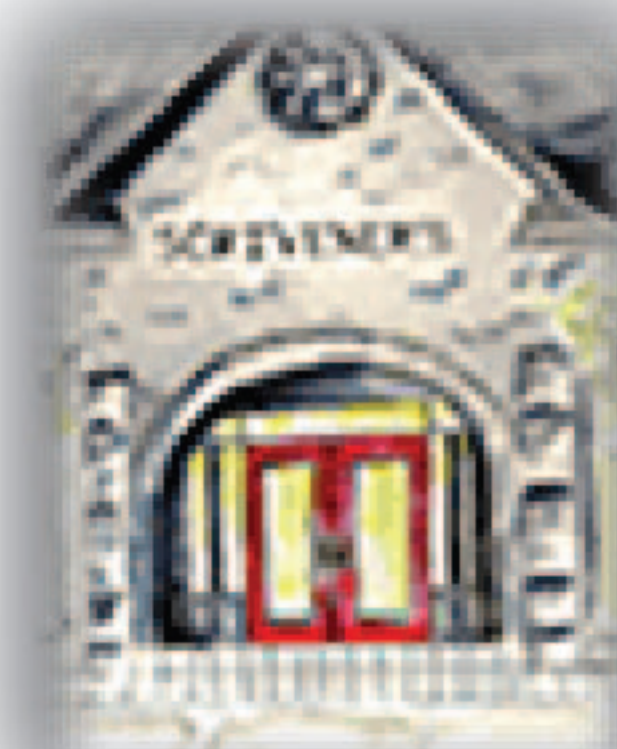
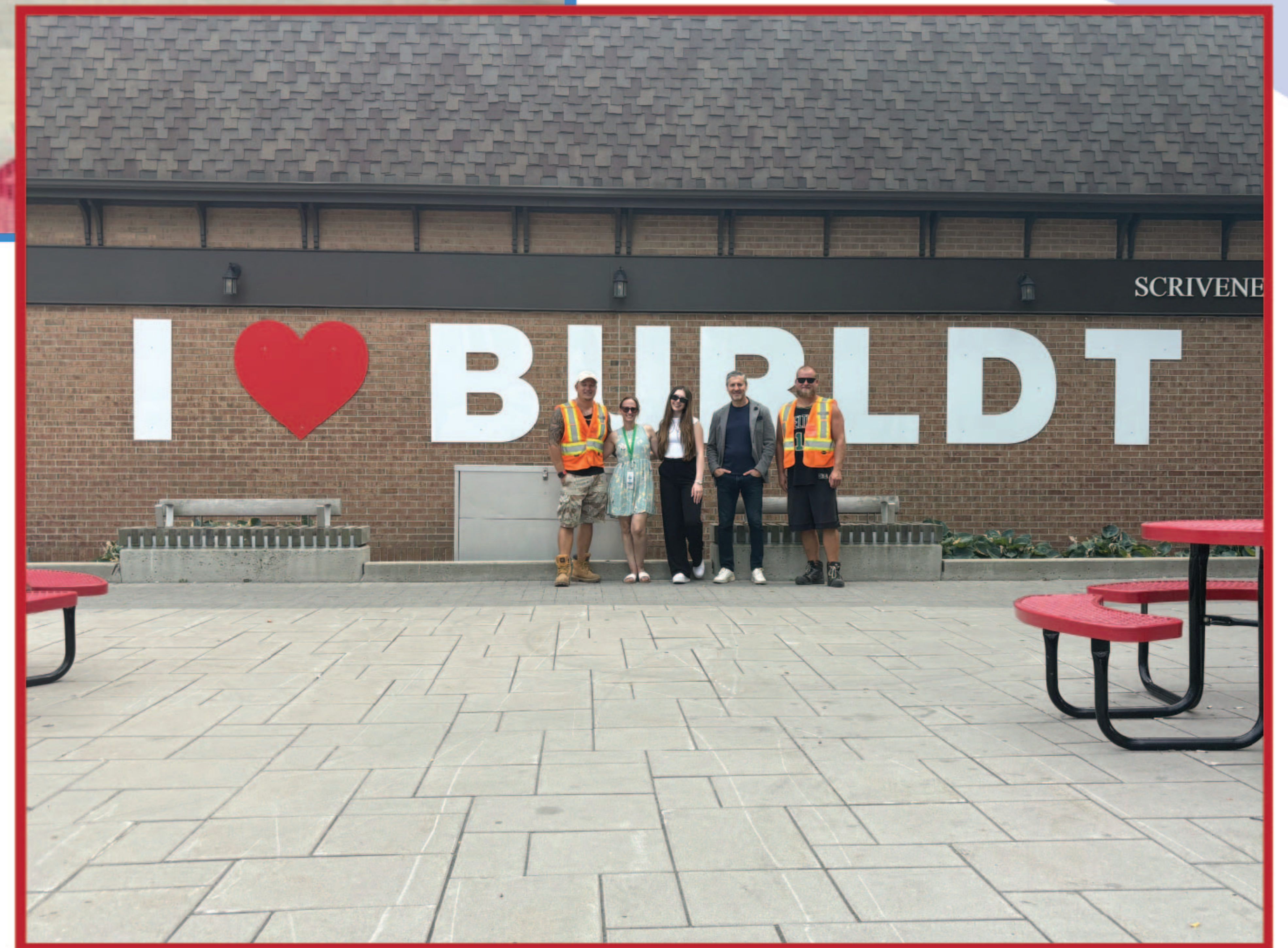
RE-ENFORCING DISTRICT IDENTITY

In the hub of the community, people come together.
It is where branding and identity are re-enforced

There is an intersection between public and
private realms, allowing for intentional and
meaningful gathering places

Continous improvement and responsiveness equals
momentum. This inspire pride and connection
among residents, visitors and
small business owners





SCRIVENER'S
MEN'S APPAREL

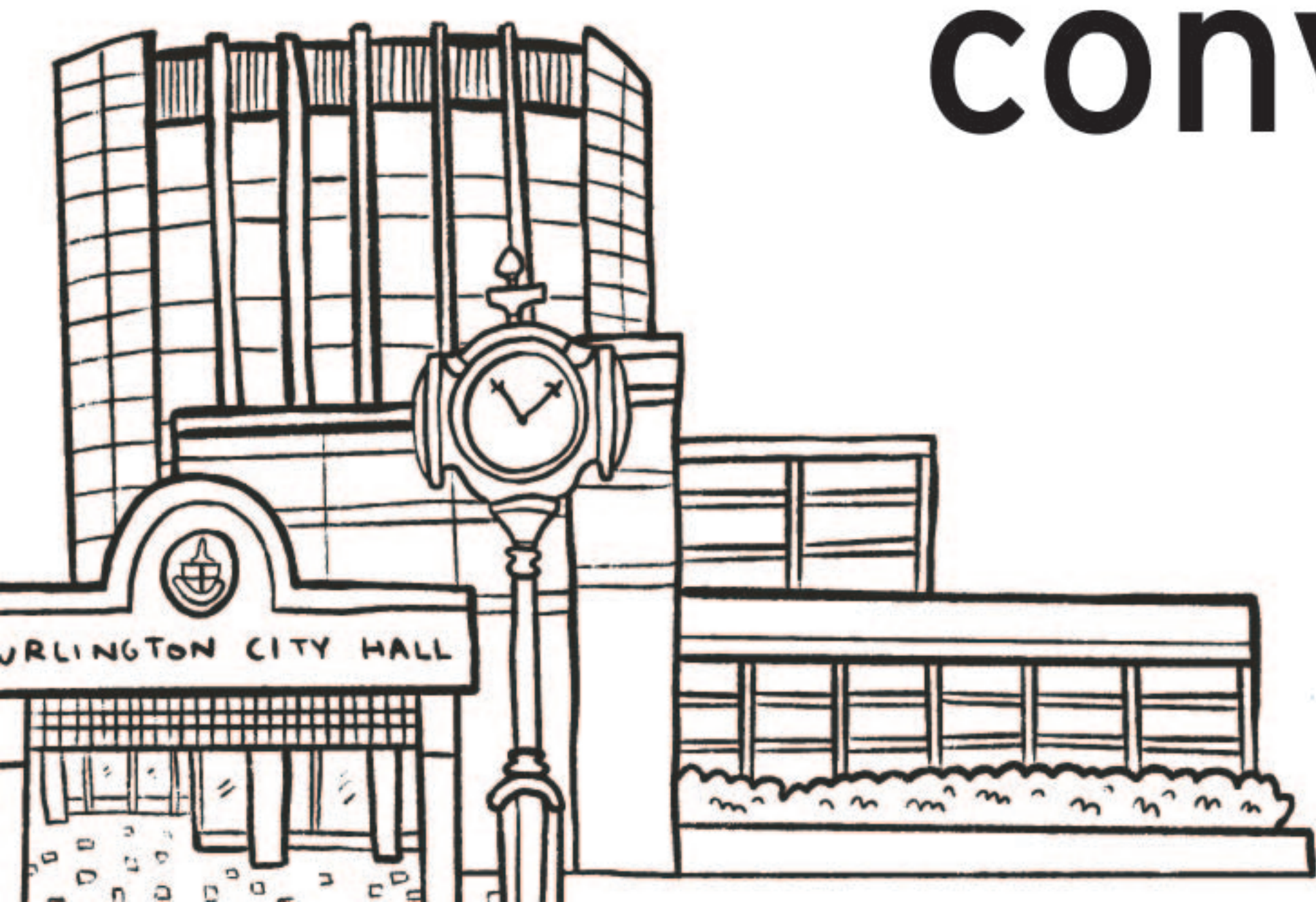


RE-ENFORCING DISTRICT IDENTITY & BRANDING

"Painting is just another way of keeping a diary."
- Pablo Picasso

Storytelling matters, and behind every great BIA
is an even greater story about its
roots and its membership

Public art, in all its many forms, encourages
conversation, and a connection to place
where the story started



steps

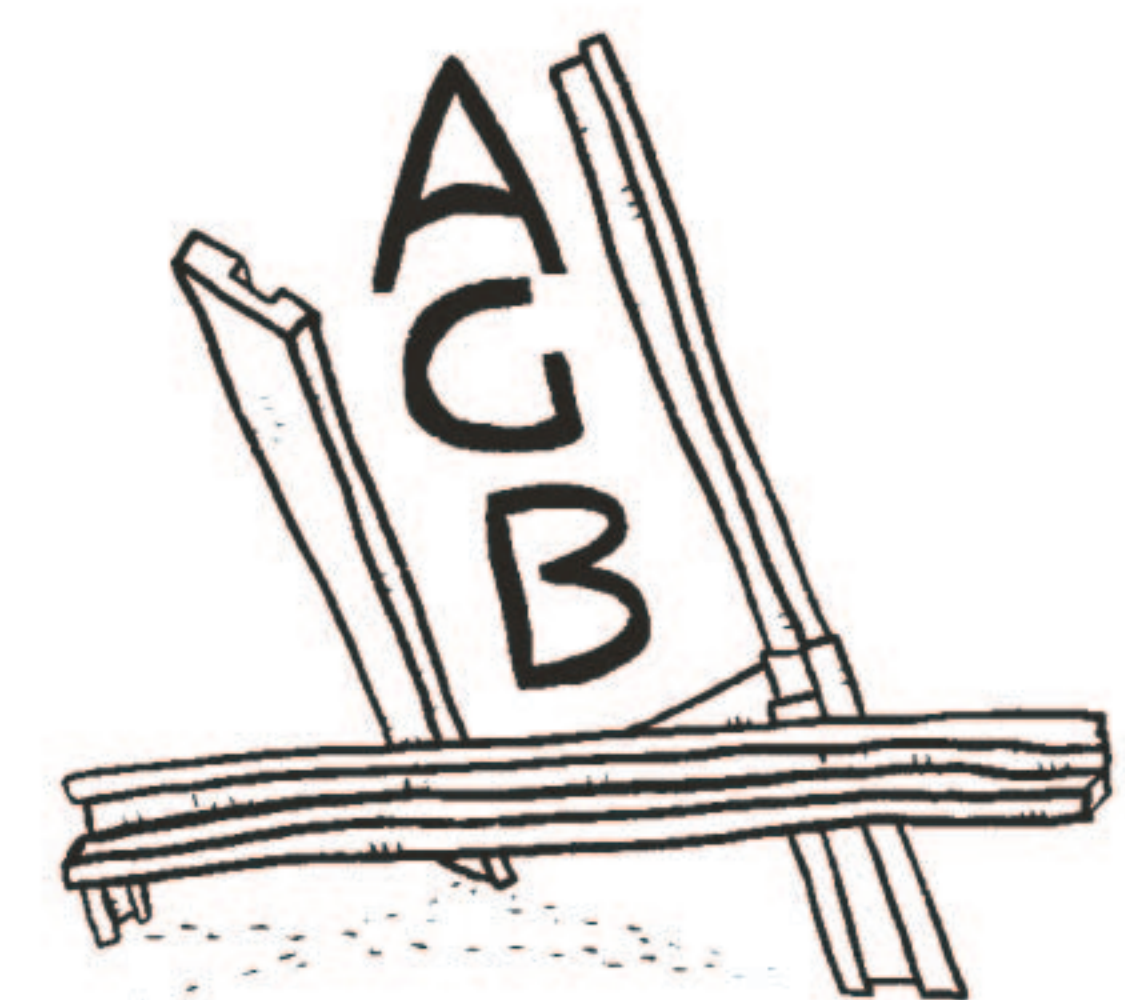


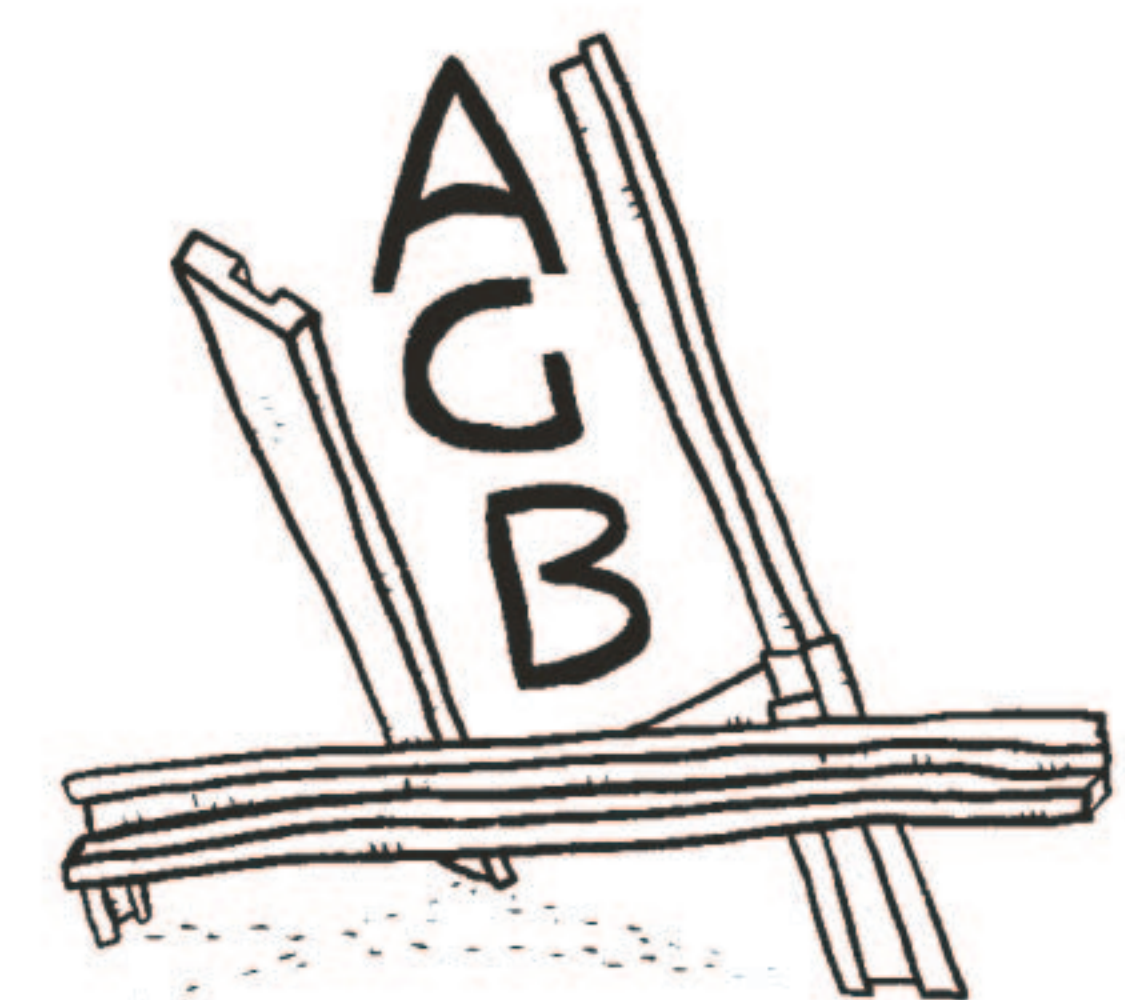
ACCESSIBLE WAYS TO EXPLORE

Downtown communities need to be equitable in every aspect, especially during exploration

Accessible, functional and visually engaging throughways are key to developing a sense of comfort and belonging

This works to give all people, regardless of ability, the opportunity to experience their surroundings

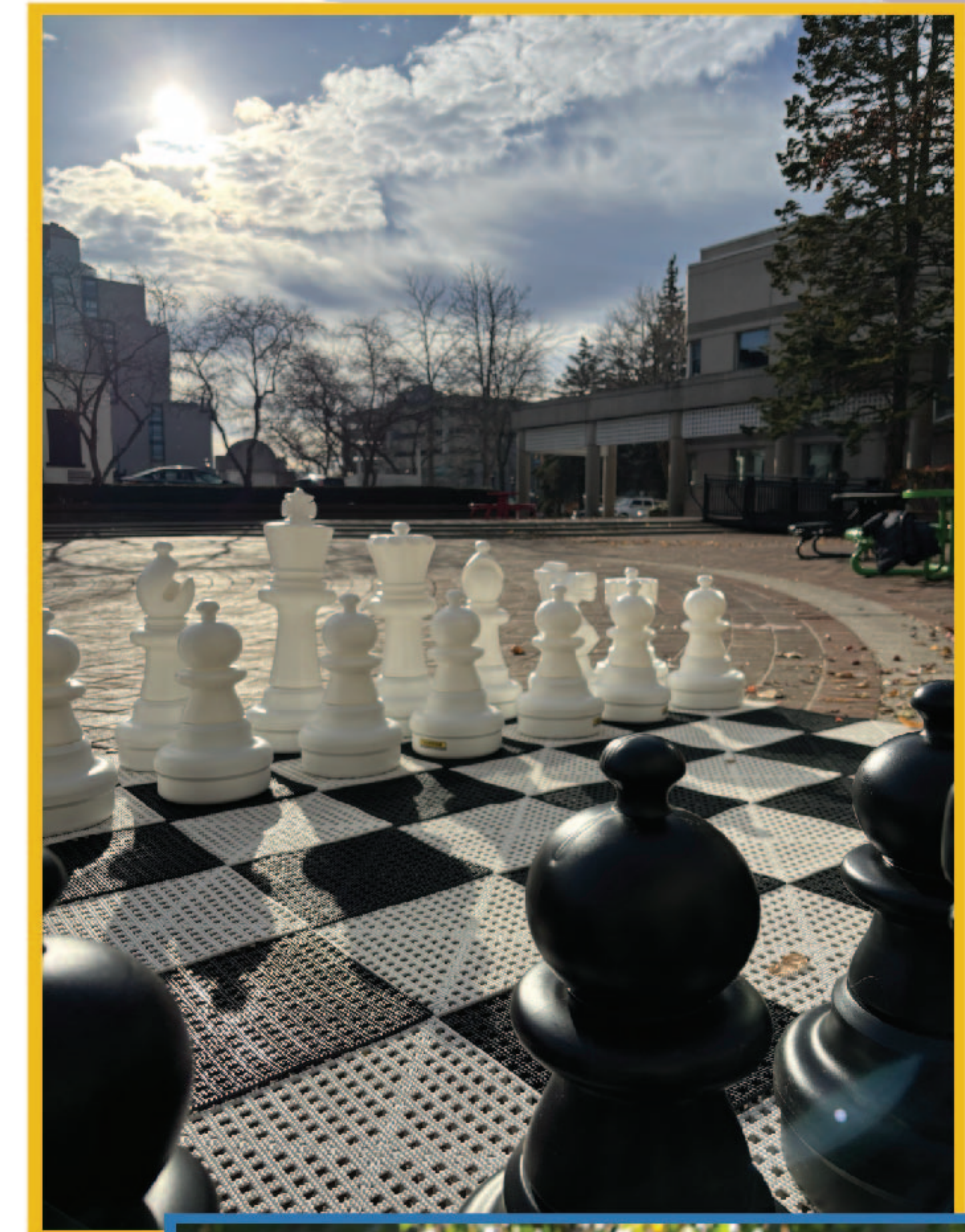




**SIGN
SYSTEMS** Inc.



PLACEMAKING & PARTNERSHIPS IN MOTION



PLACEMAKING & PARTNERSHIPS IN MOTION



INSPIRED LEADERS
SHAPING CITIES

DISCOVER
Burlington



**DOWNTOWNS
CENTRES-VILLES**
ATLANTIC CANADA ATLANTIQUE

CITY OF
Burlington

THE BURLINGTON
**PERFORMING
ARTS** CENTRE

 **Westplay**
RECREATIONAL SPACES

 **BURLINGTON**
CHAMBER OF COMMERCE

Bringing life to business



**ELECT
RESPECT**
DEMOCRACY DEPENDS ON IT


MUSEUMS
OF BURLINGTON

agb
ART GALLERY OF BURLINGTON



EVENTS MAKE A PLACE

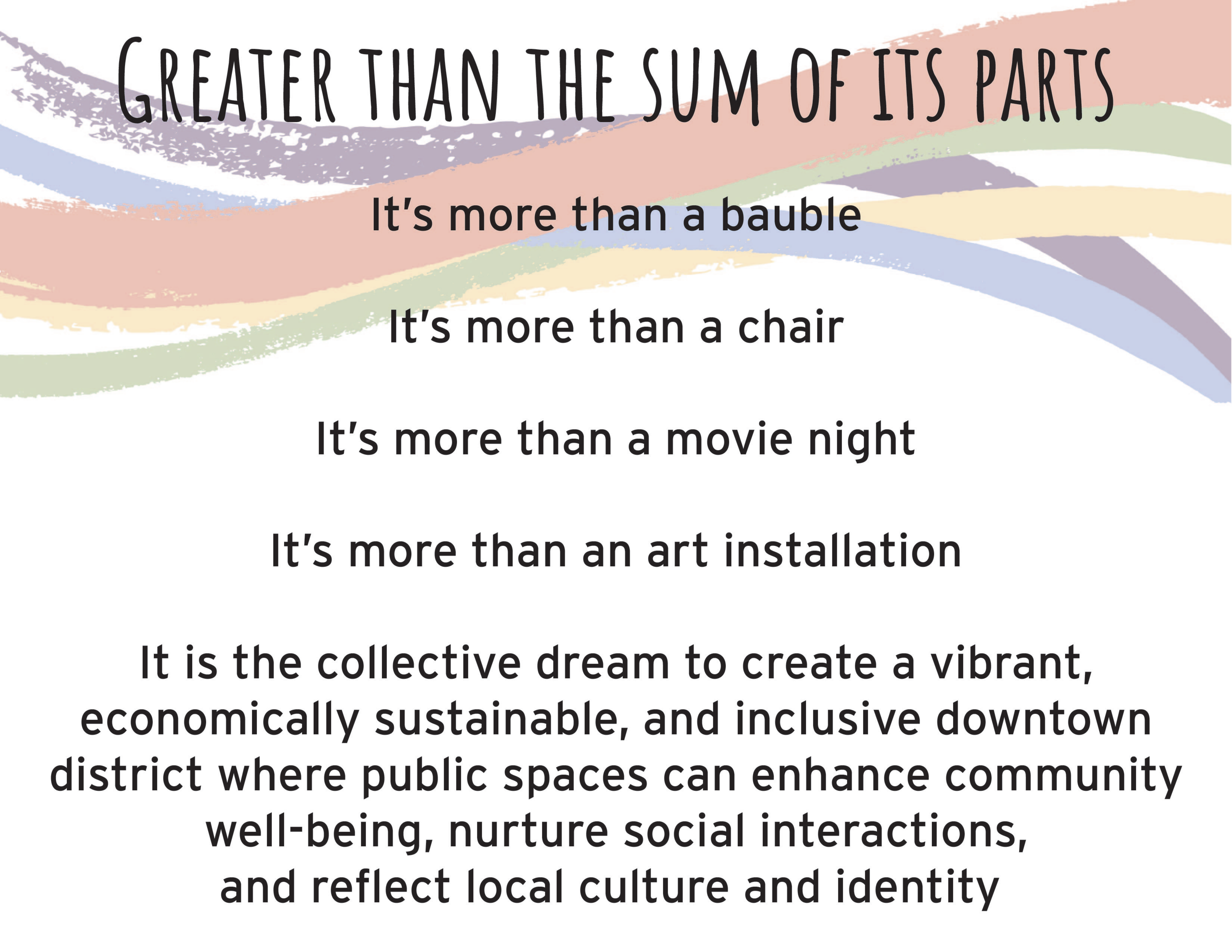
Events are not so much held, but felt. The emotional impact that events can have on those who attend work to lay the ground work for trust, safety and a feeling of personal investment

Events are an extension of your BIA's personality, and become the fabric of someones relationship with their community

Events turn visitors into ambassadors for your downtown







GREATER THAN THE SUM OF ITS PARTS

It's more than a bauble

It's more than a chair

It's more than a movie night

It's more than an art installation

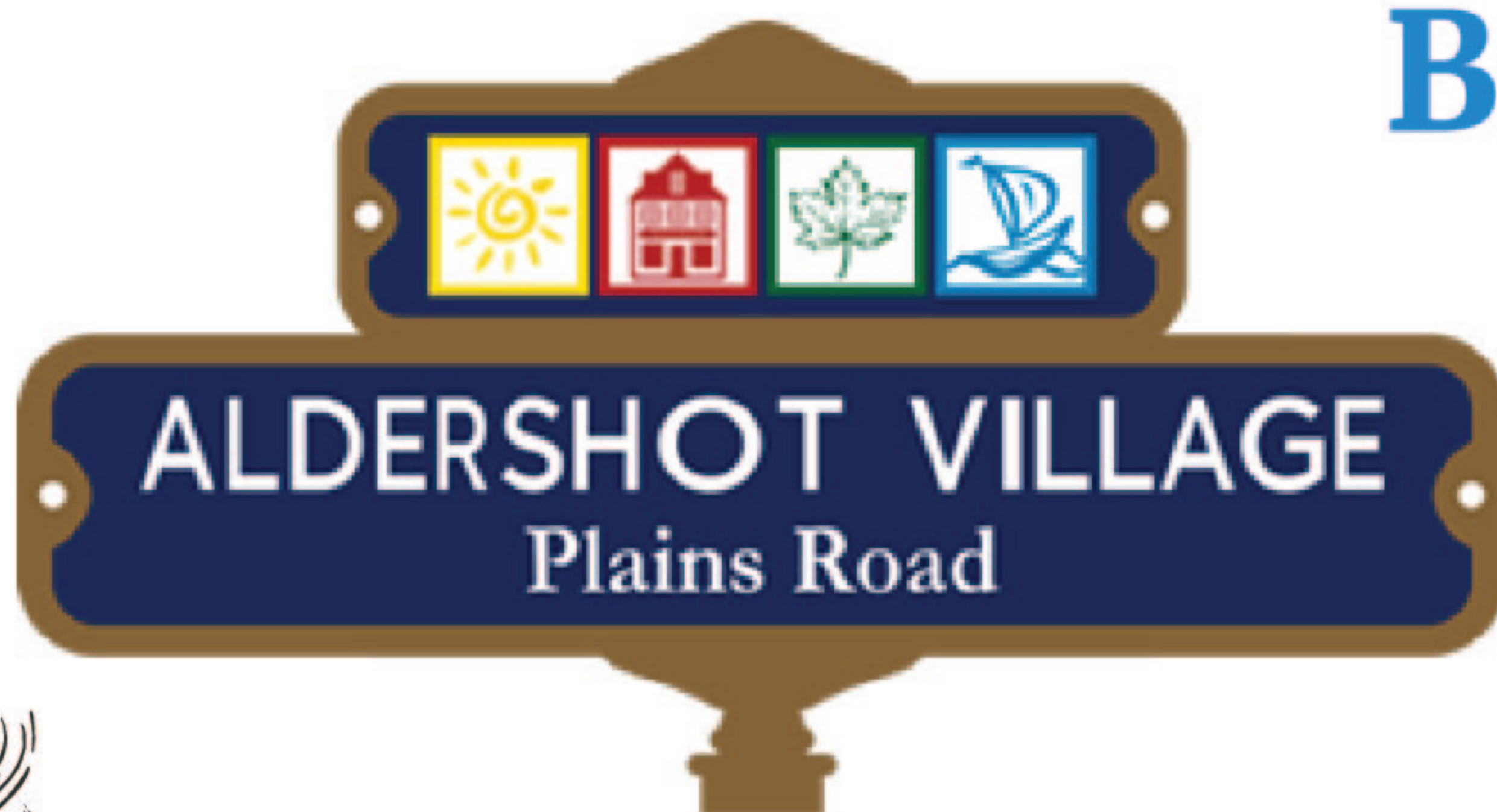
It is the collective dream to create a vibrant,
economically sustainable, and inclusive downtown
district where public spaces can enhance community
well-being, nurture social interactions,
and reflect local culture and identity

GREEN LANYARD PROJECT

Recognizing and embracing neurodiversity is crucial for creating inclusive and equitable environments in our community

BDBA sought to design a program that allowed visitors to downtown to feel heard and seen, without having to explain

In proud partnership with Stefanie Peachey of Peachey Counseling & Family Support, we created The Green Lanyard Project



Burlington Food Bank

peachey
Counselling and Family Support

