

PRESS RELEASE

For immediate release

The Town of Brome Lake Unveils Its Housing Policy

Brome Lake, July 10, 2024 – The Town of Brome Lake is proud to announce the introduction of its new housing policy, a plan designed to meet specific housing needs on its territory. This initiative is a first step in the development of the future urban planning and is in line with the Town's desire to support two types of clientele in particular, by offering solutions adapted to their needs.

In response to rising housing prices and increased demand, the Town of Brome Lake has been proactive in developing a housing policy designed to ensure a harmonious future for its community.

Priority clientele: seniors and young households

The new policy targets two groups particularly hard hit by current challenges: seniors and young households. The objective is to diversify the housing offer to meet the specific needs of these clientele.

For seniors, this means offering affordable, adapted options that promote their well-being, allowing them to continue to live in their community. For young households, it means offering attractive, affordable housing to encourage them to settle in Brome Lake.

A clear vision

Brome Lake's housing policy is based on three key orientations:

- Diversifying the housing supply throughout the territory to meet the needs of seniors and young households;
- Identifying priority areas for the creation of new housing;
- Regulating the quality of new residential developments while encouraging affordability.

"It is with a deep commitment to our community that we present this new housing policy," says Town of Brome Lake Mayor Richard Burcombe. By developing a diversified housing offer, we seek to promote the well-being of our seniors by enabling them to stay in Brome Lake, while attracting new, younger residents."

A promising future

The Town of Brome Lake plans to build 300 new housing units by 2035, an initiative that will help balance the local real estate market and ensure affordable housing for all its citizens.

The Town of Brome Lake worked with urban planning consultant Jean-François Vachon to complete this new housing policy, the final version of which was adopted at the July Council meeting. For further information, please consult the complete housing policy document [available on the Town of Brome Lake website](#).

Housing situation (based on 2021 statistics)

- 3683 housing units
- 81% single-family homes
- 18% renters and 82% homeowners

Portrait of households in Brome Lake*

- 2830 households
- Median age is 58 years
- 1 or 2 people make up $\frac{3}{4}$ of households

**Source: Statistics Canada, 2021. Census of population.*

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Source and information:

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