

WELCOME TO



HILLSIDE
HOMES

LIVE ABUNDANTLY
IN THE HEART OF STRATFORD



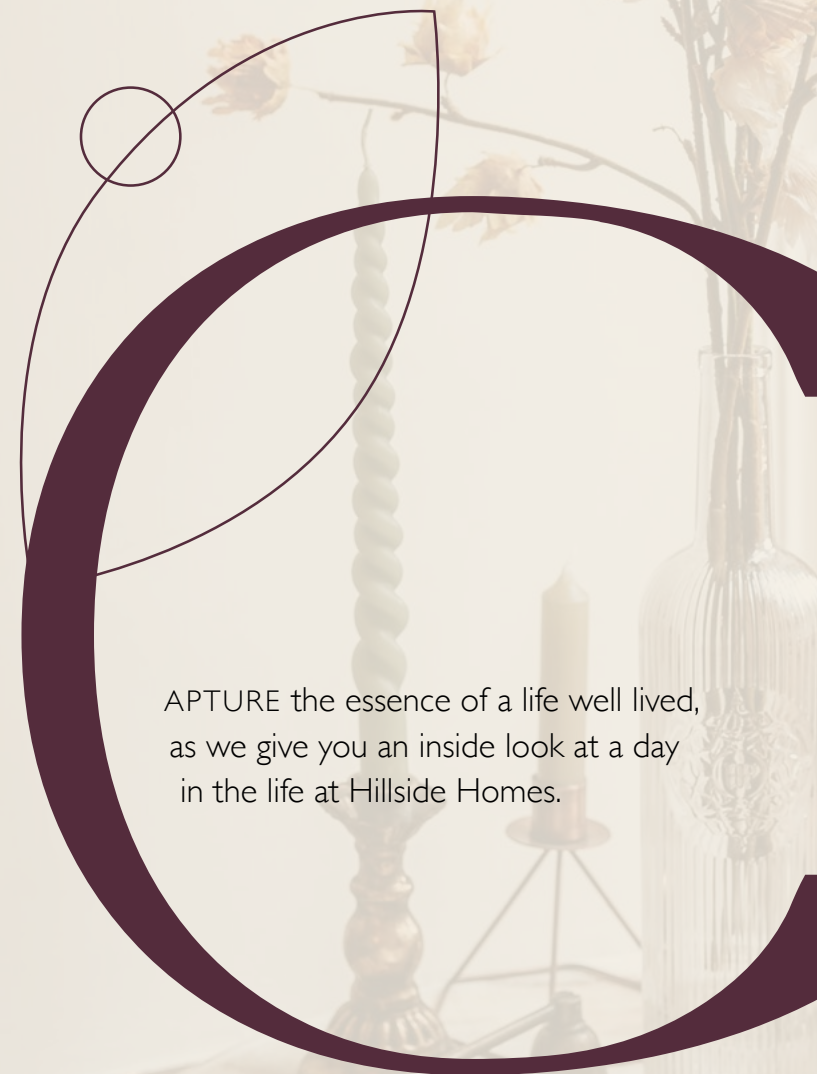
WELCOME TO HILLSIDE HOMES

NEAR the center of town, on the gentle slope of a lush tree-lined street, Hillside Homes emerges from the landscape with an exclusive collection of single detached and semi-detached homes for families. Just a hop, skip and a jump from Stratford's most loved places, your family can experience the meaningful and care-free lifestyle they've been dreaming of. Take a look inside to see why Hillside Homes might just be the place for you. And remember, our door is always open!





A DAY IN THE LIFE;
LIVING A LIFE OF
ABUNDANCE



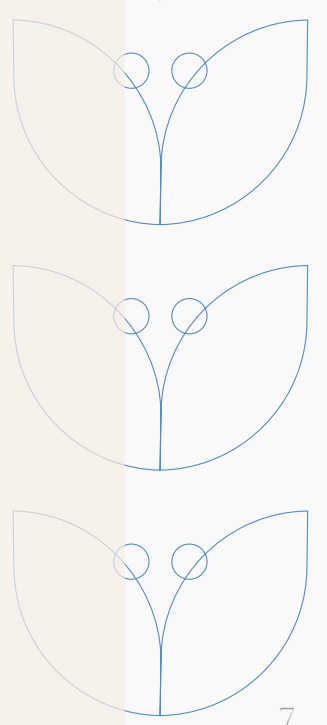
CAPTURE the essence of a life well lived,
as we give you an inside look at a day
in the life at Hillside Homes.



A very good morning

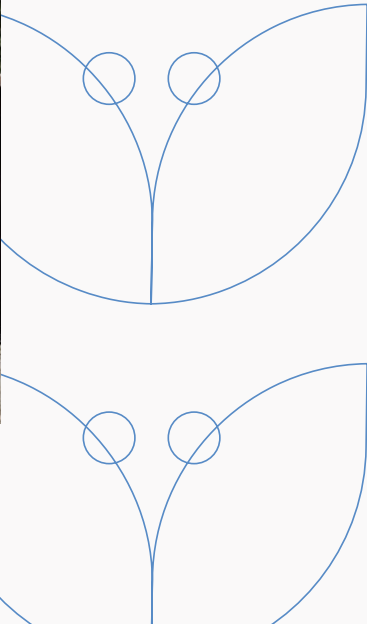
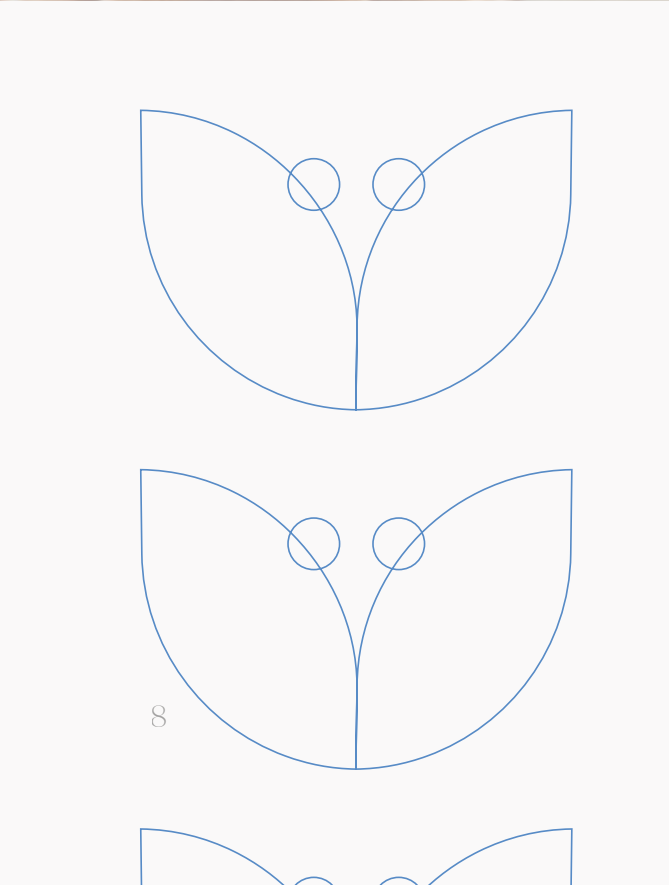
Enjoy the peace and quiet of preparing for your day in your private master suite. Since your room is separated from the secondary bedrooms, you won't have to worry about waking up the kids.

Now that you're ready for the day, grab your partner and kids and head downstairs for a big breakfast to kick-off a busy day. The kids ask for pancakes, so you gather around the large kitchen island and work together to make and enjoy the meal as a family.





CHAPTER TWO: GET ACTIVE & GET OUTSIDE

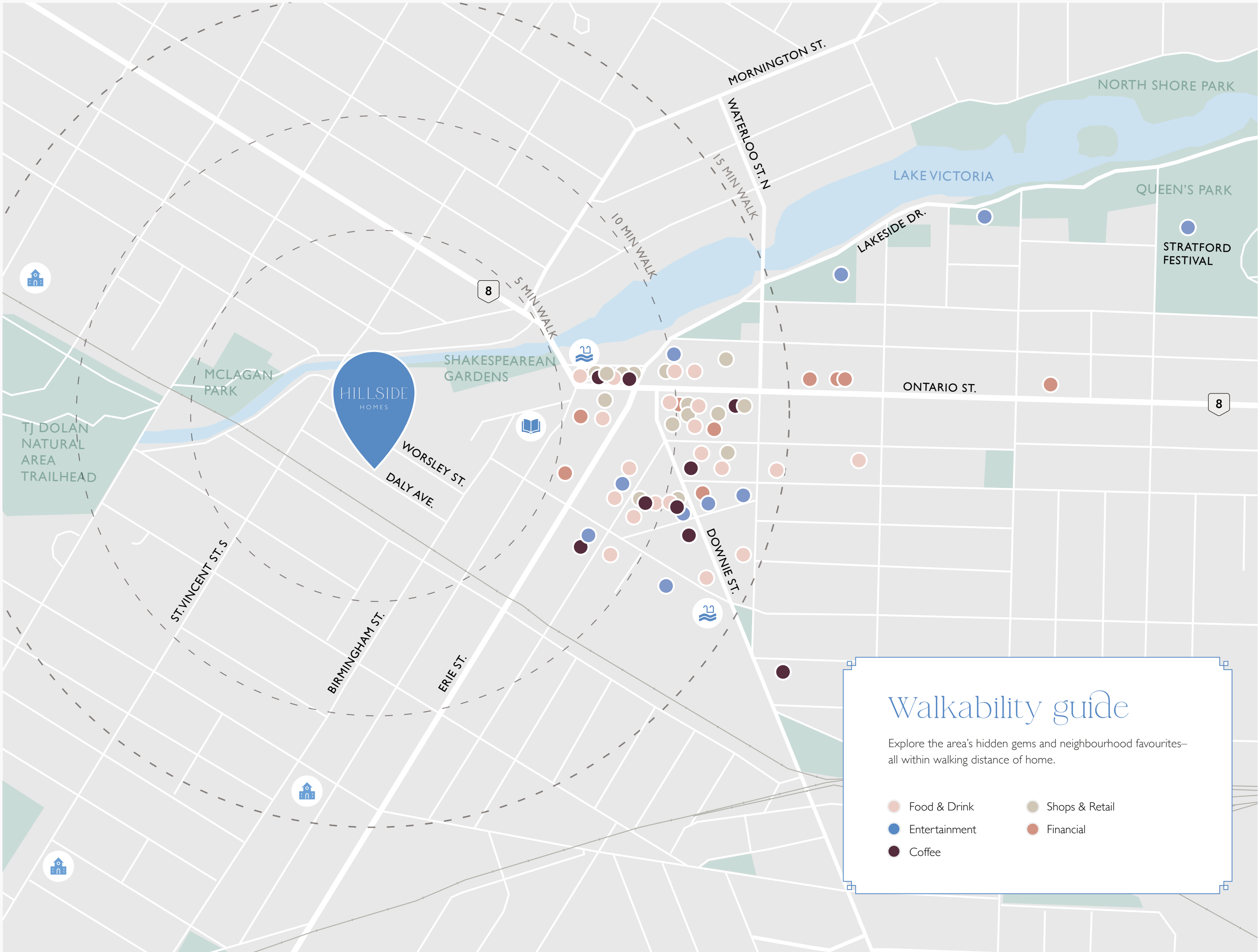


Get active & get outside

Now it's time for the dog's favourite part of the day — the after-breakfast walk!

Whether you hit the trails at the TJ Dolan Natural Area or take in the scenery and swans along the Avon River, a family walk will quickly become one of your most cherished Saturday morning activities!

While you're out, pop into some of the downtown shops. Savour and recharge with a delicious snack and a cup of freshly roasted coffee at one of the many popular local cafes.



Walkability guide

Explore the area's hidden gems and neighbourhood favourites—all within walking distance of home.

- Food & Drink
- Entertainment
- Coffee
- Shops & Retail
- Financial

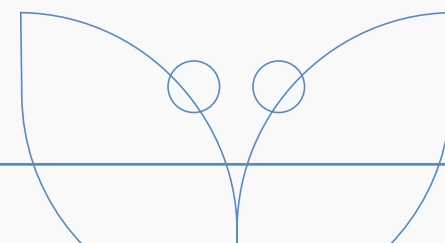
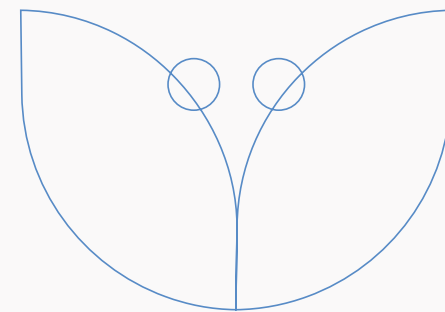
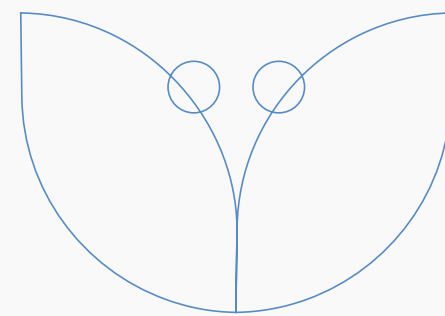


ENJOY THE MAGIC OF THE STRATFORD FESTIVAL

Immerse yourself in the enchanting world of theatre. From Shakespeare to contemporary performances, there's something for everyone to enjoy. Experience the thrill of live theatre, available minutes from your front door.



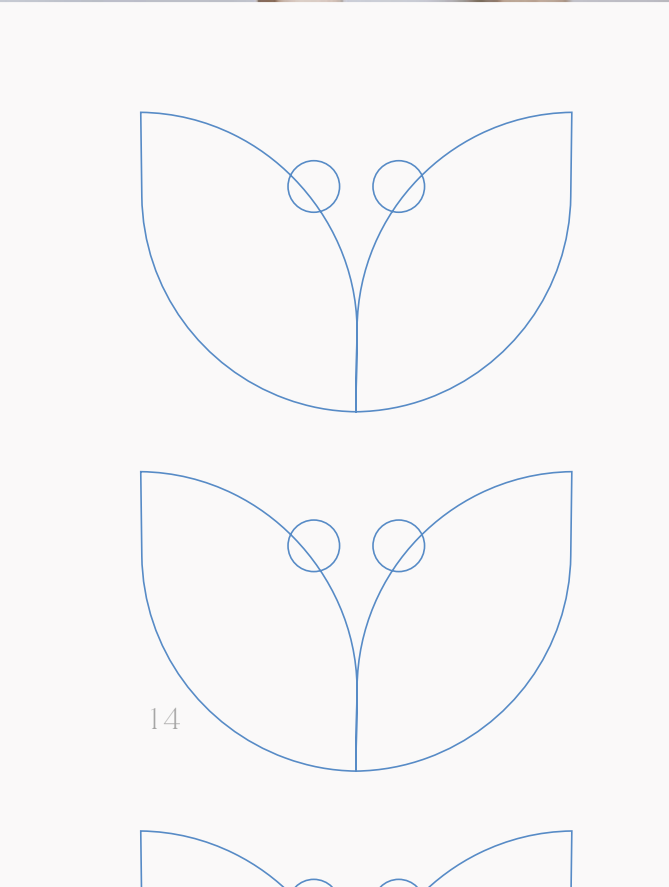
Indulge in the diverse and exciting culinary scene of Stratford, from farm-to-table fare to international cuisine. Discover hidden gems and classic favourites, including Pazzo, Elizabeth, Edison's, and The Prune. With an abundance of dining options, you'll always find something to satisfy your cravings.



Immerse yourself in the natural beauty and wonder of Stratford with a variety of outdoor activities. Take a leisurely stroll through the Shakespearean Gardens, enjoy a bike ride along the scenic Avon River, or enjoy a picnic in Upper Queen's Park. There are endless possibilities for you to embark on new adventures.



DEFINE YOUR WORK-LIFE BALANCE



Peaceful productivity

Create your ideal work-life balance in your new home office.

Whether you're starting your own business, working remotely, or simply need a dedicated workspace, you'll find multiple options for a comfortable dedicated home office.

With a soft and stylish design aesthetic, these spaces provide a bright and refreshing atmosphere to keep you energised and focused throughout the day. At Hillside Homes, you'll have the freedom and flexibility to work from the comfort of your own home, in a space that inspires productivity and creativity.



Our thoughtfully designed home office spaces allow you to focus and be productive, while enjoying the peace and quiet of your own home. Whether you prefer to hide away behind closed doors or keep watch on the kids, create the perfect work environment to suit all your needs.



CHAPTER THREE: DINNER & SHOW



Dinner & a show

With the kids next door at their friend's house for the night, it is the perfect time for a date night. Walk just ten minutes to downtown where you can take your pick from a great selection of the area's most delicious restaurants. After a savoury dinner, take in a

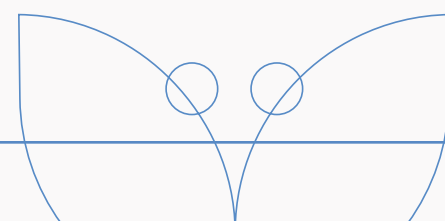
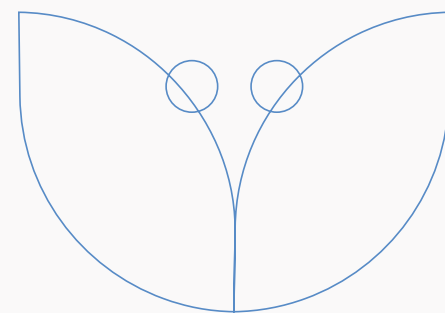
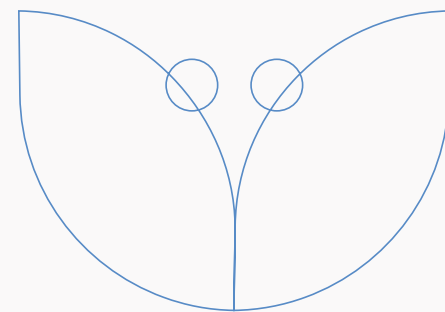
show at Tom Patterson Theatre or Avon Theatre, all within a few minutes from home. After the show, grab a couple of drinks at The Relic Lobby Bar or take the scenic route home with a walk along the river.



Enjoy an intimate dinner for two downtown at one of the many award-winning restaurants. With locally sourced menus, savour the bounty of the regions freshest seasonal ingredients.



Wind down the night with a nightcap at one of the local bars or pubs. With wide selections of wines, craft beers, and cocktails, you really can't go wrong.



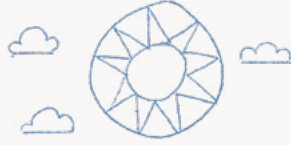
ICONIC NIGHTS OUT

Head to one of Stratford's iconic theatres, like the Avon Theatre or Tom Patterson Theatre, for a performance of King Lear, RENT, or another world-class show. From the moment the lights go down to the final curtain call, you'll be swept away by the talent and artistry on display.



A SPECIAL PLACE
TO GROW UP





A special place to grow up from the eyes of a five-year-old.

AIMING to better understand what makes Stratford a great place for a family, we asked one of Daly Avenue's youngest resident to share what she loves best about living in the neighbourhood. Here are some of the things she had to say about living here.





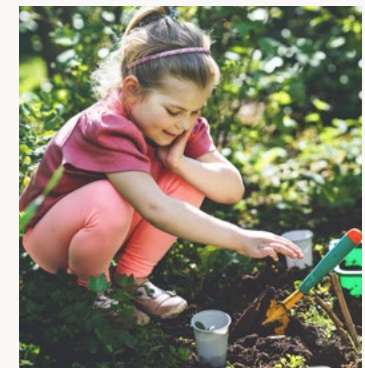
GROWING up in Stratford is full of adventure! We get to play outside a lot and we get to do so many fun and creative activities. It's really awesome because everything is really close to home, we don't even have to get in the car to drive everywhere. We love it here and think you will too!



AT the library, I have so much fun reading books and making new friends. They have great activities like storytime, crafts, and puzzles. It's the best place to spend an afternoon and it's just a little walk from my home!



Explorers of the
great outdoors.



THERE are lots of cool parks near home. We love to play on the slides, play tag, and go tobogganing in the winter. It's the best!

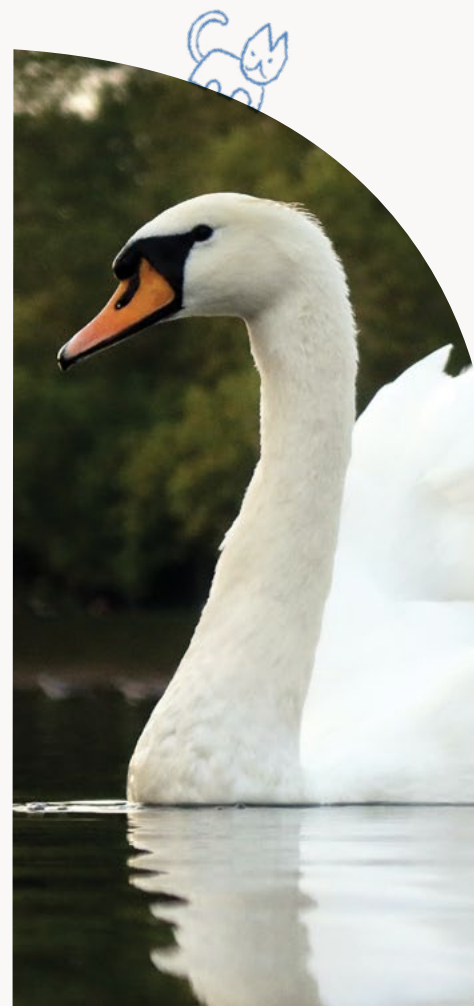
Growing up in Stratford is the best.



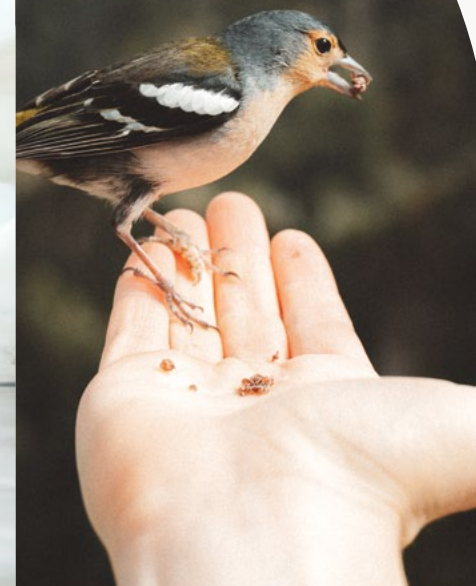
ON hot summer days, I love getting ice cream with sprinkles on top. There are so many different flavours and they let us each get two scoops!



WE love our school and all the cool things we get to do there. Walking to school every day is more time to share stories with our friends.



DOWN BY THE RIVER



HAVE you ever heard of a mute swan? They are white with really long necks and they live near our home. It's funny because they actually do make sounds! Every Spring there is a parade where they let them back into the Avon River.

There are lots of other cool things to do outside too. We love pretending we are explorers, discovering new plants and animals in the parks.





Sweet Dreams

“Maybe we can create a place where you ask your neighbour for a cup of sugar.”

- PAUL VELDMAN, BMI GROUP

Community is the main force that drew the BMI Group to the area. With an unparalleled atmosphere of creativity and culture, Stratford provides a coveted blend of old world charm, and modern convenience. Influenced by the tight-knit communities

of the past, Hillside Homes was inspired by the idea that your neighbours could and should be a source of friendship, kindness, and support. A place where you feel fortunate to live and grow.





A WARM AND
WELCOMING HOME



DESIGNED with an unwavering attention to detail, Hillside Homes presents a timeless appearance with inviting layouts & warm neutral colour palettes.



Home designs made for living

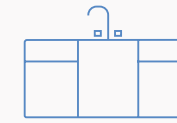
Comfortable versatility; flexible floor plans to adapt to your lifestyle.

Spread out. With over three generous levels of living, the floor plans at Hillside Homes include more than you would typically expect in a new build home. Two large living areas provide the space to entertain or kick back as a family. Two home office areas provide dedicated work spaces. The bonus bedrooms and finished basement allow your home to grow with your family. And the spacious kitchen, or cozy outdoor living space with thoughtful landscape design is the perfect gathering spot to share stories about your day.



A home that is beautiful, inside and out.

WHEN you walk through the front door here at Hillside Homes, you'll notice the high level of attention that was poured into each aspect of home. From flooring and cabinetry, to hidden elements like hinges and drawer sliders, every piece of your new home received the same level of thought and consideration.



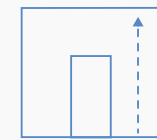
Custom cabinetry & millwork



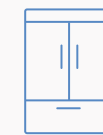
Extra large kitchen island



Gas fireplaces in the family room



Soaring 14' ceilings on main floor



Appliance package included



Free-standing soaker tub



Reading nooks in secondary bedrooms



Enhanced sound-proofing between units



ONCE UPON
A TIME



THE BMI Group believes in building for better. Always leaving the community of Stratford better than they found it, one project at a time.



HOW IT ALL BEGAN

SINCE moving to Stratford in 2017, the Veldmans, along with the rest of the team at BMI Group, have completed adaptive reuse projects at The Bradshaw Lofts and Lot 44, expanded their residential development portfolio and created a creative community hub at Copperlight, all while raising three children and experiencing the unmatched lifestyle available in Stratford, Ontario.

You've lived and have been building in Stratford for 5 years now — can you tell us about what drew you to the city, and what ultimately led to your decision to relocate here?

We first became interested in Stratford when we discovered how much effort is being put into the reuse of existing structures within the city. The Cooper Block (now Grand Trunk) is a really unique and ongoing urban redevelopment project that caught our attention and led us to purchasing our first Stratford project; The Bradshaw Lofts. During the construction of The Bradshaw Lofts, we realised pretty quickly that Stratford has many qualities that make it a great place to raise a family.

We also recognized that to build with the quality and attention to detail that we wanted, we would need to be physically present and involved in each of our projects. Over the past five years we've been reassured that we made the right choice, as you see neighbourhood kids walking to school, playing in one of the many city parks, or out riding their bikes in town with friends.

You mentioned that a large part of your decision to move here was that it is a great place to raise a family. Could you share your favourite things to do in Stratford as a family?

As a family we love to be outside, and, especially during the lockdowns, we were grateful for the amount of parkland and open outdoor space that is available for active or passive enjoyment. During this time too, the Stratford Festival pivoted and was offering amazing outdoor programs, which our family really appreciated. Now as we see things come back to Stratford, we enjoy the local approach to restaurants and shops where you really feel like you are part of a strong community.

What excites you the most about the future of Stratford?

I think over the next decade we will see a lot of really great projects develop, like the University of Waterloo and community hub developments like Copperlight. The new Tom Patterson Theatre was also finished in the past couple of years, and this year (2022) was the first true season. With it being so close to downtown, it is the perfect place to catch

dinner and a show. I think next year and in the future we're going to see that really, really flourish, and we're so excited about that!

On a personal note, our kids are getting older and we're starting to see them engage with the city in terms of going out and using some of the amenities. As parents, we're really excited about encouraging them to explore as much as they can.

[What does placemaking mean to you? And how do you apply that to your projects?](#)

Having grown up in the Netherlands, we're inspired greatly by two main concepts that make a "place". The perspective on use of space has shifted over the past couple of decades and we are more focused now on maximising use of space, because it's limited. Using design-forward thinking, we're able to create spaces like The Bradshaw Lofts where there's a mix of residential and commercial, and residents of all ages that enjoy living there. The other important piece that we try to incorporate into our projects is the "open door policy". A cluster of homes where you have a sense of privacy, but also a sense of an open door, where folks can participate and support each other. Rather than ordering a stick of butter on an app, you can go to your neighbour for that, and maybe we can bring back some of that in our communities.

[What motivated BMI Group to expand into residential development?](#)

We started in landscape construction and one of the pillars that I always took with me was that, a landscape, if done properly, is an extension of your experience in your home. From there, we realised that we could apply this same lens on the living experience by building the homes as well. We always start our planning process with designing homes that we would enjoy living in ourselves, since what we are building is such an essential part of our homebuyers' lives.



