

Via Email and Courier

April 5, 2022

**To: Town of Collingwood, Ontario**

**Attention: Mayor Saunderson, Deputy Mayor Hull, Council, C.A.O. Skinner, and Director Valentine and Staff**

**Re: Letter Commitment Confirmation-Poplar Regional Health & Wellness Village, Town of Collingwood**

Di Poce Management Limited (“DPML”) and Live Work Learn Play Inc. (“LWLP”) have entered into a partnership to co-develop the Poplar Regional Health & Wellness Village (the “Village”) into a vibrant, thriving, fully integrated health and wellness complete community, with a broad range of employment uses including substantial knowledge-based jobs, attainable workforce housing, innovative medical services and opportunities to age in place affordably and with dignity. DPML brings to the partnership over 130 acres of undeveloped land in a key location in the Town, adjacent to the South Georgian Bay Campus of Georgian College, and a commitment to delivering the vision and legacy community benefits of this project. Mr. John Di Poce and his family also bring a long track record of philanthropy and community stewardship in health care and education. This included donating some of Mr. Di Poce’s lands along Poplar Sideroad and providing partial funding for the infrastructure and servicing which led to the development and current operations for the John Di Poce South Georgian Bay College Campus, which will benefit the community for decades to come. LWLP is a master developer of iconic and enduring placemaking projects with the stated mission to conceive of, develop and activate complete mixed-use communities – either from the ground up or by revitalizing existing assets and places; ensuring they become thriving and sustainable destinations and economies. Attached hereto as Schedule “A” are the answers to the recently asked questions by Town Staff and their consultants providing further details of the proposed Village.

We are writing this letter, executed below under our respective corporate seals, to confirm our commitment to the foundational elements of the Village. While we have requested Council’s endorsement of a Minister’s Zoning Order (“MZO”) to facilitate the development to achieve the vision and community benefits, we remain committed to meeting the Town’s economic development and planning goals in the development of the Village. We therefore confirm as follows:

1. We are committed to ensuring the Town meets and exceeds its employment targets with high quality jobs, to be secured within the MZO by including:
  - a. A minimum requirement of 60,000 m2 of light industrial use; office, and institutional use (Includes private & public institutions);
  - b. A maximum requirement of 20,000 m2 of retail use;
2. The Village will be planned for a minimum of 10% attainable housing (whether standalone residential or as part of a mixed-use building).
3. Limiting the amount of stand-alone residential to no more than 25% of the lot area.
4. The MZO has included separation distances to protect the adjacent employment lands, thereby ensuring no negative impact on the feasibility of adjacent employment lands to develop for industrial use.


5. No big box retail or financial institution permissions will be sought pursuant to the MZO.
6. We will jointly develop with the Town a fulsome community engagement plan.
7. We are committed to working together with the Town to establish reasonable and appropriate area specific Official Plan policies to guide the subsequent plan of subdivision and site plan approval process for the development of the lands, such policies to include:
  - a. Policies respecting the proposed vision for the lands;
  - b. Policies requiring the development of design guidelines for the Village;
  - c. Meeting and exceeding County employment targets;
  - d. A phasing plan to support orderly development and implement our commitment to building a complete community.
8. All of the foregoing to be included in the Town's request to the Province for the MZO.

Through our development partnership, DPML and LWLP have worked together with our team of industry leading consultants to create the exciting vision and preliminary plan for this community. We look forward to working with the Town and the community to realize this legacy project that will provide substantial benefits for years to come.

IN WITNESS WHEREOF the parties have set their hands and seals on the day and year written above.

**DI POCE MANAGEMENT LIMITED**


SIGNED, SEALED AND DELIVERED

By:   
Name: Mr. John Di Poce  
Title: President

I have authority to bind the corporation

**LIVE WORK LEARN PLAY INC.**

SIGNED, SEALED AND DELIVERED

By:   
Name: Max Reim  
Title: CEO, Co-Managing Partner & Founding Principal

I have authority to bind the corporation