

***BUILDING A SHARED VISION***

# **POPLAR REGIONAL HEALTH & WELLNESS VILLAGE**

**OPEN HOUSE WORKSHOP & COMMUNITY CONSULTATION**  
**MAY 31, 2022**

**DI POCE**  
Management Limited



**LiveWork**  
**LearnPlay**



# **LAND ACKNOWLEDGEMENT | TOWN OF COLLINGWOOD**

**For more than 15,000 years the First Nations walked upon, and cared for, the lands we now call home: Anishinaabek, Haudenosaunee, Ojibwe, and many others who cared for their families and communities, the way we now seek to care for ours.**

**We acknowledge the Lake Simcoe-Nottawasaga Treaty of 1818 and respect all of the Nation-to-Nation agreements that have formed relationships with the original inhabitants of Turtle Island; the reality of our shared history; the current contributions of Indigenous people within our community and seek to continue empowering expressions of pride amongst all of the diverse stakeholders in this area.**

**We seek to do better, to continue to recognize, learn, and grow, in friendship and community, Nation-to-Nation.**



# AGENDA | OPEN HOUSE & COMMUNITY CONSULTATION



- 1. Welcome & Introductions (5 min)**
- 2. Project Overview & Vision (25 min)**
- 3. Group Discussion at Tables: Listen, Learn, Share (30 min)**
- 4. Report Out and Discussion (20 min)**
- 5. Network and Meet the Team (30 min)**





# PROJECT OVERVIEW & VISION



# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | THE CO-MASTER DEVELOPERS

A unique development partnership built on a track record of success, supported by a team of industry leaders in their disciplines working together to help bring this project to life, in collaboration with strong local and community leaders & partners.

## DEVELOPMENT TEAM

**DI POCE**  
Management Limited

Di Poce Management Limited is a Canadian holding and investment company. Privately owned and operated since 1986 by John Di Poce, entrepreneur and philanthropist.



A mission-based international real estate and community development firm on the cutting edge of planning, developing, and activating dynamic, large-scale mixed-use complete community projects and places.

## KEY CONSULTANTS & COMMUNITY PARTNERS



SIMTM Consulting Inc.





# ABOUT US | JOHN DI POCE & THE DI POCE FAMILY

John Di Poce and his family's mission is to ensure that current and future citizens of the region have access to state-of-the-art health and wellness and education, as shown by his many philanthropic efforts in Collingwood and beyond.

A **strong believer in Canada's healthcare system**, doctors, nurses and all support staff and in the **progress of new procedures and technologies** in order to treat the members of the community and save lives



A strong supporter of continued **employment and innovation** for the growth and benefit of future generations



**Passionate about communities** and their wellbeing

An **advocate for education and research** in the healthcare system



***"What matters most in life are the goals and achievements we set out to accomplish, what we do to help each other, and the legacy we leave behind." - John Di Poce***



# ABOUT US | LIVE WORK LEARN PLAY

As master developers & visionary placemakers, we strive to create places that thrive for generations.

TRUSTED DEVELOPMENT  
PARTNERS AND  
RELATIONSHIP BUILDERS

VISIONARY PLACEMAKERS

LEADERS IN ENVISIONING &  
DEVELOPING COMPLETE  
WELLNESS COMMUNITIES

## OUR GUIDING PRINCIPLES



## SOME OF OUR COLLABORATIONS IN SIMCOE & GREY COUNTIES





# A REGIONALLY TRANSFORMATIVE SITE | CONTEXT





# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | OUR GOAL

To transform ~130 acres of underutilized land into an innovative, fully integrated, and vibrant mixed-use health & wellness village that will cultivate and foster complete community well-being, positive economic impacts, and quality jobs for generations of Collingwood and Simcoe County Residents.





# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | OUR PLAN

**2,200** Purpose-Built Workforce & Supportive Residential Housing Units

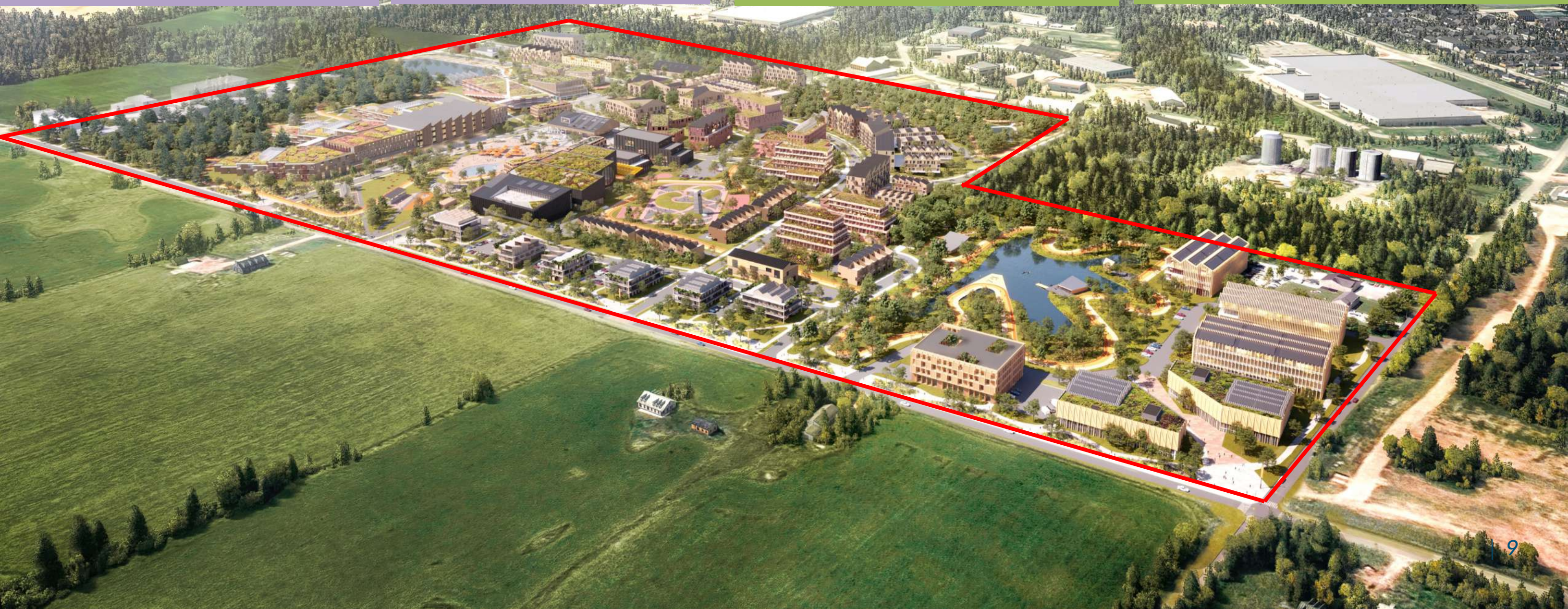
**\$1.65B** TOTAL DEVELOPMENT VALUE DURING CONSTRUCTION

**1M SF** Of Medical, Health & Wellness Services

**600K SF** of Office, Research & Innovation Uses

**\$1.95B** TOTAL GDP CONTRIBUTION

**16,134** TOTAL CONSTRUCTION JOBS CREATED







**GREEN  
HOUSES**

**ECO-  
WELLNESS  
CENTRE**

**19 ACRES OF  
ENVIRONMENTALLY  
PROTECTED GREEN  
SPACE**

**WORKFORCE  
HOUSING**

**REGIONAL  
TRANSIT  
HUB**

**REGIONAL  
HEALTH  
ANCHOR**

**REGIONAL  
WELLNESS  
PLAZA**

**5KM ALL-  
SEASON  
MULTI-MODAL  
TRAIL**



# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | GUIDING PRINCIPLES

An integrated holistic healthy community fueled by these guiding principles to create a true basecamp for excellence in health and wellness:



Stimulate Innovative Economic Development

Shape A World-Class Health, Medical & Wellness Community

Deliver Supportive Housing Built for Longevity

Attract Innovation, Research & Education

Deliver Placemaking Excellence

Create An Active Community with Sports, Recreation, Trails & Greenspace

Integrate A Mix Of Uses To Create A Complete Community

Develop Immersive Arts, Culture & Wellness Programs

Design For Resilient and Sustainable Maintenance & Infrastructure

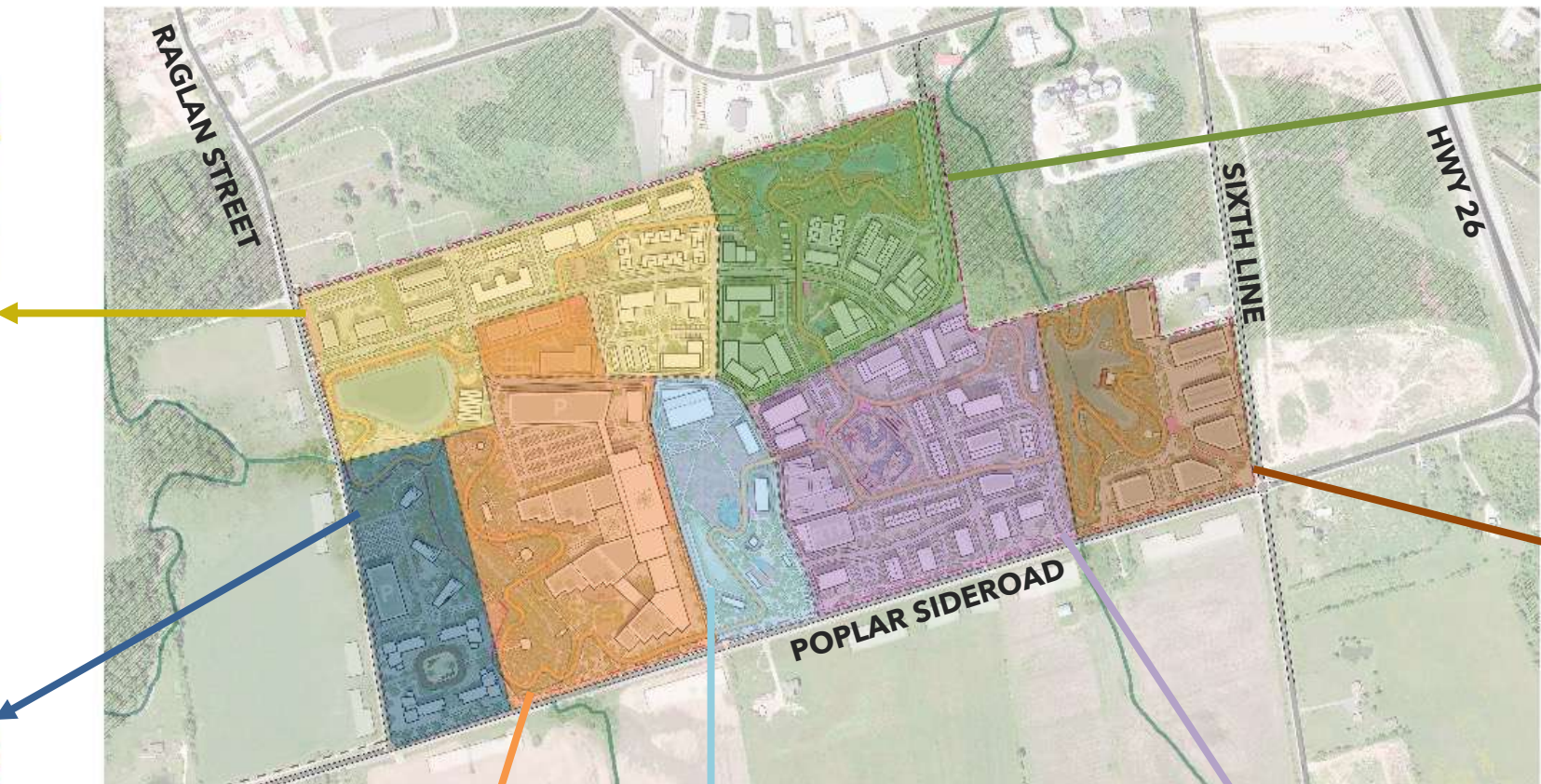
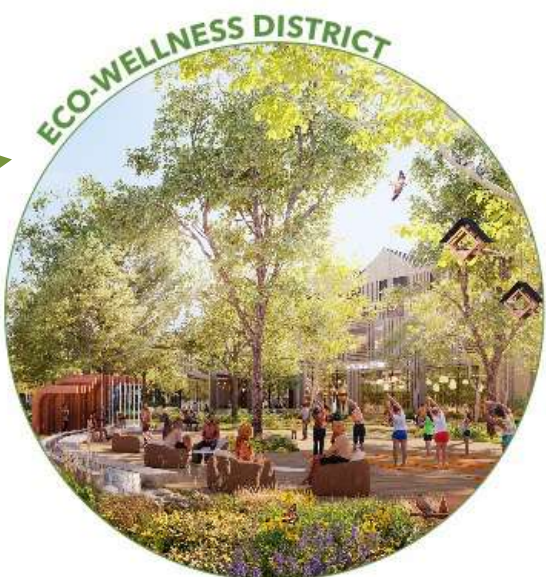
Deliver A Cutting-Edge Mobility & Transportation Hub

Best-in-class Wellness and Sports Collaborations & Partnerships



# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | DISTRICTS

With seven intentionally-planned, unique, and interconnected districts that combine and relate to one another to create an innovative health and wellness village with a one-of-a-kind sense of place.



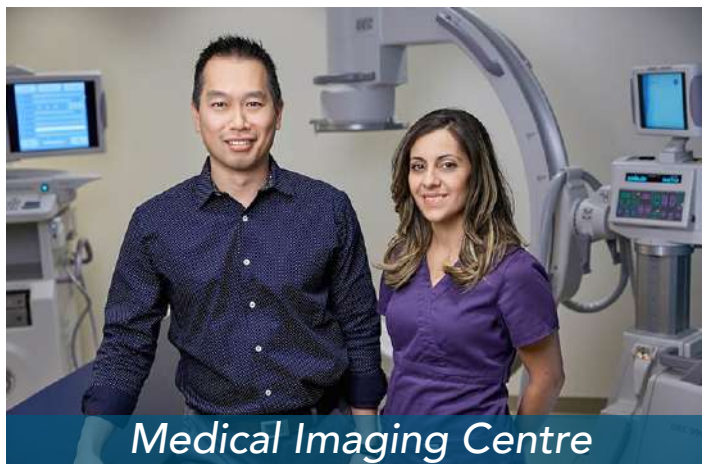
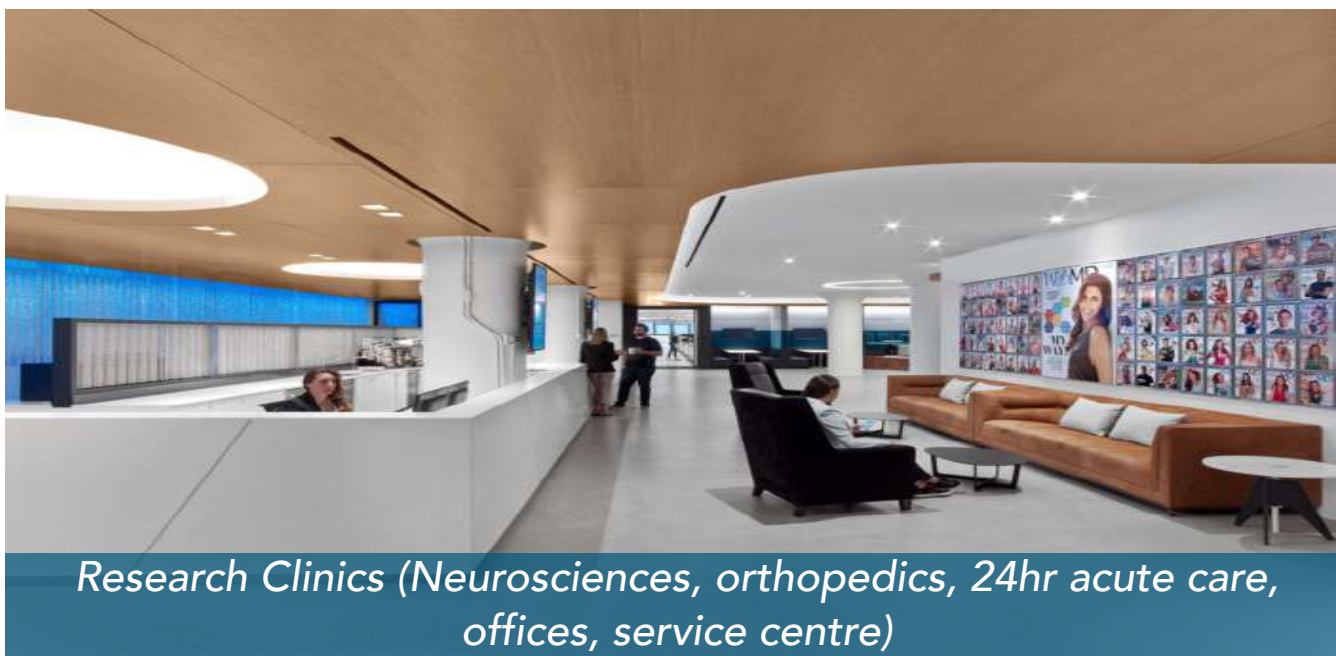


# REGIONAL HEALTH HUB & WELLNESS CAMPUS





# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | REGIONAL HEALTH HUB & WELLNESS CAMPUS VISION & PROGRAMMING





# MARKET DISTRICT





# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | MARKET DISTRICT VISION & PROGRAMMING



Indoor/Outdoor Healthy Food Market With a Collection of "Best Of" Local & Regional Food and Beverage



Vibrant and Animated Wellness Park



Public Outdoor Seating



Bike Rentals & Outfitter



Farm to Table Restaurant



Great Park Performance Space



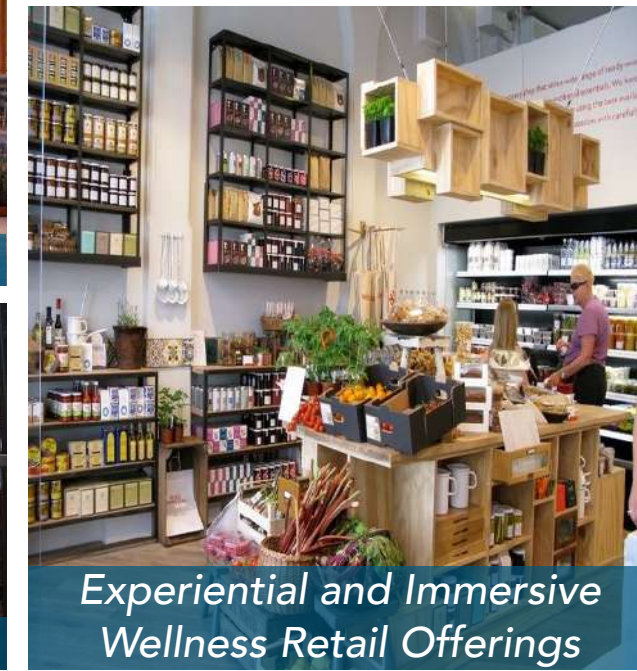
Naturalized Playscapes & Splash Pad



Seasonal Programming



Distillery Experience



Experiential and Immersive Wellness Retail Offerings



Mixed-Use Workforce Housing



# EXCELLENCE IN AGING-IN-PLACE DISTRICT

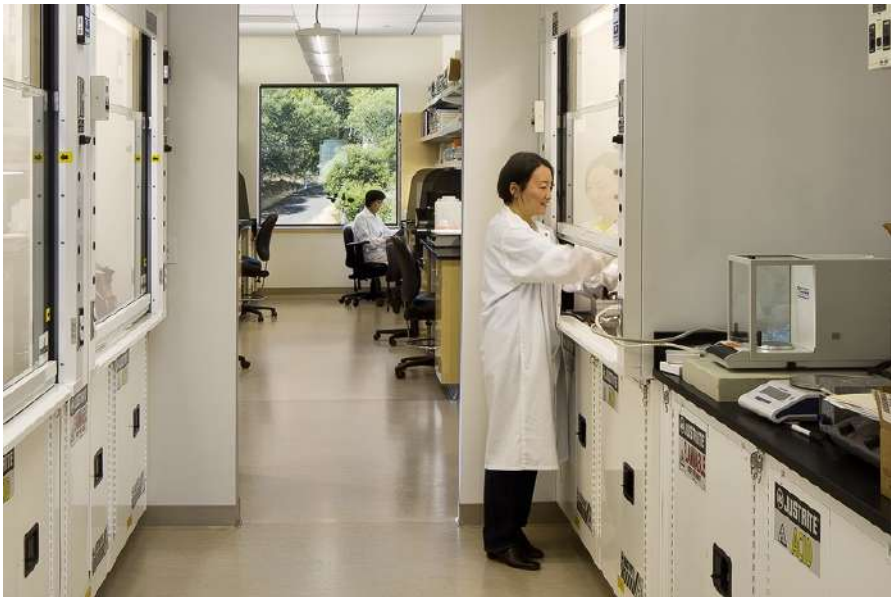




# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | EXCELLENCE IN AGING-IN-PLACE DISTRICT VISION & PROGRAMMING



Retirement/Assisted Living/LTC Housing



Institute for Research on Aging



The Tool Shed: Makerspaces, Workshop Spaces & Library



Independent Aging-in-Place Centre Living Units



Neuro-Care/Memory Care Village



Neuro Care Sensory Garden/Wellness Gardens



Greenhouses/Community Gardens



# ECO-WELLNESS DISTRICT





# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | ECO-WELLNESS DISTRICT VISION & PROGRAMMING



Eco Wellness Centre & Spa



Yoga, Meditation, and Rejuvenation Centre



Health Spa Bathhouse and Saunas



School of Massage Therapy



School of Nutrition and Dietetics



Naturalized Playgrounds and Amenities



The John Di Poce Leadership Training Academy



Nature Walks & Education Centre



Eco-Glamping



Multi-Generational Purpose-Built Housing



# BIO-TECH & INNOVATION DISTRICT





# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | BIO-TECH & INNOVATION DISTRICT VISION & PROGRAMMING





# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | EDUCATION DISTRICT VISION & PROGRAMMING



Georgian College John Di Poce South Georgian Bay Campus



Satellite Medical School/Medical/Nursing School with Nurse Practitioner Medical & Nursing Training



Incubation/Accelerator Space



Student Housing/Dormitories



STEM Learning Centre



Multigenerational Learning Spaces



# CENTRE OF EXCELLENCE IN SPORTS MEDICINE





# POPLAR REGIONAL HEALTH & WELLNESS VILLAGE | CENTRE OF EXCELLENCE IN SPORTS MEDICINE VISION & PROGRAMMING





# MILESTONES & NEXT STEPS | OUR PROCESS

## PHASE 1: SHARE

Share the vision and project with key stakeholders and the community and launch a perpetual process for ongoing ideation and collaboration.

## PHASE 2: INPUT

Gather feedback on what people value, what challenges people face, and opportunities they would like to see considered for the future Village.

## PHASE 3: PARTICIPATE

Invite ongoing community participation in how they can be a part of this visionary Health & Wellness Village.





# **LISTEN, LEARN & SHARE | WHAT WE'VE HEARD FROM THE COMMUNITY SO FAR**

**Who will be developing and delivering the vision?**

**How will the new village be serviced?**

**What will happen to the existing hospital?**

**How quickly do you anticipate breaking ground on this project?**

**Why now?**

**How is sustainability and green living incorporated into the development?**

**Is the project dependent upon an agreement with Collingwood General and Marine Hospital?**

**How will this project serve the existing residents of Collingwood?**

**How can I open my small business in the Village?**



# LISTEN, LEARN & SHARE | QUESTIONS FOR CONSIDERATION

30-minute group discussion at tables followed by a report out.

## Introductions:

- Share your name and what brought you to today's event
- What do you love most about Collingwood and the Community?

## Potential Questions for Group Discussion:

- What excites you about the vision proposed today and how do you see this vision benefiting Collingwood and the region?
- What are the top 3 things you'd like for this project to achieve or address?
- How would you see yourself using the Poplar Regional Health and Wellness Village? *(Work Force Housing, Health Care, Sports medicine, Market square, Trail system, Regional Transportation hub, Aging in Place Housing, Other?)*

## Report Out:

- Each table "Facilitator" to read off the cards and summarize the discussion and questions

Write your feedback and questions on the index cards provided and leave them with your table "facilitator"



# ONGOING COMMUNITY ENGAGEMENT | NEXT STEPS

An ongoing process to continue the conversation and get your feedback!

## CONTACT US!

Send feedback through our website and follow for updates: [www.poplarhealthandwellnessvillage.com](http://www.poplarhealthandwellnessvillage.com)

[Home](#) [Vision](#) [Highlights](#) [About](#) [Outreach](#) [Media](#)

[✉ PROVIDE FEEDBACK](#)



# THE POPLAR REGIONAL HEALTH AND WELLNESS VILLAGE

[Learn More](#)





THANK YOU