

## **Poplar Regional Health and Wellness Village**

### **Your Questions Answered**

#### **How will the Poplar Health & Wellness Village be serviced? Can you accommodate water and sewage needs for the Village?**

Given the presence of Georgian College on abutting lands previously donated by Mr. Di Poce, the infrastructure necessary to tie into municipal services are already available at the site.

The development team has also engaged Greenland Engineering, a local Collingwood engineering firm, who completed a preliminary servicing review analysis and has advised that with current improvements underway including the installation of UV disinfection improvements and the expansion of the water treatment plant, the Poplar Health & Wellness Village development can be accommodated and serviced with improvements to capacity already in progress.

In addition, we are also planning innovative and sustainable eco-friendly design features and low impact development solutions that seek to minimize negative environmental impacts.

Once we have the approvals to modernize the land uses and enter detailed design and planning processes (plan of subdivision, etc.), we are committed to take the necessary steps to apply for Servicing Capacity Allocation in accordance with the current requirements set out by the Town of Collingwood.

#### **What do you mean by supportive and workforce housing and how are you defining attainability/affordability?**

In Canada, “attainable” or “affordable” housing is currently defined as housing that costs less than 30% of a household’s gross income. This is a standard definition used by many organizations and municipalities.

The term “attainable housing” is also used to describe the ability of residents to afford access to local housing. This requires a mix of housing options (location, type, size, tenure, cost) to exist in the local market.

Today, the Town of Collingwood remains predominantly a single-family detached home community, with little diversity in the types of housing available. Our project would introduce a variety of alternative housing types including attainable purpose-built housing. This variety and mix of housing introduces new types of units that are more affordable and attainable to the market.

Our housing strategy also includes delivering specialized attainable housing solutions, including “aging in place” housing and workforce housing for people who want to remain in the community as they age and for those who work in Collingwood. We are in discussions with public agencies regarding unique and innovative partnerships and pilot programs that would provide these attainable housing concepts in Collingwood. Our goal is to fill the attainability gap for the existing workforce and residents and to bundle housing options for institutional and other employment end-occupiers such as healthcare operators and aging in place residents, and to catalyze business attraction and quality workforce needed to support healthy, knowledge-based employment in Collingwood.

While we have committed to **a minimum** of 10% of all housing units to become “attainable housing”, our strong desire is to deliver beyond this target to help begin to solve for Collingwood’s housing crisis.

### **Why are you pursuing an MZO to rezone the lands?**

An MZO is simply a tool that will allow for a faster process to update and modernize the land uses on this private landowner’s site. Modernizing the land uses will help us reinforce our complete community health and wellness vision and allow us to deliver many significant benefits to the Town of Collingwood and region, by allowing for a broader range of relevant and better land uses that provide a range of benefits, including but not limited to:

- Health care and wellness programs
- Workforce housing
- Attainable aging in place housing and community programs
- Other affordable purpose-built housing
- A vibrant and thriving new knowledge-based economy
- Eco-friendly infrastructure and services
- ~19 acres of protected greenspace
- Activated parks and public spaces for the community
- ~5 kilometers of 4-season trail system connected to the regional trails
- And many other beneficial uses

An MZO would not mean that we bypass traditional and local planning processes. On the contrary, it speeds up the conversion of the uses permitted on the land while requiring additional detailed planning, permitting and approvals processes such as a Plan of Subdivision, site plan applications, and building permits. Through these processes, we are still required to undertake the necessary due diligence and background studies that would inform the detailed design of the site, and we are still committed to implementing a robust community engagement including input, feedback and ideation, future design charrettes and public open houses, and more.

The updating of land uses will still allow for the potential of future industrial uses (which is how the land is zoned today) but the Town cannot be relying on those industrial uses alone to meet its workforce housing, healthcare, wellness, employment and economic needs.

### **How will the Village affect Collingwood's downtown?**

The Poplar Regional Health & Wellness Village will complement the vibrancy and offerings of Collingwood's downtown by driving more people year-round to spending time and money along Main Street and the rest of Collingwood. Not only will this project introduce a stronger local population to support local businesses, but this project will also drive regional visitation and positive economic impact with more people with higher discretionary spending on retail, restaurants, services, health and wellness amenities and institutions, all of which will cement this development as a regional health and wellness and economic legacy for Ontario. The citizens and employees who live and work here will be spending time and money shopping, eating, socializing, buying services and giving back to the broader community. In many ways, this will simply be an additional node, much like the western commercial node in Collingwood that supports, rather than competed with existing offerings.

### **How will the project be funded?**

The Poplar Health & Wellness Village is currently fully funded for during this phase of the project and the investment and development team will utilize a range of available funding for realization. It should be noted that Mr. Di Poce and the development team have already invested heavily and continue to do so, just as Mr. Di Poce did to help realize the adjacent Georgian College South Campus.

### **Will the hospital be located on this site?**

The Collingwood General and Marine Hospital is undergoing its own review process in conjunction with the Ministry of Health. They are currently in stage 2 of their Hospital Development planning. The decision for relocation ultimately rests with the Ministry of Health based on the conclusion of this study.

We remain optimistic should they desire to relocate to the Poplar Regional Health & Wellness Village. However, the vision and development of the Village can proceed without the co-location of the hospital. We have provided for a significant physical area as a placeholder for the Hospital or another complementary healthcare anchor that wants to locate, integrate into and operate at this Health & Wellness Village.

### **How is transit proposed to be integrated?**

We are having discussions with Provincial agencies on the development of a regional transportation hub for Collingwood and the Region. This is imperative as it will allow people to access the Collingwood and create opportunities to get to and from work and health and

wellness services without depending on cars and SUVs. This is proposed to be part of the first phase of delivery.

### **What considerations are being given to the environment?**

The vision for the site includes 19 acres of environmentally protected greenspace, integrated wellness and cultural parks and trail systems.

An important part of our plan includes bringing innovative eco-friendly infrastructure, servicing and technology to Collingwood making the Poplar Health & Wellness Village a low carbon place in Collingwood and Ontario. Our goal is to set a new green standard for eco-friendly infrastructure and servicing for Collingwood and the region.

Reduction of negative environmental impacts are a key part of the overall health and wellness goals of the community and vision. We are committed to being great stewards of the environment.

### **How can the community get involved and what are the next steps?**

The community can continue to reach us through our web portal at: [www.PoplarHealthandWellnessVillage.com](http://www.PoplarHealthandWellnessVillage.com) where we are gathering ongoing feedback and responding to all inquiries. We encourage citizens and businesses to continue sharing their input with us and letting us know how they want to be involved. We held our two first community consultation events on May 31<sup>st</sup> and will continue with public sessions like this as well as future design charrettes as this project progresses.

### **What kind of jobs will be created with the new village?**

The Poplar Regional Health & Wellness Village will help Collingwood evolve from a 'hands-economy' with factories and heavy industrial uses to a 'heads-economy' - by providing knowledge-based, technology, medical, wellness and research jobs. The project will deliver a significant number of high-quality and high paying jobs from a variety of sectors, that can begin to address the shortfall in the jobs allocation identified through the County's municipal comprehensive review and offer great jobs to the citizens Collingwood.