



POPLAR REGIONAL HEALTH & WELLNESS VILLAGE

SUMMARY ENGAGEMENT REPORT




JULY 2022

DI POCE
Management Limited



LiveWork
LearnPlay

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SECTION 1:

PROJECT SUMMARY

POPLAR REGIONAL HEALTH & WELLNESS VILLAGE OVERVIEW

DI POCE MANAGEMENT LIMITED AND LIVE WORK LEARN PLAY INC. ARE BUILDING A SHARED VISION TO CREATE A NEW KIND OF MIXED-USE COMPLETE COMMUNITY, CENTERED AROUND HEALTH, WELLNESS, AND INNOVATION IN THE TOWN OF COLLINGWOOD. COMBINING OUR PHILANTHROPIC EFFORTS, ENTREPRENEURIAL SPIRIT, AND MISSION-BASED INTERNATIONAL REAL ESTATE DEVELOPMENT STRENGTHS, OUR CO-MASTER DEVELOPMENT TEAM IS LOOKING TO TRANSFORM 130 ACRES OF UNDERUTILIZED LAND INTO A FULLY INTEGRATED, VIBRANT MIXED-USE VILLAGE, CALLED THE POPLAR REGIONAL HEALTH & WELLNESS VILLAGE, THAT WILL CULTIVATE AND FOSTER COMPLETE COMMUNITY WELL-BEING FOR GENERATIONS OF CITIZENS TO COME.



7 UNIQUE, INTENTIONALLY PLANNED, AND INTERCONNECTED DISTRICTS

~1.6M SF

MEDICAL, HEALTH, WELLNESS
SERVICES & OFFICE, RESEARCH &
INNOVATION USES

~2,200

RESIDENTIAL UNITS

19 ACRES

OF ENVIRONMENTALLY
PROTECTED GREEN SPACE

~1.95 B

TOTAL ESTIMATED GDP
CONTRIBUTION

~16K

TOTAL ESTIMATED JOBS DURING
CONSTRUCTION

~3.5K - 6.5K

TOTAL POTENTIAL PERMANENT
JOBS CREATED

PROJECT PROGRESS TO DATE

2021

2022

ONGOING

DUE DILIGENCE & PROPOSAL DEVELOPMENT

The co-master development team invested in the creation of a new concept plan to realize a long-standing vision for a health & wellness village by Mr. Di Poce.

COMPLETED:

- DUE DILIGENCE & MARKET RESEARCH
- VISION, CONCEPT PLAN & PROGRAM DEVELOPMENT
- PRELIMINARY SERVICING ASSESSMENT
- HOUSING NEEDS ASSESSMENT
- HEALTH CARE NEEDS ASSESSMENT
- ECONOMIC IMPACT STUDY
- PROJECT RENDERINGS
- DRAFT ZONING & PLANNING MATERIALS

WORKING WITH TOWN LEADERSHIP, STAFF & CONSULTANTS

The co-master development team met with Town Staff, consultants, and Town Council and leadership to introduce our vision and collaborate on refinement of the proposal.

COMPLETED:

- PROJECT VISION & PLAN INITIALLY PRESENTED TO TOWN STAFF ON JANUARY 19TH, 2022
- DEPUTATION TO STRATEGIC INITIATIVES COMMITTEE (SIC) ON MARCH 7TH, 2022
- ONGOING WORKSHOPS AND MEETINGS WITH TOWN STAFF & CONSULTANTS TO REFINE PROPOSAL
- TOWN STAFF & CONSULTANT REPORT RELEASED APRIL 11TH, 2022
- DEPUTATION TO DEVELOPMENT & OPERATIONS COMMITTEE (DO&O) ON APRIL 11TH & MAY 9TH, 2022

STAKEHOLDER & COMMUNITY ENGAGEMENT

The co-master development team started a robust engagement programme to get public and stakeholder input, thoughts, and opinions on the proposed vision and plan.

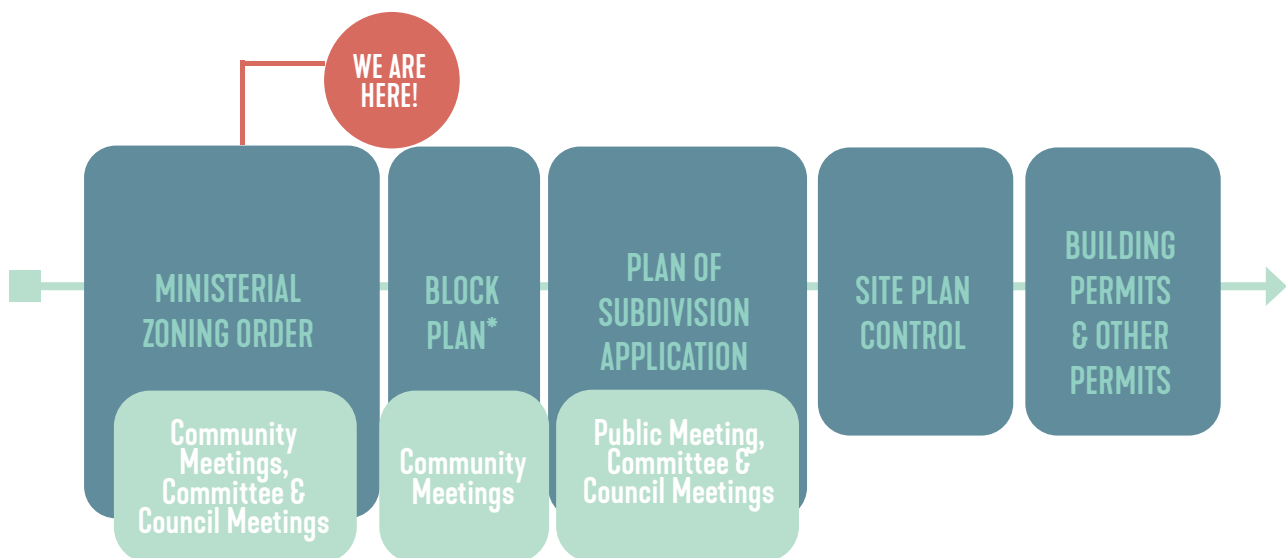
COMPLETED:

- PUBLIC INTRODUCTION OF VISION & PRELIMINARY PLAN AT MARCH 7TH, 2022 STRATEGIC INITIATIVES COMMITTEE (SIC) MEETING
- WEBSITE LAUNCH & ACTIVE COMMUNITY PORTAL ENGAGEMENT BEGINNING ON MARCH 7TH, 2022
- OPEN HOUSE WORKSHOP & COMMUNITY CONSULTATION SESSIONS ON MAY 31ST, 2022
- ONE ON ONE DISCUSSIONS WITH STAKEHOLDERS, COMMUNITY GROUPS, AND RESIDENTS SINCE FALL OF 2021

WHERE WE ARE IN THE APPROVALS PROCESS TODAY

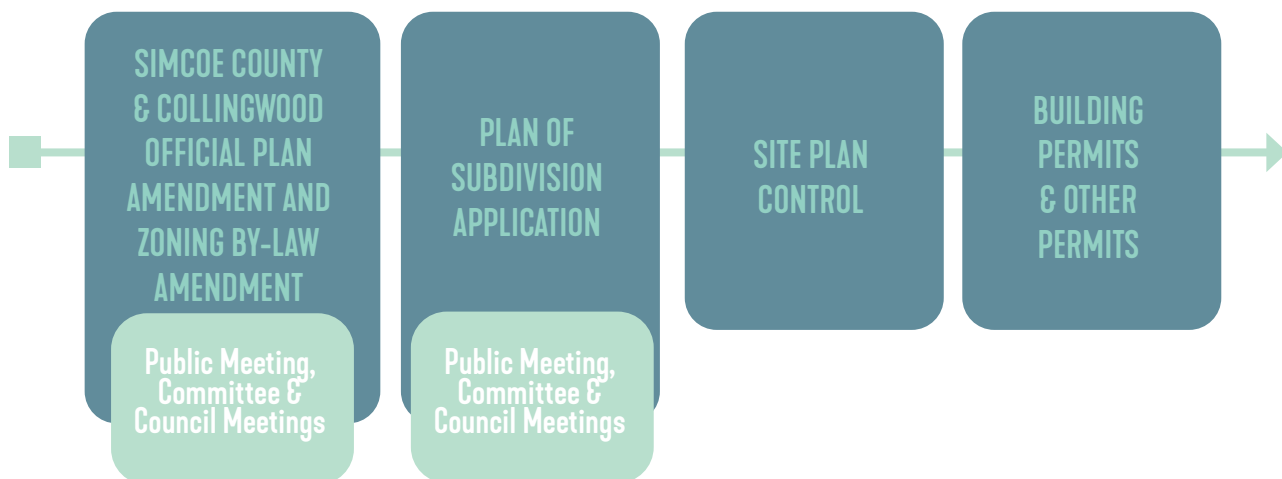
THE FOLLOWING PROVIDES A COMPARISON OF THE OVERALL PLANNING APPROVALS PROCESS WITH AN MZO VERSUS THE TYPICAL PLANNING APPROVALS PROCESS ASSOCIATED WITH OFFICIAL PLAN AMENDMENTS AND A ZONING BY-LAW AMENDMENT. POINTS OF ENGAGEMENT WITH THE PUBLIC ARE ALSO IDENTIFIED.

MZO Approvals Process



* While a block plan is not part of the typical MZO process, our team has made a commitment to the Town of Collingwood to prepare a block plan which outlines the structural elements of the proposed development prior or concurrent to the plan of subdivision application.

Typical Approvals Process





SECTION 2:

OUR ENGAGEMENT PROCESS

STAKEHOLDER & COMMUNITY ENGAGEMENT OVERVIEW

TO REALIZE THE VISION FOR THE POPLAR REGIONAL HEALTH & WELLNESS VILLAGE, WE EMBARKED ON A PROCESS OF ENGAGEMENT WITH KEY STAKEHOLDERS, LEADERS, COMMUNITY MEMBERS AND RESIDENTS, AS WELL AS LOCAL AND REGIONAL ORGANIZATIONS AND BUSINESSES TO INFORM AND SHAPE THE FUTURE OF THE POPLAR HEALTH AND WELLNESS VILLAGE. THIS SECTION PROVIDES A SUMMARY OF OUR ENGAGEMENT APPROACH AND ALL ENGAGEMENT EFFORTS UNDERTAKEN TO DATE.

OUR OBJECTIVES

SHARE

SHARE THE VISION AND PROJECT WITH KEY STAKEHOLDERS AND THE COMMUNITY AND LAUNCH A PERPETUAL PROCESS FOR ONGOING IDEATION AND COLLABORATION.

INPUT

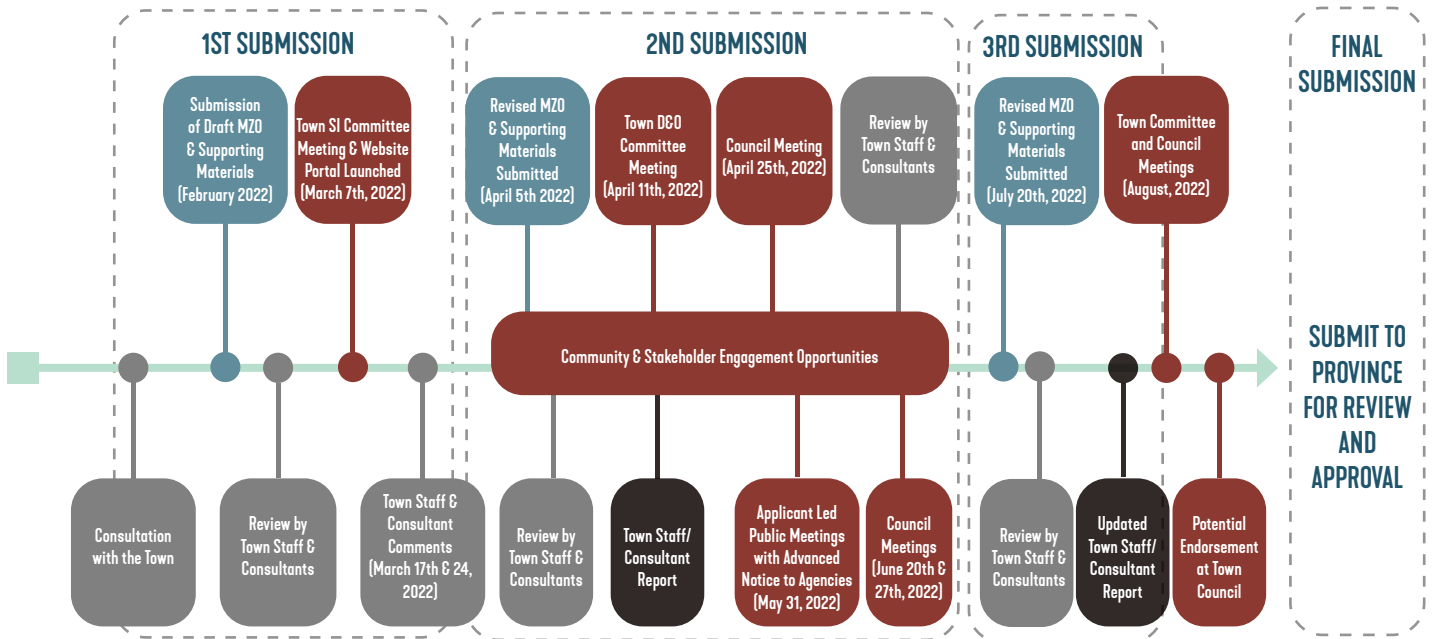
GATHER FEEDBACK ON WHAT PEOPLE VALUE, WHAT CHALLENGES PEOPLE FACE, AND OPPORTUNITIES THEY WOULD LIKE TO SEE CONSIDERED FOR THE FUTURE VILLAGE.

PARTICIPATE

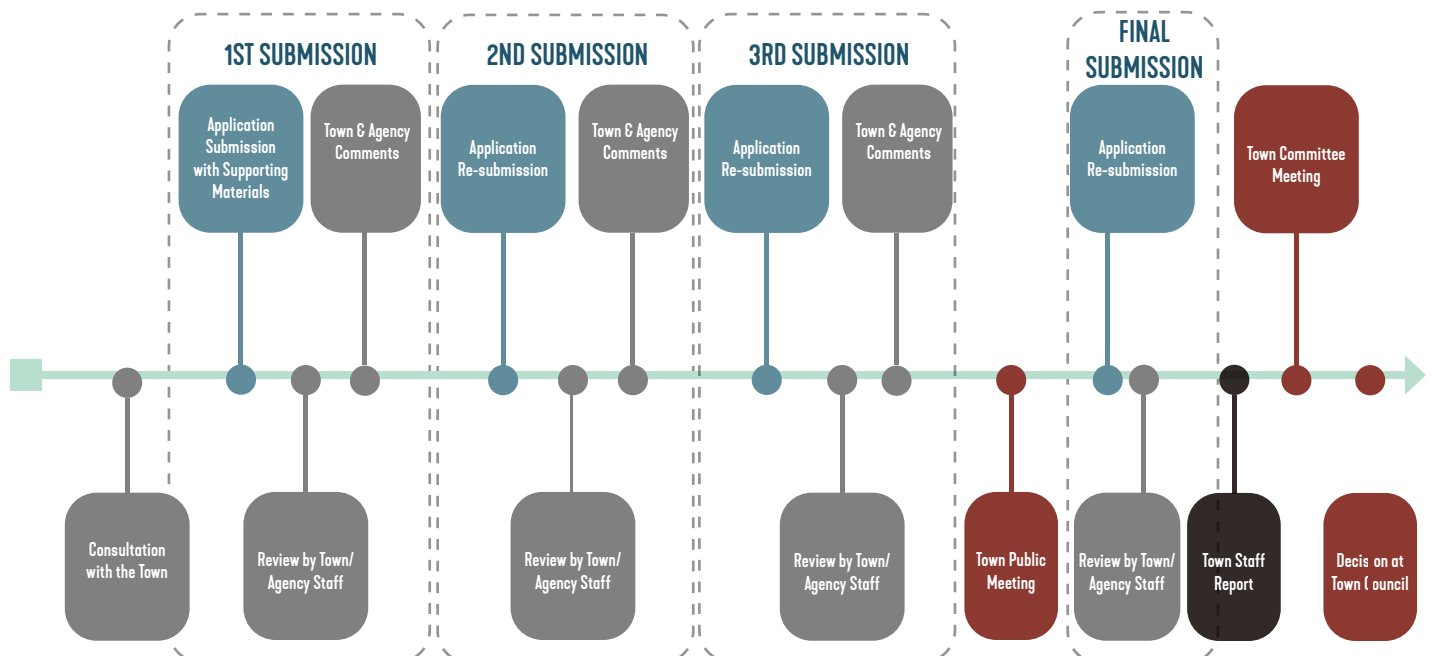
INVITE ONGOING COMMUNITY DIALOGUE, LISTEN AND RESPOND TO COMMUNITY CONCERNS, DESIRES, AND OPPORTUNITIES.

OUR MZO ENGAGEMENT PROCESS COMPARED TO THE TYPICAL PLANNING PROCESS

Poplar MZO Process



Typical Rezoning Process



OUR ENGAGEMENT STRATEGY

OUR ENGAGEMENT STRATEGY HAS PLANNED FOR PUBLIC & STAKEHOLDER ENGAGEMENT IN THREE DISTINCT PHASES, EACH OF WHICH BUILDS ON PREVIOUS PHASE EFFORTS:

1. ENGAGEMENT PROCESS LEADING UP TO COUNCIL ENDORSEMENT
2. BETWEEN COUNCIL ENDORSEMENT AND ISSUANCE OF THE MINISTER'S ZONING ORDER BY THE MINISTER
3. ENGAGEMENT PROCESS THROUGH BLOCK PLAN PROCESS & PLAN OF SUBDIVISION PLANNING APPLICATION

PHASE 1 (WE ARE HERE!)

WEBSITE ENGAGEMENT

A dedicated project website to serve as a user-friendly information hub and a tool for community input. The content on the website has been and will continue to be updated as the project progresses.

COMMUNITY ENGAGEMENT SESSIONS

Multiple in-person open house and engagement sessions that invite the community for open dialogue and feedback. These were structured around roundtable discussions with residents, businesses, and local and regional organizations and agencies.

ONE-ON-ONE ENGAGEMENT

Targeted one-on-one engagement with key stakeholders, businesses and organizations, including but not limited to provincial agencies, federal agencies, local, regional and provincial health care providers, local business owners, and community leaders.

PHASE 2

COMMUNITY DROP-INS & OPEN HOUSE SESSIONS

The development team plans on hosting multiple community drop-in sessions. These efforts may include setting up a booth within the local farmers market, distributing online surveys and project materials, as well as additional open house sessions with visual displays and interactive materials for the community to learn more about the project and to provide feedback on the project and plan.

UPDATED WEBSITE

ONGOING ONE-ON-ONE DISCUSSIONS

PHASE 3

PROJECT UPDATE NOTICES

Throughout the course of the project, update notices will be prepared to summarize updates to the plans, inform of upcoming community consultation and/or opportunities for feedback. These project update notices can be emailed out to participants who provide contact details.

SOCIAL MEDIA

One or more social media channels may be created for the project to inform and communicate with the broader community about the project. Information posted on the website will be promoted through these channels.

ONGOING ONE-ON-ONE DISCUSSIONS

UPDATED WEBSITE

ADDITIONAL WORKSHOPS & COMMUNITY DROP-INS

STATUTORY PUBLIC MEETINGS

PHASE 1 ENGAGEMENT SUMMARY

WEBSITE

1,450+ WEBSITE VISITS

80+

COMMENTS RECEIVED
VIA PROJECT WEBSITE
COMMUNITY PORTAL

100+ DIRECT RESPONSES &
EMAIL EXCHANGES

IN-PERSON

2 IN-PERSON ENGAGEMENT
SESSIONS

200+

ATTENDED COMMUNITY
OPEN HOUSE &
ENGAGEMENT SESSIONS

35+ COMMENT CARDS
RECEIVED

ONE-ON-ONE

100+ PROJECT STAKEHOLDER
PACKAGES DISTRIBUTED

150+

ONE-ON-ONE MEETINGS
WITH RESIDENTS AND
ORGANIZATIONS

25+ FOLLOW UP MEETINGS
AS A RESULT OF WEB PORTAL
ENGAGEMENT



SUMMARY WEBSITE ENGAGEMENT

100+

**DIRECT RESPONSES & EMAIL
EXCHANGES**

1,450+

**WEB PAGE
VISITS**

80+

**COMMENTS RECEIVED VIA
COMMUNITY PORTAL**

DI POCE MANAGEMENT LIMITED AND LIVE WORK LEARN PLAY INC. CREATED A DEDICATED PROJECT WEBSITE FOR INFORMATION SHARING AND ONGOING DIALOGUE WITH THE COMMUNITY. OUR WEBSITE, WHICH LAUNCHED PUBLICLY ON MARCH 7, 2022, LAID OUT THE VISION, PLAN, AND KEY HIGHLIGHTS FOR THE POPLAR REGIONAL HEALTH & WELLNESS VILLAGE. WE ENCOURAGED AND WELCOMED ANY AND ALL FEEDBACK AND THOUGHTS FROM THE COMMUNITY THROUGH OUR WEBSITE AND PROMOTED ITS USE PUBLICLY AT COUNCIL MEETINGS, USING SOCIAL MEDIA, AND ACROSS SEVERAL MEDIA INTERVIEWS FOLLOWING ITS LAUNCH.

WHAT WE SHARED:

- OUR VISION & GUIDING PRINCIPLES
- OUR INITIAL MASTER PLAN
- ASSESSED ECONOMIC IMPACTS

WHAT WE ASKED:

- SHARE YOUR FEEDBACK WITH US
- TELL US WHAT YOU THINK

SUMMARY

ONE-ON-ONE ENGAGEMENT

100+

**PROJECT STAKEHOLDER
PACKAGES DISTRIBUTED**

150+

**ONE-ON-ONE MEETINGS
WITH RESIDENTS AND
ORGANIZATIONS**

25+

**FOLLOW UP MEETINGS AS
A RESULT OF WEB PORTAL
ENGAGEMENT**

SINCE THE FALL OF 2021, DI POCE MANAGEMENT LIMITED AND LIVE WORK LEARN PLAY HAVE BEEN ACTIVELY ENGAGING WITH KEY MEMBERS OF THE COMMUNITY TO GAIN ONGOING FEEDBACK ON THE POPLAR REGIONAL HEALTH & WELLNESS VILLAGE PROJECT. OUR TEAM MET WITH A RANGE OF SPECIFIC LOCAL AND REGIONAL ORGANIZATIONS AND BUSINESSES, SHARED THE COMPREHENSIVE PROJECT VISION AND STAKEHOLDER PACKAGES, AND HAD DETAILED VIRTUAL AND IN-PERSON DISCUSSIONS. WE ALSO MET ONE-ON-ONE WITH SEVERAL INDIVIDUAL RESIDENTS AND BUSINESS OWNERS THAT COMMUNICATED WITH US THROUGH OUR WEBSITE PORTAL. THESE MEETINGS WERE ESPECIALLY INSTRUMENTAL IN HELPING TO INFORM AND VALIDATE THE DETAILS OF OUR VISION AND PROGRAM AND WILL CONTINUE TO DO SO AS WE MOVE THROUGH THE FUTURE STAGES OF THIS PROJECT. ORGANIZATIONS AND BUSINESSES ENGAGED AS PART OF ONE-ON-ONE ENGAGEMENT EFFORTS INCLUDE, BUT ARE NOT LIMITED TO, THE FOLLOWING:

- COLLINGWOOD BIA
- GEORGIAN COLLEGE
- CHAMBER OF COMMERCE MEMBERS
- THE COLLINGWOOD FOUNDRY
- HEALTH CARE BUSINESSES & PROFESSIONALS

- CHARITY AND NOT-FOR-PROFIT ORGANIZATIONS
- BUSINESS OWNERS ON MAIN STREET
- NEIGHBOURS OF THE PROJECT, INCLUDING SKS NOVELTY AND COLLWEST GRAIN

SUMMARY COMMUNITY OPEN HOUSE & ENGAGEMENT SESSIONS

DATE OF EVENTS: MAY 31, 2022

SESSION TIMES: 3-5 PM & 6-8 PM

2 IN-PERSON SESSIONS

35+ COMMENT CARDS
RECEIVED

200+

COMMUNITY MEMBERS IN
ATTENDANCE

200+ EMAIL INVITATIONS

5
ADVERTISING CAMPAIGNS

15+ RESIDENT ROUNDTABLES



EVENT PROGRAM DETAILS

MORE THAN 200 RESIDENTS ATTENDED OUR OPEN HOUSE AND COMMUNITY ENGAGEMENT SESSIONS HELD AT THE COLLINGWOOD LEGION ON MAY 31, 2022. RESIDENTS WERE INVITED TO DISCUSS THE POPLAR REGIONAL HEALTH & WELLNESS VILLAGE VISION & PROPOSAL. THE PROGRAM OF EVENTS INCLUDED:

1. WELCOME & INTRODUCTIONS
2. PROJECT OVERVIEW & VISION PRESENTATION BY DPML & LWLP FOR THE PUBLIC TO LEARN ABOUT THE DEVELOPMENT
3. ROUNDTABLE GROUP ACTIVITIES DESIGNED FOR THE PUBLIC TO SHARE THEIR THOUGHTS, QUESTIONS, COMMENTS, AND CONCERNS
4. ROUNDTABLE REPORT-OUTS & BROADER DISCUSSIONS - A CHANCE TO SHARE AND LISTEN TO INDIVIDUAL GROUP DISCUSSION & SUMMARIES
5. NETWORKING & MEETING THE TEAM FOR ONE-ON-ONE QUESTION AND ANSWER OPPORTUNITIES

WHAT WE SHARED:

- 1 Introduction to the co-master development team, who we are, what we do, and what we aim to do for Collingwood and the region
- 2 Introduction to the project, the site, location, and local and regional context
- 3 Our vision and plan for the Poplar Regional Health & Wellness Village, including the 7 unique districts and the range of uses planned
- 4 Our project milestones and next steps
- 5 What we've heard from the community so far and our plans to continue the dialogue moving forward

WHAT WE ASKED:

- 1 What excites you about the vision proposed today and how do you see this vision benefiting Collingwood and the region?
- 2 What are the top 3 things you would like for this project to achieve or address?
- 3 How would you see yourself using the Poplar Regional Health & Wellness Village?

Click [here](#) to access a brief video of the event

SECTION 3:

WHAT WE HEARD —KEY THEMES

WHAT WE HEARD — KEY THEMES

RESIDENTS COMMUNICATED THEIR THOUGHTS AROUND THE POPLAR REGIONAL HEALTH & WELLNESS VILLAGE PROPOSAL **LOUD AND CLEAR**. THIS SECTION PROVIDES A DETAILED SUMMARY OF THE MAIN THEMES THAT AROSE FROM THE FEEDBACK RECEIVED TO DATE, ACROSS ALL ENGAGEMENT EFFORTS. THIS SECTION ALSO INCLUDES RESPONSES FROM THE DEVELOPMENT TEAM AROUND KEY QUESTIONS POSED BY THE COMMUNITY. OUR RESPONSES HAVE BEEN CATEGORIZED AROUND COMMON THEMES IDENTIFIED.

What we heard you care about (top themes across all engagement to date):

- 1 Access to quality attainable rental and ownership housing, workforce housing, and supportive housing opportunities
- 2 Enthusiasm for a health & wellness hub in Collingwood, including the potential for a relocated and expanded Collingwood General & Marine Hospital (CGMH) campus
- 3 The impact on town infrastructure and services, primarily road, water and waste management
- 4 Economic development, job creation and knowledge-based employment and industry growth
- 5 Fast-tracking re-zoning for increased employment opportunities
- 6 Preserving and enhancing the environment, tree canopy, and green space
- 7 Impact on Collingwood's Downtown
- 8 Project funding and financing
- 9 Local businesses and residents want to be involved
- 10 A strong sense of community, gathering spaces, and all-season recreational amenities
- 11 Attraction of younger families and children
- 12 Appreciation for the project vision and engagement process

1 ACCESS TO QUALITY ATTAINABLE RENTAL AND OWNERSHIP HOUSING, WORKFORCE HOUSING, AND SUPPORTIVE HOUSING OPPORTUNITIES

Residents expressed strong interest in having a variety of housing options at the Poplar Regional Health & Wellness Village.

Residents were particularly enthusiastic about the planned workforce and attainable housing opportunities for the community, as well as supportive housing such as targeted seniors' residences, student housing, housing for children receiving specialized treatment to live close to health care facilities, and housing for the local special needs population.

Many noted their concerns around the lack of affordable housing in the region today, and the impacts that it has

had on employment and being able to age in place comfortably.

Most were keen to learn more and wanted to better understand the housing program and initiatives proposed. Specifically, residents wanted to know how housing would be implemented, who would own and operate attainable units, what level of attainability or definition of attainability would be met, whether there would be both ownership and rental opportunities, and whether there would be partnerships to deliver housing.

A few residents suggested that partnerships with non-profit providers should be

explored to ensure that housing options meet the needs of all people in the region.

Some also mentioned denser housing options to help more people live in Collingwood, although no specific typologies were identified.

A few residents shared concerns over the development only catering to the wealthy, and the potential impact it might have on housing prices in the area.

SOME EXAMPLES OF WHAT WE HEARD

SPECIFIC COMMENTS AND QUESTIONS RECEIVED VIA ENGAGEMENT EFFORTS

"We're really interested in the HOW you're going to do these various things. How are you going to provide programs that are associated with your zoning to help the affordable housing issue?"

"How will workforce housing work? Is it overseen by the employers or government?"

"The complete community is a welcome development. I moved out of Collingwood because market rate housing was too expensive. It would be good if the development included dense housing to help more people live in Collingwood."

OUR RESPONSE:

Defining Attainable & Workforce Housing

We refer to affordable housing, as it is currently defined in the Provincial Policy Statement (PPS), which outlines that the purchase price would not exceed 30 percent of gross annual household income for low and moderate income households or housing for which the purchase price is at least 10 percent below the average purchase price of a resale unit in the regional market area and similar metrics for rent. We are proposing a definition for attainable housing that is based on best practices in the region which is defined as: market-based housing, which can be either ownership or rental housing, that is affordable to households with a range of incomes that are at the 30th to 85th percentile of the income spectrum and provided without cost or rent interventions from the public sector or other social housing providers. Attainable housing may also be priced to meet the definition of affordable housing. Workforce support housing, which can also be a form of attainable housing, means a mixed-use or residential building, structure or part thereof, for providing either temporary or permanent living accommodations, for workers operating out of local employment uses. These concepts have been defined accordingly as part of the definitions outlined in the draft zoning order proposed by the development team.

Housing Mix & Program

We plan on providing both ownership and rental housing opportunities at the Poplar Regional Health & Wellness Village, however, the exact breakdown and mix of units will be determined in later stages of the design and approvals process. Our housing program includes delivering specialized attainable housing solutions, purpose-built rental housing, aging-in-place housing and seniors' residences, supportive housing, and workforce housing options. A portion of these housing options will also be attainable. While we have committed to a minimum of 10% of the total gross floor area for residential uses for attainable housing, the development team has a strong desire to deliver beyond this target to help Collingwood's housing crisis. Our goal is also to fill the attainability gap for the existing workforce and residents and 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 the quality workforce needed to support healthy, knowledge-based employment in Collingwood.

While this development will begin to alleviate some of the immediate pressure to meet housing needs, it will only be a starting point and will set a precedent in the region for delivering a broader range of housing options that bring more attainable housing than is currently available. This project currently plans for approximately 2,200 residential units delivered in a range of denser formats that are not typically being developed in Collingwood. Our proposed zoning explicitly precludes single-detached, semi-detached, and duplex dwellings anywhere on the property. Our plan is looking to provide apartment style and townhome units that would introduce a greater diversity of housing options for Collingwood and tend to be more affordable in nature.

Housing Implementation

There are several ways that this development seeks to deliver attainable and specialized housing options for the Town of Collingwood and the region. Partnerships will be a key factor in this, and depending on the deals secured, housing units may be owned and operated by government agencies, institutional partners, or by the development team. We have already begun preliminary discussions with multiple potential collaborators, including institutional users, public agencies, and additional partners to explore specialized housing options, innovative partnerships, and pilot programs that can specifically aid in bringing unique and new ways to deliver attainable units to the market. However, without the necessary permissions to develop these uses on the site, these discussions cannot advance to the point where there is enough market and financial certainty for commitments to go beyond those set out today.

2 ENTHUSIASM FOR A HEALTH AND WELLNESS HUB IN COLLINGWOOD, INCLUDING THE POTENTIAL FOR A RELOCATED AND EXPANDED CGMH CAMPUS

We heard an outpouring amount of support for creating an integrated health and wellness hub in Collingwood, with better access to expanded health care and wellness services. Many residents shared that they value a holistic and all-inclusive community model, one that includes a regional complex of related facilities that would create an environment that allows for regulated health care professionals and services to work together, resulting in better patient outcomes.

Health care improvement was

a top priority. Some shared personal stories about the hurdles they have faced to access specialized care for family members, and the impact it would have to bring those services closer to home.

Several of the responses pertained to the potential CGMH relocation. Many felt that the Poplar location would allow for better access to services regionally, create benefits with co-locating near the existing Georgian College campus, would better serve the long term needs of the greater community by

providing room to grow, and be key in motivating donors.

Residents wanted to better understand how the potential hospital has been integrated into the current proposal. Some residents asked about the viability of the current plan without the CGMH, what the program for the hospital would be if relocation was determined to be the most appropriate decision, and how it would potentially be delivered, including the role and commitment from Infrastructure Ontario.

SOME EXAMPLES OF WHAT WE HEARD

SPECIFIC COMMENTS AND QUESTIONS RECEIVED VIA ENGAGEMENT EFFORTS

“I think the plan for the Poplar Regional Health & Wellness Village is exactly what our community needs. Having access to all those services in one area will do wonders for those with mobility issues/lack of transportation.”

“I think that the new GCM Hospital should be located on the same property as the Regional Health & Wellness Village. It makes total sense.”

“Absolutely I and my wife are in favour of developing the health and wellness wrap around facility (s) on the Poplar Sideroad location in close proximity to the new GMH which also must be built there on Poplar to provide ready access to all the municipalities etc that are to be served.... the H and Wellness capacities will support the new hospital becoming a renowned teaching hospital as well.”

OUR RESPONSE:

A Holistic Approach to Healthy Communities

Our team firmly believes taking a multi-faceted approach to building healthy communities. We are passionate about creating an integrated cluster of health, wellness and social services that brings health and health care together to enhance patient experience and coordination and for residents of Collingwood, Simcoe County, and Southern Georgian Bay. We know healthy communities need more than access to health care alone, and that our health is impacted by a range of environmental, social and economic factors. Our plan is reflective of this approach and has been designed to provide a higher quality of life for residents, by investing in expanded health care services, attainable, well-located, and accessible housing, ample green space and socialization space, access to recreation, access to employment and job opportunities, and better models for aging-in-place. We are excited that the community shares our values for this integrated approach to creating a health & wellness hub.

Potential for Collingwood General & Marine Hospital Relocation

Given that the hospital is an autonomous body, the decision for relocation ultimately rests with the Hospital and the Ministry of Health. CGMH is currently undergoing its own review process in conjunction with the Ministry of Health to evaluate its institutional and future growth needs as well as community needs and impact, to determine whether or not relocation to the Poplar Regional Health & Wellness Village would best serve these needs. As of the date of the creation of this report, they are in stage 2 of their development planning process and the final 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 health care anchor that wants to locate, integrate into and operate at this Health & Wellness Village.

In terms of hospital funding and delivery, that rests with provincial agencies, the Ministry of Health and the hospital itself. Our development team is prepared to provide the land as a donation to the hospital and work with them around design, infrastructure needs, and potential workforce housing needs. These will be detailed at later stages once an official decision has been made. For now, our team has ensured that the land use needs of the potential hospital are captured in the draft zoning, so that if a decision is made in favour of a relocation, the hospital has the appropriate permissions to be able to proceed with delivery. To this end, one of our major commitments to the Town of Collingwood as outlined in our proposed zoning order includes the conveyance of up to 30 acres of land to CGMH for the purpose of a new expanded regional hospital, provided that such conveyance is requested by the Hospital and supported by the Ministry of Health and Infrastructure Ontario.

3 THE IMPACT ON TOWN INFRASTRUCTURE AND SERVICES, PRIMARILY ROAD, WATER AND WASTE MANAGEMENT

Residents expressed concerns around how a development of this scale would be integrated into the broader community, and the potential impacts it may have on municipal infrastructure to accommodate the larger population.

Specifically, residents were concerned about impacts to traffic, existing road and transit networks, as well as the stormwater and waste water systems. Many wanted to better understand how the development would address the increased demand and

usage that would result.

Some residents were interested in understanding how the site would be serviced given the creation and need for additional capacity under an already strained municipal system. Many wanted to know about water management plans, how sewage flows would be accommodated, and whether the development would consider private or public servicing.

Residents were particularly interested in what the future

planned transit hub would comprise of and where it would be located.

Finally, some wanted to understand the level of sustainable initiatives and design planned as part of the infrastructure scheme, including options for certified green buildings, mass timber, renewable energy, and district energy.

SOME EXAMPLES OF WHAT WE HEARD

SPECIFIC COMMENTS AND QUESTIONS RECEIVED VIA ENGAGEMENT EFFORTS

"This is awesome, I'm assuming the appropriate expansion of infrastructure such as roads etc to accommodate the larger population."

"This is going to be a regional centre that will attract a huge amount of traffic probably on Poplar Road; The critical part is when someone says, "we're going to have a transit hub" on the plan, what is the transit hub and where is it located, because it's from that transit hub that all the other uses will emanate."

"Lots has been said and written about Collingwood's water supply issues that will be addressed through the plant expansion process. Will the sewage flows from all of the development on this site be accommodated within the existing sewage plant or will it help to facilitate an expansion of the sewage plant with much needed odour control measures?"

"Looks good on paper but so much left unsaid. I am particularly concerned about the impact on infrastructure i.e. the waste sanitation facility and water plants. We already have flooding into the Shipyards from the sanitary sewers - what will the impact be when this large project creates additional flow. We don't have the capacity now."

OUR RESPONSE:

Traffic and Road Infrastructure

A traffic impact study will be part of the package of required assessments that our team will need to deliver as part of the next stage of the planning process during the draft plan of subdivision phase. This would occur after the rezoning has taken place. This study will review the site-generated traffic and assess its impact on the public street system and the development, as well as identify improvements that may be needed to mitigate potential impacts. We look forward to working with the town post-rezoning to solve for these issues, and to continue to engage and inform the public as the planning process advances.

Water & Wastewater Management

Given the presence of Georgian College on abutting lands previously donated by Mr. Di Poce, the infrastructure necessary to tie into municipal services like water and sewage are already available at the site. Although private servicing was contemplated as a potential opportunity at the outset, we are no longer considering this option at the request of the Town. As a result, we have removed private wastewater treatment from the list of permitted uses in the draft zoning proposed.

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. 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.

Sustainable & Environmentally-Friendly Development

We are planning innovative and sustainable eco-friendly design features and low impact development solutions that seek to minimize negative environmental impacts across the site. These interventions and features will be detailed out after the rezoning process is completed, at later design and planning stages of development. We remain committed to engaging with the public during these stages to shape building design and sustainability initiatives. District energy is something that we are exploring, and is included as part of the permissions in the draft zoning proposed.

Transit Hub

We are having discussions with the appropriate 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 employment opportunities in Collingwood and health and wellness services without depending on cars and SUVs. This is proposed to be part of the first phase of delivery. The transportation options and services to be located at the transit hub will be detailed out as these discussion advance, once the appropriate zoning permissions are in place to allow for such development.

4 ECONOMIC DEVELOPMENT, JOB CREATION AND KNOWLEDGE-BASED EMPLOYMENT AND INDUSTRY GROWTH

Residents were enthusiastic about the potential positive economic impacts of the development, primarily the potential to generate and create new types of employment and job opportunities.

Some agreed that knowledge-based economic growth in the health, tech, and education space would

be ideal to bring better, more and higher paying jobs to the area versus traditional manufacturing and warehousing uses. Residents specifically wanted to know how many potential jobs could be generated through development.

Many were interested about the opportunities that this would create in attracting

a younger population and workforce.

SOME EXAMPLES OF WHAT WE HEARD

SPECIFIC COMMENTS AND QUESTIONS RECEIVED VIA ENGAGEMENT EFFORTS

“Yes, yes, yes. I believe this development is perfect for Collingwood and Southern Georgian Bay. I agree that manufacturing in its traditional form, in this area, is gone. High Tech and Education is the way of the future and economic well-being of this community and area. It will attract young minds and families and also accommodate our aging population. Communities of the future.... why not start one here! Thank you for your vision.”

“Proceeding with this implies that Collingwood would “make a decision” to move from “Hands” to “Head” development. No going back – even if “Hands” presents itself in the future.”

“Without getting into the proposed overall community plan at this time, the New Hospital and Community College situated beside each other will be a significant draw for health related businesses which will create better paying jobs than many of the existing minimum wages.”

“This is a great proposal that will create lots of jobs in our area. Way more jobs than if you built warehouses on the property. We need good paying jobs.”

“High-tech, high-energy, high-opportunity learning. Inclusiveness of many facets. People- focused work, live, play – all ages. Job opportunities. Diversification of investors.”

“Very excited about this project for Collingwood and the entire area. It will definitely help launch this community to a knowledge based environment..”

OUR RESPONSE:

New Knowledge-Based Employment and Job Opportunities

The Poplar Regional Health & Wellness Village project is anticipated to have a range of positive impacts on employment and job growth within the Town of Collingwood, Simcoe County, and beyond. The project will deliver a significant number of high-quality and high paying knowledge-based job opportunities in a variety of sectors. To deliver on this, we need to be able to secure the right zoning permission to allow and support the development of these establishments. Our proposed zoning includes a variety of institutions and businesses, including a wellness centre, hospital, laboratories, incubation and acceleration space, diagnostic and imaging centre, co-working spaces, maker spaces, medical equipment and supply manufacturing, medical and health technology fabrication labs, and much more. Our zoning also requires a minimum of 60,000 square metres of gross floor area combined of office, institutional uses, and light industrial uses, while limiting the amount of overall stand-alone residential that can be built on the site to a maximum of 25% of the total gross site area. Further to this, our zoning also requires mixed-use buildings with no less than 25% of the ground floor dedicated to non-residential uses, which also create opportunities for new businesses and jobs.

We are committed to working together with the Town to include reasonable and appropriate area specific official plan policies that can further guide the future planning for these lands at the time of the plan of subdivision and subsequent site plan applications, providing the Town with an additional tool to secure reasonable draft plan conditions for development and more detailed design elements through site plan control.

Number of Jobs Forecast

First and foremost, the construction phase alone is projected to contribute nearly \$2B to Canada's GDP and create 16,127 jobs in Canada, of which, \$1.05 billion of labour income and 14,885 jobs will be in Ontario.

Our proposed conversion of the lands from employment to mixed-use also maintains and enhances several of the currently permitted uses and also increases the number of jobs on the site, generating between 3,500 to 6,500 permanent jobs during the operational phase (note: assumptions of higher density employment is based on several precedent assumptions, which includes calculating the number of jobs for each employment category individually, reflective of the concept plan), compared to an estimated 1,000 jobs if the lands were built out under the designated employment uses in the lower density form assumed in the County's Land Needs Assessment as part of the municipal comprehensive review process. To ensure this, a minimum non-residential gross floor area has been included in the draft zoning as mentioned above, which ensures that the planned number of jobs meets or exceeds the Town's employment forecasts and number of jobs per hectare currently planned by the County and Town.

Attracting a Younger Population and Workforce

We firmly believe that bringing the right industry and educational opportunities will be a key factor on attracting knowledge-based workers to Collingwood and the region. These opportunities, paired with the right mix of recreational amenities, health and wellness based uses and services, and workforce housing and attainable opportunities will be critical in allowing a younger workforce to afford to live within the community, and live closer to where they work.

FAST-TRACKING RE-ZONING FOR INCREASED EMPLOYMENT OPPORTUNITIES

Residents were excited about the potential to generate and create new types of employment and jobs opportunities through a change in zoning permissions on site.

We heard conflicting thoughts around the use of the Ministerial Zoning Order (MZO) to fast track the rezoning process. While some advocated for the zoning

to be changed through an MZO to allow for progress in a more expedient way and make this vision a reality sooner, others outlined that the concept may be too big a change to bypass normal processes, especially should they still require lengthy studies to be conducted.

Others wanted to better understand the current zoning on site, and the potential

impacts of a zoning change on existing industries and neighbouring properties.

SOME EXAMPLES OF WHAT WE HEARD

SPECIFIC COMMENTS AND QUESTIONS RECEIVED VIA ENGAGEMENT EFFORTS

"I live in Blue Mountains but see MZO's as a universal problem, you want buy in from the community but not abide by the standards the community sets. If the community feels this is a necessary and worthwhile project they will make the zoning changes or have the development make changes to suit the community, it won't be coming from someone with no connection to the area."

"We want our next council to get behind this; we want councillors cutting through the red tape and saying let's get moving...the MZO it can be a big boogey-bear and scary thing, or it can be something that helps move things forward and we're taking the positive view and trust that the planning processes will still go on and there will still be accountability but getting the zoning changed saves us years and gets us moving forward faster."

"I love this concept! I hope the municipalities involved can fast track the land approvals required to make this vision a reality sooner rather later."

"Very suspicious of the plan and the promises, and in particular the use of the MZO which is nothing more than a planning sledgehammer."

OUR RESPONSE:

Pursuing an MZO to Fast-Track Rezoning

For us, an MZO is simply a tool that will allow for a faster process to update and modernize the land uses to 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 appropriate land uses to facilitate improved productivity of underperforming lands.

An MZO does not mean that we bypass all traditional and local planning processes. On the contrary, it speeds up the conversion of the uses permitted on the land while continuing to require detailed planning, permitting and approvals processes such as a block plan process as part of our agreements with the town, 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. While additional planning applications and studies are still required, an MZO significantly reduces the timeline typically associated with zoning amendment and official plan amendment applications that would be required otherwise.

The updating of land uses will still allow for the potential of future light 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.

6 PRESERVING AND ENHANCING THE ENVIRONMENT, TREE CANOPY, AND GREEN SPACE

Residents felt strongly that access to green space and amenities should be a priority, along with overall environmental preservation and enhancements.

A few residents noted that tree preservation and urban canopy coverage were important aspects to consider. Specifically,

some encouraged that the development should respect the current guidelines around tree preservation and or tree canopy coverage, as well as contribute to the Town's Urban Forest Management Plan.

Others mentioned the importance of protecting the Pretty River Watershed,

and integrating green and sustainable features into the design of the development to enhance environmental footprint.

SOME EXAMPLES OF WHAT WE HEARD

SPECIFIC COMMENTS AND QUESTIONS RECEIVED VIA ENGAGEMENT EFFORTS

"This looks incredible! I live in a nearby subdivision and would absolutely love for this project to come to fruition. Collingwood really needs more health care and recreational facilities and green space... not more housing subdivisions! I really hope to see this come to life in the coming years. Thank you for sharing the details."

"Will you have an urban forest plan as part of the environmental enhancements of the site that will contribute to the Town's urban forest plan."

"Hi - love the development. Please ensure you follow the Collingwood Urban Design Manual Planning rule of 30% tree canopy (i.e., 39 of 130 acres need to be covered by trees). Do not follow their incorrect method of measuring theoretical tree canopy at maturity from a landscape plan and manual - use actual tree canopy by drone at occupancy (ie start with at least 20% at occupancy)."

"Protection of our greenspace. We need to protect the existing space."

"How are you improving our flood control (not just meeting the standards), improving what we have with the pretty river watershed and on that basis, we have to be concerned with the land across the road on Poplar. Will that stay agricultural? Are we going to protect the pretty river?"

OUR RESPONSE:

Preservation of Green Space

The vision for the Poplar Regional Health & Wellness Village includes a range of integrated wellness and cultural parks, a five kilometre multi-modal trail system that connects to local and regional trails, 19 acres of environmentally protected green space, and much more. We firmly believe that access to recreational amenities and green space is vital for our physical and mental well-being. With the current zoning allotted on site, the lands are only able to deliver light industrial and manufacturing uses which bear no benefit for the residents of Collingwood and the region as these lands are privately owned and not accessible to the public and have not been able to attract traditional employment or industrial uses currently permitted. By rezoning the land, we unlock the ability to introduce a range of public and publicly accessible private spaces that will be programmed with recreational amenities such as a skating rink, community gardens, dog parks, public art, and/or a splash pad that serve to create new and meaningful gathering, socialization, and recreation space for residents. These park programming elements and improvements have been included as part of our commitment and future agreements with the Town of Collingwood, as outlined in our proposed zoning order. Additionally, our zoning order outlines our commitment to secure agreements with the Town whereby we construct and convey the five kilometre all season multi-modal trail system within the lands. We will also ensure that ample consideration is given to the preservation of passive and natural green spaces around environmentally protected zones. For example, our zoning ensures that no buildings or structures could be developed on the environmental protection zones on site.

Protection of the Pretty River Watershed

We have every intention of ensuring that natural spaces continue to be protected and enhanced. Through previous development efforts of establishing the adjacent and previously donated Georgian College site and potential industrial development, DPML undertook work with Greenland Engineering that looked at the entire property, including a stormwater management plan and facility to provide both water quality and protection of the Pretty River Watershed. These facilities have already been designed and approved by the Nottawasaga Valley Conservation Authority (NVCA) and have been over designed for the property that will be draining to it.

Tree Preservation and Tree Canopy

Our team is committed to ensuring little negative environmental impact. That includes abiding by existing design guidelines and policies that support urban forest and green infrastructure, such as the Urban Forest Management Plan by the Town. These will be guiding documents that will be an important factor into site design as we advance to later stages of the planning process, post zoning conversion.

7 IMPACT ON COLLINGWOOD'S DOWNTOWN

Residents were excited about the positive economic impacts that would be generated by the Poplar Regional Health & Wellness Village. However, residents wanted to better understand how economic activity could potentially impact the vibrant downtown.

Many wanted to learn more about how the plan accounts for potential synergies with the existing downtown area, how it would connect to the downtown physically, and if the community would drive or drain economy to the downtown.

"How will the downtown Collingwood be affected by this development? How will they be connected to continue as a vibrant Downtown centre of Collingwood?"

"A place of this size will have a significant impact to the downtown. How will it connect with, and reinforce the downtown?"

OUR RESPONSE:

Impact on Downtown Businesses

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 it 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. In many ways, this will simply be an additional node, much like the western commercial node in Collingwood that supports, rather than competes with existing offerings.

We have taken steps in crafting the zoning for our site to ensure that the retail component of our proposed program is developed at a complimentary scale. Our current zoning has limitations on the overall amount of retail that will be permitted on site to a maximum of 20,000 square metres of gross floor area on the lot, excluding accessory uses, ensuring it will not compete with the downtown.

We have also been engaging with the Downtown Collingwood Business Improvement Area (BIA). The development team personally extended an invitation to the BIA to join the discussion and input into the community process at the recently held Open House & Community Consultation Event on May 31, 2022. Since, we have also been able to personally meet with BIA members and provide a comprehensive development package for their review and input. We look forward to continuing to engage with the BIA and explore how this development can complement and support the downtown.

8

PROJECT FUNDING AND FINANCING

Residents were supportive of the ambitious vision for the development, but wanted to better understand how a development like this would be funded. Most felt strongly that the vision provided positive opportunities for Collingwood to grow and diversify the economy, as

well as bring necessary housing and health care resources, and were keen on the financial support necessary to help make this vision and the associated benefits a reality.

“Can you explain how the project will be funded? What are the next steps to move forward and what can one person on an individual basis do to move this project forward?”

“Great vision! Fabulous opportunity! Get Moving! Where are the funds coming from?”

OUR RESPONSE:

Funding the Poplar Regional Health & Wellness Village

The Poplar Health & Wellness Village is currently fully funded for this stage of the project. It should be noted that Mr. Di Poce, his company DPML 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. To deliver on our vision, the investment and development team will utilize a range of available funding for realization, including private and public funding options through private equity investment, government agencies, public and private partnerships, private investment from end-occupiers, and more.

ADDITIONAL THEMES/ COMMENTS FROM THE COMMUNITY

9 LOCAL BUSINESSES AND RESIDENTS WANT TO BE INVOLVED AND PARTICIPATE IN THE CREATION OF THE VILLAGE

MULTIPLE EXISTING ORGANIZATIONS, BUSINESS OWNERS AND INDIVIDUALS EXPRESSED AN INTEREST IN BEING PART OF THE VILLAGE DEVELOPMENT

"It is incredibly exciting to see the vision for this project, and how it supports the local health and wellness priorities in South Georgian Bay. I am the XX for the South Georgian Bay Ontario Health Team. As a Team of local health and social agencies, we would be thrilled to be involved more closely in this project. I will look forward to hearing from you and our continued collaboration."

"I came across an article recently outlining your proposed mixed use "wellness" development in Collingwood. As a locally owned business owner I wanted to express our full endorsement. When I say "our" I mean myself and half a dozen other business owners I meet with over coffee once a month. We look forward to following the progress of getting this off the ground."

10 A STRONG SENSE OF COMMUNITY, GATHERING SPACES, AND ALL-SEASON RECREATIONAL AMENITIES

SOME SHARED SPECIFIC IDEAS AROUND KEY RECREATIONAL AMENITIES THAT THEY WOULD LIKE TO SEE AS PART OF THE VILLAGE

"We would love to see another blue mountain village gathering place - i.e., central stage surrounded by shops, restaurants, pubs, and condos. So close to downtown, it would bring even more tourists to Collingwood. Thank you for giving this opportunity for the public to give ideas."

"Indoor exercise facility for seniors. A walking track would be of real value. It is very dangerous to walk on trails and streets in Collingwood in the winter. Exercise classes geared to seniors could also be part of such a facility."

11 ATTRACTION OF YOUNGER FAMILIES AND CHILDREN

SOME WANTED TO UNDERSTAND HOW WE WOULD BE ATTRACTING YOUNGER FAMILIES AND CHILDREN TO THE DEVELOPMENT, AND HOW WE WOULD BE PLANNING FOR THE FACILITIES THAT WOULD ACCOMMODATE THEM.

“What about schools & facilities for children of workforce? (Many education facilities were post- secondary). I think use of the village will be by our kids, not us.”

“How will you attract young families?”

“Great project. Will this project attract children and young families?”

12 APPRECIATION FOR THE PROJECT VISION AND ENGAGEMENT PROCESS

SOME SHARED GENERAL COMMENTS ABOUT THE OVERALL PROJECT AND VISION, AND THE PROCESS OF ENGAGEMENT TO DATE BY DPML & LWLP.

“We have no ties with the developer, the people at this table are totally independent people. And we agreed with how people are saying “What about this, what about that?” A developer has actually come to our community and said “hey, here’s what we’re planning” and asking us to be a part of it. And I wish we could have been involved with other developers in the past years where we determine – Let’s have some greenspace, or why are you putting something on the road like that hurts traffic” but here we are at the very beginning of something that is quite amazing....We got good vibes from the presentation so, thank you.”

“We love the project; When I first saw it back in February, I believe, I thought this is exactly what we need and as I’ve continued to think about it and as I saw your presentation today, I thought “This is like heaven” – thank you very much.”

For more information, visit:
<https://poplarhealthandwellnessvillage.com>



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