

## **COLLINGWOOD TOWN COUNCIL VOTES IN FAVOUR OF ADVANCING THE POPLAR REGIONAL HEALTH & WELLNESS PROJECT**

*Council votes 6-1 favour of moving the visionary plan for the Poplar Regional Health and Wellness Village forward to transform vacant industrial lands into a vibrant, economically viable regional health & wellness village through their endorsement of a Minister's Zoning Order (MZO)*

COLLINGWOOD, ON, August 19, 2022 - The co-master development team of Di Poce Management Limited and Live Work Learn Play Inc., announced today that their request for an MZO, needed to advance the rezoning of the Poplar Regional Health & Wellness Village lands in Collingwood from industrial to mixed-use, was endorsed by Town Council during the meeting held on August 18, 2022.

The 130-acre proposed development includes a transformative vision to deliver an innovative and fully integrated mixed-use regional Health and Wellness Village for Collingwood and the province of Ontario, including a potential future expanded regional hospital. The Village will bring nearly \$2 billion in positive economic impact to Collingwood, the region and Province, an innovative mix of over 2,200 residential units including a portion dedicated to attainable housing, and a significant amount of quality, knowledge-based jobs for the region.

"After almost a year of robust community and stakeholder engagement, and months and months of work with Town leadership and staff, we are thrilled that our request for the endorsement of an MZO has now been approved by Council and will be sent to the Province for consideration and will now involve their tremendous vision and leadership," said Max Reim, Chief Executive Officer, Co-Managing Partner & Founding Principal at Live Work Learn Play Inc.

"We're looking forward to continuing to work closely with the Town of Collingwood and community, and now Provincial leadership, to deliver much needed health care services, attainable aging-in-place and workforce housing opportunities, new knowledge-based jobs, and much more, that together will result in a strengthened economy for the citizens of Collingwood and the region," said Armando Lopes, Development Manager at Di Poce Management Limited.

Council's decision is in response to the aspirations of Mr. John Di Poce – who as the owner of Di Poce Management Limited and the lands – has had the vision and desire to create a legacy of health, education and wellbeing across the Town of Collingwood and the region.

If adopted by the Province, the proposed MZO will establish the necessary zoning to build a new, state-of-the-art hospital and facilities on a 30-acre parcel of the land, which is proposed to be gifted as a community benefit by Mr. Di Poce to Collingwood General & Marine Hospital.

“I am a true believer in access to quality healthcare for everyone and I am very proud of the community and leadership for supporting this important decision to take the next step forward,” said John Di Poce, Owner and Founder of Di Poce Management Limited.

An MZO is a Provincial tool that is used to advance and expedite developments that support and implement government priorities so that benefits can be delivered earlier through better use of underutilized land. In the case of The Poplar Regional Health and Wellness Village, if approved by the Province, the MZO will allow the co-master developers to unlock the potential of the land by allowing a complementary mix of uses to realize the vision, synergies and economies of scale of a complete and fully integrated health and wellness community, offer much needed attainable housing, and drive a new economy for the community, region and Province.

### **MORE INFORMATION ABOUT MZOS**

<https://www.ontario.ca/document/citizens-guide-land-use-planning/zoning-bylaws#section-12>

### **OTHER NOTABLE QUOTES**

“Council by their vote tonight have put in place a critical pillar in the development of our soon-to-be complete community. Collingwood has had a need for enhanced health care and work force housing. The Poplar Village will deliver these. Our Premier successfully campaigned on "lets get it done". Collingwood council has done just that. I am proud to be a principal player on the Di Poce / LWLP team.” – Terry Geddes, Former Mayor of Collingwood and Warden of Simcoe County

### **ABOUT THE PROJECT**

The Poplar Regional Health & Wellness Village addresses several critical issues Collingwood and the region is facing now.

1. Creates new economic drivers for the region, including new, quality employment opportunities
2. Brings world-class innovation in health and wellness to the area, setting a new standard for healthy living in the region
3. Creates much-needed purpose-built, attainable workforce housing for Collingwood and future employers
4. Delivers safe and healthy excellence in aging in place community for a rapidly and growing elderly regional population
5. Sets a new standard in environmentally friendly low carbon footprint development

## **ABOUT THE TEAM**

Di Poce Management Limited and Live Work Learn Play Inc. are working together as co-master developers with a shared mission of curating and nurturing this enduring, thriving and innovative complete community district for Collingwood, and to create a legacy for the region and Province.

## **ABOUT 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. John and his family have a mission to ensure that the 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. This includes a land donation to Georgian College and many contributions to the Collingwood General & Marine Hospital Foundation, and to the Toronto General Foundation (UHN) with the establishment of the John Di Poce Family Transplant Fund.

## **ABOUT LIVE WORK LEARN PLAY INC.**

Live Work Learn Play Inc. is 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 very special places.

[www.LiveWorkLearnPlay.com](http://www.LiveWorkLearnPlay.com)

## **MEDIA CONTACT**

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## IMAGERY

### Conceptual rendering: Aerial View – 7120 & 7200 Poplar Sideroad



### Location:

