

A VISION FOR COLLINGWOOD. PAST. PRESENT. POSSIBLE.

A COMMUNITY VISION FOR WHAT COMES NEXT.

Built from what has always made this place home.

PAST

WHAT BUILT US

PRESENT

WHAT WE LOVE NOW

POSSIBLE

WHAT COMES NEXT



KEEP COLLINGWOOD, COLLINGWOOD.

LISTEN. BUILD. DELIVER.

THIS IS THE SUMMARY. THE REPORTS SHOW THE WORK.

This document brings the ideas together so people can understand the direction quickly. It is not meant to repeat every page of research, costing, case studies, constraints and implementation work already developed in the supporting reports.

01 THE VISION

THIS DOCUMENT

The connected story: what Collingwood could become, how the pieces relate, what matters most and the questions each concept still has to answer.

02 THE DETAILED REPORTS

GO DEEPER

The working analysis behind each idea: current conditions, options, case studies, costs, funding, trade-offs, feasibility questions and proposed implementation.

03 EXECUTION

ONLY AFTER IT IS PROVEN

Public input, site and servicing work, engineering, partnerships, funding, approvals, procurement, milestones and transparent measurement.

HOW TO USE THIS REPORT

- Read this vision first. It is the short-form overview.
- When an idea matters to you, use the Supporting Reports + Execution Library on pages 61-62 to go deeper.
- Some supporting reports are complete; others are working documents that should be updated as new public data, partnerships and feasibility work become available.

HOW TO READ THIS VISION.

This is the short-form vision. The detailed reports carry the execution work behind it.

01

FOUNDATIONS FIRST

Before major concepts move, the Town has to understand the systems underneath them: infrastructure, financial capacity, natural systems and how the municipality delivers service.

02

COMMUNITY VISION

Then the report shows the possibilities: waterfront, downtown, parking and mobility, arts and events, recreation, Central Park, housing and economic opportunity.

03

DETAILED REPORTS SHOW THE WORK

Costing, site options, operating models, implementation, trade-offs and technical due diligence sit in the supporting reports. Where that work is still being completed, the Vision says so.

THE ORDER MATTERS.

Understand the backbone. Test affordability. Protect the systems people value. Improve how Town Hall works. Then decide which concepts deserve to move forward - and in what order.

VISION = DIRECTION | REPORTS = EXECUTION DETAIL

BIG IDEAS. PRACTICAL PROCESS.

The point is not to promise every rendering. It is to make the possibilities visible, then do the work to figure out what deserves to move forward.

THE COLLINGWOOD TEST

Does it feel like Collingwood? Does it improve daily life? Does it create opportunity? Can the infrastructure support it? Can we build, operate and sustain it?

01

LISTEN

Residents. Businesses. Sport. Arts. Youth. Seniors. Staff. Start with the people who live the issue.

02

DEFINE

What problem are we solving? What opportunity are we trying to unlock? What does success look like?

03

TEST

Land. Demand. Infrastructure. Access. Traffic. Operations. Environmental and planning constraints.

04

COST + PARTNER

Understand capital and operating costs, then look for grants, sport bodies, businesses and community partners.

05

PILOT + MEASURE

Start smaller where we can. Track use, traffic, business impact, cost and community feedback.

06

BUILD + ADAPT

Move forward with what works. Phase it. Leave room to grow. Change course when the evidence says we should.

START WITH POSSIBILITY. EARN THE RIGHT TO BUILD IT.

PAST. PRESENT. POSSIBLE. | LISTEN. BUILD. DELIVER.

THE FLOW.

The report moves from the story of Collingwood, to the foundations, to the concepts, and finally to the deeper execution work.

THE STORY

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THIS REPORT IS THE SUMMARY.

The supporting reports carry the deeper analysis on feasibility, cost, funding, operating models, options and execution. A detailed Infrastructure + Asset Management report is being developed to expand the foundation summarized here.

START HERE FOR THE DIRECTION. GO DEEPER FOR THE WORK.

I LOVE THIS TOWN.

"The goal is not to preserve Collingwood in time. It is to carry the best of Collingwood forward."

I love that you can walk downtown and run into people you know. I love that Georgian Bay is right there. I love our trails, our sports, our restaurants, our small businesses and the people who keep creating things here.

But what I love most about Collingwood is that this has always been a town of people who build.

For generations, people here built ships, industries, neighbourhoods, businesses, organizations and traditions. We have an incredible opportunity to build again - not to erase what Collingwood has been, but to build on it.

THIS VISION IS ABOUT

IDENTITY

Growth that still feels like Collingwood.

OPPORTUNITY

More reasons to build a career, business and life here.

GENERATIONS

Decisions made with 20, 30 and 50 years in mind.

THREE WORDS. ONE STORY.

Before we talk about projects, we have to understand the story connecting them.

PAST.

WHAT BUILT US

Shipbuilding. Manufacturing. Railway. Harbour. Downtown. Agriculture. Trades. Sport. Community organizations.

PRESENT.

WHAT WE LOVE NOW

Four-season recreation. Entrepreneurship. Restaurants. Arts + culture. Trails. Downtown. Georgian Bay. Families. Community.

POSSIBLE.

WHAT THOSE STRENGTHS CAN BECOME

A waterfront people use. Better gathering spaces. A stronger innovation + trades economy. Attainable housing. Modern recreation. Better connections.

PAST.

WE WERE
A TOWN
THAT BUILT
THINGS.

WHAT BUILT US.

Shipbuilding. Manufacturing. Railway. Harbour. Downtown.
Agriculture. Trades. Sport. Community organizations.

Our past is not a ceiling. It is a foundation.

WE WERE A TOWN THAT BUILT THINGS.

Collingwood grew around transportation, industry and a working harbour. The railway arrived in 1855. Shipping, boat building, grain handling, lumbering and other industries helped shape the town that followed.

1855

THE RAILWAY ARRIVES

A WORKING TOWN.

Ships. Factories. Grain. Lumber. Trades. Manufacturing. Homes. Streets. Businesses. A harbour connected to a much bigger world.

A COMMUNITY THAT BUILT AROUND IT.

Merchants. Farmers. Athletes. Volunteers. Clubs. Community organizations. Generations of people who made this place work.

THE PRINCIPLE

Our history should be something we can feel.

Architecture, materials, public art, markets, trails and gathering spaces can all carry pieces of Collingwood's story forward.

THE PAST SHOULD GIVE US INSPIRATION, NOT LIMITATIONS.

Source: Town of Collingwood, Downtown Heritage Conservation District Plan.

PRESENT.

WHAT WE LOVE NOW.



Four seasons. Georgian Bay. Downtown. Trails. Sport. Restaurants. Arts + culture. Small businesses. Families. Community.

PROTECT WHAT PEOPLE LOVE ABOUT COLLINGWOOD NOW.

"Ask ten people what they love about Collingwood and you will probably get ten different answers."

That is part of what makes this place special. The future does not need to replace today's Collingwood. It should make the things people already love easier to experience, easier to access and stronger for the next generation.

01 EVERYDAY MOMENTS

A Saturday downtown. Georgian Bay. A trail ride. A rink. A soccer field. A patio. Live music. A favourite restaurant. Running into someone you know and stopping to talk.

02 STRENGTHS WORTH BUILDING ON

A four-season community. Entrepreneurs. Restaurants. Arts + culture. Recreation. Trails. Small businesses. Community organizations.

03 THE PROMISE

Keep the character people recognize. Create more reasons to gather. Make daily life better as we grow.

Context: Town of Collingwood, Community Based Strategic Plan 2024-2028.

POSSIBLE.

WHAT COULD THOSE STRENGTHS BECOME?

INFRASTRUCTURE + SERVICES

The backbone that allows everything else to work.

JOBS + ECONOMY

More opportunity to build a career, business and life here.

WATERFRONT + DOWNTOWN

More reasons to gather, stay and support local businesses.

HOUSING + COMMUNITY

More choices for families, workers and people aging in Collingwood.

CONNECTION

Safer, easier ways to walk, bike, use transit and move around town.

THE FOUNDATION COMES FIRST.

The concepts only matter if Collingwood can service, afford, operate and sustain them over the long term.

WHAT COULD THOSE STRENGTHS BECOME?

Put Collingwood's history beside what people love today and possibilities start appearing everywhere. Not promises. Possibilities worth exploring.

WATERFRONT

FROM A PLACE WE LOOK AT



TO A PLACE WE LIVE IN

Boardwalks, parks, markets, boating, music, play, food and public spaces that tell our shipbuilding story.

ECONOMY

FROM VISITING HERE



TO BUILDING HERE

Technology, skilled trades, entrepreneurship and local companies that create more ways to build a career here.

PUBLIC SPACE

FROM PASSING THROUGH



TO STAYING AWHILE

Markets, recreation, culture, family spaces and events that make everyday community life more active.

CONNECTIONS

FROM SEPARATE PLACES



TO ONE CONNECTED TOWN

Neighbourhoods to downtown. Trails to parks. Downtown to Georgian Bay. Safer walking and cycling links.

INFRASTRUCTURE

FROM REACTING TO PRESSURES



TO PLANNING AHEAD

Water, wastewater, roads, stormwater, asset renewal and digital systems planned with growth - not after it.

INFRASTRUCTURE IS PART OF EVERY CONCEPT. Growth only works when servicing, stormwater, roads, assets and operating capacity are planned together.

BUILD THE BACKBONE BEFORE WE ADD THE WEIGHT.

Every major idea in this Vision depends on the systems underneath it. The summary is simple: understand capacity, coordinate the work and plan for the Collingwood we are becoming - not only the Collingwood we have today.

ROADS + PUBLIC ASSETS

Maintain what we already own. Coordinate road work, sidewalks, crossings and asset renewal so projects solve more than one problem at a time.

WATER + WASTEWATER

Know the servicing capacity required for the housing, employment and community facilities being planned - before growth outruns the system.

STORMWATER + FLOODING

Treat drainage, creeks, wetlands, culverts and flood resilience as infrastructure decisions that have to be integrated with growth and capital planning.

MOBILITY + CONNECTIONS

When streets are rebuilt, test whether the same project can improve walking, cycling, accessibility, transit connections and safety.

THE INFRASTRUCTURE TEST

Before a major concept moves forward: Can the systems underneath it support it today? What has to be renewed or expanded? What does that cost? Can the work be coordinated with other capital needs?

DETAILED REPORT COMING SOON

The Infrastructure + Asset Management report will expand this foundation with asset condition, lifecycle priorities, roads, water, wastewater, stormwater, capacity, funding and project sequencing. This Vision establishes the direction without pretending the technical work is finished.

THE VISION CANNOT BECOME A BLANK CHEQUE.

Collingwood's long-term financial model is a reminder that we have to choose, sequence and fund projects carefully - not simply add every idea to the tax base.

4.8% IS A WARNING. NOT OUR FUTURE.

The 4.8% scenario shows the path we need to avoid: trying to do too much at once, with too little outside funding, and leaving taxpayers to carry too much of the cost.

That is not how I operate. My goal is to keep taxes as low as responsibly possible while we build for the future - set priorities, find efficiencies, phase projects, pursue grants and partnerships, and find better ways to pay for what we need.

I spend my life solving hard problems. We can find a better way - together.

THE STANDARD FOR EVERY MAJOR PROJECT

PRIORITIZE + PHASE

Not everything at once. Sequence projects around need, infrastructure capacity and affordability.

FULL BUSINESS CASE

Show capital cost, operating cost, lifecycle cost, demand, revenue, risk and taxpayer impact before committing.

EXTERNAL MONEY FIRST

Actively pursue grants, cost-sharing, partners, philanthropy and eligible growth funding before relying on property tax.

COLLABORATE TO DELIVER

Use sport bodies, community groups, private operators, developers, neighbouring governments and institutional partners where there is a clear public benefit.

A FUNDING STACK - NOT ONE SOURCE.

Different projects will qualify for different tools. The point is to combine eligible sources and reduce the amount that has to come from the property-tax base.

FEDERAL + PROVINCIAL	capital grants, infrastructure programs and transfers	GROWTH FUNDING	development charges and developer front-ending/cost-sharing where eligible
RESERVES	existing reserve and reserve-fund contributions for planned or lifecycle work	PARTNERS	sport bodies, education/health partners, nonprofits, foundations and regional cost-sharing
PRIVATE + PHILANTHROPIC	donations, naming rights, sponsorships and fundraising	EARNED REVENUE	leases, concessions, rentals, events, commercial space and user fees
LONG-TERM DEBT	debentures for long-lived assets only after affordability and lifecycle testing	LAND + DELIVERY	ground leases, land partnerships or other structures where they lower long-term public cost

Not every source applies to every project. Eligibility, risk and long-term public value have to be tested case by case.

Sources: Town of Collingwood 2026 Budget Book; CollingwoodToday, Sept. 15, 2026, reporting on the Long-Term Strategic Financial Modeling Tool.

BUILD NATURE INTO HOW WE BUILD.



The environment report treats nature, mobility, parks and infrastructure as one connected system - not separate files on a shelf.

NATURE IN DAILY LIFE

Trees, shade, naturalized drainage, green streets and public spaces should be part of everyday projects.

CONNECT DESTINATIONS

Link neighbourhoods to downtown, waterfront, schools, recreation, parks and employment - not just trail to trail.

MAKE SAFE ROUTES OBVIOUS

Continuity, crossings, accessibility, lighting, wayfinding and winter maintenance determine whether a route works.

MAKE EACH PROJECT DO MORE

When roads, parks or stormwater projects move ahead, test whether they can also add trees, manage water and close mobility gaps.

SMALL PUBLIC SPACES MATTER TOO.

Benches. Trees. Shade. Public washrooms. Water refill. Bike repair. Wayfinding. Better trail signage. Small interventions can make walking, biking and gathering more practical without waiting for a major capital project.

DEEPER REPORT

Collingwood Vision - Environment: A Greener, More Connected Collingwood

A FUNDAMENTAL CHANGE IN HOW TOWN HALL WORKS.

This vision is not only about what Collingwood builds. It is about how the municipality works, collaborates and delivers over the long term.

My role as mayor would be to set clear priorities, bring people together, remove barriers, demand transparency, support staff who improve the way we work, and keep the organization focused on delivering better service.

01

COLLABORATE

Break down silos between planning, infrastructure, parks, recreation, finance, economic development and other departments. Major projects should be managed as one municipal system.

02

MAKE THE WORK VISIBLE

Residents should be able to understand priorities, timelines, costs, milestones and changes. Transparency should make progress and problems easier to see early.

03

EMPOWER STAFF TO IMPROVE

The people doing the work often know where processes are slow, repetitive or unnecessarily complicated. Give teams tools, training and permission to redesign the work.

04

TURN EFFICIENCY INTO CAPACITY

Use technology, better workflows, shared services and smarter procurement to free staff time, improve turnaround and increase service capacity without defaulting to higher cost.

THE CULTURE WE SHOULD BUILD

A Town Hall where staff are trusted to solve problems, departments work together, good ideas can move, residents can see what is happening, and continuous improvement becomes part of the job - not a special project once every few years.

Efficiency is not about cutting for the sake of cutting. It is about creating the capacity to serve a growing community better.

BUILD CAPACITY FROM WITHIN.

The long-term opportunity is to make improvement part of every department: set measurable goals, give staff room to improve the work, recognize results and reinvest verified gains into better service.

SET SERVICE GOALS

Define the outcomes each department is trying to improve: turnaround, capacity, reliability, customer experience and cost.

INVITE STAFF IDEAS

Create a simple way for front-line and management teams to identify repetitive work, bottlenecks and better processes.

USE TECHNOLOGY WELL

Automate repetitive administration where it makes sense, improve digital service and protect non-digital access for residents who need it.

RECOGNIZE IMPROVEMENT

Celebrate teams that measurably improve a service, simplify a process or create reusable capacity.

REINVEST VERIFIED GAINS

Where savings or staff capacity are real and sustained, consider reinvesting part of the benefit into training, tools or higher service levels.

WORK ACROSS DEPARTMENTS

Use cross-functional teams for major projects so planning, finance, infrastructure, recreation and operations solve problems together.

TEST BEFORE ADDING COST

Review the process and workload before automatically adding permanent positions or new layers of administration.

PUBLISH WHAT CHANGED

Show what was tried, what improved, what it cost, what capacity was created and whether the change should continue.

THE TEST

Did the change make the service faster, easier, more reliable or less expensive? Did it create capacity the community can actually feel? If not, change it or stop it.

BUILD A CAREER. A BUSINESS. A LIFE.

Housing matters. But affordability is not only a housing conversation. We also have to talk about opportunity: what people can earn, where they can work, and whether they can build a future here.

LIVE HERE.

MORE PLACES TO LIVE

More choice, better use of land and thoughtful growth can help create more ways for people to live in Collingwood.

EARN HERE.

MORE WAYS TO BUILD A CAREER

A stronger local economy can create more careers that allow people to build a life here, not simply visit or commute.

TECHNOLOGY

Founders, software, digital businesses, remote teams.

SKILLED TRADES

The careers that build and maintain the community.

ADVANCED MANUFACTURING

Manufacturing, construction tech, engineering, design.

LOCAL BUSINESS

Entrepreneurs who start here, grow here and hire here.

THE NEXT GENERATION OF BUILDERS MAY USE A TOOL BELT,
A WELDING MASK, A LAPTOP, A DESIGN FILE - OR ALL OF THE ABOVE.

Context: Town of Collingwood, Community Based Strategic Plan 2024-2028 and 2026 Economic Development Action Plan refresh.

ASK WHAT IS POSSIBLE. THEN DO THE WORK.

Constraints matter. Cost, ownership, approvals, infrastructure and capacity are real. But they should not be the only starting point. Sometimes the first question should simply be: what if?

FROM POSSIBILITY TO DELIVERY

01

ASK

What problem are we really trying to solve?

02

LISTEN

What are residents, businesses and users telling us?

03

RESEARCH

Who has solved something similar? What can we learn?

04

CHALLENGE

Test costs, assumptions, trade-offs and weak points.

05

PARTNER

Who can bring funding, expertise, programming or capacity?

06

DELIVER

If it works, build it well. Measure it. Improve it.

Imagine it. Test it. Improve it. Then deliver what works.

PRACTICAL INNOVATION

Innovation is not doing something because it is new. It is finding a better way, proving it, learning quickly and knowing when an idea needs to change.

DOES THIS FEEL LIKE COLLINGWOOD?

Before an idea becomes a project, it should pass a simple test.



RESPECT WHERE WE CAME FROM?

Does it carry something of Collingwood's story forward?



STRENGTHEN WHAT PEOPLE LOVE?

Does it add to the community instead of erasing what works?



CREATE REAL OPPORTUNITY?

Housing, jobs, business, recreation or quality of life?



BRING PEOPLE TOGETHER?

Does it create connection, access and shared community life?



FIT OUR INFRASTRUCTURE + FINANCES?

Can it be built, serviced, funded and sustained responsibly?



LEAVE SOMETHING WORTH INHERITING?

Will future generations be glad we made this choice?

ABOVE ALL: DOES THIS MAKE COLLINGWOOD A BETTER PLACE TO CALL HOME?

STARTING POINTS. NOT FINAL PLANS.

WHAT THE CONCEPTS ARE

A way to make ideas visible. Conversation starters. Something people can react to, challenge, improve and imagine before a final plan exists.

WHAT THEY ARE NOT

Approved designs, engineering drawings, costed commitments or promises that every element will be built exactly as shown.

NEXT:

THE CONCEPTS

Waterfront. Recreation + public space. Downtown. Housing + economic opportunity.

Sources informing this opening: Town of Collingwood Downtown Heritage Conservation District Plan 2024-2028
Community Based Strategic Plan, Waterfront Master Plan, Economic Development Action Plan refresh.

COLLINGWOOD TURNS TOWARD THE WATER.

Not one building. Not one attraction. A connected waterfront district where shops, restaurants, a boardwalk, boating, markets, music, parks and Collingwood's history all meet Georgian Bay.

EAT / WALK / SHOP / BOAT / PLAY / GATHER

Illustrative concept imagery. The goal is to show a direction for discussion, not a final site plan.



MAKE THE SPIT FEEL LIKE PART OF TOWN.

For years, downtown and the harbour have felt close on a map but separate in the experience. This vision is about closing that gap. Keep moving past downtown and the town should not fade away. It should open up to the water.



01

BOARDWALK

A continuous public edge with places to walk, sit and look out over Georgian Bay.

02

FOOD + SHOPS

Restaurants, cafes, patios, local retail and small businesses facing the water.

03

SHIPYARD MARKET

A four-season market and entertainment hall built around Collingwood's industrial story.

04

MARINA HUB

Fuel, harbour services, boating clubs, transient boaters and a better gateway to the Bay.

05

MUSIC + PARKS

An amphitheatre, public lawns, gardens and spaces to gather without buying anything.

This direction is consistent with Town planning that calls for stronger downtown-waterfront connections, people-focused public space, local commercial activity and celebration of shipbuilding heritage.

Planning context: Town of Collingwood Shipyards Public Realm Plan (2024) and Community Based Strategic Plan (2024-2028).

DON'T LET DOWNTOWN STOP BEFORE THE WATER.

Picture the trip differently: leave Hurontario, head toward the harbour, and instead of arriving at the end of town, arrive at another part of it.



The road still works. Parking still matters. Boats still need access. But the edges become active: storefronts, patios, landscaping, sidewalks and a clear reason to keep moving toward Georgian Bay.



That matters because the waterfront should not feel like a separate attraction. It should feel like the next block of Collingwood - connected to downtown, connected to the harbour and easy to reach on foot or bike.

THE SHIFT

From “drive out to the Spit” to “keep walking through town.”

GIVE PEOPLE A REASON TO STAY BY THE WATER.

An afternoon should be able to turn into dinner. Dinner should be able to turn into a walk, a concert, ice cream, a drink, a market visit or simply sitting by the Bay.



LOCAL BUSINESS

More storefronts and patios create more chances for local operators to be part of the waterfront.

PUBLIC ACCESS

The best views stay public. You do not need a reservation to enjoy the boardwalk.

FOUR SEASONS

Design the district to work on summer evenings, fall weekends and winter market days.

A REAL DESTINATION

The point is not to pass through. The point is to want to come back.

BUILD SOMETHING NEW THAT FEELS LIKE IT BELONGS HERE.

This should not look like a generic food hall dropped beside the lake. The building itself can tell the story: long industrial proportions, steel, timber, big windows, old tools, shipyard photography and details that feel unmistakably Collingwood.



THE SHIPYARD MARKET

A new indoor market and entertainment space inspired by the old shipbuilding factories could become the four-season anchor of the Spit.

LOCAL FOOD + MAKERS

Give producers, artisans and small businesses a place to sell year-round.

HISTORY YOU CAN FEEL

Build shipyard artifacts, photographs, equipment and stories into the architecture.

MUSIC + EVENTS

Make live music and community programming part of the building from day one.

A WINTER REASON TO GO

The waterfront should still have energy when patios close and the snow arrives.

NOT JUST A MARKET. A ROOM FOR THE WHOLE TOWN.

Two levels. A central hall. A stage you can actually see. Food, makers and small businesses around the edges. Shipbuilding history above, beside and around you.



GROUND FLOOR

Food stalls, local makers, communal tables and a proper performance stage.

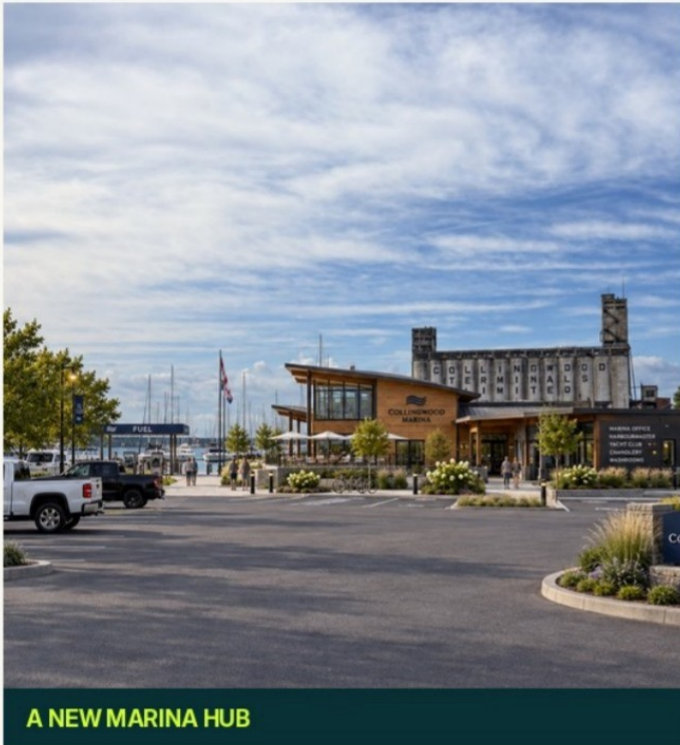


SECOND LEVEL

A mezzanine looking into the main hall, with more seating, vendors and views of the stage.

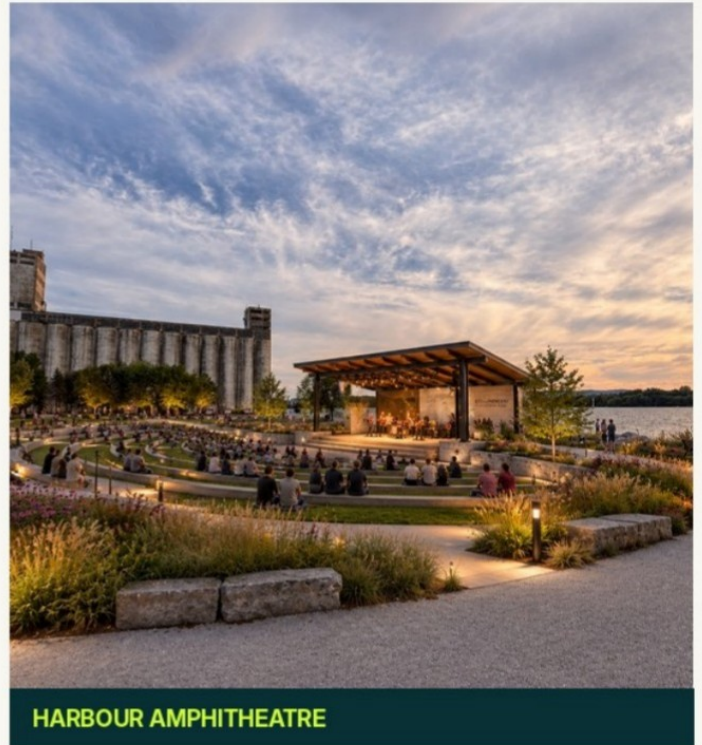
The history should never feel like decoration. It should be part of the experience.

BOATS BY DAY. MUSIC AT SUNSET.



A NEW MARINA HUB

A marina hub can be practical and welcoming at the same time: fuel, washrooms, harbour staff, transient boaters, boating clubs, rentals or charters and the basic services that make arriving from Georgian Bay feel like arriving in Collingwood.



HARBOUR AMPHITHEATRE

Beside the Terminals, an outdoor amphitheatre could create one of the most memorable stages in town: local musicians, concerts, festivals, community performances, outdoor film and special events with Georgian Bay behind them.

“The Terminals remain the visual anchor. The public space around them becomes alive.”

MORE THAN A WATERFRONT. A NEW PIECE OF COLLINGWOOD.

This is where the pieces start to multiply. A better public waterfront can also mean more local business, more activity after 5 p.m., more reasons for visitors to stay longer, more places for artists to perform and more everyday space for the people who already live here.



EXTEND DOWNTOWN

Carry Collingwood's commercial and pedestrian energy all the way to Georgian Bay.

LOCAL OPPORTUNITY

Create room for restaurants, market vendors, makers, marine services and event operators.

TOURISM

Give visitors more to do in town and more reasons to stay for the afternoon, evening or another night.

ARTS + CULTURE

Create stages, market space and public places where local artists can be seen and heard.

EVERYDAY COMMUNITY

Parks, boardwalks and public spaces should be useful even when there is no event happening.

COLLINGWOOD IDENTITY

Use shipbuilding, industrial materials and the Terminals to make the place feel like nowhere else.

Town tourism and strategic planning already link the waterfront, downtown, local business, culture and visitor economy. This concept packages those goals into one physical place.

Planning context: Town of Collingwood Tourism Master Plan (2024), Downtown Master Plan (2025), Shipyards Public Realm Plan (2024).

BIG POSSIBILITY. REAL WORK.

The renderings make the idea visible. They do not answer the hard questions. That is the next step - and it matters.



LAND + OWNERSHIP

What is public? What is private? What agreements would be needed?



HARBOUR OPERATIONS

Navigation, launch access, fuel, service, safety and existing users.



INFRASTRUCTURE

Water, wastewater, stormwater, power, roads and four-season servicing.



MOVEMENT

Parking, walking, cycling, transit, deliveries and emergency access.



ENVIRONMENT

Shoreline conditions, approvals, habitat and climate resilience.



BUSINESS MODEL

Town role, private operators, leases, partnerships and local access.



COST + FUNDING

Capital cost, operating cost, grants, private investment and phasing.



COMMUNITY INPUT

What should be protected, changed, added or removed?

THESE ARE CONCEPT IMAGES, NOT A FINAL PLAN. DETAILS SHOWN IN THE RENDERINGS - INCLUDING ANY TREATMENT OF THE TERMINALS - WOULD REQUIRE SEPARATE FEASIBILITY, OWNERSHIP, HERITAGE, ENGINEERING AND COMMUNITY REVIEW.

The goal of this vision is to decide what kind of waterfront Collingwood wants, then test what is achievable and sustainable.

TURN HURONTARIO INTO A COMMUNITY TABLE.

SELECTED SATURDAYS. SECOND STREET TO THIRD STREET.

Start with one block. On selected Saturdays, close only Hurontario between Second and Third Streets and move the Farmers' Market out of the Second/Pine lot onto the street. Vendors line the curb, shared community tables fill the centre, storefronts stay open on both sides, and music or community programming anchors the ends. The market lot can return to parking. Measure the pilot before considering anything larger.

FARM FRESH
—
LOCAL
—
SEASONAL
—
SUSTAINABLE
♡

MARKET

DINE

SHOP

LISTEN

GATHER

Illustrative concept. Event boundaries, access and traffic controls require detailed planning.

GOOD
FOOD
GOOD
PEOPLE
—
BRIGHTER
DOWNTOWN
☀️



KEEP THE STOREFRONTS VISIBLE. PUT PEOPLE IN THE MIDDLE.

The street layout should make the event easy to understand: activity at the edges, a clear accessible route through the middle, and existing businesses visible from end to end.



CURBS: MARKET + MAKERS

Use the existing angled-parking edge for farmers, food producers, artisans and local pop-ups. Keep doorways, cross streets and required loading clear.

CENTRE: COMMUNITY DINING

A broad pedestrian spine with long shared tables, benches and room for families, wheelchairs and strollers. Food can come from vendors and downtown restaurants.

ENDS: MUSIC + PROGRAMMING

A modest stage or performance area can anchor the route, with smaller arts, kids and community activities distributed so queues and sound do not block storefronts.

DESIGN PRINCIPLE

The event should direct pedestrian flow past existing shops and restaurants - not hide their entrances or compete with them for visibility.

START WITH ONE BLOCK. SHOW THE PARKING MATH.

A Second-to-Third pilot changes the trade-off. Moving the Farmers' Market out of the Second/Pine municipal lot could return those spaces to parking while only one block of Hurontario is used for the event.

94

MARKET LOT SPACES RETURNED

The current Farmers' Market uses the municipal lot at Second + Pine. The Town's Hurontario study counts 94 spaces in that lot. Moving the market onto the street could return the lot to parking during event hours.

54

CURB SPACES USED FOR EVENT

Our block-by-block count identified about 54 angled curb spaces on Hurontario between Second + Third. Those spaces would be unavailable during the pilot event window.

+40

SIMPLE EVENT-DAY DIFFERENCE

94 lot spaces returned minus about 54 curb spaces used for the event = roughly 40 more spaces available during market hours, before considering the rest of the downtown parking network.

WHY START WITH SECOND TO THIRD?

ONE BLOCK It keeps the first test focused, returns the current market lot to parking, matches the Downtown Master Plan's pedestrian-priority focus, and gives the Town and BIA a clean way to measure traffic, business impact, access and event operations before expanding anything.

DOWNTOWN CONTEXT

The Town's Hurontario study counted about 647 public parking spaces along the corridor and within 250 metres: 169 on Hurontario, 207 on adjacent streets and 271 in municipal lots. Event planning still needs accessible parking, deliveries, emergency access, transit/ride-share locations and clear wayfinding. A pilot should measure real utilization rather than assume every available space is equally convenient.

Sources: Town of Collingwood MMTP - Hurontario Street Study (Feb. 4, 2026); Downtown Farmers' Market. Curb-space figure is a block-level concept count.

MAKE DOWNTOWN A PLACE TO STAY, PLAY + GATHER.

Turn the area from First Street to Sidelaunch Way into a permanent people-first gathering place - not just a space we close for special events. Build it for everyday use by families, residents, visitors and downtown businesses.



A CHILDREN'S PARK WITH A STORY

Create an inclusive children's park inspired by Collingwood's shipbuilding history - ships, docks, cranes and hands-on interpretive elements that make local history part of the fun.

ROOM TO GATHER

Add trees, shade, seating, patios and flexible space for markets, music, food and community events.

BUILT FOR EVERY DAY

Design it to work when no event is happening too - a place to meet, eat, play, sit and spend more time downtown.

THE BIG IDEA

Create a permanent downtown destination that brings together play, public space, local history and local business. Give families a reason to stay longer and make downtown feel alive every day.

Concept illustration. Final design, street treatment, programming and play elements would require detailed planning and public input.

A MARKET IN THE MORNING. A COMMUNITY SPACE ALL DAY.

The existing Farmers' Market already brings food, makers, artists, entertainment and families downtown on Saturday mornings. The one-block street concept adds room to layer in community dining and selected programming without requiring every Saturday to look the same.

8:30 AM - 1:00 PM

FARMERS' MARKET

Produce, bakers, prepared food, flowers, makers, artists and family entertainment - the core of the existing Saturday market.

11:00 AM - 2:00 PM

COMMUNITY TABLE

Long shared tables in the centre of the street. People can bring food from vendors or downtown restaurants and sit together.

1:00 PM - 4:00 PM

FAMILY + LOCAL

Kids activities, arts + crafts, local clubs, community groups, sport demos, maker workshops and small theatre or acoustic performances.

SELECTED EVENTS

MUSIC + THEATRE + SEASONAL

Not every Saturday. Occasional larger music, theatre, harvest, arts or holiday programming can extend the day when traffic, staffing and business access allow it.



PROGRAMMING PRINCIPLES

Keep storefronts visible. Keep one accessible route clear. Maintain emergency access. Protect business loading windows. Build in washrooms, waste, power and weather plans. Create different reasons to return across the season.

TEST IT ON A FEW WEEKENDS. COUNT WHAT HAPPENS.

Start the pilot exactly where Collingwood's Downtown Master Plan already identifies pedestrian-priority treatment: Hurontario between Second and Third Streets. The plan notes that this section could be opened to pedestrians on demand for programming such as street festivals, subject to further transportation study. Test a handful of Saturdays here first. Measure the results before considering any larger closure.

PEDESTRIANS

Block-by-block foot counts and where people enter/leave the event.

BUSINESS

Store and restaurant feedback, transaction comparisons where available, and operational issues.

PARKING

Occupancy in the Second/Pine lot, nearby lots and side streets during the event window.

TRAFFIC

Detour performance, queues, delivery access, transit and ride-share impacts.

ACCESS

Emergency corridor, accessible parking/drop-off, mobility devices and storefront access.

PROGRAMMING

Vendor participation, event attendance, dwell time and which activities people actually use.

DECISION RULE

CONTINUE / MODIFY / STOP

Use measured results and business/community feedback to decide whether the pilot should continue, change shape, change hours or end.

BEFORE LAUNCH

Traffic control and detours • emergency access • accessible parking/drop-off • business deliveries • transit/taxi/ride-share • power and waste • washrooms • insurance • weather/cancellation • BIA and storefront coordination

Sources: Town of Collingwood Downtown Master Plan (2025); MMTP Hurontario Street Study (Feb. 2026); Downtown Farmers' Market

PARKING IS A SYSTEM. NOT JUST A SPACE COUNT.

The goal is not to eliminate driving. It is to protect convenient spaces for customers, families, seniors and people with mobility needs while shifting the trips that do not need the most valuable space.

USE THE SPACE WE HAVE BETTER.

SHIFT LONG-DURATION PARKING
Move employee and all-day parking to lower-cost or edge-of-core locations first.

REGISTER LOCAL VEHICLES
Use simple digital plate registration so local access can be treated differently from visitor demand.

PRICE VISITOR DEMAND
For non-registered vehicles, test peak pricing starting at \$5/hour, with lower rates when demand is low.

KEEP ACCESSIBLE SPACES CONVENIENT
Do not make mobility strategies harder for seniors, families or people with accessibility needs.

USE REAL OCCUPANCY DATA
Measure by block, lot, weekday/weekend, season and event before changing rates or supply.

ONE METRIC
Compare options by cost per peak-period parking space relieved - not by how many passes, racks or permits were distributed.



TEST A LOCAL + VISITOR MODEL.

Collingwood already uses digital licence-plate registration for waterfront resident permits. Test the same basic idea downtown.

REGISTERED COLLINGWOOD VEHICLES

Test a free first two hours or a low-cost seasonal pass. Keep the rules simple and protect turnover.

NON-REGISTERED / VISITOR VEHICLES

Start at \$5/hour in high-demand periods. Adjust by season, event, location and measured occupancy - not by guesswork.

ILLUSTRATIVE REVENUE TEST

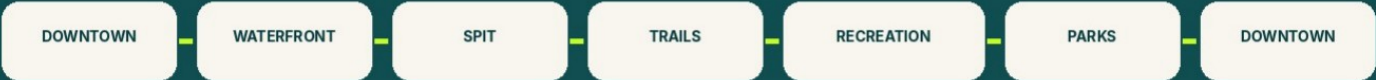
2025 budget baseline: ~\$293K downtown parking revenue. At 60% non-registered share and 20% fewer paid hours: **\$5/hr ~ \$513K | \$6/hr ~ \$615K gross**

Planning scenario, not a forecast. Actual results depend on resident share, demand response, hours of enforcement, events and compliance.
Sources: Town of Collingwood 2025 Final Budget; 2026 Fees and Charges; Hurontario Street Parking Study; Waterfront Parking program.

MOVE MORE PEOPLE. NOT JUST MORE CARS.

Parking, transit, walking and cycling work better when they are planned as one system. The aim is more choice: keep driving practical, while making shorter trips possible without always needing a car.

THE COLLINGWOOD LOOP - A CONNECTED IDEA



Safe routes, clear wayfinding and complete gaps so a family, teenager or older adult can choose to walk or bike between more of the places they already use.



A PRACTICAL MOBILITY MIX

- **FIXED ROUTES WHERE THEY WORK**
Keep predictable transit where volumes support it.
- **RIGHT-SIZE LOWER-DEMAND SERVICE**
Test smaller accessible shared vehicles or flexible service where conventional buses are inefficient.
- **BIKE DOWNTOWN. BUY LOCAL.**
Secure bike parking + simple rewards + measurement can turn nearby trips into customers without occupying a car space.
- **SAFE FAMILY ROUTES**
Close missing walking/cycling links and make crossings, lighting and wayfinding feel usable for everyday trips.
- **PARK ONCE. MOVE DIFFERENTLY.**
A visitor can still drive, then walk, bike or use transit between downtown, waterfront and events.
- **MEASURE BEHAVIOUR**
Track spaces relieved, ridership, repeat cycling trips, pickup times, accessibility and satisfaction before scaling.

THE PRINCIPLE

MAKE PARKING HELP PAY FOR BETTER ACCESS.

A higher visitor rate only makes sense if residents see a benefit. Put a defined share of incremental parking revenue back into the system that reduces parking pressure and makes downtown easier to reach.



Measure registered vs non-registered sessions, occupancy, length of stay, bike use, transit ridership and downtown business feedback before scaling.

BUILD A CULTURAL ENGINE. NOT A MONUMENT.

The Arts, Culture + Events Centre should earn its place in the community every day – not only when there is a ticketed show. Program first. Choose the site to fit the program. Show the operating and renewal plan with the capital plan.



SEVEN ENGINES OF YEAR-ROUND ACTIVITY

PERFORMANCE

Theatre, music, comedy, dance, speakers + film

LOCAL ARTS

Affordable access for local performers + creators

EDUCATION

Youth, schools, workshops + technical training

BUSINESS

Meetings, conferences + association events

PRIVATE EVENTS

Weddings, graduations, galas + celebrations

MAKER + VISUAL

Exhibitions, art markets, pop-ups + installations

FESTIVAL + OUTDOOR

Seasonal events connected to downtown + waterfront

OPEN WITH A CALENDAR, PARTNERS + CUSTOMERS - NOT AN EMPTY BUILDING.

Pre-programming, recurring users, sponsorship and operating partnerships should be tested before final design and a capital campaign.

Sources: Town Arts Centre feasibility work; 2025 Updated Business Case; Town strategic + downtown planning.

LET THE PROGRAM CHOOSE THE SITE - THEN STRESS-TEST IT.

Different sites create different operating models. The goal is not to pre-select a winner. Every option should face the same test: program fit, access, parking, servicing, partnerships and long-term cost.

POSSIBLE SITES TO TEST Four locations. One program. Same test.



45 ST PAUL ST, COLLINGWOOD, ON L9Y 3P1
Downtown location with existing activity and visibility. A strong main street setting could connect arts, culture and events to nearby shops, restaurants and community life.



140 STE. MARIE / EDDIE BUSH BLOCK
Earlier feasibility work identified the adjacent parking area for further study. It could become part of a broader civic and cultural block if recreation functions change. Parking and arena decisions matter.



TERMINALS / MILLENNIUM PARK
An ambitious waterfront option pairing culture, public space and destination tourism. Access, servicing, traffic, parking and the future of the existing terminals would all need to be resolved.



190 STE. MARIE / GIANT TIGER AREA
A redevelopment concept to investigate - not a confirmed public shortlist site. Any option would require ownership, parcel, zoning, servicing, acquisition and partnership due diligence.

THE SAME QUESTIONS FOR EVERY SITE

Different location. Same test.

PROGRAM FIT + FLEXIBILITY

Can it work all day, all year - and adapt over time?

ACCESS + PARKING

Can people arrive safely by foot, bike, transit and car? What changes?

SITE RISK + LIFECYCLE

Servicing, environment, loading, heritage and long-term renewal.

PARTNERS + PUBLIC COST

Can partners strengthen the model while keeping taxpayer exposure visible?

DECISION RULE: No final design until the program, operating model, parking and 30-year lifecycle view are visible.

NEXT STEP: TEST THE PROGRAM + OPERATING MODEL. THEN TEST THE SITE OPTIONS.

The images above are starting points to help compare possibilities. Site selection, design, cost, parking, approvals and partnerships would still require further study.

THE COLLINGWOOD CLUB.

**ACCESSIBLE TO EVERYONE.
DESIGNED TO FEEL EXCEPTIONAL.**

After years of waiting, every community member deserves a modern facility that feels high quality without feeling exclusive. The Collingwood Club is designed for all ages and abilities - a welcoming home for sport, wellness, arts, entertainment and everyday life.

ICE

AQUATICS

COURTS

FITNESS

COMMUNITY

EVENTS

MORE THAN A PLACE TO PLAY.

The concept is meant to stay useful long after the whistle blows. A parent can work during practice. A family can eat together after a swim. A community group can meet while another child is on the ice.



EAT + GATHER

A restaurant and social space that makes the building somewhere people stay.



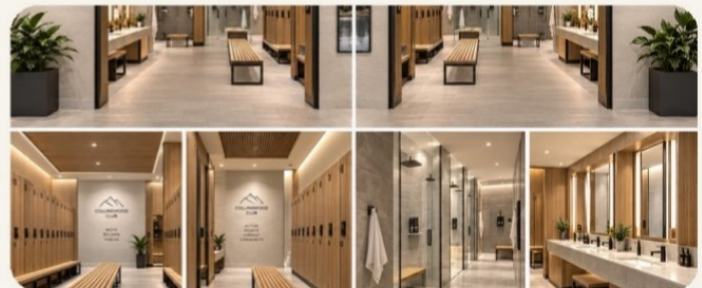
WORK + WAIT

Coworking and lounge space that fits the reality of busy family schedules.



MEET + CONNECT

Flexible rooms for clubs, seniors, youth, training, meetings and community programs.



ARRIVE + RESET

Change rooms, family spaces and universal access designed for comfort and flow.

ONE TRIP. MANY REASONS TO STAY.

For a family with two or three activities in one evening, the building should reduce driving, waiting and scheduling friction. The goal is a place that supports sport, work, food, wellness and community life under one roof.

A REC FACILITY CAN ALSO BE A COMMUNITY PLACE.

WHAT GOES INSIDE?

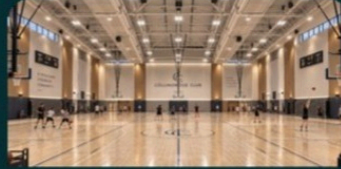
The point is not to build a collection of separate rooms. It is to create one connected building where each space adds another reason for people to use it.



ICE



AQUATICS



COURTS



WELLNESS

ICE

- Two full rinks
- Event rink with larger spectator capability
- Community rink for everyday use
- Change rooms, officials, storage, concessions

AQUATICS

- 10-lane, 50-metre competition pool
- Separate teaching / leisure pool
- Accessible entry and universal change
- Spectator, timing and meet support

COURTS + EVENTS

- Four indoor courts total
- Three-court fieldhouse for daily basketball, volleyball and pickleball
- Centre court converts to a show court with retractable seating
- Separate fourth court for arts, entertainment, performances and community events

WELLNESS

- Full fitness centre
- Studios for group programming
- Indoor walking / running options to study
- Sport medicine, therapy and recovery opportunities

COMMUNITY

- Restaurant + social space
- Coworking + family lounge
- Flexible community rooms
- Youth, senior and club programming
- Family and universal change

OPERATIONS

- First aid + athletic support
- Tournament rooms and staff spaces
- Storage, loading and equipment areas
- Broadcast, scoreboards and event infrastructure

TWO RINKS. DIFFERENT JOBS.



ONE SHARED OPERATION

The first rink can be planned around bigger crowds, tournaments and special events: more seating, video scoreboard, broadcast capability and stronger event support.

The second rink can prioritize daily community use while still being capable of tournament play.

Behind the scenes, refrigeration, storage, dressing rooms, officials, concessions, staff and circulation should be designed as one efficient system.

**THE QUESTION IS NOT JUST HOW MANY RINKS.
IT IS HOW EACH RINK EARNS ITS PLACE IN THE BUILDING.**

A REAL AQUATICS CENTRE.

10 LANES • 50 METRES



COMPETITION + COMMUNITY.

The 50-metre competition pool is the anchor, but the aquatics centre has to work for much more than meets. A separate teaching and leisure pool can support swimming lessons, family use, warm-water programming and everyday recreation.

- ACCESSIBLE ENTRY
- UNIVERSAL CHANGE
- SPECTATOR SEATING
- TIMING + MEET SUPPORT
- LESSONS
- FAMILY SWIM

DESIGN IT FOR EVERYDAY USE - THEN MAKE SURE IT CAN HOST BIGGER DAYS.

Exact pool configuration, deck space, spectator capacity, operating hours and competition standards would need to be tested through feasibility, programming and operating work.

FOUR COURTS. THREE TOGETHER. ONE BUILT FOR MORE.

Three courts operate together as the daily fieldhouse, with the centre court transforming into a show court for major games and events. A separate fourth court is designed for arts, entertainment and flexible community programming.



THREE-COURT FIELDHOUSE

Three basketball / volleyball courts operate together. The centre court converts to show-court mode with retractable seating.



FOURTH COURT: ARTS + ENTERTAINMENT

A separate flexible court with stage and production capability for performances, concerts, theatre, meetings, banquets and community events.

SPORT ON TUESDAY. A SHOW ON SATURDAY. BUILT FOR BOTH.

THE HOURS BETWEEN THE GAMES MATTER TOO.

This is where the idea becomes a community club instead of a building people enter for one activity and leave. The spaces around sport should make everyday life easier, healthier and more connected.



RESTAURANT + SOCIAL



FITNESS + WELLNESS



COWORKING + FAMILY LOUNGE



COMMUNITY ROOMS



THE SUPPORT SPACES ARE PART OF THE EXPERIENCE.

Universal and family change rooms, lockers, showers, storage, first aid, staff areas and clear circulation should be treated as core infrastructure - not leftover space.

COMFORT + ACCESS + FLOW

MAKE THE COMMUNITY EXPERIENCE SIMPLE.

Technology should make community programming easier to use - for kids, parents, retirees, teams and individuals - while helping the Town understand what people actually need.

BUILT AROUND PEOPLE.

- One household can see schedules together.
- People can find open space and drop-in options quickly.
- Programs can respond to waitlists, attendance and changing demand.
- Retirees and older adults can be better served during daytime hours.
- Phone and in-person access stay available.

ONE COMMUNITY. A DYNAMIC SCHEDULE.

PEOPLE + HOUSEHOLDS

Profiles can reflect memberships, accessibility needs, preferred times and household relationships so scheduling can work better for real life.

RETIREES + DAYTIME USE

Build strong daytime schedules around aquatics, mobility, fitness, social programs, learning and recreation.

DYNAMIC FAMILY SCHEDULING

Coordinate siblings and parents where possible and suggest adjacent program times to reduce extra trips.

COMMUNITY BALANCE

Track access across youth, families, older adults, adaptive programs, leagues and community groups so one group does not crowd out the rest.

PROGRAM TO REAL DEMAND

Use registrations, waitlists, attendance and community input to adjust the mix of programs by season and time of day.

REAL-TIME UPDATES

Cancellations, room changes, waitlists, reminders and facility notices in one place.

SMART OPEN SPACE

Show open lanes, courts, ice, rooms, cancellations and drop-in opportunities in real time.

HUMAN BACKUP

Phone, in-person and non-digital options remain available. Technology helps staff serve people - it does not replace them.

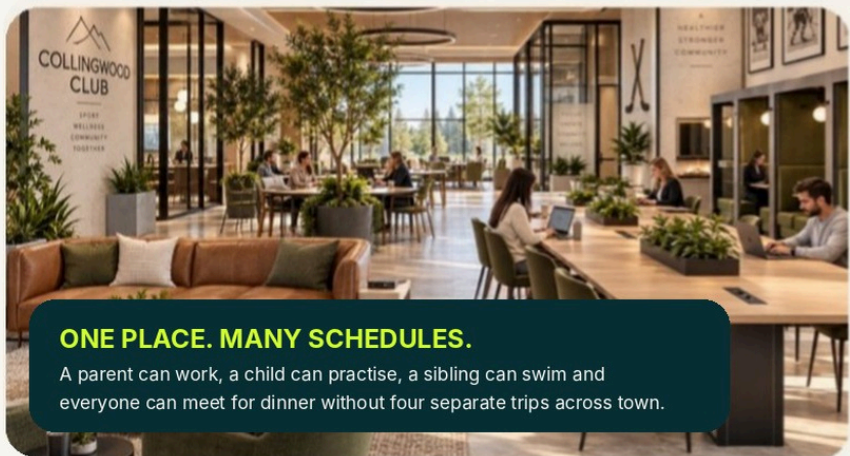
TECHNOLOGY SHOULD HELP US LISTEN AT SCALE.

NOT REPLACE HUMAN JUDGMENT.

Privacy by design, accessible service and non-digital options should remain part of the plan.

BUILT AROUND FAMILY LIFE.

For families, accessibility is more than getting through the door. It is whether the schedule, cost, spaces and everyday experience make it realistic to participate together.



ONE PLACE. MANY SCHEDULES.

A parent can work, a child can practise, a sibling can swim and everyone can meet for dinner without four separate trips across town.

COORDINATE THE HOUSEHOLD

Use one family account and calendar. Where possible, align sibling and parent programs or place them back-to-back to reduce extra trips.

MAKE WAITING TIME USEFUL

Coworking, Wi-Fi, food, comfortable lounges and homework-friendly spaces turn practice time into usable family time.

MAKE TRYING SOMETHING NEW EASIER

Learn-to-swim, skating, camps, courts, drop-ins, introductory programs and equipment-lending options can lower the barrier to participation.

DESIGN FOR REAL FAMILY LOGISTICS

Family and universal change rooms, stroller and gear space, clear wayfinding, warm viewing areas and safe pickup/drop-off should be part of the plan.

PROGRAM AROUND REAL FAMILY DEMAND.

Registrations, waitlists, attendance and community input should help shape program times and the mix of activities. Technology can make that easier, but phone and in-person options should remain.

AFTER SCHOOL

Kids programs, youth drop-ins, lessons and camps when families actually need them.

EVENINGS

Adult fitness, leagues and parent programming while children are already in the building.

WEEKENDS

Family recreation, tournaments, open swim, community events and time together under one roof.

ACCESSIBLE TO EVERY FAMILY.

- Affordable-access options and selected free or low-cost drop-in opportunities should be part of the operating model.
- Programs for different ages, abilities and confidence levels - not only competitive sport.
- Universal design and adaptive programming so participation is built in from day one.
- Community partnerships that can help reach families who are not currently using recreation programs.

THE GOAL: GIVE FAMILIES MORE ACCESS - AND GIVE THEM SOME TIME BACK.

AGE WELL IN COLLINGWOOD.

Aging well is not only about recreation. It is about helping people stay active, connected and independent for as long as possible - and making the next stage of life easier to navigate when needs change.



STAY ACTIVE

Aquatics, walking, strength, mobility, pickleball, curling, lower-impact fitness and beginner programs can support lifelong participation.

STAY CONNECTED

Coffee, lounges, clubs, volunteer opportunities, classes, community rooms and events create reasons to keep showing up - even when sport is not the reason.

DESIGN FOR CONFIDENCE

Accessible equipment, universal change rooms, seating, shorter internal routes, clear wayfinding and easy drop-off can make participation easier.

USE THE DAY WELL

Strong daytime programming can serve retirees and older adults while making better use of the building outside peak youth and evening hours.

A COMMUNITY ACCESS POINT FOR THE NEXT STAGE OF LIFE.

The Club can also make it easier to connect people with services around recreation: transportation, wellness partners, home-support information, community programs and other local supports. The Town does not need to provide every service itself - it can make trusted connections easier to find.

WHEN NEEDS CHANGE

Partnerships and information can also help residents understand downsizing, accessible housing, retirement-living and supportive-living options so people have more choice about how they remain in Collingwood.

ACTIVE

Keep moving through every stage of life.

CONNECTED

Protect the social side of aging well.

SUPPORTED

Make services and transition options easier to navigate.

THE GOAL: HELP PEOPLE STAY PART OF COLLINGWOOD THROUGH EVERY STAGE OF LIFE.

50 YEARS.

BUILD THE BACKBONE ONCE. LEAVE ROOM TO GROW.

The facility should be planned for the community we expect to become, not only the opening-day program. That does not mean building every future space on day one. It means making sure day one does not block day twenty-five.



DESIGN PRINCIPLES TO TEST

RESERVE EXPANSION ZONES

Leave clear areas where another rink, court, wellness or community space could be added.

PLAN THE CIRCULATION

Entrances, parking, servicing and internal corridors should anticipate future additions.

PLACE THE PLANT SMARTLY

Mechanical, electrical and back-of-house systems should not sit where future growth needs to go.

BUILD FLEXIBLE ROOMS

Use movable walls, shared support spaces and multi-purpose rooms where that makes sense.

PHASE THE PROGRAM

Add future amenities when demand, partnerships and funding justify them.

UPGRADE OVER TIME

Energy, water, access and digital systems should be designed so technology can change without rebuilding the building.

ONE SITE. A LONGER HORIZON.

NOW

Build the core program and shared infrastructure well.

NEXT

Use demand data and partnerships to decide what expands.

LATER

Add space without tearing apart the building that already works.

THE GOAL: A BUILDING THAT CAN CHANGE WITHOUT STARTING OVER.

A 50-year mindset is as much about adaptability as size.



MOVE BASEBALL. BUILD IT BETTER. REIMAGINE CENTRAL PARK.

The proposal connects three needs: a purpose-built home for baseball, attainable housing on part of the current diamond lands, and room to expand curling and ice capacity while keeping Central Park a recreation district.

BASEBALL

ATTAINABLE HOUSING

CURLING

PARK

TRAILS

ILLUSTRATIVE CONCEPT. RELOCATION, HOUSING AND CURLING EXPANSION WOULD ALL REQUIRE SEPARATE FEASIBILITY, COSTING AND APPROVALS.

BUILD A BETTER HOME FOR BASEBALL.

Moving the Central Park diamonds only makes sense if baseball comes out stronger. The proposal is to test a clustered, purpose-built complex with room for youth, rep, adult and tournament play.



THE BASEBALL CASE

Central Park currently has two lit diamonds. The 2019 Parks, Recreation & Culture Master Plan documented requests for better lighting, drainage, fencing and storage, and projected a need for two additional diamonds by 2031.

PROGRAM TO TEST

- 3-4 diamonds, including a full-size field
- lighting + drainage + fencing
- washrooms + concessions + storage
- batting cages + parking + tournament setup

ONE CANDIDATE SITE TO STUDY

Town planning records identify 255 Osler Bluff Road as former tennis-school lands with six courts and a clubhouse. The rendering above tests how baseball and tennis might fit together there.

NOT A SELECTED SITE

Environmental constraints, land ownership/control, access, traffic, servicing, neighbourhood impacts and planning permissions would all have to be resolved before this could move beyond a concept.

Sources: Town of Collingwood Parks & Facility Booking (2026); Parks, Recreation & Culture Master Plan (2019); Official Plan comment response for 255 Osler Bluff Road (2023/24).

ATTAINABLE HOUSING IN THE HEART OF TOWN.

If the two diamonds move, part of the land they occupy could be studied for attainable housing while Central Park remains a recreation and green-space destination.



FOR LOCAL LIFE

Young families, local workers and people starting their careers need more ways to stay in Collingwood.

FOR PEOPLE AGING HERE

Downsizing and accessible options can help residents remain close to the community they already know.

CONNECTED TO COMMUNITY

Housing beside recreation, trails and existing neighbourhoods can make daily life easier without isolating people from town.

PLANNING CONTEXT

Collingwood's Official Plan encourages attainable/affordable housing near community facilities, schools, active transportation and transit, and identifies surplus public land as a potential housing tool. That policy direction makes this worth studying - it does not mean Central Park has been approved for housing.

Sources: Town of Collingwood Official Plan (2023); Affordable Housing Master Plan (2023/24); Central Park page (current).

EXPAND CURLING. KEEP CENTRAL PARK ACTIVE.

The land-use conversation should not be housing versus recreation. If baseball moves, the same plan can test a larger curling footprint and stronger year-round recreation at Central Park.



MORE ICE CAPACITY

Study additional curling sheets / ice capacity based on demand, league growth, events and operating economics.

BETTER CLUB SPACES

Use expansion to improve accessibility, change rooms, storage, viewing, lounge and community/event space.

PLAN THE CAMPUS

Connect the Curling Club, covered outdoor rink, arena, trails, park space and new housing as one coordinated district.

BUILD THE SITE FOR THE NEXT 50 YEARS.

Reserve expansion room, plan shared servicing and circulation once, and phase facilities as demand and funding justify them. The exact number of new curling sheets would come from a needs and operating analysis, not from the rendering.

Source context: Town of Collingwood Central Park and Parks & Recreation facility information. Curling expansion shown here is a campaign concept, not an approved Town project.

ONE MOVE. MULTIPLE OUTCOMES.

The point is not to solve baseball, housing and curling in separate silos. It is to test whether one coordinated move can leave each part stronger.



01 BUILD THE BASEBALL HOME
Cluster better fields and support spaces at a site that can grow.

02 MOVE ONLY WHEN READY
Replacement fields are funded, approved and ready before Central Park diamonds come out.

03 OPEN A HOUSING OPPORTUNITY
Study attainable housing on part of the former diamond lands.

04 EXPAND CURLING + ICE
Use the same land-use plan to test more curling and recreation capacity.

05 KEEP THE PARK IN CENTRAL PARK
Retain meaningful green space, trails, the covered rink and recreation connections.

THE TEST: DOES THE MOVE LEAVE BASEBALL BETTER, ADD ATTAINABLE HOUSING AND STRENGTHEN RECREATION?

All site plans and renderings are illustrative. Final land uses, building sizes, housing mix and recreation programs would require technical review and public process.

WHAT HAS TO BE PROVEN FIRST.

A concept this connected only works if the sequencing is disciplined. The first job is to prove the baseball site, the housing opportunity and the recreation plan with real numbers.

BASEBALL SITE

● LAND + OWNERSHIP

Confirm control of the candidate lands and the agreements needed to use them.

● ENVIRONMENT + PLANNING

Map natural heritage constraints, permitted uses, setbacks and approvals.

● FIT + FIELD STANDARDS

Prove field dimensions, orientation, buffers, lighting and future expansion.

● ACCESS + TRAFFIC

Test parking, tournament circulation, active transportation and neighbourhood impacts.

● SERVICING + COST

Price roads, water, wastewater, stormwater, power, lighting and operating costs.

CENTRAL PARK

● HOUSING YIELD + MIX

Test how many homes fit and what mix can be made attainable over time.

● CURLING PROGRAM

Validate demand, number of sheets, support spaces and operating model.

● PARK + TRAILS

Protect meaningful public green space and safe connections through the site.

● SERVICING + TRAFFIC

Understand infrastructure, access, parking and impacts on nearby streets.

● PHASING + FUNDING

Sequence replacement baseball, housing and recreation so one project does not strand another.

THREE DECISION GATES

01 SITE FIT

Can the baseball site physically and environmentally work?

02 REAL NUMBERS

Do the housing, recreation and infrastructure economics work?

03 PUBLIC PROCESS

Do the plans survive detailed design, consultation and approvals?

REPLACE BEFORE REMOVE.

Under this proposal, the Central Park diamonds would not be removed until replacement baseball is approved, funded and ready to open. Housing and curling expansion would then move through their own planning, costing and public-review processes.

Planning sources: Town of Collingwood Official Plan; Affordable Housing Master Plan; Parks, Recreation & Culture Master Plan; current Parks & Facility Booking information.

MORE HOUSING IS NOT THE WHOLE ANSWER.

The housing diagnostic asks a harder question: can people who work, raise families, retire and contribute here still find a home that fits their income and stage of life?



BUILD THE HOUSING LADDER.

- 1

RENTAL

Purpose-built + affordable
- 2

ENTRY OWNERSHIP

Townhomes + missing middle
- 3

FAMILY HOUSING

Options with enough bedrooms
- 4

DOWNSIZING

Let seniors stay in Collingwood
- 5

SUPPORTIVE

County + nonprofit partners

USE MUNICIPAL LAND DELIBERATELY

Evaluate public land for partnerships without giving away long-term public value.

TARGET INCENTIVES

Tie fee relief, grants or other tools to clear affordability outcomes and time commitments.

APPROVALS WITH CERTAINTY

Clear requirements and predictable decisions can reduce delay without weakening standards.

PATHWAYS TO OWNERSHIP

Explore County, nonprofit and private models that help eligible renters move toward ownership.

DEEPER REPORT

Collingwood Housing Affordability Diagnostic 2026

Detailed analysis of local incomes, supply, demand, rental stress, ownership affordability, municipal tools and an annual housing scorecard.

JOHN HELLS FOR MAYOR

PUBLIC POLICY CONCEPT - AUGUST 2018

A BETTER WAY TO CREATE OFF-LEASH OPPORTUNITIES.

A RESPONSIBLE DOG PROGRAM FOR COLLINGWOOD.

Safer shared spaces. Higher standards. Better animal priorities.

~5,900

ESTIMATED DOGS

planning estimates

3

OFF-LEASH AREAS

existing

\$59K

CROSS AT 20%

Revenue

KEEP COLLINGWOOD, COLLINGWOOD.

LIZZY WALKER

CHOOSE THE RIGHT PARKS	Avoid premium sport fields, playground conflicts, sensitive natural areas and sites where neighbours cannot be buffered.
CLEAR HOURS + RULES	Use designated time windows, signs, maps and simple expectations so on-leash and off-leash users know what applies.
RESPONSIBILITY	Licensing, eligibility, waste expectations and enforceable rules are part of the concept - not afterthoughts.
MEASURE THE IMPACT	Track incidents, complaints, turf damage, ecological effects, enforcement burden and actual use.
CHANGE OR STOP	If a site is not working, modify it or remove it. Expansion should depend on evidence, not attachment to the idea.

DEEPER REPORT: Collingwood Responsible Dog Program

THE REPORTS BEHIND THE VISION.

This report is the summary. These supporting reports and working series carry the deeper analysis on feasibility, cost, funding, trade-offs and execution.

WATERFRONT + SPIT / HARBOUR

WORKING CONCEPT SERIES

Land + servicing | ownership | phasing | harbour operations | commercial model | public space | costs + funding.

COLLINGWOOD CLUB / MULTI-USE RECREATION

WORKING FACILITY + PROGRAMMING REPORT

Program mix | family + retiree access | dynamic scheduling | partnerships | capital + operating model | phasing | tournaments.

BASEBALL + CENTRAL PARK + HOUSING

WORKING CONCEPT SERIES

Site selection | field demand | relocation costs | housing yield | park retention | curling expansion | servicing | neighbourhood impacts.

DOWNTOWN COMMUNITY WEEKENDS

WORKING MARKET + EVENT REPORT

Hurontario pilot | traffic | emergency access | business loading | parking | accessibility | programming | costs | measurement.

TRANSIT, PARKING + ACTIVE MOBILITY

DETAILED VISION SECTION

Fixed-route + flexible transit | long-duration parking | cycling | pilots | accessibility | cost-per-space-relieved | scorecard metrics.

BIKE DOWNTOWN. BUY LOCAL.

FULL POLICY + BUSINESS CASE

Secure bike parking | merchant rewards | sponsorship | pilot costs | route gaps | measurement.

GO DEEPER. THEN PROVE IT.

INFRASTRUCTURE + ASSET MANAGEMENT Asset condition lifecycle priorities roads water wastewater stormwater capacity funding sequencing.	COMING SOON
ARTS, CULTURE + EVENTS CENTRE 365-day program governance sites parking earned revenue subsidy capital + lifecycle cost.	DETAILED REPORT
ECONOMIC OPPORTUNITY + WORKFORCE Tech + trades workforce gaps apprenticeship + training incentives investment attraction.	DETAILED REPORT
ENVIRONMENT + GREEN CONNECTIONS Natural systems green infrastructure safe routes trails small public spaces project integration.	DETAILED REPORT
HOUSING AFFORDABILITY DIAGNOSTIC 2026 Local incomes rental + ownership affordability housing ladder municipal tools annual scorecard.	DETAILED REPORT
LONG-TERM FINANCIAL OUTLOOK Operating forecast capital debt reserves development charges utility rates scenarios.	DETAILED REPORT
WATER + WASTEWATER DUE DILIGENCE Municipal model regional cooperation public corporation assets liabilities rates governance.	DETAILED REPORT
TOWN HALL + STAFF + SHARED SERVICES Service-adjusted staffing staff-led improvement technology shared services measurable capacity.	DETAILED REPORTS
RESPONSIBLE DOG PROGRAM Candidate parks pilot hours conflicts signage licensing enforcement evaluation.	DETAILED REPORT

FROM IDEA TO EXECUTION

The deeper reports are not promises to build everything. They are the work needed to decide what should move forward, in what order and under what conditions.



CHANGE, PHASE OR STOP WHEN THE EVIDENCE SAYS WE SHOULD.