

Historic Collingwood Downtown Arch.

Members of the BIA hear the following comments regularly from visitors to town:

"I've been coming up here for years and I had no idea this beautiful Downtown existed!"

"I thought that 'Main Street' Collingwood was First Street."

*"I've been up to Blue Mountain village tons of times, but I never knew **this** area was here."*

"This is a great Downtown, why don't you show people where it is?"

Form Media, the consulting group that developed the Wayfinding Report noted: "the highway that runs through it (*the town*) is a liability. The vibrant retail area is not visible to someone driving Highway 26. It would be very easy for the traveller to stop at some of the businesses along 1st Street and think they had seen the town."

In **Form Media's** "Core Strategies" they list a "Downtown Gateway - at the north and south ends of the retail Area of Hurontario, it is worth designing a celebration or announcement of some type", adding "This may be an archway or building-mounted sign of some kind, large in size, and bold in appearance."

FJ Galloway Management and Planning, the consultants recently contracted by the Town of Collingwood to develop a "Collingwood Tourism Strategy and Action Plan" also noted that the historic downtown is not easily found by visitors and should be highlighted as "the only downtown core recognized in Canada's Registrar of Historic Places".

This is the most obvious issue that the BIA needs to address. The Blue Mountain village is a "Disney" version of a beautiful old town. We have the **Real Deal** here in the BIA. Let's tell people where it is!

The idea.

Attached are conceptual images, for discussion only, of an Historic Collingwood Downtown arch, defining the Hurontario business corridor. Engineered to span the street and designed to celebrate the heritage of Collingwood.

The motif is based on the shipping and rail foundations of the Town as Great Lakes hub between Lake Huron and Lake Ontario. Wording, images, placement, and finish are all to be developed.

The material is in black metal to pay homage to the steel fabrication of the Town's shipbuilding past.

The design and placement will require input from various Town entities, primarily including:

- Collingwood Heritage Committee

- Collingwood Town Council

- Town of Collingwood, Planning and Bylaw

- Collingwood Fire Department

- Collingwood Works Department

- Collingwood BIA

This is not a new idea. In fact, it is an old idea and as such will augment the heritage strengths of downtown core. As you will see in the various images attached, this has been successfully done in many towns and cities.

At this point in the development of the "Collingwood Arch" project, we are looking to the Collingwood Heritage Committee offer it's support in principal to the BIA in our presentation to Council. The BIA will then proceed with discussions with the other stakeholders and, based on the information gathered, work with Heritage to begin the design process to prepare for final approvals.

Possible Laneway Extensions of the Arch Motif.

Future considerations of this metal arch motif could include installations over, or beside, or along the laneways connecting Hurontario to St. Marie and Pine streets.

The black metal fabrication would extend the motif to highlight these pedestrian links.

The drawings provided by the BIA to **Form Media** along with the main arch concept are included in their Wayfinding Report. (See attached page from that report.)



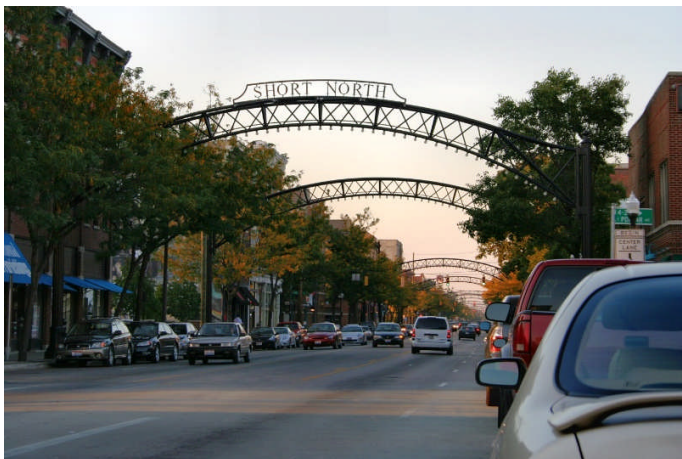




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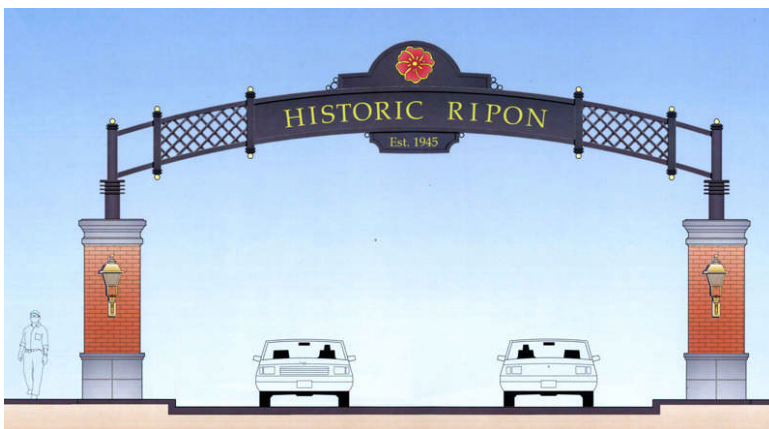
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