What We Heard Report #2

Official Plan Update

July 2020

The Planning Partnership

COLLINGWOOD
SINCE 1858 A PLACE TO LIVE WORK & PLAY

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Introduction

Project Purpose

The Town of Collingwood is updating its Official Plan. The Official Plan is the overall policy framework for how land is used in Collingwood and sets out the vision for the community in 20 years. The Official Plan is the guide for managing where, when and how the Town should grow. The Official Plan Update is currently in Phase 3 – Background Analysis/ Studies and Issue Identification of a five-phase project.

The purpose of this report is to provide a summary of the input received from the online survey, which asked participants to provide their thoughts on key opportunities that had been identified during Phase 2 – Community Visioning and Information Gathering.

Online Survey

The online survey was administrated through the Metroquest platform and hosted on the project webpage. The Town promoted the survey through 29 social media posts, articles in the Town's newsfeed and newsletters and mentions of the survey in the Mayor's radio interviews. The survey ran from May 21st to July 2nd, 2020. In total, 528 people answered

Town of Collingwood @TownCollingwood · Jun 10

OFFICIAL PLAN UPDATE: What should **Collingwood** look like in 20 years? What are the opportunities to consider in new policies for the **Official Plan** Update? Help the Town understand what opportunities matter to you. **SURVEY** >> collingwoodofficialplan.metroquest.ca

Photo by Dave West Photography

Gender
- Male - 33%
- Female - 67%

Age
- 25 and under - 4%
- 26 to 40 - 22%
- 41 to 60 - 39%
- 61 and over - 35%

the survey, producing 20,184 data points. Demographic data collected shows that almost 70% of the participants identified as female, and 75% of all participants were 41 years and older.

The online survey asked participants to provide feedback and rate the key opportunities identified for the eight topics being explored through the Official Plan Update:

> Growth Management

> Housing Options

> Sustainable Development

> Natural Areas and Parks

> Downtown/Waterfront

> Community Design

> Transportation

> Infrastructure

The survey was set up with a five star rating system, with one being the lowest, and five being the highest. Participants were asked to indicate how much they agreed with key opportunities to encourage in new policy, and to provide comments on each opportunity. The following summary is the total percentage of four and five star ratings for each identified opportunity. The summary for each topic is organized from highest support to lowest support.
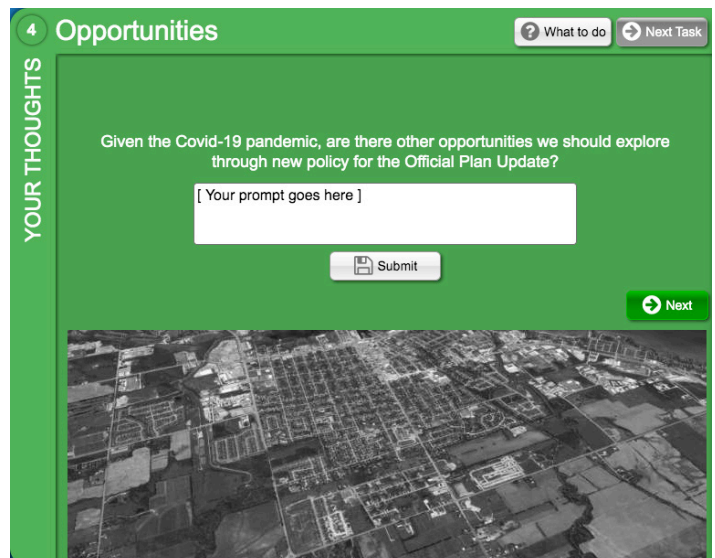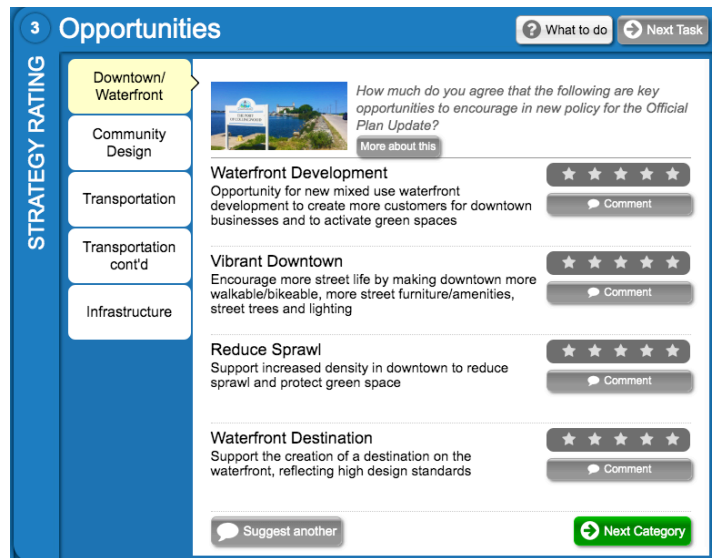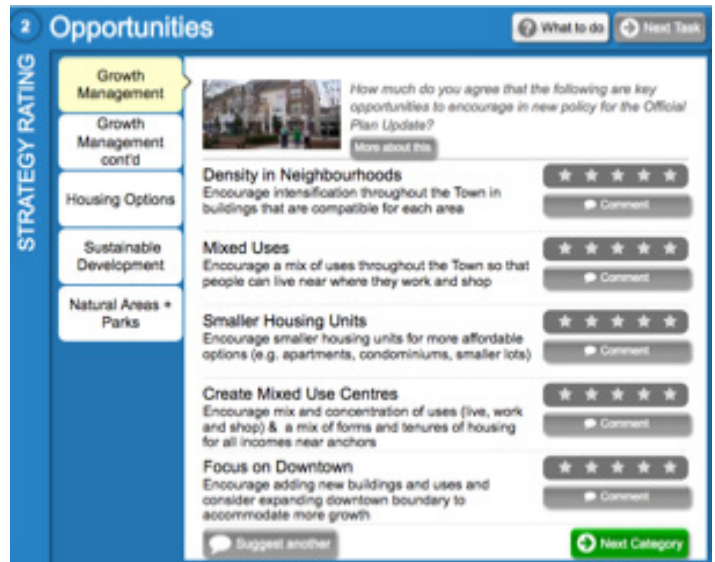
Growth Management
Opportunities

Key Opportunities Related to Growth Management	Percentage of participants that gave a four and five star rating
Jobs - Balance Job growth in Collingwood should focus on a balance in all sectors	**77%**
Mixed Uses Encourage a mix of uses throughout the Town so that people can live near where they work and shop	**64%**
Jobs - Knowledge Based Job growth in Collingwood should focus on the knowledge-based industry	**63%**
Smaller Housing Units Encourage smaller housing units for more affordable options (e.g. apartments, condominiums, smaller lots)	**56%**
Create Mixed Use Centres Encourage mix and concentration of uses (live, work and shop) & a mix of forms and tenures of housing for all incomes near anchors	**56%**
Focus on Downtown Encourage adding new buildings and uses and consider expanding downtown boundary to accommodate more growth	**54%**
Density in Neighbourhoods Encourage intensification throughout the Town in buildings that are compatible for each area	**48%**
Jobs - Industry Job growth in Collingwood should focus on traditional industry	**29%**
Jobs - Tourism Job growth in Collingwood should focus on tourism	**29%**

Growth Management
Common Themes in Comments

Jobs - Balance

> Support for balancing a variety of job types and sectors, in order to ensure that Collingwood is not a "one-industry" Town

Mixed Uses

> Include green spaces and places for children to play
> Support for creating neighbourhoods that allow people to walk or cycle to work
> Mixed uses should only be allowed in certain areas of Collingwood
> Support for mixed use as long as it is compatible with residential development

Jobs - Knowledge Based

> Support for focusing on knowledge based jobs
> Opportunity to foster these types of jobs with work from home happening more frequently

Smaller Housing Units

> Support for smaller units that are affordable
> Not supportive of smaller units that are provided via condo buildings
> Support for smaller units that are provided via secondary suites, tiny homes, and mid-rise buildings (max 4-6 storeys)
> Not supportive of increasing density

Create Mixed Use Centres

> Support for creating mixed-use centres
> Need to ensure flexibility
> Concern that this will take away from the "small-town feel"

Focus on Downtown

> Support for protecting heritage area, buildings and properties
> Not supportive of expanding the boundaries of downtown
> Support for maximizing opportunities within the existing Downtown, and dealing with the current vacancies
> Need to have better walkability downtown

Density in Neighbourhoods

> Need to have a clear definition of what 'compatible' means
> Support for intensification that reduces urban sprawl and vehicular traffic and promotes walkability
> Support for intensification as long as it doesn't result in loss of green space
> Support for intensification that promotes affordable housing
> Concern that intensification will result in the loss of the "small-town feeling"
> Not supportive of building large homes or high density developments in neighbourhoods

Jobs - Industry

> Traditional industry should not be the focus

Jobs - Tourism

> Concern that the Town relies too heavily on tourism jobs, and that it should not be the focus

Housing Options
Opportunities

Key Opportunities Related to Housing Options	Percentage of participants that gave a four and five star rating
Green Housing Support development of greener housing to respond to impacts of climate change	**76%**
More Housing Options Encourage housing options, including affordable housing, various forms of tenure, higher density, shelters and retirement homes	**66%**
Housing Centres Support development of dense concentrations of housing on vacant sites near major destinations	**33%**

Housing Options

Common Themes in Comments

Green Housing

> Support for the development of green housing

> Opportunity for Collingwood to become a leader in green development

More Housing Options

> Support for building more affordable housing

> Concern that there are enough retirement homes already

> Need to build housing that is accessible for all

Housing Centres

> Concern that existing infrastructure is not sufficient to support dense development

> Need to protect green space, forested areas, wetlands etc. Not supportive of developing on vacant lands if it means removing green space or natural features

> Support for housing centres near downtown and urban core, that allow people to walk and have access to amenities

> Not supportive of high density developments within the housing centres

Sustainable Development
Opportunities

Key Opportunities Related to Sustainable Development	Percentage of participants that gave a four and five star rating
Walking and Cycling Improve/expand sidewalks and bike lanes to make these ways of travel more efficient, appealing and practical	**89%**
Green Buildings Encourage green building techniques (e.g. green roofs, low impact development, energy efficiency)	**80%**
Green Energy Encourage development of green energy, district energy and other innovative strategies	**79%**
Mixed Communities Encourage a mix of places to work, shop, live and play so all residents are close to daily needs	**76%**
Smaller Houses Encourage smaller houses/smaller units to reduce the environmental footprint and limit demand for land	**62%**

Image: S. Semple
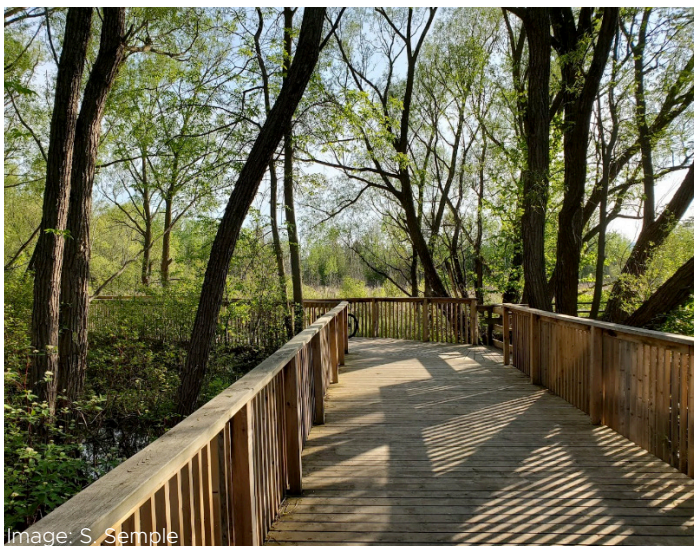
Sustainable Development
Common Themes in Comments

Walking and Cycling

> Support for building more pedestrian and cycling infrastructure, including trails and designated bike lanes

> Consider making certain streets downtown (Main Street) pedestrian or bike only during summer months

> Make more roads within Collingwood bike friendly

> Prioritize accessibility by building more sidewalks and curb cuts as well as winter clearance of active transportation infrastructure

Green Buildings

> Explore incentives to encourage green buildings

> Support for the development of green buildings

Green Energy

> Need a comprehensive strategy to deal with green infrastructure holistically

> Shift toward green energy, but ensure that the Town owns the asset and that it is affordable for residents

Mixed Communities

> Support for mixed communities that allow for more active transportation and less car dependency

Smaller Houses

> Support for smaller homes, but want to ensure that they are big enough for families

> Concern expressed about the proliferation of large homes

> Need to provide green space to residents

Natural Areas and Parks
Opportunities

Key Opportunities Related to Natural Areas and Parks	Percentage of participants that gave a four and five star rating
Restoration & Protection Encourage the restoration & protection of natural areas/habitats including wetlands, shorelines and green spaces, and preserve wildlife corridors	**94%**
Urban Trees Support additional requirements for tree planting, a target for tree canopy and urban forest management	**90%**
More Parkland Explore strategies to build more parks, including in new development and acquiring waterfront land	**86%**
Avoid Floodplain Ensure development and trails avoid flood prone areas	**83%**
Urban Parks Consider creating small parks in neighbourhoods and areas identified for intensification	**78%**

Natural Areas and Parks
Common Themes in Comments

Restoration and Protection

> Protecting natural areas is extremely important

> Development along the waterfront should be discouraged, should be used for public use and access

Urban Trees

> Important to preserve and enhance the tree canopy and put policies in place that require a permit for any tree removal, the planting of native species, and tree replacement

More Parkland

> The waterfront should be protected from private development

> The waterfront should be primarily for public use

> Need more green space and parks

Avoid Floodplain

> Concern that much of Collingwood is already built on the floodplain

> Supportive of not building in flood prone areas

> Need to protect flood-prone areas

Urban Parks

> Support for adding more green space

> Parks should be accessible via active transportation

> Community gardens should be built in each neighborhood including new subdivisions and include native plants

Downtown and Waterfront
Opportunities

Key Opportunities Related to the Downtown and Waterfront	Percentage of participants that gave a four and five star rating
Vibrant Downtown Encourage more street life by making downtown more walkable/ bikeable, more street furniture/amenities, street trees and lighting	**84%**
Waterfront Destination Support the creation of a destination on the waterfront, reflecting high design standards	**71%**
Waterfront Development Opportunity for new mixed use waterfront development to create more customers for downtown businesses and to activate green spaces	**68%**
Reduce Sprawl Support increased density in downtown to reduce sprawl and protect green space	**64%**

Downtown and Waterfront
Common Themes in Comments

Vibrant Downtown

> Consider closing a portion of Hurontario to vehicular traffic

> Close down streets during the weekends to allow for programing such as art crawls and markets

> Support for making downtown more walkable/bikeable

> Some concern that brighter street lighting will be unattractive

> Consider creating a pedestrian mall

Waterfront Destination

> Priority should be given to making the waterfront a publicly accessible destination

> Not supportive of residential development

> Support for restaurants and bars with patios along the waterfront

> Waterfront should be an area where you can enjoy nature

> Re-develop the Terminal building

Waterfront Development

> Not supportive of residential development along the waterfront

> Support for building more restaurants and bars along the waterfront

> The waterfront should be for the public, need to maintain and promote public access as much as possible

> Needs to be more accessible

> Need to develop more parks and green spaces along the waterfront as well as preserving natural areas

Reduce Sprawl

> Support for reducing urban sprawl, but concerned about allowing high density developments

> Support for allowing new development outside of the downtown area, including within existing neighbourhoods as well as undeveloped land

Community Design
Opportunities

Key Opportunities Related to Community Design	Percentage of participants that gave a four and five star rating
Walkable Support creation of walkable and bikeable neighbourhoods with access to key destinations and connections among various neighbourhoods	**90%**
Public Space New developments should contribute to improving / increasing public open space to help build community	**80%**
Urban Design Guidelines Town/neighbourhood-wide urban design guidelines for layout, buildings, open spaces, street network and view corridors of development/redevelopment	**65%**
Infill Development Ensure high quality infill development (urban design, buildings, architectural quality) to capitalize on existing infrastructure and provide housing options	**64%**
Mixed Housing Options Ensure a range of compatible housing options in each neighbourhood	**63%**

Community Design

Common Themes in Comments

Walkable

> Expand the trail network

> Build more bike lanes and sidewalks

> Need to connect neighbourhoods to the trail system

> Consider lowering speed limits on arterial roads

Public Space

> More public space is needed through out the whole Town

> Public space should be properly defined

> Public space should include areas that are natural

Urban Design Guidelines

> Support for urban design guidelines and for stronger controls about what can and cannot be built

Infill Development

> Consider creating a Design Review Panel

> Need to ensure that infill development fits with surrounding areas

> Concern that this may not allow for new designs or concepts

> Infill development needs to be properly planned and implemented

> If abutting a heritage property, infill projects should undertake a heritage impact assessment

Mixed Housing Options

> Concern that it will be difficult to implement mixed housing options in certain areas

> Implement mixed housing options in new neighbourhoods, not existing ones

> Need to build more affordable housing

> Neighbourhoods should not be segregated by incomes, support for a variety of built forms

Transportation
Opportunities

Key Opportunities Related to Transportation	Percentage of participants that gave a four and five star rating
Walking and Cycling Ensure better walking + cycling infrastructure throughout the Town, with winter maintenance, to reduce greenhouse gas emissions	**89%**
Extend Trails Support stronger requirements for new development to contribute to the extension of trails and include amenities, such as benches and signage along the trails	**88%**
Age-Friendly Streets Design streets to be safe for all ages, including providing more choices for walking and cycling	**87%**
15 Minute Town Plan the Town to support daily needs within a 15 minute walk or bike ride of residents	**70%**
Improved Transit Routes Consider revising transit routes to be more direct and frequent	**63%**
Structured Parking Explore opportunities for parking structures in the downtown to enable land to be used for redevelopment	**47%**

Transportation

Common Themes in Comments

Walking and Cycling

> Strong support for building more active transportation infrastructure, particularly protected bike lanes

> Consider adding better wayfinding signage along the trail system

> Ensure existing trails are linked together

> Some support for maintaining the trail during winter months, but concerned that temperatures and snow fall amounts may discourage people from using the trails

Extend Trails

> New development should be required to plan and build connects to the trail network if feasible

> Focus on maintaining the existing trail system

> Connecting the existing trails should be a priority

Age-Friendly Streets

> Expand cycle path and build designated bike lanes

> Build wider sidewalks along the main arteries

> Prioritize pedestrians and cyclists

> Ensure streets are accessible for all

15 Minute Town

> Concern that this may not be viable in Collingwood

> Support for decreasing reliance on personal vehicles

> Connecting areas via the trail system will make this more feasible

Improved Transit Routes

> Purchase electric buses

> Concerned that there are no public transit routes serving new communities being built

> Implement direct routes to allow for movement across Town more quickly

Structured Parking

> Build underground parking lots rather than structured parking, especially in new developments

> Allow people to park outside of the Downtown then walk

> Promote active transportation, not car use

> Need to provide parking in order to support downtown businesses

Infrastructure
Opportunities

Key Opportunities Related to Infrastructure	Percentage of participants that gave a four and five star rating
Natural Environment Ensure municipal infrastructure projects support the preservation of the natural environment	**89%**
Innovative Energy Support innovative strategies in energy efficiency, carbon reduction, renewable energy sources	**80%**
Climate Change Consider climate change in all policy development	**80%**
Other Initiatives Accommodate innovative technologies such as electric heating, green roofs, electrical vehicles, 5G, autonomous vehicles & other emerging technologies	**75%**
Plan for Rain Water Establish alternative low impact development standards to increase water infiltration and reduce paved surfaces	**72%**

Infrastructure
Common Themes in Comments

Natural Environment

> Need to protect natural heritage

Innovative Energy

> Encourage new development to use renewable energy sources

> Implement smaller/localized grids

> Implement district heat loops for intensified development

> Subsidize solar arrays

> Explore solar battery and storage options

Climate Change

> Strong support for considering climate change in all policy development

Other Initiatives

> Concern regarding 5G cell towers

> Plan for electric vehicles, by building electric vehicle charging stations

> Collingwood needs to be flexible and willing to adapt to new technologies as they emerge

Plan for Rain Water

> Implement permeable surfaces

> Implement rain barrels

Top Rated Opportunities

Below are the opportunities from across all eight topics that received the highest four and five star rating.

Key Opportunities	Percentage of participants that gave a four and five star rating
Restoration & Protection Encourage the restoration & protection of natural areas/habitats including wetlands, shorelines and green spaces, and preserve wildlife corridors	**94%**
Walkable Support creation of walkable and bikeable neighbourhoods with access to key destinations and connections among various neighbourhoods	**90%**
Urban Trees Support additional requirements for tree planting, a target for tree canopy and urban forest management	**90%**
Natural Environment Ensure municipal infrastructure projects support the preservation of the natural environment	**89%**
Walking and Cycling (Sustainable Development) Improve/expand sidewalks and bike lanes to make these ways of travel more efficient, appealing and practical	**89%**
Walking and Cycling (Transportation) Ensure better walking + cycling infrastructure throughout the Town, with winter maintenance, to reduce greenhouse gas emissions	**89%**
Extend Trails Support stronger requirements for new development to contribute to the extension of trails and include amenities, such as benches and signage along the trails	**88%**
Age-Friendly Streets Design streets to be safe for all ages, including providing more choices for walking and cycling	**87%**
More Parkland Explore strategies to build more parks, including in new development and acquiring waterfront land	**86%**

Top Rated Opportunities

Continued

Key Opportunities	Percentage of participants that gave a four and five star rating
Vibrant Downtown Encourage more street life by making downtown more walkable/ bikeable, more street furniture/amenities, street trees and lighting	**84%**
Avoid Floodplain Ensure development and trails avoid flood prone areas	**83%**
Green Buildings Encourage green building techniques (e.g. green roofs, low impact development, energy efficiency)	**80%**
Public Space New developments should contribute to improving / increasing public open space to help build community	**80%**
Innovative Energy Support innovative strategies in energy efficiency, carbon reduction, renewable energy sources	**80%**
Climate Change Consider climate change in all policy development	**80%**

Additional Thoughts

Given the COVID-19 pandemic, the survey asked participants if there were any other opportunities that should be explored through new policy for the Official Plan Update. Below is a summary of the comments received.

Parkland and Public Space

> Need to continue to preserve and protect natural areas including the waterfront

> Incorporate more green space downtown

Food Security

> Build more community gardens and plots to allow people to grow their own food

Open Streets

> Close down streets to traffic on weekends to allow pedestrians to move around safely and expand patios onto these closed streets

> Design streets to facilitate curbside pickup

> Design sidewalks to be wider

Tourism

> Move away from the reliance on tourism

> Consider limiting the amount of tourists allowed within Collingwood

Infrastructure

> In order to facilitate working from home, need to invest in better broadband infrastructure