



GATEWAY CENTRE

URBAN DESIGN BRIEF

JANUARY 2026





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Disclaimer:

The text and images contained in this document are only a conceptual representation of the intended character and vision of the Gateway Centre. As such, they should not be construed or interpreted literally as to what will be constructed.

OVERVIEW & DESIGN VISION

1.1 PURPOSE OF DOCUMENT

This Urban Design Brief has been prepared to support the proposed development of lands located on the east side of Hurontario Street (County Road 124), north of Poplar Sideroad (County Road 32), municipally addressed as 839, 853, and 869 Hurontario Street, in the Town of Collingwood.

The purpose of this document is to outline the urban design intent for the site and to demonstrate how the proposed development responds to the Town of Collingwood Urban Design Manual and other applicable municipal policy directions. The Brief provides an overview of the site and its surrounding context and evaluates the proposed development in relation to key urban design considerations, including site organization, built form, access and circulation, active transportation, landscape treatment, and the public realm.

This Urban Design Brief is intended to confirm that the proposed development is appropriately configured to achieve a high-quality, functional, and visually cohesive design that contributes positively to the Hurontario Street corridor and the Town's broader urban structure objectives.

1.2 DESIGN VISION

The proposed development is envisioned as a well-integrated mixed-use community that reinforces Hurontario Street's role as a major arterial and gateway into the Town of Collingwood, while supporting the transition toward a more complete, walkable, and context-sensitive urban environment.

Guided by the policies of the Collingwood Official Plan and the design direction of the Town's Urban Design Manual, the vision for the site is to create a development that balances residential, commercial, and public realm functions in a manner that is compatible with surrounding land uses and reflective of the corridor's evolving character.

The design emphasizes strong built form relationships to the street, high-quality architectural expression, and an enhanced public realm that prioritizes pedestrian comfort, legibility, and safety. Collectively, these elements contribute to a recognizable and welcoming gateway condition that supports long-term reinvestment along Hurontario Street.

1.3 GUIDING PRINCIPLES

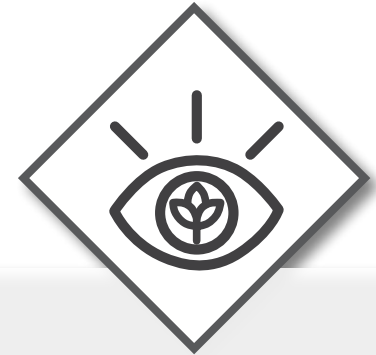
The design of the proposed development is informed by provincial and municipal policy directions that encourage efficient land use, compact built form, and high-quality urban design along major corridors and gateways. In response, the following guiding principles have been established to direct the planning and design of the site.

MADE IN COLLIN



Direct Growth to Appropriate Areas

New development is supported by a compact and transit-supportive urban structure. A range of potential neighbourhood supporting employment opportunities will also be provided to support flexibility to allow for the economy to adapt to trends and changes.



Integrate Landscape and Green Framework

The development will reinforce the Hamilton Drain trail and its existing tree cover through additional street trees and enhanced on-site landscaping within the mixed-use site, strengthening the public realm, improving streetscape quality, and contributing to a cohesive landscape character.

Healthy, Vibrant, Connected + Complete



Provide Safe & Convenient Mobility Options

To create a pedestrian-friendly neighbourhood, active mobility options such as walking and cycling will be recognized as safe, convenient, and appealing options for travel for people of all ages and abilities. Transit planning will be integrated with land use to assist in making transit an attractive and practical travel option.



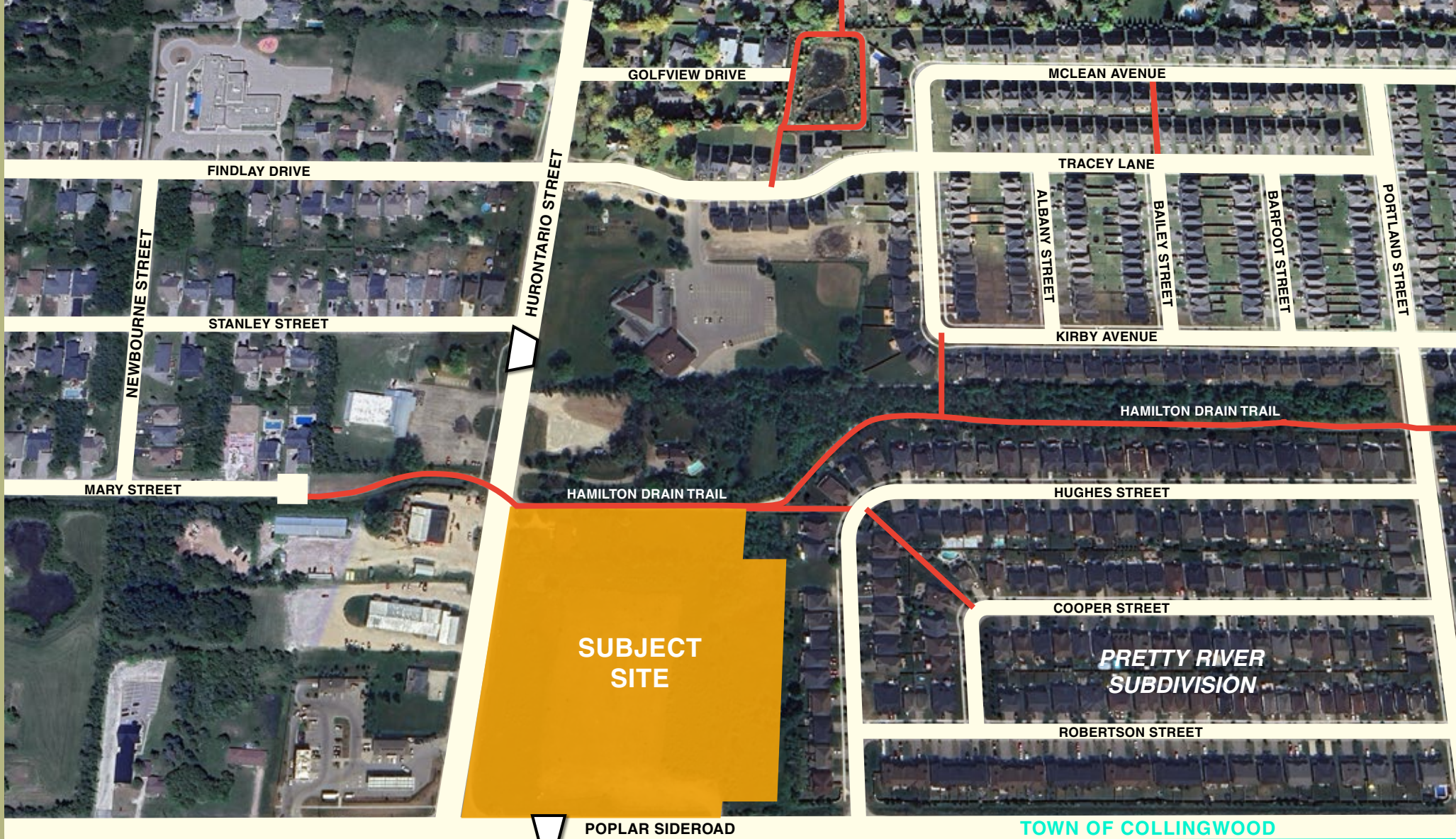
Strengthen the Hurontario Street Public Realm

Given the site's location along a major arterial and gateway corridor, the development will prioritize high-quality streetscape design, landscaping, and building frontage treatments along Hurontario Street. These elements will help define the street edge, reinforce a sense of arrival to the Town, and contribute to a cohesive and attractive public realm.



Create a Complete & Inclusive Development

The proposal will accommodate a mix of uses that support daily living, employment, and commercial activity, contributing to a complete and accessible development with clear connections for pedestrians, cyclists, and vehicles. Building placement and site organization will reinforce a human-scaled environment that encourages activity throughout the day.



BACKGROUND & EXISTING CONDITIONS

2.1 SITE LOCATION

The subject lands are located at the northeast corner of Hurontario Street (County Road 124) and Poplar Sideroad (County Road 32) in the Town of Collingwood, municipally addressed as 839, 853, and 869 Hurontario Street, forming part of the Gateway Centre redevelopment area. The property collectively encompasses approximately 3.75 hectares of mostly undeveloped land.

Vehicular access is available from both Hurontario Street and Poplar Sideroad, two key arterial roadways serving the southern extent of Collingwood and linking residential catchments to commercial and employment destinations. The site's location provides strong visibility along Hurontario Street, supporting its role as a gateway into the Town.

2.2 SITE CHARACTERISTICS

The lands are currently vacant, with the exception of scattered vegetation and a small residential structure. The topography across the site is generally flat, with grades that gently fall from east to west. A treed area is present along the northeast corner of the property, which contributes to existing landscape buffers on the site. Portions of the lands are within 120 metres of a natural stream corridor to the north and are mapped as regulated by the Nottawasaga Valley Conservation Authority (NVCA), though pre-consultation comments indicate no significant natural hazard concerns.

The site has frontage of approximately 194 metres on Hurontario Street and approximately 194 metres on Poplar Sideroad, reinforcing its visibility and importance in the Collingwood context.

2.3 SURROUNDING CONTEXT

The subject lands are surrounded by a mix of built and undeveloped uses that reflect the transitional nature of this southern gateway location:

NORTH: Immediately north is the Hamilton Drain Trail, an established off-road active transportation route. Beyond the trail are lands with similar commercial designations and some low-density residential uses.

EAST: To the east of the site are low-rise residential neighbourhoods (e.g., Pretty River and Hughes Street areas), representing established community fabric directly adjacent to the subject lands.

SOUTH: South of the site is Poplar Sideroad/County Road 32; lands across this border contain rural uses such as a wholesale nursery and lie outside the immediate urban settlement boundary.

WEST: To the west, across Hurontario Street, existing highway commercial uses (including gas bars, convenience services, quick-service establishments, and offices) frame the intersection, reinforcing this segment of Hurontario Street as a regionally serving service node.

The combination of commercial activity, residential neighbourhoods, transportation infrastructure, and trail networks gives the site a highly interconnected context, making it well suited for a comprehensive mixed-use development that integrates with both local and regional movement patterns.

NOTRE-DAME-DE-LA-HURONIE CATHOLIC ELEMENTARY SCHOOL

GOLFVIEW DRIVE

MCLEAN AVENUE

FINDLAY DRIVE

TRACEY LANE

NEWBOURNE STREET

HURONTARIO STREET

NEW LIFE CHURCH

ALBANY STREET

BAILEY STREET

BARFOOT STREET

PORTLAND STREET

STANLEY STREET

KIRBY AVENUE

GEORGIAN BOWL BOWLING ALLEY

HAMILTON DRAIN TRAIL

MARY STREET

HUGHES STREET

8

PRETTY RIVER SUBDIVISION

WALKER'S ENGINE REPAIR SERVICE

7

GEORGIAN BAY WET CLEANERS

4

SUBJECT SITE

THE BODY SCULPTORS MEDICAL SPA

TIM HORTONS

MACEWEN GAS STATION

COOPER STREET

ROBERTSON STREET

6

1

2

3

5

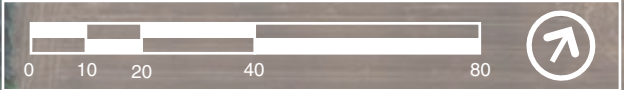
32

POPLAR SIDEROAD

BLOOM 'N NURSERY

LEGEND

- Subject Site (Gateway Centre)
- Public Road
- Pedestrian Corridor





1 View of the nursery and adjacent low-lying, vegetated areas exhibiting wetland conditions along Poplar Sideroad.



2 View of Tim Hortons at Hurontario St. and Poplar Sideroad, looking northwest, part of the existing commercial streetscape.



3 MacEwen Gas Station at Hurontario St. and Poplar Sideroad, looking northwest, part of the existing commercial area.



4 View of the subject site showing low-lying, vegetated areas exhibiting wetland conditions, looking east along Hurontario St.



5 View of the subject site showing low-lying, vegetated areas, looking north along Poplar Sideroad.



6 View of existing two-storey semi-detached dwellings within the Pretty River Subdivision, looking west along Hughes St.



7 View of existing industrial and service-oriented uses along Hurontario St., looking west.



8 View of the Hamilton Drain Trail entrance along Hurontario St., looking northeast.

PROVINCIAL & LOCAL POLICY REVIEW

3.1 PROVINCIAL POLICY

3.1.1 PROVINCIAL POLICY STATEMENT (PPS 2024)

The Provincial Planning Statement, 2024 (PPS 2024) provides the current overarching land use policy framework for Ontario and took effect on October 20, 2024. It consolidates and replaces the prior PPS 2020 and the Growth Plan for the Greater Golden Horseshoe, integrating and updating provincial policy direction on matters such as housing, intensification, infrastructure planning, environmental protection, and community design.

The PPS 2024 promotes efficient land use and infrastructure investment, supports mixed-use and compact forms of development, and encourages development within settlement areas that is integrated with existing services and transportation networks. These policy directions align with the intent of the Gateway Centre proposal to optimize land use, enhance connectivity, and support a diverse range of uses within a municipal growth context.

In particular, the provisions of the PPS 2024 emphasize that planning authorities should:

- Enable a range and mix of housing options and densities to meet long-term needs within built-up areas;
- Direct growth to areas with existing municipal infrastructure and transit opportunities;
- Promote compact development patterns that make efficient use of land and public service facilities; and
- Support complete communities with accessible active transportation and multimodal connections.

By organizing built form in a manner that supports efficient land use, a range of compatible uses, and integration with surrounding neighbourhoods and transportation infrastructure, the Gateway Centre proposal responds to the core policy directions of the PPS 2024.

3.1.2 GROWTH PLAN FOR THE GREATER GOLDEN HORSESHOE (PLACES TO GROW)

The Growth Plan for the Greater Golden Horseshoe (commonly known as “Places to Grow”) was established under the Places to Grow Act, 2005 to provide an integrated planning framework for accommodating population and employment growth in one of North America’s fastest-growing regions. The Growth Plan built upon the Provincial Policy Statement and supported coordinated land use, infrastructure, and transportation planning across municipalities within the Greater Golden Horseshoe.

Key Growth Plan principles relevant to the Gateway Centre include:

- Supporting the development of complete communities that provide a diverse mix of uses, housing options, services, and local amenities within convenient distances;
- Directing growth to settlement areas and focusing intensification within delineated built-up areas, strategic growth locations, and areas with existing or planned transit connections;
- Promoting compact built form and a vibrant public realm that enhances accessibility and supports active transportation; and
- Encouraging efficient use of land and infrastructure to minimize sprawl and maximize the utility of existing services.

The Gateway Centre proposal is consistent with these principles by promoting redevelopment of underutilized lands within Collingwood’s settlement area, supporting a mix of residential and commercial uses, and aligning development with transportation and service infrastructure.

3.2 LOCAL POLICY

3.2.1 COLLINGWOOD OFFICIAL PLAN

The Town of Collingwood adopted a new Official Plan (OP) in December 2023 to guide growth, built form, and community design to the year 2051. While portions of the Plan remain under appeal, the majority of urban design and height policies are in effect and applicable to development proposals such as the Gateway Centre.

Policy 3.2.1 directs that new development contribute to a high-quality public realm through appropriate massing, built form transitions, and architectural design, particularly along prominent streets and visible sites.

Policy 5.1.8.3 provides the relevant policy context for high-rise development. While the OP generally applies a mid-rise height framework across much of the settlement area, Policy 5.1.8.3 explicitly recognizes that additional height may be appropriate at strategic locations, including:

- Key entry points and gateways to the Downtown Core Designation;
- Prominent intersection sites along Hurontario Street; and
- Sites characterized by large surface parking areas or other underutilized lands.

This policy direction supports consideration of high-rise built form in appropriate locations where additional height can be accommodated without adverse impacts and where it contributes positively to the urban structure and public realm.

Together, these policies establish a clear basis for increased height at gateway locations such as the Gateway Centre, where carefully designed high-rise development can reinforce urban character, support wayfinding, and advance compact growth objectives.

3.2.2 COLLINGWOOD URBAN DESIGN MANUAL

The Collingwood Urban Design Manual (UDM) provides guidance for high-quality development that enhances the character, functionality, and connectivity of the Town. Its principles emphasize safe, attractive, and sustainable communities. The Gateway Centre proposal applies these principles across the site in the following ways:

Integration with Context:

The development responds to the existing land uses and streetscape along Hurontario Street and Poplar Sideroad, including nearby residential neighbourhoods and commercial properties. Building placement, massing, and façade treatments respect the scale and rhythm of surrounding uses while establishing a strong, cohesive presence along key frontages. Landscaping integrates native and meadow species, buffers parking and service areas, and reinforces the natural edges along the Hamilton Drain trail and public streets.

Pedestrian-Friendly and Active Spaces:

The site design prioritizes continuous, safe, and accessible pedestrian routes. Sidewalks, pathways, and plazas connect building entrances, parking areas, and public sidewalks, while decorative paving and well-scaled street furniture encourage pedestrian activity. Ground-floor commercial uses, outdoor patios, and transparent façades animate the streetscape, supporting a vibrant pedestrian environment and reducing the dominance of vehicles within the site.

High-Quality Built Form:

Buildings are articulated to provide visual interest and a human-scaled streetscape. Stepbacks, variation in façade materials, and a combination of vertical and horizontal plane changes reduce the apparent mass of taller elements while providing clear, engaging street fronts. The proposed high-rise and low-rise buildings create a cohesive architectural language that reinforces the Gateway Centre as a landmark while maintaining compatibility with surrounding development.

Gateway and Prominent Sites:

The development is designed to announce Collingwood's southern gateway through the strategic placement of taller buildings, landmark façades, and high-quality architectural detailing. Enhanced signage, landscaping, and public spaces at key intersections support legibility and wayfinding while creating a strong sense of arrival.

Connectivity and Complete Communities:

The development contributes to a compact, mixed-use environment that integrates commercial, residential, and office uses. Connections to existing and planned pedestrian, cycling, and transit infrastructure reinforce alternative modes of transportation, improve access to local amenities, and create a well-connected, sustainable urban node. Parking is minimized along street edges, broken into smaller blocks with landscaping, and linked to pedestrian routes to reduce vehicle dependency.

Overall, the Gateway Centre embodies the UDM's vision for high-quality, context-sensitive development, providing a safe, vibrant, and walkable environment that enhances the streetscape, strengthens the Town's gateway identity, and supports the creation of a connected, mixed-use community.

3.2.3 COLLINGWOOD ZONING BY-LAW (2010-040)

The subject lands are currently zoned under the Town of Collingwood Zoning By-law 2010-040 as Highway Commercial (C5) and Deferred Residential (DR). Under the existing zoning regulations, the C5 zone permits a range of commercial and service uses appropriate to an arterial corridor, while the DR zone permits residential uses but does not accommodate the range of commercial and mixed-use activities proposed for the subject site.

To enable the proposed mixed-use development, which includes retail, grocery, pharmacy, office, and residential components, the application seeks a Zoning By-law Amendment to rezone the lands to a site-specific Mixed Use Commercial Exception Zone (C4-xx). The proposed C4-xx zone would consolidate the existing parcels and expand the permitted uses to reflect the mixed-use vision, including a range of commercial uses at grade and a mixed-use building of up to 12 storeys containing residential units.

The proposed C4-xx zoning also incorporates tailored provisions to support the development's land use program, including permissions for a supermarket, pharmacy, and complementary retail establishments while specifically prohibiting auto-oriented uses that are not consistent with the intended pedestrian-oriented design and gateway location. A holding (H) provision in the zone is proposed to ensure that appropriate municipal servicing capacity is confirmed and that a site plan approval process is in place prior to development.

This zoning framework reflects both the existing pattern of commercial uses along Hurontario Street and the municipality's direction for orderly, context-sensitive redevelopment of key gateway sites, as described in the Town's Official Plan and Urban Design Manual. The proposed C4-xx zone is consistent with the site's location at a major intersection, its functional role as a southern gateway into Collingwood, and the broader policy objectives supporting compact, mixed-use development on underutilized lands.

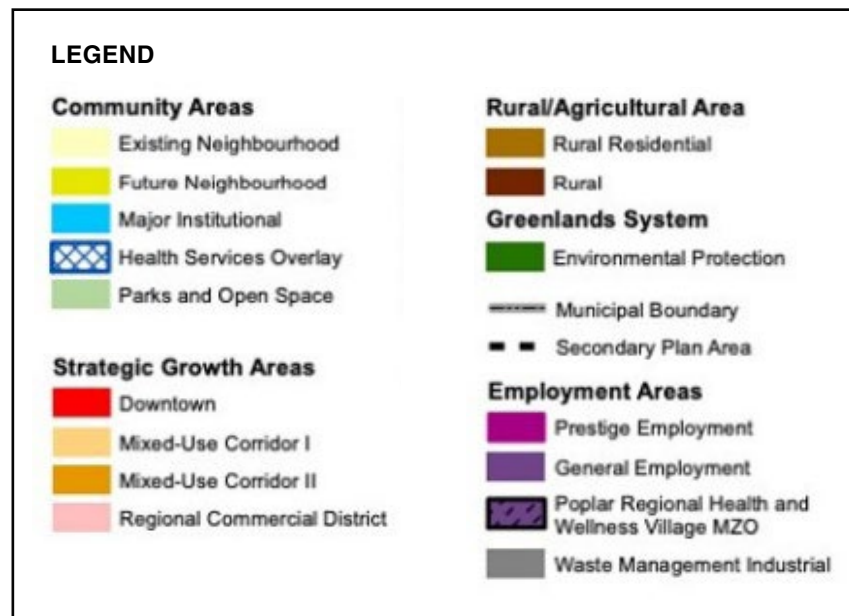
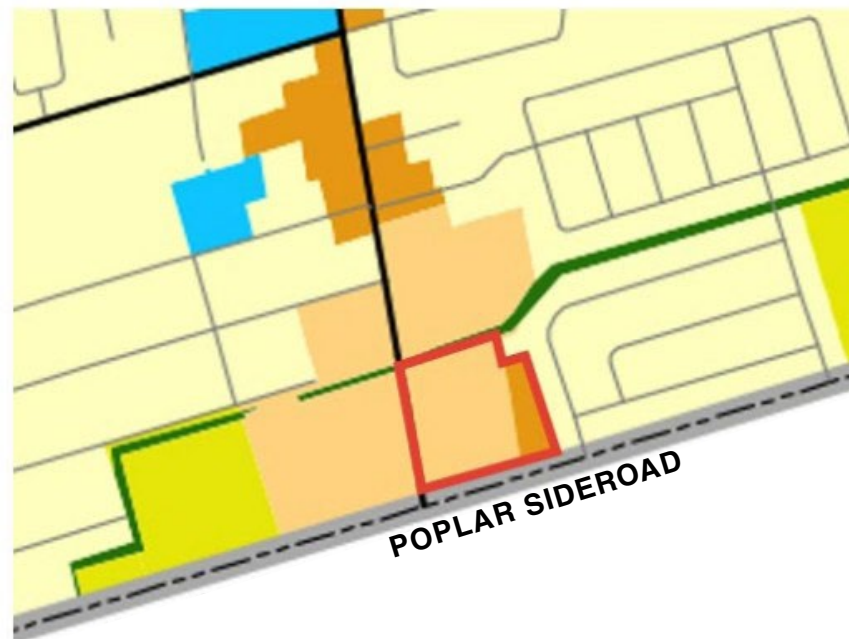
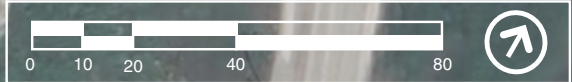


Figure 3.1: Schedule 2 Land Use Plan, New Collingwood Official Plan





HURONTARIO STREET

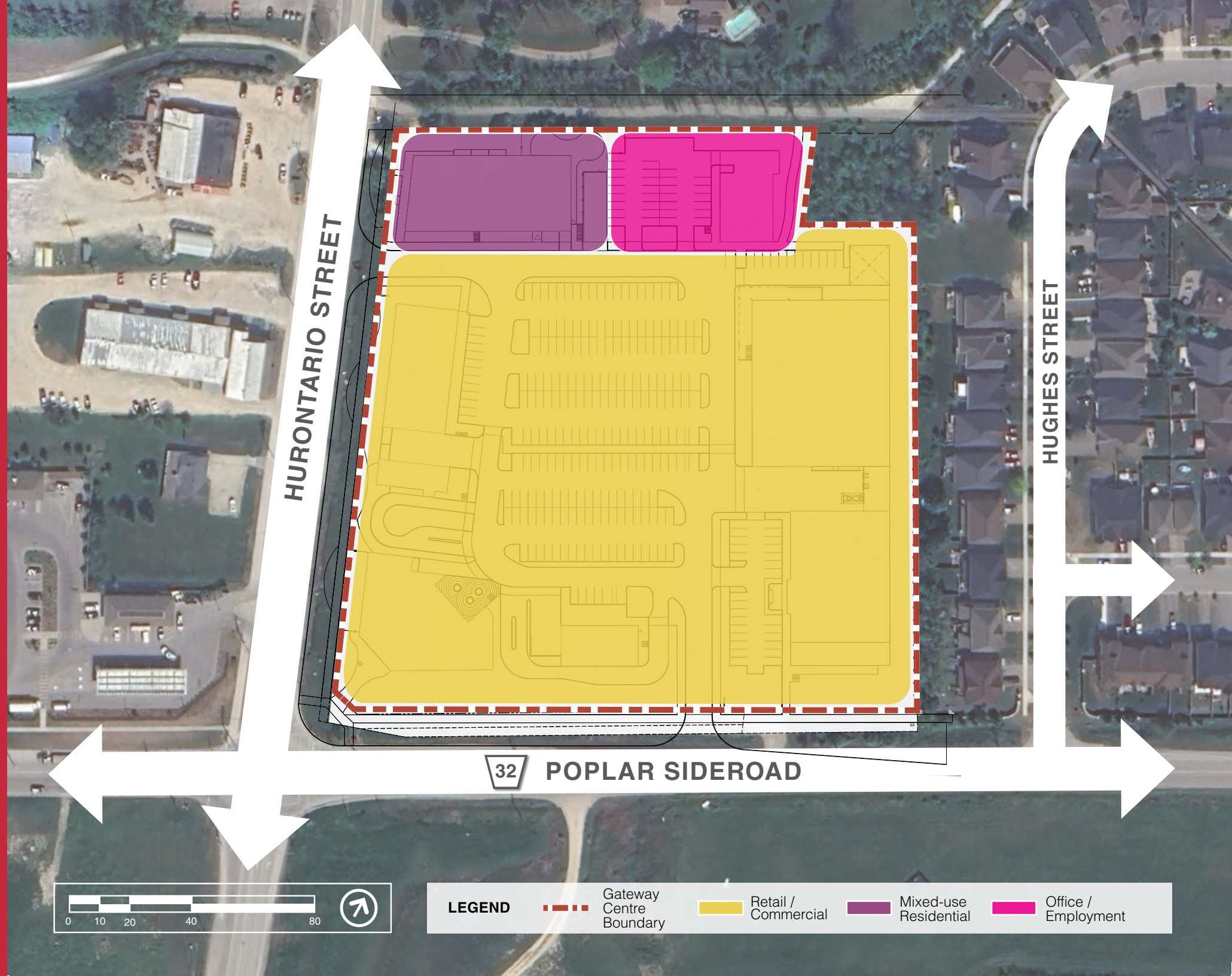
HUGHES STREET

32 POPLAR SIDEROAD



LEGEND

 Gateway Centre Boundary	 Retail / Commercial	 Mixed-use Residential	 Office / Employment
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SECTION FOUR

ANALYSIS OF THE PROPOSED DEVELOPMENT

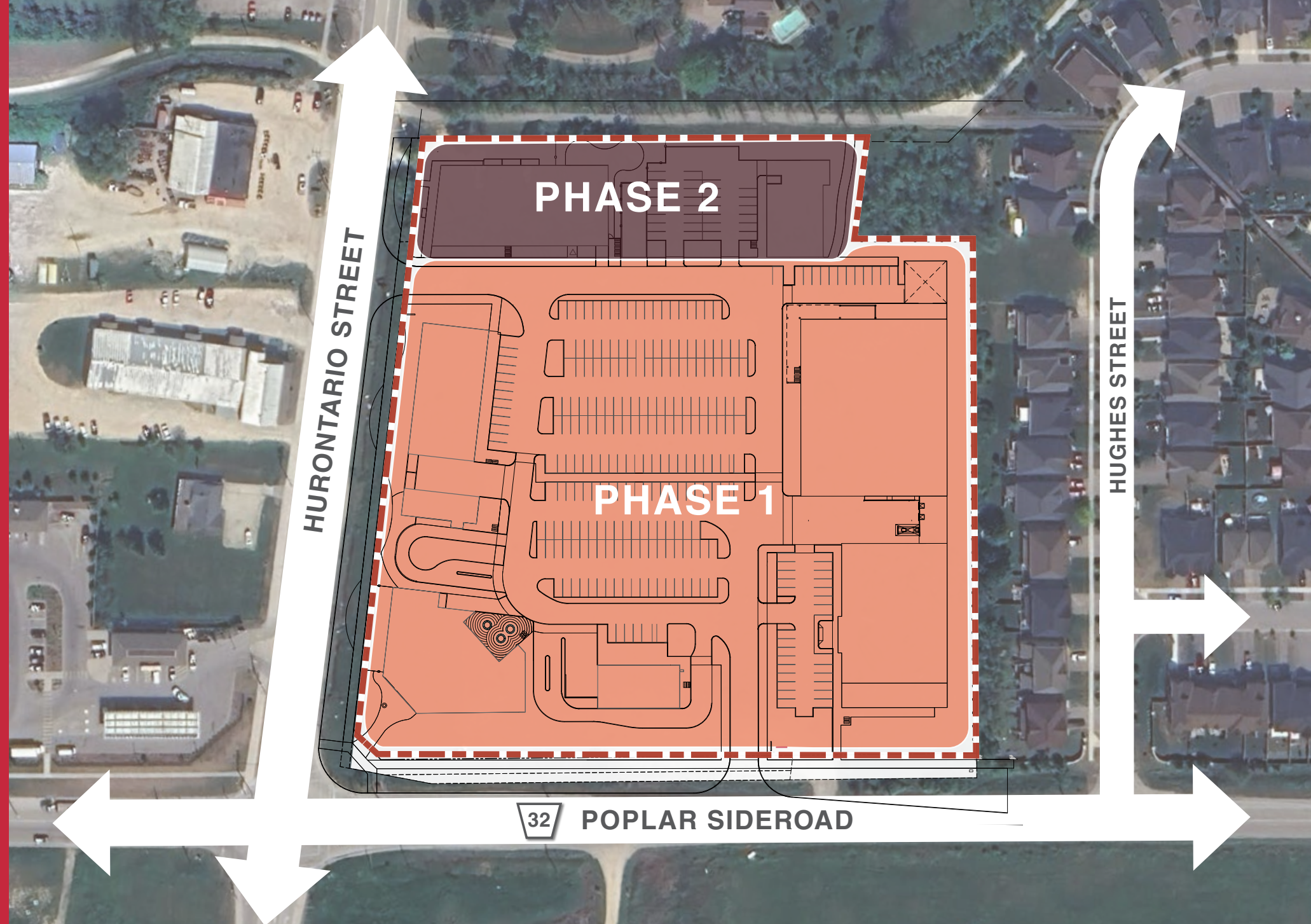
4.1 COMMUNITY STRUCTURE

The proposed development at Hurontario Street and Poplar Sideroad is structured as a gateway-oriented mixed-use centre at the southern entry to Collingwood. The design responds to site access, surrounding land uses, and visibility from Hurontario Street while organizing uses to support functional circulation and commercial activity.

Key elements of the community structure include:

- Gateway-oriented layout – Positioned at the southern entry to Collingwood to establish a clear commercial and mixed-use presence.
- Retail and service commercial uses – Located along primary access points and internal streets for convenient access from surrounding neighborhoods and regional traffic.
- Active frontages – Façades, patios, and spill-out areas along internal streets to support pedestrian movement and direct access to commercial units.
- Mixed-use residential and office/employment areas – Concentrated along the northern edge of the site, framing the internal central square and providing local population and employment support for the commercial core.
- Functional circulation – Internal streets and parking areas designed to connect the commercial and mixed-use components while maintaining safe pedestrian access.
- Site-specific land use arrangement – Organizes uses to balance regional visibility, local access, and internal functionality for the commercial and mixed-use components.

This layout creates a structured activity hub that integrates retail, office, and residential uses while responding to the site's specific location, topography, and access conditions. The arrangement ensures the commercial core is visible and accessible from Hurontario Street while internal streets, squares, and frontages are oriented to support pedestrian and vehicle movement within the site.



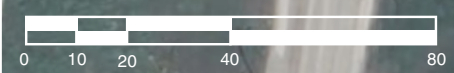
PHASE 2

PHASE 1

HURONTARIO STREET

HUGHES STREET

32 POPLAR SIDEROAD



LEGEND

- Subject Site Boundary (dashed red line)
- Phase 1 (orange fill)
- Phase 2 (dark brown fill)

4.2 PHASING

The proposed development consists of six single-storey commercial buildings and one mixed-use building, with a total gross floor area (GFA) of approximately 8,076.9 m², including two drive-through uses (a Starbucks and a McDonald's restaurant). The development is proposed to proceed in three distinct phases, as reflected on the Site Plan and Site Statistics drawings.

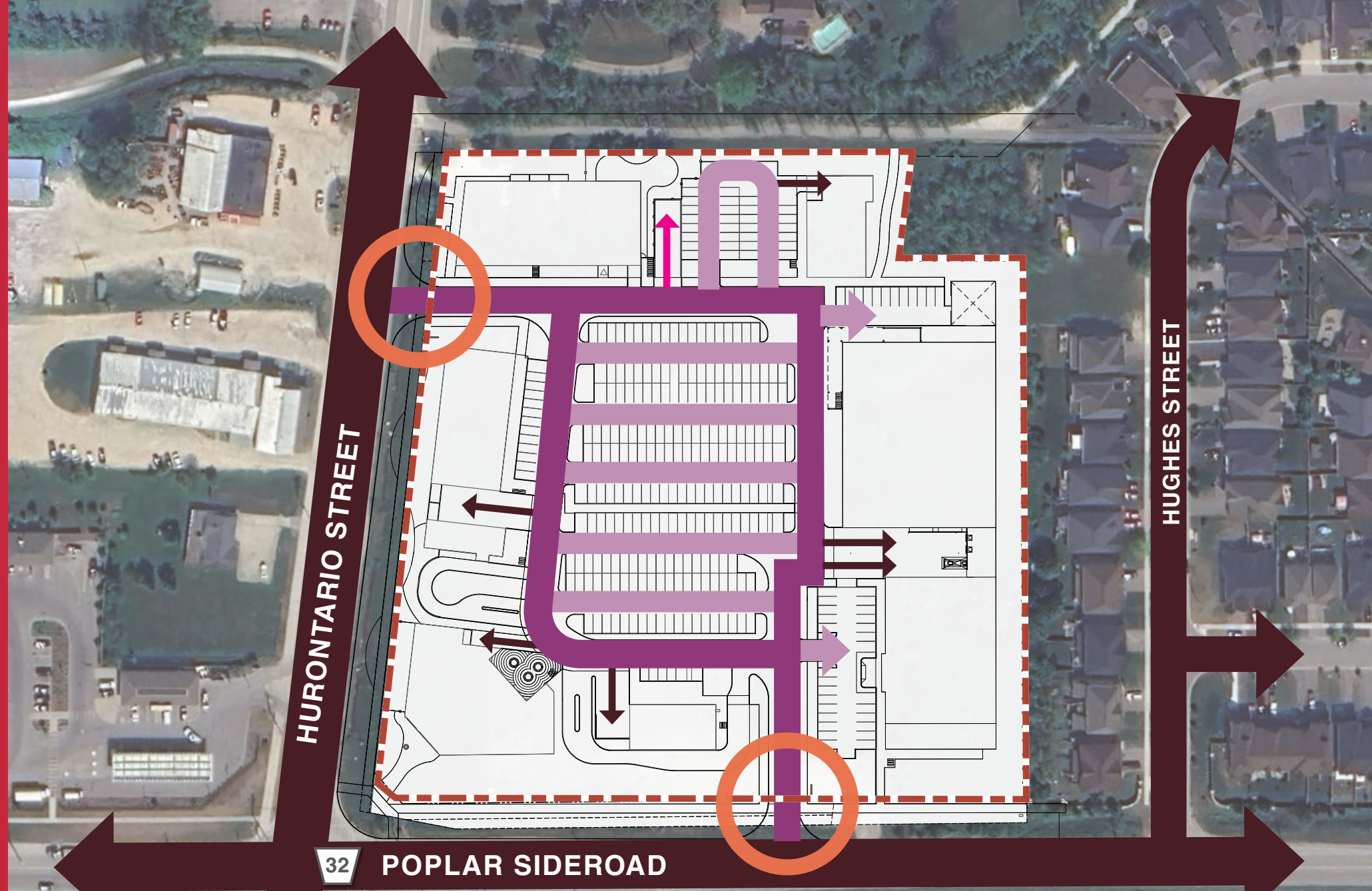
Each phase will be supported by surface parking areas designed to function independently, while the mixed-use building in Phase 3 will also include underground parking to accommodate residents and visitors. Phasing has been planned to ensure the site functions cohesively and safely at each stage of development, with appropriate access, servicing, landscaping, and pedestrian circulation provided throughout all phases.

PHASE 1

The initial phase of development includes the construction of multiple single-storey commercial buildings (Buildings 01, 02, 05, 06 and 07), with a combined gross floor area of approximately 5,730.4 m². The development program accommodates a mix of retail and service commercial uses, including a Dollarama, a grocery store, a Pet Valu, restaurants, and additional retail units. Restaurant uses are supported by outdoor patio areas and drive-through facilities where applicable.

PHASE 2

Phase 2 includes the development of a 12-storey mixed-use residential building and an adjacent three-storey commercial building with office space above (Buildings 03 and 04). Commercial uses are located at grade, with residential and office uses above, contributing approximately 2,346.5 m² GFA.



HURONTARIO STREET

32 POPLAR SIDEROAD

HUGHES STREET

LEGEND

--- Subject Site Boundary

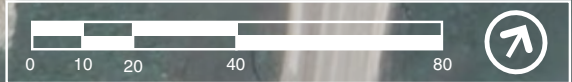
Existing Vehicular Route

Proposed Primary On-Site Vehicular Route

Proposed Secondary On-Site Vehicular Route

Service / Building Access

Primary Site Entrance



4.3 VEHICULAR ACCESS & CIRCULATION

Vehicular access to the site will be provided from Hurontario Street and Poplar Sideroad, establishing clear and efficient entry points at this prominent gateway location. The access and circulation network is designed to support a range of users, including shoppers, residents, service vehicles, and emergency services, while minimizing conflicts with pedestrian movement.

Internal drive aisles will facilitate safe and convenient circulation throughout the site, providing direct access to parking areas, loading and waste collection zones, delivery spaces, and drive-through facilities. Driveway widths and alignments will accommodate two- and three-lane movements where required, including access for fire and service vehicles, while maintaining a legible and well-organized site layout.

4.3.1 PARKING, LOADING & SERVICE AREAS

The proposed development will provide a coordinated parking, loading, and service strategy that supports the full range of commercial, retail, and residential uses while prioritizing pedestrian safety, visual quality, and gateway character.

Bicycle Parking

A total of 50 bicycle parking spaces will be provided across the site. Short-term bicycle parking will be located in visible, convenient locations near retail and building entrances, while long-term resident bicycle parking will be accommodated within secure areas of the underground parking facility.

Vehicular Access

Vehicular access will be provided from Hurontario Street and Poplar Sideroad, allowing for efficient site circulation and servicing for major commercial tenants, including the grocery store and drive-through restaurants. Internal drive aisles will be clearly defined and designed with traffic calming measures and pavement markings to support safe and intuitive movement for both vehicles and pedestrians.

Surface Parking

A total of 294 commercial surface parking spaces will be provided, including 12 accessible spaces, 6 delivery spaces, and 2 loading spaces. Surface lots are strategically located to the sides and rear of buildings to minimize conflicts with pedestrians and reduce visual impacts on the streetscape. Landscape islands and screening will be incorporated to enhance visual quality and break up asphalt expanses.

Underground Parking

Residential parking will be accommodated within an underground parking structure containing 213 spaces, providing secure and weather-protected access for residents. Underground parking access is integrated into the internal circulation system to minimize conflicts with pedestrian areas and active frontages.

Loading and Drive-through Areas

Loading areas, drive-through lanes, waste storage, and service functions will be strategically located and screened to minimize their visibility from public streets, pedestrian areas, and outdoor amenity spaces. Drive-through queuing lanes will be designed to operate efficiently and be physically separated from pedestrian routes to avoid conflicts.

Above-ground utility equipment will be placed away from building entrances and primary pedestrian routes and will be buffered with landscaping or integrated along building edges to reduce visual impact. Waste and recycling facilities will be contained within the building envelope or located on secondary elevations, screened from public view and outdoor activity areas.

4.4 STREETScape DESIGN

Hurontario Streetscape

The Gateway Centre is designed to enhance the existing Hurontario Street corridor, which is currently dominated by vehicular-oriented commercial uses such as a gas station and service businesses, within a mixed-use and strategic growth area. The proposal introduces a coordinated mix of residential, office, and commercial uses while improving the pedestrian environment and activating the street.

Key streetscape enhancements include:

- **Street-edge definition** – Buildings are positioned close to Hurontario Street, maintaining a continuous streetwall with active ground-floor frontages including commercial spaces, transparent façades, and patios.
- **Landscaping and public realm** – Planter beds, strips, and islands define primary frontages, enhance pedestrian routes, and buffer parking and service areas.
- **Gateway identification** – Landscaping, decorative fencing, and signage, particularly at the Collingwood Parkette, mark the site as a southern entry to the Town and reinforce corridor wayfinding.
- **Pedestrian connectivity** – Internal sidewalks link building entrances to public sidewalks, the Hamilton Drain trail, and the planned internal trail network, supporting safe, direct pedestrian movement.
- **Vehicular and service circulation** – Site access from Hurontario Street and Poplar Sideroad is coordinated to reduce conflicts with pedestrians, and loading/service areas are screened to minimize visual impact.

These design strategies transform a vehicle-dominated corridor into a structured, mixed-use streetscape, balancing vehicular access with pedestrian-friendly design, cohesive building placement, and active public frontages. The Gateway Centre supports strategic growth along Hurontario Street while improving visual continuity, connectivity, and functionality along the corridor.

Poplar Sideroad Streetscape

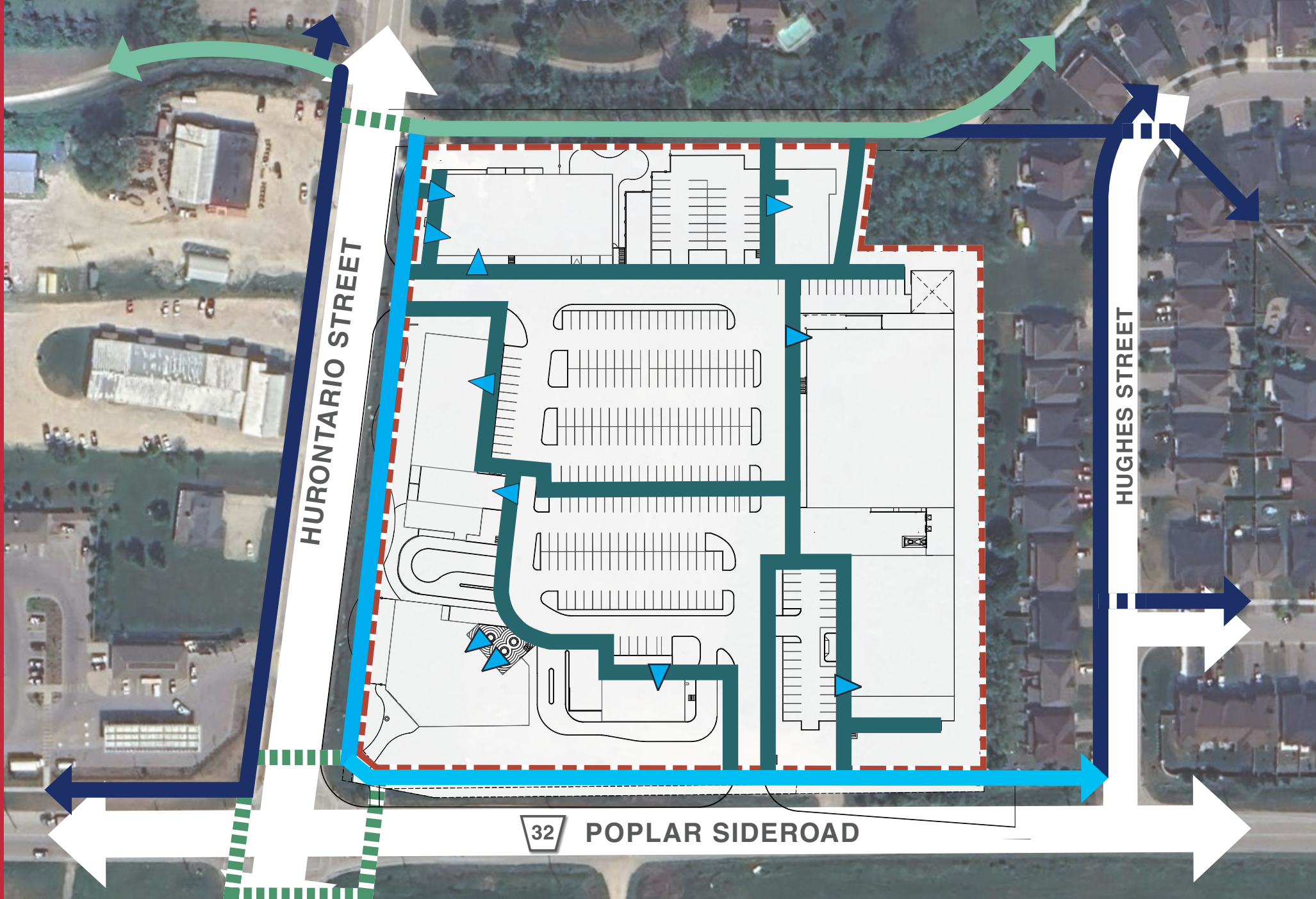
The southern edge of the Gateway Centre fronts Poplar Sideroad, which transitions from the higher-intensity Hurontario Street corridor to a lower-scale residential and agricultural context. In accordance with Simcoe County Road Setback By-law No. 5604, a minimum 15.0-metre setback from the limit of the highway is provided along Poplar Sideroad, establishing a generous buffer between the roadway and built form.

On the south side of Poplar Sideroad, the surrounding area is characterized by existing 2-storey residential dwellings and a tree nursery farm, reflecting a lower-density, rural-residential character.

The proposed development responds sensitively to this context through the following strategies:

- **Transition in building height and massing** – Buildings along Poplar Sideroad are lower in scale compared to the Hurontario Street edge, providing a gradual transition from the higher-intensity mixed-use centre to the adjacent 2-storey homes.
- **Buffering and landscaping** – Tree planting, landscaped strips, and setbacks along the southern edge create visual and functional separation from residential properties while maintaining a clear property line with the tree nursery farm.
- **Pedestrian and trail connections** – Sidewalks and internal pathways along Poplar Sideroad connect the Gateway Centre to surrounding neighbourhoods, encouraging safe pedestrian movement while respecting the scale of the adjacent homes.
- **Sensitive interface with existing uses** – Service, loading, and parking areas are oriented away from the residential properties, minimizing potential visual or noise impacts.

These measures ensure that the development integrates with the surrounding neighbourhood while maintaining a defined southern edge along Poplar Sideroad, supporting both the strategic growth objectives of the area and the character of adjacent lower-scale residential and agricultural uses.

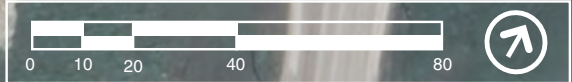


HURONTARIO STREET

HUGHES STREET

32 POPLAR SIDEROAD

LEGEND					
	Subject Site Boundary		Proposed Public Sidewalk		Existing Multi-Use Trail (MUT)
	Building Entrance		Existing Public Sidewalk		Signaled Pedestrian Crossing
			Proposed On-site Sidewalk		Unsignalized Pedestrian Crossing



4.5 PEDESTRIAN CIRCULATION

The Gateway Centre design prioritizes safe, accessible, and continuous pedestrian circulation. Buildings are oriented to provide direct access from sidewalks and internal pathways, allowing convenient movement between commercial, office, and residential areas without reliance on vehicles.

Key pedestrian circulation features include:

- **On-site sidewalks and pathways:** A network of internal sidewalks provides multiple pedestrian routes across the site, breaking up large parking areas and promoting walkability. Decorative unit pavers are proposed in pedestrian-focused areas, including plazas, building entrances, and at driveway crossings, to enhance visibility, reinforce pedestrian priority, and support wayfinding.
- **Safe and comfortable pedestrian spaces:** Sidewalks are designed to be wider, well-lit, and lined with healthy trees, street furniture, and wayfinding infrastructure, creating spaces that are accessible and comfortable throughout the day and evening.
- **Accessible connections to external networks:** Pedestrian pathways connect to public sidewalks along Hurontario Street and Poplar Sideroad, as well as the Hamilton Drain Trail and planned trail networks. The primary pedestrian connection to the Hamilton Drain Trail is located east of Building 04, accommodating existing and ultimate grade conditions. This alignment avoids stairs or switchbacks and provides a direct, fully AODA-compliant pedestrian route.
- **Integration with streetscape and public realm:** Pedestrian routes are coordinated with building entrances, active frontages, landscaped areas, and public gathering spaces, while remaining clearly separated from vehicular circulation.

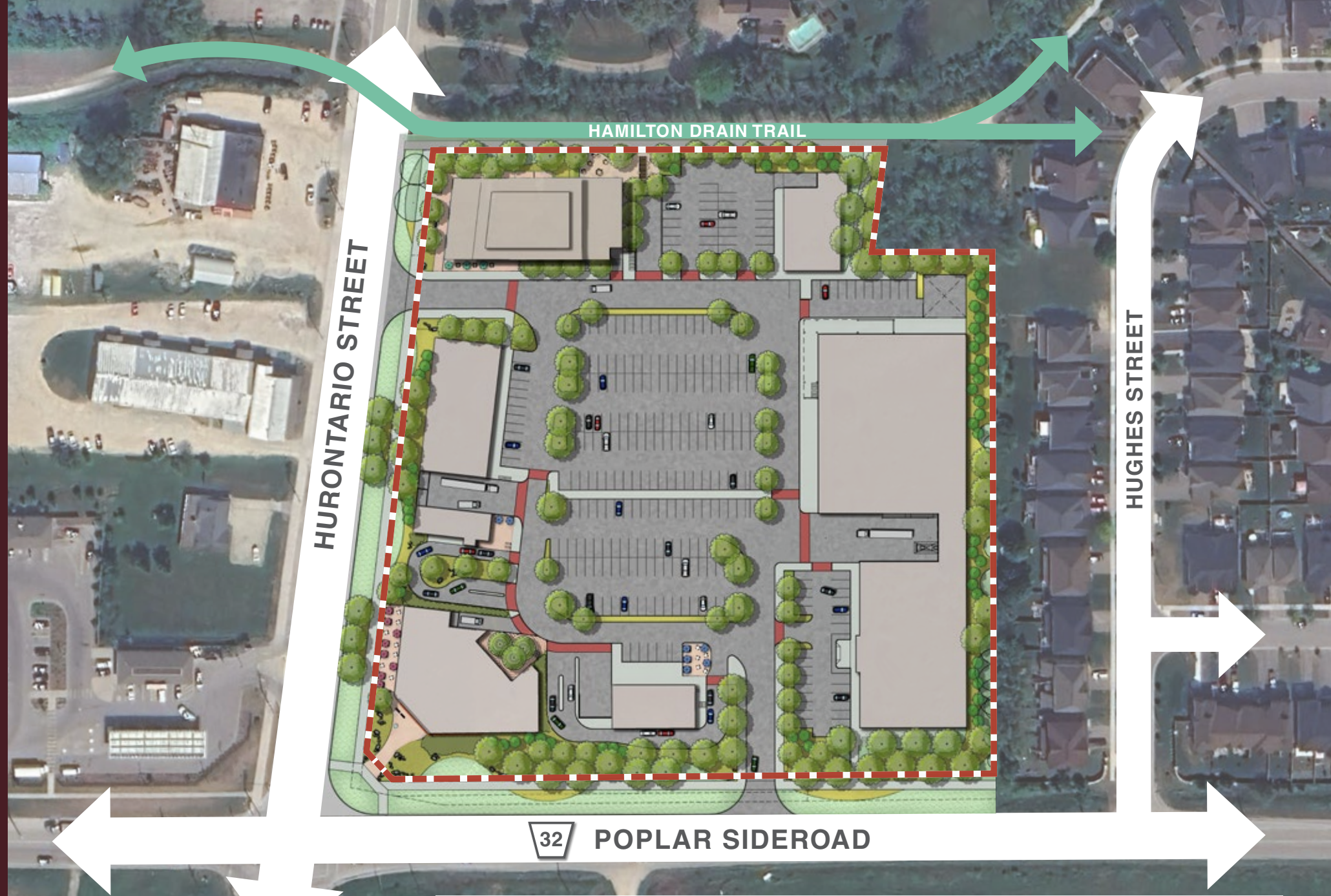
4.6 TRAFFIC CALMING & PEDESTRIAN CROSSWALKS

Traffic calming is key to creating a safe and comfortable pedestrian environment at the gateway into the commercial plaza. Clearly marked crosswalks will guide shoppers and pedestrians across streets and parking areas, providing a safe separation from vehicles while encouraging cautious driving. These measures will ensure that traffic flows efficiently to anchor uses like grocery stores, coffee shops, and quick-service restaurants, while maintaining a safe and inviting pedestrian realm.

Within the plaza, street design, lane widths, and curb alignments will naturally slow vehicle speeds, reinforcing the relationship between active retail frontages and the street. Minimizing building-to-building distances and framing rights-of-way with storefronts, sidewalks, and landscaping will create a human-scaled, legible public realm. Together, these elements will enhance the gateway identity, signaling arrival to the plaza and supporting a vibrant, walkable shopping and social environment.



Enhanced pedestrian crossings and traffic-calming measures improve safety and accessibility while encouraging walking.














HURONTARIO STREET

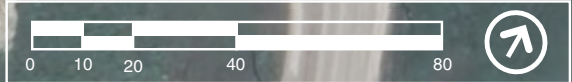
HAMILTON DRAIN TRAIL

HUGHES STREET

32 POPLAR SIDEROAD

LEGEND

-  Subject Site Boundary
-  Concrete Sidewalk
-  Decorative Concrete Paving
-  Pedestrian Crosswalk
-  Deciduous Tree
-  Coniferous Tree
-  Decorative Bench
-  Native Grasses / Perennials
-  Topsoil & Sod
-  Rock Features
-  Bike Racks





Naturalized landscape design featuring native and meadow plant species enhances biodiversity, softens the streetscape, and creates a resilient, seasonally dynamic public realm.

SECTION FIVE

LANDSCAPE & STREETScape DESIGN

5.1 PROPOSED LANDSCAPE PLAN

The Gateway Centre landscape plan is designed to create a connected network of public and semi-public open spaces that structure the site, enhance pedestrian movement, and support active street edges. Landscaped areas, including planter beds, street trees, islands, and seating areas, are integrated to define frontages, organize vehicular and service areas, and provide visual interest throughout the site.

Open spaces and internal plazas are designed to accommodate both passive and active uses, such as outdoor seating, patios, and spill-out areas, contributing to the animation of the commercial and mixed-use areas throughout the day and evening. The plan also incorporates robust tree canopy and soft landscaping along Hurontario Street, Poplar Sideroad, and the Hamilton Drain trail to reinforce walking and cycling connections, improve microclimate, and transition appropriately to adjacent lower-scale residential and agricultural uses.



DRIVE-THRU KIOSK

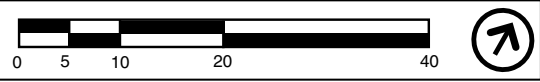
DECORATIVE BENCH

WALL ART / DECORATIVE WALL ELEMENT

ESCARPMENT ROCK FEATURES

HURONTARIO STREET

POPLAR SIDEROAD



LEGEND

-  Subject Site Boundary
-  Wood Privacy Fence
-  Concrete Sidewalk
-  Decorative Concrete Paving
-  Pedestrian Crosswalk
-  Existing Deciduous Tree to be Retained /Protected
-  Proposed Deciduous Tree
-  Proposed Coniferous Tree
-  Proposed Shrub Planting
-  Native Low Grass Meadow 'Biodiversity Belt'
-  Topsoil & Sod
-  Escarpment Rock Features
-  Bike Racks
-  Decorative Bench
-  Art Pedestals for Rotating Sculptures



1 ESCARPMENT ROCK FEATURES THAT REFLECT THE SURROUNDING LANDSCAPE



2 STREET-FACING PATIO TO ANIMATE THE PUBLIC REALM



3 NATIVE LOW GRASS MEADOW MIXTURE



4 OPPORTUNITIES FOR PUBLIC ART TO SHOWCASE LOCAL HISTORY, ACTIVITIES, NATURAL FEATURES & ARTISTS



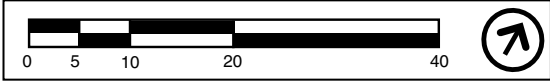
5 NATURALIZED PLANTING TO PROVIDE SCREENING OF PARKING & DRIVE-THROUGH

5.2 ENTRY PARKETTE

A publicly accessible parkette is proposed at the prominent corner of Poplar Sideroad and Hurontario Street, marking a key southern gateway into the Town of Collingwood. The parkette is designed as a small-scale, landscaped open space that enhances the public realm, strengthens the gateway character of the intersection, and provides a visual and functional transition between the street, adjacent commercial uses, and surrounding neighbourhoods.

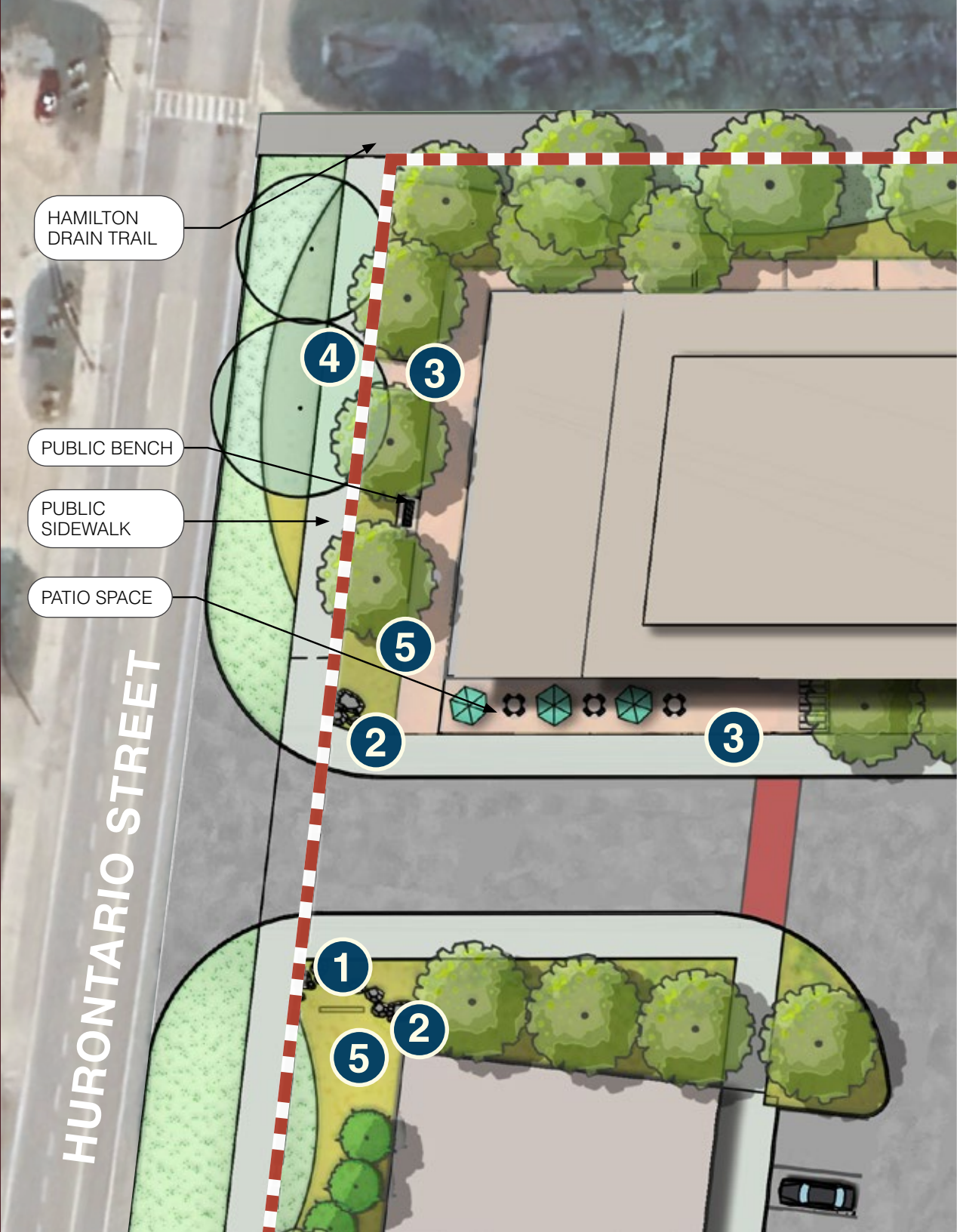
The space incorporates a combination of naturalized planting, escarpment rock features, and pedestrian-oriented elements to reflect the regional landscape context and establish a distinctive sense of place. Clear pedestrian connections and seating opportunities are provided to support informal use, rest, and gathering, while maintaining strong visibility and passive surveillance from the adjacent streets.

The parkette contributes to the overall streetscape by softening the built environment, framing the intersection, and reinforcing a welcoming entry into the community.



LEGEND

-  Subject Site Boundary
-  Wood Privacy Fence
-  Concrete Sidewalk
-  Decorative Concrete Paving
-  Pedestrian Crosswalk
-  Existing Deciduous Tree to be Retained /Protected
-  Proposed Deciduous Tree
-  Proposed Coniferous Tree
-  Proposed Shrub Planting
-  Native Low Grass Meadow 'Biodiversity Belt'
-  Topsoil & Sod
-  Escarpment Rock Features
-  Decorative Bench



HAMILTON DRAIN TRAIL

PUBLIC BENCH

PUBLIC SIDEWALK

PATIO SPACE

HURONTARIO STREET

4

3

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3

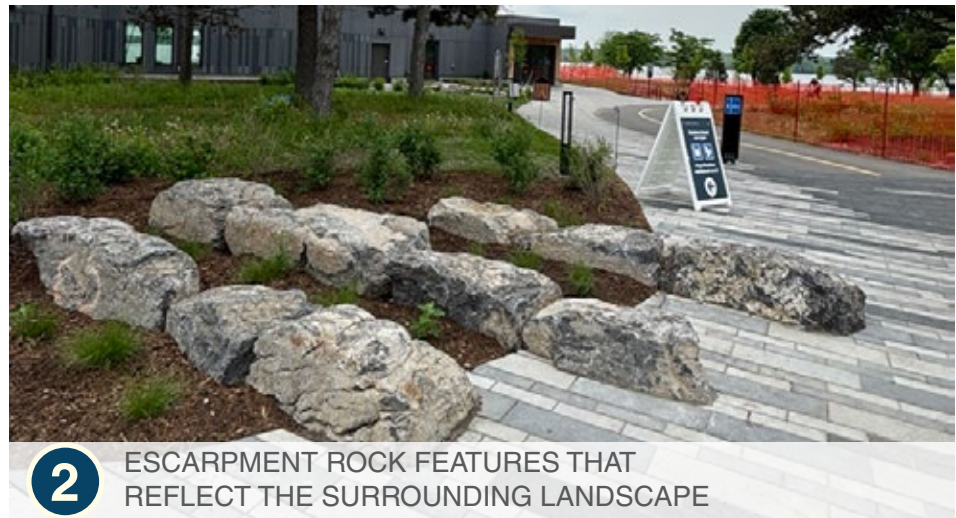
1

2

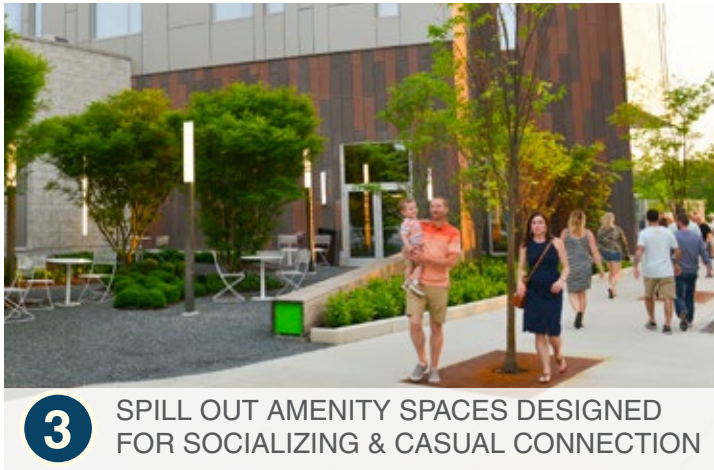
5



1 SIGNAGE AT PRIMARY ENTRANCES TO REINFORCE WAYFINDING



2 ESCARPMENT ROCK FEATURES THAT REFLECT THE SURROUNDING LANDSCAPE



3 SPILL OUT AMENITY SPACES DESIGNED FOR SOCIALIZING & CASUAL CONNECTION



4 DOUBLE ROW OF TREES TO PROVIDE WEATHER PROTECTION

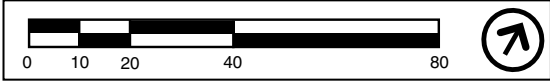


5 NATIVE LOW GRASS MEADOW MIXTURE

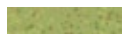
5.3 HURONTARIO FRONTAGE & FORECOURT

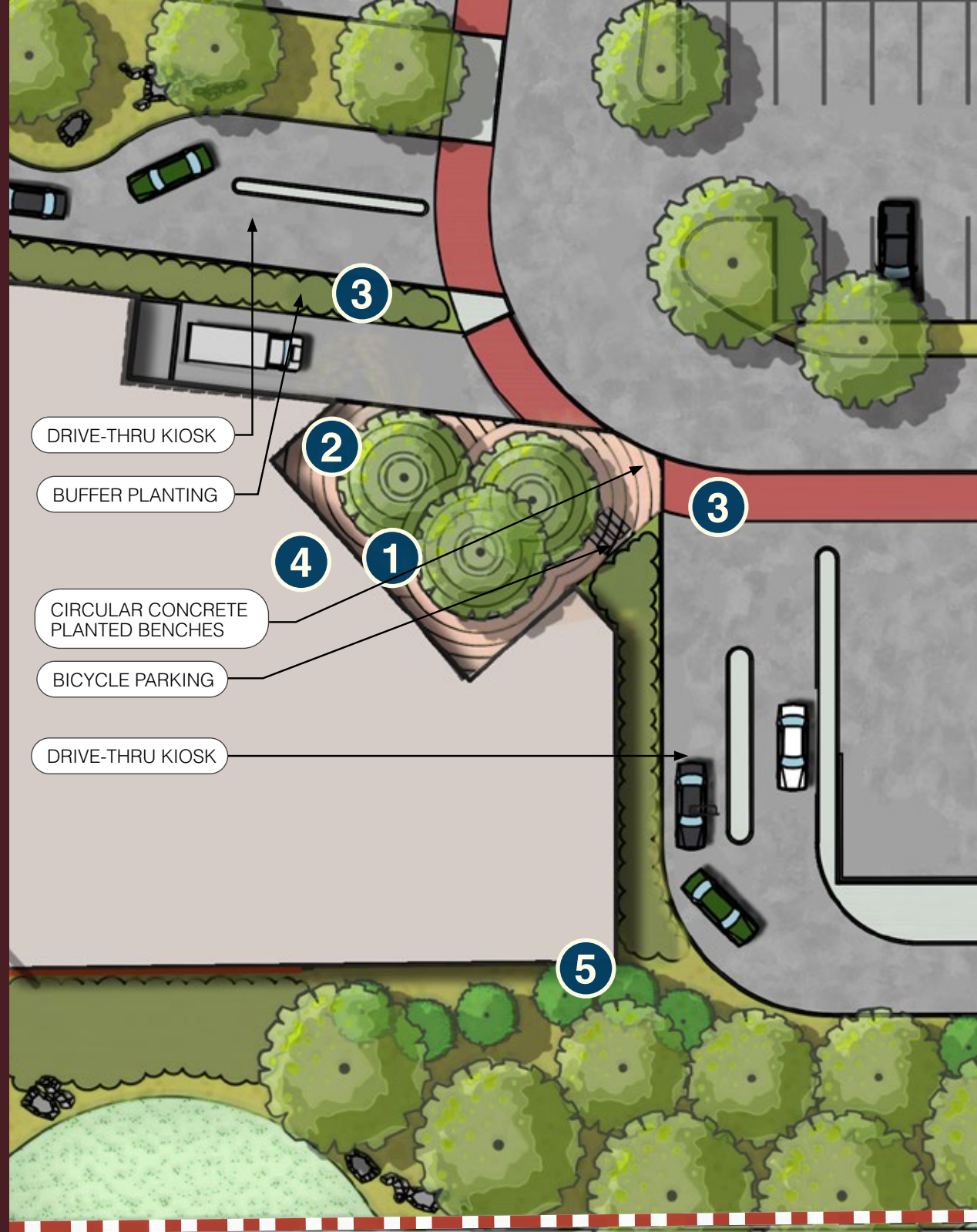
The Hurontario Street frontage and adjacent forecourt are reinforced by a coordinated streetscape and landscape strategy that supports pedestrian comfort, visual continuity, and gateway character. A double row of street trees, consisting of boulevard and on-site planting, will frame the street and forecourt, strengthen the canopy, and create a walkable, human-scaled corridor. This layered planting approach enhances seasonal interest, improves micro-climatic comfort, and contributes to the long-term health of the urban forest.

The streetscape and forecourt area will be further enhanced through the incorporation of street furniture, including seating elements integrated within landscaped areas and adjacent to retail frontages. These features will support informal gathering, resting, and social interaction, while reinforcing the public and functional nature of the street edge and forecourt. Materials and furnishings will be coordinated to complement the architectural character of the mixed-use building and the broader gateway context.



LEGEND

-  Subject Site Boundary
-  Wood Privacy Fence
-  Concrete Sidewalk
-  Decorative Concrete Paving
-  Pedestrian Crosswalk
-  Existing Deciduous Tree to be Retained /Protected
-  Proposed Deciduous Tree
-  Proposed Coniferous Tree
-  Proposed Shrub Planting
-  Native Low Grass Meadow 'Biodiversity Belt'
-  Topsoil & Sod
-  Escarpment Rock Features
-  Decorative Bench



DRIVE-THRU KIOSK

BUFFER PLANTING

CIRCULAR CONCRETE PLANTED BENCHES

BICYCLE PARKING

DRIVE-THRU KIOSK

3

2

4

1

3

5



1 COVERED CANOPY SUPPORTING FOUR-SEASON USE



2 DISTINCTIVE PAVEMENT PATTERN



3 ENHANCED PEDESTRIAN CROSSINGS FOR CONNECTIVITY



4 OPPORTUNITY FOR INFORMAL ACTIVITIES, EX. YOGA & SMALL GROUP GATHERINGS



5 LAYERED PLANTING ENHANCES COMFORT & SOFTENS BUILT EDGES

5.4 CENTRAL SQUARE

An internal square is located at the interior corner of the site, covered by a glass canopy for year-round use while maintaining daylight and openness. Set back from the main streets, it creates a contained, character-rich outdoor space within the plaza..

Framed by active building frontages and landscaping, the square balances enclosure and visibility, providing a sense of refuge while remaining connected to surrounding areas. Trees, ornamental planting, and hardscape support flexible use and define the space.

Seating is integrated into planters and low walls to encourage gathering and accommodate tenant spill-out. Paving patterns and subtle grade changes distinguish the square from circulation areas.

Functioning as an internal focal point and pause within the site, the piazza enhances pedestrian permeability and establishes a secondary destination that supports both everyday use and seasonal programming. Its design contributes to overall site legibility by organizing movement, reinforcing internal sightlines, and providing a comfortable, people-scaled environment that complements the more animated street-facing edges.



Seasonal seating will be provided to support year-round use and enhance activation along building frontages.



Site furniture will be strategically placed in high pedestrian traffic areas for comfort and convenience.



Enhanced lighting treatments will emphasize its role as a pivotal character area within the community.

5.5 SITE FURNITURE

The design of site furniture is intended to enhance the public realm, promote active use of the streetscape, and provide comfort and convenience for pedestrians and plaza users. The Gateway Centre incorporates seating and bike parking throughout key areas, including along the Hurontario Street frontage, internal square, and other public spaces, supporting a mix of short-term resting, informal social interaction, and active transportation.

Seating is integrated into the landscape using low walls, benches, and planter edges, creating flexible opportunities for people to pause, gather, or enjoy spill-out activity from adjacent commercial uses. Bike racks are provided in visible, convenient locations to encourage cycling, support multimodal connectivity, and strengthen the site's role as a complete, transit-supportive community hub.

Site furniture will be coordinated with the architectural character of the development and will complement the overall landscape strategy. Proper placement and design ensure safe pedestrian circulation, encourage social interaction, and contribute to a legible and welcoming public realm.

5.6 LIGHTING

Lighting will be a defining element of the commercial plaza, supporting safety, legibility, and a strong gateway identity. Pedestrian walkways, plazas, building entrances, and parking areas will be illuminated to enhance visibility, guide movement, and support comfortable use of the site during evening hours.

Lighting fixtures, poles, and luminaires will be coordinated with the architecture and landscape design to reinforce a cohesive visual character while minimizing glare and light spill. All lighting will be dark-sky compliant, with downward-directed, context-sensitive illumination highlighting retail frontages, outdoor seating, and the internal gathering space. This approach reinforces the streetscape and contributes to a welcoming, active environment after dark.

5.7 STREET TREE STRATEGY

A well-designed and healthy street tree planting strategy is essential to defining the character of the Gateway Centre while delivering multiple environmental, social, and economic benefits. Street trees help reduce air pollution, provide shade and cooling, support wildlife habitat, enhance property values, and create safer, more attractive streets that encourage walking and cycling. By filtering pollutants, moderating temperatures, and improving pedestrian comfort, street trees contribute to healthier, more vibrant urban spaces.

Street trees will be layered and selected to respond to context, street type, and pedestrian activity:

Shrubs, Perennials, and Groundcover

- Deciduous shrubs may be considered to provide seasonal colour and texture.
- Evergreen shrubs will be encouraged to be used to maintain visual interest during winter months.
- Perennials and ornamental grasses may be integrated into open spaces and boulevard beds to create layered plantings and support biodiversity
- Pollinator-friendly species will be incorporated where appropriate, supporting ecological connectivity and local habitat.

Commons, Plazas, and Entry Features

- Planting at key intersections, mid-block connections, and pedestrian pathways will be encouraged to improve legibility, provide shade, and strengthen the hierarchy of public spaces.



Trees along both sidewalks frame the street and provide shade for pedestrians.

Sustainability & Functionality

- Plantings will be selected for urban tolerance, soil adaptability, and resilience to local climate, while prioritizing native and non-invasive species to support Collingwood's ecological objectives.

By layering canopy trees, ornamental and flowering trees, shrubs, and groundcover, the landscape strategy enhances the Gateway Centre's pedestrian experience, improves microclimate performance, and contributes to the creation of a vibrant, ecologically resilient community in Collingwood.



POPLAR SIDEROAD

5.8 LANDSCAPE BUFFER TREATMENT

The east edge of the site, adjacent to existing residential properties, will be enhanced with a landscape buffer designed to maintain privacy, preserve views, and mitigate impacts from the proposed commercial uses, including the grocery store at-grade and associated service areas. Existing healthy trees along this edge will be retained wherever possible, providing continuity of canopy and a mature landscape framework.

A new double-layered tree buffer will be planted behind the grocery store to strengthen screening between the commercial uses and residential backyards.

This buffer will:

- **Provide Visual Screening:** Strategically placed trees and shrubs will reduce direct sightlines from the commercial site into adjacent yards, preserving resident privacy and mitigating visual impact.
- **Reduce Noise and Glare:** Vegetation and layered plantings will help soften noise from service areas and drive-through circulation while reducing glare from lighting and vehicles.
- **Enhance Air Quality:** The combination of retained and new plantings will help filter pollutants and contribute to a healthier microclimate along the residential interface.
- **Create a Green Transition:** The buffer will define a clear separation between commercial and residential zones while providing a visually appealing, landscaped edge that integrates with the broader site design.

Overall, the buffer will ensure a sensitive transition between the commercial plaza and neighboring homes, balancing the mixed-use development with the comfort, privacy, and enjoyment of existing residents. Retained canopy, new tree planting, and layered landscaping will create a resilient, attractive, and functional edge that will enhance the long-term quality of both the plaza and adjacent community.

LEGEND

- | | | | |
|--|-----------------------|--|-----------------------------|
| | Subject Site Boundary | | Native Grasses / Perennials |
| | Deciduous Tree | | Pedestrian Crosswalk |
| | Coniferous Tree | | Topsoil & Sod |
| | | | Rock Features |
| | | | Decorative Bench |



Pedestrian-friendly streetscape with articulated façades and unified design character.

SECTION SIX

ARCHITECTURAL FORM

6.1 ARCHITECTURAL CHARACTER

While certain elements of the buildings, such as the use of masonry, nod to small-town heritage, the architectural character is best described as Lakeshore and Mountainside. The design responds to the Collingwood Urban Design Manual by blending Traditional Small-Town Heritage with Lakeshore and Mountainside Recreational styles, expressed in a contemporary, site-appropriate manner suitable for a mixed-use gateway along Hurontario Street.

Rather than adopting a single historic motif, the development establishes a consistent architectural framework across all buildings through shared proportions, materials, façade articulation, and pedestrian-scaled detailing. This approach reinforces community character while allowing variety in form and use throughout the site.



Lakeshore Influence

The Lakeshore character is reflected through:

- Simplified, contemporary detailing and clean façade compositions;
- Increased glazing at grade and along key frontages to promote transparency and street animation;
- Integration of outdoor patios, spill-out spaces, and pedestrian-oriented edges that reinforce an active public realm.

Mountainside Recreational Influence

The Mountainside Recreational character is expressed through:

- Subtle material contrasts and texture changes that reference natural forms without direct imitation;
- Use of natural tones and finishes that complement the surrounding landscape;
- Design elements that emphasize a relaxed, recreational aesthetic while supporting site-appropriate scale and massing.

WARM RED TONES



SOFT BEIGE / EARTH TONES



NEUTRAL GREY ACCENTS



6.2 EXTERIOR MATERIALS & COLOURS

The Gateway Centre will employ a cohesive, context-sensitive colour palette that reflects both the Town's preference for earth tones and the character of the nearby Pretty River Estates Subdivision. Primary building materials will include brick, stone, and complementary masonry, with warm reds, yellows, and soft greys creating continuity with the adjacent residential community while maintaining a high-quality commercial character.

Secondary and accent materials, such as metal, wood, or glazing systems, will be used to highlight architectural features, entrances, and corner elements, while bold colours aligned with the proposed stores may be incorporated in façades and signage. These vibrant accents will be integrated with traditional materials, ensuring the buildings retain a site-specific identity consistent with Collingwood's Lakeshore and Mountainside Recreation vernacular.



Upper-level stepbacks and change in materiality reduce perceived building height, limit shadow impacts, and support compatibility with surrounding neighbourhoods and the public realm.



Entrances, patios, and transparent façades create safe, engaging, and pedestrian-friendly streetscapes.

6.3 BUILT FORM

The Gateway Centre establishes a cohesive architectural identity at the southern entry to Collingwood. Building placement, orientation, and massing are designed to frame public streets, enhance the pedestrian experience, and define a clear street edge. The development balances higher-intensity uses along Hurontario Street with lower-scale transitions along Poplar Sideroad and adjacent residential neighbourhoods, ensuring compatibility while creating a gateway presence. Pedestrian connections and active frontages integrate indoor and outdoor spaces, creating a dynamic public realm.

Buildings are positioned to address microclimate considerations including sunlight, wind, and shadowing, while minimizing impacts on surrounding residential areas. Stepbacks, setbacks, and articulation strategies are used to humanize the scale of larger buildings and maintain a visually comfortable streetwall. Site furniture will be coordinated with the architectural character of the development and will complement the overall landscape strategy. Proper placement and design ensure safe pedestrian circulation, encourage social interaction, and contribute to a legible and welcoming public realm.

6.3.1 HIGH-RISE MIXED-USE APARTMENT BUILDING (12 STOREYS)

The 12-storey mixed-use building is located along the northern edge of the site, adjacent to the Hamilton Drain trail, serving as a gateway landmark at Collingwood's southern entry. Its design balances visibility and presence with a pedestrian-scale streetscape, surrounding residential context, and site circulation.

Key design strategies include:

- **Mixed-use program** – The building integrates retail, office, and service uses at grade to attract a varied user base at different times of the day, supporting an active and animated streetscape.
- **Street-edge definition** – The primary façade runs parallel and close to Hurontario Street, occupying a significant portion of the street frontage to frame the roadway, define the street edge, and activate sidewalks.
- **Parking management** – Surface parking is located to the side or rear, screened with landscaping and architectural elements, and broken into smaller pedestrian-scale blocks with landscaped medians to encourage walkability and reduce the visual dominance of vehicles.
- **Pedestrian focus** – Entrances are grade-related, oriented to the street, and accessible from sidewalks. Outdoor patios, plazas, and clear glazing along the street frontage create inviting, safe, and connected pedestrian spaces. Sidewalks include canopies or arcades for weather protection, and pedestrian-scaled lighting enhances safety and visibility.
- **Corner & landmark treatment** – The building's prominent massing and high-quality architecture reinforce its gateway and landmark role, with articulated façades, stepbacks, and material variation that reduce the visual impact of height.
- **Context-sensitive massing** – A 3.0-metre stepback is provided at the 5th storey and above along Hurontario Street and the north façade, with additional stepbacks on the east elevation. The building is contained within a 45° angular plane measured from the centreline of Hurontario Street. Centreline setbacks are 29.091 m at grade (0.00 m at the underground garage) and 32.091 m at the 5th floor. These measures ensure compatibility with adjacent neighborhoods, maintain solar access, minimize shadowing, and respect residential privacy.
- **Architectural character** – Materials and colours reflect the Lakeshore and Mountainside Recreation vernacular, incorporating brick, stone, wood, and glazing. Façade articulation, vertical and horizontal plane changes, and balcony projections break up the mass while providing visual interest and a human-scaled experience at street level.
- **Sustainability and durability** – High-quality, low-maintenance materials, energy-efficient glazing, and integrated landscaping contribute to a resilient, long-lasting building that enhances the public realm.

Proposed Elevation Design for High-Rise Mixed-Use Apartment Building - 12 Storeys (Building 03)



WEST ELEVATION

NORTH ELEVATION



SOUTH ELEVATION



WEST ELEVATION

6.3.2 COMMERCIAL, RETAIL, & OFFICE BUILDING

Commercial, retail, and office buildings are located along Hurontario Street and key internal streets, supporting a pedestrian-oriented streetscape. Office uses are generally above ground-floor retail, adding activity throughout the day. The low-rise scale of these buildings provides a suitable transition from the rural land uses to the south in Clearview Township to the planned 12-storey building at the northeast corner of the site.

Design strategies include:

- **Façade articulation** – Materials, projections, recesses, and vertical/horizontal elements break up longer frontages, prevent blank walls, and provide visual interest for pedestrians and office users.
- **Pedestrian access** – Entrances for retail and office uses face Hurontario Street, Poplar Sideroad, and internal pathways. Each building has at least one entrance accessible without crossing parking areas.
- **Mixed-use continuity** – Office spaces above retail complement the rhythm and transparency of storefronts while maintaining a cohesive architectural expression across the Gateway Centre. Storefronts use consistent window sizes, door locations, and transoms to reinforce pedestrian scale and encourage activity.
- **Connectivity and circulation** – Buildings integrate with sidewalks, internal pathways, and open spaces, ensuring safe and seamless pedestrian connections between retail, office, and public areas while supporting vehicle access and service circulation.

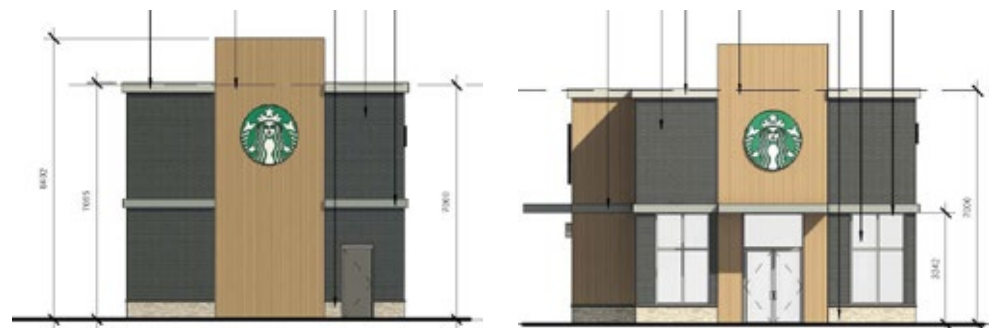
Proposed Elevation Design for Starbucks Drive-Through (Building 01)



SOUTH ELEVATION



NORTH ELEVATION



WEST ELEVATION

EAST ELEVATION

Proposed Elevation Design for McDonalds Drive-Through (Building 07)



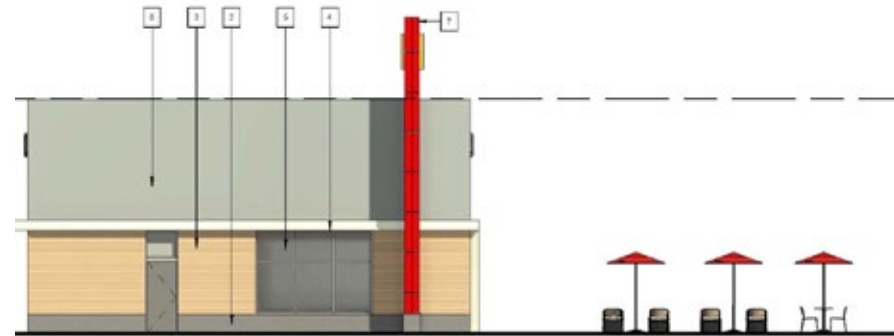
SOUTH ELEVATION



NORTH ELEVATION



WEST ELEVATION

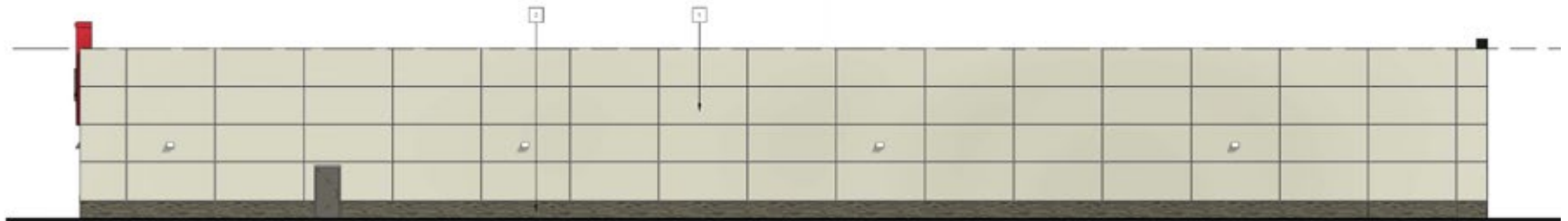


EAST ELEVATION

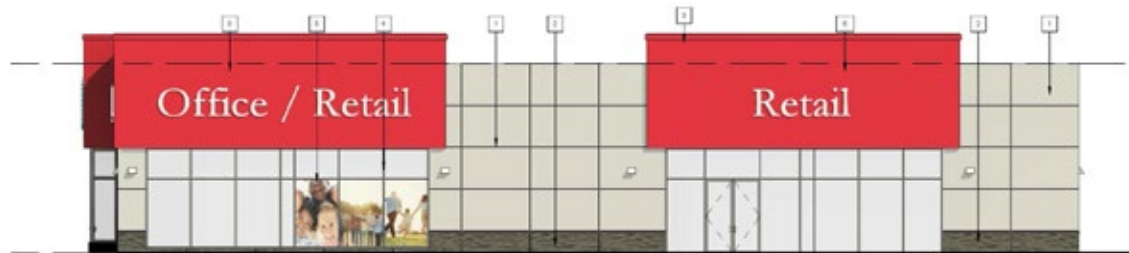
Proposed Elevation Design for Retail Building along Poplar Sideroad (Building 06)



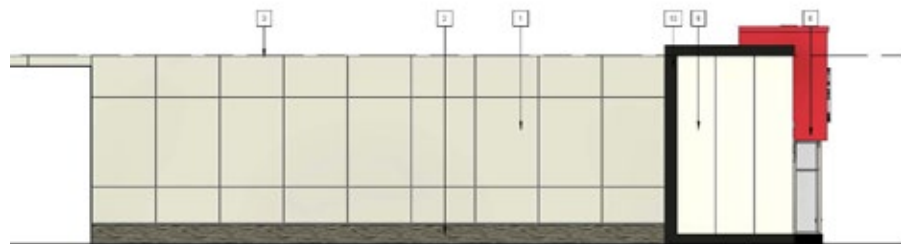
WEST ELEVATION - FRONT VIEW ADJACENT TO PARKING LOT



EAST ELEVATION - REAR VIEW BACKING ONTO PRIVACY FENCING



SOUTH ELEVATION - VIEW ALONG POPLAR SIDE ROAD

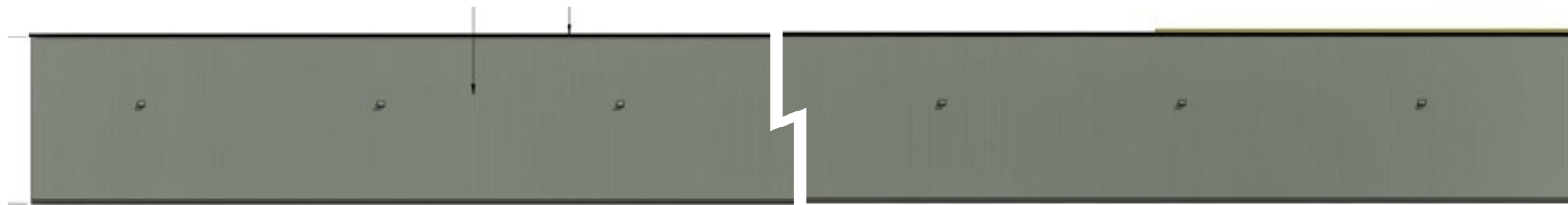


NORTH ELEVATION - VIEW INTERIOR OF SITE, ADJACENT TO LOADING BAY

Proposed Elevation Design for Retail Building along Poplar Sideroad (Building 06)



WEST ELEVATION - FRONT VIEW ADJACENT TO PARKING LOT



EAST ELEVATION - REAR VIEW BACKING ONTO PRIVACY FENCING



SOUTH ELEVATION - VIEW INTERIOR OF SITE, ADJACENT TO LOADING BAY



NORTH ELEVATION - VIEW INTERIOR OF SITE, ADJACENT TO SERVICE BAY

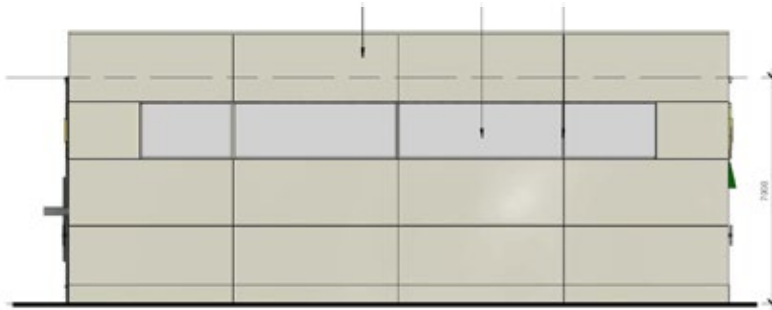
Proposed Elevation Design for Retail Building along Hurontario Street (Building 02)



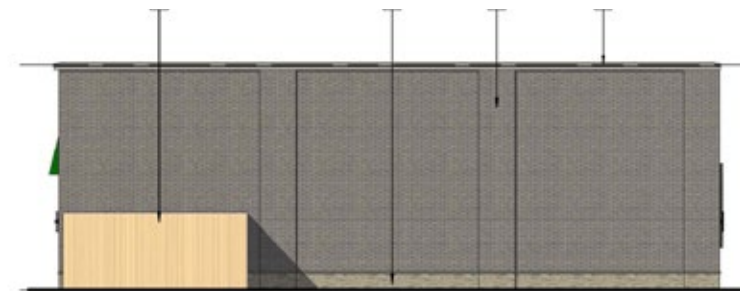
EAST ELEVATION - FRONT VIEW ADJACENT TO PARKING LOT



WEST ELEVATION - REAR VIEW ALONG HURONTARIO STREET



NORTH ELEVATION

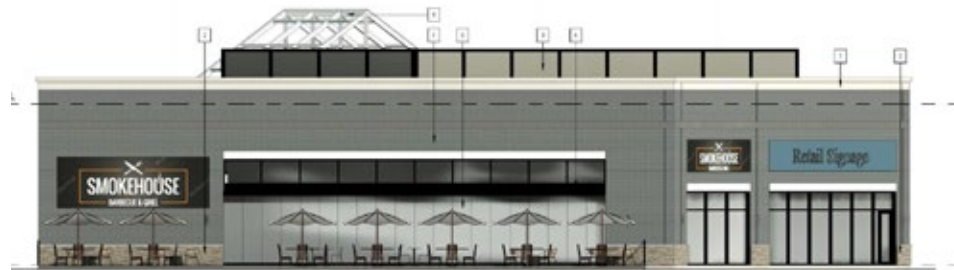


SOUTH ELEVATION

Proposed Elevation Design for Corner Building at Intersection of Poplar Sideroad and Hurontario Street



SOUTH ELEVATION



ELEVATION FRONTING ONTO HURONTARIO STREET



ELEVATION FRONTING POLAR SIDEROAD



NORTH ELEVATION

Proposed Elevation Design for Office Building with Retail At-Grade (Building 04)



SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION

6.4 STREET-LEVEL FRONTAGE & ACTIVATION

A central design goal of the Gateway Centre is to create a vibrant, connected mixed-use environment defined by active frontages, pedestrian-friendly streets, and a coherent public realm. The high-rise and taller buildings are key in shaping the character, scale, and quality of streets and open spaces throughout the site.

The design emphasizes animated frontages along Hurontario Street, Poplar Sideroad, and internal streets, integrating ground-floor commercial, amenity, and outdoor activity areas to foster continuous engagement between buildings, sidewalks, and plazas. The overall intent is to balance landmark presence with human-scaled streetscape, supporting walkability, social interaction, and a sense of arrival at Collingwood's southern gateway.

This includes incorporating:

Retail / Commercial Frontage

Predominantly clear glazed frontages will be broken into a scale of traditional storefronts, flush with sidewalk level. This design fosters an inviting and interactive shopping environment, encouraging foot traffic and enhancing the vibrancy of the streetscape.

Retail / Commercial Amenity Spaces

These spaces will be designed to be visually appealing and accessible, providing visitors with convenient and attractive areas for socializing, relaxing, and recreational activities.

Building Entries

Entrances will be clearly articulated and strategically located in prominent positions near pedestrian access routes and transit stops. This ensures easy access and enhances the overall connectivity of the development.



PREPARED BY



CROZIER

C.F. Crozier Consulting
70 Huron Street, Suite 100
Collingwood, ON L9Y 4L4
Tel 705.446.3510