

APPENDIX B

Strategic Direction	#	Action Item	Roles & Responsibilities	Partnerships	Priority	Timeline	Budget Implications
Establish a Strong Foundation for Downtown Growth	1	Undertake a Gap and Opportunities Analysis of land use planning policies to inform an Intensification Study and support the success of the Downtown in response to changing paradigms and evolving priorities	Land Use Planning (Town Lead); Urban Designer (Consultant Lead); Heritage Architect (Consultant Support)	Downtown Coordinator; Heritage Advisory Committee	High	Short-Term Priorities (0-5 years)	Low (Consultant Report)
	2	Prepare a Strategic Decision Framework for Major Investment in the Downtown	Project Lead (i.e. Parks, Recreation and Culture for an Arts project) with support from Land Use Planning, Infrastructure, Finance and other relevant Town departments	BIA; Economic Development	High	Immediate Action (Years 1 and 2)	Low
	3	Identify a Downtown Coordinator to Oversee Implementation of the Downtown Master Plan	CAO (Town Lead); Human Resources	BIA; Land Use Planning; Economic Development; Simcoe County Tourism	High	Immediate Action (Years 1 and 2)	Medium
	4	Continue to Raise Education and Awareness around Mental Health and Homelessness in the Downtown	Community Well Being and Inclusion Coordinator (Town Lead)	Downtown Coordinator; BIA; Simcoe County; Simcoe Muskoka District Health Unit; South Georgian Bay Ontario Health Team	Medium	Immediate Action (Years 1 and 2); ongoing	Low
	5	Actively Engage Town Committees and Boards in Implementing the Downtown Master Plan	CAO (Town Lead - Audit); Land Use Planning (Town Lead); Committee and Board Staff Leads	Boards and Committees	Medium	Short-Term Priorities (0-5 years); ongoing	Low
	6	Continue to Support the Evolution of the Downtown from a Car-Centric	Manager, Growth and Development (Town Lead); EXP (MMTP Consultant)	Downtown Coordinator; Roads and Transportation; Engineering Services	High	Immediate Action (Years 1 and 2)	Low

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Celebrate and Connect to Collingwood's Unique Waterfront Location	7	to a 'People-First' Destination	Parks, Recreation and Culture (Town Lead); Land Use Planning	Private Developers; Downtown Coordinator; Parks, Recreation and Culture	High	Short-Term Priorities (0-5 years) Long-Term Priorities (5-20 years)	High
	8	Create an attractive and memorable public anchor at the end of Hurontario Street	Downtown Coordinator (Town Lead); Landscape Architect (Consultant Lead); Supporting Artist (Consultant)	Land Use Planning; Parks, Recreation and Culture; Private Developers	Medium	Long-Term Priorities (5-20 years)	High
	9	Provide opportunities to physically engage with Georgian Bay at the terminus of Hurontario Street	Downtown Coordinator (Town Lead); Landscape Architect (Consultant Lead); Supporting Artist (Consultant)	Land Use Planning; Parks, Recreation and Culture; Private Developers	Medium	Long-Term Priorities (5-20 years)	High
	10	Enhance and activate the Loblaw's frontage on Hurontario Street	Downtown Coordinator (Town Lead)/BIA	Current Landowners; Loblaws; Land Use Planning; Parks, Recreation and Culture	Medium	Short-Term Priorities (0-5 years) Long-Term Priorities (5-20 years)	High/Medium

Establish a Heart in Downtown Collingwood	11	Create a Town Square in close proximity to Town Hall	Parks, Recreation and Culture (Town Lead); Landscape Architect (Consultant Lead)	Downtown Coordinator; BIA; Land Use Planning	High	Short-Term Priorities (0-5 years) Long-Term Priorities (5-20 years)	High
	12	Formalize 84 Hurontario as a public space	Parks, Recreation and Culture (Town Lead); Landscape Architect (Consultant Lead)	BIA; Downtown Coordinator; Land Use Planning	High	Short-Term Priorities (0-5 years)	High
	13	Undertake Due-Diligence to understand the opportunities within the Eddie Bush Memorial Arena	Fleets and Facilities (Town Lead); Economic Development; Architect/Engineer (Consultant Lead)	Parks, Recreation and Culture; Downtown Coordinator; Building Services; BIA	High	Short-Term Priorities (0-5 years)	Low
	14	Identify a pilot project to focus on laneway activation	Downtown Coordinator (Town Lead)/BIA; Landscape Architect (Consultant Lead)	Land Use Planning; Parks, Recreation and Culture; Private Landowners/Businesses	Medium	Short-Term Priorities (0-5 years) Long-Term Priorities (5-20 years)	High
	15	Provide pedestrian priority paving on Hurontario Street between Second Street and Third Street	Engineering Services (Town Lead)	Downtown Coordinator; BIA	Medium	Long-Term Priorities (5-20 years)	Medium

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Activate the Downtown in the evening and throughout the year	16	Modify the Rapid ARU Program to support residential conversions and upgrades in the Downtown	Land Use Planning (Town Lead)	Downtown Coordinator	High	Short-Term Priorities (0-5 years)	Low
	17	Prepare a Downtown Business Strategy to attract, retain and activate businesses	Downtown Coordinator (Town Lead); Economic Development	BIA	Low	Short-Term Priorities (0-5 years)	Low
	18	Develop a Programming Strategy to promote complementary year-round programming throughout the Downtown and waterfront	Downtown Coordinator (Town Lead); BIA	Parks, Recreation and Culture; Community Well Being and Inclusion Coordinator; Community Partners	High	Short-Term Priorities (0-5 years)	Low
	19	Pursue partnerships with PWGSC to explore opportunities to adaptively re-use the Federal Building	Downtown Coordinator (Town Lead); Fleet and Facilities; Economic Development	PWGSC; CAO; Land Use Planning; Economic Development	Low	Long-Term Priorities (5-20 years)	Medium
	20	Provide increased transit service (time and frequency) between Downtown and Strategic Regional Destinations (i.e. Blue Mountain/Wasaga Beach)	Community Transportation Coordinator (Town Lead)	Simcoe County Tourism; Town of Wasaga Beach; Town of the Blue Mountains	Medium	Short-Term Priorities (0-5 years)	High (bus availability and staffing)
	21	Provide year-round, all-day public washrooms in safe, accessible locations	Fleet and Facilities (Town Lead)	Downtown Coordinator; BIA	Medium	Long-Term Priorities (5-20 years)	High
Reinforce a Beautiful and Enjoyable Pedestrian Experience	22	Create a series of pocket parks in strategic locations throughout the Downtown	Parks, Recreation and Culture (Town Lead); Landscape Architect (Consultant Lead)	Downtown Coordinator; BIA; Land Use Planning; Public Works	High	Long-Term Priorities (5-20 years)	High
	23	Formalize Creative Simcoe Street through public realm upgrades	Parks, Recreation and Culture (Town Lead)	Downtown Coordinator; BIA; Business Owners	Medium	Short-Term Priorities (0-5 years)	Medium
	24	Prepare an Updated Downtown Gardens Maintenance and Funding Plan	Downtown Coordinator (Town Lead)/BIA	Public Works	High	Immediate Action (Years 1 and 2)	High
	25	Create an updated Signage and Wayfinding System focused on Downtown and the Waterfront	Downtown Coordinator (Town Lead)/BIA	Roads and Transportation	Low	Short-Term Priorities (0-5 years)	Medium