

---

# A G E N D A

## Waterfront Project Steering Committee Friday, June 5, 2015 Council Chambers 10:00 a.m.

---

1. Open Meeting
2. Declarations of Pecuniary Interest
3. Review of Minutes
  - May 22, 2015
4. Update from the Developer's Project Architect
5. Other
6. Adjournment and Next Meeting

***Next Meeting: Council Chambers (at the call of the Chair)***



**THE CORPORATION OF THE  
TOWN OF MIDLAND**

575 Dominion Avenue  
Midland, ON L4R 1R2  
Phone: 526-4275  
Fax: 526-9971  
info@midland.ca

**Minutes of the Waterfront Project Steering Committee Meeting held Friday, May 22, 2015, at 10:00 a.m. in the Council Chambers of the Municipal Office.**

---

**Present:** Mayor G. McKay  
Councillor G. Canning  
Councillor G. MacDonald  
B. Kernohan, Community Rep.  
B. Penny, Community Rep.  
Councillor J. Main  
C. Tripp, Chief Administrative Officer  
J. Galloway, Town Engineer  
M. Twitchin, Recording Secretary

**Regrets:** W. Crown, Director of Planning and Building Services  
M. Villeneuve, Director of Finance/Treasurer

**Also Present:** Gerry Pilon, Salter Pilon Architecture  
K. Michaud, Consar Building Corporation

---

**1. Open Meeting**

Mayor McKay welcomed members to the meeting and called the meeting to order at 10:00 am

**2. Declaration of Pecuniary Interest**

There were none declared.

**3. Review of Minutes**

Following a review of the Report from the May 8, 2015, Waterfront Project Steering Committee meeting, it was

**Moved by** Jonathan Main

**Seconded by** George MacDonald

**THAT** the Report from the Waterfront Project Steering Committee meeting held on Friday, May 8, 2015, be accepted as presented.

**CARRIED**

#### **4. Development Meeting Update**

The Committee reviewed a handout, which provided a summary of discussions that occurred at a development meeting with Consar held May 20, 2015; highlighting the following:

- Archer Daniels Midland (ADM) noise issues were discussed and results are pending
- Deardon and Town lawyer finalizing land titles application
- Sales Trailer/Structure – Consar Building Corp. to apply for permit
- Consar to apply for permit for the “Sales Signage”
- Shoreline consultant selected and will be on site in the following weeks.
- Surveyor selected and will be on site in the following weeks (additional off site topography and features/boreholes)
- Geotech consultant is selected and will be on site in the following weeks (additional off site topography and features/boreholes)
- Environmental Consultant is selected
- Landscape architect still needs to be selected
- Traffic Study ongoing by Crozier

Mr. Galloway advised that a letter from Ken Michaud, Consar Building Corporation dated May 19, 2015, was received and they are requesting that the boat storage be vacated in order to conduct an environmental testing and remediation, which will commence as early as summer/fall 2015. Mr. Galloway advised that a report will be presented to Council on Monday, May 25, 2015, for approval.

#### **5. Presentation by Consar Building Corporation**

Jamie Galloway welcomed and introduced Mr. Gerry Pilon to the meeting for address.

##### *Preliminary Draft Preview of Master Concept Plan*

On behalf of Mr. Ken Michaud, Mr. Gerry Pilon provided an overview of what has been accomplished to date and highlighted the following:

- Assembled consultants for the geotechnical bore hole rigs on-site
- Engaged Environmental Consultant Nick Young, of Pottinger, Gaherty (formerly known as Stantec)
- Phase 2 ESA Report needs more detailed analysis which will help in how we need to prepare with the design.
- Shoreline – Divers will be in the water within the next couple of weeks to determine the condition of the edge. Want to remain open from both sides water/land ; however, do not know what form it will take

- Trying to make sense as to how to develop the site - Mandate – how to advance what has been done, why and intent – create an approach and not to deviate too far from the intent.
- Preliminary survey work complete with supplementary surveying ongoing
- Environmental Consultant engaged and coordination of the additional testing requirements
- Civil Engineering Consultant – servicing plans and traffic study analysis is underway.
- Current Concept Plan:
  - Planning Study
  - Represent possible plans on that site
  - Building size, density and height
  - How does it work with downtown
  - How do we make Midland Bay Landing special
  - Input on how the land can be used
  - Spoke to a number of things, ie: greenspace, public realm, retail, condominiums, low rise residential units
- Master Plan
  - Intent – open residential development – unique product of lifestyle and to not create a barrier from the downtown and boardwalk
  - Do not lose views of the bay
  - Working with the Ministry of Environment guidelines; ie: car garage built on top of contaminated soil.
  - Building size, density and height
  - How does it work with downtown
- Want to give people reason as to why they want to live here – make Midland special – we want to have buildings at a scale that will allow everyone a view of the bay
- Consistent with intent – enhances “maximize” green space – plaza, restaurants – outdoor greenspace
- Concept that makes sense then we develop from there
- Need to develop the iconic art that can pull the development together
- Want people to move freely thru the site – inviting for everyone
- Condo development
  - Simple modern elegance
  - Use warm/neutral colours
  - Respectful of heritage, but not mimic
  - People can embrace
  - Lots of glass/stone/brick/stucco
- Imagery
  - Landing Square and Plaza
  - Glass
  - Splashpad/changes to ice rink
  - Want area to be able to change from summer to winter
  - Amphitheatre green space

Following the presentation, comments made are as follows:

- Work in conjunction with the Downtown Master Plan is very critical. Did not see anything institutional; eg. College/University or seniors residence, which is a criteria in the Master Plan and wants to ensure that it is still there. We are not putting up more colleges/universities; however, there will be some sort of institutional component.
- Mr. Michaud advised that the concept will be provided to the Waterfront Project Steering Committee and Members of Council in July. Would like to nail down “uses.” There are three (3) potential users, ie: Seniors, Nursing Homes, Waypoint (off-site.) .
- Discussion ensued with respect to Zoning. It was noted that we want to ensure that the zoning is flexible enough as things evolve and change. We want to be sure that we are not faced with having to make changes to the zoning over time and delay the process.
- Hit a few key areas, ie: public realm, water access, excellent
- Seems to be a deviation at the eastern block – less of walkability of the site, restriction of road
- West – hotel/convention centre
- Topography – buildings closer to the hill/water may be desirable
- Less rectangular more circular features
- Balance with Master Plan
- Good home for Office Space
- Positive steps from the original plan
- Less emphasis on vehicles
- Balance of uses – conversation was basically on residential – do not want to see 100% residential or commercial – over time uses may come to us – may be some evaluation to this we need flexibility
- Phasing plan is the key piece – momentum will generate more interest
- Really liked how the Concept Plan was shown and looking forward to seeing how it will progress.
- “Green roofs” stormwater management common sense and great value

Mr. Pilon noted that they would like to see that the road access not be along the water. Would like to see a tiered level at the waterfront for cycling/boardwalk. Keep vehicular traffic closer to the roadway, Bayshore Drive, side. Agrees with the comment of how much mixed use the west side accommodate as we don't want to create a ghost town and have it evolve out of necessity. With the design shown, Mr. Pilon noted that the 200,000 sq. ft. of centre space is concentrating on the multi-use and the flexibility will be on the east/west side. It is believed that there is a good understanding with each other as to what we are trying to achieve, and we are looking forward to seeing it progress.

The footprint has been made and is in the right direction. There is a lot of detail that needs to be worked out and Council needs to look at this.

Evolution of Plan – Concerns were raised with the roadway being close to the water and is directed that the next design to address the road.

Require direction from Committee and Council so they can get to the end point. Looking for input and looking forward to working together by doing it honestly, openly and fairly. “Failing to plan is planning to fail.”

A concern to keep in mind for the winter months is the north-westerly winds and snow fall. Whole development can be a feature.

The Official Plan process is next and will take a while.

**End Result of Presentation and Discussion: Committee is in favour of concept**

**Action: Consar to clarify process and provide more detail.**

#### *Signage Concept*

- Samples were circulated for the Committees perusal
- Have put together the colour palettes, using rich colours
- will be consistent throughout development
- telling the public that we are underway
- water in background
- Logos on the sign will include Consar Building Corporation, Town of Midland, Salter Pilon and Crosier and Associates.
- Want to have the message the people can walk close to the water edge
- Logo chosen by the community will be used – branding
- Difficulty with using the logo with other images - not that visible
- Wants to ensure that the sign shows more of a multi-use
- When people see the sign we want to ensure that it looks good to all uses and portrays what Midland Bay Landing will be.
- The sign will only be used on-site. A sign unveiling will be arranged and a press release will be prepared.

It was noted that we are currently at 10% of the planning stages and we need to get to 99% per cent prior to being in lock-down. It is in hopes that we get to the 99% in 12 months by working together. We will hit a few milestones together and when we have gotten to the 30-40% we have addressed a lot of the concerns and will allow them to evolve.

Ken Michaud will start the process of applying for the sign application; however, will come back to the committee with a revised sign prior to putting it up. Mr. Michaud is open to suggestions and the committee to work with him in order to come up with the final product. Mr. Michaud would like to see the sign up as soon as possible so that the public is aware that the development is coming.

It was suggested that the revised version of the sign be forwarded to the Committee prior to the next meeting for their review and to discuss at the next meeting.

**Action: Consar Building Corp. to prepare an application for sign structure.**

**Action: Consar Building Corp. to forward revised sign image**

**6. Communication/Marketing Personnel**

Mrs. Carolyn Tripp, Chief Administrative Officer advised that the Town of Midland has recently hired a Communication/Marketing personnel and the first item that will be worked on is Midland Bay Landing.

**Action: Staff to prepare communication plan and advise committee.**

**7. Next Meeting**

The next scheduled Waterfront Project Steering Committee meeting will be held on Friday, June 5, 2015, at 10:00 am at the Municipal Office, Council Chambers.

**8. Adjournment**

With no further business, the meeting adjourned at 12:10 p.m.

**Moved by** George MacDonald

**Seconded by** Burke Penny

---

Madelaine Twitchin,  
RECORDING SECRETARY