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# A G E N D A

## Waterfront Project Steering Committee Friday, March 28, 2014 Council Chambers 11:00 a.m.

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1. Open Meeting
2. Declarations of Pecuniary Interest
3. Review of Minutes – February 28, 2014 (attached)
4. Waterfront Naming Contest
  - Staff report dated March 12, 2014 (attached)
5. Draft RFEOI (attached)
6. Master Plan Implementation  
W. Crown to provide a verbal report on the status of the MCR and OPA
7. Communication with the Public
8. Find the Developer
9. Find the User
10. Financial
11. Other Items
12. Adjournment and Next Meeting

***Next Meeting: Friday, April 11, 2014 at 11:00 a.m. – Council Chambers***

**Minutes of the Waterfront Project Steering Committee meeting of Friday, February 28, 2014, at 11:00 a.m. in the Council Chambers of the Municipal Office.**

**Present:** Councillor Zena Pendlebury  
Councillor J. Charlebois  
Councillor G. Canning  
W. Crown, Director of Planning and Building Services  
S. Edgar, Executive Assistant – Planning and Building Services

**Also Present:** B. Penny, Waterfront Master Plan Steering Committee Member  
D. Plaxton, Waterfront Master Plan Steering Committee member

**Regrets:** Mayor G. McKay  
C. Tripp, Chief Administrative Officer  
M. Villeneuve, Director of Finance/Treasurer

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**1. Open Meeting**

In the absence of the Chair of the Committee, a Motion was presented.

**Moved by: Councillor Charlebois**  
**Seconded by: Councillor Canning**

That Councillor Zena Pendlebury assume the role of Chair of the Committee for this meeting.

**CARRIED**

Councillor Pendlebury opened the meeting.

**2. Declaration of Pecuniary Interest**

There were none declared.

**3. Review of Minutes**

The Committee reviewed and received as information the Minutes from the February 14, 2014, meeting.

**4. Waterfront Naming Contest**

Committee reviewed a list containing the top 9 names as chosen by Burke Penny and Drew Plaxton.

Burke Penny advised that he had submitted correspondence that explained the reasoning and criteria used for scoring the submissions. As a result of this process the name “Midland Bay Landing” became his first choice. He had considered Georgian Gateway however, in his opinion, he did not want the lands to simply be a place that people would pass through. By using the word Landing it would entice people to stay. He also did not choose a name with the word “park” in it as the proposed development is going to be so much more than just a park.

Drew Plaxton advised that his review process was not as involved as that of Burke Penny. He reviewed the list and chose a name based on descriptive words. His first choice was Georgian Gateway as his first choice.

Committee had discussion and concurred that "Midland Bay Landing" would be the first choice for several reasons. They preferred how the name tied into Midland, the Bay and Landing as a place for people to stay. They agreed that the word "gateway" could represent a place to pass through and not necessarily stay. It was suggested that Burke Penny work with staff in developing and preparing a report to Committee explaining the reasons and rationale for this choice. The report would be approved and supported by the Waterfront Project Steering Committee at their next meeting at which time it would then be forwarded to Council for approval. It was noted that the list containing the top 9 names would also be provided to Council for their information.

Committee thanked Mr. Penny and Mr. Plaxton for their participation and hard work. Committee also requested that Mr. Penny attend the Council meeting in support of the Report and name for the development.

5. **Other Items**

There were no other items presented by the Committee.

6. **Adjournment and Next Meeting**

- Next meeting date: Friday, March 14, 2014 at 11:00 a.m.

As there was no further business, the meeting was adjourned at 11:30 a.m.

*S. Edgar*

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Sherri Edgar  
Executive Assistant – Planning and Building Services



## STAFF REPORT

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**FUNCTION:** Waterfront Project Steering Committee

**CHAIR:** Mayor Gord McKay

**DATE:** March 12, 2014

**SUBJECT:** WATERFRONT NAMING CONTEST

**RECOMMENDATION:**

**That the Town select “*Midland Bay Landing*” as the place name for the new waterfront mixed-use development formally known as the Unimin lands.**

**BACKGROUND:**

On October 7, 2013, the Town of Midland held a public meeting to present its Waterfront Redevelopment Master Plan. During the meeting, the Waterfront Naming Contest was launched as a means to encourage public participation in the revitalization project. Through the contest all property owners and residents of Midland were invited to submit a name that they believe best reflects the waterfront’s unique setting and/or historical or current significance. The deadline for submissions was December 2, 2013. A total of 43 submissions were received.

The resident appointees to the Unimin Waterfront Master Plan Committee, Mr. Burke Penny and Mr. Drew Plaxton, were recruited to review the 43 submissions and develop a Short List (Attachment A) for the consideration of the Steering Committee. These were considered at the February 28, 2014 Steering Committee meeting. Committee requested that staff work with Mr. Penny to prepare this report for Committee consideration and recommendation of the new place name for the former Unimin waterfront lands.

**ANALYSIS:**

At its February 28, 2014 meeting the Steering Committee received and considered the following from Mr. Penny as the evaluation framework for the 43 submissions:

Goal:

To select a name that best reflects the waterfront’s unique setting and/or historical or current significance.

Reasons for having a new (i.e. non-Unimin) name:

To establish a firm identity for the waterfront lands as defined in the Master Plan; to provide a memorable phrase when referring to the property, to be used by citizens and outside parties (e.g. regulators, developers, government, tourism marketers, businesses, etc.).

Criteria for rating/ranking:

1. Relates to Midland
2. Distinctive and dynamic
3. Easy to say (or reduce to short form or acronym)
4. Relates to waterfront master plan

**CONCLUSIONS:**

The Committee received recommendations from both Mr. Penny and Mr. Paxton for their top choices from the Short Listed candidates. Based on a thorough review and discussion, the Committee felt that Submission #39 – “Midland Bay Landing” was the top choice. The Committee agreed the submissions that included the term “park” did not reflect the full totality of the Master Plan for the lands which define and describe a full mixed-use community that is so much more than just a park. The Committee had similar concerns with submissions including the term “Gateway” as connoting a location where people would pass through on their way to other locations. The Committee agreed that Submission #39 “Midland Bay Landing” best fits all the criteria.

Staff completed a Google search on the term “Midland Bay Landing” and “Bay Landing” “Midland Landing” the results are attached as “Attachment B”.

**FINANCIAL IMPACT:**

The contest winner will receive tickets to an upcoming show at the Midland Cultural Centre, as well as dinner for two at the Olympia Steakhouse. As the prizes are being donated, there is no cost to the Town.

Prepared by: K. Desroches, Deputy Clerk and W. Crown, Director of Planning and Building Services (with the assistance of Burke Penny – Unimin Waterfront Master Plan Committee Chair)

Reviewed by: Carolyn Tripp, CAO

Attachments

S:\A02 Committees and Meetings\Waterfront Project Steering Committee\Reports and Studies\Report re Naming Contest.doc

## WATERFRONT NAMING CONTEST SHORT LIST

ENTRY #	NAME	SIGNIFICANCE
2	Midland Esplanade Your gateway to Georgian Bay and its 30,000 Islands	Esplanade...a level open stretch of paved or grassy ground; especially; one designed for waling or driving along a shore. The word is derived from Latin and French making it appropriate for this area.
4	Midland Waterfront Park Your gateway to Georgian Bay and its 30,000 Islands	Just using plain English to emphasize the where and what.
10	Georgian Gateway	As this property is one of the major gateways for people to access and enjoy all the wonders and scenery of Georgian. It is also one of the closes access points to Georgian Bay for approximately 6 million people living in the Greater Toronto Area.
11	“Gateway” Water Front Park	Midland has always been a Gate way to the Great Lakes. Travelers would start their journey of adventure and discovery from the waterfront docks of Midland.
14	Midland Marine Heritage Park	
24	Georgian Baywalk	What a better way to celebrate our location than to use it in the new name. Also Baywalk brings to mind the thoughts of strolling through shops, dining and walking along the beautiful shores of Georgian Bay. This name would stimulate the imagination and curiosity of people and create a desire to see what it’s all about and result in a huge draw to our spectacular waterfront and town.
34	Georgian Bay Gateway	Georgian Bay Gateway as the name for the Waterfront Development Area is based on Midland’s past history, its past and current industries and its focus on the future. For many years, Midland was known as the Gateway to the 30,000 islands. Midland’s development in the 1800’s was based on logging and sawmills as well as hunting and fishing. The lumber was shipped to other ports on the Great Lakes by sailing vessels. When the Midland Railway, financed by Adolphe Hugel and George Cos, arrived in Midland in 1879, provided opportunities for the lumber mills of H.H. Cook to ship their products by rails. James Playfair entered the grain trade with the purchase of an old ship. This led to ship building, which eventually became Midland’s main industry for many years, on the site, along with the coal docks, of Midland’s new Waterfront development. Midland’s waterfront has been home to many industries that include grain elevators, ship building, iron smelters and coal docks. Tourism has also been a large part of Midland’s waterfront, with passenger ships such as the Midland City and City of Dover in the past. Currently the harbor is home to marina filled with pleasure craft of all sizes. There are too many important names in Midland’s past, Playfair, Dollar, White, Cook, Chew, Pratt, to choose one name for such a large development. These prominent names should be used within the development to honour our early entrepreneurs. Georgian Bay is Midland’s greatest physical asset.
39	Midland Bay Landing	A unique name highlighting our Town, Midland, as a waterside destination.
43	Gateway Parkway	Midland has been branding itself for many years as “the gateway to 30,000 islands.” In keeping with that vision, this would be a natural addition to it. Another alternative would be to honour the Ouendat so “Wendat Parkway” would be another name.



*Search for Midland Bay Landing, Georgian Bay Landing, Georgian Landing,  
Midland Landing results*

Georgian Bay Landing – Marina in Honey Harbour

Georgian Landing – residential development in Victoria Harbour

# TOWN OF MIDLAND



## A MIDLAND WATERFRONT DEVELOPMENT OPPORTUNITY

REQUEST FOR EXPRESSIONS OF INTEREST FROM DEVELOPERS

XXXX 2014

Town of Midland  
575 Dominion Avenue  
Midland, Ontario  
L4R 1R2  
705-526-4275



# **A MIDLAND WATERFRONT DEVELOPMENT OPPORTUNITY**

## **THE OPPORTUNITY**

The Town of Midland is looking for Private Sector Partner(s) to develop all or a portion of the 'Unimin' Waterfront Lands. The Lands are comprised of more than 16 hectares of prime waterfront with 1,100 metres of frontage on Georgian Bay. This is the most important waterfront development location in the Town of Midland. The lands are located within the fully-serviced urban settlement area immediately adjacent to the downtown and in proximity to the existing Town harbour and residential neighbourhoods. An overview of the opportunity that this site presents is included in a brochure document that is attached as Appendix A.

## **THE SITE**

The site is located in Midland ON at 420 and 288 Bayshore Drive, Midland. A location map of the site is shown in Appendix B.

## **TOWN OF MIDLAND'S KEY OBJECTIVES**

The Town of Midland sees a unique opportunity to transform its waterfront into a mixed-use, pedestrian oriented, accessible neighborhood. The intent is to capitalize on the site's potential to provide new, long-term and sustainable employment opportunities. The Town is looking to provide a neighborhood of residential, recreational, cultural, institutional, employment and commercial use.

## **THE UNIMIN WATERFRONT LANDS PLAN AND VISION**

The Town of Midland has recognized the unique value of this waterfront site to the community. In August 2012 the Town issued a Request for Proposals to conduct the Unimin Waterfront Lands Master Plan. The Planning Partnership was subsequently selected as the lead consultant for the Study, with sub-consultants Plan B Natural Heritage, Baird Engineering, and TCI Management Consultants. The consultant team worked with the Town and the project Steering Committee to develop a Master Plan and Implementation Strategy that reflects the community's vision for the site, while also based on principles of good design, sustainability and sound market analysis. The result of this process is the Unimin Waterfront Lands Master Plan that is attached as Appendix B.

## **DESIGN AND DEVELOPMENT PRINCIPLES FOR THE UNIMIN WATERFRONT LANDS**

The Master Plan document illustrates an overview the development possibilities on the site. A land use framework plan illustrates the types of possible uses. The built form framework plan and the demonstration plan show scenarios of what is possible. In particular the 'Mixed Use 1 and 2' areas are where the Town is looking for developer participation.

## **BROWNFIELD EXPERIENCE**

The Town of Midland is looking for a developer with experience developing a brownfield site. The successful proponent will have to work in close collaboration with the municipality to ultimately deliver the waterfront project through a Risk Assessment process.

## **EXPRESSIONS OF INTEREST**

The Town of Midland is now requesting that developers provide Expressions of Interest. The Town is trying to determine the level of interest in the marketplace for a qualified developer or developers to take on this project. The Expression of Interest response will give developers an opportunity to express their vision for the site, present an experience resume for similar works, and demonstrate a capacity to carry out the project.

## **THE SUBMISSION REQUIREMENTS**

Proponents should submit **ten hard copies and one soft copy** of their Expression of Interest submission. A complete Expression of Interest submission would be a document containing, at a minimum, the following:

- Cover Letter
- Table of Contents
- Vision Statement for the Development
- Proponent's Experience and Qualifications
- Proponent's Team and Organization Chart
- Key Personnel Experience and Qualifications
- Financial Strength and Ability to Deliver the Project
- Proponent's Legal Information

## **THE SUBMISSION DEADLINE**

The deadline for this submission shall be **12:00 p.m. (noon) on xxxx, 2014.**

## **EVALUATION CRITERIA**

The Expressions of Interest will be reviewed by the Waterfront Project Steering Committee based upon the following criteria.

- The quality and plausibility of the proponent's vision for the site.

- A demonstrated ability to deliver design excellence and leadership in sustainability.
- Experience in the development of large scale mixed use projects.
- Experience in the design and implementation of comparable projects.
- Experience in the delivery of projects through the use of a Risk Assessment process.
- Experience in the integration of residential, retail, cultural, tourist, and related activities to create an animated streetscape.
- Demonstrated financial capacity to undertake a development of this scale.

## **THE STEERING COMMITTEE**

The Town of Midland has in place a Waterfront Project Steering Committee comprised of members of council and town staff to review all responses to the RFEOI.

## **QUESTIONS, CLARIFICATIONS, COMMUNICATIONS**

Proponents having questions and seeking clarification respecting the RFP shall do so in the following manner:

- Questions shall only be submitted in writing and by email to the Town Engineer at [jgalloway@midland.ca](mailto:jgalloway@midland.ca).
- Questions shall be submitted by 12:00 p.m. (noon) on **xxxx, 2014**.
- Answers to all submitted questions and any other clarifications will be issued as an addendum on **xxxx, 2014**.

## **APPENDICES**

- A. Midland Waterfront Live-Work-Invest Partnership Opportunities brochure
- B. The Unimin Waterfront Lands Master Plan – June 2013