



Media Release

What's Happening at Midland Bay Landing Redevelopment?

Midland, Ontario (Tuesday, September 20, 2022) Midland Bay Landing Development Corporation (MBLDC) is aware there is great interest in this important waterfront development project, and we wanted to ensure the Facts were presented on some of the questions being asked.

As you may know, we are currently in a 120-day Exclusivity Period with the local developer, Georgian Communities. Following successful completion of this Period, Council will review the recommendation of the Midland Bay Landing Board on the sale of Phase 1.

Will the public always have access to the waterfront?

- **Yes. Public access to the entire waterfront along the water's edge is a signature public feature of MBL.** This will provide for activities like walking, viewing, picnics, and fishing, together with a separate, parallel multi-use trail for cycling or running like the Promenade Demonstration build by MBLDC. Buildings will be set back 100 feet from the water's edge to allow the public panoramic views of Georgian Bay.

Will I still be able to fish?

- **Yes. Even more public fishing** than today will be available along the whole promenade and any parks along the water's edge.

How much public space will there be?

- **Ten Acres of new publicly accessible space (25% of the site area)** The ten acres of new promenade, parks, and public plazas will be built by the Developer at no cost to the Town. All public areas will be on property owned by the Town.

What will happen to Midland Bay Landing Park?

- **The park will stay in its current location** after feedback from MBLDC and the Town on the Developer's initial concept drawings.

Can residents provide input on the project?

- **Yes. Previous public consultations identified the importance of public access to the water, and this has been preserved. More public feedback on the proposed design elements will occur** after the sale of the Phase 1 lands. MBLDC, the Town, and the Developer are committed to holding public open houses and meetings to listen to the public and obtain feedback as the MBL design evolves.

The Landing Concept



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Who is the Developer?

- **Georgian Communities headquartered in Barrie Ontario.** Council accepted the recommendation by the Board and voted to engage this developer. A contract was signed which started a 120-day Exclusivity Period and when approved by Council, sale of the Phase 1 land to the Developer.

How does Midland Bay Landing benefit the Town?

- **MBL will transform an unused, contaminated site on the waterfront into a vibrant mixed-use community** that will benefit the Town and the region with its publicly accessible waterfront, open spaces, new parks, and a public square for the enjoyment of residents and visitors alike. Not only will this benefit our current businesses and residents, but it is expected to attract new businesses and residents to Midland.

What about the Town's initial cost to purchase the property?

- **The Town will get its initial investment back and more.** The Town purchased the land in 2012 and will more than recover the investment on the sale of the Phase 1 land, plus additional revenue when the Phase 2 lands are sold. The total return on the Town's investment will be multiple times greater than its initial cost. When Phase 1 is sold, the Town will be debt free on the original purchase which will eliminate future interest costs to the Town.

What is being built first?

- **Phase 1 at the east side of the site; approximately 36% of the entire site. This includes expansion of the promenade, park space and low-rise townhomes.** Phase 2 will have a new, large park space and a public plaza connecting to the waterfront promenade along with residential and commercial space.

Will my views be obstructed?

- **There are Official Plan restrictions on building height at MBL.** The Developer and the Town will work together to preserve or enhance site lines. In Phase 1, the townhomes currently proposed are 3 stories in height.

I hear only luxury condos will be built.

- **The developer is proposing a mixture of residential types and sizes through the phases with the initial phase being townhomes.** The market will determine the pricing of these units. Revenue received by the Town from the sale of MBL property and new tax revenue will be available to support more affordable housing in the Town.

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How does this affect our property taxes in Midland?

- **New annual tax revenue will be created for the Town** with new residents moving into homes in Phase 1 of MBL. When MBL redevelopment is complete, the Town will receive millions more of new tax revenue annually to invest into new programs and services or pay for improvements throughout the Town.

Why don't we make Midland Bay Landing into a large Park?

- **The land was previously an industrial site with contaminated soil.** If the 40-acre MBL property was to be completely converted to a park, the entire shoreline would need to be restored and the entire site would need 1.0m of clean soil to be placed on top of the existing land to act as a "fill cap" to make it environmentally safe. The cost to the Town to do this would be \$20 to 30 million. In addition to this capital cost, there will be annual operating costs to maintain the park which would be additional pressure on the budget along with any debt costs resulting in increased taxes.

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Five Corners Circle



The Central Park



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