



The Vision

Midland is a picturesque and dynamic waterfront community that values its heritage character, small town feel and friendliness. The historic downtown and the extensive Georgian Bay shoreline are highly valued. Midland places importance on its recreational amenities and the major cultural and natural heritage assets that draw tourists from around the world.

Midland is a truly complete community. Midland is accessible to all ages and abilities and offers a full range of employment, housing, shopping, recreational and cultural opportunities. Midland has spiritual, health care and educational facilities that serve both the local and regional populations. The existing mixture of assets, opportunities and facilities promotes a highly desirable lifestyle.

Over the next 20 years, Midland will evolve into a healthy, active and resilient waterfront community that balances its vibrant heritage character with environmental sustainability, fiscal responsibility and innovative economic growth. It will thrive, grow and prosper by promoting its lifestyle assets and attracting new residents and businesses that reflect the evolving local economy, including tourism.

Midland will be a great place to live, work, shop, learn and play. As a result, it will be a great place to invest.

The Town of Midland has started the Official Plan Review process with the first public workshop on November 16, 2015. The workshop feedback along with the responses provided from the one-on-one interviews with members of Council and the Steering Committee assisted with developing a new Vision Statement and Guiding Principles for the Official Plan. Following the workshop, a Vision Statement Report was created to summarize what was heard from the Community Visioning Workshop and to provide a discussion on the issues presented.

The Vision Statement is realistic, reflective of the attributes of the Town and captures the aspirations of the community. During the Official Plan review, this draft Vision will be refined and finalized with feedback from community stakeholders and the public. It will eventually be used to guide policies developed for the Plan.

There are 15 Guiding Principles under four categories proposed. The Guiding Principles are based on what transpired from the one-on-one interviews, public workshop, and the draft Vision Statement.

The Guiding Principles

Heritage & Conservation

1. Promote an environment first approach - preserving mature trees, planting new trees within the public realm and connecting the natural heritage features to create a resilient green landscape character.
2. Preserve and promote Midland's rich cultural and unique heritage.

Sensitive Urban Design

3. Ensure long-term sustainability, reduce greenhouse gas emissions, and reduce demands on energy, water and waste systems.
4. Achieve design excellence through high quality community design and streetscaping techniques.



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Guiding Principles Cont...

Healthy & Complete Communities

5. Encourage protection of the vistas and views to the waterfront and improve pedestrian access and trail connections to the water's edge.
6. Preserve and promote the Downtown as the commercial and cultural hub of Midland that will create and support its identity as a true Georgian Bay waterfront community.
7. Ensure that affordable housing will be available in various forms and types throughout the community.
8. Require that new mixed-use development, intensification and revitalization efforts will be compatible with surrounding properties and neighbours.
9. Promote an Active Transportation system that will establish viable mobility options that are safe, economical and convenient for people of all ages and mobility levels.
10. Establish a strong urban structure with a connected system of roads, trails and sidewalks within neighbourhoods and key destinations.

The Local Economy

11. Attract a reinvigorated workforce that supports the new economy.
12. Attract long-term economic development opportunities including on the waterfront to keep Midland vibrant and robust.
13. Ensure that growth and development is efficient and fiscally sustainable.
14. Optimize appropriate opportunities for infill, mixed-use intensification and revitalization.
15. Enable the strategic use of municipal assets to promote the Town's development objectives.

Next Steps

As an important component of the Official Plan, the Vision and Principles will guide how and where the Town of Midland will grow over the next 20 years. The Vision and Principles will provide a base for the preparation of the five Themed Discussion Papers in early 2016, which will address new policies for the Official Plan in the areas of Growth Management & Municipal Comprehensive Review; Living Areas; Infrastructure; Natural Heritage; and General Policy. The themed discussion papers will then feed into the Directions & Recommendations Report where the public will be invited to a Community Planning Forum to review and provide their input in Spring 2016.



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Visit the Town of Midland Official Plan Review website to view what has been completed to date, download a copy of the Vision Statement report and to share your thoughts. Don't miss out on Official Plan review updates, get on our mailing list by sending us your email!

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