



**NOTICE OF ADOPTION OF OFFICIAL PLAN AMENDMENT NO. 10
MIDLAND BAY LANDING
TOWN OF MIDLAND**

TAKE NOTICE that the Council of The Corporation of the Town of Midland passed By-law 2016-33 on the 24th day of May, 2016 under Section 17 of the *Planning Act*, R.S.O. 1990 as amended, adopting Official Plan Amendment No. 10 (Midland Bay Landing) to the Town of Midland Official Plan.

AND TAKE NOTICE that in accordance with Section 17 of the *Planning Act*, the passing of By-law 2016-33 adopting Official Plan Amendment No. 10 (Midland Bay Landing) is also a request to the County of Simcoe to approve the amendment. This adopted amendment requires approval by the County of Simcoe before it will come into force and effect.

Any person or public body is entitled to receive notice of the decision of the County of Simcoe, the approval authority, if a written request to be notified of the decision is made to the County of Simcoe as the approval authority.

The request to be notified of the County of Simcoe's decision should be submitted to:

Attention: County Clerk
County of Simcoe
Administration Centre,
1110 Highway 26,
Midhurst, ON
L0L 1X0
Reference: Town of Midland OPA No. 10

Please note: Appeals are to be filed with the County of Simcoe, as the approval authority, once a decision has been made by the County.

An explanation of the purpose and effect of the By-law, describing the lands to which the By-law applies and a key map showing the location of the lands, are attached. The complete By-law is available for inspection in the Planning and Development Department during regular office hours at 575 Dominion Avenue, Midland, or by calling (705) 526-4275.

Dated at the Town of Midland this 25th day of May, 2016.

Andrea D. Fay
Clerk

EXPLANATORY NOTE TO OFFICIAL PLAN AMENDMENT NO. 10

THE PURPOSE of the Official Plan Amendment is as follows:

1. To redesignate the Midland Bay Landing Site from "EMPLOYMENT AREA" to "WATERFRONT MIXED-USE" on Schedule 'A' to the Official Plan;
2. To remove the reference to the need for a Secondary Plan, and Section 3.1.5 f) on the Midland

Please see the opposite side of this Notice for more information

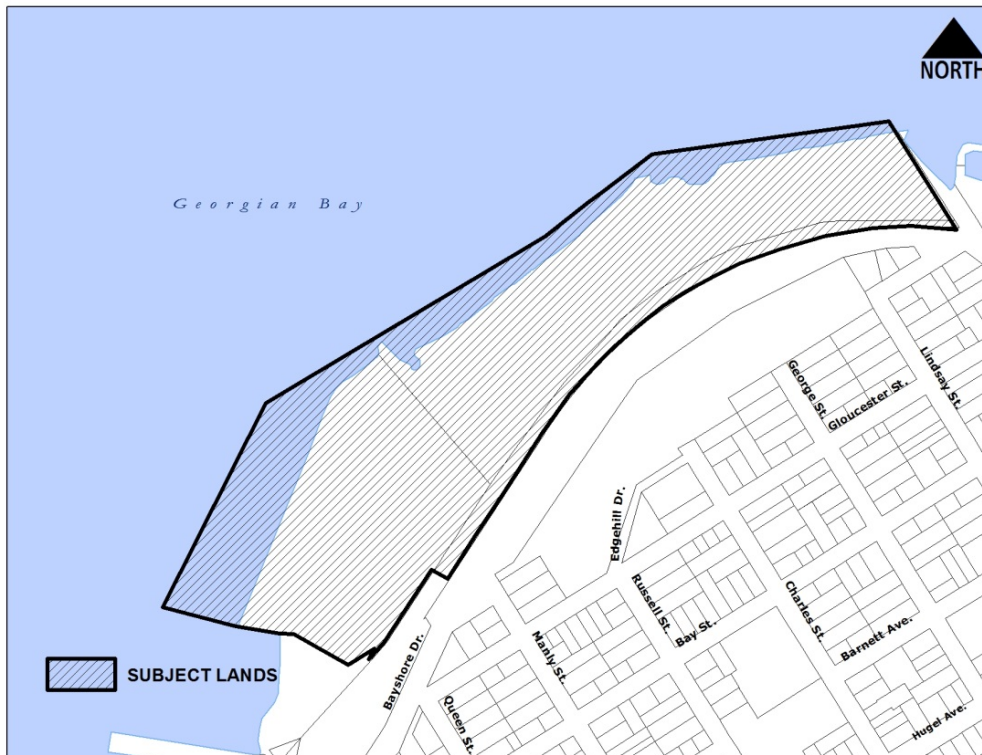
Bay Landing Site on Schedule 'A' to the Official Plan;

3. To provide a comprehensive policy framework and more detailed mapping that are specific to the proposed redevelopment of the Midland Bay Landing Site; and,
4. To introduce policies for a Development Permit System, that may be utilized for future development approvals on the Midland Bay Landing Site.

THE EFFECT of the Official Plan Amendment is considered a major Town-building initiative, and it facilitates a redevelopment strategy for the Midland Bay Landing site that:

- Allows for a wide range of appropriate land uses, thereby offering a more sustainable, long-term mixture of uses that can meet present and future needs, as well as employment opportunities;
- Enables the creation of a compact, complete mixed-use waterfront neighbourhood that is vibrant, walkable and offers a variety of housing options;
- Promotes intensification, which will utilize a brownfield site and infrastructure efficiently;
- Integrates physically with the existing surrounding community and will be compatible with the abutting and adjacent uses;
- Appropriately considers the potential for noise/vibration issues related to ongoing industrial and associated shipping activities located on the Midland Waterfront;
- Enables a convention centre/tourist accommodation facility to be developed if the market wishes to pursue such development;
- Includes an array of parks, open spaces and linkages;
- Respects the local environment and supports efforts to enhance and protect ecologically important aspects of the Site; and,
- Will ensure full public access to the waterfront, and specifically, the water's edge.

A location map identifying the affected property has been included below for reference.



Please see the opposite side of this Notice for more information