



THE CORPORATION OF THE TOWN OF MIDLAND

## MEDIA RELEASE

# PUBLIC LAUNCH OF THE DOWNTOWN MASTER PLAN STUDY

The Town of Midland is excited to announce the first opportunity for the residents of Midland to learn about the new **DOWNTOWN MASTER PLAN STUDY**. The public launch of the Downtown Master Plan Study is set for **Monday November 3, 2014 at 6:30 p.m.** in Rotary Hall of the Midland Cultural Centre.

The Downtown Master Plan Study is about exploring the potential to create a more vibrant and memorable downtown through a series of projects by the Town, the business community and landowners. The Plan will help guide development and other investments in the short and long terms.

The Plan will define opportunities, demonstrate the scale and scope of change that is desirable, and provide direction on how best to maximize the potential of the downtown. An outcome of the study will be a Community Improvement Plan that includes incentives for downtown development and improvements.

For more information about the Study please visit our website at: [www.midland.ca/Pages/downtownmasterplanstudy.aspx](http://www.midland.ca/Pages/downtownmasterplanstudy.aspx), like us on Facebook at [www.facebook.com/midlanddowntownmasterplan](http://www.facebook.com/midlanddowntownmasterplan) or on twitter @MidlandDMP.

Downtown Midland is the heart of our community and building a strong and revitalized centre will benefit the Town for generations to come.

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For Immediate Release – October 28, 2014  
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