



STAFF REPORT

DEPARTMENT/FUNCTION: Waterfront 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 agree 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 “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 Riv Bistro**. 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: Caroline Tripp, CAO

Attachments

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