



SUMMARY OF PUBLIC INPUT

On January 29, 2015, two public workshops were held to discuss the possibilities and help establish directions for the future of Downtown Midland. Following a presentation by the consultant team on the opportunities and challenges for downtown, participants were asked to share their ideas in roundtable discussions. In total, over 80 residents participated in the “Ideas and Directions Workshops”. Town staff engaged students at local schools on three occasions: Grade 10 students at Midland Secondary School on February 18th; high school students at St. Theresa’s on March 13th; and Grade 8 students at Bayview Public School on March 25th. On February 24th, staff also met with clients of the Guesthouse Shelter for their input. In addition, on February 26th, the Midland Seniors Council submitted comments on what would improve quality of life for seniors in the downtown.

The public input received to date is summarized below and will help guide the vision and recommendations in the Downtown Master Plan.

Common Big Ideas

Among the community members who have voiced their ideas, there is broad support for the following improvements downtown:

1. Make King Street more pedestrian friendly

- Reduce traffic speeds
- Add formal pedestrian crossings at Elizabeth and Dominion for safety
- Consider widening the sidewalks
- Close sections of King to cars for special events
- Beautify the street with new planters and flowers baskets
- Add more street furniture and bike racks
- Improve snow clearing

2. Calm the traffic on Bayshore Drive and make it easier to access the waterfront

- Reduce the number of travel lanes and traffic speeds
- Reduce the truck traffic on Bayshore
- Provide more pedestrian crossing points



Common Big Ideas continued:

3. Enhance the public open space on the waterfront

- Add more park facilities, such as a skating rink, picnic areas, a skate park, splash pad, washrooms
- Reduce the amount of parking
- Plan space for festivals, food vendors, pop-up shops
- Provide access to the water for swimming and launching kayaks/canoes
- Include facilities for bike rentals

4. Host more festivals and other special events

- winter festival
- artwalk
- kite festival
- food festivals
- buskerfest

5. Improve connections between downtown and the recreation centre and Little Lake Park

- Roundabout at King and Yonge
- Better signage and wayfinding
- Sidewalk improvements

6. Improve Midland Avenue and First Street

- Plant streets trees and/or planters
- Narrow the roadway
- Add bike lanes

7. Build more housing downtown

- Encourage infill development on parking lots
- Encourage renovations to existing buildings



Other Ideas

The following ideas were voiced more than once:

- Community space for seniors and youth
- More cafes, pubs and restaurants
- Rooftop patios
- Landscaped parking lots
- Pay and display parking that allows longer stays
- Lighted laneways
- A wine store near the waterfront
- More trees everywhere
- More public washrooms
- A trolley for shuttling residents and tourists
- Bring Martyr's Shrine visitors to downtown
- An amphitheatre
- Outdoor movie theatre
- Bury above-ground utilities
- LED lighting over streets
- Regular downtown clean-up days
- Window displays or art in vacant storefront windows
- Bocce ball courts
- Enforce property standards
- Free public wifi
- More clothing stores
- More colour on buildings
- Rock climbing facility
- Illuminate significant buildings at nights
- Maintain and update the murals
- Consider more transient boats slips
- Functional public art
- More emergency housing
- Boutique hotel on the waterfront





Quick Wins

Many participants felt these initiatives could and should be launched quickly:

- Calming of Bayshore Drive
- Improve crosswalks (especially along King Street)
- Bring Martyr's Shrine visitors to downtown
- Add more street furniture and bike racks
- Bike rentals on the waterfront
- Accommodate more food trucks and/or pop-up food vendors
- Improved lighting
- Improved snow clearing
- Expanded shopping hours
- One new festival

Other Key Priority Actions

- Program more festivals
- Calm traffic on King Street
- Improve signage and wayfinding
- New waterfront park
- Develop guidelines for facades and building signage
- Create a financial disincentive to keeping vacant storefronts vacant
- Develop and implement a parking strategy (move to pay and display)

