



# Waterfront Master Plan

**Final Report**



February, 2026

 **The Planning  
Partnership**

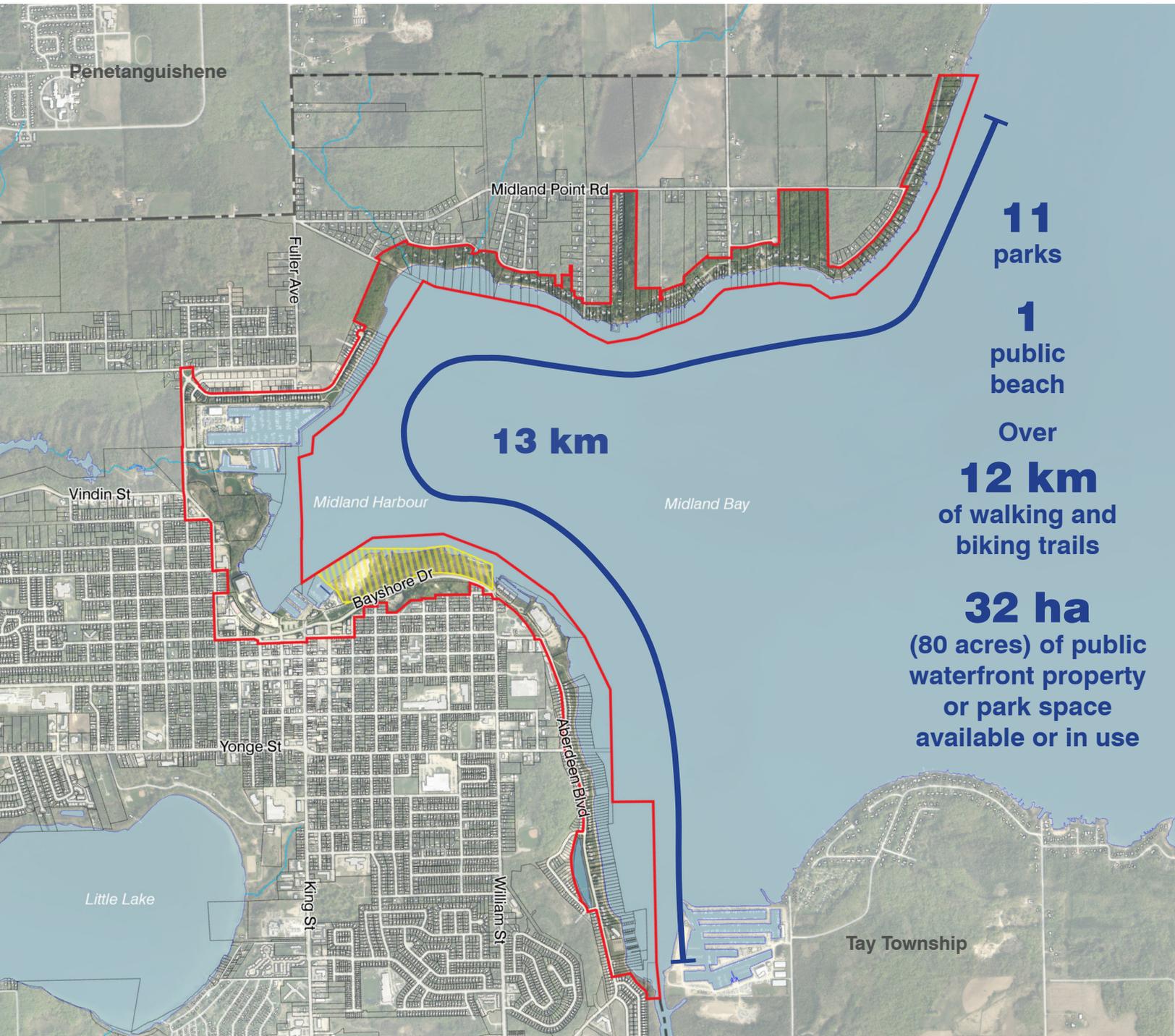
TCI Management Consultants

Baird



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**11**  
parks

**1**  
public beach

**13 km**

Over  
**12 km**  
of walking and  
biking trails

**32 ha**  
(80 acres) of public  
waterfront property  
or park space  
available or in use

Airphoto map of the study area for the Midland Waterfront Master Plan with the study area outlined in red. The Midland Bay Landing site (hatched in yellow) is not addressed through the Waterfront Master Plan

# 1 Introduction

One of the Town's five goals of the 2023-2026 Strategic Plan was to create a vibrant waterfront that attracts residents and visitors. Council identified the need to develop a comprehensive Waterfront Master Plan that will guide future development while preserving the natural and cultural heritage, and improving public access to the water.

## What is a Waterfront Master Plan?

A waterfront master plan is a big-picture plan that helps guide how the waterfront will grow and change over time. Midland's Waterfront Master Plan will help the Town make informed decisions about future development and capital investments, and public realm enhancements.

The Master Plan provides direction for the waterfront with recommendations on eight key components:

- Ways To and Along the Waterfront
- Active Transportation
- Water's Edge Green Space
- Boating
- Events & Activation
- Natural Heritage
- Development
- Wayfinding/Signage

## Study Area

The study area for the Waterfront Master Plan is outlined in red on the map on page 2. The study area includes 13 km of water's edge, including all properties facing the Georgian Bay waterfront in Midland Bay. Within this area there are 11 parks, 2 beaches, and over 12 km of walking and cycling trails. There is 32 hectares (80 acres) of public waterfront property or park space available or in use. The area aligns with the Official Plan's "Waterfront Area" as identified on Schedule B.

The 16 hectare (40 acre) Midland Bay Landing site (hatched in yellow on the map on page 2) is not addressed through the Waterfront Master Plan as the Town is currently selecting a private development team to undertake a comprehensive revitalization plan for Midland Bay Landing through a separate process. However, this Waterfront Master Plan will inform the Midland Bay Landing development.



*The Grain Elevator in Midland Harbour*



*A cruise ship in Midland Harbour*



*Pete Pettersen Park*



*The water's edge in Foundry Park*

# 2 Public Engagement

The Midland Waterfront Master Plan was framed around public consultation with engagement for input on initial ideas and recommendations in the draft report. Activities included one-on-one conversations with members of council and residents, two public workshops and an online survey.



## Engagement Overview



## One-on-One Conversations

One-on-one conversations with members of council and residents were carried out at the outset of the project. Residents were invited to register for a one-on-one 15 minute telephone conversation with the team’s project manager to talk about opportunities for change on the waterfront and challenges to consider. These were conducted on March 31, April 1 and April 2, 2025. The following summary of what we heard is organized under the headings of Boating, Water Access, Trails, Development, Parks, Recreation and Culture, and A More Attractive Midland.

### Boating

- More transient and seasonal slips needed; current layout not ideal.
- Concerns for the security of boat owners at the Town Dock.
- Proximity of boat slips to downtown Midland is ideal.
- Some want improved accommodation for cruise ships, others do not with concern for the stability of the market.



Infographic Overview of the Engagement

## Water Access

- Lots of support for safe, accessible swimming areas along the shoreline.
- Boat activity near sailing club stirs up water, impacting potential beach areas.
- Ideal to have many places along the waterfront for swimming.
- Some suggested spots for swimming such as the Pete Pettersen Park piers following their upgrading.

There is no illusion that Aberdeen Trail is not public

Need to take every opportunity to allow more access, otherwise we won't get it.

The whole waterfront is the front porch of Midland

## Trails

- Strong support for cohesive trails connecting downtown, Aberdeen Trail, and the full extent of the waterfront.
- Trail gaps at Bayport Marina, Central Marine and the north part of the waterfront.
- Some trails are hidden, narrow, unpaved, or have unsafe gaps in the concrete.
- Need clear wayfinding.
- Better interpretive information on the history and cultural features of Midland.
- Important to maintain visual connections to the water and public amenities along the waterfront.
- Need for public, clear views, and active use of underutilized parks.
- Aberdeen Trail: concern about the speed of cycling and the safety of cycling close to people walking the trail.
- Aberdeen Trail has been a public trail for many years and is well used and loved.
- Some don't feel safe walking along Aberdeen Trail.
- Wonderful to see people walking along the path.
- Snowmobiling on Bayport Drive trail is well used.
- Need to build awareness of the larger trail system.

## Development

- Support for development, especially when tied to tourism and revenue (e.g., boardwalks, hotel, restaurants, parks and open space).
- Historic Inspiration: Halifax Harbour, North Vancouver, Cairns Australia, cited as precedents for the Midland waterfront.
- A waterfront restaurant without a road in front of it, a boutique hotel that reflects the local environment.
- Cruise Ship Tourism: Supported as part of Great Lakes cruise strategy; potential economic driver.
- Incorporate the Town's history of the ship building industry and sawmill industry into visual elements.
- Draw inspiration from other waterfronts with similar ship building history.
- Ensure there is adequate servicing to accommodate new development.
- Ensure that ADM is not impacted as growth occurs - they are a draw for the waterfront.

Any and all public space is good

Protect the natural parts of the waterfront

The pack riders whizzing along the trail makes it dangerous for people walking.

## Parks, Recreation & Culture

- Most advocate for more public space and recreation along the waterfront.
- Better recreational amenities: splash pad, improved swimming access, seating, picnic areas.
- There are no places to rent canoes and kayaks in the core area of the waterfront.
- More representation of Indigenous history, with a suggestion for an Indigenous Centre in Midland that could be federally and provincially funded.
- Public amenities that are accessible year-round are very important, especially public washrooms.
- Need to take every opportunity to allow more public access or Midland won't get it.

Bring a museum to the waterfront ... quite an attraction to have

There is no magnet to draw people in on a regular basis

## A More Attractive Midland

- Need more events in Midland to draw people here.
- Need improvements to downtown – more places to shop, eat, to encourage people to stay and to incubate small businesses and artists that don't fit the mold of classic retail.
- Need to spend more money on staff and resources.
- Protect the natural areas along the waterfront.
- Need to clear trees to open views to the water.

## Public Workshop 1

A public workshop was hosted on June 19, 2025 with a late afternoon and early session to gather early input, and to talk about possible initiatives and a waterfront framework. The workshop began with a presentation to describe the understanding of the existing conditions along and around the Midland waterfront. Early ideas of possibilities for the Town Dock and Pete Pettersen Park were presented, followed by table group conversations where participants could use worksheets provided to share their inputs on the team's work in progress. A total of 26 people attended the workshop. The feedback is integrated into relevant sections of the report.



*Photos from the Public Workshop on June 19, 2025*

## Public Workshop 2

A second public workshop was held on November 19, 2025 at the Midland Cultural Centre.

Approximately 30 people attended. The workshop began with a presentation to describe the draft recommendations for the Waterfront Master Plan, followed by questions from participants and then topic focused tables for input on ways to and along the water, trails, water's edge green spaces and concept plans for the Town Dock and Pete Pettersen Park. The input received is reflected in the following chapters.



*Photos from the Public Workshop on November 17, 2025*

# Online Survey

The online survey was posted on the project web page from early July to mid-August 2025. The questions in the survey reflected the questions and visuals that were included in the worksheets from the workshop in June. There was a total of 47 responses. The feedback from the online survey is integrated into relevant sections of the report.

## Overview of Who Responded

### Are you a visitor or resident of Midland?

Resident: **91%**  
Visitor: **9%**

### Do you live in a property that is located on the waterfront?

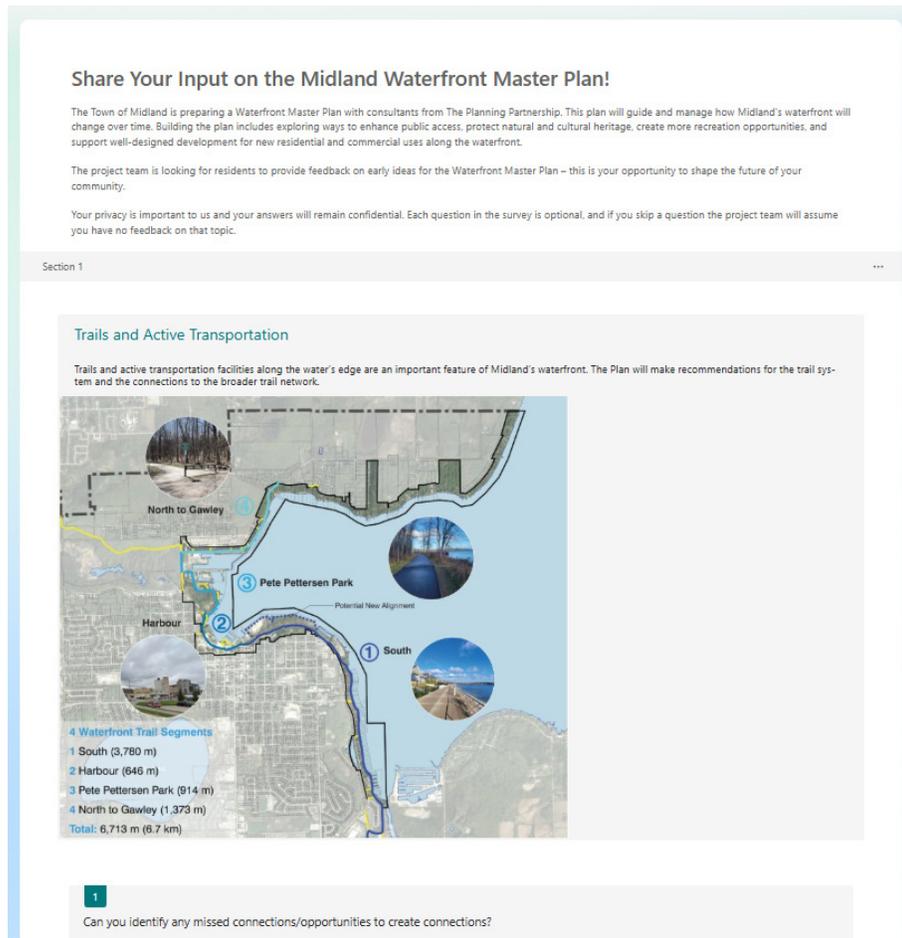
No: **89%**  
Yes: **11%**

### How old are you?

0-18 years old: **0%**  
19-30 years old: **9%**  
31-45 years old: **31%**  
46-65 years old: **33%**  
66+ years old: **27%**

### Do you own a business in Midland?

No: **85%**  
Yes: **15%**



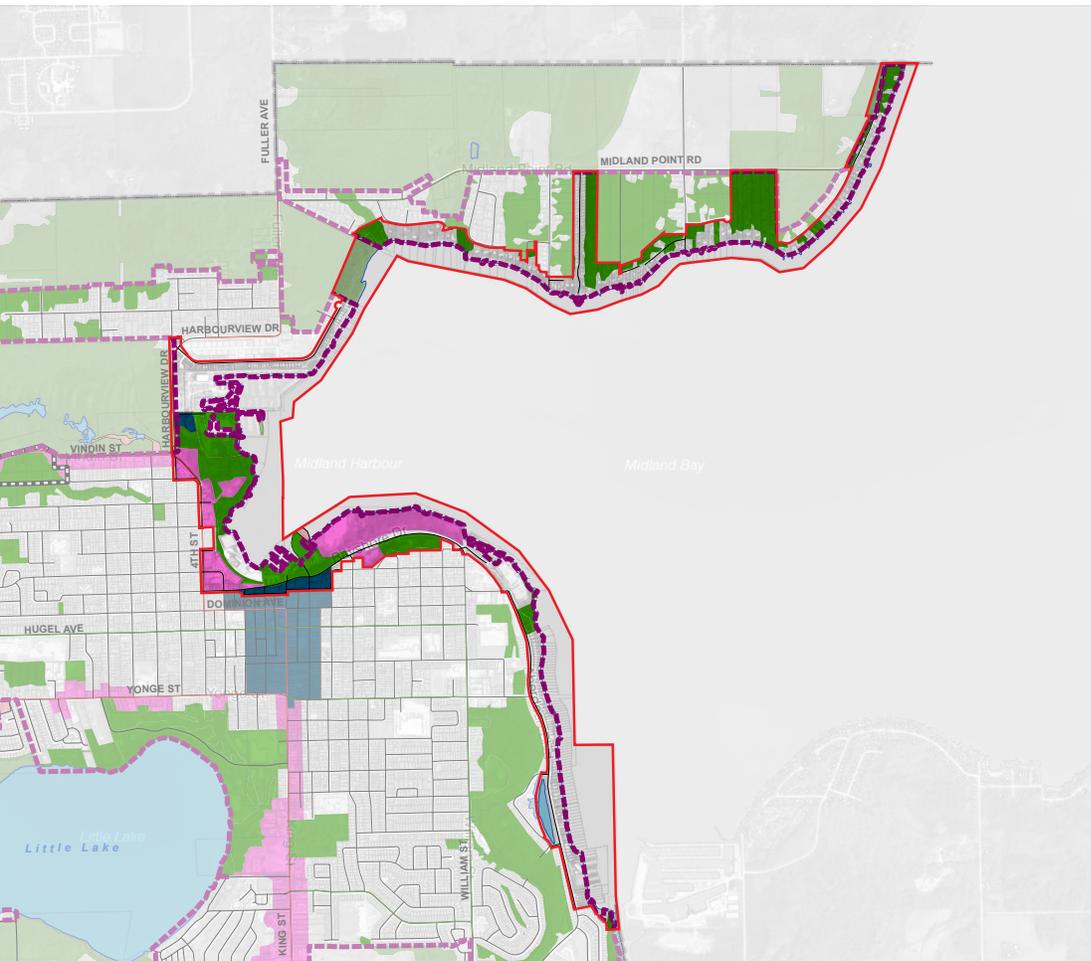
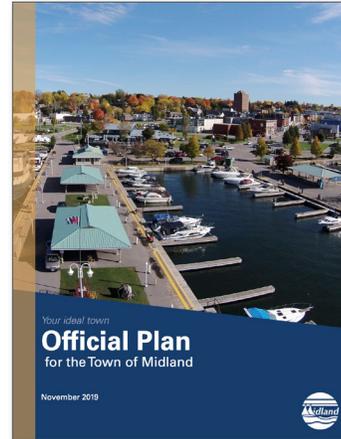
Example of the online survey

# 3 Key Background Reports

Three of the Town's key planning documents provide the foundation for the Waterfront Master Plan.

## Midland Official Plan, 2019

Midland's new Official Plan sets out a planning policy framework that provides direction for growth and development in the Town of Midland. The new Official Plan replaces the 2003 Official Plan in its entirety and was the result of a comprehensive evaluation of new and evolving Provincial policy, an understanding of the policy directions from the new County of Simcoe Official Plan, 2016 and stakeholder consultation. The Official Plan reflects and builds upon the character, identity and cultural and natural features of the community and the surrounding area. The Official Plan assists in managing and directing physical change and its effects on the social, economic and natural environment in the Town to the year 2031.



## Official Plan Schedule A - Growth Areas

### Legend

Delineated Built Boundary

Secondary Plan Area

Municipal Boundary/Settlement Area Boundary

### Lands within the Delineated Built Boundary

Strategic Growth Areas I

Downtown and Waterfront Strategic Growth Area

Greenlands

### Lands outside the Delineated Built Boundary

Strategic Growth Areas II

Greenlands

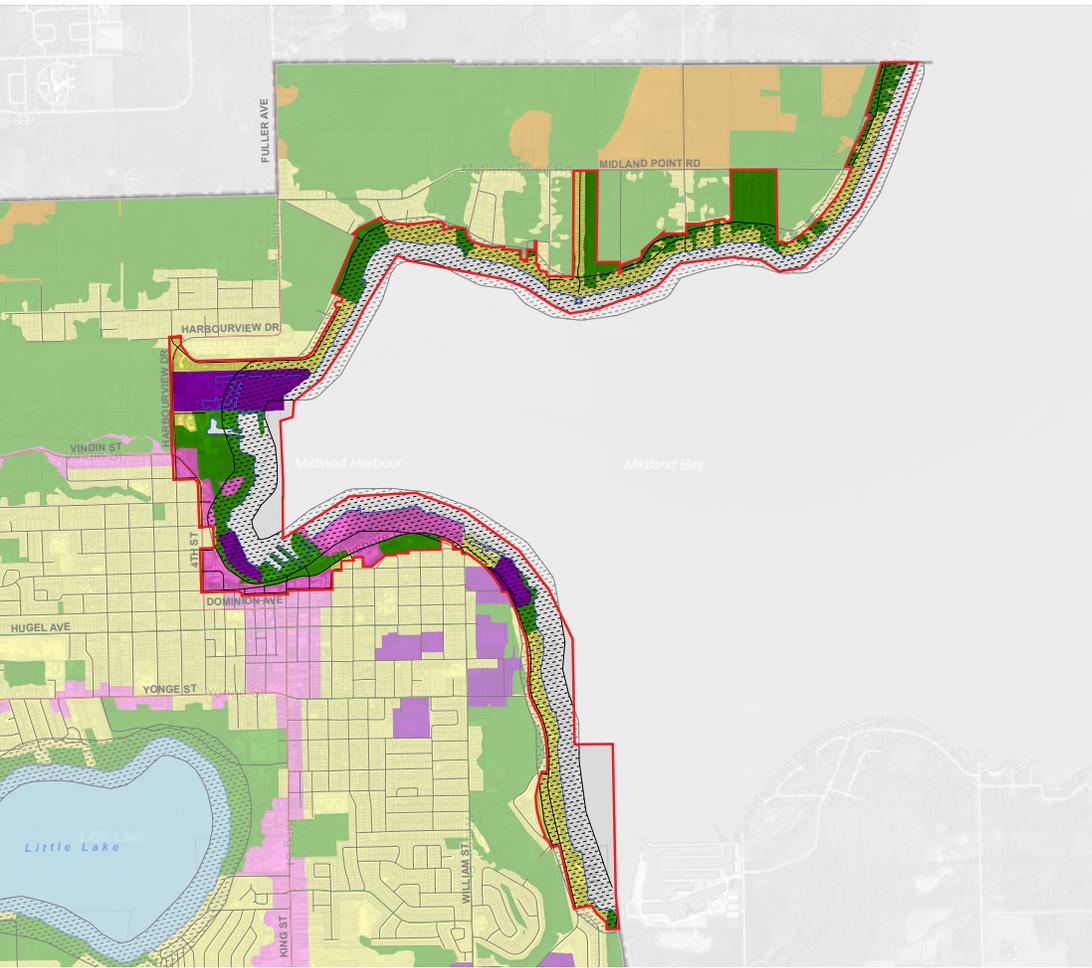
Waterfront Master Plan Study Area

## Official Plan Schedule B - Urban Structure

### Legend

- Neighbourhood Districts
- Employment Districts
- Mixed Use Districts
- Greenlands
- Rural Area
- The Waterfront
- Waterfront Master Plan Study Area

The Waterfront area is overlaid over several urban structure Districts whose specific development policies also apply.

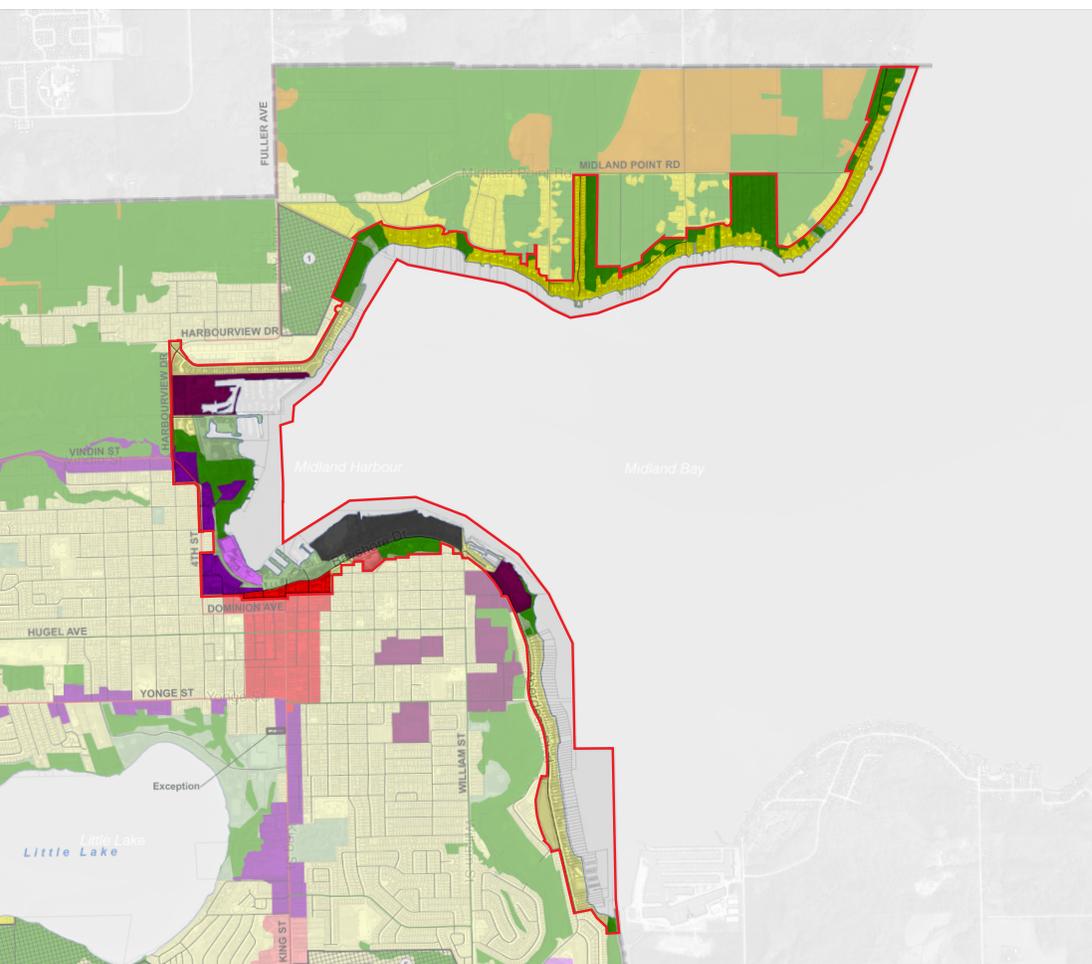


## Official Plan Schedule C - Land Use

### Legend

- Neighbourhood Residential
- Shoreline Residential
- Downtown
- Mixed Use Corridor
- Commercial Corridor
- Employment Area
- Employment Land
- Rural
- Natural Heritage
- Open Space
- Aggregate Extraction Area
- Schedule 'C1'
- Existing Development Approvals
- Waterfront Master Plan Study Area

Most of the redevelopable land along the waterfront either already has an active development application or is within the Midland Bay Landing area.



## Midland Parks and Trails Master Plan, 2019

The Midland Parks and Trails Master Plan describes future parks needs, goals and programming requirements for individual existing parks, recommended improvements for currently undeveloped park lands and provides a conceptual design for a Town-wide trail system connecting Town parks and neighbouring municipalities. The plan covers the entire Town of Midland which is home to 26 community parks covering 321 acres, as well as over 18 km of paved and natural trails which connect the parks and offer scenic views.



The study involved an extensive site review, inventory and assessment process of the Town's parks, trails and facilities, multi-faceted community and stakeholder engagement including surveys of residents, businesses and organized groups, two open houses, and one-on-one interviews with Municipal staff. The findings were developed and refined into 54 recommendations which were organized into four streams:

### 1 Town wide Improvements and Strategies

8 projects address parks, trails and recreation improvements Town wide and focus on safety, accessibility, health and the environment.

### 2 Park Redevelopments

Midland has 26 existing parks and playgrounds that are in need of various levels of repairs and enhancement.

### 3 New Parks

7 new parks are proposed to support recently constructed communities as well as neighbourhoods under serviced by parks and playgrounds.

### 4 Trails

13 trail projects are proposed to improve existing trails and provide new connections across Midland.

The Parks and Trails Master Plan is currently being updated.

## Downtown Master Plan and Community Improvement Plan, 2015

The Downtown Master Plan and Community Improvement Plan (CIP) builds on Downtown Midland's many assets and identifies the improvements needed to maximize the downtown's potential as a place to live, enjoy and prosper. The Downtown Master Plan establishes a vision, goals and a set of initiatives intended to guide the improvement of Downtown Midland to 2035. In addition, the document is also a Community Improvement Plan (CIP) and includes tools and financial incentives to assist in implementing the Downtown Master Plan.



Strengths, Opportunities and Goals relevant to the Waterfront Master Plan are listed below:

### Strengths

- A commanding view of Georgian Bay from King Street
- Public access, open space and boating activity at the waterfront
- The Trans-Canada trail connecting Downtown to the rest of North Simcoe

### Opportunities

- Bayshore Drive acts as a barrier to the waterfront
- Downtown doesn't have a face on the waterfront
- Lack of usable green space on the waterfront

### Goal 3

- Beautify the waterfront and connect it to the downtown core

Several of the identified Key Initiatives were waterfront improvements which are highlighted on the Phase 1-3 maps from the report included on the next page. A primary intent of the Downtown Master Plan's vision was to expand the waterfront green space to anchor the foot of Downtown Midland.



Key Initiatives map from the Downtown Master Plan

## Key Initiatives for Waterfront Improvements (from the Downtown Master Plan and CIP, 2015)

### Phase 1

1 to 5 years



### Phase 2

5 to 10 years



### Phase 3

10+ years



# 4 Waterfront Framework

Midland's waterfront is the culmination of the existing conditions and opportunities that are revealed through roads, trails, parks, facilities for boating, events and activation, natural heritage/stewardship of the shoreline, new development that creates changed conditions along the interface with the waterfront and wayfinding/signage.

The Waterfront Master Plan coalesces improvements to a host of big and small projects and initiatives in each of the eight components examined in this chapter. Each contributes

to the creation of a vibrant waterfront that attracts residents from across the Town and visitors. Midland Bay Landing will be the single biggest project that will change the waterfront creating a vibrant, mixed-use, pedestrian-oriented and accessible neighbourhood.

The existing conditions and opportunities along Midland's waterfront are described according to eight components that, when combined, create the framework for the Waterfront Master Plan illustrated on page 15.

## Ways to and along the waterfront

+

Trails

+

Water's edge green spaces

+

Boating

+

Events and activation

+

Natural heritage and shoreline stewardship

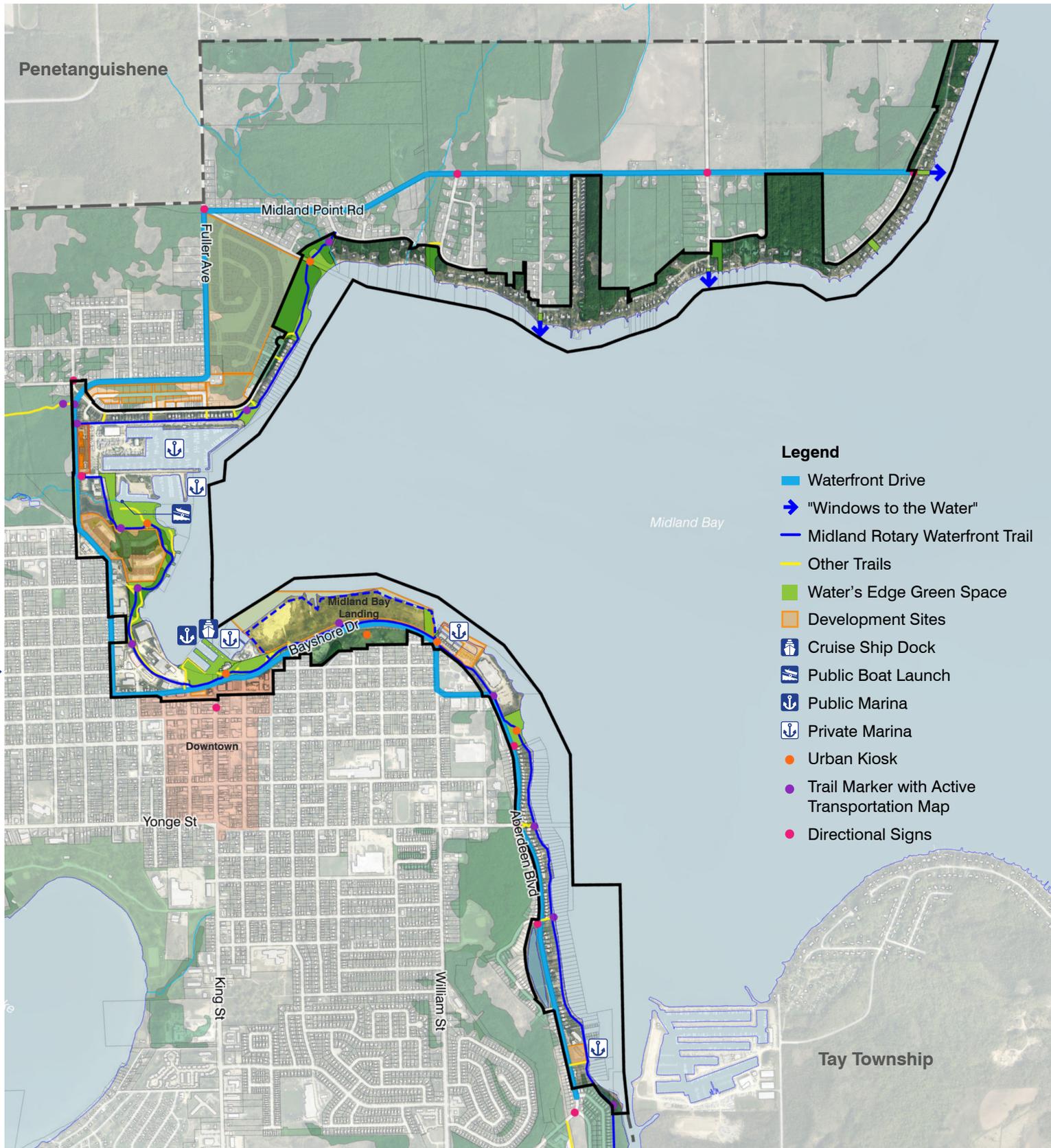
+

Guidelines for new development

+

Wayfinding and signage

# Overall Waterfront Framework



## 4.1 Ways To and Along the Waterfront

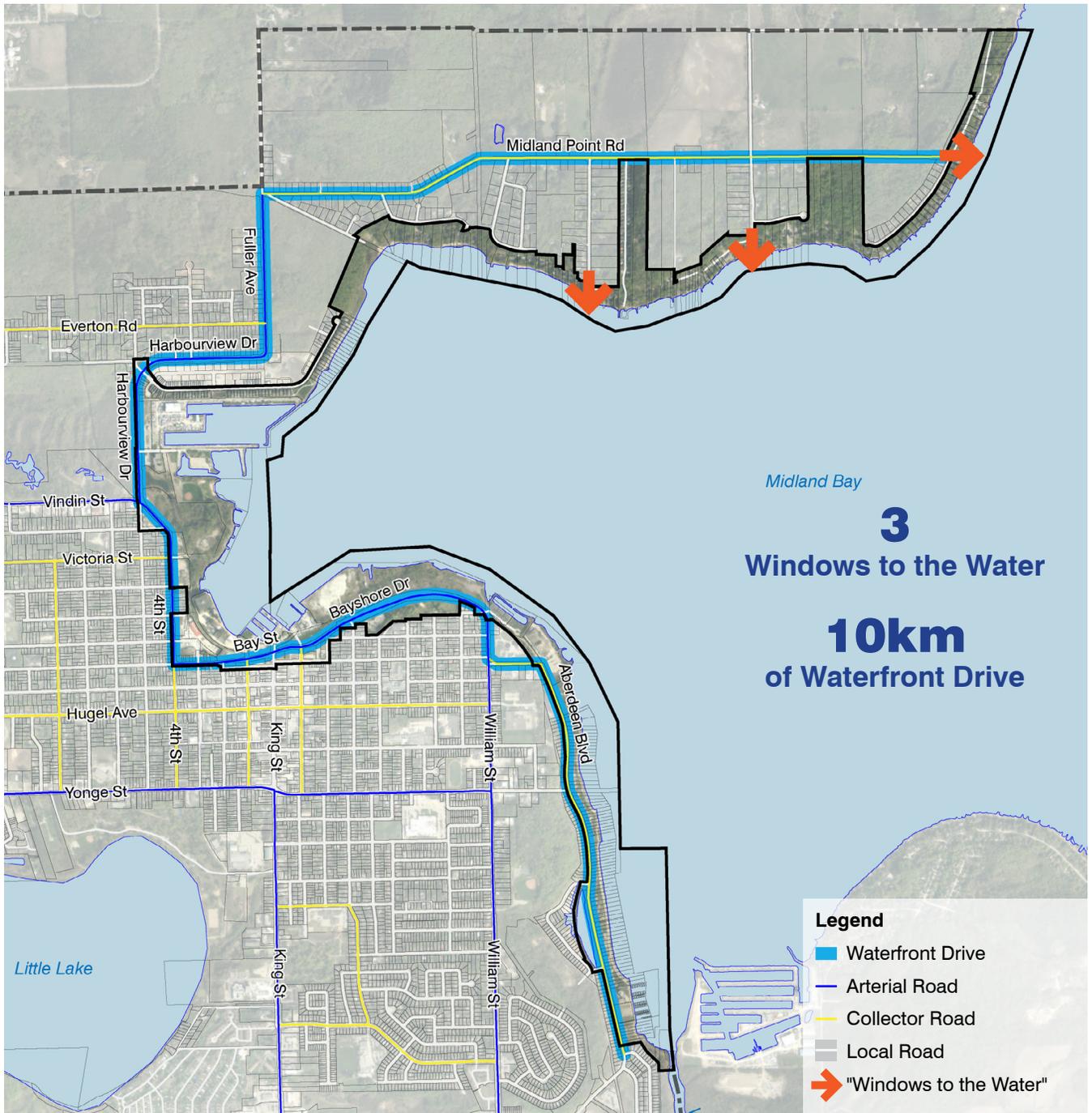
**Principle #1. Provide public roads and/or pedestrian access to the water's edge, especially in new development, to avoid privatizing the water's edge and creating private enclaves of exclusive use.**

**Ways to and along the waterfront** are roads that provide access to the water's edge or along the waterfront.

The map below highlights a **Waterfront Drive** which is a combination of Bayshore Drive, Aberdeen Boulevard as the primary streets that run along the waterfront. A potential future connection of Bayshore Drive to Vindin Street

was recommended in the Downtown Master Plan and is included on the Official Plan's Schedule E Roads Waterfront Drive then extends along Harbourview Drive, to Fuller Avenue to Midland Point Road.

**Windows to the Water** are public roads that end at the water's edge providing an opportunity for public access.



**3**  
Windows to the Water  
**10km**  
of Waterfront Drive

Map of the Ways To and Along the Waterfront

## Waterfront Drive

### Recommendation 1

Identify and sign the Waterfront Drive. In the absence of a single public road that consistently follows the waterfront shoreline, it is proposed to unite the existing waterfront streets of Bayshore Drive, Aberdeen Boulevard, parts of Fourth Street, Harbourview Drive, Fuller Avenue and Midland Point Road into a Waterfront Drive. This route is the “ribbon” that provides access to the Town’s waterfront parks and trails and should be promoted as a cohesive route with a common language of signage, wayfinding, banners and furnishings.



#### Aberdeen Blvd

Aberdeen Blvd provides the closest route along the waterfront south of Midland Bay Landing.



#### Bayshore Dr/Bay Street

Bayshore Dr is located such that it can provide a significant overlook of the bay and the future Midland Bay Landing.



#### Fourth St

Fourth St is the link past the grain elevator site north to Harbourview Dr.



#### Harbourview Dr

Harbourview Dr is the key connecting link north of downtown Midland terminating at Fuller Ave.



#### Fuller Ave

Fuller Ave provides the north south connection to Midland Point Road.



#### Midland Point Rd

Midland Point Rd is the connecting link following the north shore of Midland Bay.

## Windows to the Water

There are three publicly-owned road ends to Midland Bay are located on Currey Road, Puddicombe Road and Midland Point Road. These locations offer tremendous opportunity to expand the community's access and enjoyment of the lake to view the water, launch a canoe or kayak, fish and some locations may be suitable for swimming. These are particularly important locations for Midland residents without waterfront property. Currently, each location has private use either on the land or in the water along the shoreline and extending into the water at the end of the right of way.

### Recommendation 2

Analyze each Window to the Water and determine the best uses and management protocol for the specific characteristics and conditions (see also Windows to the Water in Chapter 4.3). In considering public access on the road ends, signage, information panels and consistent and broadly understood management practices are fundamental. In developing the design for each location, consider:

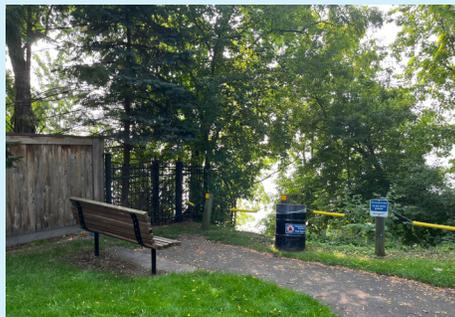
- 1 Signing the location as public
- 2 Clearing a public trail to the water's edge
- 3 Allowing some parking along the pavement edge in the right of way
- 4 Fencing along adjacent private properties
- 5 Native planting on either side and along shoreline
- 6 Adding potential amenities: waste receptacles, seating, canoe/kayak storage
- 7 Ensuring no private use on public land or water
- 8 Signage to encourage stewardship and prohibit dumping garden waste etc.



*Curry Rd Road End*

### City of Burlington - Windows to the Lake

The City of Burlington has a number of “Windows to the Lake” that are small parks at the terminus of major north south roads in the city. These locations provide an outlook to Lake Ontario. The Windows includes park amenities for access, seating and safety. On street parking is permitted on the roads terminating at the Lake.



*Examples of Windows to the Lake in Burlington*

## 4.2 Trails

**Principle #2. Aim to achieve a continuous water's edge public trail through new development. Continue to provide for year round public access on the Waterfront Trail.**

The primary active transportation route along the waterfront is the 7km Midland Rotary Waterfront Trail which traverses most of the area. The trail is well-connected to the Town and, as part of the Trans Canada Trail/Great Lakes Waterfront Trail, is connected to neighbouring municipalities.

The Trans Canada Trail/Great Lakes Waterfront Trail through Midland follows the Midland Rotary Waterfront Trail. A 2km unpaved off-road trail (the Mid-Pen Trail) connects to the trail system in neighbouring Penetanguishene. South of Midland, the trail connects to the Tay Shore Trail through Tay Township.

The Town has excelled at securing a trail along the water's edge through newly developed residential areas over the past decades. The Waterfront Trail provides access to the water for all of the residents of Midland, not just the lucky few with property on the water's edge. This is an aspiration of every city, town or village on a waterfront. Through the Midland Bay Landing development there will be an opportunity to secure continuous water side public trail access.

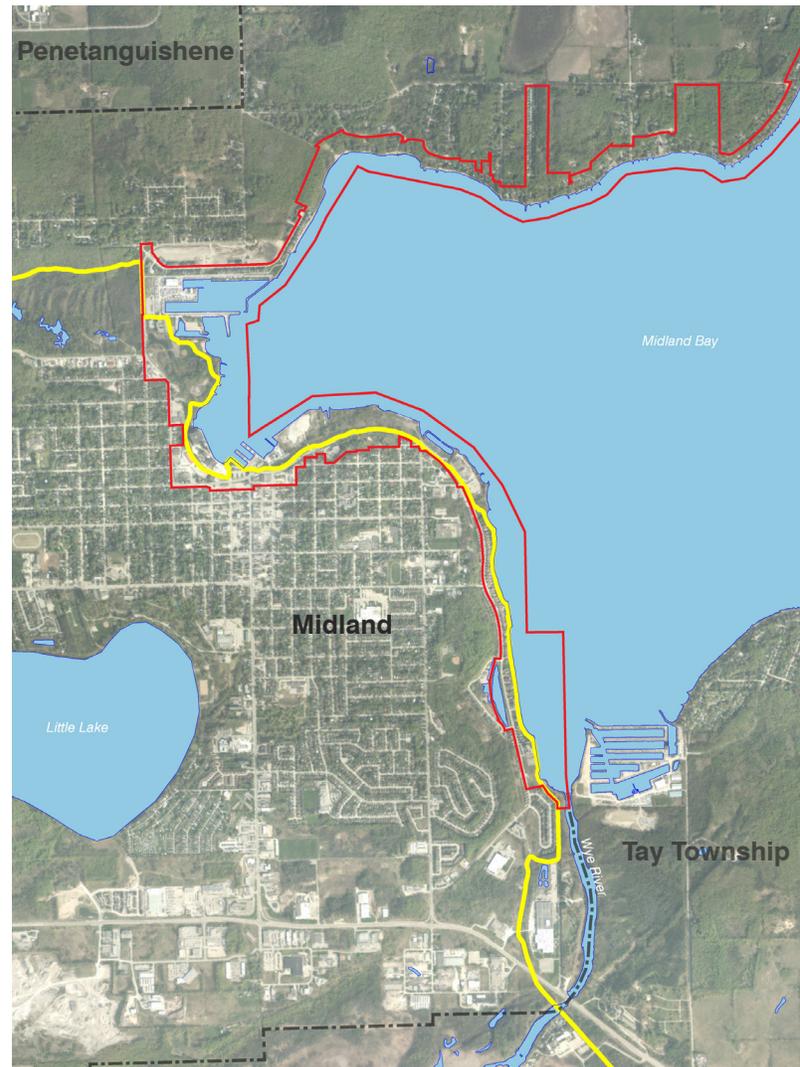
There are a few locations where water side access is not permitted which include Central Marine, Midland Bay Sailing Club, Bayport Sailing Club and the north shore of Midland Bay.

The *Midland Parks and Trails Master Plan (2019)* provides detailed context for recommendations for the Waterfront Trail. The Trails Framework identifies 4 main segments for the Midland Rotary Waterfront Trail. Each are described on the following pages.

### 4 Waterfront Trail Segments

- 1 South (3,780 m)
- 2 Harbour (646 m)
- 3 Pete Pettersen Park (914 m)
- 4 North to Gawley (1,373 m)

**Total: 6,713 m (6.7 km)**



Map of the Trans Canada Trail/Great Lakes Waterfront Trail (Midland Rotary Waterfront Trail)

#### Recommendation 3

Ensure development plans indicate a new public trail along the water's edge through the entirety of the Midland Bay Landing project and that it be connected to the Waterfront Trail.

#### Recommendation 4

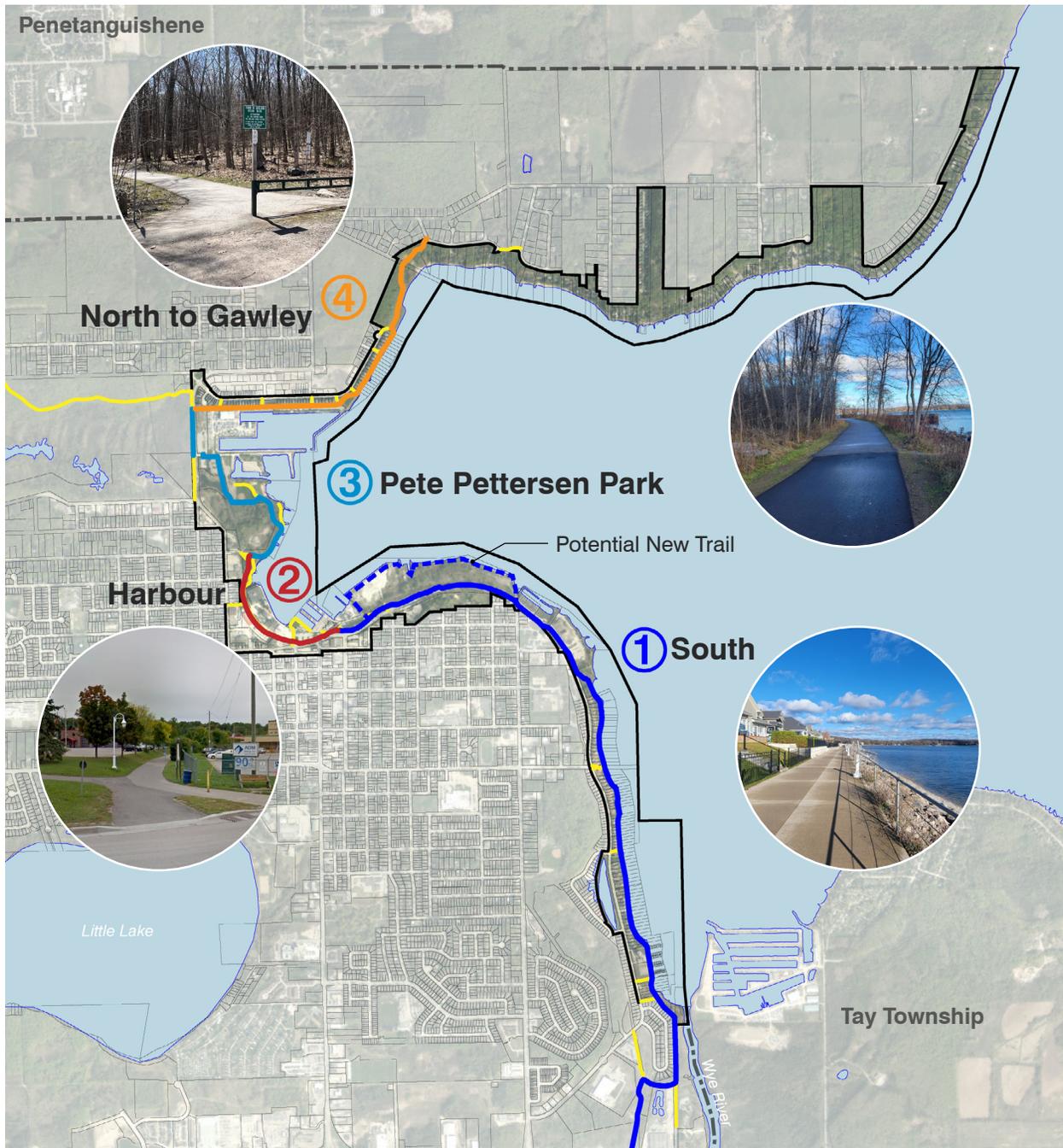
Develop a standards package for the Waterfront Trail identifying consistent seating, bicycle racks and waste receptacles to be used.

**Recommendation 5**

Develop a protocol for regular maintenance of the Waterfront Trail. Post the maintenance protocol along the Trail to enhance public awareness and expectations of the condition, especially in the winter.

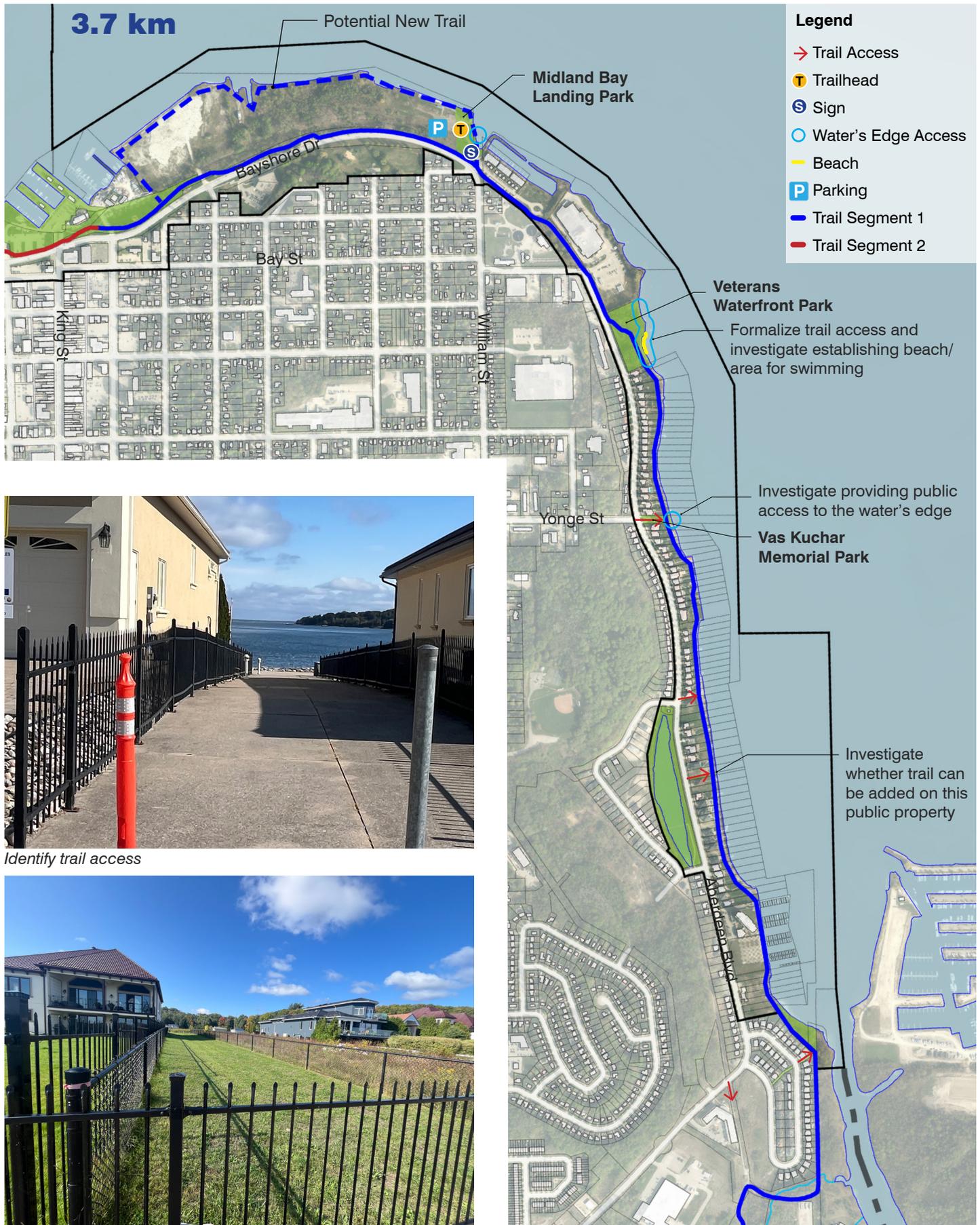
**Recommendation 6**

Provide Waterfront Trail access markers at each location. Identify the four key trail heads in Gawley Park, Pete Pettersen Park, Town Dock and Midland Bay Landing. Provide signage with distance markers and mapping identifying the location of and distance to washrooms and recreation facilities along the Trail (see also Chapter 4.6 Wayfinding and Signage).



Map of the 4 Waterfront Trail Segments

# Waterfront Trail Segment 1 - South



Identify trail access



Remove fence and allow trail access

The South segment of the trail is a well established portion where the shoreline has substantial planting along its length. The trail is accessed from Bayshore Blvd, Veterans Waterfront Park, Vas Kuchar Memorial Park and three unmarked access points. Similar to all trail segments, this portion needs distance markers to parks/amenities and identifiers of the ways to exit the trail. Every opportunity for public access to the water's edge, such as at Veterans Waterfront Park and Vas Kuchar Memorial Park (see Section 4.3) should be explored through detailed investigations. The Midland Bay Landing development offers an opportunity to extend the water's edge trail.

**Recommendation 7**

Formalize the current informal trail access through to the water's edge. Sign access to the water's edge. Investigate establishing beach/area for swimming.

**Recommendation 8**

Investigate through detailed design the opportunity to provide public access to the water's edge at Vas Kuchar Memorial Park. Provide public access to the water's edge similar to that provided on all residential properties north and south of this location.

**Recommendation 9**

Sign and remove barriers to all trail access points.

**Recommendation 10**

Prepare communications material for distribution to trail side residents describing why it's important to maintain open views through fencing to the trail to ensure safety and "eyes on the trail". Limit hard surfaces/play courts between the trail and the water's edge.



*Maintain open fencing to ensure 'eyes on the trail' and safety for trail users*

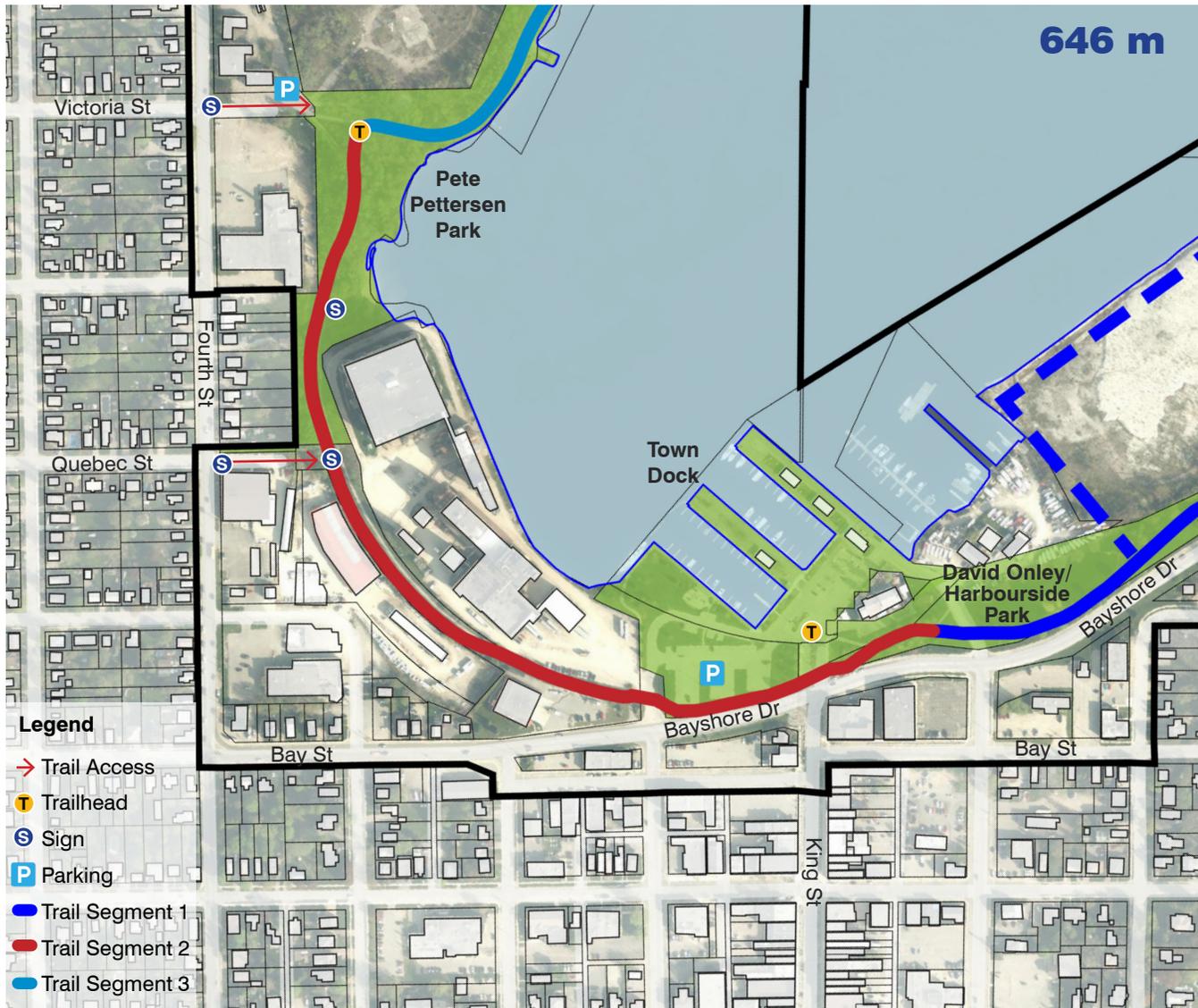


*Shallow shoreline conditions at Veterans Memorial Park.*



*Investigate the opportunity to provide for public access to the water's edge at Vas Kuchar Park.*

## Waterfront Trail Segment 2 - Harbour



The Harbour segment is the primary trail head for Midland's Waterfront Trail. Washrooms, parking, a restaurant, pop up retail, boat tours, etc. make this an appealing point of departure for cycling, walking, snow shoeing or skiing the trail. This is an ideal location for pop up retail for bike rental, snowshoe, ski rentals. Like other segments, trail access points need to be signed, with directions/distance markers along the route.

### Recommendation 11

Clear and sign access to the Waterfront Trail at Quebec and Victoria Streets.

### Recommendation 12

Add direction/distance signs on the Waterfront Trail identifying the distance to the Town Dock, the beaches. Develop the Town's protocol/procedures for trail maintenance.

### Recommendation 13

Develop the Town's protocol/procedures for consideration of pop up retail to provide bike, snowshoe, ski rentals, etc.



*Mark trail access point such as at Ottawa Street and Victoria Street*



*Identify trails with markers and directions to the water's edge and beaches*

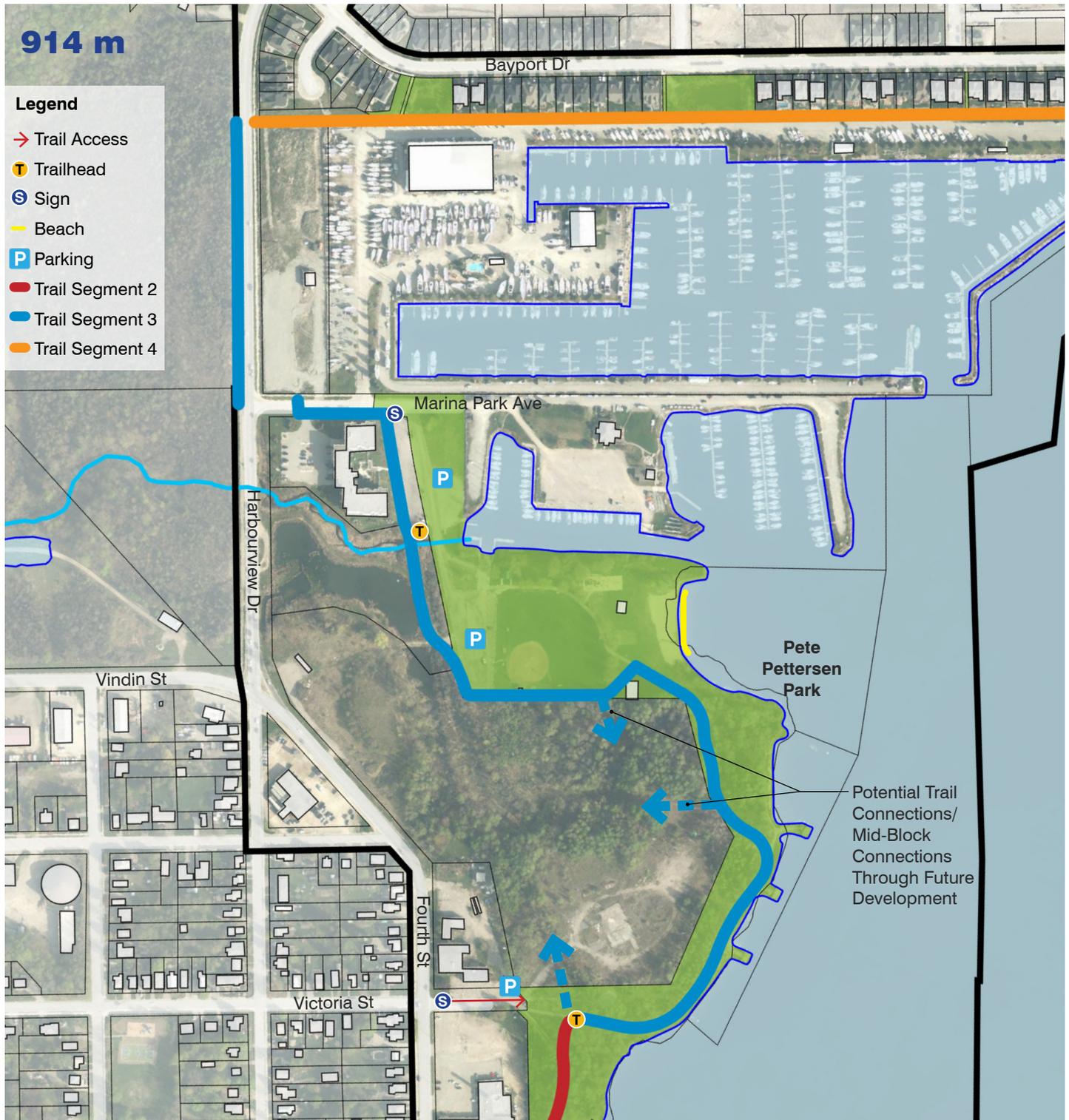


*Identify access to the water's edge from the trail*



*Identify the Town Dock as a trail head providing key amenities such as washrooms and attractions such as boat cruises.*

### Waterfront Trail Segment 3 - Pete Pettersen Park



This is a well developed trail segment that primarily traverses Pete Pettersen Park. It will be important for the Town to secure public trail access through the development planned for the east side of Harbourview Drive, north of Marina Park Avenue see Section 4.7) to connect to the trail in segment four. It is also important for the development planned adjacent to Pete Pettersen Park to have an appropriate transition to the trail and water's edge green space, ideally with points of public access through the development.

Pete Pettersen Park is an ideal location to mark as a trail head with its parking, washrooms, beach, playground, etc.

**Recommendation 14**

Secure public trail access through the residential development planned in this segment and ensure an appropriate built form and landscape transition to the waterfront parks (see Chapter 4.7).

**Recommendation 15**

Identify Pete Pettersen Park as a Trail Head having parking, washrooms, beach, playground, etc. Add trail signage at the park entrance.

**Recommendation 16**

Identify trail routes to the water's edge, piers and beach north of ADM Milling.



*Park signed on Harbourview Drive*



*Trail access needs to be signed at driveway to the park*



*Distance markers and directional signage needed*



*Add trail connections to the water's edge*

## Waterfront Trail Segment 4 - North to Gawley



Identify trail access north to Gawley Park from the Bayport trail



Identify trail access points from Bayport Drive



Identify trail access points from Bayport Drive

Gawley Park is an ideal location for a trail head with its parking, portable washrooms, playground and beach. Various points of access to the trail are provided in the newly developed residential community, however signage is required to identify the locations. Ideally, the fencing along the stormwater management ponds would be removed to integrate these nodes of public space along the trail and with the larger waterfront open space system. Similar to the southern segment of the trail, open fencing along residential properties should be maintained to allow “eyes on the trail” and safety for trail users. Section 4.6 outlines recommendations for naturalized planting along the shoreline with the aspiration that it be of similar character to the trail shoreline in the southern segment of the trail.

**Recommendation 19**

Consider removing fencing around storm water management ponds to seamlessly connect the parts of the open space system.



*Provide a Stewardship Guide to homeowners to encourage naturalized planting in pockets along the shoreline.*

**Recommendation 17**

Add trail markers to identify entry/exit points.

**Recommendation 18**

Identify Gawley Park as a Trail Head with parking, washrooms, beach and a playground. Add signage at Fuller Avenue and Midland Point Road.



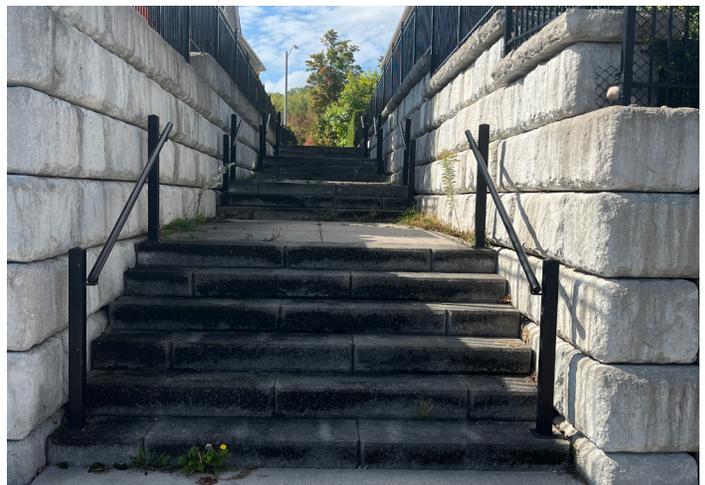
*Consider removing fencing around storm water management ponds to seamlessly connect the parts of the open space system*



*Maintain open fencing along the trail to encourage “eyes on the trail”*



*Identify trail entry and exit points*



*Identify trail entry and exit points*

## Waterfront Trail Cross Sections

The cross sections on page 31 depict the ideal conditions along the three segments where the Waterfront Trail is paved. These segments are described below:

### 1. Waterfront Trail North and South Segments (Segments 1 and 4)

The trail in the residential neighbourhoods at the north and south end has the typical cross section illustrated in #1 on the facing page.

The Town had the great foresight to achieve the waterfront trail for all Midland residents to enjoy. In both locations, the trail is flanked by open fencing that delineates private property. It's ideal to maintain the open fencing to ensure 'eyes on the trail'. The shoreline in the south end has been planted/naturalized over the past 15 years creating a green edge to the trail. The more recent development in the north on Bayport Drive would benefit from a Stewardship Guide for residents to provide direction for planting along the shore (see Chapter 4.6).

On the inland side, native trees and shrubs are recommended to be planted within a landscape zone, adjacent to the existing fence.

It will also be important for the Town's Zoning By-law to include regulations for structures/hard surfaces on the waterside of the trail in favour of planting.

### 2. Waterfront Trail Through the Town Dock (Segment 2)

This typical cross section applies to the trail through the Town Dock area.

The distinguishing feature of the trail is its location along the water's edge. The design approach includes:

- providing a pavement width that is wide enough to accommodate two persons comfortably walking side-by-side, while allowing a stroller or person in a wheelchair to pass, and seating located on one side (facing the water).
- providing a generous landscaped area on the inland side of the promenade that includes large canopy trees and large swathes of native, and ornamental plantings.
- installing a continuous row of low decorative bollards and/or pedestrian barriers along the water's edge.
- incorporating decorative paving moments along the promenade to signal important locations, viewing points, changes in direction and/or a meeting spot.
- incorporating wayfinding and interpretive signage.

### 3. Combined Trail Sidewalk (Segment 2)

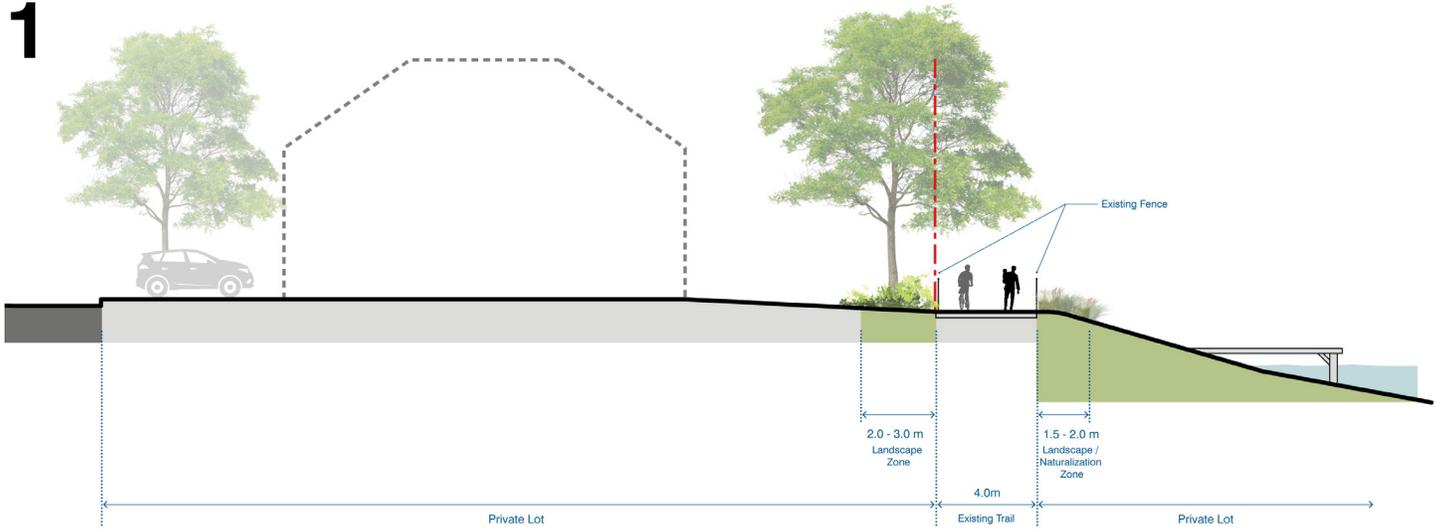
This typical cross section applies to the Combined trail / sidewalk, as illustrated in the Conceptual Plan for Town Dock Park in Section 4.3.

Combining the existing trail and sidewalk, that is located on the north side of Bayshore Drive, is intended to consolidate pedestrian/cyclist movements, and to create a tree-lined boulevard between the roadway and the trail / sidewalk.

The design approach includes:

- providing a pavement width that is wide enough to accommodate 2-way travel for pedestrians and cyclists.
- providing a 4 to 5m wide boulevard planted with large canopy trees and moments of understorey plantings.
- installing seating and other pedestrian / cyclist amenities along the promenade.
- incorporating wayfinding and interpretive signage.

1



Waterfront Trail north and south segments

2



Trail through the Town Dock

3



Identify trail entry and exit points

The key questions and responses from the on line survey regarding trails are provided below.

## Comments from Online Survey

**Q: Can you identify any missed connections/opportunities to create connections?**

### No Missing Connections

- Majority of respondents indicated that there are no missed connections or gaps in the existing network.

### Pedestrian Safety & Crossings

- Requests for pedestrian-controlled lights and crosswalks:
  - Marina Park Avenue (noted as dangerous with high pedestrian/cyclist traffic).
  - Across Bayshore Drive to improve access from the east side neighbourhood, currently separated by barriers and a high-speed road.

### Signage & Wayfinding

- Suggestions for better signage to highlight:
  - Routes to Little Lake Park.
  - Bike and walking paths in Tiffin Park

### Trail Connectivity Improvements

- Extend the trail along the shoreline after Midland Marina, through the Midland Bay Landing
- Gaps noted:
  - Between Pete Pettersen Park and Gawley.
  - Too few connections into the harbour section from surrounding neighbourhoods.

### Safety and Accessibility Concerns

- Behind the elevators area described as narrow, with unhoused people present, making it feel unsafe.
- The harbour section described as slightly disjointed and contending with parking pressures.

## Comments from Online Survey

**Q: Can you identify any upgrades or feedback on how to maintain trails?**

### General Maintenance & Positive Feedback

- Several people said “No” issues or noted trails are already well maintained.
- Some praised grading work (e.g., at Midland Bay Landing) and encouraged continuation of routine maintenance.

### Trail Surfaces & Seasonal Use

- Mixed views on paving - some support paved trails for roller skiing, rollerblading, and accessibility, others strongly opposed paving, wanting to preserve natural surroundings.
- Suggestions for winter use:
  - Cross-country ski tracks.
  - Provide year-round maintenance so trails are walkable in winter.

### Safety & Visibility

- Concerns raised about poor lighting, especially:
  - South trail (too much glare, inconsistent coverage).
  - Areas near harbour and Pete Pettersen Park (associated with unhoused people and drug use).
- Other safety improvements:
  - Trim overgrown bushes to avoid blind corners.
  - Spray paint bumps/imperfections until fixed.
  - Address flooding behind the grain elevator with better drainage.
  - Repave cracked sections (e.g., along Aberdeen).

### **Amenities & Comfort**

- More garbage cans to reduce litter.
- Requests for public washrooms
- Add shade trees (e.g., Bayport section, where summer heat is severe).
- More shelters along trails.
- Provide privacy screens for industrial/yard-adjacent areas.

### **Signage & Layout**

- Better signage to reduce confusion near the Town Dock and to connect Pete Pettersen to Gawley.
- Suggestions to separate bike/snowmobile paths from walking/ski paths.
- Layout improvements in harbour areas to reduce conflicts with parking.

### **Environmental Maintenance**

- Eliminate poison ivy and invasive species.
- Routine brush trimming and weed control to prevent trails from narrowing.

## 4.3 Water's Edge Green Space

**Principle #3. Protect and maintain all water's edge green space. Aim to secure additional waterfront lands for public use in newly developing areas.**

The Town owns 20.75 hectares of land along the waterfront. This is a tremendous asset for Midland's residents and visitors with many waterfront parks and some public roads that end at the water. Green spaces are distributed along the Town's water's edge providing many opportunities to access the water, pause along the trail, rest, relax or engage in active recreation. All are treasured resources that should be protected and maintained.

The framework for the Waterfront Master Plan recommends a hierarchy of water's edge green spaces that includes:

- 1 Major waterfront parks
- 2 Minor waterfront parks
- 3 Parkettes with no facilities
- 4 Windows to the Water (road ends)

The overall framework of all water's edge green space is illustrated on page 35. This section describes the existing conditions and recommendations for each of the water's edge green spaces organized according to the hierarchy above. Improved signage and wayfinding are the focus of recommendations to each of these locations. Maps locating the individual parks in the system, distance markers, proximity to washrooms and other amenities, directional signage, etc. are important to build awareness of all of the public points of access to the water's edge.

The *Midland Parks and Trails Master Plan (2019)* provides some context and background for the recommendations.



*Pete Pettersen Park, a major waterfront park*



*Gawley Park, a minor waterfront park*



*Sunrise Park, a parkette with no facilities*

Penetanguishene



**20.75 ha**  
(51 acres) of parkland

**1**  
beach

**3**  
playgrounds

**2**  
public washrooms

**1**  
baseball diamond

**Hierarchy of Water's Edge Green Space**

- 1 Major Waterfront Parks
- 2 Minor Waterfront Parks
- 3 Parkettes
- 4 Windows to the Water

Map of the Water's Edge Green Space Hierarchy

# 1 Major Waterfront Parks

The Town Dock Park and Pete Pettersen Park are both key destinations and identified as Major Waterfront Parks.

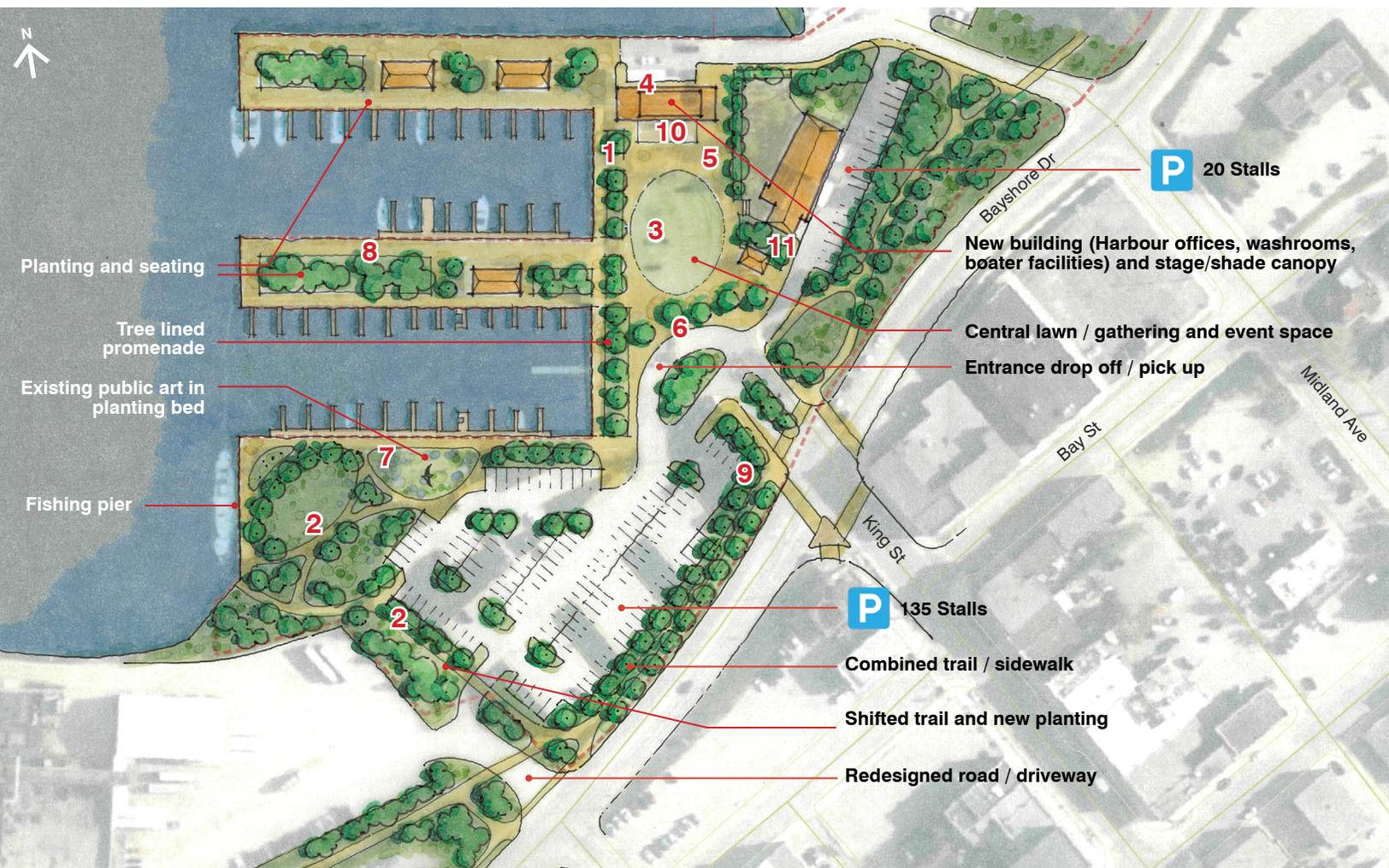
## Town Dock Park

Town Dock Park is the key waterfront destination providing the dock for cruise ships, a marina, a park, a key location for events space and a setting for the existing waterfront restaurant. A concept plan illustrates opportunities for this location. Priority is given to pedestrians strolling along the trail, enjoying events or disembarking from the cruise ship or boats. Most of the surface parking is reorganized and grouped in one main area. The restaurant, outdoor patio and David Onley Harbourside Park remain as is providing key amenities to this location. Expanded pop up retail could be considered for bike, canoe, kayak, snow shoe and cross county ski rentals.

The layout of docks remains unchanged. An alternative with finger docks located central in each basin was considered, however there was insufficient space for manoeuvring of boats.

The Town Dock should be identified as one of four trail heads for the waterfront trail. Over time, consideration should be given to further removing parking from this prime waterfront location in favour of green space. This also reflects direction from the Town's Downtown Master Plan.

Town Dock	
Area	23,452 m <sup>2</sup> (2.3 Ha)
Frontage	775 m
Features	docks, 3 piers, seawall, swan statue, horticultural society statue/garden



Conceptual Plan for Town Dock

A master plan for the new waterfront park should be coordinated with detailed plans for the public realm at future Midland Bay Landing.

**Recommendation 20**

Redesign the Town Dock Park to create a central gathering / events space for the downtown that prioritizes people over cars.

The concept plan illustrates a “point of departure” for detailed design. Recommendations (numbered below and located on the concept plan) include:

- 1 A continuous pedestrian promenade along the water’s edge, lined with canopy trees.
- 2 New walkways throughout the space, connecting the marina with the park, and the Rotary Waterfront Trail.
- 3 A central lawn and events space replacing the parking in front of the restaurant.
- 4 A new building for the harbour office, public washrooms and washrooms/showers for the boaters to replace the existing building. The building could also incorporate a performance stage and shade structure.
- 5 A redesigned interface between the new central lawn and the restaurant patio, including stepped planters, seating, and a walkway.
- 6 A park drop off area at the base of King Street which directs cars to the central parking area, and away from the central lawn.
- 7 Maintaining the public art, however changing the surface to be a planted landscaped area.
- 8 Additional landscaped areas along the piers, to reduce the amount of paved surface and provide seating, shade, and ornamental plantings while providing space for cruise ship passengers and boaters.
- 9 A combined trail and sidewalk along Bayshore Drive to provide more space for landscaping and create a greater buffer between pedestrians and cars.
- 10 Identify this location as a Trail head for the Waterfront Trail with signage.
- 11 Consider expanded pop up retail for bike, canoe, kayak, snow shoe, cross county ski rentals.



## Pete Pettersen Park

Pete Pettersen Park is the largest park on Midland's waterfront at almost 7 hectares in size. A concept plan illustrates the opportunities for this park. It's the location of the Town's only public boat launch, a baseball diamond, two beaches, a play structure, permanent washrooms and a shade structure. The park stretches south along the shoreline to end of Ottawa Street, the location of one of the beaches. This park should be located as one of four trail heads for the Rotary Waterfront Trail that winds through the wooded landscape. There are four old piers along the shoreline that are popular for swimming. The park's ball diamond is an attraction with lots of capacity of additional use according to the *Parks and Trails Master Plan (2019)*. The Town has recently constructed a new shade structure adjacent to the beach following the recommendations of the *Parks and Trails Master Plan (2019)*. Special attention to development planned for the west edge of the park will be required to ensure an appropriate transition to the waterfront park.

### Recommendation 21

Redesign the entrance/parking near the boat launch in Pete Pettersen Park. Develop design concepts for the piers to enhance for public use.

The revitalization of **Pete Pettersen Park** is intended to maintain a continuous public open space along the water's edge, while balancing space for pedestrians, cyclists, cars, and boats.

As illustrated in the concept plan (numbered below and located on the concept plan on page 39), recommendations for Pete Pettersen Park include:

- 1 Re-organizing of the north parking lot so that parking is located towards the central portion of the area,
- 2 A landscaped and a pedestrian promenade to and along the water's edge,
- 3 A landscaped trail along the shared property line with 151 Marina Park Ave.
- 4 Re-allocating space from around the boat launch to sidewalks and landscaping.

- 5 Re-designing the parking area behind the ball diamond to provide a landscape buffer between play / sitting area and cars.
- 6 Adding wayfinding on walkways to the beach and lookout point.
- 7 Consider detailed design for enhancements to the piers.
- 8 Identify Pete Pettersen Park as a Trail Head, with signage re: park's facilities.



Illustration of the opportunity for enhancement of the pier from the *Parks and Trails Master Plan (2019)*



Sidewalk  
20 Stalls **P**

35 Stalls  
boat trailers

Promenade and  
landscape

Boat launch

Walkway / trail

Pergola

36 Stalls **P**

Marina Park Ave

Midland Bay  
Sailing Club

Existing  
washroom

Existing  
playground

Existing  
beach

New shade  
structure

Existing Ball  
Diamond

Pete Pettersen Park	
Area	66,772 m <sup>2</sup> (6.7 Ha)
Frontage	147 m
Features	public boat launch, washroom facilities, ball diamond and playground equipment



Fourth St

Victoria Street



## Comments from Public Workshop on Town Dock and Pete Pettersen

- General support: good focal point, better use of space
- Move central lawn to parking lot area
- Provide shaded seating near playground and ball diamond
- Add maritime/museum/exhibit space
- Enhance trail connection from Pete Pettersen Park to Town Dock

## Comments from Online Survey

**Q: How do you think the Town Dock could be improved?**

• More plantings/vegetation	13
• More seating	20
• Improved washroom facility	15
• Dedicated area for fishing	16
• Improved trail crossing to Town Dock	15
• Wayfinding signage	13
• Other	15



## Comments from Online Survey

**Q: What do you like about early ideas for the Town Dock and waterfront park?**

### Greenery, Trees & Seating

- Most frequently mentioned positive aspect.
- Appreciation for lots of trees, plantings, shaded seating, and greenery replacing some parking.
- Many liked the idea of comfortable areas to sit, relax, and enjoy the waterfront.

### Event & Gathering Spaces

- Support for central event and gathering space, including:
  - Event location near the dock.
  - Community-oriented space (not just for boaters or cruise ships).
  - Dedicated event space design features.
- Some liked the fishing pier idea as part of expanded recreation.

### Traffic, Safety & Accessibility

- Positive feedback for:
  - Better traffic management, reducing conflicts between pedestrians, bikes, and cars.
  - Trail realignment at the dock to separate it from road/parking traffic.
- Keep cars away from shoreline to prioritize pedestrian space

### Boating & Marina Facilities

- Suggestions to:
  - Provide more transient boat slips for visitors.
  - Keep the boathouse/waterfront restaurant.
  - Add more restaurant patios overlooking the water.
  - Question whether permanent slips should remain, as they serve a limited group.

### Amenities & Facilities

- Support for improved washrooms (including sharps bins and accessibility).
- Desire for sun/heat protection via planting and seating design.
- Mixed views on parking:
  - Some like parking moved away from shoreline.
  - Others worried about insufficient parking if the dock gains popularity.
  - Concern that it won't draw people to walk along the dock.
  - Should the town remain in the marina business long-term?

### Comments from Online Survey

**Q: What would you change about early ideas for the Town Dock and waterfront park?**

#### General Support

- Many satisfied with current plans; some said “Looks good.”
- Concerns about property tax increases; some argue other municipal priorities should come first.

#### Parking, Access & Safety

- Parking consistently raised as an issue: risk in removing spaces given marina/festival use.
- Suggestions: shift parking south of Bayshore, reduce pier parking, or offer free parking for locals while charging visitors.
- Safety concerns: avoid landscaping that blocks sightlines; goose control recommended to improve cleanliness.

### Boating & Waterfront Uses

- Mixed views: expand slips and visitor amenities (e.g., patios) vs. reduce/remove slips to reclaim land for public space, shops, or development.
- Fishing pier location questioned.

### Event Space & Community Activation

- Divided views on stage/event lawn: some see it as redundant or better suited at David Onley Park; others want it removed.
- Alternative ideas: prioritize a sun shelter, add cafés/eateries, concessions, playground, or attractions to enliven space.

### Business & Integration with Broader Plans

- Concerns about effects on nearby businesses; calls to consult BIA and owners.
- Requests to see how the Unimin property plan fits before proceeding.

**Q: Other ideas for the Town Dock and waterfront park?**

- Boaters are over-prioritized by the town already. They bring little to no value despite heavy investment in catering to their wishes and needs.
- Remove the Town Dock for personal watercraft. Reduce the amount of parking lot space.
- Boat launch.
- More docks for visiting boaters to shop, visit restaurants and other summer activities.

## Comments from Public Workshop

- Like shade structures near ball diamond and playground
- Support promenade and trail enhancements
- Support for the separate boat launch from parking
- Improve parking surfaces and accessibility
- Encourage safer paths from parking areas to playground/beach
- Desire for better trail connections with waterfront promenade
- Add pergola and shaded areas
- Support separation of cyclists and pedestrians on trails
- Create climbing/play structures that double as seating
- Increase public land between Marina Park Ave and parking lot

## Comments from Online Survey

### Q: What do you like about early ideas for the Town's boat launch and Pete Pettersen Park?

#### General Positives

- Many expressed overall approval (“Looks good,” “All OK,” etc.).
- Pete Pettersen Park already seen as beautiful, but improvements are welcomed.

#### Shade, Seating & Comfort

- Shade shelters, pergolas, and shaded seating were frequently praised and described as “desperately needed.”
- Support for shade trees around the ball diamond.

#### Parking, Traffic & Access

- Support for a more organized parking lot.
- Concerns about reduced boat/trailer parking (14 spaces seen as insufficient).
- Worried about traffic confusion and wait times if boat launches and parking are clustered.
- Current parking is fine and questioned spending money here.
- Support for clearer trail alignment through the parking area, with safe crossing points.
- Desire for better walking, e-bike, and non-car access.

#### Parks, Recreation & Beach Enhancements

- Interest in beach upgrades.
- Some felt existing improvements already look good.
- Goose population control flagged as important for accessibility and health.



## Comments from Online Survey

**Q: What would you change about early ideas for the Town's boat launch and Pete Pettersen Park?**

### **General Positives/ No Changes**

- Several said “Nothing” or “It all seems good,” with no changes suggested.

### **Beach, Waterfront & Recreation Enhancements**

- Make the beach more usable: regular cleaning (seaweed, goose poop), dredging, and water quality measures.
- Additions suggested: picnic areas/ tables, volleyball nets, restaurant patio, changerooms.
- Emphasis on keeping the beach safe/open and managing waterfowl.
- Some called for playgrounds and family-friendly amenities near the ball diamond.
- Interest in programming (synthetic ice surface, supervised boat launch) and stronger park promotion.

### **Shade, Seating & Comfort**

- Support for shade trees, seating, and picnic tables.
- Mixed views on a large pergola.

### **Parking, Access & Ball Diamond Use**

- Retain more vehicle/trailer parking and improve launch access and traffic flow.
- Concerns about over-paving and safety— suggestions for separate walkways/trails.
- Ball diamond is underused, suggesting space could be reallocated or integrated with sailing club lands.

### **Wildlife & Environmental Considerations**

- Calls for goose/waterfowl control.
- Support for protecting turtles crossing the parking lot.
- Preference for natural shade trees over built structures.

## 2 Minor Waterfront Parks

Seven Minor Waterfront Parks are identified. These locations have some facilities, such as a playground, seating or a pavilion, and provide a destination along the Waterfront Trail. The exception is Foundry Park that requires further detailed design to confirm the facilities for this location. The following is a brief description of existing conditions and recommendations for each location.

### Recommendation 22

#### Vas Kuchar Memorial Park

Vas Kuchar Memorial Park offers important public access to the south leg of Rotary Waterfront Trail. It includes a map, gazebo and seating with a lookout to Midland Bay. On street parking on Aberdeen Blvd should be permitted to enable broader access to the trail. The shoreline at this location is fenced off. The opportunity to create access to the water's edge should be considered, similar to the conditions north and south of the park on residential properties.



Vas Kuchar Memorial Park	
Area	1,472 m <sup>2</sup> (0.15 Ha)
Frontage	21 m
Features	trail access, gazebo and seating areas, scenic lookout, horticultural displays



### Recommendation 23

#### Veterans Waterfront Park

Veterans Waterfront Park provides a green space along the south leg of the Rotary Waterfront Trail. The Park has a naturalized shoreline with seating. Heritage signage needs to be upgraded. On street parking on Aberdeen Blvd should be permitted to enable access to the park and trail. There are informal trails to the water's edge that should be formalized and signed.



Veterans Waterfront Park	
Area	11,152 m <sup>2</sup> (1.2 Ha)
Frontage	175 m
Features	scenic waterfront trail with a naturalized waterfront, wheelchair accessible seating area, site of Scouts Arboretum



#### Midland Bay Landing Park

Midland Bay Landing Park provides ample parking and a beautiful lookout over the bay. Custom designed picnic tables, seating and portable washrooms are provided. This Park is temporary and longer term plans for this location are dependent on the Midland Bay Landing project.



Midland Bay Landing Park	
Area	5,976 m <sup>2</sup> (0.6 Ha)
Frontage	147 m
Features	scenic lookout, great fishing spot, and seating areas



**Recommendation 24**

**David Onley/Harbourside Park**

David Onley/Harbourside Park while not at the water’s edge is an extensive of Town Dock Park. It includes one of the three locations of a children’s play structure. It also includes a water filling station. It creates a linear green park along Bayshore Drive with the opportunity to extend it through the Midland Bay Landing project. Additional tree planting or a pavilion would help to create shade at the park.



**David Onley/Harbourside Park**

<b>Area</b>	16,100 m <sup>2</sup> (1.6 Ha)
<b>Frontage</b>	none
<b>Features</b>	playground, monument for the workers, trail connections



**Recommendation 25**

**Foundry Park on Bayport Blvd**

A new park is located in the recently developed residential neighbourhood north of the Bayport Yachting Club. It provides a green space along the northern part of the Rotary Waterfront Trail with steps down to the water’s edge. Detailed design should be undertaken, working with residents, to develop a park design that could include a play structure, shade structure and additional planting.

**Foundry Park on Bayport Blvd**

<b>Area</b>	7,188 m <sup>2</sup> (0.7 Ha)
<b>Frontage</b>	132 m
<b>Features</b>	seating areas, waterfront trail connection

**Recommendation 26**

**Tom McCullough Park**

Tom McCullough Park is a largely forested area with an open area along the water’s edge that provides an important public connection between the newly built residential neighbourhood on Bayport Blvd through to Gawley Park. Public access should be signed from Bayport Blvd. The Rotary Waterfront Trail follows the shoreline. It will be important to ensure the planned residential development has an appropriate landscape transition to the park and provides additional points of public access to the waterfront. A small park is located at the north end of Bayport Blvd and should be incorporated into Tom McCullough Park per the Parks and Trails Master Plan (2019) with signage that indicates public access.

**Tom McCullough Park**

<b>Area</b>	44,176 m <sup>2</sup> (4.4 Ha)
<b>Frontage</b>	364 m
<b>Features</b>	nature trails, scenic lookout area, and picnic area

**Recommendation 27**

**Gawley Park**

Gawley Park anchors the north end of Midland’s waterfront park system with one of two sandy beaches, a playground, parking and portable washrooms. This park should be signed from Fuller Avenue, Gawley Drive or Midland Point Road. It provides an important trail head offering a staging location for trail users to head south.



**Gawley Park**

<b>Area</b>	17,580 m <sup>2</sup> (1.8 Ha)
<b>Frontage</b>	53 m (including adjacent ROW)
<b>Features</b>	beach, playground equipment and nature trails



### 3 Parkettes

Three parkettes are identified along the north shore of the waterfront. Each provides a pocket of public land with an opportunity to provide modest amenities to enable access to the water's edge. Although small in size, this type of space provides another opportunity for residents to access the waterfront.

#### Recommendation 28

#### Glenbrook Gardens

Glenbrook Gardens is a predominately wooded area that leads to approximately 60 m of water's edge. It lacks any signage from the adjacent road or on the property to indicate it's public land. Informal trails provide access to the shoreline. Trails should be maintained and standard Town seating should be provided. Signage should discourage dumping of yard waste in this naturally treed landscape.



Glenbrook Gardens	
Area	6,080 m <sup>2</sup> (0.6 Ha)
Frontage	60 m (including adjacent ROW)
Features	nature trails and a natural woodlot leading to the waterfront



#### Recommendation 29

#### Sunrise Park

Sunrise Park is a signed park at the corner of Curry Road and Estate Court with a sliver of access to the waterfront in between adjacent private properties. Trails are cleared and a picnic table is provided at the sandy/pebbly shore. The Park needs to be signed from Midland Point Road.



Sunrise Park	
Area	5,480 m <sup>2</sup> (0.5 Ha)
Frontage	21 m
Features	undeveloped parkland with nature trails leading to the waterfront

#### Recommendation 30

#### Lakewood Dr Property

The Lakewood Drive Property should be signed as public property. This is a largely wooded site, with an informal path to a rocky shoreline where residents have placed seating. Trails should be cleared and Town's standard furnishings added.



Lakewood Dr Property	
Area	2,048 m <sup>2</sup> (0.2 Ha)
Frontage	30 m
Features	Wooded

## 4 Windows to the Water

The north shore also has three road ends classified as windows to the water providing a place for residents to see the water, launch a canoe or kayak or go swimming (see Section 4.1). It is important that access be clearly signed as public and the right-of-way remain unencumbered with private use. If, on the other hand, private use is to be considered, a protocol and procedure should be developed to ensure the opportunity is open to all to be considered.

### Recommendation 31

Analyze each Window to the Water and determine the best uses and management protocol for the specific characteristics and conditions for considering public access. In developing the direction for each road end, consider signage to indicate public access, to discourage dumping yard waste and adding standard Town picnic tables and benches. Limited on street parking along the edge of pavement should be considered, while still enabling public access through to the water's edge. Public use of these locations should take precedence over private use. Also refer to Recommendation 2.

### Curry Rd Road End

Curry Rd Road End	
Area	604 m <sup>2</sup> (0.06 Ha)
Frontage	28 m
Features	

### Midland Point Rd Road End

Midland Point Rd Road End	
Area	1,460 m <sup>2</sup> (0.15 Ha)
Frontage	21 m
Features	

### Puddicombe Rd Road End

Puddicombe Rd Road End	
Area	1,032 m <sup>2</sup> (0.1 Ha)
Frontage	23 m
Features	informal boat launch



## Comments from Online Survey

**Q: Do any of the existing green spaces need improvements? If so, please tell us what improvements are required and where.**

### Preservation & Protection

- Some respondents insisted that green spaces should be left alone and protected from development.
- Calls for more green space and ensuring it integrates well with new developments (e.g., Midland Bay Landing).

### Maintenance & Cleanliness

- Clean up Pete Pettersen Park (goose feces, weeds in beach).
- Clean up “Dead seagull beach” near grain elevators (garbage, drug paraphernalia).
- Clean up South end Zone 2 (trees/weeds, blind corners).
- Requests for weed control, brush clearing, better raking, and ongoing maintenance of waterfront areas.

### Facilities & Amenities

- Washrooms and taps requested at multiple parks, especially Gawley Park and Veterans Waterfront Park.
- More trash bins, shade/trees, seating in shaded areas, and bike parking suggested.
- Interest in exercise stations and dog-friendly beach areas.

### Water Access & Beaches

- Desire for more swimmable beaches at existing sites.
- Better canoe/kayak/SUP launches (especially at Midland Bay Landing).
- More public beach access along Aberdeen Blvd.
- Respondents noted some beaches are underutilized (grain elevator beach) could be revitalized with facilities, signage, and more programming.

### Connectivity & Access

- Suggested better connections between green spaces with walking/biking paths.
- Calls for clearer signage to indicate public access points.
- Some want brush cleared to improve water views and picnic areas.

### Safety & Social Concerns

- Multiple mentions of homeless encampments (“tent city”) creating an unsafe environment particularly near waterfront beaches.
- Concerns that some parks feel underused due to presence of squatters.
- Calls for more active use and programming to deter misuse.

### Parking & Access Issues

- Requests to maintain free parking so seniors and others can continue to enjoy water views.
- Some noted insufficient parking near green spaces.



## Comments from Online Survey

**Q: Are there any recreation spots missing on the map above?**

### No Missing Spots

- Many responses were simply “No,” “None,” or “Not that I know of.”
- Several stressed that as long as existing amenities like parking at Midland Bay Landing are maintained, they are satisfied.

### Signage & Wayfinding

- Suggestions for better signage to highlight:
  - Routes to Little Lake Park.
  - Bike and walking paths in Tiffin Park forest.

### Additional Facilities & Features

- Water fountain in summer that doubles as an outdoor skating rink in winter.
- Adult exercise stations along trails.
- Calls for more green space, splash pad, and a dog beach.

### Map Limitations & Missing Areas

- Some noted that the map does not extend far enough south to show connections to Tay Township.
- The trail along Tiffin/Aberdeen too narrow and unusable in winter.

## Comments from Public Workshop

- Convert Coal Dock for cruise ships and attractions
- Provide more fishing access and rental options
- Increase benches, seating, and shaded gathering areas
- Include natural playgrounds and splash pads near the water
- Add gazebos and more covered structures
- Continue promenade trail and improve connections
- Maintain and upgrade smaller trails near water’s edge
- Add kayak/canoe rentals, fishing areas, splash pads, and natural playgrounds

## 4.4 Boating

**Principle #4. Enhance boating facilities in Midland to accommodate industrial operations and recreational boating. Look for every opportunity to expand cruise ship business.**

Midland's waterfront historically included significant industrial lands such as lumber mills, shelters, grain elevators and steel works. The Town Dock was used for shipping lumber and coal. Today, most of the industries have been replaced by marinas, parks and waterfront trails. The most significant remaining industrial lands are the grain elevator operated by Archer Daniels Midland Company (ADM) and the ZF Automotive plant. The future Midland Bay Landing development occupies the former Unimin industrial lands.

Midland is registered as a Federal Port of Entry and supports Coast Guard operations including ice breaking. It facilities to handle customs and immigration for international vessels. The port handles a variety of cargo including agricultural products, raw materials and manufactured goods. It also supports local industries, tourism and contributes to Midland's economic development. There are multiple berths for cargo ships, bulk carriers and recreational boat. The port is equipped with navigational aids and fuel is available for commercial and recreational vessels.

This chapter provides a summary of boating facilities along the waterfront.

### Docks/Marinas

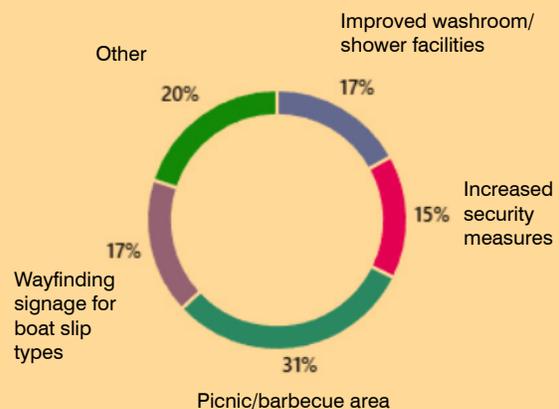
- **Town Dock**  
120 slips of which 8 are allocated for transient use. Tour boats (Midland Flash, Georgian Spirit) and water taxis use the Central Pier, cruise ships (Pearl Mist) dock at the North Pier. Shortage of transient slips are limited to special events. Cameras have been added to help improve safety for the boat owners. Improvements to this area are addressed in the previous section describing the Town Dock.
- **Private Marinas**
  - Tiffin Harbour Marina
  - Mundy's Harbour
  - Central Marine (leased from the Town)
  - Midland Bay Sailing Club (leases land)
  - Bay Port Yachting Centre

### Comments from Public Workshop

- Add more washrooms, parking, and trail/street connections near boating areas
- Improve safety for pedestrians, cyclists, and children near slips/launches
- Add more boat launches, boat slips, and fishing piers on the town side
- Add restaurants/coffee shops along the waterfront for boaters
- Improve access to Town Dock
- Address concerns about water levels and erosion
- Add kayak/canoe rentals

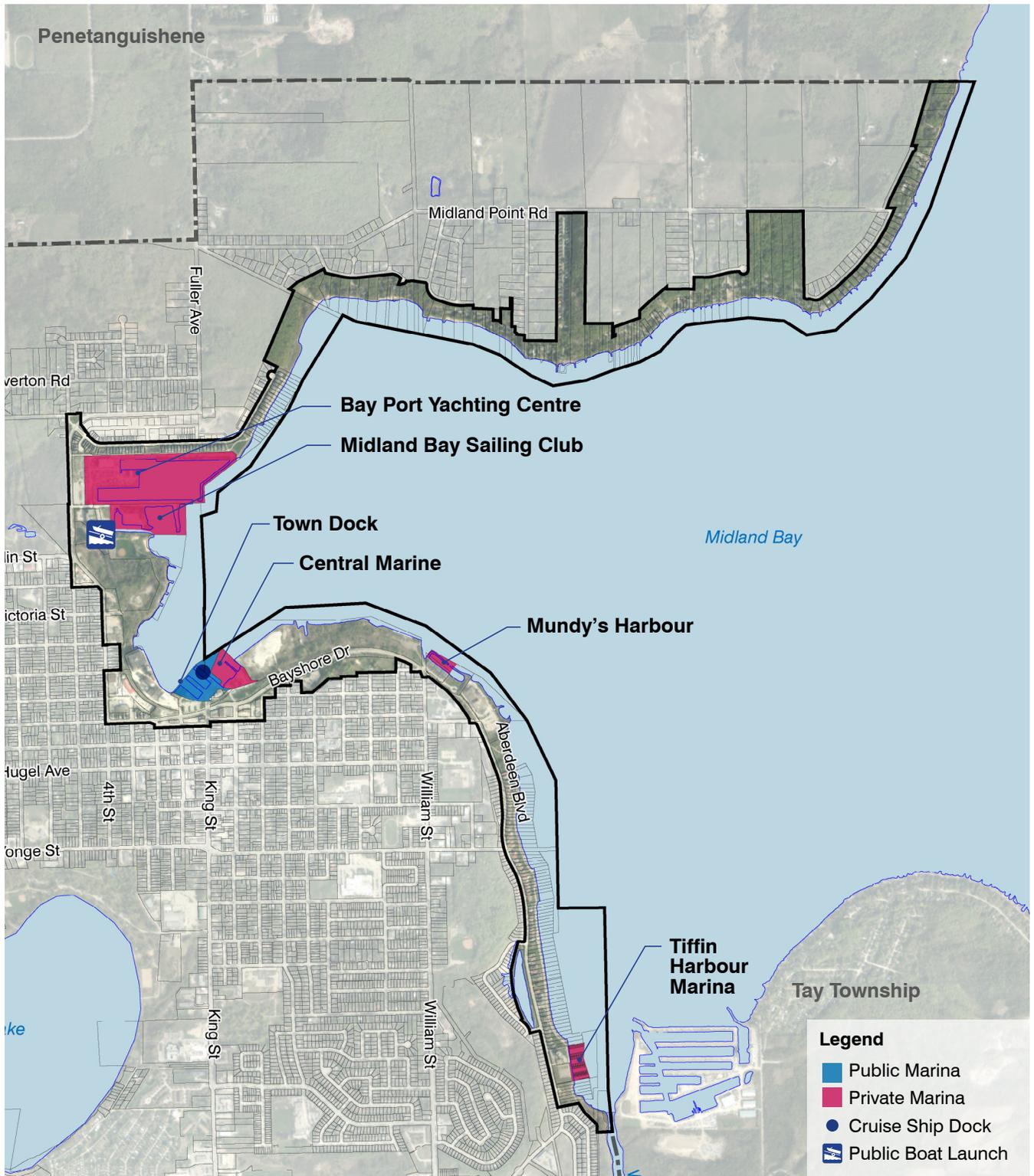
### Comments from Online Survey

**Q: Would you suggest additional amenities for boaters at Town Dock?**



### "Other" ideas from the Online Survey

- Increased security measures;
- Garbage bins for recycling and garbage for boaters;
- More visitor slips;
- Boaters are over-prioritized by the town. They bring little to no value despite heavy investment in catering to their wishes and needs.
- Designated parking area/ sticker included with dockage fee;
- Wayfinding signage for boat slip; Shopping cart return area to encourage boaters to shop downtown;
- Add kayak/canoe rentals



Map of boating facilities in Midland

## Boat Launches

- **Pete Pettersen Park Public Boat Launch**  
Double launch, concrete ramp with piled timber docks on either side. Parking at the launch can be an issue during baseball games or tournaments. There is a fee to use the boat launch and park the trailer.
- **Central Marine Boat Launch**  
Private boat launch, exposed to wave action under some conditions, reportedly suitable for canoe and kayak launch but not motorboat use.



Public Boat Launch at Pete Pettersen Park



Cruise Ship docked along Town Dock's North Pier

## Cruise Ships

- Cruise Ship Dock on North Pier can host a maximum vessel size of 895' and depths range from 21' - 28'.
- Currently only 1 cruise ship is making a stop in Midland - *Pearl Mist*, 210 passenger, 70 crew, 325'. Stopped in Midland 11 times in 2025.

The Great Lakes cruise industry has experienced significant growth in recent years, contributing notably to the regional economy.

### Passenger Visits and Economic Impact

- **2025 Forecast:** Projections for 2025 indicate over 22,000 individual passengers and more than 150,000 total cruise passenger visits—a 10% increase from 2024. The economic impact is expected to exceed \$230 million, representing a 15% growth from the previous year. Factors contributing to this growth include more passengers, increased port visits, higher shore side spending, and a rising price premium for Great Lakes cruises.

The number of port visits has risen substantially, benefiting both large and small communities:

- **2023:** Approximately 800 port visits were recorded.
- **2025:** Over 700 port visits are projected, marking a 30% increase from the previous year.
- These visits stimulate local economies through passenger spending on tours, dining, and shopping. For example, in 2022, Detroit welcomed 52 cruise ship dockings, more than doubling its 2019 figures.
- The decline in port visits between 2023 and 2024 can be attributed to several factors impacting cruise line operations in the Great Lakes region including Cruise Line Withdrawals, operational adjustments and industry challenges.

Despite these setbacks, the Great Lakes cruise industry is projected to rebound in the coming years, with expectations of increased passenger numbers and port visits as cruise lines adjust their operations and new players enter the market.

## **Recommendation 32**

Attract more cruise ship business by considering the following key factors:

### *A. Infrastructure Upgrades and Expansion*

- **Dock Improvements:** To attract larger vessels, Midland will need to enhance its docking facilities. While the Midland Harbour Town Dock and Midland Bay Landing Dock can accommodate moderately sized cruise ships, further expansion or modernization could allow the port to host larger, luxury vessels with more passengers.
- **Water Depth and Navigation:** Ensuring sufficient dredging and channel depth will be necessary to accommodate larger vessels safely.

### *B. Developing Unique Shore Excursions and Experiences*

- **Enhanced Local Tours:** Midland could offer more immersive shore excursions that highlight the region's culture, nature, and history.
- **Indigenous tourism experiences,** showcasing the heritage of local Indigenous communities, could appeal to cultural travelers.
- **Eco-tourism activities** such as kayaking, hiking, and nature tours around Georgian Bay could attract adventure-seeking passengers.
- **Local Partnerships:** More collaborations with nearby attractions (e.g., Wye Marsh Wildlife Centre) could create exclusive cruise packages, making Midland a more desirable stop.

### *C. Sustainability and Environmental Initiatives*

- The cruise industry is placing growing importance on sustainability and eco-friendliness. Ports that adopt green infrastructure, such as shore power hookups (allowing vessels to turn off engines while docked), will have a competitive edge.
- **Waste management and recycling programs** at the port could further enhance its appeal to environmentally conscious cruise lines.

### *D. Marketing and Promotion*

- **Targeted Marketing Campaigns:** Participating in Great Lakes cruise trade shows and forming partnerships with industry associations (e.g., Cruise the Great Lakes and the Cruise Lines International Association) could boost Midland's visibility.
- **Branding as a Scenic, Small-Town Escape:** Emphasizing Midland's charming waterfront, local arts scene, and proximity to natural attractions could appeal to cruise operators seeking unique, less commercialized ports.

### *E. Increasing Port Visits and Overnight Stays*

- **Attracting Repeat and New Cruise Lines:** Building relationships with current operators (like Pearl Seas Cruises) and attracting new cruise lines through incentives, such as reduced docking fees, could increase port calls.
- **Overnight Docking:** Encouraging overnight stays would boost passenger spending on local accommodations, dining, and activities, creating more economic benefits.

### *F. Collaborating with Regional Partners*

- **Joint Port Marketing Initiatives:** Partnering with nearby ports (e.g., Parry Sound, Collingwood, and Tobermory) could promote multi-port itineraries, making the region more attractive to cruise lines.
- **Government and Industry Support:** Continued involvement in groups like the Cruise Ship Industry Group (CSIG) and Great Lakes Cruise Association would help Midland stay connected to funding opportunities, policy changes, and industry trends.

### *G. Adapting to Cruise Industry Trends*

- **Luxury and Adventure Cruises:** As the Great Lakes cruise market evolves, there may be a growing demand for luxury and small-ship expedition cruises. Midland can position itself as a key stop for these niche markets by offering exclusive, high-end experiences.

## 4.5 Events & Activation

**Principle #5. Enhance key locations along the waterfront as prime locations to continue to support Midland events.**

The Town currently has a number of events that use waterfront locations to host events through the year.

### 1 Town Dock

- Kids Fishing Derby
- Ontario's Best Butter Tart Festival
- Tall Ships Festival (North Pier)
- Georgian Bay Tugboat Festival (North Pier)
- Kindness Day of the Year
- Southern Georgian Bay Chamber of Commerce BBQ (Centre Pier)

- Poutine Feast
- Northern Heat Rib Series (RibFest)

### 3 Parking Lot at Midland Ave and Bayshore Dr

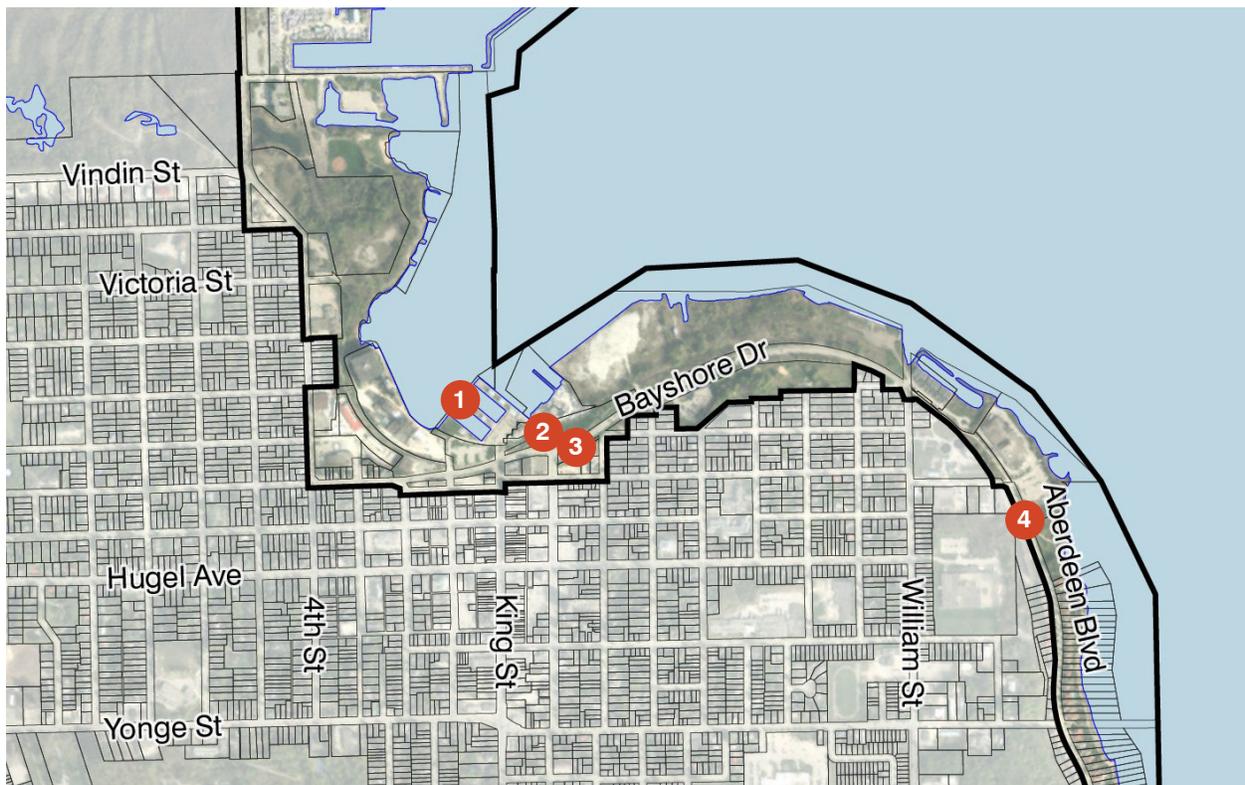
- Southern Georgian Bay Farmers' Market

### 2 David Onley/Harbourside Park

- Ontario's Best Butter Tart Festival
- Midland Mural Festival
- Butter Tart Trot
- Midland Pride

### 4 Along Waterfront Trail

- Butter Tart Trot
- Charity/Awareness Walks (various organizations)



Special events have a tremendous economic benefit and Midland is well-poised to continue its successful track record of events.

A Special Events Plan provides a road map to guide future planning and decisions relating to special events in the community. The plan would serve as a framework for planning and delivering special events that foster community connection, support the local economy, and enhance the Town's vibrancy and livability.

A Special Events Plan might consider streamlining processes and enhancing support for event organizers, including simplified funding tools. It might also consider improvements to parks and public spaces to better support events, establish event evaluation criteria, event space location criteria, resourcing mechanisms, and provide a list of priorities and actions for the Plan's implementation.

**Recommendation 33**

Consider developing a Special Events Plan as part of the Tourism Strategy underway by the Town.



*Ontario's Best Butter Tart Festival*



*Kids Fishing Derby*



*Tall Ships Festival*

The map on page 54 identifies the location of the following popular events attracting thousands of visitors.

### Town of Midland Waterfront Events

- **Kids Fishing Derby**  
(Town Dock - June)
- **Ontario's Best Butter Tart Festival**  
(Downtown/David Onley Park/Harbourside Park - June)
- **Tall Ships Festival**  
(Town Dock North Pier - every 3 years)
- **Georgian Bay Tugboat Festival**  
(Town Dock North Pier - years when no Tall Ships Festival)
- **Midland Mural Festival**  
(Harbourside Park - September)

In addition, numerous events hosted by third parties are held on the Town's waterfront properties.

### Third-Party Waterfront Events

- **Kindness Day of the Year**  
(Town Dock - May)
- **Butter Tart Trot**  
(Charity run on trail from Sainte-Marie Among the Hurons to Harbourside Park - June)
- **Midland Pride**  
(Harbourside Park - June)
- **Southern Georgian Bay Chamber of Commerce BBQ**  
(Town Dock Centre Pier - Summer)
- **Poutine Feast**  
(Harbourside Park - July)
- **Northern Heat Rib Series (RibFest)**  
(Harbourside Park - weekend of Tall Ships Festival/Georgian Bay Tugboat Festival)
- **Charity/Awareness Walks**  
(various organizations/dates, take place along waterfront trail)
- **Southern Georgian Bay Farmers' Market**  
(Parking lot at Midland Ave and Bayshore Dr - Sundays, Victoria Day to Thanksgiving)

### Comments from Public Workshop

- Add retail, restaurants, and hotels integrated with parkland
- Create a stage area at David Onley Park for concerts/events
- Host music events, cultural activities, and outdoor concerts
- Bring back fishing tournaments and poker runs
- Support Chamber of Commerce being open on weekends
- Connect Town Dock with Little Lake via signage and trails
- Engage Indigenous communities
- Address issues with geese at event areas



## Comments from Online Survey

**Q: What improvements, if any, are needed to be made to make these four locations better for hosting events?**

### No Improvements Needed

- Many respondents simply said “None,” “Seems fine,” or “Not sure.”
- Some questioned whether these spaces need to host events at all, given that Little Lake Park already serves as an event hub.

### Washrooms & Water Facilities

- Permanent washrooms (instead of temporary porta-potties).
- More water fountains and water stations.

### Seating, Shade & Picnic Areas

- More benches, picnic tables, covered areas, shade trees, and natural seating.
- Accessible seating for all ages and spaces that are both functional for events and relaxing for everyday use.

### Parking & Traffic Concerns

- Parking identified as a challenge:
  - Concerns about too many cars and traffic congestion during events.
  - Requests for adequate parking areas near parks.

### Trail & Access Considerations

- Events should not block or disrupt the waterfront trail.
- Suggestions for better connections away from traffic, safe detours, and end-of-trail facilities (bike racks, repair stations).

### Event Infrastructure

- Some want permanent or semi-permanent structures to support events such as at the Town Dock
- Sound and lighting systems.
  - Vendor space, concessions, gardens, sculpture installations, and historical plaques.
  - A tourism-friendly “I love Midland” sign for photo opportunities.

### Cleanliness & Upkeep

- Keep garbage cans emptied and maintain spaces during events.

## 4.6 Natural Heritage

### **Principle #6. Protect and restore natural heritage conditions and habitat along the water's edge on public and private land.**

Midland has a rich natural heritage system with abundant natural heritage features and ecological and hydrologic functions.

The Town's Natural Heritage system, shown on page 59, is made up of woodlots, Evaluated Wetlands and Unevaluated Wetlands. Evaluated Wetlands are wetlands that have been identified and assessed using the technical criteria in the Ontario Wetland Evaluation System (OWES) manuals. Unevaluated Wetlands are wetlands that have not yet been assessed using the OWES. Wooded Areas depicts areas covered by trees.

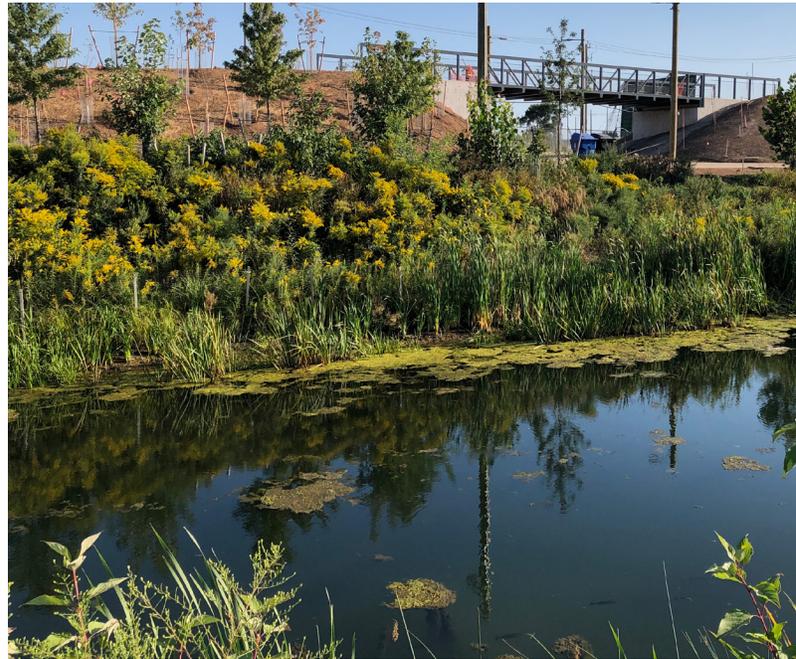
### **Environmental Sustainability**

The Town's natural heritage assets provide a framework for an "environment first" approach to the Waterfront Master Plan. All waterfront property owners whether it's public or private property have a role to play in enhancing the natural character of the shoreline. The South Georgian Bay Shoreline Stewardship Guide is an excellent resource explaining the role that individual property stewardship plays in safeguarding southern Georgian Bay as a whole. Planting along the shoreline should be protected and augmented to provide ecological corridors with trees, shrubs and grasses to provide filters to prevent pollutants from getting into the water by trapping sediment, capturing runoff, creating habitat and preventing erosion.

#### **Recommendation 34**

#### **Augment Naturalized Planting at & along the Shoreline**

- Inventory all waterfront public lands to confirm existing landscape conditions. Establish a planting protocol to ensure Town owned lands have naturalized plantings to create a consistent and robust edge along the shoreline.
- Distribute a Waterfront Stewardship Guide to waterfront homeowners with information geared to encouraging shoreline naturalization and no mow zones along the water's edge. The Guide would describe for example, suitable native plants, natural shorelines, management of invasive plants.



*Examples of restored naturalized shorelines*

#### **Recommendation 35**

#### **Restore Habitat along the Shoreline**

- Establish "no mow" zones along the shoreline on all Town owned land to increase habitat and promote stabilization.
- Avoid the use of chemical fertilizers, herbicides, and pesticides along the shoreline, especially on Town owned lands .



- Legend**
- Evaluated Wetland (MNRF)
  - Unevaluated Wetland (MNRF)
  - Wooded Area (MNRF)

## Comments from Public Workshop

- Provide public education on shoreline care
- Preserve green, forest, and wetland areas
- Return areas to natural condition with native plantings and “no mow” zones
- Avoid chemical fertilizers, herbicides, and pesticides near shore
- Keep road ends for small vessel launching
- Add shade structures, mini parks, and upgraded parking lots for access
- Develop a beach area at Ottawa St. end
- Support outdoor recreation (disc golf, outdoor gym, fitness areas)
- Plan for climate change impacts (storms, protective features)
- Add historical signage

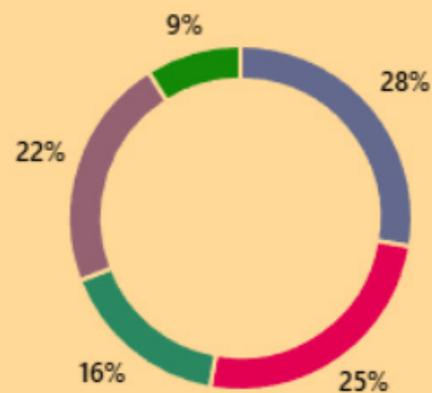
## “Other” ideas shared in the Online Survey

- Increase litter awareness.
- Embrace the wildlife that visits your property. Avoid the use of weed control chemicals.
- Ensure these expectations are included in this Master Plan as well as other municipal documents that could have bearing on whether wetlands are sold for development.
- We need to educate residents about these ideas.
- Use sand for ice, not salt.

## Comments from Online Survey

### Q: What can residents do to protect the shoreline environment?

- Avoid the use of chemical fertilizers, herbicides, and pesticides along the shoreline
- Incorporate naturalized plantings on your waterfront property
- Avoid hard surfaces
- Don't disturb naturalized areas
- Other



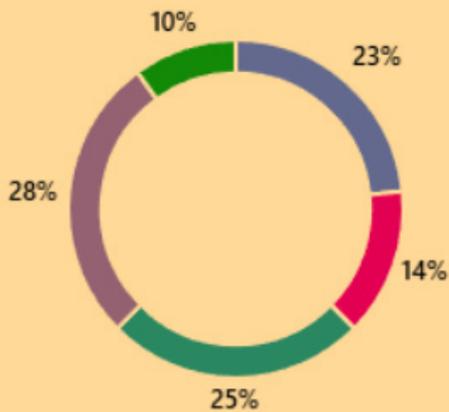
## “Other” ideas shared in the Online Survey

- Any restrictions and requirements need to be in balance with, and respectful of, the property owners rights.
- Needs to pass a meaningful tree protection and site alteration bylaw and enforce them.
- Incentives for tree retention.
- Control phragmites. This is needed at the pond between Taylor Dr and Aberdeen.
- Have a designated hard path for walkers, hikers and cyclists.

## Comments from Online Survey

**Q: Do you have any suggestions on how to enhance shoreline conditions in public parks and road ends?**

- Incorporate naturalized plantings along the shoreline
- Establish no-mow zones along the shoreline
- Avoid the use of chemical fertilizers, herbicides, and pesticides along the shoreline
- Keep facilities and buildings away from the shoreline
- Other



## “Other” ideas shared in the Online Survey

- Increase litter awareness. And perhaps more garbage containers.
- Dredge the seaweed out of the water so it can be swam in.
- More maintenance along pathway.
- Provide educational signage to increase public awareness, be intentional about creating some end of road sections for specific uses only (eg: canoe/kayak launch vs swimming beach).
- Keep away buildings on an ad hoc basis unless it's for a greater and substantial plan to revitalize the waterfront.
- Discourage geese.
- Isn't the idea to give access to the water, so shouldn't it be formalized in design to add access features?
- Tree retention
- Perhaps a retaining wall with docking space. Any infill could be naturalized.
- Improved garbage collection.
- Control phragmites.

## 4.7 Guidelines for Development

**Principle #7. Ensure that all new development has an appropriate built form and landscape transition to waterfront public lands.**

Development along the waterfront has a particular role to play in ensuring the water's edge parks and trails remain appealing and a high quality amenity for all residents and visitors to enjoy. There are several applications for development along the waterfront in various stages of approval as located on the map on the facing page and summarized below.

### 1. Midland Bay Estates

- Approved Development
- 92 single detached units



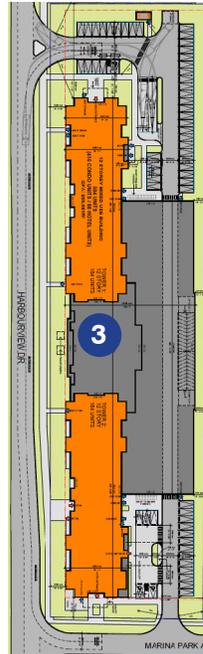
### 2. Bayport Phase 2

- Approved Development
- 114-144 freehold townhouse units
- 30 freehold/condo townhouses
- 289 units in 12-storey condo apartments



### 3. 1191 Harbourview Dr

- Approved Development
- two 12-storey towers connected by a four-storey podium
- 146 condo units, 88 hotel units

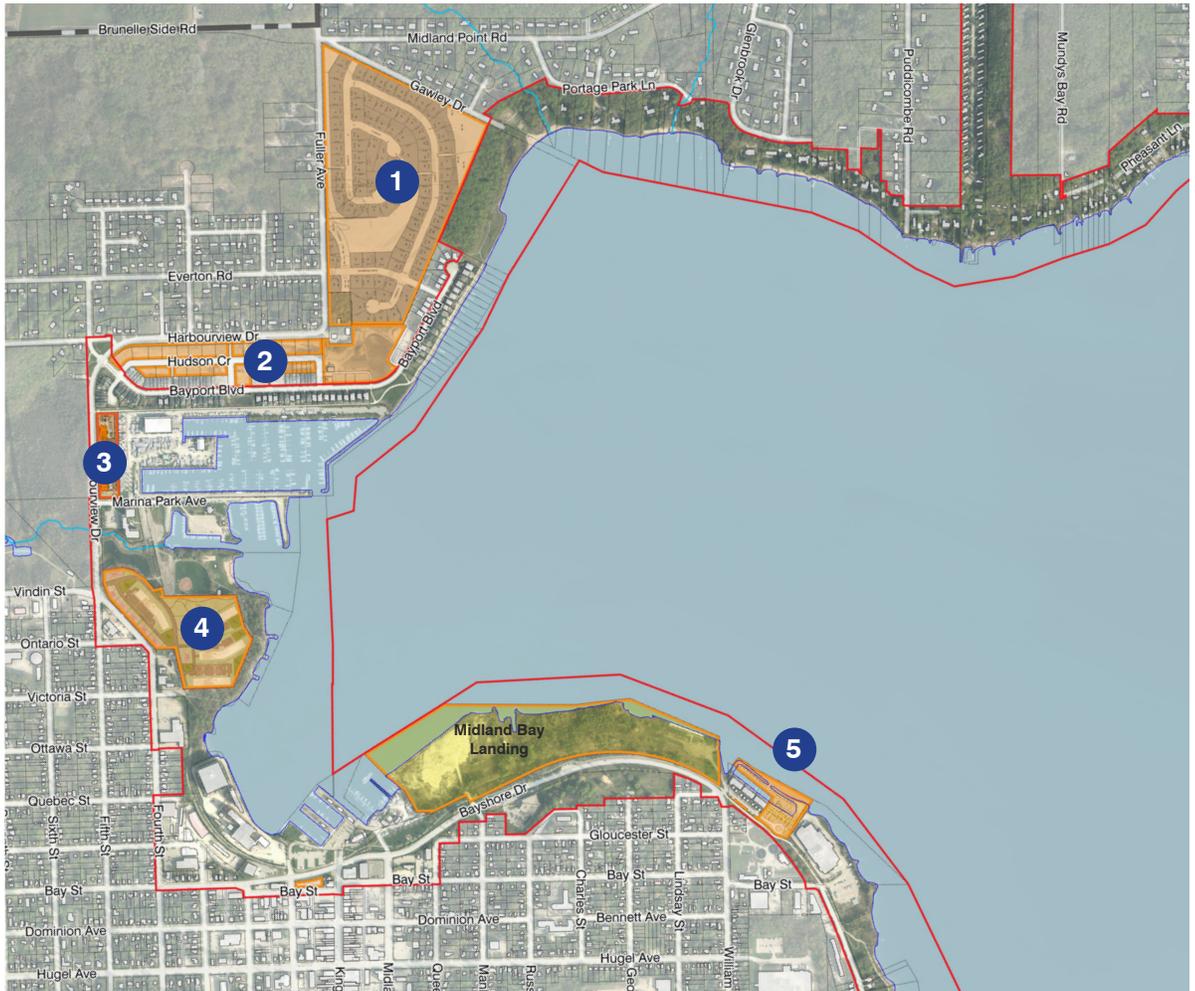


### 4. RIC Midland

- Appealed for No Decision
- 400 apartment units (4-5 storeys)
- 53 townhouse units



Map of Development Applications along the Waterfront



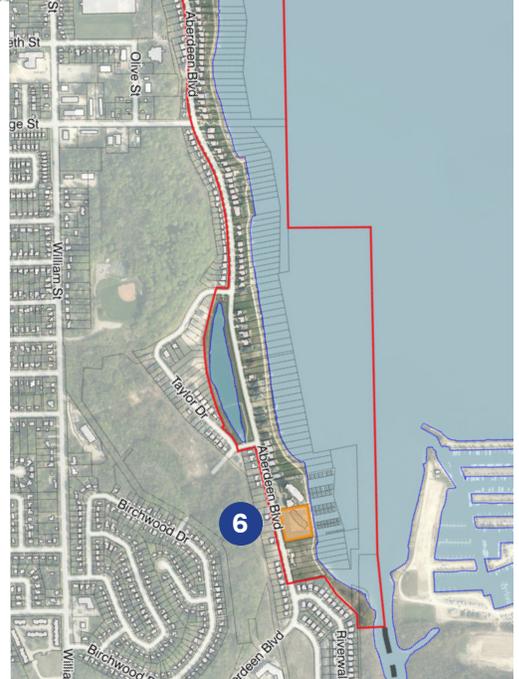
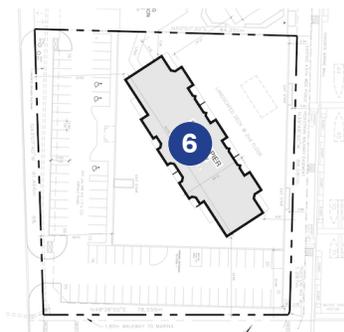
### 5. Mundy's Harbour

- Approved Development
- 12 condo townhouse units



### 6. Sunrise Pier

- Approved Development on part of former Tiffin Elevator site
- 178 condo apartment units
- 16 Storeys



## Recommendation 36

Prepare waterfront development guidelines to consider when reviewing development applications within the Midland Waterfront area.

Guidelines should address the following:

### Public Access to Waterfront:

- Public access to the shoreline should be provided through new waterfront development.
- Public access should include a minimum 4m wide walkway/or trail along the shoreline and amenities such as lighting and seating.
- Trails should be on lands that are transferred to the Town (publicly-owned), or within an easement that allows for public access (on privately-owned lands).

### New Roads/Development Blocks:

- Roads and blocks layout should be designed to provide direct frontage to waterfront lands, for a minimum of 50% of the development (single-loaded roads).
- Roads should be aligned to provide views/vistas to the waterfront, at key locations.



### Sidewalks:

- New sidewalks/walkways should be connected to the shoreline public trail.



### Private Amenity Areas:

- Private amenity areas should be located adjacent to the public waterfront access, with landscaping and/or fencing establishing an interface with public access areas.



### Building Setbacks:

- Rear setbacks to the public waterfront access - 10m (4m of which should be a landscaped buffer).
- Front setbacks to the public waterfront access - 6m.
- Side setbacks to the public waterfront access - 6m (3m of which should be a landscaped buffer).



### Building Heights/Massing:

- Buildings facing the public waterfront access should not extend beyond a 45 degree angular plane, measured from the edge of the public property or easement, at-grade.



### Landscaping:

- A minimum 3-4m wide landscaped buffer (between the ROW or Side/Rear Lot Line) should be provided adjacent to the public waterfront access. This is not a separate block but a landscaped area within the required setback, which may otherwise be sod or planted with ornamental species instead of native species).
- Landscape buffers adjacent to the public waterfront access should be planted with 100% native species.



The Town's *Official Plan* includes policies that support the recommendations provided in this section:

### Guiding Principles

- Protect **views and vistas** to the Waterfront, improve pedestrian access
- Attract long-term **economic development opportunities** on the Waterfront

### Waterfront Area

- Ensure **public access** to shoreline in all new development and design high-quality waterfront buildings that integrate with surroundings.
- Enhance **public trail** (Trans Canada Trail), parks, Town Dock, and views to support Downtown.
- Follow provincial **stormwater management** standards.
- Expand **publicly owned waterfront lands**.
- Use **climate-resilient** building practices.

### Waterfront Corridor

- Strengthen Downtown-Waterfront connections and support **active transportation** along and across Bayshore Dr.
- Require buildings to **frame streets** and be close to front lot lines.
- Encourage **at-grade retail/restaurant** uses at key corners and support mid- to high-rise mixed-use with residential above ground-floor commercial.
- Ensure **transitions** to nearby low-rise areas.
- Minimize and screen surface **parking**; prefer underground/structured parking.
- Include **mid-block pedestrian** connections.
- **Building heights:** 3–6 storeys (greater height subject to compatibility review).

## 4.8 Wayfinding/Signage

**Principle #8. Ensure that the Waterfront Drive, Waterfront Trail and all Water's Edge Green Spaces are identified and that information is provided on amenities and facilities.**

Midland enjoys 13 km of water's edge with 32 hectares of public property at the water's edge. Public access is distributed from north to south which is an ideal situation enabling all residents access to the waterfront. The opportunity now is to enhance the awareness of the public points of access for all to enjoy. Many of the points of public access are located behind a veneer of private property, or between private properties and as such require directional signage for identification.

The purpose of the recommendations for the waterfront's wayfinding and signage is to enhance awareness of the harbour and all of its waterfront green spaces (large and small) and the entirety of the Waterfront Trail. The Town is underway with the design of a new Urban Kiosk and Trail Markers with waterfront maps to be located in some locations along the waterfront in association with Simcoe County. The waterfront maps will indicate the location of amenities such as washrooms and connections to other trails.

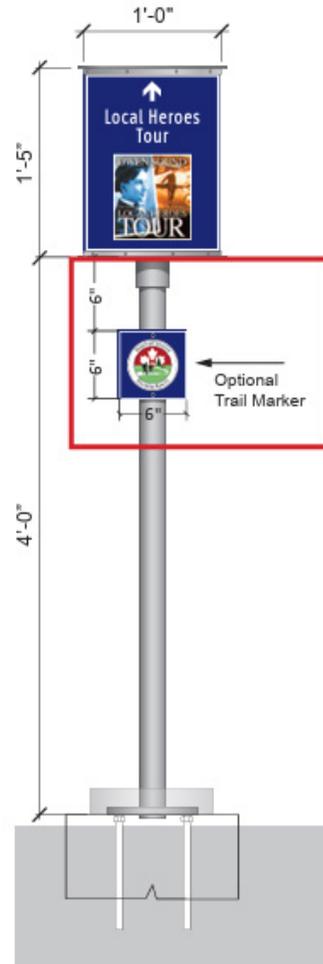
A new wayfinding and signage strategy is recommended specific to the waterfront that includes a suite of signs/information including:

- welcome signs at Town Dock Park and Pete Petterson Park;
- overall waterfront maps located in the Major and Minor Waterfront Parks and at key locations along the Waterfront Trail;
- interpretive maps;
- directional signs for vehicles and pedestrians to all water's edge green spaces and trail heads;
- information kiosks at the Town Dock and Pete Petterson Park; and,
- destination signs for all water's edge green spaces.

The map on the facing page indicates the location of the Town's planned Urban Kiosks and Trail Markers. In addition, key locations for directional signs are marked. Examples of wayfinding and signage are included.

### Recommendation 37

A specific wayfinding and signage strategy should be developed for Midland's waterfront.



Urban Kiosk



Trail Marker with Active Transportation Map



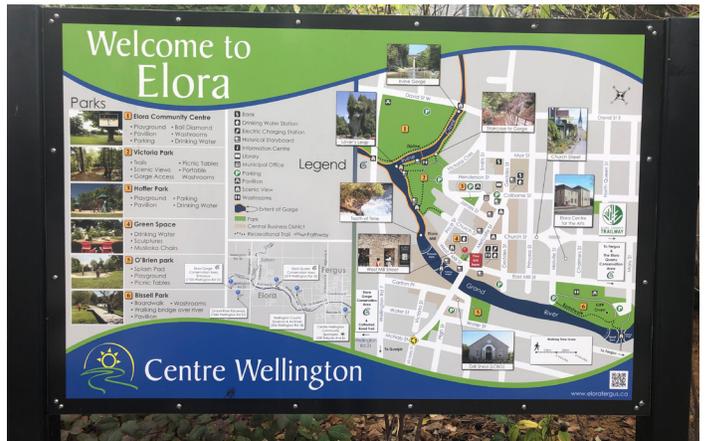
Map of proposed wayfinding signage locations



Kramer Design, Confederation Beach Wayfinding



Kramer Design, Aurora Parks and Trails



Examples of informational and directional signage



Examples of informational, interpretive and directional signage

# 5 Implementation

## 5.1 Project Phasing

Decisions on implementation of the recommendations outlined in the Midland Waterfront Master Plan will depend on a whole host of variables that are difficult to anticipate. It is most important to be flexible to respond to opportunities as they may arise, such as piggy backing on other capital projects or to respond to funding programs. Variables for staff and Council to consider when deciding the sequence for implementation include:

- Co-ordination of other capital works;
- Council priorities;
- Available funding through grants;
- Allocation in the Town's capital budget;
- Desire to focus on one type of improvement per year for efficiencies, for example, washroom upgrades; and,
- Immediate need.

The table on the following page sets a framework for timing as:

- Short term (within the next 5 years)
- Medium term (6-15 years)
- Long term (16 years +)

The recommendations listed in the following charts are abbreviated in order to fit in the chart format. Please refer to the report text for the full description of each recommendation.

Recommendation	Short	Medium	Long
<b>Ways To and Along the Waterfront</b>			
1 Identify and sign the Waterfront Drive	✓		
2 Develop a management protocol/practice for Windows to the Waterfront	✓		
<b>Trails</b>			
3 Ensure development plans indicate a public trail along water's edge through Midland Bay Landing	✓	✓	
4 Develop a standards package for the Waterfront Trail identifying consistent seating, bicycle racks and waste receptacles to be used.	✓		
5 Develop a protocol for regular maintenance of the Waterfront Trail. Post it along the Trail.	✓		
6 Provide trail access markers and sign Trail Heads	✓		
7 Formalize trail, sign access to water. Investigate establishing swimming area Veteran's Waterfront Park	✓		
8 Provide pedestrian access to water's edge at Vas Kuchar Memorial Park	✓	✓	
9 Sign and remove barriers to all trail access points in the South Trail Segment	✓		
10 Prepare and distribute communication material for trail side residents to maintain views to trail	✓		
11 Investigate opportunity to clear and sign access to Waterfront Trail at Quebec St and Victoria St	✓		
12 Add Direction/Distance Signs on trail in the Harbour Trail Segment	✓		
13 Develop the Town's protocol/procedures for consideration of pop up retail in the Harbour	✓		
14 Secure public trail access through planned residential development and appropriate built form and landscape transition to waterfront green space.	✓		
15 Identify Pete Pettersen Park as a Trail Head. Add trail signage at entrance.	✓		
16 Identify trail routes to water's edge north of ADM Milling.	✓		
17 Add trail markers to identify entry/exit points in the North to Gawley Trail Segment	✓		
18 Identify Gawley Park as a Trail Head. Add signage at Fuller Avenue and Midland Point Road.	✓		
19 Remove fencing around storm water management ponds	✓		
<b>Water's Edge Green Space</b>			
20 Redesign Town Dock Park	✓	✓	
21 Redesign entrance/parking in Pete Pettersen Park. Detailed design of piers.	✓	✓	
22 Vas Kuchar Memorial Park improvements (see #9)	✓	✓	
23 Veterans Waterfront Park improvements (see #7)	✓		
24 David Onley/Harbourside Park improvements		✓	
25 Foundry Park improvements	✓	✓	
26 Tom McCullough Park signage	✓		
27 Gawley Park signage	✓		
28 Glenbrook Gardens improvements	✓		
29 Sunrise Park improvements	✓		
30 Lakewood Dr Property improvements	✓		
31 Windows to the Water (see #2)	✓		
<b>Boating</b>			
32 Attract more cruise ship business	✓	✓	✓
<b>Events &amp; Activation</b>			
33 Develop a Special Events Plan as part of the Tourism Strategy	✓		
<b>Natural Heritage</b>			
34 Naturalized planting at & along the shoreline	✓		
35 Habitat restoration	✓		
<b>Guidelines for Development</b>			
36 Guidelines for developments abutting waterfront parks & trails	✓		
<b>Wayfinding/Signage</b>			
37 Wayfinding and Signage Strategy for the waterfront	✓	✓	

## 5.2 Project Key Actions, Partners & Capital Costs

The following table itemizes the key actions, partners and related projects for the key components of the Midland Waterfront Master Plan.

There are many partners that will contribute to implementing the recommendations. The Town, Simcoe County, community groups, and all of the waterfront landowners will contribute to the success of the next steps in implementing the ideas in the Waterfront Master Plan.

The construction costs for improvements to the Town Dock and Pete Pettersen Park follow the matrix. The costs are high level for budget allocation purposes only, calculated based on unit costs gleaned from similar constructed public projects. These costs will need to be refined based on subsequent detailed design, detailed site investigations, confirmation of Town-led works, and supply of materials and labour at the time of tendering any part of the construction.

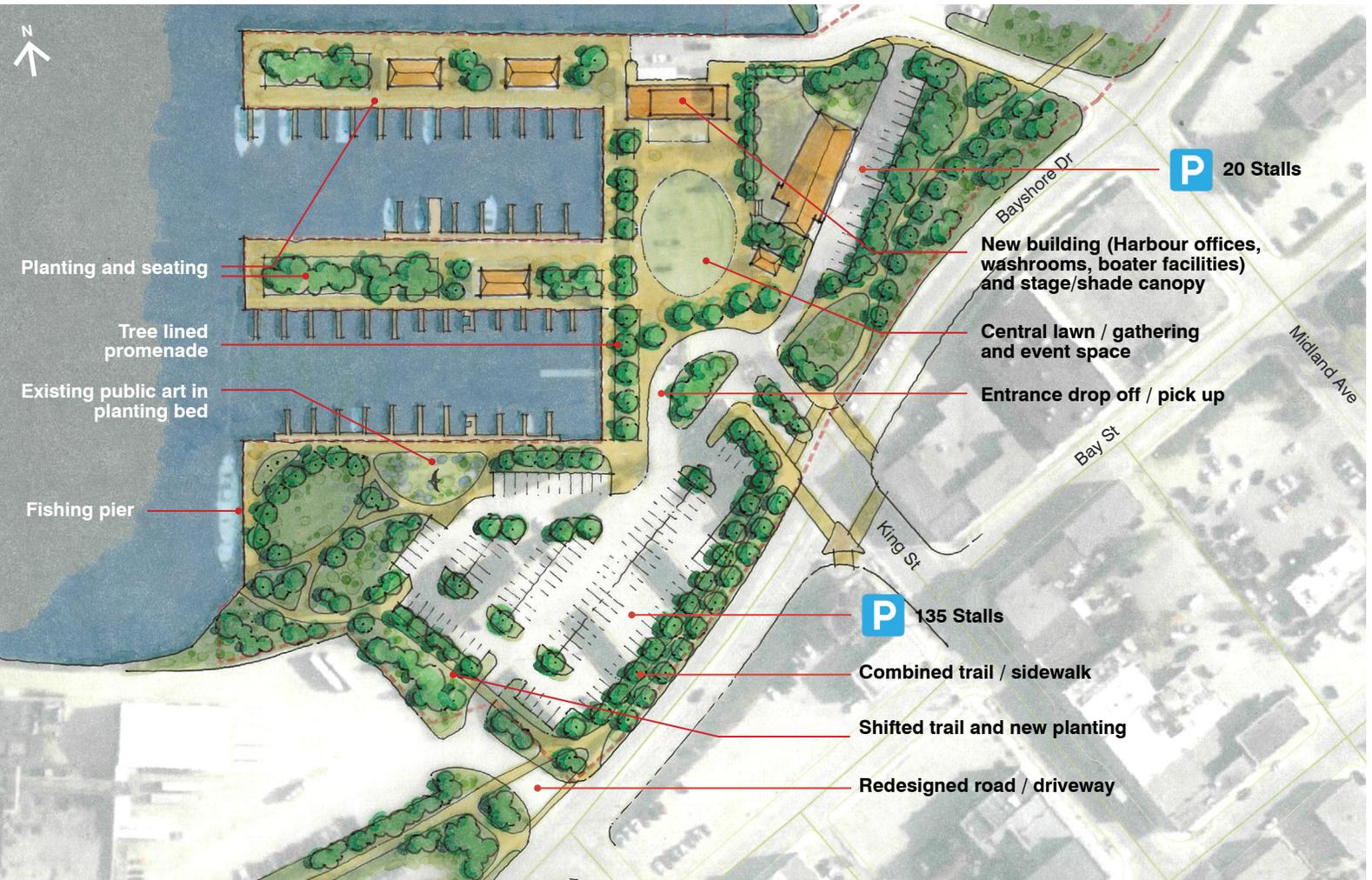
Recommendation
<b>Ways To and Along the Waterfront</b>
<b>1</b> Identify and sign the Waterfront Drive
<b>2</b> Develop a management protocol/practice for Windows to the Waterfront
<b>Trails</b>
<b>3</b> Ensure development plans indicate a public trail along water's edge through Midland Bay Landing
<b>4</b> Develop a standards package for the Waterfront Trail identifying consistent seating, bicycle racks and waste receptacles to be used.
<b>5</b> Develop a protocol for regular maintenance of the Waterfront Trail. Post it along the Trail.
<b>6</b> Provide trail access markers and sign Trail Heads
<b>7</b> Formalize trail, sign access to water. Investigate establishing swimming area Veteran's Waterfront Park
<b>8</b> Provide pedestrian access to water's edge at Vas Kuchar Memorial Park
<b>9</b> Sign and remove barriers to all trail access points in the South Trail segment
<b>10</b> Prepare and distribute communication material for trail side residents to maintain views to trail
<b>11</b> Investigate opportunity to clear and sign access to Waterfront Trail at Quebec and Victoria Streets
<b>12</b> Add Direction/Distance Signs on trail in the Harbour Trail Segment
<b>13</b> Develop the Town's protocol/procedures for consideration of pop up retail in the Harbour
<b>14</b> Secure public trail access through the residential development planned in this segment and an appropriate transition to waterfront green space.
<b>15</b> Identify Pete Pettersen Park as a trail head and add a sign to the trail at the entrance
<b>16</b> Identify trail routes to water's edge north of Grain Elevator
<b>17</b> Add trail markers to identify entry/exit points in the north to Gawley Trail segment
<b>18</b> Identify Gawley Park as a Trail Head. Add signage at Fuller Avenue and Midland Point Road.
<b>19</b> Remove fencing around storm water management ponds

Key Actions/Notes	Potential Partners	Related Projects
Identify the Waterfront Drive on wayfinding maps. Mark with special signage.	none	
Prepare management practices for public roads that end at the water. Create information panels for each location.		Parks, Trails, Recreation Master Plan
Ensure that a water's edge trail is enshrined in the Design Brief for the lands	private development	
Prepare a trails furnishings manual as part of the Parks, Trails, Recreation Master Plan		Parks, Trails, Recreation Master Plan
Prepare a detailed protocol for trail maintenance and make publicly available for all to understand		Parks, Trails, Recreation Master Plan
Undertake a waterfront wayfinding and signage strategy. Implement signs	Simcoe County	Parks, Trails, Recreation Master Plan
Parks operations to clear trail to water's edge from Rotary Trail. Add signage. Investigate establishing and signing a swimming area.		
Undertake exploratory engineering/landscape design to determine order of magnitude cost of creating access down to the water's edge.	adjacent property owners	
Undertake a waterfront wayfinding and signage strategy. Implement signs		Parks, Trails, Recreation Master Plan
Consider public awareness and information to homeowners of the importance of maintaining "eyes on the trail"		
Parks operations to clear trail to water's edge from Rotary Trail. Implement signs that identify all trail access points.		
Undertake a waterfront wayfinding and signage strategy. Implement signs		
Work in collaboration with Downtown BIA and Chamber to develop a protocol for pop up retail and application process.	Downtown BIA Chamber of Commerce	
Ensure trail access is provided in the development applications. Ensure an appropriate built form and landscape transition is provided to Pete Pettersen Park and in the Harbourview development.	Developers Bayport Yachting Centre	Development applications for 1191 Harbourview Drive and RIC Midland
Undertake a waterfront wayfinding and signage strategy. Implement signs		
Undertake a waterfront wayfinding and signage strategy. Implement signs		
Undertake a waterfront wayfinding and signage strategy. Implement signs		
Undertake a waterfront wayfinding and signage strategy. Add signs that identify Gawley Park as a Trail Head. Add a sign to the Park from Fuller Avenue and Midland Point Road		
Revisit Town's protocol for fencing SWM ponds in locations adjacent to the waterfront. Remove the fencing.		

<b>Recommendation</b>
<b>Water's Edge Green Space</b>
<b>20</b> Redesign Town Dock Park
<b>21</b> Redesign entrance/parking in Pete Pettersen park, Detailed design of piers.
<b>22</b> Vas Kuchar Memorial Park improvements
<b>23</b> Veterans Waterfront Park improvements
<b>24</b> David Onley/Harbourside Park improvements
<b>25</b> Foundry Park improvements
<b>26</b> Tom McCullough Park improvements
<b>27</b> Gawley Park signage
<b>28</b> Glenbrook Gardens improvements
<b>29</b> Sunrise Park improvements
<b>30</b> Lakewood Dr Property improvements
<b>31</b> Windows to the Water improvements
<b>Boating</b>
<b>32</b> Attract More Cruise Ship Business
<b>Events &amp; Activation</b>
<b>33</b> Develop a Special Events Plan as Part of the Tourism Strategy
<b>Natural Heritage</b>
<b>34</b> Naturalized Planting At & Along the Shoreline
<b>35</b> Habitat Restoration
<b>Guidelines for Development</b>
<b>36</b> Guidelines for Developments Abutting Waterfront Parks & Trails
<b>Wayfinding/Signage</b>
<b>37</b> Wayfinding and Signage Strategy for the Waterfront

Key Actions/Notes	Potential Partners	Related Projects
Undertake detailed design of Town Dock in collaboration with interested groups, adjacent land owners and the public.	ADM Milling, Downtown BIA, boaters in the marina, current restaurant leasor, cruise ship operators	ongoing upgrades to the marina Parks, Trails, Recreation Master Plan Tourism Strategy
Undertake detailed design of parking, entrance and landscape. Undertake detailed design of piers to enhance public use.	adjacent condo residents, boaters, baseball teams, residents	
Undertake exploratory engineering/landscape design to determine order of magnitude cost of creating access down to the water's edge.	adjacent property owners	
Parks operations to clear trail to water's edge from Rotary Trail. Update interpretive signs.		
Prepare a planting plan for the Park to add more shade trees. Add an open air pavilion		
Detailed design of Foundry Park with residents in the Bayport neighbourhood.	Bayport residents, broader Midland residents	
Add signs to indicate public access from Bayport Blvd and from the Waterfront Trail. Ensure that public trail access is provided through Midland Bay Estates. Ensure an appropriate built form and landscape transition from the planned residential development to the waterfront	Midland Bay Estates	Development application for Midland Bay Estates
Undertake a waterfront wayfinding and signage strategy. Add signs that identify Gawley Park as a Trail Head. Add a sign to the Park from Fuller Avenue and Midland Point Road		
Sign a public space. Clear rubbish from forest. Clear trails to water's edge. Provide Town standard seating.		
Sign the park from Midland Point Road.		
Sign as public space. Clear trails to water's edge. Provide Town standard seating.		
Sign as public. Clear trails to water's edge. Provide Town standard seating.		
Prepare a Midland Cruise Ship Opportunity Study to assess market, infrastructure upgrades, forecast market share and ROI	Cruise ship operators	
Include as part of the Tourism Strategy	Business Improvement Association Chamber of Commerce	
Develop a Stewardship Guide for residents Undertake an inventory of shoreline conditions along all public lands Develop planting plans to restore landscape/habitat	Severn Sound Association	
Develop Guidelines for development lands waterfront		
Develop wayfinding and signage for the Waterfront	Simcoe County	Simcoe County's signage program

## Conceptual Plan for Town Dock



## Order of Magnitude Costs

Park Redevelopment Elements				Town Dock Park		Pet Petterson Park	
	Unit	Unit Cost	Units	Cost	Units	Cost	
1	Parking Lot and Driveways (Asphalt Base + Paving)	sm	7730	\$ 1,932,500	7,800	\$ 1,950,000	
	Parking Lot Trail Head	sm			750	\$ 187,500	
2	Trails (Asphalt)	sm	1,290	\$ 193,500	4,300	\$ 645,000	
3	Trails (Limestone)	sm			380	\$ 19,000	
4	Walkways / Promenade (Concrete)	sm	2,330	\$ 699,000	1,740	\$ 522,000	
5	Landscaped areas along Piers	sm	720	\$ 108,000			
6	Stepped Planters next to restaurant patio	sm	61	\$ 12,200			
7	Concrete Curb	m	1,300	\$ 195,000	700	\$ 105,000	
8	Grass Lawn (does not include removal of paving)	sm	2,380	\$ 476,000	1,290	\$ 258,000	
9	General Landscaped areas	sm	2,040	\$ 81,600	2,510	\$ 100,400	
10	Trees	ea	150	\$ 150,000	100	\$ 100,000	
11	Benches	ea	40	\$ 200,000	20	\$ 100,000	
12	Waste / Recycling Receptacle	ea	15	\$ 30,000	10	\$ 20,000	
13	Bike Ring	ea	30	\$ 45,000	15	\$ 22,500	
14	Harbour Office / Stage Building	ls	1	\$ 2,500,000			
15	Boat Launch	ls			1	\$ 350,000	
16	Viewing Piers	ea			3	\$ 1,200,000	
	<b>Sub Total</b>			<b>\$ 6,622,800</b>		<b>\$ 5,579,400</b>	
	<b>15% Contingency</b>			<b>\$ 662,280</b>		<b>\$ 557,940</b>	
	<b>Total Cost</b>			<b>\$ 7,285,080</b>		<b>\$ 6,137,340</b>	

# Conceptual Plan for Pete Pettersen Park



