



the unimin **waterfront lands master plan**

Town of Midland
June 2013





Consulting Team

The Planning Partnership

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The Planning Partnership 



The Unimin Lands Waterfront Master Plan was developed through a 7 month process of consultation, planning and design. The project would not have been possible without the Town of Midland's commitment to waterfront revitalization, and without the dedication of the Steering Committee:

Waterfront Master Plan Steering Committee

Mayor Gord McKay

Deputy Mayor Stephan Kramp

Councillor Zena Pendlebury

Councillor Mike Ross

Wes Crown, Director of Planning & Development

Andrea Betty, Planner

Shawn Berriault, Director of Public Works

Bryan Peter, Director of Parks & Recreation

Burke Penny, Chair of Steering Committee

Drew Plaxton

Carl Horvat, Unimin Canada Ltd.



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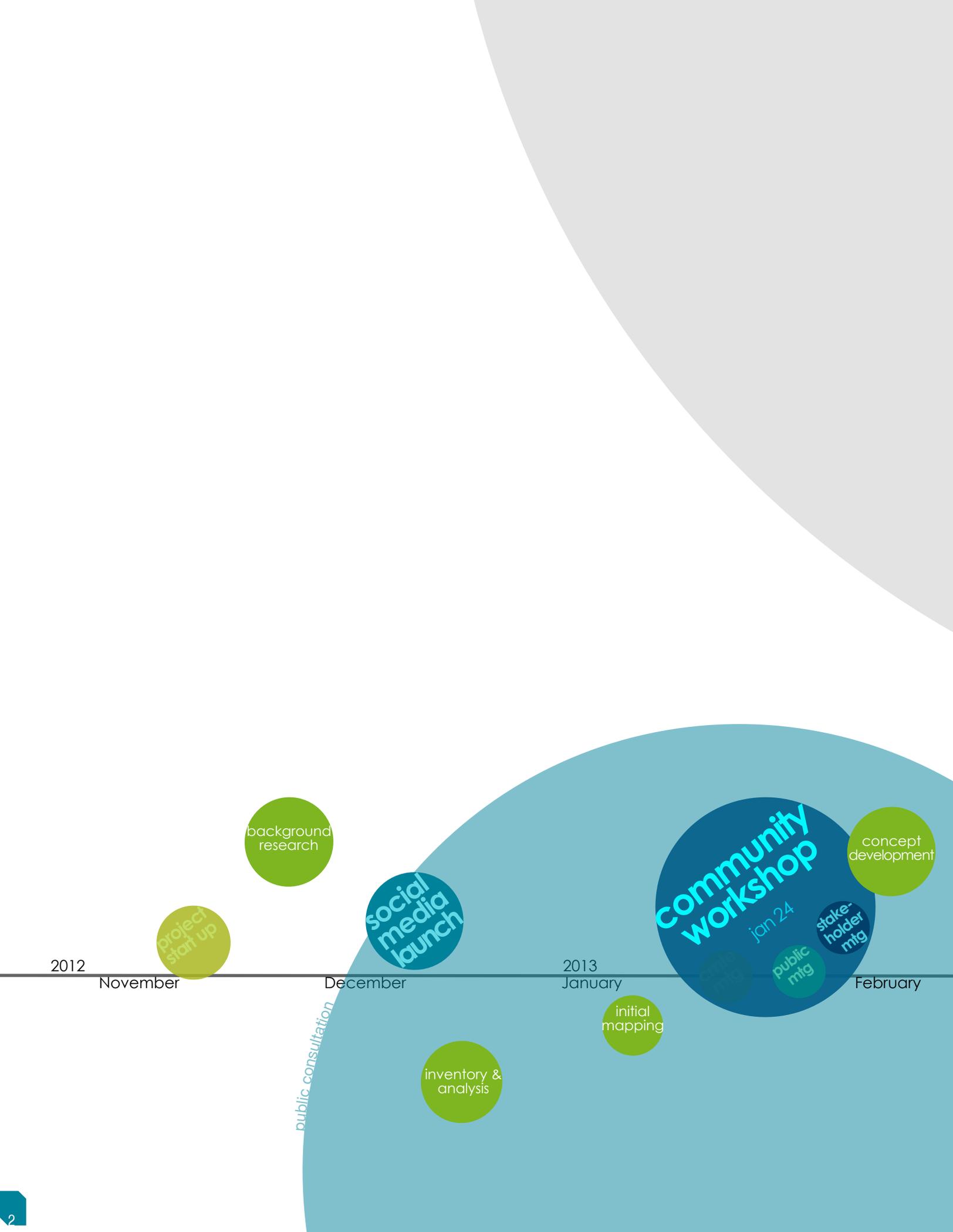
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introduction



2012

November

project start up

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December

social media launch

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2013

January

initial mapping

community workshop
jan 24

public mtg
stakeholder mtg

February

concept development

background

On April 14, 2012 Unimin Canada Inc. (Unimin) announced the closing and proposed sale of its Midland, Ontario facility and lands, which consist of three assessed parcels of land with direct frontage on Midland Bay. The mineral aggregate operations were subsequently closed on June 30, 2012, and the on-site buildings were demolished. Unimin has since completed a Phase 1 Environmental Site Assessment report for the site.

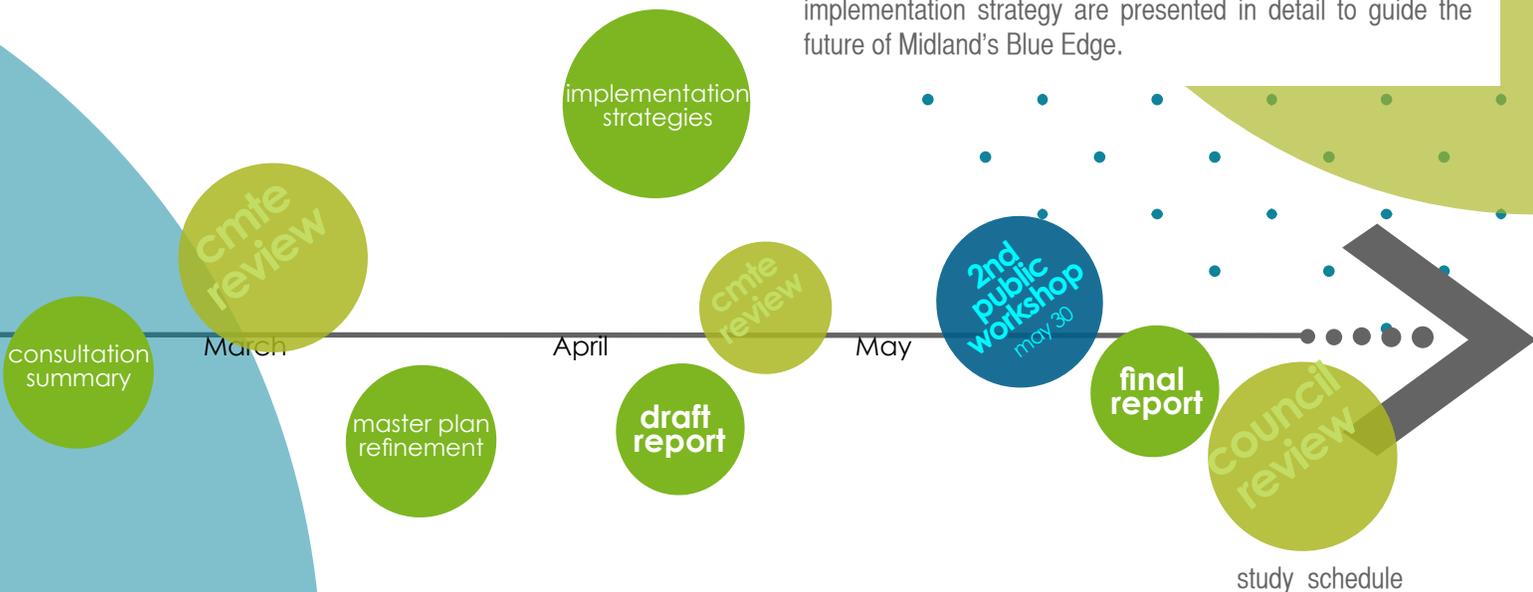
Unimin operated in Midland for over 20 years, and during that time its waterfront operations were a strong presence in the community. Although the loss of jobs associated with Unimin was a struggle for a number of residents, this change also presents exciting prospects. As Mayor Gord McKay noted to the Midland Mirror, *"Nobody wants to see a job lost, [but] we also look at this property [...] It's 36 acres and, if something could happen that could also bring employment and make it much more of a people place, this would be a fabulous step forward for the Town."*

The Town of Midland recognized the unique value of this waterfront site to the community, and in August 2012 the Town issued a Request for Proposals to conduct the Unimin Waterfront Lands Master Plan Study (herein referred to as the Waterfront Master Plan). The RFP stated that the Study should be conducted in a comprehensive manner for all three properties that is respectful of the unique context of the lands to the Downtown, the Harbour, adjacent parks and trails, and the adjacent residential neighbourhoods. The Planning Partnership was subsequently selected as the lead consultant for the Study, with sub-consultants Plan B Natural Heritage, Baird Engineering, and TCI Management Consultants.

Starting in November 2012, the consultant team worked with the Town and the project Steering Committee to develop a Master Plan and Implementation Strategy that reflects the community's vision for the site, while also based on principles of good design, sustainability and sound market analysis.

On January 18, 2013 a motion was put forth at Council to institute an Interim Control By-Law on the Unimin properties. This motion passed at a January 23, 2013 Council meeting. The Interim Control By-Law does not restrict Unimin from selling its properties, but it does suspend current planning permissions for the site for one year - leaving time for the Town to complete the Waterfront Master Plan and determine appropriate planning policy and zoning controls for the site.

The process for developing the Waterfront Master Plan is outlined in this report. The resulting Master Plan, recommendations and implementation strategy are presented in detail to guide the future of Midland's Blue Edge.





study purpose

The intent of the Waterfront Master Plan is to provide the Town with the guidance necessary to transform this important area into a mixed-use, pedestrian-oriented, accessible neighbourhood. The Waterfront Master Plan provides the Town with a long-term planning framework that is realistic, feasible and implementable.

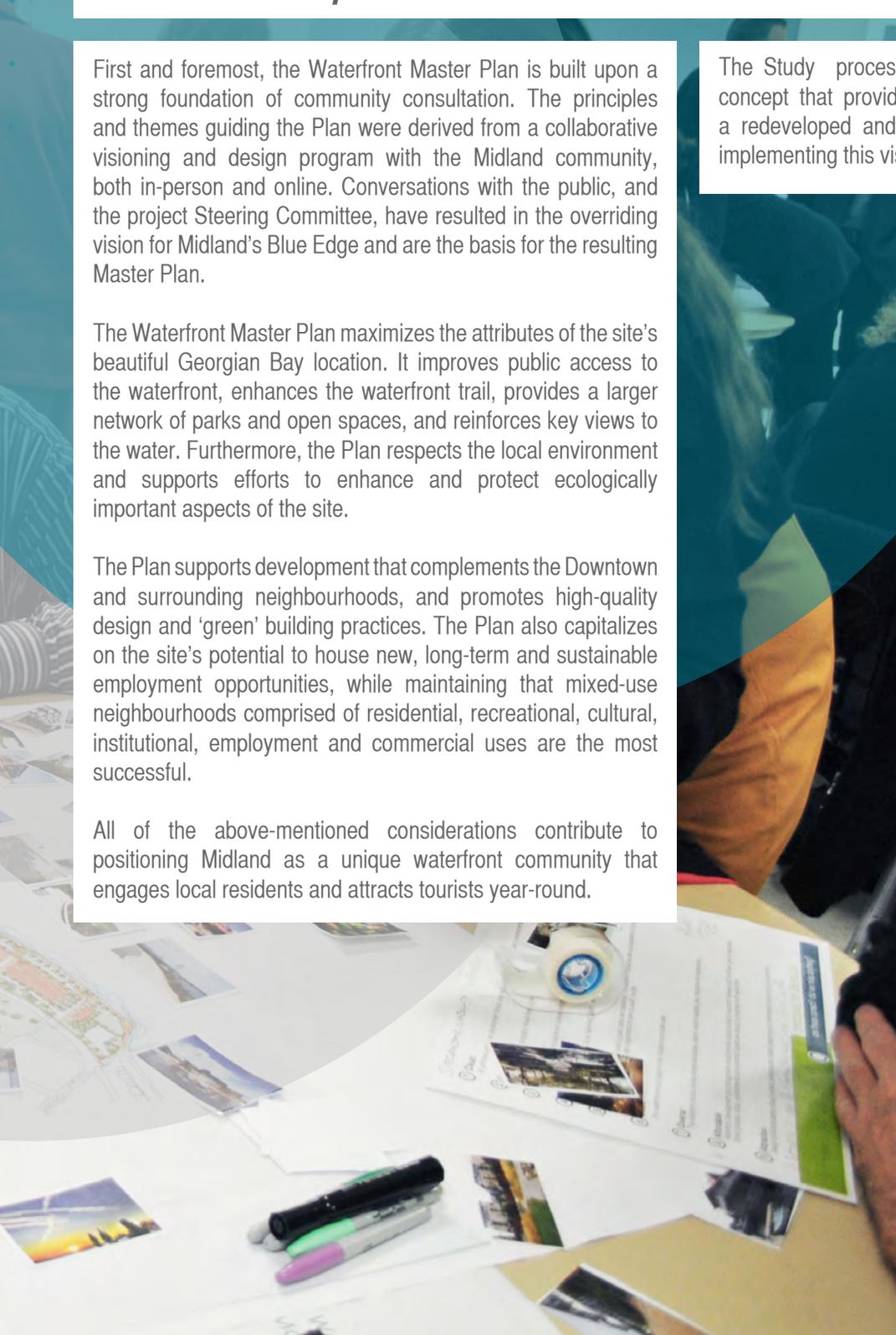
First and foremost, the Waterfront Master Plan is built upon a strong foundation of community consultation. The principles and themes guiding the Plan were derived from a collaborative visioning and design program with the Midland community, both in-person and online. Conversations with the public, and the project Steering Committee, have resulted in the overriding vision for Midland's Blue Edge and are the basis for the resulting Master Plan.

The Waterfront Master Plan maximizes the attributes of the site's beautiful Georgian Bay location. It improves public access to the waterfront, enhances the waterfront trail, provides a larger network of parks and open spaces, and reinforces key views to the water. Furthermore, the Plan respects the local environment and supports efforts to enhance and protect ecologically important aspects of the site.

The Plan supports development that complements the Downtown and surrounding neighbourhoods, and promotes high-quality design and 'green' building practices. The Plan also capitalizes on the site's potential to house new, long-term and sustainable employment opportunities, while maintaining that mixed-use neighbourhoods comprised of residential, recreational, cultural, institutional, employment and commercial uses are the most successful.

All of the above-mentioned considerations contribute to positioning Midland as a unique waterfront community that engages local residents and attracts tourists year-round.

The Study process has resulted in a design and land use concept that provides a functional and achievable vision for a redeveloped and revitalized waterfront, with strategies for implementing this vision.



study area & context

The Waterfront Master Plan study area includes three parcels of land owned by Unimin with direct frontage and access on Midland Bay, of Georgian Bay. This is the most important waterfront development location in the Town of Midland.

The lands are located within the fully-serviced urban settlement area of the Town of Midland, immediately adjacent to the Downtown and in proximity to the Town Harbour and existing residential neighbourhoods. The combined parcels have a shoreline of almost 1,100 metres (3,300 feet) and a combined area of 16.24 hectares (40 acres).

The study area is located in the Town's settlement area, as defined by the Official Plan, and is located within the Town's "Built Boundary" as defined by the Province through the Growth Plan. All three land parcels are designated as Employment Areas in the Town of Midland Official Plan.

The study area is bound on the north by Midland Bay of Georgian Bay, the premier boating destination in Ontario. The study area is bound on the south by the Midland Rotary Trail and Bayshore Drive. To the west of the study area is Central Marine Marina and the Town Harbour and associated Harbourside Park.

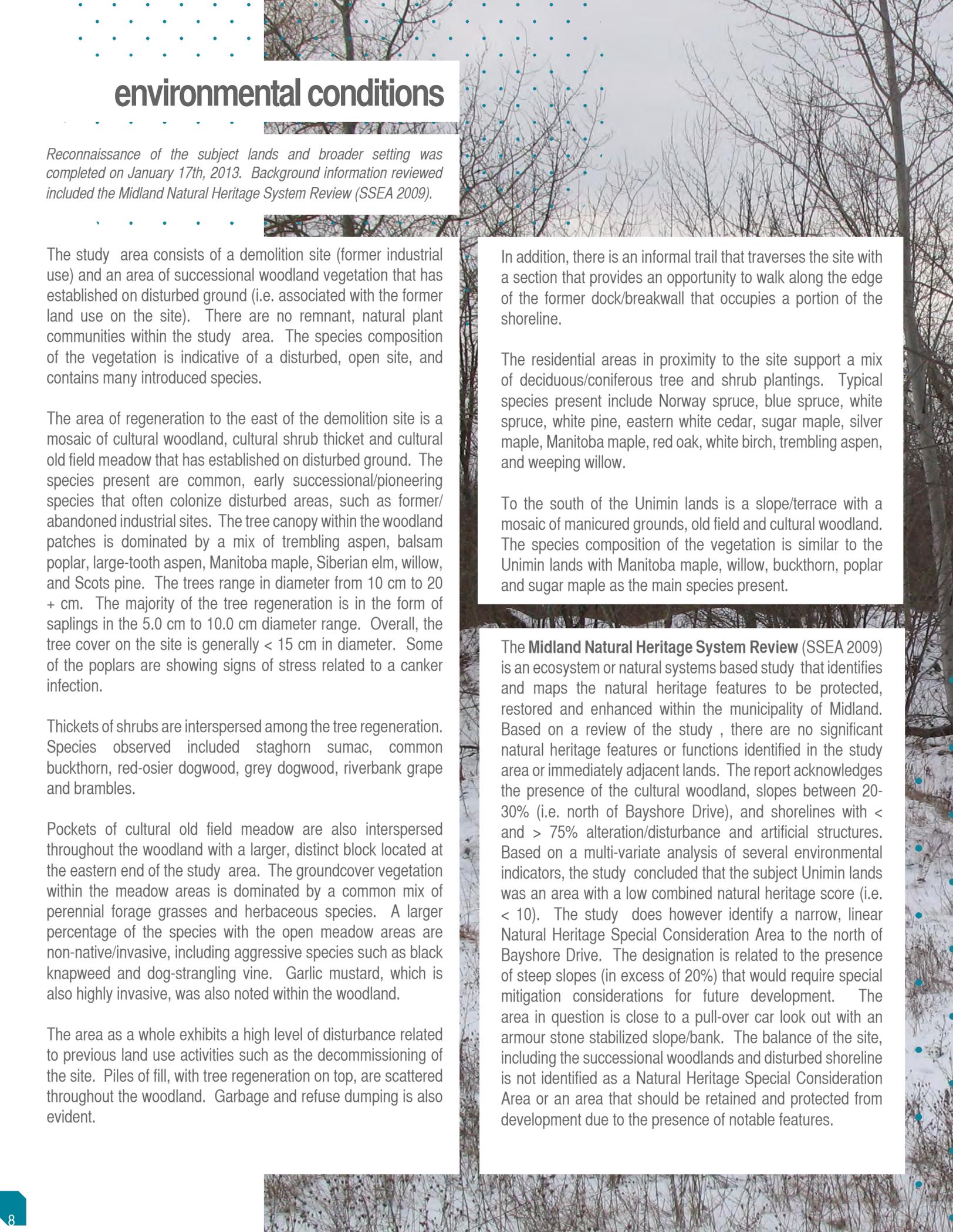
- Unimin Lands Boundary
- - - Rotary Waterfront Trail (Municipal Trail)
- Trans Canada Trail





Huronia Park

Town Dock



environmental conditions

Reconnaissance of the subject lands and broader setting was completed on January 17th, 2013. Background information reviewed included the Midland Natural Heritage System Review (SSEA 2009).

The study area consists of a demolition site (former industrial use) and an area of successional woodland vegetation that has established on disturbed ground (i.e. associated with the former land use on the site). There are no remnant, natural plant communities within the study area. The species composition of the vegetation is indicative of a disturbed, open site, and contains many introduced species.

The area of regeneration to the east of the demolition site is a mosaic of cultural woodland, cultural shrub thicket and cultural old field meadow that has established on disturbed ground. The species present are common, early successional/pioneering species that often colonize disturbed areas, such as former/abandoned industrial sites. The tree canopy within the woodland patches is dominated by a mix of trembling aspen, balsam poplar, large-tooth aspen, Manitoba maple, Siberian elm, willow, and Scots pine. The trees range in diameter from 10 cm to 20 + cm. The majority of the tree regeneration is in the form of saplings in the 5.0 cm to 10.0 cm diameter range. Overall, the tree cover on the site is generally < 15 cm in diameter. Some of the poplars are showing signs of stress related to a canker infection.

Thickets of shrubs are interspersed among the tree regeneration. Species observed included staghorn sumac, common buckthorn, red-osier dogwood, grey dogwood, riverbank grape and brambles.

Pockets of cultural old field meadow are also interspersed throughout the woodland with a larger, distinct block located at the eastern end of the study area. The groundcover vegetation within the meadow areas is dominated by a common mix of perennial forage grasses and herbaceous species. A larger percentage of the species with the open meadow areas are non-native/invasive, including aggressive species such as black knapweed and dog-strangling vine. Garlic mustard, which is also highly invasive, was also noted within the woodland.

The area as a whole exhibits a high level of disturbance related to previous land use activities such as the decommissioning of the site. Piles of fill, with tree regeneration on top, are scattered throughout the woodland. Garbage and refuse dumping is also evident.

In addition, there is an informal trail that traverses the site with a section that provides an opportunity to walk along the edge of the former dock/breakwall that occupies a portion of the shoreline.

The residential areas in proximity to the site support a mix of deciduous/coniferous tree and shrub plantings. Typical species present include Norway spruce, blue spruce, white spruce, white pine, eastern white cedar, sugar maple, silver maple, Manitoba maple, red oak, white birch, trembling aspen, and weeping willow.

To the south of the Unimin lands is a slope/terrace with a mosaic of manicured grounds, old field and cultural woodland. The species composition of the vegetation is similar to the Unimin lands with Manitoba maple, willow, buckthorn, poplar and sugar maple as the main species present.

The **Midland Natural Heritage System Review** (SSEA 2009) is an ecosystem or natural systems based study that identifies and maps the natural heritage features to be protected, restored and enhanced within the municipality of Midland. Based on a review of the study, there are no significant natural heritage features or functions identified in the study area or immediately adjacent lands. The report acknowledges the presence of the cultural woodland, slopes between 20-30% (i.e. north of Bayshore Drive), and shorelines with < and > 75% alteration/disturbance and artificial structures. Based on a multi-variate analysis of several environmental indicators, the study concluded that the subject Unimin lands was an area with a low combined natural heritage score (i.e. < 10). The study does however identify a narrow, linear Natural Heritage Special Consideration Area to the north of Bayshore Drive. The designation is related to the presence of steep slopes (in excess of 20%) that would require special mitigation considerations for future development. The area in question is close to a pull-over car look out with an armour stone stabilized slope/bank. The balance of the site, including the successional woodlands and disturbed shoreline is not identified as a Natural Heritage Special Consideration Area or an area that should be retained and protected from development due to the presence of notable features.



opportunities for the master plan

The Unimin lands exhibit a high level of disturbance related to the previous industrial land use activities, and subsequent decommissioning of the site. Disturbed, abandoned areas have undergone a process of natural succession, resulting in a patchy mosaic of cultural woodland, thicket and meadow plant communities that are dominated by pioneering (shade intolerant) tree and shrub species. For the most part, the tree regeneration is dominated by saplings (2.5 cm to 10 cm in diameter) with small, pole size trees in the 10 cm to 15 cm diameter range. The trees have established on disturbed ground and in some places are growing on spoil piles of fill.

The **Midland Natural Heritage System Review** (SSEA 2009) does not identify the woodland in the study area for protection. The combined natural heritage score for the subject lands was very low due to a combination of factors including small habitat patch size, high degree of isolation, lack of special features/functions, and high level of disturbance. The only area of concern identified on the site is a Natural Heritage Special Consideration Area that applies to an area of steep, sloping topography along the north edge of Bayshore Drive.

Midland is a “Guardian of the Bay” and acknowledges its responsibility to improve and support environmental conditions. The Master Plan provides further opportunity to accomplish this.

The majority of the shoreline currently has a hard or armoured edge that provides some degree of protection and stabilization. There are opportunities for **enhancing the shoreline** with native plantings and substrates. It should be noted that shore protection will be required to stabilize the shoreline. If it is removed, the shoreline will erode. This approach would enable retention of the existing trail system and provide residents with a more natural shoreline experience. **Additional plantings** along the existing armoured shoreline would provide some benefit for the fish community through shading, food inputs, and soil stabilization. A coastal engineer should be consulted, as plantings must not result in destabilization of shore protection. Depending on what form shoreline naturalization takes, logs and root wads could be introduced to provide **in-water habitat for fish**.

The natural features associated with the Unimin lands represents the largest green space block within the larger study area setting and one of few accessible natural areas along the Midland Harbour shoreline. With a commitment to habitat restoration/enhancement and long-term management, this feature could become an attractive waterfront asset while providing for local shoreline habitat functions. Integration of sensitive forms of shoreline development would be compatible with this recommendation.

shoreline conditions

Reconnaissance of the subject lands and broader setting was completed in April 2013. Background information reviewed included the Midland Natural Heritage System Review (SSEA 2009).

The shoreline condition varies within the study area and includes: steel sheet pile wall in reasonable condition, failed steel sheet pile wall, cobble beach, ad hoc protection (scrap concrete, rubble), marine railway and dry dock, and failed timber wall. Much of the existing shoreline treatment is in a state of disrepair and will have to be repaired or replaced when the study area is developed.

Depths along the shoreline vary and there is opportunity to implement different shoreline treatments for the various reaches. For example, the steep sheet pile wall at the east end of the site may be suitable for docking boats. A floating dock could be installed to allow easier access. There are a number of locations where a sand/cobble beach could be developed. Access during the winter months for snowmobiles and ice fishing could be facilitated from a beach. The maintenance of the existing marine railway and dry dock facility may provide an interesting design feature within the study area, or could be repurposed as a boat ramp.

The west end of the study area will require some shore protection. This could be a revetment with walkway or seawall.

It will be important to consider the depths along the water's edge when developing shoreline treatments. There is potential to provide a mix of treatments.

Great Lakes shorelines are classified as natural hazards subject to the Provincial Policy and development is restricted or limited within the hazard lands. Erosion and flood hazards apply to the study area and a development setback will apply.





East end of the study area. The Steel Sheet Pile (SSP) wall appears to be in reasonable condition. Water depth is most likely deep (18 ft estimate). This used to be a quay wall for ships to load. A floating dock could be used to improve accessibility for boats. A detailed inspection was beyond the scope of this study.



Sand and cobble beach.



The SSP wall starts to fail a couple hundred meters along the wall. There are signs of undermining and the concrete has detached from the SSP. Some of the slabs have started to shift.



Dry dock area with marine railway.



The SSP wall shown above has failed. A headland beach could be developed in this area. It should be noted that there is severe undermining under some of these slabs and that all of the stone material has been removed. The slabs are resting only on timber piles, which appear to be rotting. These piles will rot out and the slab will collapse.



Gravel beach with remnant timber piles. New shore protection is required along this shoreline.



Ad hoc shore protection consisting of dumped concrete rubble, stone and asphalt. This shoreline could be developed as a series of headland/beaches.



Failed timber wall at toe of steep bluff. A revetment or seawall would be suitable protection for this shoreline.

general land use



- Restricted Rural
- Environmental Protection
- Employment and Commercial Area
- Open Space District
- Residential District
- Downtown District
- Town Limits
- Study Area Limits

The site is currently under the Employment Areas land use designation, but is adjacent to Open Space District, Residential District, and Downtown District designations.

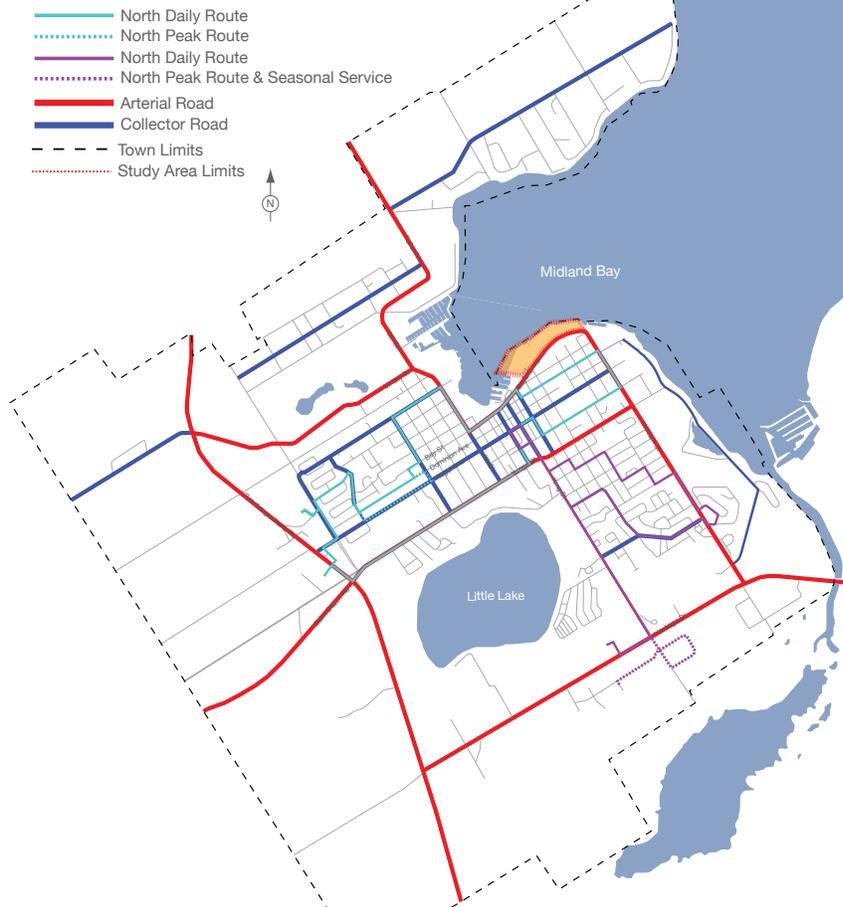
places & cultural landmarks



- ▶ Schools
- ⛪ Places of Worship
- 🏛️ Town Hall
- 🏛️ Huronia Museum
- 🚒 Fire Station
- ★ Police Station
- 📖 Library
- Town Limits
- Study Area Limits

The site is in close proximity to many local places of importance and cultural landmarks, including schools, places of worship, Town Hall, the fire station and the police station.

transit & roads



The site is easily accessible by transit, car, walking and cycling. The proximity of the site to Downtown Midland and the adjacent residential neighbourhoods also improve accessibility.

trails & open spaces



Existing trails lead pedestrians and cyclists through the site and serve to connect the entire Midland waterfront. The Town's existing open space network also includes the parts of the site.



A blue-tinted background image showing a group of people in a meeting or workshop. Some are sitting at tables, while others are standing and talking. The overall scene is a community consultation event.

community-wide consultation



Engaging members of the Midland community is vital to ensuring the Waterfront Master Plan charts viable improvements for the Unimin Lands and addresses the needs and desires of the community.

Our consultation strategy was developed to foster meaningful engagement and generate concrete directions for the Waterfront Master Plan. The comments, questions and ideas gathered through this process are used to guide the project team in developing written implementation strategies and graphic illustrations that demonstrate an innovative and viable vision for Midland's waterfront. The insight gained from conversing with residents, business owners, Council and other stakeholders is outlined in this chapter and directly affects the outcomes of this planning exercise.

From December 2012 to June 2013, we have conferenced with the public in-person and online.

The project team kicked off the consultation program by establishing a social media campaign in December to allow individuals to participate in the Waterfront Master Plan remotely. A Facebook page, Twitter account, and dedicated email address allowed interested community members to submit thoughts, questions and ideas, or comment on text or images posted online by the project team. The interactive and immediate nature of online engagement has provided new and exciting opportunities to engage with a different demographic and gather more insight into the Waterfront Master Plan. The project team continues to update these pages and respond to comments and emails regularly.

On January 24, 2013 the project team held the first Community Workshop at the North Simcoe Sports & Recreation Centre.

The project team held the second Community Workshop on May 30, 2013 to present the Final Draft Master Plan to the public for review and comment.

This chapter provides an overview of the information gathered through these initiatives and offers further direction in developing the Waterfront Master Plan.





steering committee

The purpose of the steering committee is to guide the development of a vision for the transformation of the Unimin Waterfront Lands.

Council Members

Mayor Gord McKay
Deputy Mayor Stephan Kramp
Councilor Zena Pendlebury
Councilor Mike Ross

Town Staff

Wes Crown, Director of Planning & Development
Andrea Betty, Planner
Bryan Peter, Director of Parks & Recreation
Shawn Berriault, Director of Public Works

Community Members

Burke Penny, Chair of the Steering Committee
Drew Plaxton
Carl Horvat, Unimin Canada Ltd.



community workshop

Advertised through local media outlets and through the project's social media presence, the first Community Workshop was attended by 75 people and provided direction for the development of the Concept Plan.

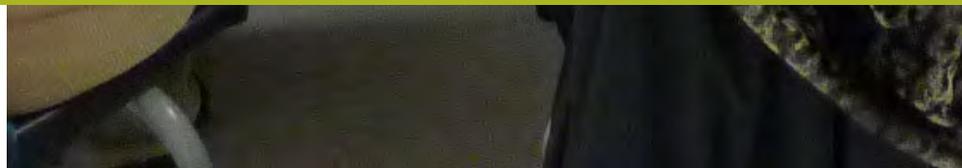
The project team spent the morning in working sessions with the Steering Committee and local business owners and stakeholders.

The evening workshop with the public began with a brief presentation by the project team outlining the goals of the Master Plan and work completed to-date, and was followed by small group exercises led by the team.

During the first Community Workshop, participants were asked to paste precedent images on to a map of the study area to illustrate their visions for the waterfront. The project team provided each table group with an envelope filled with many images representing a diversity of uses and design aesthetics. In order to make sense of the collaged plans, the project team tallied the number of images within designated categories and identified recurring themes that were presented through these images.

These images have been tallied and, along with notes provided by participants, have been reviewed and analyzed by the master planning team. The findings of the collage exercise were presented to the Steering Committee and published online in February 2013. They are also presented in the following pages of this document.

Boardwalk all along waterfront **Transit** **Rental units** **Low rise residential – shops at ground floor** **Commercial** **lower/residential upper** **Teaching centre for sustainable living** **Use local contractors** **Federal/provincial grants/funding incentives** **Sports dome for winter and rain sports** **Variety of housing: family, lofts, seniors housing, floating homes etc** **Indoor market for all four seasons**
Specialty shops: LCBO, nautical, beer, grocery **Outdoor skating rink**
Entertainment theatre complex **Farmers market on waterfront**
Bring back nightlife! **The Town should purchase Unimin land and lease back to development** **Bike rentals**
Along the water have artisans, cafes **Area to dock boats (day use) along shoreline** **Preserve deep water for potential cruise ships**
Parking lot – not directly on water **Fishing pier** **Museum** **Amphitheatre – green space** **Put trumpeter swan sculpture on high area on Bayshore Drive** **Kiddies’ pool, splash park** **Key attractions year-round** **Need landmark** **Large beach area** **Play area for children**
More green space **Meeting space/socializing** **Family areas**
Public square at king street **Bandshell with a great viewing area for the audience** **Build spaces for kids tobogganing** **Connect Huronia Park with the waterfront** **Beach/swimming area in lake** **Naturalized “LEED”** **Communal living style especially for seniors** **Trail converted to ice rink** **Seasonal business possibilities** **In winter allow snowmobiles to drive up** **Enlarge public areas** **Ice fishing**
Reduce width of Bayshore and institute traffic calming **Pedestrian only** **Better links to the neighbourhood** **Make sure it’s integrated** **Restricted auto access** **No cars along the water**
Underground parking in all buildings **This could set an example for a different way of doing things** **Build sustainable life for people here**
Connect to downtown **Job creating** **Revenue generating** **Self-financing** **Restaurants/patios** **View corridors** **Green energy**
Green roofs **Town purchase property or with private partnership**
This property is extremely valuable and will continue to escalate in value by leaps and bounds **Micro-climate mitigation** **Controlled growth**





photographs

workshop comments

design direction

residential



Branson, Missouri Waterfront: boardwalk, condos, hotel, walk to train Rental units Low rise residential – shops at ground floor Commercial lower/residential upper Dockside Green, Victoria – federal/provincial grants/funding incentives etc “LEED” Communal living style especially for seniors Not lots of expensive condos – no one can afford that Residential component
Condos Variety of housing: family, lofts, seniors housing, floating homes etc

- Sustainable
- Walkable
- Compact form
- Public access through neighbourhoods, especially along the water’s edge
- Lush landscape

retail



Indoor market for all four seasons Seasonal business possibilities Specialty shops: LCBO, nautical, beer, grocery Entertainment theatre complex We love markets!
Restaurants/patios Farmers market on waterfront Bring back nightlife! Allow them to be open till 2am! Midland has a reputation as a sleepy town. Tourists constantly complaining about it shutting down too early Bike rentals Along the water have artisans, cafes

- Small-scale retail
- Focus on the water and spaces
- Public access

marina



Area to dock boats (day use) along shoreline Two water inlets Should have dock capacity for tall ships or cruise ships or fishing ships Marina/fishing Preserve deep water for potential cruise ships Fishing pier

- Opportunities for small tourist boats
- Boat tie-ups
- Potential marina

cultural



Museum Large ferris wheel to view the bay Amphitheatre – green space Theatre No museum, library, cultural, amphitheatre – we have these Create something that resembles a Vancouver setting – the market place in particular Put trumpeter swan sculpture on high area on Bayshore Drive Some kind of tourist committee to connect this lake front area to the new Midland Cultural Centre Key attractions year-round Need landmark Concert event location Move museum down there

- Outdoor performance space
- Unique, high-quality architecture
- Landmarks
- Diverse market spaces
- Public art

photographs



workshop comments

Consider incorporating Huronia Park in plan
 Large beach area Play area for children More green space Meeting space/socializing Family areas Year-round Great Wolf Lodge concept park Public square at king street Consider non-park uses for Huronia park Bandshell with a great viewing area for the audience Build spaces for kids tobogganing Can the Huronia Park land be incorporated into the planning/development of the Unimin property? Preserve spectacular lookout from on top of Huronia Park Connect Huronia Park with the waterfront – create pedestrian bridges between Huronia Park and the waterfront Safe tobogganing hill Kiddies' pool, splash park Beach/swimming area in lake Public pool Outdoor skating rink Naturalized Trail converted to ice rink Sports dome for winter and rain sports Indoor water slide park A luge run converted to a water slide during the summer In winter allow snowmobiles to drive up Have picnic tables in winter Indoor year-round entertainment: mini gold, batting cages Enlarge public areas Ice fishing

design direction

- Children's play areas
- Urban open spaces/ hard surfaces
- Outdoor performance areas
- Outdoor seating
- Recreational areas
- Year-round activities

parks & open space

trails & promenades



Boardwalk all along waterfront
 Transit Consider eliminating road Reduce width of Bayshore and institute traffic calming Pedestrian only Turn Bayshore into a boulevard to slow down traffic Better links to the neighbourhood Make sure it's integrated Make trails into skating rinks As little vehicle access as possible Restricted auto access Pedestrian overpass from the greenbelt over Bayshore Drive to access waterfront development Where do people park? Parking lot – not directly on water No cars along the water Public parking Underground parking in all buildings

- Hard surface trails
- Cycling trails
- Buildings front/face/ feature trails
- Promenades along the water

institutional



Teaching centre for sustainable living No institutional/schools

- Possibility for other uses - ie school, community centre, museum

other comments

Consider the direction of the winds that may affect us Control of smell from the sewage plant No interlocking brick Town to buy this property! Capability of existing infrastructure? Use local contractors Sustainable This could set an example for a different way of doing things Build sustainable life for people here Show the world a different way of looking at it Connect to downtown Job creating Revenue generating Self-financing Maintain edge of development parcel View corridors Green energy Green roofs Town purchase property or with private partnership Like Branson's development of their waterfront The Town should purchase Unimin land and lease back to development. Why? Because this property is extremely valuable and will continue to escalate in value by leaps and bounds and its guaranteed that the developers will come and deal regardless. The Town can control its own destiny Buy it! Weather protection Micro-climate mitigation Case studies: Bishop's Landing, Kattering in Dayton, Ohio No buildings! 4 storey buildings max height Controlled growth Limit height of trees

development ideas

Conference Centre/Hotel Encourage a large hotel conglomeration to invest here Theme hotel/conference centre No casino! Massive greenhouses Small hotel and convention centre Casino Hotel complex No casino Vegas-style shows



Midland's Blue Edge

75 likes · 1 talking about this

Liked

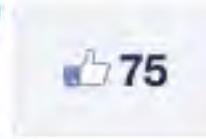
Community

The Town of Midland has launched a Waterfront Master Plan Study to explore opportunities for the future of the Unimin site.

About



Photos



Likes



Events

Highlights

Status Photo / Video Offer, Event +

How are you doing, Midland's Blue Edge?

Midland's Blue Edge
15 minutes ago

We're getting excited to be coming back to the Midland community on Thursday night for the second Community Workshop! Please join us at 6:30pm on May 30th at the

Midland's Blue Edge
January 25

to receive input from the Midland community, including the wonderfully talented and artistic younger generations!



Comment Share
4 people saw this post

Midland's Blue Edge
24

Recent Posts By Others



Rob L Varley

please tell me who is going to pay for all this private or public

Like Comment February 15 at 9:22am



Midland's Blue Edge Good question Rob. Developing implementation and funding ideas is part of this exercise. We would welcome your thoughts on funding, please let us know what you think!

February 15 at 9:37am Like



Write a comment...

Like Comment Share

50 people saw this post

Midland's Blue Edge
January 25

Great ideas collected last night! A few samples of the phenomenal collages, drawings and notes we received



Like Comment Share

74 people saw this post

Ute Schmid Jones

What I would like to see happen to the 40 acres of waterfront that is now up for sale in downtown Midland: (known as the "Blue Edge" lands) it would benefit the citizens of Midland to have a natural reserve with trails, and a natural beach front area for children to play. I think we could build our own little "Royal Botanical Garden" with a large greenhouse or two, modelling how food could be grown all year round, with one or two buildings for public leisure and a meeting place access.....no more than a single story... a place where people can read or hang out sheltered from weather, in the middle of a strongly natural setting that looks across Georgian Bay. Build your condo's, your shopping places, your restaurants.....on the other side of the road, please.

Sincerely,

Ute Schmid Jones

Citizen of Midland, Ontario

Like Comment January 25 at 8:13am



Midland's Blue Edge Thank you for your thoughtful suggestions Ute! If you have any more ideas please continue posting - we'd love to hear!

January 25 at 8:46am Like



Write a comment...

Kyle Lamont

Another reason not to have a waterfront industry reliant on...

<http://www.globalnews.ca/low%20water%20in%20great%20lakes>

- Following
- Followers
- Favorites
- Lists



- View all photos and videos
- Who to follow · Refresh · View all
- Royal Dutch Airlines** @KLM
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Waterfront Master Plan Study for the Unimin Lands
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Tweets

- BlueEdge** @BlueEdgeMidland · 11m
Getting ready for the 2nd Community Workshop Thurs, 6:30 @ North Simcoe Sports & Rec Centre - hope to see u there!
pic.twitter.com/o0mDCRFTGw
View photo
- BlueEdge** @BlueEdgeMidland · 28 Feb
Our Steering Committee has been hard at work - check out their Design
Expand

social media

The project team launched the Online Engagement Program in December 2013. The Program consisted of a dedicated project email address, a Facebook page and a Twitter feed. All of these platforms were advertised through the Town's website and were distributed to local media via press releases.

Social media was used to share information about the project, encourage community members to attend the Workshop, update the public on the planning process, and gather feedback on concepts and precedent images.

The project team was happy to gain a strong response to the Facebook page and email address. The comments, questions and critiques received through these avenues helped to shape the resulting concept plan and implementation strategy.

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Simcoe County

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Interim control bylaw a reaction to proposed sale of waterfront property

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Midland Mirror
by Travis Mealing

MIDLAND – A freeze has descended on the former Unimin property on Midland’s waterfront – but it has nothing to do with this week’s frigid weather.

Town councillors voted 9-0 in favour of an interim control bylaw at a special meeting Wednesday morning. The bylaw means no new buildings can be built on the land for one year, and all new industrial uses are prohibited for the same period.

“The whole purpose of an interim control bylaw is to put a pause to the planning process,” explained Mayor Gord McKay. “This is to give different parties ... time to get involved and make sure this is properly conducted.”

McKay said town officials were caught by surprise on Jan. 16 when they learned that Unimin’s American parent company had received an offer for the 40-acre site, which boasts 3,300 feet of shoreline. The town asked Unimin for time to prepare an offer, but the request was denied.

“It sort of puts you in a position like, ‘Oh, we don’t have the time here to continue forward as to even specifying what this property should look like,’” he said.

Short of passing the interim control bylaw, McKay noted, there was little the town could do to stop another company from buying the land and establishing an operation similar to the Unimin silica-processing plant on the Midland waterfront.

McKay acknowledged the one-year pause on development of the property is an “encumbrance” to Unimin’s ability to complete a sale, but said the town has a responsibility to balance the goals of the company – which he



Citizens weigh in on Unimin land

DOUGLAS GLYNN The Free Press
Tuesday, January 29, 2013 7:09:52 EST PM



Midland council freezes Unimin year

DOUGLAS GLYNN The Free Press
Wednesday, January 23, 2013 1:22:40 EST PM

media coverage

The Unimin Lands Waterfront Master Plan has been fortunate to receive substantial local media attention. These articles have helped to disseminate information about the project to the public and have encouraged community members to participate through the Workshop and through the Online Engagement Program.

A couple checks out pictures of developments at waterfronts in other communities. Photo by Douglas Glynn for The Free Press

Recommend 1

Tweet 2

+1 0

SHARE

Midland residents had their first hands-on experience at a community workshop last week. The workshop was the first of a series of public meetings to discuss the vision of what a redeveloped Unimin waterfront would look like.

Upwards of 100 people attended a community workshop hosted by The Planning Partnership, the consulting firm carrying out a \$70,000-study for the town.

Participants were urged not to propose "pie-in-the-sky" ideas, but to strike a balance between what is feasible and what is desirable.



Town of
Uminin Waterfront Lanse
M...
Plan Study

consultation findings

The **priorities** listed below arose online and through in-person conversations during the first Community Workshop. These sentiments apply to all aspects of the Waterfront Master Plan.

safety & security

The safety of those who access the waterfront is a priority for the Midland community.

Suggestions were made to ensure good lighting across the site, especially along pedestrian walkways, at pick-up/drop-off points and throughout parking structures.

Participants agreed that creating a dense, urban structure that promotes congregation and the inclusion of main, populated walkways and promenades could greatly reduce risks. Proper signage to minimize risks associated with shared pedestrian and cycling paths is also a priority.

accessibility

Designing the waterfront to be used by people of all abilities is a main priority. Midland is home to a diverse population of people with varying needs and the Master Plan should endeavour to accommodate these with barrier-free planning.

good design

Participants recognize that beautiful, well-designed open spaces, courtyards and walkways are vital to ensuring the success of development along the waterfront. Interesting, innovative architecture and landscape architecture is a priority for the Midland community. Buildings of various scales and materials would contribute to the overall aesthetic of the waterfront and support strategic densification, and reference Midland's maritime history

There is great support for the beautification of the site in step with development, however there is concern over the capacity of the Town to maintain the quality of outdoor spaces as maintenance resources are currently limited. Suggestions have been made to partner with developers to cover regular maintenance requirements, such as snow plowing and street cleaning.

economic viability

The community recognizes that in order to develop a mixed-use waterfront area that is vibrant and inviting, the Town needs to be strategic in ensuring that future development will be viable and support a year-round economy.

Tourism attractions should be developed in conjunction with services and amenities for residents. A wide mix of land uses (including residential, recreational, tourism-oriented, employment, educational, institutional and commercial) will help to support the waterfront all year and create a textured, interesting neighbourhood that supports a lively public realm.

sustainability

Participants have clearly stated that sustainability is a main priority in the development of the waterfront. The Master Plan must acknowledge the ecological significance of the site and plan for development that supports a healthy and diverse local environment. As one participant stated eloquently, "we need to not only consider life around the Bay, but also life in the Bay."

Participants were also largely supportive of encouraging sustainable building design practices in the development of the waterfront.





The following main **themes** were identified through conversation with participants and through comments received. These reflect the focus of discussions throughout the public engagement program.

creating strong links to downtown midland

The Midland community is very proud of the Downtown and participants have clearly expressed the need to create strong links between a new waterfront development and the Downtown. There is some concern that new retail areas along the waterfront could detract from the success of Downtown Midland, but most participants agreed that through strategic planning both areas could prosper alongside one another. Good pedestrian, transit and vehicular connections between the two areas will help to ensure visitors and residents can access both areas. There was also some interest expressed in extending the BIA to encompass new development on the waterfront.

enhancing year-round tourism

Many participants expressed the need for Midland to invest in creating a recognizable brand that could entice tourists to visit the area. Building upon the existing character of the Town, a revitalized waterfront could contribute to this brand and set Midland apart from surrounding communities.

Establishing a hotel and/or conference centre within the study area is a popular idea. Many participants believe that a local hotel could encourage tourists to stay for longer visits, and a conference centre could be a draw to the area.

One of the recognized assets of Midland's waterfront is the marina, and some participants expressed a desire to expand upon the existing marina or build an additional marina on the Unimin Lands. While Georgian Bay is experiencing record-low water levels, Midland is fortunate to be home to deeper waters which some participants believe could mean an increase in boating tourism in the future.

remembering the history of the waterfront

The Midland waterfront is well-known as a working waterfront. Participants recognized the importance of this industrial heritage and suggested that some light industrial uses be accommodated in the Master Plan, which would contribute to the mixed-use framework of the Plan.

planning for residential development

Participants support a mix of housing accommodations, including rental units, townhouses and condos, in the study area. Many stated that housing should accommodate various income levels and should appeal to residents of varying ages, possibly including seniors housing. It became clear through the consultation process that maintaining a compact, pedestrian-friendly neighbourhood with services and amenities within comfortable walking distances is a priority.

planning for commercial development

The public recognizes the potential for commercial development along the waterfront, but is weary of detracting from the businesses in Downtown Midland. Participants suggested that small-scale retail integrated into the development would serve new residents and tourists, while not infringing on existing businesses in the surrounding area.

Participants listed a number of possibilities for commercial businesses to serve the area, including: restaurants, grocery stores, pubs, an LCBO, and cafes. There is also a strong desire for a local farmers market along the waterfront that could be located in the newly established public open spaces.

promoting a cultural & institutional presence

Midland has a rich cultural history, and participants expressed a desire to extend this tradition to the waterfront.

There was an expression of interest in either moving the Huronia Museum to the waterfront site, or establishing a new branch housing the marine heritage component of the Museum. A more visible site could help to increase the number of visitors to the Museum, and it could in turn provide a cultural touchstone for the waterfront that would be a draw for tourists and contribute to the unique character of the area.

The inclusion of an outdoor performance space/amphitheatre is also a popular idea within the community as an element that could attract both residents and tourists. Public art and unique, high-quality architecture were also noted as possible cultural landmarks for the waterfront.



There was also some expression of interest in partnering with an academic institution to establish a satellite campus on the waterfront, which could in turn encourage students to live on the waterfront.

creating great parks & open spaces

Participants in the engagement process were largely focused on the development of high-quality parks and open spaces along the waterfront. These spaces are seen as culturally significant and critical to placemaking efforts in a new development.

Ideas for parks and open spaces include: splash pools, sports areas, ice fishing opportunities, public gardens, urban open areas with hard surfacing, tobogganing areas and lookout points, among others. It is important to ensure that these areas are safe and well lit, and fitted with adequate seating and pedestrian amenities. All of the parks and open spaces along the waterfront should accommodate year-round use.

planning multi-modal trails & promenades

Participants expressed great interest in maintaining public walkways along the waterfront and ensuring that the entire waterfront development is walkable and pedestrian-friendly.

There is great support for a boardwalk or promenade along the water's edge that allows pedestrians to walk the entire length of the Town's waterfront, and enhances access to the water. A waterfront promenade could link well with nearby existing trails, such as the Rotary Trail.

Suggestions were also made to reduce vehicular access through the study area and minimize parking in an effort to encourage visitors to walk or cycle throughout the site.

Cycling trails throughout the waterfront that link to nearby paths are also a priority for the community.

implementing the vision

Participants in the public consultation process are overwhelmingly supportive of the Town purchasing the Unimin Lands. The study area is viewed as a tremendous community asset, and most agree that purchasing the land is the only way to ensure the waterfront becomes a public area and that development aligns with the community's vision. Participants suggested that the Town purchase the site and lease land to developers on long-term lease agreements, which would allow the Town to maintain greater control over the type of development that occurs along the waterfront.

community workshop #2

The Second Community Workshop was held on Thursday, May 30th, 2013 at the North Simcoe Sports and Recreation Centre. The event was widely advertised in local newspapers, on the Town's website and through social media outlets. Approximately 50 interested community members attended the event and participated in discussions.

The evening began with a brief presentation by the Waterfront Master Plan team, who introduced the Draft Master Plan and gave brief overviews of the Framework Plans and the Demonstration Plan. This presentation provided participants with an understanding of overarching directions, and of how feedback from the first workshop, and comments collected via email and social media, has helped to shape the Master Plan.

Following the presentation, participants were invited to provide comments, feedback, critiques and suggestions directly on large prints of the Demonstration Plan. Participants engaged in conversations about the Master Plan with fellow community members at their tables, and were able to ask questions of the Master Planning team, who circulated the room throughout the evening.

feedback

Participants were largely supportive of the Draft Waterfront Master Plan and were enthusiastic and optimistic about the future of the waterfront. The overwhelming sentiment was one of support and encouragement.

What follows is a summary of the key points of discussion raised by participants during the workshop. These themes were influential in refining project directions and creating the Final Waterfront Master Plan.



“An excellent plan! Bravo!”
“We like the mix”
“Many good ideas!”

a year-round neighbourhood

Participants were very supportive of developing a waterfront neighbourhood that will support year-round activity. The success of the area, including both the residential neighbourhood and the commercial areas, is dependent upon creating an environment that is enjoyable and animated throughout the year – including during the harsh winter months. Many participants suggested incorporating spaces for outdoor winter activities, and possibly integrating indoor multi-purpose space that could accommodate a diverse range of activities in the winter. Furthermore, there is support for creating a structure in the urban square to protect visitors during inclement weather and to house various events, such as farmers' markets.

safe & efficient streets, paths & walkways are priorities

Many participants expressed concern over the current condition of Bayshore Drive and its relationship to the new waterfront neighbourhood. Traffic on the street is very fast and presents a possible hazard to pedestrians trying to reach the waterfront from the surrounding neighbourhoods. Some suggestions for traffic calming were presented, including transitioning to a two-lane street with a centre boulevard and incorporating roundabouts at key intersections. The noise from heavy traffic on Bayshore Drive is also a concern as it may impact future residents of the waterfront neighbourhood.

Participants were very supportive of the proposed pedestrian and cycling networks, and presented ideas for further animating these spaces with alternative uses and additional amenities – such as food vendors.

“We want tourists to stay – even on rainy days and in the winter”

“Allow snowmobiles”

“Consider snow removal”

“Need indoor space, i.e. multi-use cultural space”

“Skating along multi-modal trail in winter”

“Concern over high traffic volume on Bayshore Drive”

“Bayshore Drive should be two lanes with a centre boulevard: add roundabouts and slow traffic”

“Food vendors along boardwalk”

“Bike rentals”

boating opportunities should be enhanced

There were many comments from participants related to boating activities along the waterfront. Participants feel that the Master Plan should provide for additional boating opportunities. More docks and launches are needed, as well as accompanying amenities such as public washrooms, showering facilities, and access to water and hydro.

“Emphasize boating:

“A boating area needs public washrooms, shower facilities, a boating hotel, restaurants and pubs, more boat launches”

“Public marina for transient boaters”

“Add more docks”

highlight the square as the heart of the neighbourhood

Participants expressed great support for the central urban square concept. Many saw great potential in this component as a community-building tool, and presented ideas to further animate the space and create a unique, engaging public space. Some suggestions include supporting all-season markets, open air film screenings and live performances, converting the pond to a splash pad, and creating a sheltered pavilion.

“Amphitheatre is great”
“Start developing at the square – this is the anchor, make it spectacular”
“Pond should also be a splash pad”
“Consider prevailing winds and natural shelter for square”
“All-season market”

more green space in the residential neighbourhood

Although most participants were very supportive of the residential area, including its proximity to the water, many noted that more green space is needed to service future residents of this area. Additional places to play, relax and socialize outside would help to create a better environment for these residents and would make the area more desirable.

“Make one of the residential blocks a park”
“Need more green space in the residential area”
“A recreation area for residents is needed”

huronia park is an asset

Many participants expressed a desire to better integrate Huronia Park into the new waterfront neighbourhood. Bayshore Drive is viewed as a barrier between the two areas, and many made suggestions for resolving this issue. Safe pedestrian crossings would help people move easily between the two spaces, while enhancing Huronia Park could entice more residents and visitors to use the space.

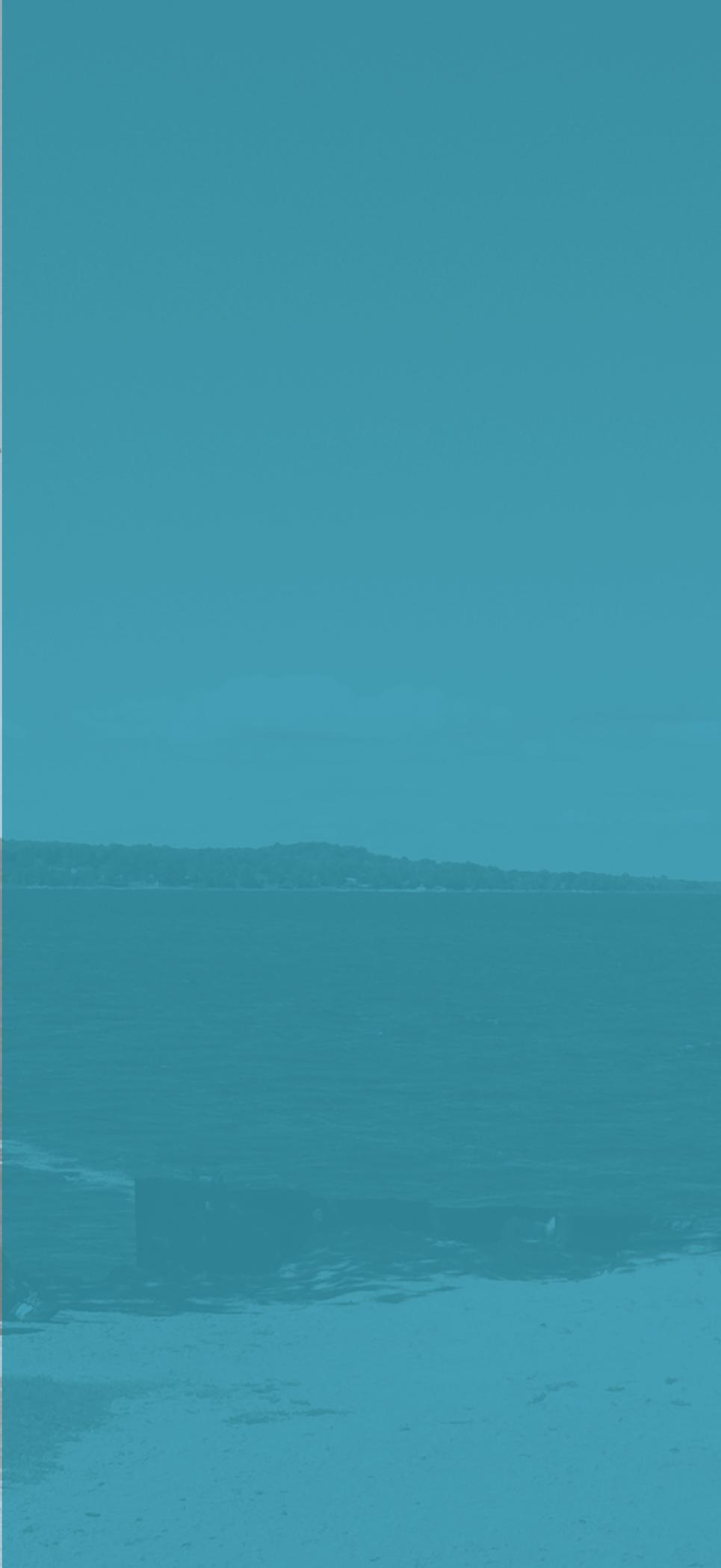
“Integrate Huronia Park”
“Plans must consider the future of Huronia Park”
“Create a lookout point at Huronia Park”
“Skateboard park in Huronia Park”

“How to attract developers”
“Concern over long-term commitment of future councillors”
“Where is the money coming from?”
“Who will buy this residential / commercial development? And when? How is it phased?”

ensure viability

Participants were very optimistic about the future of the Unimin lands, and expressed great support for this study and the Town’s role in planning for the future of the neighbourhood. Many noted that the Town needs to ensure that the Master Plan is viable and should explore ways to encourage investment and foster partnerships with developers. Community members want to ensure that the Town is making a long-term commitment to developing the waterfront neighbourhood.





The background is a solid teal color. A white, multi-sided geometric shape is positioned in the upper right quadrant, containing the text. The shape has several sharp corners and edges, resembling a stylized arrow or a speech bubble. The text is in a bold, teal, sans-serif font.

10 keys to successful waterfronts



project for public spaces

Project for Public Spaces (PPS) is a non-profit planning, design and educational organization based in New York City.

The organization's mandate is to help people and cities create and sustain great public spaces that improve public life and build stronger communities .

The PPS 'placemaking' approach helps citizens transform their public spaces all over the world.

Project for Public Spaces has identified a number of common characteristics that inform helpful guiding principles for creating great waterfront developments. These have been developed through studying the successes and failures of hundreds of waterfront cities and places from around the world over 32 years. Waterfront communities vary in size and location, but these principles remain relevant.

These guiding principles are presented in the following pages and have been used to guide the development of the Waterfront Master Plan.



01

create a shared community vision



“It is a citizen-driven initiative that outlines a set of goals—ideals to strive for—that set the stage for people to think boldly, make breakthroughs, and achieve new possibilities for their waterfront. Because a vision is adaptable and can be implemented gradually, starting with small experiments, it often becomes more powerful through time as public enthusiasm for making bold changes gains support.” - PPS

make sure public goals are the primary objective



“Waterfronts everywhere are too valuable to simply allow developers to dictate what happens there. . This is not to say that private development is unwelcome and should be discouraged – on the contrary, it is often necessary to the future of a healthy waterfront. But the best solutions for revamping waterfronts put public goals first, not private short-term financial objective . As long as redevelopment plans adhere to the notion that the waterfront is an inherently public asset, it will be relatively easy to follow the rest of the steps here. Community engagement – and, ultimately, local ownership and pride – depend on this basic premise.” - PPS

build on existing assets & context



“After establishing the public spaces and public goals, begin the public visioning process with the existing assets and surrounding context. Start with the historical form and function of the site to foster a locally grounded identity by channeling former vibrancy into a variety of uses. Existing industrial uses should be preserved when compatible with human activity on the waterfront. Surrounding neighbourhoods should be integrated into the waterfront to strengthen connectivity between destinations. And new development should embrace its waterfront context with appropriate orientation and usages.” - PPS

use the water & look first at public space



“In planning a waterfront development, city officials or a developer should begin by envisioning a network of well-connected, multi-use public spaces that fit with the community’s shared goals. By orienting waterfront revitalization around public spaces, new construction will enhance the quality of existing destinations and result in a whole that is greater than the sum of its parts.” - PPS

use parks to connect destinations, not as destinations unto themselves



"Parks or esplanades should not serve as the whole purpose of the entire waterfront. Too much passive, one-dimensional open space puts a damper on the inherent vibrancy of waterfronts, as evident in many spots throughout Toronto, New York City and Vancouver, — cities that have relied too heavily on “greening” their waterfronts without including other public activities that draw people for different reasons at different times. The world’s best waterfronts use parks as connective tissue, using them to link other high-profile destinations together. Helsinki, Stockholm, Sydney, and Baltimore have successfully employed this strategy.” - PPS

create multiple destinations - the power of ten



“The most effective way to propel a visioning process is to set a goal of creating ten great destinations along a waterfront, an idea we call the “Power of Ten.” This focus on destinations, rather than “open space” or parks, enables a genuine community-led process to take root. Residents, businesses, community organizations and other stakeholders all join in to help identify the key destinations and then define the uses and activities they want to see at each place. A wealth of things to do broadens the appeal of the destination, encouraging round-the-clock use.” - PPS

With consideration for the small scale of Midland, ‘The Power of Ten’ could be applied along the entire Midland Bay.

07

maximize opportunities for public access to the water



“It is essential that the waterfront be accessible for everyone to the greatest extent possible. Here too, the goal of continuity is of paramount importance. Waterfronts with continuous public access are much more popular than those where public space is interrupted. Even small stretches where the waterfront is unavailable to people greatly diminish the experience. California’s Balboa Island, located off the coast of Newport Beach, makes its entire shoreline accessible to the public instead of giving waterfront property owners sole rights of use.” - PPS

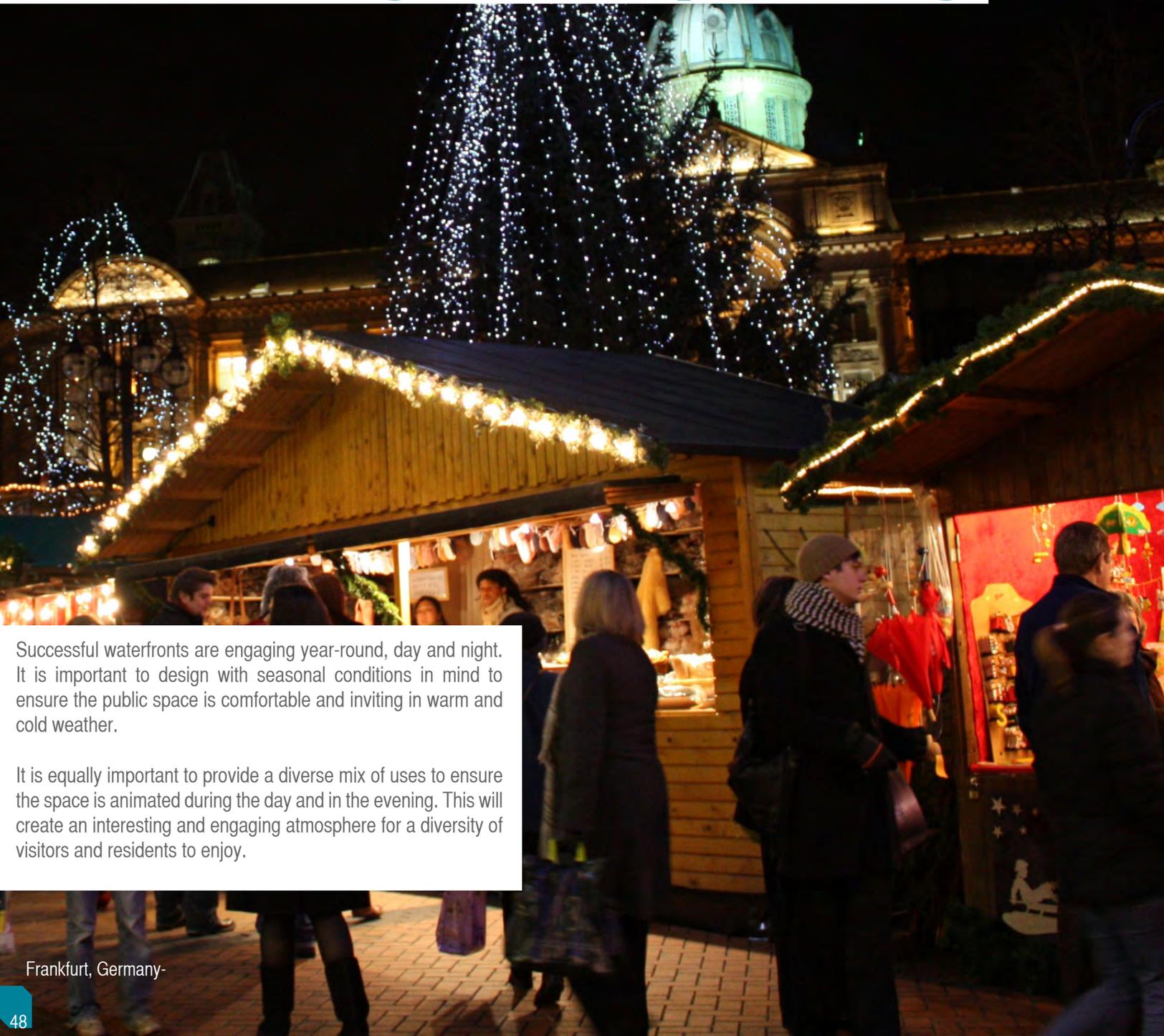
support cycling & walking - limit cars



“While streets may be appropriate on some waterfronts, pedestrian connections should be given top priority, making large parking lots and auto-oriented development out of the question.”
-PPS

Pedestrian-oriented waterfronts that also accommodate cyclists help to ensure that public space is accessible, safe and usable as public open space.

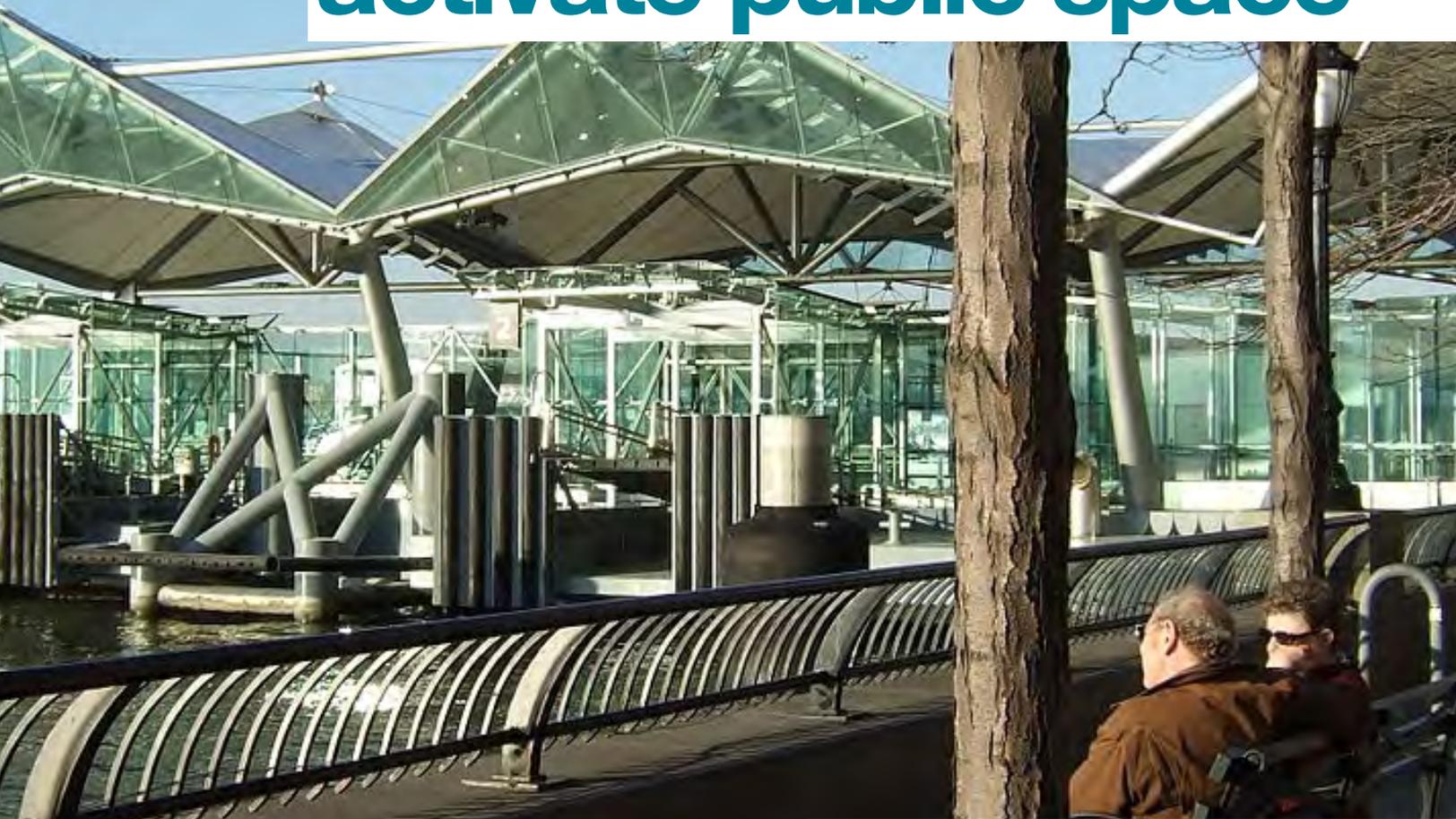
integrate seasonal & night activities, & design for flexibility & adaptability



Successful waterfronts are engaging year-round, day and night. It is important to design with seasonal conditions in mind to ensure the public space is comfortable and inviting in warm and cold weather.

It is equally important to provide a diverse mix of uses to ensure the space is animated during the day and in the evening. This will create an interesting and engaging atmosphere for a diversity of visitors and residents to enjoy.

design buildings & encourage uses to activate public space



Interesting architecture can serve to create recognizable landmarks along the waterfront that attract visitors and residents and contribute to the unique character of the space.

A diverse mix of uses - including residential, commercial, employment, cultural and recreational - will also draw people to the waterfront and activate the public space.



10 assets of the site & its environs to build upon

The study area is located at the terminus of Midland's main street, centrally located on the waterfront. There are many assets of the site and the context that provide a solid foundation for the concept plan.

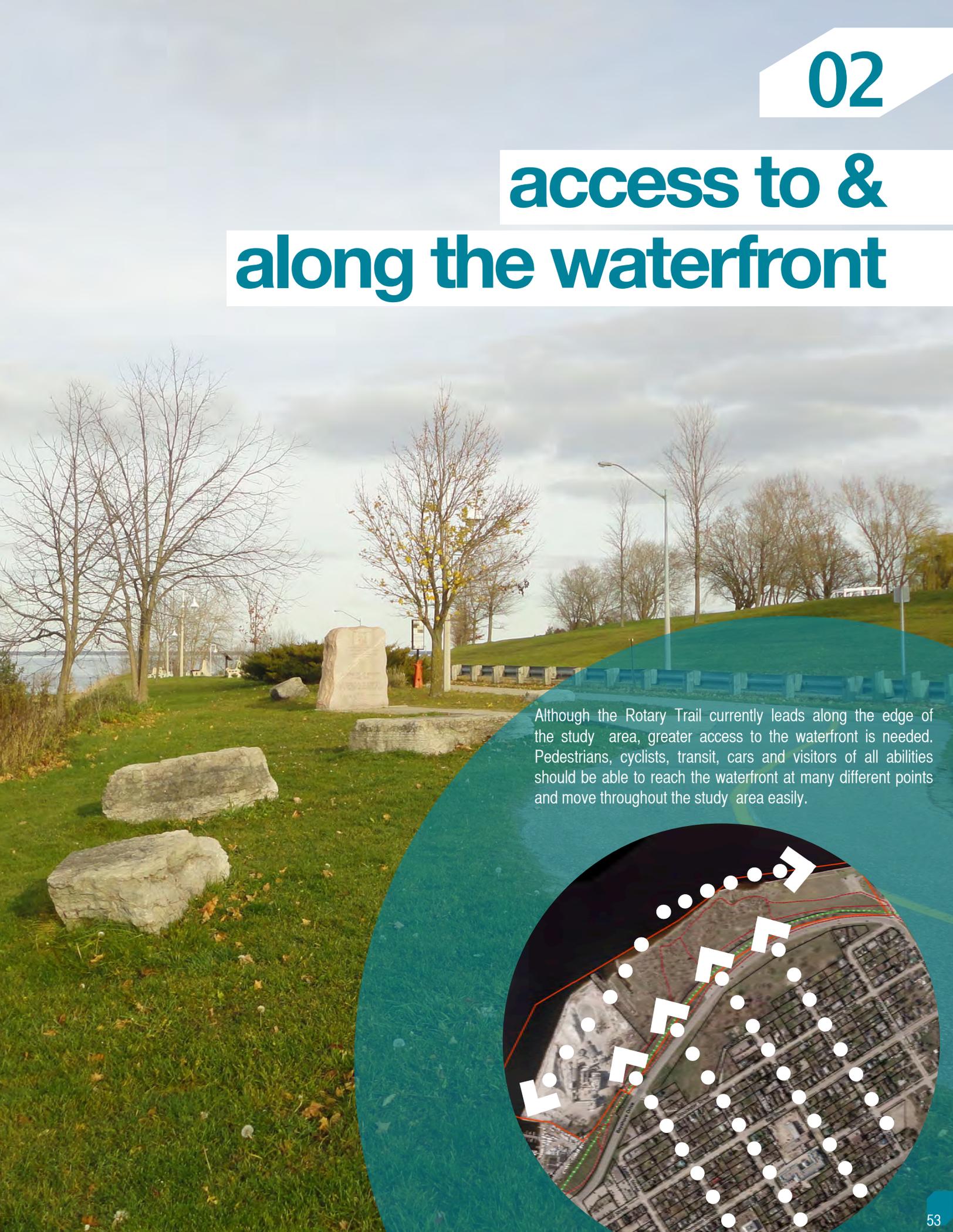
01

protecting & reinforcing views of the water

The views of the water from Bayshore Drive, Huronia Park and the residential neighbourhood beyond are integral parts of the character of the area. It will be important to enhance views through strategic development of buildings and corridors that reinforce existing sight lines and create new opportunities for views to the water.



access to & along the waterfront



Although the Rotary Trail currently leads along the edge of the study area, greater access to the waterfront is needed. Pedestrians, cyclists, transit, cars and visitors of all abilities should be able to reach the waterfront at many different points and move throughout the study area easily.



03

Bayshore Drive as a connector, not a barrier

Instituting traffic calming measures along Bayshore Drive will reduce the speed of traffic and subsequently make this a safer area to cross in order to access the waterfront. Signalled pedestrian crossings will also help improve waterfront accessibility and link Huronia Park to the waterfront.



create a mixed-use waterfront district

The Midland waterfront has a history of industrial and recreational use. This history should be celebrated and enhanced through the introduction of residential, commercial, cultural and institutional uses that will all work together to form an interesting, vibrant mixed-use district.



provide continuous public frontage - Midland's Front Porch

Midland is fortunate to call the beautiful Georgian Bay home. The Waterfront Master Plan should take advantage of this beautiful setting by creating a continuous public frontage that allows access to the waterfront and highlight's the Town's natural features.



provide all season activities & programming



Interesting programming throughout the year, and in varying weather conditions, is vital to ensuring a lively and active waterfront. A regular farmers' market, similar to Guelph's, is one strategy for programming the site and engaging the community in the waterfront.

enhance the local environment



Midland's stunning location on the shores of Georgian Bay also comes with a responsibility to protect the local environment. Midland is a "Guardian of the Bay." Any development of the waterfront must first consider the environmental impacts and develop strategies for mitigating adverse affects and enhancing the health of the local ecosystem.

create a draw for the community & attract tourists



Midland is already home to unique and cherished cultural landmarks, such as the Huronia Museum. Promoting existing features and creating new cultural, recreational and institutional attractions will help to create a gathering space for the community and increase tourism.

ensure a critical mass of people & activity



In order to ensure the waterfront is lively and healthy, there must exist a critical mass of people and activity. This can be achieved by introducing a mix of uses and providing amenities for visitors of diverse ages and interests, such as a splash pad or play structure for children.



**design principles
that underpin the
master plan**

economic viability 01

The site will generate economic benefits on two levels: first, it will offer investment opportunities to the private sector for a variety of sustainable commercial and/or residential uses. Second, it will generate economic benefit to the community overall by attracting visitors who will spend time and money in the community, which helps support existing businesses.

clean 02

All activities and future development should work with natural processes to contribute to environmental health.

green 03

Natural features and topography should form a green infrastructure for the region.

connected 04

Connections with the area's natural and cultural heritage should be restored and maintained.

open 05

Existing features and views should be maintained. Density and design should not be allowed to create a visual barrier to the water.

06 accessible

Waterfront activity should be serviced by public transit, trails and roadways. The waterfront should be safe and accessible to all members of society. Where feasible, the water's edge should be open to public access.

07 usable

The waterfront should support a mix of public and private uses. Spaces should be animated year-round, during the day and in the evenings, and be accessible to people of a wide variety of incomes and abilities.

08 diverse

The waterfront should provide diverse landscapes, places, wildlife habitats, uses, programs and experiences.

09 affordable

Waterfront development and management should provide opportunities for economic renewal and for efficient use of resources. When possible, social, environmental and economic objectives should be integrated with each other.

10 attractive

Design and landscaping should protect, enhance and create distinctive and memorable places along the waterfront. Beautiful buildings and spaces are a priority.



Pete
Petterson
Park

4 Street

5 Street

2 St



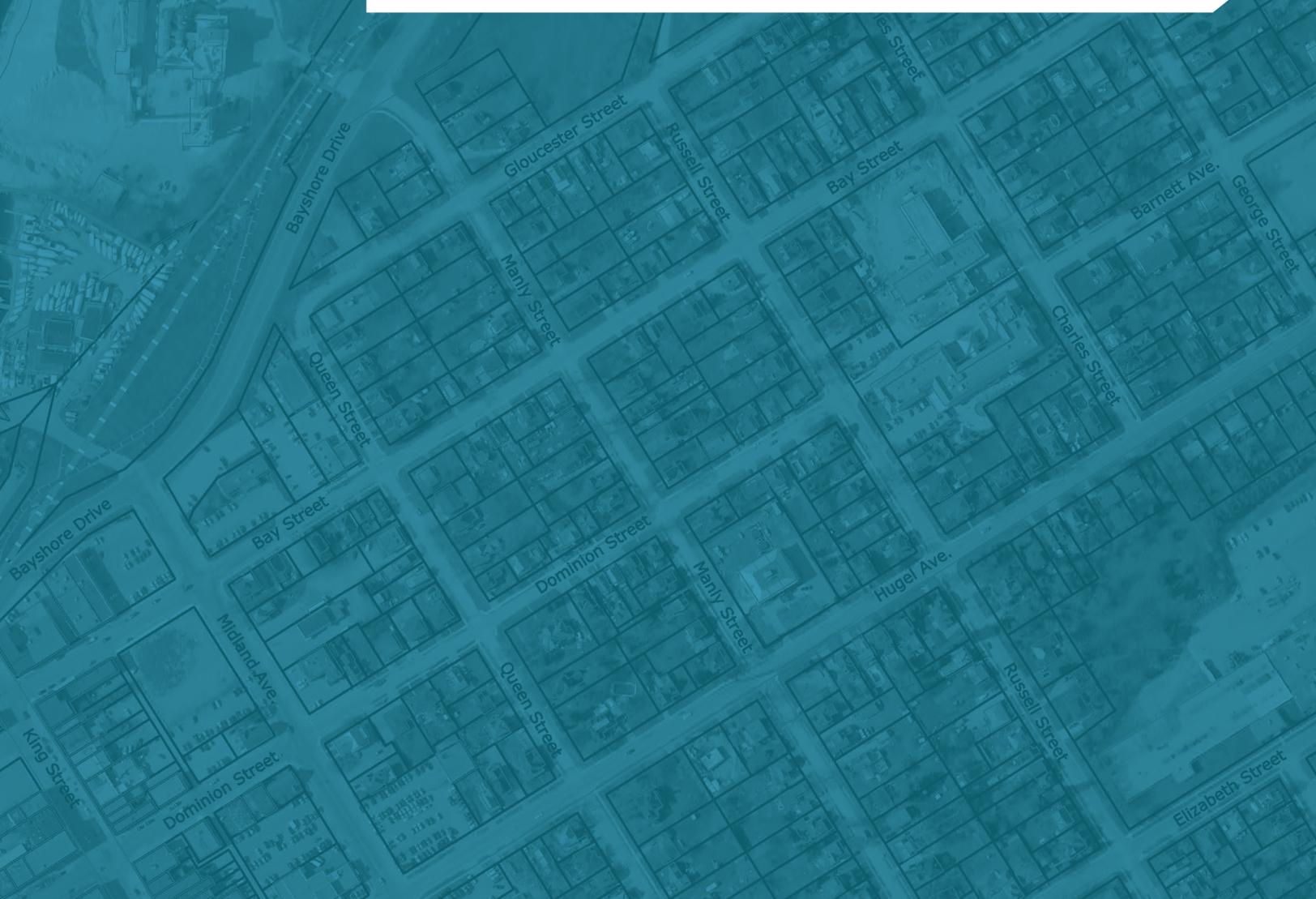
Town
Dock

Street

First



waterfront master plan

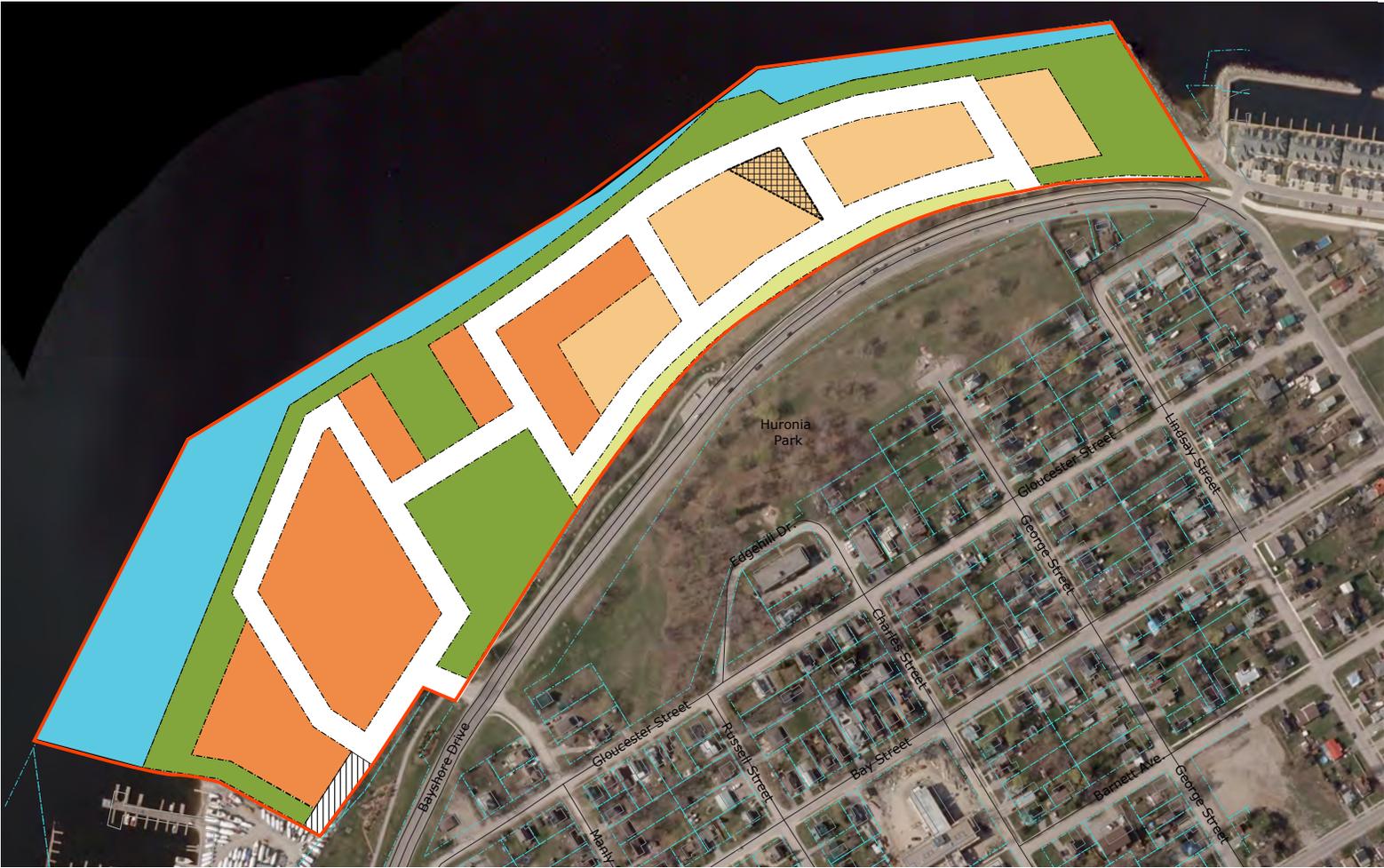


The Waterfront Master Plan is a result of consultation with the Midland community and the guiding principles that arose from conversations with the public and stakeholders, precedents of good waterfront planning and design, and consideration of the unique characteristics and history of the waterfront neighbourhood.

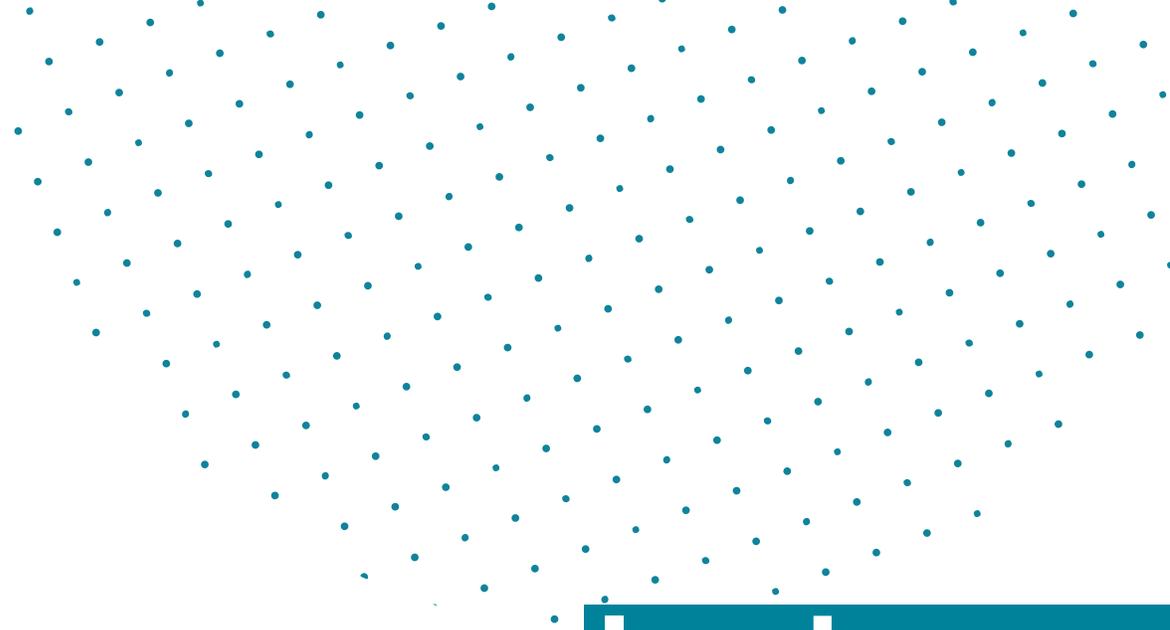
The Master Plan provides direction through Framework Plans for land use, the public realm, and built form, and envisions what the new waterfront neighbourhood could look like through an illustrative Demonstration Plan.

Land Use Framework Plan

- Unimin Boundaries
- Street Right-of-Way
- Potential Street Right-of-Way
- Water Lot
- Park
- Open Space
- Waterfront Mixed-Use 1
- Waterfront Mixed-Use 2
- Potential Park



Land Use Framework Plan



land use framework plan

The Land Use Framework Plan illustrates the primary organizing elements of the waterfront neighbourhood, and serves as a decision-making guide with respect to future uses. This Plan will inform amendments to enabling policies and regulations that will implement the vision. The General Land Use Categories are:

Waterfront Mixed-Use 1
Downtown-compatible, higher density with a more diverse mix of uses including civic buildings, hotels, retail, commercial and residential.

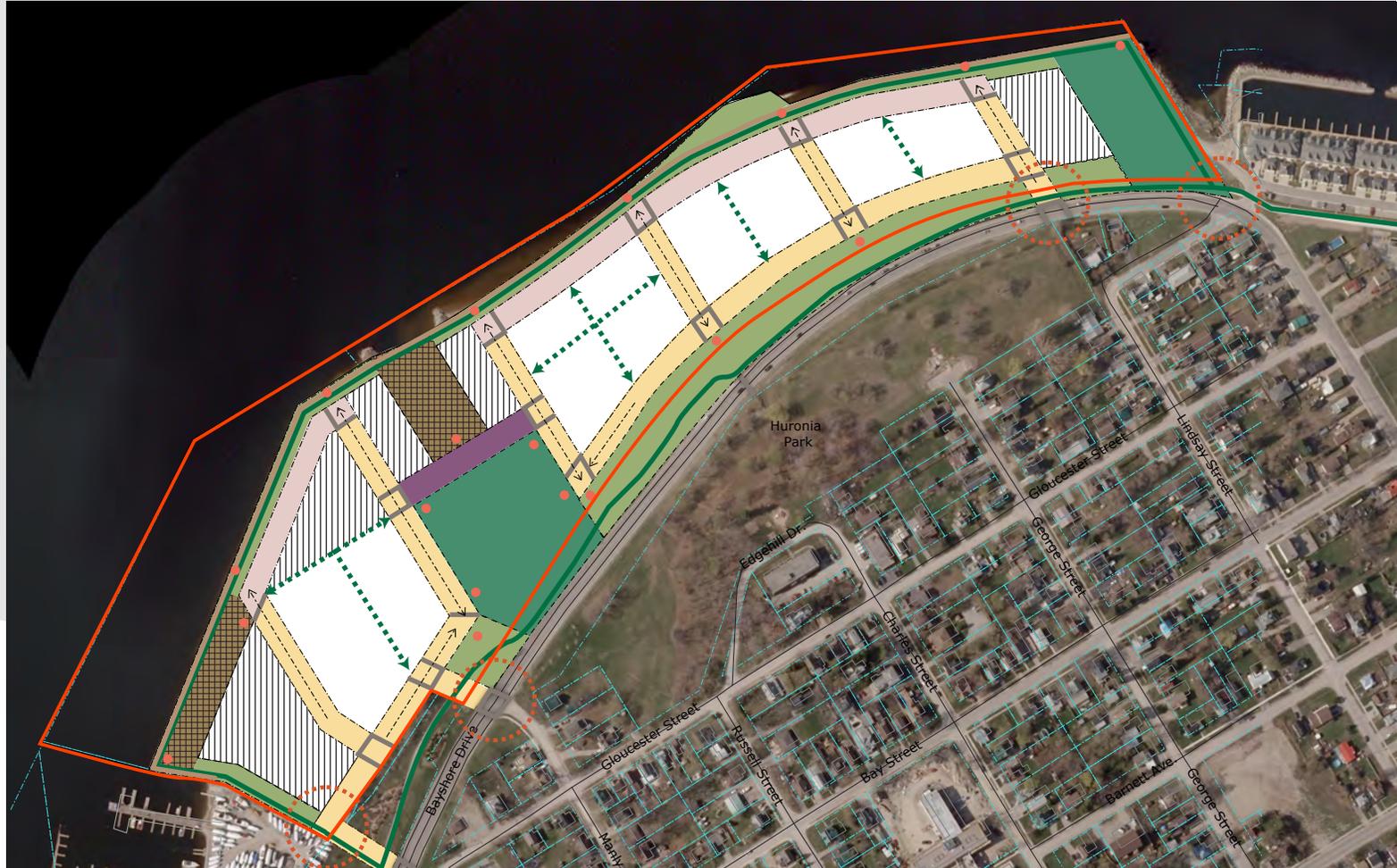
Waterfront Mixed-Use 2
Lower-scale, mixed-use, but predominantly residential with less retail.

Park
Programmable areas that include green spaces, hard surface squares, plantings and pedestrian amenities. Used for recreational purposes and as gathering spaces. There are options for the distribution of parks that could be considered at the time of an application for development

Open Space
Not programmed, and may not necessarily be usable (ie steep slopes), but could provide natural areas and wildlife habitats.

Total Area = 40 acres

Parks & Open Space	10.7 ac	27%
Waterfront 1	8.6 ac	21%
Waterfront 2	5.2 ac	13%
Waterlot	7.7 ac	18%
+ Roads	8.2 ac	21%



Public Realm Framework Plan

- | | | | |
|--------------------|------------------------------------|----------------------|-----------------------|
| Unimin Boundaries | Open Spaces and Connections | Streetscapes | Civic Elements |
| Neighbourhood Park | Linear Park | Waterfront Promenade | Gateways |
| Square | Multi-Modal Trail | Park Mews | Public Art |
| Boardwalk | Midblock Connection | Local Street | View Corridors |
| Crossings | | | Strategic Civic Site |

The Public Realm Framework Plan informs aspects of importance to the public domain, including the space between the buildings and provides guidance as to the desired character and quality of these areas. The intent is to create a neighbourhood that prioritizes the pedestrian and cyclist by creating safe, walkable blocks and trails, animated streetscapes, and beautiful and accessible public spaces. It identifies priority areas that the Town should direct resources to and where the Town should seek opportunities to forge partnerships with developers, institutions and other groups.

The Public Realm Framework Plan lays out an **open space system** that provides programmed and passive areas, hardscapes and green parks, multi-modal trails and a pedestrian boardwalk. Together, these diverse open spaces and trails serve the varying needs of residents and visitors and contribute to the vitality of the waterfront neighbourhood. All parks and open spaces link into the Town's existing open space system that continues along Bayshore Drive and into Downtown Midland, and the adjacent residential neighbourhoods.

The Public Realm Framework Plan sets direction to achieve this by providing multi-modal trails that accommodate pedestrians and cyclists and link to the Town's existing trail system. The Plan lays out a **circulation network** that provides continuous public frontage along the water. This pedestrian-oriented boardwalk allows visitors and residents to walk along the water and the entire Midland Bay. Similarly, the multi-modal trail system safely accommodates both pedestrians and cyclists, allowing both to access the water and connect to the Marina, Downtown and Midland neighbourhoods.

Midland is fortunate to already have in place a grid structure of streets that creates small, walkable blocks. Small blocks and mid-block pedestrian connections increase the permeability of the waterfront neighbourhood, enhance accessibility, encourage walking, and accommodate a wide range of uses. Existing views are reinforced by extending the alignment of the north-south roads of the adjacent residential neighbourhoods through the waterfront neighbourhood, preserving sightlines to the water.

framework plan

Creating a great experience along the journey to and from destinations is vital to the success of the public realm. In order to encourage visitors to park elsewhere and walk to the waterfront, the walk must be comfortable, safe, appealing and worthwhile.

Parking within the waterfront neighbourhood should be out of sight and should not infringe upon the public realm. Underground, internal above-grade and on-street parking preserve public space and promote walking and cycling. On-street parking will help to calm traffic in the neighbourhood and provide public access to the waterfront. On-street parking opportunities also eliminate the need for large surface parking lots. Individual blocks and building developments could also provide shared public parking in structures.

The components of the Public Realm include:

Neighbourhood Parks

Green, passive spaces that offer opportunities for play and programmed events. These spaces include trees, additional plantings and grass. They provide green amenity spaces for neighbourhood residents. A natural amphitheatre is formed by the slope along Bayshore Drive.

Linear Parks

Multi-modal trails along the water's edge that accommodate passive uses, but also serve as connector routes for pedestrians and cyclists that link into surrounding trail networks.

Squares

The main gathering spaces with hard surfaces to accommodate larger gatherings and programmed events. These areas are framed by buildings with retail uses on the ground floor to further animate the space. Squares are highly active, pedestrian spaces that can also serve as secondary parking areas in off-seasons. They have the highest intensity of programmed uses and activities, including markets, festivals and performances. Landscaping includes trees, planters and small pockets of green.

Multi-Modal Trails

Shared by pedestrians and cyclists, these trails will be signed to ensure cyclists pass at a safe distance and speed. Furthermore, multi-modal trails will include cycling calming measures, such as specially designed pavers and other visual clues.

Boardwalk

A continuous linear promenade that connects the neighbourhood along the water's edge and into Downtown Midland. This is a strictly pedestrian area with views of the water.

Mid-block connections

Walkways between buildings that allow pedestrians and cyclists to move through the neighbourhood with greater ease and efficiency. Mid-block connections may be private but publicly accessible.

Crossings

Located at key intersections, such as across Bayshore Drive, pedestrian crossings are articulated and contribute to traffic calming.

Waterfront Promenade

Provides a continuous street connection along the water with two travel lanes and on-street parking on the park side.

Park Mews

A "shared street" that traverses between open spaces and that encourages cars to move slowly to increase safety for pedestrians and cyclists.

Local Streets

A typical street condition with narrow lanes and on-street parking.

(Waterfront Promenade, Park Mews, and Local Street streetscapes are illustrated and summarized in the cross-sections provided on the following pages.)

Gateways

Major access points to the neighbourhood that should receive special landscaping treatments.

Public Art

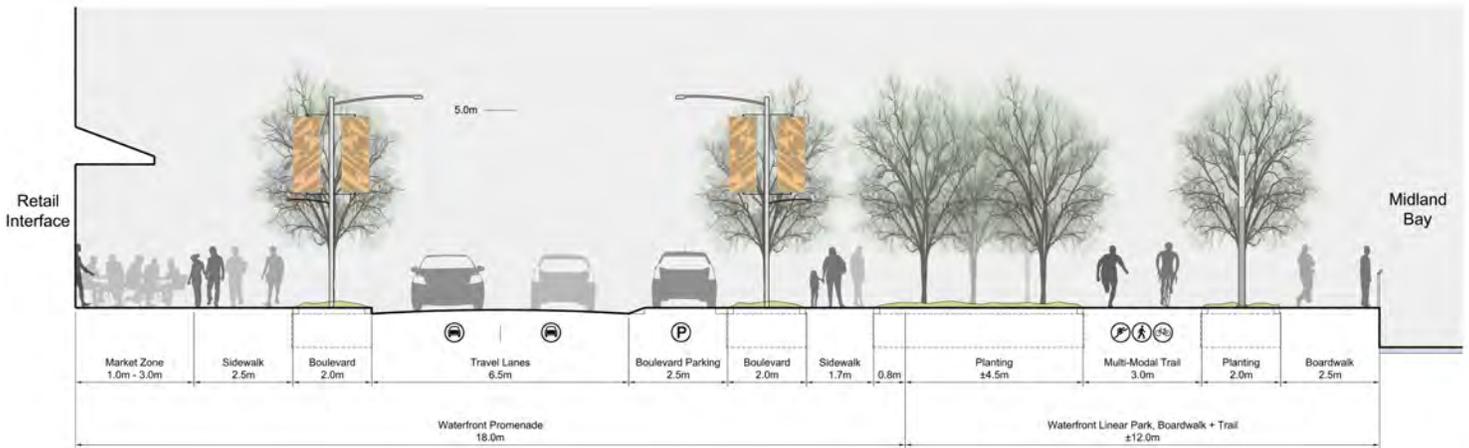
Visually strategic locations for public art that would enhance the public realm and serve as an important wayfinding tool.

View Corridors

Key views to be maintained and reinforced from the adjacent neighbourhoods, through the new neighbourhood and to the waterfront.

Strategic Civic Site

Strategic locations that have visual prominence and provide opportunities for unique functions, such as civic buildings, museums and other attractions.



waterfront promenade

The waterfront promenade provides a continuous public space along the waterfront. An 18 metre right-of-way accommodates a two-way street with a mountable curb and paved boulevard parking condition on the water's edge side that can also provide space for temporary events, festivals and outdoor seating.

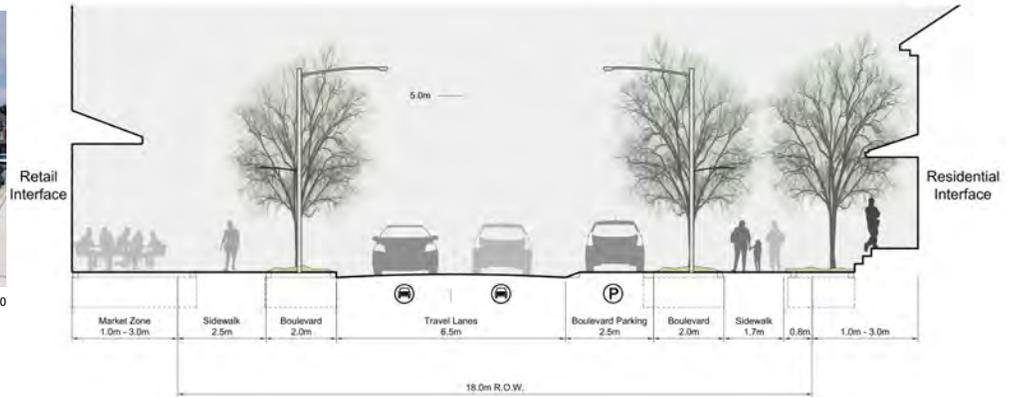
The Linear Park includes a double row of trees flanking both sides of the multi-modal trail, which accommodates pedestrians, cyclists and cross-country skiers in the winter. The pedestrian boardwalk follows the water's edge.

Buildings face the street with a "market zone" that could accommodate cafe patios, sidewalk sales and temporary events. The buildings that front the waterfront promenade will be animated with at-grade retail uses.

cross-sections



Port Credit Village, Mississauga, Ontario



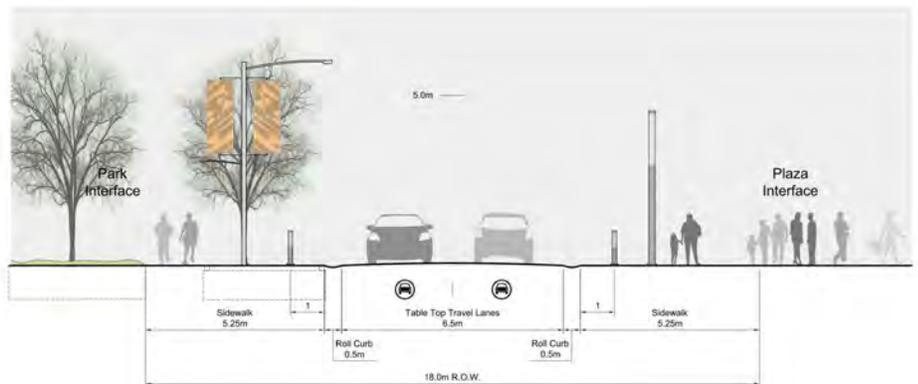
local street

The local street may be fronted by either retail or residential uses on either side, or both retail and residential uses. An 18 metre right-of-way accommodates a two-way street and a mountable curb and paved boulevard parking condition on one side of the street. Treed boulevards on both sides of the street separate the sidewalks from the travel lanes.

A sidewalk in front of the residential uses complements the quieter nature of residential area, while a wider sidewalk and market zone along buildings with retail uses accommodates outdoor cafe seating, sidewalk sales and events.



Brighton, United Kingdom



park mews

The park mews is a “shared street” that encourages vehicles to move slowly by clearly giving the pedestrians and cyclists priority within the space. The park mews is located between two key open space frontages. An 18 metre right-of-way accommodates two travel lanes that will be paved in a material that encourages traffic calming, such as permeable pavers. A roll curb and bollards separate the travel lanes from the sidewalks.

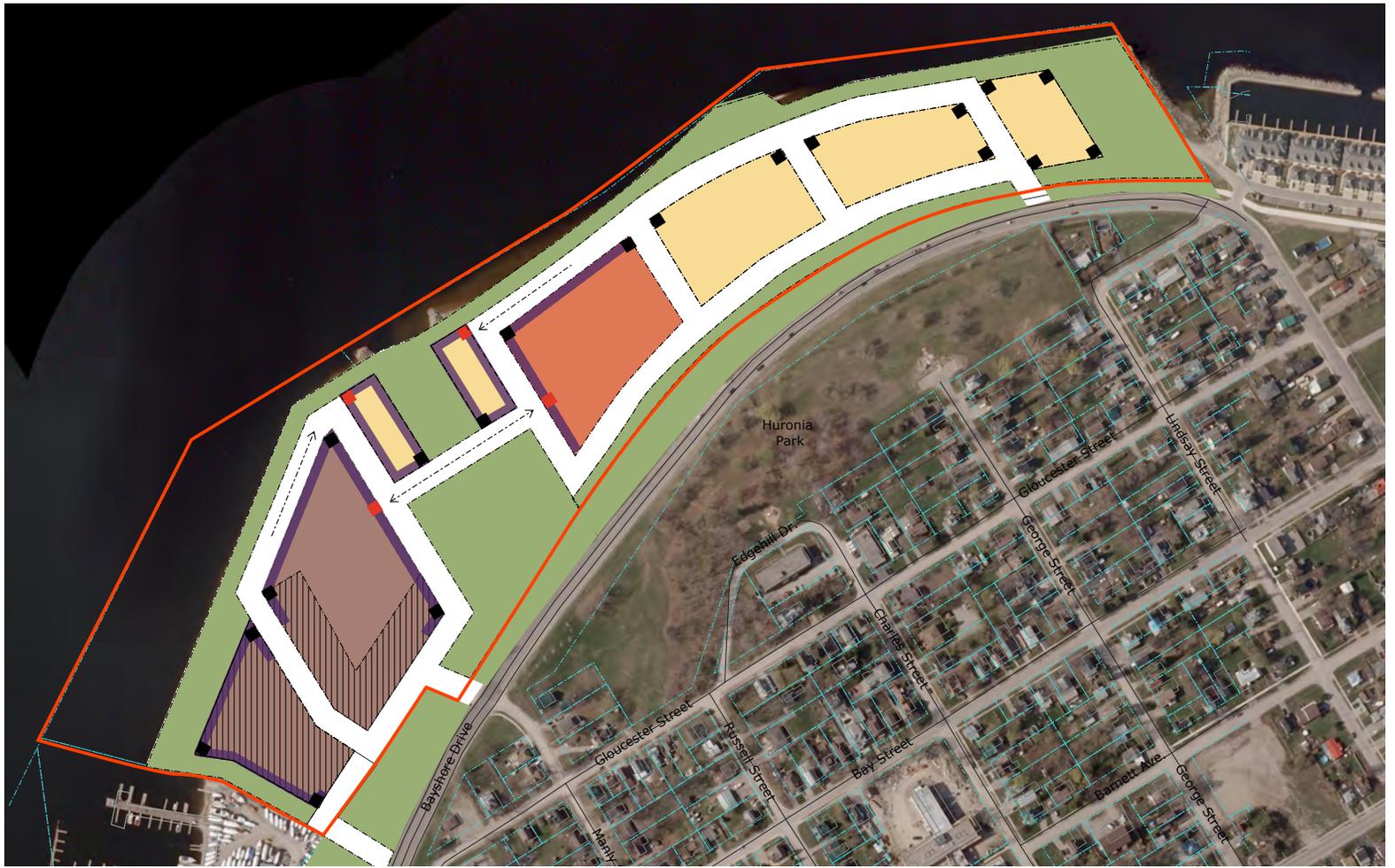
The “table-top” street transitions seamlessly to adjacent public open spaces. A table-top street has the road bed elevated to the elevation of the sidewalk to provide a barrier-free area for pedestrians, cyclists and cars and allows for street closures during major events and festivals. All of the street users share the space and move slowly along the street.



Eugene, Oregon



Melbourne, Australia



Built Form Framework Plan

- Unimin Boundaries
- Property Lines
- Low Rise 1 (2-3 storeys)
- Low Rise 2 (3-4 storeys)
- Mid Rise (3-6 storeys)
- Conditional Height Zone (max. 8-storeys)
- Priority Retail Frontage
- Key Terminus Treatment
- Key Corner Treatment
- Open Space

built form framework plan

The Built Form Framework Plan is consistent with the Land Use Framework Plan, and provides additional guidance for buildings. It reinforces the Land Use Categories set out in the Land Use Framework Plan by providing direction on building height, location and types to ensure new development emphasizes the unique elements of the neighbourhood. This direction will help the Town create a vibrant neighbourhood that supports a mix of uses, complements the Town's existing built form, and remains flexible to accommodate future growth.

The Built Form Framework Plan responds directly to the conditions and context of the waterfront neighbourhood, including the slope down to the water's edge, the view of Midland Bay and the proximity to Downtown Midland. As such, buildings are higher and denser closer to the centre and the western edge of the neighbourhood. To showcase the Bay and enhance parks and open spaces, including the boardwalk and squares, building fronts will be designed to face and address the waterfront, helping to create an animated public realm. Similarly, buildings at the south end will be designed to front and address Bayshore Drive, although at a different elevation than at the waterfront. This will create a boulevard condition, reinforcing Bayshore Drive as a 'green ribbon', and enhancing connections to Huronia Park.

Section 37 of the Planning Act allows Ontario cities to negotiate increases in height and density of proposed development projects in return for "facilities, services or matters" provided by the developers. The goal of this statute is to provide benefits to the community in the immediate vicinity of the development to ensure quality of life is maintained amid changes to the neighbourhood. Benefits can include in-kind or cash-in-lieu commitments to providing or improving parks and open spaces, streetscapes, public art, cultural facilities, transit, recreation, non-profit childcare facilities, heritage conservation, affordable housing, libraries, and other projects set out in a Community Design Plan for the area at hand.

The Built Form Categories are:

-  Low Rise 1
2-3 storeys. Includes rowhouses, low-rise apartment and buildings and offices/retail.
-  Low Rise 2
3-4 storeys. Includes rowhouses, low-rise apartment buildings and offices/retail.
-  Mid Rise
3-6 storeys. Includes rowhouses, low-rise apartment buildings and offices, and mid-rise apartment buildings and offices.
-  Conditional Height Zone
Potential taller buildings that can arise from certain unique conditions (such as bonusing in exchange for public benefits permitted through Section 37 of the Planning Act). Additional building heights to a maximum 8 storeys should be permitted.
-  Priority Retail Frontage
Highly visible locations that coincide with compatible land uses and built form, and are adjacent to open spaces. These have been located nearer to the waterfront to create an animated, urban waterfront edge that serves as a destination for residents and visitors. Additionally, Priority Retail Frontage frames the central square. A range of retail and restaurant opportunities should be located here.
-  Key Terminus Treatment
Locations at the end of main view corridors are important to stimulate circulation and for wayfinding. Visual cues including distinct architectural elements, public art, and signage should be utilized at those locations.
-  Key Corner Treatment
Street and open space corners are important to movement and wayfinding. They should be designed to enhance their prominence through special architectural elements, public art, and signage.
-  Open Space
All soft- and hard-scape spaces within the waterfront neighbourhood. These include multi-modal trails, the boardwalk, neighbourhood parks, linear parks, the amphitheatre, and squares.



demonstration plan

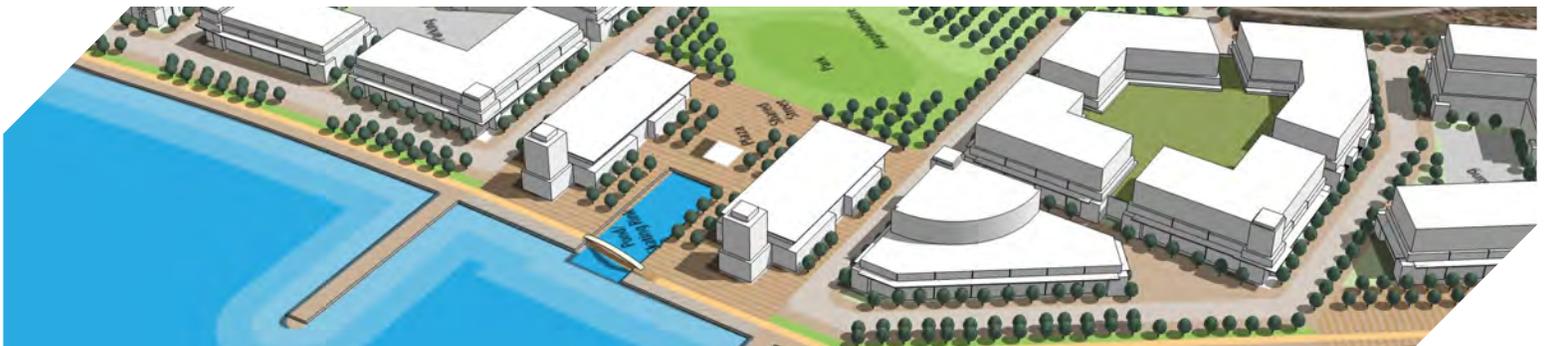
The Demonstration Plan builds directly on the original concept plan that was developed during the initial Public Workshop in January 2013. It demonstrates the application of direction provided in the Framework Plans and design guidelines.

The Demonstration Plan illustrates one possible scenario of what the waterfront neighbourhood could look like when future development follows the intent and spirit of the principles and guidelines set out in the Master Plan. It is intended to be flexible and conceptual, and does not dictate the exact form or built quality of the neighbourhood. Using the Framework Plans as a guide, the Town can look forward to the exploration of many demonstrations of a new waterfront neighbourhood at time of a development application.





Demonstration Plan - Mixed-use



envisioning life in the new waterfront neighbourhood

The waterfront neighbourhood is a place to live, shop, play, and learn while making the most of all that Midland Bay has to offer.

The heart of the neighbourhood is the **central urban square**. Here, residents and visitors can enjoy a cup of coffee on the patio of a cafe as they watch boats cruise through the Bay, or wander through local shops that complement the offerings of Downtown Midland. Families can bring their children to play in the shallow pond and splash pad during the summer, and return in the winter to skate on the same water feature as they overlook the frozen waters of Lake Huron.

The hard surfaced areas of the square accommodate a wide range of temporary uses all throughout the year, including festivals, farmers' markets, art fairs, exhibitions, ceremonies and winter markets. In the off-season, a portion of the hard surfaced area accommodates extra vehicular parking when the need arises. Two transient **piers** stemming from the square provide ample room for day boat docking and could accommodate cruise ship docking.

The highlight of the park on the southern side of the square is the **natural amphitheatre**, formed by the natural slope of the neighbourhood from Bayshore Drive down to the water's edge. Musical events, performances, ceremonies and civic functions are enjoyed against the backdrop of the beautiful Midland Bay.

Further up the slope of the amphitheatre, the neighbourhood leads to Bayshore Drive. The buildings in the waterfront neighbourhood face a new street parallel to Bayshore Drive and create a welcoming frontage. The street is flanked by trees that define it as a **'green ribbon'** and promenade. Enhanced crosswalks further contribute to slowing traffic and creating safe connections to Huronia Park. Residents of the surrounding neighbourhoods easily and regularly walk from their homes to enjoy the waterfront neighbourhood.

The square seamlessly transitions to the multi-modal trail and the boardwalk, which follow the water's edge and through the **linear parks**, connecting the entire waterfront neighbourhood.

To the west, the linear park leads to a smaller **square** that provides a secondary event space, and is home to more cafes, restaurants and local shops for residents and visitors to enjoy. This area of the waterfront neighbourhood has offices, schools, businesses and residential units on the upper storeys of buildings. Narrow streets and internal walkways encourage visitors to move through the area on foot and contribute to a vibrant street life. Parking structures and lots are hidden behind buildings, further protecting the pedestrian realm and leaving ample room for cycling lanes and bicycle parking.

The area just east of the central urban square provides a similar setting, with buildings that house shops, services, offices, classes and upper storey residential.

This portion of the waterfront neighbourhood is lively, active and engaging. The diverse shops, restaurants, events and businesses here attract people of all ages and interests. The density of activity and views across the Bay and to the marina work to foster a strong relationship with **Downtown Midland** and encourage residents and visitors to continue on from one area to the next.

The new piers could accommodate docks for boaters to tie up and enjoy the new waterfront neighbourhood. Showers, washrooms, and other amenities for boaters could be located in any of the adjacent buildings. Small condominium units could also target the boating market.



Port Credit, Mississauga, Ontario



Granville Island, Vancouver



Olympic Village, Vancouver



Demonstration Plan - Residential neighbourhood



The waterfront neighbourhood is also a place to call **home**, raise children, entertain guests and form a strong sense of community amongst neighbours.

The eastern portion of the waterfront neighbourhood has lower buildings, less retail and more open space, providing the perfect setting for a retreat from the busy and engaging mixed-use area, but is still close to amenities, parks and the waterfront to feel exciting and diverse.

A mix of architecturally interesting rowhouses, condominiums, apartment buildings and office buildings creates a rich texture that is enhanced by beautiful streetscapes flanked by trees and benches. The Waterfront Promenade provides an essential public “face” to Midland Bay. The Waterfront Promenade include a linear park, the setting for the multi-modal trail, and waterside road, ensuring all Midland residents can enjoy the new waterfront access.

Residents enjoy unmatched **views of the water** from their own balconies, but often come together in the local neighbourhood parks to look out on the Bay and play a casual game of soccer or host a picnic. Parks space could be reallocated to provide small parkettes as a focus for residents.

With the necessary **amenities and services** nearby, residents rarely need to use their cars, but have the option to with back lane parking access that maintains the streets and sidewalks for cyclists and pedestrians.

This **safe**, vibrant neighbourhood has all the amenities of urban life with the stunning views of Georgian Bay at its doorstep.



Townhouses, Vancouver



Victoria, British Columbia



Charleston, South Carolina



Orillia, Ontario





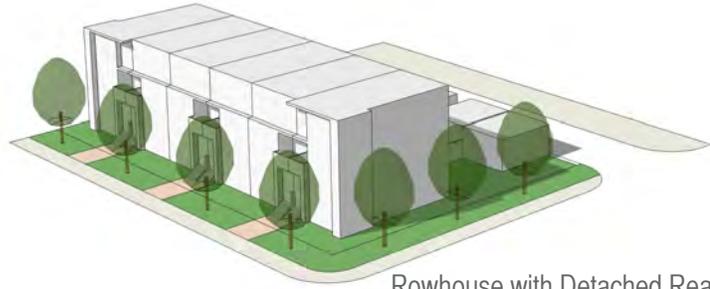
building design guidelines

This section provides guidelines for various building types envisioned in the Waterfront Master Plan. Guidelines are described for each of the 14 building types.

rowhouse

General Description

- Units attached to their neighbours by shared sidewalls
- Typically orient to the street and/or private or public open spaces
- Amenity open space typically provided in private front yards, rear yards, terraces and/or shared common areas
- No side yard separation between units



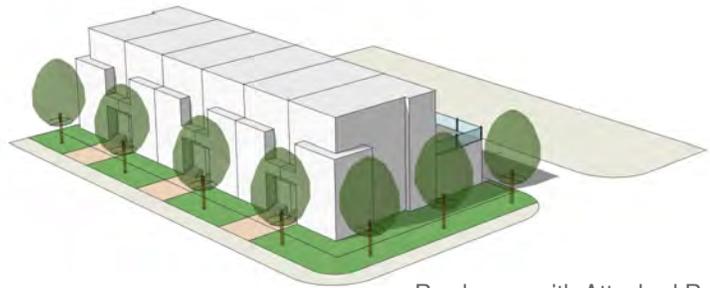
Rowhouse with Detached Rear Garage.

Density

- Generally 15-25 units/acre (35-60 units/hectare)

Placement & Massing

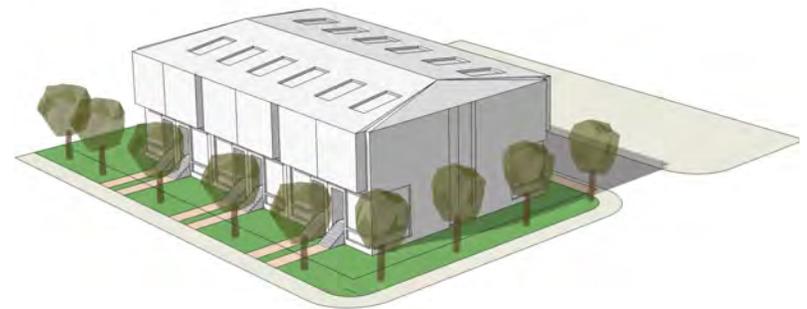
- Setbacks: min 3.0m front yard setback
- Height: 2-3 storeys
- Roof: pitched, flat or mansard
- Maximum 8 continuous side-by-side units



Rowhouse with Attached Rear Garage.

Articulation

- Design units to be varied and/or articulated to provide visual interest to pedestrians.
- Design the main building entrance to be prominent in the facade using techniques such as stoops, porches, overhangs, punctuation and/or change in roof line
- Ensure adequate grade-level privacy measures with public interfaces, such as grade shifts and/or low hedges or decorative fencing
- Address both visible facades of corner end units with a “frontal” appearance such as entries, wrap-around porches and windows



Back-to-back Rowhouse with Below Grade Parking.

Parking & Servicing

- Individual resident parking provided rear accessed detached or attached garages
- Communal parking provided in rear surface lots or below-grade garages
- Parking in the front yard is prohibited
- Front facing garages are discouraged. If necessary, they should occupy no more than 45% of the unit width
- On-street parking can provide additional resident and visitor parking



Back-to-back Rowhouse with Green Common and Below Grade Parking.

stacked rowhouse

General Description

- 2 to 3 vertically stacked units attached to their neighbours by shared sidewalls
- Typically orient to the street and/or private or public open spaces
- Amenity open space typically provided in private rear yards, balconies, terraces and/or shared common areas
- No side yard separation between units

Density

- Generally 25-130 units/acre (60-310 units/hectare)

Placement & Massing

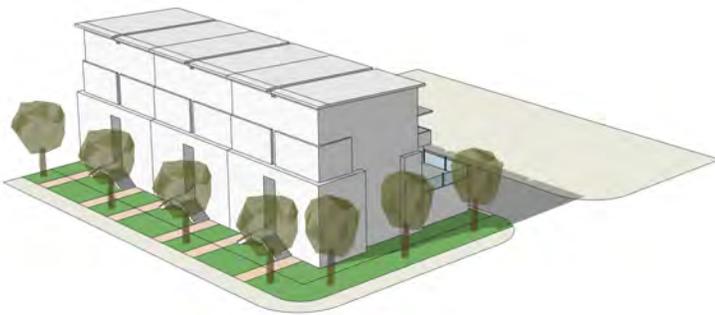
- Setbacks: min 3.0m front yard setback
- Height: 2-3 storeys
- Roof: pitched, flat or mansard
- Maximum 8 continuous side-by-side units

Articulation

- Design units to be varied and/or vertically articulated to provide visual interest to pedestrians.
- Design the main building entrance to be prominent in the facade using techniques such as stoops, porches, overhangs, punctuation and/or change in roof line
- Ensure adequate grade-level privacy measures with public interfaces, such as grade shifts and/or low hedges or decorative fencing
- Address both visible facades of corner end units with a "frontal" appearance such as entries, wrap-around porches and windows

Parking & Servicing

- Individual resident parking provided through rear accessed attached garages
- Communal parking provided in rear surface lots or below-grade garages
- Parking in the front yard or front facing garages are prohibited
- On-street parking can provide additional resident and visitor parking



Stacked Rowhouse with Attached Rear Garage.



Stacked Rowhouse with Green Common and Attached Rear Garage.



Stacked Back-to-back Rowhouse with Below Grade Parking.



Stacked Back-to-back Rowhouse with Green Common and Below Grade Parking.

low-rise apartment or office buildings

General Description

- Units attached to their neighbours above, below and to the side, within a single building no taller than 4-storeys
- Amenity open space typically provided in the form of patios, decks, balconies and/or rooftop gardens
- May include mixed-uses within a single building, including at-grade retail

Density

- 35-145 units/acre (85-350 units/hectare)

Placement & Massing

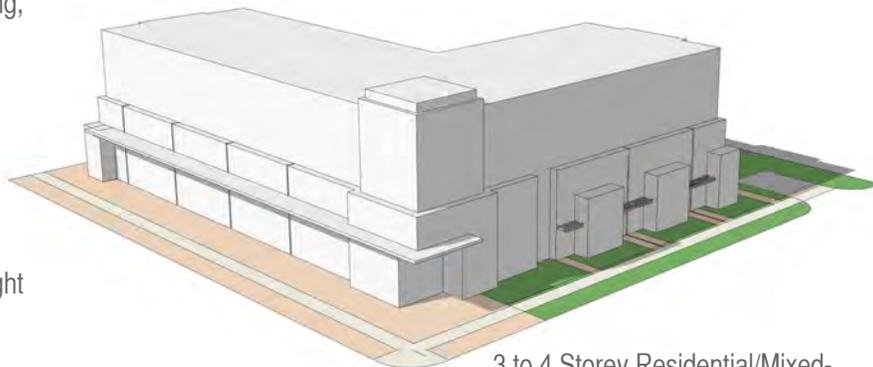
- Setbacks: 1.0 to 3.0m front yard setback
- Height: 3-4 storeys, minimum 4.5m grade level height for retail
- Roof: pitched, flat or mansard

Articulation

- Orient all primary building entrances to directly access the street and sidewalk
- Provide street access units such as townhouses where residential uses are at grade and provide appropriate privacy measures such as grade shifts and/or low hedges or decorative fencing
- Design the main building entrance to be prominent in the facade using techniques such as height, massing, overhang, punctuation and/or change in roof line
- Articulate facades using horizontal tiers to express a base, middle and top
- Vertically articulate narrow storefronts and provide for weather protection where retail is provided at grade
- Address both street frontages at key corners through massing, entrances, and/or distinctive architectural elements
- Articulate all facades facing public streets using entrances, windows, architectural details and/or signage to provide pedestrian interest

Parking & Servicing

- Communal parking provided in rear surface lots, below-grade garages and/or above-grade garages
- Above-grade garages are to be visually concealed from public streets and spaces, generally located to the rear and sleeved with at and above grade uses
- Locate vehicular access to parking to minimize its impact on primary streetscapes and pedestrians, ideally at the side or rear of sites
- Locate loading, storage, and utilities out of view and/or concealed from public streets and spaces
- Locate heating, venting and air conditioning equipment and vents away from public streets and design integrate rooftop utilities and mechanical equipment



3 to 4 Storey Residential/Mixed-Use Apartment or Office with Below Grade Parking.



3 to 4 Storey Residential/Mixed-Use Apartment or Office with Above Grade Parking.

mid-rise apartment or office building

General Description

- Units attached to their neighbours above, below and to the side, within a slab configured building no taller than 6-storeys
- Amenity open space typically provided in the form of patios, decks, balconies and/or rooftop gardens
- May include mixed-uses within a single building, including at-grade retail

Density

- 145-200 units/acre (350-480 units/hectare)

Placement & Massing

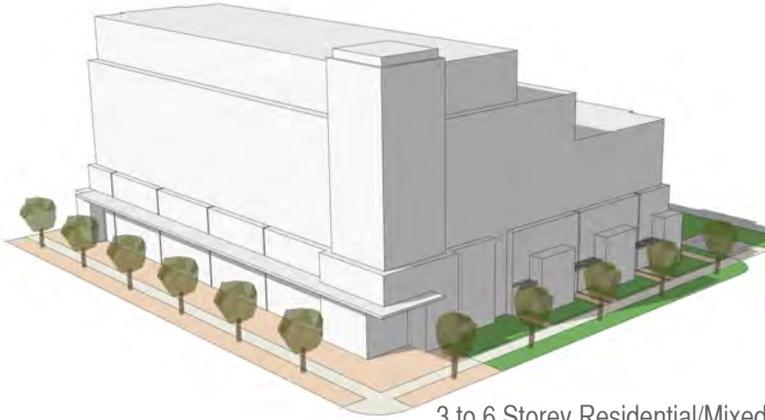
- Setbacks: 1.0 to 3.0m front yard setback
- Height: 3-6 storeys, minimum 4.5m grade level height for retail
- Step-backs: minimum 1.5m front-yard step-back to articulate the upper levels above a 3 storey base
- Transitions: Step down heights to maximum 4-storeys where interfacing with low-rise areas and the waterfront
- Roof line: pitched, flat or mansard

Articulation

- Orient all primary building entrances to directly access the street and sidewalk
- Provide street access units such as townhouses where residential uses are at grade and provide appropriate privacy measures such as grade shifts and/or low hedges or decorative fencing
- Design the main building entrance to be prominent in the facade using techniques such as height, massing, overhang, punctuation and/or change in roof line
- Articulate facades using horizontal tiers to express a base, middle and top
- Vertically articulate narrow storefronts and provide for weather protection where retail is provided at grade
- Address both street frontages at key corners through massing, entrances, and/or distinctive architectural elements
- Articulate all facades facing public streets using entrances, windows, architectural details and/or signage to provide pedestrian interest

Parking & Servicing

- Communal parking provided in rear surface lots, below-grade garages and/or above-grade garages
- Above-grade garages are to be visually concealed from public streets and spaces, generally located to the rear and sleeved with at and above grade uses
- Locate vehicular access to parking to minimize its impact on primary streetscapes and pedestrians, ideally at the side or rear of sites
- Locate loading, storage, and utilities out of view and/or concealed from public streets and spaces
- Locate heating, venting and air conditioning equipment and vents away from public streets and design integrate rooftop utilities and mechanical equipment



3 to 6 Storey Residential/Mixed-Use Apartment or Office with Below Grade Parking.



3 to 6 Storey Residential/Mixed-Use Apartment or Office with Above Grade Parking.

mid-rise apartment or office point block building

General Description

- Units attached to their neighbours above, below and to the side, within a podium and point block building configuration up to 8-storeys
- Amenity open space typically provided in the form of patios, decks, balconies and/or rooftop gardens
- May include mixed-uses within a single building, including at-grade retail

Density

- 145-200 units/acre (350-480 units/hectare)

Placement & Massing

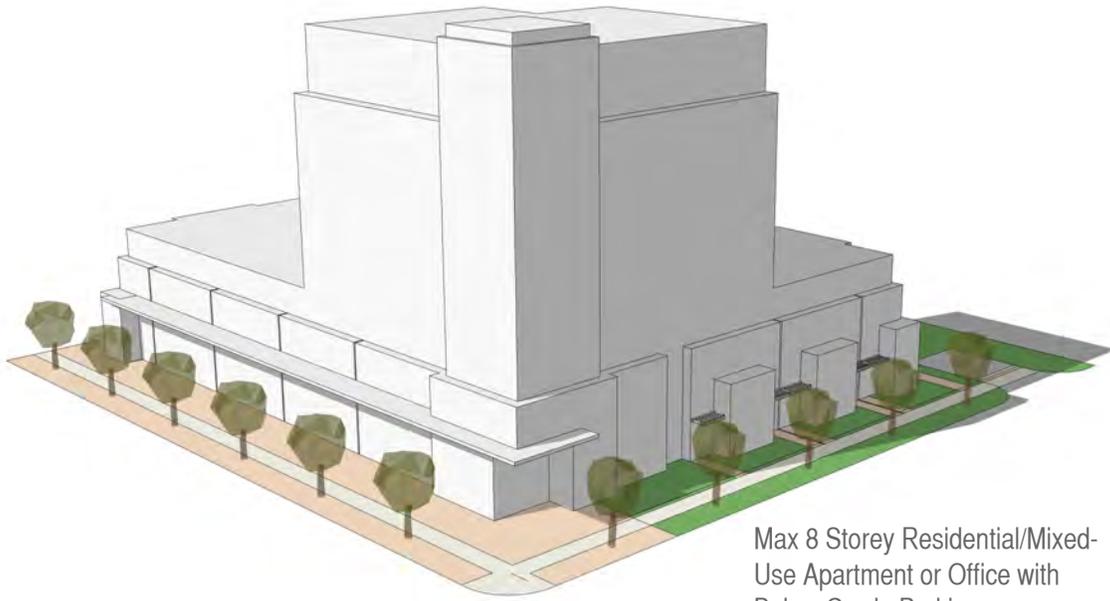
- Setbacks: 1.0 to 3.0m front yard setback
- Height: 3-8 storeys above a maximum 4-storey podium, minimum 4.5m grade level height for retail
- Step-backs: minimum 1.5m front-yard step-back to articulate the upper levels above a 2-3 storey base
- Floor plate: maximum 750 sm floor plate and 30.0 metre dimension on a public frontage for levels above the podium
- Transitions: Step down heights to maximum 4-storeys where interfacing with low-rise areas and the waterfront
- Roof line: pitched, flat or mansard

Articulation

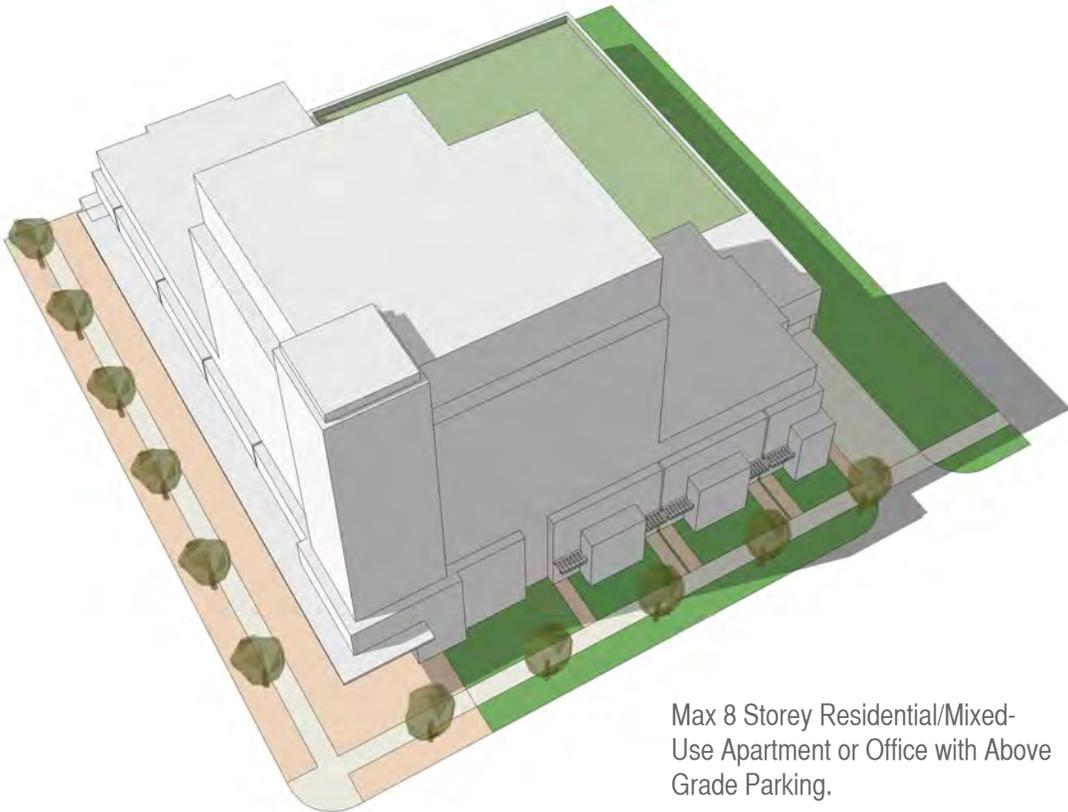
- Orient all primary building entrances to directly access the street and sidewalk
- Provide street access units such as townhouses where residential uses are at grade and provide appropriate privacy measures such as grade shifts and/or low hedges or decorative fencing
- Design the main building entrance to be prominent in the facade using techniques such as height, massing, overhang, punctuation and/or change in roof line
- Articulate facades using horizontal tiers to express a base, middle and top
- Vertically articulate narrow storefronts and provide for weather protection where retail is provided at grade
- Address both street frontages at key corners through massing, entrances, and/or distinctive architectural elements
- Articulate all facades facing public streets using entrances, windows, architectural details and/or signage to provide pedestrian interest

Parking & Servicing

- Communal parking provided in rear surface lots, below-grade garages and/or above-grade garages
- Above-grade garages are to be visually concealed from public streets and spaces, generally located to the rear and sleeved with at and above grade uses
- Locate vehicular access to parking to minimize its impact on primary streetscapes and pedestrians, ideally at the side or rear of sites
- Locate loading, storage, and utilities out of view and/or concealed from public streets and spaces
- Locate heating, venting and air conditioning equipment and vents away from public streets and design integrate rooftop utilities and mechanical equipment



Max 8 Storey Residential/Mixed-Use Apartment or Office with Below Grade Parking.



Max 8 Storey Residential/Mixed-Use Apartment or Office with Above Grade Parking.



A teal-tinted photograph of a street scene. In the foreground, a white plastic chair is visible. The middle ground shows a storefront with a large window displaying various items, including books and posters. The background features a sidewalk with a few people walking and a building with a sign that says "LOOKS".

market & economic sustainability

residential development

Any residential development on site should be higher density, as opposed to single family detached units. Residential development must not block public access to water. It could be tied to institutional, commercial, and/or industrial components.

current market situation

- Very slow to static population growth
- Some stalled/slow-moving condominium developments
- Higher growth seen in older age segments that are more likely to purchase second homes
- About 12% of households are seasonal residences, likely growth in this market as well

future market situation (10 yrs)

- Some market for housing demand (current growth suggests +/- 20 units per year)
- However, not all housing demand will be for condo development, nor all in this one location
- Successful and attractive development may generate its own market to some extent, drawing upon the larger region

recommendation

- Plan should accommodate some medium to higher density residential development

marina development

Midland is already serviced by four marinas, and many more in the surrounding area.

current market situation

- Overall market demand across the Great Lakes has plateaued
- No strong growth evidenced at present

future market situation (10 yrs)

- If water levels on Great Lakes continue to drop, and with deeper water than many other marinas in the area, Midland may see some longer-term demand
- The first opportunity for any such additional demand would likely be additional capacity utilization at existing marinas in Midland, and their possible expansion - however, a private marina operator may wish to include docking operations as an adjunct to other commercial or residential development

recommendation

- Plan should enable marina development to take place, should a private developer choose to undertake such a project
- However, the Town should require impact studies on existing marina developments before allowing such development to proceed

potential development components

This section provides an overview of the current market situation, future market situation and recommendations with respect to key development opportunities.

cruise ship terminal

Some have suggested that the Unimin property would make an ideal location for a cruise ship terminal

current market situation

- Cruise ship industry on Great Lakes is relatively small and static at present, although many suggest that it has longer-term growth potential
- There is no 'official' port for the industry on the southern end of Georgian Bay

future market situation (10 yrs)

- Midland could play a role in a Great Lakes network serving the southern end of Georgian Bay

recommendation

- Midland should consider joining the Great Lake Cruising Coalition (GLCC) to ensure that it is privy to ongoing developments in this market sector
- Town should ensure that the Plan enables the development of a cruise ship harbour if and when there is sufficient private sector interest, and be prepared to entertain partnership possibilities at that time.
- This will be a longer-term development (if at all)

museum & cultural activities

Existing Huronia Museum is in need of expansion. There is some discussion of Midland as a logical site for Champlain Huronia Centre, and there may be other cultural activities that could be part of a 'cultural precinct' in the longer term.

current market situation

- Museum attendance has diminished in the past several years

future market situation (10 yrs)

- Revitalized Museum could be the focus of renewed local interest, as well as a tourist attraction on the waterfront

recommendation

- Waterfront location could be an ideal site for a cultural precinct containing a relocated museum and related cultural activities
- Plan should provide public space for cultural activities
- Town should undertake the development of a culture and heritage strategy, including the feasibility of relocation and expansion of the Museum, and the development of the Champlain Huronia Centre

hotel/convention centre

There are several existing operators in Midland and the surrounding area, some with conference and meeting facilities.

current market situation

- Slow market growth (demand has grown throughout Regional Tourism Ontario 7 by about 2% per year) throughout the region - matched by additional supply coming on-stream

future market situation (10 yrs)

- Continuing slow growth in demand and economic turnaround could imply some additional accommodation demand over the next decade - possibly enough to warrant new hotel operation

recommendation

- Waterfront site would be prime for a hotel
- Plan should enable hotel development to take place, should private developer choose to undertake such a project
- However, Town should require impact study on existing accommodation developments before allowing such development to proceed

commercial / retail

Some retail/entertainment-related space will be required on the site to service residents and visitors and to take advantage of the outstanding waterside location. The 2009 Growth Management Strategy noted that there was a need for more commercial space in the community.

current market situation

- There are already some plans to develop new commercial space in Midland (BIN Management - up to 150,000 sq. ft.) - this will likely occur in phases over the next several years

future market situation (10 yrs)

- With essentially static population growth, there will not likely be huge additional demand for net new additional retail space other than some upgrading and replacement turnover

recommendation

- Commercial development to complement other uses on the site and take advantage of the appealing waterside location should be allowed (restaurant, entertainment), but 'big box' retailing, which can easily go elsewhere and does not need a prime waterfront location, should be discouraged on the site

commercial office

There is some growth in demand for office space in Midland, although small-scale and modest in nature. There may also be potential for office space that is not directly tied to local market, but rather regional needs of larger corporate concerns. New office premises may attract existing local clientele who are looking to upgrade to more prestigious facilities

current market situation

- There is no apparent demand at present for 'on spec' new office space to be developed in Midland at present

future market situation (10 yrs)

- There is potential demand for future office space in the community, as Midland increasingly becomes the hub of the region. This may be especially more likely when some of the other developments envisaged as part of this plan come to fruition

recommendation

- The Master Plan should allow for some commercial office space development

event space

The Plan will incorporate a number of public amenities and open spaces that will encourage and facilitate public use of the space. Some of these may be used for special activities and events, which may have commercial potential and generate revenue for the community. Other communities have major waterfront-related public spaces that are actively programmed.

current market situation

- Currently no waterfront-oriented event or activity space located near to the Downtown

future market situation (10 yrs)

- A waterfront-oriented event space could be an active element programming the site, working in conjunction with other assets such as parks, trails, picnic area etc.
- Special events and activities in such a space could create significant economic benefit in the community by attracting visitors

recommendation

- The Plan should allow for a waterfront-oriented event space (eg amphitheatre)
- Town should investigate the operation of such spaces in other communities to determine planning and operating parameters

institutional/educational

Several communities have incorporated educational developments as part of their downtown or community revitalization efforts (eg satellite campus or research facility of post-secondary institution).

current market situation

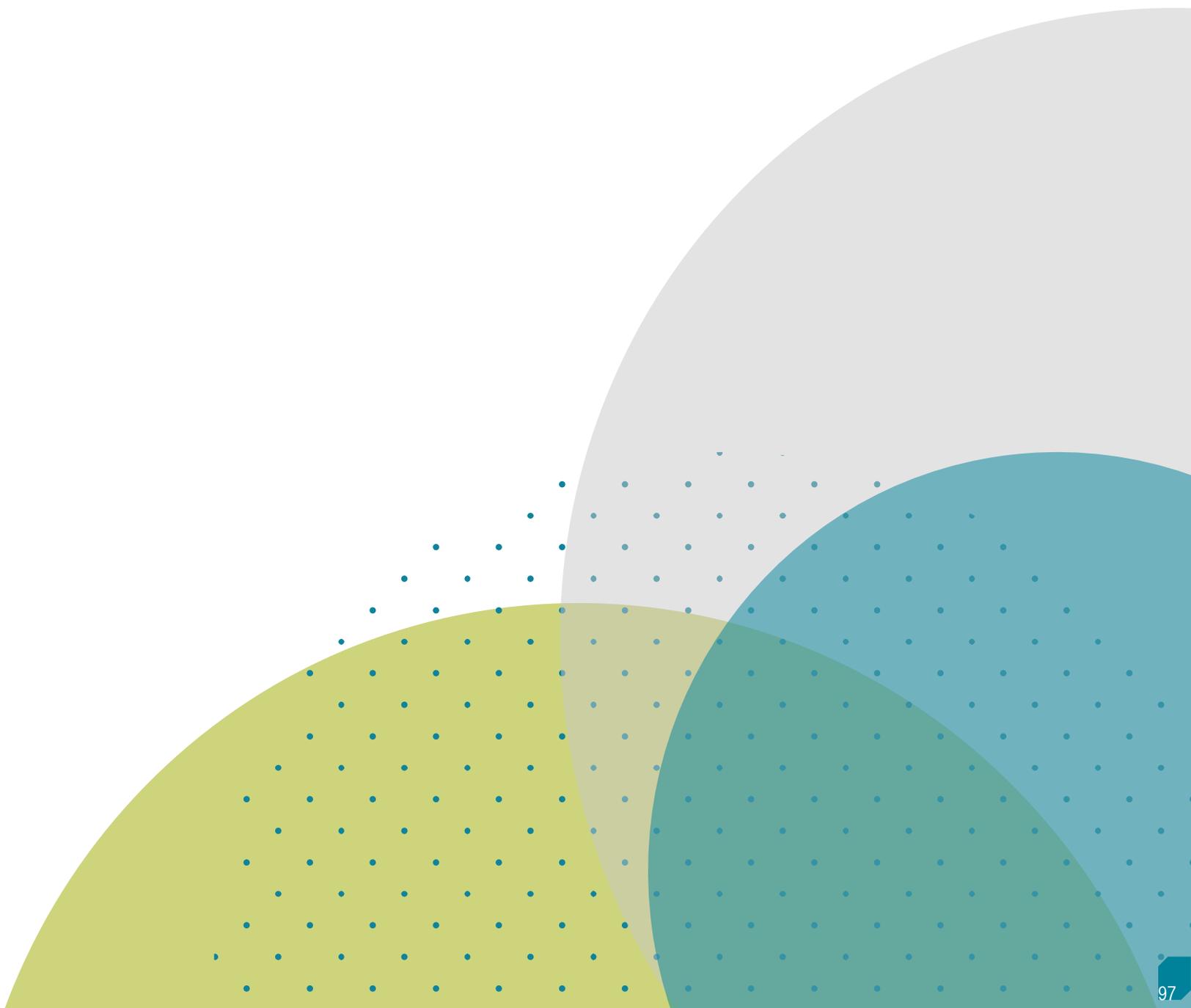
- No immediate interest on the part of a post-secondary institution for expansion in Midland

future market situation (10 yrs)

- Possible future opportunity for educational campus, research facility, or some other institutional development on the site

recommendation

- The Plan should allow for potential future institutional use
- Establish a task force to establish a partnership with an appropriate postsecondary institution



economic sustainability

The analysis contained in this section shows that the mix of activities proposed for the study area should be economically sustainable from a municipal and community perspective. At this general level of analysis, specific and exact estimates of municipal costs and revenues cannot be made, but the overall direction of the economic implications can be ascertained. Accordingly, the figures presented should be considered to be illustrative rather than definitive.

Sustainability is examined from an operating perspective, once the full build-out of the waterfront neighbourhood is achieved. This assessment does not take into account the development costs for infrastructure and servicing that would be required for site development. (A more detailed assessment of the development costs of the site and the offsetting annual revenues generated through taxes [less any cost of services] would need to be undertaken to determine the true 'return on investment' to the municipality once a specific development plan is in place). At this point in the planning of the development, sustainability is examined only from an on-going operating point of view.

There are two levels to the assessment of sustainability in this regard:

1. **From the municipal perspective:** This takes into account the costs to the municipality of providing services to the residential, commercial and institutional users of the neighbourhood, offset by the tax revenues generated to the municipality through such development.
2. **From the local business perspective:** This second perspective examines the economic impact on the community from the expenditures of neighbourhood users, as well as from those activities that are part of the overall development that encourage visitors to come into Midland and spend time and money in the municipality. This additional expenditure is re-circulated within the local and regional economy and creates economic impact in the form of businesses, jobs, and taxes generated.



from the municipal perspective

Residential Development

The initial development parameters in the development plan suggest a conservative estimate of approximately 400 units of residential development in both ground contact and apartment units. The 2012 average residential tax was \$2,926 for individual dwellings: with 400 units this would yield an additional \$1,170,400 (rounded) in municipal residential taxes being generated each year (measured in terms of 2012 dollars). This is at the conservative end of the spectrum as development could yield higher density and the waterfront residences will likely be on the upper end of the range in the community. The apportionment of this tax is to the municipality, for the school board, for the County and for waste management.

Many analyses of the overall costs of providing municipal services to households (which cover a wide range of services including education, parks, policing, fire, etc.) show that on balance they exceed the tax revenues generated. However, individual analyses of certain specific developments can show that in established communities, where additional service costs may be at the margin, new residential developments can actually generate modest net revenue surpluses. As well, in cases where residential development is more upscale, net benefits to the municipality can be realized (because while households will typically impose the same level of per capita costs upon the municipality [as everyone uses services], wealthier neighbourhoods will of course generate higher tax loads per capita). Therefore, it is expected that the residential development that is part of the Unimin property would at least generate taxes to cover the costs of services and may very well generate some level of surplus.

Commercial Development

In 2012, the average commercial development in Midland generated \$16,522 in taxes. Like the residential taxes generated, this was for the municipality, for the school board, for the County and for waste management. Clearly, the amount of commercial tax paid by any one commercial or industrial operation paid is dependent upon the size of the development and the nature of its activity.

Typically, commercial and industrial development is a net generator of wealth in a community. The costs of servicing commercial/industrial development are usually somewhat less

than the tax revenue generated. This is why municipalities typically have a strong focus upon commercial and industrial development – to subsidize the costs of residential development. The Master Plan envisages several types of new commercial development occurring within the study area. While it suggests that there may be only a limited market for additional retail development (aside from some small amount to service the residential development on a convenience basis), there are other types of commercial development that may be part of the overall development package. These include: boating related facilities, shops / services / restaurants, a hotel / convention centre development, and commercial office space. If at this very generalized level of analysis it can be assumed that these four commercial types of development would each generate \$16,522 (the average level of taxes paid per commercial property) then there would be a further \$66,000 (rounded) in tax revenues generated to the municipality. Some of this is earmarked for specific purposes (education, County, etc.), but on balance this commercial development would likely contribute some surplus to the municipal budget.

Institutional and Cultural Development

The Master plan also envisages some institutional and cultural uses for the property. These include a museum and cultural activity site and the possibility for some educational or research-type uses. These will not generate any additional taxes to the municipality (as these uses are exempt from taxation) and indeed may imply some operating cost to the municipality (for example, to operate a museum).

Conclusion on Sustainability from the Municipal Perspective

The foregoing has indicated that the taxes generated from residential and commercial development will be significant (cumulatively in the order of \$1,236,400 once the full build-out of the site is achieved). Even when the cost of additional services to provide for the needs of the residential and commercial users in the study area is taken into account, there is likely to be some significant surplus realized. This can be used to offset some of the operating costs for a new museum or other cultural facility. It is anticipated that the costs of any educational operations would be covered by whichever institution was responsible for the facility. Thus, within the general parameters of this analysis, the overall development has good potential to be financially sustainable from the municipal perspective.



from the local business perspective

The second perspective on sustainability is from the point of view of the local business community. Broad parameters and general estimates can be made at this level of the analysis. The development of the study area will bring additional households into the community that will spend money locally on a variety of goods and services. This economic injection into the community can be a significant boost to local businesses. For example, in 2011, average household expenditure in Ontario on non-shelter costs (e.g. food, transportation, clothing, recreation, household operation, etc.) was approximately \$40,000. Assuming that this figure was representative of expenditure of new households in Midland and assuming that they spent half of this amount in the municipality, then 400 additional households in the community (the maximum amount of residential development anticipated in the neighbourhood at this general level of analysis) would result in an additional expenditure of \$8 million into the community (measured in terms of current dollars). Additionally, any new commercial businesses that are located in the waterfront neighbourhood (e.g. a marina, office developments, educational institutions, etc.) would purchase some goods and services locally as well. While this commercial and institutional expenditure in aggregate would not likely be as large as the additional expenditure from the residential development, it could easily amount to several hundreds of thousands of dollars of additional expenditure.

Finally, insofar as the development of the site may contain some tourism-oriented uses, this could generate additional direct expenditure in the community as well. For example, if a new museum and cultural complex in the development could draw in 10,000 visitors to the community, and each of these visitors spent \$50 in Midland (on a meal, souvenirs, gas, etc.) then this would result in an additional \$500,000 of expenditure in Midland. Other site uses anticipated to draw visitors could be the marina and a cruise ship terminal.

In total then, the additional expenditure created in Midland as a result of the development of the study area could be in the order of \$8 million dollars per year (after full development of the site). The economic impact that this would create (if this additional expenditure were fed into an economic impact model that then examined the re-circulation and 'multiplier effect' that would have upon the community in terms of GDP, jobs, wages and tax benefits) would be significant.

From the local business perspective, then, the development of the study area would bring in additional consumers and visitors into the community, which would support the economic viability of the existing economic base. While there may be some competitive forces at play (for example, a new hotel and convention centre operation would likely compete to some extent with existing accommodation operators in the community), this is part of the healthy interplay of supply and demand in the marketplace. On balance, the additional expenditure ushered into Midland as a result of the overall development of the site will help sustain and support the existing business community.



ENDIPITY PRINCESS

conclusion regarding sustainability

This broad and preliminary analysis has shown that the implementation of the Master Plan has the potential to be sustainable from both the municipal and local business perspectives. The analysis should be further refined once a specific development plan has been created in order to obtain a more precise estimate of the costs and benefits, but on balance this assessment shows the overall study area development to be a positive and sustainable economic proposition for Midland.





implementation

key policy directions

The Study Area is located within the fully serviced urban settlement area of the Town, immediately adjacent to the Downtown and adjacent to existing residential neighbourhoods. It has water frontage of almost 1100 metres (3300 feet) and an area of 16.24 hectares (40 acres), making the Study Area the most important waterfront development location in the Town.

When considering the implementation of a new Master Plan on the study area, it is a requirement to consider the policies of the existing Official Plan of the Town of Midland. The Town, through its Official Plan, has identified a number of specific policies that it requires to be dealt with in respect of the redevelopment of this portion of the Town's waterfront. The Official Plan has identified the following for the study area:

- The study area is designated as an EMPLOYMENT AREA in the Town's Official Plan. The focus of the EMPLOYMENT AREA designation is on capturing the Site's ability for new employment development that would lead to an increase in long term sustainable employment in the Town of Midland. In addition, an EMPLOYMENT AREA designation is provided with specific protection under provincial legislation and policy.

The Town has carried out a number of studies including the Employment Area Policy Review (2010) and the subsequent Employment and Commercial Lands Strategy Update (2012). Both of these studies suggest that the Waterfront Industrial Area, including the Study area, are not considered core employment land assets, and consequently may be considered for conversion.

Subsequent analyses carried out through this Study have indicated that the highest and best use for the study area is not for future employment uses, but rather a new mixed-use/residential community.

- A significant component of the study area is subject to a Secondary Plan Policy requirement which notes that the lands may provide an ideal location for a convention centre/tourist accommodation facility. The Official Plan requires that the opportunity for these uses should be investigated before alternative new uses are considered.

Work carried out in this Study has considered the appropriateness of a number of convention centre/tourist accommodation facilities. The conclusions of that analysis are:

- + Hotel/Convention Centre - the Master Plan should enable a Hotel/Convention Centre development, should a private developer wish to pursue such a development. It should not be a requirement, or focus of the Master Plan.
- + Marina Development – the Master Plan should enable Marina development, should a private developer wish to pursue such a development. It should not be a requirement, or focus of the Master Plan.
- + Casino – a Casino is not anticipated on the study area.
- + Commercial/Retail – small scale and service commercial retail that complements the other uses on the site (entertainment, restaurants) should be permitted. Large scale retail should not be permitted on the study area.
- + Campground – if considered, should only be permitted as a temporary, or interim use. Generally, should not be considered on the study area.
- + Event Space – the Master Plan should allow for waterfront-oriented event space.

- 
- The Official Plan also provides a number of key objectives that are to be achieved when planning the Town's waterfront, including the study area.
 - + The Town should maximize the attributes of Georgian Bay to its full potential. This should be achieved through new development ensuring reasonable, controlled public access to all areas of the waterfront for the benefit of the Town.
 - + All waterfront development should be of the highest standard (both in design and environmentally) and properly integrated with surrounding uses.
 - + Ensure that development of the Georgian Bay waterfront is supportive of the Downtown and by enhancing the waterfront trail, park system and the Town dock with a particular focus on the retention of scenic views.
 - + Create and ensure facilities and spaces which will enhance the tourism economy.
 - + The development of the study area should position Midland as a unique waterfront community with a destination waterfront tourism focus; potentially including a convention centre, hotel, Great Lakes cruise ship facility, and associated and related opportunities.
 - + The development should provide greater public access to the Georgian Bay waterfront through direct land dedication and park development and public access via internal roadways, waterfront trails and view outlooks; with all waterfront parks and facilities being available to all groups and residents of the Town.

the philosophy of change

This Study represents the ongoing process of establishing the Town of Midland's Waterfront, and specifically the Study area as one of key locations for tourist and community activity in the municipality. Tourism in particular, is a crucial element of economic development activity at the local and regional level. The study area is tied directly to the Downtown, and there are economic synergies that will develop between them.

Success will take time and come from a series of activities

This Study has identified a broad array of private sector redevelopment opportunities, within the context of an overall vision for the future of the Study area. The Master Plan also identifies a number of public sector initiatives on the study area that will occur only in the context of private sector development.

The success of this Waterfront Master Plan is not related to one specific action, or necessarily the development of one large project. Success will depend upon a motivated land owner and the ability of the private sector to respond to market demands for redevelopment. Success will also be achieved through a series of activities that can be completed by a number of developers, over a long period of time. Incremental success will be achieved in direct relation to the ability of the municipality and its partners to acquire the lands necessary to achieve the public realm objectives, including having the funds available to invest in public infrastructure and supportive programs.

Sustaining strategic partnerships will be crucial

In addition to the Master Plan, this Study is intended to identify an implementation strategy that will assist the municipality in achieving the Master Plan for the study area over a relatively long period of time. The role of the public sector is extremely complex. The promotion of the Master Plan will require a high degree of cooperation and leadership in order to achieve success.

As key proponents of change and funding partners, the activities of the municipality will dramatically influence the long-term evolution of the study area into a successful district, a tourist destination, and a great residential neighbourhood. Other government agencies will also play a role in the evolution, either as funding partners for key initiatives, or as promoters in other complementary infrastructure components.



The Formula for Success

3 Strategic Actions to Stimulate Change

Fundamentally, the Master Plan envisions private sector redevelopment of the study area, with significant public realm objectives incorporated into the overall Plan.

Experience in other jurisdictions across Ontario suggests that a strategy for the successful implementation of the Master Plan requires that the municipality focus their activities into three categories. In a general sense, starting and sustaining the successful evolution of the study area will require that public sector lead the way in partnership with the current landowner. New owners and developers will respond to the Master Plan when there is a clear and substantial level of commitment established by the public sector through their implementing planning tools, as well as, potentially, fiscal incentives.

There are typically three crucial elements of public sector commitment that are useful:

Establish the Environment for Change

Establishing the environment for change begins by having a clearly stated and supported “vision” for the future. Public sector investment in streetscapes, water’s edge promenades, and new park space also sends an important message of commitment to the development industry. A supportive policy and administrative structure helps remove confusion, and supports the environment for change. The municipality must codify the Master Plan through a new Secondary Plan/Official Plan Amendment that articulates the Town’s objectives for private sector development.

Reduce the Risk of Development

Reducing the inherent risks of the planning approvals process is necessary because the development industry is typically conservative, and averse to risk. The public sector needs to promote and champion private sector redevelopment that achieves the Master Plan.

As-of-right planning approvals, created and promoted by the public sector (including a Secondary Plan Study /Official Plan Amendment and pre-zoning of development sites), will reduce the time and risk of the planning approvals process, and will be seen as a key redevelopment incentive. The municipality must ensure political will and administrative support for new development that achieves the Master Plan.

Reduce the Costs of Private Sector Development

Reducing the costs of private development is required because in many instances, existing planning and fiscal policy makes redevelopment too costly. Indirect cost savings should be promoted for the study area. Effective financial incentives can include direct grants or loans for appropriate forms of development. To facilitate direct financial incentive programs the Town must prepare a Community Improvement Plan.

10 Recommendations for Implementation

The Town's Official Plan provides guidance with respect to the redevelopment of the study area, and this Master Plan has established a comprehensive vision for the lands. The Master Plan has considered and dealt with the key policies of the Official Plan. However, there remains a number of steps in the planning process that are required to facilitate the achievement of the Master Plan. In addition, the implementation of this Master Plan provides an opportunity to re-imagine the possibilities for the entire waterfront and its adjacent open spaces - in particular Central Marina and Huronia Park.

The following recommendations are crucial considerations for the redevelopment of the study area. All of the recommendations are inter-related and required to enable the successful transformation of the study area.

The Town should retain control of the design and planning approvals process in partnership with Unimin.

01

The best way to retain control of the design and planning approvals process is to acquire the lands, and be the proponent for appropriate change. However, the Town does not currently own the study area, but still has the opportunity to manage the design and planning approvals processes to ensure that its objectives for the development of the study area are understood by all stakeholders, and are enshrined in the planning documents of the Town.

As the proponent of change, the Town must realize that there is a substantial land value uplift that will be a consequence of the approval of the Master Plan through its statutory planning documents. Any new landowner should recognize that they are the primary beneficiary of the value uplift consequence, and should be willing partners with the Town in facilitating the required amendments to the Official Plan and Zoning By-Law.

Unimin should continue with the Phase I and Phase II Environmental Site Assessment and clean-up of the Site.

02

Unimin has indicated it will be proceeding with, after the closing of operations, the decommissioning and demolition of all buildings and equipment and undertaking a Phase II Environmental Site Assessment (ESA) report for its waterfront lands. It is important to note that any redevelopment of the lands to sensitive land uses, as proposed by the Master Plan will require the completion of both the Phase I and Phase II ESA's pursuant to the Environmental Protection Act and Ontario Regulation 153/04. The assessments and subsequent clean-up activities should be cognizant of the Master Plan identified in this Study .

Adopt the Master Plan as the basis for further planning work.

03

The outcome of this Master Plan is the promotion of a mixed-use development scenario that contemplates public open space, residential development, as well as opportunities for small scale retail and service commercial uses, and potentially a hotel with convention facilities. The next step in the process is the adoption of the Master Plan as the basis for more detailed implementation work.

04 Facilitate the Conversion of the Study Area for a new Mixed-Use/Residential Community through a Municipal Comprehensive Review.

As noted, the study area is designated EMPLOYMENT AREA in the Town's Official Plan. Employment lands are protected from conversion to non-employment uses by Provincial policy, as well as similar policies in the Town's Official Plan and the proposed County Official Plan. To release the study area from the protections provided, and to facilitate the proposed Master Plan, which contemplates a conversion of land use that includes residential uses, a Municipal Comprehensive Review (MCR) is required.

The Town has carried out substantial work on the issues of the supply and demand for employment lands on a town-wide basis. Both the Employment Area Policy Review (2010) and the subsequent Employment and Commercial Lands Strategy Update (2012) provide much of the analysis that would satisfy the requirements of a Municipal Comprehensive Review. Both of these studies suggest that the Waterfront Industrial Area, including the study area, are not core Employment Land assets, and consequently may be considered for conversion.

It is recommended that the Town carry out an update of the Employment Area Policy Review (2010) and the subsequent Employment and Commercial Lands Strategy Update (2012) that confirms that the study area is appropriate for conversion from the current EMPLOYMENT LANDS designation to other land use MIXED-USE/RESIDENTIAL designation that will facilitate the Master Plan. This work will be required as background justification for a subsequent Official Plan Amendment.

05 Prepare a consistent and clear policy and regulatory framework for the entire Study Area in the Town's Official Plan

The study area is divided into 3 distinct land parcels that have slightly different planning policies to deal with. The first sub-recommendation under this Step is to consider those 3 sites as one for the purposes of comprehensive planning and development going forward.

The second sub-recommendation is for the Town to prepare, subject to the results of the Municipal Comprehensive Review that recommends that a land use conversion is appropriate for the study area, a Secondary Plan Study /Official Plan Amendment for the entire site.

The Secondary Plan Study /Official Plan Amendment would be based on the Master Plan, including the entire study area, and would permit the Town to better define its goals and objectives for the site, as well as the policy requirements for future development. The Secondary Plan Study /Official Plan Amendment would be statutory, and subject to public consultation, review and approval by Town and County Councils, and subject to the appeal rights under the Planning Act.

It is anticipated that the Secondary Plan Study /Official Plan Amendment would fully articulate the Master Plan prepared in this Study, it would also provide a level of flexibility to permit the private sector to consider a range of re-development options within the framework defined by the Town. Key elements of the Secondary Plan Study /Official Plan Amendment would include:

Establish the land use distribution pattern, road network and height and density controls for study area;

- + Enshrine the principle of public access to water's edge, and the public use of waterfront amenities;
- + Empower the implementation of urban design and architectural controls, including a design review process;
- + Ensure all new development is subject to Site Plan Control;
- + Identify the study area as an area for Community Improvement; and,
- + Promote the concept of a LEED certified development.

Refine requirement for detailed technical studies.

06

To facilitate any major development on the study area, a range of servicing and infrastructure issues would need to be investigated including, but not limited to, sanitary sewer and water servicing, storm sewer and stormwater management, shoreline and fish habitat and other environmental issues, traffic and transportation impacts, land use compatibility and the need for public and private utilities. Ultimately, the range and magnitude of the investigations are contingent on the scope and scale of the Master Plan.

Consider Alternative Development Standards to be applied on the Study Area.

07

Waterfront property is important, and expensive. The Town should explore the introduction of Alternative Development Standards that can maximize the efficiency and cost-effectiveness of new development on the site. Bayshore Drive offers particular opportunities for the application of Alternative Development Standards to ensure it is a safe route for pedestrians and cyclists, as well as cars and trucks. Key issues like public or private road ROW, stormwater management techniques, underground servicing as well as other requirements like parking standards need to be reviewed in the context of waterfront redevelopment.

Prepare a Community Improvement Plan to implement financial incentive programs to the private sector.

08

The only vehicle for the Town to provide direct financial incentives to the private sector is through the Community improvement policies of Section 28 of the Planning Act. The financial question is crucial. Private sector investment will require stimulation and it is that private investment that will eventually facilitate the desired public realm improvements. The key is to determine how much public investment is required to initiate the desired private sector investment response.

There are a variety of tools that have been used to help stimulate waterfront redevelopment. Across North America, various levels of government have used a vast array of planning, financial and other tools to facilitate the desired mixed-use, pedestrian-friendly environments that is being promoted in the Master Plan.

Typically, government intervention through financial incentives is seen as a key development catalyst that can influence private sector investment decisions. For example, the Town could offer grants for the production of residential units on the study area, or other key land uses, through the Community Improvement policies. Other financial incentives for consideration may include:

- + Waive or reduce Development Charges;
- + Implement a tax deferral program (Tax Increment Financing);
- + Waive or reduce development application fees; and,
- + Cost-share development implementation studies/technical reports.

While all planning applications would be subject to the standard requirements of a complete application, it is recommended that the Town consider carrying out a number of the key studies through the Secondary Plan Study /Official Plan Amendment. This approach will reduce the cost of development later in the process, and will provide additional certainty to the rezoning process.

09 Pre-Zone the Study Area with a Holding Provision.

Eventually the entire study area will require a rezoning to implement the Secondary Plan Study /Official Plan Amendment and Master Plan.

It is recommended that the Town consider pre-zoning the site concurrent to the approval of the Secondary Plan Study /OPA. The pre-zoning would include a Holding provision. The lifting of the H would be contingent on Site Plan Approval, and any other requirements deemed appropriate by the Town.

This approach reduces the cost of the development approvals process and reduces the risk burden on the private sector. The idea is that virtually all planning approvals will be in place for the desired form of development in anticipation of development, rather than in response to it.

10 Establish a Waterfront Development Fund.

The Master Plan includes a substantial public realm component, and while the Town can acquire the land base for these parks through the development process (Section 42 of the Planning Act), their development will require a long-term capital commitment from the Town. Without a commitment, the private sector will be skeptical that the public facilities that are fundamental to the Master Plan may never be built.

Therefore, it is recommended that the Town establish a Waterfront Development Fund that considers, on an annual basis, a secure source of funding for waterfront public realm facilities. The following list is intended to identify where some of the required cash may come from:

- + Funds allocated in the Town's budget, dedicated reserves or joint acquisition programs;
- + Voluntary conveyance, donations, gifts, bequests from individuals, corporations or service clubs;
- + Funds allocated by any authority having jurisdiction, including the provincial and federal governments;
- + Municipal development charges;
- + Section 37 of the Planning Act and City's Official Plan (height and density bonusing in exchange for public benefits);
- + Section 40 of the Planning Act (cash-in-lieu of parking);
- + Section 42 of the Planning Act (cash-in-lieu of parkland);
- + Revenue generated through use of the waterfront facilities themselves; and,
- + Collaboration with the Downtown Midland Business Improvement Area.



The Planning Partnership 

