



Waterfront Master Plan

June 19, 2025

Public Workshop



 **The Planning
Partnership**

TCI Management Consultants
Baird

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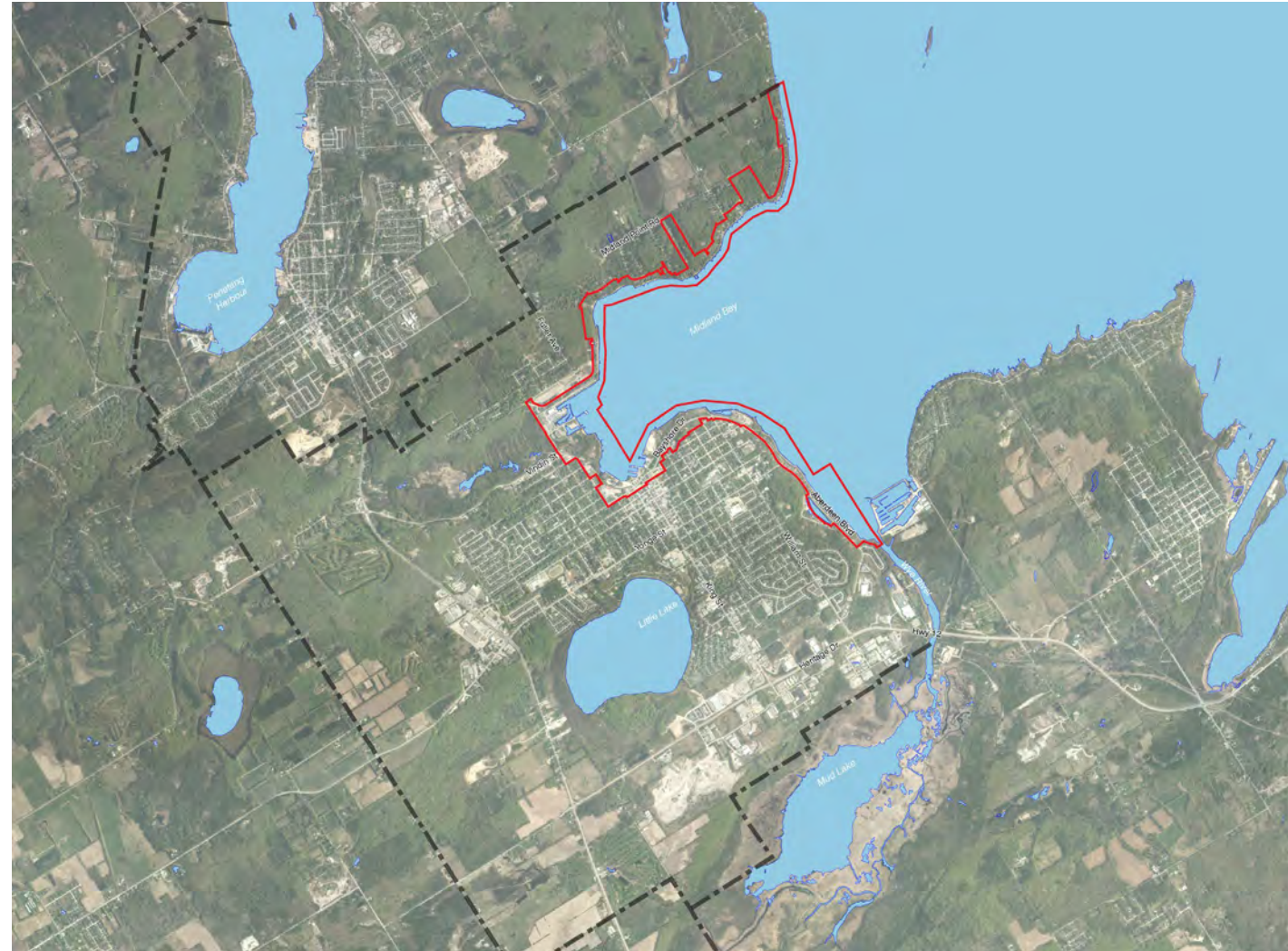
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What is a Waterfront Master Plan?

A waterfront master plan is a big-picture plan that helps guide how the waterfront will grow and change over time.

The waterfront master plan will help the Town make informed decisions when planning for the future.

The waterfront spans 13 km of water's edge and aligns with the Official Plan's Waterfront Area on Schedule B.



How is the Master Plan being prepared?

Phase 1: Understanding the Context

inventory of lands along the shoreline looking at things like existing and planned use, building form, natural and cultural heritage, trails, roads, parking and views.

Phase 2: Draft Waterfront Vision

possible initiatives and ideas for the waterfront framework

June 19, 2025 - Community Workshop followed by a public survey

Phase 3: Waterfront Master Plan

draft master plan, phasing, order of magnitude costs and actions for implementation

September 2025 - Public Information Session

October 2025 - Council Presentation

Community Engagement so far:

one-on-one conversations with residents, business owners, BIA, Midland Bay Sailing Club

one-on-one conversations with members of council

meetings with Town staff from all departments

public information session

Agenda for today's sessions

- Share a summary of **what we've heard** so far
- Describe our understanding of **existing conditions**:
 - ways to and along the waterfront
 - active transportation
 - water's edge green space and facilities
 - boating
 - events
 - natural heritage
 - development applications and planning policy
 - way finding and signage
- Early thinking of **possibilities for the Town Dock and Pete Pettersen Park**
- **Table group inputs** on the team's work in progress

What We've Heard So Far



What We've Heard So Far

"
Important to have
small access
points to water

"
Need washrooms,
BBQs, public
amenities along
the waterfront

"
Identify 10 spots to stop on
the trail

"
People feel
disconnected to
the waterfront

"
Need to make sure
our public parks
+ places are well
maintained

"
Opportunity for an Indigenous
Heritage Centre, small
businesses, pop-up retail,
small hotel, restaurant without
parking in front

"
Most commercial uses
on the waterfront are
not tourism focused

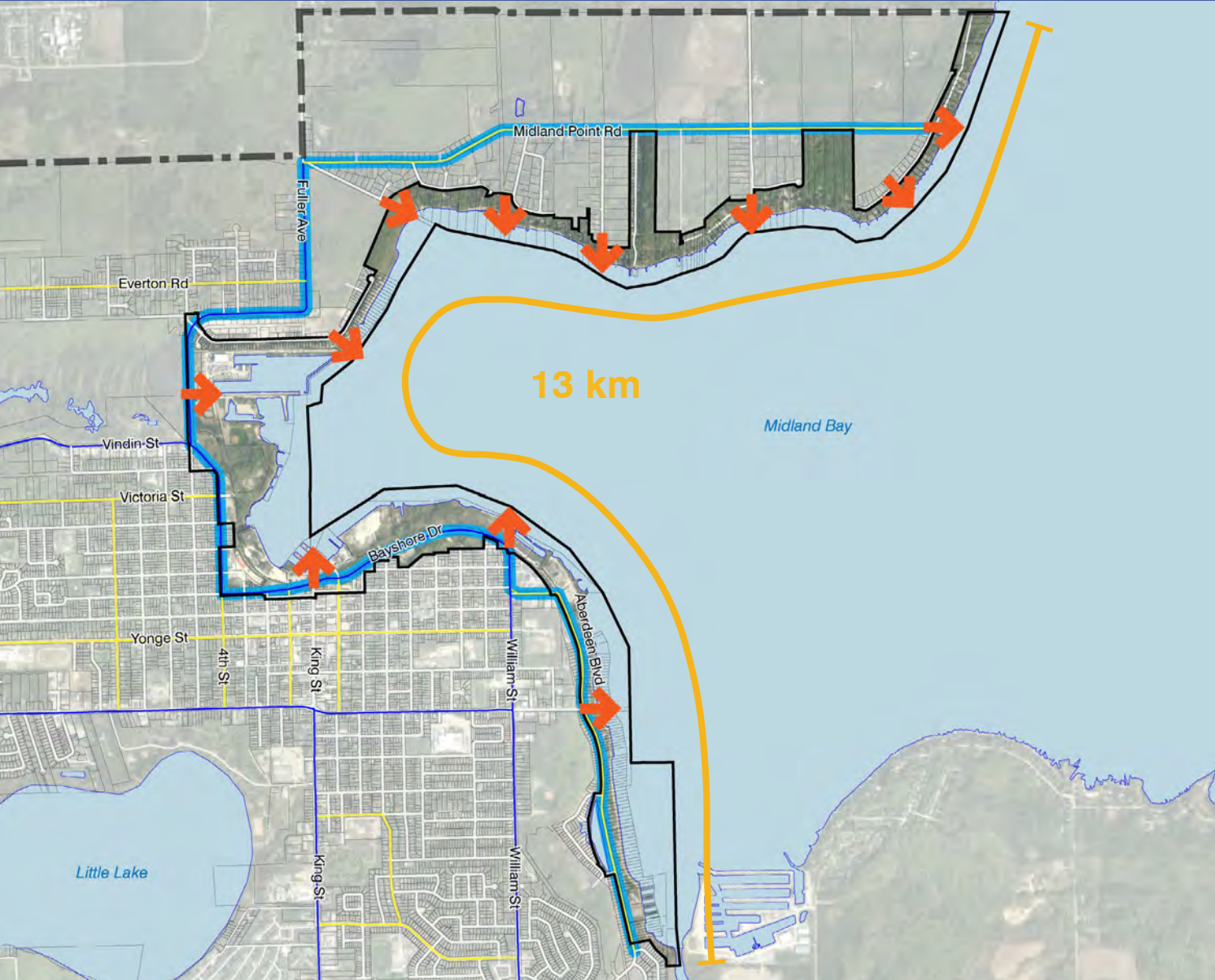
"
Concerned about
off leash dogs on
the trail

"
Add a waterfront
skating trail

"
Whole waterfront
is Midland's "Front
Porch"

Ways To and Along the Waterfront

to enhance awareness of access to water's edge from north to south



- Legend**
- Waterfront Drive
 - Arterial Road
 - Collector Road
 - Local Road
 - "Windows to the Water"

Ways To and Along the Waterfront

Examples of Windows to the Waterfront in Burlington



Active Transportation

trails along the water's edge + connecting to the larger trail network



4 Waterfront Trail Segments

1 South (3,780 m)

2 Harbour (646 m)

3 Pete Pettersen Park (914 m)

4 North to Gawley (1,373 m)

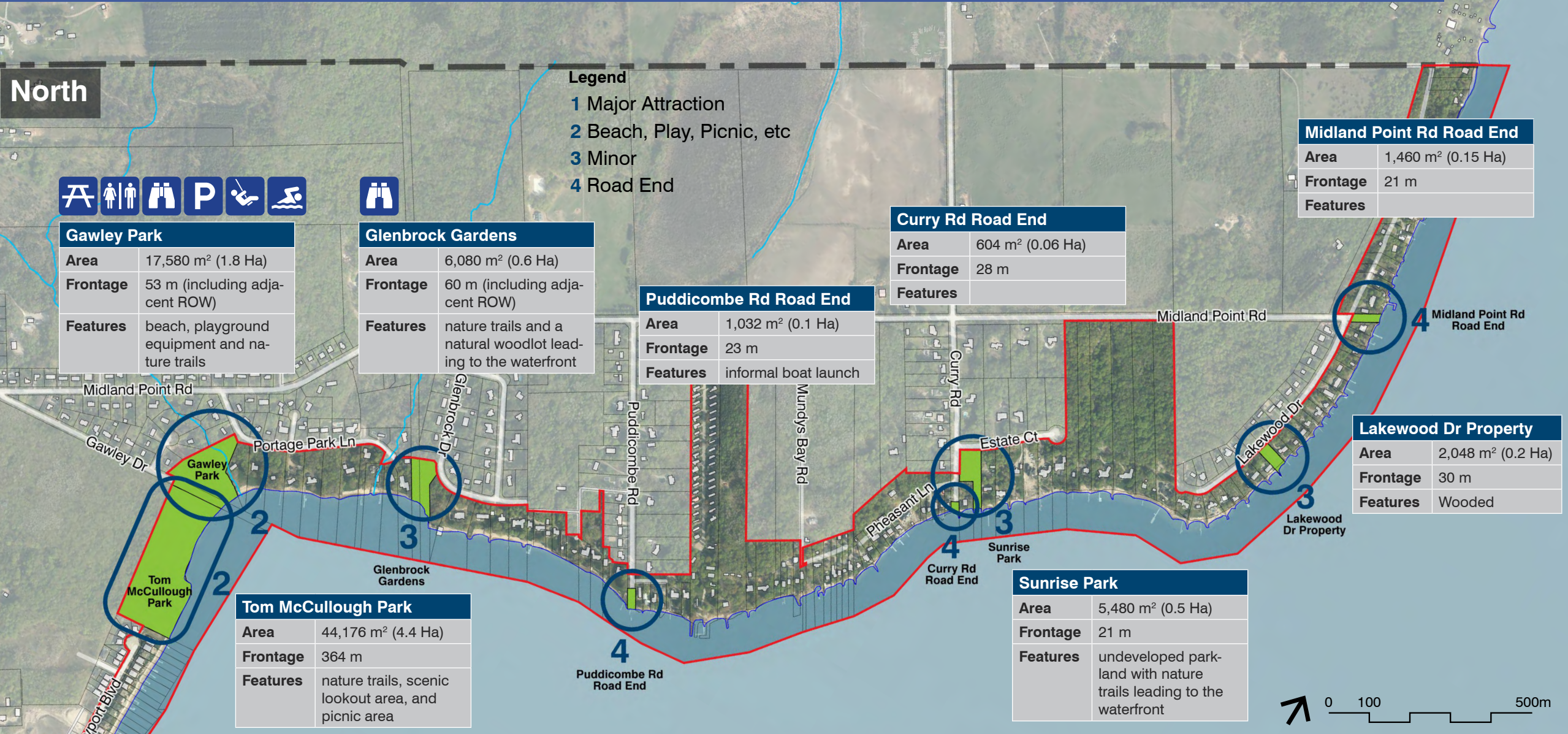
Total: 6,713 m (6.7 km)

Share your thoughts on:

- missing links?
- upgrades required?
- maintenance protocols?

Water's Edge Green Space

hierarchy of places of public access and recreation



Water's Edge Green Space

Central



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

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

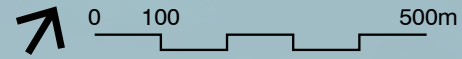


Midland Bay Landing Park	
Area	5,976 m ² (0.6 Ha)
Frontage	147 m
Features	scenic lookout, great fishing spot, and seating areas

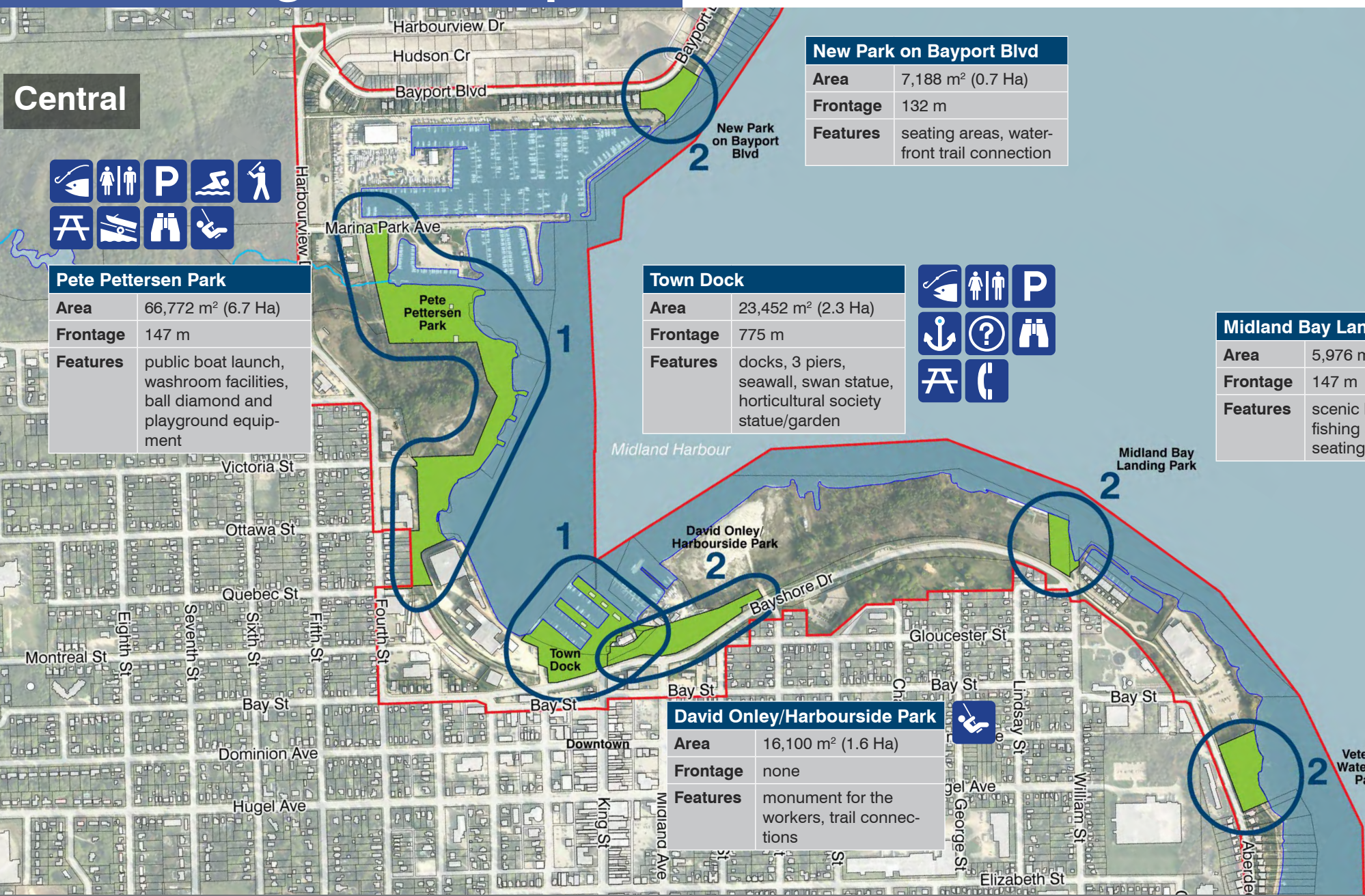


Veterans Waterfront Park	
Area	11,152 m ² (1.2 Ha)
Frontage	175 m
Features	scenic waterfront trail with a naturalized waterfront, wheel-chair accessible seating area, site of Scouts Arboretum

New Park on Bayport Blvd	
Area	7,188 m ² (0.7 Ha)
Frontage	132 m
Features	seating areas, water-front trail connection



- Legend**
- 1 Major Attraction
 - 2 Beach, Play, Picnic, etc
 - 3 Minor
 - 4 Road End



Water's Edge Green Space



Vas Kuchar Memorial Park

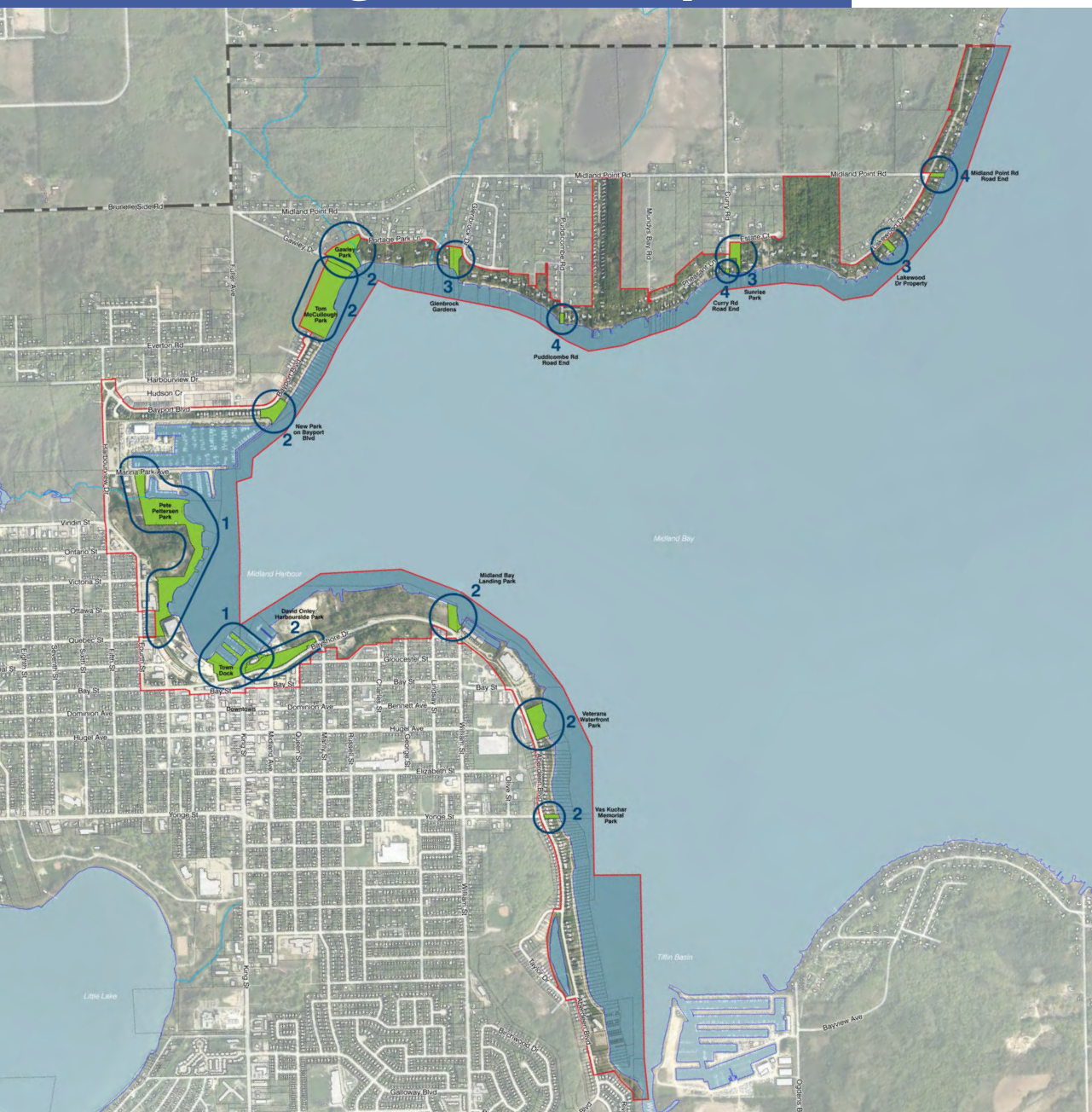
Area	1,472 m ² (0.15 Ha)
Frontage	21 m
Features	trail access, gazebo and seating areas, scenic lookout, horticultural displays



Legend

- 1 Major Attraction
- 2 Beach, Play, Picnic, etc
- 3 Minor
- 4 Road End

Water's Edge Green Space



20.75 Hectares (51 acres)
of parkland

2 beaches

3 playgrounds

2 public washrooms

1 baseball diamond

Share your thoughts on:

- improvements required to specific locations?
- missing recreation facilities at the water's edge?

Docks/Marinas

- **Town Dock**
120 slips of which 8 are allocated for transient use. Tour boats (*Midland Flash*, *Georgian Spirit*) and water taxis use the Central Pier, cruise ships (*Pearl Mist*) dock at the North Pier. Shortage of transient slips are limited to special events.
- **Private Marinas**
 - Tiffin Harbour Marina
 - Mundy's Harbour
 - Central Marine (leases land)
 - Midland Bay Sailing Club (leases land)
 - Bay Port Yachting Centre

Boat Launches

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

Cruise Ships

- Cruise Ship Dock on North Pier can host a maximum vessel size of 895' and depths range from 21' - 28'.
- Currently only 1 cruise ship making a stop in Midland - *Pearl Mist*, 210 passenger, 70 crew, 325'. Will stop in Midland 6 times in 2025.
- Growth of Great Lakes cruise industry creates opportunity to attract other cruise lines to stop in Midland.



- Public Marina
- Private Marina
- Cruise Ship Dock
- Public Boat Launch

Share your thoughts on:

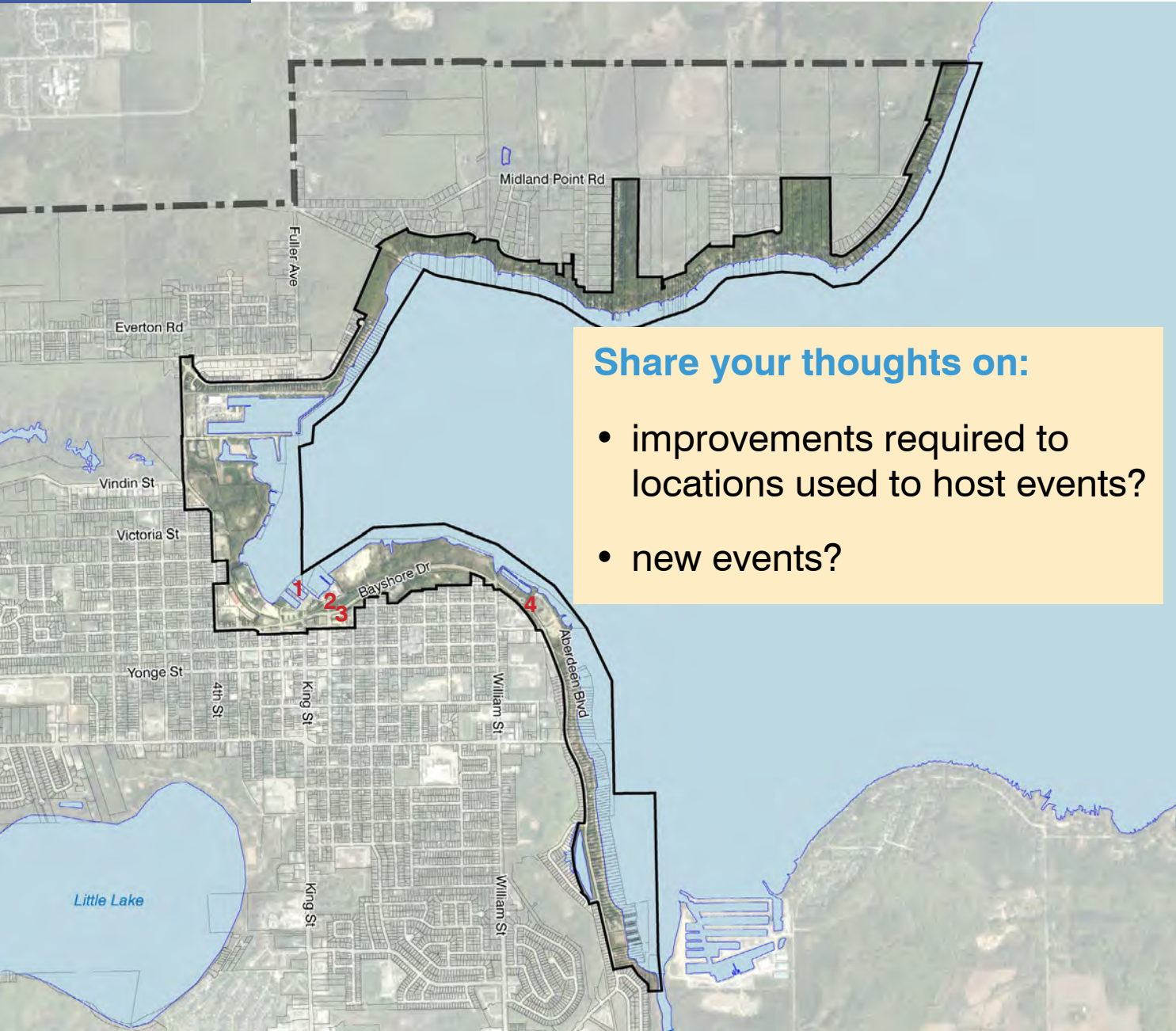
- improvements required to boating slips?
- additional facilities required for boaters?

Town of Midland Waterfront Events

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

Third-Party Waterfront Events

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



Share your thoughts on:

- improvements required to locations used to host events?
- new events?

1 Town Dock

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

2 David Onley/Harbourside Park

- Ontario's Best Butter Tart Festival
- Midland Mural Festival
- Butter Tart Trot
- Midland Pride
- Poutine Feast
- Northern Heat Rib Series (RibFest)

3 Parking Lot at Midland Ave and Bayshore Dr

- Southern Georgian Bay Farmers' Market

4 Along Waterfront Trail

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

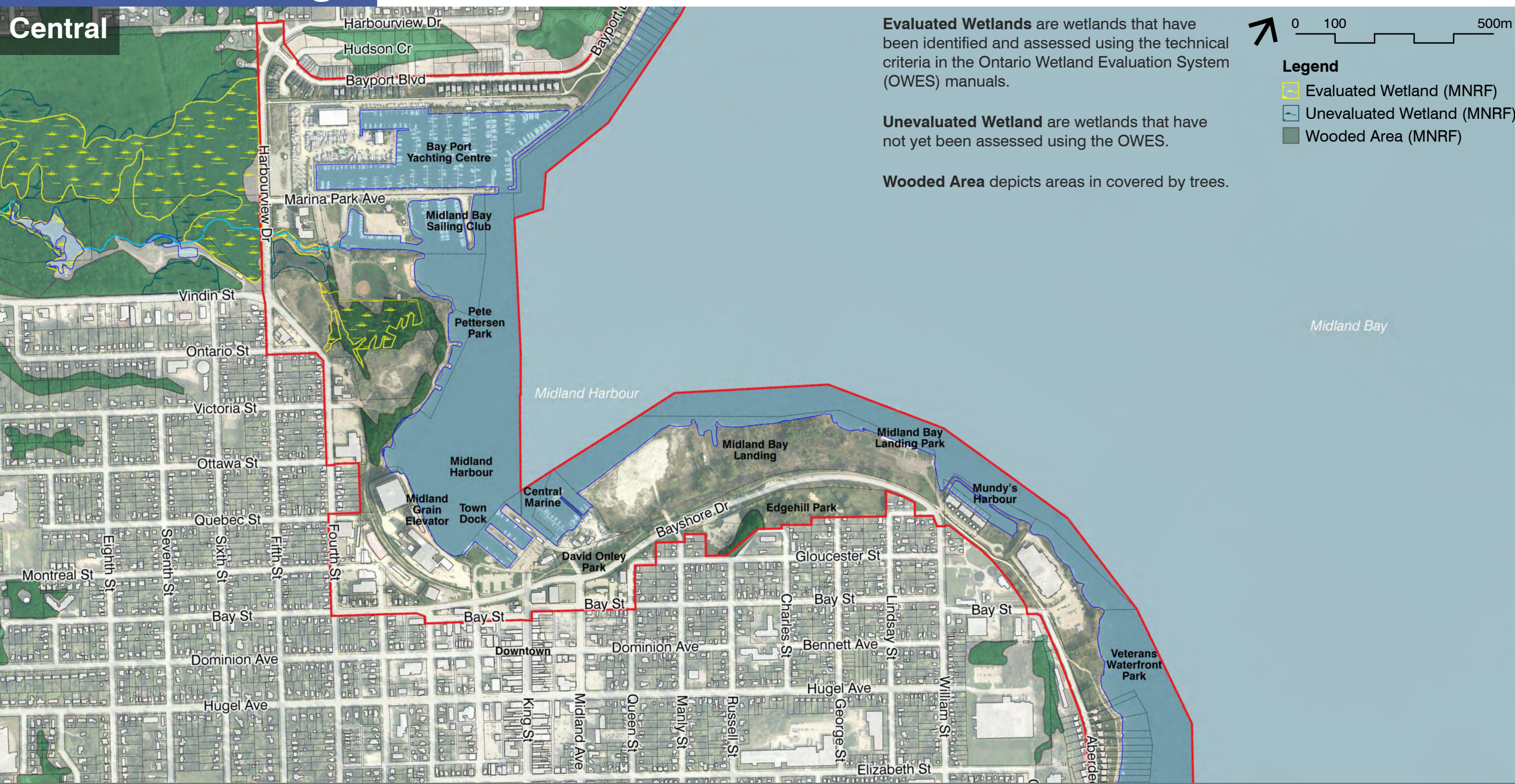
Natural Heritage

the framework for an "environment first" approach to the Waterfront Master Plan



Natural Heritage

Central



Evaluated Wetlands are wetlands that have been identified and assessed using the technical criteria in the Ontario Wetland Evaluation System (OWES) manuals.

Unevaluated Wetland are wetlands that have not yet been assessed using the OWES.

Wooded Area depicts areas in covered by trees.



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

Natural Heritage



Naturalized Planting at & along the Shoreline

- consider naturalized plantings to create a consistent and robust edge along the shoreline.
- shoreline areas provide ecological corridors with trees, shrubs and grasses acting as filters to prevent pollutants from getting into the water by trapping sediment, capturing runoff, creating habitat and preventing erosion.

Habitat Restoration

- consider establishing "no mow" zones along the shoreline to increase habitat and promote stabilization
- avoid the use of chemical fertilizers, herbicides, and pesticides along the shoreline

Share your thoughts on:

- what can Midland residents do to enhance the shoreline environment?
- ideas for the shoreline conditions in public parks and road ends?

Development Applications: will change the urban form along the waterfront



Key Policies from the Official Plan help shape development

Guiding Principles

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

Waterfront Area

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

Waterfront Corridor

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

Wayfinding/Signage

to enhance awareness of the harbour and waterfront open spaces, and to ensure clarity and ease of movement from Downtown Midland to the Harbour.



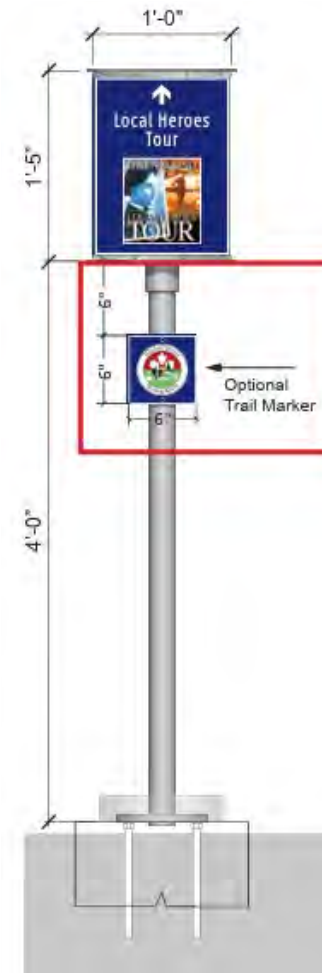
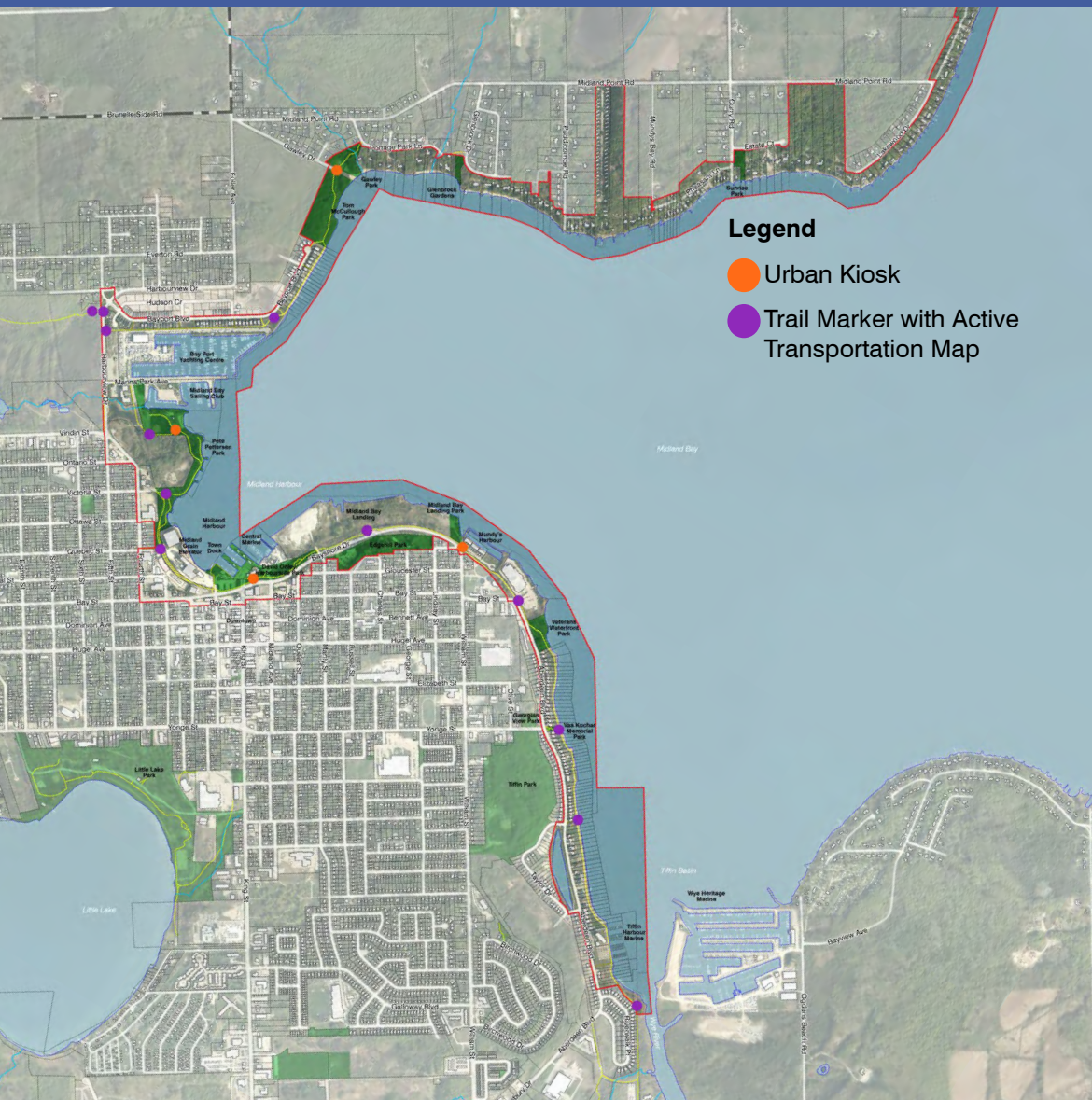
- The Town is implementing new signage/wayfinding that includes the waterfront
- continue to review locations for:
 - overall waterfront maps
 - interpretive maps/information
 - directional signs
 - information kiosks
 - destination signs

Share your thoughts on:

- key locations for wayfinding signage?
- examples of signage?

Wayfinding/Signage

to enhance awareness of the harbour and waterfront open spaces, and to ensure clarity and ease of movement from Downtown Midland to the Harbour.

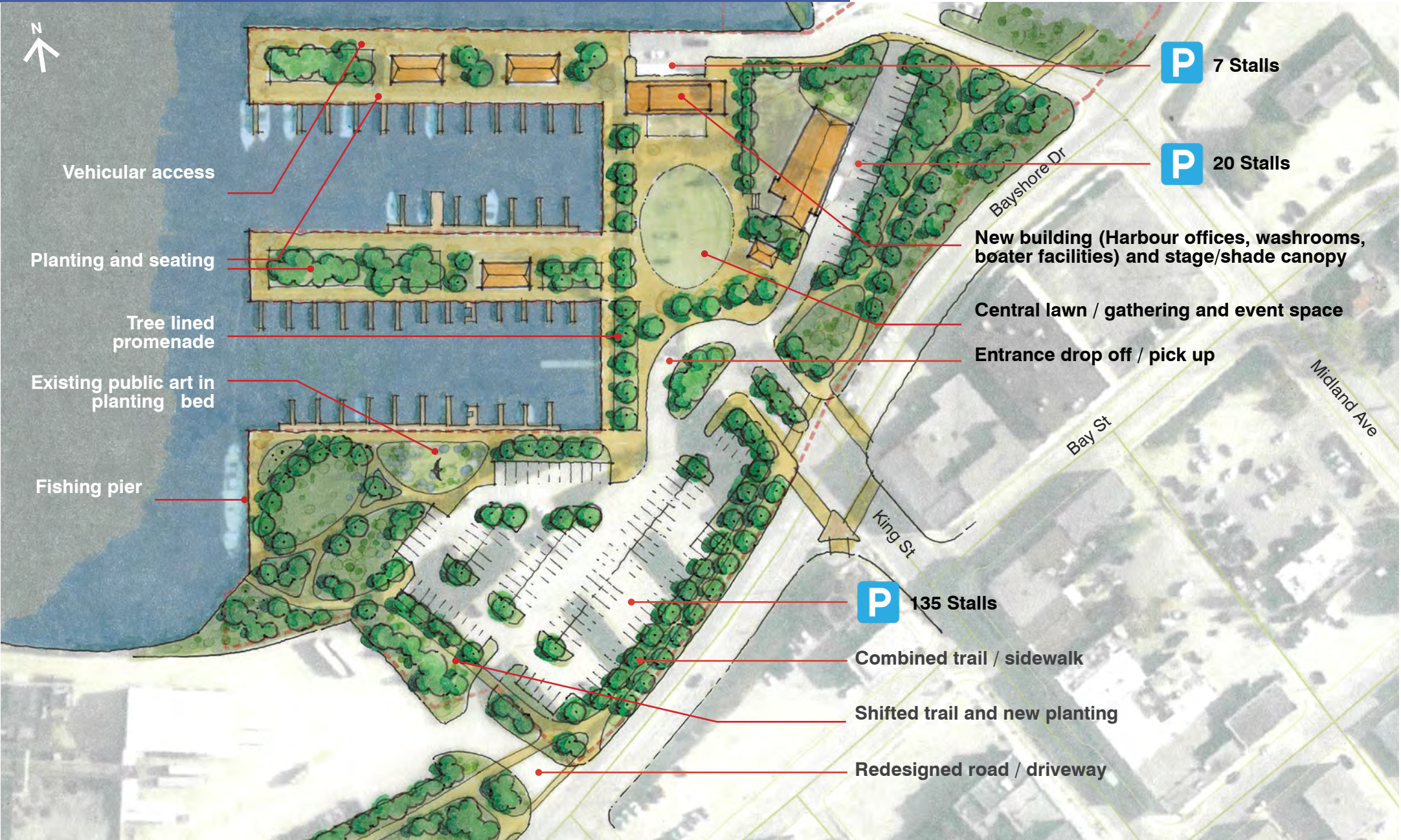


Urban Kiosk



Trail Marker with Active Transportation Map

Early ideas for Town Dock



Vehicular access

Planting and seating

Tree lined promenade

Existing public art in planting bed

Fishing pier

P 7 Stalls

P 20 Stalls

New building (Harbour offices, washrooms, boater facilities) and stage/shade canopy

Central lawn / gathering and event space

Entrance drop off / pick up

P 135 Stalls

Combined trail / sidewalk

Shifted trail and new planting

Redesigned road / driveway

Bayshore Dr

Bay St

King St

Midland Ave

Early ideas for Pete Pettersen Park



Design Elements



Design Elements



Design Elements



July

Collect input on the various components being considered in the master plan

Online survey to continue to collect input

August - September

Develop the draft recommendations for the master plan

October - November

Council presentation

8 Components of the Master Plan

- Ways to and along the waterfront
- Trails
- Water's edge green spaces/ recreation amenities
- Boating (marinas, boating clubs, cruise ship)
- Events and activation
- Natural heritage and shoreline stewardship
- New development along the waterfront
- Wayfinding and signage