



*Official Plan Amendment and  
Zoning By-law Amendment Applications  
Planning Justification Report*

<i>To:</i>	Town of Midland Planning Department
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**1.0 INTRODUCTION**

MORGAN Planning & Development (“MP&D”) has been retained by U-Haul Co. Canada Ltd. Ontario (the “Applicant”) to assist with planning approvals to develop a self-storage facility and the outdoor storage of rental trucks and trailers on the Subject Lands.

This Planning Justification Report (“PJR”) has been prepared on behalf of the Applicant in support of Official Plan Amendment (“OPA”) and Zoning By-law Amendment (“ZBA”) applications. The amendments will permit the development of a self-storage facility, and the outdoor storage of rental trucks and trailers located on the property municipally known as 16728 Highway 12, in the

Town of Midland (the “Subject Lands”). The proposal is for a 3-storey self-storage building with a retail showroom with a footprint of 3,348 square metres (Building A), a 1-storey self-storage building with a footprint of 1,186 square metres (Building B) and four (4) additional 1-storey self-storage buildings (Buildings C to F) ranging from 152 square metres to 242 square metres. Access to the development will be from Prospect Boulevard. The site plan illustrating the proposed development has been included as **Attachment 1** to this Report.

The Subject Lands are on an interior lot, with frontage on Prospect Boulevard to the south and Highway 12 to the north, with an approximate lot area of 2.3 hectares (23,167 square metres). The Subject Lands are located one lot to the west of the key intersection of Highway 12 and King Street in the Town of Midland. The area surrounding the Subject Lands consists of a variety of commercial type uses, including car dealerships, commercial plazas, employment uses and the Georgian College Midland campus.

The Subject Lands are designated as ‘Natural Heritage’ and ‘Commercial Corridor’ on Schedule ‘C’ Land Use in the Town of Midland Official Plan. The Official Plan Amendment is intended to permit a commercial development on the subject property by amending the mapping and text of the Town of Midland Official Plan, by re-designating the subject property to a site specific ‘Commercial Corridor’ designation. The Official Plan Amendment increases the compatibility of the Subject Area with surrounding uses, while aligning with the uses permitted in the ‘Highway Commercial (HC) Zone’.

The Official Plan Amendment seeks to re-designate the site to provide for a self storage, U-Haul truck and trailer sharing, and related retail sales, at a key location within the Town of Midland. The Subject Lands are entirely zoned Highway Commercial (HC) and are proposed to be rezoned to a Highway Commercial Exception Zone within the Town of Midland Zoning By-law to implement the proposed self storage component, which is not currently permitted in the Highway Commercial Zone.

A detailed planning analysis of the existing physical context as well as the Provincial and municipal policy and regulatory framework, is provided in this report which supports and justifies the proposed development.

The proposed development provides for an optimized development at a key site in the Town of Midland. The development will contribute to the broader evolving area along Prospect Boulevard as part of a complete community, offering new commercial, storage and retail uses to serve the new and existing residents. Based on the physical context and planning policy and regulatory framework analysis, the proposed development is consistent with and conforms to Provincial policies, as well as the County of Simcoe Official Plan. The proposal will facilitate development on an underutilized parcel along Prospect Boulevard and represents good planning and is in the public interest.

## 2.0 SITE DESCRIPTION AND SURROUNDING LAND USES

The consideration of the existing Subject Lands context is important in the planning analysis for the proposed development. Context must be evaluated not only as it relates to the existing physical environment and surrounding area but to the specific and immediate urban setting and urban structure which includes future land uses and available road and servicing infrastructure.

The Subject Lands are located on the north side of Prospect Boulevard and are immediately west of the intersection of the Highway 12 and King Street and are currently vacant. **Figure 1** illustrates the surrounding area context of the Subject Lands and the land uses in the surrounding area. AN aerial image of the subject property is shown in **Figure 2**. The following is a description of the existing physical context within which the development is proposed.

**North:** Highway 12 and a commercial plaza consisting of the Quality Inn & Conference Centre, Tim Hortons, Boston Pizza, The Home Depot and Simply Home Furnishings.

**East:** The Comfort Inn. Further east along Cranston Crescent are Highway commercial uses including Bourgeois Motors Ford, Enterprise Rent-A -Car, Fastenal, and Factory Recreation.

**South:** Huronia Physiotherapy & Chiropractic Clinic / Georgian Bay General Hospital- Dialysis. To the southwest is Georgian College – Midland Campus.

**West:** Midland Honda, LCBO, Wendy’s, IDA Pharmacy and No Frills grocery store.

Prospect Boulevard is an evolving area at one of the Town’s key intersections: Highway 12 and King Street, which provides a connection to the Town of Midland’s main street. The area along Prospect Boulevard is planned to become an urban area with a mix of highway commercial, institutional and community uses.

## 3.0 PROPOSED DEVELOPMENT

Two pre-consultation meetings with the Town of Midland were held to discuss the proposal, with the first on January 16, 2024 and the second on May 23, 2024. Representatives from the Town of Midland Planning department, Severn Sound Environmental Association (SSEA) and other departments/agencies were in attendance.

### 3.1 Development Concept

The proposal is for a 3-storey self-storage building with a proposed retail showroom with a footprint of 3,348 square metres (Building A), a 1-storey self-storage building with a footprint of 1,186 square metres (Building B) and four (4) additional 1-storey self-storage buildings (Buildings C to F) ranging from 152 square metres to 242 square metres. Access to the proposed development is from Prospect Boulevard. A total of 53 vehicle parking spaces are proposed and

two barrier free parking spaces are proposed at the front of the Building A. Please refer to the site plan included in the application submission which illustrates the development in the context of the subject lands.

The U-Haul store is anticipated to be staffed with 10-15 employees, both full-time and part-time. Customers will generally arrive in their own automobiles, enter the showroom and may choose from a variety of products and services offered within the proposed building.

The U-Haul Self-Storage rooms are typically used to store furniture, household goods, sporting equipment, or holiday decorations etc. During transition periods between moves, moving to a smaller home, combining households, or clearing away clutter to prepare a home for sale, storage customers will typically rent a room for a period of two months to one year. The self-storage component has been designed with interior storage room access, which increases security, and the community the benefit of a more aesthetically pleasing exterior.

The truck and trailer sharing component is typically used for household moving. With respect to the retail components, U-Haul offers packing supplies such as cartons, tape and sustainable packing materials. In addition, customers who tow U-Haul trailers, boats, or recreational trailers can select, and have installed, the hitch and towing packages that can meet their needs. Customers will typically use U-Haul equipment or their personal vehicle to approach the loading area and enter the building through the singular customer access.

### 3.2 Overview of Official Plan Amendment

An Official Plan Amendment (“OPA”) is being sought to permit the proposed development on the subject property. The Subject Lands are designated as ‘Natural Heritage’ and ‘Commercial Corridor’ on Schedule ‘C’ Land Use of the Town of Midland’s Official Plan (“Town OP”), as shown in **Figure 4**. An OPA has been triggered as the proposed self storage component is not permitted in the Natural Heritage designation, nor the Highway Commercial Zone. It is noted however that the truck and trailer sharing and related retail sales are permitted as-of-right in the Highway Commercial Zone and is not the trigger for the OPA.

The OPA seeks to re-designate the Subject Lands from ‘Natural Heritage’ and “Commercial Corridor” to a site specific ‘Commercial Corridor’ designation on Schedule C – Land Use, to add ‘self storage’ as a permitted use within the Commercial Corridor designation on a site specific basis. Schedule B – Urban Structure is proposed to be amended to re-designate the Subject Lands from the ‘Greenlands’ designation to the ‘Mixed Use Districts’ designation, and Schedule A-Growth Areas is proposed to be amendment to re-designate the Subject Lands from the ‘Greenlands’ designation to the ‘Strategic Growth Areas II.’

A draft of the Official Plan Amendment and schedule is attached to this Report as **Attachment 2**.

### 3.3 Overview of Zoning By-law Amendment

To facilitate the proposed development, the existing Highway Commercial Zone is proposed to be maintained while a site-specific provision to permit a “Self Storage Facility” is to be added.

The ZBA seeks to add a definition of ‘Automotive Rental Agency’ to recognize the proposed truck rental use. In addition, the proposed ZBA will add a “Self Storage Facility” as a permitted use on the subject lands, as well as add site specific development standards to facilitate the proposed development. In summary, the proposed zoning bylaw amendment seeks to rezone the subject lands to the Highway Commercial Exception (HC-XX) Zone to permit the following:

1. Add a self storage facility as a permitted use;
2. A maximum height of 12.5 metres; and,
3. Include a definition of a “Automotive Rental Agency”.

The proposed ZBA and Schedule are included as **Attachment 3** to this Report.

## 4.0 SUPPORTING STUDIES

To ensure the development addresses all policy and technical requirements of the Town and County, a number of required supporting studies have been completed. Each of these studies are summarized in this section of the report. Many of these studies also identify how the development and the applications conform to Provincial and local policies.

### 4.1 Environmental Impact Study

To ensure the development addresses all policy and technical requirements, as well as the requirements for a complete application, a supporting Environmental Impact Study (EIS) was completed by Cambium Environmental. The EIS includes the policy context, the methodological approach undertaken, identification of existing conditions and development constraints, and an impact assessment that inform recommended avoidance and mitigation measures, and a conclusion.

Based on the findings of the EIS, the following recommendations are included:

1. All required approvals and permits should be obtained prior to the commencement of site alteration or construction activities.
2. Four Butternut trees, listed as provincially Endangered, are proposed for removal. Regulatory mechanisms are available to allow for the removal of the trees under O. Reg 830/21 of the ESA and therefore do not pose a permanent constraint to development. However, details outlined in Section 5.3.1 must be implemented prior clearing and / or site alteration to avoid contravention of the Act. Cambium recommends this requirement be carried forward as a Draft Plan condition.

3. Vegetation removal or alteration should take place outside the breeding bird season (April 1 to August 31) and the active roosting period for bats (April 1 – September 30). Should any clearing be required during the breeding bird season, nest searches conducted by a qualified person must be completed within 48 hours prior to clearing activities. If nests are found, work within the area must cease until the nest has fledged, as per the federal *Migratory Birds Convention Act*. Should any clearing be required during the active roosting period for bats, please contact the Ministry of Environment, Conservation and Parks for further direction (e.g. acoustic monitoring, exit surveys) to ensure conformity with the *Endangered Species Act*.
4. The Stormwater Management Plan prepared for the Site should specifically address potential stormwater-related impacts to water quality and quantity of the surrounding features, erosion potential, and a feature-based water balance study (if required).
5. An Erosion and Sediment Control (ESC) Plan that includes perimeter light duty sediment fencing should be implemented along the watercourse side of the construction area prior to the commencement of any Site alteration.
  - Fencing should be properly keyed into the ground and securely fastened to vertical supports spaced  $\leq 2$  m apart.
  - All sediment fencing should be regularly maintained and kept in good working condition, until the area has been stabilized and/or successfully revegetated.
  - All ESC fencing should be removed following construction once exposed soils have been revegetated.
  - Machinery or construction materials should be stored within the construction area throughout the construction period.
6. Though not identified in the field inventories, any subsequently identified SAR discovered on the property must be left undisturbed as required by the Endangered Species Act, 2007. If any SAR individuals are encountered, they should be photographed and allowed time to move out of harms way. All SAR observations should be reported to the MNRF Natural Heritage Information Centre.

The recommended mitigation measures listed above would be implemented through a future site plan control application.

The report concludes that potential negative impact associated with the proposed development and site alteration can be appropriately minimized, provide that the recommended mitigation measures are implemented. The EIS demonstrates that the development can be carried out in a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property.

#### 4.2 Functional Servicing Report

A Functional Servicing Report (“FSR”) was prepared by Tatham Engineering. The purpose of this report is to define a feasible servicing plan for the development and to establish a servicing strategy. The report provides high level information regarding the water supply, sanitary servicing

for the Subject Lands, while ensuring compatibility with existing services and conforming to the Town of Midland design criteria. The key servicing comments are summarized below.

#### Water Supply Servicing

The development will be serviced by a new diameter water service supplying water for both fire protection and domestic water demands. The water service will connect directly to Building 'B' where a backflow prevention device and water meter will be installed. The new watermain will connect to the existing 300 mm diameter PVC watermain on Prospect Boulevard.

It is anticipated that the Town's overall water supply has sufficient pressure and capacity to provide the required flows to the proposed development on the subject property.

#### Sanitary Servicing

A new 200 mm diameter communal sanitary sewer is proposed to service the development. Building 'B' is proposed to discharge to the communal sewer via a 150 mm diameter service lateral. Building 'A' is proposed to discharge to the communal sewer via two 150 mm diameter service laterals servicing each of the internal restroom areas directly. A direct connection to the existing Prospect Boulevard sewer is proposed.

The sanitary sewer system has been sized to accommodate external flow from the proposed development and the proposed sewers have been appropriately sized to convey the required flows from the development.

#### Utilities

There are existing overhead and underground utilities within Prospect Boulevard right-of-way. It is proposed that the detailed design for the required servicing will be completed in conjunction with service providers during the site plan control process.

### **4.3 Preliminary Stormwater Management Report**

A Preliminary Stormwater Management Report has been prepared by Tatham Engineering to address potential adverse impacts the development may have on the local surface water features and water quality. This will be accomplished by evaluating the impacts of the development on the local drainage conditions and, where necessary, provide solutions to mitigate potential adverse impacts.

Water quality control for the development will be provided via two infiltration cells, and LID practices consisting of grassed swales and roof leaders directed to pervious grass areas. The proposed dry pond will also provide a measure of quality control, it has not been quantified due to anticipated low drawdown times.

The development has been designed to incorporate Low Impact Development (LID) design measures which include the establishment of grassed swales in specified landscaped areas throughout the site including rear and side lot areas and behind the snow storage area to promote infiltration and to reduce post-development runoff. In addition, roof leaders from the buildings will outlet at grade onto grassed areas draining directly into the infiltration cells to promote infiltration.

Furthermore, the conveyance of uncontrolled surface drainage from external contributing catchments will generally be maintained post-development through grading design and establishment of swales to provide a positive outlet through the site. Existing grades will be matched along the perimeter of the site.

#### **4.4 Transportation Impact Brief**

A Transportation Impact Brief (TIB) has been prepared by Tatham Engineering in support of the proposed development. The purpose of the TIB was to present the findings of the report and address the requirements of the Town with respect to the potential impacts of the development on the area road network.

As part of the TIB, the following work was undertaken:

- Providing an overview of existing conditions, including a description of the study area road network, traffic volumes, and operations;
- Providing details of the proposed development and anticipated trip generation; and,
- Providing an analysis of future conditions, including transportation impacts associated with the proposed development.

The conclusions from the TIB can be summarized as the following:

- The site is expected to generate 12 trips during the weekday AM peak hour and 19 trips during the weekday PM hour.
- A sight line assessment was undertaken which identified that the intersection sight distance to/from the east was not satisfied. As such, it is recommended that “Driveway Ahead” signage be placed on Prospect Boulevard to the east of the site access to alert approaching motorists to the potential presence of turning vehicles. The minimum stopping sight distance (considered the critical condition) was satisfied in both directions.
- The results of the operational analyses indicate that the study area intersection and the site access will provide good operations through 2031. Thus, no improvements are required to accommodate the subject development. Overall, the subject site is not expected to have any material impact on the operations of the adjacent road network.
- Given the low volume of traffic accessing the site, exclusive turn lanes are not required to serve the site.

Overall, the TIB determined that Proposed Development will not cause any operational issues and will not add significant delay or congestion to the local roadway network.

#### **4.5 Stage 1 – 2 Archaeological Assessment**

A Stage 1-2 Archaeological Assessment was completed by New Era Archaeology to review the potential for archaeological resources on the subject property. The Assessment consisted of property inspection and photographic documentation, concurrently with high intensity test pit methodology at five metre intervals between individual test pits.

The Stage 1 field visit was completed concurrently with the Stage 2 property assessment on May 16<sup>th</sup>, and 17<sup>th</sup>, 2024 to confirm the current conditions of the project area. The Stage 1 Archaeological Background Study determined that the project area has potential for both Indigenous (pre-contact) and Euro-Canadian (post-contact) archaeological resources, as a result a Stage 2 Assessment was recommended.

The Stage 2 Archaeological Assessment was completed by test pit survey at a five-meter interval. As a result of the Stage 2 Archaeological Assessment no archaeological resources were encountered, consequently, it was recommended that no further archaeological assessment is required.

#### **4.6 Hydrogeological Assessment**

A Hydrogeological Assessment was completed by Tatham Engineering to review the subject property's site conditions, topography, drainage, water features, neighbouring land uses and/or any existing water supply or monitoring wells. The hydrogeological assessment determined the potential for the proposed development to impact existing soil and groundwater conditions.

Based on the dewatering analysis for the proposed development, it is not anticipated significant dewatering efforts are to be required.

The Hydrogeological Assessment concluded that low impact development is feasible for the proposed development. The site specific low impact development techniques are to be implemented through site plan control and are discussed further in the Stormwater Management Report prepared by Tatham Engineering.

## 5.0 PLANNING ANALYSIS

The following subsections provide a detail of the relevant policies as they relate to the concurrent Official Plan Amendment and Zoning By-law Amendment applications.

### 5.1 Planning Act

The Ontario Planning Act, R.S.O. 1990 (the “Planning Act”), is the primary legislation governing land use planning in the Province of Ontario. The Planning Act provides the basis for consideration of Provincial interests in managing land and natural resources, preparing Official Plans and planning policies, establishing planning processes, regulating land uses through Zoning By-laws and other measures, ensuring public notice and appeal rights, and other matters of Provincial interest. Several other Provincial Policies are created from the authority of the Planning Act, including the Provincial Planning Statement.

Concurrent Official Plan Amendment and Zoning By-law Amendment applications are proposed to facilitate the development. The OPA will be conducted in accordance with the applicable provisions outlined in Section 17 and Section 22 of the *Planning Act*. Section 34 of the Planning Act provides the opportunity to amend Town’s Zoning By-law.

Section 2 of the Planning Act sets out the matters of provincial interest which the Minister, the council of a municipality, a local board, a planning board, and the Tribunal shall have regards to when carrying out their responsibilities under the Act. The following matters of provincial interest are of relevance and applicable to the analysis of this development proposal:

*Table 1: Review of Matters of Provincial Interest*

(a) the protection of ecological systems, including natural areas, features and functions;	An Environmental Impact Study was completed to assess the potential for any impacts of the development on natural heritage features and their functions. The Environmental Impact Study concluded potential ecological impacts are minimal and mitigatable provided the recommended mitigation measures are implemented as part of the development. A more detailed summary of the conclusions of the EIS is outlined in Section 4.1 of this Report
(b) the protection of the agricultural resources of the Province;	The subject lands are not considered to be within an agricultural area and is not in agricultural use.
(c) the conservation and management of natural resources and the mineral resource base;	A portion of the subject lands are designated Natural Heritage in the Town of Midland Official Plan. An Environmental Impact Study

	was completed to assess the potential for any impacts of the development on natural heritage features and their functions.
(d) the conservation of features of significant architectural, cultural, historical, archaeological or scientific interest;	A Stage 1-2 Archaeological Assessment was completed for the subject lands by New Era Archaeology dated July 22, 2024. The Assessment concluded no archaeological resources were encountered and no further archaeological assessment is required.
(e) the supply, efficient use and conservation of energy and water;	The development will use municipal water and sanitary servicing. The technical requirements of the project's design have been reviewed and confirmed through a Functional Servicing Report and a Stormwater Management Report, detailed in Section 4.2 and Section 4.3 of this Report.
(f) the adequate provision and efficient use of communication, transportation, sewage and water services and waste management systems;	The subject lands are located within a settlement area where infrastructure with sufficient capacity exists. The proposed development will use municipal water and sanitary servicing, and a Functional Servicing Report and a Stormwater Management Report has confirmed that sufficient capacity exists to appropriately service the development of the subject lands.
(g) the minimization of waste;	The waste generated from the development is anticipated to be typical of highway commercial development and will have access to local recycling and waste diversion programs.
(h) the orderly development of safe and healthy communities;	The subject lands are positioned in an area that is designated for employment and commercial development and are adjacent to other commercial sites adjacent to Highway 12 and along Prospect Boulevard. The proposal represents logical and orderly development.
h.1) the accessibility for persons with disabilities to all facilities, services and matters to which this Act applies;	The development will not negatively impact accessibility for all persons. Design elements will be dealt with through site plan control and the permitting process.
(i) the adequate provision and distribution of educational, health, social, cultural and recreational facilities;	The development is for employment and retail uses.

(j) the adequate provision of a full range of housing, including affordable housing;	Not applicable. The development is for employment and retail uses.
(k) the adequate provision of employment opportunities;	The development consists of commercial and retail uses. Employment opportunities will be provided as a result of the build out of the development.
(l) the protection of the financial and economic well-being of the Province and its municipalities;	The development will promote economic development in the Town through constructing commercial and retail development within an identified settlement area, while offering additional employment opportunities.
(m) the co-ordination of planning activities of public bodies;	The Town of Midland has been consulted on the development and they will both be involved in the consideration of the applications and the delivery of services.
(n) the resolution of planning conflicts involving public and private interests;	There do not appear to be any conflicts between public and private interests.
(o) the protection of public health and safety;	There are no anticipated concerns with respect to public health and safety and the development will be further reviewed through the Town's development agreement process.
(p) the appropriate location of growth and development;	The subject property is adjacent to existing highway commercial development to the east, west and south, which will enable the logical build-out and infill development along Prospect Boulevard.
(q) the promotion of development that is designed to be sustainable, to support public transit and to be oriented to pedestrians;	The subject property is located within an identified settlement area boundary that will aim to achieve sustainable development.
(r) the promotion of built form that, (i) is well-designed, (ii) encourages a sense of place, and (iii) provides for public spaces that are of high quality, safe, accessible, attractive and vibrant;	The development will facilitate a built form that is well designed and one that has been designed with consideration of the surrounding neighbourhood. Design elements are proposed to be implemented through site plan control.
(s) the mitigation of greenhouse gas emissions and adaptation to a changing climate	The development will make efficient use of the lands, road network, and municipal services within the settlement area.

The proposed development, OPA and ZBA have regard for matters of Provincial interest under the Planning Act.

## 5.2 Provincial Planning Statement (2024)

The Provincial Planning Statement (PPS) is a policy statement issued under the authority of section 3 of the Planning Act which came into effect on October 20, 2024. The PPS provides policy direction on matters of provincial interest related to land use planning and development. As a key part of Ontario's policy-led planning system, the Provincial Planning Statement sets the policy foundation for regulating the development and use of land province-wide, helping achieve the provincial goal of meeting the needs of a fast-growing province while enhancing the quality of life for all Ontarians. Land use Planning decisions are required to be consistent with the Provincial Planning Statement.

The PPS strongly encourages development that will provide long term prosperity, environmental health and social well-being. These directives depend on the efficient use of land and development patterns that support strong, livable and healthy communities that protect the environment and public health and facilitate economic growth. Land use planning decisions, including those made on applications for Official Plan Amendments, Zoning By-law Amendments must be consistent with the PPS. In assessing the development proposal and the proposed amendments, this PJR, further identifies how the proposal advances and implements the policies of the PPS.

Section 1 of the PPS identifies that a prosperous and successful Ontario will also support a strong and competitive economy that is investment-ready and recognized for its influence, innovation and diversity. Ontario's economy will continue to mature into a centre of industry and commerce of global significance. Central to this success will be the people who live and work in this province.

The subject property is a vacant parcel within an existing developed area along Prospect Boulevard that already contains a mix of commercial uses types. The development will contribute to the mix of commercial uses along the Highway 12 corridor, close to existing similar developments and supporting commercial uses. The proposed site-specific Commercial Corridor designation will support commercial uses by providing job opportunities and access to a key transit corridor (Highway 12).

Section 2.3.1.1 identifies that settlement areas shall be the focus of growth and development. The Town of Midland is identified as a Primary Settlement area within the County of Simcoe Official Plan in accordance with Table 5.1. The Site is located within a Settlement Area and will provide for a highway commercial use on an existing underutilized lot within a developed area of the Town.

The proposed development is consistent with the policies of Section 2.3.1.1 as it will contribute to creating healthy, liveable and safe communities through the efficient development of highway commercial use which will utilize existing infrastructure. The proposed development is consistent with the policies of Section 2.1.3.1 as the subject site is located within the Town of Midland's

settlement area. Furthermore, the proposed development will provide the Town with self-storage, U-Haul truck and trailer sharing, and related retail sales through the development of an underutilized parcel in an area of highway commercial uses and compact built form. The proposed development will make efficient use of existing infrastructure which will assist in sustaining the financial well-being of the Town of Midland and facilitate a cost-effective development which will reduce land consumption and servicing costs.

Section 2.3.1.2 states that land use patterns within Settlement Areas should be based on densities and a mix of land uses which:

- a) *Efficiently use land and resources;*
- b) *optimize existing and planned infrastructure and public service facilities;*
- c) *support active transportation;*
- d) *are transit-supportive, as appropriate; and*
- e) *are freight-supportive*

The proposed development is located on lands zoned for employment and highway commercial purposes. The OPA and ZBA application will facilitate development in a compact form which makes efficient use of the lands, while providing an area suitable to support the proposed self-storage, U-Haul truck and trailer sharing, and related retail sales use. The development will make efficient use of municipal services and will facilitate efficient management of stormwater through the connect to existing municipal services. Furthermore, the subject property will make efficient use of the existing road network Prospect Boulevard, which positions the subject property as a suitable location for employment development to the west of the Highway 12 and King Street intersection. Lastly, the subject property is adjacent to existing commercial uses to the east, west and south, which will enable synergies and facilitate contiguous and integrated development along Prospect Boulevard.

Section 2.3.1.3 states that *planning authorities shall support general intensification and redevelopment to support the achievement of complete communities*. The development is positioned on a major corridor which will accommodate retail and commercial uses that will be compatible with the surrounding uses, and achieve in the Town's goals for intensification

The PPS policies pertaining to employment are contained in Section 2.8, with Section 2.8.1.1 stating that, Planning authorities shall promote economic development and competitiveness by providing for an appropriate mix and range of employment uses and providing opportunities for a diversified economic base and encouraging compact, mixed-use development that incorporates compatible employment uses to support liveable and resilient communities.

Section 2.8.2.1 states that, Planning authorities shall plan for, protect and preserve employment areas for current and future uses and ensure that the necessary infrastructure is provided to support current and projected needs. Furthermore, Section 2.8.2.2 states that *planning authorities shall protect employment areas that are located in proximity to major goods movement*

*facilities and corridors, including facilities and corridors identified in provincial transportation plans, for the employment area uses that require those locations.*

The OPA and ZBA will contribute to providing a range and mix of employment uses in the Town of Midland by accommodating self-storage, U-Haul truck and trailer sharing, and related retail sales which will further bolster the Town's economic base. As noted, the subject property is zoned for employment development, and the adjacency of Highway 12 and King Street, a key transportation corridor, makes the subject property an ideal location for the proposed employment and commercial use of the property.

Section 3 of the PPS contains policy direction regarding infrastructure and facilities. Section 3.1.2 states that *"before consideration is given to developing new infrastructure and public service facilities: a) the use of existing infrastructure and public service facilities should be optimized;"* The subject property represents optimal use of existing infrastructure including the road network and municipal servicing, as well as public service facilities located within close proximity.

Section 1.6.6.1 states that *"planning for sewage and water services shall: (b) ensure that these systems are provided in a manner that 3. is feasible and financially viable over their lifecycle; and 4. protects human health and safety, and the natural environment;"* The proposed development will utilize existing municipal water and sanitary services available along Prospect Boulevard.

Section 3.2.2 of the PPS promotes a land use pattern that makes efficient use existing and planned infrastructure. The proximity of the subject lands to transit services, including immediate access to Highway 12 provides access throughout the County. The subject property is also situated along the Town's public transit route.

Section 4 of the PPS pertains to the Wise Use and Management of Resources. In general, natural features and areas are to be protected for the long-term, with further policies identifying that the quality and quantity of water is to be protected, improved or restored.

Section 4.1.8 of the PPS states that development and site alteration shall not be permitted on adjacent lands to natural heritage features, unless the ecological function of the adjacent lands has been evaluated and it has been demonstrated that there will be no negative impacts on the natural features or their ecological functions. An Environmental Impact Study prepared by Cambium Environmental concluded that the potential negative impacts associated with the proposed development and site alteration can be appropriately minimized, provided that the recommended mitigation measures are implemented. The EIS demonstrates that the development can be carried out in a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property. In addition, the proposed development includes mitigation measures summarized in Section 4.1 of this Report. Based on the results, it can be concluded that the development will not have an impact on significant natural heritage features, fish habitat or sensitive surface water features provided the mitigation measures outlined in the EIS are implemented.

Section 4.2 of the PPS addresses the quality and quantity of water, with Section 4.2.1 (f) identifying that *planning authorities shall protect, improve or restore the quality and quantity of water by planning for efficient and sustainable use of water resources, through practices for water conservation and sustaining water quality*. Furthermore, Section 3.6.8 (b) states that planning for stormwater management shall *minimize or, where possible, prevent or reduce increases in stormwater volumes and contaminant loads*. The development will provide for stormwater management through the implementation of a stormwater pond and a lot grading plan on the subject property and has been designed to meet all standards of the Town and other commenting agencies. A Stormwater Management Report has been prepared by Tatham Engineering and the findings of the report has been summarized in Section 4.3 of this Report.

Section 4.6 addresses Cultural Heritage and Archaeology. Policy 4.6.2 states that *Planning authorities shall not permit development and site alteration on lands containing archaeological resources or areas of archaeological potential unless the significant archaeological resources have been conserved*. A Stage 1-2 Archaeological Assessment was completed by New Era Archaeology in support of the proposed development. The Assessment concluded no archaeological resources were encountered and that the subject property be considered cleared of any further requirement for archaeological fieldwork.

Section 5 of the PPS contains policies related to protecting public health and safety directing development away from natural or human made hazards. In accordance with Section 5.1.1 of the PPS the subject property is located outside of hazardous lands and hazardous sites and not affected by a dynamic beach hazard, flooding hazard or erosion hazard. The development is not abutting or adjacent to lands affected by mine hazards; oil, gas and salt hazards; or former mineral mining operations, mineral aggregate operations or petroleum resource operations or contamination, all in accordance with Section 5.2.

The proposed OPA and ZBA will provide for an appropriate employment and highway commercial use at a key intersection in the Towns which will contribute to supporting a strong and competitive economy. The proposed commercial and retail uses on the subject property, is representative of an optimized use of the vacant under-utilized parcel within its location context and the developed area along Prospect Boulevard. The development permitted by the OPA and ZBA will be compatible with the existing developed area of the Town. The OPA and ZBA will allow for a self storage facility and a truck and trailer rental establishment that will support growth near existing and planned services, helping to achieve a complete complete community.

Based on the above analysis, the Official Plan Amendment and Zoning By-law Amendment are consistent with the policies of the Provincial Planning Statement.

### 5.3 County of Simcoe Official Plan

The County of Simcoe Official Plan (County OP) designates the subject lands as “Settlements”, see **Figure 3**. Table 5.1 of the County Official Plan identifies that the Town of Midland is a primary settlement area in the County of Simcoe.

Section 3.1.1 of the County OP identifies that most growth will be directed to the settlements throughout the County. Accordingly, as the Town of Midland is recognized as a primary settlement area in the County OP, the policy context is supportive of the proposed development.

Section 3.3.15 of the County Official Plan contains policies relating to Natural Heritage. Section 3.3.15 (vi) a) states that development and site alteration shall not be permitted on adjacent lands to natural heritage features and areas unless the ecological function of the adjacent lands has been evaluated and it has been demonstrated that there will be no negative impacts on the natural features or on their ecological function. The subject property is designated Natural Heritage and Commercial Corridor in the Town of Midland Official Plan. An Environmental Impact Study was completed to review potential impacts of the development from a natural heritage perspective. Overall, the Environmental Impact Study concluded that no negative impacts to natural heritage features or their ecological functions are anticipated resulting from development on the subject property, provided the recommended mitigation measures are implemented. A more detailed summary of the conclusions of the EIS is outlined in Section 4.1 this Report.

Section 3.3.17 states that, *subject to the findings and recommendations of an EIS, satisfactory to the appropriate authorities, the County encourages an area of environmental constraint and buffer areas to be maintained as single ownership, where appropriate. Notwithstanding this policy, local municipalities may utilize alternative implementation measures to ensure the integrity of the environmental features and its buffers.* As previously mentioned, an EIS has been prepared as part of the application submission and demonstrates that the proposed development will not adversely impact natural heritage features and hydrologic functions on or adjacent to the subject property, provided that the recommended mitigation measures are followed.

Section 3.3.19 contains policies pertinent to Stormwater Management and identifies that large scale development will require a supporting stormwater management report. A Stormwater Management Report has been prepared by Tatham Engineering which demonstrates that the proposed development will not have a negative impact on local surface water features and water quality.

Section 3.5 of the County OP applies to settlements and Section 3.5.1 identifies that one objective is to focus growth and development within settlements. The development will facilitate the development of self-storage, U-Haul truck and trailer sharing, and related retail sales and conforms to this objective.

Policy 3.5.5 identifies that *the delineated settlement area boundaries and the built boundaries are shown on Schedule 5.1 – Land Use Designations of the County OP and must be identified in local municipal Official Plans. The Settlements designation applies to all lands within the settlement area boundaries. Only those settlements listed on Table 5.1 are recognized as designated settlement areas.* The Subject Lands are identified in the settlement area boundary in both the County and Town Official Plans and the Town of Midland is listed on Table 5.1 of the County OP as a primary settlement area, thereby satisfying this policy objective.

The Cultural Heritage Conservation policies are outlined in Section 4.6 of the County of Official Plan and provide policy guidance with respect to cultural heritage resources in the County. A Stage 1-2 Archaeological Assessment was completed by New Era Archaeology in support of the development. The Assessment concluded no archaeological resources were encountered and that the area be considered cleared of any further requirement for archaeological fieldwork.

The Transportation policies are contained within Section 4.8 of the County OP, and seeks to provide direction for a comprehensive and sustainable transportation network in the County. The Transportation Impact Study prepared by Tatham Engineering and has confirmed that the anticipated traffic generated from the development can be appropriately supported by the surrounding road network and no upgrades to the transportation network are required.

Based on the review and analysis of the County of Simcoe Official Plan, the Official Plan Amendment and Zoning By-law Amendment applications conform to the policies of the County of Simcoe Official Plan.

#### **5.4 Town Midland Official Plan**

The Subject Lands are designated as ‘Natural Heritage’ and ‘Commercial Corridor’ on Schedule ‘C’ Land Use of the Town of Midland’s Official Plan (“Town OP”), as shown in **Figure 4**. The purpose of the Town OP is to set out a planning policy framework that provides direction for future growth and development within the Town of Midland. This Plan will assist in managing and directing physical change and its effects on the social, economic and natural environment in the Town to the year 2031.

It is relevant to preface the analysis of the Town of Midland’s Official Plan in identifying that within the 2002 version of the Town of Midland’s Official Plan, the subject property was designated entirely “Employment Area” and was identified as a location that would host future highway commercial type uses due to the fact that the subject lands are located along a commercial corridor area along Highway 12 and are located to the west of the key intersection between King Street and Highway 12, which would be reflective of the historical development pattern in the area. The previous designation permitted a variety of industrial, commercial, and institutional uses, which is implemented through the existing zoning of the subject property. It is only through the Town’s Official Plan update in 2019, that the Natural Heritage designation was applied to the property which appears to recognize the treed area on the property.

Section 1.4 of the Official Plan sets out the vision for the Town of Midland and states, in part,

*Midland will continue to evolve into a healthy, active and resilient waterfront community that balances its vibrant heritage character with environmental sustainability, fiscal responsibility and innovative economic growth. It will thrive, grow and prosper by promoting its lifestyle assets and by attracting new residents and businesses that reflect the evolving economies, including recreation and tourism. Midland will be a successful community, a great place to live, work, shop, learn and play. As a result, it will be a great place to invest.*

The development of the subject lands will foster economic growth on a vacant underutilized parcel along Prospect Boulevard. An EIS has been prepared by Cambium Environmental which concludes that potential negative impact associated with the proposed development and site alteration can be appropriately minimized, provided that the recommended mitigation measures are implemented. The EIS demonstrates that the development can be carried out in a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property. The findings of the EIS are summarized in Section 4.1 of this Report.

By amending the Town of Midland Official Plan to re-designate the subject to a site specific 'Commercial Corridor' designation, the subject property will provide space for a well-known commercial business and will support the growth targets outlined by the County and the Town by facilitating development that diversifies the local economy. The OPA and ZBA are in keeping with the vision for the Town of Midland, as set out in Section 1.4 of the Town OP.

Section 1.5 of the Town OP contains Guiding Principles that will help guide how and where the Town of Midland will grow over the next 20 years, these include the following which apply to the proposed development:

- a) *Promote an environment first approach – becoming a recognized leader in town design that compliments and enhances the natural heritage features and their associated ecological and hydrologic functions for current and future residents.*
  - e) *Achieve design excellence through high quality community design and streetscaping techniques.*
  - i) *Require that new mixed-use development, intensification and revitalization efforts be compatible with surrounding properties and neighbours*
  - k) *Establish a strong urban structure with a connected system of roads, trails and sidewalks within neighbourhoods and between key destinations.*
  - l) *Attract a reinvigorated workforce that supports the new economy.*
  - m) *Attract long-term economic development opportunities, including on the Waterfront, to keep Midland vibrant and robust.*
  - n) *Ensure that growth and development is efficient and fiscally sustainable.*
  - o) *Optimize appropriate opportunities for infill, mixed-use intensification and revitalization.*
- Section 2.0

An EIS has been prepared which concludes that the development can be carried out in a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property, subject to the implementation of the recommended mitigation measures. The design of the building architecture adheres to and is compatible with the existing surrounding commercial character along Prospect Boulevard. The proposed architectural drawing set has been included in the application submission. The proposed self storage, truck and trailer rental establishment is anticipated to employ between 10 and 15 staff which will support the Town of Midland's workforce and economy. The development will be serviced by an existing road network and will be serviced by connections to the municipal water and wastewater services along Prospect Boulevard.

Section 1.5.1 states that a guiding principle of growing the Town of Midland will,

- "i) Require that new mixed-use development, intensification and revitalization efforts be compatible with surrounding properties and neighbours.*
- l) Attract a reinvigorated workforce that supports the new economy.*
- m) Attract long-term economic development opportunities, including on the Waterfront, to keep Midland vibrant and robust.*
- n) Ensure that growth and development is efficient and fiscally sustainable.*
- o) Optimize appropriate opportunities for infill, mixed-use intensification and revitalization."*

The re-designation to a site-specific Commercial Corridor designation is made through the consideration of the Town's guiding principles which will facilitate development on the property that compliments surrounding uses, promotes economic development through contributing to the employment base, and supports efforts for efficient economic growth through diversifying the commercial business employment opportunities in the Town.

Section 2.1 provides policy direction regarding population and employment forecasts and states that:

- a) The Province and Simcoe County have provided population and employment forecasts for the Town of Midland that form the basis for the growth management strategy included in this Plan. The Town of Midland is projected to grow to a total population of 22,500, with an employment target of 13,800 jobs, by 2031.*
- b) Notwithstanding that the time horizon for this Plan is to the year 2031, the Town of Midland is expected to continue to grow and evolve well beyond 2031 and, as a result, this Plan does not represent an end state for the Town of Midland, but rather it is to be used as a tool to manage its ongoing growth and development."*

The Official Plan Amendment and Zoning By-law Amendment will permit commercial uses, which will increase the achievement of the Town's goals for both population and job growth.

Section 2.2 Planning for Growth in an Urban Structure states, that the Town's OP *sets out a balanced approach to managing growth by recognizing and building upon the Town's urban structure, which is partly based on historical development patterns, and partly based on the desire to achieve a more efficient, cost-effective and transit-supportive pattern focused on the Downtown and other identified Strategic Growth Areas.*

With respect to the historical development pattern in the area, which Section 2.2 seeks to recognize, it is noted that within the 2002 version of the Town of Midland's Official Plan, the subject lands were designated entirely "Employment Area" and through the Town's Official Plan update in 2019, that the Natural Heritage designation was applied to the property which appears to recognize the vegetated area on the property. Although the subject lands are largely designated Natural Heritage, the subject lands are located within a commercial corridor area along Highway 12 and are located to the west of the key intersection between King Street and Highway 12. The development of the subject lands will provide for a linkage area between a 'Strategic Growth Area I' and 'Strategic Growth Area II' in accordance with 'Schedule 'A' Growth Areas' of the Town OP. The development of the subject lands will provide a link between the Strategic Growth Areas I and II, and will accommodate the build out of a highway commercial corridor in a cost-effective and transit supportive manner.

Section 2.2 (b) *Understanding the organization of the Town on a broad level is necessary for directing growth of different types to appropriate locations, while protecting established and stable areas from development-related undue, adverse impacts.*

The development will accommodate an employment and commercial development that takes advantage of its location along Highway 12. The development proposes to maintain a vegetative buffer area around the perimeter of the property which will provide for appropriate buffering from adjacent commercial uses. The proposed uses are compatible with and supportive of the character of the surrounding commercial uses.

Section 2.2 (d) (ii) *Greenlands consist of the protected natural heritage system and public parks. Together they form a strong character giving element of the Town. These areas are generally not available for urban development at this time;*

As previously mentioned, a large portion of the subject lands are designated Greenlands/ Natural Heritage in the Town's Official Plan, while the balance of property is designated Commercial Corridor/ Mixed Use District. The OPA seeks to amend Schedule C to redesignate the subject property to a site-specific Commercial Corridor designation. Schedule B – Urban Structure is proposed to be amended to re-designate the Subject Lands from the 'Greenlands' designation to the 'Mixed Use Districts' designation, and Schedule A- Growth Areas is proposed to be amendment to re-designate the Subject Lands from the 'Greenlands' designation to the 'Strategic Growth Areas II.' In support of the mapping changes, an EIS has been prepared which concludes that the development can be carried out in a way that will not adversely impact natural heritage features

and hydrological features on or adjacent to the subject property, subject to the implementation of the recommended mitigation measures.

Section 3.0 outlines the general development, policies of the Town OP, with Section 3.1 addressing a Successful Community, where Section 3.1.1 (b) identifying that placemaking policies, like community building, must respond and be sensitive to the unique attributes and setting of each property, site, area and neighbourhood.

The subject lands are located within a commercial corridor area along Highway 12 and are located to the west of the key intersection between King Street and Highway 12. The historic development along this area of Highway 12 and Prospect Boulevard is comprised of a variety of highway commercial, retail and employment uses. The development has been designed to be sensitive to the setting of the property and integrated into the neighbourhood.

Section 3.1.1 (d) (vi) identifies that, *a viable community is market responsive, efficient and cost effective. Within a successful community, there is inherent flexibility to allow new development to respond to the market over time, and to intensify over time. The local population will support modestly scaled retail and service commercial uses, and will require community infrastructure. Tourists and the travelling public will enhance the support for retail and service commercial uses; and,*

The subject lands are located adjacent to Highway 12, a key transportation corridor in the Town of Midland, and the development of the site will provide an opportunity for further employment uses in the Town.

Section 3.1.1 (e) sets out the Complete Community Objectives which include, but are not limited to, providing for access to a range of retail uses and employment opportunities and reducing land consumption, and maximizing the efficiency and cost effectiveness of municipal service infrastructure.

The subject lands are located Town of Midland and are adjacent to the delineated built-up area. The proposed development is to utilize available municipal water and sanitary services, and would support the achievement of complete communities.

The re-designation of the subject property to a 'Commercial Corridor' the lands will contribute to the Town's objectives for complete communities that increase liveability and quality of life. The re-designation will encourage development on an underutilized parcel of land that can be used as an asset in diversifying the Town's economy and employment land back to support broader demographics, and contribute to economic growth.

Section 3.1.10 (a) states, *community design should encourage development that is properly integrated and connected to Midland's natural heritage system, while maintaining and enhancing ecological and hydrologic functions.* The EIS concludes that the development can be carried out in

a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property, subject to the implementation of the recommended mitigation measures. The hydrological functions and potential stormwater-related impacts to water quality and quantity of the surrounding features, erosion potential, and water balance studies have been addressed through the stormwater management report and hydrogeological assessment included in the application submission.

3.1.10 (f) *Any development proposal on a site which includes a woodlot, hedgerow or trees may be required to prepare a Tree Preservation Plan. Tree Preservation Plans shall be submitted at the consent to sever and/or the draft plan of subdivision application stage, or at the site plan application stage, or as otherwise required by the Town.*

The subject property is mostly treed and vegetation will be provided through tree preservation around the perimeter of the subject property where feasible due to engineered grading requirements and it is anticipated that considerations for landscaping and screening along the perimeter of the site would be addressed through a future site plan control application and review as applicable. The site plan for the proposed development is included as **Attachment 1** to this Report.

Section 3.1.12 (a) identifies that appropriate buffering may be required where there may be undue, adverse impacts on adjacent uses. It is noted that the subject property is adjacent to lands that have been previously built out and developed as part of the historic development pattern along Prospect Boulevard. As such, the buffering policies of the Town OP must be reviewed. To ensure adequate buffering, the perimeter of the site is to maintain existing tree cover. The proposed development is of a scale where it is anticipated that future development will be sited with appropriate setbacks from the adjacent commercial and employment uses. In addition, the location of the stormwater management pond along the eastern bounds of the site will assist in providing additional buffering and greater separation between the hotel use (Comfort Inn) to the east. It is also noted that the car dealership used to the west of the subject property includes a parking area adjacent to the property line which abuts the subject property. The car dealership building is appropriately separated from the proposed development and the intervening parking lot and retention of boundary vegetation will further allow for greater separation between uses and a reduced likelihood of negative impacts, as shown on the site plan for the proposed development is included as **Attachment 1** to this Report.

Section 3.1.13 (a) states, *Good community design requires attention to signage. Signs for all types of uses should contribute to the visual attractiveness of both the development and the surrounding area.* The signage included as part of the proposed development will be established in accordance with Town of Midland's sign by-law as well as site plan control as applicable.

Section 3.3 addresses economic development. In particular, Section 3.3.1 (a) states that, *Industrial activities are vital to the development and growth of the local economy. However, Midland's economy has and continues to transition to a more post-industrial economy with an increased*

*focus on technology and knowledge-based industries and institutions. The policies in this Plan seek to strengthen the economy, while supporting the transition to a more post-industrial economy.*

Furthermore, Section 3.3.1 (b) states, *ongoing economic development will be supported and encouraged to create a positive business environment to provide local employment opportunities.* The relevant objectives for achieving this goal are as follows:

- i. Plan for an adequate supply of lands to accommodate the forecasted employment growth;*
- v. Provide strategically located highway commercial facilities within the Mixed Use Districts based on the need for expansive land requirements and optimum business exposure. These areas can also be considered as strategic locations for large footprint retail developments;*
- vi. Support the efficient use of Employment Areas and increased employment densities for new development or redevelopment;*
- vii. Attract new industries, support existing businesses and capitalize on the assistance and initiative programs of senior levels of government;*

The subject lands are partially designated, and currently entirely zoned for a variety of commercial and retail uses in the Town of Midland Official Plan and Zoning By-law. The proposed development will make efficient use of the currently vacant and underutilized lands, and will promote economic development in the Town. Furthermore, given that property is adjacent to Highway 12, an important transportation corridor, the development of self-storage, U-Haul truck and trailer sharing, and related retail sales, will allow U-Haul to better serve the storage needs of the community and make efficient use of a property that is currently vacant.

Community design is addressed in Section 3.1.1 (f) of the Town OP and policies broadly seek to ensure the delivery of high standard of design and quality built form in the Town, that evoke a desirable image and sense of place. As it relates to the proposed development, and the community design goals, the following objectives are identified:

- i. Promote an exemplary standard of design excellence in the development of the basic elements of the community, including streets, parks, public places, business uses, institutional facilities and residential neighbourhoods;*
- iv. Require high quality architecture that transcends a theme or a specific period in time, which is fundamental to a beautiful community. Buildings should be compatible with one another, but there must be a diversity of scale and a diversity of style as it may be defined through building materials, colour and architectural details;*
- v. Promote the concept of compatible development to ensure that new developments fit within the surrounding neighbourhood with consideration for the mix of uses,*

*massing, height, scale, architecture and details of adjacent buildings. Compatible development is development that is not necessarily the same as, or even similar to nearby existing development, but enhances an existing community, without causing any undue, adverse impacts on adjacent properties;*

The development will provide one point of access from Prospect Boulevard which is part of the Town's local road network. As confirmed by the Transportation Impact Brief (TIB), the TIB determined that the development will not cause any operational issues and will not add significant delay or congestion to the local roadway network. In addition, no improvements or exclusive turn lanes are required to accommodate the development. Further, the development has been designed with considerations to the adjacent land uses. The subject lands are predominantly bordered by industrial and commercial developments to the west, south and east, with additional highway commercial uses located to the north beyond Highway 12. The site plan provides a layout appropriate for the adjacent land uses and will contribute toward diversifying the employment development within the immediate area. It is noted that future development of the site will be required to go through Site Plan Approval as applicable which will ensure a functional and attractive design of the site.

Section 3.3.1 (b) identifies, *Ongoing economic development will be supported and encouraged to create a positive business environment to provide local employment opportunities.* The Official Plan Amendment and implementing Zoning By-law Amendment meet the economic development objectives of the Town that aim to strengthen Mixed Use Districts, through provision of lands intended for a commercial use development that aid in the achievement of growth targets. The development will complement surrounding developments and commercial uses that are situated in along the Highway 12 corridor and is accessible through existing roadways.

Section 3.3.4 of the Town's Official Plan pertains to employee retention and diversification and states that the *Town will strive to ensure an appropriate and evolving source of qualified labour. To help attract and retain a diverse and skilled labour force, the Town will (iv) provide for a full range and mix of employment opportunities.* The development will facilitate employment opportunities within the Town of Midland through the provision of a self-storage, U-Haul truck and trailer sharing, and related retail sales.

Section 3.4.6 contains direction on Archaeological/Marine Archaeological Sites, which subsection (c) stating, *Upon receiving information that lands proposed for development may include archaeological resources or constitute an area of archaeological potential, the Town will not take any action to approve the development, and the owner of such land will be requested to have an Archaeological Assessment and fieldwork studies.* A Stage 1-2 Archaeological Assessment was completed for the subject property by New Era Archaeology dated July 22, 2024. The Assessment concluded no archaeological resources were encountered and that the property be considered cleared of any further requirement for archaeological fieldwork.

The land use policies pertaining to the 'Mixed Use Districts' designation are outlined in Section 4.4 of the Town OP. Overall, the 'Mixed Use Districts' are intended *to be flexible and responsive to land use pattern changes and demands, and permit a broad range of uses at different scales and intensities depending on the location within the Town's urban structure. An appropriate mix and range of commercial, retail, office, institutional and residential uses at different scales and intensities will be encouraged and supported within the various Mixed Use Districts.*

The Official Plan and Zoning By-law Amendments will facilitate the establishment of commercial and retail uses that will provide for services that meet the future needs of the community, and meets the intent of the Town OP which seeks to support and encourage appropriate business growth.

As previously mentioned and identified, a portion of the subject property is located within the Mixed Use District in accordance with Schedule B (Urban Structure) of the Official Plan. A component of the Official Plan Amendment seeks to expand the Mixed Use District designation to the entirety of the property to facilitate the proposed development. With respect to the Mixed Use Districts identified on Schedule B – Urban Structure, the objectives of the Town are to:

- i. Promote the accommodation of substantial anticipated growth in medium and higher density built forms;*
- ii. Ensure a significant and diverse supply of designated lands that provide opportunities for a diversified economic base, taking into account the needs of existing and future residents and businesses;*
- iii. Ensure that the necessary infrastructure is available to support current and projected growth and development; and,*
- iv. Require that all development within the Mixed Use Districts is transit- supportive and incorporates high-quality design to support active transportation and a strong public realm, including built form, architectural details, landscaping and signage.*

The redevelopment of the existing vacant underutilized parcel will accommodate growth and development in a medium built form that is to accommodate a self storage facility, truck and trailer rentals and various associated retail uses. The proposed redevelopment will facilitate further diversification of the town's economic base in high growth commercial and residential area. The proposed development will be serviced by municipal water and wastewater services that are available along Prospect Boulevard. Finally, the architectural design, built form and landscaping, of the proposed development will be characteristic of other commercial uses in the area and will be further enforced through the Town's site plan control process. A copy of the architectural drawing set has been included in the application submission. The proposed Official Plan Amendment and Zoning By-law Amendment conform to the objectives of the Mixed Use District designation.

Section 4.4.4 outlines the intent of the Commercial Corridor Designation, which states,

- a) *Lands designated Commercial Corridor on Schedule C - Land Use are intended to serve the commercial/retail needs of the Town. They are characterized as major corridors for retail activity in the Town that, in addition to commercial uses, allow for higher density forms of housing, and a full range of institutional, community and service commercial land uses. Lands within the Commercial Corridor designation are considered to be key routes for an enhanced transit system.*
- b) *The lands within the Commercial Corridor designation are intended to represent a key commercial component of the Urban Structure, and will be designed as focal points for retail and other associated commercial development. It is the intent of this Plan to allow the ongoing evolution of the retail sector throughout the Town to occur with a minimum of policy interventions with respect to the amount and type of space/facilities. This Plan focuses on broadening the mixture of land uses within the Commercial Corridor designation, and promoting good urban design and high quality architecture and landscapes.*
- c) *Buildings and sites throughout the Commercial Corridor designation may develop as comprehensively planned commercial centres, consisting of individual buildings or multi-unit buildings. New development is encouraged to accommodate an array of uses. This mixture of uses is encouraged not just within the designation in general, but also on individual development sites, and within individual buildings. Uses within stand-alone buildings are also permitted, unless specified otherwise within the policies of this Plan or the implementing Zoning Bylaw.*

The re-designation of the subject property to a site-specific Commercial Corridor designation on the subject property will facilitate highway commercial development that will make efficient use of the existing road network and the adjacency of Highway 12, an arterial road, that positions the property at a suitable location for the proposed development. The development is positioned on a major corridor which will accommodate retail and commercial uses that will be compatible with the surrounding uses, and achieve in the Town's goals for intensification. The development is adjacent to existing highway commercial development to the east, west and south, which will enable the logical build-out and infill development along Prospect Boulevard. The development will contribute to the mix and diversity of the existing commercial uses that have been established in the area.

Section 4.4.4 (d) identifies the permitted uses for the Commercial Corridor designation, which include retail, service commercial uses and restaurants of all types and scales, including auto-focused uses such as motor vehicle sales facilities, service centres and repair shops (Section 4.4.4 (d) (ii)) and parking facilities, among a variety of other uses. The proposed Official Plan Amendment seeks to redesignate the subject property to a site-specific Commercial Corridor designation which will add a self storage facility as a permitted use to facilitate the proposed development.

The development policies related to the 'Commercial Corridor' designation are outlined in Section 4.4.4 and states in part,

*f) Development in the Commercial Corridor designation shall generally be part of a retail commercial centre, where a group of retail, service commercial or other shopping facilities function with some common parking and/or loading facilities and shared ingress and egress. Freestanding buildings are also permitted on individual sites, provided they do not adversely affect access or traffic circulation within the broader Commercial Corridor designation.*

*h) Within the Commercial Corridor designation, the minimum building height for new development or redevelopment should be 2 storeys, or 8 metres, whichever is greater. The maximum building height shall be 4 storeys, or 16 metres, whichever is less.*

*j) When considering an application for development or redevelopment within the Commercial Corridor designation, the following shall be considered:*

- i. The landscape, built form and functional character of the surrounding community is enhanced;*
- ii. No undue, adverse impacts are created on adjacent properties in the vicinity;*
- iii. The natural heritage system and the key natural heritage features and ecological and hydrologic functions it incorporates are appropriately protected;*
- iv. Identified on-site or adjacent cultural heritage resources are appropriately conserved;*
- v. The height and massing of nearby buildings is appropriately considered, and buffers and/or transitions in height and density to adjacent properties are implemented, where necessary;*
- vi. At-grade uses may change over time. As a result, the floor-to-ceiling height of ground floors for all buildings should be sufficient to adapt to a range of permitted uses and shall generally be 4.5 metres;*
- vii. On-site amenity space is provided and it is reflective of the existing patterns of private and public amenity space in the vicinity;*
- viii. Streetscape patterns, including block lengths, setbacks and building separations are maintained; and,*
- ix. Utility, infrastructure and transportation system capacity exists to serve the proposed development and there are no undue adverse impacts on the Town's sewer, water, storm water management and transportation systems.*

With respect to the development criteria set out in subsections (f), (h) and (j), the following key development components are noted with respect to conformity with this section.

- Vegetation preservation is proposed around the perimeter of the site to provide for buffering and screening from Adjacent land uses. Landscaping requirements will be

addressed through a future site plan control application to ensure enhancement of the character of the surrounding area.

- The development is not anticipated to have any adverse impacts on adjacent properties . The technical studies prepared and supported the application seek to address matters pertaining to civil design, traffic and environmental impacts.
- The development of the buildings on the site are not anticipated to adversely affect access or traffic circulation within the area, as demonstrated through the Transportation Impact Brief prepared by Tatham Engineering.
- An environmental impact study has been prepared which concludes that the development can be carried out in a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property.
- A Stage 1 and 2 Archaeological Assessment has been prepared which concluded that the subject property does not contain any archaeological significance.
- The height and massing of the buildings has been mitigated through the placement and location on the subject property which maintains sufficient setbacks from buildings on neighboring properties. In addition, the existing vegetation along the perimeter of the site is to be maintained to maintain buffering from adjacent properties.
- The historical streetscape pattern of the area is characterized by existing highway commercial and retail uses. The proposed self-storage facility, truck rental establishment and associated retail uses are uses that are compatible with the streetscape pattern along Prospect Boulevard.
- The development will be serviced by utilities, existing municipal infrastructure and the Town's existing local transportation network, as demonstrated through the Transportation Impact Brief, stormwater management report, and functional servicing report.

Section 4.4.4 (k) states, *development or redevelopment within the Commercial Corridor designation will have regard for an adjacent land use or area, with respect to existing built form, building mass, height, setbacks, scale, orientation, landscaping, and visual impact. As such, where a development in the Commercial Corridor designation abuts a residential use, or lands within the Neighbourhood Residential designation, the Town shall moderate the height of new development through the application of an angular plane, setbacks, step backs and/or landscape buffer requirements.* The surrounding land uses to the subject property have been considered through the design of the proposed development and the subject property does not abut the Neighbourhood Residential designation. The height of Building A is proposed to be a maximum of 12.5 metres from the proposed grade to the top of the parapet of the largest building, while Building B is proposed to be 11.2 metres in height.

The development of the existing underutilized vacant parcel will be representative of infill development that was historically identified as a grouping of highway commercial uses along the Highway 12 corridor and Prospect Boulevard. All of the proposed buildings, save and accept for Building A, will comply with the maximum permitted height of 12.5 metres stipulated by the Highway Commercial Zone. Building A is to have a height of 12.5 metres Measured from average grade to the top of the parapet. The site specific zoning proposed seeks to increase the maximum

permitted height to facilitate the development of Building A. The retention of existing vegetation along the boundary of the property will assist in mitigation the height of the proposed buildings.

*Section 4.4.4 (l) states, adequate parking, loading and garbage collection/storage facilities for all permitted land uses shall be provided on the site. To promote a high quality appearance, these facilities, except for a limited amount of visitor parking, generally shall not be located between the building(s) and the Provincial Highway, County Road or Arterial Road network for new development or redevelopment. Shared access and parking among various properties is encouraged.*

The shape and orientation of the buildings will provide an optimal layout when considering parking, setbacks and grading of the site. While there is parking provided along the frontage of Prospect Boulevard and partially along the frontage of Highway 12, the existing vegetation around the perimeter of the site will assist in buffering the parking spaces from both street frontages. Given the nature of the truck and trailer rental establishment, it is common for the business to have display vehicles visible to the travelling public to assist with advertising the business. In addition, there is additional parking provided at the front of the building and the development will be accessed from the primary entrance off of Prospect Boulevard. The site plan for the proposed development is included as **Attachment 1** to this Report.

*Section 4.4.4 (m) states that, all lands within the Commercial Corridor designation are identified as within a Community Improvement Area. The Town may consider the preparation of a Community Improvement Plan to establish a vision for the area, identify public realm improvement priorities and establish incentive programs to assist the private sector in improving their properties and to encourage the intensification of the corridors in accordance with the Town's planned urban structure.* The development of the existing underutilized vacant parcel will be representative of infill development that will promote intensification along a key highway corridor.

As previously mentioned, a large portion of the subject lands is designated Natural Heritage. Section 4.5.3 contains policy direction for the Natural Heritage Designation. This section recognizes *the importance of protecting, restoring and enhancing the natural environment of Midland for the long-term and the contribution that natural heritage features and ecological and hydrologic functions make to the creation of a vibrant, sustainable and livable Town.* The EIS demonstrates that the development can be carried out in a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property, as summarized in Section 4.1 of this Report.

Section 4.5.3 b) states that the Natural Heritage designation is intended to:

- i. Protect significant wetlands, woodlands, valleylands, wildlife habitat, areas of natural and scientific interest, coastal wetlands, fish habitat and the habitat of endangered species and threatened species located within the Town;*

- ii. *Maintain ecosystem biodiversity and provide for the long-term sustainability and viability of the natural heritage system by only approving developments that are compatible with natural heritage features and ecological and hydrologic functions;*
- iii. *Encourage and promote the use of a variety of resource management approaches and techniques to protect, restore and enhance the natural heritage system for the long-term; and,*
- iv. *Ensure that any development proposed within, adjacent to, or in proximity to the Natural Heritage designation is adequately studied through the Town's Environmental Impact Study (EIS) process as well as a Species at Risk Screening/Evaluation, as required.*

Furthermore, Section 4.5.3 (g) states, *the biodiversity, ecological and hydrologic function and connectivity of the Natural Heritage designation shall be protected, maintained, restored or, where possible, improved for the long-term, recognizing linkages between and among natural heritage features and ecological and hydrologic functions. Development and site alteration will not be permitted within the Natural Heritage designation, nor within significant portions of the habitat of endangered species and threatened species, where identified.*

Additionally, Section 4.5.3 i) *Where buildings, development and/or site alteration, including the removal or placing of fill of any kind, whether originating on the site or elsewhere, are proposed within the Natural Heritage designation, the Town shall require that an Environmental Impact Study be prepared that demonstrates that there will be no negative impacts on any natural heritage features or ecological and hydrologic functions.*

In response to Sections 4.5.3 (b), (g) and (i), the EIS included in the application submission concluded that the forested lands contained on the subject property are disjunct and disconnected from other forested lands to the south and the surrounding urban development in the area. As such the separation from other woodlands are not anticipated to receive ecological benefits from the forested land on the property. The EIS concludes that the woodland feature on the subject property does not meet the criteria for a significant woodland. The EIS demonstrates that the development can be carried out in a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property, as summarized in Section 4.1 of this Report.

Section 4.5.3 (p) and (q) contain policy direction on the redesignation of lands designated Natural Heritage and state,

*p) There is no obligation on the Town to redesignate for development any lands designated Natural Heritage if there is an existing or potential hazard that would be difficult or excessively costly to overcome.*

*q) The removal or destruction of a natural heritage feature or ecological and hydrologic functions by unauthorized development or site alteration is prohibited. Such removal or destruction will not provide the rationale for the removal of these lands from the Natural*

*Heritage designation. Rather, restoration, to the satisfaction of the Town, in consultation with the County and any agency having jurisdiction or that the Town deems appropriate, will be required.*

The EIS included in the application submission demonstrates that the proposed development can be carried out in a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property, as summarized in Section 4.1 of this Report.

Section 4.5.3.4 (e) sets our policy direction for Significant Boundary Changes of the Natural Heritage designation and states,

- e) Significant changes to the boundaries of the Natural Heritage designation may be considered by the Town through an Environmental Impact Study, submitted in support of an Official Plan Amendment application. Such an application shall show that:*
- i. In flood-prone lands or steep slopes the works to overcome the environmental hazards will not transfer hazards to other areas;*
  - ii. The methods by which hazards or environmental impacts are to be overcome or mitigated are consistent with accepted engineering practices, resource management and conservation practices;*
  - iii. The cost of the remedial or mitigative works will be borne by the developer; and,*
  - iv. There is no negative impact on key natural heritage features and their ecological and hydrologic functions*

The OPA seeks to designate the entirety of the subject property to a site-specific Commercial Corridor designation. The EIS demonstrates that the proposed development can be carried out in a way that will not adversely impact natural heritage features and hydrological features on or adjacent to the subject property, as summarized in Section 4.1 of this Report.

Section 4.5.3.6 contains policies for Environmental Impact Studies. Section 4.5.3.6 (a) states that *the purpose of an Environmental Impact Study is to document existing conditions, to confirm where development can and cannot occur, to identify potential development related impacts to the natural heritage system (on-site, adjacent lands, larger landscape setting), to assess the cumulative impacts of the proposal on the natural heritage system, and alternative undertakings, including the “do nothing” option, and to provide a recommended mitigation, or restoration/ecological offsetting strategy to avoid negative impacts to the natural heritage system and ecological and hydrologic functions. The key objectives of the Environmental Impact Study are*

The EIS included in the application submission has been prepared in accordance with Section 4.5.3.6 of the Town’s Official Plan.

With respect to transportation, the Town OP contains policies in Section 5.0 which in general seek to provide a road network which can accommodate the predicted volume of traffic in a safe and efficient manner. Specifically, 5.4.6 a) states, *a Traffic Impact Study may be required where new*

*development or expansion of an existing use will generate increased traffic that may impact the adjacent roadway system. The study would assess the impact of development on the system and identify improvements that may be required.*

A TIB determined that the development will not cause any operational issues and will not add significant delay or congestion to the local roadway network. A summary of the conclusions from the TIB are outlined in Section 4.3 of this Report.

Section 5.1.1 states,

- a) Successful communities are supported by planning public streets, spaces and facilities to be safe, meet the needs of pedestrians, cyclists and transit users, foster social interaction and facilitate community connectivity.*
- b) The Town's transportation system is intended to move goods and people in a safe, efficient and economical manner. The system may include roads, public transit, pedestrian linkages, bicycle routes and multi- use trails, air and marine facilities.*

As previously mentioned, the subject property is located near the intersection of King Street and Highway 12 and is also located on a municipal bus route, supporting the efficient movement of residents and visitors to and from the property and the broader community. Increasing the ease through which individuals can access the development which in turn supports Midland's goals for growth and economic vitality.

Section 6.0 of the Town OP contains policies pertinent to engineering services, such as water and sanitary servicing, and stormwater management. With respect to servicing, Section 6.2.2 (a) states that, *all development within the Town shall be provided with municipal water, sanitary sewers and a storm water drainage system, unless otherwise specifically exempted by the policies of this Plan.*

The development will be serviced by municipal water and sanitary systems, and will be provided with a stormwater drainage system. A Stormwater Management Report was completed by Tatham Engineering for the proposed development and is respectively detailed in Section 4.2 of this Report.

It is the professional opinion of the undersigned that the Official Plan and Zoning By-law amendment applications are appropriate for the subject property for the following reasons and will implement the overall vision and policies of the Official Plan.

- The proposal to introduce additional commercial retail uses on the site upholds the general intent of the Official Plan and meets the objectives of the Commercial Corridor designation.
- The proposal represents an infill development in a location that has been earmarked for highway commercial and retail development and will be provided with full municipal services.

- The proposal represents an efficient use of land that will implement a compact form of development that is compatible with the surrounding area.
- As demonstrated in the associated Transportation Impact Brief, the proposal will not result in negative impacts on traffic on the surrounding area and no additional upgrades to the existing road network are required.
- The proposal incorporates the preservation of boundary vegetation in the design to mitigate the impacts of stormwater management. The proposal also responds to the Town’s policies for energy-efficient development as the proposal will incorporate industry standards for energy efficiency as the proposed development will incorporate low impact development (LID) features such as Grassed swales and roof leaders directed to pervious grass areas.
- The proposal incorporates high-quality urban design features which include the articulation of storefronts that utilize a variety of building materials, setbacks and façade features within the site and along Prospect Boulevard.

## 5.5 Town of Midland Zoning By-law

The Town of Midland Zoning By-law (the “Town ZBL”) is applicable to the subject lands. The subject lands are currently zoned “Highway Commercial (HC)” in the Town ZBL (**Figure 5**), which permits a variety of commercial type uses, including retail and an automotive rental agency.

To facilitate the development, the existing Highway Commercial Zone is proposed to be maintained while a site-specific provision to permit a “Self Storage Facility” is to be added.

In addition, it is noted that an ‘Automotive Rental Agency’ it is not defined in the Town’s ZBL. As such, the proposed Zoning By-law Amendment seeks to add a definition to recognize the proposed truck rental use. In addition, the proposed ZBA will add a “Self Storage Facility” as a permitted use on the subject lands, as well as add site specific development standards to facilitate the proposed development. In summary, the proposed zoning bylaw amendment seeks to rezone the subject lands to the Highway Commercial Exception (HC-XX) Zone to permit the following:

1. Add a self storage facility as a permitted use;
2. Permit a maximum height of 12.5 metres;
3. Include a definition of a “Automotive Rental Agency”

The proposed parking and loading spaces are summarized below in Table 6 against the requirements of the Town’s Zoning By-law.

Table 2: Summary of Minimum Parking and Loading Requirements

Regulation	Requirement	Provided
Parking Spaces	Self Storage – (1 space per 300m <sup>2</sup> of GFA): 40 Spaces  Retail – (1 space per 90m <sup>2</sup> of GFA): 13 Spaces	53
Barrier Free Parking Spaces	1	2
Loading Spaces	2	2

The proposed amendment maintains the general intent of the Zoning By-law and the Highway Commercial Zone. The amendment required to the Town’s Zoning By-law is to permit a self storage facility, truck/trailer rentals and associated retail sales, as permitted uses which are compatible uses in the area surrounding the subject property in nearby commercial areas.

The site plan for the proposed development, including a zoning compliance matrix is included as Attachment 1 to this Report.

A copy of the draft Zoning By-law Amendment is included as **Attachment 3**.

## 6.0 CONCLUSION

As outlined in this report, together with the supporting technical reports, the proposed development and associated Official Plan and Zoning By-law amendments represent an appropriate development of the subject lands. Based on the existing physical context and the surrounding neighbourhood, technical assessment of the proposal, and an analysis of the proposal within the current policy and regulatory context, we conclude the following:

1. The proposal provides an enhanced range of permitted land uses on the subject lands in the form of a highway commercial and retail uses that are compatible with surrounding existing commercial uses in the area;
2. The proposal represents an efficient form of development on a vacant underutilized parcel that is located in a developed area along Prospect Avenue that will be fully serviced by existing municipal road and servicing infrastructure;
3. The proposal provides an appropriately designed and compatible development for the area that will contribute to the provision of new highway commercial and retail use and the achievement of a complete community, by providing employment opportunities at a key location in the Town;
4. The proposal is consistent with the Provincial Planning Statement;
5. The proposal maintains the general intent of the policies of the Town of Midland Official Plan;
6. The proposal maintains the general intent of Zoning By-law 2004-90;
7. The proposal can be adequately serviced and does not create any adverse impacts on the existing site and surrounding area; and,
8. The proposed development is in keeping with the character of the surrounding area, and the design of the proposed development has been guided by the criteria set out in the Town's Official Plan, results of a Transportation Impact Brief, an Environmental Impact Study, a Hydrogeological Report, and a detailed civil engineering submission. This multidisciplinary approach will ensure that the property is designed appropriately and compatibly.

Respectfully submitted,

MORGAN Planning & Development Inc.



Jonathan Pauk, HBASc., MSc., MCIP, RPP  
*Senior Planner*



Joshua Morgan, RPP  
*Principal Planner*

# FIGURES



Figure 1

## LOCATION MAP

16728 HIGHWAY 12  
 Part of Lot 100, Concession 1 E  
 Town of Midland, County of Simcoe

### LEGEND

 Subject Lands

0 100 200 300m

Scale: 1 : 7,500



Source: 2023 aerial photo from the County of Simcoe interactive map.

Drawn By: A.M.

Date: August 20, 2024

File No: 1389

**MORGAN**  
 PLANNING & DEVELOPMENT

98 Tecumseth Street,  
 Orillia, ON, L3V 1Y2

Phone: (705) 327-1873  
 jmorgan@morganplanning.ca



Figure 2

**AERIAL PHOTO**

**16728 HIGHWAY 12**  
 Part of Lot 100, Concession 1 E  
 Town of Midland, County of Simcoe

**LEGEND**

 Subject Lands

0 20 40 60m

Scale: 1 : 1,500



Source: 2023 aerial photo from the County of Simcoe interactive map.

Drawn By: A.M.

Date: August 20, 2024

File No: 1389

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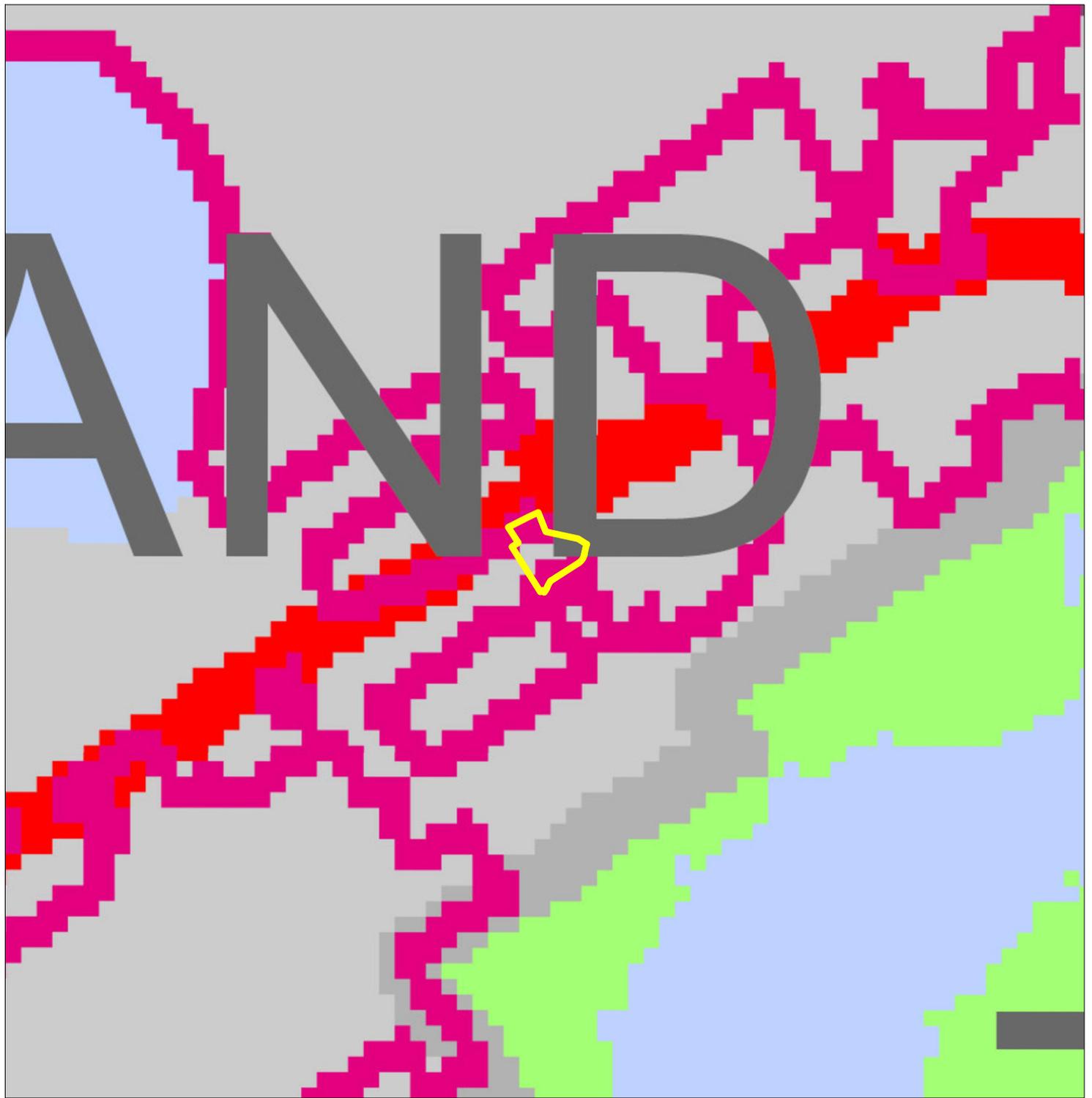


Figure 3

**COUNTY OF SIMCOE  
LAND USE DESIGNATION**

**16728 HIGHWAY 12**  
Part of Lot 100, Concession 1 E  
Town of Midland, County of Simcoe

**LEGEND**

-  Subject Lands
-  Settlements
-  Built Boundaries
-  Provincial Highway
-  Greenlands

0 200 400 600m

Scale: 1 : 15,000



Source: County of Simcoe Official Plan, Schedule 5.1, February 2023.

Drawn By: A.M.

Date: August 20, 2024

File No: 1389



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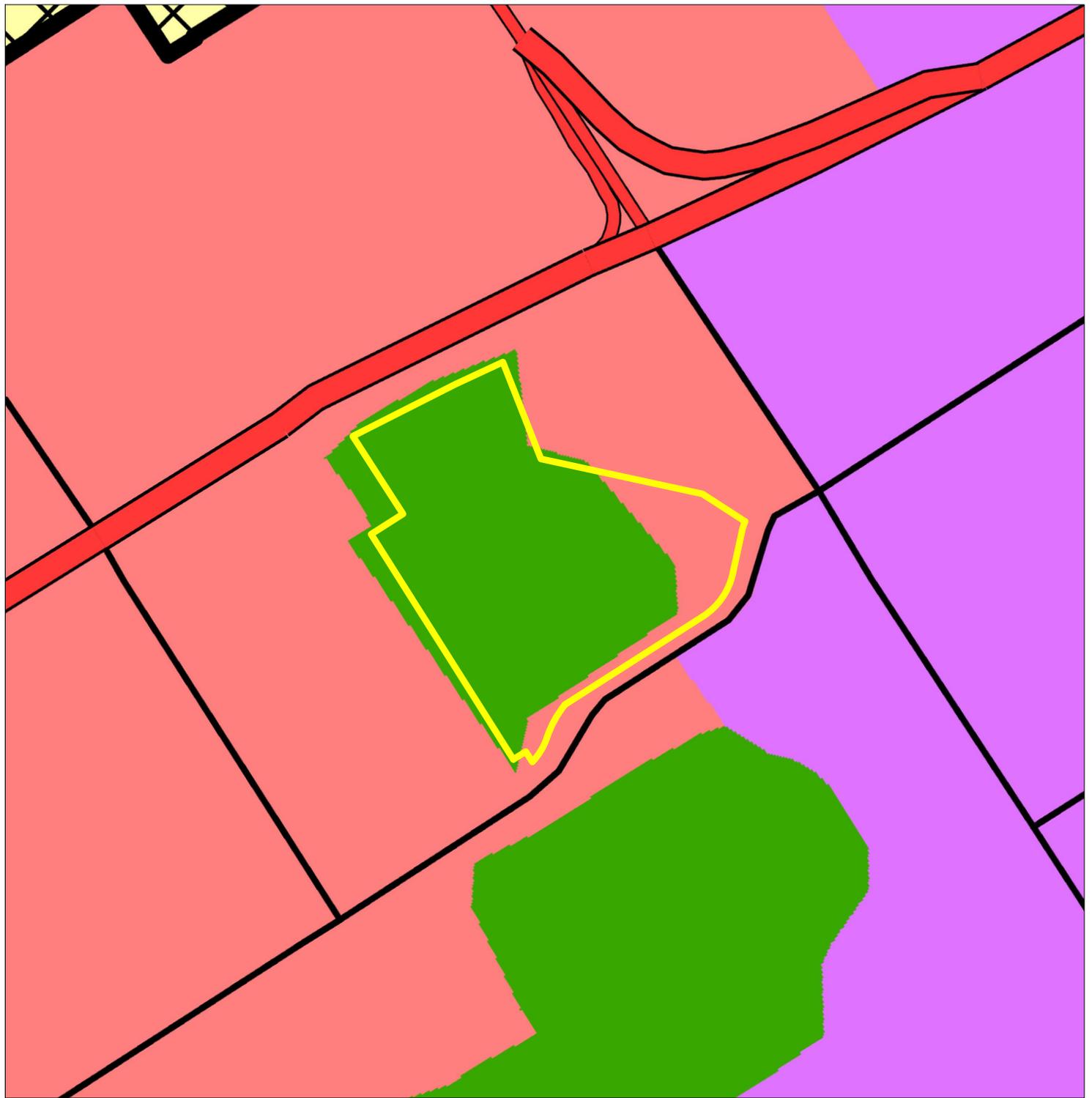


Figure 4

**TOWN OF MIDLAND  
OFFICIAL PLAN  
LAND USE DESIGNATION**

16728 HIGHWAY 12  
Part of Lot 100, Concession 1 E  
Town of Midland, County of Simcoe

**LEGEND**

-  Subject Lands
-  Natural Heritage
-  Commercial Corridor
-  Employment Area

0 25 50 75 100 125m

Scale: 1 : 3,000



Source: Town of Midland Official Plan, Schedule C - Land Use, 2019.

Drawn By: A.M.

Date: August 20, 2024

File No: 1389

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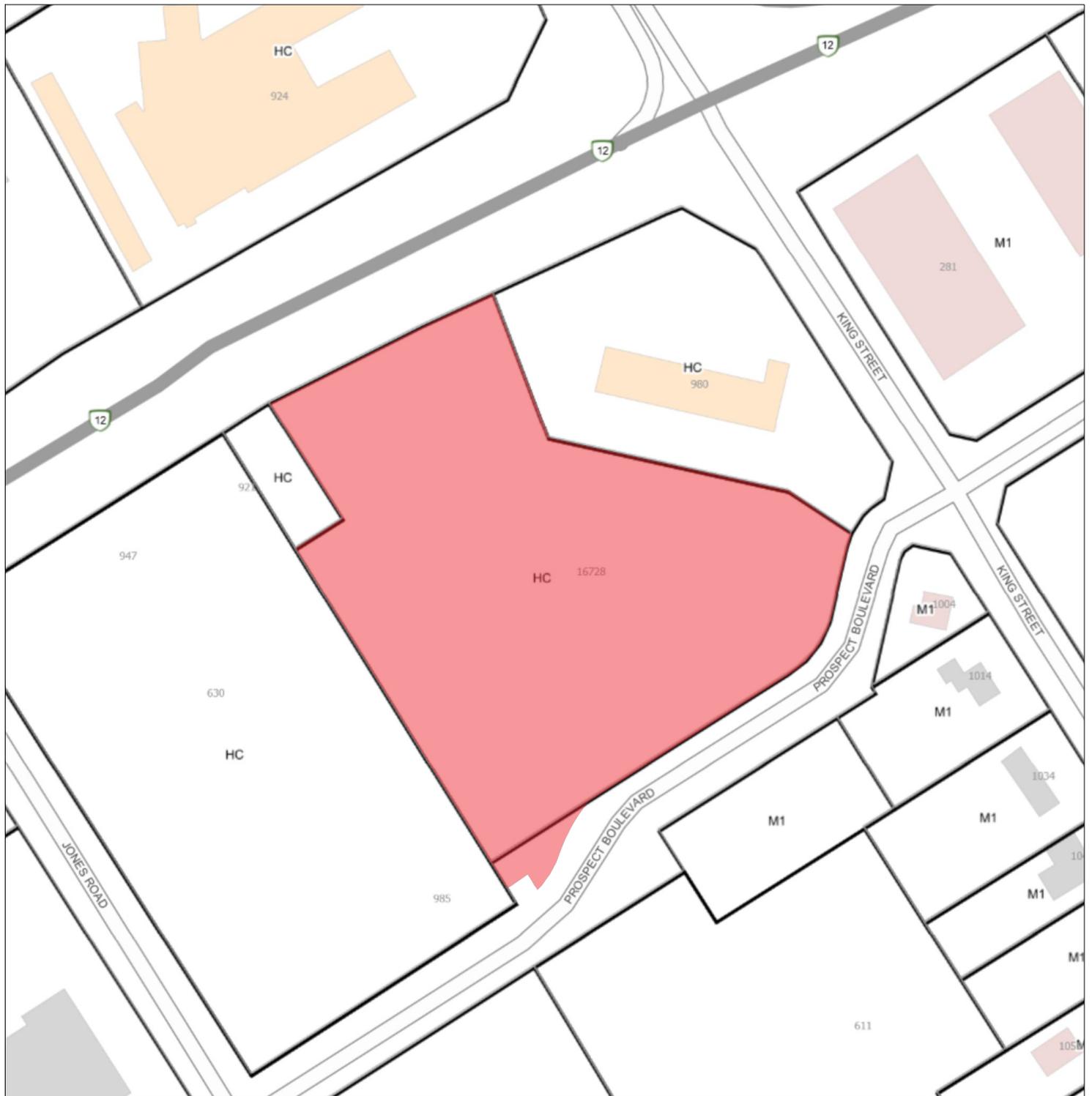


Figure 5

**TOWN OF MIDLAND  
ZONING BY-LAW**

**16728 HIGHWAY 12**  
Part of Lot 100, Concession 1 E  
Town of Midland, County of Simcoe

**LEGEND**

- Subject Lands
- HC** Highway Commercial Zone
- M1** Industrial Zone

0 20 40 60 80m

Scale: 1 : 2,000



Source: Town of Midland Zoning By-law 2004-90, zoning tool interactive map, August, 2024.

Drawn By: A.M.

Date: August 20, 2024

File No: 1389



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# **ATTACHMENTS**

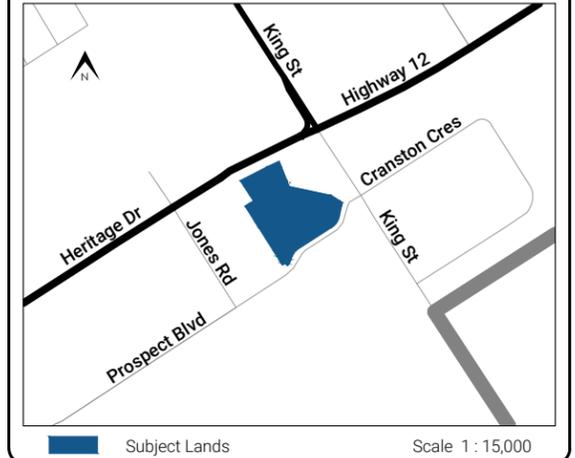
# **ATTACHMENT 1**

Zone Matrix ZBL 2004 - 90	Highway Commercial (HC) Zone	Proposed HC-## Zone
Lot Area (min)	3,000m <sup>2</sup>	±23,487.3m <sup>2</sup>
Lot Frontage (min)	30m	±89.6m
Lot Coverage (max)	50%	±22.6%
Front Yard (min)	7.5m	±14.0m
Setback from Highway 12 (min)	15.0m	±14.0m
Side Yard (min)	0.0m	±4.3m
Rear Yard (min)	7.5m (south)	±18.0m
Building Height (max)	11.0m	±15.1m
Parking Spaces (min)	53	53
- Self Storage	40 (1 / 300m <sup>2</sup> GFA)	
- Retail	13 (5 / 90m <sup>2</sup> GFA)	
Parking Space Dimension (min)	2.8m x 5.8m	2.8m x 6.1m
Barrier Free Parking	3.0m x 6.0m (angled)	3.6m x 9.1m (angled)
Barrier Free Parking Space Dimension (min)	3.4m x 5.8m	>3.4m x 5.8m
Loading Spaces (min)	2	>2
Loading Space Dimensions (min)	4.0m x 21.0m	>4.0m x 21.0m
Drive Aisle Width (min)	6.0m	8.7m



# CONCEPT PLAN

**16728 HIGHWAY 12**  
 Part of Lot 100, Concession 1 E  
 Town of Midland, County of Simcoe



## LEGEND

- Subject Lands
- Storage Building (One Storey)
- Retail & Storage Building (Three Storeys)
- Entrance/Exit - Vehicular
- Entrance/Exit - Pedestrian
- Stormwater Management



Note: This drawing is for discussion purposes only.  
 Boundary to be verified by an O.L.S.

Source: General Servicing Plan, Tatham Engineering, August 2024.  
 County of Simcoe interactive map.

Drawn By: A.M.      Date: September 17, 2024      File No: 1389



98 Tecumseth Street,      Phone: (705) 327-1873  
 Orillia, ON, L3V 1Y2      jmorgan@morganplanning.ca

# **ATTACHMENT 2**

**AMENDMENT NO. XX**  
**TO THE TOWN OF MIDLAND OFFICIAL PLAN**

TO THE TOWN OF MIDLAND’S OFFICIAL PLAN

The attached explanatory text and schedules constituting Amendment No. XX to the Official Plan of the Town of Midland, was prepared for and recommended to the Council of the Corporation of the Town of Midland.

This amendment to the Town of Midland’s Official Plan was adopted by the Council of the Corporation of the Town of Midland in accordance with Section 17 and 22 of the *Planning Act*, R.S.O. 1990 c. P. 13, as amended, by By-law No. 2024-XXX passed on the XX day of XXX, 2024.

\_\_\_\_\_  
, Mayor

\_\_\_\_\_  
, Clerk

**OFFICIAL PLAN AMENDMENT**  
**Amendment No. XX**  
**TO THE TOWN OF MIDLAND OFFICIAL PLAN**

**Part 1 – The Preamble**

**1.1 TITLE**

This Amendment, when approved by the County of Simcoe, shall be known as Amendment No. XX to the Town of Midland Official Plan.

**1.2 COMPONENTS**

This Amendment consists of the schedules as outlined below in Part 2 titled, ‘This Amendment’, Subsection 2.2. The preamble does not constitute part of the Amendment but is included for convenience purposes.

**1.3 PURPOSE OF AMENDMENT**

The purpose of this Official Plan Amendment is to re-designate the Subject Lands (the “Subject Area”) from ‘Natural Heritage’ and “Commercial Corridor” to a site specific ‘Commercial Corridor’ designation according to Schedule C-Land Use, and to re-designate the Subject Area from the ‘Greenlands’ designation to the ‘Mixed Use Districts’ designation according to Schedule B- Urban Structure, and to re-designate the Subject Area from ‘Greenlands’ designation to the ‘Strategic Growth Areas II’ designation according to Schedule A- Growth Areas.

**1.4 LOCATION**

The Subject Lands are municipally addressed as 16728 Highway 12 and are legally described as Part North 1/2 Lot 100, Concession 1, Part 2, Plan 51R21949 & Part 2, Plan 51R23843, in the Town of Midland, County of Simcoe. The Subject Lands are 2.3 hectares in area.

**1.5 BASIS OF THE AMENDMENT**

This Amendment would re-designate the Subject Lands from the ‘Natural Heritage’ and “Commercial Corridor” designation to a site specific ‘Commercial Corridor’ designation to facilitate future development of a self-storage facility and the outdoor storage of parking of rental trucks and trailers on the Subject Lands. The site specific designation seeks to add a self-storage facility as a permitted use in the Commercial Corridor designation.

## **PART 2 – The Amendment**

### **2.1 PREAMBLE**

The amendment consisting of the schedules referred to in Subsection 2.2 below constitutes Amendment No. XX to the Official Plan of the Town of Midland.

### **2.2 DETAILS OF THE ACTUAL AMENDMENT**

#### **PART A)**

That Schedule “C” – Land Use to the Town of Midland’s Official Plan is hereby amended, in part, by re-designating the Subject Area from the Natural Heritage and Commercial Corridor designation to a site-specific Commercial Corridor designation to add a self-storage facility as a permitted use, as shown more particularly on Schedule ‘1’ affixed hereto.

#### **PART B)**

That Schedule “B” – Urban Structure to the Town of Midland’s Official Plan is hereby amended, in part, by re-designating the subject lands from the Greenlands designation to the Mixed Use Districts designation, as shown on Schedule ‘2’ affixed hereto.

#### **PART C)**

That Schedule “A” titled Growth Areas of the Official Plan of the Town of Midland is hereby amended, in part, by re-designating a portion of the subject lands from the Greenlands designation to Strategic Growth Area A, as shown more particularly on Schedule ‘3’ affixed hereto.

### **2.3 IMPLEMENTATION**

Amendment No. XX to the Town of Midland’s Official Plan will be implemented by an amendment to the Town of Midland’s Zoning By-law No. 2004-90, as amended.

### **2.4 INTERPRETATION**

The provisions of the Official Plan of the Town of Midland, as amended from time to time, regarding the interpretation of that Plan, shall apply in regards to this Amendment.

SCHEDULE 1

**AMENDMENT No. \_\_\_\_\_**

TO THE TOWN OF MIDLAND OFFICIAL PLAN

SCHEDULE 'C' - LAND USE



LANDS TO BE REDESIGNATED TO COMMERCIAL CORRIDOR - SITE SPECIFIC

\_\_\_\_\_  
DATE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
CLERK

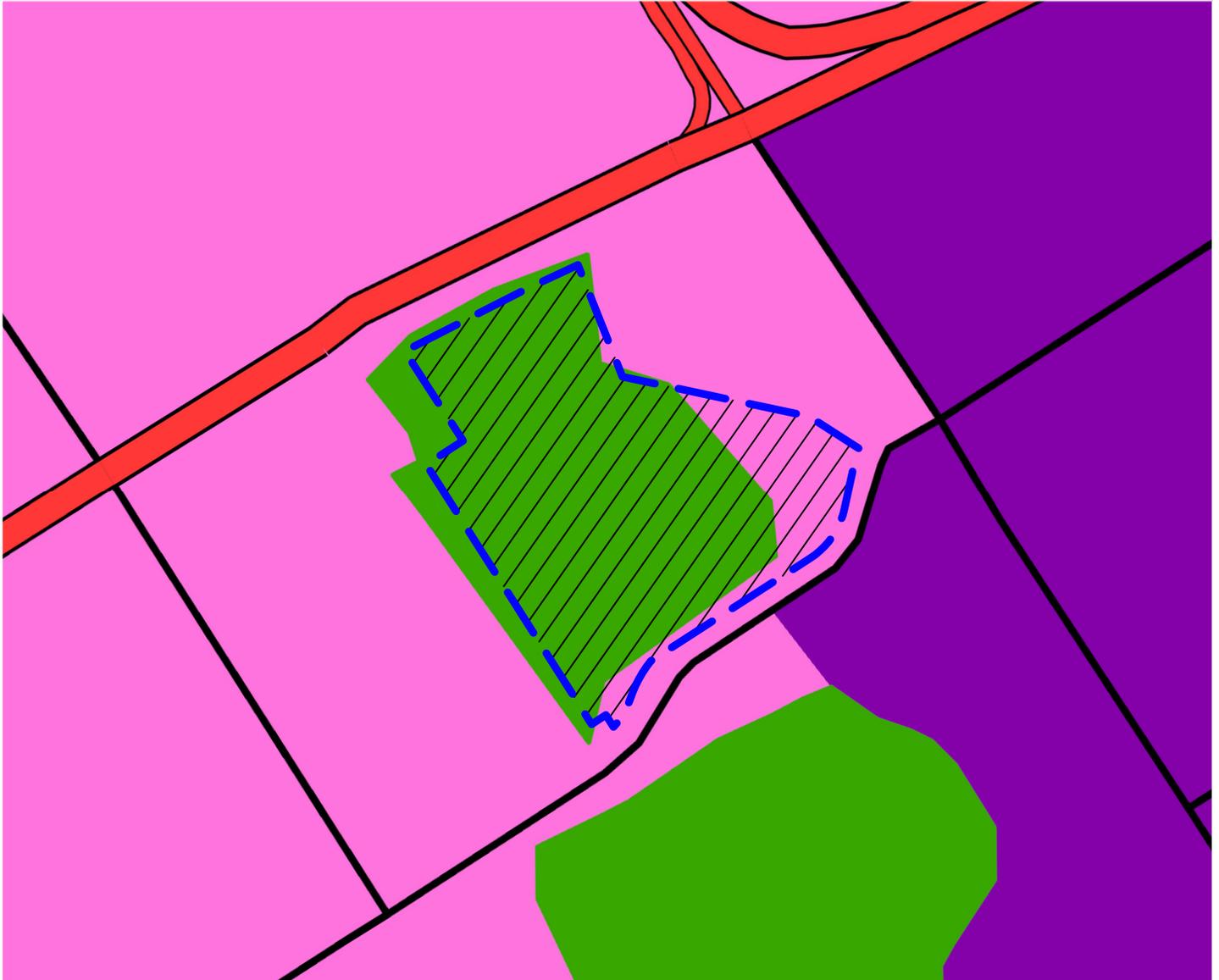
\_\_\_\_\_  
MAYOR

SCHEDULE 2

**AMENDMENT No. \_\_\_\_\_**

TO THE TOWN OF MIDLAND OFFICIAL PLAN

SCHEDULE 'B' - URBAN STRUCTURE



LANDS TO BE REDESIGNATED TO MIXED USE DISTRICTS

\_\_\_\_\_  
DATE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
CLERK

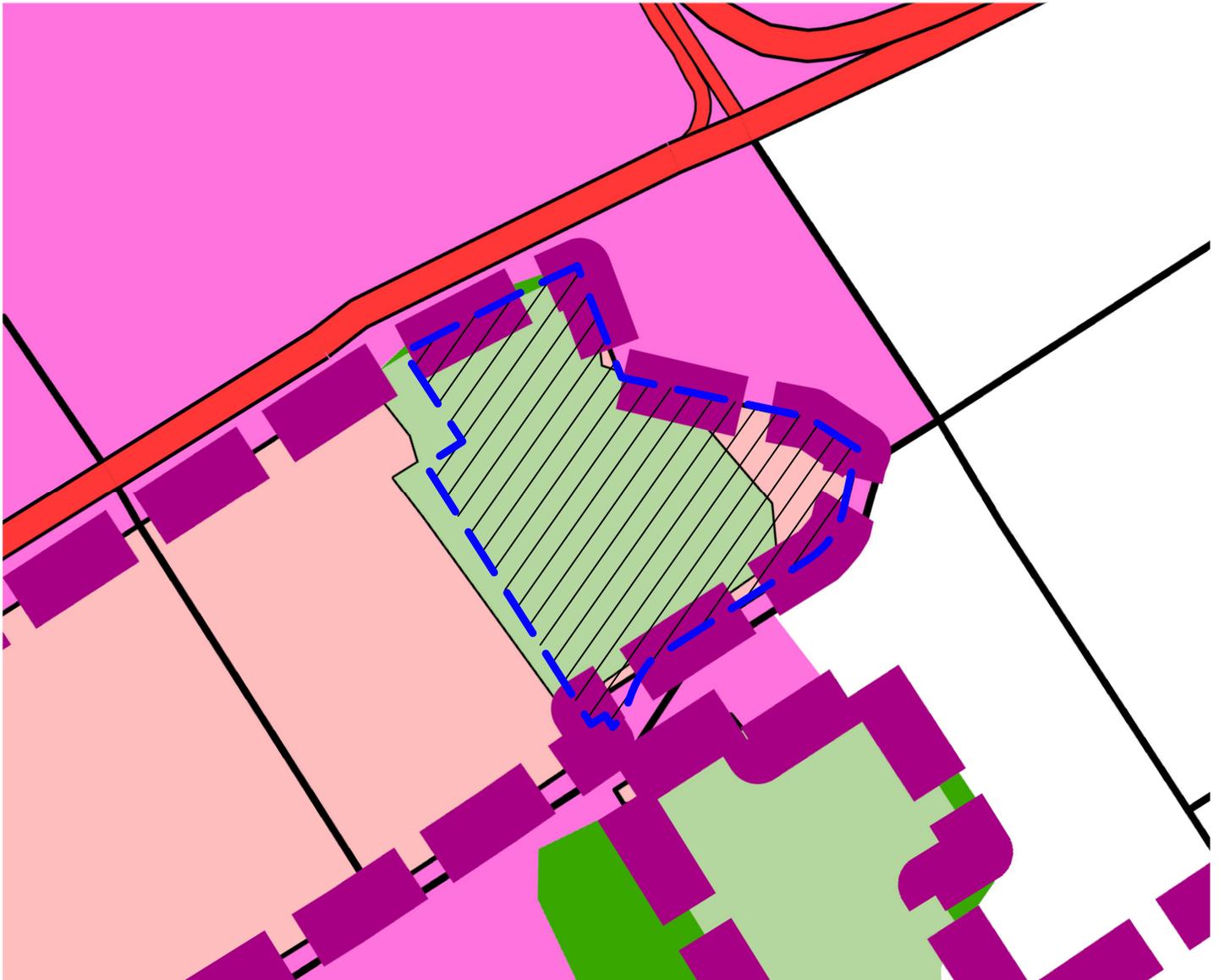
\_\_\_\_\_  
MAYOR

SCHEDULE 3

**AMENDMENT No. \_\_\_\_\_**

TO THE TOWN OF MIDLAND OFFICIAL PLAN

SCHEDULE 'A' - GROWTH AREAS



LANDS TO BE REDESIGNATED TO STRATEGIC GROWTH AREAS II

\_\_\_\_\_  
DATE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
CLERK

\_\_\_\_\_  
MAYOR

# **ATTACHMENT 3**

## THE CORPORATION OF THE TOWN OF MIDLAND

### BY-LAW 2024-xx

A By-law to amend Zoning By-law 2004-90, as amended, for the lands known as 16728 Highway 12, in the Town of Midland.

**WHEREAS** the Council of the Corporation of the Town of Midland passed Zoning By-law 2004-90, known as the Zoning By-law, on the 22nd day of November, 2004, to regulate the development and use of lands within the Town of Midland; and,

**AND WHEREAS** the Council of The Corporation of the Town of Midland has received an application to Amend Zoning By-law 2004-90 and has approved the Application; and,

**AND WHEREAS** the Council of The Corporation of the Town of Midland now deems it expedient to amend Zoning By-law 2004-90, pursuant to the authority given to it under Section 34 of the Planning Act, R.S.O. 1990.

**NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF MIDLAND HEREBY ENACTS AS FOLLOWS:**

1. That the lands described as Part North 1/2 Lot 100, Concession 1, Part 2, Plan 51R21949 & Part 2, Plan 51R23843, in the Town of Midland, County of Simcoe, and having the municipal address of 16728 Highway 12, as shown on Schedule 'A' attached hereto shall be subject of this By-law.
2. That the lands described above and on Map 44 of Schedule "A" to Zoning By-law 2004-90 and as shown on Schedule "A" attached hereto and forming part of this By-law, shall be rezoned from "Highway Commercial (HC)" Zone to a "Highway Commercial with a Site-Specific Exception XX (HC-XX)" Zone.
3. That Section 2: Definitions is hereby amended by adding a new definition of "Automotive Rental Agency" to be as follows:

*shall mean a building and/or lot used for the renting/sharing of motor vehicles with a limited number of vehicles or trailers on-site for renting/sharing, and may include the sale of automotive accessories and related products.*
4. That in addition to the permitted uses in Section 6.2.2 Permitted Uses of the Highway Commercial – HC Zone, Self Storage Units and Automotive Rental Agency, shall be permitted.
5. That a maximum height of 12.5 metres, shall be permitted.
6. That all provisions of Zoning By-law 2004-90, as amended, except those expressly amended herein shall apply to the subject land.

7. That the By-law shall come into force and effect in accordance with the provisions of Section 34 of the Planning Act, R.S.O. 1990 and the regulations thereto.

**PASSED AND ENACTED THIS \_\_\_ DAY OF \_\_\_, 2024.**

**THE CORPORATION OF THE TOWN OF MIDLAND**

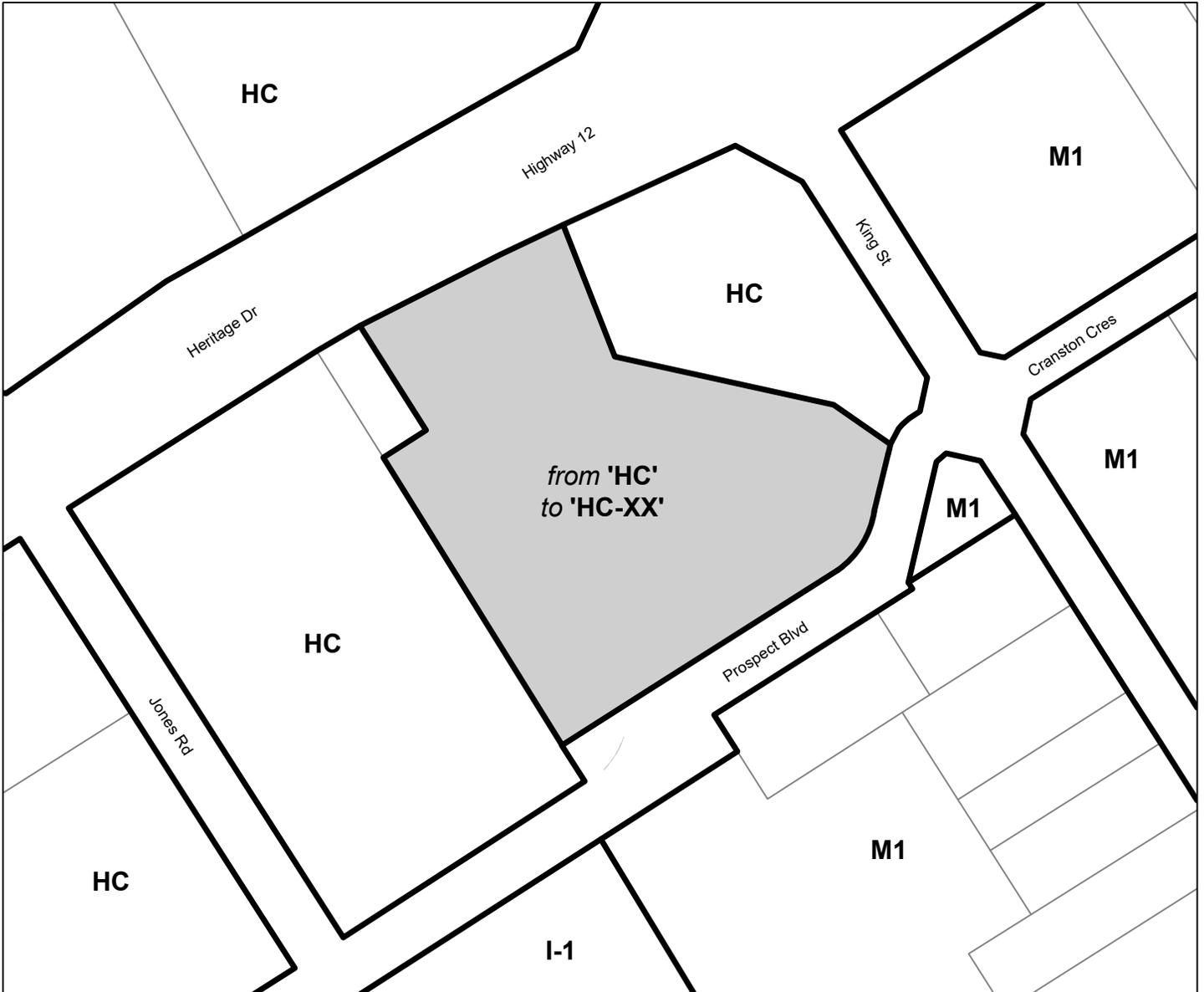
\_\_\_\_\_  
- MAYOR

\_\_\_\_\_  
- CLERK

# SCHEDULE 'A' TO Z.B.A. NO. \_\_\_\_\_

CORPORATION OF THE TOWN OF MIDLAND

ZONING BY-LAW 2004-90 - MAP 44



LANDS TO BE REZONED FROM THE 'HIGHWAY COMMERCIAL (HC)' ZONE TO THE 'HIGHWAY COMMERCIAL EXCEPTION XX (HC-XX)' ZONE

DRAFT

\_\_\_\_\_  
DATE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
CLERK

\_\_\_\_\_  
MAYOR