



## NOTICE OF PROJECT COMMENCEMENT

### MIDLAND BAY LANDING PROJECT

This phase of the Midland Bay Landing project will see the Town working with its consultant, KPMG LLP, and the community to create a vision for Midland Bay Landing that will form the basis of the Request for Proposals to attract a developer(s) for the property.

This transformative project aims to breathe new life to the 40-acre waterfront property, evolving it from its historical industrial roots into an active and vibrant, mixed-use neighbourhood with pedestrian-friendly spaces and waterfront access for the community. Imagine a dynamic space where you can live, work and play, with new public areas, amenities, and attractions that enhance the charm of downtown Midland and its picturesque harbour.

#### **Project Area:**

Midland Bay Landing is located on the shores of Georgian Bay, north of Bayshore Drive and east of the Town's marina as illustrated by the map provided on the reverse side of this notice.

#### **How you can get involved:**

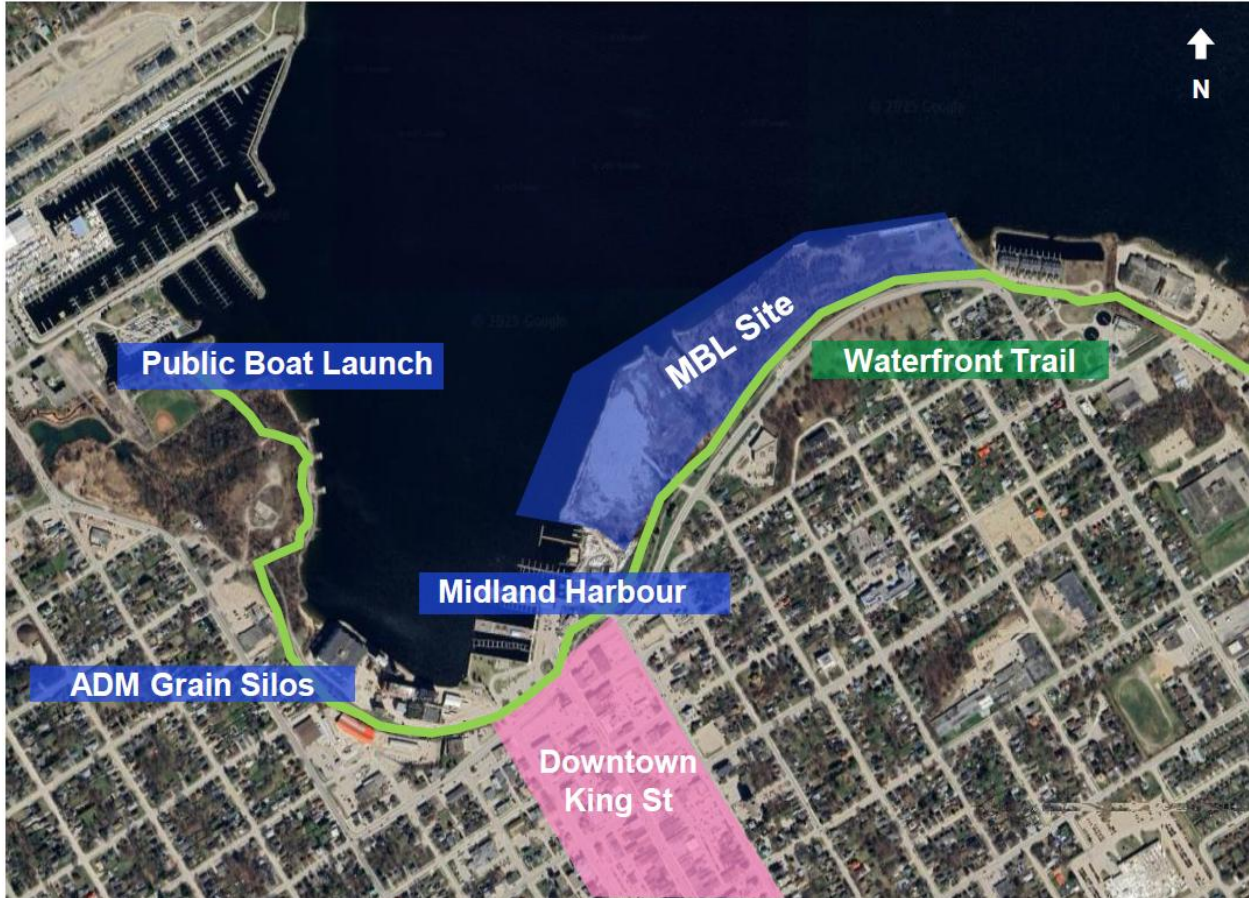
Your voice matters, and we encourage you to be a part of this exciting initiative! We invite you to share your thoughts and experiences in several different ways:

- Online survey
  - The survey will be available starting on March 20, 2025 through the Engage Midland website at [midland.ca/engage](https://midland.ca/engage).
- Open House
  - April 15, 2025 in the Bill Thompson Room at the North Simcoe Sports and Recreation Centre, located at 527 Len Self Boulevard. The Open House sessions will take place between 2:00 p.m. and 4:00 p.m. and between 6:00 p.m. and 8:00 p.m.
- Visit the Engage Midland website at [midland.ca/engage](https://midland.ca/engage) and navigate to the Midland Bay Landing Project page where you can register for project updates.

If you have any further questions, please contact:

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Town of Midland  
E-mail: [MBL@midland.ca](mailto:MBL@midland.ca)

## Project Area Map



### **Your privacy is important to us**

Personal information collected by the Town of Midland will be used for the purpose or activity for which it was originally collected. The use of personal information for any other purpose shall only be permitted with the consent of the individual to whom the information relates, or in accordance with the provisions of Section 31 of the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).