



Powell Planning & Associates

Evolution through planning & development

PLANNING JUSTIFICATION REPORT

ZONING BY-LAW AMENDMENT



150 ALBERT STREET

TOWN OF MIDLAND

OCTOBER 2025

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1. INTRODUCTION

Powell Planning & Associates (PPA) has been retained by the landowner (2639269 Ontario Inc.) of 150 Albert Street (the subject lands) in the Town of Midland to evaluate the planning merits of the proposed indoor recreational facility requiring a Zoning By-law Amendment.

The purpose of this report is to provide a land use rationale supporting the Zoning By-law Amendment. A comprehensive planning analysis was conducted, evaluating provincial and municipal policies as they relate to the subject lands and proposed development. The analysis confirms that the proposed development is contextually appropriate, aligns with applicable policy frameworks, and represents good planning.

2. SITE DESCRIPTION & SURROUNDING CONTEXT

The subject lands are municipally known as 150 Albert Street and legally describes as as Part of Lots 16 & 17, Concession 3, Town of Midland, County of Simcoe. Refer to **Figure 1: Context Map**.

The subject lands are approximately 12,111 square metres size, with a lot depth of approximately 146 metres and a frontage of approximately 82 metres on Albert Street. The subject site is designated as 'Settlements' in the Simcoe County Official Plan, located in the 'Employment District' as per Schedule B - Urban Structure and designated as 'Employment Area' in accordance with Schedule C – Land Use in the Town of Midland Official Plan, 2021 (Consolidated, 2025). The subject lands are zoned 'Industrial (M2)' in the Town's Zoning By-law 2004-90 (Consolidated, 2025).

The site is surrounded by employment areas. Refer to **Figure 2: Aerial Photo**. Surrounding land uses are described below:

- **North:** Employment Area
- **South:** Employment Area
- **East:** Employment Area and Natural Heritage
- **West:** Employment Area

3. PROPOSAL

The proposed development at 150 Albert Street involves the introduction of a 909 square metre indoor recreational facility (pickleball club) within the existing industrial building, while retaining the remainder of the structure for its current industrial use. No new buildings or additions to the existing structure are proposed. Refer to **Figure 3: Site Plan** for further depiction of the proposal.

To facilitate the proposed use, a site-specific Zoning By-law Amendment is required to rezone the lands from 'Industrial (M2) to 'Industrial Exception X (M2-X)' to permit the desired recreational facility use and address the parking requirements for the subject use.

4. PLANNING ANALYSIS

4.1 THE *PLANNING ACT*, R.S.O, 1990

The *Planning Act*, R.S.O, 1990 (the "*Planning Act*"), as amended, is the legislative document that governs land use planning and development approvals in the Province of Ontario. The proposal respects matters of Provincial Interest, as identified in Section 2 of the *Planning Act*. The following Interests are relevant to the proposal:

"(f) the adequate provision and efficient use of ...sewage and water services and waste management systems;

(h) the orderly development of safe and healthy communities;

(i) the adequate provision and distribution of educational, health, social, cultural and recreational facilities;

(k) the adequate provision of employment opportunities;

(p) the appropriate location of growth and development

(r) the promotion of built form that,

(i) is well-designed

(ii) encourages a sense of place, and..."

The proposed development at 150 Albert Street aligns with key provincial interests outlined in the *Planning Act* by promoting sustainable, efficient, and community-focused growth.

The development utilizes existing municipal infrastructure, including sewage and water services, ensuring their adequate provision and efficient use. By accommodating the new recreational facility within the existing industrial building, the proposal avoids the need for expanded servicing or additional utility infrastructure, supporting responsible resource management and minimizing environmental impacts. The accompanying Functional Servicing and Stormwater Management Brief prepared by Geomaple Geomatics Inc, October 2025, concludes the proposed development can be facilitated on site without a negative impact to existing servicing.

The proposal supports the orderly development of a safe and healthy community by providing new recreational opportunities in a built-up area. This contributes to community well-being by fostering physical activity and social interaction, all while maintaining compatibility with the surrounding employment uses. By introducing a recreational facility alongside the existing industrial use, the proposal enhances the provision and distribution of social and recreational amenities within the community. This complementary use broadens access to diverse services and supports a more complete range of facilities that contribute to the quality of life for residents.

The proposal preserves the site's primary industrial function, maintaining existing employment opportunities, while also potentially creating an increase in employment opportunities for the recreational facility. This would contribute meaningfully to the economy and supports employment diversity within the designated employment area.

Located within a fully serviced, established industrial zone, the proposed development represents a suitable and strategic opportunity for growth and intensification.

Incorporating the new use within the existing building respects the prevailing land use pattern while optimizing land efficiency and avoiding expansion into undeveloped or areas without servicing. Utilizing the existing structure supports a well-designed built form that balances functionality with contextual sensitivity. By introducing a community-serving use that positively impacts public health, within the employment area, the

proposal fosters a stronger sense of place, enhances site vibrant and healthy communities, and contributes to a more dynamic and connected urban environment.

In accordance with Section 2 of the *Planning Act*, the proposal aligns with the province's interests by supporting efficient infrastructure use, maintaining and diversifying employment, enhancing recreational amenities, and promoting a well-designed, cohesive built environment in a strategic location, and therefore represents good planning in my professional opinion.

4.2 Provincial Planning Statement (2024)

The proposal aligns with the Provincial Planning Statement 2024 (PPS). The 2024 PPS is a consolidated land use planning framework that supersedes the Provincial Policy Statement (2020) and A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2020), while improving upon housing-supportive policies from both documents. It equips municipalities with the necessary tools and flexibility to expand housing availability, align development with infrastructure for a robust economy, ensure the sustainability of rural areas, and safeguard agricultural lands, environmental integrity, and public health and safety.

Policy 2.1. 6 *“Planning authorities should support the achievement of complete communities by:*

a) accommodating an appropriate range and mix of land uses, housing options, transportation options with multimodal access, employment, public service facilities and other institutional uses (including schools and associated child care facilities, longterm care facilities, places of worship and cemeteries), recreation, parks and open space, and other uses to meet long-term needs;”

The proposed development supports the achievement of complete communities by introducing a notable recreational use within an existing industrial building, thereby enhancing the range and mix of land uses in the area. By providing a 909 square metre indoor recreational facility (pickleball club) while retaining the existing industrial function, the proposal combines employment and recreational opportunities on the same site.

This contributes to a more balanced community structure by meeting long-term recreational needs while maintaining employment uses.

Policy 2.8.1 *“Supporting a Modern Economy 1. Planning authorities shall promote economic development and competitiveness by:*

- a) providing for an appropriate mix and range of employment, institutional, and broader mixed uses to meet long-term needs;*
- b) providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses;*
- c) identifying strategic sites for investment, monitoring the availability and suitability of employment sites, including market-ready sites, and seeking to address potential barriers to investment;*
- d) encouraging intensification of employment uses and compatible, compact, mixed-use development to support the achievement of complete communities; and*
- e) addressing land use compatibility adjacent to employment areas by providing an appropriate transition to sensitive land uses.”*

The proposed development advances economic development and competitiveness by introducing a recreational use within an existing industrial use. The proposal contributes to a balanced mix of uses, supporting both employment and community-oriented activities, and responding to long-term economic and social needs. By maintaining the existing industrial use, the proposal preserves employment opportunities and supports a diversified economic base, ensuring the site continues to accommodate a range of economic activities and ancillary uses that benefit both current and future businesses.

The development also represents an efficient and compact use of existing employment lands, supporting intensification in a manner that is compatible with surrounding uses. Integrating recreational and industrial functions on the same site maximizes the utility of

the property while providing a compatible transition to adjacent areas. This combination of uses strengthens the site's contribution to the local economy, enhances land use compatibility, and supports the broader objective of creating complete communities by integrating employment, recreation, and other complementary activities in a cohesive manner.

Policy 2.8.2 .1 “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.”

By retaining the site's existing industrial function, the proposal continues to protect and preserve employment lands for current and future use, consistent with policy direction. The introduction of a recreational facility within the existing building is compatible with ongoing industrial activity and does not diminish the primary employment role of the property. Instead, it enhances the utility of the site while ensuring that necessary infrastructure remains sufficient to meet both present and long-term needs. In doing so, the development maintains the integrity of the employment area and supports its contribution to the broader local economy.

Policy 2.8.2.3 “Planning authorities shall designate, protect and plan for all employment areas in settlement areas by:

- a) planning for employment area uses over the long-term that require those locations including manufacturing, research and development in connection with manufacturing, warehousing and goods movement, and associated retail and office uses and ancillary facilities;*
- b) prohibiting residential uses, commercial uses, public service facilities and other institutional uses;*
- c) prohibiting retail and office uses that are not associated with the primary employment use;*
- d) prohibiting other sensitive land uses that are not ancillary to uses permitted in the employment area; and*

e) including an appropriate transition to adjacent non-employment areas to ensure land use compatibility and economic viability.”

The subject lands are designated as “Settlements” in the Simcoe County Official Plan, and designated “Employment Area” in the Town of Midland Official Plan. The proposal maintains consistency with these designations by retaining the existing industrial function of the property, which represents a long-term employment use consistent with the policy direction for settlement area employment lands. The introduction of a recreational facility within the existing building does not replace or displace the industrial activity, but rather functions as a compatible ancillary use. Importantly, no residential, institutional, or unrelated commercial/office uses are proposed, ensuring that the employment role of the lands remains intact. By retaining industrial operations while introducing a compatible use, the development provides an appropriate and functional transition to surrounding areas, supporting both land use compatibility and the continued economic viability of the employment area.

Policy 3.9.1 “Healthy, active, and inclusive communities should be promoted by:

a) planning public streets, spaces and facilities to be safe, meet the needs of persons of all ages and abilities, including pedestrians, foster social interaction and facilitate active transportation and community connectivity;

b) planning and providing for the needs of persons of all ages and abilities in the distribution of a full range of publicly-accessible built and natural settings for recreation, including facilities, parklands, public spaces, open space areas, trails and linkages, and, where practical, water-based resources;”

The proposed development contributes to the promotion of healthy, active, and inclusive communities by providing an accessible indoor recreational facility within an existing industrial building. This facility supports physical activity and recreational participation for persons of all ages and abilities, enhancing opportunities for social interaction and community engagement. By utilizing an existing building, the proposal efficiently adds to the recreational options without requiring new land consumption, complementing existing open spaces and recreational infrastructure. The development also fosters

connectivity by integrating a community-oriented use within an established employment area, encouraging broader engagement with the surrounding neighborhood and supporting the creation of a more inclusive and active community.

In my professional planning opinion, the proposal well aligns with the policies in the 2024 Provincial Planning Statement and represents good planning.

4.3 Simcoe County Official Plan

The Simcoe County Official Plan, provides a comprehensive policy framework for land use planning, thoroughly addressing the economic, social, and environmental impacts inherent in land use and development decisions. In accordance with the Simcoe County Official Plan, the subject lands are designated as ‘Settlements’. Refer to **Figure 4: County of Simcoe Official Plan Land Use Designation Map**.

The following policies in the Official Plan are relevant to the proposal:

Policy 3.1.1 *“Direction of a significant portion of growth and development to settlements where it can be effectively serviced, with a particular emphasis on primary settlement areas.”*

The proposed development aligns with Policy 3.1.1 by directing growth to a settlement area where existing infrastructure and services are available. By locating the recreational facility within the established Employment Area, the proposal ensures efficient use of municipal services and supports the County’s objective of focusing development within primary settlement areas. This approach contributes to the orderly management of growth while maintaining the functionality and sustainability of the community.

In accordance with Policy 3.2 of the County’s Official Plan Table 1 – Projection by Municipality for the Year 2031 states that the Town of Midland is expected to see a population increase of 22,500 and an employment increase of 13,800. This proposal aligns with the necessity to grow in serviced areas while offering a community use that fosters healthy planning principles through offering an in-demand recreational use.

Policy 3.2.3 *“The majority of population and employment growth will be directed to settlement areas with particular emphasis on primary settlement areas. Municipalities with primary settlement areas will direct a significant portion of population and employment growth forecasted to the applicable primary settlement areas. A proportion of new growth will be accommodated through intensification according to the targets set out in Section 3.5. The primary settlement areas will develop as complete communities. Other settlement areas may over time develop towards becoming a complete community, where appropriate, based on the hierarchy described in 3.5.”*

Policy 3.2.7 *“Within settlement areas, development may be approved in accordance with Section 3.5 of this Plan.”*

Policy 3.5.1 *“To focus population and employment growth and development within settlements, with particular emphasis on primary settlement areas, in accordance with the policies of this Plan.”*

The proposed development is consistent with Policies 3.2.3, 3.2.7 and 3.5.1 of the County Official Plan, which direct growth and employment opportunities to lands within settlement areas, with particular emphasis on primary settlement areas. By introducing a recreational facility within the existing Employment Area, the proposal supports the County’s objective of focusing development within serviced, built-up areas, thereby making efficient use of existing infrastructure and supporting the intensification of lands. This approach reinforces the role of settlement areas as the primary focus for sustainable population and employment growth and aligns with the County’s broader objectives for orderly, efficient, and compatible development with the in-demand use.

Policy 3.5.5 *“To promote healthy, complete, and accessible urban and rural communities that are in proximity to amenities, support services, and transit.”*

The proposed development aligns with Policy 3.5.5 by enhancing community health and accessibility. The addition of a recreational facility within the existing Employment Area provides a valuable local amenity and supports active, inclusive use of the area. Its location within a serviced settlement ensures convenient access to infrastructure,

services, and potential transit, consistent with the County's objective of fostering complete and well-connected communities.

Policy 4.1.1 *"The integration of arts, cultural, and recreational facilities with local business, health and social services, schools, parks, and civic buildings is encouraged."*

The proposed facility supports the integration of recreational amenities with local business community and better utilizes existing infrastructure, contributing to a connected and vibrant community environment. By providing accessible recreational opportunities within proximity to employment uses and other community services, the proposal advances the County's objective of fostering integrated, multifunctional spaces that enhance community well-being and support a full range of local amenities.

In my professional planning opinion, the proposal aligns with the applicable policies in the Simcoe County Official Plan and represents good planning.

4.4 Town of Midland Official Plan

The Town of Midland Official Plan 2021, (Consolidated, 2025) serves as a reference document guiding Council in making land use planning decisions. The subject site is designated as 'Employment Area' in the Town's Official Plan. Refer to **Figure 5: Town of Midland Official Plan Land Use Designation Map**.

The following policies of the Townships Official Plan demonstrate the policy alignment of the subject proposal.

Policy 2.1 Population and Employment Forecasts *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.*

The Town of Midland is expecting an increase in the total population and employment target for 2031. The proposed recreational facility supports these targets by contributing to employment opportunities within the Employment Area while also enhancing the range of in-demand community services available to a growing population. The proposal

reinforces the Town's ability to meet its employment targets through diversification of job opportunities and responds to anticipated population growth by providing accessible recreational amenities that improve community well-being.

Policy 2.2(d) *“Schedule A - Growth Areas, identifies those areas within the Settlement Area/Municipal Boundary that have been identified by Provincial, County and Town planning documents as key elements of the Town with respect to growth management. Each element of the Town has a specified role to play in long-term growth management, as follows:*

i. The Delineated Built Boundary – The Delineated Built Boundary defines the Delineated Built-up Area and identifies the developed areas of the Town of Midland and lands that have been approved for development. All of the lands within the Delineated Built-up Area are considered as developed urban areas, and any new development within the Delineated Built-up Area is considered under the definition of intensification...”

The proposed development aligns with Policy 2.2(d)(i) as it represents intensification within the Delineated Built Boundary. By introducing a recreational facility within the existing industrial building, the proposal utilizes already developed lands, consistent with the policy objective of directing growth to areas within the Delineated Built-up Area. This approach supports efficient land use, contributes to the ongoing vitality of established urban areas, and ensures that new development occurs in a manner that complements existing infrastructure and community services. The development thereby conforms to the Town's long-term growth management strategy by reinforcing the role of the Delineated Built Boundary as a focus for sustainable urban intensification.

Policy 2.2(f)(iv) *“The Employment Districts – The Employment Districts identify Midland's traditional industrial uses, which have historically been an economic engine of the Town. These Districts include newer largescale employment areas, and a number of smaller-scale employment land sites that are integrated within the older Neighbourhood Districts. In terms of growth management and economic development, it is expected that the existing Employment Districts will accommodate modest new employment land development through both new greenfield development, and through intensification.”*

The proposal aligns with Policy 2.2(f)(iv) as it supports the continued role of Employment Districts in contributing to Midland's economic development objectives. By using an existing industrial building for a recreational facility, the proposal introduces a complementary use that generates new employment opportunities, supports economic diversification, and makes efficient use of the existing built form. This approach is consistent with the policy direction for accommodating modest new employment through intensification within the Employment Districts.

Policy 3.3.1(b)(i) “Plan for an adequate supply of lands to accommodate the forecasted employment growth;”

In accordance with 3.3.1(b)(i) the objective of maintaining an adequate supply of employment lands well aligns with the proposal as it provides an opportunity to accommodate forecasted employment growth through recreation-based employment uses. The development makes efficient use of designated employment lands by attracting both direct and indirect job creation, while also contributing to the Town's broader economic development goals. This reinforces the long-term function of Employment Districts as integral components of Midland's employment land supply.

Policy 3.3.4(a) “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;

i. Ensure a successful community that includes a high quality of place and a high quality of life;”

The proposal supports the Town's objective of attracting and retaining a diverse and skilled labour force by contributing to the creation of a successful and complete community. Through the introduction of recreation-oriented employment uses, the development enhances the quality of place and quality of life in Midland. Access to diverse recreational amenities not only strengthens community well-being but also serves as an important factor in drawing and retaining qualified labour, thereby aligning with the Town's long-term economic and social objectives.

Policy 3.3.5 (b) *“The Town will continue to collaborate with, and support the County, the Economic Development Corporation of North Simcoe, the North Simcoe Community Futures Development Corporation and neighbouring municipalities in an effort to grow in a manner that provides a wide range of employment opportunities, supports a diverse economy and contributes to Midland’s future prosperity.”*

Consistent with the Town’s objective of fostering regional economic collaboration, the proposal provides new employment opportunities and contributes to the diversification of Midland’s economic base. By supporting a broader range of employment uses, the development aligns with the Town’s efforts, in partnership with the regional economic development organizations, to promote long-term economic prosperity and resilience within the local economy.

Policy 4.2.1(d) *“Development within the Employment Districts, identified on Schedule B, will be efficient, cost effective and fiscally responsible, while demonstrating context-appropriate urban design quality that contributes to the recognition of Midland as a beautiful Town. The objectives of this Plan with respect to the Employment Districts are to:*

- i. Provide opportunities for a diversified economic base which supports a healthy, stable economy and enhances employment opportunities;*
- iv. Encourage more efficient use of land and intensified development, either in terms of added new jobs, or in assessment potential, and preferably both;”*

Policy 4.2.2 (b) *“Permitted uses within the Employment Area designation, as identified on Schedule C– Land Use, may include:*

- xi. Recreational facilities and health clubs;”*

The subject lands are located within the Employment Districts and Employment Areas designation. Introducing a recreational facility within the existing building represents a compatible and complementary use that diversifies activity within the Employment Area while maintaining the primary employment function. Recreational facilities are identified as permitted uses within the Employment Area designation, demonstrating that the

proposal conforms with the Official Plan designation policies' intent and purpose. The proposal maximizes the efficient use of a existing infrastructure, supports land use compatibility, and advances the Town's objectives of promoting economic vitality, a full range of employment and community-oriented activities, and a functional, vibrant Employment District.

Policy 5.4.9(a) *"Alternative parking requirements will be required to address new development forms and broader community needs, as follows:*

- i. For all building forms and uses, other than residential uses, development shall include parking for vehicles located at-grade and/or located within a structure (above and/or below grade), unless otherwise exempt. All development shall also include appropriate spaces for visitor parking, parking for green vehicles and parking for persons with disabilities. Minimum and maximum vehicular parking requirements, including spaces for visitor parking, parking for green vehicles and parking for persons with disabilities shall be set in the implementing Zoning By-law.*
- ii. Contextual parking requirements should be considered. Reduced parking requirements shall be considered where the development supports alternative modes of transportation. Reduced parking requirements can be considered based on implementation of Traffic Demand Management measures."*

The proposed development aligns with Policy 5.4.9(a)(i) and 5.4.9(a)(ii) which sets requirements for vehicular parking for non-residential uses. A total of thirty (30) parking spaces is provided for the proposed recreational use as indicated on the Site Plan that presents a ratio of 1 parking space for 30 square metres of GFA. The parking is sufficient to support the anticipated demand for visitors and staff. This ensures that parking is addressed in a manner consistent with the Town's policies in accordance with the desired use.

The proposed development is subject to Site Plan Control, consistent with the objectives of Policy 7.4 of the Town's Official Plan. The Site Plan Control process will ensure that the adaptive reuse of the existing industrial building for a recreational facility

achieves high-quality site and building design, appropriate siting and massing, and compatibility with surrounding uses. Through this process, the development will address safety, accessibility, and aesthetic considerations, including landscaping, pedestrian and vehicular circulation, grading, and stormwater management. Additionally, any required easements for public infrastructure or utilities will be secured, ensuring proper servicing and long-term functionality. Overall, the Site Plan Control process provides a framework for implementing the Town's policies and standards to achieve a successful, visually attractive, and fully functional development that integrates seamlessly within the Employment Area context.

In my professional planning opinion, the proposal aligns with the policies in the Town of Midland Official Plan and represents good planning.

4.5 Town of Midland Zoning By-law 2004-90

In accordance with the Town of Midland Zoning By-law (By-law) 2004-90 (Consolidated, 2025), the subject site is zoned 'Industrial (M2) Zone' as shown in **Figure 6: Town of Midland Zoning Map**. A Zoning By-law Amendment application is required to permit a recreational facility and establish parking provisions.

The following sections of the Zoning By-law are relevant to the proposal, where justification is provided to align the proposed use with the existing zoning standards and establish the appropriateness of the recommended parking ratio:

Section 4.1.2 *The parking requirements for a single lot or a building containing a number of uses shall be the sum total of the parking requirements for each of the component uses, except in the case of a shopping centre for which the standards cited specifically for shopping centres shall apply. All parking spaces must be provided on the site for the specific use.*

The proposed parking for the subject use is at a ratio of one (1) parking space per 30 square metres of GFA which exceeds the existing parking ratio for the permitted industrial use. All parking will be provided on site for the existing industrial use and the proposed indoor, in-demand recreational facility, use. It is understood that the Town's Zoning By-law does not specifically regulate parking for the proposed use, however

should the subject proposal be approved, the building would be subject to mixed uses therein with an off-peak of uses within any given time period. The parking proposed is adequate for the proposed use, however, the proposed use can also benefit from parking dedicated for the employment uses on site during the off-peak employment use.

Section 4.1.5 in the By-law outlines the number of parking spaces required in accordance with various permitted uses in the Town. Per Table Policy 4.1, industrial uses not specifically listed in this section required a minimum of 1 parking space for each 40 square metres of GFA. Through this proposal, the parking ratio to support the recreational facility use exceeds the industrial parking ratio.

Section 4.1.6 *Where in this By-law parking is required in support of a use on a lot within the Town, the following regulations shall apply:*

Section 4.1.6.1 *The parking lot shall have visible boundaries and the parking spaces clearly defined with the layout of spaces appropriately marked on the ground or signed.*

Section 4.1.6.2 *The parking spaces shall be provided on the same lot or parcel as the building or use for which it is required or intended.*

In accordance with the Site Plan, a total of thirty (30) parking spaces are provided to accommodate the proposed recreational use, which has an anticipated occupancy load of fifteen (15) people. The Town's Zoning By-law does not specify a minimum parking requirement for indoor recreational facilities, and therefore the provided number of spaces is considered appropriate and efficient in accordance with the industrial zone. Although Section 4.1.5 establishes a general minimum of one (1) parking space per 40 square metres of GFA for industrial uses, the proposed recreational facility is adequately accommodated by its own dedicated parking, ensuring that the existing parking for the industrial use remains fully available and unaffected. The parking area also conforms to the regulations in Section 4.1.6, with spaces clearly defined and contained on the same lot as the facility, ensuring functionality, safety, and accessibility, including for persons with disabilities. This approach demonstrates that the development meets the intent of the Town's parking standards and policies, providing an efficient, context-sensitive, and fully on-site parking.

Section 7.2.1 *Within an Industrial Zone – M2, no person shall use any land, erect, alter, enlarge, use or maintain any building or structure for any use other than as permitted in this Section and also such use, building or structure, shall be in accordance with the regulations contained or referred to in this Section.”*

Section 7.2.2 outlines the permitted uses in the Industrial (M2) Zone this includes;

- Asphalt Batching Plant
- Automobile Body Shop
- Automobile Service Station
- Bulk Aggregate Storage and Processing
- Concrete Mixing Plant
- Construction Equipment Rental Business
- Eating Establishment
- Enclosed Warehousing and Storage
- Factory Outlet
- Food Processing Plant
- Manufacturing Facility
- Multi Occupancy Industrial Building
- Pit and Quarry
- Public Use
- Radio and Communications Use
- Tow Truck Depot and Storage Yard
- Transportation Terminal
- Welding and Metal Fabrication Plant

The proposed development to introduce a recreational facility within the existing industrial building is not currently listed as a permitted use in the M2 Zone. While the proposed use is compatible with the Employment Area designation and surrounding land uses, a site-specific Zoning By-law Amendment is required to permit the development. This recreational use is compatible with the overall intent of the industrial zone provisions, and no other relief, outside of introducing standards for parking, is

required. This amendment will ensure that the proposed use aligns with the Town's broader policy objectives, including modest intensification and the efficient utilization of existing urban lands. The Draft Zoning By-law Text and Schedule accompany this submission.

The rezoning promotes the efficient use of existing infrastructure while supporting the County's and Town's growth management and employment objectives. By allowing a recreational facility within an established Employment Area, the proposal diversifies local employment opportunities, contributes to the range of community-oriented amenities, promotes access to healthy living and enhances the overall function of the Employment District. The development represents context-sensitive intensification that maintains compatibility with surrounding uses and preserves the character of the area.

In my professional planning opinion, the site-specific Zoning By-law Amendment is appropriate for the subject lands and all other zoning standards are met; therefore, represents good planning.

5. CONCLUSION

An application for an indoor recreational facility is being presented for Council's consideration via a site-specific Zoning By-law Amendment for the lands located at 150 Albert Street and legally described as Part of Lots 16 & 17, Concession 3. The desired use requires on-site parking at a ratio of one (1) space per 30 square meters of GFAA. Careful review of the applicable legislation and policies concludes that the application:

- i. has regard for matters of provincial interest as detailed in the *Planning Act*, R.S.O., 1990, as amended;
- ii. is consistent with the Provincial Planning Statement (2024);
- iii. conforms with the Simcoe County Official Plan, (2023);
- iv. conforms with the Town of Midland Official Plan, 2021 (Consolidated, 2025);
- v. conforms with the Town of Midland Zoning By-law 2004-90 (Consolidated, 2025);
- vi. and represents good planning in accordance with the best interest of the public.

Respectfully submitted,

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FIGURES

FIGURE 1: CONTEXT MAP



 Subject Lands

FIGURE 2: AERIAL PHOTO



 Subject Lands

FIGURE 3: SITE PLAN

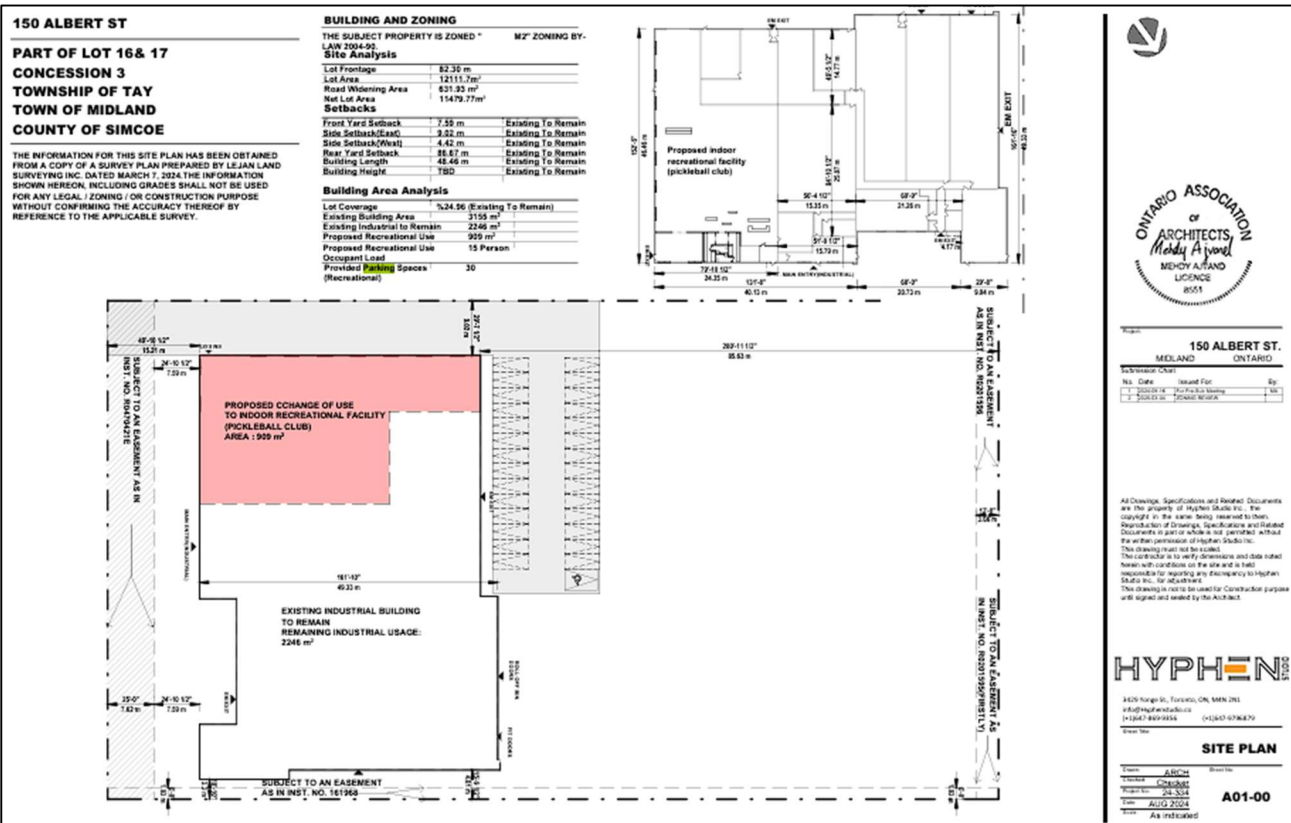
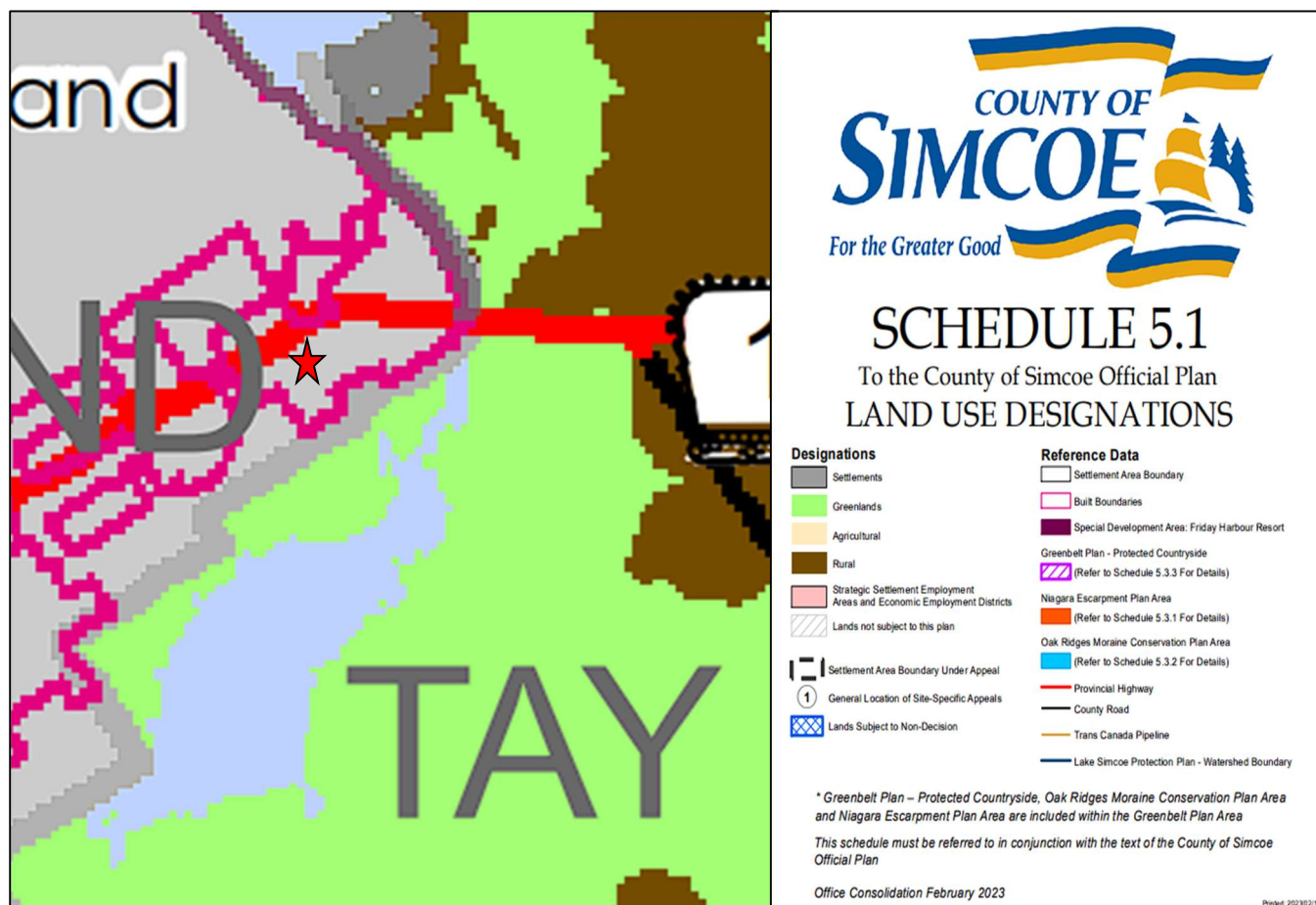
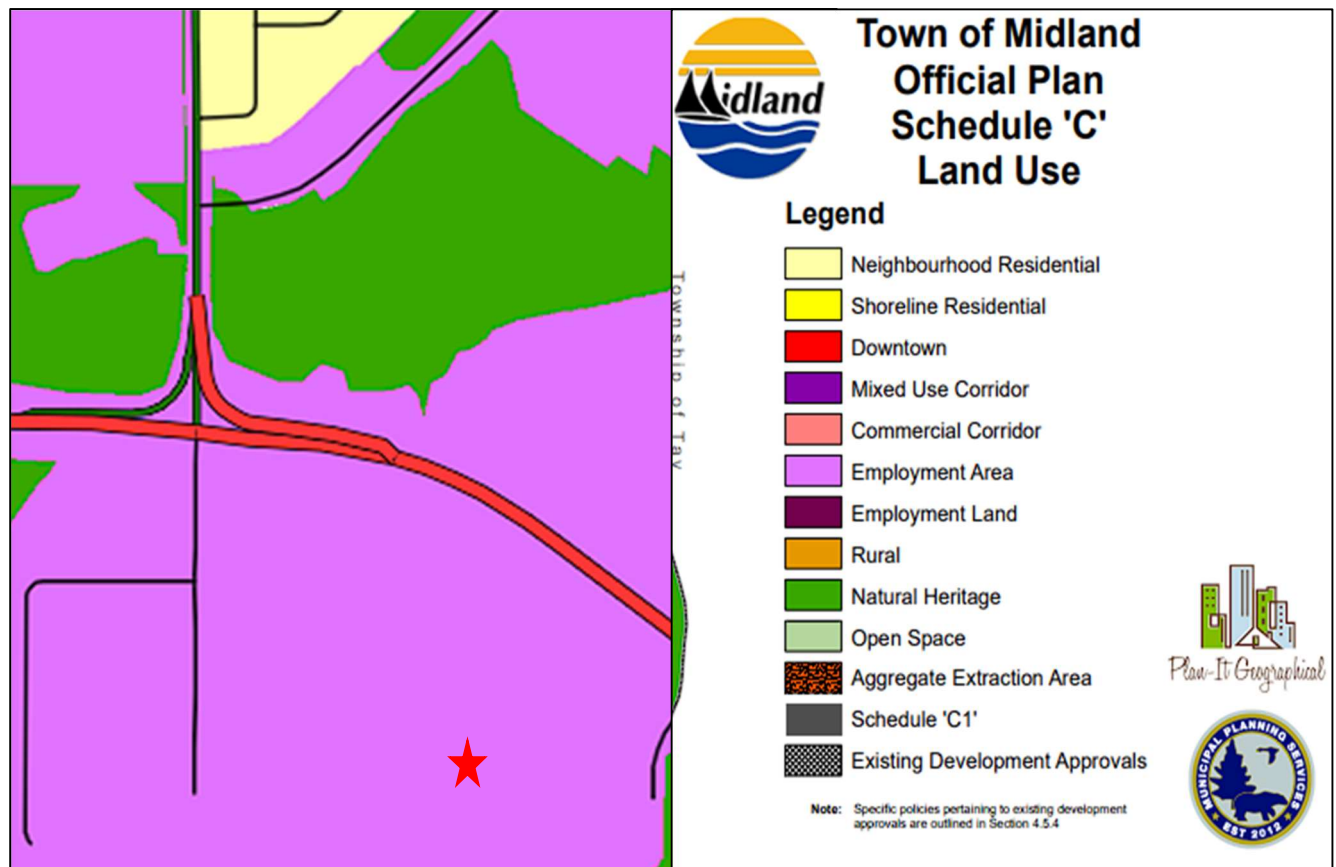


FIGURE 4: COUNTY OF SIMCOE OFFICIAL PLAN LAND USE DESIGNATION MAP



★ Subject Lands

FIGURE 5: TOWN OF MIDLAND OFFICIAL PLAN LAND USE DESIGNATION MAP



★ Subject Lands

FIGURE 6: TOWN OF MIDLAND ZONING MAP



 Subject Lands



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