



# **GROWTH TRENDS**

## **2001 - 2019**

**TOWN OF MIDLAND  
PLANNING DEPARTMENT  
MARCH 5, 2020**

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## INTRODUCTION

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The Planning and Building Services Department has prepared this report to analyze the growth that has occurred in the Town in the last 20 years. The intent of the report is to identify issues, trends, and opportunities within the Town. The report is intended to provide an overview of the past and also provide a brief outlook to the future.





## POPULATION

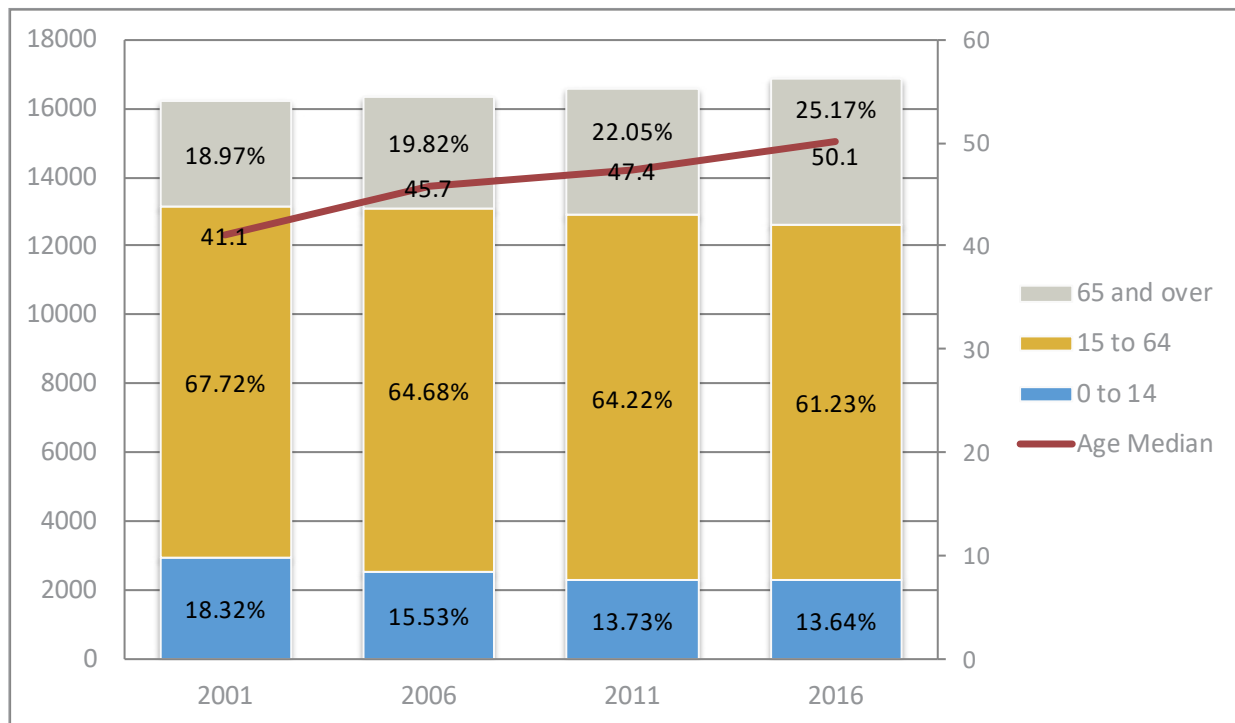


Figure 1 Midland Population 2001-2016

Between 2011 and 2016, the Town grew by 289 persons from 16,295 to 16,864 persons. This growth represents a 1.74% growth rate over the 5-year census period or an average annual growth of 0.35%. Midland has grown steadily over the last 15 years. Compared to our neighbors, Midland has not experienced a dramatic change in population during any of the Census periods. While a number of the Town's north Simcoe neighbors have shown negative growth rates, Midland has continued to grow during the last 15-year period, albeit slowly.

Similar to the rest of Canada, Midland is getting older. In 2016, Midland's senior population (65+) represented 25.17% of the total population, an increase of almost 7% from 2001. Conversely, this also means that there is a less percentage of working population and less children. Midland's age median has grown from 41.1 years old to 50.1, an increase of 9 years between 2001 to 2016 (See Figure 1).

Canada's next census is scheduled for 2021 and, following the release of the new data, likely in early 2022, Staff will prepare an update report on growth and demographic trends in Midland.

## OVERALL TRENDS BUILDING PERMIT VAUE

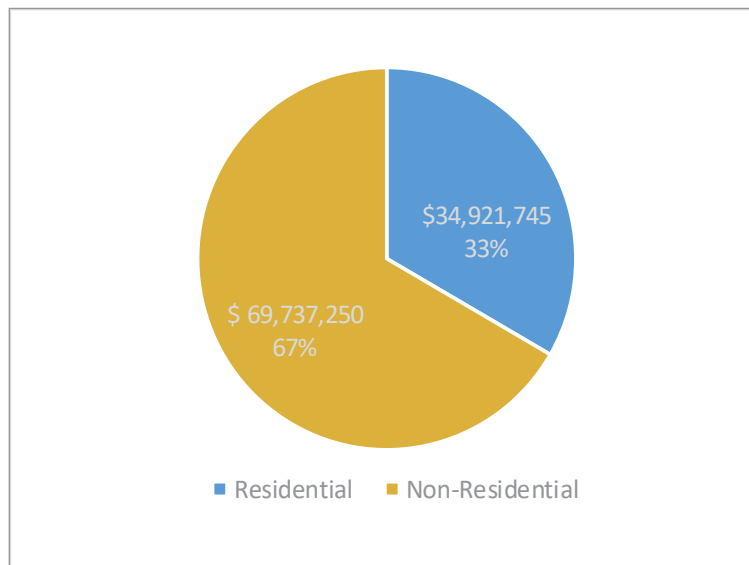


Figure 2 Construction Value in 2019 by Residential/Non-Residential

In 2019, the Town's construction value was at \$104.7 million, an increase of 75% from \$26 million in 2018. 2019 saw the highest total construction value in the last 10 years. Of the building permits issued in 2019, 67% were non-residential, whereas 33% were residential permits (See Figure 2). The portion of residential to non-residential construction has fluctuated regularly over the last 10 years, with majority of construction being non-residential permits (See Figure 3). Major projects in any given year results in these fluctuations in construction values and investment in the Town.

In 2019, the Town achieved a record high for building permit value. The amount of growth in 2019 was comparable to the total growth that occurred between 2009-2013. Major investments in 2019 included the Hanson Subdivision, the Bayport Subdivision, major commercial developments at 619 Prospect

Boulevard, Midland Honda at 947 Jones Road, and the Hampton Inn at 877 King Street.

Overall, in the last 10 years, Midland saw a gradual increase in construction values, especially in the last 5 years (See Figure 4). The rise of construction value is a strong indication of the growth in the Town.

Within the non-residential sectors, the share of investments was dominated by the commercial sector. In 2019, institutional permits accounted for 49% of all non-residential permits, whereas commercial development accounted for 50%, and industrial for 0.5% (See Figure 5). These trends generally reflect a growing commercial sector and minimal growth in the industrial sector.

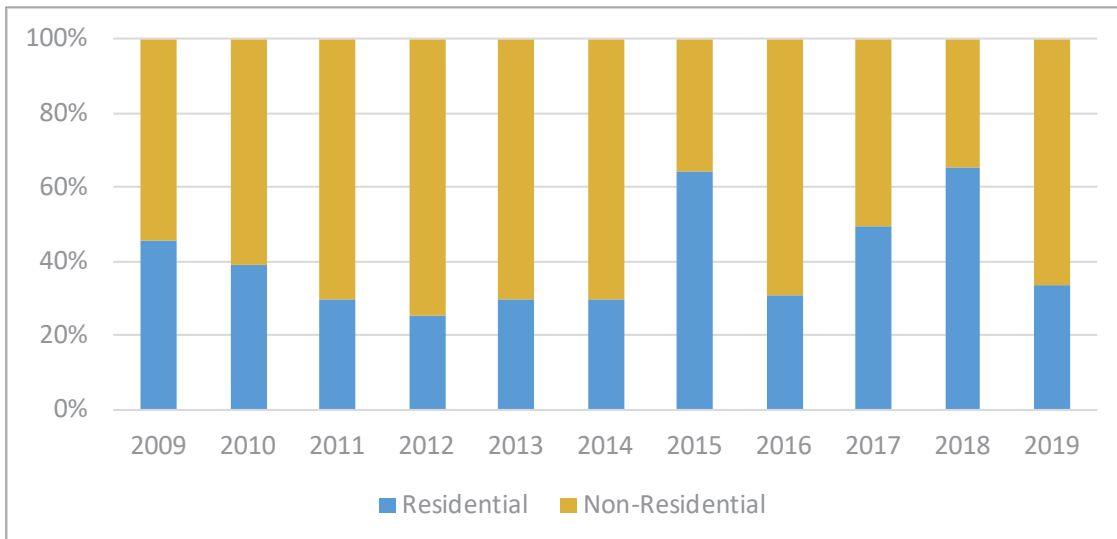


Figure 3 Proportion of Residential - Non-Residential Construction Value 2009- 2019

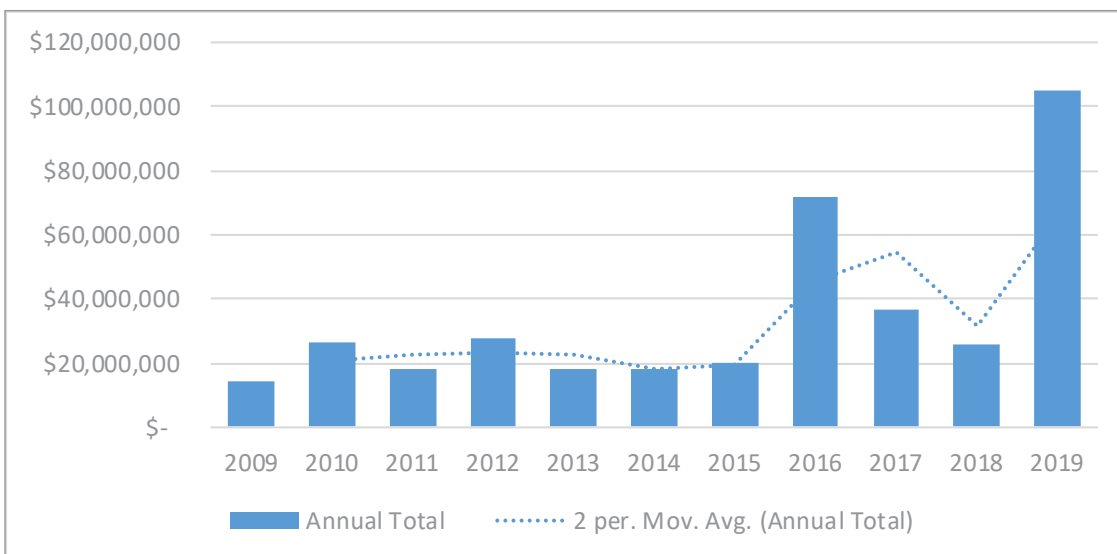


Figure 4 Annual Construction Values 2009-2019

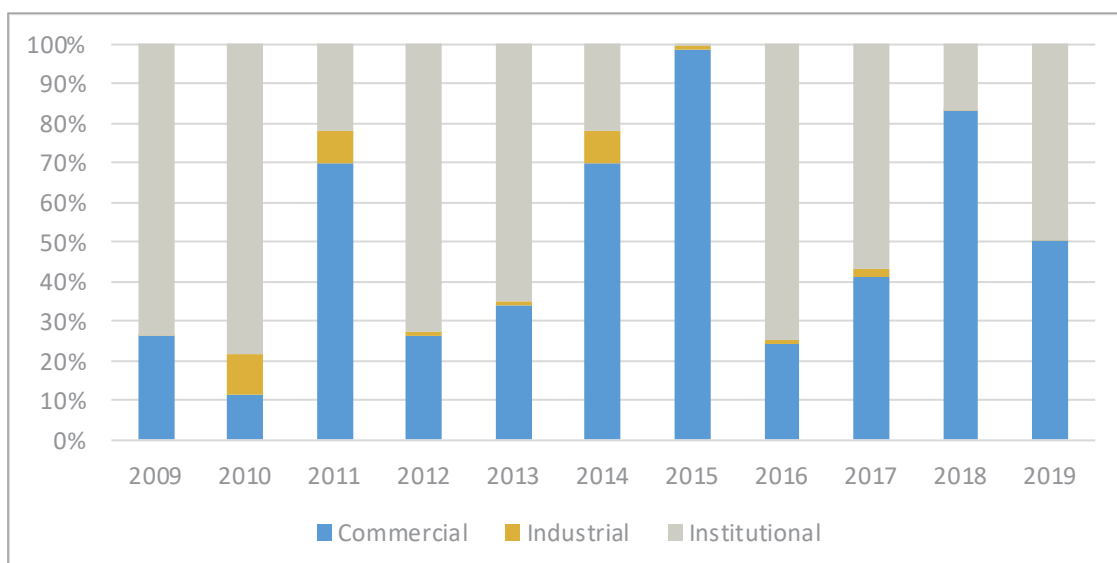


Figure 5 Proportion of Construction Value based on Sector

## REGIONAL GROWTH

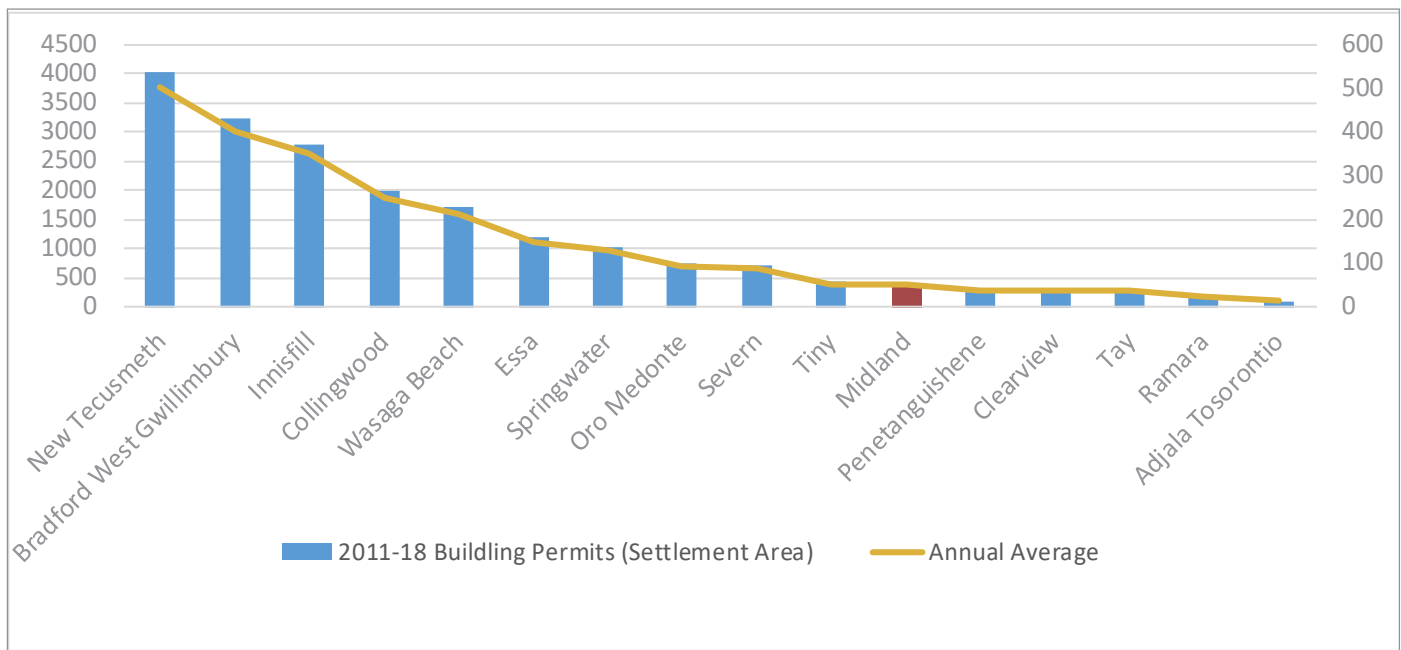


Figure 6 Midland's share of Total Construction Value in the County of Simcoe as per Municipality

In the County of Simcoe, there were a total of 19,397 building permits issued for new residential units between the year 2011-2018. Of those years, the Town had 390 building permits for new residential units, accounting for 2% of all permits in the County (See Figure 6). Unsurprisingly, the municipalities that have experienced the most growth are municipalities in close proximity to the Greater Toronto Area, such as New Tecumseth, Bradford West Gwillimbury, and Innisfil.

The County of Simcoe will shortly launch its Municipal Comprehensive Review to plan for new population and employment growth between 2031 and 2041. The County has the obligation to accommodate 40,000 new residents and 1,000 new jobs in 2041 as per the requirements of the 2019 Growth Plan. Through out this process, the County will allocate the population and employment forecast, the expansion to settlement area boundaries, the conversion of employment lands to non-employment uses, and alternative intensification and density targets.

## RESIDENTIAL GROWTH

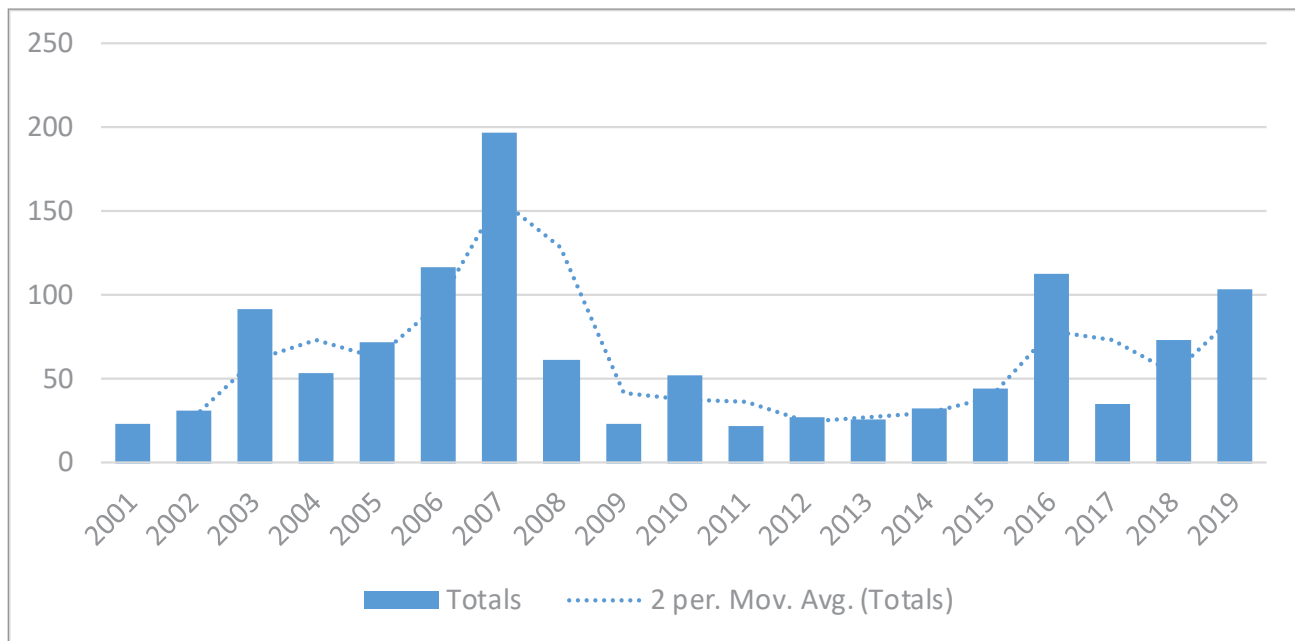


Figure 7 Number of New Residential Units by Year

Residential growth in the Town has generally been slow and steady, with fluctuations in years where large-scale apartment buildings or subdivisions were constructed (Figure 7). In 2019, a total of 104 new residential units were created in the Town. This is an increase of 30% from the 73 issued in 2018. With several subdivisions undergoing planning approvals, it is anticipated that the number of residential permits should continue to rise.

## BUILT BOUNDARY

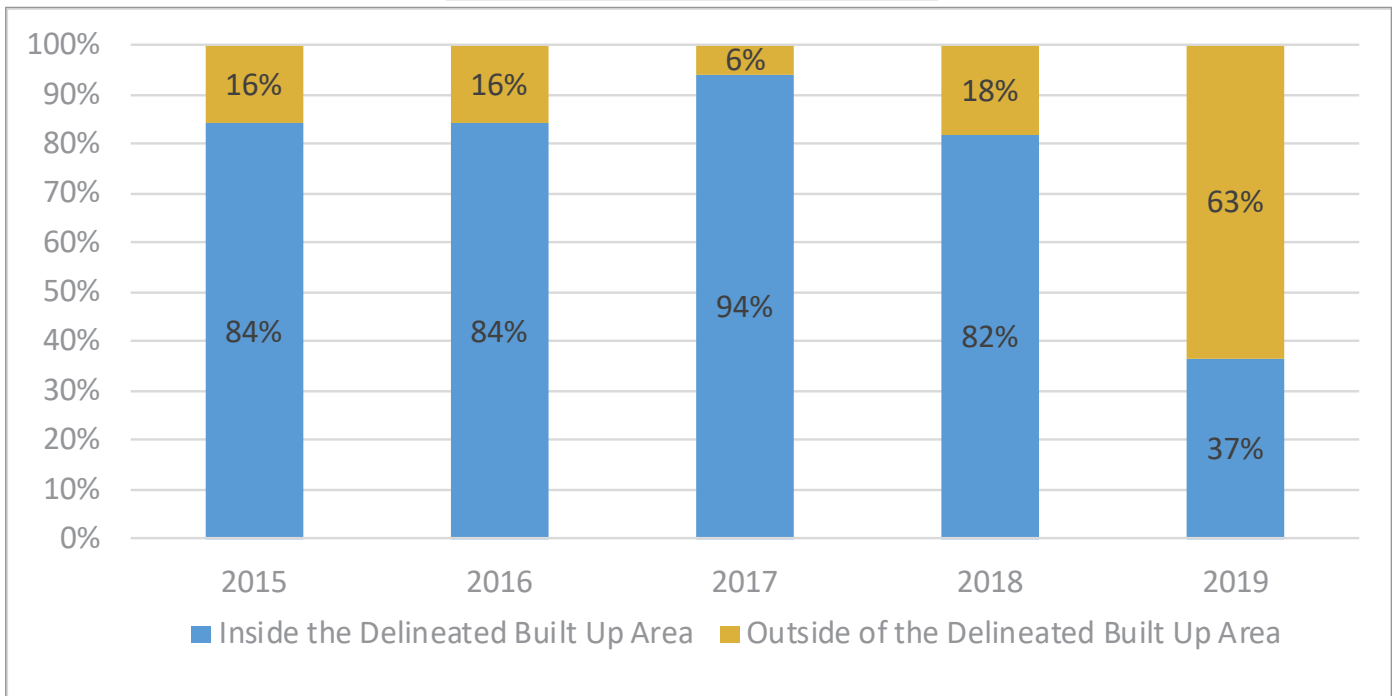


Figure 8 Proportion of New Residential Units Inside and Outside of the Delineated Built Up Area, 2015-2019

In 2006, the Province of Ontario released The Growth Plan for the Great Golden Horseshoe under the Places to Grow Act of 2005. The Growth Plan requires a minimum of 40% of all residential developments to occur annually within the Delineated Built-up Area by the year 2015 and each year thereafter.

Of the total number of residential units built in 2019, 37% were within the Delineated Built-up Areas. This is below the Growth Plan target of 40%. This number is primarily influenced by the Hanson subdivision, which is wholly outside of the Town's Delineated Built-up Area.

Between the years 2015-2018, the Town has consistently achieved at least 80% of all residential development occurring within the Delineated Built-Up Area (Figure 8). It is expected that this ratio will fluctuate year to year. Figure 9 shows a map of housing units constructed between 2015-2019 and their location. Units constructed outside of the Delineated Built-Up Areas have generally been subdivisions with existing approval or one-off rural units. With a dwindling supply of greenfield developments and the implementation of the Town's New Official Plan, it is expected that more development will occur within the Town's Delineated Built-up Area.



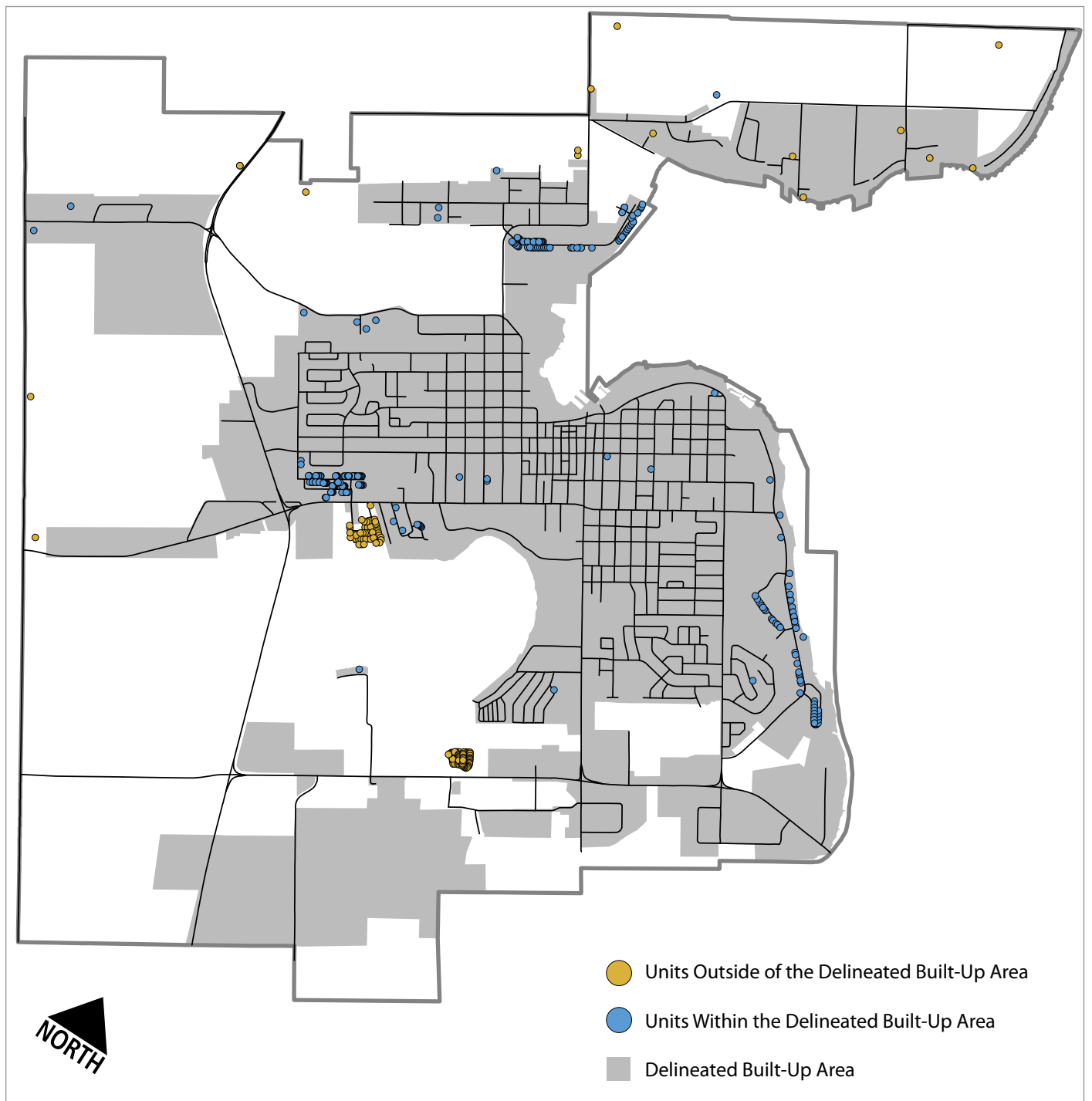


Figure 9 New Residential Units Inside and Outside of the Delineated Built Up Area, 2015-2019

## UNIT TYPE

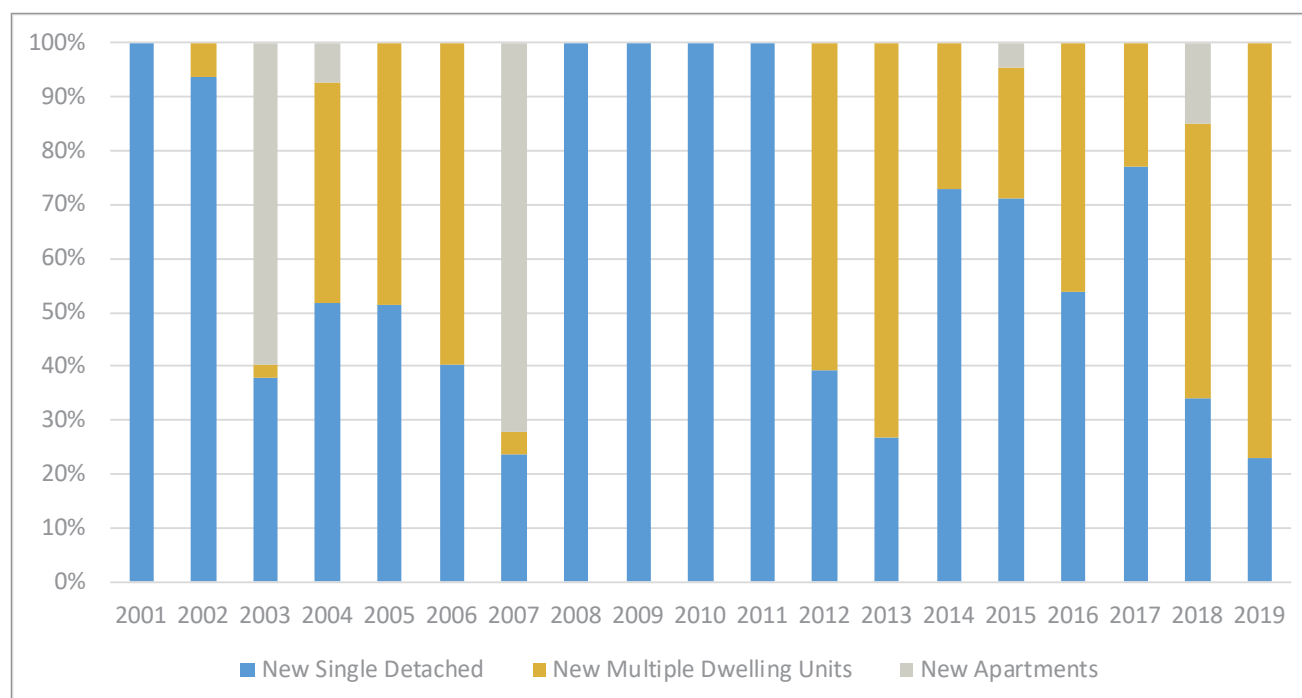


Figure 10 New Residential Units as per Unit Type, 2001-2019

The built form for residential units remains primarily dominated by single detached dwellings. However, there has been a significant increase in the construction of new medium density units (Townhouses, Semis, Duplexes) in recent years. In 2019, medium density units accounted for 77% of all new dwellings, which is a historic high for the Town (Figure 10). It is expected that the number of medium density units will remain strong given the new provincial and Town policy for intensification in Delineated Built-up Areas.

Residential Apartment numbers however remain low in the Town and there are many years without a single apartment building constructed. Despite a visible transition of the built form in the Town moving towards higher density, apartment construction has generally remained stagnant.

## CORE HOUSING NEED

Core housing need as defined by the Canada Mortgage and Housing Corporation is a two-stage indicator that helps to identify who needs housing assistance. Having a core housing need is defined as follows:

1. major repairs are required, and residents don't have the means to move to a good unit in their community
2. there are not enough bedrooms for the residents, and they don't have the means to move
3. the current home costs more than the residents can afford, and they do not have the means to make a move or find an available affordable home in their community

According to the 2016 census, the Town's core housing need is at 15.2%; this is 2.6% higher than Simcoe County at 13.6%, and 0.1% lower than the province of Ontario, at 15.3% (Figure 11). Of the households that have a core housing need, 81% was a result of unaffordable housing. However, this is not a unique problem to Midland. In the County, 83% of core housing need was affordability, and 75% for the province of Ontario (Figure 12). However, the Town has the lowest ratio of unsuitability. This would suggest the Town has been successful in ensuring the unit types being constructed are meeting the needs of the community.

The affordability problem has only grown in the Town in the last decade. Affordability issues in the Town has generally followed the same trend as in the province but has become higher than the County. This may be an indicator that the County's Social Housing programs have helped to reduce affordability issues in other areas of the County.

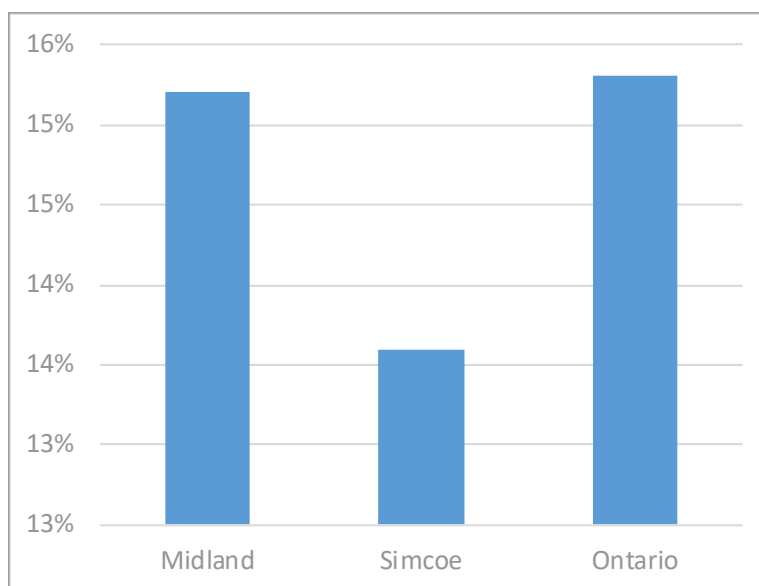


Figure 11 Rates of Households with a Core Housing Need in 2016

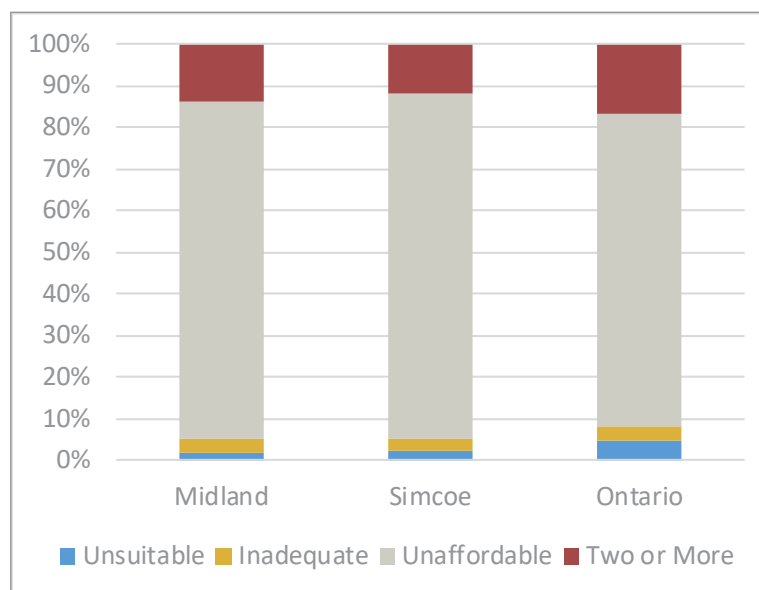
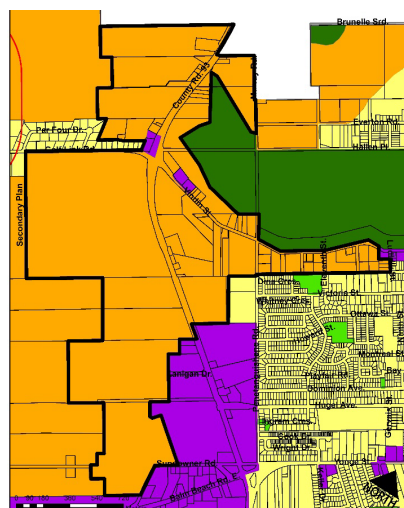


Figure 12 Proportion of Households with a Core Housing Needs based on the Need, 2016

## FUTURE INITIATIVES



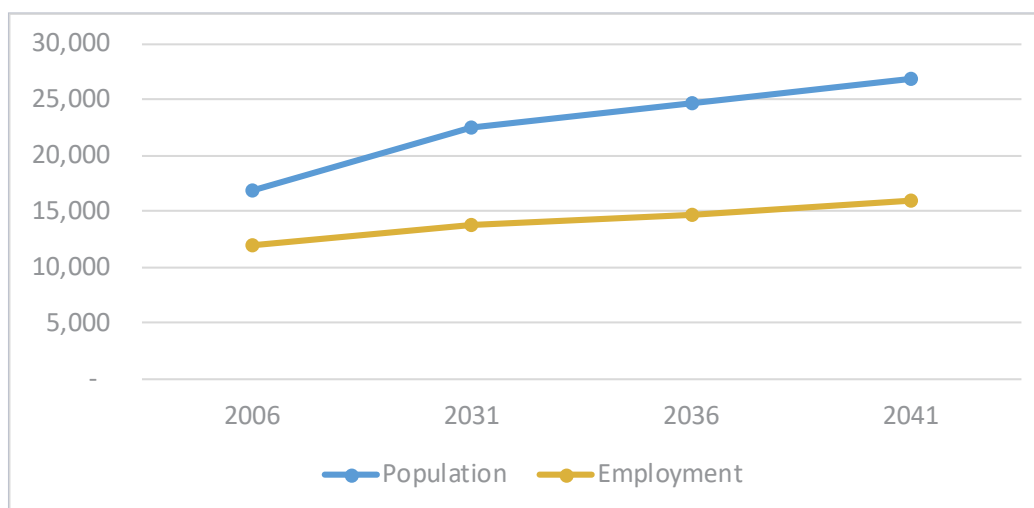
In 2018, Planning Staff conducted a review of “shovel ready” vacant residential lands within the Town. The study concluded that if no new “shovel ready” lots become available, the Town would run out of supply by July of 2021. As per the Provincial Policy Statements, the Town is required to maintain at all times where new development is to occur, land with servicing capacity sufficient to provide at least a three-year supply of residential units available through lands suitably zoned to facilitate residential intensification and redevelopment, and land in draft approved and registered plans.

Furthermore, the Town is projected to have a population of 22,500 and 13,800 jobs by 2031 as per the Growth Plan. In terms of residential units, the population difference relative to the 2031 Growth Plan forecast translates to approximately 2,611 units. This would require the Town to add about 174 new units/year to meet this forecast. The Town is currently building out at about 28% of that rate. The Town

is currently working with several residential developers, including but not limited to Bayport, Hanson, and Pratt-Galloway. As Council reviews and approves new residential subdivisions, it is likely the availability of residential lots will increase in the Town.

The Town adopted its new Official Plan on November 20, 2019. The new Official Plan sets out the Town's vision and growth to the year 2031. The new Official Plan provides for more opportunity for mixed use, infill, higher density, and commercial development. To comply with the Official Plan, the Town will also be required to update its Zoning By-Law, which is anticipated to begin in the summer of 2020. In addition, there is also a proposed Secondary Plan study for the County Road 93 North area. It is anticipated that these new tools will bring more “shovel ready” lands to the Town as well as set out future growth opportunities and place the Town in a good position for future growth and investment.

## FORECAST



*Figure 13 Midland Population and Employment Forecast based on past Growth Plan Allocations*

As previously described, the County of Simcoe has the obligation to accommodate 40,000 new residents and 1,000 new jobs in 2041 as per the requirements of the 2019 Growth Plan. Until the County completes its Municipal Comprehensive Review, it is uncertain how much population and employment will be allocated to the Town.

For 2031, the Town is projected to have a population of 22,500 and 13,800 jobs by 2031 as per the Growth Plan. This is the allocation of approximately 5.4% of the County's total population and 10.5% of employment. Using this allocation percentage, it can be predicted that the Town's population in 2041 will be approximately 26,881 people with approximately 15,891 jobs. This is an increase of 4,380 people and 2,091 jobs compared to the 2031 numbers.

The Development Charges Background Study completed by Hemson forecasts the Town as having 11,699 residential units in 2041,

an increase of 3,919 units from 2018. It is anticipated that 55% of those units will be single or semi-detached dwelling units, it is expected that there will be a shift towards medium and high density built form in compliance with changing land use policies.

It should be noted that all forecast numbers are highly susceptible to change in reality. In the subsequent section of the report, a list of approved and anticipated projects are provided. The completion or the incompletion of these developments will heavily influence the available units and jobs in Town, and thus influence the population and employment. However, it is for certain that the Town is growing, and will continue to grow.



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## MAJOR PROJECTS RESIDENTIAL

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The following list highlights the major residential building projects issued or approved in the last decade:

### **Completed, Approved or Under Construction:**

Bayport Village Phase II - 640 Bayport Blvd

- Single Detached Dwelling, Townhouses and Apartment Units with a total of 438 - 467 Units

Midland Bay Estates - 251 Fuller Avenue

- 92 Single Detached Dwellings

Mundy's Harbour - 155 William Street

- 12 Condominium Townhouses

Sunrise Pier - 711 Aberdeen Blvd

- 178 Condominium Units

Pratt-Galloway - 823 King Street

- 111 Single Detached Dwellings and 202 Townhouses

Seasons on Little Lake - 16831 Highway 12

- Townhouses and Apartment Units with a total of 489-665 Units and commercial spaces

283 Barnett Avenue

- 2 Single Detached Dwellings and 12 Linked Semi Detached Dwellings

The Grove - 958 Yonge Street

- 8 Single Detached Dwellings, 40 Semi-Detached Dwellings and 53 Townhouses

459 Hugel Avenue

- 10 Apartment Units



*Townhouses at Bayport Village (640 Bayport Blvd)*



*Townhouses at The Grove (958 Yonge Street)*



*459 Hugel Avenue*

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## MAJOR PROJECTS RESIDENTIAL

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The following list highlights the major proposed and anticipated residential building projects:

### **Proposed & Anticipated**

319 Gervais Street

- Proposed 13 Single Detached Dwellings and 10 Semi-Detached Dwellings

786 William Street

- Proposed 80 Apartment Units



*Rendering of the Proposed Apartment Buildings  
at 786 William Street*

## MAJOR PROJECTS NON - RESIDENTIAL

The following list highlights the major non-residential building projects issued in the last decade:

### Completed, Approved or Under Construction:

Jarlette Villa Care Centre - 658 King Street

- Senior care campus with a 128 bed long term care home, 140 retirement lodges and 90 apartment units.

Hampton Inn - 877 King Street

- 4 storey hotel with 80 rooms

Midland Honda - 947 Jones Road

- Car dealership with a GFA of 2,176m<sup>2</sup>

619 Prospect Boulevard

- 2 professional office buildings with a GFA of 3,459m<sup>2</sup>

Waypoint-Chigamik - 287 Bayshore Drive

- Community health services with a GFA of 3,854m<sup>2</sup>

710 Balm Beach Road

- Commercial plaza with a GFA of approximately 8,028m<sup>2</sup>

Georgian Bay District Secondary School - 865 Hugel Avenue

- Secondary School with a GFA of 12,862m<sup>2</sup>

Bourgeois Nissan- 760 Prospect Blvd

- Car dealership with a GFA of 1,468m<sup>2</sup>

Barber & Haskill - 880 King Street

- Commercial building with a GFA of 1,060m<sup>2</sup>



*Waypoint Chigamik Community Health Hub under construction - 287 Bayshore Drive*



*Georgian Bay District Secondary School - 865 Hugel Avenue*



*Bourgeois Nissan - 760 Prospect Blvd*

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## MAJOR PROJECTS NON - RESIDENTIAL

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The following list highlights the major proposed and anticipated non-residential building projects:

### **Proposed & Anticipated**

Holiday Inn & Conference - 16928 Highway 12

- Proposed Hotel with 93 rooms and a conference centre with the capacity of 500 people

Bayport Hotel & Commercial building - 1711 Harbourview

- Proposed Hotel with retail spaces and restaurant



*Rendering of the Proposed Hotel & Conference Centre at 16928 Highway 12*



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## WORKS CITED & MORE INFORMATION

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### For More Information:

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