



A People Place, A Change of Pace
SHELBURNE
ONTARIO, CANADA

Meeting Date: Monday, September 13, 2021

To: Mayor Mills and Members of Council

From: **Steve Wever, Town Planner**

Report: P2021-38

Subject: **Parks and Recreation Master Plan –
Work Plan Overview**

Recommendation

Be it resolved that Council receive Report P2021-38 as information.

Background

Town staff have initiated the process of developing a Parks and Recreation Master Plan to guide decision-making and municipal investments and initiatives related to parks and recreation facilities over the next 10 years. This report outlines the Master Plan process which is expected to run from the late Summer and early Fall of 2021 to the Spring of 2022. Community engagement is an important part of the Master Plan development and this report briefly identifies the opportunities for public and stakeholder input that will be integrated in the process.

A Parks and Recreation Master Plan is a framework intended to identify the parks and recreation facilities and services that are required, where they should be provided, the timing of their development and how they can be delivered. The process of developing the Master Plan involves a review of several key factors that influence parks and recreation needs in the community, such as:

- Community input, ideas and priorities;
- Population growth and changing demographic characteristics;
- Recreational trends and interests;

- Service delivery approaches to recreational programming;
- Design and development of parks and facilities;
- Operational needs and resources to maintain parks and facilities;
- Costs, partnerships and funding options and strategies;
- Renewal needs of existing parks and replacement of aging facilities.

The scope of the Master Plan includes a review of the existing inventory of parks and recreation facilities within the Town including the following:

- Indoor recreation facility and outdoor pool (CDRC)
- Parks, open spaces and natural areas in municipal ownership
- Community trails
- Playgrounds
- Sports fields
- Basketball, tennis and multi-use courts
- Skatepark and BMX track
- Park buildings and structures (e.g. pavilions, park washrooms)
- Special event spaces

The Master Plan will build on and update previous studies including the Active Transportation Master Plan (2006) and the Shelburne Parks Master Plan (2009). The Town's Official Plan also provides policies for parkland acquisition with new development and population growth, and the Master Plan will help to inform future updates to these policies. The Master Plan will also align with and provide direction for further advancing implementation of key recommendations of the Community Improvement Plan (2019) related to parks and recreation, in particular Big Move #7 which recommends to redesign Fiddle Park as a community hub.

Fiddle Park is the largest park property in Shelburne, with a total property area of 114.5 acres, of which 83.5 acres are protected natural heritage features and 31 acres is open space containing the existing park facilities in the central area of the park.

The current location of Fiddle Park along the east side of County Road 11 (2nd Line) in the south-east area of Shelburne was established in 2006. At that time, the Fiddle Park Management Plan was created to guide the development of the park primarily to support tourism and recreational activities in addition to the annual Fiddle Fest event. Camping sites and site services, a washroom and concession building, parking, trails and signage were developed. A management model for the park was also established and for many years the event programming in the park was coordinated by the Fiddle Park Committee.

As part of the Master Plan project, a site master plan for future improvements at Fiddle Park will be created to identify the potential recreation amenities and facilities that may be added to the park in the future.

Analysis

Parks and recreation facilities, services and programs are vital to a complete and healthy community, and provide many benefits:

- Health and wellness;
- Skills and personal development;
- Community capacity, volunteerism and pride;
- Green infrastructure, nature conservation and access;
- Enhanced community character and design; and
- Economic and tourism opportunities.

The Master Plan will seek to maximize these benefits by establishing a renewed vision, goals and key principals and policies to guide decision-making related to parks and recreation planning and investments and recommending actions to be considered over the next ten years including capital investments and providing an understanding of related operational resource needs. To ensure the recommendations of the Master Plan are evidence-based and reflective of community needs, the process will be undertaken in three phases as follows:

Phase 1: Information Gathering and Visioning

The first phase of the project involves gathering information through research, analysis and community engagement to understand the current context, factors that may influence future recreational needs, and establish an overall vision for the future of parks and recreation in Shelburne. This phase involves the following tasks:

- Review inventory of existing parks and recreation assets and their age, overall condition and level of use;
- Review of related background documents, plans and strategies and identify implications for the Master Plan;
- Community surveys, focus groups and interviews with stakeholders to obtain feedback on strengths and areas for improvement, future needs and desires and recreational interests;
- Identify recreational trends and demographic characteristics and growth-related considerations that will impact future needs;
- Summarize the results of the background review and consultation by identifying key themes and directions for the Master Plan along with an overall draft vision statement.

To initiate community engagement, an online survey has been developed to gather input and ideas for Fiddle Park. This will be followed by an additional community survey to gather input on Town-wide parks and recreation matters, as well as stakeholder meetings. Project awareness will be generated

through the Town's social media outlets, external media release and a project website.

Phase 2: Draft Master Plan

- Establish the foundations of the Master Plan by identifying goals and principals to guide future decision-making and recommended actions of the Master Plan, towards achieving the draft vision statement;
- Recommend draft policies and actions for the next ten years, and an implementation plan to prioritize and identify timing and related resource needs as well as funding considerations and strategies;
- Prepare a draft concept plan for Fiddle Park;
- Obtain community and stakeholder feedback on the above, summarize the feedback received and consider further analysis and revision that may be required to respond.

Phase 3: Final Master Plan

- Revise the draft Master Plan based on the community and stakeholder feedback received;
- Revise the Fiddle Park concept plan, recommend a phasing plan, timing and estimate of costs for implementation of the improvements;
- Present the final Master Plan and Fiddle Park concept to Council and the public for final review and feedback;
- Finalize and present the Master Plan and Fiddle Park concept plan for consideration of Council adoption.

It is noted that specific projects have been identified for further consideration and review through the Master Plan, such as a cricket facility, some aspects of the improvements planned for Jack Downing Park, among others. The Master Plan will provide opportunities for further discussion and review of these matters within the context of an overall, Town-wide review of needs and priorities identified through the research and consultation.

Financial Impact

A total budget of \$80,000 has been approved for completing the Parks and Recreation Master Plan and the Fiddle Park Master Plan concurrently, and these projects will be fully funded from existing Development Charges reserves.

Policies & Implications (if any) Affecting Proposal

Alignment with related Town plans and strategies will be considered and addressed in the Parks and Recreation Master Plan, as outlined in this report.

Consultation and Communications

Community and stakeholder engagement is a key part of the process as outlined in this report. It is anticipated that Council will be engaged via one-on-one interviews and through updates at project milestones.

A project team of Town staff has been established to guide and implement the process of developing the Master Plan and coordinate community and stakeholder engagement activities and communities, including the CAO, the Director of Legislative Services/Clerk, the Director of Financial Services/Treasurer, the Director of Development and Operations, the EDC/Marketing Coordinator and the Town Planner. GSP Group as the Town Planner will also provide additional resources and Landscape Architecture services for the project and may bring in additional external consulting resources to assist with community and stakeholder facilitation and engagement, as needed.

Council Strategic Priorities

Council's Strategic Priorities has three Goals - Sustainable, Engaged and Livable. There are a total of 12 targets with the three Goals.

This report aligns with the Sustainable, Engaged and Livable Goals within the Targets:

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| Target T2 | Municipal services review and evaluation |
| Target T3 | Invest and fund critical infrastructure for future |
| Target T6 | Promote more open communication |
| Target T7 | Promote partnerships and collaboration |
| Target T9 | Promote age-friendly, multi-cultural community |
| Target T10 | Improve and enhance parks and recreation services |
| Target T11 | Improve community connections |
| Target T12 | Support and celebrate arts and culture |

Supporting Documentation

N/A

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