Draft Master Plan

Presentation to Town Council

April 19, 2023

Monteith•Brown planning consultants

tra. TUCKER-REID & ASSOCIATES

Wickens Greenspace Consultants

Master Plan Overview

The Town of Pelham **Recreation, Culture and Parks Master Plan** will guide the provision of leisure, recreation and culture services, programs, facilities and park amenities for the next ten years.

Master Plan Overview

The Master Plan:

- serves as a guide for the municipality
- will be used to inform budgeting and long-term planning
- provides the community with a voice in shaping Pelham's future
- supports the Town in becoming "grant-ready"
- is a living document adaptable to changing trends, values, and growth

Building Blocks

Public and Stakeholder Input (to date)

- Community survey – 414 unique responses
- Stakeholder consultation – 10 organizations
- Public input opportunities via pop-up consultation, project website, 2023 budget

Demographics and Community Growth

Participation and Sector Trends

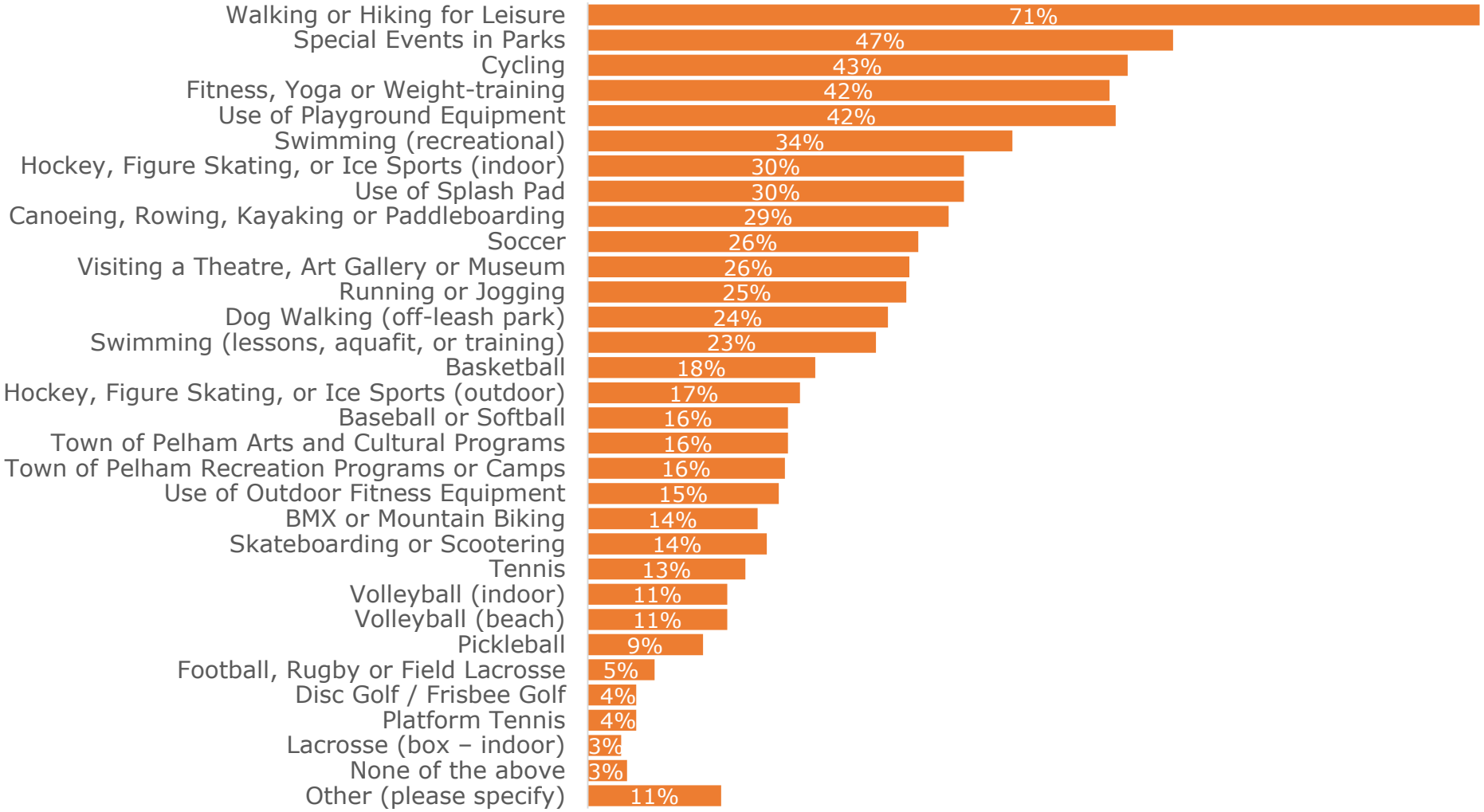
Asset Inventories and Distribution

Supporting Documents and Initiatives

(e.g., Strategic Plan, Official Plan, etc.)

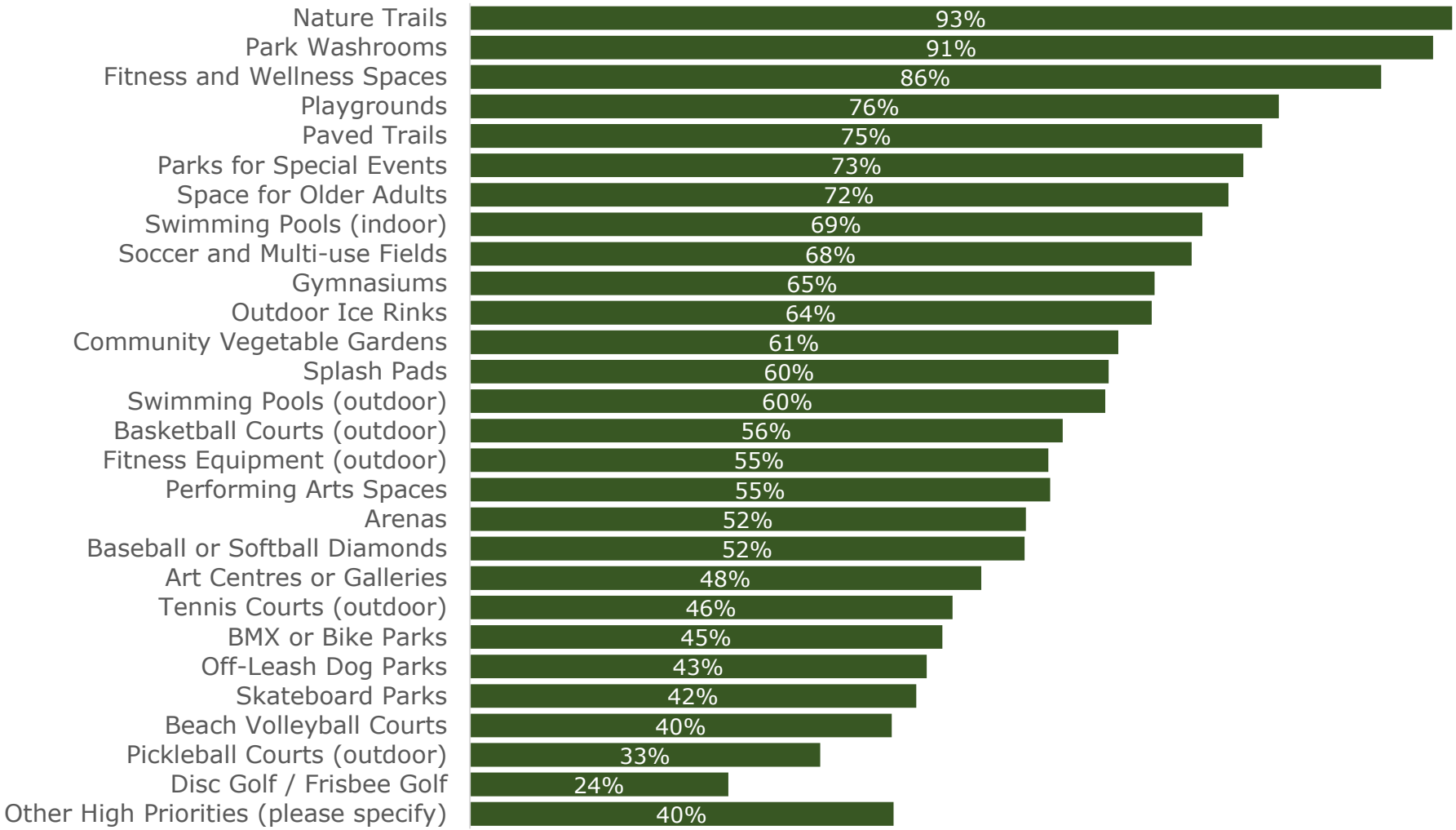
Participation in Pelham

% of Households Participating since 2019; Source: Community Survey



Support for Municipal Spending

Source: Community Survey



Demographics & Growth

2021: 18,192 residents (Census)

2031: 21,560 residents (projected), **16% growth**

Projected housing growth (2018-2028):

Fonthill (~70%)
Fenwick (~25%)
Rural (~5%)

Age Cohorts: The number of **seniors** (ages 70+) grew by 48% between 2011 and 2021 and is forecasted to increase 38% by 2031 across Niagara Region

Broad Trends & Considerations

- Popularity of Unstructured, Self-Directed, Outdoor Activities
- Emerging Recreational Activities and Evolving Arts & Culture Interests
- Pandemic Impacts on Sport, Programming and Resourcing
- Affordability, Accessibility & Equity
- Keeping Pace with Parkland Needs
- Environmental Design and Climate Change
- Multi-Use Spaces and Community Hubs
- Addressing Aging Infrastructure
- Declining Volunteerism
- The Necessity of Partnerships
- Data, Technology and Digital Transformation

Proposed Vision

"We facilitate fun, connect the community and enable participation by all."

Master Plan Goals

1) Respond to Growth
2) Expand Activity Choices
3) Optimize our Facilities and Parks
4) Enhance Service & Capacity
5) Ensure Financial Sustainability

Achieving our Vision…

Recreation

Culture

Parks

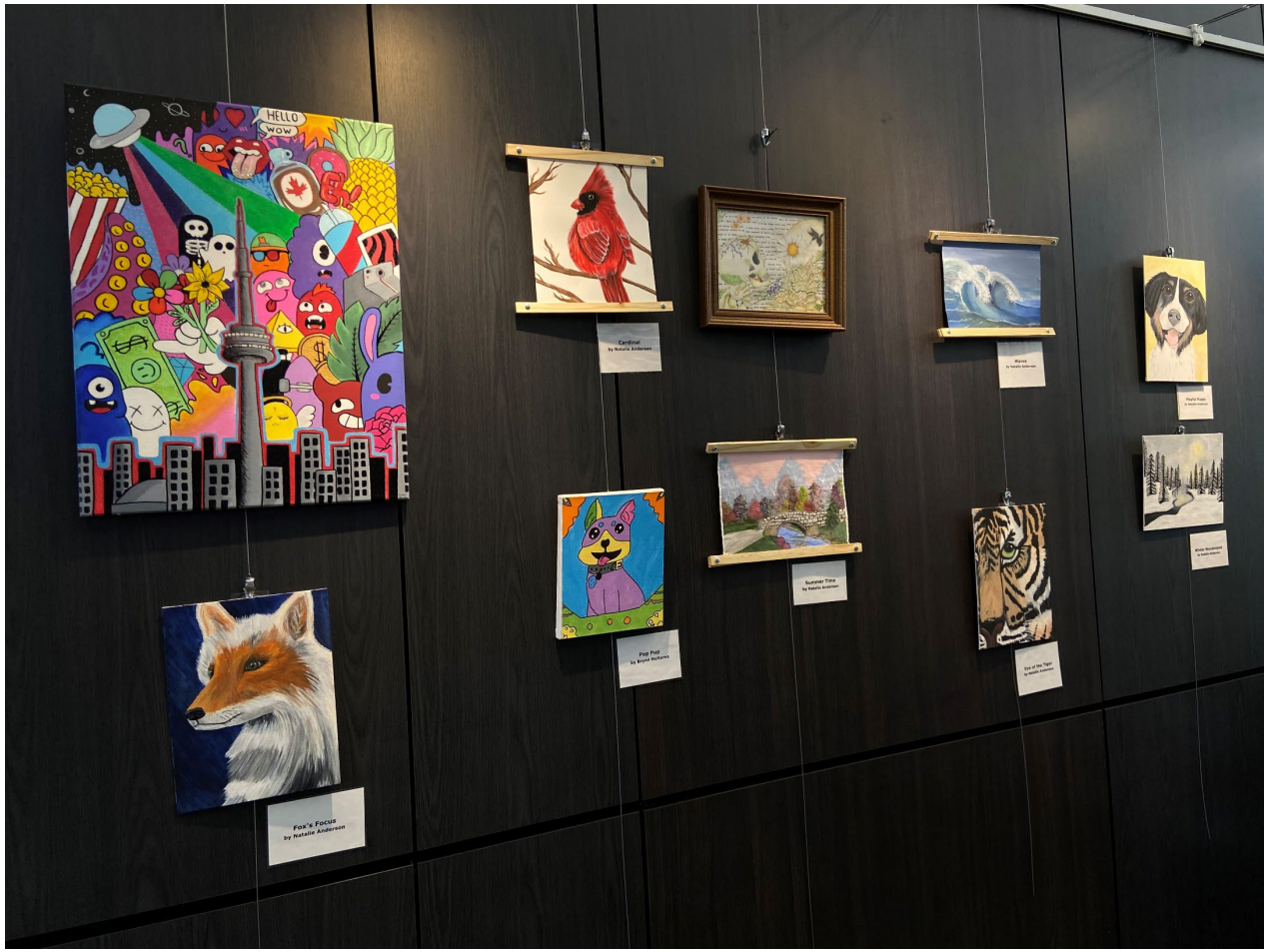
Recreation Services & Programs
Selected Recommendations

- Complete a review of program availability, capacity, and utilization
- Develop a Special Events Policy
- Create an Internal Staff Team to address increasing participation by marginalized populations
- Identify RCW's levels of service and corresponding policy, process, and resource requirements

Recreation & Park Facilities
Selected Recommendations

- Develop formalized operating plans for the Meridian Community Centre (KPMG Report)
- Seek out spaces in schools and other locations for additional programming
- Employ a variety of strategies to address soccer field needs (new field at Centennial Park, access to schools, conversion of softball diamond at Harold Black Park, etc.)
- Develop a multi-sport pad and pavilion at North Pelham Park
- Continue with plans to redevelop the Pelham Public Pool

Arts & Culture
Selected Recommendations



- Review and update the 2013 Cultural Master Plan
- Examine opportunities for public art within all park and public space capital projects, as well as and temporary pop-up projects in underutilized civic spaces
- Seek opportunities to expand arts programming local partners

Parkland & Trails
Selected Recommendations

- Maintain a minimum town-wide parkland provision rate of 2.2 hectares per 1,000 residents – secure 8 additional hectares by 2031
- Seek to secure a larger community park (3+ ha) to serve the Fonthill community; prepare a parkland acquisition strategy
- Update the Official Plan and Parkland Dedication Bylaw to align with Bill 23
- Develop a new organizational structure for management responsibilities of RCW and Public Works (KPMG Report)

Parkland & Trails
Selected Recommendations

Park	Examples of Possible Improvements
Centennial Park	• Upgrade the washrooms (barrier-free) to improve service to the splash pad, playground and sports fields; full renovation or replacement of support building may be required, potentially as part of the proposed Fenwick Lions hall redevelopment • Addition of 3rd full-size lighted soccer field at the rear (as identified in the 2003 Centennial Park Master Plan) • Establish a support building (washrooms, storage) to serve the soccer complex in partnership with Pelham Soccer Club • In the longer-term, establish a parks depot (building and works yard) to improve on-site maintenance and create efficiencies • Improve parking in coordination with other park improvements, including consideration of secondary exit (through the firehall property) during special events
Marlene Stewart Streit Park	• Upgrade the washrooms (barrier-free) to improve service to the splash pad, playground and pool • Replace outdoor pool (grant funding) by 2025/26 • Expand parking, to degree possible • Enhance safe access to site from Highway 20 – consider establishing egress roadway exiting to Elm Street
North Pelham Park	• Redevelop tennis court / basketball pad as a multi-use court for basketball and ball hockey • Add a small pavilion • Upgrades to Diamond 1 (fencing, dugouts, bleachers)
Rolling Meadows Park (former arena site)	• Connect platform tennis clubhouse to municipal water and address parking issues (will be resolved as adjacent residential lands are developed) • Prepare a concept plan to guide the redevelopment of the former soccer field into alternative uses
Harold Black Park	• Improve soccer field drainage to degree possible • Upgrade the washrooms (barrier-free) to improve service and universal accessibility • Convert softball diamond to lit full size soccer field • Relocate the play structure to a more accessible and prominent location in the park • Add lights to hardball diamond if needed
Civic Square Project	• Prepare architectural designs to support future funding opportunities, grant applications, and the development of the Civic Square planned at the northeast corner of Meridian and Wellspring Way, across from the Meridian Community Centre

Implementation Strategy

The Draft Master Plan contains **59 recommendations**.

- Priority and timing have been identified for each
- They are supported by background research and consultation
- Many involve policies and practices (identified by the Framework for Recreation in Canada audit)
- Most do not have direct cost implications

Next Steps

1. The draft Master Plan will be posted on the **project website**

2. We will host a **public open house** to gather feedback on the plan

3. We will return to **Council** to seek project approval

Thank you!

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