SaugeenShores



Meadow Creek Park



Centennial Pool



Waterloo Park

RECREATION
master plan

December 2016

mbpc
Monteith•Brown
planning consultants

Recreation Master Plan

December 2016

Monteith+Brown
planning consultants

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Frequently Used Terms

Age Groups

- Children – Residents ages 9 years and under
- Youth – Residents between the ages of 10 and 19 years
- Adults – Residents between the ages of 20 to 34 years
- Older Adults – Residents between the ages of 35 to 54 years
- Seniors – Residents over the age of 55 years

Prime Time Hours

- Arenas – Monday to Friday from 5 pm to 11 pm
  Saturday and Sunday from 8 am to 11 pm
- Ball Diamonds – Monday to Friday from 6 pm to 8:30 pm (Unlit) / 11 pm (Lit)
  Saturday to Sunday from 9 am to 8:30 pm (Unlit) / 11 pm (Lit)
- Soccer Fields – Monday to Friday from 6 pm to 8:30 pm
  Saturday to Sunday from 9 am to 8:30 pm

Non-Prime Time Hours – Any time outside of Prime Time and Shoulder Time Hours

Recreation Master Plan – Master Plan

Shoulder Time Hours

- Arenas – Monday to Friday from 4 pm to 5 pm and 10 pm to 11 pm

1.0 Introduction

This section highlights the importance of master plans, introduces the purpose of the Recreation Master Plan ("Master Plan"), and how it will provide guidance for the Town of Saugeen Shores over the next 15 years. The project methodology is also described, as well as key background documents that were reviewed to establish an understanding of Saugeen Shores' local context.

1.1 Importance of Recreation Master Plans

A Master Plan identifies what the Town's high level needs and priorities are, in this case as they pertain to local recreation opportunities. Recreation Master Plans advance the required mix of recreation facilities and services so that residents can engage in meaningful physical activities. Master planning provides Town Council and staff, stakeholders, and the general public with insights into recreational needs that align with supporting documents/studies and are rationalized by best practices, consultation, quantifiable data, and a host of other inputs.

Growth forecasts suggests that Saugeen Shores' population is set to grow by 22% over the next 15 years, reaching nearly 17,000 residents by the year 2031. In addition, the Town accommodates many seasonal residents and visitors each summer from all over Ontario and beyond. The preparation of a recreation master plan ensures that the appropriate recreation opportunities are provided for these residents and visitors with consideration given to when and where growth is expected to occur. Recognizing that recreational investments in Saugeen Shores is constrained by the financial resources that are available, the master plan also effectively prioritizes direction to ensure that the most pressing needs are addressed in a timely manner. Building upon this, a master plan can also assist Town staff with securing external funding given that long term plans can assist with grant consideration. As a result, the importance of a recreation master plan that is community responsive and fiscally responsible cannot be overstated.

1.2 Purpose of the Master Plan

A Recreation Master Plan is required to guide future decisions with respect to recreation facility provision over the next 15 years. The impetus for this Master Plan is to provide the Town with an overarching plan to guide the growth and development of Saugeen Shores' recreation system, the scope of which includes indoor and outdoor recreation facilities, programs, and services. Changes in market demographics, trends, recreational interests, aging infrastructure, etc. also necessitated the need for a Master Plan so that the Town has a responsive strategy to address community needs and foster recreation opportunities to ensure that residents are healthy, active, and engaged in their daily lives. The scope of the Master Plan focuses on providing adequate indoor and outdoor recreation facilities, programs, and services to serve current and future residents. With the Town already having prepared a Parks & Trails Master Plan, recommendations pertaining to parks and active transportation are beyond the scope of this Recreation Master Plan as per the Terms of Reference for this project.

The Recreation Master Plan is meant to guide the Municipality in recreation service provision from a public perspective. It provides a framework for decision making for the next 10 to 15 years.

- Master Plan Terms of Reference

1.3 Project Methodology

This Master Plan is based on several inputs and has been prepared through a three step process, which began with the preparation of an Environmental Scan Report that summarized:

- The socio-demographic profile of Saugeen Shores.
- National, provincial, and regional trends in the recreation sector.
- The results from the community engagement programme.
- The state of existing recreation facilities and programs offered by the Town.

The second phase of the Master Plan process built upon the Environmental Scan Report and evolved into this Master Plan. Recommendations for facilities and services are articulated together with a supporting implementation plan. Testing recommendations with the Steering Committee, Council, and the community will occurred in the third phase, prior to being finalized (Figure 1).

Figure 1: Project Methodology





Cameron Park

1.4 Project Background Review

Several background documents have been reviewed to establish the planning context associated with this Master Plan. These documents are broad in scope, affecting Saugeen Shores' population growth, land use patterns, facilities, programs, and other municipal elements. For the Master Plan to be effective, it must align with the Town's objectives and be synergistic with land use policies, such as the Official Plan, and related recreation studies that have been completed. Information contained within these documents are used to provide baseline content for the Master Plan, while integrating and/or reinforcing appropriate findings that support the provision of recreation facilities and services.

Background documents that have been reviewed as a part of the planning process include (but are not limited to) the following:

Strategic Policy Documents

- Town of Saugeen Shores Official Plan

Recreation Documents

- Saugeen Shores Parks and Trails Master Plan
- Next Wave Pool Study (3 Phases)
- Sports Field Assessment
- Ball Light Standards Report
- Municipal Recreation Guides
- Swimming Pool Conditions Report
- Waterfront Master Plan
- Schedules for Arenas and Centennial Pool

Other Supporting Documents

- Development Charges Background Study
- Multi-Year Accessibility Plan
- Schedule of Fees and Charges
- Various User Agreements
- Policies and Procedures
- 2016 Organizational Chart
- 2016 Capital Budget

1.5 Vision Statement and Guiding Principles

The Town of Saugeen Shores Community Services Department oversees the delivery of recreation services to the community. As a high performing and proactive organization, the Community Services Department strives for service excellence and being responsive to the needs of residents over time. A Vision Statement has been developed to guide the Department and to describe a compelling, conceptual image of the desired future state of recreation in Saugeen Shores.

In the context of this Master Plan, the vision is intended to identify what the community and the Town want to achieve in terms of recreation facilities, programs, and services, and what their aspirations are. This vision was crafted based on the community engagement inputs and our knowledge of local needs and objectives.

> "The Town of Saugeen Shores is a vibrant and active community that works together to provide high quality recreation opportunities that are accessible to all."

The vision is supported by a set of guiding principles, which are high level, directional statements articulating the overall context for what this Master Plan intends to accomplish with respect to recreation opportunities in Saugeen Shores. Guiding principles are ideals that the Town and the community should strive to achieve over the life of the Recreation Master Plan and beyond. The following guiding principles should be read and interpreted as a set and are largely complementary – no one principle takes place over another.

Promoting Active and Healthy Lifestyles – Promote healthy living, physical activity, and basic skill development for residents of all ages, including those that are targeted to youth and older adults.

Building Capacity and Strengthening Partnerships – Support and collaborate with volunteers and partners through the coordinated delivery of community-driven recreation initiatives, activities, and events.

Accessibility and Equity – Maximize participation and accessibility in recreation opportunities by encouraging a range of affordable and locally-responsive recreation opportunities, ideally close to where people live.

Investing in Infrastructure – Maintain a safe and appropriate supply of recreation infrastructure in order to meet the demonstrated needs of permanent and seasonal residents.

Awareness – Raise awareness of local recreation opportunities and solicit public input through a variety of community engagement initiatives and techniques including traditional and modern mediums.

Commitment to Service Excellence – Maintain public trust by upholding consistently high standards in customer service, policies and practices, and facility maintenance.

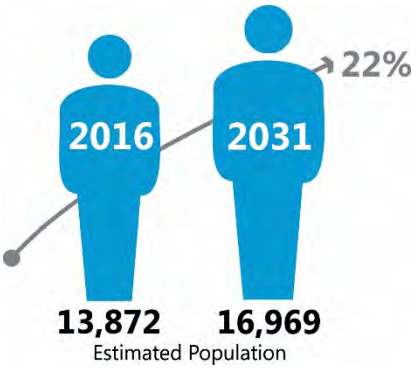
Financial Sustainability – Show accountability to customers and taxpayers through the efficient use of resources, balanced application of user fees, sound decision making, and pursuit of non-municipal funding sources such as fundraising and grants.

2.0 Key Research Inputs

This section provides an overview of trends related to the provision of recreation facilities, programs and services. Trends observed at the national, provincial and regional levels are identified along with their implications in the local context, which is supported by the Town's socio-demographic profile (based on data drawn from Statistics Canada and the Town) and secondary research methods.

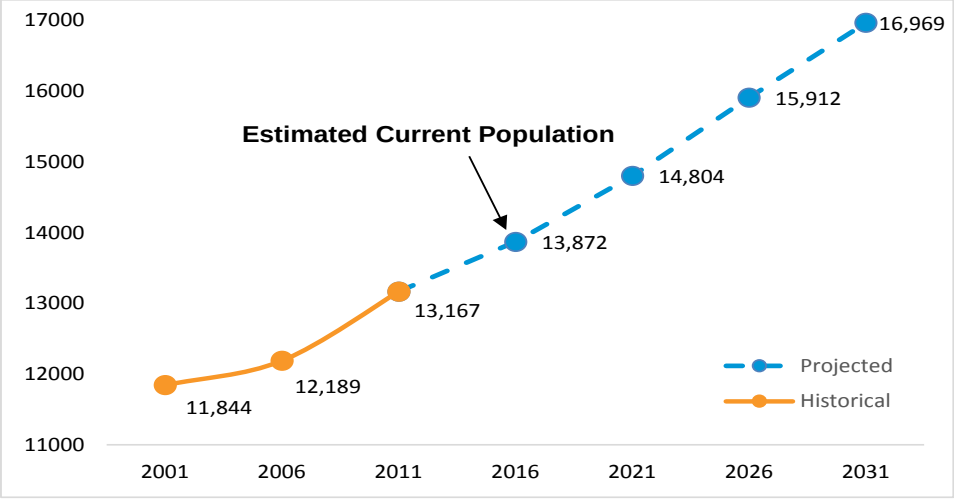
2.1 Implications of Population Growth

Between the 2001 and 2011, Saugeen Shores experienced moderate population growth among its permanent resident base. The 2011 Census reported a population of 12,661, which is an increase of 12% since 2001. The 2011 Census also collected population data for the Town's two main settlement areas – Port Elgin and Southampton – where the majority of the population resides. With a population of 7,555 in Port Elgin and 3,450 in Southampton (2011 Census), these two settlements make up approximately 66% and 30% of the population in Saugeen Shores, respectively, with the remainder residing in rural areas (former Saugeen Township). The 2006 Census did not track the population figures for these two communities.



Statistics Canada is currently compiling data for the 2016 Census and as a result, this data will not be available for consideration in the Recreation Master Plan. Annual population projections recently developed by Hemson Consulting[1] estimate a 2016 population of 13,872 for the Town. This figure is used as the baseline population for the Master Plan.[2] As illustrated in Figure 2, this forecast suggests that the Town's population will experience an increase of over 3,000 new residents to 16,969 persons (22% growth) by 2031.

Figure 2: Historical and Forecasted Population Growth, 2006-2031



Source: Statistics Canada 2006-2011; Hemson Consulting 2016. Includes Census undercoverage of 4%. Excludes seasonal residents.

[1] Hemson Consulting. Growth Forecast. 2016.
[2] Population estimate includes Census undercount of 4%.

Unique to the Town is the large number of seasonal residents that are drawn to Saugeen Shores each summer, which has an impact on the types of recreation facilities and services that are offered, and when they are provided. The Town estimates that there are approximately 7,500 seasonal residents, pushing the total population over 20,000 residents during peak summer months.

The Town's growth forecast does not identify where permanent population growth will occur, although the 2011 Growth Management Discussion Paper identifies that a large portion of undeveloped residential lands are located in the Port Elgin area and it is expected that a majority of the population growth will take place in this community. Notwithstanding where population growth is expected, attaining geographical balance within the recreation system is another consideration to maximize opportunities to participate among both urban and rural populations.

2.2 Lack of Free Time and Physical Inactivity

Research reveals growing rates of physical inactivity and sedentary behaviours across Canada. The 2016 ParticipACTION report card on physical activity for youth and children graded overall physical levels at D- for the fourth year in a row, suggesting that there has been limited progress in improving physical activity at the national level.[3] The Canadian Fitness and Lifestyle Research Institute – and others - have found that physical activity levels tend to decline in conjunction with factors such as age, increasingly busy lifestyles of Canadians, reliance upon motorized transportation and an increasing participation in sedentary choices for leisure time.

Communities are often faced with the challenge of overcoming the "lack of free time" barrier from a service delivery perspective as it is a societal issue that municipalities have little ability to directly influence. There are, however, solutions that can be implemented to mitigate impacts of the 'time crunch' and competition from sedentary activities. Some communities have practiced extended hours of operation to allow residents to participate at times that are most suited to their needs.

Providing more unstructured programs can also facilitate opportunities to participate as casual drop-in activities are often highly desirable, driving the need for indoor and outdoor spaces that facilitate unstructured or drop-in pursuits. People with busy schedules are increasingly seeking spontaneous, non-programmed forms of activities that fit into their schedules. The Town has explored strategies to increase levels of physical activity by offering a number of recreational swim and skate programs that do not require registration or long term commitments to allow users to participate at their convenience.

2.3 Recreation Preferences among Age Groups

Analyzing a community's age structure provides insights into the types of recreation facilities, programs, and services that are in demand. For example, a large market of children and youth can bolster minor sports or generate demands for playgrounds and

[3] ParticipACTION. 2016. ParticipACTION Report Card on Physical Activity for Children and Youth.

skateboard parks. Older adults and seniors may have a greater interest low impact recreation pursuits that emphasize social interaction and cognitive stimulation.

The 2011 Census recorded the Town's median age at 49 years, which is older compared to the County (47 years) and much older compared to the Province (40 years). Since the 2006 Census, the Town's median age increased by over one year, suggesting that Saugeen Shores continues to age as a whole and is consistent with trends in many urban-rural communities.

A look at Town-wide demographic trends between the 2006 and 2011 Census reveals additional evidence of an aging community. During this period, the number of children and youth (ages 0-19) declined by 4%, while the number of older adults and seniors (ages 55+) increased by 20%. Additionally, the number of adults between the ages of 20 and 34 grew by 30%.

The 2011 Census indicates that Port Elgin had a median age of 43.7 years, while Southampton had a median age of 57 years. A breakdown of age groups by settlement area is presented in Table 1 reveals that the higher median age in Southampton and the Town's rural areas is attributable to a larger proportion of older adults and seniors, while Port Elgin boasts a younger population. Other observations gleaned through the Census age profile include:

- Approximately one in four Port Elgin residents are 19 years of age or below compared to one out of every eight Southampton residents.
- Conversely, over half of Southampton's population is 55 years or over whereas one third of Port Elgin's resident base is in that same age grouping. The population in rural areas also has a substantial proportion 55+ residents.

The difference in age profiles in Port Elgin and Southampton emphasizes the need to ensure that the appropriate recreation opportunities are available to respond to residents in each community.

Table 1: Population by Age Cohort and Settlement and Rural Area, 2011 Census

Age Group	Port Elgin		Southampton		Rural Area	
	#	Proportion (%)	#	Proportion (%)	#	Proportion (%)
0 – 9	765	10%	190	6%	115	7%
10 – 19	870	12%	250	7%	140	9%
20 – 34	1,440	19%	440	13%	215	13%
35 – 54	1,980	26%	755	22%	450	27%
55 – 69	1,600	21%	1,070	31%	550	33%
70 +	905	12%	745	22%	185	11%
Total	7,555	100%	3,440	100%	1,670	100%

Source: Statistics Canada, 2011

The aging trend is consistent with trends observed across Canada, driven in part by the Baby Boom generation continuing to move into the 55+ age cohorts and with Saugeen Shores being an attractive location to retire. Notwithstanding this, it is expected that Saugeen Shores will experience growth in all age groups during this planning period which will drive the provision of recreation opportunities at all life stages.

Discussions with Town Staff and a number of user groups suggests that Saugeen Shores appears to be experiencing growth in children and youth population, particularly among those between the ages of 3 and 10, given the presence of Bruce Power, which is attracting working-age professionals in child-bearing years. This correlates to a previous finding, which revealed that the population of residents between ages 20 and 34 increased by approximately 30% between the 2006 and 2011 Census years. The large number of residents in this child-bearing age group has the potential to add more children and youth to Saugeen Shores over the foreseeable future. A long term accommodation strategy prepared by a separate consultant for the Bluewater District School Board indicates that between 2014 and 2029, enrolment among public elementary and secondary schools is anticipated to increase by approximately 5%, which is driven in part by population growth as well as school boundary adjustments due to school closures.[4] At the time of writing, enrolment projections for the Bruce Grey Catholic District School Board were unavailable. As recommended in the Implementation Section of this Master Plan (Section 6), the Town should review the 2016 Census once it is available to ensure that it aligns with these aging trends, particularly as they relate to children, youth, older adults, and seniors, to reinforce the importance of providing high quality recreation opportunities for all residents.

2.4 Overcoming Financial Barriers to Participation

Participation in recreation activities is typically proportional to a household's income, particularly for competitive athletics and personal training due to a higher cost to participate. Across Canada, 62% of individuals living in households with incomes of less than $20,000 were considered inactive.[5] The 2014 Active Healthy Kids Report Card found that 85% of children between the ages of 5 and 14 living in households with an income of more than $40,000 engaged in sport participation, whereas 58% of children were involved in these pursuits living in households earning less than $40,000.[6]

According to Statistics Canada's 2011 National Household Survey (N.H.S.), the median after-tax income for Saugeen Shores' households was $82,496 in 2010 (the average was $94,263). On the basis of income alone, this infers that Saugeen Shores residents are slightly more active compared to the County (median household income of $70,387) and the Province ($71,128). Good paying employment (e.g. Bruce Power) combined with the older adult and senior community, who may have accrued savings in their retirement years,

[4] Watson & Associates. (2014). Bluewater District School Board long term accommodation strategy. Retrieved from: http://www.bwdsb.on.ca/director/BD_Committee/Business_Ctte/Archives/2014-5-6/Watson%20&%20As sociates%20Exec%20Summary%20May%206%202014.pdf

[5] Act Now BC. 2011. Why don't people participate? Physical Activity Strategy. Retrieved from http://www.physicalactivitystrategy.ca/pdfs/Why_Dont_People_Participate.pdf.

[6] Active Healthy Kids Canada. 2014. Is Canada in the running? The 2014 Active Healthy Kids Report Card on Physical Activity for Children and Youth.

may also be a contributing factor in the Town's higher median income. Statistics Canada also reported that approximately 7% of Saugeen Shores' population live in low income households which – although lower compared to Bruce County (11%) and the Province (14%) – means there are over 1,000 local residents having limited financial means to participate in recreation and reinforces the need to ensure that a degree of affordable recreation opportunities are made available.

The Town of Saugeen Shores does not currently offer any financial assistance programs for recreation directly to individuals or households, although the Town does provide a number of minor sport subsidies to make registration fees more affordable for all households. Some residents may also be eligible for non-municipal funding through initiatives such as the Canadian Tire Jumpstart program. It is also noted that local user groups often have internally developed programs or subsidies to respond to the income barrier.

2.5 Engaging Persons with Disabilities



The Canadian Survey on Disability, most recently completed in 2012, reported that approximately 3.8 million Canadians were living with a disability which equates to 13.7% of Canadians and 15.4% of Ontarians.[7] While the number of persons with disabilities in Saugeen Shores is not quantified, applying the provincial rate to the Town's population leads to an assumption that 1,900 local residents could have some form of disability (the number could be higher given the above average proportion of older adults in the community). Given these statistics and the aging of the population, it is crucial that recreation opportunities in Saugeen Shores consider universal design and barrier-free elements wherever possible to maintain inclusivity.

Municipalities across the Province have embraced the principles of inclusivity through facility design and service delivery. This practice is guided by the *Accessibilities for Ontarians with Disabilities Act* (A.O.D.A.) which requires municipalities to remove all barriers within municipal facilities by 2025. In doing so, municipalities are required to form Accessibility Advisory Committees (A.A.C.) and adopt accessibility plans, which identify, develop, and prioritize solutions to remove barriers from municipal facilities. The Town's A.A.C. advises Council on the preparation and implementation of Saugeen Shores' Accessibility Plan, and other matters related to accessibility.

In 2015, the Town completed several accessibility improvements to recreation facilities, which included installing accessible washrooms, automated doors, accessible parking and picnic tables, and more. Over the next five to ten years, the Town's Accessibility Plan has identified a number of future projects such as ensuring that the Fairy Lake Trail is accessible (this project is on-going), accessible rest areas and washrooms, and auditing all recreation facilities, parks, trails, and outdoor spaces to identify areas to remove barriers and maximize inclusivity.

[7] Statistics Canada. Canadian survey on disability 2012. Catalogue no. 89-654-X, Ottawa. Retrieved from http://mieux-etre.edsc.gc.ca/misme-iowb/indicator.jsp?&indicatorid=40. 2013.

With respect to inclusive programming, the Town welcomes any person with special needs to attend any one of the swim program, and certain cases are eligible for a 25% program discount. A caregiver assisting any person with special needs is admitted to attend at no charge.

2.6 Trends in Facility Design

Aging Infrastructure

The 2016 Canadian Infrastructure Report Card rated Canada's overall sports and recreation facilities as "Fair", which was the lowest ranking out of all municipal assets that were evaluated. This ranking suggests that municipal facilities require attention, show signs of deterioration, or have deteriorating facility components. On average, the Report Card found that community/recreation centres, pools, skate parks, and sports fields across Canada were generally in good condition, while curling rinks, arenas, seniors' centres, and tennis courts, were fair, and youth centres were considered in poor condition. The deteriorating condition of municipal sports and recreation facilities can be attributed to a number of factors such as competing municipal priorities resulting in deferred maintenance and replacement, and old age.[8]

Many recreation facilities in Ontario were originally built between the 1950s and 1980s, with a number of them constructed to celebrate Canada's Centennial year in 1967. Since this period, infrastructure province-wide has been underfunded, though these pressures have been somewhat alleviated through provincial and federal economic stimulus programs. The Town's indoor recreation facilities have not benefited from recent stimulus funding, although the Town received $90,000 through RInC and the Ontario Trillium Foundation towards trail construction and improvements to the bandshell at Fairy Lake.

Environmentally Friendly Design

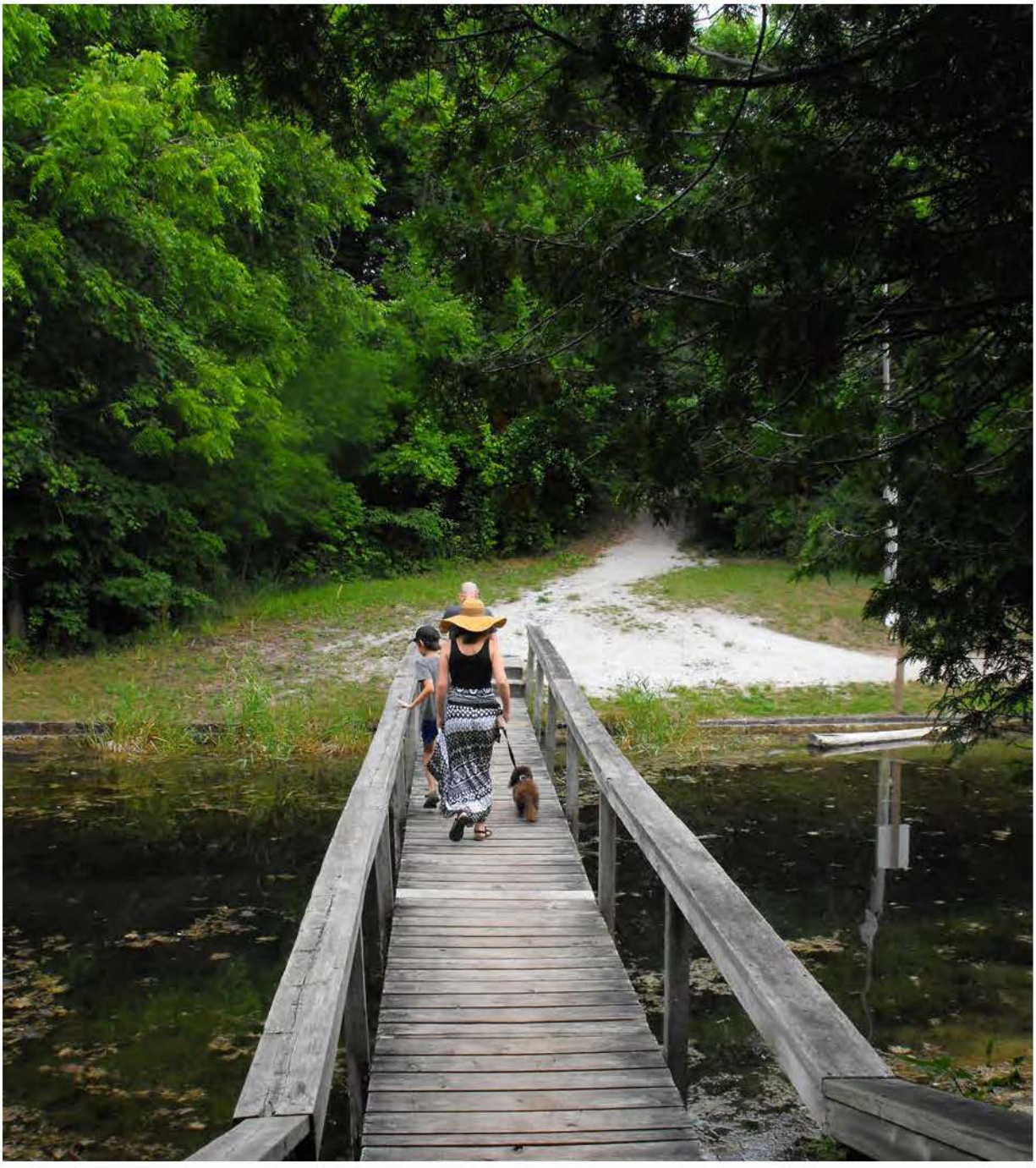


Environmental concerns are often top of mind among many Canadians as there is an increasing need to make efficient use of natural resources. Many municipalities demonstrate environmental awareness in the design and redevelopment of facilities that integrate state-of-the-art technologies to enhance environmental efficiency. The design of environmentally friendly facilities is promoted by the Canadian Green Building Council, which governs the Leadership in Energy and Environmental Design (LEED) rating system in Canada. To obtain LEED certification, a facility must meet rating standards in sustainable development, water savings, energy efficiency, materials, and indoor environmental quality. Green Globes and BOMA Best are other national sustainability certification programs designed to assess environmental performance and management of existing and newly constructed buildings.

While Saugeen Shores does not have any certified energy efficient recreation facilities, the Plex utilizes geothermal technology to redistribute the heat collected from the arena throughout the building. The Town has also taken steps towards replacing aging facility

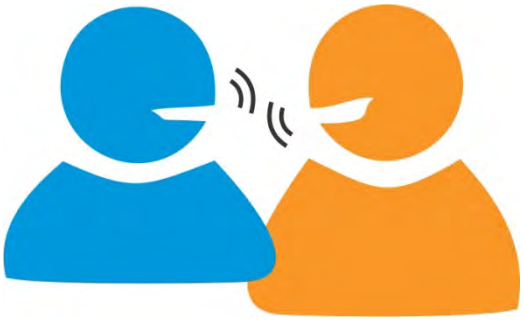
[8] Canadian Infrastructure Report Card. 2016.

components with new energy efficient features. For example, the Town's 2016 Municipal Budget indicates that LED interior lighting retrofits at The Plex/Administration Building are expected to take place in 2017.



Town Pond

3.0 Community Engagement Inputs



Community engagement is integral to the master planning process by creating opportunities for the public and stakeholders as well as municipal officials and staff to provide input and insights relating to the provision of recreation opportunities. At the project's initiation, a Communications Strategy established the consultation tasks to be undertaken at key points during the master plan process. Each engagement tool was designed to maximize community involvement and was tailored to respond to a variety of audiences in Saugeen Shores, including members of the public, local stakeholders, Town staff, and members of Council. The engagement tools utilized for this Master Plan included:

- Master Plan Launch Event
- Online Community Survey
- Stakeholder Group Survey
- Council and Key Informant Interviews
- Town Staff Workshop
- Public Open House
- Council Presentation

This Master Plan considered all input provided from these engagement tools, together with regular meetings with the Steering Committee, to ensure that the final Master Plan is representative of community needs and are consistent with other municipal documents.

The following sections summarize the key themes emerging from each community engagement session. It is important to note that the information and suggestions presented in this section do not represent recommendations, nor has the public input been altered even in instances where the comments incorrectly reflect the Town's actual policies, practices, or level of provision.

3.1 Summary of Community Engagement Themes

A broad range of comments were expressed throughout the community engagement sessions held in the first phase of this project. Table 2 summarizes the most common themes that were heard based on the opinions, preferences, and priorities of residents, stakeholder groups, Town staff, and Council. These themes, which are listed in no particular order of importance or priority, have been used to inform the second phase of the project together with other inputs considered in this Master Plan.

Table 2: Summary of Key Community Engagement Themes by Engagement Session

Common Themes (in no particular order)	Master Plan Launch Event	Online Community Survey	Stakeholder Group Survey	Town Staff Workshop	Key Informant Interviews
The Town of Saugeen Shores does a great job in providing recreation opportunities.	•	•	•	•	•
The Town's recreation facilities are highly valued assets in Saugeen Shores.	•	•	•	•	•
A desire for new recreation facilities that are not currently provided such as an indoor walking track, gymnasium, and splash pad.	•	•			
Active transportation such as walking, hiking, and cycling are popular recreation activities in the community (note: the Parks & Trails Master Plan provides guidance relating to active transportation).	•	•	•	•	•
The Town's recreation facilities are aging and are in need of renewal (e.g., pool, ball diamonds, etc.)	•	•	•	•	•
Municipal recreation programs and services need to be improved, particularly with respect to opportunities for children and youth.	•	•	•	•	•
Volunteers are crucial to the successful delivery of programs and services in Saugeen Shores.		•	•	•	•

3.2 Master Plan Launch Event

A Launch Event was held on June 6, 2016 at The Plex (Rotary Hall) to introduce the Master Plan and encourage residents to contribute ideas. The Event began with a presentation describing the purpose and process of developing the Master Plan, the benefits of recreation, key trends, and an overview of ways to become involved in the planning process. Following the presentation, participants were grouped into tables and asked to respond to questions regarding a broad range of topics related to recreation. The event was attended by 77 members of the public and representatives of local organizations. Members of Council, the Steering Committee, and Town Staff were also in attendance to observe. Common themes and responses received during this event are summarized below, while a transcript of the input received from this event is found in Appendix A.

Community Values in Parks and Recreation

Participants felt strongly about a number of key aspects of parks and recreation in Saugeen Shores such as the strong volunteer system and partnerships, which is vital to delivering many of the recreation programs and services in the Town. Participants spoke highly about the Town's recreation facilities, specifically The Plex and the Coliseum, and indicated that these facilities are well used and easily accessible within the community. The parks are also well used and participants referenced specific amenities and locations that they enjoyed including, but not limited to, Fairy Lake, playgrounds, the dog park, skateboard/BMX park, and sports fields.

The variety of opportunities that are available was also a positive highlight in the Town. Participants agreed that there was a broad range of recreation programs, services, and facilities in the Town to satisfy many needs and that they are generally affordable. Other aspects of local recreation that were valued included Town staff, park and facility maintenance, quality of programming, the beach, and the ease of online registration.

Improving Indoor Recreation Facilities

While participants valued several aspects of local recreation in Saugeen Shores, it was felt that there are opportunities for improvement. There was a desire for new recreation facilities such as an indoor walking track, fitness centre, gymnasium, youth centre, and a new aquatics centre that would consist of a 6 lane, 25 metre multi-use tank and separate leisure tank. Some participants suggested that these new facility components could be offered within a new multi-use recreation complex.

Suggested improvements to existing facilities included updating change rooms and showers, updating amenities at the beach (e.g., washrooms, etc.), providing additional storage space, facility equipment upgrades (e.g., HVAC, sound system, etc.), and accessibility improvements (e.g., accessible pool entrance).

Improving Outdoor Recreation Facilities

Expanding the Town's offering of outdoor recreation facilities was suggested. A number of participants expressed the need for a splash pad. The need for additional playgrounds was also identified; some participants felt that at a minimum, a playground should be provided at every park location. Other desired outdoor recreation facilities included hard surface courts for tennis and basketball, ball diamonds, community gardens, and more. Participants suggested that new facilities could also be consolidated at a multi-use sports centre. Outside the scope of the Master Plan, suggestions received included enhancing active transportation infrastructure and form linkages to adjacent communities.

Recreation Programs and Services

Several suggestions were articulated with respect to improving recreation programs and services. A number of comments were received to provide additional opportunities for youth between the ages of 12 and 19 years. Participants felt that there was a need to continue growing and developing aquatic programs, which could be accommodated through the

development of a new aquatics centre. Generally speaking, residents expressed the need to ensure that all opportunities are affordable and accessible to minimize participation barriers, and that appropriate mechanisms be in place to support vulnerable groups. Participants also felt that these new opportunities could be provided in partnership with local organizations such as the YMCA and school board, as well as with volunteers.

3.3 Online Community Survey

The Master Plan's online community survey was active from May 30, 2016 to June 31, 2016, collecting resident feedback on a variety of topics related to recreation. A broad range of input was received to understand local participation and usage patterns, opinions, and priorities in leisure pursuits. The survey was promoted through several means including the project webpage, e-mails, social media, posters, newspaper ads, and word of mouth.

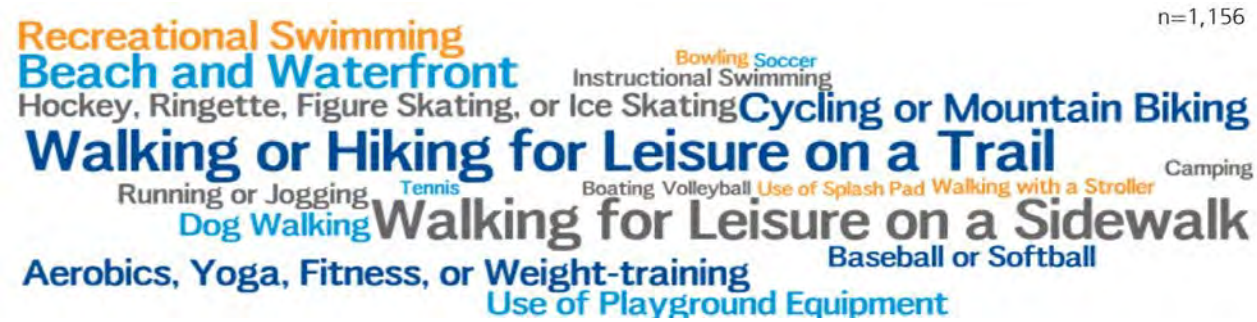
The Online Community Survey received an overwhelming response for a community the size of Saugeen Shores, which highlights the importance of recreation in the Town. A total of 1,156 surveys were completed and analyzed. This section summarizes the key findings of the survey and excludes 'Don't Know' and 'No Responses', with a greater level of detail found in Appendix B. It is important to note that this was a self-administered, non-random survey and thus the results cannot be considered statistically significant or representative of the opinions of all residents. As with other consultation tools, the survey findings should not be considered in isolation, but instead factored within the context of other community input and assessment methodologies.

Participation in Recreation Activities

The most popular recreation activities participated in by survey respondents over the past 12 months are illustrated in Figure 3, with the larger text size correlating with the frequency of mentioned activities. The top five activities were walking or hiking for leisure on a trail (83% of respondents), walking for leisure on a sidewalk (81%), using the beach and waterfront (75%), recreational swimming (58%), and cycling or mountain biking (58%). The majority of the top ten most popular recreational pursuits are associated with passive and self-scheduled activities, which is consistent with participation trends across the Province. The most popular organized sports were arena sports (ranking eighth at 46%) and baseball/softball (ranking tenth at 43%).

The most common location survey respondents participated in these activities was at a public park/facility in Town (83%). Other common locations included at home (29%), at a private recreation facility/club (28%), or at a public park/facility outside of the Town (19%).

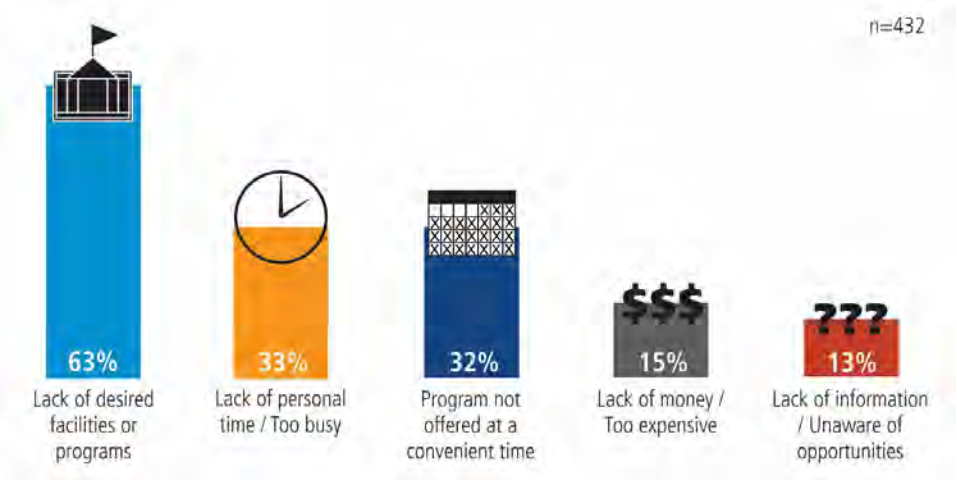
Figure 3: Popular Recreation Activities during the Past 12 Months



Note: Larger text sizes correlates to more frequently mentioned activities. Additional details in Appendix B.

The survey revealed that 40% of responding households are unable to participate in recreation activities as often as they would like, primarily due to not having access to the facilities or programs that they desire. This suggests that there may be a gap area with respect to the availability of preferred municipal facilities and/or programs. The lack of personal time was the second most mentioned barrier, which is often the most common barrier in municipalities across the Province. Programs not offered at convenient times was also identified as a significant barrier. The top five participation barriers are expressed in Figure 4.

Figure 4: Top Five Barriers to Participation in Recreation Activities



More than four-fifths (86%) of respondents indicated that they participate in recreation activities outside of Saugeen Shores. There are a number of reasons why those surveyed chose to engage in recreation activities outside of the Town. The most common reason was because of their desired facility or program is not available in the Town correlating with the previously identified barrier. Other common reasons was that the external facility/program is superior, tournament/special event commitments, and that they use to live in that community (i.e. have an existing connection to another community).

The most popular activities respondents participate in outside of Saugeen Shores included swimming, use of splash pads, walking/hiking, arena sports, and cycling and mountain biking. Respondents were most likely to participate in these activities in adjacent

municipalities such as Owen Sound and Kincardine, in addition to municipalities within the Greater Toronto Area, Hanover, and Collingwood, among others.

When respondents were asked if there were any facilities/activities they would like to see offered in Saugeen Shores, a variety of suggested were identified, which are expressed in Figure 5, with the larger text size correlating with the frequency of mentioned activities.

Figure 5: Most Desired Facilities and Activities Desired by Respondents

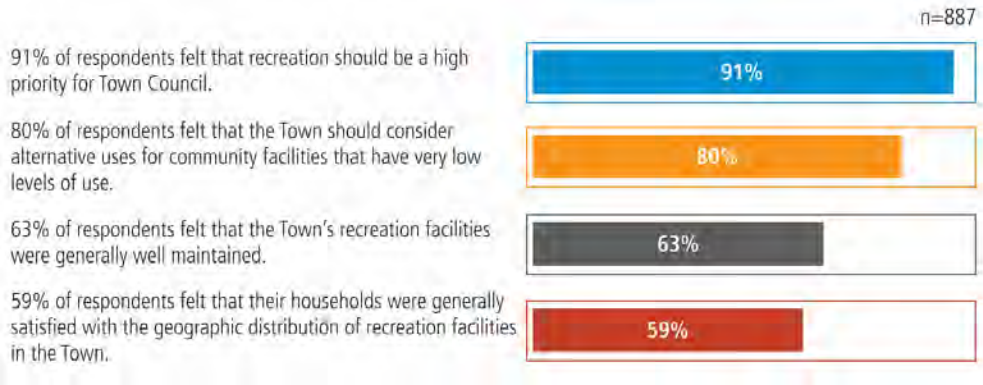


Note: Larger text sizes correlates to more frequently mentioned activities. Additional details in Appendix B.

About half (51%) of survey respondents felt that these facilities/activities should be provided by a combination of the Town, community organizations, and the private sector; 47% of respondents felt that these facilities/activities should be provided directly by the Town.

Survey respondents rated their level of agreement with a number of statements (Figure 6) about recreation opportunities in Saugeen Shores, with the majority of respondents stating that recreation should be a high priority for Town Council. 80% of respondents also felt that the Town should consider alternative uses for community facilities that have very low levels of use.

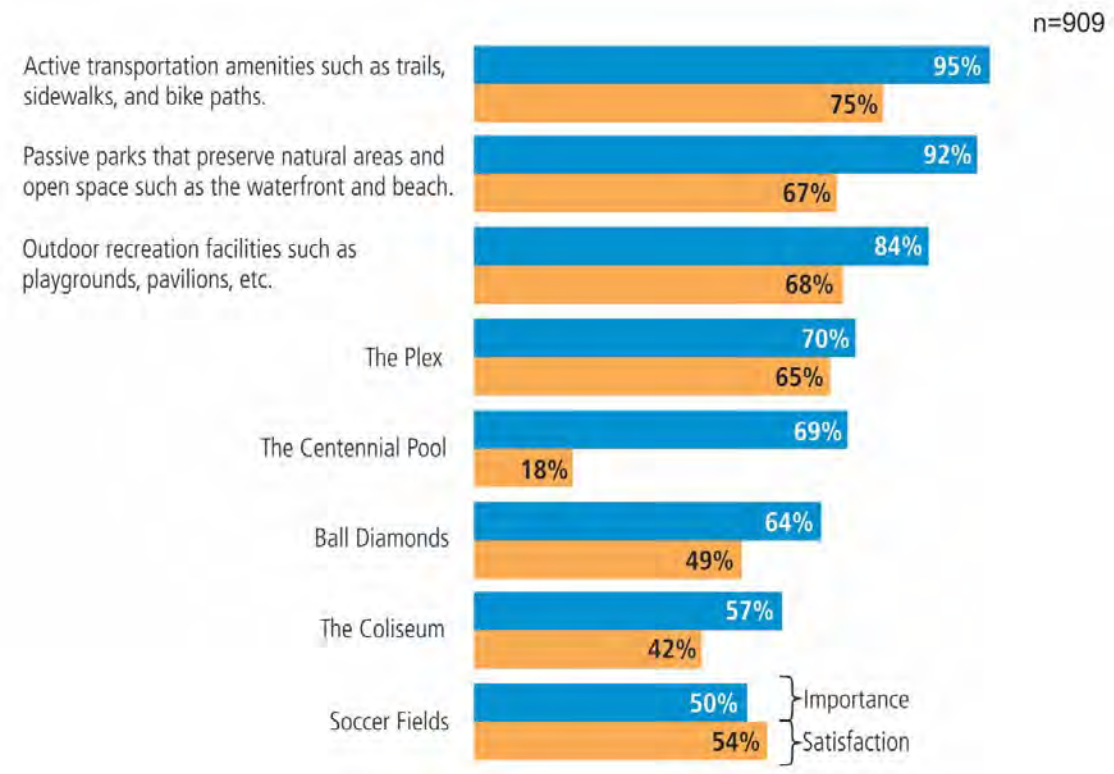
Figure 6: Agreement with Various Statements



Importance and Satisfaction with Recreation

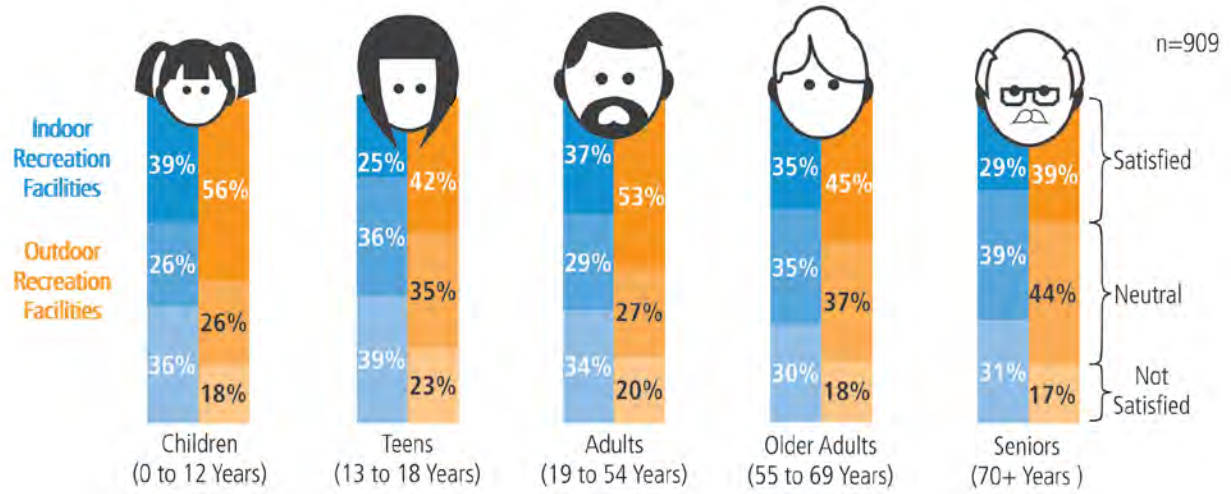
Active transportation amenities, passive parks, and outdoor recreation facilities (e.g., playgrounds, pavilions, etc.) were very important to survey respondents, evidenced by the fact that between 84% and 95% of respondents stated that various components of the system are important to their household. Between 50% and 70% of respondents felt that the Town's indoor recreation facilities and outdoor sports fields were important (Figure 7). However, much lower levels of satisfaction were reported for all facility types, particularly for the Centennial Pool, suggesting that expectations are not currently being met in relation to the importance placed on the facility.

Figure 7: Importance and Satisfaction with Recreation Facilities



Satisfaction levels for indoor recreation facilities by age group ranged between 25% for teens (ages 13 to 18) and 39% for children (up to age 12). Similarly, satisfaction for outdoor recreation facilities by age group ranged between 39% for seniors (over the age of 70) and 56% for children (up to age 12). Figure 8 illustrates that survey respondents are generally more satisfied with the Town's outdoor recreation facilities than indoor recreation facilities for each age group. These results suggest that improvements are needed to the Town's indoor recreation opportunities to ensure that they continue to respond to Saugeen Shores' residents. A significant portion of respondents held a neutral view on satisfaction.

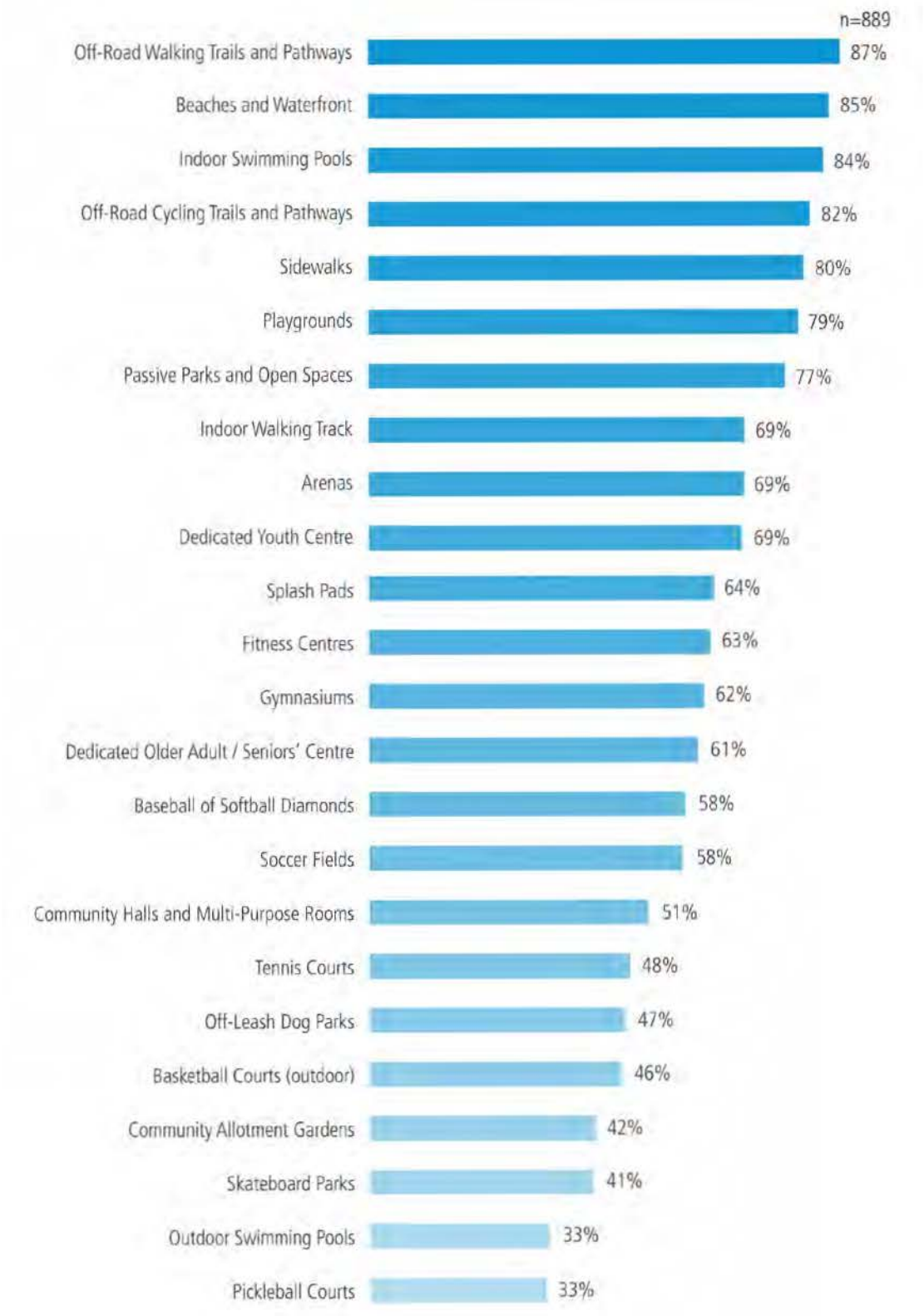
Figure 8: Satisfaction with Recreation Opportunities, by Age Group



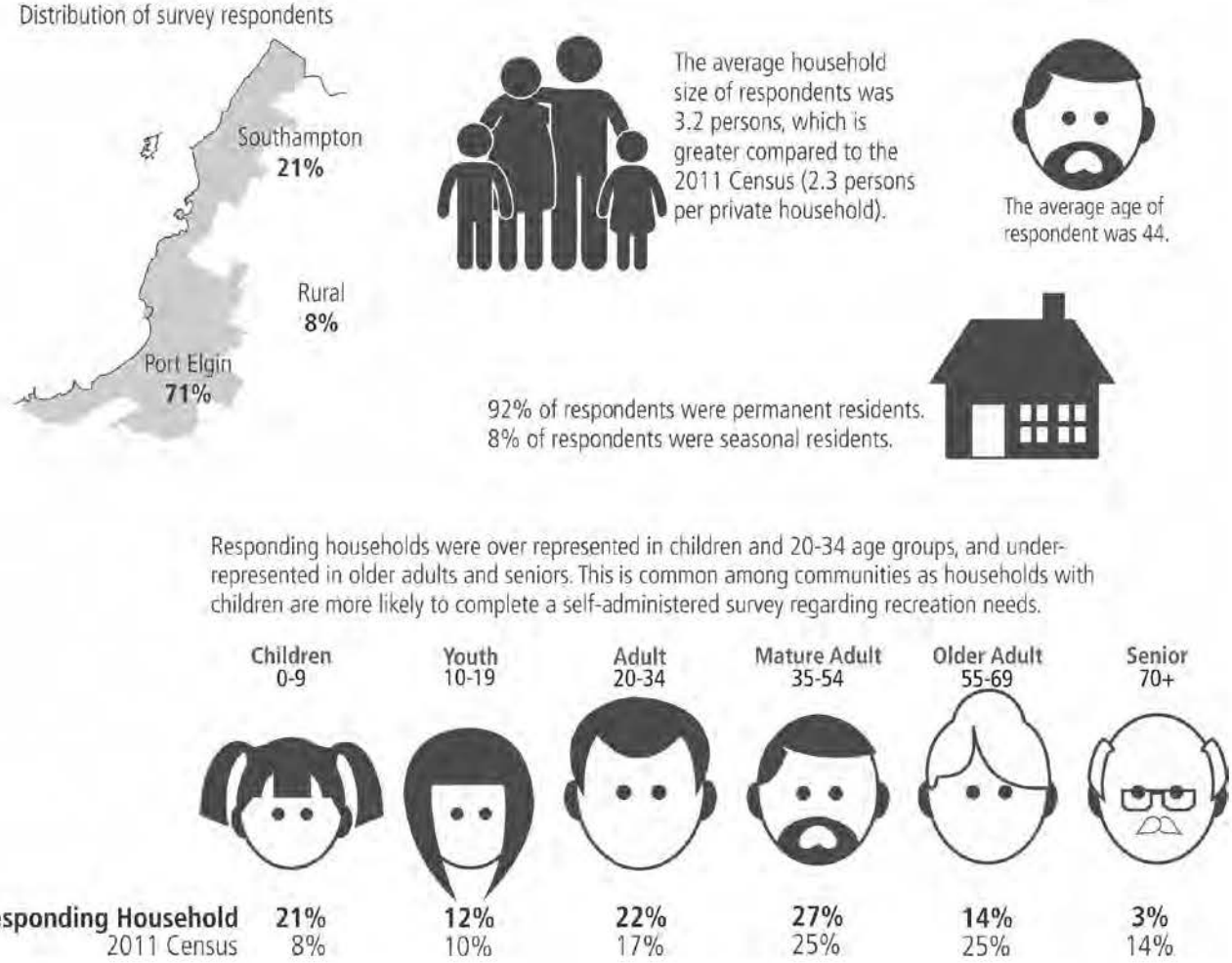
Support for Spending

The highest priorities for additional public spending for recreation facilities (for upgrades or new construction) is presented in Figure 9. The top five areas for additional investments are off road walking trails and pathways (87% of respondents expressed support), beaches and waterfront (85%), indoor swimming pools (84%), off-road cycling trails and pathways (82%), and sidewalks (80%).

Figure 9: Priorities for Additional Public Spending



Summary of Survey Respondent Characteristics





Port Elgin Main Beach

3.4 Stakeholder Group Survey

A survey designed specifically for Saugeen Shores' stakeholder groups was distributed to collect information regarding group participation and trends, facility utilization, future group needs, and more. A total of 25 surveys were completed from the groups listed in Table 3. The following is a summary of key findings with additional information about each stakeholder group found in Appendix C.

Table 3: Respondents to the Stakeholder Group Survey

Stakeholder Group Survey Participants	
Indoor Facility Groups • Allan's Fireside Griller's Oldtimers Hockey Team • Breakers Swim Team • Bruce County Speed Skating • Kaake's Krawlers • Lakeshore Hockey League • Mid Ice Crisis • Monday Morning Hockey Rental • Retiree's Hockey	 • Saugeen Shores 3 on 3 • Saugeen Shores Minor Hockey Association • Saugeen Shores Skating Club • Saugeen Shores Winterhawks • Southampton Curling Club • Wismer House Whalers Hockey Team • Young Strausers
Outdoor Sports Groups • Port Elgin Blue Devils • Saugeen Shores Minor Baseball • Saugeen Shores United F.C.	 • Social Athletics of Saugeen Shores • South Port Men's Slopitch League • Thursday Night Fastball League
Service Clubs and Other Providers • PARC 55+ • Port Elgin & District Lions Club • Port Elgin Rotary	 • Saugeen Rail Trail Association • Saugeen Shores Splash Pad Committee

Key Arena Group Themes

- The availability of ice was identified as a top priority by many groups, with some citing that they are utilizing ice in adjacent municipalities to accommodate their needs.
- The rising cost of ice was a concern for groups, suggesting it is making it unaffordable for some to participate. It was mentioned that ice in adjacent municipalities was more affordable compared to Saugeen Shores.
- Suggested improvements to existing arenas included larger change rooms and showers, dedicated office space, dry-land training space, and storage. The need for consistent service at the concessions was also expressed.

Key Outdoor Sports Group Themes

- Several groups expressed the need to improve field quality and maintenance of the Town's ball diamonds, in addition to offering associated amenities such as permanent washrooms, storage areas, spectator seating, and more.
- Ball groups indicated that while they are able to work together to allocate diamond time, requests were made for another ball diamond.
- Requests were received for a full size soccer field in order to simultaneous programming as well as programs for a range of participants.

Key Service Clubs and Other Provider Themes

- The ability to attract and retain volunteers was a common priority among service clubs and other providers.
- There was a need identified for consistent access to indoor space.

3.5 Town Staff Workshop

To engage Town staff in the preparation of this Master Plan, a workshop was held on June 6, 2016 with staff at all levels from managers and supervisors to frontline administration. Discussions centred on community strengths, needs, priorities, challenges, and opportunities with respect to the provision and delivery of recreation opportunities. The following themes emerged from the discussions:

- As a goal to achieve within five years from now, Saugeen Shores' Community Services Department will be accessible and inclusive to all residents and visitors.
- There is a desire for the Town to offer introductory and feeder recreation program options, while continuing to support non-municipal community programs led by volunteers and other organizations.
- The Town is proud of its trails system that facilitates opportunities for recreational and utilitarian active transportation.
- Town staff are open to working with groups to provide new programs.
- The Town's aging population represents a major programming opportunity for active living, rehabilitation, and more.
- Saugeen Shores is a progressive community and recreation needs to be a priority in order to position the Town to deliver high quality services for its residents.

3.6 Interviews with Key Staff and Councillors

One-on-one interviews were held in June 2016 with key staff and members of Council to establish an understanding of their expectations for the Master Plan and to gain their perspective on recreation opportunities in Saugeen Shores. Engaging members of Council also provided an opportunity to discuss key issues that they may be aware of from their interaction with the public. Due to the confidential nature of these interviews, statements

attributable to any specific Town staff member or Councillor are not reproduced; however, the following is a summary of key themes that emerged:

- The Town's recreation facilities offer a good foundation for active and passive activities, but these facilities need to be re-evaluated to ensure that they continue to meet local needs during the planning period and beyond.
- The Town's recreation facilities are aging (e.g., pool, ball diamonds, etc.) and are in need of renewal and improvements to meet accessibility legislation and residents' expectations for high quality facilities.
- There appears to be a growth in the number of children, youth, and older adults, which is driving the need for age-specific programs. Dedicated spaces for these segments of the population should be evaluated.
- Recognize that resources will be required to support the growth and expansion of programs and facilities, including staffing/volunteers, funding, etc.
- Communication needs to be improved to strengthen relationships with local community and user groups. The Town also needs to engage residents and inform them of the community supports and services that are available.

3.7 Public Open House

A Public Open House was held on November 21, 2016 in the Rotary Hall at The Plex in Port Elgin to present the Draft Master Plan to the public. Information boards were displayed at the event that summarized the master planning process and key draft recommendations that emerged from the Master Plan. The event was very well attended with over 84 participants. A number of Town Staff and members of Council were also in attendance to speak with residents and respond to questions. Attendees were encouraged to review the information that was presented and to provide their written feedback on comment sheets. A summary of key themes that were identified from the input that was received from the Public Open House is highlighted below. A transcription of feedback submitted from the Open House can be found in Appendix D.

Support was received with respect to building a new indoor aquatics centre. Many participants stressed the need to replace the aging Centennial Pool as there are a number of deficiencies with the building such as the lack of accessibility and family change rooms, as well as undersized change rooms and viewing area. Participants felt that a new indoor aquatics centre would be a benefit to the community and as a lakeside community, recognition of the importance of learning how to swimming is an invaluable skill. Some participants suggested that the Town should pursue external funding opportunities from community partners (e.g., Bruce Power) to assist with offsetting construction costs. A suggestion was also received that the associated walking track that is also proposed to be located at The Plex should be externally funded.

There was support for investigating opportunities to re-purpose the Centennial Pool into another use such as a gymnasium space. Participants agreed that there is a need for a public space where residents can engage in a range of year-round indoor sports and activities such as indoor pickleball and tennis, as well as fitness opportunities. A comment

was also received opposing the potential gymnasium space to avoid municipal and business competition.

With respect to outdoor sports fields, residents felt that developing a new ball diamond complex would be an ideal option to support growing participation among minor and adult ball groups. A comment was also received suggesting that the Town should consider land swaps to secure lands large enough to construct the sports field complex. A resident also indicated the importance of distribution of facilities across the Town.

Comments were also received regarding splash pads. Comments received supported and opposed the establishment of a splash pad in at North Shore Park. However, a subsequent public information centre was held to obtain feedback specifically relating to this location (as discussed later in this Master Plan).



J.H. Roberson Park

4.0 Recreation Facility Assessments

This section explores the state of the Town's recreation portfolio and potential implications that may influence the future provision of facilities, services, and programs in Saugeen Shores. An inventory of the Town's recreation facilities is contained in this section along with supporting mapping where appropriate. General facility observations are articulated, together with general market trends, public input, utilization, and needs assessments and resulting recommendations.

4.1 Overview of Recreation Facilities

Table 4 summarizes the indoor and outdoor recreation facilities owned by the Town of Saugeen Shores.[9] Recreation facilities provided by non-municipal organizations are excluded, although their contributions to the local recreation system are recognized and referenced where applicable. Detailed descriptions of each facility and park can be found in Appendix E.

Table 4: Summary of Recreation Facilities

Facility Type	Supply	Location(s)
Ice Pads	2	The Plex, Southampton Coliseum
Curling Sheets	4	Port Elgin Curling Club (4)*, Southampton Coliseum (4)*
Indoor Pools	1	Centennial Pool
Fitness Centres	0	-
Gymnasiums	0	-
Multi-Purpose Space and Meeting Rooms Halls Meeting Rooms Outdoor Pavilions	13 4 4 5	Halls: The Plex**, Southampton Town Hall, Southampton Coliseum (2) Meeting Rooms: Centennial Pool, The Plex (2), The Coliseum Outdoor Pavilion: Emmett McGrath Pavilion (Port Elgin Beach), North Shore Pavilion, Jubilee Pavilion, Fairy Lake Rotary Pavilion, Long Dock Pavilion
Youth Space	0	-
Older Adult Space	1	Chantry Seniors' Centre
Soccer Fields Adult Intermediate Mini Non-Programmed	9 1 3 3 2	Adult: J.H. Robertson Park Intermediate: Helliwell Park, J.H. Robertson Park (2) Mini: J.H. Robertson Park (3) Non-Programmed: Biener Park, Helliwell Park

[9] The Town's recreation inventory is based off of a number of sources including the Development Charges Background Study, 2010 Sports Field Study, Park Listing from the Town's website, and 2004 Parks and Trails Master Plan.

Facility Type	Supply	Location(s)
Ball Diamonds Lit Unlit	6 4 2	Lit: Biener Park (2), Jubilee Park, Lakeview Park Unlit: Cameron Park (2)
Tennis Courts	0	-
Basketball Courts	3	Eric Eastwood Park, Nodwell Park, Waterloo Park
Skateboard / BMX parks	2	Saugeen Shores Rotary Skate Park, Saugeen Shores BMX Track
Splash Pads	0	-
Off-Leash Dog Parks	1	Saugeen Shores Off-Leash Dog Park
Playgrounds	20	See map for playground locations.
Beach/Sand Volleyball Courts	8	Port Elgin Beach

* The Port Elgin Curling Club is operated and maintained by the Port Elgin Curling Club and the lands are owned by the Town. The curling sheets at the Southampton Coliseum are operated by the Southampton Curling Club.
** Rotary Hall at The Plex can be partitioned into two separate spaces.

4.2 Ice Pads

Supply and Distribution

The Town's ice pads are located at two arenas in Saugeen Shores. The Plex is located in Port Elgin, which was built in 1999 and offers one ice pad (195' by 85') with 6 change rooms and seating for 1,108 spectators. This arena is located in the northern portion of Port Elgin and is co-located with the Municipal Administration Complex, together with associated multi-purpose space and outdoor recreation amenities.

The Town's second ice pad is located at the Coliseum in Southampton. This ice pad was constructed in 1977 and contains a smaller ice pad (185' by 85'), which is complemented by 4 change rooms and seating for 700 spectators. The Coliseum is located in the centre of Southampton together with the Southampton Curling Club and multi-purpose space.



The Plex

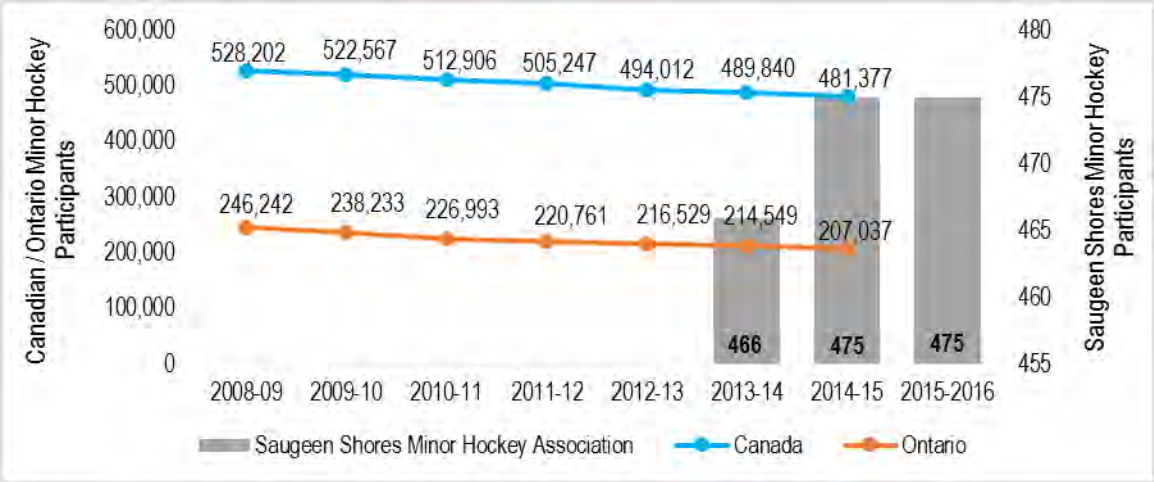
Market Conditions

Winter ice sports such as hockey and figure skating have been definitive Canadian pastimes for decades and the popularity of these sports in Saugeen Shores is strong. Thirteen ice groups (including Saugeen Shores Minor Hockey Association and Saugeen Shores Skating Club) completed the stakeholder survey undertaken for this Master Plan and reported a total of 1,260 participants.

Looking specifically at minor hockey in Saugeen Shores, participation rates experienced a slight increase over the past three years, and some groups expect that this trend will continue over the future due to strong participation among younger skating groups as well

as girls' hockey. This trend stands in contrast with trends at the national level where data from Hockey Canada indicates that participation in minor hockey is steadily declining across Canada and Ontario (Figure 10).[10] The decline in hockey participation is being driven by a number of factors including, but not limited to, the escalating costs of equipment and travel, and greater concerns over safety. In terms of figure skating, the local skating club experienced a slight decline in participation over the past three years. The increasing cost of renting ice is also a common concern among user groups in many communities. A comparison of arena rental rates between the Town and other municipalities in Saugeen Shores is contained in Appendix F.

Figure 10: Minor Player Registration in Hockey Canada (Age 5 to 20), 2008-2015



Source: Hockey Canada Annual General Meeting Reports, Saugeen Shores Minor Hockey Association

In some municipalities, declining participation figures have resulted in surplus arena capacity and communities have undertaken a number of strategies to cope with shifting arena needs and underutilized ice pads. Such strategies include, but are not limited to, amendments to ice allocation policies, enhancing programming to promote learn-to-skate and sport safety, subsidies to reduce the cost to participate, and decommissioning ice pads. A high level review of ice utilization data provided by Town staff suggests that The Plex and Coliseum are generally used well during the prime ice season.[11] This suggests that there is capacity to accommodate additional capacity within the Town's existing arena supply.

Community Engagement Findings

The community engagement process revealed that Saugeen Shores' arenas are popular recreation facilities. The online community survey found that 46% of respondents participated in hockey, ringette, figure skating or ice skating in the past 12 months, which was the most popular organized sport among various activities. Arena sports were also identified as a popular activity undertaken outside of the Town – it is noted that regional play is fairly common in the area, particularly among adults – and additional ice was a highly

[10] Hockey Canada. Annual General Meeting Reports.
[11] Prime time ice is between October and March from 5 pm to 11 pm during the week and all day on weekends.

desired facility type. 69% of respondents supported additional investment in arenas, ranking ninth out of 24 facility types.

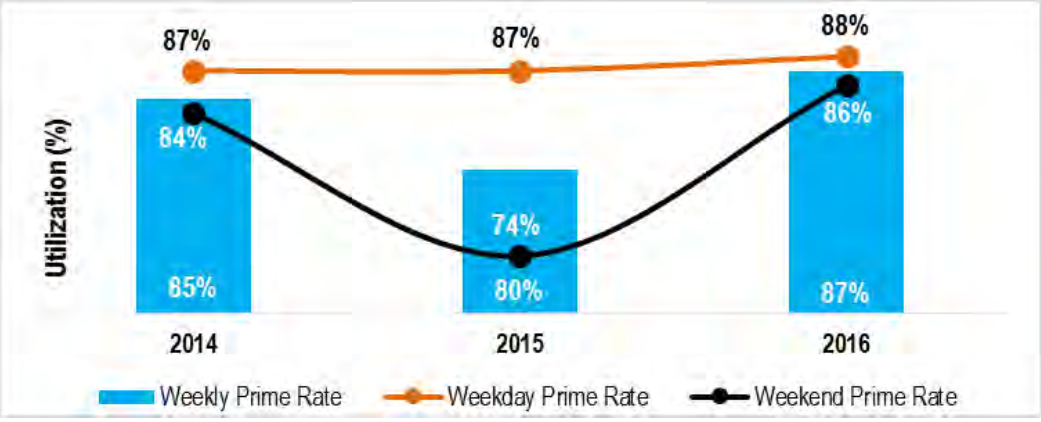
Respondents to the Stakeholder Group Survey echoed the importance of the Town's arenas. A number of arena groups identified the need for improved arena amenities such as concessions, larger dressing rooms, improved spectator seating, and ancillary spaces for offices, storage, and dry-land training. There were also some requests for more convenient ice times. Concerns were raised regarding the rising cost of renting ice.

Utilization

A review of ice utilization schedules reveals that both of the Town's arenas achieve satisfactory bookings during prime time hours.[12] Over the past three ice seasons, Town-wide ice utilization increased slightly from 85% to 87% (Figure 11). A slight decline in utilization was observed in 2015 due to two hockey leagues no longer booking ice in Saugeen Shores; however, this ice time was picked up by other groups in the following year. Other observations include:

- Arenas are used most frequently during weekdays, achieving a prime utilization rate around 88%.
- Usage during the weekend achieves a utilization rate around 86%.
- Usage primarily consists of rentals from the Saugeen Shores Minor Hockey Association and Saugeen Shores Skating Club.
- The usage schedules also revealed that adult hockey leagues frequently use ice time after 9pm, although there are a few adult bookings that take place before 9pm which is generally not a common occurrence in other parts of the province.
- Prime time hours are available for booking at both arenas on weekends before 10am.

Figure 11: Town-wide Ice Utilization, 2014 - 2016



Source: Town of Saugeen Shores, 2016

[12] Prime time hours are defined as Monday to Friday from 5pm to 11pm during the week and Saturday and Sunday from 8am to 11pm.

The Town also puts the ice back in early so that groups have access to The Plex in August and September. The Town is supportive of accommodating groups' needs in these months despite the higher than typical costs of arena operation in these warmer months and charges its normal rental fees (most municipalities' markup summer ice rental rates). August and September utilizations amount to 82% for the most desirable hours (weekdays 5 to 10 pm and weekends 8am to 10pm) though minimal usage is observed during the shoulder hours.

When the ice is removed from The Plex and the Coliseum during the spring and summer, their respective dry floors are used for a variety of events and activities such as lacrosse and rentals requiring a large open space. The Coliseum's adjoining curling floor pad can also be used for dry floor activities during the spring/summer. As is common, dry floor usage is quite low and use of these dry-land spaces is discussed more fully in Section 4.7 of this Master Plan.

Table 5: Town of Saugeen Shores Number of Drop-in Skating Programs Offered, 2013 - 2016

	2013/14	2014/15	2015/16	Growth	
Town Wide					
Parent & Tot Skate	42	63	63	21	50%
Older Adult Skate	65	91	89	24	37%
Public Skating	63	61	60	-3	-5%
Family Skate	22	23	23	1	5%
Total	192	238	235	43	22%
The Plex					
Parent & Tot Skate	22	41	41	19	86%
Older Adult Skate	44	69	68	24	55%
Public Skating	32	28	31	-1	-3%
Total	98	138	140	42	43%
Southampton Coliseum					
Parent & Tot Skate	20	22	22	2	10%
Older Adult Skate	21	22	21	0	0%
Public Skating	31	33	29	-2	-6%
Family Skate	22	23	23	1	5%
Total	94	100	95	1	1%

Source: Town of Saugeen Shores, 2016

The Town also provides a number of drop-in skating programs, which are primarily held during the day. Due to the nature of drop-in programs, the Town does not track the number of participants that participate in each program. Table 5 summarizes the number of drop-in skate programs that are held during each ice season. Over the past three seasons, the number of drop-in skating programs offered by the Town increased by 22%. This increase was driven by the need to accommodate the growing popularity of these programs. Older Adult Skate is the most frequently offered program by the Town with 89 sessions held during the 2015/16 season. This is somewhat expected given that these programs are offered during the day when many older adults are most likely to use the facilities. Parent and Tot

Skate is also offered frequently and experienced the greatest increase in how often it is offered, which appears to be driven by the growth of young families in Saugeen Shores. As the Town continues to attract this key demographic, this program is likely to continue experiencing growth along with the Older Adult Skate program as the population continues to age. Growth in the younger ages should act as a feeder to organized play.

Needs Assessment

To determine current and future ice pad requirements, a market-specific provision target is applied because it is able to consider the impact of participation trends, accepted standards of play, population growth, and demographic factors. Saugeen Shores does not presently have a provision target for ice pads; however, communities of similar size, characteristics, and usage profiles utilize a provision target of one ice pad for every 400 to 500 minor participants. The provision target only considers minor participants given that the majority of the Town's prime time hours are utilized by minor groups and the fact that adult groups have a greater mobility to utilize ice in adjacent municipalities and in times outside of the prime time hours.

Through the Stakeholder Survey, minor ice groups indicated a collective registration of 657, a majority of whom were reportedly residents of Saugeen Shores. With an estimated children/youth population (age 5 to 19) of 1,934 persons – ages 5 to 19 – approximately one in three children/youth participate in ice sports. Assuming this continues to remain the case over the planning period, the future minor ice sport market is forecasted to be 800 participants by the year 2031. Under higher level of service standard at 1:400 minor participants, retaining a supply of two ice pads is expected to fully satisfy future demand provided that minor allocation continues to be directed to evenings and weekend morning/daytime, and that sufficient time remains available for adult bookings into the shoulder hours.

However, continued efforts should be made to work with ice organizations to enhance the efficient use of ice and to maximize the use of available ice time at The Plex and Coliseum. The development of an Ice Allocation Policy is encouraged to ensure that the Town and its ice groups have the appropriate tools to ensure that the allocation of ice time is distributed consistently and effectively in a fair and transparent manner, with a priority placed on minor ice users. Recognizing that the Town is experiencing growing demands for its drop-in skating programs, the Town should also consider offering more unstructured skate times to expand the number of casual opportunities for users to participate. Emphasis should be placed on expanding drop-in programs within available prime time slots while continuing to supplement non-prime time opportunities given that there is ample capacity for additional usage.

In order to ensure that the Town supply of two arenas is positioned to respond to local ice needs over the next 15 years, there is a need to ensure that these facilities continue operating efficiently and effectively. The Plex is currently 17 years old and offers many modern amenities that are desirable in new facility construction. It is anticipated that this facility will adequately serve Saugeen Shores' ice users for the next 15 years, provided the Town continues to undertake appropriate maintenance and asset replacement during the facility's lifespan.

The Southampton Coliseum is approaching 40 years of service, which is fairly advanced into its useful life (arenas typically have an operational life of 40 to 50 years). The Town has been actively undertaking measures to extend the life expectancy of the Coliseum through implementation of accessibility retrofits, replacing mechanical equipment, and other capital projects. The Town is currently in the planning stages of replacing the arena floor pad, which is expected to cost approximately $1 million.

Prior to undertaking such a sizeable investment and/or any further improvements to the Coliseum, it is recommended that the Town evaluate long-term strategic options for this facility. As a first step, the Town should prepare a Building Conditions Assessment to understand the expected lifespan remaining in the Coliseum and what is required to update the facility to meet minimum Ontario Building Code requirements and accessibility guidelines. The outcome of the Building Conditions Assessment will assist with identifying and prioritizing capital projects to ensure that the Coliseum remains in a state of good repair during the planning period, recognizing that the Town's current priority would be to replace the Centennial Pool.

An arena should remain within Southampton given that the Coliseum has served as a recreational hub for residents for the past four decades, and thus it is logical that an arena continue to be located within this community. The Town has three options to consider for the Coliseum – renovation, replacement onsite, or relocation to another site – which are described below at a high level. Subject to the outcome of the Buildings Conditions Assessment, each of these options will need to be investigated more fully to identify the preferred option.

Option #1: Renovate the Coliseum

Based on the outcome of the Building Conditions Assessment, the Town may select this option and commence necessary updates to the Coliseum in order to extend the lifespan of this facility. This may require continuing facility renovations to meet Ontario Building Code requirements and accessibility retrofits, as this is currently being undertaken by the Town. This option is generally considered to be a medium-term solution given that the facility is already four decades old.

Option #2: Replace the Coliseum at the Existing Site

This approach requires the complete replacement of the Coliseum and provides an opportunity to construct a new state-of-the-art arena that will serve Saugeen Shores for future decades. New facility construction will ensure that the arena meets the requirements of the Ontario Building Code and accessibility guidelines under the A.O.D.A. Similar to the previous option, however, replacing the Coliseum with a new arena on the same site would require decommissioning the existing arena for an extended period of time. The decision whether to construct a new curling facility would also need to be considered in the context of local needs and participation trends at that time.

Option #3: Construct a new Arena at an Alternative Location in Southampton

Similar to Option 3, this scenario would allow the Town to construct an arena with modern amenities and features to serve Saugeen Shores for current and future generations. This option represents the most costly approach given that the Town does not currently own any land in Southampton large enough to accommodate a new arena. This option would require the Town to investigate alternative uses for the aging Coliseum once the new arena is opened.

Prior to and during preparation of the Master Plan, certain arena users have expressed concerns over the rising cost of renting ice, a sentiment generally consistent with observations across the province. Depending upon the option selected above, there is the potential that ice rental rates could be escalated to offset higher capital costs associated with implementation particularly if constructing and financing a new arena (though there may be some efficiencies with modern building design, mechanical equipment, etc. that could attain some operational savings as well).

In investigating local arena rental charges further, a benchmarking exercise was conducted among 25 municipalities to determine how ice rental rates in Saugeen Shores compare for local minor sports[13] and adult users during prime and non-prime hours. Benchmark municipalities were chosen in alignment with historical comparators that the Town often benchmarks its other municipal services against. Table 6 summarizes Saugeen Shores' rates relative to the benchmark average and median rate while a breakdown of arena rental rate by community is listed in Appendix F. The key findings that emerged from benchmarking include:

- The prime time ice rental rate for minor sports organizations in Saugeen Shores is more affordable than the benchmarked median and average, and is due to the level of subsidy that the Town applies to ice rentals for minor groups. Furthermore, the Town offers a slightly more robust and modern arena system with its two arena locations (including having one arena that is less than 20 years old) as compared to the nine municipalities where lower ice rental rates are charged. About half of municipalities with lower rates are characterized by having only one arena in their system and most municipalities have older arenas which allows them to incur a lower operating expenditures relative to Saugeen Shores. In some cases such arenas are experiencing decreasing demand whereby the rental rates are reduced to maintain or encourage usage.

- The Town's prime ice rate for adult users is slightly higher compared to the benchmark average and median ice rate. This is appropriate as it was previously identified that the Town offers a greater distribution and quality of ice relative to some of the other benchmark communities that offer one older arena that groups benefit from (and is balanced by the Town's commitment to discounting minor sports group rentals for the benefit of local children and youth).

[13] Similar to other municipalities, Saugeen Shores provides a fee subsidy for minor sports organizations.

- The Town's non-prime rate is higher than the benchmark average. Given the subsidy for minor sports users and a comparable rate for adults during prime time, attempting to recoup costs during off-peak times with higher rates in order to provide lower rates during prime times.

Table 6: Comparison Summary of Ice Rental Rates (Per Hour)

	Saugeen Shores	Comparative Average	Comparative Median
Prime Minor Sports	$128.82*	$134.58	$135.60
Prime Adult	$166.64	$160.00	$157.65
Non-Prime Youth / Non-Prime Adult	$120.97	$92.47 / $96.18	$90.40 / $91.06

* Reflects a discounted rate that applies an annual Council-approved subsidy to minor sport rentals
Note: Rates include HST.

There are several other factors to consider when comparing ice rates with benchmark municipalities as each ice rate is based on a number of factors such as cost recovery models and subsidy levels, the size of the population and ability of the tax base to subsidize operations, operating performance of individual arenas, the arena design template (as multi-pad arenas can recover a greater share of their operating costs than would a single pad arena), etc.

Based on the observational results from benchmarking, it appears that Saugeen Shores' prime time rental rates are consistent with prevailing rates. Further, a high level analysis using 2015 budget figures indicates that the local arena system incurred operating expenditures over $800,000 (excluding the $47,000 annual subsidy provided to minor sports), through which the Town recovered 50% from revenues under the current rate structure and ancillary revenues. Essentially, this means the Town covers half the costs of operation (through tax-funded subsidies) while user groups and ancillary revenue sources cover the other half.

Recommendations

1. Begin long-term strategic planning for the Southampton Coliseum. This should consist of undertaking a building conditions review to determine the state of the Coliseum from an engineering perspective and to determine the remaining life expectancy of the facility. The outcome of the Building Conditions Assessment will inform the Town on timing for consideration of options to renovate, replace, or to build a new arena in a new location within Southampton.
2. Develop an ice allocation policy to ensure that the allocation of ice is distributed consistently and effectively in a fair and transparent manner, with a priority placed on minor ice users and municipal programs.
3. Explore opportunities to expand the number of drop-in skate programs during available prime and non-prime time slots to enhance the number of opportunities for users to participate in order to respond to growing demand and optimizing ice usage.

4.3 Curling Sheets

Supply

There are a total of eight curling sheets distributed across two curling clubs in Saugeen Shores. The Port Elgin Curling Club includes four curling sheets – along with change rooms and a large hall that can be booked through the Club – while another four sheets are operated by the Southampton Curling Club.

Market Conditions

The Town of Saugeen Shores employs two different service models to facilitate the delivery of curling in the community. The first model, applicable to the Port Elgin Curling Club, is a fairly common partnership-focused model whereby the Town provides physical land – in this case at Cameron Park – upon which the building is privately owned and maintained by the Port Elgin Curling Club. The second model is more typical of historical municipal practices whereby the Southampton Curling Club building is owned and maintained by the Town, with the Club responsible for day-to-day operations. Very few municipalities in Ontario have constructed their own curling clubs in recent years, instead leaving the curling market to private and non-profit providers to construct, maintain and operate their own facilities and sometimes absolving curling from the municipal recreation portfolio altogether.

Participation in the sport varies by community as some curling clubs continue to thrive, while others are challenged with keeping the doors open as their membership declines (with some clubs folding completely). The Southampton Curling Club reported that their membership is 163 members - 15 people more compared to three years prior - and expects that member levels will generally remain stable over the next five years. A stakeholder survey from the Port Elgin Curling Club was not submitted and attempts to contact the Club were unsuccessful. As a result, membership data from the Port Elgin Curling Club was not obtained. Research completed by Curling Canada reveals that the sport continues to appeal largely to older adults and seniors, although many curling clubs – including the Southampton Curling Club – are offering junior/youth leagues and programs to recruit new members, help sustain membership levels, and promote the sport at the grassroots level.

Community Engagement

Limited input was received with respect to curling in Saugeen Shores. The online community survey found that 15% of responding households curled in the past 12 months. The Southampton Curling Club also submitted a Stakeholder Survey for this Master Plan with a focus on making accessibility enhancements to allow members to better use the second floor lounge area.

Needs Assessment

The long term strategic planning exercise and resulting findings of the Building Conditions Assessment for the Southampton Coliseum, proposed through Recommendation 1 in the previous arena assessment, will dictate the course of action required for the attached Southampton Curling Club given the two facilities are intertwined. A status quo scenario –

whereby the arena and curling facility continue to operate over the master planning period – would be a result of the Town selecting Option #1 as advanced in the Section 4.2 arena assessments.

In the event, however, that the Building Conditions Assessment and outcomes of long-term strategic planning exercise for the Coliseum lead the Town to consider a complete rebuild and/or relocation of the arena, a decision will be required as to the Town's future provision model for curling. Until the Building Conditions Assessment for the Coliseum is completed, the Town is encouraged to work with the two curling clubs to collectively explore ways in which to maximize utilization of local curling facilities, which consideration given to opportunities to attract new members and events.

Recommendations
4. Facilitate discussions with the Port Elgin Curling Club and Southampton Curling Club to collectively discuss ways in which to attract members and improve utilization, as well as solutions to enhance the operational sustainability of each group.

4.4 Indoor Pool

Supply and Distribution

The Centennial Pool is located at Saugeen District Secondary School. Although the site is owned by the Bluewater District School Board, the pool is owned and operated by the Town, offering a level of service that is not always found in smaller municipalities. This five lane, 25 metre lap pool was constructed in 1975 and is used for a broad range of municipal programs and rentals and is home to the Breakers Swim Team and Saugeen Shores Lifesaving Club. The pool temperature is maintained at 84 degrees Fahrenheit and due to the age of the building, the pool is limited in barrier-free accessibility – the lobby and deck is accessible by a ramp and the tank is only accessible by stairs.

Centennial Pool is located near the easterly boundary of Port Elgin, which is within walking distance of many residents. The pool is located approximately a 10 minute drive from the most of Southampton, and a further drive may be required for residents living in rural areas.

Market Conditions

Saugeen Shores has been fortunate to be able to offer an indoor pool to meet the needs of both local residents, visitors, and users from adjacent municipalities for the past 41 years. Indoor pools are among the most sought after public facilities due to their ability to accommodate a wide range of programs and many ages, interests, and abilities. Learning to swim is an essential life skill that all residents can benefit from and its importance is further emphasized in waterfront communities such as Saugeen Shores. While private backyard pools can provide similar recreational experiences, public pools offer a broad range of aquatic programming and like many other recreation facilities serve as a venue for residents to gather and form community ties. Notwithstanding these benefits, municipal indoor pools are one of the most expensive recreational facilities to operate and can

challenge the ability of smaller communities to fund ongoing operation due to smaller tax bases.

Community Engagement Findings

Participants throughout the community engagement process expressed positive input regarding the Centennial Pool. The online community survey found that 58% and 34% of responding households participated in recreational and instructional swimming, respectively, over the last 12 months (either at Centennial Pool or another location). Recreational swimming was the fourth most popular activity undertaken in the past year, providing further evidence that swimming is a very important life skill among local residents. The online survey found that 69% of respondents felt that the Centennial Pool was important to their household, but only 18% of respondents are satisfied with it. This gap between importance and satisfaction suggests that their expectations are currently not being met.

The Breakers Swim Team's survey submission indicated that the development of a new indoor pool would assist with attracting new participants to grow their organization, remain competitive in the sport, and provide opportunities to host tournaments. The group expressed that a new facility should have a 25 metre tank with eight lanes and amenities including spectator seating, dry-land training space, meeting rooms, and office space. Given the age of the Centennial Pool together with the popularity of swimming, a number of public comments were also received expressing the need for a replacement pool. The desire for more aquatic programming (e.g., lane swim, aquafit, parent and tot, public swim, etc.) was identified. Additional support for a new pool was provided when respondents were asked to identify their priorities for recreation facility investment; 84% of respondents supported additional investment in indoor pools, ranking third out of 24 recreation facility types, which suggests that this is a high priority among respondents.



Centennial Pool

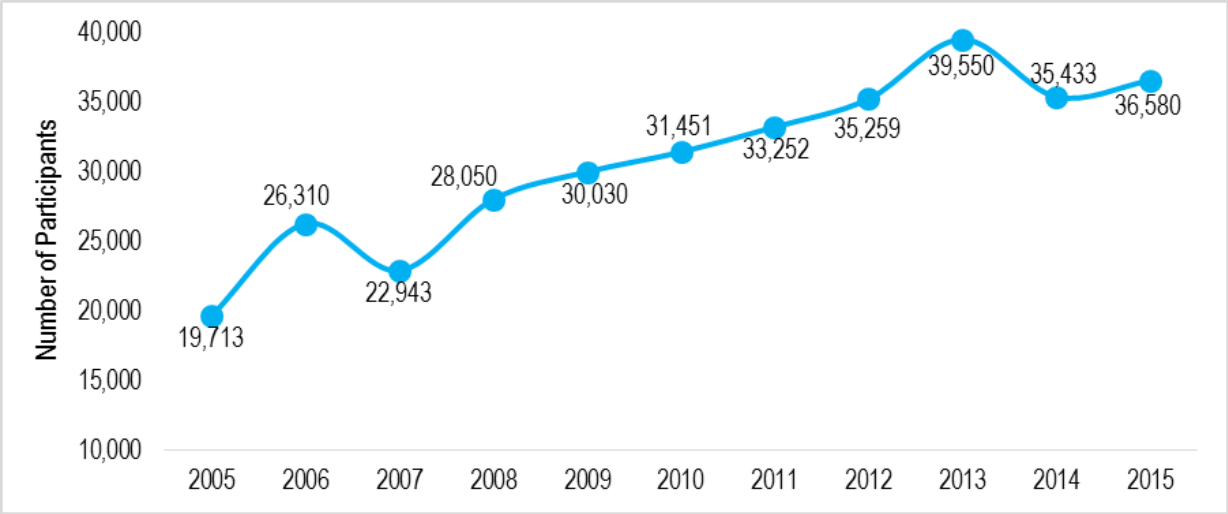
Utilization

Data provided by Town staff reveals that participation levels at Centennial Pool have nearly doubled over the past ten years, growing by nearly 86%, as Town Staff have successfully provided a broad range of popular swim programs that appeal to all age groups. Figure 12 illustrates the total number of participants that used the Centennial Pool between 2005 and 2015, which includes both registered programs and drop-in swims. Due to how the Town collects participation data, figures presented do not represent unique individual residents, as participants registered in swim programs may be counted multiple times. Nevertheless, the general trend upwards illustrates the strong popularity of the Centennial Pool and swimming in Saugeen Shores. Participation declined slightly in 2007 but rebounded in 2008 onwards. Participation also experienced a decline in 2014 as a result of a pool closure for maintenance and is currently on an upward swing. While the Town is currently tracking participation figures for 2016, Town Staff expect Centennial Pool to accommodate over 40,000 participants by year end.

Looking at participation on a monthly basis (Figure 13), the Centennial Pool consistently experiences peak usage from March to May and October to November. Town staff attribute these usage levels to the start of the Swim to Survive programs, while also coinciding with school semesters as students from the adjacent high school contribute to attendance totals. The Town also experiences higher levels of usage in July when the summer camps are running. By contrast, lower levels of usage are observed during August and September as the Centennial Pool is typically closed during these months for maintenance.

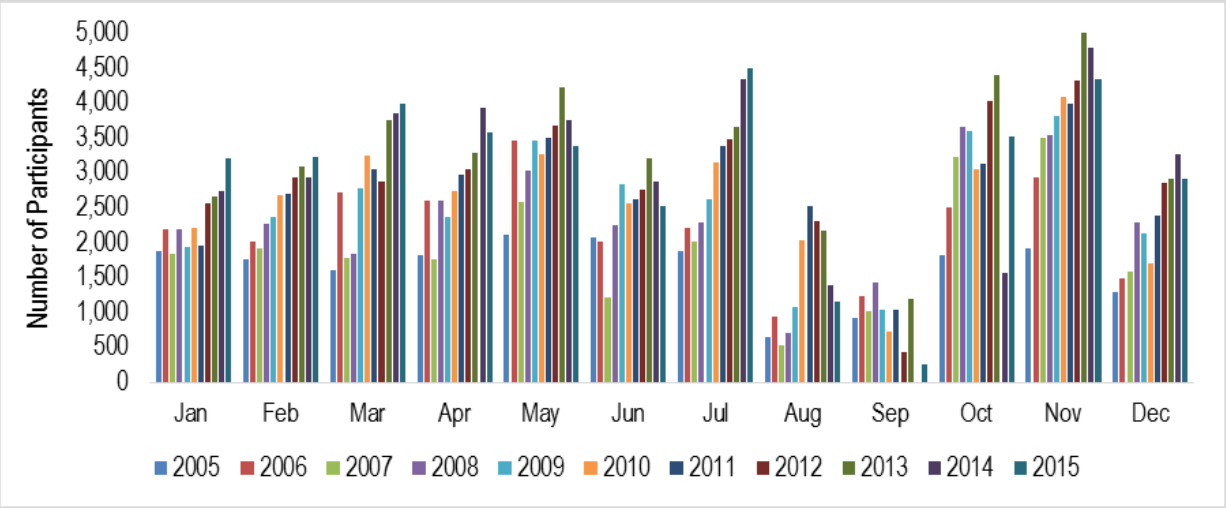
These findings confirm that the popularity of swimming in Saugeen Shores continues to be strong. Discussions with the staff reveals that the Centennial Pool has reached capacity at this level of participation and that they are challenged with expanding their program offering.

Figure 12: Total Aquatic Participation, 2005 - 2015



Source: Town of Saugeen Shores, 2016

Figure 13: Total Aquatic Participation by Month, 2005 - 2015



Source: Town of Saugeen Shores, 2016.

Needs Assessment

Residents of Saugeen Shores have been fortunate to have access to an indoor pool given that it is uncommon for communities with fewer than 30,000 residents to offer such a facility. Despite the substantial operating costs associated with pools, the Saugeen Shores community has supported its pool with strong levels of use, a healthy learn-to-swim and lifesaving program component, a successful competitive swim program anchored by the Breakers, and a fruitful partnership with the Bluewater District School Board that has alleviated some of the operating pressures. Further, invaluable benefit has been provided to the community by way of the pool in terms of reinforcing swimming and water safety into the local way of life along the Lake Huron shoreline.

It is on this basis of intrinsic benefit that the Master Plan recommends that indoor aquatics should continue to form a part of the Town's portfolio of recreation services. Despite an operating in an environment below the 30,000 to 40,000 population threshold normally considered to support an indoor pool, the Town's long history in aquatics provision has established a strong understanding of the costs involved and how to mitigate these using best operating practices and other lessons learned over the past 40 years. Usage from secondary markets such as South Bruce Peninsula, Arran-Elderslie, and portions of Kincardine and Brockton also lend revenue support to Centennial Pool. The 2011 Census reported a population of nearly 48,000 when factoring these secondary markets, more than the minimum threshold required for an indoor pool. As it is understood that no new indoor aquatics facilities are currently planned in adjacent municipalities over the next 15 years, continued use from such areas can be anticipated.

One indoor aquatics centre will be sufficient during – and likely beyond - the master planning period in Saugeen Shores with the population forecasted to grow to nearly 17,000 permanent residents by the year 2031. Given the substantial investment required to bring Centennial Pool up to current standards and modernize certain components, the Master Plan recommends that a new indoor aquatics centre be integrated to form an expansion to

The Plex as a replacement to the current Centennial Pool. Recognizing that the additional costs incurred with providing a new aquatic facility at a higher level of service compared to other municipalities, the Next Wave Pool Study Phase III identified that the Town may benefit from exploring joint venture opportunities and partnerships, and/or other alternatives to assist with funding and increasing utilization rates. These factors should be considered as the Town moves forward.

Recommended Approach – An Indoor Aquatic Centre at The Plex

In constructing an aquatics centre at The Plex, the Town will have two major recreational components integrated onsite (factoring in the arena) which will further reinforce this facility as a major community hub. Efficiencies in maintenance and operations would also be realized by centralizing these services at a single location. The Plex was designed with the ability to accommodate a future expansion, if required, and preliminary site assessments completed through the Next Wave Pool Study Phase III indicates that there is sufficient space to accommodate a new indoor aquatic centre on the east side of The Plex, although would most likely require the removal of the BMX track for additional parking.

Constructing an aquatic centre at The Plex also benefits from sufficient space being available to construct an enlarged natatorium that would contain a 25 metre 6 lane rectangular basin – adding one lane above that presently available at Centennial Pool – as well as an ability to integrate a separate leisure pool basin. This leisure tank would be optimal for instructional, aquatic fitness and/or aquatic therapeutic programming, thereby addressing the Town's growing population of families with young children and older adults that seek a warmer water setting. Given that this amenity does not currently exist, it is anticipated that users are travelling up to 45 minutes to use the leisure tank at the P&H Centre in Hanover. Addition of this second tank would increase the Town's overall capacity to bolster its complement of programs in response to the growth pressures being experienced to date and potentially generate additional time slots for competitive swim rentals in the 6 lane, 25 metre multi-use tank.

Other design features that should be integrated in the new aquatic facility include accessibility features for users with mobility restrictions or special needs through the incorporation of ramps, lifts, beach entry, accessible change rooms, and more. Spectator seating, viewing galleries, and sufficiently sized dressing rooms should also be considered along with 'sport-friendly features' such as starting blocks, sufficient depth, etc.

The Next Wave Pool Study Phase III estimated the cost of this approach between $10 and $12 million (quoted in 2010 dollars), though it would be prudent for the Town to obtain a new estimate as the cost of commodities and materials has escalated substantially in the six years since the Next Wave Study was completed. Implementation of this action will also require discussion with the Bluewater District School Board as to whether it will reclaim the space vacated by Centennial Pool, whether it could be repurposed for another municipal purpose and to ways to transition the school's existing aquatics usage most effectively to the new site (the school is approximately a 30 minute walk from The Plex).

Replacing the Centennial Pool at The Plex represents the ideal option that will best serve the Town over the foreseeable future. Other location options were considered; however, the following summarizes some of the key benefits that support the location at The Plex:

- By constructing an aquatic centre at The Plex, the location is further strengthened as a 'community hub' or 'destination facility'. Cross-programming and dry-land training opportunities would already exist, as well as the potential to engage more users at similar or concurrent times given the presence of a range of recreation and leisure facilities under one roof.

- Locating the aquatic centre at The Plex offers added benefits of shared parking and common areas, leveraging efficiencies in maintenance and operations. There tends to be general operational cost savings by centralizing staffing at one location (reducing redundancies of facility maintenance and supervision staff in particular). It is recognized that cost recovery may be impacted if school usage declines based on geography (e.g., bussing costs, reluctance to have students walk 30 minutes each way, etc.), but such rentals may be recovered by greater community use during the day than what occurs at present.

- There are opportunities to develop and/or expand swimming programs geared towards older adults and seniors, a key demographic that represents the largest age cohort in Saugeen Shores. This could leverage the PARC 55+ group's offering and/or be delivered by the Town or in partnership with other community providers.

In considering the provision of a new aquatic facility and do so in a cost-effective manner, the Town should evaluate various alternatives for construction methods and use of materials: conventional concrete/steel structure, pre-engineered structure, tensioned membraned-type structure, etc. In addition, construction alternatives should also be explored such as design-build, design-bid-build, etc.

Alternative Approach

In the event that the Town chooses not to pursue an indoor aquatics component at The Plex for any particular reason (e.g. financial, site constraints, etc.), an alternative approach would need to be considered if the intent is to continue to retain indoor aquatics within the municipality's recreation portfolio. The Next Wave Pool Study Phase I, II, and III (2008, 2009, and 2010) and a Swimming Pool Conditions Report (2011) concluded that the Centennial Pool is reaching the end of its useful lifespan and is challenged in meeting the needs of the community. To retain indoor aquatics in the community, The Next Wave Pool Studies identified two other options in addition to The Plex.

1. Revitalize the Centennial Pool
2. Construct a standalone aquatic centre at an alternative site

Now that the School Board appears committed to retaining Saugeen District Secondary School – the school's future was being evaluated at the time of the last Next Wave Study – the revitalization of Centennial Pool remains a valid option to consider. Revitalizing Centennial Pool would require a less substantial capital investment as the Town's Swimming Pool Conditions Report identified $4.9 million (2011 dollars) in capital projects to

update the facility to meet the minimum requirements of the Ontario Building Code.[14] The challenges inherent with this option is that the existing layout of Centennial Pool is such that renewal activities may not fulfill accessibility guidelines under the A.O.D.A. nor could the pool basin be expanded let alone accommodate a second leisure pool as would be possible at The Plex. Further, the renovation would require closing the facility for an extended period of time. All of these challenges are not ideal given that the Town has continued to experience growing aquatic participation rates over the past ten years and the fact that the investment may not be sufficient to meet the needs of certain segments of the aging population base and others with mobility restrictions.

In terms of constructing a stand-alone aquatics centre, best practice would dictate that such an option would not represent sound planning in the absence of having another recreational facility. That is, indoor aquatic centres are best located within multi-use community centres in order to achieve economies in scale and offer cross-programming opportunities as a means to mitigate the significant cost of pool operations. This Recreation Master Plan has not identified any needed major indoor recreation facilities that could be co-located with a new indoor aquatic centre to achieve these benefits. Moreover, the Town would be required to purchase land - or acquire lands through other means - which would be substantially add to the project's cost. As such, construction of a stand-alone aquatics centre on an independent site is not supported through this analysis.

Recommendations

5. Develop a new indoor aquatic centre at The Plex to replace Centennial Pool. Design attributes to be considered include a 25 metre, 6 lane tank with separate warm water leisure tank. Subject to review by the Town in light of best practices and current market conditions, the conceptual design and related considerations articulated in The Next Wave Pool Study Phase III should serve as a baseline for this new aquatic centre.
6. Engage the Bluewater District School Board to determine the future of Centennial Pool provided that the Town proceeds with Recommendation #5. Discussions should centre upon whether the School Board has an interest in reclaiming that space for its own needs or whether the Town of Saugeen Shores should re-purpose the space to meet an another need serving the community's interest.

4.5 Gymnasiums

Supply and Distribution

The Town does not currently own or operate a gymnasium, nor does the Town have regular access to any school gymnasiums. Access to school gymnasiums is facilitated through the provincial Community Use of Schools initiative.

[14] WalterFedy. Swimming Pool Conditions Report. 2011.

Market Conditions

Gymnasiums provide a venue to facilitate a wide variety of indoor sports and recreation opportunities that require a hard surface and a large open space. Gymnasiums support both formal and drop-in activities including basketball, volleyball, badminton, pickleball, general fitness, and other active programs. A variety of non-recreational activities may also take place in these facilities such as trade shows, large gatherings, and other events.

Community Engagement Findings

Participants throughout the community engagement process identified the desire for gymnasium space as well as for casual drop-in sports that typically take place within these spaces. The online community survey evaluated participation in gymnasium-based activities, which reveals that over the past 12 months, 22% and 14% of respondents participated in volleyball and basketball, respectively. About two-thirds (62%) of respondents also supported additional investment in gymnasium space, which suggests that there is moderate support for this facility type.

Needs Assessment

Given the absence of a municipal gymnasium and limited access to school gymnasiums due to competing school priorities, there is no space to facilitate indoor sports activities. There may be an opportunity to provide some level of sports programming when the ice is removed at The Plex and Southampton Coliseum, as it is currently done so through the Town's indoor lacrosse program at the Coliseum. The Town is encouraged to continue promoting the use of the arena floor pads to position the Coliseum and The Plex as year-round facilities and to accommodate active recreation activities that require a large indoor space. There are non-municipal community space providers in Saugeen Shores such as the United Port Elgin Church, which offers a gymnasium; however, the availability of this space is subject to usage fees and competing and priority bookings for this gymnasium may also impact usage of this space, which may make municipal programming challenging.

As the preceding aquatic assessment recommended the development of a new aquatic facility at The Plex, an opportunity exists to consider re-purposing the aging Centennial Pool to a gymnasium to accommodate municipal programs and sports (e.g., lacrosse, dodgeball, volleyball, tennis, pickleball, etc.) that are complementary to existing opportunities that are found throughout Saugeen Shores. For example, it is recognized that there are non-municipal providers that may provide certain sports during the summer months (e.g. volleyball, tennis, pickleball, etc.); however, offering indoor municipal programs during the winter and fall season that are complementary to existing services ensures that residents have access to recreation activities on a year-round basis. Rentals and other uses requiring a large indoor space should also be encouraged to maximize facility utilization, provided that uses are compatible with the re-purposed facility (e.g., appropriate flooring types). It is recommended that the Town investigate this opportunity if/when the Town's indoor aquatic needs are shifted to The Plex.

Recommendations

7. Should the Town proceed with relocating the Centennial Pool to The Plex, investigate opportunities to re-purpose the Centennial Pool to a gymnasium space to accommodate municipal programs and sports (e.g., lacrosse, dodgeball, volleyball, tennis, pickleball, etc.) that are complementary to existing opportunities found throughout Saugeen Shores. Rentals and other uses requiring a large indoor space should also be encouraged to maximize facility utilization, provided that they are compatible with the re-purposed space (e.g., appropriate flooring type).
8. Continue to promote opportunities to utilize arena floor pads when the ice is removed to position the Coliseum and The Plex as year-round indoor facilities and to accommodate a broad range of active recreation activities and community uses that require a large indoor space

4.6 Fitness Centres

Supply and Distribution

The Town does not offer equipment-based fitness facilities, choosing not to compete with the number of private fitness providers located in Saugeen Shores and in adjacent municipalities.

Market Conditions

As with many communities large and small, local fitness providers (e.g., Fitness Corner, Lakeshore Recreation, Fitness Funatics, etc.) offer a broad range of studio-based active living programs in private spaces, while equipment-based fitness centres are offered by local private sector establishments (e.g., EAG Crossfit). Other equipment-based fitness centres can be found within driving distance to area municipalities including Owen Sound and Kincardine. The Town does not offer direct fitness programming, but is a space provider for programs offered by community-based providers. For example, the pavilion at Port Elgin Main Beach is used by a yoga group.

The emphasis being placed on personal health is resulting in growing participation across Ontario for physical fitness activities. This is translating into increasing use of private and public sector fitness services including active living programming centred on general health and wellness, cardiovascular training and stretching activities (e.g., aerobics, yoga, pilates, etc.). Group fitness programming is one of the fastest growing segments of the sector, more so than traditional weight-training, given that these programs are designed to be fun, social activities ('Zumba' is a notable example).

Community Engagement Findings

Over half (51%) of online community survey respondents participated in aerobics, yoga, or other fitness program in the last 12 months, which was the sixth most popular recreation activity in the past year. Participation in fitness in adjacent municipalities was also a common activity undertaken outside of the Town, which is expected given the limited private

sector offerings available in Saugeen Shores. Some respondents expressed the desire for a fitness centre and more programs to be offered locally, and support for public investment in fitness centres ranked 12th out of 24 recreation facility types, suggesting that there are other pressing priorities in the Town.

Needs Assessment

Fitness Space

Equipment-based fitness facilities are traditionally provided by the private sector given their ability to provide a premium level of service and high quality facilities, although some municipal examples do exist. Municipalities may provide premium level fitness centres if there is a gap in the market, due to the absence of private competition, or if there is a willing partner available such as the YMCA. Other municipalities may provide a more basic fitness centre that features a limited range of equipment, often in a turnkey environment. The provision of entry-level fitness facilities provided by the municipality is generally more affordable compared to the private sector; however, a membership fee is typically imposed to assist with offsetting capital and operating costs.

Given the presence of local and regional fitness centres (e.g., Lakeshore Recreation), entry into full-service fitness is not recommended. The most fiscally sustainable approach would be for the Town to continue focusing on promoting its municipal spaces for active living and fitness programs offered by community providers given that there are a number of municipal multi-purpose and meeting spaces that are underutilized.

Indoor Walking Track

According to surveys conducted across the Province, walking is typically the most popular recreational activity given that it is self-structured and can be pursued by a wide range of people. As a result, indoor walking tracks have become increasingly desirable as they offer several benefits such as indoor year-round training for sport organizations and providing a safe and controlled venue for walking, particularly given Canada's varied climate conditions. Walking tracks are low-cost facilities to operate, and while they are not necessarily intended to generate revenue to recover costs, they offer intangible benefits by promoting physical health and activity. They are also attractive for older adults/seniors and caregivers (with strollers) particularly during winter months. The steady volume of use and foot traffic through the facility can also bolster a facility's profile as a recreation hub.

Indoor walking tracks can be incorporated into both existing and new recreation facilities. Municipalities have implemented creative solutions to integrate indoor walking tracks within older facilities by using dedicated walking routes within circulation areas or having designated walking times within large open spaces such as in a gymnasium or indoor field. Many modern recreation facility designs incorporate indoor walking tracks encircling an arena, gymnasium, sports field, or other major facility components.

There is merit in integrating an indoor walking track at The Plex, should the Town proceed with constructing an indoor aquatic centre at this site. The Next Wave Pool Study (Phase III) identified a potential option of integrating an upper level walking track as a part of the seating area and in combination with the area above the change rooms and mechanical

room. There are no examples of integrating a walking track within the pool area due to challenges with humidity levels for track users and privacy for bathers. In order to maximize its usage potential, the track should be oriented towards sport users as well as casual recreational walkers or joggers. The track should be designed to be two to four lanes with a rubberized surface, to effectively allow for simultaneous casual and high intensity uses.

Recommendations

9. Continue to focus on promoting and facilitating active living and fitness programs provided by community providers at existing municipal spaces to bolster facility utilization.
10. Should the Town develop a new indoor aquatic centre at The Plex, an indoor walking track should be considered in the design. The location of the indoor walking track should have regard for the concept presented in the Next Wave Pool Study (Phase III) as locating a track inside the pool area is not recommended. The design of the indoor walking track should be two to four lanes in width, with a rubberized surface.

4.7 Multi-Purpose Spaces and Meeting Rooms

Supply and Distribution

The Town offers eight multi-use venues that can accommodate a broad range of activities including meetings, birthdays, social gatherings, weddings, banquets, and other special events. The Plex's Rotary Hall can also be partitioned into two spaces to accommodate users seeking smaller venues. Each of the Town's multi-purpose program spaces is equipped with a number of amenities and features to accommodate a range of uses including, but not limited to, full kitchens, seating areas, tables, storage, washrooms, and more. In addition to these indoor spaces, the Town also permits five outdoor pavilions that have access to varying amenities (e.g., shade, storage, washrooms, seating, picnic tables, etc.). It is recognized that the Town also provides a number of neighbourhood level pavilions that can be used without a permit for shade and informal gatherings. Generally speaking, the Town is achieving a balanced distribution of multi-purpose, with a variety of venue options and locations to choose from. Spaces available for booking includes:

Meeting Rooms

- The Plex (Lobby, Meeting Room)
- Southampton Coliseum (Green Room)
- Centennial Pool (Room)

Community Halls

- The Plex Rotary Hall (Full, A, B)
- Southampton Town Hall
- Southampton Coliseum (Main Floor, Annex)

Outdoor Pavilions (Available for Rent)

- Emmett McGrath Pavilion (Port Elgin Beach), North Shore Pavilion, Jubilee Pavilion, Fairy Lake Rotary Pavilion, Long Dock Pavilion

Market Conditions

Historically, stand-alone community spaces were constructed as small single-purpose facilities generally for passive activities (such as gatherings and meetings). The construction of stand-alone facilities is generally discouraged in current facility planning exercises due to a number of factors such a programming limitations, operational costs, and other variables. Multi-purpose and meeting rooms are typically incorporated within modern facility designs as complementary spaces to other facility components as they can accommodate a broader range of uses, including community programs to supplement rental revenues. The program rooms at The Plex and Coliseum are examples of co-locating multiple recreation facility components to facilitate cross programming opportunities, while achieving economies of scale in facility construction along with efficiencies in maintenance and management.



Southampton Old Town Hall

Outdoor pavilions serve as park-based counterparts to indoor multi-purpose spaces and meeting rooms, while connecting users to parks and outdoor spaces. To maximize use of pavilions, they are usually erected in meaningful locations that take advantage of scenic vistas (e.g., along the waterfront) or complement outdoor recreation facilities (e.g., sports fields and playgrounds) and open spaces to offer shade areas. Outdoor pavilions can accommodate casual get-togethers as well as permitted gatherings/programs. The Town's outdoor pavilions serve both of these functions. For example, the Emmet McGrath Pavilion at Port Elgin Beach is used by a yoga group.

Community Engagement Findings

Limited input was received with respect to multi-purpose spaces and meeting rooms throughout the consultations. Investment in multi-purpose spaces and meeting rooms ranked 17th out of 24 recreation facility types in the online community survey thus suggesting that these are a lower priority relative to other facilities. It is recognized that a number of stakeholders use these community spaces for meeting and events, although no comments were received with respect to potential improvements.

Utilization

A review of booking data provided by the Town reveals that its multi-purpose and meeting spaces are infrequently used. In 2015, these spaces were booked for approximately 4,400 hours, representing a utilization rate of 13% of their operating hours. However, bookings represent an increase from the previous year when nearly 2,800 hours were booked and the utilization rate was just 9%. In total, the Town's multi-purpose and meeting spaces may accommodate an additional 45,000 hours of use during their normal hours of operation. More specifically:

- Meeting Rooms had bookings of 1,100 hours in 2015 with the vast majority attributable to The Plex meeting room where 885 hours accounted for 80% of all room bookings system-wide. The Southampton Green Room was occasionally used with 177 booked hours and the room at the Centennial Pool was booked for just 4 hours. The lobby at The Plex is available for rentals; however, staff indicated that this space is not typically booked. In total, the Town's meeting rooms booked just 7% of their total available hours.

- Community Halls were booked for a total of approximately 3,300 hours in 2015, representing a utilization rate of 18%. Again, the majority of bookings took place at The Plex where Rotary Hall accommodated 1,986 booked hours (or 60% of all hall rentals). The curling floor pad at the Southampton Coliseum and both arena floor pads, which are available for booking during the spring and summer, received approximately 130 to 318 hours of booked hours, while the Southampton Old Town Hall had 490 hours booked.

- Outdoor Pavilions are booked very rarely, ranging between 26 and 150 booked hours in 2015, though this will not reflect actual levels of use as many residents will use a pavilion without booking it (a permit is usually only sought when residents want to ensure they have priority to use the pavilion over others in the park). Town staff indicated that the pavilions are generally used for family gatherings, weddings, and community-based programs (e.g., yoga).



Fairy Lake

Needs Assessment

There are many factors influencing the level of usage of these spaces such as location, cost, capacity, number and type of amenities, and more. Regardless of these factors, these spaces tend to have low to moderate usage levels as they are typically used as supporting or secondary spaces. Nevertheless, the availability of convenient and affordable multi-purpose and meeting space is essential to ensure that residents have formal gathering places to engage in a broad range of activities.

With an abundance of time available to accommodate additional facility bookings within the Town's existing supply, additional multi-purpose and meeting rooms are not required; however, the provision of these space should be considered if there are opportunities to be co-located with the construction of major facility components. As this Master Plan recommends relocating the Centennial Pool to The Plex, an opportunity exists to integrate multi-purpose space fairly cost-effectively. Providing a multi-purpose space as a complementary component enhances cross-programming opportunities such as dry-land or off-season training space for aquatic and sports groups.

The Town is also encouraged to explore opportunities to maximize the use of existing multi-purpose and meeting rooms by promoting the use of these spaces to accommodate a broad range of uses and to ensure that community organizations are aware of available municipal spaces that can be rented. Undertaking necessary updates and renovations to rooms may

also assist with enhancing utilization and also ensure that they are suitable for the intended uses. There may be opportunities to modernize multi-purpose spaces to be more desirable for community users such as renovating kitchens (such as the Coliseum Green Room) and washrooms. It is recognized that the Town is currently in the process of replacing a number of amenities and features to make these spaces more inviting and user friendly such as replacing chairs, tables, and carpet, as well as exterior renovations.

Prior to undertaking any further facility improvements, the Town should assess the costs associated with carrying out any improvements and rationalize this expense through a cost-benefit evaluation. Emphasis should be placed on providing spaces that are flexibly designed to accommodate a broad range of uses. Consideration should be given to consulting with local stakeholders to identify and prioritize improvements to the Town's multi-use and meeting spaces.

Recommendations

11. Continue to promote and encourage the use of the Town's multi-purpose and meeting rooms to facilitate a broad range of uses and to ensure that the community is aware of the facilities available.
12. As a part of The Plex expansion to construct an indoor aquatic centre, integrate multi-purpose space to support cross-programming opportunities for dry-land training space for aquatics, indoor sports, and other activities.
13. In consultation with local community organizations and user groups, identify and prioritize improvements to the Town's multi-purpose and meeting spaces, which may be rationalized through a cost-benefit analysis, to modernize municipal facilities and ensure that they are flexibly designed to accommodate a broad range of uses.

4.8 Youth Space

Supply and Distribution

Although the Town does not offer dedicated youth spaces, it offers a number of youth opportunities and encourages the use of municipal recreation facilities geared towards youth such as the Saugeen Shores Rotary Skate Park and the Saugeen Shores BMX track at The Plex. The Town is also a proud supporter of the Play in Bruce Grey Network, an initiative to encourage youth to become physically active.

Market Conditions

The provision of dedicated community space for youth offers a number of benefits, particularly given that they are often considered as under-represented segments of the population. Youth have specific needs and desires, resulting in the need to ensure that youth spaces are designed to respond and adapt to a variety of interests. Research has revealed that youth between the ages of 10 and 19 years prefer unorganized and self-structured activities, prompting the emergence of drop-in youth spaces that allow users to engage in their desired activities on their own schedule. These spaces also function as a

safe environment to facilitate positive reinforcement to combat concerns surrounding mental and physical health among youth.

The Town offers a selection of youth programs including, but not limited to, skating, swimming, and summer camps. Municipal programs are complemented by activities provided at Lakeshore Recreation including ball hockey, Wee Wigglers, and a kid's room. A limited number of youth programs are also offered at the Bruce County Public Library branches in Port Elgin and Southampton.

Community Engagement Findings

The need for a youth friendly spaces and programs was a common theme throughout the community engagement process to ensure that youth have a place to gather in safe and positive spaces to participate in a range of activities. The online community survey found that 25% of respondents were satisfied with the indoor recreation opportunities for youth, which was the lowest satisfaction level compared to all other age groups. This may suggest that improvements are needed, although it should be recognized that survey respondents may not be fully aware of all youth opportunities in Saugeen Shores given that the median age of the respondent was 44. Respondents were more satisfied with the outdoor recreation opportunities for youth (42%).

When respondents were asked to rate their support for investment in recreation facilities, dedicated youth centred ranked 10th out of 24 recreation facilities, which suggests that there may be other high priorities. Respondents suggested potential activities that may appeal to youth such as recreational hockey, basketball, karate and martial arts, and other indoor activities.

Needs Assessment

As previously noted, there are no youth spaces offered by the Saugeen Shores; however, the Town provides a number of youth programs, which are provided at various municipal facilities. The Town's offering of youth-oriented activities is a good starting point to ensure that there are opportunities available for this demographic, which is often regarded as a vulnerable age group. Due to the projected growth of youth expected to occur during this planning period, Saugeen Shores would benefit from having dedicated space to offer meaningful after-school activities. As a result, there it is recommended that the Town explore opportunities to establish a drop-in youth centre.

There is no accepted provision level for the development of dedicated youth spaces as these facility types are generally constructed based on need, ability to be co-located with other complementary facilities, and potential for cross-programming opportunities. This Master Plan identified that if a new pool at The Plex is constructed, the Town should investigate the potential to re-purpose the Centennial Pool to a municipal gymnasium. Should this investigation prove to be successful, consideration should be given to formally leasing classroom space at the school to establish a dedicated drop-in youth space as it is understood that the Town currently has limited access to one classroom space at the school to support dry-land aquatic programs. Co-locating a youth space with a gymnasium, as well as the outdoor sports fields located at the school and at the abutting Cameron Park, offers

a wide variety of cross-programming opportunities that may appeal to youth. The dedicated space should be flexibly designed to accommodate a range of activities and programs, and be comfortable and inviting for users. Local youth should be engaged throughout the design process to ensure that it is appropriate for their needs. The Town is also encouraged to work with other community organizations (e.g., Bruce County Social Services) to explore opportunities to meet the needs of 'at risk' youth.

As the Town's population of youth continues to increase, maintaining regular dialogue with local youth is key to ensuring that their voice is being heard and that their needs are being met. This can be achieved by establishing an annual youth forum to identify programming gap areas such as indoor and outdoor sports and non-sport activities, discuss opportunities to improve recreation opportunities, and other relevant matters related to youth.

The Town can further demonstrate its commitment to enhancing youth opportunities by pursuing Youth Friendly Community status. Established by Play Works, the Youth Friendly Community Recognition Program recognizes communities that actively supports and provides opportunities for the growth and development of youth. To achieve Youth Friendly Community status, communities must meet at least 10 out of 16 criteria, which includes the availability of youth options for play, youth feel valued in the community, inclusive play, and more.

Recommendations

14. Contingent upon the ability to re-purpose the Centennial Pool to a gymnasium space, pursue a formal lease agreement with the Bluewater District School Board for use of a classroom space to establish a dedicated youth drop-in room to facilitate cross-programming opportunities. Local youth should be engaged in the planning and design of this space.
15. The Town should work with other community organizations (e.g., Bruce County Social Services) to explore opportunities to meet the needs of 'at risk' youth.
16. Establish an annual youth forum to identify programming gap areas, discuss opportunities to improve recreation opportunities, and other relevant matters related to youth.
17. Pursue opportunities to be recognized as Youth Friendly Community. This will require meeting a minimum of 10 of the 16 criteria established by Play Works to achieve this designation.

4.9 Older Adult Space

Supply and Distribution

The Chantry Seniors' Centre is the Town's only dedicated space for older adults and seniors. This stand-alone facility abuts Jubilee Park in Southampton and contains three program rooms and a community hall with a kitchen. While available to all residents, Rotary Hall at The Plex is frequently used by PARC 55+, a community group that provides a place for older adult members to gather, socialize, and engage in leisure activities.

Market Conditions

Older adult space is an important consideration for facility provision given that the aging baby boomer generation has become more sophisticated with the desire to engage in pursuits that emphasize low impact physical activity and socializing with peers. The Town offers a limited range of recreation programs that are geared towards this age group includes aqua-fit and older adult skate times, while the Chantry Seniors' Centre and PARC 55+ (provides activities at The Plex) such as potlucks and luncheons, cards, special interest clubs, shuffleboard, low impact fitness activities, billiards, and line dancing. These activities are complemented by other non-municipal service providers such as the Bruce County Public Library.

Older adult space provides a location for users to engage in activities and functions as a place where residents can gather, socialize, and share common interests. The 2011 Census found that approximately 40% of the Town's population are over the age of 55 and aging trends suggest that this demographic will continue to grow, particularly given that Saugeen Shores is a popular retirement destination. As a result, ensuring that there are high quality recreation opportunities for this age group will be an important consideration. The Town currently promotes a number of local older adult clubs, service groups, and retirement living centres through the Town's website including Home and Community Support Services Grey Bruce, Hampton Court Retirement Lodge, Kingsway Arms at Elgin Lodge, and Chantry Senior Centre. These organizations are dedicated to providing a range of social services and recreation programs for older adults and seniors.



Chantry Seniors Centre

Community Engagement Findings

The online community survey found that 61% of respondents supported additional investment in dedicated older adult spaces, ranking 14th out of 24 facility types. One-third of respondents were satisfied with indoor recreation opportunities for older adults and seniors. A slight improvement in satisfaction was observed for outdoor recreation opportunities for older adults (42%). Nevertheless, these results suggests that there is a desire to improve recreation opportunities for this age segment. Input received throughout the public consultation process included the desire for pickleball courts, bocce, dedicated municipal seniors space, and low impact fitness activities.

Needs Assessment

There is no accepted provision level for the development of dedicated older adult spaces as these facility types are generally constructed based on need, ability to be co-located with other complementary facilities, and potential for cross-programming opportunities. With the Chantry Seniors' Centre located in Southampton and PARC 55+ meeting at the Rotary Hall

at The Plex in Port Elgin, it is expected that these two organizations satisfy the need for dedicated older adult space in Saugeen Shores.

The preferred course of action is to continue supporting the Town's older adult clubs by accommodating them within existing municipal facilities. Continuing to support these groups to ensure their needs are being met is imperative as the Town's older adult and senior community will grow over the foreseeable future. With the addition of an aquatics centre and walking track at The Plex, as well as outdoor pickleball courts at various parks, the Town will be well positioned to meet the growing needs of this age segment. Efforts should be made to ensure that the Town's recreation facilities are complemented with supporting amenities that are inviting and comfortable for older adults and seniors such as comfortable seating and accessibility retrofits, the latter is currently being implemented at a number of municipal facilities.

Given that over 40% of the Town's population are over the age of 55, there is merit in exploring opportunities to become an "Age-Friendly Community". The Age-Friendly Community movement was established by the Public Health Agency of Canada to ensure that the appropriate policies, programs, services related to the physical and social environment are in place to help older adults and seniors lead active and healthy lives. This may involve ensuring that all public areas are accessible, ensuring that the appropriate programs and services are in place, and more. The Town is encouraged to facilitate an annual meeting to engage local older adult clubs and residents to discuss opportunities to make Saugeen Shores more "age-friendly". This may involve identifying gaps in programs and services, areas to improve recreation opportunities, and other relevant matters.

Recommendations

18. Continue to support the Chantry Seniors' Centre and PARC 55+ within existing municipal facilities.
19. Ensure that the Town's recreation facilities are complemented with supporting amenities that are inviting and comfortable for older adults and seniors such as providing comfortable seating and continuing to undertake accessibility retrofits.
20. Explore opportunities to become an "age-friendly community" by facilitating an annual meeting to engage older adult and senior clubs and residents to discuss opportunities to make Saugeen Shores more age-friendly. This may involve identifying gaps in programs and services, areas to improve recreation opportunities, and other relevant matters.

4.10 Soccer Fields

Supply and Distribution

The Town permits seven soccer fields at Helliwell Park (1) and J.H. Robertson Park (7). In addition to this supply, non-programmed fields can be found at Biener Park and Helliwell Park. Neighbourhood level soccer fields are also found at schools throughout Saugeen Shores. Many of the permitted soccer fields are complemented with parking, seating, and washrooms to support games, and come in three sizes – full size, intermediate, and mini.

The Town's soccer fields can be found at the following parks:

Type (Size)	Locations
Full (330' x 200' to 334' x 220')	J.H. Robertson Park
Intermediate (260' x 116')	Helliwell Park, J.H. Robertson Park (2)
Mini (195' x 95' to 220 x 140')	J.H. Robertson Park (3)
Non-Programmed (N/A)	Biener Park, Helliwell Park

Market Conditions

Soccer experienced enormous growth in participation and popularity during the 1990s when it overtook baseball and hockey as the most popular organized sport among Canadian youth. Coupling this trend with its worldwide appeal, high fitness quotient, and relatively low cost to participate, soccer fields are in high demand in many municipalities. For the 2016 soccer season, Saugeen Shores United F.C. reported a total of 509 players. Based on data submitted by the organization and discussions with the Town, 440 are estimated to be local minor players.

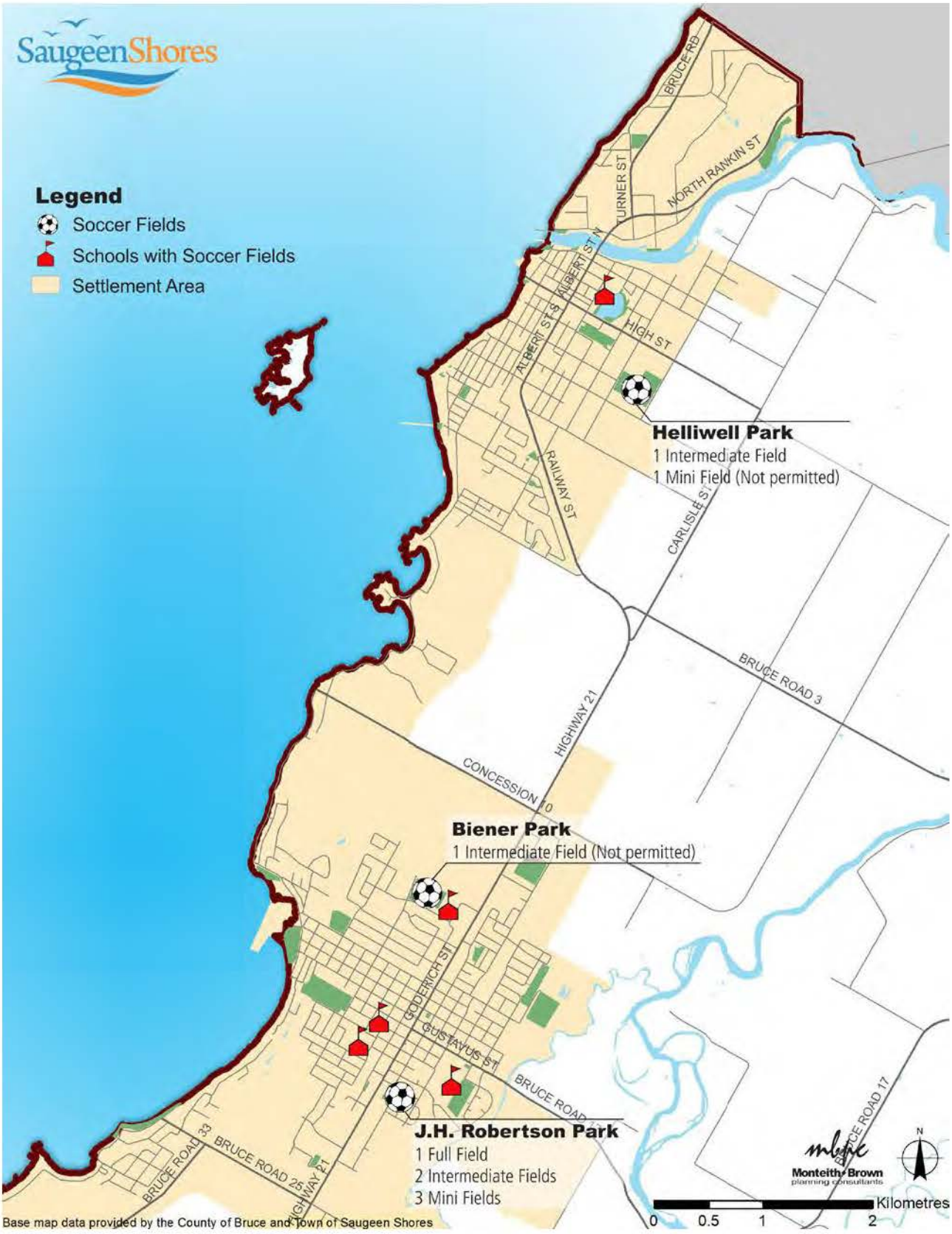


J.H. Robertson Park

These factors drive the need for soccer fields, particularly ones that are designed to a suitable size and configuration to meet the needs of soccer groups. Since the Ontario Soccer Association adopted the Long Term Player Development (L.T.P.D.) model, which is expected to be fully implemented by 2017, organizations have been evolving the delivery of their programs, which have impacted soccer field needs.

With less emphasis on scoring and winning, L.T.P.D. focuses on improved coaching, fewer games, more ball time, and skill development. Several new standards were developed that are specific to each age group, which includes varying coaching styles, number of plays, playing time, field size, and other variables. Some of these new standards will have a direct impact on the provision of municipal soccer fields, particularly with respect to the standards in field size and the number of players, as reducing the number of players per team influences the demand for field time.

Figure 14: Map of Soccer Fields



Community Engagement Findings

The online community survey found that one-quarter of responding households participated in soccer in the past 12 months. Through this survey, soccer was also identified as a common activity played outside of Saugeen Shores. 58% of respondents supported spending additional public funds on improving or developing new soccer fields, which ranked 16th out of 24 recreation facility types. Half of respondents (50%) felt that soccer fields were important to their household and 54% of respondents were satisfied with them in Saugeen Shores, which suggests that their needs are currently being met. Saugeen Shores United F.C. identified a number of potential improvements at Helliwell Park including providing permanent washrooms and storage, shade areas for spectators, and developing a new full-size field.

Utilization

Utilization data provided by the Town reveals that soccer fields have very low usage. Over the past three soccer seasons, the Town has achieved a utilization rate of 10%. The soccer fields at the J.H. Robertson Park are the most frequently used fields in Saugeen Shores. For 2016, the full field at this park was booked for 93 hours, translating into a utilization rate of 19%. The intermediate and mini fields at this park also received between 30 and 50 hours of bookings (6% to 10% utilization). The full field at Helliwell Park was booked for about 40 hours during this period, representing a utilization rate of 8%.



Discussions with staff suggests that low utilization is attributed to the fact that the Town's sole soccer field user is the Saugeen Shores United F.C. This organization is primarily made up of minor players and as a result, the organization can accommodate a greater number of participants on full and intermediate sized fields through simultaneous programming.

Needs Analysis

Consistent with the previous Parks & Sports Field Assessment (2010), each mini soccer field is equivalent to 0.5 full fields due to the ability to program two mini fields across a full field. Utilizing this approach, the Town has a total of 5.5 programmable soccer fields. To determine long term soccer field needs, a market-based provision standard is used. The previous study utilized a provision standard of one soccer field for every 70 registrants. Since the 2010 study was prepared, the Saugeen Shores United F.C. organization has continued to grow as expected, generally at the same rate as Town-wide population growth. Recognizing that minor participants make up a large majority of the Saugeen Shores United F.C., a minor participant standard should be used. Municipalities that employ this metric typically use a standard of one soccer field for every 60 to 80 minor players, which considers field capacities, minor usage, and bookings for practices, gams, and tournaments. Given these considerations, it is recommended that the Town continue to utilize a provision standard of one soccer field for every 70 minor participants to determine long term soccer field needs in Saugeen Shores.

Based upon Saugeen Shores United F.C.'s current registration, the Town is currently providing soccer fields at a rate of one soccer field for every 80 minor participants, slightly higher than the previously recommended provision target (recognizing the current under-utilization of existing soccer fields). Assuming that participation in soccer continues to grow during the planning period at its current penetration rate, approximately 538 soccer participants are forecasted by 2031. Applying this estimate to the recommended provision target suggests that there will be a need for two soccer fields, aligning with findings contained in the Parks & Sports Field Assessment.

The Parks & Sports Field Assessment recommended that the Town provide two new soccer fields; however, given that there is ample capacity to accommodate additional usage at existing soccer fields together with the fact that there are two municipal soccer fields that are not currently programmed (Helliwell mini and Biener intermediate field), the preferred course of action is to maximize the use of existing facilities. The Town should monitor soccer usage and participation to track field utilization and re-evaluate soccer field needs in the next five years or during a Master Plan Update.

Recognizing that the Town utilizes soccer fields at J.H. Robertson Park through an agreement with the Bluewater District School Board, the Town should continue working with the school board to renew the user agreement; the current agreement is planned to expire in 2021. The soccer fields at this park are critical to the Town's field supply given that nearly 90% of field utilization is at this location. As a long term strategy, the Town should explore alternative options should the agreement with the school board end to ensure that the transition to a new site is seamless.

A scan of existing parkland in Saugeen Shores suggests that there is currently no available land large enough that would be a suitable alternative to the soccer fields found at J.H. Robertson Park. Assembling new parkland in Port Elgin or Southampton would be required. Given that this Master Plan identified the need for a sports field complex with two lit ball diamonds (in the near-term), consideration should be given to securing lands large enough to accommodate future soccer fields as well as longer-term ball diamond needs. The development of soccer fields at a new site should only be considered in the event that the Town lose access to the soccer fields at J.H. Robertson Park.

Recommendations

21. Explore opportunities to maximize the use of existing soccer fields, including permitting non-programmed, municipal soccer fields to meet demands. The Town should monitor soccer usage and participation to track field utilization and re-evaluate soccer field needs in the next five years or during a Master Plan Update.
22. Continue to work with the Bluewater District School Board to ensure access to the soccer fields at J.H. Robertson Park.
23. As a long term strategy, explore alternative options to replace the soccer fields at J.H. Robertson Park, should the Town's agreement with the Bluewater District School Board end. Through the development of the proposed ball diamond complex, consideration should be given to securing lands large enough to accommodate future soccer fields at the same site. The development of soccer fields at a new site

Recommendations
should only be considered in the event that the Town loses access to the soccer fields at J.H. Robertson Park.

4.11 Ball Diamonds

Supply and Distribution

The Town provides six softball diamonds across four parks in Saugeen Shores, each of which are generally sized to accommodate both adult and minor play. Four of the Town's ball diamonds are lit to accommodate extended playing periods. As a result, lit ball diamonds are generally considered to be equivalent to 1.5 unlit diamonds, yielding an effective Town supply of 8 unlit equivalent diamonds. In addition, the Town provides two non-programmed ball diamonds at Cameron Park and Jubilee Park, which are not suitable for organized play and thus are excluded from the supply.

Site visits to the Town's parks reveals that ball diamonds are generally in good condition with even playing surfaces, bases, and fencing. Supporting amenities such as bleachers, parking, and washrooms can be found at some of these ball diamond locations to support games. In addition, non-programmed diamonds can be found at four parks. Ball diamonds that support neighbourhood level play can also be found at school sites throughout Saugeen Shores. The Town's ball diamonds can be found at the following parks:



Jubilee Park

Type (Size)	Locations
Lit Softball Diamond (233' to 290')	Biener Park (2), Jubilee Park, Lakeview Park
Unlit Softball Diamond (253' to 292')	Cameron Park (2)
Non-Programmed Diamond (N/A)	Cameron Park, Jubilee Park

Market Conditions

Variations of baseball (e.g., fastball, slo-pitch, and softball) continue to be very popular sports in Saugeen Shores. For 2016, the Town's ball groups reported a combined membership of 1,249 participants (1,118 are local players), which is more than double the number of players reported in the 2010 Study (653 players). This growth in membership is consistent with, although higher than, provincial participation trends as Baseball Ontario identified that player registrations have increased by 15% between 2004 and 2015, although it is recognized that the participation figures reported by Baseball Ontario does not include recreational ball groups or groups that are not affiliated with Baseball Ontario.[15]

[15] Baseball Ontario Annual Reports.

Figure 15: Map of Ball Diamonds



Community Engagement Findings

The online community survey found that 43% of responding households participated in baseball or softball over the past 12 months. Baseball/softball was also a common activity to participate in other communities, although this is likely due to traveling teams. 58% of respondents supported spending additional public funds on improving or developing new ball diamonds, which ranked 15th out of 24 recreation facility types. While 64% of respondents felt that ball diamonds were important, 49% of respondents were satisfied with Saugeen Shores' diamonds, suggesting that there is some room for improvement. Comments provided by local ball diamond users expressed the desire for additional ball diamonds to support the growth of their organizations. Other comments suggested the need to improve existing ball diamonds such as improved infield and outfields, grounds maintenance to remove weeds, fencing, and supporting amenities such as adding permanent washrooms to Biener Park to support games.



Biener Park

Utilization

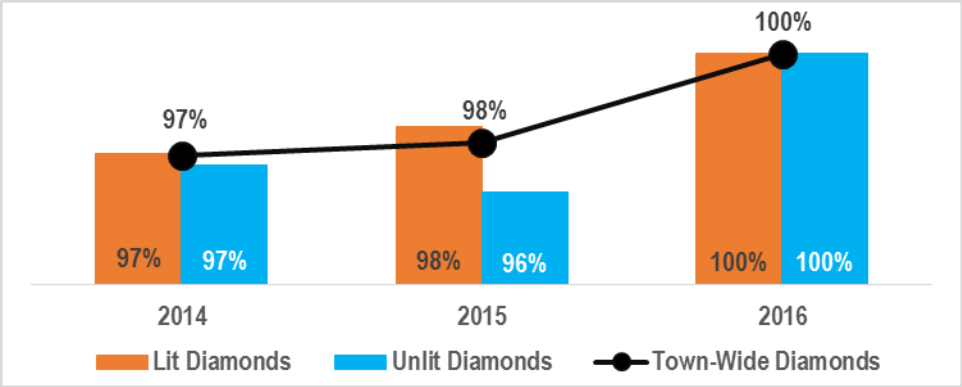
Weekly usage schedules were reviewed to understand how the Town's ball diamonds are utilized during prime time hours, which are defined as:

Lit Ball Diamonds	Unlit Ball Diamonds
Monday to Friday – 6pm to 11pm Saturday to Sunday – 9am to 11pm	Monday to Friday – 6pm to 8:30pm Saturday to Sunday – 9am to 8:30pm

As illustrated in Figure 16, the Town's diamonds are very well used. Based on the booking schedules, the Town's ball diamonds have been operating at full capacity with a utilization rate of 100% for 2016. Discussions with Town Staff confirmed that during the playing season (May to September), the Town's ball diamonds are fully utilized and are under pressure from ball organizations for additional diamond time during prime time hours. It is understood that there is very limited usage during non-prime time hours before 6pm during the week which is common in most communities.

Between 2014 and 2015, the Town's ball diamonds were fully utilized during prime time hours during the week, with small gaps of available time during the weekends; however, a review of the ball diamond schedules suggests that these time slots were too short to accommodate additional usage. In 2016, the Town's ball diamonds were fully booked during weekday and weekend prime hours. This increase is attributed to the membership growth among ball organizations.

Figure 16: Town-Wide Ball Diamond Utilization, 2014-2016



Source: Town of Saugeen Shores, 2016. 2016

Needs Assessment

A market-specific provision target is the preferred method to evaluate ball diamond needs for the Town. A previous ball diamond assessment recommended a standard of one ball diamond per 100 participants. This standard continues to be used in many municipalities as it is a metric based on playing field capacities and a mixed schedule that accommodates use by youth and adult organizations. Thus, this standard continues to be used for this Master Plan.

Through the Stakeholder Group Survey, ball diamond organizations reported a total of 1,249 minor and adult participants, 1,118 of whom are local residents. This level of participation is considerably higher compared to the projected participation numbers contained in the 2010 Parks and Sports Field Assessment, due in part to a number of factors. The projected participation numbers from the previous study were based on applying the 2010 capture rate on the total forecasted population. This approach assumed that the proportion of ball players in Saugeen Shores remained unchanged due to the fact that the popularity of ball diamond sports was relatively low at the time and trends did not suggest a change in the foreseeable future. More recently, ball diamond sports have been gaining popularity, particularly among adult age groups and in less urban municipalities. As a result of these factors, there is a growing demand for ball diamonds.

As illustrated in Table 7, applying the current participation level to the recommended provision suggests that that the Town is currently in a deficit of nine ball diamonds. To determine ball diamond needs over the next 15 years, the current capture rate of ball participants is applied to the forecasted 2031 population. A participation level of 1,118 local players represents approximately 8% of the Saugeen Shores population. Carrying this capture rate forward suggests that there will be 1,368 players by 2031. Applying the projected level of local participants reveals that by the end of the planning period, the Town will require between three and six unlit equivalent ball diamonds. If non-resident participants are factored into future ball diamond needs (approximately 60 to 100 participants), the Town may require up to seven unlit equivalent ball diamonds to satisfy ball diamond needs from a regional perspective.

Table 7: Projected Ball Diamond Needs

	2016	2031
Projected Population	13,872	16,969
Estimated Number of Participants (Assumes a penetration rate of 8%)	1,118	1,368
Ball Diamonds Required (One ball diamond for every 100 participants)	11	14
Existing Ball Diamond Supply (Unlit equivalents)	8	
Surplus (Deficit)	(3)	(6)

Providing six to seven new unlit equivalent ball diamonds is a significant financial undertaking for a community of this size and as a result, the Town should strategically develop these ball diamonds in phases. The preferred approach is to construct two lit ball diamond over the next five years, yielding a total of three unlit equivalent diamonds to alleviate current pressures for adult users in particular. Once construction of these ball diamonds have been completed, the Town should re-confirm the need to construct one to three more ball diamonds (possibly also lit) over the next five to ten years after evaluating diamond utilization, stakeholder needs, participation rates, and other relevant factors at that future time.

Recognizing that the Town does not currently own lands to accommodate these diamonds, the Town should assemble new land to construct these ball diamonds together on a single site. In addition to achieving economies in construction and maintenance through this process, the provision of a ball diamond complex will also be beneficial in accommodating tournaments and enhanced program opportunities. Given that the soccer facility assessment identified the need to consider a long-term replacement strategy for the replacement of the soccer fields located at J.H. Robertson Park, the sports field complex should be large enough to support future sports fields, should they be required. The ball diamonds should be oriented and designed to avoid compatibility issues with abutting land uses. The construction of this sports complex should be pursued with input from key stakeholders and facility users.

The Town's 2010 Sports Facility Study recommended a new ball diamond as well as the relocation of Biener Diamond #1, Cameron Diamond "D", and the diamond at Lakeview Park due to safety concerns associated with abutting residences; these recommendations have yet to be implemented. Based on current assessments, relocating these ball diamonds may be a lower priority at present given that the Town is currently in deficit of a number of ball diamonds due to growing participation in the sport. As a result, there is a need to ensure that the Town's existing ball diamonds remain operational.

It is recognized that the original basis for relocating these three ball diamonds was due to safety concerns associated with abutting residences given the close proximity of these ball diamonds. Adult league ball should be directed to the new ball diamond complex and other existing ball diamonds that are large enough to accommodate adult groups, therefore allowing the Biener, Cameron and Lakeview diamonds to be used for younger divisions

where the 'long ball' is less of a concern. This practice can be supported through the provision of a ball diamond allocation policy. It is understood that a formal policy does not currently exist, although the Town regularly meets with organizations to organize ball diamond bookings. Discussions with Town staff indicates that this process works well; however, as participation continues to grow, there will be increasing pressures for diamond time. Formalizing a ball diamond allocation policy ensures that the allocation of ball diamond slots are distributed in a fair, transparent, and equitable manner, with a priority given to local minor sports. The allocation policy should also address ball non-resident participants, recognizing that these participants will have an impact on local ball diamond demand

Recommendations

24. Create a sports field complex and provide two lit ball diamonds over the next five years to alleviate current pressures. Re-confirm the need to construct one to three additional diamonds (possibly also lit) during the next five to ten years by evaluating usage trends, stakeholder demands, participation levels, and other relevant factors. The proposed sports field complex should be designed large enough to incorporate future sports fields, should they be required.
25. Once the Town implements the proposed sports field complex, direct adult usage to this location and other ball diamonds large enough to accommodate these groups. The ball diamonds at Lakeview Park, Cameron Park ('D' Diamond), and Biener Park (#1 Diamond) should be promoted for use by the Saugeen Shores Minor Baseball Association only.
26. Develop a formal ball diamond allocation policy to ensure that ball diamonds are allocated in a fair, transparent, and equitable manner, with priority given to local minor sports.

4.12 Tennis and Pickleball Courts

Supply and Distribution

There are no public tennis courts available in Saugeen Shores. The Southampton Tennis Club operates 15 tennis courts at three locations found throughout the community, two of these locations are leased from the Town. Lakeshore Recreation in Port Elgin also offers two tennis and eight pickleball courts. Both of these locations are fee-based tennis clubs, although the general public may use the Southampton Tennis Club courts outside the summer programming months free of charge. Tennis memberships at Lakeshore Recreation start at $27 per week or a drop-in rate of $6 per hour. Memberships at the Southampton Tennis Club start at $50 per week or $5 a day.

Market Conditions

A 2014 participation study undertaken by Tennis Canada found that more than 6.5 million Canadians played tennis at least once over a 12 month period, a growth of more than 32% since 2012. This study also found that the popularity of tennis is growing among Canadians as 51% of the population indicated that they are somewhat or very interested in the sport,

which is an increase from 38% in 2012.[16] This trend is on par with research that suggests that the sport is experiencing a resurgence over the past several years since the popularity of Tennis peaked in the 1970s.

Growth in tennis is driven by a number of factors such as the growing segment of active baby boomers that seek social, low impact activities. Increasing participation among baby boomers has also driven the rising popularity of pickleball, which is a similar form of racquet sport as tennis. There is also a growing focus on promoting the sport at the youth level through club memberships for youth and programming opportunities that emphasizes the Long Term Athlete Development model.[17] Tennis Canada reported that in 2013, more than 600,000 children between the ages of six and 11 played tennis.[18] The Southampton Tennis Club and Lakeshore Recreation offer junior memberships and lessons to promote the sport at the grassroots level. These programs are complemented by private and group adult programs.

Since 1965, pickleball has become one of the fastest growing sports in Canada. Pickleball Canada estimates that there are over 100,000 players and 6,000 pickleball courts across the Country and that these figures will continue to grow.[19] What once was a casual, energetic activity, pickleball has grown in popularity as many older adults (including baby boomers) and seniors seek active leisure opportunities. Similar to tennis, pickleball is played with a slower ball, and smaller racquets and outdoor courts. These attributes results in reduced pressures on joints and suits the ability of many older adults to have an enjoyable experience. Pickleball is currently offered at Lakeshore Recreation (access fees required), although there is a need to ensure that residents have affordable access to community level activities given the growing popularity of this sport.

Community Engagement Findings

Requests for tennis courts were received during the consultation phase of this Master Plan. The online community survey found that 16% of responding households participated in this activity in the past 12 months. Less than half of respondents (48%) supported spending additional funds on improving or developing tennis courts, ranking 18th out of 24 recreation facilities. These results suggests that investment in tennis courts may not be a high priority.

Needs Assessment

The Town does not offer any public tennis courts since the removal of the Town's only tennis courts at Cameron Park (as recommended in the 2004 Parks and Trails Master Plan) due to surface deficiencies and the fact that they were not frequently used (likely due to their condition). Since the preparation of the previous Master Plan, tennis has experienced

[16] Tennis Canada. Tennis in Canada continues remarkable growth in participation and popularity. http://www.tenniscanada.com/tennis-in-canada-continues-remarkable-growth-in-participation-and-popularity-recent-study-shows/. 2014.
[17] Tennis Canada. 2012-2015 Tennis development strategic plan. http://www.tenniscanada.com/files/stratplan2014.pdf. 2012.
[18] Ibid.
[19] Pickleball Canada. Pickleball Canada Organization Official Newsletter. Retrieved from http://pickleballcanada.org/news/nl_2013_october.pdf.

a resurgence in popularity. Given that local tennis (and pickleball) needs are currently being provided by the Southampton Tennis Club and Lakeshore Recreation, a club-based provision target can be utilized. Municipalities with established tennis clubs typically utilize a provision target of one tennis court for every 100 club members. The Southampton Tennis Club reported a membership of approximately 1,300 and Lakeshore Recreation reported 150 members for a combined total of 1,450 members for 2016. Applying this membership to the supply of tennis courts results in a service level of one tennis court for every 85 members, suggesting that the Town is well served with tennis courts.

Discussions with both tennis clubs suggest that there is ample capacity to accommodate additional membership and programming within the existing supply, providing further evidence that no additional tennis courts will be required during this planning period. To provide an enhanced level of service within the existing supply, both tennis clubs are in the planning stages of undertaking court improvements. The Southampton Tennis Club is in the initial stages of replacing two aging tennis courts, while Lakeshore Recreation is in the process of resurfacing four of their eight pickleball courts. While it is recognized that membership/entry fees are required to access the programs offered by these facilities, both organizations offer affordable daily/hourly rates (starting at $5) for more casual players who do not wish to play at the club level. The courts at the Southampton Tennis Club are also available for use by the public at no charge outside of the tennis programming season (July to August).

Given that the provision of tennis and pickleball courts are well established by non-municipal providers in Saugeen Shores, competition with these organizations is discouraged. As a result, it is recommended that the Town should not provide any municipal tennis or pickleball courts. Instead, the Town should continue supporting non-municipal providers to meet local tennis and pickleball court needs, as necessary.

Recommendations

27. Recognizing that outdoor tennis and pickleball courts are currently being provided by the private sector, direct municipal competition with these providers is not recommended. The use of these non-municipal facilities should be encouraged.

4.13 Multi-Use Courts

Supply and Distribution

The Town provides three Multi-Use courts: Eastwood Park, Nodwell Park, and Waterloo Park, all of which are located in Port Elgin. These courts are equipped with two basketball posts at each location. In addition to these courts, residents also have access to basketball courts located at school sites in Saugeen Shores.

Market Conditions

While multi-use courts are predominantly used for basketball, multi-use courts are flexible outdoor recreation facilities that can accommodate many informal and unstructured

activities that require a large, hard surface. Nodwell Park, for example, has hockey nets that can facilitate ball hockey games. Research reveals that multi-use courts are primarily used by male youth between the ages of 10 and 19 to play basketball. The sport continues to be a popular pastime activity due to its national appeal and low barriers to participation. Compared to other sports such as hockey, basketball is easy to learn, safe, affordable to play, and can be played with one person or in small groups.

The provision of multi-use courts has remained unchanged for many generations as they are generally rudimentary in design. These facilities can be constructed from concrete, although asphalt is often the preferred surface material. Multi-use courts can be provided in a variety of configurations given that these facilities are generally not programmed and primarily focus on facilitating spontaneous opportunities for active play. Best practices suggest that the most common template is a full basketball court with posts, nets, and painted lines.

Community Engagement Findings

A number of residents who participated in the consultation process expressed the desire for a multi-use court. Although specific locations were not mentioned, participants expressed the need for a multi-use court in Port Elgin and Southampton. The online community survey found that 14% of responding households participated in multi-use sports such as basketball. Less than half of respondents (46%) supported spending additional funds on improving or developing multi-use courts, ranking 20th out of 24 recreation facilities. These results suggests that multi-use courts may not be a high priority.



Eastwood Park

Needs Assessment

The geographic distribution of multi-use courts is assessed to ensure that youth have convenient access to these amenities given that they are limited in the distance they can travel. Courts can typically be accommodated on residential properties (e.g., driveway basketball nets); however, these facilities are relatively low cost to provide in parks and they facilitate informal pick-up games in the community.

A general scan of existing multi-use courts in Saugeen Shores reveals that they are well distributed in Port Elgin, which is appropriate given that most youth reside in this community. There are currently no municipal multi-use courts provided in Southampton. Given that every other resident in Southampton is over the age of 55, the need for multi-use courts in this community may not be viewed as a priority; however, multi-use courts are low cost to provide and appeal to youth in the community, who may not have many opportunities to engage in casual outdoor activities. For these reasons, the provision of multi-use courts in Southampton should be considered.

A multi-use court can be found at G.C. Huston Public School in Southampton, which may serve a portion of this gap area. However, it is recommended that the Town explore the potential to develop a multi-use court in another area of Southampton to improve the distribution of multi-use courts in this community. Based on a review of potential locations, a multi-use court should be considered at Jubilee Park on the basis that there are existing active recreation facilities at these locations, it is centrally located in Southampton, and that there is available space to accommodate new uses. Providing a multi-use court at Jubilee Park will further position this location as a multi-generational park. At a minimum, the multi-use court should be designed as a full basketball court with painted markings and basketball posts. Consideration should also be given to providing a multi-use courts at future parks in emerging residential areas to enhance geographic distribution and improve access for youth.

Recommendations
28. Explore opportunities to provide a multi-use court at Jubilee Park in Southampton. Multi-use courts should be designed as a full basketball court with painted markings and basketball posts.

4.14 Skateboard / BMX Parks

Supply and Distribution

The Saugeen Shores Rotary Skate Park abuts the Town's BMX Track, which are both situated on the northeast corner of The Plex in Port Elgin. The large skateboard park consists of a number of concrete bowls, which are completed by rails and other skate components. The BMX track, operated by Saugeen Shores BMX, is 1,000 feet long and features a dirt surface with a range of jumps, turns, and berms.



Saugeen Shores Rotary Skate Park

Market Conditions

Research shows that youth are gravitating towards more unstructured, unscheduled, and low-cost activities. Skateboarding is one of these pursuits that has become increasingly popular in many areas. Skateboarding has demonstrated sustained longevity and, after being associated with negative youth behaviour, many municipalities recognize that skateboard parks can function as positive places that provide safe and accessible venues for youth to engage in physical activities.



BMX Park

The municipal role of facilitating BMX opportunities has largely been through integration with skateboard park facilities or smaller scale "challenge" elements integrated into neighbourhood or community-level park designs. As a result, the BMX track is unique to Saugeen Shores, although there are examples of these types of facilities in parks across Ontario such as at the ROC in Georgina, Anchor Park in the Town of East Gwillimbury, and Drumquin Park in Milton, and more. The Town's BMX track is primarily used by the Saugeen Shores BMX Racing Club, which is a non-profit organization that's affiliated with the Ontario Cycling Association, although the track is also available for use by residents and visitors.

Community Engagement Findings

Limited input was received with respect to the skateboard and BMX park. The online community survey found that the 7% of responding households participated in these activities in the past 12 months. 41% of respondents supported spending additional funds on improving or developing these facilities, ranking third last among 24 recreation facility types, which suggests that investment in these facilities is not a priority.

Needs Assessment

Youth are commonly viewed as a vulnerable age group in many communities and as a result, it is important that the Town provides access to a variety of recreation activities that appeal to this age segment. Skateboard parks are one of the more popular venues that may attract use from local teens.

The distribution of local youth is an important consideration in determining skateboard park needs given that youth are limited in the distance they can travel. The 2011 census revealed that most children and youth reside within Port Elgin and the Town's Growth Management Report revealed that the majority of future population growth is expected to be accommodated in the north portion of the settlement area. Given that the Town's existing skateboard park is located in this area, it is expected that this facility is positioned well to satisfy local skateboard needs in Port Elgin.

A second skateboard park should be contemplated in Southampton given that youth residing in this community may not easily be able to travel to the Port Elgin skateboard park. Given that the 2011 Census found that there are more than twice as many youth in Port

Elgin compared to Southampton, a minor skateboard park (or "skate-zone") should be considered. Skate zones are characterized by one or two basic features, such as a rail or curb, which tend to be integrated fairly easily within a designated space in a Community or Neighbourhood Park. It is recommended that the Town explore the potential to establish a minor skateboard park or skate zone in Southampton to provide geographically accessible recreation opportunities for local youth. Alternatively, the Town may also consider providing a mobile skateboard park, which can be moved from one location to another. Mobile skateboard parks have been used in communities where youth populations are dispersed across large geographic areas.

With respect to dirt BMX tracks, there are no provision standards for these types of facilities given their specialized nature and the demand for these facilities generally remains unproven. As a result, no new BMX tracks are recommended during this planning period. If the Town proceeds with the development of a new aquatic facility at The Plex, it is anticipated that the BMX track may need to be removed in order to accommodate the pool and associated parking. The Town should facilitate discussions with Saugeen Shores BMX, the facility's main user, to explore opportunities to relocate the BMX track to an alternative location.

Recommendations

29. Explore opportunities to establish a minor skateboard park or "skate zone" in an existing or future park in Southampton to provide geographically accessible recreation opportunities for local youth.
30. Should the Town move forward with constructing an indoor aquatic facility at The Plex, facilitate discussions with Saugeen Shores BMX to explore opportunities to relocate the BMX track to an alternate location.

4.15 Splash Pads

Supply and Distribution

Saugeen Shores does not currently offer a splash pad although the Town is in the planning stages of developing its first splash pad, possibly at North Shore Park. A second splash pad is also planned possibly at Jubilee Park in Southampton.

Market Conditions

Splash pads are one of the most highly sought after amenities for young families seeking affordable and accessible opportunities to cool down on a hot summer day. Splash pads have proven to be more cost effective than traditional outdoor pools to build and operate as they can be integrated into most park systems and do not require regular staffing as there is no standing water. Splash pads can be developed in a wide variety of stimulating designs with a range of apparatuses that provide an enhanced aquatic experience for residents and visitors of all ages.

Community Engagement Findings

The desire for a splash pad was expressed throughout the consultation strategy, as participants felt that this facility type would be beneficial to the community and be complementary to the Centennial Pool and the beach. As the online community survey found that swimming was the most popular activity, with 58% of responding households having participated in the past year, it is clear that aquatic pursuits is a common pastime in Saugeen Shores. Nearly two-thirds (64%) of households supported investment in splash pads, which ranked 11th out of 24 recreation facility types.

Needs Assessment

Recognizing the Town's large spatial area and dispersed population, splash pad needs should be evaluated based on geography. Splash pads are considered to be community level amenities that serve a wide number of residents as they can be accessed by walking or within a five to ten minute drive. These facility types are not considered to replace larger aquatic facilities; however, they are more cost effective to provide to help residents of all ages cool off on hot summer days. The Town is currently in the process of planning its first splash pad in Port Elgin. This project was led by the Saugeen Shores Splash Pad Committee and the Port Elgin Lions Club who raised over $200,000 towards the construction of a splash pad showing a level of community support. It is expected that this future facility will adequately serve residents in Port Elgin as well as visitors and tourists at the Port Elgin Main Beach. Currently, the Town estimates that the splash pad project will cost approximately $362,000, with an estimated annual operating cost of up to $20,000 per year. The splash pad is proposed to open in 2017.

However, there has been a degree of opposition with respect to locating a splash pad at the proposed North Shore Park. As a result, the Town held a separate Public Information Session to provide an opportunity to educate the public on the rationale for selecting North Shore Park, the history behind the location, to provide clarification on any misinformation regarding the proposed splash pad, and to collect input the community may have. The event was attended by over 90 participants, who submitted a range of comments, some of the key themes that emerged from the session are highlighted in this section.

A number of positive comments were received in support of a splash pad at North Shore Park. Some participants indicated that the splash pad will be a benefit to many residents of, and visitors to, Saugeen Shores, particularly young families who are looking to introduce water play to children or are seeking an alternative to swimming in Lake Huron. Many participants felt that a splash pad in North Shore Park would be a great location, further evolving and enhancing the location as an inclusive outdoor space where there is something for everyone to enjoy.

Comments opposing the location of the proposed splash pad in North Shore Park were also received. A number of concerns were cited such as the need to preserve North Shore Park as a passive park along the waterfront, as well as the need to protect the mature trees in the park, as the proposal requires the removal and replacement of a few trees. Potential traffic impacts were also cited, as some participants indicated that there are existing traffic and parking issues generated by the beach and park in the summer. Concerns with

maintenance and construction costs was also raised. Due to these issues, among others, participants at the session suggested that Town consider locating the proposed splash pad to another park in Port Elgin. The most common alternate location cited by participants was Cameron Park, as it was felt that it offers ample space and amenities for a splash pad. Other suggested locations included Davey Park, Eastwood Park, Biener Park, J.H. Robertson Park, Main Beach, Nodwell Park, The Plex, and the future ball diamond complex.

Participants felt that the Port Elgin splash pad should be located at Cameron Park given the presence of space, parking, washrooms, and the fact that it is more affordable to undertake necessary upgrades. There are two potential locations in Cameron Park that may accommodate a splash pad. The first location is within the vicinity of the existing playground as these two facilities are complementary and serve the same demographic; however, this location would also require the removal of several mature trees. This location is also located far from the existing washrooms. The second location is adjacent to the existing parking lot on the north side of the park, although it is recognized this would position the splash pad in the home run area of the ball diamond. While the probability of a ball achieving this distance is low, the perception of safety may inhibit the success of a splash pad at this location. Given these considerations, locating a splash pad at Cameron Park is not ideal.

Based on the comments received from the Public Information Session, together with the information provided by the Town, it is our opinion that North Shore Park continues to be a logical location for a splash pad as it complements the beach area and can be used by families with small children who do not wish to swim in the open water (where water temperature and water safety are concerns, particularly for small children). There are examples of other waterfront communities that have successfully integrated a splash pad on the beach such as at Grand Bend Beach in Lambton Shores. The presence of existing servicing, washrooms, and parking also supports North Shore Park as the preferred location for a splash pad. With the development of the splash pad, the Town recognizes that existing these facilities and amenities will require upgrades. Connections to the splash pad is further enhanced given that North Shore Park is connected to the Town's trail network and the Port Elgin Railroad runs through the park, drawing users from Main Beach.

While the splash pad will require the removal of a limited number of trees, replacement trees will be planted in a new location. As it is recognized that there are a number of mature trees in the park, the natural shade will be highly beneficial to parents and caretakers. Naturalized landscaping is also being considered to ensure that the proposed splash pad is appropriate buffered from the Port Elgin Railroad tracks.

It is recommended that the Town continue to proceed with the development of a splash pad at North Shore Park. Efforts should be made to ensure that the Town successfully addresses the issues raised by the public related to preserving the natural and environmental aspects of North Shore Park, traffic and transportation, and other related concerns.

The Town is also pursuing the development of a second splash pad in Southampton, which is spearheaded by the Rotary Club of Southampton. The Town's second splash pad is proposed to be located at Jubilee Park and designed to be smaller in scale compared to the Port Elgin counterpart, with accessibility and environmental features in mind. The

second splash pad is estimated to cost approximately $150,000 with an annual operating cost of up to $10,000. This Master Plan supports this direction and location.

With the development of a splash pad in each of the Town's main growth areas, it is expected that these new facilities will satisfy splash pad needs during this planning period. As a result, no additional splash pads are recommended beyond the two identified above.

Recommendations

31. Proceed with developing a splash pad at North Shore Park. Efforts should be made by the Town to ensure that it addresses the issues raised by the public related to preserving the natural aspects of North Shore Park, traffic and transportation, and other related concerns.
32. Proceed with developing a splash pad at Jubilee Park in Southampton.

4.16 Playgrounds

Supply and Distribution

The Town currently provides playgrounds at 20 parks throughout Saugeen Shores. In addition to these municipal playgrounds, residents also have access to playgrounds at local schools.

The Town's playgrounds are distributed well throughout Saugeen Shores (Figure 16). Site visits at the Town's parks reveal that there are two accessible play structures found at Jubilee Park and Nodwell Park, which were designed with an emphasis on inclusion and features creative and challenging elements to facilitate unique playing experiences. Site observations also reveals that some of these playground locations contain basic play structures and swing sets.



Meadow Creek Park

Market Conditions

Playgrounds serve as neighbourhood-level amenities that benefit early childhood development and fosters cognitive and social skills, and physical activity. Playgrounds are typically provided within a reasonable walking distance of built-up residential areas, without having to cross major barriers such as arterial roads, railways, and waterbodies.

The design of playgrounds has evolved from the traditional playground equipment, which typically consists of swings, slides, and other elements that generally do not provide engaging playing experiences. Modern playgrounds are uniquely designed to facilitate creative play that allows the user to use their imagination to create more enjoyable playing environments. This may include a broad range of design elements such as the use of vibrant colours, interactive play components, thematic designs, and components that stimulate the senses. These features are considered by the Canadian Standards Association (C.S.A.), which guides the standards for children's play spaces and equipment. Proactive communities such as Saugeen Shores have also explored the provision of accessible playgrounds to accommodate users regardless of ability. Guided by the A.O.D.A., the provision of new playground structures after 2016 must contain accessible features.

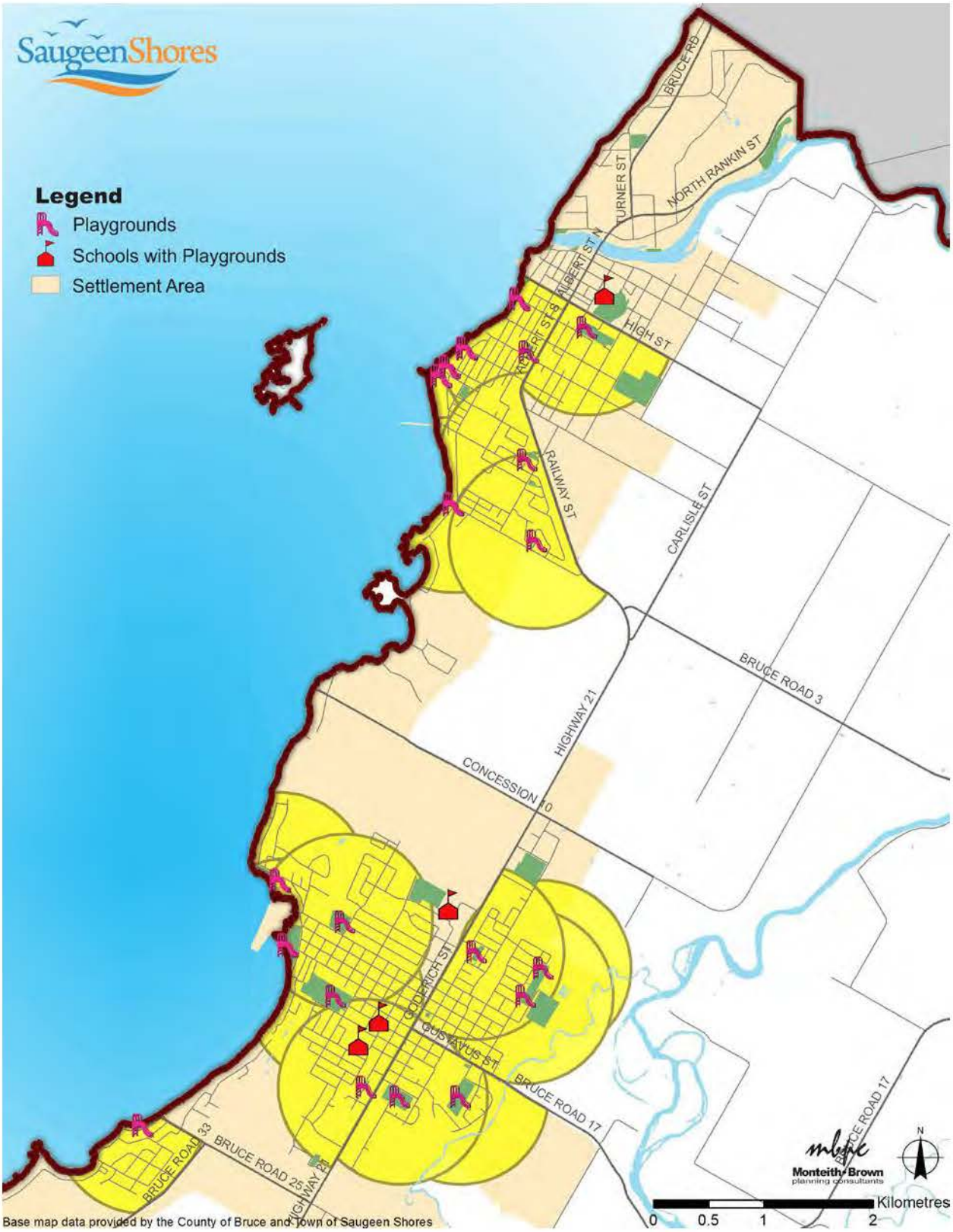
Risky play and outdoor playgrounds are becoming more popular across the world, which encourages children and youth to take more risks through climbing, exploring, moving vigorously, and creating their own activities using their imagination. These styles of play are popular in the U.K. and U.S.A., and are gaining traction in Canada, which may be beneficial for children across the Country, particularly given that the most recent ParticipACTION report card identified that the over-protection of children (due to the perceived need to ensure that they are healthy and safe) is negatively impacting their ability to be physically active and develop valuable skills. In Ontario, the Lawson Foundation is dedicating $2.7 million towards risky play in Canada and in 2016, awarded the YMCA of Western Ontario with $160,000 towards a pilot project focusing on self-directed and unstructured risky play.

Community Engagement Findings

It was clear throughout the consultation process that playgrounds are very important in Saugeen Shores. Input received suggested that at a minimum, a playground should be located at every park and be complemented with shade structures to enhance access and the experience for users. It was also expressed that there was a need to update and replace aging play structures or to provide new play structures in locations where playgrounds are lacking, such as along the beach.

The online community survey found that use of playgrounds was the seventh most popular activity with 49% of responding households using this facility type in the past 12 months. Respondents also ranked playgrounds as the sixth highest priority for spending additional public funds on improving or developing new playgrounds.

Figure 17: Map of Playgrounds



Needs Assessment

Playground needs are evaluated based on geography given that these facilities are primarily used by families with small children. As a result, playgrounds are often located within walking distance of residential neighbourhoods to maximize access, particularly as children and some young families may not have access to a vehicle. In urban areas, best practices indicate that playgrounds should be located within 800 metres of all residential areas, which generally equates to a 10 minute walking distance. This service area should not be intersected by major obstructions that may pose as walking barriers to children such as major arterial roads, railways, and railways. It is recognized that in rural areas with a geographically dispersed population, it is not always possible to achieve complete coverage; however, it is recommended that at a minimum, major settlement areas be serviced as best as possible. Application of this service area reveals gap areas in the following areas:

Port Elgin

Northwest corner of Highway 21 and Bruce Road 25. A visual review of this gap reveals that this area is largely undeveloped greenfield lands with limited residential cottages along the waterfront. As a result, this may be not considered a major gap area. An opportunity may exist to provide a playground at Lake Ridge Park to serve surrounding children living in adjacent multi-use residential dwellings on the east and north side of the park. The installation of a playground at this site would also serve visiting grandchildren of older adult residents to the west. A visual site inspection suggests that there is ample space to develop a playground at this park.

Southwest corner of Highway 21 and Concession 10. Portions of this gap area are served a playground located at Northport Elementary School. There are also large tracts of undeveloped lands located in this gap area. According to the Town's Growth Management Report, these lands are expected to accommodate future residential development. As a result, playgrounds should be contemplated as a part of future parkland development to serve this gap area.

Southeast corner of Highway 21 and Concession 10. An examination of land uses reveals that there are no residential lands in this area. Given the presence of The Plex, there is an opportunity to consider a playground at this location to bolster its purpose as a multi-recreational hub where there is something for every member of the family. Subject to available space on site, the potential of establishing a playground at The Plex should be investigated.

Southampton

East of Railway Street, South of Spence Street. This gap area is predominantly greenfield lands that are not expected to accommodate future residential development. It is recognized that there are residents in this gap area, which may be resolved by developing a playground at Helliwell Park. In addition to serving the local neighbourhood, a playground at Helliwell Park can be utilized by children during soccer games and practices. Site visits to Helliwell Park reveals that there is ample space to erect a play structure.

North of High Street. The north portion of Southampton is currently not served by a municipal playground. It is recognized that a playground is located at G.C. Huston Public School, which serves portions of this gap area. A number of passive Town parks exist in this gap area, although they are undersized or they are not compatible to accommodate a playground structure. The Town's Growth Management Report indicates that future residential growth is expected to occur in this area and as a result, efforts should be made to establish a future playground through parkland dedication.

In addition to resolving playground gap areas, the Town should ensure that its existing playgrounds offer high quality and engaging play experiences. Replacing traditional equipment with creative and "riskier" play structures can often achieve these results, leading to higher rates of usage, as creative and risky playgrounds can allow users to use their own imagination to create experiences. According to the Town's 2016 Municipal Budget, funding is in place to replace the playground at Nodwell Park in 2017 ($75,000). Playground renewal efforts should also be extended to other parks such as at Snyder Park, Davey Park, and Sandpiper Court Park, which may benefit from creative playground upgrades. Enhancements to basic-level playgrounds along Southampton Beach should also be considered, such as at Palmerston Street Park and Peel Street Park, given that these areas are located in prominent areas on the beach, which is used frequently by residents and visitors. Considerations should be given to locating complementary amenities near playground structures such as seating and shade structures for parents and caretakers.

Recommendations

33. Explore opportunities to address playground gap areas through playground development at existing parks, land acquisition for parkland development, or an alternative method.
34. Identify and prioritize the replacement of aging or traditional playground structures creative/risky play equipment.

4.17 Beach Volleyball Courts

Supply and Distribution

Eight beach volleyball courts can be found at Port Elgin Beach. The number of volleyball courts may fluctuate each season depending on water levels. These courts are provided by the Town and they are programmed by the Social Athletics Club. Site visits to other beaches in Saugeen Shores reveals that other volleyball courts exist; however, it is recognized that these courts are not formally provided by the Town.



Port Elgin Main Beach

Market Conditions

Beach/sand volleyball is a popular beach activity, and many waterfront communities include volleyball courts in their recreation facility inventories. In some cases, organizations may rent these facilities to provide league and/or tournament play. In others, the nets are there in the event that a group of beach users are interested in playing a casual pick-up game. The Town's volleyball courts are utilized for both organized and casual games. The Social Athletics of Saugeen Shores, which boasts 300 participants, provides drop-in recreational games at the Port Elgin Beach volleyball courts.

Community Engagement Findings

Limited input was received with respect to volleyball courts. The online community survey found that 22% of responding households participated in this activity over the past 12 months. The Social Athletics of Saugeen Shores expressed the desire for more volleyball courts to allow their organization to expand. Developing new volleyball courts on dedicated lands was suggested by the group.

Needs Assessment

There is no standard provision target for beach volleyball court as these facilities are generally provided based on local needs. Beach volleyball courts typically facilitate unstructured activities, although it is recognized that the Town's beach volleyball courts located at Port Elgin Main Beach are formally programmed by the Social Athletics of Saugeen Shores. This organization reported challenges with expanding their programming due to capacity constraints associated with the existing volleyball courts. Given that they are low cost to provide and the fact that volleyball courts are complementary beach amenities that are popular among young adults, the Town should explore opportunities to provide additional beach volleyball courts (ideally located with the existing courts at Port Elgin Main Beach). The number of new beach volleyball courts that should be provided should be determined in co-operation with the Social Athletics of Saugeen Shores.

Recommendations

35. In co-operation with the Social Athletics of Saugeen Shores, explore opportunities to provide additional beach volleyball courts that are preferably located with the existing courts at Port Elgin Main Beach.

4.18 Specialty Recreation Facilities

Saugeen Shores provides a number of specialty recreation facilities that are generally not considered to be core levels of municipal service in most communities in the Province. There are no accepted provision standards for these types of facilities as they are a number of factors that need to be considered such as market demand, partnership opportunities, and available resources, among other variables. Where necessary, further study is required to evaluate facilities that are beyond the scope of this Master Plan (e.g., active transportation activities).

Over time, the Town may also receive requests for recreation facilities that are not core facilities or facilities currently offered in Saugeen Shores. It is recommended that unsolicited proposals from established organizations be supported by a proponent-led assessment that demonstrates the risks and benefits of the Town becoming involved in the provision of a non-core facility, as well as a business plan and funding strategy suitable to the Town.

Recommendations
36. Unsolicited proposals from established organizations shall be supported by a proponent-led assessment that demonstrates the risks and benefits of the Town becoming involved in the provision of a non-core facility, as well as a business plan and funding strategy suitable to the Town.

Off-Leash Dog Parks

The Saugeen Shores Off-Leash Dog Park is located near the easterly boundary of Port Elgin, situated on a former land fill site and developed with the assistance community donations. The dog park is fully fenced in with a designated area for smaller dogs. The online community survey found that 45% of responding households participated in dog walking over the past 12 months, ranking ninth among other recreation activities. 47% of respondents supported spending additional public funds on improving or developing new dog parks, ranking 19th out of 24 recreation facilities, which suggests that investment in off-leash dog parks is a low priority among respondents.

With municipal by-laws regulating the use of leashes, off-leash dog parks provide pet owners with the opportunity to exercise and socialize their dogs in a controlled area. Dog parks should be not viewed strictly for pets as observations in other municipalities suggest that they are also beneficial for residents and community interaction, such as residents living in isolation and particularly with an older population in the Town this should be an important factor.

Off-leash areas have become much more common in Ontario municipalities over the past decade, though there are no measurable provision standards for the development of off-leash dog parks as this facility type is generally based on qualitative needs. The Town's off-leash dog park is located in Port Elgin and while it is located within walking distance of some residents, these facility types are generally not viewed as walk-to neighbourhood amenities. As a result, it is expected that most dog owners in Port Elgin and Southampton will be required to drive to the Town's off-leash dog park. At present, there is limited demand to warrant the development of a second off-leash dog park in Saugeen Shores.

Golf Courses

There are no municipal golf courses found in Saugeen Shores Recognizing that Saugeen Shores is home to a large number of retirees and the community is popular among visitors and seasonal residents, there are a number of non-municipal golf courses found within a short distance of Port Elgin and Southampton including the Holiday Country Club, Piper's Glen Golf Course, Saugeen Golf Club, South Port Golf Course, and Chippewa Golf & Country Club. A privately-operated mini putt is also located adjacent to the Port Elgin Main Beach on lands leased from the Town. Given that Saugeen Shores is already well served with a number of established golf courses and the fact that golf courses are commonly not provided by municipalities, entry into this facility type is not recommended.

Lawn Bowling Greens

The Town leases land to the Southampton Lawn Bowling Club, which operates the lit lawn bowling green and clubhouse in Southampton. Provincial trends do not suggest that lawn bowling is a growth sport, although aging population trends has the potential to increase participation. Growth in this sport is dependent upon whether the Baby Boomer generation takes an active interest in the sport. Limited input was received through the consultation process suggesting that there is a need for a second lawn bowling green. As a result, expansion to the existing and/or a second lawn bowling green in Saugeen Shores is not recommended.

Active Transportation Facilities

In light of emerging evidence that reveals increasing rates of physical inactivity, communities across the Province are striving to promote healthier lifestyles through accessible physical activity opportunities. Walking and hiking is one of the simplest forms of physical activity and it is often one of the most popular leisure activities. As a result, trails and sidewalks are some of the most desirable neighbourhood amenities as they form a key component of quality of life and contributes immeasurable community benefits.

Saugeen Shores has taken a proactive role in enhancing the Town's trails network, which is guided by the 2004 Parks and Trails Master Plan. The Town's trail network focuses on connecting residents and visitors to a broad range of destinations, including parks and recreation facilities. Saugeen Shores' trails also provide a wealth of no-cost recreation activities as some routes support a range of active transportation activities including shoe-shoeing, hiking, cycling, cross-country skiing, horseback riding, ATVs, and more. Given that the vision of trails is now 12 years old, it is recommended that the Town undertake an update of the Parks & Trails Master Plan to ensure that it remains relevant to municipal needs. With respect to trails, consideration should be given to recent studies that have been completed by the Town, new route opportunities, current legislation (e.g., accessibility guidelines in accordance with the A.O.D.A.), on-road cycling safety, and other trail design requirements. As the Town moves forward with this update, it is recommended that consideration be given to restricting some trail routes to non-motorized forms of active transportation only to minimize conflicting uses and maintenance challenges.

Recommendations

37. Undertake an update of the 2004 Parks & Trails Master Plan (2004) to ensure that it remains relevant to municipal needs. With respect to trails, consideration should be given to recent studies that have been completed by the Town, new route opportunities that have since emerged, and current legislations (accessibility requirements), on-road cycling safety, and other pertinent inputs. Consideration should also be given to restricting some trail routes to non-motorized forms of active transportation only to minimize conflicting uses and maintenance challenges.

Outdoor Fitness Equipment

Saugeen Shores is a part of a growing trend in North America that integrates outdoor fitness infrastructure within its parks. While outdoor fitness equipment have existed for some time in Europe and the southern portion of the United States, Canadian municipalities have recently begun re-introducing outdoor fitness equipment into their parks (once was popular through ParticipACTION Parks) that are designed to withstand extreme weather conditions. The Town provides, outdoor fitness equipment at Lake Ridge Park. While the Town anticipates that residential growth in this area of Port Elgin will slow, providing outdoor fitness equipment at Lake Ridge Park is a suitable location given that it is conveniently located near row residential dwellings that are geared towards older adults and retirees, and can be used by those living in the adjacent multi-unit residential apartments.

Through parkland design/redesign processes and consultation with the community, the Town should continue to explore the provision of outdoor fitness equipment. Consideration should also be given to integrating outdoor fitness equipment along major trail routes, which should be contemplated through the parks and trails master plan update. These facilities are ideally located within a park with a focus on active recreation or sport, or along trail routes, to maximize the potential for use.

Recommendations

38. Through the park design/redesign process and/or parks and trails master plan update, and in conjunction with community consultation, explore opportunities to provide outdoor fitness equipment in other active parks or along major trail routes.

Water Sports

Saugeen Shores is fortunate to have access to a scenic waterfront and beach area, which is publicly accessible to local and seasonal residents, and visitors from across the Country and beyond. In addition to the beach volleyball courts, which are programmed by a non-municipal organization, the Town offers a number of aquatic-based camps that take place at the Port Elgin Main Beach and in Lake Huron. Programs such as Water Logged Camp and lifeguarding teach essential life skills that are important in waterfront communities. As a result, it is recommended that the Town continue to maintain access to the beach and explore opportunities to provide aquatic-based programs and activities that can be enhanced through the use of Lake Huron.

Recommendations

39. Continue to maintain access to the beach and explore opportunities to provide aquatic-based programs and activities that can be enhanced through the use of Lake Huron.

5.0 Service Delivery Assessment

5.1 Town's Role in Recreation

The success of the Community Services Department stems from the positive relationships between the Town, local community groups and organizations, and residents, resulting in a unified commitment to make the community a better place to live, work and visit. The delivery of effective recreation opportunities requires continued collaboration between the Town, volunteers, service providers, and the private sector as each entity brings its own set of expertise and efficiencies in delivering specific services that benefit a broad spectrum of residents. Positioning the departmental role of the Town is vital to ensure that residents have access to high quality recreation opportunities.

Generally speaking, municipal community services operate under two models – direct and indirect service delivery.

- Direct service delivery is where municipalities are the providers of physical space as well as the programs that take place within them. This delivery model is often utilized by larger municipalities that possess sufficient resources to provide this level of service.

- Indirect service delivery is typically employed in municipalities with limited financial and human resources and as such, the municipality's primary role is to provide physical space, while the programming and activities that occur in these spaces are operated by local organizations and community groups.

The Town utilizes a blend of these two approaches through the provision of facility space and a limited range of municipal programs, which are augmented by programs and services provided by local groups and community organizations. This practice has proven to be successful in the past and as the Town continues to grow, there is a need to ensure that the Town's mandate continues to meet the needs of its residents.

It is recommended that the Town augment its service delivery method by supporting a "community development" approach that provides the community sector with appropriate resources in order to enable these groups to sustainably deliver programs and services over the long term. This may involve supporting local organizations through funding, volunteer recruitment, governance, structures, policy templates, and general guidance to ensure the groups have access to information on grants, fundraising, and networking opportunities.

Community development focuses on the strengths and capacity of local residents who are invested in their communities. It is in this collective capacity that issues and gaps can be addressed by emphasizing local assets. The Town largely consists of a dedicated base of community organizations, service clubs, and volunteers, along with all of the resources (e.g., manpower, fundraising capacity, etc.) that they bring. The Town is a volunteer oriented community and there are many organizations that have demonstrated a willingness to take on projects. The intent of the community development approach is to allow the Town

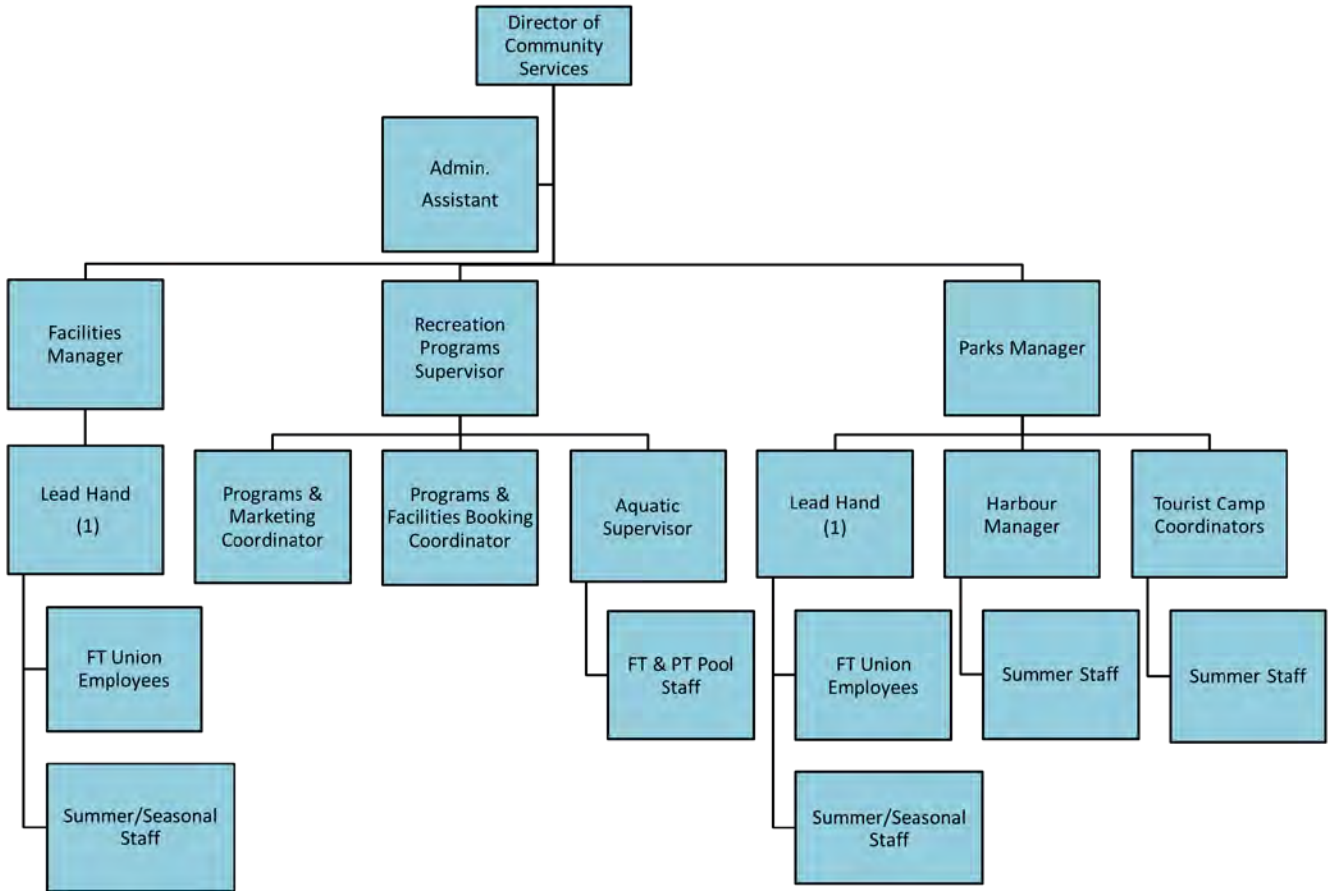
to focus on what it does best – providing and operating physical space – which is augmented by municipal programs that are complementary to, and/or supportive of, those offered by community groups.

Recommendations
40. Augment the existing service delivery model with a community development approach to empower local organizations and build capacity to sustainably deliver programs and services over the long term.

5.2 Staffing Structure

The ultimate purpose of a high performance municipal department organization is to contribute to the quality of life of the community. It is the role of senior management to provide a sense of purpose and clear direction to the entire organization so that it is positioned to fulfill this purpose. Generally speaking, the leadership team has a broad range of key roles, which includes being inclusive of staff opinions, sharing decision-making, and ensuring that members of the entire organization understand their roles and responsibilities to achieve desired results.

Figure 18: Organizational Structure – Community Services Department



The Community Services Department currently has three divisions including facilities, recreation programs, and parks. Each division is overseen by a manager/supervisor with a staff consisting of full time, part time, and summer employees.

As the Town continues to grow, it may be necessary to review the roles and responsibilities of existing staff members and evaluate additional staffing requirements to ensure that the Community Services Department continues operating efficiently and effectively. Particular areas of focus should be placed on addressing key demographic needs of children, youth, older adults, and seniors, as anecdotal evidence suggests that these age groups are expected to have the most growth during this planning period. Potential staffing requirements as a result of future population growth may include, but not be limited to a recreation programmer or maintenance positions to ensure that the Town's inventory of parks and facility assets are high quality and meet the needs of its residents.

Recommendations

41. Contingent upon community growth rates, the Town may be required to evaluate the roles and responsibilities of existing staff and consider additional staffing requirements with a focus placed on meeting the needs of children, youth, older adults, and seniors. Potential staffing requirements as a result of population growth may include, but not be limited to, a recreation programmer, maintenance worker, or another position within the Community Services Department.

5.3 Programs and Activities

Quality programs that are affordable and accessible are essential for fostering a healthy, active community. Given the presence of a dedicated Recreation Programming Supervisor and Recreation and Marketing Coordinator within the Community Services Department, it is clear that the Town endeavours to provide some level of municipal programming. As recommended in the previous section, the addition or expanded position of a Recreation Programmer will further enhance the Town's programming role, which will be particularly beneficial in enhancing utilization of the Town's multi-purpose and meeting spaces.

The Town currently provides a limited selection of programs that take place within municipal facilities. These activities generally centre on skating and swimming and active day camps, while other programs (e.g., yoga) and sports are offered by community providers and the private sector. These programs represents a good starting point to build off of given that as Saugeen Shores continues to grow, the Town will experience pressures for programs that cover a broad spectrum of activities. The desire for new recreation opportunities is already being felt as respondents in the Online Community Survey requested activities such as programs for children, recreational leagues, fitness classes, and other passive programs. Given that lack of time is one of the most common barriers to participation at every age group, activities that are convenient, accessible, affordable, and relevant will be the most successful in any community. As a result, the Town and local program providers should increase focus on developing and facilitating unstructured, drop-in programs. Emphasis should be placed developing programs that are complementary to those that are already available in Saugeen Shores.

Recommendations
42. Evaluate opportunities together with local community organizations to promote and expand the scope of programs that are complementary to those already available in Saugeen Shores. Emphasis should be placed on offering informal/unstructured activities, as well as focusing on opportunities for children, youth, and older adults/seniors.

5.4 Fiscal Responsibilities

The provision of high quality recreation facilities requires a significant investment to construct and maintain. Funding for the Town's recreation system largely comes from municipal and community contributions (e.g., tax levies, capital reserves, fundraising, development charges, etc.), as well as occasional grants from federal and provincial governments (e.g., Ontario Trillium Foundation, etc.).

Table 8 summarizes the funding allocated towards the provision of indoor and outdoor recreation facilities. It is recommended that the Town continue exploring alternative funding sources to augment existing capital programs to finance planned parks and recreation projects, as well as to implement the recommendations contained in this Master Plan.

Table 8: Funding / Reserve Sources

Funding / Reserve Source:	Funding Available
Parkland Reserve	$585,324
Park Improvements Reserve	$214,324
Facility Improvement Reserve	$55,356
Development Charges for Indoor Recreation (2013 – 2022)	$217,599
Development Charges for Outdoor Recreation (2013 – 2022)	$260,716
Total	$1,333,048

Municipal tax levies contribute a great deal towards the operation and delivery of facilities and programs, though user fees are seen as a way to limit impact on the tax rate. Despite their roles in achieving fiscal sustainability in the Town, user fees can create concerns relating to affordability and fairness in accessing services. While the Town currently provides subsidies for minor sports, it is recommended that the Town investigate implementing a financial assistance program for children, youth, older adults, and seniors living in low income to minimize financial barriers to fully participating in recreation opportunities. This program should be provided as a complementary resource to existing assistance programs provided at the County level as well as through other organizations (e.g., Canadian Tire Jumpstart).

In addition, the Town may augment its municipal contributions by tapping into external funding sources that are available at the federal and provincial level. From time to time, upper levels of government announce various stimulus programs such as Canada/Ontario 150 and Build Canada. Donations and contributions in the form of monetary funds or other means is a highly valued resource, particularly in smaller municipalities such as Saugeen

Shores, where the Town and its residents rely on various social clubs and organizations such as the Southampton Rotary Club, Port Elgin Lions Club, Splash Pad Committee, and others to fundraise or to provide services for the betterment of the local community. It is recommended that the Town continue to pursue external funding sources of offset expenditures relating to future recreation opportunities, including the recommendations contained in this Master Plan.

Recommendations

43. Introduce a financial assistance program, based on ability to pay for children, youth, older adults, and seniors in low income households, to minimize financial barriers to participating in recreation opportunities.
44. Continue to explore alternative funding sources to augment capital expenditures relating to future recreation opportunities, including the recommendations contained in this Master Plan.

5.5 Pursuing Sport Tourism

Sport tourism as an activity in which people travel to a sporting event as a participant or spectator.[20] Sport tourism has been gaining in popularity and more municipalities are exploring opportunities to benefit from this phenomena as there are often associated economic benefits and spin-offs that may occur. The recent increase in sport tourism is the result of a number of factors such as the availability of high quality sports and recreation facilities, a greater profile and media presence of competition and community level sports, and other factors.

Some of the recommendations contained in this Master Plan contribute to enhancing the Town's role in facilitating sport tourism opportunities; however, the Town should ensure that a priority is first given to local residents. While the Town may be positioned to accommodate such activities through the provision of sports and recreation facilities, there are also a number of external factors that should be considered when entering into the sport tourism industry such as the availability of businesses to support tourists such as restaurants and hotels, as well as providing sufficient volunteers to assist with delivering high quality sport tourism experiences. There are evaluation tools available to assist the Town with evaluating potential sport tourism opportunities in Saugeen Shores. The Sport Tourism Economic Assessment Model (STEAM) is one example that was developed by the Canadian Sport Tourism Alliance to assist organizations with identifying the estimated level of economic activity that could be supported by an event.

Recommendations

45. Evaluate potential sport tourism opportunities while recognizing that the success of these pursuits will also be contingent on external factors such as the availability of volunteers and supporting businesses (e.g., restaurants, hotels, etc.).

[20] Canadian Sport Tourism Alliance. Retrieved from http://canadiansporttourism.com/about-csta/frequently-asked-questions.html#1

5.6 Effective Partnerships

Part of implementing a community development approach is formally working with groups and individuals to provide services. There may be instances when no one party is able to provide a program, service, or facility on its own, or where the risk is too great for any one party to overcome. In this instance, the creation of a partnership can be a great benefit in addressing identified needs or service gaps. The Town has formed many partnerships over the years with a number of groups and service provides including the Bluewater District School Board, Port Elgin and Southampton Curling Club, Southampton BIA and Art Society, Southampton Rotary Club, and more. These groups are vital partners in the delivery of essential programs and services in the Town.

Partnerships can be excellent means in which to ensure that a broad range of services and facilities are available to service the public. Not all partnerships are the same and thus careful consideration must be undertaken to manage risks, while clearly defining roles and expectations. For example, due diligence is required to ensure that any entity partnering with the Town has the ability to deliver on its promises, so that the Town is not left in a position to take over operations and/or make financial commitments if a partner no longer participates.

Furthermore, it is important that all requests are evaluated in the same way, so that there are no perceptions of inequality. A transparent, carefully thought-out partnership evaluation framework is needed as a result so that the Town can demonstrate its decision-making process and justify why it believes that some requests to partner are acceptable, while others should not be pursued with public sector involvement. It is recommended that the Town prepare a Partnership Evaluation Policy that specifically identifies:

- Whether, first and foremost, the proposed partnership is consistent with municipal mandate and philosophies.
- If there is a role for the Town to play in providing the program or service.
- Whether there is a quantifiable or justified need for the service in the community.
- That the service can be sustainably accommodated within the Town's long-term capital and/or operating resources.
- Whether the partner is sufficiently capable/qualified (e.g., financially, staffing, internal expertise, etc.) to be able to deliver the service over the long-term, and in compliance with legislated policies and municipal standards.
- The level of risk (e.g., financial liability, etc.) and how this will be managed by the partner or the Town.
- Whether the partner can provide the service on a sole source basis.
- Agreeing upon terms, conditions, standards, and responsibilities for all parties involved.

Recommendations

46. Pursue partnership opportunities that are consistent with the Department's mandate in order to reduce reliance on municipal resources in providing quality recreation services. In doing so, a standardized process or framework for evaluating and responding to requests for partnerships should be developed, with the view of maximizing public interests.

5.7 Volunteerism

The Town's volunteers are essential to the operation of many recreation opportunities in Saugeen Shores, particularly with delivering services, programs, special events, and fundraising. Local volunteers devote a significant amount of time towards helping community groups deliver programs and services to residents.

Leveraging volunteers in Saugeen Shores is crucial to ensure that recreation opportunities remain affordable to users, participants, and the community and as a result, it is important for both the Town and its community groups to continue to maintain a strong profile of volunteers. According to a national study, over half of current volunteers stated that they approached an organization by themselves to become involved, though once they joined, they provided more of their time than volunteers who did not approach an organization on their own. The study also stated that a common barrier to volunteering is that people were not asked to do so, which suggests that residents should be regularly informed about the volunteer opportunities that exist in order to target residents who are unaware of opportunities but would otherwise be willing to help.

Community Connection, based in Collingwood, hosts an online volunteer database for organizations within Bruce and Grey County to post volunteer opportunities. While this may be an effective tool to attract new volunteers, there is merit in continuing to offer promoting volunteer opportunities on the Town's website, as well as through the Municipal Guide, as this is often one of the first points of contact residents make when looking for information. The Town currently has a section of the website dedicated to volunteers and it is encouraged that staff continue to actively populate new volunteer opportunities as they emerge. This practice should be complemented by other efforts such as promoting the need for volunteers at municipal facilities and through the Saugeen District Secondary School to meet student volunteer requirements. Coordination with stakeholder/user groups should also be a key element to this endeavour.

It is important to not only support volunteers but also to recognize their efforts and achievements in the community. There is currently no formal volunteer recognition program in place, although it is recognized that some local groups may have some form of internal recognition for their volunteers. Consideration should be given to hosting a Town-wide volunteer recognition event to show their appreciation for volunteers. The number one barrier to volunteerism is often the lack of time, which can lead to volunteer "burn-out" and frustration, though in tandem with other supports, recognition can assist in making their efforts feel wanted and worth the commitment, while also brining awareness to the community at large.

Given that the Town relies on volunteers to deliver many programs and assist with events, there is also a need to maintain a strong system of volunteers. Common challenges often experienced across volunteer groups is the ability to retain and recruit qualified volunteers for positions requiring certain skills or knowledge, such as coaching. From a community development perspective, the Town may intercept this challenge by assisting groups with appropriate volunteer training. This may involve organizing workshop sessions with group representatives to disseminate the appropriate resources to assist groups with volunteer training, coaching, recruitment, retention, recognition, and more. An opportunity may also exist to leverage the external expertise of professional training consultants to facilitate these sessions.

Recommendations

47. Create a volunteer recognition and annual awards program to celebrate outstanding contributions to community services in the Town.
48. Create workshop sessions with volunteer organizations to disseminate appropriate resources for local groups to address challenges in the volunteer sector such as training, coaching, recruitment, retention, recognition, and more. Consideration may be given to leveraging the external expertise of professional training consultants to assist with facilitating this session.

5.8 Focus on Customer Service

Through Ontario, users of recreation services are increasingly more sophisticated and demanding than ever before. Saugeen Shores, which is a popular destination for seasonal residents, retirees, and growing families, is already observing enhanced expectations. Patrons of recreation facilities and program participants often expect new degrees of service treatment that is well beyond traditional norms. This trend will continue to be increasingly prevalent as new residents continue to arrive from other communities and seek high quality, convenient programs and facilities that they have grown accustom to.

It is necessary for the Town to continue providing a well-managed, quality-focused customer service system, which is often considered to be one of the fundamental components of an effective service delivery system. Top performing community services departments acknowledge this by allocating sufficient resources as well as an appropriate number of well trained staff to fulfill the service expectations of their clientele. The Town's Programs & Facilities Booking Coordinator is currently the customer service point person, who handles all requests, inquiries, and matters related to community services in Saugeen Shores.

Progressive organizations are placing greater emphasis on their ability to meet customer service expectations, while also realizing that the consistent delivery of quality customer service is a planned activity that must be carefully managed and effectively coordinated. In particular, the need to ensure that an inclusive customer service experience in Saugeen Shores is guided by the Town's Accessibility Standards for Customer Service, which ensures that Town Staff are trained in interacting with persons with disabilities.

Recommendations

49. Continue to regularly explore opportunities to enhance the way services are being delivered to customers, with a continued focus on quality. In the future, this may require the Town to consider new approaches and technologies that will aid staff in their ability to administer the high quality customer services that residents now associate with municipal facilities and programs.

5.9 Leveraging New Technologies

The use of technology has transformed how municipalities interact with residents and stakeholders. Requirements to manage social media, maintain websites and blogs, as well as seek new solutions has required new levels of expertise and some very creative thinking. Innovative departments are committed and are willing to devote resources to ensure that they understand the needs of their staff, users, and non-users and develop technology based solutions centred on these needs, while maintaining traditional resources for less tech-savvy residents. Some current examples of how the use of technology can enhance the parks and recreation experience include:

Promotion and the Use of Social Media

Continuous efforts to promote parks and recreation opportunities and its benefits is an ongoing necessity to keeping residents informed. The Town has embraced the use of modern technologies to promote local parks and recreation opportunities, which offset more traditional print mediums. The Town's website allows web visitors to view its digital Municipal Guide, register for programs, book a facility, and access a host of civic resources or obtain information about businesses, local community life, and more.

It is recognized that the Town also has a budding social media presence with a Facebook page that boasts over 1,300 likes, a Twitter account with more than 1,000 followers, and a YouTube channel. These accounts are updated frequently and are effective tools to promote new opportunities and communicate municipal initiatives. An annual strategy to communicate and promote parks and recreation opportunities using these tools and additional mechanisms, such as cross-promotion with other providers, would also assist in increasing the number and frequency of communication impressions.

People Counters

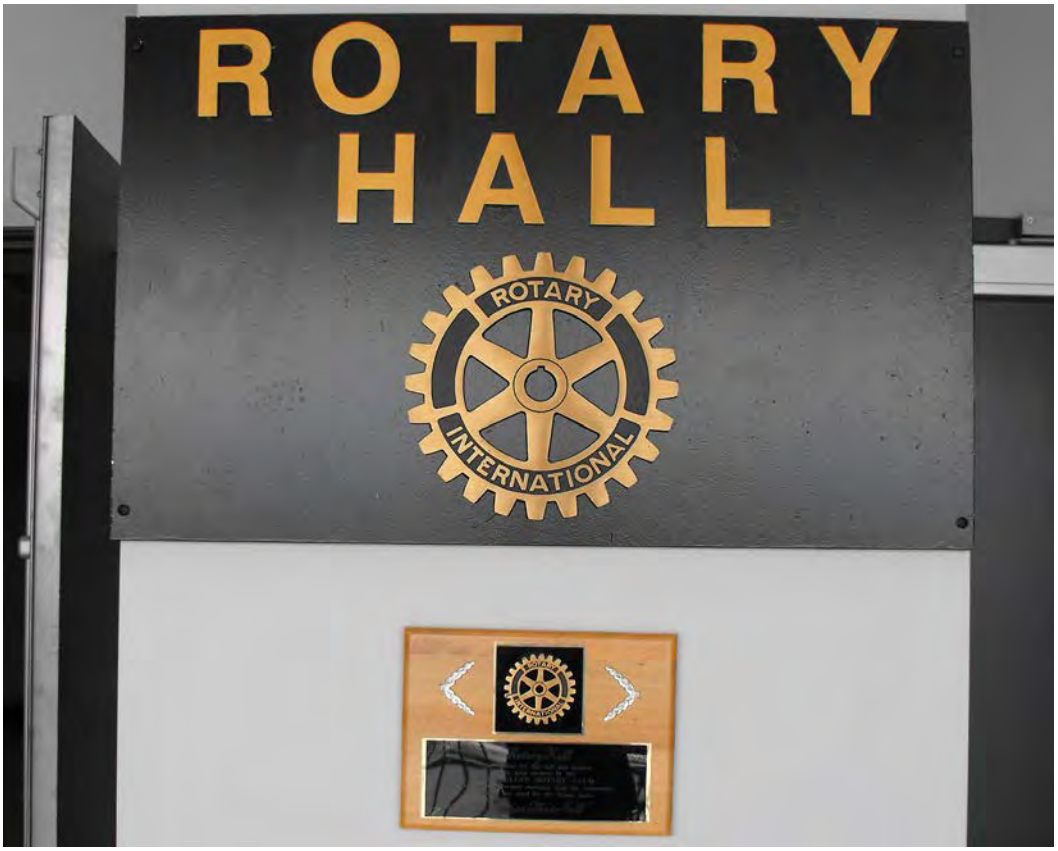
Laser people counters can be installed in municipal parks and facilities to count the number of users in a day, month, year, etc. These counters have been successfully integrated along some of the Town's trails and should be expanded to other areas to quantify the success of various municipal facilities. The information collected provides data on peak usage and can address efficiencies such as energy use, staffing, and maintenance scheduling.

Points of Interest Enhancement Applications

Parks Canada has introduced a GPS based applications that allows parks users to learn more about points of interest in national parks through the use of their mobile phone. Two other applications that Parks Canada has introduced include a "How to Camp" application for new campers and a "Heritage Gourmet" application that lists Canadian heritage cooking recipes. These types of applications may be useful for promoting and educating users about key destinations and points of interest within the Town's recreation system.

These uses of technology are provided as examples and food for thought in order for the Town to maximize how residents receive information. There may be applications or spin-offs of applications that can create efficiencies and enhance the Town's recreation system. As well there may be an opportunity to work with other organizations to create meaningful applications and share the resources that it takes to source and utilize them.

Recommendations
50. Continue to explore new technologies that become available to enhance the education, awareness, and promotion of recreation opportunities in Saugeen Shores.



Rotary Hall

6.0 Implementation

This Section contains a framework for reviewing and updating the Master Plan. The recommendations put forth within this Master Plan is also summarized, along with their suggested priority/timing.

6.1 Monitoring and Updating the Master Plan

The Town should regularly review, assess, and periodically revise the recommendations of this Master Plan in order to ensure that they remain reflective of local conditions and responsive to community needs. This will require monitoring activity patterns, tracking user satisfaction levels, dialogue with community organizations, annual reporting on implementation and short-term work plans, and undertaking a detailed ten year update to the Master Plan. Through these mechanisms – or as a result of other internal or external factors – adjustment of resource allocations and priorities identified in this Master Plan may be required. The Town should also review the 2016 Census once it is available to ensure that it aligns with the aging trends articulated in this Master Plan, particularly as they relate to growth in the number of children, youth, older adults, and seniors that appears to be being experienced in Saugeen Shores. Establishing an understanding of current population growth trends will strengthen the importance of providing high quality recreation opportunities for residents.

Reviewing the Master Plan requires a commitment from Staff, Council, and the public. An appropriate time for this is prior to the annual budgeting process. The following steps may be used to conduct an annual review of the Master Plan.

- Review of the past year (recommendations implemented, capital projects undertaken, success/failure of new and existing initiatives, changes in participation levels, etc.).
- Review the Master Plan to identify short term projects and priorities based on staff review and consideration (e.g., financial limitations, public input, partnership/funding potential, etc.).
- Identification of issues or constraints anticipated for the coming year.
- Communication to staff and Council regarding the status of projects, criteria used to prioritize projects, and upcoming projects.
- Budget requests/revisions as necessary.

Recommendations

51. Establish a system for the regular implementation, monitor, and review of the Master Plan, including the creation of an annual work plan. In doing so, the Town should review the 2016 Census once it is available to ensure that it aligns with the aging trends articulated in this Master Plan, particularly as they relate to growth in the number of children, youth, older adults and seniors that appears to be being experienced in Saugeen Shores.

Recommendations
52. Undertake an annual review of the Master Plan to identify accomplishments and to identify priorities for the coming year. Reconfirm the direction, priorities, and accomplishments through a five year mini-update in 2021 and undertake a complete review in 2026.

6.2 Implementation Strategy

For ease of reference, all recommendations contained in this Master Plan are summarized in this section. Priority has been determined based on an assessment of need, as identified throughout the planning process (including public and engagement, trend and demographic analysis, etc.). The size of the Town's population and tax base restricts the resources that can be allocated to facilities and services. In turn, meeting the widest range of needs possible through the efficient use of resources is paramount.

Within the tables that follow, the recommendations are numbered according to the order in which they are presented in the body of the Master Plan, not by priority. The priority and timing of each recommendation is identified on the right of the table. Priority is often aligned with timing – generally, the higher the priority, the sooner the recommendation should be implemented. However, the Town should be flexible in the implementation of the recommendations to allow the Town to take advantage or grants, fundraising efforts, donations, etc. The priority/timing of recommendations is organized into the following categories:

- Short-term priority (1-5 years) – 2016 to 2021
- Medium-term priority (6-10 years) – 2022 to 2026
- Long-term priority (11+ years) – 2027+

Recreation Facility Recommendations	Timing / Priority
Ice Pads	
1. Begin long-term strategic planning for the Southampton Coliseum. This should consist of undertaking a building conditions review to determine the state of the Coliseum from an engineering perspective and to determine the remaining life expectancy of the facility. The outcome of the Building Conditions Assessment will inform the Town on timing for consideration of options to renovate, replace, or to build a new arena in a new location within Southampton.	Short
2. Develop an ice allocation policy to ensure that the allocation of ice is distributed consistently and effectively in a fair and transparent manner, with a priority placed on minor ice users and municipal programs.	Short
3. Explore opportunities to expand the number of drop-in skate programs during available prime and non-prime time slots to enhance the number of opportunities for users to participate in order to respond to growing demand and optimizing ice usage.	Short
Curling Sheets	
4. Facilitate discussions with the Port Elgin Curling Club and Southampton Curling Club to collectively discuss ways in which to attract members and improve utilization, as well as solutions to enhance the operational sustainability of each group.	Short

Recreation Facility Recommendations	Timing / Priority
Indoor Pools	
5. Develop a new indoor aquatic centre at The Plex to replace Centennial Pool. Design attributes to be considered include a 25 metre, 6 lane tank with separate warm water leisure tank. Subject to review by the Town in light of best practices and current market conditions, the conceptual design and related considerations articulated in The Next Wave Pool Study Phase III should serve as a baseline for this new aquatic centre.	**Design:** Short **Build:** Medium
6. Engage the Bluewater District School Board to determine the future of Centennial Pool provided that the Town proceeds with Recommendation #5. Discussions should centre upon whether the School Board has an interest in reclaiming that space for its own needs or whether the Town of Saugeen Shores should re-purpose the space to meet an another need serving the community's interest.	Short
Gymnasiums	
7. Should the Town proceed with relocating the Centennial Pool to The Plex, investigate opportunities to re-purpose the Centennial Pool to a gymnasium space to accommodate municipal programs and sports (e.g., lacrosse, dodgeball, volleyball, tennis, pickleball, etc.) that are complementary to existing opportunities found throughout Saugeen Shores. Rentals and other uses requiring a large indoor space should also be encouraged to maximize facility utilization, provided that they are compatible with the re-purposed space (e.g., appropriate flooring type).	Long
8. Continue to promote opportunities to utilize arena floor pads when the ice is removed to position the Coliseum and The Plex as year-round indoor facilities and to accommodate a broad range of active recreation activities and community uses that require a large indoor space	Ongoing
Fitness Centres	
9. Continue to focus on promoting and facilitating active living and fitness programs provided by community providers at existing municipal spaces to bolster facility utilization.	Medium
10. Should the Town develop a new indoor aquatic centre at The Plex, an indoor walking track should be considered in the design. The location of the indoor walking track should have regard for the concept presented in the Next Wave Pool Study (Phase III) as locating a track inside the pool area is not recommended. The design of the indoor walking track should be two to four lanes in width, with a rubberized surface.	**Design:** Short **Build:** Medium
Multi-Purpose Spaces and Meeting Rooms	
11. Continue to promote and encourage the use of the Town's multi-purpose and meeting rooms to facilitate a broad range of uses and to ensure that the community is aware of the facilities available.	Ongoing
12. As a part of The Plex expansion to construct an indoor aquatic centre, integrate multi-purpose space to support cross-programming opportunities for dry-land training space for aquatics, indoor sports, and other activities.	**Design:** Short **Build:** Medium
13. In consultation with local community organizations and user groups, identify and prioritize improvements to the Town's multi-purpose and meeting spaces, which may be rationalized through a cost-benefit analysis, to modernize municipal facilities and ensure that they are flexibly designed to accommodate a broad range of uses.	Medium

Recreation Facility Recommendations	Timing / Priority
Youth Space	
14. Contingent upon the ability to re-purpose the Centennial Pool to a gymnasium space, pursue a formal lease agreement with the Bluewater District School Board for use of a classroom space to establish a dedicated youth drop-in room to facilitate cross-programming opportunities. Local youth should be engaged in the planning and design of this space.	Medium
15. The Town should work with other community organizations (e.g., Bruce County Social Services) to explore opportunities to meet the needs of 'at risk' youth.	Ongoing
16. Establish an annual youth forum to identify programming gap areas, discuss opportunities to improve recreation opportunities, and other relevant matters related to youth.	Short
17. Pursue opportunities to be recognized as Youth Friendly Community. This will require meeting a minimum of 10 of the 16 criteria established by Play Works to achieve this designation.	Short
Older Adult Space	
18. Continue to support the Chantry Seniors' Centre and PARC 55+ within existing municipal facilities.	Ongoing
19. Ensure that the Town's recreation facilities are complemented with supporting amenities that are inviting and comfortable for older adults and seniors such as providing comfortable seating and continuing to undertake accessibility retrofits.	Ongoing
20. Explore opportunities to become an "age-friendly community" by facilitating an annual meeting to engage older adult and senior clubs and residents to discuss opportunities to make Saugeen Shores more age-friendly. This may involve identifying gaps in programs and services, areas to improve recreation opportunities, and other relevant matters.	Short
Soccer Fields	
21. Explore opportunities to maximize the use of existing soccer fields, including permitting non-programmed, municipal soccer fields to meet demands. The Town should monitor soccer usage and participation to track field utilization and re-evaluate soccer field needs in the next five years or during a Master Plan Update.	Short
22. Continue to work with the Bluewater District School Board to ensure access to the soccer fields at J.H. Robertson Park.	Ongoing
23. As a long term strategy, explore alternative options to replace the soccer fields at J.H. Robertson Park, should the Town's agreement with the Bluewater District School Board end. Through the development of the proposed ball diamond complex, consideration should be given to securing lands large enough to accommodate future soccer fields at the same site. The development of soccer fields at a new site should only be considered in the event that the Town loses access to the soccer fields at J.H. Robertson Park.	Medium
Ball Diamonds	
24. Create a sports field complex and provide two lit ball diamonds over the next five years to alleviate current pressures. Re-confirm the need to construct one to three additional diamonds (possibly also lit) during the next five to ten years by evaluating usage trends, stakeholder demands, participation levels, and other relevant factors. The proposed sports field complex should be designed large enough to incorporate future sports fields, should they be required.	Short

Recreation Facility Recommendations	Timing / Priority
25. Once the Town implements the proposed sports field complex, direct adult usage to this location and other ball diamonds large enough to accommodate these groups. The ball diamonds at Lakeview Park, Cameron Park ('D' Diamond), and Biener Park (#1 Diamond) should be promoted for use by the Saugeen Shores Minor Baseball Association only.	Medium
26. Develop a formal ball diamond allocation policy to ensure that ball diamonds are allocated in a fair, transparent, and equitable manner, with priority given to local minor sports.	Short
Tennis and Pickleball Courts	
27. Recognizing that outdoor tennis and pickleball courts are currently being provided by the private sector, direct municipal competition with these providers is not recommended. The use of these non-municipal facilities should be encouraged.	Ongoing
Multi-Use Courts	
28. Explore opportunities to provide a multi-use court at Jubilee Park in Southampton. Multi-use courts should be designed as a full basketball court with painted markings and basketball posts.	Short
Skateboard / BMX Parks	
29. Explore opportunities to establish a minor skateboard park or "skate zone" in an existing or future park in Southampton to provide geographically accessible recreation opportunities for local youth.	Short
30. Should the Town move forward with constructing an indoor aquatic facility at The Plex, facilitate discussions with Saugeen Shores BMX to explore opportunities to relocate the BMX track to an alternate location.	Short
Splash Pads	
31. Proceed with developing a splash pad at North Shore Park. Efforts should be made by the Town to ensure that it addresses the issues raised by the public related to preserving the natural aspects of North Shore Park, traffic and transportation, and other related concerns.	Short
32. Proceed with developing a splash pad at Jubilee Park in Southampton.	Short
Playgrounds	
33. Explore opportunities to address playground gap areas through playground development at existing parks, land acquisition for parkland development, or an alternative method.	Ongoing
34. Identify and prioritize the replacement of aging or traditional playground structures creative/risky play equipment.	Ongoing
Beach Volleyball Courts	
35. In co-operation with the Social Athletics of Saugeen Shores, explore opportunities to provide additional beach volleyball courts that are preferably located with the existing courts at Port Elgin Main Beach.	Medium
Specialty Recreation Facilities	
36. Unsolicited proposals from established organizations shall be supported by a proponent-led assessment that demonstrates the risks and benefits of the Town becoming involved in the provision of a non-core facility, as well as a business plan and funding strategy suitable to the Town.	Ongoing

Recreation Facility Recommendations	Timing / Priority
37. Undertake an update of the 2004 Parks & Trails Master Plan (2004) to ensure that it remains relevant to municipal needs. With respect to trails, consideration should be given to recent studies that have been completed by the Town, new route opportunities that have since emerged, and current legislations (accessibility requirements), on-road cycling safety, and other pertinent inputs. Consideration should also be given to restricting some trail routes to non-motorized forms of active transportation only to minimize conflicting uses and maintenance challenges.	Short
38. Through the park design/redesign process and/or parks and trails master plan update, and in conjunction with community consultation, explore opportunities to provide outdoor fitness equipment in other active parks or along major trail routes.	Short
39. Continue to maintain access to the beach and explore opportunities to provide aquatic-based programs and activities that can be enhanced through the use of Lake Huron.	Ongoing

Service Delivery Assessment	
Town's Role in Recreation	
40. Augment the existing service delivery model with a community development approach to empower local organizations and build capacity to sustainably deliver programs and services over the long term.	Ongoing
Staffing Structure	
41. Contingent upon community growth rates, the Town may be required to evaluate the roles and responsibilities of existing staff and consider additional staffing requirements with a focus placed on meeting the needs of children, youth, older adults, and seniors. Potential staffing requirements as a result of population growth may include, but not be limited to, a recreation programmer, maintenance worker, or another position within the Community Services Department.	Short
Programs and Activities	
42. Evaluate opportunities together with local community organizations to promote and expand the scope of programs that are complementary to those already available in Saugeen Shores. Emphasis should be placed on offering informal/unstructured activities, as well as focusing on opportunities for children, youth, and older adults/seniors.	Ongoing
Fiscal Responsibilities	
43. Introduce a financial assistance program, based on ability to pay for children, youth, older adults, and seniors in low income households, to minimize financial barriers to participating in recreation opportunities.	Short
44. Continue to explore alternative funding sources to augment capital expenditures relating to future recreation opportunities, including the recommendations contained in this Master Plan.	Ongoing
Pursuing Sport Tourism	
45. Evaluate potential sport tourism opportunities while recognizing that the success of these pursuits will also be contingent on external factors such as the availability of volunteers and supporting businesses (e.g., restaurants, hotels, etc.).	Ongoing
Effective Partnerships	

46. Pursue partnership opportunities that are consistent with the Department's mandate in order to reduce reliance on municipal resources in providing quality recreation services. In doing so, a standardized process or framework for evaluating and responding to requests for partnerships should be developed, with the view of maximizing public interests.	Ongoing
Volunteerism	
47. Create a volunteer recognition and annual awards program to celebrate outstanding contributions to community services in the Town.	Short
48. Create workshop sessions with volunteer organizations to disseminate appropriate resources for local groups to address challenges in the volunteer sector such as training, coaching, recruitment, retention, recognition, and more. Consideration may be given to leveraging the external expertise of professional training consultants to assist with facilitating this session.	Short
Focus on Customer Service	
49. Continue to regularly explore opportunities to enhance the way services are being delivered to customers, with a continued focus on quality. In the future, this may require the Town to consider new approaches and technologies that will aid staff in their ability to administer the high quality customer services that residents now associate with municipal facilities and programs.	Ongoing
Leveraging New Technologies	
50. Continue to explore new technologies that become available to enhance the education, awareness, and promotion of recreation opportunities in Saugeen Shores.	Ongoing

Implementation	
Monitoring and Updating the Master Plan	
51. Establish a system for the regular implementation, monitor, and review of the Master Plan, including the creation of an annual work plan. In doing so, the Town should review the 2016 Census once it is available to ensure that it aligns with the aging trends articulated in this Master Plan, particularly as they relate to growth in the number of children, youth, older adults and seniors that appears to be being experienced in Saugeen Shores.	Ongoing
52. Undertake an annual review of the Master Plan to identify accomplishments and to identify priorities for the coming year. Reconfirm the direction, priorities, and accomplishments through a five year mini-update in 2021 and undertake a complete review in 2026.	Long

Appendix A – Master Plan Launch Summary

Note: (#) denotes number of mentions

Local Values in Parks and Recreation Opportunities in Saugeen Shores

- Volunteer support is strong (6)
- Partnerships (e.g., Lakeshore Racquet Club) (2)
- Trail network (4)
- Beach (2)
- Swim club (2)
- Facilities
    - Facilities are well used and can be easily accessed (4)
    - Number of facilities available (3)
    - Parks are good and well maintained (3)
    - Fairy Lake
    - Good soccer fields and ball diamonds
    - Volleyball
    - The Plex and Coliseum are great
    - Playgrounds are good
    - Parks are well used
    - Smaller parks and recreation spaces
    - Most neighbourhoods have greenspace
    - Washroom facilities are good
    - Dog park
    - Large variety of facilities
    - Swimming pool
        - Dated but geographically accessible
    - Rinks have flexible times
    - Playgrounds are modern and accessible
    - Skateboard and BMX park is great
- Variety of Opportunities that are Available
    - Sports opportunities (2)
    - Opportunities for all ages
    - Opportunities to play a variety of sports
    - Sports and clubs for all age groups
    - Variety of services and programs
    - Programs for athletics
    - Range of programs and services available
    - Variety of activities
    - Affordable (3)
    - Good age range of programs
    - Program variety
- Great staff
- Easily accessible
- Well maintained
- The benches along trails, sidewalks, beach. They're newer and cleaner

- A lot of open space, beach and shoreline areas
- Year round services and programming
- Quality of programs for all ages
- Online registration is available
- Making opportunities accessible
- Leisure fair is a good event
- Seniors programs

Improving Indoor Recreation Facilities

- Indoor walking track (9)
- Swimming pool (8)
    - Competitive size with a separate therapy tank
    - Should be located at a multi-use recreation facility
    - New or refurbished
    - Smaller tank for instruction or aquafit
- Improve existing facilities
    - Update change rooms and showers in general (3)
    - Accessibility improvements (3)
        - There's no direct access to the pool and rinks
    - Update change rooms at the Beach (2)
    - More storage space and office space for figure skating
    - Additional dressing room for the Winterhawks
    - Improve HVAC at The Plex
    - New sound system and heated seating at the Southampton Coliseum
    - Repurpose an existing facility (e.g., pool into a gym)
- More affordable programs (3)
    - Raise awareness of support options
- Emphasis on seniors (3)
    - Additional seniors room
- Fitness centre (2)
- Gymnasium space
    - A gym is needed (3)
    - For rentals and programming
    - Publicly accessible
- New multi-use recreation facility (2)
    - Pool, walking track, pickleball court, gymnasium and more
- Partner with the YMCA (2)
- Focus on indoor facilities (due to the extreme weather) (2)
    - Year round facilities
- Youth drop-in centre (2)
- Basketball court
- Community rooms to support more programming
- A multi-use facility to support indoor and outdoor recreation
- Commercial kitchens
- New arena or smaller practice rinks
    - More affordable prime time ice

- Pickleball and badminton
- Splash pad
- Adequate parking at facilities
- Community based programming
    - By volunteers with the assistance of the municipality to coordinate

Improving Outdoor Recreation Facilities

- Splash pad (5)
- Playground at every park (5)
    - Update and refurbish
    - Playgrounds in Southampton
    - Natural playgrounds
    - Shade areas
- Basketball courts in Port Elgin (4)
- Green space and picnic areas for socializing (2)
    - Chess tables
- Lifeguards at the beach (2)
- Outdoor fitness equipment (2)
- Tennis courts in Port Elgin (2)
- Ball diamonds (2)
    - Neighbourhood level play
    - Tournament potential
- Benches (2)
- Outdoor ball hockey court (2)
- Improving existing outdoor recreation facilities
    - Empty trash cans regularly
    - Bathroom cleanliness
    - Permanent washrooms at parks instead of portable ones (3)
    - Parking
- Centralized multi-use facility
- Food and alcohol sales at the beach
- Outdoor rink
- Tennis courts
- Southampton basketball courts at Jubilee Park
- Bike racks
- Gazebo
- Public volleyball courts
- Rowing Club along the Saugeen River
- Consolidate multiple outdoor facilities into a large recreation complex
    - Supported by change rooms, showers, etc.
- Outdoor track and field
- Change room facilities at the beach
- Community gardens
- Promote what's already available
- Swim platform
- Dedicated swimming area, restricted watercrafts

- Lit soccer fields
- Outdoor skating rink
- Clean up the beach
- Improving active transportation
    - Active transportation routes and infrastructure (4)
    - Highway 21 crossing at Hi-Berry Farms
    - Trail intersection with main roads
    - Cycling lanes to adjacent municipalities

Improving Recreation Programs

- Opportunities for teens 12-19 years (6)
    - Expand youth programs
    - Need to engage this group
    - Drop-in recreation centre for youth
- Partnerships with the YMCA, school board, First Nations (3)
- Continue to grow and develop swim programs (3)
    - Expand swim programs
    - New pool to support this
- Make sure programs and affordable or supports are in place (3)
    - Offer free activities
    - Barrier-free programming
    - More affordable arena ice during non-prime and off season (2)
- More programming offered by the Town, don't rely on volunteers (2)
- Safe biking programs
- Sailing school for kids
- Paddling club (kayaking and canoeing)
- Expand skateboard park
- Expand programming for recreation
    - Cards, cake decorating, baby sitting, dancing, fitness
- Ensure website is up to date and linked to programs
    - Virtual leisure fair
- Construct a multi-use recreation centre centrally located
    - Include a pool, indoor walking track
- More community rooms and gym space
- Free space for drop-in programming

Appendix B – Online Community Survey

1. In the past 12 months, which of the following recreational activities have you or anyone in your household participated in, in Saugeen Shores or elsewhere? By participation, we mean situations where you or a member of your household actively participate (which does not include attending an event or watching others), either at home or in public. (select all that may apply)

Activity	%	#
Walking or Hiking for Leisure on a Trail	83%	965
Walking for Leisure on a Sidewalk	81%	933
Beach and Waterfront	75%	869
Swimming (Recreational)	58%	672
Cycling or Mountain Biking	58%	669
Aerobics, Yoga, Fitness, or Weight-training	51%	584
Use of Playground Equipment	49%	561
Hockey, Ringette, Figure Skating, or Ice Skating	46%	529
Dog Walking (on or off leash)	45%	525
Baseball or Softball (or other forms)	43%	497
Running or Jogging	40%	460
Swimming (Instructional or Aquafit)	34%	390
Camping (Wilderness or Trailer Park)	30%	347
Walking with a Stroller	29%	332
Boating	28%	319
Soccer	25%	292
Use of Splash Pad	23%	269
Volleyball	22%	254
Bowling	19%	216
Tennis	16%	188
Gymnastics	15%	179
Curling	15%	175
Basketball	14%	164
Use of an All Terrain Vehicle (ATV)	11%	132
Skateboarding	7%	83
BMX Biking	7%	83
Pickleball	6%	73
None of the above	1%	7
Total Respondents		1,156

2. Where does your household primarily participate in recreation activities (select up to two responses)?

Response	%	#
Public park or facility in the Town of Saugeen Shores	83%	910
At home	29%	321
Private recreation facility or club	28%	307
Public park or facility in another municipality	19%	208
Conservation Area	10%	109
School	8%	88
Total Respondents		1,100

3. Are you and members of your household able to participate in recreation pursuits (e.g., sports, physical wellness, outdoor play, etc.) as often as you would like?

Response	%	#
Yes	60%	643
No	40%	436
Total Respondents		1,079

4. If you answered 'No' to Question 3, please indicate the top three barriers preventing you and your household from participating as often as you would like.

Barriers	%	#
Lack of desired facilities or programs	63%	273
Lack of personal time / Too busy	33%	140
Program not offered at a convenient time	32%	137
Lack of money / Too expensive	15%	65
Lack of information / Unaware of opportunities	13%	54
Lack of Child Care	8%	35
Health problems / Disability / Age	6%	27
Lack of transportation / Facility too far away	6%	26
Total Respondents		430

5. Generally, what proportion of your household's recreation needs are met **within** the Town of Saugeen Shores?

Response	%	#
All (100%)	14%	158
Most (67% - 99%)	42%	463
About Half (34% - 66%)	32%	351
Some (1% - 33%)	10%	111
None (0%)	1%	8
Total Respondents		1,091

6. If a portion of your household's recreation activities take place **outside** of the Town of Saugeen Shores, please indicate the activity and where you participate in them.

Top Activities	Top Locations
• Swimming (Recreational / Instructional / Aquafit) • Splash Pad • Walking / Hiking • Hockey / Figure Skating / Skating • Cycling / Mountain Biking • Camping • Fitness Centre / Weight-Training • Baseball / Softball • Indoor Walking • Pickle Ball • Golf • Canoeing / Kayaking • Soccer • Volleyball • Running • Boating • Rugby • Aerobics / Yoga • Lacrosse • ATV	• Owen Sound • Kincardine • Various • GTA • Hanover • Collingwood • Tiverton • Kitchener/Waterloo • Sauble Beach • Blue Mountain • Chesley • Provincial Parks • Tara • Tobermory • Walkerton • Guelph

7. Why does your household participate in these activities outside of the Town of Saugeen Shores? (select up to three responses)

Barriers	%	#
Facility/program is not available in the Town	55%	415
Quality of facility/program is superior	34%	253
Tournaments / Special Events / travel teams	17%	130
"Connected" to other community/used to live there	16%	121
Less expensive	16%	118
Facility/program not available at the preferred time	12%	89
Closer to home	6%	48
Closer to work or school	3%	19
Total Respondents		755

8. Are there any recreation facilities/activities that you or members of your household would like to see offered in the Town of Saugeen Shores that are not currently available?

Response	%	#
Yes	79%	622
No	21%	167
Total Respondents		789

9. What facilities/activities would you like to see offered?

Top Facilities Requested	Top Activities Requested
Indoor walking track	Fitness classes
Splash pad	Rock climbing
Indoor swimming pool	Programs for children and youth
Fitness centre	Adult recreation leagues
Ball diamonds	Swimming classes
Beach improvements	Shuffleboard
Indoor sports complex	Sailing lessons
Gymnasium	Archery
Ice pad	Cheerleading
Pickleball court	

10. In your opinion, which of the following organizations should **provide** these new facilities/activities?

Organization	%	#
A combination of the above providers	51%	298
Town of Saugeen Shores	47%	279
Private sector	1%	8
Community volunteer organization	1%	3
Total Respondents		588

11. In general, how **important** are the following types of facilities to you and your household?

Facility Type	Not Important		Neutral		Important		Total
	%	#	%	#	%	#	#
Active transportation amenities such as trails, sidewalks, and bike paths	14	2%	34	4%	851	95%	899
Passive parks that preserve natural areas and open spaces such as the waterfront and beach	30	3%	39	4%	831	92%	900
Other outdoor recreation facilities such playgrounds, pavilions, etc.	45	5%	103	11%	753	84%	901
The Plex	117	13%	152	17%	630	70%	899
The Centennial Pool	153	17%	130	14%	616	69%	899
Ball Diamonds	175	20%	150	17%	571	64%	896
The Coliseum	174	20%	202	23%	489	57%	865
Soccer Fields	228	26%	216	24%	448	50%	892

12. Thinking about those facilities that currently exist in the Town of Saugeen Shores, what is your level of **satisfaction** with the following?

Facility Type	Not Satisfied		Neutral		Satisfied		Total
	%	#	%	#	%	#	#
Active transportation facilities such as sidewalks, trails, and bike paths	103	12%	120	13%	671	75%	894
Passive parks that preserve natural areas and open spaces such as the waterfront and beach	151	17%	147	16%	593	67%	891
Other outdoor recreation facilities such as playgrounds, pavilions, etc.	101	12%	180	21%	589	68%	870
The Plex	113	13%	185	21%	564	65%	862
The Centennial Pool	492	58%	197	23%	153	18%	842
Ball Diamonds	154	20%	246	31%	388	49%	788
The Coliseum	157	20%	312	39%	336	42%	805
Soccer Fields	38	5%	320	41%	418	54%	776

13. What is your level of satisfaction with the **indoor recreation opportunities** in the Town of Saugeen Shores for the following age groups?

Age Group	Not Satisfied		Neutral		Satisfied		Total
	%	#	%	#	%	#	#
Children (0 to 12 years)	238	36%	174	26%	258	39%	670
Teens (13 to 18 years)	199	39%	186	36%	131	25%	516
Adults (19 to 54 years)	270	34%	229	29%	288	37%	787
Older Adults (59 to 69 years)	154	30%	180	35%	183	35%	517
Seniors (70+)	141	31%	178	39%	132	29%	451

14. What is your level of satisfaction with the **outdoor recreation opportunities** in the Town of Saugeen Shores for the following age groups?

Age Group	Not Satisfied		Neutral		Satisfied		Total
	%	#	%	#	%	#	#
Children (0 to 12 years)	128	18%	178	26%	391	56%	697
Teens (13 to 18 years)	123	23%	190	35%	224	42%	537
Adults (19 to 54 years)	158	20%	210	27%	412	53%	780
Older Adults (59 to 69 years)	96	18%	191	37%	236	45%	523
Seniors (70+)	79	17%	199	44%	179	39%	457

15. To what degree do you **oppose or support** the Town spending additional public funds on developing new or improving existing recreation facility types?

Facility Type	Opposed		Neutral		Support		Total
	%	#	%	#	%	#	#
Off-Road Walking Trails and Pathways	22	3%	90	10%	766	87%	878
Beaches and Waterfront	55	6%	75	9%	750	85%	880
Indoor Swimming Pools	66	8%	73	8%	739	84%	878
Off-Road Cycling Trails and Pathways	29	3%	131	15%	712	82%	872
Sidewalks	33	4%	138	16%	704	80%	875
Playgrounds	30	3%	148	17%	688	79%	866
Passive Parks and Open Spaces	36	4%	165	19%	674	77%	875
Indoor Walking Track	92	11%	175	20%	608	69%	875
Arenas	129	15%	137	16%	605	69%	871
Dedicated Youth Centre	63	7%	202	24%	590	69%	855
Splash Pads	151	17%	165	19%	557	64%	873
Fitness Centres	127	15%	194	22%	550	63%	871
Gymnasiums	106	12%	222	26%	532	62%	860
Dedicated Older Adult / Seniors' Centre	74	9%	254	30%	510	61%	838
Baseball or Softball Diamonds	79	9%	280	32%	504	58%	863
Soccer Fields	66	8%	294	34%	497	58%	857
Community Halls and Multi-purpose Rooms	113	13%	308	35%	447	51%	868
Tennis Courts	102	12%	343	40%	415	48%	860
Off-Leash Dog Parks	153	18%	299	35%	406	47%	858
Basketball Courts (outdoor)	101	12%	356	42%	397	46%	854
Community Allotment Gardens	128	15%	363	43%	353	42%	844
Skateboard Parks	153	18%	349	41%	354	41%	856
Outdoor Swimming Pools	321	37%	256	30%	288	33%	865
Pickleball Courts	152	19%	400	49%	266	33%	818

16. Please indicate your level of agreement with the following statements.

Statement	Disagree		Neutral		Agree		Total
	%	#	%	#	%	#	#
Recreation should be a high priority for Town Council.	22	3%	53	6%	797	91%	872
The Town should consider alternate uses for community facilities that have very low levels of use.	22	3%	146	17%	674	80%	842
The Town's recreation facilities are generally well maintained.	183	21%	135	16%	546	63%	864
My household is generally satisfied with the geographic distribution of recreation facilities in the Town.	181	21%	174	20%	504	59%	859

17. Please provide any additional comments you may have regarding recreation facilities in the Town of Saugeen Shores. (Attach additional pages as necessary).

Due to the open ended nature of this question, the responses have not been included. However, the key themes expressed by respondents have been considered as a part of this Master Plan.

18. How many people live in your household?

Age Group	Total Number	#
1	46	46
2	550	275
3	459	153
4	1,036	259
5	440	88
6	108	18
7	42	6
8	8	1
Total Respondents	2,689	846
Average Household Size	3.2	

19. Please indicate the total number of persons within your household that fall into the following age categories.

Age Group	Total Number	#	% of Sample	2011 Census
Under 10 years	569	450	21%	8%
10 to 19 years	324	327	12%	10%
20 to 34 years	599	441	22%	17%
35 to 54 years	719	514	27%	25%
55 to 69 years	386	335	14%	25%
70 years and over	87	188	3%	14%
Total Respondents		845		
Total Persons	2,684			

20. What year were you born?

Age Group	%	#
1930 – 1939	1%	5
1940 – 1949	7%	53
1950 – 1959	16%	126
1960 – 1969	15%	121
1970 – 1979	23%	183
1980 or later	39%	311
Total Respondents		799
Average Age		44

21. Are you a resident of the Town of Saugeen Shores?

Response	%	#
Permanent	92%	794
Seasonal	8%	67
Total Respondents		861

22. If you are a seasonal resident of the Town of Saugeen Shores, in which community do you permanently reside?

Municipality	
• Allenford • Arran-Elderslie • Ayr • Bellville • Elk Lake • Freelton • Hamilton • Kingston	• Kitchener-Waterloo-Guelph • London • Milmay • Minto • Florida • Toronto-GTA • Walkerton

23. If you are not a resident of the Town of Saugeen Shores, in which community do you reside?

Municipality	
• Arran-Elderslie • Kincardine • Paisley • Sauble Beach	• Tara • Tiverton • Walkerton • Waterloo

24. If you are a resident of the Town of Saugeen Shores, do you live in…

Community	%	#
Port Elgin	71%	561
Southampton	21%	170
Rural Area (former Saugeen Township)	8%	66
Total Respondents		797

Appendix C – Stakeholder Group Survey

Indoor Facility Users

Allan's Fireside Griller's Oldtimers Hockey Team

This group participates in hockey games for players between the ages of 35 and 60. The group has maintained 20 participants over the past three years and utilizes the Southampton Coliseum.

Breakers Swim Team

The Breakers Swim Team promotes personal development and growth of young athletes through competitive swimming and to compete at the highest possible level. The organization has 33 participants for the current year, a majority of whom are residents. While the number of participants have declined by eight participants, the Team expects to increase participants over the foreseeable future due to a concentrated effort to expand the Team.

The group primarily uses the Centennial Pool and infrequently uses the classroom and outdoor areas for dry-land training. In order for the Team to remain competitive, attract new swimmers, and host competitions, the group requested a new competition swimming pool. Suggested specifications included a 25 metre, eight lane rectangular tank, spectator seating, and dryland training space (e.g., walking track, office space, meeting room, etc.).

Bruce County Speed Skating

Bruce County Speed Skating provides a short track speed skating program for 60 participants. The group envisions continued growth in their participation figures, although they identified that there is insufficient ice time to accommodate their needs. The group uses the arena at The Plex and identified the need for an international size ice pad.

Kaake's Krawlers

This pick-up group, which has 30 participants, has played hockey twice a week at the Southampton Coliseum for the past four decades. Desired improvements included bigger dressing rooms and showers, in addition to improved plumbing for hot water.

Lakeshore Hockey League

The Lakeshore Hockey League provides safe and fun recreational hockey for players of all skill levels. The group reported 96 members, all of whom are adult players, which is a decline from 120 players from previous seasons. The group indicated that their membership tends to fluctuate, although the presence of Bruce Power has the potential to attract new members. The group uses the arenas in Saugeen Shores and given that the group typically uses late night ice, an additional ice pad would be beneficial.

Mid Ice Crisis

Mid Ice Crisis is a women's hockey team who play once a week at the Southampton Coliseum. The group has maintained about 22 adult participants over the past three seasons and reported that the group's only concern was that the only ice available is after 9:00 pm.

Monday Morning Hockey Rental

This group primarily consists of older adults and retirees participating in recreational hockey. With 30 members, the group plays at The Plex and are currently satisfied with the current facility.

Retiree's Hockey

This group maintains 24 participants offers recreational hockey to local retirees. The group plays at The Plex and indicated that they are currently satisfied with the facility.

Saugeen Shores 3 on 3

This group is a spring/summer hockey league that allows young players to develop their skills. With 300 youth members, the group utilizes The Plex in Port Elgin. Noted improvements include consistent service from the concession, the need for consistent and large blocks of rental time, the cost of renting ice, and ice availability between April and August.

Saugeen Shores Minor Hockey Association

This organization's main purpose is to provide organized minor hockey to promote skill development among youth in Saugeen Shores. Over the past three seasons, the group has grown to 475 participants, and the group anticipates further growth of their organization, which is expected to be driven by new young families in Saugeen Shores. The Association utilizes both arenas in Saugeen Shores and suggested improvements to the lobby, concession, and dressing rooms at the Southampton Coliseum. The need for consistent service at the concession was also expressed. Challenges were also identified regarding ice scheduling around smaller groups and users. As the Association is the largest ice user, the group feels that they should be getting priority ice allocation compared to other users. The availability of volunteers was also expressed as a challenge.

Saugeen Shores Skating Club

The Saugeen Shores Skating Club is sanctioned by Skate Canada and is a member of the Skate Canada-Central Ontario chapter. The Club offers a range of skating programs from grassroots skill development to CanSkate. The Club's membership has fluctuated over the past three years and have indicated a membership of 122 members for the 2015/16 season. The Club anticipates that their membership will grow over the coming future by offering more adult learn to skate programs and extending their programming into the spring and summer (subject to facility availability).

The Club uses both arenas in Saugeen Shores, in addition to meeting rooms for monthly executive meetings. Suggested improvements included an updated south system at the Coliseum, dry-land training and office space at The Plex, electronic bulletin boards, and reliable wireless internet. Challenges were also expressed with respect to ice schedule, as the Club has to compete with Minor Hockey for ice time. As a result, some members must travel to other municipalities. The Club also reported that ice time is more affordable in other municipalities. The rising cost of ice was identified as a main concern.

Saugeen Shores Winterhawks

The Saugeen Shores Winterhawks provides competitive adult hockey for players who wish to continue playing after their minor hockey programs. The group has about 30 participants who play at The Plex. The group also uses the Rotary Hall. Suggested improvements included having a dedicated dressing room, and office and storage space. The group's biggest concern was the consistent availability of ice time at a reasonable price, a dressing room, and storage.

Southampton Curling Club

Southampton Curling Club provides recreational curling for older adults and seniors. Over the past three years, the Club has grown to 163 members and expects to remain the same over the foreseeable future. The Club uses the curling sheets at the Coliseum and identified accessibility issues that prevent members from fully utilizing the facility, particularly the ability to access the second floor lounge area.

Wismer House Whalers Hockey Team

Wismer House Whalers Hockey is an older adult hockey team that has maintained 21 players over the past three years. The group uses both arenas in Saugeen Shores and did not identify any improvements.

Young Strausers

Young Strausers is a pick-up hockey league that plays once a week. The group has maintained 30 participants over the past three years and expects membership to increase over the future. The group uses the arenas in Saugeen Shores, as well as the Town's ball diamonds. No improvements were suggested for the arenas; however, suggestions for improving ball diamonds were identified such as general upgrades and providing more diamonds to support minor ball and local leagues.

Outdoor Facility Users

Port Elgin Blue Devils

The Port Elgin Blue Devils is a competitive fastball team that plays in the Bluewater Fastball League. The team has 15 members and uses the ball diamond at Lakeview Park. Suggested improvements included enhanced field maintenance and quality, which was identified as a high priority for the team.

Saugeen Shores Minor Baseball Association

Saugeen Shores Minor Baseball Association provides an opportunity for children and youth to play fastball and baseball. The Association has grown to 304 participants over the past three years and intends to continue growing over the future as the group feels that there is a demand and interest in this sport. The Association uses the ball diamonds at Cameron and Biener Park and to a lesser extent, the ball diamonds at Lakeshore and Jubilee Park.

The group expressed the need for an additional diamond; however, the group felt that improving existing diamonds should be a higher priority such as providing washrooms at Biener Park or other facilities. Overall updates and maintenance improvements should be considered, particularly with respect to field quality. The Association indicated that they work well with other ball groups; however, it was felt that there is a shortage of available ball diamond time during the weeknights to accommodate all users.

Saugeen Shores United F.C.

Saugeen Shores United F.C. provides members of all ages and abilities the opportunity to play soccer. Over the past three years, the group has grown to 509 members and it is expected that membership will remain relatively stable over the future as the organization's growth is limited by the availability of soccer fields. The organization uses the soccer fields at J.H. Robertson Soccer Complex and Helliwell Park. Suggested improvements to Helliwell Park included a permanent washroom and storage facility, and providing more shade areas (trees or pavilions). The group's main concern is the need for another full size soccer field, in the event of losing use of the fields located at J.H. Robertson Soccer Complex.

Social Athletics of Saugeen Shores

Formerly known as the Port Elgin Beach Volleyball Club, the Social Athletics of Saugeen Shores offers year-round programming in multiple sport disciplines including indoor/beach volleyball and dodgeball. The group has maintained 300 members over the past three years and expects that membership will remain stable due to the limited number of volleyball courts. The organization utilizes the courts at Port Elgin Main Beach and expressed the desire to have their own dedicated volleyball courts to expand programming.

South Port Men's Slo Pitch League

This League provides recreational slo pitch for adult men. Having grown to 540 members over the past three years, the League expects to continue adding members as they feel that there is a growing interest in the sport. The League uses the ball diamonds at Biener and Cameron Park and suggested a number of improvements to the diamonds such as improving overall field maintenance and quality, irrigation, clay or grass infields (instead of stone dust), dugouts at all fields, outfield fencing, and spectator seating. The League indicated that they are currently using all the time that they are allocated at these ball diamonds and that additional time is required, particularly on the weekends. The need for an additional ball diamond and improvements to existing diamonds was identified as a top priority.

Thursday Night Fastball League

This group is a recreational fastball league with 30 members. The group expects that membership will decline over the future as many of the members are older adults. The League uses the ball diamond at Lakeview Park and did not identify any areas for improvement.

Service Clubs and Other Providers

PARC 55+

PARC 55+ is an older adult and seniors club that provides a safe and friendly environment to interact with other members. A number of active and passive activities are offered including fitness, cards, dancing, table tennis, and more. Over the past three years, the group has grown to 278 members, and it is expected that membership will remain the same over the future. The group uses the Rotary Hall at The Plex and have suggested improvements to the heating/cooling system. The group also indicated that on occasion, some of their activities have been canceled due to the Hall being booked by other users, as a result, having a facility that is not subject to cancellations was identified as a priority.

Port Elgin & District Lions Club

The Port Elgin & District Lions Club provides a range of services in the community including financial assistance for youth and adult groups, offering the use of mobile assistance devices, fund raising for a range of causes, and events for residents in Port Elgin. The group has maintained 38 members over the past three years and their biggest priority is the ability to attract new members.

Port Elgin Rotary Club

The Port Elgin Rotary Club participates in projects that focuses on the betterment of the local community, with a focus on education, economy, and opportunity. The Club has 32 members and currently uses The Plex, in addition to North Shore Park and other parks in Port Elgin for their events. The Club's top priority is the ability to attract and retain members.

Saugeen Rail Trail Association

The Saugeen Shores Rail Trail Association is dedicated to building, preserving, maintaining, and enhancing the Saugeen Shores Rail Trail. With 100 dedicated volunteer members, the organization did not identify use of any of the Town's facilities; their meetings are held at the Shoreline Baptist Church.

Saugeen Shores Splash Pad Committee

This Committee is currently raising funds for a splash pad in Saugeen Shores. With the financial assistance of the community, Town, donors, and grants, the splash pad will be designed to be accessible and is expected to be constructed at a park or existing recreation facility.

Appendix D – Public Open House Feedback

Indoor Aquatics

- I have been going to the pool for Aquafit since the eighties. We need a new pool desperately. Having the dehumidifier in the pool area is not good as the noise level is too high. The dressing rooms are horrible - not enough room, no family change rooms etc. The programs at the pool are great, but the facility has run its course. Cameron Park would be the perfect place for a new pool and a recreation facility, gymnasium, walking track, soccer pitch etc.

- A good aquatic pool is critical to attracting long-term residents to Saugeen Shores, especially with the ongoing expansion of Bruce Power. Development and investment in parks and fields for the long-term is an incentive for future residents and existing ones too.

- The pool has been studied quite extensively. To co-locate with the Complex is good. Last plan was to develop schematic design and budget update to be ready for funding opportunities. Allocate $150,000 to get ready - no need to keep studying.

- Need to ensure that we have a pool that is accessible to all including infants, children, adults, seniors and disabled individuals. A separate building with a sustainable design that will carry forward. A decent sized viewing area is also needed. We have a very successful life-saving club and also a swim team with world class athletes. If we have a good facility, it would attract other clubs to our area.

- Love the idea to turn the pool into a gymnasium-bring on the new pool! Again, we have a booming kids age and swim lessons are a must by the lake.

- Long overdue development of swimming pool.

- I support the idea of transforming the current pool into a gymnasium for multi-purpose use and moving the pool to the plex. The idea of making sports affordable is important. As a town, we need to remember that not every family works for Bruce Power- we are a diverse community.

- The pool has been studied to death and needs implementation.

- The pool has been discussed for nine years. Must start a fund to get moving.
- I am very happy to see that the new pool facility as well as a small leisure pool within the pool facility was included. Our family has been travelling to Owen Sound to use the small leisure pool at the YMCA facility. The leisure pool at the YMCA feels significantly warmer than the pool here in Port Elgin which is more comfortable for our 5 month old son, and the family change room makes it very

convenient for our family (and I can only imagine how much more convenient it would be with multiple children).

- I was suitably impressed with the scope and the detail contained in the plan and the opportunity to discuss some of the panel boards with staff and the consultant. The Consultant was easy to discuss with and listen to and has covered that what we do, want to do and maybe even didn't know we should consider doing in this well-articulated plan. The Consultant spokes to us as a relatively small community lucky enough to have had a pool. I remain a firm believer in this community asset even though I no longer use the facility. My children were given a simple instruction when they became teens. If you want to go to the beach with your friends and without us you must attain the lifesaving badge which they did at our pool and it was worth so much to us and we are now working with a similar approach with our grandchildren. We have a whole new generation of children who need the support and opportunity to attain these types of swimming and lifesaving skills. The notion that we can possibly have an indoor walking track is one that I support and only with a separate fundraising campaign. My opinion is that we fund for an above average pool (with grants, partners and taxes) to be built at the Plex location. That extras beyond this agreed to design be fundraised for separately. To this end I am disappointed that there isn't a funding sheet stating how much in 2016 dollars those suggested new build items would be expected to cost. Where and when (if any) grant opportunities could be expected to surface. How to get fully to "shovel ready" on some of these projects in order for us not to miss out on a financial opportunity. My hope is an appendix can be added to the final report saying how such "new" items can be financed and how much we should expect to have to pay to continue to support, maintain and upgrade existing facilities and uses. I support the concept of selling and land swapping deals in order to provide for new opportunities such as a ball diamond complex complete with all of the requisite appurtenances. My family supports the construction and maintenance of a Splash Pad at the North Shore Park location.

Indoor Multi-Use Space

- I like the idea of repurposing Centennial Pool if a new pool is built. Can Centennial Pool be modified to have an additional lane and seating areas instead of a new pool in another location? Can Southampton Arena be insulated and heated so skating activities could be more pleasant with higher indoor temperatures in the winter?

- Currently, there is no indoor multi-purpose space within Saugeen Shores to have proper fitness programming. Currently required to drive to Kincardine and Owen Sound to participate in indoor pickleball. I would prefer that all facilities be located at the Complex (i.e. rink, pool and multi-purpose gym). Repurposing the Centennial Pool as a multi-purpose gym would be a good second alternative.

- Multi-purpose spaces- are you meaning a gym? If so, I do not support municipal/business competition.

- Regarding tennis indoors, place in the multi-purpose facility or stage it in the old Centennial Pool. Have a gymnasium with one or two courts and a wall for practice. Tennis population in area is phenomenal. Right now, the closest indoor courts are in Collingwood-too far!

- Multi-purpose sports are essential. Natural to continue to support tennis facilities-surprised no reaction of indoor tennis in a sports complex.

Sports Fields

- We need ball diamonds. We have a growing ladies league with 22 teams but it's hard to have enough time to play. The young minor league is growing and deserves to have priority, but it doesn't mean the men's/women's leagues should suffer. We all want to play. The Town could work together with ball leagues to get financial help. It would be amazing to be like different towns around Grey/Bruce/Huron and have one sport which had ball fields and soccer fields together. With kids getting into sports, parents have to run from field to field to take their kids. How nice would it be to be at one spot for all your kids!

- Having one large location for ball diamonds and soccer fields would be ideal. More diamonds are essential.

- Why are soccer and baseball based in Port Elgin? There are enough kids in Southampton to hold these activities. I am sure Helliwell Park is under-used.

- Several communities worked with the United Way in regard to poverty, food, housing, mental health and more. My concerns are with the baseball kids- a batting cage that is not used and coaches who do not do enough but let their sons play while others sit on the bench. At soccer, the coach's older kids took away the ball from little kids play. A lot of good programs for kids (my daughter is 5 and son is 14), but we need some adjustments. My son did not play ball this year- he could not pitch and never played (benched) while coaches' kids and friends played.

Splash Pad

- In North Shore Park you could put a splash pad beside the best splash playground of all - the Beach Lake!

- Splash pads - yes for South Hampton, but why have splash pads in this part of Town rather than the beach area

- I support splash pads and their proposed location at Northshore Park. I have a 2 ½ year old and 5-year-old and would love to be able to take them to the splash pad.

- Why a splash pad? We live on the lake! Southampton Park at the Jubilee ball diamonds are wonderful.

- Do not put a splash pad on the beach. Playfields have plumbing and space

Tennis and Pickleball Courts

- "Continue to support non-municipal providers to meet local tennis and Pickleball court needs." How exactly are you supporting the non-municipal providers? Why are you promoting this concept?? Where are the municipal facilities that the residents of Saugeen Shores can use on a year round basis? Joining a private club to pursue one's leisure is of course one's prerogative but for the average resident that wants to participate in the fastest growing sport there is no venue available to them apart from travelling to other nearby communities and using their facilities, at a cost! There needs to be an immediate plan put in place to start the procurement of year round facilities.

- Saugeen Central has recently had a new gym floor installed. We were allowed entry to evaluate whether it was possible to have pickleball court lines added to the flooring. There is indeed room for 3 full size courts to be added to the gym. We approached the School Board with the proposal that our group would pay for the installation of the lines, supply the nets (3), balls and paddles (enough for a class) so that this sport could added to the schools PE curriculum. The PE teacher is on board with this idea and thinks it would make a great addition to his program. However, the new Principal at the school has unilaterally decided that this will not happen. When speaking with the Consultants at the Open House he was espousing his full support of using our schools to maximize the facilities open to the community. When I shared this situation with him he suggested that this would be something that the Town should look into and help to reverse the decision made by this Principal. Will the Town consider asking the Blue Water School Board to reconsider its present stance on this? Having 3 full size courts that are available to the community would be a huge asset especially during the fall/winter/spring months when the 'private providers' are of course irrelevant.

- With the growing popularity of Pickleball there is also a demand for competitive play here at the local level. The Senior Games and the locally organized inter club Tournaments are the tip of the iceberg as to what this area could eventually promote. There is a huge untapped market for promoting the sport of Pickleball in our area and to also hosting tournaments (e.g., fund raisers for local causes) that will have a large economic spin off to the area. I would suggest looking into the tournaments held in Naples Florida and also Arizona among the many other USA/CAN locales to see the huge potential that there is.

- Hopefully we will see the Recreation Master Plan and Saugeen Shores put a priority on the need to include Pickleball in any and all of its immediate and long term plans for our community.

- I am a pickleball enthusiast but also would like to see a recreation centre be built just like the Davidson Center in Kincardine. This center as you know involves a large variety of sports and recreational activities for young and older participants.

We shouldn't have to drive to Owen Sound or Kincardine to go to a recreational center. It would be nice to have our own facility.

General Comments

- My daughter is now taking swimming lessons. She started at 4 years old but there is no family change room or no private cubicles and for dad to take her into the boys change room is not good. She is learning to skate and most arenas have it. A new arena may not need seating, walking, running and biking trails- here are excellent. I am 61 so I am familiar with senior centre or senior activities, but with average ages so high it should be a priority. Having been on their accessibility committee, so many places still do not have easy access (e.g. McDonalds, pool, the Southampton Arena, Curling Club). In Woodstock, we built a raised walkway in an indoor soccer field where older people can walk inside in the winter months. Training classes should be available for coaches/volunteers all year round. Highway 21 closures (Lake effect snow) relates to more in town activities needed- inter-mural, mixed, all ages sports. More sports mean more sports injuries, requiring better hospital services.

- Surprised median age groups is increasing. No reaction of anticipated increase of “older adult” population.

- Older adult space was not clear at all. There should be an annual meeting with seniors to connect with established groups on a regular basis. Overall, I feel studies like this do very little. We, the Towns people, and Council are supplying what I consider to be municipal responsibilities- a pool, ball diamonds, soccer fields as a high priority. Other priorities on going are meeting with us to utilize all local facilities, including schools.

- I attended the open house last night, and I have two concerns and suggestions. Under the "older Adults" section, it suggested "comfortable seating". I am 56 years old, and had hoped for some type of activity centre. I would hope that I'm not being put out to pasture in the 'seating' section yet! I know other communities have an "Over 50 Club". I see a gap in this area, and wonder if this 50-60 age group could be added to the Plan?
- Under "Service Programs and Activities", there was a section which read, "Emphasis should be placed on offering informal/unstructured activities." I know of other communities who offer on snow days, for example, ice time for older kids (e.g., grades 7-12) at a minimal cost ($5 per person). They can go and organize their own game for an hour or two and make use of available ice. Currently, the ice sits empty as the rental fee is prohibitive for this teen aged group.
- Consider accessibility and a variety of abilities.

- Pile garbage and topsoil high to make a downhill ski hill like the one in Etobicoke.

- There is nothing in this Plan that is futuristic or reasonable to meet the needs of this Town. It is just another reason to drag our feet and do as little as possible. We

need a complete recreation and sports complex in one spot and one area. I am ashamed of the effort our Town council has put into this.

- An indoor climbing wall and a climbing/zip-lining area for kids and youth (adults too) would be great. Also, a daycare facility is absolutely needed. There are not enough care facilities for babies and toddlers available (especially in Southampton).

- As second ice pad with a walking track would be ideal and an up to date pool would be beneficial to many.

- I was disappointed in the lack of clear direction given. I was hoping to see strong recommendations to Council for implementation within specific timelines (i.e. ball diamonds over the next five years).

- The statistics in the presentation boards only goes to 2011 - is this the most up to date information we have on the population statistics of our community? With the census being completed this year it will be interesting to see how the statistics have changed over the past 5 years, and if the median age of our community is still increasing or not.

- Good parking is essential for all facilities.
- Year round bathroom access for all bathroom locations

Appendix E – Recreation Facility Inventory

Indoor Recreation Facilities

Centennial Pool

Community: Port Elgin

Location: 780 Gustavus Street

Facility Size: 6,960 square feet

Area: 0.1 ha

Year of Construction: 1975

Major Facilities:

Indoor pool (25 metres, 5 lanes)

Description:

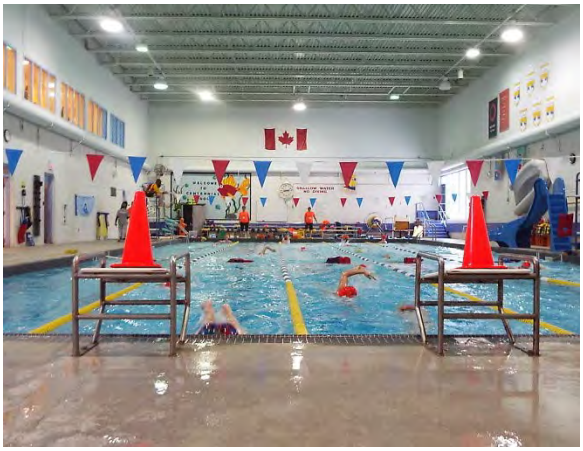
The Centennial Pool is co-located with the Saugeen District Secondary School. The site is owned by the school board, although the Town owns and operates the pool. Residential land uses characterize the majority of the surrounding land uses, although the indoor pool abuts Cameron Park and the Port Elgin Curling Club to the east.

The Centennial Pool contains a 25 metre tank with five lanes, a depth of 3.5 metres at the deepest point, and a diving board. Parking is available on site, although some pool users also park at the Port Elgin Curling Club. There are also a number of ancillary spaces that are owned by the school board, but are leased to the Town, including men's and women's washrooms and change rooms, corridors, stairwells, lobby, and entrances. Aquatic groups also have some access to classrooms for dry-land leadership classes.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





The Plex

Community: Port Elgin

Location: 600 Tomlinson Drive

Facility Size: 42,500 square feet

Area: 3.0 ha

Year of Construction: 1999

Major Facilities:

Arena

Administration Building

Rotary Hall

Meeting Room

Description:

The Plex is located on the southwest corner of Tomlinson Drive and Wellington Street in Port Elgin. The Plex is co-located with the municipal administration building, and the site contains a separate building for the local police department as well as a skateboard park and BMX track.

The Plex contains an ice pad (195' x 85') with six change rooms, spectator seating for 1,108 persons, and a concession. The Plex also boasts a meeting room and the Rotary Hall, the latter of which can be partitioned into two areas to support simultaneous activities and events.

The 2016 Municipal Budget allocates over $290,000 in projects that apply to the entire facility over the next five years including building equipment replacement, building repairs, LED lighting retrofits, a new exterior sign, accessibility enhancements, a new scoreboard for the arena, and more.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Coliseum

Community: Southampton

Location: 26 Albert Street South

Facility Size: 42,500 square feet

Area: 0.5 ha

Year of Construction: 1977

Major Facilities:

Arena

4 Curling Sheets

Meeting Room

Description:

The Coliseum is located in the heart of Southampton on the southeast corner of High Street and Albert Street South. The Coliseum houses an ice pad together with four curling sheets, and a meeting room. During the spring and summer season, the arena and curling floor function as rentable floor space when the ice is removed.

The Town's 2016 Municipal Budget Report identifies $919,000 in upcoming projects to be undertaken over the next five years. This includes major projects including roof replacement and elevator installation. Other projects includes updating mechanical equipment, re-carpeting the meeting room, renovations to washrooms, dressing rooms, and concession, accessibility enhancements, and more.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Old Town Hall

Community: Southampton

Location: 201 High Street

Facility Size:

Area: 0.1 ha

Year of Construction: 1910

Major Facilities:

Community Hall

Description:

The Old Town Hall is located in Southampton on the southeast corner of High Street and Albert Street. Built in 1910, the Old Town Hall is one of the Town's oldest structures and is currently used as a community hall that can be rented. In addition, this building is being used as the Southampton Visitors' Centre, the Southampton Art School, and the Southampton BIA. Over the next five years, over $1.6 million has been allocated to renovations to this facility, a large portion of which is allocated to constructing an extension to connect the Town Hall to the abutting library to the east.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Chantry Seniors' Centre

Community: Southampton

Location: 35 Grey Street

Facility Size: 2,968 square feet

Area: 0.2 ha

Year of Construction: 1991

Major Facilities:

Community Hall

Program Room (3)

Kitchen

Description:

The Chantry Seniors' Centre is located at the east end of Jubilee Park. Owned by the municipality, the facility contains a community hall with a kitchen, and three programming spaces. This Centre is used by older adult members who hold a number of activities including, but not limited to, cards, dancing, billiards, and lunches. The Municipal Budget did not identify any future projects for this facility.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Outdoor Recreation Facilities

Adelaide Street Playground

Classification: Parkette

Community: Southampton

Location: Adelaide Street and Lambert Lane (end at waterfront)

Area: 0.1 ha

Major Facilities:

Beach	Playground
Volleyball Court	

Ancillary Features:

Walking Pathway	3 Benches
1 Garbage Can	Signage

Description:

Adelaide Street Playground is located at the waterfront road end of Adelaide Street. This parkette provides access to the Southampton Beach via a walking pathway and offers scenic views of Lake Huron. This site has a limited range of recreational opportunities including four swings, a volleyball court, and access to the Captain Spence Trail. Limited street-parking is also available. Town signage identifying this location as municipal property and a beach access point would be beneficial.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Biener Park

Classification: Community Park

Community: Port Elgin

Location: Joseph Street and Bruce Street

Area: 5.5 ha

Major Facilities:

2 Ball Diamonds (Lit)	1 Non-Programmed Soccer Field

Ancillary Features:

Spectator and Player Seating	2 Picnic Tables
Portable Washroom	Storage Building
On-Site Parking	4 Garbage Cans

Description:

Biener Park is located on the northeast corner of Joseph Street and Bruce Street. The majority of the park's frontage faces Bruce Street, while portions of the park's boundary abuts rear residential lots along Joseph Street. Northport Elementary School is adjacent to the park on the east side.

The park offers two lit ball diamonds with a 235 foot and 290 foot run. These ball diamonds are complemented by spectator seating, covered player seating and a storage building. An intermediate soccer field is also located at this park, which is overlapping one of the ball diamonds and as a result, the Town does not program this facility.

Consideration should be given to relocating the park signage closer towards the road and providing permanent washrooms and additional on-site parking.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Cameron Park

Classification: Community Park

Community: Port Elgin

Location: 700 Mill Creek Road

Area: 4.3 ha

Major Facilities:

2 Ball Diamonds	1 Practice Diamond
1 Batting Cage	Playground

Ancillary Features:

Spectator and Player Seating	Walking Pathway
Open Space	Woodlot
2 Benches	13 Picnic Tables
Permanent Washroom	5 Garbage Cans
On-Site Parking	

Description:

Cameron Park's primary frontage is along Mill Creek Road. The park abuts Saugeen District Secondary School to the west and residential dwellings flank the park to the southerly and easterly perimeter. The Port Elgin Curling Club is located to the north.

Recreation facilities at this park includes two ball diamonds, boasting a run of 253 feet and 292 feet. A batting cage and a practice diamond are also located at this park, both of which are generally in average to poor condition. A new playground and four swings are also located at this park, which is well shaded within the woodlot in the park. Other ancillary features at this park includes signage, benches, informal walking pathway, picnic tables, permanent washrooms, and garbage cans. Unmarked parking is also available on-site.

The Town's Parks and Sports Field Study identified that given the proximity of the 'D' diamond to the residential area, some home run balls can be hit into adjacent backyards, which creates a safety concern. This Study recommended that 'D' diamond be re-located to an alternative site.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Cenotaph Park

Classification: Parkette

Community: Port Elgin

Location: Mill Street and Becker Street

Area: 0.1 ha

Major Facilities:

Historical Monument

Ancillary Features:

Walking Pathway	Manicured Landscaping
Open Space	3 Shade Shelters
13 Benches	Signage
1 Garbage Can	

Description:

Cenotaph Park is a small parkette fronting onto Mill Street between Bricker Street and Goderich Street. Abutting a Canada Post Office and commercial businesses, this quaint open space provides a place for pedestrians to gather, meet, and enjoy the outdoors. In addition to a historical monument, passive amenities include manicured landscaping, walking pathway, seating, signage and shade shelters.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Chesley Park

Classification: Community Park

Community: Southampton

Location: Chesley Street Road End

Area: 0.4 ha

Major Facilities:

Boat Launch and Dock

Ancillary Features

Permanent Washrooms	On-Site Parking Lot
6 Picnic Tables	3 Garbage Cans

Description:

The primary function of Chesley Park is for boat launching and docking and as a result, it does not contain any other recreation facilities. Supporting amenities at this site includes a permanent washroom, unmarked on-site parking, picnic tables, and garbage cans. Regulatory signs are available at this site and there is ample wayfinding signage guiding users to the launch from area streets; however Town signage welcoming users and identifying the lands as municipal property would be helpful.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Coulter Parkette

Classification: Parkette

Community: Port Elgin

Location: Goderich Street and Green Street

Area: 0.01 ha

Major Facilities:

Manicured Landscaping

Ancillary Features:

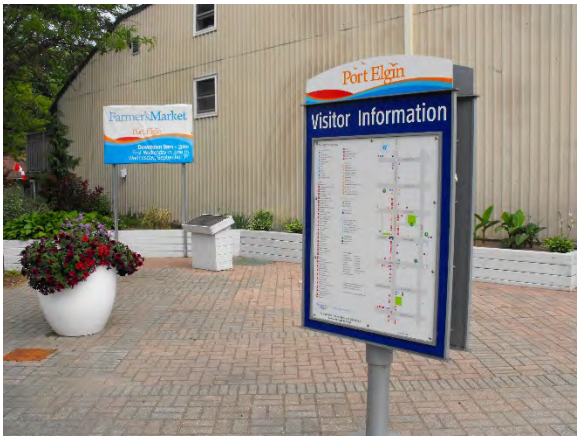
9 Benches	Shade Trees
Historical Plaque	1 Garbage Can
Advertising Signage	

Description:

Coulter Parkette is located on the northwest corner of Goderich Street and Green Street in downtown Port Elgin. This paved, passive open space offers pedestrians, shoppers, and tourists a place to gather and socialize as it features seating, mature shade trees, and manicured landscaping. Given its central location in Port Elgin, the Town uses Coulter Parkette to advertise various events and posts visitor information about the local attractions in the community.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Davey Park

Classification: Neighbourhood Park

Community: Port Elgin

Location: Davey Drive and Lisa Lane

Area: 1.0 ha

Major Facilities:

Playground

Ancillary Features:

3 Benches	2 Garbage Cans
Open Space	Community Mailbox

Description:

Davey Park is located on the south side of Davey Drive between Lisa Lane and Bricker Street. The park can also be accessed from Christopher Drive to the south. The park is surrounded by residential dwellings on all sides and as a result, visibility into the park is limited.

This neighbourhood park features a playground and swing set in the centre of the park with recently planted trees that will provide shade once they mature. Limited passive space is also available to facilitate unstructured activities. Given the park's small size, opportunities to develop additional recreation facilities is limited, although moving the playground to a location that is more visible from the street may be beneficial in attracting users to the park. There may also be potential to provide a walking path through this park to connect pedestrians between Christopher Drive and Davey Drive.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Eastgate Park

Classification: Neighbourhood Park

Community: Southampton

Location: Eastgate Drive and McNabb Street

Area: 0.1 ha

Major Facilities:

None

Ancillary Features:

Mature Trees	Shade Structure
Swing Set	

Description:

Eastgate Park is located on the west side of Eastgate Drive and on the east side of McNabb Street. Residential dwellings abut the park to the north and south. This park is primarily naturalized with limited open space. A swing set and shade structure is located in the centre of the open space; however, it was overgrown with vegetation at the time of visit.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Eastwood Park

Classification: Neighbourhood Park

Community: Port Elgin

Location: 835 Eastwood Drive

Area: 0.7 ha

Major Facilities:

Basketball/Ball Hockey Court	Playground

Ancillary Features:

Walking Pathway	6 Benches
1 Garbage Can	Open Space

Description:

Eastwood Park's main access point is located along Eastwood Drive, although it can also be accessed via a pedestrian walkway along Maplewood Drive. Residential dwellings abut the park to the west, north and south, while the Town's off-leash dog park, Southampton Sportsmen's Club, and sanitary centre is located to the east. A large berm is located along the easterly boundary of the park, which buffers the park and residential land uses from the land uses to the east. This berm is frequently used for tobogganing during the winter season.

This park features a playground with two swings and a basketball court, which are located along the park frontage. Due to the hilly terrain at this park, there are limited opportunities to develop additional recreational facilities.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Fairy Lake

Classification: Community Park

Community: Southampton

Location: 260 High Street

Area: 5.9 ha

Major Facilities:

Lake

Ancillary Features:

Walking Pathway	8 Benches
Pavilion	Manicured Landscaping
Signage	

Description:

Fairy Lake is located on the southeast corner of High Street and Victoria Street North. This passive park boasts scenic views of the lake with a number of amenities including the Rotary Pavilion, which is used as a venue for the summer concert series. Public parking is available in the surrounding area.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Fishermans Park

Classification: Greenspace

Community: Southampton

Location: Highway 21

Area: 3.7 ha

Major Facilities:

None

Ancillary Features:

Walking Pathway	Woodlot
On-site Parking	Open Space
Signage	

Description:

Fisherman Park is located along the south side of North Rankin Street and north of the Saugeen River, approximately five kilometres north of Southampton. The Chippewa Golf Course is located to the north and naturalized open space characterizes the surrounding lands.

This park contains no recreation facilities as it is predominantly naturalized open space. This park is commonly used for fishing, with access via a steep wooden staircase that guides users from the on-site parking lot to the river. Given its rural location and naturalized terrain, opportunities to develop new recreational uses at this park are limited.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





George Marion Park

Classification: Neighbourhood Park

Community: Southampton

Location: 147 Emerald Drive

Area: 0.4 ha

Major Facilities:

Playground

Ancillary Features:

1 Bench
1 Garbage Can
Manicured Landscaping

Description:

George Marion Park is located along the north side of Emerald Drive, west of Albert Street South. The park abuts residential dwellings to the west and commercial businesses to the east. Mature trees buffer the abutting land uses on all sides of the park.

A playground and swing set can be found at this park, but due to the irregular shape of the site and its position within the park, visibility from the street frontage is limited. Due to the size of the park, future recreation facility development is limited.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Gobles Grove Beach

Classification: Regional Park

Community: Southampton

Location: Saugeen Beach Road and Bruce Road 25

Area: 1.5 ha

Major Facilities:

Beach	Playground
Volleyball Court	Boat Launch

Ancillary Features:

Walking Pathway	4 Benches
Shade Shelter	On-Site Parking
Permanent Washroom	5 Bike Racks
7 Garbage Cans	Signage

Description:

Gobles Grove Beach is located on the north side of Saugeen Beach Road and offers ample beach frontage along Lake Huron. Cottages characterize the surrounding land uses and the Family Education Centre is located a short distance along Bruce Road 25.

This picturesque park offers a nautical themed playground and four swings, boat launch for non-motorized watercrafts, and a volleyball court. A wooden boardwalk is located on the beach, which can accommodate persons with disabilities.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Helliwell Park

Classification: Community Park

Community: Southampton

Location: 98 Grenville Street South

Area: 3.0 ha

Major Facilities:

1 Full-size Soccer Field 1 Mini Soccer Field

Ancillary Features:

Spectator and Player Seating	3 Garbage Cans
Portable Washroom	Woodlot
Open Space	On-Site Parking
Signage	

Description:

Helliwell Park is located along Grenville Street South, north of Spence Street. Residential dwellings are located to the west, while open space and agricultural areas punctuate the surrounding area.

This community park provides one full-size soccer field (334 feet by 220 feet) and one mini field (220 feet by 140 feet). In addition to a mature woodlot, open space is available to support passive activities. The Town's Parks and Sports Field Study identified that there may be potential in consolidating sports fields at this park.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





J.H. Robertson Park

Classification: Community Park

Community: Port Elgin

Location: 639 Pierson Avenue

Area: 3.7 ha

Major Facilities:

1 Full-size Soccer Field	2 Intermediate Soccer Fields
3 Mini Soccer Fields	Playground

Ancillary Features

Walking Pathway	Spectator and Player Seating
6 Garbage Cans	8 Bike Racks
1 Bench	Permanent Washrooms
Signage	

Description:

J.H. Robertson Park is owned by the Bluewater District School Board, however, it is included in the municipal inventory given that an agreement (until 2021) is in place allowing public use of the lands. These lands offer frontage along Pierson Avenue with residential land uses flanking all sides.

The site contains six soccer fields, consisting of one full size (330 feet by 200 feet), two intermediate (260 feet by 120 feet), and three mini fields (195 feet by 90 feet). A large playground and four swings can also be found at this park. Potential improvements to this site may include enhanced signage, shade structures, more benches, and an updated playground to complement the sports fields.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Jubilee Park

Classification: Community Park

Community: Southampton

Location: Victoria Street and Scott Street

Area: 2.8 ha

Major Facilities:

1 Ball Diamonds (Lit)	1 Practice Diamond
Playground (Accessible)	(Future) Splash Pad

Ancillary Features:

Walking Pathway	6 Benches
3 Garbage Cans	7 Picnic Tables
Pavilion	BBQ Pit
Signage	On-Site Parking
Concession	

Description:

Jubilee Park is located on the northeast corner of Victoria Street South and Palmerston Street in Southampton. This park shares its location with the Southampton Fire Station, Chantry Seniors Centre, and the Rotary Club of Southampton.

A number of recreation facilities can be found at this park including one lit ball diamond (236 foot run). The ball diamond's outfield overlaps with a practice diamond. An accessible playground can also be found at this park. This park is also the location for the future splash pad.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Lake Ridge Park

Classification: Neighbourhood Park

Community: Port Elgin

Location: 527 Lake Ridge Drive

Area: 0.6 ha

Major Facilities:

Outdoor Fitness Equipment

Ancillary Features

Walking Pathway	Shade Structure
Open Space	1 Garbage Can
Signage	

Description:

Lake Ridge Park is located on the northeast corner of Lake Ridge Drive and Sierra Street. Open space is located to the south, while the remaining sides are flanked by multi-unit and row residential dwellings.

This park provides residents with passive open space to facilitate casual, unstructured activities. Outdoor fitness equipment can be found at this park, which suggests that this park is used frequently by adults in the area. Given that there are a number of multi-use residential dwellings in the area, additional recreation facilities at this site may enhance use of the park such as a playground and walkways connecting residential areas.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Lakeview Park (Port Elgin Campground)

Classification: Regional Park

Community: Port Elgin

Location: 584 Bruce Street

Area: 1.4 ha

Major Facilities:

1 Ball Diamond (Lit)	Playground
Campground	

Ancillary Features:

Walking Pathway	2 Benches
Permanent Washroom	On-Site Parking
10 Bike Racks	3 Garbage Cans
Announcer's Booth	

Description:

Also known as Lakeview Park, the Port Elgin Campground is available for seasonal and transient campers to enjoy all that Port Elgin has to offer. Conveniently located near Lake Huron, the campground is fully serviced and includes recreational facilities such as a lit ball diamond and a playground. The facilities located on the campgrounds are for use by campers only; however, the ball diamond and playground are available for use by the general public.

The ball diamond appeared to be in good condition, boasting a 233 foot run with outfield fencing, bleachers, and an announcer's booth. Limited, unmarked parking is also available on-site. The adjacent playground, which included four swings, also appeared to be in good condition. Other amenities at this site included benches, garbage cans, permanent washrooms, mature trees for sale, and limited unmarked parking. The Town's Parks and Sports Field Study recommended that this ball diamond be relocated to a more appropriate park to provide additional camping sites at this location.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Long Dock Park

Classification: Parkette

Community: Southampton

Location: Beach Street Road End

Area: 0.1 ha

Major Facilities:

Beach	Playground

Ancillary Features

Permanent Washrooms	On-Site Parking Lot
5 Bike Racks	2 Garbage Cans
1 Picnic Table	Shade Shelter

Description:

Long Dock Park is located at the Beach Street road end in Southampton. This park is located adjacent to Gerry's Fries and offers access to Southampton Beach. A nautical-themed playground, climbing structure, and four swings are found at this park.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Matheson Park

Classification: Parkette

Community: Southampton

Location: Lakeland Drive

Area: 0.1 ha

Major Facilities:

None

Ancillary Features:

Walking Pathway	Manicured Landscaping
Signage	1 Picnic Table

Description:

Matheson Park is located on the south side of Lakeland Drive. Residential land uses are located adjacent to the park to the north and east, while G.C. Huston Public School abuts the park to the west.

Matheson Park provides users' access to Fairy Lake, which is located immediately to the south. This park primarily offers passive open space, with a connection to the Fairy Lake Trail. Although a playground is located to at the abutting school, signage prohibits use of the playground outside of school hours.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Meadow Creek Park

Classification: Neighbourhood Park

Community: Southampton

Location: 561 Meadow Lane

Area: 0.2 ha

Major Facilities:

Playground

Ancillary Features:

Walking Pathway	2 Benches
Signage	1 Garbage Can

Description:

Meadow Creek Park is located on the northeast corner of Meadow Lane and South Street. Adjacent to residential dwellings and abutting the Southampton Tennis Club-Wader Courts, this small park contains a playground and two swings. Opportunities for additional recreation facilities at this park are limited due to the small size of the park.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Millard Boulevard Park

Classification: Parkette

Community: Southampton

Location: 49 High Street

Area: 0.2 ha

Major Facilities:

Beach	Playground

Ancillary Features:

Walking Pathway	14 Benches
Signage	Permanent Washroom
Drinking Fountain	1 Picnic Table
Manicured Landscaping	3 Garbage Cans
2 Bike Racks	

Description:

Millard Boulevard Park is located on the southwest corner of High Street and Front Street in Southampton. This small park provides access to the Southampton Beach as well as the Captain Spence Trail.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Morpeth Street Park

Classification: Parkette

Community: Southampton

Location: Morpeth Street

Area: 0.004 ha

Major Facilities:

Beach	Playground

Ancillary Features:

5 Benches	1 Garbage Can
Signage	

Description:

Morpeth Street Park is located at the westerly road end fronting onto the Southampton Beach. It provides access to the Southampton Beach as well as to the Captain Spence Trail. Four swings are found at this site in addition to benches and a garbage can. Although there are some regulatory and historical signs at this road end, the site may benefit from additional Town signage to signify an access point, in addition to shade shelters near seating.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Nodwell Park

Classification: Neighbourhood Park

Community: Port Elgin

Location: Market Street and Highland Street

Area: 4.3 ha

Major Facilities:

Basketball/Ball Hockey Court	Playground

Ancillary Features:

Walking Pathway (Paved)	5 Benches
1 Picnic Table	On-Site Parking
Community Mailbox	Open Space
Signage	

Description:

Nodwell Park is located on the northwest corner of Highland Street and Market Street, within a residential neighbourhood of Port Elgin. A strip of trees divides the park into north and south portions. The north portion is currently vacant open space, which could accommodate future large scale recreation facilities, provided that they are compatible with the abutting residential land uses to the north. The majority of recreation facilities are located in the south portion, which includes a basketball/ball hockey court and an accessible playground. The basketball court and playground are in good condition; however, at the time of visit the ball hockey nets were old and could be replaced.

Supporting amenities at this park includes signage, paved walking pathway, seating, limited on-site parking, and a paved walking loop around the park with open space in the centre to support casual, passive activities. The terrain in the centre of the walking loop is uneven and would not be suitable for additional recreation facilities. It is also recognized that the lands have historical native significance, which makes future development of the centre of the trail challenging. A community mailbox is also found at this park.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





North Shore Park

Classification: Neighbourhood Park

Community: Port Elgin

Location: Stevens Street and McVicar Street

Area: 1.2 ha

Major Facilities:

Playground

Ancillary Features

(Future) Splash Pad)	Walking Pathway
10 Benches	15 Picnic Tables
3 Garbage Cans	Permanent Washrooms
Manicured Landscaping	Community Mailbox
Drinking Fountain	On-site Parking
Pavilion	

Description:

Northshore Park is located on the south side of McVicar Street and boasts scenic waterfront views along Lake Huron. In addition to a playground, this park is primarily used for passive activities such as walking, gatherings at the pavilion, and accessing the north portion of Port Elgin Beach.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Oak Birch Park

Classification: Greenspace

Community: Southampton

Location: 247 Turner Street

Area: 1.5 ha

Major Facilities:

None

Description:

Oak Birch Park is located along the east side of Turner Street across from Oak Street. This park is predominantly naturalized with a mature woodlot. As a result, there is no opportunity to develop recreational facilities at this park. A municipally-owned pumping station is located at this site. Given that an older style sign is also located at this park, replacing it with a modern sign may be beneficial to remain consistent with the Town's current branding strategy.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Off-Leash Dog Park

Classification: Community

Community: Port Elgin

Location: 961 Lehnen Street

Area: 4.5 ha

Major Facilities:

Off-Leash Dog Park

Ancillary Features:

Walking Pathway	5 Benches
1 Garbage Can	Signage
On-Site Parking	

Description:

The Town's only Off-Leash Dog Park is located on Lehnen Street, abutting a sanitary sewage treatment plant to the north and the Port Elgin Sportsmen's Club to the south. Eastwood Park is located to the west. This park does not contain any recreation facilities; however, it provides a place for dogs and their owners to socialize outdoors in a leash-free environment. The dog park is fenced on all sides and contains a waste disposal unit. A naturalized walking trail is located within the park with seating along the pathway. Limited unmarked parking is located on-site.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Palmerston Street Park

Classification: Parkette

Community: Southampton

Location: Palmerstone Street and Huron Street

Area: 0.01 ha

Major Facilities:

Beach	Playground
Volleyball Court	

Ancillary Features:

Walking Pathway	1 Bench
1 Garbage Can	Signage

Description:

Palmerston Street Park is located at the westerly road end fronting onto the Southampton Beach. No signage exists identifying the site as a beach access point, although other regulatory signage is present. A short sandy pathway leads users towards the beach front, which also provides access to the Captain Spence Path Trail. Limited recreation facilities are available at this access point including four swings, and a volleyball court. An opportunity may exist to complement the existing swing set with a full playground.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Peel Street Park

Classification: Parkette

Community: Southampton

Location: Peel Street End

Area: 0.1 ha

Major Facilities:

Beach	Playground

Ancillary Features:

Walking Pathway	11 Benches
1 Garbage Can	Signage
Boardwalk	Dog Waste Station
On-Site Parking	

Description:

Peel Street Park is located at the westerly road end of Peel Street and provides access to the Southampton Beach. A paved pathway guides users towards the beach area, where there is a basic playground and four swings. This site connects to the Captain Spence Pathway as well as a boardwalk to accommodate persons with disabilities on the beach.

Although there is regulatory signage at this site, consideration should be given to erecting Town signage to identify this location as municipal property and a beach access point. Other potential improvements that may benefit the park include shade shelters as a complement with the benches in the area and replacing the basic playground with a creative play structure.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Perkins Park

Classification: Neighbourhood Park

Community: Southampton

Location: 342 McNabb Street

Area: 0.5 ha

Major Facilities:

None

Ancillary Features:

Shade Structure	2 Benches
8 Picnic Tables	2 Garbage Can
BBQ Pit	Manicured Landscaping
Permanent Washrooms	Signage
10 Bike Racks	

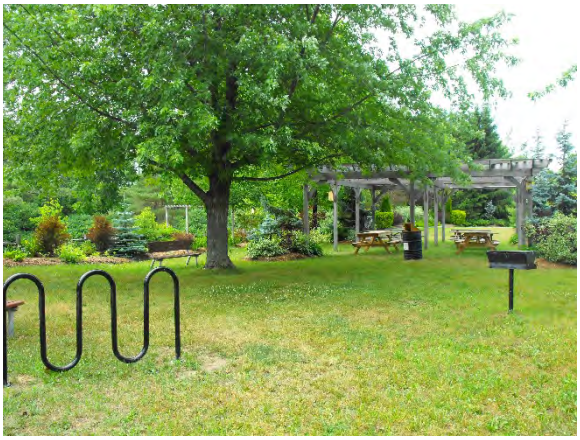
Description:

Perkins Park is located on the west side of McNabb Street and Railway Street. This site was owned by the Southampton Rotary Club and was donated to the Town. The park is primarily used for passive activities as it does not offer any recreation facilities. Trees and historical plaques can be found at this park, honouring former Rotary Club members. Access to the Saugeen Rail Trail is also available from this park.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Pioneer Park

Classification: Neighbourhood Park

Community: Southampton

Location: Clarendon Street and Front Street

Area: 0.2 ha

Major Facilities:

Beach

Ancillary Features:

Walking Pathway	12 Benches
12 Picnic Tables	Shade Structures
Manicured Landscaping	Signage
Historic Monuments	Storage Building

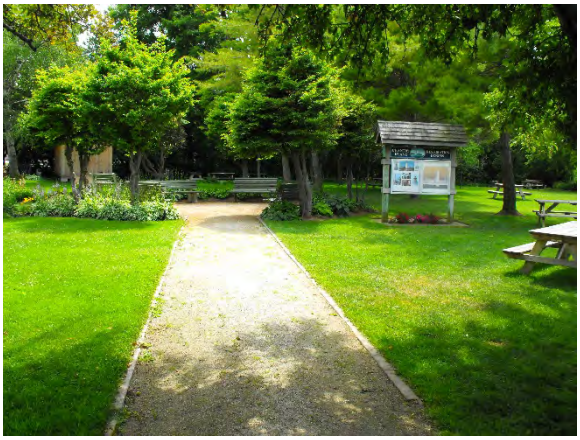
Description:

Pioneer Park is located on the west corner of Front Street and Saugeen Street in Southampton. This park is maintained by the Southampton Propeller Club and while there are no recreation facilities, this park offers beach access and scenic views of Lake Huron. Passive amenities include shade structures, benches, picnic tables, historic monuments, manicured landscaping, storage building, signage, and access to the Captain Spence Pathway. Off-street parking is available at the adjacent pier along the Saugeen River.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Police Parkette

Classification: Parkette

Community: Port Elgin

Location: 553 Goderich Street

Area: 0.1 ha

Major Facilities:

None

Ancillary Features:

4 Benches Manicured Landscaping

Description:

Police Parkette is located in downtown Port Elgin on the east side of Goderich Street between Emma Street and Catherine Street. Adjacent to commercial businesses, Police Parkette offers pedestrian casual greenspace to meet and socialize. Amenities at this park includes seating, shade, and manicured landscaping. Signage could be added to this park to identify this site as municipal property and to welcome users.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Port Elgin Beach

Classification: Regional Park

Community: Port Elgin

Location: Harbour Street and Green Street

Area: 4.0 ha

Major Facilities:

Beach	Playground
8 Volleyball Courts	Marina & Dock
Mini Golf Putt	

Ancillary Features:

Walking Pathway	51 Benches
54 Garbage Cans	On-Site Parking
Permanent Washroom	Manicured Landscaping
Potable Water	Concession (Restaurants)

Description:

Serving as a focal point in the community and access to Lake Huron, Port Elgin Beach is Saugeen Shores' primary waterfront recreation destination. A dynamic range of land uses characterize the surrounding area including cottages, multi-unit residential, and commercial establishments. A large Town sign welcomes users into the beach where several recreation facilities and amenities are offered including a playground and 12 swings, eight volleyball courts, a marina and dock, and mini putt golf. Boardwalks on the beach are also available, making it partially accessible for persons with disabilities.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Sandpiper Court Park

Classification: Neighbourhood Park

Community: Southampton

Location: 12 Sandpiper Court

Area: 0.1 ha

Major Facilities:

Playground

Ancillary Features:

Walking Pathway 1 Garbage Can

Description:

Sandpiper Park has frontage along Sandpiper Court with residential dwellings on each side. While this park is intended to serve the broader neighbourhood, this park is likely most used by the immediate residents in Sandpiper Court (and area) due to its location in a dead-end court. An old, basic playground is located at this park with two swings. Signage should be added to this park to identify the site as municipal property, in addition to seating. The park may benefit from a more updated playground.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Saugeen Shores Rotary Skate Park and Saugeen Shores BMX Park

Classification: Community Park

Community: Port Elgin

Location: 600 Tomlinson Drive

Area: 1.5 ha

Major Facilities:

Skateboard Park

BMX Track

Ancillary Features:

Walking Pathway	5 Benches
2 Garbage Cans	On-Site Parking

Description:

The Saugeen Shores Rotary Skate Park and Saugeen Shores BMX Park are located to the east of The Plex at the corner of Tomlinson Drive and Wellington Street. Signage for both facilities is available, although the design is not consistent with the Town's sign branding observed at other park locations. On-site parking is available at The Plex. The skateboard park features a selection of concrete bowls, which are complemented by rails, stairs, and other components. The BMX track, which is used by the Saugeen Shores BMX Racing Club but also open to the public, offers a series of challenging dirt jumps. A short multi-use trail is found along Tomlinson Drive and Wellington Street.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Scubby's Point Park

Classification: Parkette

Community: Southampton

Location: 15 South Rankin Street

Area: 0.5 ha

Major Facilities:

None

Ancillary Features:

Walking Pathway	8 Benches
1 Garbage Can	On-Site Parking

Description:

Located along the south side of South Rankin Street, Scubby's Point is positioned on the north side of the mouth to the Saugeen River. The lands are owned by the Department of Fisheries and Oceans, but is leased to the Town. A natural staircase guides users down towards the water and onto the abutting pier where there is a lighthouse. Given the steep terrain, it is not accessible to persons with disabilities. Scenic view of the waterfront is available from other accessible vantage points. This park may benefit from replacing the older style sign with a more updated sign consistent with the Town's branding.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Sharman Park

Classification: Parkette

Community: Southampton

Location: 148 Saugeen Street

Area: 0.1 ha

Major Facilities:

None

Ancillary Features:

Walking Pathway	3 Benches
Signage	

Description:

Sharman Park is located on the northwest corner of Saugeen Street and Grosvenor Street North, along the south side of the Saugeen River. This passive parkette offers a scenic view of the river and a short walking pathway towards the water. Mature trees provide users with an abundance of shade. The park may benefit from replacing the older style sign with a more updated sign consistent with the Town's branding.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Snyder Park

Classification: Neighbourhood Park

Community: Port Elgin

Location: Woodland Drive and Brentwood Drive

Area: 0.9 ha

Major Facilities:

Playground

Ancillary Features:

Walking Pathway 1 Bench

1 Garbage Can

Description:

Snyder Park is located on the south side of Woodland and Brentwood Drive in Port Elgin. Residential dwellings are located to the north and flank the westerly limits of the park, while undeveloped open space is found to the east. Eastgate Park abuts this park to the south, which is connected via pedestrian pathway.

During the field visit, the park did not have any signage identifying the site as municipal property. A basic playground is found at this park, which consists of a slide, climbing structure, rolling apparatus, merry-go-round, and four swings. The playground has a woodchip base, although it was very overgrown with vegetation. The playground is setback within the park, limiting visibility to the playground from the main frontage. Given the terrain of the park, there may be limited opportunities to provide additional recreation facilities. Consideration should be given to relocating the playground to a more visible location in the park, in addition to walking paths and shade areas.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





South Street Beach Access

Classification: Parkette

Community: Southampton

Location: South Street End

Area: 0.01 ha

Major Facilities:

Playground

Ancillary Features:

Walking Pathway	2 Benches
1 Garbage Can	Signage
Portable Washroom	

Description:

South Street Park is located at the westerly road end and provides access to the Southampton Beach. Signage is available at this location identifying the name of the beach access point in addition to regulatory signage regarding water quality information and prohibiting dogs between designated times of the year. A metal access gate is located at the entrance of the access point. A sand pathway guides users towards the beach area.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Southampton Tourist Camp

Classification: Regional Park

Community: Southampton

Location: Huron Street and Beach Street

Area: 3.3 ha

Major Facilities:

Campground

Description:

Southampton Tourist Camp is located along the east side of Lake Street and is bookended by Beach Road to the north and Island Street to the South. This camp is one of the Town's two municipal camp sites. Although smaller in scale compared to the campground in Port Elgin, the Southampton Tourist Camp provides seasonal and transient with full services and walking distance to Lake Huron. No recreation facilities are offered at this location.



Base map data provided by the County of Bruce and Town of Saugeen Shores.



Town Pond

Classification: Greenspace

Community: Port Elgin

Location: Upper Avenue and Hillcrest Drive

Area: 1.2 ha

Major Facilities:

Pond

Ancillary Features:

Walking Pathway	3 Benches
Signage	

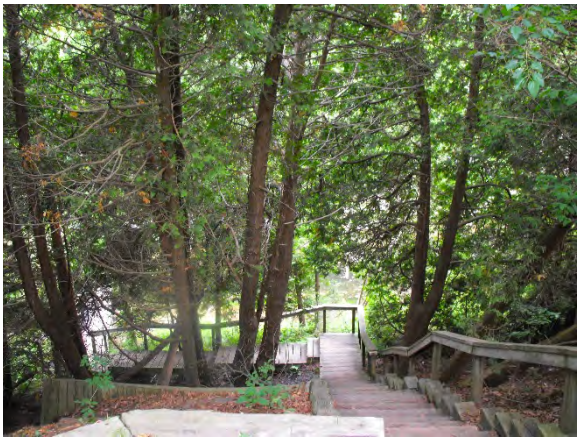
Description:

The Town Pond abuts the Port Elgin Campground to the east and is accessible from Upper Avenue and Catherine Street. Users can also access Lake Ridge Trail, Shipley Trail, and Globes Grove Beach from this location. The Town Pond is primarily a passive feature with dense trees, vegetation, terrain, and wetlands around the pond. This site is difficult to access and some areas may not be accessible for persons with disabilities. Seating is available near the pond, in addition to a gravel walking pathway, which is also used as a vehicular access route. A building located at this Pond is used by the Lake Huron Fishing Club.

No opportunity for additional recreation facilities can be accommodated at this location. There is some regulatory and wayfinding signage at this site, although there is no signage identifying the name of the Pond. There may also be an opportunity to provide educational and natural heritage signage to raise awareness about the local area and about the rainbow trout that are released into the Pond by the Fishing Club.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Waterloo Park

Classification: Neighbourhood Park

Community: Port Elgin

Location: 391 Waterloo Street

Area: 0.1 ha

Major Facilities:

Basketball Court	Playground

Ancillary Features:

3 Benches	1 Garbage Can
Signage	

Description:

Waterloo Park is located along the east side of Waterloo Street between James Street and Pierson Avenue. The park abuts commercial establishments to the east and residential land uses characterize the remainder of the surrounding area. Parking is available along Waterloo Street, although this park primarily serves residents in the surrounding area

This park offers a playground with four swings and a basketball court. The playground appeared to be in good condition during a site visit, although there was evidence of vegetation growth through the woodchip base. The basketball court was also in good condition; vegetation growth was observed along the perimeter of the asphalt. The playing surface could also benefit from repainting the court lines. Due to its small size and irregular shape, limited opportunities exist to develop new recreation facilities at this site, although shade structures or additional trees could be provided near the benches and playground to enhance comfort amenities.



Base map data provided by the County of Bruce and Town of Saugeen Shores.





Appendix F – Comparison of Facility Rental Rates and Fees

In accordance with the Terms of Reference, a high level review of rental rates and fees was undertaken for municipal facilities was undertaken to understand how Saugeen Shores' facility rates compare with other municipalities in Ontario. The following table is a comparison of arena rental rates between the Town and other municipalities in Ontario. All rates are for the 2016/2015 season and include applicable taxes; where unavailable, 2015/2016 rates were used. The information presented does not necessarily represent the 'actual' rental rates paid as additional financial through grants, etc. may reduce the overall cost to organizations in certain circumstances. As reported in Section 4.2 of the Master Plan, the exercise revealed the following findings:

- The prime time ice rental rate for minor sports organizations in Saugeen Shores is more affordable than the benchmarked median and average, and is due to the level of subsidy that the Town applies to ice rentals for minor groups. Furthermore, the Town offers a slightly more robust and modern arena system with its two arena locations (including having one arena that is less than 20 years old) as compared to the nine municipalities where lower ice rental rates are charged. About half of municipalities with lower rates are characterized by having only one arena in their system and most municipalities have older arenas which allows them to incur a lower operating expenditures relative to Saugeen Shores. In some cases such arenas are experiencing decreasing demand whereby the rental rates are reduced to maintain or encourage usage.

- The Town's prime ice rate for adult users is slightly higher compared to the benchmark average and median ice rate. This is appropriate as it was previously identified that the Town offers a greater distribution and quality of ice relative to some of the other benchmark communities that offer one older arena that groups benefit from (and is balanced by the Town's commitment to discounting minor sports group rentals for the benefit of local children and youth).

- The Town's non-prime rate is higher than the benchmark average. Given the subsidy for minor sports users and a comparable rate for adults during prime time, attempting to recoup costs during off-peak times with higher rates in order to provide lower rates during prime times.

	Saugeen Shores	Arran Elderslie	Centre Wellington	Hanover	Howick	Huron East	Huron-Kinloss	Kincardine	Lambton Shores	Lucan Biddulph	Lucknow	Mapleton	Minto
Prime Minor Sports	$128.82	$102.90	$141.75	$157.65	$115.00	$116.28	$140.00	$122.00	$131.48	$178.51	$84.75	$101.87	$111.87
Prime Adult	$166.64	$140.09	$202.00	$157.65	$140.00	$128.52	$140.00	$135.00	$154.36	$178.51	$146.90	$116.75	$137.86
Non-Prime Youth / Non-Prime Adult	$120.97	$80.00	$80.10 $113.75	$129.80	$90.00	$88.50	$75.00	$80.50	$66.95	$100.98	$90.40	$89.27	$67.80

	Saugeen Shores	North Huron	North Middlesex	North Perth	Owen Sound	Perth East	South Bruce	South Huron	St. Marys	Strathroy	Wellesllley	West Grey	West Perth	Comparative Average	Comparative Median
Prime Minor Sports	$128.82	$145.93	$160.46	$135.60	$165.31	$131.87	$117.52	$169.50	$146.09	$163.00	$145.41	$101.70	$143.51	$134.58	$135.60
Prime Adult	$166.64	$145.93	$171.76	$169.50	$201.59	$165.38	$154.81	$169.50	$177.88	$186.00	$171.36	$133.34	$138.83	$155.73	$157.65
Non-Prime Youth / Non-Prime Adult	$120.97	$91.06	$84.75	$100.00	$111.77 $143.92	$97.69	$106.22	$115.83	$92.28 $115.51	$96.00	$106.52	$79.10	$88.50	$92.04 $95.75	$90.40 $91.06

A broad review of rates and fees was also undertaken for other facility types/components, although not to the same degree as ice rates as it is recognized that ice rental rates is a growing concern in the community. The following is a high level summary of findings for various municipal facility types. It should be noted that some fees may not be directly comparable due to the nature of municipal pricing structures in each community. Rates are based on 2015/16 from municipalities where information on municipal rates and fees is readily available and exclude applicable taxes.

Aquatics

- Saugeen Shores provides a wide range of aquatic opportunities. The average cost of a registered swim program in Saugeen Shores is $73.74, which is slightly higher than the comparative average. Registered swim programs in other municipalities ranged between $38.00 and $84.00.

- Advanced aquatic programs are available for residents looking to continue developing their swimming abilities. On average, advanced aquatic programs in Saugeen Shores is approximately $144.53, which is lower compared to the comparative average.

- Many municipalities also offer a range of drop-in public swim including recreation swim, lane swim, parent and tot, and aqua-fit. Admission prices in Saugeen Shores range from $2.65 for children to $9.51 for families. Generally speak, general admission for drop-in swimming is on par with the comparative average, although it is noted that in some municipalities, infants and children can swim for free, while other communities charge a higher rate for family admission.

Facility Type	Saugeen Shores	Benchmark Municipalities	Comparative Average	Comparative Median
Aquatics				
General Admission	$2.65 – $9.51 (Child – Family)	Free – $16.44 (Child – Family)	$4.43	$4.00
Registered Swim Programs (e.g., Teen Stroke, Patrols)	$73.74 (Average Program Cost)	$5.00 – $165.00	$67.64	$66.80
Advanced Aquatics (e.g., Bronze Star, Lifeguard)	$143.53 (Average Program Cost)	$66.36 - $315.20	$160.48	$165.00

Multi-Purpose / Meeting Room

- Similar to other municipalities, the Town charges a broad spectrum of rates for use of multi-purpose and meeting rooms, which is typically based on the type and quality of the room and its amenities, location, and duration of the rental. Some communities may have discounted rates for non-profit and community organizations, or one free rental per month.

- Generally speaking, meeting room rentals in Saugeen Shores start at $16.97 per hour, $76.15 for a half day, and $115 for a full day rental. Hourly and half day rentals are within the price range compared to benchmark municipalities, while full day rentals are slightly higher. Hourly meeting room rates in Saugeen Shores are more affordable compared the comparative average and median, while half and full day rentals are slightly higher.

- Large multi-purpose spaces, halls, and auditoriums in Saugeen Shores start at $58.48 per hour or $650.05 per day. Saugeen Shores' hourly rate is generally on par with the price range compared to benchmark municipalities, while full day rentals are higher. It should be recognized that there are many different types of large spaces for rent in each municipality, each one equipped with a selection of amenities to accommodate varying needs.

Facility Type	Saugeen Shores	Benchmark Municipalities	Comparative Average	Comparative Median
Meeting Room				
Hourly	$16.97 – $19.31	$10.00 – $37.85	$21.74	$23.34
Half Day	$76.15 – $101.54	$25.00 – $134.00	$76.68	$74.76
Full Day	$115.38 – $230.66	$30.00 - $193.00	$91.76	$92.93
Multi-Purpose Space / Hall / Auditorium				
Hourly	$58.48 – $87.25	$12.50 - $264.49	$64.75	$46.25
Full Day (Monday to Thursday)	$218.44 – $978.76	$95.00 – $509.29	$281.80	$254.25
Full Day (Friday to Sunday)	$218.44 – $978.76	$95.00 - $828.04	$383.68	$355.95

Soccer Fields

- Adults groups pay between $55.73 and $57.92, depending on if the field is irrigated, per game during the regular season. During tournaments, adults may pay $49.77 per game or $116.92 per field per day. Compared to benchmark municipalities, Saugeen Shores charges a higher rate for game during the regular season. Only one benchmark municipality was found to charge a separate field rate for tournament games.
- Minor soccer organizations in Saugeen Shores pay between $17.49 and $44.81 per game during the regular season. For tournament games, minor groups may pay $31.69 per game or $62.29 per field per day. These rates are not directly comparable with other municipalities given that many municipalities utilize a per player or per season rate structure.

Facility Type	Saugeen Shores	Benchmark Municipalities	Comparative Average	Comparative Median
Adult Soccer				
Game	$55.73 – $57.92 per game	$10.00 – $51.98 per game	$32.57 per game	$35.30 per game
Tournament	$49.77 per game / $116.92 per field per day	$133.70 per field per day	$133.70 per field per day	$133.70 per field per day
Minor Soccer				
Game	$17.49 – $44.81 per game	Not compared given that many municipalities charge per registrant or per season.	Not compared given that many municipalities charge per registrant or per season.	Not compared given that many municipalities charge per registrant or per season.
Tournament	$31.69 – $62.29 per game			

Ball Diamonds

- Adult ball groups in Saugeen Shores pay $55.73 per game for unlit diamonds and $69.94 for lit diamonds during the regular season. During tournaments, adult groups pay $45.90 per game or $122.40 per diamond per day, up to a maximum of $762.80. Compared to the benchmark municipalities, Saugeen Shores' ball diamond rental rates are on the high end of the spectrum. It is recognized that some benchmark municipalities charge very low adult game rates, in some cases as low as $10 per game, which may be the result of limited demand/competition in the area.

- Saugeen Shores' minor ball organizations pay $44.81 per game during the regular season. During tournaments, minor groups pay $28.41 per game or $61.75 per diamond per day. Similar to rental rate for soccer fields, these costs are not directly comparable with other municipalities given that many municipalities have implemented a per registrant fee or a seasonal fee and it is not possible to estimate the number of players per team or the number of games that are played each season.

Facility Type	Saugeen Shores	Benchmark Municipalities	Comparative Average	Comparative Median
Adult Ball Diamonds				
Lit	$69.94 per game	$12.75 – $75.70 per game	$45.22 per game	$46.28 per game
Unlit	$55.73 per game	$10.00 – $56.65 per game	$36.88 per game	$37.00 per game
Tournament	$45.90 per game / $122.40 per diamond per day up to $762.80	$10.00 – $87.00 per game / $64.00 – 354.50 per game	$42.37 per game / $170 per diamond per day	$36.24 per game / $129.81
Minor Ball Diamonds				
Game	$44.81 per game	Not compared given that many municipalities charge per registrant or per season.	Not compared given that many municipalities charge per registrant or per season.	Not compared given that many municipalities charge per registrant or per season.
Tournament	$28.41 per game / $61.75 per diamond per day			