



OUR PARK

INNISFIL BEACH PARK MASTER PLAN
2020

Prepared by

Town of Innisfil Planning Services

This page is intentionally left blank.



Innisfil Beach Park Master Plan

TABLE OF CONTENTS

Plan Context			
Consultation and Plan Development	1-1	<i>Neighborhood Place</i>	4-3
Planning and Public Consultation Process	1-2	<i>Off-Leash Dog Area</i>	4-4
Past Master Planning	1-4	<i>Community Garden</i>	4-4
2004 Future Direction Plan	1-4	<i>Outdoor Food Preparation</i>	4-5
2009 Park Master Plan Update	1-5	<i>Youth Place</i>	4-5
Park and Master Plan Boundaries	1-7	<i>BMX Pumptrack</i>	4-6
Document Organization	1-8	<i>Skatepark</i>	4-6
Limitations of the Plan	1-9	<i>Upgrades to the Tennis Courts</i>	4-7
Existing Conditions	2-11	<i>Relocation of Operation Facilities</i>	4-7
Parklands	2-11	Gateway Area Projects	4-8
Park Facilities	2-12	<i>Institutional Mixed-Used Low-Rise Development (IMU)</i>	4-8
Moving through the Park	2-13	<i>Gateway Place</i>	4-9
How we currently get to the Park	2-13	<i>Gateway Hills</i>	4-9
Current Challenges with the Park	2-14	<i>Gateway Hills Place</i>	4-9
Opportunities	2-15	Port of Innisfil Projects	4-10
The Vision and Long-Term Plan		<i>Event Place</i>	4-10
The Vision and Planning Principles	3-1	<i>Launch to Landing (Dock expansion)</i>	4-11
Park Vision	3-3	<i>Boat Launch Retrofit</i>	4-12
Planning Principles	3-5	<i>Shoreline Restaurants</i>	4-12
<i>Land Use Principles</i>	3-5	<i>Toddler Play Area</i>	4-13
<i>Architectural and Urban Design Principles</i>	3-7	<i>Outdoor Fitness Area</i>	4-13
<i>Access Principles</i>	3-8	<i>Gatehouse and Entrance Feature</i>	4-14
<i>Green and Open Space Principles</i>	3-9	<i>Landmark Structure</i>	4-14
Planning Framework	3-10	<i>Rental Facility</i>	4-15
<i>Long-Term Placemaking Destinations</i>	3-11	<i>Removing the Concrete Pier</i>	4-15
<i>Long-Term Roadway Plan</i>	3-13	Beaches Area	4-16
<i>Long-Term Pedestrian Plan</i>	3-15	<i>Beach Place</i>	4-16
<i>Long-Term Green and Open Space Mosaic</i>	3-17	<i>Beaches Enhancements</i>	4-16
<i>Long Term Plan</i>	3-19	<i>Off-Leash Water Access Area Pilot</i>	4-17
The 20-Year Plan		<i>BBQ Stations and Areas</i>	4-17
Area Plan Projects	4-1	Park-Wide Projects	4-18
Neighborhood Area Projects	4-3	<i>1000 Trees</i>	4-18
		<i>Campfires</i>	4-19
		<i>Arts in IBP</i>	4-20
		<i>Food Trucks and Kiosks</i>	4-20
		<i>IBP Washrooms</i>	4-21
		<i>Warming Huts</i>	4-22
		<i>Innisfil Beach Park Hydro and Water Service Expansion</i>	4-23
		Pathway Enhancements	4-23
		Vehicle Access	4-24
		<i>Park Roadway Realignment</i>	4-25
		<i>Innisfil Beach Road and Lakelands Avenue Road Redesign</i>	4-25
		<i>Drop-off Areas</i>	4-26
		<i>Surface Parking Lot Greening/Retrofitting</i>	4-26
		<i>New Off-Street Parking Areas</i>	4-27
		Sense of Place Guidelines	4-28
		Downtown Commercial Area Extension	4-29
		Financial Considerations	
		Financial Considerations	5-1
		Capital Costs	5-2
		Budget Costs	5-2
		Operational and Maintenance Costs	5-3
		Funding Sources	5-3
		Parking Fees	5-4
		Facility and Equipment Rental	5-5
		Leases	5-5
		Community Benefits Charges	5-6
		Cash-in-Lieu for Settlement Area Parkland Dedication	5-6
		Grant Opportunities	5-7
		Sponsorships/Partnerships	5-7
		Further Study & List of Recommendations	
		Broader Considerations for Study	6-1
		Town-wide Corporate Sponsorship and Advertising Guidelines	6-1
		Parks Wayfinding and Communication Strategy	6-2
		Innisfil Lake Tourism	6-3
		Municipal Parking	6-4
		List of Recommendations	7-1

Appendix A

20-Year Project Plans

Appendix B

Sense of Place & Downtown Commercial Area Design Guidelines



APPENDICES

Appendix A: 20-Year Project Plans

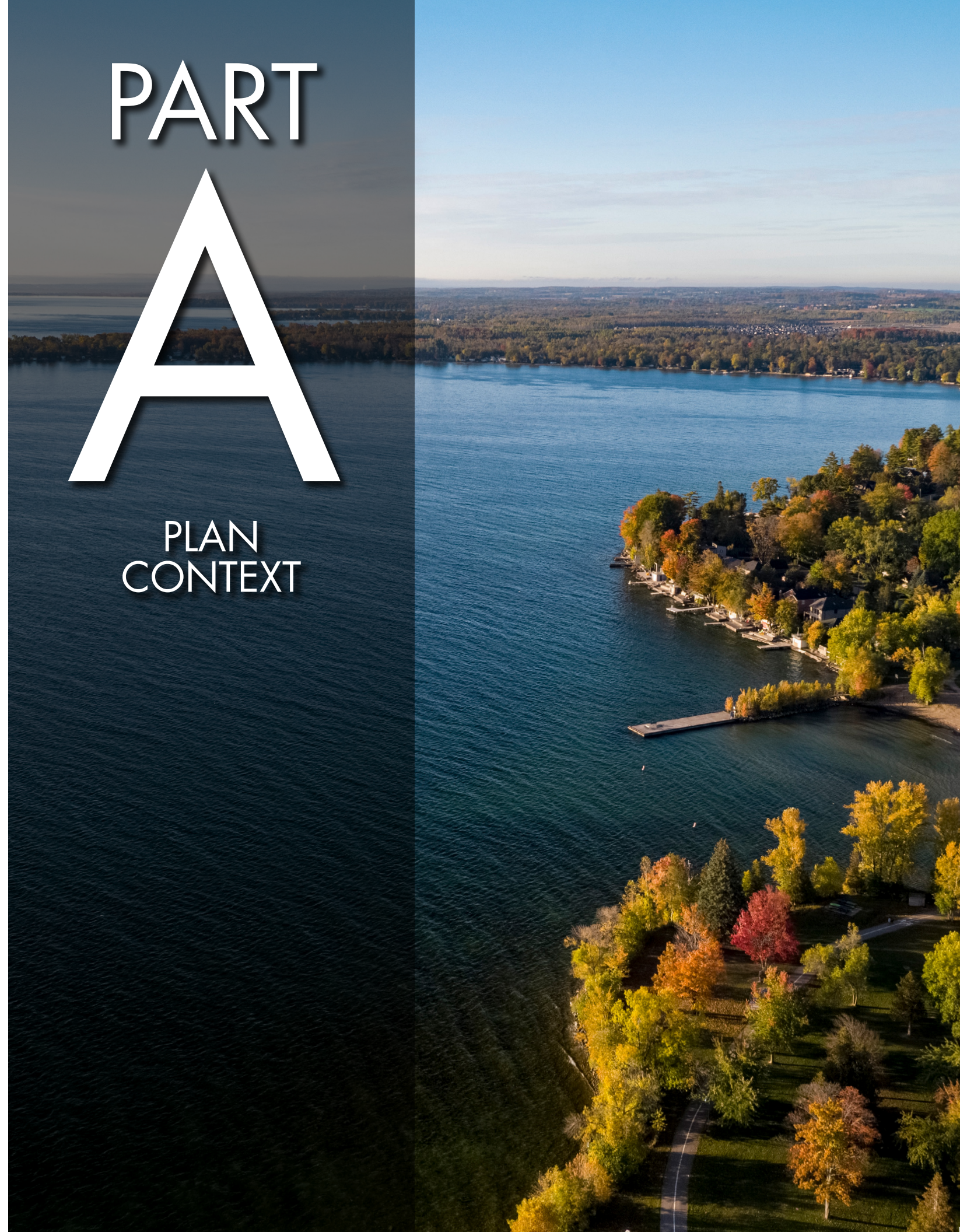
Appendix B: Sense of Place & Downtown Commercial Area Design Guidelines

This page is intentionally left blank.

PART A

PLAN
CONTEXT

This page is intentionally left blank.





SECTION 1

CONSULTATION AND PLAN DEVELOPMENT

The Innisfil Beach Park Master Plan (IBPMP) has been prepared to set a bold, long-term vision for the revitalization of Innisfil's largest urban Park. The Plan builds envisions a year-round community asset that could put Innisfil on the map as a completely unique tourism destination for Lake Simcoe. The Plan proposes significant long-term strategic investments which will result in new gathering and social spaces, cultural programming opportunities, and enhanced natural resources.

Innisfil Beach Park (IBP) currently faces pressures from increasing regional visitors, congestion issues and underutilization of large swaths of land. As the park becomes more and more well known within the region these issues have worsened, leading to many residents feeling overwhelmed and unwelcome.

This master plan provides a guide for decision-making on ongoing investments and management of the Park. The plan sets out the overall vision for the Park, as a means of ensuring strategic investment and planning, rather than piecemeal project implementation. Based on public feedback elicited

through surveys, open houses and casual conversations with residents, the Plan will guide project managers as the various elements of the Plan are implemented in the coming years.

1.1 PLANNING AND PUBLIC CONSULTATION PROCESS

Stage 1: Draft Vision

Direction to proceed in a comprehensive review of Innisfil Beach Park (the Park) was initiated and approved by Council in the 2018 Town of Innisfil budget process. A need was identified by Staff and Council to undertake a comprehensive review of planned investments within the Park and update to the existing Innisfil Beach Park: Future Directions Plan (2004). The planning process was managed by the Town of Innisfil Planning Services department.

“
I love the peace of mind and community that I am feeling right now.
 ”

Resident Feedback

An initial draft vision and planning principles were prepared and delivered to Council in Staff Report DSR-051-19, on May 22, 2019. Input from the public influenced this draft vision. Public stakeholder themes, proposals, and discussions from recent strategic plans were gathered at the earliest stages of the project, including:

- Culture, Parks and Recreation Master Plan (2002);
- Innisfil Beach Park: Future Directions Plan (2004);
- Active Innisfil: Parks and Recreation Master Plan (2016);
- Active Innisfil: Trails Master Plan (2016);
- Community Strategic Plan (2017); and
- Our Place Official Plan (2018).

The draft vision and planning principles were received and approved by Council on May 22, 2019.

Stage 2: Summer Consultation Campaign

Following this approval, a summer consultation campaign was undertaken to gather detailed feedback from the public. Town Staff led numerous consultation events/activities in the summer of 2019, including:

- Interactive map tools on the Get Involved Innisfil webpage;
- July 12, 2019 – Open House at an Innisfil Beach Park pavilion;
- August 13, 2019 – Open House at the Alcona Lakeshore Library;
- September 10, 2019 – Public Meeting regarding the ICB; and
- A printed and online survey through the ‘Get Involved’ online public engagement tool.

At the open houses, guests were given an opportunity to view early Park concepts and provide feedback to Town Staff, participate in public engagement activities, and to share thoughts with their neighbors. The willingness of Innisfil’s residents to share experiences, insights, and suggestions was invaluable. Hundreds of residents participated in these open houses, resulting in a clearer sense of resident needs and priorities.



Figure 1-2 Open House #1 was in the park, drawing many visitors (above).



Figure 1-1 Residents hear about early concepts for the Park Plan at Open House #2 on August 13, 2019 (above and below).



In September 2019 the ‘Get Involved’ online consultation tool was closed. Over 900 detailed surveys were completed and submitted through the ‘Get Involved’ survey and neighborhood area special mailouts. Additional feedback on priorities and potential initiatives was gathered through other ‘Get Involved’ map tools. Most surveys were completed by residents of Innisfil, with respondents indicating that they felt IBP was their neighborhood Park.

Stage 3: Plan Preparation and Draft Approval

Based on feedback from consultation in the summer of 2019, Planning Staff revised the vision and planning principles, and completed a detailed draft of this master plan which was presented to Council in February 2020. Responses from Staff regarding key themes identified through public consultation can be found in DSR-004-20.

Stage 4: Final Approval

A final plan was presented to Council for review and consideration in July of 2020.

1.2 PAST MASTER PLANNING

Within the past 20 years, two master plans for IBP have been undertaken. To provide context for the recommendations of this plan, the following is a brief overview of the changes proposed in those documents and a summary of key impacts.

1.2.1 2004 FUTURE DIRECTION PLAN

Overview

The Innisfil Beach Park: Future Directions Plan (2004) was the first comprehensive effort to plan long-term investments in the Park. The Future Directions Plan presented three concept plan alternatives, the first offering minimal expansion of existing features; another proposing a moderate expansion of facilities and management of accessibility issues and additions to sports fields; and yet another offering the greatest degree of expansion and change to the Park, introducing numerous additional facilities. The third option was selected as a preferred concept plan and adopted as the Future Direction Plan for the Park.

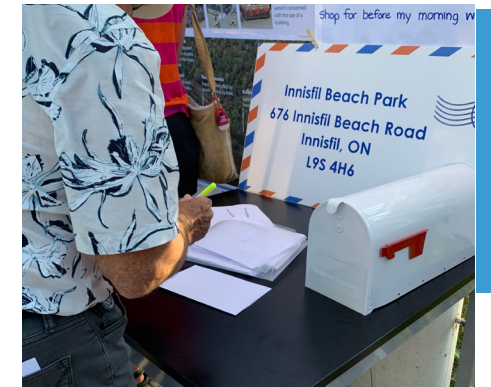


Figure 1-5 Residents shared their ideas and commented on the challenges of the park through a range of creative outlets. Above, someone writes a short open letter “to” the park, an initiative called “Dear Innisfil Beach Park.” Below, survey stations were provided throughout Town.



Figure 1-3 An undated plan for the park, showing numerous features still present today.



Figure 1-4 The selected design from the 2004 Future Direction Plan.

Key Themes

The Future Directions Plan set out policies, standards and recommendations for the purpose of guiding future planning decisions and capital improvements within the Park, centred around three goals drawn from the Culture, Parks, and Recreation Master Plan (2002):

- Accommodating a range of active and passive recreational uses currently existing in the Park;
- Conserving the Park as a natural open space; and
- Enhancing the existing facilities and proposing new complementary uses.

In 2004, the key concerns of residents were related to congestion, traffic volumes, imbalanced priorities between local and regional users, needed sports fields, congestion at the boat launch, and the condition of existing facilities. Those concerns and findings from 2002-2004 were identified by Planning Staff as ongoing issues within the Park.

The benefits of the past master planning process are evident in the expanded facility and programming offerings today, as well as the growing success of the Park as a regional destination. Since 2004, numerous projects were completed within the park, including:

- Redesign of the Park entrance
- Expansion of the multi-use pathway
- Securing federal stimulus funding for planned improvements to the beaches, twinning the boat launch, and upgrading utilities and washrooms facilities.

1.2.2 2009 PARK MASTER PLAN UPDATE

Overview

The Innisfil Beach Park: Park Master Plan (2009) was an update to the comprehensive Future Directions Plan. The Park Master Plan contained numerous recommendations ranging from internal roadway changes, upgrades to existing facilities, expansion of multi use pathways, parking lot upgrades, relocating or screening the operations yard, and expanding sports facilities including an indoor skating and summer sports space.

Though some projects described in the update Plan came to fruition, most were already in the planning and design phases and scheduled for construction. Of the remainder of initiatives, most were not built.

Key Themes

The update Plan incorporated guiding principles which focused on expanding natural areas, encouraging horticultural landscapes, maintaining access to water frontage, improving park access and circulation for pedestrians and cyclists, managing the visual impact of park management facilities, and expanding recreational facilities within the park.



Figure 1-6 An excerpt from the 2009 updated to the 2004 Future Direction Plan. The update refined the 2004 plan, however few changes were implemented in the Park.

1.3 PARK AND MASTER PLAN BOUNDARIES

Innisfil Beach Park is a large, irregularly shaped lot of approximately 85 acres, and is known municipally as 2155 25 Sideroad. The Park is zoned Open Space, which provides for outdoor recreation, public uses, and passive recreation opportunities.

To respond to recent land use changes brought about by the Our Place Official Plan, the IBPMP contains recommendations for lands south of Innisfil Beach Road east of 25 Sideroad, known as the Downtown Commercial Area Extension (DCAE). The park and plan boundaries are indicated “Figure 1-7 Innisfil Beach Park and Master Plan Boundaries” on page 1-7.

Though the IBPMP does not direct municipal investments within privately owned lands within the Downtown Commercial Area designation, they have been included for consideration within the Plan to account for the potential impact their development would have on the investment strategy within the Park boundaries. With the direction of Council, Staff will implement recommendations related to lands outside the Park boundary through the appropriate planning approvals processes.

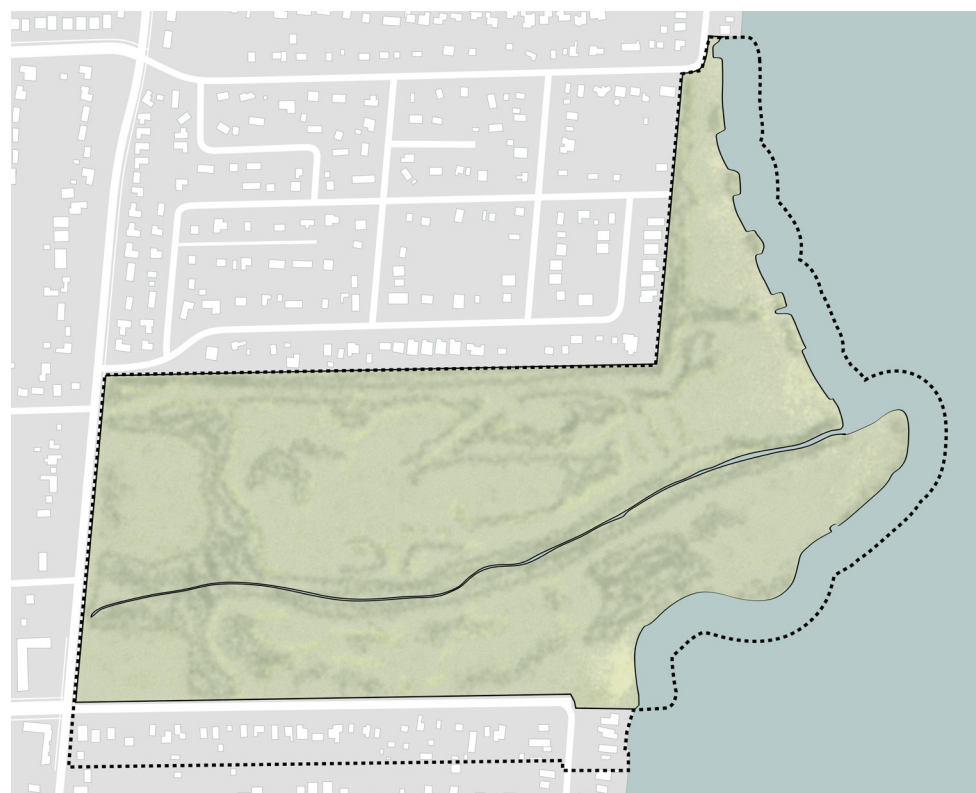


Figure 1-7 Innisfil Beach Park and Master Plan Boundaries

1.4 DOCUMENT ORGANIZATION

The IBPMP is organized around two major sections: the Long-Term Plan and the Twenty-Year Plan. The Long-Term Plan establishes a bold vision for the Park and is supported by planning principles and guidelines.

The intended purpose of the Long-Term Plan to provide guidance for short-term changes and for contingent planning matters, to ensure that long-term priorities are achieved. The Twenty-Year Plan is a set of short to long term projects, timelines, cost estimates, project descriptions, project guidelines and elements.

The IBPMP has been structured in the following parts:

- Part A: **Plan Context** provides an introduction and overview of Park context, information on historical master planning initiatives, and guidance on the structure of this document;
- Part B: The **Long-Term Plan** for the Park, includes the guiding vision, land use framework, and statement of planning principles;
- Part C: A **20-Year Plan** identifies and defines projects and potential timeframes, organized by park area.
- Part D: **Financial Impacts** contains a high-level consideration of overall costs, revenue sources; and,
- Part E: **Further Study and Plan Recommendations** contains further directions beyond the scope of the Plan, to support the broader ecosystem of parks and recreational spaces in Innisfil.
- Appendix A: **20-Year Project Plans** is attached as an appendix to the plan, containing additional details related to individual project initiatives, such as a breakdown of project elements, additional considerations, and project specific guidelines.
- Appendix B: **Sense of Place & Downtown Commercial Area Urban Design Guidelines** contains general design guidance on outdoor spaces within the park and urban design guidelines for the adjacent Downtown Commercial Area on Innisfil Beach Road.

1.5 LIMITATIONS OF THE PLAN

When reading and applying this Plan, it is important to understand what the Plan is not. This document was not intended to provide an evaluation of ecological, cultural heritage, historical/built heritage concerns, nor is it a Municipal Comprehensive Environmental Assessment.

This Plan provides a coordinated planning rationale for future investments in the park, each of which would require further technical study in accordance with applicable provincial regulations. This work is typically undertaken through the municipal capital engineering process.

Several higher profile projects will warrant additional consultation or planning approvals, such as the Institutional Mixed-Use development concept outlined in Section 4.2.1 which would require Official Plan and Zoning By-law Amendment.

This page is intentionally left blank.

SECTION 2

EXISTING CONDITIONS

“

When you focus on place, you do everything differently.

Fred Kent,
President of PPS

”

2.1 PARKLANDS

Innisfil Beach Park is in Alcona, north of Innisfil Beach Road (8th Line) and along the western shoreline of Lake Simcoe. In terms of its regional context, the Park is located approximately 6 kilometers southeast of Barrie and 10 kilometres east of Highway 400. The Park is split by the Bon Secours Creek, which enters just south of the Alcona Water Treatment Plant and outlets into Lake Simcoe. The Park has approximately 1050 metres of shoreline, comprised of managed beaches, naturally vegetated shore, and man-made shoreline structures. The Park is quite low, leading to spring flooding in some areas.

Areas surrounding the Park are predominantly occupied by single detached dwellings and a growing downtown commercial area to the west, along Innisfil Beach Road.

The most active land uses are those along the Lake Simcoe edge of the Park, where beach and picnic areas have been known to attract thousands on sunny summer weekends. The

Park contains the Town's largest and busiest municipal boat launch with 36 truck/boat trailer spaces.

2.2 PARK FACILITIES

Most sports fields are in the central portions of the Park, away from the shoreline, including four lit tennis courts, one unlit and one lit ball diamond, two soccer pitches. Along 25 Sideroad is a basketball court and along the shoreline two beach volleyball courts. West of the ball diamonds is a mounded toboggan hill. The remainder of the Park is for passive recreational uses, including a playground, several beaches areas, picnic areas and BBQ areas.

Numerous structures support the various passive recreational uses, including a summer camp office space, three pavilions, a concession stand, and four washroom facilities. A large concrete boat launch provides Innisfil's major municipal boat access point to Lake Simcoe.



Figure 1-8 Children rush to visit one of the Parks newest amenities.



Figure 1-10 Families gather for summer outdoor movies in the park.

In addition to recreational structures, the Park is home to Alcona's Water Treatment Plant and pumphouse, a firehall, and a Park operation building. There is also a small underutilized structure located at the roundabout that was formerly used as a fee collection area and was formally known as the Gatehouse. Fees are now collected for parking at kiosks throughout the Park.

During the summer, the most popular part of the Park is the beach area along Lake Simcoe. On hot weekends, visitors from Innisfil and the broader region visit the Park to BBQ, picnic, and enjoy the waters with their families. Other popular activities include visiting the playground, enjoying the outdoors on foot or bicycle, and attending events.

2.3 MOVING THROUGH THE PARK

Cars access the Park from Innisfil Beach Road, which enters the Park at a roundabout near the Lake Simcoe shoreline. The internal Park roadways provide access to six large parking lots, 321 non-resident spaces, 14 non-resident accessible spaces, 103 residents only spaces, and 4 resident accessible spaces. On the busiest days of the year, hot summer weekends or during major events, overflow parking is provided on grassed areas west of the operations building.

The existing pathway system is limited to a multi-use path along the north of Innisfil Beach Road to the shoreline and carrying north, with connections to Florence Road, Alderslea Crescent, and Roberts Road. With the exception of the south side of Innisfil Beach Road and the east side of 25 Sideroad, there are no sidewalk connections on surrounding local roads, resulting in a discontinuous pedestrian network.

2.4 HOW WE CURRENTLY GET TO THE PARK

Based on feedback from the 2019 Innisfil Beach Park Survey, we know that most respondents arrive to the Park by car (674 respondents). Survey data also indicated a considerable number of respondents arrive to the Park by bike or on foot (568 respondents combined).



Figure 1-9 One of the park's multi-use pathways, leading to the Downtown.

Other respondents indicated that they enjoyed other modes of active transportation into the park, including roller blading and paddling in from the Lake.

2.5 CURRENT CHALLENGES WITH THE PARK

The following is an overview of some concerns raised by the public through summer consultations and/or otherwise known to Town staff:

- Congestion in the beaches and BBQ areas, particularly during the busiest and warmest summer weekends, major events;
- Facilities in need of replacement;
- Water quality issues;
- Accessibility to many amenities within the park;
- Feeling of disrespect for the Park, evidenced by littering, damage, unclean facilities;
- Illegal parking issues within the surrounding residential neighborhood; and,
- Numerous conflict areas between pedestrian and vehicles within the Park, particularly the boat launch.

Survey feedback from the summer 2019 consultations confirmed frustrations from residents that the Park has become more congested, the beach and picnic areas are overused, and an overall feeling that the Park wasn't "feeling respected". Data from the survey confirmed that most residents preferred visiting in the mornings and evenings of weekdays, and early mornings on weekends, before the beaches become too busy for many local users to enjoy. Congestion issues dissipate following the Labour Day weekend.

The above issues have been examined by Staff and have informed the proposed vision and planning principles guiding the IBPMP.



Figure 1-11 The condition of the primary washroom, at the beach, was raised frequently as a concern of residents.

““

We need many more trees closer to the beach areas, to provide shade in the afternoon! I love how welcoming Innisfil Beach road looks with benches, flowers, medians, with trees, etc. I'd like Innisfil Beach Park to be community centred and beautiful with flowers, etc.

Resident Feedback

””

““

It should continue as a community park; providing a green space for local residents to use and get access to Lake Simcoe so they can lie on the beach and swim in our clean water.”

Resident Feedback

””

2.6 OPPORTUNITIES

Summer 2019 consultation was valuable for identifying numerous potential opportunities within the Park. Residents provided staff with hundreds of suggestions for facilities and improvements, including the following dominant themes:

- Expanding food options;
- Incorporating arts and cultural events programming;
- Water related rental options;
- Community-oriented facilities;
- Beach related retail services;
- Improved transportation options within the Park;
- Greater diversification of green and open spaces, passive recreation opportunities;
- Expanded dog friendly amenities;
- Greater emphasis on youth and children’s programming; and,
- Improvements to essential Park amenities, including improvements to water quality, better washrooms and more pathways.

Innisfil Beach Park is rich in opportunity. Staff have examined and considered these and all other suggestions in formulating the master plan for the park.

This page is intentionally left blank.

PART

B

THE VISION AND LONG- TERM PLAN

This page is intentionally left blank.



SECTION 3

THE VISION AND PLANNING PRINCIPLES

The Long-Term Plan illustrates what the Park could look like if the project recommendations of the Twenty-Year Plan are fully implemented. The purpose of the Long-Term Plan is not to describe in detail what each individual project will look like. Rather, it provides a visualization of numerous project outcomes to help contextualize the core vision for the Park. Individual projects, described in section 4, will be determined on a project-specific basis, dependent on opportunities available at the time of implementation, capital budget implications, available partners, and other related factors.

The Plan focuses on transforming the way our Park is experienced; prioritizing a more pedestrian-friendly environment, more even distribution of amenities and attractions throughout the Park, and the diversification of our green and open spaces. The Plan responds to the anticipated population growth within the Alcona settlement in the coming decades. The Long-Term Plan also responds to the anticipated redevelopment of the Downtown Commercial Area Extension east of 25 Sideroad, designated within Our Place in 2018

for low-rise mixed-use development, and the planned Orbit developments along the 6th Line. The purpose of the Long-Term Plan is to respond to the emerging recreational and open space needs of an additional nearly 20,000 residents in planned and emerging intensification areas by the year 2031.

The Long-Term Plan contains the following elements:

- **Park Vision Statements:** A short, condensed expression of the long-term vision of the Park.
- **Planning Principles:** Contains overarching principles that will help the Town navigate planned and emergent land use changes within the Park, as well as further expanding upon the content of vision statements.
- **Planning Framework:** Describes a framework for physical planning changes, including defining placemaking destinations, vehicular and pedestrian flows, green and open space typologies.

3.1 PARK VISION

Through the planning process and public input, a vision statement has been developed to help guide decision-making in the Park for years to come. The statements have been carefully prepared to respond to the persistent issues facing the Park, the tremendous opportunity of the place, and the aspirations of the community.

In the delivery of Park services and programs, planning of new facilities, and in the face of new challenges, the Town will turn towards the vision statements to help steer the Park to the outcomes described in the IBPMP.

Recommendation #1: In all decisions affecting the Park, the Park Vision Statements herein will guide future planning, programming, and operation of recreational facilities in Innisfil Beach Park.

Recommendation #2: Within ten years, the Town will revisit the Park Vision Statements and Planning Principles to better reflect changes in the community vision for Innisfil Beach Park.

A Park in balance

All visitors will feel more welcome because the needs of residents and non-resident patrons will be better represented, managed, and more balanced. To ensure that the Park responds to resident values and needs, resident priority amenities will be implemented throughout the Park where practical. The Park will be more cost-effective, through such actions as consideration of long-term maintenance costs, broadened revenue streams, and resource and energy conservation. A culture of respect will be cultivated through quality investments, programming, and proactive Park management.

Innisfil's most user-friendly Park.

The Park will be planned for visitors arriving by car, bike, taxi, rideshare, foot, mobility device and from the water. Walkability has been prioritized within the Park to foster quiet, clean and natural spaces, comfortable and safe family experiences, and universally accessible amenities. Walkable connections to the surrounding community will help fulfill the resident priority needed in the Park. Safety will be prioritized to ensure everyone

feels welcome and safe in the Park. The Town will work with police, fire, and emergency partners to ensure that the park operates in a safe manner.

Connecting Lake Simcoe and our growing Town.

The Park will serve as a vibrant connection between Lake Simcoe and the Alcona downtown. Food, entertainment and cultural services within the Park will complement commercial and professional services on Innisfil Beach Road. The Park shall be better connected to surrounding economic, tourism, cultural destinations, and the Orbit/Go Station.

Innisfil's year-round destination.

Based on placemaking principles, flexible programmed spaces will be provided for residents of all ages. Indoor spaces will keep the Park as a key destination for the community when the weather gets cold. Winter season recreational and cultural programming in the Park will sustain a year-round appeal.

A part of our cultural identity.

The Park is a place to participate in and witness the culture of Innisfil. Opportunities for arts, entertainment, and culture will be supported through supportive venues, public art initiatives, and high-quality architectural design.

A destination for Lake Simcoe.

The experience of connecting with water shall be diversified and enhanced. The Park interface with Lake Simcoe will gradually shift from a departure point to a unique destination that complements surrounding regional attractions.

Natural diversity of Innisfil Beach Park.

The natural splendor of the Park will be enhanced. Natural buffers along the shoreline, creeks, and forests will be expanded throughout the Park to ensure ecological processes can flourish. The waters of Lake Simcoe and urban forest canopy will offer shade, cooling, and relaxation for generations to come. The health of Lake Simcoe will continue to be championed by the Town of Innisfil.

The above Park-wide vision statement will become a foundation for future decisions affecting the Park and further implemented within the planning principles and guidelines contained below.

“

I think its important to find a balance between the need for improved amenities and honouring the Town's past to keep residents happy.

Resident Feedback

”

“

A good city is like a good party – people stay longer than really necessary, because they are enjoying themselves.

Jahn Gehl

”

“

...liveliness and variety attract more liveliness; deadness and monotony repel life.

Jane Jacob

”

3.2 PLANNING PRINCIPLES

To build upon the vision for the Park, principles have been developed which provide a framework for ongoing considerations for Park management and development. Supported by detailed guidelines in section 4, these principles will be incorporated into early project design and planning processes to serve as a set of “tests” to establish the quality of proposals and consistency of the project with the overarching Park vision.

Not all principles will be applicable to every type of project. The value of these principles for decision-makers is they provide one means of broadening the initial scope of focus when proposing, designing, and evaluating initiatives – resulting in well rounded public spaces and more effective placemaking outcomes. Over time these principles may be refined, to better reflect the concerns and interests of the Town.

Recommendation #3: In all decisions affecting the Park, the Planning Principles herein will guide future planning, programming, and operation of recreational facilities in Innisfil Beach Park.

Recommendation #4: Where RFPs are issued related to Park projects, considerations should be made to incorporate references to applicable statements to ensure the scope of each project is sufficiently broad to realize the Vision and Principles of the Park.

3.2.1 LAND USE PRINCIPLES

Focus on Placemaking: Dominant attractions shall be clustered with compatible and supportive uses to achieve walkability, placemaking, and year-round activity goals. These clusters are identified as placemaking destinations and will form focal points for activity within the Park and in surrounding areas.

Health of Lake Simcoe and Our Natural Heritage: The Town of Innisfil shall be a steward for Lake Simcoe. Its obligations are defined within the Lake Simcoe Protection Plan (LSPP). The Long-Term Plan identifies and outlines how some of

those objectives will be met. All elements of the Park shall be planned, developed, and operated in concert with the principles outlined in chapter one of the LSPP.

Access to Water: The Town will provide a range of opportunities to access water, where opportunities have been assessed against broader goals and policies and conflicts have been appropriately mitigated.

Flexibility and Year-Round Activity: To respond to the natural fluctuations of daily, weekly, and seasonal activity, public spaces should be designed to maximize programming flexibility. Consideration should be made at the earliest planning stages to consider how elements and arrangement of space can support achievement of year-round activity within the Park.

Diverse Funding Sources: Decisions pertaining to land use directly have influenced the Town’s ability to diversify funding sources in the Park. At the earliest stages of planning, land use decisions should be evaluated on their ability to generate or preclude future funding sources.

Public Character: Privately operated spaces will form an important element within Park, and should strive to facilitate a seamless experience of fully public space within the Park. Businesses shall commit to ongoing facilitation of effective privately operated/owned public spaces (POPS), drawing upon guidelines within this document and pursuing innovative treatments. All public and private partners should ensure resident and residents’ right to the Park is protected and enhanced, not diminished, over time.

Strata Use: Where publicly owned assets are proposed within the Park, opportunities for private commercial and institutional uses, or strata residential should be pursued where:

- Ground floor uses shall be principally publicly accessible, municipally operated, or offer a defined and agreed upon commensurate public benefit (eg. Municipal parking, privately owned public spaces, Park programming, social enterprise businesses)
- Private uses are compatible with existing or planned neighborhood context;

“

What attracts people most it would appear, is other people.

William H. Whyte

”

- The structure can appropriately transition to existing or planned Downtown Commercial, Residential Low Density 1, and Open Space Area designations; and,
- Where doing so has been demonstrated to advance the broader vision for the Park and the Town as a whole.

Respect and Civic Pride: Many actions can have the effect of eroding or fostering a sense of civic pride or respect for place. In all decisions affecting the Park, a consideration should be made for whether actions are building upon the esteem of IBP as Innisfil's premier urban Park or by instilling a sense of gratitude in its visitors. Where opportunities are identified, supplementary communications, programming, or consultation should be enacted alongside planned projects to build capacity in the community and our guests to take pride in Innisfil Beach Park.

3.2.2 ARCHITECTURAL AND URBAN DESIGN PRINCIPLES

High Quality Design: The quality of the built environment within Innisfil Beach Park is vital to its success as our flagship urban Park and for its status as a regional destination. Capital projects should strive for the highest possible design merit. The adventurous and daring expressions of our landscape architecture, urban design, and architectural professions should be celebrated and championed. Designs should reflect the characteristics of our environment, growing community needs, and the broad principles set out by this plan.

Winter Ready Design: A consideration of winter adapted urban and architectural design shall be implemented at the earliest stages of project planning, informed by guidelines on winter park design in this document and by implementing emergent practices. Adaptation of summer use infrastructure for winter use should be a focus.

Privately Operated, Publicly Facing: Early planning should identify and accommodate opportunities to maximize the greatest degree of public access for all projects. Privately operated structures must demonstrate a shared commitment to contribute to an ecosystem of public and social amenities within the Park, focusing particularly on the needs of the pedestrian. Publicly facing spaces should be welcoming and

hospitable in all seasons and maximize its contribution of secondary benefits for users of the public realm. Permanent and temporary opportunities should be explored, such as seating, shade, climate relief, transparent facades, and public and semi-public art enjoyment.

Accessible and Unified Wayfinding: The Town shall work towards unified in-park and out-of-park communication strategies. Technologies should be applied to aid in cost effective, convenient, accessible, and up-to-date information related to the Park. Alternative wayfinding strategies, including the use of color, sound, smell, and light should be employed as part of the Town's commitment to high quality urban design.

Sustainable Design: The Town shall commit to incorporating principles of sustainable design and energy efficiency into its Park building projects. During the design process, the lifecycle impact of the facility shall be examined to arrive upon an optimized balance of environmental, societal, and financial objectives.

Safe physical environment: The Town shall incorporate design principles which lead to increase natural surveillance and access measures, and which minimize the creation of ambiguous, leftover spaces which can attract unwanted activity. Ongoing property management and operations efforts will introduce and maintain well designed, safe, and welcoming public spaces.

3.2.3 ACCESS PRINCIPLES

Universal Accessibility: All features of the Park should be universally accessible. Where features are provided without complete accessibility for financial reasons, adaptation plans should be prepared to achieve a fully accessible option at a future date should the barriers to completion be removed.

Pedestrian Oriented Park: Pedestrian connectivity shall be the highest priority among modes of transportation to and within the Park. The experience of the pedestrian should be comfortable, safe, and visually appealing. Areas with high probability of pedestrian activity should be prioritized for landscaping investment, high quality materials, and supporting amenities.

Promote Healthy and Active Living: Access to the Park via human power and via accessibility vehicle is the top priority. To balance the need for access and quality of life, infrastructure should be made available to allow users wanting to transition greater active transportation and to support those whose health and other circumstances preclude use of active transportation.

Vehicles in the Park: Efforts should be made to ensure roadway, drop-off, and parking infrastructure is inconspicuous, reasonably convenient, and responsive to Park management objectives. Transportation requirements of planned projects should be addressed with appropriate levels of service, without encouraging auto travel as the primary mode of accessing the Park.

Vehicle Parking: The provision of parking spaces has historically been a determinant of congestion and inefficient land use within the Park. By consolidating parking areas as far from shoreline as is feasible and identifying relocation opportunities within the Downtown area, the Plan will shift the regional visitor base to arriving in the Downtown area and promote economic integration. Municipal and private parking rates should be systematically managed to promote the availability of short-term use spaces, even at the busiest times of the year. Parking utilization should be monitored over time and existing facilities decommissioned or adapted to other uses as needs permit.

3.2.4 GREEN AND OPEN SPACE PRINCIPLES

Diversified Landscape: The Park landscape will be transformed over time, resulting in a predominance of functional, diverse, and sustainable green and open spaces. A mixture of naturalized and urbanized open space landscapes should be provided across the Park. Over time, connections will be forged other natural areas and destinations in Alcona. Smaller urbanized open spaces should be placed to interconnect surrounding destinations and activities.

Climate Resilience: Green and open spaces should be designed with a consideration of opportunities for climate change resilience infrastructure. As seasonal highs become more frequent and extreme, there will be an increasing need

for relief from sun, heat, and wind effects. Access to water, shade, and conditioned environments will become important features in our public spaces.

Privately Operated Public Spaces: Where privately operated public spaces are provided, they should be integrated with surrounding amenities and destinations. POPS shall be designed and programmed to a seamless part of the broader Park experience.

Preserve and Enhance Our Natural Heritage: The Town has an opportunity to be a leader in stewardship for Lake Simcoe. The obligations to protect the lake have been described in the Lake Simcoe Protection Plan and should be pursued within each individual project and as outlined by the Long-Term Plan.

3.3 PLANNING FRAMEWORK

The Long-Term Planning Framework is comprised of comprehensive planning recommendations in the form of layered plan data. These layers include location of planned placemaking destinations, alignment of road and pedestrian networks, and application of a range of landscape types. The Long-Term Plan portrays a conceptual and flexible direction for investment within the Park, ensuring individual, small-to-large scale projects are consistent with and guided by broader objectives in the Park. This plan is provided for context for community, municipal staff, and to assist decision makers in contextualizing short-term decisions in the long-term direction of the Park.

“

...only diverse surroundings have the practical power of inducing a natural, continuing flow of life and use.

Jane Jacobs

”

3.3.1 LONG-TERM PLACEMAKING DESTINATIONS

The Long-Term Placemaking Destination Plan highlights the key areas for programming and facilities intensification within and surrounding the Park. Within each destination a range of infrastructural, facilities, and landscaping initiatives will contribute to the creation of purpose-built destinations for broad groups of Park users. Each destination is fixed on creating a captivating, supporting environment for visitors. This master plan suggests one way that the destinations may be developed over time, however detailed design at the individual project level, informed by this plan and the provided guidelines will ultimately determine the final outcome for each destination.

“Figure 1-12 Long-Term Placemaking Destination Plan” on page 3-12 shows features which contribute to key placemaking destinations within the park. Landscapes have also been incorporated into this diagram, because well-developed landscapes can become a part of a key destination within the park.

Recommendation #5: Vibrant placemaking destinations will be built in accordance with vision statements, principles, project descriptions, and guidelines identified within this Plan. As the Town’s flagship outdoor public space, destinations in IBP shall be developed as showcases for best practices in urban, architectural, and landscape design, placemaking principles.



Figure 1-12 Long-Term Placemaking Destination Plan

3.3.2 LONG-TERM ROADWAY PLAN

The Long-Term Roadway Plan framework presents a gradual, yet fundamental shift for the role of the vehicle within the Park limits. Long-Term Plan roadways are a combination of new road surfaces and retrofitted roadways along existing routes. The final alignment of this framework is dependent upon refinements through traffic impact study. The framework is organized around four key moves:

- Vehicular access within the Park is to be organized around a one-way in and one-way out model, resulting in narrower roadways, ease of departure, and greater control over entrance closure/options for fee collection.
- Two-way road segments provide connections to parking facilities, priority accessible parking spaces, and drop-off areas at selected placemaking destinations.
- Access from Innisfil Beach Road maintains a two-way connection to maximize flexibility for future residents of the Downtown Commercial Area Extension.
- Further access for emergency, operations, and special events vehicles will be augmented by a network of wide multi-use paths.

The diagram below indicates the alignment of internal park roadways (red being two-way roads and orange being one-way roads) as well as areas for potential retained parking lots. Small loops found at major placemaking destinations are drop-off areas. Not all parking lots have been incorporated into the Long-Term Plan schematic, as ongoing study will determine the timing and final need for additional lots in the park in accordance with recommendations in the 20-Year Plan in Section 4. At the time of detailed traffic study, opportunities for short loop-backs will be explored at key destinations to ensure that visitors have an opportunity to circle back if they miss their exit.

Recommendation #6: Undertake a detailed site routing plan and traffic impact study to determine the feasibility and detailed costs associated with redevelopment of Innisfil Beach Road and portions of Lakelands Avenue, and realignment of the internal Park roadways, generally in accordance with schematics provided in the Long-Term Plan.

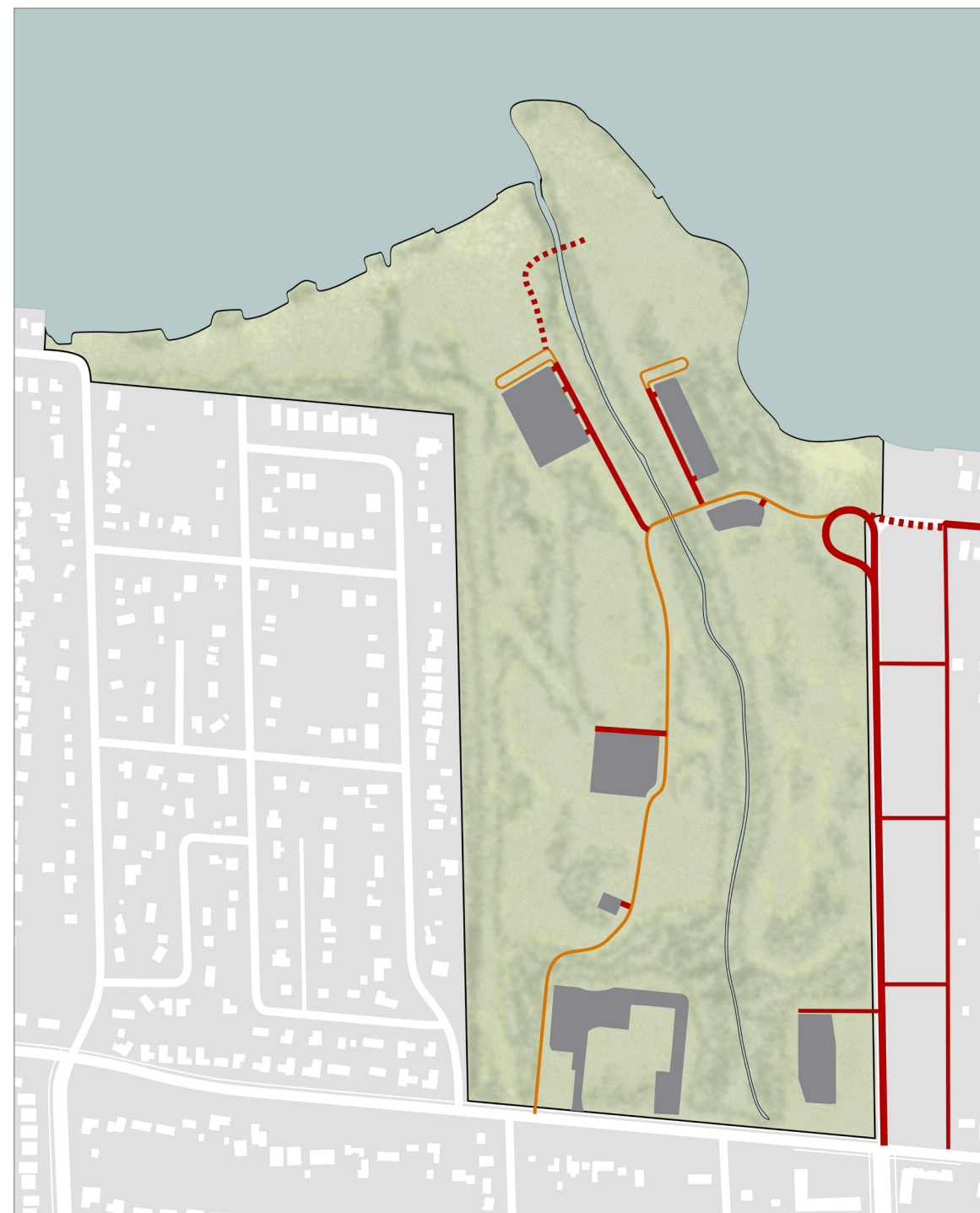


Figure 1-13 Long-Term Roadways Plan



Dear IBP,

You're lovely, but you have problems. Your most pleasant feature is the tiny loop pathway that passes through the treed area near the water. Instead of capitalizing on this relaxing feature, you've allowed the proliferation of parking lots and stale beaches.

Resident Feedback



3.3.3 LONG-TERM PEDESTRIAN PLAN

The Long-Term Pedestrian Plan seeks to strengthen connections within and outside of the Park. The network is organized around several major east/west connections to the lake, along Innisfil Beach Road, the Gateway Area, and the Neighborhood Area and several major north/west connections. Secondary connections are provided to and between placemaking destination plazas and clustered facilities. Though this plan will be refined through subsequent pathway project design, the final design should demonstrate a commitment to universal accessibility, permeable edges, and convenience.

In the diagram below, dark blue lines indicate wider (2.5 metre) multi-use pathways, with lighter blue lines being narrower (1.5 metre) connective paths. On Innisfil Beach Road and Lakelands Avenue a thicker blue line is a wide (3-4 metre) pedestrian sidewalk.

Recommendation #7: The phased implementation of the recommended pathway network in this Master Plan, pending completion of detailed site routing plans and traffic analysis studies. Modifications to the network as shown are permitted, provided that the general principles and intent are maintained.

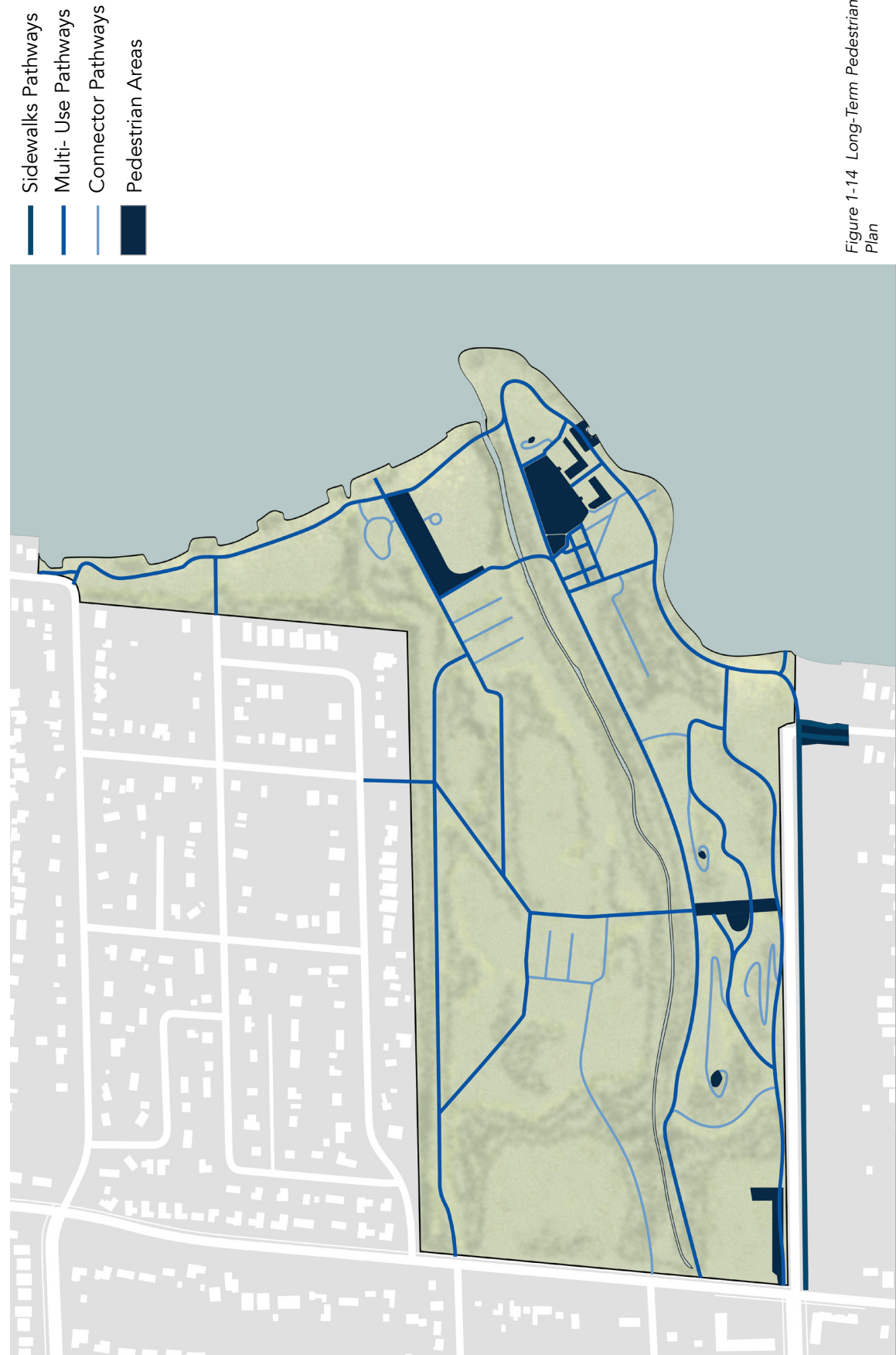


Figure 1-14 Long-Term Pedestrian Plan



“
Plant more trees and fix up
the bad walking paths. Keep
it rural and don't try to make it
into a Canada's Wonderland.”
Resident Feedback

3.3.4 LONG-TERM GREEN AND OPEN SPACE MOSAIC

Placemaking destinations, roadways, and pedestrian pathways will be fastened together with a mosaic of attractive and diverse green and open spaces, composed of natural spaces and public squares. The Long-Term Plan focuses upon the creation of distinctive alternatives for passive recreation and programmed events. The purpose of the changes to green and open space types as shown below is to inspire future detailed landscape designs as part of the 20-Year Plan projects.

The diagram below portrays the expansion of existing forest, creek and naturalized shorelines in dark green. In a lighter green, occupying areas around the future Neighborhood Place and Gateway Hills are locations identified for landscaped placemaking enhancements, composed of ornamental tree arrangements, decorative grass and shrub groundcover, and floral garden features. In pale green, occupying the majority of the Park, signifies an enhanced mix of grass field and treed meadow which currently dominates the park landscape. Expanded beaches are shown in a light brown along the shoreline, with the existing shoreline path bisecting the sand.

Recommendation #8: The Town will preserve and expand natural areas and strive to diversify passive recreational landscapes throughout the Park. The Long-Term Plan and guidelines will be used as a reference for detailed landscape architectural interventions as part of many 20-Year Plan projects, which will have regard for the overarching vision, principles and guidelines contained within this Plan.

“
We need to plant
more trees, design natural trails
with fauna.”
Resident Feedback

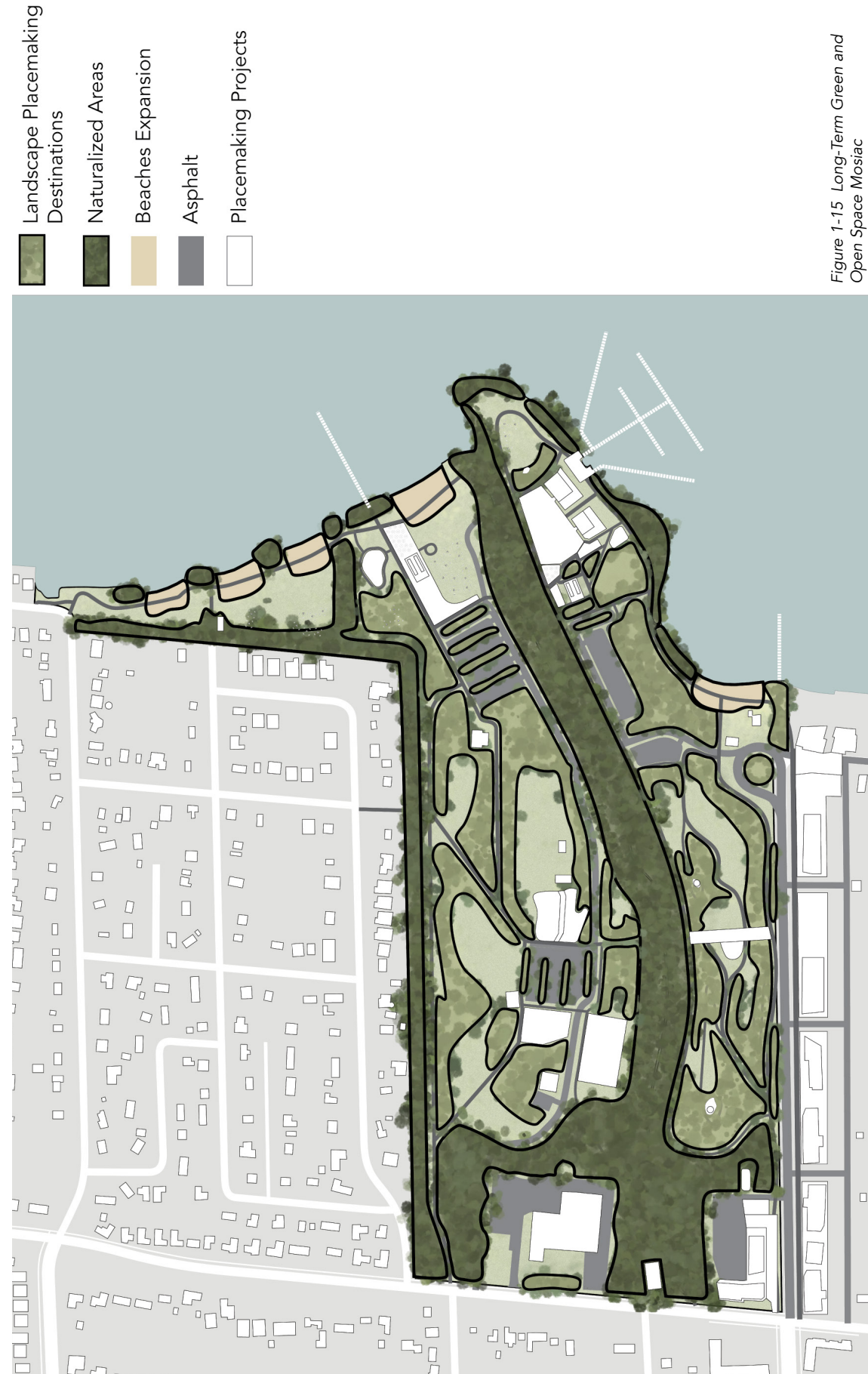


Figure 1-15 Long-Term Green and Open Space Mosaic

3.3.1 LONG TERM PLAN

The Long-Term Plan depicts one potential way the Park may be developed over the long-term. Although the design and site layout for each individual project will occur at a later date, most major proposed park features have been depicted below to communicate the potential scale of projects, the interrelatedness of the central placemaking destinations, and to showcase a comprehensive overview of the implemented vision statements.



Neighbourhood Area Projects	4-3
1 Neighborhood Place	4-3
2 Outdoor Food Preparation Area	4-4
3 Off-Leash Dog Area	4-4
4 Community Garden	4-4
5 BMX Pumptrack	4-6
6 Skatepark	4-6
7 Tennis Court Upgrades	4-6
Gateway Area Projects	4-7
8 Institutional Mixed-Used Low-Rise Development (IMU)	4-7
9 Gateway Place	4-8
10 Gateway Hills	4-8
11 Gateway Hills Place	4-9
Port of Innisfil Projects	4-9
12 Event Place	4-9
13 Launch to Landing (Dock expansion)	4-10
14 Boat Launch Retrofit	4-11
15 Shoreline Restaurants	4-11
16 Toddler Play Area	4-12
17 Outdoor Fitness Area	4-12
18 Gatehouse and Entrance Feature	4-13
19 Rental Facility	4-14
20 Pier Replacement	4-14
Beaches Area	4-15
21 Beach Place	4-15
22 Beaches Enhancements	4-16
23 BBQ Stations and Areas	4-17
Park-Wide Projects	4-17
24 1000 Trees	4-17
25 Campfires	4-18
26 IBP Washrooms	4-20
27 Innisfil Beach Road and Lakelands Avenue Redesign	4-24
28 Drop-off Areas	4-25

Figure 1-16 Long-Term Plan

PART

C

THE 20-YEAR PLAN

This page is intentionally left blank.



SECTION 4

AREA PLAN PROJECTS



Figure 1-17 Park Areas and the Downtown Commercial Area Extension, referenced in the 20-Year Plan projects.

The Twenty-Year Plan is composed of projects that impact the whole park, as well as projects that support the formation of individual placemaking destinations. The projects are expressed through a short description of the project objective, a potential timeframe, priority, and cost estimate. Each project also contains detailed project elements and considerations for pilot initiatives, key guidelines, and additional visualizations.

The purpose of the Twenty-Year Plan is to inform subsequent capital budgeting for Innisfil Beach Park, provide a basis for special project consultation, and to provide robust project concepts which are tied to overarching IBPMP vision and principles.

Project briefs have been grouped by Park Area, to better communicate the intended character of each area and the interrelatedness of planned Park facilities. The diagram below indicates the four quadrants considered within the Park, as well as the Downtown Commercial Area Extension lands south of Innisfil Beach Park:

Projects which span multiple Park Areas have been organized within a Park Wide Projects section, and include items like washrooms, trails, internal road projects, and naturalization initiatives.

Recommendation #9: That Council adopts the projects outlined in the 20-Year Plan, in principle, to serve as tool for prioritization of future capital investments in the Park. Implementation would occur based on the priorities outlined herein, dependent on opportunities available at the time of implementation, capital budget implications, grant availability, available partners, and other related factors.

4.1 NEIGHBORHOOD AREA PROJECTS

Over time the Neighborhood Area will emerge as a place tailored to the needs of the surrounding neighborhood and serve to balance broader tourism goals within the park. The projects outlined herein will form the basis for the development of the Neighborhood Area.

Recommendation #10: Subject to selection of an alternative location for existing sports fields in the Neighborhood Area, the Town shall proceed with detailed planning, phasing, and costing exercises to establish projects contained within the Neighborhood Area, as described by the Twenty-Year Plan.

Recommendation #11: Contingent upon suitable relocation of IBP Municipal Operations Yard and building to an alternate location, pursue renovations to create a dedicated youth drop-in space to facilitate youth-oriented programming opportunities. Local youth should be engaged in the planning and design of this space.

4.1.1 NEIGHBORHOOD PLACE

Neighborhood Place is a community facility and meeting place for residents. Composed of flexible indoor community rooms and outdoor gathering areas, the space will become the canvas for ongoing community development and cultural programming. The facility is envisioned to be incorporated into the Innisfil Beach Road gateway area of the Neighborhood Area, to ensure the facility is located in close proximity to the Alcona downtown. In addition to the indoor community rooms, a landscaped outdoor area could contain space for events to spill out, provide fire pits for winter resident use, and comfortable seating. Community facilities benefit from the direct input of residents to ensure that they serve the needs of the surrounding area, however some initial facility design suggestions have been put forward in the Project Guidelines Addendum to kickstart those discussions.

Timeframe	Priority
5-10 Years	High Priority



Figure 1-18 Neighborhood Place should be a simple, open concept space for a wide range of programming. An attractive outdoor area could allow events to spill out of the building.

Project Impact

Potential for high community impact, particularly for residents of Innisfil who will enjoy resident focused programming in this neighborhood-oriented facility.

4.1.2 OFF-LEASH DOG AREA

Morning and evening weekday dog walking is a popular activity in Innisfil Beach Park for locals. Existing prohibitions on off-leash dogs and unavailability of designated spaces have left some users feeling left out of their Park. The development of a medium to large fenced off-leash area in a convenient and quiet location will benefit local with a year-round amenity, more opportunities to meet people in the neighborhood, and to conveniently get exercise with their pet.

Timeframe	Priority
5-10 Years	Medium Priority

Project Impact

Potential for high community impact, particularly for dog owning residents.

4.1.3 COMMUNITY GARDEN

A key principle of the Neighborhood Area is introducing facilities that draw the surrounding community into the Park, create opportunities for leadership, and make space for informal socializing. A community garden meets all criteria and enhances food resilience within Alcona. A community garden has been conceived adjacent the west gazebo to take advantage of existing power and nearby water infrastructure.

As with many projects put forward in the Innisfil Beach Park Master Plan, it is recommended that smaller, lower cost investments be made to introduce new facilities and amenities prior to larger investments. Staff recommend that a community garden space not be introduced without formulation of a governing body composed primarily of residents. Following a successful start up period, additional investments could be considered to complement community garden programming, such as an outdoor food preparation area or washroom.



Figure 1-19 A dog park should be comfortable for both dogs and their owners. After starting with the basics, over time extra services could be added, such as water, power, and shade structures.



Figure 1-20 Community Gardens should start small and be led by residents.

“Don't think 'build it and they will come'; find the local leaders and help them build 'it' where they already are

Healthy Communities Working Group



Timeframe	Priority
3-5 Years	Low Priority

Project Impact

Potential for medium community impact, improving food accessibility and community resiliency in Alcona.

4.1.4 OUTDOOR FOOD PREPARATION

An outdoor food preparation concept has been introduced to further reinforce neighborhood-oriented uses within the Neighborhood Area. The outdoor food prep area could consist simply of durable counter height surfaces, access to running water and waste water, space for barbequing, all under a weather resistant roof structure. The facility should be located away from heavier tourist activity to ensure scheduled/booked resident access is the priority, but nearby other complementary services like the community garden use and a washroom. The Outdoor Food Preparation area could be considered a milestone project for a cluster of community facilities within the Neighborhood Area, beginning with successful adoption of the community garden initiative or Neighborhood Place.

Timeframe	Priority
5-10 Years	Low Priority

Project Impact

Potential for medium community impact.

4.1.5 YOUTH PLACE

Youth Place is an adapted building intended for recreational and social space for young people in Innisfil to meet, socialize, learn, and play. No specific location has been selected as part of this Plan to allow for flexibility, however the facility should be considered a milestone project for youth-oriented facility clusters, such as the planned BMX pumptrack and skatepark which creates a destination for young people in Alcona and the broader area. Youth oriented programming, classes, workshops, and events could be held at Youth Place, organized by youth, community, and school groups. The internal utilization and programming of Youth Place would be dependent on future

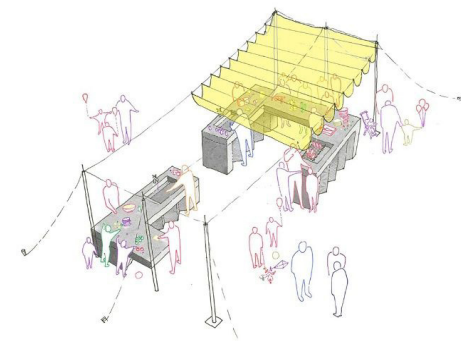


Figure 1-21 A simple food preparation area could be a durable counter with sink and retractable shade awning, providing cover and space to support a large family gathering.

consultation, ongoing community leadership, and organization.

Timeframe	Priority
5-10 Years	High Priority

Project Impact

Potential for high community impact, particularly for youth populations.

4.1.6 BMX PUMPTRACK

Constructed of dirt and asphalt, a pumptrack would contribute to summer youth programming and a youth focused placemaking node. The facility would be the first of its kind in Innisfil and would attract users from neighboring municipalities.

Timeframe	Priority
2-3 Years	High Priority

Project Impact

Potential for high community impact, particularly for youth populations.

4.1.7 SKATEPARK

The potential for a skateboard park was identified in the 2004 Future direction Plan for IBP, but was never implemented. Responding to feedback from the summer 2019 consultation, Staff have recommended a skateboard park be constructed to contribute to a youth oriented placemaking destination. The skateboard park would be suitable for rollerblade, scooter and skateboard use, and would be complemented by an adjacent BMX pump track.

Timeframe	Priority
3-5 Years	High Priority

Project Impact

Potential for high community impact, particularly for youth populations.



Figure 1-23 Pumptracks come in a range and combination of materials, like this asphalt and grass one above.

Figure 1-22 Skateparks are an outlet for creativity, physical exertion, and social connection.





Figure 1-24 Pickleball courts can be added on top to an existing tennis court, or two can be fit with an expanded courts, as shown above.

4.1.8 UPGRADES TO THE TENNIS COURTS

Feedback from residents during 2019 Innisfil Beach Park Master Plan consultation indicated that the tennis courts were a popular amenity in need of ongoing repairs. Court maintenance, net replacement, and line painting should be undertaken to keep these facilities in working order.

Consideration for inflatable enclosure should be made at the time of the Park and Recreation Master Plan.

Pickleball users also identified an opportunity to incorporate pickleball play onto the existing courts. A multi-use court is consistent with the objective of meeting the needs of the widest range of users and meeting neighbourhood needs.

Timeframe	Priority
3-5 Years	High Priority

Project Impact

Potential for medium community impact.

4.1.9 RELOCATION OF OPERATION FACILITIES

The current Park operations facility is located prominently at the centre of the Park. The Long-Term Plan recommends a relocation of operations facilities from this area to an alternate location within or outside the park. A specific location has not been supplied, given the anticipated change in park maintenance and operations needs over the course of this plan. The need for relocation, however, is known. As part of a future Operational Plan, operations staff should consider the long term suitability of the current location and planned service delivery models for Alcona parks.

Timeframe	Priority
3-5 Years	High Priority

Project Impact

Potential for medium community impact.



4.2 GATEWAY AREA PROJECTS

4.2.1 INSTITUTIONAL MIXED-USED LOW-RISE DEVELOPMENT (IMU)

Institutional Mixed-Use Low-Rise Development (IMU) structures are multi-storey structures containing primary ground floor institutional uses serving the surrounding neighborhood with upper storey housing units. The residential component of the IMU has been conceived to maximize strata use benefits where a Community Hub is being introduced within the Park. Unlike traditional mixed-use development proposals on municipal lands, which in this case would result in a loss of parkland, the IMU concept is has the potential to capture this increment while incurring no loss of parkland.

Incorporating residential uses within the park is a polarizing concept, due to the perception of the loss of public space. Earlier historical transgressions into the park by the water plant and firehall were identified by residents as other examples. The concept has been incorporated into the plan, however, due to the potential benefits to the park as a whole when undertaken in a thoughtful manner. Though the plan does not provide a detailed or specific outcome for the IMU, which may be further considered during Community Hubs master planning exercise, it is the recommendation of Planning staff that the land lease revenues, improved public safety due to more residents accessing the park throughout the day and night, improved use case for expanded amenities and services in the park, and public/private partnership opportunities provide compelling argument for consideration.

Timeframe	Priority
10-20 Years	Medium Priority

Project Impact

Potential for high community impact, expansion of cultural and civic amenities.



Figure 1-25 The IMU could take a range of building forms. All should be high quality, prioritize use of public space on the ground floor, and integrate seamlessly with the park.



Figure 1-26 The Downtown Commercial Area Extension and proposals to bring multi-use structures closer to the park serves to encourage diversity among users and their schedules, resulting in a park that is never completely empty and promotes liveliness.

4.2.2 GATEWAY PLACE

Gateway Place is a hardscaped south facing public space framed by an Institutional Mixed-Use (IMU) building and Innisfil Beach Road. The space would serve three functions: providing an outdoor expansion area for the ground-floor amenities at the IMU, a distinctive park edge meeting point for pedestrians arriving at the Park, and as a canvas for a gateway feature.

Timeframe	Priority
10-20 Years	Medium Priority

Project Impact

Potential for high community impact, particularly for provision of community facilities on east end of Alcona.

4.2.3 GATEWAY HILLS

The Gateway Hills are an assortment of man-made hills designed to create a high-quality passive recreational opportunity far from the popular beaches area. The hills would range in height, slope, and overall size and would allow a range of programming, diverse landscape enhancements, and informal play. The design and implementation of the hills will depend upon the knowledge of technical experts to ensure the slopes safely support visitor activity, planned vegetation, drainage, and long-term stability.

Timeframe	Priority
5-10 Years	Medium Priority

Project Impact

Potential for high community impact, creation of signature park destination feature.

4.2.4 GATEWAY HILLS PLACE

Gateway Hills Place is hardscaped plaza which serves as a counterpoint to the rolling Gateway Hills. The space functions as a muster point for the surrounding 6-7 acre passive recreation area, provides a hard surface to support temporary



Figure 1-27 Constructed hills, like those shown above in Governors Island, New York provide new vistas, play areas, and habitat.



Figure 1-28 The Gateway Hills would have a combination of tall and manicured grasses and other groundcover.

food services, and contains the Park's only man-made water feature. Consultations in the summer of 2019 indicated that many residents desired access to water throughout the busiest months of the season, when the beaches frequently become congested.

In accordance with broader goals to diversify programming in the Park, a water feature will form one part of the place, to satisfy the need for safe access to water play for children. Project elements and guidelines have been provided, however the final design of the water feature and surrounding hardscaped area should be adapted with the assistance of design professionals and further consultation with the public.

Timeframe	Priority
5-10 Years	Medium Priority

Project Impact

Potential for high community impact, particularly for families seeking water access alternative to Beaches.

4.3 PORT OF INNISFIL PROJECTS

4.3.1 EVENT PLACE

Event Place is a medium to large open square surrounded by naturalized areas, passive recreational space, shoreline access, and restaurants.

Repurposed from the boat launch parking lot, it will supply a larger scale venue for cultural events, concerts, and festivals. Hard surfacing eliminates the harm to sodded surfaces which frequently occur during large events. The space could accommodate land consumptive temporary uses in the shoulder and off-seasons, such as a full-size rink, restaurant and special event parking.

The specific scale for the square has not been defined, however with a clear set of programming needs defined during the early design process, a square could be fit in this area to accommodate relatively large concert events, festivals.



Figure 1-30 Water cascades over smooth boulders into a shallow draining pool in Portland, creating a cool seating area and safe play area for families.

“We definitely need a splashpad especially for the small kids because parents don't always feel comfortable putting their children in the lake.”

Resident Feedback



Figure 1-29 A mix of materials break up the expanse of a large plaza. A large plaza should transition to secondary meeting spaces, such as this forest seating area. (below).



Timeframe	Priority
5-10 Years	High Priority

Project Impact

Potential for high community impact, provision of major venue and broadening ability to support larger events.

4.3.2 LAUNCH TO LANDING (DOCK EXPANSION)

The Long-Term Plan describes the eventual decommissioning of the boat launch in Innisfil Beach Park to mark the transformation from a lake departure point to a lake-based destination for day trippers.

Prior to removal of those lake access facilities, a suitable location for that a new dock must be found. Until a suitable location has been found, the expansion of dock facilities may occur alongside the existing boat launch facility as planned. In accordance with the park vision to create a Lake Simcoe wide attraction for lake goers, the boat launch area will be converted over time into an attractive floating dock with approximately 100 slips. Such an expansion would occur over many years, and would depend upon the need for day trip boat docking.

Feedback from the summer 2019 consultations revealed neighborhood concern for noise, pollution, and visual impact of an expanded dock system, and will require additional consultation and design considerations prior to implementation. It is not recommended that overnight and long term docking be considered for this location, given the concerns of residents.

Timeframe	Priority
3-5 Years	High Priority

Project Impact

Potential for medium community impact, supports objective of making IBP a lake-based destination, promotes tourism readiness within Innisfil and the growing Alcona downtown area, and promotes Event Place as a unique event destination for the Town.

“
Something needs to be done with the boat launch area. As of today it's already stretched out over its capacity and limits ... We need to seriously think about pedestrian safety and walkways in front of the boat launch.
 ”
 Resident Feedback

4.3.3 BOAT LAUNCH RETROFIT

Following the selection and relocation of a suitable alternate location for a boat launch facility, the Innisfil Beach Park boat launch facility should be retrofit to support the Park's transition from a departure point to a destination for lake goers. The Plan envisions the existing boat launch to be retrofit into a small lookout area connecting the future boat docks to the Event Place placemaking destination on the current boat trailer parking area.

Human-powered watercraft launch access could be incorporated here to support future park access for canoeists, kayakers, and paddleboarders, as well as serving as a launch point for a future water-based recreation rentals facility adjacent to Event Place.

Timeframe	Priority
5-10 Years	High Priority

Project Impact

Potential for medium community impact, supports objective of making IBP a lake-based destination, promotes tourism readiness within Innisfil and the growing Alcona downtown area, and promotes Event Place as a unique event destination for the Town.

4.3.4 SHORELINE RESTAURANTS

Expanded food options within the Park were a key direction from the summer 2019 consultations. Staff have recommended that municipally owned, but privately operated restaurants be incorporated within the proposed Event Space area to form a central component of lake-oriented destination.

Restaurants will diversify food options in the Park, add land lease revenue streams, and extend the winter season uses within the Park. A balance will need to be sought to support parking access throughout the summer and winter while retaining the pedestrian oriented character of the Port of Innisfil.



Figure 1-31 Seating area providing a lookout (above). Human-powered launch area (below).

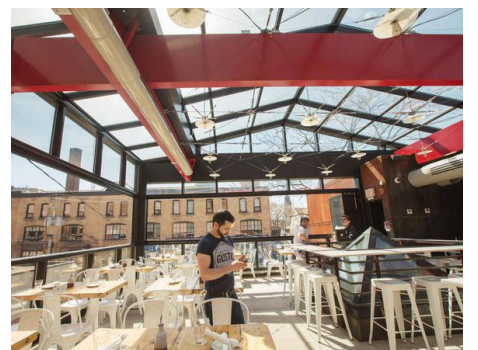


Figure 1-32 Covered patios are common in this region, to extend the outdoor patio season. It is essential that restaurants integrate with the surrounding park atmosphere, and contribute to high quality public space.



Figure 1-33 Shaded and with soft surfacing, a toddler playground has features sized appropriately for your children and convenience amenities for new parents.

Timeframe **Priority**
 5-10 Years Medium Priority

Project Impact
 Potential for medium community impact, supports objective to create a lake-based destination within IBP.

4.3.5 TODDLER PLAY AREA

Though the IBP playground was identified as a popular feature for families, some concerns were raised regarding the unsuitability of the playground for toddler aged children. Parents with children may not feel welcome at an all ages playground, which can result in reduced social opportunities for young parents. A toddler focused play area near a large public washroom is proposed to cater to families with very young children, provides age appropriate play features, and space for parents to relax and socialize.

Timeframe **Priority**
 5-10 Years Low Priority

Project Impact
 Potential for medium community impact, particularly for families with very young children seeking suitable play space in Park.

4.3.6 OUTDOOR FITNESS AREA

An outdoor fitness area provides a space for individuals and groups to take advantage of the Park as they healthful recreation in the fresh air. The fitness area would augment the landscape improvements and park pathway system and would become a hub for formal and informal fitness programming in IBP.

Timeframe **Priority**
 1-3 Years Medium Priority

Project Impact
 Potential for medium community impact, project will diversify opportunities for physical activity within the Park.



Figure 1-34 Outdoor fitness area with a range of features. A nearby meadow could provide space for group exercises and classes (below).



4.3.7 GATEHOUSE AND ENTRANCE FEATURE

A gatehouse has historically been used to regulate access to the Park, collection of parking fees, and for park closures. Following the introduction of individual Parking lot kiosks, the existing gatehouse building has fallen into disuse. Numerous comments were received related to bringing back the gatehouse to better manage congestion in the Park and reinstitute the collection of “per-head” park fees.

Though this concept would require additional consultation, design consideration, and financial analysis, Staff have incorporated improvements to the adjacent IBR roundabout to accommodate future consideration of a gated vehicle access approach. Traffic and financial analysis would need to confirm the viability of a gatehouse entrance. If another traffic control and parking alternative is selected, the condition of the existing gatehouse should be evaluated and removed if appropriate.

Alternatively, an entrance feature (see below) should be considered in this location.

Timeframe **Priority**
 5-10 Years Low Priority

Project Impact
 Potential for medium community impact, pending prior analysis and successful completion of pilot project.

4.3.8 LANDMARK STRUCTURE

Great places often have unique physical structures that serve as an anchor to the destination. With time, these structures can become synonymous with the place. For example, similar to how the CN Tower defines the Toronto skyline, the grain terminals define the Collingwood shoreline. This Plan recommends that a signature structure be considered within Innisfil Beach Park over the longer term. The creation of an iconic structure or other public art feature such as a lookout tower or replica lighthouse would help define Innisfil as a destination and meeting place for both residents and visitors.



Figure 1-35 A landmark structure provides an artistic touch, builds park identity, orient users to where they are in the park, and can provide new views of the park.



Figure 1-36 The Town should support land and water rental vendors in the park. Over time, a permanent structure can be considered in the Port of Innisfil.



Timeframe	Priority
5-20 Years	Medium Priority

Project Impact
Potential for medium community impact, development of signature landmark for the Park.

4.3.9 RENTAL FACILITY

Rental services have historically existed within Innisfil Beach Park. Resident feedback expressed a strong interest in bringing lake and park equipment rentals back to IBP.

A dedicated space should be considered within the Port of Innisfil to consolidate park and water-based rental services. Locating the rental facility at the Port of Innisfil will allow visitors to take advantage of the nearby dock system and human powered boat launch area. Initial investment could be limited to leasing a portion of land out to an interested vendor. Over time, a dedicated facility for rental equipment could be constructed is need permits. The facility could be operated municipally or leased to a vendor.

Timeframe	Priority
5-20 Years	Medium Priority

Project Impact
Potential for medium community impact, particularly for expanding recreational opportunities on to Lake Simcoe.

4.3.10 REMOVING THE CONCRETE PIER

The south most beach of IBP is frequently inundated with clumps of vegetation which detract from enjoyment of the waters. For this reason, users tend to avoid the waters at this beach.

It is possible the cause of the organic material is the adjacent concrete pier, which disrupts the natural flow of water through the cove. The removal of the pier should be considered and an alternative dock structure be installed to maintain access

to the lake in this prominent location but also improve water conditions in this area.

Timeframe	Priority
3-5 Years	Medium Priority

Project Impact
Potential for medium community impact, largely result in improvement to existing beach area and potentially drawing users from the busier northern beach areas.

4.4 BEACHES AREA

4.4.1 BEACH PLACE

Beach Place is a large, linear square that will provide a central meeting place and hub for the expanded beaches and BBQ areas. The plaza will stretch from the Beaches drop-off area to the shores of Lake Simcoe and will contain a cluster of beach related amenities. Visitors will find shade, seating, and food options nearby. A unique climbable sculpture near the drop-off area will serve as an iconic meeting place for families and friends.

Timeframe	Priority
3-5 Years	High Priority

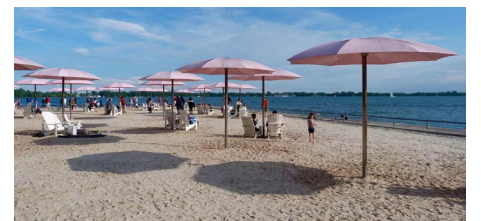
Project Impact
Potential for high community impact, addressing persistent Beach Area operational concerns and enhancing placemaking within IBP's most popular destination.

4.4.2 BEACHES ENHANCEMENTS

The beaches of IBP are a key element of the Park and the driving force behind the Park's success as a regional destination. Enhancements to the beaches are needed to ensure that the beaches are well managed, safe, and enjoyable for the long-term.



Figure 1-37 Numerous beach area enhancements have been proposed, centred around a large square with a universal washroom, seating area, park staff booth, and foodtrucks.



Numerous small scale interventions, such as path widening, expansion of beach area, built in shade umbrella anchors, additional buoys and signage, and shoreline restoration will improve the overall experience of visiting the beach. The changes proposed shall build upon the affordable, family friendly amenities that have historically made the Park so popular.

Timeframe	Priority
3-5 Years	High Priority

Project Impact

Potential for high community impact, addressing persistent Beach Area operational concerns and enhancing placemaking within IBP's most popular destination.

4.4.3 OFF-LEASH WATER ACCESS AREA PILOT

A potential location for an off-leash water access area for dog owners has been provided on the Long-Term Plan. Staff recommend consideration of this project first as a pilot, due to the short-limited supply of beach area and challenges associated with containing dogs at a shoreline. Such a project should only be undertaken following additional consultation with residents, identification and mitigation of potential conflicts, and proactive monitoring and enforcement.

Timeframe	Priority
3-5 Years	Low Priority

Project Impact

Potential for medium community impact, addressing dog owner concerns for absence of water access for dogs.

4.4.4 BBQ STATIONS AND AREAS

BBQing and picnicking are among the most popular activities in Innisfil Beach Park during the summer months. Families gathering around outdoor grills have become as emblematic of the Park as the views of Lake Simcoe. The Long-Term Plan



Figure 1-38 Boundaries for the BBQ area could be defined with improved signage, low fencing, surface materials or vegetation, or as shown here, brightly coloured poles visible from a distance.

recommends continued BBQ use in the Park paired with proactive solutions for the problems associated with their use in the Park.

Improvements may include stronger delineation of barbeque areas, improved signage, by-law changes, and creation of clustered barbeque stations to facilitate informal, social surveillance and more convenient waste disposal.

Improved facilities with shifted messaging around BBQ use will signal that bbqing is permitted in the park, but is a privilege.

Timeframe	Priority
3-5 Years	High Priority

Project Impact

Potential for high community impact, addressing persistent Beach Area operational concerns and enhancing placemaking within IBP's most popular destination.

4.5 PARK-WIDE PROJECTS

Park-wide projects are those initiatives that are proposed within the Park as a whole or appear in more than one placemaking destination. Though these initiatives could be incorporated within many placemaking destination-based projects, coordination will be required to ensure park wide initiatives are incorporated strategically and efficiently throughout the Park.

4.5.1 1000 TREES

Historical photographs of Innisfil Beach show that IBP was once a forested park. Over the past 50 years, changes to the Park and the addition of municipal infrastructure has cleared large areas. Staff have recommended that a large-scale effort for replanting IBP be undertaken over the Long-Term. Not limited to exactly that number of trees, the 1000 Trees project proposes the expansion of forested areas, improved shade coverage through the large expanses of grassed areas, and enhanced buffers at the edges of the Park.



Figure 1-39 Durable cooking surfaces in a separate area could legitimize bbqing in the park. Clustering cooking surfaces together allows for easy supervision, informal surveillance, and clustered waste disposal.



Figure 1-40 Trees make outdoor space comfortable, cool, and relaxing. Used in hardscaped outdoor spaces, they serve to enclose and create the feeling of an outdoor room (above). In more natural settings, trees can be planted in orderly or scattered manner to create varied landscapes (below).



The project encompasses complementary works to permanently naturalize areas of the Park marked for protection, such as portions of the Lake Simcoe shoreline, the Bon Secours Creek, and boundary tree buffer areas.

Recommendation #12: Within the planned Urban Forestry Plan, incorporate a forest restoration and expansion plan that designates potential restoration areas, and prioritizes expedient and incremental contributions to overall tree canopy within Innisfil Beach Park.

Timeframe	Priority
3-20 Years	High Priority

Project Impact

Potential for high community impact, diversifying park landscapes and expanding passive recreation opportunities throughout the Park.



Figure 1-41 A firepit constructed of durable materials, attractively designed and highly visible for natural surveillance.

4.5.2 CAMPFIRES

Publicly accessible campfires have been proposed in this Plan to add evening and winter interest to the Park. Fire pits offer an opportunity to gather with friends and family, experience the Park in the late fall and winter, and reduce stress.

The introduction of campfire spots in the Park should be undertaken only after additional public and stakeholder consultation, completing a Town Firepit policy and by-law, and/or a successful pilot project to identify and address challenges and learning before expanding campfire access.

Timeframe	Priority
3-20 Years	Medium Priority

Project Impact

Potential for high community impact, supporting placemaking goals within IBP and expanding and supporting winter uses.

4.5.3 ARTS IN IBP

The Park is uniquely suited to host creative events and become the canvas for innovation and experimentation. Like forms of cultural expression, our Parks serve to build community resilience, contribute positively to our health and well-being, drives economic benefits, and are a focal point of placemaking.

It is a natural conclusion that arts and culture shall become a focus of programming for Innisfil Beach Park. Several key strategic actions identified in the 2019 Innisfil Culture Master Plan shall influence decisions related to arts and cultural programming in Innisfil Beach Park, including leveraging non-designated spaces for cultural animation or programming, identifying opportunities to create new purpose-built cultural spaces, and incorporating a 'culture lens' into ongoing development initiatives.

Recommendation #13: All planned interventions within the Park should be accompanied by an early consideration of opportunities to apply a 'culture lens', as described by the Town Culture Master Plan. Civic spaces should be prioritized for animation through arts and cultural programming. Project leaders will reference the Town Culture Master Plan and reference all appropriate actions.

Timeframe	Priority
1-20 Years	High Priority

Project Impact

Potential for high community impact, supporting placemaking goals within IBP and implementing Town of Innisfil Culture Master Plan.

4.5.4 FOOD TRUCKS AND KIOSKS

During consultations in the summer of 2019, residents indicated they were interested in more options for food in the Park. When asked about the types of structures in the Park for food and other services, smaller and less intrusive structures were preferred.



Figure 1-43 Landscape design can have an unexpected influence on the arts. Above, a gentle hill in a local park serves as the venue for an outdoor film festival.



Figure 1-42 A culture lens reveals the opportunity to experience art within all planned projects in the park, from programming (above), to embedding creative expression within everyday park infrastructure (below).

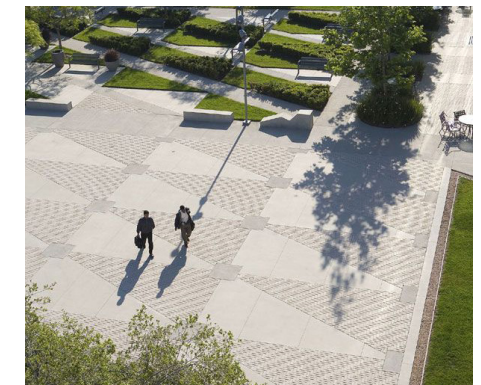




Figure 1-45 Food trucks can reduce the need for users bringing in BBQ equipment, resulting in a less congested and messy barbeque area (above). Food truck infrastructure should be installed wherever visitors are anticipated to gather. Plug-in servicing reduces noise and pollution associated with portable generators.



“
Food kiosks and food trucks should be lined along IBR with unique seating areas, picnic tables, and public gardens or water features.
”

Resident Feedback



Figure 1-44 Public washrooms should express the best principles of public space and architecture, with ample light, fresh air, and visibility.

Food trucks and kiosks refers to small, portable, and temporary or seasonal food service structures and vehicles that can be permitted to serve visitors throughout popular areas of the Park. Increases in portable food service structures and vehicles is anticipated to diversify food options in the Park, reduce amounts of BBQing close to the beaches, and result in fewer by-law enforcement issues related to cooking in the Park.

The expansion of food truck service locations will be permitted throughout the park where placemaking activity clusters are proposed, such as Gateway Hill Place, Event Place, and the Beaches.

Recommendation #14: In the design and construction of placemaking destinations, the provision of infrastructure to support food trucks and kiosks within outdoor areas shall be incorporated to support diversification of food options in the Park.

Timeframe **Priority**
1-10 Years High Priority

Project Impact
Potential for high community impact, diversifying food options within the Park was among the most popular needs identified by respondents during the 2019 summer consultations for the IBPMP.

4.5.5 IBP WASHROOMS

Improvements to washrooms have been identified as a high-priority and short-term improvement. With expanded services across the Park and expanded beach facilities, there will be growing pressure on existing washroom facilities throughout the Park.

The IBPMP proposes the replacement of two existing washroom facilities, and two new standalone washroom facility in the Park. Updated washroom facilities shall be tailored to their surrounding recreational uses, incorporating features such

as outdoor sand rinsing showers, change rooms, non-gendered single stalls, and infant and special needs change stations.

Washrooms will prioritize ease of cleaning, modular operation, universal accessibility, and high quality natural lighting.

Timeframe **Priority**
3-10 Years High Priority

Project Impact
Potential for high community impact, addressing persistent Beach Area operational concerns and enhancing placemaking within IBP’s most popular destination.

4.5.6 WARMING HUTS

Warming huts are small, partially enclosed and unpowered structures on skids, used to escape cold weather, wind, and precipitation during the winter months. Warming huts can be creatively designed and constructed at relatively low cost and can become a transformative placemaking initiative for the winter months. When placed within a programmed public space, these structures are enjoyed by visitors for their architectural and artistic expressiveness and their cozy atmosphere.

A warming huts initiative should be piloted to enhance winter programming and expanding as winter park programming emerges.

Timeframe **Priority**
5-20 Years Low Priority

Project Impact
Potential for high community impact, support activation of the Park during winter months and complement other winter events.



Figure 1-47 Open concept common elements on washrooms, such as seating areas and handwashing areas can discourage antisocial behavior through informal surveillance.

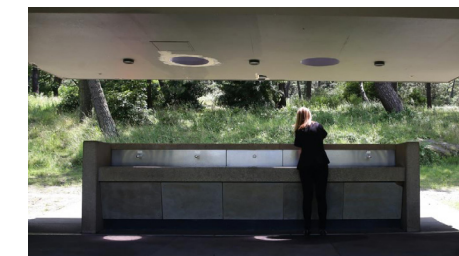


Figure 1-46 Warming huts are portable, temporary structures designed to provide relief from the cold winter winds. They have been embraced in Winnipeg both a functional and decorative placemaking initiative.

4.5.7 INNISFIL BEACH PARK HYDRO AND WATER SERVICE EXPANSION

The IBPMP contains numerous improvements to the Park, resulting in the need to improve power and water services. Facilities like larger washrooms, community spaces, Park lighting, and multiple food trucks will result on greater draw to parks infrastructure.

Service expansion should regard this long-term plan for projected service needs in the Park and placement of service connections.

Timeframe	Priority
3-5 Years	High Priority

Project Impact

Potential for high community impact, setting foundation for planned improvements to the Park as described in the Innisfil Beach Park Master Plan.

4.6 PATHWAY ENHANCEMENTS

The guidelines in this section build upon existing tools and guidelines within the Trails Master Plan and Parks and Recreation Master Plan, and are used to further clarify the development of pedestrian networks within Innisfil Beach Park.

Approximate pathway locations have been delineated within the Long-Term Pedestrian Plan figures in section. It is the intent of the IBPMP to incrementally undertake improvements to the path system over the Twenty-Year Plan timeframe, through the completion of major MUP segments to connecting facilities to the Long-Term Plan network. The completion of the pathway network will be a crucial element in achieving a pedestrianized IBP.

Guidelines for the park pathway system have also been incorporated into the Project Plans and Guidelines Addendum, including direction on parks wayfinding, pathway types, the pathway network design, crosswalks and suitable path lighting.

Recommendation #15: Staff should utilize the existing Trail Development Toolkit in the development of new trails, except where specific guidelines are supplied inform the unique character of the pathway system conveyed in this Plan.

Recommendation #16: : Development of a settlement-wide network of pathways will support pedestrianization objectives of this plan. When updates to the Town of Innisfil Trails Master Plan are undertaken, consideration should be made to complete the network of connecting sidewalks and pathways to the Park and expand or further define pathway networks

Recommendation #17: Evaluate opportunities to increase the maintenance budget over time to ensure that expanded pathways can be adequately maintained within the Park.

Recommendation #18: Crosswalks within and surrounding Innisfil Beach Park shall be designed to minimize conflicts between vehicles and pedestrians. Guidelines provided in the IBPMP shall be referenced along existing Town and industry standards in designing crosswalks that contribute to the pedestrian character of Innisfil Beach Park.

Timeframe

3-20 Years

Priority

High Priority

Project Impact

Potential for high community impact, setting foundation for pedestrianization of IBP, improved community health outcomes.

4.7 VEHICLE ACCESS

Over the long-term, the Plan directs for vehicle roadways, drop-offs, and Parking areas that are inconspicuous, reasonably convenient, and responsive to Park management objectives. Transportation requirements of planned projects should be addressed with appropriate levels of service, without

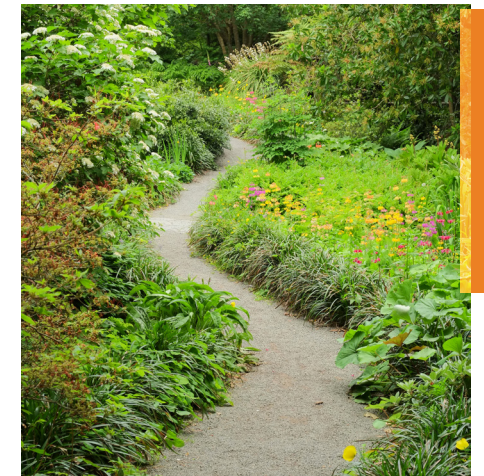
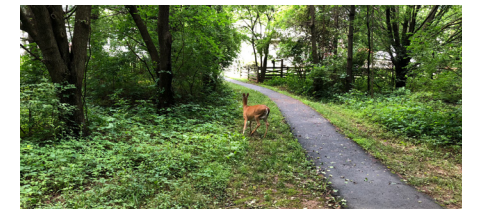


Figure 1-48 Maximize path diversity. Varied landscapes, path types and widths, and vegetation will create more interesting and enjoyable walking experiences in the park. Naturalized areas and paths facilitate encounters with nature which are not common elsewhere in Alcona.



“ Love biking around here early morning or evening time!! So beautiful and peaceful and quiet. ”
Resident Feedback



encouraging auto travel as the primary mode of accessing the Park.

4.7.1 PARK ROADWAY REALIGNMENT

The proposed Park roadway alignment has been prepared in response to resident and staff identified conflicts between pedestrians and vehicles within and surrounding the Park, the desire to manage vehicle congestion at IBR and 25 Sideroad at peak summer days and events, and to support interest in controlling vehicle access through a single gated entrance. The realignment is based upon a single entry, single exit one-way roadway from IBR and Lakelands Avenue to 25 Sideroad. Secondary two-way roads will connect activity nodes to the primary one-way thoroughfare. The final alignment for internal and external roadways is subject to satisfactory review and detailed design during a comprehensive traffic impact study and internal routing plan analysis.

Timeframe

5-10 years

Priority

High Priority

Project Impact

Potential for high community impact, addressing persistent park congestion.

4.7.2 INNISFIL BEACH ROAD AND LAKELANDS AVENUE ROAD REDESIGN

The future design of Innisfil Beach Road east of 25 Sideroad will play a significant role in shaping the experience of Innisfil Beach Park. As the commercialization of Innisfil Beach Road begins to build out into its planned form, the impacts of IBR on the Park will increase as a key pedestrian thoroughfare from downtown Alcona to Lake Simcoe. The roadway will serve as a gateway connection for pedestrians accessing the Park from the Downtown, provide a connection to amenities and services outside the Park, and support greater local residential traffic as densities in the Downtown Commercial Area (DCAE) grow.



Figure 1-49 Roadway redesign allows for a more holistic evaluation of the needs of a roadway and the surrounding land uses. Prioritizing the pedestrian experience is essential to a comfortable and safe Innisfil Beach Road

Between 25 Sideroad and Lakelands Avenue, a dramatic road restructuring is proposed, resulting in a complete street connecting the Alcona downtown area and the shores of Lake Simcoe. The design of the road will prioritize the pedestrian experience through comfortable street furniture and street tree plantings, crosswalk design, and a generous portion of the right-of-way dedicated to the sidewalk. On-street Parking will support growing businesses within the DCAE. To fit these elements, road lane widths and road speeds will be adjusted to reduce pedestrian conflicts, slow traffic as it enters the Park, and establish the character of the IBP and the DCAE.

Timeframe

5-10 Years

Priority

High Priority

Project Impact

Potential for high community impact, addressing persistent Park congestion, pedestrian safety issues.

4.7.3 DROP-OFF AREAS

Drop-off areas are a key strategy to manage convenient vehicular access to Park amenities within the Long-Term Plan. Over the long-term, drop-off areas will need to accommodate mass transit vehicles. Compatibility of the facility with surrounding Park landscape and character and the needs of pedestrians should be the top priorities.

Timeframe

3-5 Years

Priority

High Priority

Project Impact

Potential for high community impact, addressing persistent Beach Area operational concerns and enhancing placemaking within IBP's most popular destination.

4.7.4 SURFACE PARKING LOT GREENING/ RETROFITTING

Though the Long-Term Plan directs for the gradual removal of parking lot facilities within the Park, short-term enhancements



Figure 1-50 Drop-off areas provide safer and more convenient unloading for passengers (above). Drop-off areas are key to transitioning existing parking lots away from the busy and crowded shoreline area. Drop-off areas should be designed to accommodate future public transport (below).





Figure 1-51 Green retrofit parking lots are an opportunity to update space and lane widths with narrower modern standards, integrate safe passage for pedestrians, and incorporate LID.

to existing and planned Parking lots, as well as long-term commitments to accessibility Parking, will continue to be required. Current Parking areas are large, uninterrupted asphalted areas with little consideration to surrounding Park character, pedestrian enjoyment and safety, and sensitive uses in the surrounding areas. Parking lot enhancements including landscaping, incorporating low-impact development technologies, pedestrian pathway accesses, and restriping can increase the performance and experience of using parking areas within a municipal park.

Timeframe	Priority
3-10 Years	Medium Priority

Project Impact

Potential for medium community impact, improving pedestrian safety and comfort within existing parking lots, expanding viable Park area towards Beaches Area.

4.7.5 NEW OFF-STREET PARKING AREAS

Though the Long-Term vision for the Plan directs for the gradual removal of some parking lot facilities within the Park, the reduction in size of some existing facilities and introduction of new amenities may require some additional small, high-quality parking areas to meet the needs of residents. The plan has highlighted several key areas where additional parking may be placed to support park and surrounding area initiatives within the Long-Term Roadway Plan, but has not incorporated those initiatives into the overall Long-Term Plan given then need for analysis on current and ongoing parking utilization over the Plan period, and the overall objective of limiting investments into new parking areas within the park.

Timeframe	Priority
5-10 Years	Medium Priority

Project Impact

Potential for medium community impact, improving pedestrian safety and comfort within existing parking lots, expanding viable Park area towards Beaches Area.

4.8 SENSE OF PLACE GUIDELINES

Sense of Place Guidelines have been supplied in Section 1 of Appendix B to this Plan. They describe considerations that should be made during all landscape and structure projects within Innisfil Beach Park. They are guidelines which will shape the way our public buildings and outdoor areas are constructed and experienced.

Enhancements include more engaging outdoor meeting places, more accessible destinations, more discrete building utilities and storage areas, and more interconnected green spaces.

Though no specific projects are listed in this section of the Plan, the plan directs for integration of numerous design elements into all projects to ensure Innisfil Beach Park enhances its own unique sense of place.

Recommendation #19: When undertaking landscape, site, and architectural concept planning for destinations within the Park, the Town will implement guidelines outlined in this Plan as they relate to the creation of attractive, vibrant placemaking destinations.

Recommendation #20: The Town will expand capital project scopes to incorporate concurrent improvements to surrounding outdoor public spaces when planning and developing amenities in the Park, based on details within project specific guidelines or within the Placemaking and Outdoor Spaces guidelines.

Recommendation #21: During planned developments within the Park, the Town will explore opportunities to diversify landscaped areas in the surround areas. Over time, these landscape enhancements will result in a mosaic of functional, diverse and sustainable green and open spaces. Naturalized areas and treed meadows will become the predominant landscape form in Innisfil Beach Park.

Recommendation #22: Over time, the Town will incorporate greater use of native plants within Park landscaping



initiatives. Over the Long-Term the Park will be 100% native species, with exceptions for specialty landscape interventions.

4.9 DOWNTOWN COMMERCIAL AREA EXTENSION

The Downtown Commercial Area Extension has been considered within the scope of this Plan to ensure that the built form of neighboring private lands is compatible with planned public investments to the Park. Two to four storey mixed use buildings in the form of a traditional downtown building form are desired for this area. Ground floor commercial uses and upper storey residential units will result in a more complete neighborhood and will comfortably interface with Innisfil Beach Park.

Though no Town led projects are specifically listed within the 20-Year Plan for these privately owned lands, guidelines have been supplied in Section 2 of Appendix B to inform the developments to ensure compatibility with the planned character of the adjacent Park area. The guidelines address built form, landscaping, and site layout considerations.

Recommendation #23: To guide the development of the Downtown Commercial Area Extension, Staff will direct landowners to the Innisfil Beach Park Master Plan and Plan Guidelines to ensure that development occurs in a manner consistent with the directions contained in the plan and its all associated guidelines.

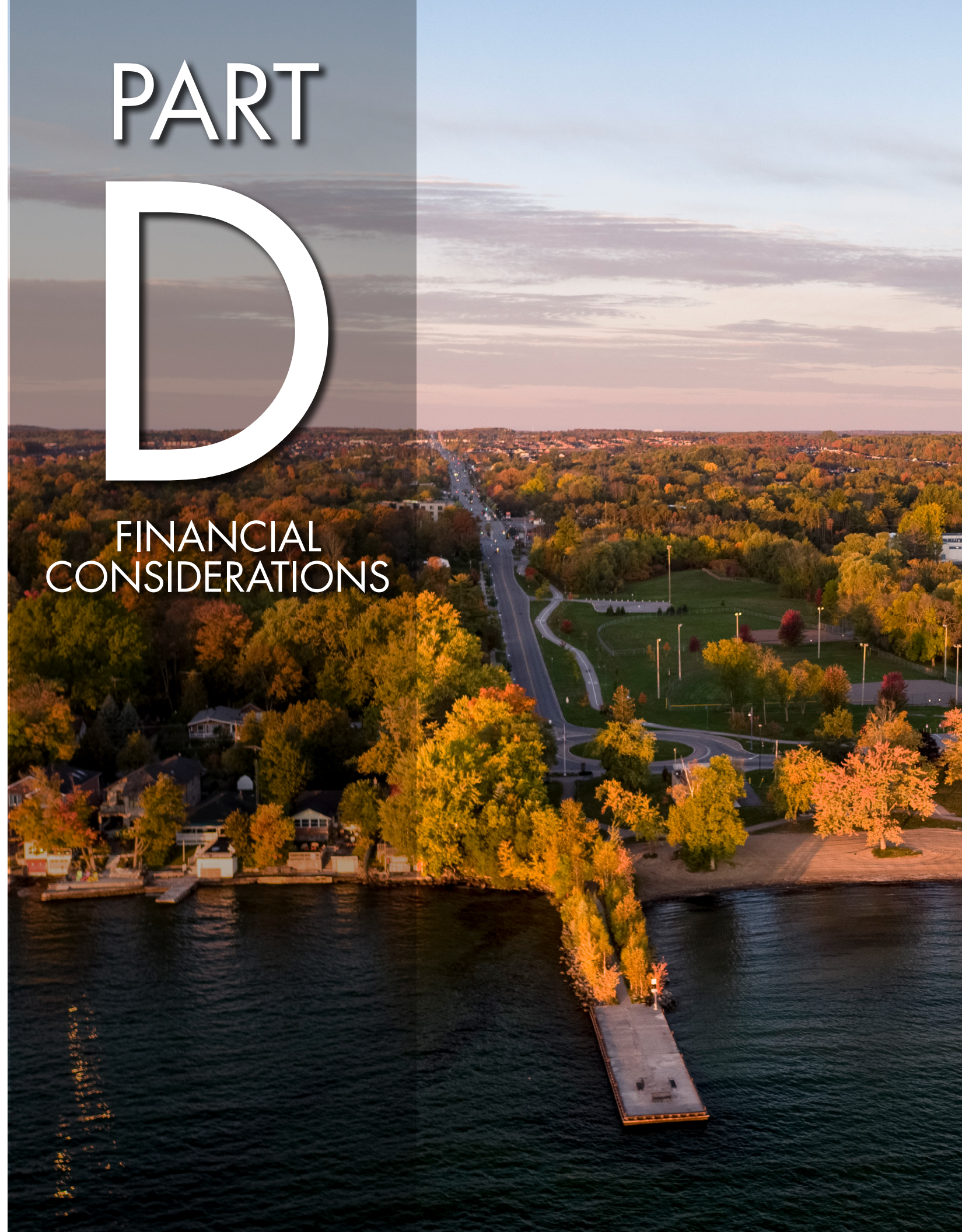
This page is intentionally left blank.

PART

D

FINANCIAL CONSIDERATIONS

This page is intentionally left blank.





SECTION 5

FINANCIAL CONSIDERATIONS

This section seeks to marry the long-term vision for the Park with the details needed to support future capital budget requirements. Though financial impact considerations have been provided, the primary purpose of this plan is to set a visionary direction for the Park over the long-term. Fulsome and detailed implementation costs and opportunities for potential cost offsetting would demand a consideration of potential partnerships, grant opportunities, and analysis of construction market conditions. It is the recommendation of Staff that detailed design and feasibility analysis is undertaken on a project by project basis, closer to the scheduled time of implementation.

The Plan also presents numerous revenue generation and cost offsetting opportunities which should be pursued over the duration of the Plan.

Initial phases will likely incorporate projects that have already been budget approved. Some complex and higher cost elements have been shifted for future priority.

5.1 CAPITAL COSTS

It is estimated that full implementation may take twenty years or more to complete. Given the long-term and visionary purpose of the Plan, detailed costs for potential initiatives have not been incorporated directly into the Plan.

Substantial funding will be required over that period, as new amenities and services are introduced to the Park. This Plan is a primarily a guiding document – its purpose is not to commit the Town to undertaking the capital works. As with other potential capital works, a financially prudent and sustainable plan will be presented to Council through scheduled capital budgeting processes.

5.1.1 BUDGET COSTS

Detailed implementation costs are anticipated to be established during internal staff plan review updates, set at

five-year intervals. Five-year intervals have been selected to allow larger cost items and more complicated, interconnected projects to be budgeted over two or more budget cycles. During these five-year strategic reviews, projects would be selected based on priorities set by the plan and detailed cost estimates prepared to inform subsequent capital and operational budgeting discussions for approximate a five-year period.

Recommendation #24: Decisions related to the implementation the Plan should occur in a coordinated manner, deliberated by Staff during strategic reviews at five-year intervals. The reviews will confirm the investment strategy and further define the priorities described in this Plan for the next five-years and prepare detailed cost estimates to inform subsequent capital budgeting processes.

5.1.2 OPERATIONAL AND MAINTENANCE COSTS

There will be associated increases in operating costs as parking facilities and infrastructure are expanded within the Park. An operating cost value has not been included in this Plan, however those values would be estimated and incorporated during forthcoming budget disclosures to Council. In subsequent five-year review cycles, maintenance and operation costs could be incorporated into cost estimate studies.

Recommendation #25: Following a coordinated and strategic review of prioritized projects for the park, Staff would include projects in subsequent capital budgets to Council. An assessment of operational and maintenance budget impacts should be incorporated and disclosed at that time Council.

5.2 FUNDING SOURCES

To offset planned project costs, this Plan outlines numerous opportunities for alternative revenue streams.

5.2.1 PARKING FEES

To date, a key source of revenue for Innisfil Beach Park has been through the collection of parking fees. Medium to Long-Term changes proposed in this plan may alter the total revenues collected from parking, though potential locations have been selected in the park suitable for offsetting changes to existing parking areas. As recommended elsewhere in this plan, prior to implementing changes to parking facilities, an assessment of existing parking utilization and a business case for those changes should be prepared.

Over the long-term, the plan describes increasing pedestrian access to the park and a gradual shift towards visitors parking in municipally owned parking areas in Downtown Alcona. This will require alternate forms of evaluating revenues generated by parks, including an studying emergent tourism impacts, changes in the local economy, and prioritizing other forms of revenue generation in the park.

Feedback from consultation indicates that residents are interested in capturing fees from non-residents. A frequently suggest was moving from a per vehicle parking fee to access the Park to a gatehouse controlled per person basis fee. Though there are numerous challenges to this approach, the Plan's roadway alignment is recommended to be adjusted to facilitate introduction of such a system if deemed appropriate. Staff suggest that a per head fee system be further studied as a revenue-generating tool, if socio-economic impacts and legal issues can be addressed.

Recommendation #26: Continue to study the feasibility of implementing a per person user fee for non-residents to access the Park. The study would incorporate issues around socio-economic and legal matters and, if resolved, would also incorporate subsequent issues related to the mechanics of collecting and enforcing a per head park fee system. If the venture is deemed feasible and desirable following that study, the Town may consider initiating a short-term pilot prior to larger investments.

5.2.2 FACILITY AND EQUIPMENT RENTAL

Throughout these guidelines, numerous references have been made to the potential for revenue generation through facility and equipment rentals.

A comprehensive set of recommendations on revenue generation through planned facilities is not within the scope of this Master Plan, Staff should at the time of project initialization, consultation, and design incorporate a consideration of potential rental options. Further, facility designs should be undertaken with a consideration of how facility rental options could be supported.

Recommendation #27: Within all projects identified within this plan, Staff responsible for implementation should incorporate a consideration of all potential revenue generation options.

Recommendation #28: The Town may consider setting and incorporating cost recoverability targets for specific Innisfil Beach Park projects as part of the capital budget process.

5.2.3 LEASES

As the new facilities envisioned in this Plan are created, there will be opportunities for the Town to consider leases and rentals as revenue tools to offset municipal costs. This includes the following:

- Restaurants – the Town can receive lease revenues by allowing private operators to establish restaurants at the specified locations within the Park.
- Food Kiosks and Food Trucks - the Town can receive lease revenues from the tenants of the Town owned food kiosks and serviced food truck stalls.
- Water-based Rentals Facility - the Town can also receive revenues through the rental of the proposed new facility that can be used for weddings and other events.
- Commercial elements in Institutional Mixed-Use

Structures– the tenants of the proposed mixed-use building near the Innisfil Beach Road/25th Side Road intersection would also provide the Town with lease revenues.

- Strata Residential – the Town can also receive additional lease revenues from the lease of strata residential uses on Town-owned lands.
- Municipal Structure Tenancies – Potential tenancies within the Youth Place building, for example, can result in lease revenues. Revenues may be reduced and offset where programming aligns with Town objectives.

Recommendation #29: As services and facilities within Innisfil Beach Park are expanded, The Town should anticipate and support the potential for lease opportunities where doing so aligns with the vision for the Park and is consistent with broader Town objectives.

5.2.4 COMMUNITY BENEFITS CHARGES

The improvements detailed within document are planned in part due to population growth anticipated within Strategic Growth Areas and more broadly within Alcona.

Following the publication of provincial regulations on Section 37 Community Benefit Charges (CBC), the Town may consider referencing planned capital investments within the Innisfil Beach Park Master Plan within subsequent updates to Town procedures and policies on CBC.

5.2.5 CASH-IN-LIEU FOR SETTLEMENT AREA PARKLAND DEDICATION

Parkland dedication amounts resulting from significant developments within the Innisfil Beach Road Strategic Growth Areas and the Orbit may be considered for enhancements within IBP. Considered as a neighborhood Park by the residents of Alcona, improvements proposed through this Plan have been proposed to account for growing populations within Alcona and growing needs for high quality park space.

5.2.6 GRANT OPPORTUNITIES

The IBPMP provides a roadmap for Town investments into public spaces, active transportation, infrastructure, community facilities, and tourism destinations. As grant opportunities for community projects become available, the plan will be effective in preparing applications.

5.2.7 SPONSORSHIPS/ PARTNERSHIPS

Ongoing implementation of this Plan will be a collaborative process. The successful implementation will depend on involvement from community partners to diversify services, support dynamic programming offerings, and attract and coordinate events.

There will also be opportunities to help fund the implementation of this Plan and offset municipal costs through sponsorships and partnerships with local businesses. These types of partnerships allow businesses to give back to the community, either through a direct financial contribution, or indirectly by providing a free service or good to the community (e.g. offering free hot dogs at a community event), while gaining market exposure. To help with this, many communities now have sponsorship guidelines to ensure that decisions are made to enrich the experience of the Park in accordance with the principles of this Plan.

Evidence of private sector involvement is already found in Innisfil at the new Rizzardo Health and Wellness Centre and at Innisfil's three arena locations, sports fields and at the Centennial Park Off-Leash Dog Park. There will be numerous opportunities as the Plan is implemented to consider sponsorships and partnerships with businesses to help offset municipal costs. To ensure that those opportunities are evaluated in a proactive manner, further policies, procedures, and criteria should be considered to ensure that changes are compatible with the Park.

Recommendation #30: Contingent upon updated sponsorship guidelines, Staff will seek fundraising,

partnership, and sponsorship opportunities that are consistent with the Town's vision in order to reduce reliance on tax dollars in implementing this Plan.

PART

E

FURTHER STUDY & LIST OF RECOMMENDATIONS

This page is intentionally left blank.



SECTION 6

BROADER CONSIDERATIONS FOR STUDY

In the course of preparing the Innisfil Beach Park Master Plan numerous potential actions were identified which would contribute not only to the successful implementation of the Park vision, but to the broader ecosystem of parks and public space in Innisfil. This section contains several additional recommendations affecting the park which could be actioned over the lifetime of the Plan.

6.1 TOWN-WIDE CORPORATE SPONSORSHIP AND ADVERTISING GUIDELINES

Prior to considering advertisements and renaming opportunities within Innisfil Beach Park, an evaluation of existing procedures policies should be undertaken, with updates provided to account for sensitive contexts like Parks. Clear sponsorship application processes, criteria, procedures, as well as guidelines related to key assets like Innisfil Beach Park should be in

place to ensure that mutually beneficial opportunities can be facilitated expeditiously, where the align with Town objectives.

Recommendation #31: Prior to considering advertising, signage, and renaming rights within Innisfil Beach Park, the Town should establish a sponsorship and advertisements policy that would apply to all Town Parks and Facilities, with special consideration for Innisfil Beach Park.

6.2 PARKS WAYFINDING AND COMMUNICATION STRATEGY

Section 4.7.1 outlines several considerations for improvements to wayfinding within Innisfil Beach Park, but ultimately recommends a town-wide a strategy approach be explored to manage and communicate information for all municipal park and recreation assets in a coordinated and consistent manner.

Two potential outcomes have driven that recommendation: more effective communication of planned changes and benefits associated with leveraging existing alternate parks assets.

Though many changes are anticipated to occur within the Park over a long period of time, the principles, guidelines, and individual projects in the Plan emphasized clear, timely communication and proactive change management consideration be incorporated early within project implementation phases. An effective town-wide parks wayfinding and communication strategy could assist in addressing the uncertainty with those changes. Proactive updates around disruptions, timing, and park access changes will maximize continuity in the resident experience, help address conflicts associated with disruptions in the park, and establish a positive tone and message around change in our community.

The wayfinding strategy would also be effective in communicating alternate park assets and recreational facilities within the Town of Innisfil. As changes occur in Innisfil Beach Park, there will be an opportunity and a need to provide information on alternate locations which may satisfy visitor's and resident's recreational needs.

Recommendation #32: The Town prepare a Town-wide Parks wayfinding and communication strategy to encourage visiting, exploring and appreciation of all of Innisfil's Park offerings, assist users in selecting destinations, and improve navigation outside and within individual Parks. The strategy should explore the use of current and near future technologies to deliver context specific information to potential visitors.

6.1 INNISFIL LAKE TOURISM

The effects and potential for lake-based tourism have been studied in the past by the Town, but a coordinated strategy for encouraging and managing tourism has yet to be prepared. Related projects, like the budget approved Lake Simcoe Enjoyment Strategy (LSES) (PKS397) and the Council adopted Tourism Destination Master Plan could be expanded into a town-wide strategy for attracting visitors to our community,



prioritizing key destinations, and managing the impacts of regional visitors at key lake access points.

In the completed Tourism Destination Management Plan asset assessment summary, the report lists numerous existing assets which are underdeveloped and underperforming.

As future work is undertaken related to managing and defining Innisfil's tourism direction, there is an opportunity to identify, enhance and diversify regional attractions within the municipality, which may result in reduced pressure on assets like Innisfil Beach Park and further shift the use of the park for residents.

Recommendation #33: As part of any future tourism or lake-based tourism planning, the Town consider identifying and expanding additional regional destinations to offset the pressures experienced at Innisfil Beach Park, particularly as they relate to expanded Lake Simcoe access points.

6.1 MUNICIPAL PARKING

With the recommendations of the Alcona Parking Study anticipated to be completed this year, numerous actionable recommendations should be considered to manage the transition from predominantly in-park parking to predominantly out-of-park parking. Actions like exploring shared use parking arrangements, remote parking options, expanding municipal parking assets, transportation demand management initiatives and implementing a pay parking system have been provided for short, medium, and long-term timelines.

Recommendation #34: Consider undertaking an implementation plan for the Alcona Parking Study recommendations, as they relate to Innisfil Beach Park. Short, medium and long-term recommendations from the Alcona Parking Study will ensure the Town will be in a position to handle existing and emergent population/job density and associated congestion issues on Innisfil Beach Road.



Figure 1-52 A comprehensive lake tourism strategy should be explored. Inter-municipal partnerships may leverage existing and planned assets to continue to drive Lake Simcoe as a regional destination.

SECTION 7

LIST OF RECOMMENDATIONS

Recommendation #1: In all decisions affecting the Park, the Park Vision Statements herein will guide future planning, programming, and operation of recreational facilities in Innisfil Beach Park.

Recommendation #2: Within ten years, the Town will revisit the Park Vision Statements and Planning Principles to better reflect changes in the community vision for Innisfil Beach Park.

Recommendation #3: In all decisions affecting the Park, the Planning Principles herein will guide future planning, programming, and operation of recreational facilities in Innisfil Beach Park.

Recommendation #4: Where RFPs are issued related to Park projects, considerations should be made to incorporate references to applicable statements to ensure the scope of each project is sufficiently broad to support the Vision and Principles of the Park.

Recommendation #5: Vibrant placemaking destinations will be built in accordance with vision statements, principles, project descriptions, and guidelines identified within this Plan. As the Town's flagship outdoor public space, destinations in IBP shall be developed as showcases for best practices in urban, architectural, and landscape design, placemaking principles.

Recommendation #6: Undertake a detailed site routing plan and traffic impact study to determine the feasibility and detailed costs associated with redevelopment of Innisfil Beach Road and portions of Lakelands Avenue, and realignment of the internal Park roadways, generally in accordance with schematics provided in the Long-Term Plan.

Recommendation #7: Support the phased implementation of the recommended pathway network in this Master Plan, pending completion of detailed site routing plans and traffic analysis studies. Modifications to the network as shown are permitted, provided that the general principles and intent are maintained.

Recommendation #8: The Town will preserve and expand natural areas and strive to diversify passive recreational landscapes throughout the Park. The Long-Term Plan and guidelines will be used as a reference for detailed landscape architectural interventions as part of many 20-Year Plan projects, which will have regard for the overarching vision, principles and guidelines contained within this Plan.

Recommendation #9: That Council adopts the projects outlined in the 20-Year Plan, in principle, to serve as tool for prioritization of future capital investments in the Park. Implementation would occur based on the priorities outlined herein, dependent on opportunities available at the time of implementation, capital budget implications, grant availability, available partners, and other related factors.

Recommendation #10: Subject to selection of an alternative location for existing sports fields in the Neighborhood Area, the Town shall proceed with detailed planning, phasing, and costing exercises to establish projects contained within the Neighborhood Area, as described by the Twenty-Year Plan.

Recommendation #11: Contingent upon suitable relocation of IBP Municipal Operations Yard and building to an alternate location, pursue renovations to create a dedicated youth drop-in space to facilitate youth-oriented programming opportunities. Local youth should be engaged in the planning and design of this space.

Recommendation #12: Within the planned Urban Forestry Plan, incorporate a forest restoration and expansion plan that designates potential restoration areas, and prioritizes expedient and incremental contributions to overall tree canopy within Innisfil Beach Park.

Recommendation #13: All planned interventions within the Park should be accompanied by an early consideration of opportunities to apply a 'culture lens', as described by the Town Culture Master Plan. Civic spaces should be prioritized for animation through arts and cultural programming. Project leaders will reference the Town Culture Master Plan and reference all appropriate actions.

Recommendation #14: In the design and construction of

placemaking destinations, the provision of infrastructure to support food trucks and kiosks within outdoor areas shall be incorporated to support diversification of food options in the Park.

Recommendation #15: Staff should utilize the existing Trail Development Toolkit in the development of new trails, except where specific guidelines are supplied inform the unique character of the pathway system conveyed in this Plan.

Recommendation #16: Development of a settlement-wide network of pathways will support pedestrianization objectives of this plan. When updates to the Town of Innisfil Trails Master Plan are undertaken, consideration should be made to complete the network of connecting sidewalks and pathways to the Park and expand or further define pathway networks in surrounding neighborhoods in accordance with the priorities of this plan.

Recommendation #17: Evaluate opportunities to increase the maintenance budget over time to ensure that expanded pathways can be adequately maintained within the Park.

Recommendation #18: Crosswalks within and surrounding Innisfil Beach Park shall be designed to minimize conflicts between vehicles and pedestrians. Guidelines provided in the IBPMP shall be referenced along existing Town and industry standards in designing crosswalks that contribute to the pedestrian character of Innisfil Beach Park.

Recommendation #19: When undertaking landscape, site, and architectural concept planning for destinations within the Park, the Town will implement guidelines outlined in this Plan as they relate to the creation of attractive, vibrant placemaking destinations.

Recommendation #20: The Town will expand capital project scopes to incorporate concurrent improvements to surrounding outdoor public spaces when planning and developing amenities in the Park, based on details within project specific guidelines or within the Placemaking and Outdoor Spaces guidelines.

Recommendation #21: During planned developments within the Park, the Town will explore opportunities to diversify landscaped areas in the surround areas. Over time, these landscape

enhancements will result in a mosaic of functional, diverse and sustainable green and open spaces. Naturalized areas and treed meadows will become the predominant landscape form in Innisfil Beach Park.

Recommendation #22: Over time, the Town will incorporate greater use of native plants within Park landscaping initiatives. Over the Long-Term the Park will be 100% native species, with exceptions for specialty landscape interventions

Recommendation #23: To guide the development of the Downtown Commercial Area Extension, Staff will direct landowners to the Innisfil Beach Park Master Plan and Plan Guidelines to ensure that development occurs in a manner consistent with the directions contained in the plan and its all associated guidelines.

Recommendation #24: Decisions related to the implementation the Plan should occur in a coordinated manner, deliberated by Staff during strategic reviews at five-year intervals. The purpose of the reviews are to confirm and further define the priorities described in this Plan for the next five-years and prepare detailed cost estimates to inform subsequent capital budgeting processes.

Recommendation #25: Following a coordinated and strategic review of prioritized projects for the park, Staff would include projects in subsequent capital budgets to Council. An assessment of operational and maintenance budget impacts should be incorporated and disclosed at that time Council.

Recommendation #26: Continue to study the feasibility of implementing a per person user fee for non-residents to access the Park. The study would incorporate issues around socio-economic and legal matters and, if resolved, would also incorporate subsequent issues related to the mechanics of collecting and enforcing a per head park fee system. If the venture is deemed feasible and desirable following that study, the Town may consider initiating a short-term pilot prior to larger investments.

Recommendation #27: Within all projects identified within this plan, Staff responsible for implementation should incorporate a consideration of all potential revenue generation options.

Recommendation #28: The Town may consider setting and incorporating cost recoverability targets for specific Innisfil Beach Park projects as part of the capital budget process.

Recommendation #29: As services and facilities within Innisfil Beach Park are expanded, The Town should anticipate and support the potential for lease opportunities where doing so aligns with the vision for the Park and is consistent with broader Town objectives.

Recommendation #30: Contingent upon updated sponsorship guidelines, Staff will seek fundraising, partnership, and sponsorship opportunities that are consistent with the Town's vision in order to reduce reliance on tax dollars in implementing this Plan.

Recommendation #31: Prior to considering advertising, signage, and renaming rights within Innisfil Beach Park, the Town should establish a sponsorship and advertisements policy that would apply to all Town Parks and Facilities, with special consideration for Innisfil Beach Park.

Recommendation #32: The Town prepare a Town-wide Parks wayfinding and communication strategy to encourage visiting, exploring and appreciation of all of Innisfil's Park offerings, assist users in selecting destinations, and improve navigation outside and within individual Parks. The strategy should explore the use of current and near future technologies to deliver context specific information to potential visitors.

Recommendation #33: As part of any future tourism or lake-based tourism planning, the Town consider identifying and expanding additional regional destinations to offset the pressures experienced at Innisfil Beach Park, particularly as they relate to expanded Lake Simcoe access points.

Recommendation #34: Consider undertaking an implementation plan for the Alcona Parking Study recommendations, as they relate to Innisfil Beach Park. Short, medium and long-term recommendations from the Alcona Parking Study will ensure the Town will be in a position to handle existing and emergent population/job density and associated congestion issues on Innisfil Beach Road.