



Town of Markham

**Parks, Recreation, Culture & Library
MASTER PLAN**

PROJECT INITIATION

Presentation to General Committee

October 27, 2008





PROJECT ORGANIZATION

Advisory Committee:

- Council – to be determined
- Regular updates will be provided

Project Sponsor:

- Brenda Librecz, Commissioner of Community & Fire Services

Project Consultants:

- Monteith Brown Planning Consultants (Jean Monteith)
- Tucker-Reid & Associates (Claire Tucker-Reid)
- The JF Group (John Frittenburg)
- Hemson Consulting (Craig Binning)



STUDY PURPOSE

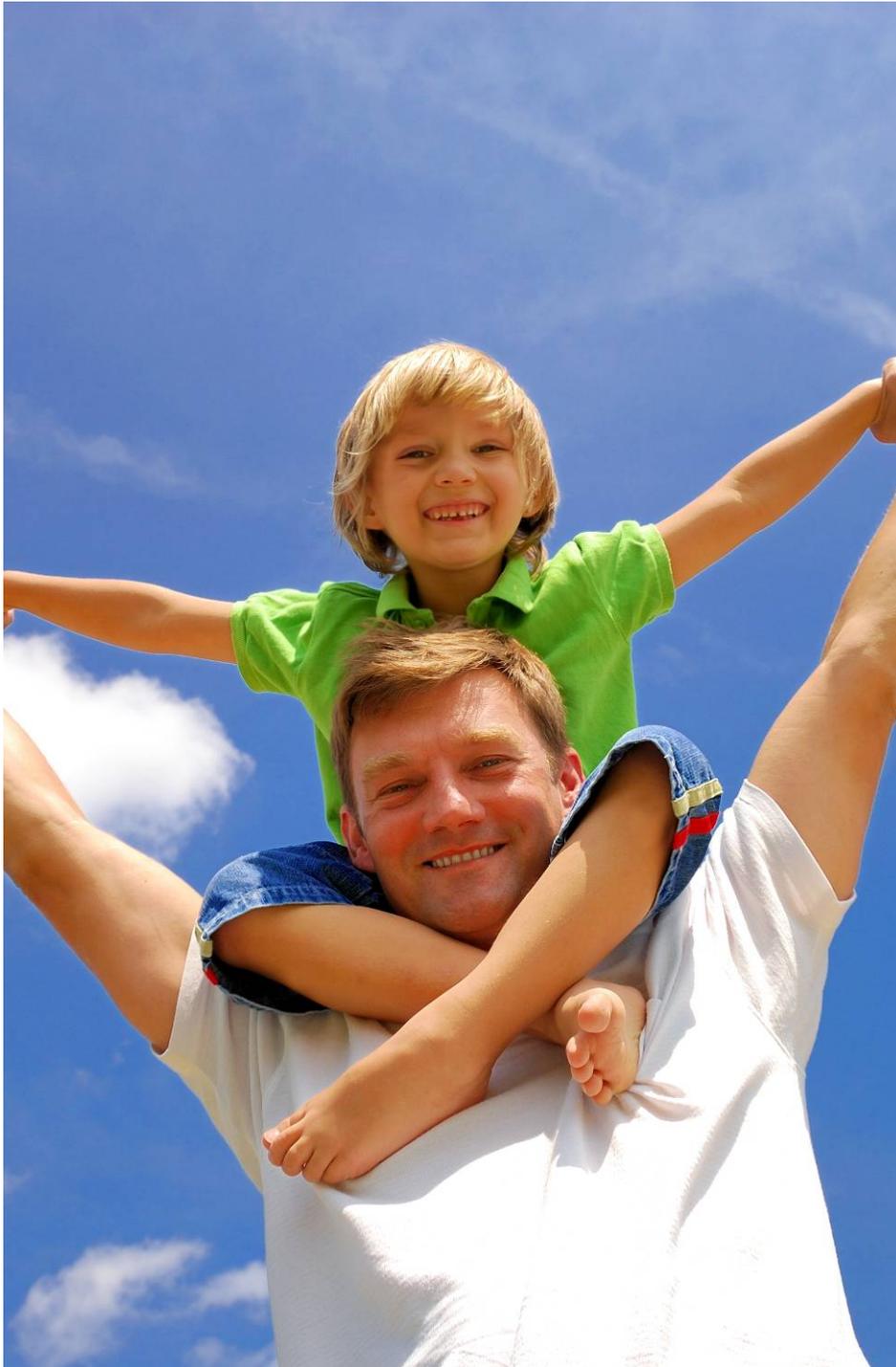
- The Master Plan is a comprehensive 10 year strategy to address parks, recreation, culture and library needs
- Once approved, the Plan is intended to guide the Town's decision-making and resource allocation strategies
- The project is supported by the Council priorities outlined in the *Building Markham's Future Together* initiative



STUDY OBJECTIVES

To prepare a Master Plan that:

- a) is unique to Markham's specific needs
- b) demonstrates innovative approaches and solutions
- c) strengthens the relationship between parks, recreation, culture and library services
- d) engages all elements of the community
- e) achieves buy-in from residents, Council, and staff
- f) is financially sustainable



STUDY OBJECTIVES

Specifically, the Master Plan will:

- Examine the roles of the Town and other agencies in the provision of programs and facilities in Markham
- Identify gaps in terms of program and facility provision
- Establish locally-appropriate service, staffing, and provision standards
- Include an implementation strategy



CONSULTATION

- Public Awareness Campaign
- Stakeholders – Search Conference, Focus Group, Questionnaires, and Interviews
- General Public - Household Survey, Search Conference, and Public Meetings
- Ethnic Groups – Focus Groups and surveys (including household and group surveys)
- Council and Staff – briefings, workshops, interviews, and presentations



RECENT ACCOMPLISHMENTS

- Opened the Angus Glen Community Centre & Library Complex (2003-05)
- Reception Centre added to the Museum
- East Markham Community Centre & Library Complex project has begun (MOU with Markham Stouffville Hospital is in place; facility is under design)
- Land acquired for the Southeast Community Centre & Library Complex
- Continue to pursue the Canadian Sports Institute Ontario (CSIO) project



RECENT ACCOMPLISHMENTS

- Expansions and upgrades to the several community centres and libraries
- Partnered with the YMCA in the development of the Markham Family YMCA / Rudy Bratty Centre
- Continued partnership with School Boards (e.g., Permitted Fields Agreement, provision of new artificial and natural sports fields)
- Between 2004 and 2007, constructed 101 hectares of parkland, including soccer fields, playgrounds, water play facilities, and one of the best skate parks in Ontario



RECENT ACCOMPLISHMENTS

- Completed an Active Living Strategy, Youth Strategic Plan, Pathways Master Plan, and Museum Site Development Master Plan
- Created the Culture Department and undertook an organizational review for Recreation Services in 2007
- Facilitated development of Markham Sport Council



DEMOGRAPHIC CONSIDERATIONS

- 2008 population estimated at 287,000
- 2031 forecast is 444,058 ... this means an average of nearly 7,000 new residents each year
- 40% of future growth to come from intensification
- Baby boom generation is aging
- Ethnic diversity



EXISTING RESOURCES

- More than 160 parks (772 ha)
- 120km of trails and pathways
- 5 libraries
- 18 community centres and recreation facilities
- 207 sportsfields
- Markham Theatre, Markham Museum, Varley Art Gallery



KEY TRENDS

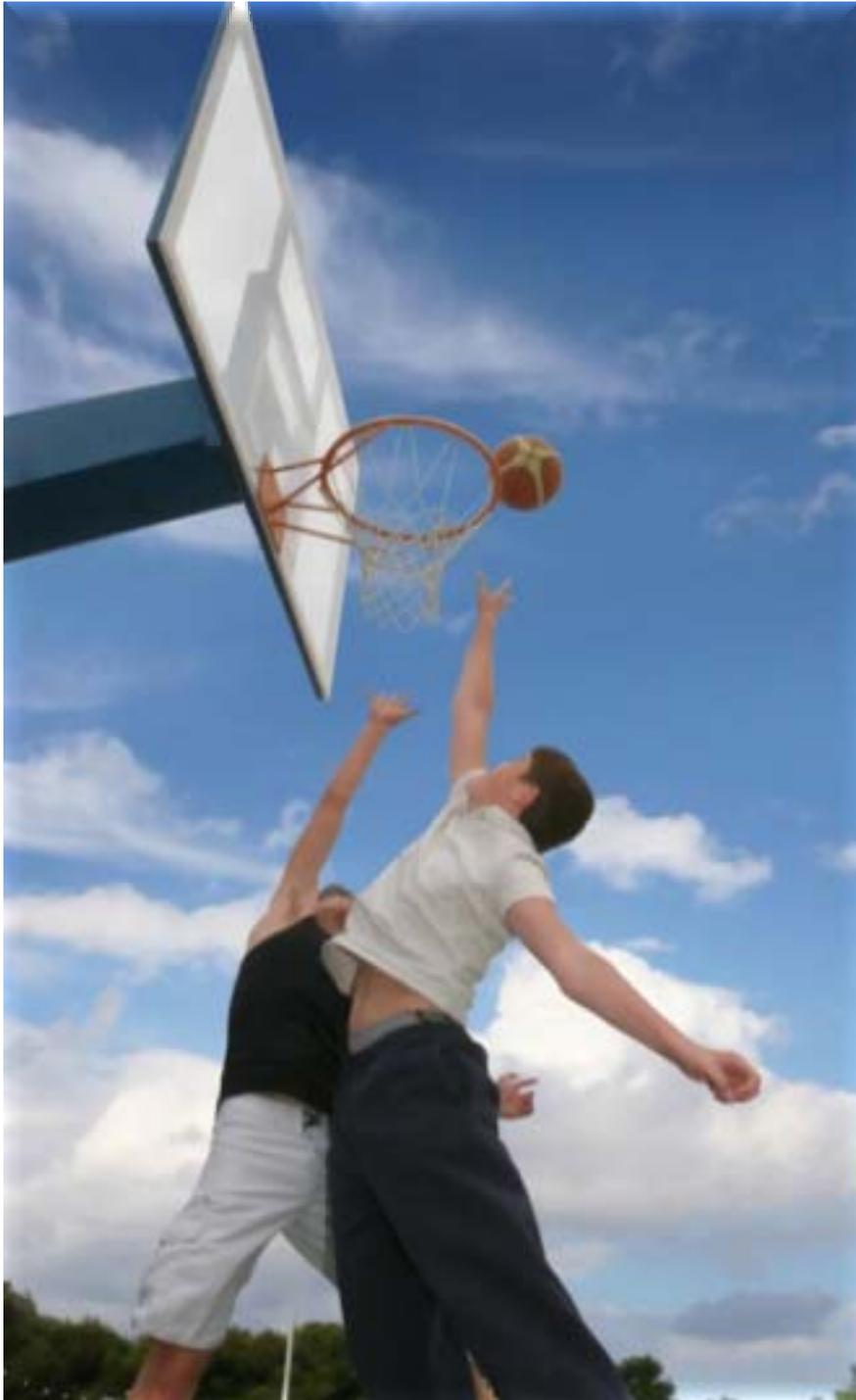
- Walking, swimming remain the most popular activities for all ages
- Demand for unstructured, “drop-in” opportunities to respond to busy lifestyles
- Greater emphasis on arts and culture – the “creative cities” movement
- Growing trend towards resource sharing and partnerships in service delivery

continued...



KEY TRENDS

- High levels of inactivity and obesity – a growing concern for children and youth
- Increasing demand for diverse recreation opportunities for adults and older adults
- Technology has led to increased – not decreased – library usage
- Built form impact on delivery of facilities and services



MASTER PLAN – PHASE 1



Timeline: Q4 in 2008



MASTER PLAN – PHASE 2



Timeline: Q1 & Q2 in 2009



MASTER PLAN – PHASE 3



Timeline: Q3 in 2009



QUESTIONS & COMMENTS