



# Parks, Recreation and Culture Master Plan

## APPENDIX

July 22, 2019





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## Appendix A Demographic Context

This appendix was prepared as a background report to inform the development of the Town of Lincoln's Parks, Recreation and Culture Master Plan. It contains detailed information about Lincoln's current and future demographic profile. Key findings have been incorporated into the body of the Master Plan.



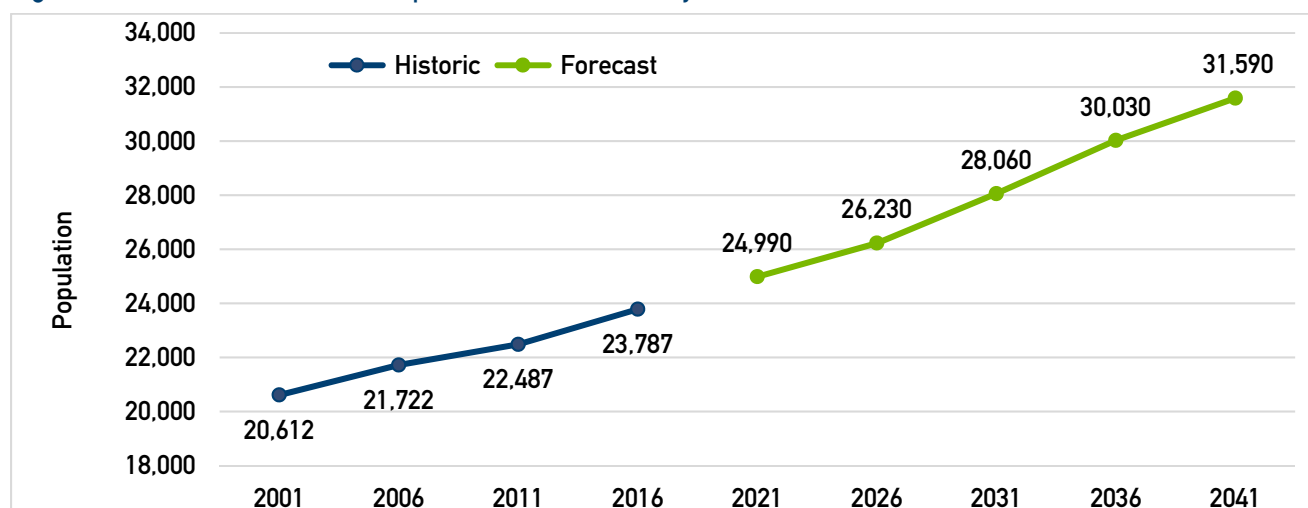


## 1.1 The People Who Live Here Now

### 1.1.1 How Lincoln is expected to grow

Lincoln is seeing strong residential growth, driven by its strategic location within the Greater Golden Horseshoe and its small-town character. According to regional growth projections<sup>1</sup>, Lincoln's population is expected to grow by 7,640 new residents by 2041 (to 31,590), representing an increase of 32% from the 2016 Census. As Niagara's fourth-fastest growing municipality, Lincoln will remain a preferred settlement area in the region. The result is a need to strike an appropriate balance and mix of parks, recreation and cultural opportunities to respond to the needs of residents and support growth and development in Lincoln, both now and in the future.

Figure 1 Town of Lincoln Historic Population and Growth Projection



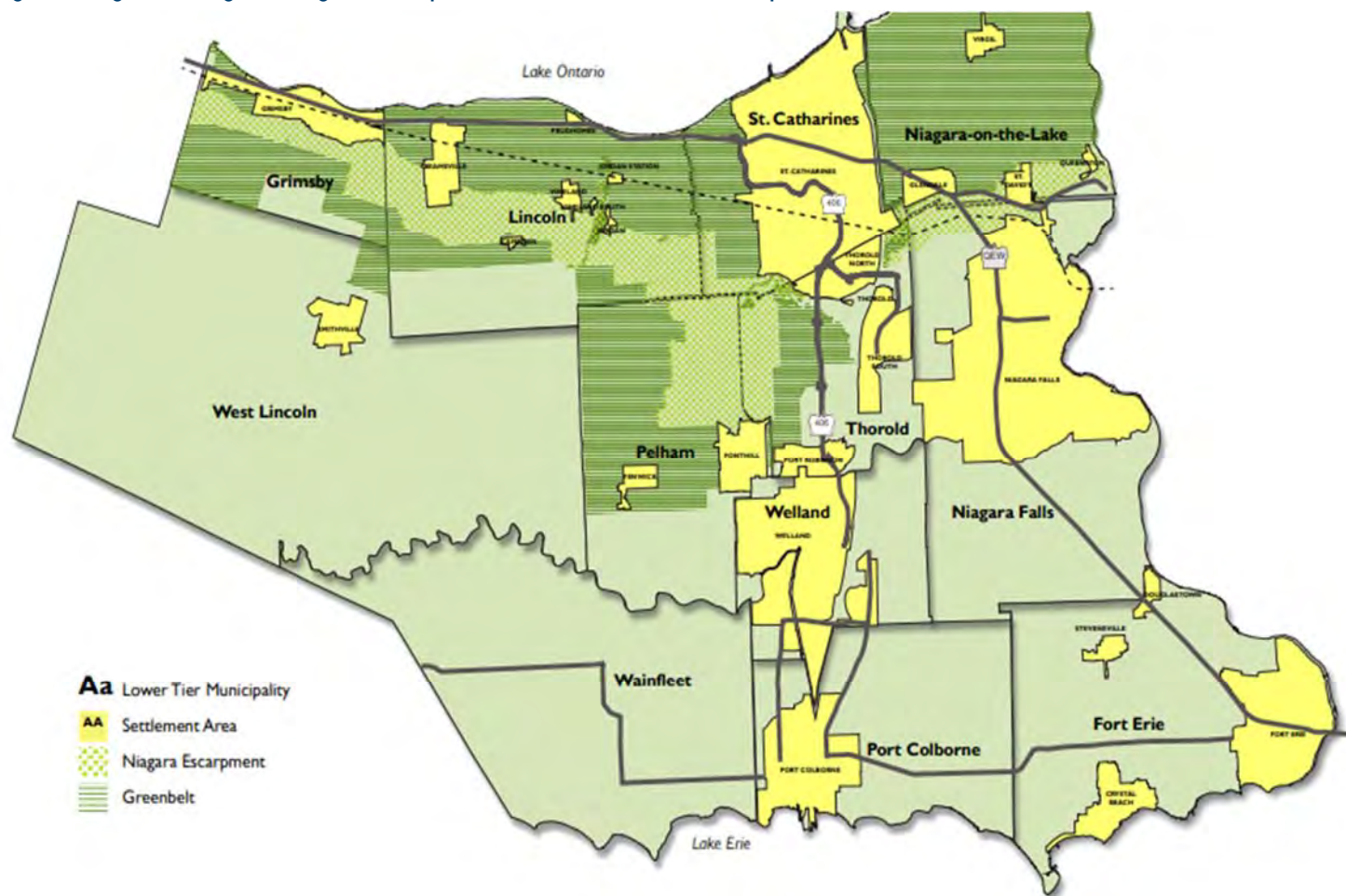
**Source:** 2001 – 2016, Statistics Canada Census (excludes undercount); 2021 – 2041 Region of Niagara Municipal Comprehensive Review: Strategic Growth Option (includes undercount)

Residential growth in Lincoln is largely limited to existing and planned urban settlement areas given the restrictions imposed by the Greenbelt Plan, Niagara Escarpment Plan (see figure on following page) and abundance of specialty crop areas. As a result, there is limited opportunity for greenfield growth, meaning that a greater focus will be placed on infill and intensification over time. Where once single detached dwellings were the predominant form of residential development, this is giving way to multi-unit dwellings such as townhouses and condominiums.

<sup>1</sup> Region of Niagara. Municipal Comprehensive Review (Strategic Growth Option). 2017.



Figure 2 Region of Niagara, Niagara Escarpment and Greenbelt Context Map



Source: Niagara Region: Municipal Comprehensive Review, Public Information Centre #2 Boards, 2016

Presently, about three-fifths (61%) of population growth within the Town of Lincoln's development approval process is expected to occur within the Beamsville urban area<sup>2</sup>. The largest active residential developments are Vista Ridge (South Beamsville) and Cherry Heights (Central Beamsville). Several smaller developments are ongoing throughout all of Lincoln's settlement areas, most notably Beamsville, Jordan, Vineland and Campden.

Higher levels of growth may be realized as a result of proposed projects. The most significant proposed development is the Prudhommes Secondary Plan area, with a population that is estimated to range from 2,800 to 6,300 new residents at full build-out. Planning for this community – including a waterfront park and open space network – is ongoing.

### 1.1.2 Age & Household Composition

The average age of Lincoln residents was 42.9 years in 2016 (compared to 41.0 years in 2006), almost one year younger than Regional average age of 43.8 years. The average age of local, regional and provincial residents has been steadily increasing over time, this trend is expected to continue as the Baby Boomer generation transitions from Mature Adults into the Older Adult cohort. With the aging of the population, a wider range of housing choices are emerging and a greater focus is being placed on age-friendly community design and leisure programming.

As of 2016, more than one-quarter (26%) of Lincoln's residents were mature adults between the ages of 35 to 54 years and 20% were older adults between the ages of 55 to 69 years. The remaining age cohorts are represented as follows: young adults between the ages of 20 to 34 (16%); seniors 70 years and older (15%); youth between the ages of 10 to 19 (12%); and children from birth to 9 years (11%).

<sup>2</sup> Town of Lincoln. Development Charges Background Study. 2018.

“Prudhommes will be a successful, diverse, walkable, mixed-use waterfront neighbourhood – adding an exciting and evolving destination within the broader Niagara Region. It will leverage and connect all that the Twenty Valley Tourism Area has to offer. It will demonstrate the best practices in community building – socially, economically, and environmentally.”

- Prudhommes Secondary Plan

Figure 3 Town of Lincoln Age Cohort Distribution



Source: Statistics Canada Census (2016)



An examination of age cohorts across the entire Town (2016 Census) reveals the following:

- Beamsville and the area between Beamsville and Vineland generally have younger than average age profiles;
- west Vineland and parts of rural Lincoln generally have older than average age profiles;
- central Beamsville and parts of Vineland generally have higher than average proportions of children (0 to 9 years);
- various urban and rural pockets (including the eastern and western edges of Lincoln) generally have higher than average proportions of teens (10 to 19 years);
- central and north Beamsville generally have higher than average proportions of young adults (20 to 34 years);
- the western half of Lincoln generally has a higher than average proportion of mature adults (35 to 54 years);
- rural areas in the geographic centre of Lincoln generally have higher than average proportions of older adults (55 to 69 years); and
- areas near the edges of Beamsville and Vineland, along with the waterfront generally have higher than average proportions of seniors (70+ years).

Age cohort forecasts are not available for Lincoln. Amendment 2 (2013) to the Places to Grow – Growth Plan for the Greater Golden Horseshoe contains age-based forecasts at the Census Division level (Niagara Region). Age-based trends are notable for the planning of those activities and facilities that are heavily used by specific age groups.

This data indicates the following regarding age cohort forecasts in the Region:

- ↔ **Children (0 to 9 years):** growing at about the same rate as the overall population, increasing more rapidly in the 2021 to 2031 timeframe as new families are established;
- ↔ **Youth (10 to 19 years):** growing at about the same rate as the overall population;
- ↘ **Young adults (20 to 34 years):** growing at a slower rate than the overall population;
- ↔ **Mature adults (35 to 54 years):** growing at about the same rate as the overall population;
- ↓ **Older adults (55 to 69 years):** growing at a much slower rate than the overall population as this generation includes many baby boomers that will age out of this category; and
- ↑ **Seniors (70+ years):** growing much faster rate than the overall population.



Student enrolment projections created by the District School Board of Niagara (DSBN) and Niagara Catholic District School Board (NCDSB) were examined to better understand potential growth in the child and youth populations. Between 2014 and 2018, total elementary school enrolment has increased by 6% in Lincoln. A slower elementary school enrolment rate increase (5%) is anticipated between 2018 and 2024. A new catholic elementary school was proposed for Grimsby/Lincoln between 2018-2020. At the secondary school level, enrolment has been declining at Lincoln's only high school (Beamsville District). The School Board announced in 2018 that it has secured a site for a new Niagara West high school to replace three high schools on Lincoln's border with Grimsby. According to a February 2019 news release, the West Niagara Secondary School is expected to opening in September 2022 (this date may change pending Provincial Government and Niagara District School Board processes and decisions).

Census data indicates that the average household size in Lincoln is 2.6 persons, slightly higher than the Regional average of 2.4 persons. The majority of the population (64%) is married or living common-law, higher than the Regional proportion of 57%. Of Census Families living in Lincoln, the split between those living with and without children is fairly even, 56% and 44%, respectively. These findings indicate that there is a strong base of families in Lincoln, which can be expected to lead to steady demand for traditional parks, recreation and culture activities. In addition, the aging of the population is leading to increased demand for age-friendly amenities and a blend of active and passive activities; over time, this will likely shift to less strenuous activities that meet the needs of the senior population.

### 1.1.3 Income, Equity & Education

#### Income

Using both household income and individual income measures, Lincoln residents are wealthier than their counterparts in Niagara Region and the Province. In 2015, the median household income (MHHI) in Lincoln was \$86,087 – 33% higher than the Regional MHHI (\$65,086), and 17% higher than the Provincial MHHI (\$74,287). The individual household income in Lincoln (\$37, 821) is also higher than the Region (\$31,601) and Province (\$33,539).

In turn, only 7.2% of Lincoln's residents live within low-income households, compared to 14.5% in the Region and 14.4% in the Province. Based on the Low-Income Measure - After Tax (LIM-AT), more than half (56%) of those considered low-income are working-age adults between the ages of 18 to 64 years. The prevalence of low-income residents in Lincoln declined slightly between 2011 and 2016, though it increased across the Region and Ontario. Pockets of lower-income households (higher prevalence of low-income measure after tax) can be found throughout Lincoln, particularly in parts of Beamsville and Vineland East. It is important to note that transportation is a common barrier to participation for lower-income



The after-tax  
median family  
income is  
\$86,087



54 residents  
hold a post-  
secondary  
degree, diploma  
or certificate

Source: Lincoln's  
Village of 100





households. The implications of financial constraints and fees associated with participation and transportation to and from facilities create barriers to accessing programs and services.

These figures suggest that most residents in Lincoln are likely more able to afford the costs associated with participation in parks, recreation and culture. For example, residents and families supported by higher individual and household incomes have a greater ability to afford registration, equipment and transportation and may have more flexibility to find the time to participate. Nevertheless, Lincoln has several lower income households and access to low/no cost activities and financial assistance programs are important tools in reducing barriers such as location and cost of activities.

## Equity

Closely linked to the low-income measure, the Ontario Marginalization Index (ON-Marg)<sup>3</sup> can be used to identify key areas of opportunity for Lincoln and help prioritize service delivery and investment in the community. The ON-Marg is an area-based index that seeks to:

- Show differences in marginalization between geographic areas; and
- Understand inequalities in various measures of health and social well-being, either between population groups or between geographical areas.

This multifaceted index explores multiple dimensions of marginalization in urban and rural Ontario, specifically including residential instability, material deprivation, dependency and ethnic concentration. The following map illustrates **material deprivation** in Lincoln. According to the ON-Marg, material deprivation refers to inability for individuals and communities to access and attain basic material needs. The indicators included in this dimension measure income, quality of housing, educational attainment and family structure characteristics.

## Education

Education levels in Lincoln are generally similar to those in the Region and Province. Lincoln residents have a slightly higher percentage of residents aged 15 years and over with non-university certificates or diplomas (26%) than the Region (24%) and Province (21%). Conversely, approximately one-in-five (19%) of Lincoln residents hold a University certificate, diploma or degree, lower than the Province (26%) but higher than the Region (17%). Education levels often correlate with income and are another indicator of interest and ability to participate in parks, recreation and culture activities.

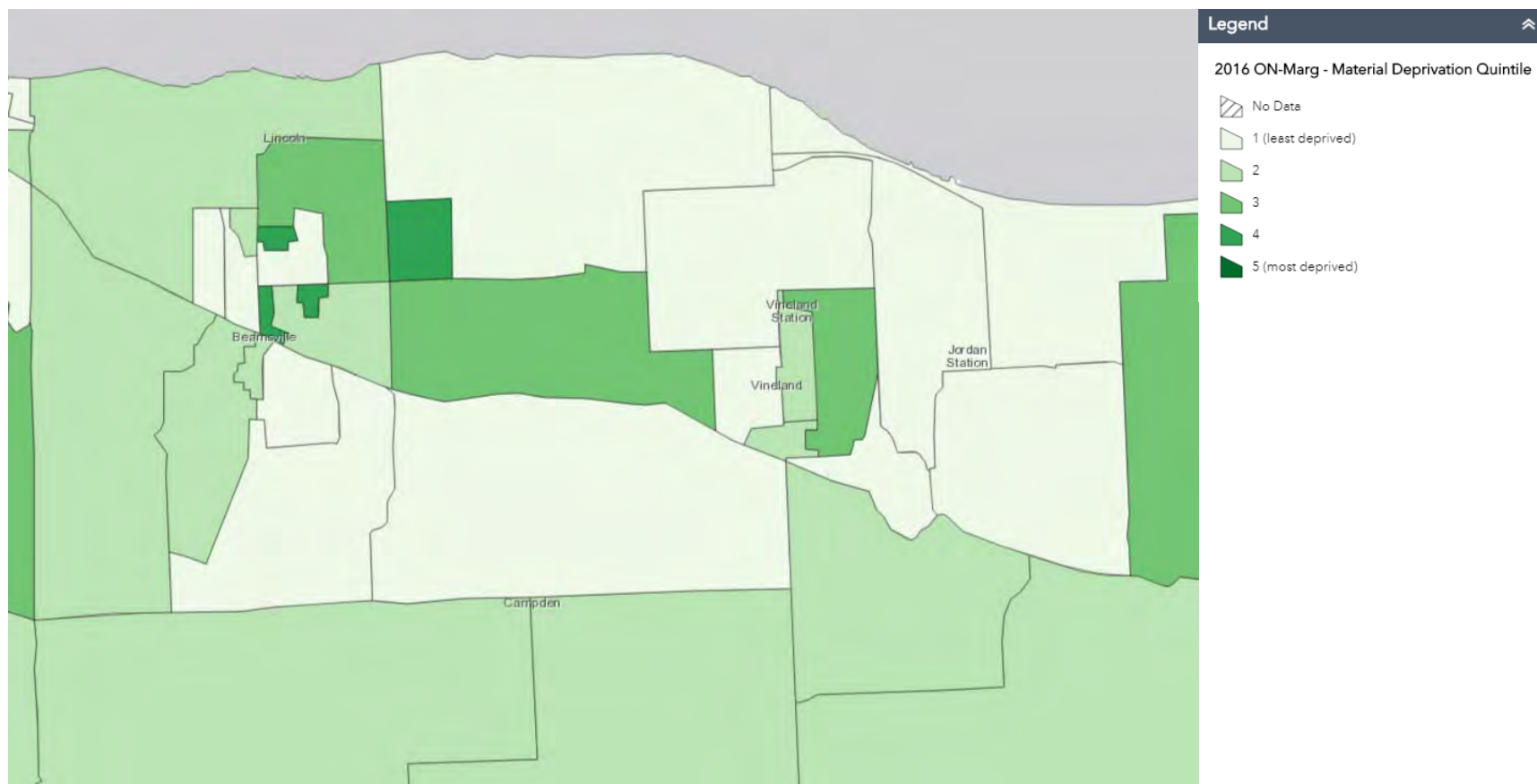
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<sup>3</sup> Matheson, FI; Ontario Agency for Health Protection and Promotion (Public Health Ontario). 2016 Ontario marginalization index: user guide. Toronto, ON: Providence St. Joseph's and St. Michael's Healthcare; 2018. Joint publication with Public Health Ontario.





Figure 4 Material Deprivation in Lincoln (Ontario Marginalization Index, 2016)



Source: Public Health Ontario (2016)



### 1.1.4 Employment

Lincoln's unemployment rate was 4.6% in 2016, lower than the Regional and Provincial rates of 7.4%. More than half (54%) of Lincoln's population are active in the labour force. The most common labour force occupations in Lincoln are: sales and service (22%); trades (16%); business (15%); management (12%); and education, law, social, community and government (11%).

Of Lincoln's employed labour force (15 years and over), 70% commuted outside the town for work in 2016, much higher than the Regional and Provincial rates (53% and 42% respectively). The main mode of commuting for Lincoln's labour force is car, truck or van (93%), while the average commute is 30 minutes or more for 35% of workers. Commuting takes people out of the town for large portions of the day and is one of the factors causing the shrinking "prime-time window".

### 1.1.5 Diversity

Lincoln's population of residents who identify as visible minorities has increased steadily over the last twenty years; from only 1.4% in 1996, to 3.2% in 2006, and now 4.0% as of 2016. According to the 2016 Census, 14% of Lincoln's population is comprised of immigrants to Canada. Just over two-thirds (67%) immigrated prior to 1981 and 7% are newcomers (immigrated within the last 10 years). Lincoln's rates of cultural diversity and immigration are much lower than those being experienced in most other municipalities in the Greater Golden Horseshoe.

Nevertheless, national demographic forecasts project that immigration rates will continue to increase and diversity rates will grow accordingly. As a result, many municipalities are expanding programs and services to integrate opportunities for all residents. This includes offering facilities and equipment for sports/activities played in cultures throughout the world such as cricket and field hockey.

Less than 2% of Lincoln's population indicated aboriginal identity, the strongest representation coming from First Nations. Indigenous awareness, recognition, understanding and reconciliation are addressed through a number of sectoral documents, such as Parks for All (2017) and the calls to action identified by the Truth and Reconciliation Commission of Canada. All communities have a role to play in recognizing the importance of Indigenous voices in parks, recreation and culture.

#### Top 5 Labour Force Occupations

22	Sales and service
16	Trades
15	Business, finance & administration
12	Management
11	Education, law, social, community and government



Source: Lincoln's  
Village of 100

#### Most common visible minorities

1. Black
2. Chinese
3. South Asian



#### Immigration status

14 Immigrants  
86 Born in Canada  
0 Non-permanent residents

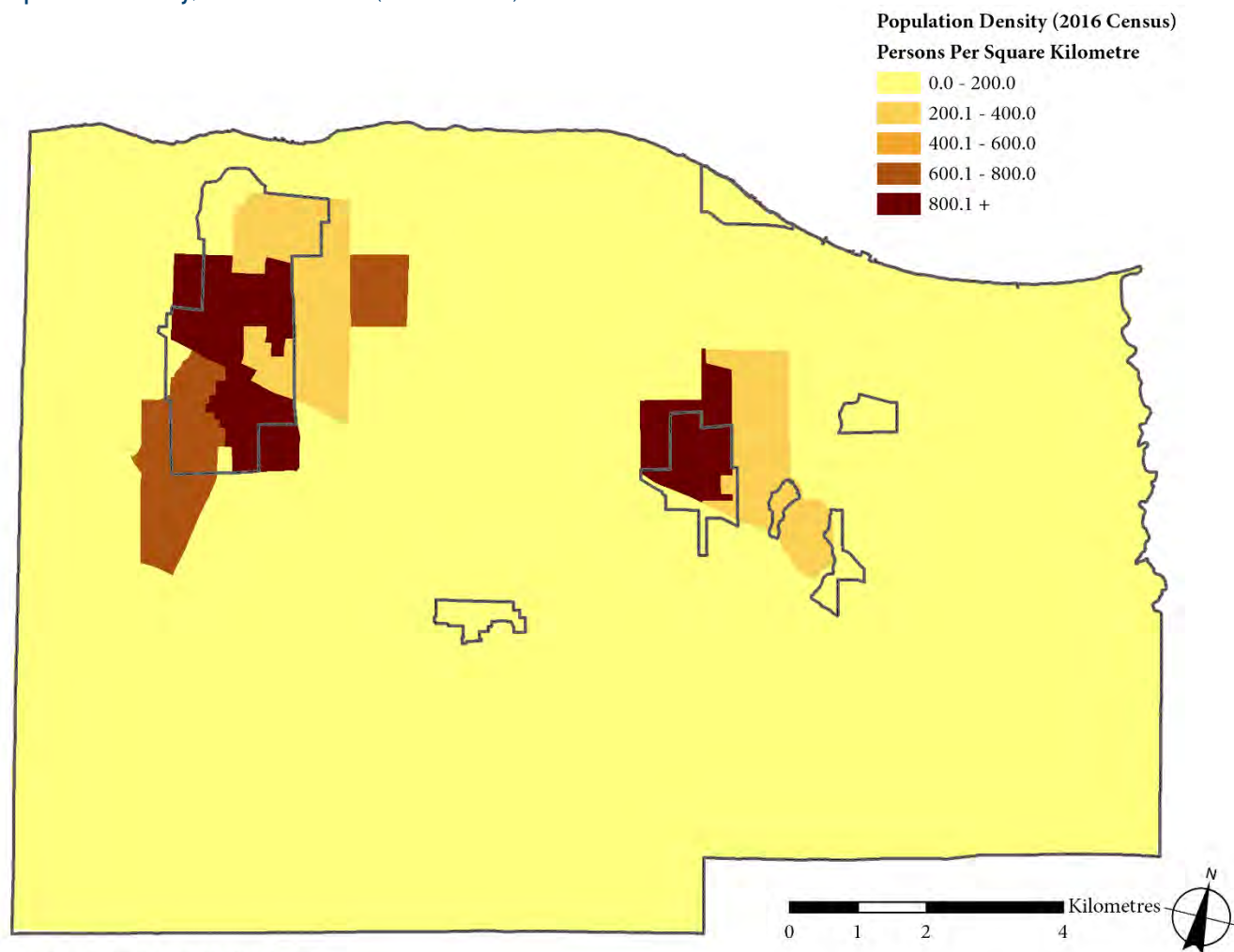


Source: Lincoln's Village of 100



## 1.2 Community Profile Mapping

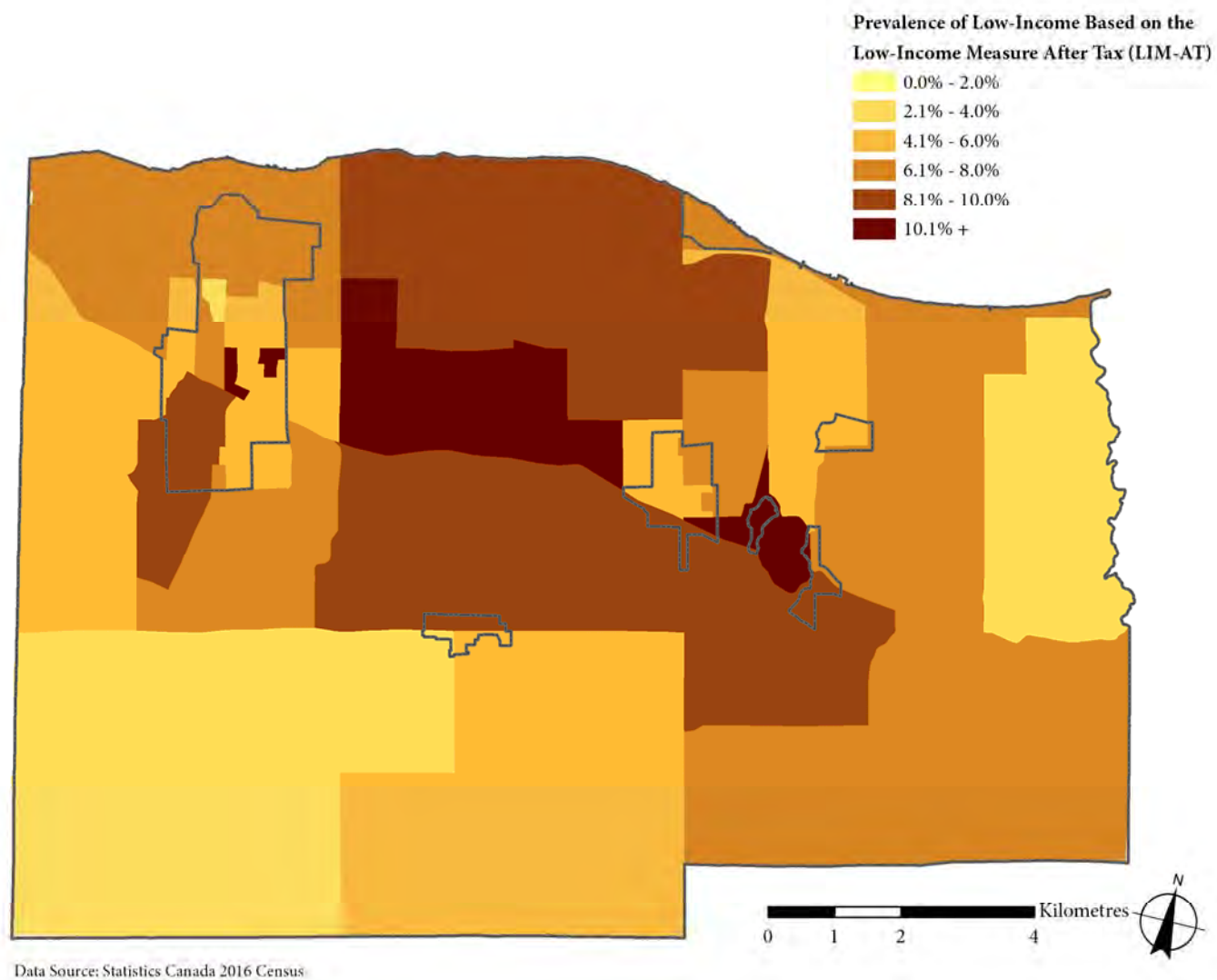
Map 1 Population Density, Town of Lincoln (2016 Census)



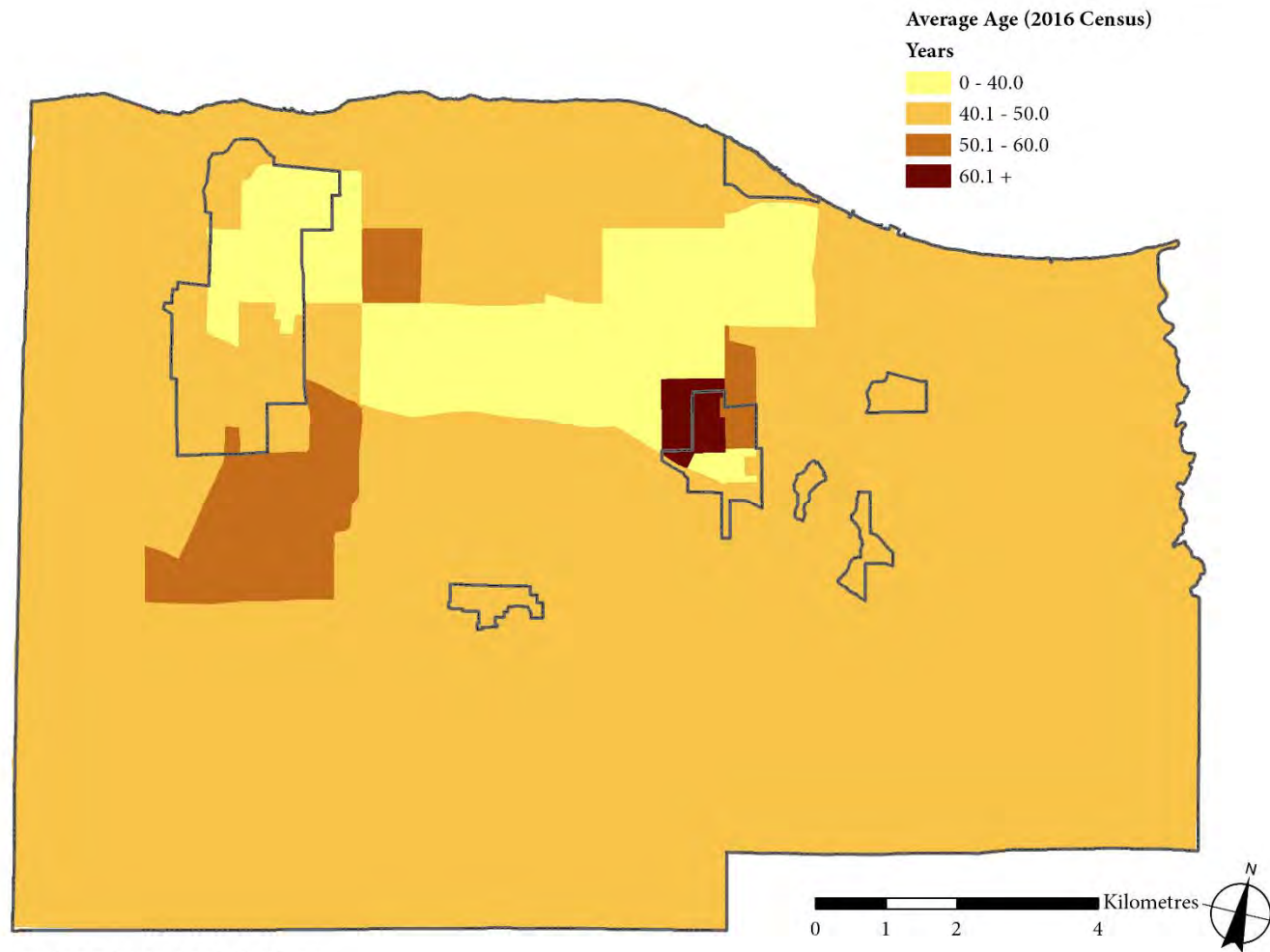
Data Source: Statistics Canada 2016 Census



Map 2 Distribution of Low Income (LIM-AT, Town of Lincoln (2016 Census)



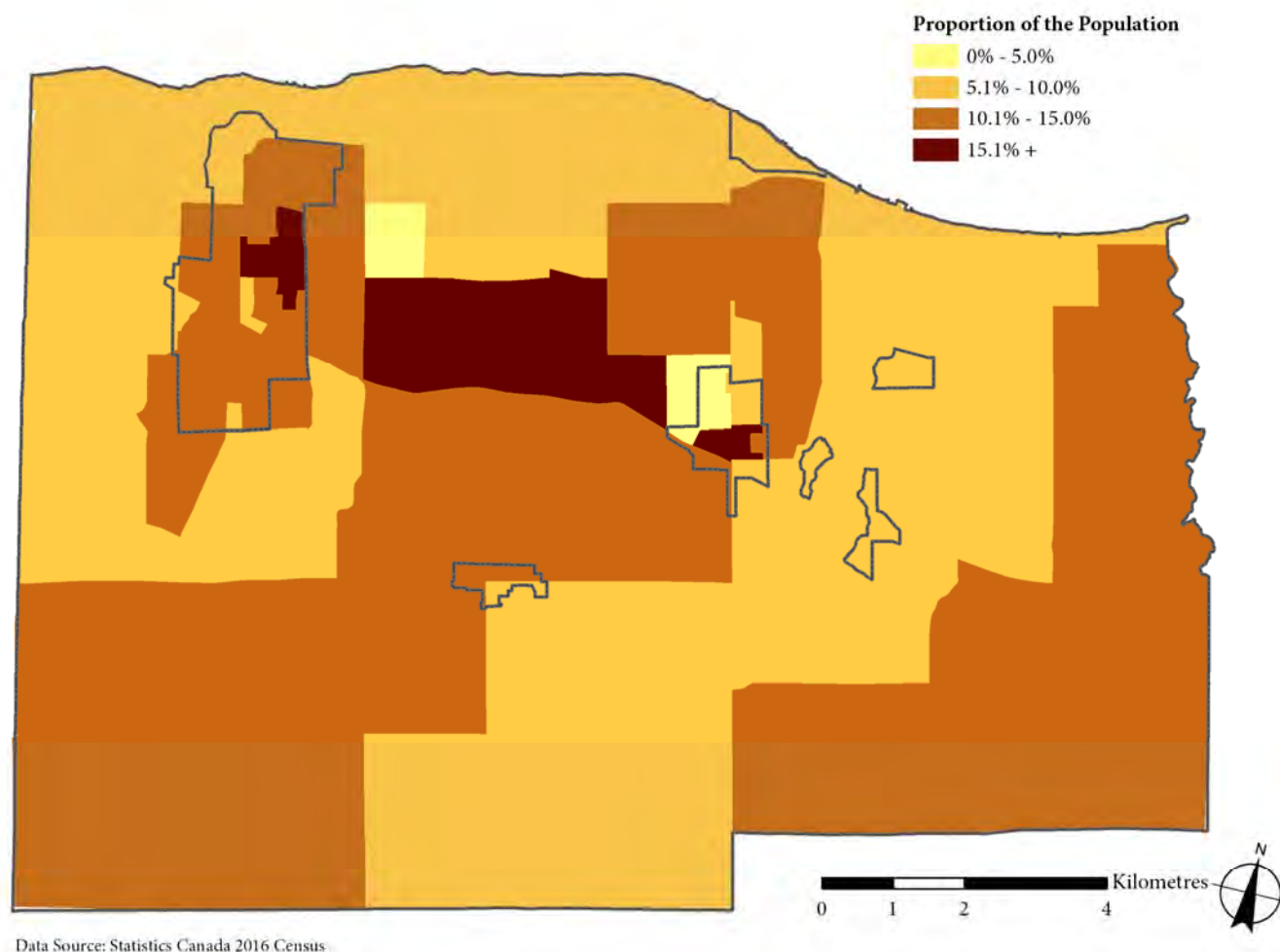
Map 3 Average Age of Population, Town of Lincoln (2016 Census)



Data Source: Statistics Canada 2016 Census



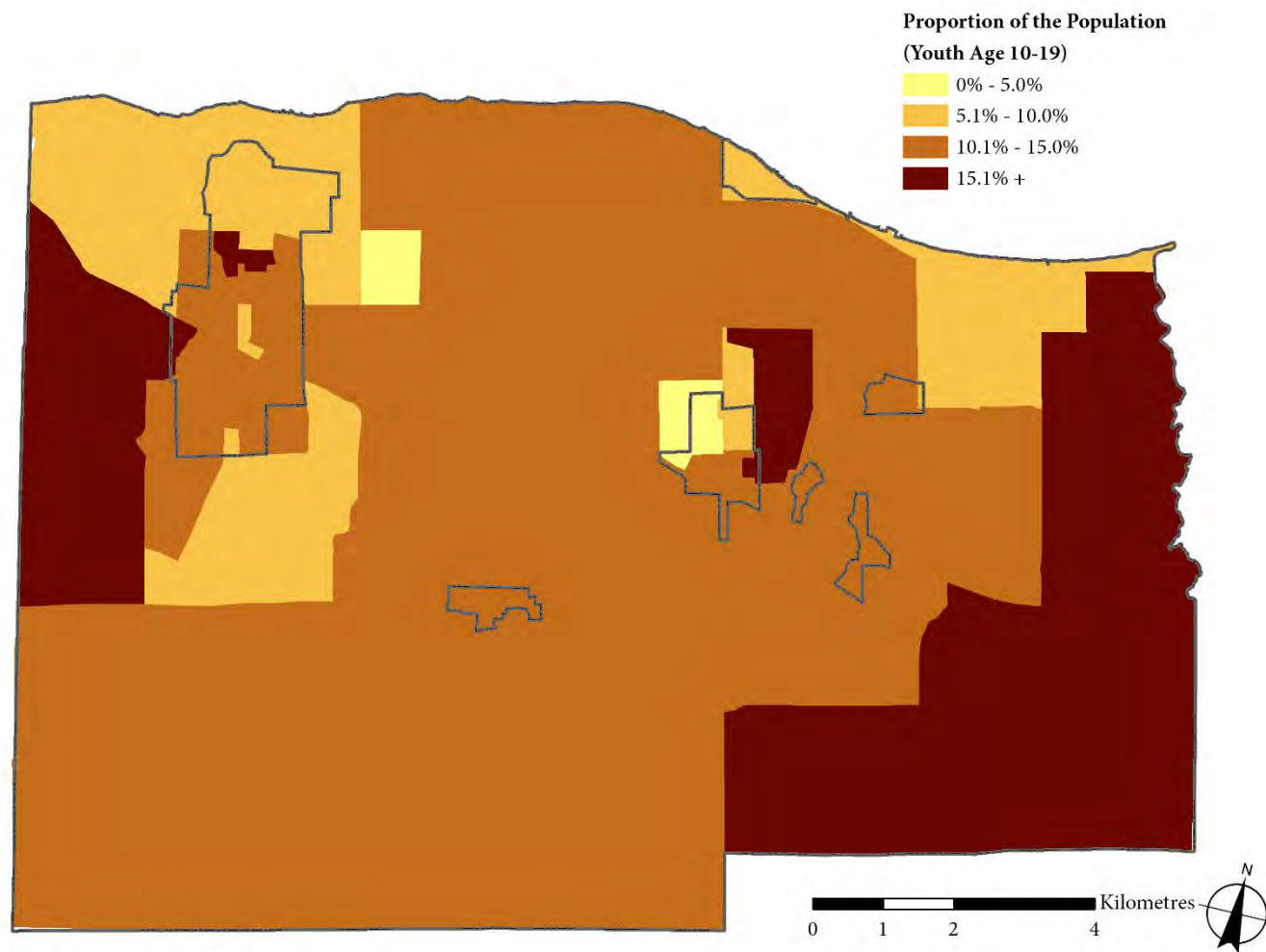
Map 4 Distribution of Children age 0 to 9 years, Town of Lincoln (2016 Census)



Data Source: Statistics Canada 2016 Census



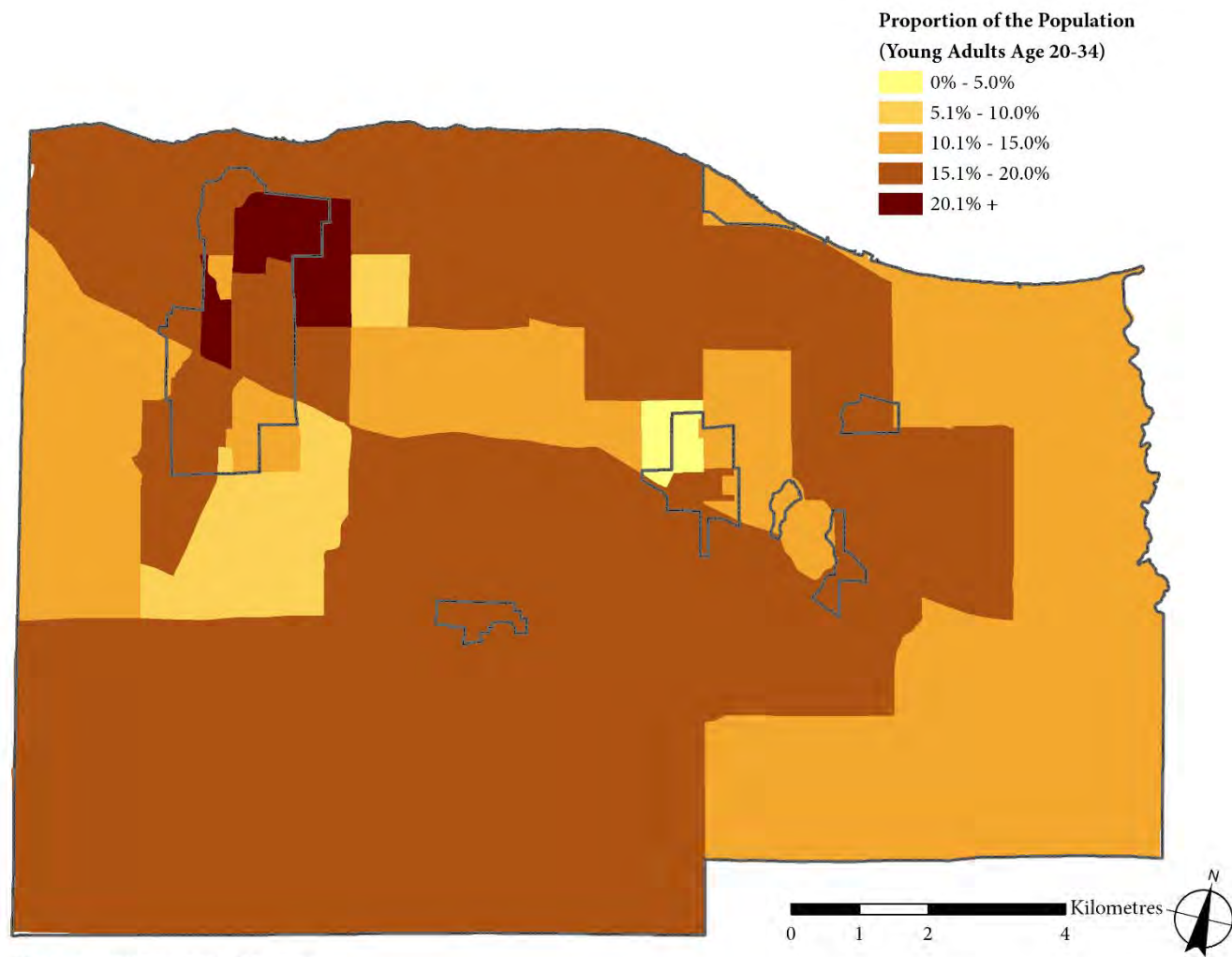
Map 5 Distribution of Youth age 10 to 19 years, Town of Lincoln (2016 Census)



Data Source: Statistics Canada 2016 Census



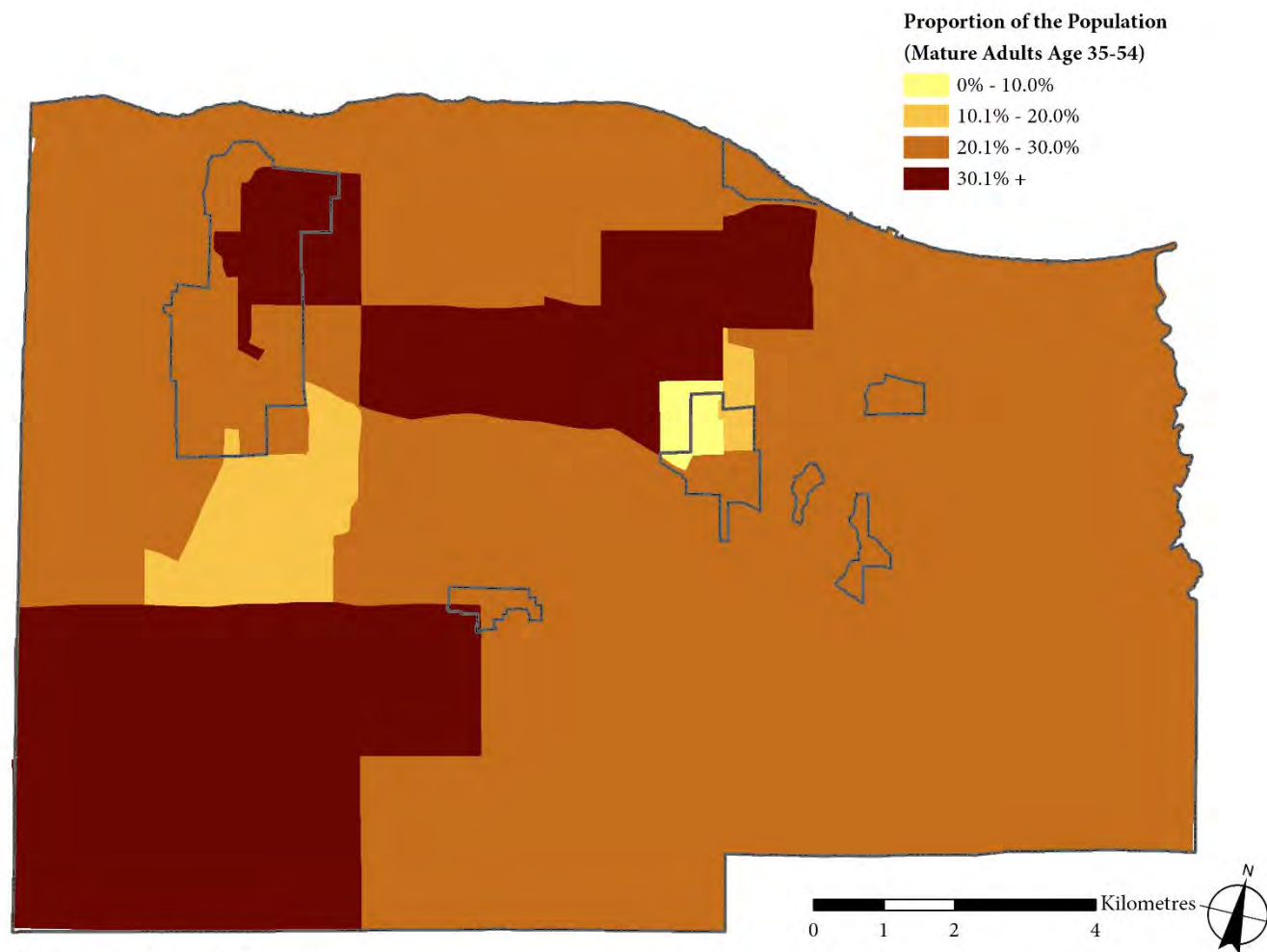
Map 6 Distribution of Young Adults age 20 to 34 years, Town of Lincoln (2016 Census)



Data Source: Statistics Canada 2016 Census



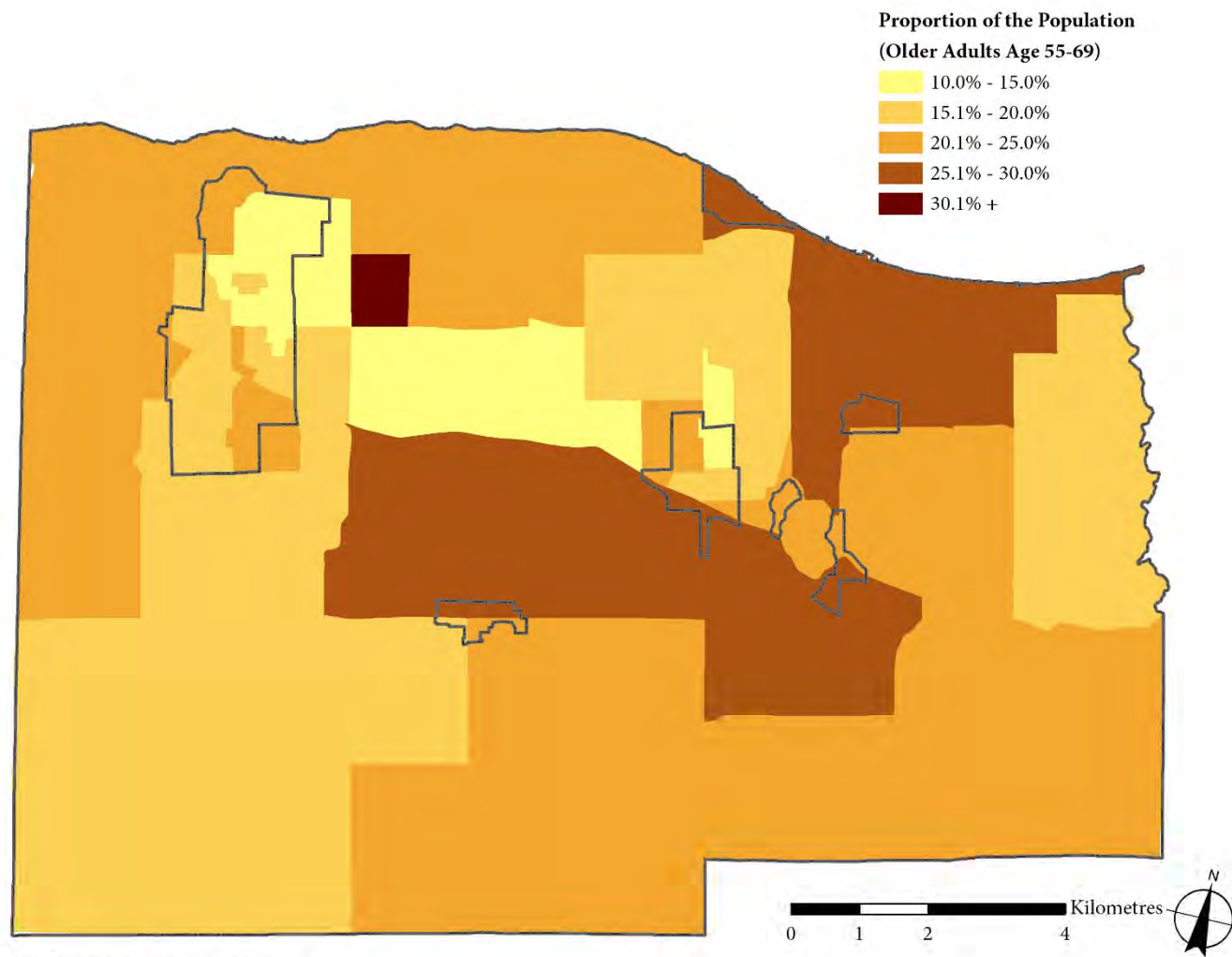
Map 7 Distribution of Mature Adults age 35 to 54 years, Town of Lincoln (2016 Census)



Data Source: Statistics Canada 2016 Census

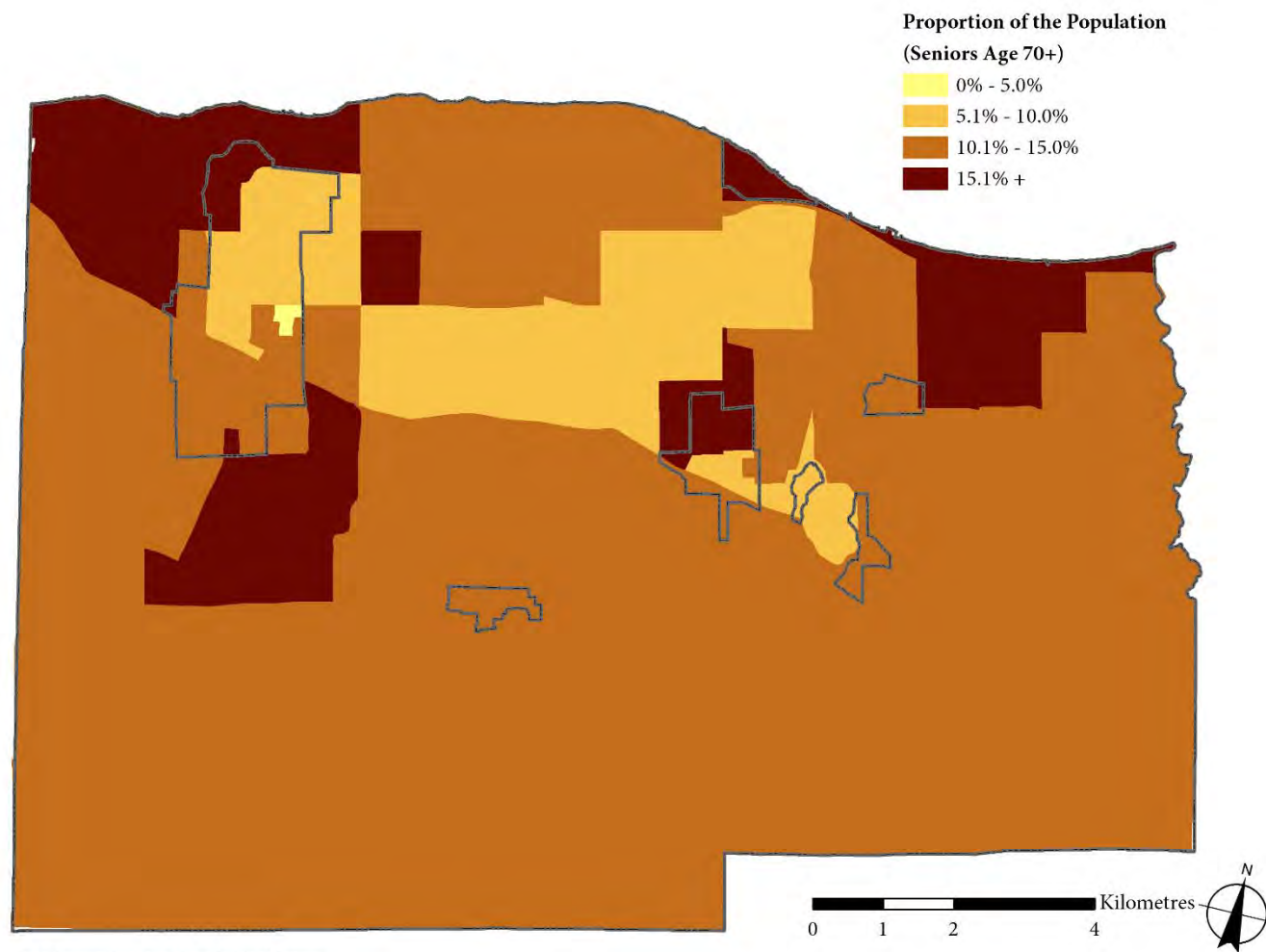


Map 8 Distribution of Older Adults age 55 to 99 years, Town of Lincoln (2016 Census)



Data Source: Statistics Canada 2016 Census

Map 9 Distribution of Seniors age 70 years and more, Town of Lincoln (2016 Census)



Data Source: Statistics Canada 2016 Census





## Appendix B Reference Materials

This appendix was prepared as a background report to inform the development of the Town of Lincoln's Parks, Recreation and Culture Master Plan. It contains a listing and overview of relevant reports and initiatives that are foundational to the Master Plan.



## 1.1 Selected List of Background Documents Reviewed

The following reports have been reviewed to inform the development of the Parks, Recreation and Culture Master Plan.

### 1.1.1 National, Provincial & Regional Documents

- Framework for Recreation in Canada (2015)
- Parks for All (2017)
- Ontario Culture Strategy (2016)
- Community Hubs in Ontario: A Strategic Framework & Action Plan (2016)
- Growth Plan for the Greater Golden Horseshoe (2018)
- Niagara Region Municipal Comprehensive Review (ongoing)
- Niagara Escarpment Plan (2017)
- Living in Niagara Report (2017)
- Niagara Region Culture Plan (2010)
- Niagara Peninsula Conservation Authority Strategic Plan (2018)
- School Board Long Term Accommodation Plans (various)

### 1.1.2 Other Town Policies, Reports & Initiatives

- Official Plan (2016, consolidated December 2018) and Prudhommes Secondary Plan reports (various)
- Community Services Trends and Priorities (2019-2023)
- Economic Development Studies (2018/19)
- Transportation Master Plan (2019)
- Cultural Strategic Plan – DRAFT (2017)
- Development Charges Background Study (2018)
- Action Sports Park Strategy (2019)
- Facilities Audit and Lifecycle Costing Study (2013)
- Parks Master Plan (2010)
- Municipal Budgets
- Policies, Standard Operating Procedures, Committee Minutes

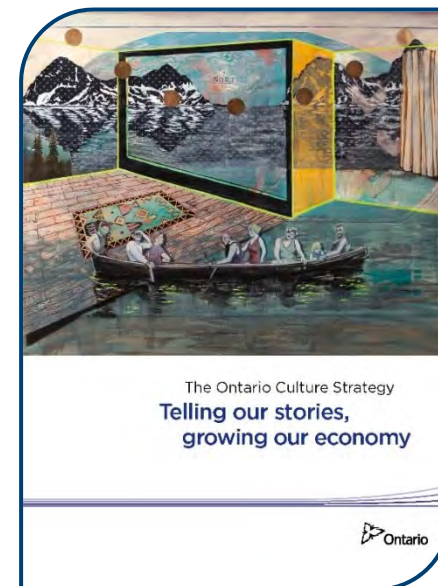
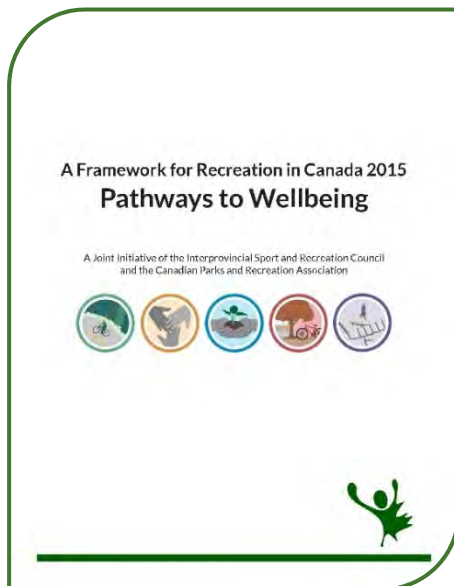




## 1.2 Guiding Documents – Key National, Provincial & Regional Documents

Several relevant background documents and materials have been reviewed to establish the planning context associated with the Master Plan. These documents are broad in scope and include information regarding population growth, current initiatives and more. The content contained in the Master Plan was strongly influenced by the information contained in these supporting documents, with relevant excerpts and recommendations referenced where appropriate.

For example, the Master Plan has regard for broader planning guidelines as well as provincial and national initiatives such as the Framework for Recreation in Canada, Parks for All, Ontario Culture Strategy and others. Specific documents of note are summarized below.



### 1.2.1 Framework for Recreation in Canada (2015)

In 2015, the **Framework for Recreation in Canada** (FRC) was developed by the Canadian Parks and Recreation Association together with Provincial/Territorial Governments and their supporting Parks and Recreation Associations. The Framework supports coordinated policies and practices in recreation and related sectors in Canada. Its aim is to improve the wellbeing of individuals, communities, and the built and natural environments. The goals and related actions of the Framework should be considered by the Town of Lincoln in the establishment of its strategic actions and decision-making related to recreation, parks and cultural services. Several municipalities are formalizing the goals of the FRC through their Master Plans.

Specifically, the Framework for Recreation in Canada:

- Presents a renewed definition of recreation and explores the challenges and benefits of recreation today;
- Provides the rationale for investing in an evolved recreation strategy and describes the need for collaboration with other initiatives in a variety of sectors; and
- Describes a new vision for recreation in Canada and suggests common ways of thinking about the renewal of recreation based on clear goals and underlying values and principles.

The goals of the Framework for Recreation in Canada are listed below:

- **Active Living:** Foster active living through physical recreation.
- **Inclusion and Access:** Increase inclusion and access to recreation for populations that face constraints to participation.
- **Connecting People and Nature:** Help people connect to nature through recreation.
- **Supportive Environments:** Ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities.
- **Recreation Capacity:** Ensure the continued growth and sustainability of the recreation field.



### 1.2.2 Parks for All (2017)

Published in 2017, Parks for All is **An Action Plan for Canada's Parks Community**. The project was a result of collaboration between the Canadian Parks Council (CPC) and the Canadian Parks and Recreation Association (CPRA). This document aligns with and supports Connecting Canadian with Nature as well as the Framework for Recreation in Canada, particularly the Framework's third goal "Connecting People and Nature".

The Action Plan focuses on how all Canadians benefit from healthy parks and natural areas and shares the community's vision and goals for our parks. Parks for All includes a variety of perspectives that helped form a distinct set of responsibilities and practices moving forward.

Parks for All is intended to unite the parks community through specific actions, priorities and strategic directions. The plan is guided by four strategic directions: **collaborate, connect, conserve, lead**. Some specific actions that may be considered through the Master Plan include:

#### Collaborate

- Reach out to unconventional partners and organizations that could creatively contribute to the Parks for All vision.

#### Connect

- Forge connections between community parks and less accessible wilderness parks by sharing information and coordinating activities and campaigns.
- Support the creation of new parks and the expansion of current parks to offer more opportunities for local connections.

#### Conserve

- Share expertise and best practices among the parks community.
- Champion the economic, social, cultural and environmental benefits provided by healthy ecosystems. Ensure these are accounted for in decision-making as contributing to stronger economies.

#### Lead

- Invest time and money in employees for the development of high-performing, dynamic, and caring leaders.





### 1.2.3 Ontario Culture Strategy (2016)

In 2016, the Ontario Ministry of Tourism, Culture and Sport released Ontario's first Culture Strategy: **Telling our stories, growing our economy**. The Culture Strategy is informed by and based on a comprehensive review of background information, a thorough consultation program, and consideration of trends in cultural understanding, programs and participation.

The **four key goals** of Ontario's Culture Strategy are:

- Promote cultural engagement and inclusion;
- Strengthen culture in communities;
- Fuel the creative economy; and
- Promote the value of the arts throughout government.

These goals are supported by the **action areas** described below:

- Supporting the conservation of heritage buildings by making energy efficiency improvements through Ontario's Climate Change Action Plan;
- Creating a new fund that will support publishers to develop learning resources to encourage the use of diverse Canadian content in schools;
- Creating opportunities for workers in the culture sector to enhance their technical and business skills training; and
- Developing a new fund to support cultural activities in Indigenous communities and supporting youth cultural camps to build leadership skills and promote awareness of traditional knowledge.

With many municipalities developing cultural plans, the Ontario Culture Strategy provides a lens through which communities can understand provincial priorities and work together to achieve broader priorities.



## 1.3 Guiding Documents – Key Town Policies, Reports & Initiatives

### 1.3.1 Town of Lincoln, Community Services Trends and Priorities (2019-2023)

In fall 2018 the Community Services Department presented their 5-year work plan to Council. This document details the department's top priorities, annual plans and describes major trends influencing their work.

Department functions include: community development; recreational and cultural programs and services; community events; facilities; cemeteries; parks and trails; culture and museum; urban forestry; and customer service.

#### Top Three Priorities:

1. Addressing our community and social infrastructure deficit
2. Creating a customer service culture – change management and training
3. Project and program performance execution

#### Next 5 years

1. Plan, budget and prioritize projects (project management)
2. Implementing, operationalizing and resourcing master plan recommendations
3. Training and professional development with technical specialization while ensuring efforts towards succession planning
4. Lifecycle and asset budget planning
5. Continued public engagement in all planning and projects

### 1.3.2 Town of Lincoln Official Plan (2016)

The Town of Lincoln Official Plan (last consolidated in December 2018) is a legislative and policy tool that sets out the vision for where and how Lincoln will grow to the year 2031. The vision for Lincoln is to be a Centre of Excellence for Agriculture – “an inclusive community that values diversity, partnerships, entrepreneurial spirit and works collectively to evolve as a vibrant and successful Greenbelt community where rural and urban land uses are managed to foster agriculturally related economic activity, protect resources for future generations and ensure a high quality of life for its residents.”

The Town of Lincoln promotes an active, healthy lifestyle for residents which include the provisions of parks, trails and recreational facilities that are well distributed and connected. Policies relating to parks and open space are contained in [Section 3.6](#), as well as subsections of various secondary plans.



### 1.3.3 Town of Lincoln Economic Development Studies (2018/2019)

To provide a comprehensive foundation for economic development, the Town of Lincoln is developing three interrelated projects:

- An **Economic Development Strategy & Action Plan** (2018), which will guide economic development efforts in the community over the next five years by recommending specific incentive programs and other actionable ways to support and attract businesses, investment, talent and tourism;
- **Employment Lands Supply & Demand Analysis** (2018), which establishes the amount, location and type of 'Employment Lands' there are required meet forecast growth/demand over the next 25 years; and
- **Employment Lands & Rural Areas Community Improvement Plan** (2019), offers a suite of municipality-led financial incentive programs to assist in promoting investment, improvements and revitalization/development of Lincoln's 'Employment Lands' and 'Rural Areas'.

#### Principal Lincoln Economic Development Roles to Drive Results (Goals)

<b>Open for Business</b>	Town Economic Development Policies and Business Climate: Lincoln is an attractive business location that is competitive, responsive and welcoming to job-generating sustainable economic growth
<b>Business Retention &amp; Expansion</b>	Existing Lincoln businesses and agricultural enterprises thrive and grow
<b>Innovation &amp; Entrepreneurship</b>	Lincoln's businesses and agricultural enterprises embrace innovation and entrepreneurship
<b>Attracting New Investment</b>	New investment is attracted that benefits Lincoln
<b>Talent &amp; Workforce Development</b>	Available talent and skills are aligned with the needs of existing and new Lincoln businesses and agricultural enterprises
<b>Marketing Lincoln to attract talent, visitors and investors</b>	The marketing of Lincoln differentiates it and makes it the choice of investors, visitors and talent.

#### Sectors of Focus (Goals) The Town of Lincoln's business retention, growth and attraction initiatives are judiciously targeted

<b>Agriculture</b>	The Town's Stewardship supports the health, prosperity and technological leadership of Lincoln's agricultural production
<b>Value-added agriculture and food and beverages</b>	Greater value and financial returns from Lincoln's agricultural production are realized locally
<b>Tourism</b>	Lincoln is recognized as being at the centre of a prime Niagara travel destination which capitalizes on the bounty of its land and natural environment
<b>Manufacturing</b>	Lincoln's manufacturing sector is sustained and grows thanks to firms that capitalize on leading-edge technologies and services that answer Lincoln's, Ontario's and the world's needs.



### 1.3.4 Town of Lincoln Transportation Master Plan (2019)

The Town of Lincoln Transportation Master Plan (TMP) is currently under development, and will be Lincoln's first long-term (20+ year) transportation plan. The TMP will address four key topics: roads, walking and cycling, active transportation, goods movement, and transit. It will define the future transportation vision for Lincoln, and identify improvements and strategies to achieve that vision.

Where applicable, the development of the Parks, Recreation and Culture Master Plan has been coordinated with the Transportation Master Plan.

### 1.3.5 Town of Lincoln Parks Master Plan (2010)

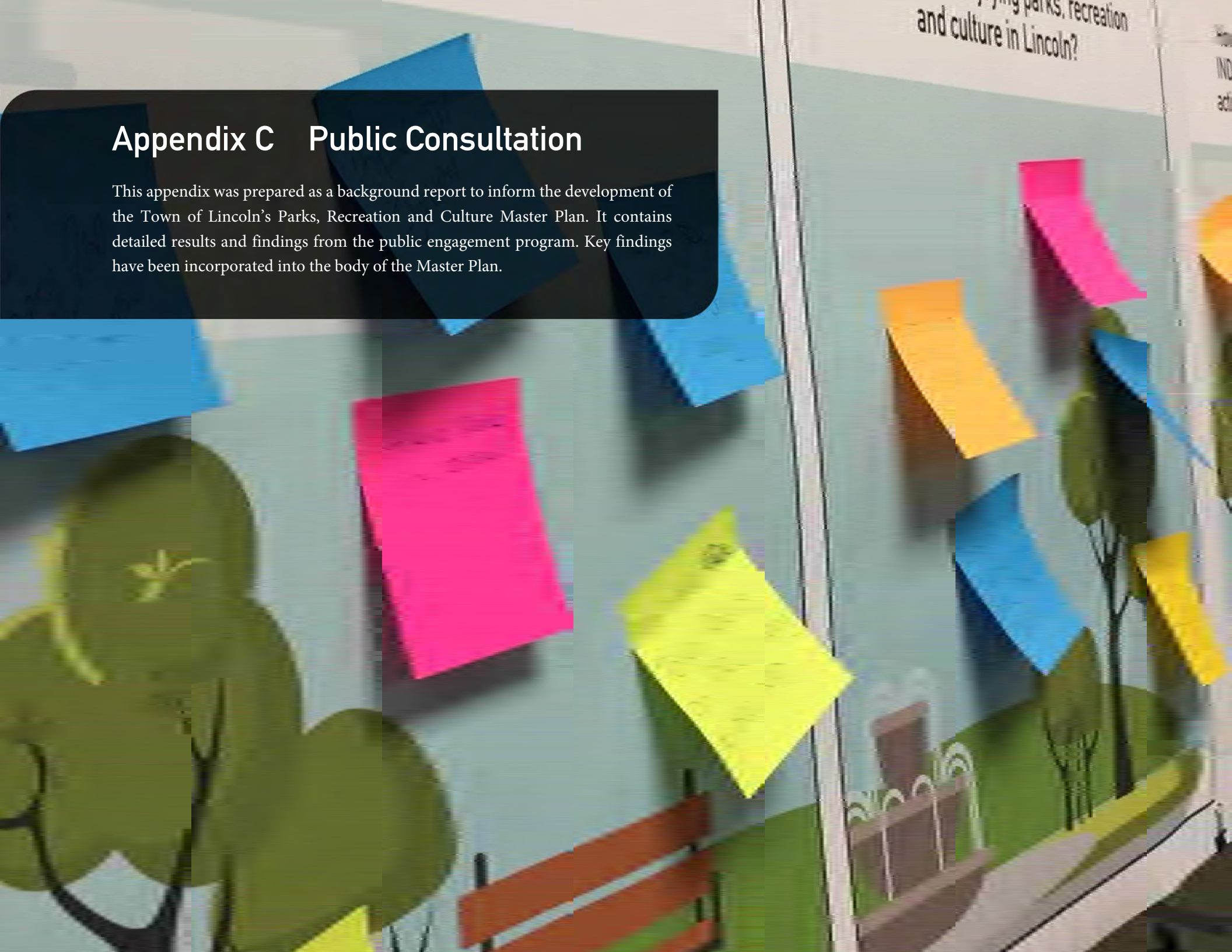
The Parks Master Plan Report (2010) details the development of master plans for Hilary Bald Park, Angelina Prokich Park and Vineland Neighbourhood Park. The study established the community vision and goals; determined needs, preferences and emerging trends; and identified park site opportunities and constraints. The findings were then used to develop a Park Master Plan, which included an implementation plan and fiscal strategy for the three new parks. Angelina Prokich Park is the last property to be developed and is expected to be open to the public in 2019.





## Appendix C Public Consultation

This appendix was prepared as a background report to inform the development of the Town of Lincoln's Parks, Recreation and Culture Master Plan. It contains detailed results and findings from the public engagement program. Key findings have been incorporated into the body of the Master Plan.





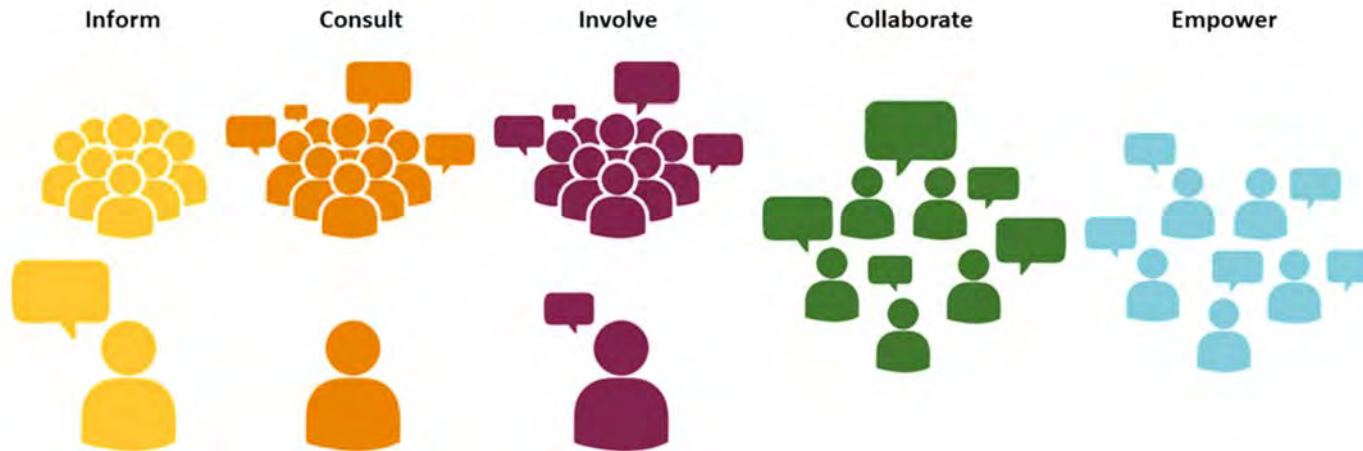
## 1.1 Community Engagement Strategy

Town of Lincoln staff and the Consulting Team developed a comprehensive community engagement strategy involving various engagement tactics employed throughout the consultation period. These touchpoints are intended to help the Town of Lincoln better understand how residents use municipal parks, recreation and cultural programs, services and facilities. The Master Plan's community engagement strategy was guided by the IAP2 (International Association for Public Participation) Public Participation Spectrum.

There were multiple opportunities to provide feedback and engage in discussions about the Master Plan. The first phase of engagement opportunities was designed to generate comments about Lincoln's parks, recreation and culture system and were available throughout late summer and fall 2018. Online engagement tools were open for a pre-determined window of time and in-person sessions were by invitation and facilitated by members of the Consulting Team. The figure below illustrates the five IAP2 levels of public interaction and the subsequent text describes how these were employed through the Master Plan Community Engagement Strategy.



Figure 5 International Association for Public Participation (IAP2) Levels of Public Interaction



### 1.1.1 Inform

- Public awareness and promotional materials were used to inform the public of the project.
- A project website ([www.lincolnprcmp.ca](http://www.lincolnprcmp.ca)) was used to enhance awareness and share information.
- Information display boards rotated through various public events and facilities to inform residents about the Master Plan.

### 1.1.2 Consult

- An online community survey was launched to gather opinions and priorities from households through Lincoln
- Stakeholder Focus Groups were completed to learn more about the needs and ideas of user groups, community organizations and agencies.
- Town staff used a tablet to engage youth through an app with questions asking about parks, recreation and culture in Lincoln
- Town Staff interviews were conducted to leverage information from municipal staff
- Presentations to Senior Management Team, Committee and Town Council were made throughout the process to receive feedback and present the draft and final Plan.

### 1.1.3 Involve

- Public Information Centres (4) were held throughout Lincoln in the initial project phase to identify issues and opinions. Opportunities to get involved included: conversations with the project team, straw poll voting, child's voice drawing submissions, comment notes, identification mapping.
- Public Information Centres (2) were held in the latter project stages to review the draft Plan.

### 1.1.4 Collaborate

- Interviews were held with consulting firms engaged on related municipal projects to share information.
- Regular meetings were held with the Project Team to guide the project, including administration of the community engagement strategy.





### 1.1.5 Master Plan Promotional Materials (sample)



## 1.1.6 Project Website



## 1.2 Community Survey

To support the Master Plan's development, the Town of Lincoln hosted an online community that was available for seven weeks from October to November 2018. Hard copy surveys were also made available at municipal facilities (including the Lincoln Community Centre, which hosts many seniors' activities), at the Public Information Centres and by request. A total of 343 unique responses were received; being a voluntary, self-directed survey, response rates vary by question.

The purpose of the community survey was to elicit information on the parks, recreation and culture needs of Lincoln residents. The Town of Lincoln wants to ensure that the right programs and services are in place to improve quality of life for all residents, and the survey provided the public with an opportunity to have their say.

The survey was estimated to take about 10 to 15 minutes of time to complete depending on the number of questions answered and level of detail provided. The questions were designed to gather information regarding resident and stakeholder participation rates in both organized and unorganized activities, barriers to activity, facility use, suggested improvements, support for investment, and opinion/ agreement with statements regarding municipal support for parks, recreation and culture. Finally, the survey also helped to paint a picture of parks, recreation and culture users in Lincoln by collecting local and town-wide demographics. The complete tabulated survey response data is found at the end of this section.

### 1.2.1 Cross-Tabs

An analysis of relevant cross-tabs (i.e., correlations) was undertaken based on the following variables:

- Area of Residency: surveys completed by respondents living closest to Beamsville versus those living closer to other areas of Lincoln (Campden, Jordan, Tintern, Vineland).
- Barriers to Participation – Parks and Recreation / Cultural Activities: surveys completed by respondents indicating that members of their household are able to participate in parks and recreation / arts and culture activities as often as they would like versus those that are unable to participate as often as they would like.

Although the survey was self-selected, the analysis assumes a significant sample with a 95% confidence level (correct 19 times out of 20). The margin of error varies by subset according to the number of responses. Based on these parameters, the following significant findings are noted.

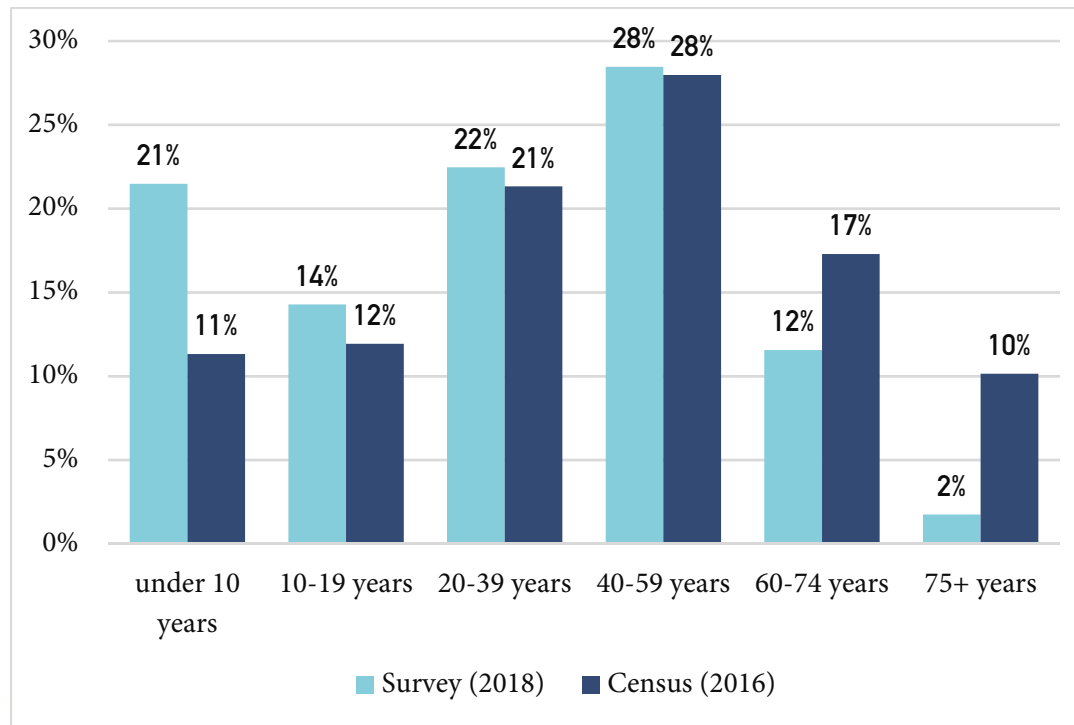


## 1.2.2 Demographics

Two-fifths (40%) of survey respondents were adults between the ages of 36 to 45 years. The lowest representation came from children and youth ages 25 years or younger (2%) and seniors ages 76 years and older (2%). All other age groups represented between 10-20% of survey respondents: young adults age 26 – 35 years (20%), adults between the ages of 46 – 55 years (15%), mature adults between the ages of 56 – 65 years (13%) and older adults between the ages of 66 – 75 years (10%). It should be noted that residents under the age of 16 were not encouraged to complete the survey, but rather participate in the Child and Youth Voice engagement opportunities.

The household composition of survey respondents was generally representative of Lincoln's population, with the exception of children less than ten years (overrepresented and older adults and seniors (underrepresented). Compared to Lincoln's population, young families are most highly represented in the survey, while the very young and old are less so.

**Figure 6 Household Composition of survey respondents compared to 2016 Census (n = 279)**

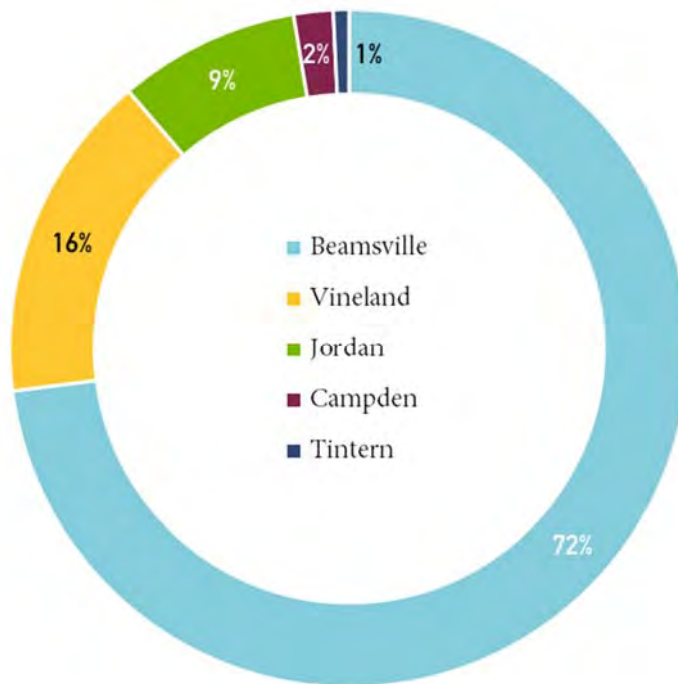




Three-in-five survey respondents described their family structure as a couple with children (61%). Another one-quarter (25%) described their household as a couple with no children (or no children living at home). All other household descriptions were met by 5% or less of survey respondents: youth under 18 years (1%), adult living alone or with extended family (5%), more than one adult sharing a residence (4%), single parent with children (1%), and 2% preferred not to answer.

Nearly all survey respondents were residents of Lincoln (96%); with the remaining 2% living outside Lincoln and 1% were unsure about their official residence. Of those living within the municipal border: 73% lived closest to Beamsville; 16% near Vineland; 9% near Jordan; 2% near Campden and 1% near Tintern. Of those living outside of Lincoln (4%), the majority were from neighbouring municipalities such as St. Catharines, West Lincoln and Grimsby with one from Toronto.

**Figure 7 Geographic distribution of survey respondents (n = 274)**



A review of 2016 Census data at the dissemination area suggests that about 65% of Lincoln's residents live closest to Beamsville and 30% live closest to Vineland/Jordan, though these figures are estimates only.





### 1.2.3 Participation

#### Parks & Recreation

The most popular parks and recreation activities according to survey respondents were unstructured and self-scheduled. Almost three-quarters (73%) had participated in trail walking or hiking for leisure in the last twelve months, just over half (51%) had used playground equipment, and 44% had participated in recreational swimming, beach activities and ice sports. Other commonly selected unstructured parks and recreation opportunities included dog walking (40%), use of a splash pad (40%), and jogging or running for fitness (29%). More specialized, personal interest or individual activities ranked lowest among the available activity options. These included: tennis (9%), pickleball (7%), organized seniors' programs (7%), martial arts (6%) and lacrosse (1%).

Figure 8 Participation in parks and recreation activities and programs (n = 336)

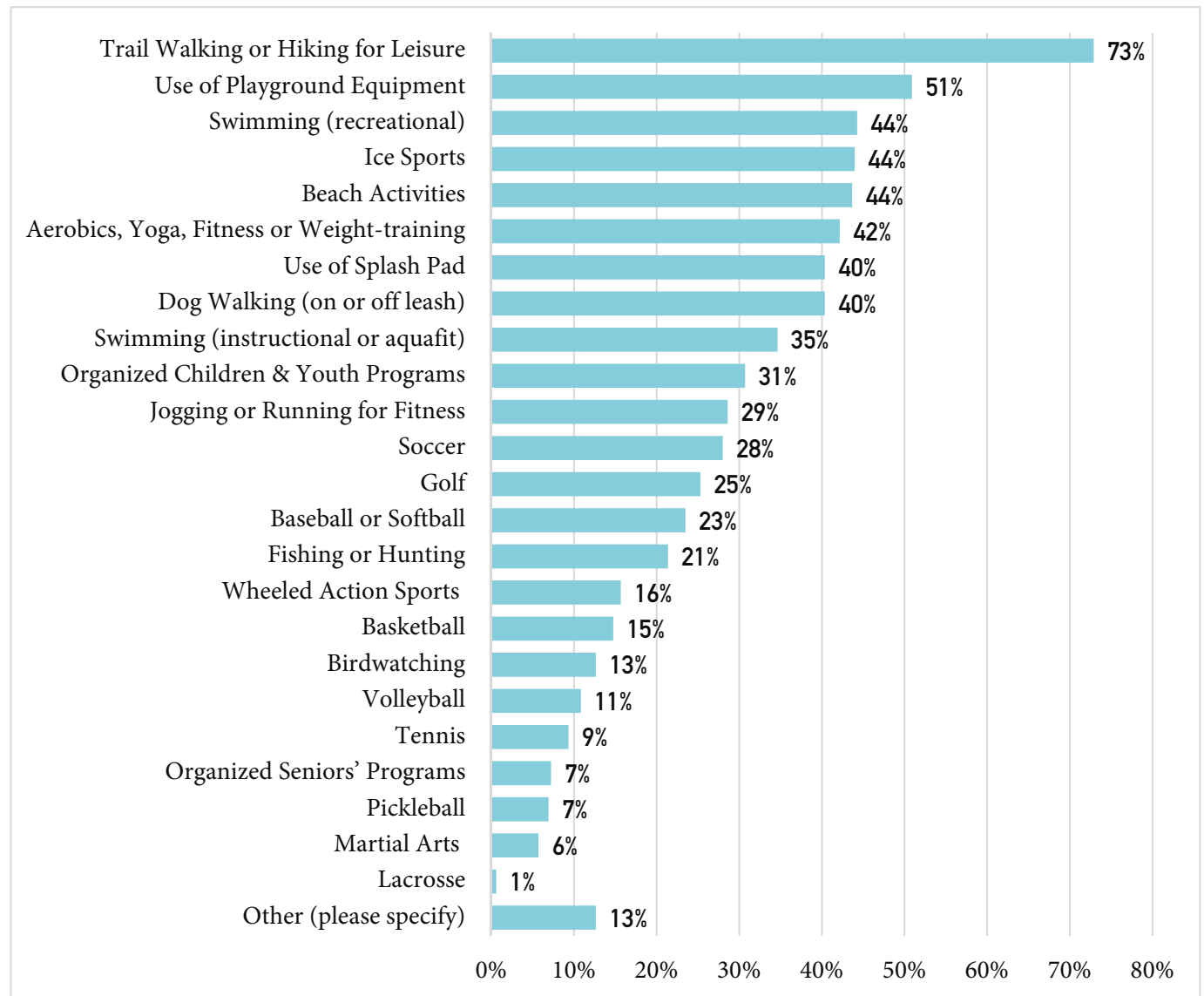
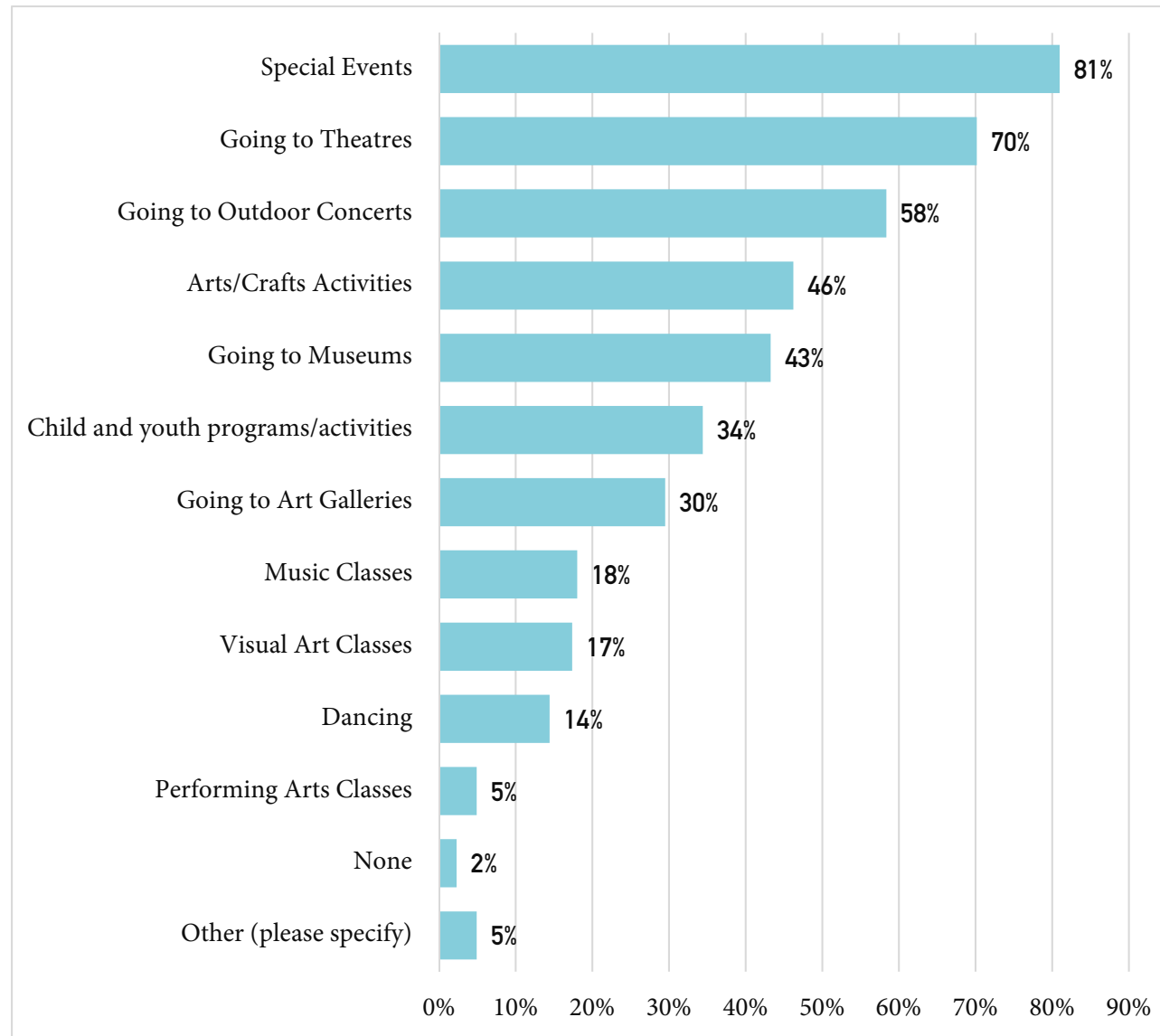


Figure 9 Participation in arts and cultural activities and programs (n = 308)



### Arts & Culture

Four-in-five (81%) survey respondents indicated that they had participated in special events in the last twelve months. Going to theatres was a popular activity for 70% of survey respondents and 58% said they had gone to an outdoor concert. Registered classes were among the lowest levels of participation: music classes (18%), visual art classes (17%), dancing (14%) and performing art classes (5%).



## 1.2.4 Barriers

### Parks & Recreation

More than half (55%) of survey respondents indicated that they are able to participate in parks and recreation activities as often as they would like. Two-in-five (40%) said they were not able to participate as often as they would like, and 5% said they didn't know.

When asked why they were not able to participate in Parks and Recreation activities as often as they would like, the majority response was “lack of desired programs or facilities” (58%). The second most common barrier to participation was “lack of personal time / too busy” (45%) and the third was “program not offered at convenient time” (40%).

Respondents living closest to areas other than Beamsville were more likely than respondents living closest to Beamsville to identify **transportation** as a barrier to participating in parks and recreation activities.

Respondents living closest to Beamsville were more likely than respondents living closest to other areas to suggest that the lack of facilities or programs is a barrier to their participation in parks and recreation activities (though not statistically significant, this subsample placed a higher priority on improving **the provision of gymnasiums, playgrounds, off-leash dog parks, bicycle playgrounds and outdoor ice rinks**).

As the Town of Lincoln continues to grow and expand program, park and facility offerings, it is important to consider the dominant barrier to participation. Additionally, the second and third most common responses indicate that personal interest and/or willingness to participate is a significant factor in the decision to participate in programming, so flexibility and variety in programs and facilities is key.

Figure 10 Ability to participate in parks and recreation (n = 341)

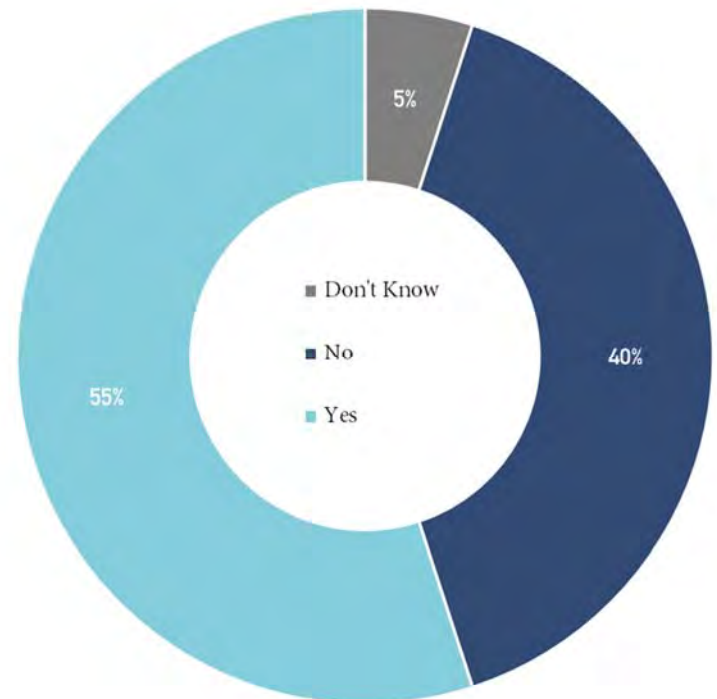
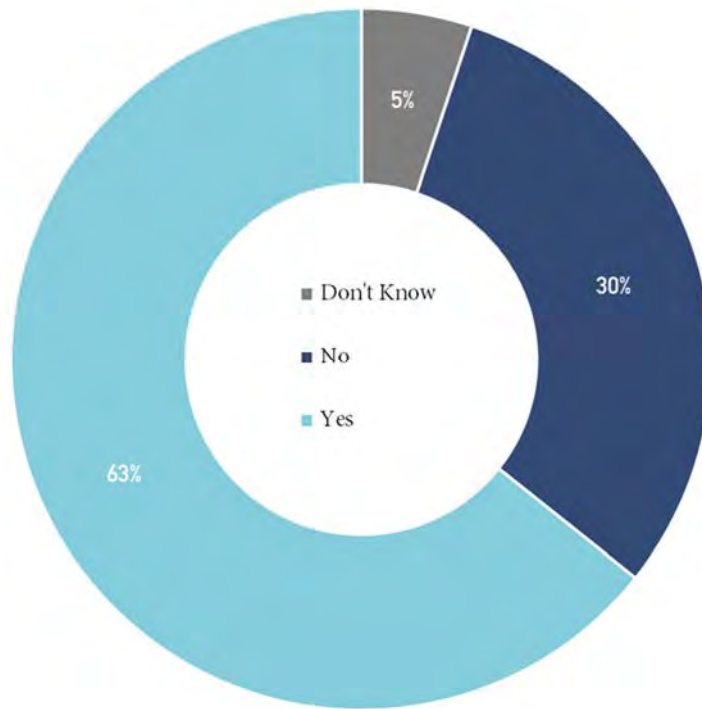


Figure 11 Ability to participate in arts and culture (n = 313)



### Arts & Culture

Almost two-thirds of survey respondents (63%) were able to participate in cultural events and activities as often as they would like. Three-tenths (30%) were not able to participate as often as they would like and 7% didn't know.

Three-in-five (60%) were not able to participate in cultural events or activities as often as they would due to a "lack of personal time / too busy". Just over half (51%) of survey respondents indicated "lack of desired programs or facilities" as a barrier to participation. The third most common barrier to participation in cultural events and activities (30%) was "lack of information / unaware of opportunities".

These responses suggest that residents are interested in cultural events and activities but lack the means or information necessary to participate. As the Town of Lincoln plans for cultural programs, services and facilities moving forward, convenience and promotion will be integral to success.

Respondents indicating that their household is unable to participate in cultural events and activities as often as they would like were more likely than respondents not reporting barriers to indicate that they are also unable to participate in parks and recreation activities as often as they would like.





## 1.2.5 Local & Regional Participation

### Parks & Recreation

Over one-third (37%) of survey respondents indicated that most or all of the parks and recreation needs are met within Lincoln. Another one-third (32%) said about half of their needs were met in town, and the remaining one-third (32%) responded that some or none of their parks and recreation needs were met locally (3% of those responded “don’t know”).

Of those who travelled to other municipalities to participate in parks and recreation, the activities participated in most frequently were: trail walking or hiking for leisure (44%); beach activities (43%); aerobics, fitness or weight training (29%); recreational swimming (24%); and fishing or hunting (22%).

The primary factors leading residents to participate outside of Lincoln were: facility / program not available in the area (61%); facility / program not available in the area at the preferred time (42%); and quality of facility / program is superior (24%).

These responses indicate that residents are generally leaving the municipality to participate in parks and recreation as a result of specialized activities and/or services not currently available within Lincoln. Future planning by the Town of Lincoln should consider all local and regional service providers to ensure gaps in service are being met.

Respondents indicating that their household is unable to participate in parks and recreation activities as often as they would like were more likely than respondents not reporting barriers to **travel outside Lincoln** to meet their household’s parks and recreation needs.



## Arts & Culture

Less than one-quarter (23%) of survey respondents indicated that some or all of their cultural needs are met within Lincoln. Almost another one-quarter (24%) indicated that about half of their cultural needs were met within the municipality, while more than half (53%) indicated that some or none of their cultural needs were met locally (6% of those responded “don’t know”).

The most common cultural events / activities participated in outside of Lincoln included: going to theatres (80%); special events (61%); going to outdoor concerts (51%); going to museums (42%); and going to art galleries (34%).

The most commonly listed reasons why respondents chose to travel outside Lincoln to participate in cultural events / activities were: facility / program not available in the area (75%); special events / exhibitions / festivals / fairs (46%); and facility / program not available in the area at the preferred time (40%).

Review of these responses shows that availability of cultural facilities significantly influences participation and use. Across all local and regional participation questions, the majority of respondents indicated that they travelled to visit or participate in specialized cultural programs and facilities (e.g., theatres, museums, galleries), many of which are more common in larger municipalities.






Respondents indicating that their household is unable to participate in cultural events and activities as often as they would like were more likely than respondents not reporting barriers to **travel outside Lincoln** to meet their household’s cultural needs, particularly for special events.



## 1.2.6 Program & Activity Gaps

### Parks & Recreation

Almost two-thirds (63%) of survey respondents indicated that there are parks and recreation activities and programs not currently available in Lincoln that they would like to see offered. When asked to list examples of activities not currently available the most common requests included: aquatic activities, racquet sports, age-specific programming, active transportation routes and fitness programs.

				
Aquatic Activities	Racquet Sports	Age-specific Programming	Active Transportation	Fitness Programs
65 requests	46 requests	36 requests	35 requests	28 requests

Respondents living closest to Beamsville were more likely than respondents living closest to other areas to **identify parks and recreation activities or programs that they would like to see provided in Lincoln that are not currently available.**

### Arts & Culture

40% of survey respondents indicated that there are cultural events or activities not currently available in Lincoln that they would like to see offered. When asked to list examples of activities not currently available the most common requests included: musical performances, community events, theatre arts, visual arts and instructional classes.

				
Musical Performances	Community Events	Theatre Arts	Visual Arts	Instructional Classes
38 requests	38 requests	35 requests	32 requests	22 requests

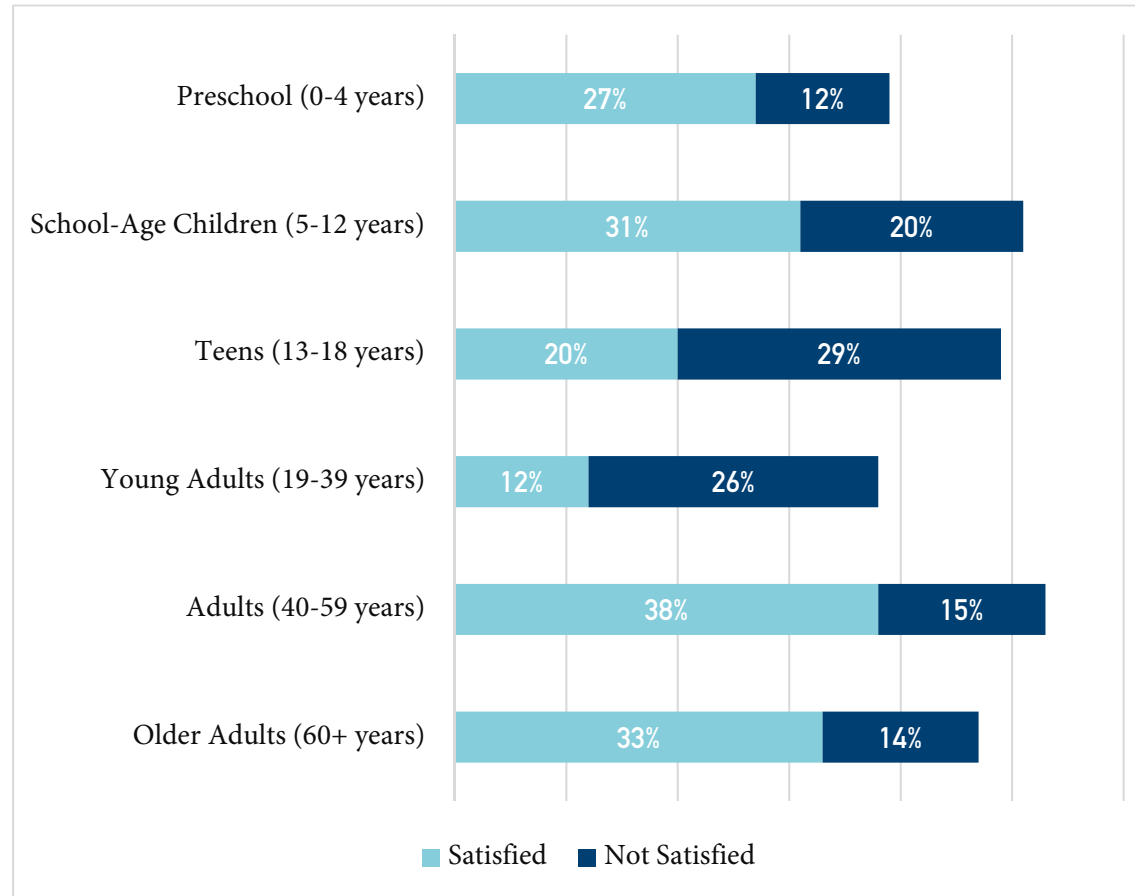
## 1.2.7 Importance & Satisfaction

### Program Opportunities

The following series of questions examine levels of satisfaction and importance placed on parks, recreation and culture opportunities within the municipality. The first question addresses opportunities available for various demographic age-groups. Survey respondents were highly satisfied with recreation and cultural activities in Lincoln for adults and older adults (38% and 33%, respectively), fairly satisfied with opportunities for children (31% school-age and 27% preschool), and least satisfied with opportunities for teens and young adults (20% and 12%, respectively).

Respondents living closest to Beamsville were more likely than respondents living closest to other areas to be **satisfied with leisure activities for older adults** (age 60+ years).

Figure 12 Levels of satisfaction with age-group opportunities (n = 259 to 270)



Note: Neutral and 'Don't Know' responses not shown



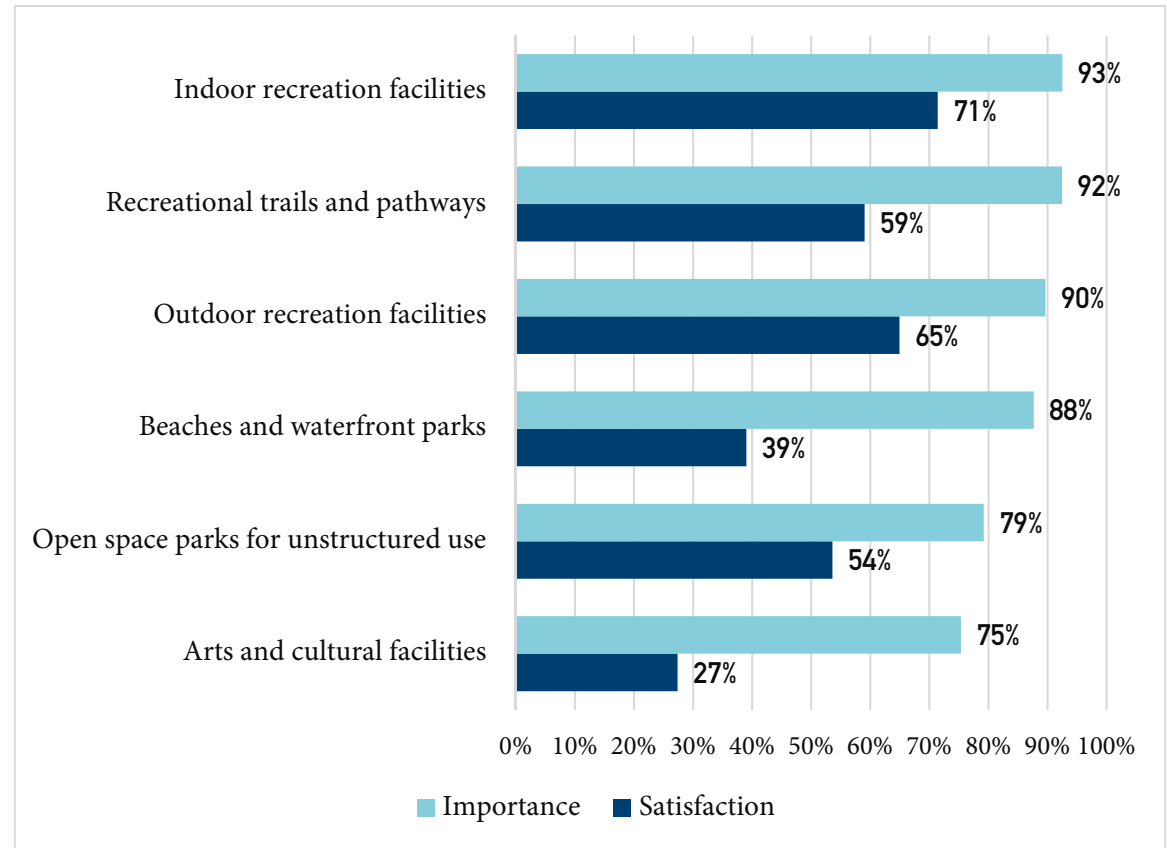


## Parks, Recreation & Culture Facilities

Survey respondents were provided with a list of six parks, recreation and culture facility types available in Lincoln. They were asked to rank each based on their personal and/or household levels of importance and satisfaction. The figure at right illustrates survey responses; large differences between importance and satisfaction are generally indicative of a gap between resident expectations and Town of Lincoln provisions. According to survey respondents, the three most important facility types were: indoor recreation facilities (93%), recreational trails and pathways (92%), and outdoor recreation facilities (90%). Levels of satisfaction were also highest among the same three (most important) facilities: indoor recreation facilities (71%), recreational trails and pathways (59%), and outdoor recreation facilities (65%).

There are notable gaps between levels of importance and satisfaction with parks, recreation and culture facilities in Lincoln. For all six listed options, levels of importance were much higher than levels of satisfaction, indicating that there is a gap between expected and provided levels of service for these facilities. This gap is largest for beaches / waterfront parks and art / cultural facilities, indicating that the Town of Lincoln is not meeting resident expectations in these areas.

Figure 13 Levels of importance and satisfaction with municipal parks, recreation and cultural facilities (n = 293 to 299)



Note: Neutral and 'Don't Know' responses not shown

Respondents living closest to areas other than Beamsville were more likely than respondents living closest to Beamsville to be **satisfied with beaches and waterfront parks** in Lincoln.

### 1.2.8 Additional Investment

Building on the previous question, survey respondents were asked to indicate their level of support for improvement in the number and/or quality of a variety of facilities. The survey questions were subdivided into indoor and outdoor facilities to simplify the question scope and decrease the burden of responding to a lengthy list. However, the results have been combined within this analysis to illustrate where the two sub-divisions of facility types rank when compared against one another.

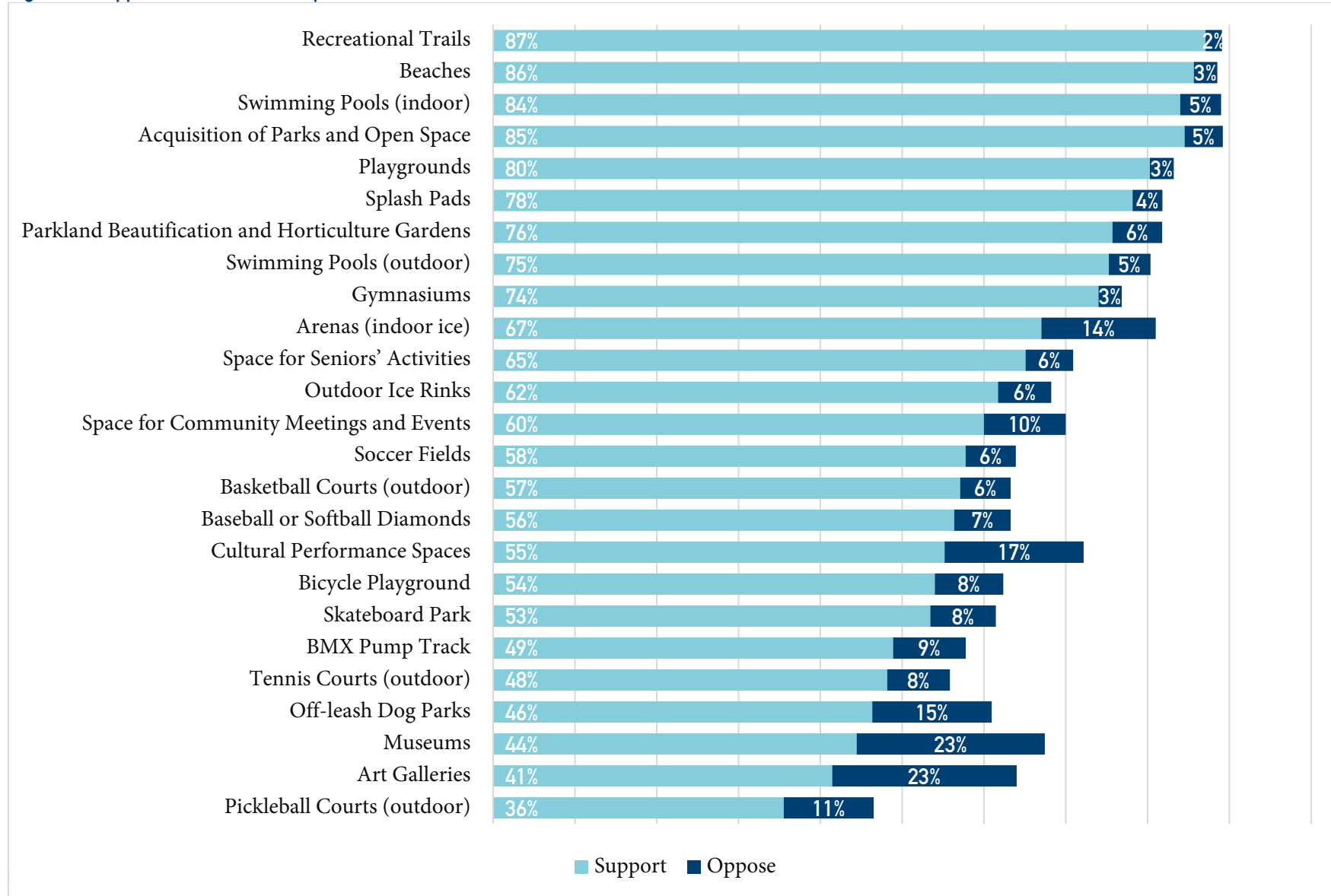
The following figure illustrates the full investment results (both indoor and outdoor facilities). Note: results do not include: “neutral”, “don’t know” or skipped responses and therefore may not add to 100%.

The top five facilities with support for additional investment are all associated with unstructured opportunities for recreation and received more than 80% support. These included: recreational trails (87%), beaches (86%), indoor swimming pools (85%), acquisition of parks and open space (85%) and playgrounds (80%). Similar to previous responses within the survey, these results indicate strong demand for unstructured, drop-in and passive recreation opportunities by the majority of respondents. Investment in facilities that serve a broad range of uses for residents of all ages and abilities were well supported.

Conversely, the lowest-ranked facilities which received support from less than 50% of survey respondents were special-interest or individually focused. These included: BMX pumptrack (49%), outdoor tennis courts (48%), off-leash dog parks (46%), museums (44%), art galleries (41%) and outdoor pickleball courts (36%). Nevertheless, there is demand for specialized facilities from those groups that participate most. Despite lower representation for some facility types, it is possible that investment would result in increased use by those populations.



Figure 14 Support for investment in parks, recreation and culture facilities (n = 274 to 284)

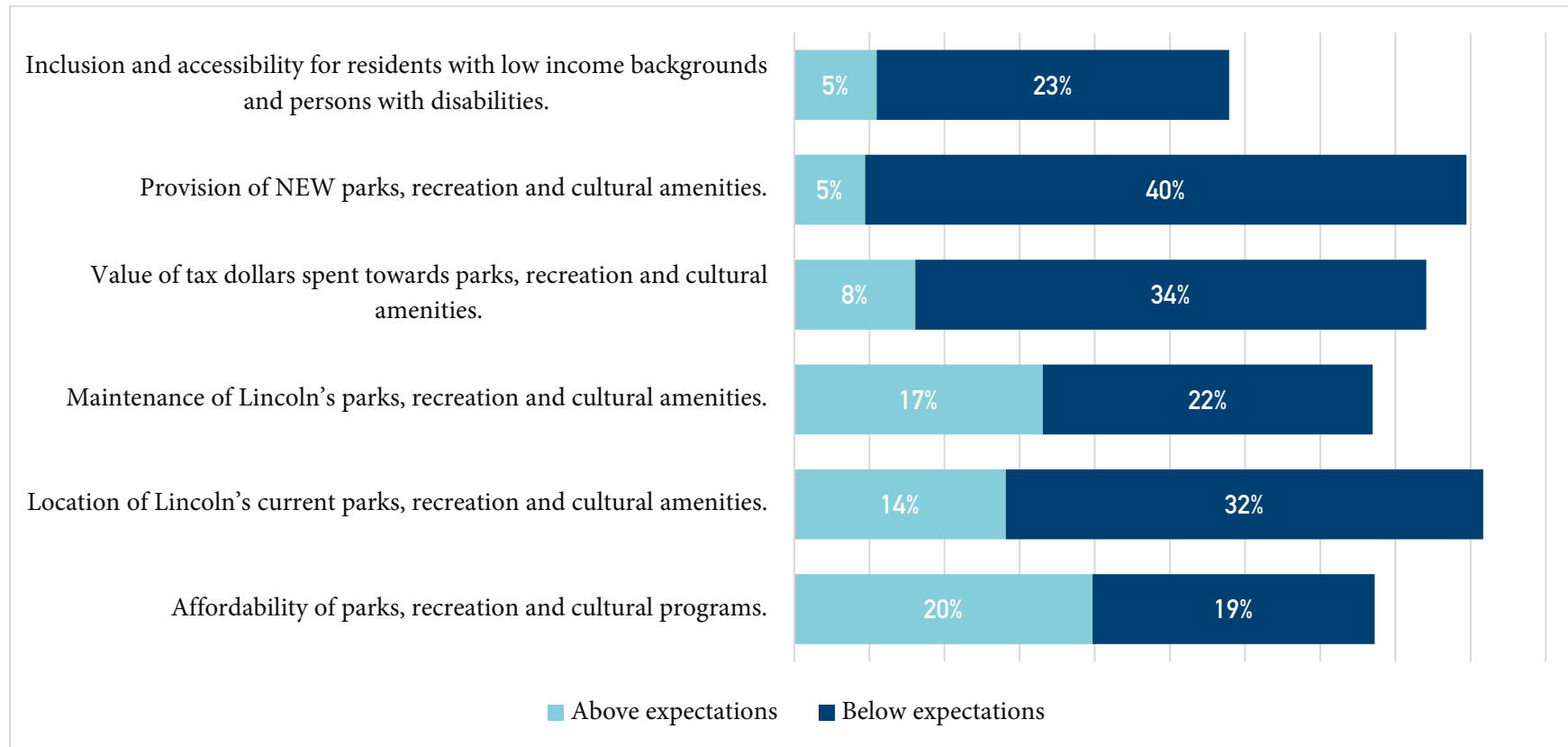


Note: Neutral and 'Don't Know' responses not shown

### 1.2.9 Perceived Support

Respondents were asked to indicate their level of satisfaction on the Town of Lincoln's current ability to provide appropriate recreation/leisure services. Across all listed options, respondents generally stated that services are below expectations. The most significant gap was "provision of new parks, recreation and cultural amenities", with two-in-five (40%) indicating that the Town of Lincoln does not provide enough of this. By comparison, affordability of programs and maintenance of amenities rated more positively than the other options selected.

Figure 15 Perception of Town's ability to provide recreation/leisure services (n = 277 to 281)



Note: Neutral and 'Don't Know' responses not shown



## 1.2.10 Online Survey – Detailed Results

**1 In the past 12 months, have you or anyone in your household participated in any of the following (parks and recreation) activities?**  
By participation, we mean situations where you or a member of your household actively participated, either at home or in public.

	#	%		#
Aerobics, Yoga, Fitness or Weight-training	143	43%	<i>walking</i>	10
Trail Walking or Hiking for Leisure	246	73%	<i>cycling</i>	6
Jogging or Running for Fitness	97	29%	<i>scouting</i>	4
Use of Playground Equipment	171	51%	<i>dance</i>	3
Use of Splash Pad	135	40%	<i>disc golf</i>	3
Swimming (instructional or aquafit)	117	35%	<i>paddlesports</i>	3
Swimming (recreational)	151	45%	<i>carpet bowling</i>	2
Beach Activities	148	44%	<i>fitness</i>	2
Fishing or Hunting	73	22%	<i>football</i>	2
Birdwatching	44	13%	<i>art class</i>	1
Ice Sports (e.g., hockey, ringette, figure skating or ice skating)	149	44%	<i>badminton</i>	1
Golf	84	25%	<i>camping</i>	1
Soccer	93	28%	<i>dog park</i>	1
Lacrosse	2	1%	<i>kite flying</i>	1
Pickleball	23	7%	<i>library</i>	1
Tennis	31	9%	<i>music</i>	1
Baseball or Softball	80	24%	<i>picnic</i>	1
Basketball	49	15%	<i>ringette</i>	1
Volleyball	37	11%	<i>rock climbing</i>	1
Wheeled Action Sports (e.g., skateboarding, BMX, mountain bike)	53	16%	<i>roller derby</i>	1
Dog Walking (on or off leash)	136	40%	<i>Total</i>	46
Martial Arts (e.g., kick boxing, karate)	19	6%		
Organized Children & Youth Programs (e.g., day camps)	103	31%		
Organized Seniors' Programs (e.g., cards, dancing)	24	7%		
<i>Other (please specify)</i>	43	13%		
answered question	336			
skipped question	7			

**2 Are you and members of your household able to participate in parks and recreation activities (e.g., sports, fitness, outdoor play, etc.) as often as you would like?**

	#	%
Yes	187	55%
No	138	40%
Don't Know	16	5%
answered question	341	100%
skipped question	2	



**3 Why are you NOT able to participate in parks and recreation activities as often as you would like? (multiple mentions allowed)**

	#	%	% of sample
Lack of motivation	20	13%	6%
Lack of desired programs or facilities	89	58%	26%
Program not offered at convenient time	63	41%	18%
Lack of money / Too expensive	43	28%	13%
Lack of information / Unaware of opportunities	51	33%	15%
Lack of transportation / Facility too far away	22	14%	6%
Lack of personal time / Too busy	65	42%	19%
Health problems / Disability / Age	18	12%	5%
Language / Cultural Barrier	0	0%	0%
Lack of Child Care	25	16%	7%
Don't Know	2	1%	1%
<i>Other (please specify)</i>	12	8%	4%
answered question	154		
skipped question	189		

<i>Other</i>	#
<i>angelina prokich park not built</i>	3
<i>no off leash dog park</i>	3
<i>cancelled programs</i>	2
<i>need more participation</i>	2
<i>no local programs</i>	1
<i>no park nearby</i>	1
<i>no public boat ramp</i>	1
<i>Total</i>	13

**4 Generally, what percentage of your household's parks and recreation needs are met within Lincoln?**

	#	%
All (100%)	22	7%
Most (67-99%)	101	30%
About Half (34-66%)	108	32%
Some (1-33%)	82	24%
None (0%)	16	5%
Don't Know	9	3%
answered question	338	100%
skipped question	5	



**5 What recreation and/or leisure activities do you (or members of your household) participate in most frequently outside of Lincoln? (multiple mentions allowed)**

	#	%	% of sample	Other	#
Aerobics, Yoga, Fitness or Weight Training	86	29%	25%	cycling	7
Trail Walking or Hiking for Leisure	130	44%	38%	camping	3
Jogging or Running for Fitness	28	9%	8%	disc golf	3
Use of Playground Equipment	35	12%	10%	fitness	3
Use of Splash Pad	36	12%	11%	paddlesports	3
Swimming (instructional or aquafit)	61	20%	18%	football	2
Swimming (recreational)	73	24%	22%	gymnastics	2
Beach Activities	128	43%	38%	art class	1
Fishing or Hunting	66	22%	20%	badminton	1
Birdwatching	15	5%	4%	ballet	1
Ice Sports (e.g., hockey, ringette, figure skating or ice skating)	44	15%	13%	boating	1
Golf	56	19%	17%	dodgeball	1
Soccer	28	9%	8%	dog park	1
Lacrosse	3	1%	1%	kids	1
Pickleball	16	5%	5%	photography	1
Tennis	26	9%	8%	pickleball	1
Baseball or Softball	33	11%	10%	picnic	1
Basketball	20	7%	6%	ringette	1
Volleyball	22	7%	7%	roller derby	1
Wheeled Action Sports (e.g., mountain biking, BMX, skateboarding)	23	8%	7%	rugby	1
Dog Walking (on or off leash)	54	18%	16%	scouting	1
Martial Arts (e.g., kick boxing, karate)	6	2%	2%	sightseeing	1
Organized Children & Youth Programs (e.g., day camps)	49	16%	14%	skate park	1
Organized Seniors' Programs (e.g., cards, dancing)	6	2%	2%	sledge hockey	1
Other (please specify)	39	13%	12%	swimming	1
answered question	298			walking	1
skipped question	45			Total	42

**6 What factors lead you (and your household) to seek recreation and leisure activities outside of Lincoln? (multiple mentions allowed)**

	#	%	% of sample	Other	#	Other	#
"Connected" to the other community / Used to live there	53	18%	16%	Facility / Program is not available in the area	10	walking	2
Closer to home, work or school	32	11%	9%	variety	9	waterfront	2
Facility / Program not available in the area at the preferred time	123	42%	36%	swimming	6	boating	1
Facility / Program is not available in the area	176	60%	52%	Quality of facility / Program is superior	5	convenience	1
Less expensive elsewhere	25	9%	7%	trails	5	festival	1
Quality of facility / Program is superior	72	25%	21%	"Connected" to the other community / Used to live there	3	golf	1
Tournaments / Special events / Travel teams	36	12%	11%	dog park	3	membership	1
Don't Know	15	5%	4%	Closer to home, work or school	2	splash pad	1
Other (please specify)	39	13%	12%	nature	2	subsidy	1
answered question	292			park	2	theatre	1
skipped question	51					Total	59

7 If applicable, list up to two (2) parks, recreation and leisure activities/programs that you (or members of your household) would like to see provided in Lincoln that are NOT currently available.

<i>answered question</i>	217	<i>Answer</i>	<i>#</i>	<i>Answer</i>	<i>#</i>	<i>Answer</i>	<i>#</i>
<i>skipped question</i>	126	<i>aquatics</i>	65	<i>field sports</i>	8	<i>archery</i>	1
		<i>racquet sports</i>	46	<i>playground</i>	5	<i>birdwatching</i>	1
		<i>age-specific</i>	36	<i>arts &amp; culture</i>	4	<i>carpet bowling</i>	1
		<i>active transportation</i>	35	<i>golf</i>	4	<i>dance</i>	1
		<i>fitness</i>	28	<i>accessibility</i>	3	<i>dodgeball</i>	1
		<i>dog park</i>	26	<i>ball hockey</i>	3	<i>fishing</i>	1
		<i>winter activities</i>	24	<i>gymnastics</i>	3	<i>general interest</i>	1
		<i>court sports</i>	22	<i>library</i>	3	<i>martial arts</i>	1
		<i>waterfront</i>	19	<i>gender-specific</i>	2	<i>camping</i>	1
		<i>area-specific</i>	17	<i>disabled sports</i>	2	<i>sports</i>	1
		<i>skate park</i>	16	<i>disc golf</i>	2	<i>paddlesports</i>	1
		<i>parks</i>	16	<i>softball &amp; baseball</i>	2	<i>Total</i>	416
		<i>facility</i>	13	<i>affordability</i>	1		

8 Which cultural events and activities, listed below, have you (or members of your household) participated in or attended within the last 12 months? (multiple mentions allowed)

	<i>#</i>	<i>%</i>	<i>Other</i>	<i>#</i>
Going to Theatres	215	70%	<i>music</i>	6
Going to Art Galleries	91	30%	<i>library</i>	4
Going to Museums	133	43%	<i>sports</i>	2
Going to Outdoor Concerts	179	58%	<i>special events</i>	1
Special Events (e.g., fairs, festivals, movie nights, etc.)	249	81%	<i>animals</i>	1
Arts/Crafts Activities	141	46%	<i>walking</i>	1
Child and youth programs/activities (i.e., day camps)	106	34%	<i>theatre</i>	1
Dancing	45	15%	<i>comedy</i>	1
Visual Art Classes (e.g., painting, drawing, pottery, etc.)	54	18%	<i>sightseeing</i>	1
Music Classes	56	18%	<i>Total</i>	18
Performing Arts Classes	15	5%		
None	7	2%		
<i>Other (please specify)</i>	15	5%		
<i>answered question</i>	308			
<i>skipped question</i>	35			

9 Are you and members of your household able to participate in cultural events and activities (e.g. special events, exhibits, performances, etc.) as often as you would like?

	<i>#</i>	<i>%</i>
Yes	196	63%
No	96	31%
Don't Know	21	7%
<i>answered question</i>	313	100%
<i>skipped question</i>	30	



**10 Why are you and members of your household NOT able to participate in cultural events and activities as often as you would like? (multiple mentions allowed)**

	#	%	% of sample
Lack of personal time / Too busy	70	59%	22%
Lack of desired programs or facilities	61	52%	19%
Program not offered at convenient time	28	24%	9%
Lack of money / Too expensive	32	27%	10%
Lack of information / Unaware of opportunities	36	31%	12%
Lack of transportation / Facility too far away	12	10%	4%
Health problems / Disability / Age	5	4%	2%
Language / Cultural Barrier	1	1%	0%
Lack of Child Care	14	12%	4%
Don't Know	8	7%	3%
Other (please specify)	3	3%	1%
answered question	118		
skipped question	225		

Other	#
Program not offered at convenient time	1
Lack of transportation / Facility too far away	2
Total	3

**11 Generally, what proportion of your household's cultural needs are met within Lincoln**

	#	%
All (100%)	18	6%
Most (67-99%)	53	17%
About Half (34-66%)	75	24%
Some (1-33%)	117	37%
None (0%)	33	11%
Don't Know	17	5%
answered question	313	100%
skipped question	30	

**12 What cultural events/activities do you or members of your household participate in most frequently outside of Lincoln? (multiple mentions allowed)**

	#	%	% of sample
Going to Theatres	227	79%	73%
Going to Art Galleries	96	34%	31%
Going to Museums	120	42%	38%
Going to Outdoor Concerts	147	51%	47%
Special Events (e.g., fairs, festivals, movie nights, etc.)	175	61%	56%
Arts/Crafts Activities	60	21%	19%
Child and youth programs/activities (i.e., day camps)	49	17%	16%
Dancing	26	9%	8%
Visual Art Classes (e.g., painting, drawing, pottery, etc.)	33	12%	11%
Music Classes	18	6%	6%
Performing Arts Classes	9	3%	3%
None	11	4%	4%
Other (please specify)	11	4%	4%
answered question	286		
skipped question	57		

Other	#
music	5
sports	3
theatre	2
cooking	1
comedy	1
special events	1
Total	13



**13 Why does your household participate in these cultural activities outside of Lincoln? (multiple mentions allowed)**

	#	%	% of sample		
"Connected" to the other community / Used to live there	43	16%	14%		
Closer to home, work or school	19	7%	6%		
Facility / program not available in the area at the preferred time	111	40%	35%		
Facility / program is not available in the area	208	75%	66%		
Less expensive elsewhere	15	5%	5%		
Quality of facility / Program is superior	81	29%	26%	<i>Other</i>	<i>#</i>
Special events / Exhibitions / Festivals / Fairs	127	46%	41%	<i>variety</i>	2
Don't Know	5	2%	2%	<i>Quality of facility / Program is superior</i>	2
<i>Other (please specify)</i>	7	3%	2%	<i>Facility / program is not available in the area</i>	1
answered question	277			<i>culture in other cities</i>	1
skipped question	66			<i>Total</i>	6

**14 If applicable, list up to two (2) cultural events or activities that you (or members of your household) would like to see provided in Lincoln that are NOT currently available.**

<i>answered question</i>	135	<i>Answer</i>	<i>#</i>	<i>Answer</i>	<i>#</i>
<i>skipped question</i>	208	<i>music</i>	38	<i>sports</i>	7
		<i>events</i>	38	<i>museum</i>	4
		<i>theatre arts</i>	35	<i>camps</i>	3
		<i>visual arts</i>	32	<i>history &amp; culture</i>	3
		<i>instructional</i>	22	<i>farmer's market</i>	2
		<i>cinema</i>	22	<i>community centre</i>	2
		<i>age-specific</i>	15	<i>dogs</i>	2
		<i>arts venue</i>	10	<i>area-specific</i>	2
		<i>wine/food</i>	8	<i>general interest</i>	1
		<i>dance</i>	7	<i>library</i>	1
				<i>Total</i>	254

**15 In general, how important are the following items to your household?**

	1		2		3		4		5		Don't know / Don't use		Answered Question	
	Not at all Important		Somewhat Unimportant		Neither Unimportant nor Important		Somewhat Important		Very Important				#	%
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Indoor recreation facilities such as arenas and community spaces	7	2%	7	2%	8	3%	80	27%	195	65%	1	0%	298	100%
Outdoor recreation facilities such as sports fields, playgrounds and pools	7	2%	7	2%	13	4%	58	20%	206	70%	3	1%	294	100%
Recreational trails and pathways	4	1%	2	1%	14	5%	71	24%	203	69%	2	1%	296	100%
Arts and cultural facilities such as museums and event spaces	8	3%	21	7%	42	14%	146	49%	76	26%	3	1%	296	100%
Open space parks for unstructured use	8	3%	9	3%	40	14%	107	37%	124	42%	5	2%	293	100%
Beaches and waterfront parks	3	1%	7	2%	19	6%	83	28%	176	59%	8	3%	296	100%





**16 What is your level of satisfaction with the following parks, recreation and cultural facilities in Lincoln?**

	1		2		3		4		5		Don't know / Don't use		Answered Question	
	Not at all satisfied		Somewhat dissatisfied		Neither satisfied nor dissatisfied		Somewhat satisfied		Very satisfied					
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Indoor recreation facilities such as arenas and community spaces	13	4%	33	11%	28	9%	121	41%	92	31%	11	4%	298	100%
Outdoor recreation facilities such as sports fields, playgrounds and pools	8	3%	48	16%	30	10%	145	49%	48	16%	16	5%	295	100%
Recreational trails and pathways	20	7%	46	15%	43	14%	119	40%	58	20%	11	4%	297	100%
Arts and cultural facilities such as museums and event spaces	21	7%	55	19%	99	33%	63	21%	19	6%	39	13%	296	100%
Open space parks for unstructured use	10	3%	26	9%	77	26%	112	38%	46	16%	23	8%	294	100%
Beaches and waterfront parks	41	14%	67	23%	48	16%	83	28%	34	11%	23	8%	296	100%

**17 For each age group listed below, what is your level of satisfaction with the recreation/cultural activities available in Lincoln?**

	1		2		3		4		5		Don't know / Don't use		Answered Question	
	Not at all satisfied		Somewhat dissatisfied		Neither satisfied nor dissatisfied		Somewhat satisfied		Very satisfied					
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Preschool Children (0 - 4 years)	12	5%	25	10%	23	9%	51	20%	34	13%	116	44%	261	100%
School-Age Children (5 - 12 years)	8	3%	32	12%	27	10%	69	26%	36	13%	96	36%	268	100%
Teens (13 - 18 years)	20	8%	46	18%	28	11%	24	9%	9	3%	134	51%	261	100%
Young Adults (19 - 39 years)	24	9%	51	20%	37	14%	38	15%	14	5%	95	37%	259	100%
Adults (40 - 59 years)	16	6%	35	13%	45	17%	64	24%	16	6%	86	33%	262	100%
Older Adults (60+ years)	9	3%	23	9%	27	10%	45	17%	27	10%	139	51%	270	100%

**18 For the indoor amenities and facilities listed below, to what degree do you support/oppose ADDITIONAL spending towards their improvement, maintenance and/or additions?**

	1		2		3		4		5		Don't know / Don't use		Answered Question	
	Strongly oppose		Somewhat oppose		Neither oppose nor support		Somewhat support		Strongly support					
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Cultural Performance Spaces	14	5%	34	12%	66	23%	88	31%	67	24%	14	5%	283	100%
Museums	23	8%	41	14%	76	27%	76	27%	49	17%	18	6%	283	100%
Art Galleries	23	8%	41	15%	80	29%	68	24%	47	17%	20	7%	279	100%
Arenas (indoor ice)	10	4%	30	11%	41	14%	81	29%	109	39%	12	4%	283	100%
Space for Community Meetings and Events	3	1%	25	9%	74	26%	102	36%	69	24%	10	4%	283	100%
Gymnasiums	4	1%	4	1%	54	19%	86	30%	124	44%	12	4%	284	100%
Swimming Pools (indoor)	5	2%	9	3%	17	6%	63	22%	180	63%	10	4%	284	100%
Space for Seniors' Activities	8	3%	9	3%	43	15%	76	27%	105	38%	38	14%	279	100%
Other (please specify)													35	

**19 For the outdoor amenities and facilities listed below, to what degree do you support/oppose ADDITIONAL spending towards their improvement, maintenance and/or additions?**

	1		2		3		4		5		Don't know / Don't use		Answered Question	
	Strongly oppose		Somewhat oppose		Neither oppose nor support		Somewhat support		Strongly support					
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Acquisition of Parks and Open Space	8	3%	7	2%	25	9%	87	31%	149	53%	5	2%	281	100%
Parkland Beautification and Horticulture Gardens	6	2%	12	4%	45	16%	99	35%	115	41%	6	2%	283	100%
Baseball or Softball Diamonds	4	1%	15	5%	71	25%	77	28%	80	29%	32	11%	279	100%
Soccer Fields	3	1%	14	5%	68	24%	79	28%	83	30%	34	12%	281	100%
Basketball Courts (outdoor)	2	1%	15	5%	65	23%	97	35%	62	22%	38	14%	279	100%
Recreational Trails	2	1%	5	2%	23	8%	73	26%	171	61%	8	3%	282	100%
Off-leash Dog Parks	22	8%	20	7%	69	25%	46	17%	82	30%	38	14%	277	100%
Outdoor Ice Rinks	2	1%	16	6%	68	24%	81	29%	92	33%	21	8%	280	100%
Pickleball Courts (outdoor)	10	4%	19	7%	79	29%	53	19%	45	16%	70	25%	276	100%
Tennis Courts (outdoor)	10	4%	12	4%	75	27%	78	28%	56	20%	47	17%	278	100%
Playgrounds	3	1%	5	2%	31	11%	65	23%	157	56%	17	6%	278	100%
Splash Pads	3	1%	7	3%	33	12%	69	25%	149	53%	18	6%	279	100%
Swimming Pools (outdoor)	8	3%	6	2%	40	14%	79	28%	131	47%	15	5%	279	100%
Beaches	4	1%	4	1%	20	7%	73	26%	169	60%	13	5%	283	100%
Skateboard Park	12	4%	11	4%	62	22%	72	26%	77	28%	45	16%	279	100%
Bicycle Playground	11	4%	12	4%	60	22%	76	27%	76	27%	44	16%	279	100%
Bicycle Playground / BMX Pump Track	13	5%	12	4%	71	26%	64	23%	69	25%	45	16%	274	100%
Other (please specify)													24	

**20 For the items listed below, please indicate your level of satisfaction with Town's current ability to provide appropriate recreation/leisure services.**

	1		2		3		4		5		Don't know / Don't use		Answered Question	
	Greatly below expectations		Below expectations		Matched expectations		Exceeds Expectations		Greatly exceeds expectations					
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Affordability of parks, recreation and cultural programs.	10	4%	42	15%	151	54%	44	16%	13	5%	21	7%	281	100%
Location of Lincoln's current parks, recreation and cultural amenities.	12	4%	77	27%	137	49%	31	11%	9	3%	15	5%	281	100%
Maintenance of Lincoln's parks, recreation and cultural amenities.	11	4%	51	18%	161	57%	40	14%	6	2%	13	5%	282	100%
Value of tax dollars spent towards parks, recreation and cultural amenities.	16	6%	78	28%	105	38%	18	6%	4	1%	56	20%	277	100%
Provision of NEW parks, recreation and cultural amenities.	26	9%	84	30%	97	35%	12	4%	1	0%	59	21%	279	100%
Inclusion and accessibility for residents with low income backgrounds and persons with disabilities.	18	6%	46	17%	92	33%	13	5%	2	1%	106	38%	277	100%

**21 Please provide any additional comments you may have regarding parks, recreation and culture opportunities in Lincoln. Please use a maximum of 100 words.**

answered question	131
skipped question	212

Primary Themes	#
Parks and park improvements	25
Town needs a pool	20
Indoor facilities needed	18



**22 What is the total number of persons within your household that fall into the following age categories?**

2016 Census

	# house-				
	holds	# persons	%	# persons	%
under 10 years	113	200	21%	2,695	11%
10 - 19 years	87	133	14%	2,840	12%
20 - 39 years	129	208	22%	5,075	21%
40 - 59 years	157	266	29%	6,655	28%
60 - 74 years	67	108	12%	4,115	17%
75 years and over	13	16	2%	2,415	10%
total persons		931	100%	23,795	100%
answered question	279				
skipped question	64				

**23 In what year were you born? (Optional)**

Age	#	%
25 years or younger	5	3%
26-35 years	37	19%
36-45 years	76	40%
46-55 years	28	15%
56-65 years	25	13%
66-75 years	18	9%
76 years or older	3	2%
answered question	192	100%
skipped question	151	

**24 Which choice best describes your household?**

	#	%
Youth (under the age of 18 years)	3	1%
Adult living alone or with extended family	15	5%
More than 1 adult sharing a residence	11	4%
Single parent with children	3	1%
Couple with children	173	62%
Couple with no children (or no children living at home)	70	25%
Prefer not to answer	5	2%
Other (please specify)	1	0%
answered question	281	100%
skipped question	62	

Other	#
blended family	1
couple with grandchildren	1
Total	2

**25 Are you a resident of the Town of Lincoln?**

	#	%
Yes	274	96%
No	7	2%
Unsure	4	1%
answered question	285	100%
skipped question	58	

Municipality	#
St. Catharines	3
Grimsby	2
West Lincoln	1
Toronto	1
Total	7

**26 Which community do you live closest to?**

	#	%
Beamsville	198	72%
Campden	5	2%
Jordan	25	9%
Tintern	2	1%
Vineland	44	16%
answered question	274	100%
skipped question	69	



### 1.3 Public Information Centres – Fall 2018

Four Public Information Centres (PICs) were hosted in November 2018, located throughout Lincoln. Each session was facilitated by representatives from the Project Team (Town Staff and Consultants) and it is estimated that nearly 100 residents attended the sessions to share their input on the Master Plan.

The sessions were structured to elicit feedback from Lincoln residents using a variety of methods including information display boards, straw poll priority voting, child's voice drawings, question and comment boards, and opportunities to converse with the Project Team. Results from the various consultation tools are summarized below, with detailed feedback provided in the Appendices where applicable.



#### Public Information Centres

1

##### Jordan

Jordan Fire Hall  
November 6, 2018  
from 4 – 6 pm

2

##### Vineland

Twenty Valley Public School  
November 6, 2018  
from 7 – 9 pm

3

##### Beamsville

Fleming Centre  
November 10, 2018  
from 1 – 3 pm

4

##### Campden/Tintern

Ebenezer Christian School  
November 15, 2018  
from 6 – 8 pm

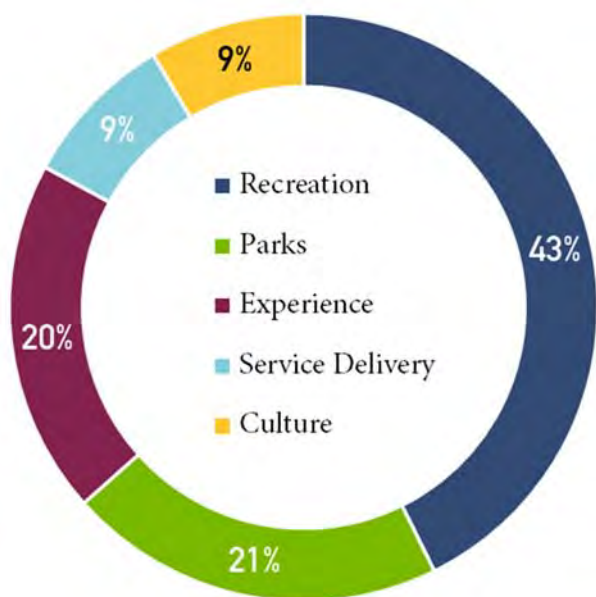


### 1.3.1 What people said at the Public Information Centres

A set of ten information boards were displayed at each of the four PICs for attendees to review and provide comment. The boards provided information on: the consultation process; Master Plan methodology and scope; demographics and trends; ways to get involved with the project; park and facility mapping; and opportunities for questions / comments. Feedback from comments and conversations has been summarized below based on the six discussion questions provided on the final three display boards.

The display boards remained on hand with Town staff throughout November so that residents unable to attend the PICs could view and comment on the display boards at their convenience. The boards were transported and displayed at various public facilities and events throughout Lincoln for three extra weeks. Comments collected through that process have been analysed and summarized below. The display boards as presented to the public have been included at the end of this section.

Figure 16 Summary of themes from PIC comments



A total of **164 unique comments** were provided on the PIC display boards regarding parks, recreation and culture programs, services and facilities in Lincoln. The comments were reviewed and categorized into five general themes. Some of the general topics described by PIC attendees have been provided below and are summarized in the adjacent figure:

Parks	Describes any reference to open space, trails, horticulture, connectivity, etc.
Recreation	Describes any specific recreation amenity or features such as sports fields, community centres, splash pads, equipment, dog parks, etc.
Culture	Describes any reference to community events, museums, arts, theatre, local history and heritage.
Service Delivery	Describes municipal offerings such as programs, promotion, maximizing use of facilities, etc.
Experience	Describes improvements to user experiences within parks, recreation and culture venues such as lighting, concern for safety, traffic mitigation, shade in parks, etc.



### 1.3.2 Results from priority voting

Part of the community consultation at the Public Information Centres was a “Straw Poll”. This engagement technique provides participants with voting “straws”, or in this case wooden blocks, and a series of empty containers in which to place their vote. The containers were labeled with twelve (12) parks, recreation, and culture priorities (i.e., programs, services, facilities) specific to Lincoln.

Each participant was provided with five (5) blocks and instructed by staff to distribute their votes according to their personal or household priorities. This could include all five (5) blocks in a single container or any combination of block distributions.

The priorities which received the highest number of votes were: “Parks, Outdoor Facilities & Programs” with 21% of the votes, followed by “Recreation Facilities & Programs” (15%) and “Special Events & Family Activities” (13%). The two lowest-ranked priorities were “Communication & Awareness” and “Volunteer Support & Capacity Building”, receiving 3% and 2% of the votes, respectively.

The top three highest-vote receiving priorities were all public-facing, tangible options. More residents cast their votes for priorities that could easily be understood and implemented, while the lower-scoring options were less easily viewed by the public.

The full distribution of all votes cast for each of the twelve priorities can be seen in the following figure.

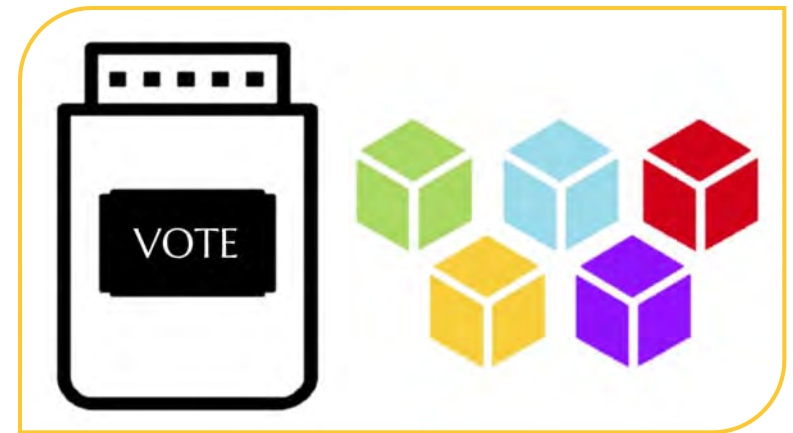
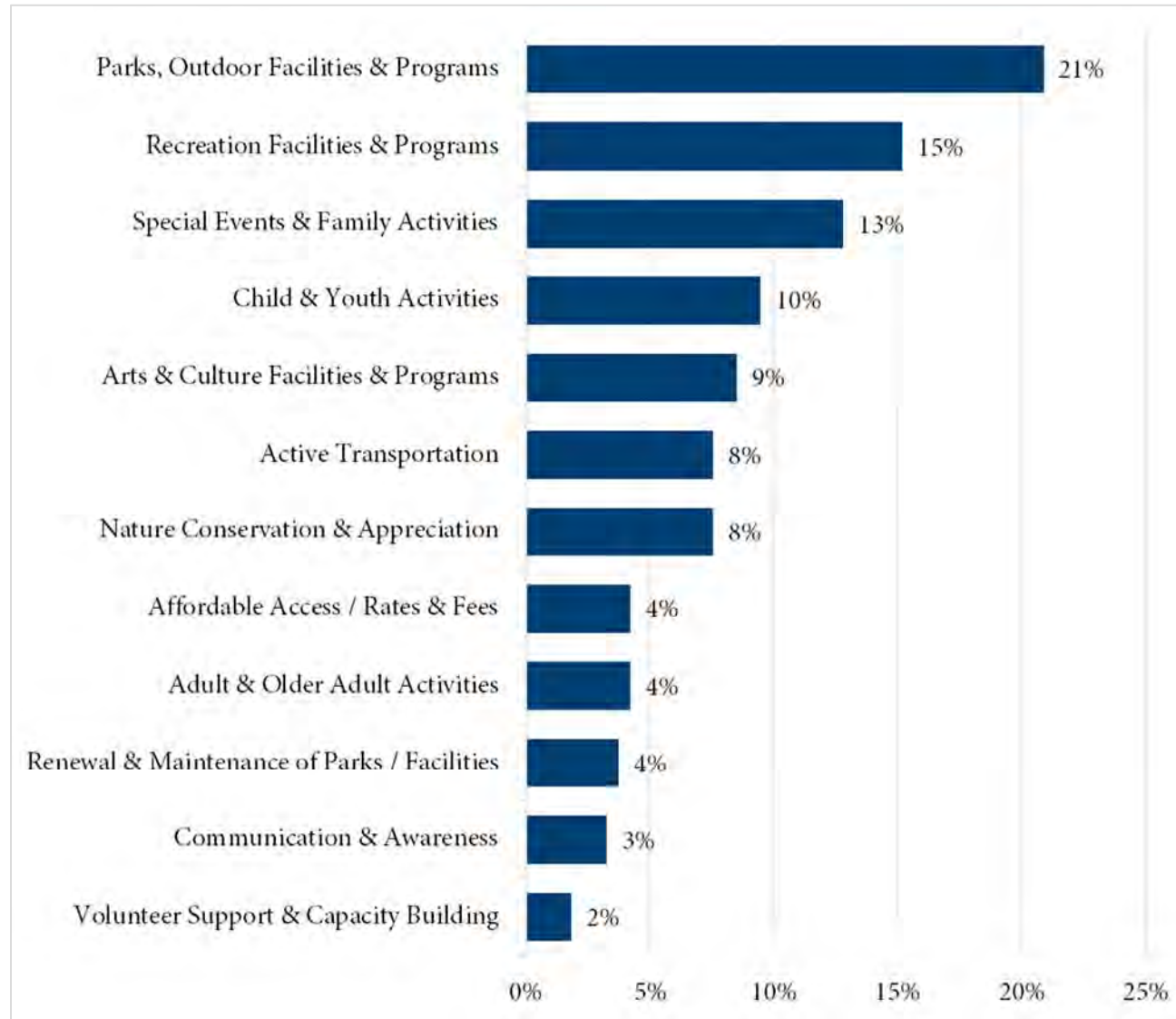


Figure 17 Parks, Recreation and Culture Investment Priorities (n = 210)



### 1.3.3 Lincoln's children told us how they like to play

A Child's Voice illustration project was used to engage children in the Master Plan development process. Children were provided with blank colouring pages at each of the four Public Information Centres asking them to draw their favourite places and activities. A total of 13 submissions were received illustrating a variety of indoor and outdoor programs, activities and facilities. The age of participants ranged from four (4) years old to seven (7) years old.

Submissions were collected and reviewed by the Consultants. Subsequent analysis of the drawings found representation of the following places: parks (n=5), a swimming pool (n=1), a hockey rink (n=1) and an art gallery (n=1). Some of the common activities represented in the drawings included: playing with friends (n=3), playing alone (n=3) and playing outside (in summer n=4, in winter n=2). **Outdoor play** and **opportunities to connect with nature** were featured in most of the submissions; and the majority of them were **unstructured activities** (rather than organized sports).

#### Sample of Child's Voice Drawing Submissions (Fall 2018)



Where do you like to play?  
Draw your favourite places and activities!



Name: MARIE Age: 5

Where do you like to play?  
Draw your favourite places and activities!



Name: ALEXANDER D/OT Age: 5

Where do you like to play?  
Draw your favourite places and activities!



Name: Noah Age: 4

Where do you like to play?  
Draw your favourite places and activities!



Name: Ariyana Age: 9





#### 1.3.4 Public Information Centre Display Boards (November 2018)

## Parks, Recreation & Culture Master Plan

### Welcome to our Public Information Centre!

We want to hear what you have to say about parks, recreation and culture in Lincoln.

#### We encourage you to:

- review the displays
- share your thoughts;
- discuss with us and one another

Stay connected to learn more about the project and provide input on local priorities throughout the Plan's development.

#### Please remember to:

- Sign in and provide your email address to stay in touch
- Complete the online survey on or before November 18, 2018
- Provide feedback through conversation, stickies, comment cards, or via email

[www.lincolnprcmp.ca](http://www.lincolnprcmp.ca)



# About the Master Plan



## What is the Parks, Recreation & Culture Master Plan?

The Town of Lincoln is developing its **first comprehensive Parks, Recreation and Culture Master Plan**. The Plan will guide decisions over the next five to ten years.



Through research and public input, the Master Plan will examine:

- Parks, open spaces and trails throughout Lincoln
- Recreation, sport and arts/cultural facilities
- Programs, events and activities (those delivered by the community and Town)
- Operations (such as policy development, staffing, communication, etc.)
- Financial and implementation strategies

### Project Objectives

- Identify needs based on changing demographics and participation trends
- Establish an overall vision for parks, recreation and culture within Lincoln
- Develop strategies to meet identified needs and future directions
- Align municipal efforts, operations and budgets through priority-setting
- Engage the community in an inclusive and productive process that supports the Master Plan





# Benefits of Parks, Recreation & Culture



Parks, recreation and cultural opportunities provide **extensive benefits** to individuals and communities.

For example, they:

- Enhance mental and physical wellbeing
- Enhance social wellbeing and promote engagement and inclusion
- Help build strong families and communities
- Help people connect with nature
- Help people develop critical and creative thinking skills
- Provide wide-ranging economic benefits

Adapted from A Framework for Recreation in Canada 2015: Pathways to Wellbeing and Ontario Culture Strategy (2016)



Source: Community Wellbeing Frameworks, 2018.

## Master Plan Building Blocks

### Demographics



#### Review of Lincoln's:

- Historic population and growth
- Community Profile (e.g., household income, ethnicity, culture, diversity, etc.)



### Research & Trends

#### Research will include:

- Policy documents and past studies
- Inventories and condition audits
- Participation and usage
- Trends, best practices and benchmarking

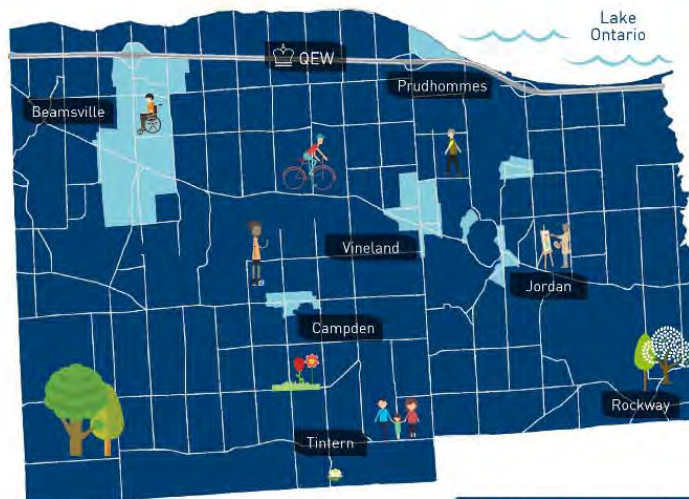


### Public & Stakeholder Input

#### A variety of methods will be used to collect public and stakeholder input:

- Public Information Centres
- Community online survey
- Stakeholder workshops
- Internal consultation
- Recent studies, such as the Transportation Master Plan

# Community Profile & Growth



## Age & Household Composition

There are more residents age 60 years or older (27%) than children and youth age 19 years and under (23%).

The average age of Lincoln residents is 42.9 years.

The average household size in Lincoln is 2.6 persons.

Source: Statistics Canada Census of Population, 2016

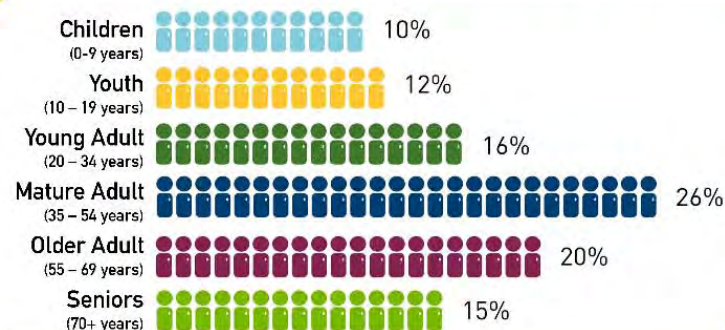
## Population Growth

The majority of forecast housing growth (65%) is expected to occur in the Beamsville Urban Area. Additional development is expected in other Urban Areas (26%), while 9% is expected in Rural Areas.

Over time, higher-density forms of housing such as apartments and multiples will account for a greater proportion of development.

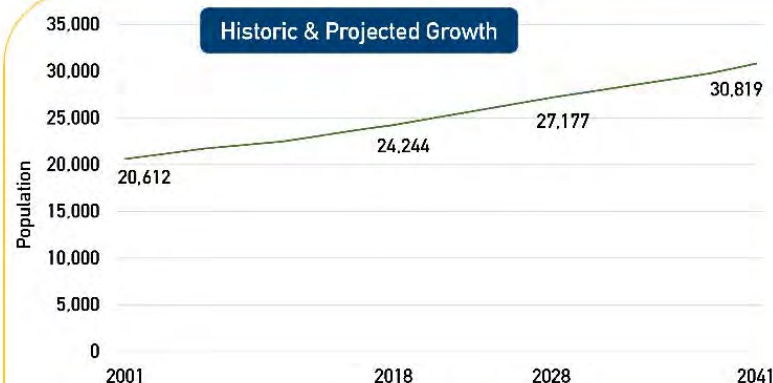
Source: Town of Lincoln Development Charges Background Study, 2018

## Population Age Distribution



Source: Statistics Canada Census of Population, 2016

## Historic & Projected Growth



Source: Town of Lincoln Development Charges Background Study, 2018





# Trends Influencing Services & Provision



Based on a review of industry research, the following are high-level trends currently experienced by municipalities, service providers, and participants in parks, recreation and culture.

## Park & Facility Provision

- Aging Infrastructure
- Barrier-free design
- Community hubs and multi-use spaces
- New forms of park development
- Environmentally conscious design

## Participation

- Lack of free time
- Increasing rates of physical inactivity
- Popularity in unstructured / self-scheduled activities
- Aging Population and diversity
- Emerging activities and new demands

## Service Delivery

- Maximizing existing assets
- Programs for people of all ages and abilities
- Partnership and volunteer opportunities
- Affordability and cost recovery
- Events, tourism and economic impact





# Ways to Get Involved!



## Online Survey

The survey should take about 10 minutes to complete and will be available until November 18, 2018.

Find it here:  
[www.surveymonkey.com/r/prcmasterplan](http://www.surveymonkey.com/r/prcmasterplan)

The information you provide in this survey will contribute to a greater understanding of local participation and priorities.



## Social Media

Connect with us using the hashtag **#sayhowyouplay** and follow our Facebook and Twitter accounts for project updates.

@TownofLincolnON



## Email & Website

Send us an email  
[lincolnprcmp@lincoln.ca](mailto:lincolnprcmp@lincoln.ca)  
 or check out our website  
[www.lincolnprcmp.ca](http://www.lincolnprcmp.ca)

There are many ways to connect with us!



## Public Information Centres

(2018)

**1 Jordan**  
 Jordan Fire Hall  
 Nov 6 from 4 – 6 pm

**2 Vineland**  
 Twenty Valley PS  
 Nov 6 from 7 – 9 pm

**3 Beamsville**  
 Fleming Centre  
 Nov 10 from 1 – 3 pm

**4 Campden/Tintern**  
 Ebenezer Christian School  
 Nov 15 from 6 – 8 pm

## Focus Groups

Over 60 community organizations were invited to participate in focus groups in October 2018. We received great information from these sessions. Thank you to all organizations that participated.

For anyone who was unable to participate, we welcome additional written submissions via the project email address or social media pages.



## Telephone

Call 905-563-8205 to share your thoughts and opinions or learn more about the Plan!



## Master Plan

DRAFT

Check back with us in Spring 2019 for additional consultation. You'll be invited to review and provide feedback on the draft Master Plan.



## What do you think?



What do you like most about parks, recreation and culture in Lincoln?



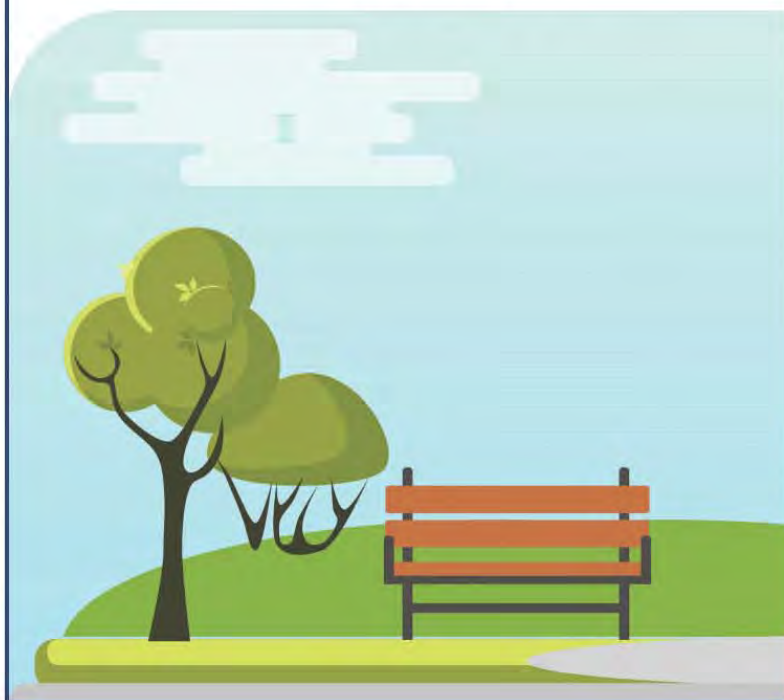
Are there any challenges or barriers that keep you from enjoying parks, recreation and culture in Lincoln?



## What do you think?



How can we improve  
**INDOOR RECREATION**  
activities and facilities?



How can we improve  
**ARTS & CULTURE**  
activities and facilities?

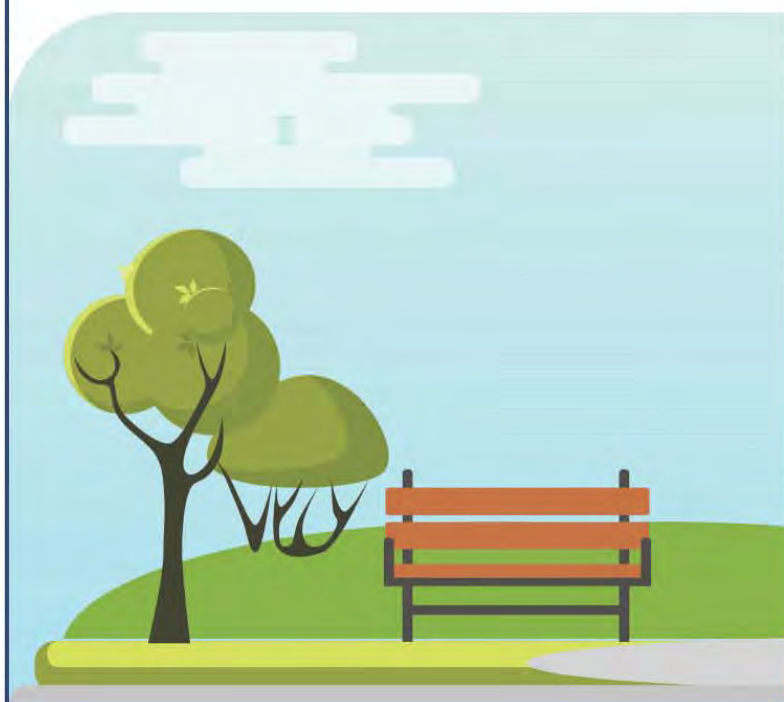




## What do you think?



How can we improve  
**PARKS, TRAILS & OUTDOOR RECREATION**  
activities and facilities?



Do you have any  
other suggestions?



## 1.4 Public Information Centres – Spring 2019

Two Public Information Centres (PICs) were held on April 24 and 25, 2019 at the Fleming Centre and Jordan Lions Arena, respectively. The intention of the open houses was to share the Master Plan’s preliminary directions and seek public input on the draft. Similar to the fall open houses, attendees were invited to share their feedback through comment cards, discussions with the Project Team, child’s voice drawing submissions, straw poll priority voting, as well as with comments on question and answer boards. It is estimated that nearly 65 residents participated in these sessions.



### 1.4.1 Display Board Comments

A total of 60 unique comments were provided on the open house display boards during the two sessions. The table below highlights some of the key themes from the discussion and comments provided by attendees. Where applicable, the preliminary directions were revised to reflect the input received through these consultations.

**Table 1 Summary of Feedback from Spring Public Information Centres**

<b>Parks</b>	<ul style="list-style-type: none"><li>• Support for additional parkland in Vineland</li><li>• Desire for more waterfront access and enhancement of Charles Daley Park</li><li>• Interest in and support for development of an off-leash dog park</li><li>• Interest in full-size basketball and multi-use courts for both basketball and ball hockey as well as conversion to natural outdoor ice rinks in the winter</li><li>• Appreciation for existing trails and a desire for expanded connectivity</li></ul>
<b>Recreation</b>	<ul style="list-style-type: none"><li>• Pickleball was discussed by many (both indoor and outdoor), particularly provision of a dedicated multi-court facility</li><li>• Requests for a municipal gymnasium, particularly for local basketball organizations</li></ul>
<b>Culture</b>	<ul style="list-style-type: none"><li>• Requests for more community events and annual fairs / festivals</li></ul>
<b>Service Delivery</b>	<ul style="list-style-type: none"><li>• Residents are satisfied with programs offered by the town (e.g., dance and fitness)</li><li>• Requests to partner with local organizations and place greater emphasis on environmental stewardship</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Consider all-season use of parks and recreation / cultural facilities by residents of all abilities</li></ul>





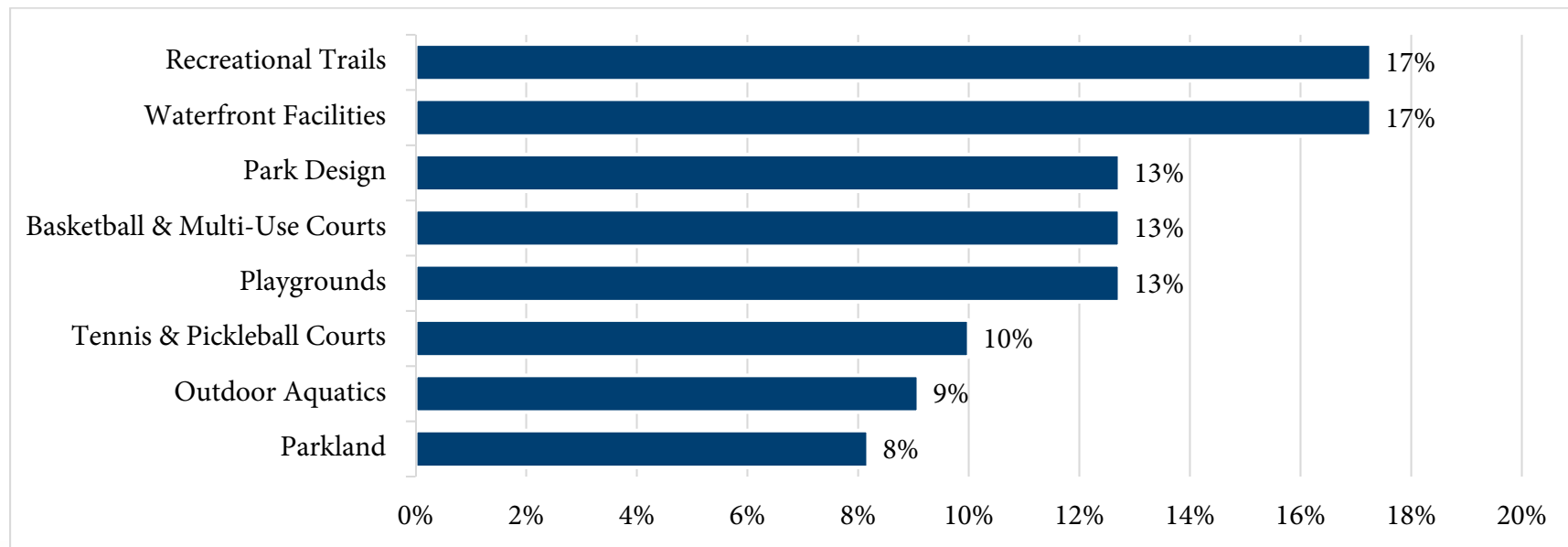
## 1.4.2 Results from Priority Voting

Many of the preliminary directions outlined in the draft Master Plan fall along similar timelines within the short and medium term. To help prioritize implementation and better understand resident needs, a straw poll priority voting tool was used. Eight (8) short and medium-term directions were selected and each participant was provided with five voting blocks. Feedback received through this initiative helped the project team to determine priority and timing of the proposed recommendations and has been reflected throughout the Master Plan.

The preliminary directions which received the highest number of votes were: “Recreational Trails” and “Waterfront Facilities” (17% votes each), followed by “Park Design”, “Basketball & Multi-Use Courts” and “Playgrounds” (each with 13%). The three lowest-ranked priorities were “Tennis & Pickleball Courts”, “Outdoor Aquatics” and “Parkland”, receiving 10%, 9% and 8% of the votes, respectively.

The top two highest-vote receiving priorities were all public-facing, experience-based options. More residents cast their votes for priorities that could easily be enjoyed by all residents, while the lower-scoring options were more sport or activity-specific and cater to personal interests. The full distribution of all votes cast for each of the twelve priorities can be seen in the following figure.

**Figure 18 Parks, Recreation and Culture Preliminary Direction Priorities (n = 110)**



### 1.4.3 Children's Drawing Submissions

The Child's Voice illustration project was again used to engage children in the Master Plan development process. A total of four submissions were received illustrating a variety of indoor and outdoor programs, activities and facilities. Analysis of the drawings found representation similar to the results of the Fall 2018 submissions with particular emphasis on unstructured outdoor free play.

Figure 19 Sample of Child's Voice Drawing Submissions (Spring 2019)



### 1.4.4 Comment Sheets

A total of five long-form comment sheets were submitted through the draft Master Plan review process. Many elaborated on specific directions and recommendations which were captured in the display board comments and have been considered throughout the Master Plan's development.



#### 1.4.5 Public Information Centre Display Boards (April 2019)

## Town of Lincoln **DRAFT** Parks, Recreation & Culture Master Plan

The Town of Lincoln is developing its first comprehensive Parks, Recreation and Culture Master Plan to guide decisions over the next five to ten years. Through research and public input, the Master Plan examines:

- Parks, open spaces and trails throughout Lincoln
- Recreation, sport and arts/cultural facilities
- Programs, events and activities
- Operations (e.g., policy development, communication, etc.)
- Financial and implementation strategies

**The Plan is currently in DRAFT form.**

**We want to hear what you have to say about parks, recreation and culture in Lincoln.** We encourage you to:

- review the displays
- share your thoughts
- discuss with us and one another
- stay connected through our project website

[www.lincolnprcmp.ca](http://www.lincolnprcmp.ca)



### Next Steps

This phase of public consultation runs until **May 10, 2019**. You may provide feedback through conversation, stickies, comment cards or email ([lincolnprcmp@lincoln.ca](mailto:lincolnprcmp@lincoln.ca))

The full DRAFT Master Plan is forthcoming and you will have an opportunity to comment on this through the project website and Council delegation. The Master Plan is expected to be presented to Committee of Council on July 10, 2019.

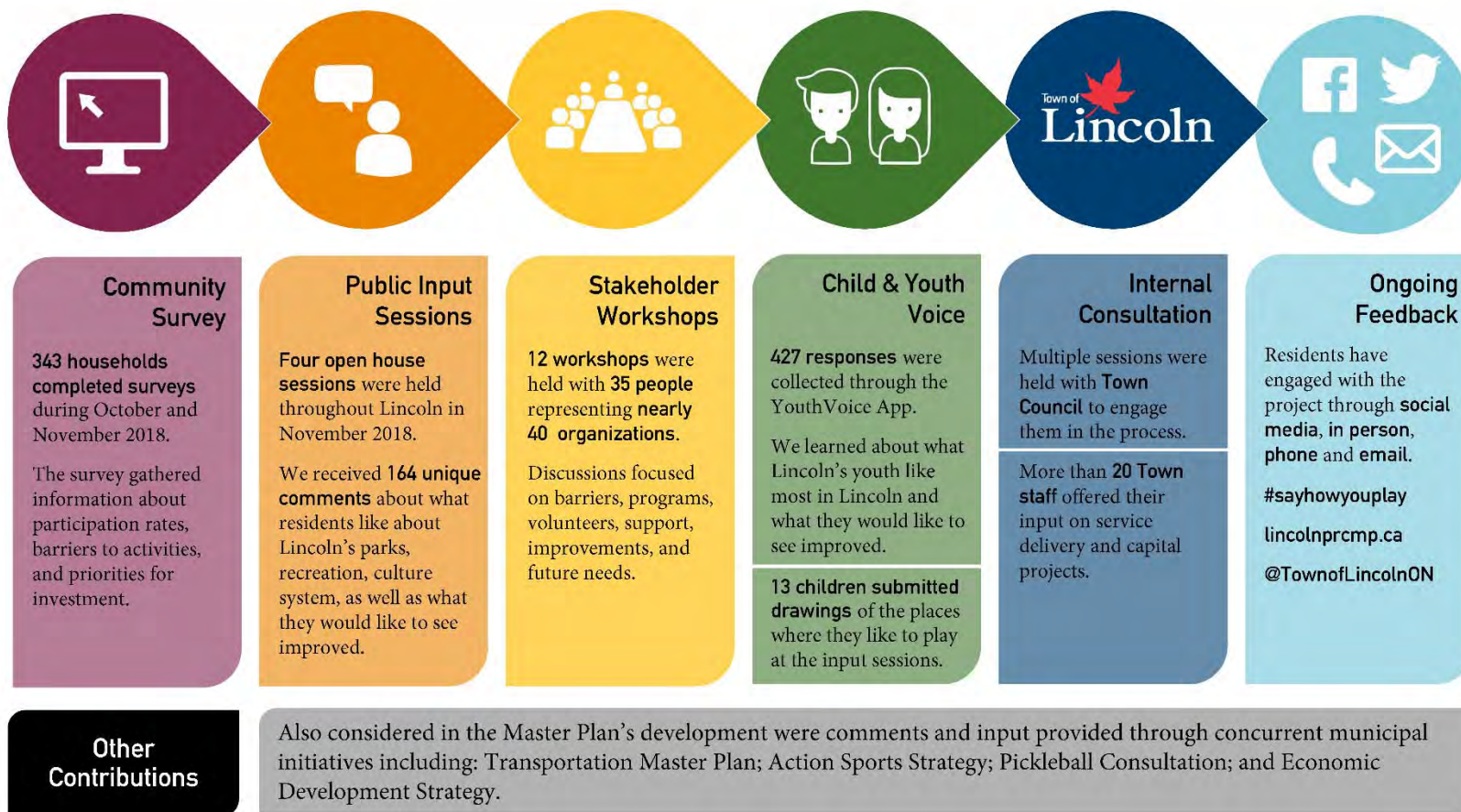


Board 1

Town of Lincoln – DRAFT Parks, Recreation & Culture Master Plan, April 2019



## PUBLIC & STAKEHOLDER INPUT: What We've Heard So Far



## GOALS: Parks, Recreation & Culture Master Plan

Goals have been established to identify what is to be achieved through the Master Plan. The goals are modeled after the Framework for Recreation in Canada, ensuring alignment with the other levels of government and leading practices in municipal parks, recreation and culture.



### 1. Active Living

We will provide an abundance of opportunities for all Lincoln residents to participate in physical and social activities throughout their lives. We will accomplish this by encouraging active play, teaching fundamental skills of physical literacy and supporting healthy behaviors.



### 2. Arts & Culture

We will foster an environment where creativity can thrive and appreciation for the arts can flourish. We will accomplish this through promotion of local arts and culture facilities, programs, events, exhibitions and artists.



### 3. Inclusion & Access

We will minimize barriers to participation and provide access for all. We will accomplish this through consideration of economic, geographic, information-based factors influencing participation in parks, recreation and culture activities. We will ensure that our facilities and programs offer a place to grow, prosper and belong.



### 4. Connecting People & Nature

We will encourage Lincoln's residents to get outside and appreciate the beauty and wonder of our natural spaces. We will accomplish this through: promotion of our parks, open space, trails, and waterfront system; animation of outdoor places and spaces; public awareness; and education initiatives.



### 5. Supportive Environments

We will plan for community needs and strategically invest in essential parks, recreation and cultural services that support Lincoln residents. We will accomplish this through optimization of existing infrastructure and development of new parks and facilities where required, with an emphasis on multi-purpose programming and design.



### 6. Recreation Capacity

We will establish a collaborate and supportive system of parks, recreation and cultural services and facilities. We will accomplish this through continued support, investment and capacity-building within our staff, volunteers and partners.



## PRELIMINARY DIRECTIONS: Parks and Recreation Facilities and Priorities



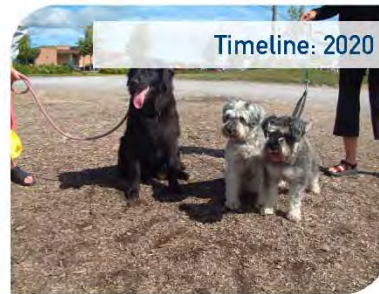
Timeline: 2019 - 2020

### Action Sport Parks

Install a **skatepark and pumptrack** in Serena Park, as supported by the Town's recently completed **Action Sports Strategy**.

Explore installation of a **bicycle playground** as an enhancement to an existing park.

Relocate the existing **temporary skatepark** components to Jordan or Vineland, with community input.



Timeline: 2020

### Off-Leash Dog Parks

Establish an **off-leash dog park pilot project** in the Beamsville area. Identify and evaluate sites with consideration to best practice guidelines.

Establish a permanent off-leash dog park should the pilot project be successful.



Timeline: 2020 - 2021

### Jordan Lions Arena

Prepare a **feasibility study** to evaluate options to ensure the **long-term viability** of Jordan Lions Arena. At minimum, the study should address:

- **aging infrastructure and accessibility challenges**
- **space expansion to provide additional change rooms and storage, as well as multi-purpose space**



Timeline: 2022 - 2023

### Multi-Use Recreation Space

Develop a **strategy for provision of a municipal gymnasium**.

Potential options include:

- expansion of **existing facilities** to include a gymnasium; or
- acquisition and redevelopment of land at **BDSS** to establish a multi-use recreation facility.

Explore **community space** options in Prudhommes Landing to better serve Vineland, Jordan and surrounding area.

Municipal provision of an **indoor aquatic centre** is not recommended.





## PRELIMINARY DIRECTIONS: Parks and Recreation Facilities and Priorities

### Outdoor Recreation

#### Playgrounds

Timeline: Ongoing



Install and/or replace playgrounds at most new and redeveloped parks (Ashby Drive Park, Campden Park, Prudhommes Park, Serena Park).

#### Tennis & Pickleball

Timeline: 2019 - 2022



Install 2 tennis courts at Angelina Prokich Park (planned) and consider development of a multi-court pickleball facility (site tbd).

#### Basketball & Multi-use Courts

Timeline: 2019 - 2022



Expand outdoor basketball and multi-use court opportunities through expansions and a new installation in central Beamsville.

#### Outdoor Aquatics

Timeline: 2019 - 2022



Repair / replace Jordan Lions pool (possible Canada Summer Games legacy project). Install a splash pad to serve the Vineland area.

### Parks & Open Space

#### Waterfront Facilities

Timeline: 2019 - 2022+



Develop a waterfront park in Prudhommes (trails, beach, play amenities, and plaza space). Further consider enhancements to Charles Daley Park (boardwalk, programming, seating options).

#### Parkland

Timeline: 2019-2041



Acquire approximately 20 hectares of additional parkland by 2041 to support sports field needs and future growth. Address the parkland shortfall in Vineland.

#### Park Design

Timeline: Ongoing



Park design should consider: age-friendly amenities such as washrooms, shade, seating, bike racks and universal accessibility.

#### Recreational Trails

Timeline: Ongoing



Prioritize development of a linked off-road recreational trails system (align with TMP). Seek recognition as a Bicycle Friendly Community.

## PRELIMINARY DIRECTIONS: Sports Park Redevelopment

Jordan  
Lions Park



Beamsville  
Lions Park



### Park redevelopment allows us to:

- **Engage stakeholders and the public** in more detailed conversations about park improvements
- **Ensure adequate amenities for spectators and users** such as seating, shade, and washrooms
- **Optimize field size and orientation** – multiple fields support league play and tournaments
- **Install field lights** to extend usage, where appropriate
- **Enhance connectivity** through walkways, sidewalks, trails, etc.
- **Consider short and longer-term needs**

### Ball Diamond Needs:

- **Jordan Lions Park:** Repair and / or replace aging fencing, bleachers, lighting and backstops at Jordan Lions Park as well as support buildings; upgrade diamond 4
- Develop up to 2 new diamonds in the **short-term** to address current needs
- Develop up to 3 new diamonds to meet **longer-term** needs; location(s) to be determined

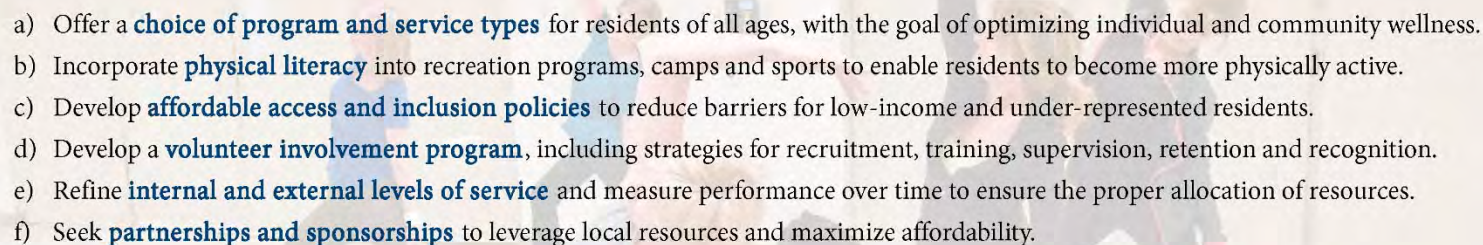
### Soccer Field Needs:

- **Beamsville Lions Park:** Add lights to Field 2 to increase capacity
- Develop up to 4 new soccer fields to meet **longer-term** needs; location(s) to be determined





## PRELIMINARY DIRECTIONS: Programs & Services

- 
- a) Offer a **choice of program and service types** for residents of all ages, with the goal of optimizing individual and community wellness.
  - b) Incorporate **physical literacy** into recreation programs, camps and sports to enable residents to become more physically active.
  - c) Develop **affordable access and inclusion policies** to reduce barriers for low-income and under-represented residents.
  - d) Develop a **volunteer involvement program**, including strategies for recruitment, training, supervision, retention and recognition.
  - e) Refine **internal and external levels of service** and measure performance over time to ensure the proper allocation of resources.
  - f) Seek **partnerships and sponsorships** to leverage local resources and maximize affordability.

## PRELIMINARY DIRECTIONS: Arts & Culture

- 
- a) Update and maintain a **comprehensive inventory of cultural assets** in Lincoln.
  - b) Consider an **Arts Council / Roundtable** (in collaboration with local groups and surrounding municipalities) to enhance coordination.
  - c) Maximize use of the **Rotary Park Bandshell** in Charles Daley Park and animate public spaces through cultural events, programs and public art.
  - d) Invest in **beautification initiatives** and decoration of public spaces, such as Communities in Bloom.
  - e) Develop a business plan to evaluate the **future of the interim museum on Beam Street**; considerations may include disposal, a tourism centre, community hub, local history hub, and / or program space.
  - f) Develop a **children's gallery space** in the new Town of Lincoln Museum and Cultural Centre.

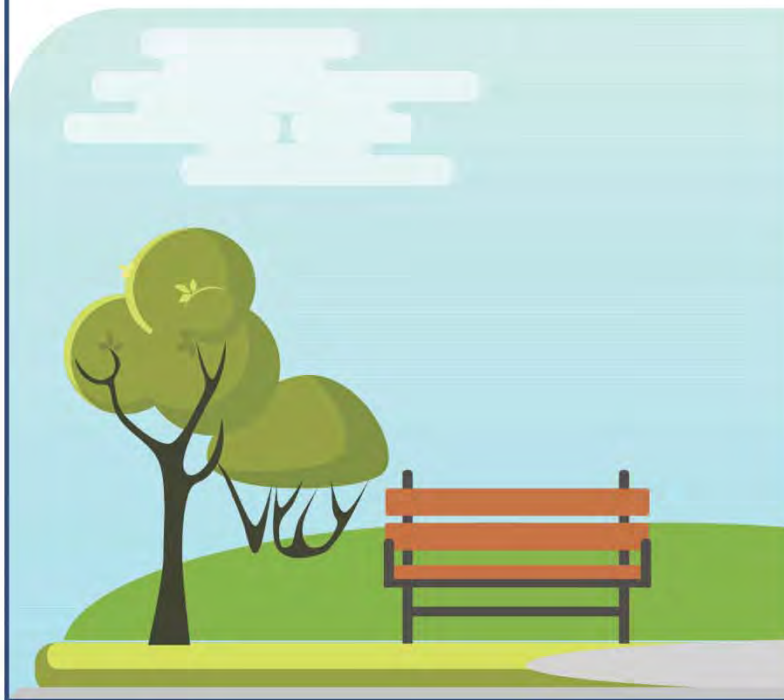
Town of Lincoln – DRAFT Parks, Recreation & Culture Master Plan, April 2019

Board 7

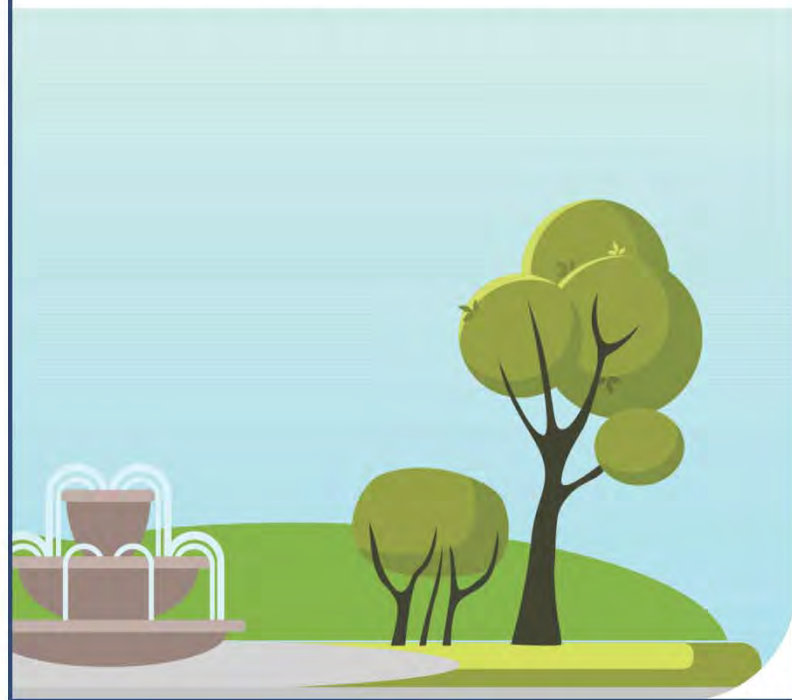
## FEEDBACK: What do you think?



What do you like most about the Draft Parks, Recreation and Culture Master Plan?



Are there any additional facilities, programs or services that should be considered within the Master Plan?



Town of Lincoln – DRAFT Parks, Recreation & Culture Master Plan, April 2019

Board 8





## 1.5 Stakeholder Workshops

Twelve Stakeholder Workshops were arranged to support the development of the Parks, Recreation and Culture Master Plan. The purpose of the sessions was to engage key stakeholders, create awareness of the Master Plan, and seek feedback on challenges and priorities related to parks, recreation and culture programs, services and facilities. The sessions took place on October 24, 25 and 30, 2018 and featured the same content and information.

Each session began with an overview presentation outlining the Master Plan process and additional opportunities for organizations, their members and others to get involved and share feedback. Following the presentation, participants took part in facilitated discussions guided by a series of questions related to the role of their organization, participation trends, challenges, needs and opportunities to work together. A total of 57 organizations were invited to participate in the sessions. Of these, approximately 40 people representing 29 organizations participated in-person, while an additional six (6) organizations did not attend but provided written input. Overall, this summary represents the input of 34 organizations. It should be noted that very little interpretation or fact checking of statements made by stakeholders has been completed and, therefore, may not represent final themes or directions for the Master Plan.

At the end of each session the consultant thanked participants for their time and feedback and provided them with a brief overview of next steps in the process. Following the workshops, attendees were provided with a draft of the discussion summary (as written by the Project Consultants) and were given a two-week period to review the draft and provide any suggested revisions or clarification, if necessary, before finalizing the summary document.



## Stakeholder Focus Group Invitations, Attendance & Participation

Organizations Invited to Participate	Attended Session	Written Submission	Did not Participate
1. Active Transportation Committee	X		
2. Adult Hockey Leagues (various)			X
3. Air Cadets			X
4. Albright Centre	X		
5. Autism Ontario	X		
6. Beamsville BIA	X		
7. Beamsville Lions	X		
8. Beamsville Minor Ball			X
9. Bethesda			X
10. Butterfly Garden Committee	X		
11. Chamber of Commerce			X
12. Community Care West Niagara	X		
13. Community Living			X
14. Community Support Services Niagara	X		
15. Convos Youth Centre			X
16. Cubs & Scouts	X		
17. Dance		X	
18. District School Board of Niagara			X
19. Eben-Ezer Private School		X	
20. Fitness			X
21. Friends of the Lincoln's History			X
22. Golf			X
23. Great Lakes Private School			X
24. Heritage Christian Private School			X
25. Heritage Committee		X	
26. Joint Accessibility Committee	X		
27. Jordan Christian School			X
28. Jordan Figure Skating Club	X		
29. Jordan Historical Museum of the Twenty Volunteer Assoc.	X		
30. Jordan Lions	X		



Organizations Invited to Participate	Attended Session	Written Submission	Did not Participate
31. Jordan Minor Hockey			X
32. Jordan Minor Softball	X		
33. Jordan Village Merchants Association			X
34. Lincoln Minor Hockey		X	
35. Lincoln Public Library	X		
36. Lincoln Seniors Club	X		
37. Lincoln Soccer	X		
38. Martial Arts and Tai Chi	X		
39. Masons			X
40. Mayors Youth Roundtable	X		
41. Niagara Bruce Trail Club	X		
42. Niagara Catholic District School Board		X	
43. Niagara Children's Centre	X		
44. Niagara Cycling Groups			X
45. Niagara Cycling Tourism Group			X
46. Niagara Peninsula Conservation Authority	X		
47. Niagara Rowing School (Water Sports)	X		
48. Ontariogreen	X		
49. Pickleball Groups (various)		X	
50. Provincial Culture and Sport Rep	X		
51. Regional Cycling Committee (Public Health)	X		
52. Rotary	X		
53. Special Olympics	X		
54. Twenty Valley Tourism Association			X
55. Upper Deck	X		
56. Village of Hope			X
57. Yoga			X
<b>TOTAL</b>	<b>29</b>	<b>6</b>	<b>22</b>

### 1.5.1 Lincoln has many unique attributes and stakeholders are community-minded

Stakeholders are proud of Lincoln's parks and believe that there is an excellent blend of active and passive places that people can walk to. Workshop attendees also praised recent work on the naturalization of park spaces and unique amenities being brought to Lincoln such as the butterfly garden at Serena Park.

Sport organizations, community groups, service clubs and other agencies in Lincoln are community-minded and driven to provide more for Lincoln's residents. To support this, Town of Lincoln staff have been progressive and are working with established groups to achieve community goals. Service groups in particular support investment in local youth through provision of inclusive and affordable services, as well as inviting places and spaces to be active, socialize or relax.

### 1.5.2 Stakeholders want to be engaged and find ways to better promote their services

Attendees were very appreciative of the opportunity to participate in the Master Plan process and felt that this was a step in the right direction toward improved communication. Many groups indicated that they feel better connected with the Town of Lincoln's current staff team than they have in the past. However, attendees also indicated that they are under-informed or there are a lack regular updates from the Town of Lincoln. Multiple participants suggested the creation of an annual/biannual forum for parks, recreation and culture service providers. The function of such an event would be for groups to network and liaise with one another and for Town of Lincoln staff to keep attendees informed of any pertinent information.

Stakeholders indicated that emails and other forms of communication such as social media (e.g., Twitter, Facebook, etc.) and online engagement platforms would be effective tools for communicating with groups and the public. To expand upon this concept, some participants also believed that the Town of Lincoln would benefit from a hub-and-spoke model of information dissemination; meaning that there would be a primary Town of Lincoln account, supported by individual accounts for specific departments. It is believed that this method would make social media feeds easier to navigate and help potential participants access information about activities and events going on in the Town of Lincoln (e.g., capital projects, policy adjustments, etc.).

Many groups were not aware of the Town of Lincoln's first edition of Play Lincoln, but were pleased to learn that it was developed. This product is expected to evolve with time to promote other providers and share more information with stakeholders and the public. Stakeholders would appreciate the opportunity to reciprocate this information sharing through promotion of programs and events in Play Lincoln, on social media accounts, in newsletter blasts and via word of mouth.





### 1.5.3 Barriers keep residents from participating fully

A variety of barriers to participation were described by stakeholders. While the Town of Lincoln strives to provide opportunities for all, barriers reduce access for all ages and stages.

- **Financial** barriers were a concern for organizations; as costs for equipment and facility rentals continue to increase those fees are transferred down to the participants making it difficult to ensure affordability for families of all incomes.
- **Information and communication** were other commonly noted barriers to participation. Stakeholders indicated that they feel uninformed and that residents share that experience. If people are unaware of what programs, services and events are available in Lincoln, they won't be able to participate in them.
- **Transportation** was another commonly noted barrier, particularly for residents and user groups based in rural areas. ULinc has assisted to some degree, but with limited routes and service times, this is not always a viable option. One method suggested by attendees to improve access is to balance investment throughout Lincoln.
- **Physical access** (i.e., mobility, barrier free) was another barrier identified by workshop attendees. To ensure everyone feels welcome in programs and at parks and facilities, stakeholders reinforced consideration of all mobility issues (not only wheelchair focused design), including visual, cognitive, and physical limitations.

### 1.5.4 Rates and fees should be reviewed to ensure that they reflect appropriate service levels

As part of the Town of Lincoln's interaction with user groups and service providers, stakeholders requested more discussion around rates and fees. Some groups indicated that the Town of Lincoln's rates are high and that there should be more variability depending on the associated use (e.g., charge commercial groups more than schools or non-profits). For some, the current rates are a barrier to use and cause groups to book facilities elsewhere.

Groups also indicated that they would like improved communication regarding how and when user fees are set and how those fees impact service levels. Many attendees noted that they had already set their fees or completed registration for the season before learning about their obligation to the Town of Lincoln. This created issues within their budgets to manage costs without adding to the advertised registration fee. To prevent these issues moving forward, groups requested more certainty from year to year (e.g., phasing in fee increases). They would like find out when fees are to be set and the reasons for increases (if any), on a regular schedule and/or with as much advance notice as possible.

### 1.5.5 Service providers deliver great programs, but more are needed

As Lincoln's population continues to grow, so do residents' expectations. With a recent surge in new residents, many stakeholders noted that more is being asked of the Town of Lincoln and service providers. As all aspects of programming, services and facilities expand to meet community needs, it is critical that the Town of Lincoln does not compete with existing providers. In fact, many groups are interested in working with the Town of Lincoln and would be willing to investigate partnership opportunities to expand program, event and service offerings.

Another opportunity to add programs would be to further animate existing spaces. For example, Charles Daley Park hosts a concert series and other events throughout the summer, but could potentially be utilized more frequently by a variety of uses (e.g., community theatre, day camps, etc.). Stakeholders are also excited to see how Serena Park will be developed to accommodate greater use, and hope the Jordan Harbour can be better promoted to encourage participation in water-sports. Other suggestions for activating parks and facilities is to make them inviting to all: this may be through provision of Wi-Fi in parks, providing accessibility training to staff to ensure persons with disabilities feel welcome, and providing dedicated spaces for youth.

It was suggested that the Town of Lincoln's programming/events for Family Day in February could be expended. Many residents, especially young families and seniors are seeking opportunities to be active and spend time with one another on the holiday. With many other service providers closed, this presents an opportunity for the Town of Lincoln to offer activities such as public skating or other family-focused programs.

### 1.5.6 Support for volunteers is critical to building capacity

Organizations in Lincoln have historically had a strong and supportive volunteer base, but a decline in volunteerism is a growing concern for many stakeholders. Workshop attendees recognize that the Town of Lincoln doesn't have the resources to do everything, so it is important to continue to build capacity in the community. It was suggested that user groups and the Town of Lincoln work together to attract, train and retain volunteers. This may include reviewing volunteer policies as this has been a frustration for some potential volunteers. It is also critical for volunteers to be recognized for their contributions, both formally and informally. This may be as simple as ensuring that they are thanked for their assistance with a project or event, offering additional training to those who are interested, or providing a small token of appreciation/recognition.

Some stakeholders also indicated confusion about formal agreements (or in some cases, lack thereof), as well as policies and procedures. Additionally, service clubs recognized there are still growing pains to work through as some parks transition from volunteer to municipal operations. Continued dialogue is needed to educate recreation organizations, staff and volunteers on new Town of Lincoln policies and approaches (e.g., rainout policy), to ensure that everyone involved is aware of roles and expectations.



### 1.5.7 Connecting people and destinations should be a common goal

Stakeholders believe that there should be a strong focus on connecting people and places through coordination of existing infrastructure. This can be done through promotion of active transportation, coordination with ULinc, provision of signage, installation of supporting amenities and infrastructure, etc.

One suggestion for encouraging people to visit places and move throughout Lincoln is to show them where they are going using clearly marked signage and wayfinding routes. This will not only help residents better understand what is available, but will help tourists navigate Lincoln and find areas like Jordan Village and other destination sites. This may also help to capture more cycling tourism, which can be promoted through amenities that support short-term visits (e.g., small storage lockers, bicycle racks, signed routes, etc.), limiting truck traffic (as much as possible), providing ample parking, and connecting with existing trails and walkways.

One potential partner is Public Health, who has been placing a focus on active and safe routes to schools, health equity, lighted pathways and commuter trails; all of which support greater use and connectivity of existing places and spaces. In addition to support for active travel, it was suggested that the Town of Lincoln work with community partners to connect people to programs and facilities at appropriate times, and also integrate with destination travel nodes and walking and cycling routes.

### 1.5.8 There is a need to plan for the future of arts and culture in Lincoln

Arts and culture are a strength in Lincoln, with many popular opportunities to engage throughout the municipality. Proponents of arts and culture in Lincoln specifically noted that there is a growing interest around municipal heritage and history.

With the ongoing redevelopment of the museum, stakeholders expressed interest in what might happen with the current sites and how new uses might be accommodated. For example, it was suggested that the Friends of Lincoln's History Archives may be looking for a space to house historical documents and artifacts.

For these reasons, groups discussed planning for the future of arts and culture in Lincoln. This planning may include long-term consideration for more performance venues, such as a concert hall, theatre, or performing arts centre.

### 1.5.9 Improvements to existing parks and recreation spaces were requested

Stakeholder groups are generally pleased with available parks, recreation and cultural facilities, but requested improvements. Some of the suggestions related to general park and facility design, while others were specific to locations and amenities. In general, there is a desire for more comfort and



safety amenities. This includes shade structures, washrooms, lighting, smooth surfacing, etc. Specifically, stakeholders indicated rising concerns over aging infrastructure at the following sites; Jordan Lions Park (pool, arena, softball amenities), Lincoln Centre and Beamsville Lions Park (washrooms, parking lot, sports fields).

Groups believe that Lincoln is already home to beautiful parks, but that more support and promotion is needed. Some examples of this include: promotion of unique aspects of Lincoln like the trails network and Jordan Harbour; collaboration with the Scouts to improve Bomber Park (path, benches, trees, pavilion); and opportunities for additional naturalization, preservation, tree planting, pollinator gardens, etc.

Participants also identified a lack of opportunities in Lincoln's parks for adults and youth. The playground equipment and sport fields are great for younger children, but groups requested more opportunities for older generations hoping to remain active as they age.

### 1.5.10 New parks, recreation and cultural spaces were requested

Stakeholders also discussed new parks, recreation and cultural spaces they would like to see in Lincoln. New parks are highly anticipated by user groups and residents alike; particularly Serena Park, Angelina Prokich Park, and Prudhommes Park. They noted that as the Town of Lincoln approaches the design and installation phase, they should ensure that universal design principles are considered including age-friendly amenities. Some of the specific infrastructure requests from attendees are listed below:

- skatepark, pumptrack, bicycle playground
- soccer fields (replace BDSS + new fields)
- ball diamond improvements in Jordan
- pickleball and tennis courts (indoor and outdoor)
- natural playground
- bocce courts
- outdoor fitness circuit
- soapbox derby track
- outdoor fitness equipment
- pavilion in Vineland





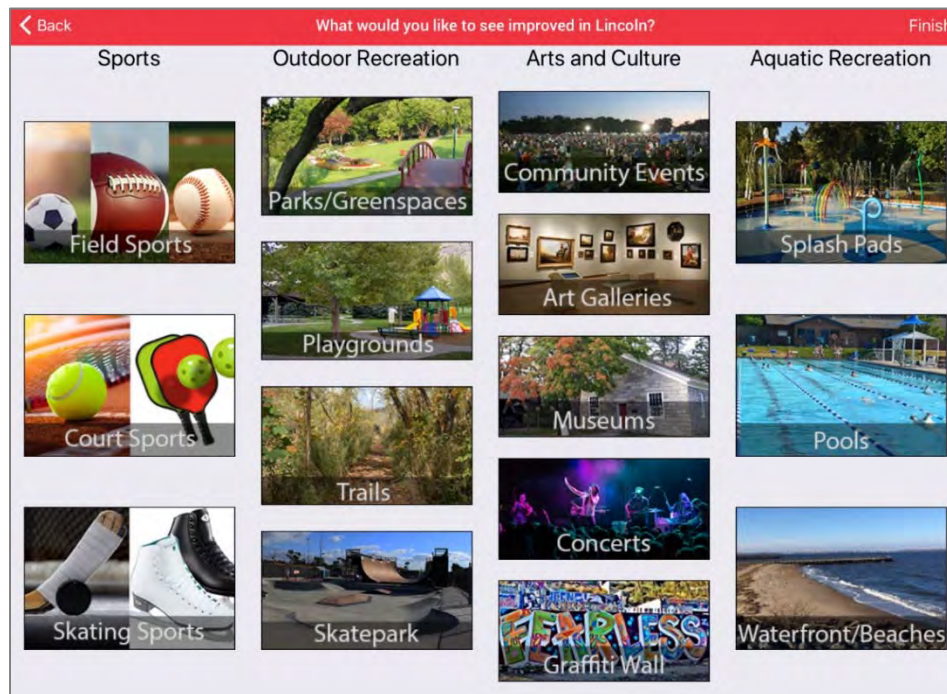
## 1.6 Youth Voice

Lincoln's youth voice (residents age 18 years and under) was represented via data collected through the YouthVoice App. Municipal employees were present with tablets in hand allowing eligible attendees to participate at all four Public Information Centres as well as several community events throughout the summer and fall. A total of 427 responses were received during the consultation period, and have been summarized below.

When presented with the app, there were two question screens for participants to respond to - both showing the same four categorized columns. The first question asked: "What do you like most about Lincoln?" and the second question asked: "What would you like to see improved in Lincoln?". Respondents were encouraged to select one of the options provided in each category.



Figure 20 Screen Capture of the YouthVoice App designed by Spark Lincoln



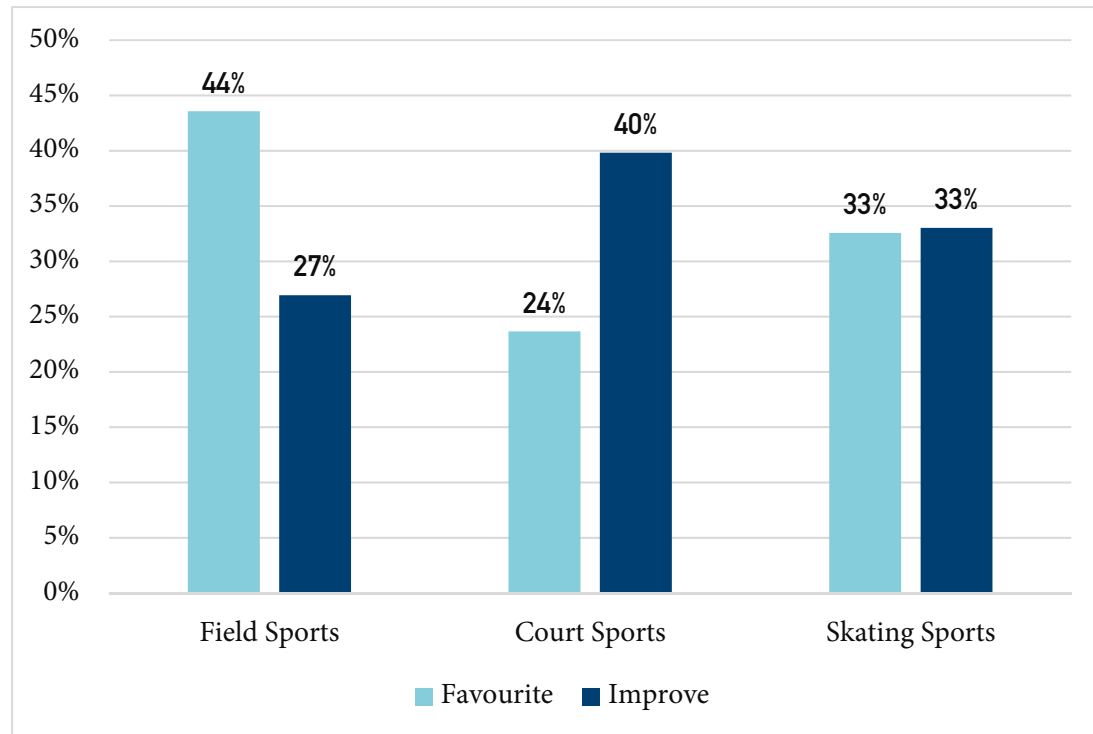
## 1.6.1 Sports

Within the sports category, field sports were the favourite (receiving 44% of responses), followed by skating sports (33%), and court sports (24%). Court sports received the highest number of responses for improvement, with two-in-five (40%) selecting this option; skating sports was second with one-third (33%), and field sports third with 27%.

Notable findings were present in two of the three categories:

- Field sports were a favourite among respondents, and it received the lowest number of responses for improvement; indicating that the Town of Lincoln is doing well to provide field sport opportunities.
- Court sports however, received the highest number of requests for improvement (40%), and the lowest response for being the favourite activity. This indicates that youth residents are seeking improved court sport opportunities, which may in turn increase the number of residents who indicate it as a favourite activity.

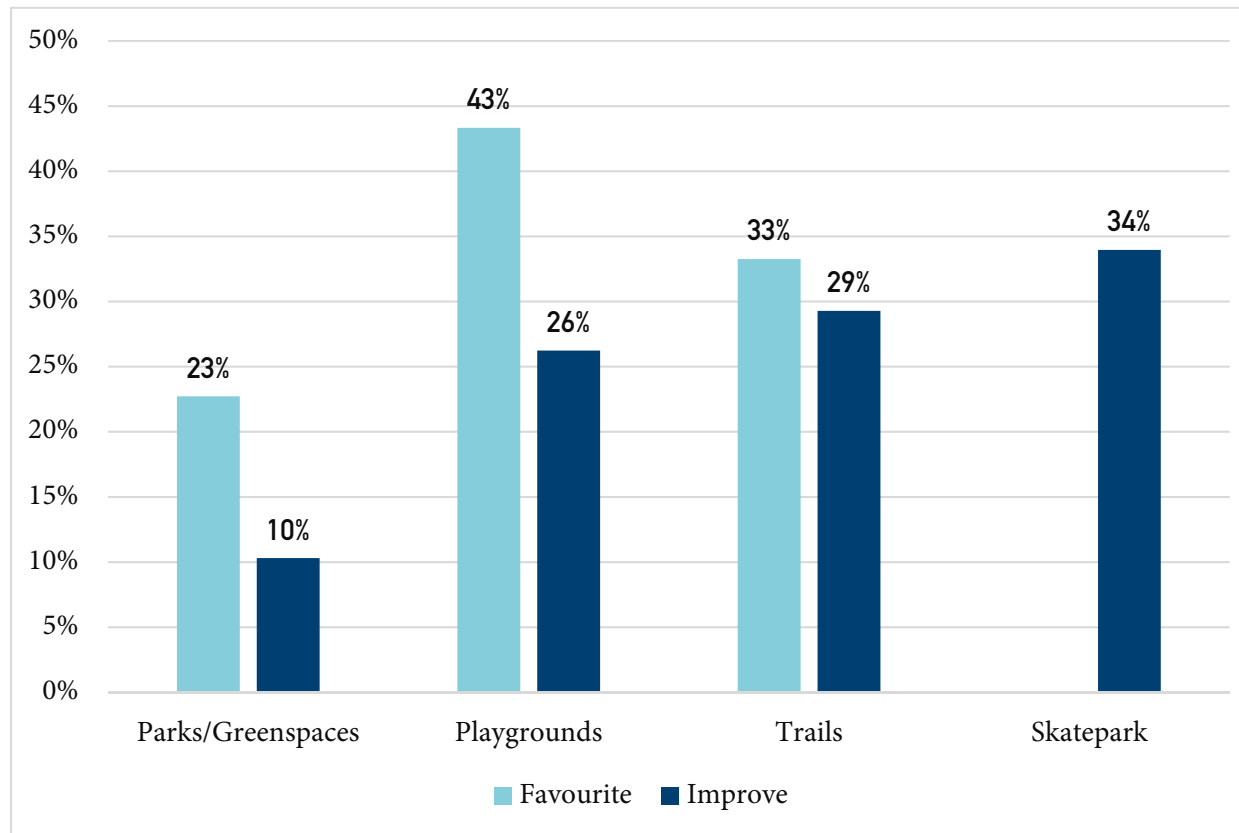
Figure 21 Youth Voice App responses for the Sports category



## 1.6.2 Outdoor Recreation

The most popular form of outdoor recreation was playgrounds (43%), followed by trails (33%) and parks/greenspaces (23%). Regarding improvement, skatepark (not listed in the first question as it is not presently available in Lincoln) received the highest number of responses (34%), followed by trails (29%), playground (25%) and parks/greenspaces (10%).

Figure 22 Youth Voice App responses for the Outdoor Recreation category



Notable findings were present in two of the four categories:

- Skatepark received the highest number of responses for outdoor recreation improvements, indicating that this is a desired feature among youth residents.
- Playgrounds were the favourite way to play, and received the second-lowest number of responses for improvement; indicating that youth residents are generally satisfied with current playground provision.

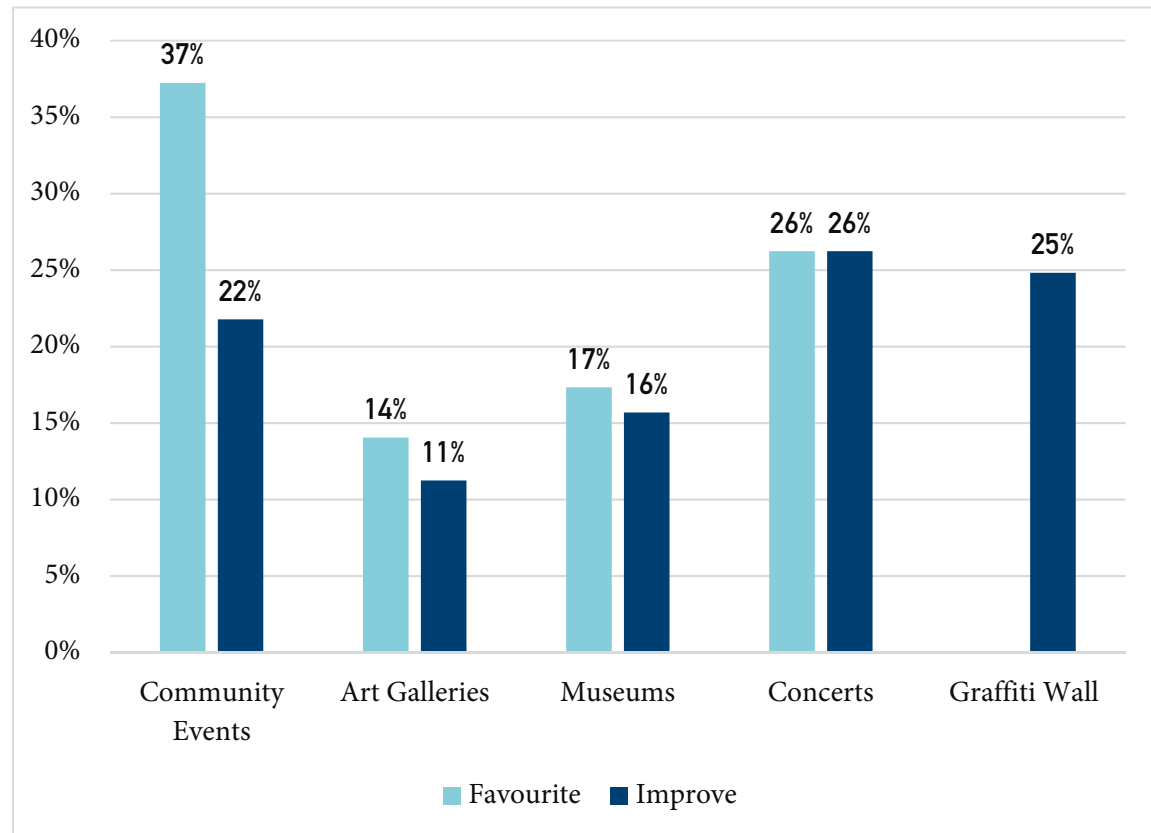
### 1.6.3 Arts & Culture

Community events outranked other options among favourite arts and culture activities, receiving 37% of responses. The second-most popular was concerts (26%), followed by museums (17%) and art galleries (14%). Requests for improvement were fairly evenly distributed, particularly among the top three responses: concerts (26%), graffiti wall (25%) and community events (22%). Lower-ranking improvements were museums (16%) and art galleries (11%).

Notable findings were present in two of the five categories:

- The graffiti wall ranked highly among requested improvements, receiving one-quarter (25%) of the responses. This feature was recently added to the Town of Lincoln's inventory, and was highly utilized during recent community events. This request indicated that youth residents are interested in more graffiti wall opportunities in Lincoln.
- Community events were the favourite among the four listed options, and received less than one-quarter (22%) of requests for improvement. This indicates that youth residents are generally satisfied with existing community events.

Figure 23 Youth Voice App responses for the Arts & Culture category

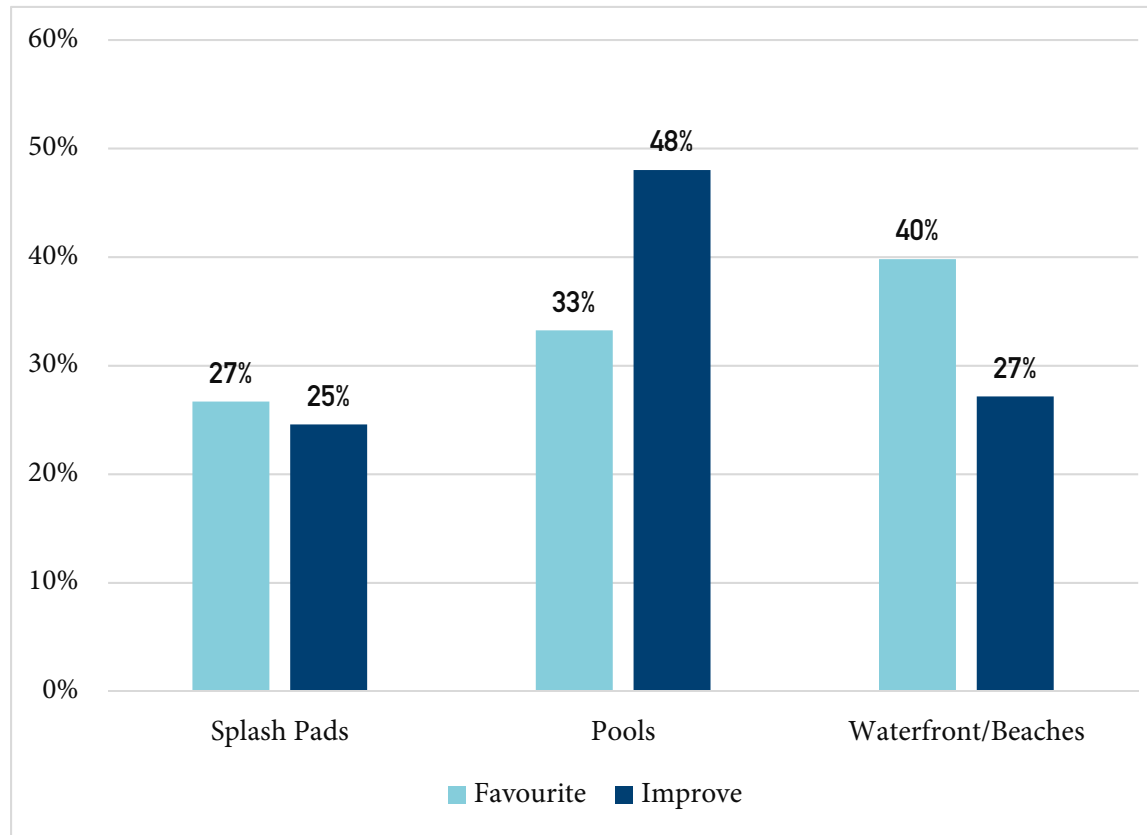




### 1.6.4 Aquatic Recreation

Two-in-five respondents (40%) selected waterfront/beaches as their favourite form of aquatic recreation, followed by one-third who selected pools (33%) and about one-quarter selected splash pads (27%). Almost half (48%) of respondents requested improvements to pools. This was followed by about one-quarter (27%) who selected waterfront/beaches and one-quarter (25%) who selected splash pads.

Figure 24 Youth Voice App responses for the Aquatic Recreation category



Notable findings were present in all three categories:

- Splash pads are generally child and family-focused amenity, which is likely a reason why youth did not rank this amenity as highly as other options.
- The Town of Lincoln currently operates two outdoor pools (one nearing the end of its lifecycle) and does not provide any public indoor aquatic facilities. These factors likely contributed to the high number of requests for improvement to pools.
- Waterfront/beaches were the most popular activity, and only received request for improvement from just-over one quarter of respondents, indicating that youth are generally satisfied with these aquatic recreation opportunities.

## 1.6.5 Youth Voice App Tabulation

What's your favourite form of leisure/recreation in Lincoln?											
Sport	#	%	Outdoor Recreation	#	%	Arts and Culture	#	%	Aquatic Recreation	#	%
Field Sports	186	44%	Parks/Greenspaces	97	23%	Community Events	159	37%	Splash Pads	114	27%
Court Sports	101	24%	Playgrounds	185	43%	Art Galleries	60	14%	Pools	142	33%
Skating Sports	139	33%	Trails	142	33%	Museums	74	17%	Waterfront/Beaches	170	40%

What would you like to see improved in Lincoln?											
Sport	#	%	Outdoor Recreation	#	%	Arts and Culture	#	%	Aquatic Recreation	#	%
Field Sports	115	27%	Parks/Greenspaces	44	10%	Community Events	93	22%	Splash Pads	105	25%
Court Sports	170	40%	Playgrounds	112	26%	Art Galleries	48	11%	Pools	205	48%
Skating Sports	141	33%	Trails	125	29%	Museums	67	16%	Waterfront/Beaches	116	27%
			Skatepark	145	34%	Concerts	112	26%			
					Graffiti Wall	106	25%				

Total  
Participants      427



## 1.7 Internal Consultation

### 1.7.1 Staff Workshops

Municipal staff from various departments were invited to attend workshops and interviews. These sessions included cross-departmental representation and were held at the Town Offices on September 24, 2018. More than twenty (20) staff participated in seven sessions throughout the day. The purpose of these sessions was to learn about the daily operations and functions of each department from those who engage directly with users (front-line staff) as well as the maintenance, operations, supervisory, management and administrative staff.

Input from the sessions is not published within this report but have been used to inform the development of the Parks, Recreation and Culture Master Plan.

### 1.7.2 Mayor & Council Input

A special session held was held on September 19, 2018 with 2013-2018 Town of Lincoln Council to introduce the Master Plan and share information on the expected timelines and opportunities to provide input. Members of the newly appointed 2019-2022 Town of Lincoln Council were engaged through a Committee of the Whole meeting on January 16, 2019 and have provided input throughout the Master Plan's development.

Input from the Council consultations is not published directly, but has been used to inform the development of the Parks, Recreation and Culture Master Plan.







## Appendix D Trends in Parks, Recreation & Culture

This appendix was prepared as a background report to inform the development of the Town of Lincoln's Parks, Recreation and Culture Master Plan. It contains detailed information about trends and best practices that support the Master Plan's recommendations. A summary of this research is contained in the body of the Master Plan.





## 1.1 Key Trends & Best Practices

Relevant parks, recreation and culture trends and best practices articulate benefits and provide evidence to support recommendations within the Master Plan.

The figure at right illustrates the five goals of the Framework for Recreation in Canada (FRC), plus one additional goal relative to arts and culture. The following trends review is organized by these goals as they provide a clear definition of the outcomes that the Town of Lincoln is striving to achieve through the Master Plan.

Trend information is based on an extensive review of secondary research sources. References are provided where specific data or quotes are illustrated. Where applicable, approaches in comparable municipalities are explored to understand how other communities are addressing similar trends in the sector and how they are facilitating quality opportunities, adapting to changing design philosophies and integrating innovative service delivery models within their operations. The implications of these trends and best practices for Lincoln have been assessed in the body of the Master Plan.

Figure 25 Summary of Parks, Recreation and Cultural Trends  
Organized by Master Plan Goals



### 1.1.1 Active Living



The first goal of the Framework for Recreation in Canada is to foster active living through physical recreation. The following trends are related to this goal, including options for encouraging or supporting participation within the community.

#### Health & Wellness

Recreation service providers, along with health practitioners, professionals and researchers are focusing upon the benefits of a **holistic and multi-faceted approach to health and wellbeing**. A holistic approach in the context of leisure services includes physical activity but is also expanded to reflect healthy eating, mindfulness and disease prevention through health.

Multiple municipal departments, public health and other related agencies are increasingly working as a collective to address **health promotion** through land use planning, urban design, transportation and engineering, and parks, recreation and cultural services. Leisure service providers from multiple sectors have expanded and diversified their program inventory to offer variety for all age groups, abilities and interests to accommodate the needs of the public and ensure there is something for everyone. This is including but not limited to: active, sport, general interest, creative, STEM programs and services.

The benefits of keeping a person's mind active, reducing stress and anxiety, has also been a recent focus in health and recreation research and promotion. **Socialization, mindfulness, and management of stress and anxiety** are all linked with helping to decrease the effects of degenerative cognitive disease (e.g., Alzheimer's); they also encourage social connectedness and reduce social isolation, particularly for older adults and seniors. Municipalities across the country are exploring ways to combat a mental health crisis right now; suicide rates are on the rise, and it is affecting populations with historically low rates of incidence. As society learns to cope with and adapt to life in the modern world, it is critical that everyone has available and affordable access to programs, service, activities, and facilities that support their holistic health and overall wellbeing.

Many municipalities and leisure service providers are adopting principles of “**Physical Literacy**”, an emerging concept that describes “the motivation, confidence, physical competence, knowledge, and understanding to value and take responsibility for engagement in physical activities for life.” The principle is centred upon the notion that if people are able to learn and grasp basic physical movement applicable to a variety of sports and activities, they will be better equipped to remain active as they age, regardless of past experience with specific activities. Sport for Life provides the framework to implement the **Long-Term Athlete Development Model**, focused on encouraging and supporting people of all ages to get active, stay active and reach the highest heights of sport achievement.



### Physical Inactivity

A dominant trend in health research and promotion in the last decade has been the rise of sedentary behaviours. A confluence of factors and cultural shifts have resulted in **historically-low physical activity levels** and **high reports of social isolation**. Canadians frequently cite the following as factors contributing to decreased participation in parks, recreation and culture: a lack of free time, increasing costs of participation, lack of knowledge / information and other responsibilities.

The **rise of sedentary behaviours** can be partially attributed to technology, particularly for Canadian children and youth. According to recent research by ParticipACTION, Canadian kids are spending too much time in front of screens (e.g., watching tv, streaming videos, using social media, playing video games, etc.), and are not meeting the recommended daily amount of moderate-vigorous physical activity.

However, there are some technological advances that have helped to **combat the decline in physical activity**. A variety of devices, programs and tools are now available at the touch of a screen to encourage participation, and even remind you to move or relax and take a breath. Some of the most popular instances of this are wearable fitness trackers (e.g., Garmin, FitBit, etc.) and fitness applications for smart phones (e.g., Map My Run, Calm, etc.).





## General Participation

Public demand for programs, activities, and special events at high-quality facilities continues to grow. Residents are seeking **drop-in, unstructured and self-scheduled times to participate**. For example, in the past, if a program was not running in a gymnasium, it would often sit empty. Now residents are requesting to use that time to play with equipment like balls and nets on their own, outside of a structured or registered activity.

Demand for **prime-time** access is also evolving. The after-work hours of 5:00 to 8:00 pm are traditionally reserved for child and youth programming. However, residents' lives are becoming increasingly busy and as a result adults, older adults and seniors are seeking opportunities to recreate during the same peak operating hours. One example of this can be found in communities where pickleball has seen tremendous growth; a growing population of adults still in the workforce want to play in the evenings. The Town of Lincoln currently accommodates pickleball on the Fleming Centre arena floor in the summer and at the Lincoln Community Centre year-round.

**Adult recreational sports** are also growing in many communities, particularly activities such as co-ed softball and soccer. According to recreational adult organizations across the province, league play on weekday and weekend evenings has expanded in recent years. However, there is very little publicly available or shared data on adult leagues, so general participation trends are drawn from registered youth groups or data provided via specific request.

Another participation trend commonly experienced in regional municipalities or suburbs of major urban centres is **regional participation**. As witnessed in Lincoln, residents grow accustomed to travelling to participate in specialized activities or seeking higher-quality facilities for elite sports and competition. This may result in sharing and coordinating with neighbouring municipalities to avoid duplication of service, though there are few examples of formal agreements or joint operation beyond the occasional board-run arena.

**Youth engagement** in sports and recreation is a growing trend in many municipalities. The 2018 ParticipACTION Report Card indicates that Canadian children and youth are not meeting recommended daily and weekly physical activity-levels. Today's youth are intrinsically tied to technology and social media that can contribute towards sedentary lifestyles, social isolation and mental health issues. Municipalities and private service providers are combatting these challenges by offering dedicated spaces and programs to encourage youth to gather, socialize and recreate in activities that are safe, comfortable and of interest to them.



## Outdoor Play

**Outdoor play** is critical to children's development; they need outdoor and unstructured play to master new skills, be active, learn new things and become in awe of their natural environment. However, children are given fewer opportunities to engage in outdoor and "risky" play compared to previous generations. Children spend less time outdoors due to a fear of accidents and more time spent indoors engaged in sedentary behaviours (most likely in front of screens). As a result, Nature Deficit Disorder is becoming increasingly evident in people who do not get outdoors often enough, leading to increased symptoms of anxiety, depression, aggression, sadness and negative emotions.

The "**Age-Friendly**" movement (which emphasizes active living and accessible services) as well as partnerships between parks, recreation and health providers holds promise for the future. Some suggestions for improving physical activity grades include providing more opportunities for active outdoor play, facilitating community use of schools and investing in active transportation. These activities are accessible to people of all ages and abilities, have positive health benefits, and generally do not require expensive equipment or higher order facilities.

The emergence of **natural and adventure playgrounds** is also a new (or re-emerging) trend in play equipment. This involves utilizing landscape features, providing creative options and daring opportunities, and leveraging natural materials such as wood, logs, ropes, stones and large boulders. These playgrounds are designed to appear more precarious and facilitate the concept of "risky play" through climbing, exploring, moving vigorously, and independent and imaginative play. Studies have shown that encouraging children to take more risks results in several benefits including improved co-ordination, creativity and social skills.

### 1.1.2 Arts & Culture



The framework for Recreation in Canada does not specifically include Arts and Culture, although the provision of services often intersects with parks and recreation offerings. The goal of arts and culture in this plan is to foster creativity within the community, support artists and enable participation for all.

#### Attendance & Participation

Research on **arts attendance and participation** in Canada is broad, but highlights the growing nature of this industry and the importance placed on it across the nation. For example, research conducted by the Ontario Arts Council found that visitation of historical sites was the most popular arts and cultural activity, followed by museums/art galleries, arts performances, and festivals and fairs. In turn, the 2011 Ontario Arts Engagement Study indicates that: 60% of Ontarians attend professional music concerts at least once a year; 55% attend professional plays or musicals; and 51%



visit art museums or galleries. In 2008, Canadian consumers spent over \$27 billion on cultural goods, with spending on live performing arts being more than double what Canadians spend on live sports events<sup>4</sup>.

In response to the ever-changing demand for unique cultural experiences, the Town of Lincoln (and Lincoln Public Library) program offerings have expanded to include: paint nights, music programs, yoga at the museum and special events such as dinner theatres and trivia nights. This commitment to expansion and evolution of programming helps to ensure that residents are provided with a variety of arts and cultural opportunities within the town.

### Expanding the Definition of 'Culture'

Trends suggest that arts attendance by Canadians is on the rise and, at the same time, the **definition of culture is expanding**. Traditionally, arts and culture has included a broad spectrum of activities including visual and creative arts (e.g., dance and music), festivals, special events and heritage appreciation. Increasingly, people are experiencing arts and culture in less traditional and formal ways and settings, such as festivals and outdoor concerts and through public art and placemaking. Expectations are rising for high quality, value-added arts and culture programs and events that fit with busy lifestyles and offer meaningful social experiences.

### Celebrating Local Heritage

The presence of arts and cultural opportunities are highly desirable in any community as they play an important role in creating vibrant and livable communities and contribute to knowledge building, creative expression and bolstering the local economy. These considerations provide support to the Town of Lincoln's investment in the Lincoln Cultural Centre & Museum.

Lincoln ReRooted is a local example of how heritage celebrations can ignite a town. This event is designed to celebrate the community's culture, heritage, growth and rebirth with an array of events and activities distributed throughout Lincoln with activities from morning to night. The inaugural ReRooted event in 2018 was very well attended and included an invitation to visit local businesses through the Doors Open initiative and the launch of Lincoln's new Community Chalkboard.

### Community Partnerships & Engaging Youth

A best practice example of engaging youth and partnering with non-municipal services is a shed-building program in Mississauga. The City of Mississauga has collaborated with local high schools for a mutually-beneficial project. The City provides the wood and supplies necessary to build an equipment / storage shed to a high school woodworking class. The students benefit from learning a valuable trade and completing a course

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<sup>4</sup> Hill Strategies. Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2008. 2010.



requirement while the City saves labour and construction costs on necessary ancillary facilities. In addition to the physical construction, a secondary group of students paints the exterior of the sheds to earn an art credit while the City gains a functional piece of public art. The sheds are examined by course instructors for safety and then transported and installed by municipal staff. This type of creative and multi-faceted approach to partnerships should be explored within a local context.

### 1.1.3 Inclusion & Access



The second goal of the Framework for Recreation in Canada is to increase inclusion and access to recreation for populations that face constraints to participation. The following trends are related to this goal, including options for serving residents of all ages, interests, abilities and backgrounds.

#### Serving All Ages, Abilities & Backgrounds

Service providers are striving to offer opportunities and support for residents of all ages, interests, abilities and backgrounds. The goal of municipal parks, recreation and culture departments is to maximize the number of residents that are participating in leisure activities so that residents are engaged in healthy lifestyles. Many municipalities have historically been focused on children and families; however, leading edge organizations recognize and respond to the fact that residents from many different walks of life can benefit from leisure program offerings and services.





## Aging Population

The **aging of Canada's population** is significantly influencing parks, recreation and culture. As the “Baby Boomer” generation moves into retirement, demand is growing for older adult and senior-focused activities, programs and facilities. This shift – which is also being experienced in Lincoln – is emerging through three distinct lenses:

- 1) healthy, physically-active and social adults wishing to remain active as they age;
- 2) persons managing chronic illness, disease and/or old age that are seeking low-impact, therapeutic and rehabilitative programs; and
- 3) growing interest in traditional and non-traditional arts, culture and experiential activities.

Municipalities can respond to the needs of older adults by offering therapeutic programming (e.g., warm water aquafit classes, stroke rehabilitation classes, chair yoga, etc.), day-time fitness and social/cultural programs. Certain municipalities continue to build and operate stand-alone seniors' centres, though newer designs embody multi-use philosophies that facilitate a range of recreational, cultural, social and educational spaces aimed to sustaining holistic health (“mind, body and soul”). The Sackville Hill Seniors Recreation Centre in Hamilton is a notable example of successful stand-alone 55+ facilities.

There is a growing shift away from stand-alone seniors' centres. Many older adults approaching retirement age prefer multi-generational facilities that do not label them as “seniors” or “older adults.” Municipalities are enhancing the number and types of 55+ programming within multi-use community centres, integrating more comfort features (including seating) in common areas such as lobbies, and sometimes dedicating areas within these community centres for older adults seeking space away from the rest of the community centre but still allowing access to the full complement of programs.



The Sackville Hill Seniors Recreation Centre in Hamilton is a multi-service hub of activity containing a wide range of program and social areas. It is a gathering place for older adults to stay physically active, socially connected and mentally engaged.

Photo Credit: MBPC

## Diversity

Municipalities and businesses are broadening their definitions of diverse populations so as to be more inclusive. Under-represented and **under-represented populations** are persons that are faced with critical issues and/or often struggle to secure everyday essentials, therefore are less focused on recreation and are likely unable to afford participation. Some of these populations include: those experiencing poverty and homelessness; persons with disabilities; newcomers and cultural groups; and members of the LGBTQ2S community. Female participation in sport has also grown considerably in recent decades.

Some best practice examples of how municipalities have adapted programming to accommodate all groups include: “Inside Out”, Toronto’s LGBT film festival; QConnect, an initiative in Essex County offering programming and activities for young people who identify as part of the LGBTQ2S community; and the City of London and City of Hamilton’s homeless recreation leagues, which includes indoor ball hockey (London only) in the winter and baseball (both) in the summer.

Cultural transition and **expanding diversity** are influencing the design of facilities and the delivery of services. The number of immigrants to Canada is, and will likely continue, growing and as a result programs and services are being designed to match demand. Newcomers to Canada tend to be attracted to activities that are classified as “active leisure”, such as walking (72%), swimming (64%), running (58%), working out at the gym (53%), cycling (50%) and fitness classes (45%). By comparison, new citizens are less likely to play organized sports, the most popular of which are soccer (18%), badminton (12%), tennis (11%), table tennis (9%), basketball (8%) and hockey (4%)<sup>5</sup>. Many municipalities are experiencing a shift in demand for non-traditional activities that contain social and cultural representation in programs, services and facilities. For example, communities with high South Asian representation have integrated Bollywood dance into their group fitness and dance programs, while gender-specific time-blocks have been designated to accommodate certain cultural or religious backgrounds. More culturally diverse municipalities have also expanded ways in which they communicate with the public by using resources such as program guides in a variety of languages and integrating newcomer orientation as part of public recreation opportunities. While this trend is not yet being experienced in Lincoln, it could develop as time passes and should be considered in future program and service offerings.

Some certain municipalities have entered into new **types of facilities** to reflect localized interest of certain cultural groups. Bocce courts (both indoors and outdoors) are found in certain Greater Golden Horseshoe communities, particularly those with strong concentrations of residents of Italian descent. Cricket grounds are a topical example with many municipalities constructing dedicated venues for the sport or sometimes overlaying a cricket pitch across two soccer fields. With greater awareness being raised regarding Indigenous Persons and the federal focus towards Truth and

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<sup>5</sup> Institute for Canadian Citizenship. Playing Together – New Citizens, Sports & Belonging. July 2014.



Reconciliation, municipalities are showcasing Indigenous history through public art in community centres and parks along with exploring programs reflective of First Nations sports and culture.

### Accessibility for Persons with Disabilities

In response to the Province of Ontario's *Accessibility for Ontarians with Disabilities Act, 2005* (AODA), municipal programs, services and facilities have evolved to expand and adapt to a growing user-base of active residents. Some examples of this include widening doorways, adding accessible washrooms, installing elevators, participating in AODA Customer Service training, and providing support and registered spaces for children with special needs (e.g., day camps, lessons, etc.).

Municipalities are taking steps towards **removing barriers** from outdoor recreation facilities such as replacing playgrounds with new structures containing barrier-free components, grading and paving pathways through parks, and using braille in signage. Some municipalities, such as Toronto, Oshawa, Amherstburg, Ottawa and Windsor have constructed (or are in the process of constructing) wheelchair-accessible ball diamonds in partnership with groups such as the Miracle League so that persons with disabilities have an opportunity to play the sport.

The Abilities Centre in Whitby, Ontario is a leading example of a barrier-free sports and fitness complex that was specifically designed for persons with disabilities. This unique facility incorporates a range of assistive devices, aids and features, together with accessible recreation equipment to ensure that the facility is inclusive of all users. The Abilities Centre is a partnership between the Town of Whitby (land-owner) and a non-profit organization (facility owner and operator). A usage agreement exists to leverage resources and share certain facility components (including those within the Town's adjacent Iroquois Park Sports Centre), thus increasing the range of facility opportunities. Variety Village in Toronto (owned and operated by Variety International) is another example of an inclusive recreation facility that focuses on engaging all users, regardless of ability.

A best practice in providing **inclusive programs and services** is Camps on TRACKS which provides one-on-one peer support to campers with special needs. Introduced by the City of London in 2011, this program works with a variety of community partners including Thames Valley Children's Centre, Fanshawe College and the Ontario Trillium Foundation. The Camps on TRACKS training program teaches camp staff techniques for supporting campers to make friends and how to interact with peers who may have social challenges. Town of Lincoln staff have done some training on this and are looking to introduce the program this year.



Camps on Tracks provides programs and services to campers with special needs through staff training and support from multiple agencies and organizations.

Photo Credit: Camps on Tracks

## Economic Trends

**Income disparity** is polarizing communities throughout the Greater Golden Horseshoe and other parts of Ontario. The growing divide between affluent and low-income residents requires municipalities to carefully consider which programs, services and facilities are offered, and at what cost. Many have shifted toward more low-to-no cost alternatives to ensure that there are opportunities for all. This trend reinforces the importance of financial assistance programs to ensure all residents have the opportunity to participate in parks, recreation and culture.

Other economic trends influencing participation in parks, recreation and culture are increasing **costs of participation**. Many activities require participants to pay membership dues, registration fees and related equipment costs in order to play. When combined with the cost of travel, these factors can negatively influence the ability for some to join organized sport leagues (and increasingly so at higher calibre levels). Although average household incomes in Lincoln are above average, there are many low-income households that may be faced with difficult decisions regarding participation in activities.

In addition to expanding the variety of paid, low and no-cost activities, municipalities are experiencing greater demand for **fee-assistance programs and subsidies**. Depending on the size and service standards, some municipalities are able to provide municipal subsidies (e.g., Kitchener's Leisure Access, London's Play Your Way fund or Mississauga's Active Assist and Jerry Love Children's Fund), while others help low-income residents apply for external support through agencies like Canadian Tire Jumpstart. The Town of Lincoln does not have a formal fee assistance program at this time, but does work with ProKids and receives capital funding through the Niagara Community Foundation and many organizations facilitate financial assistance for their members through the Jumpstart program.





### 1.1.4 Connecting People & Nature



The third goal of the Framework for Recreation in Canada is to help people connect to nature through recreation. The following trends are related to this goal, including options for enhancing parks, stewardship and environmental design.

#### Connecting with Nature & Environmental Stewardship

Recent academic works have examined the benefits of **interacting with nature** and spending time outdoors, especially through participation in physical activity. Municipalities throughout Ontario are encouraging residents to get outside and connect with nature. This is achieved through promotion of local trails and cycling routes, activating parks with programs, activities and events, and providing facilities to make parks and open spaces attractive, comfortable and safe spaces to visit.

Another way that municipalities are supporting connections with nature is the provision of **community food gardens**. These locations offer a multitude of benefits as they provide locally-sourced whole foods, encourage residents to interact with one another and prevent social isolation, embody principles of food security and social equity (especially in areas described as “food deserts” where area residents do not have adequate access to healthy food options like grocery stores or markets), and help residents take pride and responsibility in their neighbourhoods.

A number of municipalities **work together** with their local Conservation Authorities and environmental stewardship groups to educate the public on sustainability, ecologically friendly activities, and local/native plant species. One example of this is the Town of Lincoln’s relationship with Ontariogreen, which has fostered growth of new and regenerated habitats throughout the municipality. Locally, this includes Phase 1 (tree plantings) of the butterfly/pollinator garden in Serena Park as well as the naturalized spaces in Hilary Bald Park and Meadowood Park. These horticultural efforts help to sustain the naturally-occurring ecosystem and support native flora and fauna in the area.

Phase 1 of the Val Fleming Butterfly Garden in Serena Park was planted by local residents in coordination with Ontariogreen, a local conservation association.

Photo Credit:  
Town of Lincoln



## System of Parks

A **system of parks** with varying functions is required to meet the broad range of resident needs. “Destination Parks” is a term being used more frequently to describe premier sites containing multiple of high-quality, in demand structures. Some examples of what one might expect in a destination park includes: a splash pad or waterpark; multiple large-scale playgrounds (often with a theme); adult fitness equipment; intra-park trail systems and walking loops; horticultural plantings; infrastructure to support use for concerts, festivals, fairs, etc. (i.e., washrooms, hydro access, covered pavilions/gazebos); and a variety of programmed activities and events.

Similarly, there is higher demand for public spaces to be **animated through design, activities and events**. This may include events such as workshops held in unused community centre space, festivals or fairs in urban parks, and movie nights or concert series in parks, such as the events that occur in Charles Daley Park.

## Environmental Design

Environmentally-conscious **facility design** has become ingrained in the sector. Principles of environmental sustainability are congruent with parks and outdoor leisure activities, while community recreation centres, arenas and aquatic facilities are often energy intensive buildings where some municipalities see an opportunity to be leading edge in promoting sustainability (both environmentally and financially). Some examples of environmental facility design include: green roofs, solar panels, energy conservation, waste reduction, diversion, geothermal heating, recirculation systems, low impact development, etc.

The most common standard for **environmental sustainability** is the LEED designation (Leadership in Energy and Environmental Design). Originally developed by U.S. Green Building Council, LEED includes a set of rating systems for the following: sustainable sites; water efficiency; energy and atmosphere; materials and resources; indoor environmental quality; and innovations in operations and regional priority. There are four tiers of LEED rating levels (Certified, Silver, Gold and Platinum) depending upon how many criteria are addressed in a given development.



The Stronach Recreation Centre in Aurora reclaims heat from the arena to heat the aquatic portion of the facility.

Photo Credit: MIMA Architects



## Growth & Urban Structure

Population growth is putting pressures on facilities and programs; many municipalities are responding to this by building facilities such as community centres, cultural spaces, sports fields, hard surface courts and more in “greenfield” settings, often in close proximity to new residential developments. Historically, low-density growth patterns have resulted in a wide distribution of facilities in many Ontario towns and cities. Wide-spread facility placement, however, can create challenges related to transportation, isolation and lack of connectivity when considering facilities and services are being increasingly centralized within individual sites (the multi-use concept).

More recently, there has been a shift toward urban intensification and infill. As new development occurs within the urban boundary and land becomes increasingly scarce, existing parks and leisure facilities are heavily used and relied upon. Increasing urban densities and **intensification** of established neighbourhoods are influencing the way in which municipalities are providing recreation and sport facilities, delivering leisure services to their communities, and the way in which residents participate in leisure activities. Residents living in multi-unit dwellings often have little to no personal green space and thus rely upon the public realm for socialization and recreation to a greater extent than persons living in lower density areas. Parks, recreation and culture facilities are thus an integral “third place” and valuable contribution to the public realm. One local example of urban infill is proposed development in the Lincoln Square area of Beamsville, located near the Fleming Centre and Serena Park.

Some urban centres have begun to “intensify” their urban parks by making them more durable and able to withstand increased use, sometimes entailing greater use of use of hard-scaping, rubberized surfaces and more significant maintenance. Others are investigating ways to upgrade or expand their built infrastructure such as arenas, pools and community centres due to increased foot traffic on site. Municipalities also need to consider amenities that support more social and casual use. Some examples of this many include picnic sites and pop-up farmer’s markets in parks, cafes along trail networks or at scenic vistas, and other social spaces for users to interact through passive recreation. These and other considerations will play a key role in designing the parks system proposed for the Prudhommes Secondary Plan Area.

Growing municipalities are proactively seeking to capitalize on opportunities to promote and secure parkland in denser urban areas as it becomes available, such as surplus schools and brownfield sites. Stormwater management facilities are also being designed to employ a greater natural aesthetic to provide some respite from the built environment that is characterized in established and intensifying neighbourhoods. It has been Lincoln’s practice to fence off its stormwater ponds to discourage public access.

### 1.1.5 Supportive Environments



The fourth goal of the Framework for Recreation in Canada is to ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities. The following trends are related to this goal, including insights into how indoor and outdoor facilities and spaces are being designed in response to expectations of users and best practices in construction.

#### Multi-Functional & Comfortable Spaces

Municipalities across Canada are faced with increasing demands for comfort/support amenities in parks of all sizes and along trails. Commonly requested amenities include features related to the **safety** and accessibility of park sites, such as lighting; sharps, garbage and recycling receptacles; and visibility from the street. **Comfort and socialization** features (such as walking loops) are also commonly sought in parks and facilities, particularly for children and older adults. Comfort amenities frequently requested include seating and tables, shade structures and ample tree plantings, water fountains and washrooms.

Because **technology** is readily available in so many forms, it has also become an integral part of the public realm. Some municipalities now provide public access to Wi-Fi in parks and public facilities, encourage technology-focused participation, and use tech to monitor usage levels. Many public parks and facilities support and even encourage use of technology. Some children's playgrounds include smart phone app technology that can be used to enhance the play experience, and other parks use GPS devices to support geo-caching participants.

Technology has also found a place in many playgrounds by integrating smart phone apps designed to support play with specific components of the equipment. One example of this is Biba Playgrounds, where a parent can download an app which, when opened on site, can provide challenges or prompts for various ways to interact with the park.

#### Active Transportation

Active forms of transportation are human-powered modes of travel that are undertaken for utilitarian (day-to-day) and recreational purposes. Walking, hiking, running/jogging, cycling, dog walking, etc. are consistently at the top of surveyed recreational activities that people participate in, while other recreational active transportation activities include cross-country skiing, skateboarding, BMX biking, scooter riding or rollerblading. Participation in **active transportation** helps to reduce the number of cars on the roads, creating less congestion and reducing vehicular emissions. Active travel also has benefits of connecting people with the outdoors and with each other depending upon the mode and route taken.

Multiple reports published by governments, public health and other agencies, and Academia tout participation in these pursuits to help keep people active, engaged and connected. Some examples of these reports include the Framework for Recreation in Canada, the Government of Canada's





Mobilizing Knowledge on Active Transportation report, and ParticipACTION Report Cards on Physical Activity for Children and Youth, to name a few. Many municipalities are connecting civic destinations, including community centres and major parks, within their active transportation network while others are working with local school boards to find ways to encourage more students to take active trips to school. To encourage greater active travel, municipalities can provide comfort and safety amenities through paved or chip and dust walking trails and loops throughout parks that establish connectivity, as well as installing features such as lighting, garbage receptacles, benches and shade structures for rest areas. The Town of Lincoln is currently preparing a **Transportation Master Plan** that will examine active transportation opportunities and connections to regional networks.

### Aging Infrastructure

Aging parks, recreation and culture infrastructure is an issue faced by municipalities across Ontario. While upfront funding is often available to construct recreation facilities through development charges, ongoing maintenance and non-growth-related renewals must be funded through streams such as taxation, fundraising, donations, and / or user fees (or through grants from senior levels of government). To avoid potential maintenance or malfunction issues, municipalities must prioritize **renewal and reinvestment projects** alongside other civic works (e.g. roads, sewers, etc.). This is becoming a more prominent consideration due to the age of some of Lincoln's parks and facilities.

Reinvestment in aging infrastructure is also a concern for municipalities when the facilities in question are no longer being used effectively or to their optimum potential. A municipality may find that **adaptive re-use** of an antiquated or underutilized facility creates an opportunity to serve a broader audience or address a more pressing community need compared to the building's original use. The Kingsdale Community Centre is frequently cited as a best practice across Ontario for its facility enhancement strategy. The City of Kitchener committed to repurposing an aging arena (built in 1966) into community centre with five program rooms, a large gymnasium and an adjoining commercial kitchen and bar area. Ice sports continue to be accommodated at other arenas while the City and the Kingsdale Neighbourhood Association have been able to substantially expand the range of programs offered to residents in the surrounding area.

Kingsdale Community Centre (Kitchener) is an example of retrofitting aging infrastructure to accommodate new uses.  
Photo Credit: City of Kitchener



### Maximizing Existing Assets

Municipalities are working to **maximize functionality and utilization** of existing assets. This is achieved in a variety of ways ranging from strategic programming during non-peak hours to completely repurposing an existing facility to accommodate an emerging or growth activity.

Exploring **non-traditional ways** to maximize available space has been instrumental in supplementing the vitality of existing infrastructure. Some opportunities to activate otherwise vacant space is to encourage use by groups who potentially have daytime interest and availability. This may include school groups, newcomer organizations or orientation programs, older adult and retiree programming, parent and tot programs, home-school groups and many more.

A recent success story comes from the Collingwood Curling Club, a group that was struggling to remain operational less than ten years ago but is now thriving and continues to grow. The Club attributes their success to key investments in programming, people, and space. To help fill daytime ice they partnered with five local elementary schools to host curling programs, they trained 100 members in Smart Serve to ensure a bartender is always available, have offered flexibility in games and competition, and adjusted schedules to accommodate member demand.



### Multi-Use & Multi-Generational

Facilities that were originally built to serve a single purpose (e.g., single pad arenas, stand-alone community halls, etc.) are being used less frequently. Residents seek a **convenient “one-stop-shop” experience** when it comes to recreation and cultural pursuits, particularly families with multiple active participants. Take for example a family that visits a multi-use community centre (such as the Fleming Centre) where one child participates in swimming lessons, another child goes to hockey practice and the caregiver(s) visits a library, attends a fitness class, or enjoys an indoor walking track or loop. As a result, modern community centres across Canada are being developed using multi-use, multi-generational and multi-service hub models.

The **community hub** model was promoted in recent years by Ontario’s provincial government and has become a popular model for provision of service for both municipal and other sectors. Hubs are constantly diversifying and best practices dictate that they should be built to suit unique community needs and complement the public realm. From a recreation and culture perspective, a hub typically is anchored by a major component such as a swimming pool, gymnasium, ice pad, central library or performance centre that is supplemented by complementary facilities such as branch libraries, municipal offices, multi-use spaces, employment offices, health care providers, etc.

**Outdoor recreation infrastructure and park designs** are similarly following multi-use designs to provide something for all. Some examples of this include children’s playground structures located in the same space as a walking loop and/or outdoor fitness equipment for youth and adults. Park designs should also include comfort amenities such as tables, benches and shade structures to support rest and relaxation, particularly for older adults supervising children using equipment.



Hilary Bald Park in Lincoln is converted from a multi-use court in the summer months to an outdoor ice rink in winter months.

The facility has also been used to host community events such as outdoor movie nights.

Photo Credit: MBPC

### All-Season Activities & Spaces

With increased focus on active-aging, high-level athlete performance, and physical activity for all; demand for **all-season activities and spaces** has grown. This spans across public recreational spaces as well as those for high-performance training.

The general public have been accommodated in many municipalities through amenities and features such as indoor walking tracks around arenas (e.g., Fleming Centre) or gymnasiums, dry-pads repurposed for indoor pickleball in the summer, sport courts in parks converted to outdoor ice rinks in the winter (e.g., Hilary Bald Park), cross-country skiing in municipal parks and so many more.

There is also greater demand from elite-athletes for all-season access to their training grounds. This is a transition to year-long training for many sports, from a previous model of only being played “in season”. Some examples of this include hockey players seeking ice earlier in the fall and later in the spring; another might be competitive soccer teams utilizing outdoor turf fields into November and later (weather dependent).

### Elite Training & Competition Facilities

User groups are seeking time and space for elite training and expect “**competition-ready**” facilities. These high-performance organizations and athletes require much more than simple use of their primary facility (i.e., soccer fields, swimming pools, arenas). One example of this might be a competitive hockey team that requires not only ice time, but an office space for administration, a dedicated dressing room, storage space for equipment, dry-land training space, and somewhere to warm-up as a team before moving onto ice.

To assist with facilitation of tournaments and help achieve efficiencies for scheduling, staffing, and maintenance, **multi-field/court/pad designs** are preferred. Some examples of this include quad-pad arenas (e.g., Sixteen Mile Sports Complex in Oakville), four-leaf clover ball diamond designs (e.g., Turner Park in Hamilton) or multi-field soccer complexes (e.g., Chinguacousy Soccer Complex in Brampton).



Turner Park in Hamilton, Ontario is a regional example of a competition-ready multi-field sports park.

Photo Credit: Google Maps





**Sport tourism** is a major economic generator in many municipalities and relies upon high quality, multi-facility complexes. The ability to host major sporting events (local, regional, provincial, national and even international) is dependent upon the presence of quality infrastructure. Municipalities that provide competition-ready facilities are better equipped to host and accommodate high-level sport tourism.

A recent example of a competition-ready, **centre for sport excellence** is the Markham Pan Am Centre. Originally built to host aquatic and court sport competitions during the Toronto 2015 Pan American and ParaPan American Games, the site is now a hub for sport tourism in the city, region, province country, and abroad. The Markham Pan Am Centre is still used daily for aquatic training and competition, the courts are available for drop-in sport users as well as for events/competitions, while the fitness centre offers use to paying members.

### 1.1.6 Recreation Capacity



The fifth goal of the Framework for Recreation in Canada is to ensure the continued growth and sustainability of the recreation field. The following trends are related to this goal, including ways in which municipalities are positioning themselves for the future.

#### Municipal Roles

Parks, recreation and culture departments are experiencing a shift in responsibilities due to increased public demand for programs, facilities and services. An evolution from the traditional provision of spaces and places (including grass cutting on fields, equipment repair, ice resurfacing, etc.) towards a community development/facilitator role has occurred. In addition to their day-to-day responsibilities, municipal staff are often requested to assist residents with financial subsidy applications, liaise with community groups, explore and facilitate external programming, and seek partnership opportunities. More recently with the emergence of the multi-service community hub model, many recreation staff are faced with social issues related to poverty and homelessness, addictions and violence, mentorship and guidance as the lines blur between **recreation services and social services** in a multi-use community centre setting.

The South London Community Centre, Jalna Branch Library and South London Neighbourhood Resource Centre in the City of London is a strong example of the multi-faceted nature of municipal roles and responsibilities. The London site provides recreation options (gymnasium, meeting rooms, kitchen, park, etc.), a public library and is home to a resource centre that offers family support, programming for adults and seniors, and offers newcomer settlement services.

A recent report by The Conference Board of Canada and Volunteer Canada stated many parks, recreation and cultural organizations have long been sustained by the generous contributions of dedicated **volunteers**<sup>6</sup>. However, volunteerism across the region and province is declining. Potential

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<sup>6</sup> The Conference Board of Canada, *The Value of Volunteering in Canada* (Volunteer Canada, 2018).



volunteers are more interested in a mutually-beneficial relationship, one where they provide their services to the club or organization in exchange for something more concrete than their time. Some ways that municipalities have been recruiting and retaining volunteers are through provision training opportunities, discounted memberships/registrations, or even small tokens of appreciation to ensure volunteers feel valued.

**Public demand** for services and facilities continues to grow. Many municipalities are experiencing difficulty accommodating indoor and outdoor facility and service demands, particularly in shoulder seasons. For example, parks and recreation operations staff traditionally worked outdoors in the spring and summer months when arena pads were dry, and assisted with indoor recreation facilities in the winter months when there was less demand for outdoor facilities. However, seasonal shifts and milder springs/falls have prompted public demand for parks to be maintained year-round, while arenas are operational and indoor sports groups want to extend the length of time indoor ice is available. As these competing public demands grow, the staff complement may have difficulty keeping up, especially when special events and programs are added into the mix.

Locally, the Town of Lincoln participates in the **High Five Quality Assurance Frameworks**. This includes both High Five Principles for Healthy Child Development and High Five Healthy Aging. Having these frameworks in place helps the municipality ensure that programs and services offered by the Town of Lincoln are: measuring success; increasing recognition and credibility; developing expertise; and managing risk and operations.

### Partnership Opportunities

Many municipalities have expanded their operations and agreements to include **partnerships with private or non-profit organizations**. These collaborations enable both parties to benefit from capital cost sharing upfront and an ability to joint-manage facilities moving forward. These agreements also help to increase spatial distribution of facilities throughout a municipality. For example, if one area is previously lacking hard municipal recreation infrastructure, but is home to a private provider such as the YMCA or Boys and Girls Club, a partnership would help expand accessibility to recreation in that area.

Other ways for municipalities to continue to expand programming and services without significant investment in infrastructure is through **community use of schools**. Many municipalities – such as Lincoln – have agreements with local school boards to either permit fields for league play and practices or use gymnasiums for recreation programs and events. Partnerships are also being formed between municipalities and user groups to provide facilities, with indoor soccer facilities exemplifying this trend in particular. There are many examples of municipalities (e.g. Milton, Pickering, Oakville, Aurora) that have partnered with their local soccer clubs to provide land, facilitate agreements with school boards or co-signed debt financing for the clubs to build, operate or lease indoor turf fields.



The Port Colborne YMCA, Vale Health and Wellness Centre in Port Colborne is a regional example of municipal partnership with public and private service providers. The facility includes two NHL-sized ice pads, a walking jogging track, six bocce courts and through partnership with the YMCA of Niagara, an aquatic centre with lap and leisure pool, a gymnasium and fitness area. The Port Colborne facility is also located within the T.A. Lannan Sports Complex which is home to six soccer fields, three baseball fields, a playground and recreational trails. On a smaller scale, the YMCA also partners with the Municipality of Lambton Shores to operate a wellness/fitness centre, programming and child minding in the Municipally-owned Shores Recreation Centre (arena, gymnasium, indoor track, meeting rooms, offices).

The Port Colborne YMCA, Vale Health and Wellness Centre in Port Colborne is an example of municipal partnership with public and private service providers.

Photo Credit: City of Port Colborne



## Use of Technology

**Technology** is rapidly changing the way that municipalities provide parks, recreation and culture services. Some examples include:

- online registration and payment for programs and facility bookings;
- demand for technology-focused programming such as “learn to use” various software types;
- social media has enabled municipal departments to share program and service information in real time to update users on when the next registration is occurring or inform of facility repair or maintenance shutdowns; and
- enabling municipalities to track, monitor and continually assess registration and fill rates.

More specifically, technology has changed the way that participants and service providers conduct business and interact with one another. Service providers are able to clearly **outline all services and program offerings** on webpages, through e-newsletters and through mobile device applications. These technological advances enable users to view program descriptions, class times, instructor details, registration deadlines and connect with employees when necessary.

Another benefit of online or **electronic registration** and booking methods is the enhanced ability to monitor usage trends and understand the participant population. When all transactions are stored within a single database, service providers can review and examine their transaction history to better understand which programs, services, and facilities are being accessed and by whom.

Until recently, the majority of large municipalities in Ontario employed **CLASS software** (Active Net) for parks and recreation management. The program was able to coordinate program registration, accounts, facility bookings, point of sale and much more. However, support for the platform was recently discontinued and municipalities are seeking alternate providers. Many are moving toward cloud-based and customizable platforms with broader functionality.

As municipalities work toward updating corporate webpages, many have noticed a trend of **user-driven information and interaction**. Rather than display all information outwardly with navigation panes and multiple clicks to seek the desired results, websites are being designed to filter through all available content and provide results in a single click. This evolution requires significant restructuring and inputting to ensure all programs and services are easily found for all potential participants.

**Apps** for registered programs or memberships can also be used to support recreation and fitness programming. These applications enable users to: sync accounts with various health and wellness providers; book their space in an upcoming class; search local businesses akin to their interests; save favourites and view schedules; purchase memberships and much more. Many app providers also host business versions of the service where staff can complete attendance, process sales transactions, and update schedules and cancellations.

Parks and trails are notoriously difficult to monitor usage of; municipal providers are challenged to accurately account for the number of users in these spaces, particularly throughout the course of an entire day in a variety of seasons and atmospheric conditions. One of the technological advances that has helped to assist with **monitoring of parks and trails** are eco-trackers and trail counters. The City of Welland's Traffic Department is installing eco-counters on trails throughout the municipality to count pedestrian and cyclists' movements and record collected data. The information provided will help improve service and public experience on the trails.

Another trend in technology is the installation of and support for **Biba Playgrounds**. In partnership with PlayPower Inc. (playground and recreational equipment manufacturer), a mobile App (Biba) was designed to keep kids active, parents engaged and playground owners informed. The App includes a free suite of games designed to encourage children to interact with their local playgrounds. Playground owners also benefit from collection and analysis of actionable data on playground use and activity.





One notable example of technology in the public realm that also encourages physical activity, is Pokémon Go. The **smartphone app** encourages players to walk through their environment to “catch” virtual Pokémon characters and evolve their inventory. In addition to the physical activity of walking, users also interact with one another both digitally and in person, fostering a sense of community and inclusiveness. Some municipal Parks and Recreation Departments have even hosted Pokémon Go community events (e.g., mapping activities, fun runs, Poké-walks, etc.) with refreshments and entertainment in public parks. These events encouraged residents to visit local parks they may have otherwise been unaware of and provided a safe space to get outside and meet with others.

The Pokémon Go App encourages users to explore their environment and interact with other app users.

Photo Credit:  
[recmanagement.com](http://recmanagement.com)





## Appendix E Service Delivery & Programming Analysis

This appendix was prepared as a background report to inform the development of the Town of Lincoln's Parks, Recreation and Culture Master Plan. It contains detailed information about the Town's service delivery and programming model and may be read in conjunction with **Section 3** of the Master Plan.





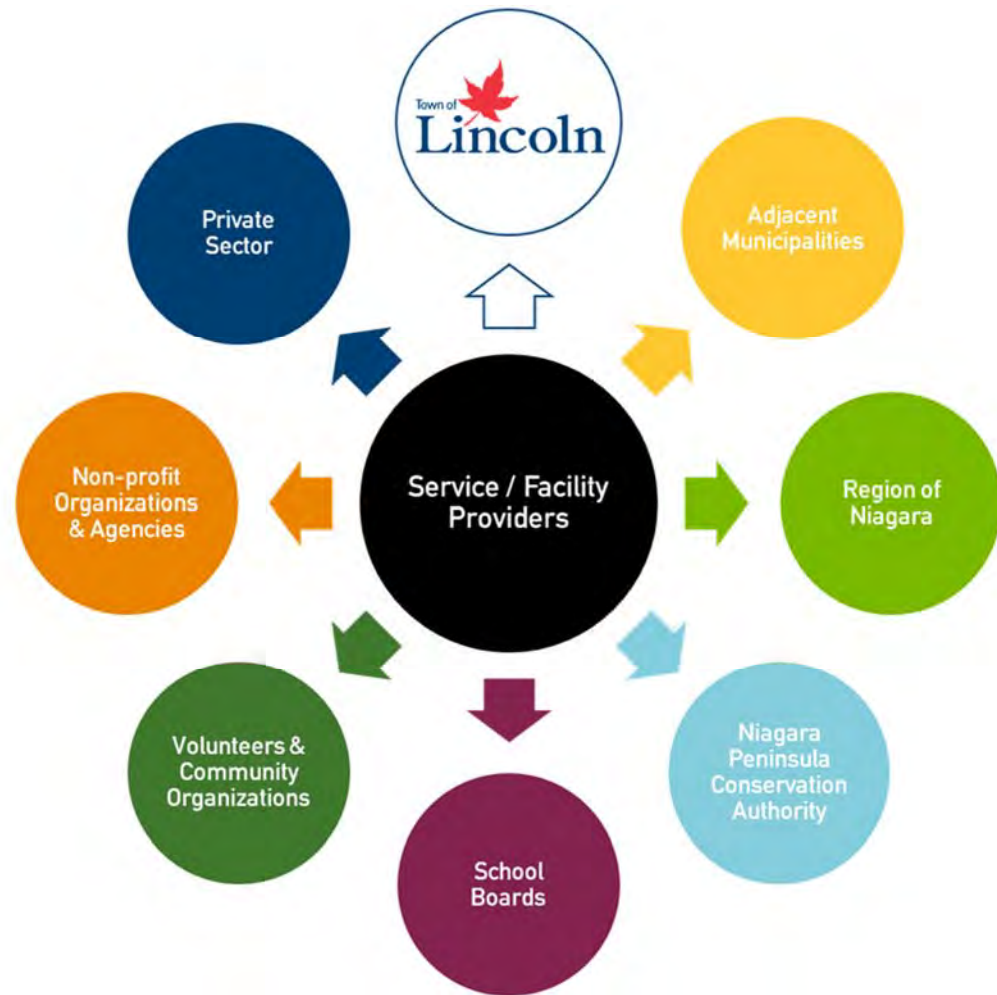
## 1.1 Our Service Delivery Model

There are numerous provides involved in the delivery of parks, recreation and culture services to Lincoln residents (see right), with the Town taking a lead role.

The Town of Lincoln Community Services Department is accountable for a broad range of parks, recreation and cultural facilities, amenities, programs and services. The Department sets about to provide and enable a wide range of choice and appeals to all residents regardless of their backgrounds.

Currently the Town provides specific services and addresses gaps where they exist. Two key approaches are taken: (1) the direct provision of programs and services by the municipality; and (2) the provision of a range of supports to community organizations. Together, it is hoped that all age groups can chose from a broad choice of quality opportunities.

Figure 26 Community Asset Map for Lincoln





The main methods employed by the Town in providing and enabling services include direct provision, community development practices, promoting not-for-profit and for-profit services, and contracting third party providers (see figure at right). This is a holistic approach with the key driver being to provide a range of opportunities efficiently and effectively. Consideration is given to ensuring all age groups are included, engaging and hearing resident voices, and including under-represented residents.

In a community the size of Lincoln, the predominant approach has been to support community groups and round out the provision of services where there are gaps or where specific services require facilities and qualified staff (e.g., the provision of swimming lessons at the outdoor pools). For example, very few for-profit or not-for-profit organizations provide outdoor swimming facilities as they have a limited season and revenues do not offset operational costs. As Lincoln increases in population and new residents require more services as a result of the services provided in their previous community, the service delivery model will likely require further review.

The key to providing well rounded and quality choices for residents of all ages in a mid-sized community is to work collectively with all providers. While there may be a difference in an organization's mandate; the collective goal is to ensure that there are safe and quality services provided within the town. Working together can place focus on needed priorities such as engaging residents from low income backgrounds. Other outcomes of working together include the sharing of resources and reduction of duplication. No one organization will meet everyone's needs; together the impact of joint initiatives can be greater.

Figure 27 Service Delivery Model in Lincoln



## 1.2 Programming and Active Living

### 1.2.1 Program Inventory

To gain a better understanding of parks, recreation and culture program requirements, a review of current offerings has been undertaken. This includes public, private and non-profit community assets.

The inventories and tables provided in this section provide a high-level summary of Town-owned and operated facilities, programs and services. This section also provides an environmental scan of significant parks, recreation and cultural offerings both within and outside of Lincoln to offer some insight into non-municipal participation options.

The following is a summary of programs and events offered by, or in partnership with, the Town of Lincoln (including the Lincoln Public Library). The data contained herein was collected throughout summer and fall 2018, and is representative of offerings available at that time. The inventory has been sub-divided based on registration type and further categorized by target participants, type, location, settlement area, and non-municipal partner or provider (if applicable).

**Note:** this information was compiled from available sources and is not intended to be an exhaustive list.

#### Registered Programs

According to Town of Lincoln registration data and the program summaries available in Play Lincoln, more than 43 different registered programs were offered by or in partnership with the Town. These included programs for a variety of ages, interests, and abilities from children and caregivers to older adults and seniors. Below is a sample of local programs:

- **Child and Caregiver / Preschool:** e.g., Music Munchkins is offered in partnership with Beamsville Music Studio;
- **School-Age:** e.g., a variety of day camps are offered at multiple locations throughout the year;
- **Youth:** e.g., Red Cross Babysitter Training is offered to interested youth participants;
- **Adult:** e.g., Total Body Fitness is offered at the Fleming Centre;
- **Older Adult / Senior:** e.g., Lincoln Seniors' Club provides a variety of programs; and
- **All Ages:** e.g., the Town offers many registered specialty programs, often centered around a holiday or theme.



**Table 2 Environmental Scan of Registered Programs & Activities offered or sponsored by the Town of Lincoln (2018/19)**

Name	Age	Type	Location	Settlement Area	Partner
Babies and Books	Preschool	General Interest	Lincoln Public Library - Fleming Branch	Beamsville	
Ballroom Basics (Beginner & Intermediate)	Adult	Recreation	Lincoln Centre	Beamsville	
Bob Ross Paint Class	Adult	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	
Christmas Wreath Workshop	Adult	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	Bloomin' Lovely
Coding Club	School Age	General Interest	Lincoln Public Library - Fleming Branch	Beamsville	
Cooking Club (Junior & Senior Club)	School Age	Culture	Lincoln Centre	Beamsville	
Fun Fridays	School Age	Camps	Town of Lincoln Museum & Cultural Centre	Beamsville	
Girls Night Out	School Age	General Interest	Fleming Centre	Beamsville	
Holiday Make and Bake	School Age	Camps	Lincoln Centre	Beamsville	
Harry Potter Escape Room	School Age	General Interest	Lincoln Public Library - Fleming Branch	Beamsville	
Hatha Yoga	Adult	Recreation	Lincoln Centre; Fleming Centre	Beamsville	
Heritage House Tour	Adult	Culture	Various (Beamsville)	Beamsville	Friends of Lincoln's History
Home Alone Safety Course	School Age	General Interest	Fleming Centre	Beamsville	
How to Paint Expressively	All	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	Niagara Shores Artists
Introduction to Watercolour	Adult	Culture	Fleming Centre	Beamsville	
Lamplighter Tour	All	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	Rotary Club of Lincoln



Name	Age	Type	Location	Settlement Area	Partner
Lifesaving Society Leadership	Young Adult	Recreation	A.F.G. Community Pool; Jordan Lions Pool	Beamsville; Jordan	
Lincoln Lightning Swim Team (Junior & Senior Team)	School Age; Teen	Recreation	A.F.G. Community Pool; Jordan Lions Pool	Beamsville; Jordan	
Lincoln Seniors Club	Senior	General Interest	Lincoln Centre	Beamsville	
March Break Camp	School Age	Camps	Lincoln Centre; Fleming Centre	Beamsville	
Move to be Fit I & II	Adult	Recreation	Fleming Centre	Beamsville	
Murder Mystery	Adult	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	
Music Munchkins - Babies & Toddlers	Preschool	Culture	Fleming Centre	Beamsville	Beamsville Music Studio
Nia (Fitness)	Adult	Recreation	Lincoln Centre	Beamsville	
Nordic Pole Workshop	Adult	Recreation	Fleming Centre	Beamsville	
Queen of Hearts Valentine's Tea	All	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	
Red Cross Babysitter's Training	School Age	General Interest	Fleming Centre	Beamsville	
Red Cross Swimming Lessons - Preschool & Swim Kids	Preschool; School Age	Recreation	A.F.G. Community Pool; Jordan Lions Pool	Beamsville; Jordan	
Sprouts - Baby & Toddler	Preschool	Recreation	Fleming Centre	Beamsville	Fit Together
Starry Night Paint Class	Adult	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	
Stories & Songs	Preschool	General Interest	Lincoln Public Library - Rittenhouse Branch	Vineland	
Strict But Nice - On the Road	School Age	Culture	Various	Various	
Summer Adventure Camps	School Age	Camps	Fleming Centre; Jordan Lions Arena	Beamsville	
Summer Employment & Volunteering	Young Adult	General Interest	Various	Various	
Tales for Two	Preschool	General Interest	Lincoln Public Library - Fleming Branch	Beamsville	





Name	Age	Type	Location	Settlement Area	Partner
The Hangout	School Age	General Interest	Lincoln Public Library - Fleming Branch	Beamsville	
Time Travelers Camp	School Age	Camps	Town of Lincoln Museum & Cultural Centre	Beamsville	
Total Body Fitness	Adult	Recreation	Fleming Centre	Beamsville	
Valentine's Day Make and Bake	School Age	Camps	Lincoln Centre	Beamsville	
Why we need Art!	All	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	Niagara Shores Artists
Winter Break Camp	School Age	Camps	Fleming Centre	Beamsville	
Yoga at the Museum	Adult	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	
Zentangle: Basics and More	All	Culture	Town of Lincoln Museum & Cultural Centre	Beamsville	Niagara Shores Artists

### Drop-in Programs, Activities and Events

In addition to registered programs, the Town of Lincoln offers residents multiple opportunities to participate in parks, recreation and cultural pursuits at their leisure through drop-in events and activities. 2018 / 2019 drop-in program offerings included more than 46 unique events and activities. Some of these were regularly scheduled open-participation times such as public skating or swimming, while others were specialty or one-time events such as annual Canada Day celebrations and the Winter Wine Fest.

The Town of Lincoln has served residents well by ensuring that a variety of activity options are available throughout the entire year. This was achieved through events such as Santa's Workshop on Beam Street (winter), Touch a Truck (spring), Outdoor Movie Nights (summer) and Lincoln ReRooted (fall).

**Table 3 Environmental Scan of Drop-in Programs, Events & Activities offered or sponsored by the Town of Lincoln (2018/19)**

Name	Age	Type	Season	Location	Settlement Area	Partner
Adult Skate	Adult	Recreation	Winter	Fleming Centre; Jordan Lions Arena	Beamsville	
Balls Falls Thanksgiving Festival	All	Event	Fall	3296 Sixth Avenue	Vineland	NPCA
Bruce County Museum: Once Upon a Time	All	Exhibit	Spring	Town of Lincoln Museum & Cultural Centre	Beamsville	Bruce County Museum



Name	Age	Type	Season	Location	Settlement Area	Partner
Butterfly Garden Community Tree Planting	All	Event	Fall	Serena Park	Beamsville	
Canada Day Celebration	All	Event	Summer	Charles Daley Park	Jordan	
Canadian Wildlife Photography of the Year Exhibition	All	Exhibit	Winter/Spring	Town of Lincoln Museum & Cultural Centre	Beamsville	Canadian Museum of Nature
Clean Up Lincoln	All	Event	Spring	Various	Various	Earth Day Canada
Community Chalkboard Launch	All	Event	Fall	Downtown Beamsville	Beamsville	Losani Homes
Daily Swim Programs	Senior	Recreation	Spring/Summer	A.F.G. Community Pool; Jordan Lions Pool	Beamsville; Jordan	
Daily Swim Programs - Aquafit, Leisure Swim & Senior Swim	All	Recreation	Spring/Summer	A.F.G. Community Pool; Jordan Lions Pool	Beamsville; Jordan	
Daily Swim Programs - Water Fitness	Adult	Recreation	Spring/Summer	A.F.G. Community Pool; Jordan Lions Pool	Beamsville; Jordan	
Doors Open Lincoln	All	Event	Fall	Various	All	Doors Open Lincoln
Downtown Beamsville Farmers' Market	All	Event	Fall	Fleming Centre	Beamsville	
Drop-in Board Games	All	Recreation	All	Lincoln Public Library - Fleming Branch	Beamsville	
Drop-in Museum Movie Afternoons	All	Recreation	Fall/Winter	Town of Lincoln Museum & Cultural Centre	Beamsville	
Family Drop-in Stick & Puck	All	Recreation	Winter	Fleming Centre; Jordan Lions Arena	Beamsville	
Family Fun Fling on King	All	Event	Fall	Downtown Beamsville	Beamsville	
Farmers' Market	All	Event	Fall	Fleming Centre	Beamsville	Beamsville Farmers' Market
Google Arts and Culture App	All	Culture	Winter	Town of Lincoln Museum & Cultural Centre; Online	Beamsville; Online	Google
Mini Masters of Library Science	Kids	Event	Fall	Lincoln Public Library - Fleming Branch	Beamsville	
Miracle on King Street	All	Event	Fall	Downtown Beamsville	Beamsville	
National Volunteer Week & Student Volunteer Info Fair	All	Event	Spring	Fleming Centre	Beamsville	
New Year's Levee & Family Skate	All	Recreation	Winter	Fleming Centre	Beamsville	
Niagara Shores Artists	All	Exhibit	Fall/Winter	Town of Lincoln Museum & Cultural Centre	Beamsville	Niagara Shores Artists
Outdoor Movie Nights	All	Event	Summer	Hilary Bald Park	Beamsville	



Name	Age	Type	Season	Location	Settlement Area	Partner
PA Day Drop-in LEGO	Kids	Recreation	Fall	Lincoln Public Library - Rittenhouse Branch	Vineland	
PA Day Skate + Movie	Kids	Recreation	Fall	Lincoln Public Library - Fleming Branch	Beamsville	
Paint Party	All	Event	Fall	Downtown Beamsville	Beamsville	
Pick-Up Hockey - Adult & Senior	Adult	Recreation	Winter	Fleming Centre; Jordan Lions Arena	Beamsville	
Pioneer Day	All	Event	Fall	Town of Lincoln Museum & Cultural Centre	Beamsville	
Preschool Stick & Puck	Kids	Recreation	Winter	Fleming Centre; Jordan Lions Arena	Beamsville	
Public Skate - Indoor	All	Recreation	Winter	Fleming Centre; Jordan Lions Arena	Beamsville	
Public Skate - Outdoor	All	Recreation	Winter	Hilary Bald Outdoor Rink	Beamsville	
Public Works Week - Touch a Truck	All	Event	Spring	Fleming Centre	Beamsville	
Red Cross Drop-in Swimming Lessons	Kids	Recreation	Spring/Summer	A.F.G. Community Pool; Jordan Lions Pool	Beamsville; Jordan	
ROM Exhibit - Iroquois Beadwork	All	Exhibit	Fall	Town of Lincoln Museum & Cultural Centre	Beamsville	Royal Ontario Museum
Santa Claus is Coming to Town & Tree Lighting Celebration	All	Event	Fall	Town of Lincoln Museum & Cultural Centre; Fleming Centre	Beamsville	Tim Hortons
Santa's Workshop on Beam Street	All	Event	Fall	Town of Lincoln Museum & Cultural Centre	Beamsville	
Saturday Fun	Kids	Recreation	All	Lincoln Public Library - Both Branches	Beamsville; Vineland	
Something Cool After School	Kids	Recreation	Fall/Winter/Spring	Lincoln Public Library - Fleming Branch	Beamsville	
Story Time	Kids	Recreation	Fall	Lincoln Public Library - Fleming Branch	Beamsville	
Storybook Pumpkin Patch	All	Event	Fall	Lincoln Public Library - Both Branches	Beamsville; Vineland	Greenlane Farms
Sunset Music Series	All	Event	Summer	Charles Daley Park	Jordan	Rotary Club of Lincoln
Vineland Thanksgiving Artfest	All	Event	Fall	Twenty Valley Public School	Vineland	Twenty Valley Public School
Winter WineFest	Adult	Event	Winter	Main Street	Jordan	Twenty Valley



## Non-Municipal Recreation and Culture Programs

To help ensure that the Town of Lincoln does not duplicate services provided by other non-municipal agencies, a review of alternative service providers was completed. In addition to limiting redundancy in programming, this also helps to identify potential gaps in programs and services available in Lincoln and surrounding areas.

To provide context, some examples of recreation and culture programs and services that are not traditionally offered by municipalities but are popular leisure pursuits may include: dance / gymnastics, martial arts, fitness studios, and flatwater activities such as canoeing or kayaking.

**Note:** this information was compiled from available sources and is not intended to be an exhaustive list.

**Table 4 Environmental Scan of Non-Municipal Recreation and Culture Programs**

Name	Age	Type	Address	Settlement Area	Programs
1st Beamsville Scouting	School Age; Teen; Young Adult	General Interest	4331 Spruce Street	Beamsville	Camping, Hiking, Environment & Outdoors, Leadership, Active & Healthy Living, Citizenship, Creative Expression, Beliefs & Values (ages 5 to 26)
1st Vineland Scouting	All	General Interest	Cherry Avenue/ Moyer Road	Vineland	Camping, Hiking, Environment & Outdoors, Leadership, Active & Healthy Living, Citizenship, Creative Expression, Beliefs & Values (ages 5 to 26)
20 Valley Harvest Farms	All	General Interest	4235 Fifteenth Street	Jordan	Pick-Your-Own Cherries and Pumpkins
All Star Athletics	All	Recreation	4290 Bartlett Road	Beamsville	Cheerleading (ages 3 to 18+), All Star Cheer Teams, Recreational Cheerleading, Tumbling Classes, Private Lessons, Day Camps, Private lessons
Beamsville Lawn Bowling Club	All	Recreation	5088 Park Avenue	Beamsville	Lawn Bowling (all ages)
Beamsville Lions Club	Adult; Senior	General Interest	4283 Mountain Street	Beamsville	Service & Social Events (Fall Fair, Canada at Charles Daley Park, Christmas Tree Sales, Monthly Community Buffet Breakfast, Soap Box Derby, etc.)
Beamsville Music Studio	All	Culture	4520 Ontario Street, Unit 8	Beamsville	Private Music Lessons, Baby/Toddler Group Classes, Band Classes for Youth and Adults, College & University and RCM Exam Preparation, Camps





Name	Age	Type	Address	Settlement Area	Programs
Beamsville Stingers Minor Baseball Inc.	School Age; Teen	Recreation	5070 Hartwood Avenue	Beamsville	Rally Cap Jr & Sr, Rookie Ball, Mosquito, PeeWee, Bantam, Midget
Beamsville Women's Institute	Adult; Senior	General Interest	7599 Concession 3 Road	Beamsville	Personal Growth & Education, Charity, Eucre Party, Craft Fair, Community Cleanup
Berry Patch	All	General Interest	2010 South Service Road	Jordan	Pick-Your-Own Red and Black Currants, Gooseberries, Raspberries, Blackberries, Blueberries
Bethesda	All	General Interest; Recreation	3280 Schmon Parkway	Thorold	Adult Day Services, Recreation & Leisure Programs, Workshops and Events
Cherry Avenue Farms	All	General Interest	4303 Cherry Avenue	Beamsville	Pick-Your-Own Cherries, Apricots, Plums, Peaches, Pears, Nectarines
Community Care of West Niagara	Preschool; School Age; Teen	Recreation	4309 Central Avenue	Beamsville	Jumpstart (Childrens' Recreation)
Community Living	All	General Interest; Recreation	191 South Service Road	Grimsby	Adult Day Programs, Adult Recreation & Leisure, Children's Summer Camps, Teen After School Program, Life Skills Training
Convos Youth Zone	School Age; Teen	General Interest	4995 King Street	Beamsville	High School Drop-In (Tournaments, Food Nights, Pool, Ping Pong, Board Games), Cooking Class
District School Board of Niagara	Preschool; School Age	General Interest	191 Carlton Street	St. Catharines	EarlyON Child & Family Centres, Child Care
Expressions Dance Company	All	Recreation	4438 Ontario Street	Beamsville	Tiny Dancers & Mini Dance Classes, Acro, Hip-Hop, Tap, Jazz, Ballet, Lyrical/Contemporary, Adult Dance Classes: Belly Dancing, Zumba
Friends of Lincoln's History Archives	Adult; Senior	Culture	4890 Victoria Ave N, Box 4000	Vineland	Collect Lincoln History, Donations, Historical Preservation
Ganga Moon Yoga	All	Recreation	4519 St. Volodymyr Crescent	Beamsville	Yoga Teacher Training, Yoga Classes (Hatha, Wine, Body & Soul, Restorative Yoga & Reiki, etc.), Pre-Natal Yoga & Mom and Baby Yoga, Kids Yoga, Meditation, Private Classes
Girl Guides of Canada	School Age; Teen	General Interest	4900 John Street	Beamsville	Various Activities, Arts, Sciences, Outdoor Challenges, Global Awareness (ages 5 to 17)



Name	Age	Type	Address	Settlement Area	Programs
Glow Getter Fitness and Holistic Nutrition	Young Adult; Adult; Senior	Recreation	4435 Comfort Crescent	Beamsville	Personal and Group Fitness Classes, Buti Yoga, Nutrition Workshops
Ivy Masonic Lodge No. 115 A.F. & A.M.	Adult; Senior	General Interest	4276 Mountain Street	Beamsville	Service & Social Events
Jordan Lions Club	Adult; Senior	General Interest	2759 Fourth Avenue	Jordan	Service & Social Events (Adopt-A-Highway clean up, Breakfast with Santa, Celebrate Jordan, Easter Egg Hunt, Fish Fry, Food Baskets, Game Ball etc.)
Jordan Lions Minor Hockey Association	School Age; Teen; Young Adult	Recreation	2789 Fourth Avenue	Jordan	Non-Contact Hockey, Tyke to Midget Divisions
Jordan Lions Minor Softball Association	School Age; Teen; Young Adult; Adult	Recreation	2793 Fourth Avenue	Jordan	Softball (ages 5 to 30), T-Ball, 5 Pitch, Squirt, Pee Wee, Junior Bantam, Senior Bantam
Jordan Skating Club	All	Recreation	2789 Fourth Avenue	Jordan	Parent and Tot CanSkate (including hockey skills), STARSkate, Figure Skating (private and group lessons)
Jordan Valley Campground	All	Recreation	3902 21st Street - R.R. #1	Jordan	40 Acres, Children's Playground, Recreation Hall, Picnics, Canoeing, Hiking, Volleyball, Swimming, Tenting, Fishing, Horseshoe Pits, Basketball
Kar-Dean Farms	All	General Interest	3320 First Avenue	Vineland	Pick-Your-Own Cherries
Life's A Peach Farm	All	General Interest	4453 Bartlett Road	Beamsville	Pick-Your-Own Cherries, Apples, Grapes, Farmer's Market
Lincoln Blades Minor Hockey Association	School Age; Teen; Young Adult	Recreation	5020 Serena Drive	Beamsville	Hockey (ages 3-20)
Lincoln Concert Band	Adult; Senior	Culture	4800 South Service Road	Beamsville	Community Concert Band, Public Concerts
Lincoln Crush Lacrosse Association	School Age; Teen; Young Adult	Recreation	Various	Beamsville	Competitive Lacrosse, Paperweight to Intermediate Divisions



Name	Age	Type	Address	Settlement Area	Programs
Lincoln Garden Club & Horticultural Society	Adult; Senior	General Interest	3512 Heritage Lane	Vineland	Designing & Planting Flower Gardens, General Meetings, Guest Speakers, Annual Plant Sale
Lincoln Leapers	School Age; Teen	Recreation	P.O. Box 104, Grimsby, ON	Beamsville	Competitive & Performance Jump Rope Teams, Little Leapers Recreational Skipping
Lincoln Martial Arts	School Age; Teen; Young Adult; Adult; Senior	Recreation	4944 John Street	Beamsville	Children's Class, Adult Class (All Belts), Advanced Class (Brown & Black Belts), Karate, Tai Chi Chuan, Qi Gong, Aiki-Jujutsu, Budo
Lincoln Seniors' Club	Senior	General Interest	4361 Central Avenue	Beamsville	Crafts, Billiards, Bridge, Euchre, Line Dance, Carpet Bowling, Choir, Shuffleboard
Lincoln Storm Soccer Club	School Age; Teen; Young Adult; Adult	Recreation	Various	Various	Soccer (ages 3 to adult), House League, Recreational & Competitive, Travel Teams
Niagara Academy of Tennis	All	Recreation	3373 First Avenue	Vineland	Tennis, Competitive & Progressive Stream, Tiny Tots, Adult Programs, Camps, Academics + Tennis Program
Niagara Bruce Trail Club	Adult; Senior	Recreation	5085 Alyssa Drive	Beamsville	Nature Preservation & Environmental Conservation, Hiking, Maintenance of Bruce Trail
Niagara Catholic District School Board	Preschool; School Age	General Interest	427 Rice Road	Welland	EarlyON Child & Family Centres, Child Care
Niagara Children's Centre	Preschool; School Age; Teen	Recreation	567 Glenridge Avenue	St. Catharines	Aquatics; Therapeutic Recreation
Niagara Dance & Fitness Studio	All	Recreation	4961 King Street East	Beamsville	Creative Movement, Tiny Dancer Classes, Adult Dance, Community Living Dance, Ballet, Tap, Jazz, Lyrical, Acro, Hip Hop, Competitive Dance Program, Fitness Classes
Niagara Rowing School & Paddlesports Centre	School Age; Teen; Young Adult; Adult; Senior	Recreation	4579 Twenty-First Street	Vineland	Canoeing, Kayaking, Dragon Boating, Standup Paddleboarding, Youth Paddlesports Summer Camps
Niagara West Community Garden Collective	Adult; Senior	General Interest	Various	Beamsville; Vineland; Smithville	Gardening Seminars & Workshops, Grow Produce, Volunteering



Name	Age	Type	Address	Settlement Area	Programs
Ontariogreen	All	General Interest	3150 Culp Road	Jordan	Urban Forest Tours, Environmental Education Presentations, Community Greening Projects
Robertson Soccer Academy	School Age	Recreation	Various	Beamsville; Grimsby; St. Catharines	Soccer Clinics (ages 3 to 12), Active Start Clinics, Fundamentals Clinics, Learn to Train Clinics, Specialist Clinics
Rockway Community Centre	All	Lincoln	2021 Regional Road 69 - R.R. #1	Rockway	Carpet Bowling, Tai Chi Classes, Walking Groups, Auctions, Monthly Meetings, Social Evenings, Fundraisers
Rotary Club of Lincoln	Adult; Senior	General Interest	2793 Beacon Boulevard	Jordan	Nine, Wine & Dine, Sunset Music Series, Lamplighter Tour
Royal Canadian Air Cadets - 62 Phantom	School Age; Teen	General Interest	105 Mountain Road	Grimsby	Band, Drill Team, Range, Mill Band, Rifle Team, Gliding, Field Training Exercises, Sports, Public Speaking, Parades, Summer Camp, Trips
Royal Canadian Legion	Adult; Senior	General Interest	5545 Regional Road 81	Beamsville	Year-round Sports & Tournaments, Fish Frys, Dances, BBQ's, Outdoor Patio
Special Olympics Grimsby-Lincoln	All	Recreation	Various	Grimsby, Lincoln	Sports Programs (Athletics and Track & Field, Bocce, Golf, Soccer, Basketball, Bowling, Curling, Showshoeing)
The Upper Deck Youth Centre	School Age; Teen	General Interest	3446 Rittenhouse Road	Vineland	Youth Drop-In (Foosball, Ping Pong, Air Hockey, Games, Basketball, Hockey), Events, Fundraisers
The Yoga Vine Integrated Health Studio	Young Adult; Adult; Senior	Recreation	4973 King Street	Beamsville	Gentle Hatha, Slow Flow, Power Flow, Yin Yang, Restorative, and Therapeutic Hot Yoga
Tigchelaar Berry Farms	All	General Interest	4171 Jordan Road	Jordan	Pick-Your-Own Strawberries, Farmer's Market
Twenty Valley Golf & Country Club	School Age; Teen; Young Adult; Adult; Senior	Recreation	3814 Yonge Street	Vineland	Golf Lessons & Tournaments
Village of Hope	All	General Interest	2831 King Street	Jordan	Healthy Cooking Classes, Annual Easter Egg Hunt
Windwood Farms	All	General Interest	4198 King Street East	Beamsville	Pick-Your-Own Apples, Pears, Plums, Pumpkins, Farmer's Market





## Notable Parks, Recreation and Culture Programs and Facilities Outside of Lincoln

In recognizing that Lincoln is a relatively small town surrounded by other population centres, regional programs, services and facilities have been reviewed. In cases where a major parks, recreation, or cultural facility or organization is not present within Lincoln, but may serve local residents, it has been identified in the Master Plan's analysis.

The focus of this environmental scan was on significant and/or unique services and facilities that are known to be frequented by Lincoln residents and others living in Western Niagara. Data was derived using a mixed methods approach, including public and stakeholder input, available databases and web searches.

Some examples of facilities that were included in this environmental scan of facilities outside of Lincoln include:

- **Southward Community Park (Grimsby):** this sports park includes an outdoor walking track, soccer fields, baseball diamonds, a clubhouse and multi-purpose fields.
- **Niagara West YMCA (Grimsby):** this recreation centre includes a gymnasium, fitness centre, lap pool, leisure pool, child minding services and a wide variety of health and wellness programming.
- **Kiwanis Aquatics Centre (St. Catharines):** this indoor facility includes a warm-water leisure pool as well as a 25 metre, 8-lane lap pool. The Aquatics Centre is open year-round and offers a variety of fitness, learn-to-swim and recreational swimming.

**Note:** this information was compiled from available sources and is not intended to be an exhaustive list.

**Table 5 Environmental Scan of Alternate Parks, Recreation and Culture Programs and Facilities outside Lincoln**

Name	Address	Municipality	Programs	Amenities
Aisling Ridge Equestrian Centre	396 Church Road	Grimsby	Riding & Horsemanship Lessons, Horse Camps, Birthday Parties	Natural horse boarding & training facilities
Aspire Gymnastics	183 South Service Road	Grimsby	Gymnastics Lessons (ages 2.5 to 18), Kindergym, Recreational, Rec Plus, Advanced, Tumbling, Camps (including PA Days), Birthday Parties	Gymnastics gym
Beyond the Barre Dance Company	515 Arvin Avenue	Grimsby	Little Stars, Beginner to Senior Classes, Ballet, Jazz, Hip Hop, Acro, Musical Theatre, Tumbling, Lyrical, Contemporary	Dance studio



Name	Address	Municipality	Programs	Amenities
FirstOntario Performing Arts Centre	250 St. Paul Street	St. Catharines	Music & Theatre Performances	Performing Arts Centre
Football Niagara	4478 Montrose Rd, Unit 1A	Niagara Falls	Youth Football (Atom, Peewee, Bantam, Junior Varsity), Summer & Winter Camps	Football fields (Various)
Grimsby Badminton Club	5 Boulton Ave	Grimsby	Badminton (all ages & skill levels)	Gym (Grimsby Secondary School)
Grimsby Basketball Association	Various	Grimsby	House League and Rep Teams, Boys and Girls	Basketball courts (Grimsby Secondary School & Smithville Public School)
Grimsby Gentlemen Rugby Football Club	494 Ridge Road West	Grimsby	Senior Flag Rugby Team, Kids Flag Rugby Program	Clubhouse, Field
Grimsby Lions Community Pool	1 Elm Street	Grimsby	Swimming Lessons, Recreational Summer Swim Team League, Camp Swims, Public Swimming Events (General Public Swims, Family Swims, Adult Lane Swims)	Outdoor heated pool
Grimsby Skate Park	Clarke Street	Grimsby	n/a	Skate park
Grimsby Skating Club	162 Livingston Avenue	Grimsby	Pre-Canskate, Parent & Tot, Canskate, Canskate for Hockey, StarSkate (Figure Skating), Freeskate, Adults skate	Skating arena (Peach King Arena)
Marshville Heritage Festival	31940 Highway #3	Wainfleet	Heritage Festival, Evening Concert	Marshville Heritage Society
Meridian Centre	1 IceDogs Way	St. Catharines	Performances, Sports Events	NHL-sized rink, party and meeting spaces, St. Catharines Sports Hall of Fame
Niagara Academy for the Performing Arts	80 Main Street West	Grimsby	Kinder-Dance, Pre-Primary & Primary Ballet, R.A.D Ballet, Jazz, Acro, Hip Hop, Lyrical, Jazz, Musical Theatre	Dance studio
Niagara River Recreation Trail	Niagara Parkway	Niagara-on-the-lake	n/a	Hiking and cycling trails
Niagara West YMCA	325 Main Street East	Grimsby	Gym & Fitness Centre, Cycle Studio, Pool, Fitness Coaching, Recreational Sports (Basketball, Volleyball), RecPrograms	Gym & Fitness centre



Name	Address	Municipality	Programs	Amenities
Peach King Centre	162 Livingston Avenue	Grimsby	Grimsby Minor Hockey Association, Grimsby Skating Club, Grimsby Recreational Karate Club, Lincoln Lacrosse, Grimsby Junior C Peach Kings	Two Indoor Ice Pads, Outdoor Rink/Dry Pad, Splash Pad, Fitness Centre, Racquetball Courts, Two Miniature, Soccer Fields, Auditorium, Board Room, Concession, Tuck Shop
Royal City Soccer Club	Various	Grimsby; Hamilton; Niagara	Soccer Day Camps	Soccer fields (Various)
Southward Community Park	84 Mud Street W	Grimsby	Various sports and activities	Track, soccer fields, baseball diamonds, clubhouse, multi-purpose fields
St. Catharines Disc Golf Club	321 Oakdale Avenue	St. Catharines	Disc Golf League, Tournaments	18-hole disc golf course, Centennial Gardens
St. Catharines Skate Park	St Paul Street West	St. Catharines	n/a	Skate park
SUD Skates Indoor Skate Park	26 St. Paul Crescent	St. Catharines	Summer skate camps	Indoor skate park
West Niagara Agriculture Society	7402 Mud Street	West Lincoln	Annual Fall Fair, Community Festival	Buildings for livestock, shows & events; Community hall

## 1.2.2 Increasing Participation

Maximizing participation is the common strategic direction of all recommendations arising from this Parks, Recreation and Culture Master Plan. All recommendations about infrastructure, programs and services, inclusion, working with community partners and building internal capacity have one key deliverable in mind; that is to ensure that **all Lincoln residents can be active and, as a result, healthier**. The mark of a high performing Community Services Department is to demonstrate that a strong percentage of residents are active as a result of the work of the collective of related organizations. The evidence is compelling – an active community is a healthy community embracing positive social, physical, emotional and spiritual outcomes.



## Steps Toward Increasing Physical Activity

Increasing physical activity levels within a population takes a multi-level approach by a collective of organizations and individuals and many continued interventions to increase physical activity and decrease sedentary behaviours. No one organization can make the change that is needed. Collaboration and sharing of resources are typically the winning formula in making community change – all groups working toward a common vision and each playing their part with open communication, targets, programs and measurement.

### Understanding the Current State

The first step is to understand the current situation, including (at a minimum) the Canadian Community Health Survey results for Niagara Region (e.g., levels of obesity and overweight), key findings and suggested actions through ParticipACTION's Physical Activity Report Card for Children and Youth, "24 Hour Movement Guidelines", Canada's Physical Activity Guidelines and Physical Activity Bulletins, as well as any data that has been generated at the local level. Staff may provide Council with an overview of the issue and clarify the municipal role in contributing to better health outcomes for residents.

### Working as a Collective

Gathering like-minded organizations and individuals to discuss key initiatives typically falls to the municipality and Health Unit. Initial discussions could identify the initiatives that are in place to increase the duration, intensity and frequency of physical activity and to identify gaps. Gaining the commitment to develop a collective strategy with measurable targets is key in obtaining the energy to make a long-term difference. There will be many initiatives in place through the school system, community sport organizations and public health that will serve to educate and encourage a broader number of the population. Efforts to ensure that the collective is representative of varying age cohorts, genders / gender identification and Lincoln's under-represented populations will be important to ensure that any plans reach the broadest populations.

### Determining Needs

An effective method of gathering community data would be an online survey followed by community focus groups to test the current physical activity frequency, duration and intensity of Lincoln residents at varying ages and abilities. This work would serve to educate residents on the importance of physical activity and its benefits, as well as to better understand the supports that are needed.

### Quick Wins

Working with aligned organizations will also bring to light best practices and the quick wins – initiatives that can be implemented quickly at a low cost and discussion about the development of a longer-range plan. There are many best practices, but meaningful interventions should be based on the needs of the residents articulated through the engagement efforts previously described.





## Communications and Promotion

A communications plan to promote the need and benefits of the community to be more active more often is critical to ensuring that community uptake is strongly considered. The key messages, frequency and methods of delivery should utilize the communication channels utilized by the community stakeholders and organizations engaged in the discussions and resultant actions and the municipal online and print methodologies.

## Understanding the Participation Numbers in Each Age Group

From a service provision perspective; the Community Services Department strives to provide a wide range of programs and services which appeal to all age groups. Capturing participation rates by age group serves to demonstrate that this objective is being met. An analysis of active, general interest, creative, cultural, social and STEM opportunities would allow staff to ensure a fulsome range of opportunities for all residents. A comprehensive understanding of all opportunities in Lincoln will enable the Town to address gaps directly or through community partners or third-party providers. The objective is to ensure that the community is well served by the full collective of offerings.

Knowing the participation rates by age group also prompts the Department to set participation targets that are thoughtful, achievable and work within the resources approved by Council. For example, the participation in public swimming was 9,112 people in 2018. With a population of 24,500; up to 37% participated in public swimming. While this is not an exact calculation as many people swim more than once, it offers staff the ability to seek out the frequency of the number of residents who go to public swim and how often. This can be further refined by surveying the public to better understand participation in leisure activities overall. The percentage of participation in each age cohort may give an indication that there is room for growth and prompt a reasonable target for subsequent years. Measuring participation and setting targets holds staff accountable for the use of public assets and resources, and further prompts intentional changes in participation.

A process to better **understand participation rates by age group** would include:

- Capturing baseline data from registration software pertaining to participation in programs, camps, etc., as well as the number of individual unique clients by age cohort;
- Capturing the participation numbers of various drop-in opportunities by age group;
- Working with community organizations to determine participation by age group;
- Surveying participants to determine participation in varying activities and how often they participate in a given year;
- Understanding the capacity of programs and opportunities and the respective utilization;
- Setting a baseline measure of capacity and utilization, participation by age group and penetration (percentage of the total age cohort engaged in recreation) and identifying any gaps and respective initiatives;
- Setting targets where there are gaps; and



- Measuring on an annual basis to compare the results of informed interventions.

### Measuring the Capacity and Utilization of Programs and Services

The Community Services Department produces an annual report which is presented to Council and is for the public's information. The report tracks participation in various programs and activities and is aligned with the key goals of the Framework for Recreation in Canada. This is an impressive report as it outlines the key deliverables that the Department has set about to achieve and highlights the intended achievements for the next years' work. It is sequential in its thinking and strategic in its alignment with evidenced-driven and nationally-supported priorities. This report format is relatively new in its development and is timely in an organization that is changing and evolving.

It is anticipated and recommended that future editions include the capacity of the Department and partners to deliver services, the utilization of these services and the use of facilities. This will allow the community to see if there is growth in participation of certain age groups and if there are any decreases, gaps or unmet demands that need to be addressed. For example, if it is determined that the outdoor pool has a capacity to offer 1500 swim lessons a summer and the registration equaled 944 registrants in 2018; the utilization rate would be 63%. This would indicate that there is a need to promote and increase swim lessons so that the utilization achieves a minimum 80% of the capacity (suggested performance measure). The same approach should be taken for the use of ice, sports fields, cultural programs and services, camps, etc.

The annual report may also compare capacity and utilization rates year over year to demonstrate the use of public facilities and services, the value of partnerships and volunteerism, and the use of funds for low income residents to participate in recreation. This year to year analysis will demonstrate success, gaps and changes in participation.

### Ensuring a Broad Range of Recreational Opportunities to Lincoln Residents

The Town of Lincoln provides a variety of recreational opportunities for each age group either directly or in concert with community partners. The municipality's role is to ensure that all residents can choose from a broad range of opportunities including active, creative, STEM and general interest programs. Steps that may be taken to ensure that residents can have choice and develop skills in a variety of areas include:

- Inventory What Exists – this Master Plan provides the baseline list of providers and opportunities in Lincoln;
- Identify Gaps – compare the opportunities offered to each age cohort by program types and identify gaps;
- Check in with the Community – host focus groups with community members to discuss the menu of opportunities, gaps and possible actions;



- Identify Core Recreation Programs – determine which services are core to recreation including legislated and traditional programs. Programs provided by others might include specialty programming where significant expertise is required (e.g., STEM programs and opportunities).
- Consider Third Party Providers – consider the use of other providers who might use public spaces and/or revenue sharing arrangements; and
- Monitor Participation – ensure that participation levels are increasing based on a knowledge-based approach.

### Testing the Feasibility of New Programs and Approaches

The development of the Master Plan involved the engagement of all ages within the Town, each with preferences and priorities. There were specific programs and services that were requested, and these would be needed to be tested further to better understand the needs, space availability and potential participation rates. The following programs and service approaches were mentioned and are worth delving into further:

- Working closer with the Public Library system to reduce duplication, share spaces and work toward common goals;
- Consideration of third-party service providers to round out the provision of choice in programs and camps;
- Working with the Seniors Club to source needed instructors and facilitators – Lincoln’s Seniors Club indicated that they need help occasionally in sourcing program facilitators and instructors;
- Additional family and cultural programming; and
- More casual and drop-in activities.

Drop-in opportunities are increasing in demand as evidenced by the public input into the development of the Master Plan. These opportunities respond to busy family schedules and a need for casual play when time allows. Across Ontario, very successful drop-in programs continue to be public swim and skate opportunities, exercise and fitness classes, and drop-in activity times for pre-school children and their caregivers. Municipalities are also witnessing an increase in demand for drop-in pickleball geared toward older adults (but not necessarily limited to older adults) and multi-sport courts where the organization of the activities is left to the participants with guidelines in etiquette for the activity posted for those attending.

Existing Town of Lincoln drop-in activities must continue to be promoted and adapted to respond to current trends. For example; the use of playgrounds is a traditional drop-by activity; recently municipalities have been adding large toys into the playground to keep the experience interesting and prompt children to stay outside longer. Large kitchen, tractors, tricycles, wagons, etc. are all left in the playground from May to



November – children enjoy the playground experience longer by using their imagination and mastering skills at their own pace. Results are often immediate, and many parents have been using social media to inform others in their parenting groups of these novel opportunities.

It is recommended that the Town of Lincoln develop an **evaluation tool** to better understand participation and interest in municipal program offerings. Some example of tools / methods that may be used to gauge public interest include: satisfaction surveys (distributed mid-session or at the end of a program session); social media engagement (e.g., Facebook polls, Twitter posts, etc.); email blasts requesting feedback; scheduled in-person consultation / engagement (e.g., coffee conversations, open houses, etc.); and on-going engagement with program and administrative staff to learn what they hear directly from participants

### 1.2.3 Promising Practises to Increase Physical Activity and Reduce Sedentary Behaviours

#### World Health Organization Guidelines

The World Health Organization (WHO) has developed a guide that captures best practices and evidenced-based approaches in increasing physical activity. The document entitled “A Guide for Population Based Approaches to Increasing Levels of Physical Activity” is versatile as it can be utilized for national, provincial and local strategy development. The following list summarizes the guiding principles for a population-based approach to physical activity, as outlined by WHO. These principles can be utilized as a checklist for increasing physical activity levels in Lincoln. The objective is to increase awareness of the benefits physical activity, increase the duration, intensity and frequency, and result in healthier Lincoln residents.

**Table 6 Guiding Principles for a Population-Based Approach to Physical Activity (WHO, 2007)**

• High-level Political Commitment	• Alignment with National Policies and Initiatives
• Identification of National Goals and Objectives	• Specific Objectives Relevant to the Community
• Funding	• Support from Stakeholders
• Cultural Sensitivity	• Relationship with Other Related Sectors
• A Coordinating Team	• Multiple Intervention Strategies
• Engage the Whole Population as well as Specific Target Groups	• Clear identity for the Strategy
• Interventions at Different Levels within the Local Reality	• Leadership and Workforce Development
• Dissemination	



### **The Addition of Larger Toys in Playgrounds**

Many municipalities have introduced larger toys (play kitchens, tricycles, workshops, houses, etc.) in and around existing playscapes to encourage children to stay outside longer and continue to be active. The benefits incur when children can use their imagination and physical abilities for longer periods of time and in turn reduce sedentary behaviours. Recently, parents and parent groups used social media to promote the use of these larger toys in parks in Halton Hills and were very pleased with this initiative.

### **Large Mounds of Dirt and Sand in Parks**

The City of Toronto introduced a large mound of dirt and sand in Trinity Bellwoods Park to give children variety in the play experience. The mound is well utilized as children run up and down the small hill and build structures around the base. This is one example of less structured play that allows children to master new skills and be active for longer periods of time.

### **A Walking Club Guide**

The Town of Ajax developed and introduced a Guide to Starting a Walking Club. This guide assists neighbourhoods in getting together to form local walking clubs. This has also served to strengthen social cohesion as part of their Strong Neighbourhoods initiative.

### **Physical Literacy Supports Basic Movement Skills and Confidence**

Physical literacy supports the notion that people need to have the physical skills and competencies to become comfortable with being more physically active more often. The goal for Lincoln is to impart physical activity principles and skills through program development and delivery for all age levels. The thinking is that when residents have mastered basic movement skills (balance, running, throwing, catching, dodging, etc.) they will gain the confidence to participate in various activities and recover more readily.

National Sport Organizations have developed physical literacy guidelines to support participants throughout Canada to gain the physical skills to be successful at these respective sports (e.g., the Long-term Athlete Development program developed by Sport for Life, ParticipACTION and the RBC Learn to Play initiative). ParticipAction provides training for recreation and sport leaders and many national sport organizations have developed physical literacy guidelines to ensure greater success and participation within their sport.

For a first and initial step in Lincoln, it is suggested that staff take the Physical Literacy training and ensure that these skills and supporting information are integrated into programs and course curriculums for all age groups. A second step would be to introduce the training to all relevant community sport and recreation groups to broaden the physical literacy skills to all age groups and abilities. A third step would be to work together with community groups and agencies to ensure all residents have the basic skills to be active throughout their life course.



### Including the Youth Voice: Youth Friendly Communities

The Town of Lincoln's youth population is not anticipated to grow significantly over the course of the next decade. Efforts are taken currently to keep youth engaged within the community; however, both recreation pursuits and youth empowerment are going to need greater emphasis over time. One option is the Playworks Partnership which is a group of youth-serving organizations including: Parks and Recreation Ontario, the Boys and Girls Clubs of Canada – Central Region, 4-H Ontario, Ontario Physical and Health Educators Association (OPHEA), Arts Network for Children and Youth, and the YMCA of Ontario. This community of youth-serving organizations has created the notion of Youth Friendly Communities to increase the commitment and interest in increasing recreation services for youth. Communities work with partners to address ten criteria within the community to demonstrate a commitment to youth. Communities are awarded youth friendly status at varying levels by demonstrating their provision of services and youth engagement efforts. The ten criteria include:

1. Youth have options for play;
2. Youth are formally connected community-wide;
3. It is easy for youth to find information about activities in the community;
4. The community recognizes and celebrates youth;
5. The community formally commits funding for youth play;
6. The community supports Positive Youth Development (PYD);
7. Youth feel valued by their community;
8. Schools and school boards support the Youth Friendly approach;
9. Play is accessible to youth; and
10. Play is socially inclusive.

### Responding to an Aging Population: Age Friendly Communities

The number of Lincoln residents between the ages of 55 and 70 will increase by 35% (over 8,500 residents) by 2041. There will be interest in additional parks, recreation and cultural opportunities for this age group. There is a trend for older adults to join adult programs and services and for elders to self-organize social and some physical activities. Ensuring that there are adequate opportunities for this growing population will require working in partnership with older adult serving organizations such as the Senior's Club. Older adults do exemplary work to self-organize and the Town should only look to provide and enable programs and services where there are gaps and the community is unable to respond through volunteerism. A full range of social, physical, outdoor, cultural and general interest opportunities should be offered.



Many municipalities, including Lincoln, are working to become age-friendly communities to respond to the aging population and this ongoing growth trend. The World Health Organization Global Network has developed common criteria which would result in active and healthy community environments. The key domains in working toward age-friendly communities include:

- Built environment;
- Transportation;
- Housing;
- Social participation;
- Respect and social inclusion;
- Civic participation and employment;
- Communication; and
- Community support and health services.

The Age-Friendly Community Advisory Committee in Lincoln is a newly formed advisory committee constituted for this current term of Council (2018-2022). Full citizen engagement is evident with eight members of the community, two councillors and staff representatives supporting this initiative. While this is a new direction for Lincoln, it will require various levels of staff expertise and backgrounds to provide the committee with background data and information on:

- the status of each of the required domains of age-friendly communities (i.e., how Lincoln is responding currently and identifying the current gaps);
- how existing plans and strategies address the various domains and where there is need for greater focus;
- promising practices in other jurisdictions for consideration in the Town of Lincoln;
- quick wins and easily implemented approaches; and
- a multi-year implementation plan and associated fiscal implications.

Some communities have responded to the engagement of youth and older adults by combining youth and older adults in a community-wide committee to address these concepts of being age friendly as a collective. The resulting actions have seen consideration for similar initiatives, recognition of the contributions of both age cohorts and the development of some intergenerational opportunities. The concept should be tested, and the public involved in the discussion to ensure that there is a readiness for this approach.

### 1.2.4 Outdoor Play, Programming and Special Events

Outdoor play is critical to children's development; they need outdoor and unstructured play to master new skills, be active, learn and find wonder in their natural environment. However, children are given fewer opportunities to engage in outdoor and "challenging" play compared to previous generations, instead opting to spend time indoors engaged in sedentary behaviours. To address concerns over risk mitigation, the Canadian Public Health Association is developing a policy toolkit to guide the development of challenging play opportunities and adventure play areas; the agency has also created a designation for Play-Friendly Communities.

Guidelines to assist communities and individuals address this issue are beginning to emerge, offering practical ways to improve the physical, mental and social health of children and residents of all ages. Increasingly, municipalities are animating park spaces through programming and new forms of community engagement. For example, to support outdoor activity, several municipalities are testing new approaches to challenging and immersive play, such as installing natural playgrounds and placing larger toys in playgrounds. Viewing parks as "outdoor living rooms" helps to expand the scope of use and engages a broader range of residents and visitors, leading to experiential learning, participation and community mobilization.

The development of an Outdoor Activity Strategy may be pursued to encourage residents of all ages to stay outdoors longer, enjoy natural settings and enhance connections with nature. Such a strategy may consider programs and pilot projects that animate and energize the parks system, unlocking its potential as an "outdoor community centre". Examples include organized and self-guided walks/hikes, outdoor fitness classes, natural playgrounds and challenging play applications, nature-based events, and many more.

*"Access to active play in nature and outdoors – with its risks – is essential for healthy child development. We recommend increasing children's opportunities for self-directed play outdoors in all settings—at home, at school, in child care, in the community, and in nature."*

- ParticipACTION 2015 Position statement on active outdoor play



The Town of Lincoln has many of the attributes that tourists are looking for, such as a warm climate, culture, heritage, events, food, wine, hiking and more. The Town's proximity to larger population centres makes it a convenient location for day-trippers. While most may not travel to the Town for its parks system, these public spaces and associated programs/events can enrich the experience. The proposed Prudhommes Central Park is anticipated to contribute to this through its unique design and connection to the water.

*“People need a reason to come to the park and stay there in order to benefit from its social environment. Park quality, amenities like playgrounds, and, critically, events and activities help create the conditions that draw people out to meet each other... Community-led initiatives that improve the physical and social environments of parks are crucial.”*

- Park People. Sparking Change. Catalyzing the Social Impacts of Parks in Underserved Neighbourhoods. 2017.

Collaboration with community agencies, volunteer organizations and schools will also be crucial to the success of the parks, recreation and culture system. Enhanced public access to existing sites and facilities – such as schools, conservation areas and others – will help to increase participation for residents and strengthen the Town as a tourist destination. At present, the Town benefits from its strong partnerships with event organizers, as well as service clubs that have fundraised for many of the assets within area parks. There are also many agreements with schools, though more work needs to be done to standardize this approach to ensure that value is maximized for all parties. Opportunities to work closer with the Niagara Peninsula Conservation Authority should also be supported, ranging from land acquisition and capital initiatives (e.g., tree planting, benches, washrooms, etc.) to educational programs and natural/cultural heritage appreciation.

### 1.2.5 Inclusion and Access

#### Increasing Access and Welcoming Diverse Cultures

Municipal Community Service Departments play a strong role in welcoming diverse and under-represented persons into parks, recreation and cultural programs and spaces. It is recognized that it is important to take different approaches to including all segments of the population in order to offer full access to all residents. Providing all services in the same manner eliminates those requiring specific considerations and accommodations. Universal and barrier free access must be intentional and requires thought and community engagement efforts. Many communities are developing Diversity Plans to ensure that services reflect the needs of all residents and that these voices are heard and valued. Actions must be grounded in an access and inclusion policy which outlines the goals of inclusion, the mandate of the municipality in providing services and the scope of the



approaches that will be taken. A policy cannot be developed without the inclusion of residents who the policy will affect. Lincoln is growing in population and would be well served by developing an Access and Inclusion Policy to identify future actions and the supports that are needed. Further staff development and training will ensure that staff and volunteers display welcoming behaviours and the Town provides safe spaces and services.

### Identifying Equity Seeking Groups

The Town of Lincoln values diversity and strives to be accessible and inclusive in the delivery of services. Once a policy is developed, staff and volunteers will require supports including training and development, access to diverse opinions in designing and redesigning programs and services and as well to ensure that public spaces continue to be safe and welcoming. Paramount to the development and implementation of an access and inclusion policy is the identification of equity seeking groups.

The following sections describe under-represented groups which have been the focus of inclusion efforts in many municipalities:

#### Persons with Disabilities

Census Canada indicates that approximately one in seven Canadians live with a disability; this number is expected to grow with the aging population to an estimate of 20% of the population (1 in 5 persons). In Lincoln, it is estimated that approximately 1,700 residents live with a disability. Based on these proportions, this could equal approximately 6,000 persons by the year 2041. Preparing for the parks, recreation and cultural needs of this number of residents begins with gathering the organizations supporting this population to discuss current and future community service needs. Lincoln offers some supports in including residents with disabilities in parks, recreation, and cultural spaces and services and developing a path forward. The Accessibility Advisory Committee (as required by the Accessibility for Ontarians Act) provides advice and guidance on the ability of these residents to access public spaces.

There are some supports provided by the Region of Niagara; however, with the anticipated increase in the number of persons with disabilities and limited physical mobility, Lincoln should develop actions to include and welcome those with disabilities. Some municipalities are offering therapeutic programs through third party agencies – mostly non-profit support organizations in providing public spaces. Many municipalities offer supports such as Recreation Buddies – free access to caregivers of participants with disabilities, modified and inclusive programs, sensory gardens, raised garden plots in community gardens and more. All of the initiatives have been developed in concert with the persons who have disabilities and the organizations that support them and can offer advice on meaningful services.





### Persons from Low Income Backgrounds

As of 2016, approximately 7% of the Lincoln population are in low-income households. This represents approximately 1,650 persons who will likely experience limited access to community services. This number of residents compared to the rest of the population with higher than average annual incomes may be restricting some individual from equitable access to services. It is assumed that persons with higher incomes can generally navigate systems and have their families engaged in active pursuits; the same may not be true for lower income residents. Currently in Lincoln, funding is accessed through grants from the Community Care of West Niagara to allow access for low income children in camping and program experiences. Supported by the need for a specific access policy for low income residents (a mechanism for residents to gain access with dignity), stable funding through the municipality and other sources is important in providing equitable access to services and gaining the resultant benefits.

### Culturally Diverse Residents

Census Canada statistics indicate that 7% of Lincoln residents immigrated to Canada between 2006 and 2016. Immigration is expected to increase. Community Services can play a large role in assisting newcomers with their settlement efforts. The role that municipalities are playing is more intentional, including forming relationships with equity seeking groups and organizations that support them, developing meaningful policies, training staff, ensuring public spaces are safe, offering inclusive supports and evaluating the effectiveness of these endeavours.

### Indigenous Peoples

The Truth and Reconciliation Report (2015) and the Parks for All Report (2017) speak to the role that Canadians have in reconciling with Indigenous Peoples over past history. The following excerpt from the Truth and Reconciliation Report denotes the call to action through sport for all levels of government:

#### Truth and Reconciliation Commission of Canada Calls to Action (2015)

*87. We call upon all levels of government, in collaboration with Aboriginal peoples, sports halls of fame, and other relevant organizations, to provide public education that tells the national story of Aboriginal athletes in history.*

*88. We call upon all levels of government to take action to ensure long-term Aboriginal athlete development and growth, and continued support for the North American Indigenous Games, including funding to host the games and for provincial and territorial team preparation and travel.*

All communities have a role to play in recognizing the land that Indigenous Peoples lived on previous to land settlements and development and in being inclusive of this population. Participants now verbally recognize Indigenous peoples who inhabited lands before meetings in many publicly funded organizations. Communities and especially recreation, parks and culture organizations are emphasizing the role of Indigenous Peoples



through education, arts, sports, parks amenities and interpretation. Niagara Region has been a leader in erecting public landmarks to recognize contributions of Indigenous Peoples. The Niagara parks Commission has developed the Landscape of the Nations Memorial in Queenston Heights Park. The memorial commemorates the contributions of Indigenous Peoples in the War of 1812 and recognizes 7 generations since that time. The Peace Monument in Decew Park in Thorold depicts the roles of the First Nations Peoples in aiding Laura Secord in warning the upcoming British invasion. Meaningful local supports can only be determined through open discussions with local Indigenous Peoples and organizations.

### Gender Equity

Participation in parks, recreation and sport activities provide females and those who identify as female encouragement, confidence, physical activity and skill mastery. These benefits are immeasurable and transfer to other facets of life. Unfortunately, female participation begins to decline as females reach adolescence. Every effort must be made to understand specific needs and ensure that females and those who identify as females have every opportunity to participate so that there is comfort in being active throughout one's life. Parks, recreation and cultural providers have been instrumental in providing leadership opportunities, gender-specific sport leagues and supporting local STEM opportunities. Initial efforts to assess participation would include an audit of female participation in recreation, sport and other activities. The true measure of success is to demonstrate that there is equitable participation between and amongst genders.

### LGBTQ2S Community

The Lesbian, Gay, Bisexual, Transgendered, Queer and Two-Spirited Community (LGBTQ2S) has endured isolation and bullying over the course of many decades. Through proactive efforts by the community and those who support them, tremendous strides have been made to be more inclusive and active within community spaces. While there is no definitive percentage of the population who identify within the LGBTQ2S community various studies and polls indicate in the 3.5% to 5% range. Homelessness, suicide and harmful practices are reported in this community as a result of exclusion. The role of the municipality is to ensure that this community is welcomed into publicly funded spaces and these spaces are safe and engaging.



## 1.3 Partnerships and Capacity-Building

### 1.3.1 Community Partnerships – Working Better Together

The Town of Lincoln works with partners to provide the highest level of service to the public while considering the sharing of resources and opportunities to reduce duplication. The goal is to maximize the community's assets and capabilities in broadening services at a shared cost. There is a clear commitment to working with community partners and there are numerous arrangements in place. Each existing partnership arrangement has been considered on its own merits and was approved by Council. There are many legacy arrangements that should be aligned to a consistent and fair-minded policy; many of these will be addressed through the Town's upcoming Community-Driven Pricing Policy.

#### Partnership Principles

Each partnership (both new and existing) must be considered with the following guiding principles in mind:

- a) The outcome of the partnership is aligned with the municipal values, mandate and priorities;
- b) There is an articulated need for the proposed service in the community;
- c) The financial and liability risks to the municipality are shared or reduced;
- d) The partner is equipped and qualified to co-deliver the service through identified efficiencies, and the ability to reach an identified segment of the population;
- e) The quality of the program or service provided through the partnership meets municipal quality assurance and risk management requirements and complies with legislation;
- f) Unsolicited for-profit partnership proposals are dealt with transparently and through a competitive process as identified in the Town of Lincoln's procurement process;
- g) Accountabilities and responsibilities can be clearly defined and complied with; and
- h) Annual reporting requirements capture participation numbers, expenditure reduction or revenue enhancement, and are clearly aligned with Departmental objectives.

In all partnership arrangements, specifications and requirements must ensure that the partner respects and aligns with the Department's key goals and objectives. The value in seeking out and formalizing partnerships provides a net benefit to both organizations and essentially reduce costs to the municipality. The most common partnership types and their characteristics in a parks, recreation and culture setting are described in the following table.



Table 7 Common Municipal Partnership Types

Partnership Types	Description	Formalized Relationship
<b>Not-for-Profit Community Groups</b>	Community groups exist to provide services, leagues, education, etc. using volunteers for the most part and are not-for-profit. They may require assistance in forming as a group and implementing good governance and quality assurance measures. They most likely require space and consideration for a not-for-profit rate for rental fees.	Community groups are typically governed by an <b>Affiliation Policy</b> or a Community Development Policy and thrive more effectively through sharing of information, cross-marketing of opportunities and regular communications to enhance the delivery system.
<b>Complementary Institutions and Agencies</b>	Working more effectively with school boards, hospitals and other agencies such as the YMCA and Boys and Girls Clubs can benefit the community through the development of joint programs / initiatives and sharing of resources, including facilities. This will broaden the reach of needed programs and services and reduce duplication.	Requires a <b>Service Level Agreement</b> or a Reciprocal Agreement that outlines the rights, obligations and deliverables of each agency.
<b>Private Service Providers</b>	Private service providers have a for-profit mandate and may provide specialized programs and services not necessarily in the municipal mandate. Often profit sharing can provide an alternate form of revenue to the municipality.	A <b>Contract or Purchase of Service Agreement</b> will articulate the rights, obligations and deliverables of each party. Specific consideration must be given to ensuring that quality assurance, risk management and service levels are equal to that of the municipality.



## 1.3.2 Building Internal and External Community Capacity

### Policies form the Impetus for Defensible Actions

The review and creation of baseline policies within the Community Services Department has been ongoing and has provided some consistent and equitable direction to staff and the public. For example, recent adjustments have been made to the Municipal Grant criteria and reporting structure to enhance consistency and support aligned decision-making. In addition, a Community-Driven Pricing Policy is being developed (in association with Brock University), complete with public input and community research. This policy – or a future update – should identify categories of service (e.g., mandatory, traditional or specialized), the true costs to provide services, and cost recovery thresholds for each category. A market comparison of rates and fees, along with public and stakeholder input allows for a locally-responsive policy. It is best practice to develop multi-year fee schedules to allow community organizations the time to budget and prepare for any changes.

The more immediate policies that are required would include a Community Group Affiliation Policy to articulate the supports that are provided to resident-driven not-for-profit organizations, a Partnership Policy to denote when the Town should seek partnerships and under what conditions and processes, Municipal Facility and Sport Field Allocation Policies, a Sponsorship Policy to increase alternate revenues in an equitable fashion, and a Naming Policy as new facilities and parks are developed.

The review of Standard Operating Procedures within the Department resulted in a mix of current procedures and others, all of which require review and / or development. All disciplines including parks, aquatics, culture, arenas and more require operating procedures that meet legislative requirement and industry standards.

### Volunteerism is Declining and Requires Emphasis

Volunteerism is an inherent part of the parks, recreation and culture delivery system in most communities in Ontario. The public and staff engagement exercises indicated that volunteerism rates are declining. While most special events including the summer concert series by the Rotary Club are still led by volunteers; the Town has assumed responsibility for some facilities and amenities that were managed by volunteers in the past (Beamsville Lions Park, Jordan Lions Park and Arena). Volunteerism is a way of promoting community pride and cohesion and enhancing services. It is an important element of community building and service provision. The Town of Lincoln has a Volunteer Recognition Program which serves to thank and recognize these contributions and tireless efforts through an annual volunteer appreciation event.

Lincoln completed a study on Volunteerism in 2008 when there was a noticeable decline in the numbers of volunteer groups who were either experiencing a reduction in volunteers or were closing down their club operations. Volunteerism is one method of increasing the number of



opportunities for the public while engaging qualified residents in meaningful activities. The effort to attract, train, retain and supervise volunteers requires certain competencies and the dedication of time.

In recent years, the development of volunteer software applications has made volunteering more streamlined and has served to increase the number of volunteers in some communities. Typically, the software applications list all volunteer opportunities, offers an online application process and matches the skill sets needed with those who are interested in volunteering. Volunteers are still required to obtain Police Reference Checks. The advantage of the software application is that it manages a database of volunteers, matches skills sets required, tracks volunteer hours and provides online training modules.

### **Enhancing Communications will Keep the Public Informed**

The Community Services Department has made significant efforts to improve community communications. For example, Play Lincoln which is a publication depicting all of the parks, recreation and culture opportunities available to residents is a recent method of improving communications. Further, the Department's annual progress report serves to inform Council and the public as to results from the past year and what the Department is setting about to achieve in the next year. The consultations to support the development of the Master Plan revealed that many groups were not aware of the Play Lincoln Guide, despite recent efforts to be more communicative. The public and community groups suggested listing the opportunities that community groups provide in the Play Lincoln Guide. It was also suggested that Lincoln increase use of: social media platforms; municipal web portals; and street-level signage to promote services and share knowledge and resources to a greater extent. Groups also suggested collectively meeting with the Town once or twice per year to have discussions about the development of policies and the refinement of initiatives to support community groups.

### **Technology Creates Efficiencies and Enhances Service Provision**

Municipalities are seeking ways and means of increasing efficiencies and effectiveness in the delivery of services. For example, technology has been a main focus in improving communications, registering people in programs, booking facilities and sport fields, and providing greater knowledge and access to services. There are many software applications that could be acquired to enhance service provision, all with a cost but with potential cost savings as well. The applications must meet the needs of current and future service provision as Lincoln grows in population and must address the service priorities to increase participation and provide some return on the investment. A plan to address technology needs within Community Services should include (at a minimum) any timely issues facing the provision of current software, future needs, the ability of the software to engage residents and increase participation, work efficiencies, cost and return on the investment.

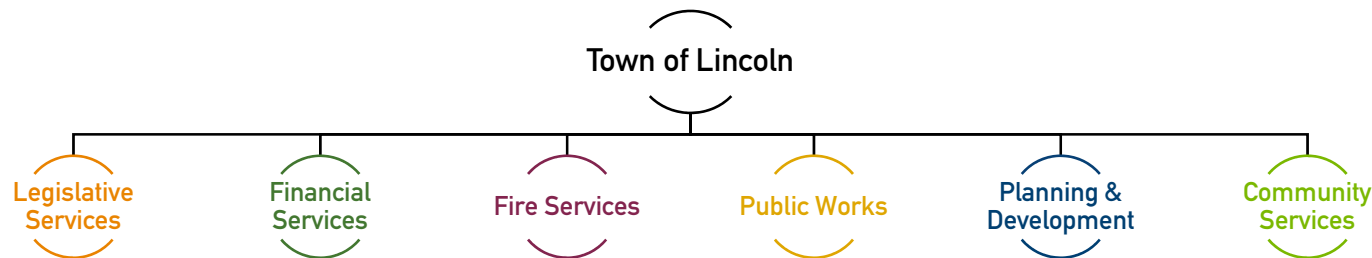


### 1.3.3 Enhancing Communications

Knowledge and awareness are frequently cited as barriers to participation in leisure activities. Discussion with residents indicated that potential participants occasionally feel overwhelmed with the task of researching opportunities and don't know where to begin; conversely, they may be interested in a particular topic or event, but have difficulty finding accurate information. For these reasons, it is recommended that the Community Services Department continue to focus on promotion of arts and cultural opportunities.

The Town already promotes major annual events through the Play Lincoln guide and online community calendar, and employs municipal social media accounts for platforms such as Facebook and Twitter. One concern that was expressed through community consultation is difficulty filtering through social media posts specific to their interests. For example, the Town of Lincoln page may post about a wide array of topics including garbage collection, weather alerts, local events or sports field conditions. For one resident interested in the upcoming events at a museum or a specific park, this may be difficult to manage. It is recommended that the Town adopt a hub-and-spoke model for communication where the primary "Town of Lincoln" accounts promote, share, retweet or tag posts from various sub-accounts. The following figure provides an example of how this hierarchy of communication may function. For example, the Community Services account could post about community events or program registration opportunities while the Fire Services account may send alerts, share weather advisories or provide helpful reminders about checking smoke detectors. The Town of Lincoln may determine that each department does not require an individual account, but those which interact regularly with the public may benefit from a separate venue for sharing information.

Figure 28 Hub-and-spoke model of information dissemination





## Appendix F Indoor & Outdoor Recreation Analysis

This appendix was prepared as a background report to inform the development of the Town of Lincoln's Parks, Recreation and Culture Master Plan. It contains detailed information about the Town's indoor and outdoor recreation facilities and may be read in conjunction with **Section 4** of the Master Plan.



## 1.1 Outdoor Recreation Facilities

A range of active and passive outdoor recreation opportunities are offered throughout the Lincoln. These outdoor recreation facilities include major sports parks such as Beamsville Lions Park and Jordan Lions Park, stand-alone facilities such as Allan F. Gretsinger Outdoor Pool in Beamsville, as well as smaller neighbourhood-based facilities such playgrounds and everything in between.

According to the online survey, 90% of households feel that outdoor recreation facilities such as sports fields, playgrounds and pools are important; however, only 65% of households are satisfied with these facilities in Lincoln. This difference suggests that residents' expectations with respect to outdoor recreation facilities are not being met.

The Master Plan's consultation program revealed several suggestions for improvement to outdoor spaces, including:

- installation of comfort amenities such as washrooms, shade structures and seating in parks;
- development of an off-leash dog park;
- installation of additional play equipment including natural play features and outdoor fitness equipment; and
- addition of more basketball hoops / multi-sport courts and pickleball courts.

Municipal outdoor recreation facilities have been analyzed below. This analysis focuses on the major recreational amenities within the town's parks and recreation system; amenities such as community gardens, washrooms, seating, etc. are not specifically addressed but form part of the park design recommendations contained in the parks and open space analysis. For more information on specific parks, see [Appendix G](#).

Facility assessments provided throughout this analysis include reference to a **condition audit** that was completed by Town staff during summer 2018. A summary of results from that analysis have been provided in [Appendix G](#).

The timelines for recommendations align with Council terms and are as follows: short-term (2019 - 2022), medium-term (2023 - 2026), longer-term (2027+) and ongoing.

The following sections examine facility-specific needs throughout Lincoln.





### 1.1.1 Sports Fields

#### Sports Parks

The Town of Lincoln provides a variety of outdoor recreation amenities throughout the municipality to support organized sport leagues. The largest user groups are soccer and baseball / softball. The majority of practices and games for these leagues are accommodated at the Town's two sports parks, Beamsville Lions Park and Jordan Lions Park. Both of the Lions parks were historically managed and owned by their respective clubs, but the Town of Lincoln has recently taken over maintenance and capital responsibilities at both.

Both Beamsville Lions Park and Jordan Lions Park have been described and analyzed in detail, below. Discussion and recommendations contained within this Sports Parks subsection pertain to these sites as a whole, and discuss broad plans for each park. Sport-specific inventories, provision levels (i.e., required number of fields or diamonds), analysis and recommendations can be found in the Ball Diamonds and Soccer Fields sections that follow.

#### Beamsville Lions Park

Beamsville Lions Park is located on Fly Road south of Beamsville, see [Appendix G](#) for a detailed park profile. User groups identified issues with the functionality of the sports park as a whole. This includes major infrastructures such as the driveway and parking lots, diamond and field orientation/sizing, as well as proximity to the apiary adjacent to the site.

Site visits, condition audits, staff and stakeholder consultation confirm that the Beamsville Lions Park requires considerable investment to capital infrastructure. It is recommended that the Town of Lincoln Park Renewal Strategy for Beamsville Lions Park. This should be done in consultation with the stakeholders and public.

A site of this size requires a permanent support structure such as a **field house**; ideally centrally located to accommodate use by all patrons, meet accessibility requirements and provide respite during inclement weather. This facility could house equipment storage for both ball and soccer groups, provide an administrative space for user groups, water access for players and spectators, and should include accessible washroom facilities. Additional considerations for a field house might include complementary uses such as a canteen/snack stand and covered seating space.

User groups also identified issues with functionality of ball diamonds at the south end of the park as a result of the adjacent apiary. During specific times of year, the presence of bees effectively eliminates that portion of the site and decreases operating capacity. Future site planning should consider options to mitigate the impact of bees and also ensure that field users are educated about the risks associated with potential contact with bees.

### Jordan Lions Park

Jordan Lions Park is located on Fourth Avenue east of Vineland and north of Jordan, see [Appendix G](#) for a detailed park profile. User groups similarly identified issues with the functionality of the sports park as a whole and requested increased communication and information-sharing from the Town of Lincoln during the transition from Lions' Club park operation to Town-based operation of the site. Stakeholders expressed concerns related to major infrastructure such as the arena, outdoor pool, splash pad, sports fields and on-site parking as well as support-amenities including the covered pavilion and storage facilities.

Site visits, condition audits, staff and stakeholder consultation confirm that the Jordan Lions Park requires substantial investment to capital infrastructure. Similar to Beamsville Lions Park – but as a higher priority - it is recommended that the Town of Lincoln Park Renewal Strategy for Jordan Lions Park. This should be done in consultation with the stakeholders and public.

This Park requires significant capital investment to increase efficiencies and operating capacity. Regarding the sports field facilities specifically, both baseball and soccer user groups indicated a need for repairs to the existing infrastructure including fencing and lighting upgrades as well as repair / replacement of support buildings.

Specific recommendations for the outdoor pool and arena can be found in the Outdoor Aquatics and Indoor Recreation (Arenas) sections, respectively.

### Sports Park Design

Sports field users in general are expected to experience long-term increases in registration, largely in response to municipal population growth. Sport field provision is also influenced by variability in sport participation and accommodation of requirements to support the Long-Term Athlete Development model (where applicable). Through park-specific renewal strategies, future development at both Beamsville Lions Park and Jordan Lions Park should consider the capacity for sport fields / diamonds and opportunities to expand.

Using the sport-specific provision standards outlined in the Ball Diamonds and Soccer Fields sections, the Town of Lincoln will require an increased supply of both facility-types. Potential expansion of the Beamsville Lions Park site may be considered to accommodate this growth, which is the preferred option over establishing a third major sports park in Lincoln. It should also be noted that local soccer groups use the field at Beamsville District Secondary School and expressed concern over future loss of that facility, which would impact municipal provision levels.

Some general site-design principles may be applied to both Beamsville Lions Park and Jordan Lions Park as best-practices. Below is a list of features to consider through the Park Renewal Strategies recommended for Lincoln's major sports parks.



- site redesign should consider **optimal field and diamond orientation and distribution**:
  - ideally diamonds would be in a clover-leaf pattern with sun screening considered;
  - soccer fields should be clustered together and able to accommodate play by all ages and skill divisions; and
  - to realize efficiencies in scheduling, staffing and maintenance, dedicated clusters of fields at a “sports park” is preferred over stand-alone facilities;
- ensure fields provide **adequate seating and shade** for spectators;
- **installation of lights** to fields where appropriate to accommodate evening play;
- **connectivity within the park** should be considered; users should be able to easily navigate the site to find fields and benefit from walkability within the park; and
- **driveways and parking lot should be maintained** to minimize dust (interferes with players’ visibility and breathing during play) and accommodate smooth flow of vehicular traffic to and from the site.

## Ball Diamonds

### Current State

The Town of Lincoln currently maintains eight (8) diamonds or 13 unlit equivalents (ULE)<sup>7</sup>. Beamsville Lions Park is home to Lincoln’s only lit hardball diamond as well as one lit softball diamond and one unlit softball diamond. Jordan Lions Park provides four diamonds total – two lit softball diamonds and two unlit softball diamonds (one is small and not as well used). Ted Roberts Park is home to a single unlit hardball diamond and Senator Gibson School Park contains one additional lit softball diamond (maintained and utilized by the school). Table 7 provides a description of each major ball diamond site including a summary report of current conditions, usage and comments from community consultation.

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<sup>7</sup> Unlit Equivalents (ULE) are counted as 2.0 for every lit ball diamond to account for extended periods of play.



Table 8 Baseball and Softball Diamond Inventory

Park Name	Comments
Beamsville Lions Park	<ul style="list-style-type: none"> <li>• hardball diamond and all softball diamonds are in good condition</li> <li>• stakeholders identified issues with proximity to neighbouring apiary (i.e., bees in the park)</li> <li>• concerns with diamond orientation and quality of washroom facilities</li> <li>• the existing parking lot is uneven in places and dust is a concern for players and spectators</li> </ul>
Jordan Lions Park	<ul style="list-style-type: none"> <li>• all diamond fencing, lighting and bleachers need to be replaced within the next 1-5 years</li> <li>• support facilities such as the umpire room and storage areas are in need of replacement / repair</li> </ul>
Ted Roberts Park	<ul style="list-style-type: none"> <li>• unlit hardball diamond is in good condition and expected to last 5 years or longer</li> </ul>
Senator Gibson School	<ul style="list-style-type: none"> <li>• utilized and maintained by the school</li> <li>• serves a role in Lincoln and would need to be replaced if lost</li> </ul>

### Usage

As exemplified by local growth, popularity of baseball has increased across Ontario. Youth ball registrations in Lincoln have increased by approximately 20% in the last three to five years. Ball diamonds in Lincoln are primarily used by youth leagues but also support women's, recreational co-ed and men's competitive play.

Almost one-quarter (24%) of survey respondents indicated that someone in their household had participated in baseball or softball within the last 12 months. Additional investment in baseball or softball diamonds was supported by 56% of survey respondents, ranking 16<sup>th</sup> out of 25 listed facility types. These figures indicate local interest in and support for baseball and softball in the community.

Consultation with baseball and softball representatives revealed that groups are generally able to access diamonds for regular league play, but sometimes have issues rescheduling or accommodating tournament play. They are satisfied with the maintenance of the diamonds themselves, but noted that some are in need of repair. Specifically, stakeholders suggested that the fourth diamond at Jordan Lions Park could be brought to standard to help accommodate rescheduled games and practices (i.e., rain delays and cancellations). They noted that diamonds and support facilities at Jordan Lions Park in particular have fallen into disrepair in recent years, and are hoping that this will be a focus for improvement moving forward.

A review of schedules at Beamsville Lions Park shows that Lincoln's only lit hardball diamond is well used, accommodating two games on most weeknights with frequent weekend bookings for tournaments and practices. The two softball diamonds at Beamsville Lions Park are also well used and accommodate weeknight play. The lit softball diamond hosts two to three games per night (both minor baseball and men's slo-pitch), but has



room for additional bookings on the weekend. The unlit softball diamond has the lowest level of use, hosting one minor baseball game per evening with reserve practice time on the weekend.

Diamond bookings at Jordan Lions Park show similar levels of usage when compared to Beamsville Lions. Diamonds one and three (both lit) host multiple weeknight games; diamond two (unlit) hosts one game per weeknight; and diamond four is reserved for practice. Additionally, the softball diamond at Ted Roberts Park is used by minor baseball each weekday evening and is reserved for practice on weekends.

### Analysis

Assuming prime-time is shared between two 1.5-hour time slots per diamond on weekday evenings, prime-time usage of ball diamonds in Lincoln is dominated by minor league play for the earlier time slot while older youth and adult play fills the second slot. Lit diamonds supplement these schedules by enabling extended hours of adult play (i.e., a third booking option).

Lincoln supports two distinct minor baseball organizations, Beamsville Minor Baseball and Jordan Lions Minor Baseball. Each league estimated their 2018 participation base to include 300 registered players for a total of 600 registered youth. Adult play in Lincoln is supported by adult leagues within these organizations as well as other adult users, but these groups pay per game and do not provide the Town with registration numbers.

The majority of play for the Beamsville Minor Baseball league is accommodated at diamonds in Beamsville while Jordan Lions Park is home to the Jordan Lions Minor Baseball Club. The Beamsville league follows the Long-Term Athlete Development model while the Jordan league is more house-league focused. This difference in organizational structure means that players within the Beamsville organization are required to practice more frequently and may travel for games while the Jordan league requires a reduced commitment.

A market specific provision target is the preferred method to evaluate the need for ball diamonds. In similar communities, a target of one diamond (unlit equivalent) per 80 – 100 registered participants (both adult and youth) is a reasonable provision rate and allows flexibility for frequent weekend tournaments. As adult figures are not available, this target is modified to one diamond per 90 participants (assuming an equal number of youth and adult players). With a current supply of 13 ULE and an estimated total of 600 youth registrants, Lincoln is accommodating an average of 92 players per diamond. This figure indicates that the Town of Lincoln is under-supplied by approximately 0.5 diamonds.

Discussions with stakeholders and review of diamond schedules and league registrations indicate that the number of diamonds is adequate for the present use, but approaching full capacity. It should be noted that the Senator Gibson School diamond is used by local groups, but not included in the municipal inventory, which helps meet demand.





Using a combined market size of approximately 1,200 registered players (assuming an equal number of youth and adult players) and calculating based on growth forecasts for Niagara Region, it is estimated that future growth of youth baseball / softball registrants could reach nearly 1,500 by the year 2041, if participation rates remain stable. Application of the 1:90 provision standard indicates a present need for 13.5 diamonds, growing to 16.5 by 2041.

In the short-term, the Town of Lincoln's focus should be on improving the quality of fields and support amenities. The recommendations in the full Master Plan outline some specific improvements to the existing ball diamond inventory. Additional unlit equivalents (0.5 required) may be achieved through facility enhancements at Jordan Lions Park including: **repair and/or replacement of aging** fencing, bleachers, lighting and backstops as well as support amenities such as the umpires' room and equipment shed and upgrades to Diamond 4 to increase availability and accommodate league play. This includes establishing a proper infield (size, surface, etc.), repairing fencing and consideration of lights. Demand for ball diamonds should be considered through the Jordan Lions Park and Beamsville Lions Park Renewal Strategies. Future diamond provision (i.e., the remaining three required in the longer-term) may be achieved through redevelopment or expansion at one of Lincoln's sports parks and future parkland acquisition.

## Soccer Fields

### Current State

The Town of Lincoln currently maintains 13 soccer fields (13.5 ULE)<sup>8</sup>. Beamsville Lions Park is home to Lincoln's only lit, full-size soccer field as well as one full-size unlit field, three intermediate-size fields and two mini-size fields. Other soccer fields in Lincoln are provided at Jordan Lions Park (one full size) and Town Hall Park (one intermediate size). The Town of Lincoln permits full-size fields at local schools including: Beamsville District Secondary School; Great Lakes Christian Academy Park; and Heritage Christian School Park (2).

The soccer field at Jordan Lions Park was poorly rated on the summer 2018 condition audit and requires improvement, preferably within the next year. All four fields at Beamsville Lions Park are expected to remain in good condition for five years or longer. According to survey respondents, soccer fields ranked 14<sup>th</sup> out of 25 listed facility types, with 58% support for additional investment. These findings indicate local interest in and support for soccer in the community.

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<sup>8</sup> Unlit Equivalents (ULE) are counted as 1.5 for every lit, full-size soccer field to account for extended periods of play.



Soccer is popular in Canada and throughout the world. The sport is appealing to many because it is easy to learn, supports cardiovascular fitness and has a relatively low participation cost. After years of increasing registration across Ontario, youth soccer participation is levelling off in many communities, particularly at house league levels. Increased demand is now being seen for higher quality fields for competitive and adult play.

The most prominent recent trend in soccer is the introduction of the long-term athlete development (LTAD) model for clubs affiliated with Ontario Soccer Association. This program focuses on training and physical literacy and introduces new field dimensions and as well as new player ratios. This training model impacts the demand for field time but has been accommodated and integrated into scheduling at local fields.

### Usage

Locally, just over one-quarter (28%) of survey respondents indicated that they had participated in soccer within the last 12 months. Lincoln Soccer Club provided an estimate of about 925 registered players (800 of those youth) in the 2018 season; this club is the primary provider in Lincoln. Most games and practices are held at Beamsville Lions Park with some use of the fields at Jordan Lions Park and Town Hall Park (occasional practices and games are played on the school fields). A review of schedules reveals that the majority of soccer facilities in Lincoln are consistently used and accommodate play throughout the season.

Lincoln's only lit full-size soccer field (at Beamsville Lions Park) accommodates play on weekday evenings from the after-school hours until 10:00 pm. The earlier time slots are generally reserved for minor soccer with the later evening, "lit" times used for adult league play. The other full-size field at Beamsville Lions Park is also highly used on weekday evenings, with bookings ending by 9:00 as a result of diminishing lighting levels. Both full-size fields are also reserved for practices / games on Saturday mornings. The intermediate and mini fields at Beamsville Lions Park are regularly booked by minor soccer groups to accommodate younger players.

The single field at Jordan Lions Park is used less frequently (three nights per week and Saturday morning practice), but does provide the league with some flexibility for scheduling when other fields are occupied. Similarly, the soccer field at Town Hall Park is used for one booking per weekday evening and is reserved for practices on Saturdays. Appropriate field rest practices should also be considered to ensure that fields are not over-used and fall into disrepair.

Stakeholders indicated that the current supply (locations, size, variety) of soccer fields is adequate but that more are required to accommodate anticipated growth in the player base and to implement the LTAD model. Organizers have been able to work within the current supply of fields to accommodate training and game play requirements, but believe that there is a shortage of fields (particularly for the 9 vs. 9 division).



It was also suggested that adding lights to another full-size field (potentially field two at Beamsville Lions Park) would enable older players to train later in the evening and allow more adult play; increasing capacity of the organization. There was some concern that soccer may be “pushed out” of the fields at Jordan Lions Park as a result of increased play on Diamond 4 (the soccer field overlaps with the diamond outfield).

### Analysis

Review of player registration and field usage data indicates no immediate demand for additional fields – the Town of Lincoln currently meets the provision target with a ratio of one field per 69 registered players. Many municipalities use ratios of one field for 60 to 100 players, depending on the levels of play present in the community. Using a combined market size of approximately 925 registered youth and adult players and calculating based on population growth forecasts for Niagara Region, it is estimated that future growth of soccer registrants could reach 1,190 players by the year 2041, if participation rates remain stable. Application of a 1:70 provision target equates to future demand of 17 soccer fields, which indicates a long-term need for an additional 3.5 unlit equivalent fields.

The potential loss of the field at BDSS will increase this to 4.5 additional fields (ULE) in the longer-term. Needs can be addressed through installation of new / additional fields at the Town’s existing sports parks through park redevelopment and / or expansion. Additional soccer field provision may be considered through future parkland acquisition. Ideally new soccer fields should be developed in a multi-field complex to maximize space and scheduling efficiencies. In the interim, the Town of Lincoln may consider mini fields at existing park sites with off-street parking and ample open space such as Serena Park (temporary use), Hilary Bald Park or Angelina Prokich Park.

To determine anticipated growth in soccer registration, the population projection for the Town of Lincoln (29% increase from 2019 to buildout) was applied to current registration estimates. This linear assumption of growth does not account for variation in sub-sets of the population or changing participation rates. For example, the child and youth cohorts (the primary player base for soccer in Lincoln) may not grow as much or as quickly as the older adult or senior population creating a disproportionate distribution of population. For these reasons, Town of Lincoln staff should continue to liaise with stakeholder organizations to monitor change over time.

Based on historic participation and the consistent popularity of soccer in Ontario and throughout Canada, it is anticipated that registration will remain consistent in the long-term. Monitoring of participation trends and program development will help ensure the Town of Lincoln is able to accurately apply the provision target while aligning with the Ontario Soccer Association’s requirements for training and league play. It is recommended that the Town of Lincoln work with local soccer organizations to evaluate current field utilization and improve understanding of requirements the LTAD model in a local context.



## 1.1.2 Playgrounds and Outdoor Fitness

### Children's Play Equipment

#### Current State

The Town of Lincoln provides playgrounds at 13 locations – this includes two installations at Jordan Lions Park and one component at each of the following: Angelina Prokich Park (under construction); Ashby Drive Park; Beamsville Lions Park; Charles Daley Park; Elizabeth Street Park; Hilary Bald Park; Jack Simpson Park; Meadowood Park; Rittenhouse Estates Park; St. Volodymyr Park; Village Park Drive Park; and Vineland Neighbourhood Park.

Playground equipment provides flexible, unstructured play opportunities for Lincoln's toddlers and young children. These are generally neighbourhood-level facilities and should be accessible within 500 metres of residential settlement areas without crossing a major barrier (rural distribution is varied and often supported by schools or other non-municipal sites).

Modern playground designs are supplementing traditional swings, slides and monkey bars with more adventurous or risky play elements. These may include climbing walls, balance or suspension lines and ninja-style obstacles. Creative play is also encouraged through designs that follow a theme (e.g., pirate adventure, woodland forest, etc.) these help to stimulate organic use of the site through imaginative play. Natural playgrounds have also been installed in many municipalities – these include simple natural features such as tree stumps, strategically placed logs or slides built into the park's natural slope. These sites are touted for their durability and the opportunity for children to interact directly with nature and use their own creativity to foster free play.

#### Usage

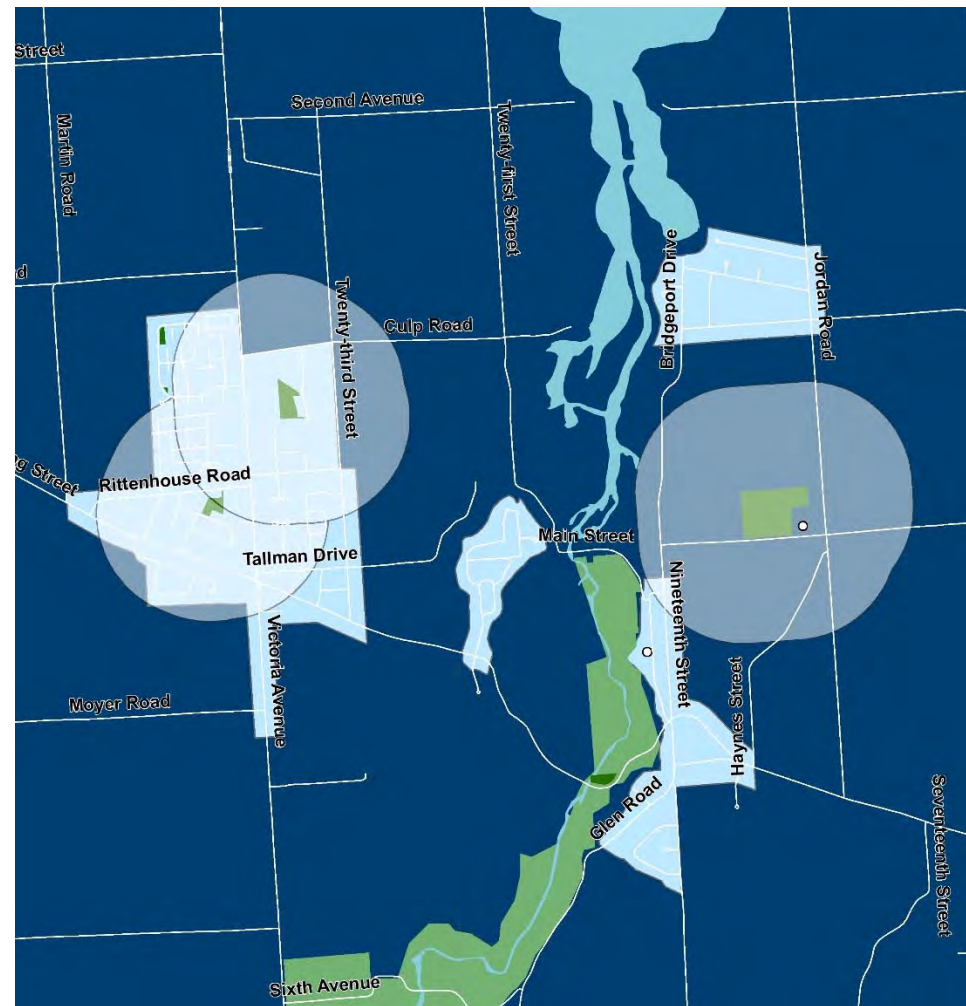
According to online survey respondents, more than half (51%) of Lincoln residents had visited a playground within the last 12 months and 80% indicated support for additional investment in these facilities (ranking 5<sup>th</sup> out of 25 listed facility types). Staff and stakeholders acknowledged the value of these facilities and indicated that most playgrounds in Lincoln are well-used community facilities. High levels of participation and support for investment indicate that these are important facilities for children and families in the community. Survey respondents living closest to Beamsville were more likely than respondents living closest to other areas to suggest that the lack of facilities or programs is a barrier to their participation in parks and recreation activities, suggesting that needs are greatest in Beamsville.

Using a 500 metre walkability buffer around existing playground locations, gaps were identified in central and southeast Beamsville. Installation of playground structures in Angelina Prokich Park (under construction) and Serena Park will help to satisfy needs of residents in central Beamsville. An active park space is not anticipated for the ongoing Cherry Heights development in southeast Beamsville; as a result, it is recommended that



Ashby Drive Park be enhanced to include additional playground components to support unstructured child and youth play. Playgrounds were also notably lacking in the Jordan Hollow area of Lincoln; as a commercial / tourism district Jordan Hollow is not considered a high priority for playground provision.

Figure 29 Beamsville (left), Jordan and Vineland (right) Playground Distribution (500m radius)





## Analysis

The Town of Lincoln should continue to offer high quality and engaging play experiences through its playground replacement program. Based on the summer 2018 condition audit and the municipal asset management plan, short-term (next two to three years) playground renewal efforts should focus on Beamsville Lions Park, Meadowood Park, Jack Simpson Park, Jordan Lions Park and St. Volodymyr Park. All other pieces of playground equipment are expected to remain in good repair for the next five years or more. Future playground design and / or repair should consider natural / challenging play elements as well as the location of complementary amenities near playground structures (e.g., waste disposal, seating and shade for parents and caregivers).

It is recommended that the Town provide playgrounds within 500-metres of urban residential areas without crossing a major barrier, where feasible (densities and distance do not allow municipalities to achieve the “walkable” service area in rural communities). In this regard, the Town of Lincoln should consider adding playground equipment to proposed parks such as Campden Park, Prudhommes Central Park and Serena Park (to strengthen the site’s function as a Community Park). The existing playground in Ashby Drive Park should be enhanced to include additional components for child and youth play (junior and senior structures) or specialized / unique amenities such as a bicycle playground to promote Ashby Drive Park from a neighbourhood-serving park to a Community Park. Playground provision may also be considered at future park sites where service gaps exist, such as the Beamsville District Secondary School site if it is purchased and a portion is developed for park purposes.

## Outdoor Fitness Equipment

### Current State

As the population ages, more adults are seeking opportunities to get outside and be physically active. Some municipalities have installed outdoor fitness equipment which can be used by older youth and adults to support outdoor exercise. Popular in Europe and the southern United States, outdoor fitness equipment is now regaining popularity in Canadian parks (following the installation of ParticiParks in the 1970s). These pieces of equipment provide low-impact, bodyweight activities that focus on mobility, flexibility and strength training – great exercise options for older adults and seniors.

The Town of Lincoln does not currently provide any outdoor fitness equipment in municipal parks. This type of facility is generally provided based on interest and demand, rather than a target provision rate or distribution. Given the town’s maturing population and considering many older adults are moving to Lincoln from larger municipalities that may be served by these amenities, it is expected that demand for these facilities will grow and may be supported by strategic development in an appropriate location.



### Analysis

It is recommended that the Town of Lincoln consider installing outdoor fitness equipment at one of Lincoln's busiest parks. Ideally outdoor fitness equipment should be integrated with other facilities such as active parks, playgrounds, along trails, at a public beach, etc. to maximize potential for use. If installed along a trail, component pieces may be located at multiple points along a path, encouraging users to walk between exercises.

Installation of outdoor fitness equipment could be considered in Serena Park. This location provides close proximity to a large population base of mature adults and is adjacent to the Fleming Centre services and amenities (washrooms, staff, heating / cooling, etc.). To support active living for all ages, outdoor fitness equipment may be installed in coordination with playground structures. This way adults and seniors can participate in physical activity while younger family members play. The Town of Lincoln should undertake a site evaluation exercise to determine a preferred location.

### 1.1.3 Sport Courts

#### Tennis & Pickleball

##### Current State

The Town of Lincoln does not currently provide any dedicated outdoor tennis or pickleball courts. Two (2) tennis courts are planned for Angelina Prokich Park, expected to open in spring 2019. Outdoor tennis courts were previously available at Beamsville District Secondary School; however, they have fallen into disrepair. Indoor pickleball is offered at the Lincoln Centre (through the seniors' club) and those drop-in opportunities to play are well attended.

Popularity of pickleball has grown exponentially over the last decade throughout the country. The game is described as a hybrid of other racquet sports (i.e., tennis and badminton) and is played on a court approximately one-quarter the size of a standard tennis court. The sport is favoured by older adults and seniors who wish to participate in physical activity with a relatively low impact. Tennis has also recently seen some growth in the province with the success of Canadian players on the professional touring circuit. As a result, demand for racquet sport courts continues to grow, especially in municipalities with a growing population base of older adults (such as Lincoln).

Figure 30 Outdoor Fitness Equipment



## Usage

Proponents of racquet sports in Lincoln stated that there is a growing player base (particularly for pickleball) and that facilities to support play are lacking or unavailable during desired times. Results from the community survey found that 9% of respondents participated in tennis and 7% had participated in pickleball within the last 12 months. Nearly half (48%) of survey respondents supported additional investment in tennis courts while only 36% supported additional investment in pickleball facilities (ranking 21<sup>st</sup> and 25<sup>th</sup> out of 25 listed facility types, respectively). Despite relatively low levels of participation and support for additional investment from survey respondents, discussions with participants and staff indicate strong demand for these facilities.

## Analysis

Local pickleball enthusiasts have demonstrated sufficient demand to warrant provision of indoor and outdoor play opportunities. In the short-term, it is recommended that the Town of Lincoln conduct a site-suitability assessment and determine an appropriate location to develop pickleball courts. Based on review of benchmarking in comparable municipalities, the Town of Lincoln may wish to use 1 court (tennis and / or pickleball) per 5,000 residents as a future provision goal, should initial development prove successful.

These facilities may be designed as individual, dedicated courts (i.e., tennis only or pickleball only) or courts may be designed with multiple lines (different colours for each sport) to accommodate various user groups during different operating periods. Multi-court designs (minimum of two courts at one site) are preferred due to the ability to support multiple matches at one time. Design should also consider player comfort and safety including: adequate lighting, nearby parking (preferably off-street), seating, shade, and potentially access to washrooms and water.

## Basketball & Multi-Purpose

### Current State

The Town of Lincoln currently provides three full basketball courts (Ashby Drive Park, Jack Simpson Park and St. Volodymyr Park) and two half courts (Hilary Bald Park and Rittenhouse Estates Park). One additional basketball court is planned for installation at Angelina Prokich Park, expected to open in spring 2019. The court at Hilary Bald Park is the Town of Lincoln's only multi-purpose court; this court functions as a half basketball court in the summer months and can be flooded to function as an outdoor artificial ice rink in the winter months. The Hilary Bald Park court is well used in all seasons and has been used to host community movie nights in the summer months. Courts / hoops may also be available at schools outside of school hours.

## Usage

Basketball is popular among youth and young adult demographics. The sport is accessible to many because there are few equipment requirements and basic skills and rules can be learned fairly easily. One consideration of basketball court installation is the noise generated by the ball bouncing. Therefore, location is an important consideration in provision of basketball courts as they may not be suitable for all park locations.

Multi-purpose courts can be designed to accommodate use by a variety of age groups and support multiple activities. Using a basic basketball court template, these hard surface courts can be painted with multi-colour lines to identify a basketball key, a ball hockey crease, or even futsal (a modified version of soccer played with smaller teams and dimensions) markings. Multi-use designs are preferred because they can offer recreation opportunities to a wider user base.

According to the online survey, 15% of respondents had participated in basketball in the last 12 months. Investment in basketball courts was supported by 57% (ranking 15<sup>th</sup> of 25 listed facility types) of respondents while outdoor ice rinks were supported by 62% (ranking 12<sup>th</sup> of 25 listed facility types). These results indicate local demand and support for these facilities. Stakeholder interviews and comments at the open house sessions reflected a community desire for more outdoor skating opportunities. Future court installations should be the focus of future development with the ability to convert into an ice rink (natural) in the winter months.

## Analysis

Courts should be distributed equitably (within 1 km) across urban settlement areas in the municipality, to encourage casual use. Consideration should be given to the youth population segment (see [Appendix A](#) for proportion of the population - youth age 10-19) and availability of complementary (or existing) facilities.

Based on these considerations, it is recommended that the Town install one additional court (full or half) to address a provision gap in central Beamsville. A preferred site for this may be Serena Park as a basketball court could be complementary to other facilities planned for the site (i.e., skatepark, playground equipment, etc.) or existing courts may be enhanced where appropriate to meet local demand.

Regarding existing facilities, it is recommended that the Town repair or replace the half court at Rittenhouse Estates Park within the next two to three years and the half court at St. Volodymyr Park in three to five years. Based on the condition audit, the refrigeration equipment for the multi-purpose pad at Hilary Bald Park may require replacement within the next three to five years.



### 1.1.4 Action Sport Parks

#### Current State

Skate and bike parks are now a standard level of service in most municipalities, large and small. They respond to increasing interest in unstructured, low cost activities and support physical activity. Participation in these sports has a broad appeal to both youth and young adults, as well as an emerging family market as adult action sport enthusiasts draw their children toward the sport.

The term “action sports” describes modern freestyle, individual sports that involved self-propelled vehicle maneuvering over a course or obstacle – in Lincoln this would describe activities such as skateboarding, in-line skating, scooter riding, BMX cycling on pumptracks or bicycle playgrounds.

#### Usage & Analysis

The Town of Lincoln does not currently provide any permanent action sports parks (also known as “all-wheel” parks). The Town did purchase a mobile skatepark to service the immediate needs of the community. This temporary equipment has a finite lifespan of 5 years and is not recommended for permanent installation.

This mobile site was housed on the dry pad at the Fleming Centre for two months in the summer and transitioned outdoors to an adjacent property for seven weeks in the fall of 2018. During the 6-week indoor installation, the mobile site serviced an estimated ridership of 587 individuals.

According to online survey respondents, 16% of residents had participated in wheeled action sports within the last 12 months. While these percentages are lower than traditional parks and recreation activity participation rates, they are higher than participation rates reported in comparable municipalities indicating strong local participation. When asked to indicate their level of support for additional investment

Figure 31 Temporary skatepark at Fleming Centre (summer 2018)



Figure 32 Temporary skatepark outdoor location (fall 2018)





in recreation facilities, wheeled action sports were ranked as follows: 54% support for bicycle playgrounds (ranked 18<sup>th</sup> of 25 facility types); 53% support for skateparks (ranked 19<sup>th</sup> of 25 facility types); and 49% support for BMX pumptracks (ranked 20<sup>th</sup> of 25 facility types). Stakeholders and proponents of action sports indicated that many children, youth and families in Lincoln currently travel to neighbouring municipalities (e.g., Grimsby, St. Catharines, Niagara Falls) to participate and use their action sports facilities.

In 2019, Lincoln Town Council approved funding for the design of an action sports park including a skatepark and pumptrack at Serena Park. The Town of Lincoln should monitor usage at these facilities once installed and evaluate demand in other settlement areas. Should interest be expressed from residents in Jordan and / or Vineland the Town may install the existing mobile skatepark to provide service to residents in one of those communities. To further support the Action Sports Strategy, it is recommended that the Town of Lincoln explore installation of a bicycle playground within an existing park as an enhancement.

## 1.1.5 Outdoor Aquatics

### Outdoor Swimming Pools

#### Current State

The Town of Lincoln currently supplies two outdoor public pools – Allan F. Gretsing (AFG) Pool (heated) and Jordan Lions Pool (not heated). Both pools are rectangular in shape (25 metres in length and 5 lanes wide) and support recreational, fitness and instructional swimming in Lincoln.

The AFG Pool in Beamsville was originally constructed in 2007 as an accessible, multi-generational facility designed to serve a broad community base (with infrastructure to support future enclosure should the Town choose to renovate in the future). The pool remains in a good state of repair and is expected to continue to function well for the next five years or longer. The AFG Pool offers public swimming from early June through to Labour Day weekend for approximately 10 hours per day (registered programs, special events and rentals would increase this number). The pool is well-used and hosts leisure swim, seniors swim, swimming lessons, aquatic leadership courses, lane swimming, day camp swims, swim team and water fitness classes.

Figure 33 Allan F. Gretsing Pool



Photo source: McCallum Sather Architects Inc.



The Jordan Lions Pool was originally built more than 60 years ago and has received significant investment from the Lions Club and Town of Lincoln in recent years. As an aging piece of recreation infrastructure, Jordan Lions Pool is nearing the end of its lifecycle and is in need of significant repair or replacement (estimated within the next 2-3 years). The pool tanks and bath house do not meet modern accessibility standards for facility design and would require significant retrofitting to conform. Jordan Lions Pool has a shorter operating season than the AFG Pool; opening Canada Day weekend in July and offering aquatic opportunities through to Labour Day weekend in September. The pool is programmed differently than its Beamsville counterpart – with greater emphasis on camp swim, leadership courses and learn-to-swim programs in addition to daily leisure swims.

Municipalities deliver aquatic services because of the value they bring to residents from a variety of perspectives including: safety and life skills; accessibility and inclusion; health and wellness; sports and competition; and a sense of community. Although private and backyard pools are gaining popularity, aquatics would be inaccessible for many people if not provided by the municipal sector.

Swimming and aquatic programming provide the public with valuable water safety programs and offer services to teach interested persons swimming skills. Using a health and wellness lens, swimming and other aquatic activities are excellent low-impact exercise opportunities to develop mobility, endurance and strength training.

Swimming pools are popular facilities, offering a variety of options for all ages and abilities. Swimming has low-barriers to participation in that little equipment is required, it is low-to-no cost for drop-in activities (fees are usually associated with scheduled or registered programs) and anyone can participate in some capacity.

### Usage

According to survey respondents, 45% of residents had participated in recreational swimming and 35% of residents had participated in instructional swimming or aquafit within the last 12 months. Additional investment in outdoor swimming pools was supported by 75% (ranking 8<sup>th</sup> out of 25 listed facility types). These responses as well as a number of comments from public and stakeholders support demand for community aquatic facilities in Lincoln.

Both the AFG Pool and Jordan Lions Pool are well-used community facilities that provide accessible aquatic experiences across Lincoln. The AFG Pool in Beamsville primarily serves residents seeking learn-to-swim, leisure swimming, fitness / lane swimming and day camps. The Jordan Lions Pool does not offer fitness or lane swimming, but does provide a swim-at-camp program and hosts the municipality's leadership courses in addition to traditional learn-to-swim programs, leisure swims and camp swims. The following tables provide a summary of 2018 participation in drop-in aquatic programs and also present an overview of the Town's registered programs.



Table 9 Town of Lincoln Drop-in Aquatic Participation (2018)

Allan F. Gretsinger Pool		Jordan Lions Pool	
Drop-in Swimming Participation			
Afternoon Leisure Swim	6,014	Afternoon Leisure Swim	1,551
Evening Leisure Swim	1,104	Evening Leisure Swim	383
Camp Swim	1,606	Camp Swim	1,084
Aquafit	704		
Lane & Senior Swim	451		
<b>Total</b>	<b>9,879</b>	<b>Total</b>	<b>3,018</b>

Source: Town of Lincoln registration data

Table 10 Town of Lincoln Registered Swim Program Registration (2018)

Allan F. Gretsinger Pool		Jordan Lions Pool	
Swim Lesson Registration			
Parent & Tot / Preschool	275	Preschool Only (no P&T)	84
Swim Kids	398	Swim Kids	187
Total	673	Total	271
Other Registered Programs			
Drop-in Lessons	50	Swim at Camp	50
Swim Team	45	Swim Team	12
		Leadership	10
Total	95	Total	72

Source: Town of Lincoln registration data

Note: AFG Pool offers limited programming in June, while both pools run their full complement of programs in July and August.

In addition to regularly scheduled programs, each facility offers birthday parties and private rentals as well as special events and swim times for non-municipal camps, which increase facility use, but are not reliable.

### Analysis

Review of 2018 participation statistics illustrates that the highest percentage of outdoor aquatics use came from public swimming opportunities (55%), followed by specialty swimming such as day camps and rental groups (38%) and the smallest percentage of users participated in aquatic fitness opportunities such as aquaFit and lane swimming (8%). These results indicate that provision of drop-in public swimming and dedicated times for



day camp swims are crucial to successfully programming these facilities. This also suggests that more promotion of fitness swimming opportunities and increased participation times may help boost participation.

Review of schedules, registration and participation at both municipal outdoor pools reveals that AFG Pool accommodates more than double the amount of use when compared to Jordan Lions Pool. However, each pool is programmed differently and provides an important level of service for the Lincoln community.

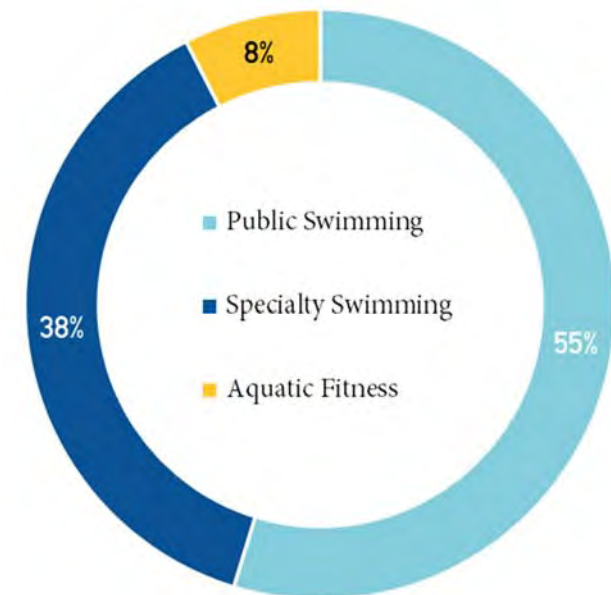
Provision of municipal outdoor pools is common in Niagara Region. On average, municipalities within Niagara Region (with populations below 60,000 residents) provide one outdoor pool per 19,000 residents (or one pool per capita in smaller communities). Lincoln's two outdoor pool tanks equate to a provision level of one tank per 12,250 residents. This is an above average service level, as multiple outdoor aquatic tanks are not typically recommended in municipalities of this size. However, the two facilities in Lincoln are supported by historic provision and each site serves a distinct geographic area of the town.

No new or additional outdoor pools are required, but it is recommended that the aging Jordan Lions Pool be brought to modern aquatic facility standards. Given the high participation rates and success of the AFG Pool, it may be assumed that a revitalized Jordan Lions Pool may be able to increase capacity and support more users in the future.

In the short-term the Town of Lincoln should continue to operate the Jordan Lions Pool in its current state (while providing regular maintenance and repairs) and consider future replacement and design through the Jordan Lions Park Renewal Strategy (short term).

It should also be noted that Niagara Region is hosting the 2021 Canada Summer Games and will be transferring a legacy pool to the Town of Lincoln per an existing memorandum of understanding. Through the Jordan Lions Park Renewal Strategy, the Town of Lincoln should work with the host games society to evaluate and determine options for installation of the legacy pool. This should include considerations for conversion from the summer games temporary use as a warm-up facility to a permanent installation in Lincoln.

**Figure 34 Summary of municipal aquatic participation (2018)**



**Source:** Community Services 2018 Progress Report

The list below offers some guidelines on modern pool functionality and design and should be considered through the Jordan Lions Pool revitalization process.

#### Modern pool designs should consider the following:

- **Tank shape and purpose:** the tank design should be selected based on the intended use (leisure swimming, lane swimming, instructional). For example, a pool intended to serve young children and youth should have a fairly shallow access point (closest to the change rooms) and may transition to a deeper end. Alternately, a pool designed to host fitness swimming and primarily be used by adult swimmers may be slightly deeper and allow for dive entries and aquatic fitness.
- **Accessibility:** pools should be designed to have a zero-depth (ramp or beach-style) entry which enables gradual access for those with limited mobility, or should provide a chair lift to support entry to and removal from the water. The pool should also have clearly marked lanes and transitions (i.e., drop-off from shallow to deep water) and use high contrast colours where possible. Universal change rooms are preferred, particularly for facilities that will be used by day camps and / or families with adults supervising children of differing ages and genders.
- **Comfort and safety:** pools should have on deck seating for supervising adults, shaded areas for cooling on hot summer days, and access to water.
- **Pool programming:** scheduling will significantly impact the utility of the facility. Pools should consider their target audience and ensure that a variety of program options are available at convenient times to support multiple user groups (e.g., parent and tot in the morning, noon-hour adult fitness swimming, afternoon day camps, late afternoon and evening recreational swimming).

## Splash Pads

### Current State

The Town of Lincoln currently supplies two splash pads – Jordan Lions Park and Hilary Bald Park. An additional splash pad is planned for installation in Angelina Prokich Park, expected to open spring 2019. Both of the existing sites operate for 11 hours per day on weekdays and 5 hours per day on weekends throughout the summer months and are very well used by the public. Both of the Town of Lincoln's existing splash pads are in good condition and are expected to remain in a good state of repair for five years or longer. According to the community survey, 40% of residents had visited a splash pad within the last 12 months and 78% supported investment in these facilities (ranking 6<sup>th</sup> out of 25 listed facility types), indicating high levels of use and support for these facilities.





### Usage

Splash pads are highly sought-after amenities for young families as they provide affordable and accessible opportunities to seek relief from summer heat and humidity. They are often considered walk-to amenities located within residential areas. They can be designed with a wide-variety of apparatuses to provide enhanced aquatic experiences for residents and visitors of all ages. To promote accessibility, splash pads are typically provided within larger urban centres and should be walkable within approximately a 2.0 km radius.

### Analysis

Splash pads can be integrated into most park systems, do not require staffing, and have a longer operating season (including shoulder months of May/June and September) than outdoor pools. From a financial perspective, splash pads require a smaller upfront capital investment and have lower ongoing operating and maintenance costs than outdoor pools. As a result, many of Lincoln's existing park sites may be able to accommodate and support installation of a splash pad.

Review of the Town of Lincoln's splash pad provision and distribution finds that minor geographic gaps exist in Central Beamsville and Vineland. Although a splash pad facility is not currently located in Vineland, residents of that area are served by the Jordan Lions Park splash facility. Growth-related needs for splash pad facilities are anticipated for Vineland / Prudhommes in the medium-to-longer term. One additional splash pad site is recommended within Prudhommes Central Park to address community demand.

## 1.1.6 Waterfront Facilities

### Current State

The Town of Lincoln provides public beach access at Charles Daley Park through two beachfronts (east and west). Water quality is monitored daily by the Niagara Region Public Health Department from Victoria Day in May through Labour Day in September. The park is open daily from 7:00 am to 10:00 pm (with limited hours and access during the winter months). In addition to the beachfronts, the park offers complementary facilities including picnic areas, a playground, a boardwalk, washrooms and the Rotary Bandshell.

The Town of Lincoln does not provide any direct programming or facilities for flat-water activities, but does promote Jordan Harbor. Facilities within Jordan Harbor are owned and operated by the Niagara Region Conservation Authority (NRCA). Activities currently available include: kayaking, canoeing, sailing, stand-up paddle boarding, fishing and bird-watching. A number of private watercraft owners also use the site to launch and store their equipment when not in use.



## Usage

Access to the water is important for residents and tourists, a fact that is highlighted by the success of community events held at Charles Daley Park, such as the summer concert series and Canada Day celebrations. The Master Plan survey found that beaches are highly-valued amenities as 86% of households support additional spending on beaches (second-highest amongst all facility types). According to the online survey, 87% of respondents feel that beaches and waterfront parks are important, but only 39% of respondents are satisfied with them, indicating a gap in service.

Opportunities to connect with nature were popular activities among survey respondents. This was exemplified by participation in the following outdoor recreation pursuits within the last twelve months: trail walking or hiking for leisure (73%), beach activities (44%), fishing or hunting (22%), and birdwatching (13%).

Waterfront access was further discussed by attendees at stakeholder sessions and public information centres. Residents and stakeholders alike indicated a desire to increase waterfront access within Lincoln. One proposed method to achieve this was through improved connectivity between the town's active transportation network and other major trails infrastructure such as the Bruce Trail and Great Lakes Waterfront Trail Network. It was further noted that many residents enjoy use of smaller waterways such as local creeks and lakes to participate in leisure activities.

## Analysis

It is recommended that the Town of Lincoln develop a waterfront park in Prudhommes to maximize public access to the waterfront. To help animate the park and make it a destination facility, design should include active park features such as a splash pad, children's play equipment or multi-use court as well as passive use options such as shoreline plazas, public art installations, and spaces for social interaction.

It is recommended that the Community Services Department seek to animate and program the space at Charles Daley Park (see [Section 6 - Arts & Culture](#) for specific details). To further enhance the waterfront experience, it is recommended that the Town invest in **facility improvements** such as boardwalk repair / expansion and explore additional seating options.

To avoid duplication of service, it is not recommended that the Town of Lincoln attempt to provide any additional facilities or programs to serve flat-water activities. However, as discussed in the parks and open space section, waterfront access should continue to be a priority for the Town and will be achieved through Official Plan policies. Further, a Lake Access Point Strategy is recommended in [Section 5](#) of the Master Plan to assess enhancements to road allowances along the Lake Ontario shoreline.



### 1.1.7 Off-Leash Dog Parks

#### Current State

Dog parks are becoming increasingly popular facilities, particularly in urban areas where residents may not have access to private open space for their pets to run freely. Demand for these facilities has grown as pet ownership rates are increasing and communities do not typically allow dogs to be off-leash on public property (as regulated by municipal by-laws).

Dog walking is not only beneficial for pets, the activity provides owners with an opportunity to get outside and socialize; this is particularly true for older adults and seniors who often find pet ownership helps prevent social isolation and encourages outdoor activity. Sidewalks, trails and pathways are commonly used for walking dogs on-leash.

Consultation with the public revealed interest in an off-leash dog park in Lincoln, particularly in Beamsville where some residents are more likely to lack personal access to green space. Survey respondents noted that many residents travel outside Lincoln (e.g., Grimsby, etc.) to use dog parks as there are none currently available in the town. There is anecdotal evidence that some residents are bringing their unleashed pets to under-utilized park spaces and sports fields, which can cause various conflicts.

#### Usage

According to survey respondents, 40% of residents have participated in dog walking (on or off-leash) within the last 12 months, and 46% support additional investment in this facility type (ranking 22<sup>nd</sup> of 25 listed facility types). Indicating that less than half of Lincoln's residents consider off-leash dogs parks to be a high priority or community need. Common concerns about off-leash dog parks are maintenance, pet control and nuisance to neighbouring properties, therefore potential sites must be selected with care.

#### Analysis

Despite relatively low levels of support through the online survey, attendees at public information centres and stakeholder sessions advocated for off-leash dog parks. Proponents for the facilities suggest that they offer an opportunity to get outside, exercise, socialize with other pets and pet owners.

In many communities, leash-free parks are created in cooperation with an affiliated organization that is willing to take responsibility for their operation and/or enforcement (e.g., signage, waste removal, large and small pet areas, etc.), with the goal of making them financially self-sustaining. The Town of Lincoln may consider development of an off-leash dog park as a pilot project subject to identifying an appropriate site (consider Kinsmen Park as a potential site) and recruiting a local organization to manage/steward the project.



Below is a list of suggested guidelines that the Town can use to further evaluate the provision of off-leash dog parks:

#### Suggested guidelines for the planning and provision of off-leash dog parks

1. Off-leash dog parks should be a minimum of 0.5 hectares acre in size; 1 hectare is preferred. When possible, sites should provide for separation of small and large breed dogs.
2. The impact of off-leash dog parks on surrounding residents and park users should be minimized. Compatibility with adjacent land uses is paramount (e.g., lands next to a school are not appropriate). Off-leash dog areas should avoid backing onto residential properties without a substantial buffer.
3. Environmentally sensitive sites are not appropriate. Sites that, due to their unique properties, attract high volumes of visitors are also not appropriate. While the Town of Lincoln endeavors to accommodate residents and their dogs, people come first.
4. All off-leash dog parks must be subject to periodic evaluation including input from surrounding residents to ensure that they continue to adhere to the guidelines.
5. Off-leash dog parks should, wherever possible be located on arterial or collector roads in order to minimize traffic impacts on surrounding communities. These parks are largely 'drive-to' types of facilities and, therefore, adequate parking is required; proximity to a primary trail route is also preferred.
6. Off-leash dog parks within larger parks must be provided with a physical barrier (man-made or natural) which will provide all park users with a clear boundary. Appropriate fencing is required for all off-leash dog areas.
7. Adequate signage must be provided at every entry point to the off-leash dog park to alert park users of their existence, park rules and emergency procedures.
8. Off-leash dog parks require appropriate surfacing. Sites in heavy shade will not support turf/grass and require mulch or gravel surfacing. Also, sites that are small and receive heavy use will not support turf. Mulch and decomposed granite fines are often the best surfaces.
9. Shade is essential to a pleasant and healthy experience. Provide trees around the dog park where possible.
10. Other comfort and safety features to consider include: lighting, park furniture, obstacles and access to water.



## 1.1.8 Recreational Trails

### Current State

Recreational trails and paved pathways are a component part of the Town's active transportation system and have benefitted from significant investment in the last decade (e.g., connectivity of trails around Konkle Creek). Active transportation (movement for utilitarian purposes) is currently being studied are part of the Town of Lincoln Transportation Master Plan (TMP). An objective of the TMP is to provide a high-quality connected network (pedestrian, cycling and trails) based on a set of priorities and coordination with this Parks, Recreation and Culture Master Plan and Regional road and cycling networks.

This PRC Master Plan focuses on off-road trails for recreational / pedestrian movement, including those within municipal parks and connecting to other destinations within the Town and beyond. According to the TMP, there are currently 32.3 kilometres of off-road trails within Lincoln, as well as 3.3 kilometres of walking trails. As described below, trails are provided by several different sectors and uses (e.g., walking, cycling, etc.) may vary by location:

- The longest route is the Bruce Trail, an off-road hiking trail that runs from Niagara Region to Bruce Peninsula and largely exists on private lands through landowner agreements. Within the Town of Lincoln, the Bruce Trail connects hikers to key destinations, such as area parks (e.g., Kinsmen Park), businesses (e.g., wineries) and communities (e.g., Beamsville, Jordan, etc.). The Twenty Valley Trail is a side trail that connects the Bruce Trail to the Waterfront Trail, largely along Twenty Mile Creek (with a connection at the Jordan Museum site).
- The Great Lakes Waterfront Trail also traverses the Town of Lincoln as it seeks to connect all communities and First Nations along the Canadian shores of the Great Lakes region. Within Lincoln, the Waterfront Trail is largely an on-road signed route, through portions will be formalized through the development of the Prudhommes Secondary Plan Area.
- Many municipal walking and/or multi-use trails have recently been developed in Beamsville (Bartlett Creek Trail and Hillside Estates Trail), as well as within some of the Town's larger parks (e.g., Beamsville Lions Park, Charles Daley Park, Jordan Hollow, etc.). Within urban areas, sidewalks also serve to connect pedestrians to parks and other key destinations.
- Most Conservation Areas within the Town include walking and hiking trails (admission fee required), such as Balls Falls, Cave Springs, Louth, Rockway and Mountain View.
- Certain privately-owned lands may also contain publicly accessible trails, such as the Millennium Forest Park in Vineland.



## Analysis

Market and trends research consistently indicate that interest and participation in unstructured, self-scheduled activities is rising and that, as a result, trails are in high demand and should be a priority. Trails provide opportunities for physical activity, utilitarian purposes, stress reduction, social interaction, and environmental sustainability and are critical infrastructure for improving public health. Furthermore, cycling tourism is a growing market in the region and the on- and off-road active transportation network is foundational in addressing the needs of these users.

According to survey respondents, the most popular recreational pursuit in Lincoln is trail walking or hiking for leisure, with 73% of households participating in this activity. Over nine in ten (93%) survey respondents indicated that recreational trails and pathways are important to them, while only 60% were satisfied with the Town's provision of these amenities, indicating a gap in service. Recreational trails received support for additional investment from 87% of survey respondents, ranking 1<sup>st</sup> of out 25 facility types.

Community consultations made it clear that available active transportation amenities are in high demand. All forms of engagement yielded suggestions relating to trails, including: the need for additional promotion of trails and walking/cycling routes (including events), additional funding for trail maintenance and improvement (especially through Jordan Hollow), and establishment of new trails. Lincoln's geographical location with natural assets such as Lake Ontario and the Niagara Escarpment provide many spectacular hiking destinations and there was a desire to ensure that these spaces are accessible through trails and well promoted.

Section 6.2 of the Town's Official Plan contains objectives and policies relative to Active Transportation and defines a Trail and Bikeway System (including off-road multi-use and single-use routes) on its schedules. It notes that "walking, hiking and bicycling are both considered valuable means of transportation, and a key component of the tourism attraction inventory in the Town". Development of an integrated and connected local and regional trail network is a key objective, recognizing that external partners will be required; partners include (but are not limited to) private landowners, conservation authority, trail clubs, businesses, etc. Another objective of the Official Plan aims to complete major continuous segments of trail network through annual improvements, in keeping with the trail and bikeway plans identified in the Official Plan and Transportation Master Plan.

It is recommended that the Town continue to work in partnership with others to provide a comprehensive trails network. The Town should further enhance the existing trails network by placing emphasis on connectivity within and between municipal parks and open spaces. Secondary Plans are one tool that can be used to achieve this.

Desired connections that were identified through the public engagement program, previous studies (e.g., Official Plan) and recent analysis (e.g., Transportation master Plan) include:



- 1) **Continuous walking loop in Beamsville:** Presently, there are two trail spines that extend roughly north to south within Beamsville:
  - (a) In East Beamsville, the Bartlett Creek Trail begins at Hillary Bald Park and extends toward the Beamsville District Secondary School site. There is a desire to connect this to the Hillside Estate Trail, which extends from Ashby Drive Park to Hillside Drive.
  - (b) In West Beamsville, the Konkle Creek trail system extends roughly from Greenlane south through St. Volodymyr and Meadowood Parks before terminating just west of the Fleming Centre and Serena Park. South of King Street, this leg of the trail is referred to as the Stradelbauer Ravine Trail, which connects to the Mount Osborne Cemetery. Through on-road connections, this trail will link to Angelina Prokich Park. Completing both of these trail systems will require additional efforts, including landowner agreements and/or land purchases, trail/route development, intersection/crossing improvements, and signage. A long-term goal should be to connect both the Eastern and Western trails to complete a continuous walking loop in Beamsville using predominantly off-road and sidewalk infrastructure.
- 2) **Prudhommes Waterfront Trail Development:** The Prudhommes Secondary Plan area will provide an opportunity to develop part of the Waterfront Trail as an accessible off-road route that traverses the proposed waterfront park and shoreline throughout the Secondary Plan area. Opportunities to connect to Jordan Harbour (south of the QEW) should be explored.
- 3) **Improvements to Trails in Jordan and Connections with Vineland:** The current trail network that extends through Jordan is a side trail that connects the Bruce Trail (Balls Falls) to the Waterfront Trail. Stakeholders identified a need for improvements to this walking trail to enhance accessibility and safety. Over the long-term, options for connecting the two communities through off-road routes should be explored. Where possible, trail development should take advantage of significant historical, cultural and environmental features such as creek shorelines, as well as opportunities along lands associated with natural corridors.
- 4) **Pathways and Walking Circuits in Parks:** Consideration should be given to establishing looped walking circuits in parks that support passive recreation, such as Destination Parks (e.g., Prudhommes) and Sports Parks (e.g., Jordan Lions Park). These circuits may also be supported by additional park amenities such as viewing platforms, washrooms, shade, environmental education, benches, bike racks, etc.
- 5) **On-road Connections:** The Town of Lincoln's Transportation Master Plan will identify opportunities to link local destinations, communities and regional municipalities through on-road and shared facilities.

The Town of Lincoln should seek to meet the criteria established through the Bicycle Friendly Community Award Program to create “walkable” and “bike-friendly” communities. This includes development of attractive, safe, convenient and practical **multi-use trails, sidewalks and amenities** that connect neighborhoods to local parks, recreation, culture, and civic facilities and that make walking or cycling viable options for residents.

Supplemental to Official Plan policies, additional considerations to guide the Town in planning, designing and developing its recreational trail and pathway network are provided below:

#### Additional Considerations for Off-road Recreational Trail and Pathway Planning, Design and Development:

- Trail routes should be safe, accessible, identifiable and connected.
- Trails should be located on public property unless suitable long-term agreements (ideally in the form of an easement) can be reached with private landowners. Trail development cannot begin until land is assembled and, therefore, a continued focus on land acquisition is required.
- The trail system should accommodate both destination-oriented and looped routes. Looped trails should be accessible at more than one point. Trails should maximize connections between residential, institutional, and commercial areas, including key civic destinations such as parks and schools.
- Consideration should be given not only to trails within the Town, but also creating connections to networks beyond Lincoln's boundaries.
- Trails should accommodate non-motorized users, including walkers, joggers and cyclists of all ages. Motorized pedestrian mobility devices may be permitted. Not all recreational trails may accommodate cyclists, depending on the design of the trail and the environmental sensitivity of the area through which it transects.
- Trails should be separated as much as possible from vehicular traffic. When designing trails and road crossings, mid-block crossings should be avoided wherever possible. Safety of road crossings is paramount.
- Areas of ecological importance and sensitivity shall be respected and cautiously managed.
- The terrain should be suitable for trail construction and minimizing vegetative loss. Where slopes are excessive, handrails and/or steps should be considered. Standards must conform with Ontario Regulation 413/12 under the Accessibility for Ontarians with Disabilities Act (2005) regarding the Design of Public Spaces Standards, as revised from time to time.
- Trailside amenities (e.g., trash receptacles, benches, shade, bike racks, etc.) and access to safe parking are critical design considerations. Signage should be provided for all trail types, with opportunities for interpretive kiosks at key points.
- Lighting of trails and pathways can be considered (to improve safety, where appropriate) but is not a required element.

Signage, wayfinding and branding are key components of a successful trail network. The Town should prioritize provision of additional signage that can be used to indicate linkages and destinations throughout the Town. Clear and consistent signage can enable users to confidently travel along trails to their destination and connect to other existing systems. Other examples include: signs and maps to identify the nearest washroom facility; provide direction to nearby Town parks and points of interest; or offer educational information on plant and animal species in the area. Ideal locations for these include: at trailheads, at entrances to municipal parks, in areas with high pedestrian traffic and within existing roadside kiosks. To support this, the Town of Lincoln should work with tourism agencies, the Region and other partners to local businesses to develop and distribute updated **mapping and promotional material** on trail and active transportation routes in the Town.



### 1.1.9 Pavilions, Gazebos and Picnic Shelters

#### Current State

The Town of Lincoln currently provides 6 pavilions / gazebos / picnic shelters within its parks system. They are distributed throughout the town at the following locations: Beamsville Lions Park, Charles Daley Park, Jordan Lions Park, Hilary Bald Park, Vineland Neighbourhood Park and Allan F. Gretsinger Pool. Some are available for rent, while others allow for casual use and event support.

#### Usage & Analysis

These spaces are well-used by residents and complement active park amenities such as playgrounds and sports fields. They provide highly-sought after shade and seating and support casual, passive use of parks. As the population ages these will be important facilities because they support the needs of a diverse and multi-generational user group. They are also commonly supported by public health agencies as they provide relief from summer sun and encourage social interaction. Responses from the community consultation program also found high levels of support for these passive comfort amenities.

It is recommended that the Town of Lincoln seek to provide permanent shade structures (e.g., pavilion, gazebo, picnic shelter, shade sails, etc.) within new and redeveloped destination parks, sports parks and community parks, at a minimum. These facilities should be strategically located in close proximity to active park spaces such as playgrounds and be easily accessible through pathways and trails.

## 1.2 Indoor Recreation Facilities

The Town of Lincoln provides several indoor community facilities, including the Fleming Centre (arena, multi-use rooms, public library branch), Jordan Lions Arena (arena, multi-use rooms) and smaller facilities such as the Lincoln Community Centre and Bennett Hall.

Lincoln residents also benefit from amenities provided in nearby municipalities (e.g., Grimsby, St. Catharines, etc.), many of which are highly accessible due to their nearby location (including higher cost facilities such as indoor swimming pools). Major multi-use community recreation facilities within the region have been listed in [Appendix E](#).

According to the online survey, 92% of households feel that indoor recreation facilities such as arenas and community spaces are important; however, only 72% of households are satisfied with these facilities in Lincoln. This difference suggests that residents' expectations with respect to indoor recreation facilities are not being met.

The Master Plan's consultation program revealed several suggestions for additional indoor spaces, including:

- adding a multi-use community centre including a gymnasium and / or fitness centre;
- adding an indoor aquatic centre;
- adding an indoor soccer / turf sport complex;
- adding another indoor walking track; and
- enhancing or maximizing existing spaces through programming.

The following sections examine facility-specific needs throughout Lincoln.

### 1.2.1 Gymnasiums, Multi-Use Rooms & Community Spaces

#### Current State

The Town of Lincoln offers public access to several multi-purpose spaces, meetings rooms and halls, providing venues for a broad range of opportunities. Some facilities, such as the Lincoln Community Centre (seniors' centre, rental venue), Scout Hut (Bomberry Park), Rotary Bandshell (Charles Daley Park) and Bennett Hall (repurposed fire hall) are standalone, single-purpose venues that accommodate community events, private rentals, activities for youth and / or seniors, small group gatherings and / or tenants. Other sites are more multi-functional and are combined with other spaces that help to bolster their use and efficiency; including the co-location of the Fleming Centre and Lincoln Public Library. Lincoln is also served by local cultural facilities (discussed under Goal Two: Arts & Culture) as well as many schools and churches which provide meeting and activity spaces.

The Town of Lincoln currently provides a variety of **halls and multi-purpose spaces** at multiple locations throughout the municipality. These include: the Fleming Centre; Jordan Lions Arena; Lincoln Community Centre; Bennett Hall; Scout Hut; Town Hall; Fire Halls; and Libraries (board-run).

The Town of Lincoln does not currently provide any direct access to **gymnasiums**. The Town of Lincoln and local school boards have facilitated community-use agreements in the past, but historically this has not been successfully or consistently implemented.

The Lincoln Community Centre, built in 1985, is primarily used by the **Seniors' Club** while **youth** in the community are served by two private facilities (i.e., Convos in Beamsville and Upper Deck in Vineland) as well as the Scout Hut. The Town-owned Bennett Hall provides another **community space**; the lower level is leased by Spark Lincoln and the upper level serves as the Beamsville Lions Hall.





## Usage & Analysis

The co-location of gymnasiums, multi-use rooms and other community spaces (known as community hubs or campuses) has become the norm in the provision of modern recreation facilities. The development of stand-alone or single-purpose spaces is generally discouraged to avoid operational deficiencies and limited appeal. Multi-purpose spaces can enhance cross-programming opportunities for public and private functions, and achieve economies of scale relating to facility construction, maintenance and management. Across the province, gymnasiums are in demand as they provide flexible space within which a variety of activities can be scheduled. Across Niagara Region, municipal provision of gymnasiums is limited to Pelham (2), St. Catharines (1) and Welland (1); most other municipalities within the region rely on provision by schools and private operators such as the YMCA or Boys and Girls Clubs. Most often, gymnasiums are used for active sports, such as basketball, volleyball, badminton, ball hockey and pickleball, but can also be used for other forms of active programming, as well as community events.

A successful local example of multi-use programming space is the Fleming Centre in Beamsville. While the ice pad draws the majority of use, the Fleming Centre provides a variety of fitness classes, housed a mobile skatepark (on the dry arena pad) in the summer months and offers a broad spectrum of community programs. During the summer of 2018, 718 children and youth benefitted from participation in drop-in programming while another 638 kids made new friends and summer camp memories at sites distributed throughout Lincoln. An additional 605 individuals of all ages registered in sessional recreation programs.

The Lincoln Community Centre, is home to approximately 235 active members of the Lincoln Seniors' Club (aged 55 years and older). This facility serves as a multi-use venue for social and recreational activities such as pickleball, shuffleboard, card games, community dinners, exercise and dance classes. In addition to the Seniors' Club offerings, the facility can be rented (unstaffed) by other community groups or members of the public.

The community online survey revealed that residents participated in the following activities that use flexible indoor spaces over the last twelve months: aerobics, fitness or weight training (43%); basketball (15%); dance (15%); volleyball (11%); and pickleball (7%). Interestingly, despite a limited supply of dedicated facilities, online survey respondents indicated 74% support for investment in gymnasiums (ranking 9<sup>th</sup> of 25 listed facilities); 65% support for seniors' activity spaces (ranking 11<sup>th</sup> of 25 listed facility types); and 60% support for halls and multi-use spaces (ranking 13<sup>th</sup> of 25 listed facilities), indicating local interest and support.

Although many of the Town's stand-alone facilities are well-used and supported by residents and user groups alike, new single-use properties are not recommended. Concerns were expressed over the current lack of access to gymnasiums, which hampers usage and program function for active indoor recreational pursuits. It is expected that population growth from Prudhommes and other residential developments will increase demand for multi-use recreational facilities.



In response to demand for multi-use activity spaces and gymnasiums, it is recommended that the Town of Lincoln prepare a feasibility study to assess options and confirm viability of a multi-use recreation facility containing flexible spaces capable of supporting multiple sports and activities (e.g., gymnasium, walking track, meeting rooms / multi-use spaces, etc.). Timing and priority may be influenced by the future planning of the BDSS site and / or capital renewal / replacement of the Jordan Lions Arena, both of which should be considered as options for the provision of a municipal gymnasium and / or multi-use space. To accommodate anticipated population growth in Prudhommes, it is recommended that the Town of Lincoln consider provision of multi-use program space.

## 1.2.2 Arenas

### Current State

The Town of Lincoln currently supplies two single-pad arenas; the Fleming Centre (2014) and Jordan Lions Arena (1974).

In addition to the ice pad, the Fleming Centre in Beamsville includes spectator seating (516 seats), a well-used walking track, public library branch (10,000 square feet), four community rooms, a concession stand and customer service desk. The original facility design allows for the ice pad to be twinned, should future user demand necessitate additional ice surfaces, though this would require expansion into Serena Park (undeveloped). The facility is also an emergency response centre and the dry pad is used for community events, indoor skateboarding and pickleball during the summer months.

Jordan Lions Arena is an older facility, but is still viable and well-loved by the community and user groups. User groups at this facility indicated challenges with accessibility (limited barrier-free access to the ice surface and upper-level hall) and an insufficient supply of change rooms. This is a particularly challenging issue for female players using the facility.

Popularity of hockey in the province appears to have reached a stable level, and is even declining in some municipalities. Many of the reasons commonly cited for the decline include increasing participation fees, significant commitment of time and travel as well as rising costs for necessary equipment. Additionally, many minor hockey organizations have adopted the Long-Term Athlete Development (LTAD) model as outlined by Canadian Sport 4 Life (Lincoln Minor Hockey is a local example). LTAD provides recommended practice structures, required ice times and dry-land training programs; all of which have resulted in an ice allocation shift (fewer players seeking more ice and training times). Opposing the LTAD model is a house league focused program, such as Jordan Lions Minor Hockey (which does also have a limited number of select teams) where no travel is required.



Another factor to consider in hockey and ice-sport participation, is the regional nature of the leagues. Hockey clubs with rep teams are often willing to travel and play in competitive leagues and require additional ice for skills development, camps and off-ice training. A local example of this is Lincoln Minor Hockey Association, which recently partnered with hockey clubs in Grimsby and West Lincoln to offer AA teams as Western Niagara. It is unknown how this merger may directly impact ice usage in Lincoln, but representatives have indicated that they expect house league registration numbers to increase once travel teams have been selected (increasing their player base in the short-term).

According to online survey respondents, 44% of Lincoln residents had participated in ice sports within the last twelve months. This may have included hockey, ringette, figure skating, ice skating, etc. Another 1% of respondents indicated that they had played lacrosse within the same time period. When asked to indicate support for additional investment in recreation facilities, arenas ranked 10<sup>th</sup> of 25 listed facility types, garnering support from 67% of respondents. These results indicate interest in and support for indoor ice facilities in Lincoln. The survey results were further supported by consultations with stakeholder groups; their feedback has been elaborated upon in the usage and analysis sections below.

### Usage

As outlined in Table 10, the Fleming Centre ice pad is booked to 96% of capacity for prime-time ice and 49% capacity for non-prime hours. It should be noted that the Town of Lincoln has worked to fill non-prime weekday daytime ice with a variety of drop-in public skating programs such as adult skate, preschool / family stick and puck, ticket ice, and senior / adult pick-up hockey. The Fleming Centre is also frequently booked by a variety of school groups including local private schools and homeschool groups.

Jordan Lions Arena has slightly lower prime-time use than the Fleming Centre, with 94% of available hours booked. Slightly more than one-quarter (27%) of non-prime ice is booked in Jordan; possibly as a result of limited accessibility at the site and fewer daytime public skating offerings.

The dominant user of prime-time ice at both municipal arenas is **minor hockey** – Lincoln Minor Hockey Association (LMHA) uses the Fleming Centre for home ice and the Jordan Lions Minor Hockey Association (JLMHA) is based out of Jordan Lions Arena. A limited amount of prime-time ice is also reserved for public skating at both arenas and some shoulder adult bookings help fill late-night ice.

Table 11 Typical Weekly Usage rates at Town of Lincoln Arenas, 2018/2019

Organization Type	Prime Time Hours (55 hours per pad)	Non-Prime Time Hours (71 hours per pad)
<b>Fleming Centre</b>		
<b>Minor</b>	45.0	3.0
<b>Adult</b>	6.5	5.0
<b>Public</b>	1.5	26.5
<b>% of total hours</b>	96%	49%
<b>Jordan Lions Arena</b>		
<b>Minor</b>	41.0	1.0
<b>Adult</b>	8.0	10.5
<b>Public</b>	2.5	7.5
<b>% of total hours</b>	94%	27%

**Note:** For the purposes of this analysis, prime time hours are defined as 5:00 pm to 10:00 pm on weekday evenings (Monday through Friday) and 7:00 am to 10:00 pm on weekends (Saturday and Sunday).

**Source:** 2017 and 2018 Town of Lincoln arena facility bookings.

The LMHA indicated a membership estimate of 415 players, a slight decline from previous seasons. LMHA has requested another ice rink to accommodate changes in game and practice structures and also help move away from less-desirable ice times (early morning and immediately after school). The club does currently rent 2-4 hours per week out of town and would like to offer more development and limit shared practices, if possible. Adult hockey leagues in Lincoln would also like to expand, but are limited to the number of non-prime slots available for booking.

JLMHA estimates a minimum of 320 registrations for the upcoming season. These are primarily house league players, many of whom reside in neighbouring municipalities. The Jordan Lions league is the primary user of prime-time ice in Jordan, accounting for three-quarters (75%) of prime-time bookings. Other prime-time users in Jordan include the Jordan Figure Skating Club, public skating and a few adult rentals. The Jordan Lions Arena is nearing capacity for prime-time ice, but does have available morning and late evening ice.

The Jordan Figure Skating Club is another mainstay of the Jordan Lions Arena and estimates membership of 150 skaters across the entire town. Figure skating does not require as much ice time as minor hockey, but does book prime-time ice and uses other facility amenities such as the sound system, equipment storage space and an administrative office. This is the only figure skating club in the municipality.



## Analysis

The use of a youth-based market-driven provision target is the preferred approach to assess arena needs. This approach is able to account for generally accepted standards of play, arena usage patterns, demographic and arena trends, and other key factors.

A provision target of one ice pad per 400 to 450 youth participants is commonly applied in communities with a similar profile. Depending on player age, level of play, roster size and amount of out of town league play, this means that each team would receive the requisite number of hours for games and practices. This equates to fewer hours required for younger groups, house league-based programs or CanSkate and more hours for older groups and programs with rep teams or StarSkate.

With 885 youth participants, the Town is currently providing a service level of one ice pad per 443 youth registrants. This is near the higher end of the typical range, suggesting that there is a small degree of pent-up demand. Considering the geographic distribution of Lincoln's two single-pad arenas and a primarily minor-sport prime-time user base, a provision target of **one ice pad per 400 youth participants is recommended** for the Town of Lincoln. This is consistent with the standards of play that are in effect for local youth hockey (house league and rep) and figure skating, and is also sufficient to accommodate typical tournament offerings, adult play and municipal programs.

Using a combined market size of approximately 885 registered youth ice users and calculating based on age-cohort growth forecasts for Niagara Region, it is estimated that future growth of youth ice sport registrants could reach 1,050 by the year 2041, if participation rates remain stable. Application of the 1:400 provision standard equates to future demand of 2.6 ice pads, which on-its-own does not justify the provision of a third ice pad, but does indicate growing pressure. Arena needs should be reevaluated through the next Master Plan Update.

The table on the following page outlines the current supply of ice pads in Niagara Region. Lincoln's provision of one ice pad per 2,100 residents is nearly identical to the regional average provision of one ice pad per 2,092 residents.

Given these considerations, an additional ice pad in Lincoln is not recommended. It is recommended that the Town of Lincoln monitor the regional ice supply in the mid-to-longer term. Multiple municipalities in the region are also in the process of preparing parks and recreation master plans and in doing so, may determine that additional ice is required. To ensure supply and demand are in equilibrium, Lincoln should remain apprised of the regional usage and supply, particularly given the recent merger of multiple minor hockey organizations to create AA travel teams.



Table 12 Niagara Regional Arena Supply

Municipality	Estimated Population	No. of Ice Pads	Population Per Ice Pad (all ages)	Population Per Ice Pad (ages 5 to 19)
Fort Erie	31,000	3	10,300	1,600
Grimsby	27,500	2	13,800	2,400
Niagara Falls	88,000	5	17,600	2,900
Niagara on the Lake	17,500	2	8,800	1,200
Pelham	17,000	2	8,500	1,400
Port Colborne	18,000	2	9,000	1,400
St. Catharines	137,000	8.25	16,600	2,400
Thorold	19,000	2	9,500	1,600
Wainfleet	6,500	1	6,500	1,100
Welland	53,000	2	26,500	4,100
West Lincoln	14,500	1	14,500	2,900
<b>Lincoln</b>	<b>24,500</b>	<b>2</b>	<b>12,300</b>	<b>2,100</b>
<b>Regional Average</b>	<b>37,792</b>	<b>3</b>	<b>12,825</b>	<b>2,092</b>
<b>Regional Median</b>	<b>21,750</b>	<b>2</b>	<b>11,300</b>	<b>1,850</b>

**Note:** Supply only reflects arenas owned by municipalities and includes the recently closed Rex Stimers Arena in St. Catharines (future use is being contemplated). Estimated populations have been rounded to the nearest 500 persons while service levels have been rounded to nearest 100 persons. Service levels for ages 5 to 19 are based upon 2016 Census figures for each respective municipality.

In the short to medium-term, the Town of Lincoln should focus on the revitalization and / or redevelopment of Jordan Lions Arena. This arena is aging, has accessibility issues on the site, lacks multi-use space and lacks sufficient change rooms. Future use and demand for the Jordan Lions Arena should be further evaluated through the Jordan Lions Park Renewal Strategy. The Town's 2018 Development Charges Study allocates funding toward an arena redevelopment project; however, the condition and longevity of the current arena should be assessed further prior to deciding on the preferred provision model. Analysis should include consultation with ice user groups and stakeholders, review of regional ice supply and feasibility of maintain / replacing / removing the existing arena, among other considerations.



### 1.2.3 Indoor Aquatics

#### Current State

The Town of Lincoln does not provide any indoor aquatic facilities, but does offer seasonal outdoor aquatic experiences at two outdoor pools and two splash pads (plus a third planned for 2019). Additionally, residents have access to indoor aquatic facilities in neighbouring municipalities, including the Niagara West YMCA in Grimsby and Kiwanis Aquatics Centre in St. Catharines. Specific details on Lincoln's aquatic provision and public experiences are described in greater detail in the Outdoor Aquatics section of this Master Plan.

Survey respondents indicated that nearly half (45%) had participated in recreational swimming in the last twelve months and just over one-third (35%) had participated in swimming lessons or aquafit within the same timeframe. When asked to rate support for additional investment in parks, recreation and cultural amenities, indoor aquatics ranked third, garnering support from 84% of survey respondents. Indoor aquatic opportunities were also commonly discussed by attendees at public information centres. This feedback from the general public indicates strong participation in and support for aquatic activities.

#### Analysis

Small to mid-sized communities typically lack the population and tax-base to offset the substantial financial pressures generated by the cost to construct, operate and maintain indoor aquatic centres. Lincoln's population – both now and into the foreseeable future – is insufficient to adequately support an indoor aquatic facility and offset the substantial associated costs. A population threshold of 30,000 residents in a single settlement area is commonly used as a marker for consideration of indoor aquatic facility provision, though 40,000 residents or more would be preferred to enable a more financially sustainable operation. Lincoln's population is currently forecasted to reach 30,030 by the year 2036.

Furthermore, the number of children (the core market for swim lessons, which represent a key revenue stream for pools) across Niagara Region is expected to remain relatively stable over the coming years. While the older adult and senior population is expected to grow and would likely benefit from an indoor pool in Lincoln, there is currently capacity within the regional supply to accommodate those needs.

Despite resident interest and participation, the provision of an indoor pool in Lincoln is not recommended at this time. Municipal provision of indoor aquatic facilities in Niagara Region is limited; many of Lincoln's municipal neighbours provide indoor aquatics through public-private partnerships or encourage use of private facilities. Municipal indoor pools require annual subsidies typically ranging from \$250,000 to \$500,000, depending on the type of pool and the market they serve. Other considerations include the site, pool design and construction costs; which are likely to exceed \$10 million.



Capital costs would be lower if the Town of Lincoln enclosed an existing outdoor pool; however, few municipalities have had success with this approach. Enclosing outdoor pools does little to enhance facility design beyond making them year-round venues; there is no opportunity to adjust pool depth or add a warm water tank, while the user experience is typically compromised in some way. Covering a seasonal pool can be fraught with technical and design challenges that require proper due diligence.

The provision of an indoor swimming pool would result in a sizable tax increase for residents. Given these costs, the size of the local population, and factoring in that Town of Lincoln operates two outdoor pools and multiple splash pads, an indoor pool for Lincoln cannot be justified at this time.

The Town of Lincoln should continue to encourage the use of indoor aquatic facilities in adjacent municipalities such as the Niagara West YMCA (Grimsby), St. Catharines Kiwanis Aquatics Centre, Walker Family YMCA (St. Catharines), Eleanor Misener Aquatic Centre (Brock University – St. Catharines), or multiple other indoor aquatic facilities in Niagara Region. Although there is insufficient demand to warrant the development of an indoor aquatic centre in Lincoln during this planning period, the Town may evaluate proposals for potential public-private partnership opportunities should a provider approach them and consider low-risk participation in such an initiative.

#### 1.2.4 Other Facilities

Addressed above are the facility types commonly provided by the Town of Lincoln. However, there may be other recreational facilities that are desired by the community which are not considered to be core services of the Town. Some may be addressed by other sectors, such as lawn bowling and fitness clubs, while other might be emerging facility types.

It is common for municipalities to receive requests for new and/or non-traditional parks and recreation facilities. Often these requests deal with emerging activities or facilities that are not part of the Town's core service mandate. The Town should be prepared to consider these requests on a case-by-case basis and may consider low-risk participation in unsolicited proposals if supported by additional research, appropriate sources of funding and the goals of this Master Plan. The Master Plan may be used as a resource in determining if a proposal serves a clearly identified community need that is not currently adequately addressed.

The Town's response to participate in unsolicited capital proposals will depend on its capacity to participate in such projects, the focus on wide community benefits (versus individual benefits) and the specific aspects of the proposal. If the Town were approached by a community partner for the development of a facility, the organization should provide the following (at minimum) to assist the Town in its evaluation of the proposal: justification of needs and business plan; statement of the organization's capacity; a demonstration of project sustainability; evidence of community benefits; and risk analysis.





## Appendix G Parks & Open Space Analysis

This appendix was prepared as a background report to inform the development of the Town of Lincoln's Parks, Recreation and Culture Master Plan. It contains detailed information about the Town's parks and open space system and may be read in conjunction with **Section 5** of the Master Plan.





## 1.1 Parkland Policies and Needs

Public parks are important places for building a sense of community and social belonging. To ensure that the Town keeps pace with land-based demands, this section examines the Town of Lincoln's parks and open space system, along with future requirements and policy considerations. A park classification system and policies supporting parkland acquisition are essential tools to guide the planning and approvals process.

### 1.1.1 Parkland Classification

Guiding principles and strong policies are fundamental in creating a cohesive and consistent park development and redevelopment strategy. The core element of park planning is the parkland classification system. A classification system defines the range of characteristics found in municipal parks, such as their size, form, function and/or level of amenity. Such definition encourages a broad range of park types and facility combinations that enables a consistent management approach that can be tailored to respond to community needs. The identification of common elements also helps to ensure compatibility with neighbouring land uses, while providing the community, developers and planners with an understanding of what new or redeveloped parks may include.

Lincoln's current Official Plan does not contain a formal park hierarchy to assist the Town in defining the functional hierarchy of its municipal-wide parks and open space system, although one has been established for the Prudhommes Secondary Plan Area (Section 3.1.15.2.8.3) consisting of a Central Park Plaza, Parks and Pocket Parks (public and private).

Informally, the Town has used a system consisting of Neighbourhood and Community Parks – typologies that are commonly employed by many municipalities – as well as School Parks (for those properties that are owned by schools but function as shared public spaces). These park descriptors are influenced primarily by park size and the existence of sports fields, which reflects a fairly narrow definition of park programming. Service levels amongst park types are inconsistent; proposed levels of service that reflect recent work completed by the Town have been provided under separate cover.

To establish a consistent and town-wide approach that reflects the evolving role of parks in the Town – including a greater emphasis on events, passive uses and accessibility – an approach for classifying parks has been established, which reflects the Town's ongoing planning efforts. This model blends the effective elements of the current approach with one that is based on park functions and experiences, where all parks have a clear purpose and work together as a system to complement each other and reduce duplication. This will enable the Town to direct its financial and operational resources where they are needed most. Moving forward, it is recommended that the Town consider the following proposed parkland and open space classification system:





## Parkland Types

- Destination Park;
- Sport Park;
- Community Park;
- Neighbourhood Park; and
- Urban Park.

## Open Space Types

- Natural Area; and
- Open Space Linkage.

Table 13 Proposed Municipal Parks and Open Space Classification Hierarchy

Classification	General Description / Function / Design	Service Area	Current Provision Level	Provision Target	Target Size
<b>PARKLAND</b>					
<b>Destination Park</b>	Destination Parks are heavily used by large groups of residents and tourists for community events, festivals and passive recreation. They contain pathways, pavilions and/or unique elements (excluding athletic features) that make the park a “destination”. <i>Example: Charles Daley Park</i>	Town-wide and beyond	0.4 hectares per 1,000 population	0.4 hectares per 1,000 population	Variable
<b>Sport Park</b>	Sport Parks contain athletic amenities for organized recreation, such as sports fields, support buildings, and community-wide recreation amenities. Many sport parks support tournament or large community events and may be co-located with indoor sport or community facilities. <i>Example: Jordan Lions Park</i>	Community to Town-wide	1.0 hectare per 1,000 population	1.0 hectare per 1,000 population (applied Town-wide)	4.0 hectares or more
<b>Community Park</b>	Community Parks serve one or more neighbourhoods and are designed to a higher standard and support more intensified use than neighbourhood parks. In addition to the uses at neighbourhood parks, these parks may contain a smaller quantity and/or scale of amenities found in Destination and Sport Parks (e.g., splash pad, casual sports field, etc.), as well as off-street parking. <i>Example: Angelina Prokich Park</i>	Community-wide	0.4 hectares per 1,000 population	0.8 hectares per 1,000 population (shared with Neighbourhood Parks)	1.0 to 4.0 hectares

Classification	General Description / Function / Design	Service Area	Current Provision Level	Provision Target	Target Size
<b>Neighbourhood Park</b>	Neighbourhood Parks primarily support children's play activities and are often situated within subdivisions to promote walkability. Some may be coordinated with school sites. Neighbourhood Parks contain playgrounds, local-level play features, and/or passive open space intended to serve the immediate area. They are generally smaller and less developed than community parks. <i>Example: St. Volodymyr Park</i>	Localized service area (500-metre radius)	0.2 hectares per 1,000 population	0.8 hectares per 1,000 population (shared with Community Parks)	0.5 to 1.0 hectare
<b>Urban Park</b>	Urban Parks are publicly-owned lands that are located in highly visible and accessible locations, typically in gateways or higher density urban areas. They serve to support the Town's social and cultural fabric and create a sense of place, and may contain elements of historic or cultural significance that are of local importance. They are typically characterized by floral gardens, landscaped areas for events and gatherings, public art, seating areas, related civic uses, etc. <i>Example: None at present</i>	Town-wide	0.0 hectares per 1,000 population	No set target	0.1 to 0.5 hectare
<b>OPEN SPACE</b>					
<b>Natural Area</b>	Natural Areas are municipal open space and natural properties used for conservation and/or passive recreational activities (e.g., walking, nature appreciation, education). These lands will be largely undeveloped and contain open space or natural heritage features such as woodlots, wetlands, conservation habitat, etc. <i>Example: Kinsmen Park</i>	Variable	1.3 hectares per 1,000 population	No set target (opportunity-based)	Variable
<b>Open Space Linkage</b>	Open Space Linkages (such as trails, linear parks or open space parcels) provide connections within the open space system (for habitat) and between local points of interest (for pedestrians and/or cyclists, as noted in the Transportation Master Plan). They consist largely of unimproved open space and/or trail infrastructure. They may be Town-owned or controlled (e.g., easement, agreement, etc.) and may include waterfront access points. <i>Example: Bartlett Creek Trail</i>	Variable	0.2 hectares per 1,000 population	No set target (opportunity-based)	Variable (minimum 7.5-metre width)



Table 14 Suitability of Potential Amenities by Park Type

Facility/Amenity	Parkland					Open Space	
	Destination Parks	Sport Parks	Community Parks	Neighbourhood Parks	Urban Parks	Natural Areas	Open Space Linkages
<b>Recreation Facilities</b>							
Action Sports Park		●	●				
Ball Diamond		●	►				
Basketball / Multi-use Court	●	●	●	●			
Community Garden Plot		►	►	►		►	
Off-Leash Dog Park		►	►			►	
Outdoor Pool		●					
Outdoor Rink	●	●	●				
Pavilion / Shelter	●	●	●	►		●	
Playground	●	●	●	●	►	►	
Recreational Trail	●	●	●	●	►	●	●
Soccer Field		●	►				
Splash Pad	●	●	●				
Tennis / Pickleball Court		●	●				
<b>Park Amenities</b>							
Bike Rack	●	●	●	●	►		
Casual Play Area / Open Space	●		●	●	►	►	
Naturalized Areas	●		●	►		●	►
Parking Lot	●	●	►			►	
Pollinator Gardens	●		●			●	►
Potable Water Source	●	●	●		►		
Seating (fixed or portable)	●	●	●	●	●	●	►
Washrooms	●	●					

● = Permitted; ► = Conditional/Limited

Note: This table identifies potentially suitable uses by park type and is to be used as a guideline only. Site-specific analysis is required to inform park planning and design.



### 1.1.2 Parkland Supply

Parks and open space are a valuable component of Lincoln's landscape as they provide the land base that supports many recreation amenities and enhance the quality of life for the community as a whole. Parkland can take many different forms, ranging from small urban parks to large sports parks to undeveloped tracts containing natural areas and features.

The Town of Lincoln currently provides 26 parks and open space parcels for public use and enjoyment. These properties each provide a different experience and service level to residents, dependent upon intended use and amenities.

Each of the Town of Lincoln's Parks have been profiled in [Section 1.4](#), including an aerial overview of the site, table listing location and size details, and brief summary of amenities on site and any other pertinent information. Where applicable and available, supplementary site photos have been included to provide context and detail.

As illustrated in the table opposite, the Town of Lincoln owns and maintains approximately **85.27 hectares (210.7 acres)** of parks and open space. Based on an estimated population of 24,500, this equates to a provision rate of **3.48 hectares per 1,000 residents**, with "parks" accounting for 1.99 ha/1000 and "open space" accounting for 1.49 ha/1000. The following table illustrates the supply of municipal parks and open spaces.

Residents also benefit from a number of parks and open spaces provided at schools, conservation areas, and private parks (e.g., campgrounds, etc.). For example, area schools are often used for recreational activities. Residents and visitors have access to the following open space properties:

- **Schools (public and private):** Beamsville District Secondary School, Eben-Ezer Christian School, Great Lakes Christian Academy, Heritage Christian School, Jacob Beam School, Jordan School, Senator Gibson School, St. Edward School, St. John's School, St. Mark's Catholic School
- **Niagara Peninsula Conservation Areas (within Lincoln):** Ball's Falls, Cave Springs, Jordan Harbour, Louth, Mountainview, Rockway
- **Walking Trails:** Millennium Forest, Twenty Valley Trail, Bruce Trail, Hillside Estates Trail



Table 15 Town of Lincoln Parks and Open Space Inventory

Municipal Parks and Open Space	Area (ha)	Community	Proposed Classification
<b>Parks</b>			
Charles Daley Park	9.82	Jordan Station	Destination Park
Beamsville Lions Park	17.64	Beamsville	Sport Park
Jordan Lions Park	6.02	Jordan Station	Sport Park
Ted Roberts Park	0.50	Beamsville	Sport Park
Angelina Prokich Park (undeveloped)	3.63	Beamsville	Community Park
Ashby Drive Park	1.01	Beamsville	Community Park
Hilary Bald Park	3.16	Beamsville	Community Park
Serena Park (undeveloped)	1.48	Beamsville	Community Park
Bomberry Park	0.83	Beamsville	Neighbourhood Park
Elizabeth Street Park	0.18	Beamsville	Neighbourhood Park
Jack Simpson Park	0.34	Beamsville	Neighbourhood Park
Meadowood (Hartwood) Park	0.58	Beamsville	Neighbourhood Park
Rittenhouse Estates Park	0.64	Vineland	Neighbourhood Park
St. Volodymyr Park	0.90	Beamsville	Neighbourhood Park
Town Hall Park	0.25	Beamsville	Neighbourhood Park
Village Park Drive Park	0.23	Vineland	Neighbourhood Park
Vineland Neighbourhood Park	1.33	Vineland	Neighbourhood Park
Black Walnut Park	0.19	Vineland	Neighbourhood Park
Diana Park	0.03	Vineland	Neighbourhood Park
<b>Subtotal Parks</b>	<b>48.76 ha</b>	<b>1.99 ha / 1,000 residents</b>	
<b>Open Space</b>			
Jordan Hollow Park	0.48	Jordan	Natural Area
Kinsmen Park	30.41	Beamsville	Natural Area
Tamarac Park	0.65	Beamsville	Natural Area
Bartlett Creek Trail	2.80	Beamsville	Open Space Linkage
Victoria Shores Park	2.17	Prudhommes	Open Space Linkage
<b>Subtotal Open Space</b>	<b>36.51 ha</b>	<b>1.49 ha / 1,000 residents</b>	
<b>Total Parks and Open Space</b>	<b>85.27 ha</b>	<b>3.48 ha / 1,000 residents</b>	





Municipal Parks and Open Space	Area (ha)	Community	Proposed Classification
<b>Notes:</b> <b>Excluded</b> from this inventory is the land base associated with cemeteries, non-municipal parkland and the following major recreation and cultural facilities: Fleming Memorial Arena (2.95 ha); Jordan Lions Arena (1.19 ha); Lincoln Community Centre & Allan F. Gretsinger Pool (0.86 ha); and Lincoln Museum & Cultural Centre (0.21 ha).			
Future parkland at the Prudhommes Landing Development is not captured in this inventory because the land has not yet been formally dedicated to the Town of Lincoln.			
Per capita ratios are based on population of 24,500.			

### 1.1.3 Parkland Needs

Parks and open spaces are key components of a community's health and are typically provided by municipalities. The appropriate level of parkland in a community is critical to ensure a high quality of life for its residents. Park systems need to be "right-sized" to achieve a suitable level of park amenities to support the population and community objectives. While waterfront communities tend to have higher parks and open space supplies as they seek to connect their residents to the shoreline, there is little waterfront parkland in the Town of Lincoln as most settlement areas are inland; this will begin to change as the Prudhommes area develops.

Parkland supply can be measured through various methods, although many municipalities use population-based targets to calculate and plan parkland supply. The Town's parkland provision is currently 3.48 hectares per 1,000 residents. Removing open space parcels – which are not typically acquired through parkland dedication and tend to be more opportunity-based – this ratio drops **to 1.99 hectares per 1,000 residents**. The Town's supply of active parkland is below that targeted by most comparable urban/rural municipalities, which typically strive to achieve provision rates in the range of 2.2 to 3.0 hectares per 1,000 residents to meet their active recreational needs associated with sports fields, playgrounds, courts and more. The Town of Lincoln does not currently have an established target for parkland provision.

There have been several changes to Planning Act that have affected parkland dedication in recent times. These changes have the result of reducing the amount of land and/or funding available for parkland dedication and are leading to a decline of parkland provision levels across the province. To maintain or increase this provision level over time, the Town must rely on methods beyond the development process; alternate acquisition methods are discussed in the next section.

The Town's supply of active parkland is below that targeted by most comparable urban/rural municipalities.

Our future parkland needs will outpace what the Town can acquire through the development process. Alternate acquisition strategies will be required.



The focus on active parkland within this Master Plan is not intended to discount the impact of open space properties such as Kinsmen Park, which provide valuable passive recreational activities and help the Town meet its environmental conservation objectives. It is expected that the Town will continue to secure and/or protect select open space properties where there is a municipal mandate and community will to do so, although open space parcels will typically be acquired outside of the parkland dedication protocol.

Community input indicates that the local parks and open space system is highly valued by residents and efforts should be made to ensure that provision levels remain appropriate – 85% of survey respondents indicated that additional investment in parks and open space should be a high priority for Council (ranking 4<sup>th</sup> out of 25 choices). Particularly strong support was found through this Master Plan and past planning exercises for parkland acquisition along the Town’s waterfront and valleys.

In assessing future parkland needs, it is important to note that demand is influenced by several factors, such as distribution, non-municipal providers, urban density, local needs, and the types of existing parks and open spaces. A review of parkland distribution finds that the Town’s parks system provides good geographic coverage in its urban areas, although some gaps exist based on a 500-metre service area (the same metric used to assess playground distribution). The most notable shortfall can be found in Vineland/Jordan (mapping of the parks system is contained in Section 4), which is served by five small neighbourhood parks (only two of which have playgrounds), as well as Jordan Lions Park to the east. Additional parkland acquisition is recommended in this area, recognizing that opportunities will be limited as the area is predominantly established with limited growth potential. As equity and accessibility are key elements of any parks system, it is recommended that the Town continue to strive to provide parkland in populated areas that are void of any park facilities.

Moving forward, it is recommended that additional parkland and/or open space be secured to:

- a) meet growth-related needs and ensure accessibility to growing areas;
- b) enhance public access to the waterfront;
- c) protect natural habitat and cultural significance in locations where the Town has a primary responsibility;
- d) establish linear/trail connections vital to creating a comprehensive active transportation network; and/or
- e) expand existing parks where necessary to install additional recreational amenities, based on demonstrated needs.

Although the Town has an active parkland provision rate that is below the benchmark average, the supply is supplemented by a sizable open space inventory (including Kinsmen Park) that meets a degree of local recreational needs. Community input suggests that the park supply is effective at meeting current needs, but on the brink of requiring expansion to address growing needs. Thus, a target that is above the current provision rate, but that may be reasonably achievable over the long-term is recommended. Based on a minimum Town-wide target of 2.2 hectares of parkland per 1,000

residents (excluding open space lands), the Town currently has a deficit of 5.1 hectares of active parkland, growing to **20.7 hectares by 2041** (for a total of 69.5 hectares).

The Town of Lincoln anticipates that parkland will be dedicated in the short-term from development in: **Campden** (approximately 0.75 ha for a neighbourhood park) and **Prudhommes** (approximately 1.92 ha for a destination park, with the potential for additional park spaces). Once available, these two parcels will increase the supply of active parkland to approximately 51.5 hectares, leaving a deficit of 18.0 hectares to be achieved by 2041. Opportunities may also be presented through the re-planning of the **Beamsville District Secondary School site** once the school is closed; the Town is exploring opportunities to purchase this property when the school closes in 2021.

**Table 16 Current and Projected (2041) Parkland Needs**

Current Parkland Supply, excluding open spaces (ha)	48.8 ha
Estimated Population (2019)	24,500 persons
Parkland Per 1,000 (2019)	1.99 ha/1000
Current Parkland Needs (2019) based on <b>2.2 ha/1000</b>	53.9 ha
Current Parkland Deficit (2019)	5.1 ha
Estimated Population (2041)	31,590 persons
Total Parkland Needs (2041), based on 2.2 ha/1000	69.5 ha
Future Parkland Needs (2041)	<b>20.7 ha</b>

To address the remaining needs, new active parkland will be required to serve growing areas and strategic acquisitions or agreements to increase the supply of lakefront property. For parks, a focus should be placed on:

- new or expanded sports parks to meet organized recreation and sport needs now and into the future (e.g., BDSS, etc.);
- neighbourhood park development in areas of growth (including resolving a shortfall in Vineland);
- the development of a waterfront destination park in Prudhommes; and
- the creation of urban parks within newly developing and intensifying communities (e.g., Prudhommes), where required.

For open space, a focus should be placed on properties that assist the Town in meeting the following objectives:

- linking and enhancing the active transportation network;
- protecting natural habitat and areas of cultural significance, often in partnership with others; and/or
- improving public access to the waterfront.



Regarding the latter point, there are several public rights-of-way and easements (road allowances) that terminate at the Lake Ontario shoreline that are under municipal ownership. Known as road ends or lake access points, some of these parcels are occasionally used in a manner similar to parks, although they are not classified under the municipal supply of parkland. Most are small, irregularly-shaped parcels consisting of naturalized landscapes, scenic vistas, pathways, unimproved beaches and various shoreline features. These properties are valued by their surrounding neighbourhoods and communities since much of the shoreline is under private ownership and opportunities to directly access the water are limited.

The public has expressed a desire for greater public access to the Lake Ontario waterfront, which is supported by the Town's Official Plan. However, acquisition is challenging as the waterfront is predominantly developed, though new opportunities will be presented in the Prudhommes Secondary Plan area. As opportunities arise, the Town of Lincoln should assess lake access possibilities for their parks and open space potential.

Parks and open space opportunities identified through the planning approvals process should be evaluated using the Town's Official Plan and the tools contained in this Master Plan. In cases where a proposed development is too small to result in a meaningful park parcel or where the immediate area already has suitable and unimpeded access to sufficient parkland, the Town may consider accepting **cash-in-lieu** to put towards future acquisition or development.

Given the demand for additional parkland, the disposal of existing park properties (or portions of parks) is not a priority at this time. Over time, the Town may rationalize its parks and open space supply and should do so using a criteria-based approach that considers public accessibility, community input, etc. Any revenue generated from the sale of surplus parkland should be kept in reserve and reinvested in priority parks and recreation projects. Possible evaluation criteria may include:

- an assessment of the recreational value/need for the site and its requirement to meet parkland distribution targets (e.g., multiple parks serving the same geographic community);
- the potential to relocate amenities/activities to other Town-owned lands, as well as the operational benefits to be achieved through consolidation;
- past investment in the site and the condition of existing amenities, vegetation and landforms;
- development potential, adjacent uses and applicable land use policies; and
- community input.

## 1.2 Parkland Acquisition Policies

There are several provincial and municipal regulations, policies and guidelines governing the acquisition and location of parkland. The Ontario Planning Act establishes a framework for the dedication of parkland and possible alternatives for the dedication of land for park and recreation purposes. Most notably, the Town's Official Plan sets out policies for parkland dedication and development.

Note: Through **Bill 108** (which is awaiting regulations after receiving Royal Assent in June 2019), the Province is proposing significant changes to the Planning Act. The proposed amendments will combine all growth-related parks, recreation and cultural charges – including development charges, cash-in-lieu for parkland dedication and bonusing provisions (Section 37 of the Planning Act) – into a single community benefits charge. Additional changes are being proposed to the alternate parkland dedication rate.

Section 3.6 of the Town's Official Plan identifies that the Town may require the dedication of parkland in accordance with the Planning Act for all developments and redevelopments. The Planning Act currently indicates that municipalities may require the conveyance of lands for park or other recreational purposes at a rate of 5% of land for residential (2% for commercial and/or industrial) or 1 hectare per 300 dwelling units proposed. Alternately, Council may also require cash-in-lieu of parkland (at prescribed rates) to be used towards future acquisition or development of parkland within the Town.

*"The purpose of the Parks and Open Space designation is to ensure that the residents of the Town have access to a well-planned, connected and accessible system of parkland and open space. The Town promotes an active, healthy lifestyle for residents which include the provisions of parks, trails and recreational facilities that are well distributed and connected."*

- Section 3.6.1, Town of Lincoln Official Plan

Section 3.6.4(f) of the Town's Official Plan describes the locational characteristics for evaluating potential lands for parkland dedication; additional policies may apply to secondary plan areas. These are comprehensive policies and should continue to be referred to when establishing or expanding parks. In addition, the Town shall ensure that municipal parkland is of an appropriate size and configuration to effectively utilize municipal resources and facilitate meaningful recreation activities. In cases where a development is too small to result in a meaningful park parcel (notwithstanding developments that may be suitable for smaller urban parks) or where the immediate area already has suitable and unimpeded access to sufficient





parkland, then the Town may consider accepting cash-in-lieu. Neighbourhood parks less than 0.5 hectares are usually too small to provide adequate or satisfactory levels of recreation activity. Ensuring that parks are appropriately sized ensures that municipal resources are utilized effectively and efficiently.

The Town may also accept natural heritage lands, undevelopable lands and stormwater management areas for the purposes of passive recreation and educational uses, although the Town should not be obligated to accept these lands as part of the required parkland dedication (as per Section 3.6.4(f)(ix) of the Official Plan). In certain circumstances and at the Town's discretion, these lands may receive partial credit for parkland dedication.

If there is a need to supplement parkland supplies beyond the mechanisms permitted by the Official Plan and the Planning Act, there are a number of other park acquisition strategies that the Town may pursue, including (but not limited to):

- Municipal land purchase or lease
- Sale or proposed sale of existing parkland (not currently recommended); funds to be used for purchase and / or enhancement of parkland
- Land exchanges or swaps, particularly if development is to occur in natural areas highly valued by the community;
- Off-site conveyance of parkland;
- Establishment of a Parks Foundation (e.g., community, corporate or municipal donations towards parkland acquisition);
- Reallocating surplus municipal lands to park use; and/or
- Partnership/joint provision of lands with local partners.

The Official Plan is also supportive of trail development and additional strategies – such as the Town's Transportation Master Plan – should be put into place to allow the Town to capitalize on opportunities that are presented over time. For example, the Town has the discretion to require the dedication of land for walkways and/or recreational trails as a condition of development approval. Future development in the Town should be supportive of active transportation choices (e.g., walking, cycling and other forms of human-powered transportation).

*"In the end is it not a question of 'if' but of 'when'. We can make smart repairs now or hold off and make increasingly expensive repairs later. Canada needs to accelerate the rate of infrastructure renewal now."*

- Canadian Parks and Recreation Association, 2016



## 1.3 Parkland Asset Management and Design

### 1.3.1 Asset Management

Capital renewal represents a significant portion of the Town of Lincoln's parks budget as infrastructure ages and amenities require repair or replacement. It is a key goal of the 2015 Framework for Recreation in Canada to "enable communities to renew recreational infrastructure as required". This can be accomplished by dedicating sufficient funding, collaborating with others, developing assessment tools and evidence-based guidelines for investing in aging infrastructure, and adopting innovative renewal strategies that enhance affordable access for all.

Inventories and observation-based condition audits of each Town park and open space were completed by Town of Lincoln staff in Spring 2018. The following tables identify the general condition of most park amenities, including fixed and non-fixed assets.

More than 70% of park amenities are in good condition, capable of lasting five or more years without planned repair or replacement. Condition tends to be strongly aligned with the age of the park. Bridges and outdoor rinks, followed by outdoor pools, ball diamonds, tree cages and waste containers were amongst the most poorly rated amenities. The municipal parks and open space properties with the most poorly-rated fixed amenities include: Jordan Lions Park; St. Volodymyr Park; Jordan Hollow Park; and Jack Simpson Park.

Due to the age of Lincoln's older parks, some amenities are reaching the end of their functional lifespan and a plan is required to ensure their timely replacement and/or revitalization. Pressure for park renewal and redevelopment is also being driven by safety considerations, legislative requirements as well as changes in leisure preferences and socio-demographic composition. Well maintained and renewed parks are more appealing to users, better utilized and aligned with municipal objectives. As costs rise and needs change, it will be important to confirm priorities and capitalize on opportunities for reinvestment in parks infrastructure.



Table 17 Condition of Municipal Park Amenities by Amenity Type

Amenity Type	Replace within next year	Replace within next 2-3 years	Replace within next 3-5 years	Good for 5+ years	Not rated	Average Lifespan	Total Assets Evaluated
<b>Fixed / Major Assets</b>							
Ball Diamond	13%	13%	25%	50%		About 5 years	8
Basketball Court		20%	20%	60%		5+ years	5
Bridge			100%			Less than 5 years	3
Outdoor Pool		50%		50%		About 5 years	2
Outdoor Rink				100%		5+ years	1
Parking Lot			24%	76%		5+ years	17
Pathway	6%		11%	83%		5+ years	18
Picnic Shelter					100%	Not Rated	10
Playground			38%	62%		5+ years	13
Soccer Field	20%			80%		5+ years	5
Splash Pad				100%		5+ years	2
Washrooms				100%		5+ years	4
<b>Non-Fixed / Minor Assets</b>							
Bike Racks			13%	88%		5+ years	8
Flower Beds		6%		94%		5+ years	17
Park Benches			14%	86%		5+ years	21
Park Signage				100%		5+ years	24
Picnic Tables		7%	27%	67%		5+ years	15
Tree Cages			50%	50%		About 5 years	2
Waste Containers	4%	4%	40%	52%		About 5 years	25
<b>All Assets</b>							
<b>Total</b>	2%	3%	19%	72%	5%	5+ years	200

**Note:** Totals may not add due to rounding. Excludes non-municipal parks and locations.

**Source:** Town of Lincoln, 2018



Table 18 Condition of Municipal Public and Open Space Amenities by Location (Fixed and Non-fixed Assets)

Park	Replace within next year	Replace within next 2-3 years	Replace within next 3-5 years	Good for 5+ years	Not rated	Average Lifespan	Total Assets Evaluated
Ashby Drive Park				100%		5+ years	6
Bartlett Creek Trail			20%	80%		5+ years	5
Beamsville Lions Park			12%	82%	6%	5+ years	17
Black Walnut Park - Heritage Village				100%		5+ years	3
Bomberry Park			33%	67%		5+ years	3
Charles Daley Park	8%		15%	62%	15%	5+ years	13
Diana Park				100%		5+ years	3
Elizabeth St. Park			25%	75%		5+ years	4
Fleming Centre Grounds				100%		5+ years	6
Gretsinger Pool			11%	78%	11%	5+ years	9
Hilary Bald Park		8%	8%	75%	8%	5+ years	12
Jack Simpson Park			50%	50%		About 5 years	6
Jordan Hollow Park		20%	40%	40%		Less than 5 years	5
Jordan Lions Park	13%	13%	33%	33%	7%	Less than 5 years	15
King St. Downtown Beamsville			50%	50%		About 5 years	6
Kinsmen Park				100%		5+ years	6
Lincoln Community Centre			20%	60%	20%	5+ years	5
Meadowood Park			29%	71%		5+ years	7
Mt. Osbourne Cemetery			40%	60%		5+ years	5
NE Corner of King & Ontario Street				100%		5+ years	4
Oaklawn Cemetery			50%	50%		About 5 years	2
Old Beamsville Library			14%	71%	14%	5+ years	7
Rannie Square				100%		5+ years	4
Rittenhouse Estates Park		17%	17%	67%		5+ years	6
St. Volodymyr Park		13%	50%	38%		Less than 5 years	8
Ted Roberts Park	20%			80%		5+ years	5
Town Hall			13%	75%	13%	5+ years	8
Victoria Shores Park/Trail			33%	67%		5+ years	3
Village Park Drive Park				100%		5+ years	5
Vineland Cemetery			50%	50%		About 5 years	2
Vineland Neighbourhood Park				83%	17%	5+ years	6
Welcome to Vineland sign				100%		5+ years	4
<b>Total</b>	<b>2%</b>	<b>3%</b>	<b>19%</b>	<b>72%</b>	<b>5%</b>	<b>5+ years</b>	<b>200</b>

**Note:** Totals may not add due to rounding. Excludes non-municipal parks and locations.

**Source:** Town of Lincoln, 2018



### 1.3.2 Park Design

Parks in the Town of Lincoln contain a growing variety of features that are indicative of evolving interests, such as splash pads and butterfly gardens. Maintaining a parks system not only takes time and resources, but also thoughtful design and programming that includes age-friendly and accessible amenities, organized and non-programmed uses, and best practices in beautification, environmental management and stewardship.

To ensure that parks are functional and responsive to current and emerging needs, there are several key design features that the Town should consider as it acquires and develops parkland. Parks should be perceived by the community as destinations, where residents and visitors can engage in meaningful activities and events. This can be achieved by enhancing parks through unique designs that allow for traditional activities to take place yet are flexible in accommodating informal and emerging activities, as is the case with Angelina Prokich Park, the Town's first **developer-built park**. Should the Town pursue a similar approach for future park developments, it is recommended that a design manual be developed to ensure a consistent and high-quality approach to park design and that they are constructed to standards that the Town can maintain.

Great parks have a “wow factor” and are flexible and responsive to user trends and preferences. Time-pressed individuals of all ages and families are also looking for parks that they can enjoy at their own convenience. As a result, greater emphasis will need to be placed on **informal park spaces** that can be used for unstructured activities.

In addition, the Town of Lincoln will experience a significant increase of **older adult residents** into the future. All indications are showing that the “new older adult” is more physically active than past generations and will be interested in non-traditional activities, such as pickleball. This may lead to increased daytime use of parks, trails and recreation facilities. At the same time, more residents will be participating in less vigorous activities and will seek relaxing, flexible spaces for quiet reflection and respite. It is essential that parks – both existing and future – be inclusive and barrier-free, as guided by the Accessibility for Ontarians with Disabilities Act (AODA) and contemporary design guidelines. To ensure that the parks system is able to serve people from all segments of the community, accessible seating, washrooms, shade (structures and trees), bike racks, parking, connections to key destinations and safety must be considered within appropriate park types. Accessibility audits should be incorporated into the Town's asset management planning to identify a multi-year strategy for addressing barrier-free compliance.

The importance of environmental protection is being increasingly recognized by Canadians and demand for passive settings that connect people to nature is on the rise. Many communities are placing a greater emphasis on the provision of passive park space (e.g., woodlots, prairie grasslands, flower gardens, etc.), often ensuring that portions of new or redeveloped parks remain in a natural state. **Naturalization** typically involves reduced grass cutting, planting of native species and public education to create awareness in the community (e.g., interpretative signage). The Town of Lincoln



has recently partnered with community organizations to expand similar initiatives into the parks system, including naturalized spaces and butterfly gardens.

Naturalized park spaces – whether achieved through ‘maintaining’ a site in its natural state or ‘returning’ a site to its natural state – are one way to achieve the Town’s environmental sustainability and stewardship goals. To be successful, these initiatives need to be supported by civic engagement through volunteer programs, as well as focused communications to residents and businesses. Accordingly, there is an opportunity to engage residents and leverage naturalization initiatives and park improvements within broader park redesign and redevelopment processes. The Town should continue to seek innovative and engaging initiatives that encourage naturalization, beautification and environmental stewardship. In doing so, it is recommended that the Town establish formal guidelines or policies relative to the planting of native species, naturalization initiatives, and community partnerships and education.

In many places, **stormwater ponds** are integrated into the Town’s parks system. The Town’s urban design policies (Section 8.6.3.3 of the Official Plan) direct that they be designed as integral features of the landscape among other design requirements. Currently, all of the park-based stormwater ponds are fenced, which was a best practice in the past. Nowadays, fencing around stormwater ponds is considered an unsightly and unnecessary requirement and has been abandoned by most municipalities in favour of lower-cost vegetative features that maintain a high degree of public safety. In keeping with the Town’s emphasis on naturalization initiatives, it is recommended that the Town undertake a review of its stormwater ponds (considering slope and safety concerns, etc.) with the goal of removing the fencing when it approaches end of life.

**Signage** is also an important element that contributes to wayfinding, awareness and community pride. The Town has adopted a visual identity for signage in parks, trails and facilities; however, most signs are not consistent with current Town of Lincoln branding and should be reviewed to ensure that they meet updated design guidelines. This review should extend to the installation and placement of regulatory signs within parks. The Town should also explore the use of technology, such as digital signs at major facilities or parks that serve to advertise local events. The installation of Wi-Fi within destination and sport parks was also requested by stakeholders as a way to support major events and tournaments.



## 1.4 Park Profiles

(excludes open space properties)

### 1.4.1 Angelina Prokich Park

#### Amenities

This park is currently under development

Settlement Area	Beamsville
Size (ha)	3.63
Address	5080 St George's Drive



## 1.4.2 Ashby Drive Park

### Amenities

- Playground
- Basketball Court (full)
- Pathway / Trail

Settlement Area	Beamsville
Size (ha)	1.01
Address	4077 Ashby Drive





### 1.4.3 Beamsville Lions Park

#### Amenities

- Hardball Diamond (lit)
- Softball Diamond (lit)
- Softball Diamond (unlit)
- Soccer Field (full, lit)
- Soccer Field (full, unlit)
- Soccer field (intermediate x3)
- Soccer Field (mini x2)
- Pedestrian Bridge
- Pathway / Trail
- Picnic Shelter / Pavilion
- Off-street parking

#### Notes

- Playground needs to be replaced in 3-5 years
- Bleachers and bridge need repair

Settlement Area	Beamsville
Size (ha)	17.64
Address	5100 Fly Road



## 1.4.4 Charles Daley Park

### Amenities

- Public Beaches (east and west)
- The Rotary Bandshell
- Playground
- Pathway / Trail
- Picnic Shelter / Pavilion
- Off-street parking

### Notes

- Need to find replacement location for commemorative plaques displaced during boardwalk washout
- Staircase and plastic trash receptacles needs to be replaced



Settlement Area Jordan Station (Waterfront)

Size (ha) 9.82

Address 1969 North Service Road





### 1.4.5 Elizabeth Street Park

#### Amenities

- Playground
- Off-street parking

Settlement Area	Beamsville
Size (ha)	0.18
Address	5077 Elizabeth Street



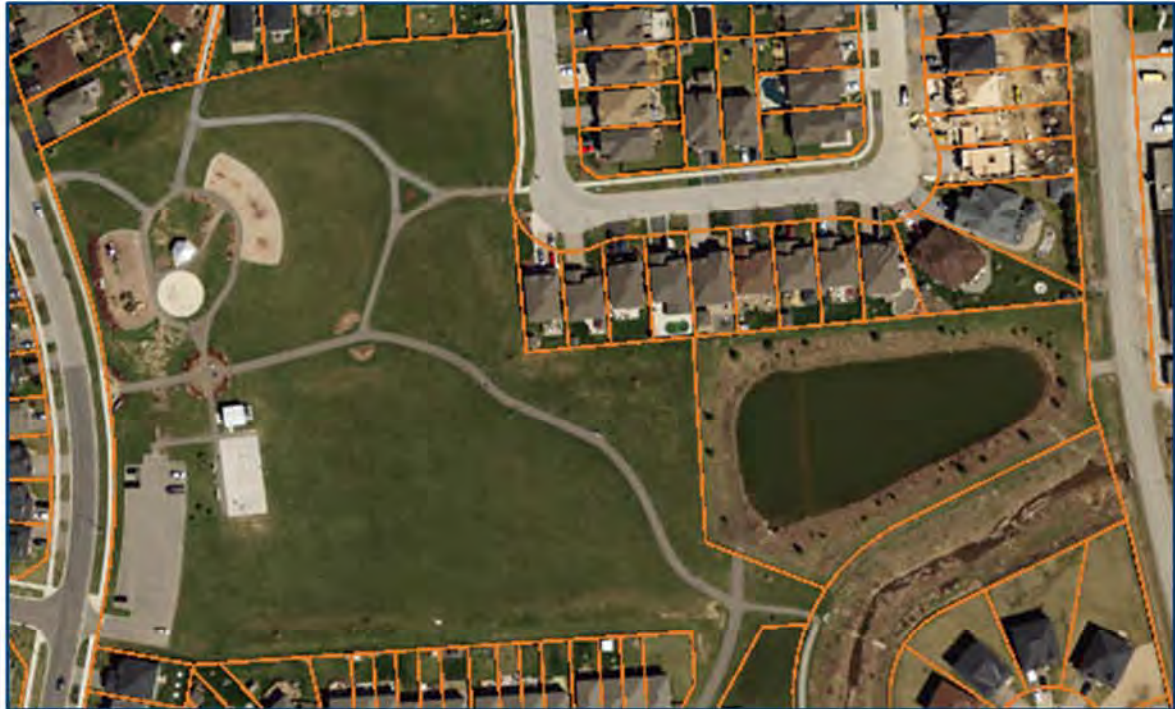
## 1.4.6 Hilary Bald Park

### Amenities

- Playground
- Basketball Court (half) / Outdoor Ice Rink
- Splash Pad
- Pathway / Trail
- Off-street Parking
- Picnic Shelter / Pavilion

### Notes

- Outdoor Rink should be replaced in 3-5 years
- SWM pond adjacent



Settlement Area	Beamsville
Size (ha)	3.16
Address	5080 St George's Drive



### 1.4.7 Jack Simpson Park

#### Amenities

- Playground
- Basketball Court (full)
- Pathway / Trail

#### Notes

- Play structure will need to be replaced within 3-5 years



Settlement Area	Beamsville
Size (ha)	0.34
Address	4952 Drake Avenue



## 1.4.8 Jordan Lions Park

### Amenities

- Softball Diamond (lit x2)
- Softball Diamond (unlit x2)
- Soccer Field (full, unlit)
- Playground (x2)
- Splash Pad
- Outdoor Pool & Pool House
- Treed Open Space
- Picnic Shelter / Pavilion
- Off-street parking

### Notes

- Adjacent to Jordan Arena
- Playgrounds require maintenance and border repair



Settlement Area Jordan Station

Size (ha) 6.02 (excludes arena)

Address 2793 Fourth Avenue



### 1.4.9 Meadowood Park

#### Amenities

- Playground
- Pedestrian Bridge
- Pathway / Trail

#### Notes

- Play structure will need to be replaced within 3-5 years
- Internal trail does not extend to playground



Settlement Area	Beamsville
Size (ha)	0.58
Address	5076 Hartwood Avenue





#### 1.4.10 Rittenhouse Estates Park

##### Amenities

- Playground
- Basketball Court (half)
- Pathway / Trail

##### Notes

- Basketball court will need to be replaced within 2-3 years

Settlement Area	Vineland
Size (ha)	0.64
Address	3999 Azalea Crescent



### 1.4.11 Serena Park

#### Amenities

- Butterfly Garden

#### Notes

- This park is currently under development
- Fleming Centre adjacent

Settlement Area	Beamsville
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Size (ha)	1.48
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Address	Serena Drive
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### 1.4.12 St. Volodomyr Park

#### Amenities

- Playground
- Basketball Court (full)
- Pathway / Trail

#### Notes

- Play structure will need to be replaced within 3-5 years
- Basketball court will need to be replaced within 3-5 years (repainted and new hoop)

Settlement Area	Beamsville
Size (ha)	0.90
Address	4561 Cedarbrook Lane



### 1.4.13 Ted Roberts Park

#### Amenities

- Unlit hardball diamond
- Off-street parking

#### Notes

- Leased from neighbouring church
- Bleachers and signs need repair
- Parking lot requires repaving to increase accessibility

Settlement Area	Beamsville
Size (ha)	0.50
Address	4347 Concord Avenue





#### 1.4.14 Town Hall Park

##### Amenities

- Soccer Field (full, unlit)
- Off-street Parking

Settlement Area	Beamsville
Size (ha)	0.25
Address	4800 South Service Road





### 1.4.15 Village Park Drive Park

#### Amenities

- Playground

#### Notes

- Amenities are in good condition

Settlement Area	Vineland
Size (ha)	0.23
Address	4261 Village Park Drive



### 1.4.16 Vineland Neighbourhood Park

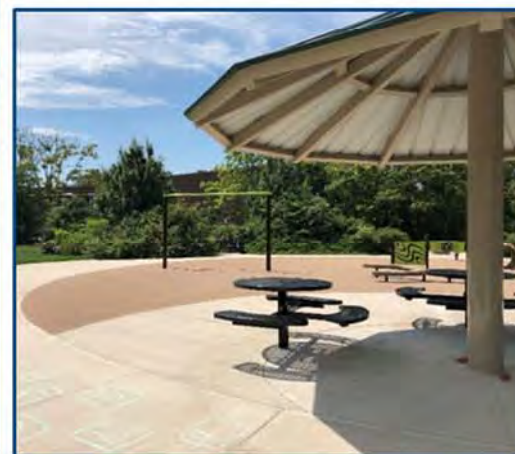
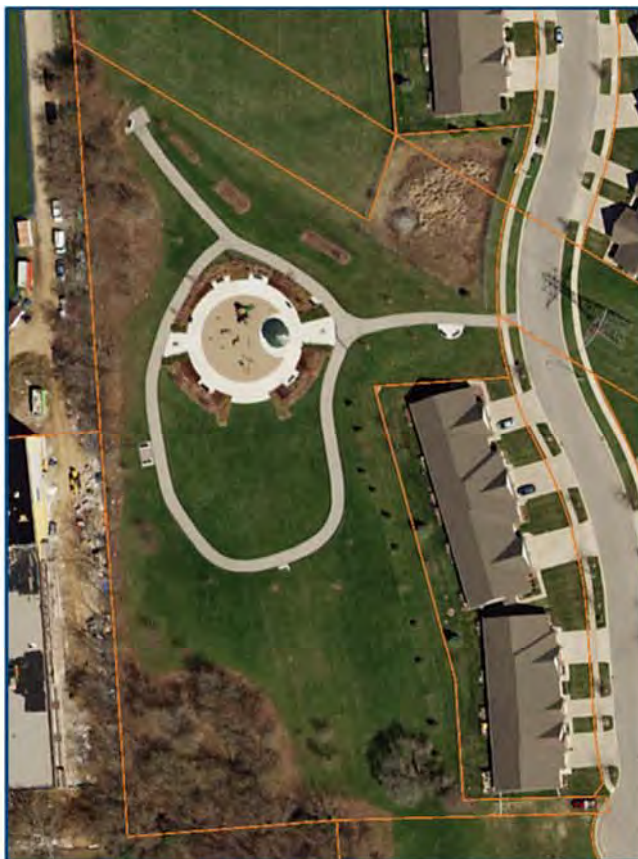
#### Amenities

- Playground
- Off-street parking
- Picnic Shelter / Pavilion

#### Notes

- SWM Pond Adjacent
- Amenities are in good condition

Settlement Area	Vineland
Size (ha)	1.33
Address	Simons Lane



### 1.4.17 Open Space & Trails

(excluded from previous park profiles)

Name	Size (ha)	Settlement Area
Bartlett Creek Trail	2.80	Beamsville
Black Walnut Park	0.19	Vineland
Bomberry Park	0.82	Beamsville
Diana Park	0.03	Vineland
Jordan Hollow Park	0.48	Jordan
Kinsmen Park	30.41	Beamsville
Tamarac Park	0.65	Beamsville
Victoria Shores Park	2.20	Waterfront







## Appendix H Arts & Culture Analysis

This appendix was prepared as a background report to inform the development of the Town of Lincoln's Parks, Recreation and Culture Master Plan. It contains detailed information about the Town's arts and cultural services and may be read in conjunction with **Section 6** of the Master Plan.





## 1.1 Arts, Culture & Heritage in Lincoln

Lincoln is a unique urban-rural town located on the “bench” of the Niagara Escarpment, within the Twenty Valley and along the shores of Lake Ontario. These features define the geographic context of Lincoln, but the people and experiences are what ensure the town will be able to prosper and flourish.

Arts, culture and heritage are the cherished stories and spaces that define us. The unique aspects and experiences of the people and places of Lincoln are to be celebrated and honored. “Culture” is difficult to define in one all-encompassing sentence because it is understood and explained differently by each person who shares it. This is illustrated by the Ontario Culture Strategy: Telling Our Stories, Growing Our Economy<sup>9</sup> which does not attempt to define the term, but instead portrays culture through a multi-faceted lens and variety of perspectives.

From an arts, heritage and cultural infrastructure perspective, Lincoln is home to more than 26 documented sites / landmarks. Some are municipally-owned, while others are held privately or by another public body. See [Appendix E](#) for a comprehensive inventory. The list below highlights key municipally-owned sites:

- Town of Lincoln Museum and Cultural Centre, home of the Jordan Historical Museum of the Twenty
- Lincoln Public Library – Fleming Branch\*
- Lincoln Public Library – Moses F. Rittenhouse Branch\*
- Old Clinton Town Hall

*\*Lincoln Public Libraries are operated by a Council-appointed Board, in accordance with the Public Libraries Act (1990).*

The facilities listed above, as well as a plethora of others, help to define the Lincoln experience. They offer a wide variety of programs, exhibits, events and drop-in opportunities to share arts, culture and heritage with one another. A detailed inventory of all Town of Lincoln programs and events can be found in [Appendix E](#).

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<sup>9</sup> Ontario Ministry of Tourism, Culture and Sport, *Ontario Culture Strategy: Telling Our Stories, Growing Our Economy* (2016)



## 1.2 Programs & Events

### 1.2.1 Promoting Participation for All

The arts and culture sector offers something for everyone. Participation may take the form of an introductory music class for parents and toddlers, a family movie night, youth game nights or adult painting classes. Creative exploration is not limited by physical ability and can often be pursued at little-to-no cost. Exploration of intergenerational programming such as family games night or youth-focused options like computer coding is encouraged, particularly as new activities emerge and grow in popularity. Development of future programming and events should focus on inclusive opportunities for interested participants of all ages, interests and abilities.

Both branches of the **Lincoln Public Library** also help to bolster local arts and cultural opportunities and have expanded programs to capture the technology-driven and youth audiences. Some examples of this include Coding Club at the Fleming Branch, Harry Potter Escape Room also at the Fleming Branch, or Stories and Songs at the Rittenhouse Branch. These programs are important components of the local program inventory as they contribute low-to-no cost activities for residents of all ages. The Town of Lincoln should continue to focus on communication with programmers at the local libraries to avoid duplication of services while also seeking opportunities for coordination (e.g., camps, holiday programs, etc.).

### 1.2.2 Expanding the Reach of Cultural Programs

Every day artists, performers and entertainers share new perspectives and offer innovative ways of seeing and doing. As a result, programs that support that arts have the opportunity to continually grow, expand and evolve in response to changing interests and new creative mediums.

Traditional forms of cultural and artistic expression such as dance, theatre, art and music remain vital components of programming. Newer forms of expression such as digital media and group participation push the boundaries for programming. Participants are seeking value-added, high-quality and unique cultural opportunities that can fit into busy lifestyles and offer meaningful social experiences.

Commitment to expansion and evolution of programming helps to ensure that residents are provided with a variety of engaging and unique arts and cultural opportunities within the town. The Community Services Department has embraced this shift and introduced new programs and events which change seasonally and annually such as paint night, yoga in the museum, tea parties, craft workshops, trivia nights and dinner theatres.

Some existing and successful examples of this include the Holiday Wreath Workshop which was offered in partnership with Bloomin' Lovely or Music Munchkins which is offered in partnership with Beamsville Music Studio. Lincoln is home to countless talented artists, artisans and entertainers who may be interested in this partnership-based approach to program offerings.



Specific recommendations for programming and services are found in [Section 3 – Service Delivery & Programming](#).

### 1.2.3 Events

Local stories may also be shared through community events. Public events are an excellent way to stimulate the local economy and encourage participation in arts and culture. Locally, heritage is celebrated through community gatherings, a thriving tourism economy, local programming, public art installations and much more. The Town of Lincoln currently hosts approximately five major community events through the year. These offer the municipality with opportunities to engage with residents, draw in visitors from around the region and also support local enterprise.

Some of these are large-scale events such as Lincoln ReRooted, while others are smaller-scale neighbourhood opportunities such as family movie nights at Hilary Bald Park. Although logistically and operationally different, large- and small-scale events serve the same purpose – to bring the community together. Large-scale events may introduce residents to local businesses or programs that they were not previously aware of. Small-scale community events foster supportive, friendly and connected environments where residents can benefit from social interaction.



Another popular local community event is the Sunset Music Series at Charles Daley Park. 2019 will mark the tenth season of the free outdoor concert series which runs out of the Rotary Bandshell. The series boasts a weekly line-up of local artists and performers and includes free admission, parking and food. Led by the Rotary Club of Lincoln, Town of Lincoln and Note for Note Professional Music productions, the series is self-sustaining and made possible by generous donations and support from community organizations. Not only does this event showcase local talent, it also encourages residents to interact with one another, connect with nature and take in beautiful sunsets over Lake Ontario.

Lincoln is also home to some major non-municipal events such as the annual Balls Falls Thanksgiving Festival which hosts more than 170 vendors and draws thousands of visitors annually. Although this is not a municipally-operated event, residents and business-owners alike benefit from increased visitor presence.

### 1.2.4 Community Support

The Community Services Department should continue to work with local community organizations and provide capacity-building support to help bolster availability of arts, cultural and heritage offerings. Working closely with community partners to provide a variety of cultural program options



and civic spaces for residents allows them to explore and gain an appreciation of their local roots. The Town may also assist community groups with grant applications to help support the financial costs associated with provision of these programs and services. This may require additional training or recruitment to ensure that staff are knowledgeable about emerging interests and opportunities. Further, integrated planning within Community Services and other municipal departments will be critical to ensure success.

The Town of Lincoln should continue to **build relationships with local partners** to support unique cultural programming and event options. For example, the Town of Lincoln may wish to bring in local artists to share their craft through registered programming.

## 1.3 Facilities & Spaces

### 1.3.1 Animating Destinations Through Culture

Lincoln is home to a wide variety of heritage sites and cultural landmarks, many of which may not be fully appreciated by residents and visitors if they are not promoted and shared. The Town of Lincoln Museum and Cultural Centre, home of the Jordan Historical Museum of the Twenty, is the municipality's only dedicated cultural facility. Other multi-use facilities are also available to host performances and events, such as the Rotary Bandshell in Charles Daley Park and the stage in the Lincoln Community Centre.

The Town of Lincoln should seek to develop and enhance these and other cherished destinations through promotion and animation. This may be achieved through hosting events, offering registered programs or installing pieces of public art for visitors to enjoy. To encourage residents and visitors to explore Lincoln, the Town should ensure that a comprehensive inventory of cultural assets is available online and is additionally promoted through programs and events. This will help interested participants navigate the various sites and locate a destination that piques their cultural interests.

One local example of promotion and animation is Venture Niagara's **Art in the Open** website, which uses geo-tagged map points to highlight local art installations and guide interested visitors to destinations within the region. The website currently promotes more than ten pieces of public art located throughout Lincoln. The Community Services Department should continue to use this tool to promote cultural destinations and heritage sites.

Some best practices examples of how municipalities across Ontario (including Lincoln) are highlighting their local arts, culture and heritage are the Culture Days and Doors Open initiatives.

- **Culture Days** is a weekend-long event held annually in late September with the intention of recognizing how a vibrant arts and cultural sector contributes to a healthy and stable society. Since its commencement in 2010, Culture Days has grown and is now hosted in more than 800 cities and towns throughout Canada.
- **Doors Open** is a program organized by the Ontario Heritage Trust that runs from April to October each year. Events may be one day or run over the course of a weekend, but they generally encourage local heritage sites to open their door and share the stories of those spaces.

The Town of Lincoln should continue to **build upon the award-winning partnership with the Downtown Bench Beamsville BIA**. Two of the pair's 2018 initiatives were recently recognized by the Ontario BIA Association for their community improvements: the community chalkboard (Marketing and Communications award); and Barrels Bloom (Public Realm Improvement award). The success of these initiatives not only improves the public realm, but helps to establish and build upon Lincoln's brand. Extending similar initiatives or partnerships with the Jordan Village Merchants Association should also be considered.

**Beautification and decoration** of public spaces helps to instill a sense of civic pride and support community bonding. The Town of Lincoln works to beautify the public realm and animate spaces through year-round seasonal plantings and decorations. In addition to municipal planters, flower beds and horticultural arrangements, holiday decorations include installation of lit trees, decorative stars, decorative snowflakes and festive deer throughout the town.

To further support these beautification efforts, the Community Services Department should seek to remain apprised of additional funding sources, including the **Whipple Trust Fund Grant** (available to community organizations for the development of a floral program in Beamsville). The interest earned is distributed annually for maintenance of community floral programs and requires interested groups to apply through a formal process to Committee and Council. Council may deem it necessary to utilize more than the interest amount of the trust fund for a project or apportioned costs of equipment or other works related to floral programs and they may do so through the Council resolution process. There may be an opportunity to commemorate the Town of Lincoln's 50<sup>th</sup> anniversary in 2020 by installing legacy beautification pieces (e.g., gardens, displays and entry features) through a request to Council to draw from the principle of the Whipple Trust Fund to support this initiative.

As the parks system grows, the Town may consider reestablishing participation in the **Communities in Bloom** competition. The national program provides an opportunity for horticultural enthusiasts to bond over shared interests and create a visually and environmentally attractive way to showcase Lincoln. The Town has won multiple "blooms" in the past as well as recognition for the beautification efforts at Charles Daley Park and was additionally recognized for the "Pollinator Friendly Community Award". It is believed that Communities in Bloom aligns well with Lincoln's position as a destination within Niagara Region and supports existing local efforts such as the recently-planted butterfly garden and naturalized areas in neighbourhood parks.





Another way that the Town of Lincoln may increase use of destination facilities is by broadening the potential user-base. Although the Summer Concert Series and Canada Day Celebrations at Charles Daley Park are very popular and draw residents and visitors to the area, more can be done to encourage use of the **Rotary Bandshell** and promote the scenic waterfront park. Stakeholders and residents alike suggested that this venue could be utilized more frequently to host performances such as traveling theatre companies (i.e., Driftwood Theatre) or provide a venue for local dance studios and musicians to perform.

### 1.3.2 Enhancing Existing Infrastructure

The Town of Lincoln should focus on optimizing existing infrastructure through additional programs, events, exhibits or rental opportunities. Opportunities to increase use of existing facilities may include offering in-kind space to artists and cultural groups (e.g., quilters guild, music rehearsals, etc.) during non-prime hours.

The redevelopment of the **Town of Lincoln Museum and Cultural Centre**, home of the Jordan Historical Museum of the Twenty provides an excellent opportunity to promote and support arts and culture in the town. The new purpose-built museum on the Twenty Valley historical site in Jordan will draw visitors to the area and has the ability to increase participation rates. Programming, events and exhibits at the site should focus on promotion of Lincoln's history and celebrate local events. To further promote arts and cultural programming to residents of all ages, it is recommended that the new site include a dedicated children's gallery to expose local youth to arts, culture and heritage in their hometown.

The current **(interim) museum site** poses a few options for future development of cultural programs and / or presentation space. The temporary Beamsville site is currently shared with the BIA and Masons, but the museum collections will eventually move into the new Jordan location. The Town of Lincoln and the Masons have a long-standing agreement for use of the space, which should be evaluated through this transition phase. Should the interim museum site become completely vacated, the space may be **declared surplus** (i.e., sold) or repurposed to another civic use such as a **tourism centre, community or local history hub, or alternative program location**. Development of a business plan and community input are required to further define options and priorities.

Heritage, family history and genealogy have recently experienced a surge in popularity with the rise of ancestry website and agencies. In addition to understanding their own personal lineage, visitors and residents may wish to learn more about prominent families who settled in the area. To support this, the Town may continue to explore **Google Arts and Culture**, which enables museums to share collections digitally and expand their reach beyond the immediate community and engage with a wider audience and consider development of a **local history hub**.

### 1.3.3 Drawing Visitors into Existing Locations

The Town of Lincoln should continue to maintain and build upon an inventory of arts, culture and heritage assets in the town. This should include both tangible (physical places and spaces) and intangible (stories, experiences, events) assets. It is important to promote widespread information sharing and cultural appreciation through documentation.

The Community Services Department works in unison with the Planning and Economic Development Committee to promote Lincoln and draw residents and visitors to the Town. As of early 2019, the Town of Lincoln is working to establish a **Tourism Strategy and Action Plan**, Gateways Design, and Wayfinding Signage and Design Program to help guide the work of staff and to ensure tourism continues to be one of the community's major industries. The Community Services Department should regularly confer with the tourism strategy (once established) and ensure alignment between municipal efforts with respect to events, culture and heritage.

An excellent local example of drawing visitors to heritage sites and celebrating local stories is through the Rotary Club of Lincoln's Lamplighter Tour. Hosted annually, the event uses live theatre to bring local history to life and foster civic pride. The successful event benefits from sponsor contributions and a dedicated team of volunteers.

The Town of Lincoln may also benefit from establishment of a **Public Art Policy, Signed Heritage Route and / or Cultural Corridor Initiative**. These policies and initiatives help animate public spaces, provide valuable exposure to local artists and create a welcoming atmosphere within the town. These policies and initiatives should consider the following:

- Acquisition, development, planning, preservation and enhancement of heritage and art installations;
- Encourage public dialogue and participation in decision making regarding potential installations;
- Ensure that decision making processes are transparent, fair and consistent;
- Seek ways to increase opportunities for local artists to display works and make contributions to the community;
- Establish a funding framework for public artwork including municipal contributions, surcharge or levy, application for supplemental funding, and partnership / sponsorship options; and
- Conditions for removal including damage, scheduled removal, or shift in public policy, etc.



## 1.4 Communication, Awareness & Support

### 1.4.1 Sharing Our Stories

Visitors and new residents of Lincoln might be curious to find out more about how the town developed from a largely agrarian society to where it stands today. To this end, it is critical to document and share our stories. Lincoln's culture is rooted in the past, cultivating the present and planted for the future.

An excellent opportunity to share the stories of Lincoln's past is through promotion and display of **the Friends of Lincoln's History Archives**, currently stored at the Vineland Research and Innovation Centre. The Vineland site is staffed by volunteers and only open once weekly, limiting public access to the archives. It would benefit the public to have these files digitized, provided them on an open access web portal, and displayed at a more accessible site. One option for this may be including these local resources at the newly-developed Town of Lincoln Museum and Cultural Centre, home of the Jordan Historical Museum of the Twenty or at another public-access site (e.g., the interim museum site on Beam Street, municipal libraries, conservation areas, etc.).

### 1.4.2 Support Local

An important factor to consider in promotion of arts, culture and heritage is the availability of local talent. Lincoln is home to a wide array of skilled artists, historians, vendors and performers seeking to promote themselves and their craft. Whenever possible, the Town of Lincoln should seek to support and foster local arts and entertainment options. One way to achieve this may be through establishment of an **Arts Council or Cultural Roundtable**. This may include a resident-led collection of local arts, culture and heritage enthusiasts. Examples of this within the Region include the City of Welland's Arts and Culture Advisory Committee, the Pelham Culture Advisory Committee or Grimsby's Recreation, Facilities and Culture Committee.



### 1.4.3 Regional Participation and Collaboration

Cultural experiences are intrinsically tied to places and spaces; as a result, no one location can provide everything for everyone. From a local and regional perspective, Lincoln benefits from the bounty of Niagara Region's blooming culinary and environmental tourism sector. Many municipalities in the region profit from coordination of wine-tasting tours, cycling routes and waterfront trails.

It is recommended that Lincoln **collaborate and partner with neighbouring municipalities to support investment in and promotion of local arts and culture**. Examples of this might include cross-promotion of events, coordinating transportation options for region-wide celebrations (e.g., Niagara Ice Wine Festival, artist and musician showcases, festivals and celebrations) or showcasing regional talent at local events. To further strengthen the cultural bond within the region, the Town of Lincoln may consider development of a **"West Niagara" cultural network**. This would enable representatives from each of the individual cultural councils, committees and roundtables within West Niagara to collaborate on arts, culture and heritage opportunities.



### 1.4.4 Investing in Creativity

Investments in arts, culture and heritage support the creative economy. Lincoln's existing base of industries and businesses should continue to be strengthened and encouraged by small business supports such as mentorships, training and other business development opportunities. Cultivating community cultural awareness and knowledge-sharing can help to increase participation in culture and foster creative industry development.

As Lincoln continues to expand its cultural asset base and develop vibrant nodes and corridors of cultural opportunity and expression, it will foster an environment conducive to creative industry attraction. One local example of this is provision of incubator facilities, such as the Spark Lincoln lab, located in the lower level of Bennett Hall in Beamsville. The Town may further establish opportunities to draw creative workers to the municipality through **partnerships and talent recruitment with regional colleges and universities**.

A thriving creative industry helps to bring employment, resources and opportunities to the town and should be monitored over time. In the longer-term, an **assessment of the economic impact of culture** may help to gauge the impact of cultural development and investment in the Town of Lincoln. This should be done in coordination with the Planning and Economic Development Committee through the Tourism Strategy and Action Plan.



### 1.4.5 Funding the Creative Economy

A variety of government, non-profit and private bodies offer funding to support investment in arts, culture and heritage. Although not a guaranteed source of financial support, the Community Services Department has been awarded grants in the past and should continue to apply for external funding. For example, the Town of Lincoln successfully applied for and received funding from the Canada Cultural Spaces Fund, the Waterfront Investment Program, and a variety of other small grants from government bodies and charity funds / charitable organizations. Monetary support from these sources enables the Department to contribute valuable resources to expansion and promotion of local arts and cultural opportunities.

Some examples of external funding offered by the Provincial Government<sup>10</sup> include:

- **Celebrate Ontario:** supports programming improvements to new and existing festivals and events that attract tourists for longer stays, create great experiences for visitors and support communities across Ontario
- **Community Museum Operating & Pay Equity Grants:** ministry provides annual grants to museums because they contribute to their communities' economic well-being as employers and tourist attractions.
- **Heritage Organization Development Grant:** provides annual operating support to historical societies, museums and other heritage associations, located throughout the province, that promote public awareness of Ontario's rich and diverse heritage.
- **Improving Library Digital Services:** improve digital resources and services in provincially funded public libraries and First Nation public libraries to better connect people to web-based information and opportunities.
- **Ontario Cultural Attractions Fund:** helps not-for-profit organizations cover the marketing and promotional costs of their new attraction or special event.
- **Ontario Sport and Recreation Communities Fund:** provides funding to help organizations increase opportunities for participation in sport and recreation, improve physical literacy, and strengthen the community sport and recreation sector through training in areas such as coaching, youth development, and volunteer development.
- **Safe Cycling Education Fund:** provides funding to deliver safe cycling education initiatives to support the implementation of #CycleON: Ontario's Cycling Strategy. Promoting safe cycling in communities across Ontario will help to promote active lifestyles and work to promote cycling as a healthy mode of transportation for all purposes.

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<sup>10</sup> Note: external funding programs are subject to change at any time and should be monitored





## 1.5 Non-Municipal Arts, Culture & Heritage Facilities / Sites in Lincoln

Arts, culture and heritage opportunities are additionally supported and provided by non-municipal organizations. To better understand the full scope of offerings available in Lincoln, other notable facilities / sites in the town are identified below.

**Table 19 Non-Municipal Arts, Culture and Heritage Facilities / Sites in Lincoln**

Name	Address	Settlement Area	Amenities
Balls Falls Conservation Area (NPCA)	3292 Sixth Avenue	Jordan	Centre for Conservation, Ball's Falls Historical Church, Historic Barn, Ball Family Home, Twenty Mile Creek, Cataract Trail, etc.
Beam - Barnes House*	5053 King Street	Beamsville	Heritage Property
Beamsville District Secondary School*	4317 Central Avenue	Beamsville	Beamsville District Secondary School, Hall/Gymnasium
Culp Barn	3227 Culp Road	Vineland	Heritage Property
Durham-Devries House	5567 Fly Road	Beamsville	Heritage Property
Former Campden Public School*	4160 Fly Road	Campden	Eben-ezer Christian School
Fretz Smokehouse	4420 Twenty-First St	Vineland	Heritage Property
Marlatt Farmstead	5499 Philip Road	Beamsville	Heritage Property
Mennonite Burying Ground	Vineland Cemetery	Vineland	Mennonite Burying Ground, Vineland Cemetery
Moote - Bartfai House	3617 Springcreek Road	Vineland	Heritage Property
St. Johns Anglican Church	3685 McKenzie Drive	Jordan	St. John's Choir, St. John's Public Cemetery, Hall Rental
Stouck Smokehouse	4055 King Street	Beamsville	Heritage Property
The Bucknall Barn	4113 Fly Road	Campden	Barn, The Lamplighter Tour
The Crowe - May House*	2044 King Street	Jordan	Heritage Property
The Henry W. Moyer - Humphrey House*	4225 Fly Road	Campden	Heritage Property
The Howard House	4271 Queen Street	Beamsville	Adult Learning Centre, Community Gardens, Computer Lab
The Mountain Mennonite Cemetery	Fly Rd & Tintern Rd	Campden	The Mountain Mennonite Cemetery
The Overholdt House*	3150 Culp Road	Jordan	Heritage Property
The Tufford - Easton House	5031 Phillip Road East	Beamsville	Barn, Smoke House, Grobb School Bell & Bellfry
The William D. Kitchen House	5600 King Street	Beamsville	Peninsula Ridge Estates Winery
Tufford - Romagnoli House*	4763 King Street	Beamsville	Heritage Property
Vintage House*	3852 Main Street	Jordan	Heritage Property
Woodburn Cottage*	4918 King Street	Beamsville	Heritage Property

\*Indicates a registered Heritage Property

**Note:** this information was compiled from available sources and is not intended to be an exhaustive list.

