



# JOSEPHBURG COMMUNITY RECREATION MASTER PLAN

November 6, 2012





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**Re: Josephburg Community Recreation Master Plan**

Ms. Laing,

Please accept this document as the final version of the Josephburg Community Recreation Master Plan. At this point in time we consider this a working document that will provide guidance for Strathcona County in the provision of public recreation resources in Josephburg for years to come.

Thank you for the opportunity to work with Strathcona County and the Josephburg community on this unique and exciting project.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Roma', with a long horizontal flourish extending to the right.

Michael Roma, Partner  
RC Strategies

## ACKNOWLEDGEMENTS AND CREDITS

Great communities are built through active citizen involvement and engagement in community planning. The Josephburg Community Recreation Master Plan was built upon invaluable citizen engagement.

This Plan could not have been completed without the involvement and engagement of:

- Residents of the Josephburg Community, including the Josephburg Agricultural Society, for attending focus group meetings, answering surveys and attending public open houses;
- Key representatives of volunteer groups who answered surveys and attended meetings to discuss their needs; and
- Strathcona County, in particular the Project Managers, Leslee Laing, John Dance and Sarah Geisler.

Last but not least thanks to the Consulting Team:

- Mike Roma, RC Strategies
- Rob Parks, RC Strategies
- Kelsey Stephenson, Somethingrafik



## SUMMARY

The **Josephburg Community Recreation Master Plan** has been developed to help guide Strathcona County attention and investment within the hamlet boundaries for the next 10+ years. The Plan has been developed with **input** from residents, volunteers and other stakeholders from the region, trends and population **research** and **guidance** from County administration.

The foundation of this Master Plan is the County's broader 2008 **Open Space and Recreation Facility Strategy** (OSRFS). The philosophy and associated strategic guidance outlined in the OSRFS, such as creating "walkable communities" and creating "places for community gathering" both supplement and compliment input from stakeholders and ensure a **well balanced approach** to future indoor and outdoor recreation infrastructure in the hamlet.

The Master Plan is based on four themes:

1. Trails
2. Sports
3. Specialty Areas
4. Community Gathering

Each theme includes a number of action items and associated costing to help the County guide future investment in the hamlet. The action items are organized into short and long-term priorities and will ultimately be incorporated into the County's Open Space and Recreation Facility Strategy (subject to Council and Budget approval).

In total, the Plan calls for investment of over **\$1.9M** in recreation amenities in the hamlet over the next 10+ years. This includes, among other things, **rehabilitation of existing trails, development of new trails, community entry signage and streetscape plantings and investment in the Moyer Recreation Centre**, the hamlets primary indoor recreation facility, to sustain its operations into the future. It is important to note that some of the prescribed development is dependent upon the repurposing of County owned lands being utilized for purposes other than recreation and that the Plan is for the consideration of County Council in budget deliberations (in its current form the Plan is not binding).

Residents of the hamlet of Josephburg and surrounding region now have a road map for the future of County operated recreation infrastructure within hamlet boundaries.



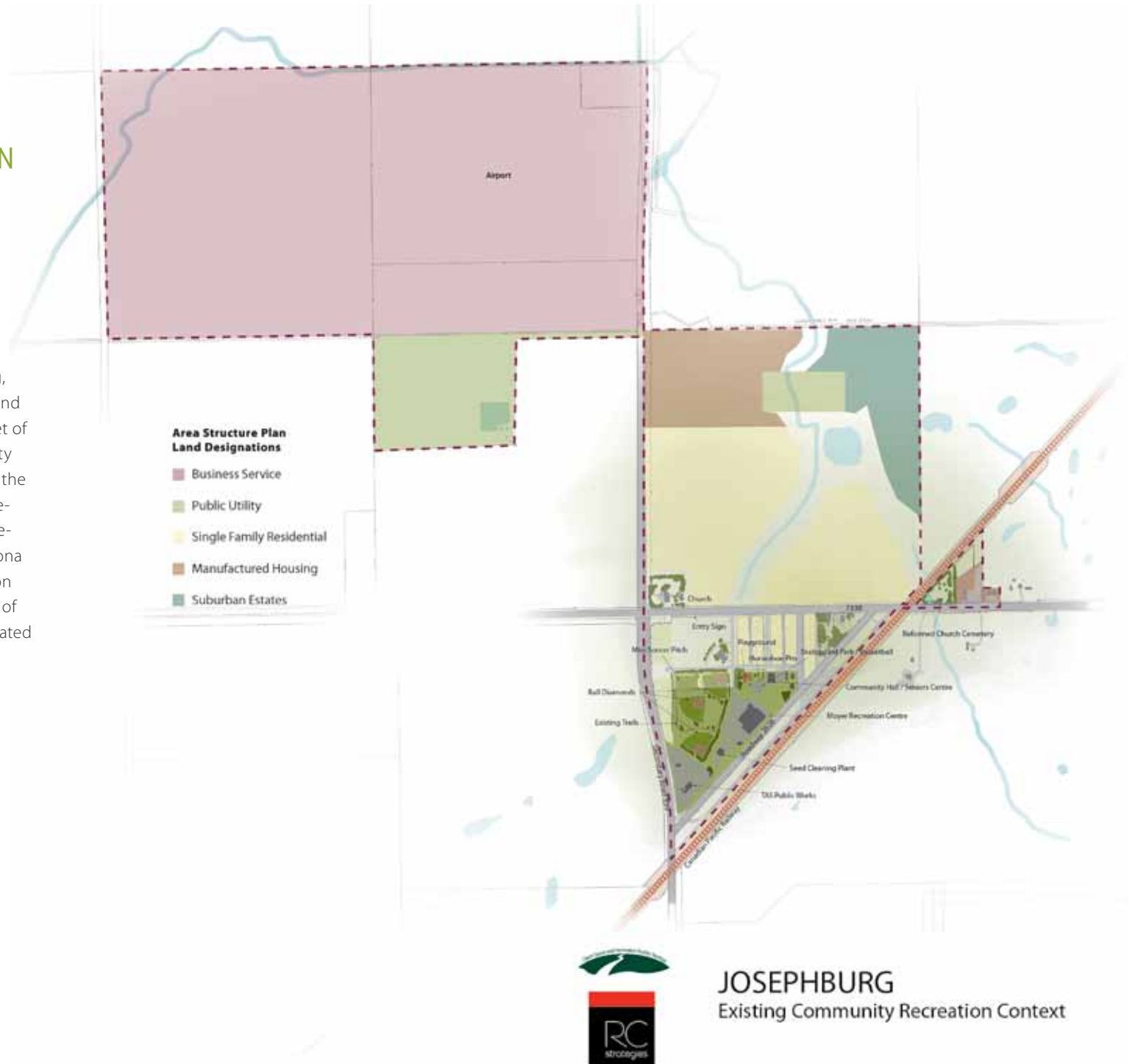
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## 1.0 — INTRODUCTION

The Josephburg Community Recreation Master Plan will be used by Strathcona County to guide the long term planning, design, and development of all indoor and outdoor public spaces within the Hamlet of Josephburg. The Josephburg Community Recreation Master Plan is an initiative of the County's broader Open Space and Recreation Facility Strategy (OSRFS). While integrated with the myriad of other Strathcona County plans, this Community Recreation Master Plan is limited to the boundaries of the Josephburg hamlet proper, as illustrated in the accompanying graphic.



**JOSEPHBURG**  
Existing Community Recreation Context



## 2.0 — PURPOSE AND METHODOLOGY

The purpose of the Josephburg Community Recreation Master Plan is to guide the orderly provision, enhancement and development, of indoor recreation facilities and parks and open spaces in the hamlet of Josephburg.

There were five main phases in the development of the Josephburg Community Recreation Master Plan. The **first phase, Data Gathering**, included a site visit to Josephburg to familiarize the study team with the physical context for the Master Plan. The site visit was important to augment the background information gathered. Review of existing facility usage, population, trends and associated policy was also undertaken in Phase I.

**Community Visioning was the second phase.** Representatives from community stakeholder groups and residents of the community attended a visioning workshop. Participants in the session described recreational opportunities in Josephburg in twenty years. Further, they described the indoor and outdoor facilities necessary to enable these opportunities. This may have included new facilities or refurbished / rehabilitated facilities.

In the **third phase, a draft of the Master Plan** was developed based upon an analysis of the information gathered in Phases I and II. The **fourth phase was the review stage.** During this phase the draft Master Plan was reviewed by the community at the annual Josephburg Chicken Supper. Draft Plan material was also posted on the County's website with an accompanying feedback mechanism and a survey pamphlet was mailed to residents of the hamlet to gather feedback on the draft Plan. The **fifth phase entailed the finalization of the Josephburg Community Recreation Master Plan** based on the draft Plan and the comments received.



Primary research undertaken in the completion of this Master Plan included:

- A community visioning session;
- A stakeholder group review session;
- A public review information session;
- A resident mail out review survey, and;
- Various telephone and personal interviews and / or meetings with municipal administration, elected officials and community group stakeholder representatives.

Secondary research reviewed in the completion of this Master Plan included:

- Municipal planning documents (i.e. Open Space and Recreation Facilities Strategy, Area Structure Plans, etcetera);
- Statistics Canada information;
- Recreation and leisure industry publications, and;
- Municipal publications including, but not limited to, municipal census data, facility inventories, mapping information, etceteras.

### 3.0 — COMMUNITY PROFILE

The Hamlet of Josephburg is situated 16km north of the Yellowhead Highway in northeast Strathcona County. The hamlet has a population of over 200 and acts as a regional hub for northern Strathcona County. With proximity to industrial area, agriculture and the City of Fort Saskatchewan (7km west), the hamlet has as diverse population and varied economic base.

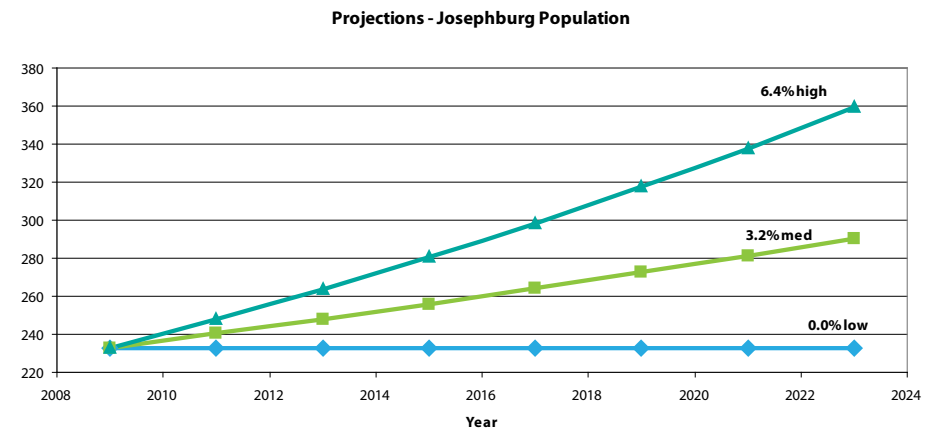
The regional community has a very active volunteer community, which is evident in the level of sophistication and impact of groups such as the Josephburg Agricultural Society, Josephburg Presents, and Josephburg Minor Hockey. The community is also well known for its various community events, such as the Josephburg Chicken Supper (which holds the Guinness “Canadian Record” for largest “Fowl Supper” attended by 2176 people in 2000—later to be surpassed to over 2,700 in 2001), Christmas in the Heartland, and the Country Classic.



The community has a number of recreation facilities including an arena, two community halls, a seniors centre, three ball diamonds, a rectangular field, trails and a number of other indoor and outdoor amenities. There is also a church and cemetery within the hamlet boundaries.

The hamlet has experienced significant growth over the last decade. Josephburg’s population of 233 has grown sizably from its 2000 population of 148. On average the population grew by about 6% each year from 2000 to 2005. This growth rate has slowed; from 2005 to 2009 the population remained essentially the same.

The following graph shows projections for the population of Josephburg using three different rates of growth. According to these projections, in 2023 Josephburg’s population could range from 233 to 359. Growth rates of 0.0%, 3.2%, and 6.4% are used.<sup>1</sup>



1. The low annual growth rate of 0.0% represents the static population in Josephburg between 2000 and 2009. The high growth rate of 6.4% reflects the annual growth rate of Josephburg from 2000 to 2009, while the mid rate of 3.2% represents the mid point between the two rates.

## 4.0 — JOSEPHBURG COMMUNITY RECREATION MASTER PLAN BACKGROUND

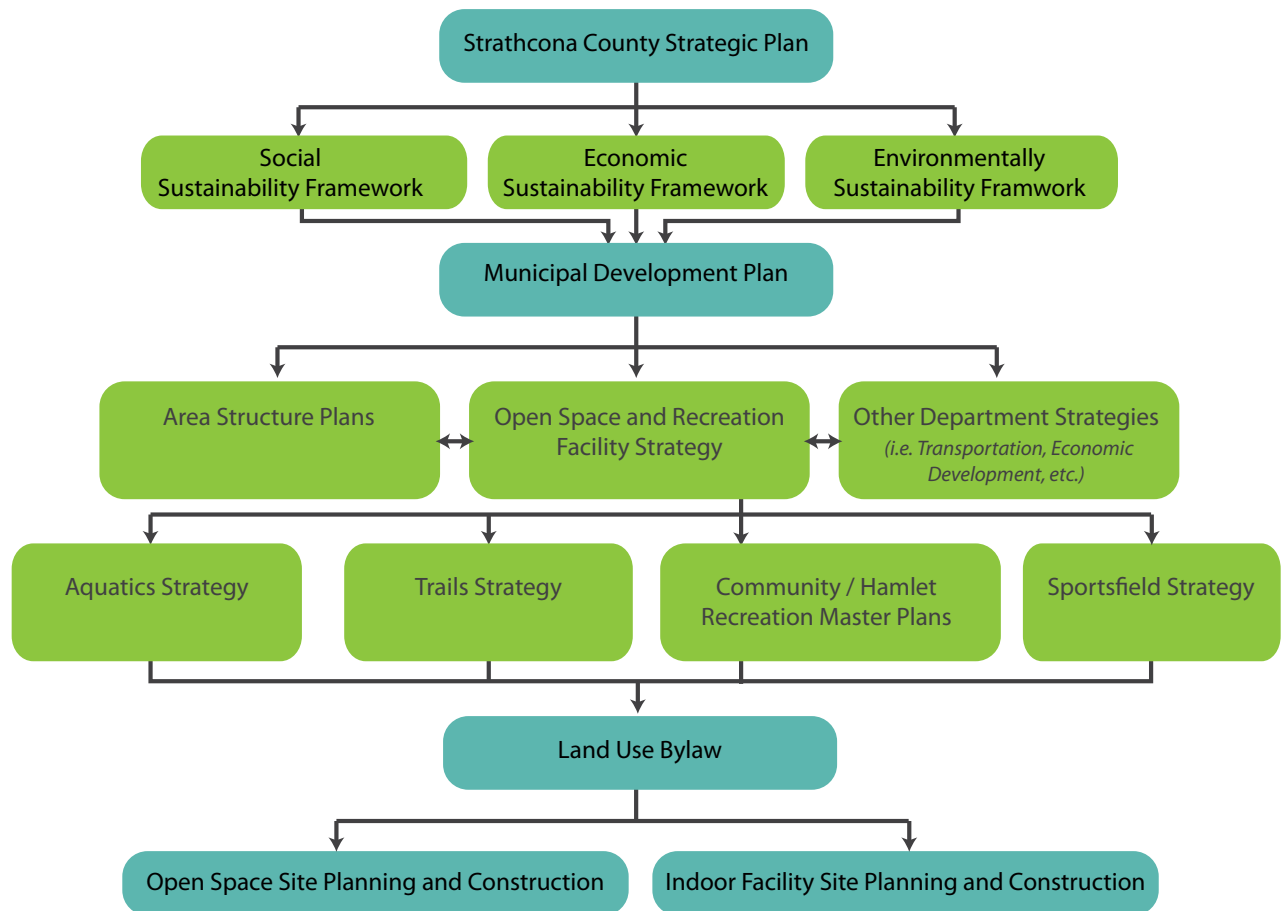
The intent of the Josephburg Community Recreation Master Plan is to build upon the goals, policies, and standards presented in existing Strathcona County planning documentation. Information provided in existing studies and plans has been developed based upon sound research and thorough public input. As such, the intent of this Master Plan is to build upon existing information as opposed to “reinventing the wheel”. The following diagram illustrates the hierarchy and connection of a variety of municipal plans. The Josephburg Community Recreation Master Plan is a more detailed plan that would further support the Open Space and Recreation Facility Strategy (OSRFS).

The following sections provide an overview of pertinent Strathcona County Plans / documents as well as plans of other stakeholders that compliment this Master Plan.

### 4.1. Strathcona County Strategic Plan

Strathcona County’s Strategic Plan is the primary guiding document for service delivery, community development, and governance in Strathcona County. The Plan is the basis from which the other municipal plans are developed. Under “Social Sustainability” the capstone policy states:

*Strathcona County is a safe and caring community whose residents enjoy opportunities for healthy lifestyles.*



An underlying goal speaks to Strathcona County offering a broad range of opportunities for healthy lifestyles. Some of the specific strategies to achieve this goal include:

- Invest in both indoor and outdoor recreation facilities, in accordance with the Open Space and Recreational Facility Strategy.
- Promote the benefits of participating in recreational, cultural, and educational activities.
- Create community partnerships to increase lifestyle choices
- Incorporate lifestyle choices as part of infrastructure and program planning
- Strengthen the County's relationship with the education and health sectors and other community partners

## 4.2. Municipal Development Plan (MDP)

The Municipal Development Plan (MDP) is a tool utilized by Strathcona County Council, administration, and the public to make decisions pertaining to growth and development over the next twenty years. The MDP describes a vision for Strathcona County and also provides a strategy by which long term goals can be achieved. The MDP Bylaw 1-2007 was approved in May 2007.

The Municipal Government Act (Provincial Statute) guides the development of the MDP, stating what the MDP must

include the provision of municipal services and facilities, and future land use within the municipality.

In Section 9, the MDP speaks to the provision of parks and recreation in Strathcona County. The MDP directs the County to:

*9.1 Encourage a variety of recreational opportunities in the County as a means of:*

- a. Strengthening community pride and appeal while contributing to the "small community" identity;*
- b. Contributing to the physical fitness and personal well-being of residents;*
- c. Bringing various segments of the community together through sports, arts, environmental, cultural and family activities; and*
- d. Strengthening complementary tourism initiatives, attractions and services.*

*9.2 Provide public open space, to accommodate present and future leisure needs of County residents;*

*9.3 Consider the following criteria in the design and development of open space within the County:*

- a. Conservation or enhancement of environmentally sensitive areas;*
- b. Community profiles and future population growth projections;*
- c. Connectivity within and between neighbourhoods;*

- d. Utility and the complimentary nature of the proposed reserve land in meeting the future needs of the user groups and the community;*
- e. The innovative nature of the recreational opportunity;*
- f. Accessibility to the space, based on proposed use;*
- g. Opportunities for private or joint ventures; and*
- h. Crime Prevention Through Environmental Design (CPTED) principles.*

*9.4 Support the identification and protection of corridors to link the open space network;*

*9.5 Encourage the development of multi-purpose and joint use park and recreational areas;*

*9.6 Ensure trail systems are developed to create linkages between neighbourhoods;*

*9.7 Cooperatively and collaboratively plan with the public and private sectors, initiatives which link and develop rural and urban open space including parks, recreation and tourism nodes, and natural areas;*

*9.8 Promote the development of a variety of recreational programs;*

*9.9 Continue supporting the development of specialized parks, such as dog parks and skate parks, as well as recreational areas, such as multi purpose trails; and*

9.10 Ensure there is the ability to financially maintain the physical site as well as maintaining the appropriate insurance.

More specifically for rural areas within the County, the MDP suggests:

*Strathcona County will:*

9.17 Ensure recreational opportunities are available to residents in the Rural Service Area;

9.18 Support the development of low impact recreational activities which have minimal disturbance on the environment;

9.19 Ensure that recreational facilities, developed in the rural area, complement the surrounding landscape; and

9.20 Where feasible, encourage municipal reserves in country residential subdivisions and Agriculture — Small Holdings Policy Areas to be located in a manner which provides benefit to all residents.

### 4.3. Josephburg Area Structure Plan (ASP)

Strathcona County will undergo a process to update the 2002 Josephburg Area Structure Plan (ASP) in the near future. The existing ASP includes a number of key initiatives that are pertinent to future recreation infrastructure planning.

The ASP explains the importance of recreation opportunities to resident quality of life. It also discusses the need to develop a interconnected trails system in the hamlet and future growth areas. The ASP also proposes potential reallocation of existing ball diamonds into sports fields.

### 4.4. Open Space and Recreation Facility Strategy (OSRFS)

The Open Space and Recreation Facility Strategy (OSRFS), which received Strathcona County Council approval on June 24, 2008, is a guiding document and plan for future open space and indoor recreation facilities in Strathcona County.

The strategy sets the path for investment in the Strathcona County community's health and wellness to address needs in parks, natural areas and recreation facility requirements from 2009 through to 2024

Expanding safe, affordable and accessible opportunities that promote healthy lifestyle choices for all ages is the focus of the strategy. Needs of the individual spontaneous user, activity program participant, and organized sports groups will be addressed as the Strategy is implemented. Needs in urban, country residential and agricultural areas will be dealt with as well.

Key concepts of the vision for open space and recreation facilities include:

**An investment in people** — The creation of a system of indoor and outdoor natural and man-made community gathering places will provide residents of all ages with a high quality of life and the opportunity for improved health and wellness, now and in the future.

**A carefully planned infrastructure investment strategy built with the community** — The focus is to invest in revitalizing existing infrastructure before new facilities are built. Strathcona County will work with a variety of partners (not-for-profit groups, for-profit groups, health care, school boards, other municipalities, etc.) to develop facilities and amenities in a timely fashion while at the same time building community involvement.

**An investment in a healthier environment** — Conserving and maintaining natural heritage, and ensuring that man-made redevelopment and development has a reduced ecological footprint will show Strathcona County’s commitment to a more sustainable community.

Key open space and recreation facility strategy categories include:

#### **Outdoor**

- Walkable Community Revitalization Program
- Outdoor Community Gathering Places Revitalization Program
- Streetscape Revitalization Program

#### **Indoor**

- Wellness & health
- Ice
- Aquatics
- Dry surface — for example gymnasiums and indoor soccer fields
- Culture
- Special purpose — for example storage or lobby space

Indoor and outdoor activities are deeply connected, work together, affect each other, and operate toward the common purpose of providing healthy lifestyle choices.

More specifically in relation to the Josephburg Community Recreation Master Plan, there are a number of key initiatives originating in the OSRFS that impact future recreation resources in the hamlet. These initiatives are mentioned (where appropriate) through this Master Plan and include:

- Trails Strategy
- Sports Field Strategy
- Community Hall Study
- Aquatics Strategy

Although these initiatives include a much broader perspective than this Master Plan, elements of each will impact recreation facility, parks and open space provision in the hamlet.

### **4.5. Capital Region Board (CRB)**

On April 15, 2008, the Government of Alberta established the Capital Region Board (CRB) by adopting the Capital Region Board Regulation AR 49 / 2008. The Regulation identified the twenty five participating municipalities of the Capital Region, including Strathcona County, and directed the CRB to prepare a Capital Region Growth Plan by March 31, 2009.

The Regulation required that the Board complete a Growth Plan with four key components: land use; inter-municipal transit; housing; and geographic information services.

The Growth Plan fulfills the requirements of the Regulation, and provides a vision for the future of the Capital Region. The plan also contains implementation strategies for each of the four key components. The implementation of the Growth Plan will occur over a number of years.

Specifically, the plan:

- Provides an integrated and strategic approach to planning for future growth in the Capital Region;
- Identifies the overall development patterns and key future infrastructure investments that would best complement existing infrastructure, services and land uses in the Capital Region, and which would also maximize benefits to the Capital Region; and
- Coordinates decisions in the Capital Region to sustain economic growth and ensure strong communities and a healthy environment.

The plan is a framework to guide and coordinate planning and development decisions of municipalities in the Region.

## 4.6. Alberta Land Use Framework

The Province of Alberta Land Use Framework is,

*“a comprehensive strategy to better manage public and private lands and natural resources to achieve Alberta’s long-term economic, environmental and social goals. The framework provides a blueprint for land use management and decision-making that addresses Alberta’s growth pressures.”<sup>1</sup>*

The framework is meant to promote regional cooperation in land use planning and ensure the efficient use of lands throughout the Province. The framework outlines seven regional areas geographically covering the province and requires that land use in each of the seven regions be guided by a Land Use Secretariat and Regional Advisory Council.

The overall intent of the framework, as it pertains to the scope of this Master Plan, is to, “...develop regional plans that will:

- integrate provincial policies at the regional level;
- set out regional land-use objectives;
- provide direction and context for land-use decision-making in the region; and
- reflect the uniqueness of the landscape and priorities of each region within a planning context.”<sup>2</sup>

1. [http://www.landuse.alberta.ca/documents/Land\\_use\\_Framework\\_QAs.doc](http://www.landuse.alberta.ca/documents/Land_use_Framework_QAs.doc)

2. [http://www.landuse.alberta.ca/documents/Land\\_use\\_Framework\\_QAs.doc](http://www.landuse.alberta.ca/documents/Land_use_Framework_QAs.doc)

Strathcona County is located in the North Saskatchewan Region and will have the opportunity to get involved in the development of the regional land use plan for the North Saskatchewan Region. It is important to note that this regional plan will have direct implications to current Strathcona County land use as it will require, at the very least, Strathcona County to relate how existing land use is compliant with strategies outlined in the regional context.

## 4.7. Strathcona County Sustainability Frameworks

Through direction from Strathcona County’s Capstone Policies, three Sustainability Frameworks have been developed by Strathcona County Administration. These three Sustainability Frameworks outline how Strathcona County and its many stakeholders can assess, promote, and achieve sustainability within each of the three pillars (environment, social, and economic).

Of the three, the Social Sustainability Framework has been in practice the longest (2004). The Social Sustainability Framework explains the role of Strathcona County in assessing, promoting and achieving social sustainability. The framework acts:

- *To serve as a foundation for responding to social issues.*
- *To provide opportunities for the assessment of the impact of demographic, social, and economic changes on residents.*

- *To provide for the assessment of the social impact of municipal decisions on the quality of life of residents.*
- *To facilitate the prioritization and planning for current and future social needs.*
- *To aid in monitoring key socio-demographic indicators to address issues as they emerge.*
- *To clarify the respective roles and responsibilities of the County and other sectors.*
- *To guide the development of policies to address community and social issues.*
- *To strengthen the County’s commitment to integrated planning for all people services.*

The Environmental Sustainability Framework outlines a number of corporate indicators and goals to measure the level to which the County considers the environment through operational practice and decision making. Most pertinent to recreation planning, the framework promotes the idea that urban and higher density areas of the County are surrounded and connected by open green space and healthy natural areas, which are home to wildlife and provide recreation opportunities to County residents.

The Economic Sustainability Framework guides the County to fiscally responsible decision making. Most pertinent to recreation planning, the framework outlines strategies as to how the County can promote economic development through partnerships with local groups and organizations.

#### 4.7.1. The Beaver Hills Tourism Development Opportunity Assessment

The Beaver Hills Tourism Development Opportunity Assessment was commissioned by Alberta Tourism, Parks and Recreation in collaboration with the Beaver Hills Initiative. The assessment provides a vision for tourism development in the Beaver Hills region and identifies appropriate tourism development opportunities that will retain the unique natural ecosystem and landscape characteristics of the region. As Josephburg is in the Beaver Hills Region the assessment outlines activities and initiatives that, although are not directly located within the hamlet, could impact future recreation planning.

#### 4.7.2. The Strathcona County Older Adult Plan

The Strathcona County Older Adult Plan (OAP) was identified as a recommendation of the Social Sustainability Framework. The OAP includes a number of strategic goals, one of which states that Strathcona County should "... maximize opportunities for older adults to contribute to their families, community and economy". Although the OAP addressing much broader issues facing the older adult population in Strathcona County, its pertinence to this Master Plan is likely most apparent in its recommendation that Strathcona County "follow the 'Principles of Universal Design' in the design and construction of new or renovated buildings." These principles are applicable to all indoor and outdoor development projects and should be considered in any future recreation, parks and open space provision in the hamlet.

#### 4.7.3. Strathcona County Trails Strategy

The Trails Strategy is an guiding framework for the provision of trails in both rural and urban Strathcona County. It include design guidelines for trails, a trail classification system and a prioritization model for allocating trails funding to projects throughout the County. Most pertinent to Josephburg, the Strategy discusses the importance of connecting communities with trails, and active transportation opportunities, and suggests certain design guidelines for asphalt trails which are not currently adhered to in the case of the trails in Josephburg.

#### 4.7.4. Sportsfield Strategy

The purpose of the Sportsfield Strategy is best explained through its vision statement:

*"Strathcona County is a community with the right number of sportsfields in the right places for a broad range of users that fosters community and sustainability around sport, play and participation."*

More specifically to the Josephburg context, the Strategy suggests that the County should:

*Maintain an inventory of sportsfields that appeal to a broad range of users, cultivates community interaction, improves health, and nurtures personal growth.*

*Adapt, update, and promote sportsfield programs and services to reflect new trends and the changing needs of the community.*

The Strategy suggests that there be no net increase in the amount of sports fields in the County in the near future.

#### 4.7.5. Aquatics Strategy

The Aquatics Strategy outlines the County's approach to providing indoor and outdoor aquatics environments to residents through the provision of facilities and programs. Although the implementation of the strategy will impact residents of Josephburg through enhanced service provision, no aquatics development is identified for the hamlet proper.



#### 4.7.6 Common Bonds

In June of 2012 the City of Fort Saskatchewan and Strathcona County Councils signed Common Bonds, a inter municipal cooperation agreement intended to strengthen the positive relationship that already exists between the two municipalities. Common Bonds recognizes that as adjacent neighbours, the two municipalities will realize advantages from working together on interconnected matters to benefit the region and reduce the likelihood of conflict between the municipalities. Recreation is specifically mentioned in the agreement and Josephburg and its recreation facilities and amenities are only 7km away from the City of Fort Saskatchewan already garnering use from City residents. Local groups have also looked to partner with the City for programming and have had success. Due to this positive relationship and the Common Bonds agreement, the City has been consulted in the development of this Plan.

#### 4.7.7 Public Engagement Framework

The County recently adopted a framework to provide guidance on public engagement related to planning and gathering feedback from residents. The Public Engagement Framework was utilized in the development of the consultation process utilized to gather input (at the initial stages of the process) and review commentary from Josephburg Stakeholders (at the latter stages of the process).

#### 4.7.8 Facility Capital Lifecycle Analysis Program

The County is constantly assessing the current state of its assets, including recreation facilities, in order to ensure that current assets are invested in appropriately to ensure sustainability. This ongoing assessment is pertinent to the hamlet of Josephburg because the identified required investment in Josephburg recreation facilities and spaces must be understood in contemplating future recreation amenities in the area. As the hamlet has a number of existing facilities, as discussed later in the document, significant investment will be required to simply sustain existing facilities.

#### 4.7.9 Community Halls Study

The Community Halls Study is scheduled to be complete in 2013. It involves a detailed analysis of the current physical state of the various community halls in the County, identifying future required investment as well as providing an overview of facility utilization. As the Josephburg Community Hall and Strathcona Area 5 Senior Citizens (Josephburg) Drop-in Centre are both being assessed, the findings of the Study will have direct relevance for future recreation investment planning in the hamlet.



## 5.0 — TRENDS AND RESEARCH



### 5.1. Trends in Recreation

The following observed trends and related industry information are pertinent to future recreation strategic planning at the municipal level. Perception on recreation, an overview of roles and responsibilities in recreation delivery as well as specific trends in activity participation and infrastructure provision are discussed. Excerpts from the consultation process have been included where appropriate for reference purposes and are shaded.

#### 5.1.1. The Value of Recreation and Parks

Recreation and parks are important aspects to **quality of life** for many Albertans. Recreation and parks provide outlets for residents to spend their leisure time, time away from work, in productive and enjoyable ways and allow for camaraderie, personal development, health and perhaps most importantly, fun. **Recreation and parks can help build community cohesiveness and pride and are valued by residents.**

“In Alberta... Recreation and Parks Matter” (September, 2007) is a time series research document commissioned by the ARPA to study public perception on the value of local government recreation services and how such has changed between 1996 and 2007. The study clearly indicates that the majority of Albertans (68%) feel that their respective communities benefit a “great deal” from local government recreation and parks services. More specifically, the following points explain.

- 47% of Albertans place leisure as a priority over work (up from 27% in 1996).
- 40% of Albertans have participated in a recreation or leisure activity that was sponsored by, or took place in, parks or facilities managed by their local government.
- 64% of Albertans would pay increased annual property taxes if improved parks and recreation services were made available.
- 97% of Albertans feel that the community benefits “a great deal” or “somewhat” from local government parks and recreation services.
- 97% of Albertans feel that recreation participation is a major contributor to overall quality of life.
- 78% of Albertans feel that recreation participation will make people less reliant on the health care system.
- 97% of Albertans feel that playgrounds and play facilities are integral to children’s development and welfare.
- 71% of Albertans feel that recreation participation is a major factor in crime prevention.

Aside from public perception, recreation and parks also have proven **economic value** through community attractiveness (i.e. attracting new residents and businesses to communities), tourism associated with recreation and parks infrastructure (including sport tourism) and in contributing to higher land value where recreation and parks resources are in close proximity. A study entitled “Healthy Parks, People and Communities” commissioned by the ARPA on

the value of recreation and parks on property values was conducted in July, 2007. The study explored the perceived impact on property values that parks and open spaces have and indicated that parks and open spaces in close proximity to residential properties (within 3 blocks) increased total property values (between 1% to 15% on average). Vistas of water bodies (including storm water retention ponds, lake features and ocean / established water bodies) increased property values between 10% and 100% and golf course properties indicated a premium of 25% to 30%.

Further to the positive impact recreation resources have on property values, the recreation industry has a major impact on Alberta's overall economy. Recreational and cultural pursuits already inject \$2.239 billion into Alberta's Gross Domestic Product and provide direct employment of 22,000 full-time equivalent jobs. Privately provided recreation experiences are likely growing faster than public ones, but both are growing. The demand for facilities, which remain primarily within the public sector, is also on the rise. Growth is expected to continue and even increase over the next decade. More community recreation facilities are needed to meet the expectations of a population which is placing increasing importance on recreation and its contribution to quality of life. The demand for indoor recreation facilities will continue. Increased investment in such amenities is possible, particularly if leaders recognize their ability to enhance quality of life and expand Alberta's value added economy.

Alberta is seeing epidemic increases in the incidence of chronic and costly illnesses such as obesity and diabetes even as evidence mounts that recreation and active living can significantly mitigate such conditions. Alberta's health depends on enriched investment in prevention and wellness services and opportunities for the fitness and wellness afforded by parks and open spaces.

Sport and recreation tourism are major contributors to local economies throughout the Province, especially in the case of communities that have the infrastructure necessary to host major sporting events with non-local teams and competitors. **"Sport tourists"** have been defined as participants and their families who travel more than 80km to attend, participate in, or are somehow involved in a sporting event. According to the Canadian Sport Tourism Alliance, there are over 200,000 sporting events held each year in Canada and sport travel represents \$2.4 billion in total tourism spending, annually. In 2000, the economic significance of amateur sport and Active Recreation in Edmonton was that every child spends \$56 per day and every adult \$85 per day when travelling to Edmonton while participating in sport. Sport tourism related to major provincial, national or international events can have longer lasting impacts in communities than just local spending during an event. In some cases, legacies are left including infrastructure, endowments and community brand recognition.

### 5.1.2. Responsibility for Providing Recreation Infrastructure

A report entitled "The Public Funding of Recreation in Alberta" outlines how Alberta municipalities support recreation and parks far more than either the provincial or federal governments. Despite the various direct and indirect benefits of recreation and parks to all levels of government, not only are municipalities spending more on recreation than other levels of government trends suggest that even more reliance on municipal funding for recreation and parks will be necessary to merely sustain existing services levels .

In 2008 approximately \$1 billion was spent on recreation and parks in Alberta by all three levels of government. Of that total, municipal spending accounted for almost 90% while the remaining 10% was contributed by the Province. On average, recreation and parks account for roughly 10% of municipal operating expenditures. In fact, associated Provincial government funding of parks, recreation and culture has declined more than 40% over the past 15 years (1990–2005), leaving municipalities to spend roughly 2.5 times as much as the province. Of municipal expenditures on recreation and parks, over half is borne by urban / specialized municipalities with larger centres, such as Strathcona County, accounting for almost two thirds.

With the burden of recreation and parks services provision being shouldered by municipalities in Alberta other

stakeholders have been relied upon for funding support, human resources and expertise in order to achieve service levels desired by residents. The inclusion of the private sector in sponsorship and naming rights in support programs and infrastructure has increased in recent years, especially with the introduction of major multiplex facilities such as Millennium Place. Municipal partnerships with non-profit sport providers have also become more prevalent due to the ability to lever both public funds and stakeholder group expertise. These partnerships typically lead to heightened levels of user pride and care in facilities and more diverse opportunities for residents. Municipalities are also being forced to manage recreation facilities and services more like businesses with increased focus on cost recovery, revenue generation and user fees.

**Partnerships** in the development and operations of recreation and parks infrastructure are becoming more prevalent in Alberta municipalities. These partnerships can be as simple as facility naming and sponsorship arrangements and as complex as lease and contract operation agreements for facility spaces. Interest in partnerships within the private and non-profit sectors in partnering with the public sector in the provision of recreation infrastructure has occurred for a number of reasons, including but not limited to:

- The infrastructure in question meets program goals of program providers (i.e. a minor ice user group will support the development and operations of an ice arena)
- The infrastructure in question is “healthy” in nature and generates enough facility traffic to be an attractive venue for corporate advertising and branding and thus, sponsorship

In terms of overall service delivery, a growing focus and reliance is being placed on partnerships in development involving the public, private and non-profit sectors. These partnership arrangements have obvious benefits in capital and operational cost savings; they also enable increased service provision to a wide range of users. Additionally, these partnerships have become a catalyst in attracting external funding (grants from other level of government). Partnerships can also add value and quality to service provision in a community. For example, the provision of major specialized sports parks that are owned and operated through a collaborative approach — between a municipality and a non-profit groups — provide high levels of resource quality. This in turn allows broader provision of service and definitely elicits higher levels of respect from users of the resource than do purely municipally owned and operated parks.

Governments at all levels have been clear that they cannot keep pace directly funding all volunteer sectors to the de-

gree demanded. As a result, and to maximize government funding, the provision of funding is preferred when sectors, or community groups with common interests, combine their resources to a common end.

According to one study, over three-quarters (76%) of Canadian municipalities work with schools in their communities to encourage the participation of municipal residents in physical activities. Less than half (46%) of municipalities work with local not-for profits, health settings (40%), or workplaces (25%) to encourage participation in physical activities amongst their residents. Approximately three-quarters (76%) of municipalities with a population of 1,000 to 9,999 and 80% of municipalities over 100,000 in population have formed agreements with school boards for shared use of facilities. In fact since 2000, the proportion of municipalities that have reported working with schools, health settings, and local-not-for profit organizations has increased by 10% to 20%.

In the wake of the increased necessity for non-profit partnerships in delivery of recreation and parks services, there is clear and alarming trend of decreased volunteerism in Alberta municipalities. The 2008 Alberta Recreation Survey states that 37% of Albertans volunteered in areas connected with culture, recreation, sports, or parks within the previous 12 months. This is down from 44% in 2000. **Volunteerism is changing.** As identified by Volunteer Canada, the main trends include the following points.

Much comes from the few. One in four Canadians volunteer. Over one-third (34%) of all volunteer hours were contributed by 5% of total volunteers.

- The new volunteer. Young people volunteer to gain work-related skills. New Canadians volunteer to develop work experience and to practice language skills. Persons with disabilities may volunteer as a way to more fully participate in community life.
- Volunteer job design. Volunteer job design can be the best defense for changing demographics and fluctuations in funding.
- Mandatory volunteering. There are mandatory volunteer programs through Workfare, Community Service Order and school mandated community work.
- Volunteering by contract. The changing volunteer environment is redefining volunteer commitment as a negotiated and mutually beneficial arrangement rather than a one-way sacrifice of time by the volunteer.
- Risk management. Considered part of the process of job design for volunteers, risk management ensures the organization can place the right volunteer in the appropriate activity.
- Borrowing best practices. The voluntary sector has

responded to the changing environment by adopting corporate and public sector management practices including: standards; codes of conduct; accountability and transparency measures around program administration; demand for evaluation; and outcome and impact measurement.

- Professional volunteer management. Managers of volunteer resources are working toward establishing an equal footing with other professionals in the voluntary sector.
- Board governance. Volunteer boards must respond to the challenge of acting as both supervisors and strategic planners.
- Volunteer development. Volunteer development is a pro-active response to the declining numbers of volunteers. By offering opportunities for training and growth, managers of volunteer resources can recruit and engage potential volunteers while retaining current participants.

A growing practice among voluntary organizations is to have volunteers keep time sheets of their hours. In addition to helping recognize volunteers' efforts, tracking time helps organizations receive funding and builds a sense of accomplishment for the individual. Many recreation service delivery organizations could not afford to operate and provide services to benefit groups and communities without volunteers, yet voluntary organizations still have infrastruc-

ture expenses such as paid staff, utility bills, telephone bills, insurance, office equipment, and furniture.

From the mid-eighties to the present the Province's economic position resulted in less money for municipalities and an effective downloading of public recreation services responsibilities. Local governments' limits to taxation thus a further downloading of responsibility took place to volunteer organizations.

There has been a great dependency on volunteers to deliver recreation services and much of the assistance to these groups has been in the form of grant in aid. This has sustained delivery at certain levels, but not to the degree that meets growing and changing needs of the market. Volunteers also require training, education and marketing support to deliver quality opportunities for the families and regions that they serve.

Social services are the largest recipient of volunteer hours. Approximately one-fifth (21%) of all volunteer hours in Canada are provided to social service organizations. Sports garner 11% of volunteer hours; other recreational and social causes benefit from 10% of all volunteer hours; while arts and culture is the beneficiary of 5% of volunteer hours in Canada.

The combined factors of decreasing support from other levels of government, increasing demand for new and exciting recreation infrastructure and programs and the changing nature of the volunteer has lead many municipalities to adopt a community development role in service delivery. This, in addition to the direct delivery of recreation facilities and programs, includes the facilitation of empowering local non-profit groups to operate facilities and / or offer programs to residents thereby leveraging public resources and providing more “bang for the public buck”.

**Community development** is the process of creating change through a model of greater public participation — the engagement of the entire community from the individual up.

The concept of community development has a broader reach than just the delivery of recreation programs and facilities; it is commonly understood to be the broader involvement of the general public in decision making and delivery. Community development in recreation delivery encompasses supporting and guiding volunteer groups to ultimately become self sufficient while providing facilities and programs that further the recreation and parks agenda in a community.

The County has recently adopted a **Community Partnerships Program** which outlines how groups can partner with the County in the provision of recreation. This program is proactive and demonstrates the Counties commitment to volunteers and other partners.

### 5.1.3. Trends in Participation

The most pertinent planning trends in recreation activity and participation that are occurring in Alberta deal with balance. Balance between as many different types of facilities and activities as possible enables majority impact of recreation and parks services in communities. This is primarily due to diverse needs of our society, as well as emerging markets of users that are realizing the benefits of recreation and parks and are striving to get more involved. Keeping the idea of balance in mind, the following key trends in recreation and parks provision pertain to strategic planning.

Traditionally, municipalities and non-profit organizations have provided recreation programming that focuses on structure. That is to say that the activities provided occur at a scheduled time during the week requiring participants to plan for and commit to a certain structure. Although these activities will continue and are necessary in some cases (i.e. team sports) **spontaneous activities** are being sought more and more by today's society. These activities can occur at any given time and require little ongoing commitment from participants. Generally speaking, about 50% of the population is involved in organized activity and the other 50% is not, therefore consideration must be given to both structured and spontaneous recreation opportunities in the future.

Citizens are demanding more flexibility in timing and activity choice, moving away from structured team sports to spontaneous activities such as fitness / wellness, leisure swimming, walking, and open gymnasiums for spontaneous activities. People are seeking individualized, informal pursuits that can be done alone or in small groups, at flexible times, often near or at home. This does not, however, eliminate the need for venues that accommodate structured activities and the stakeholder groups that utilize them. Instead, this trend suggests that planning for the general population is as important as planning for traditional structured use environments. Analyzing the issue further, if recreation budgets do not increase to accommodate this expanded scope of spontaneous use planning, it may be necessary for municipalities to partner with dedicated use team sport organizations in the development and operations of existing or new facilities in order to ensure optimal use of public funds.

Statistics Canada, through the 2005 research document entitled "Sport Participation in Canada, 2005", relates a number of key trends in sport participation occurring in the nation. In the period between 1992 and 2005, participation rates in organized sport dropped from 45% to 28% of the population. This drop was consistent across all age groups. Further to this statistic, an estimated 17% of the national population and 18% of the Alberta population were involved in structured sports in 2005.

Although many team sports offer a number of positive physical and mental benefits to participants, the concept of spontaneous recreation and the increasingly busy lifestyles of Albertans have prompted a shared focus on infrastructure development that accommodates both team sports and individual pursuits. As both provide a myriad of benefit to health and well being in a community, it is important that future infrastructure development have opportunities for both team and individual activities.

The Alberta Recreation Survey is a research instrument developed by Alberta Community Development to analyze recreation participation patterns of Albertans. The survey has been conducted approximately every four years since 1981. The results of the latest survey, the 2008 Alberta Recreation Survey, were released in 2009 and provide interesting insight as to recreation and leisure participation trends throughout the Province.

Access to the Internet and the prevalence of video games in the home has risen sharply, showing a rise in participation ranking from 13th in 1981 to 6th in 2008. Improved technology and affordability are the significant reasons for this increase in popularity. It is estimated that use of technology will continue to grow as some municipalities have already embraced technology by offering amenities such as "Nintendo Wii rooms".



The 2008 Alberta Recreation Survey provides some insight as to changing levels of participation in the Province of Alberta over the past 20 years. The most notable decreases since 1988 include (percent of households claiming participation):

- Ice skating (not hockey) (46% to 23%);
- Attending educational courses (45% in 1988 to 23% in 2008);
- Fishing (50% to 28%);
- Softball / baseball (34% to 12%);
- Attending live theatre (65% to 45%); and
- Dancing (47% to 27%).

Declines in participation do not necessarily mean that provision for an activity should be discontinued. For example, while the number of households attending live theatre has declined, the participation levels remain relatively high .

While some of the decreases are a result of an actual decrease in interest in those activities, the reduction is a result of access to a greater variety of activities, hence more choices available.

As well, Albertans felt that they had less time available and switched to those activities which were more time efficient or easier to fit into already busy schedules, or they stopped participating in those activities which required more structured environments, such as court sports, team sports, or special playing areas. Some activities (e.g. Tennis; fishing; hunting) may have lost their mass appeal with only the most committed individuals continuing to participate. Decrease may have also occurred due to general inactivity in society.

Approximately two-thirds of Canadian sport participants participate alone (65%) or with close family (69%) . More Canadians report a preference for non-competitive activities only (47%) than for competitive activities only (9%); 44% of Canadians prefer competitive and non competitive activities .

Increases in household participation were noted as well in a number of activities from 1988 to 2008. These included:

- Playing video games (37% in 1988 to 54% in 2008);
- Aerobics / fitness (30% to 45%);
- Attending a fair or festival (50% to 62%);
- Weightlifting / body building (27% to 34%); and
- Day hiking (31% to 38%).

The 2008 Alberta Recreation Survey identified the most frequently mentioned favorite recreation activities. They included: walking, golf, camping, reading, swimming, hiking, and bicycling.

The respondents indicated the following as primary reasons for their participation in recreation activities: for pleasure; to relax; for physical health or exercise; for a challenge; and to be with friends.

The Canadian Health Measures Survey (Statistics Canada) concludes that the fitness levels of Canadian children and youth, as well as adults, has declined significantly between 1981 and 2009. Among youth aged 15 to 19, the percentage who were at an increased or high risk of health problems more than tripled; for adults aged 20 to 39 this percentage quadrupled.

As well, 41 % of respondents identified a desire to take up a new activity. It is surmised that participation in these activities will be on the rise as demands increase. New activities desired included: gym / fitness; swimming; yoga; dancing; canoeing / kayaking; and curling.



Activities that are showing increasing rates of participation include hiking, attendance at fairs / festivals, playing video games, and playing golf. Dog off leash areas are also growing in demand. Communities not only are developing and providing off leash areas for their residents and their pets but they are also promoting these parks. The City of Edmonton, for example, has 40 identified parks which they promote, along with guidelines for appropriate use in its brochure "Parks for Paws". The City of Calgary lists over one hundred off leash sites in the city. According to "A Look at Leisure" Bulletin No. 55, walking a pet is a growing reason for people walking. From 1996 through 2004 the proportion of people indicating their reason for walking was to walk a pet rose over 20%.

Information from the Alberta Recreation Survey 2008 investigated 15 barriers to participation. The top six barriers were:

1. **Economic barriers** (entrance or registration fees) indicate the potential impact of these increasing costs on participation. There is a growing trend of increasing registration fees by municipal recreation departments as a form of revenue generation;
2. **Time commitments** associated with work, other activities, and family is a possible reflection on the baby-boom generation having their own families;
3. The **cost** for equipment, material and supplies, just to participate in the activity (e.g. hockey equipment) are the most significant barrier;
4. There is a growing importance of the quality of facility maintenance (aging infrastructure) as a limitation on the quality of participation;
5. Recreation facilities or areas are **overcrowded**; and
6. **No opportunity near their home** / cost of transportation.



#### 5.1.4. Recreation and Youth

In its Summer 2008 edition of Canadian Social Trends, Statistics Canada examined trends in regular sports participation of children aged 5 to 14 from 1992 to 2005. In the article entitled, “Kids’ sports”, participation in sports is described as having declined from 57% to 51%. Sports participation is most prevalent among children from high-income households and lowest among children from lower income households. Children of recent immigrants are less likely to participate in sports than children of Canadian born parents (55%). Organizations such as Kid Sport have a mandate to combat financial barriers to youth participation in sport however the issue still persists.

In 2005, 24% of children participated in sports if their parents were not involved in sports in any way. If parents were involved, even just as spectators of amateur sports, children’s participation rates more than doubled (62%). Family structure as well can influence the sports participation of children, particularly among girls. Boys’ sports participation was almost the same for all family types (ranging from 54% to 58%). In contrast, girls in lone-parent families (39%) are less likely to be sport participants than girls from intact families (48%).

The top organized sports of 5 to 14 year olds in 2005 were:

- Soccer (20% from 12% in 1992);
- Swimming (12% from 17%);
- Hockey (11% from 12%); and
- Basketball (8% from 6%).

Coined in 2005, **nature deficit disorder** refers to the disconnect between children and nature and the detrimental health effects associated with limited time out of doors. The incidence of childhood obesity and statistics about diabetes in society speak to the serious impacts on the long term health of this generation and its subsequent impact upon our health system.

Children spend significant amounts of time inside, much of it on the computer. Society’s youth, particularly those from urban areas, do not understand where food comes from (other than the store) and have an increasingly difficult time linking their health with the natural world. Connecting with nature can help move communities from a place of isolation to one of connection.

A contributor to the decreasing involvement of youth in physical activity and sport is that of the **lack of after school (3pm–6pm) programs and opportunities**. This time period has been identified as a key focus area for programming related to youth and, in a recent report entitled “Stone Soup: The Recipe for an After School Recreation Strategy in Alberta” (2010) by ARPA, Alberta municipalities have a major role to plan in providing opportunities for youth during this time frame. Although municipalities have a major role, the report outlines a strategy for how all sectors should be involved in the provision of afterschool programs. The report addresses measurable outcomes of effective afterschool programs, which in their nature could also address some of the other apparent program deficiencies for youth such as outdoor education, sport and physical activity. The measurable outcomes, although not likely achievable in their entirety in one specific program, are as follows.

- Physical activity — achievement of 45–60 minutes of quality physical activity per day
- Safety — limiting risk and liability when children are on site (where the program occurs) as well as transportation to and from the site (if required)
- Age for service — programs should focus on ages 6–12 but should be available for all youth from grades 1–12
- Inclusivity — recognition of cultural, linguistic and ethnic diversity
- Nutrition and healthy living — provision of healthy snacks (if required)
- Location — School based programming is preferred
- Costs and fees — should not be prohibitive
- Travel and transportation — costs of, and risks associated with, transportation need to be accounted for
- Registration / drop-in — both formats should be considered and offered to broaden reach and effectiveness
- School sports — programming must be coordinate with structured school activities, such as sport
- Integrated services — “piggy back” existing initiatives and programs where available and appropriate
- Hours and days — a minimum standards of three days per week is suggested
- Licensing — current licensing requirements may not apply

As mentioned, it is not realistic to expect a certain initiative or program to achieve all of the aforementioned measures, however the guidance provided will lead to more effective afterschool programs that will help further the agenda of municipal recreation but also support initiatives in health and wellness, social services and overall resident quality of life for youth.

#### 5.1.5. Recreation For All Ages

The role of municipalities in providing programming for youth is well justified and appropriate, however municipalities also have a role to play in programming for adults. A key reference in this discussion is to the **Long Term Athlete Development Plan (LTADP)**, developed by Canadian Sport For Life (CS4L), which provides an overview of seven stages of “physical literacy”. These stages are:

1. Active Start
2. FUNdamentals
3. Learning to Train
4. Training to Train
5. Training to Compete
6. Training to Win
7. Active for Life

The Plan indicates that three of these stages specifically pertain to municipal based public programming. The sport system in Canada will look to municipal government for assistance in provide programs and awareness for these three stages, namely 1) Active Start, 2) FUNdamentals (both directed towards youth) and 3) Active for Life (directed towards young, middle aged and older adults). Although the connect between the LTADP and municipal programming is in the process of gaining momentum, this nationally renowned Plan will provide a basis for program planning and role development as the movement progresses.





### 5.1.6. Infrastructure Trends

Trends in the provision of community recreation facilities include the delivery of spontaneous use recreational opportunities and schedule use activities, as well as the opportunity for all family members to take part in different recreation opportunities simultaneously at locations much like Millennium Place (i.e. the **leisure mall concept** or “multi-plex” facilities). These development ideologies are based on trend information indicating decreases in structured / organized activities such as team sport and increases in spontaneous activity participation such as walking / jogging and fitness / wellness activities. People are increasingly becoming interested in their overall fitness including healthy eating. As well, an increasing number of activity choices for all ages suggest there is a need to provide multi-use spaces that accommodate as many different types of activities as possible that will accommodate a range of physical and mental abilities. This includes those with physical and mental challenges through to the competitive athlete.

The idea of **multi-use spaces** is a necessity in creating sustainable infrastructure and ensuring majority use of public spaces. As recreation needs and preferences change, so to do the infrastructure requirements to meet them. If spaces are designed for a variety of uses, then the potential

for these spaces to meet a variety of existing and future needs is more likely than if spaces are planned for dedicated, single purpose use. Municipal recreation providers are also choosing to offer healthier food choices at recreation facilities and even developing teach kitchens and associate programming to promote healthy eating.

### 5.1.7. The Balance Between Indoor and Outdoor Recreation

A new concept in recreation planning is to ensure that the indoor recreation environment interacts seamlessly with the outdoor recreation environment. This can include such ideas as indoor / outdoor walking trails, indoor / outdoor child play areas and indoor / outdoor aquatics facilities. Although there are a number of operational issues that need to be considered when planning indoor / outdoor environments (cleaning, controlled access, etc...) the concept of planning an indoor facility to compliment the site it is located on (and associated outdoor amenities included) as well as the broader community parks and trail system is prudent and will ensure the optimization of public spending on both indoor and outdoor recreation infrastructure. This interaction can also be less involved, such as ensuring that interior facility spaces have optimum viewpoints of the outdoor site environment and capitalize on existing site topography.

### 5.1.8. Multi-use Spaces

The idea of multi-use spaces is a necessity in creating sustainable infrastructure and ensuring majority use of public spaces. As recreation needs and preferences change, so to do the infrastructure requirements to meet them. If spaces are designed for a variety of uses, then the potential for these spaces to meet a variety of existing and future needs is more likely than if spaces are planned for dedicated, single purpose use.

### 5.1.9. Partnerships

Partnerships in the development and operations of recreation infrastructure are becoming more prevalent in Alberta municipalities. These partnerships can be as simple as facility naming and sponsorship arrangements and as complex as lease and contract operation agreements for facility spaces. Interest in partnerships within the private and non-profit sectors in partnering with the public sector in the provision of recreation infrastructure has occurred for a number of reasons, including but not limited to:

- The infrastructure in question meets program goals of program providers (i.e. a minor ice user group will support the development and operations of an ice arena)
- The infrastructure in question is “healthy” in nature and generates enough facility traffic to be an attractive venue for corporate advertising and thus, sponsorship

The County’s new Community Partnership Program (CPP) outlines how the County will work with partner groups in achieving common goals.

### 5.1.10. Migration Between Rural and Urban Centre

This has already started to occur with increased population in sub-urban areas or “**rurban**” country residential subdivisions. Planning for this trend requires greater emphasis in locating infrastructure like walking trails, parks and social events areas. It suggests that the greatest expenditure for regional (inter-municipal) leisure infrastructure should still be focused towards areas in proximity to, or within (in the case of major regional facilities) major centres. The flip side of this issue is the movement from the rural areas into the urban centres. This is particularly evident as people age and the desire to be closer to services and amenities is heightened.



### 5.1.11. Natural Play Spaces

The importance of play for children has been extensively documented. In fact the International Play Association ([www.ipacanada.org](http://www.ipacanada.org)) goes further and states that, “play is fundamental to all aspects of child development and is a key component in preserving community and culture, in the broadest sense.” The UN Convention on the Rights of the Child (Article 31) speaks directly to the right of children to play. One way suggested to enrich play and to address issues such as nature deficit disorder is to design or provide natural play spaces. These spaces can be varied but are natural in colour and utilize natural materials in their design and development. Natural play spaces can be more challenging and can provide a greater variety of play and experiential opportunities.

### 5.1.12. Community Greening

Urban naturalization is an ecologically-based approach to landscape management that seeks to restore environmental integrity to the urban landscape. Urban naturalization, also known as natural landscaping or naturescaping, creates environmentally sound, sustainable landscapes through the use of plant species native to the region. In comparison to conventional landscaping, natural landscapes are inherently low maintenance, self-renewing and can help foster a new relationship of urban environmental stewardship. Connected naturalized areas can also help restore landscape functions with the surrounding ecosystem.

## 5.2. Inventory and Assessment of Existing Facilities

The hamlet of Josephburg has over 41,000 sq.ft. of public indoor recreation facility spaces. These spaces include:

- Strathcona Area 5 Senior Citizens' (Josephburg) Drop-in Centre (operated by the Strathcona Area 5 Senior Citizens Club)
- A Community Hall (operated by the Josephburg Agricultural Society); and
- The Moyer Recreation Centre which includes a multipurpose hall and an ice arena (operated by Strathcona County).

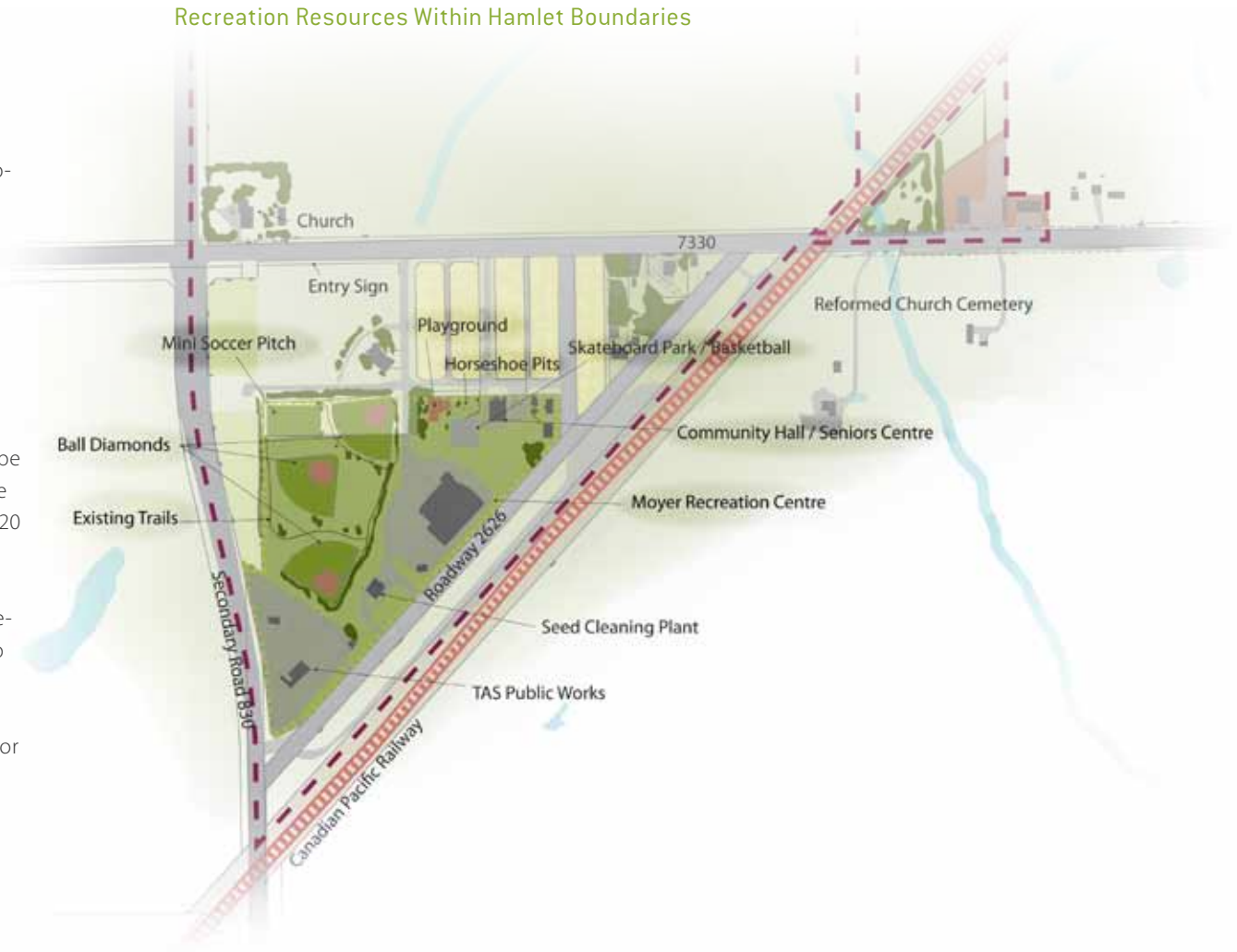
The replacement value for these facilities is estimated to be between \$10–\$15M (2012). Each of the three facilities have been well maintained and have life expectancies of over 20 years.

Other indoor facilities utilized by the community for recreation purposes include the church basement, the art club facility, and the meeting room at County Heartland Hall contact office. For a community of its size, the Hamlet of Josephburg is well serviced in terms of indoor and outdoor recreation infrastructure.

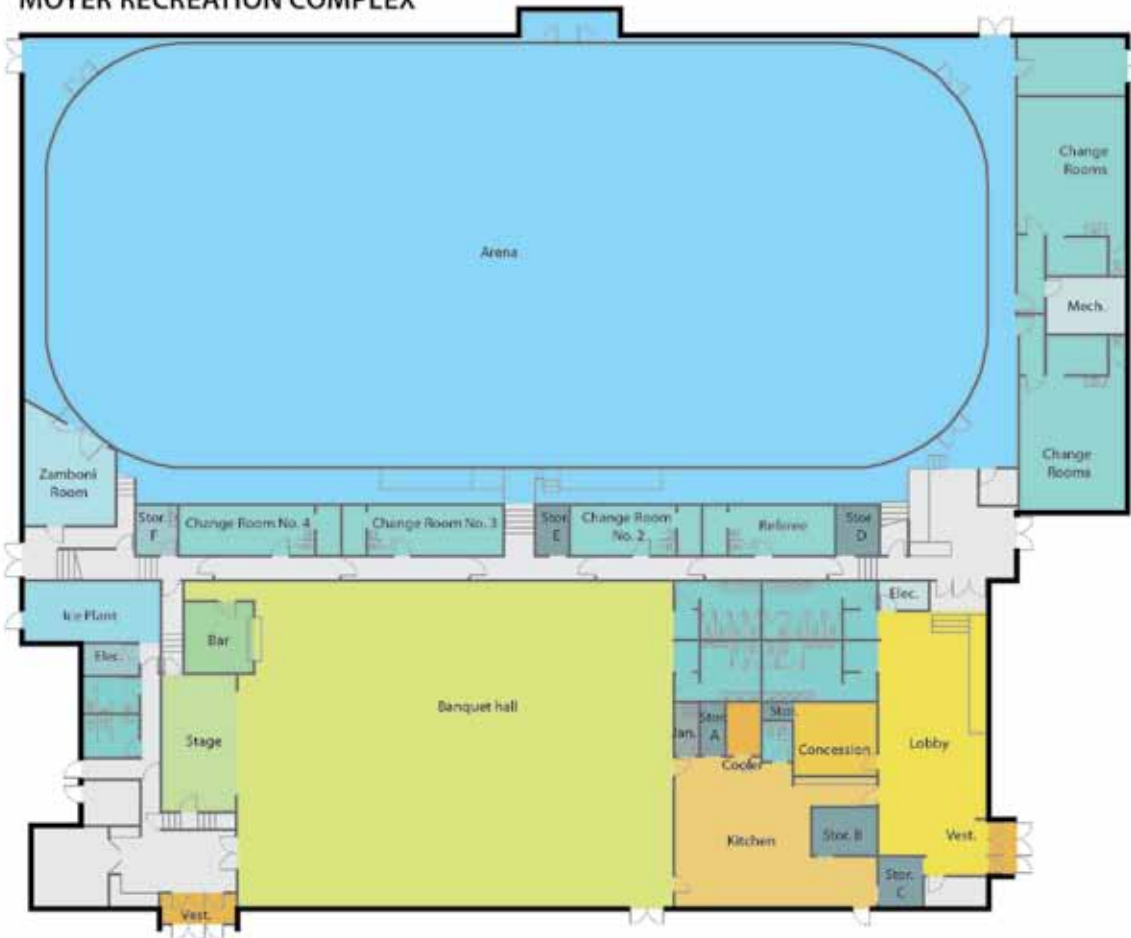
Outdoor facilities in the hamlet include:

- Three ball diamonds
- A mini soccer pitch
- A playground (grand opening in 2012)
- Skateboard facility
- Horseshoe pits
- Outdoor basketball hoops
- Walking trails (limited)

Recreation Resources Within Hamlet Boundaries



## MOYER RECREATION COMPLEX



Additional outdoor recreation facilities available to hamlet residents but outside of the hamlet boundaries include:

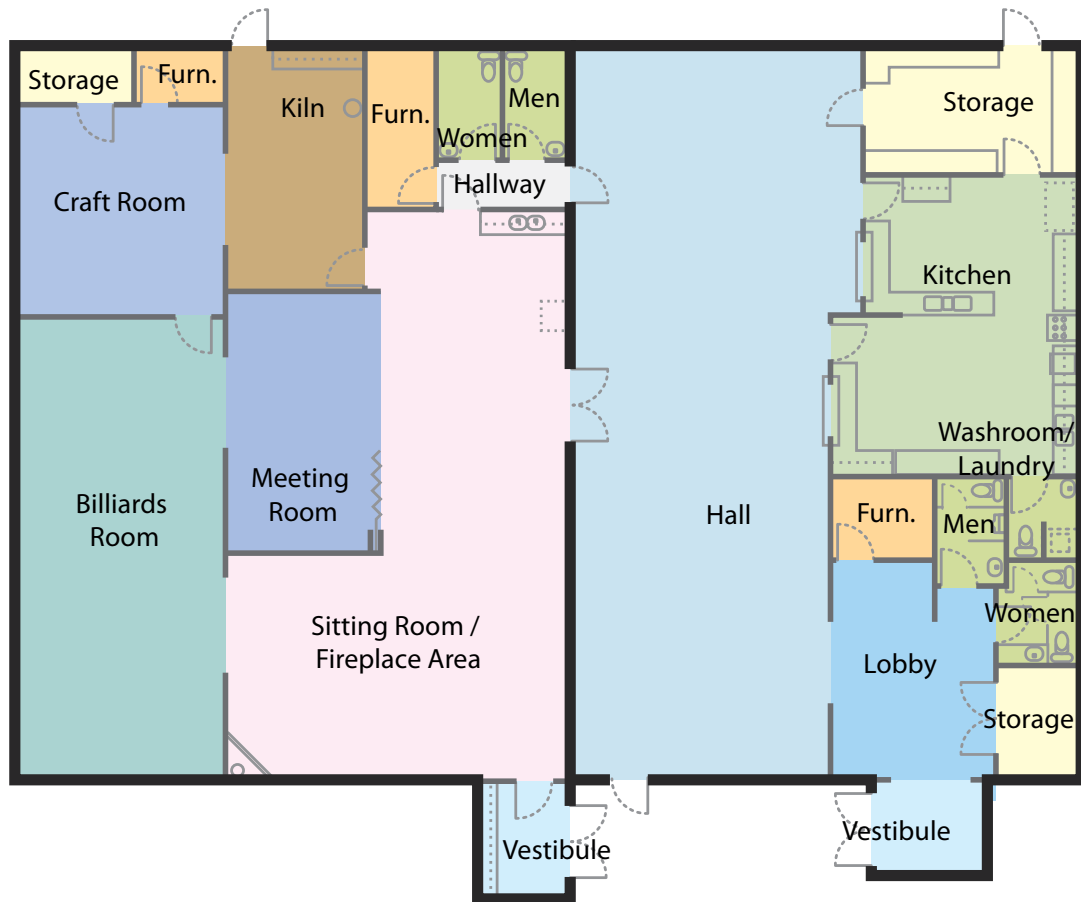
- Private snowmobile trails
- Road biking
- The Gymkhana Grounds

Although usage information is limited for hamlet recreation facilities, facility users include hamlet residents, rural Strathcona County residents and residents from adjacent municipalities such as Fort Saskatchewan.

In 2011, the Moyer Recreation Centre arena was utilized 1,584 hours (114 hours of summer dry surface use). Ice users include both minor and adult groups and originate within the County as well as Fort Saskatchewan and other capital region municipalities.

The Hall at the Moyer Recreation Centre hosted a total of 42 events in 2011. Josephburg Presents is a primary user of the hall, averaging 5 performances per year and drawing crowds of 250–300 people. The Hall is also rented for weddings and other community events. Facility floor plans for each indoor facility are included here and on the following page.

**JOSEPHBURG SENIORS CENTRE**      **JOSEPHBURG COMMUNITY HALL**





### 5.3. Site Assessment

As part of the creation of the Recreation Master Plan, an assessment of the hamlet was undertaken to evaluate the site's developmental opportunities and constraints. The assessment addressed the environmental, spatial, amenities, and circulation related issues of the Josephburg community. This assessment influenced the Master Plan as it highlighted the community's recreational assets as well as issues which needed to be addressed in the development of the Master Plan.

The ball diamonds and mini soccer pitch within the study area present a great opportunity for recreation for residents of the Josephburg community. Although the three diamonds are utilized on occasion, there is potential to reallocate existing diamonds to accommodate larger rectangular fields thereby balancing sportsfields provision in the hamlet. This concept was identified in the current Area Structure

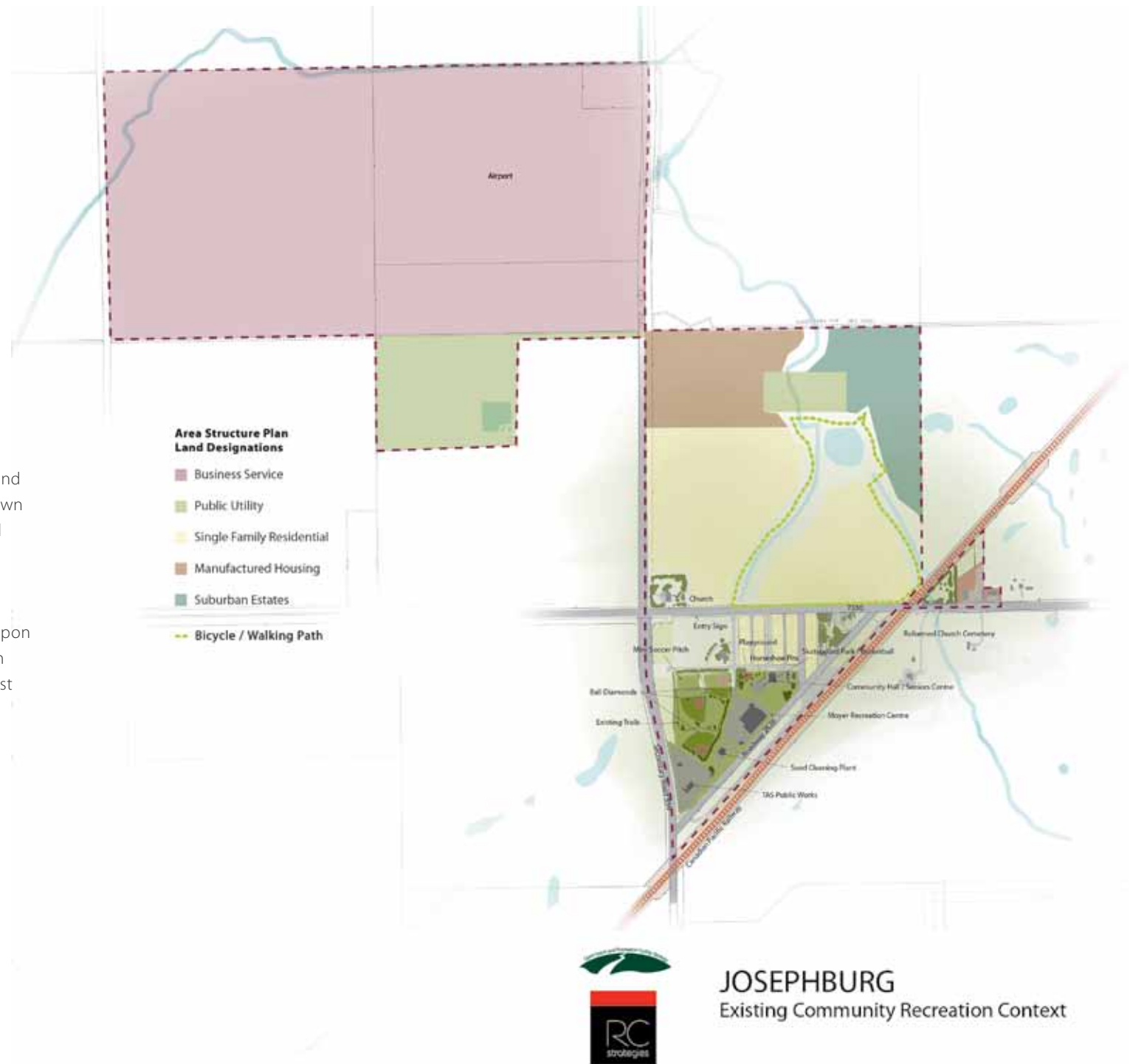
Plan and further discussed throughout the planning process. Strategic direction in regards to sports fields related to the County's Sportsfield Strategy indicate no specific details regarding the features in Josephburg but does state that no new additional sportsfields should be developed in the County. A reallocation would satisfy this direction.

The County currently operates a Transportation and Agriculture Services (TAS) works yard on municipal reserves within the hamlet boundaries immediately south of Heritage Park. As TAS is planning to relocate in the next 5–10 years, the potential repurposing of the site provide opportunities for future recreation and parks amenities in the hamlet. Also adjacent to the existing park site the County leases land to a seed cleaning operation. As the lease for the land is scheduled to be complete by 2014, potential repurposing of the lands also provide opportunities for future recreational uses (should the lease not be renewed).

Parking in the hamlet for the purpose of recreation is sufficiently accommodated at a large lot adjacent to the Moyer Recreation Centre. Pedestrian circulation throughout the study area is in need of improvement. The existing trail system is limited to the Heritage Park Site and is insufficient to accommodate non-motorized transportation throughout the community and therefore poses a constraint for access to recreational amenities. There is limited opportunity to create linkages utilizing municipal reserve and environmental reserve lands (MR / ER), PULs, ROWs, but reserve lands set aside in future developments provide opportunities to enhance the connectivity between the recreational facilities, schools, and residences. The existing road network in the community is also limited in capacity to accommodate adjacent walking trails and thus walking, and other forms of active transportation, must remain on roadways which is not ideal.



The existing undeveloped lands north and north west of the existing townsite (shown here) present opportunity for additional recreation spaces and trail connections once lands are developed. This is not expected to occur in the near future as development will likely be dependent upon water servicing in the community which is, and is expected to continue to be, cost prohibitive.



**JOSEPHBURG**  
Existing Community Recreation Context

## 5.4. Community Engagement

In order to engage members of the Josephburg community in the development of the Plan, a community visioning session was held early in the process in order to help identify the key elements of this Master Plan. The session was planned and facilitated under the guidance of the County's **Public Engagement Framework**. The session was held at the Josephburg Community Hall on February 27, 2012 and was attended by 47 individuals from the hamlet and surrounding area. In order to prepare for the session, attendees were sent a briefing package outlining existing recreation facilities, trends and other research conducted to date.

Attendees indicated that they were affiliated with the following groups. Some attendees did not indicate they were affiliated with any specific group.

- Josephburg Ag Society
- Ft Sask 4H beef
- M&M Mohr Farms
- Josephburg hockey
- Scotford
- Elk Island Art Club
- Josephburg Community Church
- Josephburg Presents
- Josephburg playschool
- Brookville community league
- community resident

Session attendees were separated into two groups, each group discussing the following questions:

1. What are the good things about Josephburg?
  - Why have you chosen to live here?
2. What indoor recreation program spaces / facilities do we have now in Josephburg?
  - What outdoor spaces / facilities currently exist?
3. Imagine 20 years from now in Josephburg. What recreation **activities and programs** are available in the community?
  - Consider different seasons, age groups
  - For each activity or program indicate:
  - Indoor / outdoor
  - New / existing
  - Age group.
  - Consider each activity & program
4. What are the **existing** facilities / amenities in the community for each activity / program?
  - Strengths of existing facilities / amenities?
  - What changes are required in existing facilities / amenities?
  - Consider each activity & program
5. What **new** facilities / amenities are needed in the community to accommodate the activity / program?
  - Brief description of new facility?
  - Where in the hamlet should the new facility be situated? Why?
  - Are there any considerations that should accompany any new developments?
  - Facilities and Amenities
6. Consider both the **new** facilities and the **existing** facilities that require improvement...
  - ...how would you **prioritize** these development and redevelopment ideas?

The findings of the vision session are outlined as follows:

1. What are the good things about Josephburg?
  - Why have you chosen to live here?

### **Session findings (#1)**

- **Safe, rural lifestyle and values**
- **Strong community and family "roots" / tradition**
- **Volunteers are strong leading to great community spirit**
- **Good community amenities (recreation and culture)**
- **Proximity to employment**

2. What indoor recreation program spaces / facilities do we have now in Josephsburg?
  - What outdoor spaces / facilities currently exist?

**Session findings (#2)**

- **A Seniors Drop-in centre**
- **A Community Hall**
- **The Moyer Recreation Centre which includes a multipurpose hall and an ice arena**
- **Three ball diamonds**
- **A mini soccer pitch**
- **A playground (grand opening in 2012)**
- **Skateboard facility**
- **Horseshoe pits**
- **Outdoor basketball hoops**
- **Walking trails (limited)**
- **Private snowmobile trails**
- **Road biking**
- **Activities at the airport**
- **The Gymkhana Grounds**

3. Imagine 20 years from now in Josephsburg. What **recreation**

**activities and programs** are available in the community?

- Consider different seasons, age groups
- For each activity or program indicate:
  - Indoor / outdoor
  - New / existing
  - Age group.
- Consider each activity & program

4. What are the **existing facilities / amenities** in the community for each activity / program?

- Strengths of existing facilities / amenities?
- What changes are required in existing facilities / amenities?
- Consider each activity & program

5. What **new** facilities / amenities are needed in the community to accommodate the activity / program?

- Brief description of new facility?
- Where in the hamlet should the new facility be situated? Why?
- Are there any considerations that should accompany any new developments?
- Facilities and Amenities

*Session findings (# 3,4,5)*

Desired future activities	Currently accommodated?	Future enhanced or new facilities required...
Social gathering / banquet	Yes	Sustain MRC hall, sustain Community Hall or build new
Special events (indoor and outdoor)	Yes	Sustain MRC hall, sustain Community Hall, new outdoor special event areas
Older Adults Activities	Yes	Sustain Seniors Drop-in or build new
Agri-recreation (indoor and outdoor) — cattle penning, riding,	No	Indoor riding arena, outdoor areas for riding, racing, penning, etc...
Gymnasium activities	No	Enhance MRC hall to accommodate
Walking	Yes (on roads)	Trail system
Bicycling	Yes (on roads)	Trail system
Archery	No	?
Camping	No	Campground
Fitness	No	Enhanced MRC or Community Hall
Gardening	No	Community garden
Baseball	Yes	3 may be too many
Soccer	Yes (mini)	Possibly convert one ball diamond to soccer
Hockey / ice sports	Yes	Sustain MRC
Playschool	Yes	Sustain Community Hall

6. Consider both the **new** facilities and the **existing** facilities that require improvement...
- ...how would you prioritize these development and redevelopment ideas?

*Session findings (#6)*

Potential enhancement or new facility	# of mentions	% of total
Indoor Riding Arena (Agri Rec Multi)	46	36.5%
Community Hall Sustain	12	9.5%
Campground (Serviced)	11	8.7%
Dedicated Fitness Area	10	7.9%
Dedicated Playschool	6	4.8%
Storage in Seniors Centre	5	4.0%
Community Gardens	5	4.0%
Replace Community Hall	4	3.2%
Gymkhana Replacement	4	3.2%
Restaurant	4	3.2%
Arena — Kitchen Upgrades	3	2.4%
Walking Trails	3	2.4%
Rec Centre — Sustain Existing	2	1.6%
Enhance Rec Centre Grounds	2	1.6%
Classroom / Program Space	2	1.6%
Moyer Rec Storage	1	0.8%
Finish Soccer Pitch	1	0.8%

Potential enhancement or new facility	# of mentions	% of total
Enhances Concession	1	0.8%
New Gymnasium	1	0.8%
Concert Staging Area	1	0.8%
Archery Facility	1	0.8%
Snowmobile Trails	1	0.8%
Rec Centre Hall — Enhance Gym Activities		0.0%
Linking Trail Enhancements (Markings, Lights)		0.0%
Enhance Ball Diamonds		0.0%
Ball Diamonds — Relocate		0.0%
Walking / Riding in Road Allowance		0.0%
Campground		0.0%
Field house		0.0%
Parking		0.0%
RV Parking		0.0%
<b>Total</b>	<b>126</b>	<b>100.0%</b>

## 5.5. Trends and Research Summary

Once a draft Community Recreation Master Plan had been developed, community stakeholders were provided with formal opportunities to provide feedback. This community engagement activity is described in Section 6.5.4 Public Review Open House.

### 5.4.1. Other Consultation

Other community priorities identified through other planning processes (i.e. playground planning sessions, etc.) or through direct request by residents of the County included:

- Welcome signage needs to be replaced
- Playground / site visioning priorities:
- Trails
- Benches and tables
- Chicken statue
- Fountain
- Fishing pond
- Outdoor rink
- Adult fitness equipment

The priorities identified by session participants, along with broad recreation trends, and the Open Space and Recreation Facility Strategy (OSRFS) present some implications for the planning of indoor and outdoor facilities and amenities in Josephburg. The following indoor and outdoor priorities were identified for the hamlet of Josephburg.

Key indoor priorities:

1. Sustain existing indoor facilities
2. Agri-recreation facilities
3. Fitness
4. Playschool
5. Gymnasium activity

Key outdoor priorities:

1. Agri-recreation facilities and campground
2. Community gardens
3. Trails
4. Sports field reallocation
5. Community signage

*\*Although agri-recreation facilities have been identified as a priority by the community, the site requirements for a facility of this nature (60–80 acres) and ideal site criteria prohibit the municipal reserves located in the hamlet of Josephburg from accommodating agri-recreation facility development (indoor and/or outdoor). Should an agri-recreation facility be developed in the hamlet, the existing park site would not be large enough to accommodate an ideal facility even if all other site amenities were repurposed. Furthermore, an ideal site for major agri-recreation facilities would be located closer to major highway and more centrally located in the County / Region.*



## 6.0 — THE FUTURE OF RECREATION IN JOSEPHBURG

### 6.1. Vision

The following vision statement for recreation in Josephburg is based upon the community input received and strategic planning already being implemented by Strathcona County.

*Recreation opportunities in Josephburg are safe, accessible, and complimentary to a rural lifestyle. These opportunities are provided in partnership with active, spirited volunteer community groups and individuals in such a way that impact upon the natural environment is minimized.*



### 6.2. Goals

The following goals have been prepared as a foundation for the recommendations contained in this Master Plan. As well they provide direction for future Strathcona County decision making in relation to future recreation, parks and open spaces.

- The development of **new outdoor recreation facilities and amenities should leverage existing facilities and community assets** when and where possible. The Moyer Recreation Centre site and adjacent park will be the focus for future recreation investment in the Hamlet. Although there is only one major recreation hub in the Hamlet, connections need to be established throughout residential areas to ensure access to recreation opportunities for residents. As it is impossible to establish connections in existing areas, future growth must plan for Josephburg becoming a walkable community.

- **Safety should be a primary factor** when assessing new indoor and outdoor recreation facility development opportunities. Consideration should be given to overall visibility of areas as well as safe access and egress from the park and facility hub. A **multi-use approach should be taken** whenever possible. This refers to the avoidance of single, dedicated use facilities or amenities in terms of activity type or user. This approach helps leverage the value of the assets to the entire community.
- Any development should **respect existing land designation, be it Municipal or Environmental Reserve or Conservation Easement**. This means that development will not encroach upon but will both respect and enhance the reserve lands and natural areas within the community.

Based upon the indoor and outdoor priorities identified, the Plan vision and Plan goals, the following themes have been developed to help guide future recreation development.

## #1 TRAILS

### 1. Trails

- a) Maintain and sustain current trails at the park site, achieving trail provision guidelines as outlined in the Trails Strategy
- b) New trail development to promote connectivity in existing areas as well as in new recreation lands as they are made available

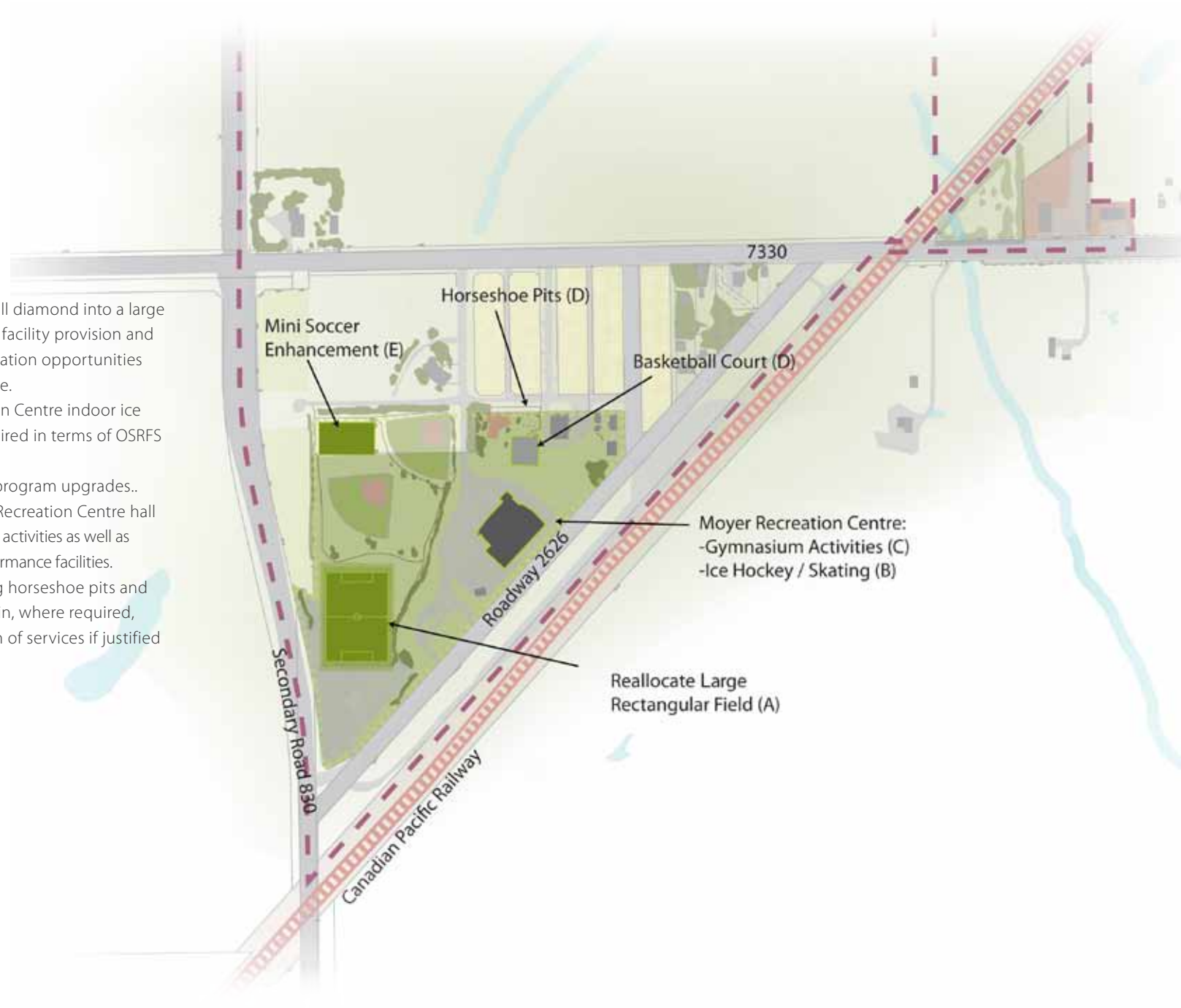




## #2 SPORTS

### 2. Sports (indoor and outdoor)

- a) Reconfigure one existing ball diamond into a large rectangular field to balance facility provision and allow for more diverse recreation opportunities once land becomes available.
- b) Sustain the Moyer Recreation Centre indoor ice arena, investing in it as required in terms of OSRFS facility infrastructure reinvestment and lifecycle program upgrades..
- c) Retrofit the existing Moyer Recreation Centre hall to accommodate gymnasium activities as well as existing hall / banquet / performance facilities.
- d) Monitor and sustain existing horseshoe pits and basketball court and invest in, where required, to ensure ongoing provision of services if justified through usage levels.



### #3 SPECIALTY AREAS (OLDER ADULTS, YOUTH, STREETSCAPES)



#### 3. Specialty Areas (Older adults, youth, streetscapes)

- a) Provide new and/or enhanced entry signage for the hamlet
- b) Monitor and sustain existing playground and skateboard feature and invest in, where required, to ensure ongoing provision of services if justified through usage levels
- c) Enhance skateboard feature if justified through usage levels
- d) Provide outdoor fitness equipment / older adult playground in the existing park site
- e) Enhance community streetscape through plantings around entry signage and at key locations in the community to improve community aesthetics

## #4 COMMUNITY GATHERING

### 4. Community Gathering

- a) Provide a community garden on repurposed municipal reserve adjacent to the Moyer Recreation Centre as the land is made available
- b) Develop a natural community gathering space on repurposed municipal reserve in the area immediately south of the existing park site once lands are made available
- c) Sustain the Moyer Recreation Centre for community gathering / social banquet use including both the arena and hall, investing in it as required in terms of facility capital replacement and program upgrades



## 7.0 — PUBLIC REVIEW

A draft Josephsburg Community Recreation Master Plan was presented on June 13th, 2012 at the annual Josephsburg Chicken Supper. Draft Plan information was also posted on the Strathcona County website and a mail out was sent to every household in the hamlet. Presentations of the Plan were also delivered to the Josephsburg Agricultural Society at different points throughout the process. In each case, a feedback form intended to collect comments on the draft plan was provided to stakeholders. Again, the **County's Public Engagement Framework** was utilized in gathering feedback from stakeholders. The following summary portrays the results of the feedback received.

### Theme A: Trails

Overall, the trails were positively received, with ten of ten respondents agreeing with how the trails section of the plan is laid out. There were some respondents who left comments encouraging maintenance of existing trails, and development of new. There were a number of comments accompanying the respondents' rating of this theme. These included:

- *It would be nice if there was a path for walking and bikes that encircled all of Josephsburg*
- *Trails are in poor shape; this would be useful for joggers*
- *The existing trails need to have the weeds removed then keep weeds down rather than growing them*
- *Our current walking path is beyond repair but would be nice to have it wider. Also benches and picnic tables with some shade trees. A definite must as we can't walk on the busy road*

### Theme B: Sports

Nine of ten respondents agreed with this section of the study, with one unsure. There were a number of comments accompanying the respondents' rating of this theme. These included:

- *The fields do not seem to be used in the summer. How about an outdoor arena?*
- *Sports might be fun to watch, especially if they come with a hotdog stand*
- *It would be nice for Moyer to have a fitness centre with exercise equipment (treadmills, weights, etc)*
- *We really need walking areas for older adults in the winter- Moyer Rec arena, a place large enough to hold fitness classes like yoga, volleyball, etc.*

There was one respondent who expressed concern that the existing sports fields were not well used, and that something such as an outdoor arena would be preferable to the proposed development.

### Theme C: Specialty Facilities

Eight of ten respondents agreed, with one unsure and one not responding. There were a number of comments accompanying the respondents' rating of this theme. These included:

- *Improve skateboard park. How about road hockey set up in the area?*
- *Curious re: Older adult playground?*
- *The existing playground is well used*

One respondent expressed interest in the idea of an older adult playground, while others focused attention on the playground and skateboard park for youth.

### Theme D: Community Gathering

Eight of ten respondents said yes, they agreed with this plan, while two said no. There were a number of comments accompanying the respondents' rating of this theme. These included:

- *Fort Saskatchewan amphitheatre seems to get damaged and not used very much*
- *That might be nice, but I doubt that my wife and I would use it*
- *We don't need an amphitheatre or community garden. No one to look after this stuff.*

Two respondents were not in favor of the proposed amphitheatre, stating that it would not be used, or that a similar structure in Fort Saskatchewan is prone to damage and is not heavily used. A third respondent liked the idea, but stated that members of the household were unlikely to use such facilities.

### Other Comments

A number of comments were included on the feedback forms by some of the respondents. A few of these comments were addressed towards the size of the Hamlet, with two respondents stating that the current size was desirable, and while more facilities are fine for the current population, they did not want to see huge population growth. One respondent expressed concern that taxes would rise to pay for these new developments, and stated that the low taxes were part of the desirability of the area to live in. One respondent suggested that care and maintenance of current and any new facilities should be a priority, while another respondent said that accessibility for handicapped people on the trails and outdoor facilities should be addressed.

### Other comments included:

- *Way better handicap accessibility to outdoor trails and facilities is needed!*
- *These ideas are all well and good, but I don't want to pay for them by having my taxes go up 100%. We need new water pipes and better water pressure, more; and parking for 1 to 2000 cars to accommodate the functions we have now. Maybe we can put a gravel parking lot along the tracks that CN can use also paved back alleys would be nice and regular snow removal would also be great. A row of spruce trees and a sound barrier wall along the road by the tracks would improve the livability of the place. Again all from infrastructure money would be best. It's the size of the Hamlet and the low taxes and the absence of crime that is the main attraction of this place. A quiet out-of-the-way place. A nice place to retire.*
- *Too bad they (County) won't let Josephburg grow.*
- *Yes, we are going to have a nice community to live and play in. So much that we could use; more street lights, low shade like they have in Sherwood Park. The streets are too dark at night. People feel safer if that can see.*
- *Maintain and improve the existing facilities. Current maintenance is not as good as it should be.*
- *I'm excited about future plans for Josephburg; I don't want it to get bigger but your plans will make Josephburg a more enjoyable, beautiful place for families to live!*
- *We need a larger hall than the Community Hall so we can play volleyball and have an indoor walking track*



## 8.0 — IMPLEMENTATION

Each of the four strategic themes is important in the overall implementation and effectiveness of the Josephburg Community Recreation Master Plan. That being said, there are priorities within each theme that are presented below based upon a logical and optimal approach to achieving the goals outlined herein. The time periods indicated are in line with those referenced in the OSRFS.

### 8.1. Capital Implications

The table presents the capital implications of the Master Plan in relation to the phases of the Open Space and Recreation Facility Strategy.

**Overall Total (Short and longer-term):**

**\$1,963,545 (2012 dollars)**

**\*Subject to Council Budget Approval**

Plan Implementation		
Theme	Brief Description	Time Period
<b>1. Trails</b>		
A) Maintain and sustain current trails	Enhance existing trails (approximately 525 meters) to Trails Strategy guidelines	Short Term
B) New Trails	New trail development (approximately 575 meters) to Trails Strategy guidelines	Short Term
<b>2. Sports</b>		
A) Reconfigure ball diamond	Reallocate existing ball diamond to large rectangular field (when adjacent lands become available)	Longer Term
B) Sustain Moyer Recreation Centre (MRC)	Upgrade to facility lobby, ice resurfacers room expansion, hall storage and other program enhancements *already identified in the OSRFS	Longer Term
C) Retrofit Moyer Recreation Centre Hall	Retrofit of existing community hall space in the MRC to accommodate gymnasium activities and traditional hall activities	Short Term
D) Sustain existing amenities	Monitor use of horseshoe pits and basketball courts and reinvest in facilities if warranted by usage levels	Longer Term

Plan Implementation		
Theme	Brief Description	Time Period
<b>3. Specialty Areas</b>		
A) Entry signage	New / enhanced community entry signage	Short Term
B) Sustain playground and skateboard feature	Reinvest in existing playground and skateboard feature to sustain current service	Longer Term
C) Enhance skateboard feature	Enhance skateboard feature if warranted by usage levels	Longer Term
D) Outdoor fitness	Installation of outdoor fitness equipment / older adult playground	Short Term
E) Streetscape	Plantings around entry signage and along arterial roadways	Short Term
<b>4. Community Gathering</b>		
A) Community garden	Develop community garden on repurposed municipal reserve as land becomes available	Longer Term
B) Community gathering space	Develop natural community gathering space on repurposed municipal reserve as land becomes available	Longer Term
C) Sustain Moyer Recreation Centre	Sustain MRC hall and arena (dry land) for community gathering and social banquet uses	Longer Term

## 8.2. Operating Implications

None of the infrastructure proposed is expected to have significant staffing or operational cost (utilities, janitorial, supplies) impacts to the County with the exception of on-going maintenance of existing and new assets. For instance, the trails proposed indicate the need for \$5 per lineal meter (Trails Strategy, page 64) in ongoing annual operational budgeting; a total of \$2,625 annually in the Immediate phase and an additional \$2,875 annually in the Emerging phases.



		Short Term	Longer Term
Theme	Element	Cost Implications	Cost Implications
<b>1. Trails</b>			
A) Maintain and sustain current trails	Paved Trails	\$78,750	
B) New Trails	Paved Trails	\$86,250	
<b>2. Sports</b>			
A) Reconfigure ball diamond	Rectangular field		\$50,000
B) Sustain Moyer Recreation Centre	Facility life cycle and program upgrades		\$1,420,545
C) Retrofit Moyer Recreation Centre Hall	Facility program upgrade	\$70,000	
D) Sustain existing amenities	Outdoor amenities		\$15,000
<b>3. Specialty Areas</b>			
A) Entry signage	Signage	\$50,000	
B) Sustain playground and skateboard feature	Outdoor amenities		\$10,000
C) Enhance skateboard feature	Outdoor amenities		\$50,000
D) Outdoor Older Adult Fitness Equipment	Outdoor amenities	\$35,000	
E) Streetscape	Plantings	\$48,000	
<b>4. Community Gathering</b>			
A) Community garden	Outdoor amenities		\$25,000
B) Community gathering space	Outdoor amenities		\$25,000
C) Sustain Moyer Recreation Centre	Facility life cycle investment		*See 2.B
	Total	\$368,000	\$1,595,545

Overall Total (Short and long-term): \$1,963,545 (2012 dollars)

\*Subject to Council Budget Approval





## 9.0 — SUMMARY

The 2012 Josephsburg Community Recreation Master Plan has been developed to help guide Strathcona County Council and administration in the future maintenance and provision of community facilities, parks, and open spaces in Josephsburg. It has been developed based upon a community needs assessment that included review and recognition of:

- Numerous municipal planning documents. Some of which included:
  - Strathcona County Strategic Plan;
  - Municipal Development Plan;
  - Josephsburg Area Structure Plan; and
  - The Open Space and Recreation Facilities Strategy.

An analysis of the demographics of the community was undertaken as was research into community service trends and for the provision of leisure, recreation, and cultural services.

Stakeholder consultation played a significant role in the development of this Community Recreation Master Plan. Visioning sessions were convened with community stakeholder groups and the public. The output from these sessions was instrumental in the development of the strategic themes that are integral components of this Master Plan.

The Josephsburg Community Recreation Master Plan is presented in four separate themes. These themes have been

developed based upon public engagement, data collected and constraints inherent within the hamlet of Josephsburg (i.e. roadways, environmental reserve, etc.). The four separate themes are as follows:

1. Trails
2. Sports
3. Specialty Areas
4. Community Gathering

Upon review, community stakeholder groups and residents were very supportive of the aforementioned themes and the development concepts for each.

Implementation of all elements of the four strategic themes will require estimated expenditures in the short term of \$368,000 and long term of \$1,595,545, subject to Council and budget approval.

The OSRFS principles of maximizing usage, flexibility in spaces and infrastructure reinvestment should guide discussions to achieve synergies in space functionality to best meet community needs.

A complimentary OSRFS community hall study is expected to be completed in 2013, and will review the sustainability of community halls and seniors centres County-wide, and

will provide data and best practices information to help build the plan for hall spaces moving into the future.

Continued dialogue will occur as part of the Community Halls Study between Strathcona County and the Josephsburg community relative to long term usage, function and community needs for the community hall and seniors centre, integrated with MRC infrastructure reinvestment plans and facility lifecycle program plans (Community Halls Facility Infrastructure Audit Reports were updated in fall 2012).

The four Master Plan themes have been based upon sound research and community engagement. The implementation and ultimate build out of each theme considers a balanced capital expenditure approach and promotes social, environmental, and economic sustainability. Although the Master Plan implementation schedule and associated costs are presented, it is important to note that actual development in the hamlet will be facilitated through strong and fruitful relationships between Strathcona County and other community stakeholders such as local non-profit program groups and other levels of government. By fostering both existing and new relationships in the provision of public recreation opportunities Strathcona County will be able to: optimize the use of public funds; ensure that public investment meets majority community need; and guarantee that all aspects of community sustainability are considered in decisions related to recreation and public spaces.

