

The background of the entire page is a topographic map with contour lines in shades of orange, yellow, and white. The lines represent elevation and are more densely packed in some areas, indicating steeper terrain. The overall color palette is warm, ranging from light yellow to deep orange.

Part 1:

Background

**Parks and Recreation Master Plan Update
and Lake Simcoe Enjoyment Strategy**

**Town of Innisfil
July 2023**

Prepared by:

thinc design
in association with:

Mehak, Kelly & Associates
TourisTICS
TCI Management Consultants
Baird
Plan B Natural Heritage
Tatham Engineering
Oraclepoll Research

July 2023



PART 1: BACKGROUND

1.1 Introduction

Purpose of Study

The purpose of this study is to prepare two complementary long-term Master Plans:

- Update of the 2016 Active Innisfil Parks & Recreation Master Plan
- Develop a Lake Simcoe Enjoyment Strategy

The goal of these Plans is to guide the Town in providing land-based and water-oriented recreation services to residents and visitors over the next 30 years, and ensure a considered, community directed approach to service provision within the context of significant growth in Innisfil.

While presented as a single document, the Parks and Recreation Master Plan Update and Lake Simcoe Enjoyment Strategy is really three plans: an update to the 2016 Active Innisfil Parks, the Recreation Master Plan (termed the “Land Plan”), an update to the Trails Master Plan, in collaboration with the Transportation Master Plan and a new Lake Simcoe Enjoyment Strategy

(termed the “Lake Plan”). The project scope is both broad and deep:

- Broad because it encompasses both land and lake, community-based recreation and that oriented to visitors/tourists, and the built and natural environments
- Deep because it ranges from the strategic directions of a master plan to site-specific design and implementation elements

Innisfil is experiencing substantial population growth and development, and has long been a vacation destination for many due to its location on Lake Simcoe, and receives tens of thousands of visitors each year. While the long-term effects of COVID-19 on settlement patterns and the housing market are unknown, one short-term effect has been an increase in the already steadily occurring outflow of people from more urban areas seeking to settle in smaller communities outside of the Greater Toronto Area (such as Innisfil). During the COVID-19 pandemic, restrictions on indoor gatherings led to greater engagement in outdoor recreation (a greater focus on the outdoors in general) and

Part 1: Background

an attraction to non-urban areas that offered more opportunities to participate in nature-based recreation. Innisfil is one of those places. In addition, intra-provincial travel increased and residents felt the impact of these factors in Innisfil. While it is not known if these trends will continue into the future, it exposed concerns that need attention in order to balance the needs of different users at parks and waterfronts in Innisfil.

Team Overview

Staff and the consulting team worked closely together to develop this Plan. The consulting team provided expertise in developing parks, trails, recreation, and waterfront plans. Working in both the Lake Simcoe area and in other communities with contexts similar to that of Innisfil, the team's experience encompasses rural communities with dispersed settlement areas that are experiencing growth, have extensive waterfronts, large seasonal populations, and accommodated visitors. The team covered a range of disciplines and skills including:

- Parks and recreation planning
- Landscape architecture
- Community engagement
- Survey design
- Ecology
- Economics, market research and tourism
- Marina planning and design
- Coastal engineering

Approach

The study process comprised four overarching phases:

- Background Review
- Community Engagement

- Needs Assessments and Recommendations
- Draft and Final Master Plan

The phases occurred concurrently, as developing the Plan was an iterative process, and community engagement occurred throughout the project. The four phases are described in more detail in Table 1-1.

The consultations conducted for the project were extensive. Detail on the consultation activities and results can be found in the Community Consultation Report (Appendix 1).

Research Inputs

The following summarizes the research inputs to the assessments:

- Municipal plans, studies, strategies etc.
- Socio-demographic profile
- Community consultation
- Current park and facility use for programs and events
- Trends
- Mapping
- Parks, waterfront properties, and facilities inventories
- Relevant ongoing projects/studies
- Site visits
- Status of recommendations from previous studies

Table 1-1: Overview of the Plan Development Process

Phase	Details
Background Review	<ul style="list-style-type: none"> · Review past studies and reports · Prepare a socio-demographic profile · Conduct site visits · Compile inventories of Town parks, trails, outdoor facilities, and waterfront properties · Establish the current community context relating to parks, trails, programs and events, outdoor facilities, new developments, waterfront issues, opportunities, priorities, considerations, etc., and the delivery of these services
Community Engagement	<ul style="list-style-type: none"> · Internal Interviews (24 Council members and staff) · External Stakeholder Interviews (2) · Innisfil Accessibility Advisory Committee meetings (2) · Working Group Meetings (10+) · Random Household Survey (400 households) · Online Household Survey (692 households) · Business Survey (100 businesses) · User Group Survey (17 groups of 44 invited) · Small Group Survey (28 groups of 89 invited) · Meeting with Youth Connex · Public Information Centres (3) · Getinvolvedinnisfil.ca · Marina Operators · Ice Fishing Community
Needs Assessments and Recommendations	<ul style="list-style-type: none"> · Conduct needs assessments for each service area: programs and events, outdoor facilities, parks, trails, and lakeside parks · Develop draft recommendations · Obtain staff and community comment
Draft and Final Master Plan	<ul style="list-style-type: none"> · Assemble the draft Master Plan · Share with staff and the community for review and comment · Finalize the Parks and Recreation Master Plan Update and Lake Simcoe Enjoyment Strategy

Part 1: Background

How To Read This Document

This report is organized into 5 distinct but interconnected parts:

Part 1: Background

Part 2: Parks & Recreation

Part 3: Trails

Part 4: Lake Enjoyment Strategy

Part 5: Implementation

Part 1: Background should be read first, as it describes the context and framework within which the rest of the study falls.

From there the reader can choose to go to Part 2: Parks & Recreation, Part 3: Trails, or Part 4: Lake Enjoyment Strategy – it does not matter which Part is read first. However, within each Part, the sections should be read sequentially from beginning to end. This is because the logic of the assessment flows from beginning to end within each section, and from the first section to the last section. For example, each section has three main headings:

- Existing Conditions
- What We Heard
- Assessment and Recommendations

The discussion first establishes what currently exists (in terms of programs, or parks for example), who provides it, and any other relevant considerations. This is followed by summaries of what we heard from the community regarding the current state, and opinions on needs and interests. The assessments address what is needed and why, and what is required as a result (recommendations).

Part 2 assessments update the programming, events, parks, and outdoor recreation components of the 2016 Active Innisfil Plan. The parks assessment covers existing parks, park

distribution, and parkland needs. Existing facilities and recommended new and updated facilities are covered in the outdoor facilities assessment. The assessment of program and event needs provides directions on key resources and procedures to ensure recommended services can be delivered.

Part 3 covers existing trails and recommended new trails, and was developed in consideration with the new Transportation Master Plan.

Part 4 assessments look at opportunities to improve waterfront access (to and from the water) and enhance waterfront recreation - swimming, kayaking/canoeing, fishing (ice and summer), and boating as well as required infrastructure/resources needed to support it. The Lake Plan provides recommended improvements and suitable programming for each of the Town's 49 lakeside parks (previously referred to as road ends). It also addresses the future of launches, and the question of providing a municipal marina and/or mooring buoys

Part 5 provides the Implementation Plan, which is a summary of all the recommendations in the report, suggested phasing, and estimated capital and operational costs (where applicable). This section can be read as a standalone, quick glance of all the recommendations in the Plan. The rationale for each recommendation, however, is provided in the preceding sections.

1.2 Framework for the Assessment

The section provides an overview of the key considerations that comprise the framework for the Parks and Recreation Master Plan Update, Trails Master Plan Update, and Lake Simcoe Enjoyment Strategy.



INNISFIL'S PRIORITIES FOR RECREATION SERVICES

Supporting a Healthy & Active Community

Innisfil's vision for recreation is:
"All Innisfil residents are highly active in safe and welcoming parks and recreation activities as a result of the broad range of choice and engaged partners."



Robust Supply of Recreation Opportunities

Innisfil is motivated to expand and grow all their recreation services, and is ready to invest in staffing and other resources in order to provide quality programs, events, parks, and facilities for all residents.

Equitable Access to The Lake

Innisfil has many kilometres of coastline, but the vast majority are privately owned. The Town recognizes that the Lake is for everyone, and that it is possible to balance uses such that residents who do not own lakefront property can enjoy the lake without unduly disturbing owners of lakefront property.



Collaboration

The Town has strong relationships with key partners in recreation, and is interested in continued and expanded collaborations.

FUTURE GROWTH & DEVELOPMENT



Population & Demographic Changes

The term of this Plan is 30 years – it is expected that the population of Innisfil will almost double in this time, with a large proportion of growth occurring in the population aged 75 and up, a trend seen in the province at large.

The Town – along with the Country as a whole – is also experiencing an evolution in ethnic and cultural demographics.



Distribution & Areas in Need

With significant amounts of greenfield development occurring and planned in Innisfil, there is a need to ensure adequate parkland and connective land for trails is set aside in new developments.

Part 1: Background

Related Plans



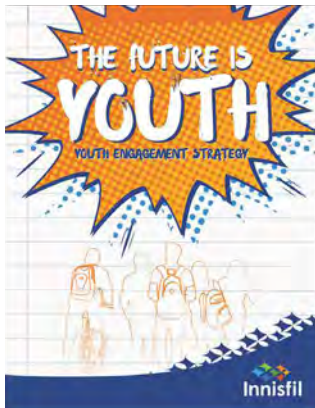
OUR PLACE INNISFIL OFFICIAL PLAN
NOVEMBER 2018

Prepared by
SGL Planning & Design Inc.
In association with
Project for Public Spaces • Consulting • Campaign • Harrison Consulting Ltd.
North-South Environmental Inc. • LEA Consulting Ltd. • HDR Inc. •
AgPlan Limited • Tate Economic Research Inc.

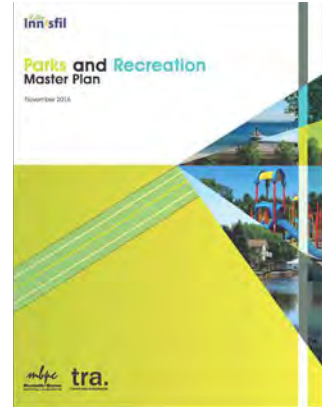
Adopted January 17, 2018 By-law No. 007-18
Approved October 20, 2018 By-law No. 019-18(1)
Final Approval Period November 13, 2018 Date in effect
As Committed August 2020



**Culture Master
Plan, 2020-2025**



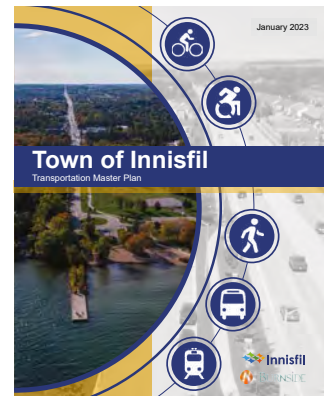
**The Future is Youth
- Youth Engagement
Strategy, 2021**



**Active Innisfil Parks
and Recreation Master
Plan, 2016**



**Innovative Innisfil
Community Strategic
Plan, 2020-2030**



**Town of Innisfil
Transportation
Master Plan, 2023**

ALIGNMENT WITH OTHER MAJOR DEVELOPMENTS

MAJOR DEVELOPMENTS

Town Campus

Innisfil's Town Campus is a major community service and recreation hub comprising the Innisfil Recreational Complex (IRC) and YMCA, Town Hall, InnServices, InnPower, Town Operations, South Simcoe Police, and the Rizzardo Health Centre, as well as four lit soccer fields, two lit baseball diamonds, and four beach volleyball courts. A Master Plan is being developed to examine potential uses and identify optimal locations and spatial requirements.

It will also address needed circulation improvements, including an enhanced Recreational Complex network, universal accessibility, and improved traffic management. Feedback from participants at preliminary Town meetings revealed three primary themes for the campus: recreation, cultural space, and community services. This Parks and Recreation Master Plan update responds to these themes, providing recommendations for culture programming and events, and suggested new locations for recreation facilities that may be displaced by the Town Campus Master Plan.



The Orbit

The Orbit is a planned mixed-used community featuring residential, commercial, institutional, educational, and community uses surrounding the future Innisfil GO station, located on 6th Line east of 20th Sideroad, south of Alcona. Based on 2041 population growth estimates, the Orbit Major Transit Station Area (MTSA) is expected to see the highest population growth of all the communities in Innisfil. This Plan takes into account the expected population growth from this and other large developments and provides recommended trails connections between communities, parks, facilities and the waterfront.



1.3 Study Context

Geographic Context

The Town of Innisfil is located in Southern Ontario, in Simcoe County, the second largest County in the Province of Ontario based on population, and third largest based on land mass. Innisfil has a land area of 262.4 square kilometres and 53 kilometres of shoreline along Lake Simcoe, most of which is privately owned. The Town is largely rural, with a population density of 165.1 people per square kilometre as of the 2021 census, and is expecting significant population growth in the coming years (discussed further in the socio-demographic profile section). Innisfil is immediately south of Barrie, and approximately 80 kilometres north of Toronto. The Town has 11 main communities: Belle Ewart, Cookstown, Fennell's Corners, Gilford, Lefroy, Churchill, Alcona, Innisfil Heights, Stroud, Sandy Cove, and Big Bay Point.

Socio-demographic Profile

This socio-demographic profile was prepared using data from the 2016 and 2021 Canada Census, Ontario Population Projections 2019-2046 (Ontario Ministry of Finance), Town of Innisfil Transportation Master Plan 2018, and data from the ongoing County of Simcoe Municipal Comprehensive Review.

It estimates population growth, age distributions, and other socio-demographic details for the term of this plan (2021-2051). Where possible, we have updated the profile with data from the 2021 census, however, projections are based on 2016 data as updated projections (using 2021 data) were not available at the time of writing.

Socio-demographic Characteristics

Table 1-2 highlights key socio-demographic data for the Town and Simcoe County from the 2016 and 2021 Census.

Population Projections

Table 1-5 illustrates the population projections for Innisfil by settlement area, to 2051. By 2051, Innisfil's population is expected to grow to 84,570 residents in addition to 20,000 more jobs as per the County MCR. Alcona is the Town's only Primary Settlement Area identified in the Growth Plan for the Greater Golden Horseshoe (2019). A Primary Settlement Area refers to a settlement area that will accommodate a significant portion of forecasted population growth.

The future Innisfil GO Station, located on 6th Line east of 20th Sideroad, south of Alcona, is also expected to have an impact on the Town. Based on 2051 population growth estimates, the Orbit Major Transit Station Area (MTSA) is expected to see the highest population growth, but not until near the end of the term of this Plan.

Projected population growth includes significant planned developments in the short-term including Big Bay Point, Sandy Cove, Alcona, and Lefroy. Major employment growth is also expected in the Town, specifically in the Innisfil Heights Expansion Area and the Civic (Town) Campus.

Data for Table 1-5 was retrieved from the Town of Innisfil Transportation Master Plan 2018, and is helpful for showing the distribution of future growth throughout the Town.

Table 1-2: Town of Innisfil and Simcoe County Population Highlights

	Innisfil	Simcoe County
2021 Population*	43,326	479,650
2016 Population	36,566	533,169
% Change in Population*	18.5%	11.2%
Median after-tax income of households in 2015	\$72,579	\$67,022
Prevalence of low income based on the Low-income measure, after tax (LIM-AT) (%)	9.5%	11.4%
Non-immigrants	30,665 (of 36,440) (84.2%)	407,880 (of 471,130) (86.6%)
Immigrants	5,745 (15.8%)	61,605 (13%)
Aboriginal population ^t	910 (2.5%)	21,960 (of 471,130) (4.7%)

Note: Rows with an asterisk are from the 2021 census, all other figures are from the 2016 census.

^t - this is the terminology used in the census

Table 1-3 illustrates the age distribution of the Town's population in comparison to that of the Province, as of the 2021 census. As the proportions indicate, Innisfil's age distribution is similar to that of Ontario, with only slightly higher proportions of children's and senior's populations than the Province.

Table 1-3: Town of Innisfil and Province of Ontario Age Distribution (2021)

Age Group	0-4	5-14	15-54	55-74	75+
Innisfil 2021	2,430	5,125	21,585	11,355	2,835
Percent in Innisfil	5.6%	11.8%	49.8%	26.2%	6.5%
Percent in Ontario	4.8%	11.0%	51.5%	24.7%	8.0%

Part 1: Background

Table 1-4 presents the Simcoe County age distribution projections from 2020 to 2041 (2051 numbers were not available). The County's population is aging, and over time the proportion of population below 75 years will decrease, while the proportion of population over 75 years will increase. This is a province-wide trend, so the same pattern is expected.

Table 1-4: County of Simcoe Projected Age Distribution

Year	0-4	5-14	15-54	55-74	75 +	Total
2020	27,142 (5.0%)	57,753 (10.7%)	270,801 (50.3%)	139,427 (25.9%)	43,035 (8.0%)	538,188
2025	28,772 (4.9%)	60,736 (10.4%)	286,498 (49.2%)	150,873 (25.9%)	55,673 (9.6%)	582,552
2031	30,132 (4.8%)	64,635 (10.3%)	303,410 (48.2%)	158,279 (25.2%)	72,383 (11.5%)	628,839
2036	31,368 (4.7%)	67,358 (10.1%)	318,817 (48%)	157,740 (23.7%)	89,630 (13.5%)	664,913
2041	32,982 (4.7%)	69,770 (10.1%)	331,731 (47.4%)	158,019 (22.6%)	106,727 (15.2%)	699,274

Source: Ontario Population Projections 2019 - 2046, Ontario Ministry of Finance, 2020.



Figure 1-1: Future Innisfil GO Station Concept

Table 1-5: Town of Innisfil Population Projections by Community

Settlement Areas	2021	2026	2031	2036	2041	2051
Big Bay Point	4,383	5,683 ^c	6,983	8,191 ^c	9,400	9,881
Sandy Cove	8,404	8,404	8,404	-	7,987	9,736
Leonard's Beach	1,232	1,234 ^c	1,238	-	1,035	1,088
Alcona North Expansion Area	-	-	-	-	3,345	4,951
Alcona North Existing Settlement	10,904	10,904	10,904	-	9,010	13,338
Alcona South Existing Settlement	10,904	10,904	10,904	-	10,934	11,493
Alcona South Expansion Area (i.e., The Orbit MTSA)	-	-	-	-	18,550	28,999
Big Cedar Point	806	812 ^c	819	-	685	685
Lefroy - Belle Ewart	3,330	5,774 ^c	8,218	-	6,872	7,405
Gilford	1,826	1,826	1,826	-	1,790	1,882
Fennel's Corners	196	196	196	-	164	164
Churchill	620	690 ^c	761	-	636	636
Stroud	2,239	-	2,239	-	2,086	2,420
Cookstown	2,422	2,458 ^c	2,494	2,701 ^c	2,908	3,374
Innisfil Heights	321	321	321	-	268	268

Figures with the superscript "c" were calculated as the midpoint between 2021/2031 and 2031/2041
 Source: Town of Innisfil Transportation Master Plan Update 2018

Part 1: Background

Table 1-6 provides the most up to date estimates of population from the ongoing County of Simcoe Municipal Comprehensive review. As shown, the 2021 number (44,360) that was estimated and used for the calculations is very close to the actual 2021 census population (43,326) that was released recently.

Table 1-6: Total Population Projections for Innisfil

Year	Population
2021	44,360
2031	54,970
2041	68,880
2051	84,570

Source: County of Simcoe Municipal Comprehensive review (ongoing)