

WELCOME

To the Town of Ladysmith Parks, Recreation & Culture Master Plan Open House

PURPOSE OF THE OPEN HOUSE:

The master plan consulting team has been retained by the Town of Ladysmith to update the 2001 Parks, Recreation, & Culture Master Plan. This open house will allow you to provide feedback on the work that has been done so far and to review the community input to-date.

WHAT STAGE OF THE MASTER PLAN PROCESS ARE WE AT?

We have undertaken the following items:

- An inventory and analysis of the parks, recreation and culture facilities and programs
- A review of trends
- A community survey
- Facilitation of focus group sessions
- Conducted key informant interviews
- A review of the demographics, trends, and challenges impacting the Town of Ladysmith
- The creation of a parks map
- The consolidation of community input and recommendations

HOW CAN YOU CONTRIBUTE?

Based on the work to date, we have prepared a list which includes community input and recommendations pertaining to parks, recreation, and culture in the Town of Ladysmith.

Please provide your feedback on the community input and recommendations in one of the following ways:

- Talk to one of our representatives
- Write down your comments on our short questionnaire
- Place provided dots on the panels next to the community input and recommendations you agree with.

NEXT STEPS:

The Town of Ladysmith Council will be provided the community feedback and input received, along with recommendations for consideration.

THANK YOU!



GDH Solutions

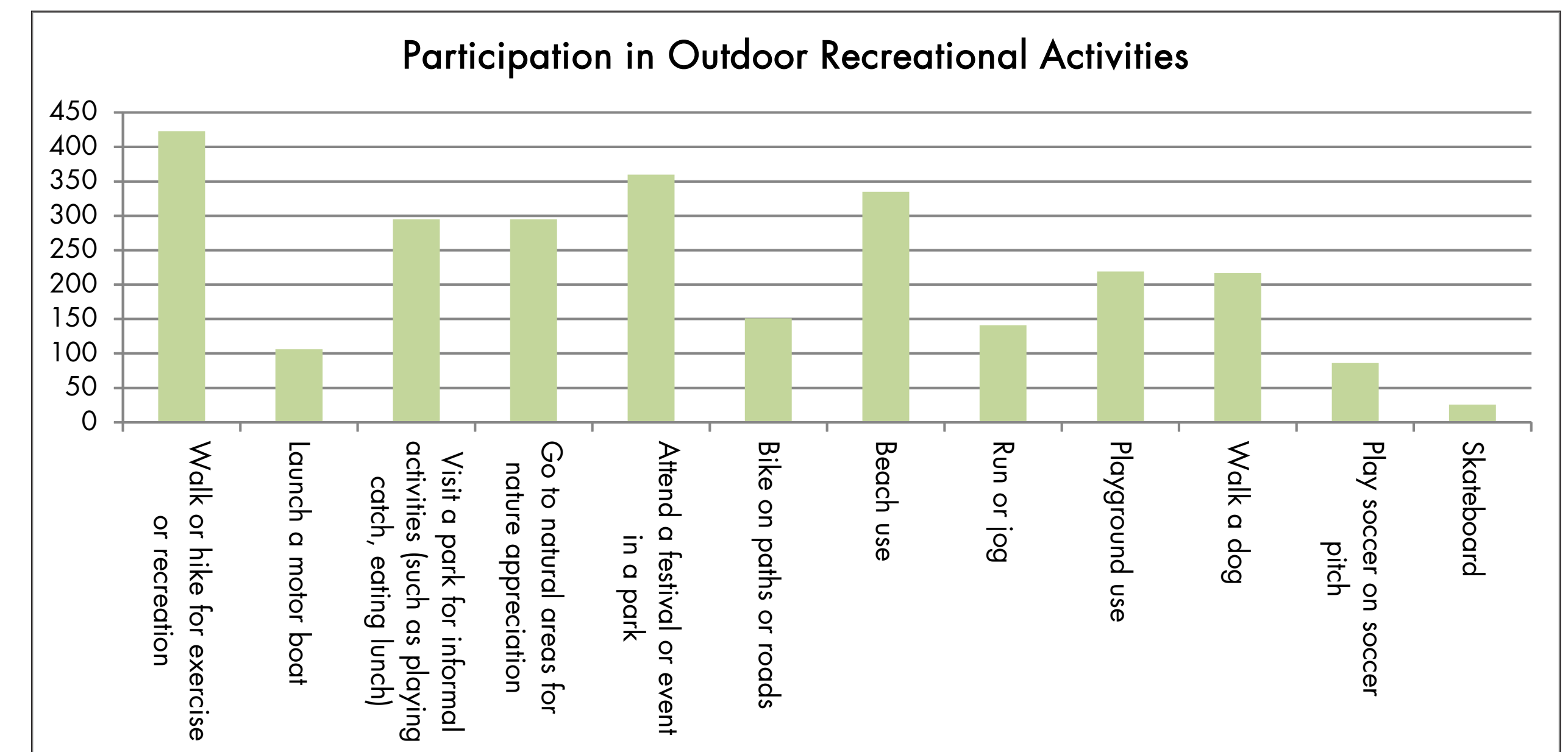
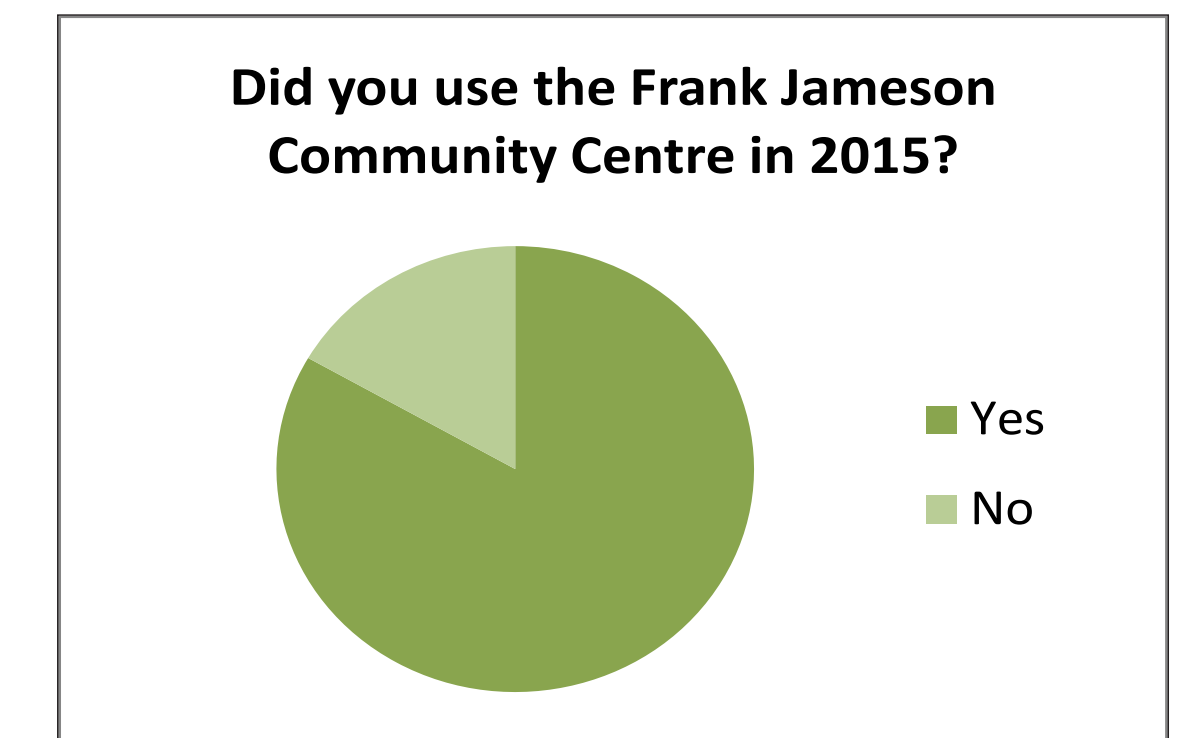
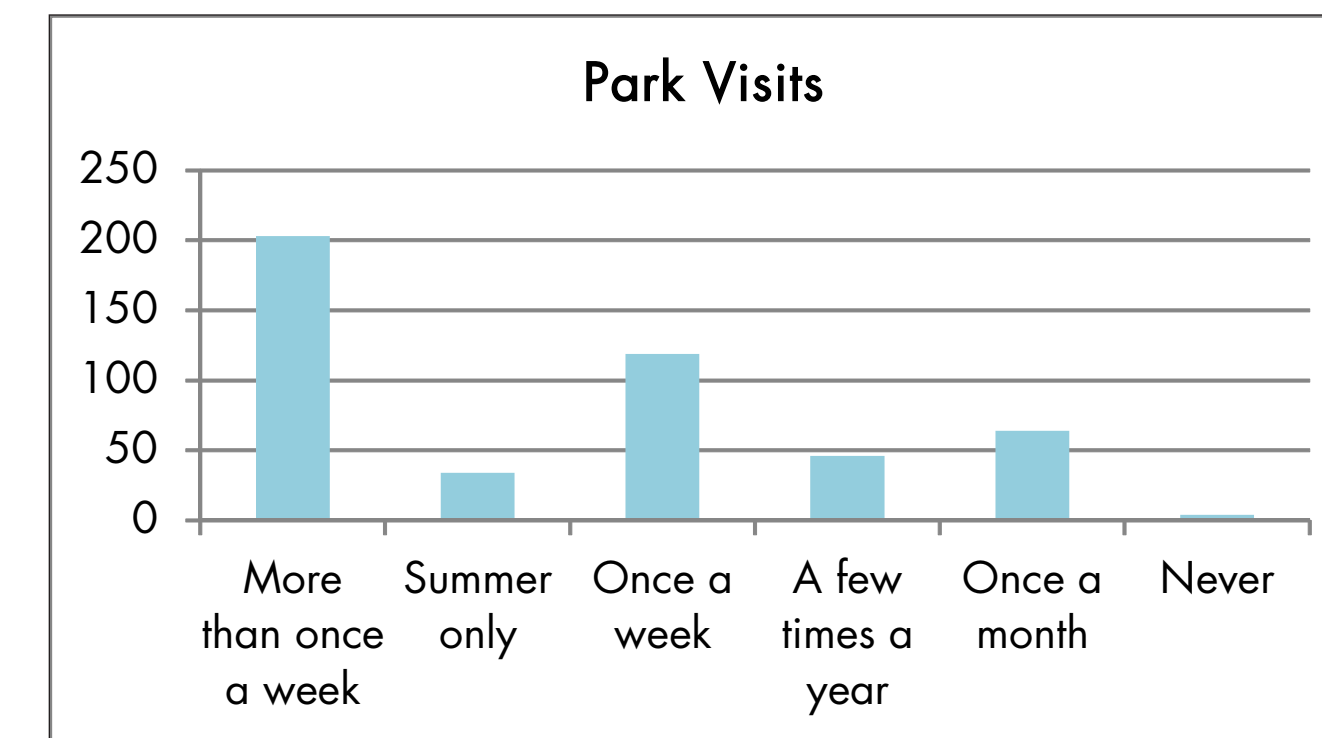


TOWN OF LADYSMITH PARKS,
RECREATION & CULTURE MASTER PLAN

KEY RESULTS OF THE SURVEY:

- 430 online and hard-copy surveys were completed between January and early February, 2016
- 95% of respondents rated the parks system in Ladysmith as "Great" or "Okay"
- 96% of respondents participated in outdoor recreation, listed below in order of popularity:
 1. Walk or hike
 2. Attend festival or event
 3. Beach use
 4. Informal activity in a park
 5. Nature appreciation
 6. Use a playground
 7. Walk a dog
 8. Bike
 9. Run or jog
- Highest areas of dissatisfaction were that there are no fenced dog areas, bikeways and trails, and picnic areas.
- The Frank Jameson Community Centre is very popular with 83% of respondents using the centre last year. The pool was most popular, followed by the fitness centre, gymnasium and program rooms.
- Adult and children's programs are very popular, as well as programs at Aggie Hall and the Waterfront Gallery

Outdoor Priorities	1st Choice Number of Respondents	2nd Choice Number of Respondents	3rd Choice Number of Respondents	Totals of Priorities Ranked 1,2, or 3
Soccer/Football	17	8	10	35
Ball Diamonds	8	10	16	34
Paths and Trails	99	68	86	253
Improved Roadside Bikeways	22	53	34	109
Playgrounds	14	18	26	58
Fenced Dog Parks	58	52	42	152
Skate Park Improvements	2	2	15	19
Waterfront Park Facilities	63	96	63	222
Waterfront Walkway	127	113	106	346



Indoor Priorities	1st Choice Number of Respondents	2nd Choice Number of Respondents	3rd Choice Number of Respondents	Totals of Priorities Ranked 1,2, or 3
Aquatic Facilities	96	37	55	188
Fitness Facilities	86	70	39	198
Program Space	28	52	58	138
Programs	72	90	78	240
Special Events	32	48	51	131
Cultural Facilities	27	30	28	85
Cultural Programs	23	39	57	119



SUMMARY OF KEY INFORMANT INTERVIEWS:

SUMMARY

Comments provided by the key stakeholders interviewed as part of the community engagement process have been divided into broad categories.

FRANK JAMESON COMMUNITY CENTRE

- Exceptional facility for size of community
- Fitness centre needs expansion
- Program/drop in timing and offerings need to be reviewed
- Work with Stz'uminus First Nation to provide programs for families and youth

AGGIE HALL AND SPORTS FIELDS

- Ball diamonds/fields need upgrading
- Additional parking is required
- Consider "Arts at the Aggie" marketplace location

PARKS

- Invest in and maintain parks
- Provide more amenities, such as fitness equipment, picnic tables and benches
- Reduce number of pocket parks to focus on other park needs
- Add a disc golf course

TRAILS

- Great wilderness trails, but need more maintenance, particularly Holland Creek
- Improve signage, access points, add kiosks regarding history
- Concern regarding loss of forested areas

SPORTS FIELDS/GOLF COURSE

- Many school fields in poor condition, lack of secondary, back-up sports fields
- Need more soccer and multi-purpose fields
- Move Golf Course Clubhouse to better location or build new facility
- Make golf course Executive Par 3 with Town to consider taking on maintenance
- Deal with wash-out issue at golf course
- Relocate diamonds at Holland Creek Ball Park as they were temporary

DOG PARKS

- Remove dog area from Transfer Beach
- Find new location(s) for fenced dog parks based on community consultation
- Dog owners to pay cost

TRANSFER BEACH AND WATERFRONT

- Foster partnerships with Service Clubs
- Improve amphitheatre to hold more events there and draw tourism
- Replace concession and combine with washrooms, replace/upgrade "huts"
- Recognize the role of First Nations

FORREST FIELD

- Add amenities and second soccer field
- Add a second ball diamond with the infield to be used for soccer
- Consider sport tourism possibilities

MACHINE SHOP

- Potential tourist draw, but significant costs to bring up to public use standards
- Could be great for cultural, heritage, museum, and/or theatre
- Involve First Nations in plan

ARTS AND CULTURE

- Arts on the Avenue has been a great event for 18 years
- Arts Council/Waterfront Gallery wants to be a "hub" for the arts

YOUTH

- Both the Youth Council and Youth Advisory Coalition are no longer functional
- Good collaboration between Boys and Girls Club and Town of Ladysmith
- Difficult to engage Stz'uminus youth due to transportation issues

PARTNERSHIPS

- Work with other agencies to improve health determinants
- Negotiate agreement with School District for field maintenance and bookings
- Provide access to Leisure Access Card for Area G and H residents
- Develop partnership with Stz'uminus for waterfront park and arts/culture development



Waterfront Trail



Forrest Field

FOCUS GROUPS HIGHLIGHTS & PRIORITIES:

SUMMARY

Facilitated discussion sessions were held with various community organizations including:

1. Community organizations and service providers
2. Seniors
3. Youth
4. Program participants
5. Service clubs, special event committees
6. Arts and culture groups
7. Sports groups
8. Parks and trails users

KEY COMMENTS

- There are many, good partnerships between Town, service providers and non-profit community organizers.
- There is strong volunteerism in the community with opportunities for additional joint initiatives.
- There are great events in the community and well maintained parks



IMPROVEMENTS TO WATERFRONT

- Include trails, parks along waterfront in waterfront master plan

TRANSFER BEACH

- Needs its own plan; collaborate with interest groups for waterfront trail, seasonal camping, and enhanced amenities

FRANK JAMESON COMMUNITY CENTRE

- Expand fitness centre
- Upgrade/expand pool
- Review and enhance programs

MACHINE SHOP

- Preserve, & upgrade; work with community organizations to plan and then operate

FORREST FIELD/LOT 108

- Develop into multi-sport complex; phases based on priorities and funding

SPORTS FIELDS

- Need more practice field capacity; add lights to Holland Creek or FJCC, upgrade HighStreet and Aggie Fields.
- Partner with School District to improve fields for year-round use



TRAIL NETWORK:

- Develop trail network around Town
- Make trails more family friendly, more accessible
- Develop/provide maps and signage
- Promote as Tourism destinations
- Tackle invasive species

OUTDOOR ENVIRONMENT:

- Add amenities outdoors to encourage participation for all age groups, e.g. add disc golf course and bike park

BIKING ENVIRONMENT

- Build biking trails suitable for family use
- Offer kid's biking classes and activities
- Build bike skills park

GOLF COURSE

- Renovate and move or replace clubhouse, fix washout, renovate golf course

SKATEPARK

- Improve skate experience; build for younger skaters, review lighting



PROGRAMS

- Greater variety of children's programs; focus on 10-18 age group programs and services; enhance programs for seniors and disabled.

CULTURAL PROGRAMS & EVENTS

- Review PRC support; work with potential partners, such as First Nations, Museums, Maritime Society, Arts Council, Historical Society.

PARTNERSHIPS

- Develop and improve programs, services and facilities with variety of organizations including Stz'uminus First Nation, School District; Service Clubs, other non-profits.

TOURISM

- Support marketing of hiking and biking as a tourism destination as well as developing a Regional Sports Strategy in cooperation with the CVRD



RECREATION & CULTURE FACILITY AND PROGRAM COMMUNITY INPUT AND RECOMMENDATIONS

FRANK JAMESON COMMUNITY CENTRE

1. Consider the need for a larger fitness space and additional/updated equipment in the capital planning process. Undertake a small feasibility exercise on expansion costs.
2. Review options for improvements to the pool area and change/dressing rooms and new pool equipment. Determine remaining life cycle of pool facility and develop replacement plan.
3. Review options to improve youth centre space. Replace furniture and improve atmosphere. Work with other local service providers to provide programs and services that better meet the needs of youth living in the community.

AGGIE HALL

4. Review opportunities to offer additional programs at Aggie Hall.
5. Increase parking around Aggie Hall for both Hall and Field users.

MACHINE SHOP

6. That the Town of Ladysmith undertake a comprehensive Visioning Process for this facility. This process could be included as part of the waterfront master plan and could commence with an exercise to:
 - “define the space” in consultation with all stakeholders, current and potential tenants and users, potential investors and funders.The Vision would also address the:
 - operating structure
 - partnerships
 - capital, and
 - maintenance costs and responsibilities
7. Research and pursue potential public and private funding, grants, trusts etc. This cannot be done until a comprehensive Vision is complete.
8. Investigate the opportunity for one of or a combination of the main tenants to operate the facility.

PROGRAMS AND SERVICES

9. Review and analyze aquatic schedule and current practices to ensure lessons, length and recreational swimming make the best use of the facility, while meeting the needs of all age groups.

10. Review hours of operation for the Fitness Centre as well as fitness and sport program options.

11. Undertake a regular participant survey, and customer feedback relating to programs and services.

12. Review and update entire fee schedule to ensure appropriate fees are being charged - a balance between the need to increase revenue and fair fees for use of the facility. Use facility operating costs as well as direct program expenses to determine fee levels and levels of subsidies. This could include peak and non-peak pricing.

13. When introducing new programs, allow for lower number of participants (before cancelling), until program gets known in the community. It can take a couple of sessions for this to happen.

14. Develop more outdoor based programs for all age groups and for family participation. Start with early years. Examples are disc golf, geocaching, fitness.

15. Develop and offer “kid’s sampler programs” in cooperation with the sports and arts organizations.



Aggie Hall



Frank Jameson Community Centre



APRIL 6, 2016

RECREATION & CULTURE FACILITY AND PROGRAM COMMUNITY INPUT AND RECOMMENDATIONS

PROGRAMS AND SERVICES (CONTINUED)

16. Continue to support Physical Literacy for all ages. Develop partnerships to further this initiative with VIHA and other community agencies.

17. Pursue grant opportunities for the provision of more programs in partnership with Stz'uminus First Nation, specifically to cover transportation and instructor fees.

18. Review the Leisure Access Card criteria. Ensure Area G and H residents could be allowed to participate as the CVRD contributes to the operation of the FJCC.

19. Hold registration for Summer Day Camp much earlier in the year. Around March Break is a good time to promote camp programs. Do not cancel programs too early, and consider running with fewer participants, so the program can become known in the community through word of mouth as well as through promotional materials.

20. Offer more programs and activities for the 10 to 18 year olds and focus on physical activity and youth engagement.

21. Review the hours of operation for the Youth Centre in coordination with other youth agencies

22. The Department of Parks, Recreation and Culture should continue to take a lead role in the staging of major events and festivals, ones that would be a tourist draw. This could be done in partnership with the Chamber of Commerce, the Ladysmith Celebrations Society and other community organizations.



Spraypark at Transfer Beach



Heart Lake



Ladysmith Machine Shop



APRIL 6, 2016

RECREATION & CULTURE FACILITY AND PROGRAM COMMUNITY INPUT AND RECOMMENDATIONS

PARTNERSHIPS

23. Consider supporting a Service Club Alliance for the provision of specific capital projects that fit within the Town's vision and plans, for example, improvements at Transfer Beach.

24. Revive a "Youth Partnership" consisting of all the agencies serving youth in Ladysmith including the Resources Centre, the Boys and Girls Club, VIHA, Stz'uminus, the High School and others. The first task would be to develop a Youth Services Strategy.

25. Continue and expand the current collaboration with the many service providers in Ladysmith to allow for comprehensive and coordinated programs and services for all residents. Explore the concept of a more formalized "consortium" of organizations working towards the same goals, with the ability to apply for financial support from a larger variety of funding organizations.

26. Enter into discussions with SD 68 with the goal of improving the maintenance and booking of school fields and facility access.

27. Formalize the financial and other levels of support provided by the Town for the provision of facility space, grants or operating funds to community service organizations. Create Joint Use Agreements where appropriate.

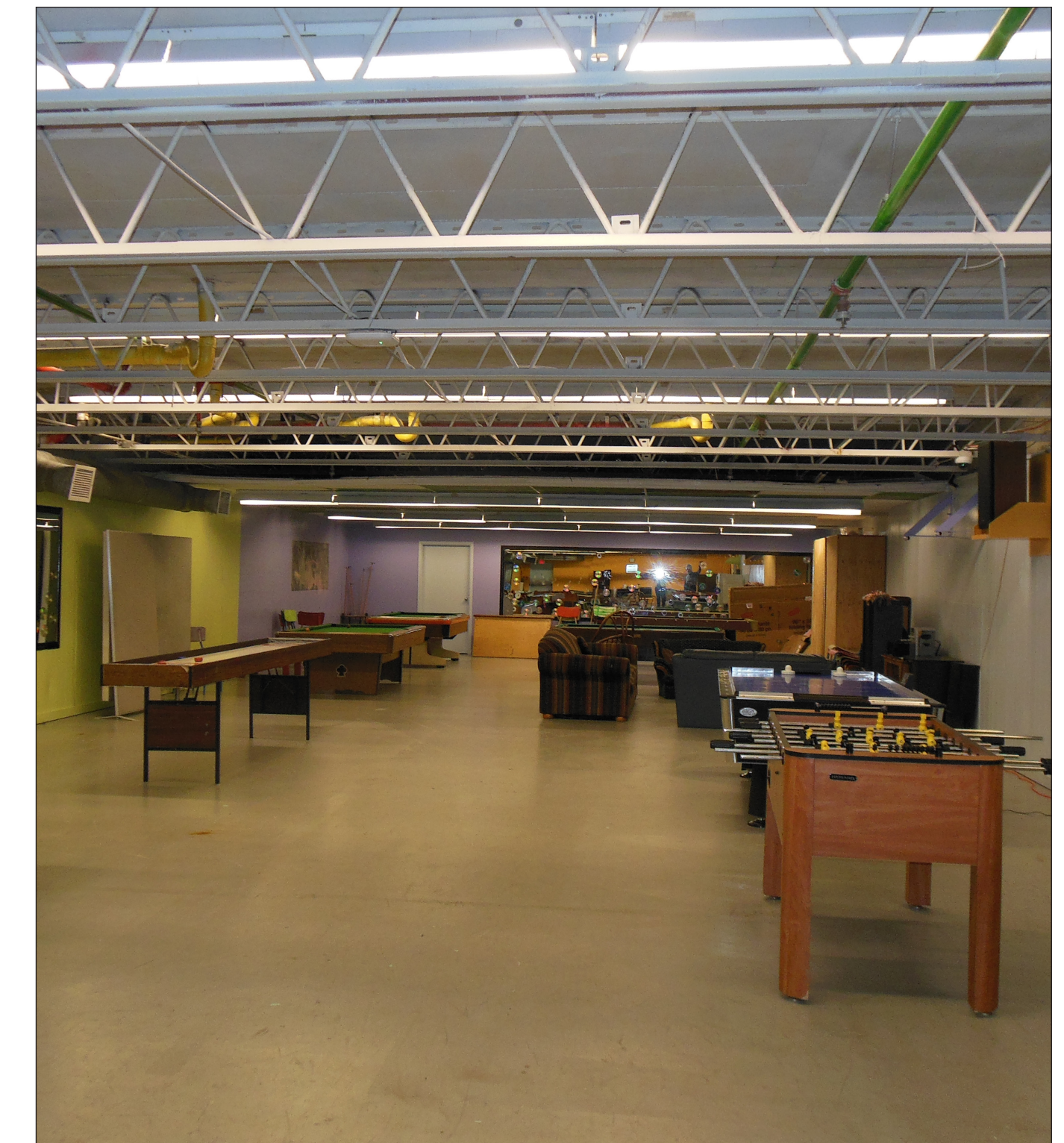
28. Look for opportunities for P3's (Public/private Partnerships). One example is for a restaurant or café at Transfer Beach. The partnerships should apply to both capital and operating opportunities.

ARTS AND CULTURE

29. Create a Task Force for the development and implementation of a Public Art Strategy, and an Action Plan. The task force should include representation from Stz'uminus First Nation, the Arts Council, the Downtown Business Association, the Town of Ladysmith, the Chamber of Commerce and a local artist(s).



Fitness Centre



Rec. Room / Youth Centre



Davis Road School Site

PARKS COMMUNITY INPUT AND RECOMMENDATIONS (Refer to Parks Map)

PARKLAND ACQUISITION

30. Consider acquisition and development of active recreation parkland in the Holland Creek Area Plan and the preservation of open space lands via the designation of slopes in excess of 30% and lands with a High Environmentally Sensitive Area (ESA) rating around the Heart Creek and Arbutus Hump lands (refer to map).

31. Preserve the exterior lands around the former Davis Road Elementary School building for public parkland (refer to map).

- Enhancement and continuing development of the Transfer Beach amenities
- Incorporation of waterfront accommodations (camping facilities for major events) to attract visitors and complement existing events
- Creation of a pedestrian highway overpass at High Street and Highway 1 to connect downtown with the waterfront as part of a cultural corridor.

33. Explore the creation of an off-road Trans Canada Trail alignment within the Town boundaries and improve connections to the trail.

34. Consider the development of active transportation corridors with bike lock up areas throughout the community to promote alternative transportation methods and safe routes to schools (refer to map).

35. Fenced, dog exercise areas:
- Explore in partnership with School District 68 the potential for a fenced, off-leash dog exercise area at the former Davis Road Elementary School
 - In the long term establish fenced dog parks as part of the site plan at Lot 108 in the north, plus one in the south end of town, potentially at Holland Creek Park fields or continue to utilize the SD site and Davis road school (refer to map).

36. Explore the diversification of the Ladysmith Golf Course lands through multi-use programming such as disc golf and address wash out (refer to map).

37. Develop in partnership with the regional Sport Tourism strategy for the Town that promotes the use of hiking and biking trails and waterfront parkland along with sports facilities

38. Update the siteplan for Lot 108 and review amenities (refer to map).

- Put plan in place for future development

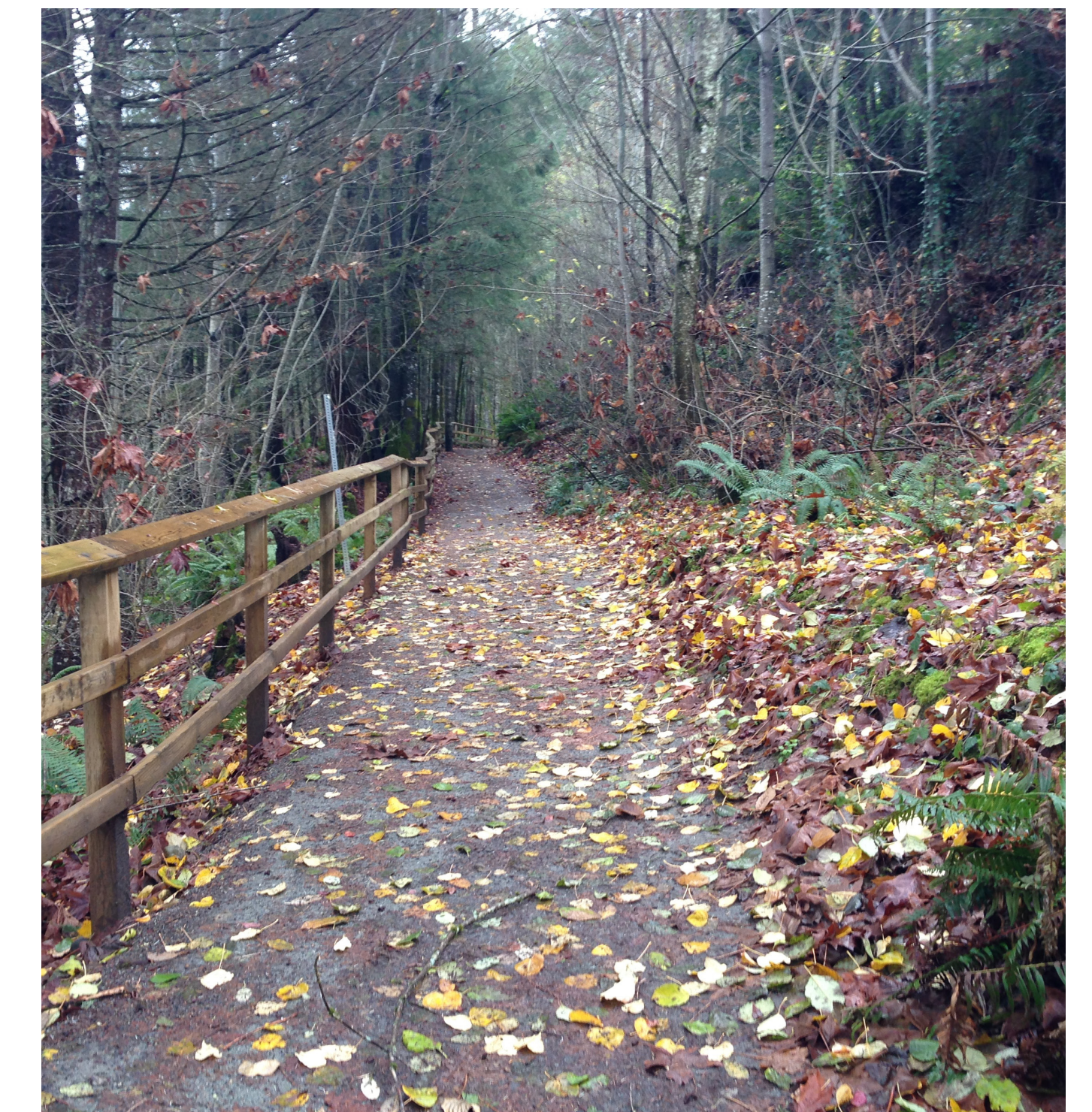
- Provide short term solutions

39. Develop a cluster of public land encompassing the Spirit Square, Ladysmith Resources Centre and Ball Field into a

PARK PLANNING AND DEVELOPMENT

32. Target the enhancement and enlargement of waterfront parkland and amenities by including parks, trails and other amenities into the waterfront master plan (refer to map):

- A seawall
- Development of a waterfront cultural core and heritage park in the vicinity of the Machine Shop



Holland Creek Trails



PARKS COMMUNITY INPUT AND RECOMMENDATIONS (Refer to Parks Map)

downtown 'public hub'.

40. Incorporate First Nations teachings and cultural landscape into the parks system in partnership with the Stz'uminus First Nation.

41. Consider the development of a Parks Brand and Visual Identity Guidelines document that would provide direction on the following:

- Park address signage
- Wayfinding and trail signage
- Regulatory signage
- Interpretive signage

44. Explore linear park opportunities and secure public access easement along the BC Hydro right-of-way corridor at the southern boundary between the Town of Ladysmith and CVRD (refer to map).

45. The creation of a Ladysmith destination-oriented attraction and community loop trail that encompasses the waterfront, active transportation corridors and the Holland Creek Trail and Regional Parkland.

46. Investigate a trail connection to Stz'uminus First Nation.

47. Complete an assessment on all structures in the parks system to plan for long term capital maintenance and replacement.

48. Develop improved access/boat launching for kayaks and other small watercraft at Transfer Beach.



Harbourview Park



Trail Signage



Ladysmith Public Golf Course

PARK PARTNERSHIPS

42. Create a development framework in partnership with CVRD for regional and municipal park collaboration projects.

43. Improve playability and bookability of School District #68 sport fields via the formalization of an operating agreement and maintenance and programming by Town of Ladysmith staff (Joint Use Agreement) (refer to map).



APRIL 6, 2016