



Severn Coldwater Fairgrounds Master Plan

Final Report | October 2025

Prepared by **pl.ural**



October 2025

—

Township of Severn

Severn Coldwater Fairgrounds Master Plan

Foundations Report

Township of Severn

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Section 1

Introduction



Coldwater Fairgrounds, October 2024

Land Acknowledgment

We would like to begin by acknowledging that the land on which we gather, and which the Township of Severn operates, is part of the traditional territory of the Anishinaabeg. For thousands of years, Indigenous peoples have been inhabiting and caring for this land. In particular, we acknowledge the territory of the Ojibway (or Chippewas) peoples. This territory is covered by Lake Simcoe Treaty 16 and the J. Collins land purchase.

We are grateful to have the opportunity to work on this land, and by doing so, give our respect to its first inhabitants.



Project Overview

The Severn Coldwater Fairgrounds Master Plan is one of many initiatives across the Township to better understand and act upon the needs, wants, and desires of Severn residents. The goal of this process is to include the community, stakeholders, Township Staff and Council, and decision-makers as much as possible in the design process – something that is imperative to the success of any Master Plan.

Desired Outcomes

A final Fairgrounds Master Plan based on the consensus voice of the community that results in:

- A **vibrant** outdoor multi-use gathering space;
- A place that supports and **celebrates** Coldwater and the Township of Severn;
- **Enhancement** of existing facilities and the creation of new recreational amenities;
- **Inclusivity and accessibility** for people of all ages, abilities, backgrounds, and interests, fostering an environment where everyone can participate in recreational activities;
- **Sustainable design** practices, green initiatives, and strategies for conservation to minimize the ecological impact of new developments and ongoing operations; and
- A well-designed space that both residents and visitors are **proud** of!

The Present Day

With Severn’s population growth and Coldwater’s long-standing and well-attended Fall Fair, now is the time to celebrate and honour this ‘slice of heaven’, respond to the present-day desires, and plan for Severn’s future.

Project Timeline

- 1. Phase 1 - Data Collection and Analysis (Fall / Winter 2024)**
 Collect, review, and align with best practices, and identify and analyze existing conditions, opportunities, and constraints of the Coldwater Fairgrounds.
- 2. Phase 2 – Community Engagement (January 2025)**
 Facilitate Township Staff, Council and Stakeholder interviews, release a virtual and hardcopy public survey, host a community Open House, then consolidate, summarize and analyze what we heard.
- 3. Phase 3 – Needs Assessment (February 2025)**
 Using information gathered from Phase One and Two, identify current and future recreational needs. Conduct a ‘Strengths, Weaknesses, Gaps, and Opportunities’ Assessment.
- 4. Phase 4 – Facility and Program Recommendations (March 2025)**
 Prepare schematic concepts for the Coldwater Fairgrounds, then choose a preferred and amend the concept based on comments and feedback from the community to develop a final Master Plan.
- 5. Phase 5 – Implementation Strategies (August 2025)**
 Develop an Implementation Strategy with actionable steps and responsibilities that will establish a timeline and phasing, and budget, make recommendations, provide guidance, and assist the Township in future planning decisions.
- 6. Phase 6 - Final Master Plan Document (September 2025)**
 Consolidate all work into a comprehensive, visually engaging, and accessible document. Prepare and present findings to Council.

Guiding Principles



The Master Plan should direct communal action.

The Coldwater Fairgrounds Master Plan directs action so that the Fairgrounds' physical environment suits the Fairgrounds community's needs, meets Township goals, and is a joy to be part of. Its existence and amenities are a clear message that the Fairgrounds matter to the Severn community.



The Master Plan is a community plan.

The Coldwater Fairgrounds hosts a community of fall fair goers, nature enthusiasts, local residents, visitors, young families, sports fans, recreational seekers, event attendees, and more. A community-engaged process provides the Severn community with the means to shape the Master Plan. The Fairgrounds is a physical asset that serves Coldwater, the Township as a whole, neighbouring municipalities, and those from further beyond Severn's borders. A Fairgrounds Master Plan responds to, and affects (to varying degrees), each of these communities.



The Master Plan interacts with other plans.

A comprehensive Fairgrounds Master Plan should have three primary components – community service planning, budget planning, and physical or development planning – which should be founded on the broad goals and objectives of the Township of Severn's mission, and specify the means whereby identified goals and objectives are to be realized. While each component may focus on a different field, they are highly interdependent: the decisions of one exercise influence and/or respond to the conclusions of another as they are developed and implemented.



The Master Plan must work within fiscal realities.

In order to be successfully implemented, a Fairgrounds Master Plan for Severn needs to consider current and fiscal realities. The Master Plan will be a vision but not a fantasy; it sets realistic policies that can be achieved over time through creative implementation practices and sound long-term planning.



The Master Plan is targeted toward two principal audiences.

The first audience is the Severn community, represented by its residents, their guests, Township of Severn, and staff. The audience is meant to use the Coldwater Fairgrounds Master Plan as a manual for the Fairgrounds' physical development, and as a starting point and guide for their specific projects.

The second audience is comprised of the various partners that help fund and support or cooperate with the Township, including provincial and federal governments, corporations and friends. The Master Plan illustrates the intentions for the Fairgrounds and provides guidance for regulation and funding actions – a sort of communications, solicitation and funding poster – it's a “game plan” document.



The Master Plan includes a set of strategies.

A “game plan” ought to be strategic. The Coldwater Fairgrounds Master Plan can be a set of planning principles that define intent. These will guide physical change to ensure that general objectives are met but are flexible enough to accommodate specific needs that may arise in the future. This is important as few large-scale projects achieve full build-out in a timely manner, making them vulnerable with their own evolution.



The Master Plan reinforces the best and repairs the rest.

The Fairgrounds Master Plan will identify the parts of the site that are successful and continue to make it a special place. Likewise, the Master Plan identifies areas that detract from the Fairgrounds and can benefit from (immediate and noticeable) improvement. The Master Plan seeks to preserve and enhance the positive aspects and repair the parts that need improvement.



The Master Plan responds to three time horizons.

The Master Plan is projected to three planning horizons.

The **short-range horizon** represents a vision of a desirable and reasonable foreseeable future having immediate and noticeable improvements. It is based on current goals and aspirations, and on the existing constraints and opportunities of the Fairgrounds and its inventory. It includes established projects that may be in the programming, design or implementation stages. The short-range framework is firmly based on present realities, but extended far enough into the future to provide a comprehensive context for upcoming planning decisions. Timeframe: up to 5 years.

The **mid-range horizon** suggests a future based on goals and improvement expectations of contemplated projects that reflect current and projected needs but have not yet been defined. The intent of this horizon is to identify options for future development and suggest measures for their projection beyond the 5-year and up to the 10-year capital forecast period.

The **long-range horizon** of the Master Plan can suggest a future based on goals and improvement expectations, which can be articulated only in general terms. The focus of this horizon is to identify options for future development and suggest measures for their projection beyond the 10-year period.



The Master Plan must understand the primacy of the Fairgrounds.

The current role of the Coldwater Fairgrounds is not expected to change significantly in the foreseeable future. The Fairgrounds will continue to be a recreation hub and well-visited park in Severn. Future development will, therefore, occur through either enhancement or expansion of existing facilities or amenities, or through the creation of new services and programs.



Coldwater Fairgrounds, November 2024



Section 2

Foundations

As with any sound structure, a solid foundation sets the stage to support comprehensive decision-making. The focus for this stage of the project is the gathering and consolidation of relevant information that will influence the design and development of the Severn Coldwater Fairgrounds Master Plan. Using a well-honed set of approaches and techniques to reveal issues, challenges and opportunities, the information gathered becomes integral for future community engagement and concept development.

Background Review

Regulatory

The Coldwater Fairgrounds Master Plan is subject to regulations and guidance as outlined by the Township of Severn, the Province of Ontario, and other associations, such as the Severn Sound Environmental Association (SSEA). Documents outlining this framework include:

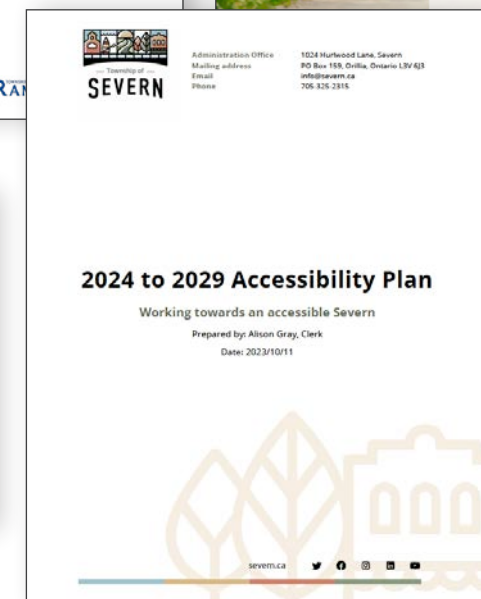
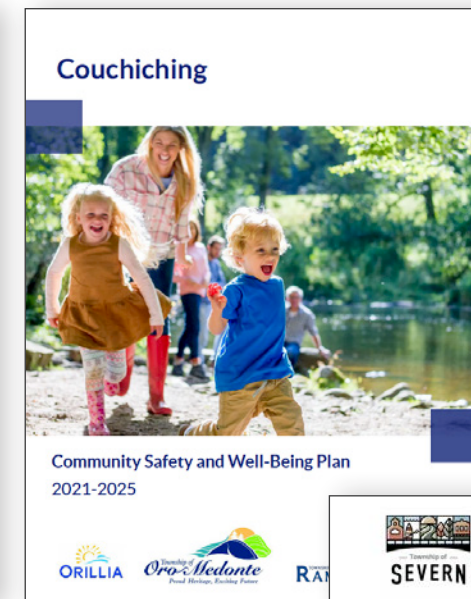
- **Local Climate Change Action Plan** (Sustainable Severn Sound, June 2018)
- **Township of Severn Official Plan** (Township of Severn, June 2024)



Other Guidance and Advocacy

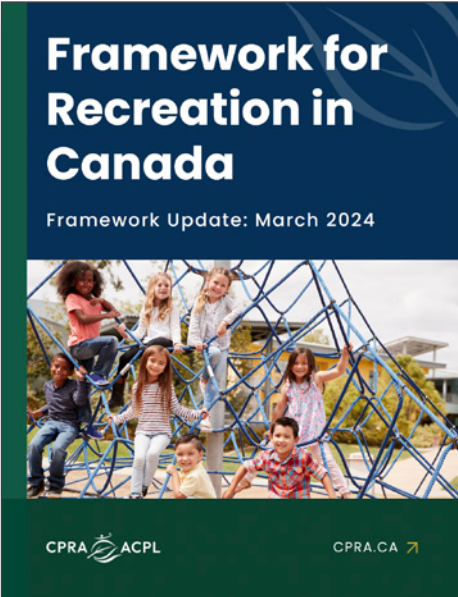
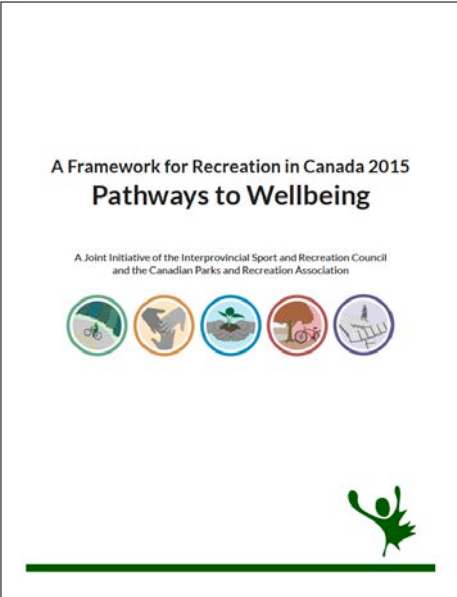
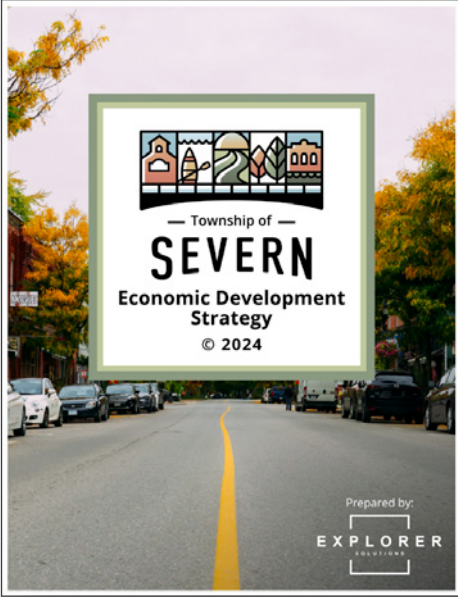
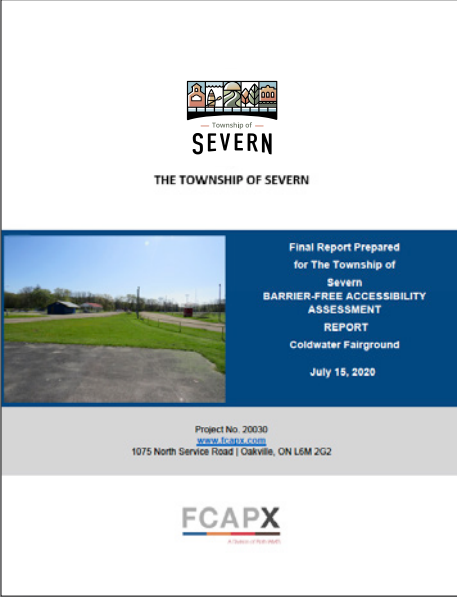
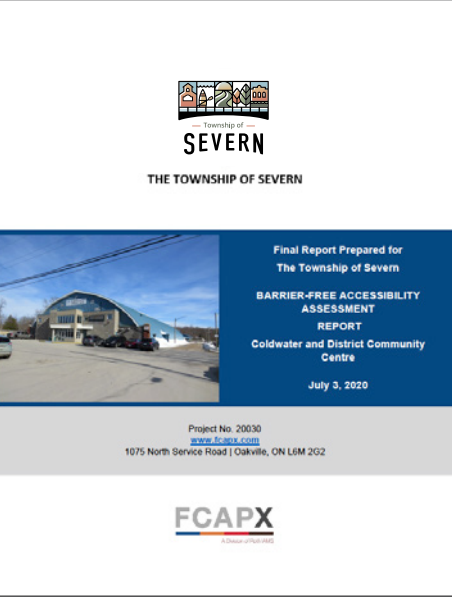
Plans

- **Asset Management Plan for the Township of Severn** (PSD Research Consulting Software, January 2021)
- **Couchiching Community Safety and Well-Being Plan** (Avail Consulting, May 2021)
- **Severn Recreation Master Plan** (thinc design in association with Mehak, Kelly and Associates, TCI Management Consultants Inc and Oraclepoll Research Ltd., September 2022)
- **Strategic Plan 2023 to 2026** (Township of Severn, April 2023)
- **2024 to 2029 Accessibility Plan Working towards an accessible Severn** (Township of Severn, October 2023)



Reports

- **Township of Severn Barrier-Free Accessibility Assessment Report Coldwater and District Community Centre** (FCAPX a division of Roth IAMS, July 2020)
- **Township of Severn Barrier-Free Accessibility Assessment Report Coldwater Fairgrounds** (FCAPX a division of Roth IAMS, July 2020)
- **Township of Severn Economic Development Strategy** (Explorer Solutions, April 2024)



National Frameworks

Guiding documents for public recreation and outdoor events in Canada will be referenced throughout the development of the Coldwater Fairgrounds Master Plan:

- **Guide to Accessible Events** (Access Ontario, August 2024)
- **A Framework for Recreation in Canada - 2015 - Pathways to Wellbeing** (Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council, February 2015)
- **A Framework for Recreation in Canada - 2024 Update**

Considerations for Development

After a review of all listed background documentation, considerations for the development of the Coldwater Fairground Master Plan have been consolidated into relevant categories, which include but are not limited to:

Accessibility

- Offer accessible parking spaces in proximity to accessible washrooms/portable toilets
- Train staff and event volunteers on:
 - how to communicate with people with different types of disabilities
 - event accessibility features
 - evacuation procedures for people with disabilities
 - how to give feedback to festival organizers about the event’s accessibility
- Provide maps and detailed information before the event
- Mitigate uneven or highly sloped terrain through grading or devices like ramps and switchbacks
- Make sure surface materials are in stable condition
- Offer pathways for comfortable two-way pedestrian traffic that accommodated mobility devices (1.8 metres (m) wide)

Comfort, Enjoyment and Safety

- Provide quiet rest areas throughout the site and places for people to sit and take a break from activities
- Offer all weather protection, e.g., tents for wind and rain protection, perspiration (mist) stations to keep people cool on a hot day, etc.
- Offer mobile device charging stations and free event wifi
- Separate the pedestrian environment from the vehicular environment with physical barriers and ensure safe pedestrian crossings through vehicular paths of travel
- Lower vehicular speeds on adjacent arterial roads during event hours

Economic Growth

- Investing in recreational activities and facilities infrastructure to generate employment, boost tourism, and enhance the appeal of Severn as an attractive location to live, learn, work, play, and visit
- Enhance links and connections to key public spaces creating easy access and intuitive exploration
- Program and utilize the site to accommodate a wide range of festivals, markets and events
- Increase marketing and promotion through digital and print media

Environment and Sustainability

- Install new energy-efficient technology (e.g., LED lighting, solar-powered elements, low-flow water usage products, etc.)
- Boost the percentage of on-site tree canopy with new planting that includes a variety of native species
- Encourage carpooling to events by implementing a carpool and drop-off lot
- Implement climate change mitigation measures such as flood and fire protections
- Intentionally re-naturalize disturbed vegetated areas with native planting and rehabilitate human interfered watercourses back to a natural state
- Implement best management practices on-site to address stormwater runoff
- Plan for well water protections during events through the placement of livestock and waste storage/removals on-site

Recreation

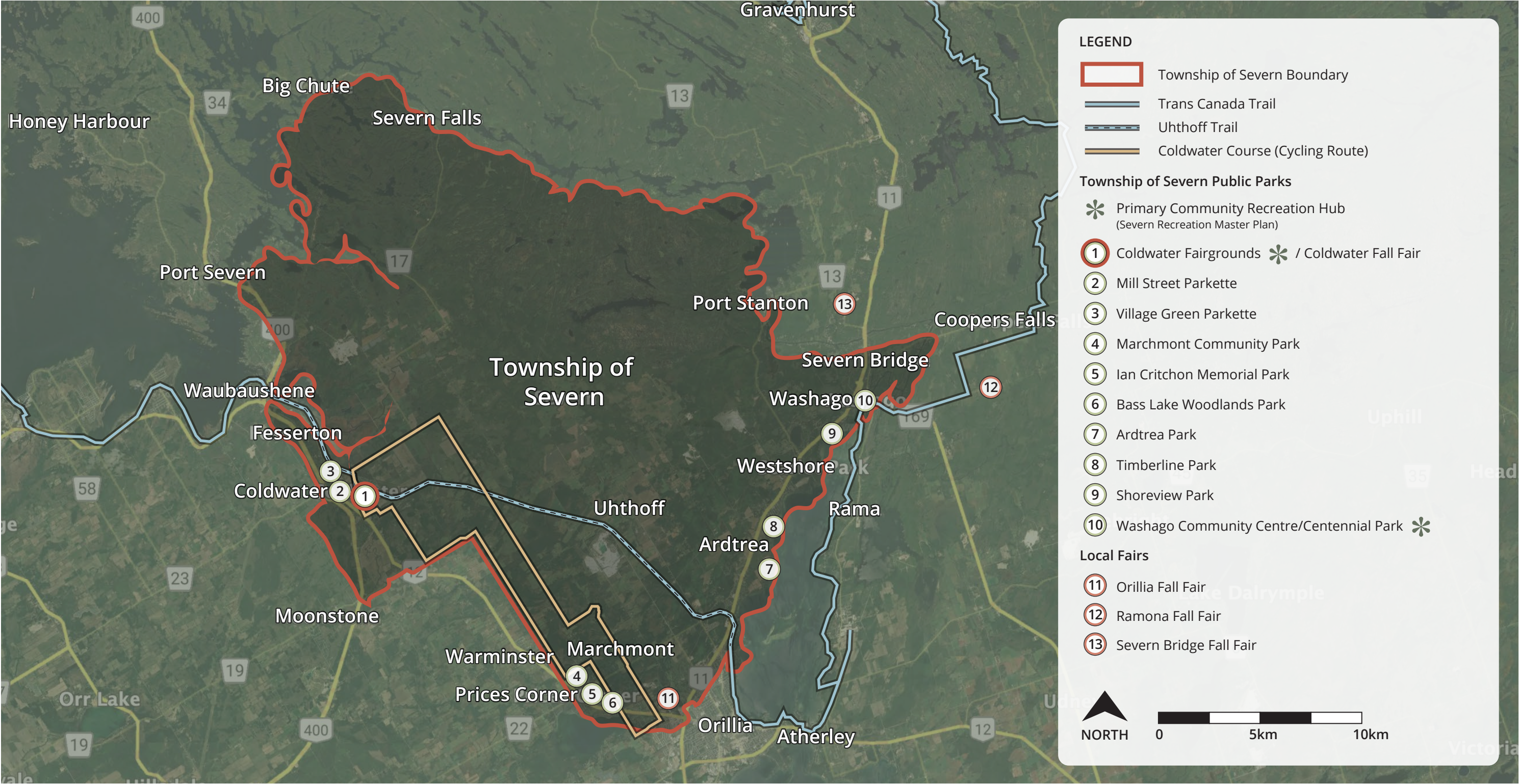
- Create a variety of recreational opportunities on-site
- Collaborate with partners to enhance the utilization of existing structures and underutilized spaces for diverse purposes, including recreational activities
- Connect people with nature for human health benefits
- Incorporate outdoor physical activity programs that cater to all age groups, from active play for preschoolers to fitness classes for teens and adults, as well as initiatives to keep older adults engaged

Transportation

- Support active transportation allowing residents and visitors to travel as they choose
- Create community trail linkages throughout neighbourhoods for easy pedestrian access

Wayfinding

- Consider providing accessible public transportation information for event participants and those with disabilities
- Make sure all signage is in large sans serif font using plain language
- Multiples of the same signs installed at different heights can assist people moving through crowds
- Include educational signage for any implemented strategies or initiatives such as pollinator gardens, energy-efficient technologies, etc.



Google Earth Aerial Image, retrieved December 2024

Regional Context

Township of Severn



Uhthoff Trail access from Coldwater Community Centre parking lot, November 2024

Township of Severn Public Parks

The Township of Severn has 10 public parks, 2 of which are designated Primary Community Recreation Hubs, including the Coldwater Community Centre, and Washago Community Centre/ Centennial Park, with a third future Hub being Westshore Recreation Facility.

The Master Plan will consider these public parks and hubs when developing facility and programming recommendations for the Coldwater Fairgrounds.

Local Fairs

With over 200 fairs held year-round across Ontario, it is essential to consider the surrounding context and the broader network of fairgrounds and events. Understanding the role of nearby fairs and how they serve their communities and the surrounding area will provide valuable insights to guide facility and programming recommendations for the Coldwater Fairgrounds.

Below is a small sample of local fall fairs within a 75 kilometres (km) driving radius of the Coldwater Fairgrounds:

- | | | |
|--|-------|-----------|
| • Orillia Fall Fair | 20 km | October |
| • Elmvale Fall Fair | 27 km | October |
| • Oro World’s Fall Fair | 30 km | September |
| • Severn Bridge Fall Fair | 40 km | September |
| • Ramona Fall Fair | 44 km | September |
| • Great Northern Exhibition (Stayner) | 54km | September |
| • Barrie Fair | 60 km | August |
| • Beaverton Fall Fair | 64 km | September |
| • Bracebridge Fall Fair and Horse Show | 75 km | September |

Trails and Routes

There are two major trails that pass through Coldwater, including the Trans Canada Trail, and the Uhthoff Trail, which is a segment of the Trans Canada Trail, connecting Orillia to Waubaushene. There are also local cycling routes, such as the Coldwater Course, which loops between Orillia and Coldwater. These trails and routes conveniently pass by the Coldwater Community Centre and Fairgrounds, offering trail users an opportunity to stop, rest and enjoy amenities and other recreational activities offered at this location.



Google Earth Aerial Image 2021, Retrieved January 2025

Community Context

Coldwater



Downtown Coldwater, Main Street, October 2024

Downtown Coldwater

Downtown Coldwater is a quaint historic village with shops, restaurants, antiques and more. The Coldwater Business Improvement Area (BIA) supports the town and local businesses through beautification efforts, events, promotions and marketing. The Coldwater Fairgrounds are in close proximity to the downtown, and therefore present opportunities for a mutually supportive relationship that could benefit not only the Fairgrounds and the business area, but also Severn residents and visitors. These opportunities were explored during the Community Engagement and Needs Assessment phases.

Community Integration

Situated in the heart of Coldwater, the Fairgrounds have the potential to serve as a central hub for the town. The Community Context map highlights other key sites of interest, many of which are conveniently located within a 5-minute walking distance. Understanding how the Fairgrounds fit into the broader context of the town and exploring the relationships between nearby locations will be essential for planning programming, ensuring site connectivity, and ensuring overall community cohesion.



Google Earth Aerial Image 2015, Retrieved November 2024

Inventory

Coldwater Fairgrounds

11 Michael Anne Drive, Coldwater, ON

Photo Inventory

Numbers correspond to Inventory plan (pg. 14)
All photos taken by pl.ural (November 2024), unless otherwise noted.



1 Coldwater Community Centre

- Arena
- Upstairs event space



2 Coldwater Curling Club

- Neighbours the Coldwater CC
- Shared parking lot with the CC
- Hosts curling Bonspeil in February



3 Royal Canadian Legion (Coldwater Branch 270)

- Neighbours the Coldwater CC
- Hosts events and ceremonies throughout the year, including the Remembrance Day ceremony



4 Severn Township Public Library

- Nearby Township facility, neighbouring the legion
- Built in 1937



5 Severn Fire Station 3

- Informal pedestrian access between Fire Dept. and Coldwater CC



6 Parking Area

- Gravel public parking area
- Closed for fair rides and games during the Fall Fair



7 Pole Barn

- Newly built in 2022
- Used for animals during the Fall Fair



8 Washrooms

- Opened seasonally
- Septic system

Photo Inventory



9 Snack Bar

- Coldwater Lion's Club donation



10 Pavilion

- Coldwater Lion's Club donation, among other 'community builders'
- Built in 2000
- Picnic tables (1 accessible)
- Some vandalism



11 Storage / Utility Shed

- Coldwater Lion's Club donation



12 Storage / Utility Shed



13 Stewards Tower

- Used for observation during track events



14 Storage / Utility Shed

- Site Furnishings (benches, waste receptacles) stored outdoors



15 Skate Park

- Moveable skate ramps and other obstacles
- Cleared aside during Fall Fair for Junior Tractor Pull event
- Vandalism



16 Animal Showing Area

- Staging area for various animal shows during the Fall Fair
- Located next to the Pole Barn

Photo Inventory



17 Toboggan Hill

- Approx. 4 m high berm



18 Basketball Court

- Asphalt pad with 1 basketball net



19 Playground

- STEM themed playground
- Ages 18 months - 12 years
- Accessible entrance and swing
- Unsupervised



20 Multi-sport Court

- Basketball, Tennis, Pickleball
- Lighting (on a timer) for evening play
- Unsupervised
- 1-hour play limit



21 Walking Loop / Horse Track

- Gravel
- Approx. 850 m distance (~0.5 mi)
- Drainage swale along inside perimeter



22 Demolition Derby

- Limestone barrier
- Permanently fenced pit area
- Spectator area set up during Fall Fair with temporary Grand Stands



23 Western Horse Ring

- Used for Western Fun and Games during the Fall Fair



24 Ball Diamond

- Dugouts and bleachers
- 275 feet outfield
- Floodlights

Photo Inventory



25 Jr. Ball Diamond

- Dugouts and bleachers
- A.k.a “Gerald Mallard Memorial Diamond”



26 English Horse Ring

Additional Photos



Stream and Culvert

- 2 locations along stream



Pedestrian Bridge

- Main pedestrian access into the site
- Culvert below for stream that flows into the Coldwater River



Vehicular Barrier

- Pedestrian access
- Located at the end of Robinson Street, off Community Centre Drive, and at bridge access next to the pole barn



Stone Monument

- 1 of 2 on site
- “Celebrating 100 Years” 1894 - 1994. Presented by OMAFRA to Coldwater and District Agricultural Society



Water Fountain

- Located near Jr. Baseball Diamond

Context Photos



Coldwater Mill 1833

- Located along the Coldwater River
- Indigenous Art Gallery
- Hosts various community events



Downtown Coldwater

- Services such as shopping, dining, banking, dental care, hardware store, etc.



Trailhead (Trans Canada / Uthoff Trail)

- Located near Coldwater Fire Station with pedestrian access to the Coldwater CC
- Bench, waste receptacle, dog waste bags, bike racks, bike repair station, e-bike charging station



Trans Canada / Uthoff Trail

- Trail heading toward Orillia
- Uthoff Trail sign (vandalized)
- Informal pedestrian access to Coldwater CC parking lot

Existing Programming

Facilities

Main facilities at the Fairgrounds include:

General Facilities

- 1 Community Centre Building
- 1 Large Main Parking Lot
- 2 Storage Buildings
- 1 Washroom Building
- 2 Pavilions

General Recreation

- 1 Toboggan Hill
- 1 Walking Loop / Horse Track
- 1 Playground

Sport-specific

- 1 Multi-sport Court (basketball, tennis, pickleball)
- 1 Basketball Court (1 basketball net and asphalt pad)
- 2 Baseball Diamonds (1 full-size (275 ft), 1 junior)
- 1 Skate Park

Event / Fair-specific

- 1 Snack Bar
- 1 Stewards Tower
- 1 Demolition Derby
- 1 Horse Ring

Other:

- Bleachers
- Picnic Tables
- Benches

Activities

Active

- Basketball / Tennis / Pickleball
- Baseball
- Skateboarding / Biking
- Playground / Swinging
- Tobogganing
- Jogging

Passive

- Walking / Dog Walking
- Picnic
- Sitting / Relaxing
- Birdwatching / Enjoying nature
- Photography

Events

At the Fairgrounds

- Coldwater and District Agricultural Society Fall Fair — September (since 1893)

Other Notable Local Events

- Coldwater Lions Curling Club Bonspeil — February
- Coldwater Lions Club St. Patrick’s Day Parade — March
- Coldwater Lions Duck Race — May
- Coldwater Community Garage Sale — June
- Coldwater and Area Studio Tour — June
- Friday Night Live at the Mill — August
- Steampunk Festival — September
- Coldwater Village BIA Trick or Treat Main Street — October
- Coldwater Village BIA Tree Lighting — November
- Christmas Market at the Coldwater Mill — November
- Remembrance Day at the Legion — November
- Coldwater Lions Club Christmas Parade — December
- Coldwater Lions Club New Year’s Eve Family Skate and Fire Works — December

Sources: coldwaterfallfair.com, coldwatermill.com, coldwaterlions.com, , coldwatervillage.ca, severn.ca

Coldwater Fall Fair

A Brief History

- September 1894 — First Fair
- 1980s (early) — Horse racing discontinued
- 1992 — large cattle barn built by volunteers
- 1997 — drainage tiles added throughout the grounds
- 2019 — Fire destroys cattle barn
- 2022 — New cattle barn built
- 2024 — 18,300 attendees

Events

Ceremonies and Competitions:

- Parade and Opening Ceremony
- Nail Driving and Log Sawing
- Junior Nail Driving
- Zucchini Drag Race
- Junior Tractor Pull
- Truck and Tractor Pulls
- Demolition Derby

Animal Shows:

- Sheep Show
- Poultry Show
- Beef and Dairy Shows
- Dairy Goat Show
- Rabbit and Cavy Show
- Miniature Horse Show
- Rooster Competition
- 4-H Cattle
- School Fair Beef and Dairy

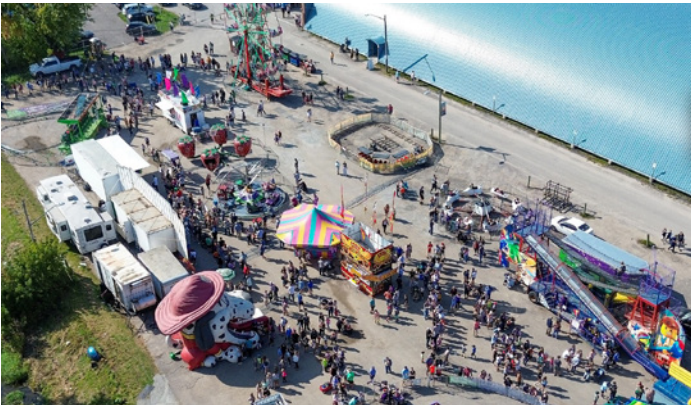
Horse-Related Events:

- Hunter / Jumper Show
- Pony Pull
- Georgian Bay Horse Pull
- Junior / Small Fry Western Fun and Games
- Youth, Pewee and Open Western Fun and Games

Youth and Family Activities:

- Baby Show
- Junior Dog Show
- Stuffed Pet Show
- Decorated Bicycle Judging
- Junior Farm Olympics
- Junior Mud Race
- Design a Pumpkin Contest

Sources: coldwaterfallfair.com,
Coldwater Fall Fair Facebook Page



Fair Rides and Games in the Parking Lot



Horse Track



Market Tents



Cattle Barn and Animal Showing Area



Fair Overview at Night



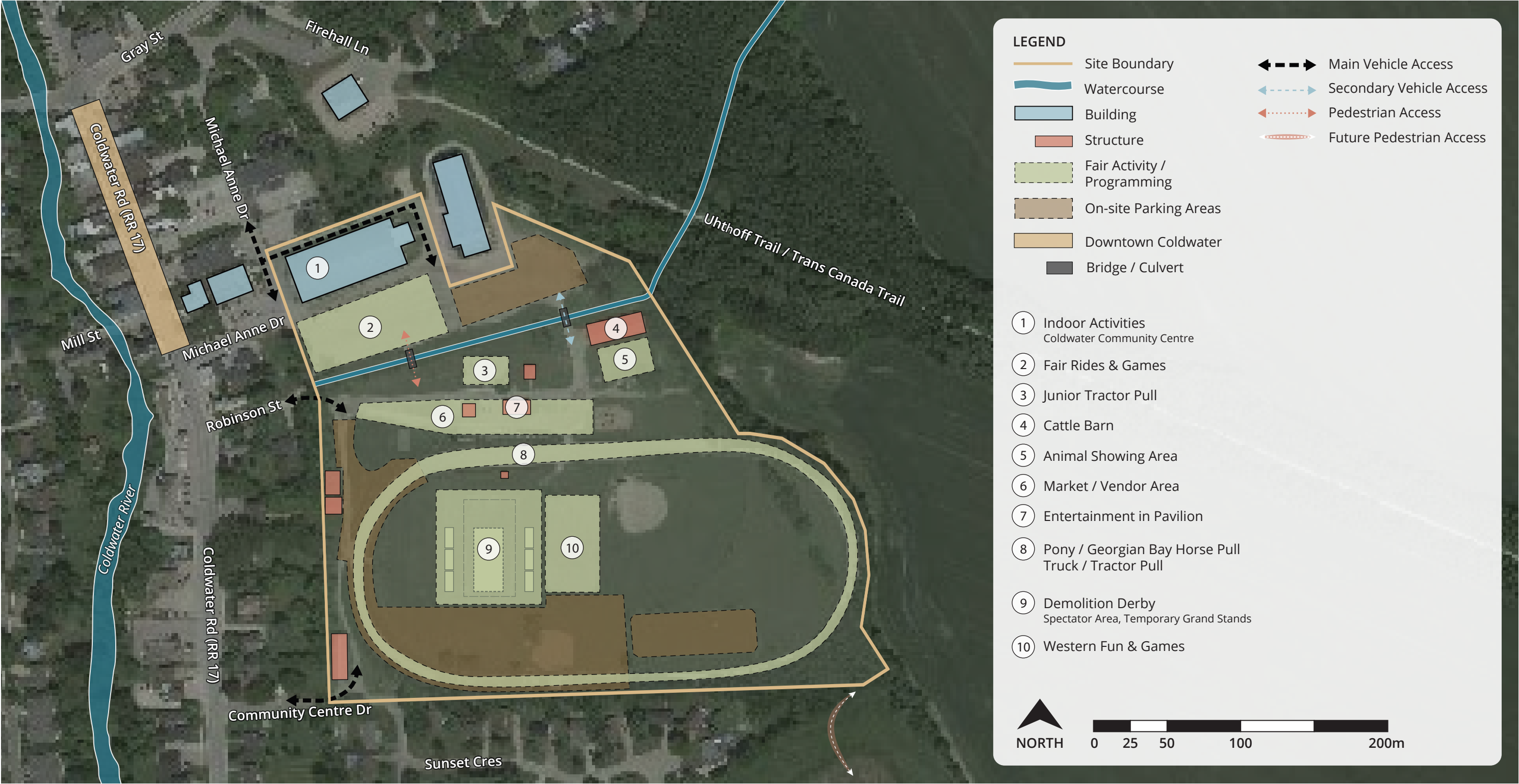
Fair Rides and Games



Demolition Derby - Spectator View



Demolition Derby - Aerial View

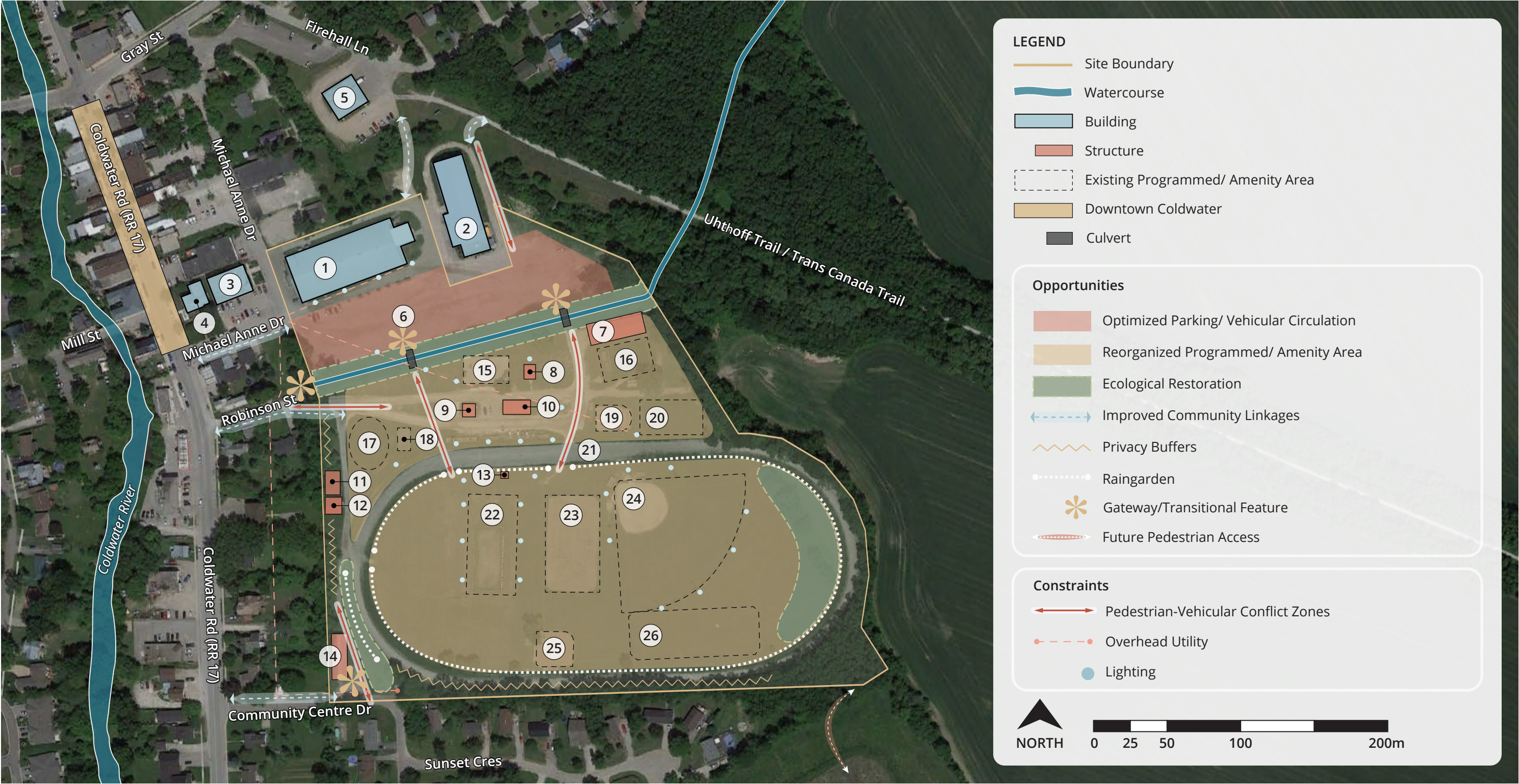


Google Earth Aerial Image 2015, Retrieved November 2024

Coldwater Fall Fair Layout

Coldwater Fairgrounds

11 Michael Anne Drive, Coldwater, ON



Google Earth Aerial Image 2015, Retrieved November 2024

Analysis

Coldwater Fairgrounds

11 Michael Anne Drive, Coldwater, ON



Section 3

Community Engagement

Overview

Since the commencement of this project, significant effort has been made to actively engage the Severn community in the development of the Coldwater Fairgrounds Master Plan. Building on meetings with municipal staff, on-site observations, and background research, these efforts contribute to a comprehensive understanding of the site's users and their needs, both now and into the future.

Between announcements on social media, a dedicated project landing page on the municipal website, and direct invitations to select stakeholders, the community has been encouraged to participate in a collection of engagement opportunities, including:

- Interviews
- Community Open House #1
- Public Engagement Survey #1
- Community Open House #2
- Public Engagement Survey #2

What We Did

Interviews

Beginning the week of **January 13, 2025**, individual interviews regarding the development of the project were conducted by the consulting team. Discussions focused on the strengths, weaknesses, opportunities, and threats associated with the development of the Fairgrounds. Various community representatives were invited and ten participants opted in, including:

- Mayor
- Deputy Mayor
- Councillors
- Fall Fair President
- Local Clubs and Organizations
- Municipal Staff

Public Engagement Survey #1

On January 17th, 2025, a public survey was released to gather community input on the future of the Coldwater Fairgrounds. It was available for **3 weeks** and closed on February 7th, 2025. Available in a paper and electronic format, the survey reached over **445 participants** through social media, advertisements, print ads, and website postings by the Township.

The **22-question** survey took approximately 10-15 minutes to complete and covered:

Fairground User Information and Demographics

- Identifying the community members and providing context for responses

Current Use and Amenities

- Identifying frequently used facilities like baseball diamonds, basketball courts, the skate park, and public washrooms etc.

Desired Additions

- 20 options to choose from, as well as a write-in option, including accessibility elements, community gardens, outdoor fitness equipment, splash pad etc.

Needed Improvements

- 13 choices, as well as a write-in option, listing options like accessibility upgrades, active transportation, beautification, and environmental initiatives

Fall Fair Considerations

- Assessing attendance and favourite events

Public Perception

- Ratings on factors like safety, accessibility, overall experience, etc., using a Strongly Disagree to Strongly Agree scale

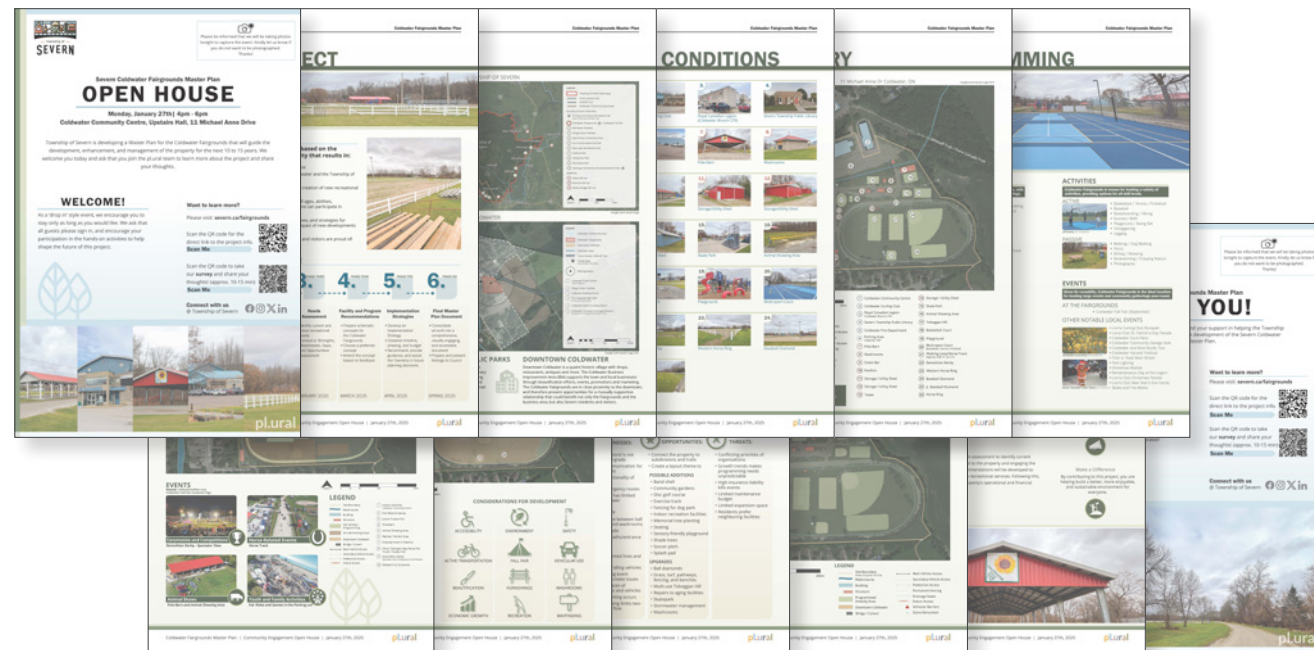
Level of Redesign

- Ranked from 1 (No Change) to 5 (Complete Redesign)

At the end of the survey, participants had the opportunity to leave additional comments and suggestions, and were provided with contact information and next steps to stay connected.

✓ Community Open House #1

On **January 27, 2025** from 4-6pm, the Coldwater Community Hall hosted around **30 people** at an open house. Designed to introduce the project, the event allowed guests to learn about the planning process. The come-and-go session featured **12 information panels**, with municipal project team staff and consulting team members readily available to answer questions as needed. Additionally, attendees had the opportunity to complete a paper copy of the public engagement survey, as well as the option of filling out a general comment card.



Full collection of panels displayed

The project panels covered topics such as:

- Regional and local context
- Existing conditions: inventory and analysis
- Fall Fair programming
- Summary of engagement input to-date
- Interactive panel to encourage participation
- Next steps, a project timeline and future opportunities to participate.



Open House #1

✓ Community Open House #2

Similar to the first community open house, Open House #2 welcomed **30+ guests** on **March 24, 2025** from 4-6pm to view project progress updates and **3 conceptual site plans**. The panels featured an assessment summary that informed the development of the concepts, and the site plans were each accompanied with a schematic layout for consideration of fall fair operations.

✓ Public Engagement Survey #2

On March 21st, 2025, a final survey was released to capture community input on the 3 site concepts. It was available for **5 weeks** and closed on April 25th, 2025. Available in a paper and electronic format, the survey received **119 responses**.

The **22-question** survey took approximately 10-15 minutes to complete and showcased:

- **Concept 1:** *Refresh & Refine*
- **Concept 2:** *Connect & Play*
- **Concept 3:** *Elevate & Expand*

Participants rated each concept, then voted for their overall favourite with opportunities throughout to leave comments.



Open House #2

WORTH NOTING

The Severn Community was eager to get involved, with excellent turnout and response to engagement events and opportunities.

What We Heard

Interviews

Through the interviews, it was established that the Coldwater Fairgrounds certainly offers the potential to function as a flexible, community-centered space that caters to both locals and visitors. During the Fall Fair, visitors come to see popular attractions like the tractor pulls, and demolition derbies, all supported by strong volunteer and sponsorship backing. However, challenges include accessibility issues for pedestrians and vehicles, subpar facilities such as a non-professional ball diamond, poorly marked entrances, limited emergency routes, and parking congestion that raises safety concerns. There are opportunities for the Fairgrounds to be developed through improved pathways, additional amenities, and upgraded recreational areas, while also addressing the conflicting priorities among interested parties and meeting the needs of a growing community.

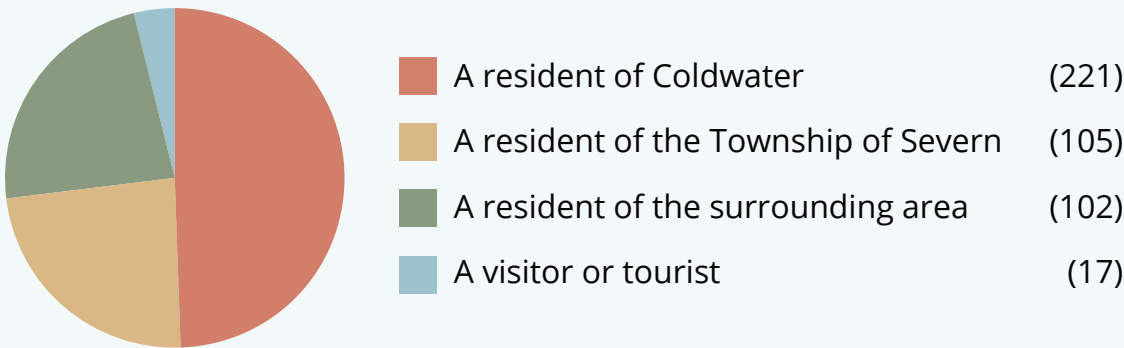
See how interview discussions informed a full SWOT analysis on [page 35](#).

Public Engagement Survey

The survey provided Fairgrounds users with a platform to share their experiences and preferences in the development of the master plan. It reached a broad audience of park visitors and fairgoers, assessing which amenities were most valued and allowing concerns to be expressed.

About You:

Residents vs. Visitors

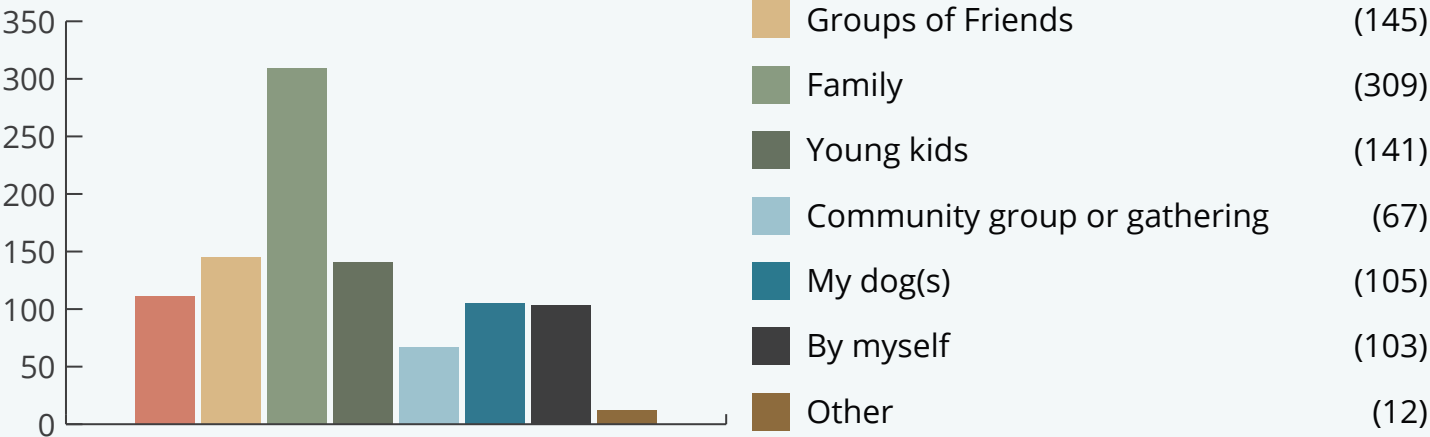


Visiting the Fairgrounds:

Frequency of Visits



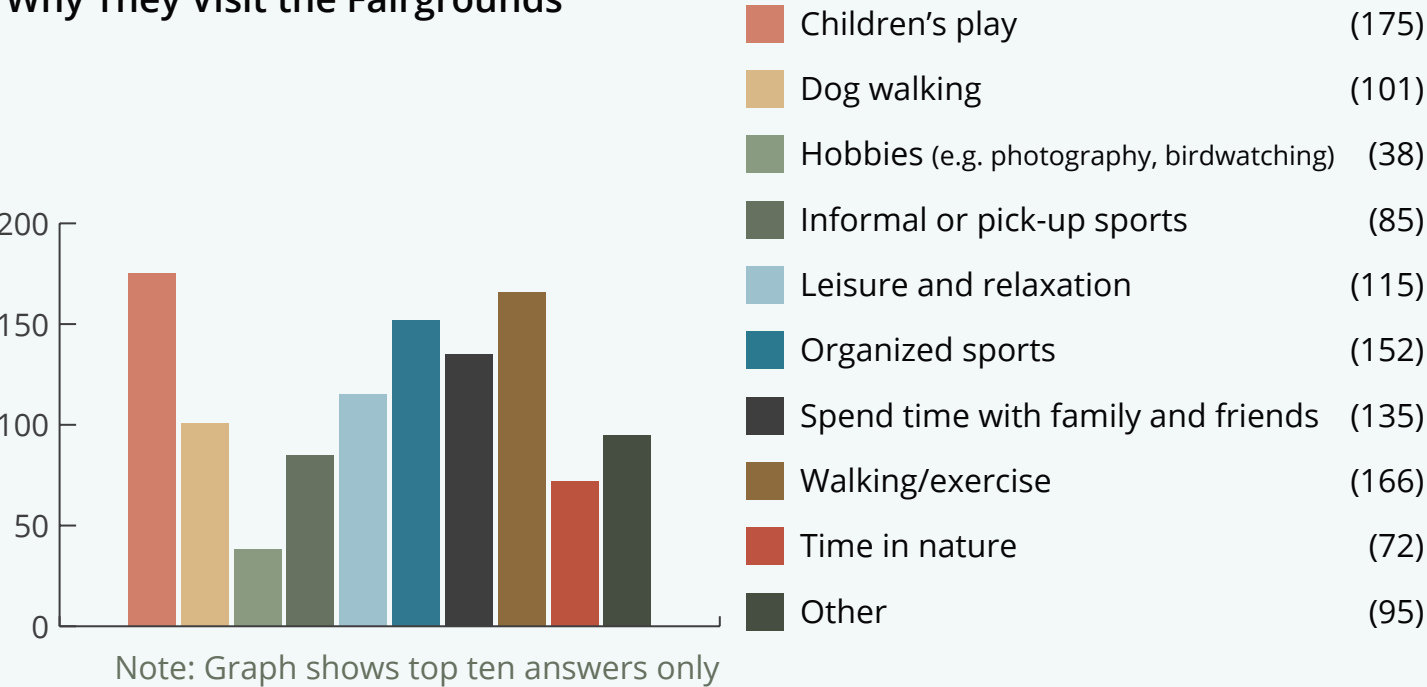
Who They Visit With



WORTH NOTING

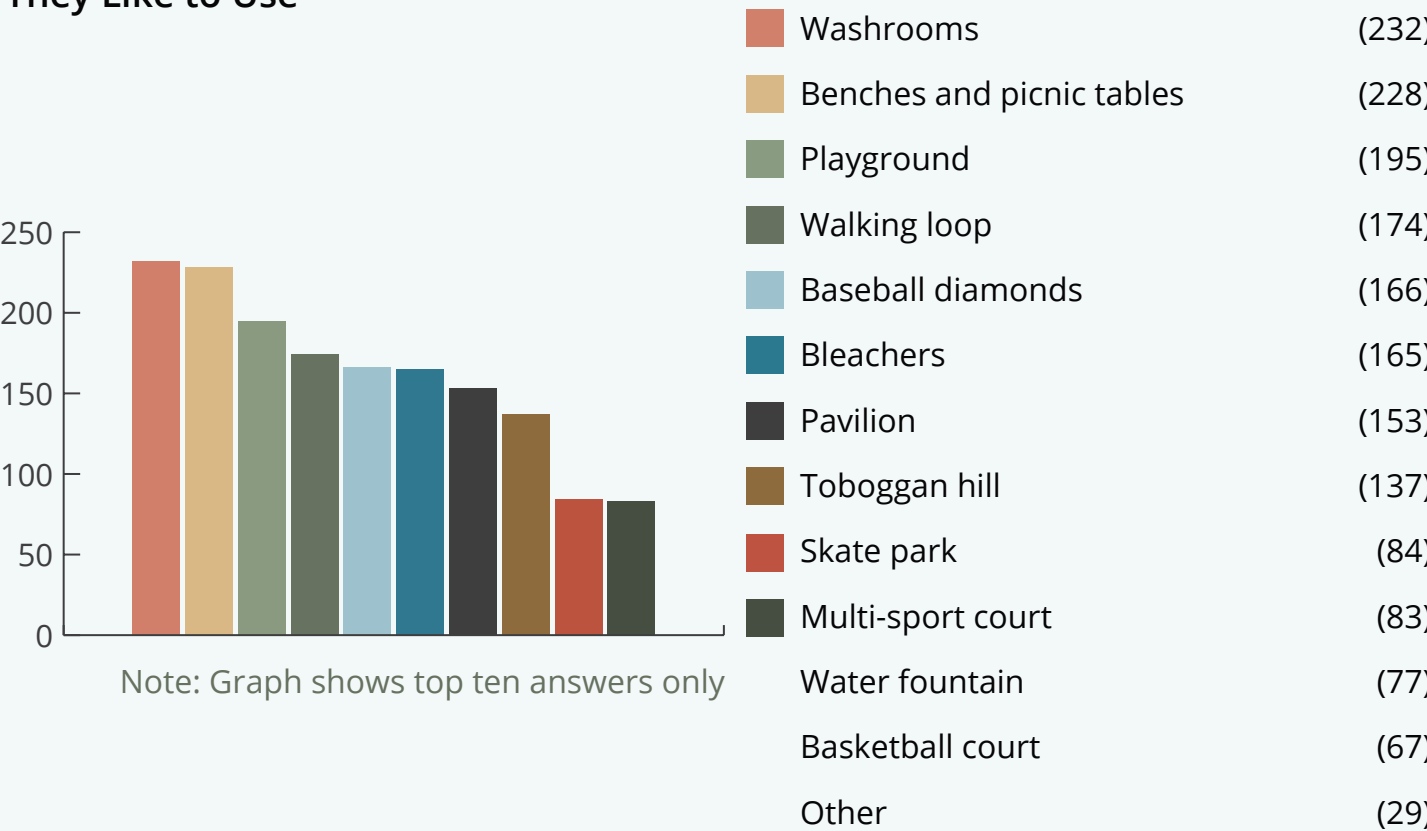
Given the significant number of visitors who come to the Fairgrounds with their families (73%), respondents have highlighted the importance of ensuring the Fairgrounds remains a family-friendly space year round.

Why They Visit the Fairgrounds



Activities and Facilities:

What Existing Facilities and Amenities They Like to Use



Additions They Would Like at the Fairgrounds



Common responses among 'Other' answers were:

- Pickleball Courts – 16 mentions
- Baseball Diamonds (new or improved) – 15 mentions
- Soccer Fields – 7 mentions
- Ball Hockey Rink/Outdoor Skating – 6 mentions
- Bike Trails/Running Track – 3 mentions
- Paved Trails (Running, Rollerblading, Biking) – 4 mentions
- Basketball Court – 2 mentions
- Tennis Courts – 2 mentions

WORTH NOTING

More than half (53%) of respondents would like to see a splash pad or waterplay facility added to the Fairgrounds site.

Fall Fair:

Fair Attendance

Nearly all respondents (98%) have visited the Coldwater Fall Fair at least once, while majority (78%) reported attending every year.

The following

When asked to select other Ontario fairs they have attended, selected:

- Orillia Fall Fair (224)
- Oro World’s Fair (172)
- Elmvale Fall Fair (153)
- Barrie Fair (147)

What Makes the Fair Special or Unique?

When asked ‘What makes the Coldwater Fall Fair special or unique compared to other Ontario fairs?’, respondents top 5 answers were:

- Demolition derby (258)
- Truck or tractor pull (216)
- Animal shows (154)
- Horse pull (138)
- Youth and family activities (119)

WORTH NOTING

The demolition derby is a significant highlight of the Coldwater Fall Fair that draws in many attendees every year.

WORTH NOTING

Nearly all respondents (98%) would like to see some level of change at the Fairgrounds.

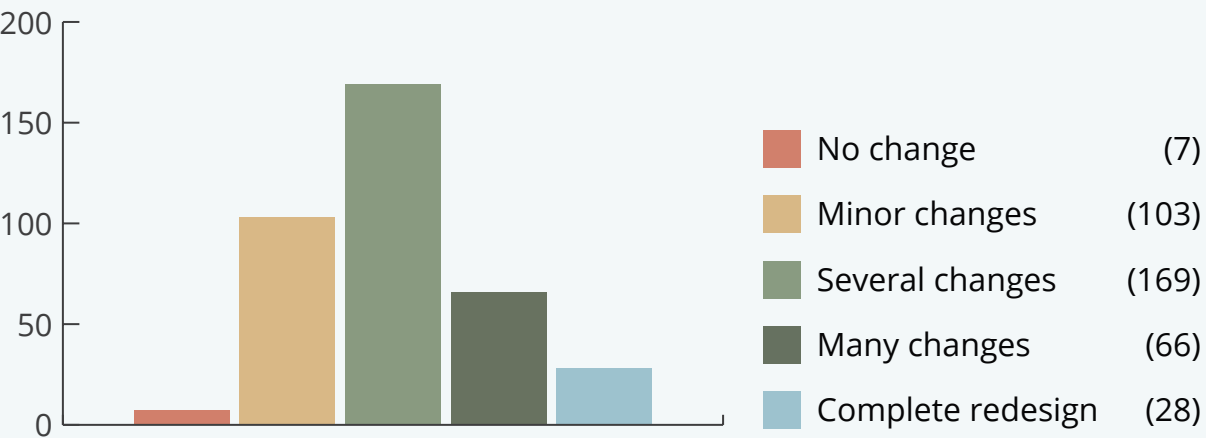
Your Rating:

When asked to agree with the following statements, *majority* of respondents chose:

The Coldwater Fairgrounds...

- | | |
|--|----------------|
| a) feels safe | Agree |
| b) is a valuable Township asset | Strongly Agree |
| c) is a well-designed space | Agree |
| d) offers a positive experience | Agree |
| e) is inclusive and accessible | Agree |
| f) is an active and lively place | Agree |
| g) is inviting and welcoming | Agree |
| h) has an abundance of recreational facilities | Disagree |
| i) is clean and well-maintained | Agree |
| j) facilities and amenities are of good quality and kept in good condition | Agree |
| k) is a place I am proud of | Agree |

How Much Change They Would Like to See



Final Thoughts:

Describing the Fairgrounds

When asked: *'What specific images or themes do you associate with the Fairgrounds, Coldwater, or the Township of Severn?'*, participants chose:



Note: Larger words associated with most common answers

Top 7 answers included mentions of the word:

- Community (49)
- Family (27)
- Farming (19)
- History (19)
- Nature (17)
- Coldwater (15)
- Fun (13)

Final Comments Ideas and Suggestions

When asked, *'Do you have any final comments, ideas, or suggestions regarding the Coldwater Fairgrounds?'* 181 participants responded. Their feedback has been carefully reviewed by both the consultants and the Township for consideration in the Master Plan. The key themes are summarized below:

1. Accessibility and Parking

- Locked gates restrict access for seniors, parents, and individuals with mobility challenges
- Requests for more parking near key amenities and better washroom access

2. Sports and Recreation Facilities

- Strong support for an outdoor rink (winter skating, summer inline skating/ball hockey)
- Interest in a running/walking track, upgraded ball diamonds, and a dog park

3. Safety and Security

- Concerns about vandalism, substance use on site, and reckless vehicle behavior
- Calls for better security, controlled access parking areas closer to amenities, and designated smoking areas

4. Gathering Spaces and Greenery

- High demand for more shade trees and covered seating
- Interest in a splash pad, community garden, and pollinator-friendly spaces

5. Facilities and Maintenance

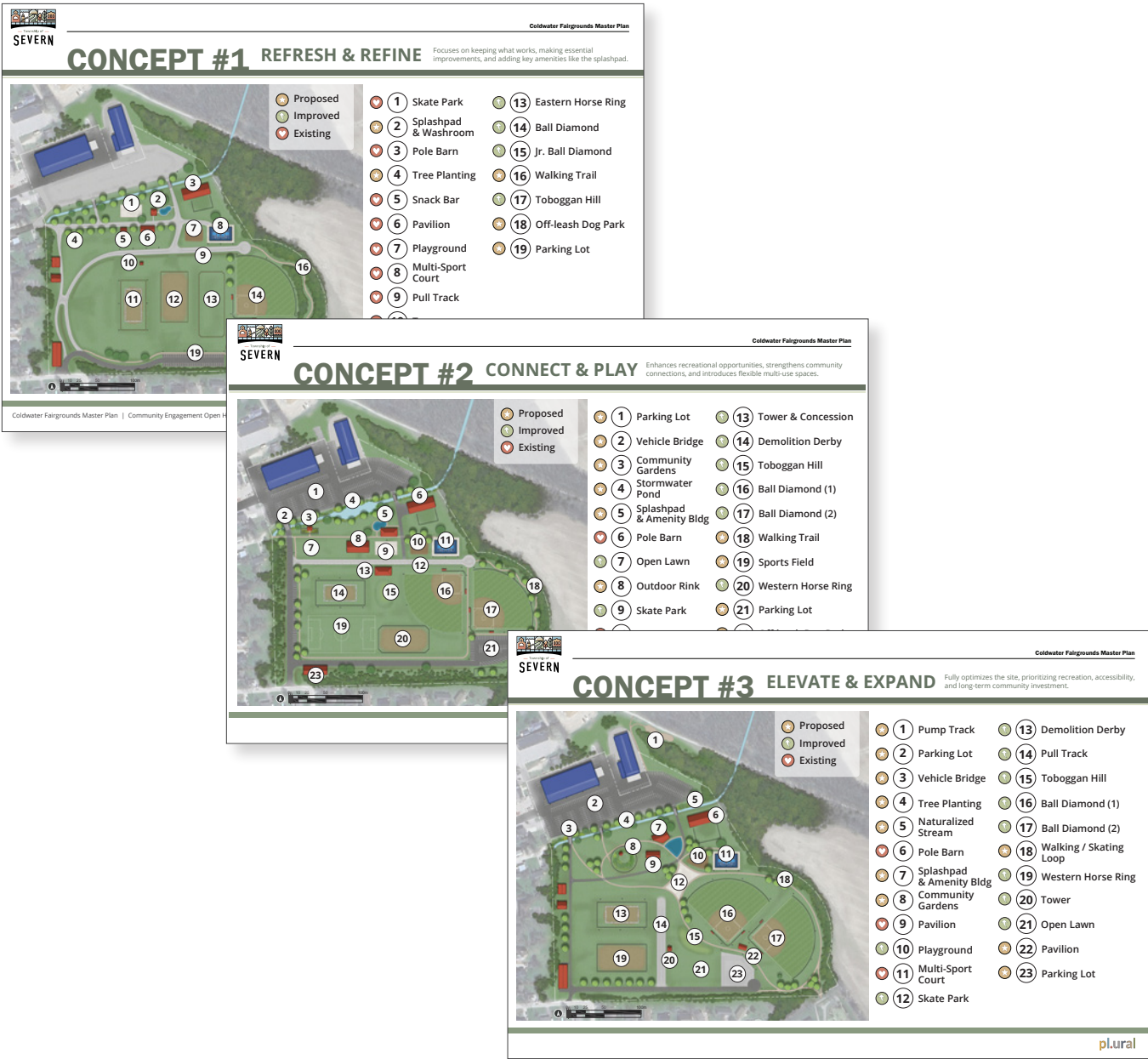
- Urgent need for washroom upgrades (cleanliness, accessibility, reliable access)
- Requests for better drainage and upkeep of overgrown areas

6. Preserving Coldwater's Identity

- Desire to maintain Coldwater's small-town charm and highlight local history
- Some residents believe township funds should be used to develop additional green spaces rather than significantly altering the Fairgrounds

Final Poll

The final survey provided community members with an opportunity to view and share their input on each concept, providing insight on their likes, dislikes, what works well and what could be improved.



Concept 2: *Connect & Play* received the highest rating and most positive response. Concept 2 will be used as direction for the final site plan, and refined based on input received throughout the community engagement process.

Concept 1: Refresh & Refine

“Tell us what you think”



Concept 2: Connect & Play

“Tell us what you think”



Concept 3: Elevate & Expand

“Tell us what you think”



What It Means

The community engagement process has provided a clear understanding of the community's perspective and vision for the future of the Coldwater Fairgrounds. The following key takeaways summarize the priorities and expectations identified by residents and will inform the development of design and recommendations.

A Gathering Place for Families

The Fairgrounds is a gathering space for families, but it needs updates to be more inviting year-round. Beyond major events and gatherings, the space is an integral part of daily life. Better seating, improved play areas, and upgraded facilities would make it a more comfortable and enjoyable place for all ages.

Bringing the Community Together

With thoughtful design, expanded programming, and improvements, the site has the ability to function as a community park as well as a fairground. Enhancement of existing facilities and the creation of new recreational amenities will ensure optimal use of the site year-round for all community members.

Cherishing the Fall Fair

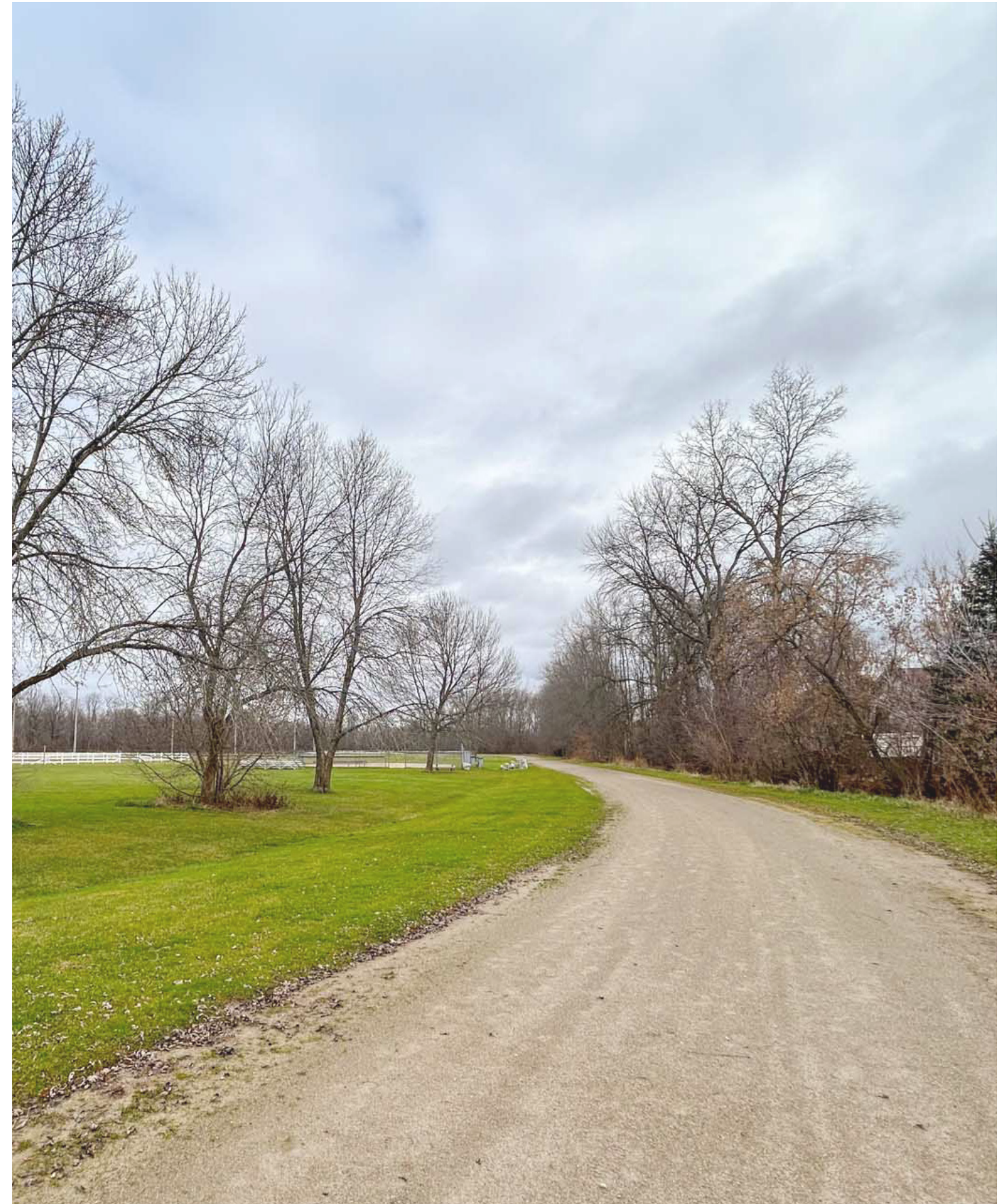
The Fall Fair has been a tradition for generations, drawing thousands each year. While it runs adequately now, adjustments such as designated vendor areas, better crowd flow, and improved parking, will help it maintain its integrity as the community grows.

Making It More Accessible

Many residents struggle with uneven ground, a lack of pathways, distant amenities, and limited accessible seating. Addressing these challenges will make the Fairgrounds a space that everyone can enjoy.

Looking Ahead

The Coldwater Fairgrounds is a valued community space with deep historical and cultural significance. The community has expressed a strong desire to see it improved while maintaining its character and ability to host events, such as the Fall Fair. By prioritizing accessibility, safety, outdoor recreation, and essential amenities like washrooms and parking, the Master Plan can enhance the Fairgrounds as a welcoming, functional, and future-ready space for all residents.



A view of the existing horse track, November 2024



Section 4

Needs Assessment

Overview

The Needs Assessment section includes the following:

Strengths, Weaknesses, Opportunities, and Threats (SWOT)

A SWOT analysis was conducted to assess key findings from site investigations, background research, and community engagement. This analysis identifies key areas for improvement, opportunities for growth, and potential challenges, providing a foundation for the Master Plan's development and success.

Assessment Process

To determine the amenities and facilities needed at the Fairgrounds, it is essential to first consider the broader context of the site. This process involves both reviewing the recreational offerings within the Township of Severn, and comparing them to services available in similar municipalities. This information is used as a benchmark to assess whether Severn is providing an appropriate level and quality of services for its community. By quantifying this data, it can then be used to compare and determine the specific number of amenities and facilities that may be added to the Township's current offerings. The findings from this assessment will directly inform the recommendations in the following section, guiding decisions on which amenities and facilities are most suitable to include in the Fairgrounds design and overall Master Plan.

Municipal Comparison

Comparator municipalities have been determined based on similar Township population, geographic context, fairground activity and site size. Refer to [page 36](#) for community profiles, which highlights specific information about each municipality.

Amenities and facilities data has been quantified from each of the comparator municipalities. This information was collected from parks and recreation asset data through municipal websites and/or parks and recreation reports.

The 'Average Comparator Provision' is calculated by taking the average of the available amenity quantities from the Municipal Comparators. The resulting average number was then rounded to the nearest whole number in the 'Severn Calculated Provision' to suggest the appropriate quantity of corresponding facilities that Severn should have, which is found on [page 37](#).

Needs Assessment Results

Taking into account the existing facility offerings in 'The Township of Severn Inventory,' the 'Severn Adjusted Need Provision' was determined by subtracting the existing Township inventory from the 'Severn Calculated Provision,' to propose the addition of new facilities the Township should consider adding, which can be found on [page 38](#). Need was also determined from 'Community Desire' based on community engagement results.

Based on these needs, amenity and facility recommendations have been made for the Coldwater Fairgrounds site and included in the proposed site design in the following section: [Facility and Program Recommendations](#).

Strengths, Weaknesses, Opportunities, and Threats



Strengths

- Central location to downtown
- Centralized amenities
- Community hall (essential for Wards 1 and 2)
- Pavilion is located in ideal space
- Uhthoff Trail is nearby
- Close access to existing residential neighbourhoods and future developments

Fall Fair

- Attendees have ability to move freely around
- Rodeos, truck pulls, and demolition derbies
- Machinery can move with the current layout
- Sponsorships and volunteer support



Weaknesses

- Big ball diamond is not professional-grade
- Limited communication for on-site events
- Limited functionality of facilities
- Lack of emergency routes
- Lack of shade

Accessibility

- Far distance between ball diamond and washrooms
- Unpaved paths / entrance

Parking

- Lack of painted lines and curbs
- Lineups of idling vehicles
- Overlapping event schedules create issues
- Shared spaces of pedestrians and vehicles
- Double parking occurs
- Street parking limits two-way traffic flow



Opportunities

Possible Additions

- Band shell
- Community gardens
- Disc golf course
- Exercise track
- Fencing for dog park
- Indoor recreation facilities
- Memorial tree planting
- Seating
- Sensory-friendly playground
- Shade trees
- Soccer pitch
- Splash pad
- Storage Facilities

Upgrades

- Ball diamonds
- Turf, pathways, fencing, and benches
- Multi-use Toboggan Hill
- Repairs to aging facilities
- Skatepark
- Stormwater management
- Washrooms



Threats

- Conflicting priorities of organizations
- Growth trends makes programming needs unpredictable
- High insurance liability kills events
- Limited maintenance budget
- Limited expansion space
- Some Severn residents prefer facilities in neighbouring communities

Municipal Comparator Profiles

The Comparator Municipalities are similar to the Township of Severn, based on the characteristics and information displayed in the chart below.

Focus Municipality	Statistics Canada, 2021		Fairgrounds and Event Spaces					
	Geographic Area (km²)	Pop. Density (per km²)	Ontario Fair	Year Est.	Location	Organizer	Site	Site Size (approx. ha)
Township of Severn	550	~25.5	Coldwater Fall Fair	1893	Coldwater	Coldwater and District Agricultural Society	Coldwater Fairgrounds	9.3
Comparator Municipalities								
Town of Bracebridge	615	~28.1	Bracebridge Fall Fair & Horse Show	1869	Bracebridge	Bracebridge Agricultural Society	J.D. Lang Activity Park	10.5
Township of Brock	423	~29.7	Beaverton Fall Fair	1853	Beaverton	Beaverton Agricultural Society	Beaverton Fairgrounds	7.5
Township of Clearview	558	~25.1	Great Northern Exhibition	1855	Stayner	Collingwood Agricultural Society	GNE Fairgrounds	9.8
Town of Huntsville	710	~30.0	Huntsville Fall Fair		Huntsville	Huntsville and District Agricultural Society	407 Ravenscliffe Road (fairgrounds)	3.6
Township of Oro-Medonte	589	~39.1	Oro World's Fair	1852	Oro Station	Oro Agricultural Society	Oro Agricultural Society Fairgrounds	8.2

WORTH NOTING

With an average site size of 7.92 ha among comparator municipalities, Severn is fortunate to have 9.3 ha of space in their community, providing ample room for both fair and recreational activities.



J.D. Lang Activity Park, Bracebridge



Beaverton Fairgrounds, Beaverton



GNE Fairgrounds, Stayner



Oro Agricultural Society Fairgrounds, Oro Station

Municipal Comparison

Amenities and Facilities	Parks and Recreation Info.			Municipal Comparator: Available (✓) Absent (x)				Provision	
Item	Industry Standard	Township of Severn Inventory	Coldwater Fairgrounds Inventory	Bracebridge	Brock	Clearview	Oro-Medonte	* Average Comparator Provision	** Severn Calculated Provision
Accessible/ Inclusive Playground	To comply with Ontario standards new and upgraded Playground equipment should include at least; 1 accessible feature (i.e., swing or play structure, etc.) An accessible ramp into a playspace Different types of integrated ground-level play components Engineered wood fibre surfacing	1	1	✓	✓	✓	✓	n/a	–
Ball Diamond (lit and unlit)	–	6	2	4	7	9	6	6.50	7
Basketball Court (full)	–	2	1	0	1	0	0	0.25	1
Community Garden	–	–	–	x	✓	✓	x	n/a	–
Disc Golf Course	–	1	0	1	0	0	0	0.25	0
Dog Park (off-leash)	–	2	0	1	0	1	0	0.50	1
Fitness Equipment (outdoor)	–	6 pcs	0	0	0	0	0	0	0
Multi-Sport Court	–	3	1	2	0	0	9	2.75	3
Outdoor Ice Rink (formal)	–	2	0	0	0	2	6	2.00	2
Pavillion/ Gazebo	At specialized park facilities (i.e., splash pads, playgrounds with rubber surface, bike parks, dog parks, etc.) immediate shade cover should be prioritized.	4	1	✓	✓	✓	✓	n/a	–
Pickleball Court (formal)	–	0	0	0	0	0	0	0.00	1
Pump Track	–	1	0	0	0	0	0	0.00	0
Rectangular Field (lit and unlit)	–	3	0	5	2	2	3	3.00	3
Skate Park	–	2	1	0	2	3	0	1.25	1
Splashpad	–	0	0	0	1	1	0	0.50	1
Tennis Court	–	0	0	3	3	4	3	3.25	3
Track	–	1	1	1	0	0	0	0.25	1
Volleyball Court (sand)	–	2	0	0	4	0	2	1.50	2
Washroom (permanent/seasonal)	Locations for permanent washrooms, should take into account the placement, connectivity to a trail network, and existing or potential amenities that would be enhanced by the addition of restroom facilities as part of the infrastructure.	2	1	✓	✓	✓	✓	n/a	–

Note: municipal comparator availability based on 2024 parks and recreation public asset data.

* Average Comparator Provision is calculated by park and recreation asset data from comparator municipalities indicated.

** The Severn Calculated Provision is determined by rounding the average comparator provision to the nearest whole number.

Needs Assessment

Amenities and Facilities	Parks and Recreation Info.	Community Desire	Needs Assessment Results		
Item	Industry Standard	Community Engagement Survey Results	Need	*** Severn Adjusted Need Provision	Remarks & Actions
Accessible/ Inclusive Playground	To comply with Ontario standards new and upgraded Playground equipment should include at least; 1 accessible feature (i.e., swing or play structure, etc.) An accessible ramp into a playspace Different types of integrated ground-level play components Engineered wood fibre surfacing	The community seems satisfied with the accessible playground at the Coldwater fairgrounds.	no	–	The Township currently meets the needs of the community.
Ball Diamond (lit and unlit)	–	Communtiy desire for increasing the number of baseball diamonds in Coldwater.	yes	+1	Based on community desire, the Township should consider the addition of a new adult-sized ball diamond at the Fairgrounds.
Basketball Court (full)	–	No comments, desire or concern.	no	0	Basketball may be accomodated in the multi-sport courts and inside the Coldwater Community Centre.
Community Garden	–	Desire for some community gardens at the Coldwater Fairgrounds.	yes	–	The community has expressed desire for communtiy gardens.
Disc Golf Course	–	No comments, desire or concern.	no	0	As of 2025, the Township plans to install a Disc Golf course to meet community desire.
Dog Park (off-leash)	–	Community desire for a fenced in off-leash dog park in Coldwater.	yes	1	Based community desire, the township should consider the installation of an off-leash dog park in Coldwater.
Fitness Equipment (outdoor)	–	No comments, desire or concern.	no	0	The Township currently meets the needs of the community.
Multi-Sport Court	–	No comments, desire or concern. The Township has installed a new court at the Coldwater Fairgrounds.	no	0	There is no caluculated need or community desire at this time.
Outdoor Ice Rink (formal)	–	Some desire for an outdoor rink at the Coldwater Fairgrounds.	yes	+1	Based on community desire, the township should consider the installation of an official outdoor rink at the Fairgrounds.
Pavillion/ Gazebo	At specialized park facilities (i.e., splash pads, playgrounds with rubber surface, bike parks, dog parks, etc.) immediate shade cover should be prioritized.	Communtiy desire for shaded areas to gather around facilities at the Coldwater Fairgrounds.	yes	–	The Township should follow industry standards and assess needs based on facility context. Recommendation are provided in the Fairgrounds conceptual plan.
Pickleball Court (formal)	–	No comments, desire or concern.	no	0	Pickleball may be accomodated in the multi-sport courts and inside the Coldwater Community Centre.
Pump Track	–	Community desire and strong support for a pump track in Coldwater.	yes	+1	Based on community desire and counsel support, the township may consider the installation of a pump track at the Fairgrounds.
Rectangular Field (lit and unlit)	–	Some desire for space to play field sports in Coldwater.	yes	+1	The Township should establishing 1 rectangular sports field at the Coldwater Fairgrounds.
Skate Park	–	No comments, desire or concern.	no	+1	The Township currently meets the needs of the community.
Splashpad	–	Strong desire for a splashpad/waterplay facility at the Coldwater Fairgrounds.	yes	+1	The Township should install a splashpad/ waterplay facility.
Tennis Court	–	No comments, desire or concern.	no	+3	This activity may be accomodated in multi-sport courts, and there is no community desire at this time.
Track	–	No comments, desire or concern.	no	0	The Township currently meets the needs of the community.
Volleyball Court (sand)	–	No comments, desire or concern.	no	+2	The Township currently meets the needs of the community.
Washroom (permanent/seasonal)	Locations for permanent washrooms, should take into account the placement, connectivity to a trail network, and existing or potential amenities that would be enhanced by the addition of restroom facilities as part of the infrastructure.	Strong desire for a new permanent washroom facility at the Coldwater Fairgrounds.	yes	–	A new washroom facility (facilities), should be installed at the Coldwater Fairgrounds due to outdated infrastructure and community desire.

Note: municipal comparator availability based on 2024 parks and recreation public asset data.
*** The Severn Adjusted Need Provision takes into account the existing inventory, plus the calculated provision, to propose additional needed facilities.



Section 5

Facility and Program Recommendations

Proposed Site Plan

Coldwater Fairgrounds



Design Intent

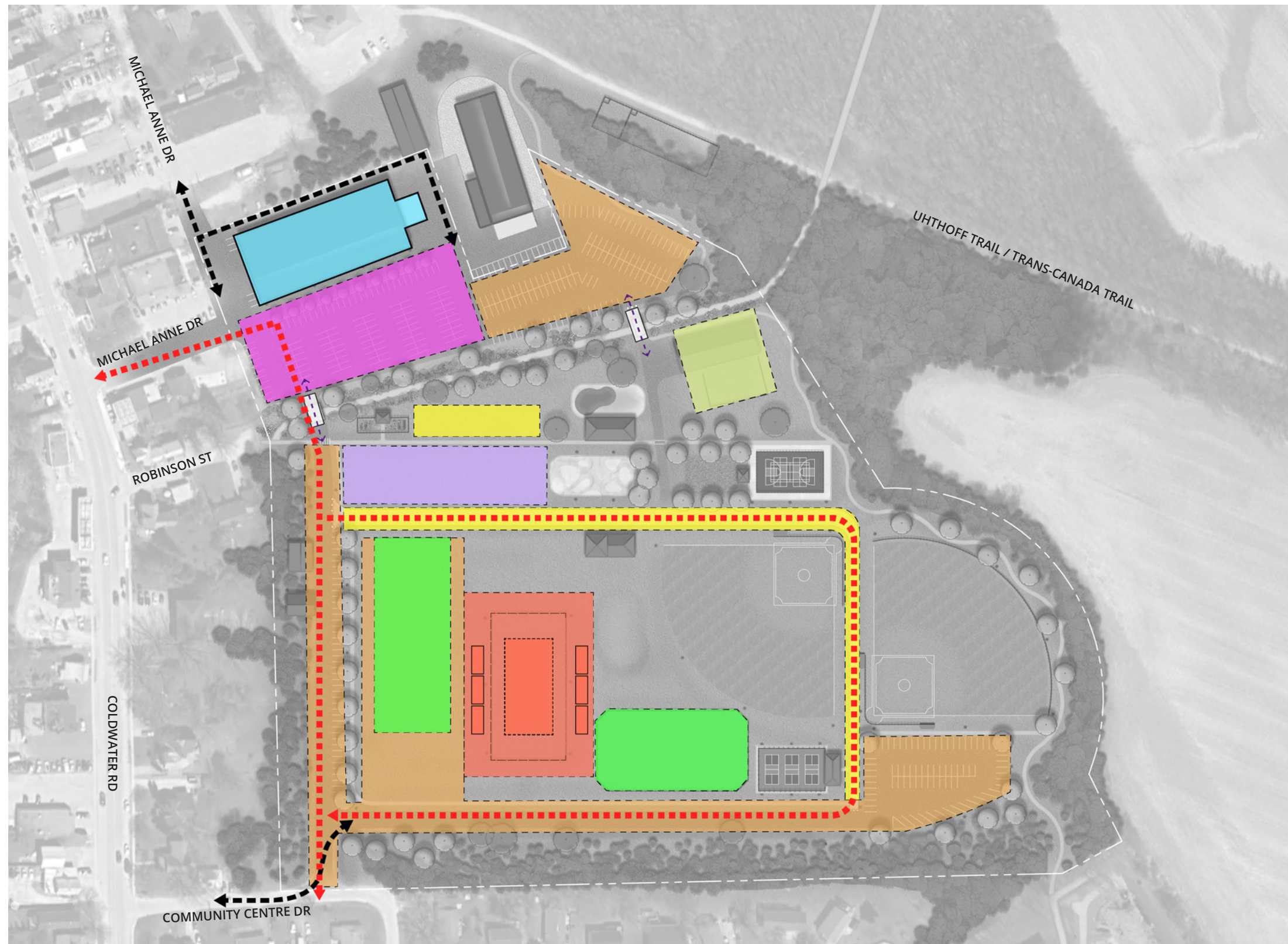
The proposed site plan for the Coldwater Fairgrounds enhances the layout to support both recreational and fairground uses year-round. It preserves existing infrastructure that is working well while upgrading other areas to better serve residents and visitors. New amenities like pickleball courts, a splash pad, and a designated off-leash dog area respond to community interest and demand. The plan also improves vehicular and pedestrian circulation to prioritize safety, and integrates green-blue infrastructure throughout. Overall, the design creates a more functional, inclusive, and enjoyable space for the community.

Big Moves

- Paved lots and optimized parking.
- Green-blue infrastructure for stormwater management through bioswales, naturalization and rain gardens, etc.
- Organized vehicular access and circulation that create designated pedestrian and vehicular zones for safety.
- Walking opportunities with an on-site trail network to connect the community.
- Multi-use buildings, all with covered seating for shade and gatherings.
- New active and passive recreational offerings with both improved and proposed facilities.

Proposed Fall Fair Setup

Coldwater Fairgrounds



The Proposed Site Plan was designed with the Fair operations in mind. This Fall Fair Setup takes into consideration general staging areas and activities, as well as routes and circulation throughout the site showing a high-level site plan for the Fall Fair weekend. The site plan accommodates some existing fair infrastructure and repositions other elements for better organization. Fair events, activities, and parking are generally located near access points to the site, while year-round recreational facilities are in the site's interior. This plan may be used as a guide for Fall Fair planning and adjusted as needed.

FAIR LEGEND

- Indoor Activities
- Rides and Games
- Parking Areas
- Tractor Pulls, etc.
- Market / Vendor Area
- Demolition Derby
- Animal Showing
- Horse Shows
- Vehicle Access
- Walking Access
- ... EMS Route

Facilities and Programming



Main Parking Lot

A key site element to make a positive first impression upon entering the Community Centre and Fairgrounds. Organizing and paving this lot will improve safety and accessibility, increase parking capacity, and accommodate future wayfinding and signage strategies.

Design Considerations:

Painted parking lines, accessible stalls and electric vehicle (EV) charging stations, vegetated medians for shade and stormwater management, safe pedestrian routes, lighting, and maintenance and snow removal/storage.

Secondary Parking Lots

Strategically placed lots increases parking capacity on site, improves access to recreation facilities, and supports large events, including the Fall Fair.

Design Considerations:

Include accessible stalls and safe pedestrian routes; proper turn-around radii for large vehicles; plan for access to and integration of a portable washroom.



Amenity Building (with Washroom)

A multi-purpose building that meets the demand for updated and accessible washrooms and provides a discreet location for housing utilities that service the Splash Pad/Ice Rink.

Design Considerations:

Include a water bottle refill station; ensure the architectural design reflects the character of the site and other existing structures.



Splash Pad / Ice Rink

A multi-season amenity that responds to high community demand for water play and outdoor winter recreation. This may require servicing upgrades, which may be integrated into the Amenity Building, or connected to the Community Centre services.

Design Considerations:

Include shade, seating, accessible features, and integrate into surrounding paths; The ice rink may be refrigerated increase the ice quality and the skating season.



Ball Diamond #1 and #2

Upgraded size, layout, and features will support local league play and optimize shared space for recreational and Fairgrounds infrastructure. Diamond #1 will be the primary field with a permanent outfield fence, while Diamond #2 will offer flexible space with an open outfield.

Design Considerations:

Proper orientation for sun exposure, proximity to parking and (portable) washrooms, upgraded dugouts and bleachers, lighting, and improved drainage.



Pickleball Courts

Dedicated courts for a popular sport, responding to high community demand and expanding recreational offerings beyond the multi-sport court. A covered pavilion offers a gathering area and protection from the elements.

Design Considerations:

Surfacing and fencing to match existing sport court; Include a shade structure, seating, and lighting.



Playground Shade Pavilion

Supports both the playground and multi-sport court by improving comfort and safety.

Design Considerations:

Central placement and open sides for viewing both adjacent facilities, seating and waste receptacles.



Off-leash Dog Area

A dedicated, naturalized space for off-leash dog activity, designed to be visually appealing and located on Township property, but away from busy recreational zones, fair activities, and residential areas.

Design Considerations:

Double-gated entry and fencing to separate big and small dogs, natural obstacles and berms, shade from (existing) trees, waste receptacles, seating, and signage.



English Horse Ring

Relocated closer to the Fairgrounds facilities and activities. This facility may either be permanent year-round, or set up during the Fall Fair only with temporary fencing, allowing the space to be used for recreation.

Design Considerations:

Permanent or temporary fencing, proper surface material and drainage.



Western Horse Ring

Relocation supports the overall reorganization of the site, placing the ring where it benefits fair layouts but remains out of the way for most of the year.

Design Considerations:

Appropriate surface to maintenance and drainage, proximity to secondary parking for horse trailer access.



Naturalized Stream

The stream that runs through the site will be improved with increased vegetation to support ecological health. The riparian buffer will be slightly extended to create a safer edge and to enhance views into the site. There is an opportunity for planting to be a community-led project, fostering local pride and environmental stewardship.

Design Considerations:

Native and low-maintenance planting palette, erosion control, visual interest, habitat creation, and incorporation of shade trees.



Township Storage Building

A new building will replace an outdated storage facility in a more convenient location for improved maintenance access.

Design Considerations:

Proximity to Community Centre, secure access, scalability for new equipment.



Toboggan Hill

Relocating the hill creates space for improved Fall Fair set up and site organization. The new central location provides a 360° vantage point for watching sports and fair events. This feature may be further enhanced to offer more play opportunities throughout the year, beyond tobogganing.

Design Considerations:

Height and shape variation for visual interest and imaginative play; Integrated play features or naturalized landscape.



Pull Track

The pull track is reduced from a full loop to only the section essential for fair events, improving spatial organization of amenities throughout the site. One-way vehicular access is maintained to and through the pull track for safe large vehicle access.

Design Considerations:

Proper grading and surfacing, space for spectators and safety barriers during events, adequate corner radii for large vehicle access.

Observation Tower and Concession Building

This modernized building will combine the observation tower and concession stand into a single multi-use facility. It will feature a second-story for overlooking track events, and

a snack bar/kitchen to serve the fair, sports tournaments, and other site activities.

Design Considerations:

Integrated covered seated area, central location for key events, and architectural style that complements other structures on site.



Walking Trails

Walking trails are intentionally woven throughout the site to connect key facilities and zones from convenient access points. Closed loop routes allow for active and passive movement throughout the site.

Design Considerations:

Wayfinding and interpretive signage, rest areas, accessibility, and surface materials suitable for all seasons and maintenance vehicles.



Vehicle Bridge

Improves the flow of traffic through the site and may eventually replace the existing pedestrian bridge. Designed as a welcoming gateway feature to highlight the entry point into the Fairgrounds.

Design Considerations:

Integrated safe pedestrian path, structural capacity for various vehicle types, aesthetic integration with site.



Skate Park / Pump Track

An upgraded skate park with in-ground features and a new pump track encourages a variety of wheeled sports and provides an inclusive space for many young age groups. This project may be implemented over two phases if needed.

Design Considerations:

Smooth and durable concrete surfaces, proper drainage, shaded seating areas, and youth-friendly design input.



Community Gardens (and Shed)

Community gardens are located in a sunny spot for optimal growing conditions and close to parking for convenient access. The overall size and design of the community gardens is flexible and could be a design collaboration with the community or an interest group.

Design Considerations:

Fencing for controlled access, shed for tool storage, a pavilion or gazebo for shade and gathering, water access, a composting system, and educational signage.



Section 6

Implementation

Timeline and Phasing

It is anticipated that the proposed site plan for the Coldwater Fairgrounds will be implemented over the next 10-15 years. This section outlines suggested phasing and identifies various projects that can be completed over the short-, mid-, and long-term time periods.

The following chart identifies 24 projects that correspond to the Site Plan. To support effective implementation, the projects have been organized into a logical sequence, with each one assessed and ranked based on its relative priority. This prioritization informs the proposed phasing strategy, guiding the order in which projects should be completed.

Chart Definitions

Project Information:

Includes a project number that indicates the suggested order of implementation, and is used as a project reference throughout the chart. The project name, details, and type are also included to describe each project.

Priority:

High: Indicates an immediate need. These projects are in high demand and typically involve essential or foundational infrastructure that supports the function or safety of the site. They may also be prerequisites for other improvements.

Medium: These projects are highly desired and would significantly enhance the site but are not critical to its basic operation. They can be scheduled once high-priority needs are addressed.

Low: Projects in this category are considered beneficial but are not time-sensitive or foundational for other work. They can be implemented flexibly as resources allow.

Phase:

Projects are grouped into one of three phases based on their assigned priority level. In general, high priority projects are scheduled for **Phase 1 (1-5 years)**, medium priority projects fall under **Phase 2 (5-10 years)**, and low priority projects are places in **Phase 3 (10-15 years)**. This phasing provides a logical timeline for implementation, allowing the Township to plan and align resources accordingly.

Quick Win:

A project that requires relatively low financial and time investment but delivers a high impact on the function or aesthetics of the site. These are opportunities to create visible improvements throughout the implementation process.

Dependencies

Indicates any preceding projects that must be completed before a particular project can begin. Accompanying notes provide additional detail on the scope of work and clarify whether certain projects can be implemented concurrently or must follow a specific sequence. Fall Fair facilities are also indicated to help the Township coordinate projects with the Fair

Funding / Partnership Opportunities

Relevant funding programs and partnership opportunities have been identified based on the type and scope of each project, helping guide the Township in future planning and resourcing.

Other Planning Considerations

Available Funding

While projects are ordered in a logical sequence, their actual timing may depend on when funding becomes available. In some cases, the Township may need to adjust the order of implementation to align with specific funding deadlines or opportunities – and that flexibility is expected. To help keep the master plan on schedule, it is essential to identify and apply for funding well in advance.

Fall Fair Coordination

As a major contributor to and user of the Fairgrounds, the Fall Fair Committee's input is essential – particularly for projects concerning Fair facilities and operations. It is crucial that any removals, upgrades, or construction do not disrupt Fall Fair programming. Where possible, projects should be scheduled to begin immediately following the Fair to ensure sufficient time for completion before the next event.

Project Identification and Prioritization

For additional information regarding specific projects and an explanation of information in this chart, please also refer to the Site Plan and Chart Definitions.

No.	Project	Details	Project Type	Priority	Phase	Quick Win	Dependencies			Funding / Partnership Opportunities
							Preceding Project(s)	Notes:	Fall Fair Facility	
						(Years)				Suggested (not limited to)
PHASE 1:										
1	Township Storage Building		Relocation	High	1–5	✓	None	Best to complete before removal of existing storage building.		Investing in Canada Infrastructure Program (ICIP); Ontario Community Infrastructure Fund (OCIF); Rural Ontario Development (ROD) Program
2	Remove Existing Washroom Building		Removal	High	1–5	✓	None	Have plans in place for implementation of new Amenity Building (with washrooms) (3).		Rural Ontario Development (ROD) Program; Canada Community-Building Fund (CCBF); Enhancing Access to Spaces for Everyone (EASE) Grant
3	Splash Pad / Ice Rink + Amenity Building	To replace/upgrade existing washroom	New	High	1–5		2	May require servicing upgrades and grading work; Removal of existing washroom facility (2).		Enabling Accessibility Fund (EAF); Ontario Community Sport and Recreation Infrastructure Fund (CSRIF); Rural Ontario Development (ROD) Program; Canada Community-Building Fund (CCBF)
4	Baseball Diamond #1	Relocate, reorient, and upgrade existing Ball Diamond	Relocation	High	1–5		See Notes	Removal of existing Ball Diamond (outfield fencing, lighting, etc.); May require grading work and tree clearing.		Ontario Community Sport and Recreation Infrastructure Fund (CSRIF); Investing in Canada Infrastructure Program (ICIP); Canada Community-Building Fund (CCBF)
5	Playground Shade Pavilion	To service the playground and multi-sport court	New	High	1–5	✓	None			Enabling Accessibility Fund (EAF); Rural Ontario Development (ROD) Program; Canada Community-Building Fund (CCBF)
6	Off-leash Dog Area		New	High	1–5	✓	None	May require some clearing or grading work.		Natural Infrastructure Fund (NIF); ural Ontario Development (ROD) Program
7	English Horse Ring/ Open Lawn	New English Horse Ring may be permanent or temporary	Relocation	Medium	1–5		None	Removing existing horse ring enables other site changes (8).		✓ Rural Ontario Development (ROD) Program; Canada Community-Building Fund (CCBF)
8	Pickleball Courts and Shade Pavilion		New	High	1–5		7; See Notes	Relocation of English Horse Ring (7); Ensure coordination with proposed layouts of surrounding Walking Trails and other facilities.		Ontario Community Sport and Recreation Infrastructure Fund (CSRIF); Canada Community-Building Fund (CCBF)
9	Skate Park / Pump Track	Removal of existing Skate Pad	Relocation/ New	High	1–5		See Notes	Removal or relocation of existing Lion's pavilion and snack bar; Coordinate with plans for Walking Trails (18) and Pull Track reconfiguration (16).		Ontario Community Sport and Recreation Infrastructure Fund (CSRIF); Canada Community-Building Fund (CCBF)
PHASE 2:										
10	Main Parking Lot	Paving, painting, vegetated median	Improvement	Medium	5–10		None	Consider coordinating with Naturalized Stream Planting (11). Recommended to complete any new servicing upgrades (3) connecting to the Community Centre before paving.		Enabling Accessibility Fund (EAF); Ontario Community Infrastructure Fund (OCIF); Enhancing Access to Spaces for Everyone (EASE) Grant
11	Naturalized Stream	Naturalized edges and planting	Improvement	Medium	5–10	✓	None	Recommended to complete Parking Lot Improvements first (10).		Natural Infrastructure Fund (NIF); Green Municipal Fund (GMF)
12	Planting throughout the site	Can be implemented in increments over time, alongside completion of other projects	New	Medium	5–10	✓	See Notes	If implemented over time, ensure construction and grading in the surrounding areas is complete first.		Natural Infrastructure Fund (NIF); Green Municipal Fund (GMF)
13	Ball Diamond #2	Relocate, reorient, and upgrade existing Jr. Ball Diamond	Relocation	Medium	5–10		See Notes	Concurrent with relocation of Western Horse Ring (14).		Ontario Community Sport and Recreation Infrastructure Fund (CSRIF); Canada Community-Building Fund (CCBF)

No.	Project	Details	Project Type	Priority	Phase	Quick Win	Dependencies			Funding / Partnership Opportunities
							Preceding Project(s)	Notes:	Fall Fair Facility	
					(Years)					Suggested (not limited to)
14	Western Horse Ring		Relocation	Medium	5–10		See Notes	Concurrent with relocation of Ball Diamond #2 (13); Relocation of Horse Ring allows new location for Toboggan Hill (15).	✓	Rural Ontario Development (ROD) Program
15	Toboggan Hill	Opportunity for height and shape change	Relocation	Medium	5–10		14	Removal of existing hill allows Pull Track reconfiguration (16) and Lane Realignment (17); Relocation of hill requires relocation of Western Horse Ring (14).		Rural Ontario Development (ROD) Program
16	Pull Track	Reconfigure, resurface	Improvement	Medium	5–10		4, 13; See Notes	Requires removal of existing ball diamonds (4, 13) and toboggan hill (14); Concurrent with lane realignment (17) to ensure complete vehicular circulation.	✓	Rural Ontario Development (ROD) Program
17	Secondary Parking Lots and Lane Realignment		New	Medium	5–10		7, 16	Requires removal of English Horse Ring (7), and jr. ball diamond (16); May require grading work (specifically at southwest corner of site).		Enabling Accessibility Fund (EAF); Canada Community-Building Fund (CCBF); Investing in Canada Infrastructure Program (ICIP)
18	Walking Trail(s)	To create connections through the site	New	Medium	5–10		See Notes	May be concurrent with reconfiguration of Pull Track (16); May require some clearing or grading work;		Enabling Accessibility Fund (EAF); Investing in Canada Infrastructure Program (ICIP); Canada Community-Building Fund (CCBF); Enhancing Access to Spaces for Everyone (EASE) Grant
19	Vehicle Bridge	For vehicles and pedestrians	New	Medium	5–10	✓	17, See Notes	Requires Lane Realignment (17) to ensure complete vehicular circulation; Coordinate with Parking Lot Improvements (10), and Naturalized Stream Planting (11).		Investing in Canada Infrastructure Program (ICIP); Ontario Community Infrastructure Fund (OCIF)
20	Close vehicular connection at Robinson Street	Pedestrian access only	Other	Medium	5–10	✓	19	Requires Vehicle Bridge (19) to ensure access from the parking lot.		
21	Remove Existing Vehicular Barriers/Gates	Gates may be relocated or upgraded to removeable bollards	Removal	Medium	5–10	✓	See Notes	Coordinate with Lane Realignment (17) and circulation through site.		
PHASE 3:										
22	Community Gardens (and shed)		New	Low	10–15		See Notes	Recommended to have surrounding Lane Realignment (17) and Walking Trails (18) constructed first, but not necessary.		Enabling Accessibility Fund (EAF); Natural Infrastructure Fund (NIF); Rural Ontario Development (ROD) Program
23	Observation Tower / Concession Building	To combine existing tower and concession	New	Low	10–15		16	May be concurrent with reconfiguration of Pull Track (16); Reconfiguration of Pull Track will determine ideal location.	✓	Rural Ontario Development (ROD) Program; Canada Community-Building Fund (CCBF)
24	Remove Existing Pedestrian Bridge	Optional to remove	Removal	Low	10–15	✓	19	Requires Vehicle Bridge (19) with safe pedestrian access.		

Budget Estimate

Coldwater Fairgrounds

High-level Budget Estimate

				* Conceptual Site Plan	
	Conventional Budget Estimate	Premium Budget Estimate	Budget Average	Qty	Average Sub-total
Removals					
Existing Elements (lump sum):					
Surfaces, equipment, buildings/structures, sub utilities and infrastructure, dead trees, etc.	\$ 50,000.00	\$ 150,000.00	\$ 100,000.00	1	\$ 100,000.00
Surface Treatments					
Aggregate (sq.m.):					
Pull Track; 3m and 6m wide	\$ 20.00	\$ 30.00	\$ 25.00	2255	\$ 56,375.00
Walking Trails; 1.5m wide	\$ 20.00	\$ 30.00	\$ 25.00	2201	\$ 55,025.00
Asphalt (sq.m.):					
North Parking Lot	\$ 17.00	\$ 35.00	\$ 26.00	11763	\$ 305,838.00
Pole Barn Access Lane	\$ 17.00	\$ 35.00	\$ 26.00	566	\$ 14,716.00
South Parking Lot & Road	\$ 17.00	\$ 35.00	\$ 26.00	4068	\$ 105,768.00
West Parking Lot & Road	\$ 17.00	\$ 35.00	\$ 26.00	2225	\$ 57,850.00
Surface Paint (lin. ft.):					
Crosswalks	\$ 2.00	\$ 12.50	\$ 7.25	115	\$ 833.75
North Parking Lot	\$ 2.00	\$ 5.00	\$ 3.50	5,167	\$ 18,084.50
South Parking Lot	\$ 2.00	\$ 5.00	\$ 3.50	1532	\$ 5,362.00
West Parking Lot	\$ 2.00	\$ 5.00	\$ 3.50	784	\$ 2,744.00
Facilities					
Recreational Facilities (lump sum):					
Baseball Diamond	\$ 100,000.00	\$ 350,000.00	\$ 225,000.00	2	\$ 450,000.00
Community Garden	\$ 1,500.00	\$ 25,000.00	\$ 13,250.00	1	\$ 13,250.00
Off-leash Dog Area	\$ 20,000.00	\$ 50,000.00	\$ 35,000.00	1	\$ 35,000.00
Pickleball Facility (3 courts)	\$ 120,000.00	\$ 225,000.00	\$ 172,500.00	1	\$ 172,500.00
Skate Park / Pump Track	\$ 50,000.00	\$ 650,000.00	\$ 350,000.00	1	\$ 350,000.00
Splash Pad / Outdoor Rink Combination	\$ 100,000.00	\$ 475,000.00	\$ 287,500.00	1	\$ 287,500.00
Toboggan Hill: relocation	\$ 5,000.00	\$ 10,000.00	\$ 7,500.00	1	\$ 7,500.00
Fairground Facilities (lump sum):					
Demolition Derby: 'refresh'	\$ 2,000.00	\$ 35,000.00	\$ 18,500.00	1	\$ 18,500.00
English Horse Ring: relocation	\$ 2,000.00	\$ 40,000.00	\$ 21,000.00	1	\$ 21,000.00
Western Horse Ring: relocation	\$ 2,000.00	\$ 40,000.00	\$ 21,000.00	1	\$ 21,000.00
Buildings & Structures					
Mixed-Use Buildings (unit):					
Amenity Building (Washroom / Splashpad Utility / Covered Seating)	\$ 80,000.00	\$ 125,000.00	\$ 102,500.00	1	\$ 102,500.00
Observation Tower / Concession / Covered Seating	\$ 20,000.00	\$ 65,000.00	\$ 42,500.00	1	\$ 42,500.00
Township Storage Building	\$ 20,000.00	\$ 100,000.00	\$ 60,000.00	1	\$ 60,000.00
Structures (unit):					
Playground & Sport Court Shade Pavilion	\$ 5,000.00	\$ 25,000.00	\$ 15,000.00	1	\$ 15,000.00
Pickleball Pavilion / Covered Area; for portable toilets	\$ 5,000.00	\$ 15,000.00	\$ 10,000.00	1	\$ 10,000.00
Community Garden Shed / Pavilion	\$ 5,000.00	\$ 25,000.00	\$ 15,000.00	1	\$ 15,000.00
Vehicle Bridge	\$ 20,000.00	\$ 50,000.00	\$ 35,000.00	1	\$ 35,000.00

	Conventional Budget Estimate	Premium Budget Estimate	Budget Average	Qty	Average Sub-total
Vegetation					
Individual Trees (unit)	\$ 200.00	\$ 600.00	\$ 400.00	65	\$ 26,000.00
Seed/sod (sq.m.)	\$ 3.00	\$ 10.00	\$ 6.50	38500	\$ 250,250.00
Naturalized Planting (sq.m.):					
Native Seed Mix / Wetland Planting	\$ 5.00	\$ 20.00	\$ 12.50	2661	\$ 33,262.50
Naturalized Border (Succession Planting)	\$ 10.00	\$ 50.00	\$ 30.00	4385	\$ 131,550.00
Utilities & Infrastructure					
Utilities (lump sum):					
Lighting	\$ 50,000.00	\$ 80,000.00	\$ 65,000.00	1	\$ 65,000.00
Servicing Updates; utilities and drainage	\$ 15,000.00	\$ 20,000.00	\$ 17,500.00	1	\$ 17,500.00
Stormwater Management (sq.ft.):					
Rain Garden	\$ 10.00	\$ 20.00	\$ 15.00	2712	\$ 40,680.00
Bio Swale	\$ 5.00	\$ 30.00	\$ 17.50	3130	\$ 54,775.00
Site Access Elements					
Movable Bollards (unit)	\$ 800.00	\$ 1,000.00	\$ 900.00	12	\$ 10,800.00
Signage (unit):					
Vehicular Entrance Signage	\$ 800.00	\$ 2,000.00	\$ 1,400.00	2	\$ 2,800.00
Parking Regulatory Signage	\$ 500.00	\$ 800.00	\$ 650.00	15	\$ 9,750.00
Interpretive Panels	\$ 800.00	\$ 3,000.00	\$ 1,900.00	5	\$ 9,500.00
Trailhead Markers	\$ 500.00	\$ 1,000.00	\$ 750.00	5	\$ 3,750.00

Average Estimated Sub-total	\$ 3,034,463.75
** Contingency (10%)	\$ 303,446.38
Sub-total	\$ 3,337,910.13
*** Consulting Fees: LA/Eng re Detailed Design (12.5%)	\$ 417,238.77
**** Consulting Fees: Contract Administration (8%)	\$ 267,032.81
Estimated Total	\$ 4,022,181.70

* Conceptual Site Plan: Budget estimates reflect preliminary conceptual landscape design. Further design, specifications and construction detailing will inform more accurate budget figures.

** Contingency (10%) re. unforeseen costs associated with inflation, material availability, un-known site specific conditions, permits, site dewatering if required, etc.

*** Consulting fees based on industry standards (OALA Fee Guide for Landscape Architectural Services, April 2023) using a percentage fee calculation method.

**** Consulting fees based on industry standards (ACEC Ontario CEO 2020 Fee Guideline) using a percentage fee calculation method.

Important Notes:

Budget estimate does not account for site works (mobilization/demobilization, erosion/sediment control, tree hoarding fencing, perimeter fencing).

Funding Opportunities

A range of funding opportunities has been identified to align with the needs of the Fairgrounds and the scope of various projects. These opportunities are organized into **Federal and Provincial** as well as **Regional and Local** funding sources and programs. It is important to note that additional opportunities may exist beyond those outlined in this master plan and should continue to be explored as projects progress.

Federal and Provincial:

Program	Funding Source	Example Projects	Link to More Information
Canada Community-Building Fund (CCBF, formerly Gas Tax Fund)	Government of Canada via Association of Municipalities of Ontario (AMO)	Constructing splash pads and playgrounds in a public park; Upgrading features in parks with a focus on accessibility by remodeling washrooms, improving pathways and resolving parking issues to help those with mobility issues; Designing, constructing or renovating pickleball courts, soccer fields, etc.; Installing bleachers around a baseball diamond; etc.	https://www.buildingcommunities.ca/
Enabling Accessibility Fund (EAF)	Government of Ontario (Employment and Social Development)	Building raised garden beds; building an accessible path; building ramps, accessible doors, and accessible washrooms; creating an accessible playground; accessible parking; etc.	https://www.canada.ca/en/employment-social-development/programs/enabling-accessibility-fund.html
Enhancing Access to Spaces for Everyone (EASE) Grant	Government of Ontario	Charging stations for mobility devices along an accessible trail; adding lights, benches and/or ramps to a public trail; accessible outdoor fitness equipment; etc.	https://www.ontario.ca/page/enhancing-access-spaces-everyone-ease-grant
Green Municipal Fund (GMF)	Federation of Canadian Municipalities (FCM)	Tree planting, native species restoration, etc.	https://greenmunicipalfund.ca/funding
Investing in Canada Infrastructure Program (ICIP) – Community, Culture and Recreation Infrastructure Stream	Government of Canada (Infrastructure Canada)	Support upgrades to recreational facilities, like arenas and both indoor and outdoor recreational spaces.	https://housing-infrastructure.canada.ca/plan/icp-pic-INFC-eng.html
Natural Infrastructure Fund (NIF) - Small Projects Stream	Government of Canada (Infrastructure Canada)	Planting or restoring green space (e.g., urban forests, green roofs, parks, and community gardens); Construction or restoration of naturalized water retention or detention systems (e.g., naturalized stormwater ponds); Naturalized water diversion or infiltration (e.g., rain gardens, bioswales, and permeable land cover); and design elements to enhance human access to nature, including green space and water bodies (e.g., trails, benches, signage); etc.	https://housing-infrastructure.canada.ca/nif-fin/index-eng.html#details

Program	Funding Source	Example Projects	Link to More Information
Ontario Community Infrastructure Fund (OCIF)	Government of Ontario	Capital maintenance for new core infrastructure, or the renewal, rehabilitation and replacement of core infrastructure.	https://www.ontario.ca/page/ontario-community-infrastructure-fund#section-1
Ontario Community Sport and Recreation Infrastructure Fund (CSRIF)	Government of Ontario	Resurfacing playing fields, replacing play equipment for safety or accessibility, new public infrastructure replacing an existing facility, etc	https://www.ontario.ca/document/community-sport-and-recreation-infrastructure-fund
Ontario Municipal Partnership Fund (OMPF)	Government of Ontario	Supports a range of local services and infrastructure, such as roads, water, and community services, to assist with fiscal challenges.	https://www.ontario.ca/document/2025-ontario-municipal-partnership-fund
Rural Ontario Development (ROD, formerly RED) Program	Government of Ontario	Community facility upgrades such as washrooms, concession stands, and multi-use buildings; improved signage and wayfinding; new or enhanced trails and walking loops; infrastructure for events and tourism; and feasibility studies to support long-term site development.	https://www.ontario.ca/page/rural-ontario-development-program

Regional and Local:

Program	Funding Source	Example Projects	Link to More Information
Lake Simcoe Regional Conservation Authority (LSRCA) Funding	Lake Simcoe Regional Conservation Authority (LSCRA)	Enhancing wildlife habitat; Planting trees and shrubs; etc.	https://lsrca.on.ca/index.php/funding-expertise/apply-for-a-grant/
Regional Tourism Organization (RTO) 7 Partnership Program	RTO7	Creating marketing videos and images, developing new tourism experiences, implementing digital or social media advertising campaigns, installing tourism wayfinding signage, translating materials into French, and providing support for trade show participation	https://rto7.ca/Public/Programs/Partnership-Program#:~:text=The%202025%2F26%20RTO7%20Partnership,maximize%20regional%20resources%20and%20impact.
Experience Simcoe County Tourism, Culture and Sport (TCS) Enhancement Fund	Experience Simcoe County	Public art and beautification, sports tourism, trails and cycling infrastructure, signage, etc.	https://experience.simcoe.ca/resources/tourism-culture-sport-grant/

Partnership Opportunities

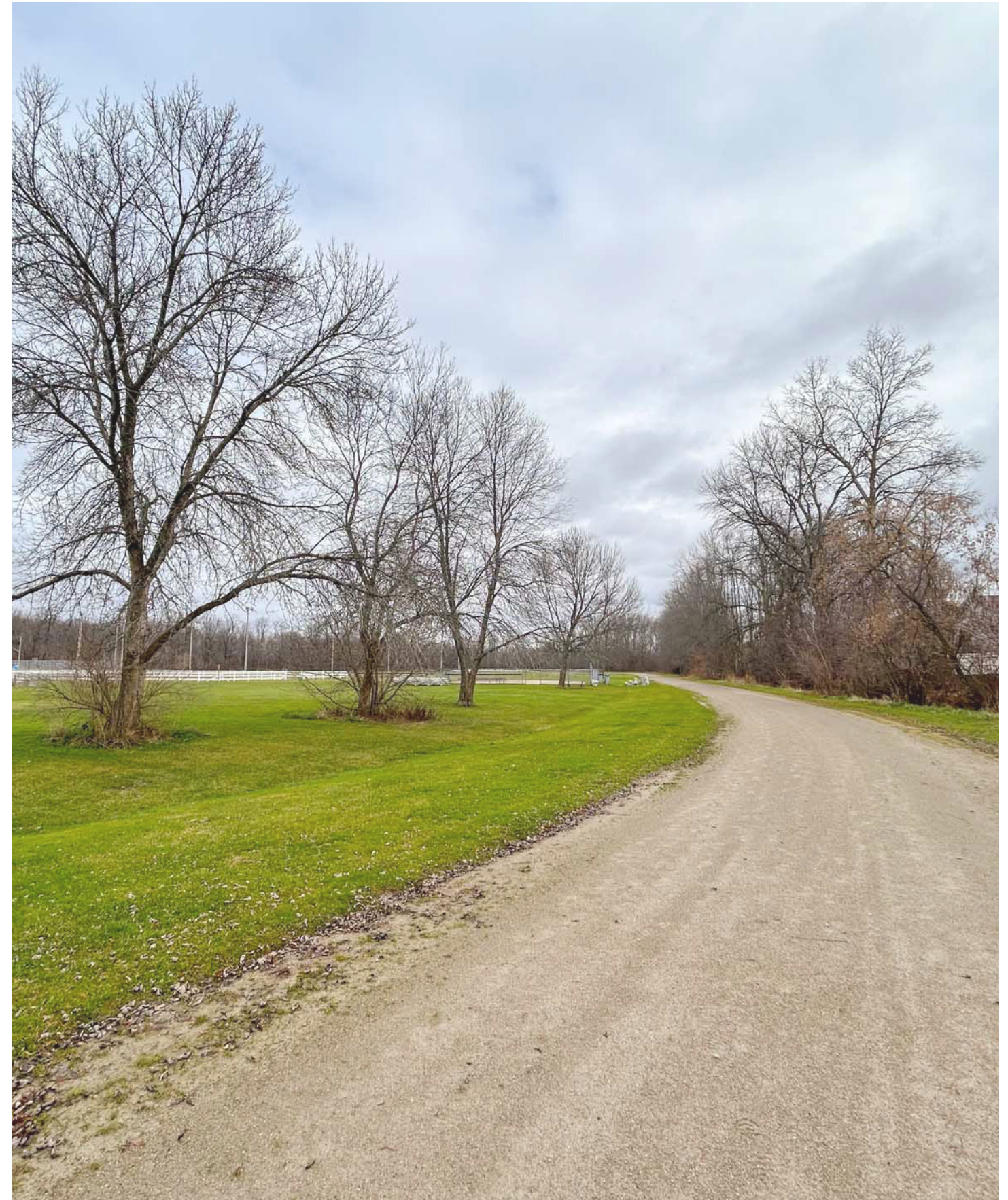
The Coldwater Fairgrounds can benefit from outside assistance for support of its programs and facilities. Partnerships with other Government agencies, local service groups, businesses and volunteers in the community will strengthen the public face of the Fairgrounds.

Actionable Steps:

- Identify programs and facilities in which specific groups may have an interest in partnering;
- Provide a basic set of operating parameters for partnerships so that all involved are working together for a common goal that meets everyone's satisfaction;
- Foster volunteerism by providing some form of recognition or compensation, therefore encouraging a continued stream of volunteers; and
- Appoint this responsibility to a key management person to seek and organize partnerships.

Conclusion

This Master Plan outlines a comprehensive vision for the Coldwater Fairgrounds, informed by community input, thoughtful analysis, and a clear understanding of current and future needs. Foundational research, engagement with a range of stakeholders, and the identification of key priorities and recommended facilities have shaped a Plan that will guide the Township in enhancing the site's function, accessibility, inclusivity, and year-round use. An Implementation strategy and suggested funding opportunities position the township to move forward with clear direction and confidence. As priorities evolve and resources become available, this Plan should be revisited and adapted to ensure the Fairgrounds continue to reflect community values and support the long-term vision for both the Coldwater Fairgrounds and the Township of Severn.



Coldwater Fairgrounds, November 2024