

Please be informed that we will be taking photos tonight to capture the event. Kindly let us know if you do not want to be photographed.  
Thanks!

## Severn Coldwater Fairgrounds Master Plan

# OPEN HOUSE

**Monday, January 27th | 4pm - 6pm**  
**Coldwater Community Centre, Upstairs Hall, 11 Michael Anne Drive**

Township of Severn is developing a Master Plan for the Coldwater Fairgrounds that will guide the development, enhancement, and management of the property for the next 10 to 15 years. We welcome you today and ask that you join the plural team to learn more about the project and share your thoughts.

## WELCOME!

As a 'drop in' style event, we encourage you to stay only as long as you would like. We ask that all guests please sign in, and encourage your participation in the hands-on activities to help shape the future of this project.

### Want to learn more?

Please visit: [severn.ca/fairgrounds](https://severn.ca/fairgrounds)

Scan the QR code for the direct link to the project info.

**Scan Me**



Scan the QR code to take our **survey** and share your thoughts! (approx. 10-15 min)

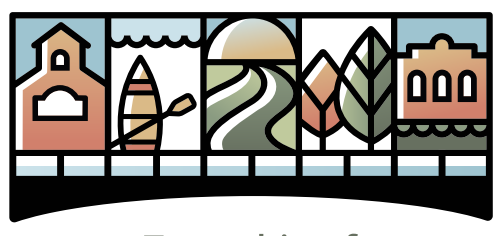
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# THE PROJECT



## WHAT'S HAPPENING?

**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, 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
- A well-designed space that both residents and visitors are proud of!



## WORK COMPLETED TO DATE

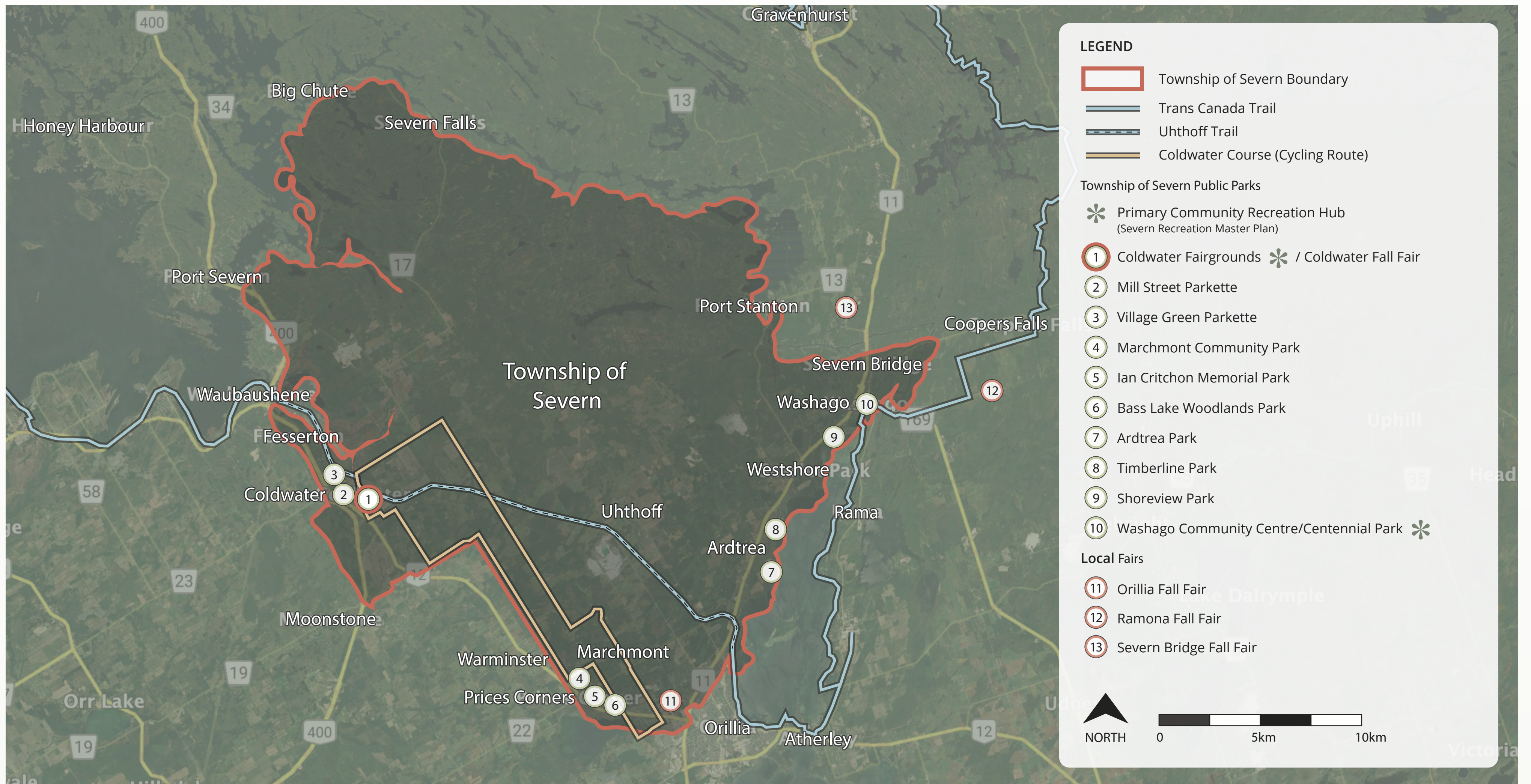




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# CONTEXT

## REGIONAL CONTEXT TOWNSHIP OF SEVERN



## COMMUNITY CONTEXT COLDWATER



### 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.



### 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.



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# EXISTING CONDITIONS



1. Coldwater Community Centre



2. Coldwater Curling Club



3. Royal Canadian Legion  
(Coldwater Branch 270)



4. Severn Township Public Library



5. Severn Fire and Emergency  
Services: Coldwater Station



6. Parking Area



7. Pole Barn



8. Washrooms



9. Snack Bar



10. Pavilion



11. Storage/Utility Shed



12. Storage/Utility Shed



13. Stewards Tower



14. Storage/Utility Shed



15. Skate Park



16. Animal Showing Area



17. Toboggan Hill



18. Basketball Court



19. Playground



20. Multi-sport Court



21. Walking Loop/ Horse Track



22. Demolition Derby



23. Western Horse Ring



24. Baseball Diamond



25. Jr. Baseball Diamond



26. Horse Ring

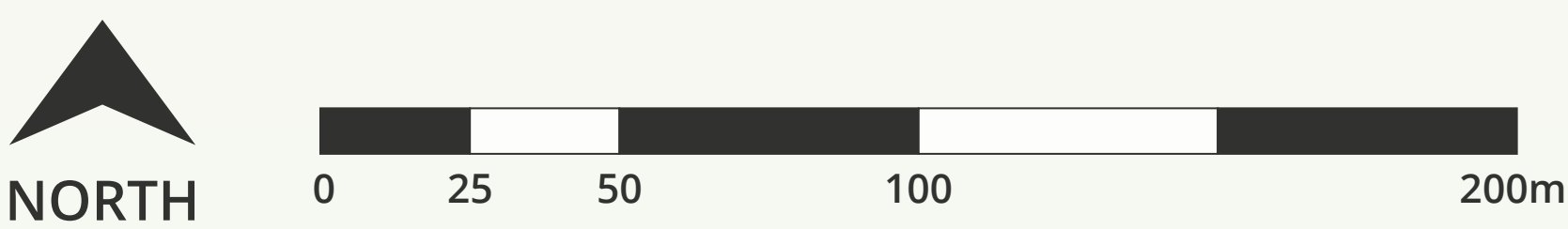


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# INVENTORY

**COLDWATER FAIRGROUNDS** 11 Michael Anne Dr Coldwater, ON

Google Earth Aerial Image 2015



## LEGEND

- Site Boundary  
Area: 23 acres / 9.3 ha
- Watercourse
- Building
- Structure
- Programmed/  
Amenity Area
- Downtown Coldwater
- Bridge / Culvert
- Main Vehicle Access
- Secondary Vehicle Access
- Pedestrian Access
- Future Pedestrian Access
- Permanent Fencing
- Drainage Swale
- Vehicular Barriers
- Stone Monument
- Lighting
- Water Fountain

- ① Coldwater Community Centre
- ② Coldwater Curling Club
- ③ Royal Canadian Legion  
Coldwater Branch 270
- ④ Severn Township Public Library
- ⑤ Coldwater Fire Department
- ⑥ Parking Area  
Capacity: 200
- ⑦ Pole Barn
- ⑧ Washrooms
- ⑨ Snack Bar
- ⑩ Pavilion
- ⑪ Storage / Utility Shed
- ⑫ Storage / Utility Shed
- ⑬ Tower
- ⑭ Storage / Utility Shed
- ⑮ Skate Park
- ⑯ Animal Showing Area
- ⑰ Toboggan Hill
- ⑱ Basketball Court
- ⑲ Playground
- ⑳ Multi-sport Court  
Basketball, Tennis, Pickleball
- ㉑ Walking Loop/Horse Track  
Approx. 850 m / 0.5 mi
- ㉒ Demolition Derby
- ㉓ Western Horse Ring
- ㉔ Baseball Diamond
- ㉕ Jr. Baseball Diamond
- ㉖ Horse Ring

**Did We Miss Anything?**  
Let us know if we missed any key features by filling out a comment card.



# PROGRAMMING



## FACILITIES

**Coldwater Fairgrounds has both new and old facilities, with buildings and areas for a variety of events and gatherings.**

### GENERAL FACILITIES



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

### GENERAL RECREATION



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

### SPORT-SPECIFIC



- 1 Multi-sport Court
- 1 Basketball Court
- 2 Baseball Diamonds
- 1 Skate Park

### EVENT / FAIR-SPECIFIC



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

### OTHER



- Bleachers
- Picnic Tables
- Benches

## ACTIVITIES

**Coldwater Fairgrounds is known for hosting a variety of activities, providing options for all skill levels.**

### ACTIVE



Jill Dunlop via Facebook

- Basketball / Tennis / Pickleball
- Baseball
- Skateboarding / Biking
- Scooter/ BMX
- Playground / Swing Set
- Tobogganing
- Jogging

### PASSIVE



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

## EVENTS

**Given its versatility, Coldwater Fairgrounds is the ideal location for hosting large events and community gatherings year-round.**

### AT THE FAIRGROUNDS

- Coldwater Fall Fair (September)

### OTHER NOTABLE LOCAL EVENTS



Coldwater Lions Club via Facebook



Severn Township Public Library via Facebook

- Lion's Curling Club Bonspeil
- Lions Club St. Patrick's Day Parade
- Coldwater Duck Race
- Coldwater Community Garage Sale
- Coldwater and Area Studio Tour
- Coldwater Harvest Festival
- Trick or Treat Main Street
- Tree Lighting
- Christmas Market
- Remembrance Day at the Legion
- Lion's Club Christmas Parade
- Lion's Club New Year's Eve Family Skate and Fire Works



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# COLDWATER FALL FAIR

## COLDWATER FALL FAIR LAYOUT

11 Michael Anne Dr Coldwater, ON

Google Earth Aerial Image 2015



### EVENTS

Sources: coldwaterfallfair.com,  
Coldwater Fall Fair Facebook Page



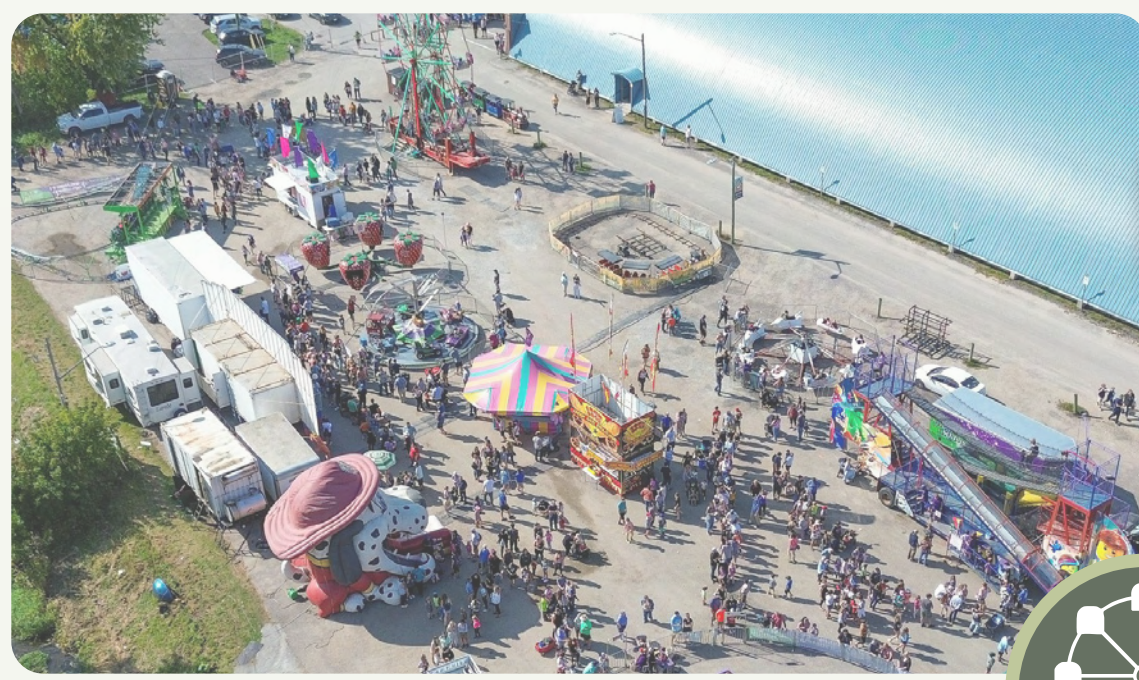
**Ceremonies and Competitions**  
Demolition Derby - Spectator View



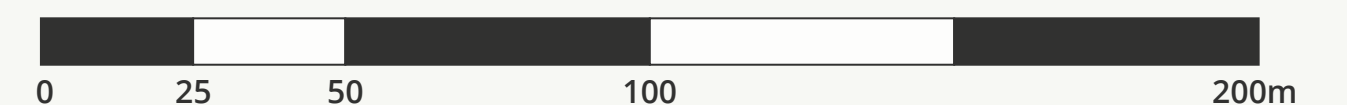
**Horse-Related Events**  
Horse Track



**Animal Shows**  
Pole Barn and Animal Showing Area



**Youth and Family Activities**  
Fair Rides and Games in the Parking Lot



### LEGEND

- Site Boundary
- Watercourse
- Building
- Structure
- Fair Activity / Programming
- On-site Parking Areas
- Downtown Coldwater
- Bridge / Culvert
- Main Vehicle Access
- Secondary Vehicle Access
- Pedestrian Access
- Future Access
- 1 Indoor Activities  
Coldwater Community Centre
- 2 Fair Rides & Games
- 3 Junior Tractor Pull
- 4 Pole Barn
- 5 Animal Showing Area
- 6 Market / Vendor Area
- 7 Entertainment in Pavilion
- 8 Pony / Georgian Bay Horse Pull  
Truck / Tractor Pull
- 9 Demolition Derby  
Spectator Area, Temporary Grand Stands
- 10 Western Fun & Games





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# ANALYSIS

## COLDWATER FAIRGROUNDS 11 Michael Anne Dr Coldwater, ON

Google Earth Aerial Image 2015



### LEGEND

- Site Boundary
- Watercourse
- Building
- Structure
- Existing Programmed / Amenity Area
- Downtown Coldwater
- Culvert

### OPPORTUNITIES

- Optimized Parking/ Vehicular Circulation
- Reorganized Programmed/ Amenity Area
- Ecological Restoration
- Improved Community Linkages
- Privacy Buffers
- Raingarden
- Gateway/Transitional Feature
- Future Pedestrian Access

### CONSTRAINTS

- Pedestrian-Vehicular Conflict Zones
- Overhead Utility
- Lighting

### CONSIDERATIONS FOR DEVELOPMENT

ACCESSIBILITY	ENVIRONMENT	SAFETY
ACTIVE TRANSPORTATION	FALL FAIR	VEHICULAR USE
BEAUTIFICATION	FURNISHINGS	WASHROOMS
ECONOMIC GROWTH	RECREATION	WAYFINDING





# WHAT WE'VE HEARD



## STAKEHOLDER INTERVIEWS

A series of interviews have taken place with key stakeholders, including individuals and organizations with extensive knowledge of the Fairgrounds. All conversations were documented through detailed note-taking, and common themes emerged from these discussions.

## WHO WE'VE TALKED TO

- Councilors
- Deputy Mayor
- Fall Fair President
- Local Clubs
- Municipal Staff
- Others (*as needed basis*)

## KEY THEMES

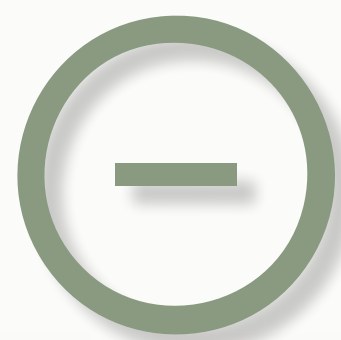


### STRENGTHS:

- Central location to downtown
- Centralized amenities
- Community hall (essential for Wards 1 and 2)
- Pavilion is located in ideal space
- Uthhoff Trail is nearby

#### 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
- Fair Midway has limited access to power

#### ACCESSIBILITY

- Far distance between ball diamond and washrooms
- Lack of shade
- 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:

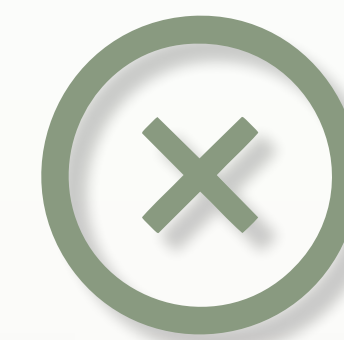
- Connect the property to subdivisions and trails
- Create a layout theme to

#### 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

#### UPGRADES

- Ball diamonds
- Grass, 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
- Residents prefer neighboring facilities



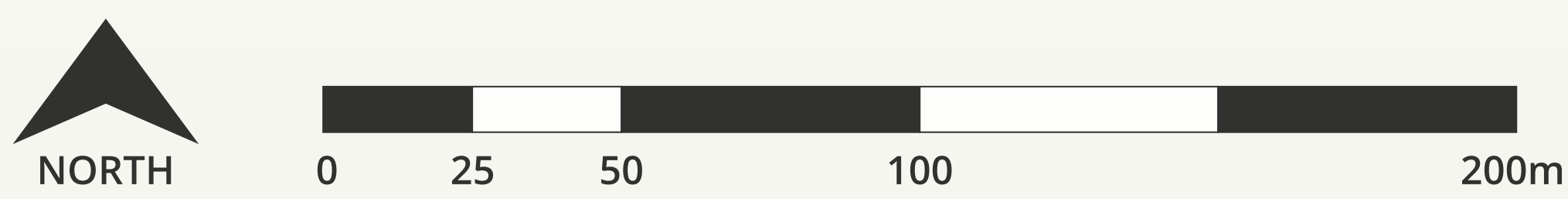
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# INTERACTIVE

## MAPPING EXERCISE

What do you think of the **current** fairgrounds ?  
Place the designated coloured sticker.

- Good; leave as is
- Okay; could use some improvement
- Poor; needs work right away



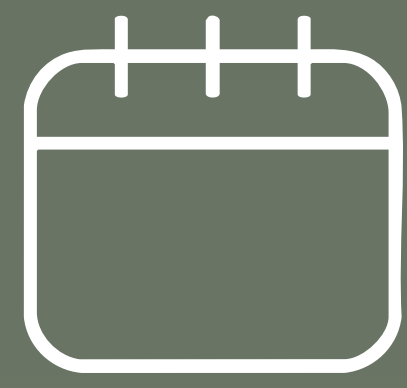
### LEGEND

- |  |                          |
|--|--------------------------|
| Site Boundary<br>Area: 23 acres / 9.3 ha | Main Vehicle Access      |
| Watercourse                              | Secondary Vehicle Access |
| Building                                 | Pedestrian Access        |
| Structure                                | Permanent Fencing        |
| Programmed/<br>Amenity Area              | Drainage Swale           |
| Downtown Coldwater                       | Future Access            |
| Bridge / Culvert                         | Vehicular Barriers       |
|  | Stone Monument           |



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# NEXT STEPS



**JOIN US AGAIN!**

Next Community Open House

**MARCH 2025**

## WHAT'S NEXT

Currently in the Community Engagement phase of the project, we are seeking input from the community to understand park use, and to develop a prioritized list of recommendations for facilities and programming.

Using this feedback, conceptual designs will be developed, and a comprehensive Master Plan document prepared. An Implementation Strategy will also be created, outlining clear, actionable steps and assigned responsibilities.

**February 2025:** Needs Assessment

**March 2025:** Open House / Facility and Program Recommendations

**April 2025:** Implementation Strategies

**Spring 2025:** Final Master Plan Document

## PROJECT OBJECTIVES

Project objectives include conducting a needs assessment to identify current strengths and potential opportunities related to the property and engaging the community through various activities. Recommendations will be developed to enhance existing amenities and explore new recreational services. Following this, strategies will be proposed to ensure the property's operational and financial sustainability.

## WHY SHOULD YOU PARTICIPATE?

Shape Your Community

Your participation and input will help make the fairgrounds a place that everyone can enjoy.



Be Heard

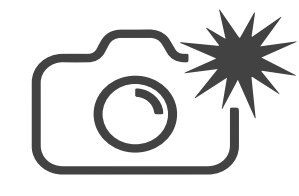
This is your chance to make sure your voice is heard in decisions that affect your community.



Make a Difference

By contributing to this project, you are helping build a better, more enjoyable, and sustainable environment for everyone.





Please be informed that we will be taking photos tonight to capture the event. Kindly let us know if you do not want to be photographed.  
Thanks!

## Severn Coldwater Fairgrounds Master Plan

# THANK YOU!

Thank you for your interest in the project and your support in helping the Township shape a vision and framework to guide the development of the Severn Coldwater Fairgrounds Master Plan.

## HAVE YOUR SAY

### We'd love to hear what you think!

If you would like to share your thoughts, please fill a comment card provided before you leave.

- Did we miss something?
- Are there concerns you would like to see addressed?
- Do you feel that the current study meets your expectations and supports your community?
- Are there strengths that should be celebrated?



### Want to learn more?

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Scan the QR code to take our **survey** and share your thoughts! (approx. 10-15 min)

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### Connect with us

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