

EXECUTIVE SUMMARY

John Fry Park has been and will continue to be an important venue for major regional and national sports events in Edmonton. As such, it is important that the park site generates positive impressions for visitors to our City. The quality of the sport fields is very important, but the functionality of the site and the aesthetics are equally important.

The site is a 27.5ha City level park site in south Edmonton containing a number of ball diamonds, rugby fields, and a City of Edmonton Parks operations yard. Some of the organized sport clubs currently have lease arrangements with the City for preferential use of the site but the general public may also book the fields when available. A 4.6 ha parcel within the site has been identified for a potential future recreation facility.

This study was funded by the Parks Branch of Asset Management and Public Works to address the complete master plan process, and specifically to:

- confirm the feasibility of a concept plan developed in 2006 based on a physical site assessment
- review and refine the concept plan with input from the stakeholders
- prepare an implementation strategy including budget estimates for construction and recommended phasing of the proposed site improvements

The new Master Plan was developed through a physical site review and a series of stakeholders meetings and open houses. Some of the key elements of the plan which will give John Fry Park the appropriate status in Edmonton's park system are:

- a landmark amenity building which is shared between the various sport groups and the public, and which will foster pride and a feeling of ownership in the park.
- a clear demarcation of different uses in the park and clear circulation routes which will contribute towards stress free visits to the site and minimize congestion during major events. Subtle and attractive controls that prevent unauthorized vehicular traffic through the site will control damage to landscaped areas and eliminate the feeling of "abandonment" in the park.
- attractive landscaping which will provide shade on hot days, and can mitigate wind. It will encourage longer visits to the park and will draw visitors to the park for passive recreation.
- a functional trail system will encourage walking and cycling through the park as an alternative to driving.

A five year time frame has been suggested for completion of the park upgrading. Full development will require a partnership between the City of Edmonton and the sport groups who use the site. The City will be responsible for all components that serve the general public and that relate to the parks operation and maintenance; the sport groups will be responsible for components which are specifically related to their own needs. Costs for components which serve both the public and the user groups will be shared. The proposed schedule is flexible and could be tightened with additional funding from the City and / or the sport groups.

The total budget estimate for completion of the John Fry Park upgrading program in 2007 dollars is \$9,800,000. Expenditures in the five phases would be \$1,400,000 for phase one; \$500,000 for phase two; \$1,300,000 for phase three; \$4,700,000 for phase four; and \$1,900,000 for phase five. A more detailed breakdown of the funding allocation for each of the proposed five phases is included in the Implementation strategy section of the report, beginning on page 25.