



**What We  
Heard Report**  
Butler  
Memorial Park  
Redevelopment

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**Edmonton**

# What We Heard

## Concept Phase

### January 2019

# Butler Memorial Park Redevelopment

The City of Edmonton is planning to redevelop Butler Memorial Park, located at 15715 Stony Plain Road. The Jasper Place Revitalization Strategy and subsequent Jasper Place Area Redevelopment Plan recommend enhancements to the park which were approved by City Council in 2017.

Enhancements to Butler Memorial Park are intended to contribute to the continuing revitalization of the Jasper Place area and to support the goals of safety, connections and community building. The new design will enhance area character and integrate with current plans for improving the adjacent Jasper Place Transit Centre.

#### REPORT SUMMARY

The purpose of the engagement events was to (1) gather citizens' input regarding design options for a redeveloped Butler Memorial Park and (2) use the results to select and refine one concept design for the park.

Through both public engagement on the Butler Memorial Park site and discussions with community residents and not-for-profits, three main themes emerged using three concept options to reflect on.

The key components within the concept options that had the most support by respondents were:

- Centrally located plaza
- Desire for well-lit spaces
- Keep mature trees and shrubs
- Stage for events and festivals
- Pathways that supported 'efficient flow' of travel through the park to the transit centre
- Larger grassed area for activities and event space
- Centrally located playspace for kids

#### WHAT WAS DONE

The City of Edmonton attended two public events, held on January 24 and 25, 2019 to offer an opportunity for public engagement. The first event was hosted by Food for Good, during a farmer's market at Britannia High School, located approximately five blocks from Butler Memorial Park. The second event was at Butler Memorial Park.

The communications activities used to promote the public survey included:

- Road sign on the park site
- Advertisements distributed through not-for-profit groups' membership affiliated with project
- Information available on the City of Edmonton project web page [edmonton.ca/butlerpark](http://edmonton.ca/butlerpark)

- Onsite (in the park) distribution of an intercept survey



## Process

Three options were available for review and the project team was seeking feedback on the different elements within each option.

### Online Survey

An online survey was created and posted to the City of Edmonton's Insight Survey Community that referenced the three concept design options. This survey was used as the basis of data collection across all Butler Memorial Park public engagements.

## Public Events

### 1. Community Engagement

The first public engagement event was held on January 24, 3- 6 p.m. at Britannia High School during a farmer's market hosted by the Jasper Place Wellness Centre and Food for Good.

Attendees provided information through paper survey, verbal feedback and directly on design panels.



## 2. Park 'Pop-Up'

The second public engagement event was held on January 25, 2019 as an on-site pop-up with the intent of capturing those people who use the Butler Memorial Park and, more specifically, transit users. This event ran from approximately 2:30-5 p.m., capturing the bulk of rush hour. Three teams of two people were situated at the north end, centre and south end of the park.

The public had an opportunity to speak with project team members and provide suggestions on the designs.



There was a total of 33 respondents from all channels of data collection.

Feedback was also received through impromptu comments that were shared on the boards at the scheduled and pop-up events.

## PROJECT RESULTS AND FINDINGS

What was said...

The survey identified five themes for the park design on which to provide a preferred choice with room for commentary.

The themes included differences in:

- Park layout
- Plaza locations
- Pathway layout and direction
- Grassed area sizes and location
- Space for events

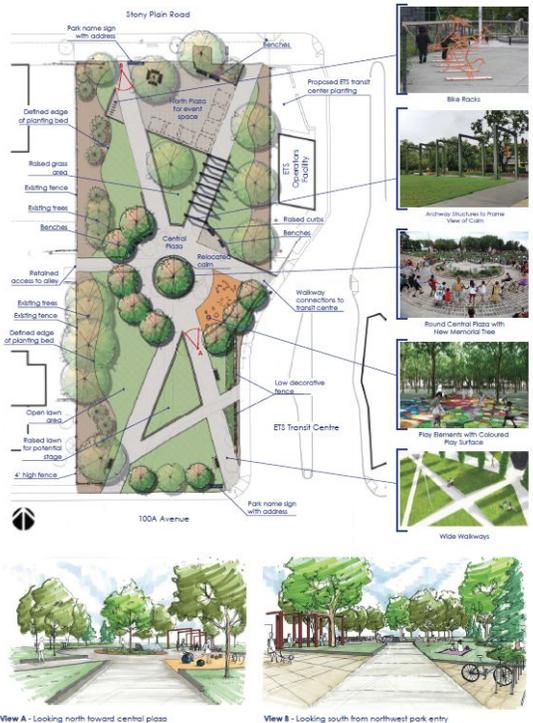
# Summary of results

## CONCEPT PLAN OPTION 1



Option 1 received very little support, from 5 – 25% of respondents supporting this option across all themes.

## CONCEPT PLAN OPTION 2



54% of respondents support option 2, preferring the 'park layout', 'pathway direction' and 'grass area'.

Other comments included support for the playspace to be away from Stony Plain Road and close to the Transit Centre.

"Children can play while parents look and wait for transit."

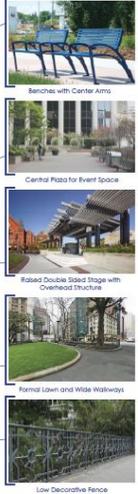
Comments regarding option 2 included that the design was visually appealing and offers a good-sized green space.

"...good percentage of lawn."

Respondents desired pathways that lead directly through the park to the transit centre.

"Routes for traversing the park are such to accommodate pedestrian traffic without damaging grass like they do now whilst providing definite direction to the Transit Centre and between Stony Plain and 100a."

CONCEPT PLAN OPTION 3



People preferred the 'event space' in option 3 and were almost uniform in liking option 2 and 3 for 'plaza location', both plazas are centrally located.

Many people commented that the stage and associated event space would be used.

"We have events here and stage would be great."

"Love the permanent stage!"

"Central for events just makes more sense."



**General Comments**

The main points raised in the general comments were around concerns for safety and more lighting.

"Lighting: this space feels very dangerous after dark."

*Have lived in the JP West End for 50 years, would be nice to have parks that encouraged people "getting together"*

*...retain the beautiful trees and shrubs that are in the park now.*

*Ensure 'efficient flow' of travel through the park to the transit center.*

*Comments from online survey*

## What we heard...

The feedback from the public engagement and the internal City stakeholders guided the direction in which the concept options were to be refined into one preferred option. The majority of respondents were area residents and/or transit users (63%).

The general preferred option identified at the public events was concept option 2. Other key components that were preferred were:

- Centrally located plaza
- Desire for well-lit spaces
- Keep mature trees and shrubs
- Stage for events and festivals
- Pathways that supported 'efficient flow' of travel through the park to the transit centre
- Larger grassed area for activities and event space
- Centrally located playspace for kids away from busy roads and closer to transit

## AS A RESULT, WHAT HAS CHANGED IN THE PROJECT?

The design for enhancements to Butler Memorial park considers existing site constraints and opportunities while considering the needs of community members and park users. The mature landscape plantings of the site provide a valuable backdrop to the overall design towards the establishment of this park as a renewed community landmark and recreational retreat.

The three design options noted in Section 5.1 were investigated and reviewed by the project team, the City and public stakeholders towards the development of a preferred concept plan. This refined plan consists of an arrangement of the preferred components.

## WHAT'S NEXT

The next step will be to refine the design for the Butler Memorial Park Redevelopment.

Citizens can continue to be involved with Butler Memorial Park Redevelopment by:

- Providing feedback to refine the preferred option through public engagement scheduled for Spring 2019
- Engagement will include online survey and on-site pop-up events at Butler Memorial Park
- Check the project webpage for more updates [edmonton.ca/butlerpark](http://edmonton.ca/butlerpark)

Thank you for participating in sharing your voice and shaping our city.

For more information on City of Edmonton public engagement, please visit [edmonton.ca/publicengagement](http://edmonton.ca/publicengagement)

