



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

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Edmonton

What We Heard

Design Phase

Butler Memorial Park Redevelopment

May 2019

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 this second round of engagement events was to (1) refine the design of Butler Memorial Park based on citizen priorities, and (2) identify what the City of Edmonton may have missed in the redesign of Butler Memorial Park.



The key components shown in the refined concept design that had the most support by respondents were:

- A beautiful and inviting space that is fun, interesting and that has interactive elements.
- A park that can serve many functions such as community events, markets and other gatherings, as well as serve the community on a daily basis for access to green space and passive recreation.
- A park that communicates the history and heritage of the space to visitors.

WHAT WAS DONE

The City of Edmonton hosted two pop-up public engagement opportunities on May 25 and 26, 2019. Both pop-ups were at events in conjunction with local not-for-profit groups. The first event was at Butler Memorial Park during a charitable event organized by the Hymning Birds where project staff talked to people about their priorities for a new park design. The second event was at a Canora Safety Watch Community event at St. Anne Park, located approximately four blocks from Butler Memorial Park. City staff displayed the design boards and connected with event organizers and attendees.

The communications activities used to raise awareness of and promote the public engagement activities included:

- Road sign on the park site.
- Advertisements distributed through not-for-profit groups' membership affiliated with the project.
- Information was available on the City of Edmonton project web page edmonton.ca/butlerpark.
- Intercept surveys in the park.

Process

A refined concept design was available for review at the public engagement events and on the City's project website.

Online Survey

An online survey was shared with the City of Edmonton's Insight Survey Community asking for feedback on the design options. Twenty-six (26) respondents provided feedback through the online digital survey.

Public Events

1. The engagement event held on Saturday, May 25, 2019 from 2:30-5 p.m. was an on-site pop-up event with the intent to reach people already attending the charitable event at Butler Memorial Park, as well as weekend park users. The engagement team was situated at various locations around the park, with mobile boards. The public had an opportunity to speak with project team members and provide their feedback on the concept design options.
2. The event held on Sunday, May 26, 2019, was held during another community event at St. Anne Park. Representatives from the City displayed the project boards and talked to residents about the project.



Fifty (50) respondents provided feedback to the project team with the hard copy survey from both events.

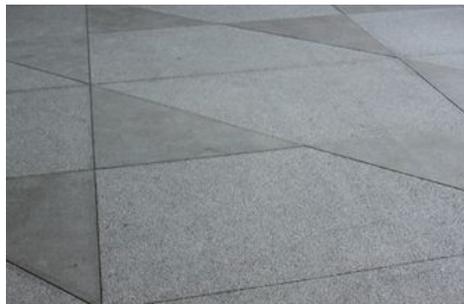
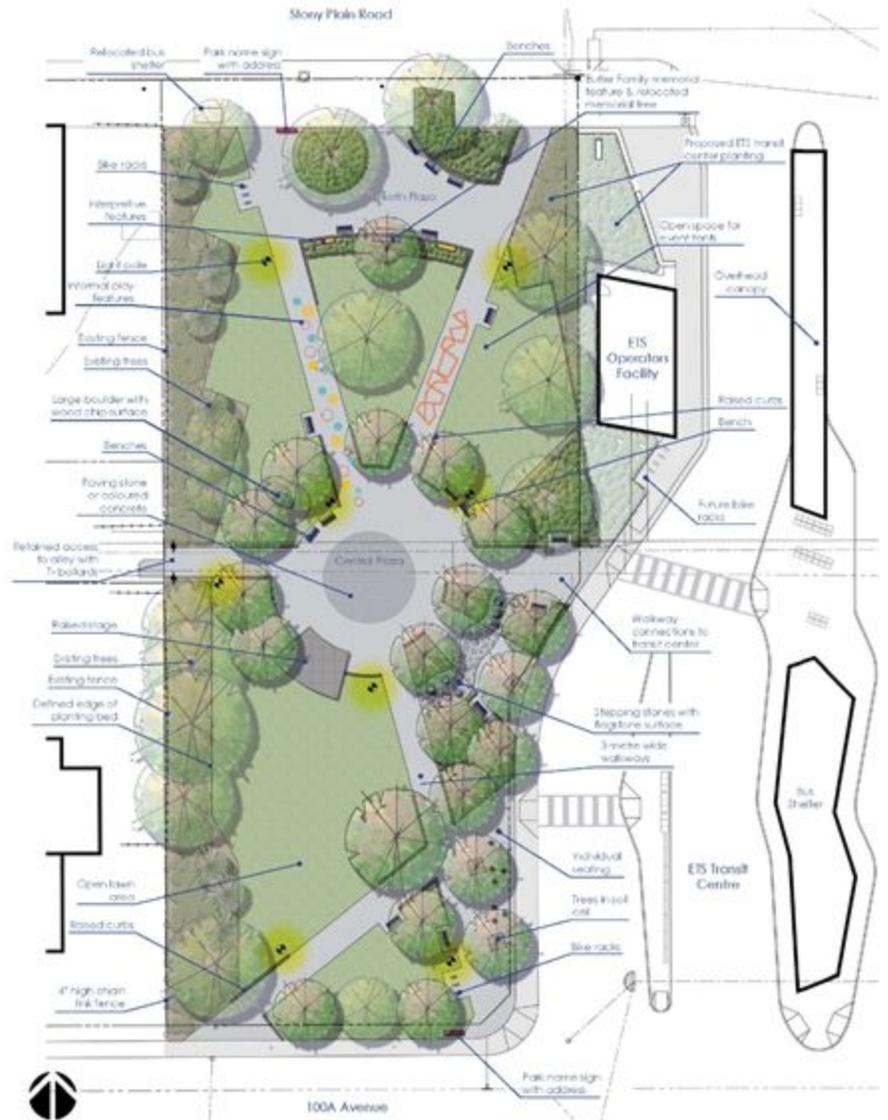
PROJECT RESULTS AND FINDINGS

What was said...

Participant Survey Results

These results represent a wide range of audiences, including a number of respondents who frequently use the park, identify as residents, transit users and people who attend events. The majority of respondents (64%) were 45 years of age or older, but all age groups are represented by this data.

Upon an introduction to the project and a brief explanation of the proposed park features, attendees were asked to rank park features. This exercise helps the City to understand prioritize park elements within budget. Paved walkways and lighting are to be included in the base level design.



The items ranked in order of priority were:

1. Addition of site furniture (seating, trash cans, bike racks) throughout the park
2. Enhanced planting to improve the 'park-like' feeling
3. Raised permanent stage with electrical source for community events
4. Interpretative signs about the history of the park and the Town of Jasper Place
5. Informal play features (not a playground) that children can enjoy
6. Raised curbing in varying heights to direct foot traffic along the pathways and act as a play feature

There were a number of items identified as 'missing' from the current park design that can be grouped into clusters:

1. Washrooms and Water Fountains
2. Safety of children's play features
3. Ash traps / recycling and waste receptacles
4. Additional memorial features

Summary of results

What we heard....

In general, there were five groups of comments related to why the features noted above are important to the respondents of the survey. These comments include the importance of:

1. The heritage value of the park, and the communication of that value to park users
2. Space and facilities for community events, as well as increasing the appeal to kids and families
3. Green space including trees and plants for a more visually appealing space
4. Safety of park users and additional lighting
5. More and better seating

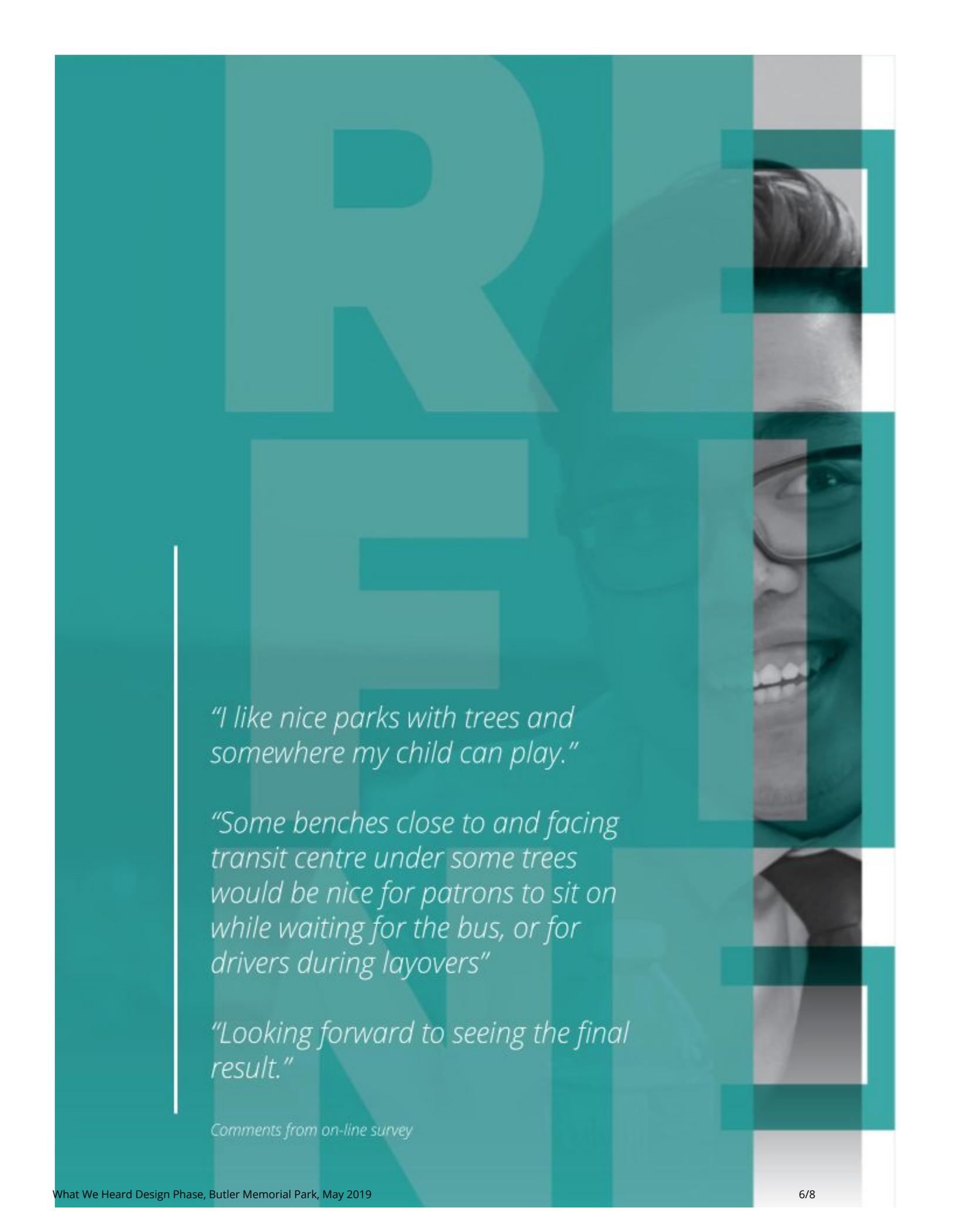
General Comments

"The events at the park are great, keep having them"

"We need to make sure that the site is accessible to seniors, like more benches"

" These features were important to me because there is little information about jasper place, and the park is used for several events in the summer that would benefit from a stage of sorts. "

"...concern that the space is over-planted and offer secluded dark spaces at night, prohibiting police to see in from the road."



"I like nice parks with trees and somewhere my child can play."

"Some benches close to and facing transit centre under some trees would be nice for patrons to sit on while waiting for the bus, or for drivers during layovers"

"Looking forward to seeing the final result."

Comments from on-line survey

AS A RESULT, WHAT HAS CHANGED IN THE PROJECT?

The park design has been refined further to focus on the key features that are identified by the public feedback received and to achieve the goals of the project stakeholders.

As we have heard...

- heritage value is a focus of public interest
- community events need to be accommodated for groups and businesses
- greenery and park setting is important
- safety and security is key to people using the park
- seating of various types is needed
- play features are key to family enjoyment and park use
- the raised curbs are not key features of importance
- recycling and waste receptacles are needed

...the design will...

- maintain the design of the memorial and interpretive signs regarding the origins of the park's establishment and the neighborhood history
- continue to incorporate a plaza space and central stage with power
- ensure that the mature trees will be retained as suitable and new plantings will be proposed
- ensure lighting will be maintained and planting will be designed to ensure people are not hiding or sleeping in the landscape areas
- include benches and individual seats for accessibility
- include individual play features sprinkled around the park for multiple users
- reduce or eliminate the proposed of curbing surrounding turf areas
- Include receptacles at key locations within the park

The following items were requested, however will not be provided for the reasons below:

Requested features

- Washrooms
- Water Fountain
- Additional memorial features

Reason for not including in design

- There is a public washroom and access to water provided in the newly renovated Jasper Place Transit Centre
- At this time our focus is on the park features and history of Jasper Place Town

WHAT'S NEXT

The next step is to complete detailed design for the Butler Memorial Park Redevelopment to prepare for construction, which is currently targeted for 2020.

Citizens can continue to be involved with Butler Memorial Park Redevelopment by checking the project webpage for more updates 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

