

Calgary



Seton Regional Park Master Plan

Phase 1: Discover

What we heard report





Seton Regional Park Master Plan

Phase 1: Discover, What we heard report
September 2024

Project overview

A new regional park will be developed in Calgary's southeast community of Seton, located in the green space between Seton Drive S.E. and Seton Park Road S.E. This future regional park will include approximately 6.4 hectares (15.8-acres) of specialized amenities and open space.

The green space will be undergoing a transition from its current informal uses to a designated City of Calgary regional park space.

The City of Calgary will be seeking public input on potential amenities for this space. The feedback will be used during the design process for developing a master plan for the park that reflects community and regional needs. This master plan will outline a vision for the proposed regional park, including a design concept that will guide the future development.

The new Seton Regional Park is anticipated to open for public use in 2028.
For more information, please visit engage.calgary.ca/SetonRegionalPark.



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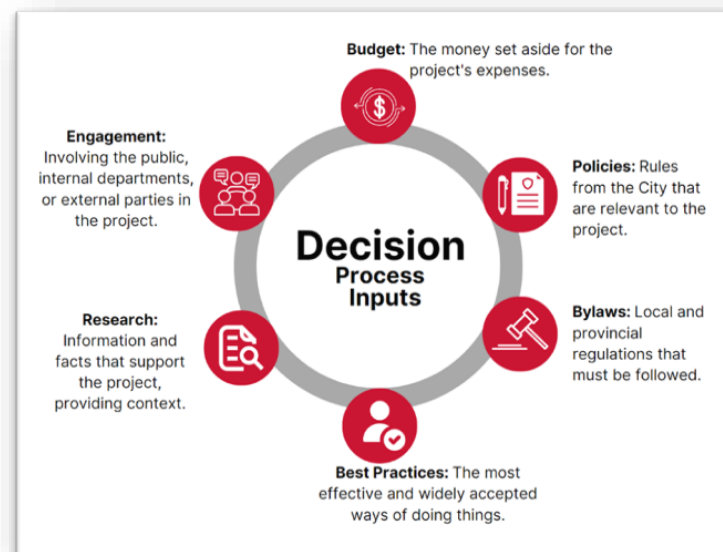
Engagement overview

Public engagement is a collaborative process that values everyone's input and incorporates diverse perspectives. It's not counting votes; rather, it involves carefully considering many factors to determine the best outcomes for the regional park.

All comments collected are reviewed and will play a role in the final design. We'll explain how your feedback influenced the design options we present in Winter 2024.

Public engagement for the project is being conducted in three phases.

We have just completed **Phase 1: Discover**, where we gathered feedback from the public and interested/affected parties to inform the development of design concepts for the Seton Regional Park Master Plan.



DISCOVER PHASE

Review and Assess Existing Conditions

SPRING 2024

Gather feedback from the public and interested/affected parties to inform the development of design concepts for the Seton Regional Park Master Plan.



EXPLORE PHASE

Develop and Evaluate Concepts

FALL/WINTER 2024

Present concept options to interest holders and public for feedback to identify which concept features will best meet community needs.



REVEAL PHASE

Present Final Concept

WINTER 2025

Present the final concept and describe to the public where and how their feedback was used.



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To gather feedback from interested parties and the public for Phase 1, we hosted the following events and opportunities:

Pre-engagement with interested parties	Public engagement
- Joane Cardinal-Schubert High School, June 5, 2-2024 (13 students) - Seton YMCA: July 11, 2024 (7 staff) - Seton Public Library: June 20, 2024 (2 staff) - Meetings with Ward 12: April & June 2024	In-person - Open House: August 20, 2024 (Approx. 388 participants) Pop-ups - Seton YMCA: August 22, 2024 (Approx.120 participants) - Sobeys, Mahogany: August 24, 2024 (Approx.150 participants) Online Feedback Form: (August 13 – September 3, 2024) - Visioning question: 125 respondents - Survey: 949 respondents

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Project communications

Engagement opportunities were advertised and promoted in the following ways:

- **Postcard distribution** (Aug. 13, 2024): Approximately 12,823 postcards were delivered to residences within a 5 km radius of the proposed park.
- **Pop-Up events** (Aug. 13 - Sept. 3, 2024): An additional 250 postcards were distributed at two pop-up events, the open house on Aug. 20, and at the Seton Library during book drop-offs for seniors.
- **Targeted social media campaign** (Aug. 13 - Sept. 3, 2024): Engaged audiences across Facebook, Twitter, Nextdoor, and Instagram, generating 1,248 link clicks and achieving a total of 229,405 impressions.
- **Roadside signage** (Aug. 13 - 20, 2024):
 - A sign promoting the open house was displayed on the west side of 45 St, south of Seton Park S.E.
- **Public engagement survey roadside signs** (Aug. 13 - Sept. 3, 2024, located at:
 - West side of Seton Way, south of Seton Cr S.E.
 - West side of 52 St, north of Market St S.E.
- **Sandwich boards** (Aug. 13 - Sept. 3, 2024): Six boards were placed around the YMCA, 'Elsa Park' playground, Seton Skatepark, and the proposed park area to engage pedestrians.
- **Public information board** (Aug. 13- Sept. 3, 2024): One board was positioned at the proposed Seton Regional Park.
- **Community outreach**: The Seton Homeowners Association, Auburn Bay CA, McKenzie Town, New Brighton, Cranston, Mahogany, and Ward 12 office were provided with project details and promotional materials to communicate to residents on the engagement opportunity.
- **Digital promotion** (Aug. 13, 2024): Digital posters were emailed to the Ward Office 12, YMCA, and Calgary Public Library in Seton.
- **YMCA digital newsletter**: Copy promoting the open house and online engagement was sent in July 2024 YMCA digital newsletter and again in the YMCA digital newsletter on Aug. 8, reaching 42,500 members.





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High-level themes

The following key themes were identified from public feedback gathered during the **Phase 1: Discover** engagement process.

Participants shared their preferences and suggestions for the project team to consider for the planning of the new regional park:

- **Active spaces: sports and recreation**
 - Designated areas for both active and quiet activities
 - Multi-use spaces for sports, fitness, events, and social gathering
 - Playgrounds and splash pads
 - Year-round activity spaces for community use
- **Seating and gathering**
 - A variety of seating options
 - Shaded seating areas
 - Small gathering spaces distributed throughout the park
- **Pathways and accessibility**
 - Accessibly designed pathways, seating, and playgrounds
 - Pathways for walking, wheeling, and biking
- **Art and culture**
 - Functional and playful art, space to host art and culture activities
 - Market/festival/event space
- **Safety and cleanliness**
 - Amenities to support safety and cleanliness such as lighting, washrooms, and waste disposal facilities
- **Natural features and open spaces**
 - A combination of both natural and manicured open spaces
 - Incorporation of trees, plants, and natural features
 - Water features such as ponds and fountains



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What we asked/what we heard

Engagement summary

The following is a detailed summary of feedback we received through the online feedback form and the in-person engagement events.

For a verbatim listing of all the input that was provided, please see Appendix A - **Verbatim Responses**.

In-person pre-engagement with interested parties

The project team engaged with key interested parties early in the Phase 1 engagement process to understand the current recreational offerings in the area as well as identify opportunities to develop complementary amenities. The following is a summary of what we heard from interested parties.





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Joane Cardinal-Schubert High School engagement

The project team met with a group of 13 students from Joane Cardinal-Schubert High School to discuss the new regional park and gather their insights to inform the planning process.

What we asked: We would love to hear what excites you most about the park. Tell us your ideas.

What we heard:

* Listed in no particular order

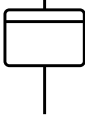
	Park spaces and amenities: Benches, basketball court, gazebo, outdoor movie space and multi-use field space for events and sports.		Art and culture: Murals representing youth, Indigenous art, graffiti walls, art on basketball courts (e.g., Bounce Courts).
	Nature and landscaping: Walking paths, running track, plants/trees, native flowers/bee gardens, medicine wheel garden and trees for shade (ex. Riley Park).		Recreational amenities: Seasonal amenities (ice skating/roller skating), splash park (which could convert into an ice rink with fire pit), mini-curling rinks, picnic areas, sledding hill and skatepark.
	Facilities: Food kiosk, clean and accessible washrooms, bookable space for BBQs and collapsible or movable activity, or shade structures for different seasons.		Safety and accessibility: Separation of bike paths and pedestrian areas, cameras for accountability, well-lit areas at night, signage for safety using rules with positive language and visuals. Emphasis on keeping playgrounds at a safe distance from the roads
	Community spaces and amenities: An Outdoor amphitheater/teaching area, community library/little libraries, activities with QR codes and physical instructions, dogs allowed on-leash.		Aesthetic considerations and functional art: Attractive spaces for photography, lighting, materials that are free from vandalism, visual/interesting signage, themed areas (e.g., Christmas lights, pageantry lighting) and circular signs including the medicine wheel.



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	Meaningful park naming: Finding a meaningful name for the park, possibly an Indigenous name, with signage/scavenger hunt translated into Indigenous languages and different stories/seasons.		Park inspiration: Inspirations drawn from local parks such as Riley Park, General Hospital Park (Bridgeland), Westman Village in Mahogany, Bowness Park (notable for lagoon and trees), Prairie Winds Park (known for basketball, playground, open space).
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YMCA engagement

The project team met with seven staff members from the YMCA to discuss the new regional park and gather their feedback to inform the planning process.

What we asked: Tell us how you see the YMCA using the new park space to extend your organization's programming.

What we heard:

* Listed in no particular order

	Park access: Marked crosswalks between the YMCA and the new park (ex. rainbow, signalized). Include bike racks.		Active amenity locations: Support for building the more active amenities closer to the YMCA such as playgrounds and sport courts, with the quieter, nature-based amenities positioned farther away.
	Inclusion and accessibility: Accessible playground equipment.		Interactive amenities and signage: Geocaching and scavenger hunt activities. Interpretive signage about the natural elements and plant species. Indigenous education signs.
	Outdoor sport and exercise amenities: Suggestions for disc golf and adult outdoor exercise equipment for adults.		Winter activities: Ideas for a skating rink, snow shoeing space and cross-country ski track.



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	Natural areas: Support for prioritizing natural areas before active amenities, with open green spaces, trees and native plants.		Seating and gathering spaces: Shade structure with seating, tree cover around benches.
	Event space: Prefer courts and activity amenities not to be bookable and to be open for public use on a first-come, first-served basis along with a designated area creating for food trucks.		Pathways: Include both paved and gravel pathways to accommodate different types of activities and park experiences.

Seton Public Library engagement

The project team met with staff from the Seton Public Library to discuss the new regional park and gather their feedback via an online survey, to inform the planning process. Two staff members responded to the survey.

What we asked: Tell us how you see the library using the new park space to extend your programming.

What we heard:

* Listed in no particular order

	Pathways, water features and natural amenities: Walking paths, trees, decorative lighting and a fountain.		Sheltered gathering space: A gazebo for story times and outdoor activities.
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In-person Backyard Bash Open House (388 participants)

On August 20, 2024, the project team hosted an open house at the site of the new regional park to gather feedback from Calgarians for the development of the Master Plan. With 388 participants in attendance, the event provided valuable insights to shape the future of the regional park.





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Active and passive areas

How do you see yourself using the park most?
Place a sticker on the type of activity you see yourself participating in most.

Active Recreation



Multi-use Courts



Winter Activity



Flexible Open Space and Games



Winter Activity

Passive Recreation



Socializing



Socializing



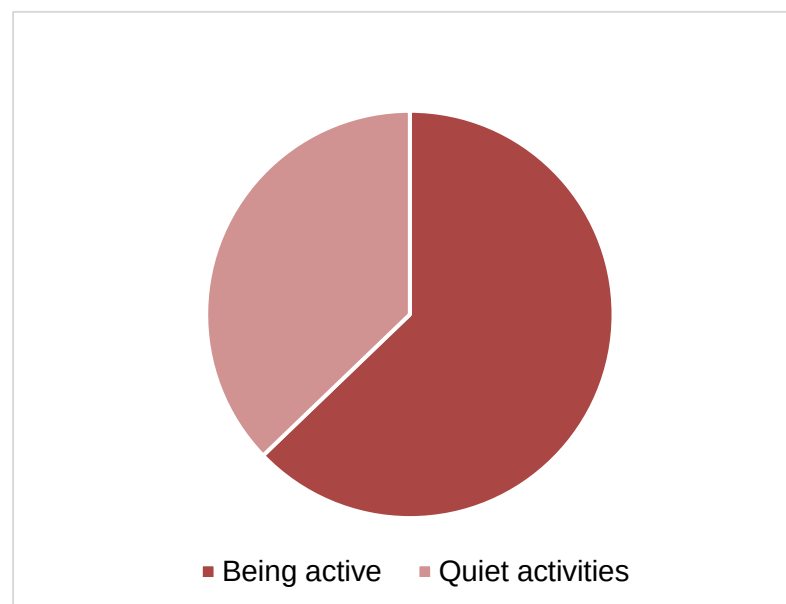
Contemplative and Quiet Spaces



Therapeutic Gardens

What we asked: How do you see yourself using the park most?

What we heard: Respondents expressed a preference for participating in active activities at the new park, while many indicated they would enjoy quieter activities. (Total responses: 199)





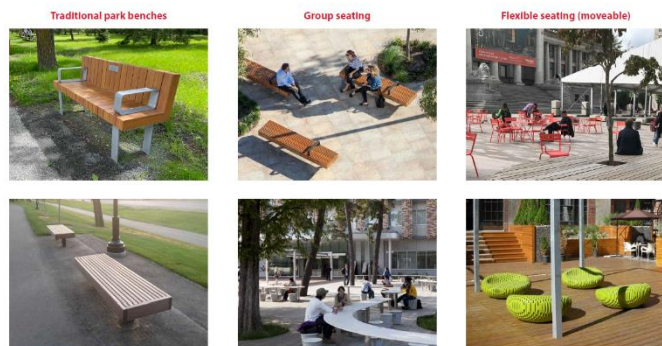
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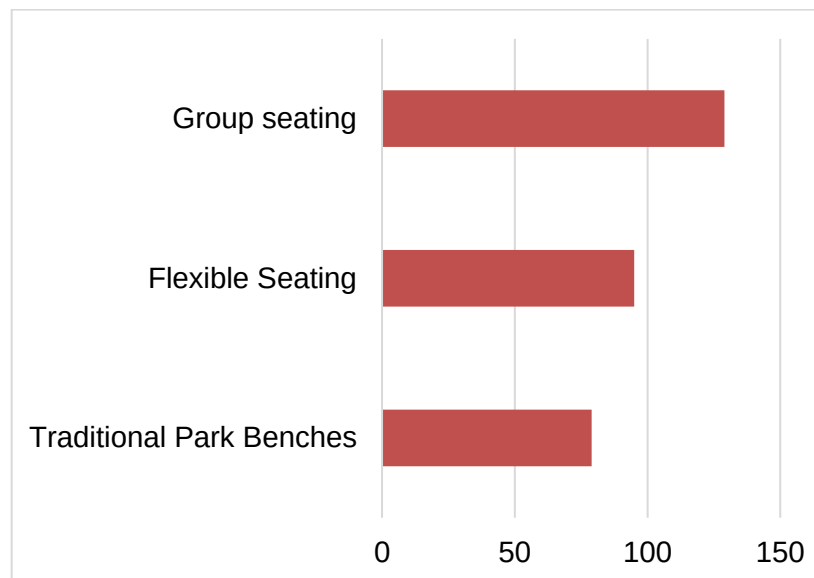
Seating

Tell us the types of seating you would like to see.



What we asked: Tell us the types of seating you would like to see.

What we heard: Respondents preferred group seating options with many also showing interest in flexible seating. Traditional Park benches followed closely as the least selected choice.
(Total responses: 303)





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Gathering spaces

Tell us the types of gathering spaces you would like to use the most at the park.
Place a sticker on the gathering space option you like best.

Small Groups



Medium - Size Local Events and Festivals

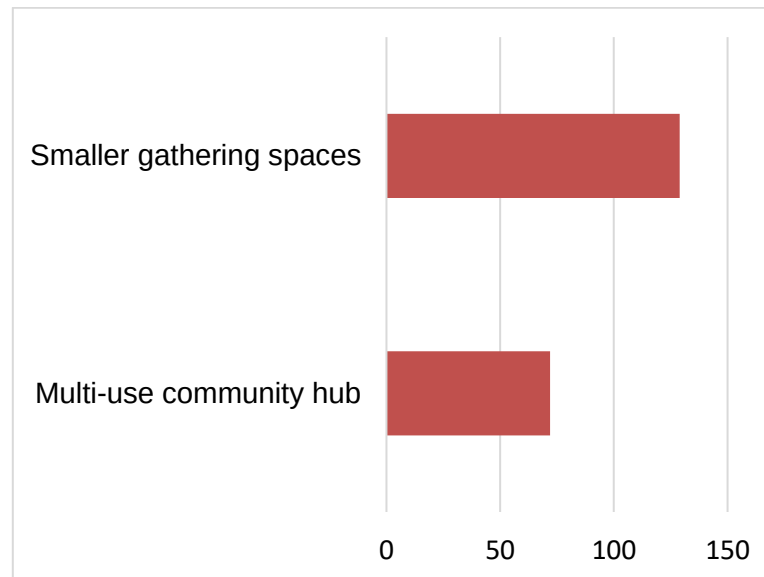


Large Events and Performance Space



What we asked: Select the types of gathering spaces you would like to see most at the park.

What we heard: Respondents expressed a preference for smaller gathering spaces, while many indicated interest in larger multi-use community hubs. (Total responses: 201)





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Park elements

Which other park elements would you like to see most in the new park?
Place a sticker on the option you like best.



Earthform and topography



Eddible landscapes



Healthy living and fitness



Playgrounds



Public art



Rain gardens



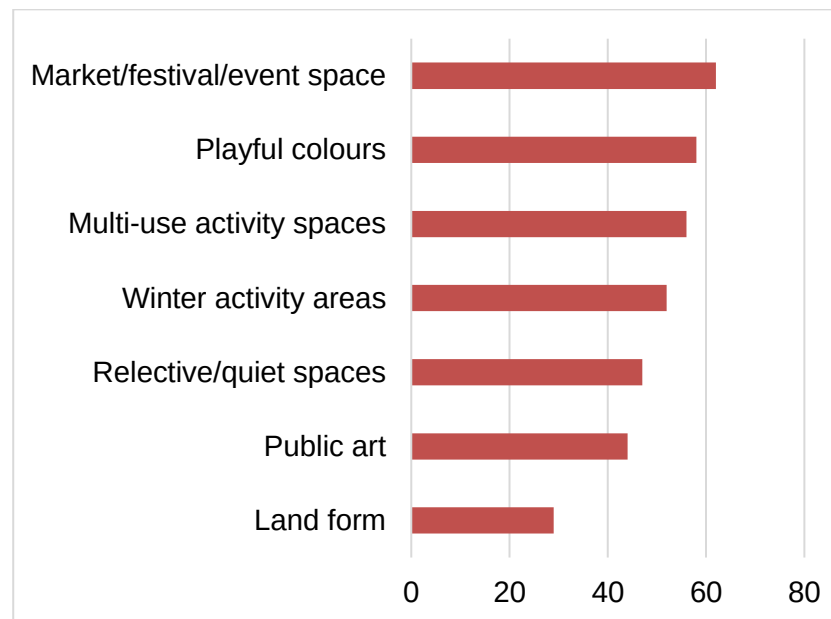
Water features



Winter activity

What we asked: Which elements would you like to see most in the new park?

What we heard: Respondents indicated a preference for market/festival spaces most, playful colours was next most popular and multi-use activity spaces as the third most selected element, however, all the park elements received a notable amount of support from respondents. (Total responses: 387)





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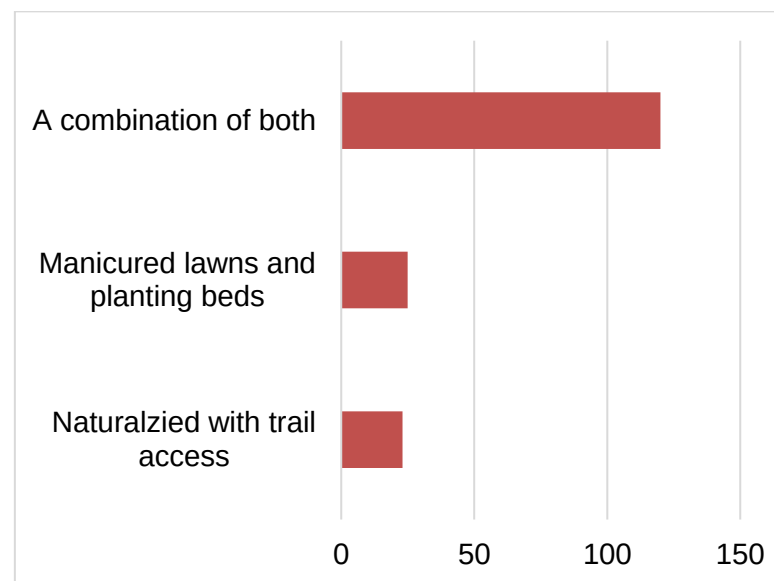
Landscape

Which landscape types would you like to see most in the new park?
Place a sticker on the landscape option you like best.



What we asked: Which landscape types would you like to see most in the new park?

What we heard: Most respondents favored a combination of manicured and naturalized open spaces. A smaller group preferred exclusively manicured landscapes, while some expressed a desire for naturalized areas with trail access only. (Total responses:168)





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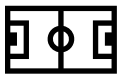
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What we asked: Tell us if you have any additional ideas, thoughts, or questions about this project.

What we heard:

* Below are the themes we identified, ranked by frequency of mention.

	Playgrounds: This was the most commonly discussed feature, with various suggestions for inclusive playgrounds, and playgrounds with specific equipment like slides and monkey bars.
	Trees and natural elements: A significant emphasis on planting more trees, creating shaded areas, and including native plants.
	Water features: Multiple mentions to incorporate splash parks, water parks, fountains, and ponds/lakes.
	Sports facilities: Requests for hockey rinks (that can be used in winter and summer), baseball diamonds, tennis courts, and multi-use courts for sports like basketball and pickleball.
	Gardens: Community gardens were frequently mentioned.
	Seating and shaded areas: Numerous requests for benches, picnic areas, and shaded spots, especially next to playgrounds.
	Trails and pathways: Frequent mentions of wanting walking paths suitable for jogging, walking, and biking.



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	Dog-friendly areas: Suggestions for dog-friendly parks though some expressed opposition to off-leash areas. *Note: The City is not considering off-leash areas for this park.
	Arts and culture: Ideas include installing sculptures, interactive public art, and amphitheatres.

Other notable but less frequently mentioned suggestions or concerns include:

- **Community gathering spaces:** Areas for community events and gatherings, including spaces for seniors.
- **Fitness and activity areas:** Outdoor fitness equipment and multi-use fitness areas for yoga or cardio classes.
- **Safety and maintenance:** Enhanced maintenance, safety lights, and waste stations to ensure a clean and safe environment.
- **Unique features:** Ideas like a monorail, zip lines, bouldering walls, and a skating loop to add unique attractions to the park.
- **Noise concerns:** Some event attendees raised concerns about how potential noise from louder activities might affect residents living in the condos next to the park.



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Pop-up Events – YMCA & Sobeys (270 participants)

On August 22 and 24, 2024, the project team hosted pop-up events at the Seton YMCA and Sobeys in the Mahogany Shopping Plaza, to gather feedback from Calgarians for the development of the Park Master Plan. We talked to approximately 270 participants. We gathered feedback by asking participants to tell us or write their ideas on an “idea wall”.

What we asked: Tell us your ideas!

What we heard:

* Listed in no particular order

- Water park
- Basketball court
- Playgrounds including monkey bars and swings
- Pool
- Shaded gathering area
- Pickle ball
- Walking track
- Mountain biking track
- Skate park
- Climbing wall



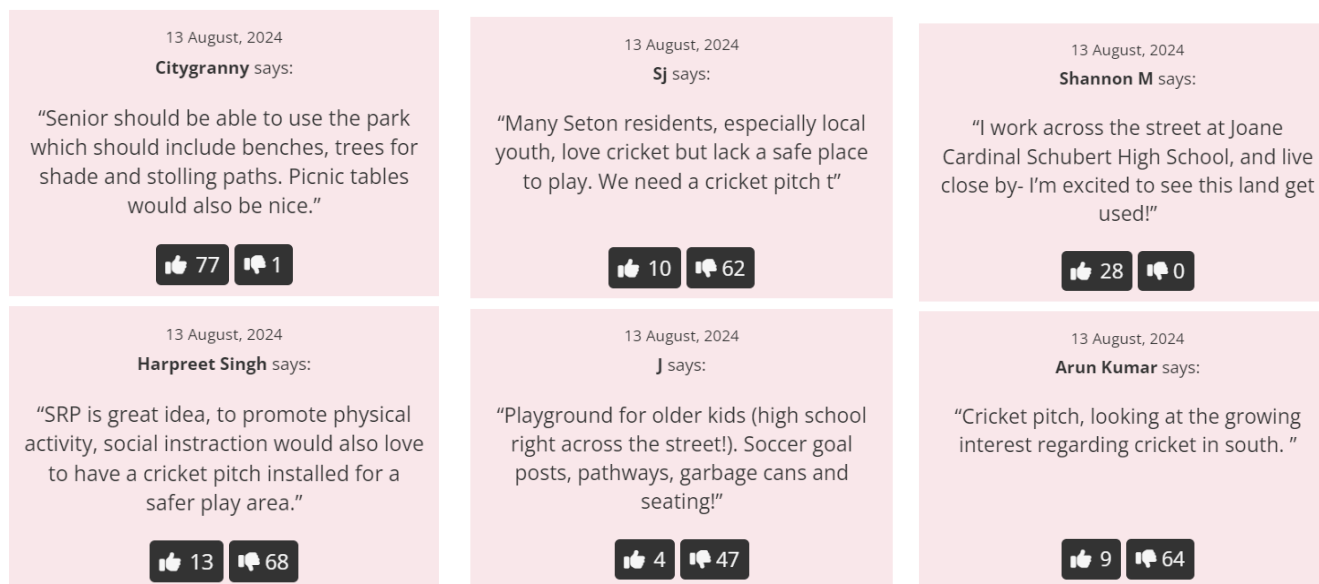
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Online pre-engagement (August 13 to September 3, 2024): 125 respondents

Before the formal engagement period, we hosted a pre-engagement question on the project website to gather insights and ideas from the public about the project.

Figure 1: What we've heard so far



Note: Figure 1 is a snapshot of feedback received on the engagement portal page.



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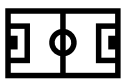
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What we asked: To begin, we'd love to hear what excites you the most about this project.

What we heard:

* Below are the themes ranked by frequency of mention.

	Cricket pitch: Many respondents emphasized the need for a cricket pitch due to the growing interest in cricket among local youth and residents.
	Trees and pathways: Many respondents mentioned the importance of planting trees for shade and creating walking paths for relaxation and exercise.
	Benches and seating areas: Many respondents requested benches and seating areas throughout the park for resting and socializing.
	Playgrounds: Many expressed the desire for playgrounds catering to different age groups, including toddlers, older kids, and accessible playgrounds.
	Picnic areas: Many suggestions included picnic tables and shaded picnic areas for family gatherings and social events.
	Sports facilities Suggestions included various sports facilities such as volleyball courts, basketball courts, tennis/pickleball courts, and an ice rink.
	Water features: Many participants requested water features like splash parks, fountains, and ponds for aesthetic and recreational purposes.



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	Dog parks: Some respondents mentioned the need for an off-leash dog park and pet waste stations. *Note: The City is not considering off-leash areas for this park.
	Community garden: A few suggestions included creating a community garden for growing vegetables and flowers.
	Event spaces: A few respondents expressed interest in having designated areas for community events, such as farmers' markets and cultural activities.
	Exercise areas and skate parks: A few respondents requested adult exercise equipment, skate parks, and pump tracks.
	Maintenance and safety: Some participants emphasized the importance of regular maintenance, weed control, and ensuring the park is safe and clean.
	Natural landscaping: A few respondents suggested incorporating natural elements, such as native plants and trees, into the park design.
	Accessibility: A few respondents emphasized the need for the park to be accessible to everyone, advocating for paved pathways and playgrounds designed for wheelchair users and sensory-friendly features.
	Additional amenities: A few suggestions included adding public washrooms, garbage bins and bike lockups.



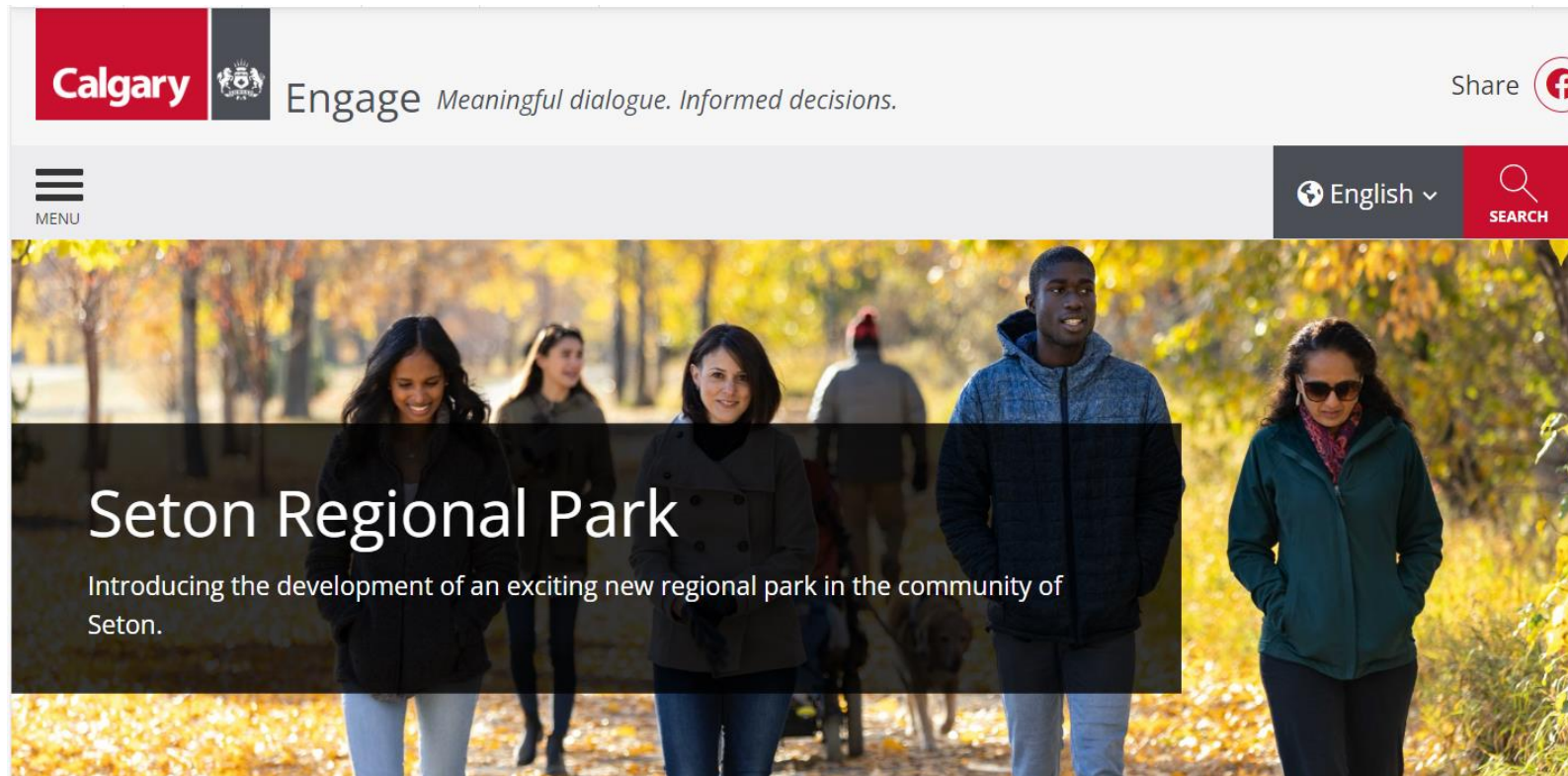
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Online feedback form

On August 13, 2024, we launched an online feedback form, to collect public feedback that will guide the design of the regional park.





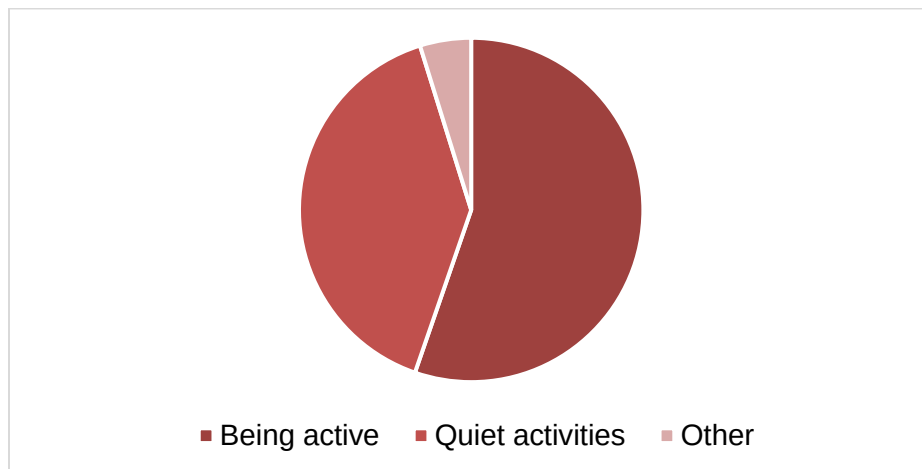
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Question 1 (Total responses: 915)

What we asked: How do you see yourself using the park most?

What we heard: Most respondents indicated that they see themselves participating in active activities at the new park, while many respondents foresee themselves enjoying quiet activities. Some participants selected 'other' and provided additional suggestions (see list below).



Other:

- Lake/beach with public access
- Baseball diamond
- Splash park
- Playgrounds
- Bike parks with public tracks and bike skills area
- Skatepark
- Seating areas where you can play board games
- Benches, trees, and a reflection pond.
- Outdoor water park (ex. Riley Park, Bowness Park)
- Outdoor gym for seniors
- Festival space
- Concerns about the impact the park will have on parking in the area.
- Cricket pitch
- BBQ areas
- Dog friendly spaces
- Community garden
- Bike and walking path
- Space for outdoor movie screenings
- Multi-use spaces for yoga or other fitness classes
- Social gathering spaces



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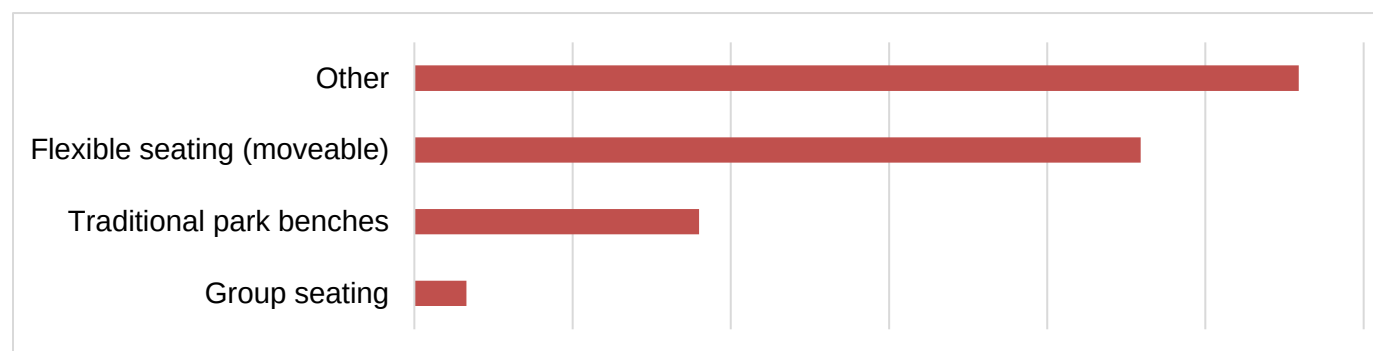
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- Running track or trails
- Roller hockey rink with sport court
- Pickle ball
- Quiet space (ex. bird watching)
- More parking
- Mixture of active and quiet spaces

Question 2 (Total responses: 904)

What we asked: When designing a park, we also want to select seating options that make sense with the activities in the park and support community connection. Tell us the types of seating you would like to see. Check all that apply.

What we heard: Respondents showed the highest preference for 'other' seating options (see list below). Flexible seating was the second most popular choice, followed by traditional park benches. Group seating was the least selected option.



Other:

- Combination of seating options
- Shaded picnic tables/ shaded group seating
- Benches and single seating
- Flexible seating (concerns about theft/vandalism)
- Built-in seating on hills
- Hammock seating
- Permanent lounge chairs (similar to Ridge Day user areas with BBQs)
- Some respondents mentioned not wanting the park to be developed
- Pathway options in Okotoks
- Accessible seating for all users



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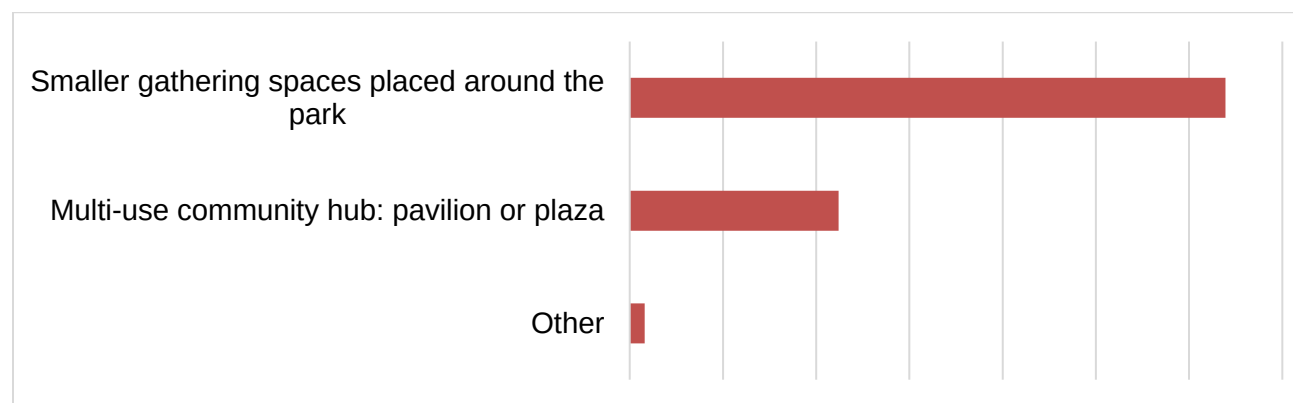
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Question 3 (Total responses: 879)

What we asked: Regional parks have unique amenities and users often stay longer to enjoy them. To support longer stays comfortably, we want to create welcoming gathering spaces. Select the types of gathering spaces you would like to see most at the park.

What we heard: The majority of respondents expressed a desire for smaller gathering spaces within the new park. Some participants suggested they would like to see a multi-use community hub, and a few indicated 'other' (see list below).



Other:

- A combination of both smaller gathering spaces and a multi-use community hub
- Covered picnic areas, including BBQ pits (e.g. Similar to Bowness Park)
- Shaded seating options for seniors
- Playground
- Wading pool
- Bike parks featuring a paved pump track and skills area
- Baseball diamond
- Concerns about the potential impact of the park on local parking



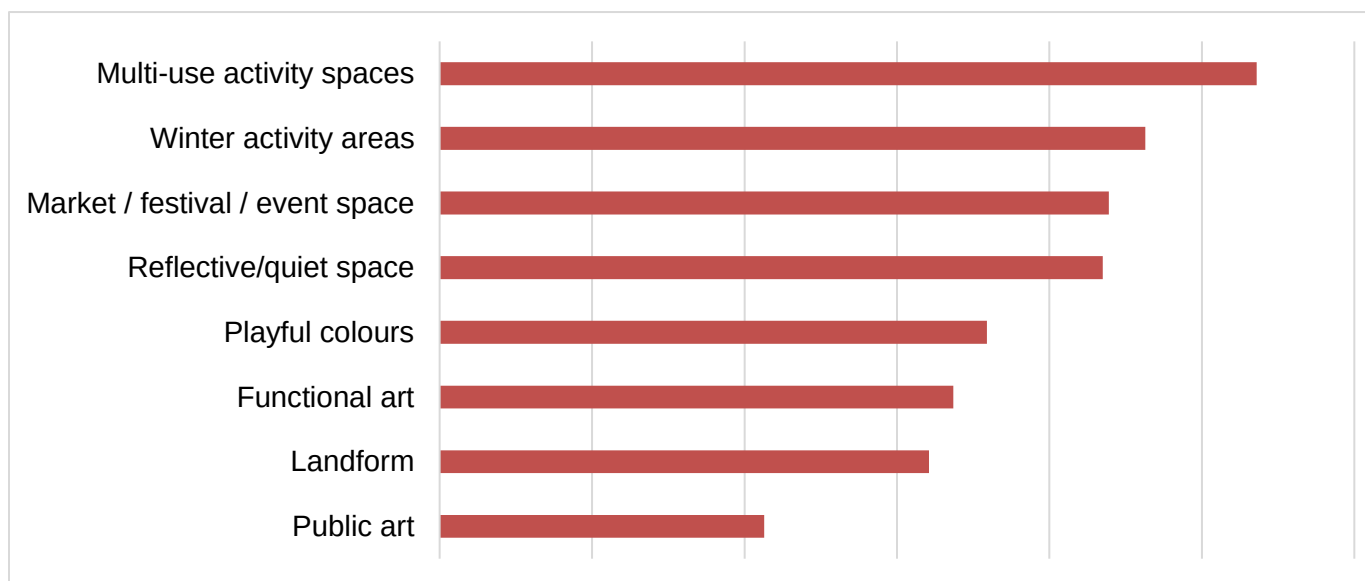
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Question 4 (Total responses: 917)

What we asked: Which park elements would you like to see most in the new park? Check all that apply.

What we heard: All of the park elements received support from respondents. The three most preferred options were multi-use activity spaces, winter activity areas, and market / festival / event space.



Question 5 (Total responses: 913)

What we asked: What type of open space would you like to see most in the park?

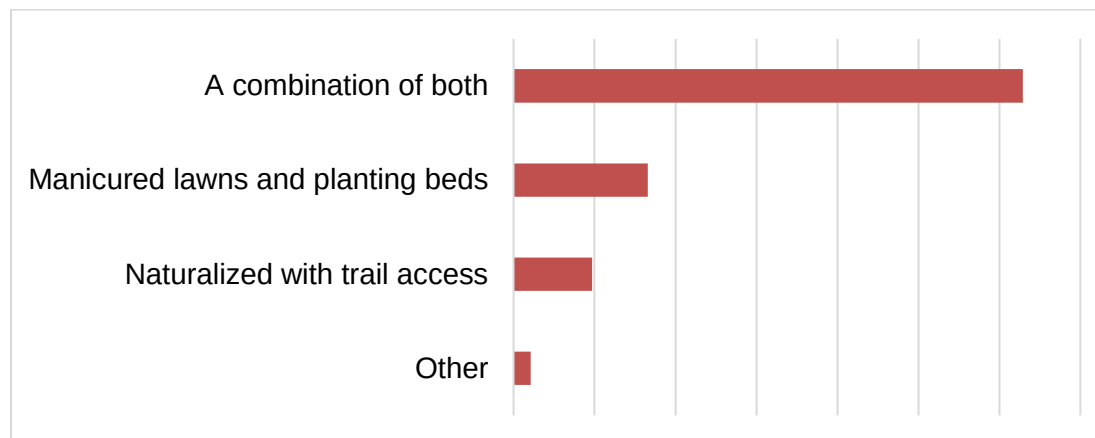
What we heard: The majority of respondents indicated that they would like to see a combination of both manicured and naturalized open space in the new park. Some indicated they would like to see manicured landscapes only, and some indicated they would like to see naturalized with trail access only. A few indicated 'other' (see list below).



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Other:

- A combination of multiple options
- Concerns on maintaining healthy grass
- A pickle ball court
- A playground
- A pump track or mountain bike skills area
- A skateboard snake run
- A baseball diamond
- A running path
- A bike path
- No art installations
- A water feature
- Accommodations for patients visiting the hospital
- None. Leave it alone.
- Trees
- A playing field
- A cricket pitch
- A safe gathering space



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Question 6 (Total response: 427)

What we asked: We would love to hear what excites you most about the park! Tell us if you have any additional ideas, thoughts, or questions about this project.

What we heard:

*Themes are listed from most frequently mentioned to least frequently mentioned .

	Children's play areas: • Play area for children near the YMCA • Space for toddlers • Safe and interesting places for children to explore • Playground • Accessible playground • Unique playgrounds (e.g. ninja style playground)
	Green spaces: • Preference for more natural area over formal recreation facilities • Trail system with trees and shrubs for shade • Quiet space with lots of trees • Large natural open spaces
	Multi-use gathering spaces: • Family-friendly area for community events and recreation (eg. birthday parties, seasonal markets etc.) • Multi-use gathering place for people and pets • Spaces that promote community connection • Areas for seniors to enjoy
	Bike parks and amenities: • Bike tune-up shop/kiosk • Mountain bike skills park and pump track

	Dog-friendly areas: - Natural walking paths for on-leash dog walking - Designated off-leash areas - Amenities such as drinking water stations and waste disposal - Signs reminding dog owners to clean up after their pets <i>*Note: The City is not considering off-leash areas for this park.</i>
	Water features: - Elements like fountains, ponds, streams - A spray park
	Sports and active living: - Practice areas for basketball - Cricket pitch - Spaces for sports - Disc golf course - Skating and bike pump tracks - Paved loop trail for biking and walking - Space that encourages an active lifestyle
	Amenities: - Public washroom - Covered seating areas - Adequate garbage cans and dog waste bags; recycling - Proper lighting for safety - Accessible seating
	Art and culture: - Functional art installations - Area for arts and music (e.g. amphitheatre) - Artwork created by local artists



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Next Steps

The project team is currently using public feedback to inform the development of concept options for the park, which we will share with you in Winter 2024 during **Phase 2: Explore**

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