

# What We Heard

## Rosenthal Community Park Schematic Design

City of Edmonton  
Integrated Infrastructure Services  
May 2025  
[Edmonton.ca/communityparkdevelopment](https://Edmonton.ca/communityparkdevelopment)

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ADVISE

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## Acknowledgements

The City of Edmonton acknowledges the traditional land on which we reside, is in Treaty Six Territory. We would like to thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries, such as nêhiyaw (Cree), Dené, Anishinaabe (Saulteaux), Nakota Isga (Nakota Sioux) and Niitsitapi (Blackfoot) peoples. We also acknowledge this as the Métis' homeland and the home of one of the largest communities of Inuit south of the 60th parallel. It is a welcoming place for all peoples who come from around the world to share Edmonton as a home. Together we call upon all of our collective, honoured traditions and spirits to work in building a great city for today and future generations.

## Project overview

The Rosenthal Community Park project aims to develop a park for the enjoyment of students at incoming public school, surrounding community members and contributing to the City's parks and open space system. The project will use current City policies and plans, input from City departments and public engagement to ensure a successful design is achieved. The project will deliver an attractive, innovative, accessible and sustainable public space that embodies the principles of the [Breathe strategy](#), focusing on the themes of ecology, celebration and wellness.

This engagement opportunity was focused on gaining public feedback on potential design options for Rosenthal Park.

## Project objectives

The Rosenthal Community Park will:

- Develop the site with base-level amenities according to the [Urban Parks Management Plan](#).
- Engage and coordinate with Alberta Infrastructure, Edmonton Public Schools and the Community League to confirm the community park design aligns with nearby projects.
- Engage with the public (on the ADVISE level of the [Public Engagement Spectrum](#)) through public engagement events, communications, visual presentations, etc, using an inclusive approach.
- Create a sustainable design which looks for opportunities to go beyond basic tree planting requirements on the site.
- Address the differences in site grading and potential drainage challenges that currently exist.

## Project Area



## Public engagement approach

### City of Edmonton Public Engagement Spectrum

The City's Public Engagement Spectrum defines the public's level of influence during the project's engagement phase. This phase of engagement sits at the ADVISE level. Members of the public were invited to share their feedback and perspectives on the design options. Input will be considered during design development.

### Public Engagement Spectrum

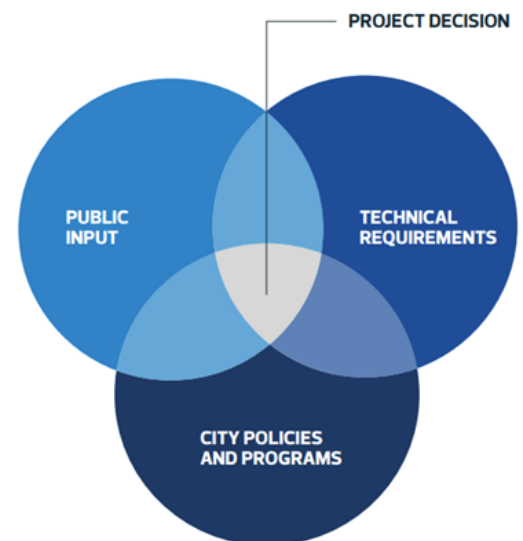
Visit [edmonton.ca/PublicEngagement](https://edmonton.ca/PublicEngagement) for more information on the City's public engagement process



## Decision making

Decision making is established by a strong commitment to the project's goals and objectives from the beginning. By using these goals and objectives to assess different design options, decision making can occur. Public engagement is one of many factors considered by the project team. City policies, technical requirements and costs will also play a role in future project design and development.

The involvement of community groups offered the project team valuable perspectives and insights on how the park is used and what to consider as the park continues to develop, leading to a more informed and comprehensive decision making.



## GBA+ Considerations

The Rosenthal community is well established and is very engaged on City projects. Its location and current demographics were both primary drivers of the GBA+ approach for this project. The Rosenthal community league was identified in the communications strategy. The project team included the community league as part of the interested parties register and regularly communicated project updates. The community league helped connect with residents to maximize the project's public engagement. The team utilized varied engagement tools such as an open house, pop-up activities and a virtual survey to allow for a mix of in-person and online opportunities.

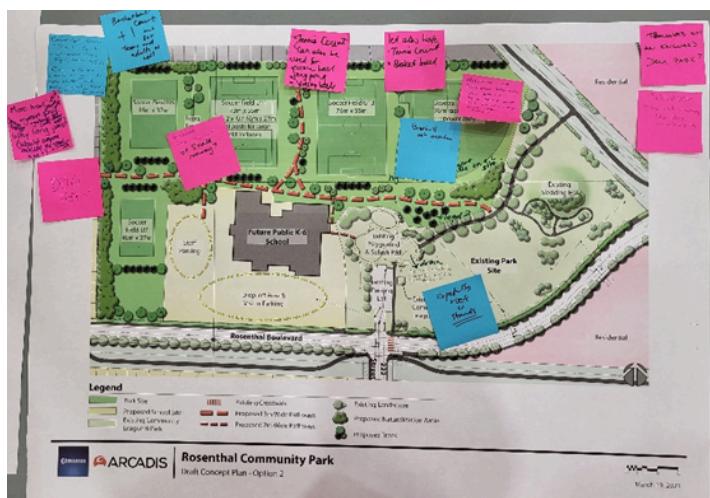
## GBA+ tactics

- In-person and online opportunities for the general public and interested parties to share their thoughts and experiences.
- A public drop-in event was held on March 19, 2025 at Michael Phair Junior High provided an opportunity to share feedback and ask questions directly to project team members.
- The project team leveraged existing relationships with community organizations that represent Edmontonians most impacted by the project and to maximize outreach.

## How we engaged

The engagement phase of the project welcomed public feedback from **March 19 to April 2, 2025**. A hybrid approach was employed for the public engagement strategy. Both in-person and online opportunities were offered for community groups and the public to participate.

The main objective of the engagement was to gain insights into park users' current experiences and expectations. This input supports the project team in creating and presenting informed designs during the design development phase.





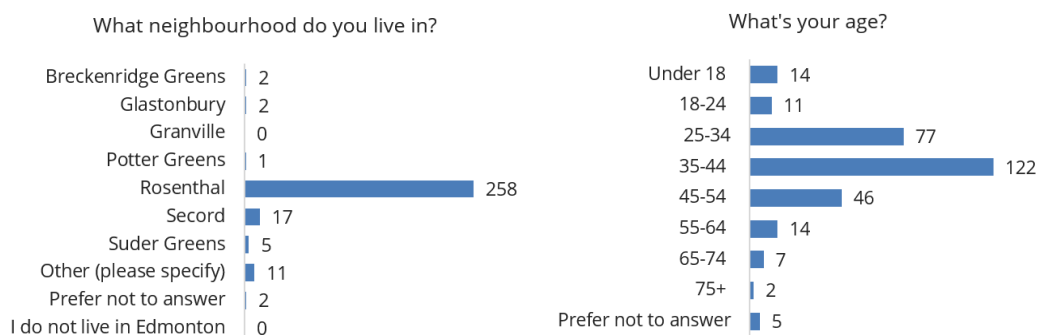
Communications	
Social media and project web page	Posts and project updates on the City of Edmonton's website, Facebook and Instagram accounts. The Facebook and Instagram ads received 1,360 clicks.
Postcards	Postcards were mailed to households in the area, inviting them to participate in the engagement.
Road sign	A road sign was displayed at the existing park site to encourage people to attend the open house
Posters	Posters were sent to area partners (Rosenthal homeowners association and the community league) to advertise at their locations and online
Engagement	
Online public survey	The online survey, hosted on the project web page, was the primary means to collect feedback. It was available from March 19 – April 2, 2025. A total of <b>298</b> responses were received.
Printed public survey	A paper version of the survey was available for pick up at the open house for people to complete and mail back to the City.
Open house	On March 19, 2025, the project team set up displays and hosted casual conversations with members of the public to gather feedback on the design options. A total of 36 people attended.

### Who was engaged

During the engagement phase, the project team focused on hearing from current park users and surrounding community members to ensure the revised design addresses recreational demand and concerns. The project team engaged diverse participants including interest parties, interest groups and the public. This approach ensured a wide range of perspectives provided feedback on the design options for the park

### Demographics

To better understand who did—and did not—participate in the public engagement process, below are the demographics collected by the survey. These results determined a majority of respondents are residents of the community the park is located in. The online survey also experienced a relatively normal distribution of respondents with regards to age with respondents between the ages of 35-44 being the median age group.



What we asked

During the engagement phase of the project, a public survey was the primary method used to gather feedback on the proposed design. The survey was open for feedback from March 19 – April 2, 2025 and gathered responses from 298 participants. Members of the public were asked to provide feedback on two potential design options.

What we asked	Why we asked
When the park is completed, how often do you think you will use it?  How do you think you will get to the park?	To understand how often the park will be used in the future and how users arrive at the park
<b>Design Option 1</b>  To what extent do you agree with the following statement: "Option 1 meets mine and/or my family's recreational needs."  What is the reason for your answer from the previous statement?  <b>Design Option 2</b>  To what extent do you agree with the following statement: "Option 2 meets mine and/or my family's recreational needs."  What is the reason for your answer from the previous statement?	To understand how agreeable people are to these options and to gather preferences, reaction, refinement feedback and to uncover additional design elements for consideration



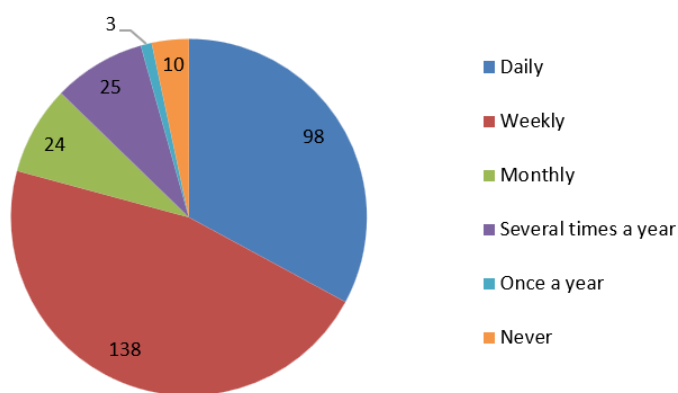
## What we heard

The methods for feedback were a combination of what was collected during the in-person engagement event and the survey. The following are some highlights from engagement:

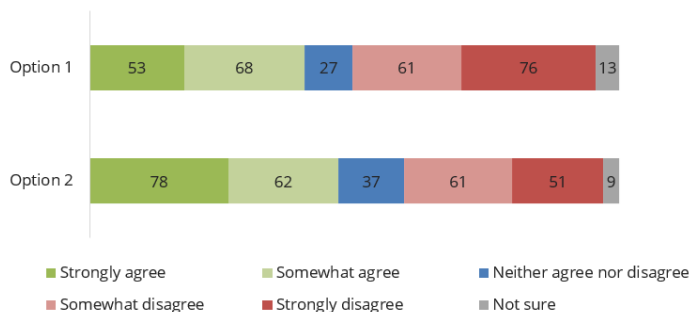
### Quantitative summary

- 286 respondents (96 per cent) are residents of Rosenthal or nearby neighbourhoods
- 235 respondents (79 per cent) plan to use the park as often as weekly
- 265 respondents (89 per cent) walk or run to the park currently, or will once the park is completed
- 21 respondents (seven per cent) expressed concern for amount of space dedicated to sports fields
- Design Option 2 had a slightly greater positive reception (difference of 18 participants or six per cent) from respondents

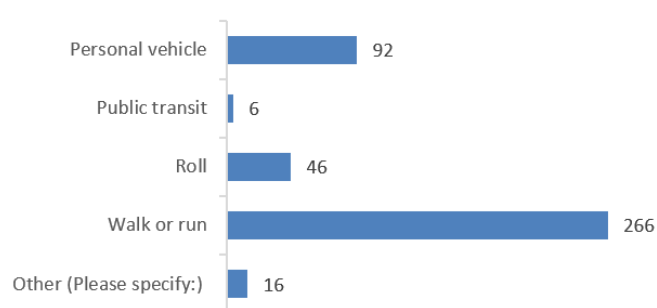
How often will you use the park when the park is completed



This Option meets mine and/or my family's recreational needs



How do you arrive to the park?



### Design feedback

- **Sports variety:** Many residents feel the park design includes too many soccer fields and have observed nearby baseball fields rarely being used, limiting opportunities for other sports and activities such as basketball, tennis, pickleball, volleyball, badminton, lacrosse, skateboarding and cricket.
- **Naturalization and green spaces:** Some residents have requested more trees, gardens, walking trails and shaded areas to create a balance with the sports-focused design and enhance the park's usability.
- **Playground improvements:** Some residents believe the playground is too small and lacks engaging features for children.

- **Safety:** Some residents have requested the addition of more shaded walking paths and improved pathway designs to ensure safety for walkers and cyclists, particularly families with children.
- **Parking and traffic congestion:** Residents have expressed concerns that inadequate parking could result in vehicles congesting nearby residential streets, especially during busy events.
- **Outdoor skating rink:** A few respondents commented that a rink was intended at this location. A rink is being proposed by the community league on the site.
- **Winter amenities and programming:** A few respondents identified the lack of winter amenities (e.g., ice rinks) for kids and adults to stay active in a safe, designated space during colder months.
- **Amenities:** Residents also expressed interest in adding amenities such as benches, picnic tables and waste bins.

### Design Option 1 engagement feedback

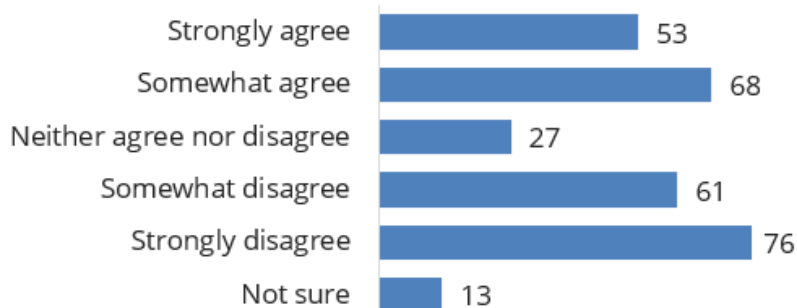
For Design Option 1, 121 out of 298 respondents (41 per cent) felt it met or strongly met their and their family's recreational needs. Feedback emphasizes the need to diversify sports facilities, reducing soccer fields and adding basketball, tennis, pickleball and skating options. Concerns include proper placement of fields, lack of green spaces, pathways, planting and insufficient parking. Overall, respondents seek a balanced plan to meet varied community needs.

### Amount and types of sports fields

- **Too many soccer fields** (Mentioned 20 times)
- **Additional facilities requested:**
  - **Basketball Courts:** (Mentioned 25 times). Respondents highlighted the lack of basketball courts and emphasized their popularity among all age groups. While coordinating with Edmonton Public Schools, it was identified an outdoor basketball court will be provided within the school site.



### Option 1 meets mine and/or my family's recreational needs



- **Tennis/pickleball courts:** (Mentioned 26 times). These facilities can be considered as part of a community league initiative/project to manage and maintain.
- **Other sports facilities** suggested by respondents include skating rink (one mention), badminton (two mentions), volleyball (three mentions) and cricket (one mention). These facilities are outside the scope of base-level development for this site.

## Amenities

- Pathway connections: (Mentioned five times) Pathways within the site were emphasized as an important feature for accessibility and connectivity.
- Dog park: (Mentioned two times) A fenced dog park was suggested as a community amenity.
- Open green space: (Mentioned two times) Respondents expressed a preference for open green spaces instead of sports fields.
- Other additional amenities suggested by respondents included community gardens (three mentions), playground/spray park upgrades (four mentions), additional parking (seven mentions).

## Design Option 2 Engagement Feedback

For Design Option 2, 140 out of 298 respondents (46 per cent) felt it met or strongly met their and their family's recreational needs. While certain aspects, such as the baseball field's location and orientation, received positive mentions, the number of soccer fields was criticized. A recurring theme across the feedback is the call for greater diversity in sports facilities, with basketball courts being the most requested, followed by tennis and pickleball courts. This highlights the need to cater to a broader demographic by introducing varied recreational options.



## Amount and types of sports fields

- **Too many soccer fields:** Mentioned 21 times
- **Baseball field:** (Mentioned five times) Preferred location and orientation, with Design Option 2 seen as better for evening games compared to Design Option 1.
- **Additional facilities requested:**
  - **Basketball courts:** (Mentioned 28 times) Several respondents emphasized their importance for community use.
  - **Tennis/pickleball courts:** Mentioned 26 times.

- **Other sports facilities** suggested by respondents include skating rink (five mentions), badminton (two mentions) and volleyball (three mentions).

Amenities

- **More open space and tree planting:**  
Mentioned five times.
- **Dog park:** (Mentioned four times) An emphasis was made on providing a fenced green space for pets
- **Open spaces:** (Mentioned three times)  
**Open green space was** appreciated, but residents desired additional amenities like dog parks or skating rinks.
- **Winter amenities:** (Mentioned two times)  
Lack of winter-use facilities and programming
- **Other additional amenities** suggested by respondents: community gardens (three mentions), playground/spray park upgrades (four mentions), community space/gazebo (one mention), additional parking (six mentions). These amenities are outside the scope of base-level development and cannot be considered as part of the City's scope.

Option 2 meets mine and/or my family's recreational needs

Strongly agree	78
Somewhat agree	62
Neither agree nor disagree	37
Somewhat disagree	61
Strongly disagree	51
Not sure	9

What we did

The project team thanks and acknowledges the community's thoughtful feedback from this engagement. The following amenities listed below outline the project team's decisions and whether each one will be considered as the project moves forward:

Amount of sports field and open space

The planned number of soccer fields aligns with the demand for field bookings in this area of the city. While concerns were raised about the availability of open space, the fields will be accessible for unstructured/open recreation during times when they are not reserved. Additionally, the U7 field will be designed to meet the appropriate size requirements for the age group, but will remain an open field without permanent goal posts. This allows for greater flexibility in its use.

Parking

Concerns were raised regarding parking based on the anticipated increased usage from nearby residents, surrounding communities and local organizations. To maximize green space within the limited park area, additional

parking is not feasible. However, more parking will be available outside of school hours once the future school is completed.

## Playground

During the engagement phase, the project team was informed of available funding for playground expansion. Residents provided valuable feedback regarding the playground, which will help guide the design. Many residents expressed a need for a larger, better-equipped and more accessible playground. Safety was identified as a key priority, with suggestions to position the playground away from high-traffic areas and sports fields to create a safer environment for children. The City may consult the Rosenthal community in the future to gather further input on specific playground elements and to ensure additions to the playground align with community needs.

## Naturalization and green spaces

The number of trees within the park, at a minimum, will align with the City standard of 55 trees per hectare. At least 234 trees will be added to this site. Additional planting will be dependent on available funding.

## Other amenities

The public expressed concerns about the limited availability of seating in both options. While these amenities do fall within the scope of the project, incorporating such detailed elements is typically done in the later stages of the design process. In the final plan, seating nodes and light poles will be strategically positioned at locations that comply with City policies and standards.

The following table shows how amenities may be provided for Rosenthal Park. This Community Park encompasses the Kindergarten to Grade 6 school and the existing community league licensed area.

Amenities for Community Parks	Base level Development for Rosenthal	Rosenthal K-6 School Site	Community League Site
Grading, leveling and seeding	X	+	O
Tree planting	X	+	O
Sports fields and fixtures – Baseball and soccer	X		O
Park sign	X		

Social gathering places - plazas for holding community events			O
Bicycle parking/racks		+	O
Parking lot		+	O
Basketball / Hard surface court		*	O
Playground	X		
Benches, picnic tables, trash cans	X		O
Shared use pathways with lighting	X		
Ice Rink			O

X – Provided amenity by City of Edmonton

+ - Provided amenity by Alberta Infrastructure

\* - Potentially provided amenity by Alberta Infrastructure

O – Optional amenity if desired and funded by the community league

## Next steps

Information received from community engagement will be analyzed by the project team and the park design will move forward with the design development phase. The project team will use the feedback to share a preferred design in summer 2025.

The project team thanks all who participated in public engagement for Rosenthal park. Project updates can be found on the project website at [edmonton.ca/CommunityParkDevelopment](https://edmonton.ca/CommunityParkDevelopment)