

MARYLAND PARK CONCEPT PLAN



COMMUNITY ENGAGEMENT & FEEDBACK SUMMARY

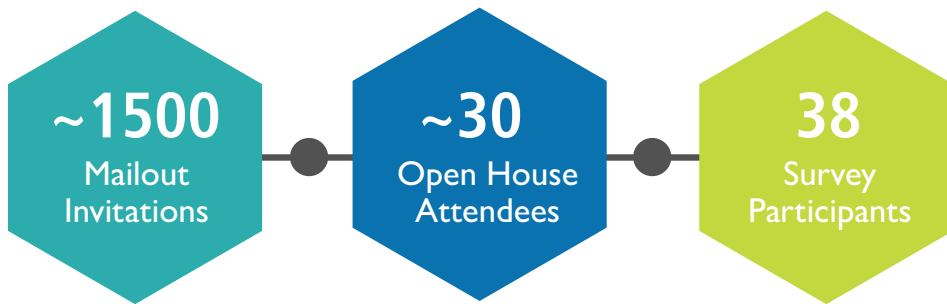
PHASE 2 – CONCEPT PLAN REVIEW

SPRING 2023



City of
Campbell
River

What We Heard ...



PHASE 2
CONCEPT PLAN
REVIEW

➤ SUMMARY HIGHLIGHTS:

TOP PRIORITIES

1. ACCESSIBLE PLAY AREA

2. TRAILS & ACCESS
IMPROVEMENTS

3. PARK PICNIC AREA

SUPPORTED PARK COMPONENTS:

- Accessible Play Area
- Park Picnic Area
- Main Park Entry Amenities
- Trail Access & Improvements
- Flexible Lawn Open Spaces
- Restore & Enhance Natural Areas
- Manage the Tree Canopy

PLAN REFINEMENTS

- Maintain the wildlife habitat in the eagle tree protection area
- Install a culvert to improve drainage at the Rose Place entrance
- Expand interpretive elements for park history
- Include memorial benches



FUTURE CONSIDERATIONS

- Additional amenities for kids of all ages (e.g., hockey court, bike pump track, etc.)
- Washrooms (portable, or full service)

KEY CONCERNS:

- Maintenance, garbage collection and graffiti control in the park
- Vehicle traffic along Willow Creek Road
- Outdoor fitness stations are not well used
- Space for dogs in the park and overall community





Maryland Park - Palmer Meadows



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I | ENGAGEMENT OVERVIEW

1.1 OVERALL PROCESS OVERVIEW

In Fall 2022, the City of Campbell River initiated the concept plan process for Maryland Park. The intent of the concept plan is to guide decision-making and amenity upgrades for park development over the next 10 years. Key considerations include trails, connectivity, environmental conservation, and park maintenance.

The project process includes two phases, with each phase involving engagement and community feedback. The diagram on the adjacent page provides an overview of the process.

- » During **Phase 1**, community members and staff were engaged to provide ideas about park opportunities, challenges, and early directions for park improvements. Phase 1 confirmed key themes and priorities.
- » During **Phase 2** the draft concept plan was referred back to the community for review and feedback. The input gathered during Phase 2 will inform the refinements and finalization of the concept plan.

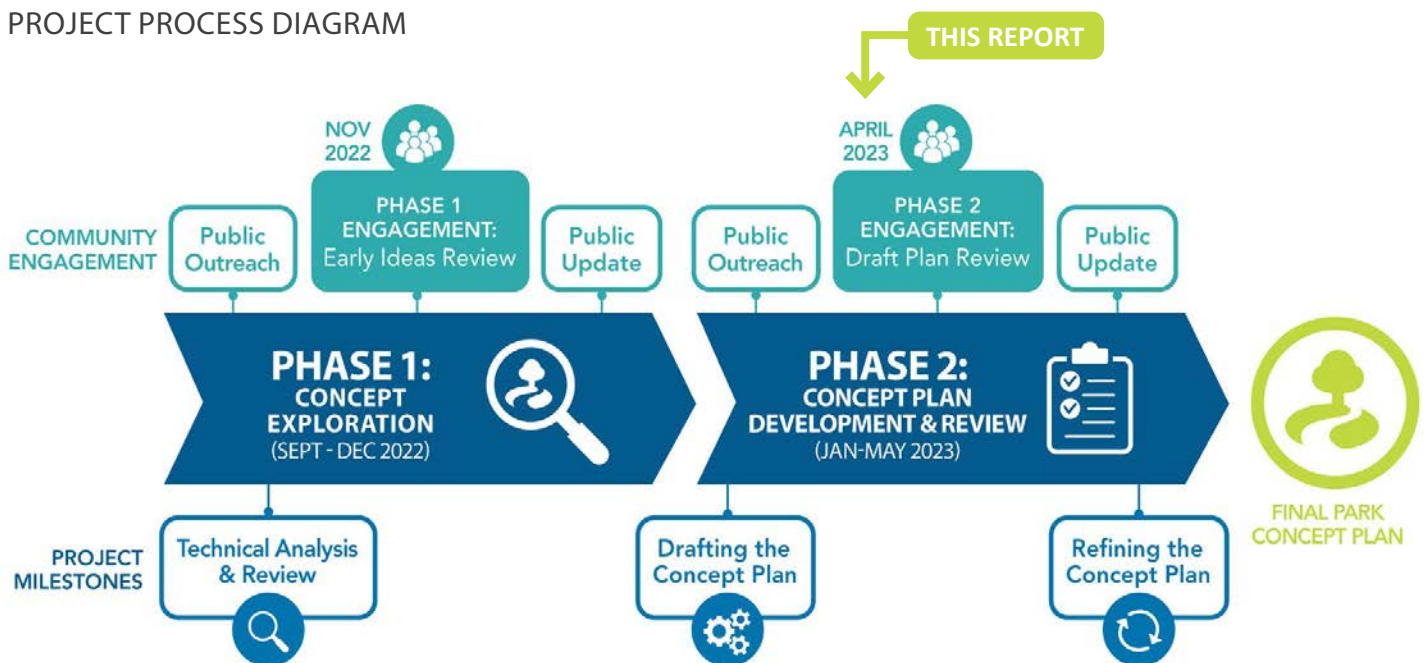
This document summarizes feedback gathered during Phase 2 from the open house and online survey.

ENGAGING IN THE WAKE OF COVID-19

It was exciting to engage through in-person open houses for the Maryland Park process.

Recognizing that there may be varying levels of community comfort with attending in-person events, the community input questionnaires and information materials were also made available online and were active for several weeks following events.

PROJECT PROCESS DIAGRAM





To raise community awareness, posters were distributed as part of Phase 2 outreach.

1.2 PHASE 2 OUTREACH

The following outreach tools were used to inform community members about Phase 2:

- **City of Campbell River Parks Website:** The project page campbellriver.ca/Maryland-Park was updated to provide Phase 2 information and links to project materials.
- **Social Media Posts:** Posts were completed on the City of Campbell River's social media accounts to reach followers.
- **Email Notice:** Emails were sent out to those who signed up for project updates.
- **News Release:** The City of Campbell River posted a news release on their website to promote Phase 2 engagement opportunities.
- **Posters:** Updated posters were placed in the park advertising Phase 2 opportunities to provide input.
- **Postcard Mail-Out:** Postcard invitations were distributed to more than 1,500 addresses in the neighbourhood surrounding Maryland Park providing information about the Phase 2 open house and the online survey.
- **City Hall:** Project information and hard copy input questionnaires and documents were made available at City Hall.

WHO PARTICIPATED?

38

Completed Surveys

~30

Visited the open house at Willow Point Community Hall

1.3 PHASE 2 ENGAGEMENT ACTIVITIES



Open House

DATE Thursday April 20, 2023 4:30- 6:30pm

LOCATION Willow Point Community Hall

DETAILS City of Campbell River staff with support from Lanarc Consultants hosted an open house to review the Concept Plan with the community, and gain feedback to inform refinements for finalizing the plan.



Community Input Questionnaire

DATES April 21st- May 8th

LOCATION Online at www.campbellriver.ca/Maryland-Park
Hard copy versions were provided in person at City Hall or at the open house on April 20, 2023 at Willow Point Community Hall.



Participants provided feedback at the April open house.

Survey Feedback Summary

2 | WHAT WE HEARD

The following pages summarize the feedback that was received from the Phase 2 open house and survey.

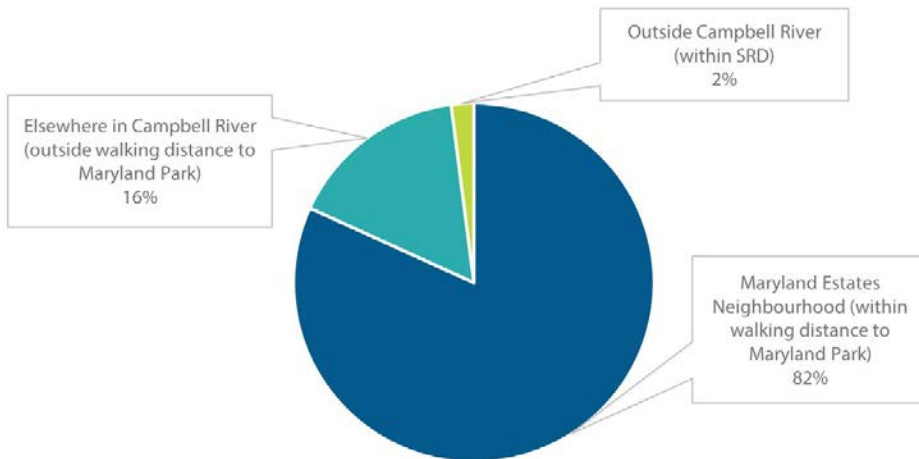
This information is summarized as follows:

- Who We Heard From (Demographics)
- Concept Plan Review

2.1 WHO WE HEARD FROM (DEMOGRAPHICS)

LOCATION OF RESPONDENTS

Where do respondents live?

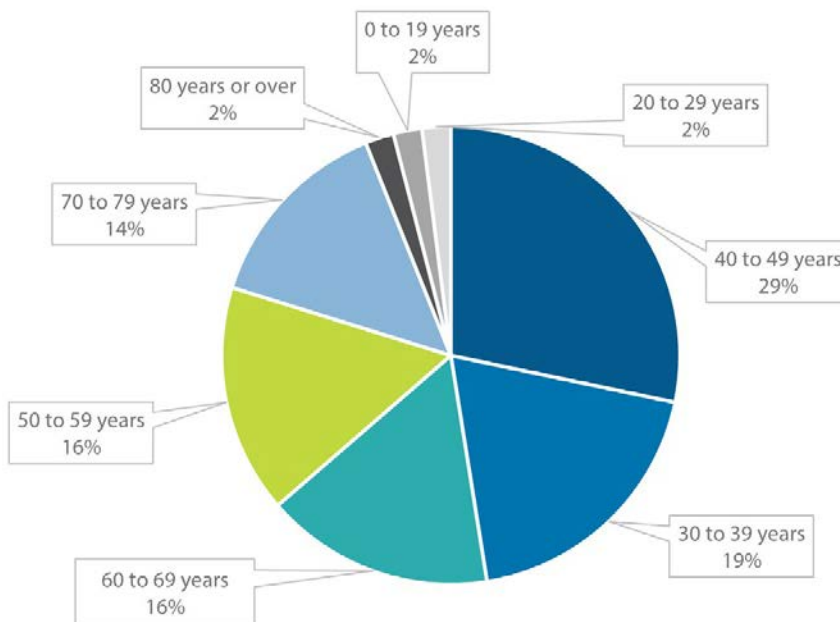


KEY FINDINGS:

- The majority of respondents live within Maryland Estates neighbourhood, walking distance from Maryland Park (82%)
- 98% of respondents live within the City of Campbell River

AGE OF RESPONDENTS

What age are respondents?

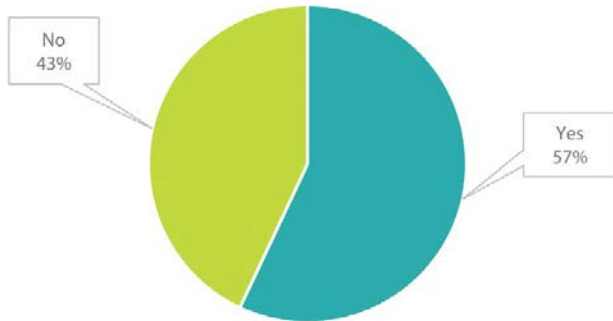


KEY FINDINGS:

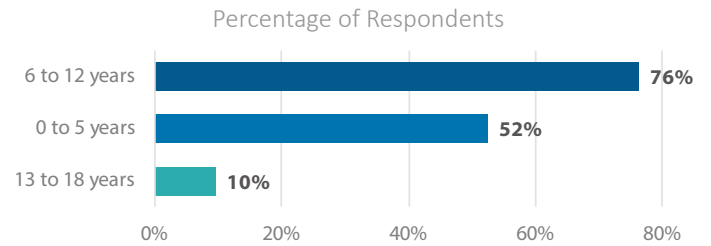
- There was participation from a wide range of age groups
- There was limited representation of the younger demographic (under 30)

HOUSEHOLD

Do you have children under 18 in your household?



If you have children in your household, what ages?



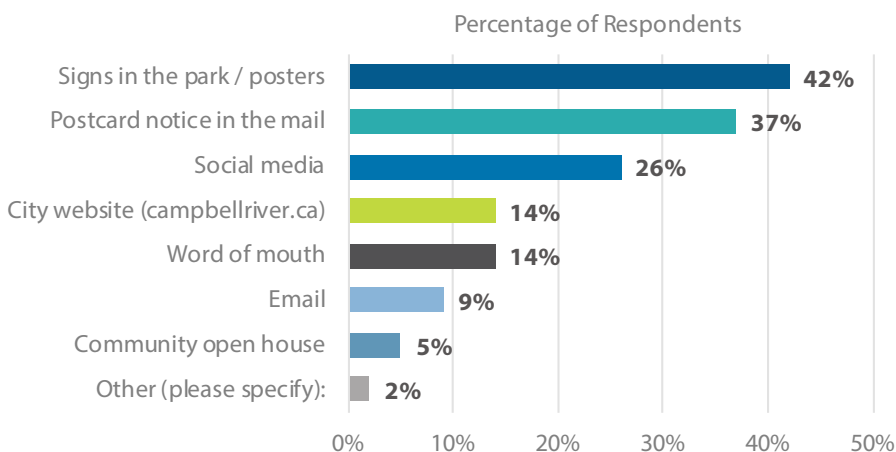
* NOTE: Respondents were asked to select ALL that apply (multiple responses). This graph depicts the percent of total respondents that selected each item (therefore, cumulative percentages exceed 100%). The response selections for "n/a" are not included in this graph summary.

KEY FINDINGS:

- The majority of respondents (57%) have children under the age of 18, to help represent the needs of children / youth

OUTREACH (DIGITAL & NON-DIGITAL)

How did respondents find out about this survey?



KEY FINDINGS:

- Most participants learned about this survey from physical (non-digital) outreach (e.g., poster or postcard)
- A range of both digital and non-digital outreach engaged participants.

* NOTE: Respondents were asked to select ALL that apply (multiple responses). This graph depicts the percent of total respondents that selected each item (therefore, cumulative percentages exceed 100%).

2.2 CONCEPT PLAN REVIEW

Participants were asked to review the *Concept Plan*, *Core Amenity Area Enlargement*, and *Recommendations List* below. The concept design and recommendations list were developed from discussions with City staff, community input from the Phase 1 open house and community feedback form, and technical analysis of opportunities and constraints within the park.

CONCEPT PLAN



RECOMMENDATIONS LIST

CORE AMENITIES

- 1 Accessible Play Area & Outdoor Fitness Station
- 2 Picnic Areas
- 3 Main Park Entry Amenities

TRAILS & OUTLYING AREAS

- 4 Trail & Access Improvements
- 5 Flexible Lawn Open Space

MANAGEMENT & OPERATIONS

- 6 Restore & Enhance Natural Areas
- 7 Manage the Tree Canopy

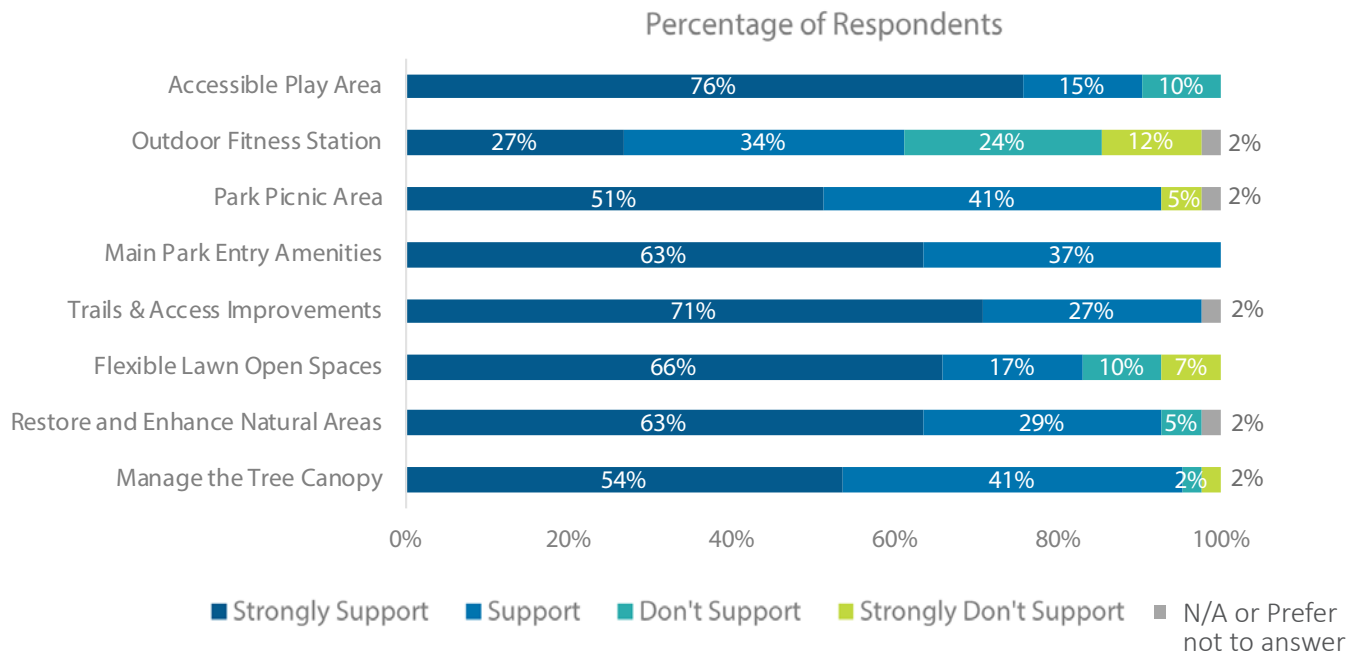
CORE AMENITY AREA ENLARGEMENT



SUPPORT FOR PARK IDEAS

After reviewing the concept plan with the key proposed design elements, participants were asked to indicate their level of support for each item from the recommendations list (strongly support, support, do not support, strongly do not support, or prefer not to answer).

What items do respondents support or not support?



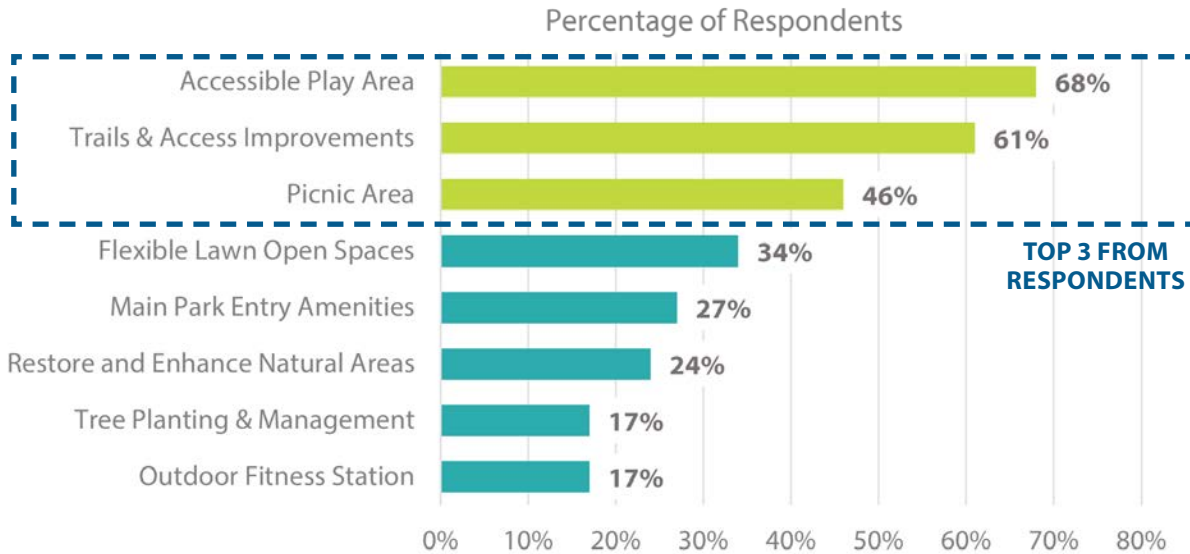
KEY FINDINGS:

- Overall, participants were supportive of all items list on the recommendations list.
- The item with the LEAST support was the outdoor fitness station (36% of respondents do not support)

PARK PRIORITIES

In addition to noting their level of support for each item, participants were asked to select up to 3 key priorities from the recommendations list.

What are respondents top priorities for improvements to Maryland Park?



* NOTE: Respondents were asked to select up to three (3) priorities (multiple responses). This graph depicts the percent of total respondents that selected each item (therefore, cumulative percentages exceed 100%).

KEY FINDINGS:

- The TOP 3 KEY PRIORITY IDEAS were:
 - » Accessible play area (68%)
 - » Trails & access improvements (61%)
 - » Picnic area (46%)

- Park ideas that were prioritized by fewer participants included:
 - » Outdoor fitness station
 - » Tree planting & management

OTHER IDEAS

In addition to the opinions of the proposed items and design elements in the concept plan, participants shared a range of comments and ideas for park amenities and improvements. Key themes included:



Traffic (outside of the park)

- Some respondents expressed interest and / or concern about neighbourhood traffic, in particular related to opening Willow Creek Road.
- Some respondents expressed interest in traffic control measures including: additional speed limit signs, speed bumps, and / or elevated crosswalks on Willow Creek Road.



I like the ideas of open site lines in play area and having park stewards in the area to help with maintenance as well as safety.



Preserving the Park's Natural Character

- Several respondents thought it was important to maintain the habitat for wildlife in the eagle tree protection area.



Please consider a hard surface court for kids/ youth to play road hockey / basketball. Please consider slower road speeds around the parking area as well as a cross walk to connect to the forest trails in Willow Creek Park.



Dogs in the Park

- Some respondents noted the importance of dogs on leash in the park and restricting dog access to outside the playground areas.
- A few respondents expressed preference for there to be off leash area in the park.



Trail Improvements

- Many respondents shared ideas about how the trails could be improved. Key points include:
 - » Clearly delineate the trails.
 - » Install a culvert under the pathway at the Rose Place park entrance to improve drainage.
 - » Improve trail surfacing and accessibility.



Just excited to have a play area for the kids in the area!



Children, Amenities, and Play

- Many respondents made positive comments on the proposed concept plan, especially with the play area.
- Some respondents would like to have more amenities that suit children of all ages including swings and water play feature (splash pad).
- Many respondents added other amenities they would like to see in the park, including washrooms (or portable toilets), hockey court, tennis court, or bike pump track.



I would recommend adding some kind of washroom to the plan. Even though it's in walking distance, it's still convenient to have that option at the park



Adult Fitness

- Several respondents don't support adult fitness station in this park due to lack of use.



There has been a real influx of graffiti occurring in the Willow Creek area lately and these kinds of items will just create more canvases.



Maintenance

- Many respondents mentioned that the enhancement of maintenance and management was needed in the park, including: garbage collection, graffiti control, and landscaping.

3 | NEXT STEPS

The community input and feedback from Phase 2 will inform refinements to finalize Maryland Park Concept Plan (Summer 2023).

Next steps in the process include:

- Update about what we learned during Phase 2 of the engagement process (this summary).
- Finalize the concept plan as informed by community input.

Thank you for your participation in this process!



Participants provided feedback on the proposed concept plan at the open house at Willow Point Community Hall on April 20, 2023.

4 | APPENDIX A: VERBATIM COMMENTS

The following pages list the verbatim comment responses for:

- General Comments



4.1 GENERAL COMMENTS

Question 3: Do you have any general comments for the Maryland Park Concept Plan?

- ▶ Looks great. We debated over entrance enhancements and trail improvements as our 3rd priority, ultimately choosing the latter since the main area to the west is devoid of trail development. Have some concern over the presence of more open woods and these amenities as a potential attractant to parties, drug taking and more. Already there is some drug use behind our fence and a tunnel through the blackberries leading to a paraphernalia cache. Speaks to need for general enforcement in all parks.
- ▶ I like the ideas of open site lines in play area and having park stewards in the area to help with maintenance as well as safety.
- ▶ Looks great. Need washrooms. Or at the very least, portable toilets if you truly want folk to use this space well this is really necessary. Essential for families.
- ▶ Good idea. The sooner the better.
- ▶ Please just make a big playground even if just lots of extra swings. The outdoor fitness equipment is very rarely used. It's a huge waste of money and space. We go to lots of playgrounds and there is not enough equipment for the kids and that stuff sits empty.
- ▶ The overall plan looks good to me. It's hard to see from the drawings, but I would hope that the primary trail provides a clear path for users that want to walk/jog/bike through the park without getting into a bottleneck in the playground area. In the concept drawings, the path seems to disappear among the playground and benches.
- ▶ Dogs should be allowed off leash as it is already an area where many people take their pets to play fetch
- ▶ Would prefer pathway to be relocated further away from residences. The original path traveled a lot closer to the swale and it would be preferred if the path were relocated to its original location. The access path from Rose Place requires a small culvert at its base as the area is quite wet when it rains. I would also like to see the speed limits reduced around the park area as children, balls and speeding vehicles are not a good mix.
- ▶ Outdoor fitness equipment never gets used how it's intended and doesn't hold up well in this climate.
- ▶ You have a park area for 2-5, it would be really great if you could include a couple baby swings. There are no parks anywhere in town that have more than one, so when moms with babies and small toddlers get together there aren't enough swings or things for the little ones to play on!

APPENDIX A: VERBATIM COMMENTS



- ▶ I would like to see Willow Creek Road reopened so that in the case of a serious disaster happening on Hwy 19A, we would all have another route to take to safely. As this opening of the Willow Creek Road has been in the CR plan for some years, with the population growing amazingly, now would be a great time to implement the road. Traffic slowing measure should be in effect to keep all safe, but please reopen the road!
- ▶ Just excited to have a play area for the kids in the area!
- ▶ So needed to encourage outdoor play for our kids. Looks great!
- ▶ Please consider a hard surface court for kids/ youth to play road hockey/ basketball. Please consider slower road speeds around the parking area as well as a cross walk to connect to the forest trails in Willow Creek Park.
- ▶ Ball hockey area, Tennis court
- ▶ Prefer that you leave this as an area to have dogs off leash.
- ▶ A playground suitable for all ages. Lots of dogs go through this park and some aren't on leash. I wonder if the playground area should be fenced. The design for the park looks very nice. I find that outdoor exercise equipment is underused therefore a waste of money. It will be nice to have trails that aren't muddy. We don't have any children who would be using the playground but our grandchildren will love it when they come to visit.
- ▶ The city should not rely on neighborhood groups to maintain rehabilitation sites. Allocate appropriate funds.
- ▶ I would have like to see either a water play area (splash pad) and/or a bike pump track.
- ▶ I think you have overall done a very good job on your concept plan. However as a homeowner living next to the park on Willow Creek I'm concerned with the plans to leave it natural along the edge of my property. As it is I have a constant struggle with the weeds in my yard coming from the park. Also, where is parking for the general public going to be. Will there a washroom as that is especially need for young children. Also, signage saying that dogs must be on leash.
- ▶ I'd like additional trail access to the park lower down on Twillingate.
- ▶ I would recommend adding some kind of washroom to the plan. Even though it's in walking distance (we live on Brind'amour Dr.). It's still convenient to have that option at the park, instead of having to pack up the kids and leave. Even just having porta-potties, like at Hagel Park, would be nice. So happy we are finally getting a park, though!
- ▶ Bike racks for folks who intentionally travel to the park to use the adult / teen fitness station. Looks great!
- ▶ Recently there has been a lot more graffiti around Willow Point. New "Play Areas" will be a target. Homeowner to the east, keep area between drainage ditch and his house clean and tidy. Placing park features in this area will create an eye sore and neighbour will stop maintaining area. City has historically mowed park one time per year. New park features will be ignored and look it.



APPENDIX A: VERBATIM COMMENTS



- ▶ Improve walking trails by widening and covering with wood chips, upgrade bridge, adequate parking does not increase accessible parking. No dog parks. If park is upgraded, city must maintain facilities – do not ignore like the city presently does.
- ▶ Very concerned about structures (i.e., playground or picnic tables) or signage being implemented. There has been a real influx of graffiti occurring in the Willow Creek area lately and these kinds of items will just create more canvases. Also, to date, the city has been woefully lacking in keeping garbage receptacles from overflowing or from keeping the area in question mowed/maintained. Where is the guarantee that there will be a sudden improvement?
- ▶ Really need a destination playground in this area. Lots of young families and parents/ grandparents who are babysitters!
- ▶ I often look after grandchildren who live in the Maryland area. A playground is a wonderful idea. Fully support.
- ▶ I strongly suggest proper signage (speed limit signs for play area) for both ends of the parks. The Willow Creek Road is being prepped for opening, and I fear that drivers will speed through the west end. Possibly championing a few speed bumps or elevated crosswalk would be ideal.
- ▶ Attended open house sessions. Feel important to leave wildlife tree reserve area as a wild, undeveloped area (other than management of invasive plants (blackberry)). Area is an important habitat for several species of birds, as well as a deer bedding area. I feel we don't need a trail around the entire perimeter rather only on the south/north side. I agree the Palmer meadow area is an ideal location for a playground/picnic and activity site.
- ▶ I would like to see memorial benches at the park as well as interpretive signs about the history of the area.



City of Campbell River
301 St. Ann's Road
Campbell River, BC
V9W 4C7

Questions about the Project?

Email your questions or comments to parks@campbellriver.ca or call **250-286-7275**

For project updates and ongoing information about the project please visit:

campbellriver.ca/Maryland-Park