



Wabamun Area Vision

Stage 3 Public Engagement Summary

November 2022

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Project Introduction

Parkland County is creating a long-range vision for the Wabamun Area. The Wabamun Area Vision will inform the future of the region, helping the County make consistent, coordinated decisions about planning and development. This is a planning process that will result in two planning documents:

- **The Wabamun Area Long Range Plan** will provide high level vision and direction for the broader Wabamun Study Area around Wabamun Lake, identifying opportunities for growth, development, and collaboration over the next 30 years.
- **The Hamlet of Wabamun Area Redevelopment Plan (ARP)** is a land use plan specific to the Hamlet. This plan will provide future land use, transportation, servicing, and public space priorities along with a series of actions to revitalize the area over the next 15 years.

Project Timeline

The Wabamun Area Vision process started in Winter 2021 and will be completed in Spring of 2023. Understanding and learning from local knowledge and community feedback is critical for creating plans that will serve this transitioning area effectively. There are four main stages of engagement as part of the planning process.

- **Stage 1: | Spring 2022**
The first phase of engagement confirmed the draft vision and pillars and gathered insights and ideas from the community on issues and opportunities in the Wabamun Area.
- **Stage 2: | Summer 2022**
Stage two involved gathering feedback on the Wabamun opportunities mapping completed to date and brainstorming implementation actions for the Wabamun Area, the Hamlet, and Waterfront Park. This stage is summarized in this report.
- **Stage 3: | Fall 2022**
Stage three involved showcasing the draft Long Range Plan and prioritizing actions for the Hamlet Area Redevelopment Plan.
- **Stage 4: | Spring 2023**
Stage four includes the public hearing for the Hamlet Area Redevelopment Plan and associated Municipal Development Plan and Land Use Bylaw amendments.

Engagement Approach

Why We Engaged

The aim of this third stage of engagement was to share the Wabamun Area Vision document and ask for feedback on key concepts and actions for the Hamlet Area Redevelopment Plan (HARP). Feedback from Stage 3 will inform the completion of the final HARP and its implementation strategy.

Who We Engaged

In Stage 3, we engaged with the general public, including residents of and visitors to the Wabamun Area as well as other Parkland County residents.

How We Engaged

Stage 3 engagement involved both in-person events and online engagement. All of these events, activities, and communication tactics are summarized on the following page.

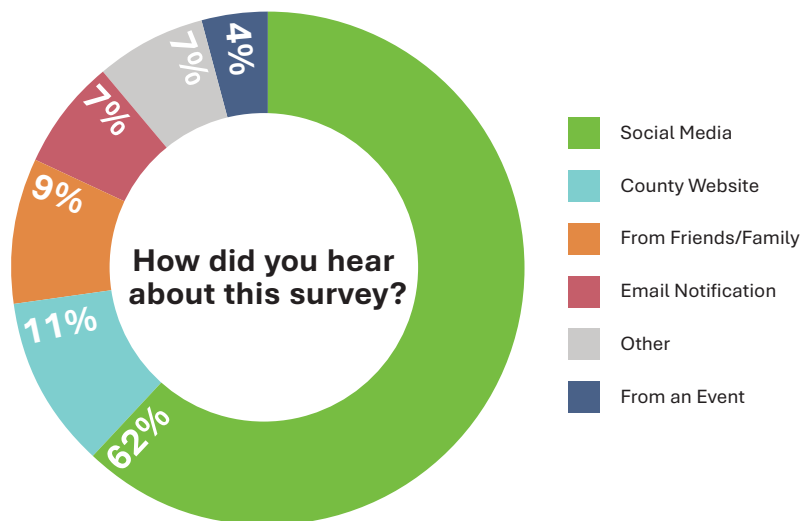
A total of 129 people completed the survey. There were 23 attendees of both the virtual and in-person sessions.

Stage 3 engagement was open from **October 12 to November 10, 2022**.

129
ONLINE SURVEY
RESPONSES

500+
UNIQUE VISITORS
TO THE WEBSITE











23
PUBLIC SESSION
ATTENDEES



Similar to Stage 1 and 2, most participants found out about the online survey via social media (62%).

In addition to the listed categories, people said they heard about the survey from:

- Wabamun Library
- Poster
- Reporter

RESOURCES	DESCRIPTION	STATS	AUDIENCE
Engagement Opportunities			
 Public Survey	The online survey was a primary means used to collect input from residents. The survey ran from October 12 to November 12, 2022. Paper copies of the survey were also available by request at the County office and the Wabamun Library.	129 survey respondents	Public
 Drop-in Public Session	The in-person session was hosted on October 27, 2022 from 4-7 PM. Participants could stop by at anytime during the session to learn about the project and participate in the activity stations.	14 participants	Public
 Virtual Public Session	At the Zoom session, participants received a presentation about the project and participated in two activity stations hosted on a virtual whiteboard (mural.com). The event was hosted on July 12, 2022 on Zoom from 6-8 PM.	9 participants	Public
Communications Tactics			
 Project Webpage	All project information was available on the project website at wabamun.ca .	500+ unique webpage visits	Public
 Social Media	Posts on Facebook and Twitter throughout October and November 2022 directed people to the public events and online survey.	5 posts, 22 likes, 15 shares	Public
 Emails	One email post with the link to the website/survey was sent to those subscribed to the Parkland County Wabamun update list on October 6, 2022.	68 subscribers	Public
 Postcard	Postcards were handed out at the various engagement events and at the County office to encourage people to fill out the survey.	100+ postcards handed out	Public
 Digital Sign	The Parkland County lobby sign & Wabamun digital sign ran from October 7 - November 10, 2022.	2 digital signs	Public
 Newspaper Ad	A newspaper ad ran on October 21, 2022 in the Stony Plain Reporter.	1 newspaper ad	Public
 Public Calendar	All scheduled public engagement events were posted on the County's event calendar.	2 calendar events	Public

Engagement Findings

What We Asked

In this third stage of engagement, we showcased the draft concept for the Wabamun Area Vision and key concepts and actions for the Hamlet Area Redevelopment Plan (HARP). The online survey asked about the HARP, while the in-person and virtual public sessions included both the Wabamun Area Vision and the HARP content and activities. The results from both the online and in-person sessions are reported together in the following sections.

Demographics (survey only): We asked the age of participants and whether they were a resident, seasonal resident, resident of another part of parkland county, or visitor to the Wabamun Area. Depending on the response, participants were asked one of the following follow-up questions:

- Where do you live in the Wabamun Area?
- Where is your permanent residence?

Wabamun Area Vision Showcase (events only): We shared the draft concept for the Wabamun Area Vision and asked for final feedback. The concept included four illustrative maps:

- Overall Concept
- Natural Systems
- Connectivity
- Use Priority

Hamlet Area Redevelopment Plan (HARP): We asked about the following four topics specific to the Hamlet of Wabamun:

- Vision & Goals: How well do the vision / goals align with your wishes for the future of the Hamlet? Would you suggest any changes to the draft vision/goals?
- HARP Concept: How well do the following concept components align with your wishes for the future of the Hamlet?
- Key Places: Which of the 10 place based actions do you think should be prioritized?
- Redevelopment Actions: Which of the following actions should be prioritized in the Hamlet?

Overall Themes

Wabamun Area Vision

Overall, participants indicated that they felt the vision and concepts for the Wabamun Area Vision were generally in alignment with their aspirations for the area and that their feedback from prior phases was adequately incorporated into the plan. There were a few additional suggestions relating to the vision and concepts presented below.

Reinforce Natural Environment as the Foundation of the Wabamun Area Vision

We heard throughout all three stages of engagement that the health of Wabamun Lake, its watershed, and ecosystems, are the foundation of life, recreation, and employment in the Wabamun Area. Participants suggested that there should be even further emphasis of natural area priority in the Vision. It was recommended that the bottom “Natural Environment” pillar be made larger than the rest in the diagram.

Improve Runoff Water Quality

Participants suggested several additional ways to retain and improve the quality of Wabamun Lake, including ensuring septic upgrades and retrofits for private properties and providing better stormwater management at Seba Beach and Wabamun Hamlet specifically.

Protect Natural Areas East of Fallis

Several participants noted that the area adjacent to Fallis was shown as “Seasonal Residential Priority” on the use concept. Some were concerned by this and felt that any development east of Fallis should be adequately setback from the waterfront. This is an important natural area that could be better reflected in the overall use concept.

Support Public Regional Transit

Regional Transit was suggested as another element to include within the connectivity concept and actions of the Vision. This would help residents and visitors connect more easily between communities and to other destinations in the area.

Include Northern Motorized Recreation Connection

It was suggested that in addition to the motorized priority area in the south mine areas that another connection be made north of Highway 16 via the existing underpass.

Hamlet Area Redevelopment Plan

In general, most participants felt that the Hamlet Area Redevelopment Plan draft vision, goals, and concept aligned with their wishes for the hamlet. Many participants shared additional ideas and feedback through the comments on what they liked about the draft materials and what they felt could be improved. The overall themes are summarized below.

Sustainability Priorities

There was a desire for greater emphasis on sustainability priorities in the vision and goals for the hamlet. This includes more explicitly mentioning protection of Wabamun Lake, taking climate action, and protecting natural areas. Some participants wanted to see specific mention of improved stormwater treatment for existing development in the hamlet.

Growth and Lake Protection

There was a tension between the desire for increased growth in the hamlet and those who wanted limited or no growth. For those participants who wanted to see more growth, the reasons were usually to support more businesses and services, provide more affordable housing options, and revitalize the community. Those that wanted to see limited or no growth were concerned about the impacts of new development on watershed health, servicing capacity, and natural areas. There were a few specific concerns about the Waterfront ASP area not being included in the plan. Some participants were also concerned about Wabamun becoming too busy or losing its ‘small-town’ feeling.

Non-vehicle Mobility

The proposed trail connections in the hamlet concept and in the redevelopment actions were popular among participants. Providing winter trails and a connection to the Provincial Park were in the top 10 prioritized redevelopment actions. Many participants liked the emphasis of the concept on non-vehicle mobility and the idea of creating a walkable Hamlet Centre connected by Main Streets. There were a few concerns about specific trail connections behind existing residential properties.

Vibrancy & Activity in All Seasons

The top prioritized redevelopment actions indicated a desire to see more winter and summer activation of the hamlet through new events, recreation opportunities, and incentives for new indoor and outdoor dining experiences. Activity Nodes were also the most highly supported element of the hamlet concept. Increased activity and public spaces in the hamlet will support both residents and visitors. Participants mentioned that there need to be activities for all ages.

Inclusive & Sustained Implementation

One of the final themes arising from this stage of engagement was implementation. There were a few comments expressing a desire for Parkland County to work closely with existing community organizations and landowners in implementation of the HARP as well as recognize existing revitalization work happening in the community. A few participants also mentioned a need to ensure sustained operation and upkeep of any upgraded spaces or initiatives. Some were concerned about the cost of completing these initiatives. Additionally, several participants were eager to see the plan implemented quickly and wanted to see clear tracking of performance, such as the use and reporting on key performance indicators and objectives.

Example Comments

Environmental concerns are a key concern. None of the above speak to Wabamun as a sustainable community on an environmental level (i.e. climate change, climate action items for zoning and development, energy conservation and such), as well as sharing with nonhuman (animals, birds, plants).

Growth is necessary for the Hamlet to for it's existence without a certain amount of populace a community will wither and be obsolete.

Stay true to the working class coal mining, farming and fishing history of the area, instead of continuing with the short sighted push to become a wannabe resort town, Wabamun is not and should never try to be 'Marthas Vineyard but with ice and snow'. Remember the authentic feel Wabamun had in the 1990s when industry was alive here...

Further development and additional density should not be part of the future of Lake wabamun. If you are sincere in your strategic goal to maintain Lake Wabamun as a sustainable water source for future generations, you need to restrict further development along its shores and in close proximity to the lake.

I like the emphasis on non-vehicle access to many hamlet and surrounding areas.

Attractive trails and easy access encourage people to walk or bike instead of drive.

walking/nature trails along the lake and extending to Whitewood Sands reclamation area---huge potential for low impact recreation and facilitation of wildlife corridors. Really appreciate the pedestrian focus.

Work with existing volunteer groups and show them appreciation and respect - they have been working towards these goals for a long time.

You also have to staff things and care for them with paid staff. Make a commitment to care...

Wabamun needs to have better access to its greatest resource, the lake itself.

This place can be so much better then what it is, make me want to goto Wabamun to enjoy life and what it has to bring for not only me but my family as well

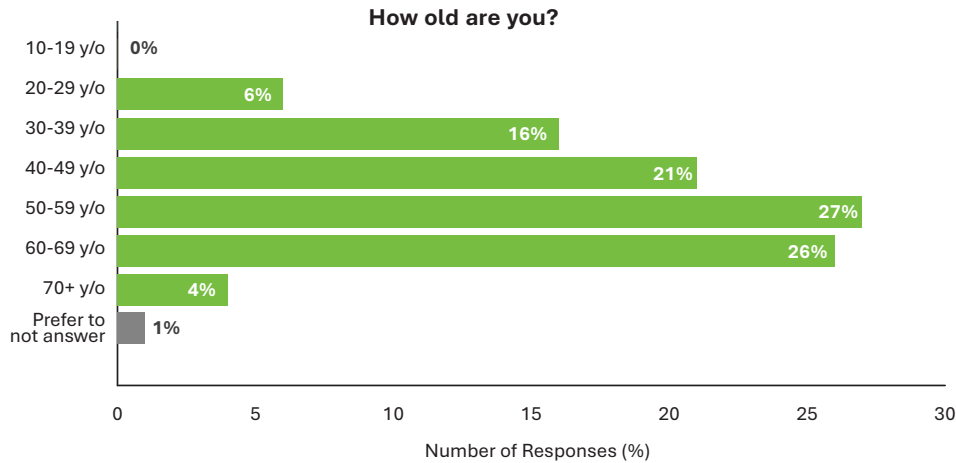
Stop planning and start doing....

Demographics

To better understand who was participating in the online survey and where they are from, we asked a series of demographic questions.

Age of Participants

Almost 80% of participants were 40 years old or older. Approximately 6% were under 30 years old. There were no responses from those under 19 years old.

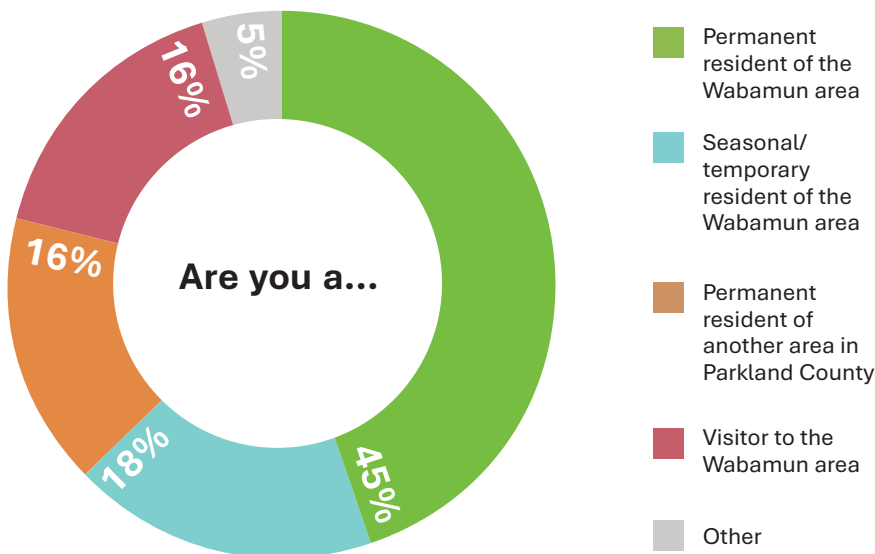


Relationship to the Wabamun Area

Most survey participants were either permanent residents of Wabamun (45%) or of another area in Parkland County (18%). Approximately 16% were seasonal residents of the Wabamun Area and 16% were visitors to the area. There was a total of 5% “other” responses to the question, summarized to the right.

Other

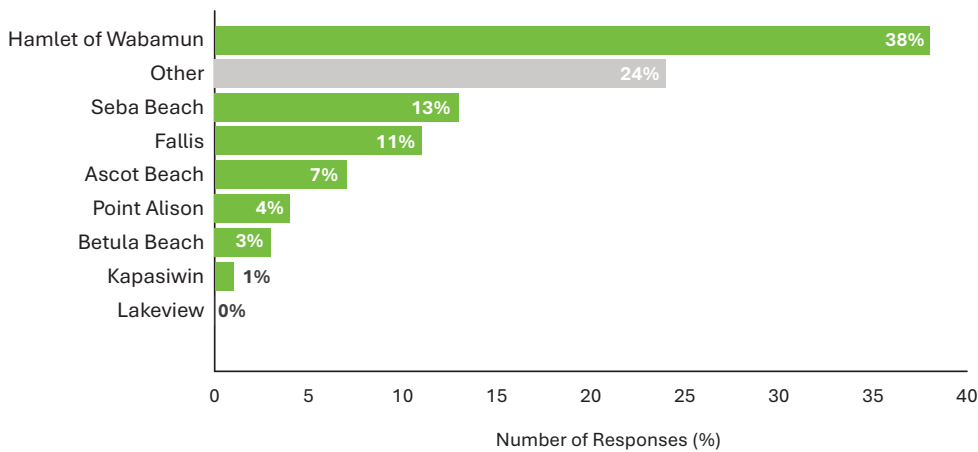
- Executor of estate in Wabamun
- Work or own a business in Wabamun
- Realtor



Permanent/Seasonal Residents of Wabamun

Of those who selected permanent or seasonal resident, over a third (38%) live in the Hamlet of Wabamun. Just under a quarter of those who answered the question (24%) live in an “other” location that was not listed (summarized to the right). About 11% were from Fallis, and 21% were from a summer village, except for Lakeview which was not represented. Seba Beach was the most represented summer village (13%).

Where do you live in the Wabamun area?



Other

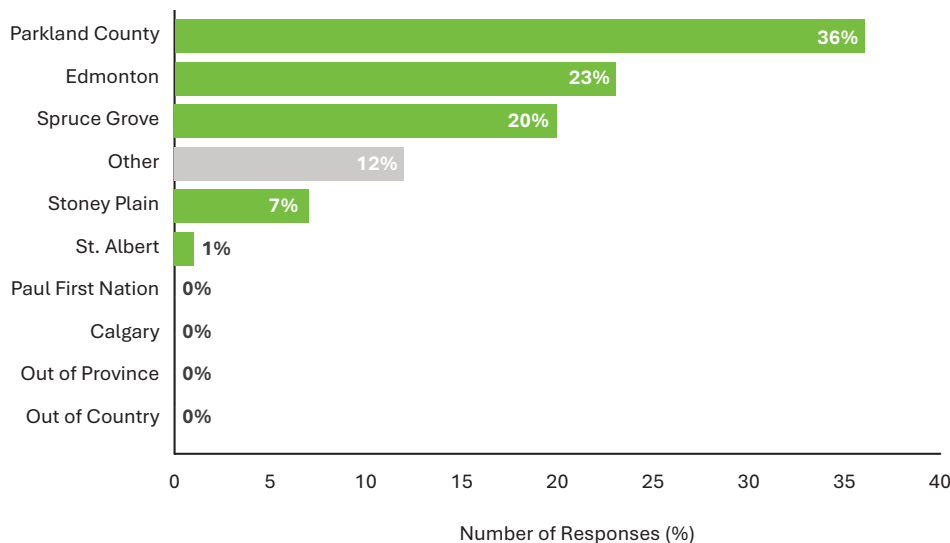
- South Woodland Acres
- Freeman
- Sherwin
- Moulds Beach
- Sundance Meadows
- Rosewood Beach
- Prouse Park
- Brookside Estates
- Range Road 31
- Highland Acres

- Multiple Choice Answer
- Other

Non-Residents of Wabamun

Over a third of seasonal residents, visitors, or “other” participants said they were from another area of Parkland County (36%). About 23% were from Edmonton, 20% from Spruce Grove, 7% from Stoney Plain, and 1% from St. Albert. Approximately 12% selected “other” and provided another location (summarized to the right). There were no responses for Paul First Nation, Calgary, or out of province / country.

Where is your permanent residence?



Other

- Sherwood Park
- Edmonton Metro Area
- Yellowhead County
- Sturgeon County
- Lac St. Anne County
- Carvel

- Multiple Choice Answer
- Other

Vision & Goals

There was overall agreement with the draft vision and goals. About 60% of respondents indicated that the vision for the HARP aligns with their wishes for the future of the Hamlet. A further 32% said that the vision somewhat aligns with their wishes for the area. A total of 2% of participants said that the vision does not align with their wishes and 6% said they did not know.

In addition to the multiple choice question, 28 people provided comments suggesting changes or improvements to the vision and goals. Some of the suggestions were very specific, such as the incorporation of certain types of services or upgrades. A few were higher level suggestions, such as providing more emphasis in the vision and goals on sustainability and the protection of natural systems. These are summarized to the right.

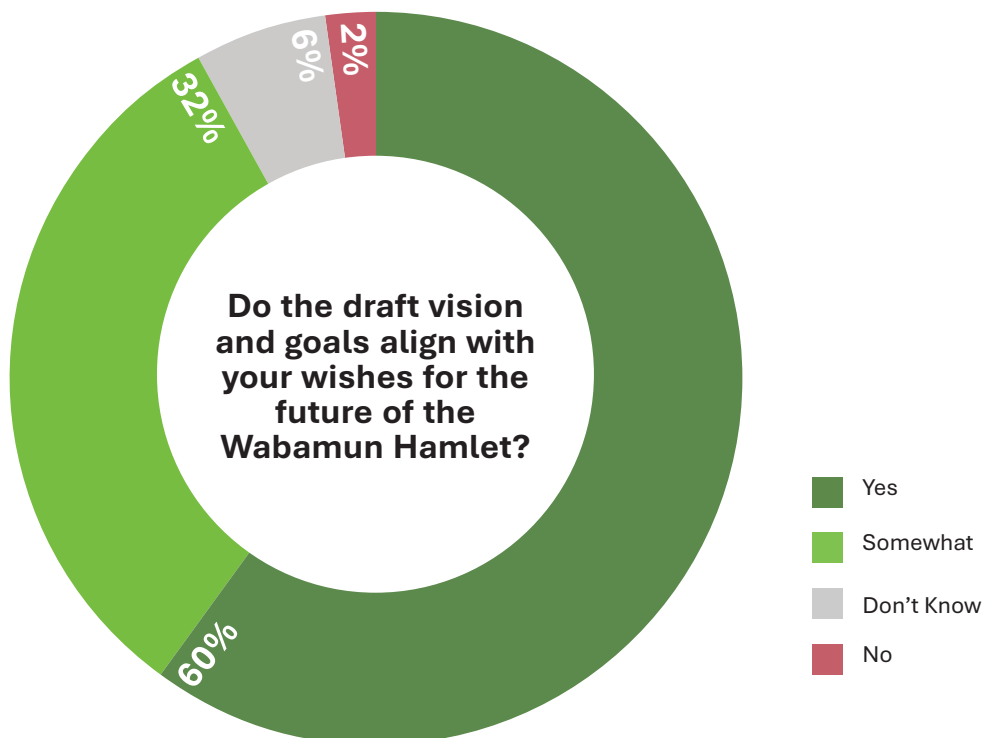
There was a tension between wanting to see additional growth in the Hamlet and wanting no or limited development. Several participants wanted to see greater emphasis on limiting development, usually to retain natural areas or limit negative impacts on Wabamun Lake. Others felt that growth is needed and will support businesses and services.

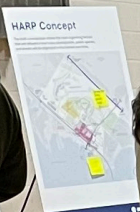
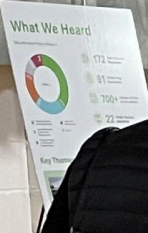
People also asked questions for clarification, including:

- Who determines what is a “threat” to the natural environment?
- Why is it important to connect to the region?
- What is Wabamun Country?

Suggested Changes

- Reinforce sustainability / protection of natural areas and Wabamun Lake
- Prioritize servicing upgrades
- Include new services, such as: veterinary care, services for children and youth, and new businesses
- Add waterfront areas and APEC lands to plan area
- Specific suggestions for improving Waterfront Park (parking, water park, beach)
- Move the railway
- Better upkeep of businesses
- Keep Wabamun authentic feeling (don’t overdo tourism)
- Ensure vision aligns with local developers’ plans
- Support local organizations / volunteer groups
- Make sure its implementable / use objectives & KPIs





Hamlet Concept

The hamlet concept and the components were well received by participants. For all six components of the concept, approximately 80% or more of participants who answered selected “well” or “very well” to describe how well they felt the component aligned with their wishes for the hamlet. There were 42 comments expressing what was successful about the concept and 46 for what could be improved. The results and comments are summarized by component.

Activity Nodes

Activity Nodes was the component with the highest level of agreement (90% well or very well). A few participants commented that they liked the nodes and felt that these would help to integrate and improve public spaces for both residents and visitors in the centre of the hamlet. The waterfront node was particularly important to people and there were several comments about improving, expanding, and promoting Waterfront Park. Other suggestions included:

- Providing a covered outdoor area for events
- More dog parks
- More pickleball courts
- More activities for youth / children
- More activities for visitors
- Building an arena
- Keeping waterpark open longer
- Adding a new waterpark on the lake
- Lowering the cost of renting sports field

Hamlet Centre District

The Hamlet Centre was the second highest ranked component of the concept (90% well or very well). There were several comments that indicated agreement with concentrating mixed use development, commercial activities, and medium density residential uses in the centre of the hamlet in connection with the four main activity nodes. Many wanted to see the area revitalized and beautified. Some wanted to see even a larger commercial area, shopping centre, or more specific winter focused development. There were a few concerns about making sure that infrastructure capacity was updated first, prior to any new growth.

Trail Connections

When asked about what was successful about the concept, many participants expressed that they liked the new trail connections proposed and the overall focus on non-vehicle mobility. Several specifically mentioned that they appreciated the suggested waterfront connection and the natural corridor along the west edge of the plan area. Some of the suggestions for improvement were to provide even further connections to the lake, improve the quality of existing trails, and to winterize trail connections. A few people were concerned about the trail connection behind Westview Estates and a few felt that the proposed trails in the west of the hamlet were unnecessary. Overall, trails had 86% agreement (very well / well).

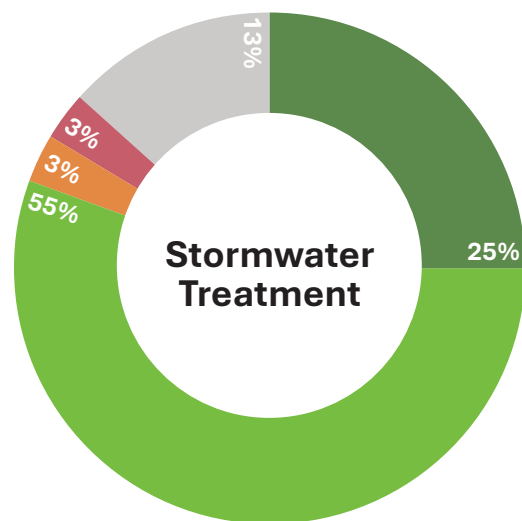
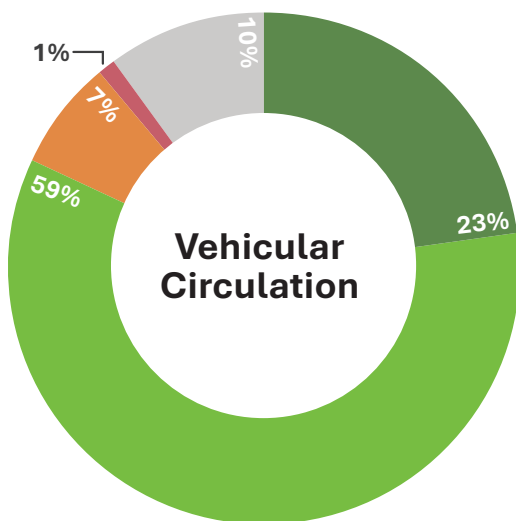
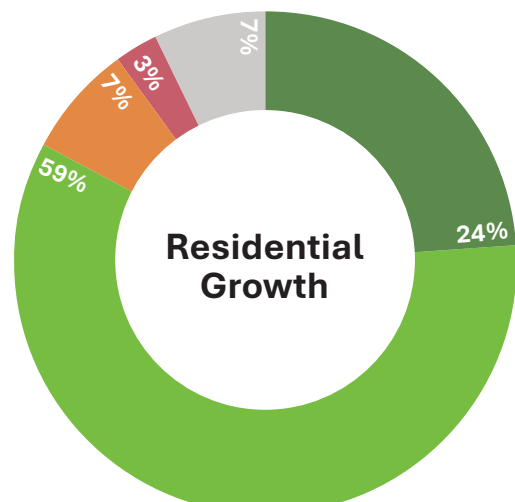
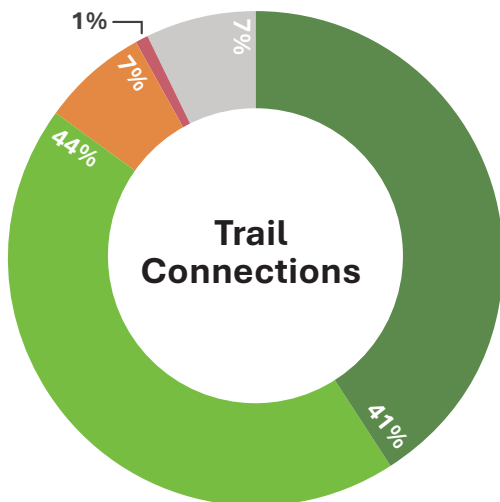
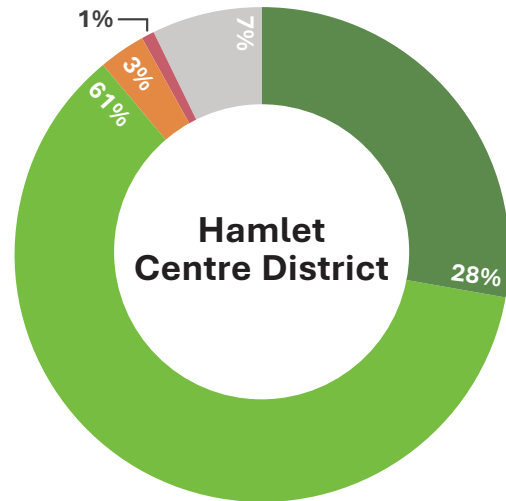
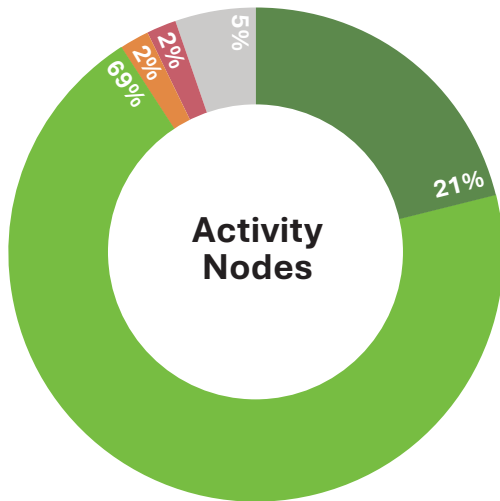
Residential Growth

The component with the greatest level of disagreement was residential growth (10% poorly or very poorly). There was some tension between the desire for preservation of natural areas and protection of the lake with the desire for additional residential growth. Some comments indicated a desire to see no further development at all, while others indicated a need to ensure that new development does not have a detrimental impact on the lake or surrounding areas. Others said that growth was essential to support businesses, community services, and affordable housing in the hamlet and a few wanted to see even greater density within new residential areas. Another concern was that the residential growth area was too far from the Hamlet Centre to be walkable. Though this component had the highest level of disagreement, it still had 84% agreement overall from those who responded.

Vehicle Circulation

Vehicle Circulation had majority agreement (80% well or very well) but had approximately 10% of participants select “don’t know”. It was suggested in the comments that there be more consideration for traffic and parking impacts of concentrating development and growth, particularly in the Hamlet Centre. The existing congestion during busy summer months was a concern.

How well do the following concept components align with your wishes for the future of the Hamlet?



Very Well Well Poorly Very Poorly Don't Know

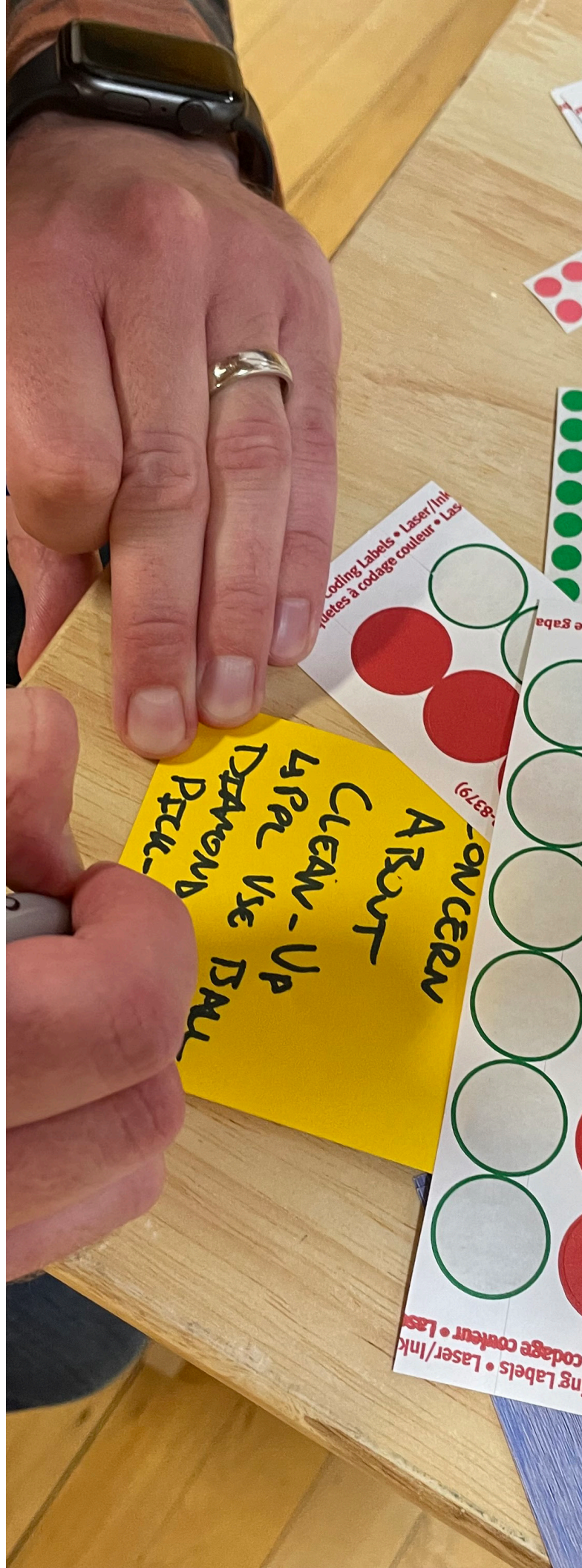
Stormwater Treatment

Stormwater Treatment had the highest level of don't know responses (13%). Some comments expressed a desire to know more details and definition around what 'naturalized' wetlands would mean. Others wanted to see specific stormwater treatment for runoff from the existing developed areas of the hamlet.

Other

There were a few additional suggestions to improve the concept. These included:

- Advertising the hamlet's services at the Provincial Park
- Including plans for the waterfront / AECOM lands
- Moving the suggested camping / RV area
- Focusing on lake health / natural areas
- Making it happen
- Keeping the plan flexible



Key Places

Participants were asked about 10 key places and which ones they thought should be prioritized for improvements. The key places are provided below in order of total level of support:

1. Provincial Park Trail Linkage (88%)
2. Fire Hall (86%)
3. Jubilee Hall (85%)
4. Trail Signage (83%)
5. 50 St & 51 Ave Intersection (81%)
6. Community Hub (80%)
7. Main Streets (78%)
8. Entrance Signage (71%)
9. Wabamun Commons (65%)
10. Art Park (61%)

All of the key places received at least 60% support from those who answered the question. In addition to the multiple choice selection, we asked if there were any key places that were missing. There were 26 responses, which are summarized to the right.

Other Key Place suggestions

- Infrastructure upgrades
- More physical and mental health services (people & pets)
- Do main street upgrades on 52 Street as well
- Include bowling alley as an activity node
- Provide a year-round family centre
- Provide an arena / pool
- Support the WAVES activity park
- Reduce rental costs for Jubilee Hall
- Relocate existing unsightly uses near waterfront
- Curate a visitor experience (more garbage cans, less crime, more landscaping, overall theme)
- Upgrade Coal Diamond Park
- Winterize trails
- Reduce road widths to prioritize pedestrians
- Address traffic and parking
- Make the farmer's market less of a competition with local businesses
- Provide better highway signage
- Provide staffing to help care for infrastructure
- Ensure there is money to do these actions



Which actions should be prioritized in the Hamlet?

Redevelopment Actions

A list of 46 potential redevelopment actions was provided, based off of implementation ideas generated in Stages 1 and 2 of engagement. We asked which of these actions participants would support and which should be a priority.

Actions were divided into four main types.

- **Upgrades:** Physical built improvements to the public realm, infrastructure, and buildings.
- **Incentives:** “behind the scenes” tactics like grants or mechanisms that change the conditions of investment.
- **Activities:** Programs or events that are intended to bring life to the Hamlet and its public spaces.
- **Supports:** supports that enable facilitation and coordination of all other actions.

Key Places improvements from the previous question are also included in the overall prioritized list shown to the right.

The top activities were Winter Trails, Winter Festival, New Restaurant Incentives, Outdoor Patios, Outdoor Concerts, and the Provincial Park Trail Linkage, which all received over 88% support. These activities reflect a mix of all of the four types of actions and an overall desire for all season activities that contribute to public life and recreation. The top actions also reflect activities and connections that would benefit both residents and visitors to the area.

The lowest ranked activities were Neighbourhood Block Parties, Renewable Energy, Visitor Info Kiosk, Outdoor Curling, and Co-working Spaces Incentives. In general, small placemaking type actions were ranked lower. Overall, only the last two actions in the list received below 50% support. This was

Seven of the 10 key places made it into the top half of the prioritized list, with only Art Park, Wabamun Commons, and Entrance Signage being in the bottom half.

Action	Support	Type
Winter Trails	93%	Upgrades
Winter Festival	92%	Activities
New Restaurants Incentives	90%	Incentives
Outdoor Patios	89%	Supports
Outdoor Concerts	89%	Activities
Provincial Park Trail Linkage	88%	Key Places
Seniors' Housing Incentives	87%	Incentives
Fire Hall	86%	Key Places
Jubilee Hall	85%	Key Places
Accessibility Upgrades	84%	Upgrades
Bike or Watercraft Rentals	84%	Incentives
Hamlet Website	84%	Supports
Pop-up Businesses	83%	Activities
Trail Signage	83%	Key Places
Community Events	82%	Incentives
50 St & 51 Ave Intersection	81%	Key Places
Sports Court	81%	Upgrades
Community Hub	80%	Key Places
Regional Advertising	80%	Supports
Food Trucks	79%	Supports
Main Streets	78%	Key Places
Internet Upgrades	78%	Upgrades
Improve Financing	74%	Supports
Mixed-Use Development	71%	Incentives
Entrance Signage	71%	Key Places
Hamlet Stories Project	71%	Activities
Outdoor Movies	71%	Activities
Coordinated Store Hours	69%	Supports
Wayfinding / Signage Strategy	69%	Supports
Off-leash Dog Area	68%	Upgrades
Wabamun Commons	65%	Key Places
Outdoor Fitness Classes	65%	Activities
Façade / Building Grants	64%	Incentives
Arts & Cultural Activities Grants	62%	Incentives
Community Garden	62%	Upgrades
Business Incubator	61%	Supports
Community League	61%	Supports
Temporary Placemaking	61%	Activities
Art Park	61%	Key Places
Outdoor Games	60%	Activities
Public Art / Mural Project	58%	Upgrades
Co-working Spaces Incentives	54%	Incentives
Outdoor Curling	51%	Activities
Visitor Info Kiosk	51%	Upgrades
Renewable Energy	46%	Incentives
Neighbourhood Block Parties	46%	Activities

Other Redevelopment Action Ideas

In addition to the multiple choice prioritization, participants were also asked if they had any final ideas for other actions that should be prioritized. This feedback included:

- Provide a place for children / teens
- Work with existing volunteer groups
- Help finish the WAVES activity park
- Provide a staffed booth at Waterfront Park
- Provide a winter and summer business directory
- Improve accessibility on west side of 50 Street
- Start a market garden with the school
- Put sports courts inside the outdoor rink
- Don't develop a dog park because owners don't clean up after their dogs
- Create a permanent winter festival area
- Loved movies in the park this summer
- Replace heritage signs
- Need organized / lower insurance for new businesses
- Attract an educational facility
- Add more seating near playground at Coal Diamond Park
- Repurpose old clinic next to fire hall
- Provide short term housing options for summer employment / students

Next Steps

Thank you to everyone who participated in Stage 3!

Your feedback will be integrated into the final draft of the Wabamun Area Vision and the Hamlet Area Redevelopment Plan. There will be a public hearing for the Hamlet Area Redevelopment Plan in 2023 – stay tuned to wabamun.ca for updates on how to participate.