

Applicant What We Heard Summary

The City of Calgary
Community Planning, South Team
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RE: SETON REDESIGNATION

With respect to gathering community feedback, Brookfield has continually undertaken engagement with current and future Seton residents to gain feedback on their interests and preferences for community amenities. Early in 2019 they received 102 responses to a survey with the age group of 21-35 being the largest demographic responding. A summary of the responses is as follows and there is a strong trend for support of passive and programmed community amenities at an HOA site:

- Cycle connections and natural elements are most desired
- The highest rated feature for the HOA is a splash park
- As well, court sports (tennis, pickleball) and workout equipment ranked high
- Gathering spaces, such as fire pits, benches, community gardens etc. were also highly desired for ways to bring people out into the community

Brookfield was planning additional resident engagement on March 29th where they were to host a community pool party at the Brookfield YMCA in Seton, but unfortunately due to COVID19 restrictions the event was cancelled. It is planned to reschedule at a more opportune and safe time. All residents will be invited, and the partnership will be engaging their ongoing participation on what amenities they would like to see at the HOA facility.

A survey was conducted in July 2020 after the cancellation of the March 29th engagement session. Below is a summary of the July 2020 survey responses from Brookfield.

Here are the results:

There was a total of 111 responses, approximately 54% female and 46% male. 75 of the respondents were between the ages of 30 -49, followed by 25 between the ages of 19 – 29 and 11 being 50+.

Question 1 asked “what is one thing that the Seton community could offer that would impact your life positively”. Various answers, based on popularity, were put in a “wordle” format with the predominant things being the largest:



Residents were asked to choose the main uses they would like to see included in the Seton HOA indoor facility and the top 5 answers were (highest to lowest):

1. Youth/social gathering room (arcade, golf, ping pong, etc.) – 70+ responses
2. Coffee shop or concession – 60+ responses
3. Fitness centre, gym equipment – 60 responses
4. Rental space for private event – 55 responses; and
5. Fitness studio – 53 responses

Similarly, respondents were asked to choose their top 5 experiences they would like to see in the HOA park:

1. Splash park – 70+ responses
2. Picnic shelter and BBQ pits – 60 responses
3. Fire pit – 54 responses
4. Tennis/racquetball/pickleball courts – 49 responses; and
5. Pleasure skating – 47 responses

The last question was “Curating experiences is important in the programming of our HOA facility and community. Please tell us what your level of interest would be to have the HOA provide a concierge service providing key services to the community (home services, health services, aging services, landscaping services, etc.). Answers were:

1. Extremely interesting – 21 responses
2. Very interesting – 28 responses
3. Moderately interesting – 22 responses
4. Slightly interesting – 10 responses
5. Not interesting at all – 17 responses; and
6. No response – 13 responses

On behalf of Brookfield Residential, Urban Systems respectfully requests recommendation for approval from CPC, and approval for the Land Use Redesignation application by City Council.