

Cottonwood Park

ENGAGEMENT REPORT | JUNE 2024



**PUBLIC
LANDS**





Project Background

Using funds from the Parks, Trails, & Open Space General Obligation Bond (GO Bond), approved in November 2022, Cottonwood Park will be “reimagined” to better reflect neighborhood needs and identities. This project may include adding amenities that highlight the neighborhood’s character and history, make the space more welcoming and enjoyable, and easier to navigate through multilingual signage.

With Cottonwood Park being located along the Jordan River corridor, our public engagement strategy will incorporate the vision of the Emerald Ribbon Action Plan, while also considering the site-specific public input collected during all phases of community engagement.



About the Park

Cottonwood Park is located along the Jordan River in the Fairpark neighborhood in Council District 1. The park has a playground, restroom, cricket pitch, half basketball court, jogging/walking path, sand volleyball court, pavilions, picnic tables, and an off-leash dog area.



Public Engagement

Content

Phase 1 of public engagement aimed to understand the current use of the park, desired improvements, and values of the community.

Stakeholders

- Fairpark Community Council
- Rose Park Community Council
- Park visitors
- Neighboring households
- Employees at the Utah Department of Health and Human Services

Dates

March 25 – May 6, 2024

Participation

- 68 online survey submissions
- 120+ in-person interactions

Accessibility

- Intercept surveys for in-person discussions
- Comment boards for events (view Appendix)
- Material available in English and Spanish

Public Engagement (cont.)

Community Organizations

- Informed the Westside Coalition about engagement opportunities

Canvassed

- Provided flyers and talked to households within a ½ mile of the park
- Placed yard signs in the surrounding area

Online Promotion

- Facebook/Instagram posts and targeted ads
- Featured article in the Salt Lake Tribune

Informational Booths

Chats with staff at the park

April 3 & 16, 2024

Culture Coffee

April 17, 2024

Earth Day Event

April 20, 2014

Westside Coalition Annual Meeting

April 23, 2024

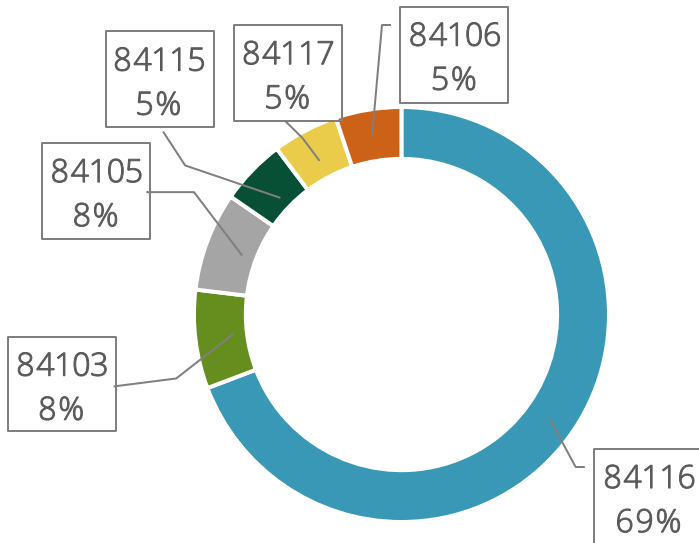
Community Health and Wellness Fair

April 27, 2024

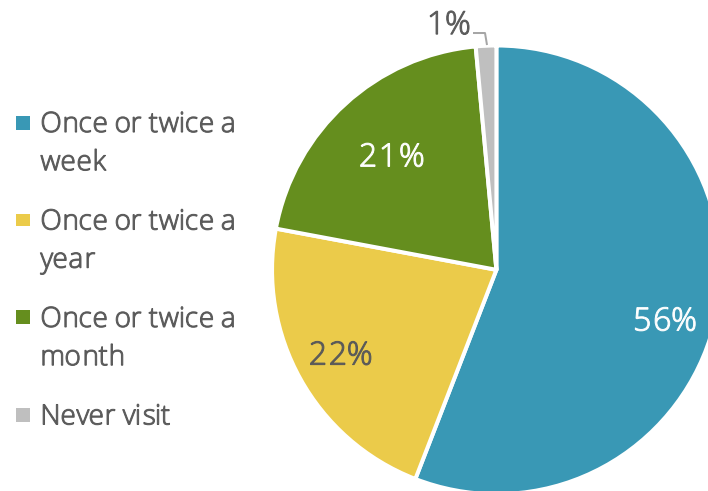


Engagement Summary

Who We Heard From



Frequency of Visitation



69% of survey respondents live in 84116, which encompasses the neighborhoods surrounding Cottonwood Park. Of those respondents, 56% are visiting the park on a weekly basis.

Engagement Summary

Desired Enhancements



Improved safety – Lighting, bridge repair, removal of abandoned buildings, increased waste management.



Cohesive park design – The abandoned agriculture state building separates the park, particularly making the dog park feel disconnected from the rest of the park.



Improved dog park – Water features, agility course, area for large and small dog area, signage of rules.

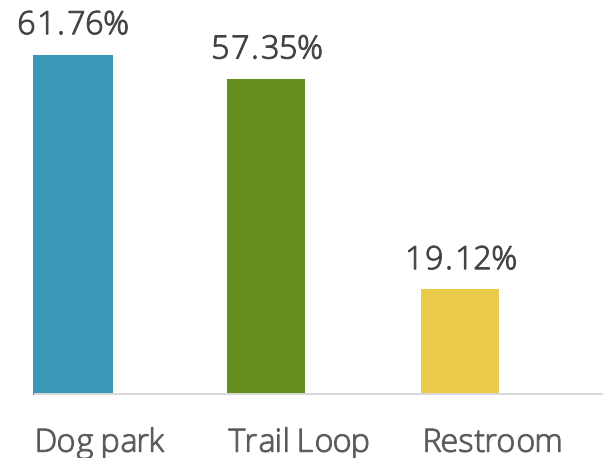


Passive features - Improved walking loop, diversified landscape, seating areas, and shade structures.



Recreational features – Fitness equipment, bike park, skate park, pickleball courts, toddler play area.

Top Current Uses



Results add up to more than 100% because respondents could select multiple options and write-in their own suggestions.



PUBLIC LANDS

Google Reviews

Number of Reviews

433 from 2016 to May 2024

Positive Comments

The dog park receives a lot of love from its users who appreciate its spaciousness, abundance of trees, and picnic tables. Visitors also enjoy utilizing the adjacent trail for walking or biking.

"Best dog park in the area for sure! I used to go to the one kitty corner to Sugarhouse Park and this one blows it away. There's so much grass for the pups to run around in, there are always friendly people there, and plenty of spots to sit in the shade for the pup parents while they wait for Fido to wear himself out." – Google Reviewer

Overall Rating

4.3 out of 5

Desired Improvements

Visitors want separate areas for small and large dogs and better integration of the dog park with the rest of the park. Safety and cleanliness are top concerns, especially by the river and restroom.

"The park is beautiful. It's a shame that there is so much garbage laying around, broken bottles, and food just on the ground. Also, there are homeless camps set up by the waters edge. Like I said, the park is beautiful but I wouldn't tell people visiting to come here." – Google Reviewer



Next Steps

Public Lands staff will consult with technical experts, landscape architects, and maintenance supervisors to create a concept design that reflects the feedback gathered from the first phase of community engagement. The concept design will be presented to the community at the Emerald Ribbon Action Plan public workshops in the summer of 2024.






Tentative Project Timeline



Appendix: Comment Boards

Envision Cottonwood Park in the future. What would you change to make it more enjoyable? 		
LOVE IT <small>You enjoy using this features of the park</small>	FIX IT <small>There is a feature of the park you would like more if it was improved</small>	ADD IT <small>The park is missing these features and I want to see them included in the design</small>


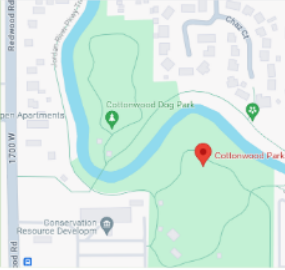
Place a dot on features you would like to see improved 	
Site furnishings: Lighting, signage, trash bins, etc.	
Passive, open space for walks	
Improved or additional sports courts or fields	
Infrastructure for programming and events	
All age and abilities playground	
Diversified landscape features	
Pet friendly space	
Historical and cultural elements reflected in the park	
Exercise Equipment	

Image 1: Comment Boards used at events to collect feedback

Appendix: Intercept Survey Form

Reimagine Cottonwood Park

Cottonwood Park is located along the Jordan River in the Fairpark neighborhood in Council District 1. Using funds from the GO Bond funds, Cottonwood Park will be "reimagined" to better reflect neighborhood needs and identities. Feedback collected will be used to create the proposed design for the park.



Select which amenities you would like to see improved or added:

Passive Features	Social Features	Site Features
<input type="checkbox"/> Diversified landscaping	<input type="checkbox"/> Infrastructure for events	<input type="checkbox"/> Lights
<input type="checkbox"/> Walking trail/open space	<input type="checkbox"/> Picnic area	<input type="checkbox"/> Trash bins
<input type="checkbox"/> Seating areas	<input type="checkbox"/> Updated playground	<input type="checkbox"/> Pavilions / Gazebos
<input type="checkbox"/> Off-leash dog area	<input type="checkbox"/> Exercise Equipment	<input type="checkbox"/> Bike Station
<input type="checkbox"/> Cultural or historical reflection	<input type="checkbox"/> Grills or open kitchen area	<input type="checkbox"/> Shade structures

Do you have any other suggestions?

If you visit, what do you currently enjoy at the park? What do you least enjoy?

DATE: _____
ENGAGED: _____

Image 2: Forms that were used to collect feedback in-person

Appendix: Yard Signs

**Take part in the future
of Cottonwood Park!**



Visit the link to share your dreams for
upcoming improvements at the park.

 gobondparks.com/cottonwood_park 

**¡Participe en el futuro
de Cottonwood Park!**



Visite el link para compartir sus sueños y las
mejoras que le gustaría ver en el parque.

 gobondparks.com/cottonwood_park 

Image 3: Yard signs placed in the park and nearby neighborhoods

Appendix: Social Media Posts

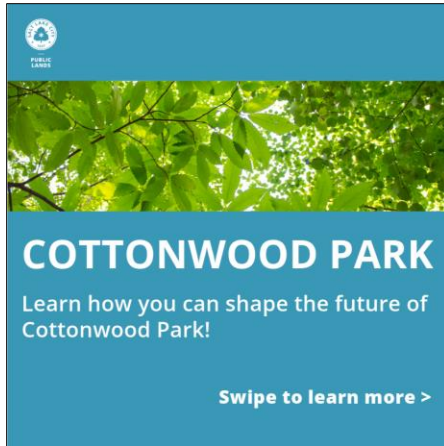


Image 4: Social media posts created for Facebook and Instagram

Appendix: Westview Media Ad




We want to know!

How would you improve Cottonwood Park and Peace Labrynth?

Funding is available for improvements and we want to know how you would like the park redesigned.

How can you get involved?

- Chat with us at the park or events
- Take the survey
- Sign up for updates!
- Learn more!
myparkvision.com/GO_BondParks



¡Queremos saber!

¿Cómo mejorarías Cottonwood Park y Peace Labyrinth?

Hay fondos disponibles para mejoras y queremos saber, que te gustaría ver en el parque.

¿Cómo puedes participar?

- Habla con nosotros en el parque o eventos.
- Toma la encuesta
- Inscríbete para recibir notificaciones
- ¡aprende más!
myparkvision.com/GO_BondParks



Image 5: Online Ads created for Westview Media