

# Phase 1 Engagement Summary

September 2024

# Madsen Park



DEPARTMENT of  
**PUBLIC LANDS**



**PARKS, TRAILS &  
OPEN SPACE BOND**



# Project Description

## Project Background

Madsen Park were selected as one of the Reimagine Neighborhood Parks to receive funding from the Parks, Trails, & Open Space General Obligation Bond (GO Bond), approved in November 2022.

Neighborhood parks funded by the GO Bond aim to invest and activate underutilized parks to increase access to green spaces and quality parks.

## Role of Community Engagement

The vision and desired usage of the parks will be guided by the input the city collects from community engagement. Community engagement will inform the design of the park, identify which amenities to prioritize, and incorporate neighborhood identities and histories. The completed project will feature new and improved amenities that are prioritized by residents and celebrate the community this park serves.

## Next Steps

Public Lands will incorporate the feedback provided by the community engagement process into park design concepts. These concepts will be presented to the community for additional input.

## Project Phases

- 1 Develop Scope of Work**  
The project goals, timeline, engagement plan, current conditions, and target audience are outlined.
- 2 Public Helps Identify Project Vision**  
This stage identifies the public's values, vision, and priorities for the space.
- 3 Evaluate Feedback**  
Public Land's staff analyzes feedback and works with other city departments to develop designs and identify implementation challenges.
- 4 Public Reviews Concept Design**  
Public Lands shares visuals with the public based on the first engagement and input from subject matter experts to narrow down the vision for the project.
- 5 Design Document and Review**  
Transforms feedback from concept designs into technical documents for construction.
- 6 Contractor Bidding/Construction**  
Selection for a contractor could last about 3-4 months. Once a contractor is chosen, construction can take about 6-12 months to complete.

Next

## Madsen Park

### Location

9 N Chicago St.  
Salt Lake City, UT  
84116

### Neighborhood

Fairpark

## Contact

### Project Manager

Ronnie Pessetto

### Email

Ronnie.Pessetto@slc.gov

# Project Promotion Madsen Park

## General Outreach

### Mailers

500 sent within quarter mile radius of park

### Yard Signs

10 yard signs

## Tabling

### Madsen Fall Festival

September 23, 2023  
38 people interviewed

### Children's Day

June 8 2024

### Partners in the Park

June 25, 2024  
30 people

### SLC Farmer's Market

June 29, 2024  
50 people

July 6, 2024

51 people

July 13 2024

53 people

July 20 2024

62 people

### Total

**409 people**

## MyVision Board Activity

### Madsen Children's Day

June 8 2024

35 vision boards

### July 13, 2024 Farmer's Market

10 vision boards

### SLC Farmer's Market

July 20 2024

1 vision board

## Survey

### Survey Open

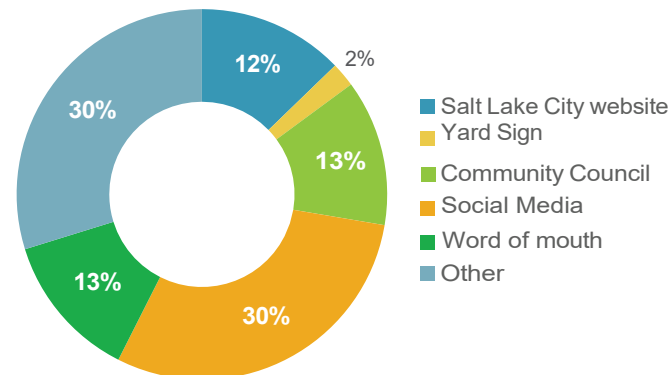
June 3 - August 2 2024

### Participation

**47 participants**

### Survey Access

*How did you find out about this survey?*



## Total Participation

**456 people**

## General Outreach

The city distributed 500 mailers within a quarter mile of Madsen Park as well as yard signs posted throughout the neighborhood. Mailers and yard signs provided a description of the project, links to more information online, and a QR code to take a survey.

## In-Person Outreach

In-person outreach included tabling events at the Madsen Fall Festival, Children's Day, Partner's in the Park, and the SLC Farmer's Market. At Children's Day children engaged with the redesign of Madsen Park through a MyPark craft activity and 35 members of the public participated in an interactive MyVision Board activity.

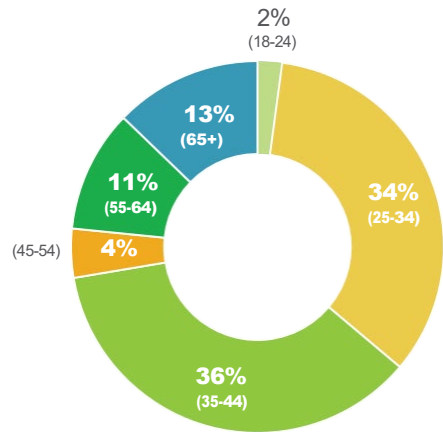
## Online Outreach

An online survey provided residents the opportunity to express their preferences, opinions, and concerns for the re-visioning of Madsen Park.

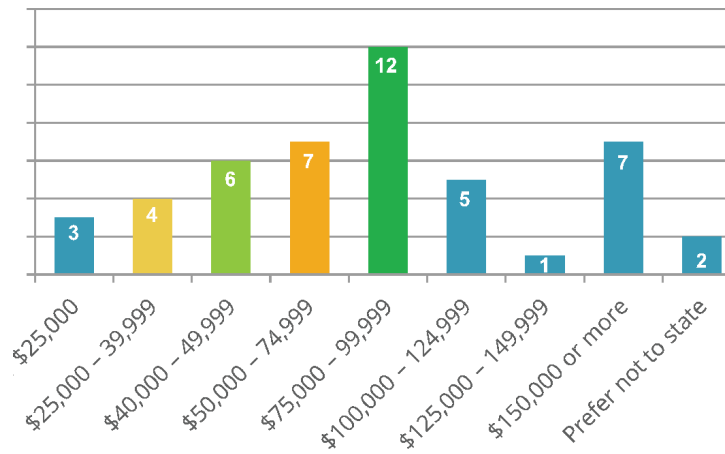
# Survey Results Madsen Park

## Respondent Profile

### Age



### Income



### Age

**36%** 35 & 44 years of age  
**34%** 25 & 34 years of age

### Race & Ethnicity

**68%** White/Caucasian  
**22%** Hispanic/Latino

### Gender

**51%** Female **47%** Male

### Income

**26%** \$75,000 - \$99,999  
**15%** \$50,000 - \$74,999  
**15%** \$150,000 or more

### Children

**62%** no children under 18  
**21%** one child under 18

### Neighborhood

**67%** live in Fairpark  
**15%** work in Fairpark

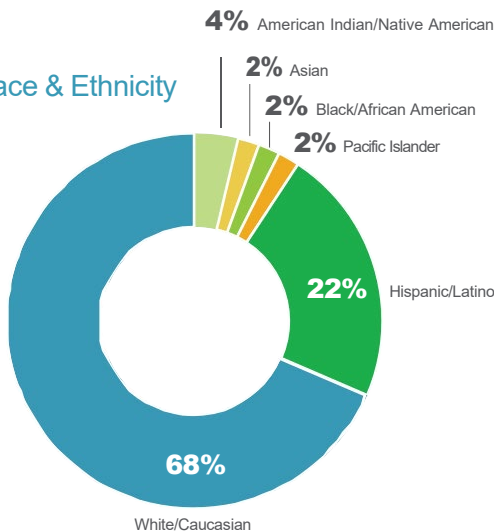
### Park Access

**51%** walk  
**28%** drive  
**23%** bike/scooter /skateboard

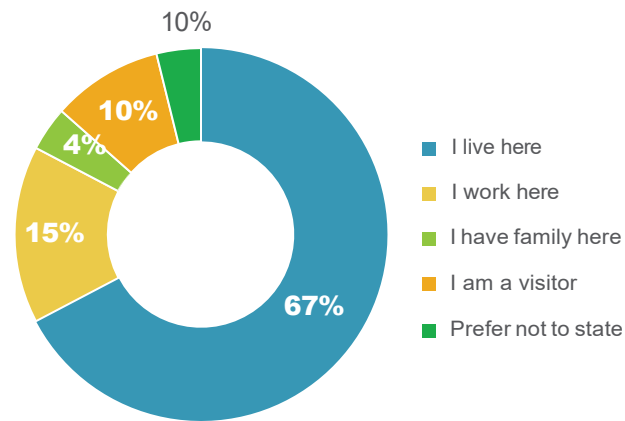
### Use

**62%** visited Madsen Park

### Race & Ethnicity



### Park Access

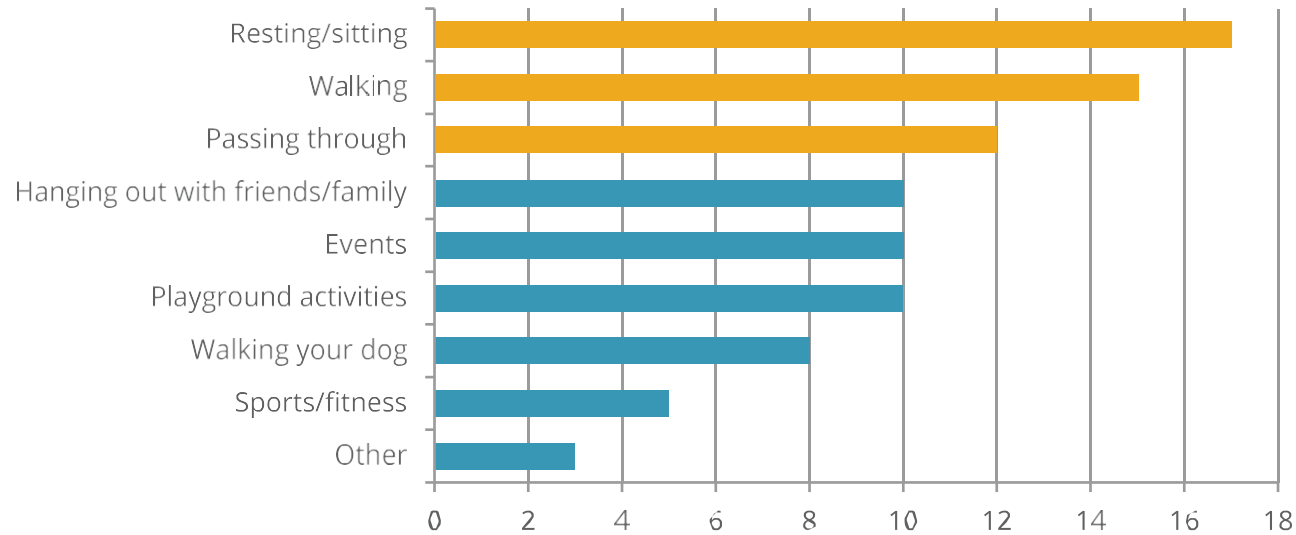


Madsen Park is in census tract 1026. Census tract 1026 has a median age of 36.3, with 66% of its population between 18 and 64 years of age and 22% under 18 year of age. 56% of the tract is male and 44% are female. In addition, 48% of census tract 1026 are White/Caucasian and 31% are Hispanic/Latino. 41% earn under 50K, 37% between 50K-100K, and 21% earn between 100K-200K. Thus, survey respondents are demographically more female and White/Caucasian with higher earnings than demographic and median reports of tract 1026. Results found in Census Reporter at [censusreporter.org](https://censusreporter.org).

# Survey Results Madsen Park

## Current Uses

### Current Use of Park

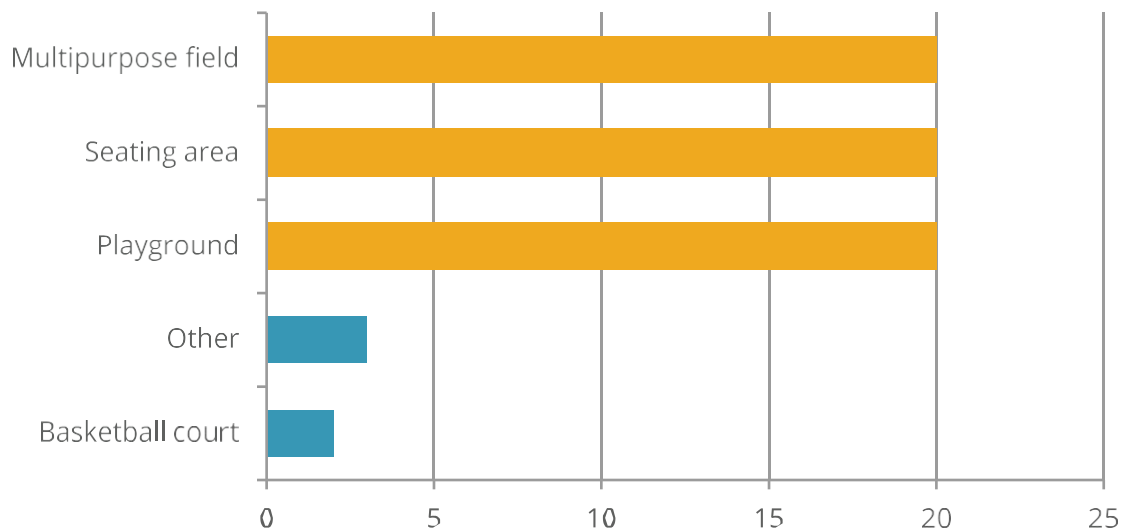


### Top 3 Current Uses

See *orange bars*

1. Resting/sitting
2. Walking
3. Passing through

### Current Amenities Used



### Top 3 Amenities

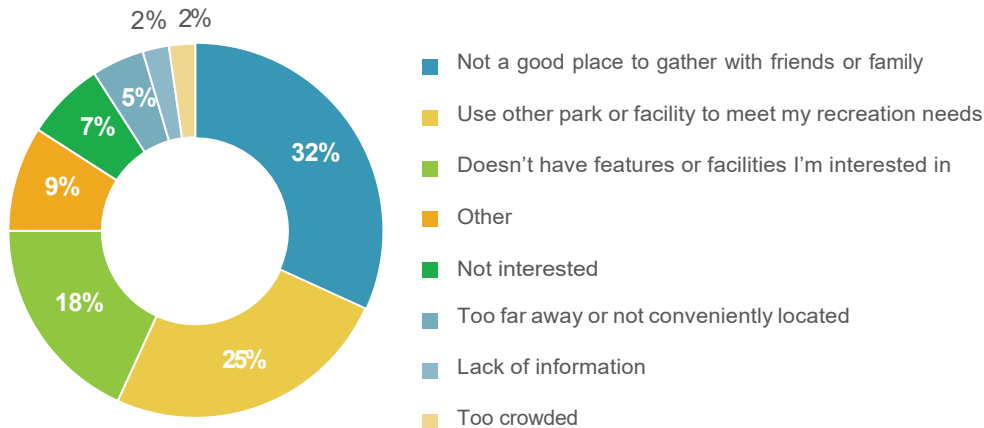
See *orange bars*

1. Multipurpose field
2. Seating Area
3. Playground

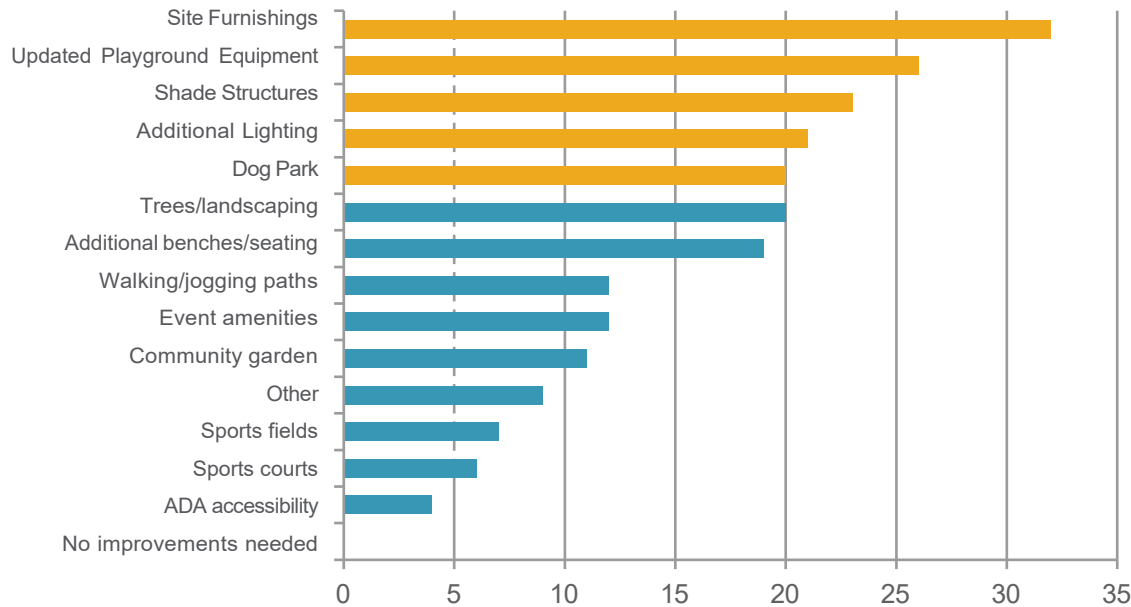
# Survey Results Madsen Park

## Improvements

### Park Limitations



### Amenities Needed



## Park Limitations

**32%** of respondents find that Madsen Park is not a good place to gather with friends and family.

**25%** use other park or facility to meet their recreation needs.

## Top 5 Improvements

See *orange bars*

1. Site furnishings
2. Updated playground equipment
3. Shade structures
4. Additional lighting
5. Dog park

## Play Amenities

Survey results provided no clear preference for playground amenities.

## Sports Amenities

**17%** of respondents voted on which sports courts they would like to see. **11%** of those respondents prefer pickleball.

# Survey Results Madsen Park

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## Comments

### Additional Feedback

Participants provided additional feedback in the comments section of the survey. The following are key findings. A complete list of comments can be found in the Appendix:

#### 1. Safety & Homelessness

**Survey takers expressed concerns about homelessness and safety.**

*Please install no camping signage, and no smoking signage.*

*There will need to be increased police presence before this park is safe for kids and dogs. There is far too much drug use and homeless encampments in this park.*

*Restrict homeless so it can be safe for families.*

#### 2. Safety & Train Tracks

**Proximity to train tracks is a safety concern.**

*The trains kinda make it cool. Kiddo loves trains but lets scoot the playground over.*

*Madsen Park is located about 200 feet from a railroad track. For children's safety, I would recommend that contractors construct a fence to provide safety to all visitors of Madsen Park.*

#### 3. Parents are Excited for Upgrades

**Survey takers who bring their children to the park are excited for changes to come.**

*We use this park weekly for our kids. They love it and we are excited to be able to use it with more confidence and enjoyment!*

*We live 5 minute walk away and take our kids there multiple times every week. I would love to see the park do well and am especially interested in good playground equipment.*

# MyPark Madsen Park

## Photos



## Description

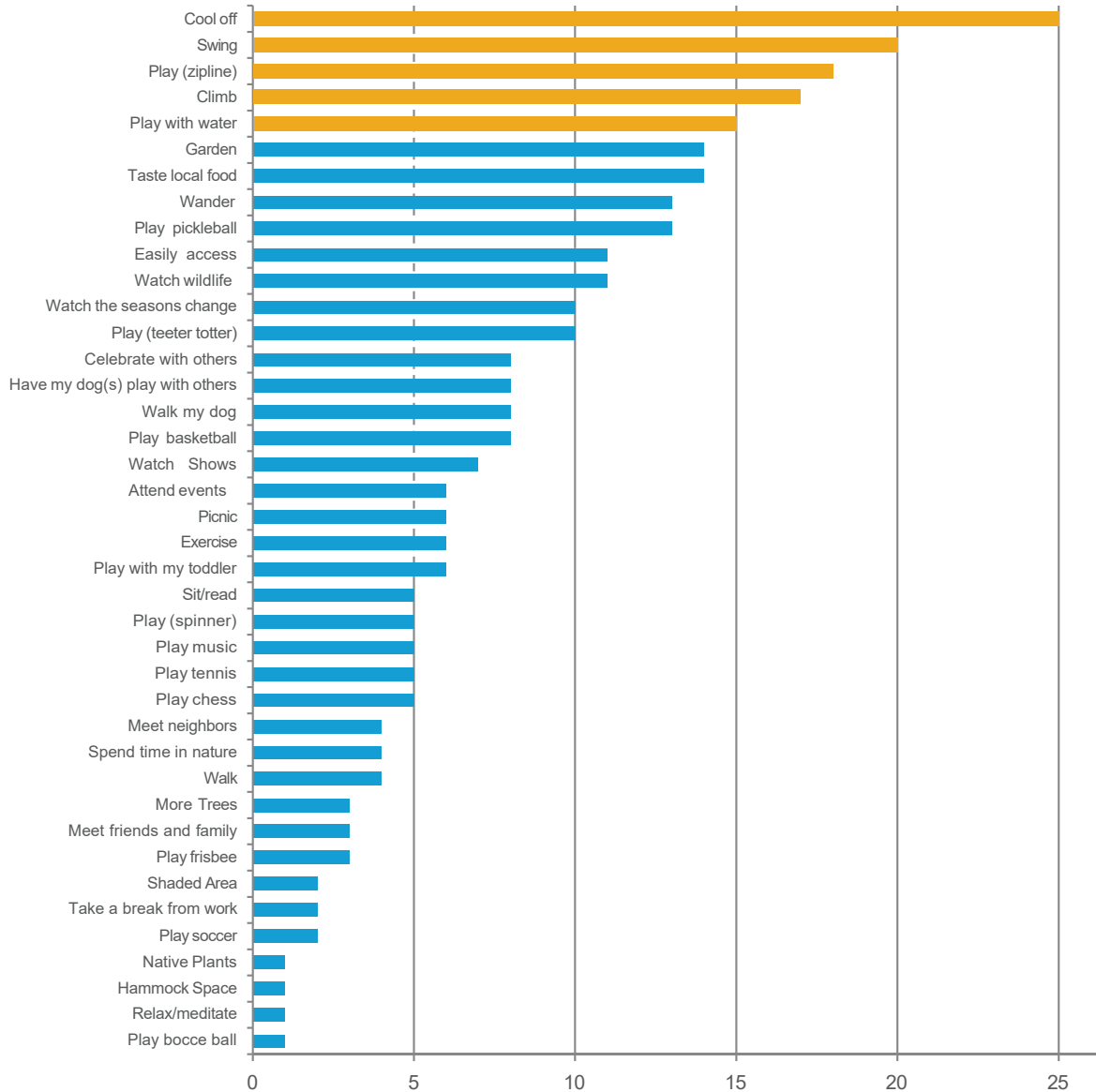
The MyPark craft activity took place at Madsen Park during Children's Day. Participating children created their own designs for the park using common objects to describe their ideas. Most of the designs centered around the inclusion of trees and vegetation, water features, and places to climb or crawl through.





# MyVision Activity Madsen Park

## Results



## Description

The MyVision Board activity took place at Madsen Park during Children's Day and at the Salt Lake City Farmer's Market at Pioneer Park in July.\*

The activity provided participants the opportunity to envision the future of Madsen Park through interactive engagement. Children and adults alike placed "cards" labeled with various activities opportunities, and amenities on their own MyVision Board.

## Top 5 Visions

See *orange bars*

1. Cool off
2. Swing
3. Zip-line
4. Climb
5. Play with water

\*Participation for the MyVision Board Activity was relatively low for Ida Cotten Park, likely due to holding the activity off-site. Interested community members participated at a much higher level through the online survey, providing significant feedback on community priorities.

# Key Findings Madsen Park

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## *Engagement Summary*

### Key Findings

The following are key findings from the Madsen Park community engagement process:

#### 1. Park needs functional upgrades

Survey results demonstrated a need for upgraded site furnishings and playground equipment. Site furnishing ranked the highest for needed upgrades and playground second.

#### 2. Safety & homelessness is a concern

Survey comments expressed concern over safety as related to homelessness and nearby drug use.

#### 3. Train tracks are a concern

Survey comments expressed concern over the proximity to the train tracks.

#### 4. Shade is needed

Both the MyVision activity and the survey demonstrated the need for shade at Madsen Park. "Cooling off" ranked the highest "vision" for the MyVision activity while shade structures ranked third highest for amenity needed in the survey results.

Community Engagement Summary

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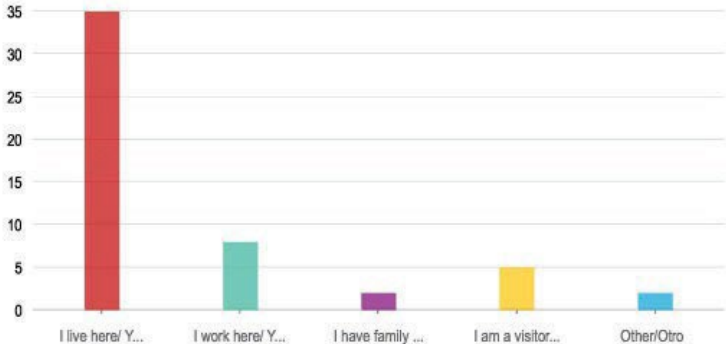
# Appendices

# Appendix A Madsen Park

## Raw Survey Results

### The Madsen Park Survey

What is your primary relationship to the Fairpark Neighborhood? / ¿Cuál es su relación...



Answers	Count	Percentage
I live here/ Yo vivo aquí	35	74.47%
I work here/ Yo trabajo aquí	8	17.02%
I have family here/ Tengo familia aquí	2	4.26%
I am a visitor/ Soy un visitante	5	10.64%
Other/Otro	2	4.26%

Answered: 47 Skipped: 0

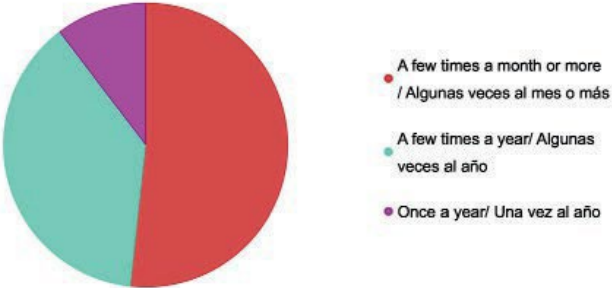
Do you visit Madsen Park? / ¿Visitas el Parque Madsen?



Answers	Count	Percentage
Yes/ Sí	29	61.7%
No	18	38.3%

Answered: 47 Skipped: 0

How often do you visit Madsen Park? / ¿Con qué frecuencia visitas el Parque...



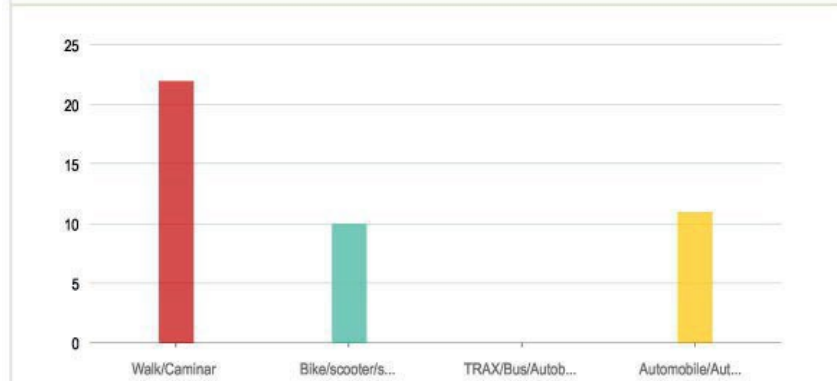
# Appendix A Madsen Park

## Raw Survey Results

Answers	Count	Percentage
A few times a month or more/ Algunas veces al mes o más	15	31.91%
A few times a year/ Algunas veces al año	11	23.4%
Once a year/ Una vez al año	3	6.38%

Answered: 29 Skipped: 18

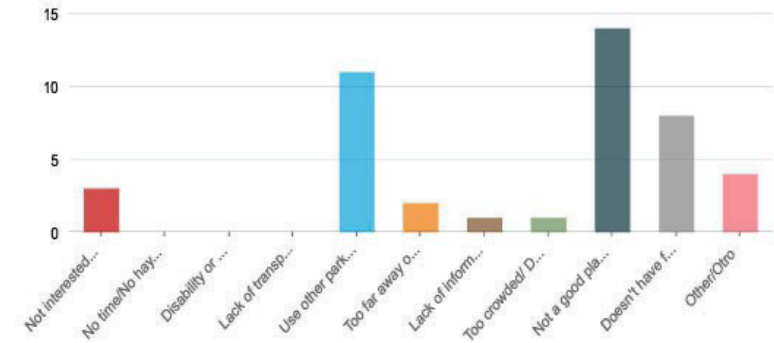
How do you travel to Madsen Park? (Please select all that apply.)/ ¿Cómo se viaja al...



Answers	Count	Percentage
Walk/Caminar	22	46.81%
Bike/scooter/skateboard/Bicicleta/scooter/monopatín	10	21.28%
TRAX/Bus/Autobús	0	0%
Automobile/Automóvil	11	23.4%

Answered: 29 Skipped: 18

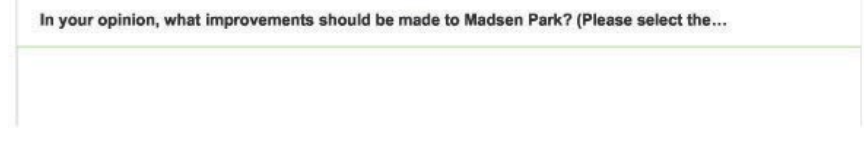
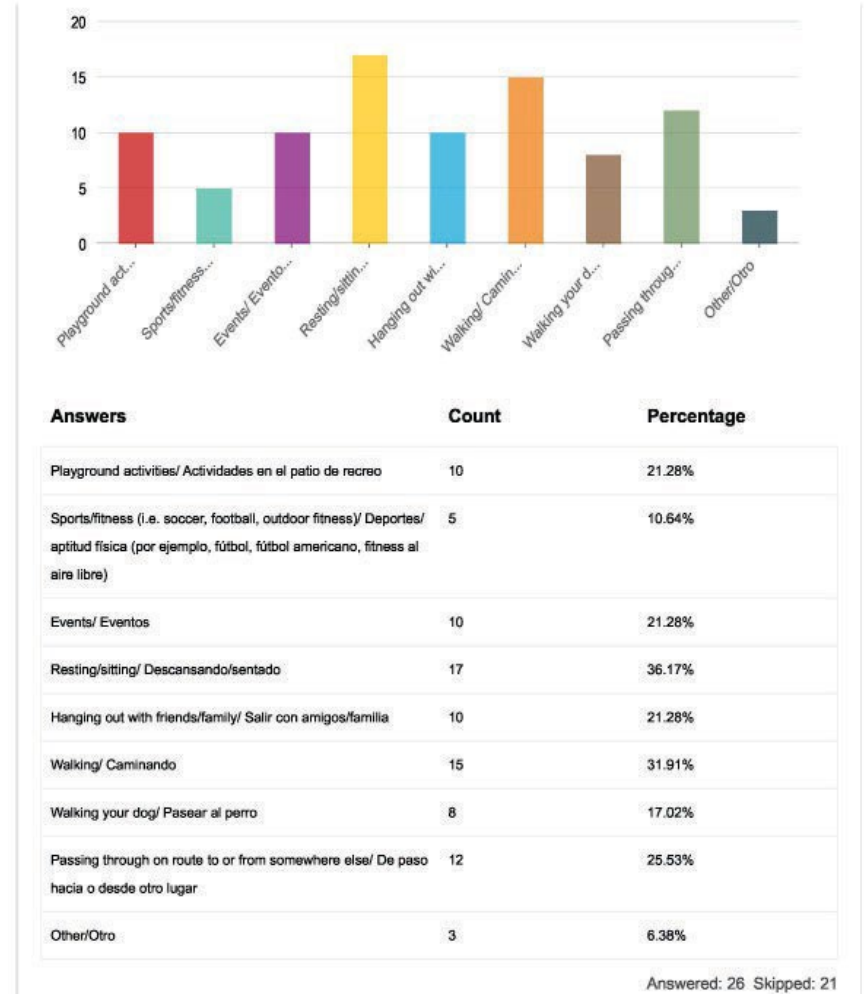
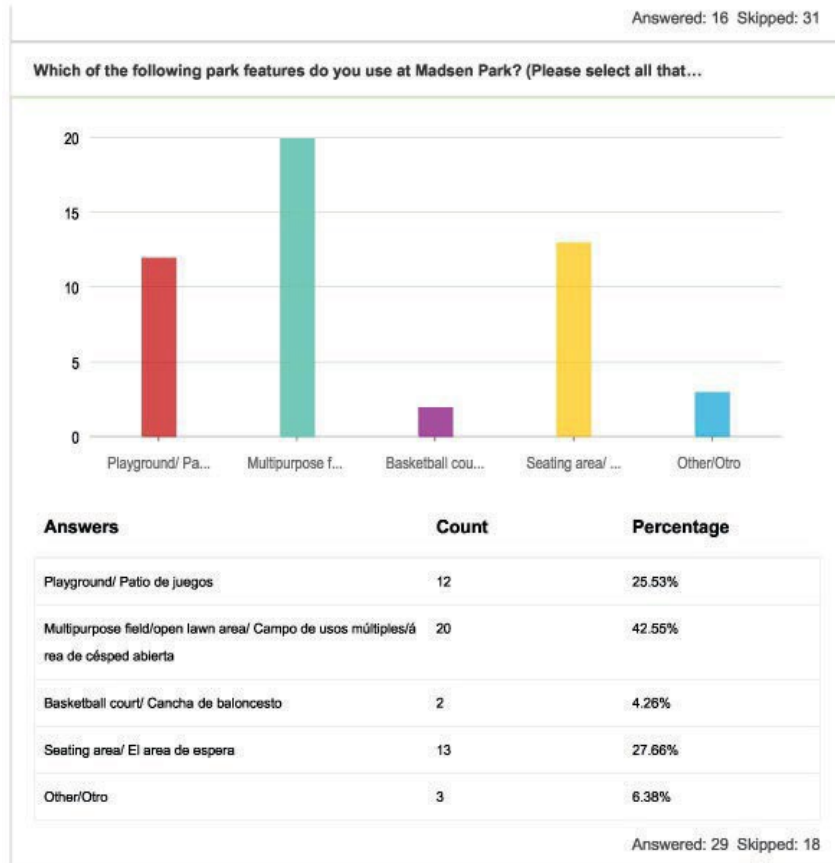
Which of the following are reasons why you do not visit Madsen Park? (Please select all...



Answers	Count	Percentage
Not interested/No interesado	3	6.38%
No time/No hay tiempo	0	0%
Disability or age prevent me from visiting the park/La discapacidad o la edad me impiden visitar el parque	0	0%
Lack of transportation/falta de transporte	0	0%
Use other park or facility to meet my recreation needs/Usar otro parque o instalación para satisfacer mis necesidades de recreación	11	23.4%
Too far away or not conveniently located/ Demasiado lejos o no convenientemente ubicado	2	4.26%
Lack of information/Falta de información	1	2.13%
Too crowded/ Demasiado concurrido	1	2.13%
Not a good place to gather with family or friends/No es un buen lugar para reunirse con familiares o amigos	14	29.79%
Doesn't have features or facilities I'm interested in/No tiene características o instalaciones que me interesan	8	17.02%
Other/Otro	4	8.51%

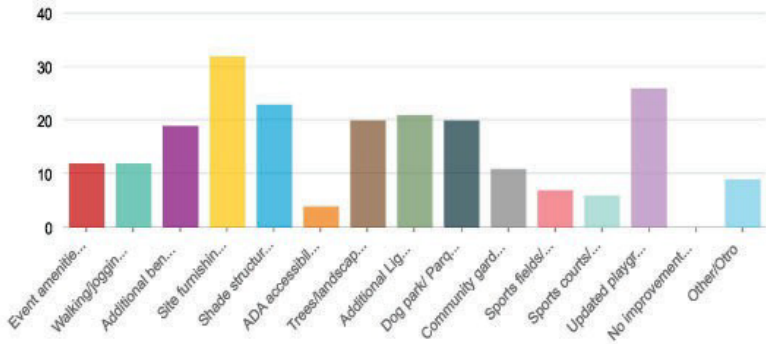
# Appendix A Madsen Park

## Raw Survey Results



# Appendix A Madsen Park

## Raw Survey Results



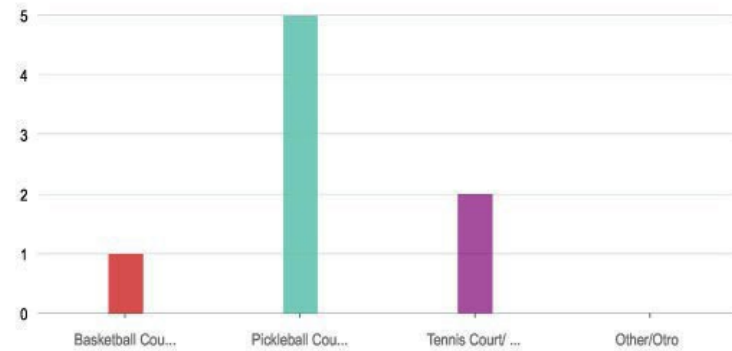
### Answers

Answers	Count	Percentage
Event amenities (stage, pavilion)/Servicios para eventos (escenario, pabellón)	12	25.53%
Walking/jogging paths/ Senderos para caminar/correr	12	25.53%
Additional benches/seating/ Bancos/asientos adicionales	19	40.43%
Site furnishings (i.e. picnic tables, benches, trash/recycling receptacles)/ Mobiliario (mesas de picnic, bancos, contenedores de basura/reciclaje)	32	68.09%
Shade structures/ Estructuras de sombra	23	48.94%
ADA accessibility/ Accesibilidad ADA	4	8.51%
Trees/landscaping/ Árboles/paisajismo	20	42.55%
Additional Lighting/ Iluminación adicional	21	44.68%
Dog park/ Parque para perros	20	42.55%
Community garden/ Huerto comunitario	11	23.4%
Sports fields/ Campos deportivos	7	14.89%
Sports courts/ Pistas deportivas	6	12.77%

Updated playground equipment/ Equipo de juegos actualizado	26	55.32%
No improvements needed/ No se necesitan mejoras	0	0%
Other/Otro	9	19.15%

Answered: 46 Skipped: 1

### What sports courts would you like to see at Madsen Park?/ ¿Qué canchas deportivas te...



### Answers

Answers	Count	Percentage
Basketball Court/ Cancha de baloncesto	1	2.13%
Pickleball Court/ cancha de pickleball	5	10.64%
Tennis Court/ Pista de tenis	2	4.26%
Other/Otro	0	0%

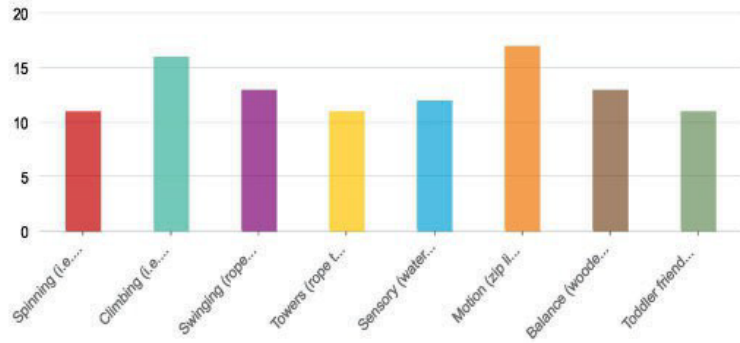
Answered: 6 Skipped: 41

### What playground equipment and activities would you like to see available at Madsen...



# Appendix A Madsen Park

## Raw Survey Results



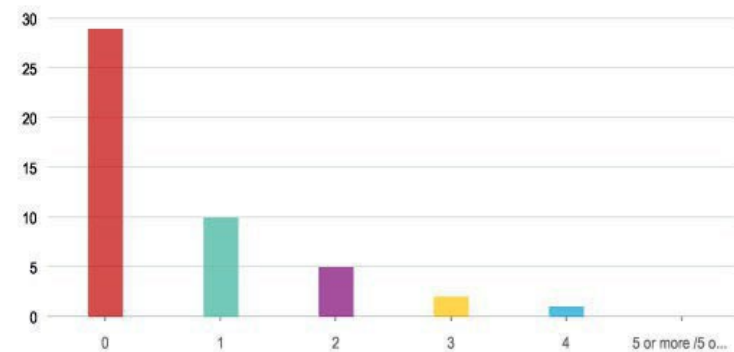
**Answers** **Count** **Percentage**

Spinning (i.e. group spinners, individual spinners) / Hilado (es decir, hilanderos grupales, hilanderos individuales)	11	23.4%
Climbing (i.e. net climbers, climbing walls) / Escalada (es decir, escaladores de red, muros de escalada)	16	34.04%
Swinging (rope swing, hammock swing, basket swing, tire swing, belt swing) / Columpio (columpio de cuerda, columpio de hamaca, columpio de canasta, columpio de llanta, columpio de cinturón)	13	27.66%
Towers (rope tower, boulder scramble) / Torres (torre de cuerdas, lucha de rocas)	11	23.4%
Sensory (water features, sand play, musical instruments, textural play panels) / Sensorial (elementos acuáticos, juegos de arena, instrumentos musicales, paneles de juego texturizados)	12	25.53%
Motion (zip line, spiral slide, teeter-totter) / Movimiento (tirolina, tobogán en espiral, balancín)	17	36.17%
Balance (wooden stump steppers, balance beams) / Equilibrio (escaladores de madera, vigas de equilibrio)	13	27.66%

fence	1
entrance	1
Invest	1
Synlawn	1
bio	1
synthetic	1
turf	1
area	1
green	1
year	1
long	1
Accessible	1

Answered: 15 Skipped: 32

How many children under 18 live in your household? / ¿Cuántos menores de ...



# Appendix A Madsen Park

## Raw Survey Results

Answers	Count	Percentage
0	29	61.7%
1	10	21.28%
2	5	10.64%
3	2	4.26%
4	1	2.13%
5 or more /5 o más	0	0%

Answered: 47 Skipped: 0

What is your ethnicity? (Please select all that apply.)/Cuál es tu etnia? (Seleccione todas...

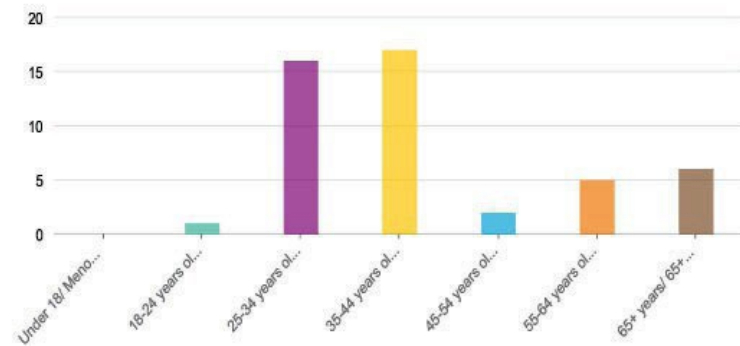


Answers	Count	Percentage
American Indian / Native American / Nativo americano o nativo de Alaska	2	4.26%
Asian / asiático	1	2.13%
Black / African American / afroamericano	1	2.13%
Pacific Islander / Isleño del Pacífico	1	2.13%

Hispanic / Latino / Hispano o latino	12	25.53%
White / Caucasian / Blanco o caucásico	37	78.72%

Answered: 47 Skipped: 0

What is your age? / ¿Cuál es su edad?



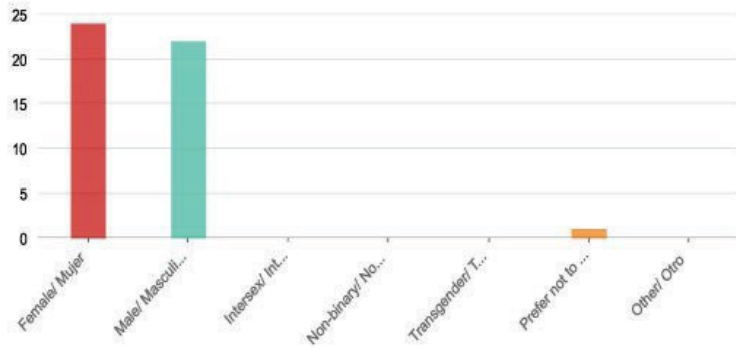
Answers	Count	Percentage
Under 18 / Menos de 18 años	0	0%
18-24 years old / 18-24 años	1	2.13%
25-34 years old / 25-34 años	16	34.04%
35-44 years old / 35-44 años	17	36.17%
45-54 years old / 45-54 años	2	4.26%
55-64 years old / 55-64 años	5	10.64%
65+ years / 65+ años	6	12.77%

Answered: 47 Skipped: 0

Which of the following best describes how you think of yourself? / ¿Cuál de l...

# Appendix A Madsen Park

## Raw Survey Results

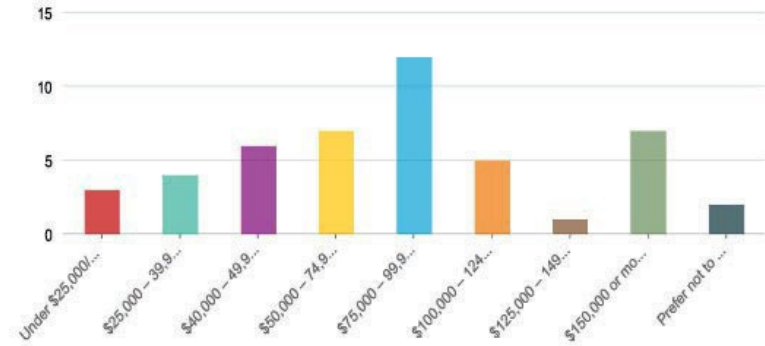


**Answers** **Count** **Percentage**

Female/ Mujer	24	51.06%
Male/ Masculino	22	46.81%
Intersax/ Intersaxual	0	0%
Non-binary/ No binario	0	0%
Transgender/ Transgénero	0	0%
Prefer not to answer/ Prefiero no contestar	1	2.13%
Other/ Otro	0	0%

Answered: 47 Skipped: 0

What is your household income?/ ¿Cuál es su ingreso familiar?



**Answers** **Count** **Percentage**

Under \$25,000/ Menos de \$25,000	3	6.38%
\$25,000 - 39,999	4	8.51%
\$40,000 - 49,999	6	12.77%
\$50,000 - 74,999	7	14.89%
\$75,000 - 99,999	12	25.53%
\$100,000 - 124,999	5	10.64%
\$125,000 - 149,999	1	2.13%
\$150,000 or more/ \$150,000 o más	7	14.89%
Prefer not to state/ Prefiero no contestar	2	4.26%

Answered: 47 Skipped: 0

Please share the names of any community groups, organizations, or individuals you think...

The word cloud requires at least 20 answers to show.

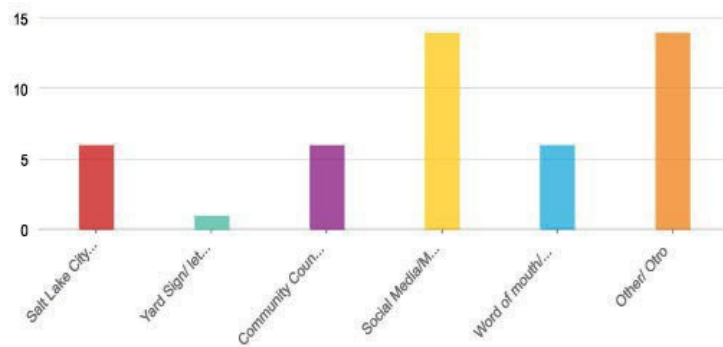
# Appendix A Madsen Park

## Raw Survey Results

Councils.	1
&	1
Group	1
LHM	1
Power	1
Plant	1
Fair	1
involvement	1
group.	1
Cocohut	1
landlords	1
business	1

Answered: 14 Skipped: 33

How did you find out about this project?/ ¿Cómo se enteró de este proyecto?



# Appendix A Madsen Park

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## Survey Comments

*Please install no camping signage, and no smoking signage. I didn't see a category for one small pavilion. More trees where appropriate. Small bicycle rack for bikers to lock up and park bikes.*

*Please keep the basketball court where it is and fix the court. The trains kinda make it cool. Kiddo loves trains but lets scoot the playground over. Movie night or yoga in the park would be amazing! Really love the set up at North Canyon Park Bountiful.*

*Someone mentioned a pool on social media. There's a serious lack of safe water engagements spaces in SLC. A splash pad here would be amazing.*

*We use this park weekly for our kids. They love it and we are excited to be able to use it with more confidence and enjoyment!*

*We live 5 minute walk away and take our kids there multiple times every week. I would love to see the park do well and am especially interested in good playground equipment.*

*It really would be special to have water to play in small fountain etc. Also dog seems ok big playground scream this place is for children.*

*Restrict homeless so it can be safe for families. Madsen Park is located about 200 feet from a railroad track. For children's safety, I would recommend that contractors construct a fence*

*to provide safety to all visitors of Madsen Park.*

*There will need to be increased police presence before this park is safe for kids and dogs. There is far too much drug use and homeless encampments in this park.*

*I know this is going to sound callous but a big reason I don't visit is because of urban campers -- I'm a woman with a toddler daughter and it's hard to feel safe when so many urban campers have mental health and/or substance abuse struggles.*