Deerfield Township, Ohio

Parks Master Plan Update

Draft Plan Recommendations Workshop #4- 28 November 2018
Workshop #4 Agenda

- Introductions & Project Overview
- Findings to Date
- Recommendations Review
- Open Forum / Questions / Discussion
- Next Steps
Parks Master Plan Schedule

- Project Start Up- April 2018
- Existing Conditions
  - Focus Group Interviews
  - Site Inventory & Assessment
  - Demographic & Trends Analysis
  - Benchmarking
- Public Engagement
  - Citizen Steering Committee Meetings
  - Statistically Valid Community Survey
  - Community Workshops (4)
- Draft Parks Master Plan- December 2018
- Final Parks Master Plan- February 2019
Findings to Date
Workshops #1 Summary

Positives:
- Parks are clean, well maintained and provide great ballfields, amenities and offerings
- Program offerings are great (Snyder House, 5K Runs, Butterfly Walk, Shakespeare in the Park, etc.)
- Carter Park and Kingswood Park present unique opportunities

Negatives:
- Parks are scattered, logistics problem
- Need more access to the Little Miami River
- There are not many rentable facilities / shelters
- Parking is lacking at some parks
- Biking/Hiking trails need better maintenance
Workshop #2 Summary

- Need connections between parks (Paths)
- Deerfield farmer’s market needs a permanent shelter
- How can the Fleckenstein Barn be used?
- Robert’s Park needs parking and triangle improvements, etc.
- Restrooms are important at every park
- Kingswood Park needs:
  - Fishing allowed
  - Plant life identity markers
  - Dog Park
  - Cyclocross Trails
  - Benches around ponds
  - Blocking of Innovation Way during special events, etc.
  - Kingswood indoor space rental facility
Workshop #3 Summary

- Review of the Community Survey Results
- Lengthy discussion on Kingswood Park
- Discussions on overall connectivity and park amenities
- Desires for Kingswood Park:
  - Develop 30% for Township Administration; Leave 70% as passive park
  - Establish a permanent Farmer’s Market Facility
- Desires for Cottell Park:
  - Connect to surrounding neighborhoods
  - Improve Snyder House
- Desires for Landen-Deerfield Park:
  - Improve Ingress/Egress
  - Improve to same standard as Deerfield Parks
2018 Deerfield Township Community Interest and Opinion Survey

Presented by

ETC Institute

October 11, 2018
Summary

- Overall satisfaction with recreation services is high (74%)
  - Maintenance and number of parks
  - Quality and number of fields
- Biggest obstacle to usage is not knowing what is offered
- Most respondents (58%) would be supportive of the Township exploring the feasibility of a multi-purpose community building
Summary

- **Amenity Priorities:**
  - (1) Walking Trails
  - (2) Biking Trails
  - (3) Greenspaces and Natural Areas
  - (4) Nature Center
  - (5) Sledding Hills
  - (6) Neighborhood Parks

- **Programming Priorities:**
  - (1) Nature Programs
  - (2) Adult Fitness and Wellness Programs
  - (3) Community Special Events
  - (4) Family Programs
  - (5) Senior Fitness and Wellness Programs
Topics

- Usage of Parks and Facilities
  - Parks/Facilities households used during the last 12 months
  - Quality and Condition of the Parks/Facilities

- Program Participation
  - Programs participated in during the last 12 months
  - Quality of Recreation Programs/Activities

- Barriers to Usage
  - Reasons preventing use of Parks, Recreation Facilities and Programs
  - Sources households use to learn about Parks & Recreation Programs and Activities
  - Most preferred sources
Topics

- Unmet Needs and Priorities for **Programs**
  - Programs respondent households have a need for
  - How well Parks and Recreation Programs meet household needs
  - Estimated number of households whose needs for Programs are met 50% or less
  - Unmet needs Rating for Recreation Programs
  - Programs most important to respondent households
  - Importance Rating for Recreation Programs
  - **TOP PRIORITIES FOR INVESTMENT IN RECREATION PROGRAMS**
Topics

- Unmet Needs and Priorities for Amenities
  - Amenities respondent households have a need for
  - How well Parks and Recreation Amenities meet household needs
  - Estimated number of households whose needs for Amenities are met 50% or less
  - Unmet needs Rating for Recreation Amenities
  - Amenities most important to respondent households
  - Importance Rating for Recreation Amenities
  - TOP PRIORITIES FOR INVESTMENT IN RECREATION AMENITIES
Topics

- **Improvement Priorities**
  - Actions Deerfield Township could take to improve the Parks & Recreation System (supportive)
  - Most important actions that Deerfield Township could take to improve the System (priorities)

- **Kingswood**
  - Level of support for potential Options for Kingswood
  - Level of support for Actions taken at Kingswood that would generate revenue
  - Should a portion of the Kingswood property be sold/leased for commercial development which most favor

- **Additional**
  - How supportive of changing the current renewable parks tax levy to permanent parks tax levy (%support)
  - Reasons why not supportive
Summary

- Overall satisfaction with recreation services is high (74%)
  - Maintenance and number of parks
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  - (1) Nature Programs
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  - (3) Community Special Events
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Topics

• Usage of Parks and Facilities
  o Parks/Facilities households used during the last 12 months
  o Quality and Condition of the Parks/Facilities

• Program Participation
  o Programs participated in during the last 12 months
  o Quality of Recreation Programs/Activities

• Barriers to Usage
  o Reasons preventing use of Parks, Recreation Facilities and Programs
  o Sources households use to learn about Parks & Recreation Programs and Activities
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Topics

- Unmet Needs and Priorities for Programs
  - Programs respondent households have a need for
  - How well Parks and Recreation Programs meet household needs
  - Estimated number of households whose needs for Programs are met 50% or less
  - Unmet needs Rating for Recreation Programs
  - Programs most important to respondent households
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  - TOP PRIORITIES FOR INVESTMENT IN RECREATION PROGRAMS
Topics

• Unmet Needs and Priorities for Amenities
  o Amenities respondent households have a need for
  o How well Parks and Recreation Amenities meet household needs
  o Estimated number of households whose needs for Amenities are met 50% or less
  o Unmet needs Rating for Recreation Amenities
  o Amenities most important to respondent households
  o Importance Rating for Recreation Amenities
  o **TOP PRIORITIES FOR INVESTMENT IN RECREATION AMENITIES**
Topics

• Improvement Priorities
  o Actions Deerfield Township could take to improve the Parks & Recreation System (supportive)
  o Most important actions that Deerfield Township could take to improve the System (priorities)

• Kingswood
  o Level of support for potential Options for Kingswood
  o Level of support for Actions taken at Kingswood that would generate revenue
  o Should a portion of the Kingswood property be sold/leased for commercial development which most favor

• Additional
  o How supportive of changing the current renewable parks tax levy to permanent parks tax levy (%support)
  o Reasons why not supportive
Recommendations Review
Review of Vision & Goals

Vision:

*Connect residents with safe places to gather and play while promoting healthy activity lifestyles, community wellness, and environmental sustainability.*

Goals:

- Functionally align the Department to best meet community needs
- Improve marketing and public outreach of parks, amenities, and programming
- Maintain high quality parks, trails, and open spaces based on adopted Level of Service (LOS) standards and the Township’s overall contribution to the surrounding parks and recreation system
- Enhance accessibility and connectivity of the parks, trails, and open spaces
- Right-size parks and amenities based on park classifications
- Continue to enhance recreational programming to meet residents’ unmet needs
- Build consensus on future use of Kingswood Park
Program and Operations Assessment
Demographics

- Significantly higher annual growth rate than Ohio and the U.S.
- Larger average household size than Ohio and the U.S.
- Younger population than Ohio and the U.S.
- Much lower Black Alone population and much greater Asian population than Ohio.
- Hispanic/Latino population is significantly lower than the national average but is aligned with Ohio.
- Much higher per capita income and median household income than Ohio and the U.S.
Recreation Trends (Local)

Top Market Potential Index (MPI) Scores

- **General Sports**
  - Tennis (128)
  - Golf (127)
  - Soccer (126)

- **Fitness**
  - Jogging/running (142)
  - Yoga (130)
  - Pilates (128)

- **Outdoor Activity**
  - Bicycling – mountain (131)
  - Hiking (128)
  - Bicycling – road (118)

- **Commercial Recreation**
  - Visiting a theme park in last 12 months (139)
  - Spending $250+ on sports/recreation equipment (133)
  - Playing board games (128)
### Positive takeaways:
- Higher participation levels for programs and ballfields
- Strong acres per 1,000 residents (level of service)
- Personnel costs as % of budget is inline with best practice

### Areas for improvement
- Lack of indoor rec space
- FTEs per 10,000 residents
- Low spending on parks and rec per capita
- Low earned income; consequently, low overall cost recovery
- Potential overuse of ballfields
Recreation Program Assessment

Program Needs:
- Community special events
- Nature programs
- Adult fitness & wellness programs
- Family programs
- Youth sports programs
- Senior fitness & wellness programs

Program Importance:
- Nature programs
- Community special events
- Family programs
- Adult fitness & wellness programs
- Youth sports programs
- Senior fitness & wellness programs
Recreation Program Assessment

General Observations:
- Broaden age segment appeal and focus
- Enhance evaluations by analyzing lifecycle stage
- Adopt and adhere to a “classification of services” philosophy
- Continue to expand cost recovery data practices
- Incorporate additional pricing tactics as appropriate
- Formalize all partnership agreements
- Enhance volunteerism analytics
General Observations:

- What is the Department’s vision?
- Defining strategies
  - Land dedication ordinance
  - Impact fees
  - Drones in parks
  - ADA
  - Smoking in parks
  - Private use in parks
  - Pricing of services
- Establish operational maintenance standards and manage to them
- Key Performance Indicators (KPIs)
- Technology systems
Park Classifications and Level of Service
Park Classifications

Classifications
- HOA/Plaza
- Neighborhood
- Community
- Open Space/Natural Area

Criteria
- Park size
- Service radius
- Length of stay and user experience
- Site features/amenities
- Revenue facilities
- Land usage
- Maintenance standards
- Signage, parking, lighting

Properties Owned by Deerfield Township

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<tr>
<th>Classification</th>
<th>Property</th>
<th>Acreage</th>
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<tbody>
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<td>HOA/Plaza Park</td>
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Total Acreage: 468.73
## Deerfield Township Level of Service Standards

### 2018 Inventory - Developed Facilities

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<th>Item</th>
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<th>Supported (In Deerfield; Owned by Others)</th>
<th>Supported (Not in Deerfield; Owned by Others)</th>
<th>Total Inventory</th>
<th>Current Service Level Based Upon Population</th>
<th>Recommended Service Levels, Revised for Local Service Area</th>
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<td>468.75</td>
<td>188.96</td>
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<td>32.02 acres per 1,000</td>
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<td>.9 SF per person</td>
<td>.9 SF per person</td>
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### Level of Service (LOS)

- **Parkland**
  - Neighborhood parks
  - Open space/natural areas

- **Trails**
  - Paved

- **Outdoor facilities**
  - Cricket fields
  - Nature playgronds
  - Pickleball courts
  - Playgrounds
  - Softball fields
  - Splash pads
  - Volleyball courts

- **Indoor facilities**
  - Indoor recreation space
  - Nature centers
  - Senior activity space
Equity Mapping

Classifications
- HOA/Plaza Sites – ¼ mi radius
- Open Space – ½ mi radius
- Neighborhood Parks – 1 mi radius
- Community Parks – 2 mi radius

Highlights
- Generally good coverage
- Community Parks serve as Neighborhood parks for adjacent residents
- Mason Parks, VOA, Warren County and State park land contributes
- Connectivity can improve access
System-Wide Connectivity
Connectivity Opportunities

Existing multi-use Trails
- Little Miami Trail
- Miami – to – Miami
- Mason
- County
- Park Trails

Opportunities
- Main road rights-of-way
- Powerline easements
- Riparian corridors
- Connect neighborhoods to parks, services and destinations
Park Recommendations / Park Concept Plans
Park Recommendations

Roberts Park
- Add parking in the southwest corner
- Add a raingarden near the parking
- Add, or complete trails
- Add a Nature Playscape
- Add a picnic shelter
- Add trees/landscape
- Add a park sign along Butler-Warren Road
Fleckenstein Park

- Add a shelter and drinking fountain near the barn
- Program the barn and upgrade the barn to support the program
- Refine the site plan at the barn to support the program
- Expand Restrooms at the center of the sports fields or at the barn
- Add pickleball courts (2 – 4)
- Add basketball
Carter Park

- Improve access and parking
- Add wayfinding and improved trail signage
- Add a trail head kiosk
- Add a Nature Playscape
- Potential site for Nature Center and nature trail
- Expand the community garden
- Convert the Green Roof building to rest rooms or programmable space
- Connect paths to the Township network and the Miami to Miami system
- Add and overlook and bridge across the river
- Enhance the pond
- Add shelters
Fosters Crossing

- Add a trail head at the old 3C bridge
- Explore a potential development opportunity for the site
- Add/improve the canoe launch
- Connect the a multi-use trail across the river
- Connect a multi-use trail south to Carl A. Rahe State Park and Jeremiah Morrow Barn
- Potential site for a Nature Center
- Potential acquisition of Carl A. Rahe State Park
Park Recommendations

**Landen-Deerfield Park**

- Improve auto access and egress
- Connect park trails to the Township network
- Add a Nature Playscape
- Upgrade fields and facilities
**Kingswood**

- Develop a small area south of Innovation Way for Township Offices
- Build a permanent Farmers Market structure (multi-purpose)
- Add a safe pedestrian crossing of Innovation Way
- Add a Nature Playscape
- Add a multi-Use synthetic turf sports field (2 alternate locations)
- Improve the trail system
- Improve pond access
- Add a shelter near the pond
- Connect the park to the Township trail network
- Add a disc golf course of at least 18 holes
- Add a community theater/cultural arts center
Schappacher Park

- Improve and expand the dog park
- Connect the park to the Township trail network
- Add auto access from Irwin-Simpson Road
- Acquire the corner parcel
- Upgrade the play structure and shelter
- Replace the bridge
Cottell Park

- Upgrade Snider House
- Add synthetic turf multi-use sports field between ballfields
- Add parking
- Complete the loop drive around the tennis courts
- Extend curb & gutter south on Snider Road
- Add a park sign on a new wall at the southwest corner of the park
Open Forum
Thank You!

Next Steps
## Project Schedule

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<th>APR</th>
<th>MAY</th>
<th>JUN</th>
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Key Milestones

- Community Workshop #1 – June 27
- Community Workshop #2 – September 5
- Community Workshop #3 – October 11
- Community Workshop #4 – November 28
- Presentation to Board of Trustees – January 15