



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



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**

# **2018 Deerfield Township Community Interest and Opinion Survey**

---

**PRESENTED BY**



**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**

# 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

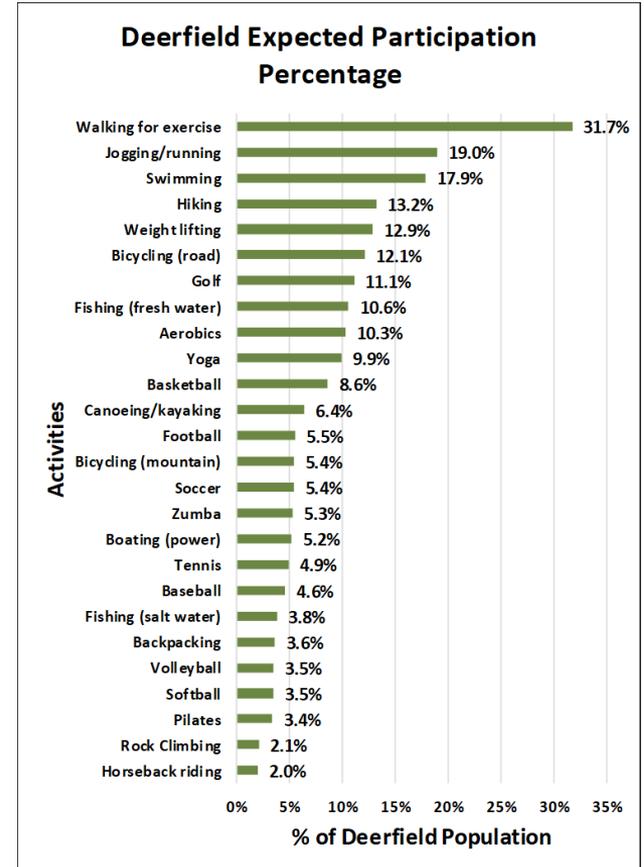
- Significantly higher annual growth rate than Ohio and the U.S.
- Larger average household size than Ohio and the U.S.
- Younger population than Ohio and the U.S.
- Much lower Black Alone population and much greater Asian population than Ohio.
- Hispanic/Latino population is significantly lower than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

2017 Demographic Comparison		Deerfield	Ohio	U.S.A.
Population	Annual Growth Rate (2010-2017)	1.29%	0.27%	0.87%
	Projected Annual Growth Rate (2017-2032)	1.22%	0.25%	0.83%
Households	Annual Growth Rate (2010-2017)	1.18%	0.30%	0.79%
	Average Household Size	2.70	2.43	2.59
Age Segment Distribution	Ages 0-17	26%	22%	22%
	Ages 18-34	20%	22%	24%
	Ages 35-54	30%	25%	26%
	Ages 55-74	19%	24%	22%
	Ages 75+	4%	7%	6%
Race Distribution	White Alone	79.2%	81.0%	70.2%
	Black Alone	3.9%	12.6%	12.8%
	American Indian	0.1%	0.2%	1.0%
	Asian	13.5%	2.2%	5.6%
	Pacific Islander	0.1%	0.0%	0.2%
	Some other Race	1.0%	1.4%	6.8%
	Two or More Races	2.2%	2.5%	3.4%
Hispanic/Latino Population	Hispanic / Latino Origin (any race)	3.6%	3.8%	18.1%
	All Others	96.4%	96.2%	81.9%
Income Characteristics	Per Capita Income	\$42,197	\$28,541	\$30,820
	Median Household Income	\$87,723	\$52,128	\$56,124

# 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)



# Benchmarking

## 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

Agency	Population	Total Park Sites	Total Acres Owned or Managed	Total Acres per 1,000 Residents
Fairfield	42,647	35	812	19.04
Centerville - Washington Twp	58,500	50	1,050	17.95
Deerfield Twp	39,312	10	469	11.92
Anderson	43,550	8	411	9.43
Orange Twp	26,000	8	112	4.31
<i>NRPA Median for Agencies Serving 20K-50K Residents = 9.6 Acres per 1,000 Residents</i>				

Agency	Population	Total Operating Expense	Operating Expense per Resident
Fairfield	42,647	\$ 4,527,393	\$ 106.16
Centerville - Washington Twp	58,500	\$ 5,931,683	\$ 101.40
Anderson	43,550	\$ 3,563,036	\$ 81.81
Deerfield Twp	39,312	\$ 1,199,619	\$ 30.52
Orange Twp	26,000	\$ 758,456	\$ 29.17
<i>NRPA Median for Agencies Serving 20K-50K Residents = \$86.60 Operating Expense per Resident</i>			

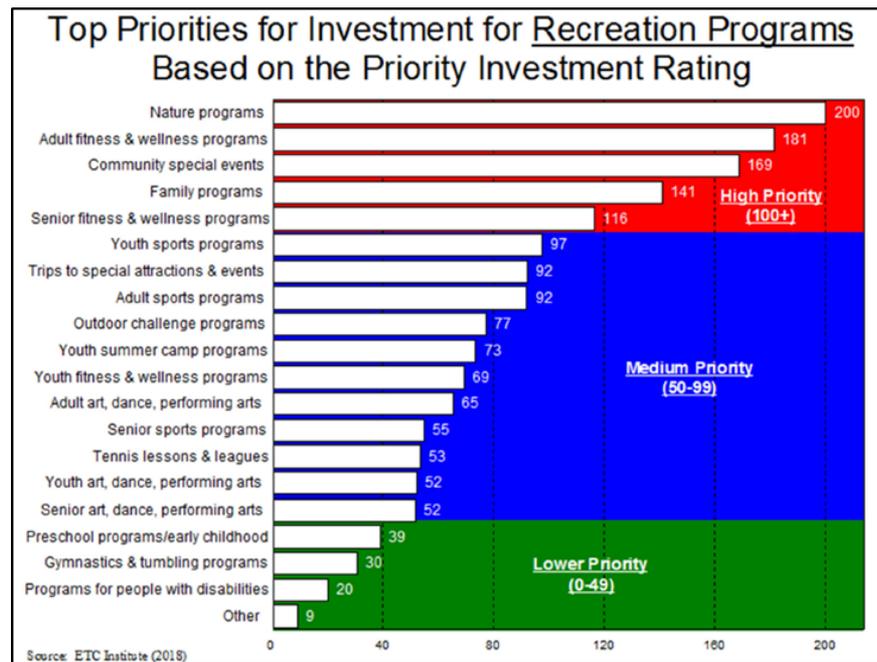
# Recreation Program Assessment

## 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:

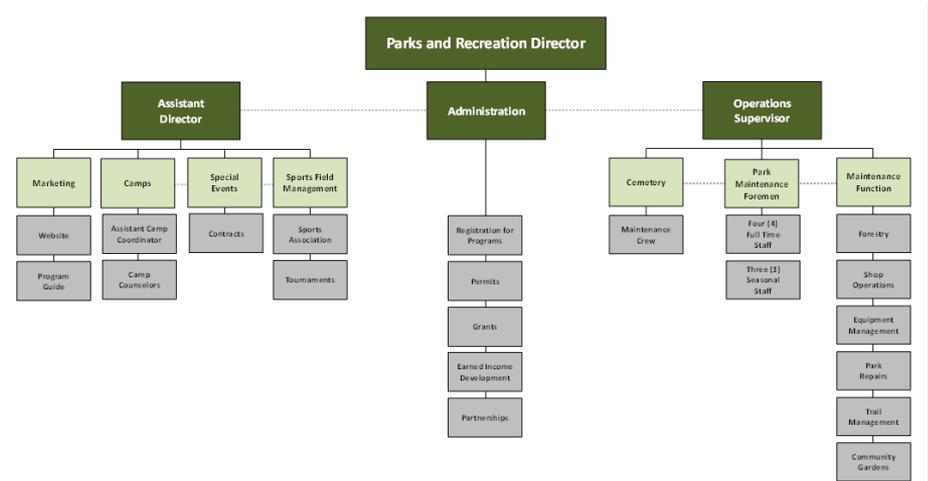
- Broaden age segment appeal and focus
- Enhance evaluations by analyzing lifecycle stage
- Adopt and adhere to a “classification of services” philosophy
- Continue to expand cost recovery data practices
- Incorporate additional pricing tactics as appropriate
- Formalize all partnership agreements
-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



# Operations Assessment

## 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		
Classification	Property	Acreage
HOA/Plaza Park	20 Mile Stand Park	4.44
HOA/Plaza Park	Arbor Square Park	0.26
HOA/Plaza Park	Bowen Park	5.58
Neighborhood Park	<u>Schappacher</u> Park	10.10
Community Park	Carter Park	87.81
Community Park	<u>Cottell</u> Park	47.37
Community Park	Fleckenstein Park	49.75
Open Space/Natural Area	Deerfield South Park	3.60
Open Space/Natural Area	Carriage Gate Open Space	6.24
Open Space/Natural Area	Duke Open Space	4.19
Open Space/Natural Area	Foster's Crossing	5.23
Open Space/Natural Area	Governor's Point Parcels / Duke Blvd	7.30
Open Space/Natural Area	Kingswood Park	96.44
Open Space/Natural Area	Loveland Park Open Space	20.94
Open Space/Natural Area	Roberts Park	79.40
Open Space/Natural Area	Shore Little Miami River Open Space	16.06
Open Space/Natural Area	<u>Townsley</u> Open Space	24.02
<b>Total Acreage:</b>		<b>468.73</b>

# Level of Service (LOS)

- Parkland
  - Neighborhood parks
  - Open space/natural areas
- Trails
  - Paved
- Outdoor facilities
  - Cricket fields
  - Nature playgrounds
  - Pickleball courts
  - Playgrounds
  - Softball fields
  - Splash pads
  - Volleyball courts
- Indoor facilities
  - Indoor recreation space
  - Nature centers
  - Senior activity space

2018 Inventory - Developed Facilities						
Item	Deerfield Township	Supported (In Deerfield; Owned by Others)	Supported (Not in Deerfield; Owned by Others)	Total Inventory	Current Service Level Based Upon Population	Recommended Service Levels; Revised for Local Service Area
<b>PARKLAND</b>						
HOA/Plaza Parks	10.28	-	-	10.28	0.26 acres per 1,000	0.25 acres per 1,000
Neighborhood Parks	10.10	5.83	-	15.93	0.41 acres per 1,000	0.50 acres per 1,000
Community Parks	184.93	91.34	181.00	457.27	11.63 acres per 1,000	11.50 acres per 1,000
Open Space/Natural Areas	263.42	68.97	-	332.39	8.46 acres per 1,000	8.60 acres per 1,000
Regional Parks	-	-	435.00	435.00	11.07 acres per 1,000	11.00 acres per 1,000
Special Use	-	3.72	3.00	6.72	0.17 acres per 1,000	0.17 acres per 1,000
<b>Total Park Acres</b>	<b>468.73</b>	<b>169.86</b>	<b>619.00</b>	<b>1,257.59</b>	<b>31.99 acres per 1,000</b>	<b>32.02 acres per 1,000</b>
<b>TRAILS</b>						
Paved Trails (Mi.)	11.96	41.23	5.20	58.39	1.49 miles per 1,000	1.50 miles per 1,000
Unpaved Trails (Mi.)	3.14	2.89	6.60	12.63	0.32 miles per 1,000	0.30 miles per 1,000
<b>Total Trail Miles</b>	<b>15.10</b>	<b>44.12</b>	<b>11.80</b>	<b>71.02</b>	<b>1.81 miles per 1,000</b>	<b>1.80 miles per 1,000</b>
<b>OUTDOOR FACILITIES</b>						
Backstops	7.00	11.00	-	18.00	1 field per 2,184	1 field per 3,000
Baseball Fields	7.00	10.00	14.00	31.00	1 field per 1,268	1 field per 4,000
Basketball Courts	2.00	1.00	2.00	5.00	1 court per 7,862	1 court per 8,000
Cricket Fields	-	-	1.00	1.00	1 court per 39,312	1 court per 39,000
Dog Parks	1.00	-	1.00	2.00	1 site per 19,656	1 site per 35,000
Nature Playgrounds	-	-	-	-	1 site per -	1 site per 10,000
Outdoor Pools	-	-	1.00	1.00	1 site per 39,312	1 site per 40,000
Picnic Shelters	5.00	4.00	6.00	15.00	1 site per 2,621	1 site per 4,000
Pickleball Courts	-	-	-	-	1 court per -	1 court per 7,000
Playgrounds	5.00	4.00	2.00	11.00	1 site per 3,574	1 site per 3,500
Rectangular Fields	8.00	5.00	40.00	53.00	1 field per 742	1 field per 4,000
Skate Parks	-	1.00	-	1.00	1 site per 39,312	1 site per 50,000
Snow Sledding Hills	-	-	1.00	1.00	1 site per 39,312	1 site per 40,000
Softball Fields	-	-	4.00	4.00	1 field per 9,828	1 field per 6,500
Splash Pads	-	-	-	-	1 site per -	1 site per 30,000
Tennis Courts	6.00	2.00	6.00	14.00	1 court per 2,808	1 court per 4,000
Volleyball Courts	-	-	-	-	1 court per -	1 court per 15,000
<b>INDOOR FACILITIES</b>						
Indoor Pools	-	-	2.00	2.00	1 site per 19,656	1 site per 40,000
Indoor Recreation (Sq. Ft.)	-	-	63,000.00	63,000.00	1.60 SF per person	2.00 SF per person
Nature Centers	-	-	-	-	1 site per -	1 site per 40,000
Senior Activity Space	-	-	2,500.00	2,500.00	0.06 SF per person	0.25 SF per person

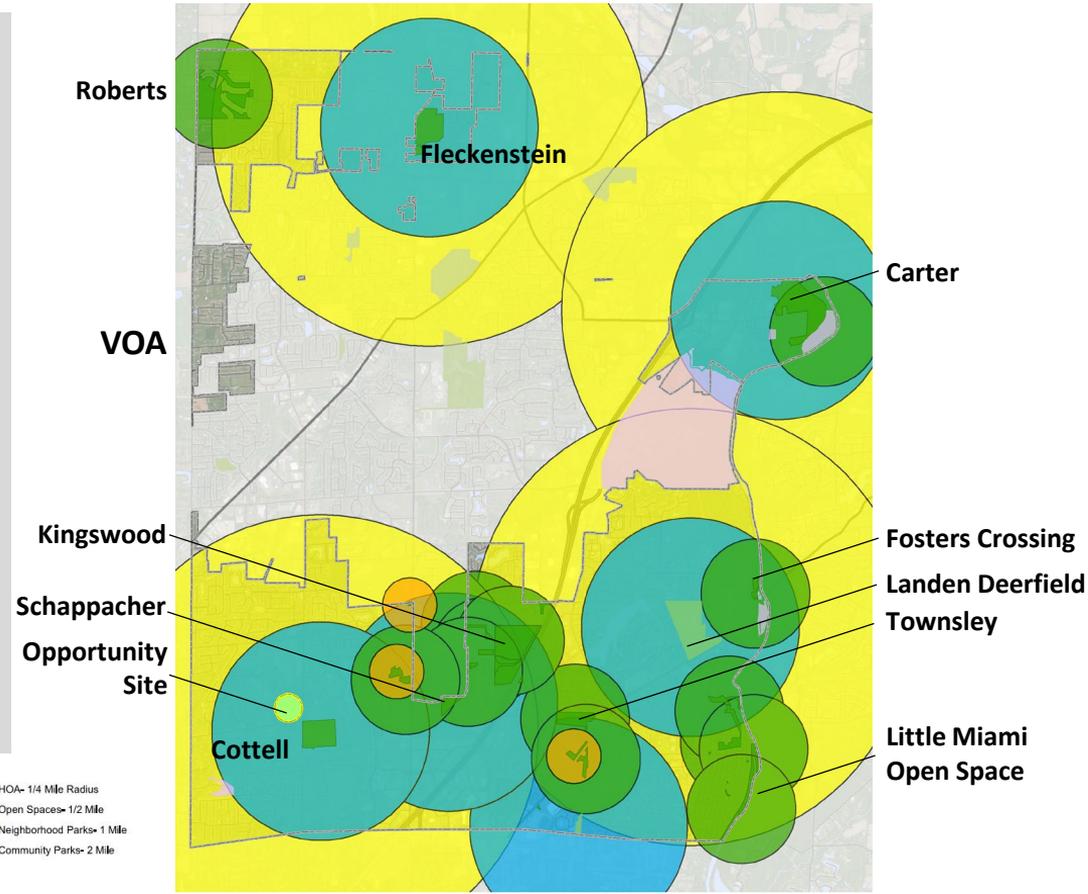
# Equity Mapping

## 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

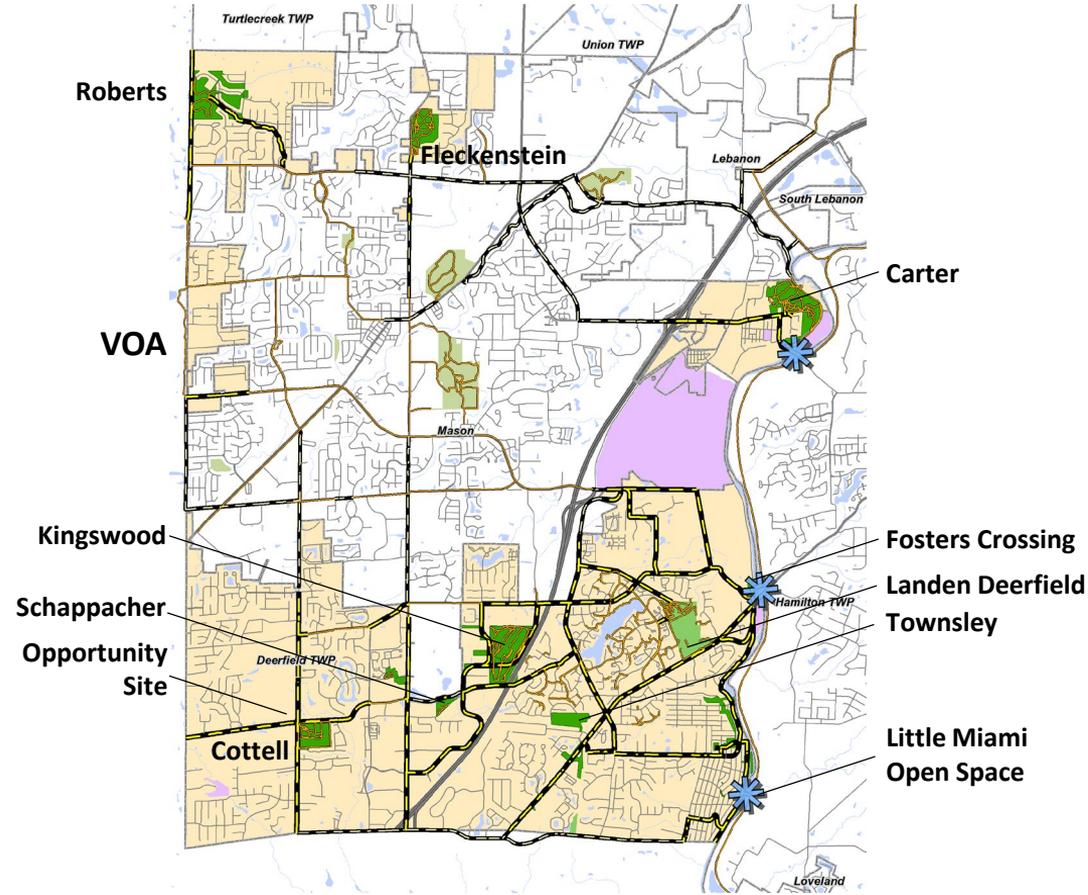
# Connectivity Opportunities

## 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



# Park Recommendations

## 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



# Park Recommendations

## 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



# Park Recommendations

## 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

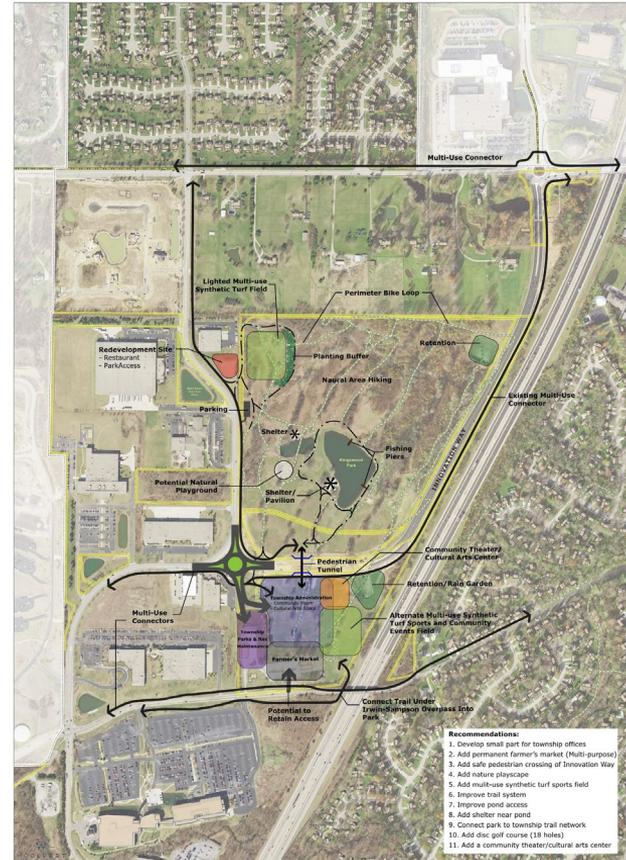
- Improve auto access and egress
- Connect park trails to the Township network
- Add a Nature Playscape
- Upgrade fields and facilities



# Park Recommendations

## 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





# Park Recommendations

## 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

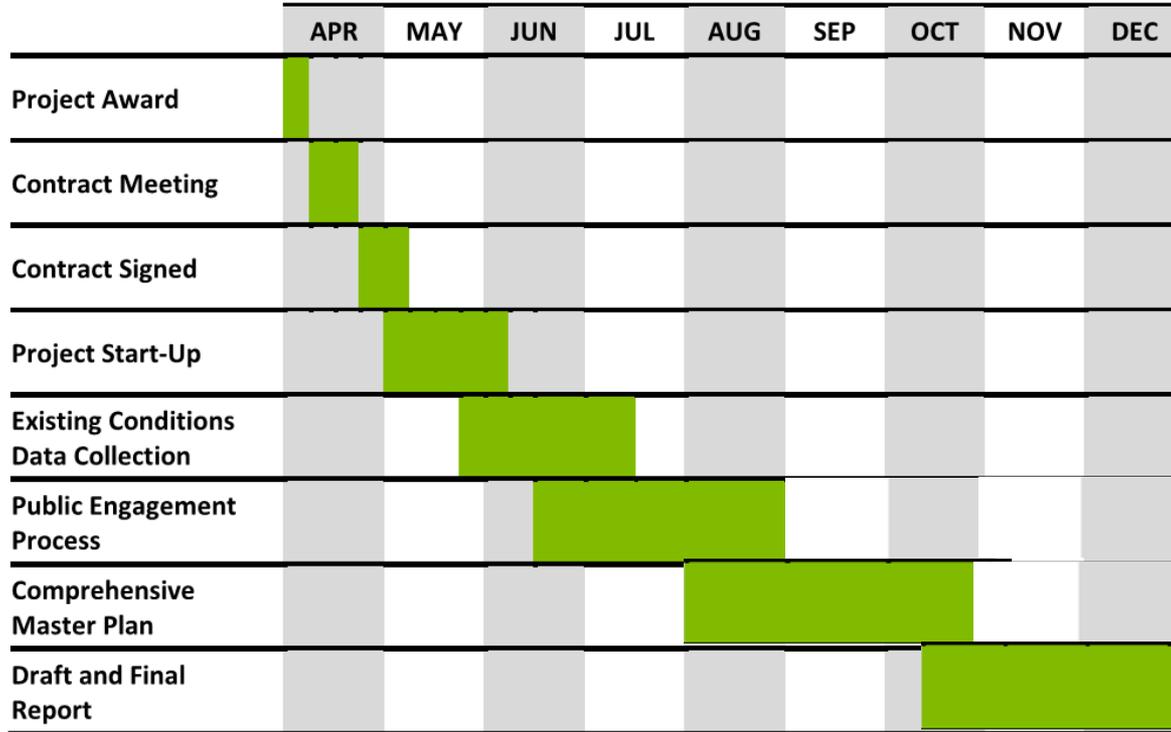


# Open Forum

Thank You!

Next Steps

# Project Schedule



# 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