

DRAFT FINDINGS & RECOMMENDATIONS

LOVELAND PARKS & RECREATION

MASTER PLAN

LOVELAND, OHIO

OCTOBER 5, 2005



2002 Comprehensive Plan

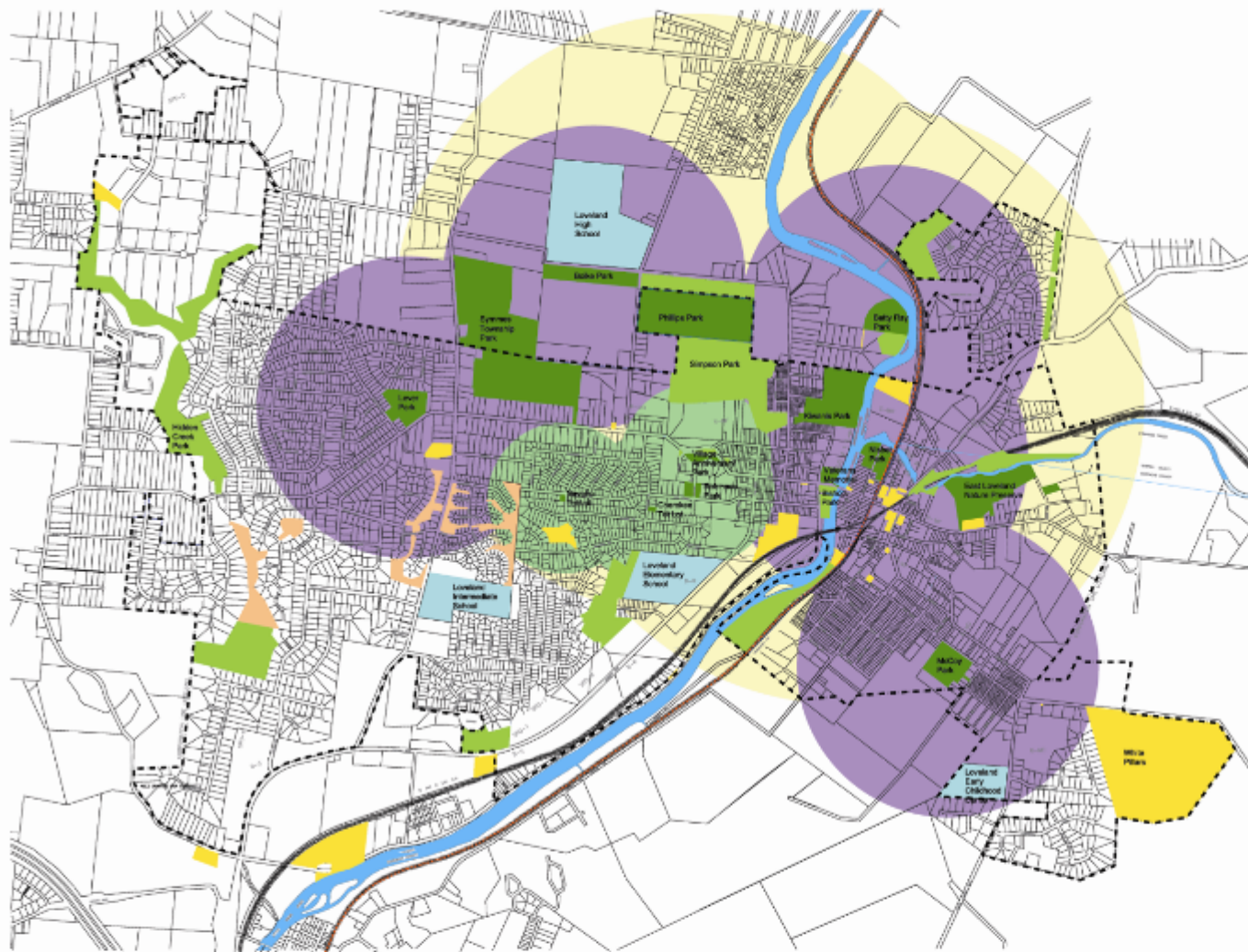
- *City-wide Goals & Strategies*

- *Parks & Open Space*

- *Aggressively preserve land for recreational development or open space.*
- *Strengthen neighborhood parks, providing for a system of linkages to other parks and recreational areas, and preserving open space.*
- *Work with developers and provide incentives for public amenities.*
- *Develop a parks and recreation plan*

Parks Inventory

- *15 Parks*
- *147.6 Acres of Park Space*
- *166.4 Acres Undeveloped City-Owned Open Space*
- *50.4 Acres at Schools Used for Recreation*
- *4.5 Acres of Little Miami Trail*
- *Total of 368.9 Acres of Parks & Open Space*
- *Total of 123.5 Acres Developed Park Land – 93.5 Acres City-Owned*
- *132 Persons per City-Owned Developed Park Acre*



- Legend**
- City Parks
 - Undeveloped City Owned Open Space
 - Other City Owned Land
 - Private Parks/Open Space
 - Schools
 - City Limit
 - Little Miami Scenic Trail
 - 1/4 Mile From Mini-Park
 - 1/2 Mile From Neighborhood Park
 - 1 Mile From Community Park

February 21, 2005

Existing Park Locations

Parks and Recreation Master Plan
Loveland, Ohio



Brandstetter Carroll Inc.
Architects Engineers Planners
Cincinnati Lexington Cleveland



Citizen Driven Plan

- *Public Workshops*
- *Stakeholder Meetings*
- *Master Plan Advisory Committee*
- *Statistically Valid Household Needs Assessment*

Public Workshop Vision

- *Indoor Multi-Purpose Center*
- *Outdoor Family Aquatic Center*
- *Family Oriented Parks/ Nature Space*
- *Bicycle Friendly Community*
- *Programs*
- *Cultural Facilities/Signature Park*
- *Government Cooperation*
- *Park Beautification & Improvements*
- *New Park Facility Development*
- *Sports Fields*

Stakeholder Groups

- *Kids on Bikes*
- *Loveland Schools*
- *Chamber of Commerce*
- *Loveland Soccer Club*
- *Loveland Baseball & Softball Ass'n*
- *Loveland Youth Football Cheerleading*
- *Loveland Youth Soccer Ass'n*
- *Tree & Environment Committee*
- *Recreation Commission*

City of Loveland

Citizen Survey Methodology

- *Questions on full-range of usage, satisfaction, needs, priorities and funding questions*
- *Administered by mail/phone*
- *Mailed to a random sampling of 1,002 households*
- *Phone follow-up to reach key demographic and geographic goals*
- *262 completed surveys, 26% response rate*
- *95% level of confidence with margin of error or +/-6.1%*

Survey Findings



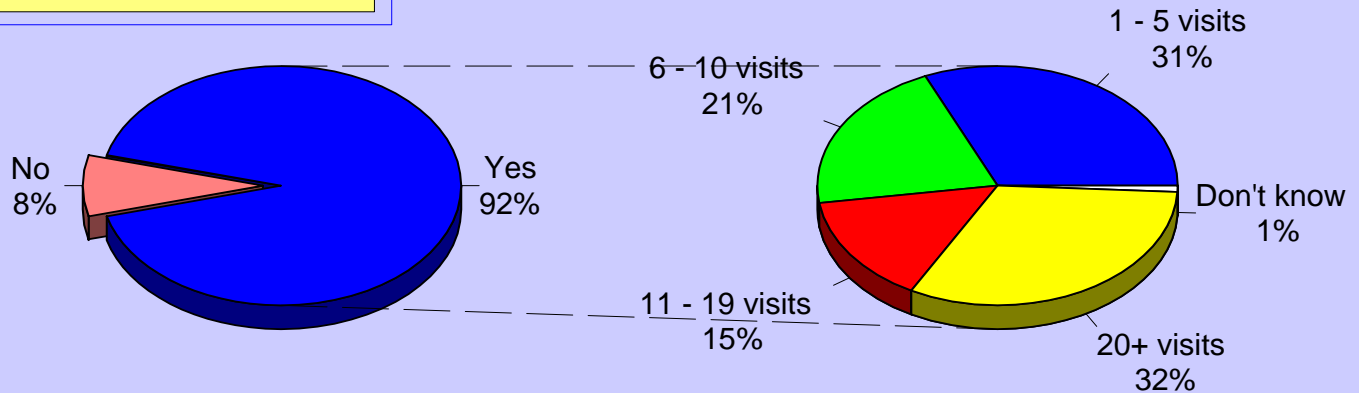
Finding #1: Usage of Parks is High

Q3. Have Respondent Households Visited Any City of Loveland Parks in the Past 12 Months

by percentage of respondents

Usage is considerably higher than national benchmark of 72%

Q3a. How Often Respondent Households Have Visited City of Loveland Parks During the Past Year



Source: Leisure Vision/ETC Institute (April 2005)

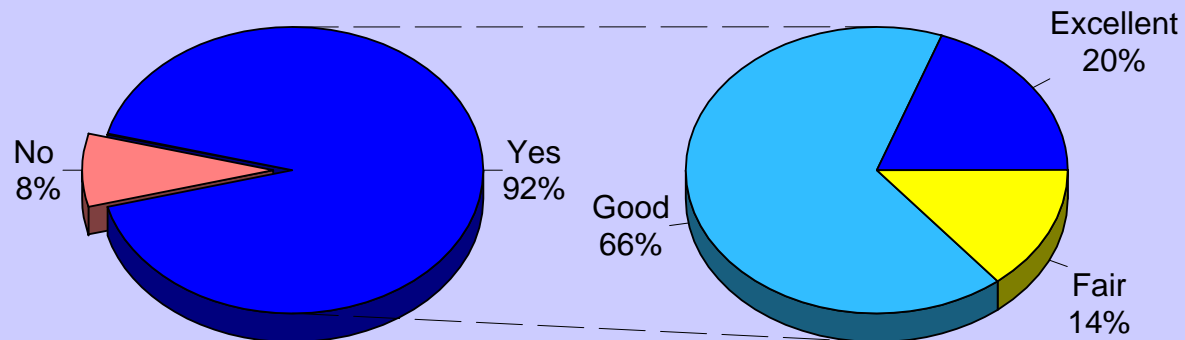
Finding #1: Usage of Parks is High

Q3. Have Respondent Households Visited Any City of Loveland Parks in the Past 12 Months

Excellent ratings considerably lower than national benchmark of 28%

by percentage of respondents

Q3b. How Respondent Households Rate the Physical Condition of All the City of Loveland Parks They Have Visited



Good ratings considerably higher than national benchmark of 53%

Source: Leisure Vision/ETC Institute (April 2005)

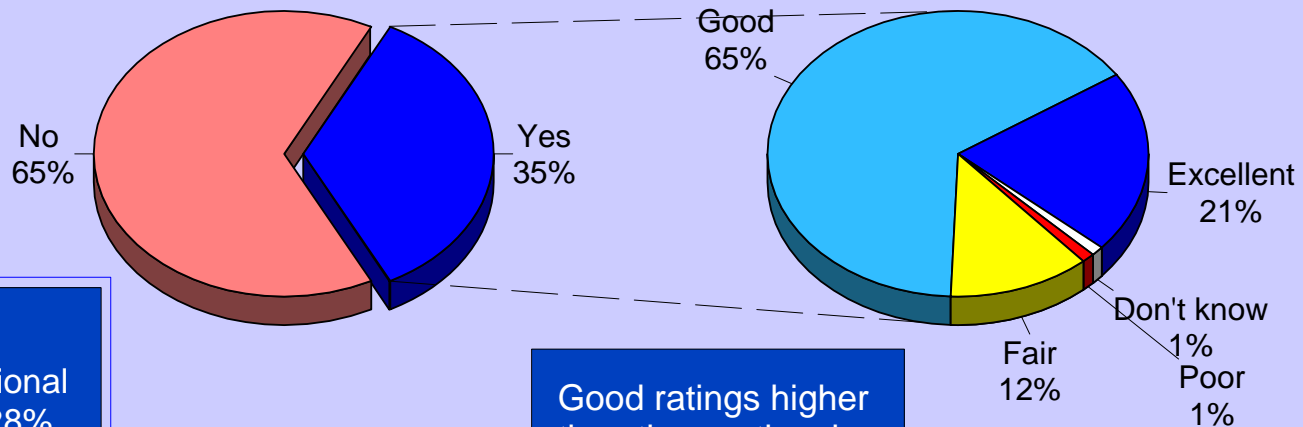
Finding #2: Participation in Programs is High

Q4. Have Respondent Households Participated in Programs Offered by Recreation Organizations in the City of Loveland Over the Past 12 Months

by percentage of respondents

Excellent ratings lower than than national benchmark of 32%

Q4a. How Respondent Households Rate the Quality of the Programs They Have Participated in



Participation is higher than national benchmark of 28%

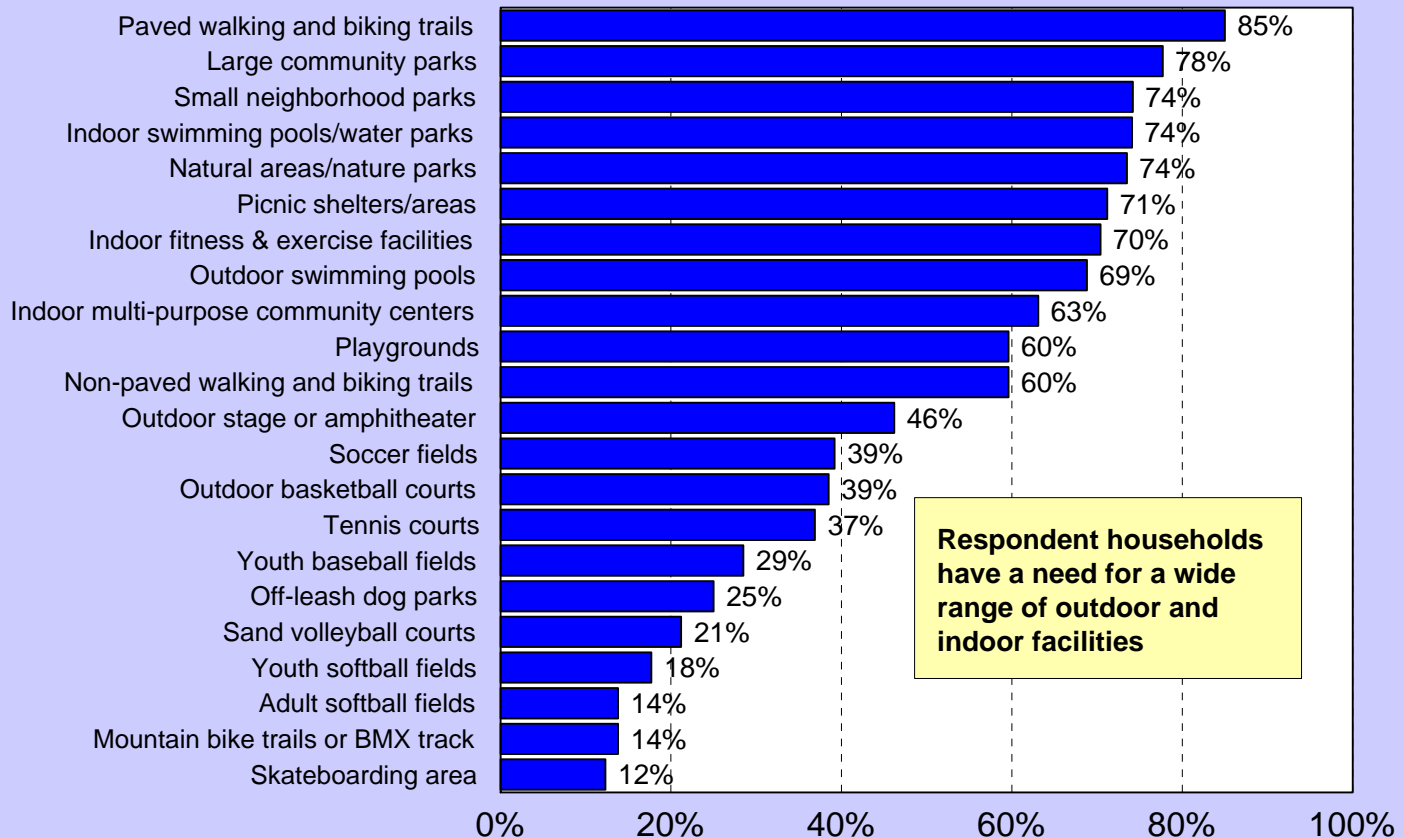
Good ratings higher than than national benchmark of 54%

Source: Leisure Vision/ETC Institute (April 2005)

Finding #4: Residents Have Need for Wide Range of Parks and Facilities

Q5. Percentage of Respondent Households that Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)

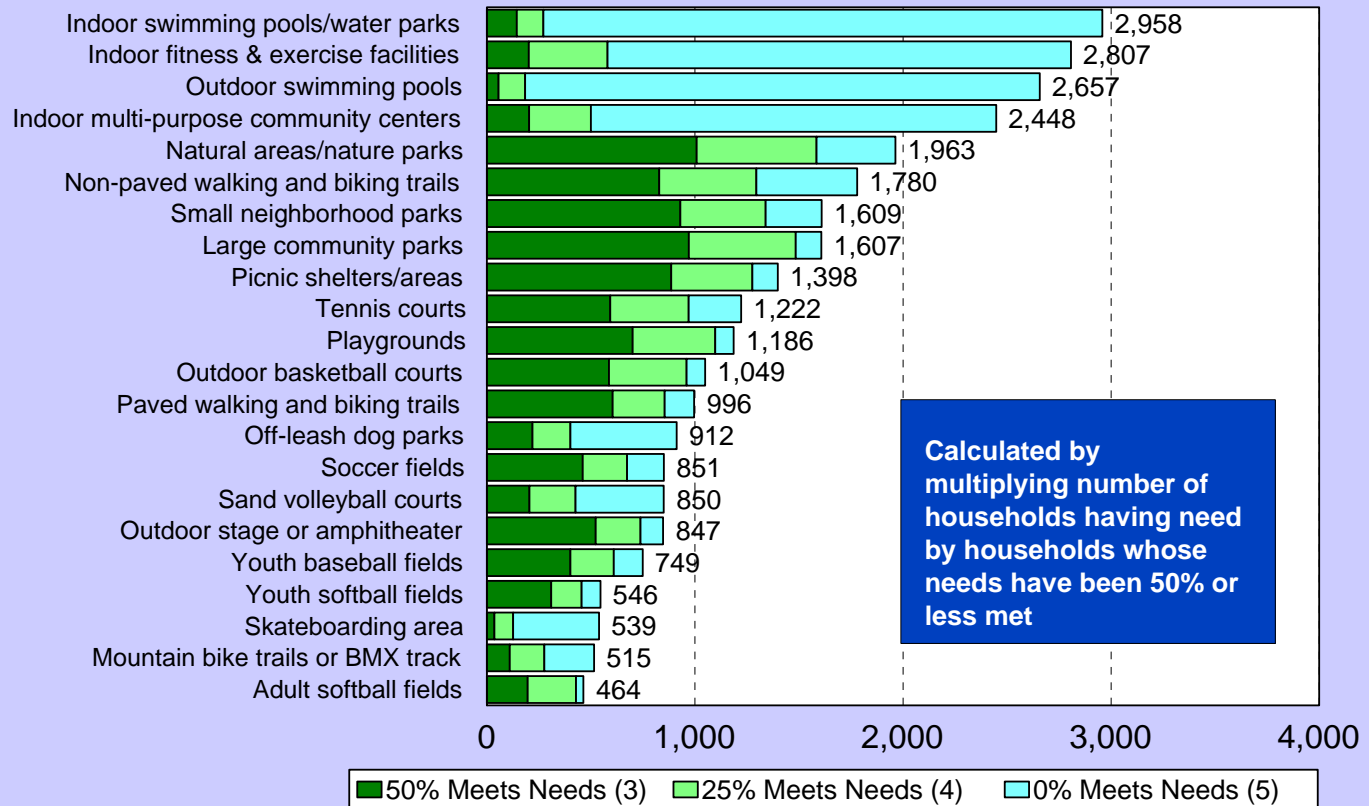


Source: Leisure Vision/ETC Institute (April 2005)

Finding #5: For a Wide Range of Parks and Facilities Needs Are Not Fully Met

Q5. Households in Loveland Whose Needs for Parks and Recreation Facilities Are Being Only 50% Met or Less

by number of households based on 4,526 households in Loveland

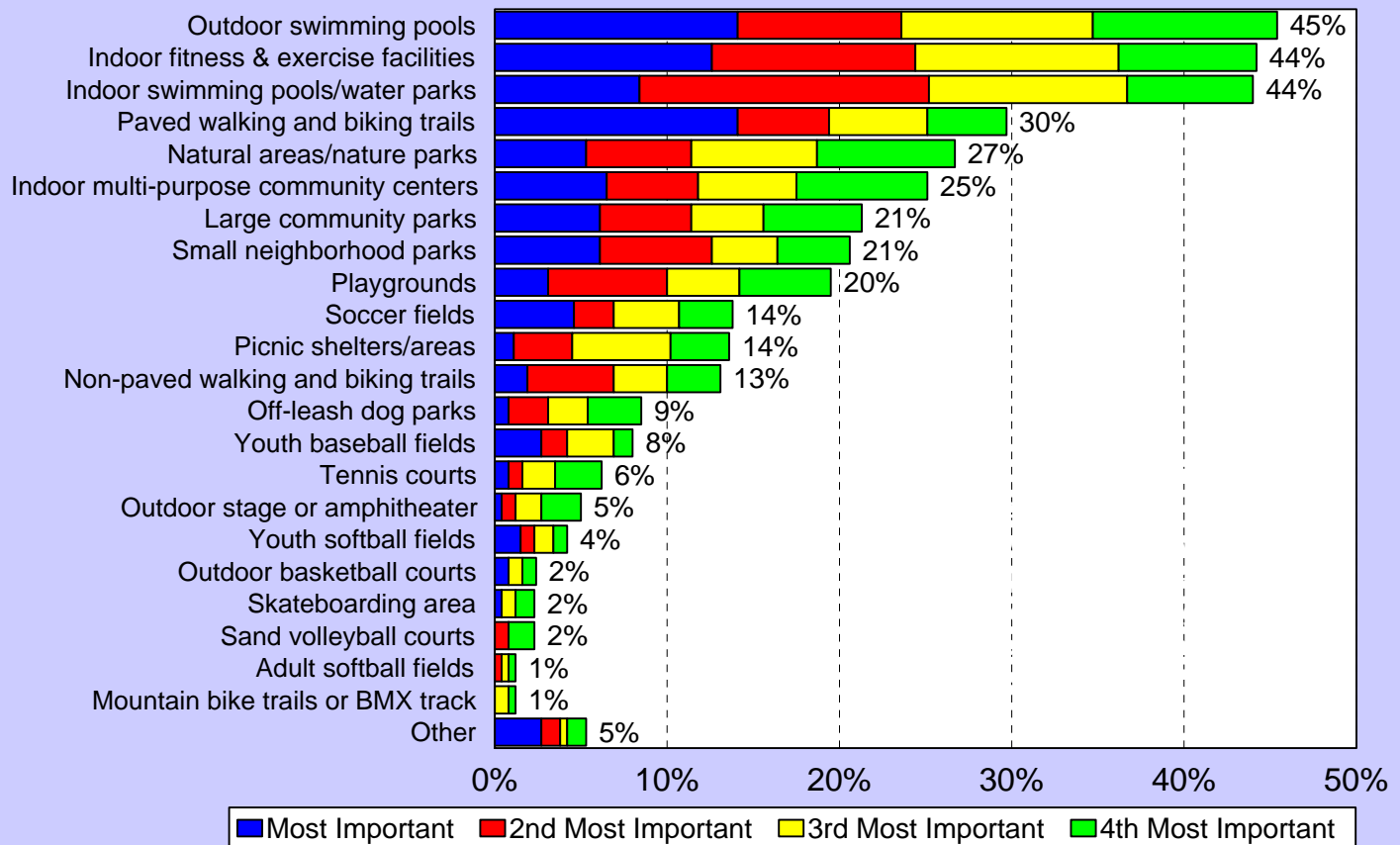


Source: Leisure Vision/ETC Institute (April 2005)

Finding #6: Outdoor Swimming Pools, Indoor Fitness & Exercise Facilities and Indoor Swimming Pools/Water Park Most Important Facilities

Q6. Parks and Recreation Facilities that Are Most Important to Respondent Households

by percentage of respondents (four choices could be made)

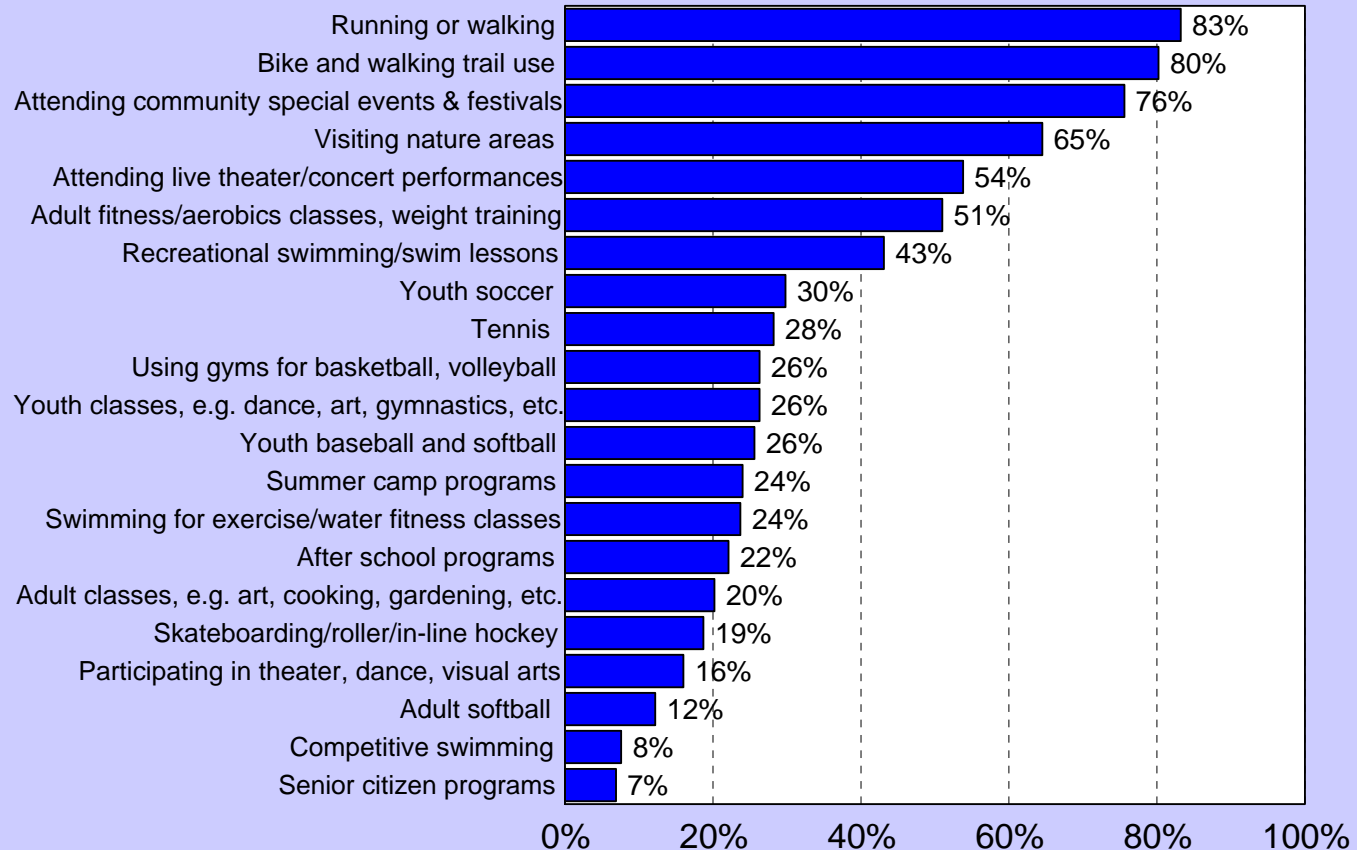


Source: Leisure Vision/ETC Institute (April 2005)

Finding #7: Residents Participate in a Wide Range of Activities

Q11. Percentage of Respondent Households that Currently Participate in Various Programs and Activities

by percentage of respondents (multiple choices could be made)

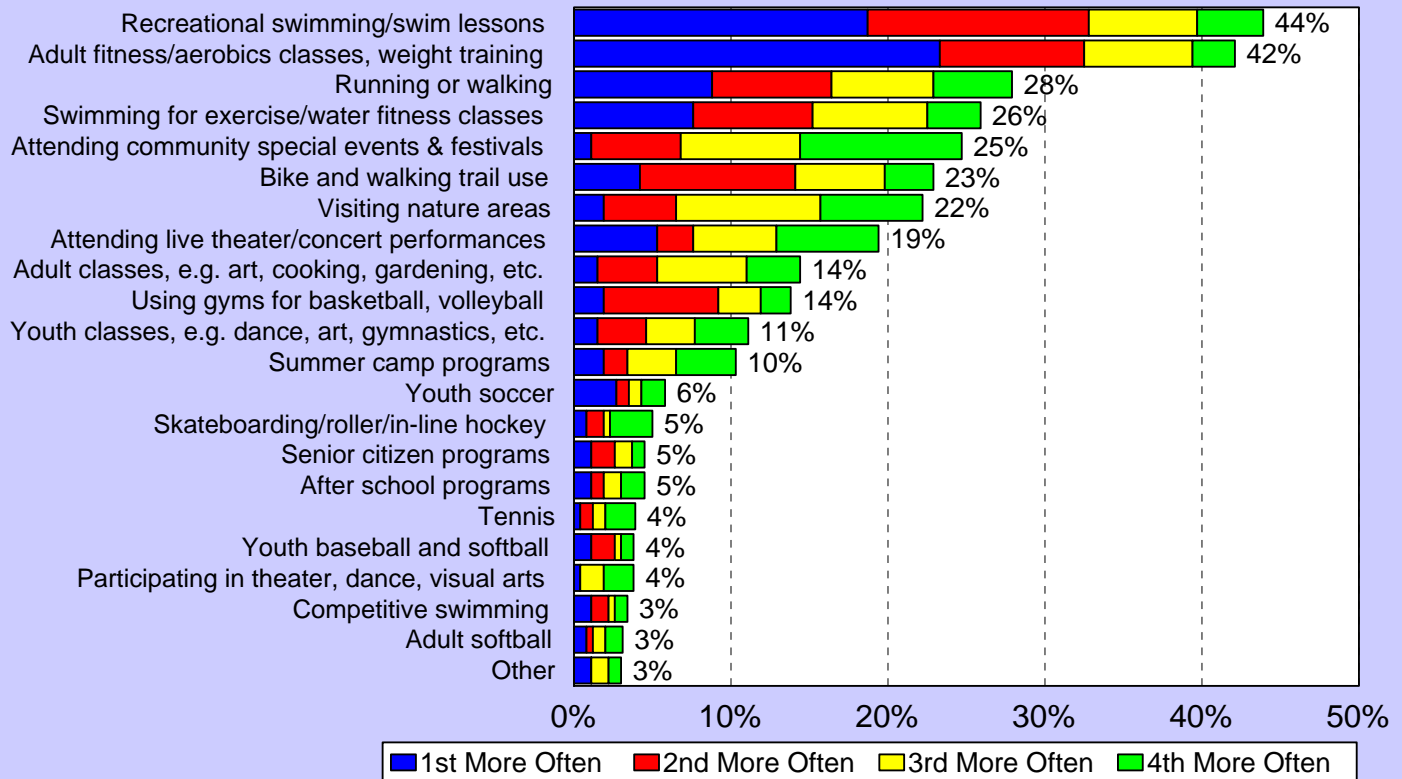


Source: Leisure Vision/ETC Institute (April 2005)

Finding #9: Recreational Swimming/Swim Lessons and Adult Fitness Are Activities Households Would Participate in More Often

Q12. Programs and Activities Respondent Households Would Participate in More Often if More Programming Was Provided by the City

by percentage of respondents (four choices could be made)

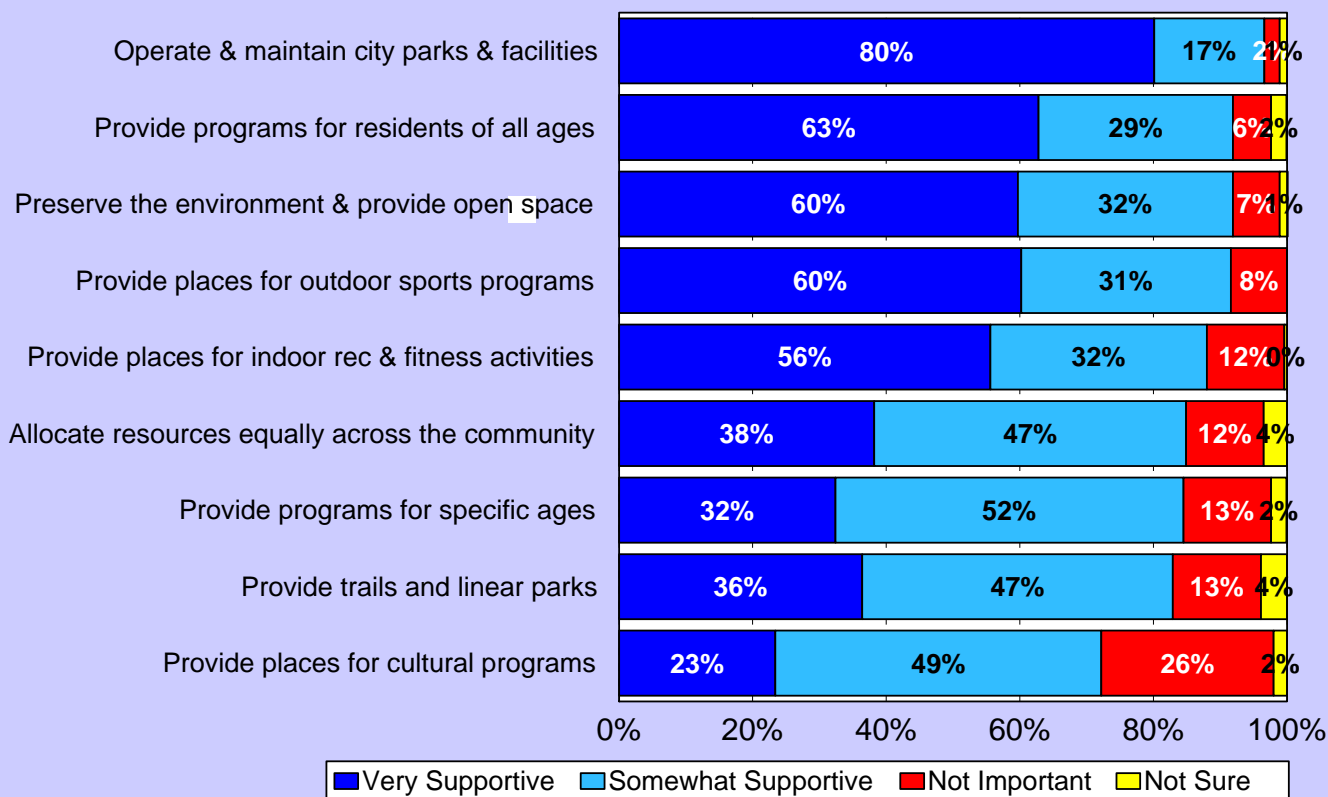


Source: Leisure Vision/ETC Institute (April 2005)

Finding #10: Respondents Are Supportive of the City of Loveland Providing a Wide Range of Park & Recreation Functions

Q7. Importance of Various Functions That Could Be Performed by the City of Loveland

by percentage of respondents

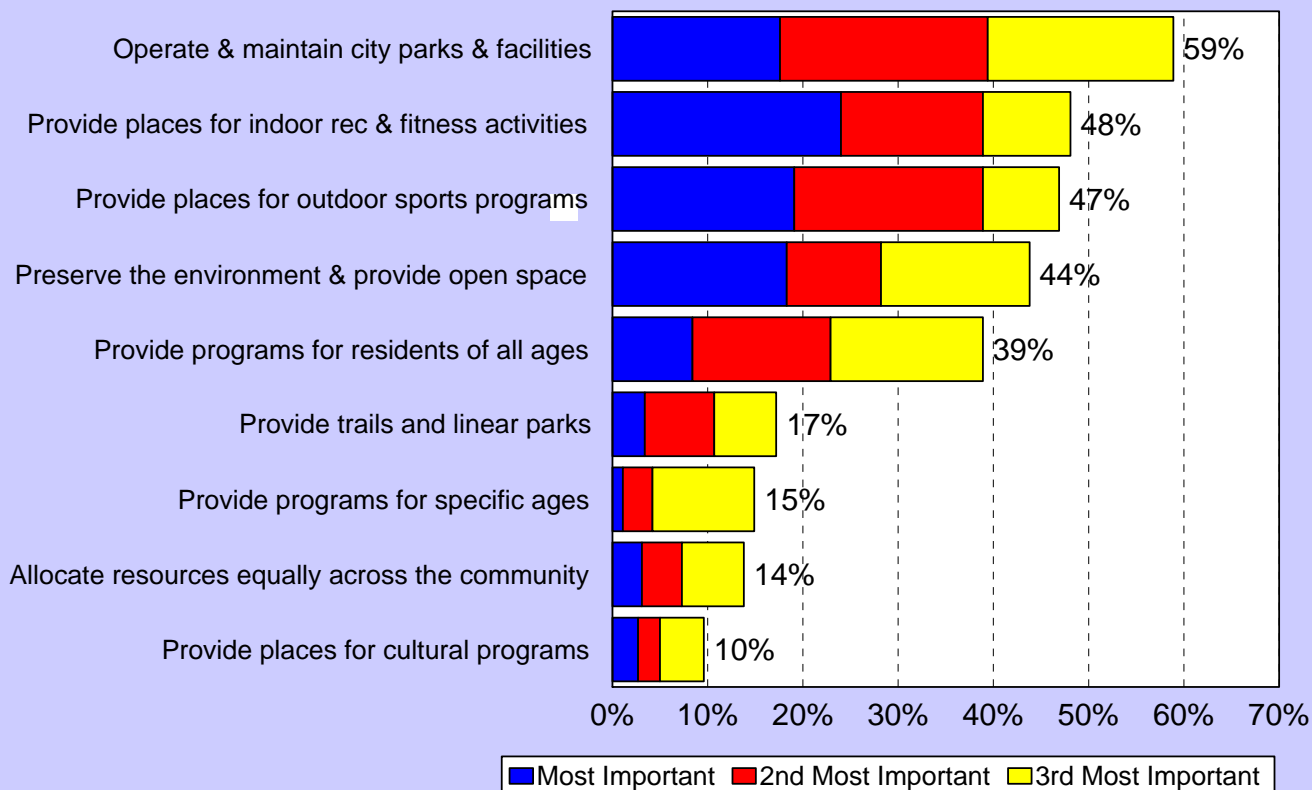


Source: Leisure Vision/ETC Institute (April 2005)

Finding #11: Operate/Maintain City Parks and Providing Places for Indoor Recreation and Fitness and Outdoor Sports Programs Are the Most Important Park & Recreation Functions

Q8. Most Important Functions for the City of Loveland to Provide

by percentage of respondents (three choices could be made)

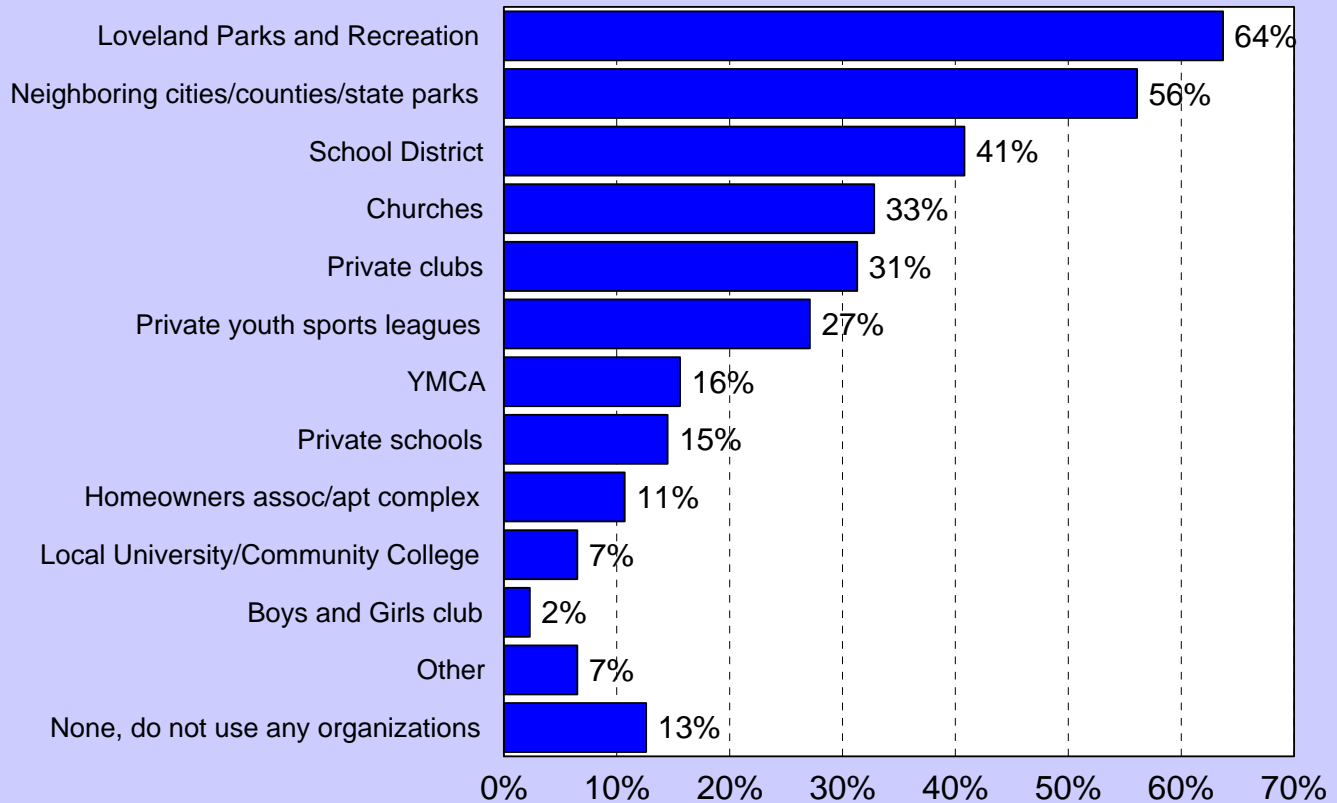


Source: Leisure Vision/ETC Institute (April 2005)

Finding #12: The City of Loveland is a Prime Provider of Park & Recreation Programs & Facilities for Respondent Households

Q9. Organizations that Respondent Households Use for Parks and Recreation Programs and Facilities

by percentage of respondents (multiple choices could be made)

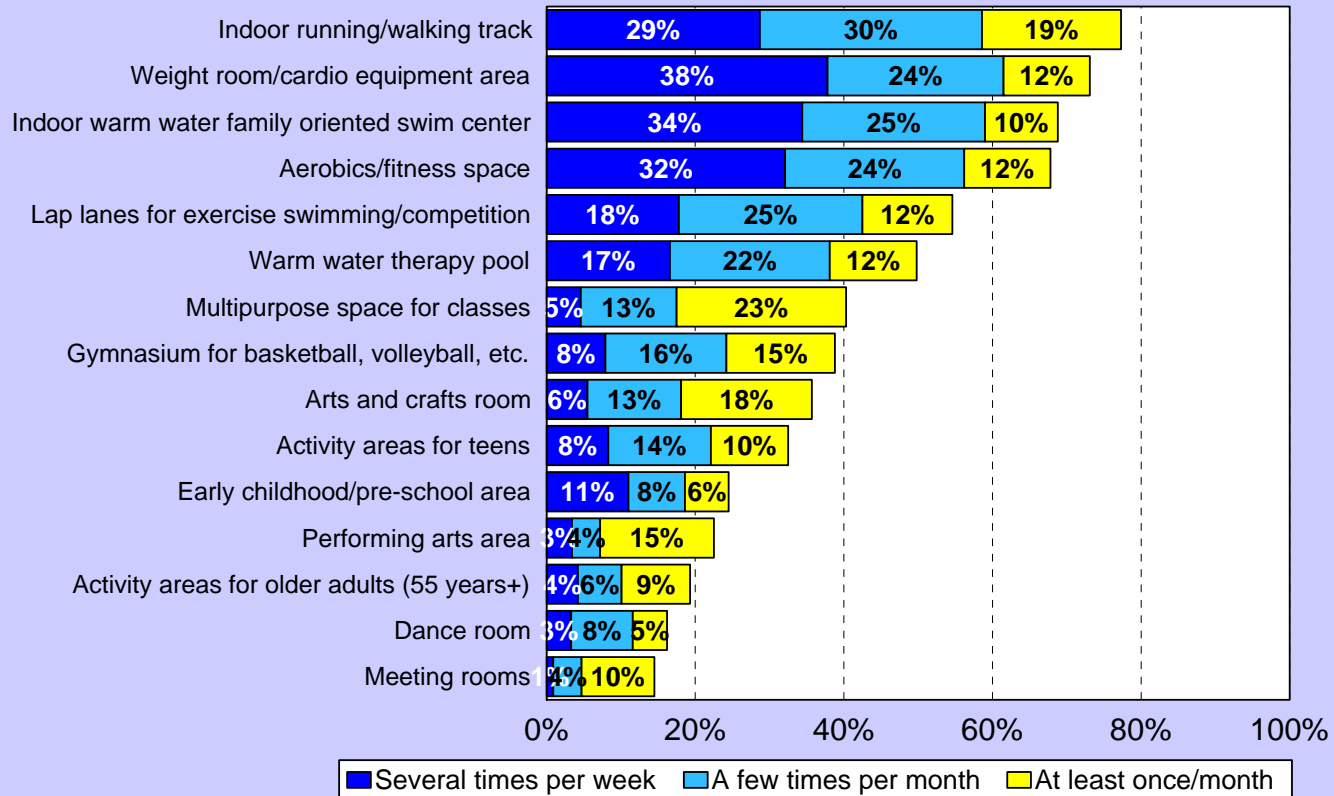


Source: Leisure Vision/ETC Institute (April 2005)

Finding #13: Respondent Households Would Use a Number of Potential Indoor Programming Spaces

Q13. How Often Respondent Households Would Use Various New Indoor Programming Spaces

by percentage of respondents (graphs does not show "less than once/month" or "seldom or never" responses)

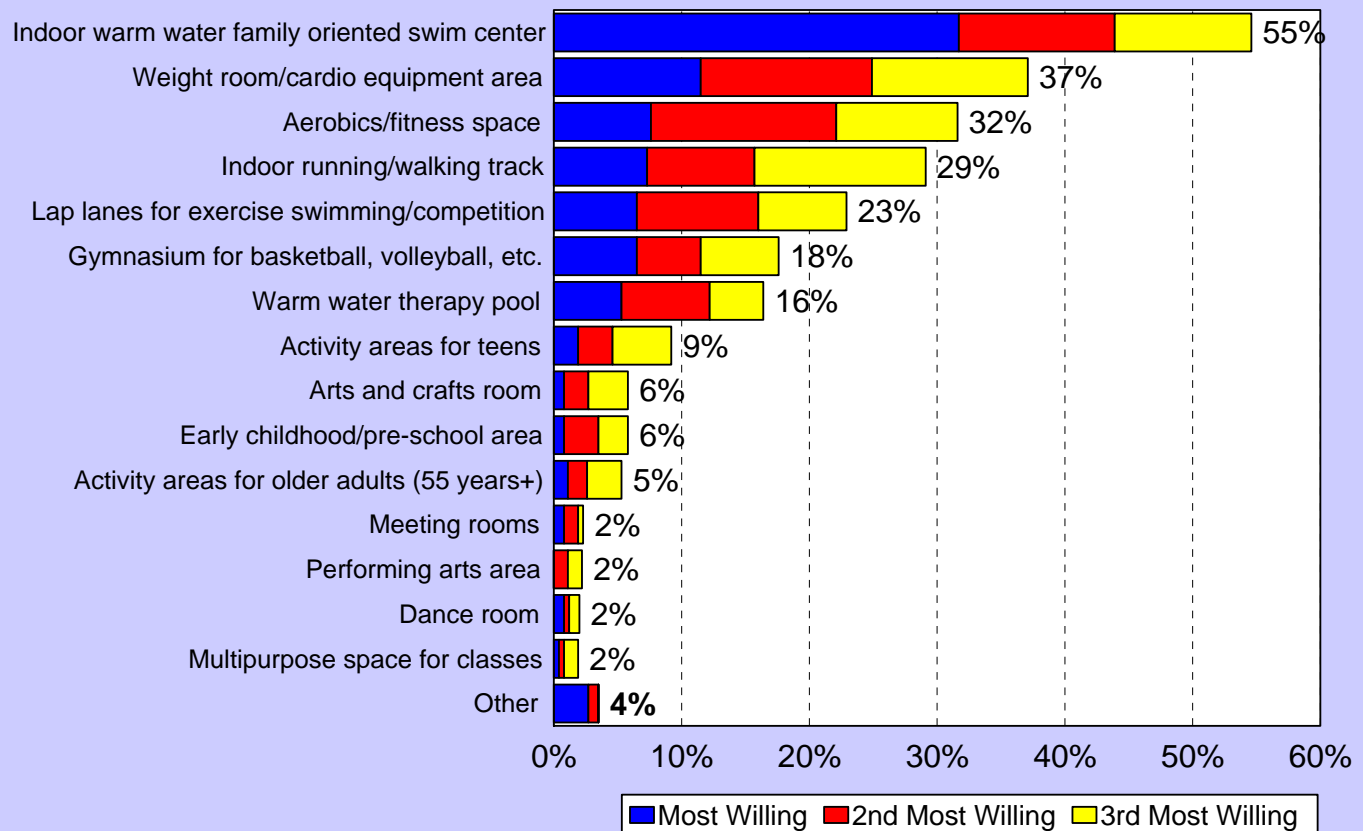


Source: Leisure Vision/ETC Institute (April 2005)

Finding #14: An Indoor Family Aquatic Center is the Program Space Households Would Most Support with Tax Dollars

Q14. Indoor Programming Spaces Respondent Households Would Be Most Willing to Support With Their Tax Dollars

by percentage of respondents (three choices could be made)

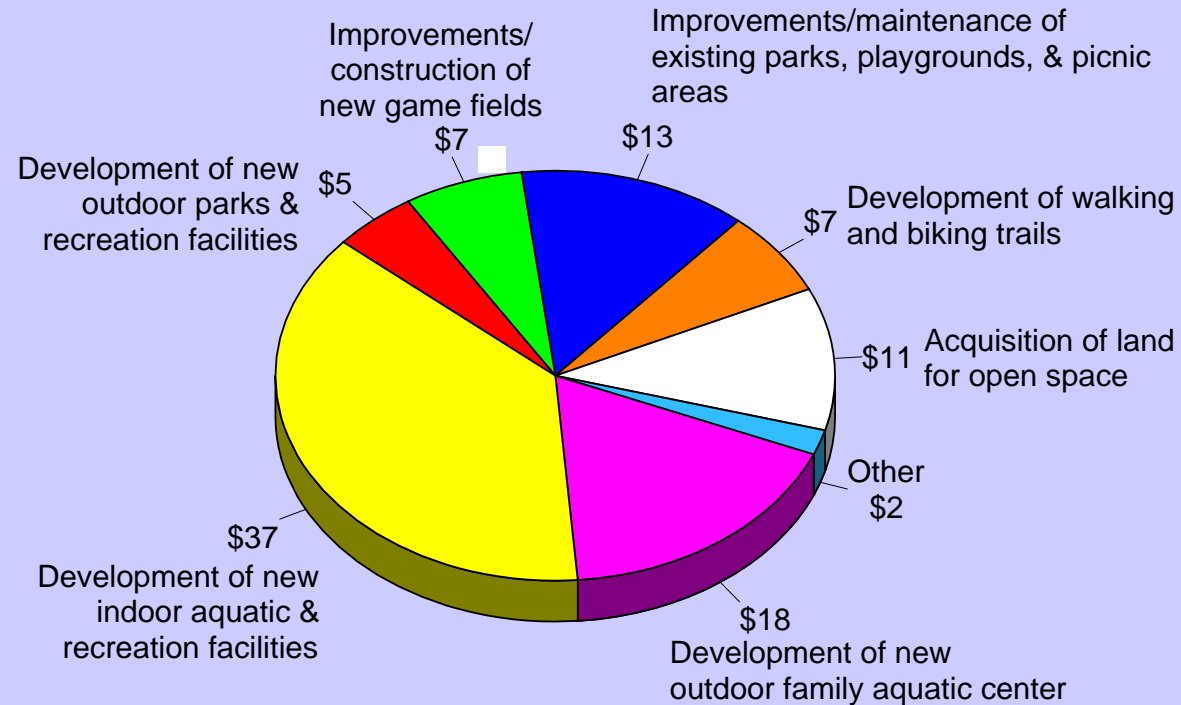


Source: Leisure Vision/ETC Institute (April 2005)

Finding #15: Development of A New Indoor Aquatic/Recreation Facility and An Outdoor Family Aquatic Center Are the the 2 Prime Facilities Respondents Would Allocate \$100 in New Tax Funding

Q15. Allocation of \$100 in New Tax Funding to Various Types of Parks and Recreation Facilities in the Loveland Community

by percentage of respondents

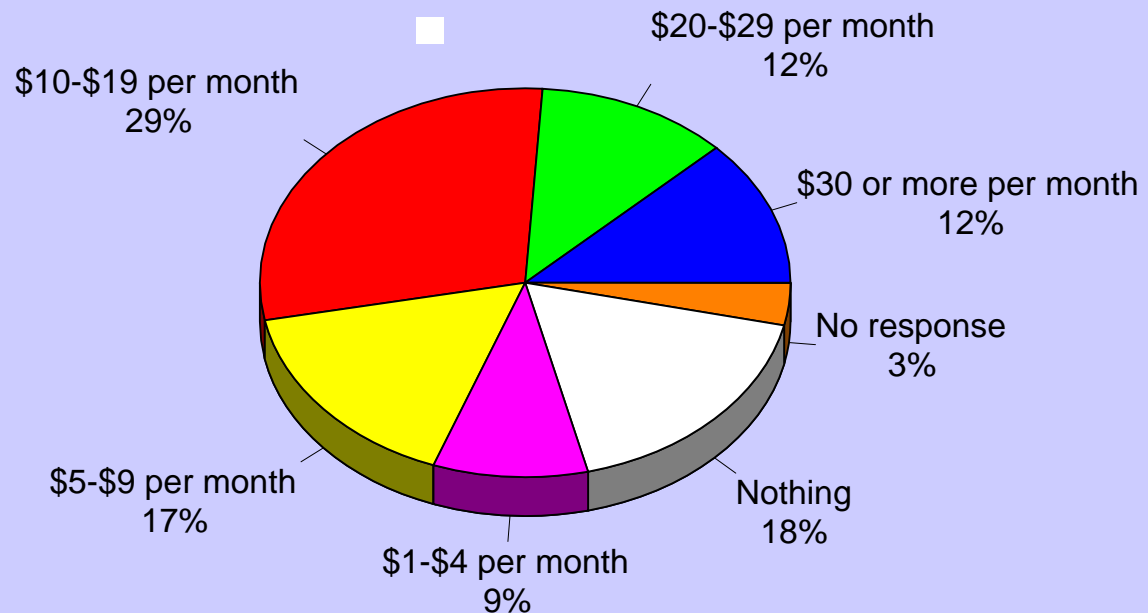


Source: Leisure Vision/ETC Institute (April 2005)

Finding #16: 79% of Respondents Would Pay Some Additional Property Taxes to Build and Operate Parks, Recreation, & Aquatic Facilities Most Important to Their Household

Q16. Maximum Amount of Additional Property Taxes Respondents Would Pay Per Month to Build and Operate the Types of Parks, Recreation and Aquatic Facilities Most Important to Their Household

by percentage of respondents

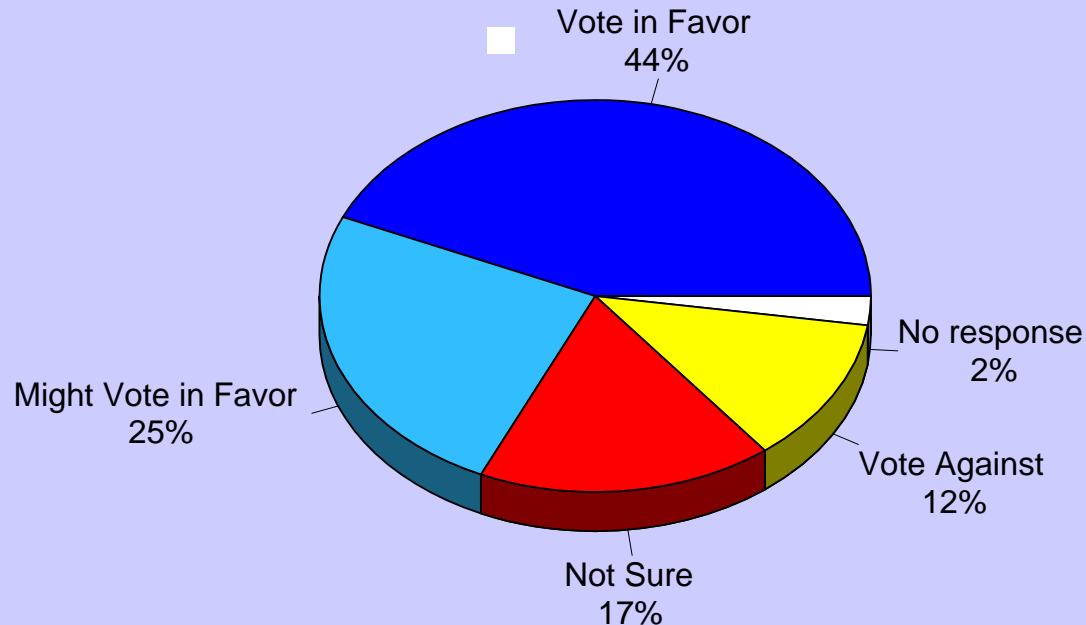


Source: Leisure Vision/ETC Institute (April 2005)

Finding #17: 69% of Respondents Would Vote in Favor or Might Vote in Favor of a Bond Referendum To Fund Improvements Most Important to Their Household

Q17. How Respondent Households Would Vote on a Bond Referendum to Fund the Acquisition, Improvement, and Development of the Most Important Types of Parks, Recreation, Trails and Aquatic Facilities

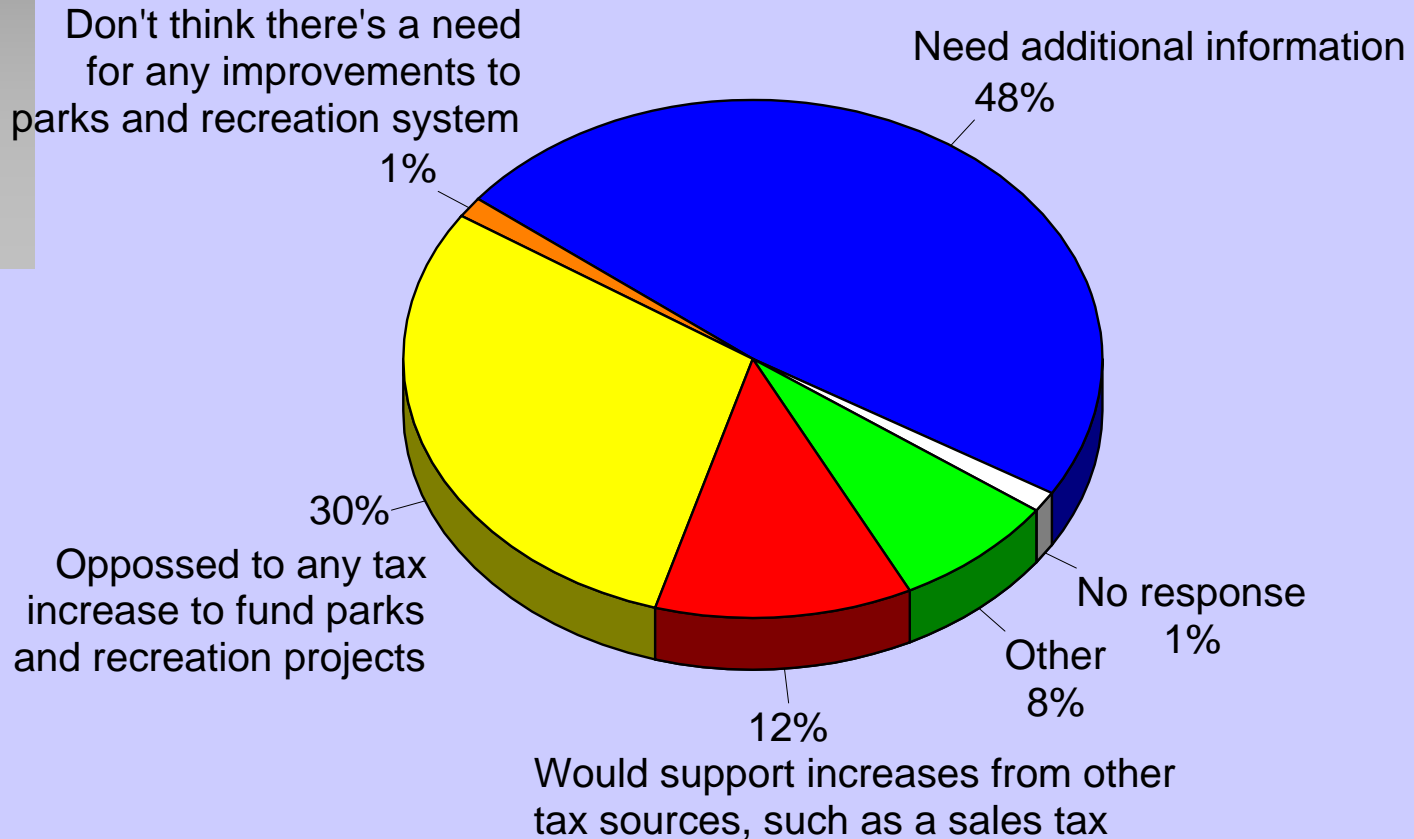
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2005)

Q17a. Reason Why Respondents Are Not Sure or Would Vote Against the Bond Referendum Described in Question #17

by percentage of respondents who indicated "not sure" or "vote against" in Question #17

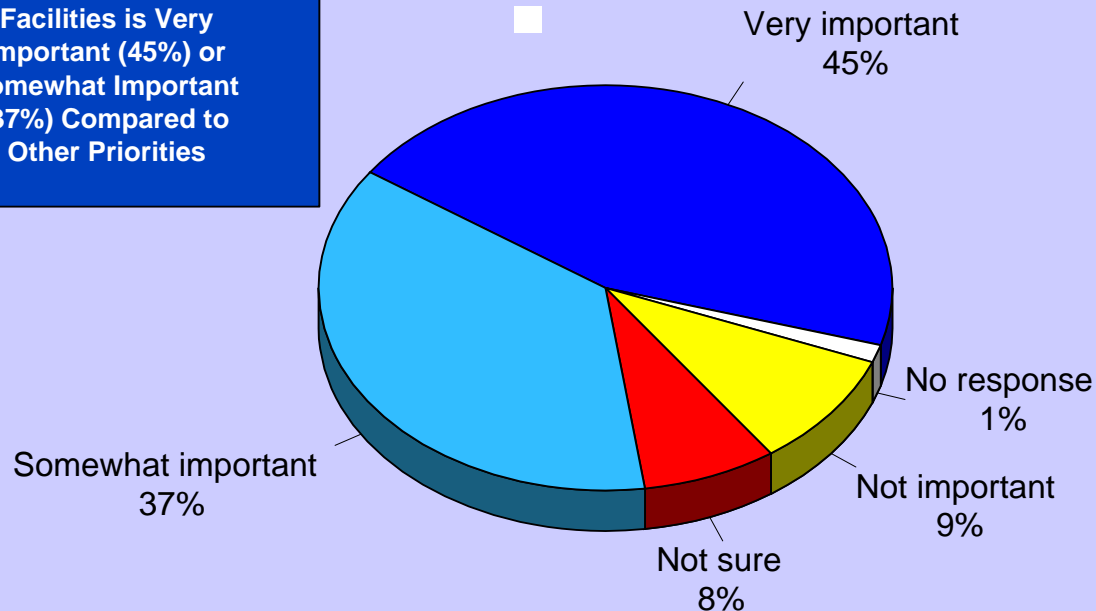


Finding #18: 82% of Respondents Felt that Funding Improvements to Parks and Recreation Facilities Was Very or Somewhat Important Compared to Other Community Priorities

Q18. Importance of Funding Improvements to Parks and Recreation Facilities Over the Next 10 Years Compared to Other Priorities for Loveland Such as Public Safety, Streets, and Trash Collection

82% of Respondents Feel Funding Parks and Recreation Facilities is Very Important (45%) or Somewhat Important (37%) Compared to Other Priorities

by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2005)

Trends

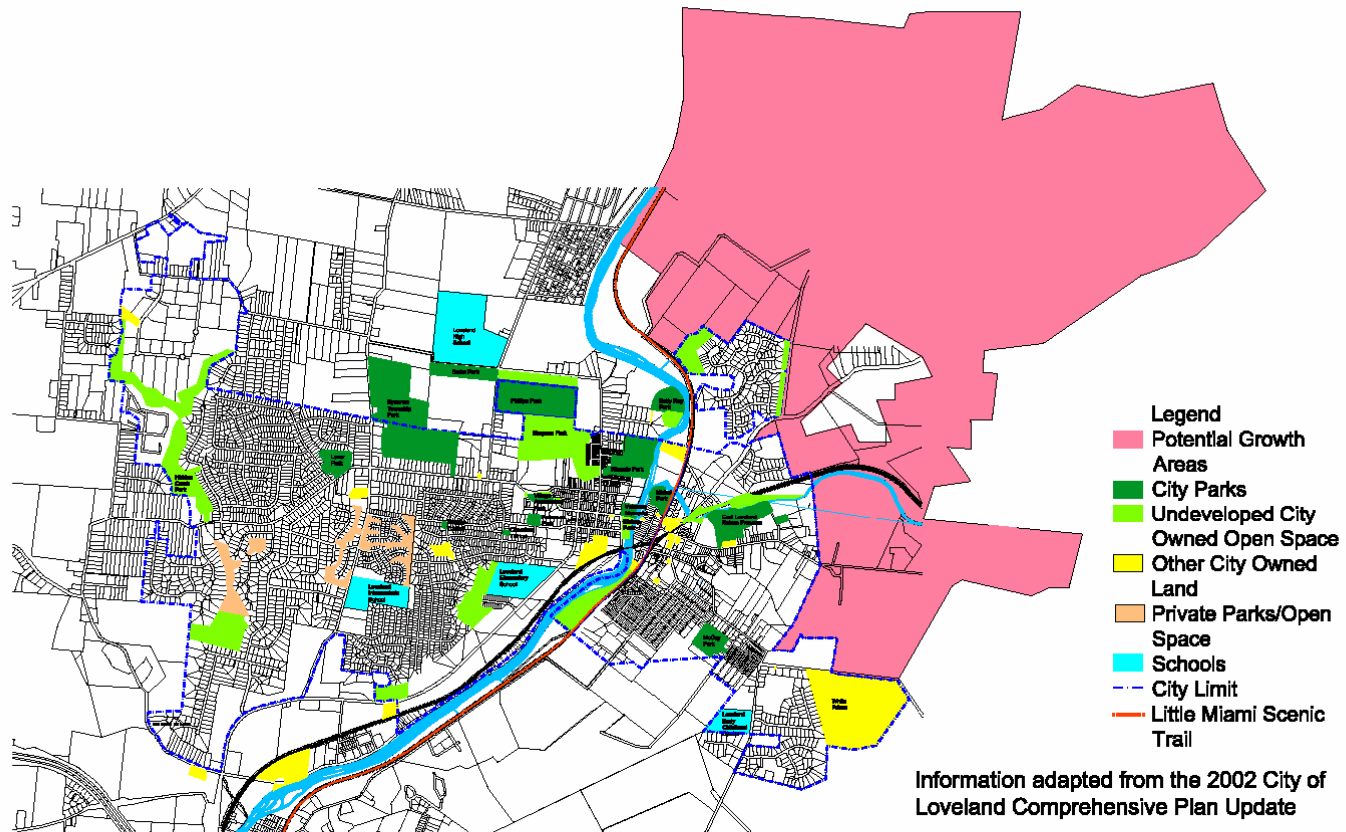
■ *Growing Population*

- 1990 9,630
- 2000 11,677
- 2005 ■ 12,416
- 2009 12,697

■ *Potential City Expansion*

- *Comprehensive Plan indicates 2,283 acres of potential expansion, resulting in +/- 4,000 new homes or 9,000 new residents.*

Potential City Expansion



August 29, 2005



Brandstetter Carroll Inc.
Architects Engineers Planners
Cincinnati Lexington Cleveland



Potential Growth Areas

Parks and Recreation Master Plan
Loveland, Ohio



Population Trends

■ *Aging Population*

- *Median age increased from 31.6 in 1990 to 35.8 in 2000*
- *Percent over 65 increased from 7.5% to 11.0%*

■ *More Active Seniors*

Parks & Recreation Trends

- *Nature Education & Programs*
- *Cultural Education & Programs*
- *Extreme Sports*
 - *Skate Parks, BMX, Teen Parks*
- *Dog Parks*
- *Fitness*
- *Indoor Recreation*
- *Trails & Linkages*
- *Universal Access*



Committee Recommendations

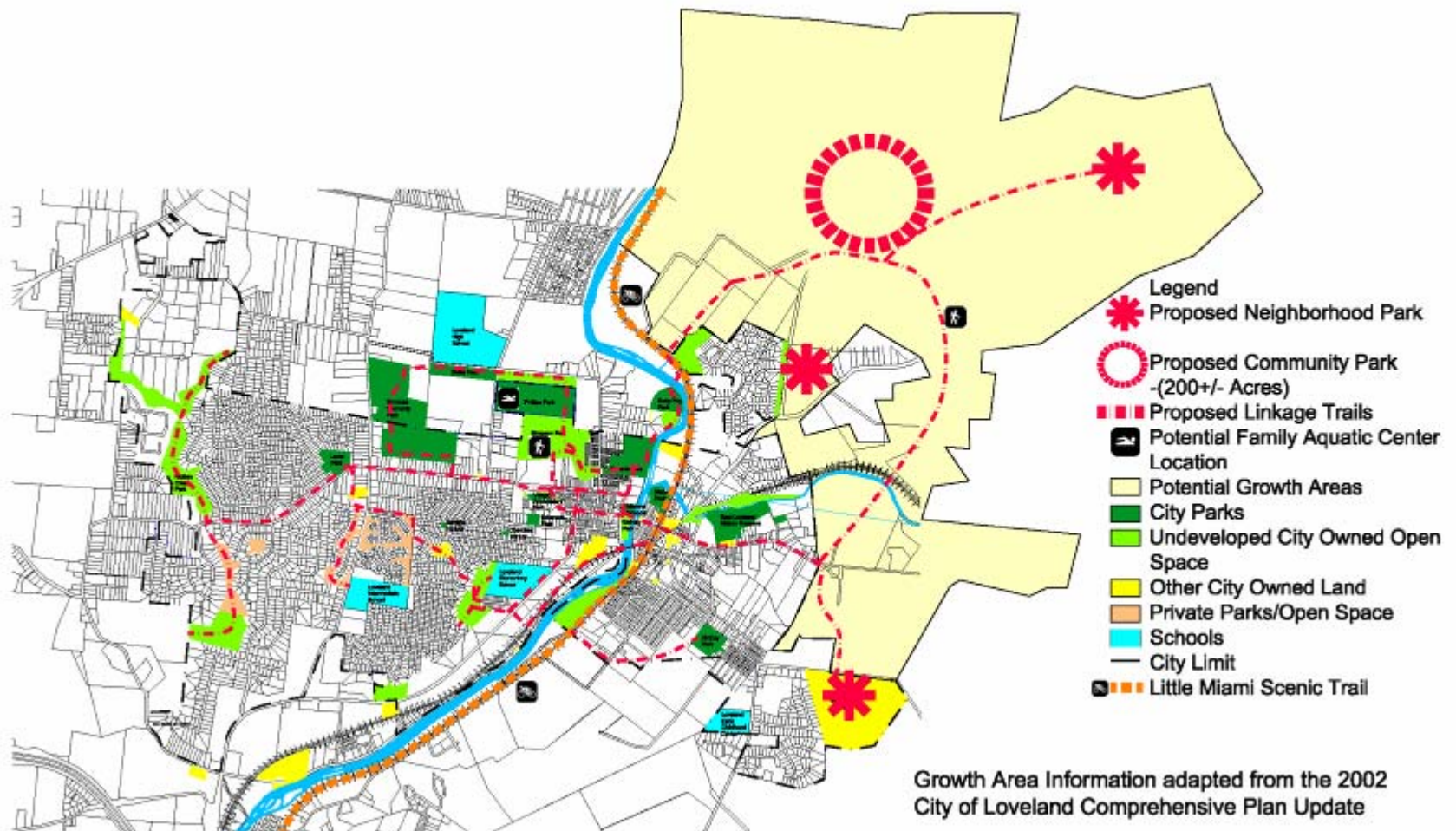
- *Improve / Upgrade Existing Parks*
 - *Add / upgrade restrooms*
 - *Improve playgrounds*
 - *Improve athletic fields & courts*
 - *Add trails*
 - *Add picnic areas and shelters*
- *Expand Phillips Park*
 - *Additional sports fields and trails*
- *City-wide Trail Linkages*
 - *Connect neighborhoods, schools, Little Miami Trail, parks, and businesses.*

Committee Recommendations

(Continued)

- *Establish a Recreation Department*
 - *Programming*
 - *Field Coordination*
 - *Event Coordination*
- *Develop an Outdoor Family Aquatic Center*
- *Acquire land for future parks in expansion area*
- *Establish dedicated funding source for parks & recreation*
- *Formalize the role of the Recreation Commission*

Possible Sites & Locations



Possible Sites & Locations Phillips Park Improvements



Family Aquatic Center



Family Aquatic Center



Family Aquatic Center



Family Aquatic Center



Capital Costs

■ <i>Improve Existing Parks</i>	<i>\$1,700,000</i>
■ <i>Expand Phillips Park</i>	<i>\$ 930,000</i>
■ <i>Family Aquatic Center</i>	<u><i>\$4,000,000</i></u>
■ <i>Total</i>	<i>\$6,663,000</i>

Annual Operating Costs

■ <i>Existing Budget</i>	<i>\$ 435,000</i>
■ <i>Additional Park Operations</i>	<i>\$ 50,000</i>
■ <i>Recreation Department</i>	<i>\$ 140,000</i>
■ <i>Aquatic Center Operations</i>	<i><u>\$ 50,000</u></i>
■ <i>Total Annual Costs</i>	<i>\$ 675,000</i>

Funding Options

- PROPERTY TAX
- 1 mil levy generates \$ 260,000
- 1 mil costs homeowner \$35/year per \$100,000 value
- Average home is valued at \$207,564
 - 1 mil = \$ 72 / year
- Median value is \$ 168,404
 - 1 mil = \$ 59 / year

Funding Options

- INCOME TAX
- Current 1% generates \$2.5 million
- ¼% increase would generate additional \$625,000 / year
- Residents get full credit for tax paid to other municipalities. Elimination of the credit would generate roughly \$1 million.
 - A partial credit is also possible.

Funding Options

- *PARTNERSHIPS*
- *Potential partnering with other organization or government agency.*
- *IMPACT FEES*
- *Income from permits on new building permits. Minimal source of funds.*

Funding Options

Bonding of Aquatic Center Only - \$4 million project

Years	Mils	Annual Payment	Payments over Life of Bond	
5	3.50	\$ 905,819	\$ 4,529,095	
10	1.96	\$ 509,114	\$ 5,091,140	
15	1.46	\$ 379,581	\$ 5,693,715	
20	1.22	\$ 316,779	\$ 6,335,580	

Funding Options

Bonding of All Capital Improvements of \$6.6 million (includes Aquatic Center)

Years	Mils	Annual Payment	Payments over Life of Bond
5	5.78	\$ 1,494,600	\$ 7,473,000
10	3.23	\$ 840,036	\$ 8,400,360
15	2.40	\$ 626,304	\$ 9,394,560
20	2.00	\$ 522,684	\$ 10,453,680

Funding Options

Five Year Funding Option		Annual Costs - Bond Pool Only ¹	Annual Costs - Bond All Capital Projects ²
1	Additional Annual Operating Costs ³	\$ 240,000	\$ 240,000
2	Capital Improvements at existing parks	\$ 530,000	
3	Aquatic Center Bond	\$ 905,819	
4	Bond all capital projects & Aquatic Center (2 & 3 above)		\$ 1,494,000
	Total	\$ 1,675,819	\$ 1,734,000
		6.45 mils	6.67 mils

Funding Options

Ten Year Funding Option		Annual Costs - Bond Pool Only ¹	Annual Costs - Bond All Capital Projects ²
1	Additional Annual Operating Costs ³	\$ 240,000	\$ 240,000
2	Capital Improvements at existing parks	\$ 265,000	
3	Aquatic Center Bond	\$ 509,114	
4	Bond all capital projects & Aquatic Center (2 & 3 above)		\$ 840,036
	Total	\$ 1,014,114	\$ 1,080,036
		3.9 mils	4.15 mils

Funding Options

Fifteen Year Funding Option		Annual Costs - Bond Pool Only ¹	Annual Costs - Bond All Capital Projects ²
1	Additional Annual Operating Costs ³	\$ 240,000	\$ 240,000
2	Capital Improvements at existing parks	\$ 176,667	
3	Aquatic Center Bond	\$ 379,581	
4	Bond all capital projects & Aquatic Center (2 & 3 above)		\$ 626,304
	Total	\$ 796,248	\$ 866,304
		3.06 mils	3.33 mils

Funding Options

Twenty Year Funding Option		Annual Costs - Bond Pool Only ¹	Annual Costs - Bond All Capital Projects ²
1	Additional Annual Operating Costs ³	\$ 240,000	\$ 240,000
2	Capital Improvements at existing parks	\$ 132,500	
3	Aquatic Center Bond	\$ 316,779	
4	Bond all capital projects & Aquatic Center (2 & 3 above)		\$ 522,684
	Total	\$ 689,279	\$ 762,684
		2.65 mils	2.93 mils