

## EXHIBIT A

# Loveland Public Survey Results

STEERING COMMITTEE MEETING | RESULTS PULLED DECEMBER 15, 2020

The following are summarized responses from the City of Loveland's second survey for its Comprehensive Plan Update. Results below were pulled December 15, 2020 with a total of 301 responses from the community. Certain questions have been condensed into main themes of what was said from the total responses.

Please note that responses relating directly to Downtown or topics that are covered in the Downtown Plan are not noted here as the Comprehensive Plan Update will be addressing areas outside of Downtown.

The full version of responses can be found on the city's website.

## CHARACTER AND IDENTITY QUESTIONS

What are the top 5 adjectives you would use to describe our city?

The top 5 words have been listed.

1. Quaint – 78 responses
2. Charming – 41 responses
3. Fun – 39 responses
4. Historic – 28 responses
5. Family – 24 responses



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What is it about Loveland that made you decide to move here?

- School District
- Overall small town charm, but with urban elements
- Vibrant, charming, historic Downtown
- Sense of community, friendly neighbors
- Affordability of neighborhoods
- Feeling of safety
- Grew up here and decided to stay
- Location, easy access to interstate
- Outdoor recreation and activities (access to bike trail, river, parks)
- Sense of being in nature (not overburdened by development)

## What is Loveland not?

1. Diverse – 33 responses
2. Big City – 23 responses
3. Mason (along with other communities such as Hyde Park and Blue Ash) – 15 responses
4. Downtown – 12 responses
5. Traffic (easily trafficked/very congested) – 12 responses
6. Parking (easily able to find parking) – 12 responses



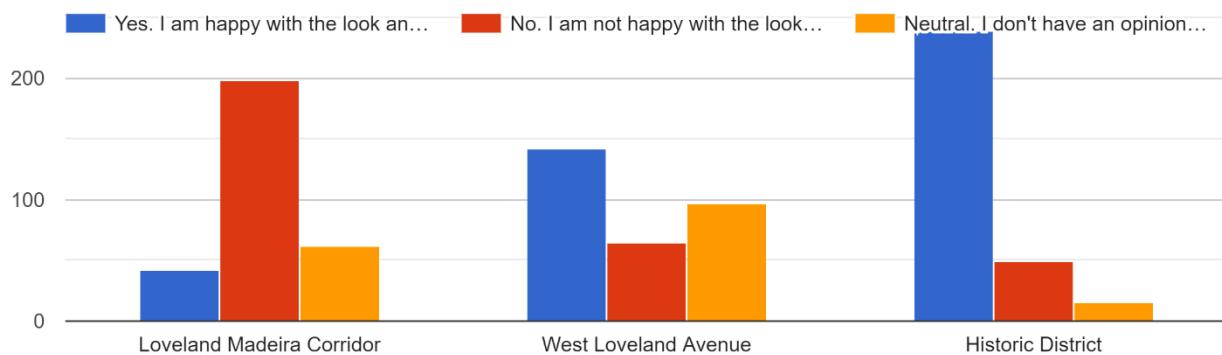
## What makes Loveland unique?

- Ability to be an active community with access to the bike trail and Little Miami River
- Has a good balance/blend of suburban and urban feel
- Camaraderie of the community
- Small town atmosphere with emphasis on local business
- Niche historical spots such as the castle, and the Little Miami River
- Community events

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For the following areas, please select whether you are happy with the look and feel of that area.

1. Loveland Madeira Corridor
  - a. Yes – 42 responses
  - b. No – 198 responses
  - c. Neutral – 62 responses
2. West Loveland Avenue
  - a. Yes – 142 responses
  - b. No – 64 responses
  - c. Neutral – 97 responses
3. Historic District
  - a. Yes – 239 responses
  - b. No – 49 responses
  - c. Neutral – 15 responses



Describe your vision for the future of Loveland.

## Economic Development

- Continued preservation and renovations to the community
- Sustained responsible growth
- Maintained infrastructure to meet growing population
- Revitalized Loveland-Madeira Corridor
- Strong tax base
- Local businesses preserved and supported (bedroom community with boutique shopping and restaurants)
- Smart growth (be careful with developments taking away from charm) – Refurbishment and reinvestment, not new development

## Character and Identity

- Jewel in greater Cincinnati
- Cohesive appearance (consistent historic style, landscaping along main streets)
- Expand the charm of Downtown
- Anything Downtown should match look and feel of downtown (design standards moving forward)

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- More community activities outside of downtown district
- Accessible to all abilities and ages (both kid friendly and senior friendly environment)
- Continue to have a strong and supported school system

## **Transportation and Mobility**

- Mitigated, smooth flowing traffic
- Improved accessibility
- Bypass around downtown area
- Connections through neighborhoods (bike trails, sidewalks)
- Increased parking downtown

## **Residential and Neighborhoods**

- Mix of affordable housing options
- Less apartment complexes

## **Parks and Recreation**

- Additional recreational amenities
- Better utilization of riverbank (amphitheater use)
- Preservation of green space

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## ECONOMIC DEVELOPMENT QUESTIONS

What Economic Development (community investment) activities should the city prioritize?

1. Partner with existing businesses to create and retain high quality jobs – 254 responses
2. Market the City of Loveland to prospective employers, residents, and visitors – 218 responses
3. Develop new mixed-use areas – 197 responses
4. Building new housing or assist with renovating existing housing developments – 70 responses
5. Develop or assist with public housing options – 32 responses

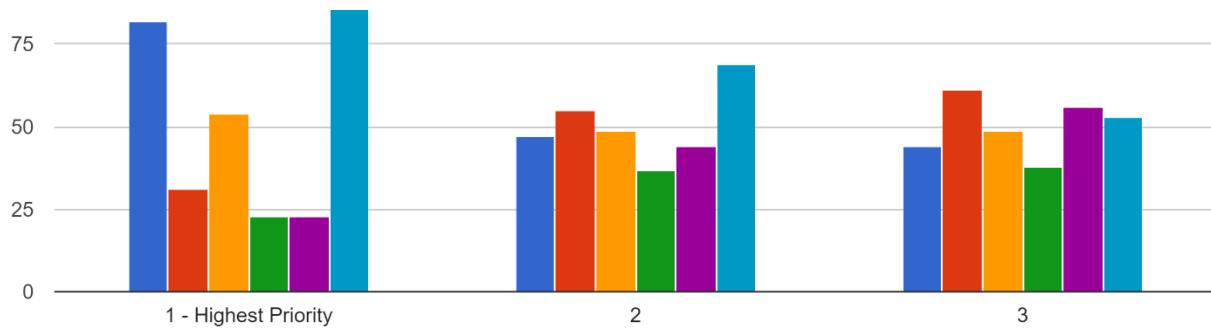
### Other Inputted Responses:

- Traffic and parking
- Attracting quality businesses that will increase tax base
- Focus on existing site for reinvestment rather than new development
- Improve and upgrade the parks and green spaces

Of the following, what physical improvements should the city focus on?

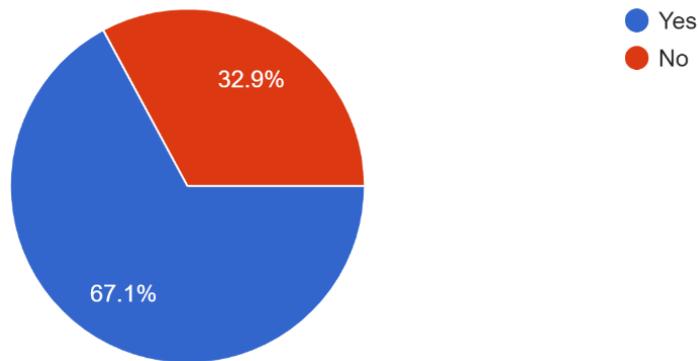
The following have been ranked according to the responses. 1=Highest priority

1. Loveland Madeira Corridor Development
2. Road improvements
3. Improved pedestrian and bike connectivity
4. Streetscape aesthetic enhancements – benches, sidewalks, landscaping, pedestrian lighting, etc.
5. Downtown redevelopment
6. Parks



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Would you support City Council creating an Economic Development Fund dedicated to supporting economic development activities in the city such as purchasing land, assisting small businesses, advertising, etc?



LOVELAND-MADEIRA ROAD QUESTION: What are the biggest issues with the Loveland Madeira business district (From W Loveland Ave south to New Hope Church/Oasis)?

1. Visual appearance – 231 responses
2. Disconnected from Downtown Historic District – 197 responses
3. Lack of retail and shopping options – 119 responses
4. Lack of restaurants – 116 responses
5. Pedestrian/bike access and connectivity – 112 responses
6. Poor traffic flow in and out of business parking lots – 83 responses

#### Other Inputted Responses:

- Run down and doesn't represent what Loveland actually is
- Not welcoming
- Unused and underused space

LOVELAND-MADEIRA QUESTION: What types of additional businesses would you like to see located on Loveland-Madeira Road?

1. Sit-down restaurants – 216 responses
2. Specialty grocer - Whole Foods, Trader Joe's, Fresh Market, etc. – 211 responses
3. Retail/shopping – 172 responses
4. Public facilities – city offices, recreation center, senior center, fire/police station, etc. – 135 responses
5. Office uses – medical, dental, real estate, legal, etc. – 57 responses
6. Service uses – insurance agents, dry cleaners, nail salons, day care centers, etc. – 26 responses
7. Low-income services – 21 responses
8. Fast-food/take out restaurants – 19 responses

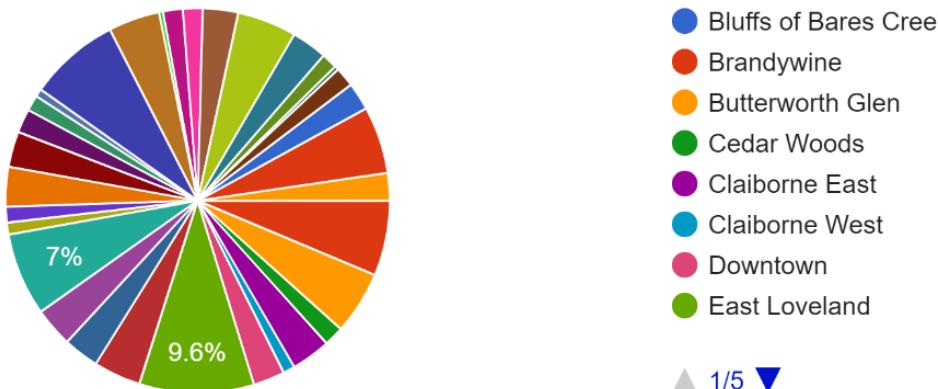
#### Other Inputted Responses:

- Entertainment uses
- Rec center
- Mixed residential

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## RESIDENTIAL AND NEIGHBORHOODS QUESTIONS

What neighborhood do you live in?



▲ 1/5 ▼

● Fox Chase	● Loveland-Madeira Corridor	● Sentry Hill	● White Pillars
● Fox Meadows Farms	● Mid Heights	● Steeple Chase	● Woodford
● Glen Lake	● North Heights	● Stoneybrooke	
● Henry Hannah's Farm	● Pheasant Hills	● Sugar Tree Estates	
● Hermitage Pointe	● Pheasant Hills on the Lake	● Summit Pointe	
● Hidden Creek	● River's Bend	● The Lodge	
● Historic West Loveland	● Riverside	● The Reserve of Loveland	
● Huntington	● Sanctuary	● West Loveland North	

What are the biggest challenges in your neighborhood?

1. None of the (options provided) – 122 responses
2. Public walkway (or lack thereof) and/or street quality – 119 responses
3. Crime - low level (noise, speeding, graffiti, etc.) – 56 responses
4. Lack of beautification of public spaces – 55 responses
5. Junk, trash, debris – 35 responses
6. Many rentals with high turnover – 18 responses
7. Hazardous buildings or land (dilapidated or extended vacancies) – 12 responses
8. Crime - serious (harm, theft, etc.) – 11 responses
9. Home based businesses – 5 responses
10. Airbnbs/short term rentals – 3 responses

### Other Inputted Responses:

- Speeding in neighborhoods
- Traffic

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What can the city do to improve your neighborhood?

1. Road improvements – fix potholes, repave, re-stripe, etc. – 122 responses
2. Add sidewalks within the neighborhood or to connect the neighborhood to other areas of the city – 119 responses
3. Beautification – landscaping, signage, trees, etc. – 56 responses
4. Enforce property maintenance regulations – Require homeowners to maintain yards, clean up junk, etc. – 55 responses
5. None of the above – 35 responses

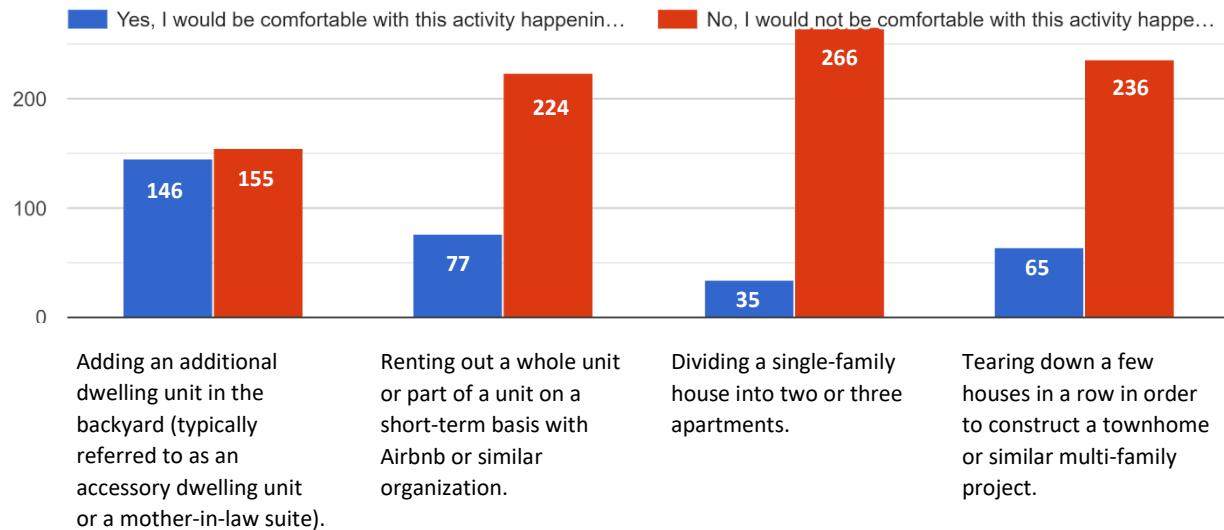
**Other Inputted Responses:**

- Speeding in neighborhoods
- Traffic

What types of housing do you think are most needed in Loveland?

1. Single-Family Detached – 122 responses
2. Apartments – 119 responses
3. Townhouses – 56 responses
4. Duplexes or Triplexes (2-3 units per building) – 55 responses
5. Senior Living Facilities – 35 responses
6. One-story/ranch homes – 18 responses
7. Low maintenance/no maintenance patio homes – 12 responses
8. Accessory dwelling units (i.e. mother-in-law suites) – 11 responses

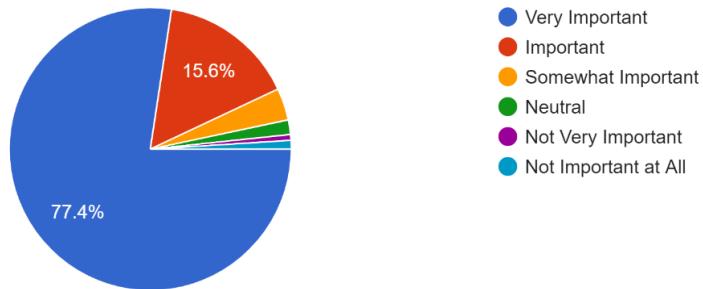
What activities would you be comfortable with occurring in your neighborhood?



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## PARKS AND RECREATION QUESTIONS

How important are parks and natural open spaces to the overall quality of life in Loveland?



Which Loveland parks and recreational facilities do you regularly visit?

1. Lever Park – 34 responses
2. Symmes Township Park – 208 responses
3. Phillips Park – 97 responses
4. Kiwanis Park – 45 responses
5. Nisbet Park – 210 responses
6. Betty Ray Park – 34 responses
7. East Loveland Nature Preserve – 99 responses
8. McCoy Park – 49 responses
9. I do not regularly visit the parks and open spaces – 30 responses

### Other Inputted Responses:

- Home of the Brave – 15 responses
- Miami Riverview Park – 7 responses
- Bike Trail – 5

If you seldom use our parks, what are your reasons?

1. I regularly visit the parks – 190 responses
2. Lack of Information (Don't know what's available or where they are located) – 39 responses
3. No Time – 36 responses
4. Not Convenient (Location, Lack of Amenities/Facilities) – 27 responses
5. Lack of Facilities – 23 responses
6. Poorly Maintained – 13 responses
7. Not Interested – 15 responses
8. Poor Accessibility – 12 responses
9. Feels Unsafe – 6 responses

### Other Inputted Responses:

- Handicapped
- Most are just ball fields or walking trails
- Traffic congestion/accessibility
- Children no longer play sports so they have no reason to go

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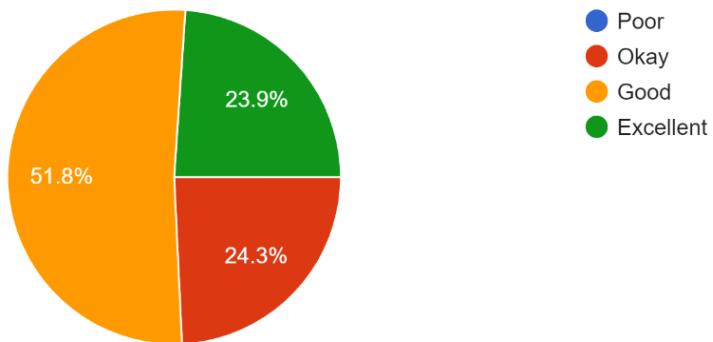
What type of activities do you enjoy in Loveland parks and natural open spaces?

1. Hiking/Running/Walking – 185 responses
2. Family Activities – 136 responses
3. Play Areas – 90 responses
4. Meet Friends – 86 responses
5. Attend Special Events – 81 responses
6. Sports – 70 responses
7. Quiet Space – 52 responses
8. Picnic – 43 responses
9. I do not regularly visit the parks and open spaces – 16 responses
10. Fishing – 15 responses
11. Rent park for private events (i.e. Nisbet Park sections) – 7 responses

**Other Inputted Responses:**

- Walking pets
- Kayaking/canoeing
- River access (geocaching, swimming)

How would you rate the general upkeep and maintenance of Loveland's parks?

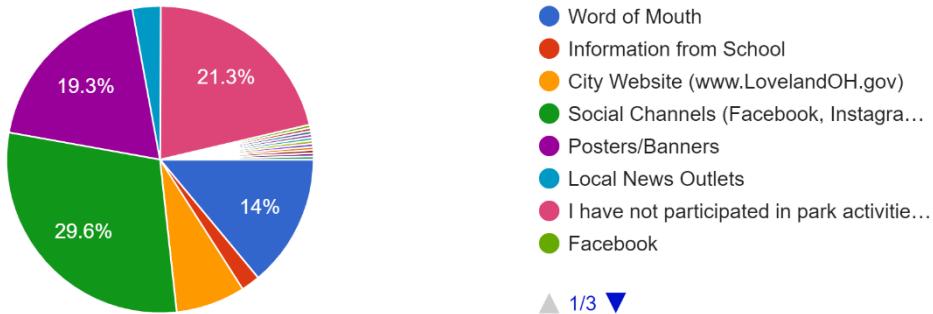


What improvements would you like to see added to the Loveland parks system?

- \*Were a large number of comments suggesting parks are well kept
- Programming
- Access
- Beautification/Improved maintenance
- More amenities for children (playgrounds, splash pads, etc)
- Facilities updates (bathrooms,
- Additional access to river
- Additional parking (especially at ball fields)
- Online reservation system

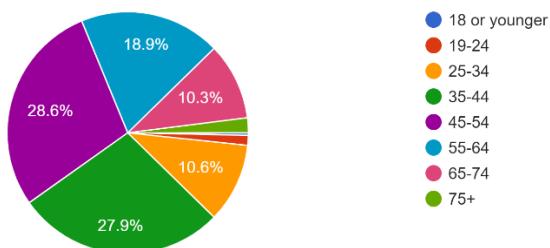
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If you have participated in park activities sponsored by the city, how did you learn about them?

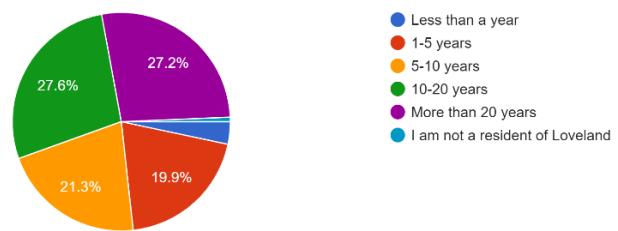


## ABOUT YOU - GENERAL SURVEY INFORMATION AND DEMOGRAPHICS

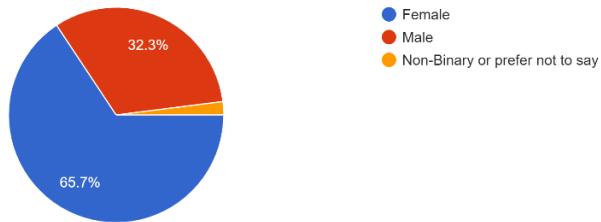
What is your age?



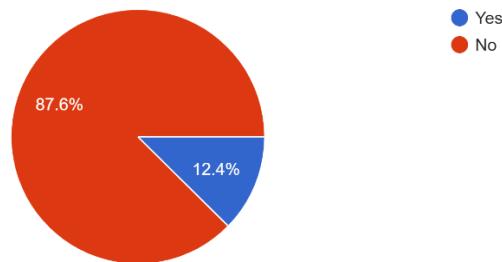
If you live in Loveland, how long have you been a resident?



Are you...



Do you own or operate a business in Loveland?



Do you live in Loveland?

