



Why Neighborhood “Tot Lots” Matter

Presented By Mark Giannini, Certified Residential Real Estate Appraiser

Steubenville Resident Owner, Valley Appraisal Services www.OhioValleyAppraiser.com

Playground Equipment: Devonshire, Parkdale, Linda Way & Darlington (Flats)



Why Neighborhood Lots Matter

Neighborhood Family “Tot Lot” Parks *Increase* Residential Home Values

- Studies show small neighborhood “Tot Lot” parks can increase residential home values by 5 to 25%
- “Tot Lot” style parks typically add more value to neighborhood home prices versus larger size parks (i.e. skate parks, ball fields)

Why Neighborhood Lots Matter

Neighborhood Family
“Tot Lot” Parks Increase
City Revenue Through
Higher Home Value
Assessments.

- It’s logical to conclude that if neighborhood “Tot Lot” parks *increase* residential home values from 5 to 25% then eliminating the parks will cause neighborhood home values to *decrease*.
- The cost to maintain the parks is *more* than offset by higher residential tax assessments.

Why Neighborhood Lots Matter

It will be Cost-Prohibitive Under Current Insurance Requirements to Reactivate a Closed Neighborhood “Tot Lot” Park.

- Current on-site playground equipment is grandfathered by the city’s insurance carrier.
- The cost to reinstall playground equipment to meet current code requirements would cost hundreds of thousands of dollars.
- Commercial-grade mulch can exceed \$20,000 per set.

Why Neighborhood Lots Matter

Most Neighborhood Lots Are Located in Areas Developed in the 1960's and 1970's.

These neighborhoods are currently undergoing a generational change in home ownership.

- In recent years there has been an *increase* in housing turnover in most of our “Tot Lot” neighborhoods.
- City leaders should be encouraging this new generation of mostly dual-income families to locate to Steubenville.

Why Neighborhood Lots Matter

Steubenville *Competes* with Other Nearby Cities for Highly Desirable Dual-Income Families.

Younger, Dual-Income Families *Increase* Economic Growth and Financial Stability.

- Winterville, Toronto, Weirton and other nearby areas compete for the same pool potential home buyers.
- Young families place a *high value* on local neighborhood parks.
- Closing ANY neighborhood park sends the wrong message to potential home buyers; especially young, dual-income families.

The Solution

Raise Neighborhood Awareness Through Park Signage

Encourage Residents and Businesses to Adopt-A-Park



The Solution

Encourage Local Youth Groups to Lend a Hand During City-Sponsored “Community Volunteer” Days



The Solution

Take Advantage of “Free” Marketing.
 Include a Message on the Back Side of Utility Bills.

RETURN THIS STUB WITH PAYMENT

IF PAYING IN PERSON, BRING ENTIRE BILL TO:
 CITY OF STEUBENVILLE UTILITY OFFICE
 115 S. THIRD ST., STEUBENVILLE, OH 43952

DROP BOXES LOCATED AT:
 Ft. Steuben Mall (Customer Service Desk)
 M&M Hardware
 Krogers (Hollywood Plaza)
 Court Alley (Behind the City Building)

FAILURE TO PAY BY THE DATE SHOWN MAY
 RESULT IN DISCONNECTION. THERE IS A
 RECONNECT CHARGE.

DUE DATE IS FOR CURRENT CHARGES ONLY.
 ARREARS ARE DUE UPON DEMAND.

KEEP THIS PORTION FOR YOUR RECORDS

NOTICE
 BEFORE YOUR WATER SERVICE CAN BE SHUT OFF, YOU HAVE THE RIGHT TO 14 DAYS PRIOR
 NOTICE AND THE RIGHT TO CONTEST THE SHUT OFF. IF YOU DISPUTE THIS BILL, YOU HAVE
 THE RIGHT TO A HEARING. FOR MORE INFORMATION ON THESE AND OTHER HEARING
 RIGHTS, STOP BY THE CITY UTILITY OFFICE.

FAILURE TO RECEIVE BILL DOES NOT
 WAIVE CUSTOMER OF PENALTY

| SERVICE CODE EXPLANATION & MISCELLANEOUS FEE SCHEDULE | |
|---|-------------------------|
| WA-WATER | SE-SEWER R-REFUSE |
| 1C - INFRASTRUCTURE CHARGE | 40 - METER REPAIR |
| 02 - RETURNED CHECK | 41 - METER REMOVED/LOST |
| 20 - RE-READ | 43 - METER TEST |
| 21 - CURB STOP OPERATION | 45 - REMOTE METER |
| 23 - AFTER HOURS | 80 - EXTRA PICK-UP |
| | 85 - MISCELLANEOUS |

CITY OF STEUBENVILLE
 115 S. THIRD ST., P.O. BOX 4700
 STEUBENVILLE, OH 43952-4700
 (740) 283-6000 EXT. 1400

www.cityofsteubenville.us

Go to www.xxxxxxxx.com to Learn How
 to Save and Improve Your Local Steubenville
 Neighborhood Park

The Solution

Don't Set Unrealistic Deadlines for the Public To Take Action

It will take time to educate the public at large about the need for them to “take ownership” of their local neighborhood park.

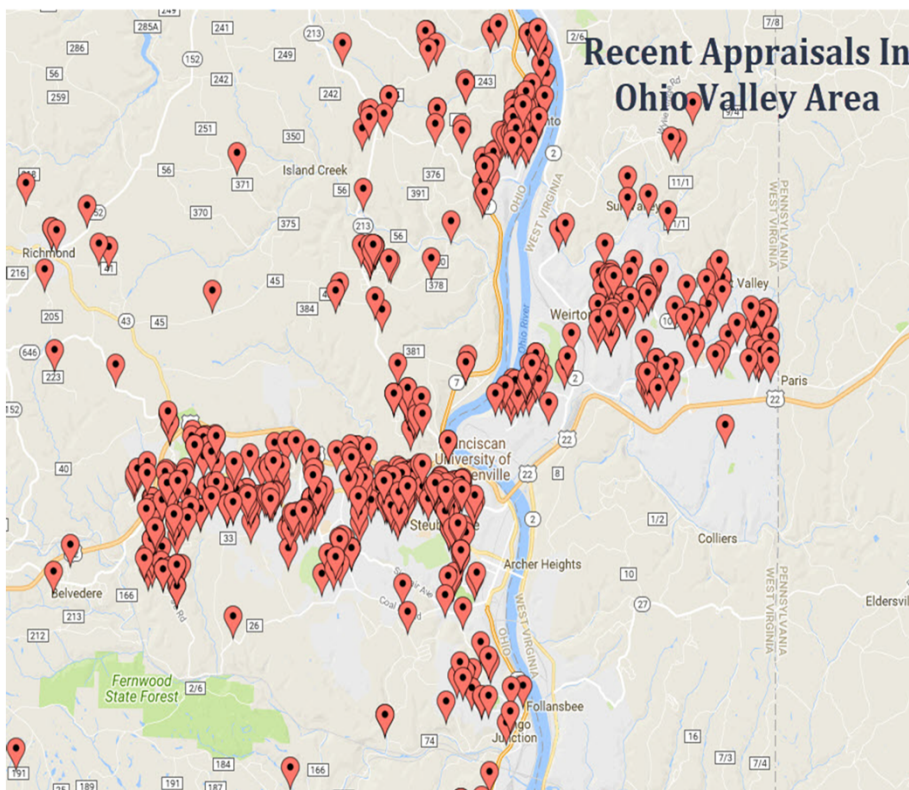
Youth, religious and civic groups should be made aware of how they can help maintain and improve our local neighborhood parks.

As a state-certified residential real estate appraiser, Mark Giannini provides appraisal services for homeowners, banks, savings and loan companies, credit unions, insurance companies, legal and financial professionals, government agencies, and employee relocation companies.

Mark Giannini is a native of Steubenville, Ohio and holds a Bachelor of Science degree in Business Administration from Ohio Northern University. He began his professional career as a securities trader and stock specialist at the Chicago Stock Exchange. He later joined UBS Financial as a private-client investment advisor in Chicago.

In 2004 while living in the Naples – Fort Myers, Florida area Mark decided to combine his interest in financial analysis and real estate as he pursued a state certification as real estate appraiser. He trained under veteran Appraisal Institute-trained commercial appraisers at Carlson, Norris & Associates in Fort Myers, Florida where he worked on commercial and residential appraisals.

Mark later established his own appraisal company in 2007 in Fort Myers, Florida. He returned to Steubenville, Ohio in 2011, and became a “Certified Residential Real Estate Appraiser” in both Ohio and West Virginia. In 2013 he established “Valley Appraisal Services” (www.OhioValleyAppraiser.com). Mark has appraised hundreds of properties in the Ohio Valley area. The below map highlights locations where he has provided valuation services.



Mark Giannini works as an independent contractor for many national and local lenders as well as for private homeowners. His appraisal expertise is relied upon for Primary, Secondary, and Rental Home Purchases; Mortgage Refinance, Home Equity Line of Credit; Employee Relocation; Estate Planning and Settlement; Foreclosure, REO and Short Sale Valuation; Historical Retrospective Valuation; Expert Witness Testimony; Pre-Listing Valuation for Homeowners; and Pre-Sale Valuation for Home Buyers.

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