



## APPENDIX A

# CURRENT CONDITIONS

Appendix A: Current Conditions covers background data on the City's population, housing, transportation, infrastructure, and land use.





## SECTION 1

# COMMUNITY PROFILE

Many factors affect a community's future, including population and housing trends, income and tax receipts, proximity to transit, and natural features. The Current Conditions section provides an overall assessment of trends in Rocky River.

### WHAT'S IN THIS SECTION?

The section includes the following topics:

- Population, page A4
- Density, page A5
- Households, page A6
- Race and Ethnicity, page A7
- Educational Attainment, page A8
- Schools, page A9
- Housing Units, page A10
- Housing Investment, page A11
- Single-Family Sales, page A12
- Condominium Sales, page A13
- Tenure & Occupancy, page A14
- Rent & Affordability, page A15
- Neighborhood Profiles, page A16
- Housing Market, page A18
- Income, page A19
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- Property Tax, page A21
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- Transit Coverage & Planning, page A27
- Walkability, page A28
- Bike Routes, page A29
- Local Infrastructure, page A30
- Regional Infrastructure, page A31

This data comes from numerous sources, including the U.S. Census' American Community Survey, Cuyahoga County, the US Postal Service, and the City of Rocky River.

# POPULATION

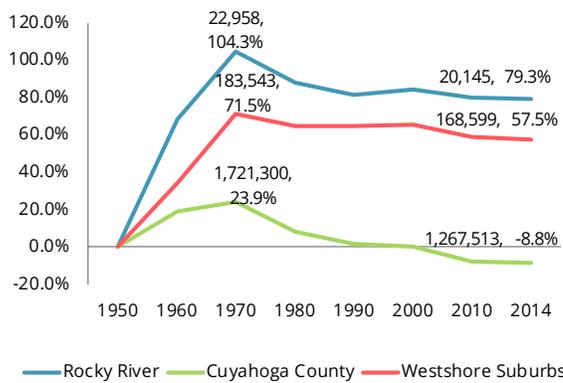
Land use and municipal service needs are influenced by population size and growth trends. Rocky River's population has remained stable around 20,000 people since 1990 even as the population in the Westshore Suburbs and Cuyahoga County has continued to fall.

middle-aged adults and children, with low populations of young adults. The City also has a higher percentage of seniors than the County as a whole.

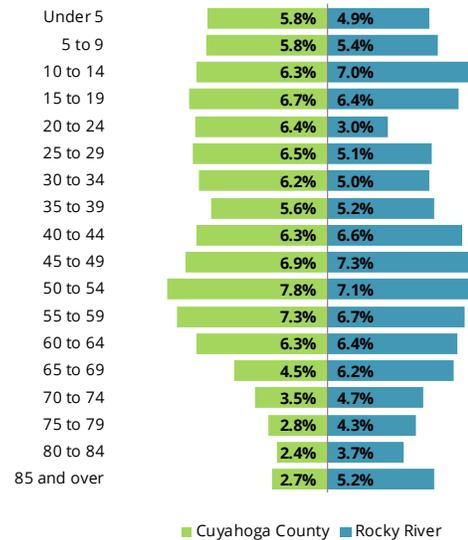
Rocky River's population skews toward households with children. The City has large populations of

Change in population by age group shows that the City's senior population is growing quickly and at a faster rate than the County and Westshore Suburbs.

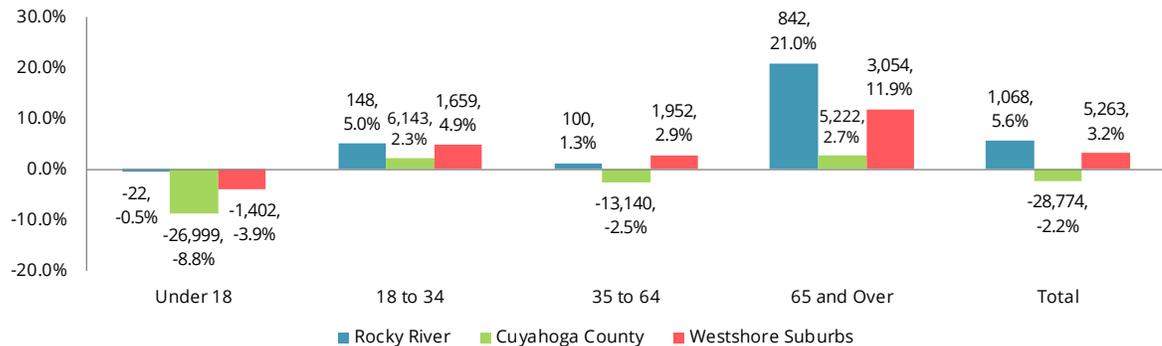
**Figure 1**  
Percent Population Change Compared to 1950; and Total Population, 2014



**Figure 2**  
Population Pyramid, 2014



**Figure 3**  
Numeric and Percent Change in Population by Age Group, 2009-2014



Page Sources: Historic Census Populations of All Incorporated Ohio Places, Ohio Dept. of Development; American Community Survey, B01003; American Community Survey, B01001

# DENSITY

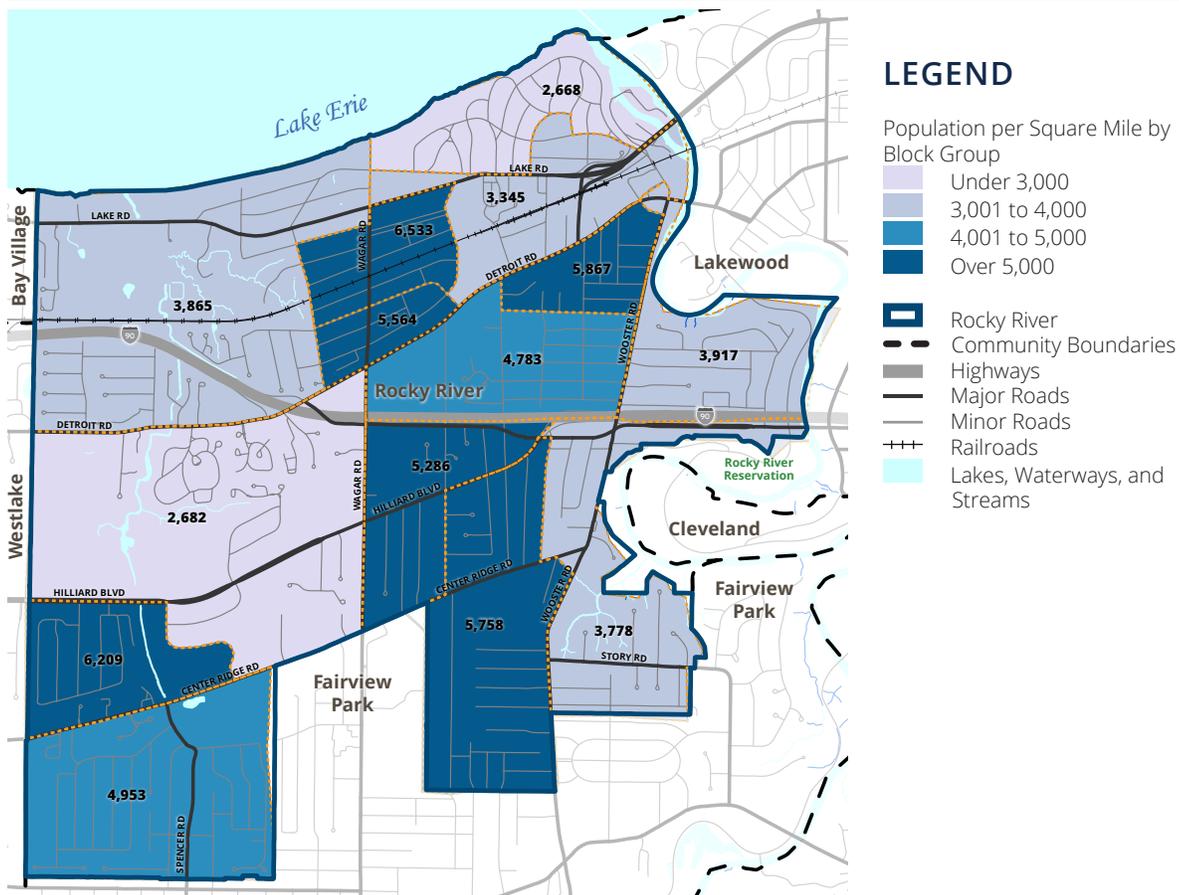
Population density is a measure of population by square mile; when mapped, it can generally display how tightly packed or dispersed the population is in an area. Densely populated areas can more easily support walkable amenities such as restaurants and retail, and sometimes can have different needs such as greater transit frequencies.

generally lower than average. These areas are largely residential but have widely spaced homes. The areas along the City's western border are also lower density; however, these areas contain large parks and non-residential uses.

Map 1 displays higher population densities in neighborhoods just south and east of Downtown River, in the southwestern corner of the City, and north and south of Center Ridge Road east of Wagar.

The population densities in neighborhoods along the Lake and along the City's eastern border are

## MAP 1 POPULATION DENSITY



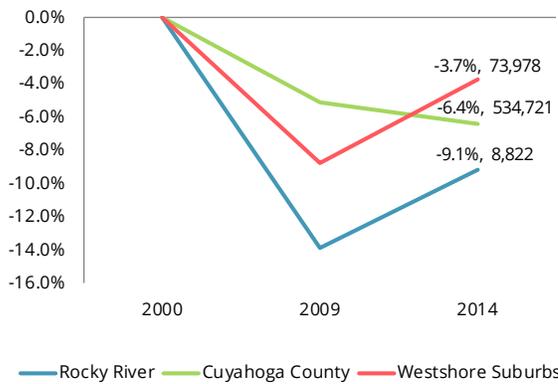
Page Sources: Cuyahoga County Planning Commission; 2016 American Community Survey

# HOUSEHOLDS

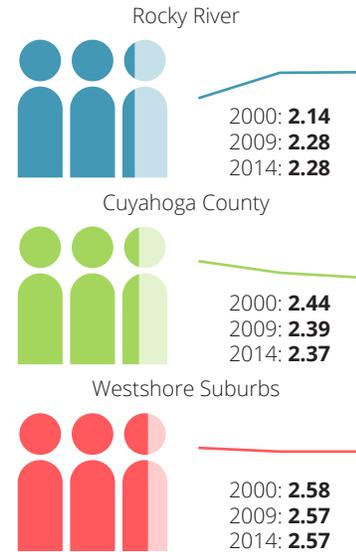
The Census defines a household as any person or group of people living together in a residence regardless of relationship. It may consist of a person living alone or of multiple related and/or unrelated individuals living together. In Rocky River total households decreased between 2000 and 2009, before increasing by 459 households between 2009 and 2014, for a total of 8,822 households.

The City is seeing an increase in both large and small households—those with one member or those with four or more. Meanwhile, households of three people have decreased. These changes have caused the City's average household size to increase while Cuyahoga County and the Westshore Suburbs have decreased. Despite this, Rocky River's average household size remains smaller.

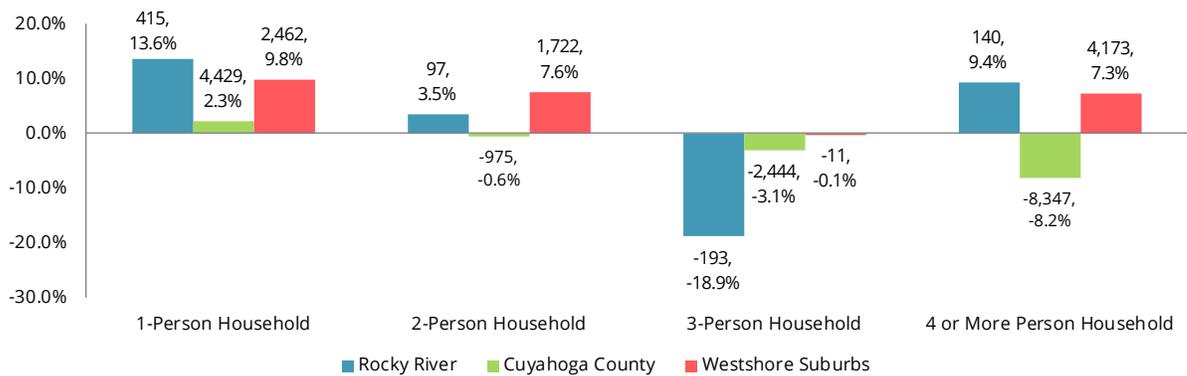
**Figure 4**  
Percent Household Change Compared to 2000; and Total Households, 2014



**Figure 5**  
Average Household Size



**Figure 6**  
Numeric and Percent Change in Households by Household Size, 2009-2014



# RACE AND ETHNICITY

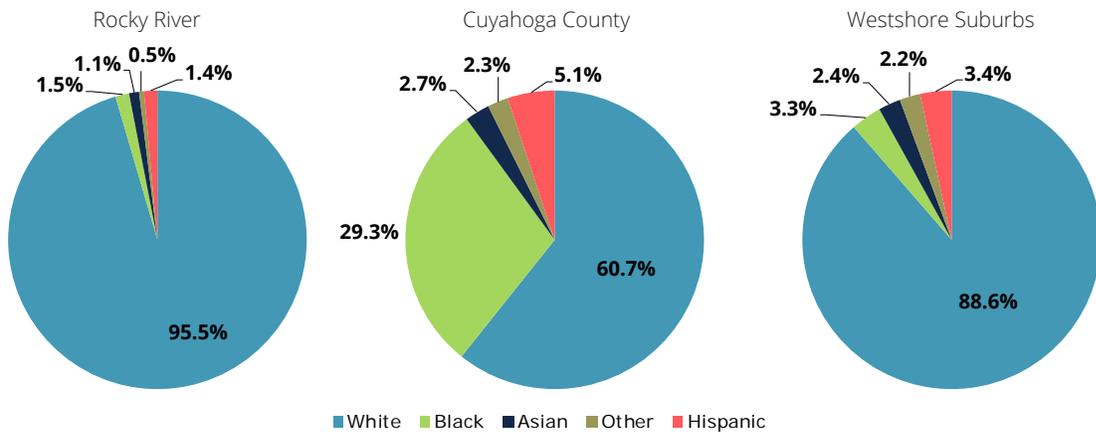
The racial and ethnic background of a community can help to inform policy and program decisions. For this analysis, residents identifying as Hispanic were considered as a separate category from other racial groups.

compared to 60.7% of Cuyahoga County and 88.6% of the Westshore Suburbs identifying as White.

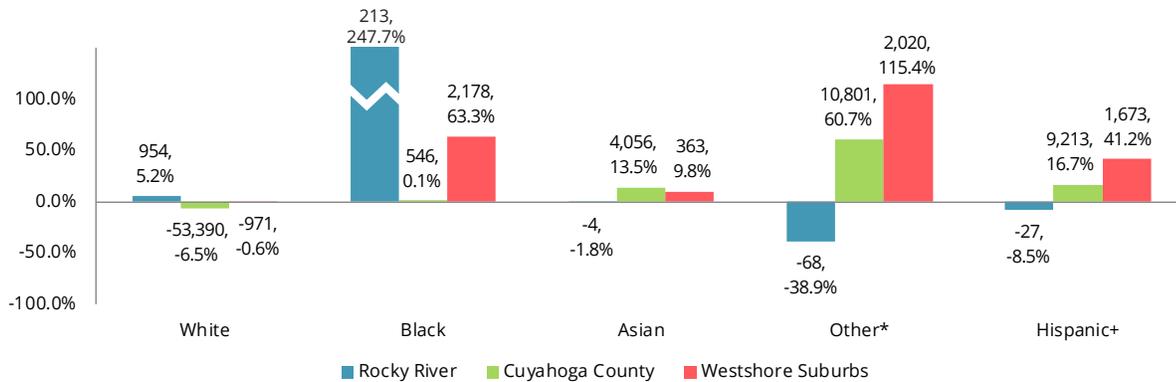
The City has become slightly more diverse since 2009, with increases in the Black population but decreases in other minority groups.

Compared to Cuyahoga County and the Westshore Suburbs, Rocky River is significantly less diverse with 95.5% of the City's population identifying as White,

**Figure 8**  
Race and Ethnicity, 2014



**Figure 7**  
Numeric and Percent Change in Population by Race and Ethnicity, 2009-2014



Source: American Community Survey, B03002

\*Other includes American Indian and Alaskan Native, Native Hawaiian and Other Pacific Islander, Some Other Race, and Two or More Race populations as defined by the U.S. Census Bureau

\*For this analysis, Hispanics are counted separately from other races

# EDUCATIONAL ATTAINMENT

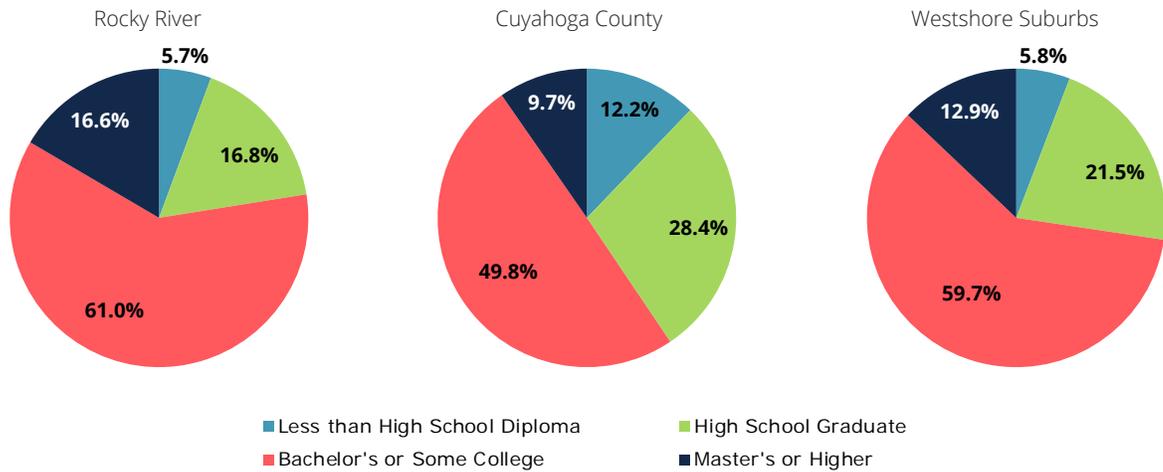
Higher educational attainment often indicates higher incomes, which can strengthen a community's economy. More than ¾ of Rocky River's population has some college education, which is higher than both the County and the Westshore Suburbs.

increases were faster than the County but slower than Westshore Suburbs.

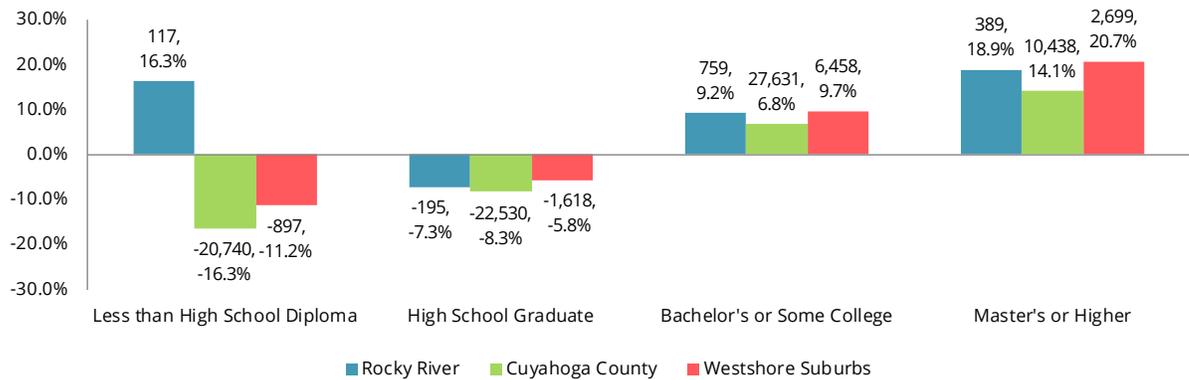
Trends show the City becoming more highly educated, with increases among those with Bachelor's/ some college and Master's/higher. These groups'

The number of adults with less than a High School Diploma also increased in Rocky River, while this number decreased elsewhere.

**Figure 10**  
Educational Attainment Among Adults Age 25 and Over, 2014



**Figure 9**  
Numeric and Percent Change Among Adults 25 and Over by Educational Attainment, 2009-2014



Source: American Community Survey, B15002

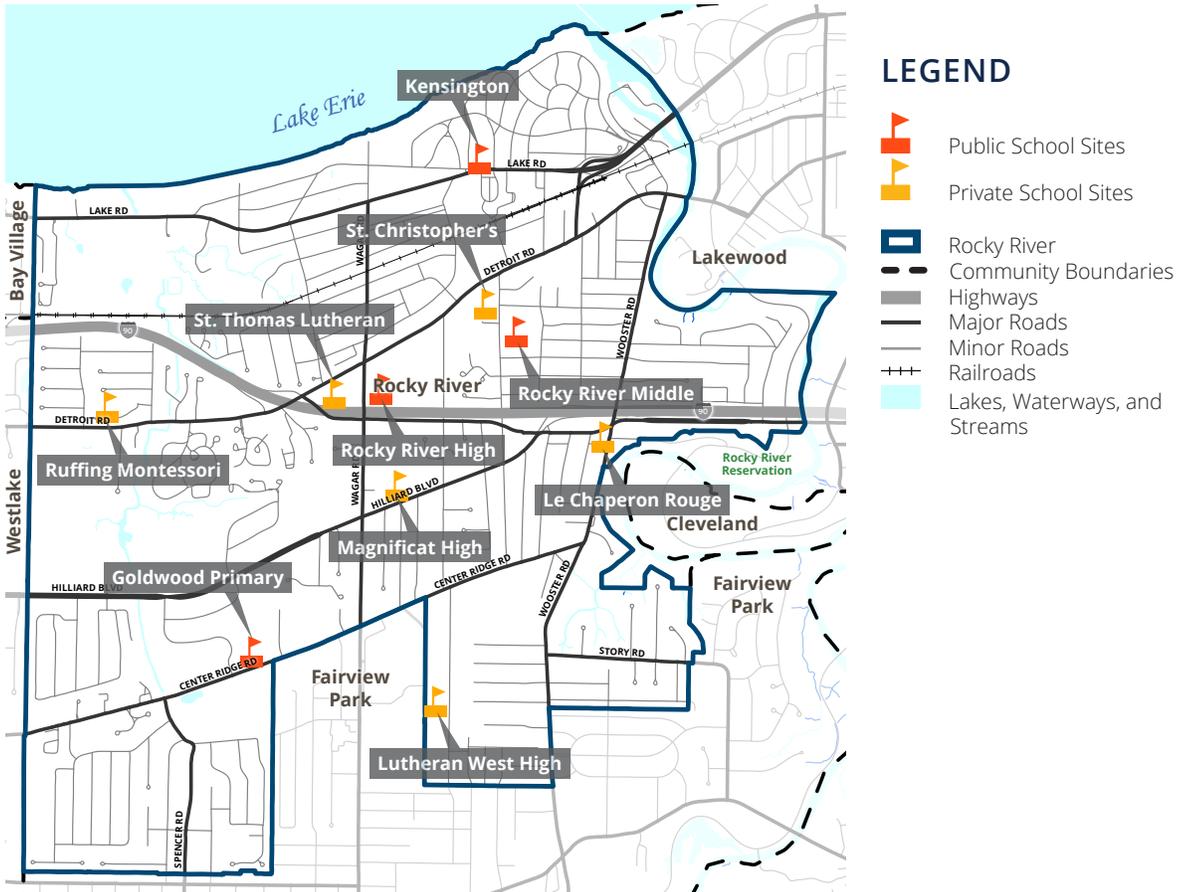
# SCHOOLS

Rocky River residents are part of the Rocky River City School District. The District enrolled 2,748 students in the 2014-2015 school year, and the District includes a primary school, an intermediate school, a middle school, and a high school.

In addition to public schools, Rocky River hosts a number of private schools including two private high schools: Lutheran West and Magnificat.

The Ohio Department of Education gave the district a B rating on its 2015 Performance Index Report Card, which measures student test scores. The school district earned a B rating in the value added measure, which indicates that students in grades four through eight exceeded what was expected over the year in reading and math. The district's current four year graduation rate is 99.5%, which is significantly higher than the statewide average of 82.2%.

## MAP 2 PUBLIC AND PRIVATE SCHOOL SITES



Page Sources: Cuyahoga County Planning Commission

# HOUSING UNITS

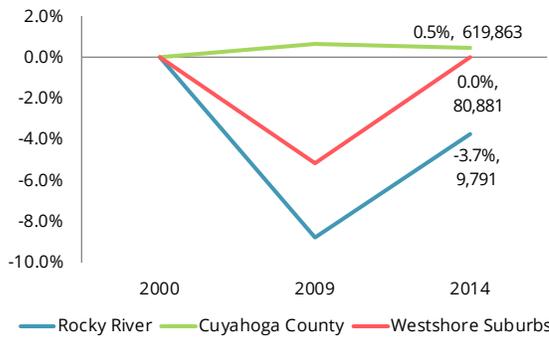
Rocky River's housing unit changes have been similar to the Westshore Suburbs, which saw a decline through 2009 followed by an increase in total units to 2014. In 2014, Rocky River had a total of 9,791 housing units.

The age of the City's housing is similar to the County, with roughly ¾ of units built prior to 1970 and fewer

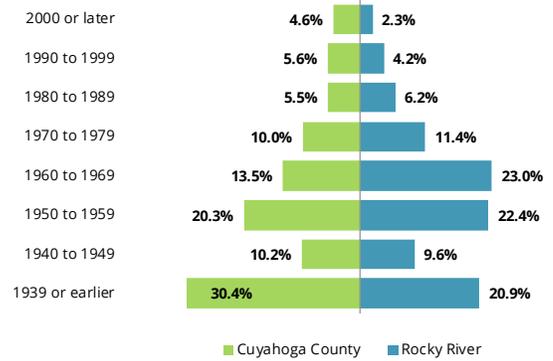
units built in the ensuing decades, suggesting limited developable land.

While a majority of Rocky River's units are single-family homes (single-unit detached), the City's housing stock is more diverse than all comparison communities except Lakewood.

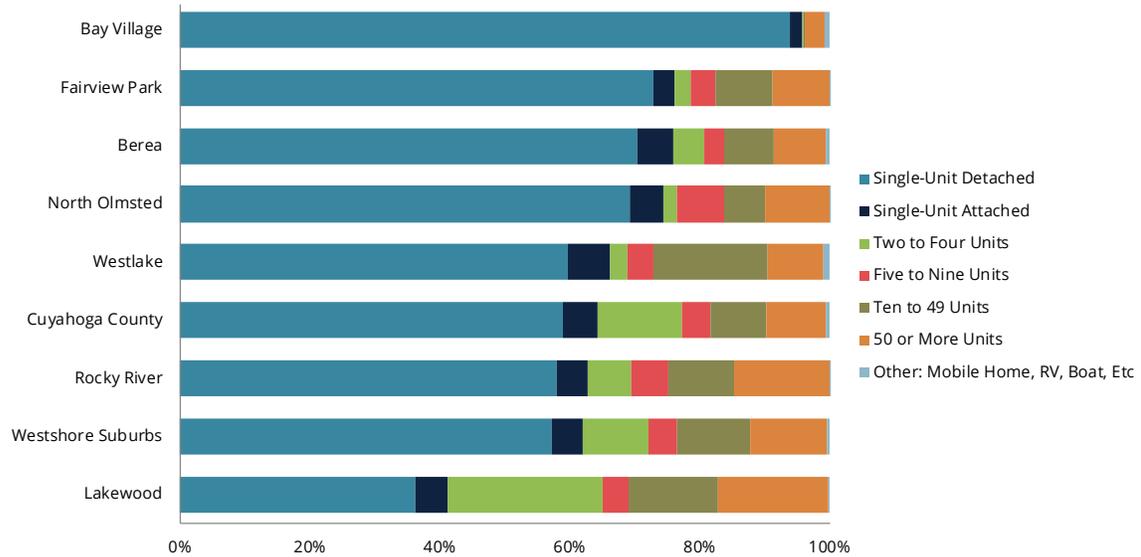
**Figure 11**  
Percent Housing Unit Change Compared to 2000; and Total Housing Units, 2014



**Figure 12**  
Year Structure Built



**Figure 13**  
Percent of Units by Number of Units in Structure, Rocky River and Select Communities, 2014



Page Sources: U.S. Census Bureau, H001; American Community Survey, B25001, B25024, B25034

# HOUSING INVESTMENT

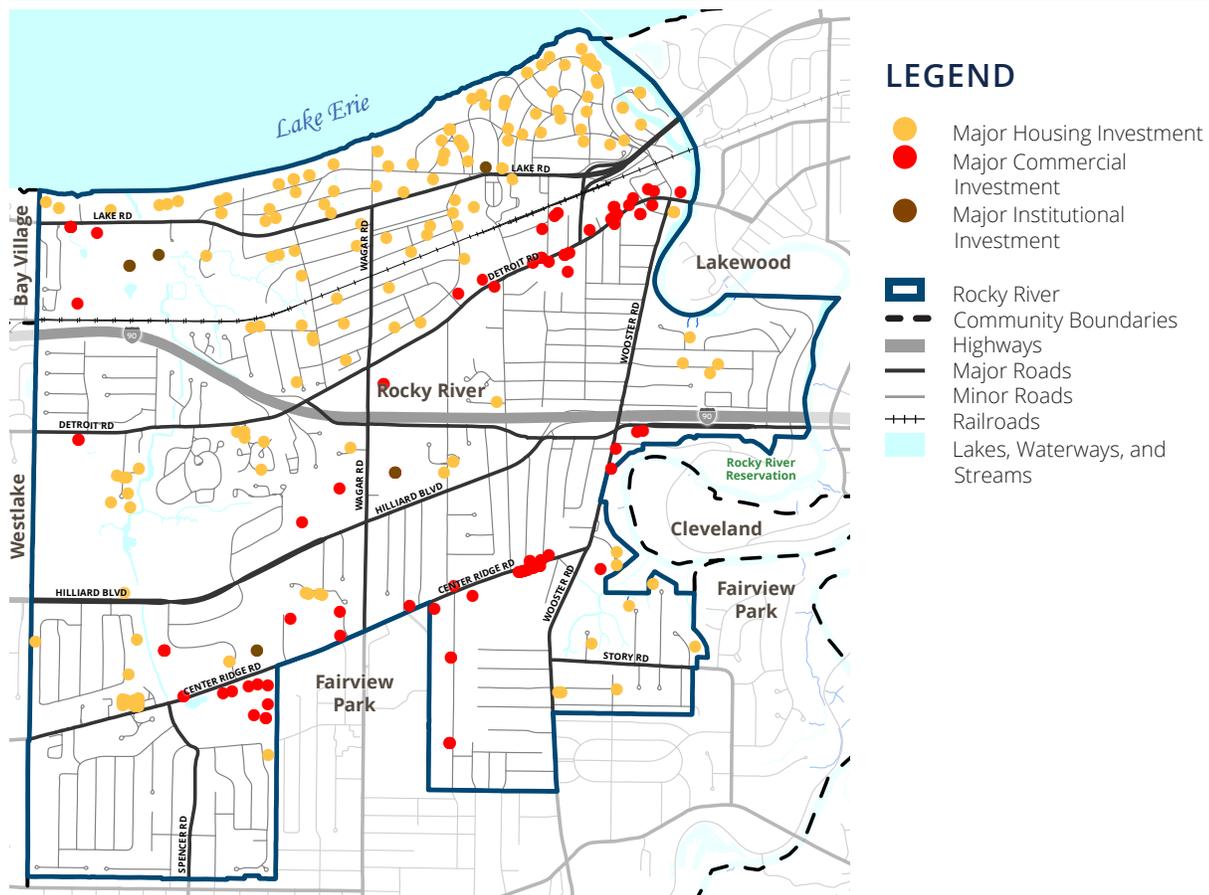
Following the completion of the 2005 Master Plan, the City and its partners undertook various efforts to spur new housing and commercial development. The map below showcases all major housing, commercial, and institutional investments in the years between 2005 and 2016. Major investments were defined as having a value over \$150,000.

neighborhoods south of Center Ridge and between Hilliard and Detroit.

In all, the City saw 276 projects valued at greater than \$150,000 since the completion of the Master Plan. The total estimated cost of these projects was \$214,303,514.

The map showcases how wide-ranging and comprehensive investment has been throughout the City. Investments in commercial development have occurred on all major corridors. Housing investment has also occurred throughout the City and at an impressive rate; however, certain areas have seen far fewer major investments. This is especially true of

## MAP 3 INVESTMENTS OVER \$150,000, 2005-2016



Page Sources: Cuyahoga County Planning Commission; City of Rocky River

# SINGLE-FAMILY SALES

Median sales price is an important indicator of housing market strength and can display trends over time. In 2015, there were 315 sales of single-family homes in Rocky River with a median sales price of \$235,500. When compared to surrounding communities, this was among the highest median sales price.

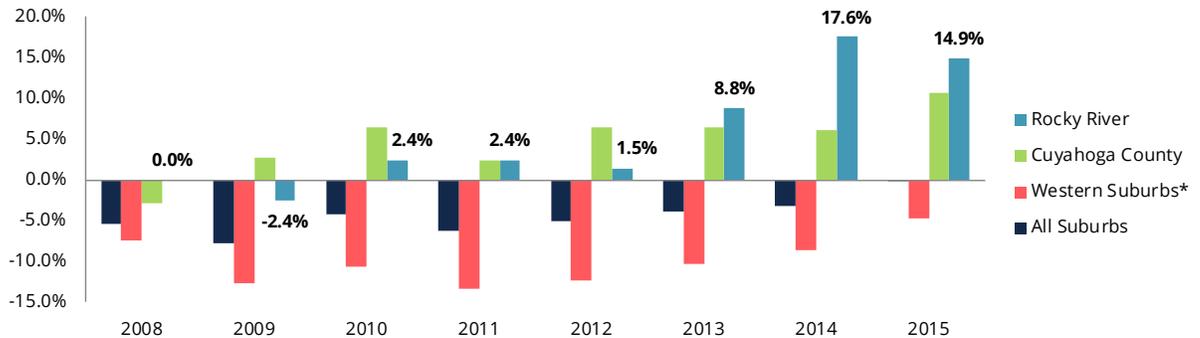
areas. The City's 2015 median sales price was 14.9% higher than 2007, while Cuyahoga County's median sales price was up only 10.6%, Western Suburbs were down 4.7%, and all Cuyahoga County suburbs were down 0.1%.

Compared to baseline data in 2007, Rocky River weathered the Great Recession far better than other

**Figure 15**  
Median Sales Price, Single-Family Homes, 2015



**Figure 14**  
Percent Change in Median Sales Price Compared to 2007



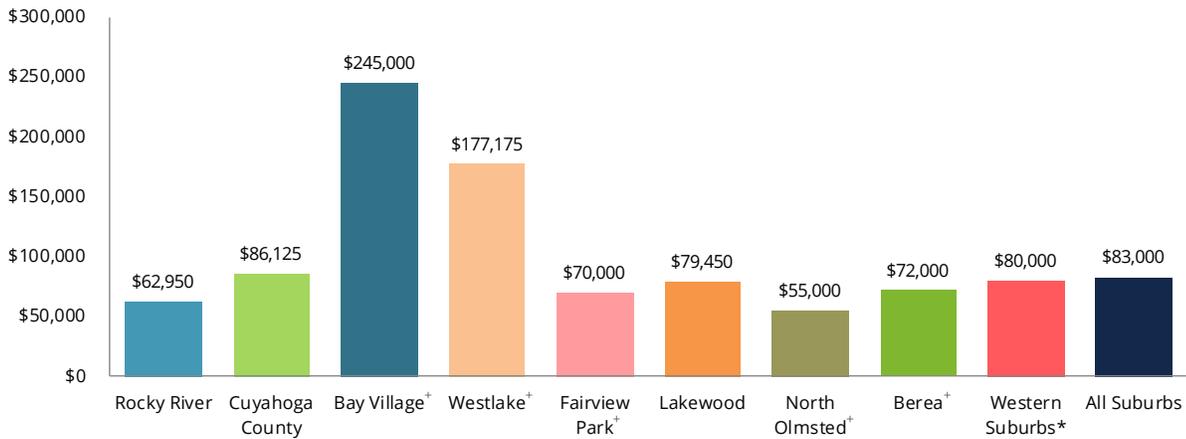
Source: Maxine Levin College of Urban Affairs, Cleveland State University  
 \*For this chart, Western Suburbs refers to all suburban communities west of the Cuyahoga River  
 \*\*Median sales price is calculated based on total sales annually for each data set, with the exception of 2012, which displays median sales price through November.

# CONDOMINIUM SALES

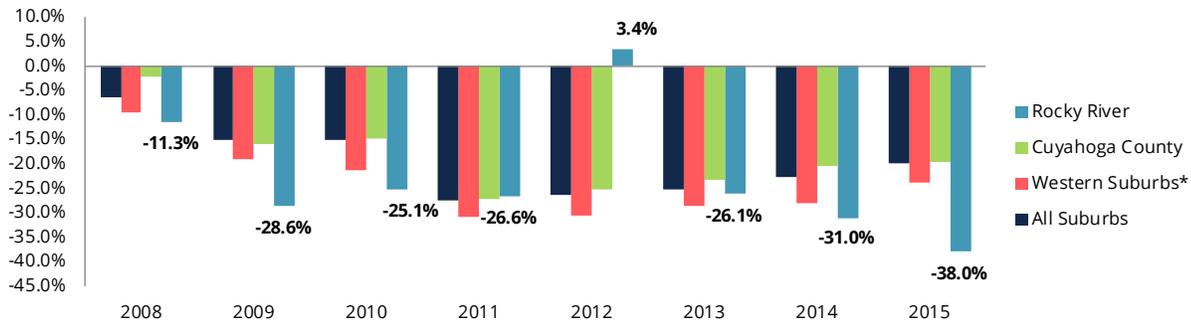
In addition to the median sales price of single-family homes, the median sales price of condominiums displays the change in for-sale multi-family units. Importantly, there are fewer condominiums in Rocky River and the Westshore suburbs, meaning median sales prices can fluctuate greatly. In 2015, there were 102 condominium sales in Rocky River for a median sales price of \$62,950. This was lower than suburban communities and Cuyahoga County as a whole.

As shown in the comparison to baseline data from 2007, condominium sales prices fluctuate. While the 2012 median sales price was up 3.4% over the 2007 median, the 2015 median sales price had fallen to 38.0% lower than the 2007 median sales price.

**Figure 17**  
Median Sales Price, Condominiums, 2015



**Figure 16**  
Percent Change in Median Sales Price Compared to 2007



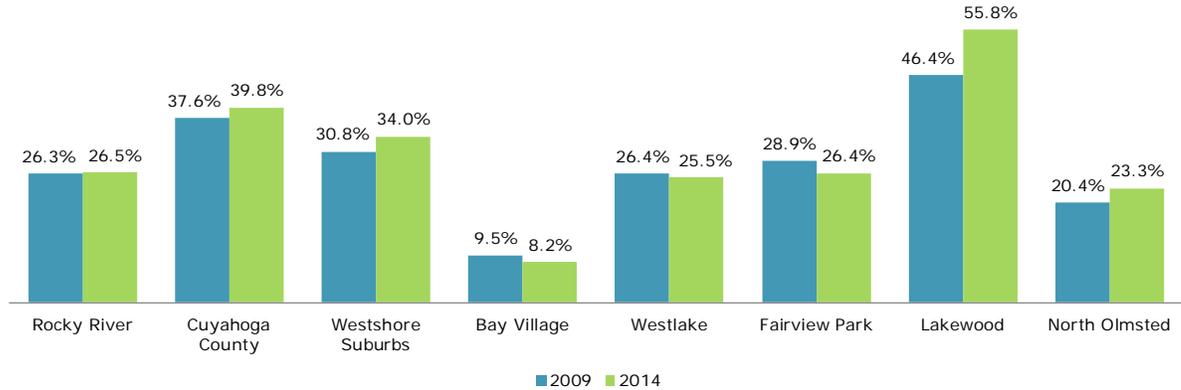
Source: Maxine Levin College of Urban Affairs, Cleveland State University  
 \*For this chart, Western Suburbs refers to all suburban communities west of the Cuyahoga River  
 \*\*Median sales price is calculated based on total sales annually for each data set, with the exception of 2012, which displays median sales price through November.  
 +Communities with fewer than 50 condominium sales within the past year

# TENURE & OCCUPANCY

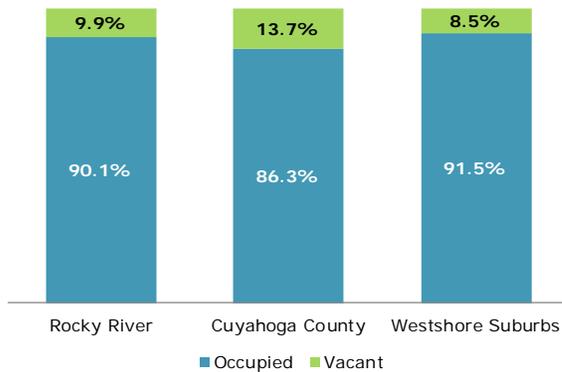
Tenure describes whether a unit is owned or rented. Rocky River's rental rate is up slightly from 2009, but remains lower than the County and Westshore Suburbs. Lakewood's high rental rate skews the Westshore Suburbs' rate, however—Rocky River has a higher percent of rental units than any surrounding community except Lakewood.

Rocky River's vacancy rate is lower than the County but higher than Westshore Suburbs. Vacant units are not necessarily vacant and abandoned, but may include for sale or second homes. A majority of the City's vacant units are sold/rented but unoccupied, currently for sale/for rent, or are seasonally occupied.

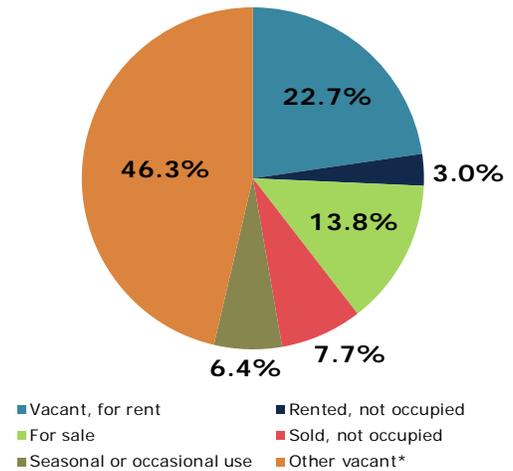
**Figure 20**  
Percent of Renter-Occupied Housing Units, 2009-2014



**Figure 19**  
Vacancy Rates, 2014



**Figure 18**  
Vacancy Types, 2014



Page Sources: American Community Survey, B25002, B25003

\*The "Other vacant" category indicates that the unit does not fit into the for rent, for sale, rented or sold but not yet occupied, or temporarily used vacant categories. Common reasons include an owner that does not want to rent or sell, or a house being used for storage, being foreclosed upon, or being repaired or renovated.

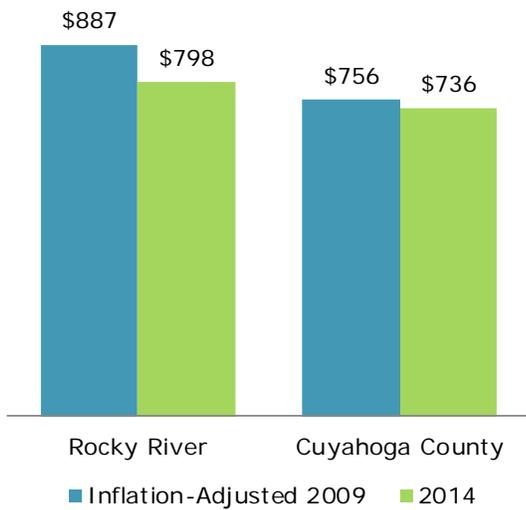
# RENT & AFFORDABILITY

Median gross rent is an indicator of the housing market's strength, and combined with other indicators, can give insight into housing affordability. Rocky River's 2014 median rent was \$798—higher than Cuyahoga County's \$736; however the City's inflation-adjusted median rent fell 10.1% from 2009 compared to a Countywide decrease of 2.6%. Nearly 30% of Rocky River's rental units go for more than \$1,000 monthly, a significantly higher percentage

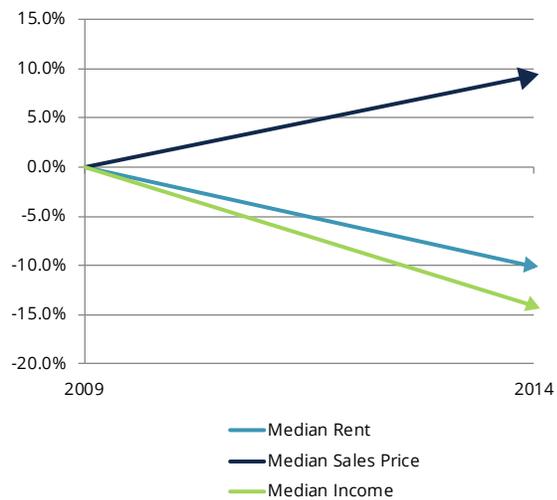
than the County or Westshore Suburbs. Only 12.6% of units in Rocky River rent for less than \$600.

Changes in rent, sales price, and income show sales price increasing and income and rent decreasing, indicating residents are spending more money on living expenses.

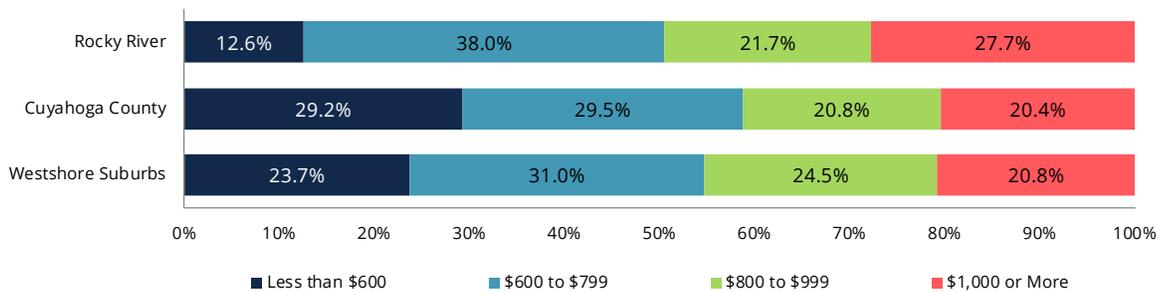
**Figure 22**  
Inflation-Adjusted Median Rent, 2009-2014



**Figure 21**  
Change in Rent, Sales Price, and Income, Rocky River, 2009-2014



**Figure 23**  
Percentage of Rental Units by Gross Rent, 2014



Page Sources: American Community Survey, B25064, B19013; Maxine Levin College of Urban Affairs, Cleveland State University; BLS Inflation Calculator

# NEIGHBORHOOD PROFILES

The U.S. Census Bureau groups the City of Rocky River into four Census Tracts. The following pages include maps and descriptions of housing indicators by Census Tract. Some of the highlights include:

- **North Neighborhood:** This neighborhood has some of the highest median values and rental rates, despite having some of the City's oldest housing stock and highest vacancy rates.
- **West Neighborhood:** This neighborhood consists of the newest housing stock, boasts low vacancy rates, and affordable housing prices and rents.
- **Central Neighborhood:** This neighborhood has the City's highest owner occupancy rate,

moderate vacancy and rental rates, but the lowest median housing value.

- **South Neighborhood:** This neighborhood consists of almost half multi-unit dwellings and has the highest rental rates in the City.

## NORTH NEIGHBORHOOD

Census Tract 1811.00

<b>Total Units:</b>	2,873	
<b>Owner-Occupied:</b>	78.2%	
<b>Multi-Unit:</b>	27.4%	
<b>Built Prior to 1960:</b>	70.3%	●
<b>Vacancy Rate:</b>	12.8%	●
<b>Median Value:</b>	\$273,000	●
<b>Median Rent:</b>	\$840	●

## CENTRAL NEIGHBORHOOD

Census Tract 1812.03

<b>Total Units:</b>	1,482	
<b>Owner-Occupied:</b>	80.9%	
<b>Multi-Unit:</b>	31.7%	
<b>Built Prior to 1960:</b>	65.7%	●
<b>Vacancy Rate:</b>	8.2%	●
<b>Median Value:</b>	\$176,400	●
<b>Median Rent:</b>	\$825	●

## WEST NEIGHBORHOOD

Census Tract 1812.01

<b>Total Units:</b>	2,910	
<b>Owner-Occupied:</b>	74.6%	
<b>Multi-Unit:</b>	39.2%	
<b>Built Prior to 1960:</b>	27.3%	●
<b>Vacancy Rate:</b>	6.5%	●
<b>Median Value:</b>	\$201,000	●
<b>Median Rent:</b>	\$689	●

## SOUTH NEIGHBORHOOD

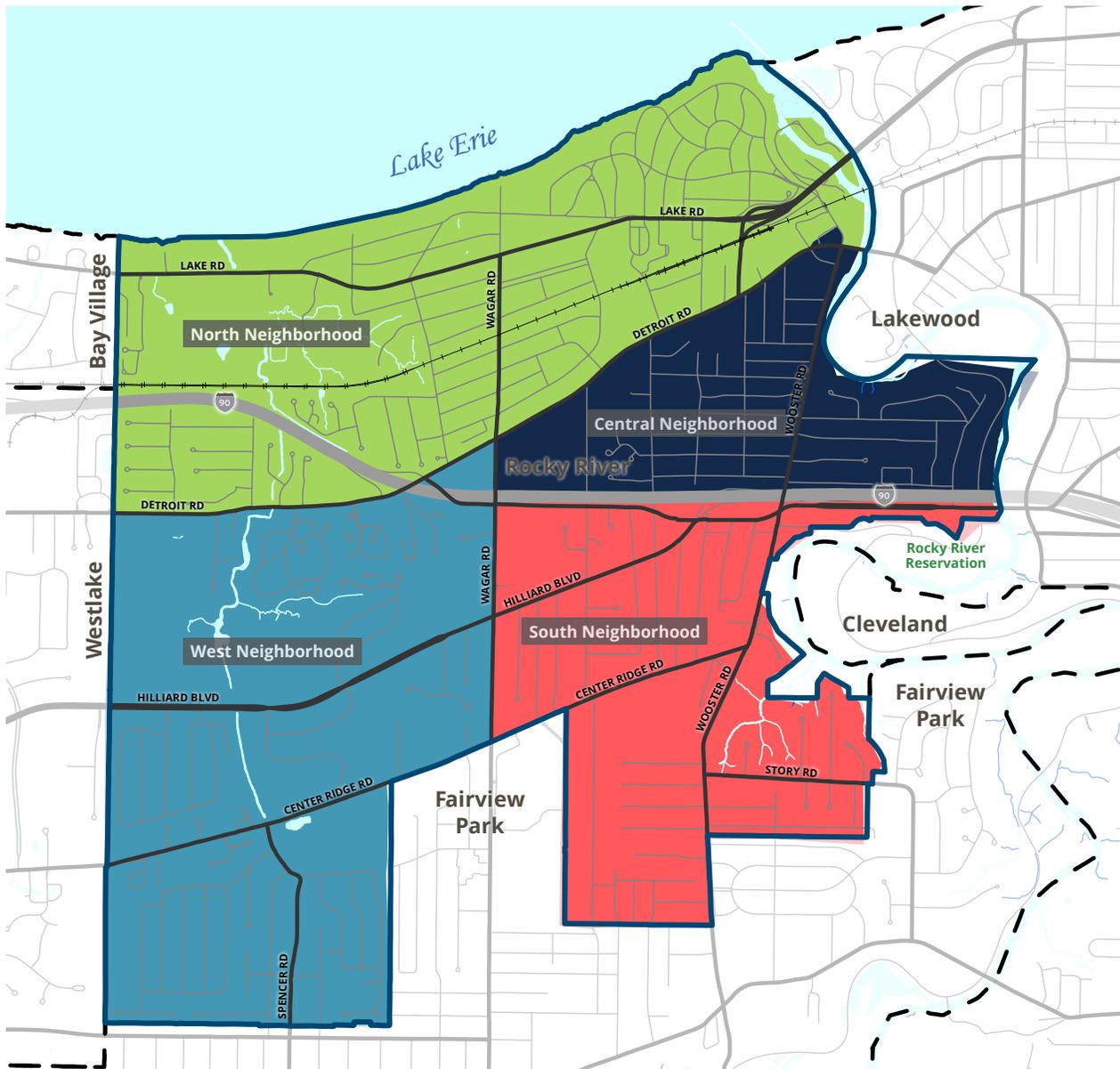
Census Tract 1812.04

<b>Total Units:</b>	2,526	
<b>Owner-Occupied:</b>	62.2%	
<b>Multi-Unit:</b>	49.2%	
<b>Built Prior to 1960:</b>	54.9%	●
<b>Vacancy Rate:</b>	11.5%	●
<b>Median Value:</b>	\$177,100	●
<b>Median Rent:</b>	\$861	●

## LEGEND

- Higher Value
- Average Value
- Lower Value

# MAP 4 HOUSING BY NEIGHBORHOOD



## LEGEND

- North Neighborhood
- Central Neighborhood
- South Neighborhood
- West Neighborhood
- Rocky River
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- | | | Railroads
- Lakes, Waterways, and Streams

# HOUSING MARKET

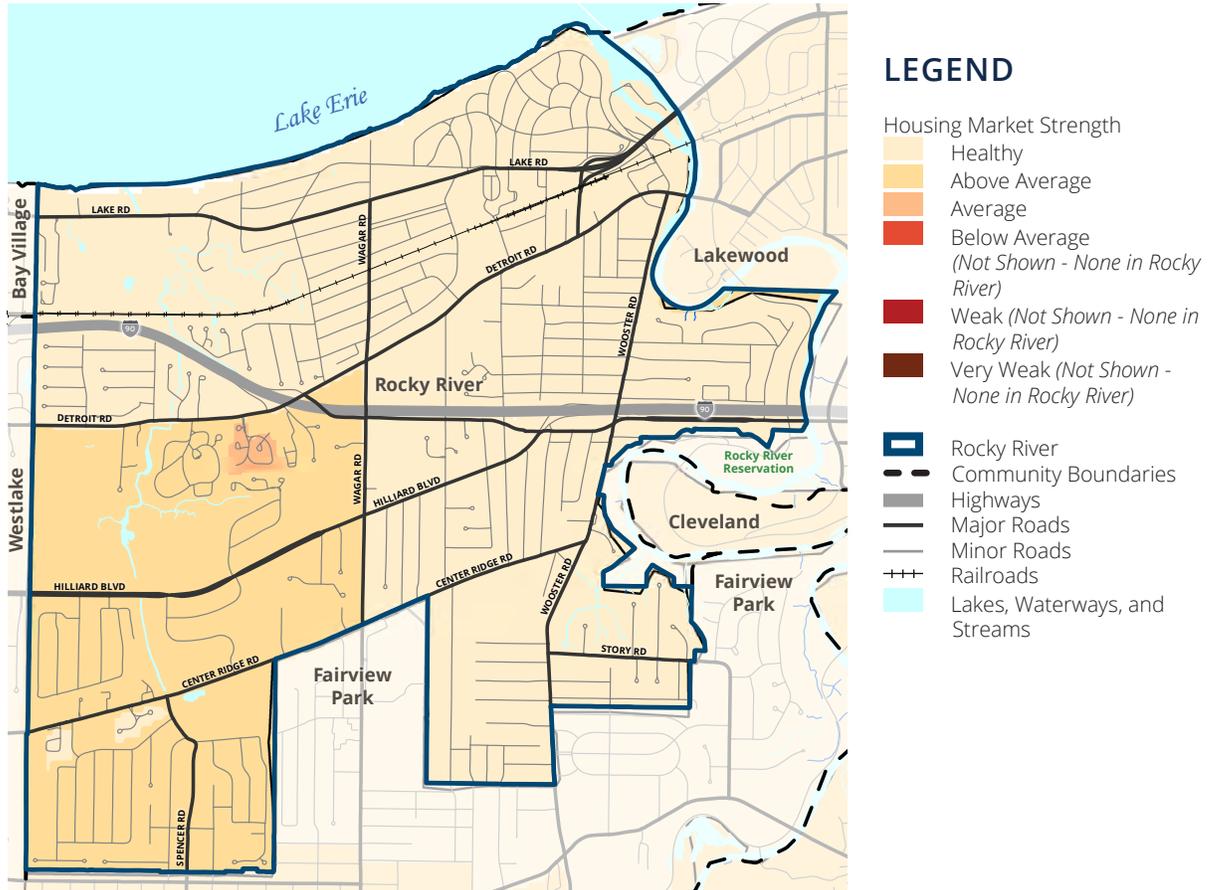
Market research has shown that government investment in neighborhoods has modest effects on nearby homes' property values. In order for government investment to 'tip the scales' and spur private investment, efforts should be focused in tipping point neighborhoods on the border of stable neighborhoods.

Map 5 identifies housing market strength based on seven measures: poverty, tax delinquency, mortgage foreclosure, demolitions, vacancy, change in valuation, and unemployment rate. These measures were identified as part of a Countywide Housing Study completed by the Cuyahoga County Planning

Commission in partnership with Cleveland State University.

The map shows that Rocky River has one of the strongest housing markets in the region, with the vast majority of the City displayed as strong or very strong markets. It is important to note that this map displays broad trends that may not reflect individual homes or subdivisions.

## MAP 5 HOUSING MARKET STRENGTH



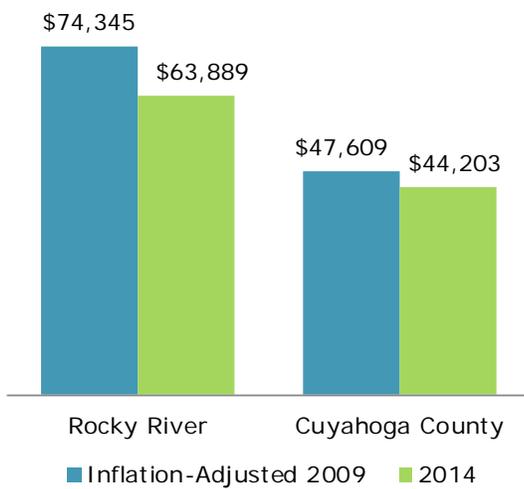
Page Sources: Cuyahoga County Planning Commission

# INCOME

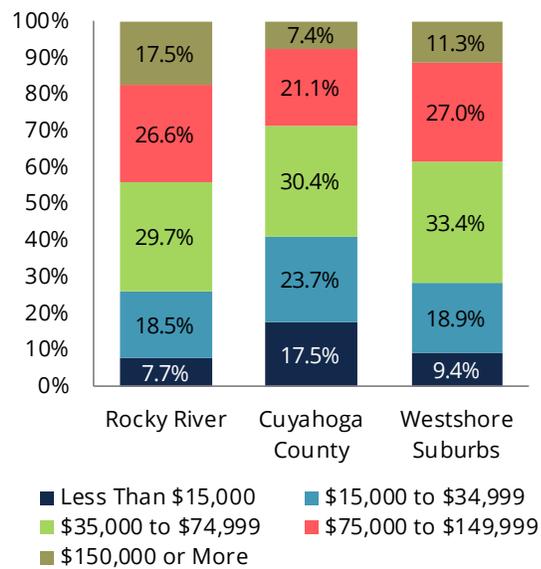
Median household income (MHI) helps gauge purchasing power, the ability to maintain homes, and future income taxes. Between 2009 and 2014, Rocky River's inflation-adjusted MHI fell at a faster rate than the County; however, the City's MHI remains substantially above the County's. In 2014, Rocky River's MHI was \$63,889 compared to only \$44,203 in Cuyahoga County as a whole.

Income category data shows an even distribution of households, with the City having a higher percent of upper-income households compared to the County. Changes in the number of households by income category show a pattern of income stratification. Both upper-income and lower-income households have grown while middle income households have shrunk.

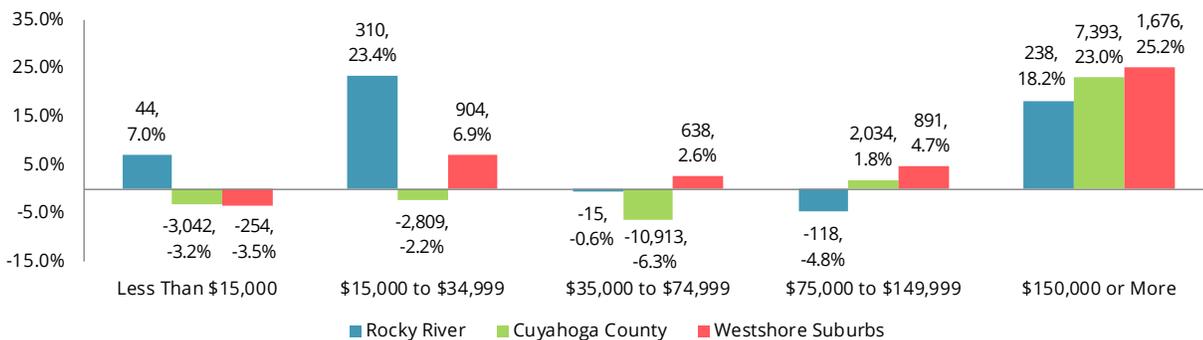
**Figure 25**  
Inflation-Adjusted Median Household Income, 2009-2014



**Figure 26**  
Households by Income Categories, 2014



**Figure 24**  
Numeric and Percent Change in Households by Income Category, 2009-2014



Source: American Community Survey, B19001, B19013; Bureau of Labor Statistics Inflation Calculator

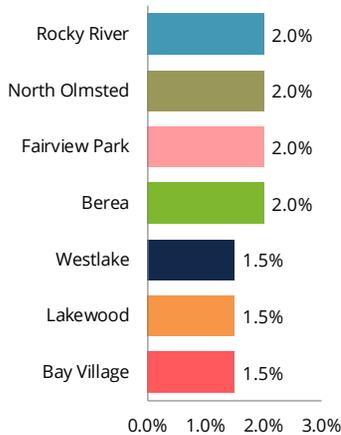
# INCOME TAX

Municipal income taxes are paid by three entities: those working in the City, businesses paying taxes on net profits on activities in Rocky River, and residents working outside the City paying tax on earnings.

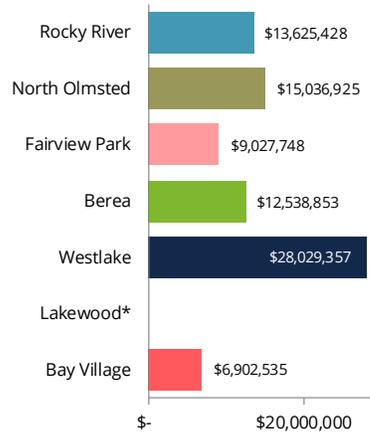
Rocky River's income tax rate is comparable to that of comparison jurisdictions, which all have either 2.0% or 1.5% tax rates. However, there are differences in the amount of funding that income tax collects both as a whole and on a per capita basis.

The total income tax collected in 2016 by Rocky River of \$13.6 million was similar to that of North Olmsted and Berea, while Westlake was considerably higher and Fairview Park and Bay Village were lower. Per capita, Rocky River collected the second most income tax of the comparison jurisdictions in 2016 with \$674.16, followed closely by Berea with \$661.72 collected per capita.

**Figure 27**  
Income Tax Rates by Jurisdiction



**Figure 28**  
Income Taxes Collected by Jurisdiction, 2016



\*Lakewood is not a RITA municipality

**Figure 29**  
Income Tax Collected per Capita by Jurisdiction, 2016



\*Lakewood is not a RITA municipality

# PROPERTY TAX

Rocky River's effective property tax rate is 82.5 mills, the lowest of all comparison communities except Westlake.

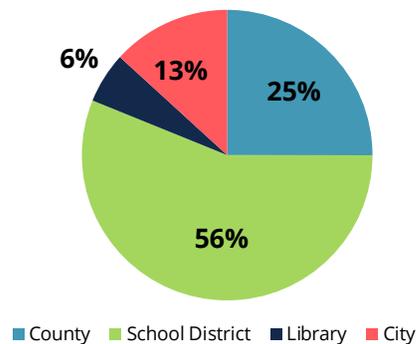
More than half of property taxes are paid to the Rocky River School District, followed by a quarter to the County. Only 13% of property taxes are paid to the City.

As assessed by the County, 85% of Rocky River's property valuation comes from residential properties, underscoring the need to maintain the City's housing stock. Rocky River has more of its tax valuation from residential properties than all surrounding communities except Bay Village. On average, only 68.2% of the total County valuation comes from residential properties.

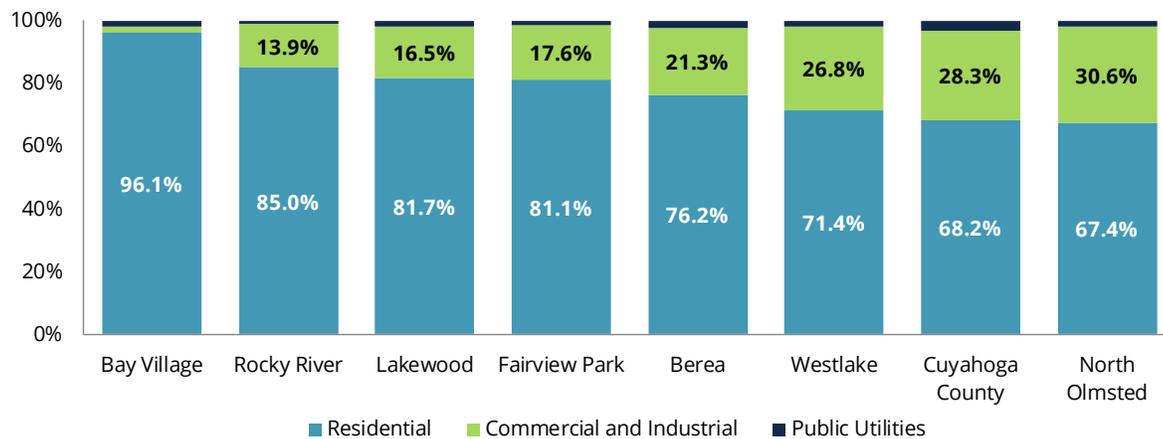
**Figure 32**  
Total Millage and Total Tax Valuation, 2015

Tax District	Total Millage	Tax Valuation Actual (in millions)
Westlake	68.9	\$1,426.4
<b>Rocky River</b>	<b>82.5</b>	<b>\$745.9</b>
Berea	86.1	\$369.4
North Olmsted	89.4	\$786.1
Bay Village	90.1	\$539.8
Fairview Park	91.5	\$391.8
Lakewood	103.3	\$895.5

**Figure 31**  
Percent of Millage Dedicated to Taxing Jurisdiction, 2015



**Figure 30**  
Tax Valuation by Property Type, Rocky River and Comparison Communities, 2015

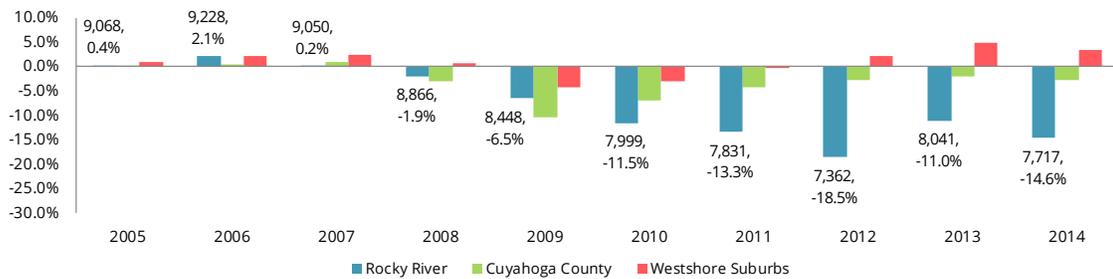


# EMPLOYMENT PROFILE

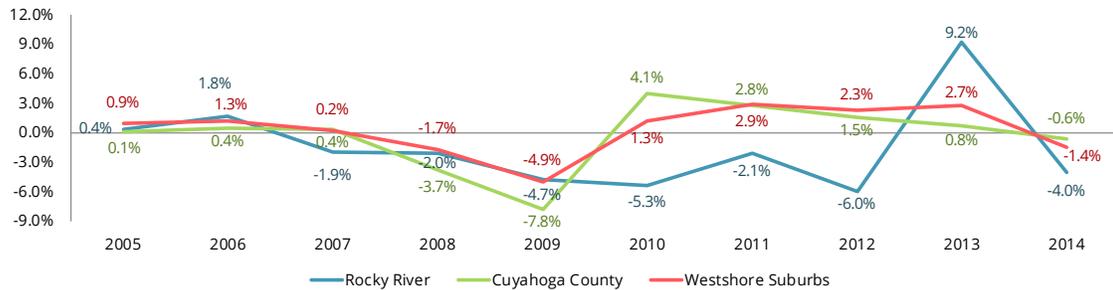
Employment trends are indicators of local economic health. In 2014 (the most recent year for which data is available), there were 7,717 jobs located in Rocky River, a loss of 324 jobs from the year before, but an increase of 355 from 2012. Total jobs are down 14.6% from 2004, due to the Great Recession. Compared to other Westshore Suburbs, Rocky River lost a higher percentage of total jobs during the Great Recession and has yet to recover them.

Rocky River's economy is concentrated in four areas: retail; health care and social assistance; administration & support, waste management, and remediation; and accommodation and food services. Together, these areas account for more than 50% of all jobs.

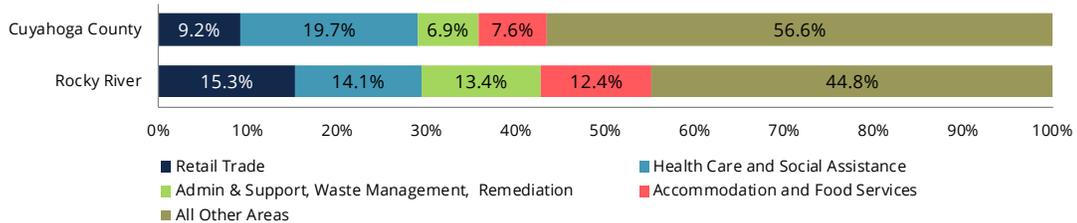
**Figure 33**  
Total Employment Compared to 2004



**Figure 34**  
Percent Change in Employment Compared to Previous Year



**Figure 35**  
Employment by Sector, 2014



Page Sources: American Community Survey, B19001, B19013; Bureau of Labor Statistics Inflation Calculator

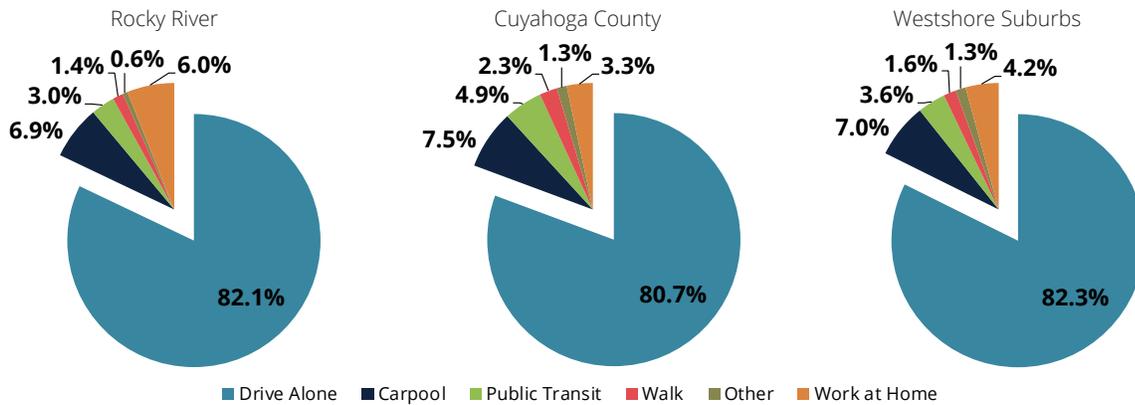
# COMMUTE

Similar to County patterns, most Rocky River residents drive alone to work, but many carpool and work from home—at a rate nearly double the County average. Since 2009, the percent of single drivers has fallen while transit ridership rose from 2.2% to 3.0% and working from home rose from 3.4% to 6.0%.

work while 8,576 residents commuted elsewhere for employment. The primary locations residents commute to include Downtown Cleveland, Westlake, Cleveland's Far West Side, and University Circle.

Most people do not live and work in Rocky River. In 2014, 6,879 people commuted into the City to

**Figure 36**  
Commuting Method, 2014



**Figure 37**  
Commuting Direction, 2014



**Table 1**  
Top Commuting Destinations, 2014

Destination	Number of Residents Employed at Destination
Greater Downtown Cleveland*	1,611
Westlake	573
Cleveland Far West Side**	542
University Circle	502
Lakewood	383
All Other Destinations	4,965

Page Sources: American Community Survey, B08141; Longitudinal Employer-Household Dynamics  
 \*Greater Downtown Cleveland includes Burke Lakefront Airport, the Campus District, Tremont, and Ohio City  
 \*\*Cleveland Far West Side includes Hopkins Airport and neighborhoods north of Lakewood to West 117<sup>th</sup> Street

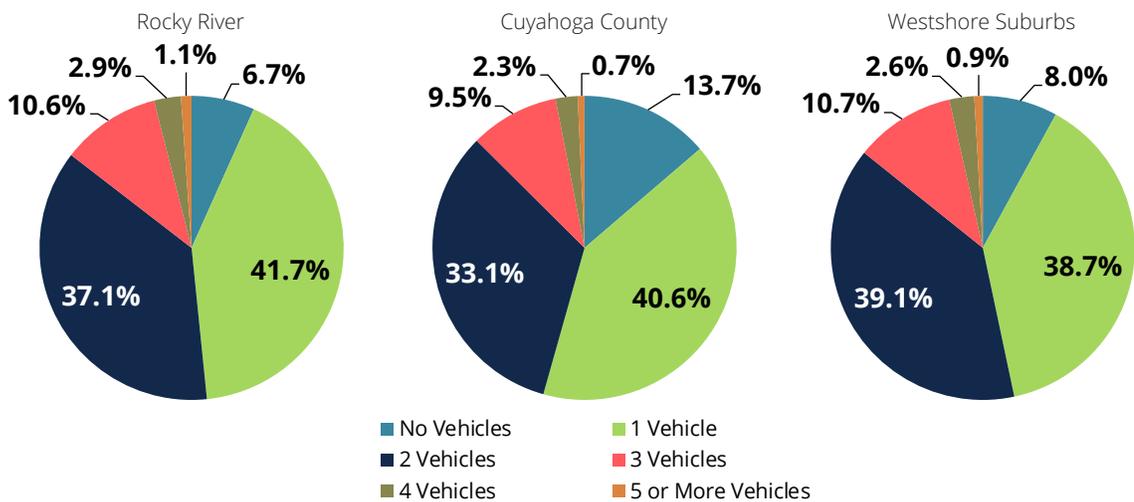
# VEHICLE OWNERSHIP

Vehicle ownership data shows that 41.7% of Rocky River households own one vehicle, followed by 37.1% that own two. An additional 6.7%—592 households—do not have access to a vehicle and rely on other networks to get around.

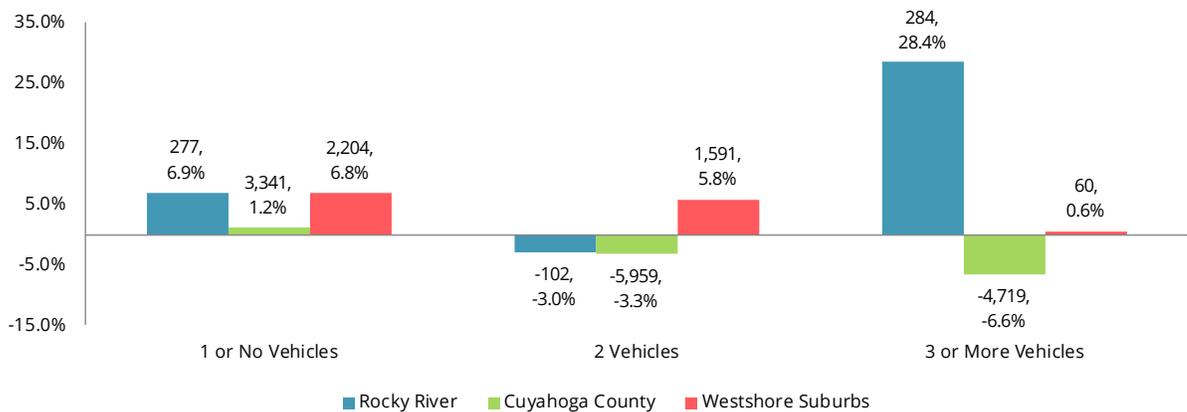
increased 28.4%. In both cases that accounts for a numeric increase of approximately 280 households.

The number of households owning one or no vehicles has increased 6.9% since 2009 while the number of households with three or more vehicles has

**Figure 39**  
Percent of Households by Number of Vehicles Owned, 2014



**Figure 38**  
Numeric and Percent Change in Households by Number of Vehicles Owned, 2009-2014



Source: American Community Survey, B15002

# ROAD SYSTEM

Rocky River has many walkable neighborhoods in its eastern half and more traditional suburban design in its western half. Eastern Rocky River has a more intact grid pattern of streets, shorter blocks, and more sidewalk connections to Downtown. Western Rocky River has more cul-de-sacs, winding streets, and disconnected neighborhoods.

## PROPOSED STREETSCAPES

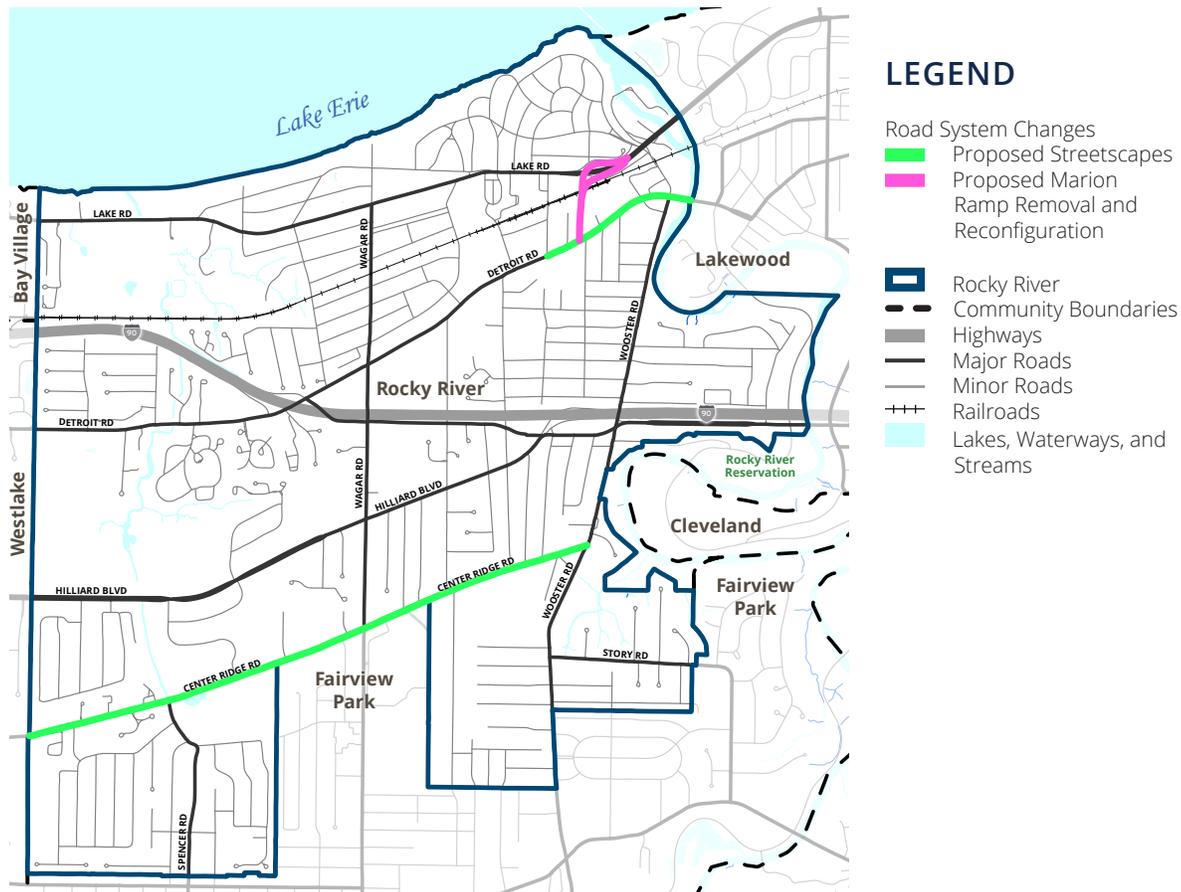
The City has two proposed streetscape improvements: one in Downtown River and the other along Center Ridge Road. Both streetscape plans come

from recently completed TLCI initiatives and include pedestrian, bicycle, and image improvements.

## MARION RAMP REMOVAL

The Downtown River TLCI also evaluated and recommended the removal of the Marion Ramp from Clifton Boulevard into Downtown River. The removal of the ramp would yield parking and development opportunities in Downtown while limiting traffic issues.

## MAP 6 PROPOSED ROAD SYSTEM CHANGES



Page Sources: Cuyahoga County Planning Commission; Detroit Road TLCI; Center Ridge Road TLCI

# TRANSIT SYSTEM

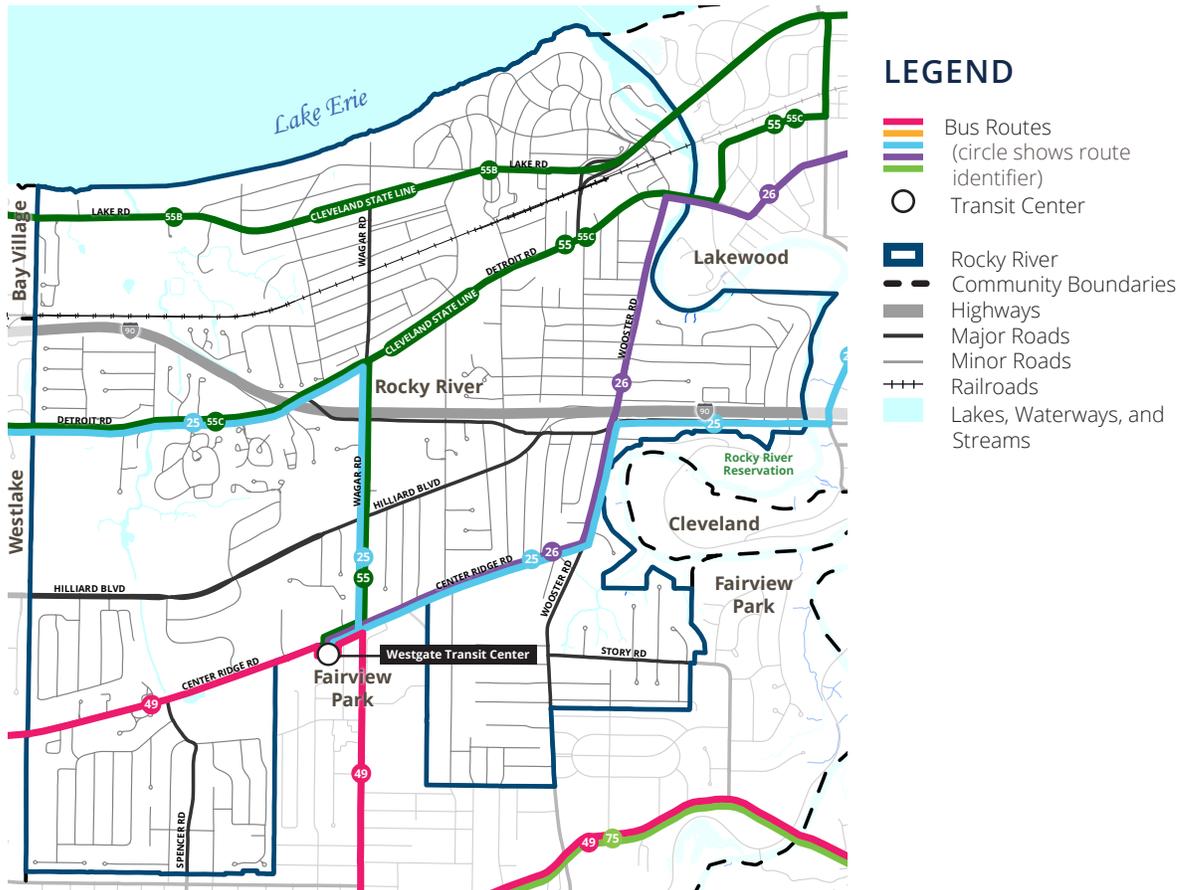
Transit is a critical component of a complete transportation network. The City is directly served by four GCRTA routes, as shown in the map below with ridership in the table at right. Three are standard routes (#25, #26, and #49) while the Cleveland State Line (#55, #55B, and #55C) is a Bus Rapid Transit (BRT) route that runs from Downtown Cleveland along dedicated bus lanes into Rocky River. It features live arrival times, branded buses and shelters in Lakewood, and frequent service.

**Table 2**  
Ridership by Transit Route

Route	2015 Ridership
25 Madison	134,678
26 Detroit	1,839,343
49 Center Ridge	184,988
55 Cleveland State Line	620,226

The City also has access to the Westgate Transit Center, which links routes at an ADA-accessible, indoor facility with 24-hour service and bike racks.

## MAP 7 TRANSIT ROUTES



Page Sources: Cuyahoga County Planning Commission; Greater Cleveland Regional Transit Authority

# TRANSIT COVERAGE & PLANNING

Rocky River is well-served by transit during rush hour; nearly the entire City lies within a half mile of a bus route. However, many routes do not operate sufficient service outside of rush hour. Frequency of service for each route is displayed in the table at right.

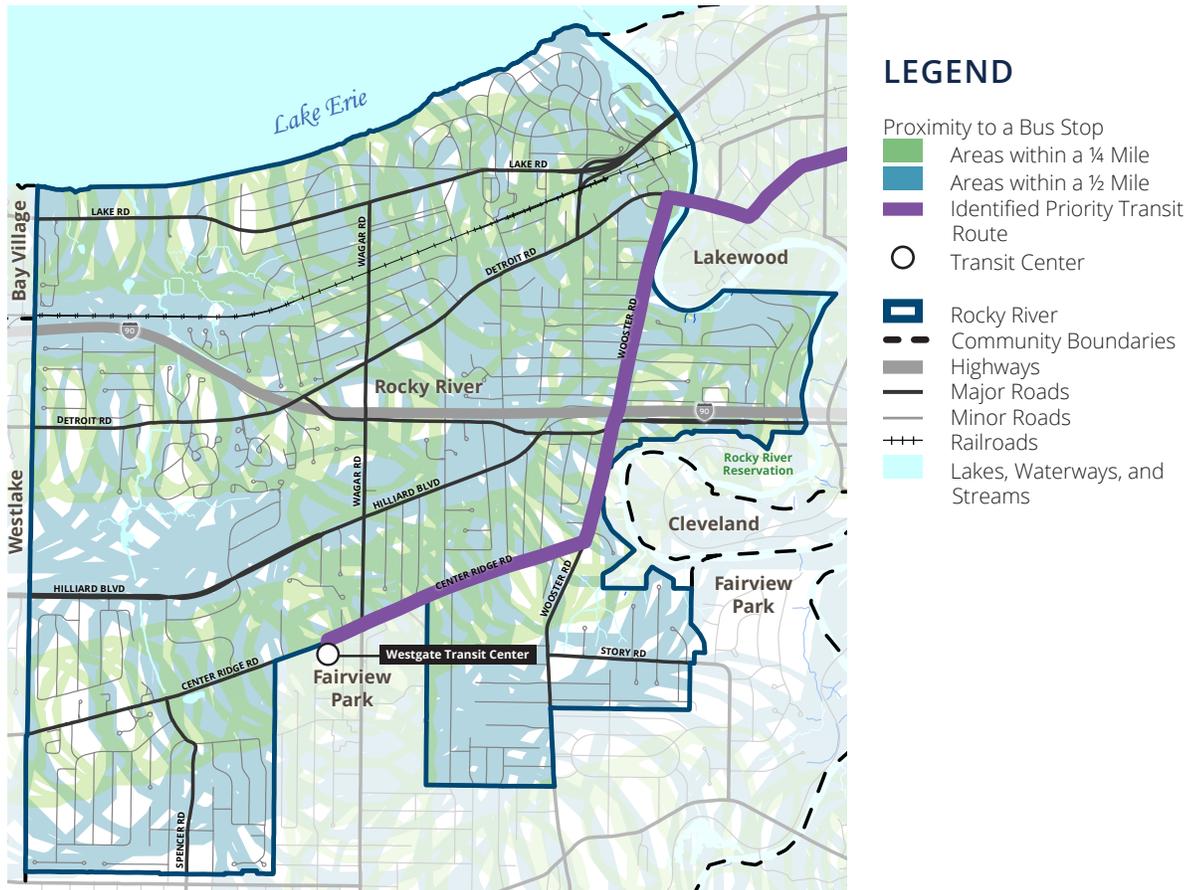
RTA's strategic plan identifies priority transit corridors in which RTA could potentially provide high-quality service and improved accommodations. In addition to the Cleveland State Line, RTA has identified Detroit Road as a Priority Corridor.

**Table 3**  
Ridership by Transit Route

Route	Peak Headways	Normal Headways	Saturday Headways
25	1 hr	1 hr	No Service
26	15 Min	30 Min	30 Min
49	1 hr	1 hr	1 hr
55	10-30 Min*	30 Min	1 Hr
55B	30 Min	No Service	No Service
55C	30 Min	No Service	No Service

\*Headway times vary during rush hours for the 55 BRT route

## MAP 8 TRANSIT COVERAGE & PRIORITY CORRIDORS



**LEGEND**

- Proximity to a Bus Stop
  - Areas within a ¼ Mile
  - Areas within a ½ Mile
- Identified Priority Transit Route
- Transit Center
- Rocky River
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads
- Lakes, Waterways, and Streams

Page Sources: Cuyahoga County Planning Commission; Greater Cleveland Regional Transit Authority

# WALKABILITY

Walkability describes how friendly an area is to walking. It can describe factors such as presence of sidewalks, type of nearby buildings, safety rankings, connections between neighborhoods and business districts, tree coverage, and speed of traffic, among a variety of other factors.

There is no consensus among planners on how to measure walkability; however, a variety of factors have been identified as being important to walkability. These include an interconnected grid system of streets, short blocks, and proximity to destinations.

## PROXIMITY TO AMENITIES

Proximity to retail, schools, parks, and other amenities can begin to describe the ability of residents to walk to destinations.

Table 4 shows what percent of Rocky River is within a half-mile distance of certain amenities. In Rocky River, almost all residents are within a half mile walk of a bus stop and most residents have easy access to City parks. However, access to Downtown Rocky River remains very limited however.

**Table 4**  
Percent of City within ½ Mile of Amenities

Amenity	Percent within a ½ Mile Walk
Bus Stops	99.6%
Parks	78.2%
Downtown Rocky River	30.1%

## WALK SCORE

Walk Score is another popular method for quickly measuring walkability. The free online tool analyzes population density, block length, intersection density, and distance to amenities to calculate the ability of residents to run daily errands without a car. According to Walk Score, Rocky River has a score of 44, which qualifies as a 'Car-Dependent' community.

While the City's overall Walk Score measures at 44, individual areas have significantly different Walk

Scores. By far, the City's most walkable place is Downtown River and the surrounding area. The other area of high walkability is the area around the Wagar Road and Center Ridge Road intersection. In general, neighborhoods on the eastern side of the community have higher scores than western neighborhoods due to their proximity to retail destinations and their grid-pattern streets.

In comparison, Rocky River has a better Walk Score than many nearby communities including Fairview Park, Berea, North Olmsted, and Westlake. However; communities to the east of Rocky River have significantly higher Walk Scores. These include Cleveland as a whole, Lakewood, and various Near West Side neighborhoods within Cleveland such as Ohio City, Detroit-Shoreway, and Edgewater.

**Table 5**  
Walk Scores for Rocky River and Nearby Communities

Community	Walk Score
Ohio City	78 - Very Walkable
Detroit-Shoreway	72 - Very Walkable
Lakewood	66 - Somewhat Walkable
Edgewater	64 - Somewhat Walkable
Cleveland	59 - Somewhat Walkable
Kamm's Corners	48 - Car-Dependent
<b>Rocky River</b>	<b>44 - Car-Dependent</b>
Fairview Park	36 - Car-Dependent
Berea	33 - Car-Dependent
North Olmsted	28 - Car-Dependent
Westlake	22 - Car-Dependent

# BIKE ROUTES

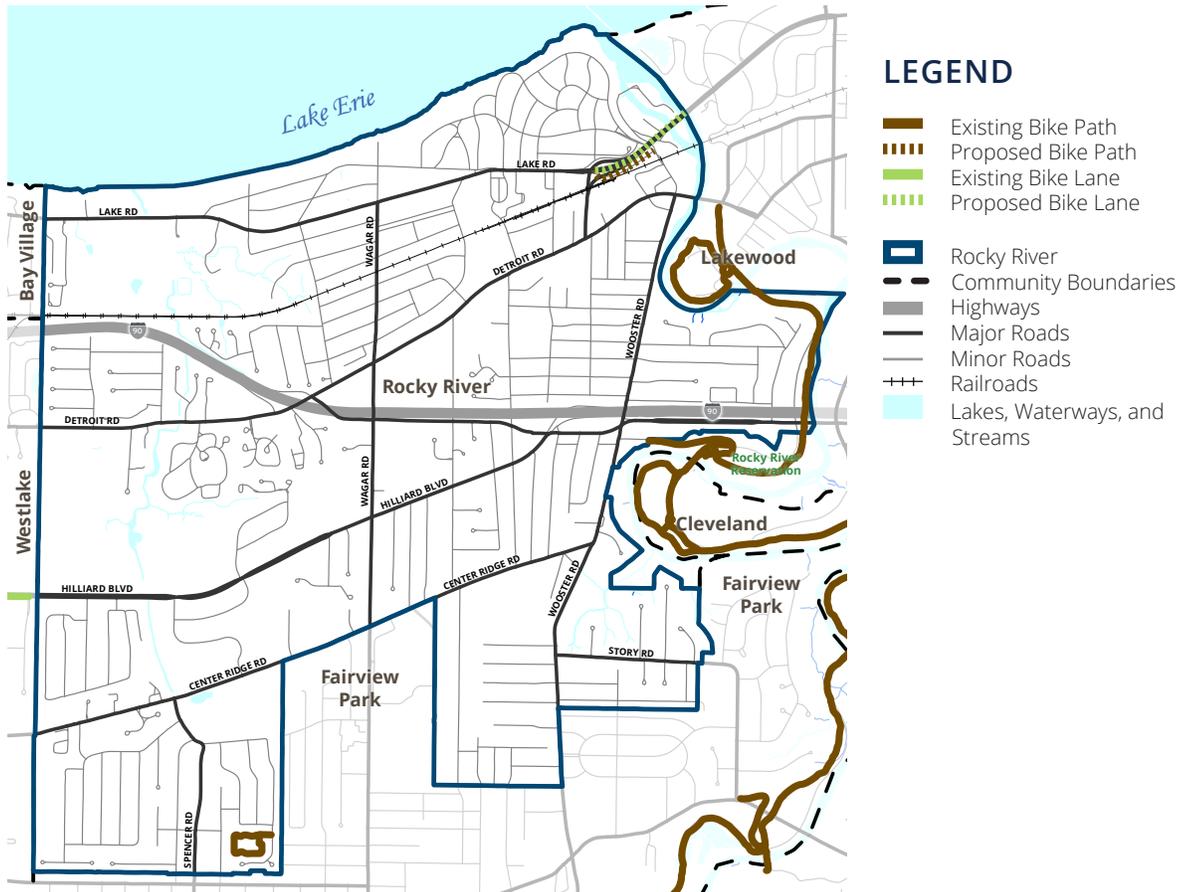
Bikeways have become increasingly important as people seek to travel in ways that are safe, environmentally friendly, and healthy. Bikeways can take many forms including markings to share roads, bike lanes, or off-road paths.

Rocky River has very few existing bikeways within City limits: the path within Martin Park; and the bikeway that runs through Cleveland Metroparks Rocky River Reservation. The latter is part of an uninterrupted trail that runs from Detroit Road in Lakewood south to Berea where it connects to trails in Mill Stream Run Reservation.

Rocky River has proposed bike lanes in its Downtown Rocky River TLCI to connect bicyclists across the Lake-to-Clifton bridge into Lakewood. A trail is also proposed to connect back to Wooster from Lake Road. No other trails are currently proposed in Rocky River.

Outside of Rocky River, Hilliard Boulevard in Westlake is striped with a bicycle lane; however, that lane ends at the Rocky River boundary.

## MAP 9 BIKE ROUTES



Page Sources: Cuyahoga County Planning Commission; Detroit Road TLCI

# LOCAL INFRASTRUCTURE

The City of Rocky River has outlined proposed infrastructure projects for the coming years, as shown on the map below. The proposed projects are funded through a variety of measures including City funds and the District One Public Works Integrating Committee, which administers the State Capital Improvement Program.

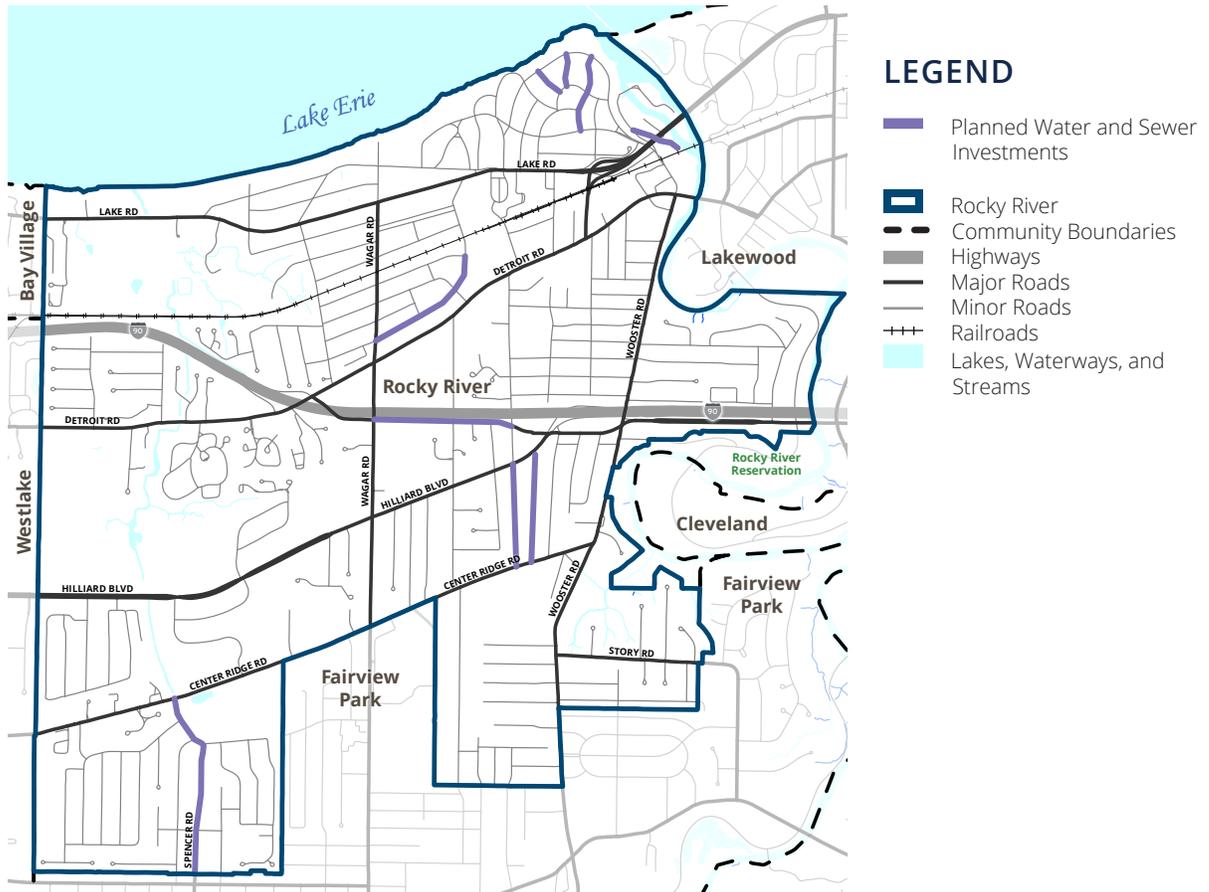
In Rocky River, the City is planning to invest in sewer and water line cleaning, replacement, and rehabilitation projects. Some projects also include road repairs.

- Riverdale Drive: study on Riverdale Drive pump station to reroute sewer flow and improve road issues
- Westway, Oak, Coliver, Buckingham, and Morewood Roads: sewer improvements
- Lakeview and Hampton Roads: sewer rehabilitation

Some proposed projects are subject to funding awards. Construction of most projects is scheduled to begin in 2017 and run through 2018.

- Spencer Road: sewer and road repairs

## MAP 10 ROCKY RIVER CAPITAL IMPROVEMENT PLANS



**LEGEND**

- Planned Water and Sewer Investments
- Rocky River
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- | | | Railroads
- Lakes, Waterways, and Streams

Page Sources: Cuyahoga County Planning Commission; City of Rocky River

# REGIONAL INFRASTRUCTURE

The Northeast Ohio Areawide Coordinating Agency (NOACA), the Ohio Department of Transportation (ODOT), and the Cuyahoga County Department of Public Works have outlined proposed projects for the coming years, as shown on the map below.

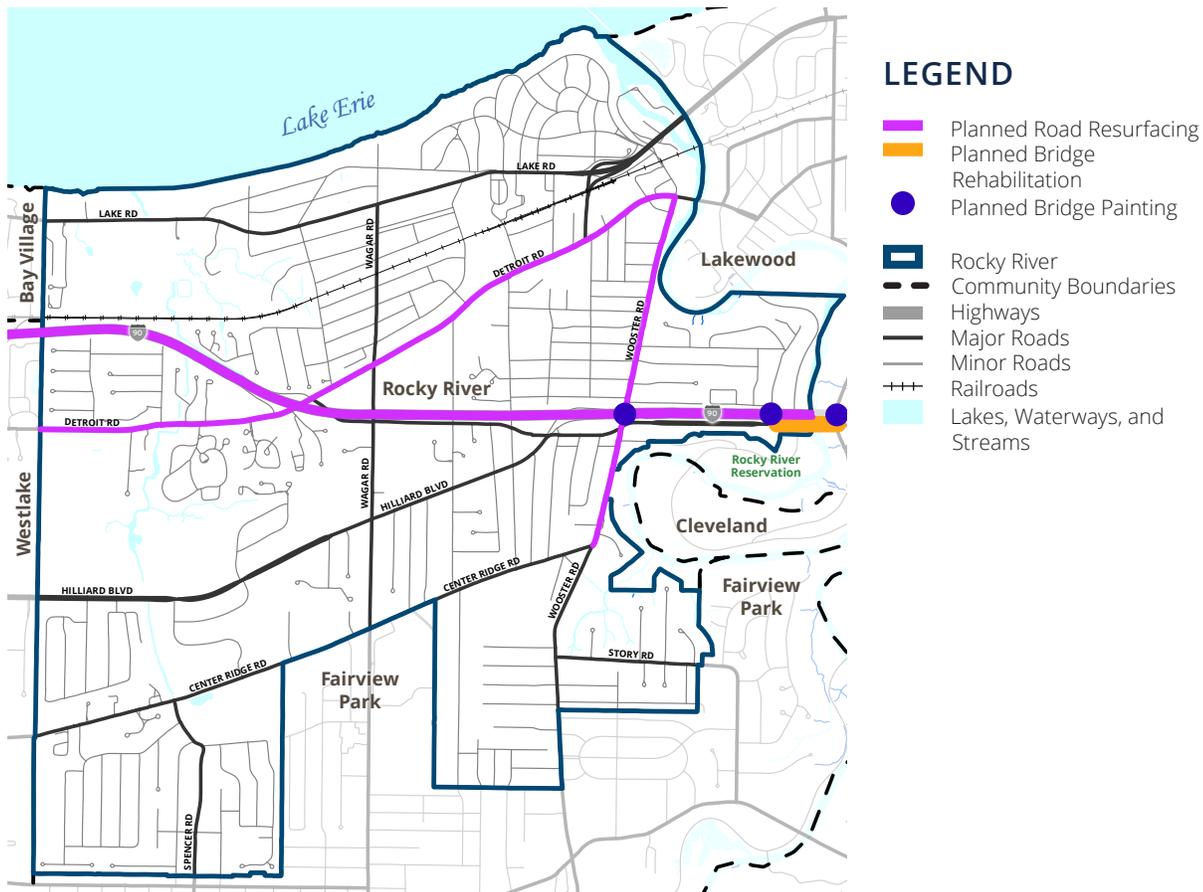
In Rocky River, Detroit Avenue is proposed to be resurfaced in 2018, providing an opportunity for the City to make improvements to the streetscape. Similarly, Wooster Road is proposed to be resurfaced in the same year.

The Ohio Department of Transportation has also proposed resurfacing I-90 and repainting the bridges

over I-90. This provides an opportunity for incorporating Rocky River branding.

Finally, the Hilliard Boulevard bridge over the Rocky River is slated for improvements. This also provides a branding opportunity for Rocky River and Lakewood.

## MAP 11 REGIONAL CAPITAL IMPROVEMENT PLANS



Page Sources: Cuyahoga County Planning Commission; NOACA; Cuyahoga County Public Works





## SECTION 2

# LAND USE PROFILE

How a community is arranged, its mix of land uses and land use regulations, and the environmental features that support or constrain development are essential to understanding how and where future development can and should take place.

This section's data comes from the Cuyahoga County Auditor's data, County Planning's Greenprint, and from the City of Rocky River.

### WHAT'S IN THIS SECTION?

This section covers environmental features that limit development and should be protected, an overview of existing land use, and a description of the development allowed under the City's current Zoning Code.

Specifically, the Land Use Profile includes the following:

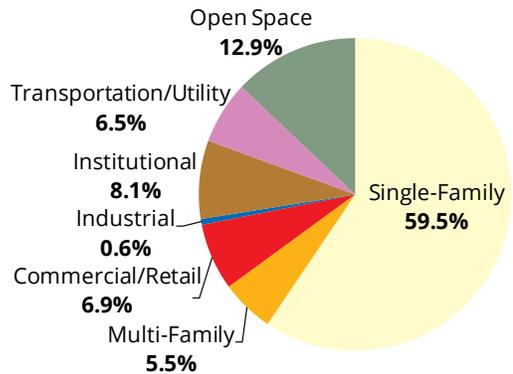
- Land Use, page A34
- Zoning, page A35
- Zoning Districts, page A36
- Waterways & Slopes, page A38
- Tree Canopy, page A39
- Vacant Land, page A40
- Parks & Open Space, page A41

# LAND USE

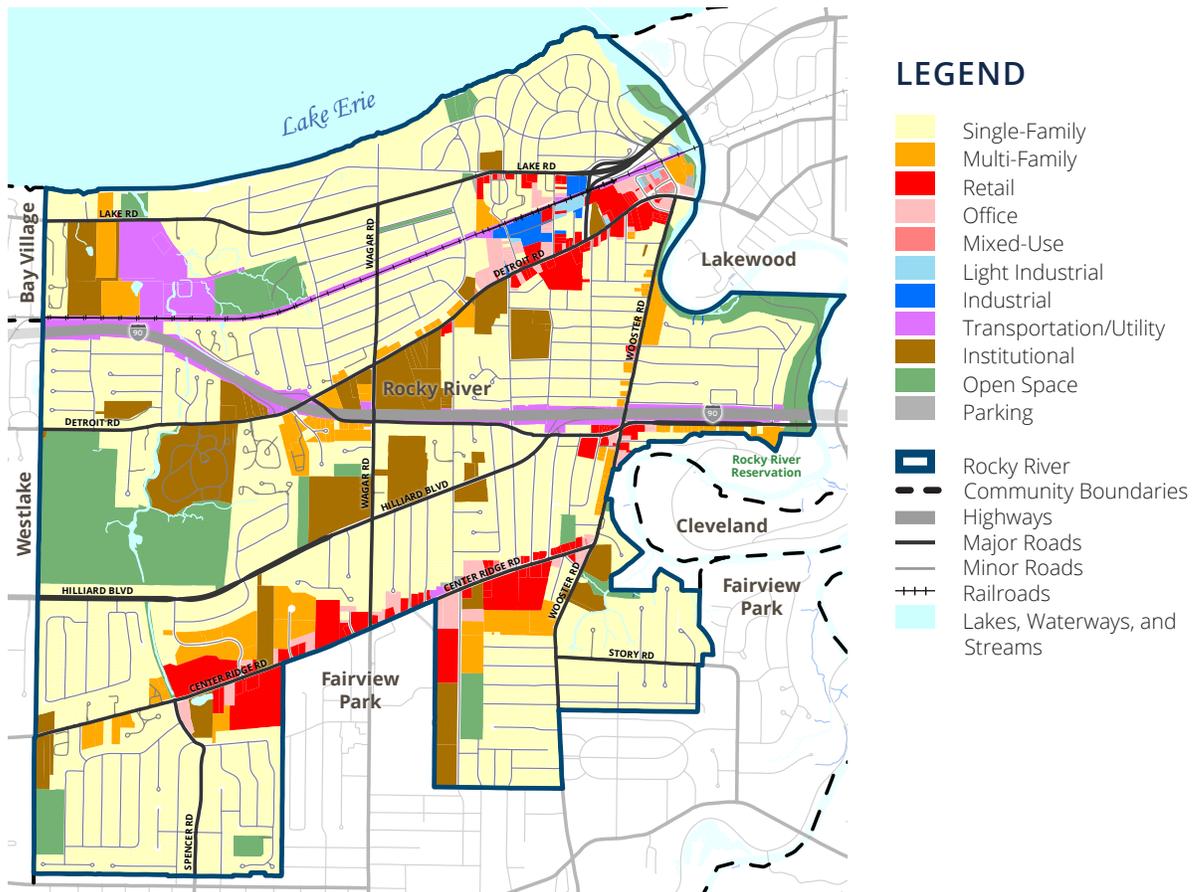
Land use describes how land is currently being used and is commonly depicted using broad categories such as residential, commercial, or industrial areas.

The majority of Rocky River is dedicated to single-family homes with multi-family housing concentrated along major corridors. Industrial properties are restricted to areas along the rail lines near Downtown, and commercial properties follow major roads or are concentrated Downtown. Institutional uses are dispersed throughout the City with most municipal services located along Waglar Road.

**Figure 40**  
Land Use Distribution



## MAP 12 CURRENT LAND USE



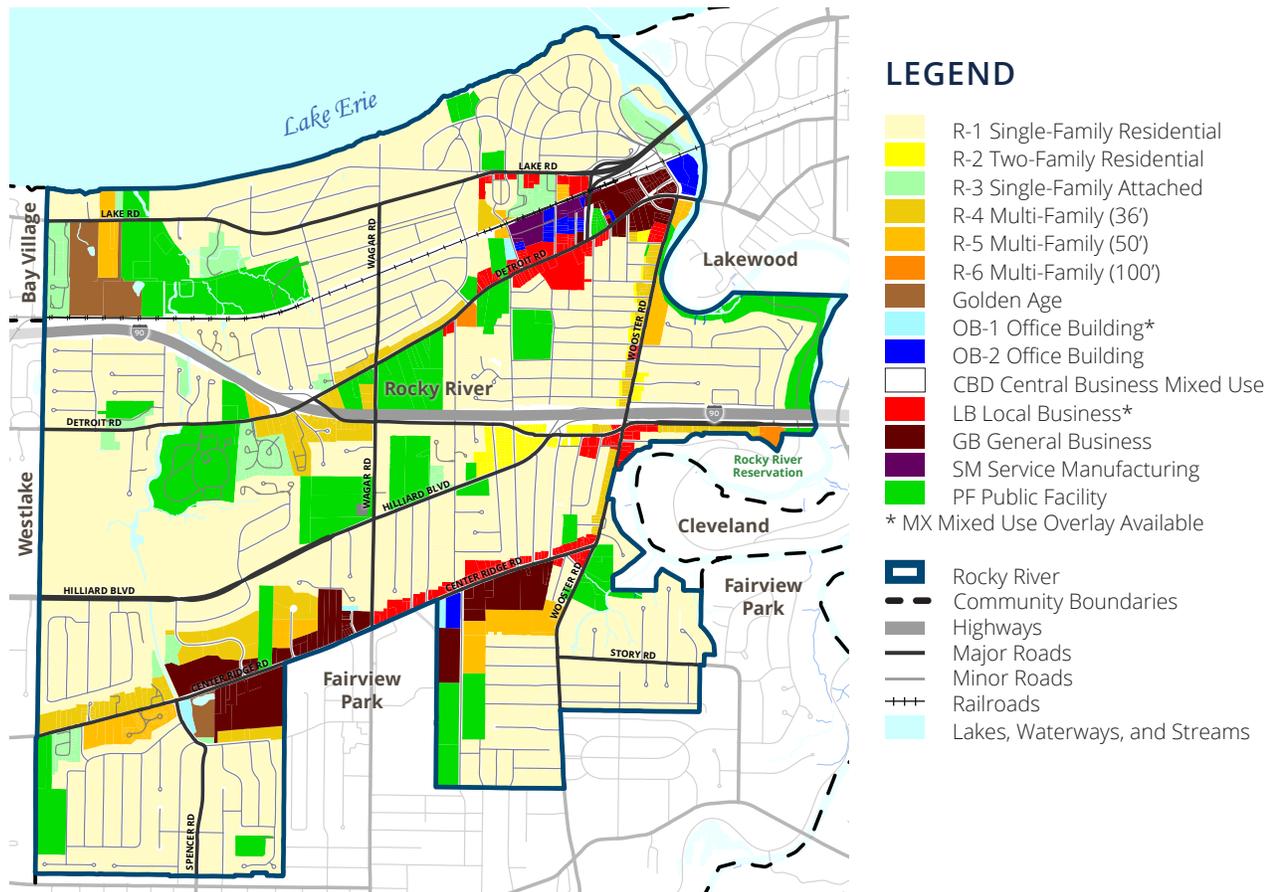
Page Sources: Cuyahoga County Planning Commission

# ZONING

Zoning describes what uses are allowed to be constructed on a site according to existing regulations. It is the primary mechanism used by local governments to regulate the use of land and the manner in which those land uses are distributed throughout the community.

The City's zoning is generally consistent with existing land uses. Single-family residential makes up the majority of the City with commercial, multi-family, and industrial uses concentrated along major corridors and around Downtown River.

## MAP 13 CURRENT ZONING



Page Sources: Cuyahoga County Planning Commission, City of Rocky River

# ZONING DISTRICTS

Zoning district regulations describe the types of uses and development regulations for buildings constructed within that zone. The following are an overview of these regulations in Rocky River. Regulations are contained in Part 11 of the Codified Ordinances of Rocky River.

## SINGLE- AND TWO-FAMILY RESIDENTIAL DISTRICTS

The City has one single-family district and one two-family district.

The City's R-1 Single-Family Residential district applies uniformly to single-family homes in Rocky River. This includes the large homes along Lake Road and near Lake Erie as well as the smaller lot homes in more densely packed neighborhoods. The minimum lot area of 10,000 square feet is generally not suited to existing parcels in the City, which can be as small as 6,000 square feet.

The City's R-2 Two-Family Residential district allows single and two-family buildings in slightly smaller lot sizes.

Both R-1 and R-2 districts allow Cluster Development and must adhere to basic design guidelines that regulate the height, width, architectural features, and building materials among other items.

## SINGLE-FAMILY ATTACHED RESIDENTIAL DISTRICT

The City's R-3 Single-Family Attached Residential district permits townhouse-style development in addition to two-family and single-family detached units. Design standards for this district encourage walkable buildings by requiring front entrances and buildings that address the street.

## MULTIPLE-FAMILY RESIDENTIAL DISTRICTS

The City has three Multi-Family Residential districts. In all three districts, single-family homes, townhouses, two-family residences, and multi-family dwellings are permitted by right.

The minimum gross floor area in all multi-family districts is 750 square feet for the first bedroom and an additional 150 square feet for each additional bedroom. The differentiating factor between the three districts are setbacks and building heights.

All districts have design standards that require context-sensitive design for buildings to ensure they have an appropriate character and are walkable.

## GOLDEN AGE DISTRICT

The Golden Age district is intended to provide facilities for persons 55 years of age or older and the associated dining, health, and recreational needs of that community. The design of such facilities can take the form of single-family, two-family, townhouse, cluster, or multi-family dwellings.

## OFFICE BUILDING DISTRICTS

The City's two Office Building districts are similar in permitted uses, setbacks, and lot regulations. Each district allows residential units above the first floor, multi-family dwellings, and hotels in additional office uses.

The OB-1 district has a maximum height requirement of 55 feet while the OB-2 district allows buildings up to 150 feet.

## CENTRAL BUSINESS MIXED USE DISTRICT

The Central Business Mixed Use district provides for the development of higher-density, walkable buildings that integrate residential, office, and retail uses within buildings. The district regulations allow for tighter building construction, low setbacks, and minimum heights to support the development of high-quality places. This is supplemented by strong design standards and appropriate parking regulations that prioritize pedestrian accessibility.

## BUSINESS DISTRICTS

The City's two Business districts provide for business activities in the City in a variety of intensities.

The LB - Local Business district provides for retail and service uses in a more limited, neighborhood-scale. It does not allow automotive uses such as gas stations or vehicle repair garages as well as more active uses such as theaters or hospitals. Parking is also located behind or to the side of buildings.

The GB - General Business district allows more intense uses and automotive uses as well as multi-family buildings.

## PARKING REQUIREMENTS

The parking requirements for Rocky River and comparison communities shows that the City has some of the highest parking requirements, especially for multi-family dwellings. High parking requirements like this can limit the ability of developers to construct new units in the City by making development unnecessarily costly, and it promotes car-dependency over walkability.

## MIXED USE OVERLAY DISTRICT

The mixed use overlay district provides an alternative method of developing projects within the Office Building districts and Business districts. The district requires at least three acres of contiguous land to allow the use of the overlay district, which provides for a variety of residential, office, and retail uses in a development with more strict setback, massing, and building requirements.

## SERVICE MANUFACTURING DISTRICT

The Service Manufacturing district allows for the development of manufacturing uses in the City. Manufacturing is limited to light manufacturing uses, automotive repair, industrial sales, and offices.

**Table 6**

Required Parking for Residential Facilities, Rocky River and Surrounding Communities

Community	Single-Family Parking Requirements	Two-Family Parking Requirements	Multi-Family Parking Requirements
Lakewood	1 space (enclosed)	1 space (enclosed) per dwelling	1 space per dwelling
Bay Village	1 space (enclosed)	1 space (enclosed) per dwelling	1.5 spaces per dwelling
Fairview Park	2 spaces (1 enclosed)	2 spaces (1 enclosed) per dwelling	1.5 spaces (50% enclosed) per dwelling
North Olmsted	2 spaces	2 spaces (1 enclosed) per dwelling	1.5 to 2.5 spaces per dwelling (varies on bedrooms)
Westlake	2 spaces (1 enclosed)	2 spaces (1 enclosed) per dwelling	2 spaces (50% enclosed) per dwelling
Rocky River	2 spaces (1 enclosed)	2 spaces (1 enclosed) per dwelling	2 spaces (1 enclosed) per dwelling + guest parking

Source: Zoning Codes, Various Communities

# WATERWAYS & SLOPES

Rivers are waterways running through a community, while riparian zones are vegetated lands alongside rivers, streams, wetlands, and shorelines that are susceptible to flooding.

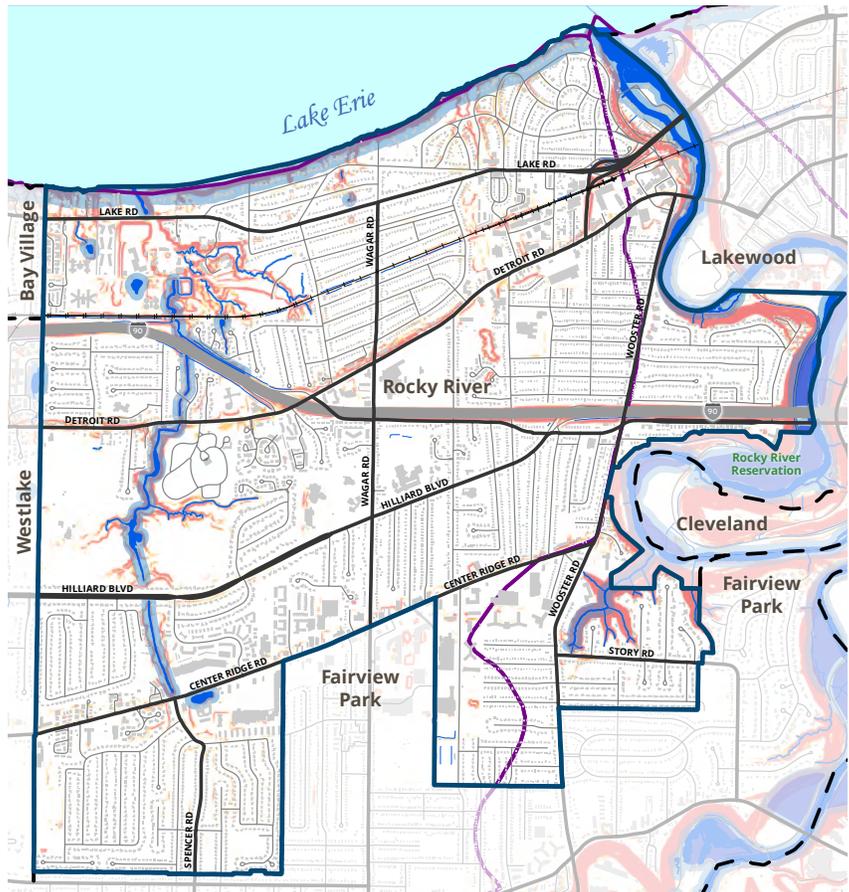
The City's largest river is the Rocky River, which runs north through the Metroparks into Lake Erie; however, other, smaller streams run through the City flowing into the Rocky River and directly into Lake Erie. Some of these are bordered by riparian zones that are susceptible to flooding and should be protected.

Steep slopes are defined as land with a slope of 12% or greater. They are typically an environmental

constraint that limits developable land because they require additional engineering work such as filling, erosion control, and slope reinforcement.

The steepest slopes in the City follow the Rocky River along Cleveland Metroparks Rocky River Reservation as well as along the Lake Erie shoreline. Additional slopes can be found along the banks of streams that flow north into Lake Erie.

## MAP 14 WATERWAYS & STEEP SLOPES



### LEGEND

- Streams and Waterways
- Streams, Waterways, and Lakes
- Riparian Zones
- Wetlands
- Watershed Boundaries
- Steep Slopes
- 12.7% - 18% Slope
- 18.1% or Higher Slope
- Rocky River
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads
- Lake Erie

Page Sources: Cuyahoga County Planning Commission

# TREE CANOPY

Tree canopy is the ground covered by trees and leaves when viewed from above. A healthy tree canopy can provide benefits to the environment as well as increased property values.

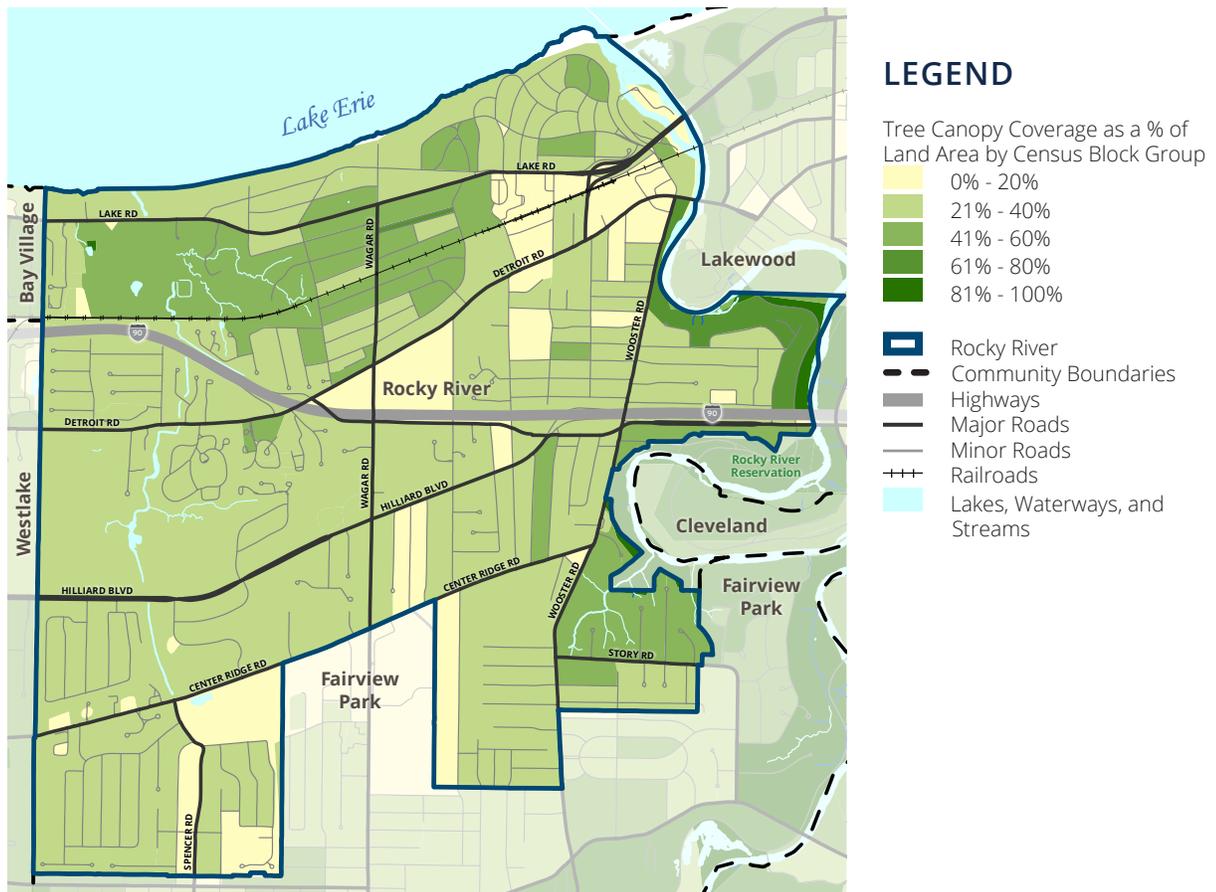
Rocky River's tree canopy covers 32.5% of the City's land area, slightly below the County average and among the lowest of surrounding communities. Within the City, neighborhoods north of the railroad tracks have the greatest tree canopy coverage, while neighborhoods south of the tracks and commercial areas have the lowest coverage.

**Table 7**

Tree Canopy Coverage as a % of Land Area

Community	Tree Canopy Coverage
Lakewood	28.5%
<b>Rocky River</b>	<b>32.5%</b>
Berea	33.1%
Cuyahoga County	37.6%
Westlake	41.2%
North Olmsted	42.1%
Fairview Park	43.6%

## MAP 15 TREE CANOPY COVERAGE



Page Sources: Cuyahoga County Planning Commission

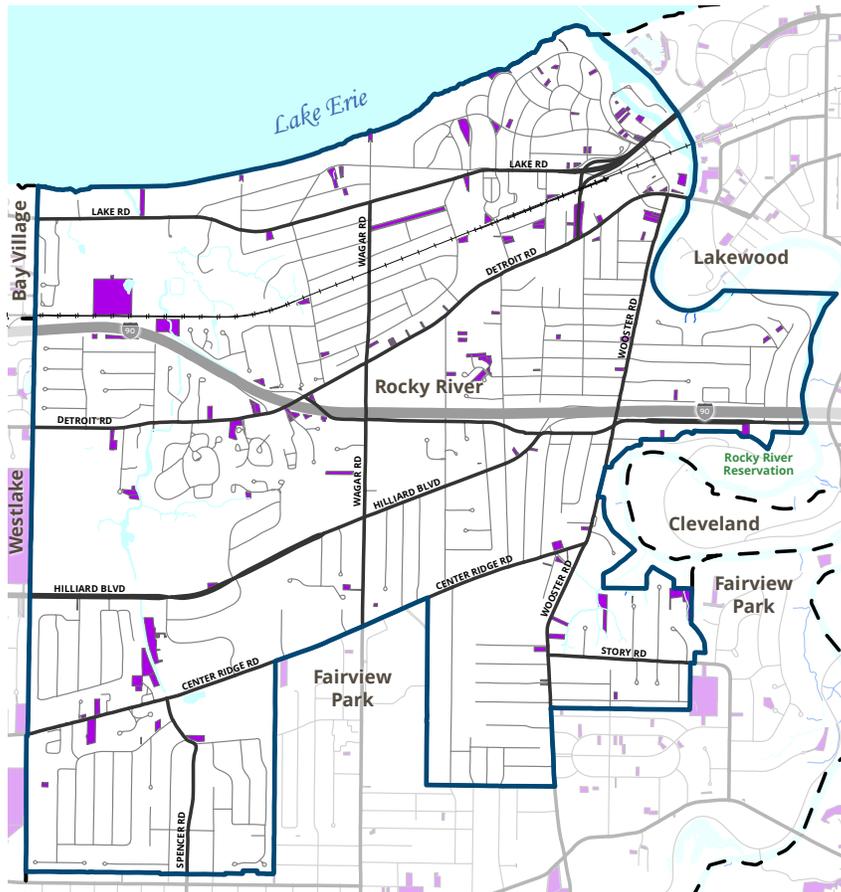
# VACANT LAND

Land vacancy was determined by the Cuyahoga County Fiscal Office and its appraisal process, but reflects appraisals completed over an 18-month period, meaning some vacancy may be out of date. Other vacant areas may have been bought and are currently being used as side yards for neighboring homes. A cursory review of vacant parcel data was completed to eliminate parcels that were erroneously entered into the system.

immediately north of the railroad tracks and adjacent to the wastewater treatment plant and the parcels along the waterway just north of Center Ridge Road. All other vacant parcels are relatively small.

As a largely built-out suburb, Rocky River does not have many large vacant sites. As identified by the map below, vacant parcels dot neighborhoods where homes have been demolished or were never built. The largest remaining vacant areas include the site

## MAP 16 VACANT LAND



### LEGEND

- Potentially Vacant Land
- Rocky River
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads
- Lakes, Waterways, and Streams

Page Sources: Cuyahoga County Planning Commission; Cuyahoga County Fiscal Office

# PARKS & OPEN SPACE

Parks and recreation centers provide space for active and passive recreation, community interaction, and physical activity.

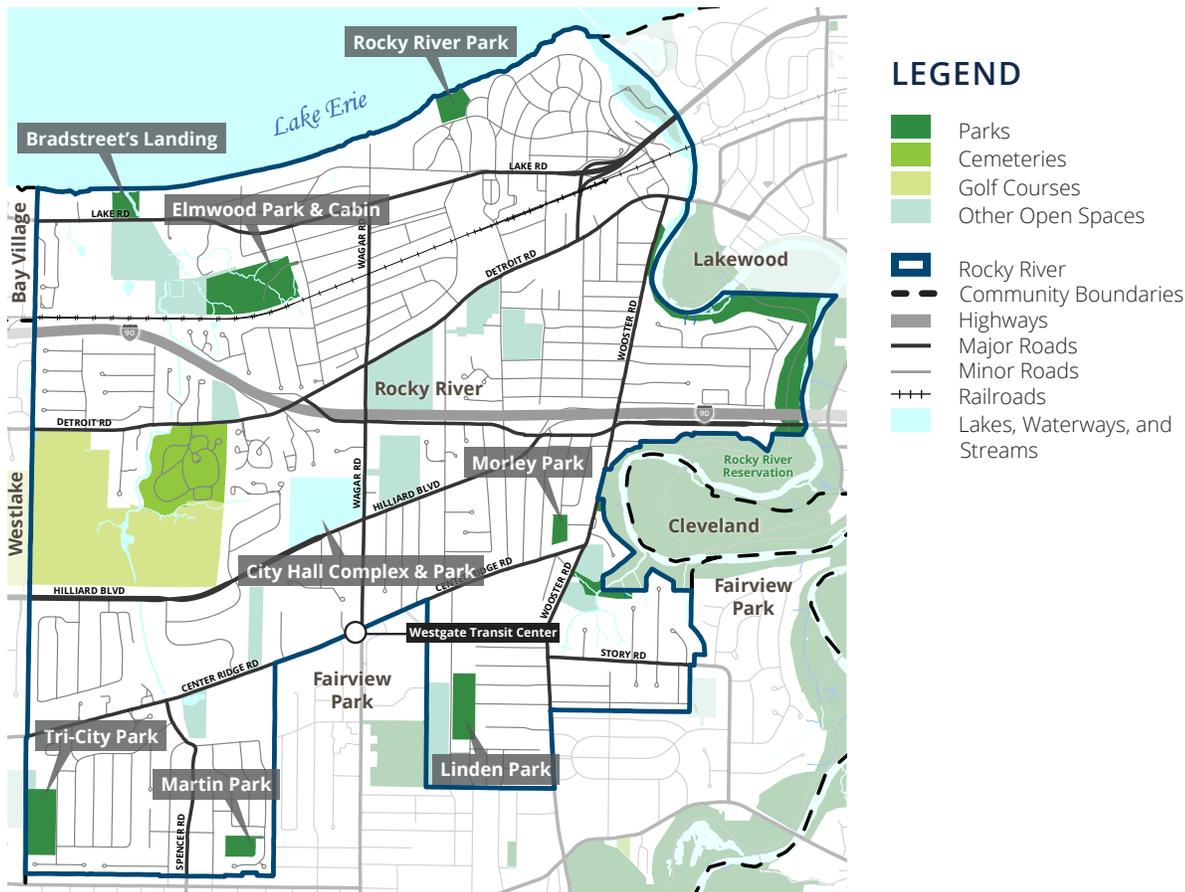
Rocky River contains seven parks: Rocky River Park, Bradstreet's Landing, City Hall Park, Elmwood Park, Linden Park, Martin Park, and Morley Park, which provide a variety of large and small recreational activities. The City also has two Tot Lots—small playgrounds geared toward children—on Bates Road and at Rocky River Middle School.

The City is also working to establish Elle's Enchanted Forest, a park proposed in honor of Elle Butler, a young girl born in 2014 with a disability that could

prevent walking and talking. The park would include handicap accessible play areas and would be located on the Municipal Campus.

In addition to City parks, Rocky River residents have access to Rocky River Reservation, Huntington Reservation, and Tri-City Park, which are all regional amenities.

## MAP 17 EXISTING & PROPOSED PARKS & OPEN SPACE



Page Sources: Cuyahoga County Planning Commission





## APPENDIX B

# FAVORITE PLACES ANALYSIS

Appendix B: Favorite Places Analysis covers the work done by residents in identifying their favorite and least favorite places in Rocky River.

# CITYWIDE

## FAVORITE PLACES

The Citywide Favorite Places map was used to identify those Favorite and Least Favorite Places that may not have been identified on the individual focus area maps.

The Favorite Places Citywide areas included schools, City parks, the Metroparks, commercial districts that feature local, boutique-style shopping, walkable places, and a sense of a community; qualities that make Rocky River a great community.

Favorite Places identified were:

- Bradstreet's Landing
- Elmwood Park and Cabin
- Rocky River Park
- Area of Kensington Road
- The Cleveland Yacht Club
- Downtown Rocky River
- Rocky River Middle School campus
- Rocky River High School campus
- Rocky River Reservation
- The Municipal Center
- Lakewood Park Cemetery
- Westwood County Club
- The Welsh Home

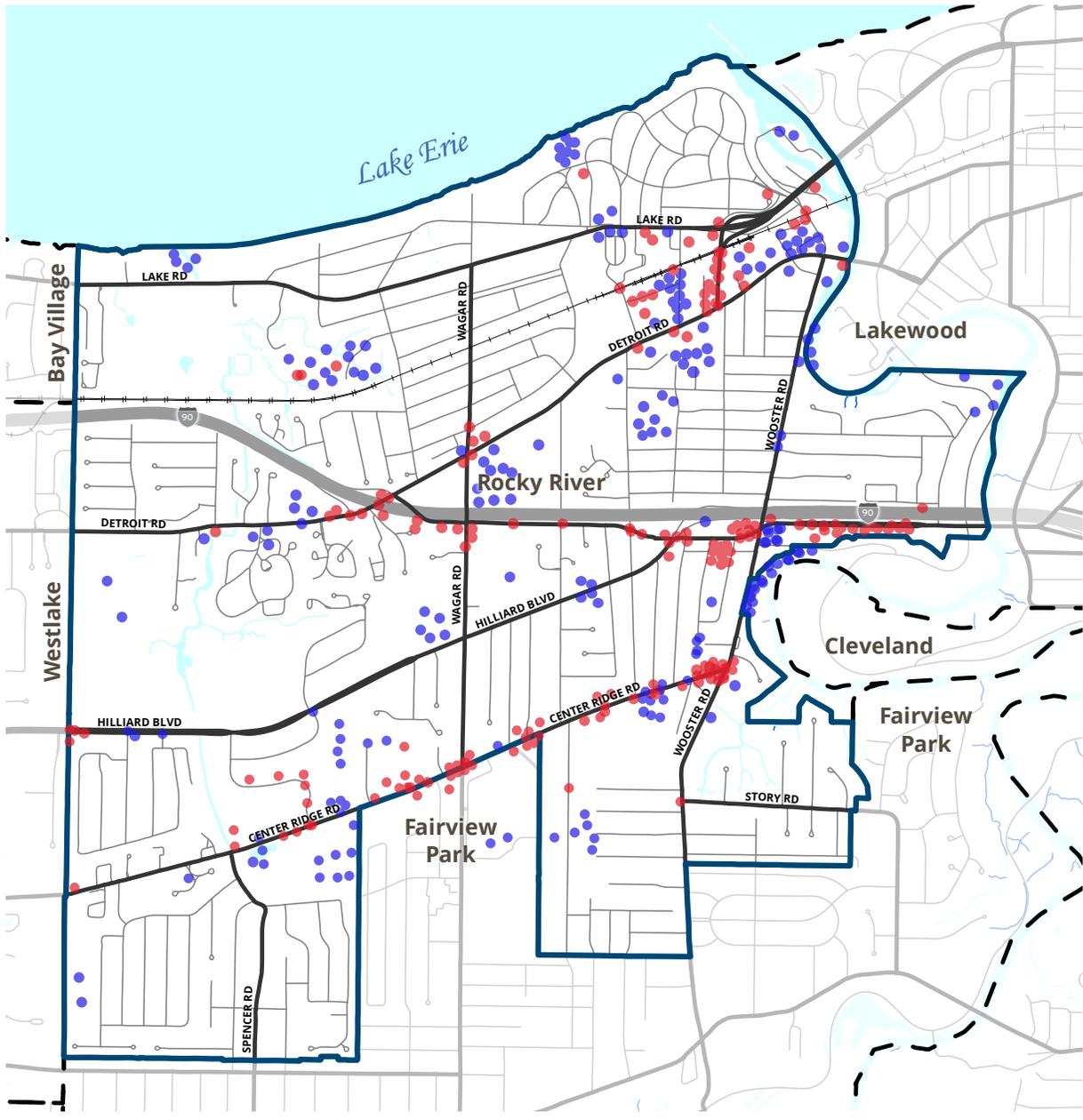
## LEAST FAVORITE PLACES

The Least Favorite Places Citywide represented the areas of Rocky River that need improvements such as parking accessibility, intersections and right-of-way issues, safer pedestrians walkways, and the lack of bike trails.

Least Favorite Places identified were:

- Intersection of I-90 and Detroit Road
- Intersection of I-90 and Westway Drive
- Intersection of Hilliard Boulevard and Wooster Road
- Intersection of Center Ridge Road and Wooster Road
- Center Ridge Road
- Hilliard Boulevard at the Rocky River/Westlake border

# MAP 18 CITYWIDE FAVORITE PLACES



## LEGEND

- Favorite Places
- Least Favorite Places
- ▭ Rocky River
- - - Community Boundaries
- ▬ Highways
- ▬ Major Roads
- ▬ Minor Roads
- +++ Railroads
- ▭ Lakes, Waterways, and Streams

# DOWNTOWN RIVER

## FAVORITE PLACES

The Favorite Places in Downtown Rocky River were concentrated in clusters around Linda Street and the Beachcliff Market Square, the Burntwood Tavern, Old Detroit Road at the Old River Shopping Center, and the commercial area along Lake Road between S. Falmouth Drive and S. Kensington Road.

Other Favorite Places identified were:

- Heinen's Fine Foods
- Whole Foods
- Bomba Taco & Rum Restaurant
- Rocky River Methodist Church
- Westlake Condominiums
- River Square Shopping Center

The areas that were selected as favorite places embody the characteristics that are most desired by residents as illustrated in the Rocky River Survey. Those characteristics include commercial districts that are aesthetically appealing and feature family-friendly boutique shopping which offers a wide-variety of products and goods, walkable spaces, access to parking, a sense of community, and overall feeling of safety.

## LEAST FAVORITE PLACES

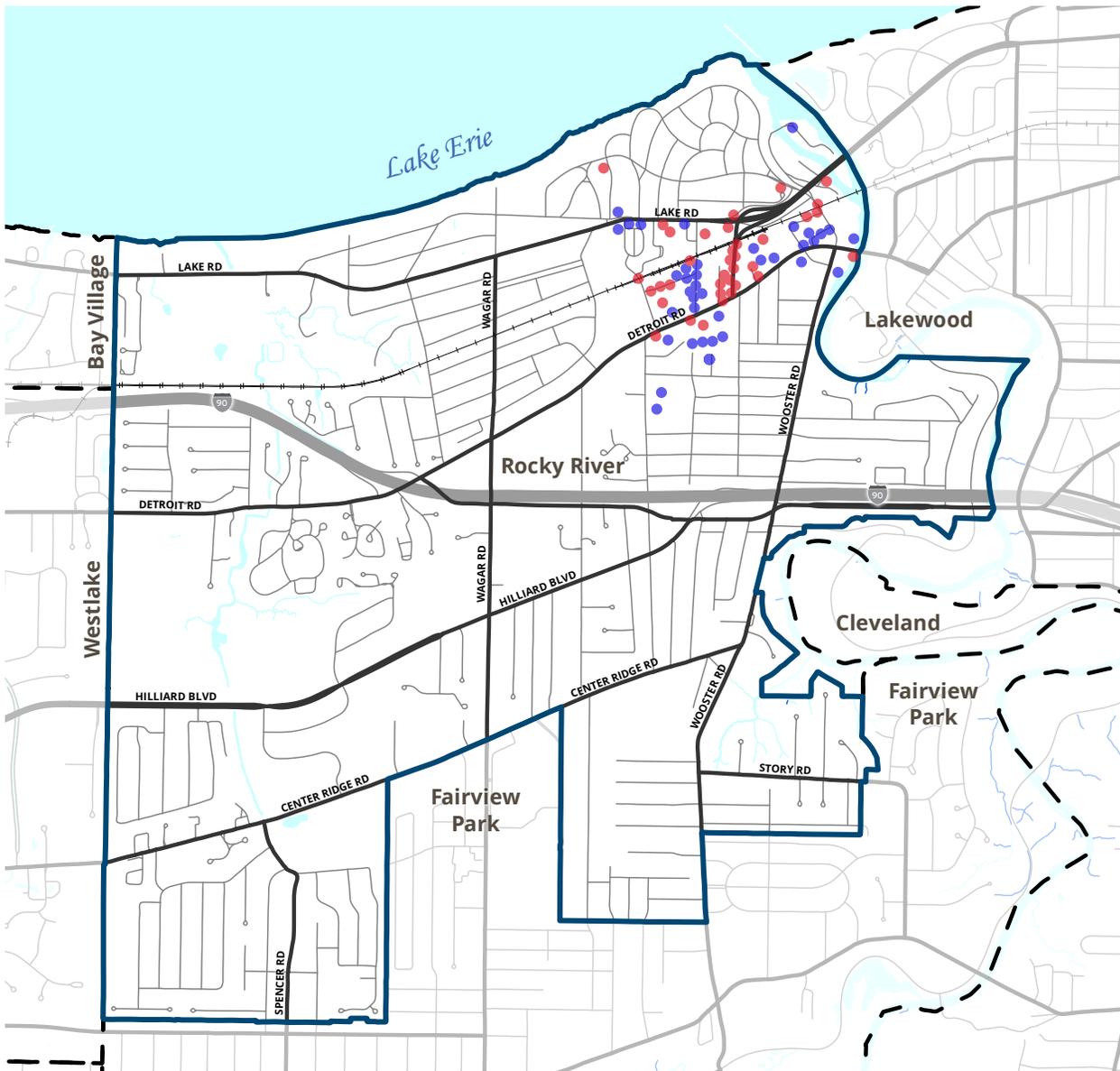
The Least Favorite Places in Downtown Rocky River represented a wide range of areas that included the Marion Ramp, the area between Allen Court and Marion Court, and Ingersol Drive between Linda Street and Smith Court.

Other Least Favorite Places identified were:

- A vacant building and property on Lake Road between Astor Place and Argyle Road
- Commercial property at the corner of Linda Street and Lake Road
- Depot Street
- Intersection of Wooster Road that splits into Beachcliff Boulevard and Yacht Club Drive
- Intersection at Linda Street and Detroit Road
- Lack of parking behind the shopping centers

These least favorite areas were selected due to their lack of aesthetic appeal. These areas were not pedestrian friendly, posed right-of-way concerns at major intersections, lacked parking to businesses and establishments, and did not present an overall sense of safety.

# MAP 19 DOWNTOWN RIVER FAVORITE PLACES



## LEGEND

- Favorite Places
- Least Favorite Places
- Rocky River
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads
- Lakes, Waterways, and Streams

# DETROIT ROAD

## FAVORITE PLACES

The Favorite Places in the Detroit Road Focus Area were clustered around Elmwood Park and Cabin and Rocky River High School.

Other Favorite Places on Detroit Road were:

- Rocky River Presbyterian Church
- Sunrise of Rocky River
- Intersection of Wagar Road and Detroit Road

The areas that were selected as favorite places have characteristics that are representative of Rocky River. Those characteristics include buildings and an area that is visually appealing and convey an overall sense of a warm, welcoming, and friendly community.

## LEAST FAVORITE PLACES

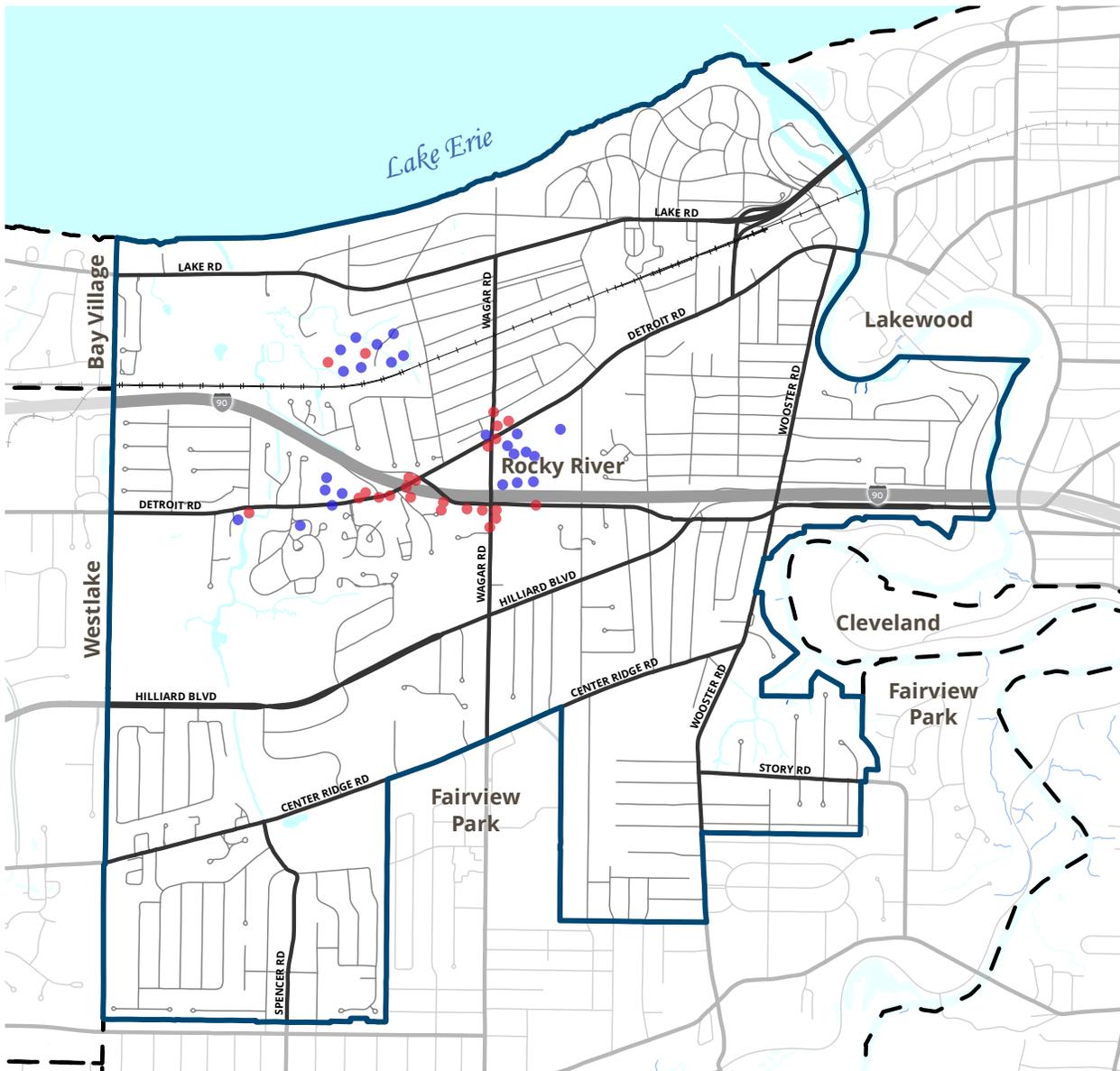
The Least Favorite Places on Detroit Road represented a wide range of areas that included the railroad tracks near Elmwood Park and Cabin.

Other Least Favorite Places on Detroit Road were:

- Off-Ramp at I-90 and Detroit Road
- Property on the south side of Southbend Drive
- Intersection of Wagar Road and Detroit Road
- Wagar Road south of Westway Drive
- Buildings/Property across from Rocky River High School

These least favorite areas were selected due to their lack of aesthetic appeal and road safety concerns. These areas are mostly multi-lane intersections that could pose issues to traffic flow and pedestrian safety.

# MAP 20 DETROIT ROAD FAVORITE PLACES



## LEGEND

- Favorite Places
- Least Favorite Places
- ▭ Rocky River
- - - Community Boundaries
- ▬ Highways
- ▬ Major Roads
- ▬ Minor Roads
- +++ Railroads
- ▭ Lakes, Waterways, and Streams

# WOOSTER ROAD

## FAVORITE PLACES

The Favorite Places on Wooster Road were clustered along the span of Wooster Road that overlooks the Rocky River Reservation and the entrance to the Rocky River Reservation on Rockcliff Drive.

Other Favorite Places along Wooster Road were:

- Cliff Town Condos
- Whole Foods
- Corner of Wooster Road and Hilliard Boulevard
- Rockport United Methodist Church
- Fairview Hospital Wellness Center
- Neighborhood shopping center between Riverwood Avenue and Shoreland Avenue

The areas selected as Favorite Places along Wooster Road were aesthetically appealing, had clearly marked intersections and signage, and allowed easy access to the Rocky River Reservation and other places in this focus area.

## LEAST FAVORITE PLACES

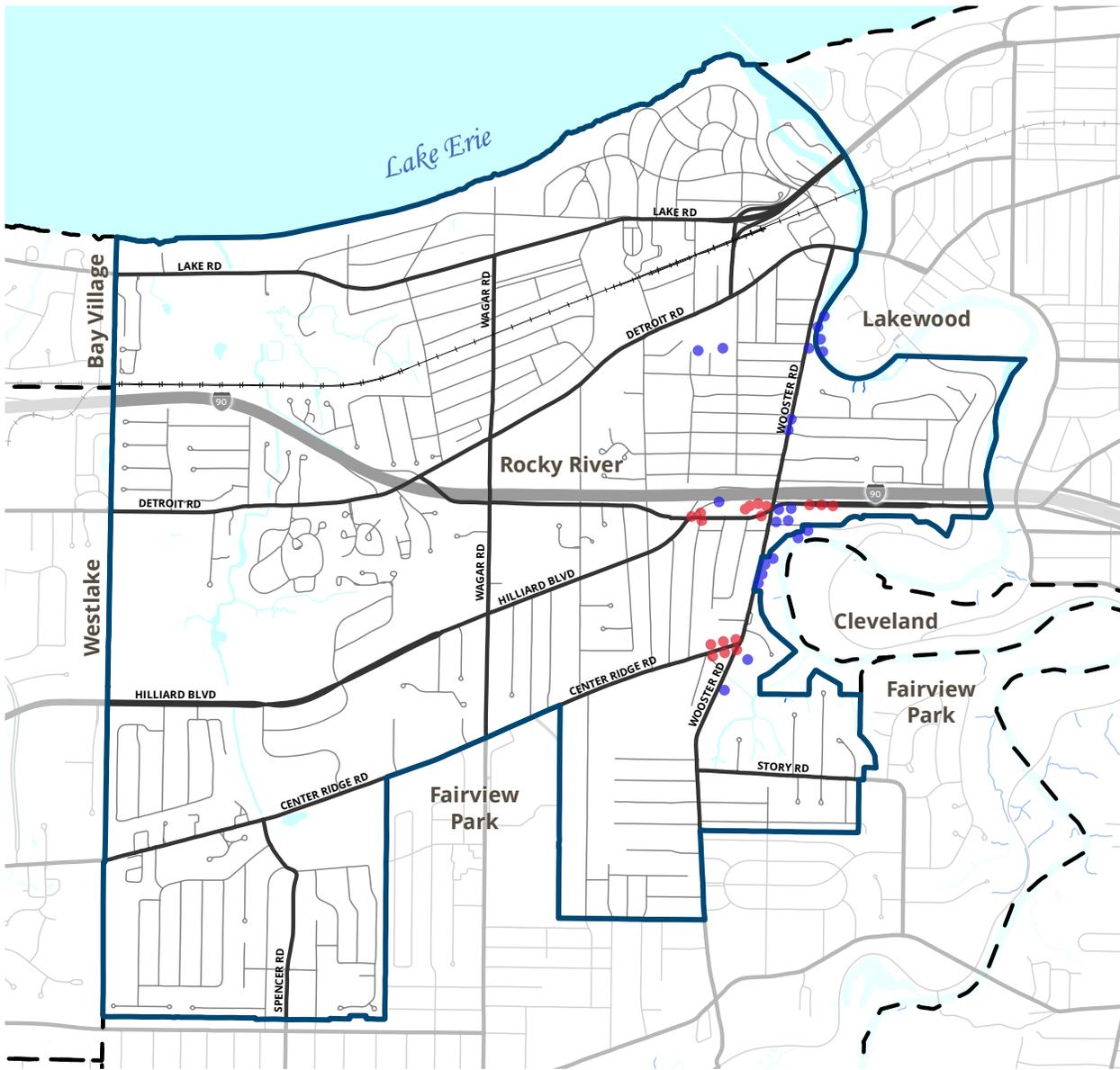
The Least Favorite Places on Wooster Road included the intersection of Hilliard Boulevard at I-90 and Westway Drive, and the commercial areas at the intersection of Center Ridge Road and Wooster Road.

Other Least Favorite Places along Wooster Road were:

- Intersection of Wooster Road and Hilliard Boulevard
- Multi-unit residences at the eastern end of Hilliard Boulevard
- Intersection at Center Ridge Road and Wooster road
- Intersection at Center Ridge Road and Wooster Park Drive
- Intersection at Center Ridge Road and Goldengate Avenue

These Least Favorite areas were selected due to road safety and attractiveness.

# MAP 21 WOOSTER ROAD FAVORITE PLACES



## LEGEND

- Favorite Places
- Least Favorite Places
- ▭ Rocky River
- - - Community Boundaries
- ▬ Highways
- ▬ Major Roads
- ▬ Minor Roads
- +++ Railroads
- ▭ Lakes, Waterways, and Streams

# HILLIARD BOULEVARD

## FAVORITE PLACES

The Favorite Places in the Hilliard Boulevard focus area included Morley Park and the Rocky River Reservation.

Other Favorite Places along Hilliard Boulevard were:

- Our Savior's Rocky River Lutheran Church
- Westshore Unitarian Universalist Church

The areas that were selected as favorite places along Hilliard Boulevard are aesthetically appealing buildings that characterize the qualities of Rocky River that residents enjoy the most. In general, these areas convey a sense of community.

## LEAST FAVORITE PLACES

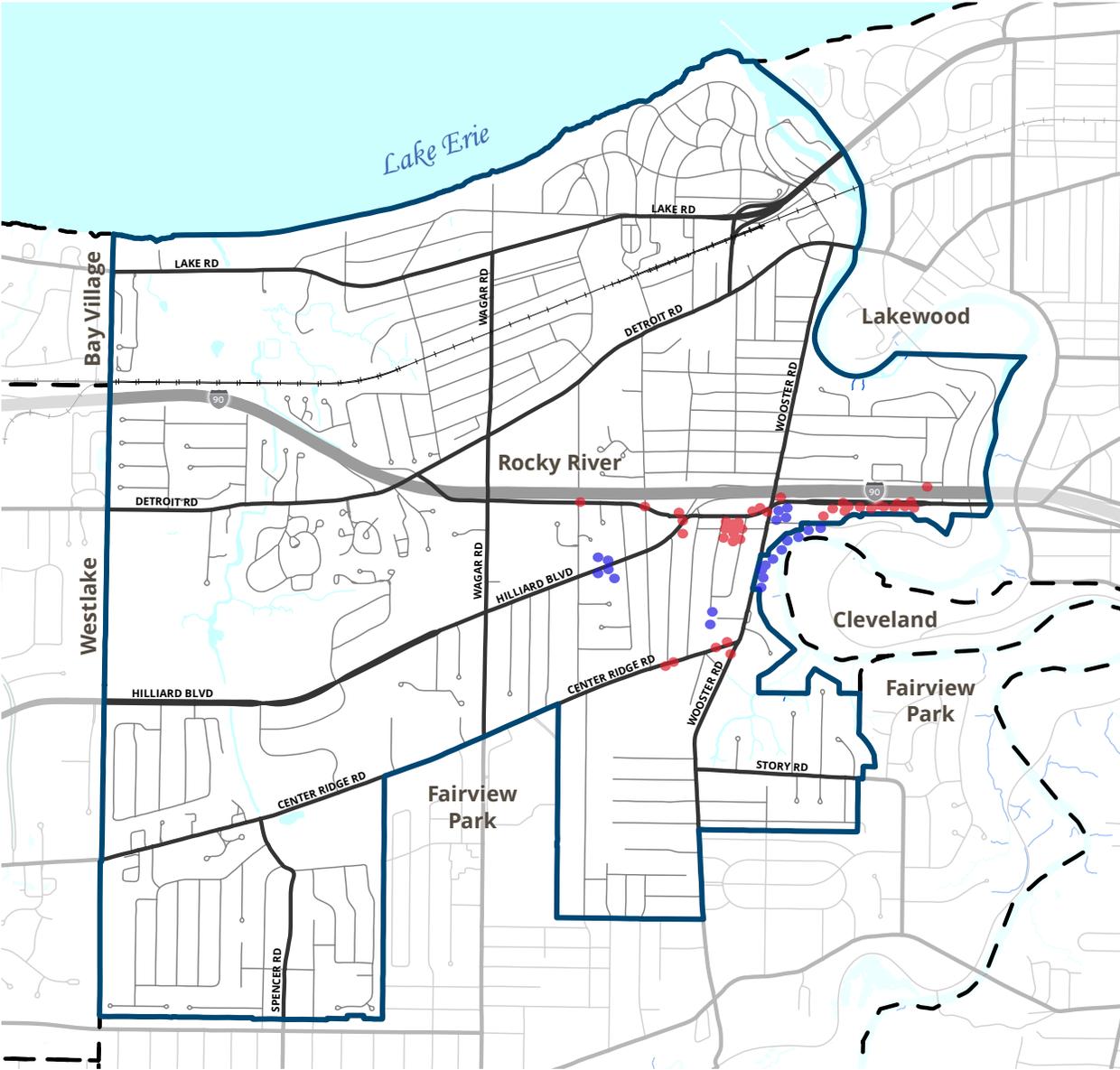
The Least Favorite Places on Hilliard Boulevard included the Post Office and its entrance and the multi-unit residences on Hilliard Boulevard east of Wooster Road.

Other Least Favorite Places were:

- Intersection of Center Ridge Road and Wooster Road
- Intersection of Hilliard Boulevard and Westway Drive
- Intersection of Hilliard Boulevard and Wooster Road

These areas were chosen as their least favorite areas due to their lack of aesthetic appeal and safety concerns.

# MAP 22 HILLIARD BOULEVARD FAVORITE PLACES



## LEGEND

- Favorite Places
- Least Favorite Places
- ▭ Rocky River
- - - Community Boundaries
- ▬ Major Roads
- ▬ Minor Roads
- +++ Railroads
- ▭ Lakes, Waterways, and Streams
- ▬ Highways

# CENTER RIDGE ROAD

## FAVORITE PLACES

The Favorite Places in the Center Ridge Road focus area included Linden Park, the Rocky River Reservation, Goldwood Primary School and baseball diamonds, The Welsh Home and Pond, Westwood Town Center, and Westgate Shopping Center, and commercial district at Forestview Road and Center Ridge Road.

Other Favorite Places along Center Ridge Road included:

- Corner of Linden Road & Center Ridge Road
- Brighton Chase apartments
- Nantucket Row, south of Center Ridge Road
- Pease Drive, north of Center Ridge Road

## LEAST FAVORITE PLACES

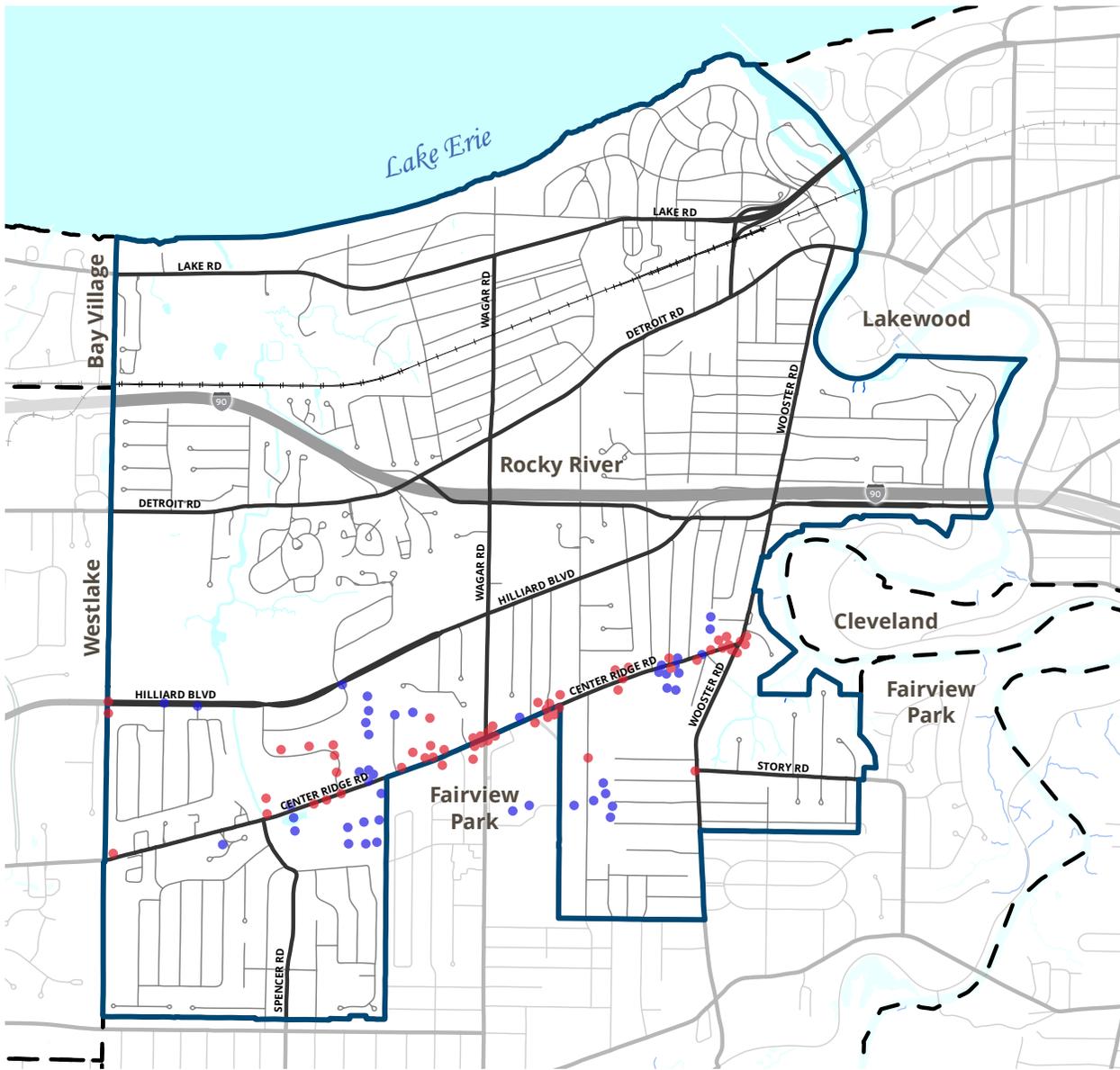
The Least Favorite Places on Center Ridge Road include commercial buildings along Center Ridge Road that feature setback buildings and parking in the front of businesses, 6-7 foot story office buildings, and a privacy wall that obscures the street.

Other Least Favorite Places in the Center Ridge Road focus area were:

- Intersection at Wagar Road and Center Ridge Road
- Businesses directly west of Wagar Road and Center Ridge Road
- Executive Club (demolished)
- Corner of Dale Avenue and Center Ridge Road
- Center Ridge Road in front of Rockport Shopping Center
- Corner of Goldengate Avenue and Center Ridge Road
- Intersection of Wooster Road and Center Ridge Road
- Access to commercial driveways from Linden Road
- Commercial district on Center Ridge Road across from Glenbar Drive
- Commercial district on the north side of Center Ridge Road
- River Oaks Drive and commercial district on the corner at Center Ridge Road
- Intersection at Center Ridge Road and Spencer Road

These least favorite places were selected due to their lack of aesthetic appeal of the older and setback commercial businesses with parking in the front of the businesses. Center Ridge Road presents a road safety concern with a number of intersections identified as a least favorite place. The intersections are mostly multi-lane with difficult turns and entrances into businesses.

# MAP 23 CENTER RIDGE ROAD FAVORITE PLACES



## LEGEND

- Favorite Places
- Least Favorite Places
- ▭ Rocky River
- - - Community Boundaries
- ▬ Major Roads
- ▬ Minor Roads
- +++ Railroads
- ▭ Lakes, Waterways, and Streams
- ▬ Highways





## APPENDIX C

# WALKABILITY ANALYSIS

Appendix C: Walkability Analysis covers the analysis completed of the five Focus Areas in Rocky River. This analysis looked at features that promote walkable places and outlined principles for developing a walkable community for each area.

# METHODOLOGY

The sense of place analysis completed for the Rocky River Master Plan analyzes each of the focus areas in four columns: sociability, uses & activities, access & linkages, and comfort & image. These four areas are critical to developing a successful and vibrant area.

## SOCIABILITY

The components of the sociability analysis measure how well a focus area connects people and provides meaningful social experiences. While human interaction cannot fully be quantified, successful public spaces, plazas, active storefronts, and complete neighborhoods can begin to showcase the opportunity for human interaction.

The sociability analysis looks at the following components:

- Locations of parks, plazas, and gathering spaces
- Major viewsheds
- Buildings that contribute — have windows and/or doors that allow pedestrians to interact with the interior of the building uninterrupted from the sidewalk — or do not contribute to the vibrancy and walkability of the corridor

## USES & ACTIVITIES

The components of the uses & activities analysis measure how well a focus area provides a wide variety of small and interesting buildings and storefronts that create nodes of activity in a neighborhood. By understanding the uses in a neighborhood, this analysis can identify where they are coming together to form great places.

The uses & activities analysis looks at the following components:

- Land use by building footprint
- Nodes of activity — areas in which a concentration of activity occurs, like a community center or a busy commercial district

## ACCESS & LINKAGES

The components of the access & linkages analysis measure how well an area is linked internally and with the surrounding areas. By understanding how easily people can walk through a community, bike to it, or use transit, this analysis builds an understanding of how walkable a district is.

The access & linkages analysis looks at the following components:

- Missing sidewalks and pedestrian paths
- Presence of crosswalks
- Locations of bus stops and transit stations
- Presence of bikeways
- Locations of stop lights
- Percentage of a block that is made up of curb cuts

## COMFORT & IMAGE

The components of the comfort & image analysis measure how comfortable a focus area is to linger and how well it is identified as a place. By describing how well a place is defined through gateways, art, and infrastructure, this analysis can show how comfortable an area is for people to stay in.

The comfort & image analysis looks at the following components:

- Locations of gateway signs
- Locations of landmarks
- Presence of street furniture — including trash cans, seating areas, bicycle parking, planters, and public art
- Locations of street trees and empty tree grates — only those between the road and the sidewalk were included

# DOWNTOWN RIVER

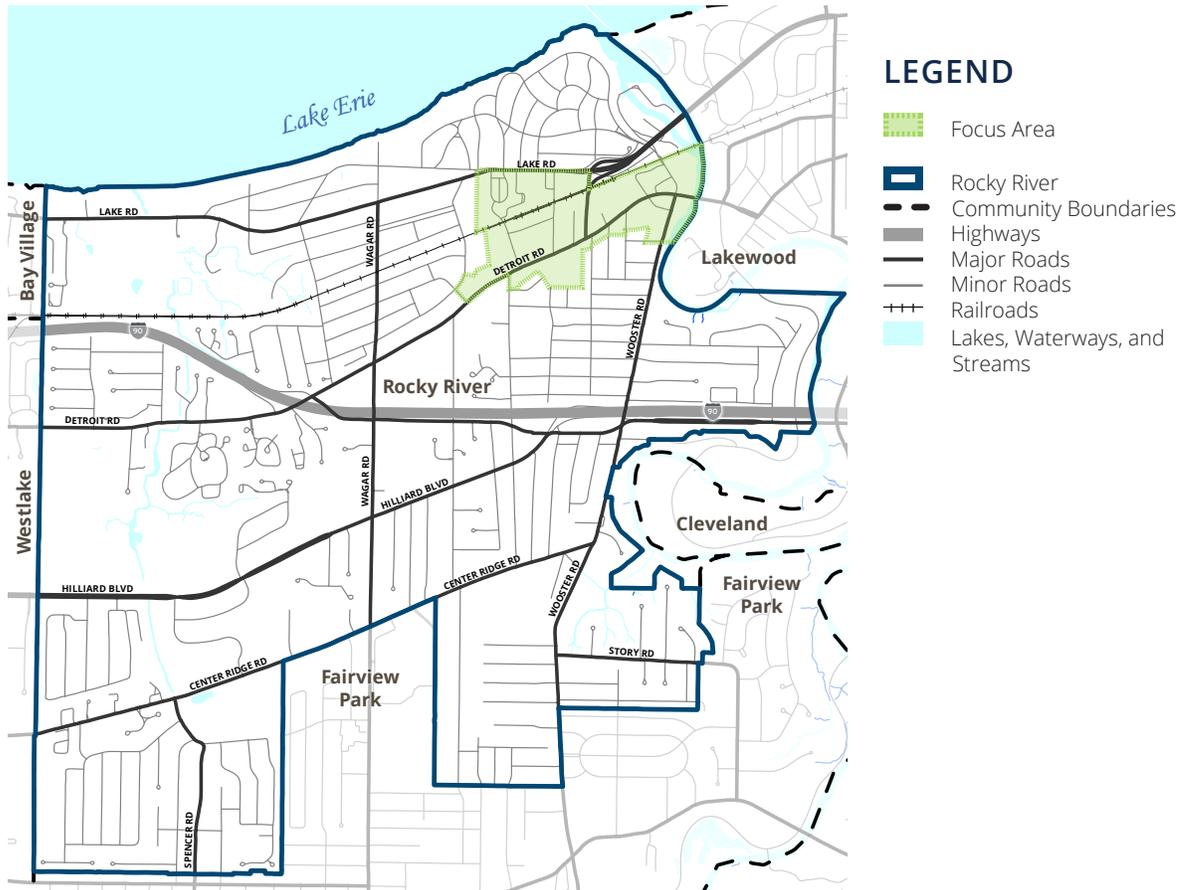
Downtown River encompasses four of the previous Master Plan focus areas: Old Detroit, Middle Detroit, Linda Street, and parts of the Yacht Club Basin. The updated Downtown River focus area extends from the Rocky River on the east to the residential neighborhoods on the west of Downtown, and it extends from Lake Road in the north to the buildings facing Detroit Road in the south. The area has experienced extensive improvements since the previous Master Plan with multiple investments in retail, housing, and office.

Beachcliff Theater. New retailing areas such as the Whole Foods shopping plaza and more suburban-style plazas are also included in Downtown River.

The northern half of the Downtown River focus area includes new townhouses and smaller mixed-use buildings. Downtown River is one of the most eclectic retailing areas in the City and combines many of the community's cultural venues.

The area encompasses many of the unique and historic buildings and areas of Rocky River. This includes the Old River shopping area and the historic

## MAP 24 DOWNTOWN RIVER FOCUS AREA



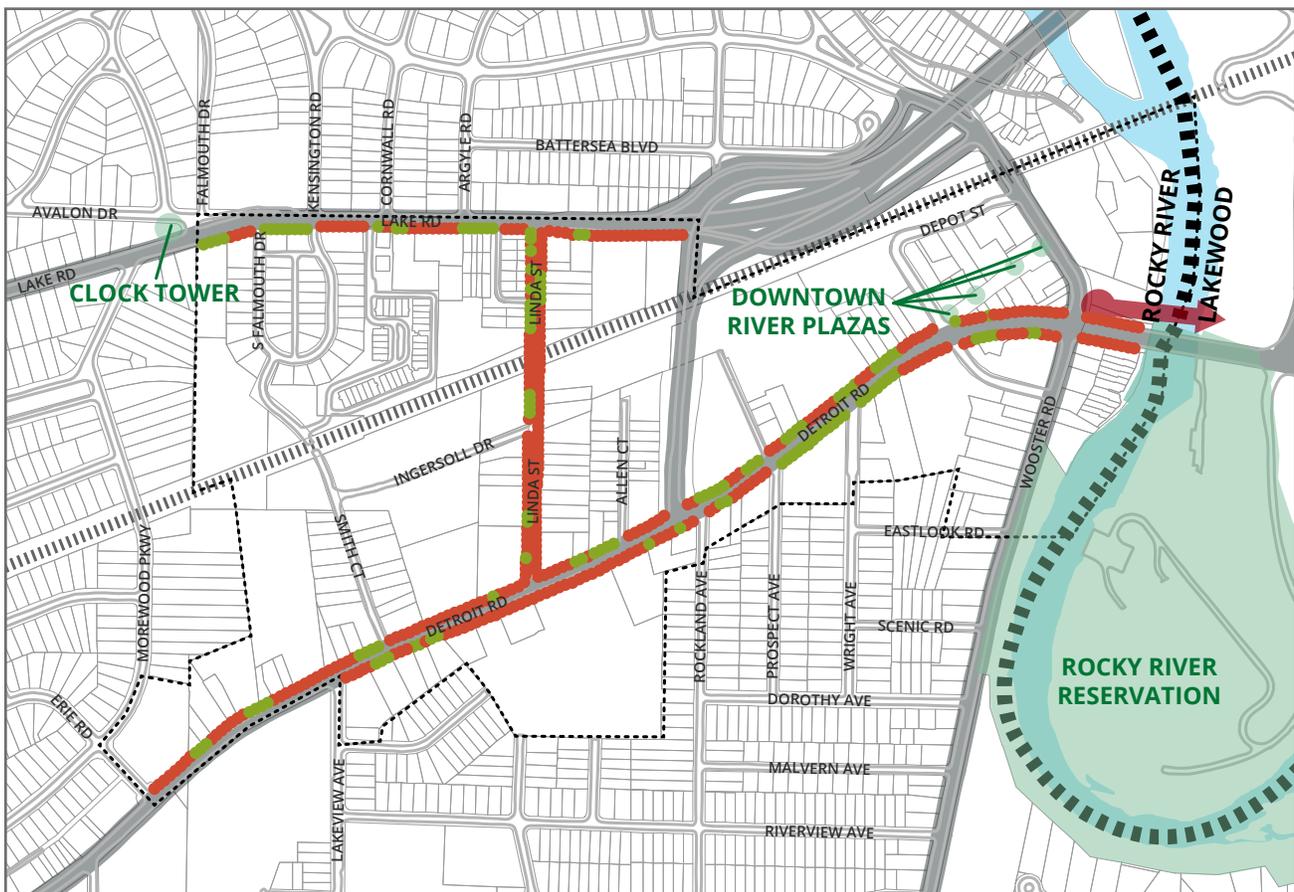
## SOCIABILITY

Downtown River has the most sociable spaces of any of the focus areas in the City. These include the seating areas in Old River and the green space around the historic clock tower. The area has overlooks into the River Valley, though there are few spaces at which to enjoy these.

While the Downtown River area is one of the City's most walkable thanks to Old Detroit and many historic structures, other structures fronting major streets do not have the most walkable characteristics. The area east of the Marion Ramp contains the most consistent buildings with walkable features, followed by the area along Lake Road. Linda Street and Detroit Road west of the Marion Ramp have buildings with greater setbacks, more parking lots, and fewer features that contribute to walkability.

### LEGEND

- Viewsheds
- Parks, Plazas, and Gathering Spaces
- Street Level Activity
  - Good or Potentially Good Street Frontage
  - Poor Street Frontage



## ACCESS & LINKAGES

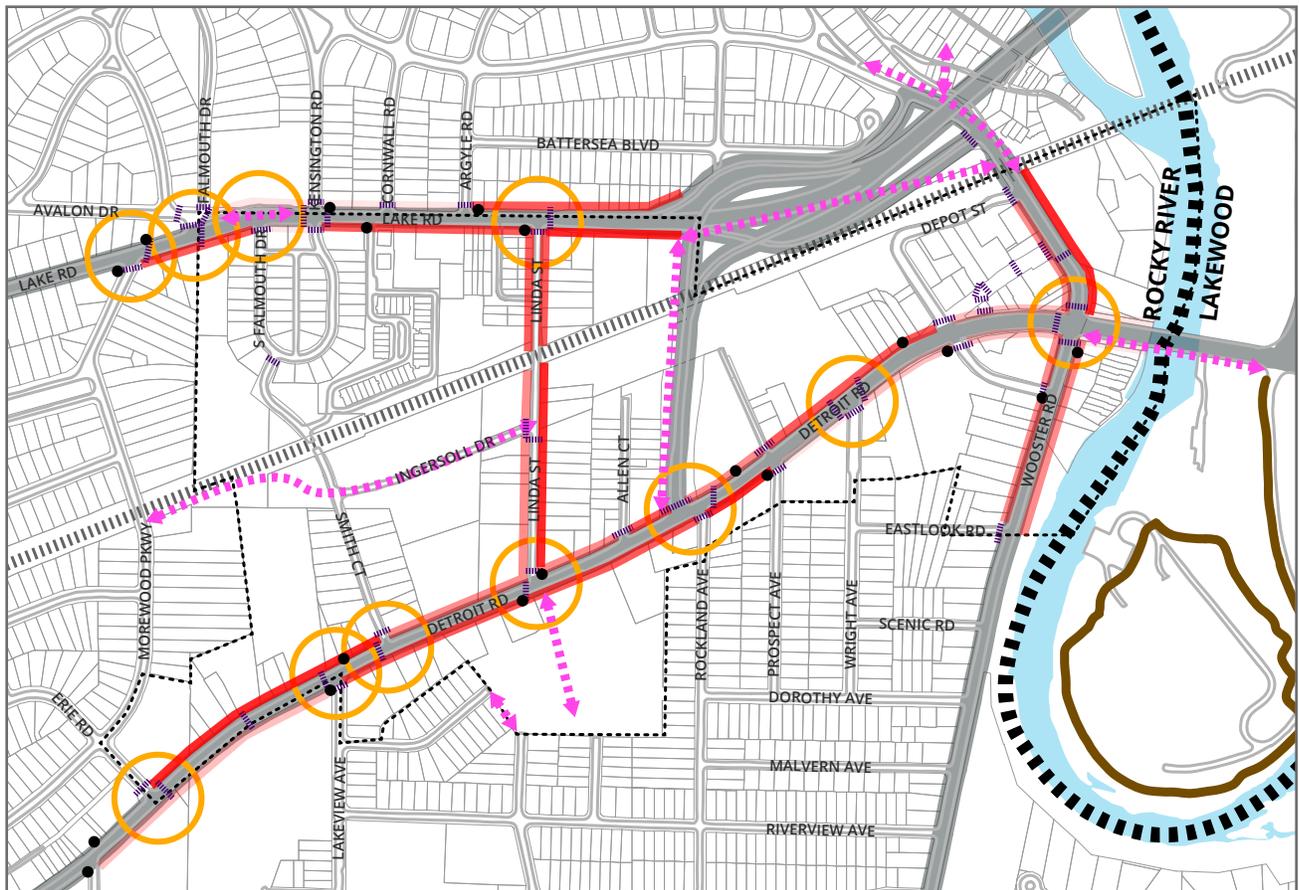
Downtown River is one of the more walkable areas in the City; however, there remain critical missing connections. These include a trail connection from the end of the Rocky River Reservation into Downtown, missing sidewalks into the Yacht Club basin, connections from Lake Road to Old Detroit, and safe pedestrian connections from the street into shopping centers. Particularly, the Detroit bridge is a potential connection that could become a prominent gateway into the City.

The numerous curb cuts on Detroit Road west of the Marion Ramp hinder walkability. Linda Street has particularly dangerous pedestrian paths due to the numerous, large curb cuts.

Buses are available on both Detroit and Lake Roads; however, most stops are limited to a sign post. Only two stops have benches or a shelter.

### LEGEND

- |  |                      |  |                  |
|--|----------------------|--|------------------|
|  | Missing Connections  |  | None (0%)        |
|  | Existing Crosswalks  |  | Low (1%-5%)      |
|  | Bus Stops            |  | Average (6%-10%) |
|  | Existing Bike Trails |  | High (11%-20%)   |
|  | Stop Light           |  | Very High (>20%) |



# USES & ACTIVITIES

Greater Downtown River consists mainly of commercial uses lining Detroit Road and Lake Road. Between these areas and along the railroad tracks, a number of industrial uses are present. Linda Street has also grown as an entertainment district, with numerous commercial uses along this corridor. Institutional uses begin to cluster further west along Detroit Road.

Three activity nodes are present within this area. The first is clustered around Old Detroit and the walkable businesses on the eastern end of Detroit Road. The second is clustered around the Whole Foods shopping plaza and nearby businesses. The final cluster includes the walkable commercial spaces along Lake Road.

## LEGEND

- Land Use by Building
  - Single-Family
  - Multi-Family
  - Commercial
  - Industrial
  - Institutional
  - Parks and Open Space Buildings
- Transportation and Utility
- Activity Nodes



## COMFORT & IMAGE

Greater Downtown River is one of the few areas in Rocky River that have an abundance of gateways, landmarks, and street furniture that are critical elements of a defined place. Old Detroit has the greatest number of benches, trash cans, and bicycle parking. Between Old Detroit and Mitchell's Ice Cream, these elements are lacking, but the streetscape in front of the CVS pharmacy includes these features.

While the activity nodes at Old River and the CVS shopping plaza have streetscape elements, the areas between and the node along Lake Road lack similar elements to tie them together.

### LEGEND

- |   |   |
|---|---|
| <span style="color: #C85130;">●</span> Landmarks              | <b>Street Furniture</b>                                   |
| <span style="color: #8B4513;">●</span> Existing Gateway Signs | <span style="color: #6A5ACD;">●</span> Trash Cans         |
| <b>Trees</b>  | <span style="color: #FF69B4;">○</span> Benches or Seating |
| <span style="color: #90EE90;">●</span> Empty Tree Grates      | <span style="color: #00CED1;">●</span> Bicycle Parking    |
| <span style="color: #3CB371;">●</span> Existing Street Trees  | <span style="color: #FF0000;">●</span> Public Art         |



## GOALS

The following bullet points represent draft goals that would guide public and private investment within this target area. These goals are based on the analysis outlined on the following pages, and they will be used to develop location-specific policies in the next phase of the Master Plan.

### SOCIABILITY

- Expand the vibrancy of Old Detroit further west along Detroit Road
- Develop clustered seating areas or pocket parks where possible to act as social spaces outside of existing areas along Old Detroit

### USES & ACTIVITIES

- Expand small retail offerings to enhance the eclectic shopping district
- Provide new residential and office uses to support retail by growing the number of potential shoppers

### ACCESS & LINKAGES

- Provide stronger links to Rocky River's residential neighborhoods
- Improve walking and biking links into the Metroparks, Lakewood, and the regional network of trails
- Improve existing crosswalks and add additional ones to enhance pedestrian safety
- Implement the streetscape and road recommendations made in the Detroit Road TLCI, including removing the Marion Ramp
- Maintain Downtown's strong walkability by limiting new curb cuts and keeping wide sidewalks
- Ensure that parking is available to support Downtown amenities

### COMFORT & IMAGE

- Continue to cultivate the sense of place through gateway signs, decorative street signs, banners, and lighting
- Improve access and sight lines to the Rocky River and the Cleveland Metroparks
- Add street trees where possible

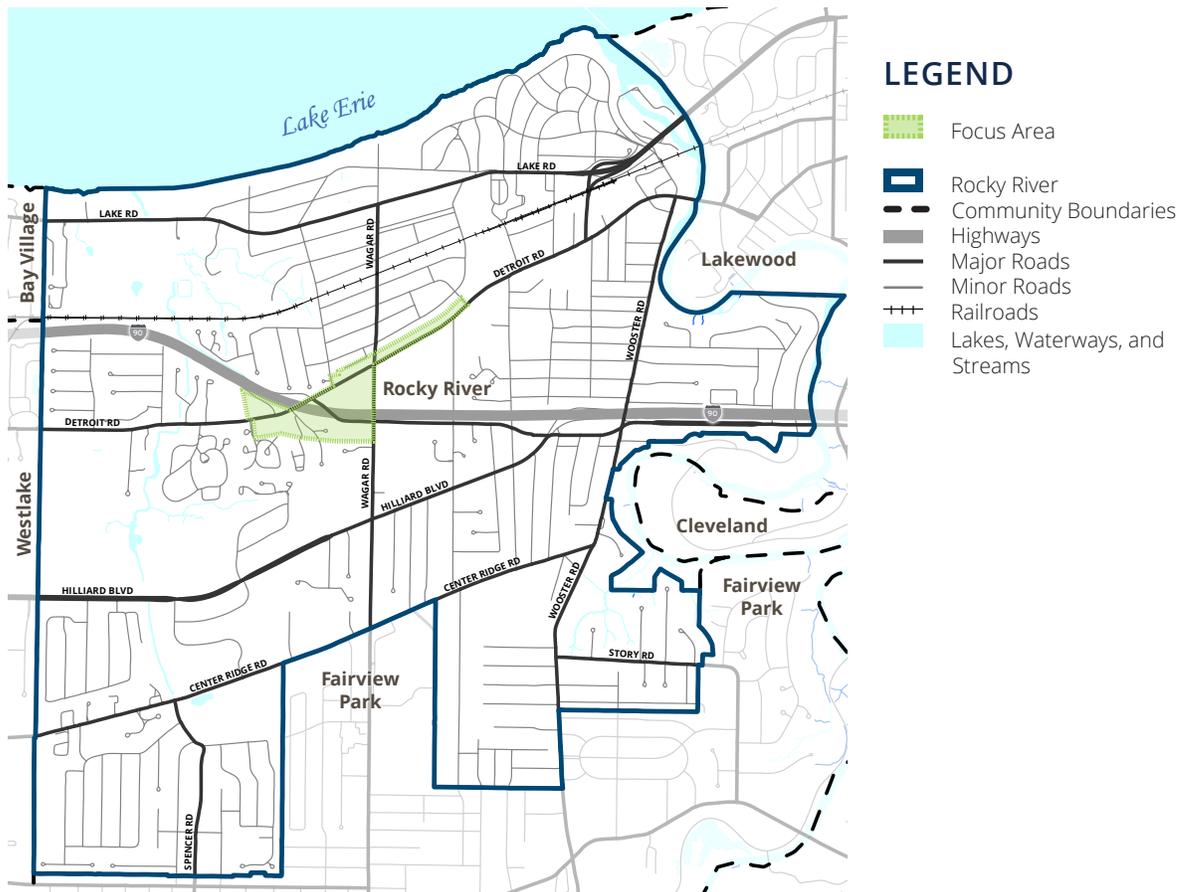
# DETROIT ROAD

The Detroit Road focus area is consistent with the previous Master Plan. The area runs from Erie Road in the east to Rocky River Presbyterian Church in the west. Generally, it encompasses parcels that directly front Detroit Road. It also includes some residential developments in the triangle between Detroit Road and Wagar Road.

Most of Detroit Road is lined with multifamily uses from the I-90 offramp to Downtown Rocky River. The corridor acts as a gateway from the highway into Downtown.

The area consists largely of institutional uses including churches and senior living facilities. A number of schools are also located in the area, including Rocky River High School, St. Thomas Lutheran School, and nearby Magnificat High School. Immediately adjacent to the district is the City's Municipal Campus.

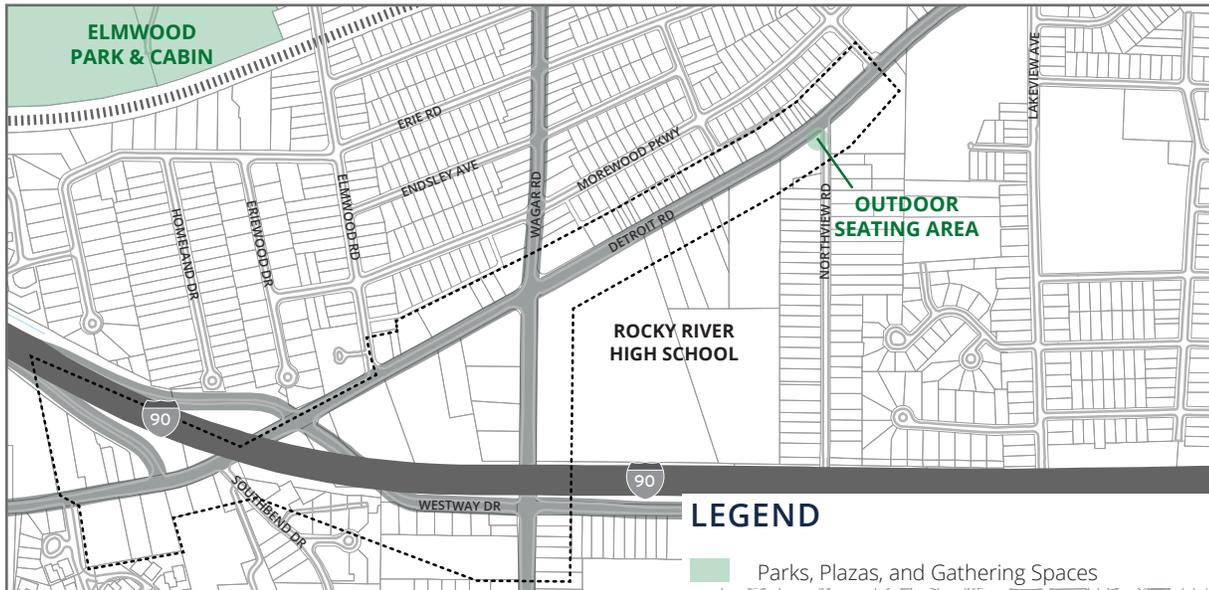
## MAP 25 DETROIT ROAD FOCUS AREA



Page Sources: Cuyahoga County Planning Commission

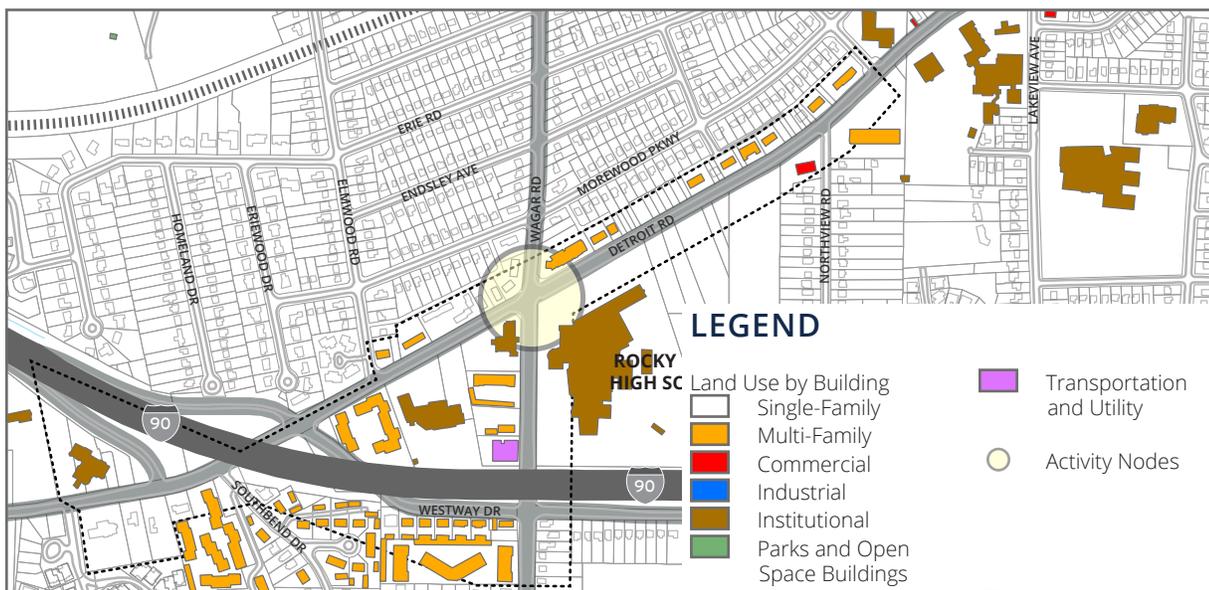
## SOCIABILITY

Detroit Road has almost no sociable spaces. Defined by private or semi-public uses, the only sociable space is the outdoor seating area at the commercial structures at Northview and Detroit.



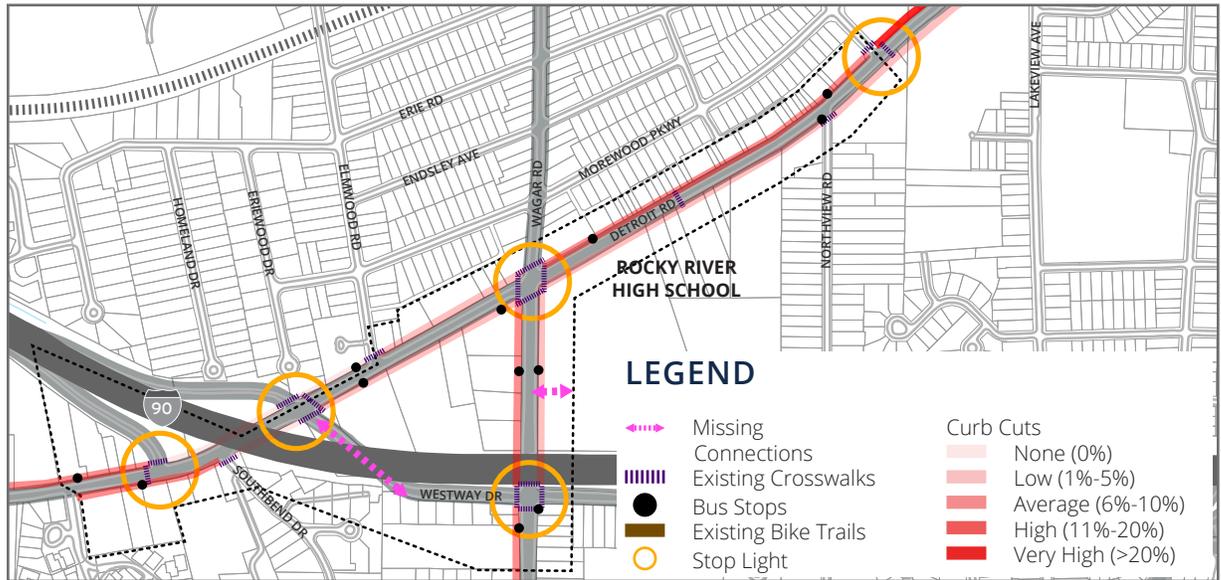
## USES & ACTIVITIES

Detroit Road largely consists of multi-family structures on the north side of the focus area and institutional uses on the south side. One commercial structure exists at Northview Road.



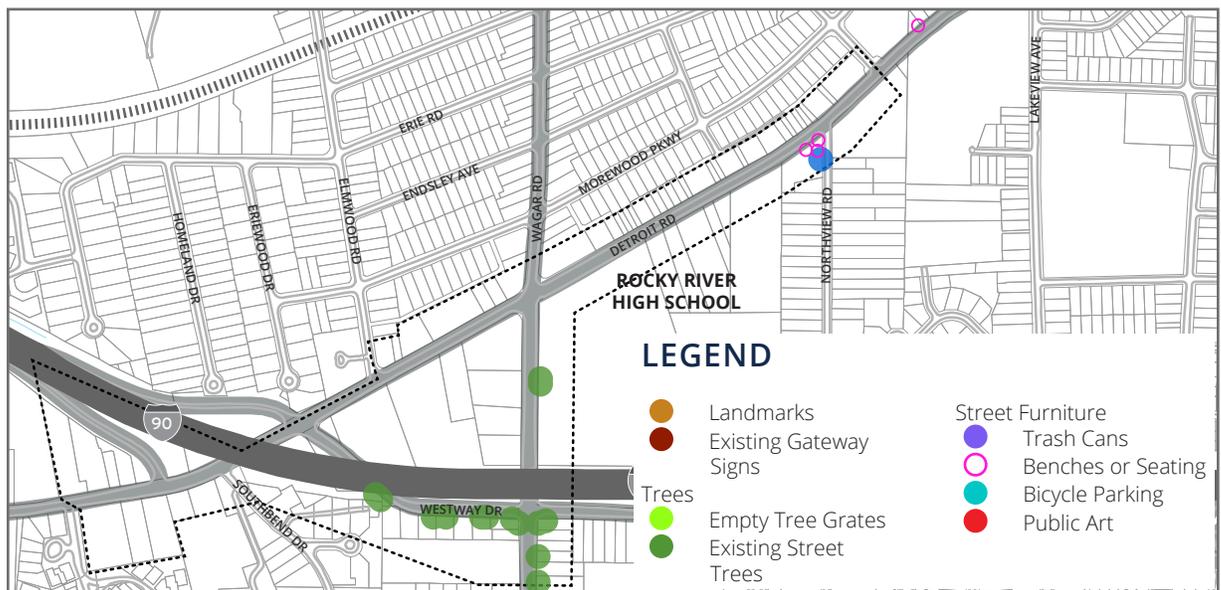
## ACCESS & LINKAGES

Detroit Road is one of the safer major roads for pedestrians in Rocky River due to its few curb cuts. There remain a few missing connections, especially from the sidewalk into Rocky River High. Buses run on both Detroit Road and Wagar Road.



## COMFORT & IMAGE

The Detroit Road focus area includes a few existing street trees along Westway Drive, but few other comfort & image elements.



## GOALS

The following bullet points represent draft goals that would guide public and private investment within this target area. These goals are based on the analysis outlined on the following pages, and they will be used to develop location-specific policies in the next phase of the Master Plan.

### SOCIABILITY

- Provide additional recreational amenities or passive open spaces

### USES & ACTIVITIES

- Provide improved residential offerings

### ACCESS & LINKAGES

- Provide stronger links to Rocky River's residential neighborhoods
- Improve walking and biking links into Downtown River, the Municipal Center, and the regional network of trails
- Improve existing crosswalks to enhance pedestrian safety
- Maintain the area's strong walkability by limiting new curb cuts

### COMFORT & IMAGE

- Continue to cultivate the sense of place through decorative street signs, banners, and lighting
- Develop a gateway at the I-90 interchange
- Add street trees where possible

# WOOSTER ROAD

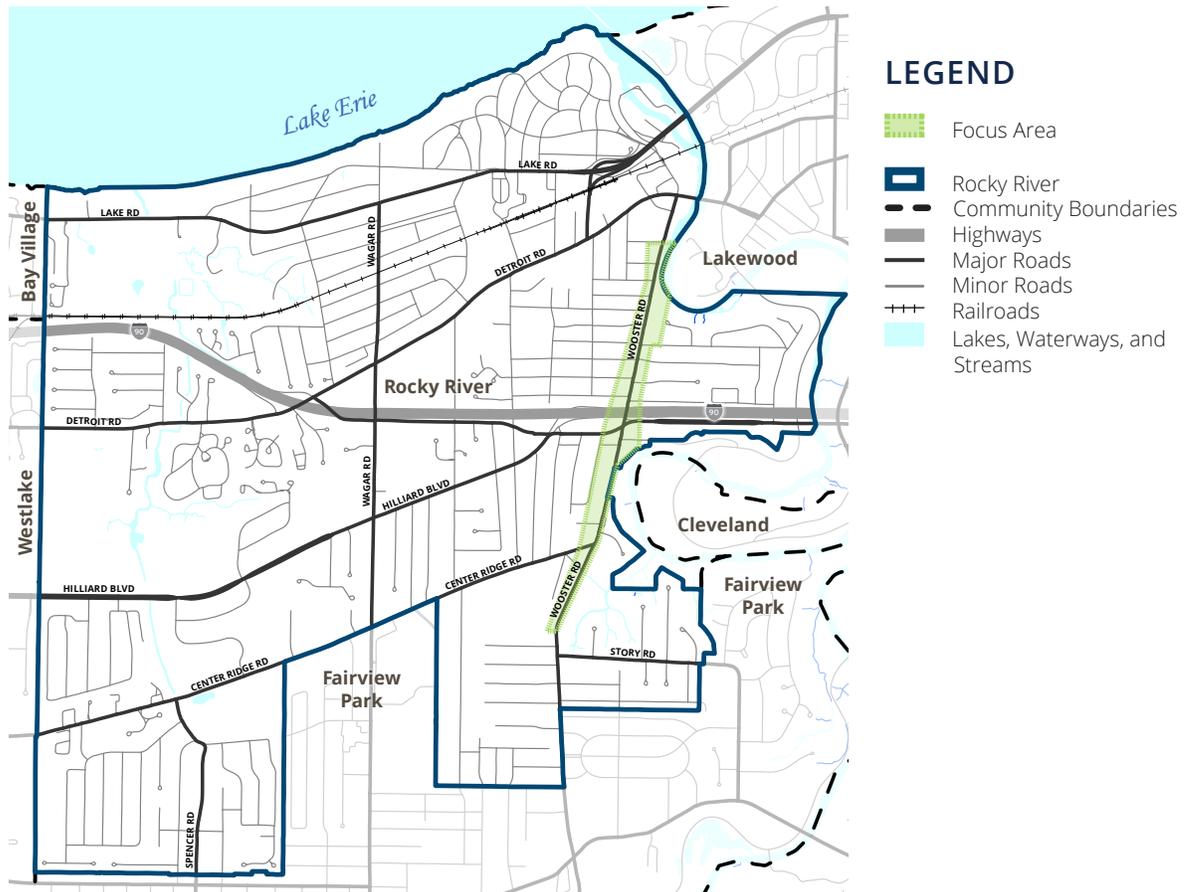
The Wooster Road focus area stretches along Wooster from Eastlook Road in the north to the blocks just south of Wooster Park Drive. This is similar to the Wooster Road focus area from the 2005 Master Plan.

structures, but it has not served as a the hub of community activity that it could.

The focus area incorporates a wide variety of land uses and nodes of activity, including commercial centers and impressive overlooks. It is a critical north-south connector that links Downtown River, the Metroparks, and Lakewood with Center Ridge Road and points further south.

The Wooster Road area connects historic neighborhoods and is home to a number of historic

## MAP 26 WOOSTER ROAD FOCUS AREA



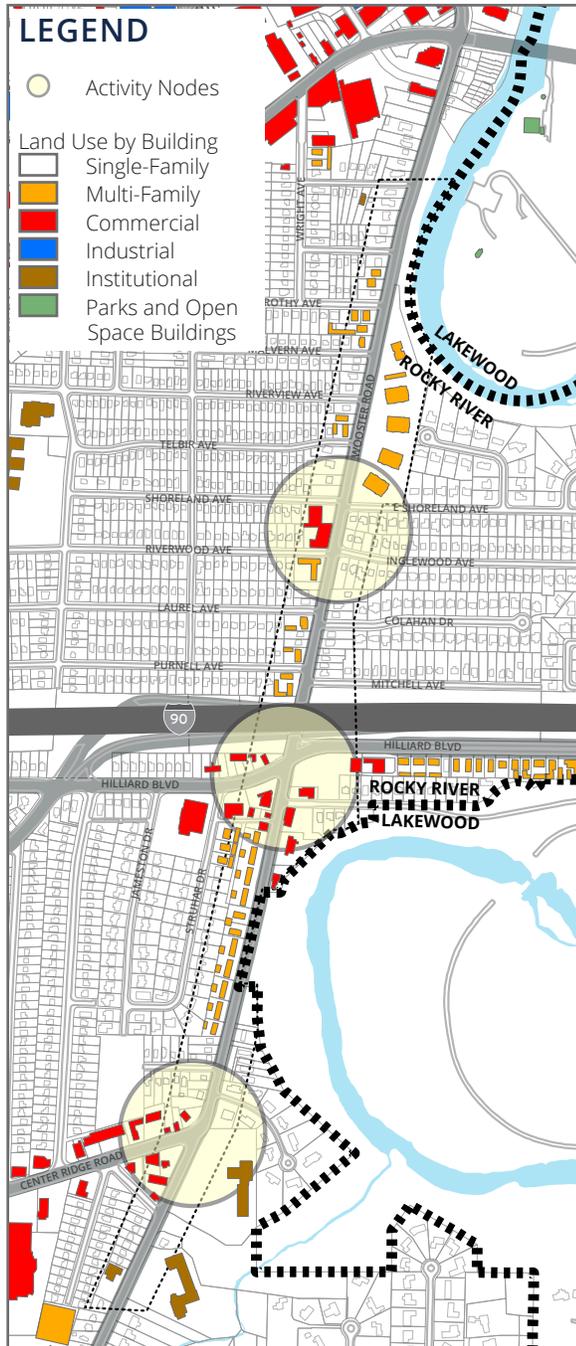
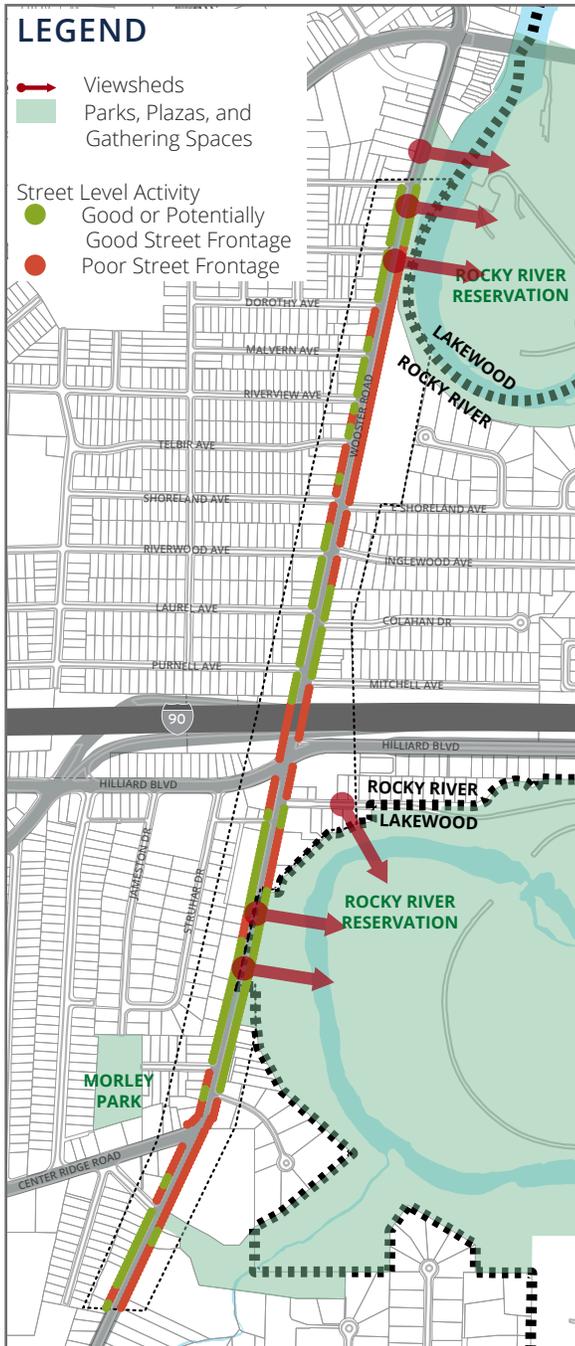
Page Sources: Cuyahoga County Planning Commission

## SOCIABILITY

Wooster Road has few sociable spaces. Despite commanding views of Rocky River Reservation, there are no gathering spaces that take advantage of those views. The street does have many commercial and residential structures with walkable characteristics.

## USES & ACTIVITIES

Wooster Road consists of a series of commercial nodes and overlooks separated by private, residential spaces that contribute to a disconnected neighborhood. Commercial nodes vary from walkable buildings to auto-oriented shopping plazas.

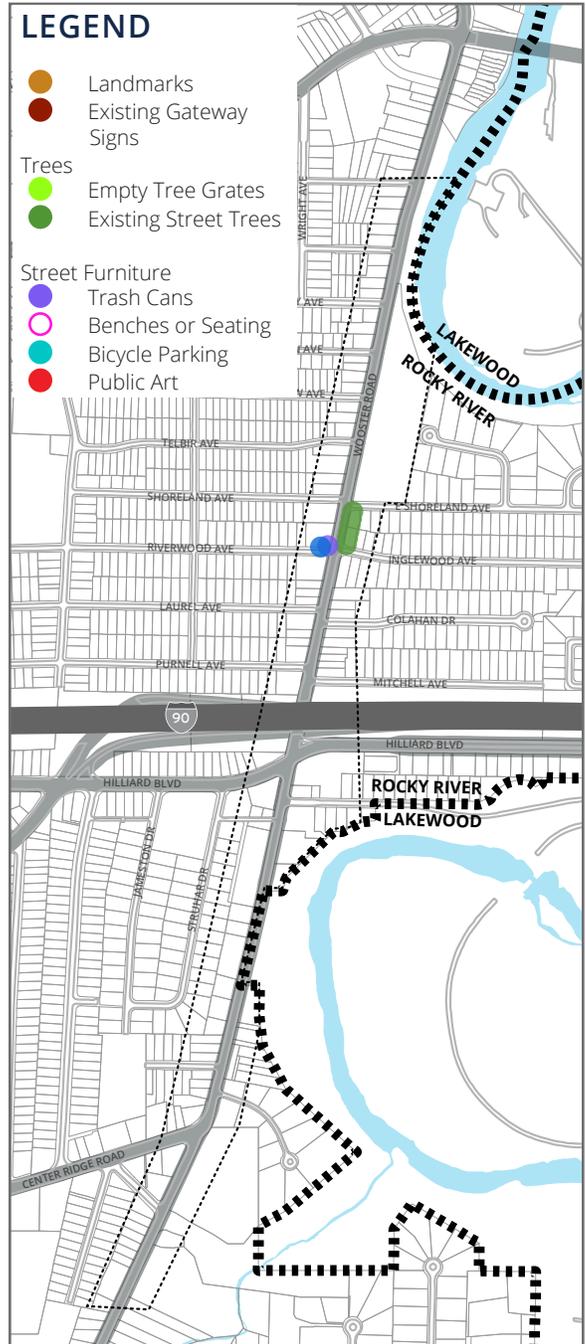
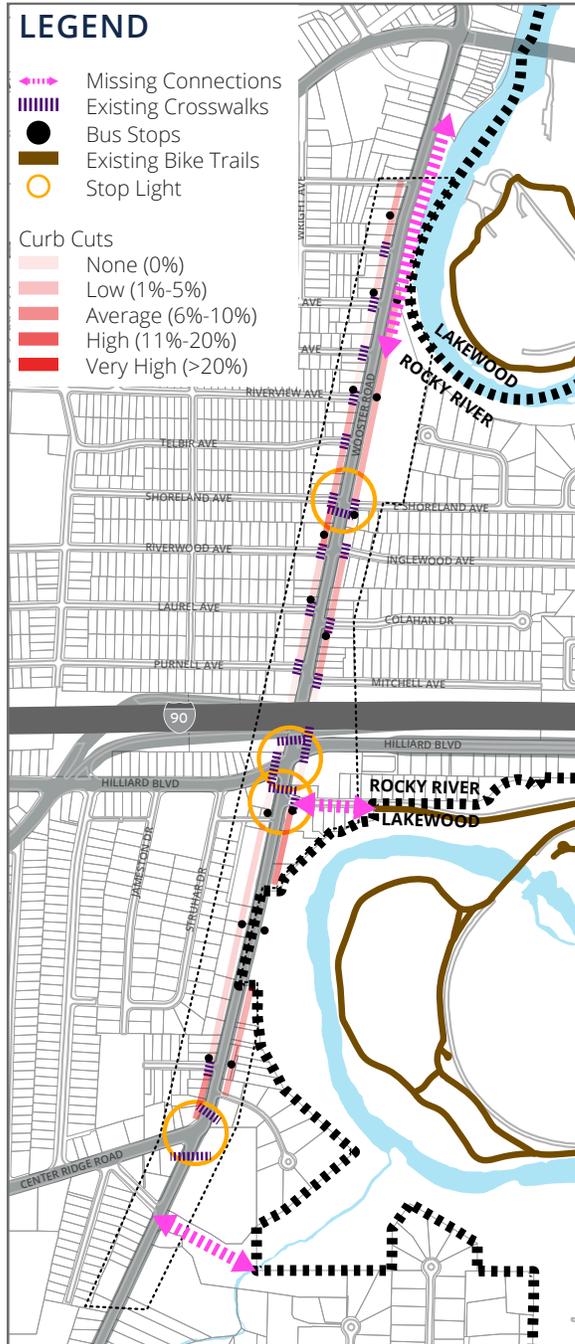


## ACCESS & LINKAGES

Wooster Road has fairly good links heading north and south, with crosswalks at every intersection. The street is missing a sidewalk along the Rocky River Reservation overlook, has very few crosswalks over Wooster Road, is a priority bus route, and has no bicycle facilities.

## COMFORT & IMAGE

Wooster Road has very few elements that make it a comfortable and memorable experience. There is no public seating along the length of the road, street furniture is confined to a single trash can and mailbox, and there are only six street trees.



## GOALS

The following bullet points represent draft goals that would guide public and private investment within this target area. These goals are based on the analysis outlined on the following pages, and they will be used to develop location-specific policies in the next phase of the Master Plan.

### SOCIABILITY

- Develop clustered seating areas or pocket parks at overlooks to the Rocky River Reservation

### USES & ACTIVITIES

- Build upon the corridor's neighborhood commercial nodes by supporting walkable infill development
- Support renovations and new residential offerings that take advantage of views into the River Valley

### ACCESS & LINKAGES

- Provide stronger links to Rocky River's residential neighborhoods
- Improve walking and biking links into Downtown River, Cleveland Metroparks, and the regional network of trails
- Improve existing crosswalks and add additional ones to enhance pedestrian safety

### COMFORT & IMAGE

- Continue to cultivate the sense of place through gateway signs, decorative street signs, banners, and lighting
- Improve access and sight lines to the Rocky River and the Cleveland Metroparks
- Add street trees where possible

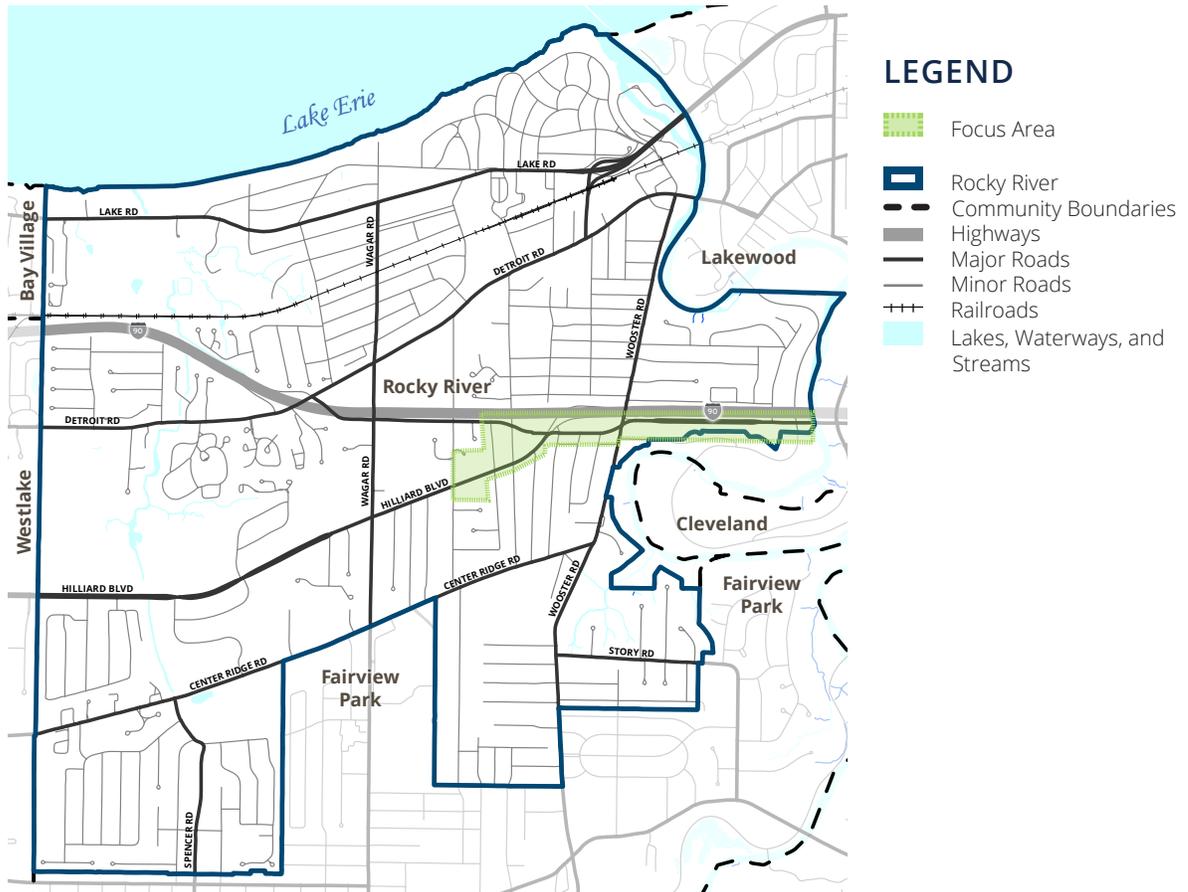
# HILLIARD BOULEVARD

Hilliard Boulevard follows Hilliard from Rocky River's border on the east to Northview Road on the west. Following the same outline as the 2005 focus area, the Hilliard Boulevard neighborhood incorporates residential neighborhoods and a small commercial node at Hilliard and Wooster.

West of Wooster Road, Hilliard becomes a relatively large on-and-off ramp to I-90. The Boulevard includes some green features and partial medians; however, the corridor does not have a particularly complete streetscape.

At the eastern end of the focus area, older apartment buildings are arranged in the thin strip between Hilliard and the Rocky River Reservation overlook. Across Hilliard, a sound barrier separates the road from I-90. Together, this entrance to Rocky River could be improved, especially given the proximity and viewsheds into Rocky River Reservation.

## MAP 27 HILLIARD BOULEVARD FOCUS AREA



- LEGEND**
- Focus Area
  - Rocky River
  - Community Boundaries
  - Highways
  - Major Roads
  - Minor Roads
  - Railroads
  - Lakes, Waterways, and Streams

Page Sources: Cuyahoga County Planning Commission

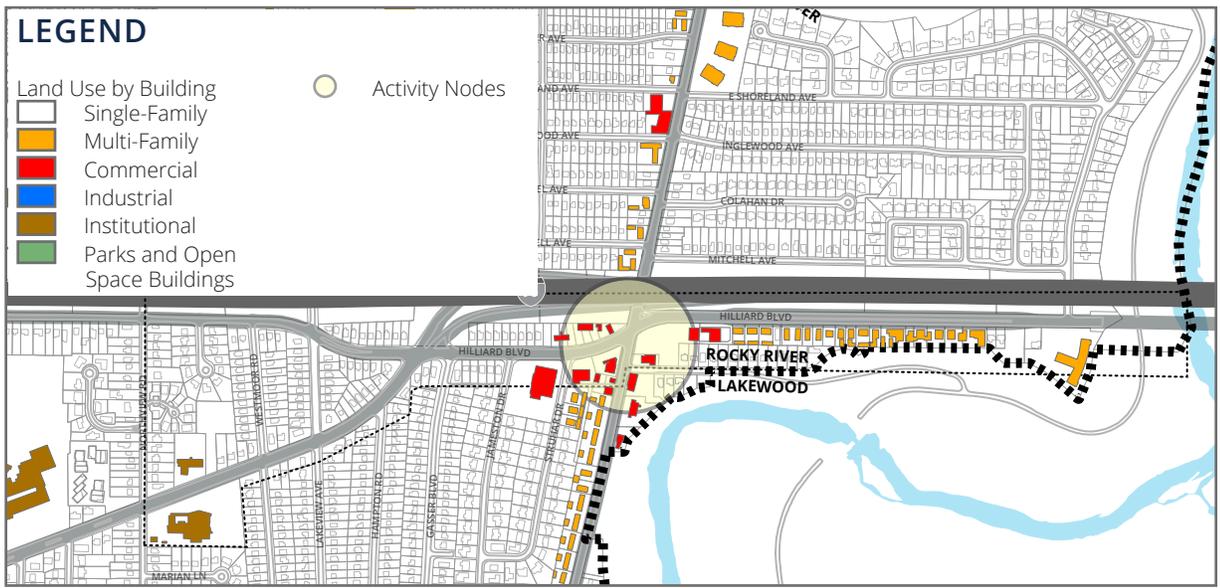
## SOCIABILITY

Hilliard Boulevard has no sociable spaces. The sole commercial district along Hilliard is dominated by auto-oriented uses and no overlooks or access points into Rocky River Reservation are available.



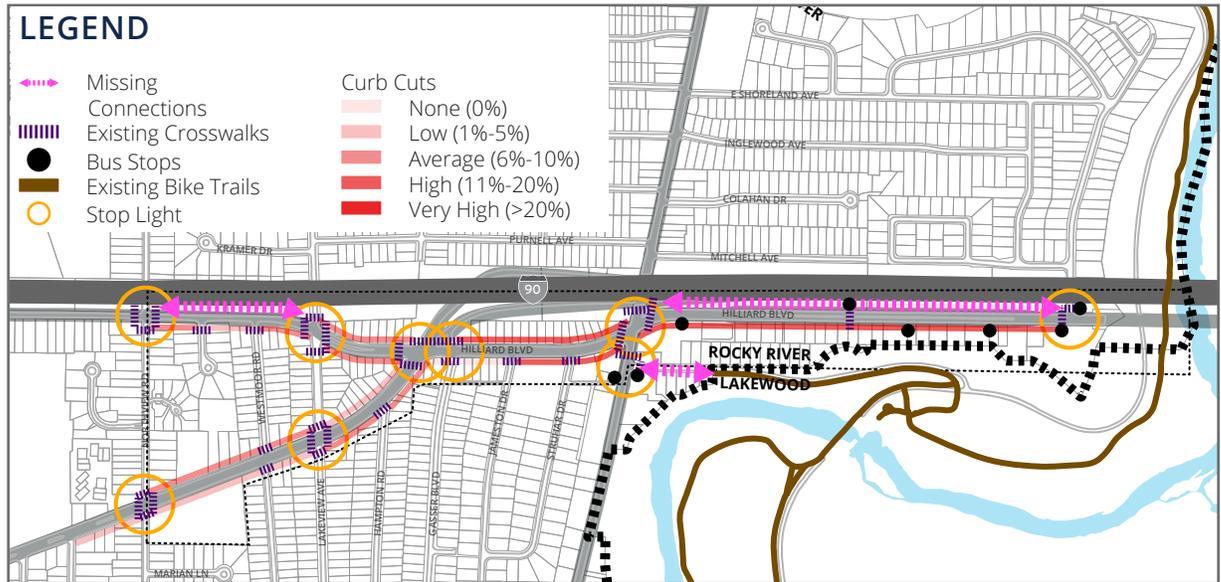
## USES & ACTIVITIES

Hilliard Boulevard has a single commercial node at Hilliard and Wooster. The node includes restaurants, gas stations, a school, and a post office. The remainder of this focus area is single-family homes and larger apartment buildings east of Wooster.



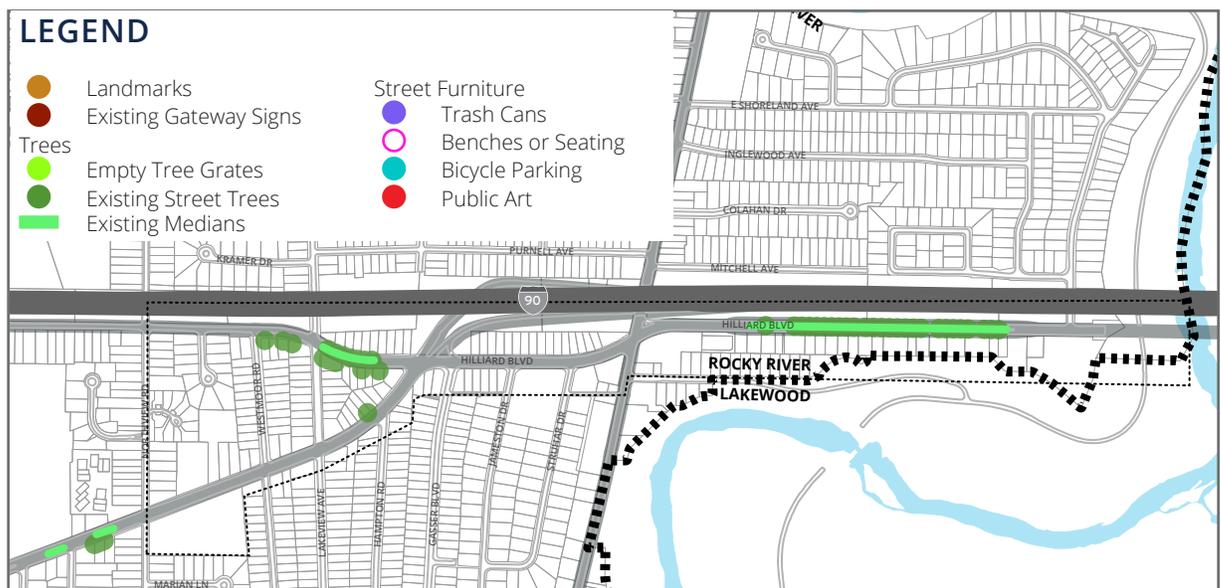
## ACCESS & LINKAGES

Hilliard Boulevard is missing sidewalks on the north side of the road where it abuts I-90. Crosswalks generally cover most signalized intersections and link to bus stops. The area has many curb cuts, especially along Hilliard Boulevard east of the highway on-ramp.



## COMFORT & IMAGE

The Hilliard Boulevard focus area is largely devoid of elements of comfort & image. There are no gateway signs or landmarks, and there are no pieces of street furniture within the right-of-way. The focus area does include some medians and street trees that help beautify it.



## GOALS

The following bullet points represent draft goals that would guide public and private investment within this target area. These goals are based on the analysis outlined on the following pages, and they will be used to develop location-specific policies in the next phase of the Master Plan.

### SOCIABILITY

- Encourage benches and outdoor patios at the neighborhood commercial node

### USES & ACTIVITIES

- Build upon the corridor's neighborhood commercial node by supporting walkable infill development
- Support new residential offerings that take advantage of views into the River Valley

### ACCESS & LINKAGES

- Provide stronger links to Rocky River's residential neighborhoods
- Improve walking and biking links into Downtown River, Cleveland Metroparks, and the regional network of trails
- Improve safety at major intersections for all modes of transportation

### COMFORT & IMAGE

- Continue to cultivate the sense of place through gateway signs, decorative street signs, banners, and lighting
- Improve access and sight lines to the Rocky River and the Cleveland Metroparks
- Enhance and expand existing medians to develop a greener corridor

# CENTER RIDGE ROAD

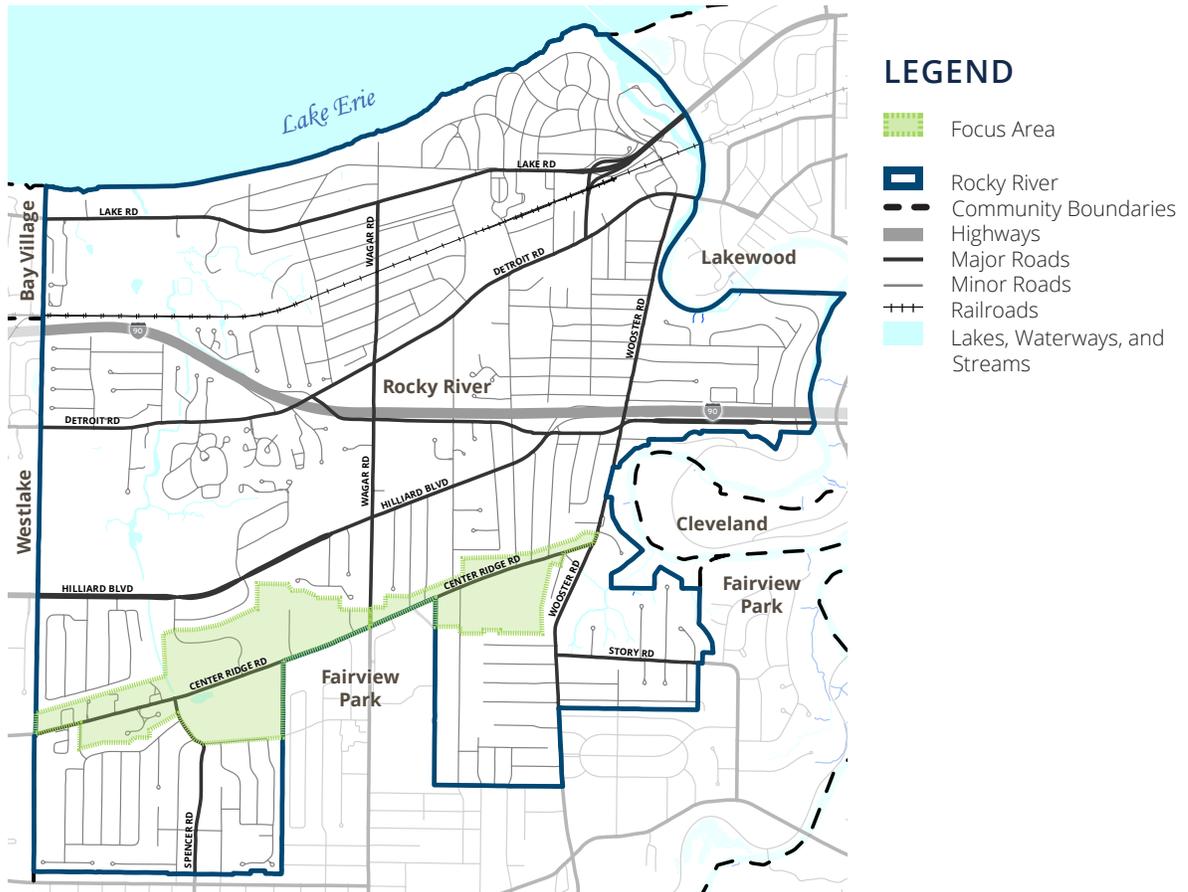
The Center Ridge Road focus area spans nearly the full length of Rocky River from Wooster Road on the east to the City border on the west. The focus area combines the Center Ridge Road west and east focus areas from the City's previous Master Plan.

northern side of the street is made up of shallow parcels with deep slopes that complicate future development.

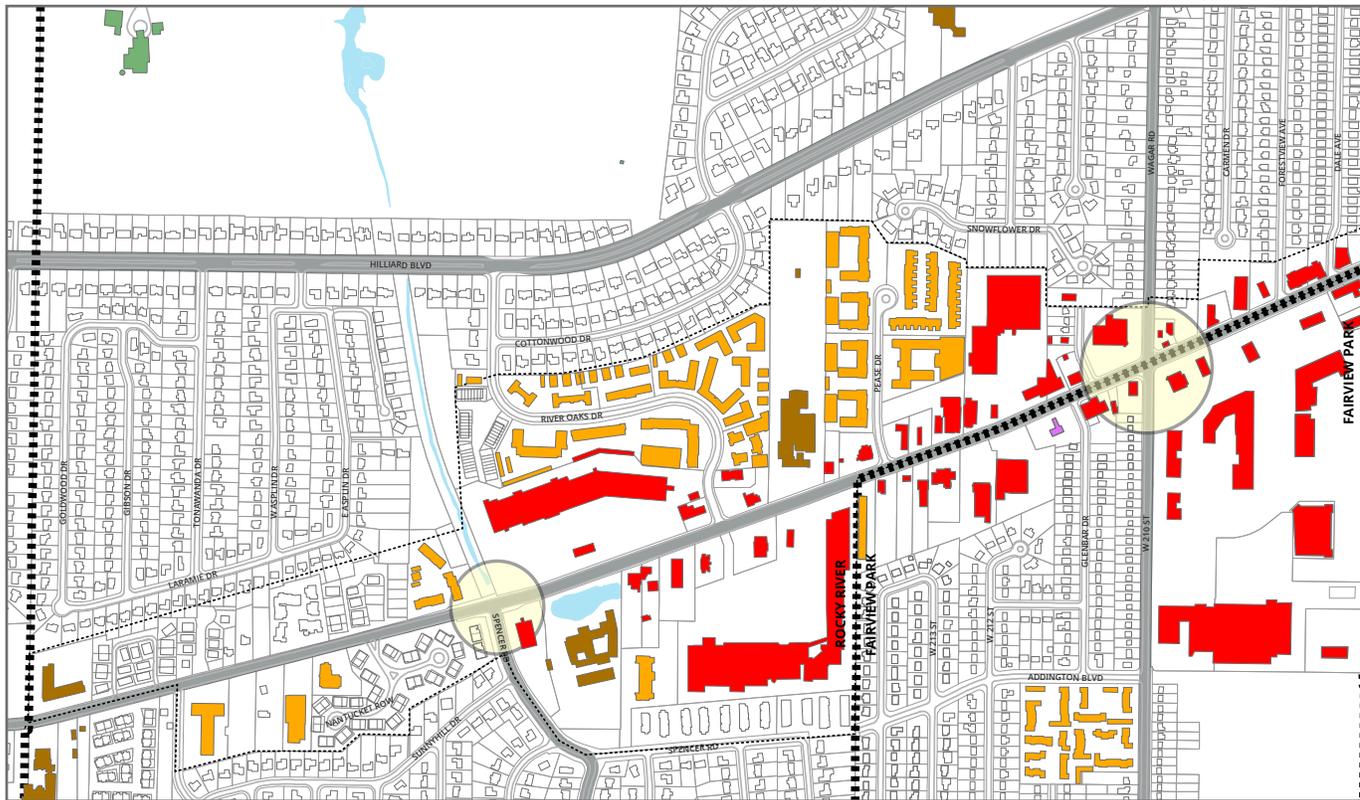
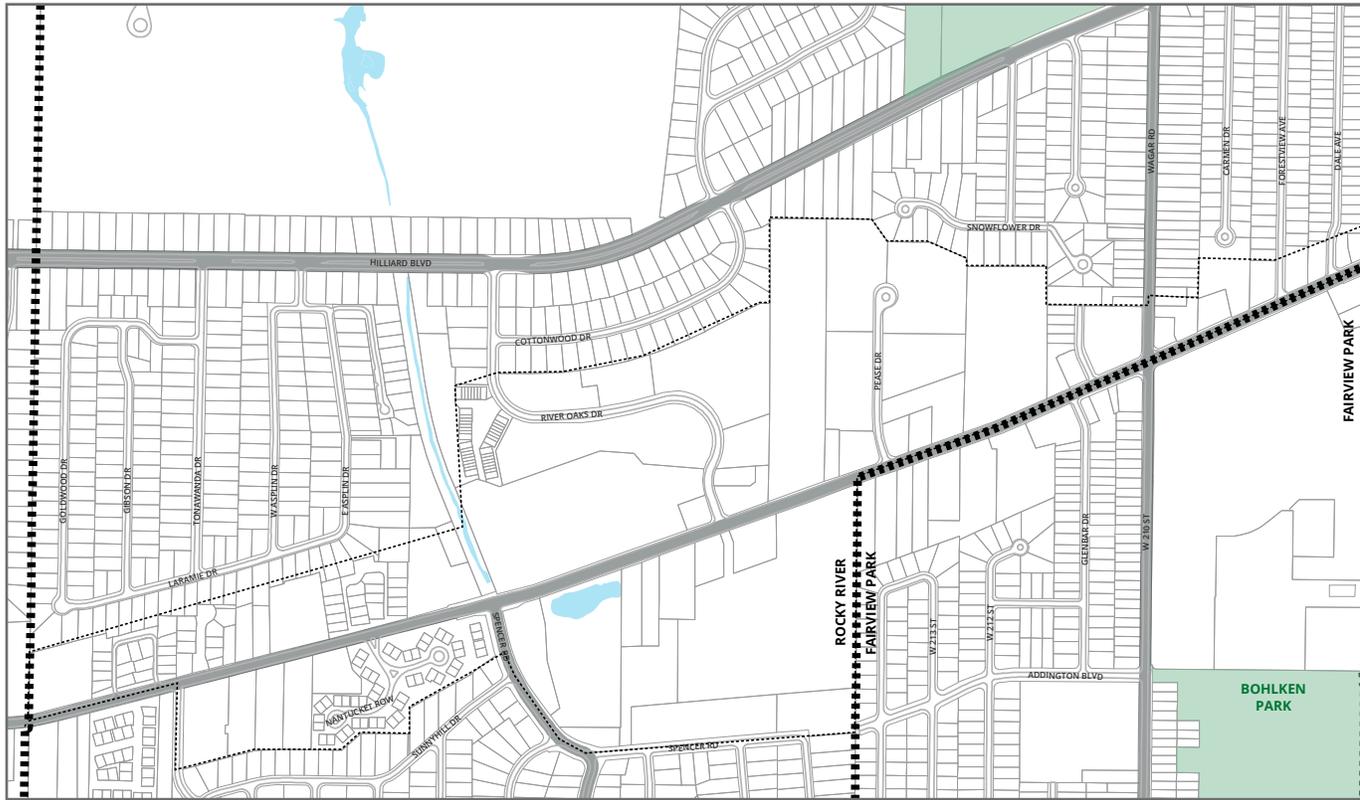
Center Ridge Road is a clear commercial corridor that has largely become suburban in nature, despite some historic structures of a more walkable character. A number of large shopping centers exist along the corridor, especially on the south side of the street and west of Wagar Road.

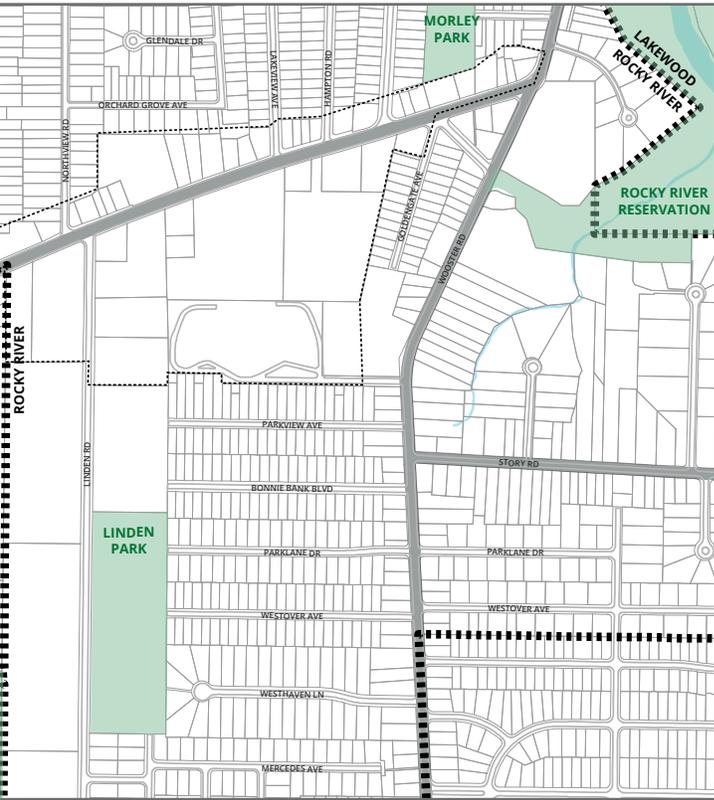
The eastern end of the corridor has a larger number of more walkable buildings and older structures. The

## MAP 28 CENTER RIDGE ROAD FOCUS AREA



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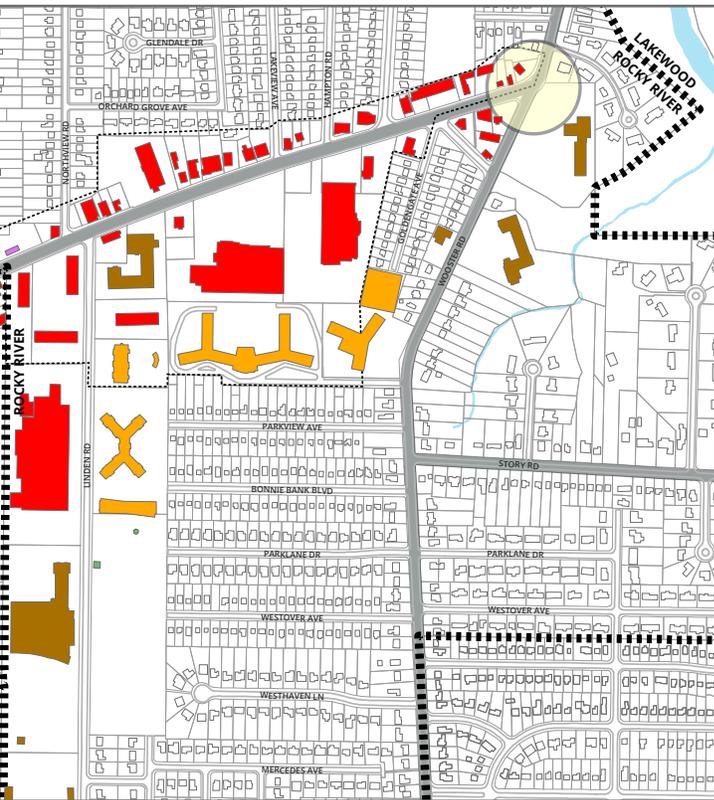
## SOCIABILITY

Center Ridge Road has no sociable spaces within its boundaries. It is adjacent to Morley Park on its eastern end and in close proximity to Rocky River Reservation.

There is a direct connection from Center Ridge Road to Linden Park south of the corridor.

### LEGEND

Parks, Plazas, and Gathering Spaces



## USES & ACTIVITIES

Center Ridge Road is dominated by commercial uses east of Spencer Road. Major shopping centers exist at the western end, at Westgate, and at Rockport Shopping Center. Commercial areas are a mix of large-scale suburban shopping centers and older more walkable structures.

The area west of Spencer Road is largely residential as are areas immediately north and south of Center Ridge. Large apartment complexes exist throughout the focus area.

### LEGEND

Activity Nodes

Land Use by Building

Single-Family

Multi-Family

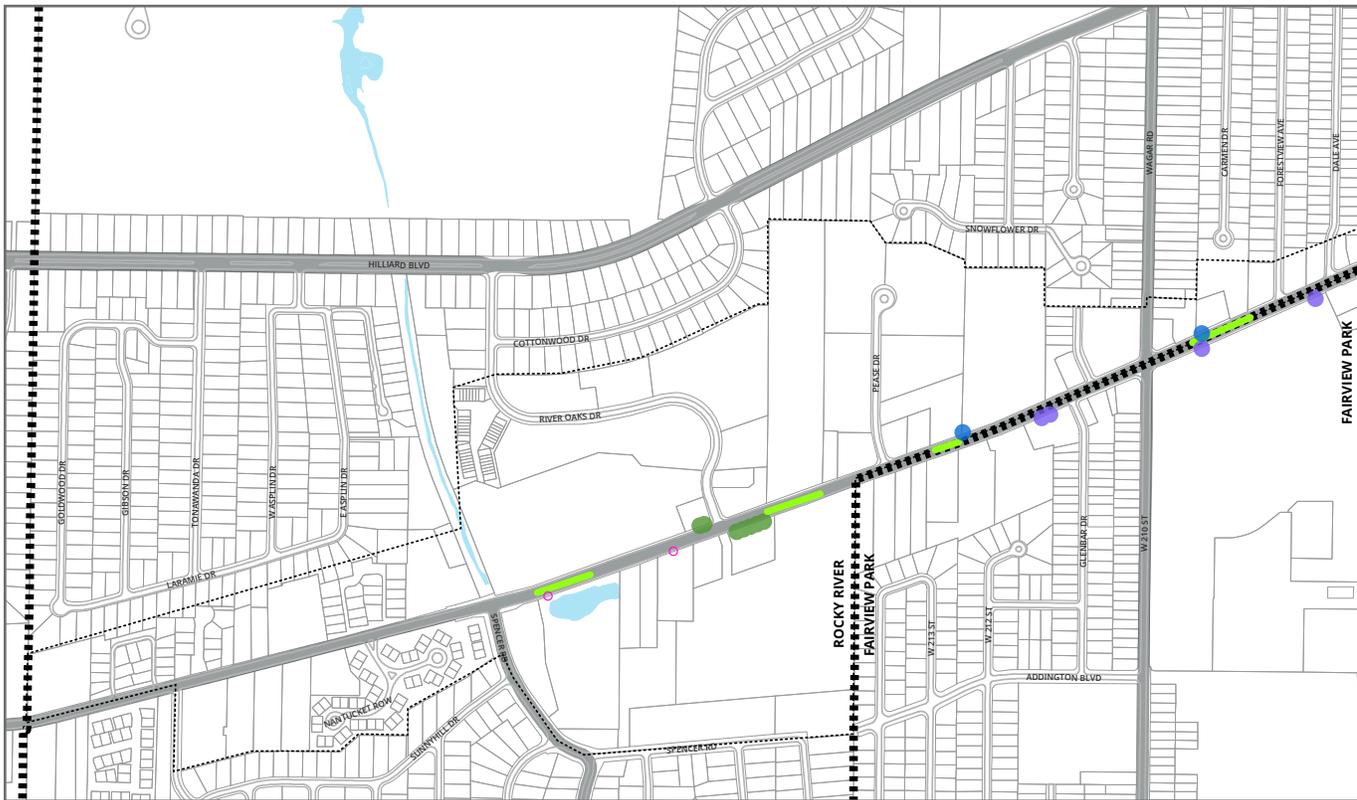
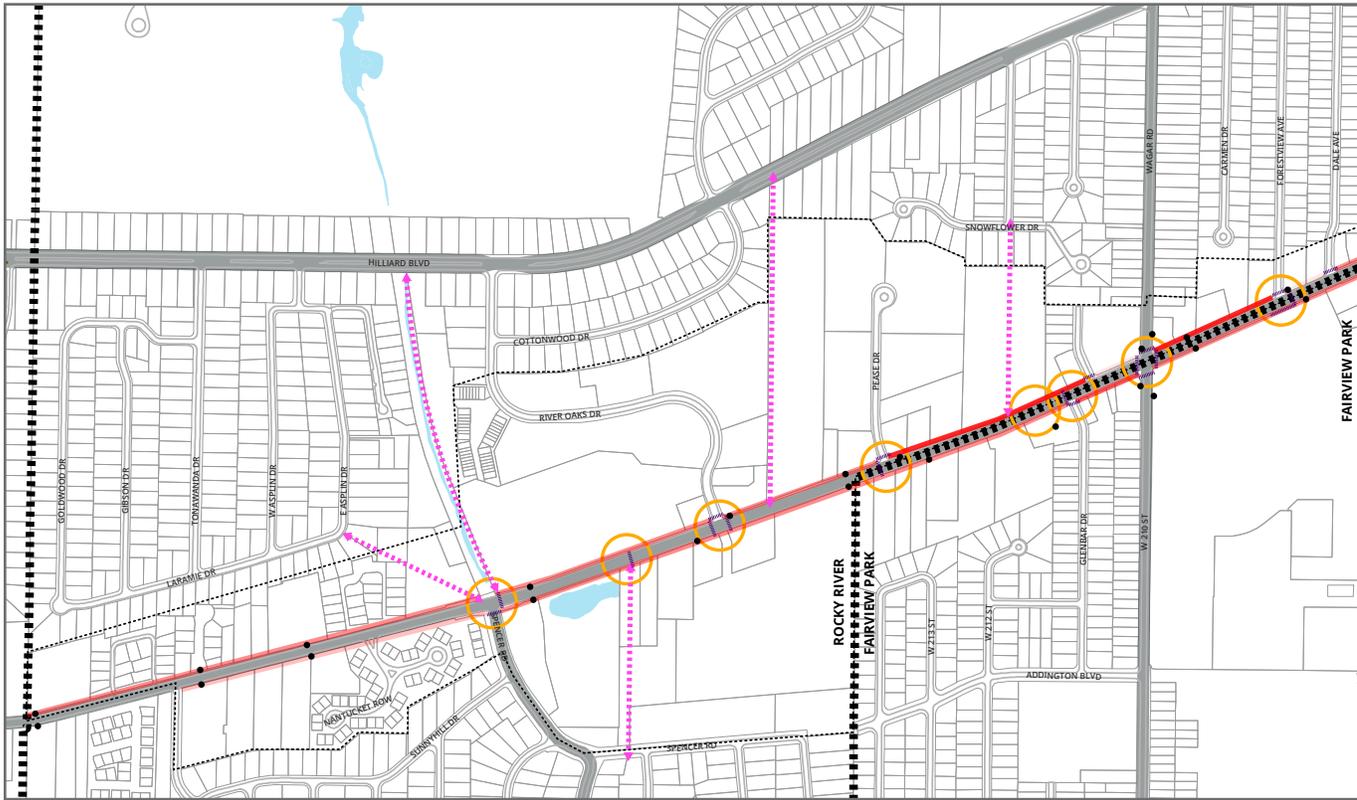
Commercial

Industrial

Institutional

Parks and Open Space Buildings

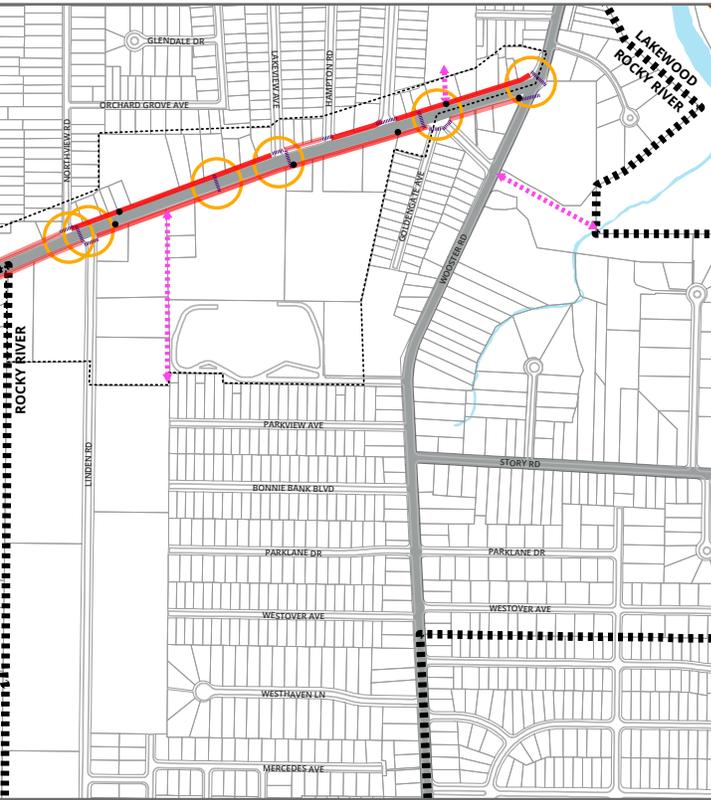
Transportation and Utility



## ACCESS & LINKAGES

Center Ridge Road is particularly unfriendly to pedestrians. Many intersections lack safe crosswalks and crossing Center Ridge Road itself is very difficult. There are numerous missing connections between adjacent neighborhoods and the businesses along Center Ridge, necessitating driving even for physically short trips. The street does have a number of bus routes.

The street has many curb cuts along its length, making walking difficult and dangerous.

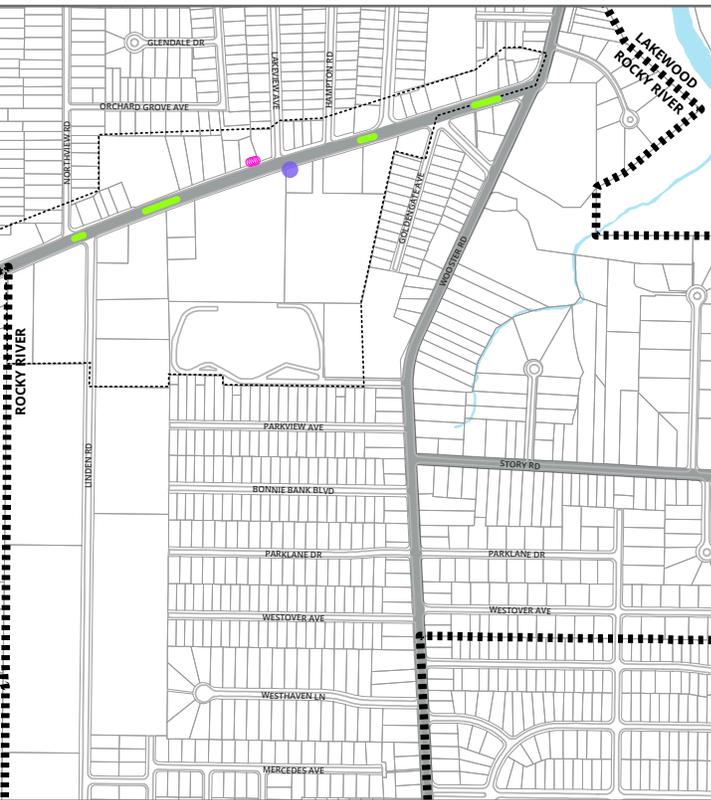


### LEGEND

- Missing Connections
  - Existing Crosswalks
  - Bus Stops
  - Existing Bike Trails
  - Stop Light
  - Curb Cuts
- None (0%)
  - Low (1%-5%)
  - Average (6%-10%)
  - High (11%-20%)
  - Very High (>20%)

## COMFORT & IMAGE

Center Ridge Road is not a comfortable street for pedestrians. There are extremely few street trees, benches, or other features that make walking comfortable. The recently completed TLCI identifies a number of proposed medians and new landscaping along the street. If constructed, these would improve the comfort of the street.



### LEGEND

- Landmarks
  - Existing Gateway Signs
  - Empty Tree Grates
  - Existing Street Trees
  - Potential Medians
- Street Furniture: Trash Cans
  - Benches or Seating
  - Bicycle Parking
  - Public Art

## GOALS

The following bullet points represent draft goals that would guide public and private investment within this target area. These goals are based on the analysis outlined on the following pages, and they will be used to develop location-specific policies in the next phase of the Master Plan.

### SOCIABILITY

- Cultivate nodes of activity along the corridor through placemaking efforts
- Provide access to recreational amenities

### USES & ACTIVITIES

- Enhance the overall appearance of the district through standards that improve building appearance
- Work with the City of Fairview Park to implement the retailing strategy outlined in the Center Ridge Road TLCI
- Develop a walkable district at the eastern edge of the corridor
- Develop transit-oriented uses around the Westgate Transit Center

### ACCESS & LINKAGES

- Provide stronger links to Rocky River's residential neighborhoods
- Implement the streetscape and road recommendations made in the Center Ridge Road TLCI
- Improve walking and biking links into Downtown River, Cleveland Metroparks, and the regional network of trails
- Improve existing crosswalks and add additional ones to enhance pedestrian safety
- Provide improved pedestrian access from the street to the entrances of setback commercial buildings

### COMFORT & IMAGE

- Continue to cultivate the sense of place through gateway signs, decorative street signs, banners, and lighting
- Add planted medians to develop a greener corridor
- Add street trees where possible

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## COMMERCIAL DEVELOPMENT

15. Indicate whether you agree or disagree with the following statements about commercial development:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The City should focus on attracting a greater diversity of retail/service stores	0	0	0	0	0
...to promote economic development	0	0	0	0	0

## APPENDIX D

# COMMUNITY SURVEY

Appendix D: Community Survey includes the final report of the survey that was completed prior to the Master Plan process. It included an analysis of responses covering issues such as commercial development, transportation, and quality of life.





# ROCKY RIVER MASTER PLAN

## COMMUNITY SURVEY RESULTS



March 29, 2018



## County Planning

### **Cuyahoga County Planning Commission**

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### **About County Planning**

The Cuyahoga County Planning Commission's mission is to inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.

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*Front Image Source: County Planning*

# ROCKY RIVER MASTER PLAN

## COMMUNITY SURVEY RESULTS



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www.RRCity.com

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Jill Brandt, *Design and Construction Board of Review*

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## SECTION 1



# EXECUTIVE SUMMARY

## ROCKY RIVER COMMUNITY SURVEY RESULTS

The City of Rocky River conducted the 2016 Survey to understand residents' attitudes on a variety of important issues and topics. The survey results are intended to be used to inform and guide City policies and planning documents.

In coordination with City officials, County Planning designed, distributed, collected, and analyzed the survey to produce the report.

### WHAT'S IN THE EXECUTIVE SUMMARY?

This Executive Summary provides a snapshot of the most important and compelling survey results. The summary is organized by topic area and mirrors the organization of the results document as a whole.

It includes an overview and analysis of the most important information from the survey, as well as associated graphics.

### HOW DO I USE IT?

The Executive Summary is a snapshot of the results and can give an overview of residents' most pressing issues. Use this summary as an overview and refer to the detailed findings section of the results document for additional analysis and context.

# CITY QUALITIES

Respondents were first asked to select the reasons they reside in Rocky River. The top reasons respondents chose to live in the city were quality of the school system, safety, property as a good investment, and proximity to Lake Erie.

When asked why one might consider moving out of the city, almost 40% of respondents said they would not consider moving out. The top four reasons why respondents would consider moving were for lower taxes, for a different climate, for more home for the money, and for one-floor living accommodations.

## TOP FOUR REASONS FOR RESIDING IN ROCKY RIVER



**Quality of the School System**  
(44.9%)



**Safe City/ Neighborhood**  
(39.6%)



**My Property Is a Good Investment**  
(34.0%)



**Close to Lake Erie**  
(32.6%)

## TOP FOUR CONSIDERATIONS FOR MOVING FROM ROCKY RIVER



**For Lower Taxes**  
(26.9%)



**For a Different Climate**  
(15.0%)



**For More Home for My Money**  
(14.6%)



**For One-Floor Housing**  
(14.6%)

# HOUSING

The housing section asked respondents about various issues regarding housing policies in Rocky River. The first question asked about the priority of different types of housing. Nearly 86% of the respondents “Strongly Agree” or “Agree” that maintaining existing housing and neighborhoods was a priority, with renovating and expanding existing homes as a second priority. This was followed by a desire for more options for seniors.

Of the remaining possibilities, respondents were split on the priority for more walkable housing options, more one-floor living accommodations, more townhouses, and more infill development. A majority of respondents said that more apartment buildings and more mixed-use buildings were a low priority.

Respondents were also asked their opinions on design codes to ensure that buildings are attractive and fit the character of the community. The opinions were nearly equal with nearly 69% of respondents saying there should be design codes for commercial properties and nearly 68% of respondents saying existing design codes are effective. In addition, 71% of respondents said new homes should match in scale and design. These opinions indicate that respondents agree that design codes are necessary, are largely effective, but that they may need to be strengthened.

## TOP THREE HIGHEST PRIORITY HOUSING POLICIES



**Maintaining Existing Housing  
& Neighborhoods**  
(85.6%)



**More Renovations &  
Expansions of Existing Homes**  
(54.4%)



**More Accessible Housing  
Options for Seniors**  
(46.0%)

## OPINIONS ON DESIGN CODES

1. **New homes should match in scale and design** (70.8%)
2. **There should be design codes for commercial properties** (68.7%)
3. **Existing design codes are effective** (67.8%)
4. **There should be design codes for residential properties** (54.0%)

# INFRASTRUCTURE & IDENTITY

The next section asked a series of questions on the quality of city infrastructure and community identity. The results show that respondents see the need for improvements to streets, trails, and sidewalks. Respondents also believe stormwater should be handled in more environmentally friendly and efficient ways.

In terms of identity, respondents were asked about the attractiveness of City streets and ranked Lake Road, Hilliard Boulevard, and Detroit as the most attractive. Wooster Road and especially Center Ridge Road were ranked lowest, showing the need for improvements to these streets.

## TOP FIVE INFRASTRUCTURE STATEMENTS



**Streets Need to Be Improved**  
(77.4%)



**Trails and Bikeways Need to Be Available**  
(60.5%)



**Wayfinding Signs Are Effective**  
(59.5%)



**Stormwater Should Be Handled in More Environmentally Friendly Ways**  
(59.0%)



**Sidewalks Need to Be Improved**  
(55.1%)

## MOST ATTRACTIVE STREETS

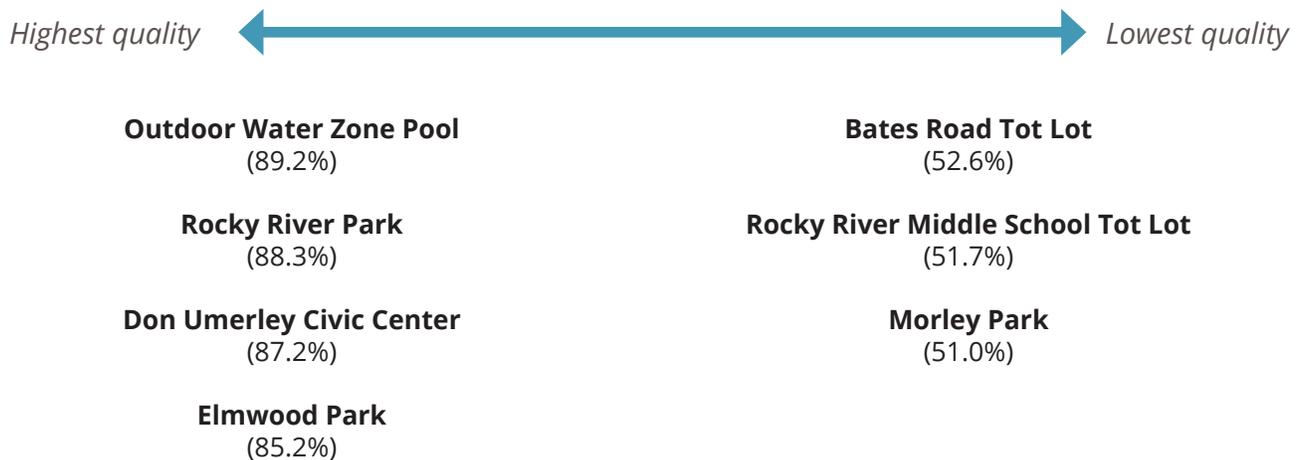
1. **Lake Road** (82.9%)
2. **Rocky River Streets, Generally** (70.7%)
3. **Hilliard Boulevard** (67.4%)
4. **Detroit Road** (62.3%)
5. **Wooster Road** (28.4%)
6. **Center Ridge Road** (14.6%)

# PARKS AND RECREATION

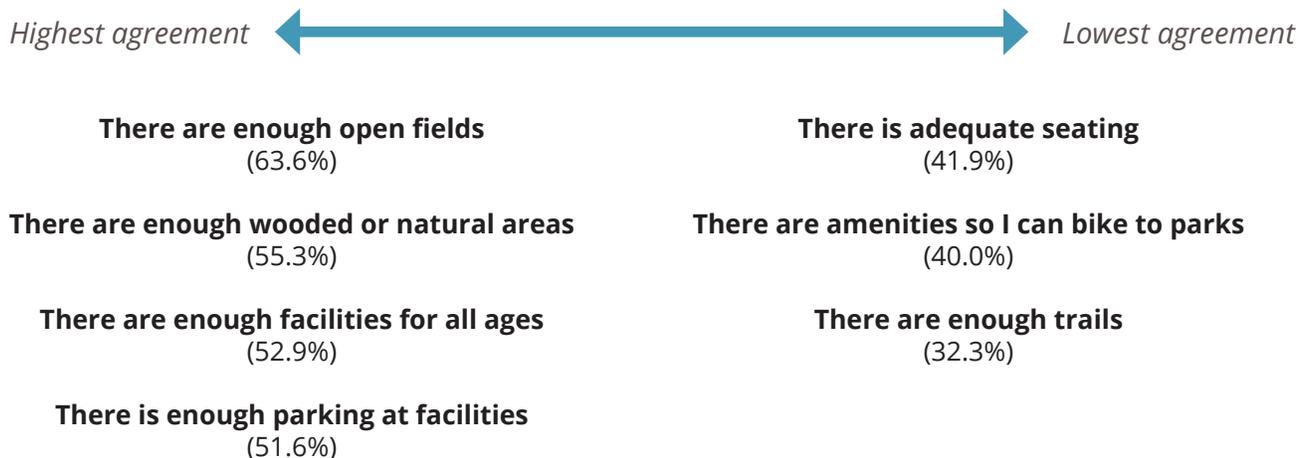
Respondents were asked to rate the quality of the city's parks and recreation facilities. The Outdoor Water Zone Pool and the Rocky River Park were the highest rated, with almost 90% of respondents ranking the facilities as "Excellent" or "Good." Overall, a majority of respondents rated all parks and facilities positively. Morley Park and the city's two Tot Lots were ranked lowest in quality.

Respondents were also asked whether they agreed with various statements about park features. Among question respondents, a majority agreed there are enough open fields, wooded areas, facilities for various ages, and parking. Less than half agreed that there was adequate seating, bike amenities, and trails in city parks.

## QUALITY OF EXISTING PARKS AND RECREATION FACILITIES



## AGREEMENT ON PARK FEATURES STATEMENTS



# COMMERCIAL DEVELOPMENT

The next survey topic covered commercial development. Given a list of statements, respondents were asked if they agreed or disagreed with each. Results showed that a majority of respondents “Strongly Agree” or “Agree” that new commercial development should maintain a neighborhood scale and character, the city should update sign codes to ensure attractive design, development efforts should focus on Center Ridge Road, and mixed-use development is important.

When asked the highest priority for aesthetic improvements, respondents clearly said that commercial development along the entire length of Center Ridge Road was the highest priority. This was followed by Downtown Rocky River, Detroit Road, and Wooster Road.

## TOP FOUR COMMERCIAL DEVELOPMENT STATEMENTS



**Maintain a  
Neighborhood Scale  
and Character**  
(83.5%)



**Update Sign Codes  
to Ensure Attractive  
Design**  
(70.9%)



**Focus Development  
Efforts on Center  
Ridge Road**  
(68.8%)



**Focus on Mixed-  
Use, Walkable  
Development**  
(52.6%)

## TOP PRIORITY AREAS FOR AESTHETIC IMPROVEMENTS

1. **Center Ridge Road (West of Northview Road)** (71.1%)
2. **Center Ridge Road (East of Northview Road)** (68.1%)
3. **Downtown Rocky River** (45.8%)
4. **Detroit Road (West of Downtown)** (43.0%)
5. **Wooster Road (at Hilliard Boulevard)** (43.0%)

# TRANSPORTATION

In the transportation section of the survey, respondents were asked their priority for improving the ease and safety of getting around the city by various transportation modes. Improving the environment for walking and biking were the highest priority for residents. This was followed by improvements to the driving environment and improvements to transit. Together this indicates that respondents would especially like to see improvements to sidewalks and bikeways.

Respondents were also asked whether they agreed or disagree with statements regarding parking in Rocky River. Overall, respondents said that parking in other commercial districts is easier than parking in Downtown River and that the city should invest in off-street parking improvements; however, few respondents said they avoid Downtown River due to lack of parking.

## PRIORITY FOR TRANSPORTATION IMPROVEMENTS



## AGREEMENT WITH PARKING STATEMENTS



# COMMUNICATION

Respondents were asked their preferred method of receiving information about City meetings, events, projects, and issues. The most preferred methods among the respondents were direct mail at 56%, email at 51%, and city website at 47%. Overall, 43.5% of respondents say city communication is above average, indicating some room for improvement.

## TOP THREE DESIRED FORMS OF COMMUNICATION FROM THE CITY



**Direct Mail** (55.9%)



**Email** (50.5%)



**City Website** (46.8%)

## OVERALL CITY COMMUNICATION



■ Excellent or Good  
■ Average or Below

# QUALITY OF LIFE

Respondents were asked about the overall quality of life in the City of Rocky River. Results show that over 96% of respondents say that their quality of life is either "Excellent" or "Good."

## OVERALL QUALITY OF LIFE



■ Excellent or Good  
■ Average or Below





RESERVED  
PARKING  
ONLY

MAX FINE  
\$351.99

BISTRO



## SECTION 2



# INTRODUCTION

The 2016 Rocky River Community Survey was an opportunity for public officials to gather the thoughts and opinions of residents. The outcomes of the survey are intended to assist in the Master Plan process and policy formation.

to give context to the detailed results provided in later sections of the report.

### WHAT'S IN THIS SECTION?

The Introduction Section includes a description of the topics surveyed, reference maps, the methodology used for the survey, and a description of the data tabulation and analysis process.

### HOW DO I USE IT?

The Introduction describes what is in the document and how to read and interpret the data. This information should be used

# PROCESS AND METHODOLOGY

County Planning worked with the City of Rocky River to conduct the 2016 Rocky River Survey. The goal for the survey was to produce statistically valid responses that could be used to inform City actions, policies, and future planning activities.

## SURVEY TIMELINE

The City of Rocky River and County Planning began by drafting possible questions, refining them, and adding follow up questions. These were tested on volunteers to ensure question and response options were clear. Upon revision, County Planning finalized questions and received approval to mail surveys to Rocky River residents.

County Planning compiled a master list of all Rocky River residential addresses and selected a random sample of 1,400 households. Addresses were cross-checked against known vacant houses to ensure surveys were sent to occupied homes.

On August 11, 2016, County Planning mailed the 12-page survey to 1,400 households. Each packet included an introductory letter from Mayor Pamela Bobst. A reminder postcard was sent on August 22, 2016, to encourage residents to complete the survey by the September 16, 2016, deadline.

## SURVEY DESIGN

The Rocky River Community Survey was comprised of 18 multiple choice questions arranged by topic, six demographic multiple choice questions, and six additional open-ended questions throughout the survey. A short summary of the write-in responses is included in the report, while a complete compilation is available in Appendix A. A data table containing the raw numbers as well as

calculated percentages for each question in the Survey will be available in Appendix B.

## DATA TABULATION

The returned surveys were scanned and tabulated by a software program. The results highlighted potential scanning errors, which were manually reviewed by County Planning staff and updated to ensure they accurately reflected the intention of the respondent. Random software checks were completed to ensure the software program appropriately counted marked answers.

## RESPONSE RATE

Of the surveys mailed, 503 were returned and included in the analysis for a 35.9% response rate. With 8,822 households according to the 2014 American Community Survey data, this equates to a 95% confidence level and a +/- 4.24 margin of error.

When reading and interpreting the results of the survey, the statistical error rate should be taken into account. Additionally, because not every respondent answered every question, error rates for individual questions may vary. Similarly, error rates for cross-tabulations can be significantly higher due to the fewer responses within cross-tabulated groups.

**Table 1**  
Response Rate and Statistical Error Rate

	2016 Survey
<b>Universe</b>	8,822 Households
<b>Mailed Surveys</b>	1,400 Surveys
<b>Returned Surveys</b>	503 returned
<b>Response Rate</b>	35.9%
<b>Confidence Level</b>	95%
<b>Margin of Error</b>	+/- 4.24

# SURVEY TOPICS

The survey responses should be used to inform Rocky River's public policy, regulations, actions, and planning documents.

## TOPIC AREAS

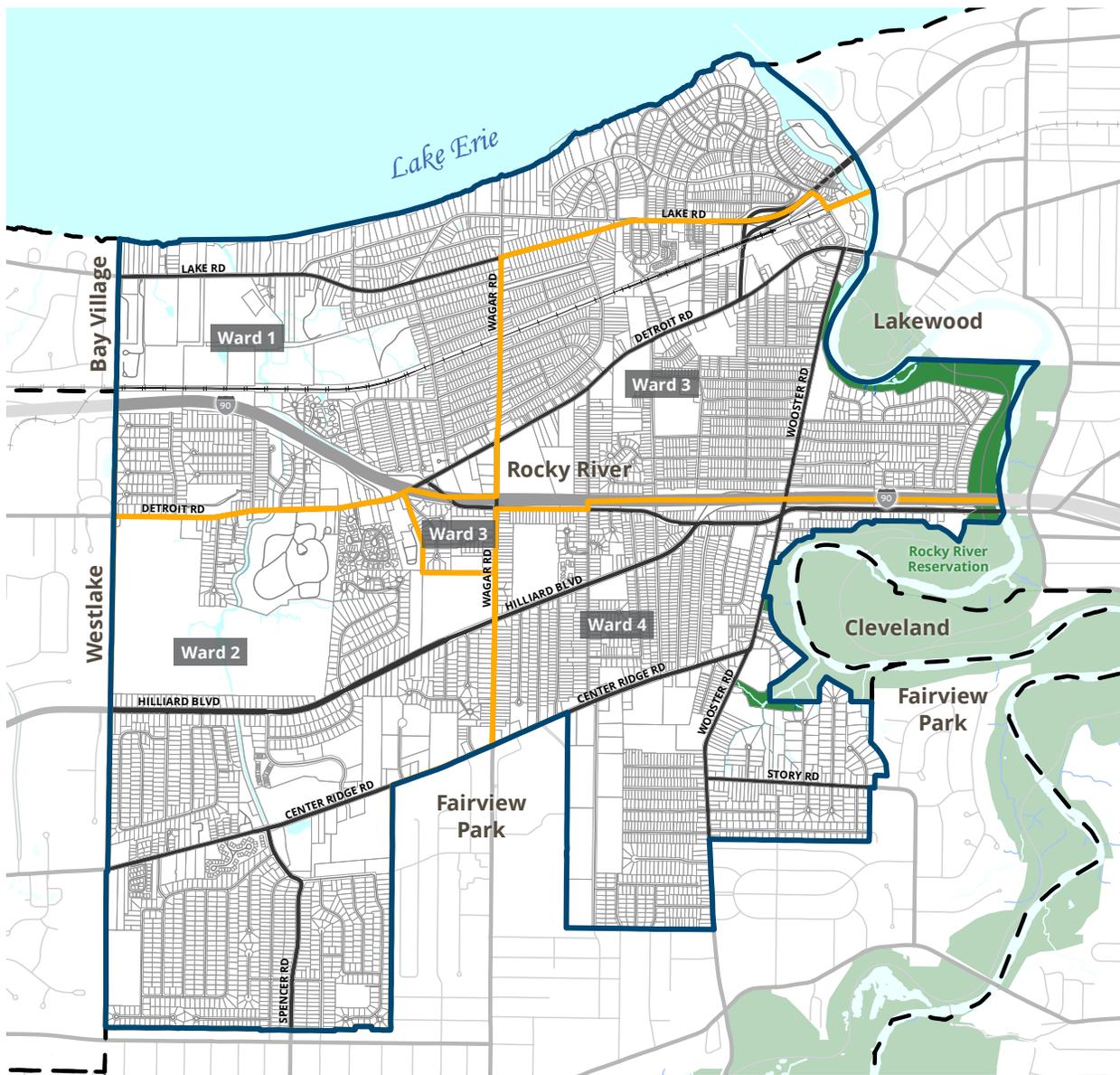
As in the survey form, the survey results document is organized by topic area. The document includes a detailed summary of each topic as well as a description of the individual questions. Some questions have also been cross-tabulated with demographic data to provide a fuller picture of community attitudes. The question numbers are provided for reference throughout the document.

## SURVEY TOPICS

The topics covered in the Rocky River Survey are as follows:

- *City Qualities*: Overall likes and dislikes about living in Rocky River, beginning on page D24.
- *Housing*: Priorities for new types of housing developments and the necessity of design codes, beginning on page D28.
- *Infrastructure and Identity*: Desires for infrastructure improvements, the attractiveness of city streets, and the need to improve city gateways, beginning on page D32.
- *Parks and Recreation*: Ratings and ideas for parks, public spaces, and access to Lake Erie, beginning on page D36.
- *Commercial Development*: Desired types of new development and priority areas for focusing economic development efforts, beginning on page D43.
- *Transportation*: Evaluation of the ease and safety of getting around the city by different transportation methods, beginning on page D46.
- *Communication*: Review of preferred ways by which residents receive communication, beginning on page D50.
- *Quality of Life*: Overall question about quality of life in the community, beginning on page D52.

# MAP 1 PLANNING CONTEXT



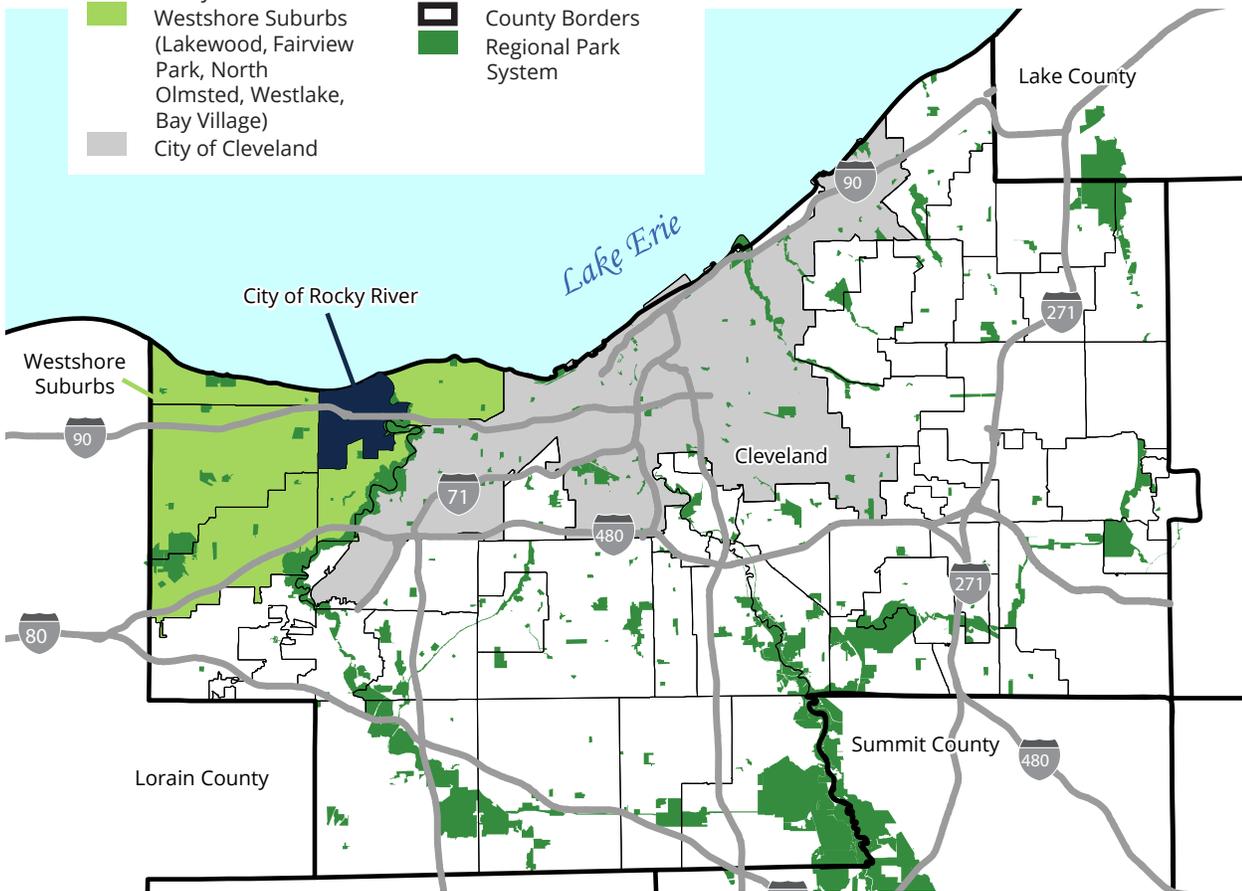
## LEGEND

- |   |                         |   |                      |
|---|-------------------------|---|----------------------|
|  | Rocky River             |  | Community Boundaries |
|  | City Wards              |  | Highways             |
|  | Rocky River Reservation |  | Major Roads          |
|  | Parcels                 |  | Minor Roads          |
|   |                         |  | Railroads            |

# MAP 2 REGIONAL CONTEXT

## LEGEND

- Rocky River
- Westshore Suburbs (Lakewood, Fairview Park, North Olmsted, Westlake, Bay Village)
- City of Cleveland
- Other Communities
- County Borders
- Regional Park System



The City of Rocky River (in blue on Map 2) is located in the western part of Cuyahoga County and abuts the Rocky River, Cleveland Metroparks, and Lake Erie. Rocky

River borders the Cities of Lakewood, Fairview Park, Westlake, and Bay Village.



SERIOUSLY AMAZING

COFFEE CO.

19292



**Beachcliff**  
MARKET SQUARE  
19300 Detroit Road

Planet Fitness	PSA BANK
PostNet	THE CITY OF BEACHCLIFF
LOFT	McLaren + S. Hospital Services
GA	Fire Department





## SECTION 3

# DETAILED FINDINGS

The results of the survey can be used to determine respondents' overall opinions on important issues and topics.

### WHAT'S IN THIS SECTION

Answers to individual questions are arranged by topic and are described, displayed graphically, and analyzed in this section.

In addition to analyzing each question individually, some questions were also cross tabulated with certain demographic questions to gain a better understanding of how characteristics such as age of the respondent changed the results.

### HOW DO I USE IT?

The information presented in this report may be used by members of the community and community leaders to assess common themes, policies, and opinions important to the respondents as they relate to the City of Rocky River.

The analysis should be understood within the context of the demographic profile of respondents and how it relates to the City as a whole. This information is described in detail in the Demographics Section on page 55.

# CITY QUALITIES

## COMMON THEMES

- The quality of the school system is the most commonly cited reason for why residents choose to live in Rocky River
- Respondents feel safe in the City and in their neighborhoods
- The proximity to Lake Erie is one of the higher rated reasons for choosing Rocky River
- Different age groups would consider moving out of Rocky River for different housing types: large homes for young adults, one-floor living for working age adults, and retirement-friendly communities for seniors

The first survey questions asked respondents to select their top reasons for residing in Rocky River and the reasons why they might consider moving. By understanding those qualities that residents enjoy most, public officials can work to enhance them. Similarly, by understanding those qualities enjoyed least, officials can seek to reduce their impacts where possible.

## REASONS FOR RESIDING IN ROCKY RIVER

**Question 1** asked respondents to select up to four choices out of 18 as why they choose to live in Rocky River. Out of 503 survey respondents, 497 selected at least one reason for a total of 1,998 responses.

As shown in Figure 1, more than 30% of respondents chose “The quality of the school system” followed by “I feel safe in the city / my neighborhood,” “My property is a good investment,” and “I am close to Lake Erie” as the top four reasons for residing in the city.

At the opposite end of the spectrum, less than 10% of question respondents said “I enjoy Downtown Rocky River,” “My housing costs fit my budget,” and “I have easy access to city parks.”

In general, schools, safety, services, and housing were high on the list. For proximity issues, being close to Lake Erie and Downtown Cleveland were more important than being close to work, shopping, or natural areas.

## CONSIDERATIONS FOR MOVING FROM ROCKY RIVER

**Question 2** asked for what reasons residents might consider moving out of Rocky River. However, if question respondents selected “I would not consider moving out of the city of Rocky River,” they were asked to not select any additional options for that question.

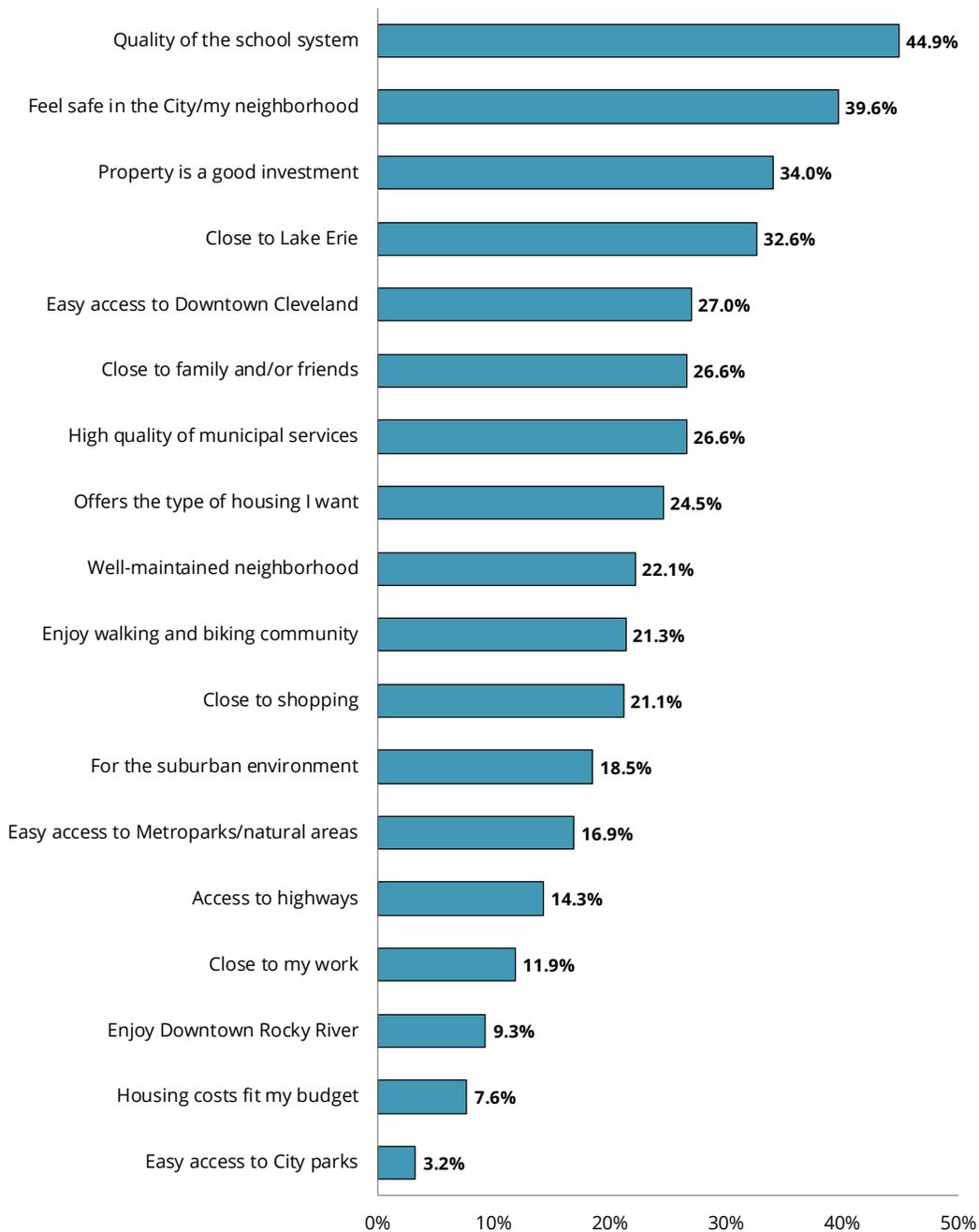
Out of 487 question respondents, almost 40% chose “I would not consider moving out of the City of Rocky River,” as shown in Figure 2. This was by far the most popular answer to the question. While survey instructions asked respondents to not select additional reasons if they selected that they would not consider moving out, some respondents did select more options. All responses were included in the results.

The next most popular answer, selected by 26.9% of question respondents, was “For lower taxes.” This was the only negative

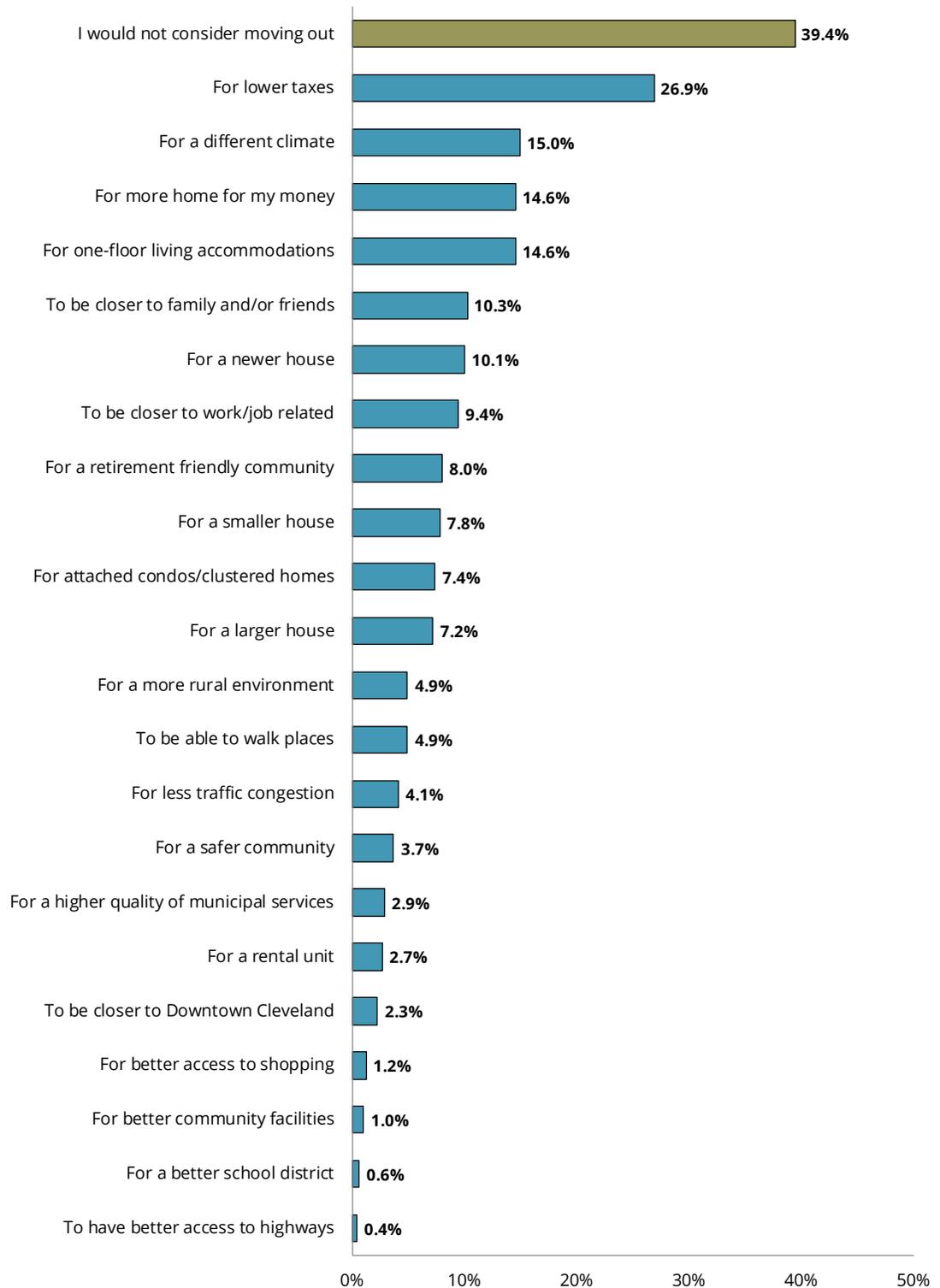
option that was selected by more than 20% of respondents. Five additional options were selected by more than 10% of respondents: “For a different climate,” “For more home for my money,” “For one-floor living accommodations,” “To be closer to family and/or friends,” and “For a newer house.”

Conversely, the responses selected by 5% or fewer were the least popular considerations for moving out of Rocky River. The selections varied greatly. They covered transportation—better walkability (4.9%), less traffic congestion (4.1%), and better access to highways (0.4%). They also covered housing

**Figure 1**  
Reasons for Residing in Rocky River



**Figure 2**  
Considerations for Moving from Rocky River



and location—for a more rural environment (4.9%), a rental unit (2.7%), closer proximity to Downtown Cleveland (2.3%), and better access to shopping (1.2%). Finally, answers covered municipal services—for higher quality municipal services (2.9%), better community facilities (1.0%), and a better school district (0.6%). These indicate that the city is generally succeeding in providing a safe community with high-quality services and facilities.

Specifically in terms of housing issues, respondents selected a wide variety of options including the desire for a newer house, a smaller house, a larger house, and for a rental unit. The wide array of answers indicates that a variety of housing types are needed to satisfy the wide demand from respondents.

### CONSIDERATIONS FOR MOVING FROM ROCKY RIVER BY AGE OF RESPONDENT

When cross tabulated with the age of respondent, the leading considerations for moving varied slightly among age groups, as shown in Figure 3. All three groups identified lower taxes as a main consideration for moving.

Among young adults age 18 to 44, top considerations included more home for their money (33.0%), a larger house (26.1%), and a newer house (20.9%), indicating that younger adults are seeking more space and newer housing.

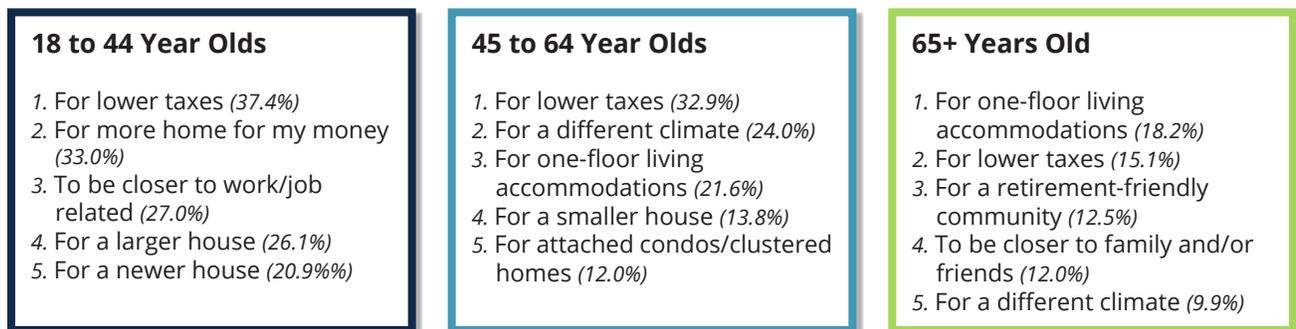
Among working age adults between 45 and 64 years old, 24.0% of respondents said that they would consider moving from Rocky River “For a different climate.” Additionally, this group identified the need for one-floor living accommodations, smaller housing, and attached condos or clustered homes.

Among seniors age 65 years or over, 18.2% of respondents said the need “for one-floor living accommodations” was a consideration for moving from Rocky River. They also identified the need for a retirement-friendly community and to be closer to family and/or friends. In general, the desire for various housing types was the main difference among the various age groups.

### COMMENTS ON CITY QUALITY

**Question 3** provided space for survey respondents to write-in any comments regarding city qualities. In general, respondents to the Rocky River Survey were concerned about the image of the city. They wrote that the City of Rocky River is a great place to raise a family and that Rocky River has a positive identity. Respondents would like to maintain both of these qualities into the future. Other common themes were housing, safety, accessibility, senior living, and services. There were positive and negative comments, but overall, respondents are proud of the city and would like to see the city continue to be the place they choose to live.

**Figure 3**  
Top Considerations for Moving from Rocky River by Age of Respondent



# HOUSING

## COMMON THEMES

- Maintenance of housing as well as renovations and expansions of existing homes were the most important issue for respondents
- A majority of residents are interested in seeing more accessible housing, more walkable options, and more single-family homes
- Residents do not prioritize more apartment buildings or mixed-use buildings
- Respondents want to ensure the City's residential structures are attractive through enforcement of existing design codes and potentially more specific residential codes

Housing is a critical component to a community, because strong neighborhoods that fit modern market demand are important to developing communities that cater to all ages and preferences. The next survey topic covered opinions on needed housing types in Rocky River as well as opinions on needed housing services.

## PRIORITY HOUSING NEEDS

**Question 4** asked respondents to indicate their priority for the types of housing needed in Rocky River. The results, displayed in Figure 4, show that question respondents overwhelmingly would like to see existing housing and neighborhoods maintained, with 85.6% of question respondents saying they rate this statement as a "Very High" or "High" priority.

A majority of respondents only rated two additional options as "Very High" or "High" priorities. First, 54.4% rated "More renovations and expansions of existing homes to add modern amenities" highly, and 46.0% rated "More accessible housing options for seniors looking to remain in the city" highly.

More respondents rated the next four options as "Very High" or "High" priority than "Low" or

"Very Low" priority. These were "More well-designed single-family, detached homes," "More housing options within walking distance to amenities," "More one-floor living accommodations," and "More housing types for young people."

More respondents marked "More well-designed townhouses in appropriate locations," "More well-designed condos in appropriate locations," and "More infill development on vacant land" as low priorities than high priorities; however, this did not constitute a majority of respondents.

Finally, a majority of question respondents deemed "More well-designed apartment buildings in appropriate locations" and "More well-designed mixed-use buildings with first-floor commercial and residential above" as low priority housing needs. Over 53% of respondents marked these options as "Low" or "Very Low" priority.

Overall, maintaining existing housing and neighborhoods are the main priorities for respondents.

### PRIORITY HOUSING NEEDS BY AGE OF RESPONDENT

When cross tabulated by age of respondent, most responses were consistent with the general trend regardless of age; however, in four cases, at least one age group differed from the average by at least ten percentage points.

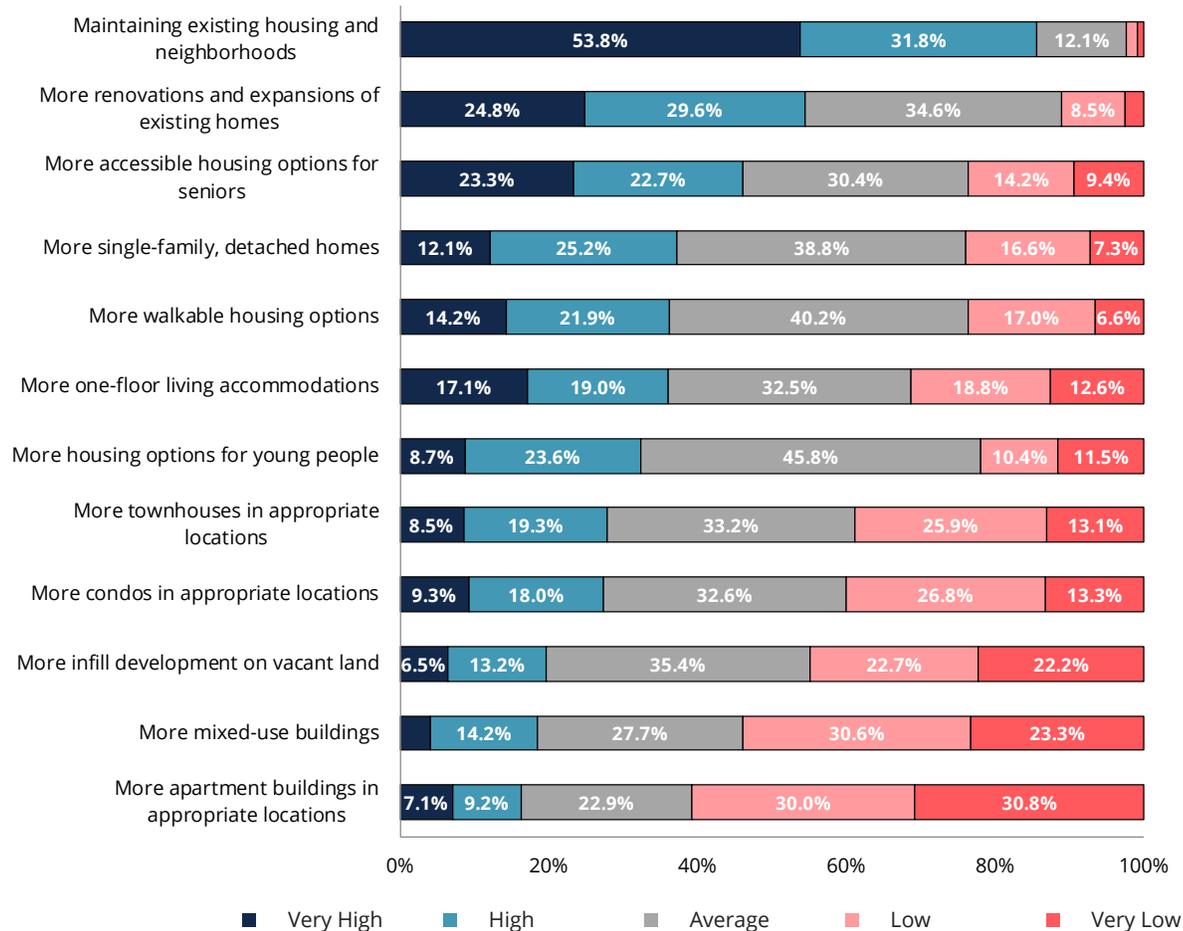
Among all respondents for this question, 46.0% rated “More accessible housing options for seniors looking to remain in the city” as a “Very High” or “High” priority; however, most support was concentrated among older residents. Among seniors, 69.7% rated this highly; among working age adults, 46.4% rated this highly; and among young adults,

only 10.2% rated this highly. This indicates an understanding among current seniors and those approaching retirement that there is a need for housing to accommodate them in the future.

Similarly, when asked to rate “More one-floor living accommodations,” younger respondents were less likely than older adults to see this option as a high priority. Among all respondents, 36.1% rated “More one-floor living accommodations” as a high priority. That number dropped to 8.3% among young adults, rose to 38.2% among working age adults, and spiked at 53.6% of seniors.

When asked to rate the priority of “More condos in appropriate locations,” support

**Figure 4**  
Priority for Housing Types



increased with age. Only 13.0% of young adults rated this option highly while 37.0% of seniors did.

Finally, younger residents were far more likely to rate “More renovations and expansions of existing homes” highly than older adults. Among young adults, 70.4% said this was highly important. This fell to 51.7% among working age adults, and 45.0% among seniors.

The priority for all housing types by age of respondent is displayed in Figure 5.

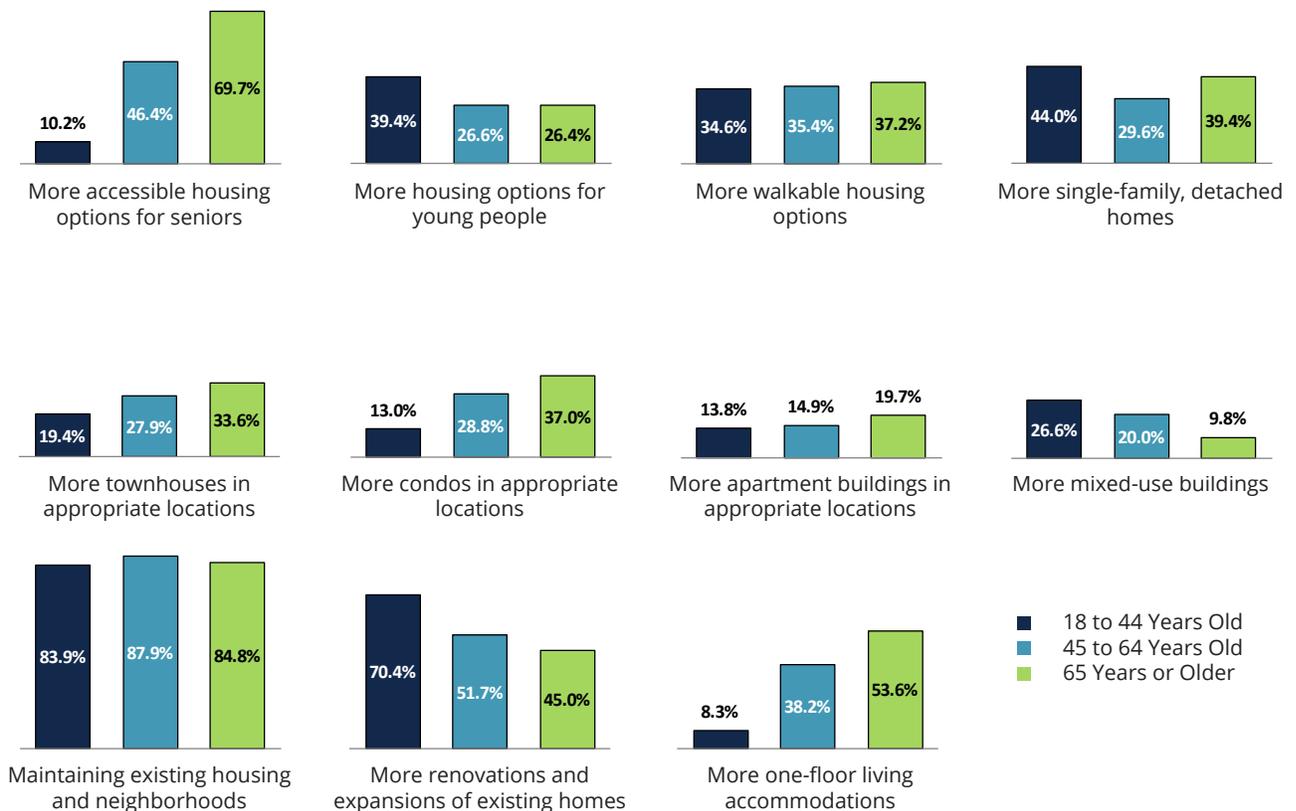
### OPINIONS ON DESIGN CODE STATEMENTS

**Question 5** asked respondents whether they agreed or disagreed with statements about the city’s existing design codes. The design codes in Rocky River are intended to

ensure that buildings are attractive and fit the character of the community. A majority of the respondents selected “Strongly Agree” or “Agree” for all statements, as displayed in Figure 6.

Over two-thirds of question respondents agreed with three of the statements: “New homes should match the scale and design of existing homes,” “There should be specific design codes for commercial properties to ensure attractive design,” and “Existing design codes are effective in producing an attractive community.” In comparison, just over half of question respondents agreed that “There should be more specific design codes for residential properties to ensure attractive design.” This indicates that respondents agree that design codes are necessary, are largely effective, but that they may need to be strengthened.

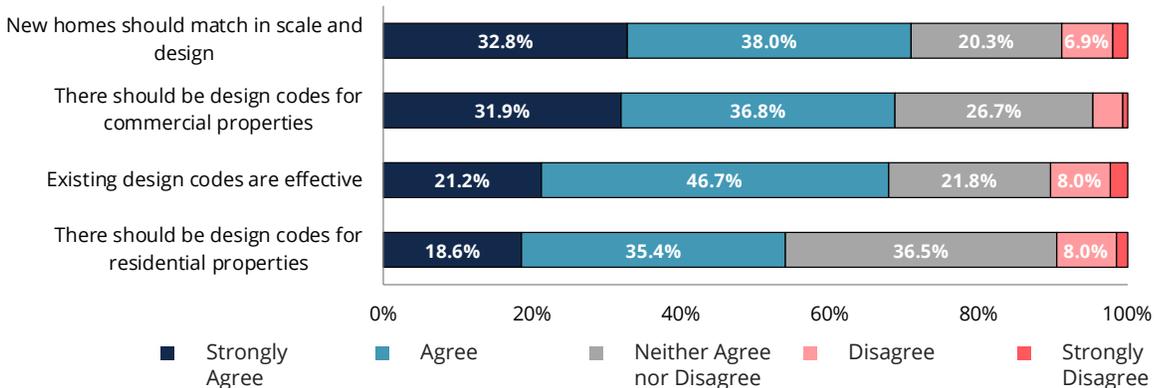
**Figure 5**  
Very High or High Priority for Housing Types by Age of Respondent



## COMMENTS ON HOUSING

**Question 6** provided space for survey respondents to write-in any comments regarding housing. Respondents are most concerned with the appearance of the homes in and around their own neighborhoods. Many stated that they take pride in their homes and feel very strongly about their homes as an investment. Respondents would like for design codes to continue being enforced to ensure they are attractive, live up to the standards of Rocky River, and support the investment made in their homes as a valuable asset to the community. Similarly, respondents would like apartment buildings to be held to the same high standards as single-family residences.

**Figure 6**  
Opinions on Design Code Statements



# INFRASTRUCTURE & IDENTITY

## COMMON THEMES

- Street improvements are the most important infrastructure need for survey respondents, with Center Ridge Road cited as having the most critical need for improvements
- Historic preservation and environmentally-friendly development are core community values
- Wayfinding and gateways into the city should be improved

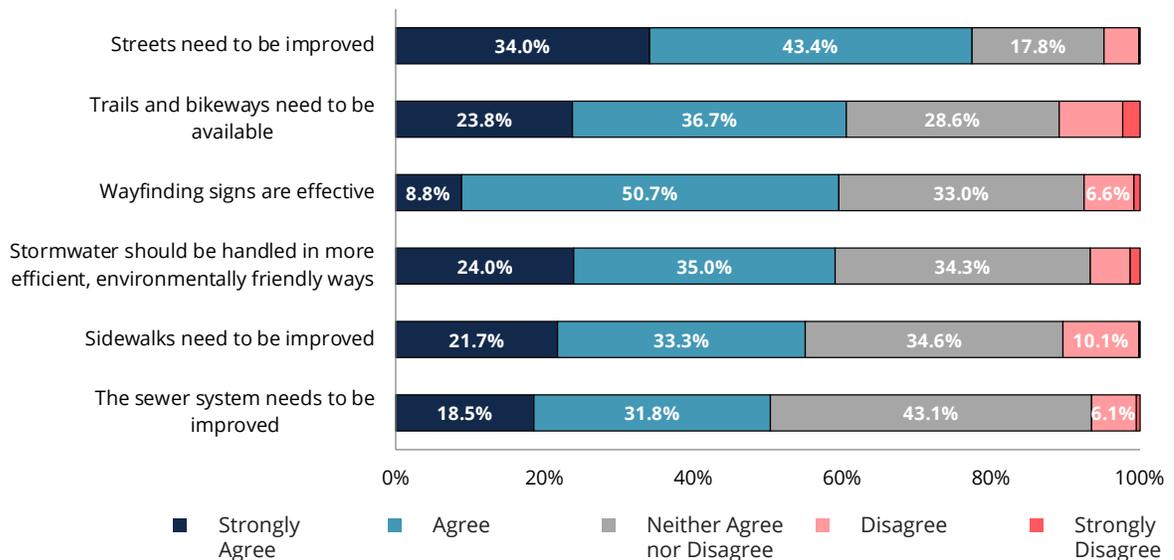
As emphasized by the City's logo, Rocky River's physical infrastructure is closely tied to its identity and image. Constructing quality infrastructure and reinforcing the city's image through attractive design ensures that those features match the strong qualities of the community. This survey topic covered policy statements regarding the city's infrastructure and image.

## OPINIONS ON INFRASTRUCTURE STATEMENTS

**Question 7** asked respondents whether they agreed or disagreed with policy statements about streets, sewers, sidewalks, and bike-ways. More than half of question respondents said they "Strongly Agree" or "Agree" with every statement, as shown in Figure 7.

With the highest agreement, nearly 78% of respondents "Strongly Agree" or "Agree" that

**Figure 7**  
Opinions on Infrastructure Statements



streets need improvements such as repaving, filling potholes, etc. This was the most popular statement and indicates that residents would like continued improvements to city roads.

The next most popular items were “Trails and bikeways need to be available” (60.5%), “Wayfinding signs are effective” (59.5%), and “Stormwater should be handled in more efficient, environmentally friendly ways” (59.0%).

**OPINIONS ON INFRASTRUCTURE STATEMENTS BY AGE OF RESPONDENT**

When cross tabulated by age, most responses were consistent with the general trend regardless of age; however, in two cases, at least one age group differed from the average by at least ten percentage points.

Among all respondents to Question 7, 50.3% agreed that the sewer system needs to be improved; however, agreement was highest among working age adults (57.3%) and lowest among young adults (32.5%).

Likewise, older adults were also more likely to support handling stormwater in more

environmentally friendly ways. Among young adults, only 43.5% agreed or strongly agreed with this statement, while that number rose to 64.0% among seniors. Opinions on all infrastructure policy statements are displayed in Figure 8.

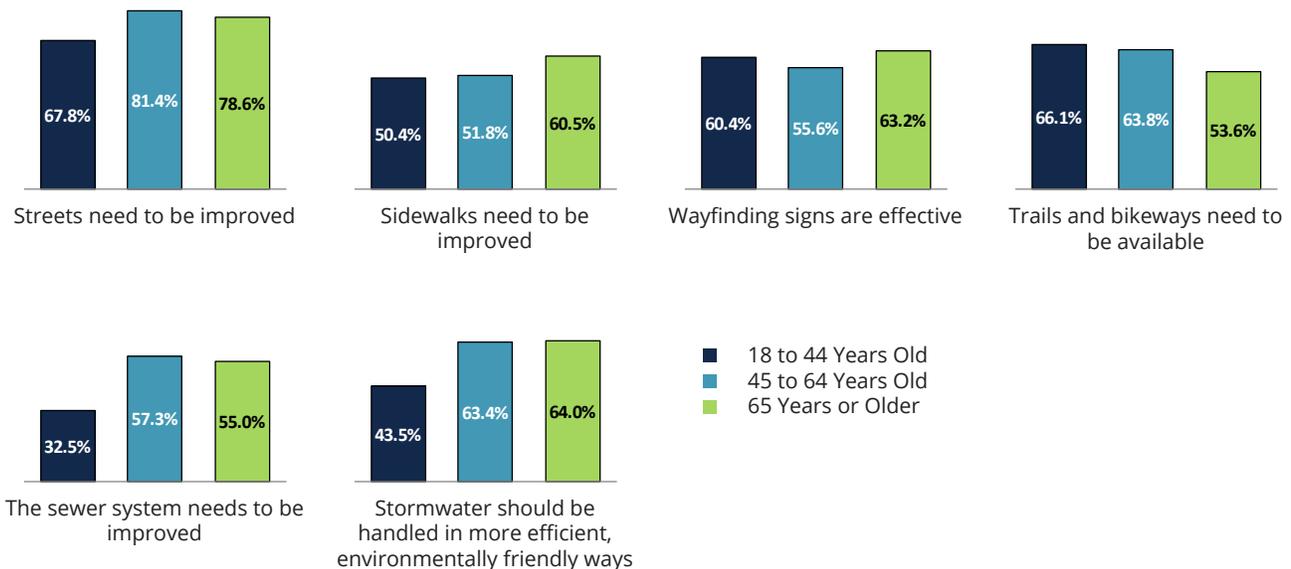
**OPINIONS ON ATTRACTIVENESS OF STREETS**

**Question 8** contained 11 statements about the characteristics of Rocky River. Respondents were asked to what extent they agreed with those statements. Although this question was grouped as a single topic, the analysis and charts separate this question into two distinct categories: opinions on the attractiveness of streets and on city identity.

The attractiveness of city streets question garnered some of the widest opinion in the survey, as shown in Figure 9. More than half of the respondents “Strongly Agree” or “Agree” that Lake Road, Hilliard Boulevard, and Detroit Road are attractive.

Alternatively, less than half of the respondents said Wooster Road is attractive, and more than 66% of respondents said they “Disagree” or “Strongly Disagree” that Center Ridge Road

**Figure 8**  
Strongly Agree or Agree with Infrastructure Statements by Age of Respondent



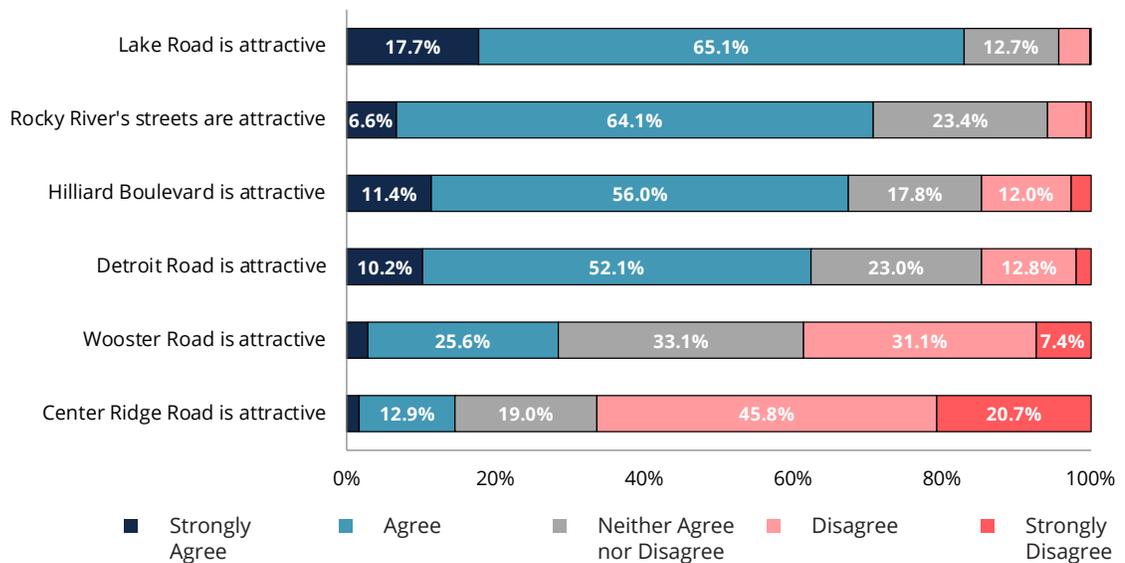
is attractive. As such, Wooster and Center Ridge Road are particular areas of concern.

Overall, 82.8% of question respondents “Strongly Agree” or “Agree” that the streets in Rocky River are attractive, indicating that residents think the majority of residential thoroughfares are well-designed.

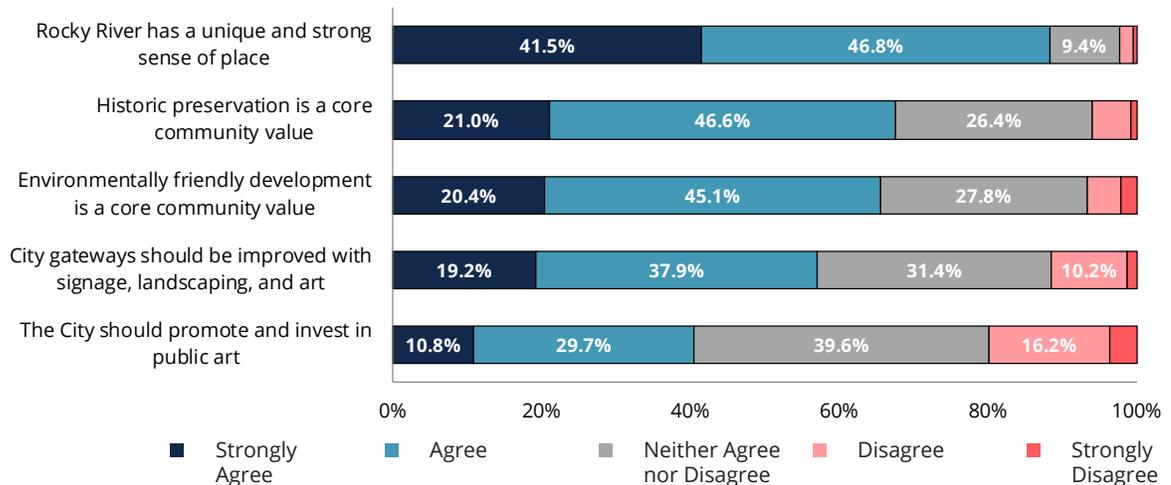
### OPINIONS ON CITY IDENTITY STATEMENTS

The other half of **Question 8** covered opinions on city identity. A very large majority (88.3%) of question respondents “Strongly Agree” or “Agree” that Rocky River has a unique and strong sense of place, as shown in Figure 10. Furthermore, large majorities agree that environmentally friendly development and historic preservation are

**Figure 9**  
Opinions on Attractiveness of Streets



**Figure 10**  
Opinions on City Identity Statements



both core community values, indicating that these should continue to be the focus of city initiatives.

When asked about the attractiveness of city gateways, a majority (57.1%) agreed that they should be improved with elements such as signage, landscaping, and art. Despite this, less than half of respondents agreed that the city should invest in public art. This may indicate that residents would like to see art in the city, but that it should not be publicly funded. It may also mean that residents believe public art should be confined to major gateways and nodes rather than dispersed throughout the city.

### OPINIONS ON CITY IDENTITY STATEMENTS BY AGE OF RESPONDENT

When cross tabulated by age of respondent, most responses were consistent with the general trend regardless of age. In only one case did the percentage from one age group differ from the average by at least ten percentage points. Among all question respondents, 40.5% agree that “The city should promote and invest in public art.” Among young adults, however, a majority (54.0%) agreed with this

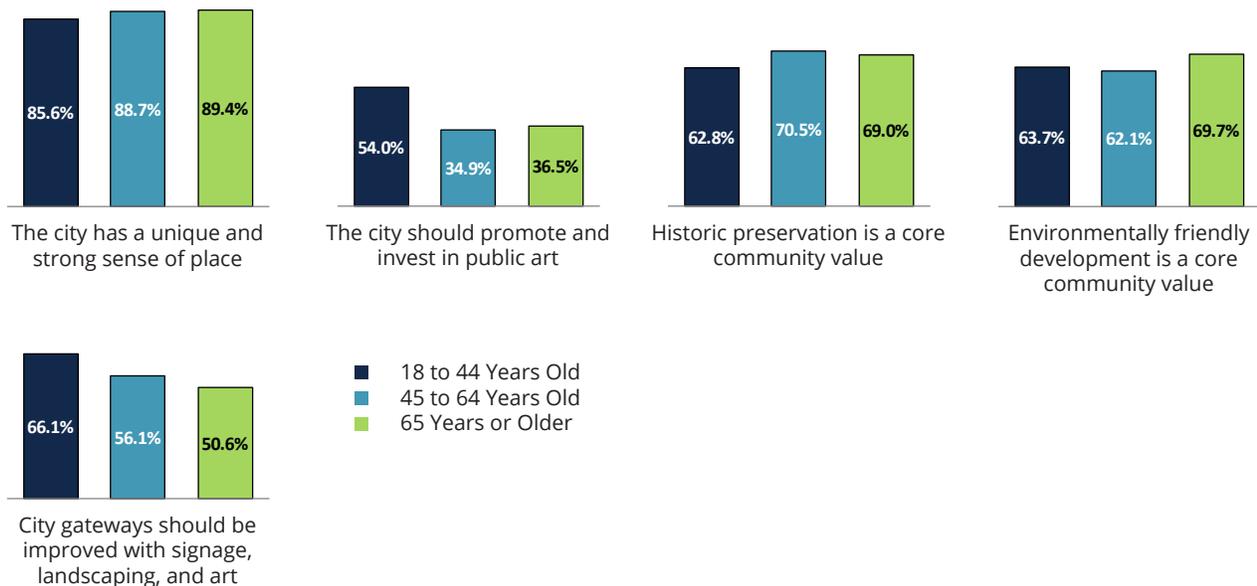
statement. This decreased to 34.9% among working age adults and 36.5% among seniors. Opinions on all city identity statements by age of respondent are displayed in Figure 11.

### COMMENTS ON INFRASTRUCTURE & IDENTITY

**Question 9** provided space for survey respondents to write-in any comments regarding infrastructure and identity. Respondents were very concerned about infrastructure and streets in particular, especially potholes, repaving, and safety of traffic turning onto other roads or into a business or establishment’s property from the street. Center Ridge Road was the street that raised the most concerns and garnered a large majority of the written comments. The other streets that were of the most concern for respondents were Hilliard Road and Wooster Road. They want these streets collectively to have a better appearance that contributes to the image of Rocky River as a great community.

In addition to improved infrastructure, less confusing signage along city streets was desired by commenters.

**Figure 11**  
Opinions on City Identity Statements by Age of Respondents



# PARKS & RECREATION

## COMMON THEMES

- Respondents regularly use City parks and recreation facilities, enjoy the programming available, and rate facilities very highly
- The Outdoor Water Zone Pool, Rocky River Park, and the Don Umerley Civic Center were the City's most highly rated facilities
- Respondents would like to see additional seating, bike amenities, and trails in City parks
- Respondents do not feel the City should invest in additional, new parks and facilities; however, residents would like improved access to Lake Erie
- Young adults are most likely to use the City's parks and would like to see additional parks and community events

Parks and recreation facilities are important components of a complete community. They provide space for active living, community interaction, and physical activity. The survey asked respondents about accessibility to Lake Erie, the quality of existing Rocky River facilities, agreement with parks and recreation policy statements, and overall opinions on quality.

## QUALITY OF CITY PARKS AND RECREATION FACILITIES

**Question 10** asked respondents to rate the quality of city parks and recreation facilities on a scale from "Excellent" to "Very Poor" with an option to select "No Opinion." The results, shown in Figure 12, display responses excluding "Have Not Used."

An overwhelming majority of question respondents (89.2%) rated the Outdoor Water Zone Pool "Excellent" or "Good." The next highest rated facilities were Rocky River Park (88.3%), Don Umerley Civic Center (87.2%), and Elmwood Park (85.2%). The ratings then fell by eleven percentage points with 73.9% of respondents rating City Hall Park as

"Excellent" or "Good." The Hamilton Ice Arena received 71.2% of respondents rating it as "Excellent" or "Good."

At the bottom of the list, three facilities were rated positively by only slightly more than half of respondents. The Bates Road Tot Lot was rated "Excellent" or "Good" by 52.7% of question respondents, 51.7% rated Rocky River Middle School Tot Lot highly, and 51.0% rated Morley Park highly. In general, neighborhood parks and playgrounds were ranked towards the bottom of the list. This indicates that neighborhood amenities are not as highly rated as some of the City's larger parks.

The ratings show the quality of parks and recreation facilities among those that selected an option; however, there is a high percentage of respondents that marked they have "No Opinion" on various facilities. Selecting "No Opinion" on a facility was used as a proxy for not using a facility.

As shown in Figure 13, those facilities that scored towards the bottom of the ratings for quality were the same facilities that respondents had "No Opinion" and did not regularly use. More than 55% of question respondents

selected “No Opinion” for Bates Road Tot Lot (74.2%), Rocky River Middle School Tot Lot (60.7%), and Morley Park (55.0%).

Despite some lower rankings of individual parks, the overall quality of Rocky River’s parks and recreation facilities were highly rated with a majority of the respondents rating quality highly and most facilities having been used by a majority of question respondents.

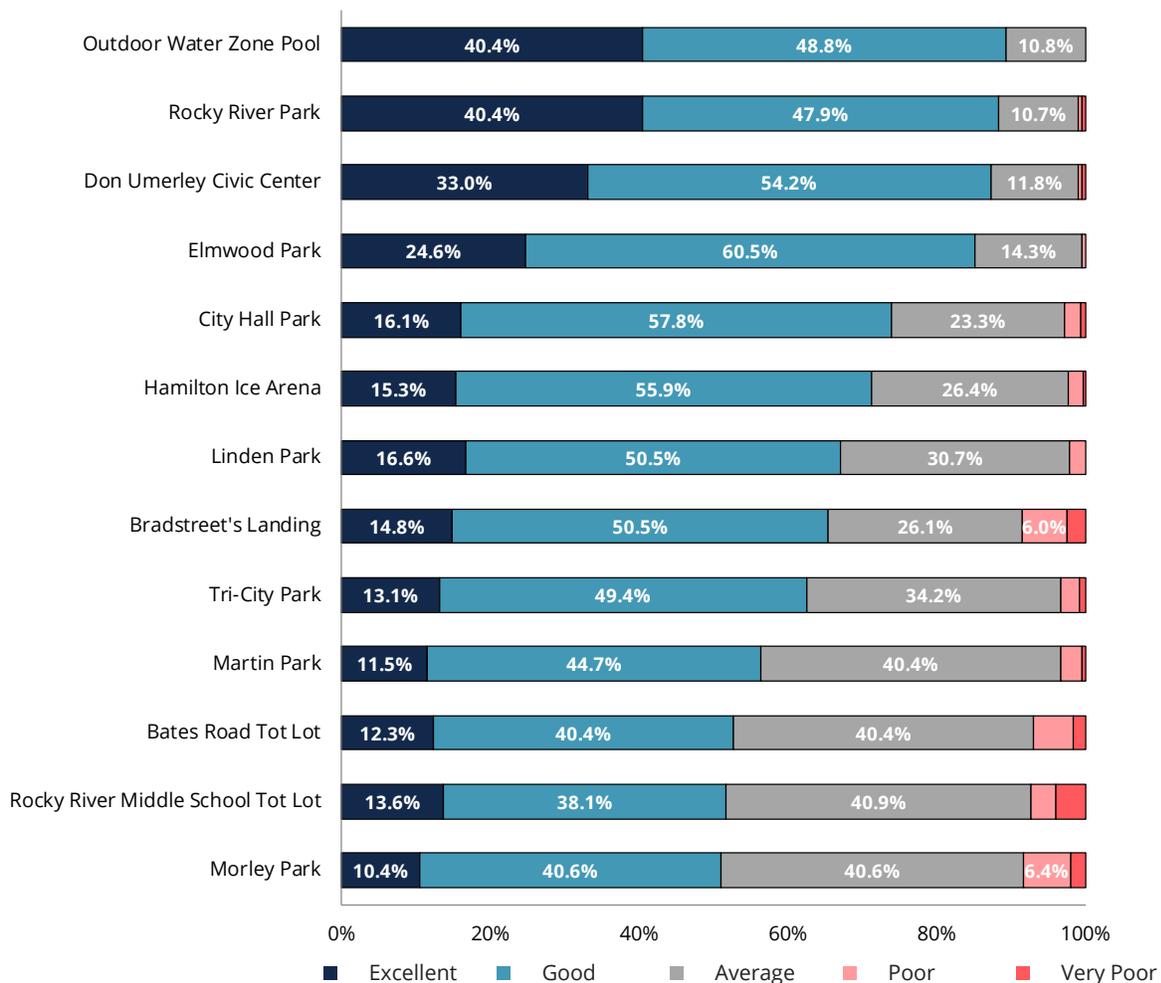
### OPINIONS ON PARK FEATURES STATEMENTS

**Question 11** asked respondents to indicate whether they agreed or disagreed with

thirteen statements about parks and recreation in Rocky River. Although this question was grouped as a single topic about the city’s parks and facilities, the analysis and charts separate this question into two distinct categories: opinions on park features and opinions on the direction of the Parks and Recreation Department.

As displayed in Figure 14, park features statements covered various park and recreation facility amenities, such as “There is enough parking at city parks and recreation facilities” and “There are enough open field areas in city parks.” Respondents were asked to say whether they agreed or disagreed with the statements.

**Figure 12**  
Quality of Parks and Recreation Facilities



More than 50% of question respondents strongly agreed or agreed about four of the seven park features statements. Specifically, 63.6% agreed there are enough open field areas, 55.3% agreed there are enough wooded or natural areas, 52.9% agreed there are enough facilities for all ages, and 51.6% agreed that there is enough parking.

Conversely, less than 50% of question respondents selected "Strongly Agree" or "Agree" on three of the statements: there is adequate seating (41.9%), there are amenities so I can bike to parks (40.0%), and there are enough trails (32.3%). These statements indicate that respondents may want additional seating, bike parking, and trails to make city parks more enjoyable.

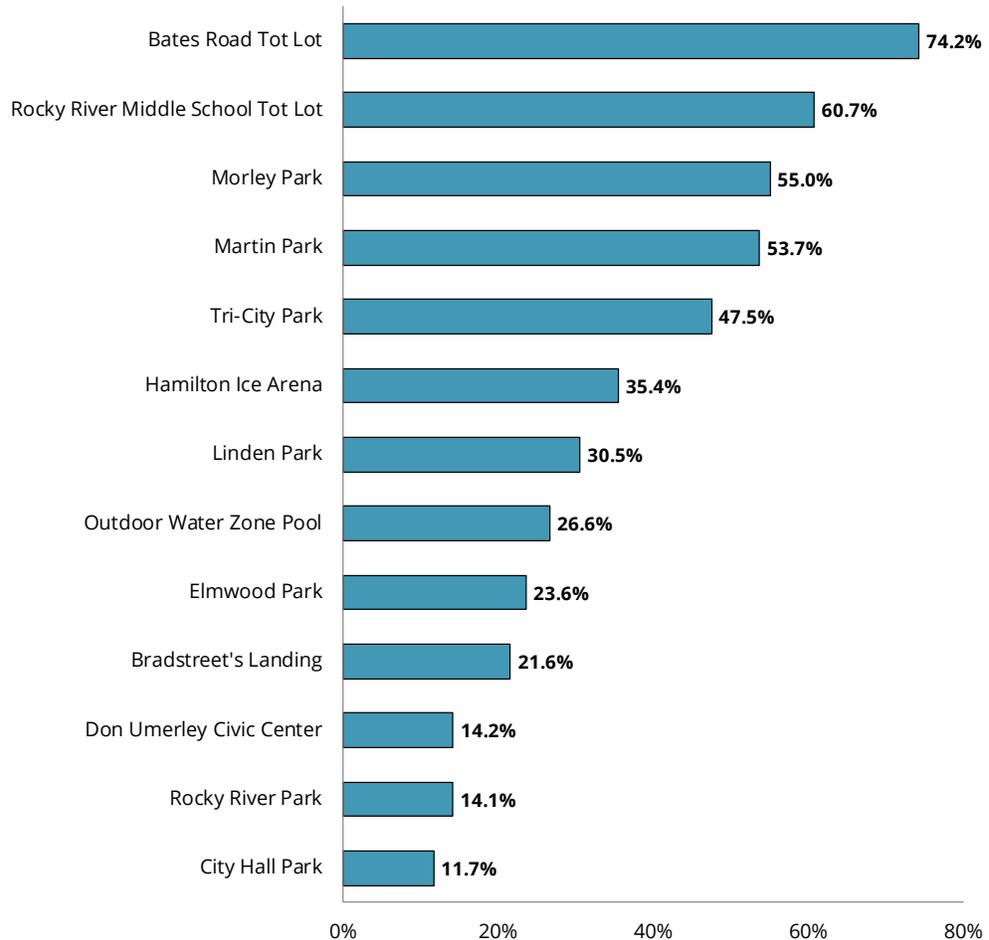
### OPINIONS ON PARK FEATURES STATEMENTS BY AGE OF RESPONDENT

When cross tabulated by age of respondent, most responses were consistent with the general trend regardless of age; however, in three cases, at least one age group differed from the average by at least ten percentage points.

When asked whether they agreed that there is enough parking at facilities, 51.6% of all question respondents agreed that there was. Among young adults, however, that number rose to 58.8%. Among seniors, only 40.0% agreed there was enough parking at facilities.

**Figure 13**

Percent of Respondents Who Have "No Opinion" on a Park or Facility (Used as a proxy for not using a park)



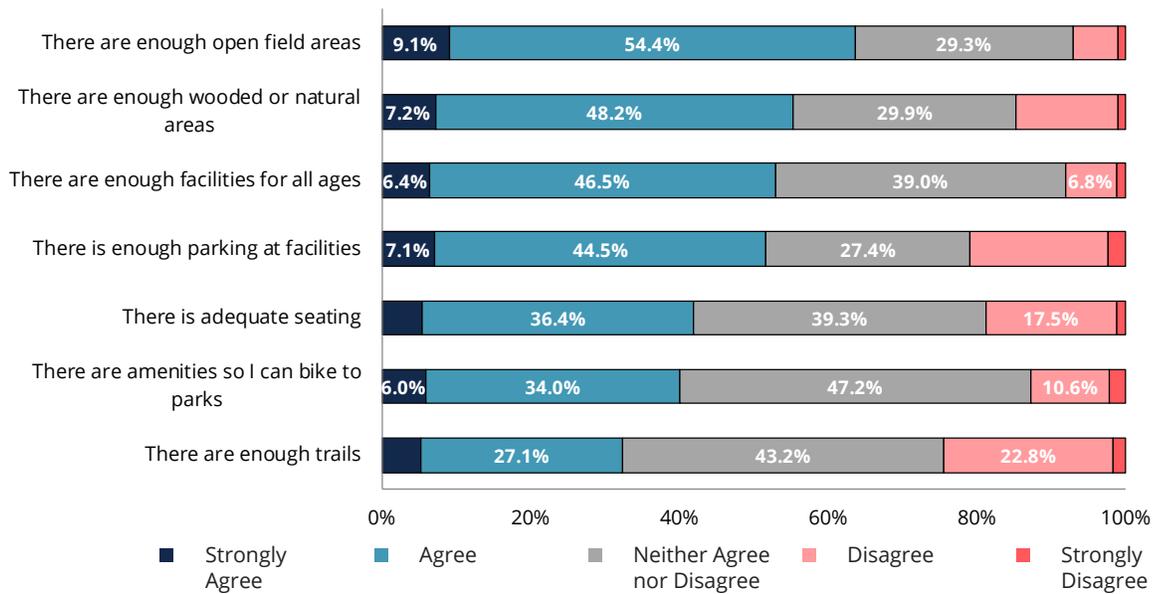
Likewise, seniors were less likely to agree that there are enough open field areas in city parks, with only 51.2% of seniors saying there are enough open fields compared to 63.6% of all questions respondents.

Finally, seniors were also less likely to agree that there were enough amenities to allow

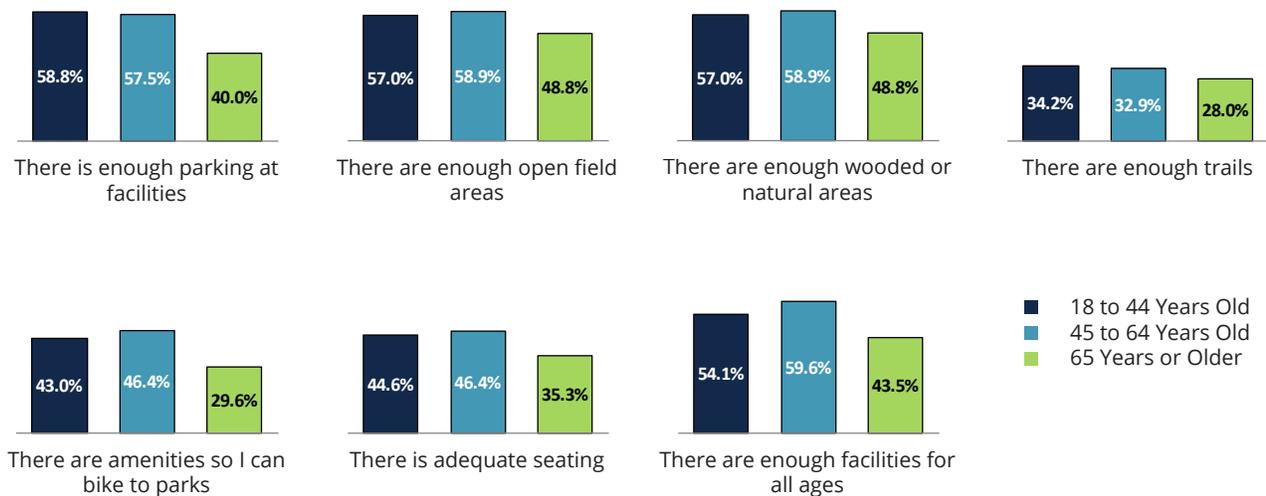
them to bike to city parks. Only 29.6% of seniors agreed there were sufficient amenities to allow residents to bike to parks while 40.0% of all respondents agreed with the statement.

Opinions on all park features policy statements by age of respondent are displayed in Figure 15.

**Figure 14**  
Opinions on Park Features Statements



**Figure 15**  
Strongly Agree or Agree with Park Features Statements by Age of Respondent

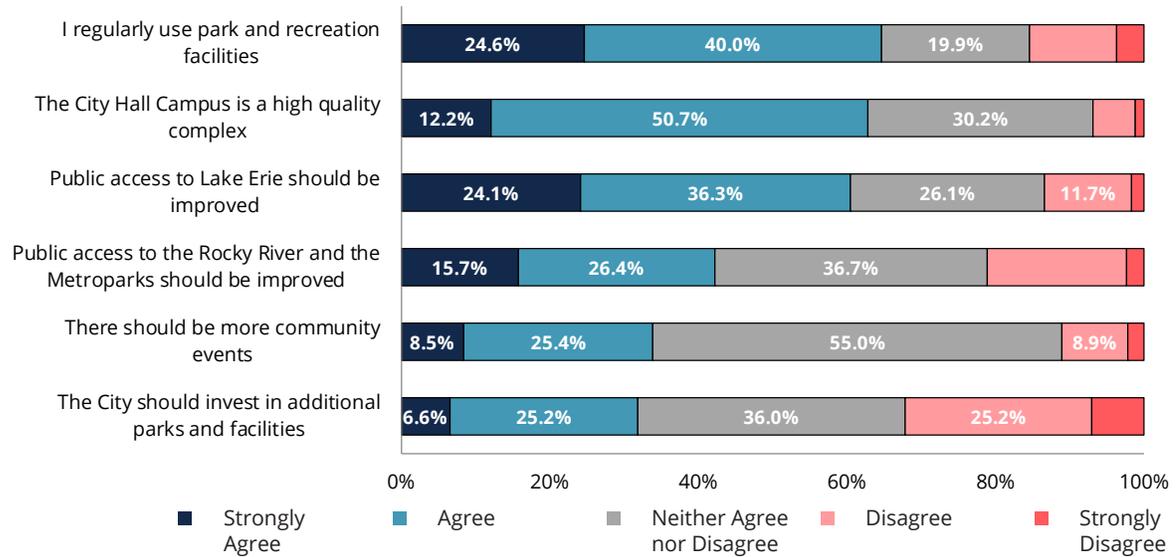


### OPINIONS ON PARK DIRECTION STATEMENTS

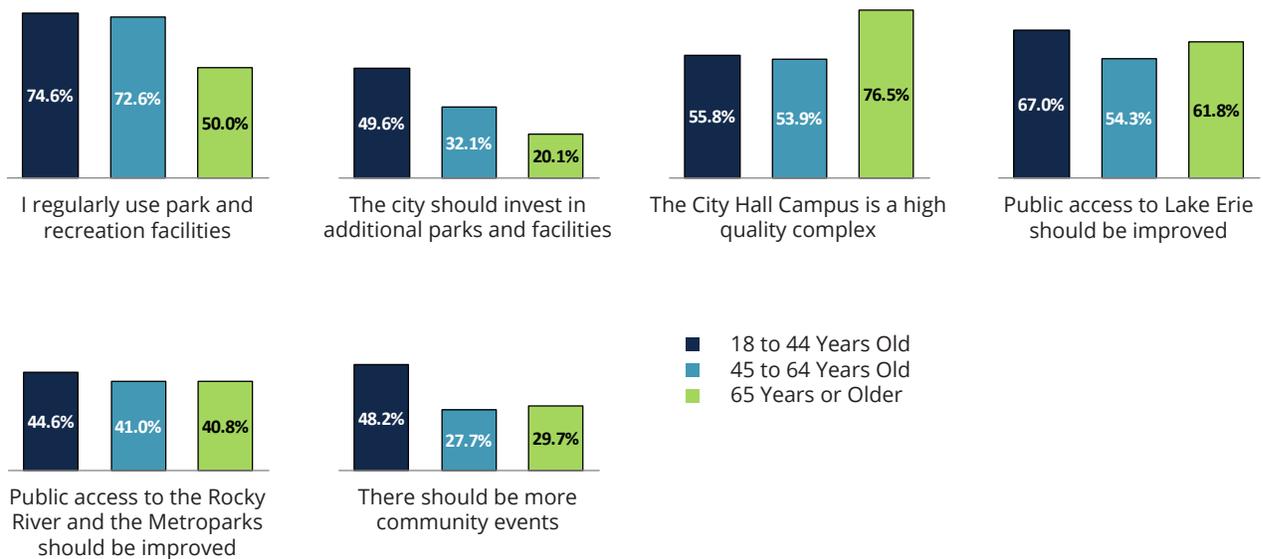
The second half of question 11 asked respondents to agree or disagree with statements about the direction the city should take the park system in coming years such as where Rocky River should invest in additional parks and facilities.

As shown in Figure 16, question respondents were generally not opposed to any of the policy statements. More than 50% of the respondents said they “Strongly Agree” or “Agree” with three of the statements: “I regularly use parks and recreation facilities” (64.6%), “The City Hall Campus is a high quality complex” (62.8%), and “Public access to Lake Erie should be improved” (60.4%). The third

**Figure 16**  
Opinions on Park Direction Statements



**Figure 17**  
Opinions on Parks & Recreation Facilities Statements by Age of Respondent



statement indicates a desire for the city to focus on improving the ability of residents to access and enjoy the lake.

In three additional statements, question respondents were more ambivalent. Only 42.1% of respondents agreed that public access to the Rocky River and Metroparks should be improved, 33.9% that there should be more community events, and 31.8% that the city should invest in additional parks and facilities.

Together, these statements indicate that residents enjoy and use existing facilities, that they would like to reinvest in existing facilities, and that few new parks are desired with the exception of expanded access to Lake Erie.

### OPINIONS ON PARK DIRECTION STATEMENTS BY AGE OF RESPONDENT

When cross tabulated by age of respondent, responses varied greatly with age. In four of six cases, at least one age group differed from the average by at least ten percentage points.

When respondents were asked whether they agreed that they regularly use park and recreation facilities, 64.6% of all question respondents agreed; however, younger adults were far more likely to use parks regularly. Among young adults, 74.6% agreed they use parks regularly while only 50.0% of seniors agreed.

Similar to high park use among young adults, this age group was also far more likely to agree that the city should invest in additional parks and facilities or to agree that there should be more community events. Among young adults, 49.6% agreed the city should invest in additional facilities, while only 20.1% of seniors agreed. Among young adults 48.2% said there should be more community events, while that number fell to 27.7% among working age adults.

Finally, seniors were more likely to say that the City Hall Campus was a high quality complex with 76.5% agreeing with that

statement while only 53.9% of working age adults agreed.

These statements indicate that any new parks and recreation facilities or programming may need to be geared toward younger adults and families, while improvements to existing parks should include amenities for seniors.

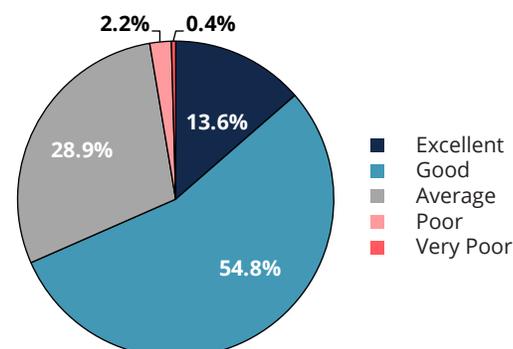
Opinions on all park direction policy statements by age of respondent are displayed in Figure 17.

### OVERALL PROGRAMMING AND QUALITY

**Question 12** asked respondents to rate the overall programming of parks and recreation facilities on a scale from "Excellent" to "Very Poor." More than 68% of question respondents rated the programming at parks and recreation facilities "Excellent" or "Good." Slightly over 28% of respondents rated the programming to be "Average," with 2.6% of the respondents rating the programming "Poor" and "Very Poor." This indicates that a majority of respondents agreed that programming at parks and recreation facilities are generally positive. This information is shown in Figure 18.

In **Question 13**, respondents were asked to rate the city's parks and recreation facilities, overall. As shown in Figure 19, four-fifths of the respondents (83.2%) rated Rocky River's parks and recreation facilities as "Excellent" or

**Figure 18**  
Overall Quality of Parks and Recreation Facility Programming



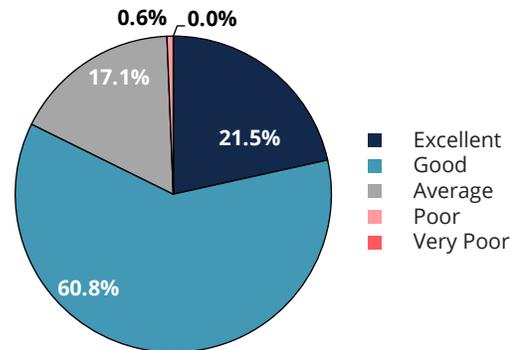
"Good" with less than one percent (0.6%) rating the park and recreation facilities as "Poor" or "Very Poor." This indicates exceedingly positive views of the parks and recreation system overall.

#### COMMENTS ON PARKS & RECREATION

**Question 14** provided space for survey respondents to write-in any comments regarding the city's parks and recreation facilities. Overall, respondents are pleased with both.

Although some respondents wrote that they had not used the parks and recreation facilities, most respondents wrote that they would like improvements to the existing parks and facilities like Bradstreet's Landing and programming at the Recreation Center. Respondents would also like better access to Lake Erie.

**Figure 19**  
Overall Quality of Parks and Recreation Facilities



# COMMERCIAL DEVELOPMENT

## COMMON THEMES

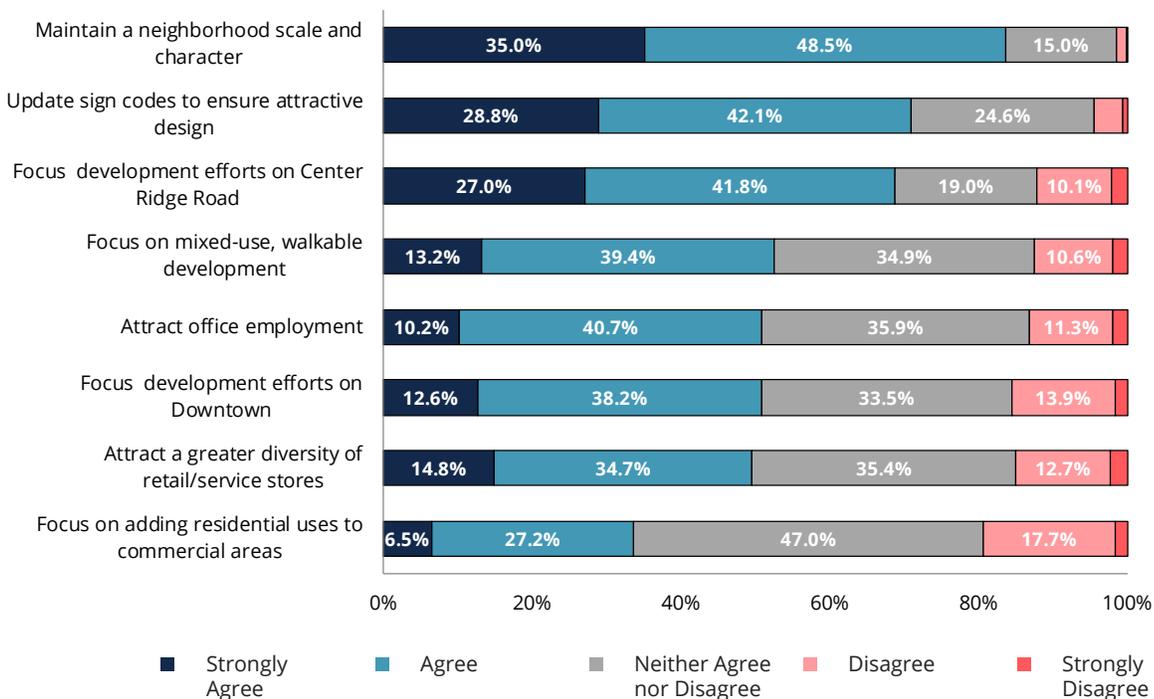
- Respondents would like to maintain attractive design of commercial buildings with appropriate neighborhood scale and character, an effective sign code, and strong commercial design codes
- Residents would especially like to focus development efforts on Center Ridge Road, followed by Downtown River

In the commercial development section of the survey, questions asked respondents their opinions on statements regarding future development, desired types of retail, and priority areas for improvements.

## OPINIONS ON COMMERCIAL DEVELOPMENT STATEMENTS

**Question 15** asked respondents whether they agreed or disagreed with eight different statements about commercial development in

**Figure 20**  
Opinions on Commercial Development Statements



the City of Rocky River. A majority of respondents selected “Strongly Agree” or “Agree” with all but two of the policy statements, as shown in Figure 20.

More than two-thirds of respondents agreed that the city should maintain a neighborhood scale and character in new developments (83.5%), that the city should update its sign codes to ensure attractive design (70.9%), and that the city should focus development efforts on Center Ridge Road (68.8%). These indicate clear directives for efforts on commercial development.

Just over 50% of question respondents agree that the city should focus on mixed-use, walkable development (52.6%); attract office employment (50.9%); and focus development efforts Downtown (50.9%).

Finally, less than half of respondents agreed that the city should focus on attracting a greater diversity of retail stores (49.6%) or adding residential uses to commercial areas (33.6%).

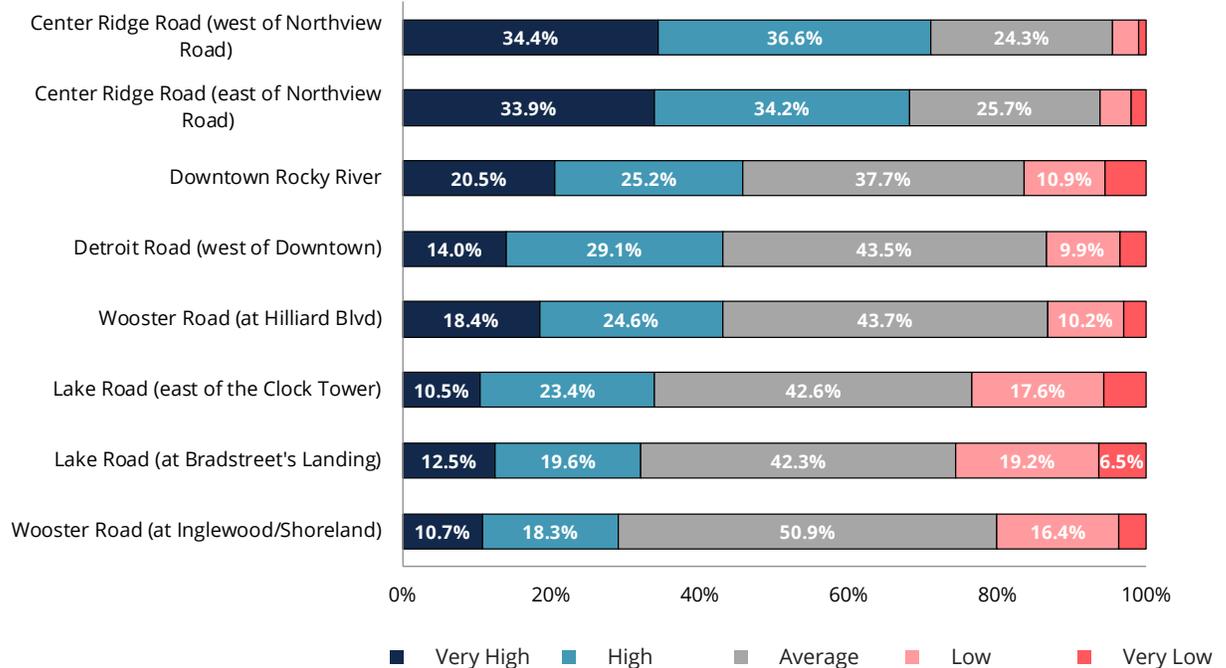
These responses indicate that respondents are generally in favor of development that maintains attractive design and neighborhood scale, especially on Center Ridge Road. Adding residential uses to commercial areas was less important to residents; however, respondents generally showcased ambivalence to this effort rather than disagreement with it.

### DESIRED TYPES OF RETAIL

**Question 16** asked respondents to write-in what types of retail they would like to see added in the community. A majority of respondents in this section favored adding local, small businesses or boutique-type establishments versus “big box” stores or some type of dining establishment or restaurant. Despite this, some respondents did desire larger retail establishments, especially sporting goods stores or other clothing stores.

Some respondents did not want the city to focus on additional retail, rather stating that there are enough retail establishments in

**Figure 21**  
Priority Areas for Aesthetic Improvements



the city. The full list of written comments is provided in Appendix A.

### **PRIORITY ON IMPROVING THE AESTHETIC OF COMMERCIAL AREAS**

**Question 17** asked respondents to rate their priority for “improving the look, feel, and vibrancy of commercial areas” on a scale from “Very High ” to “Very Low.” Respondents, overwhelmingly rated Center Ridge Road as the highest priority area for improvements to commercial buildings.

Downtown Rocky River and Detroit Road (west of Downtown) were the next highest rated, but less than 50% of respondents rated these areas as high priorities.

This indicates that respondents would like to see improvement to these areas, but Center Ridge Road is of the first priority. Wooster Road and Lake Road were considered the lowest priority areas for improvement, as shown in Figure 21.

### **COMMENTS ON COMMERCIAL DEVELOPMENT**

**Question 18** provided space for survey respondents to write-in any comments regarding commercial development. Survey respondents thought that in order to improve the commercial development potential of Rocky River, the focus should be on fixing city streets—especially Center Ridge Road—and on improving the appearance of the city as a whole. Suggestions included planting more trees and updating signage.

# TRANSPORTATION

## COMMON THEMES

- Residents prefer improvements to the walking and biking environment over the driving environment
- Parking in Downtown is not considered as easy as other commercial areas; however, few residents avoid Downtown River due to lack of parking
- Residents prefer off-street parking improvements over on-street improvements
- Public Transit is a low priority for improvements

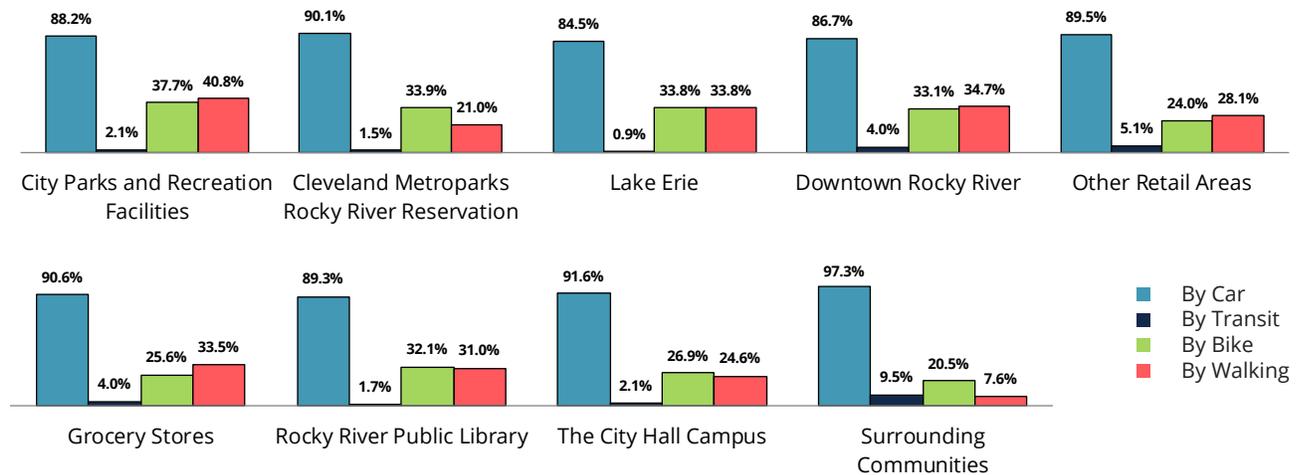
Transportation is a critical component of city governance. The construction and maintenance of roads, bridges, and all-purpose trails are essential parts of economic development initiatives and quality of life for residents.

By understanding the priority level for improvements to transportation as well as priorities for improvements to particular streets, the city administration can prioritize funding to those initiatives.

## EASE OF TRANSPORTATION TO DESTINATION BY MODE

**Question 19** asked respondents to indicate which methods of transportation (by car, public transit, bike, or walking) they found easy to use to get to various destinations, such as city parks and recreation facilities, Cleveland Metroparks Rocky River Reservation, Lake Erie, Downtown Rocky River, grocery stores, Rocky River Public Library, the City Hall Campus, and surrounding communities.

**Figure 22**  
Ease of Transportation to Destination by Mode of Transportation



Respondents were asked to select all of the methods they found easy to use to reach each destination.

As displayed in Figure 22, nearly 90% of question respondents said reaching every destination was easy by car, which was by far the easiest way to reach any of the listed destinations.

Walking and biking were roughly tied as the second and third easiest modes of transportation to various destinations. In most cases, between 25% and 35% of respondents said it was easy to reach the various destinations by bike or on foot. The greatest differences between these two modes of transportation was in getting to Rocky River Reservation, grocery stores, and surrounding communities.

The mode of transportation that question respondents found to be the least easy to use was public transit. Less than 10.0% of question respondents said getting to any of the destinations in and around the city was easy by transit.

The results indicate that a majority of respondents find it easiest to use a car to get in and around the city.

### PRIORITIES FOR IMPROVING THE EASE AND SAFETY OF TRANSPORTATION

**Question 20** asked respondents to indicate their priority for improving the ease and safety of getting around their community by car, public transit, bike, or walking on a scale of “Very High” to “Very Low” with an option to answer as “Not Applicable.” Among question respondents, over 55% selected walking as a “Very High” or “High” priority for improving the ease and safety of getting around. This was followed by 52.5% of respondents who said improvements to getting around by bike were a high priority.

Less than half of respondents (45.9%) rated improvements to getting around by car as a high priority, and only 24.4% said improvements to public transit were a priority. Indeed, a greater percentage (38.1%) rated public transit improvements as a “Low” or “Very Low” priority. These results are shown in Figure 23.

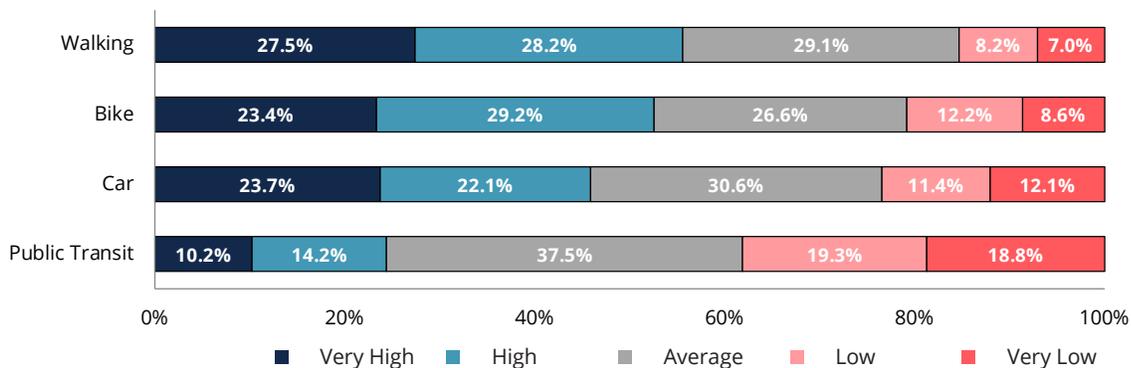
The question results indicate that residents prioritize improvements to the walking and biking environments over improvements to getting around by car or public transportation.

### PRIORITIES FOR IMPROVING THE EASE AND SAFETY OF TRANSPORTATION BY AGE OF RESPONDENT

Priorities for improvements were cross tabulated with the age of respondent to see

**Figure 23**

Priority for Improving the Ease and Safety of Getting Around by Mode of Transportation



how varying age groups viewed transportation priorities differently. The charts in Figure 25 display the percent of each age group that marked improvement priorities by mode as “Very High” or “High.”

Among young adults age 18 to 44, the highest priority was for improving the biking environment in Rocky River followed by improvements to getting around on foot. Similarly, among working age adults, improvements to walking and biking were the highest priority; however, improvements to the walking environment were slightly higher.

Among seniors, improvements to getting around by car were the top priority, followed by improvements to getting around by food and on bike.

The data showcases how important to younger adults improvements to active transportation are in comparison to older adults who have a greater focus on getting around by car.

### OPINIONS ON PARKING POLICY STATEMENTS

**Question 21** asked question respondents whether they agreed or disagreed with six statements about parking. Over 60% of respondents “Strongly Agree” or “Agree” parking in commercial areas outside of Downtown Rocky River is easy. Comparatively, only 43.4% of question respondents agreed that parking Downtown is easy.

When asked about improvements to parking Downtown, almost 52% of respondents “Strongly Agree” or “Agree” the city should invest in off-street parking Downtown and 43.4% of respondents “Strongly Agree” or “Agree” the city should improve on-street parking Downtown.

Despite some difficulty in parking Downtown, only 19.9% of questions respondents said they avoid Downtown Rocky River because of a lack of parking.

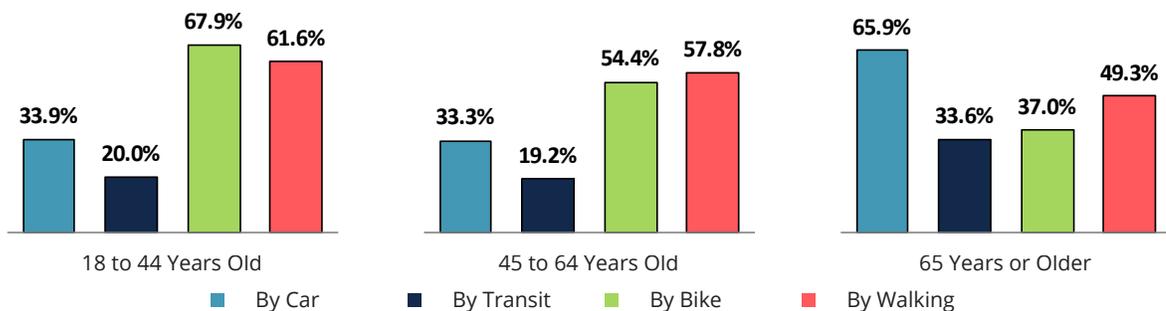
In addition to indications that respondents would like to see priority given to improving walking and biking infrastructure, 28.1% of respondents would rather walk, bike, or take transit to Downtown Rocky River.

The results to parking policy statements are mixed; however, they indicate that parking in Downtown River is not stopping residents from visiting the business district. While a majority of respondents would like to see improvements to parking Downtown, a strong contingent would also like to see improvements to alternative forms of transportation into Downtown.

### OPINIONS ON PARKING POLICY STATEMENTS BY AGE OF RESPONDENT

When cross tabulated by age of respondent, most responses were consistent with the general trend regardless of age. In only one case did age groups dramatically differ from the average. When the responses to the option

**Figure 24**  
Very High or High Priority for Improvement to Transportation Mode by Age of Respondent



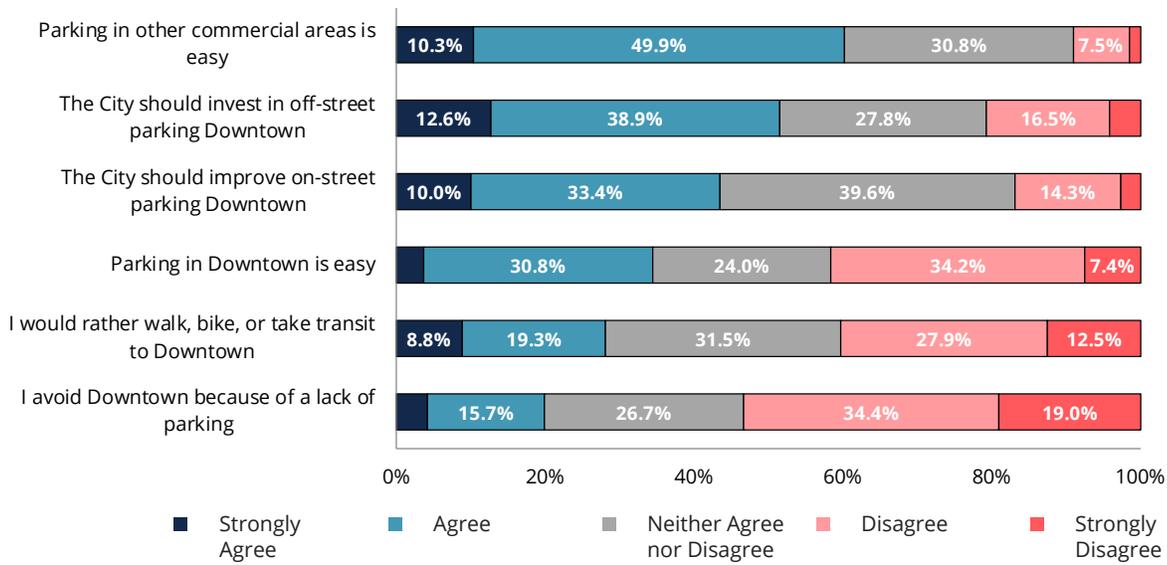
“I would rather walk, bike, or take transit to Downtown” were cross tabulated with age of respondent, the agreement decreased with age. More young adults (40.0%) agreed than working age adults (32.1%). Only 15.8% of seniors agreed with this selection.

Opinions on all parking policy statements by age of respondent are displayed in Figure 26.

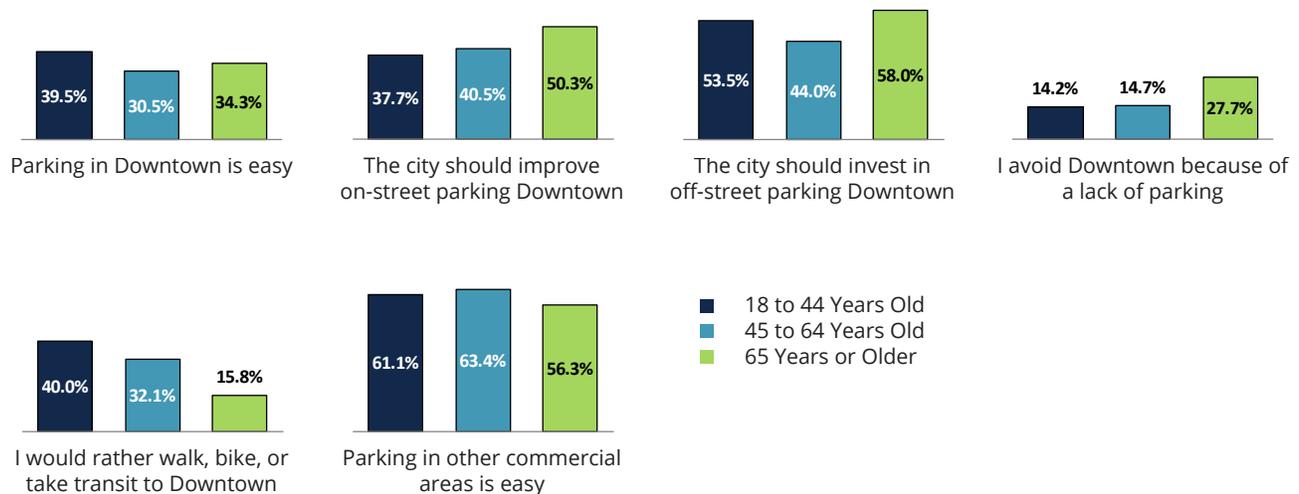
### COMMENTS ON TRANSPORTATION

Question 22 provided space for survey respondents to write-in any comments regarding transportation. Parking in Downtown Rocky River, pedestrian safety, a need for bike paths and trails, and traffic congestion on major streets were the biggest concerns in this section of the survey.

**Figure 25**  
Opinions on Parking Statements



**Figure 26**  
Opinions on Parking Statements by Age of Respondent



# COMMUNICATION

## COMMON THEMES

- More respondents rate City communication positively than negatively
- The most desired way to receive communication about City events is via direct mail, email, or the City's website

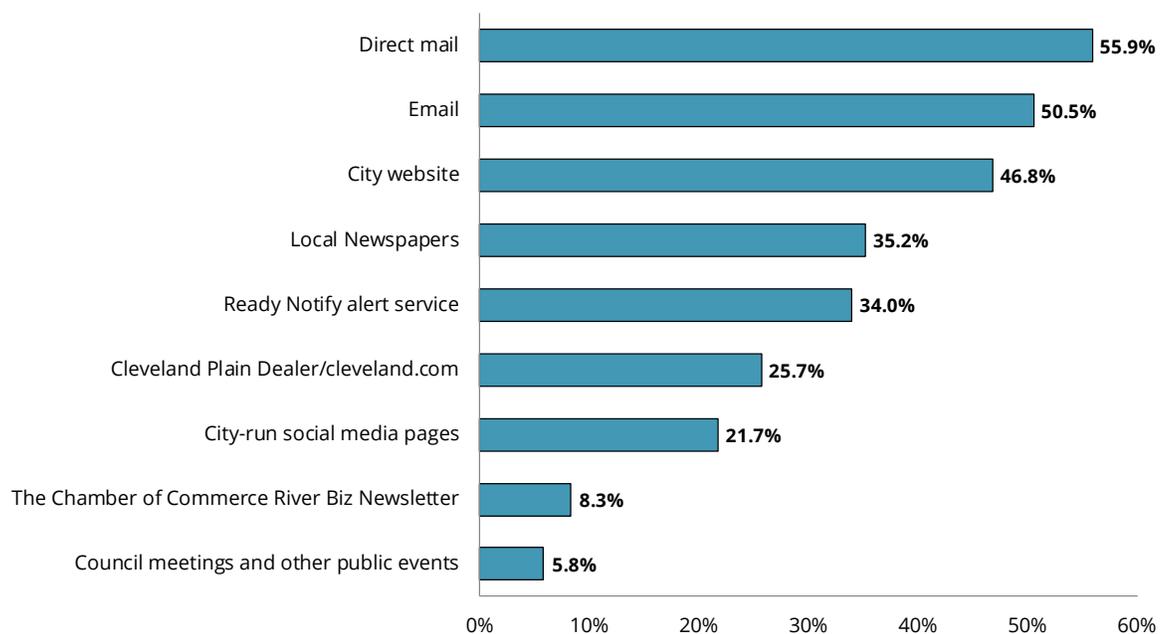
This topic covered policy statements regarding the city's communication efforts as well as the method by which residents would like to receive their information.

## OPINIONS ON DESIRED FORMS OF COMMUNICATION

**Question 23** asked respondents how they would like to get information about city

meetings, events, projects, and issues. Of the 483 question respondents, 55.9% said that they prefer to get information about the city via direct mail with email being the second preferred method with 50.5% of respondents selecting this option. More than 46% of respondents would prefer to use the city's website to get city news and information. This information is shown in Figure 27.

**Figure 27**  
Desired Forms of Communication



Only 8.3% of the respondents prefer to receive communication via the Chamber of Commerce River Biz Newsletter and 5.8% of respondents prefer Council meetings and other public events for receiving communication from the city.

This indicates that most residents prefer to receive communication about the city through direct mail, email, or the website.

### OPINIONS ON DESIRED FORMS OF COMMUNICATION BY AGE OF RESPONDENT

When considering desired forms of communication by age, the top three forms differed, as displayed in Figure 28.

Email as a desired form of communication was in the top three for all ages; however, email preference decreased with age. A majority of young adults (61.1%) and working age adults (58.7%) preferred email, while 37.7% of seniors chose email. Likewise, direct mail was popular with all three groups, but most popular among seniors.

Among young adults and working age adults, the city website was the third preferred form of communication about city events. Among seniors, local newspapers were in the top three.

### OPINIONS ABOUT THE OVERALL QUALITY OF EXISTING COMMUNICATION IN THE CITY

Question 24 asked respondents to rate the overall quality of existing communication

about city meetings, events, projects, and issues. Respondents rated the overall quality evenly between “Good” at 36.0% and “Average” at 38.6%, as shown in Figure 29. Overall, a far greater percentage (43.5%) of question respondents rated city communication positively than rated it negatively (17.9%). Although respondents generally view the city’s communication efforts favorably, the results show there is room for improvement.

### COMMENTS ON COMMUNICATION

Question 22 provided space for survey respondents to write-in any comments regarding city communication. Among those that wrote comments, respondents were concerned about how they received communication from the city. Some have never been notified of important city news, while others wrote that when they received information, it came via “word of mouth” or “after the fact.” To improve, respondents said they prefer email and a city website that is easier to navigate.

Figure 29 Overall Quality of City Communication

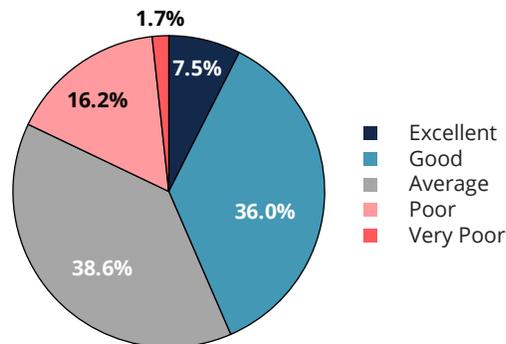
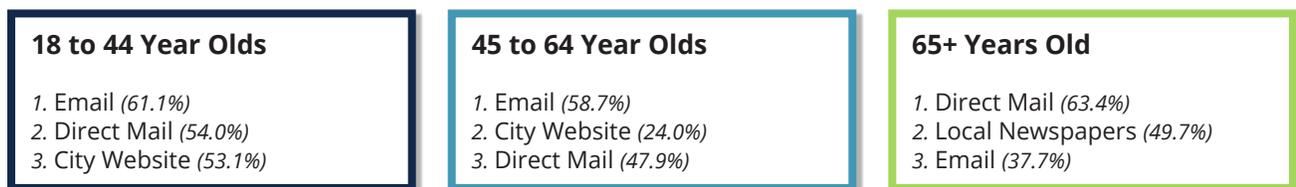


Figure 28 Desired Forms of Communication by Age of Respondent



# QUALITY OF LIFE

## COMMON THEMES

- The City has an overwhelmingly high quality of life rating
- Regardless of age or tenure, respondents rate quality of life exceedingly high

Quality of life can be described as the general well-being of an individual or community. Many of the surveyed topics contribute to the community's quality of life, but the final survey question asked residents to rate their quality of life overall.

## OPINIONS ABOUT THE OVERALL QUALITY OF LIFE IN ROCKY RIVER

**Question 26** asked respondents to rate the overall quality of life in the City of Rocky River. Out of 473 question respondents, 96.2% rated their quality of life in Rocky River as "Excellent" or "Good." This information is shown in Figure 30.

When cross tabulated with age of respondent, opinions about overall quality of life were consistent across all age groups. The rating of "Excellent" or "Good" was highest among

young adults (98.3%) and seniors (96.8%). There was a slight decrease among working age adults (93.8%); however a vast majority still reported exceedingly high quality of life.

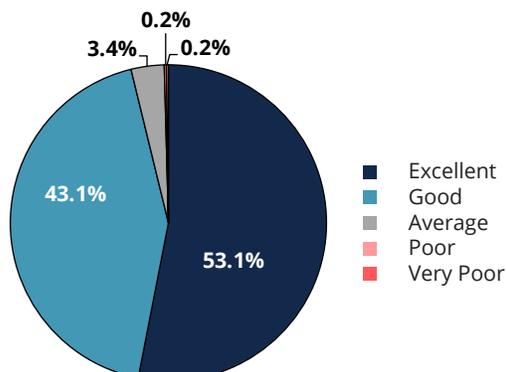
Similarly, when cross tabulated with the tenure of respondents—that is, whether someone owns or rents their home—the results were consistent. Among owners, 96.1% said quality of life was positive and among renters, 96.7% said quality of life was positive.

Overall, the results show that quality of life in the City of Rocky River is very high among residents. This is regardless of the age or tenure of respondent.

## COMMENTS ON QUALITY OF LIFE

The final question in the survey provided a large space for open-ended comment on quality of life or any other topics not covered in the survey. This question garnered the most in-depth responses of the survey. Respondents felt strongly that Rocky River should continue to be a great community with great schools. The most pressing concerns echoed those mentioned in other sections of the survey: road conditions, traffic, parking, safety, walkability, and access to Lake Erie. Overall, however, respondents were very pleased with the quality of life in Rocky River.

**Figure 30**  
Overall Quality of Life



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# SUMMARY OF COMMON THEMES

- The quality of the school system is the most commonly cited reason for why residents choose to live in Rocky River
- Respondents feel safe in the City and in their neighborhoods
- The proximity to Lake Erie is one of the higher rated reasons for choosing Rocky River
- Different age groups would consider moving out of Rocky River for different housing types: large homes for young adults, one-floor living for working age adults, and retirement-friendly communities for seniors
- Maintenance of housing as well as renovations and expansions of existing homes were the most important issue for respondents
- A majority of residents are interested in seeing more accessible housing, more walkable options, and more single-family homes
- Residents do not prioritize more apartment buildings or mixed-use buildings
- Respondents want to ensure the City's residential structures are attractive through enforcement of existing design codes and potentially more specific residential codes
- Street improvements are the most important infrastructure need for survey respondents, with Center Ridge Road cited as having the most critical need for improvements
- Historic preservation and environmentally-friendly development are core community values
- Wayfinding and gateways into the city should be improved
- Respondents regularly use City parks and recreation facilities, enjoy the programming available, and rate facilities very highly
- The Outdoor Water Zone Pool, Rocky River Park, and the Don Umerley Civic Center were the City's most highly rated facilities
- Respondents would like to see additional seating, bike amenities, and trails in City parks
- Respondents do not feel the City should invest in additional, new parks and facilities; however, residents would like improved access to Lake Erie
- Young adults are most likely to use the City's parks and would like to see additional parks and community events
- Respondents would like to maintain attractive design of commercial buildings with appropriate neighborhood scale and character, an effective sign code, and strong commercial design codes
- Residents would especially like to focus development efforts on Center Ridge Road, followed by Downtown River
- Residents prefer improvements to the walking and biking environment over the driving environment
- Parking in Downtown is not considered as easy as other commercial areas; however, few residents avoid Downtown River due to lack of parking
- Residents prefer off-street parking improvements over on-street improvements
- Public Transit is a low priority for improvements
- More respondents rate City communication positively than negatively
- The most desired way to receive communication about City events is via direct mail, email, or the City's website
- The City has an overwhelmingly high quality of life rating
- Regardless of age or tenure, respondents rate quality of life exceedingly high





## SECTION 4



# DEMOGRAPHICS

The Rocky River survey was sent to 1,400 random households in order to solicit opinions that encompass the range of thoughts held by the city's diverse population. The Demographics Section summarizes the population that responded to the survey.

### WHAT'S IN THIS SECTION?

This section includes the results of the six demographic questions asked in the Rocky River Survey. Each question is numbered and includes a description of the question, a chart or graph of the results, and some analysis of respondent answers.

### HOW DO I USE IT?

These responses should be used to give context to the detailed findings of the results document. The demographic questions can be helpful in comparing the survey respondent population to the City population as a whole. Over representation or underrepresentation of specific groups can alter overall opinions and should be considered.

# RESPONDENT INFORMATION

## AGE OF RESPONDENT

The Rocky River Survey asked the heads of households to complete the survey collaboratively. **Question 27** asked respondents their age, and for those households that completed the survey collaboratively, the question stated that the respondent who most recently had a birthday should list his or her age. The age of the respondent was compared to 2014 Census data from the American Community Survey for age of householder to determine the extent to which survey respondents aligned with citywide data.

For this question, 487 respondents selected one of the six age groups provided. In all age groups 55 years old and above, respondents were overrepresented as compared to their citywide population, while all age groups under 55 were underrepresented among survey respondents. This was especially true

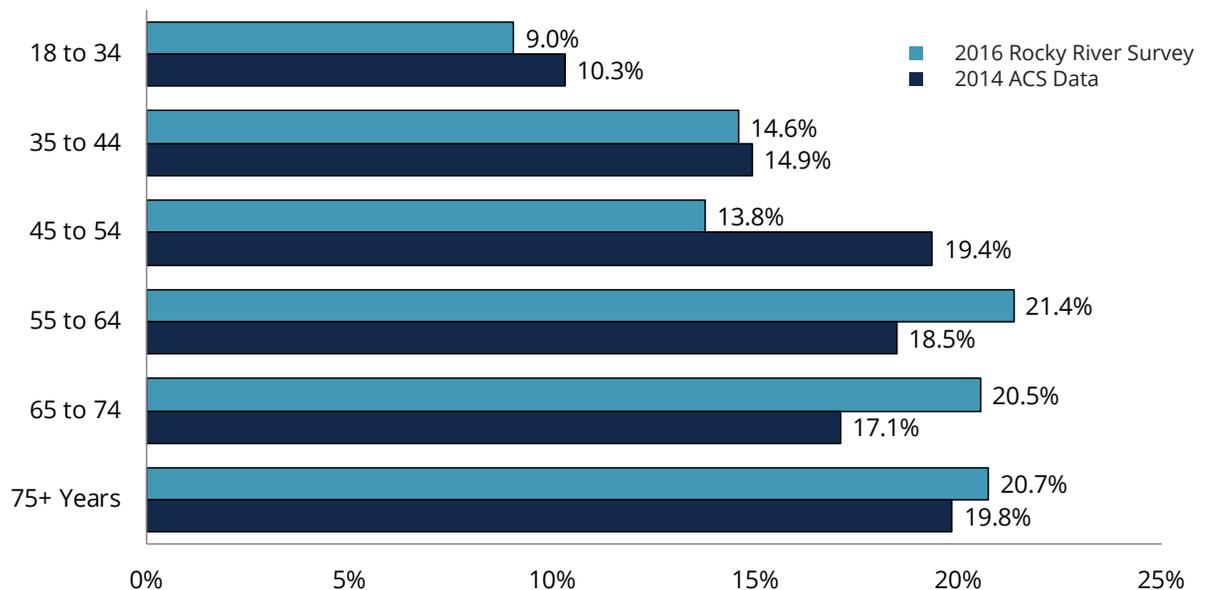
of respondents age 45 to 54, which were particularly underrepresented. Outside of this age group, however, respondent age generally matched the age of residents citywide.

This information is illustrated in Figure 31 and should be taken into account when reviewing the results of the survey.

## LENGTH OF RESIDENCY

**Question 28** asked respondents how many years they had lived in Rocky River. In general, survey respondents were more likely to have lived in the city for longer periods of time. Of the 490 question respondents, only 23.3% had lived in Rocky River for five years or fewer, while 30.8% had lived there for more than 30 years, as shown in Figure 32.

**Figure 31**  
Age of Respondent, 2016 Survey and 2014 ACS Data



**Question 29** asked respondents how much longer they planned to live in Rocky River. Of 470 respondents, the largest group marked that they did not intend to move out of Rocky River, with 54.9% of respondents selecting this option. In addition, however, 15.3% of respondents said they planned to move out of Rocky River within the next five years. This information is illustrated in Figure 33.

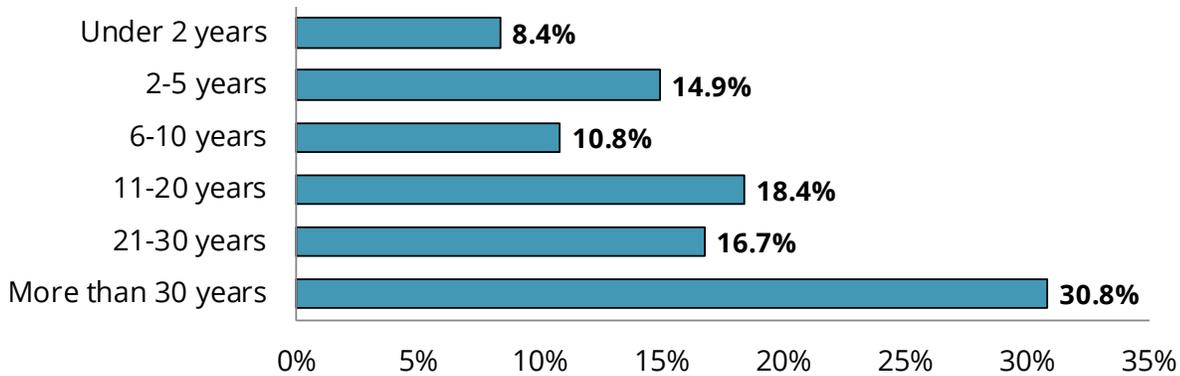
**TENURE**

**Question 30** asked respondents whether they were a homeowner or a renter. Of the 490 question respondents, 86.5% owned

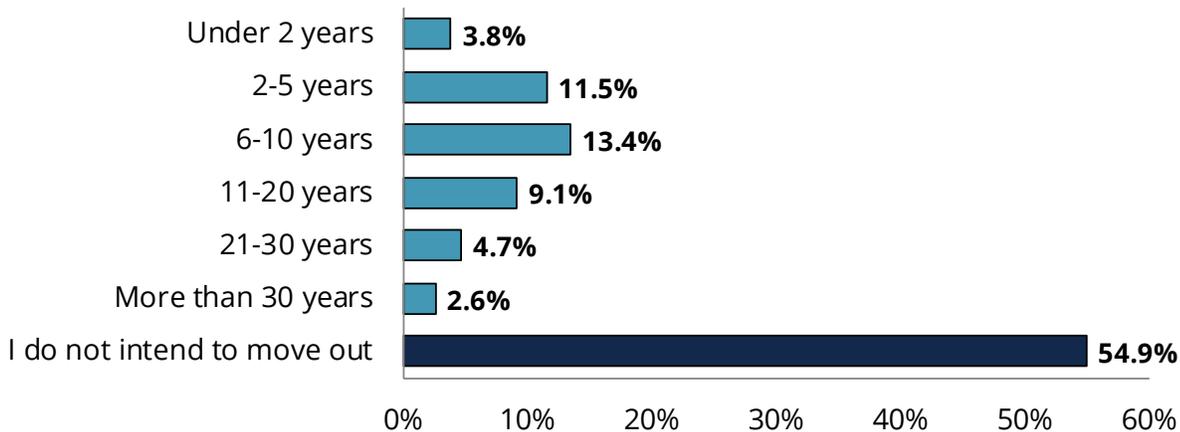
their home while 13.5% rented their home, as shown in Figure 34.

**Question 31** asked respondents whether they planned to own or rent their home in five years. Of the 470 question respondents 88.9% said they would own their home in five years while the remaining 11.1% said they would rent their home, as displayed in Figure 35. This is a very slight increase in the number of respondents who believe they will own their home in five years compared to the present day. This indicates that there may be an opportunity to convert current renters into homeowners in Rocky River.

**Figure 32**  
Length of Residency in Rocky River



**Figure 33**  
Planned Length of Residency in Rocky River



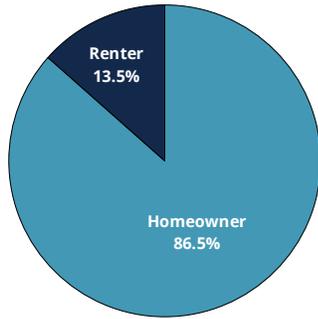
### AGE OF HOUSEHOLD MEMBERS

**Question 32** asked respondents to indicate the number of people in their household within specific age groups. To determine what extent the population characteristics of respondent households compared to the city as a whole, this information was also

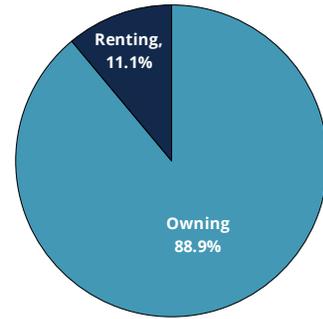
compared to the 2014 Census data from the American Community Survey.

Rocky River has a large population of families with children. The percent of residents under age 18 is nearly 20% of the city's total population. The city has a lower percentage of young adults—those aged 18 to 34—which make

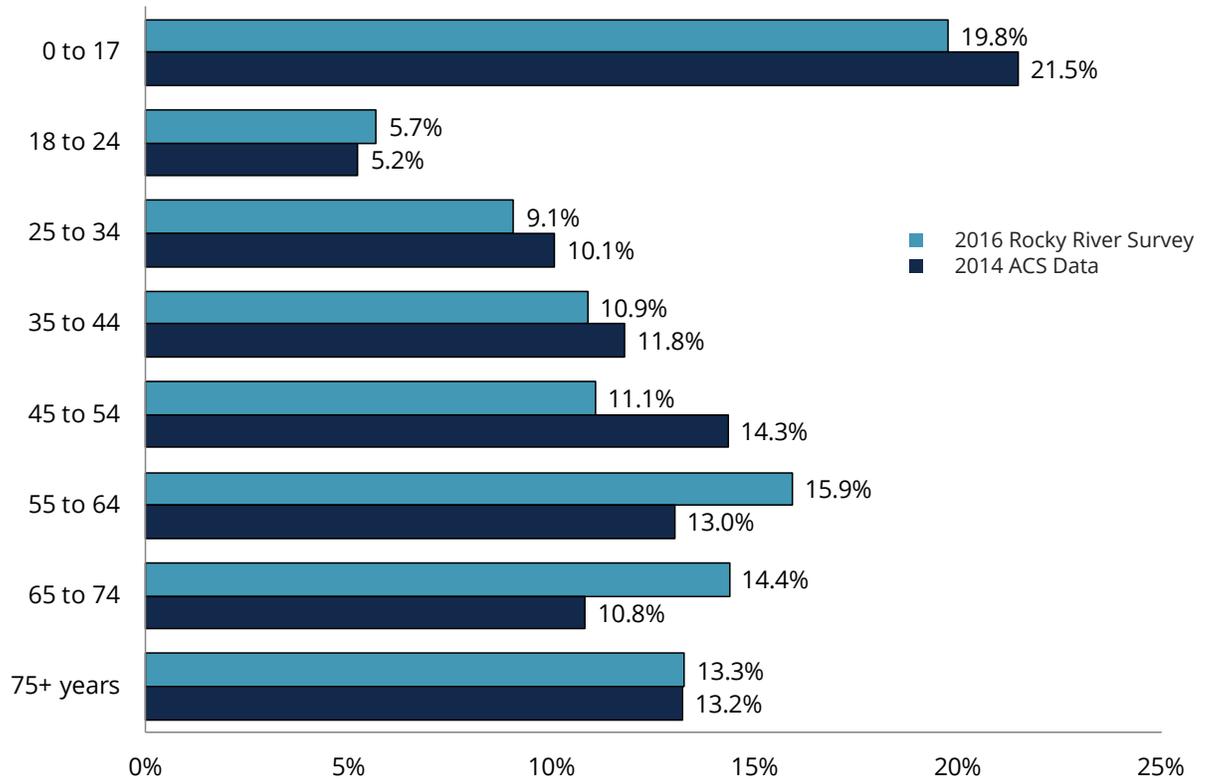
**Figure 34**  
Respondent Tenure



**Figure 35**  
Respondent Planned Tenure in Five Years



**Figure 36**  
Age of Household Members, 2016 Survey and 2014 ACS Data



up just 14.8%. Seniors, meanwhile, make up 27.7% of the city's total population.

The percentages of household members by age were generally consistent with the population of the city. Households with members over 55 were slightly overrepresented in the survey while households with children and with adults age 45 to 65 were slightly underrepresented. This information is displayed in Figure 36.



# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE



## APPENDIX A

# WRITTEN COMMENTS

The tables on the following pages contain the written comments provided by survey respondents. Comments have been grouped by question and have been placed only as written by respondents to provide full context.

Any references such as phone numbers or addresses that would indicate the identity of an individual commenter have been removed.

### 3. Comments on Residing in Rocky River:

Excellent Police Force. Safe community

For NOW crime rate is very low

R.R. provides a safe, well maintained, family environment for its residents. The school system is a major asset

R.R. also with great airport access

The speeding on my "cut through" street is a MAJOR concern and the city doesn't seem to really care

I would consider moving if more big box stores (especially Multiple of the same type) are continued to be built on Center Ridge & Detroit. It is increasing traffic while the streets are staying the same # of lanes.

Never, we have lived here for 51 years. I have always loved Rocky River and the good services and the police and fire are the best

We need housing that will keep older people from moving out.

We're disappointed with the snobbiest of so many residents under 50. this was the city's reputation and its proven true.

Property is a good investment & residents take pride in maintaining properties. Accessible: P.O. Library, shopping, banks.

More cultural venues needed. Can we address deer issues?

There is not enough condo living on the lake

I have called City Hall for 3 different reasons and never received any help just BS

Great for families

I'm here because my parents were in a local nursing home. Only one remains

Property taxes are very high compared to suburbs to the west. Westlake/Avon Lake have more house/property for less money/taxes

The city's services needs to be improved a bit. My mailbox had been knocked a couple of times by the city's snow plow team. My neighbor told me that his car was broken into several times on the street in the last 2 years.

Love living by the lake & access to highways. Worry about maintenance of absentee rental homes in my neighborhood

I would like the option of housing that includes lawn care & snow removal, willing to pay HOA fees. Do not like apartment style condominiums.

Love R.R. needs more diversity, racial, LGBT etc.

Lived in R.R. since 8/79, overall very pleased

Consider moving due to lack of diversity (ethnic, religious-Jewish life)

Rocky River is a quality community. We would consider moving out of the city only if we could not find suitable smaller housing as we are retired.

The safety director doesn't listen to constructive ideas where there is no cost!

I rent-I have landlords that accommodate me most times-I interested because its my home-I've done most of renovations-landlord won't pay anyway but I still want my home to be & look the best!

Rocky River is beautiful with almost no reason to ever leave. Shopping, parks, safety, restaurants, community center-has it all!

65 years here was my parents house who died. Love Rocky River, Graduate in 1965

We love our older home. Live in Beach cliff

Public safety and vicinity to downtown were our primary concerns in choosing Rocky River.

Police could be friendlier (smile)

Excellent city services, well maintained, disappointed when they raised city taxes .05%

A wonderful community to live and raise your family

Housing prices are getting out of control

### 3. Comments on Residing in Rocky River:

Lake Road should be lined with trees & stamped cement in the curb grass areas

I love living in Rocky River

Lived here all my life. Great community and services. Convenient location

Police department not up to snuff-- they run in packs protecting each other while ignoring most neighborhoods!

Close to airport

Not sure what to put but I really love Rocky River. Wish house prices were a little less but nothing can be done for that

My husband taught here 30 years all four of our children graduated from RR

People are friendly. Lots of restaurants, Fairview Hospital is so close, plus the parks, senior centers, libraries.

I hate the decline of River Oaks Drive. Buildings on River Oaks should be improved to conform to Rocky River character.

Enjoy the walkability of the Detroit corridor

As a note, I am renting a townhome unit

Lorain County saves a significant amount in real estate

Need bike racks, worried about increased break-ins.

I'm very happy living in Rocky River

Senior Center is like a county club. Keep taxes low! I'd move for a better rec. center not enough ADULT activities

For me the lake is a priceless asset. I get to it every possible day.

City services have declined; street paving and sewers have been neglected

Fix the roads

It would be great if the city could figure out how to fix the sewage smell when there is a south wind

A hospitable environment, safety

There should be fines for people who leave their trash in front & around fire hydrants!

Extremely happy in Rocky River!

If a proposed 4 story condo is built next to my street I'd definitely consider moving out of Rocky river

I love living here-could have chosen a dozen reason why, choose to live here. I don't want to leave but do want to rent for lower maintenance

Once you live in River only a job transfer would cause you to leave, or health issues.

We are new residents, haven't gotten a chance to explore Rocky River a lot.

I think people in neighborhoods besides Beachcliff should have access to the private beaches and have option to pay a HOA fee.

Excellent well maintained suburb

Moving only for assisted living

The taxes are high (property & RITA)!

It has been our home since 1979!

The newer neighbors move here for affordable housing and a good school system. They have no pride in ownership. We pay \$6K per year in property tax for their children to attend a good school and get suburban blight in return. We maintain our property but their homes devalue our property.

Love being on the golf course, for the view

My taxes are so high that I think I will be forced to move.

Trash pick up BY THE CITY is outstanding. The city's concern for south end of town is NOT outstanding

Keep the trash pick up as is

I would consider moving for a more bike friendly city (more bike lanes, sharrows etc.)

### 3. Comments on Residing in Rocky River:

Car drivers are rude

I was not aware of streets that are not considered RR property therefore homeowners are responsible for maintenance! That is terrible considering the main streets (Detroit/Lake) are awful

I grew up here

Good community, quality of municipal services: garbage pick up

I just moved into Rocky River so I have no plans or desire to move having chosen to live by the lake.

My neighborhood is getting/feeling more congested. Cigarette smoke is coming in my house, uncomfortable

I have been in Rocky River for over 20 years and would like to stay here. I may relocate outside the county to avoid having to deal with the Cuyahoga County Medicaid system, I am 76 years old, more on this later.

Excellent Police & Fire Dept.

Do not enjoy aircraft traffic over southeastern area of city.

I answered the above but would to really be "woowed" to move out of RR!

Moved here for the schools and love the walkable, safe neighborhood

I have lived her 60 years. Wouldn't have it any other way

Love the tree lined, well landscaped residential streets. Also the old slate sidewalk that remains in places. Love the heritage homes

I would also have selected the quality of the school system and municipal services

Higley Road! We may decide to move because the city permitted a group home on our nice residential street. VERY DISRUPTIVE! Should NEVER have happened.

Stop cutting down trees. Buy up land that is undeveloped and use a "break" from commercial enterprise

If health reasons would dictate I might have to live closer to family

I am truly pleased with the police protection and the fast response of the EMS. They are our "pride of the city"

My wife and I are currently renting. When we look to buy a home, Rocky River is our target area.

Noticeable decline in socioeconomic class of new residents

Services are outstanding, but need to maintain balance regarding value of these at some point taxes can be too high!

I could easily have selected 8 or 9 reasons for choosing RR: Type of housing, proximity to PT, Metro parks access, downtown

We enjoy living in R.R. might be good to invest in a couple of automatic trash collecting trucks

Rocky River is a very special city in a perfect location

We are 76 years old so we value our senior center. We also value the senior transportation system.

City is not very walkable to stores or entertainment. Downtown Detroit area provides insufficient parking behind its restaurants.

I am concerned about rate of property tax increases. It is not affordable for anyone with small fixed budget.

Having an ice rink and 3 pools (two city & one school) is expensive. Most of our parks don't offer grills and some have no restrooms so not great options

Wonderful

I was born here so I did not choose it. I did choose to stay here for 84 years so far I have seen many changes, good & bad. Too many restaurants and mall places. Center Ridge is a disaster with new apts. Automotive store & bldg. No good.

Rocky River is beautiful, except for Center Ridge Road. The road looks like a monstrosity and is not walking friendly

To be away from planned parenthood

I love the city. The current "garbage pick up" is VERY important to us. Please don't change this!

At 91 years who knows what is in my future-health wise.

### 3. Comments on Residing in Rocky River:

There are more than 4 reason why I live in River! Overall it's a fantastic community!

Great school system but unfortunately high taxes.

Taxes are ridiculous, we double pay city income tax b/c we work in Cleveland and property tax is really high

I wish there were more viable options for "empty nesters" who are downsizing. We want newer homes, 1st floor master suited, etc.

Great city to live. Good value for the taxes we pay

Chose "for a safer community" because there is very little police presence.

Rocky River has excellent municipal services: fire, police, EMS. I would be willing to pay a fee to keep our garbage/trash collection by city employees.

Apartment complex's should be required to offer recycling to their residents

Some residential properties are not well maintained, lawns etc.

Great walking community, convenience to airport.

Not happy with the bus stop on Center Ridge Rd across from Wendy's

Section 8 housing on Wooster was a bad idea, has made the community more dangerous.

Love the lake "Bradstreet Pier" but would move for more cheaper rent for seniors

Have lived in Rocky River for 53 years. We love it here

Another major consideration for us is avoiding the suburban traffic cluster of freeway exits & "mall traffic" (poor street/traffic mapping & development planning)

I love living in Rocky River

We are happy with the high quality of municipal services including the library and our ease of access to highway & parks

RR is safe, has great schools, and access to the Lake & Metroparks and our neighbors are friendly. It is boring and auto dominated however.

Better bus service.

Love living in River! Great community!

Community park playgrounds need updated, especially Tri-City park. New structure, benches & swings!

Love it, convenient access to everything.

Would leave for more land. City Council is not transparent. Concerned about how much money city has, want to keep city services.

This is a wonderful city in a great location. Extremely safe and well maintained. Great access to downtown and other suburbs. Clean city.

Rocky River is the BEST!!

I would not move from RR unless my health deteriorates so I need help caring for myself.

#2 if my home loses value I would consider a move.

Address the section 8 housing & property owners who neglect their yards and houses.

Would prefer more diversity

I work in very poor neighborhoods in Cleveland. Rocky River is beautiful

Living a stone's throw from I-90 there is a lot of noise coming from the highway, as well as traffic at certain times of course.

I have lived in Rocky River for 76 years, 43 years in my condo, wonderful Mayor, Fire & Police and Senior Center.

I resided in Rocky River for 26 years. Moved to Arizona for 4 years. Returned to Rocky River. This is my home. I love Rocky river and the 4 seasons

RR is a great location for many reasons!

### 3. Comments on Residing in Rocky River:

A benefit of Rocky River is proximity to airport.

Good walkable community, feels very safe.

#2 would also consider moving for a larger yard.

I'm stuck in Rocky River. I would not get very much money for my house because of my basement problems caused by neighbors property changes twenty -three years ago. I spent a lot of money, but still have problems.

More diversity would be a reason to move for us

Rocky River is a wonderful place to live.

I don't mind paying higher taxes as long as the school system remains excellent. I wouldn't consider moving to a lesser school district.

Chose "for a safer community" because there is very little police presence.

Rocky River has excellent municipal services: fire, police, EMS. I would be willing to pay a fee to keep our garbage/trash collection by city employees.

Apartment complex's should be required to offer recycling to their residents

Some residential properties are not well maintained, lawns etc.

Great walking community, convenience to airport.

Not happy with the bus stop on Center Ridge Rd across from Wendy's

Section 8 housing on Wooster was a bad idea, has made the community more dangerous.

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Rocky River is a wonderful place to live.

I don't mind paying higher taxes as long as the school system remains excellent. I wouldn't consider moving to a lesser school district.

We enjoy living here. It's a nice and well maintained city!

Moved to River 2 yrs. ago, downsized especially yard size & lawn work. Liked centralized location

Raising a family are #1 choice to life in R.R. and it was a good choice. It offers so much for family, rec center, convenience to school, church, shopping, all sport activities. And other great families.

City services excellent, great schools, nice place to live

Taxes too high! Failure to address controlling deer population

I feel that crime in this city has increased in the last 5 years. Additionally, the city should be giving citations to owners for poorly maintained homes & lawns. It's shameful.

I could have checked all the answers to questions 1

I have been a resident most of my life

**6. Comments on Housing:**

No more apartments or section eight

The majority of homes/properties are attractive & well maintained. However, it surprises me that some residences are allowed to be shabby/unmaintained without the city enforcing codes

I definitely agree with making the community attractive to keep the charm; however there are many ugly &/or outdated store fronts on Detroit, Center Ridge, Hilliard, & Wooster. In addition there are numerous outdated apt. buildings on River Oaks, Wooster, & Hilliard that bring the value of the neighborhood down.

Very good

Having codes is important in this suburb which up-grades living standards.

Not aware of design codes

Take care of run down properties. Center Ridge Road=eyesore. Detroit Rd Plaza=mundane. Old River Area=patchwork-lights are great

Homes that are not kept up with maintenance should receive notices from city with fines assoc. with neglect-other cities do this well

What can be done about deteriorating homes in a (my) neighborhood?

Apt. buildings on west side of River Oaks Dr. near Hilliard, appear to be below average quality

The condos at Wooster overlooking the Metro parks are a disgrace. Where is design Review Committee?

I lived in yacht basin for 2 yrs.-lovely place now- you let people build crap that belongs in Westlake or Vermillion-too high-too big-doesn't match existing homes there

## 6. Comments on Housing:

Rental properties need to be more closely monitored. Noticing decline in appearance of property near West way/Hilliard. Rental homes and apartments shouldn't be obvious to passers-by that those properties aren't owner owned.

City needs to better enforce building codes to ensure property owners are investing in their properties to maintain property values

Some of the ugliest additions to existing homes in northern Ohio are found in Rocky River! Brick homes should require brick additions

No more multi-family construction (e.g. apartments, condos, townhouses) especially near the lake

I do not want more apartments and mixed-use buildings

There this a very good housing section

I wouldn't want some "out of place" house next to ours.

I have a spacious and attractive condo, visitors want to stay.

Some housing & commercial property really in the "pits"!

I understand why you have design codes but I would be less likely to buy a house if it does not have its own personality. Disappointed that I couldn't build a house I like because it doesn't fit.

Brick house should not be built in Rocky River

Fix/demolish office building on center Ridge Road-ugly!

Rental properties on Center Ridge are being ignored! Tear down and rebuild

More one floor living. We are an older community

New homes should not deter from the integrity of the given neighborhood that has been existence.

Fix the roads

People who own houses should take care of their back gardens, "especially" along Northview Ave

Attractive condos/apartments should replace ones just east of Joes Restaurant on Hilliard

Doing quite well

I'm not familiar enough with design codes to comment. I think there needs to be more homes in the 2000-2500 sq. ft. range, many are smaller

New buildings should fit into the architectures to the existing homes on either side of the proposed new building

These questions are poorly worded. Generally, my spouse and I feel the city does a poor job with commercial design and with allowing people to over-build their lots.

Rocky River should not allow renting of single family homes. The quality of people and up keep of property decline.

Some new housing in recent years is over shadowing homes already in area, some structures are too close to sidewalks.

Maintain uniqueness and charm of Beachcliff I & II area commercial should match area-reference a city live Scottsdale, AZ

Too many oversize addition on small properties. "Scale" should be good. I can't believe the city approves some of these large additions that extend to the property line (too close)

River Oaks is disgusting! Unacceptable for the area. Looks like government housing.

The existing town houses in Lake Road do not match the architecture in the community

My concern is not with the design codes or our city but with the occupancy codes of our city allowing 2 or more unrelated individuals to occupy a single-family detached house. We have allowed some group-type occupancy into our city and that is not good for a sense of community in our River

Rocky River has very few existing lots. Unless you demolish existing structures and replace a new, this is wishful thinking.

Currently living in condo but looking for single family. Not much on market in my price range currently

## 6. Comments on Housing:

I do not think we need more apts. Or housing due to not wanting to live in over populated city, plazas should all match

Something needs to be done about River Oaks

It should be easier to have attached garages

Huge apartment complex on Center Ridge, Brighton Chase is a real eyesore. Should not have been permitted under new codes. Too much building on vacant land, convert more to green spaces.

Why are houses being built on tiny lots? Why are houses allowed to deteriorate? What are grotesque "updates" permitted?

Rocky River is losing it's charm by allowing such large houses & additions to be build on such small lots.

There should be more strongly enforced design and signage codes to maintain the traditional charm of River.

Center Ridge Road needs to be addressed & plans for complete restructure need to be put in place

Rockport shopping area business buildings built prior to having tenants. 4 spaces still unoccupied to much of Panera's parking overtaken by buildings

Keep the high standards, continue to raise the bar, that's why RR excels!

More liberal allowances for species and size of trees in residential tree lawns, adds heritage character, shade and habitat for wildlife.

I love RR

Rentals bring in undesirables

RR is well designed with housing options for families in all age groups. I would not want to see any more apartment complexes

My answers would be different for Ohio City where I have a business (#4 & #5)

Do not like River Oaks Drive Section 8 housing

Design could include more "small town" look for commercial. I am picturing cafes, awnings, walkways, flowers

Some areas should be razed and rebuilt example River Oaks

The charm of the existing homes is what makes Rocky River attractive to our family

Apartment building (monster) behind Panera's seems to have been a mistake

Commercial properties or minor roads in city should be tasteful and not be gaudy with bigger colors or signage, lie the unsightly new Auto zone stores

Need to institute a guideline for what percentage of any given lot can be covered with hard surface or water will increasingly be an issue

Please no more strip mall developments like "Beachcliff Mall"!

The buildings on Center Ridge Rd do not fit the design of the city. The mall was also a grave failure, which was not made with people in mind

Too many condos

I like diversity (within reason). I dislike row houses no matter what their price.

Highest focus should really be updating/replacing the apartment complexes

New homes are increasingly in violation of design codes, esp. height restrictions.

Get rid of or renovate small 60s-70s era apartments/condos (along Wooster, Detroit, Hilliard)

There is a lack of consistent building code interpretation

Building of "McMasons" on small plots was a mistake and ruined environmentally valuable riparian areas. (South of Detroit Rd. Wynnewood Dr.)

A level of creativity when it comes to housing and commercial building breaths life into redundant boring buildings

Recently built "green house" on Morewood Pkwy is not in keeping with the Beachcliff area.

## 6. Comments on Housing:

In general I feel most of the decisions on property should be left to individual merchants and developers and home owners

I feel a lot of people would want to live near the lake, near the river, near Old River, so that area specifically. Overall walkable

More homes & fewer apartments.

Signage (commercial) codes are terrible, need to be tightened & enforced

Would like to maintain/strengthen image of RR bring a great place to raise a family. Schools are central focus, garners strong support for community programs.

The housing in this city looks generally very attractive. Older & newer homes fit well together appearance wise. Beautiful neighborhood.

I believe your "bldg." dept. should be more responsive to phone calls which are not returned in a timely fashion.

I find the commercial codes quirky e.g. Chipotle doesn't look like Chipotle. At the same time, its neighbor Broke As\* Phones can't display its ridiculous name so....

Want AT&T cable

River is a beautiful place, and seems to be handling these issues adequately.

No more detached cluster homes, too expensive. Need ranch homes, one floor living.

It would be great to see new townhomes on Hilliard by Joe's Deli, the current apartments are eyesores. These could potentially attract younger people.

To keep & attract empty nester: need 1 floor living, 1800 sq. ft. (master suite, bed/bath #2, office, garage). Offered as detached, condo and rental. 3 story townhouses not practical!

Good to keep policies in place to keep the city looking good.

Brighton chase on Center Ridge Road & retail are not in scale and exteriors are not well designed.

Houses do not match the scale & design. City should maintain the historic values. Sandstone sidewalk not concrete, more trees etc.

Make sure grade of property isn't changed. I now have water problems in basement caused by neighbors changing. Past Mayor ignored. Had to install sump pumps. My basement was dry for 40 years before.

I think Rocky River does a great job right now

Existing townhomes lack neighborhood planning consistent with the rest of Rocky River and most condos are too aged.

Downtown Rocky river (Old River) should maintain codes to keep the charm and character.

Avoid the look of new Fairview park townhouses (River south) crowded with little parking, no green space and do not fit the look of nearby homes.

Prefer to apply restrictions to commercial development as opposed to residential property

Approve parking ban on boats, RV's etc in drives next to homes

This city has become a hodge-podge of ugly commercial buildings. Especially strip malls on Detroit and old ugly buildings on center Ridge, no congruency.

Make it easy and attractive for recent grads, young couples and seniors to return, relocate and stay.

## 9. Comments on Infrastructure and Identity:

There are several unattractive buildings on Center Ridge. Something needs to be done with old Target

Obviously the eye sore streets are Center Ridge, Wooster, & Hilliard and they need TLC! Update store/apt. fronts, tear down vacant buildings, update paint colors.

## 9. Comments on Infrastructure and Identity:

Some need cleaning up

Fix the streets. Trim the trees before you think of public art

Center Ridge Road is an eye sore and very difficult to walk. The small commercial portion of Lake Road should be made more walkable and friendly to foot traffic.

The above make Rocky River what it is, a good place to live.

Center Ridge Road is an eye sore

The pot holes have gotten very bad in the last few years & when they fix them the tar/black top that is used does not stick & it comes right back up. The streets all need to be resurfaced.

Design choices seem tacky and trite. Signage & storefronts could be more unified.

Entrances to RR should be beautiful! (Lake Rd, Wooster, Clifton, etc.)

Hilliard Blvd entrance to R.R. between Bridge and Wooster is a disaster. REDO LANDSCAPING PLEASE!!

Don't screw it up! Repair the street we live on-not just the "rich" section by the lake.

Replace, paint repair bridge into Rocky River-looks terrible. City should monitor rental properties especially on Hilliard, Lakeview, West way and enforce repairs so housing does not appear run down & bring in undesirable people and ACTIVITIES. This will deteriorate our community. Need bus shelters

Construction on Wooster has made it difficult to find that area attractive

Center Ridge Rd has improved quite a bit.

AutoZone-on center Ridge-awful-Westwood Town center needs Improvement

Trails & bikeways are endless in the metro & local parks.

City should emphasize pedestrian/runner/cycler safety-make it easier to cross the streets. Snow plows should NOT plow in corners!! Don't dump snow at corners so pedestrians can't get through

Leadership in city needs to maintain RR as an upper middle class community. Nearly 25% rental properties have a negative impression. It's size and school system lends itself to a strong community core.

The new auto zone bright orange is obnoxious!

More development along the Rocky River front would be a plus.

What can you build and/or improve that will add value to existing property owners? Increased property values will allow property owners to invest in their buildings.

Center Ridge is ugly

Center Ridge is primarily commercial; shops needed for residents-attractiveness is not an issue

The Post Office landscape is horrendous! West Town Plaza w/landscaping, hanging flower baskets is attractive. Linden shopping center should take note.

Center Ridge is getting better, still needs improvement.

Hilliard is a fright! Big trucks are ruining the peace and pavement. We have a commercial enforcement vehicle that stops no trucks! Why?

Don't waste money on signs, like downtown Rocky River signs

Sidewalk need to be fixed on Parnell ave. and Story rd.

Sense of place? Both beauty and art are in the eye of the beholder. Ex: that stainless steel behemoth across from Westlake's police station SW corner of Hilliard and Dover Center

Generally "ok"!

The look of Hilliard Center strip could be improved. Flower boxes like Westlake would be helpful

More bike lanes

### 9. Comments on Infrastructure and Identity:

Both Detroit Rd & Wooster Rd need to be repaved. Need better "Welcome to Rocky River" signs. I like North Olmsted for example. City of Cleveland's are nice too, ours are old. Rose 1970's office buildings on Center Ridge are awful looking but I don't know if anything can be done

The condition of the main streets in R.R. are in terrible shape. The difference between Westlake and R.R. is stark and should be unacceptable.

Any new paving of streets should include a bike lane. This should be a mandate for State, County or City

Center Ridge! Blow it up and start over

Timing of repairs so as not to inconvenience citizens

Center Ridge, Hilliard, Detroit are terrible! Rough

I would like crosswalks in my neighborhood. We cannot cross the street without going through the tree lawn. This is inconvenient for strollers, bikes & boarding the school buses.

Detroit Rd is too busy! Don't spend money on dumb projects. Incorporate use of volunteers/prisoners/ etc. to pick up trash along I-90

Streets need repair ( a lot of repair, forget public art-fix the streets

We need frequent street cleaning. Stop weeds from growing out of the sewer drains!

Run down apartments, town houses on Hilliard unkept. Fix the roads

Rocky River roads should all be resurfaced Detroit, Center Ridge, Hilliard, Orchard Grove

Center Ridge Road is very unattractive.

Of all the main streets, Center Ridge has the most room for improvement.

More attention to aesthetics is needed in the southern part of the city-plenty has been done on Detroit

Parts of Detroit & Center Ridge are attractive, money should only go to public art if the city has extra cash.

Generally, the city maintained landscape is abysmal. Poorly conceived and not maintained at all. For example, watering all those service berry trees on Wager Road would have been a good way to prevent the loss of the investment, since they almost all died.

We would like to see Center Ridge re-thought about how it has turned out. Too close to street and too massive.

Don't know enough about sewer & storm water-be efficient, effective and updated. Streets need repaving all over.

Pave the streets and roads. Quit patching and pave, worst in the county.

Well paved roads and sidewalks should take precedent over fancy street signs and lamp posts

Traffic lights on Center Ridge Road are no effective with people who have disabilities

No more mattress stores, please! Unattractive store fronts on Center Ridge

Tree lawn should be mowed at city gateways i.e. Lake road entrance to Rocky River

Regarding the city paying for public art and gateways into the city enhancement I disagree. I feel strongly that private money from residents of River be raised for these tow items mentioned.

The main arteries show civic pride. However, the side streets could use some updates

Center Ridge Rd needs improvement-flowers etc. Business or City needs to enforce snow removal plows make it impossible to navigate sidewalks!

Center Ridge & Wooster need improvement

More trees in commercial areas like Center Ridge road would look nice

Wooster Road from Center Ridge to Hilliard needs resurfacing, especially northbound, once sewer update is complete or is it H20 line.

Center Ridge is a disgrace-\$\$\$ or Old Detroit-not a dime for CR. What about awards for improved property? Pain the electric substation-looks like a junk yard-can they be made to do that? What about the paper in the windows of King Wah or whatever? Oh and on it goes!

## 9. Comments on Infrastructure and Identity:

Having bike paths, lanes, and sharrows would help to bring young people/families that are flocking to the influx of young professional jobs downtown.

Pave the streets!

Sewers need repaired/replaced before art! Feel north of Detroit gets attention first.

As a new resident I am unfamiliar with some of these core community values

Old River is attractive. The rest of Detroit road is not.

Street signs should be updated to classical small town signs and more visibility at night. Landscaping throughout City needs improvement.

Hilliard Blvd. east of Wooster needs attention on south side of road. Overpasses dirty most of time.

Detroit and Hilliard are in need of attention! Lake and Center and Wooster are good. Lake is great!

Love the heritage neighborhoods around the RR library. Love the RR signage with the old bridge. Good landscaping!

Side walks on Center Ridge in winter needs shoveling and traffic lights need more walking time.

Too much commercial. Not enough hometown look. I don't feel like I live in a community, too "city" structured. I live in the "city".

Traffic on Center Ridge has gotten too congested- to many businesses

May major streets i.e. Detroit And Center Ridge need repaving, very rough.

Need bikeways/markings on main streets

Storm water seem to handled OK. I think bike lanes can be dangerous.

Need more bike trails! More bike lanes too.

#8 although I "agree" with the statement or "choices" of RR I do not think they should get much attention over other issues

No money should be wasted on "public" art

The trees on the tree lawns are not suitable for our weather. Bike lanes should be put in on Willard.

Executive Club on Center Ridge is unattractive not enough trees on Center Ridge by Westgate

I feel that there is a safety issue with cars leaving the Post Office onto Hilliard. Living on Struhar Dr., trying to turn west is a nightmare. This is not just when Wooster Rd. has a detour, but on a regular basis.

Detroit is getting better but still need improvement. Entry on Lake from east needs to be pedestrian & bike friendly. Frankly its dangerous.

Historic preservation should be a core value, not sure that it is.

Wooster needs paved, many city streets and sidewalks are in terrible condition. Put Christmas lights/decoration in downtown river.

I think Detroit & Lake are nice and attractive but the other streets need some work (landscaping). No big signs on business like in Coral Springs LF- all signage is on the road level which is more pleasing to the community

Don't over commercialize the city.

The city does very good job maintaining the infrastructure

We have had a problem with our front sidewalk for about 5 years and it does not get repaired. Numerous sidewalks on our street are hazardous for walkers. Bonnie Bank Blvd.

Hilliard Blvd. in Rocky River is embarrassing compared to Westlake

Detroit Rd is outdated and obsolete. It should be widened to 2 adequate lanes in either direction. Potholes are a problem but I believe Rocky River does the best it can.

Addition of public art would help spruce up the main streets

Most housing south of Detroit are very tired looking.

Would love to see more flowers in downtown RR and flowers in the median of Hilliard Blvd.

### 9. Comments on Infrastructure and Identity:

Center Ridge is too busy and dangerous for traffic

We are artists but we think public art is tacky and usually poorly selected. If anything highlight the contribution of Viktor Schreckengost. He is a treasure! (deceased)

We believe that historic preservation and environmental sustainability should be core community values.

Bicycling in RR on streets is unpleasant and unsafe, need safe bike lanes. I would like Detroit & Center Ridge to have stores closer to the street, like Lakewood.

Traffic on Detroit and Center Ridge is a pain, I avoid those streets.

Center Ridge could be spruced up, wish the bus station would go away. Brings many undesirables to the city.

I would like for Rocky River's identity to eventually include being an eco-friendly community.

Center Ridge is a dump.

Concerned where all the money would come from with all projects city should be also concern.

Sewer system on Hilliard near Westmoor - disaster!

Access to all businesses & areas seem great. "Old River" area is beautiful. Roads are good around town, as with any winter climate area, pothole filling is important.

Love the flower boxes on Hilliard

You have got to be kidding regarding Center Ridge Rd. It is a mixture of junk and poor planning!!

More street signs etc. in middle of intersections in LARGE letter

Street sign at Hilliard and I-90 going west is very confusing. First sign should be changed and look more like this rather and because if you are in middle lane you don't have time to move to right lane to go on West way. I see near accidents every time I am at that intersection. Also, when utilities, landscaper, etc. block roadway they should be required to direct traffic safely instead of just closing a lane.

Portions of Detroit Rd are attractive but there are sections that are not.

Would feel safer if ped. crosswalks outside of my condo (the Westlake) would be repainted!! Like to cross street to go to Chas. Scott, Salmon Docs etc..

More care is needed on Center Ridge, I realize this is a business area, but there should have been more care with the Auto Zone building.

Thank you for paving Linden Road. What an improvement.

The apartments near Joes Deli are not attractive, especially as a gateway from Lakewood. Exception: the Hihoc is well maintained. I appreciate the efforts to improve our sewers and streets in recent years.

Center Ridge needs help

As much as we have road work, we applaud maintenance work to keep up w/infrastructure.

Scheduling of street & utility repairs is poor, Wooster, Linden, Lakeview construction at same time.

If I want art I will go to the art museum, if I want to work out I go to my fitness center. City should not provide these.

We wish the city would choose to not fertilize parks with heavy chemicals

I think other than potholes and some bumps in roads Rocky River does a great job at road maintenance.

Beachcliff street are attractive, others not so much

Streets north of Detroit are attractive and streets south are generally not.

River Oaks Drive is an embarrassment to the city. Zoning officials should be ashamed of Center Ridge Rd.

Center Ridge is ignored. It's ugly and the city should give it the attention Detroit has received.

I feel like the roads, sewers & new development are poor. Looking more & more like North Olmsted, sadly!

Consider copying the community planters concept Westlake implemented so well on Hilliard Blvd.

#### 14. Comments on Parks and Recreation:

I haven't gone

Bradstreet's handling is deplorable at times. Such an asset should not be wasted. The restrooms are terrible.

Additional bleachers have been helpful. Please keep playground equipment maintained. Bathrooms seem to be cleaner.

The rec center fitness area could use an expansion. The weight lifting space is small with limited mirrors and areas to use free weights.

Do not add any new parks, take care of the ones we have, Tri City Park is in bad shape

The chain link fences around some of the parks are ugly and unnecessary. The parks should be open to the surrounding neighborhood (i.e. Rocky River Park). Signing up for classes/items is very difficult and should be able to be done on line.

It's great that parks and recreation are there for families to use or children to enjoy!

Needs more outdoor basketball playing courts at more of the parks.

Concentrate on street repaving instead of improvements of parks.

We need a curfew that is enforced. Parks should be monitored more closely as young adults are very loud, drink and roam the streets at all hours of the night & morning throwing beer cans, food containers all over the neighborhood-BAD FOR COMMUNITY!!

A public access point that is larger and well kept for Lake Erie would be beneficial

Should fix the plumbing in Martin Park. Several times there was no water in summer for dog walkers.

Parks with beach access often have a lot of trash and debris

Rarely use, always go into the valley/reservation

Linden Park no safe-don't know about others

When there are Sunday music festivals more chairs for the elderly etc.

Hands down the best city and park & rec's I've ever lived in of 3 states and 15 different locations thru out Ohio!

Good distribution of pots/green space through city. More lake access would be desirable.

Nice variety of options in RR asset

More amenities at the Rocky River reservation with community events that are well-advertised would be preferable

Connect Rocky River physically and through branding to the Metro Parks outside of the lake it is the city's best asset

Landscaping up-keep has been very poor over last 5 years

I really don't use above programs

Have used the rec center-excellent

Community events, parks and recreation are amazing!

People need to pick up dog poop and the trash

You need more parking at outdoor pool and ice rink. Ice Rink needs to be marked more clearly.

Improve Rocky River park & Bradstreet Landing. The beaches have to cleaned more.

Rocky River spend all the \$\$ on the insane "GVMT" complex for costlier prosecution instead of caring for "city"!

I need to get out more, apparently...

Rocky River Park is great! Would be worthwhile to import sand. It couldn't be that expensive - also need to keep up with the driftwood

Great little league baseball program!

Little league baseball needs to be moved or at least split with goldwood. A waste of best ball fields by not using Elmwood

Linden Park needs to remove the "sledding" hill to expand use for soccer, flag football and other activities

#### 14. Comments on Parks and Recreation:

Appear to be more family orientated for younger ages- middle school or before

Don't use parks and Recreation facilities

Need more ADULT activities. Please use bromine rather than chlorine in pools. Civic center is gross!! Dirty, hair, toilet paper on floor. Children in spa, children swim lessons from 5:30-8:30 pm. How about offering water polo and programming? Martin's park has unleashed doges, dead & dying trees, overgrown weeds. Too much spent on playground equipment that isn't used. Why? Cost vs benefit because you can doesn't mean you should. Playground equipment near city hall not used. How about curling at the ice rink?

Ramps at Rocky River should be lengthened and marina & restaurant should be opened earlier and closed late.

More police presence needed at R.R. park. There are so many non-residents often behaving poorly.

The new parking lot at Rocky River park was disappointing less parking, no bike racks, middle island and green space between parking spots a waste of space, less room to drive through

We need a park like Clauge Park in Westlake, tables, bbq pits, a water fall flowing into a lake

Awesome

Improvements to rec center needed

We have a wide variety of parks. I think this is a strong point of Rocky River.

Facilities are good, but in need of attention. Much of the equipment at the fitness center needs work or replacement. Also PLEASE do not install playground equipment at Bradstreet's! There is enough available at all of the other parks.

Would like to be able to swim at Rocky River Park

Equipment could/should be upgraded in the rec center

Maintenance of the public space in RR is poor. Rocky River Park should be a jewel of the city and the region, but is very poorly maintained. It should embarrass the city.

We are very fortunate to have the management of our parks and recreation. Most citizens of this town support these facilities.

Programs for youth though are good

Homeowners who live in areas other then Beachcliff neighborhoods should have the ability to utilize the private beaches and pay a Homeowners Assoc. fee and they check to do so.

Please return Sunday concerts to RR park, showcase the lake and bring back participation of younger families.

Now that we have a child, I wish I knew more about the parks & programs

We should be able to sign up for recreation activities/programs on line

Rocky River Park-wish fencing, pier, well maintained and attractive. Also wish brush was better maintained; beach cleaned. Wish ball field at Linden higher quality maintenance. Improve and maintain tennis courts at Library area

There must be a better way to publicize recreation activities and do online sign-up

Parks need to be maintained better i.e. Linden Park/flower beds/tennis courts/parking area repaved

Need to improve the equipment for the Silver Sneakers Program, bands, balls and weights etc. Fairview much better

Only moved here 7 weeks ago. Use Elmwood Parks (woods) regularly however the woods has trash in many areas(-cans, bottles, wrappers, occasional garbage bags left in woods, etc.)

Civic Center is not very family friendly and over priced; Bradstreet's could use a new fence

I pay each time I go to the Rec. Center. Often that seems to be annoying to the desk person.

Trials in wooded areas would be expanded and better maintained

Why is there never a band concert at Linden? Why is there no gazebo at Linden. Why are the walks neglected. Why is there no attractive lighting at Linden or perhaps stone gate posts?

Parks needs more toilet equipment.

Linden Park has a broken slide that hasn't been fixed for a long time.

#### 14. Comments on Parks and Recreation:

The RR rec center should offer more fitness/wellness programming & use it's facility to the fullest rather than renting it out to the Cleveland Clinic

Would love to see renovations of Bradstreet Landing as I see at Rocky River Park

Toilet facilities should be built at the City Hall Park

Programming needs to utilize the web more. Schedules, sign up, pay pal etc.

Love all Rivers P&R centers. I go to Bradstreet and RR Park daily. Bradstreet is great, but needs cleaned up, vacant store, cluttered waterfront, trash, etc. love the pier.

At 91 years of age, I cannot comment

Appreciate the bike racks and could do with more.

The city does not take full advantage of its river to lakefront location

It would be great to go to our city parks and not have DOGS running around everywhere. These are NOT DOG PARK! They should cater to HUMANS!

Programs are excellent if you have a great income; however elderly & those who's income are not great cannot partake.

Playgrounds, trails, seating, walkways, more steeps, picnic areas, LACKING-use Lakewood Parks as example. Pool is great.

In regards to investing in NEW parks, I would say, improve and maintain current locations, before adding new ones.

Rocky River Rec Center s/b used primarily by Rocky River residents. Volleyball monopolizes gym time too much in winter.

We could use more basketball courts

Careful not to make park and water access better to non Rocky River public with Rocky River paying the bill

Rocky River beach should have added more parking, that center island is way too big

Need new pavilion at RR Park

I just moved into R.R. few years ago. I'm 87 years old so I'm not really qualified to make these judgements.

More areas for adults to sit-rest or watch children at play. More info on facilities at the different parks. Parking area needed at RR park especially

Contain costs- maintain and use what is already here

Areas in parks with landscaped beds and shrubbery could be better maintained with trimming, weeding, flowering plants.

Library should not be closed on Sundays in summer. Ward 3 has no parks, the "tot lot" is not a park. Beach at Rocky River Park is not maintained. As previously state there are no grills or restrooms at some parks. Recreation facilities are closed too early and on Sundays in August.

Walgreens needs a bike rack. The City Hall campus is not walker friendly and there is inadequate parking. The parking lot should not be the center. Rocky River Park should have a beach/swimming.

I never used them

I am VERY glad that the summer concerts were moved to City Hall area-easy drive & seating area for all ages-not just the BeachCliff residents.

Not enough parking @ RR parks, need more benches as well

Overall good, should be more consistent park to park. Capital programs are great but need to be backed up with appropriate maintenance.

Wi-Fi need improved at Rec. Center. Better maintenance of parks (i.e. trimming/mowing grass). Have taste of River and Wine Festival on different weekends.

Resident Recreation Center fees are too high compared to other facilities such as the YMCA; Bradstreet landing fence needs repair.

#### 14. Comments on Parks and Recreation:

Bradstreet's Landing needs improvement aside from the pier Rocky River Park has very little parking. City Hall Park needs better drainage of large puddles.

I would like trail access down Wooster Road hill into the metro park to safely ride my bike up and down

Leave some areas alone, don't need to develop every inch of land

I have only lived here 2 years to give an accurate answer

Parking-lack of good benches at Bradstreet

Bradstreet Landing needs more attention regularly and beach clean up. Do something with the club house

Don't use anymore.

It would be great if we had a bike path in Rocky River

Parks should all have a water fountain and a bathroom. As well as walkable paths for people pushing strollers.

Rec center needs improvement, as do some of the parks.

I really enjoy the summer concerts. I wish they continued throughout the year at the Sr. Center or high school. Don't ever have a concert inside the skating rink. It was stifling and smelled. Even in the heat, outside was better. Still not enough parking at Rocky River Park. Parking should be allowed on the street!

Dislike music in park program. Glad moved to City Hall. Do not want more parking, encourage more outside=crime.

Classes for toddlers too expensive- registered in Lakewood to save \$. Not enough offered during the day, focus is on working parents, NOT stay at home families.

Of the four parks/visit regularly, they have been very nice and well kept, safe & clean.

Recreation facilities should be open earlier on Sundays and Holidays.

Not enough evening classes etc. for preschoolers, when both parents work, daytime only classes are useless

The service people must do a better job of pulling weeds.

Signage for park locations is poor or non-existent! Can be too many fireworks programs in summer, etc.

Get rid of smell at Bradstreet's Landing, to many years of it.

Do not use parks

I haven't lived here long enough to know.. But I tend to go to Lakewood Park or Edgewater for their size + Lake Erie access.

More events, live music and festivals

Not familiar with programming, or most of the parks and recreation facilities, and can't afford membership at Umerley

Nice improvements to the City park but the restrooms are horrible in disrepair, unclean, drinking fountains not working for years now! I don't understand this when the park had so much work don't know why these weren't fixed/maintained. Get it done!

I am a resident who exercises regularly at the Recreation center.

A park at Shoreland & Wooster would be nice! Love the access to Lake Erie & Metroparks. Miss the picnic tables at east end of Rocky River park. Wish it was easier to park there as well.

The locker room at the Rec Center needs more large lockers. Especially in winter. At a minimum they should be spread out since everyone congregates around them. Swimmers understandably get the floor wet which makes it inconvenient for those changing clothes to use gym.

Parks are adequate.

I don't use the parks and recreation facilities very much.

Better pedestrian access to metroparks, possibly near Wooster & Center Ridge. Graffiti at parks needs quicker removal. Cost of civic center/pool membership is too high compared to surrounding communities for the quality of facilities.

**14. Comments on Parks and Recreation:**

The upgrades to RR park-parking was improved but other upgrades were not worth the time and now its not being maintained should have left it alone.

Need more financial aid for low income families, children to assist positive active.

City does not need any more parks or recreation. More help for seniors with yard issues. Rocky River Library very helpful to seniors

Parks & Recreation facilities need some updating specifically the outdoor water zone pool is wonderful but the bathroom & locker room is so unfriendly to families with small children. Also no functioning drinking fountain at Rocky River park?

We enjoy the new pools and rec. center

Not enough parking near RR park. No parking allowed on nearby streets (this should change). There should be no swimming restrictions.

More shaded areas with seating.

Rocky River Park needs additional parking. Landscaping at City Hall park, between west parking lot and playground should be better maintained. It is often overgrown with weeds. The benches in that area seem to have insect infestation.

Expensive.

The parks are very good, and those are some of the things that we love about R.R.

Parks are well maintained.

Summer music concerts are good.

When looking to purchase we were far more impressed with Fairview Parks Rec. center. We have only been here a short time and plan to use recreation facilities a lot more.

Bathrooms have been a bit scary for a while in many parks.

Would love to see Detroit Rd more bike friendly

The successful soccer program at Linden Park often leads to some parking overflow

I have enjoyed the parks and rec dept. activities

**16. Desired Retail:**

Walmart

Book stores, toy stores, pet stores

I believe there is already good diversity in the retail community.

Boutique shops and cute eateries

Brewery

Best Buy, Bed bath & beyond, large retails in North Olmsted

Additional dinning

Specialty-places to eat (not chains), destination/specialty entertainment

Well obviously NO more auto, mattress, nail or vape stores! How many does one city need? More family style restaurants would be nice. Stores that support local individuals from the community!

Clothing stores

I have not given much thought

We have more than enough retail

I would love to have a store like Cara's Boutique here in Rocky River

**16. Desired Retail:**

Launder not service

Restaurants, bars, coffee shops, local vendors

Craft store

More restaurants/ more variety.

More small scale shops

Independent SMALL shops

Unique stores not chains

Athletic store, party store, bakery, craft store

Trader Joes

I think its pretty well coved as it is

Upscale pastry shop for after dinner dessert & coffee, more shops & restaurants-connect downtown R.R. to shops at shopping by Burntwood Tavern-the old Shopping (covered shopping) was very unique that came to for dinner & shopping. Rocky River used to be more quaint & appealing 20 years ago.

Sporting goods, public driving range

More chain restaurants, Red Lobster, Macaroni Grill etc.

Restaurants, clubs

Sporting

Clothing stores (Gap, Old Navy)

Department store besides Kohl's

Victoria's Secret, Chico's (Woman, Juniors) like it used to be in the Beachcliff

Outdoor/sporting equipment

No more retail-can't seem to fill the empty spaces now.

Upscale anchor stores for Westgate.

Unique non-chain businesses (similar to Lakewood)

None, just clean up what exists "enforce building codes"

We have enough retail

Satisfied with what we have now

Trader Joes

More upscale independent restaurants

Women's clothing

Boutique shops and interesting quaint coffee shops and restaurants not the junk ones we presently have

Walmart

Healthy restaurant like that core Place Strongsville got

Local businesses

Auto/motorcycle/board & ancillary stops!

Focus on BOTH downtown River and Center Ridge

More sit down restaurants

Food store-more restaurants

Locally owned businesses

Retail stores-not at Westgate

Shopping (mall, stores) indoor

**16. Desired Retail:**

Pottery barn, max's deli

More unique boutiques and restaurants

Like Crocker Park-residential & retail together

Smaller stores, no more big boxes, no chains

Too many nail salons and auto parts stores. Also too many mattress stores

An enclosed mall

Seems we have enough of everything, no vape stores or tattoo stores

Additional laundry and dry cleaning

High end

Costco, World Market, IKEA, LL Bean, Trader Joes

Dillard's, Nordstrom, GAP

Something that would compare with Crocker (smaller scale)

None

How about another mattress store??

Let's keep retail stores in relationship to the numbers we have to use them.

Shops like Westlake Crocker Park

Nordstrom type

Restaurants/cafes. Retail stores that attract spending.

Less mattress stores

Sporting good and apparel

Stand alone anchor stores such as Old Navy

Dollar store in Westwood Town Square

Independent restaurants

Boutiques, clothing. Try not to repeat what is existing retail

Home good, arts& craft supplies

Boutique stores, local restaurants

More quality stores instead of discount stores

Unique small, non company owned retail or service business

None

Reasonable priced, boutiques/ fashion, home, sports etc.

More mom & pop stores. Different restaurants, boutiques

Boutiques

Boutique-local retail avoid auto zone commercial signage

None-do not turn Rocky River into a Strongsville

Not sure, maybe boutique , kitchen store Wilmar-Somana

Restaurants, electronics, music, art furniture

We have most everything already

There is enough

Outdoor recreation/outfitters

Non-chain stores

**16. Desired Retail:**

Upper end

None

Small or local businesses

Upscale anything, men's & women's

Jimmy Johns, sushi restaurants, Meijer, more clothing retail store

We have lived at this address for approximately 49 years and have never had a desire to move elsewhere

Boutiques

Furniture

Natures priority for me, not retail

Clothing Dept. Store

Inexpensive bars and restaurants

Office building & mixed use

Covered mall

Apparel

Propane tank available to buy

Mom/pops store, NO nationals!

Restaurants, small local shops

Boutiques, higher end chain retailers

Independent retailers not chains!

Back packers shop

Outlet stores, resale shops

Department store at Westgate

Small owner run clothing & specialty shops

Pier 1, Old Navy, Bed/Bath, GOOD RESTAURANTS!!! No more chains please!

Year round farmers market economical, deli, cafes in "café setting, not the grocery store

We have enough retail

More specialty shops- food, clothes

Clothing retail

Boutiques & restaurants

More grocery stores than giant eagle

Non big box

No! Existing situation seems OK

Small boutique shops

Candy store, bakeries, children's clothing

A medical supply store like accurate

Unique or local independent stores-not franchise or big box

Upscale

German food restaurant

We have enough now!

**16. Desired Retail:**

Small boutique type. More quality stores: pier one, world market, Banana Republic, winds of change, gap, anthropologic, apple tree books.

Meir's food store, Walmart

Boutique shopping & dining

Too many already in area

Anything besides nail salons, mattress stores and vapor stores! Enough

Gift shops

Encouraging local retail and high end-emphasize big box

Services more than pure retail

Consignment, antique, upcycle, artist-crafts experiences

Maybe shopping offered in Beachwood so that we have the same opportunities as the east side and also small mom & pop eclectic shops

No more retail

No more "big box" stores. Specialty stores: Pottery Barn, container Store Look to Lincoln Parke in Chicago for ideas.

Bowling Alley, stadium seating theater, Indoor putt-putt

Restaurants/food

Art & craft, local made products.

More dining options, upscale retail stores, miss Talbots

Holistic

Boutique, local retail

Art & hobby supply e.g. Hobby Lobby store

Department store, furniture store

An independent book store, a cooking school/ gourmet cooking shop

Restaurants, locally made items

Local (non chain). Clothing. Bar/Restaurant on Center Ridge (wooster-Wagar). Tiny grocery

Old Navy, more food options that are healthy.

Local business spaces, outside of Detroit Rd.

None, already too congested.

No more nail salons or mattress companies!

More small business in general. However, seems to be a good amount here.

Pretty well now

No specific recommendation

Trader Joes

Any retail established already and not a fly by night operation

Old Navy, American Eagle, Build-a-Bear, sporting goods store

Small business retail.

Restaurants, small shops

Bed Bath & Beyond, Sporting Goods

Boutiques

High end specialty shops

Large retail outlet: Dillard's or Macy's

**16. Desired Retail:**

None

Restaurants, bars/clubs, 24 hr. gas station

Electronic Bix Box store e.g. Best Buy

Unique shops and restaurants, less chain/big box stores & restaurants

Drug Mart

Not really much more. Traffic on Detroit and Center Ridge is bad enough

None, Rocky River Merchants meet all my retail needs

Small / medium home goods

Clothing stores.

Add Noodles & Company restaurant for more variety fast food

Good high quality restaurants

Quality clothing store

None

Food inventory/finer dining. Too close to Crocker Park, we have enough already

Baby store

I think we have enough

Indoor playground (large)

More local-unique not chains

Boutique, art galleries, restaurants

We feel satisfied with the retail stores that we have.

Trader Joes

High end juice bar

Between Crocker & Westgate, does our population support all these stores!

Downtown with an art/independent focus. E.g.. Record Exchange, art galleries. No Walmart! But please add a Dunkin Donuts

Small business charm

Quality look & cohesive! Not new ugly strip malls like North Olmsted with no continuity.

Boutique

More professional services, more small business-niche businesses

KFC Restaurant, Walmart, Sams Club, Cosco

Sporting goods, bike stores, healthy food options

**18. Comments on Commercial Development:**

I do not like the 6 new apartments in former Rock

Center Ridge needs improvement

Downtown RR is nice, should invest elsewhere in the city (especially if Detroit Rd is not going to expand, how much traffic can it sustain?) Plus there is very little parking for downtown RR.

Where exactly is "downtown"?

Change name "Downtown" Rocky River. Rocky River is Rocky River, apart from being "downtown"

Detroit area has had improvements, I would focus more south on improvements to Hilliard and Center Ridge

## 18. Comments on Commercial Development:

Center Ridge needs to be a top priority

Center Ridge except the newer businesses, really needs some improvement between Wooster & River Oaks

On Center Ridge Road we have vacant store fronts that need to be used or upgraded to attract tenants. Signs should be uniform.

The zoning staff seems weary & not open to calls, suggestions or complaints

The city is pretty much built out

Downtown needs to be expanded & unique so people from other locations want to spend the day or evening here & cater to restaurants & retail also need bus shelters so people are not sitting on curbs, etc.

Priority is for the whole city not just downtown R.R.

Need bike rack in front of CVS, not hidden behind LaBamba

Worst sewer system outside of Cleveland

Make sure signage and such are in keeping with the "Old Rocky River Signage" - pretty

Center Ridge East badly needs updating, more consistent design--less stand alone business in parking lots.

City should focus on attracting major corporation headquarters and technology-based companies

Too much old looking poorly maintained commercial properties

Vacant Target building needs a new tenant

Plant trees!! Downtown Rocky River looks great.

Lake Road should only be developed with single-family dwellings

It's always a plus to maintain these key areas of the city

The old Golds Gym is an eyesore.

No more businesses on Detroit Rd. traffic is way too busy as it is

Why in the world would you allow that God awful Auto Zone on Center Ridge Road? It's a complete eyesore and totally unnecessary.

Taco Bell, get rid of Executive Club

Rocky River ran out manufacturing...could use some big manufacturing

Downtown Rocky River thru Detroit has had a lot of new businesses, keep building and investing there

The last end of Hilliard beyond Wooster is an eye sore and an embarrassment to our city.

Fix the roads

Redo shopping center where Giant Eagle is, Center Ridge is a mess, building torn down, lots empty

Downtown River is lovely but there are other retail areas that need attention--how did we get a vape shop!!

The new Rocky River signs look nice

Aside from the closed gas station-Lake Road east seems fine to me. Progress seems to be occurring on parts of Center Ridge. Don't want to see everything looking the same

We think Center Ridge Road is the top priority. Detroit & Lake have been kept in ratio to Rocky River's history. Center Ridge is way out of line.

Center Ridge is a problem with the selection of some retail

If anything, we would like to see the old Target on Center Ridge torn down and replace with reasonable apartments. Level some of the strip malls on Center Ridge Road and put dwellings in it place. Level some of the homes on Center Ridge that were turned into businesses. These are an eyesore.

Definitely need to flesh out Center Ridge across from Westgate. Office Buildings looking terrible. Glad the one was torn down. Interested in what will replace.

I don't think we need any more chain stores. Local businesses though be great!

### 18. Comments on Commercial Development:

Center Ridge West of 210 feels like a different city not Rocky River

Start with what we have, clean up CR! Many things that can be done by some imagination and creativity!

I would like to see a reopened and improved snack/café at Bradstreet Landing

Center Ridge needs serious redevelopment, buildings and design

Bradstreet Landing entry/exit needs spruced up, the link fence is so 1990s

Hilliard Blvd. could do with "curb" appeal. Trees and landscaping as it is such a main road.

Center Ridge is definitely the weakest area

We really did not need the Auto Zone on Center Ridge & Northview Horrible!

Center Ridge and Wooster are the areas in need of most improvement. Some stores on center Ridge are not consistent with the character of the city.

All seem to me to be very adequate!

We don't need any more commercial development. We need more green spaces.

Encourage new businesses to move into vacant stores especially in the small "strip mall" areas like Westtown center, and other vacant stores on Center Ridge.

Despite some improvements recently, Center Ridge looks terrible and can take your life in your hands to turn left from any center lane.

Westgate Mall cannot be approached by foot. Not pedestrian friendly. Parking should NOT be center of a shopping district (beachcliff)

Center Ridge is in most need of improvement. That should be top priority.

If there is dead end street in the city, it should have a large sign stating so and no thru traffic

Beachcliff & Westgate are big issues with terms of redevelopment. Did not leverage mix use and the layouts are terrible.

Downtown River is so cute but I only go there to eat. Need retail that engages people to visit.

Again with the signage, makes the community look like any "" community down Center Ridge Rd. Needs to be more appealing to the eye.

I do not want increased commercial development. I want improved appearance of some existing businesses.

Center Ridge needs a make over, update buildings.

Reuse existing buildings (provided that they are up to code) its unnecessary to cut down trees and pave more parking lots, when already vacant lots are available otherwise you turn into downtown Cleveland with hundreds of vacant storefronts. It looks like a ghost town, down be that.

More uniform design along Center Ridge Rd.

Re-examine Center Ridge businesses such as car repair stores, inappropriate stores such as smokeless cigarettes. Tired old buildings that have out lived their usefulness. Building that have very few tenants

Center Ridge too busy

Please rid us of Planned Parenthood and the gross monster of a building its located in.

Maintain the look, feel of Downtown River. Improve/enhance the beauty of our shoreline with charming developments near Bradstreet's Landing

Would love to see RR adapt zoning for mixed use residential over retail. Urban form with buildings along sidewalk. Increasing density and eschewing suburban strip plaza

Get rid of all the ugly buildings on Center Ridge, redo them or tear them down.

Need better landscaping and flowers.

Center Ridge Rd has a lot of potential. Vacant areas/buildings could be attractive areas for business.

Center Ridge is a mess, Mayor/Council should be ashamed after 25 yrs. living here I tell people DON'T move here.

### 18. Comments on Commercial Development:

Center Ridge Rd East is improving. Center Ridge Rd West needs more improvement.

Lake Road has little street parking. Commercial Dev. Must have parking attach on ground level. Not much room left in RR for this do not believe in destroying buildings to create parking.

Center Ridge is improving with the new construction, apts/condos, etc.

I wish Rocky River didn't have a Planned Parenthood

Too much traffic congestion on Detroit Rd. near Smith Court

Would like an entertainment district

The Shell gas station on the corner of Wooster & Hilliard looks run down. Also, it blasts music outside which is annoying & trashy, you can hear it on the street & sidewalk.

Please no more Car shops (Auto Zone etc.) mattress stores.

The condemned building on Center Ridge with the shredded awning has to go !! (it is across from Busch Funeral Home.)

See #16 a lot of traffic for no good reason. Center Ridge particularly ugly in appearance

Would like to see something done with the old Target space.

Center Ridge (E&W) is bad!

Need to keep stores full and existing space neat and well organized and up to date. Upgrade existing businesses no need for new spaces.

Some of the buildings are too close to the street

There is way too much retail today.

Sure glad RR didn't get that mini prison that a former "bad" mayor wanted. Retirement home there now. I think present mayor's fine so far

Older buildings on Center Ridge Road should come down. Lots of ugly stores on Center Ridge Road

Focus on Downtown River but not Old River, Old River is already awesome. Fill in gaps on Center Ridge

Old River is really nice as is. Wooster Road at Inglewood/Shoreland could be more inviting with coffee shops or some kind of social gathering place

More green space, trees, grass, bushes

Focus on making Downtown more walkable

The cheap yard signs on the tree lawns along Detroit & Center Ridge are unsightly and should be disallowed

Wooster & Hilliard intersections: too many drivers crash left turn arrow onto south bound Wooster!

Very high, needs work in these areas.

Center Ridge need most attention to build on success of Westgate

We have sufficient commercial activities

### 22. Comments on Transportation:

The sidewalks need to be shoveled more

Use of public transportation will become more of an issue with greater aging population

Parking in downtown RR is very limited & the traffic pattern makes it difficult time in finding parking spots

Parking near Giant Eagle is not convenient (it sucks, actually, confusing, awkward)

Transportation is accessible, a plus for Rocky River

Some areas are very unsafe for children walking or biking: for instance Detroit & Westway near highway entrance, my children & I have almost been hit by cars multiple times.

## 22. Comments on Transportation:

Parking needs to be adequate. For number of shops & restaurants, grocery, etc.-should build parking garage at old taxi bldg.

Can be difficult to park in downtown River but I would invest in more bike racks vs. another parking lot

Let's have more flashing lights after hours like Lakewood does

My street is awful-no parking because of the business-they should be able to park in alley way-I cannot pull out my truck without fear of hitting a parked car-all business owners-sucks

Parking is always a challenge both off and on the downtown strip.

City should us crosswalks with blinking lights for pedestrians when away from intersections (Wooster Road)

Investment in a multi-level parking garage would be ideal

Rarely a problem parking

It need to be improving

Busses through Rocky River are on Cleveland sides: city service is needed, but wider then in past

Walking/bike pathways needed on city hall campus for safety of people arriving from the northern part of the city

Put a bike rack in front of Stino's. That guy gets all bitter when you lock your bike to his barrier in front of his restaurant, total jerk

Schools are beginning-school zones need more patrols!!!! Center Ridge is a racetrack

This questioning seems slanted

Fix the roads

Radar should be set up at all times when school flashing lights are on, to many speeders

Parking on Lake Road can be difficult-especially after school

Understanding that Wagar Road is a state route, SOMEONE should take action to lower the speed limit to 25 mph north of Detroit. It is obviously an entirely residential area.

Leave downtown alone, it's great the way it is. There isn't any other area to tear down for parking unless you want to lose our history!

Westgate area is choppy & a pain to drive/park

It is not always easy to find a parking space because of the number of restaurants.

Very concerned about possible expansion of parking. Structures, ramps etc. into Beachcliff I, Battersea Blvd would strongly object to use of residential areas for downtown parking expansion.

At morning/after 3pm bad traffic flow on Wager from Magnificat to Lorain.

Area easily accessible and ample parking (free too) not like Lakewood

The Rec. Center should have more disabled parking spots.

I am handicapped, so can only drive and parking is tough

A well designed structure downtown could be beneficial

Parking in downtown Rocky River is easy, agree disagree marked in error

I would appreciate a downtown line that goes down Hilliard

I find parking in commercial area between Wright & Prospect on both sides of Detroit challenging. I am always dismayed there is NO PARKING on street by Rocky River Park. Sometimes there are no spaces available.

We need to develop bike lanes

Parking is fine, better defined on street parking may be an opportunity

We live in downtown Rocky River on Prospect so we always walk!

The downtown parking overall is fine.

It's not the parking, traffic on Detroit Rd is impossible, difficult to turn into parking areas

## 22. Comments on Transportation:

As long as I can drive, cars, parking, street accessibility is priority

Need bikeway/markings on main streets Lake Road, Wager, Hilliard etc.

Sometimes street parking spots are too close to exits from stores. Very hard to see while coming out of exit drives

I avoid many restaurants and stores in downtown RR due to issues finding parking. Even store lots do not have enough parking.

If you are trying to illicit certain responses try asking questions specific to day and time

Turn the Westlake Cab Company into a parking garage. The spots for parking on street across from pink hotel is too large.

Rocky River is too congested especially on Friday evenings.

Timing on crosswalks should be longer to get across the street

Old Detroit is terrible on weekend nights. Never should have had another restaurant open. Rocky River needs a garage downtown.

I don't drive much-Target, I used to make a circle-Walgreen, Bank, Giant Eagle, Aldi home.

I was disappointed when Lake Road was resurfaced more wasn't done to slow traffic (i.e. use roundabouts) or to make walking safer and more enjoyable

Walking access to the Lake Road Bridge needs to be addressed

Do not increase transit

Bike lanes!!

RTA has effectively destroyed downtown service other than rush hour or the Westgate Transit Center route.

Add bike lanes and signage to Wooster-Hilliard-Center Ridge-Detroit

Parking on Detroit Rd has made the street even more congested i.e. near Heinens etc.

Consider tax savings/cost with outsourcing trash pick-up works well in other cities

The Hilliard/Wooster bend gets people lost in Rocky River. Bikers are annoying. Not sure we want it easier for them on roadways. Why can't they use sidewalks?

Don't live or use parking garages. Some more handicapped parking spots would be nice especially in lot by Cleveland Clinic offices, old Beachcliff Theatre

Eliminate street parking in front of Heinen's, very dangerous. Parking on Lake Rd east of Clock Tower is challenging. So is crossing the street

Adding more parking to downtown will induce more people to drive. Making it walking friendly will make it more bike & transit friendly. RR need bike lanes and share the road signage.

Cars & bikes don't mix in my opinion and should not share the roadways.

Stop RTA from sending near empty double buses down our streets

You didn't define what you consider downtown Rocky River.

We have enough parking, if you add more the ratio will be out of balance w/ business look too commercial. Keep small town look.

I don't notice parking issues in the city. Always seem to be parking available at business, especially in private lots.

#21 Invest in off-street parking? Where? How can on answer this question without further info.?

Very hard to pull out onto Detroit Rd from Heine's lot because of parked cars on Detroit Rd. blocking view of on coming traffic.

Improve Crosswalk signage - it's the law

Don't know what you mean by other commercial areas

I wish bicyclist were not allowed on the road. They are reckless and have entitlement issues.

I don't go downtown often but there is insufficient handicap parking in front of Marc's on Center Ridge.

## 22. Comments on Transportation:

What transit?

I enjoy living in a community where I can walk to many things. I hope to get a bike soon so that I can also bike around town and get to more places without my car. Parking in downtown isn't easy but it's not impossible to find a spot!

If I think I will make a purchase I do not walk since I don't want to carry it home.

Sign w/electronic displays of car speed would be useful on more residential streets including West Way.

Pedestrian/bike access to metroparks is difficult. Parking at city hall campus is poor

Parking at times can be difficult but I can always find parking a bit further & walk.

#23 Let neighbors know by registered letter or at least regular mail that property changes will be made next door. Avoid nightmare I had!

The city should investigate ways to increase safety at crosswalks where a traffic light is not present. One example is on Hilliard Rd near water park. Care rarely stop for pedestrians despite new signs.

Bike travel is challenging in RR. Ideally a bike trail which loops around city. Making it easier North & south.

No need for more public parking

Signage in & around crosswalks is very dangerous! These need to be 1st on the list. Lower signs

Need more bike lanes

Allow overnight parking on Lakeview Avenue

## 25. Comments on Communication:

I enjoy the Ready Notify alert service & emails-they are very helpful aid it is a quick and efficient way to get info out Residents are well informed through mail of up-coming events/meetings.

It would be nice if the Fall/Winter and Spring/Summer catalogue would be mailed out again to the community like it used to be.

We used to get notification of housing projects, etc. now we do not receive any notification

I have nixle-I like email-I like calls occasionally

Like the annual residents guide. Always comprehensive & professionally down

Other than this survey, I have never received any notification of community events via mail.

My info comes from signs in the medium of Hilliard

RR ready notify -very good

Too many "buddy" types who suck-up & delay agendas!

Complaints about neighbors should be top priority especially when one destroys a persons property

Unless I seek info out, I don't know about anything happening in the city.

I miss the old way of the city doing emails.

Mailings should come out @ city meetings

There are planning council issues reg prop on lake road. No info has been sent to owners nearby

I normally hear about them last minute or after the fact.

Direct mail referencing a website for more info is best mix of lost /effectiveness

I never know about anything going on unless I manage to see a sign

A monthly newsletter would be nice, see Independence news magazine

I am new to city. Not sure what I am not hearing about

The website is difficult to navigate

## 25. Comments on Communication:

Hard to get information on Sunday music events

Email & PM would be best!

Communication is KEY to staying in touch with our community!

Marc's flyers in windows, etc..

A very up to date ready notify is best and quickest

Be sure to have a very loud siren for bad weather. Sometimes it can be very hard to hear

Unless you have paid subscription to newspapers not sure how else info is sent to residents.

Do not spend money or require citizens to use social media on twitter, email works well

I prefer for this to be pushed to me via msg or email.

Prefer Plain Dealer or Sun Post but they are virtually out of business

I was signed up for community alerts, but received very few in past year.

Tell us how to communicate with City's website, Ready Notify alert services, email. The PD doesn't deliver every day and the Sun paper just gets smaller and smaller. We don't want to use social medial.

Ready Notify, email & social media will drive us to City website. Rarely go there otherwise. Direct mail too costly-use only for matters of great importance

Need to be more timely and complete

City Council meeting don't post schedules, agendas a head of time. Submitted legislation not on line but have to email to law director. A decent job of spreading the word on construction.

Always room for improvement!

City does poor job keeping residence informed, intentionally kept the residents from opposing projects. No transparency.

The City has always been transparent in my opinion.

I should seek more updates on my own but I don't and believe a notice or email blast for important issues would be helpful.

#24 most info. Is posted on line, etc. and a better mix should be used by RR.

Get on social media!

I've never heard of River Biz, and I don't know that I've gotten many communications from the city. I like direct mail but not sure it's a great use of tax payer dollars.

I hear about events and projects but not too much about meetings and issues.

Proactively share news about city, schools, events, projects by emailing to citizens who subscribe to a city news feed.

If I wanted information I would find it or call.

Appreciate the City Hall bulletin at major intersection. Hilliard & Wager very effective, high traffic in our community.

Drastically improve the website and actively use social media.

Traffic in the past 5 yrs. has greatly increased on Detroit Rd to the extent that I try to avoid it by going around or doing shopping elsewhere if it can't be done in a.m. or eve.

Those new to River may not know about the website including changes in garbage pick up (ex-cardboard goes to City Hall parking lot)

I never hear any news about City, unless neighbor tells me. Sun paper is just okay.

The City's website is terrible

Communication could be better.

## 26. Quality of Life:

Would like to see some apartment buildings "spruced up"

Excellent community in all respects. Great schools and great safety forces

1) I would strongly encourage the City to maintain the waste management services we currently have. The service Dept. does an excellent job with this, as well as with leaf pick up & snow plowing. 2) I think traffic/road issues can be improved. A) The traffic light at Center Ridge & entrance to Westgate has to complete a full cycle even when NO cars are at stops. At 6:00 am, silly to wait for lights. Can blinking lights/timers be used? B) At the Westwood Town center, people barely stop at stop signs. If you enter the center at the light to turn into McDonald's, people ignore that stop sign on the other side of the McDonald's drive. Driving hazard! C) At Center Ridge Rd & Gasser Blvd, perhaps turning arrows could be painted in. People drive in the turning lane to enter Panera and ignore that lane is also used to turn left on Gassor.

Keep improving the tree lawns. Encourage beautiful renovations & new construction of single family homes in keeping with the typology of the neighborhood. Center Ridge is busy and ugly.

We are getting more and more concerned about the increased number of break-ins with-in the community. Some feel that Lakewood's drug issues are coming to RR to exploit us.

Living under the flight path of aircraft taking off from Hopkins Airport, at times, can be disruptive and deafening.

I really enjoy living in RR as I was born here and moved back here 8 years ago to raise my family and introduce my husband to this great family. In the past few years I feel the City has slipped a few notches in regards to the new store fronts that are being put in, the poor traffic patterns, and double standards for families trying to improve their homes. We just put on a 3 story addition because we wanted to stay in the city. We had to sit through several meetings up at City Hall so that our addition would match "the vocabulary" of our current house. While I agree with that 110% I have to look at numerous neighbors homes who are not kept up even after numerous complaints to the city, in addition to all the scary, ugly, & outdated apts. on Wooster, Hilliard, & River Oaks that bring the value of the neighborhood & City down (it's a shame and double standards). Many times the board committee/building division works with people/RR citizens who they are friends with and will let ordinances or variances slide and then others have to follow them. This has happened to several family members and friends who live in RR and is NOT FAIR; not sure what type of people you are allowing to sit on and be on these committees but it seems corrupt!

You need a program for trimming trees. The only way trees are being trimmed now is when the garbage trucks go up and down the streets or when we have a storm.

1) The process for signing up kids for programs at the rec center is very difficult and stressful. There should be a website to do this. Currently you must do it in person. It's 2016 and the internet has been around for a long time, so there's no excuse. 2) Bradstreet's Landing could be an amazing and unique park, but as it is now it's dirty and smelly and not family friendly. Please improve this park. 3) The outdoor pool needs to be open into at least mid-Sept or you need to lower the price of the pool pass.

Businesses could be more innovative and diverse

The light at the corner of Westway & Detroit Rd near the highway is very unsafe. My family has almost been hit on bikes multiple times. I think we need a few more crossing guards on the west end of Detroit for kids that walk & bike to & from school. Center Ridge area is looking a little bit run down in some parts, just looks outdated. We love all the community events & things that the recreation center offers. We have a lot of issues on our street with other people's dogs not being leashed up

Please increase your responsiveness & friendliness when we call City Hall regarding issues around zoning, vacant unkempt properties & trash pick up-trash pick up to a lesser degree. Mayor's office could be more responsive to the entire city not just Beachcliff!

I love living in RR. We would like to downsize our home and move but can't find condo living that is close or on the lake. Our street on Collver has many pot holes & is in terrible shape. I can barely ride my bike down the street! Scary. Most of the streets are in terrible condition. Take care of streets before put more money into the parks.

Hilliard from R. R. bridge to Wooster poorly maintained, especially median strip-trees! This is R.R. entrance!

I feel my neighborhood is not being kept up to the degree that keep property values increasing. City rules about housing up keep should be maintained-people should get warnings 1st then fines if they do not comply. I'd like better response from the city when called. Never have had a response from City on the issues I have called about.

## 26. Quality of Life:

Please repair our street (Palmer Dr.) in particular!

I have lived in Rocky River all my life-and 65 years in my parents home. I love Rocky River and hope to live here the rest of my life. The community is a great place for all ages and with excellent schools, sports, activities it attracts younger people. The Senior Center is fantastic and a wonderful resource for us older people. The Mayor and council do a terrific job of meeting the needs and concerns of everyone. I am so proud of Rocky River!

Enforceable curfew for young adults, monitor underage drinking-young adults roam streets at all hours of the night & early morning hours & roam in packs-very loud & obnoxious-OLDER PEOPLE CANNOT SLEEP. Need regular monitoring & enforcement of repairs to rental properties (very large number in RR) & homes-to make sure our properties maintain their value & bring in the right people-Esp. Hilliard-east of Joe's deli-Westway, Lakeview & in the neighborhoods. Need shelters at bus stops particularly by Lake & Wooster-people sit all over curbs etc.-waiting for public transit. Repair, Paint, etc.-"Entry Bridge" into City Neighborhoods (Beachcliff) eliminate parking on both sides of side streets could not get down Collver last Saturday night because of this issue!!

Wish the City would make it easier to dispose of cardboard and other items that are difficult to bag.

I am concerned about absentee landlords maintaining yards and landscaping on single family rentals.

River is an excellent city with great municipal services & amenities. City employees are professional & responsive. City is safe which is my number one priority. City should consider filling the position of animal warden.

Only issue is appalling lack of diversity. Make an effort to recruit immigrants & minorities

I am furious at the safety director with the onset of more and more drugs-and theft in the City, she refused to have a once a month meeting with the entire community-run by the police chief and officers and a prosecutor telling problem areas, whose being prosecuted, sentenced etc. Rocky River is just the Wild West. The first responders are always neighbors and residents if they feel included instead of just pushed aside or ignored

Just parking on S Kensington- the business on Lake have a garage alleyway and they jam our street and S. Falmouth. This is up selling-move the sign up at least- its to far down. Then AutoZone is so huge and ugly-awful-signage just tone it down-Westwood is starting to look better with hanging flowers but the sign is not seeable.

Rocky River is beautiful and a wonderful place to live, even for all ages, married, single or families. Living here reminds me of when I lived & grew up in Hudson but on a much greater scale. As an outdoor enthusiast access to the Metro Park, Lake, City and surrounding areas the location is superb. I am moving in a few weeks. All due to personal/ relationship and family related. I am already sad to leave based on the access, community center, environment, RRR, community & element of safety. It has been an absolute pleasure to have lived here. I've loved being here!

Taxes--house has only 1 1/2 bathrooms no 2 bathrooms as marked no one will listen to what is! For years on death ear and letters.

Please, please ask snow plow operators to NOT push snow onto sidewalks at corners. This forces pedestrians, dog walkers, runners etc. out into the street & causes those of us who try to keep our sidewalks clear to come back out and attempt to move heavy mountains of snow. The City should encourage more foot traffic and less vehicle use-any way it can. We love the neighborhoods. Commercial areas should be more walkable. Old Detroit (which is walkable) should be better integrated into downtown Detroit Road commercial strip. Opportunities were missed in commercial developments at Beachcliff and Westgate for more pedestrian friendly shopping and community gathering places: fountains, cafes, etc.

We would strongly support a change on the train line to a quiet zone! This would greatly improve the quality of my family life.

There seems to be an influx of lower income residents. Often wonder if there has been an allowance for subsidized housing. Lived here for 20+ years, decline in River Oaks area, rental housing and apartments on Center Ridge, Detroit and Wagar. We want high rents. More owner occupied property. Worried that influences from Fairview and Lakewood trickling in. Areas such as these need closer monitoring by housing code staff and police. More obvious police presence needed. Consistently. Hearing neighbors report missing packages, car break ins as well. we installed video security. Appreciate opportunity to offer feedback! thank you. Lets keep RR a strong, vibrant community by proactive measures. that way, will continue to attract high income residents & businesses.

## 26. Quality of Life:

City should try and find a way (perhaps w/county) to incentivize the modernization of existing multi & single family dwelling/homes. Many homes are very old and poorly constructed and becoming functionally obsolete. There is a real need to find assistance (design & financial) to bring existing homes up to a modern standard for efficiency and function. I like Rocky River but only stay because of schools. Once my kids are gone I will probably leave so I can get a more modern home. Retrofitting my home to today's standards is just too expensive. If you want to keep Rocky River financially stable, find a way to help property owners invest in their properties.

We have a beautiful community with good city services. Our police force seldom acknowledge a wave from citizens, drive by frowning. It is a great city to work in, they should try to be better ambassadors for the city (there are a few friendly ones).

My primary concern is building more multi-family dwellings-I am opposed. Rocky River is starting to get congested. I also believe, no matter how nice the construction is, these dwellings lower the overall attractiveness and desirability to live in the community. Adding more development like this on Lake Road will make it less attractive

I would love to see flags on Hilliard on holidays. When leaving Westlake the flowers end, the flags end and the road gets bad. I have lived her twenty three years, I keep hoping.

We moved here for excellent school system-at this age-very thankful for the Senior Center-specially their driver service

Lake Road is a beautiful street. Lamp post posted every so many feet with hanging baskets of flowers to line the street would make entering and exiting the city more attractive. Curb grass should be replaced with cement or other attractive pavement.

We need more police to sit at Wooster and Hilliard because of people on their cell phones

Please land a "healthy" eatery. Maybe Senior Center could offer one. Foods low in sodium. Cater to Hypertension Heart Smart Foods, and diabetic, Gluten Free. Could raise some money for city-offer as an option for meals on wheels or carry-out.

Moved to RR for excellent schools, access to lake, parks, & rec and SAFE neighborhoods. Easy access to downtown and airport. Like new signage for city-already addressed. Appreciate work to update & repair roads & sewers and environmental efforts. Well-maintained many improvements on Center Ridge east-continue on west. Don't over develop Detroit-traffic is BAD with whole foods. KEEP the connector between Detroit and Lake @RRUMCI. Good leadership from Mayor Bobs. Excellent police and fire services.

I wish the electricity wouldn't go out so much, anywhere from 1-4 hours. When will Rocky River have garbage and recycle bins, like Fairview Park? Are people allowed to solicit door-to door? We get a lot of them. Please post signs. Please add signs on whether you are in Rocky River or Fairview Park or Westlake along with speed limits. Thank you.

There should be a uniformity of signage on all major commercial streets. Efforts should be made to improve the atmosphere, look and quality of life on River Oaks Drive!

More bike lanes Detroit/Center Ridge

I am a newly arrived participant. Like what I have seen and experienced so far

Rocky River has been a great city for our 3 years we have lived here because both children have moved out and our income is rising, it makes financial sense to move to Avon/Avon Lake area. Every April is when we pay our taxes, we think about moving.

Barking dogs are a real headache. Owners ignore their dogs barking day & night

Get older adults together, add evening and Saturday at senior rec

Don't fix what's not BROKEN! We need more ADULT activities--curling, water polo, etc.--but offer at night--I still work in the Day time. Too many children's activities. I'd like to see more block parties. The services are excellent! More events at Tri-City park. Build Bocce courts! Have ADULT leagues. The ice rink offers little for adults in terms of time allotments. Need to re-calculate programming at rec tester. The test of RR has little parking-so why not have it over several weekend-- or have it on same day as all community parks? It would get people out to explore their city!!

Rocky River is a gem because of the quality schools, lake front homes and access and Metro parks. I believe our mayor is truly committed to the City. They should not let it go to their head. There is always room for improvement. The City needs to face reality that they will never get as much from the State again. Suck it up and figure how to maintain without outside help. There are always strings attached.

## 26. Quality of Life:

Rocky River is a great City to live in. Police, fire and city workers are excellent. We have the best city systems compared to Westlake, Fairview, Parma, Parma hts, Cleveland, Avon and so on. Thank God we didn't get that worthless Republic Waste System in RR. I hear from people in other city's that they are worthless. Our streets however do need some serious repairs.

Pave and clean up our streets!

I am happy to live in Rocky River, but I would like to see some senior apartments buildings in Rocky River. Safe, healthy comfortable for just seniors over 65 years old. Which are run by the city for decent monthly rent and run by people who really comes. I hope something like this will happen before I depart from this earth. That is my greatest hope for the seniors of Rocky River. P.S. Thank you for asking my opinion

Think City is doing better than others but really would like the roads fixed. Trash pick up is very nice understand cost but would accept containers if necessary. We chose average due to roads. We do like the small feel of the community and working and biking and being close to the lake.

We really like living here, the location is perfect Rocky River is a nice family friendly suburb with easy access to downtown and other areas like Crocker Park. One downside is the property taxes, which are on the higher side, although we realize that they are helpful for the upkeep of the city. We feel the city's services are generally pretty good, and better than many other suburbs in Northeast Ohio

Rocky River elected officials and the Planning Commission should consider very carefully the proper way to continue the development of the city. It is a traditional community with many older homes-very contemporary, high rise buildings do not blend into this community, in residential areas

I love living in Rocky River and feel it is a generally well managed and safe city. It is important to me that our infrastructure be well maintained, our streets are in bad shape. Please fix them

Our neighborhood has declined since several houses are getting rented out by the owners. I don't believe Rocky River should allow renting of single family homes. I believe the services in Rocky River are excellent and it is a very safe community.

I worry from time to time that we need to have the quality of homes and apartments always looking their best. We have always taken great pride in our homes, buildings, businesses, schools, we need to maintain that pride. There is great history in this town and we need to keep those buildings and home areas in tact. Our schools are the best. They need community support. Our city services have been GREAT for as long as I remember.

Surprised & disappointed with \$50 fee for having a security system. Don't understand why we can't be charged per false alarm rather than for just having a system

The streets here are terrible, low quality compared to other communities of similar prestige and taxes. Seems as though only areas north of Detroit get attention to improvements.

Having had two children in the Rocky River City Schools, we have been very disappointed by the quality of the special education services in Rocky River City Schools. One of the main reasons we moved to Rocky River was because of the schools reputation. However, one of our children does have special education needs and the Rocky River City Schools have failed to meet his needs year after year.

25 mph on all of Lake, Wagar and Detroit. Stop light at Wager exit for rec. center. Safety of pedestrians.

Just the traffic lights on Center Ridge all are unsafe

I appreciate the wonderful community service RR is a relatively safe community and I enjoy the parks as well. Bradstreet could be better utilized.

Removal of Marion ramp would leave Linda Street as only route to access downtown RR from Lake Road. Linden Street has heavy pedestrian use, traffic congestion from cars seeking parking. Detroit and Linda already congested, unsafe intersection. Very short sighted decision. Would impart ease of access to downtown view, create traffic congestion, safety issues for a street (side street that is not intended for that type of traffic)

I love our waste management. They are always so kind and thoughtful! I love living in Rocky River since 1979. It always seemed so pretty and classy!

## 26. Quality of Life:

Rocky River is a fading ground dome. Manicured lawns and lush foliage have been replaced by trash, strewn toys and weeds in my area. Our buildings are not erected to code. The homes are older and need better stewardship. Theft is on the rise because of River's proximity to poorer cities. In other words, it is an inner ring suburb of Cleveland that has a few melodies that only City Hall can address. Rocky River needs to notify property owners of deficiencies and the need to rectify their issues.

The playground in Linden Park has a broken slide. It has been that way for more than 6 months. It is dangerous for the kids and it is ugly to everyone walking by. It reduces the property value and Rocky River neighborhood looks cheap. The recreation center does not offer very many variety of outdoor classes for kids. There is no good communication in recycling services. What is or not part of regular trash. It is not easy for new owners to learn what is happening in the neighborhood.

Prioritize Detroit Rd streetscape and RR town center walkable. Street tree program on residential arterial streets: Hilliard, Lake, Wooster. Bradstreet Landing Park is a pedestrian nightmare. Feels like a lakefront parking lot. Needs a redo to be green near lake. Need consistent attractive signage at city gateways. Lake Road west at Bradstreet, service complex looks awful.

I have really enjoyed living in River. Love the mix of big and little everything. Currently just disappointed in north side of Center Ridge rd. & the building I live in.

We moved to Rocky River in May and have been impressed with the walkability and amenities. More community events would be great, plus more electronic communication.

I live in library area-I wish Rocky River would fine people who do not take care of their houses. Property values are rising there but you shouldn't see such run down houses-chipped paint, etc.

Bike lanes could be improved upon and Claque road needs on/off ramps for the highway

Ability to walk, bike throughout RR is a tremendous asset as is easy access to Metro parks

My husband and I moved to RR 7 years ago to be near our daughters and their families. We love living in RR. I do feel that there is a smug complacency centering on the north end of town. "Everything is perfect. Nether needs to change. Nothing will ever change." I have a news flash RR is very much like Shaker Heights was 40 years ago-a great school system-a sense of place-attractive homes-good city services. And a neglected area of town that was allowed to deteriorate. The blight has steadily crept into other parts of town. SH is now two communities-extreme wealth and extreme poverty with a school system that is falling apart. It can/will happen here if the city doesn't get busy.

Would like more outdoor concerts in the summertime (such as Lakewood Park)

I wish we could stop people from treating the side streets like the Indy 500. I live on Higley and I swear you could fund the entire Police Dept. if you had a cop sit in the intersection and give tickets!

The area on Hilliard Blvd. from the bridge to Joes Deli needs attention and development. "Welcome to Rocky River" and what do you see? Run down deteriorating apartment buildings with disgusting garbage on the tree lawns. Is there a Housing Dept. for the City of Rocky River? The condition in those apartments need to be inspected, landlords need to be cited for violations of codes regarding proper maintenance of multiple housing buildings.

I think it would help residents visualize their new homes/ addition and their impact on their neighbors if 3D models were made of their home/addition and their surrounding neighbors. I also think the city should encourage/help home owners to maintain/renovate our older homes. That's what makes a community unique and gives it character. Maybe sponsor programs on how to renovate older homes.

I do not wish to participate in this survey. I am returning it so that you can have someone else complete the form and preserve your sample

Right now I am frustrated with number of smokers infringing on my ability to breath fresh air and enjoying my yard

Street improvement projects should be fast tracked with stiff contractor penalties for missing completion deadlines!!!

Property line of wellness center needs to be updated to be more residential friendly-north east line. Aircraft traffic over south eastern part of city is bothersome

## 26. Quality of Life:

In general Rocky River could improve crossing signals, crosswalks for walking. There are five lanes of traffic on Hilliard at I-90 entry and one can barely get to the second lane before it starts flashing and half way before the no walk signal is shown. Traffic then thinks you are crossing against the signal. Hilliard at Wooster is also a dangerous crossing as cars turning west from Wooster DO NO STOP (Wooster north of Hilliard) for the red light there. a crosswalk across Hilliard at Jamestown would be convenient too. snow is plowed on to the sidewalks on Center ridge. Sometimes three or four feet high. Parking lots are cleared but snow is pushed onto the sidewalk.

Please don't change just to change, or try to fix what is not broken! Just keep raising the bar and standards. Parks, Lake front, city atmosphere/culture and safety are the most important commodities, everything else is second (besides schools of course). Thank for asking for my input.

We love Rocky River and we value the preservation of it's heritage. As a family with a link of 4 generations in RR we are proud of it's schools and the community feel. We feel safe here and love supporting all the local events and initiatives. For all of us aging walkers, increase the time at stop lights by 10-15 seconds! esp. up by West gate or by the RR post office.

Walking to Marcs, often carts are blocking the way in the walkway and cars make people walking go in to the traffic by parking there. In 20 years I saw one ticket given

This is home and its hard to have anything bad to say about Rocky River

Access to the metro park should be improved (walking & biking)

PLEASE HELP! We need more/better RULES AND REGULATION/RESTRICTIONS involving people who buy homes in our lovely community just to turn around and RENT OUT! It is not always a good thing for the homeowners living next door or across the street from these properties. NO ONE KNOWS what it feels like unless it has happened to YOU! For a family to live SAFE-HAPPY & HEALTHY under the roof of their own home that one works very hard for- your whole life, should not be sacrificed by landlord owned properties. At one point we had renters on each side of our house. It was a NIGHTMARE! We would like to stay in Rocky River but have not had the BEST EXPERIENCE with our living the American Dream. P.S. Group homes should NEVER be allowed in our FAMILY NEIGHBORHOODS! Maybe in an area of ALL rentals. The people who are RESPONSIBLE for permitting such a thing should have the group home next door to where they live!

Easement near Home Depot- always blocked in winter by snow, poor access-broken bench needs repair-garbage collection, trash cans should be available-railings at Home Depot entrance are non existent-unsafe in winter. Snow cutting down trees-starting to look too stark, not hometown. Don't overdevelop-Everything will look commercial & fake.

When I first moved to the Cleveland area 50 years ago I thought Rocky River was the best place to live-close to my work (downtown), convenient shopping, groceries etc. reasonable housing prices and well managed local government. I still feel this way. The older I get the more I appreciate the services, trash, EMS, fire. The Police are a little snobby but seem to do a good job.

Would like to see Rec Center maintained a little better and restricted to Rocky River residents. Too many exceptions are made for non-residents.

Yes I would like to know why after 4 attempts 1) Mayor's office 2) City Hall Safety Office 3) Police Station 4) general office at lobby. Requesting Police patrol of Spencer Rd for speeding, not stopping, 3 way stop signs and truck traffic we have yet to see any police response. Spencer Rd has become a busy cut thru street with complete disregard for traffic laws. Please get Police patrol enforcement.

Too many barking dogs. The City should send out notices to homes that people are responsible for their dogs. Dogs should not be running around the neighborhood unleashed. Fire Pits! The lots in our area are small & houses are close together. Pits are close to structures and left unattended at times. Also, you open windows in the summer and the inside of your house ends up smelling like a campground. notices on regulations should be sent out to homes.

This survey is a waste of our taxpayers money! Can't you think for yourselves? Why do we bother voting. This town is not that big. Get a life!

## 26. Quality of Life:

I've lived in RR for 50 years. I've never seen the roads in such poor quality especially for a city with such high taxes. Fairview's roads are in better shape and it's a Section 8 city. Not allowing boxes to be collected in the garbage is a joke. Mayor's explanation for the new rules is joke as well. Growing up you could put a dead body on the tree lawn and RR would pick it up, now everyone buys stuff on Amazon and you outlaw boxes. Having your snow plow drivers year after year of pushing snow onto aprons at driveways is getting ridiculous if they would just adjust the angle of the plow it would save hours of having to re-shovel the drive.

Great city, great community. Highly ranked schools are a big draw, superior city services are icing on the cake to keep families here once schools are no longer primary draw.

My wife and I enjoy living in Rocky River. On a couple of occasions we have had to dial 911. The response time was good and the medics were very helpful and kind. R.R. might benefit from a few automatic refuse pick-up trucks. Longest survey I ever fill out!! Stores could put a few benches or chairs throughout the stores so that older folks could take a rest. Stores are so big!

I have resided in my Rocky River home (condo) for the past 30 years with intent to stay, in this special city. I do have one grievance relating to "maintaining existing building." When I exit my condo, I see a warehouse looking building that is in disrepair, blackened stucco and weeds growing out of the gutters. When I look out of my kitchen window each morning I see peeling stucco of all shades. I live on the west side of a business building known as "the Force". the business and the building are all right with me. It is just that it is in serious need of maintenance. Can the City do anything about this?

The main roads (Wooster & Story) are not in good shape. Keep in mind that many older people do not own computers or iPhone. Some older people on any street have never been to the senior center and know nothing about it. We should have a welcome packet of information given or sent to new residents.

Noticed that City overall is slow to change way it operates or does business or response to suggestions made. Suggestions made at rec center about restroom dressing area and lack of privacy seems directed. Closing out pool for use by adults so early due to school opening, consider alternate way to staff life guards for adult use till labor day. Why aren't development plot plans from years ago. 1980's not computerized for easy access by anyone wanting to trace utilities lines (unable to find water lines in a condo development to determine responsibility for repair of leak - one example. Ugly signage of business on Center Ridge Rd. Vacant buildings in that area. Too many traffic lights on Center Ridge. Cycling when no traffic on side street or drove to business see not trap only when needed.

Public housing and the crime it brought has hurt my neighborhood with home invasions, robberies, and assaults. Enforce the laws we have. Resisted this type of Federal over reach in the future. Enforce rules of behavior we have had for years in our school. no special treatment I. In groups who do not follow the laws and rules in school. Expel such student, as my child would have been expelled if he behaved that way repeatedly in R.R. Schools

We are not fans of the eagerness to share information about traffic stops etc. exhibited by our police chief. We would also like to see more time and attention devoted by the police to serious crime prevention and less to chasing middle school kids with rolls of toilet paper. Center Ridge Rd. is a mess and could be a valuable area. Rental properties, in our opinion is more of the city's resources then owner occupied but receive no more scrutiny. You can easily identify them on most street (single family) so they are not being as well cared for. River Oaks looks terrible as well. Landlords need to be identified, charged an annual fee and their properties inspected each year like most cities do.

Buildings should be along the street with parking BEHIND the buildings. Aesthetics 101.

Please fill pothole in parking lot behind Executive Club. Please take down Executive Club building. Why is recycling and trash go in same garbage truck on Pease Drive? Is the recycling program fake? Why did you allow planned parenthood to rent space in Rocky river? Why are weeds allowed to grow so high on Saver's property on Center Ridge Road?

Cross walks in the City need a longer time to cross the street, 2 steps off the curb and it changes. Dead end streets need larger signs, no thru traffic

I have lived in RR for 40 years. It's a great community with terrific service, Police, Fire GARBAGE picking. Not much I would change. Schools have been terrific and the library also. Keep up the good work

City streets on cul de sac are in terrible condition especially the westhaven lane cul de sac.

## 26. Quality of Life:

Continuing the current "garbage pick up" is VERY important to us. Commercial cans are ugly and leaving cans out on "garbage day" by working residents is a safety issue, an invitation to thief, burglar that says "no one is home, lets go steal something." A concern to houses with small double garages, we can barely fit two cars in these garages. When purchasing a car, the width is our first concern. Even now, to walk between the two cars we have to walk sideways. There is no room to store a commercial can nor to wheel it out between the cars. In the winter, I do not want to have to open the side "person door" shovel the walk to the front (that is if the door is not frozen shut) to get the con out. Using garbage bags works for us, as it does for 99% of the residents on Struban Drive. Let's keep the system that works!

Overall, a great community & neighborhood to live in and raise families.

I feel the closure of the Marion ramp to Clifton ramps is a very bad idea. The amount of extra cars forced to use any North/South road from Detroit is not safe for the neighborhoods DO NOT CLOSE THIS RAMP. This would force extra traffic to use Wager, Elmwood, Smith Court & Linda Street. It is my understanding that the traffic study did not exclude Elmwood, since Elmwood is the last North South Road before Claugue Rd this would impact this neighborhood the most.

The only improvement that I see needed is to find a way to get more diversity in the population. Need to attract families of races other than white. Our kids live in a bubble and it shows!

City street and sidewalks are in poor condition and should be fixed considering the high taxes we pay. Rentals are in poor condition without mentioning decreasing my property value. Improve Christmas decoration in downtown River.

We have enjoyed living in RR however there are concerns with the growing crime citing and reports. One of the main reasons we moved to this community is the school system but also the safety of the town. Continue to improve on fixing up the aesthetics of the city but don't forget about the safety of the community. And we loved the quaintness of downtown River and the homes in Beachcliff I and II but there feels like there's a disconnect with what's offered down on Center Ridge Road. Maybe focus on that area and making it become more aesthetically pleasing like the rest of the community. Thanks

We have far too many apartments & rentals in Rocky River.

Police presence is too low which will lead to more safety issues. Speeding is a problem on residential cut thru streets (i.e. Inglewood Avenue). Too many residents/renters don't take care of their yards/properties/houses-the city should monitor this. The Detroit Rd bridge between Lakewood and River is an eye sore-needs renovated.

I rate our outdoor pool facilities as very well designed. However, the bathrooms need renovation. The locker area needs better cleaning. Detroit Rd, which I live about 1 block from is a real problem. It is old, outdated and must be widened for the heavy traffic now using it. Rocky River has close to zero unused land so it must prioritize maintain its current park land. This is very important especially accessing Lake Erie. Rocky Rivers population is aging, so services to maintain/improve residential areas so homes are bought by young families are important. Rocky River police have an excellent reputation EMS services are excellent.

Everyone living in Rocky River should be given the opportunity to recycle for the convince of their residence. Currently most apartment complexes don't or won't offer this option and it's a shame that renters aren't afforded this small opportunity to at least is some small way help protect the environment. As with homeowners, rents shouldn't be required to recycle but at least be given the opportunity to from my own home. Thank you.

Traffic is a problem on Detroit, get cars that are parked off the street. Paramedics are unkind, need updated training in social skills. Police need improvement in terms of patrolling neighborhoods and friendliness. Access to Lake Erie would be a plus. Older apartments & buildings need to be updated w/ regards to safety. Handicap accessibility needs to be attended to at stores like Hienens, needs chairs thru-out the store. Aging populations will require ramps etc. in commercial areas. Run down properties need to be addressed, grass cut etc.

Overall OK I am torn about leaving this area because of the convenience to Downtown, shopping, parks and Crocker Park. However I think it would be great to improve Center Ridge businesses. Most of the buildings are tired and out dated. Very little landscaping & totally uninteresting. I am also concerned about the lack of new one floor units. (Housing) Taxes are quite high for my tiny condo. I am not pleased with the amount of section 8 housing. I am aware of many people coming into the area pulling suitcases and dragging belongings. I sometimes am concerned about safety.

## 26. Quality of Life:

I've been a resident for about 8 years and have really enjoyed watching Rocky River thrive. It's a great community with good schools, beautiful homes and safe. However the section 8 housing decision has really brought in more crime and a rough feel to the city in those areas. I'm not sure if that was a State/Gov't or City decision but it really down not help to keep the community in order.

Our City is in need of enforcing the existing rules and regulation more strictly exp: 1) Dogs at large-it is very common in Rocky River that dog owners walk their dogs without a leash or running them. Feces all over the neighborhood. It is not safe. 2) Put out garbage on the sidewalk two, three or five days before the collection day or leaving out trash cans for 2-3 days. 3) Inspecting & enforcing the upkeep and compliance of the outside of all homes not only rented homes, but owner occupied homes (tall grass, weeds, chipping paint, no gutters...

The best thing about Rocky River is the people, It has a small-town appeal. Let's keep it that way, not putting too much focus on aesthetics, but the niceties that make us unique- little league events, school bussing, trash pick up, walkability, school & homecoming/sports/band festivities, the library & cultural treasures. Bottom line, residents want to feel like it's their "home town" Thank you for the survey.

Pedestrians crossing Wooster Parkway at the Center Ridge-Goldengate-Wooster Parkway intersection get the walk signal at the same time as eastbound cars on Center Ridge get a green light. An additional button at Wooster Parkway to allow pedestrians to cross before the Center Ridge light turns green could avoid injury or death. 3168 Goldengate has been an eyesore for years. I don't know if it takes foreclosure, eminent domain or something else to get the owner moved out. If this same situation was in Lakewood, it would have been resolved years ago. I don't know who schedules road work, but why rip up Wooster and Lakeview at the same time? This shows disregard or cluelessness. Despite all the raving above, we really like Rocky River.

This is a very safe neighborhood, however I see the biggest quality of life issue being cars. On a daily or weekly basis, someone in our house has a close call in almost getting hit by a car. While jogging or biking, cars pull out of plazas and almost hit us. Our kids walking in crosswalks almost get hit by turning traffic. We'd like the town to evolve like Lakewood with walkable destinations close by. I'd like to see bike lanes connect Hilliard, Westlake to Lakewood. There should be more trees on Detroit Ave and bike racks at all stores. Zoning should allow 4 story mixed use residential over rental on Lake, Detroit, Hilliard, Wooster, Center Ridge should there be demand. I'd like to see Old River especially densify and grow and make it a destination for locals and visitors, i.e. places to see in Cleveland, Public Square, Ohio City, Little Italy, Tremont, UC, Lakewood, Rocky River.

Rocky River has a lot of work to do to make it a stellar community but I think the overall quality of life here is good. I wish city leadership would take a stronger stance on things instead of wavering so much. And please change the terrible trash program, it's ridiculous.

Need to bring in new leaders to city government & city council. Incumbents have been in office for excessive periods of time. Their approach to solving problems is old and stale. Prime example is lack of development for blighted Center Ridge rd. Current leadership is resistant to change & bringing in experts/consultants to deal with issues then have failed to solve for years.

I like the vehicles that pick up the trash. I wish they would put the lids back on the cans rather than tossing them helter-skelter, especially when it is raining or snowing so they don't fill up if one isn't home. Don't like it when neighbors put out the trash before night before pick-up. some sidewalks in the city are uneven. A person could trip or fall.

Save walkability to everything and good schools.

Taxes keep going up but city services do not expand or improve. Want city services (garbage) to continue at high level. Stop spending money on city signs. Keep garbage pick up at door. Improve the city spending & budget so the city has reserve account of money. The mast plan cost a fortune and all the studies cost fortune, spend on keeping RR safe and clean. city services. Also opposed to building extra parking for RR park & beach. already too crowded and attracts outsiders who TRASH the tree lawns and park. Don't encourage it. It is a small park.

We have concerns about the requirements of landlords to maintain the quality and appearance of their properties. Stronger landlord requirements should be considered regarding landscaping and general maintenance. Renters should not have increased requirements, the landlords/home owner should be held to a higher standard in order to preserve and enhance the quality of neighborhoods and maintain property values.

## 26. Quality of Life:

I am entering into my 9th year living in Rocky River. I moved here from Michigan and I travel for a living, both domestically and globally. Rocky River is one of the nicest areas to live that I have seen. I always feel safe, the people are great and the area is beautiful. I am proud to call this city my home, and plan on continuing to do so. Thank you for the opportunity to fill out this survey.

I can't believe Rocky River comes up in Cleveland Magazine every year. I have lived here for 26 years. What a decline I have seen. My street floods, repairs are awful, should have been paved 10 yrs. ago. I am not in the right Beach cliff, Avalon or Detroit Avenue with expensive homes or shops. However, we have to put up with speeders, junky stores on Center Ridge Road. It is sad that Cuyahoga Alerts and Westlake inform me of severe weather while Rocky River lets you know about garbage day or band concerts. Shameful! When I moved in I loved Rocky River, I realize you will trash my survey for not being positive but you need to empower neighbors. I am respectful and thank you for listening to me.

Consider extending the bike lane on Hilliard from Westlake to Lakewood/Hwy entrance going East and from Wooster to Westlake going West.

Please consider policing (speed-radar-tickets) for entry streets into Rocky River, including Lake, Detroit, Center Ridge (west) and Higley and Spencer (south)

It would be interesting to know if crime is up or down with the expanse of section 8 housing

Would like AT&T cable fore Pease Drive

I love Rocky River.

I live near Smith Court and South Kensington Rd. We constantly have people that speed through the "stop sign" and race down our street. We have 20 children on our street. This situation needs to improve before someone is injured.

Enforcement of speed limits needs to be addressed. Speeding vehicles greatly impede the ability to safely exit side streets and businesses in River, especially on Center Ridge. I asked and promptly got a response for a new sign on Detroit to indicate that the far right lane is for turning right on Westway. However, the sign is too small and /or is placed too close to the intersection to help people avoid that lane when they want to go straight, which increases congestion there as they try to get in the proper lane, as traffic is often heavy. Since that is the main route to Center Ridge for this area, it can significantly increase the time it takes to get there. The light at Wagar and Westway needs a turn arrow for those times when there is a lot of southbound traffic on Wagar. There needs to be more crossings for pedestrians on Center Ridge, especially by the RTA station, Savers and Marc's Plaza. RTA buses frequently run the light at Center Ridge and Wagar, turning north (left) on to Wagar; this decreases the time available for south bound traffic on Wagar to turn onto Center Ridge with the arrow. Other drivers often run this light as well.

Aside from comments about the parks and traffic RR is an excellent place to live. I do see traffic increasing along with congestion esp. on Detroit/Center Ridge. More commercial business would just make it worse. What's there is mostly just unattractive. The library should get on board with the Cleveland Public Library System as most other communities.

I lived in Rocky River for 26 years and loved it! I wish we had more residential home developments (not cluster homes) like Christensen estates. I moved to AZ in 2006 and returned to Rocky River in 2010 and never regretted returning because this is my home. It has been difficult to find a RANCH with attached double garage. Again, not interested in cluster homes and paying maintenance/ association fees.

Thanks for asking the citizens!! Recognize more home based knowledge workers are prevalent. Provide mixed use space (commercial & residential) for these workers. Incubator w/hi-speed internet, amenities, shared office space, parking. Center Ridge?! Marian Bridge Opportunity, bring in a developer to satisfy need of empty nesters: 1 floor living, 1800sq. ft. (Master Suite, 2nd bed/bath, office, kitchen, living, utility); multi-story, with underground parking; at an affordable price point for condo. Pursue recycling much more aggressively. Promote existing recycling programs. Pursue environmental friendly projects: LED lighting in city & school& street lights, storm water management. Upgrade & fully commit city hall to current information technology. everything should be online. Reduce your labor (cost) i.e. paying sewer bill is too manually intensive.

Traffic seems very fast in our residential community more use of passive but digital signs attached to speed limit signs use on more streets would be a benefit.

## 26. Quality of Life:

We like Rocky River a lot. We will be moving because the taxes are too high. We are going to be moving out of the county because the taxes are too high. The county stretch's itself too far and the tax payers pay the price. It's the same with City of Cleveland. We have great neighbors and we are very satisfied with the police and firemen in our community. We try to balance our budget and maintain our property. The last property tax increase was over the top. I have talked to other people in rocky river that feel the same way.

Recycling service is poor, especially for cardboard. Residents should not have to transport large boxes to City Hall. If the City will not pick it up cardboard as recyclable, then it should be in trash pick-up. Everyday cardboard is left on curbsides making the city look unkempt. also, note Rocky river's low score for diverted trash compared to adjacent cities.

Four couples I know moved from Rocky River to a newer area of Brooklyn because they provide more help to senior homeowners. Such as leaf clearing, grass cutting & snow removal for a small fee. It is very difficult getting help know. Also senior center more helpful in other cities. A staff member at RR senior center needs a REALITY check. I will never waste my time calling for help again. I only called Senior Center twice and was very disappointed. The 4 couples mentioned above are glad they moved from Rocky River. When neighbors in 1992-3 did changes to their property I was never NOTIFIED by mail. I was out of town and my mail was forwarded, I never received notice from Rocky River. When I returned home after 4 months I was shocked to see finishing of project. The neighbors improvement turned out to be a nightmare for my property, It cost a lot of money and I still have problems. The backyard views is why I bought home. Now its gone! My backyard after much rain has water standing. Next door neighbor no water because grade of yard was changed. When additions and grade changed it adversely changed adjoining property also lower value when trying to sell. I wish Rocky River would ban toxic yard chemicals. I do not use toxic chemicals inside my house or on any yard. About six years ago, I had a friend check my water in sump well and it tested for that horrible poison in MONSATO'S ROUND UP. Neighbor who's property is higher then mines uses this product but it does not just stay in their yard. BAN TOXIC YARD CHEMICALS PLEASE. There is too much cancer today.

We truly love living in Rocky River. Sometimes we wish the community was more diverse in race, religion and social economic status to promote an open minded environment for our kids. We have repeatedly had difficulty with having our trash picked up, which is an inconvenience. The Transportation section was confusing to fill our because I do think the city could invest in more bike friendly access to the metro parks. Thanks for allowing us to have a voice.

We truly love living in Rocky River. Sometimes we wish the community was more diverse in race, religion and social economic status to promote an open minded environment for our kids. We have repeatedly had difficulty with having our trash picked up, which is an inconvenience. The Transportation section was confusing to fill our because I do think the city could invest in more bike friendly access to the metro parks. Thanks for allowing us to have a voice.

The only thing I would like to see change is not getting notices from the city if a neighbor calls on you or your property for needless things. I have a neighbor who calls on my house for weeds and I get letters from the city even though I do have a lawn company taking care of my home. Needless calls from him make my life harder.

Good public schools increasing home values. Bit boring. Not happy with police dept. Needed their help to find correct address of the contractor so I can take him to small claims court. They didn't want to disclose it. However, they were very quick to write my wife a speeding ticket (on I-90), and parking ticket (R.R. Park). The 2nd one completely unjustified, but compared to nearby cities they came too much on I-90. (not a public safety issue, but just an obvious money grab, and overtime grab), sanctioned by City Hall.

The summer day camp program should pursue healthier approaches to child supervision. They serve sugary drinks with no nutritional value several times daily. The pool time is during maximum sun exposure time of day (1-3) and children are not permitted adequate access to shaded areas during downtime, nor is adequate assistance offered for reapplying sunscreen, particularly for the very young. The fitness trail behind the Senior Center/Civic Center is in disarray, essentially non functional. If cant maintain take sign down. A maintained trail through that wooded area would be much appreciated. Consider patrolling Goldwood playground area during evening baseball games. The playground area is often littered, aggressively handled by older kids during game times.

Even though the property taxes are high and RITA. I love living in Rocky River.

Services in RR are wonderful. It's a wonderful community to raise a family

1) Very poor city communication and information or provided by city services, especially public works and waste collection. This isn't 1953. 2) No refuse collection using OTTO or other standard containers. 3) Overall digital advancement is needed. 4) The recreation center needs an overhaul or expansion to compete with Fairview park.

## 26. Quality of Life:

We and surrounding communities need to develop plan & implement control of deer population.

1) Crime is up. Petty and otherwise. 2) Lawns & general maintenance of all commercial & residential property needs to be up to snuff. Seems like general maintenance around town is lacking (and visible). 3) Seems like there is low income housing being added? Noticing more and more people "walking the streets" doing nothing (adults). 4) Infrastructure seems to be on the decline for last 10 years. Schools are great. Rec. & parks good. Streets & commercial going down on aesthetics. 5) Seems like pride around town is on the decline-makes me sad! 6) Need to increase building department. rentals in "poor" condition. Need more frequent & more stringent inspections. A must! Please add more inspectors asap.

Sorry for the very late reply. I hope this input is still of some use. Thanks to all who are working to make Rocky River an even better place to live, work and shop and play.

I have lived here for 6.5 years. I also lived here for 12 years before moving to FL and moving back in 2005!

Hire professional contractors to work for city projects. Rubish workers are very careless and leave garbage all over our lawns. Our sidewalks need to be kept free of snow during winter including our apron.

A great suburb. I have enjoyed my time here. Mayor Pam Bobst and her staff are doing a good job.

## Other Comments

Q#	Comment
1	we have lived here since 1963
1	and many more
1	University Circle
1	A ranch, I could check off most of the boxes.
2	At this time
4	Leave some room for animals (deer etc.)
4	Added, not all expensive, some average, not low income, we cant be Crocker Park
7	Added "some" to first question
7	I use rainbarrels and downspouts dran for away form house and drain into my plants
7	Detroit, at times
8	Yes
8	Except for Old River
8	Added pottery? Grass panel oven, see below
8	Depends on which part of Detroit
8	West yes/east no!
8	All but commercial areas
8	What does that mean?
8	Not at a huge cost to the residents, beardons area could be improved
10	Don't mess with!
10	Concession stand gone!
10	Too many non residents
10	No surprise it's in BCII
10	All very poor. Not marked, no maps, not familiar unless I stumble on them.
10	Tennis court in poor condition

## Other Comments

10	Mostly do not use these parks
10	No Parking!
10	Add some benches on pier, add a few more benches can be crowded at sunset
11	Sorry I havent got to the park
11	Especially water zone
11	RR park: no!
11	RR Park!
11	No not here
11	Don't use
12	Of girls softball and girls volleyball.
12	Do not utilize
12 & 13	Havent used
15	Please do NOT allow HUD housing to be built it Rocky River.
15	Many empty offices and store fronts
15	Take down empty buildings!
15	Where is "downtown Rocky River" ? Beach Cliff Area? Not much there. If there is any possibility of expansion, commercial development a must!
15	Bike lanes could be dangerous! Fine Senior Center! Building behind Panara's a big mistake??
15	There is not enough parking in downtown River. Downtown should be expanded into other areas, but not set up like Beachcliff place. It should be set up as downtown with easy walking access.
15	It depends on the area-add some average priced senior living, then may need more parking & to alleviate Detroit Rd congestion after school, evening rush hour & lunch time (sometimes)
17	Don't know where that is!
19	I don't use it
19	And the airport, and lots of trees
19	By senior center transportation, by Taxi
19	We don't use public transportation. Anywhere that we want is easily accessible by car.
19	We don't use these
19	This question is hard to answer "in general" because I feel it depends where you are as to how easy it is to get to a place
20	Education about bike rights and safety.
20	Always look for improvements for safety of walking and biking children to/from school
20	No stopping or pakring by Home D or Marcs
20	Question not well stated. "very high" to me means that things are great!
21	If available
23	lol
23	No!
23	Good
23	Don't spend my tax \$ on this
23	Urgent only, stop using for concerts
23	If really important

**Other Comments**

23	Yes! Get with the times!
29	Not sure
29	Till I die
29	Minimally
29	Maybe, more depends on work
29	Don't know
29	I would like to move but water issues in basement (caused by next door neighbor 23 year ago) makes my property much less desirable also took away my beautiful view with a fence.
31	Not sure, probably own lake front





## APPENDIX B

# DATA TABLES

The tables on the following pages contain the raw numbers as well as calculated percentages for each question in the survey. The answer choices in the tables are presented in the same order as shown in the charts in this document and may not reflect the order that was displayed in the survey sent to residents.

The written comments that have been roughly tabulated into chart form in the results document are not shown in the data tables. The full list of written comments is available in Appendix A.

### 1. Why do you choose to live in the City of Rocky River?

	#	%
Quality of the school system	223	44.9%
Feel safe in the city/my neighborhood	197	39.6%
Property is a good investment	169	34.0%
Close to Lake Erie	162	32.6%
Easy access to Downtown Cleveland	134	27.0%
Close to family and/or friends	132	26.6%
High quality of municipal services	132	26.6%
Offers the type of housing I want	122	24.5%
Well-maintained neighborhood	110	22.1%
Enjoy walking and biking community	106	22.3%
Close to shopping	105	21.1%
For the suburban environment	92	18.5%
Easy access to Metroparks/natural areas	84	16.9%
Access to highways	71	14.3%
Close to my work	59	11.9%
Enjoy Downtown Rocky River	46	9.3%
Housing costs fit my budget	38	7.6%
Easy access to city parks	16	3.2%
Total Number of Respondents	497	100.0%
Total Number of Responses	2495	

## 2. For what reasons might you consider moving out of Rocky River?

	#	%
I would not consider moving out	192	39.4%
For lower taxes	131	26.9%
For a smaller house	38	7.8%
For a larger house	35	7.2%
For a rental unit	13	2.7%
For a newer house	49	10.1%
For attached condos/clustered homes	36	7.4%
For more home for my money	71	14.6%
For one-floor living accommodations	71	14.6%
To have better access to highways	2	0.4%
For less traffic congestion	20	4.1%
To be closer to Downtown Cleveland	11	2.3%
For a more rural environment	24	4.9%
To be able to walk places	24	4.9%
For a different climate	73	15.0%
For better community facilities	5	1.0%
For a safer community	18	3.7%
For a retirement friendly community	39	8.0%
For a higher quality of municipal services	14	2.9%
For better access to shopping	6	1.2%
To be closer to family and/or friends	50	10.3%
For a better school district	3	0.6%
To be closer to work/job related	46	9.4%
Total Number of Respondents	487	100.0%
Total Number of Responses	971	

**4. Indicate your priority for the types of housing needed city:**

	Very High		High		Average		Low		Very Low		Total
	#	%	#	%	#	%	#	%	#	%	#
Maintaining existing housing and neighborhoods	232	53.8%	137	31.8%	52	12.1%	6	1.4%	4	0.9%	431
More renovations and expansions of existing homes	99	24.8%	118	29.6%	138	34.6%	34	8.5%	10	2.5%	399
More accessible housing options for seniors	102	23.3%	99	22.7%	133	30.4%	62	14.2%	41	9.4%	437
More single-family, detached homes	48	12.1%	100	25.2%	154	38.8%	66	16.6%	29	7.3%	397
More walkable housing options	56	14.2%	86	21.9%	158	40.2%	67	17.0%	26	6.6%	393
More one-floor living accommodations	72	17.1%	80	19.0%	137	32.5%	79	18.8%	53	12.6%	421
More housing options for young people	31	8.7%	84	23.6%	163	45.8%	37	10.4%	41	11.5%	356
More townhouses in appropriate locations	34	8.5%	77	19.3%	132	33.2%	103	25.9%	52	13.1%	398
More condos in appropriate locations	37	9.3%	72	18.0%	130	32.6%	107	26.8%	53	13.3%	399
More infill development on vacant land	25	6.5%	51	13.2%	137	35.4%	88	22.7%	86	22.2%	387
More mixed-use buildings	16	4.1%	55	14.2%	107	27.7%	118	30.6%	90	23.3%	386
More apartment buildings in appropriate locations	28	7.1%	36	9.2%	90	22.9%	118	30.0%	121	30.8%	393

**5. Indicate whether you agree or disagree with the following design code statements:**

	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree		Total
	#	%	#	%	#	%	#	%	#	%	#
New homes should match in scale and design	152	32.8%	176	38.0%	94	20.3%	32	6.9%	9	1.9%	463
There should be design codes for commercial properties	146	31.9%	168	36.8%	122	26.7%	18	3.9%	3	0.7%	457
Existing design codes are effective	98	21.2%	216	46.7%	101	21.8%	37	8.0%	11	2.4%	463
There should be design codes for residential properties	84	18.6%	160	35.4%	165	36.5%	36	8.0%	7	1.5%	452

**7. Indicate whether you agree with the following statements about streets, sewers, sidewalks, and bikeways:**

	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree		Total #
	#	%	#	%	#	%	#	%	#	%	
Streets need to be improved	164	34.0%	209	43.4%	86	17.8%	22	4.6%	1	0.2%	482
Trails and bikeways need to be available	109	23.8%	168	36.7%	131	28.6%	39	8.5%	11	2.4%	458
Wayfinding signs are effective	40	8.8%	230	50.7%	150	33.0%	30	6.6%	4	0.9%	454
Stormwater should be handled in more efficient, environmentally friendly ways	111	24.0%	162	35.0%	159	34.3%	25	5.4%	6	1.3%	463
Sidewalks need to be improved	101	21.7%	155	33.3%	161	34.6%	47	10.1%	1	0.2%	465
The sewer system needs to be improved	85	18.5%	146	31.8%	198	43.1%	28	6.1%	2	0.4%	459

**8. Indicate whether you agree with the following statements about the characteristics of Rocky River:**

	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree		Total #
	#	%	#	%	#	%	#	%	#	%	
The city has a unique and strong sense of place	195	41.5%	220	46.8%	44	9.4%	9	1.9%	2	0.4%	470
Lake Road is attractive	85	17.7%	312	65.1%	61	12.7%	20	4.2%	1	0.2%	479
Rocky River's streets are attractive	32	6.6%	309	64.1%	113	23.4%	25	5.2%	3	0.6%	482
Historic preservation is a core community value	98	21.0%	217	46.6%	123	26.4%	24	5.2%	4	0.9%	466
Hilliard Boulevard is attractive	55	11.4%	270	56.0%	86	17.8%	58	12.0%	13	2.7%	482
Environmentally friendly development is a core community value	94	20.4%	208	45.1%	128	27.8%	21	4.6%	10	2.2%	461
Detroit Road is attractive	48	10.2%	245	52.1%	108	23.0%	60	12.8%	9	1.9%	470
City gateways should be improved with signage, landscaping, and art	88	19.2%	174	37.9%	144	31.4%	47	10.2%	6	1.3%	459
The city should promote and invest in public art	50	10.8%	137	29.7%	183	39.6%	75	16.2%	17	3.7%	462
Wooster Road is attractive	13	2.8%	121	25.6%	156	33.1%	147	31.1%	35	7.4%	472
Center Ridge Road is attractive	8	1.7%	61	12.9%	90	19.0%	217	45.8%	98	20.7%	474

**10. Please rate the quality of the following city parks and recreation facilities:**

	Excellent		Good		Average		Poor		Very Poor		Total	No Opinion	
	#	%	#	%	#	%	#	%	#	%	#	#	%
Outdoor Water Zone Pool	135	40.4%	163	48.8%	36	10.8%	0	0.0%	0	0.0%	334	121	26.6%
Rocky River Park	162	40.4%	192	47.9%	43	10.7%	2	0.5%	2	0.5%	401	66	14.1%
Don Umerley Civic Center	134	33.0%	220	54.2%	48	11.8%	2	0.5%	2	0.5%	406	67	14.2%
Elmwood Park	88	24.6%	216	60.5%	51	14.3%	2	0.6%	0	0.0%	357	110	23.6%
City Hall Park	67	16.1%	241	57.8%	97	23.3%	9	2.2%	3	0.7%	417	55	11.7%
Hamilton Ice Arena	45	15.3%	165	55.9%	78	26.4%	6	2.0%	1	0.3%	295	162	35.4%
Linden Park	53	16.6%	161	50.5%	98	30.7%	7	2.2%	0	0.0%	319	140	30.5%
Bradstreet's Landing	54	14.8%	184	50.5%	95	26.1%	22	6.0%	9	2.5%	364	100	21.6%
Tri-City Park	31	13.1%	117	49.4%	81	34.2%	6	2.5%	2	0.8%	237	214	47.5%
Martin Park	24	11.5%	93	44.7%	84	40.4%	6	2.9%	1	0.5%	208	241	53.7%
Bates Road Tot Lot	14	12.3%	46	40.4%	46	40.4%	6	5.3%	2	1.8%	114	328	74.2%
Rocky River Middle School Tot Lot	24	13.6%	67	38.1%	72	40.9%	6	3.4%	7	4.0%	176	272	60.7%
Morley Park	21	10.4%	82	40.6%	82	40.6%	13	6.4%	4	2.0%	202	247	55.0%

**11. Indicate whether you agree or disagree with the following parks and recreation statements:**

	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree		Total #
	#	%	#	%	#	%	#	%	#	%	
I regularly use park and recreation facilities	116	24.6%	189	40.0%	94	19.9%	55	11.7%	18	3.8%	472
There are enough open field areas	42	9.1%	251	54.4%	135	29.3%	28	6.1%	5	1.1%	461
The City Hall Campus is a high quality complex	56	12.2%	233	50.7%	139	30.2%	26	5.7%	6	1.3%	460
Public access to Lake Erie should be improved	111	24.1%	167	36.3%	120	26.1%	54	11.7%	8	1.7%	460
There are enough wooded or natural areas	33	7.2%	222	48.2%	138	29.9%	63	13.7%	5	1.1%	461
There are enough facilities for all ages	29	6.4%	212	46.5%	178	39.0%	31	6.8%	6	1.3%	456
There is enough parking at facilities	33	7.1%	206	44.5%	127	27.4%	86	18.6%	11	2.4%	463
Public access to the Rocky River and the Metroparks should be improved	72	15.7%	121	26.4%	168	36.7%	86	18.8%	11	2.4%	458
There is adequate seating	25	5.5%	166	36.4%	179	39.3%	80	17.5%	6	1.3%	456
There are amenities so I can bike to parks	27	6.0%	154	34.0%	214	47.2%	48	10.6%	10	2.2%	453
There should be more community events	39	8.5%	117	25.4%	253	55.0%	41	8.9%	10	2.2%	460
There are enough trails	24	5.2%	125	27.1%	199	43.2%	105	22.8%	8	1.7%	461
The city should invest in additional parks and facilities	30	6.6%	114	25.2%	163	36.0%	114	25.2%	32	7.1%	453

**12. How do you rate programming at the city's parks and recreation facilities?**

	#	%
Excellent	62	13.6%
Good	250	54.8%
Average	132	28.9%
Poor	10	2.2%
Very Poor	2	0.4%
Total	456	100.0%

**13. Overall, how do you rate the city's parks and recreation facilities?**

	#	%
Excellent	101	21.5%
Good	285	60.8%
Average	80	17.1%
Poor	3	0.6%
Very Poor	0	0.0%
Total	469	100.0%

**15. Indicate whether you agree or disagree with the following statements about commercial development:**

	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree		Total
	#	%	#	%	#	%	#	%	#	%	#
Maintain a neighborhood scale and character	164	35.0%	227	48.5%	70	15.0%	6	1.3%	1	0.2%	468
Update sign codes to ensure attractive design	135	28.8%	197	42.1%	115	24.6%	18	3.8%	3	0.6%	468
Focus development efforts on Center Ridge Road	128	27.0%	198	41.8%	90	19.0%	48	10.1%	10	2.1%	474
Focus on mixed-use, walkable development	62	13.2%	185	39.4%	164	34.9%	50	10.6%	9	1.9%	470
Attract office employment	47	10.2%	188	40.7%	166	35.9%	52	11.3%	9	1.9%	462
Focus development efforts on Downtown	59	12.6%	179	38.2%	157	33.5%	65	13.9%	8	1.7%	468
Attract a greater diversity of retail/service stores	70	14.8%	164	34.7%	167	35.4%	60	12.7%	11	2.3%	472
Focus on adding residential uses to commercial areas	30	6.5%	126	27.2%	218	47.0%	82	17.7%	8	1.7%	464

**17. Indicate your priority for improving the look, feel, and vibrancy of commercial areas:**

	Very High		High		Average		Low		Very Low		Total
	#	%	#	%	#	%	#	%	#	%	#
Center Ridge Road (west of Northview Road)	156	34.4%	166	36.6%	110	24.3%	16	3.5%	5	1.1%	453
Center Ridge Road (east of Northview Road)	152	33.9%	153	34.2%	115	25.7%	19	4.2%	9	2.0%	448
Downtown Rocky River	92	20.5%	113	25.2%	169	37.7%	49	10.9%	25	5.6%	448
Detroit Road (west of Downtown)	62	14.0%	129	29.1%	193	43.5%	44	9.9%	16	3.6%	444
Wooster Road (at Hilliard Blvd)	83	18.4%	111	24.6%	197	43.7%	46	10.2%	14	3.1%	451
Lake Road (east of the Clock Tower)	47	10.5%	105	23.4%	191	42.6%	79	17.6%	26	5.8%	448
Lake Road (at Bradstreet's Landing)	56	12.5%	88	19.6%	190	42.3%	86	19.2%	29	6.5%	449
Wooster Road (at Inglewood/Shoreland)	47	10.7%	80	18.3%	223	50.9%	72	16.4%	16	3.7%	438

**19. Indicate which methods of transportation you find easy to use to get to various destinations:**

	By Car		By Transit		By Bike		By Walking		Total
	#	%	#	%	#	%	#	%	#
City Parks and Recreation Facilities	419	88.2%	10	2.1%	179	37.7%	194	40.8%	475
Cleveland Metroparks Rocky River Reservation	420	90.1%	7	1.5%	158	33.9%	98	21.0%	466
Lake Erie	397	84.5%	4	0.9%	159	33.8%	159	33.8%	470
Downtown Rocky River	412	86.7%	19	4.0%	157	33.1%	165	34.7%	475
Other Retail Areas	418	89.5%	24	5.1%	112	24.0%	131	28.1%	467
Grocery Stores	435	90.6%	19	4.0%	123	25.6%	161	33.5%	480
Rocky River Public Library	426	89.3%	8	1.7%	153	32.1%	148	31.0%	477
The City Hall Campus	435	91.6%	10	2.1%	128	26.9%	117	24.6%	475
Surrounding Communities	461	97.3%	45	9.5%	97	20.5%	36	7.6%	474

**20. Indicate your priority for improving the ease and safety of getting around:**

	Very High		High		Average		Low		Very Low		Total	Not Applicable	
	#	%	#	%	#	%	#	%	#	%	#	#	%
Walking	117	27.5%	120	28.2%	124	29.1%	35	8.2%	30	7.0%	426	35	7.6%
Bike	92	23.4%	115	29.2%	105	26.6%	48	12.2%	34	8.6%	394	66	14.3%
Car	106	23.7%	99	22.1%	137	30.6%	51	11.4%	54	12.1%	447	25	5.3%
Public Transit	36	10.2%	50	14.2%	132	37.5%	68	19.3%	66	18.8%	352	108	23.5%

**21. Indicate whether you agree with the following statements about parking:**

	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree		Total
	#	%	#	%	#	%	#	%	#	%	#
Parking in other commercial areas is easy	47	10.3%	227	49.9%	140	30.8%	34	7.5%	7	1.5%	455
The city should invest in off-street parking Downtown	58	12.6%	179	38.9%	128	27.8%	76	16.5%	19	4.1%	460
The city should improve on-street parking Downtown	45	10.0%	150	33.4%	178	39.6%	64	14.3%	12	2.7%	449
Parking in Downtown is easy	17	3.6%	145	30.8%	113	24.0%	161	34.2%	35	7.4%	471
I would rather walk, bike, or take transit to Downtown	39	8.8%	85	19.3%	139	31.5%	123	27.9%	55	12.5%	441
I avoid Downtown because of a lack of parking	19	4.2%	71	15.7%	121	26.7%	156	34.4%	86	19.0%	453

**23. How do you want to get information about city meetings, events, projects, and issues?**

	#	%
Direct mail	270	55.9%
Email	244	50.5%
City website	226	46.8%
Local Newspapers	170	35.2%
Ready Notify alert service	164	34.0%
Cleveland Plain Dealer/cleveland.com	124	25.7%
City-run social media pages	105	21.7%
The Chamber of Commerce River Biz Newsletter	40	8.3%
Council meetings and other public events	28	5.8%
Total number of Respondents	483	100.0%
Total Number of Responses	1854	

**24. How do you rate the overall quality of existing communication about city meetings, events, projects, and issues?**

	#	%
Excellent	35	7.5%
Good	169	36.0%
Average	181	38.6%
Poor	76	16.2%
Very Poor	8	1.7%
Total	469	100.0%

**26. How do you rate the overall quality of life in Rocky River?**

	#	%
Excellent	251	53.1%
Good	204	43.1%
Average	16	3.4%
Poor	1	0.2%
Very Poor	1	0.2%
Total	473	100.0%

**27. What is your age? (If more than one adult completed this survey, please note the age of the one who most recently had a birthday)**

	2016 Survey		2014 American Community Survey	
	#	%	#	%
18 to 34 Years Old	44	9.0%	909	10.3%
35 to 44 Years Old	71	14.6%	1316	14.9%
45 to 54 Years Old	67	13.8%	1708	19.4%
55 to 64 Years Old	104	21.4%	1630	18.5%
65 to 74 Years Old	100	20.5%	1508	17.1%
75 Years or Older	101	20.7%	1751	19.8%
Total	487	100.0%	8822	100.0%

**28. How many years have you lived in the City of Rocky River?**

	#	%
Under 2 years	41	8.4%
2-5 years	73	14.9%
6-10 years	53	10.8%
11-20 years	90	18.4%
21-30 years	82	16.7%
More than 30 years	151	30.8%
Total	490	100.0%

**29. How much longer do you plan to live in the City of Rocky River?**

	#	%
Under 2 years	18	3.8%
2-5 years	54	11.5%
6-10 years	63	13.4%
11-20 years	43	9.1%
21-30 years	22	4.7%
More than 30 years	12	2.6%
I do not intend to move out	258	54.9%
Total	470	45.1%

**30. Do you rent or own your home currently?**

	#	%
Homeowner	424	86.5%
Renter	66	13.5%
Total	490	100.0%

**31. Do you see yourself renting or owning five (5) years from now?**

	#	%
Owning	418	88.9%
Renting	52	11.1%
Total	470	100.0%

**32. Please indicate the number of people in your household that are in each of the following age groups:**

	2016 Survey		2014 American Community Survey	
	#	%	#	%
0 to 17 Years Old	216	19.8%	4328	21.5%
18 to 24 Years Old	62	5.7%	1053	5.2%
25 to 34 Years Old	99	9.1%	2030	10.1%
35 to 44 Years Old	119	10.9%	2377	11.8%
45 to 54 Years Old	121	11.1%	2889	14.3%
55 to 64 Years Old	174	15.9%	2624	13.0%
65 to 74 Years Old	157	14.4%	2181	10.8%
75 Years or Older	145	13.3%	2663	13.2%
Total	1093	100.0%	20145	100.0%





APPENDIX C

# SURVEY INSTRUMENT

The following pages display the Rocky River Survey as it was sent to residents.





# 2016 Community Survey

Your voice matters.

Questions? Contact County Planning directly at 216.443.3700 or [phewitt@cuyahogacounty.us](mailto:phewitt@cuyahogacounty.us)

 County Planning



# Welcome!

Thank you for taking the time to complete this important survey.

## About the Survey

This survey is being conducted by the Cuyahoga County Planning Commission (County Planning) on behalf of the City of Rocky River. The results will be used to assist City officials in updating the community Master Plan. Your household has been randomly chosen to participate in the survey.

Your opinions are very important. It is crucial that you respond to the survey in order for the City of Rocky River to get an accurate and complete understanding of residents' opinions.

## Returning Your Survey

A stamped and addressed return envelope is included in your survey packet. Please complete and return the survey no later than **Friday, September 16, 2016.**

Be assured that your individual responses will remain anonymous.

## Instructions

Please answer each question as completely as possible. If you choose to not answer a question, leave it blank – but please return your survey.

This survey is to be completed collaboratively by the adult head(s) of household. Please read all answer choices before marking your selection. Leave answers blank if the question or choices do not apply to you.

To respond, darken the open circles [ O ] to indicate your answer selection. Use only a pencil or ballpoint pen.

Mark answers like this:



Do NOT mark like this:



## Questions?

Thank you for your time and participation. If you have any questions, please contact County Planning directly at 216.443.3700 or [phewitt@cuyahogacounty.us](mailto:phewitt@cuyahogacounty.us)

## RESIDING IN ROCKY RIVER

1. Why do you choose to live in the City of Rocky River? (Select up to four (4) options)

- |  |  |
|--|--|
| <input type="radio"/> I am close to Lake Erie                  | <input type="radio"/> My neighborhood is well-maintained                       |
| <input type="radio"/> I have easy access to downtown Cleveland | <input type="radio"/> My property is a good investment                         |
| <input type="radio"/> It offers the type of housing I want     | <input type="radio"/> The quality of the school system                         |
| <input type="radio"/> I am close to shopping                   | <input type="radio"/> I feel safe in the City/my neighborhood                  |
| <input type="radio"/> I am close to my work                    | <input type="radio"/> My housing costs fit my budget                           |
| <input type="radio"/> I have access to highways                | <input type="radio"/> The City provides a high quality of municipal services   |
| <input type="radio"/> I enjoy the suburban environment         | <input type="radio"/> I have easy access to the Metroparks/Natural Areas       |
| <input type="radio"/> I am close to my family and/or friends   | <input type="radio"/> I have easy access to the City's parks                   |
| <input type="radio"/> I enjoy Downtown Rocky River             | <input type="radio"/> I enjoy being able to walk and bike around the community |

2. For what reasons might you consider moving out of Rocky River? (Select up to four (4) options)

- I would not consider moving out of the City of Rocky River

If you choose "I would not consider moving out of the City of Rocky River", please do not select any more options.

- |   |   |
|---|---|
| <input type="radio"/> For lower taxes                     | <input type="radio"/> For a more rural environment                              |
| <input type="radio"/> For a smaller house                 | <input type="radio"/> To be able to walk places                                 |
| <input type="radio"/> For a larger house                  | <input type="radio"/> For a different climate                                   |
| <input type="radio"/> For a rental unit                   | <input type="radio"/> For better community facilities                           |
| <input type="radio"/> For a newer house                   | <input type="radio"/> For a safer community                                     |
| <input type="radio"/> For attached condos/clustered homes | <input type="radio"/> For a retirement friendly community                       |
| <input type="radio"/> For more home for my money          | <input type="radio"/> For a higher quality of municipal services                |
| <input type="radio"/> For one-floor living accommodations | <input type="radio"/> For better access to shopping                             |
| <input type="radio"/> To have better access to highways   | <input type="radio"/> To be closer to family and/or friends                     |
| <input type="radio"/> For less traffic congestion         | <input type="radio"/> For a better school district                              |
| <input type="radio"/> To be closer to downtown Cleveland  | <input type="radio"/> To be closer to work/job related (including job transfer) |

3. Comments on the *Residing in Rocky River* section:

## HOUSING

4. Indicate your priority for the types of housing needed in the City:

	Priority Level				
	Very High	High	Average	Low	Very Low
More accessible housing options for <b>seniors</b> looking to <b>remain</b> in the City	<input type="radio"/>				
More housing types for <b>young people</b>	<input type="radio"/>				
More housing options within <b>walking distance to amenities</b>	<input type="radio"/>				
More well-designed <b>single-family, detached</b> homes	<input type="radio"/>				
More well-designed <b>townhouses</b> in appropriate locations	<input type="radio"/>				
More well-designed <b>condos</b> in appropriate locations	<input type="radio"/>				
More well-designed <b>apartment buildings</b> in appropriate locations	<input type="radio"/>				
More well-designed <b>mixed-use</b> buildings with first-floor commercial and residential above	<input type="radio"/>				
Maintaining <b>existing</b> housing and neighborhoods	<input type="radio"/>				
More <b>renovations and expansions</b> of existing homes to add modern amenities	<input type="radio"/>				
More <b>infill development</b> on vacant land	<input type="radio"/>				
More <b>one-floor living</b> accommodations	<input type="radio"/>				

5. Rocky River has some existing design codes to ensure that buildings are attractive and fit the character of the community. Indicate whether you agree or disagree with the following statements about the City's **design codes** and leave any additional comments in the box below:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Existing design codes are <b>effective</b> in producing an attractive community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New homes should <b>match the scale and design</b> of existing homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There should be more specific design codes for <b>commercial properties</b> to ensure attractive design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There should be more specific design codes for <b>residential properties</b> to ensure attractive design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Comments on the *Housing* section:

## INFRASTRUCTURE AND IDENTITY

7. Indicate whether you agree or disagree with the following statements about **streets, sewers, sidewalks, and bikeways**:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
<b>Streets</b> need to be improved (paving, filling potholes, etc.)	0	0	0	0	0
<b>Sidewalks</b> need to be improved	0	0	0	0	0
<b>Wayfinding signs</b> in the community are effective	0	0	0	0	0
<b>Trails and bikeways</b> need to be available	0	0	0	0	0
The <b>sewer system</b> needs to be improved	0	0	0	0	0
<b>Stormwater management efforts</b> should handle rainwater in more efficient, environmentally friendly ways	0	0	0	0	0

8. Indicate whether you agree or disagree with the following statements about the **characteristics** of Rocky River:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Rocky River has a unique and strong <b>sense of place</b>	0	0	0	0	0
The City should promote and invest in <b>public art</b>	0	0	0	0	0
<b>Historic preservation</b> is a core community value	0	0	0	0	0
<b>Environmentally friendly</b> development is a core community value	0	0	0	0	0
The <b>gateways</b> into the City should be improved with signage, landscaping, and art	0	0	0	0	0
<b>Detroit Road</b> in Rocky River is attractive (landscaping, trees, decorative lamp posts etc.)	0	0	0	0	0
<b>Center Ridge Road</b> in Rocky River is attractive	0	0	0	0	0
<b>Wooster Road</b> in Rocky River is attractive	0	0	0	0	0
<b>Lake Road</b> in Rocky River is attractive	0	0	0	0	0
<b>Hilliard Boulevard</b> in Rocky River is attractive	0	0	0	0	0
Overall, the <b>streets</b> in Rocky River are attractive	0	0	0	0	0

9. Comments on the *Infrastructure and Identity* section:

## PARKS AND RECREATION

10. Please **rate** the quality of the following City parks and recreation facilities:

	Excellent	Good	Average	Poor	Very Poor	No Opinion
Bradstreet's Landing	0	0	0	0	0	0
City Hall Park	0	0	0	0	0	0
Don Umerley Civic Center	0	0	0	0	0	0
Elmwood Park	0	0	0	0	0	0
Hamilton Ice Arena	0	0	0	0	0	0
Linden Park	0	0	0	0	0	0
Martin Park	0	0	0	0	0	0
Morley Park	0	0	0	0	0	0
Outdoor Water Zone Pool	0	0	0	0	0	0
Rocky River Park	0	0	0	0	0	0
Bates Road Tot Lot	0	0	0	0	0	0
Rocky River Middle School Tot Lot	0	0	0	0	0	0
Tri-City Park	0	0	0	0	0	0

11. Indicate whether you agree or disagree with the following parks and recreation statements:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I <b>regularly</b> use City parks and recreation facilities	0	0	0	0	0
There is enough <b>parking</b> at City parks and recreation facilities	0	0	0	0	0
There are enough <b>open field areas</b> in City parks	0	0	0	0	0
There are enough <b>wooded or natural areas</b> in City parks	0	0	0	0	0
There are enough <b>trails</b> in City parks	0	0	0	0	0
There are appropriate <b>amenities</b> (bike racks, benches, trails) so I can easily bike to parks	0	0	0	0	0
There is adequate <b>seating</b> in City parks	0	0	0	0	0
There are enough facilities for <b>all ages</b>	0	0	0	0	0
Rocky River should invest in <b>additional</b> parks and recreation facilities	0	0	0	0	0
The <b>City Hall Campus</b> is a high quality complex that effectively serves the community	0	0	0	0	0
<b>Public access</b> to Lake Erie should be improved	0	0	0	0	0
<b>Public access</b> to the Rocky River and the Metroparks should be improved	0	0	0	0	0
There should be more <b>community events</b>	0	0	0	0	0

12. How do you rate programming at the City's parks and recreation facilities?

<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Very Poor</b>
0	0	0	0	0

13. Overall, how do you rate the City's parks and recreation facilities?

<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Very Poor</b>
0	0	0	0	0

14. Comments on the *Parks and Recreation* section:

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## COMMERCIAL DEVELOPMENT

15. Indicate whether you agree or disagree with the following statements about commercial development:

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
The City should focus on attracting a greater <b>diversity of retail/service stores</b>	0	0	0	0	0
The City should promote economic development to attract <b>office employment</b>	0	0	0	0	0
The City should focus on <b>mixed-use development</b> (retail, office, residential) within walking distance to amenities	0	0	0	0	0
Development efforts in the City should focus on <b>adding residential uses</b> to commercial areas	0	0	0	0	0
Development efforts in the City should focus on maintaining a <b>neighborhood scale and character</b>	0	0	0	0	0
The City should focus commercial development efforts on <b>Downtown Rocky River</b>	0	0	0	0	0
The City should focus commercial development efforts on <b>Center Ridge Road</b>	0	0	0	0	0
The City should <b>update sign codes</b> to ensure commercial signage is attractive and in keeping with community character	0	0	0	0	0

16. What types of retail would you like to see added in the community?

17. Indicate your priority for improving the look, feel, and vibrancy of commercial areas:

	Priority Level				
	Very High	High	Average	Low	Very Low
Downtown Rocky River	<input type="radio"/>				
Detroit Road (west of Downtown)	<input type="radio"/>				
Center Ridge Road (east of Northview road)	<input type="radio"/>				
Center Ridge Road (west of Northview Road)	<input type="radio"/>				
Wooster Road (at Hilliard Blvd)	<input type="radio"/>				
Wooster Road (at Inglewood/Shoreland)	<input type="radio"/>				
Lake Road (East of the Clock Tower)	<input type="radio"/>				
Lake Road (at Bradstreet's Landing)	<input type="radio"/>				

18. Comments on the *Commercial Development* section:

## TRANSPORTATION

19. Indicate which methods of transportation you find easy to use to get to various destinations (mark all that apply):

<i>"I can easily reach the following destinations..."</i>	By Car	By Transit	By Bike	By Walking
City Parks and Recreation Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleveland Metroparks Rocky River Reservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lake Erie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown Rocky River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Retail Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grocery Stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rocky River Public Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City Hall Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surrounding Communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Indicate your priority for improving the **ease** and **safety** of getting around:

	Priority Level					N/A*
	Very High	High	Average	Low	Very Low	
Improving the ease and safety of getting around <b>by car</b>	<input type="radio"/>					
Improving the ease and safety of getting around <b>by public transit</b>	<input type="radio"/>					
Improving the ease and safety of getting around <b>by bike</b>	<input type="radio"/>					
Improving the ease and safety of getting around <b>by walking</b>	<input type="radio"/>					

\*N/A: Not Applicable

21. Indicate whether you agree or disagree with the following statements about **parking**:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Parking in <b>Downtown Rocky River</b> is easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City should improve <b>on-street parking</b> in Downtown Rocky River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City should invest in <b>off-street parking</b> in Downtown Rocky River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I avoid Downtown Rocky River because of a <b>lack of parking</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>rather walk, bike, or take transit</b> to get to Downtown Rocky River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking in <b>other commercial areas</b> is easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Comments on the *Transportation* section:

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## COMMUNICATION

23. How do you want to get information about City meetings, events, projects, and issues? (Check all that apply)

- |   |   |
|---|---|
| <input type="radio"/> Cleveland Plain Dealer/cleveland.com<br><input type="radio"/> Local newspapers ( <i>West Shore Sun/West Life</i> )<br><input type="radio"/> The Chamber of Commerce River Biz Newsletter<br><input type="radio"/> Council meetings and other public events<br><input type="radio"/> Direct mail | <input type="radio"/> The City's website<br><input type="radio"/> Ready Notify alert service<br><input type="radio"/> Email<br><input type="radio"/> City-run social networking pages on Facebook, Twitter etc. |
|---|---|



## DEMOGRAPHIC QUESTIONS

27. What is your age? (If more than one adult completed this survey, please note the age of the one who most recently had a birthday)

18 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75+ years

28. How many years have you lived in the City of Rocky River?

Under 2 years

2 – 5 years

6 – 10 years

11 – 20 years

21 – 30 years

More than 30 years

29. How much longer do you plan to live in the City of Rocky River?

Under 2 years

2 – 5 years

6 – 10 years

11-20 years

21-30 years

More than 30 years

I do not intend to move out of the City of Rocky River

30. Do you rent or own your home currently?

Homeowner

Renter

31. Do you see yourself renting or owning five (5) years from now?

Owning

Renting

32. Please indicate the number of people in your household that are in each of the following age groups:

0 to 17

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75+ years

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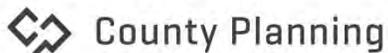
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*Fold survey along the dotted line before placing in the postage-paid return envelope*

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# Thank you!

Please fold the survey in half and mail it in the enclosed, postage-paid envelope no later than Friday, September 16, 2016.



The Cuyahoga County Planning Commission's mission is to inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.

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