

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

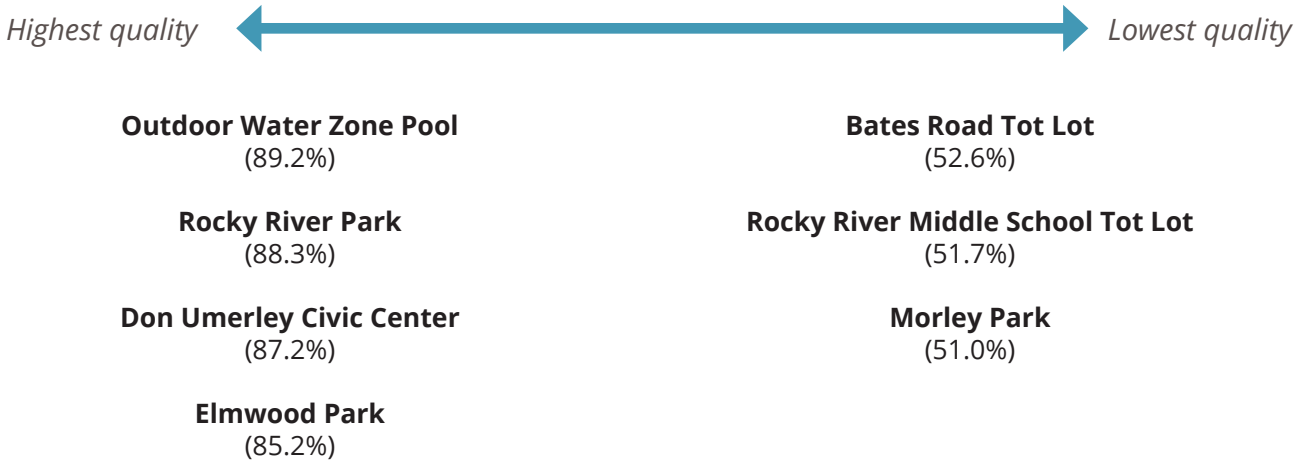
1. **Lake Road** (82.9%)
2. **Rocky River Streets, Generally** (70.7%)
3. **Hilliard Boulevard** (67.4%)
4. **Detroit Road** (62.3%)
5. **Wooster Road** (28.4%)
6. **Center Ridge Road** (14.6%)

PARKS AND RECREATION

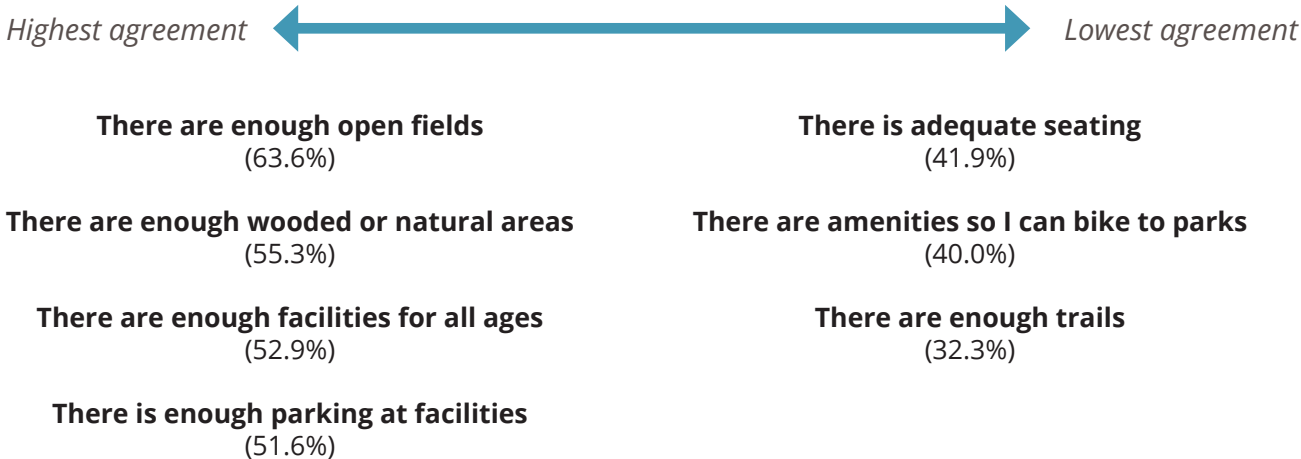
Respondents were asked to rate the quality of the city's parks and recreation facilities. The Outdoor Water Zone Pool and the Rocky River Park were the highest rated, with almost 90% of respondents ranking the facilities as "Excellent" or "Good." Overall, a majority of respondents rated all parks and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

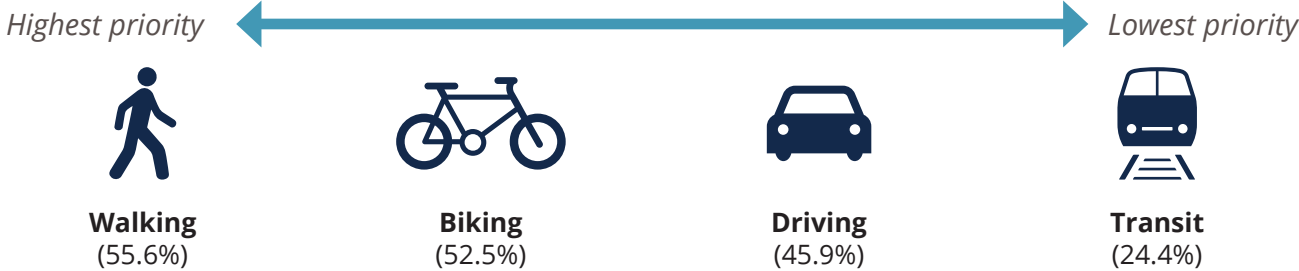
1. **Center Ridge Road (West of Northview Road)** (71.1%)
2. **Center Ridge Road (East of Northview Road)** (68.1%)
3. **Downtown Rocky River** (45.8%)
4. **Detroit Road (West of Downtown)** (43.0%)
5. **Wooster Road (at Hilliard Boulevard)** (43.0%)

TRANSPORTATION

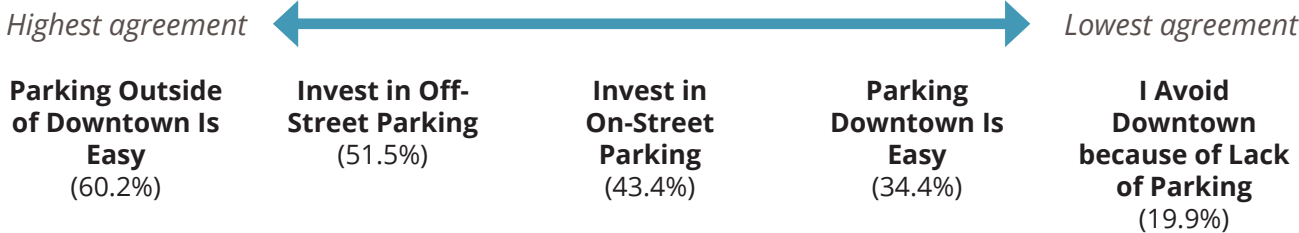
In the transportation section of the survey, respondents were asked their priority for improving the ease and safety of getting around the city by various transportation modes. Improving the environment for walking and biking were the highest priority for residents. This was followed by improvements 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%)

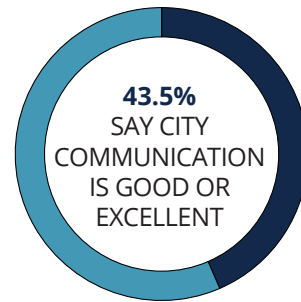


Email (50.5%)



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



County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE