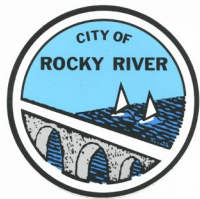


CITY OF ROCKY RIVER

MASTER PLAN

COMMUNITY SURVEY RESULTS



- Methodology + Process
- Initial Findings
- Demographics
- Major Themes

- **Methodology + Process**
- Initial Findings
- Demographics
- Major Themes

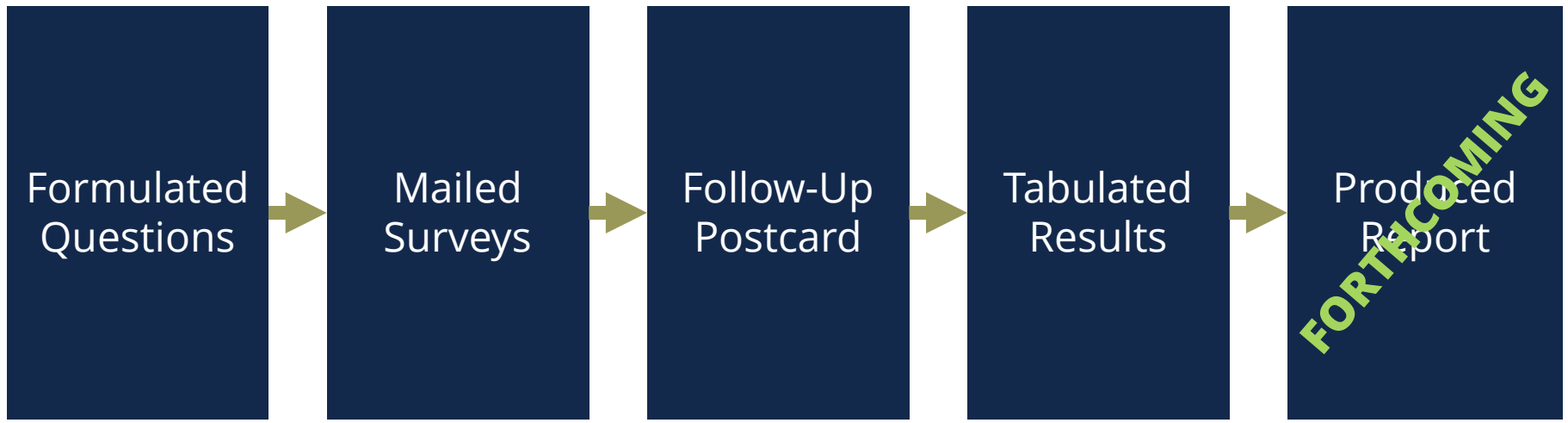
- Methodology + Process
- **Initial Findings**
- Demographics
- Major Themes

- Methodology + Process
- Initial Findings
- **Demographics**
- Major Themes

- Methodology + Process
- Initial Findings
- Demographics
- **Major Themes**



METHODOLOGY + PROCESS



Formulated
Questions

Mailed
Surveys

Follow-Up
Postcard

Tabulated
Results

Produced
Report

FORTHCOMING

	Rocky River Survey
Total Households	8,822 Households



	Rocky River Survey
Total Households	8,822 Households
Mailed Surveys	1,400 Surveys





	Rocky River Survey
Total Households	8,822 Households
Mailed Surveys	1,400 Surveys
Returned Surveys	503 Surveys
Response Rate	35.9%





	Rocky River Survey
Total Households	8,822 Households
Mailed Surveys	1,400 Surveys
Returned Surveys	503 Surveys
Response Rate	35.9%
Confidence Level	95%
Statistical Error Rate	+/- 4.24



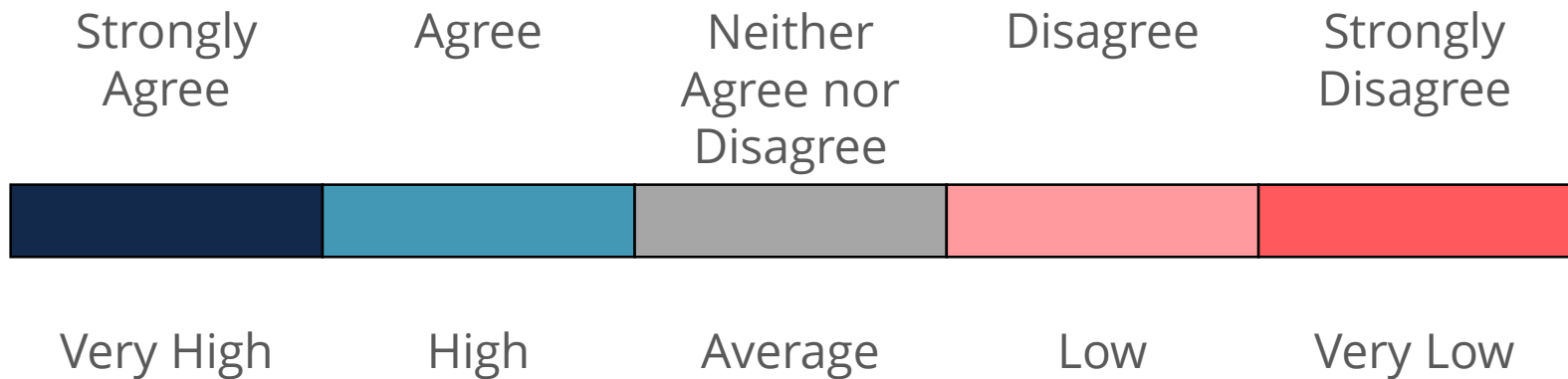
INITIAL FINDINGS



SURVEY TOPICS

- Reasons for Residing in Rocky River
- Housing
- Infrastructure and Identity
- Parks and Recreation
- Commercial Development
- Transportation
- Communication
- Quality of Life

LEGEND



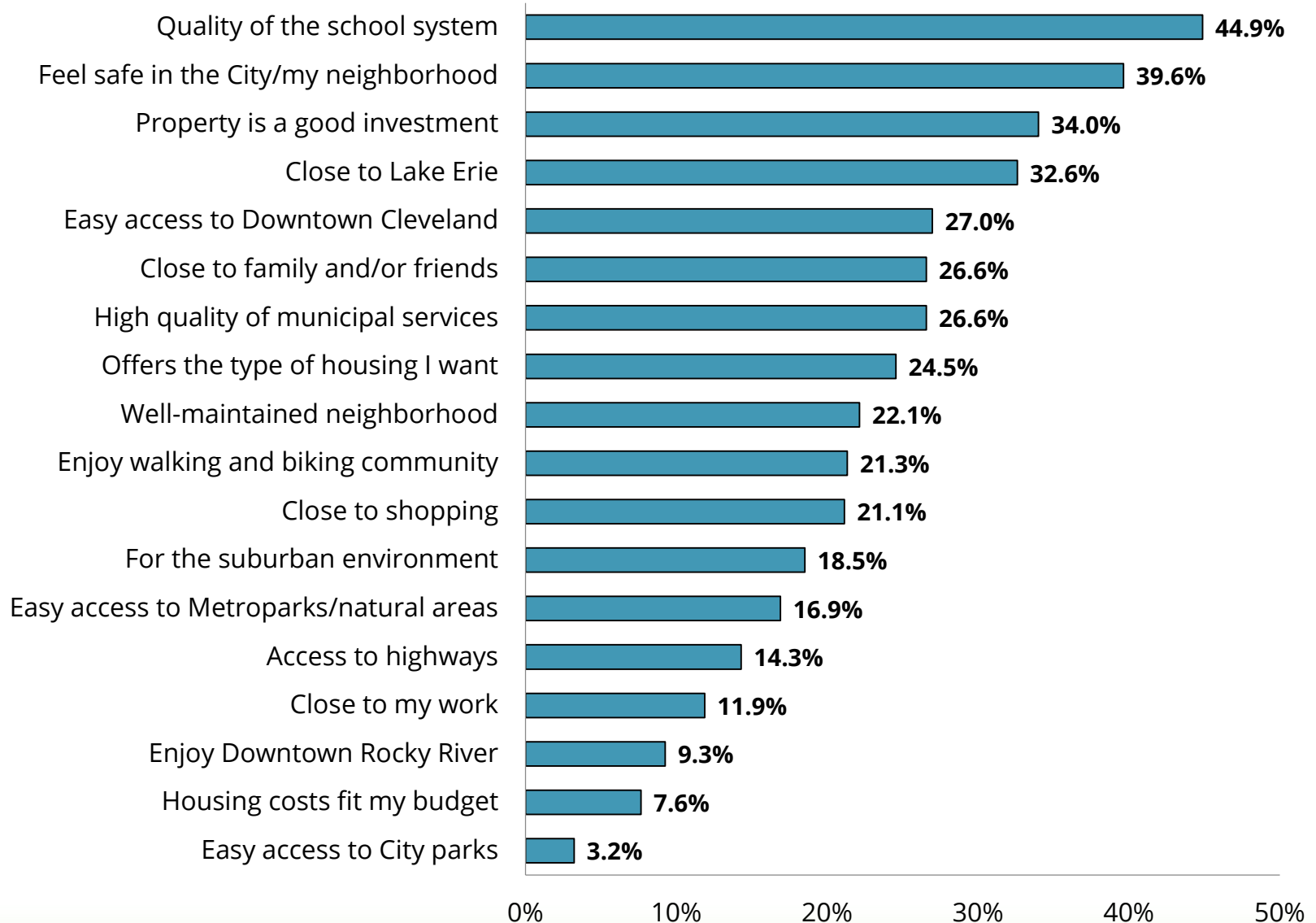
The graphs in this presentation have been sorted by most popular answer.



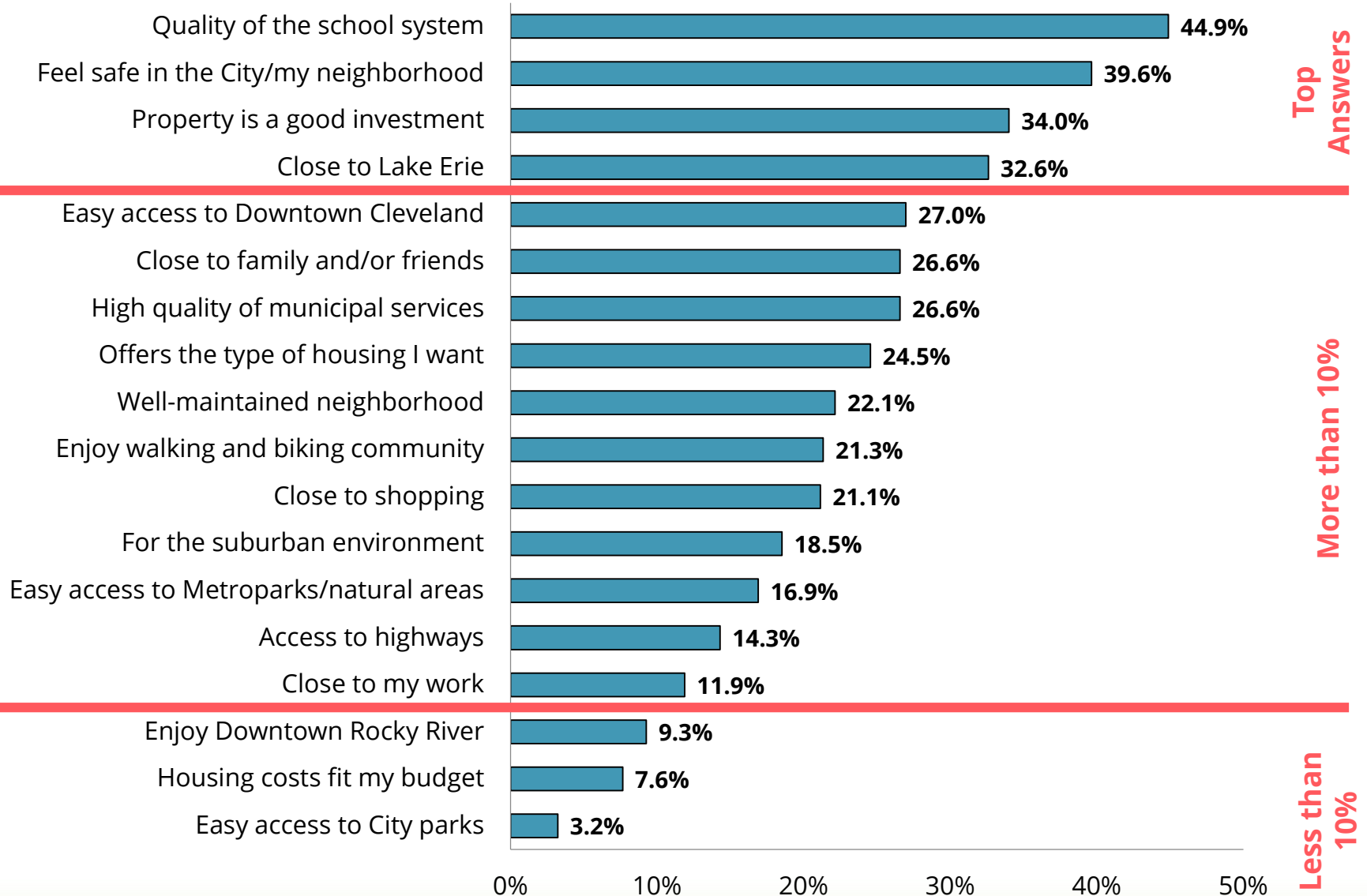
REASONS FOR RESIDING IN ROCKY RIVER



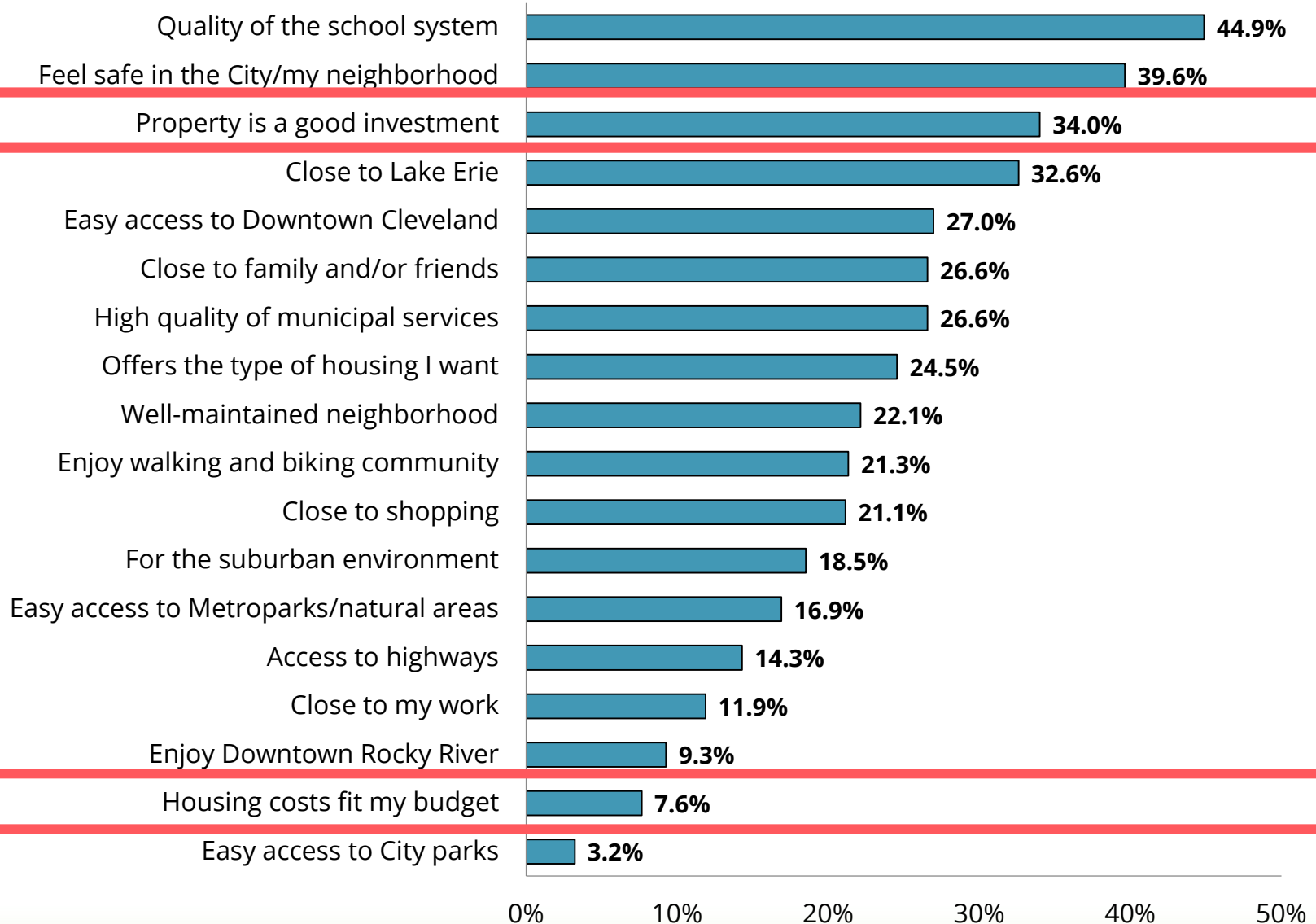
REASONS FOR RESIDING IN ROCKY RIVER



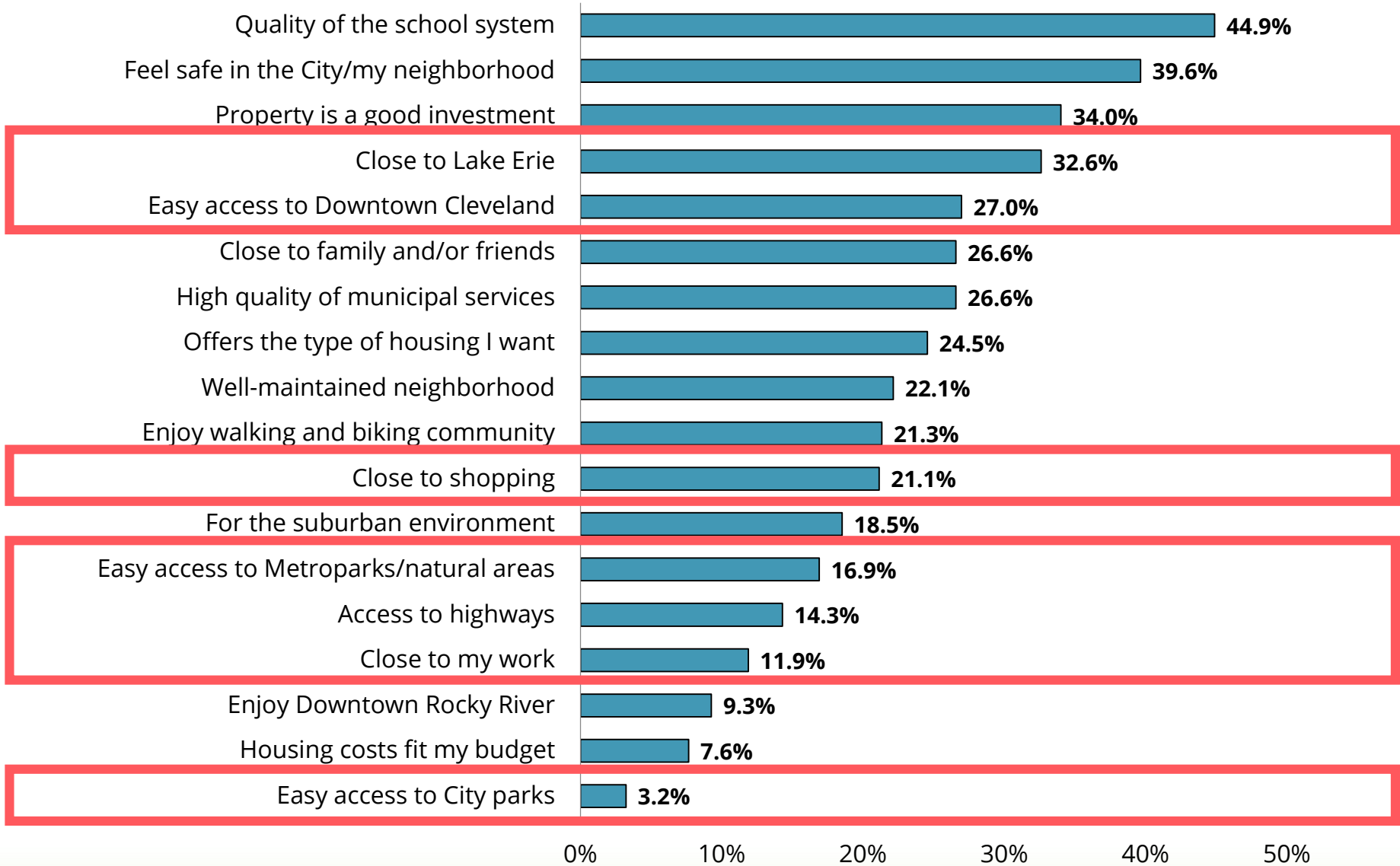
REASONS FOR RESIDING IN ROCKY RIVER



REASONS FOR RESIDING IN ROCKY RIVER

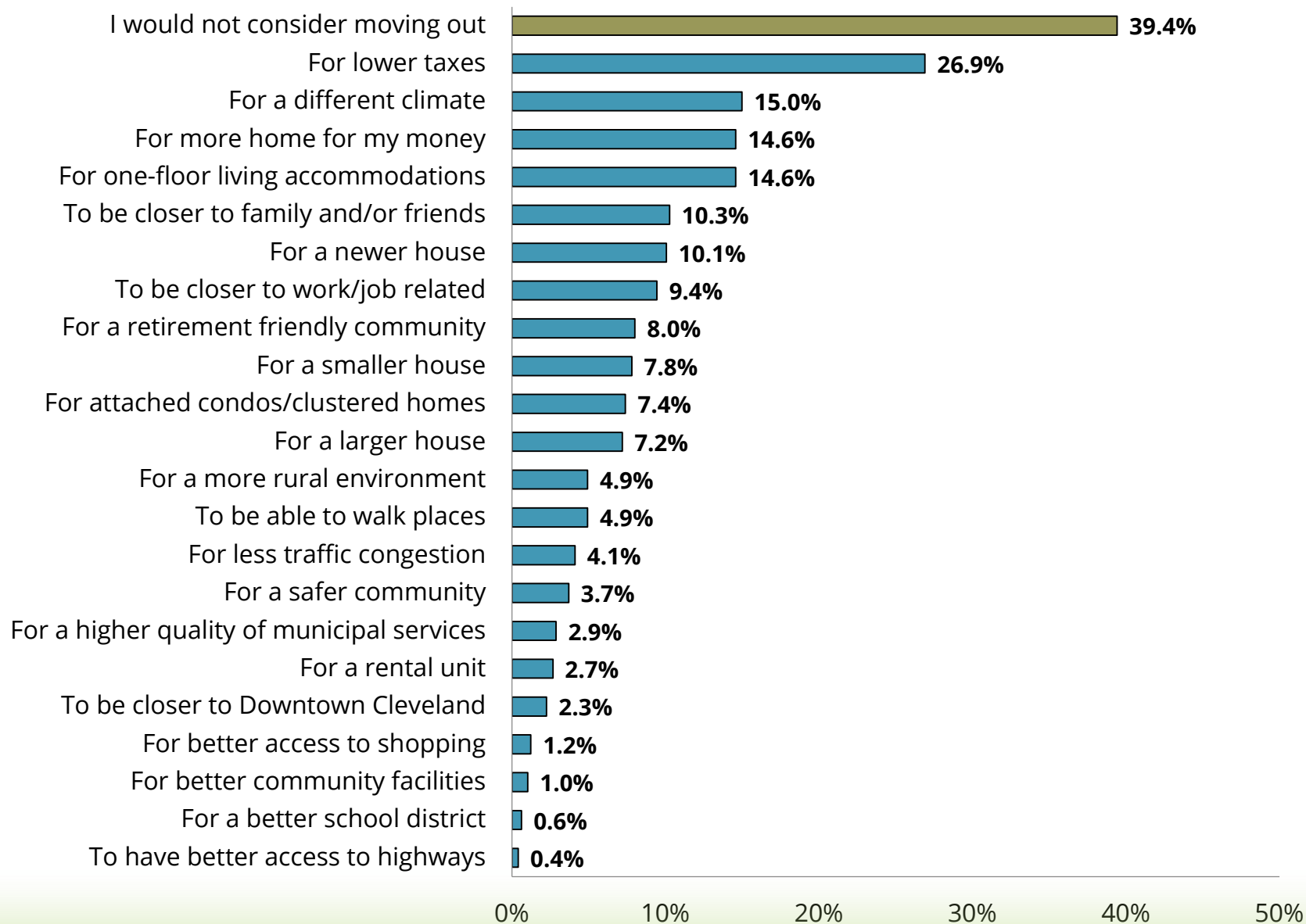


REASONS FOR RESIDING IN ROCKY RIVER

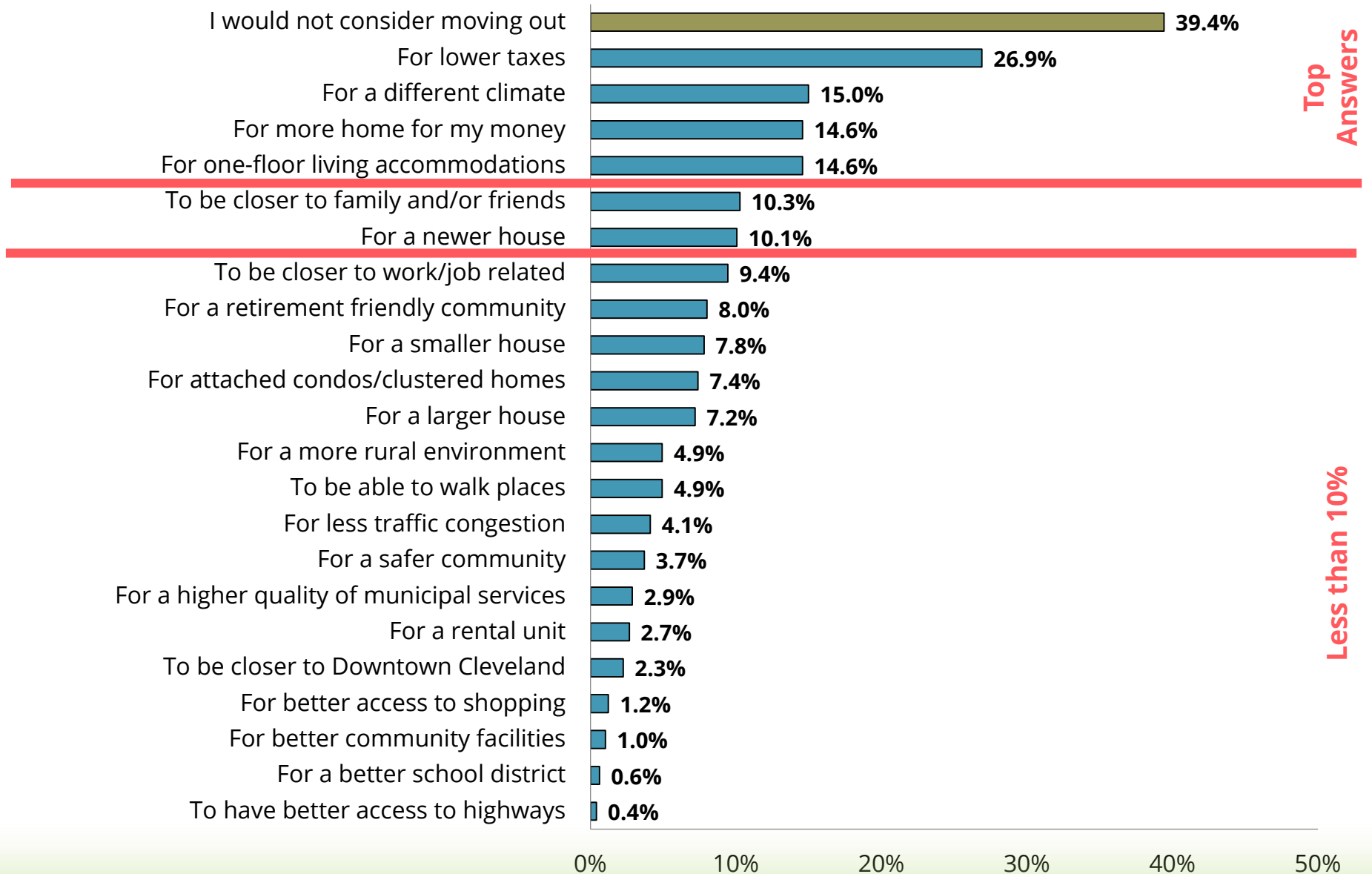




CONSIDERATIONS FOR MOVING



CONSIDERATIONS FOR MOVING

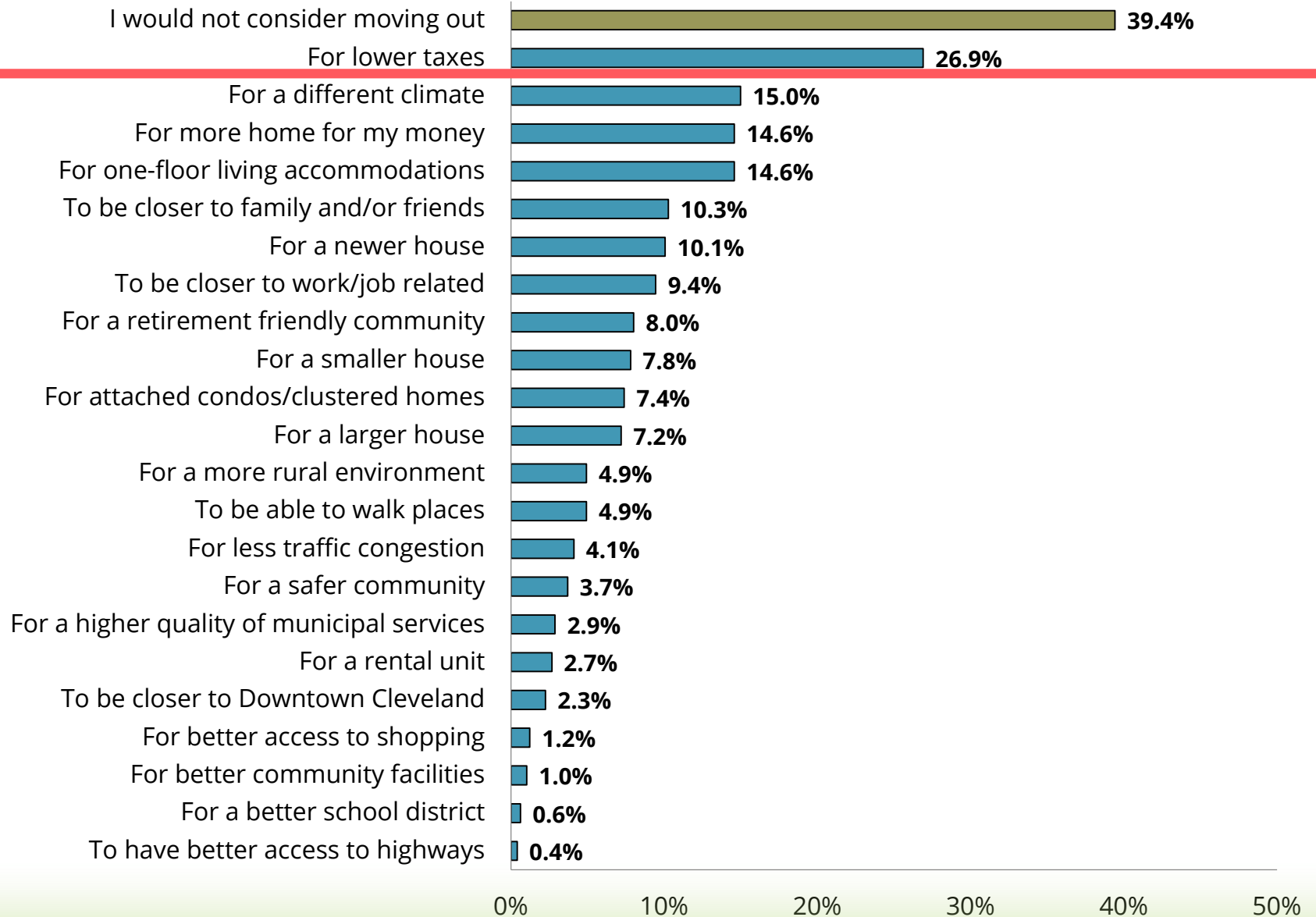


Top
Answers

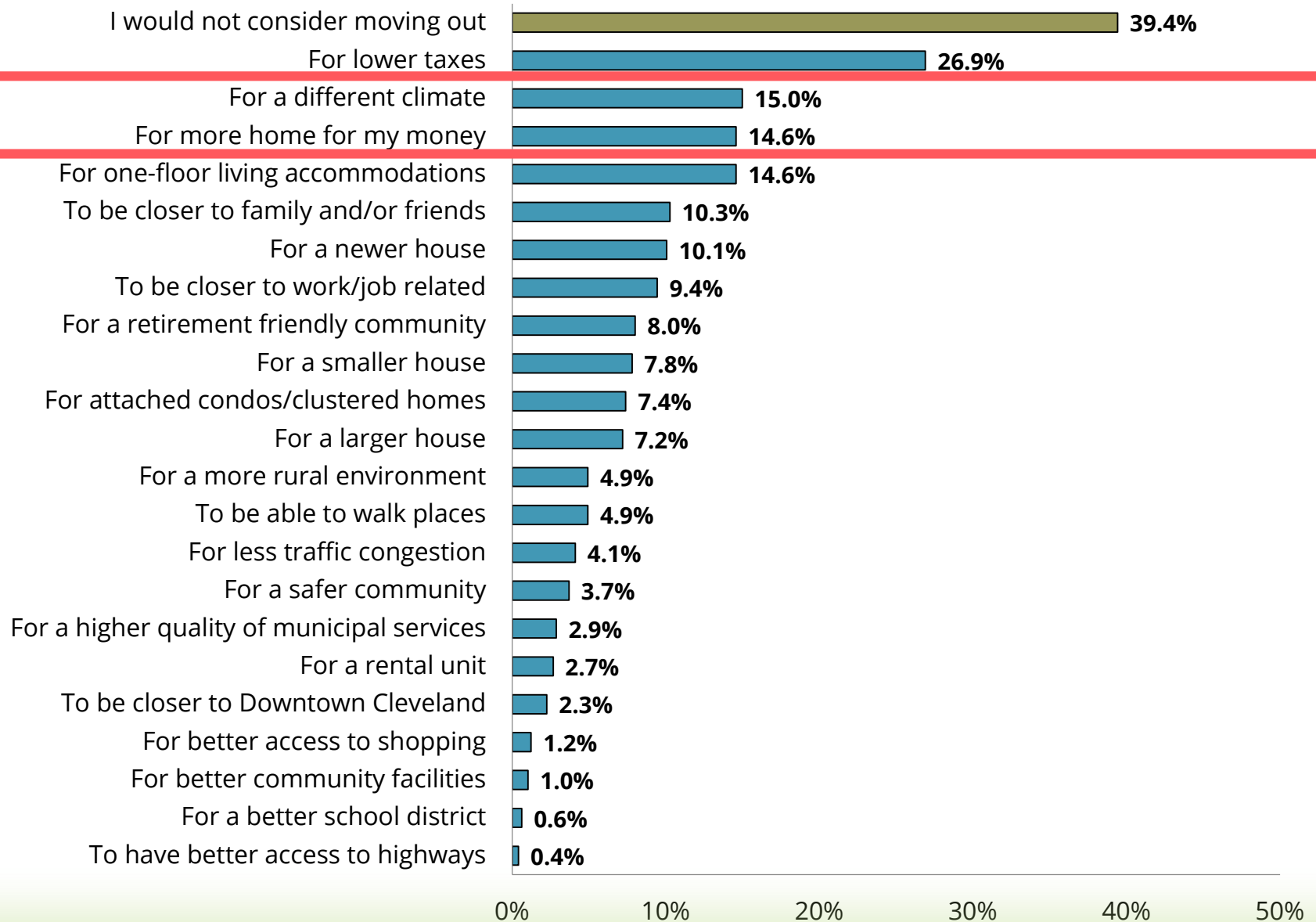
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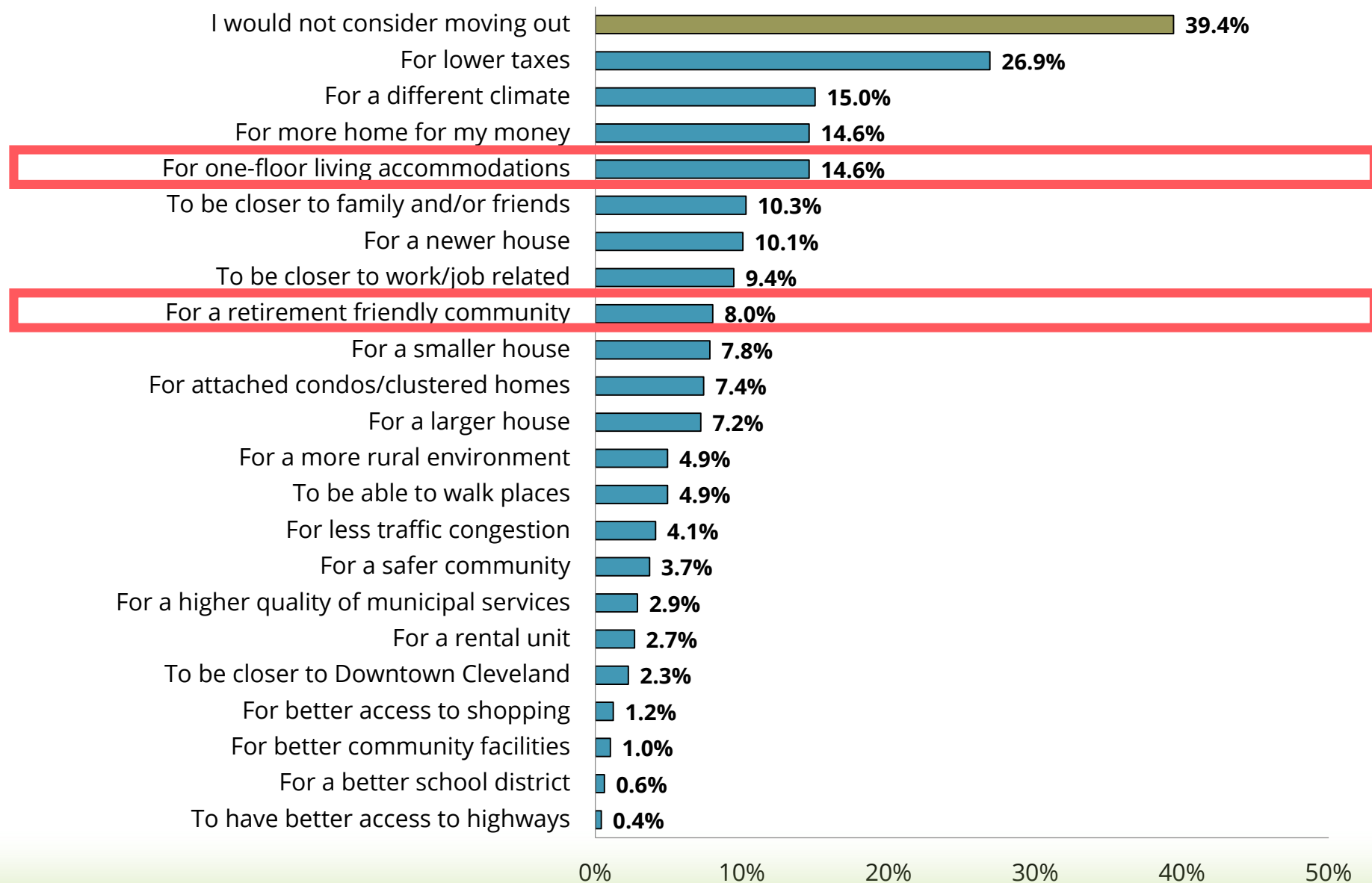
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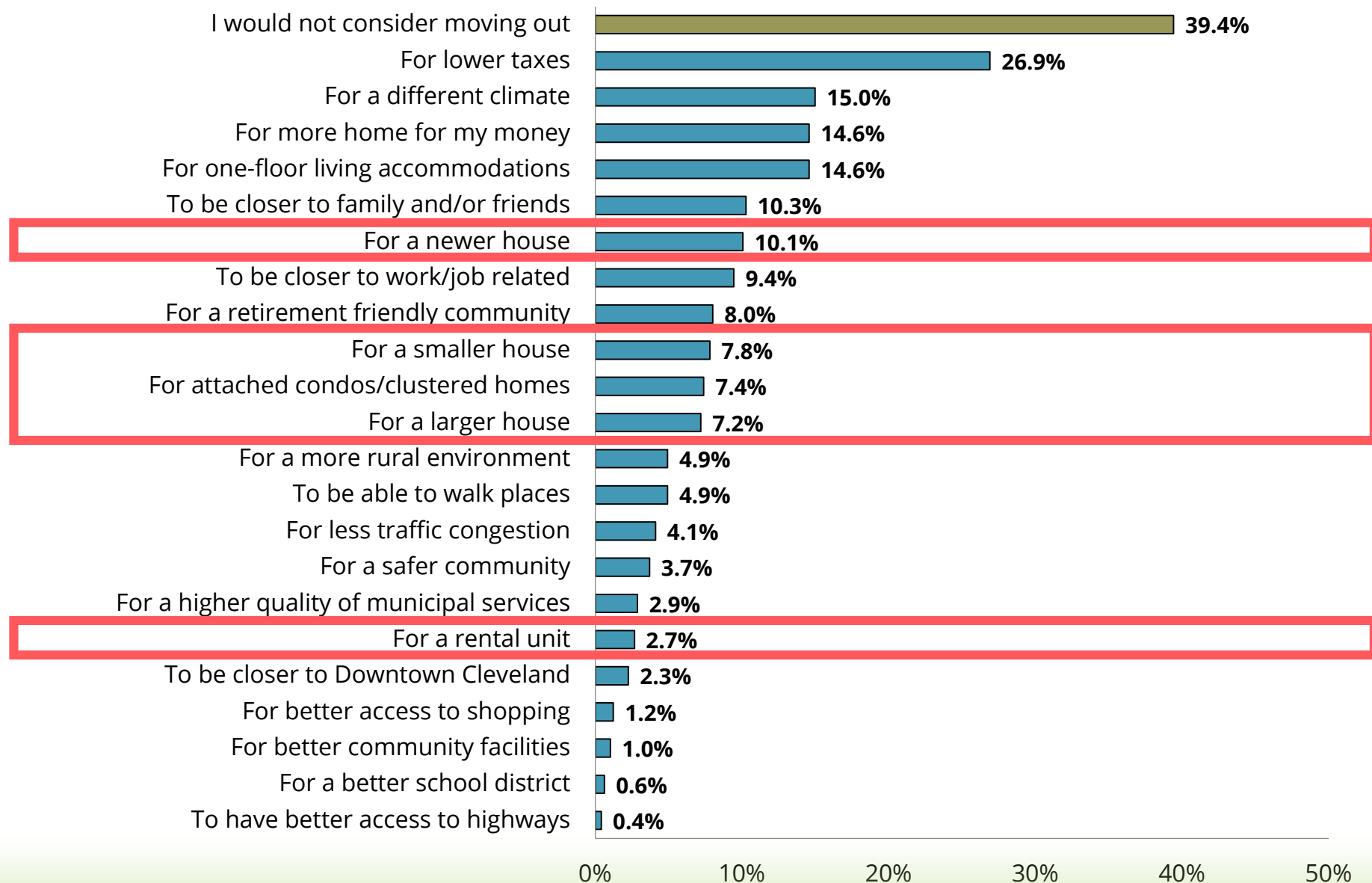
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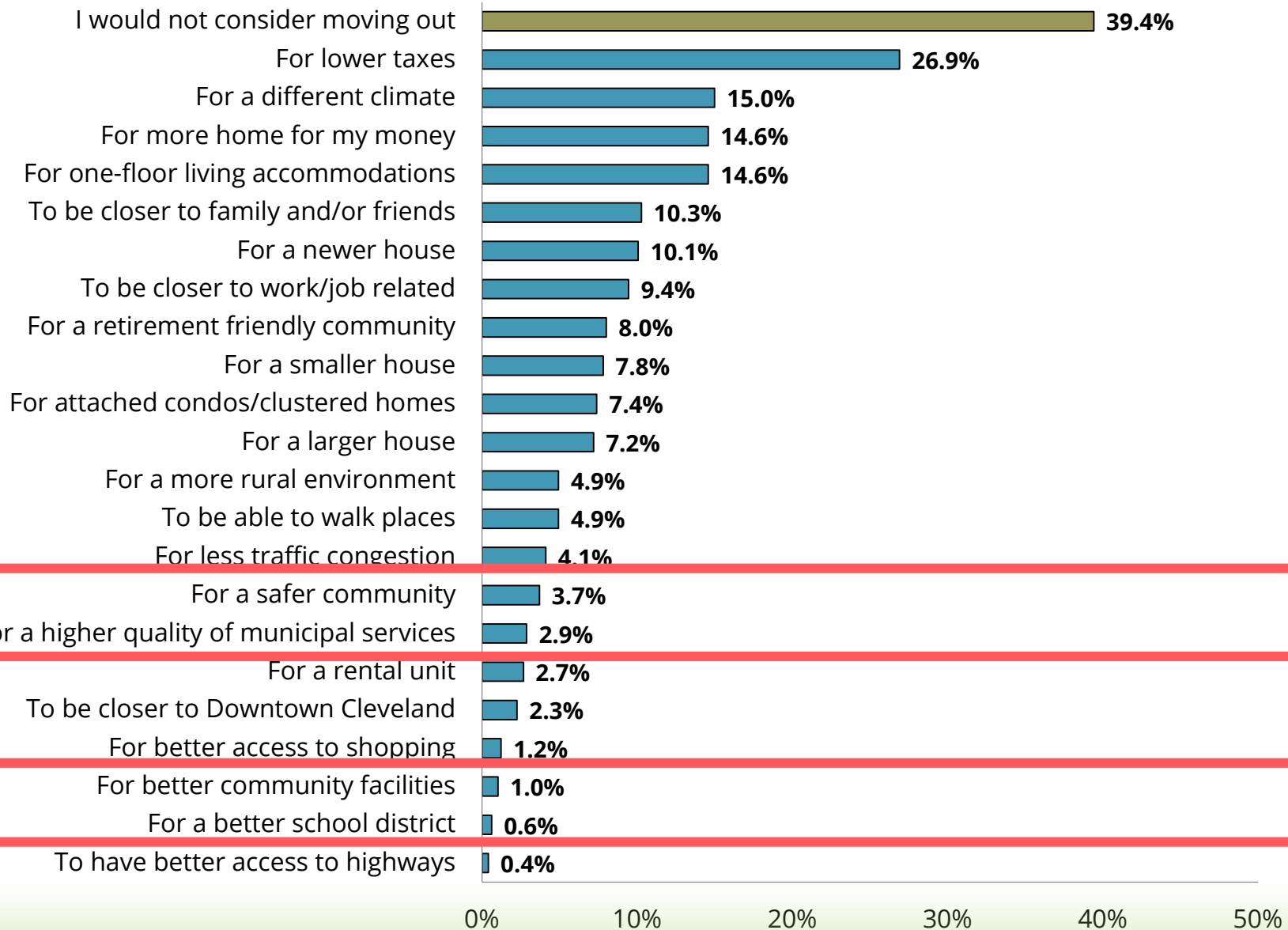
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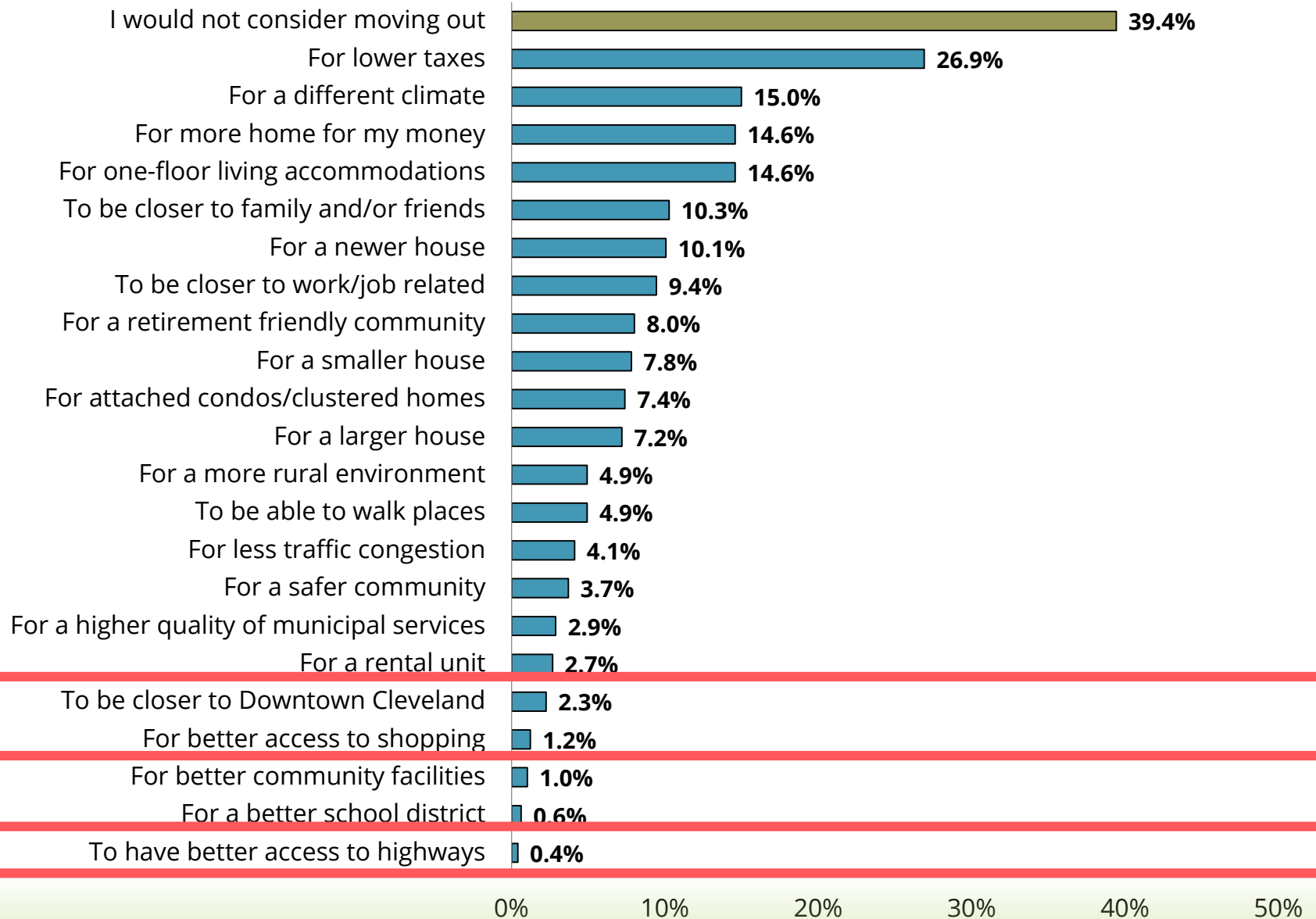
CONSIDERATIONS FOR MOVING



CONSIDERATIONS FOR MOVING



CONSIDERATIONS FOR MOVING

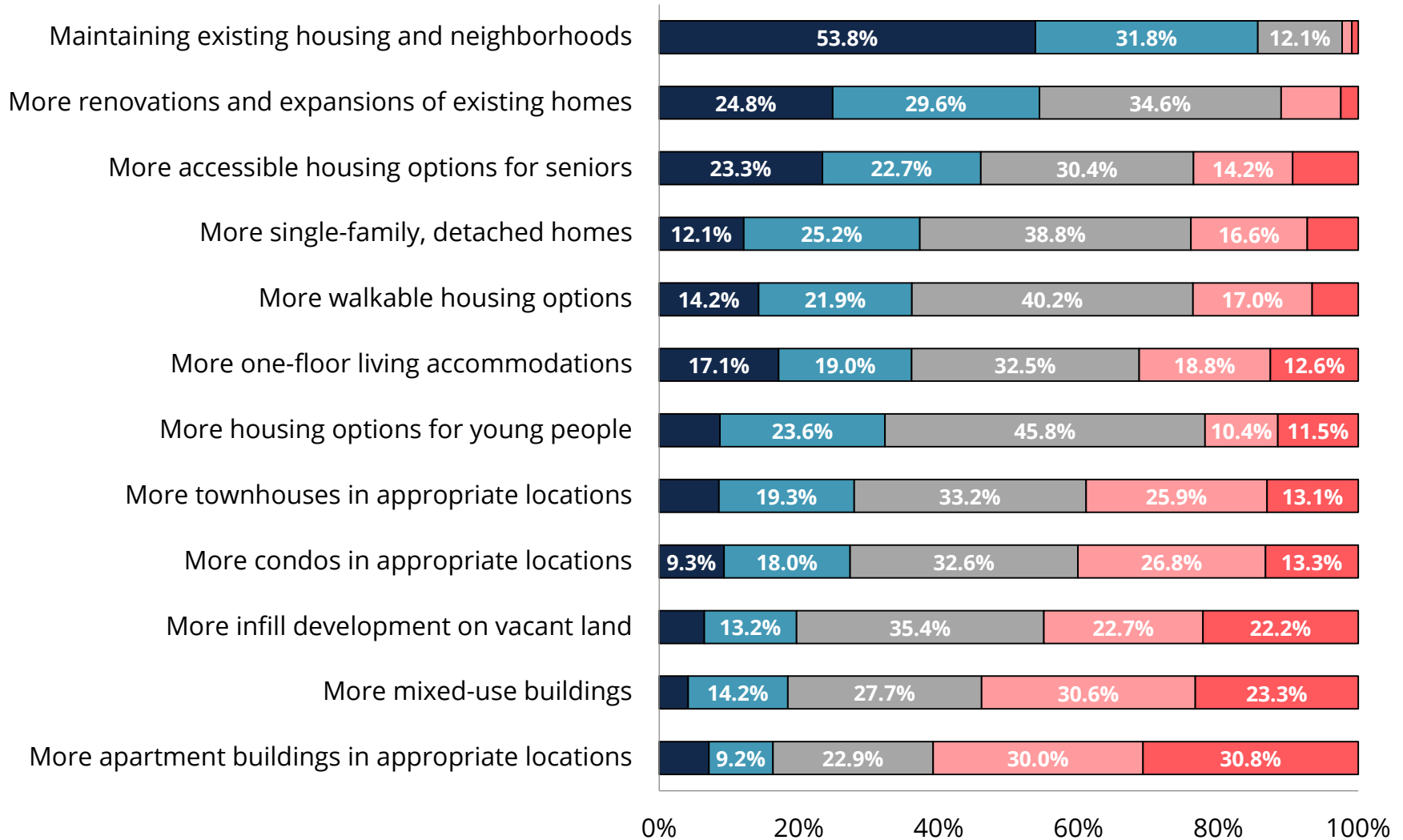




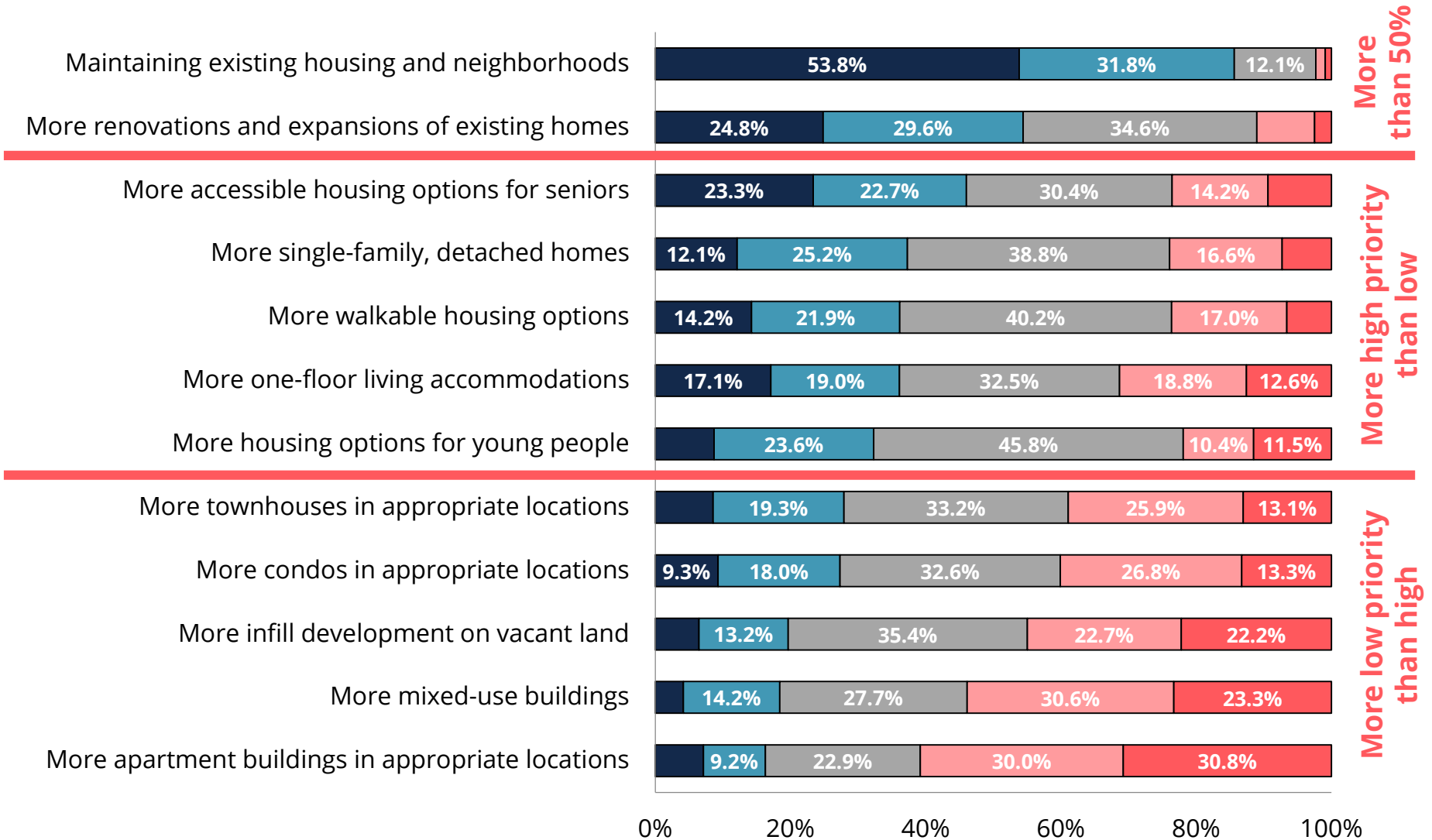
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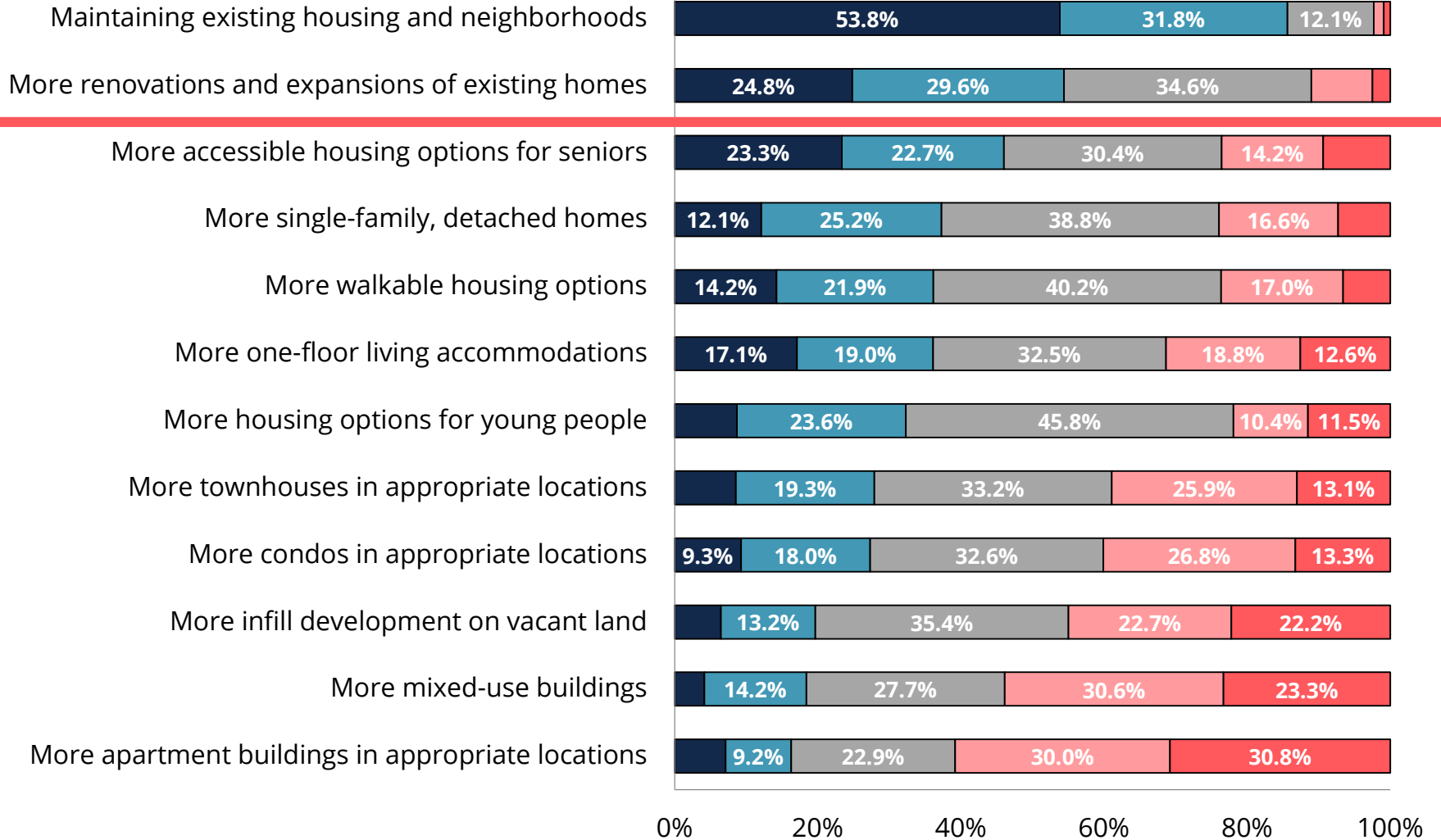
PRIORITY HOUSING NEEDS



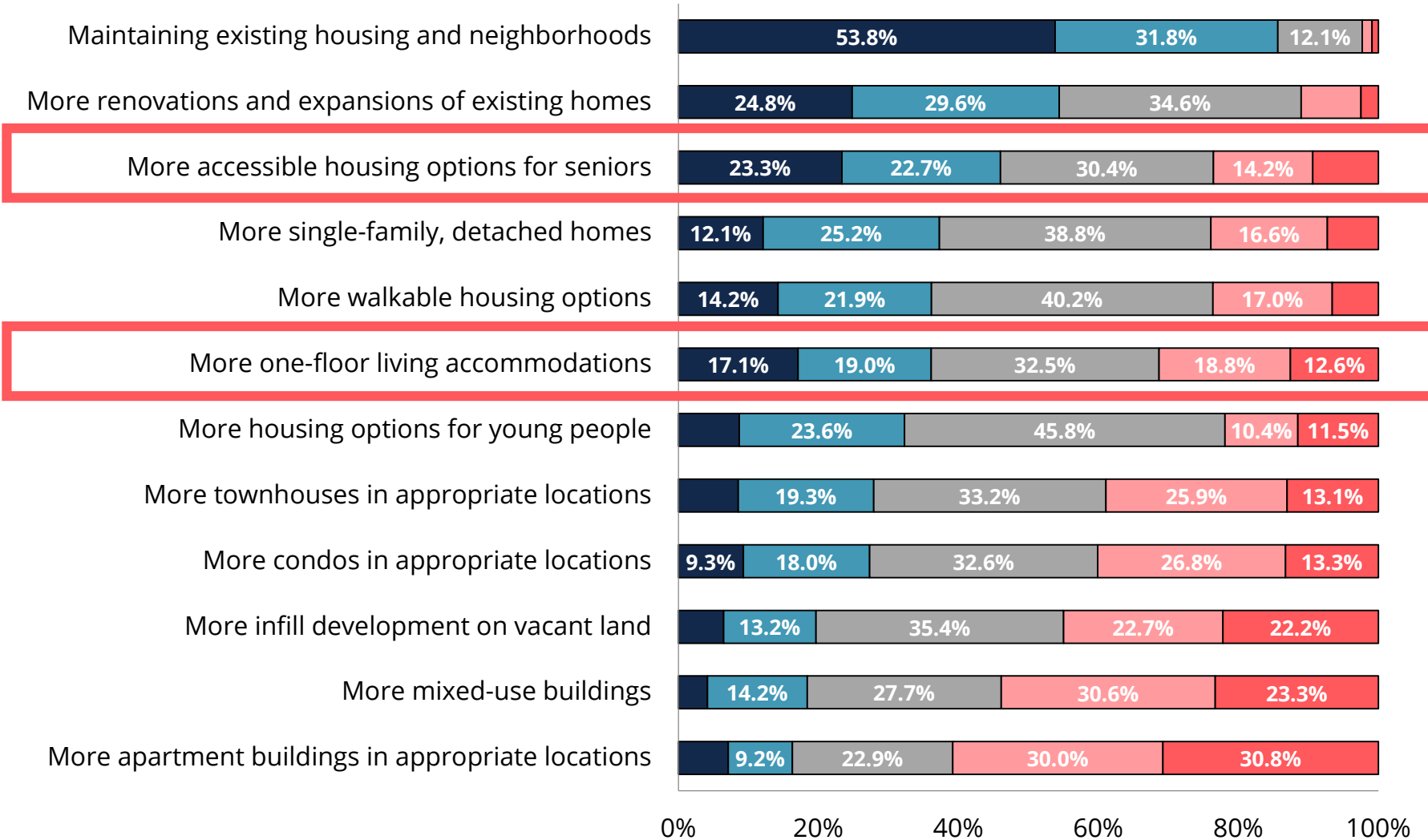
PRIORITY HOUSING NEEDS



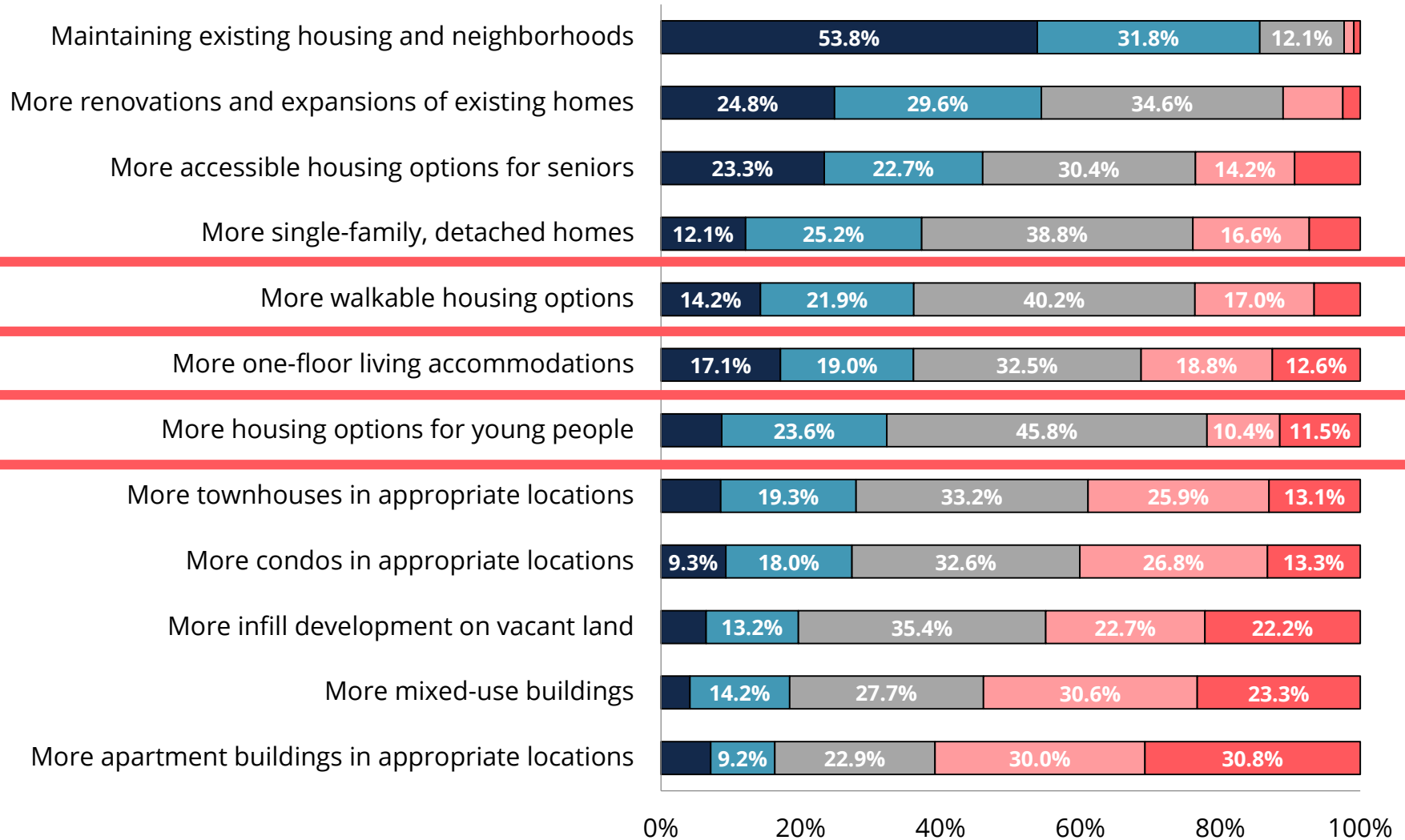
PRIORITY HOUSING NEEDS



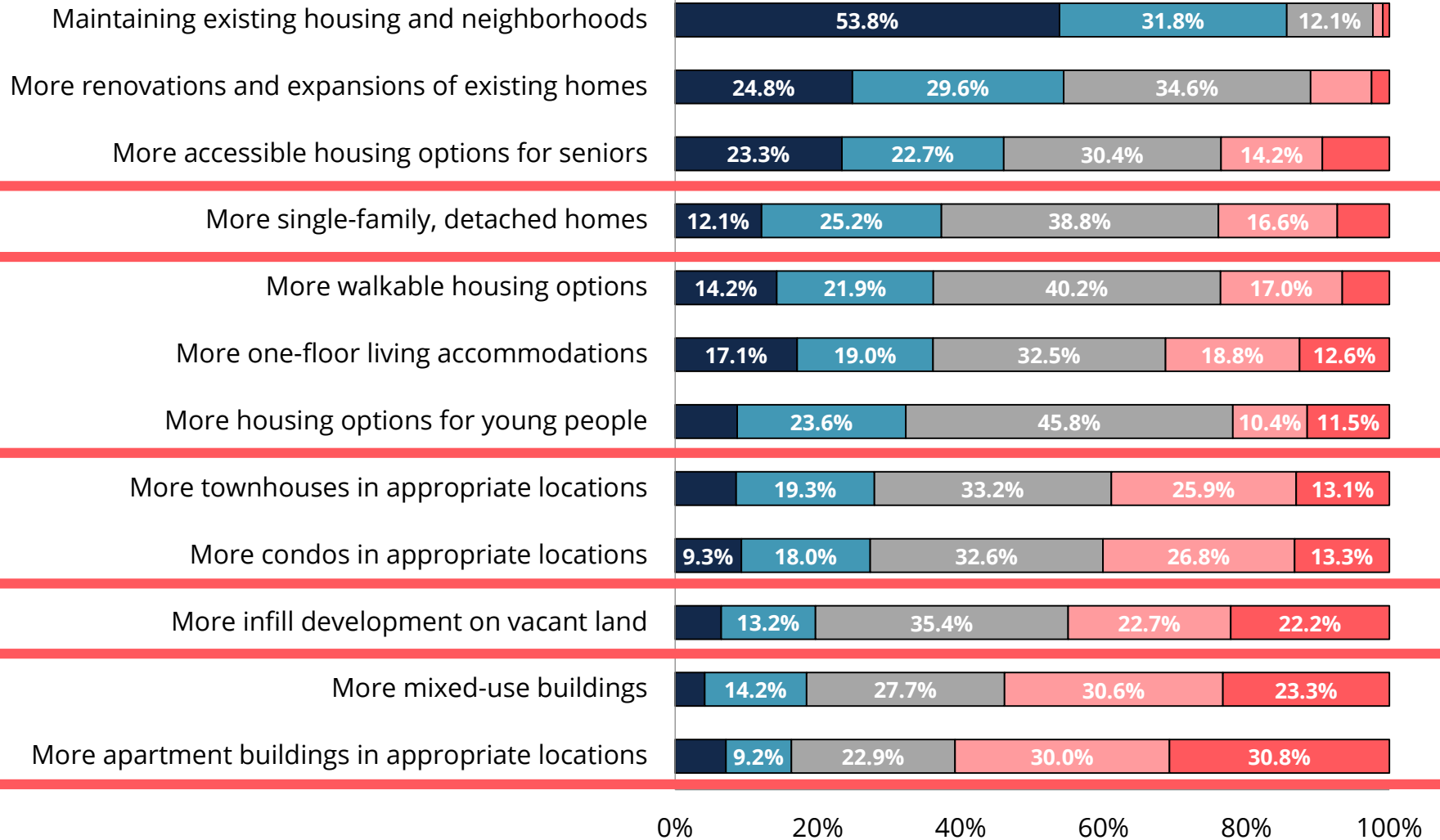
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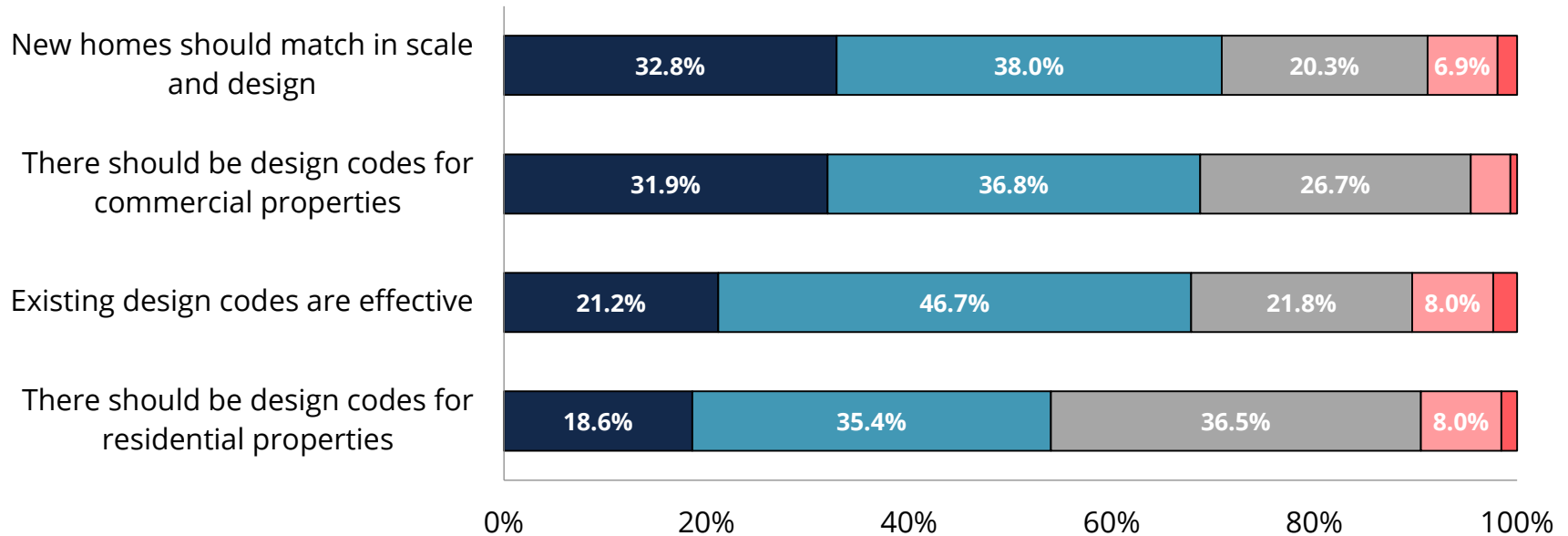
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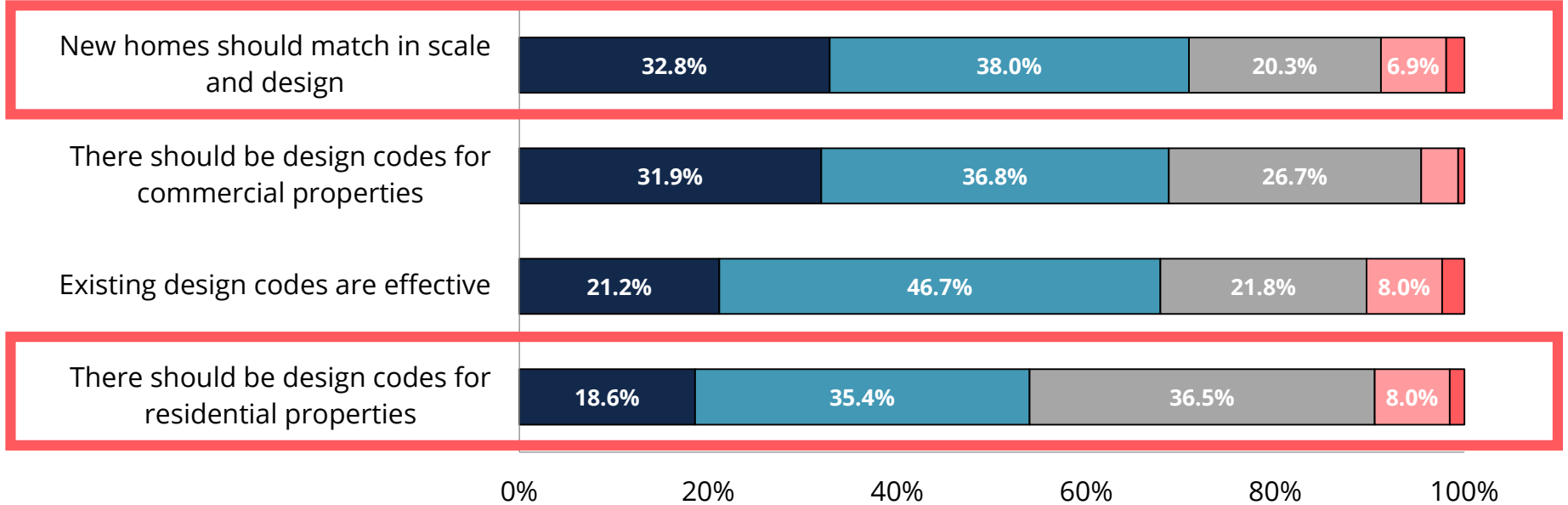
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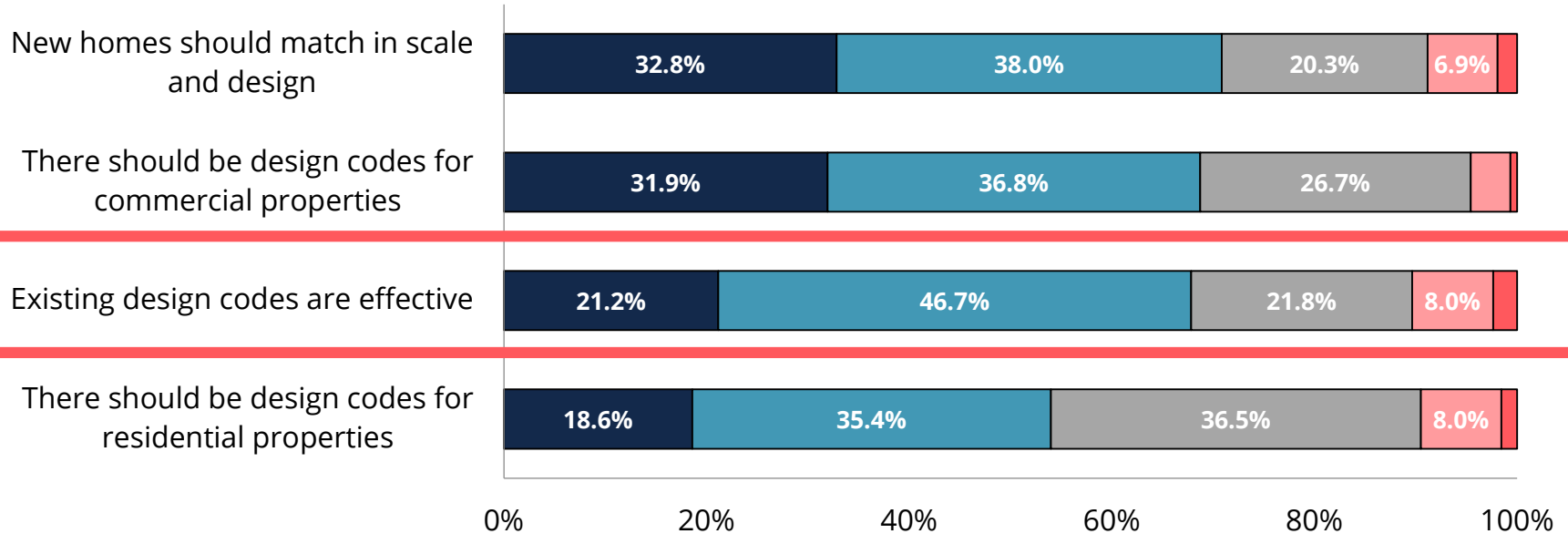
OPINIONS ON DESIGN CODES



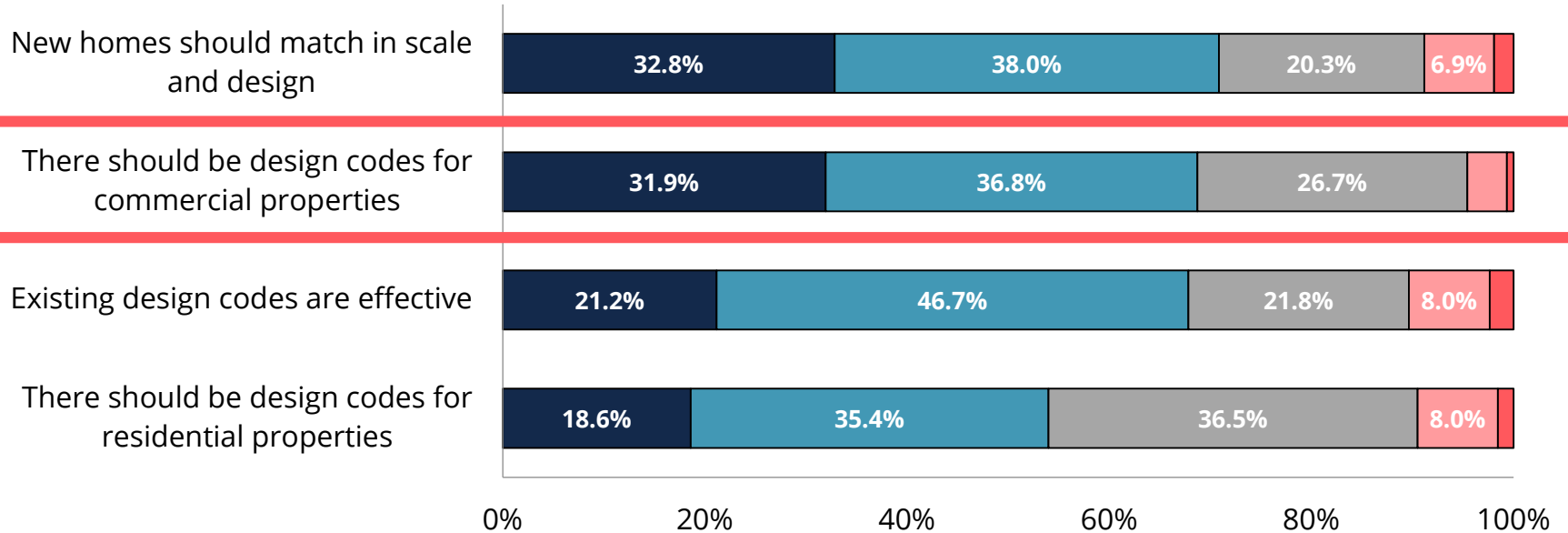
OPINIONS ON DESIGN CODES



OPINIONS ON DESIGN CODES



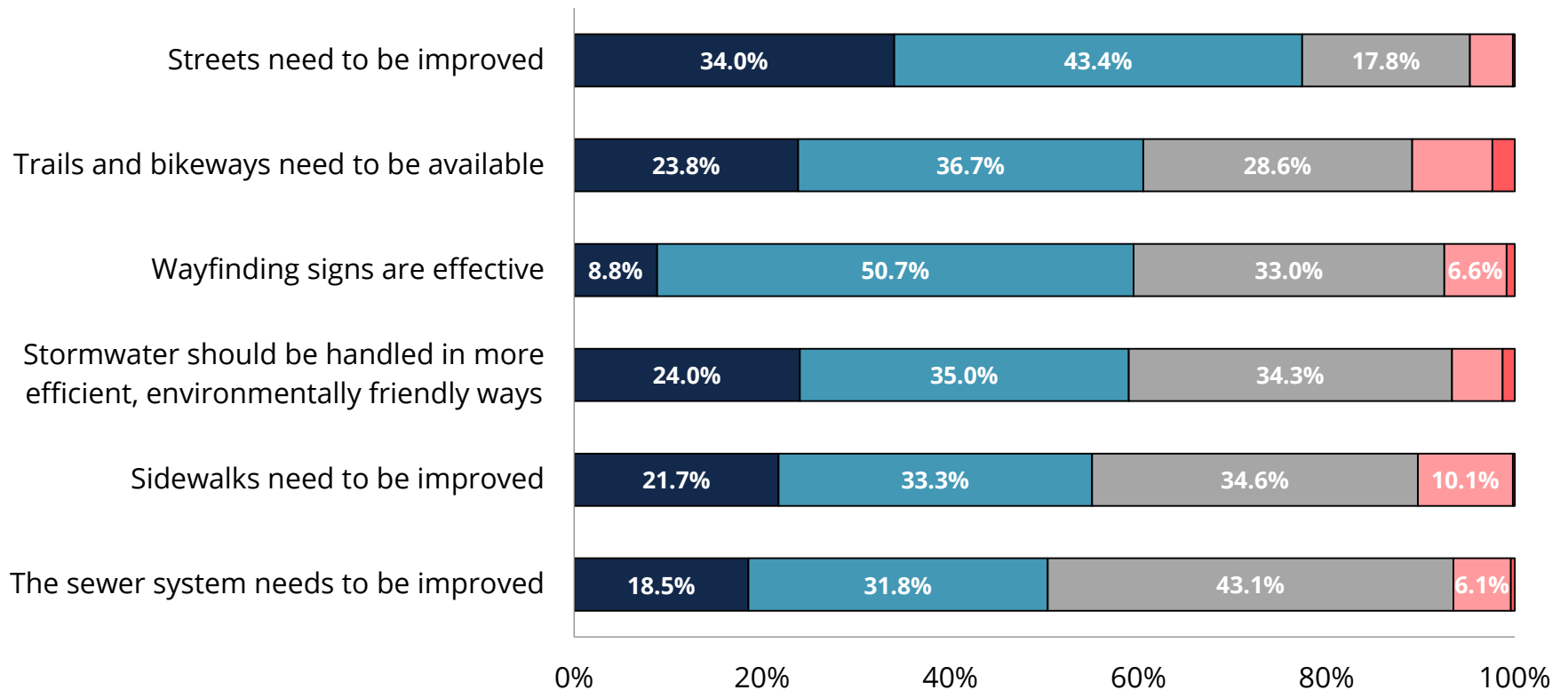
OPINIONS ON DESIGN CODES



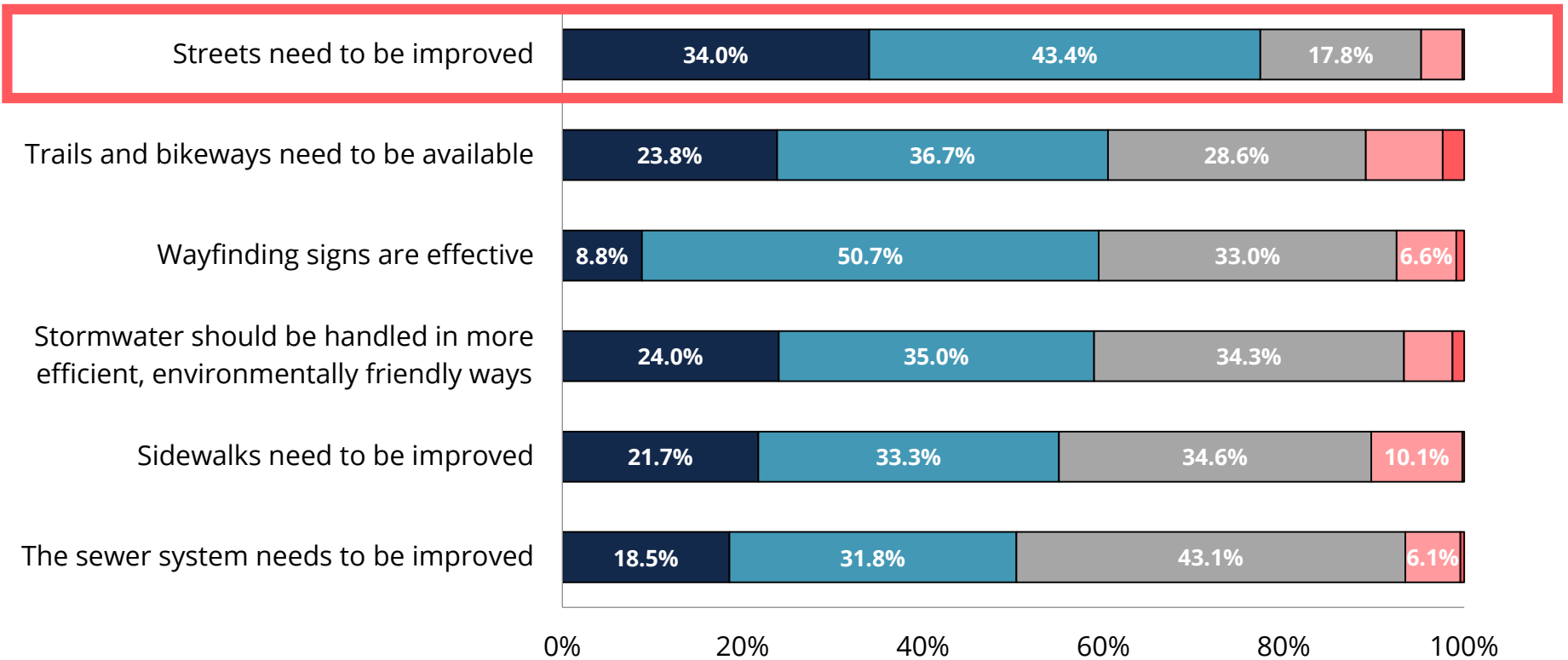


INFRASTRUCTURE AND IDENTITY

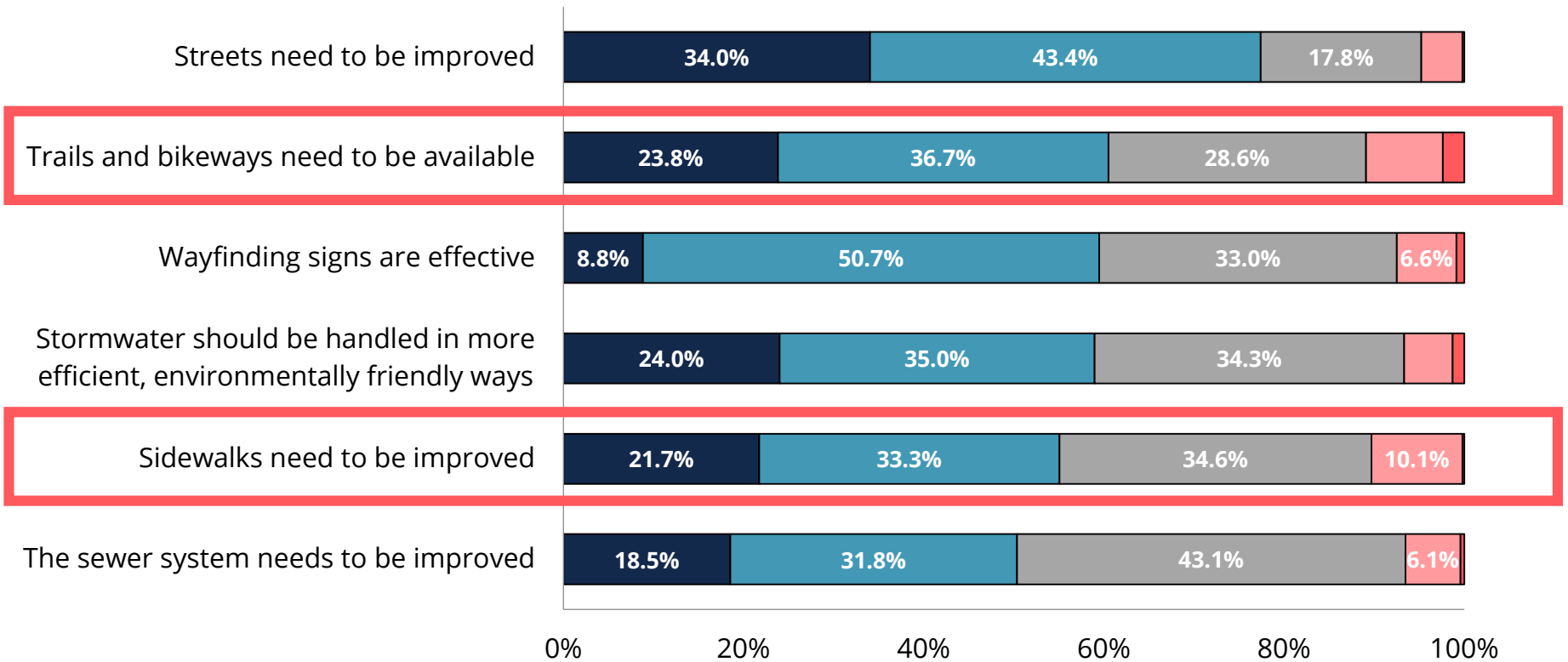
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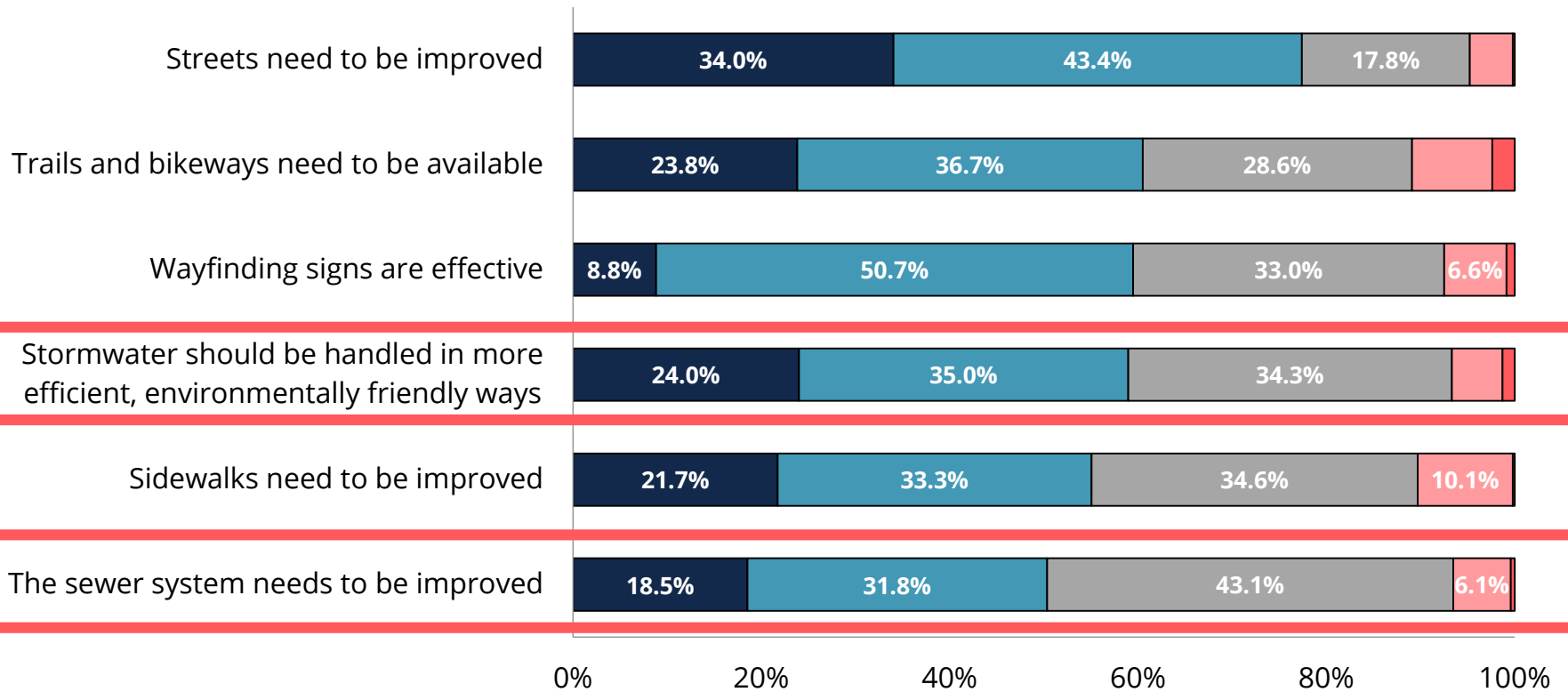
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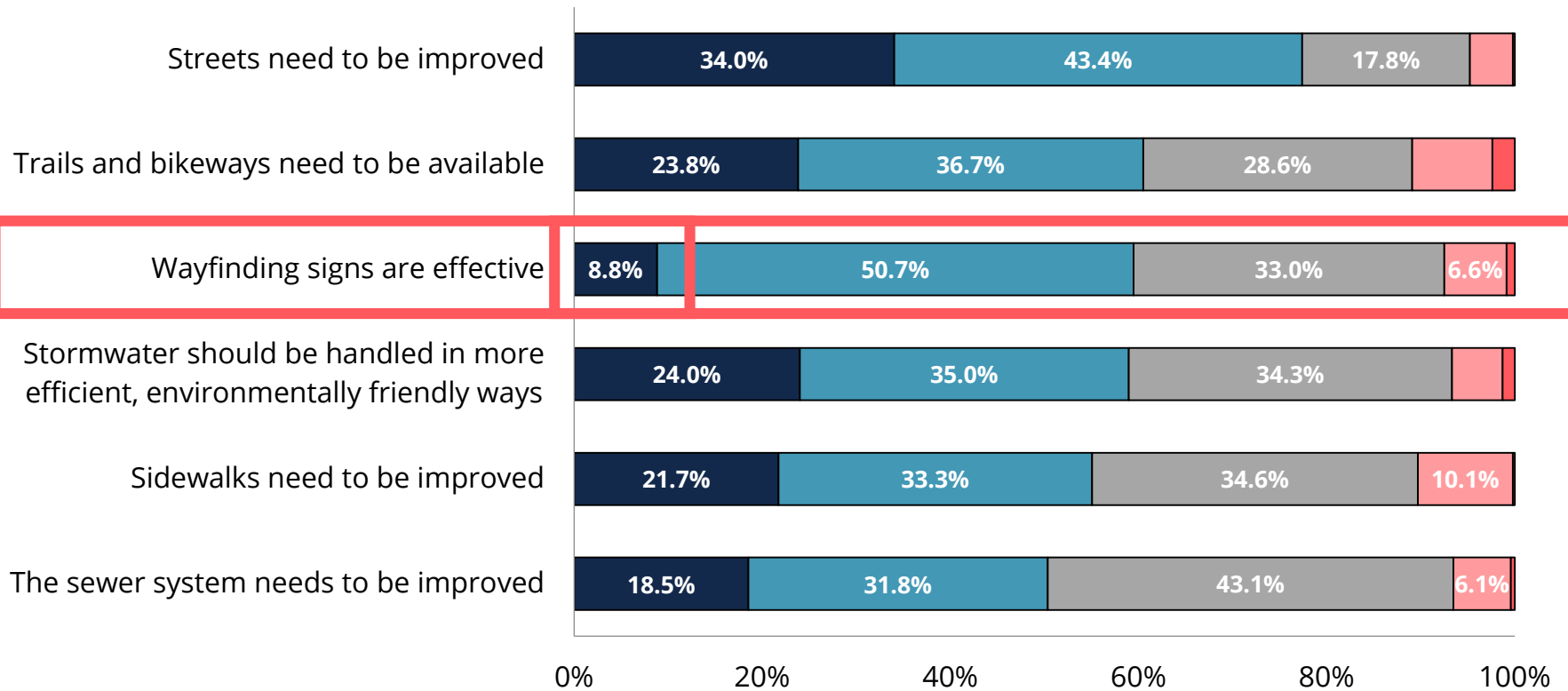
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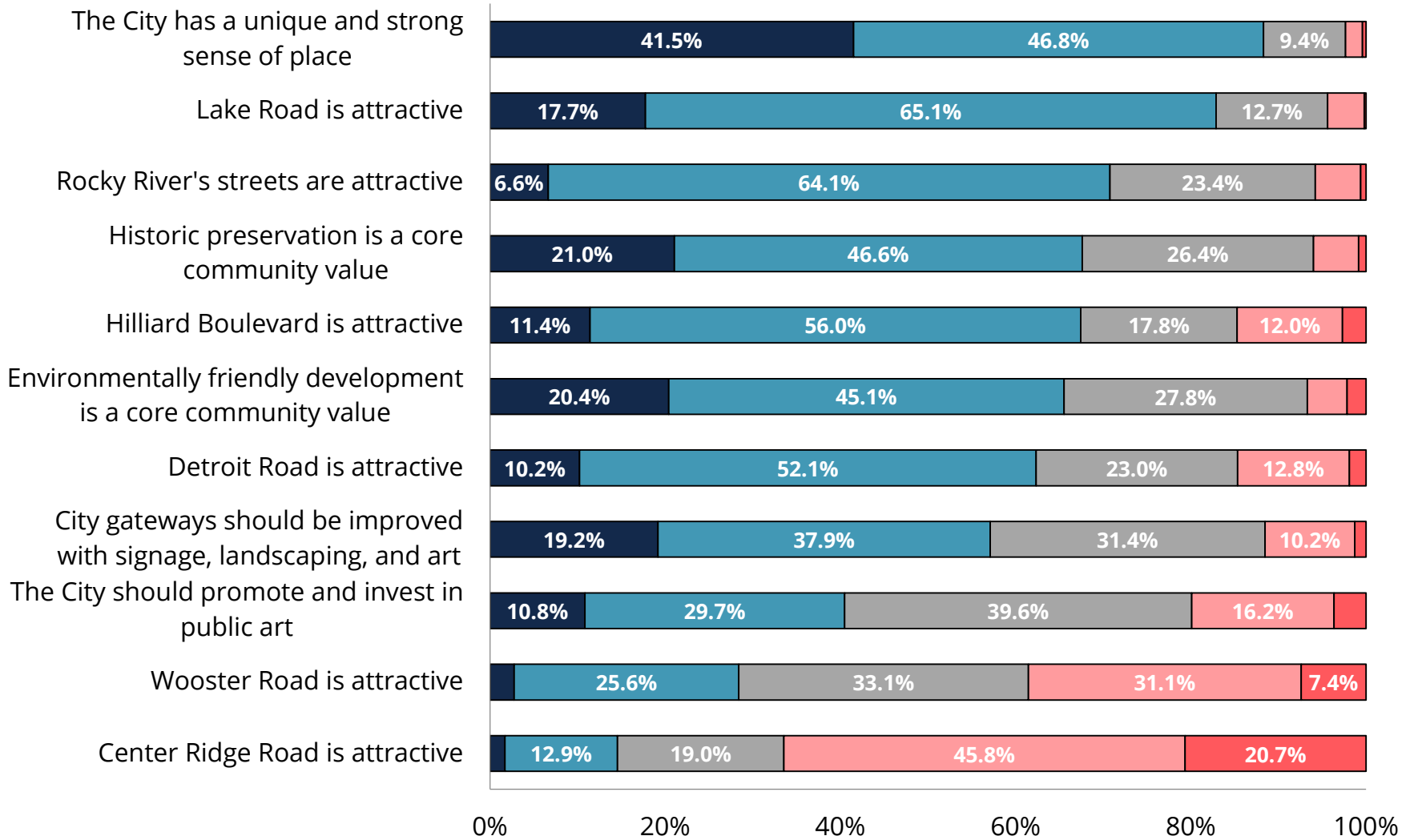
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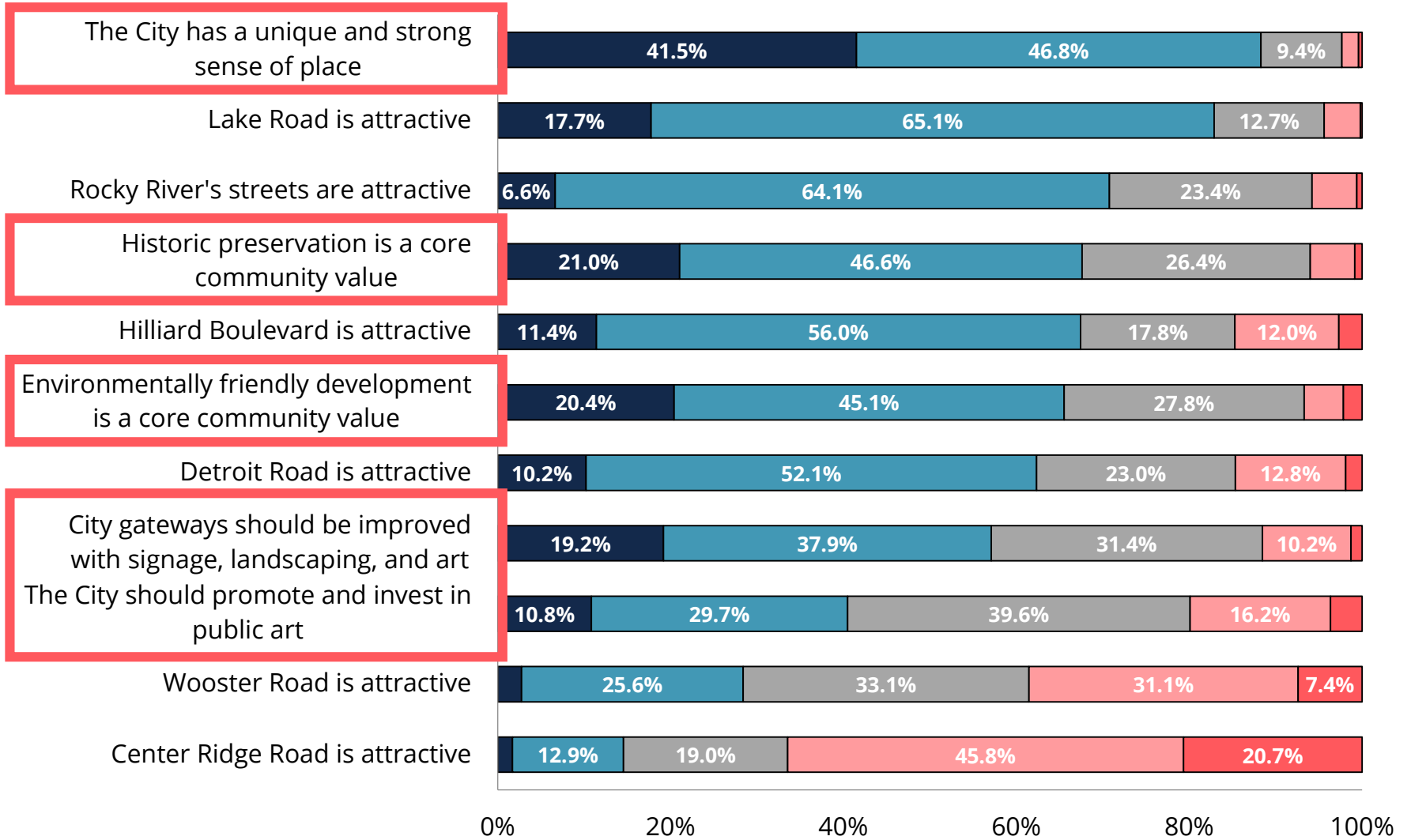
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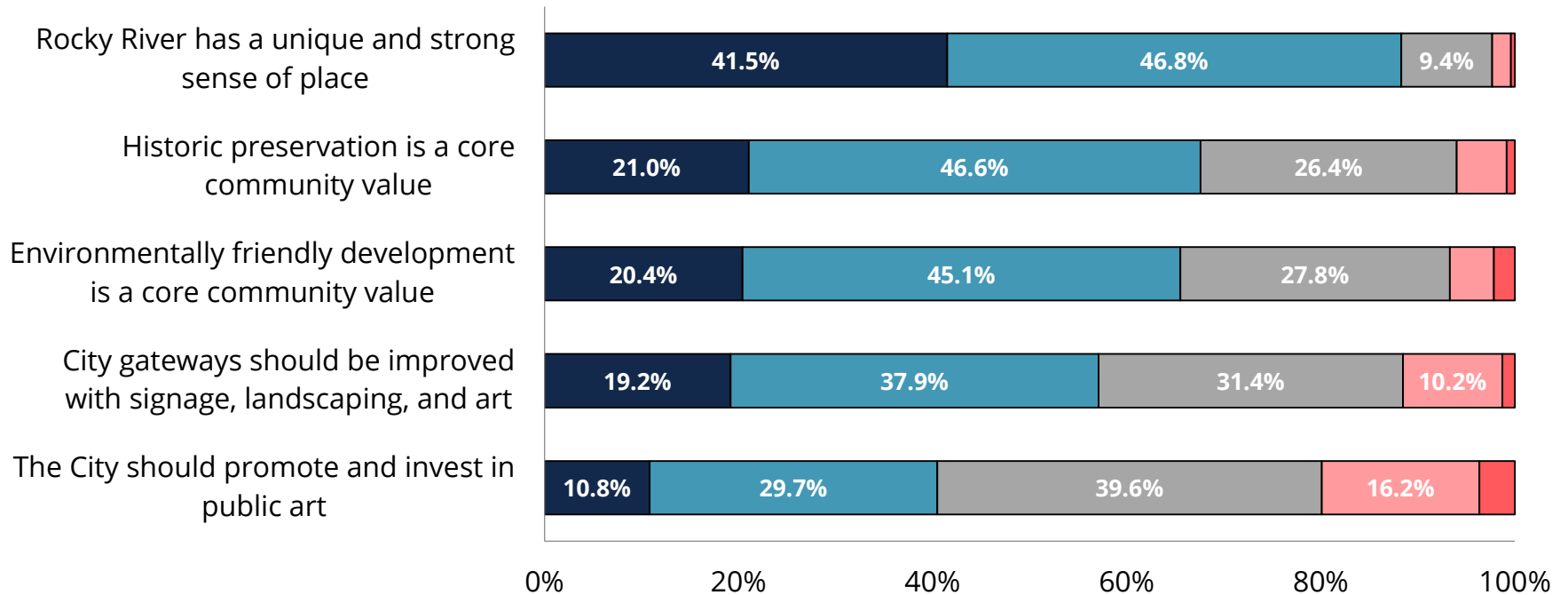
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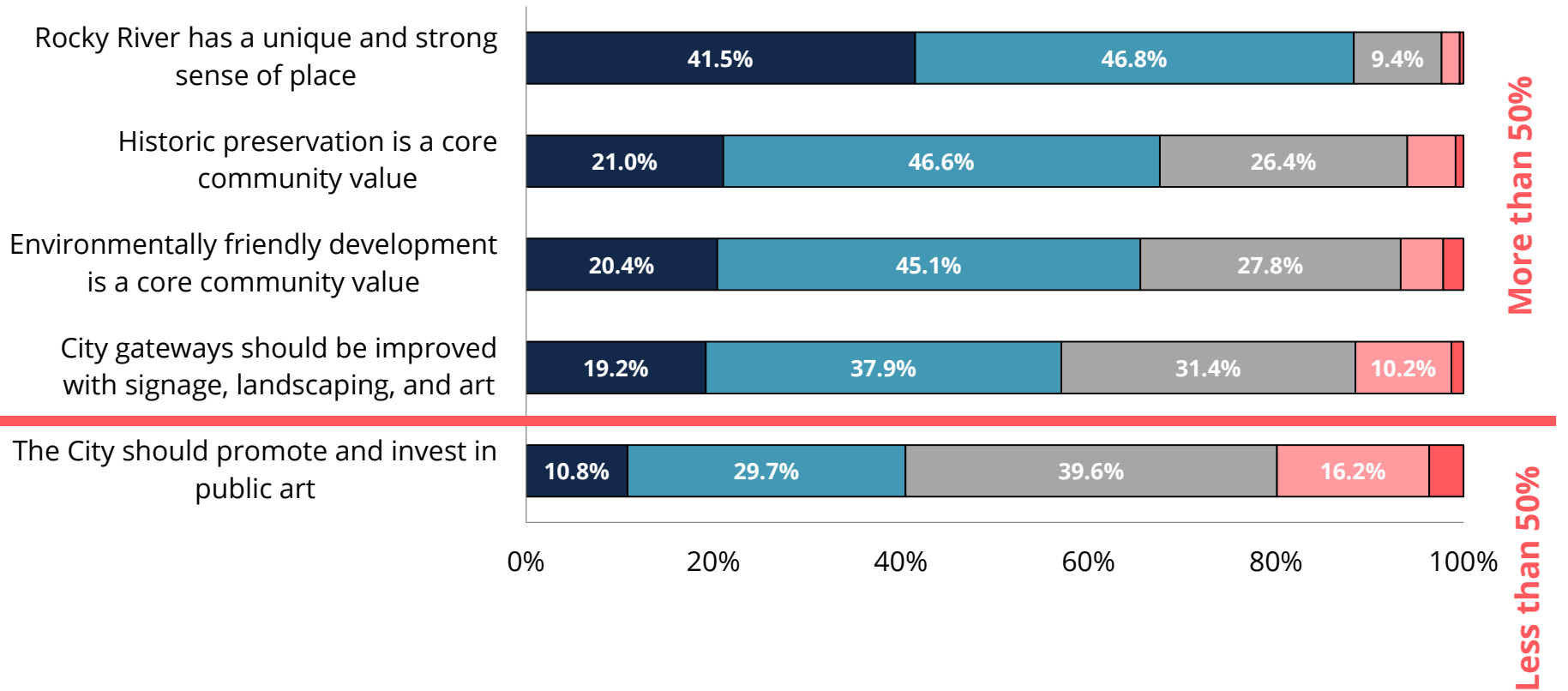
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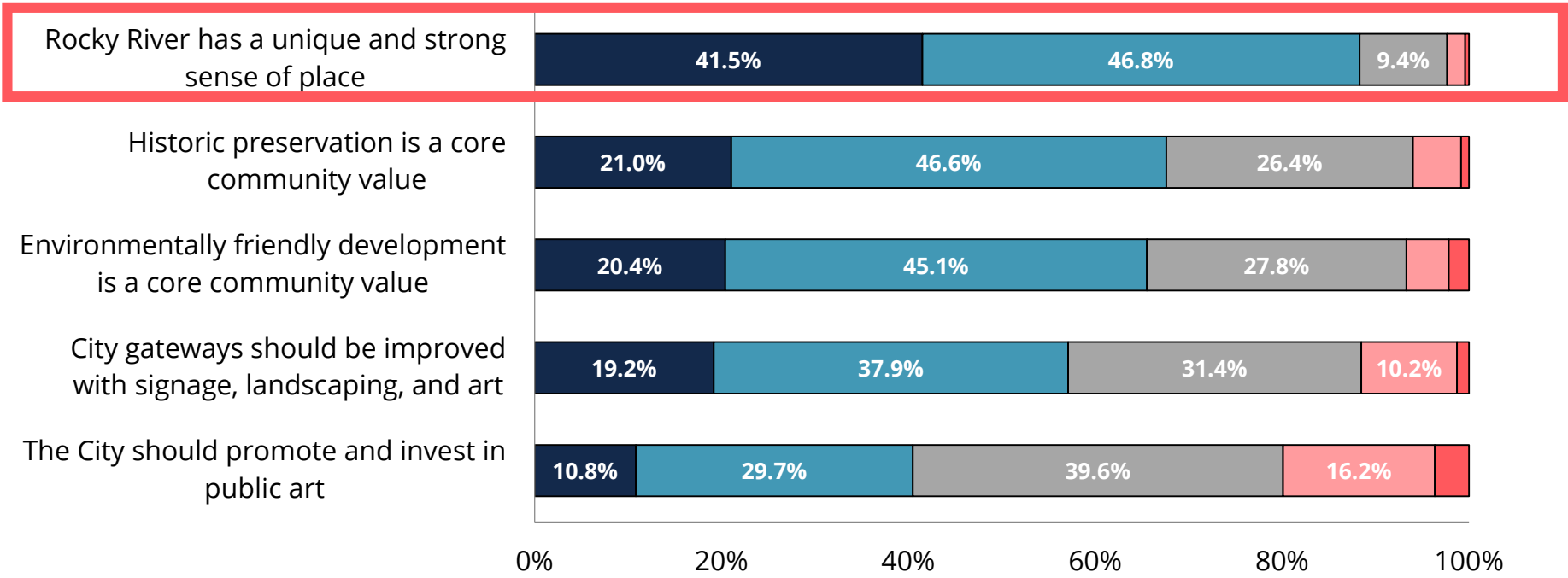
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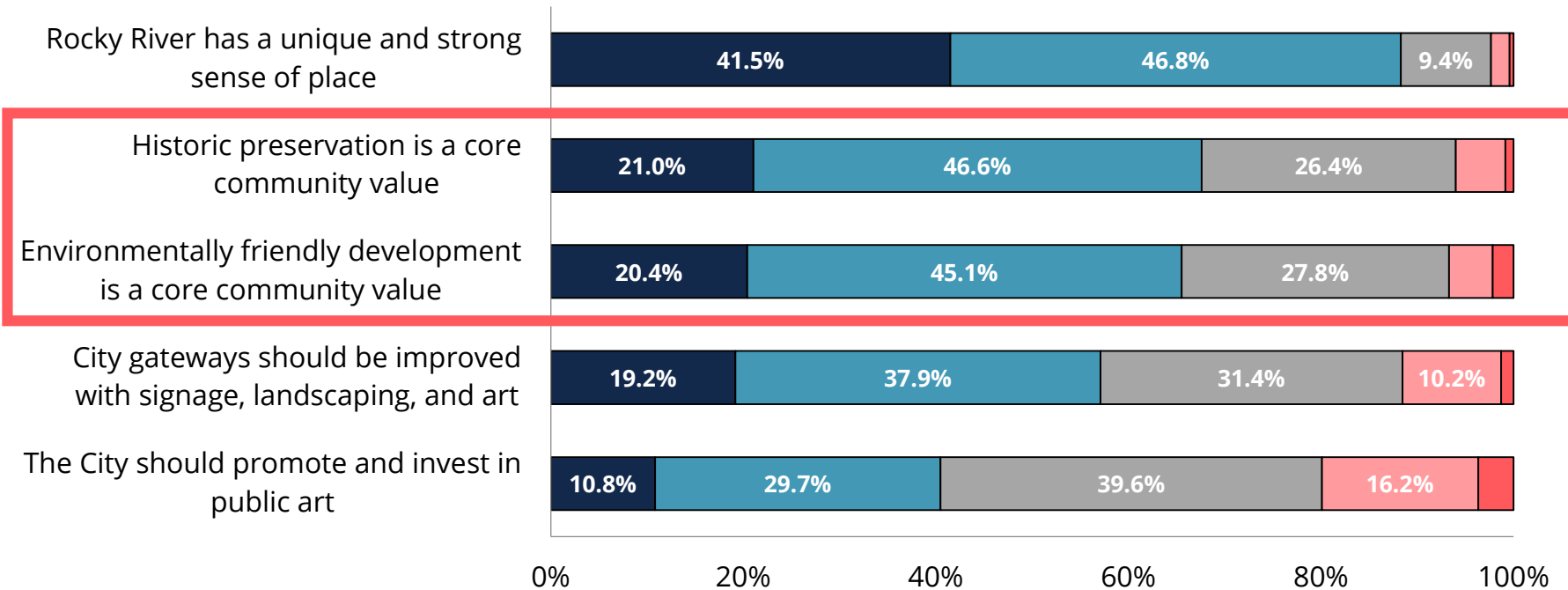
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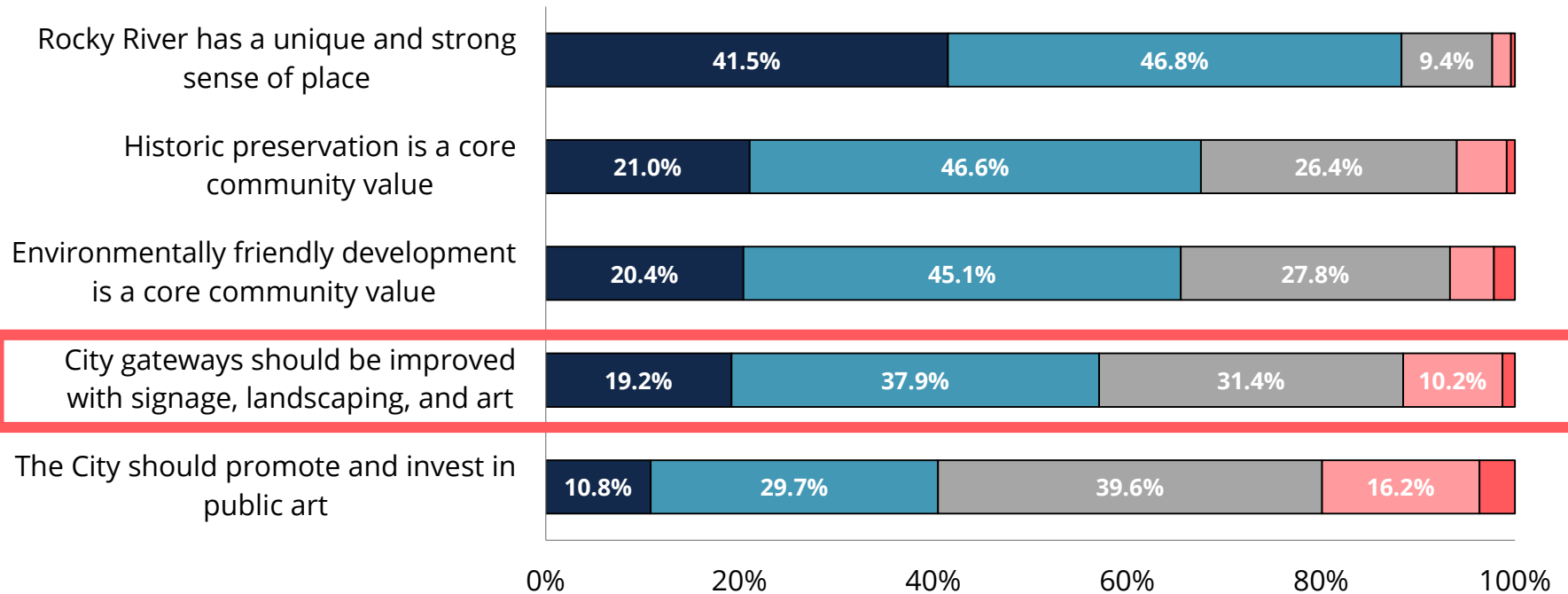
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OPINIONS ON IDENTITY

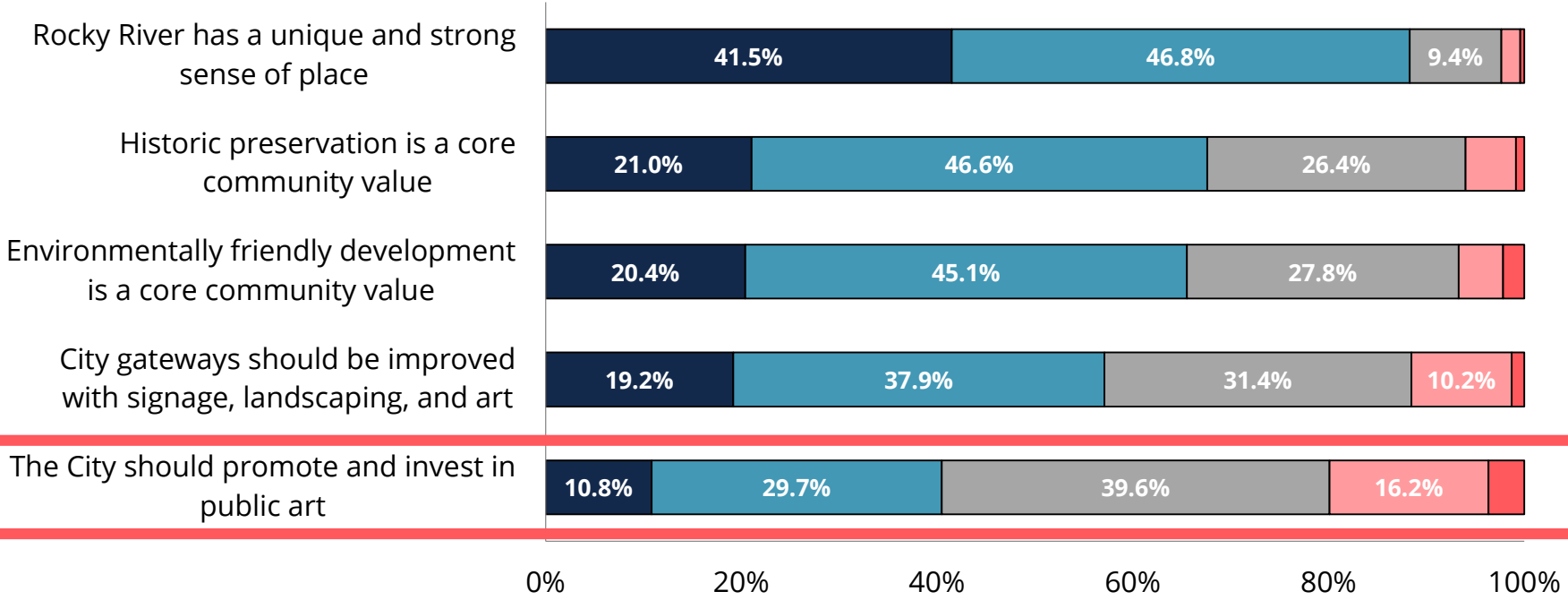


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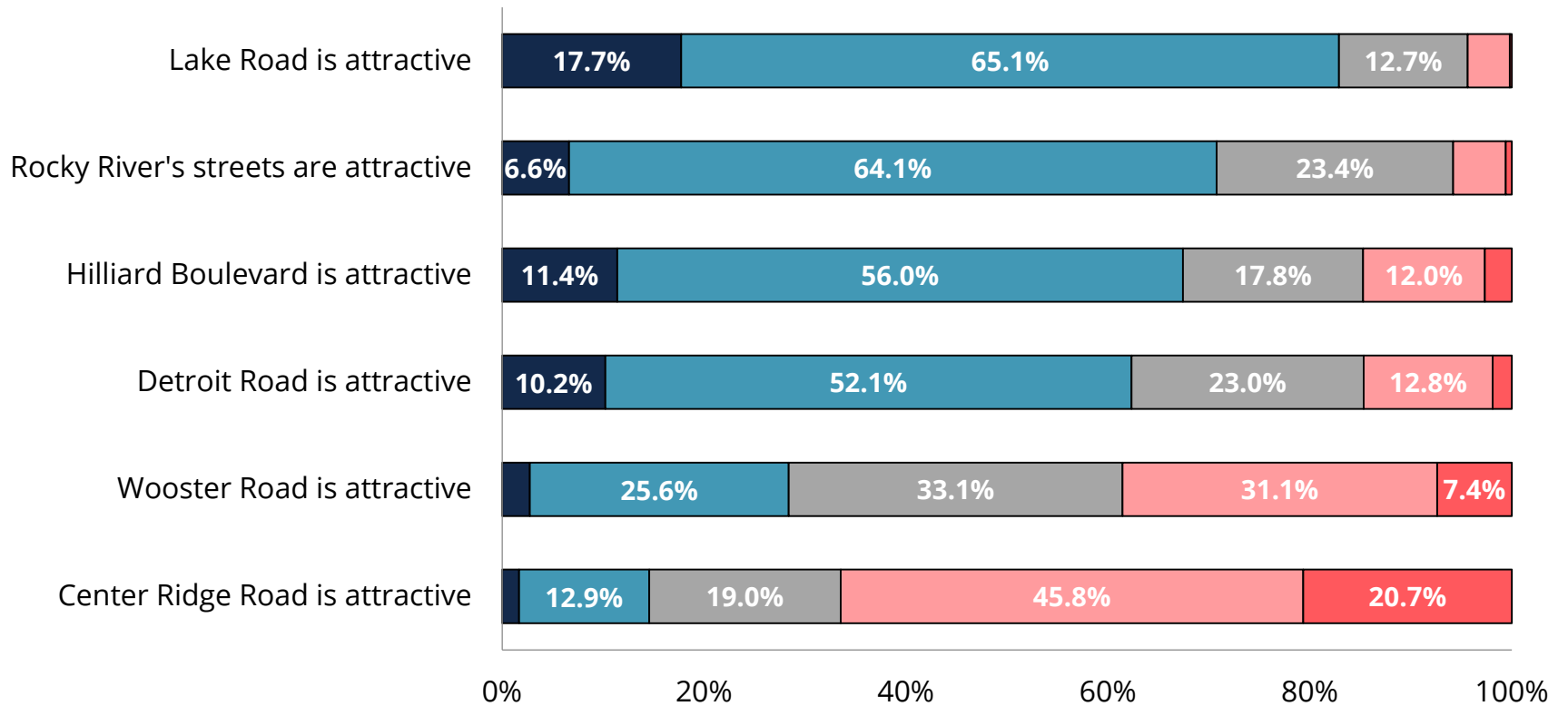




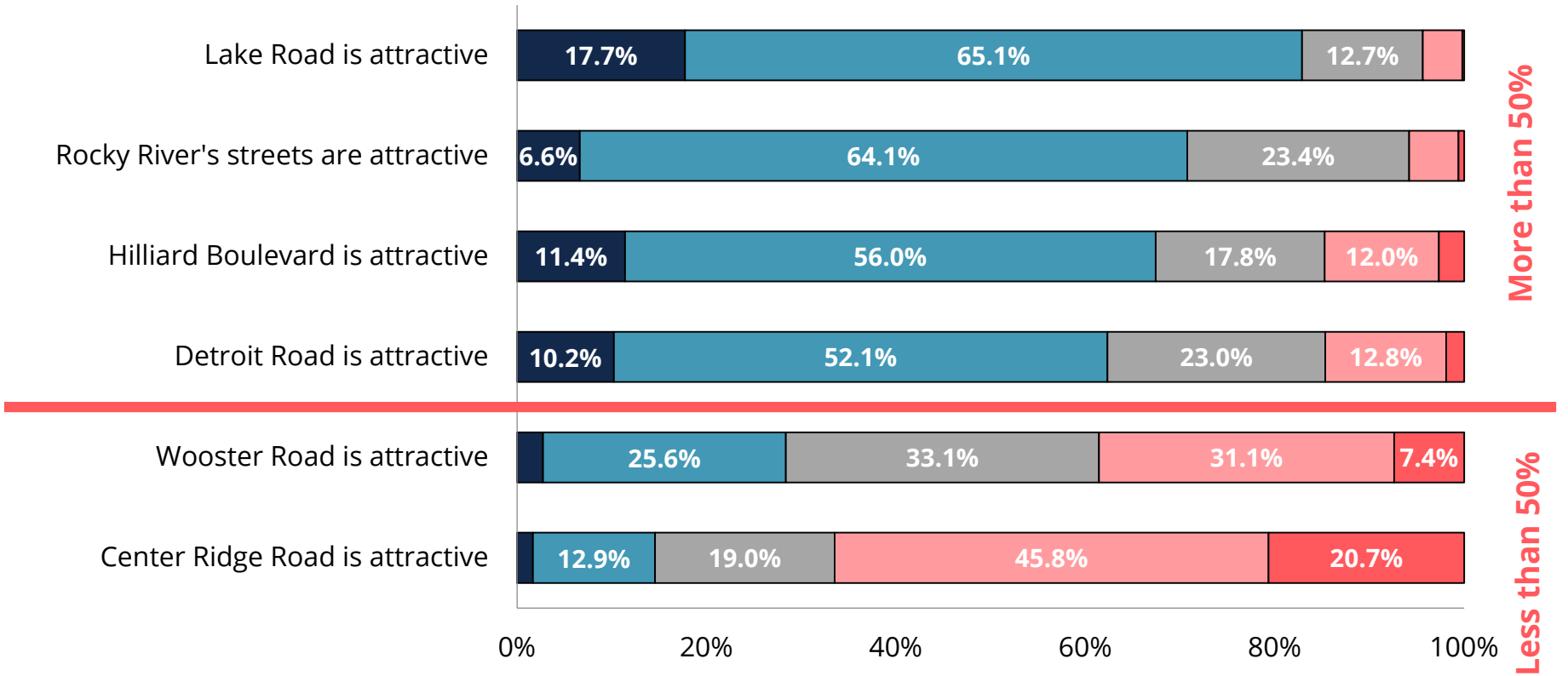
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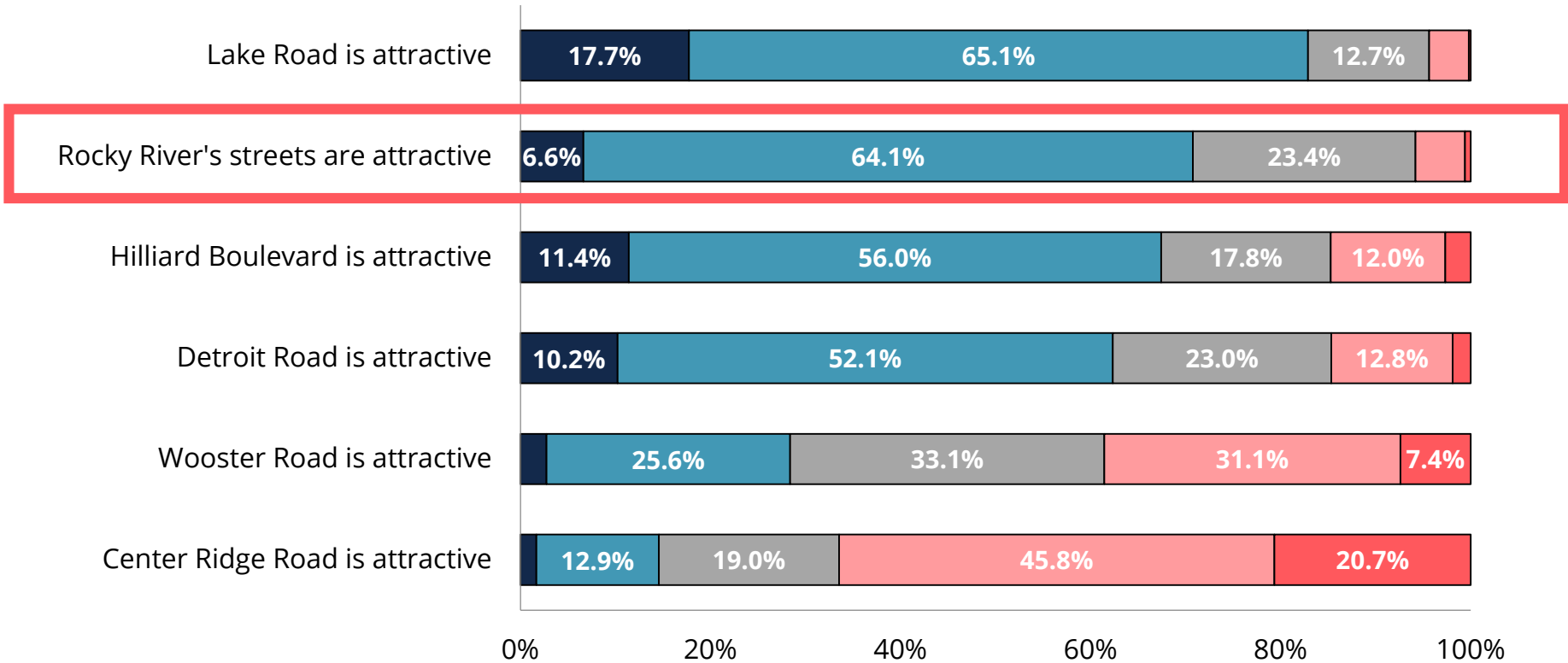
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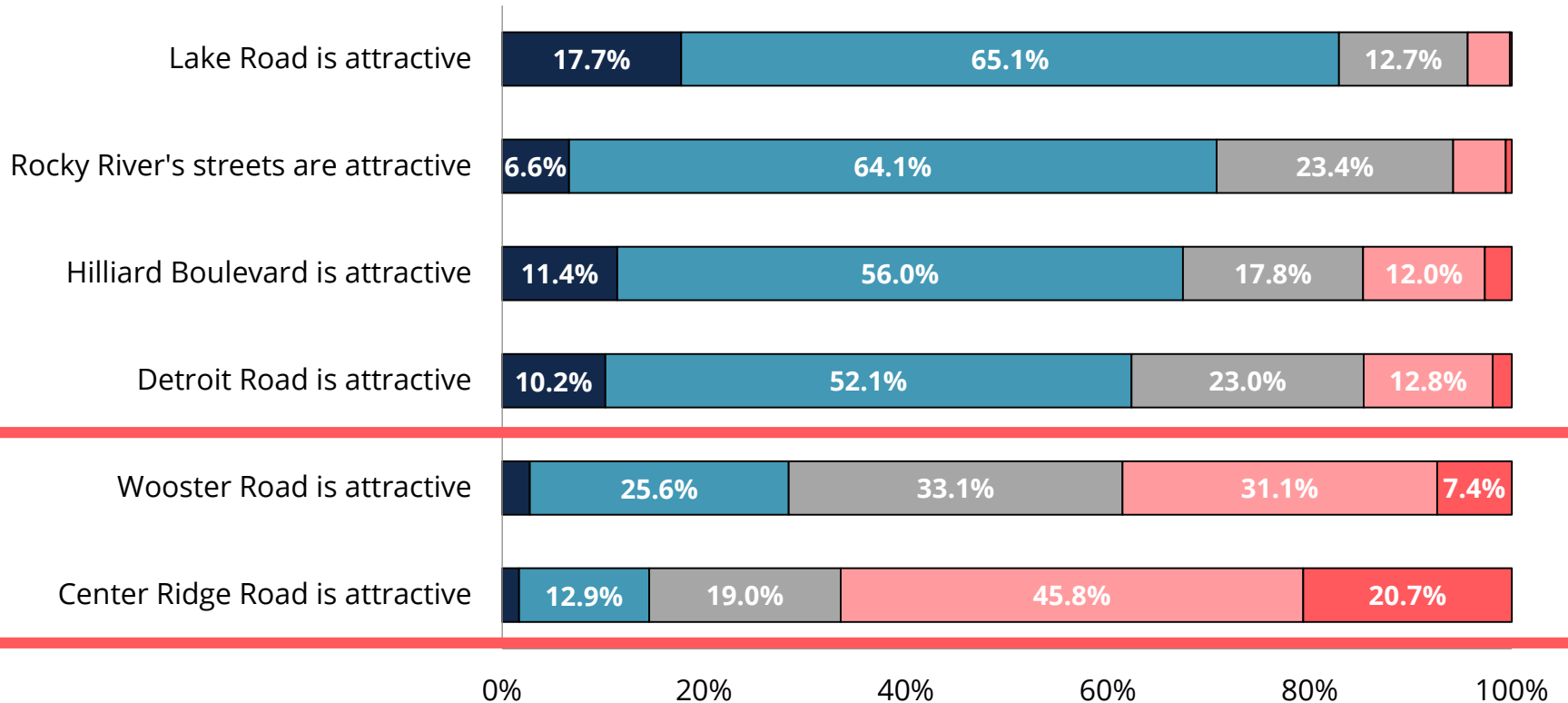
OPINIONS ON IDENTITY



OPINIONS ON IDENTITY



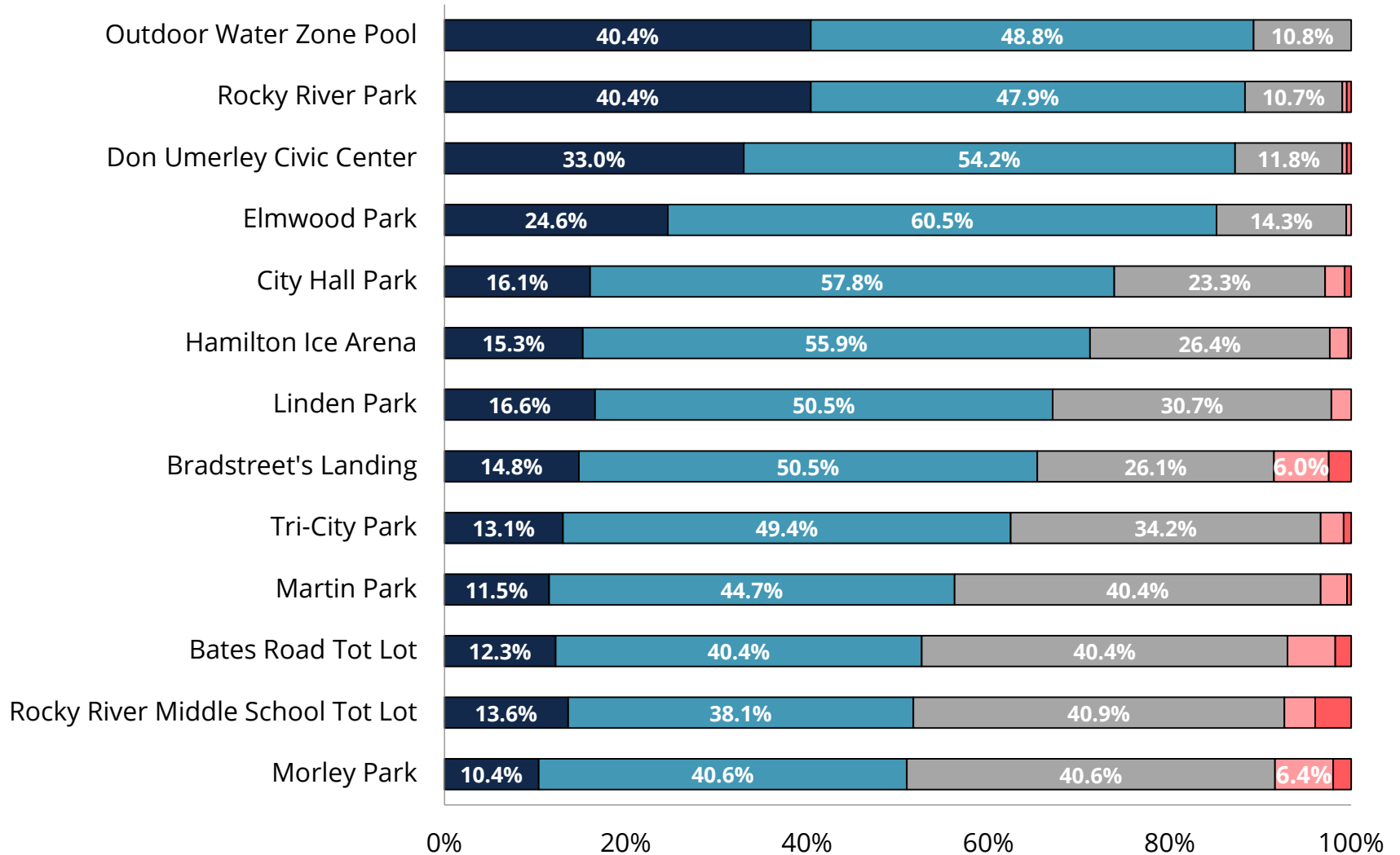
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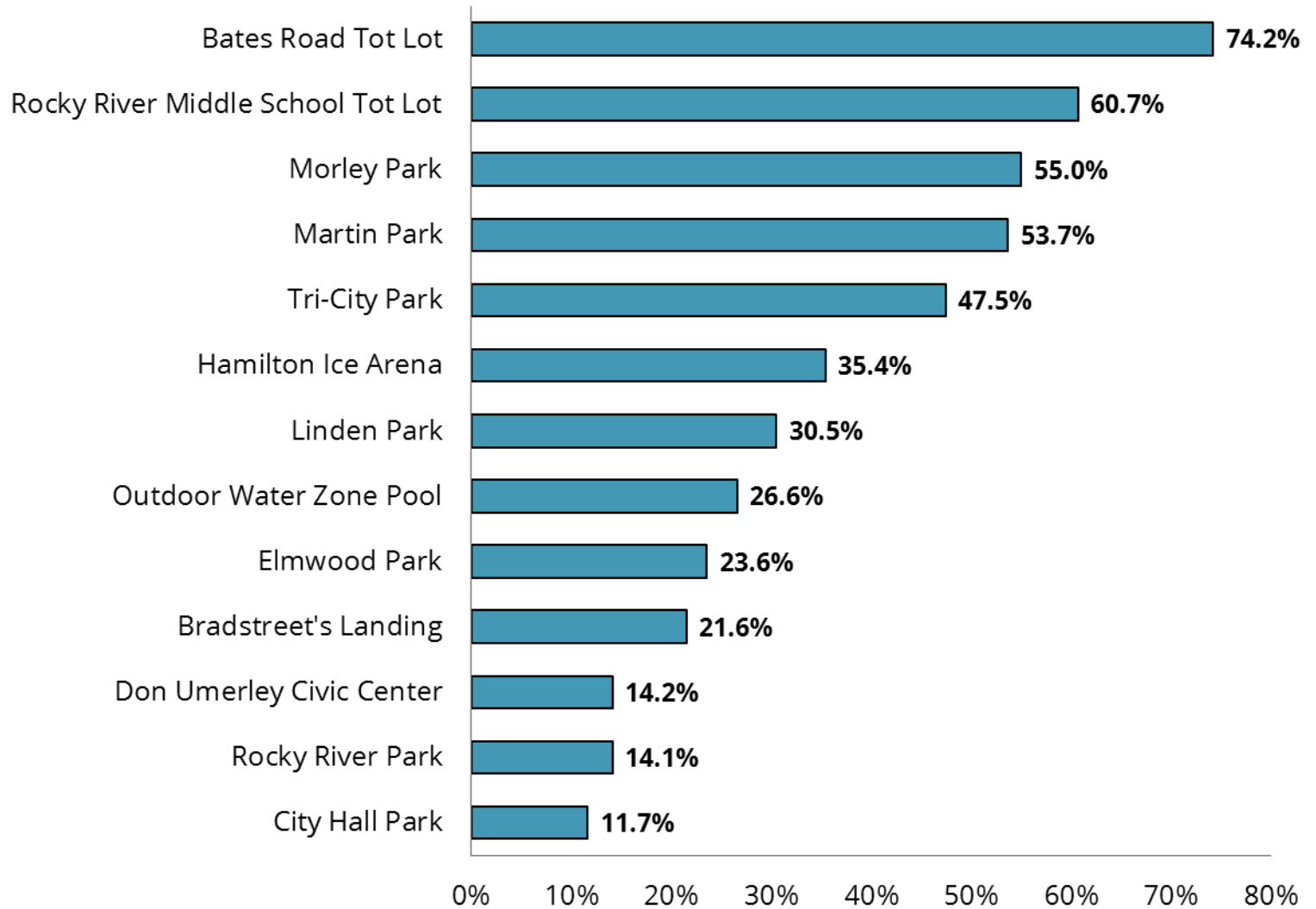


PARKS AND RECREATION

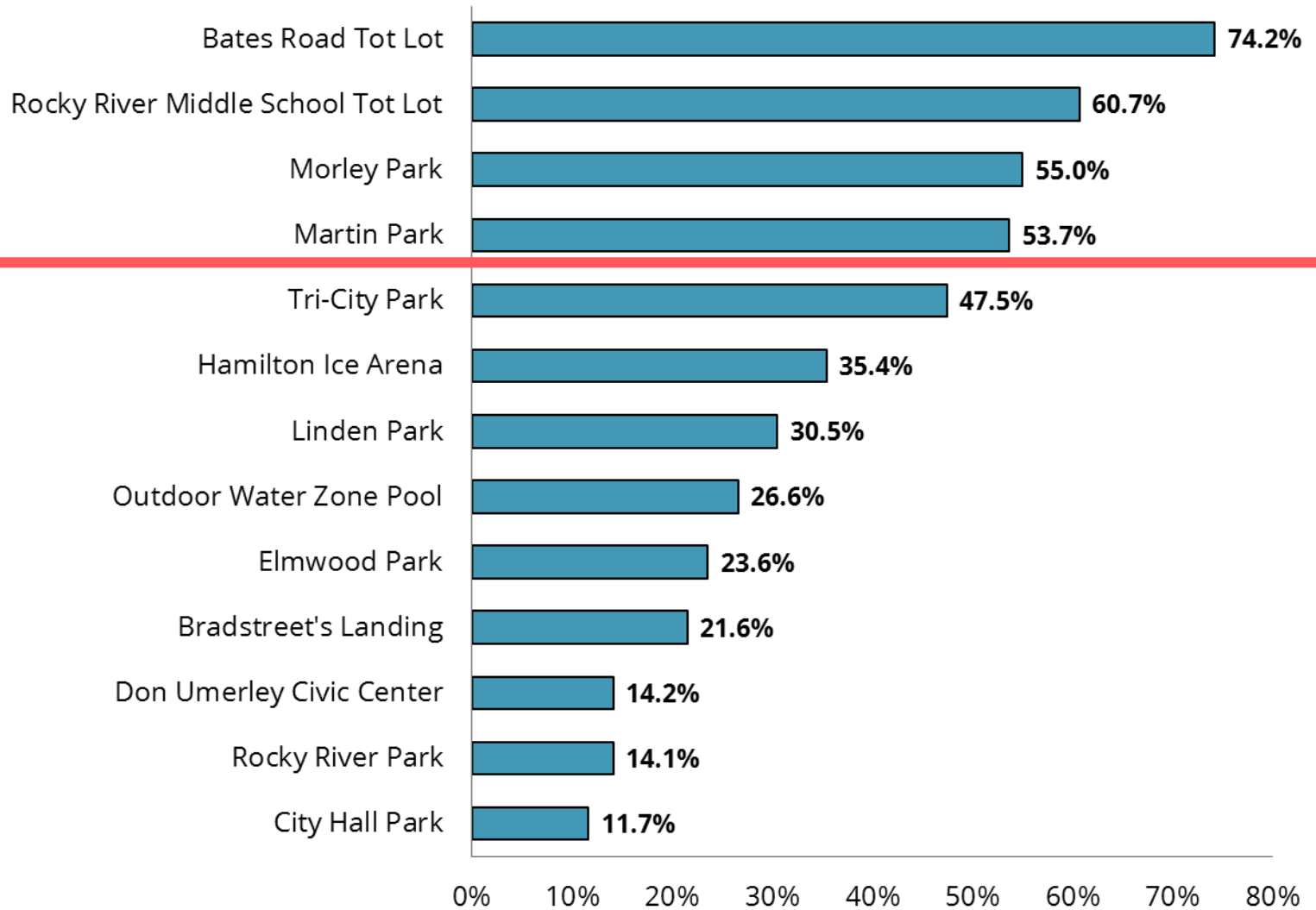
OPINIONS ON FACILITIES



USE OF FACILITIES



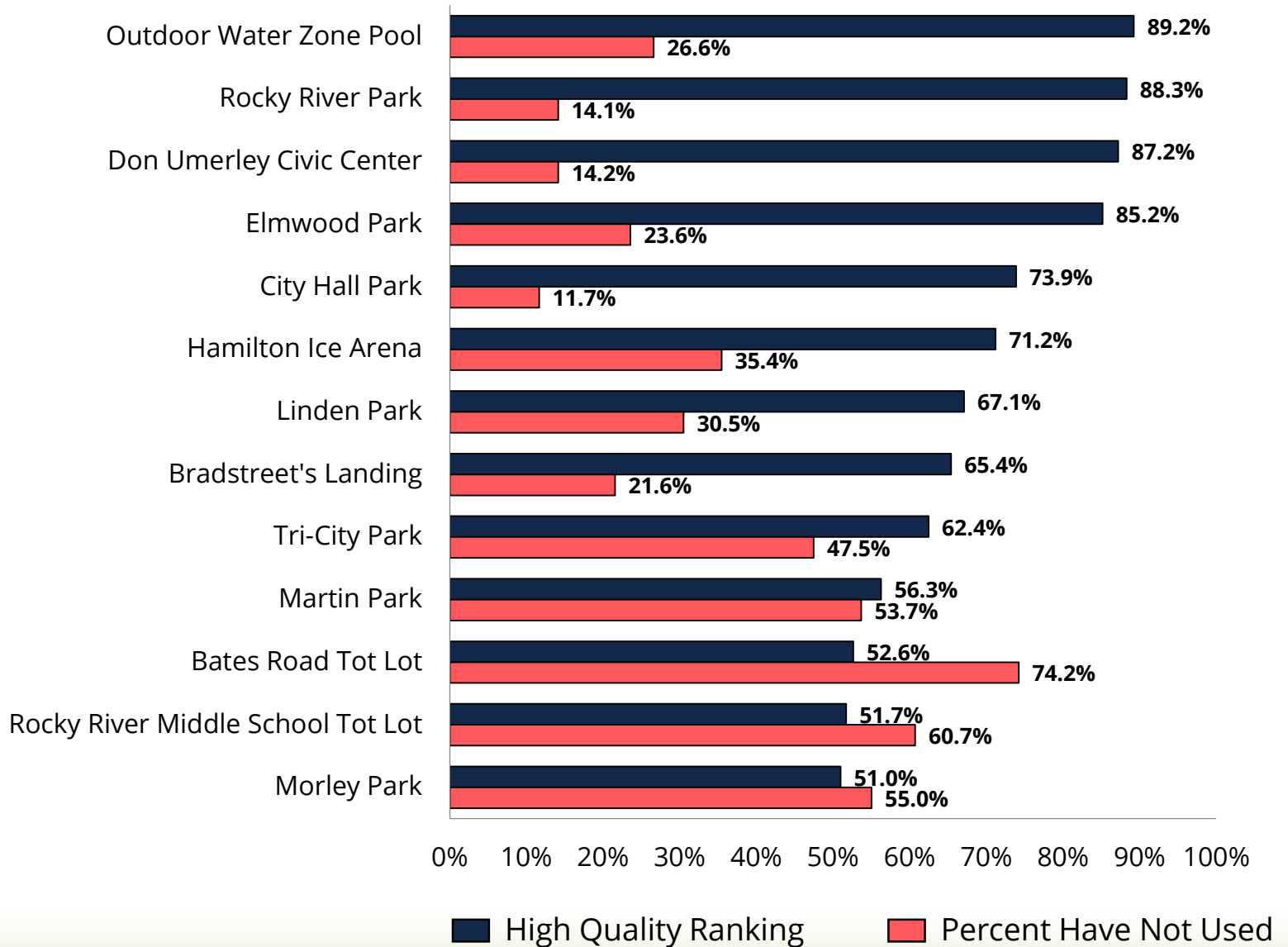
USE OF FACILITIES



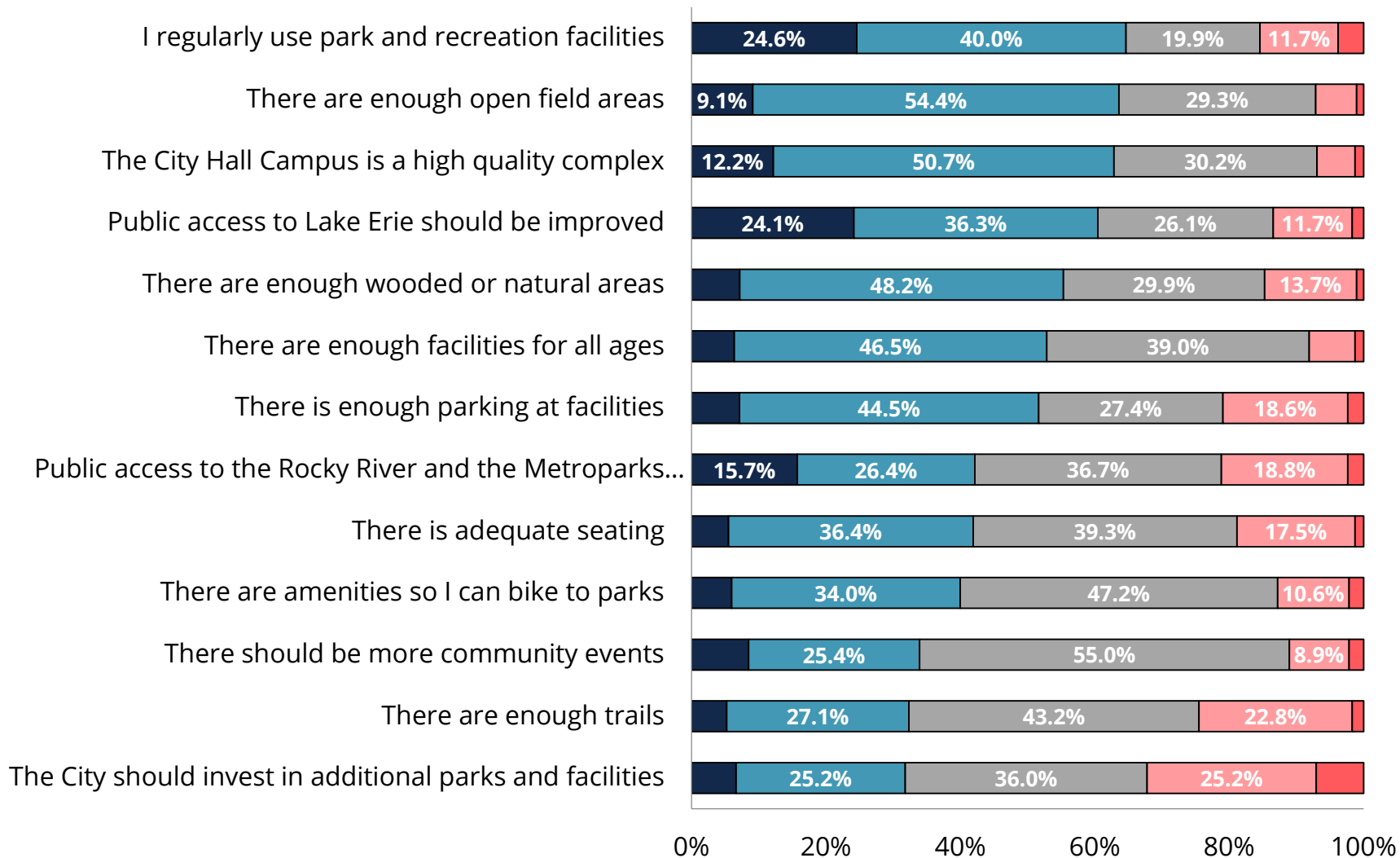
More than 50%

Less than 50%

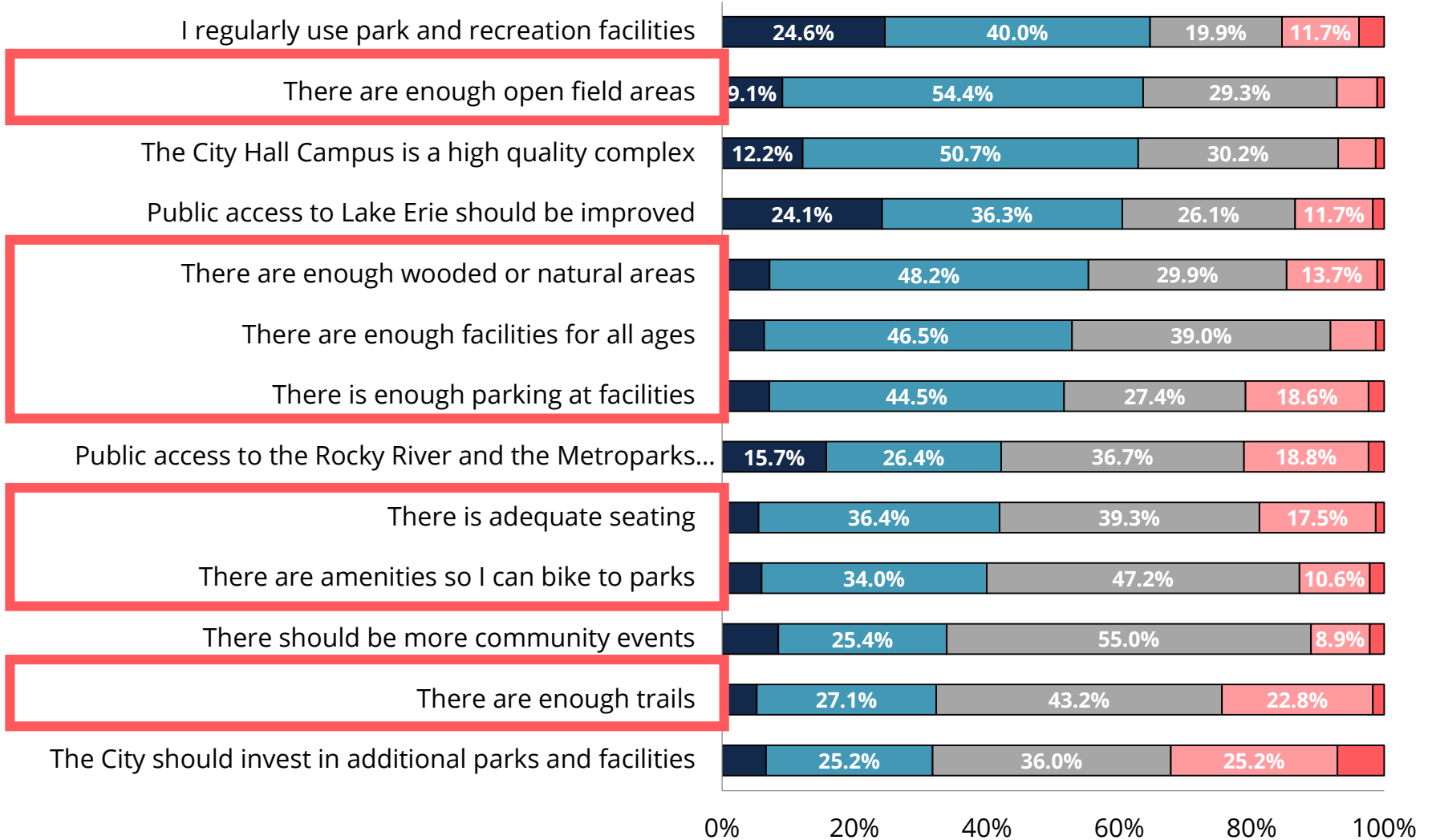
USE AND OPINION OF FACILITIES



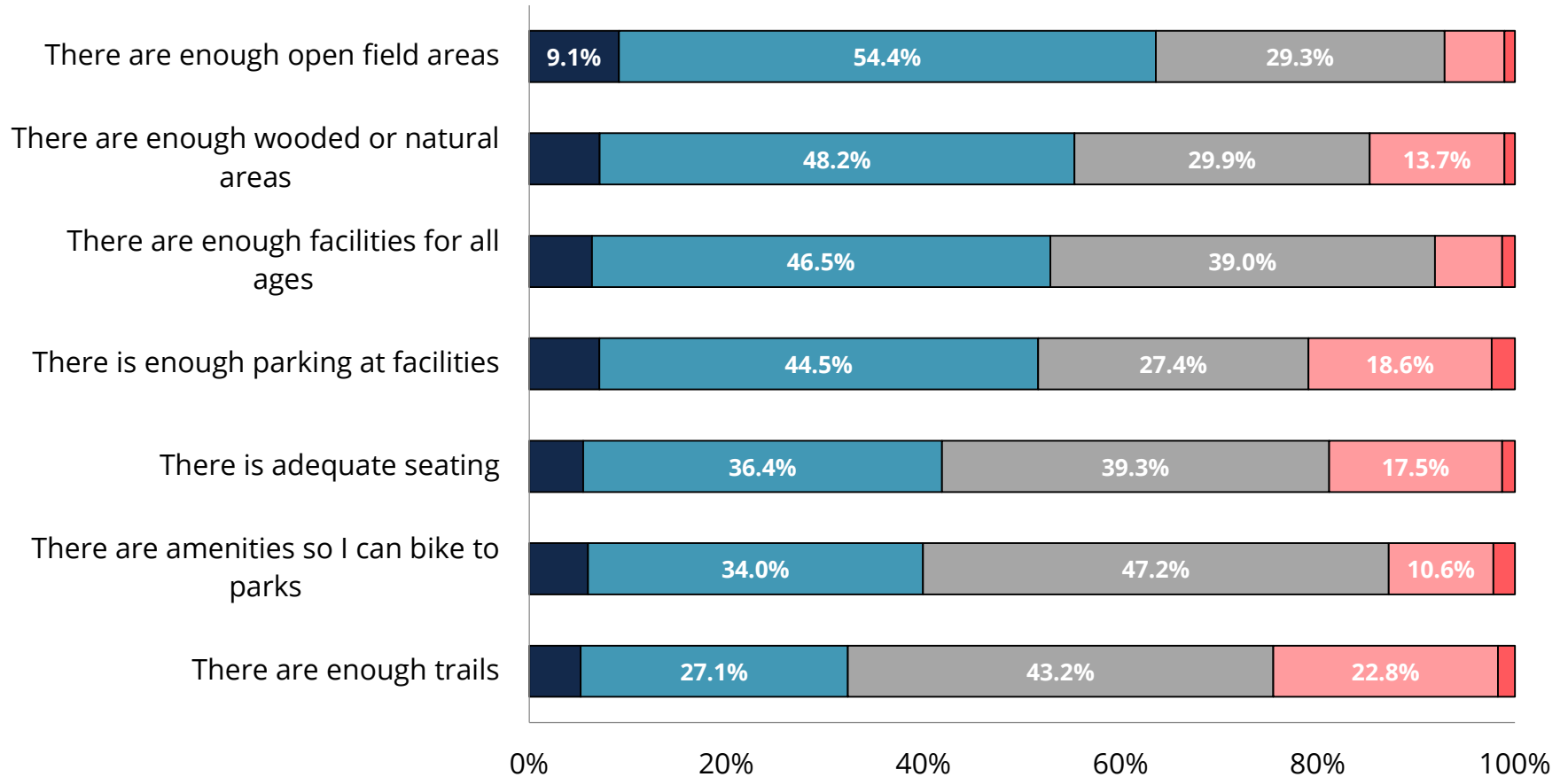
OPINIONS ON POLICY STATEMENTS



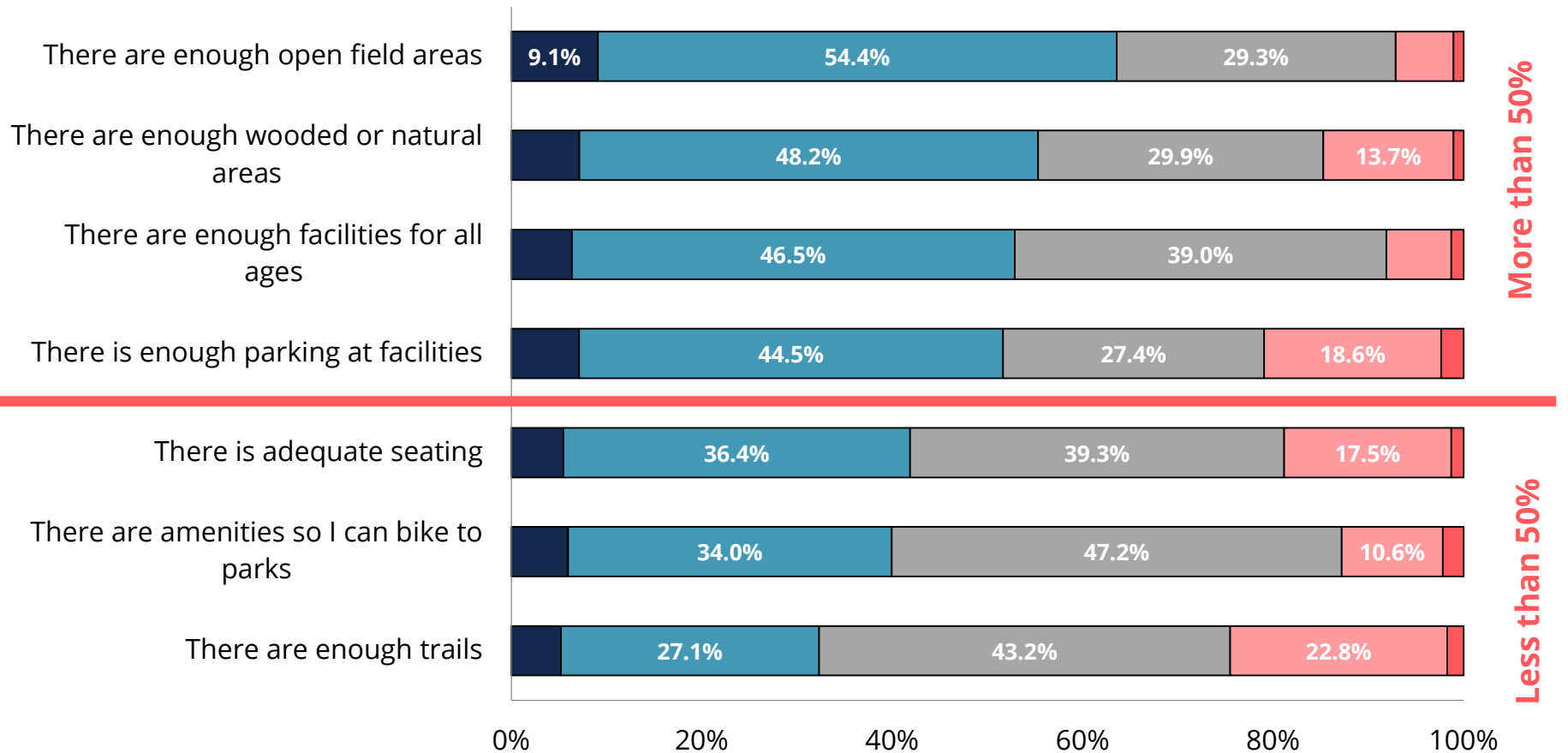
OPINIONS ON POLICY STATEMENTS



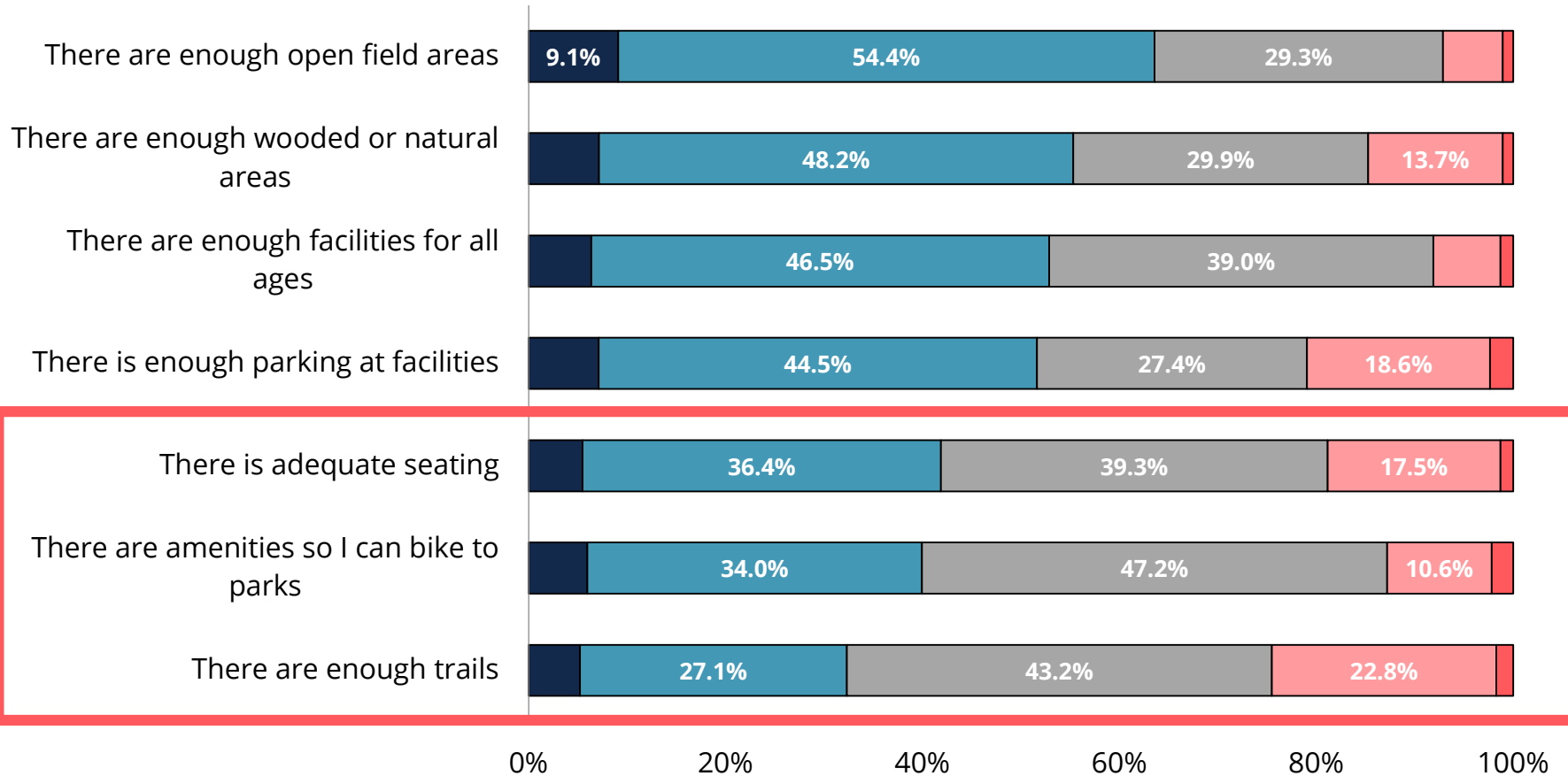
OPINIONS ON PARK FEATURES



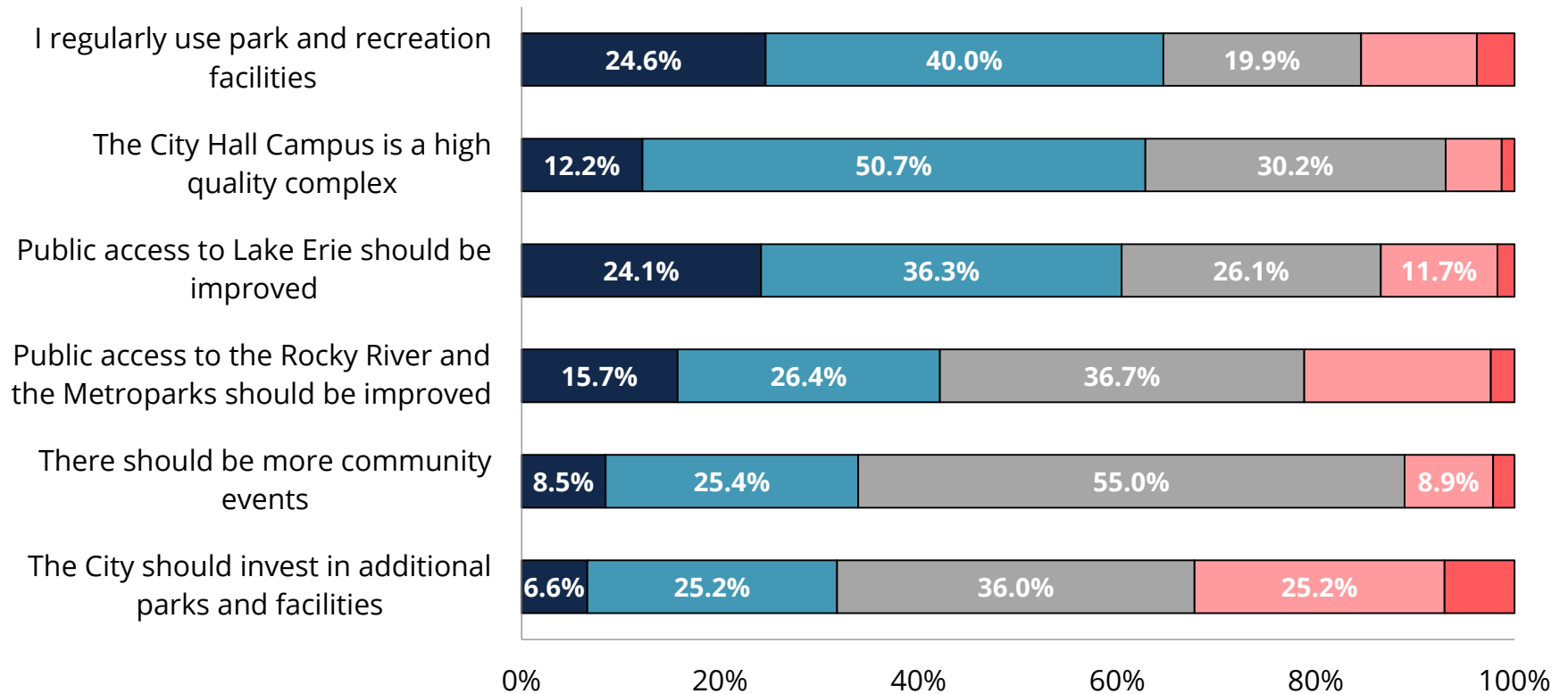
OPINIONS ON PARK FEATURES



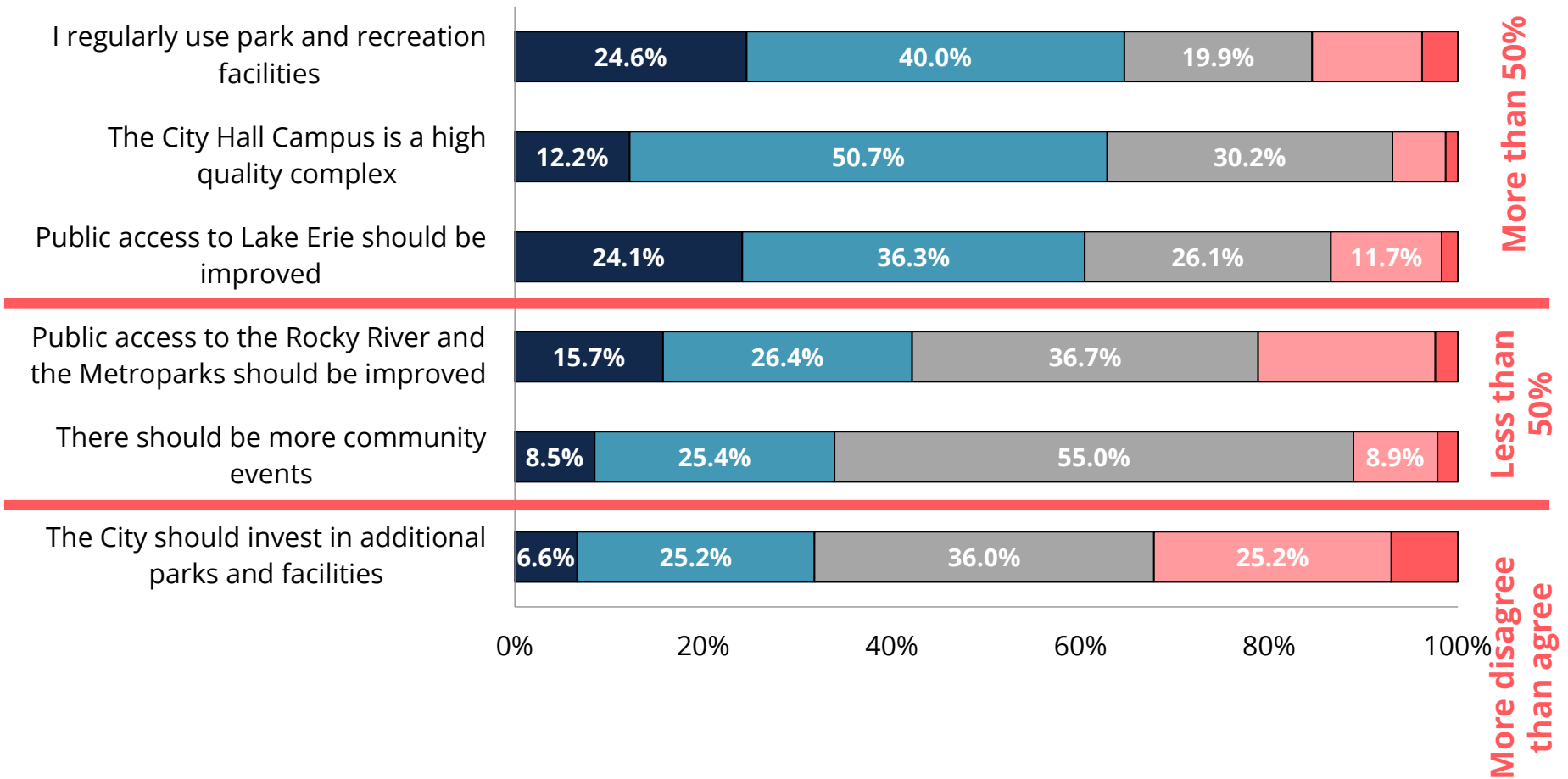
OPINIONS ON PARK FEATURES



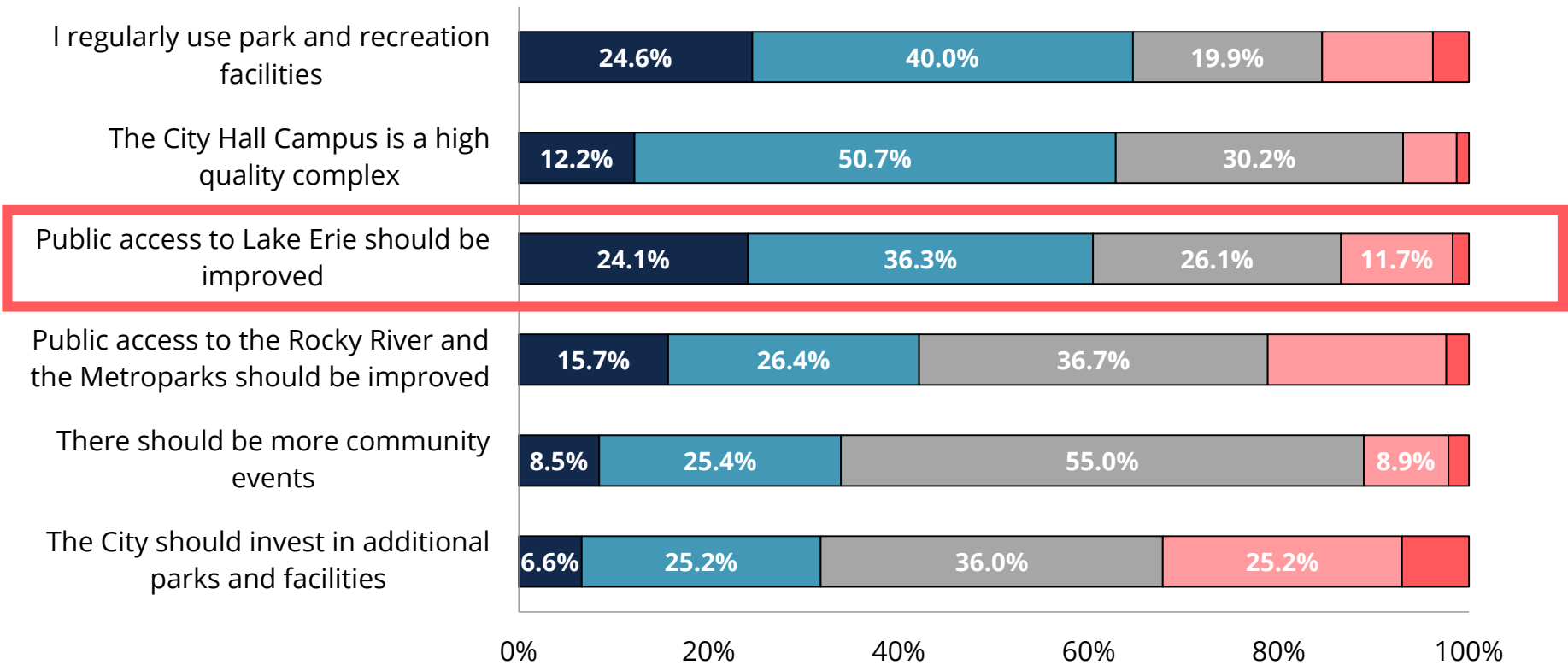
OPINIONS ON DIRECTION



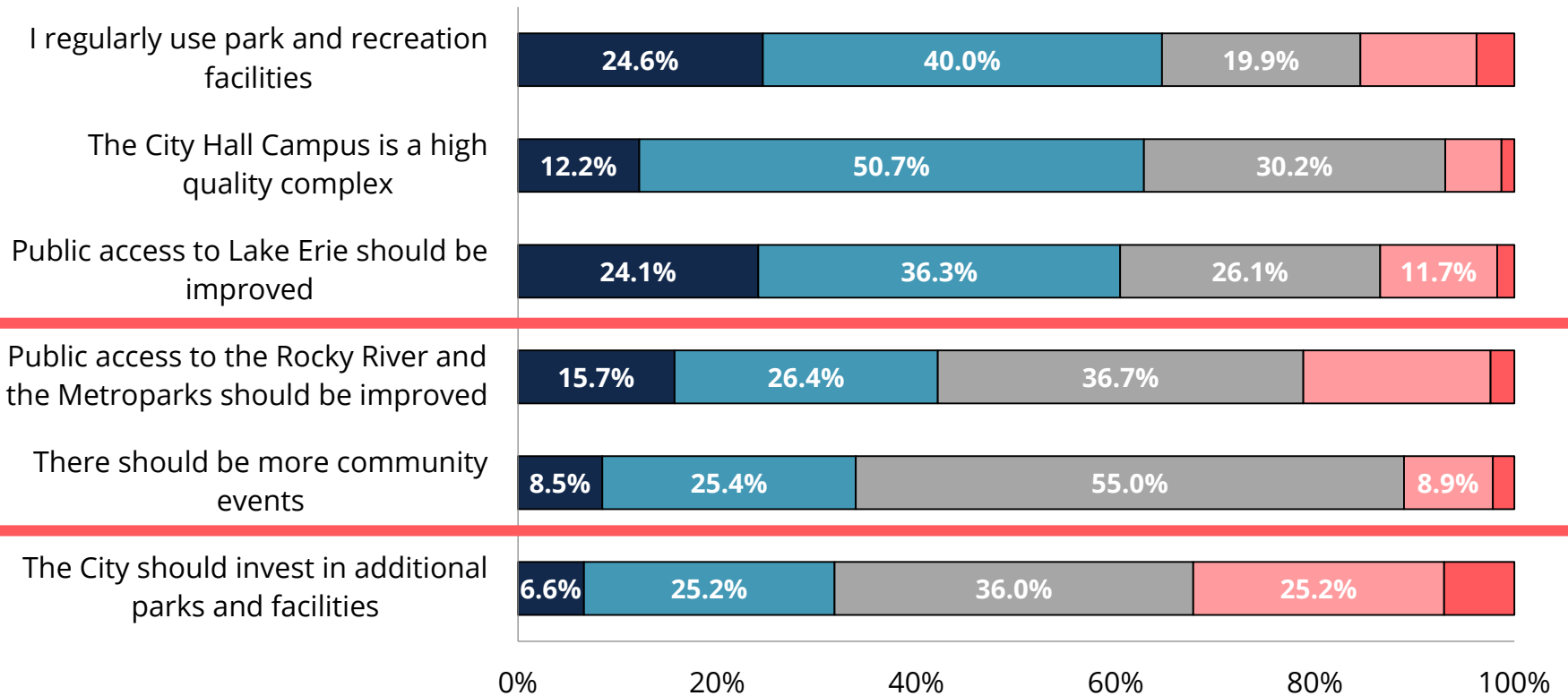
OPINIONS ON DIRECTION



OPINIONS ON DIRECTION

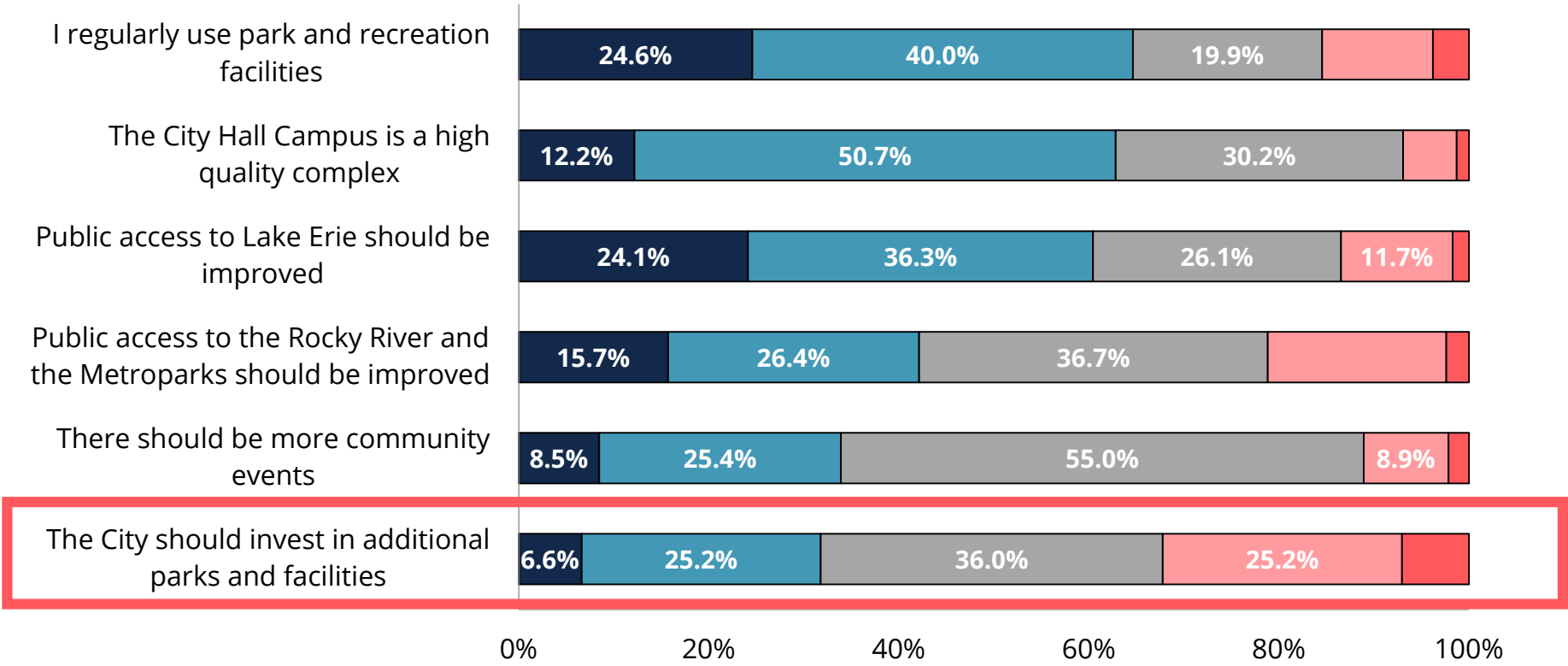


OPINIONS ON DIRECTION



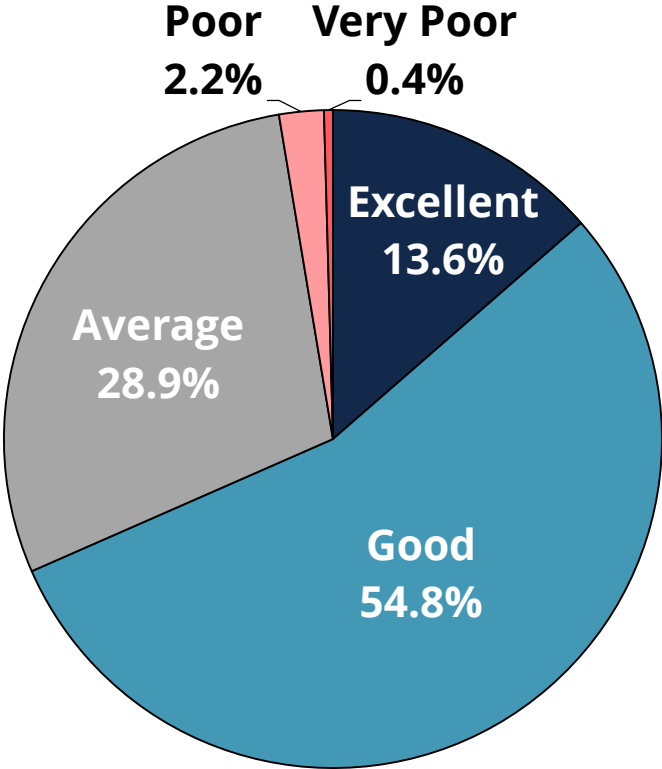


OPINIONS ON DIRECTION



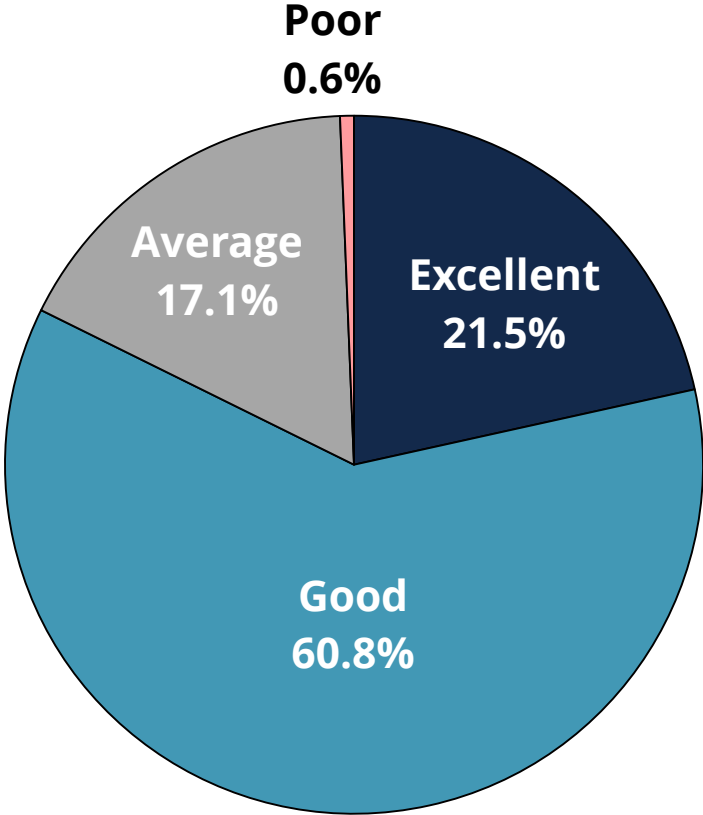


OPINIONS ON PARK PROGRAMMING





OPINIONS ON OVERALL FACILITIES

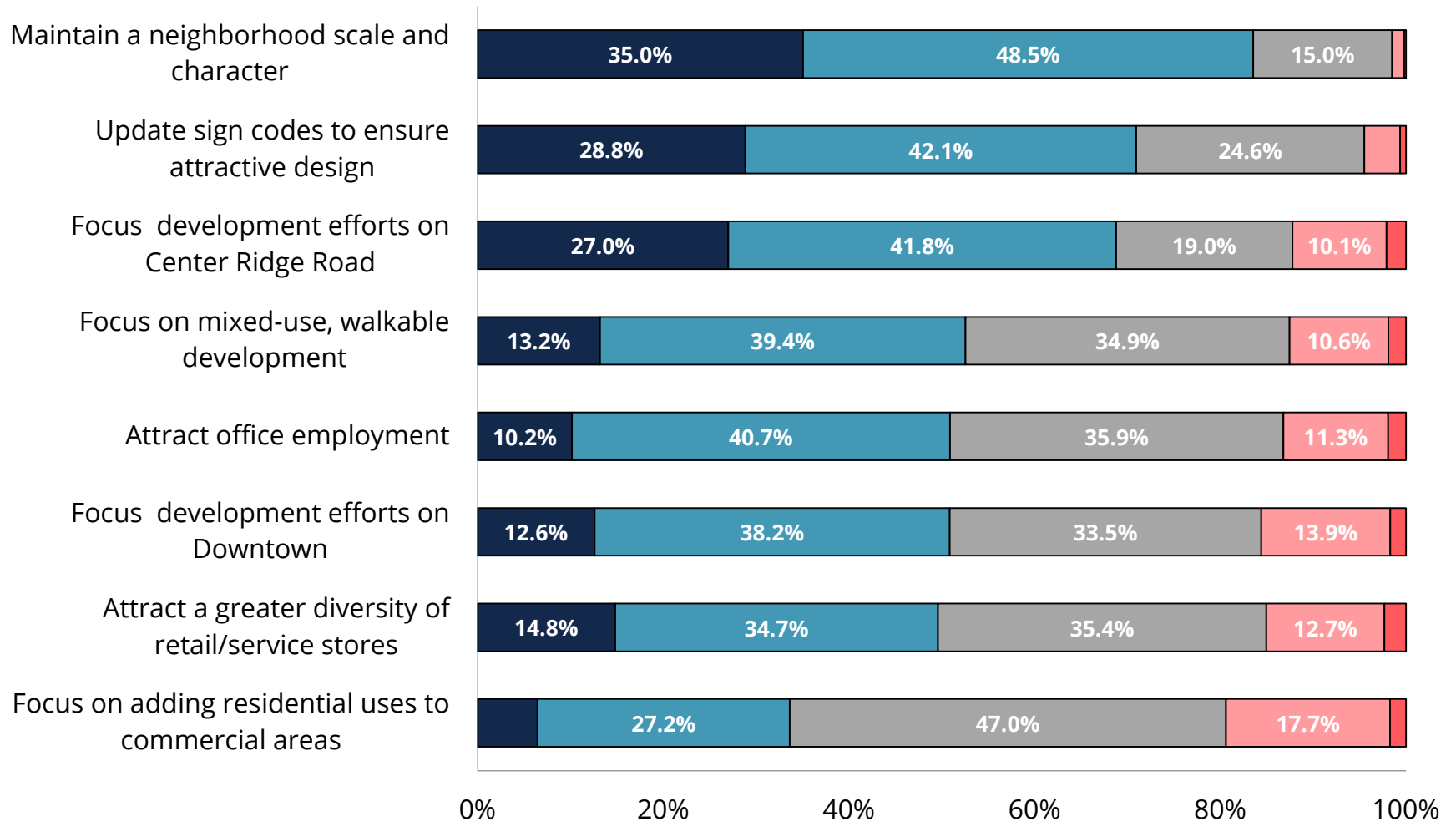




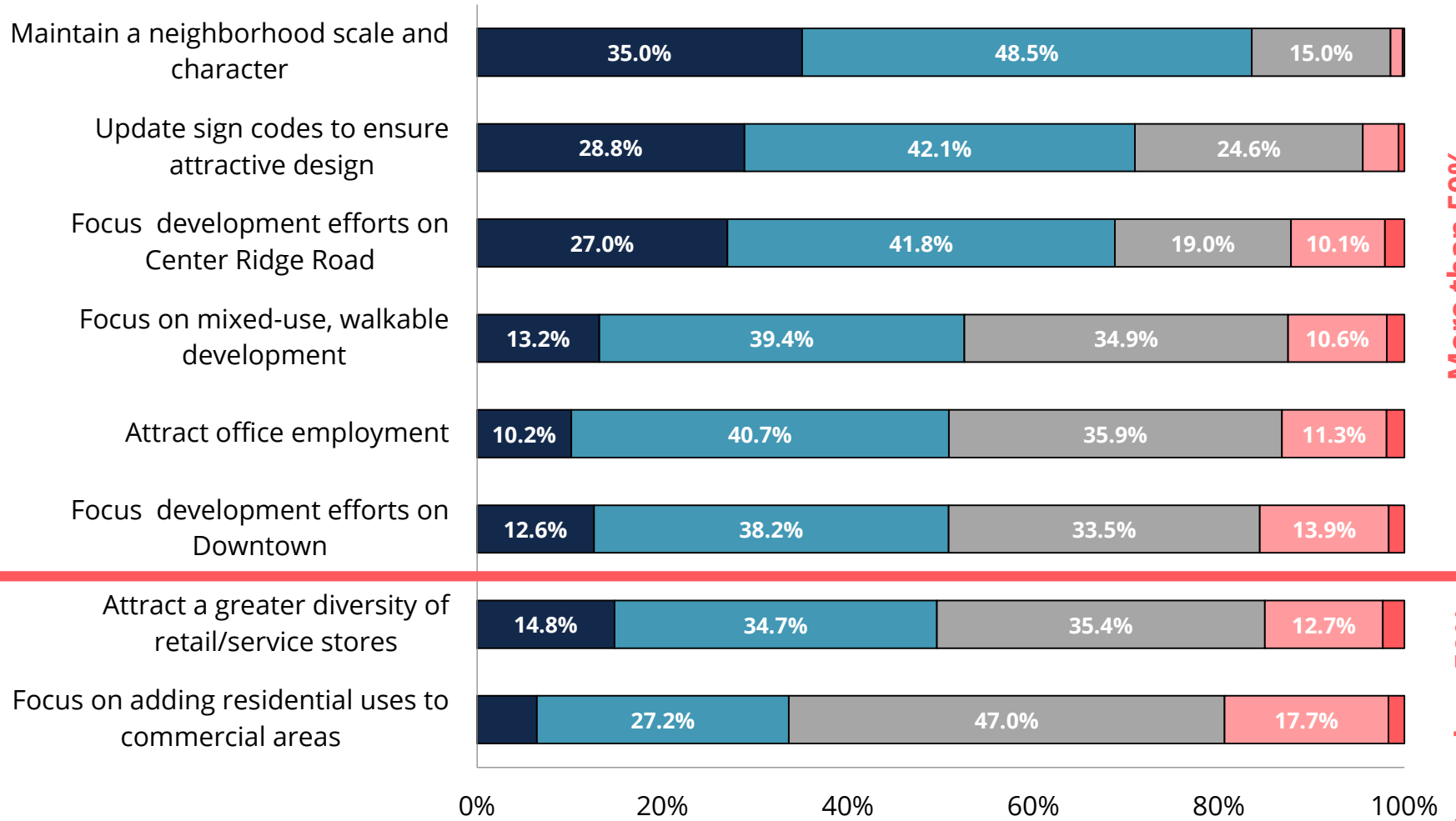
COMMERCIAL DEVELOPMENT



OPINIONS ON POLICY STATEMENTS



OPINIONS ON POLICY STATEMENTS

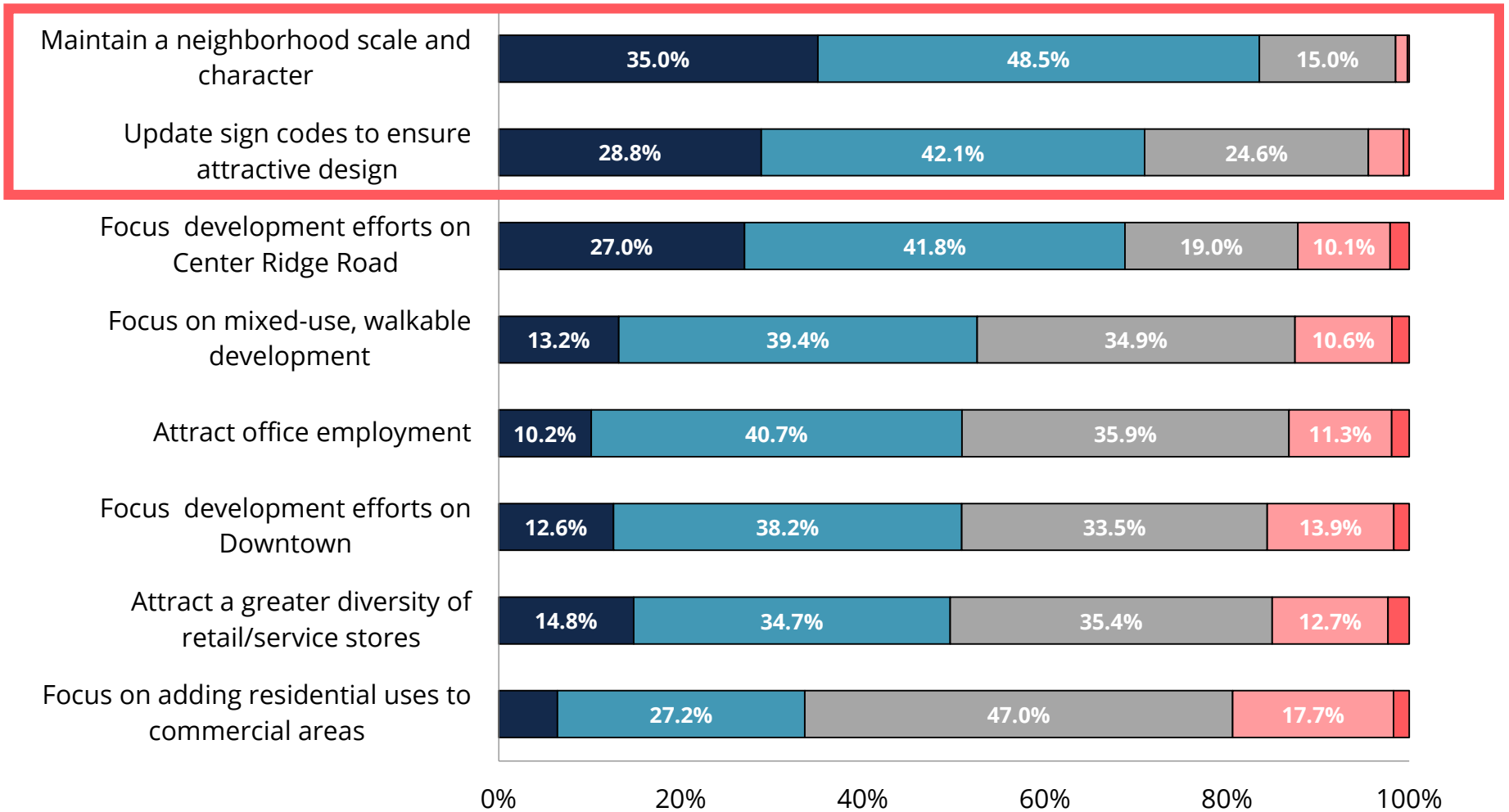


More than 50%

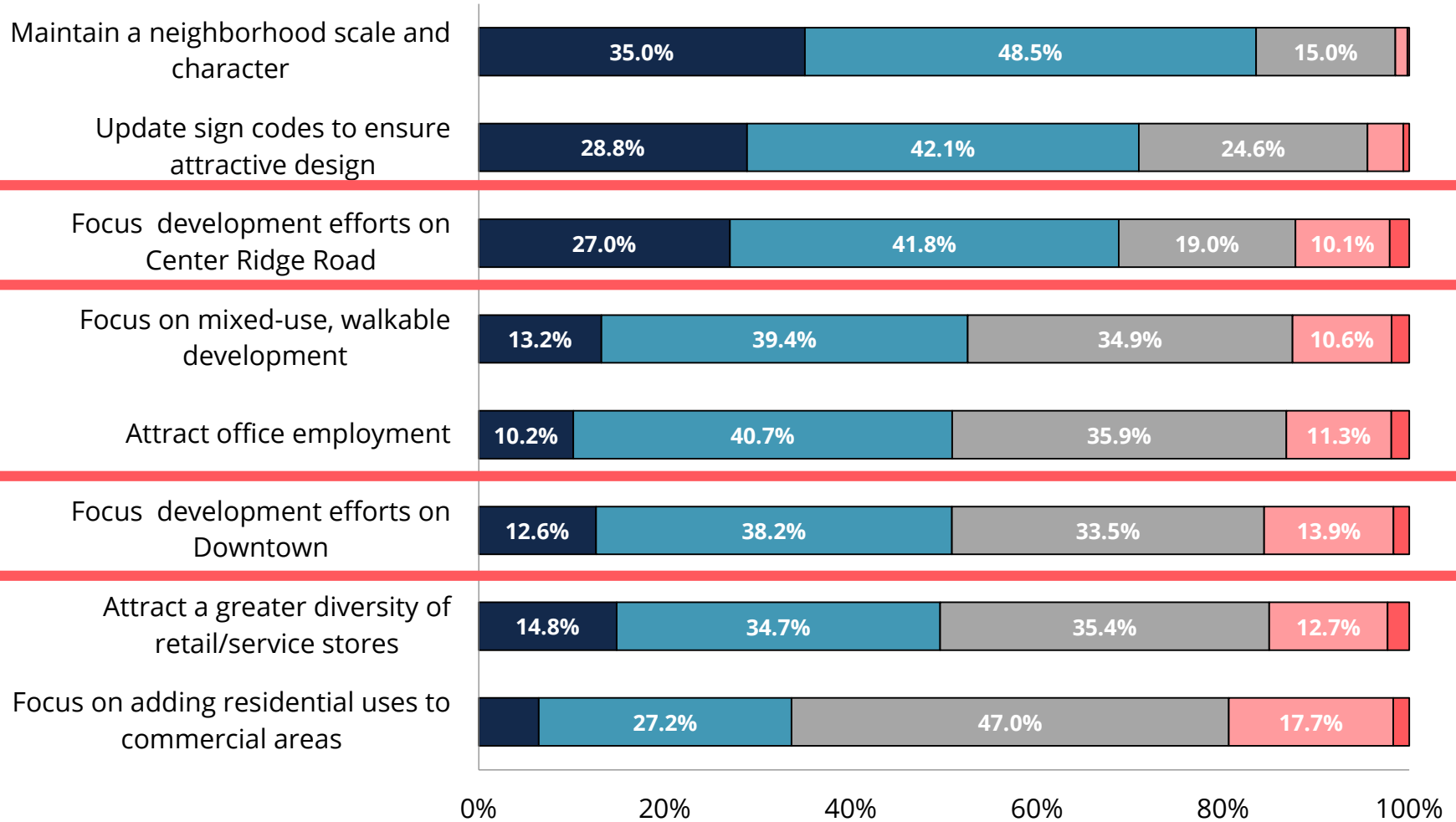
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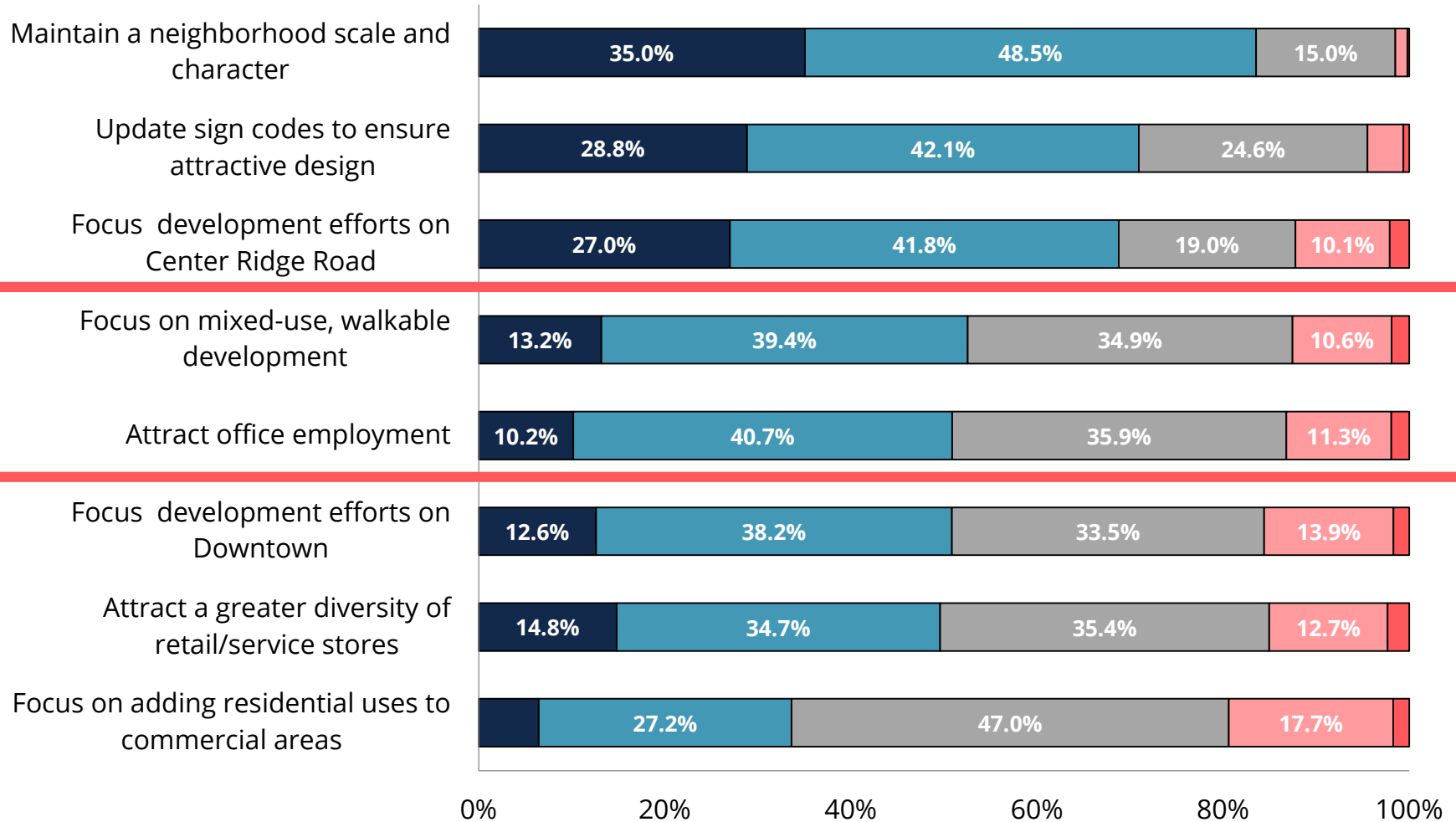
OPINIONS ON POLICY STATEMENTS



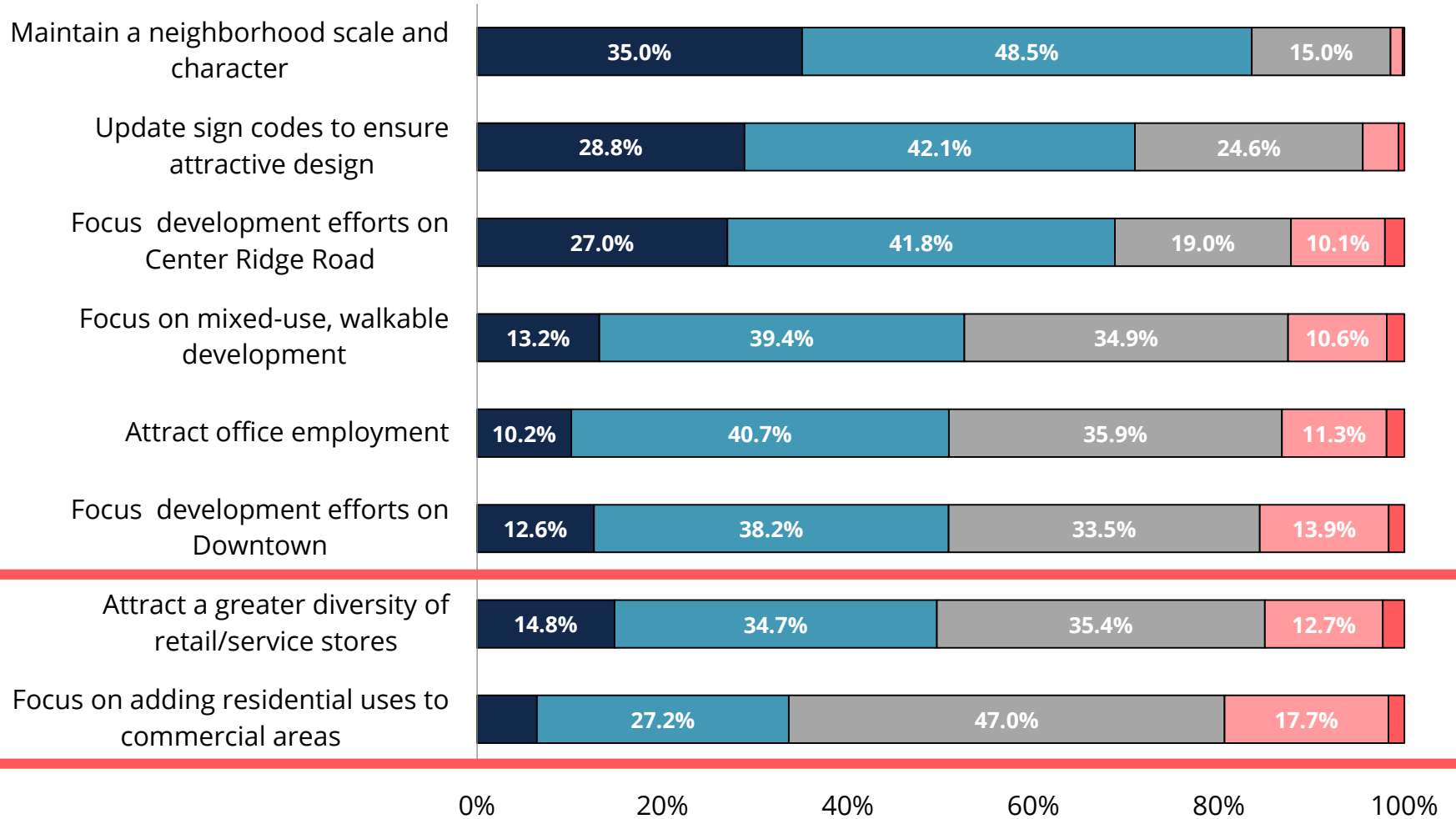
OPINIONS ON POLICY STATEMENTS



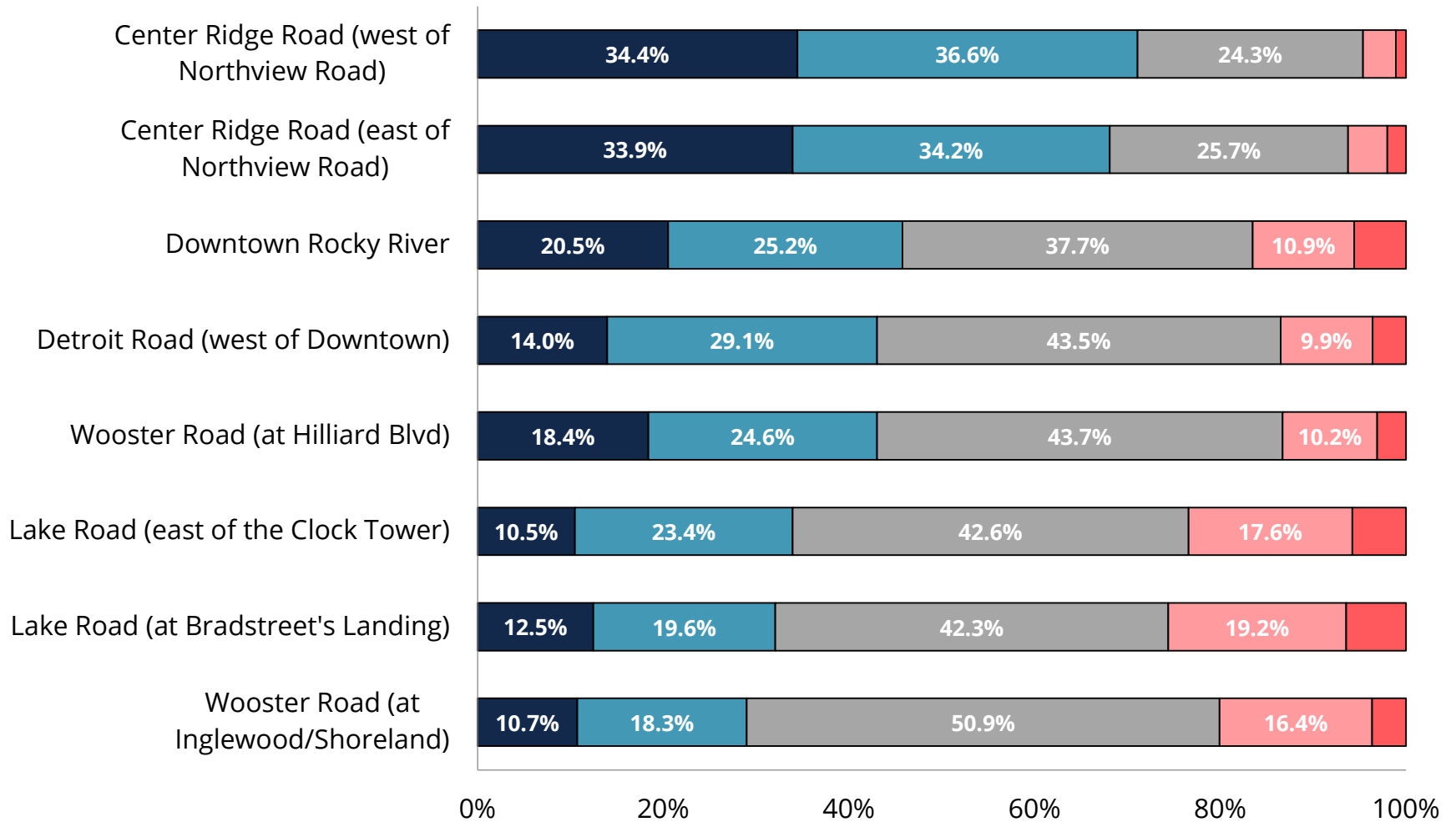
OPINIONS ON POLICY STATEMENTS



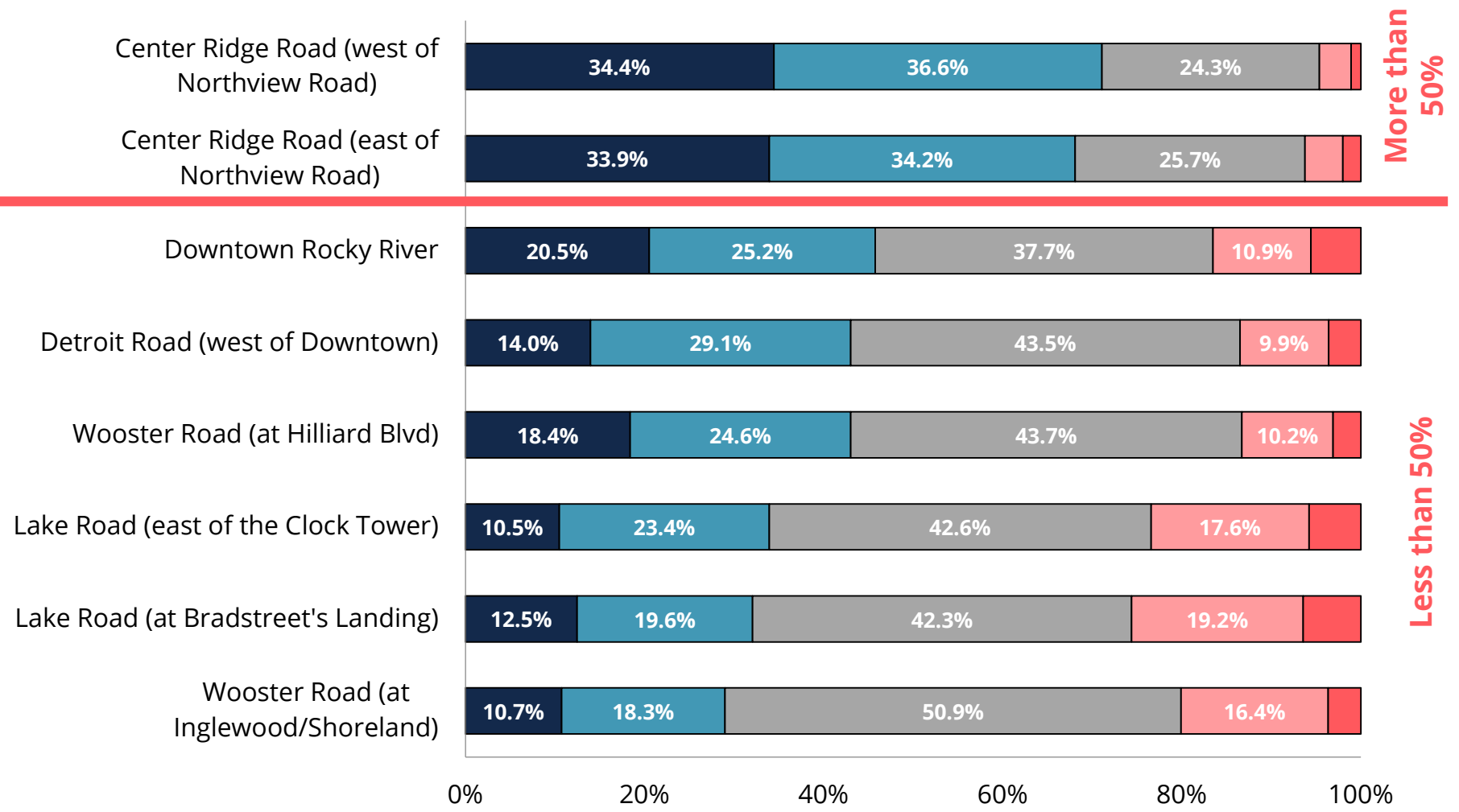
OPINIONS ON POLICY STATEMENTS



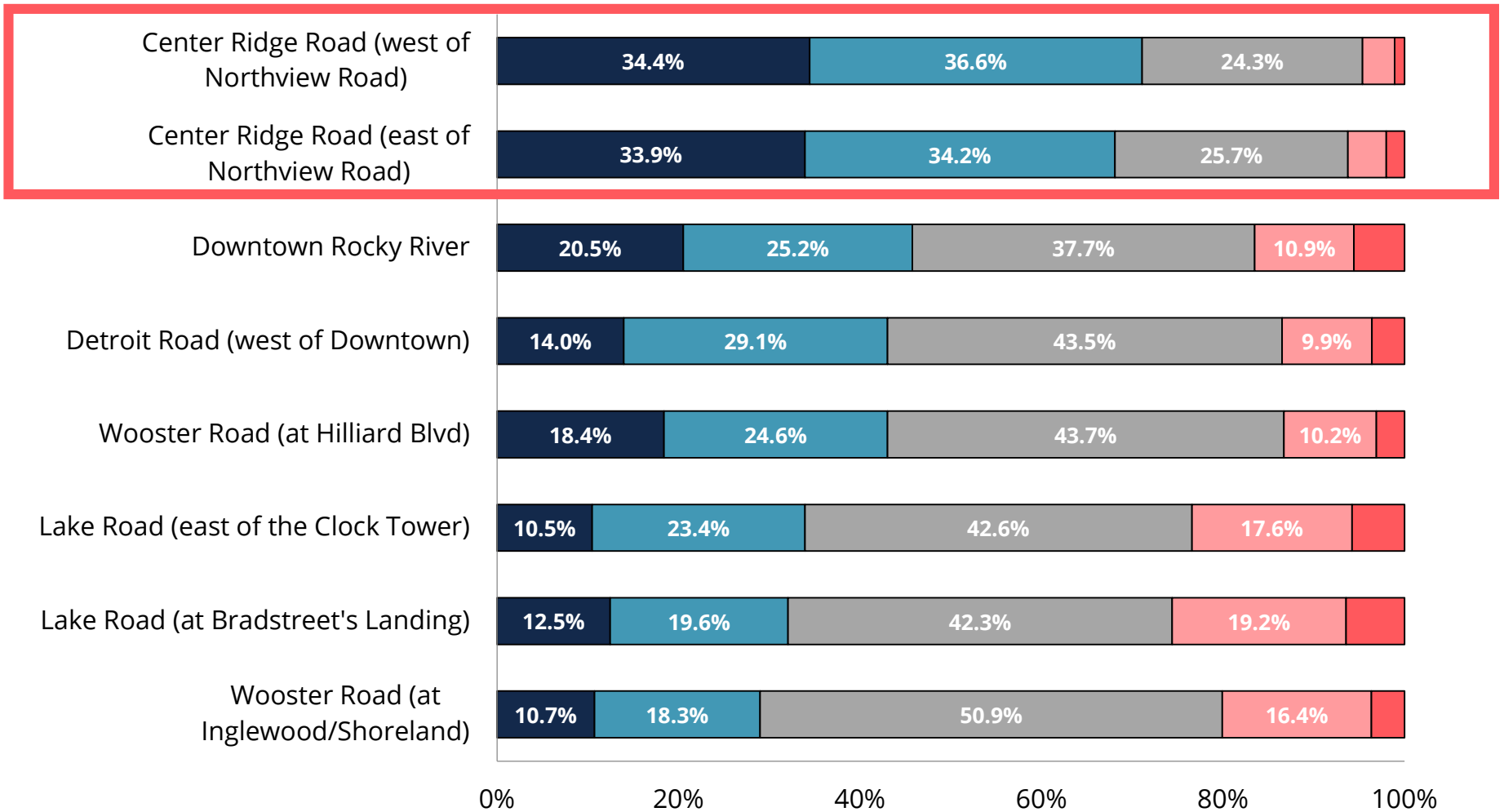
PRIORITY COMMERCIAL AREAS



PRIORITY COMMERCIAL AREAS

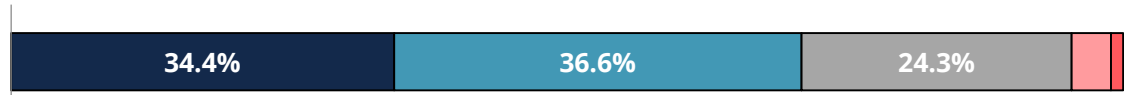


PRIORITY COMMERCIAL AREAS

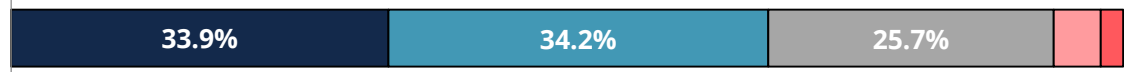


PRIORITY COMMERCIAL AREAS

Center Ridge Road (west of Northview Road)



Center Ridge Road (east of Northview Road)



Downtown Rocky River



Detroit Road (west of Downtown)



Wooster Road (at Hilliard Blvd)



Lake Road (east of the Clock Tower)



Lake Road (at Bradstreet's Landing)



Wooster Road (at Inglewood/Shoreland)

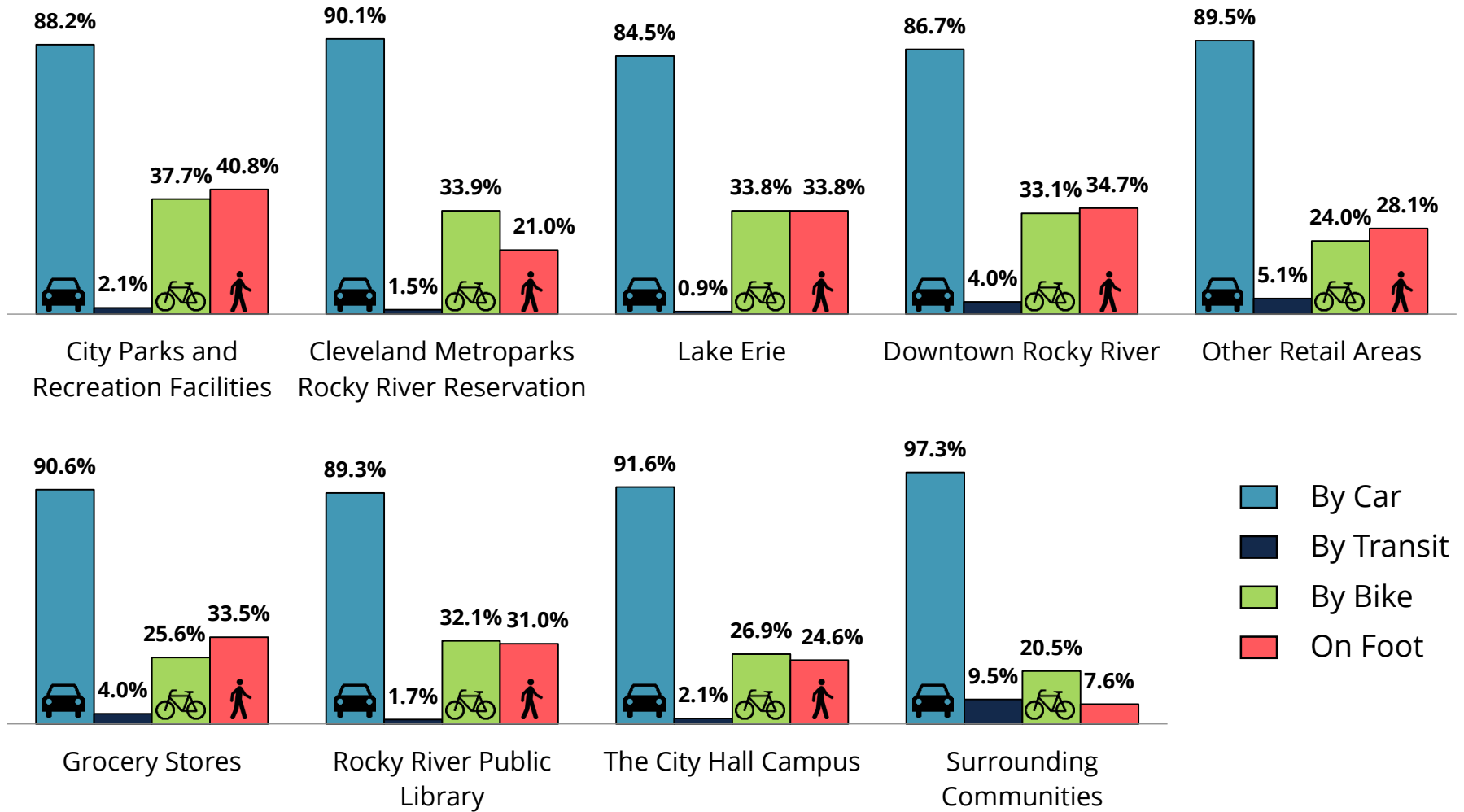


0% 20% 40% 60% 80% 100%

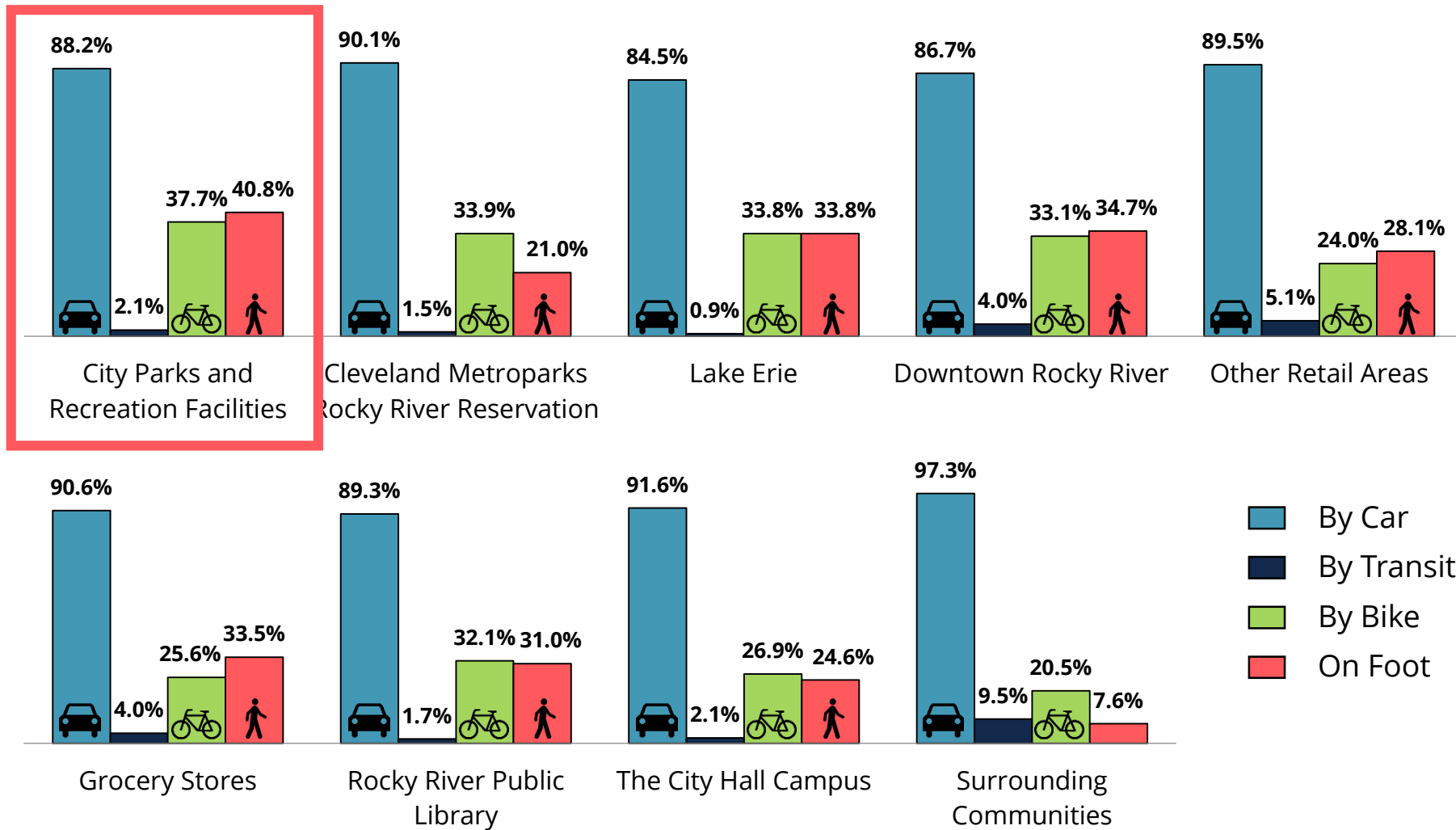


TRANSPORTATION

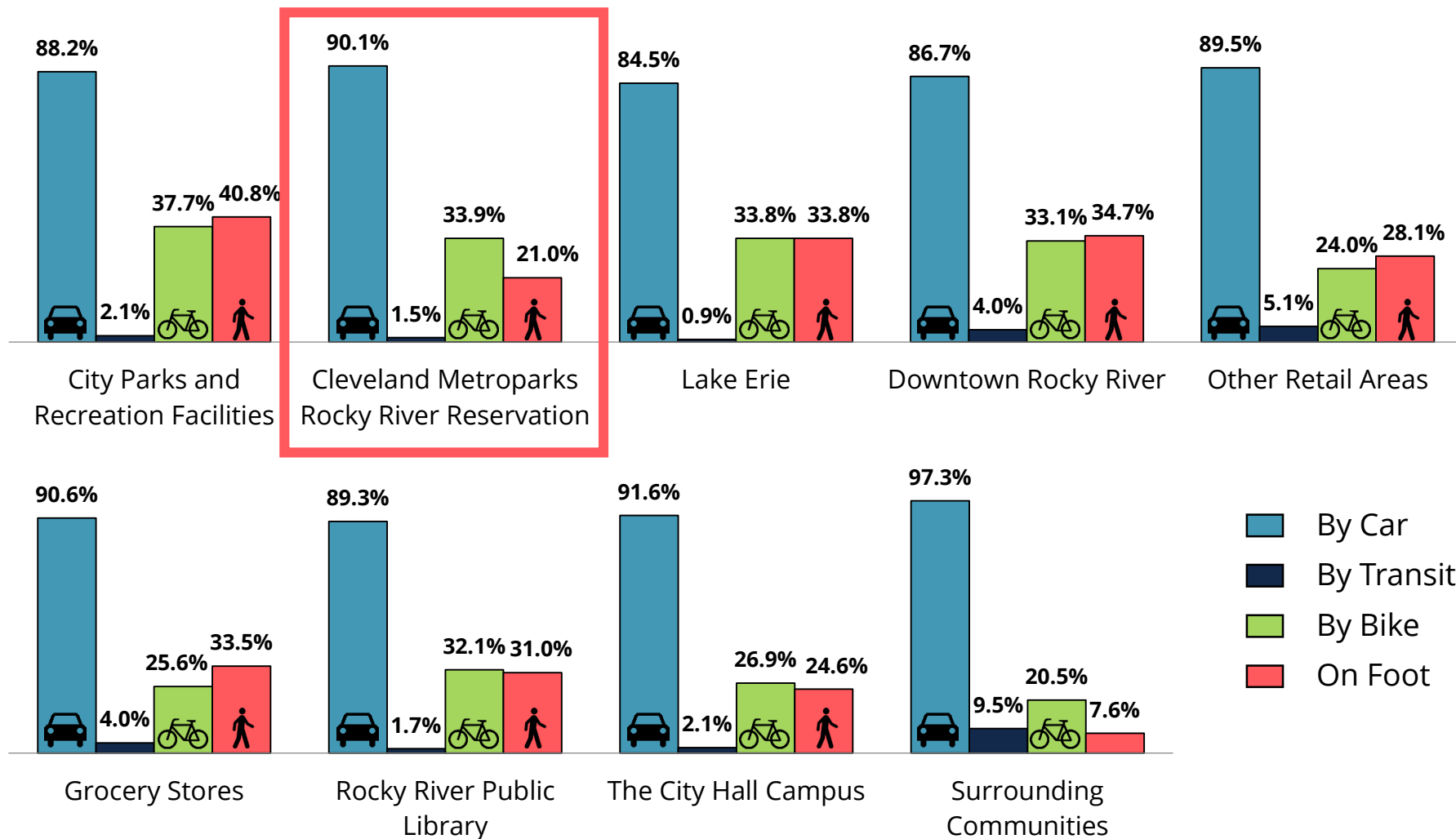
EASY WAYS TO VARIOUS DESTINATIONS



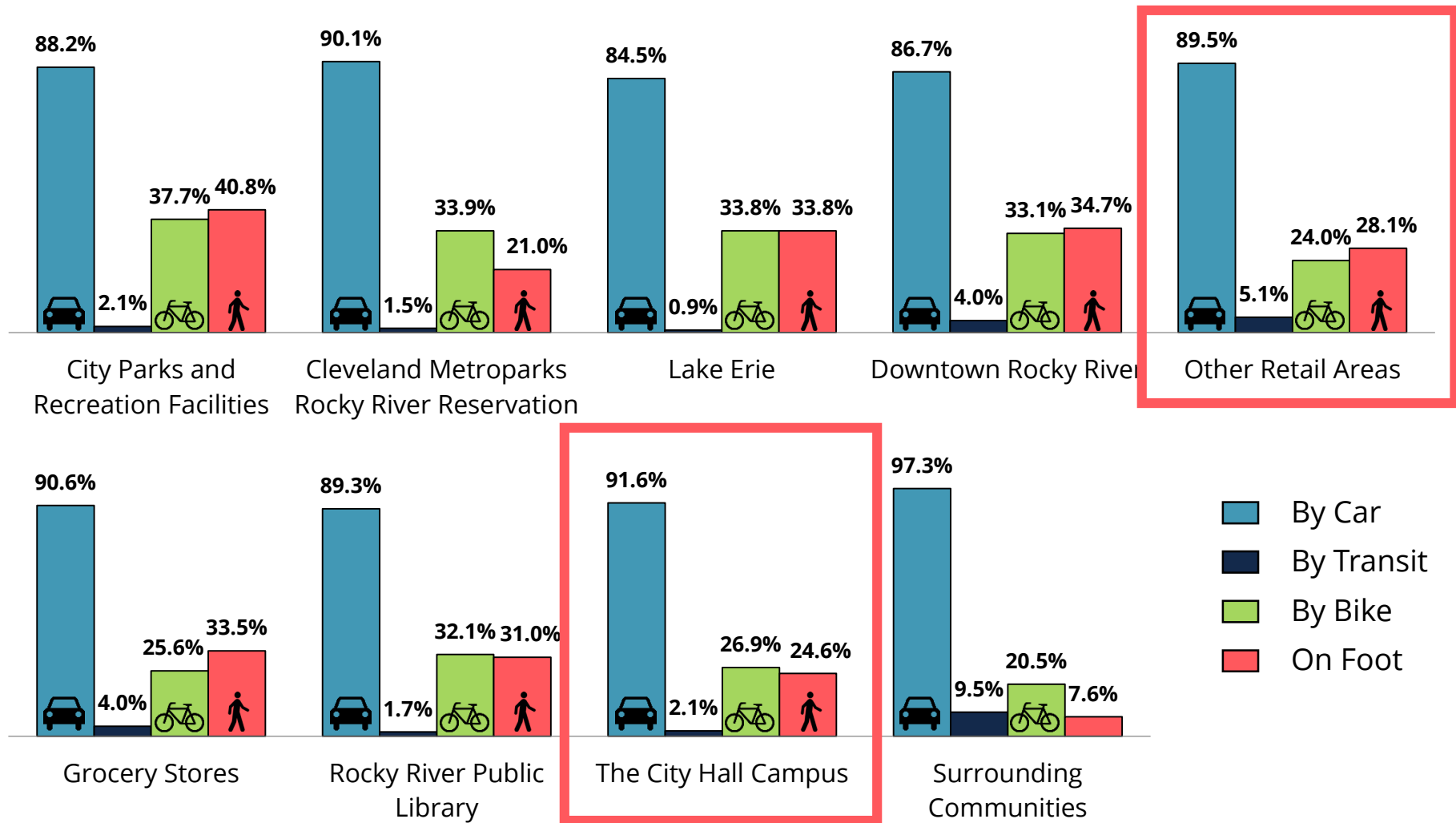
EASY WAYS TO VARIOUS DESTINATIONS



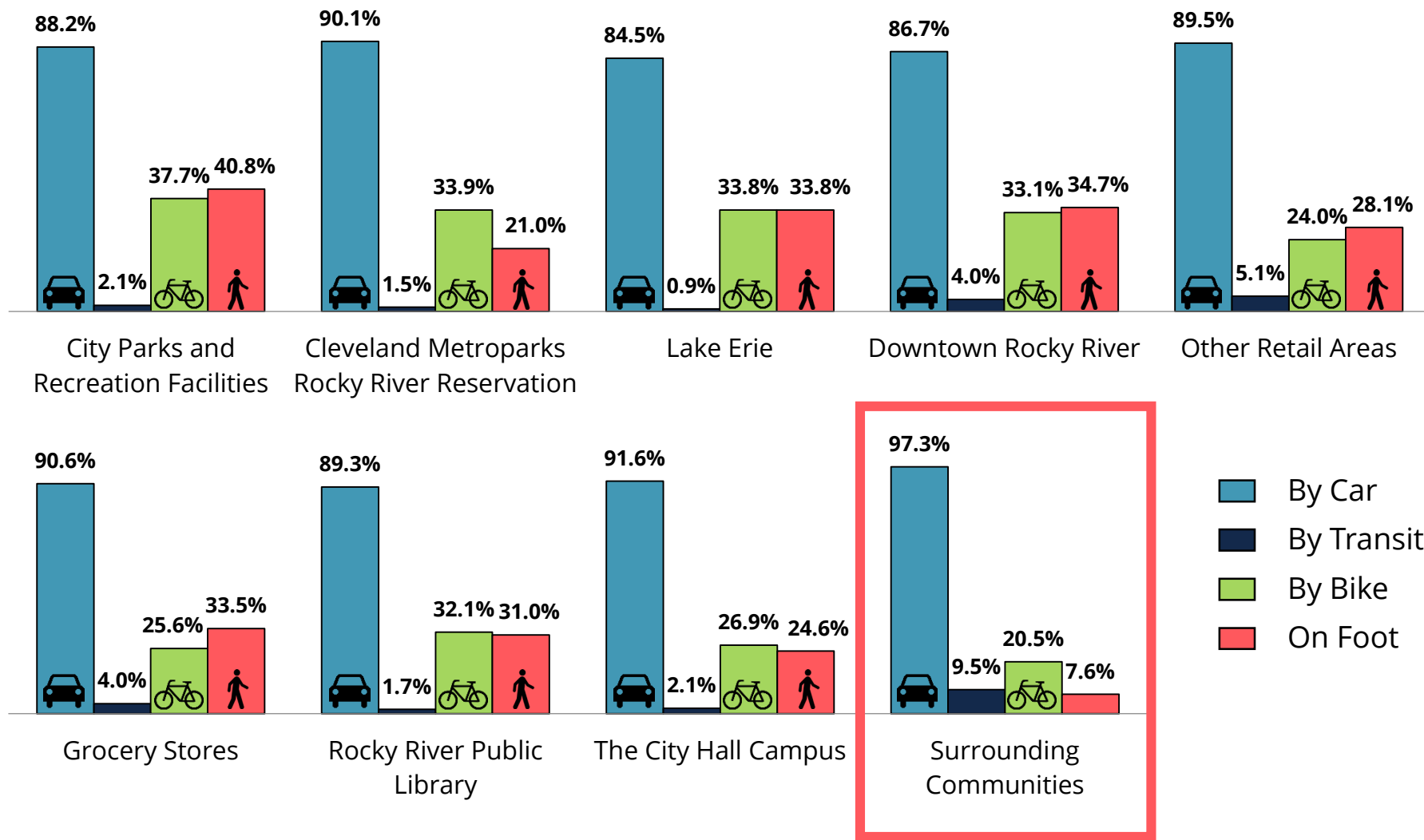
EASY WAYS TO VARIOUS DESTINATIONS



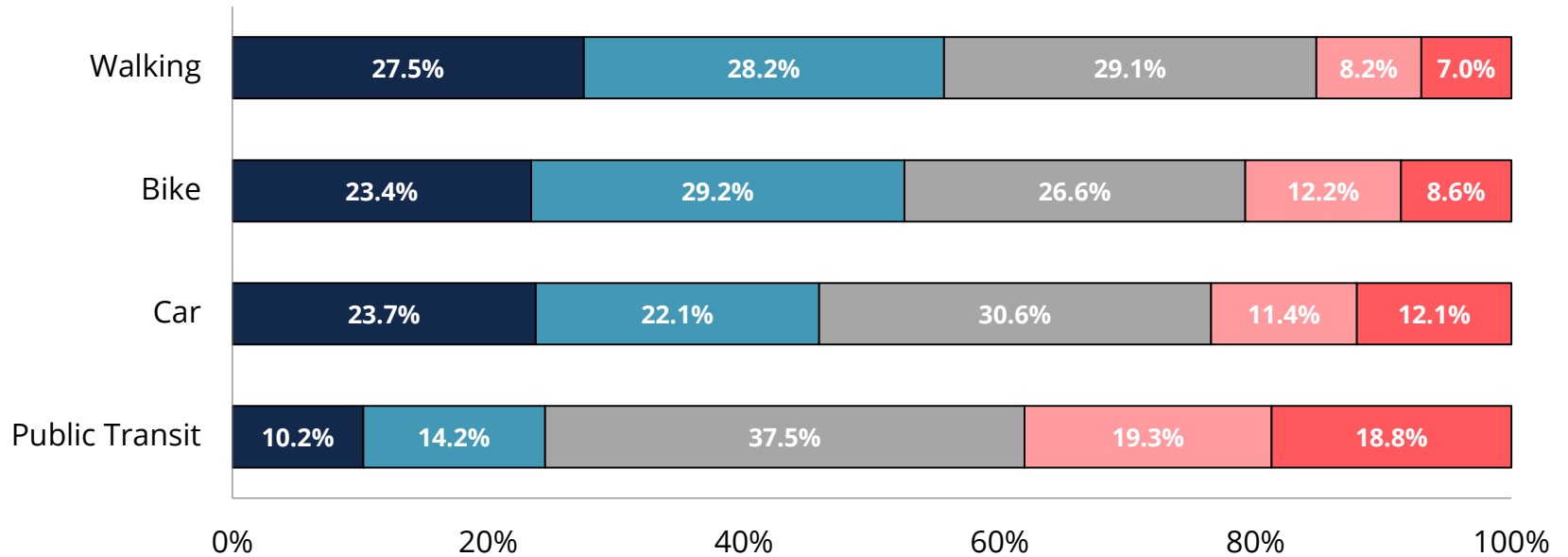
EASY WAYS TO VARIOUS DESTINATIONS



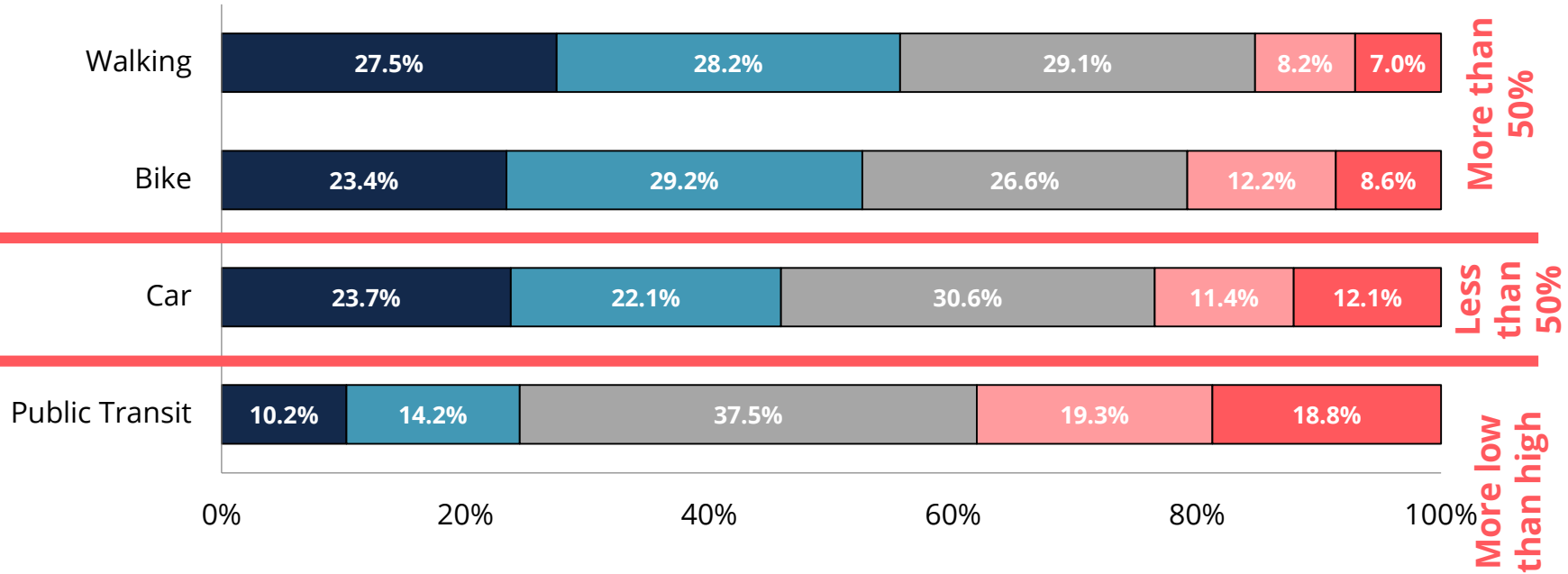
EASY WAYS TO VARIOUS DESTINATIONS



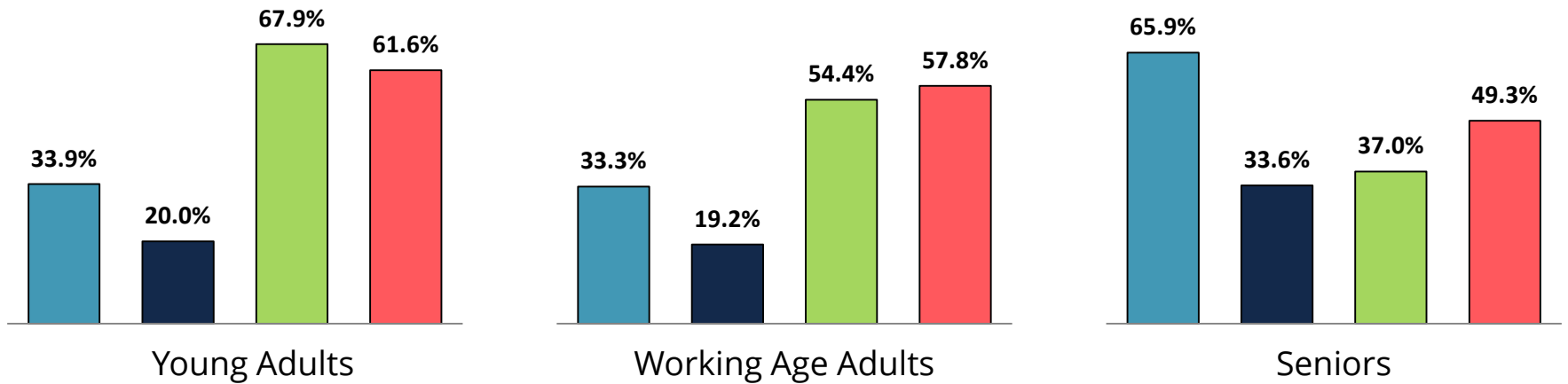
PRIORITY TRANSPORTATION IMPROVEMENTS



PRIORITY TRANSPORTATION IMPROVEMENTS

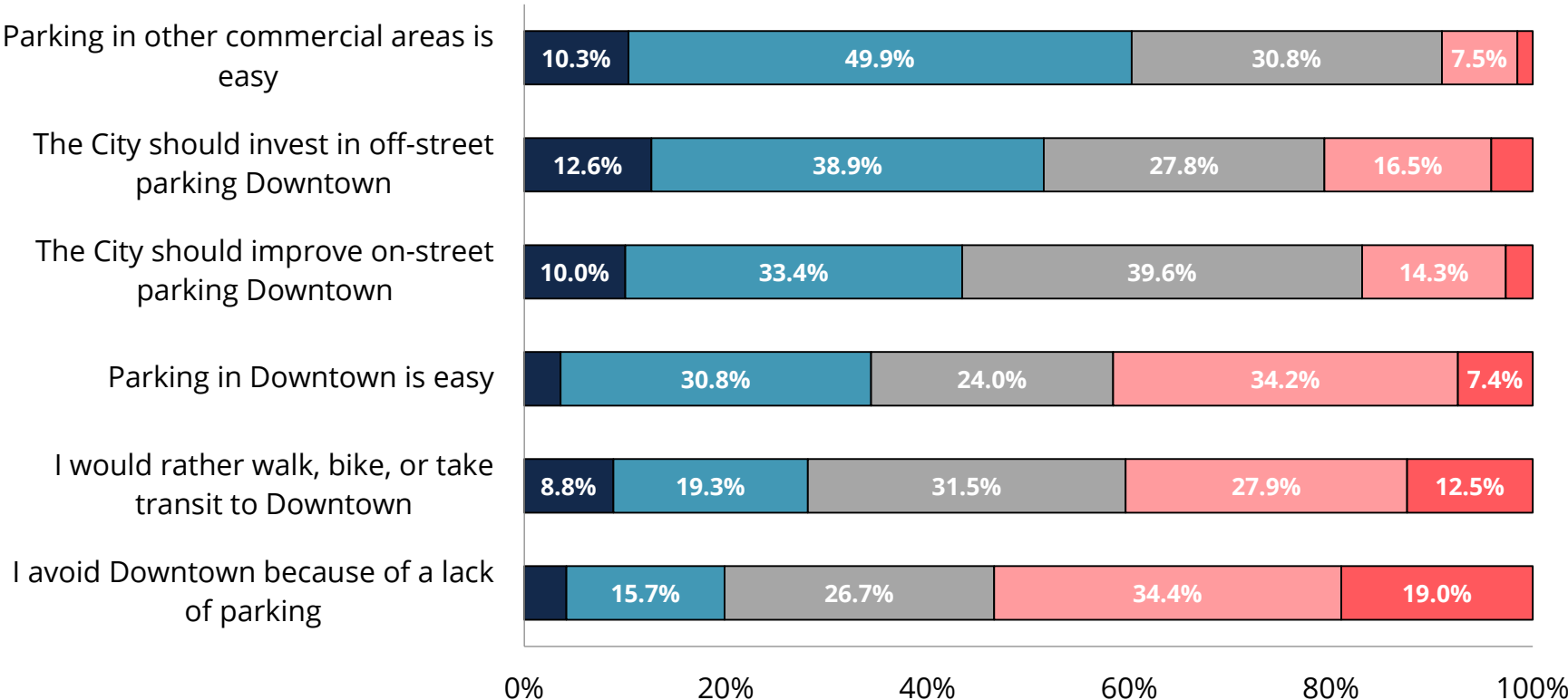


PRIORITY TRANSPORTATION IMPROVEMENTS

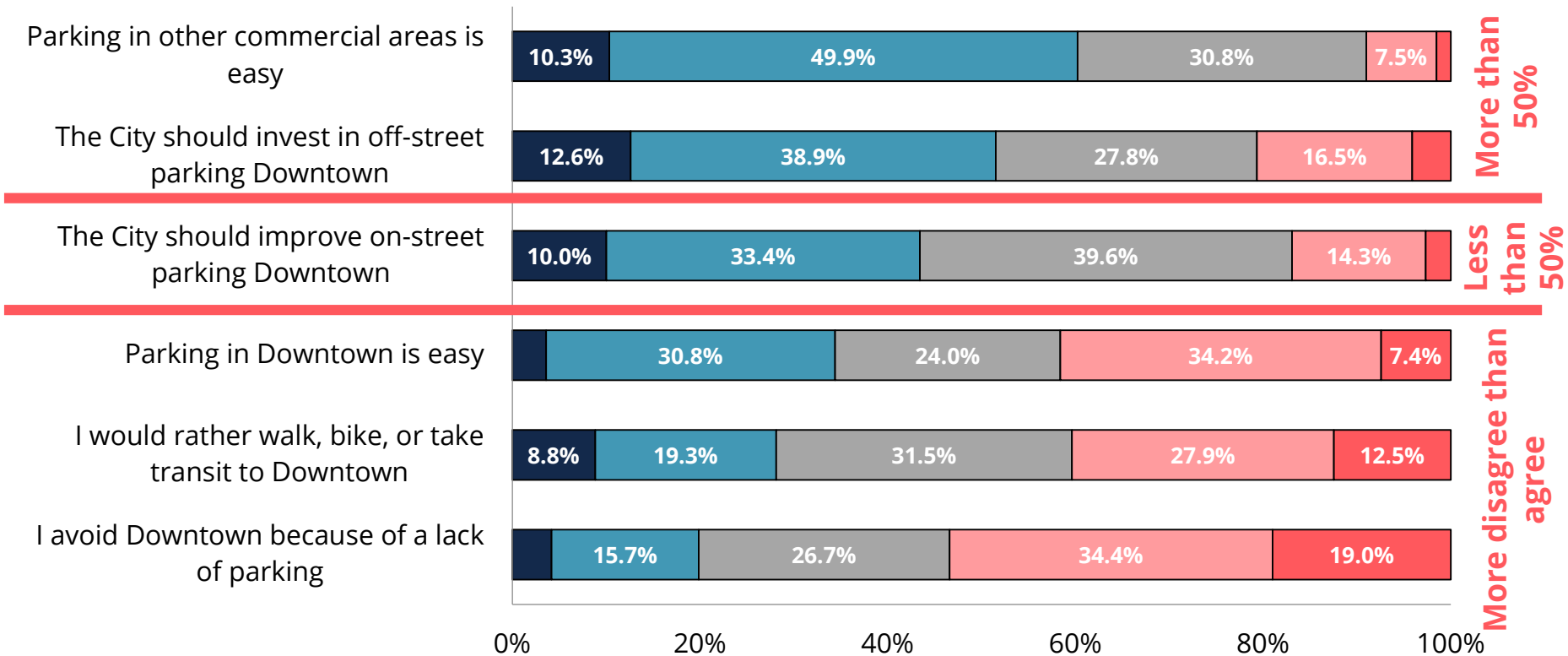


- By Car
- By Transit
- By Bike
- On Foot

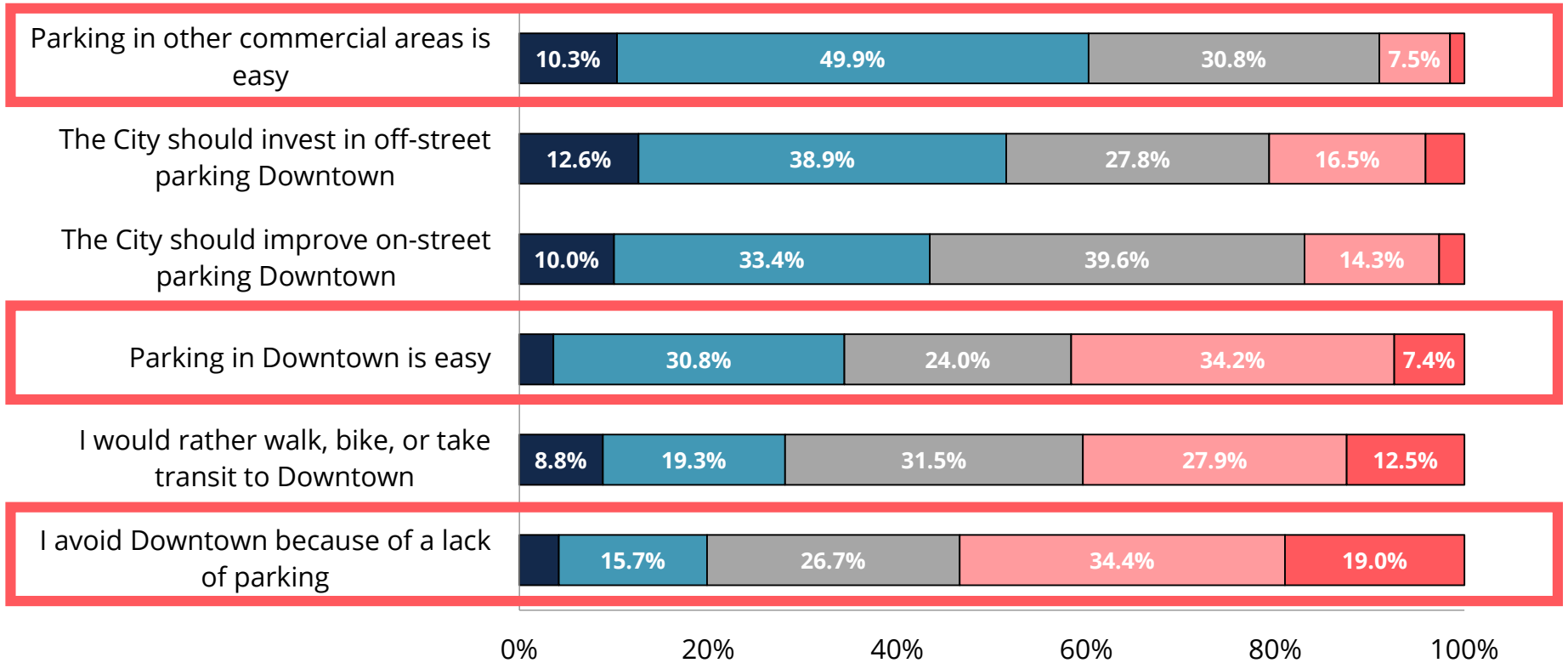
OPINIONS ON PARKING STATEMENTS



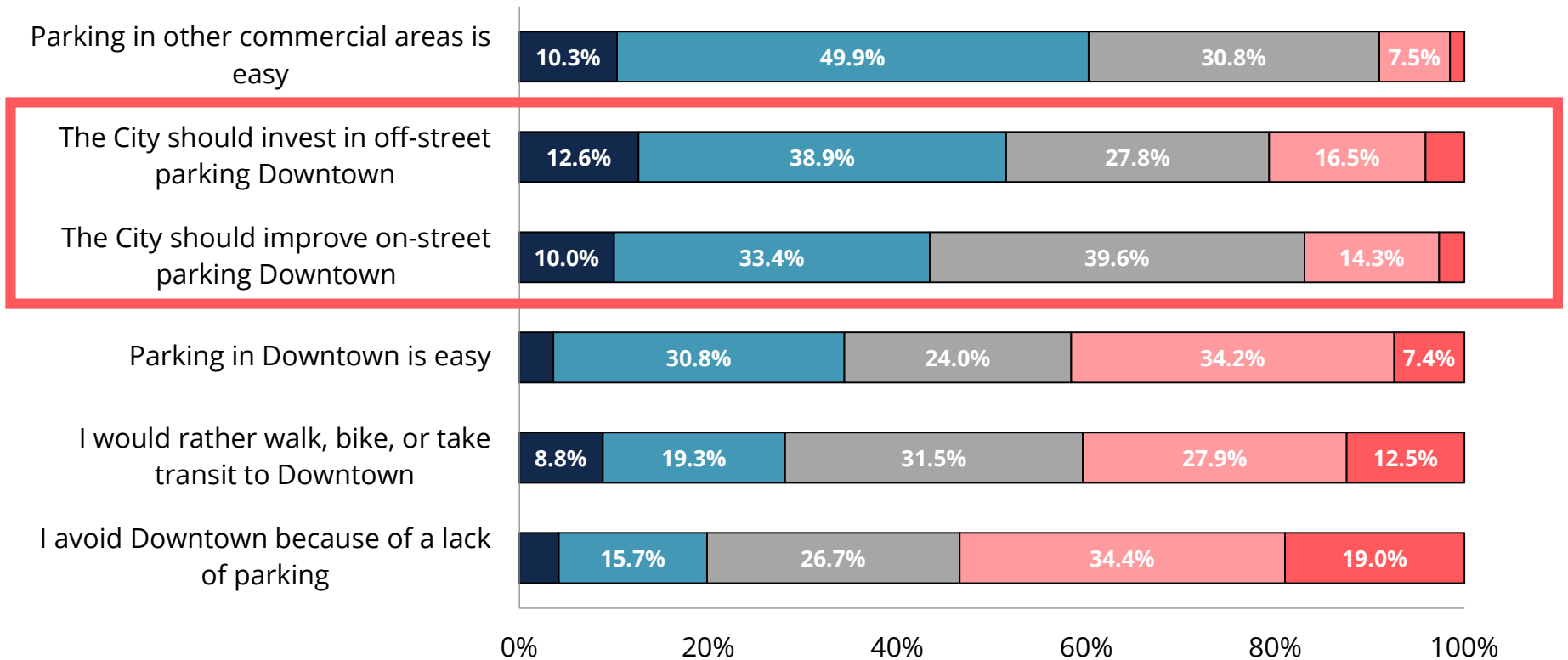
OPINIONS ON PARKING STATEMENTS



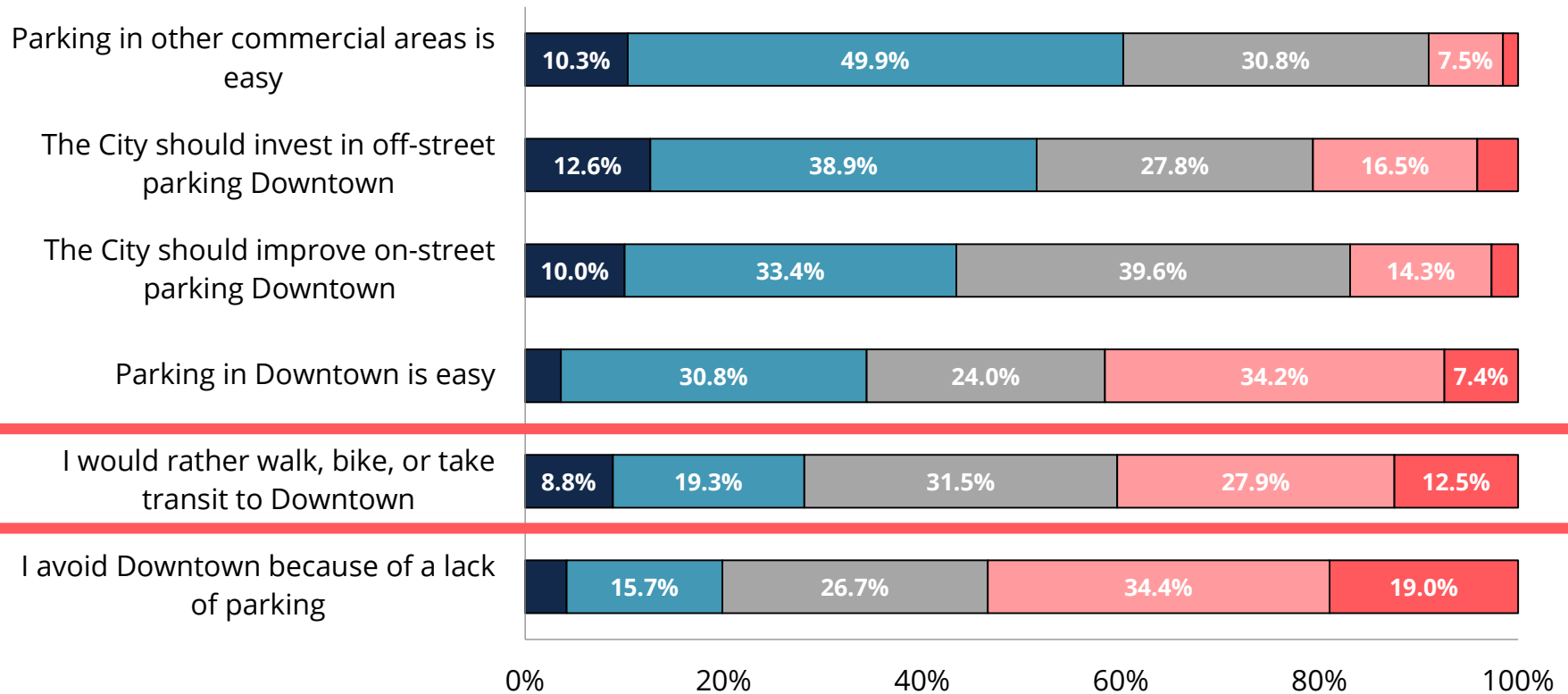
OPINIONS ON PARKING STATEMENTS



OPINIONS ON PARKING STATEMENTS



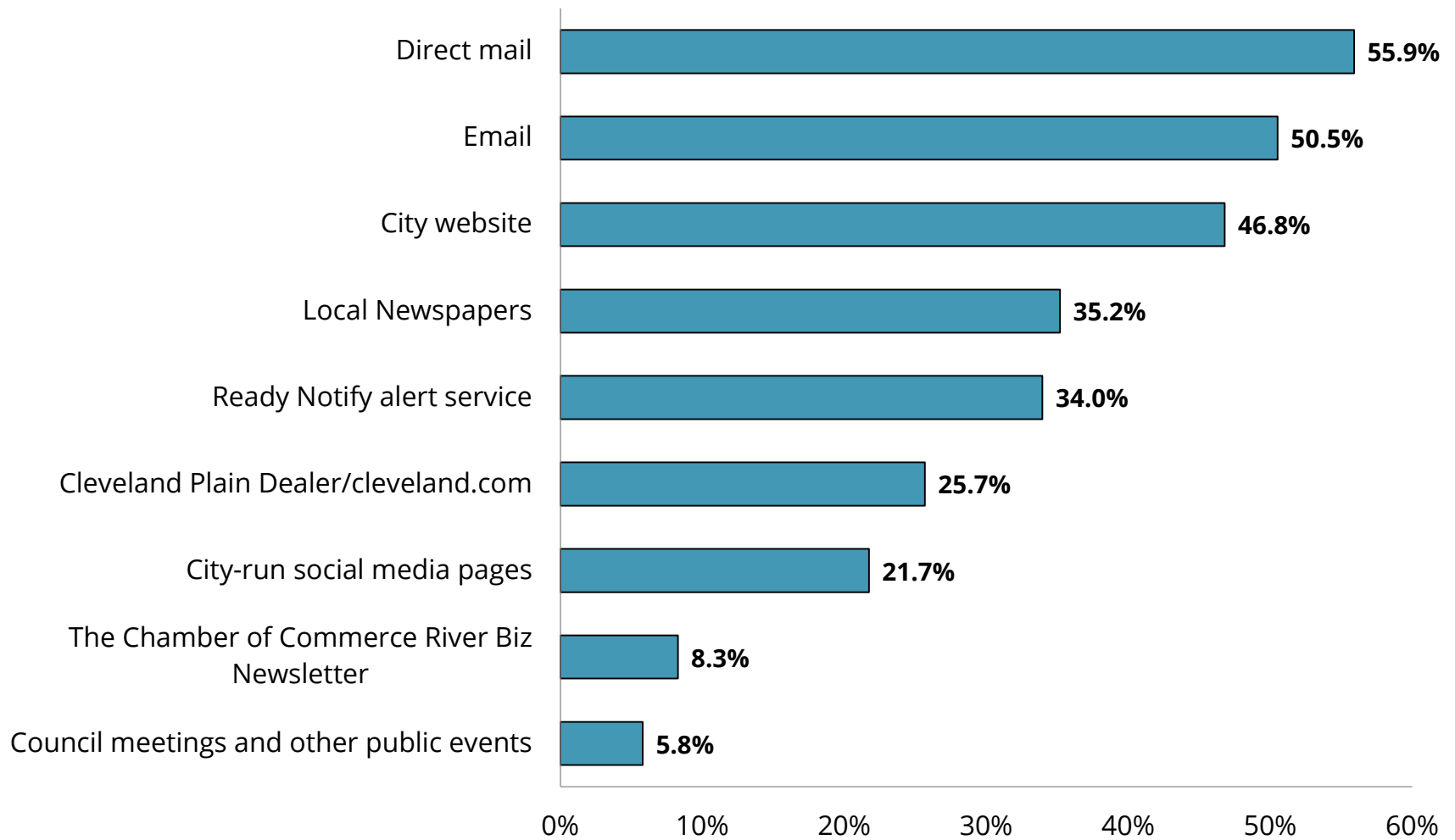
OPINIONS ON PARKING STATEMENTS





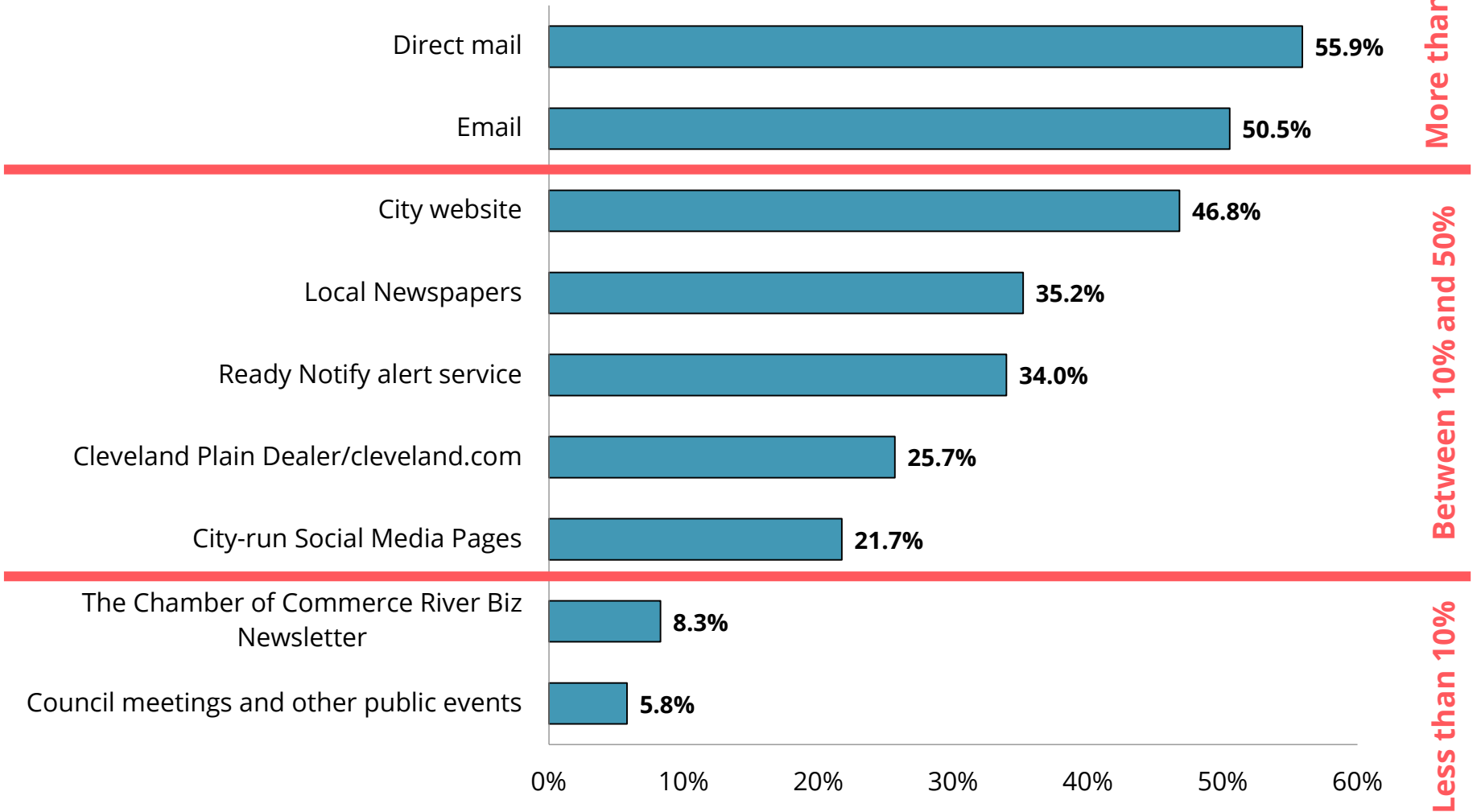
COMMUNICATION

DESIRED COMMUNICATION FORM

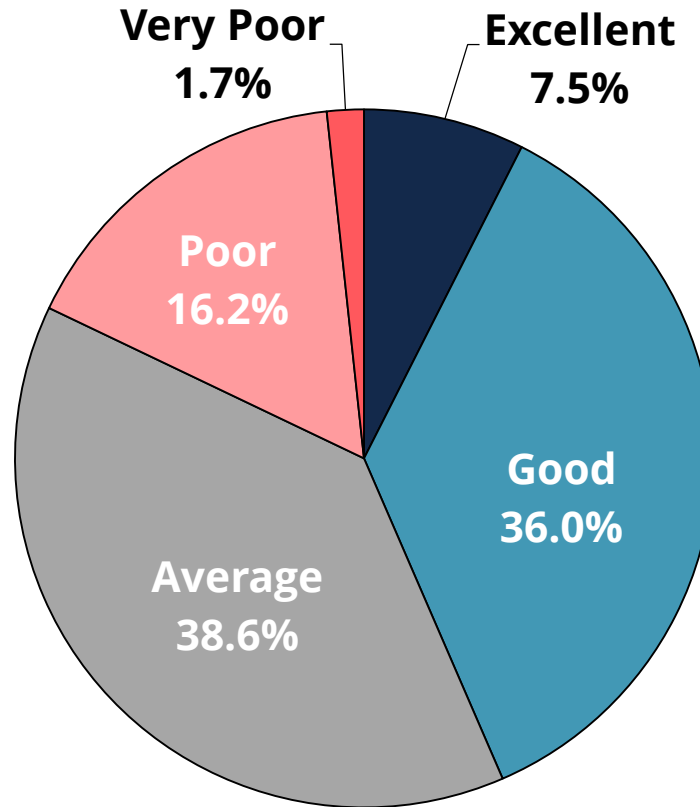




DESIRED COMMUNICATION FORM



OPINIONS ON CITY COMMUNICATION



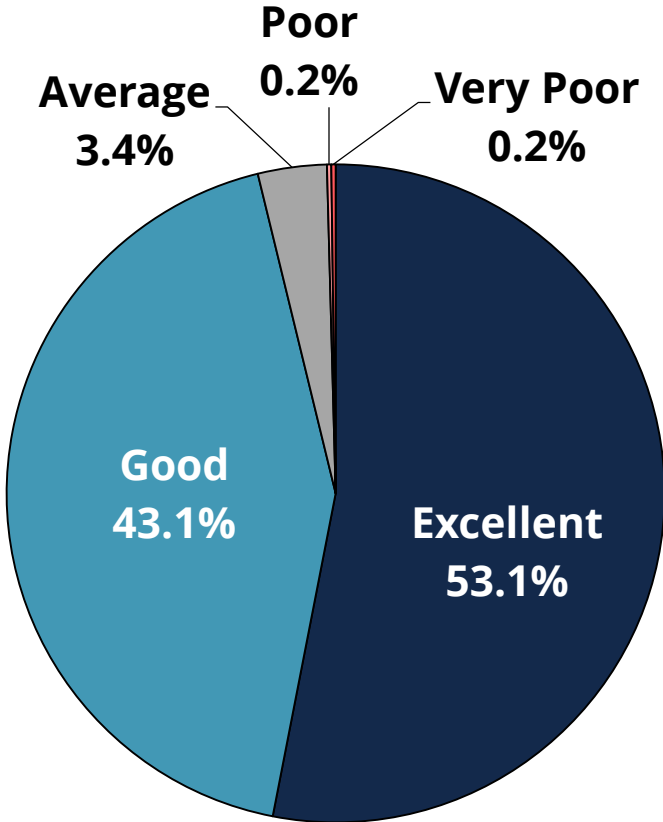


QUALITY OF LIFE





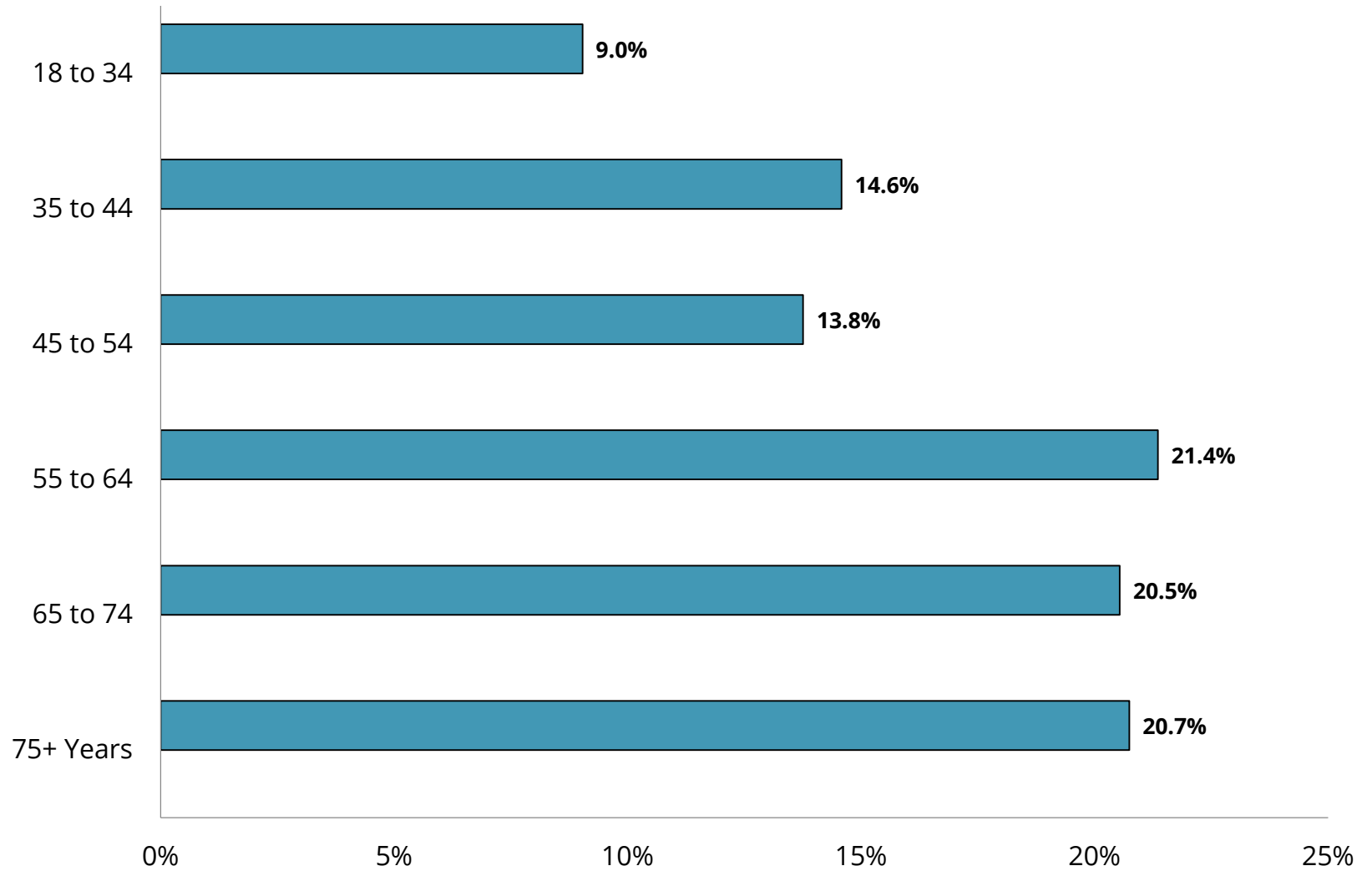
OPINIONS ON QUALITY OF LIFE



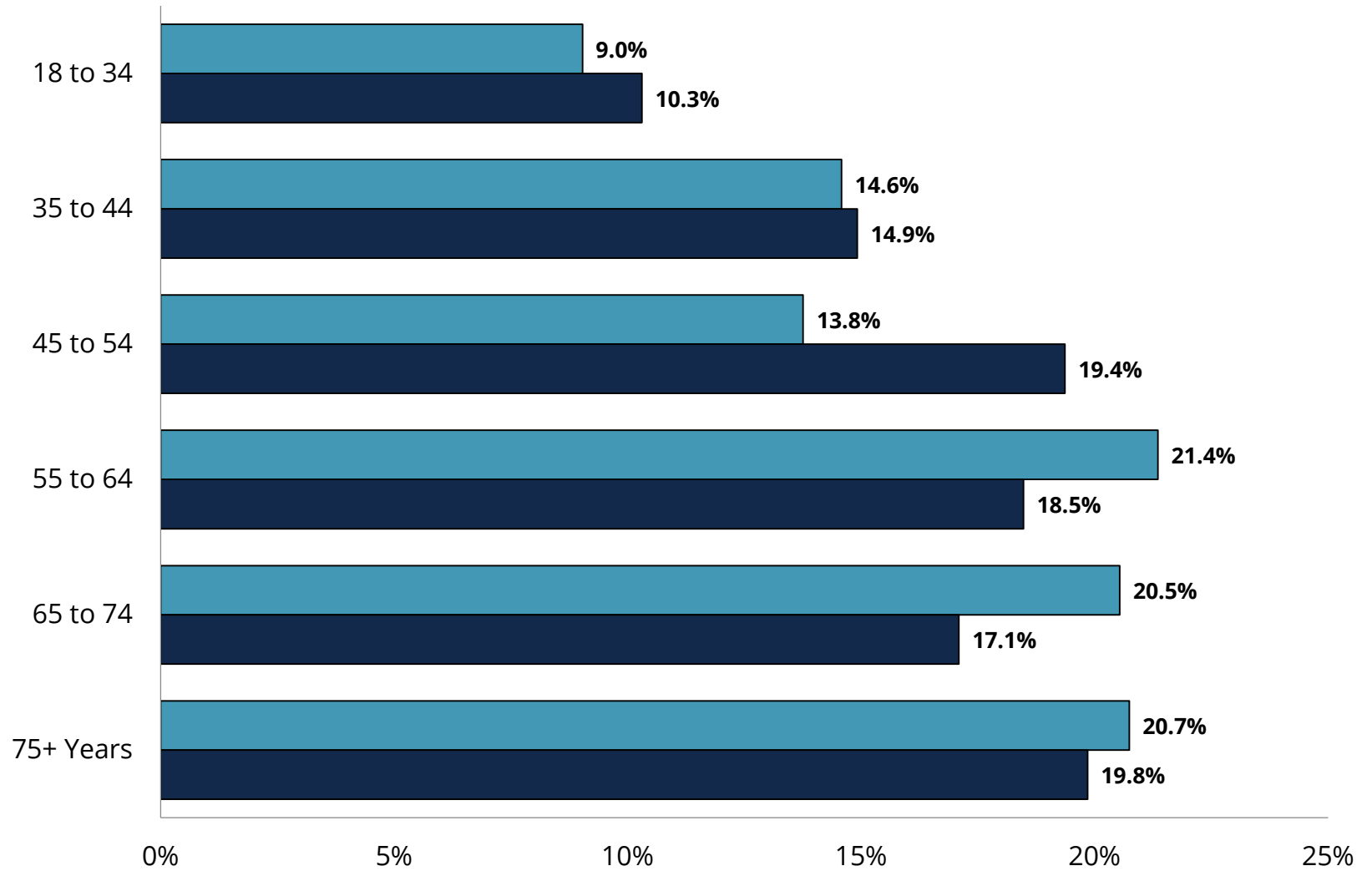


DEMOGRAPHICS

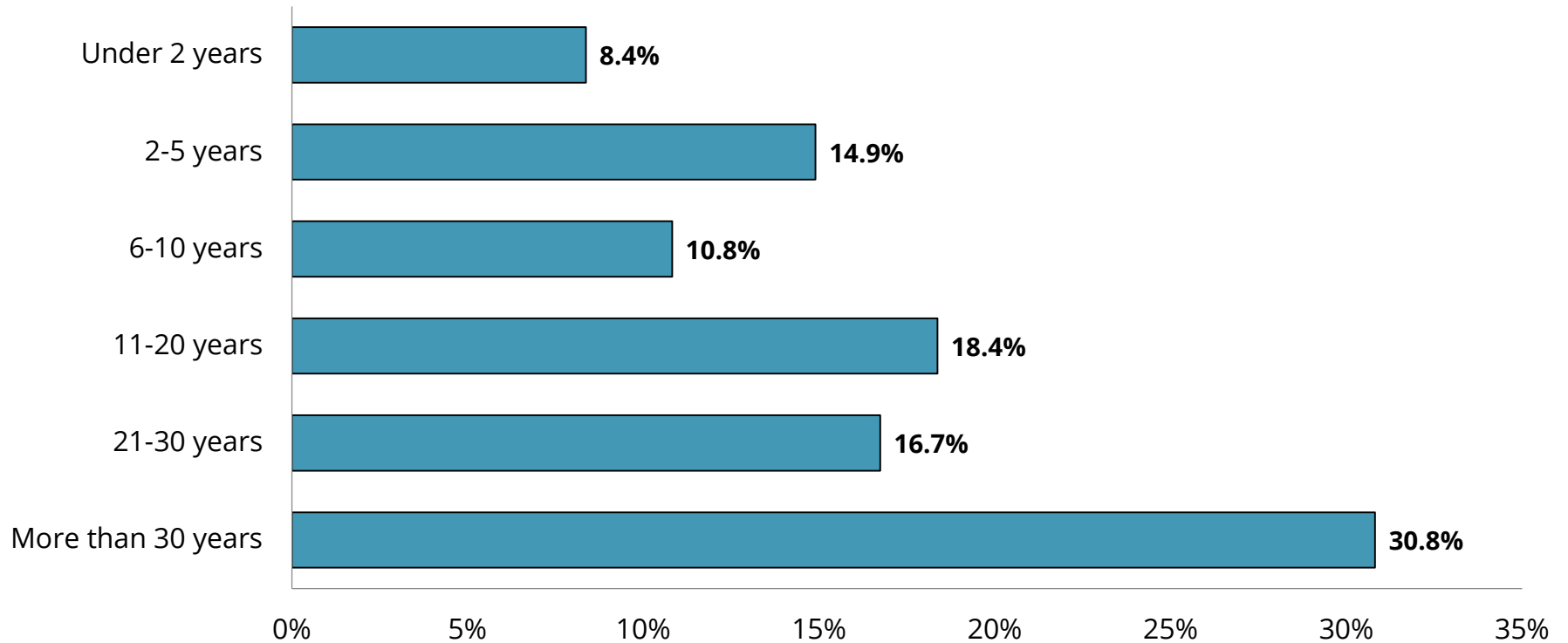
AGE OF RESPONDENTS



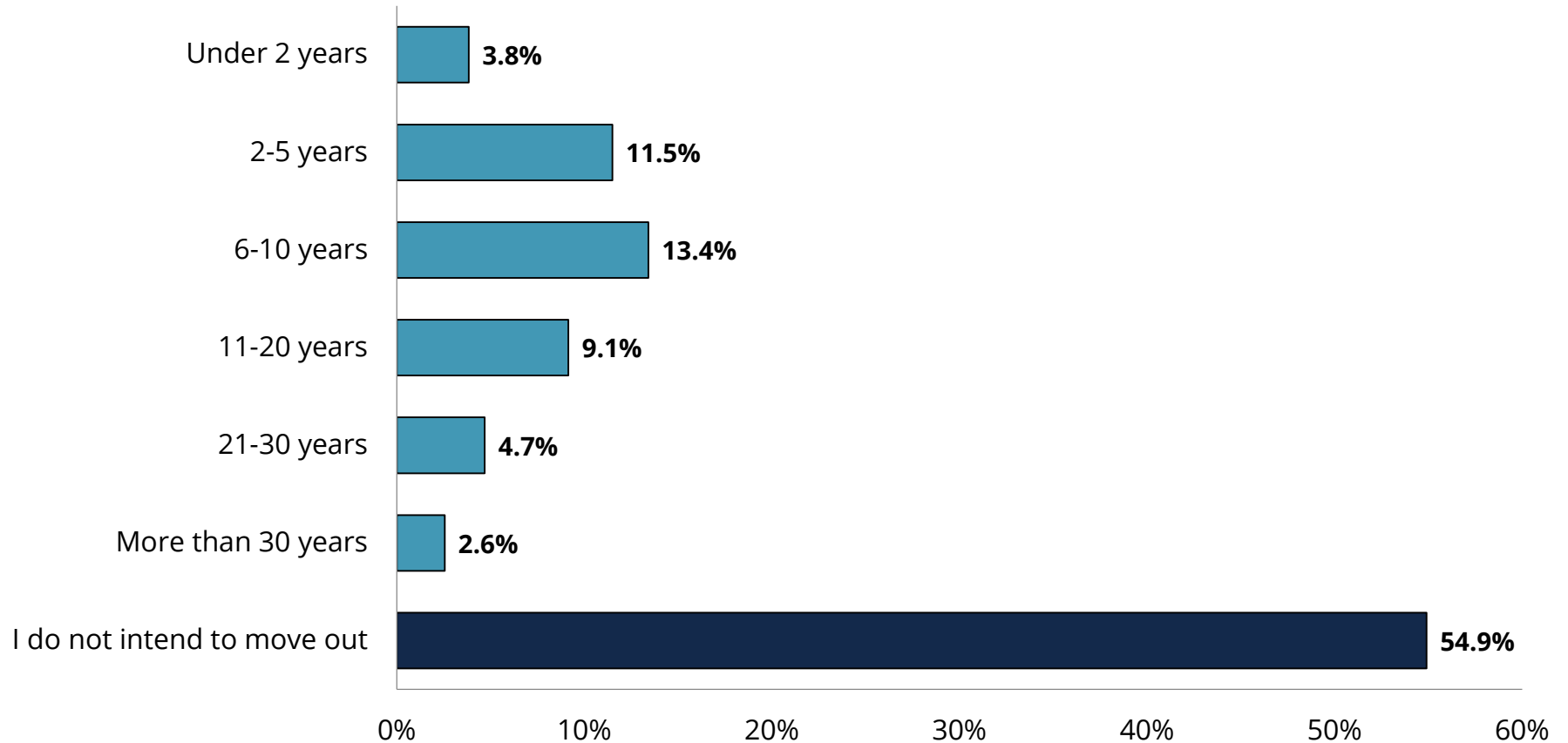
AGE OF RESPONDENTS



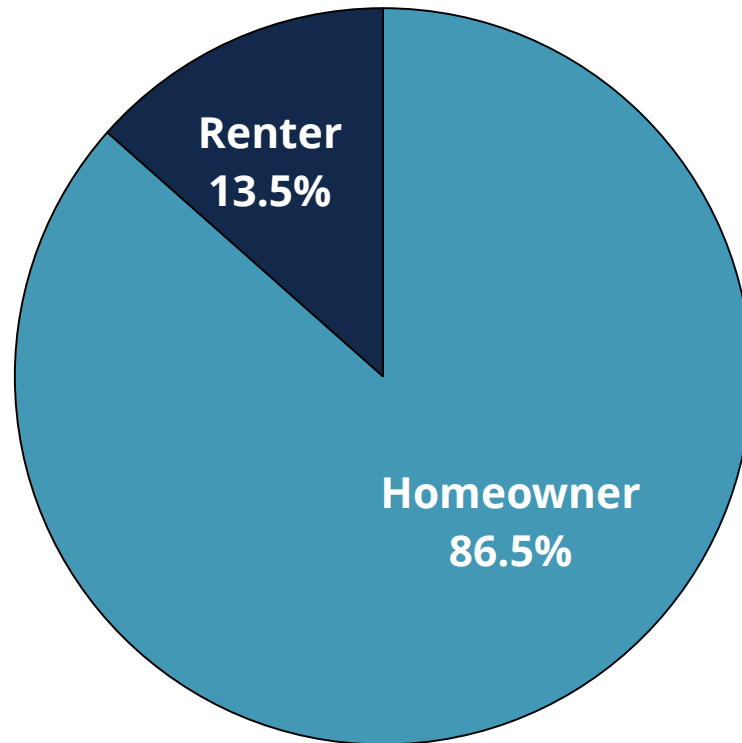
LENGTH OF RESIDENCY



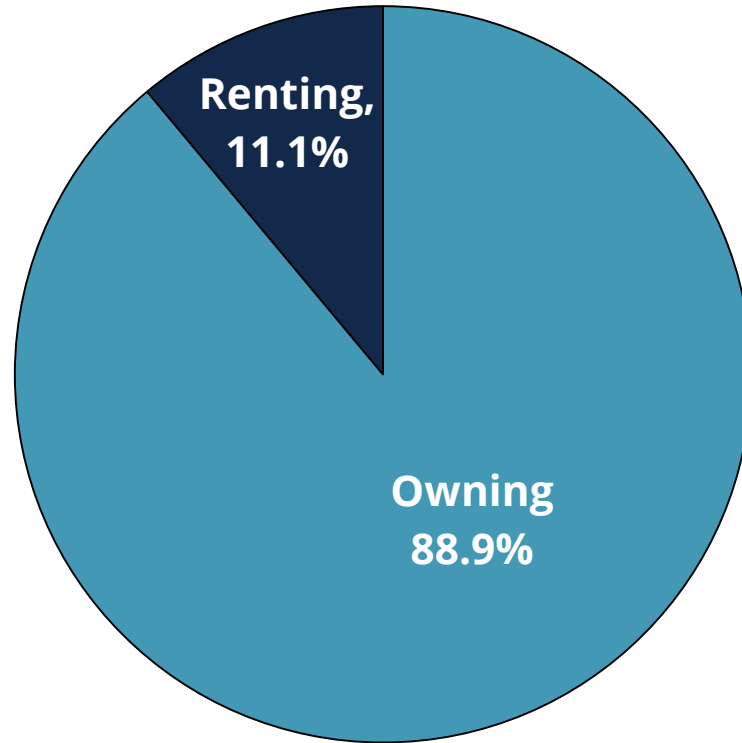
PLANNED LENGTH OF RESIDENCY



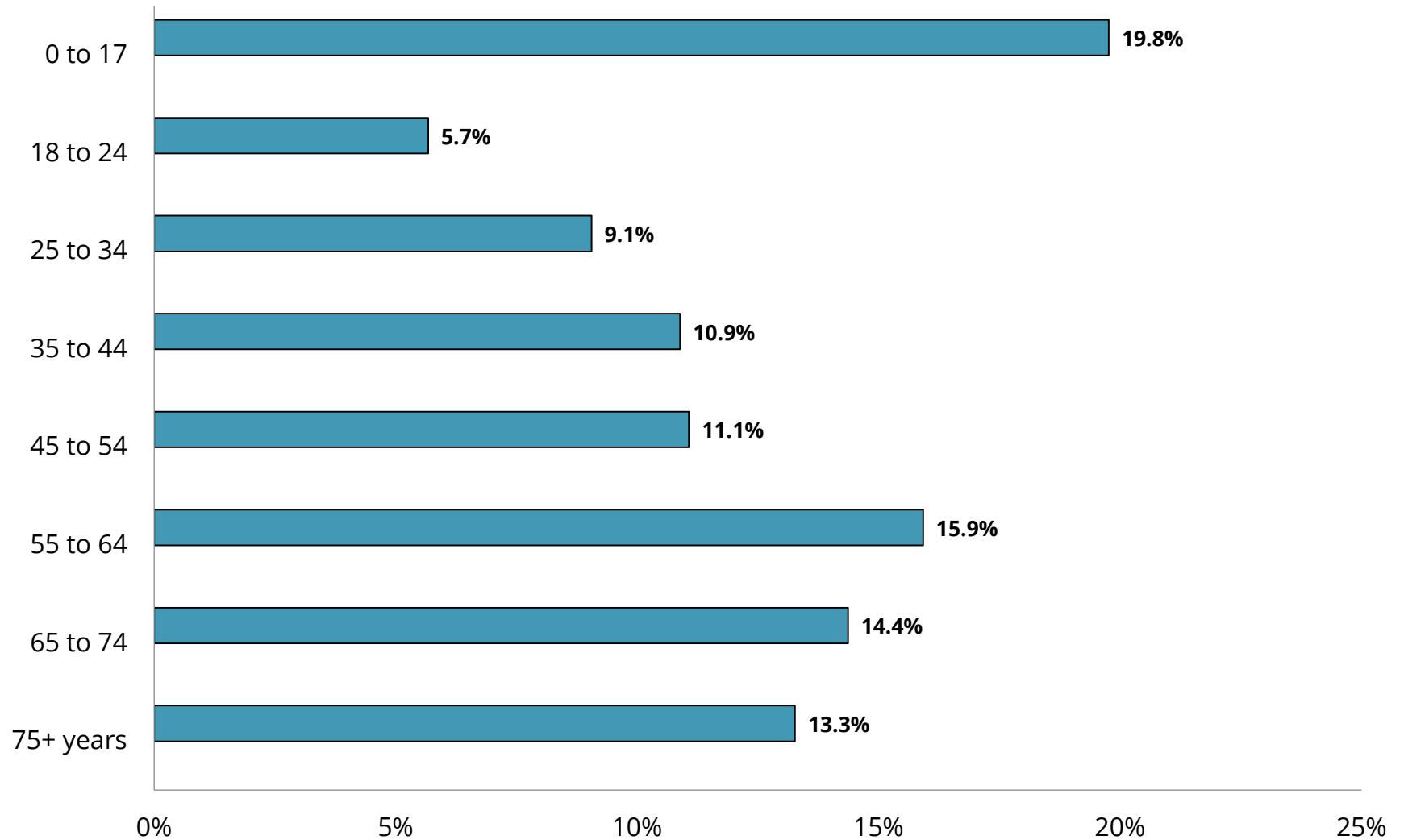
TENURE



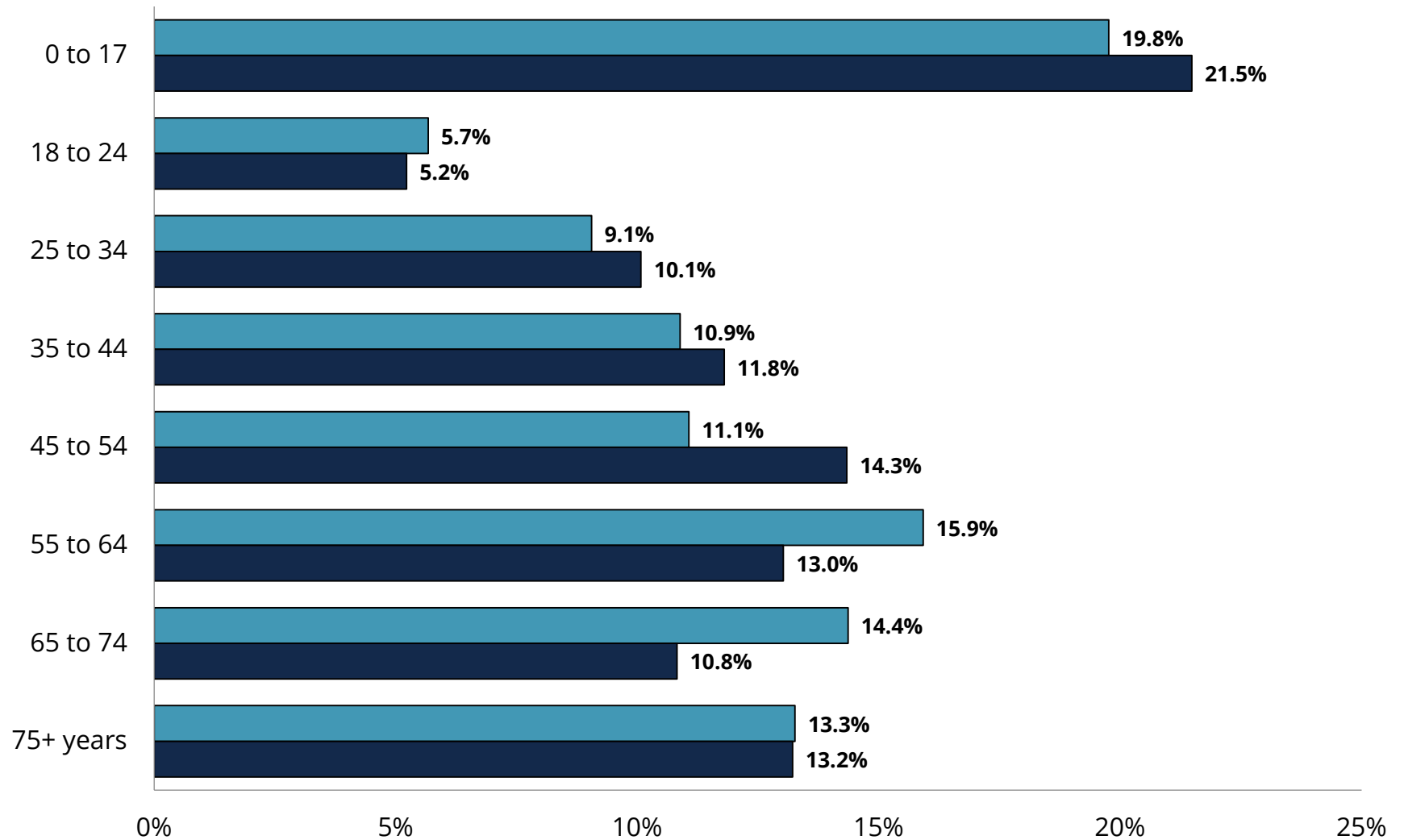
PLANNED TENURE



AGE OF RESPONDENT HOUSEHOLD MEMBERS



AGE OF RESPONDENT HOUSEHOLD MEMBERS





MAJOR THEMES

DIRECTIVES: HOUSING

- Maintaining existing neighborhoods and renovating or expanding existing homes are the key priorities of residents

DIRECTIVES: HOUSING

- Residents are seeking a variety of housing types: newer homes, smaller homes, cluster homes, and larger homes
- Residents are split on their priority for new housing with single-family homes as the most popular, followed by condos and townhouses

DIRECTIVES: HOUSING

- Younger respondents are searching for larger, newer, or renovated homes
- Working age respondents are looking for one-floor housing, smaller homes, or clustered homes
- Seniors are looking for accessible housing and retirement friendly communities

DIRECTIVES: HOUSING

- More than two-thirds of residents agree that new homes should fit with the scale and design of existing homes
- A majority of residents agree there should be design codes for residential properties and that historic preservation is a core community value

DIRECTIVES: PARKS AND RECREATION

- Residents would like to see additional seating, bike amenities, and trails in City parks
- Residents would like improved access to Lake Erie
- Residents do not want the City to invest in additional, new parks and facilities

DIRECTIVES: COMMERCIAL DEVELOPMENT

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

DIRECTIVES: INFRASTRUCTURE

- Residents whole-heartedly agree that Rocky River's streets are attractive but need repairs such as paving and filling potholes
- Residents said specific roads, however, rank poorly in terms of attractiveness—especially Center Ridge Road as well as Wooster Road—and that gateways should be improved with art

DIRECTIVES: INFRASTRUCTURE

- Residents also believe bikeways and trails need to be available, and sidewalks need improvements
- Among younger residents, trails and bikeways were far more important while among older residents, sidewalks were more important

DIRECTIVES: INFRASTRUCTURE

- Environmentally friendly development is a core community value
- Residents agree that green stormwater infrastructure is preferable

DIRECTIVES: TRANSPORTATION

- Residents prefer improvements to the walking and biking environment over the driving environment
- Seniors prefer improvements to the driving environment
- Young and working age adults prefer improvements to the walking and biking environment

DIRECTIVES: PARKING

- Parking in Downtown is not considered as easy as other commercial areas
- Very few people avoid Downtown due to lack of parking
- Residents prefer off-street parking improvements over on-street improvements
- Two-fifths of young adults would rather walk, bike, or take transit to Downtown

DIRECTIVES: OVERALL TRENDS

- Far more people say City communication is positive than negative
- More than two-thirds of residents say park programming is positive
- More than three-quarters of residents say park facilities are good quality
- More than 95% of people say quality of life is good or excellent

- Methodology + Process
- Initial Findings
- Demographics
- Major Themes



Thank you!
Questions & Discussion





County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE