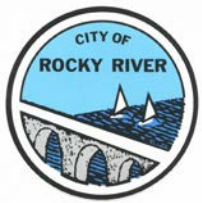


# CITY OF ROCKY RIVER

## MASTER PLAN

WORKING GROUP #1



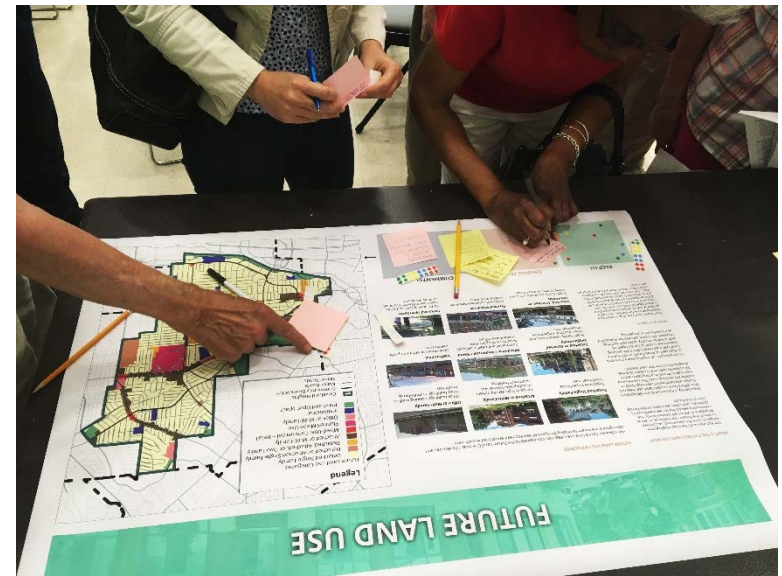
# County Planning Team

- Glenn Coyne, *Executive Director*
- James Sonnhalter, *Manager, Planning Services*
- Patrick Hewitt, *Senior Planner*
- Nichole Laird, *Planner*
- Olivia Helander, *Planning Intern*
- Kayla Kellar, *Planning Intern*

“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.”

# COMMUNITY MASTER PLANS

Cleveland Heights,  
University Heights, Parma  
Heights, Euclid, Richmond  
Heights, Bay Village



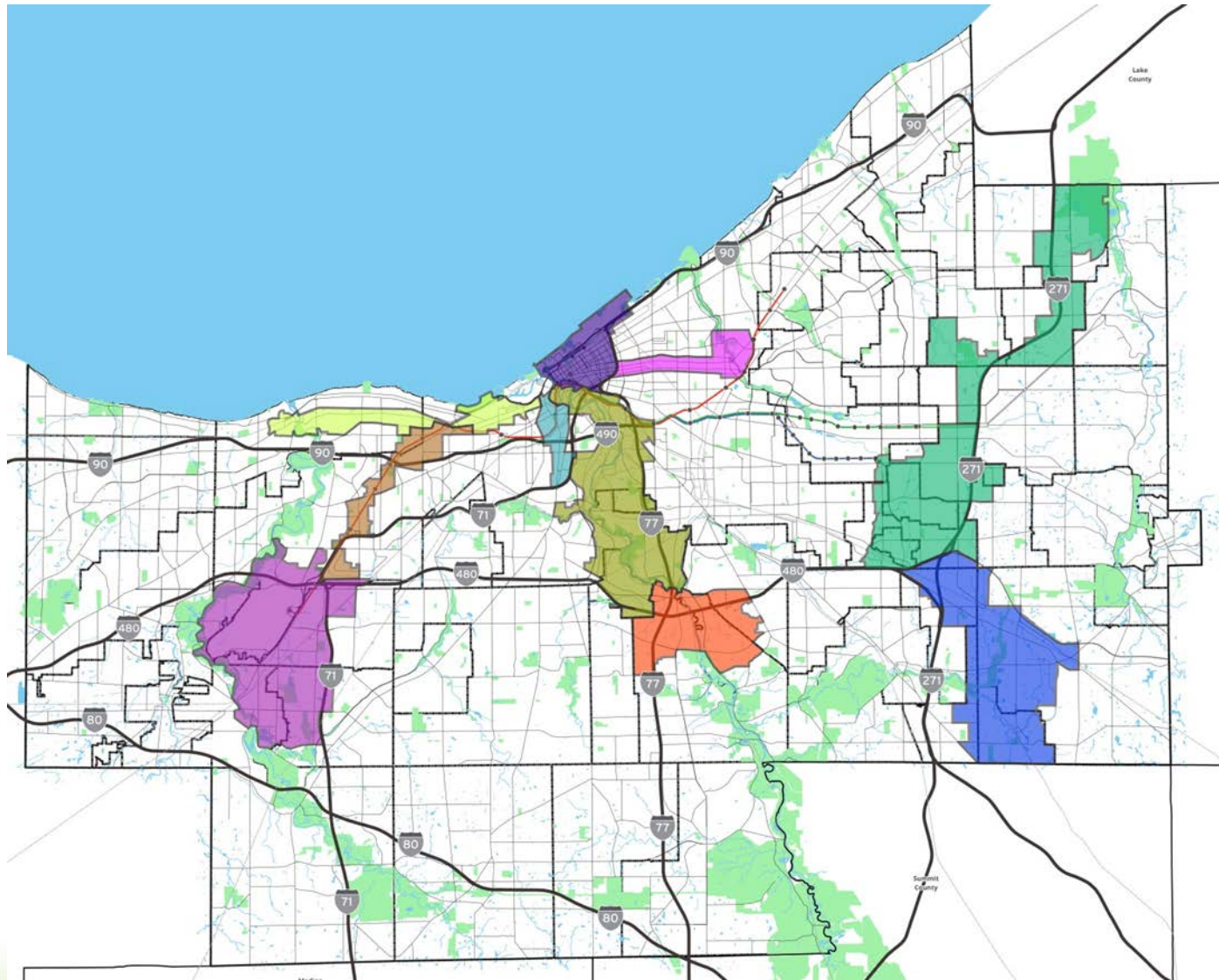
## GREENPRINT

Tool for identifying,  
preserving, and expanding  
environmental features



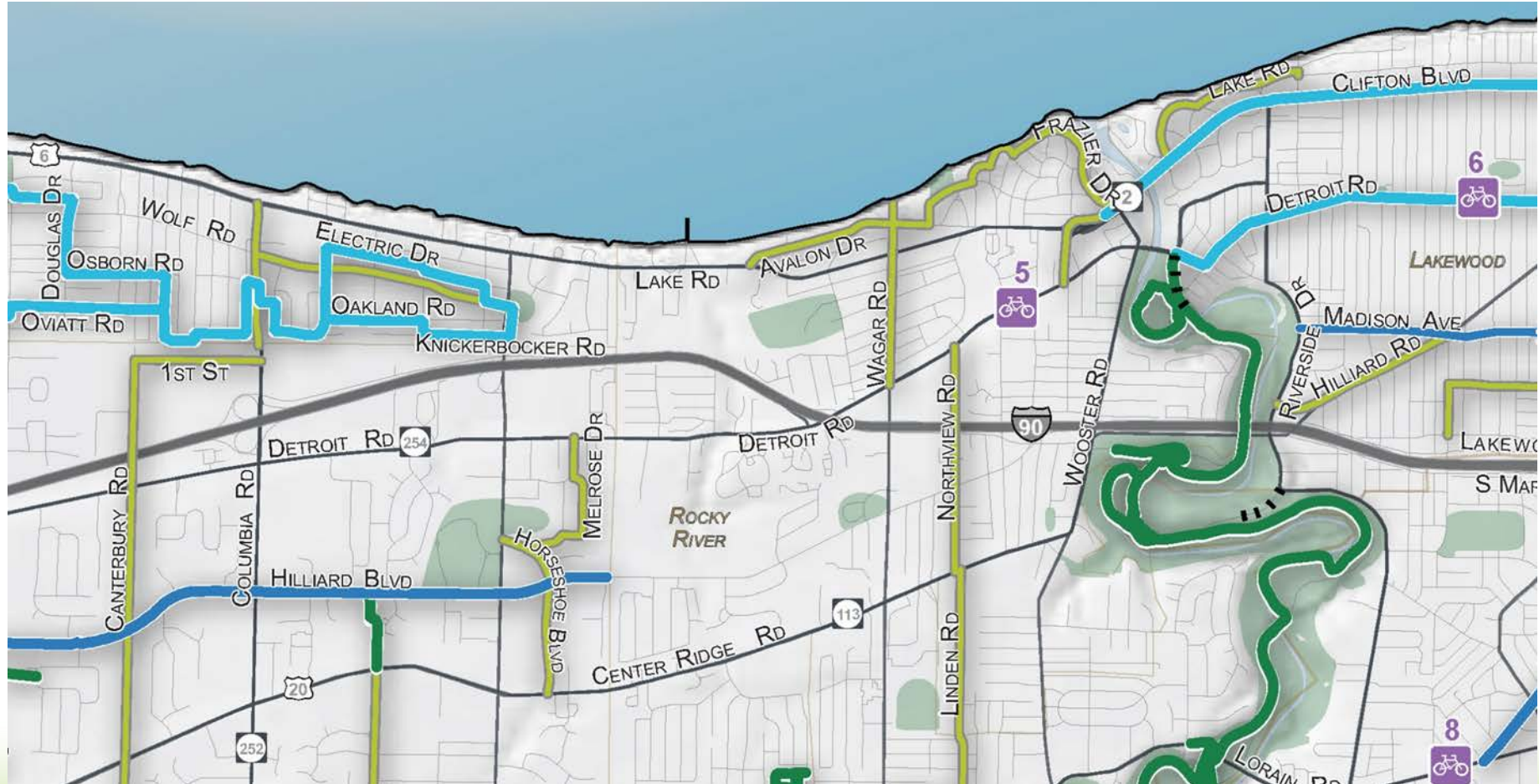
Trails and Bikeways Example

# PLACE-BASED ECONOMIC DEVELOPMENT



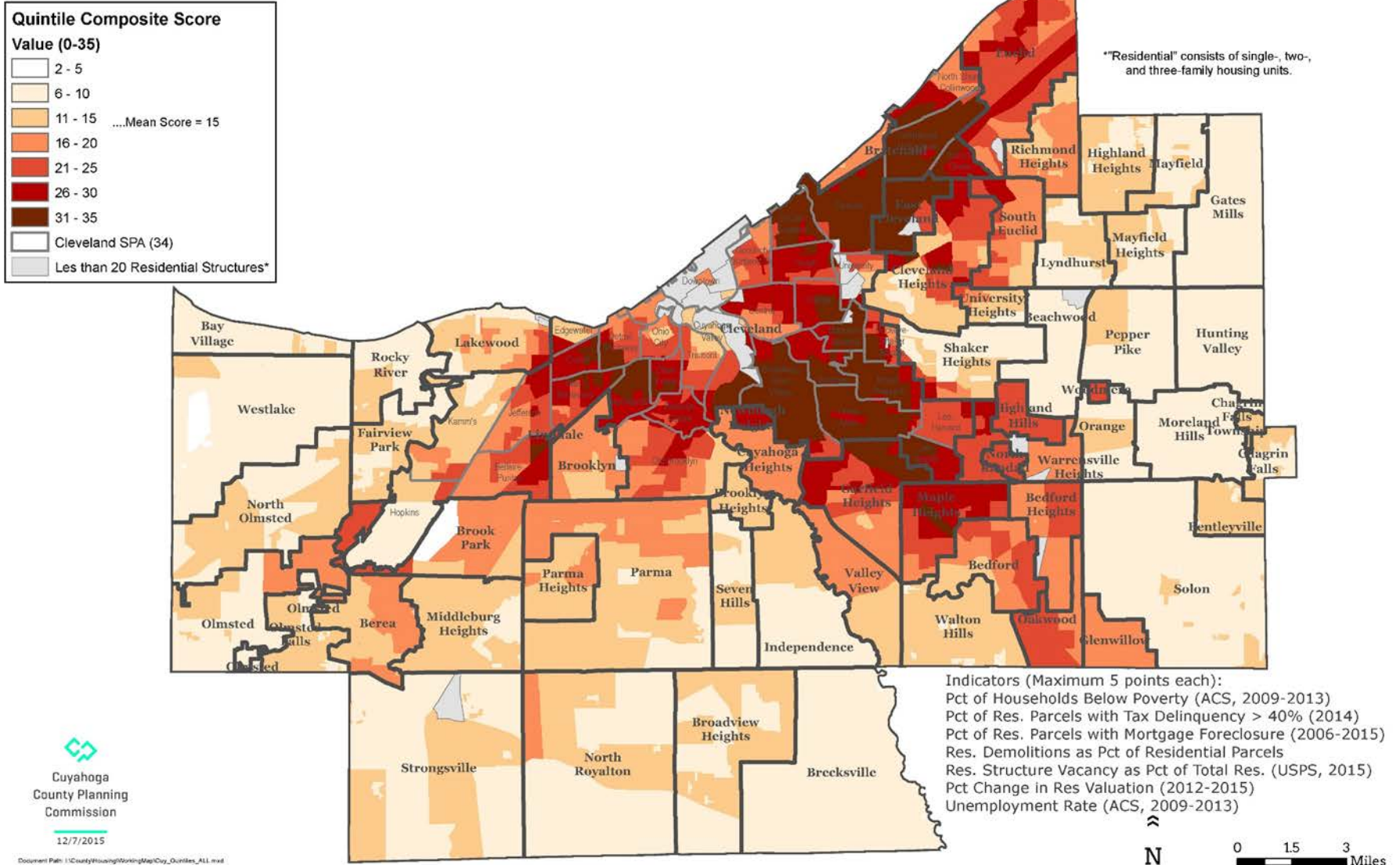


# GREENWAY PLANNING



# HOUSING STRATEGY

## Housing Study: Composite Quintile Scores





# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE



- What is a Master Plan
- 2005 Master Plan
- Roles, Responsibilities, & Involvement
- Current Conditions Analysis - Citywide
- Community Vision
- Homework
- Favorite Places
- Next Steps

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- Homework
- Favorite Places
- **Next Steps**



# **WHAT IS A MASTER PLAN?**





# ABOUT A MASTER PLAN

- A long-term plan for how the community wants to grow and develop in the future

## **WHAT DOES IT COVER?**

- Transportation
- Land use and zoning
- Housing
- Parks and the environment
- Economic development
- Business districts

- Inventories what **exists today** and outlines a **community's vision** for the future
- Describes **concrete action steps** to achieve the vision

# WHY PLAN?

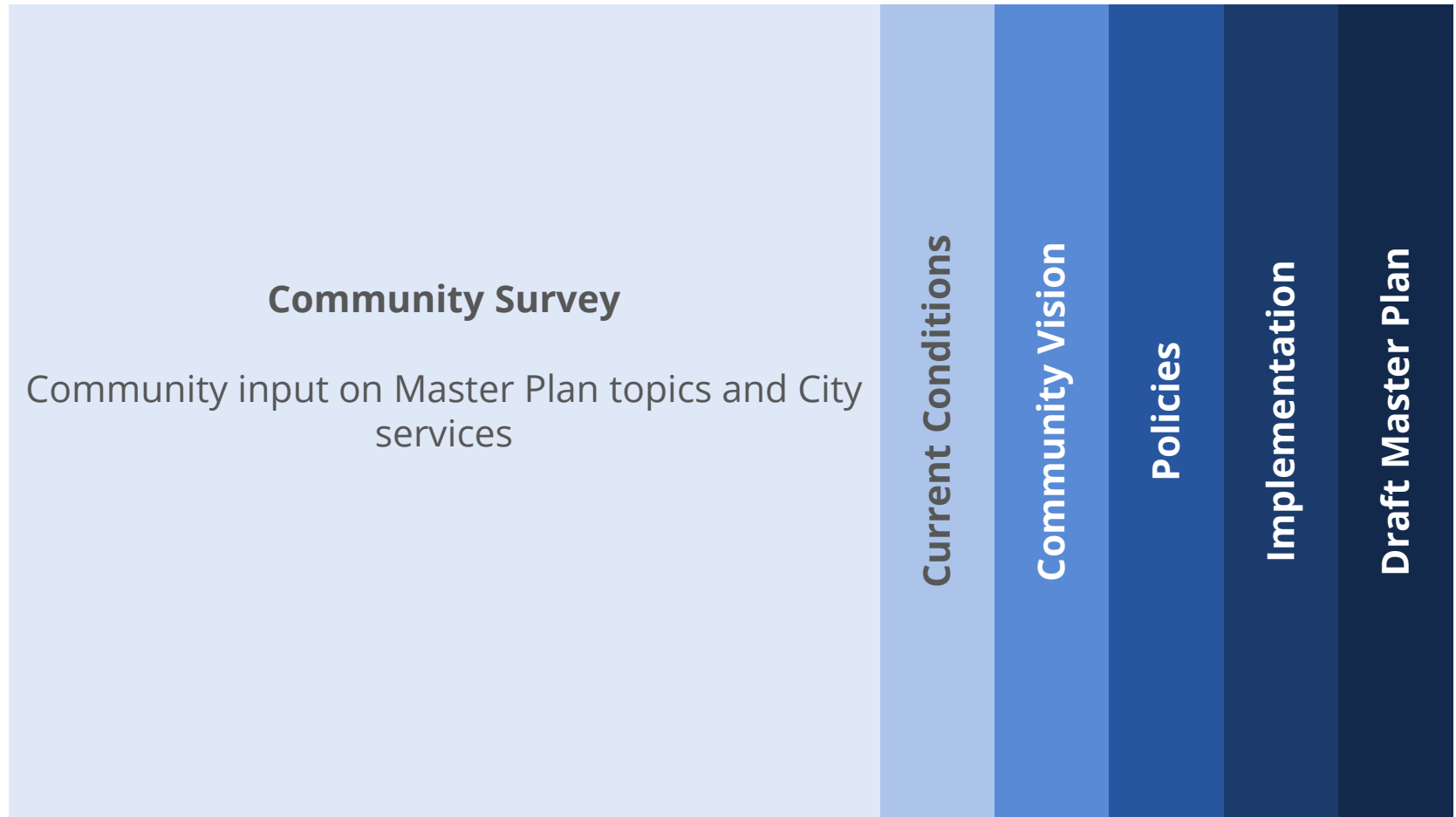
- Provides the opportunity for **community input**
- **Prepares the City**, residents, and businesses for the future
- **Shapes future development** to match your priorities
- Gives a **competitive advantage** when applying for grants and funding

**This is the community's plan.**

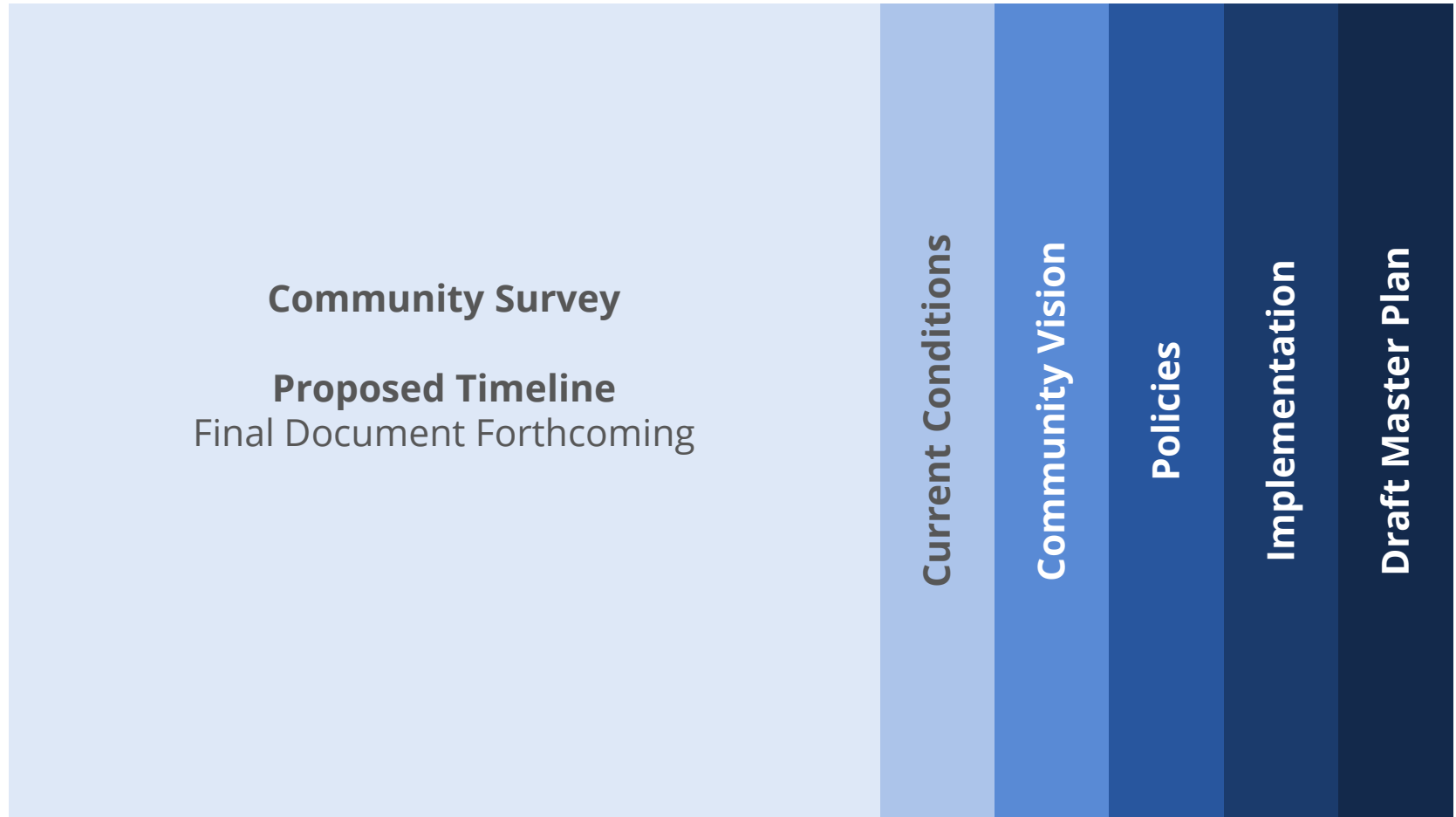




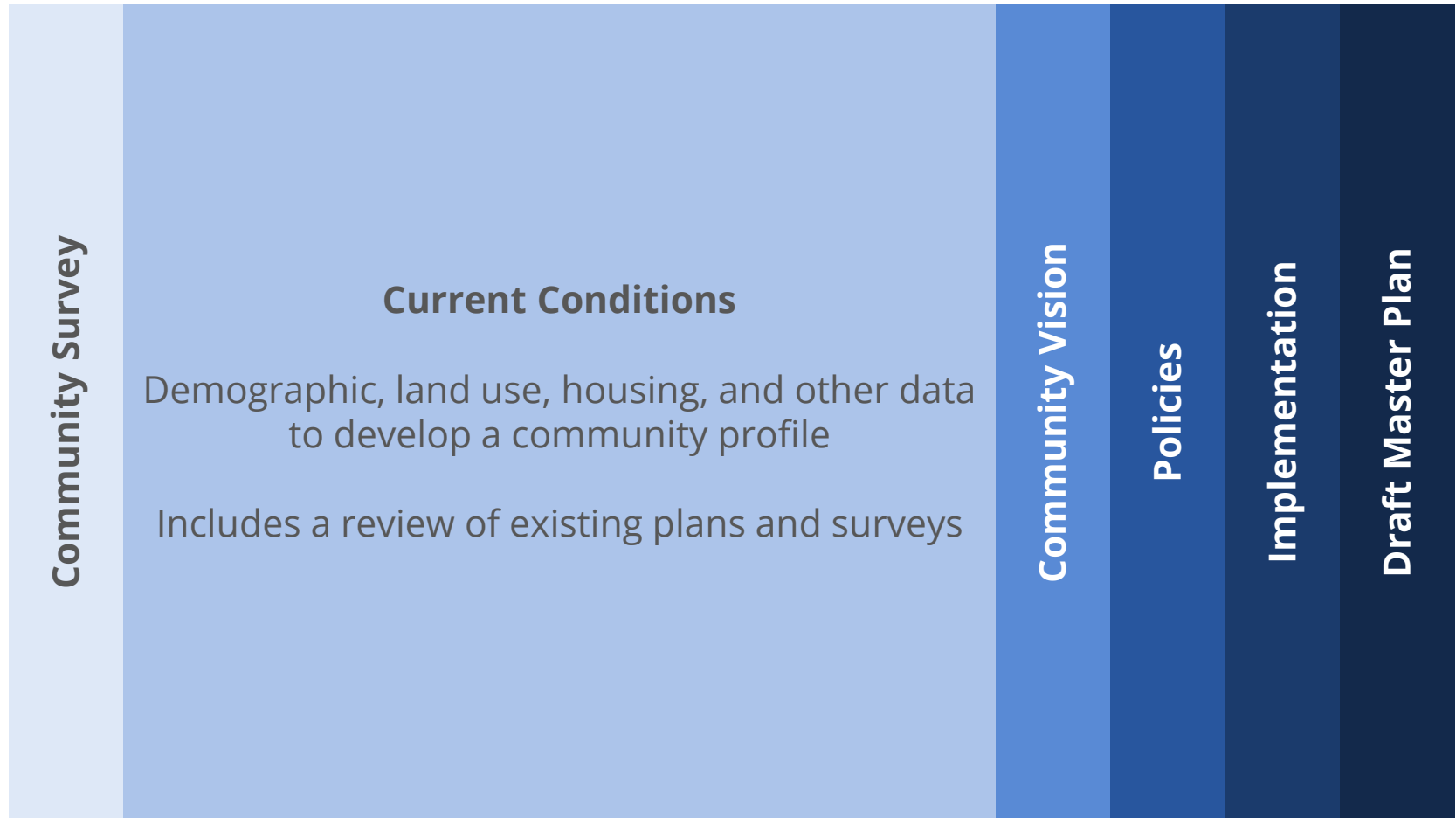
# THE ROCKY RIVER MASTER PLAN: SIX STEPS



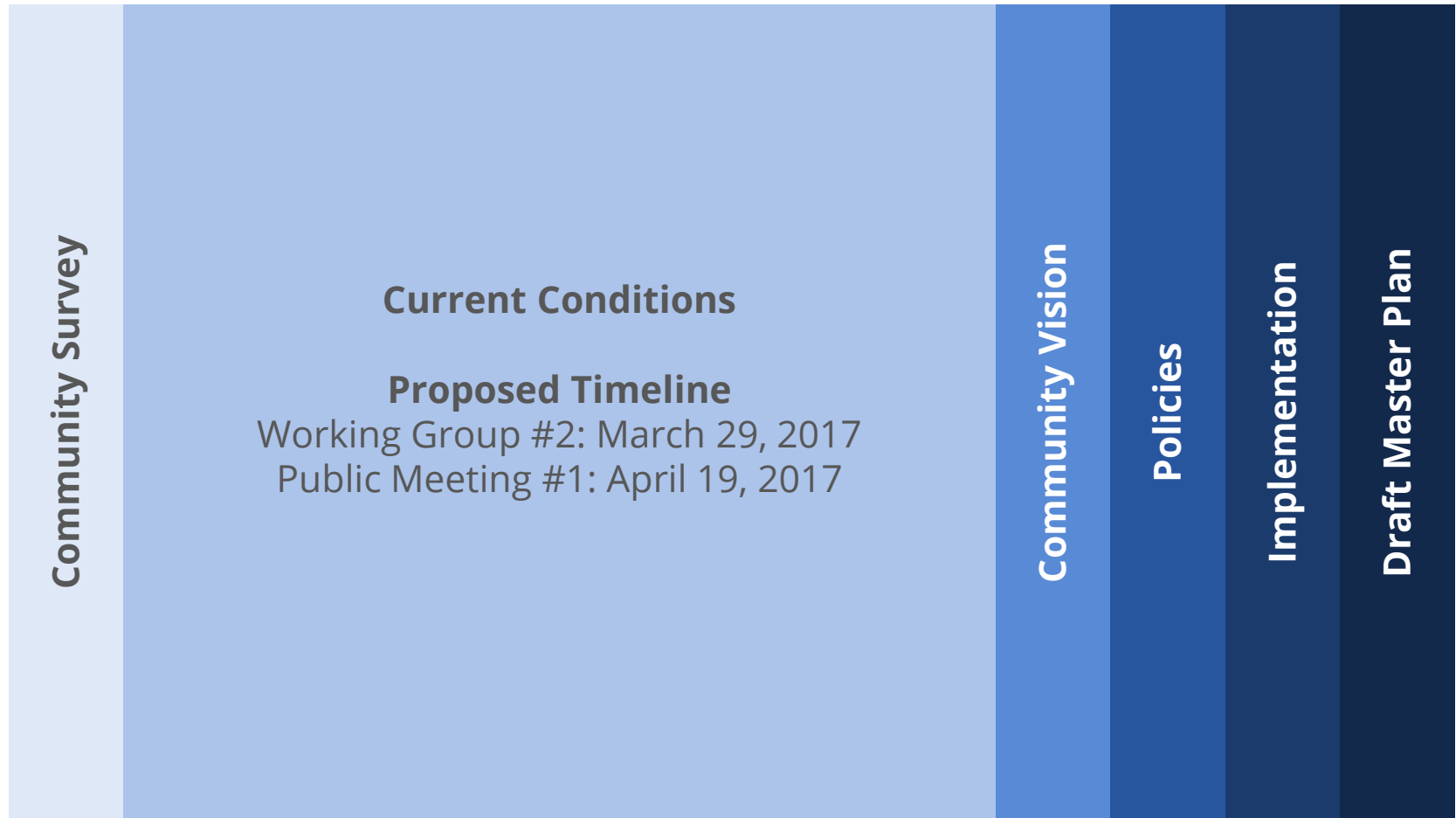
# THE ROCKY RIVER MASTER PLAN: SIX STEPS



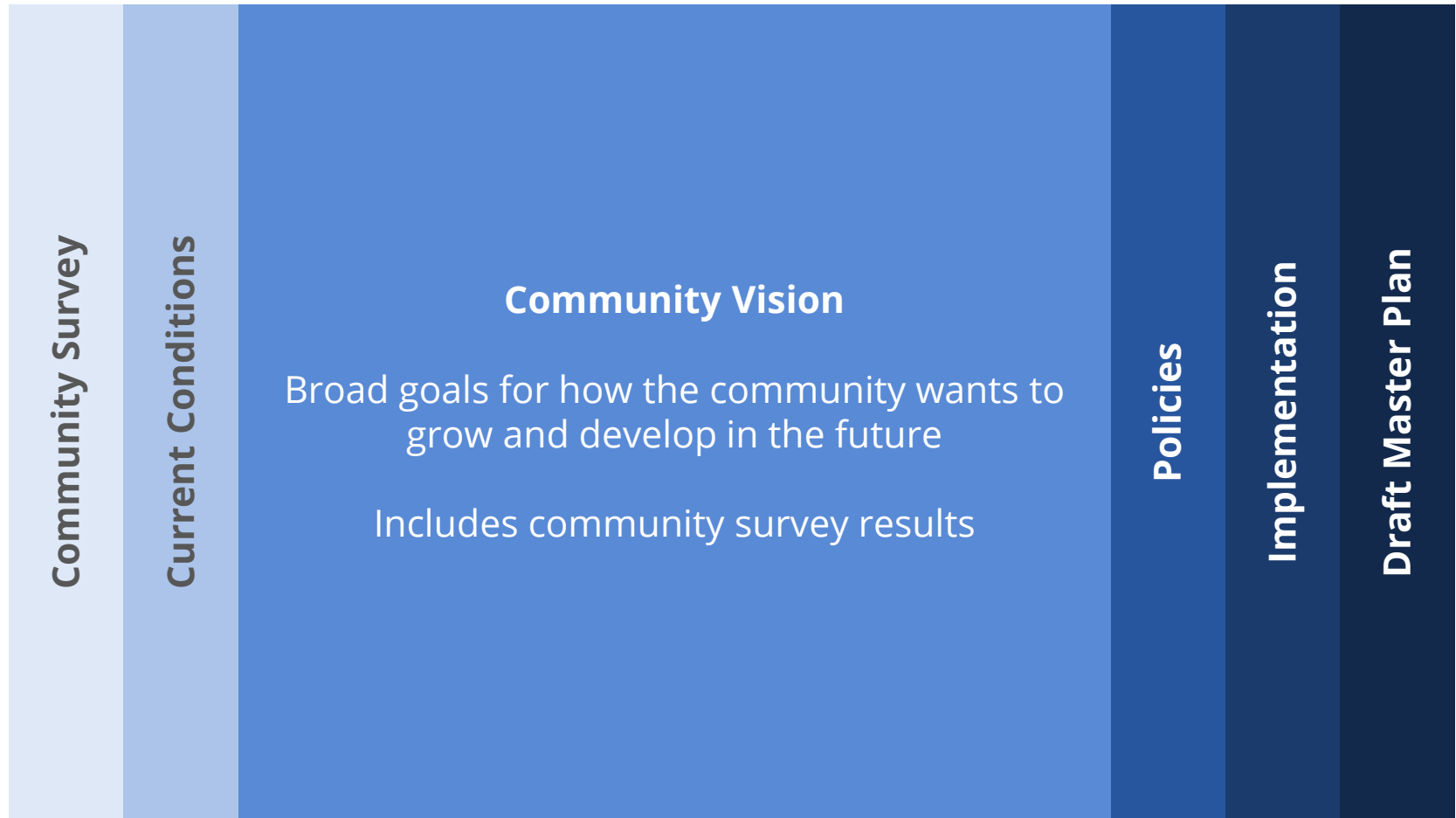
# THE ROCKY RIVER MASTER PLAN: SIX STEPS



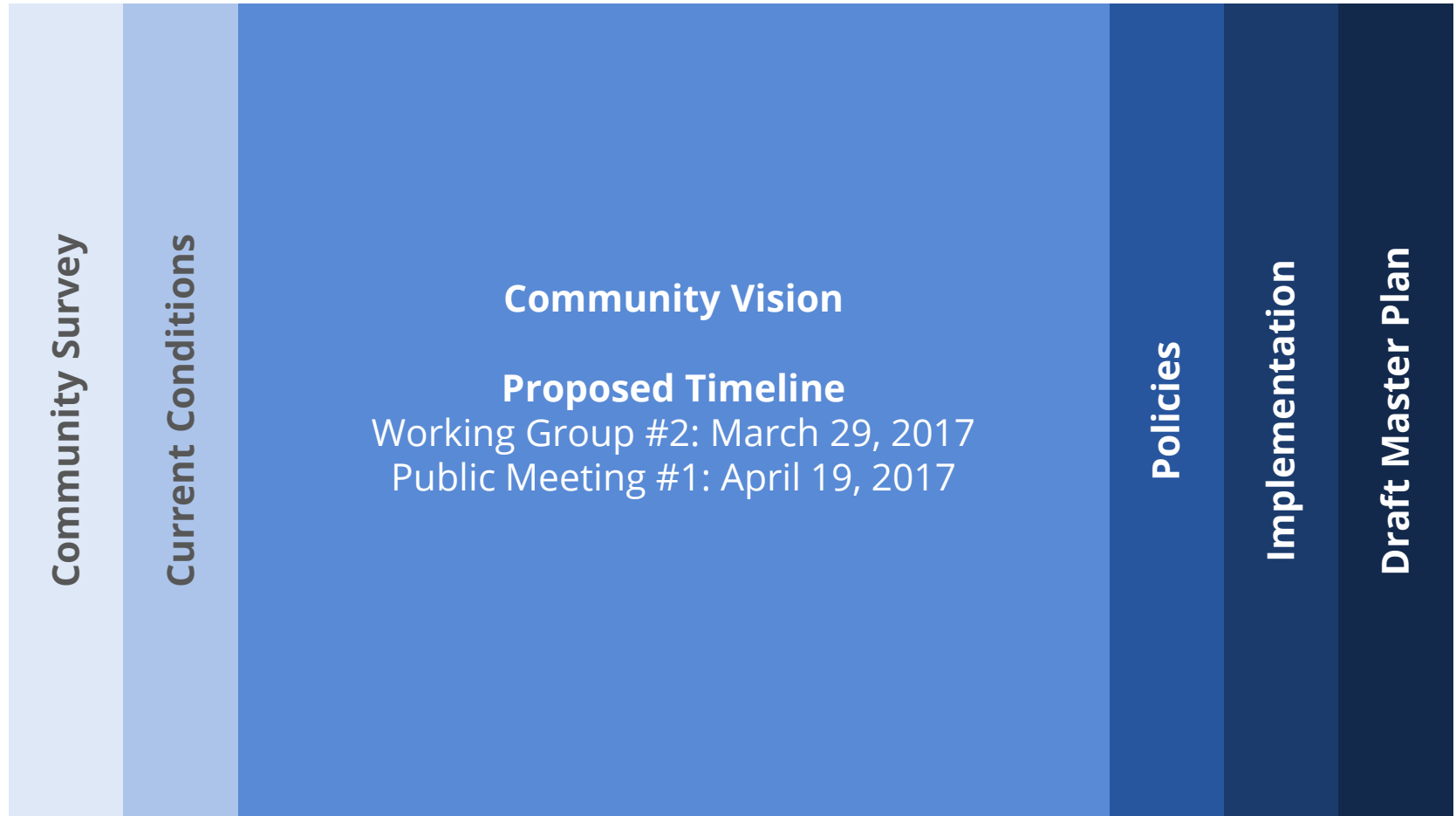
# THE ROCKY RIVER MASTER PLAN: SIX STEPS



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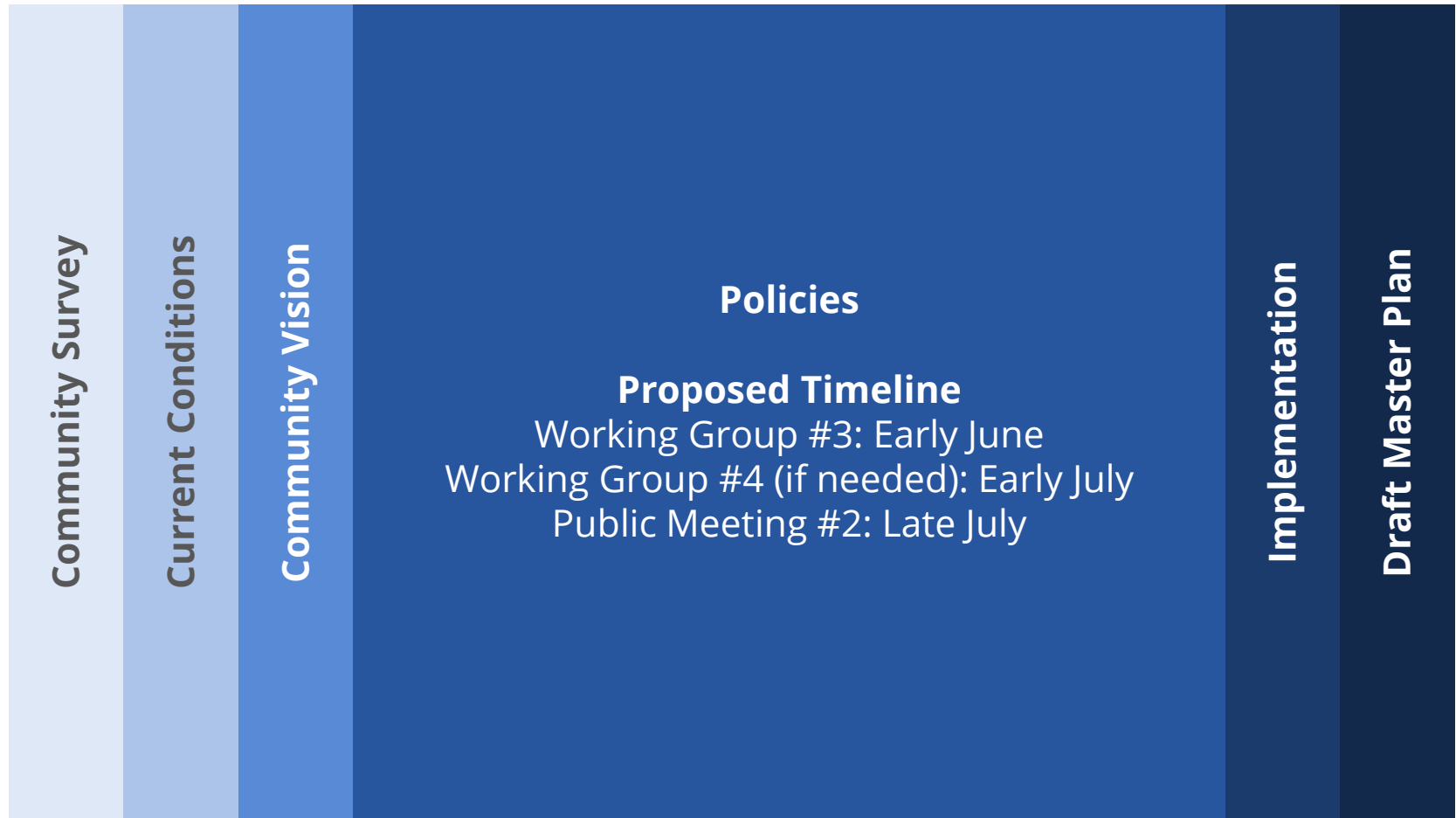
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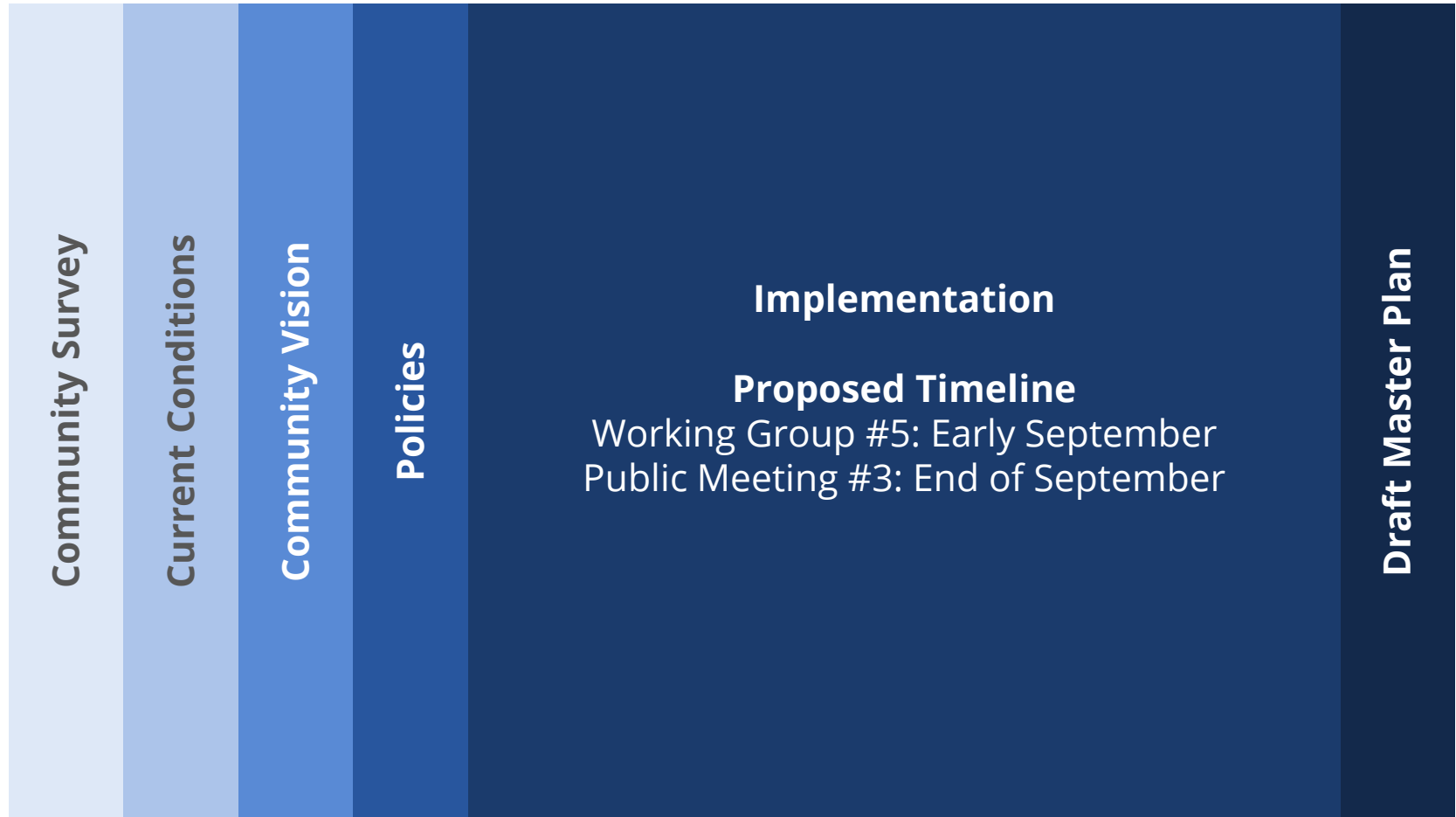




# THE ROCKY RIVER MASTER PLAN: SIX STEPS



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# THE ROCKY RIVER MASTER PLAN: SIX STEPS



# THE ROCKY RIVER MASTER PLAN: SIX STEPS



Phase	Overview	Meeting	Tentative Date
<b>Current Conditions + Community Vision</b>	Develop demographic, land use, and housing overview for the City; Analysis of five plan focus areas; Updated vision statements from previous Master Plan for City and focus areas	Project Team #2	February 10, 2017
		Working Group #1	February 23, 2017
		Project Team #3	March 16, 2017
		Working Group #2	March 29, 2017
		Public Meeting #1	April 19, 2017
<b>Policies</b>	Actions to achieve the community's desired future; Focus area development plans	Project Team #4	Late May
		Working Group #3	Early June
		Project Team #5 (if needed)	Late June
		Working Group #4 (if needed)	Early July
		Public Meeting #2	Late July
<b>Implementation</b>	Priorities, timelines, and responsibilities for undertaking actions	Project Team #6	Late August
		Working Group #5	Early September
		Public Meeting #3	End of September
<b>Draft Master Plan</b>	Combined and completed Master Plan document	Project Team #7	End of November
<b>Presentation to Boards and Adoption Process to Follow</b>			

All Project Team and Working Group materials will be posted to Dropbox in advance of the meeting. Generally, materials will be posted a week prior to the meeting.

An online survey recapping each Public Meeting will be posted the day of the meeting. The online survey will be open for approximately a week after the Public Meeting.

# USING THE MASTER PLAN

- **Adopt it:** to make it an official policy
- **Use it:** as a tool and reference when considering actions and applying for grant funding
- **Update it:** over time and when circumstances change

## **EXAMPLE**

- Community Gateways

## Current Conditions









# Policies





**Priority Level:** High

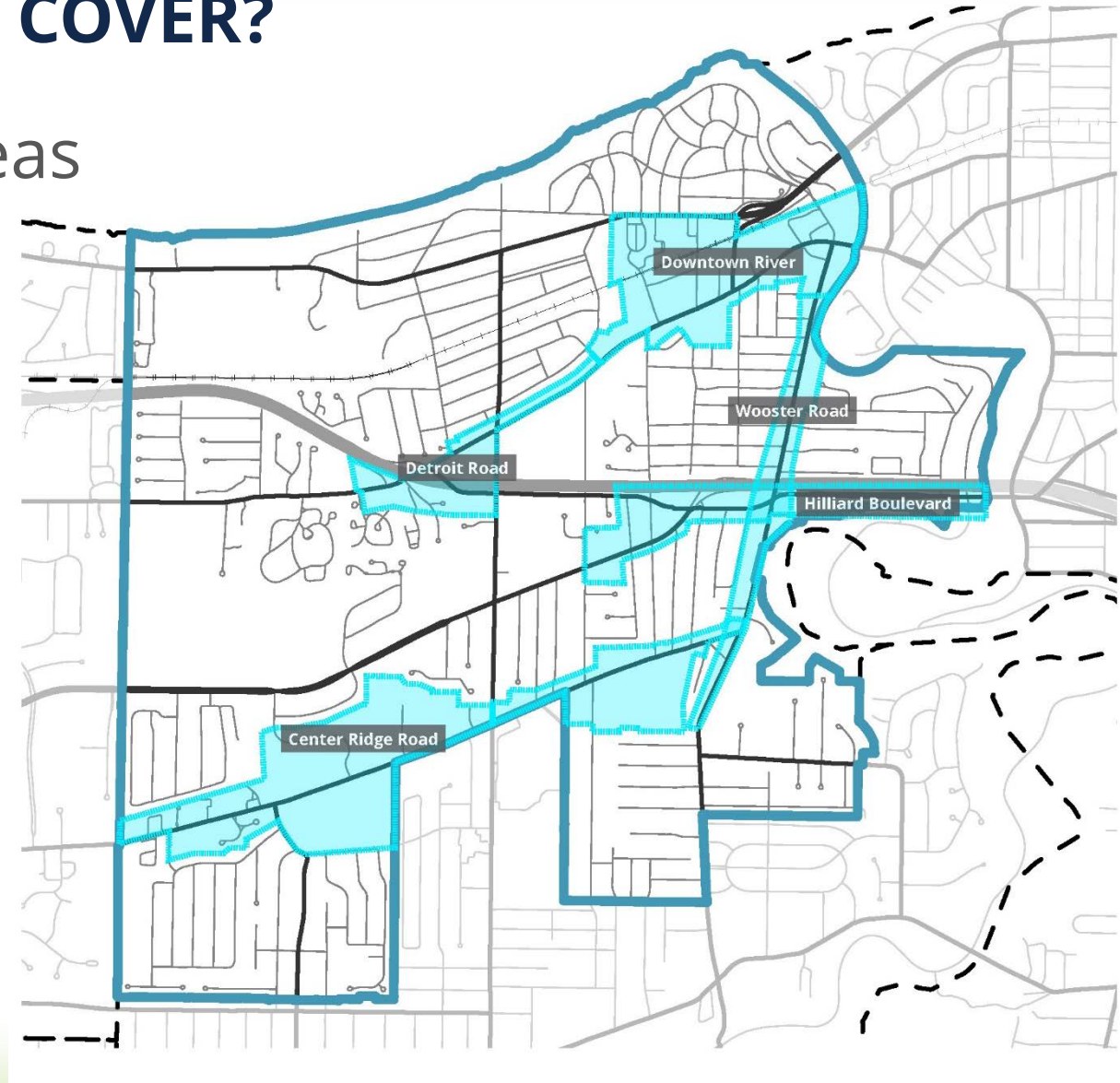
**Responsible Party:** City Public Service Department

**Timeline for Completion:** 3-5 Years

**Potential Funding:** NOACA, County Public Works, Capital Improvement Program

# WHAT DOES IT COVER?

- Five focus areas





# **2005 MASTER PLAN**





# Rocky River Master Plan



September, 2006

*Respecting our past.....planning for our future.*

City of Rocky River

Prepared by:  
City Architecture

## PREVIOUS GOALS

- The Creation of a **Town Center** – *A gathering place for Rocky River*
- **Quality Housing** – *Maintaining high residential standards*
- **Housing Diversity** – *Accommodating a broad range of lifestyles*
- **Commercial Sustainability** – *Planning for the long-term*
- **Parks & Public Space** – *Enhancing our quality of life*
- **Parking Solutions** – *Dealing with the automobile*
- **Infrastructure Improvements** – *Creating great streets*
- **Connectivity** – *Creating a cohesive environment*
- **Community Identity** – *Communicating a spirit of Rocky River*

## 2005 MASTER PLAN: FOCUS AREAS

- Old Detroit/Middle Detroit/Linda Street
- Yacht Club Basin
- Detroit Road
- Wooster Road
- Hilliard Boulevard
- Center Ridge Road East
- Center Ridge Road West





## 2005 MASTER PLAN FOCUS AREA:

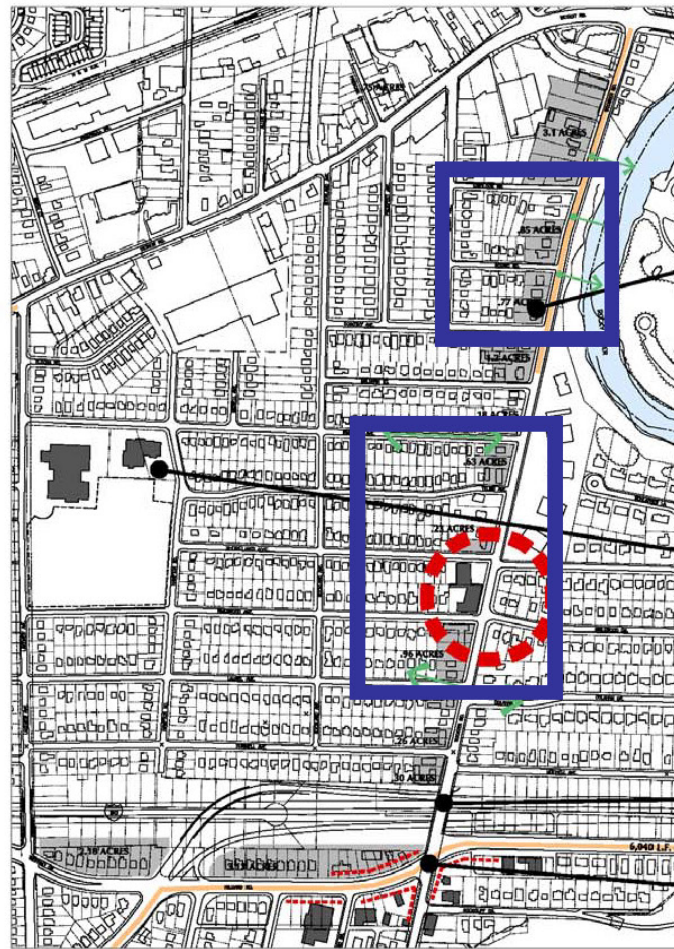
# WOOSTER ROAD

- Create a more cohesive neighborhood environment
- Take greater advantage of views to the river valley
- Improve the sense of community identity
- Support and build upon the neighborhood commercial node north of Hilliard
- Improve connections to the neighborhood and amenities that surround the area

# 2005 MASTER PLAN FOCUS AREA: WOOSTER ROAD

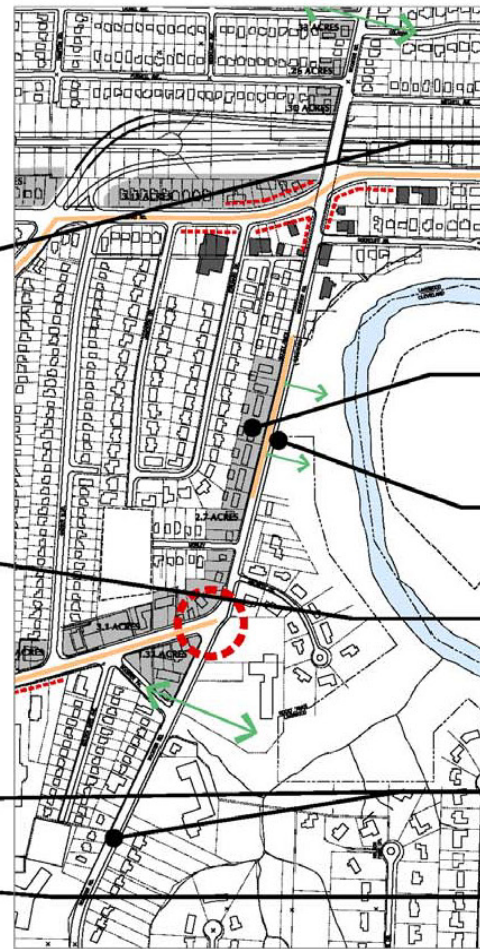
## Wooster Road

## Directives



WOOSTER ROAD FOCUS AREA

north



### DIRECTIVES- RECOMMENDATIONS FOR GETTING IT DONE

REDEVELOP  
EXISTING  
APARTMENT  
BUILDINGS THAT  
DTRACT FROM  
THE  
SURROUNDING  
NEIGHBORHOODS

RENOVATE  
EXISTING  
TOWNHOUSE  
STYLE APARTMENTS

TAKE GREATER  
ADVANTAGE OF  
VIEW TO RIVER

CREATE STRONGER  
CONNECTIONS TO  
SURROUNDING  
NEIGHBORHOOD,  
SCHOOLS, AND  
LIBRARY

ENHANCE  
WOOSTER ROAD  
STREETScape

IMPROVE TRAFFIC  
PATTERNS

south

## 2005 MASTER PLAN:

# PLAN OUTCOME EXAMPLES

### Creation of a Town Center

- Old Detroit Road Streetscape Project CDBG Award

### Quality Housing

- Revised Development/Zoning Code

### Housing Diversity

- Beachcliff Row Phase I and II

### Commercial Sustainability

- Heinen's Renovation

### Parks and Public Space

- Rocky River Park Erosion Control/Playground Seating Wall

### Parking Solutions

- Shared Parking Agreements

### Infrastructure Improvements

- Center Ridge Road TLCI Planning Grant

### Connectivity

- Safe Routes to School Grant Awards

### Community Identity

- Downtown River Signage



©2018 Google

©2018 Google

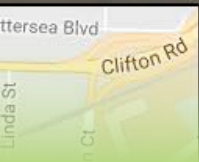


Google











LOW  
CLEARANCE  
1300  
FEET

Clifton Rd

Google



# **ROLES, RESPONSIBILITIES, & INVOLVEMENT**





# ROLES & RESPONSIBILITIES

- The Project Team
- The Working Group
- The Public
- County Planning

# THE PROJECT TEAM

City staff and representatives of land use commissions

- Shares **expertise** and on-the-ground knowledge
- Assists in the **collection of data**, images, and other City resources
- Previews **in-depth documents** before Working Group meeting

# THE WORKING GROUP

Larger group of involved residents, businesses, and civic leaders

- Acts as **representatives** of the community
- Acts as **advocates for the plan** and its implementation
- Reviews **in-depth documents** before public meetings

# THE WORKING GROUP

## Expectations

- Brings an **open mind** to meetings
- Is willing to openly and respectfully **discuss ideas** within the Group
- **Assists in advertising** public involvement
- **Assists at public meetings**, as needed

# THE PUBLIC

All interested residents, business owners, or stakeholders

- **Provides comment** on the plan whether in-person or online
- Ensures the plan has the **endorsement of residents** and business owners

# COUNTY PLANNING

## Facilitators of the planning process

- **Translates concerns** and suggestions into plan documents
- Offers **planning expertise** and innovative ideas
- Uses broader **regional perspective** in making policy suggestions
- **Consolidates various plans** into a single, comprehensive document



# PUBLIC INVOLVEMENT OPPORTUNITIES

- Three public meetings
- Online surveys following each meeting
- Five Working Group meetings



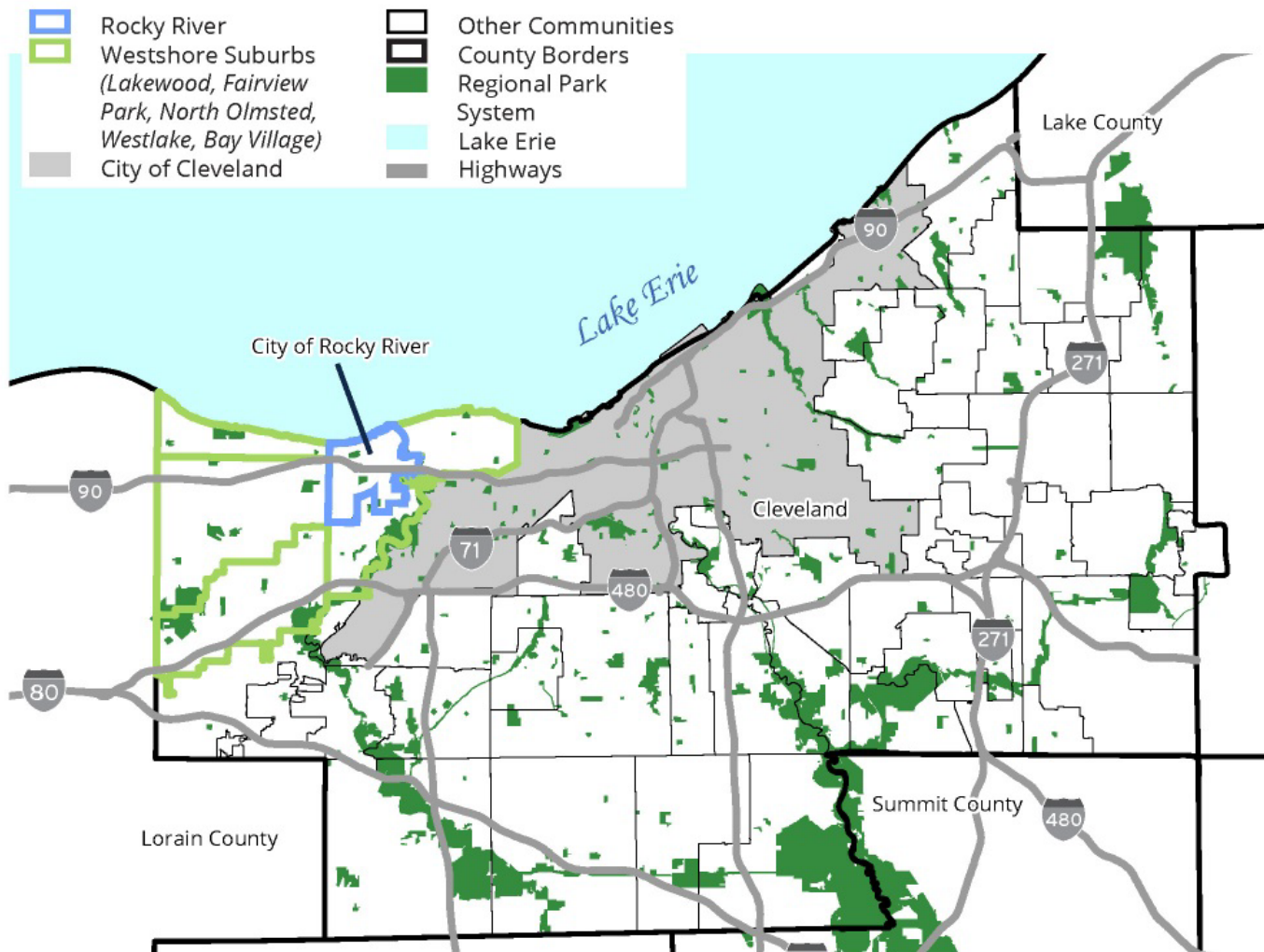
# **CURRENT CONDITIONS ANALYSIS - CITYWIDE**





# REGIONAL CONTEXT

## LEGEND



# CURRENT CONDITIONS

- Population
- Race & Ethnicity
- Educational Attainment
- Income
- Housing
- Employment
- Transportation
- Stormwater and Infrastructure
- Environment & Open Spaces
- Land Use and Zoning

# QUESTIONS TO ASK

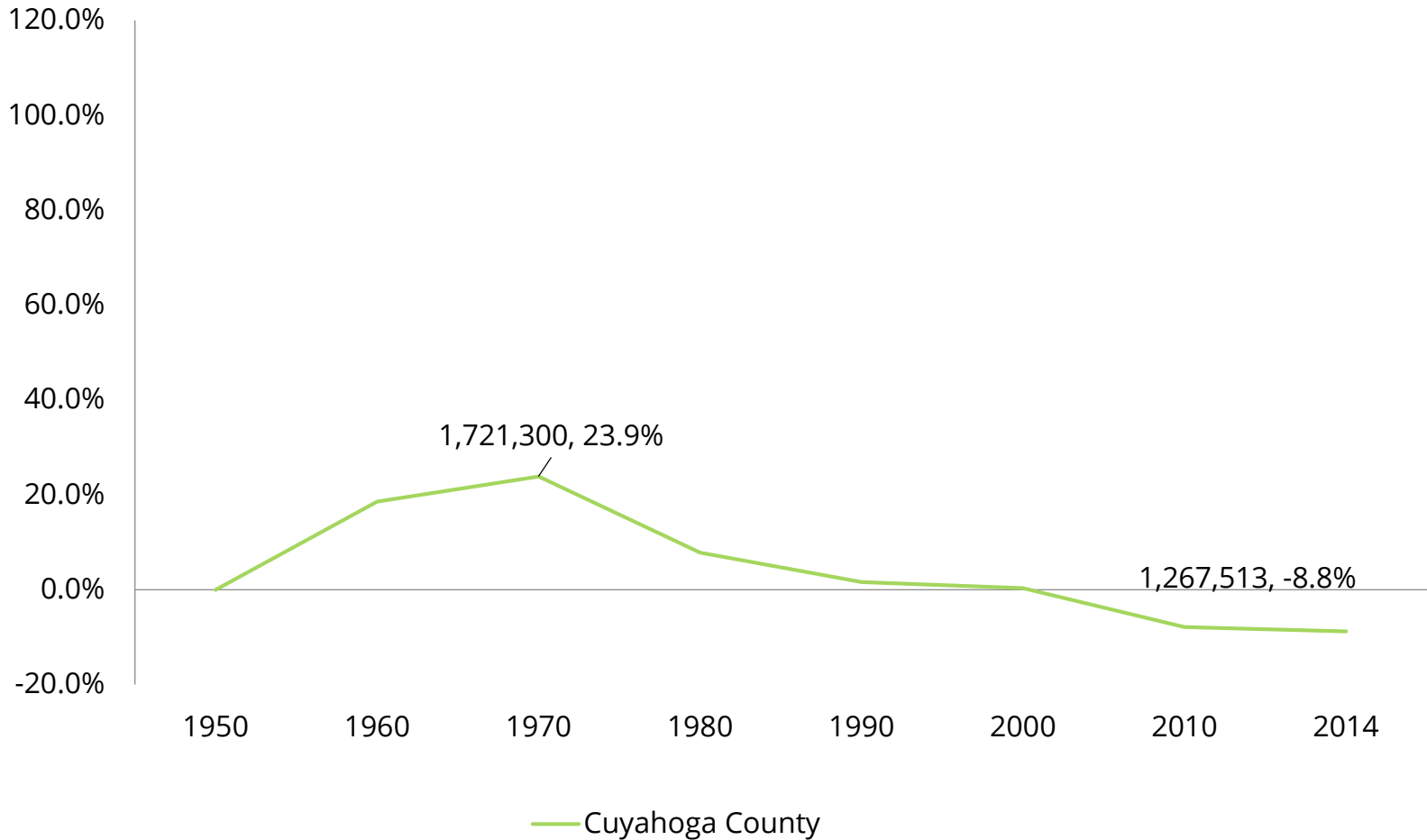
- Does this match what you see on a daily basis?
- What are your biggest takeaways?
- Have we covered all of the necessary topics?



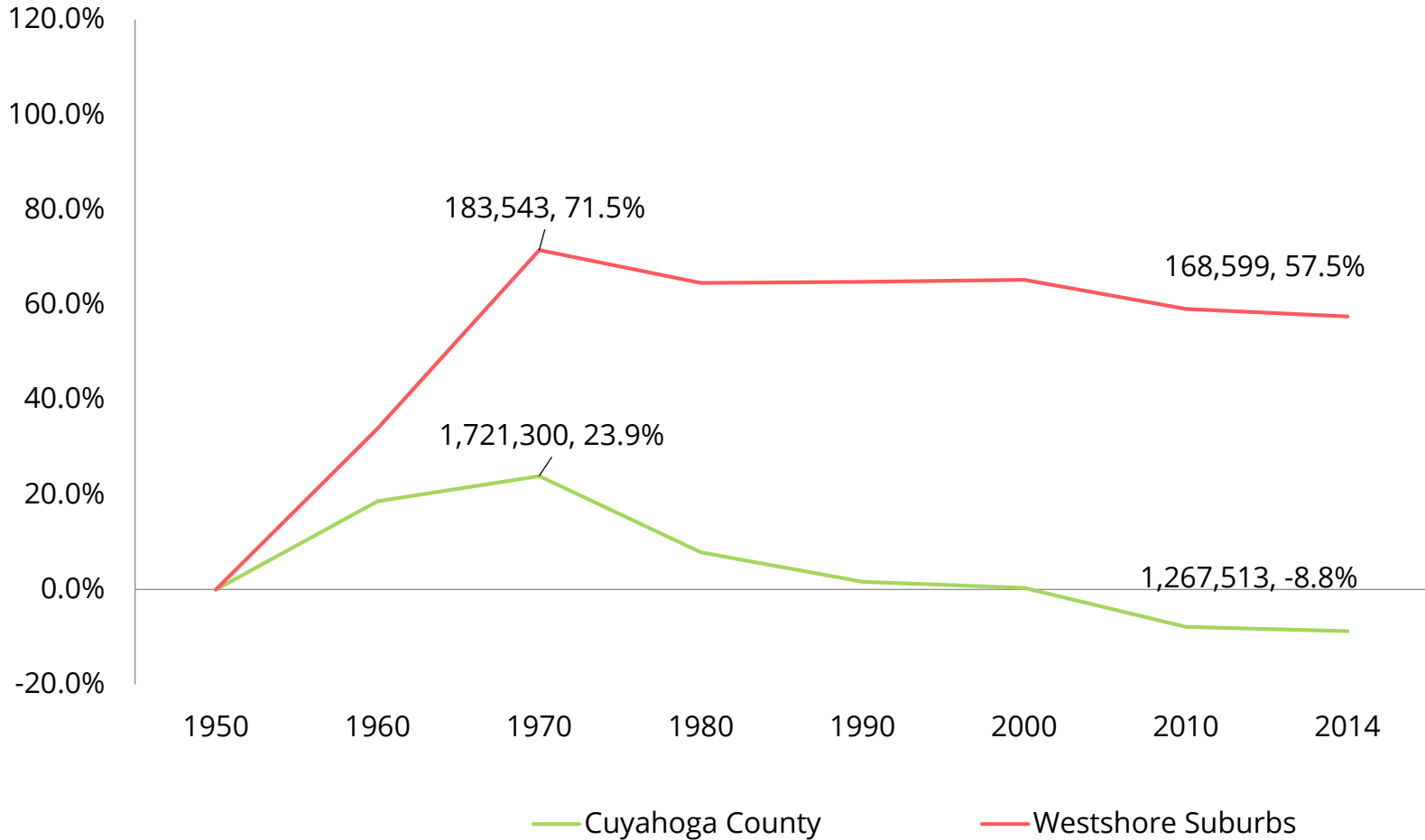
# **POPULATION**



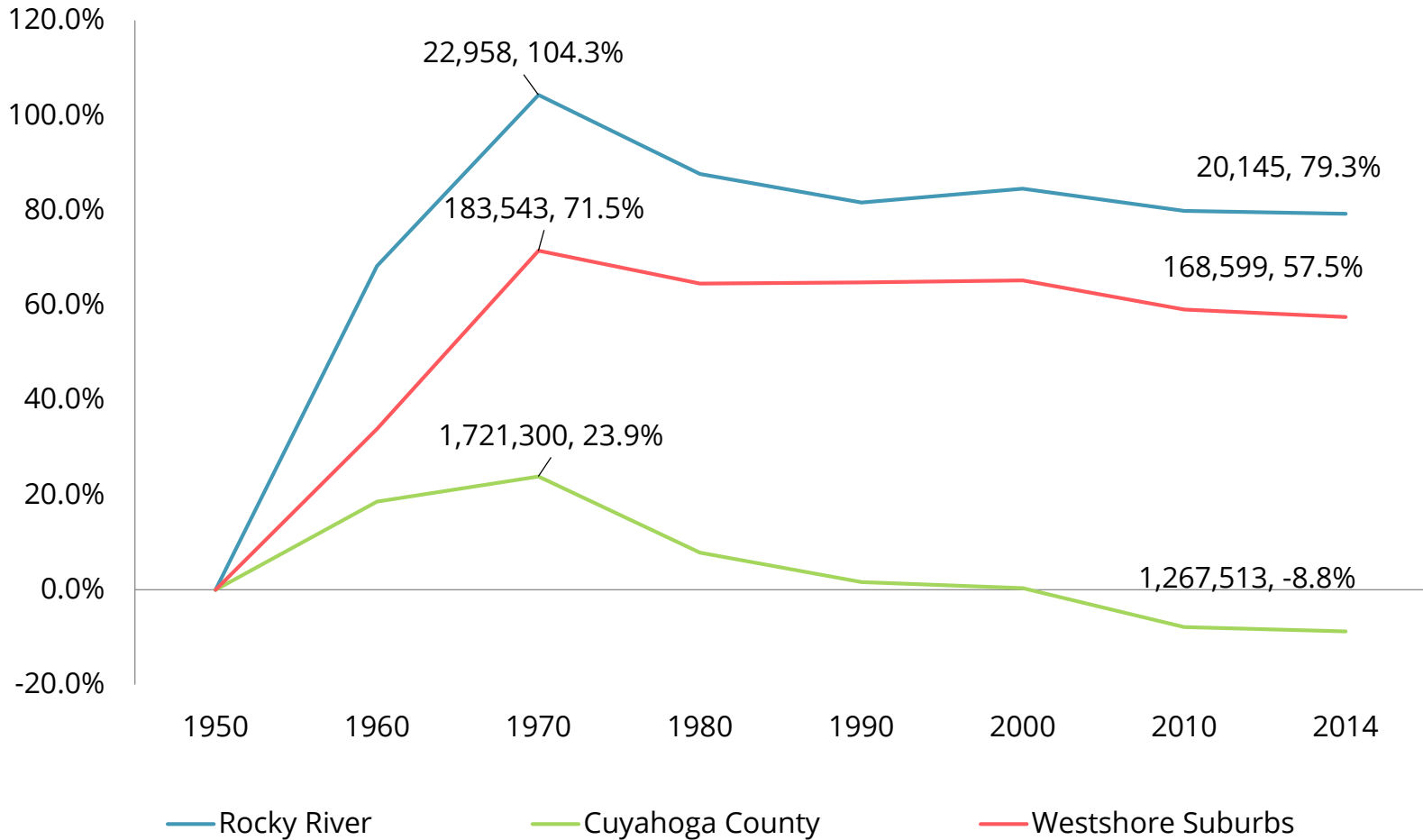
# POPULATION OVER TIME



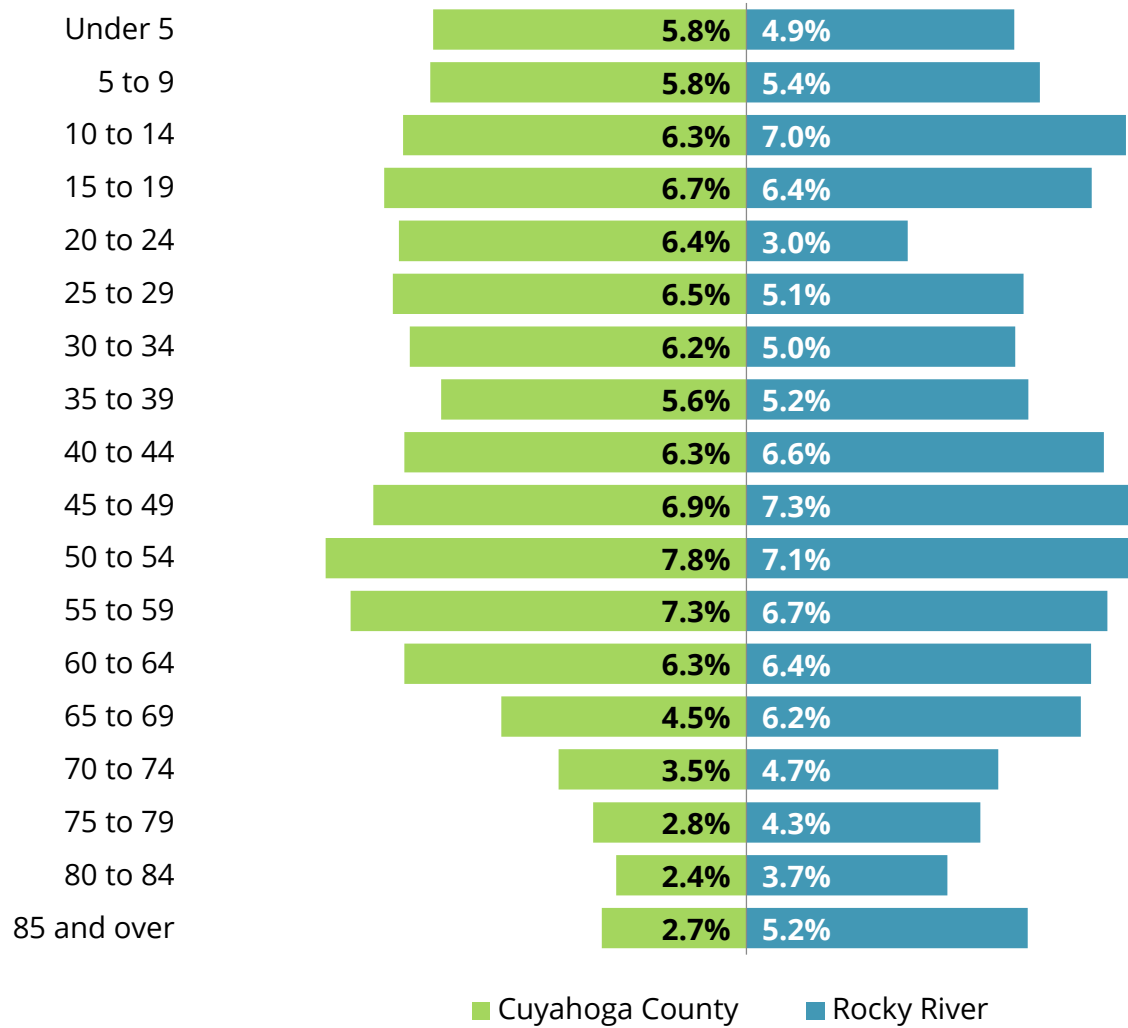
# POPULATION OVER TIME



# POPULATION OVER TIME

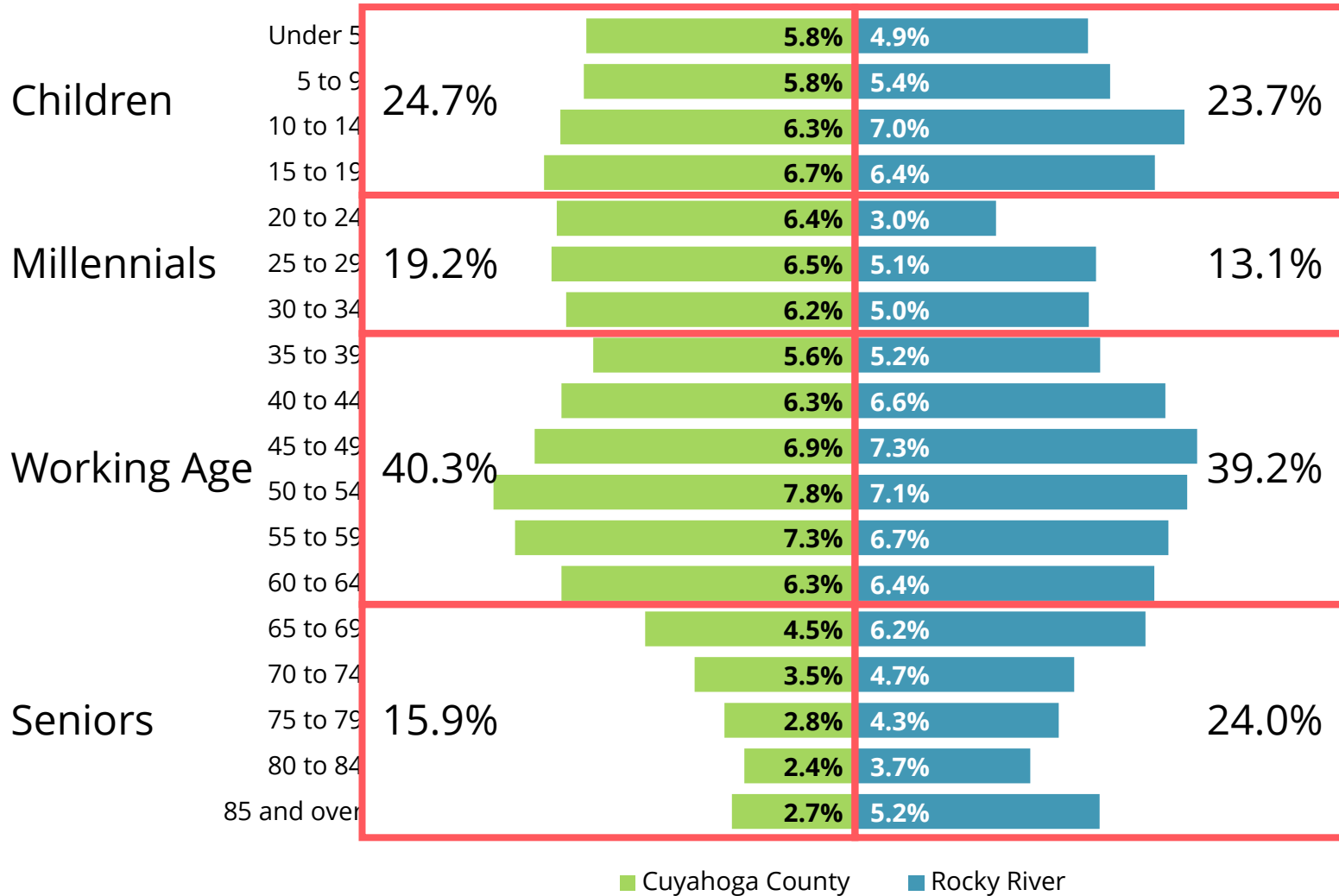


# POPULATION BY AGE

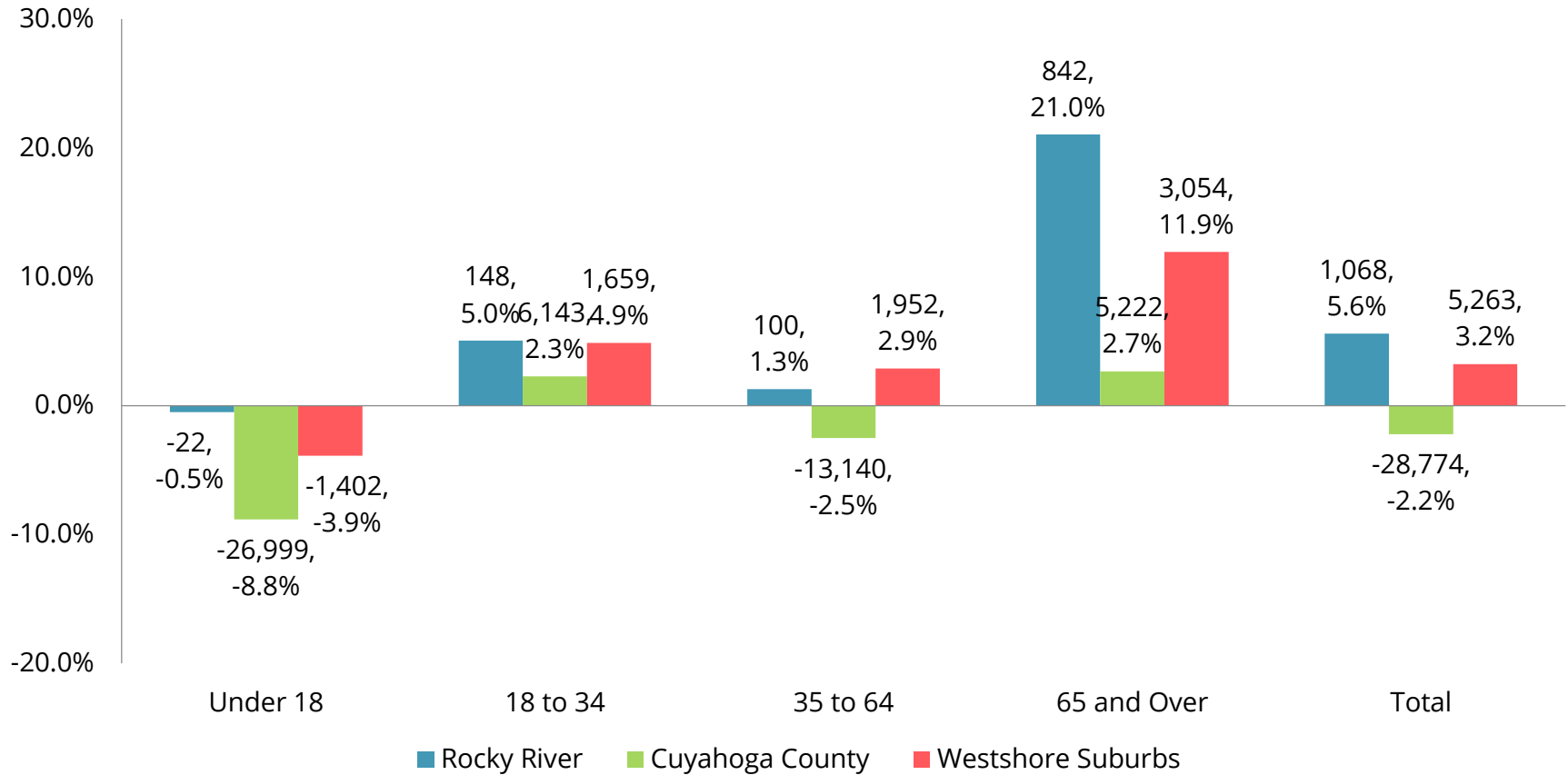




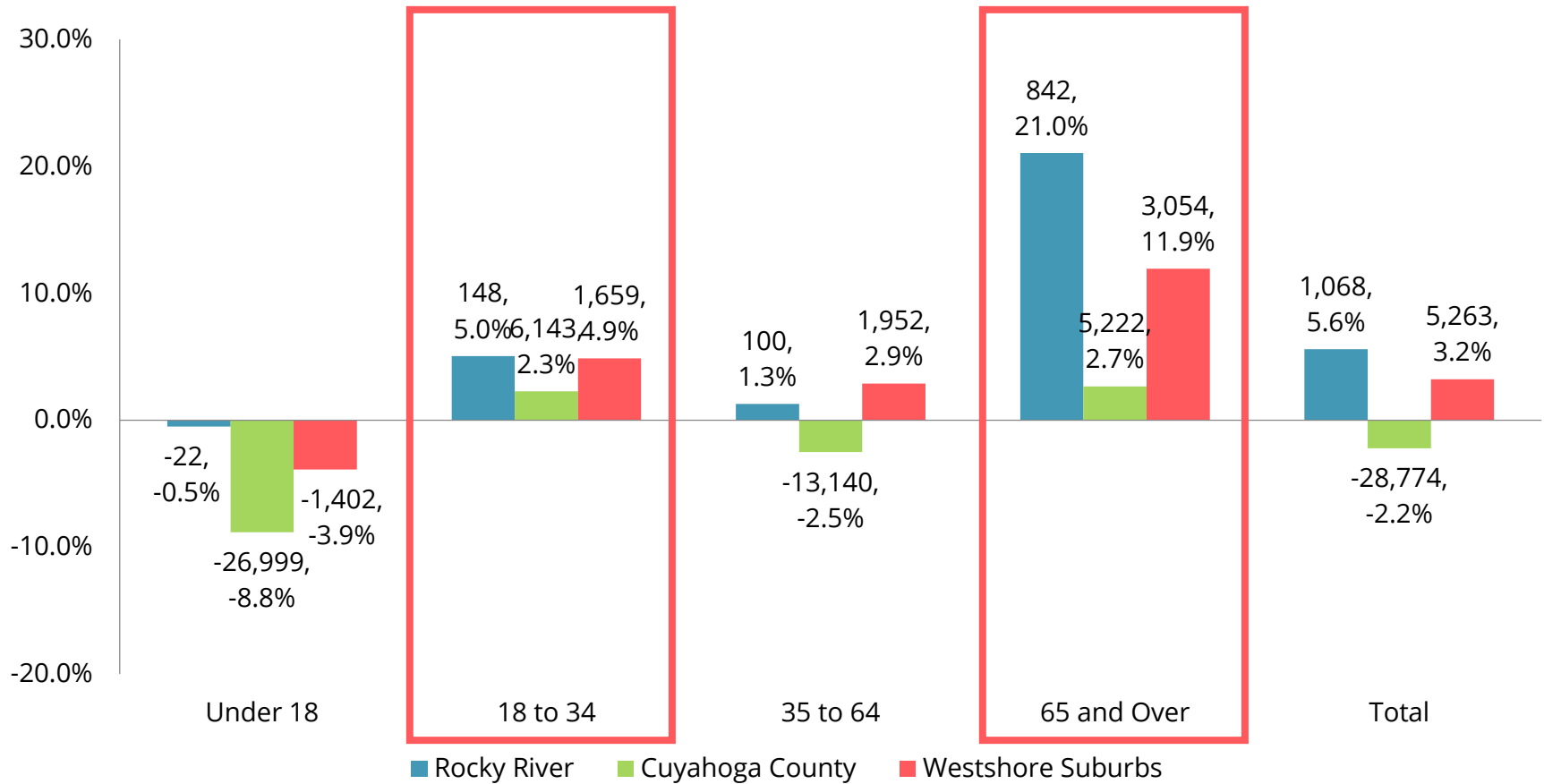
# POPULATION BY AGE



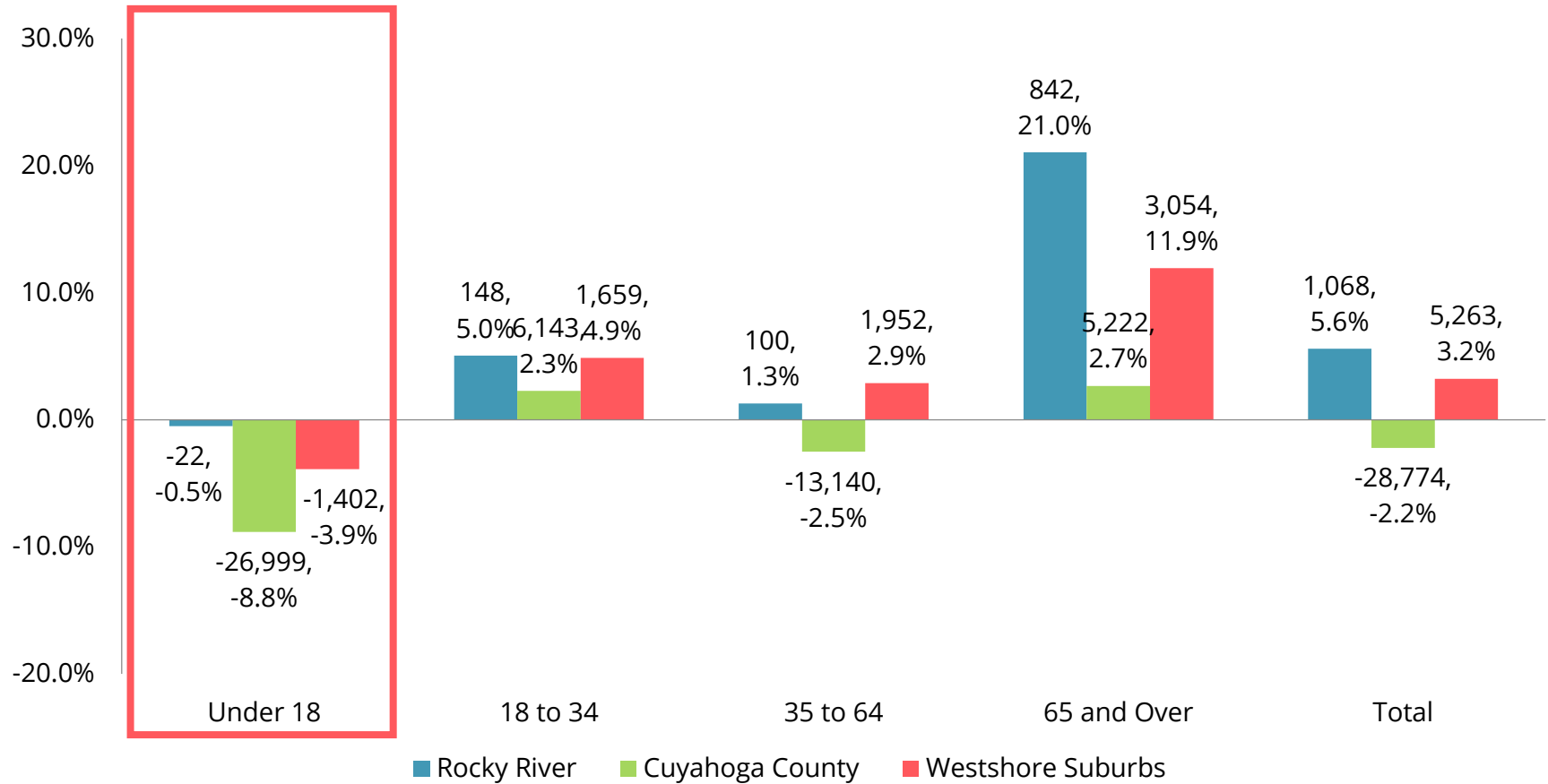
# CHANGE IN POPULATION BY AGE



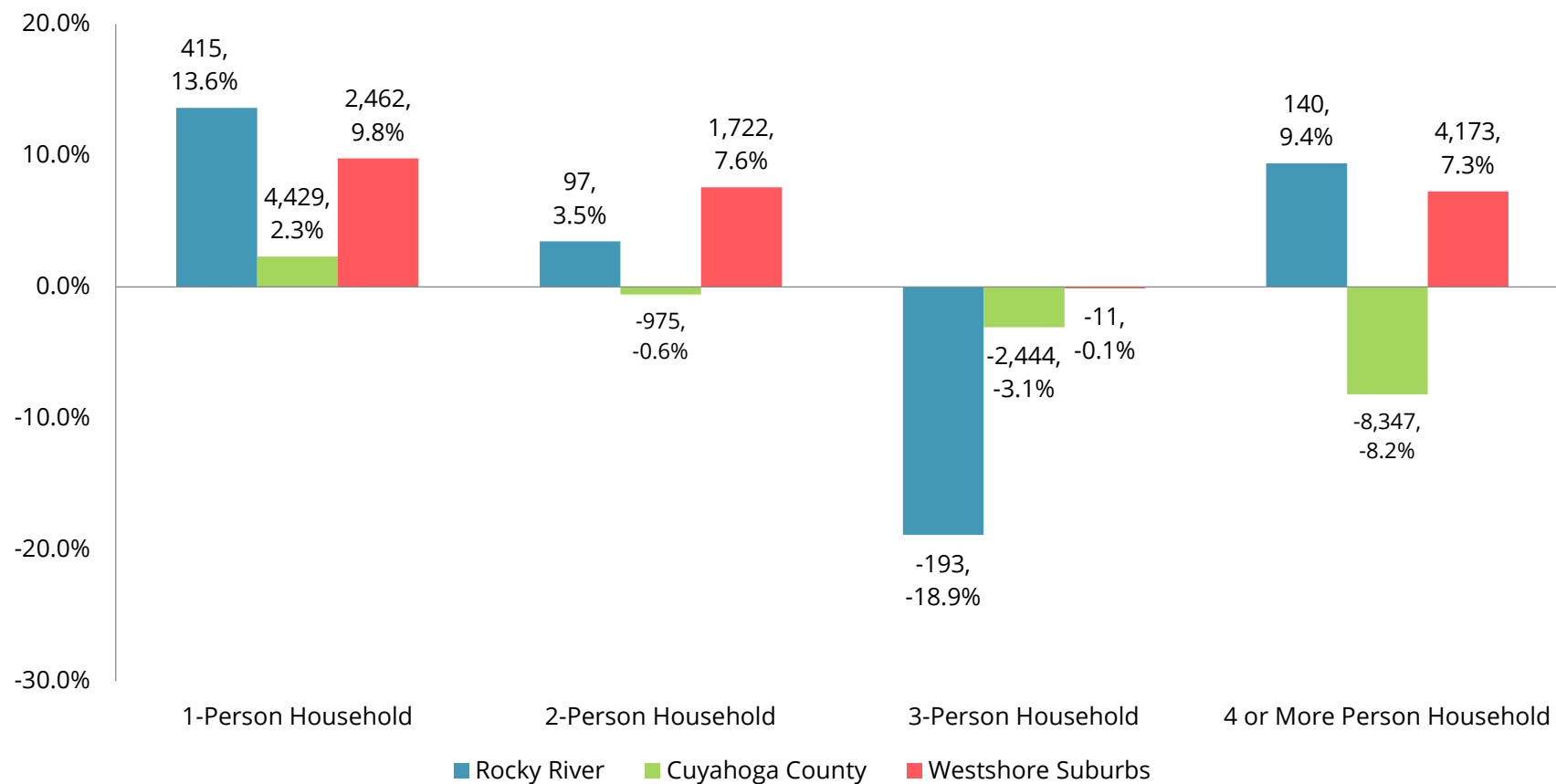
# CHANGE IN POPULATION BY AGE



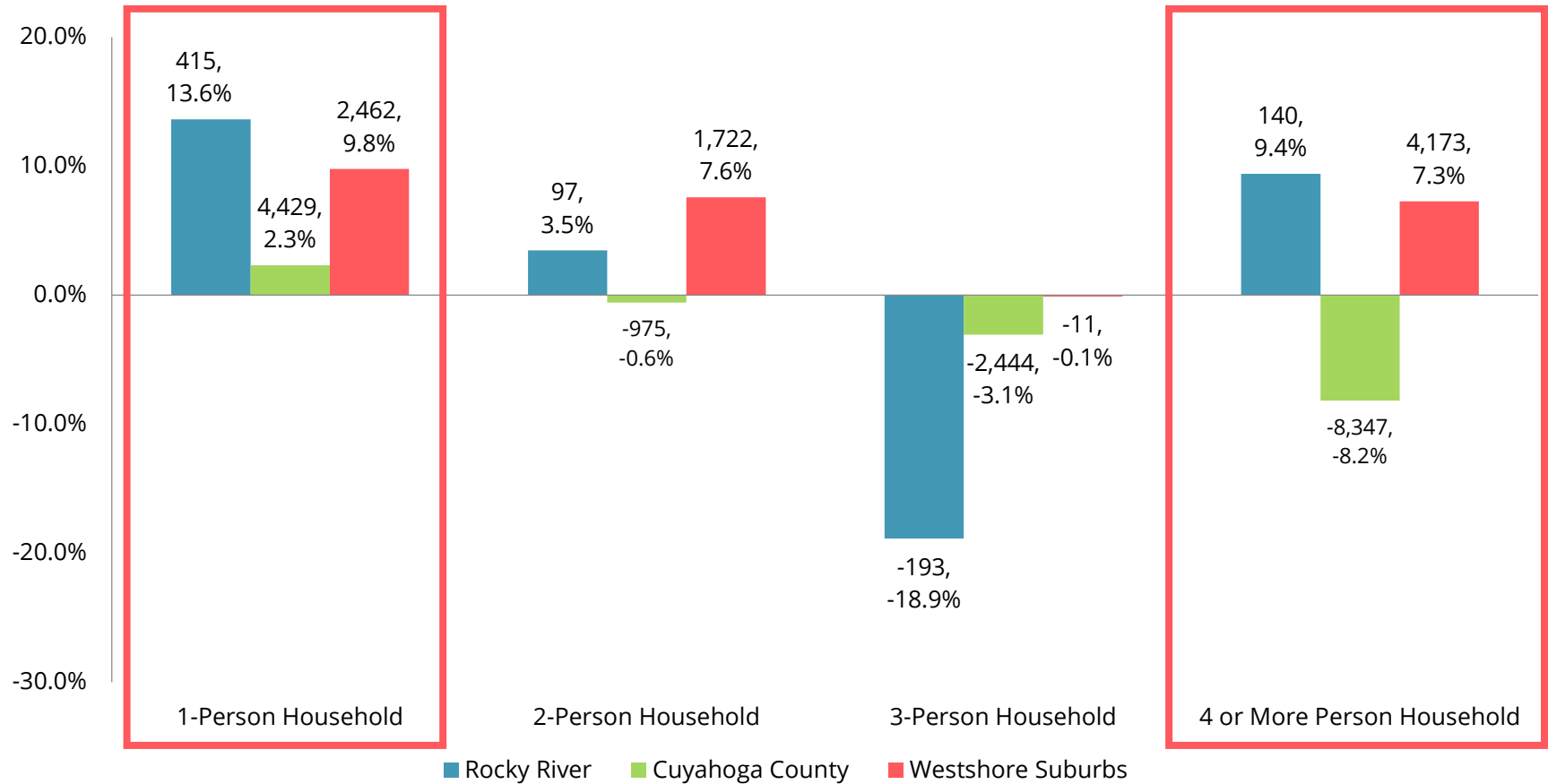
# CHANGE IN POPULATION BY AGE



# CHANGE IN HOUSEHOLDS BY SIZE

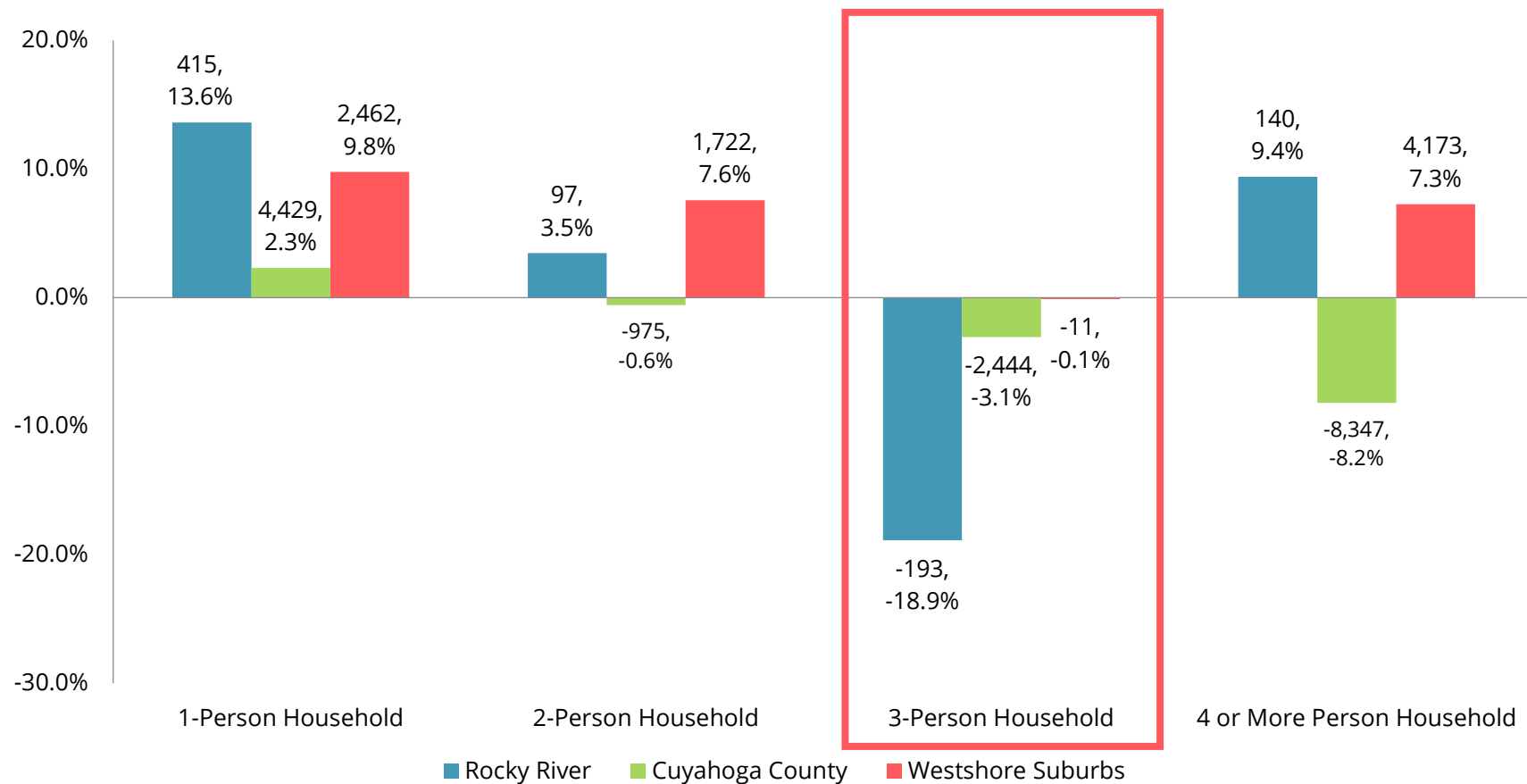


# CHANGE IN HOUSEHOLDS BY SIZE



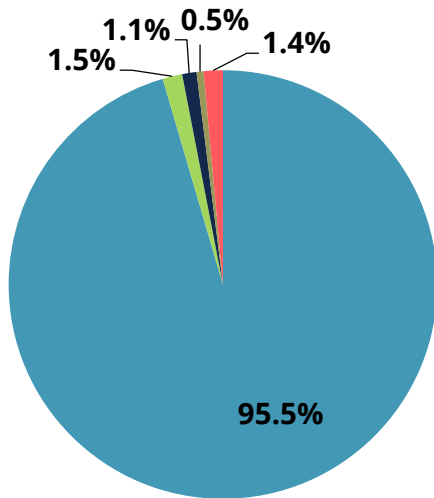


# CHANGE IN HOUSEHOLDS BY SIZE

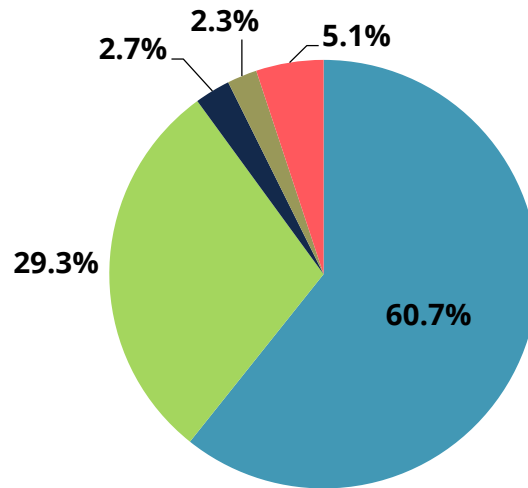


# RACE & ETHNICITY

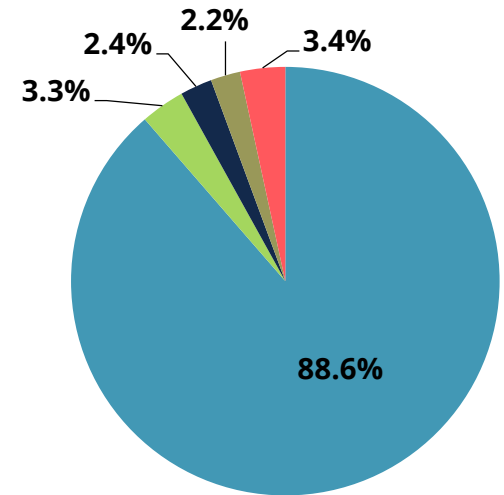
Rocky River



Cuyahoga County



Westshore Suburbs



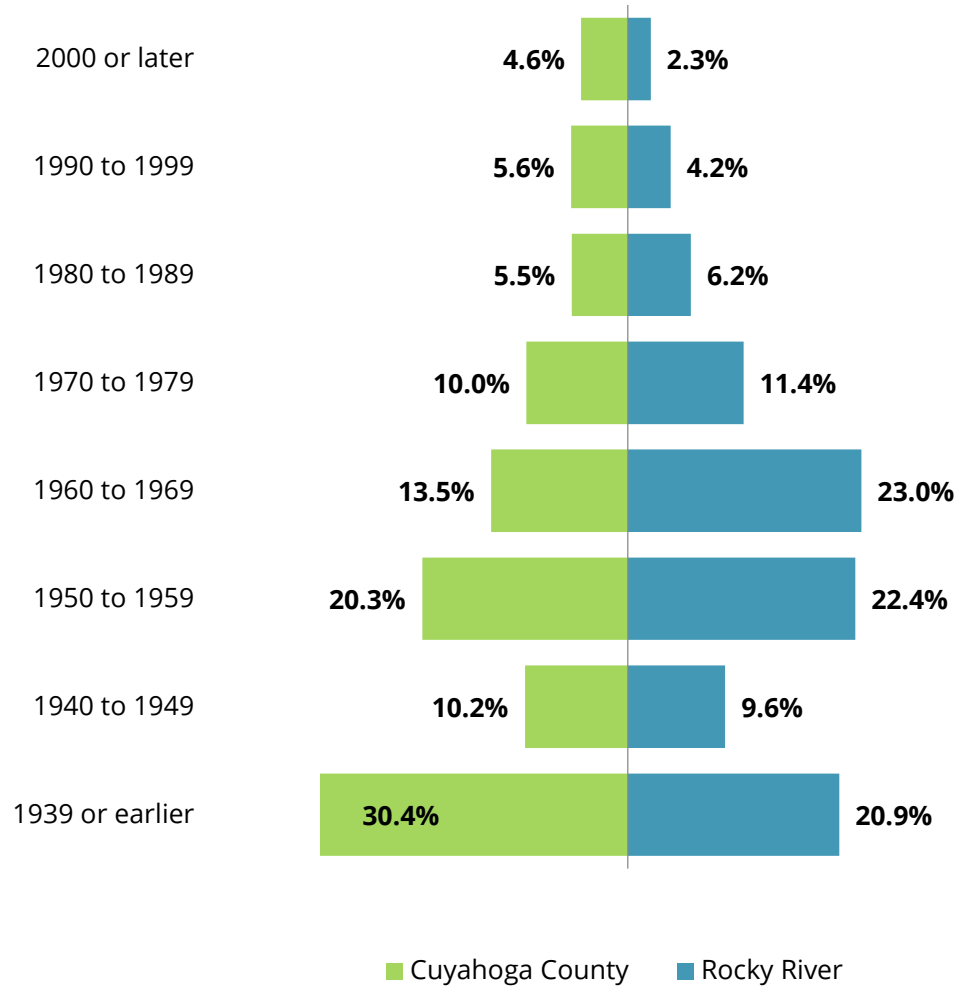
■ White ■ Black ■ Asian ■ Other ■ Hispanic



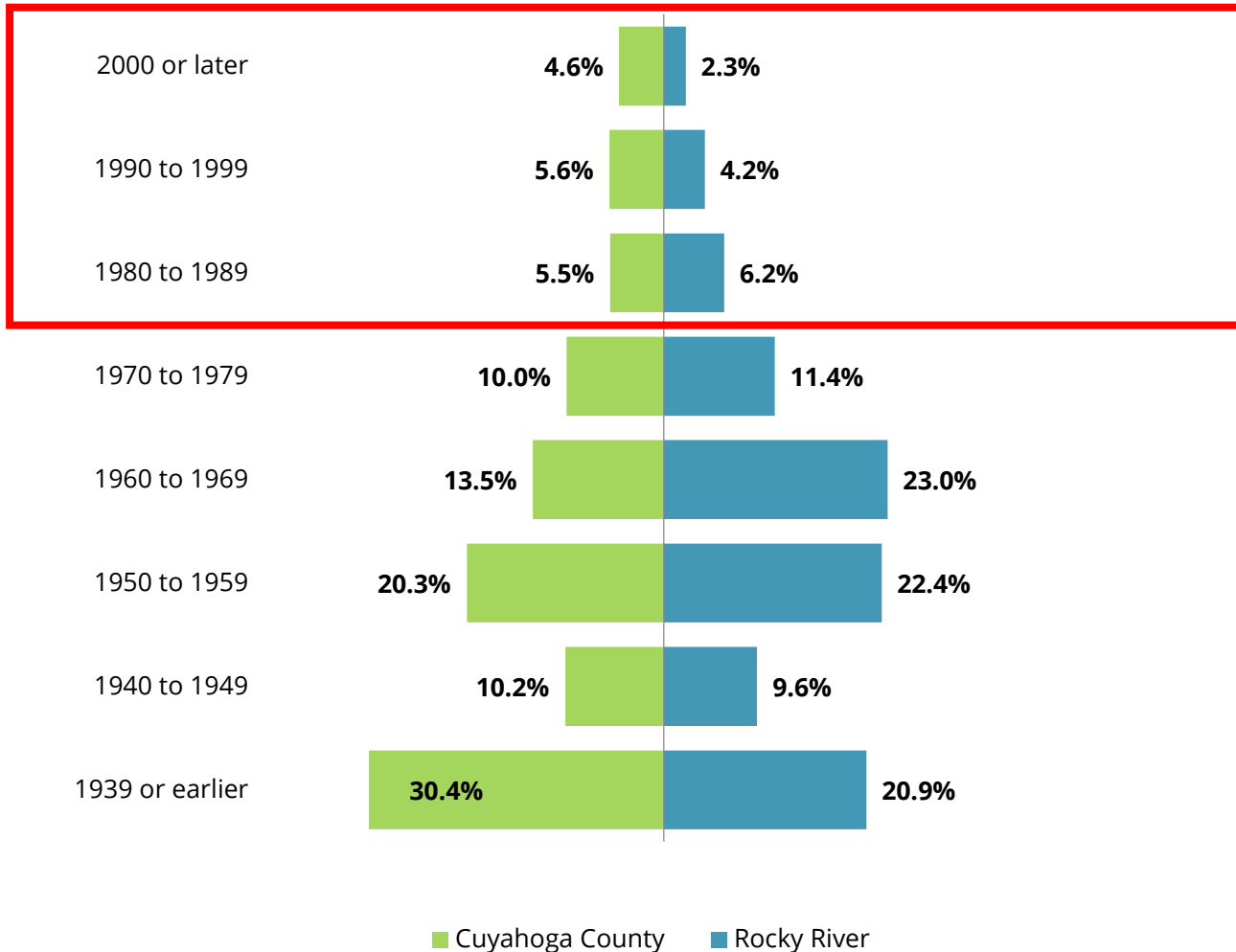
# HOUSING



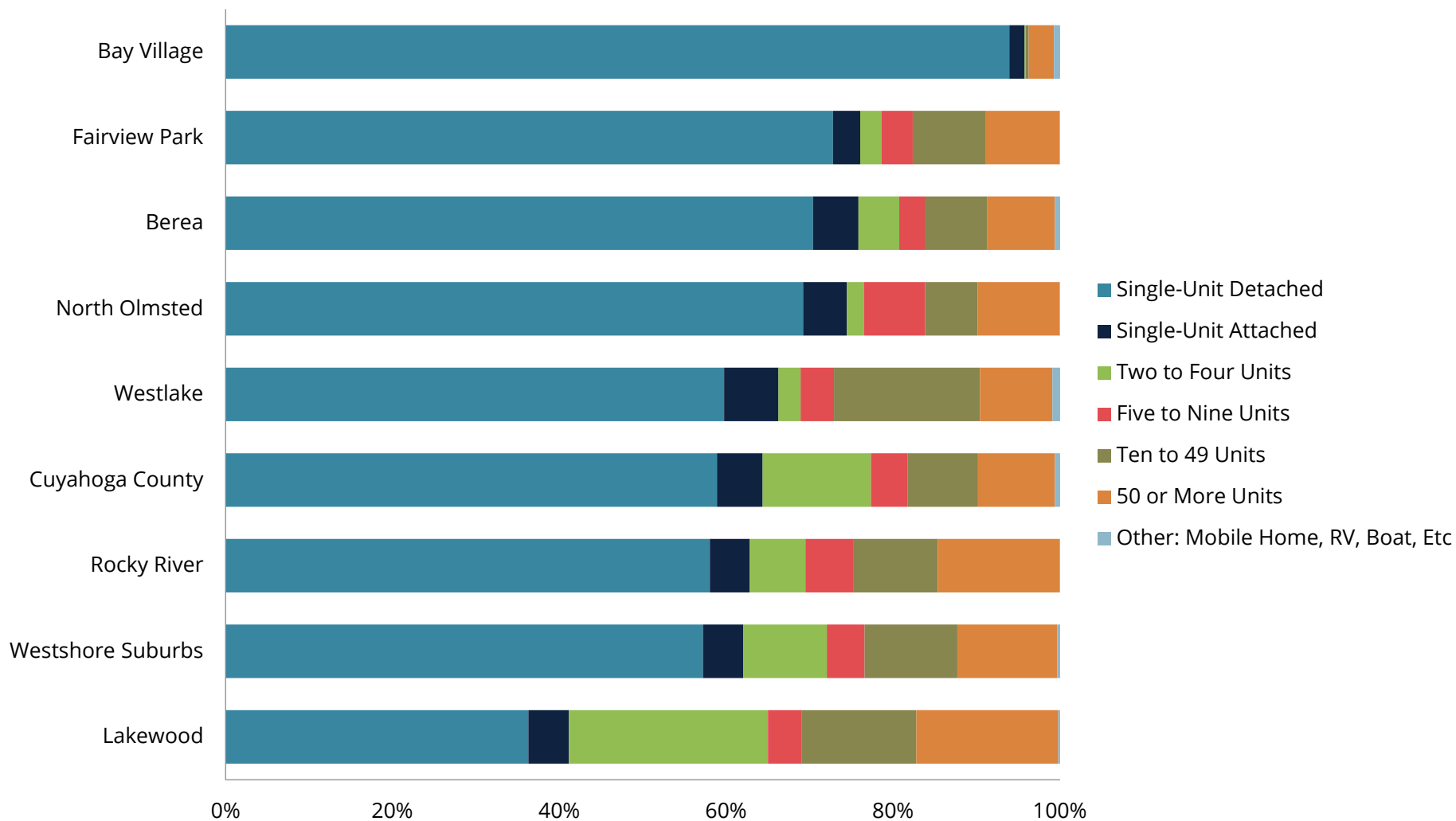
# YEAR STRUCTURE BUILT



# YEAR STRUCTURE BUILT

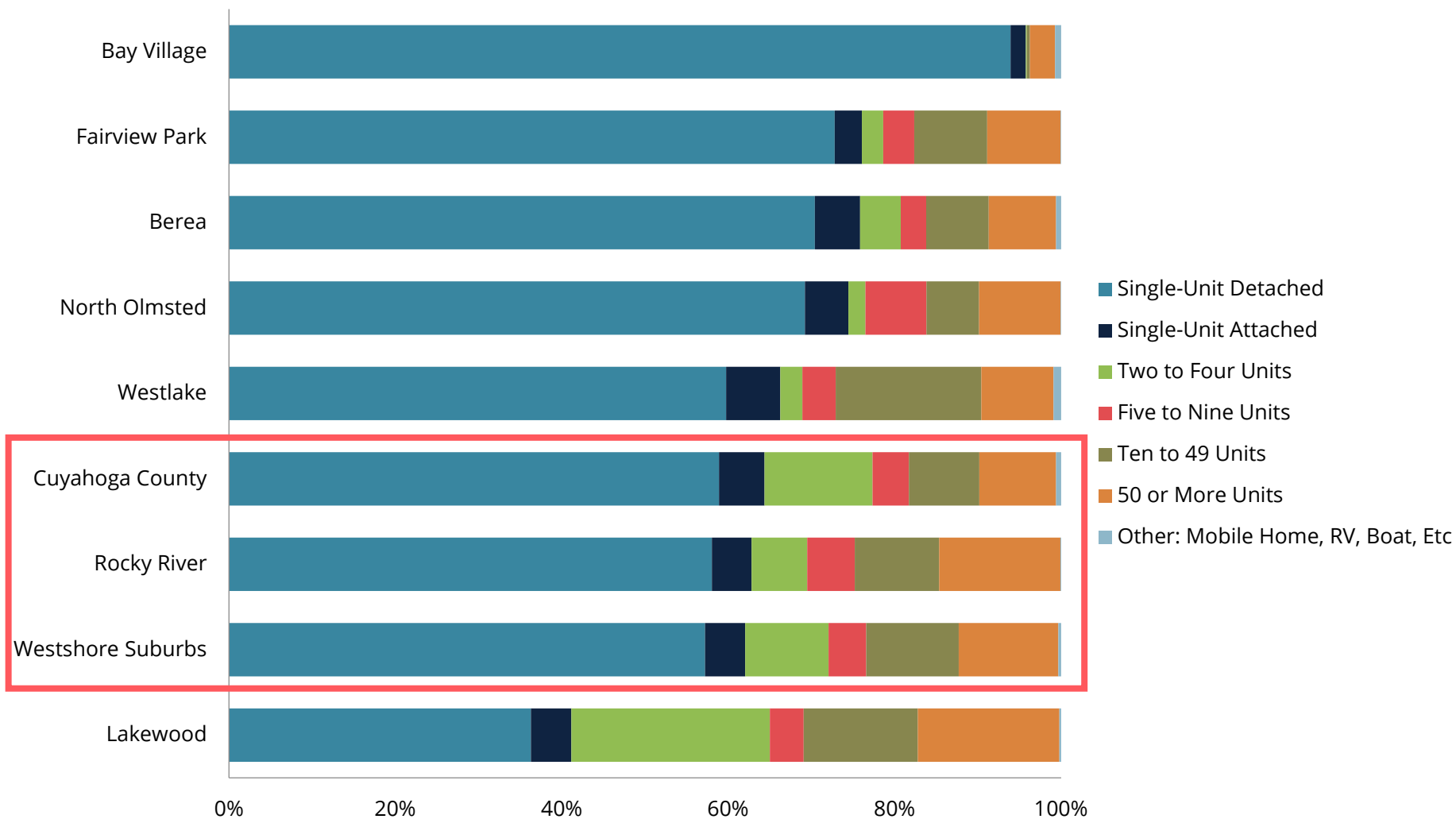


# UNITS IN STRUCTURE

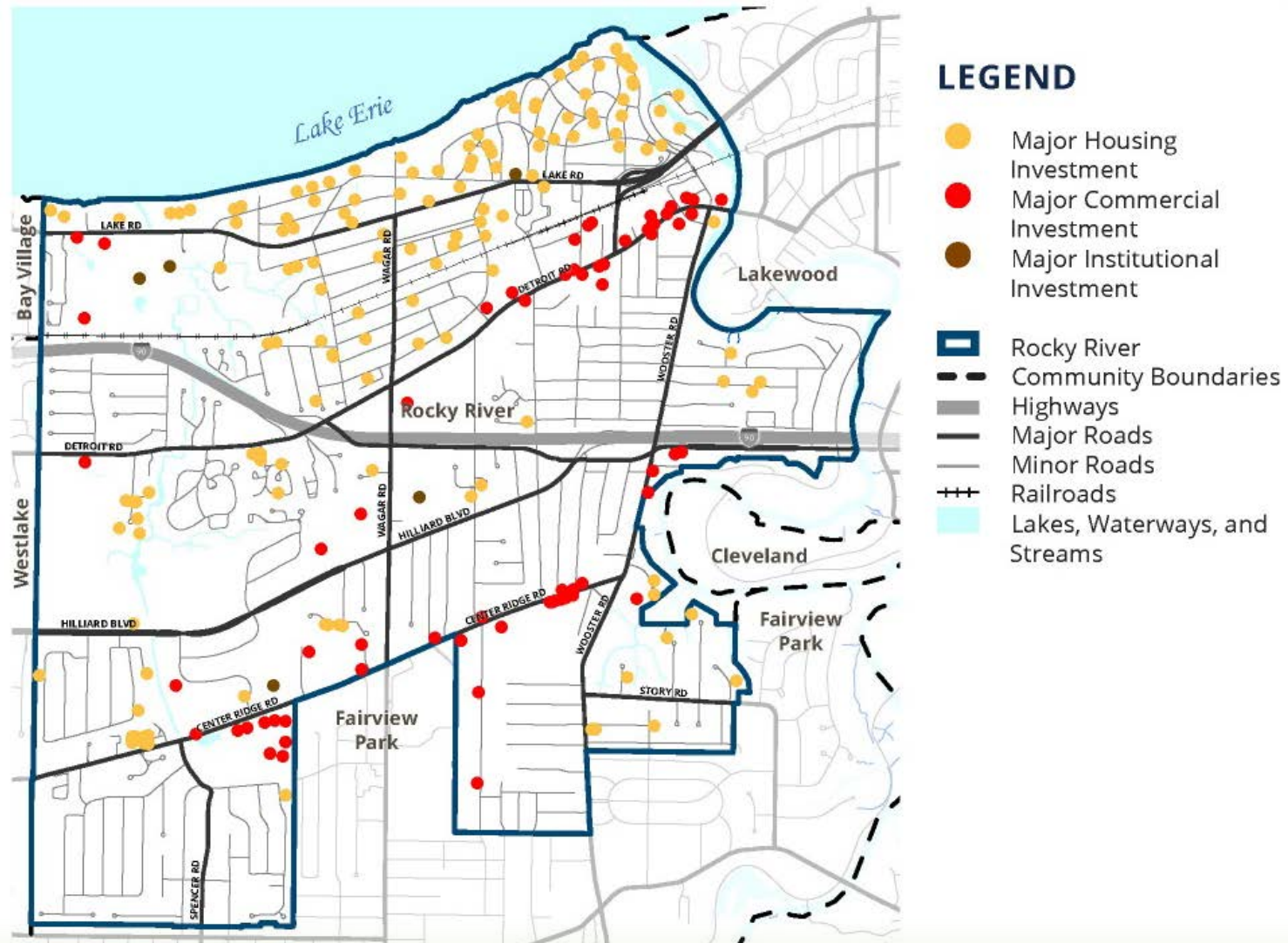




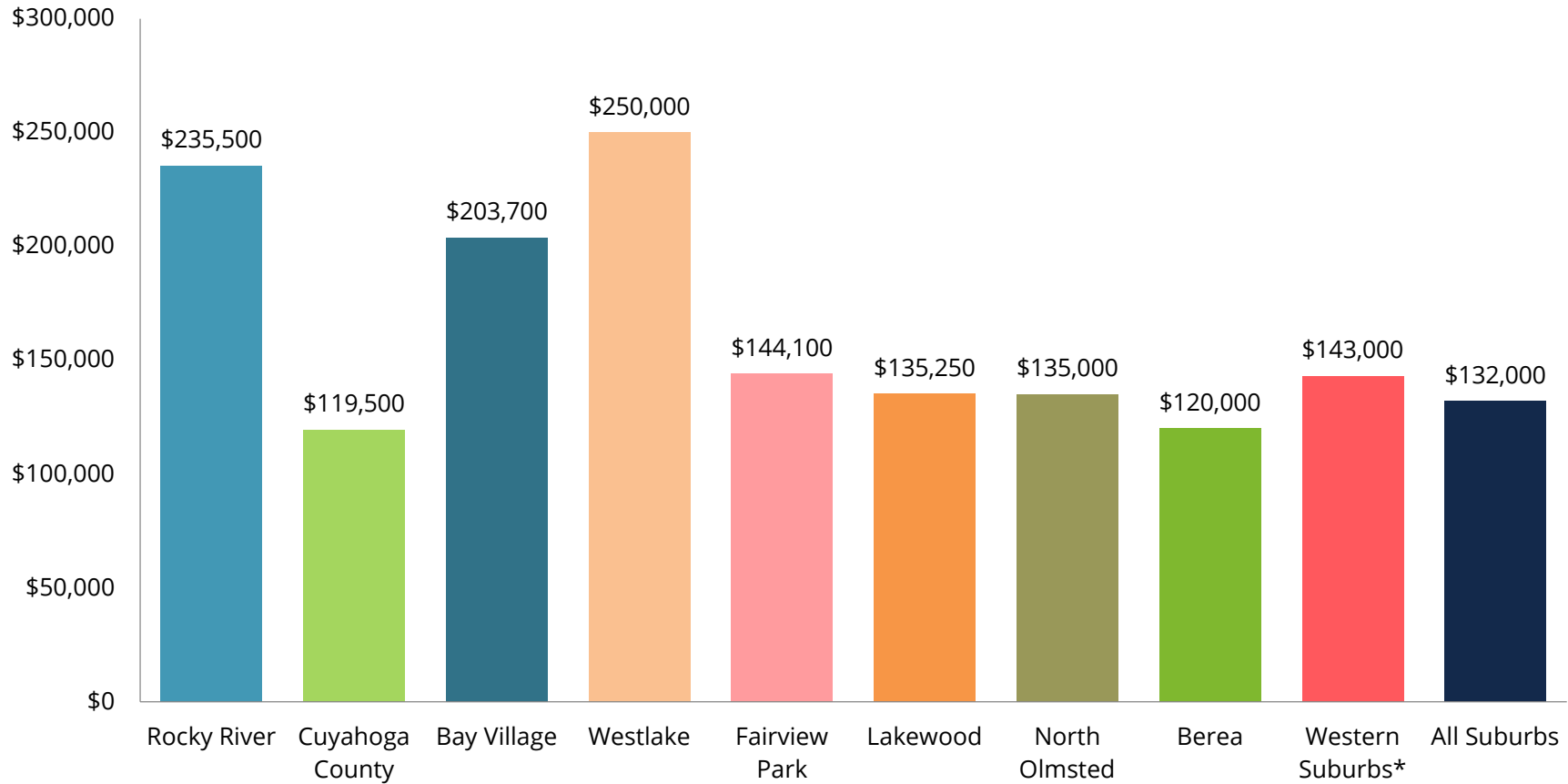
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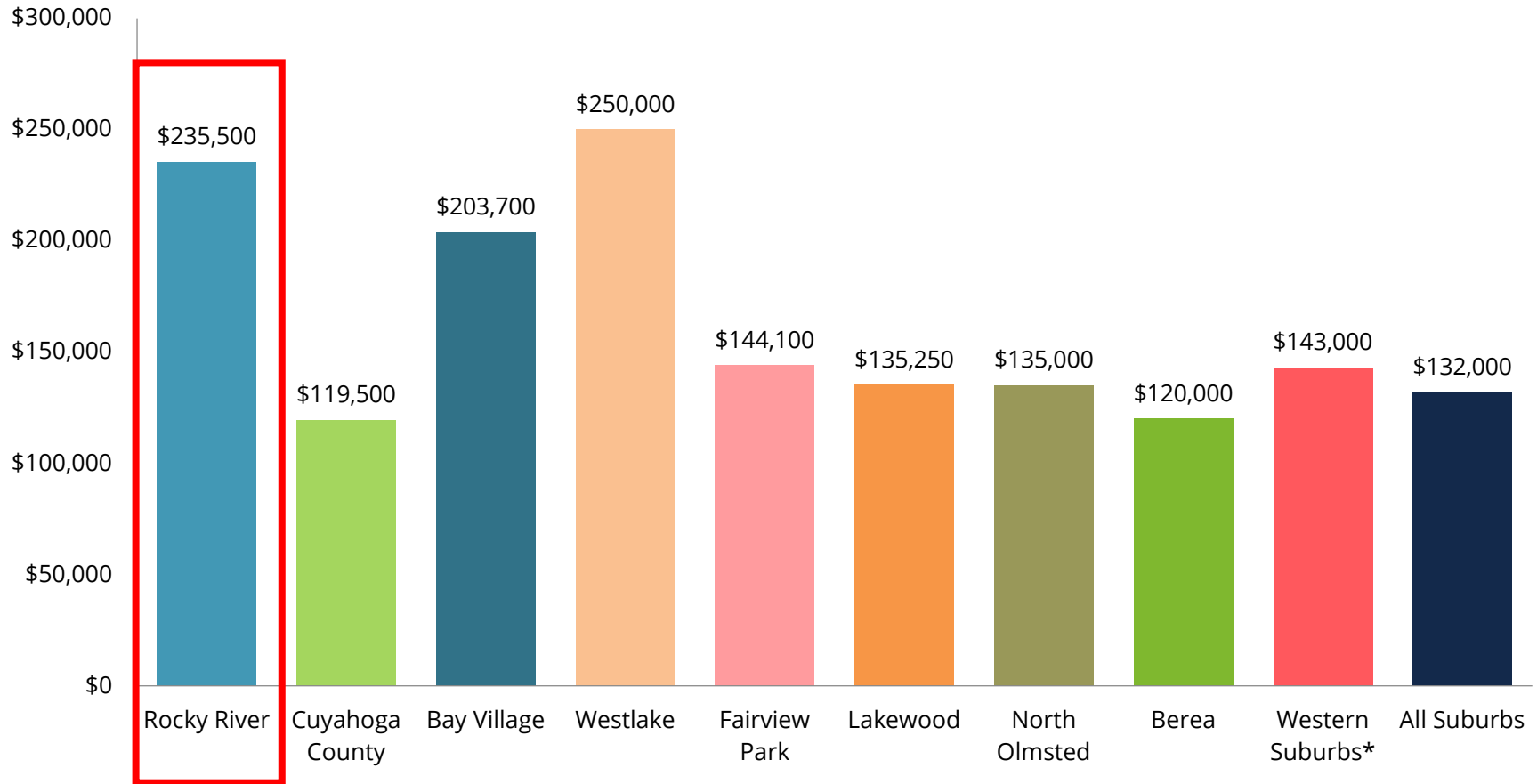
# MAJOR INVESTMENTS



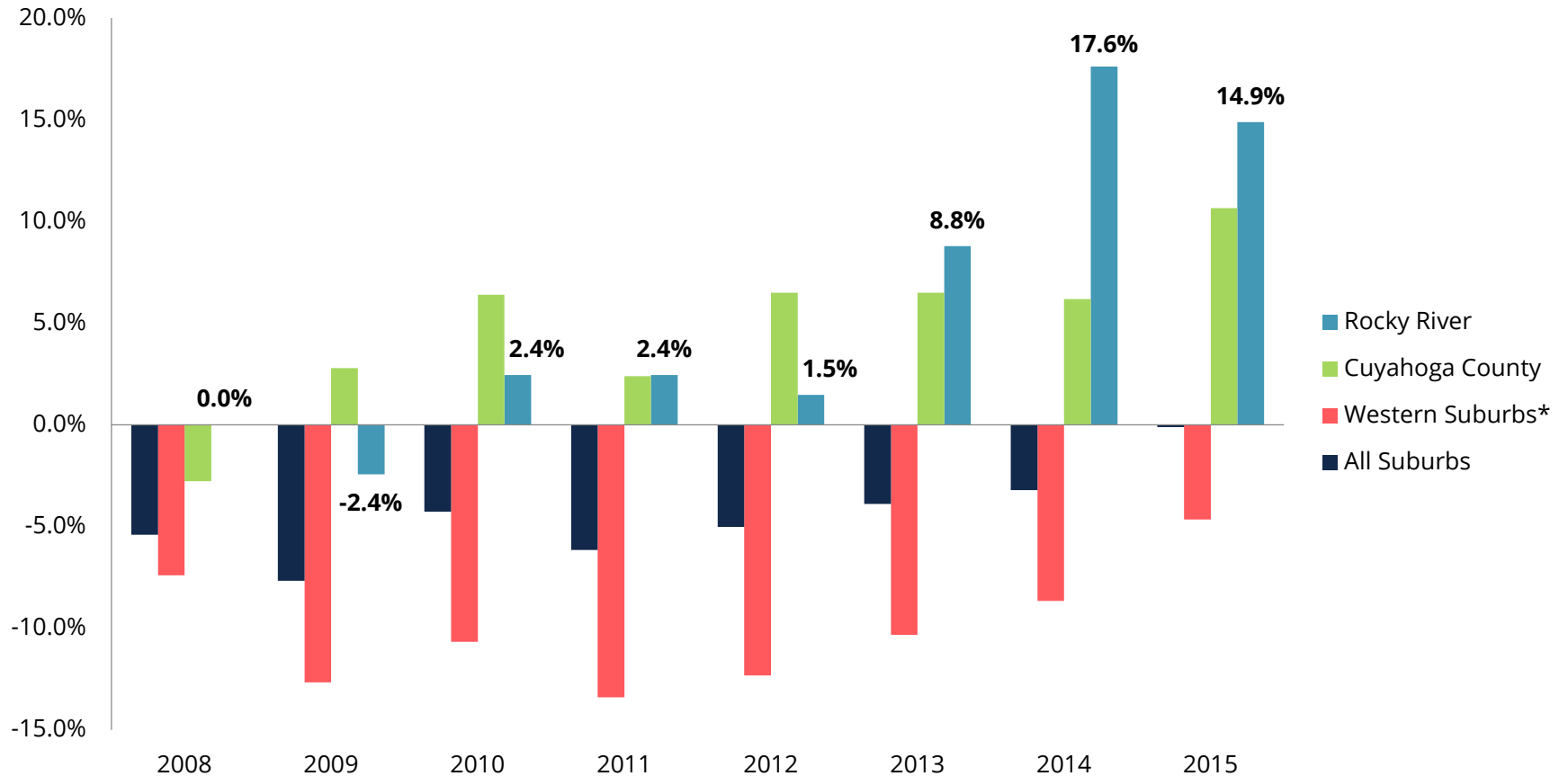
# MEDIAN SALES PRICE, 2015



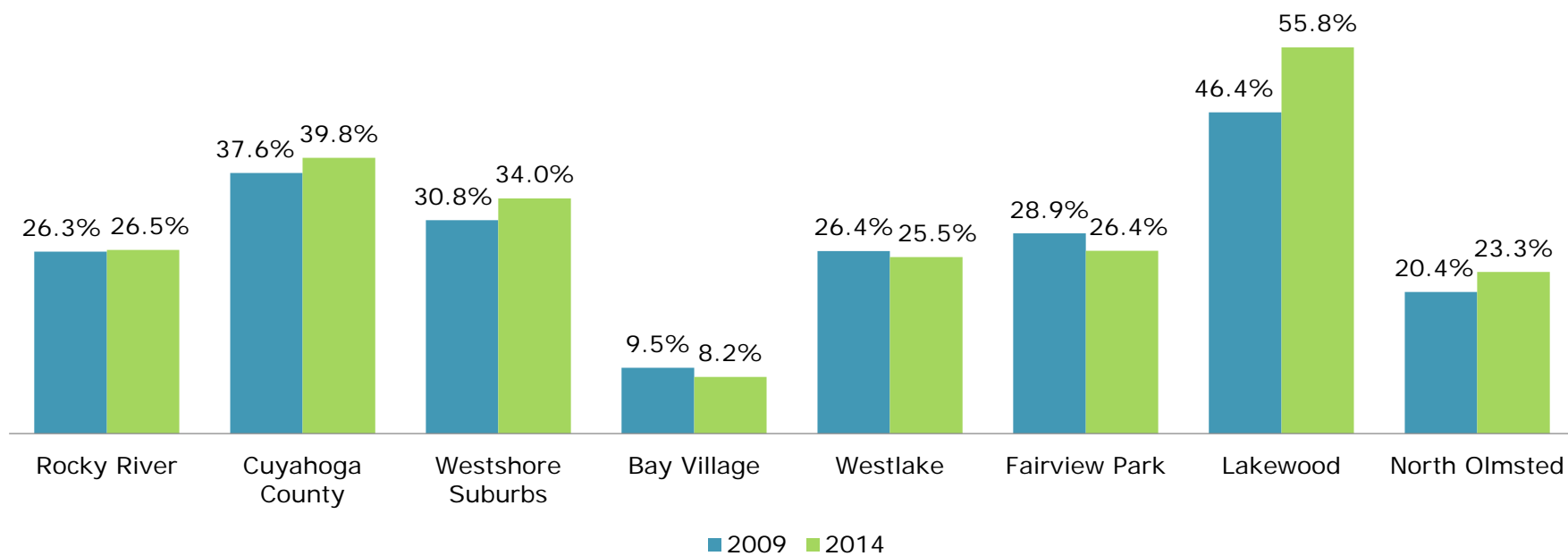
# MEDIAN SALES PRICE, 2015



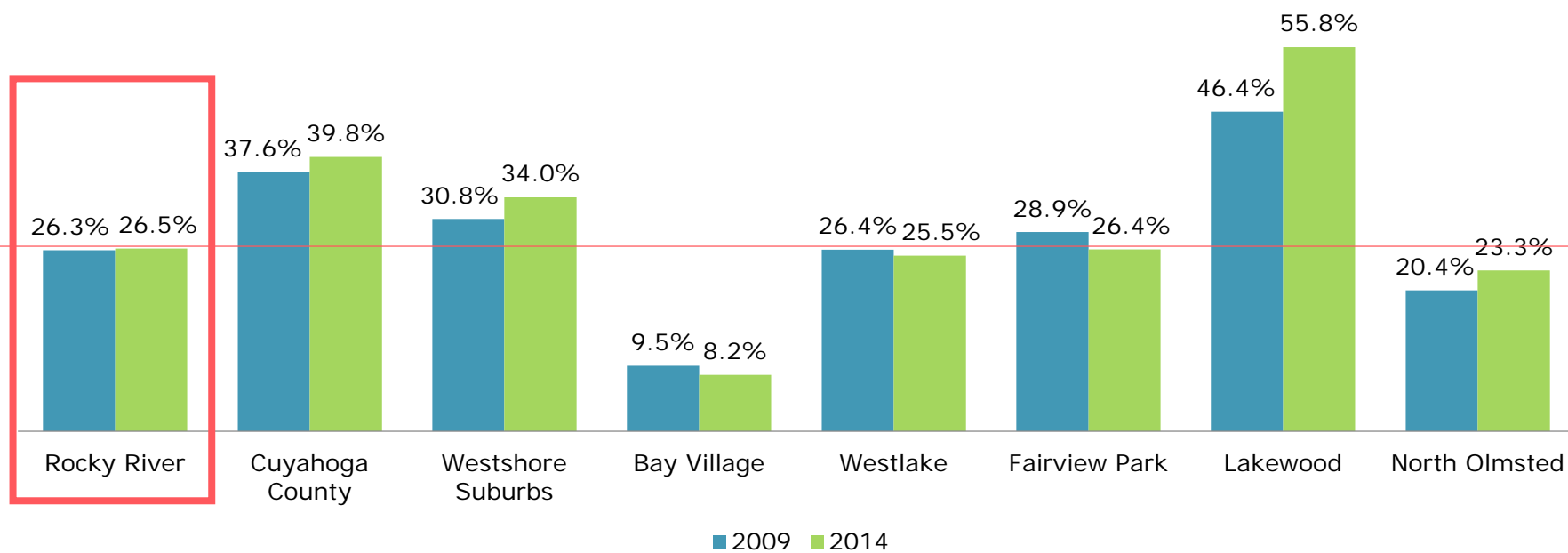
# CHANGE IN MEDIAN SALES PRICE, 2007-2015



# PERCENT RENTER-OCCUPIED UNITS

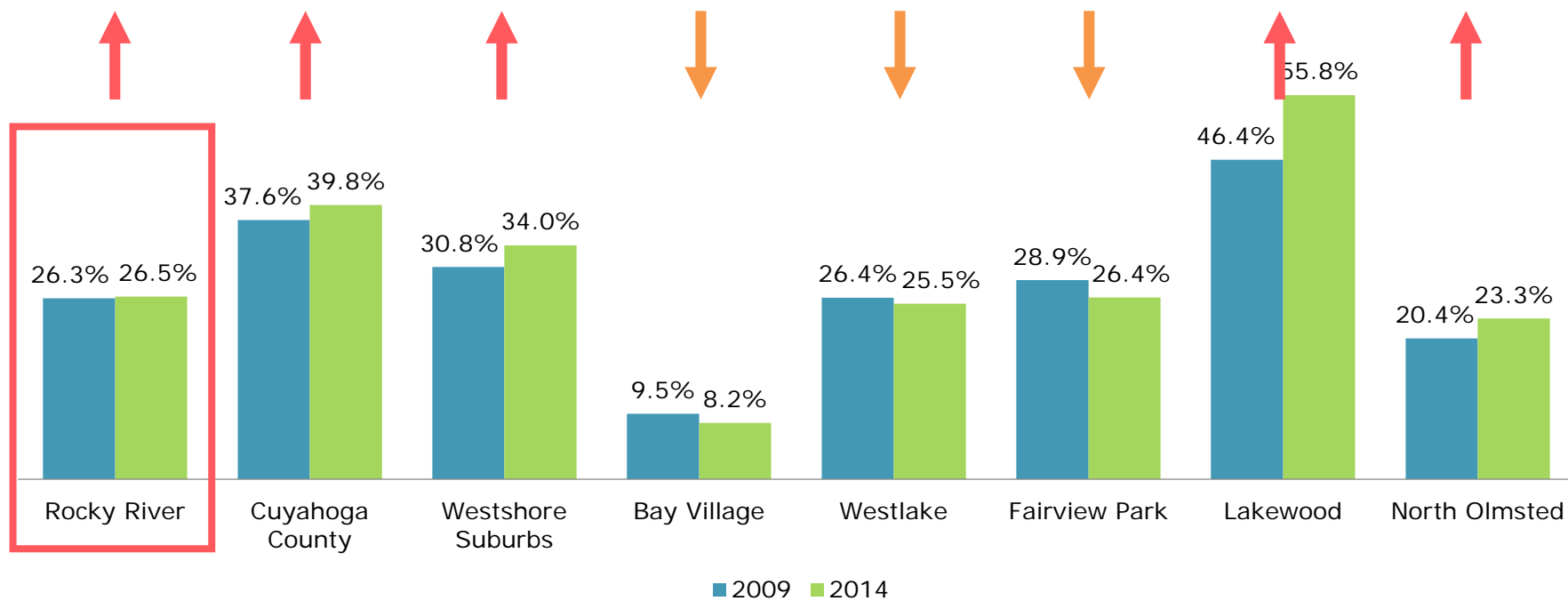


# PERCENT RENTER-OCCUPIED UNITS

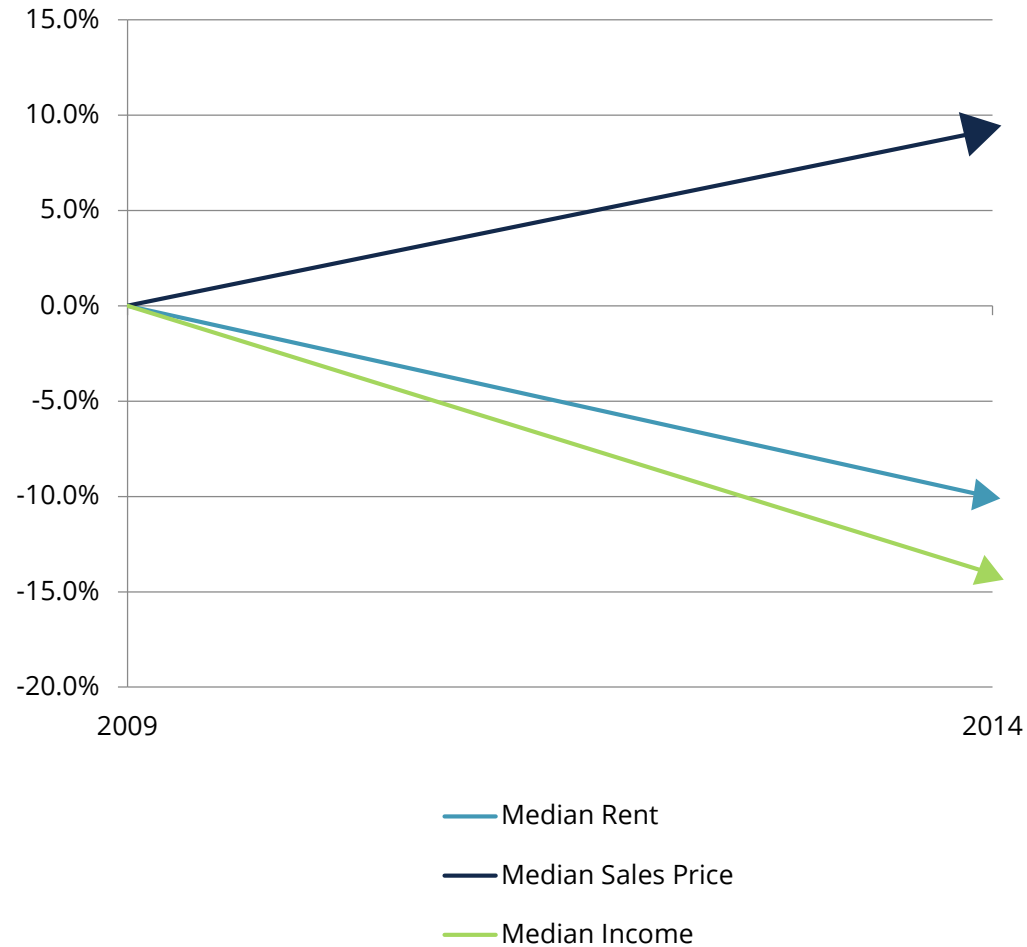




# PERCENT RENTER-OCCUPIED UNITS



# HOUSING AFFORDABILITY

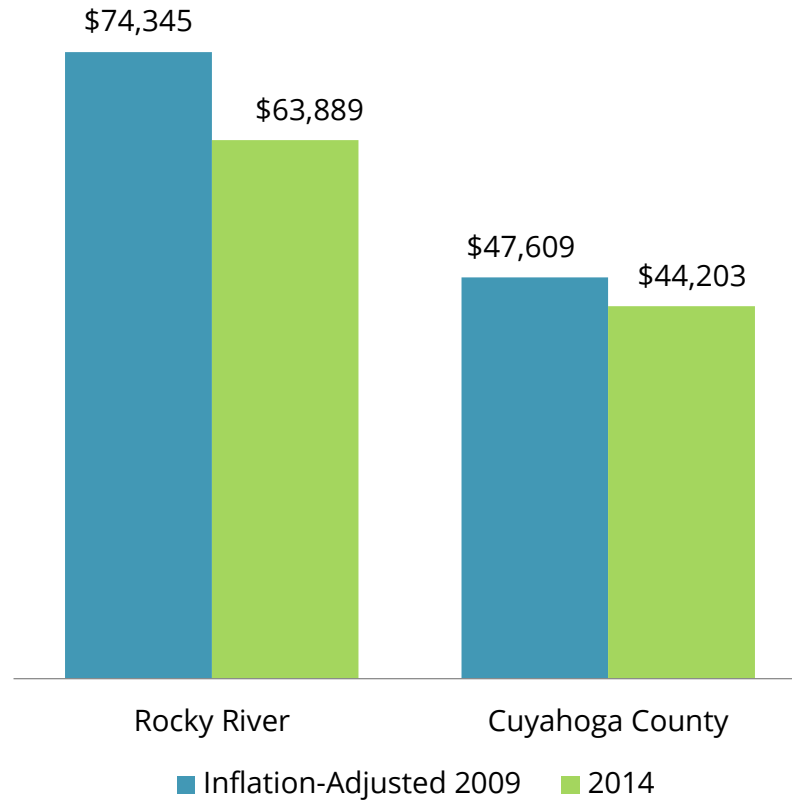




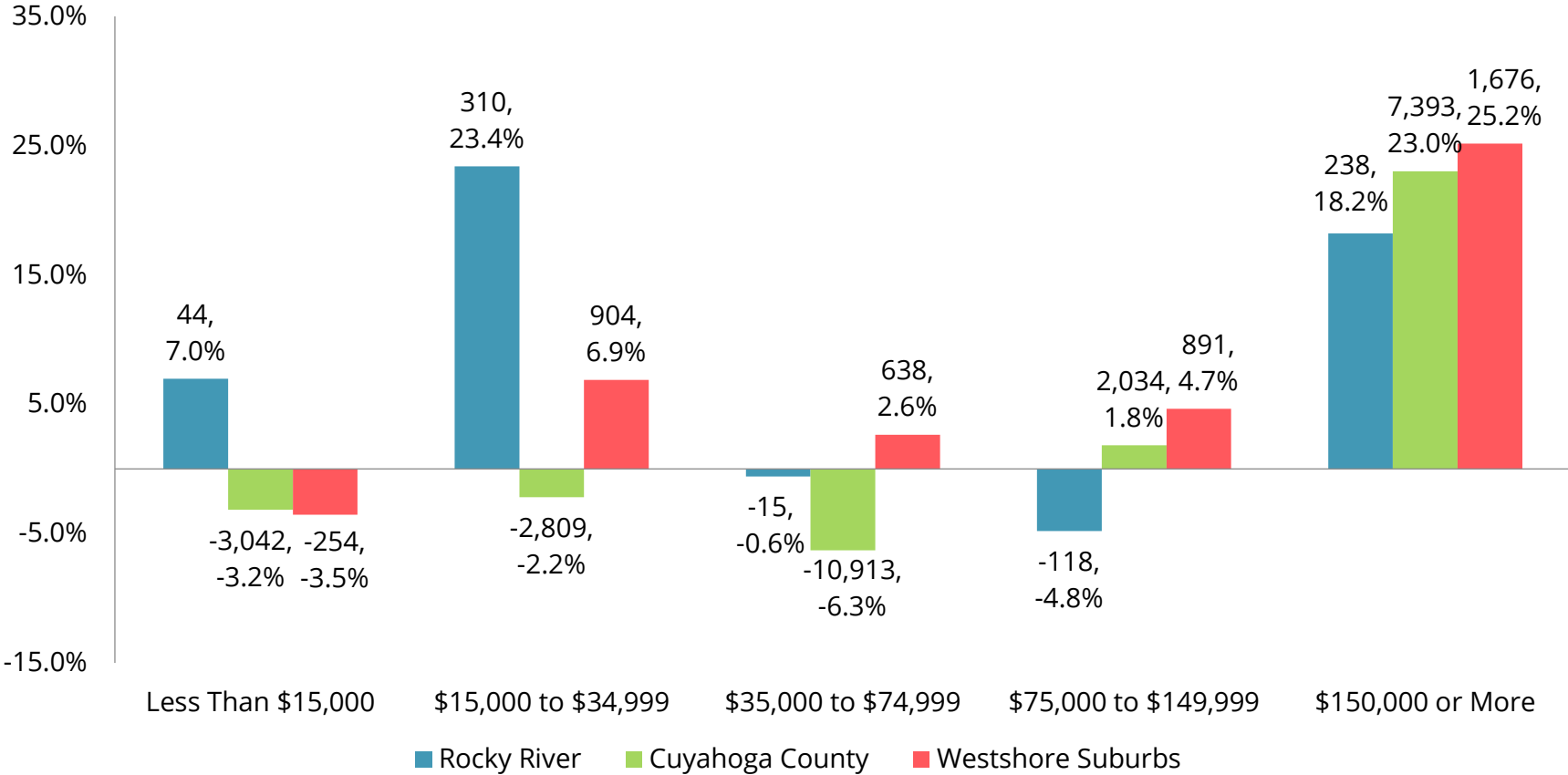
# **INCOME & EMPLOYMENT**



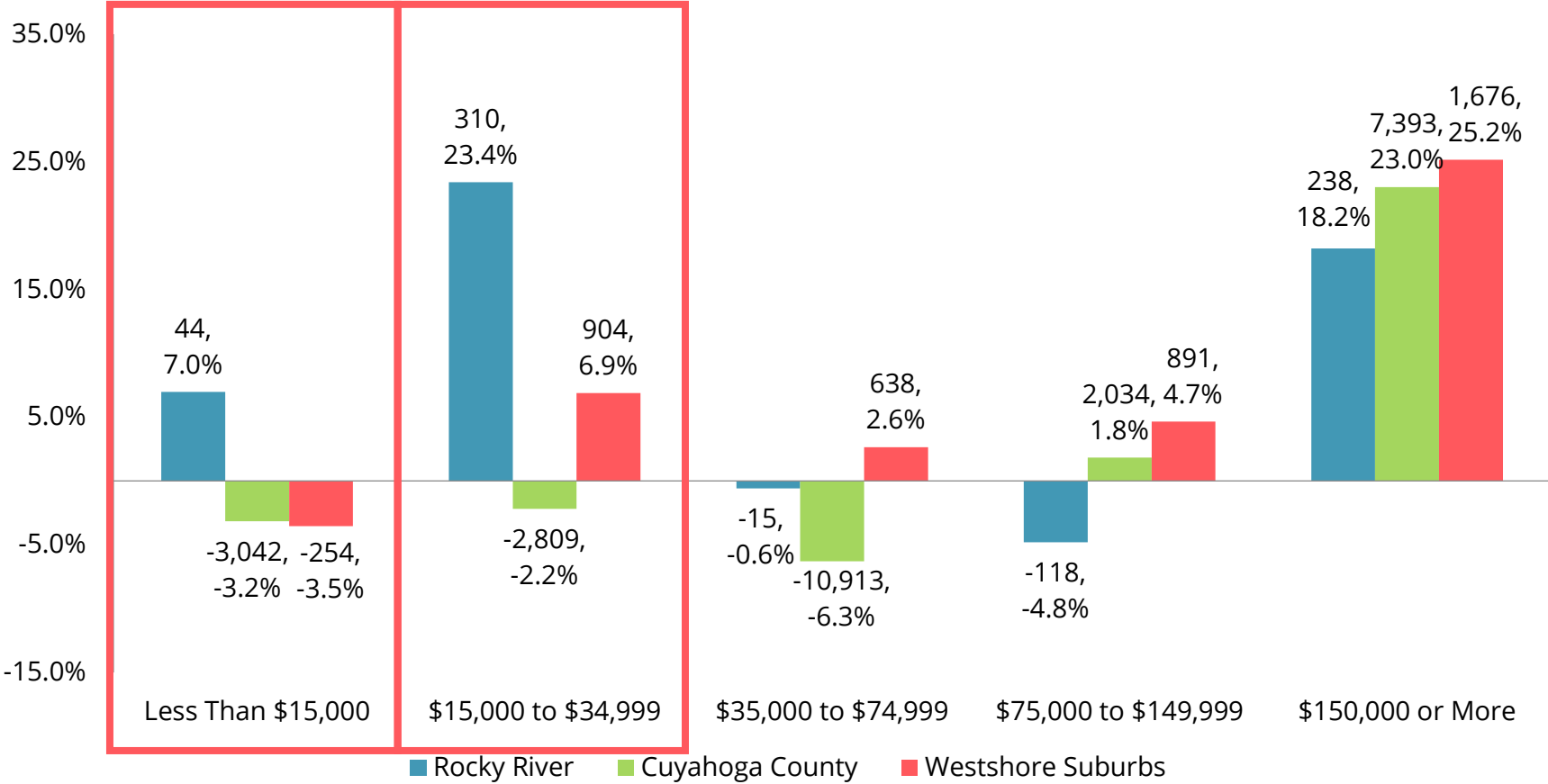
# CHANGE IN MEDIAN HOUSEHOLD INCOME



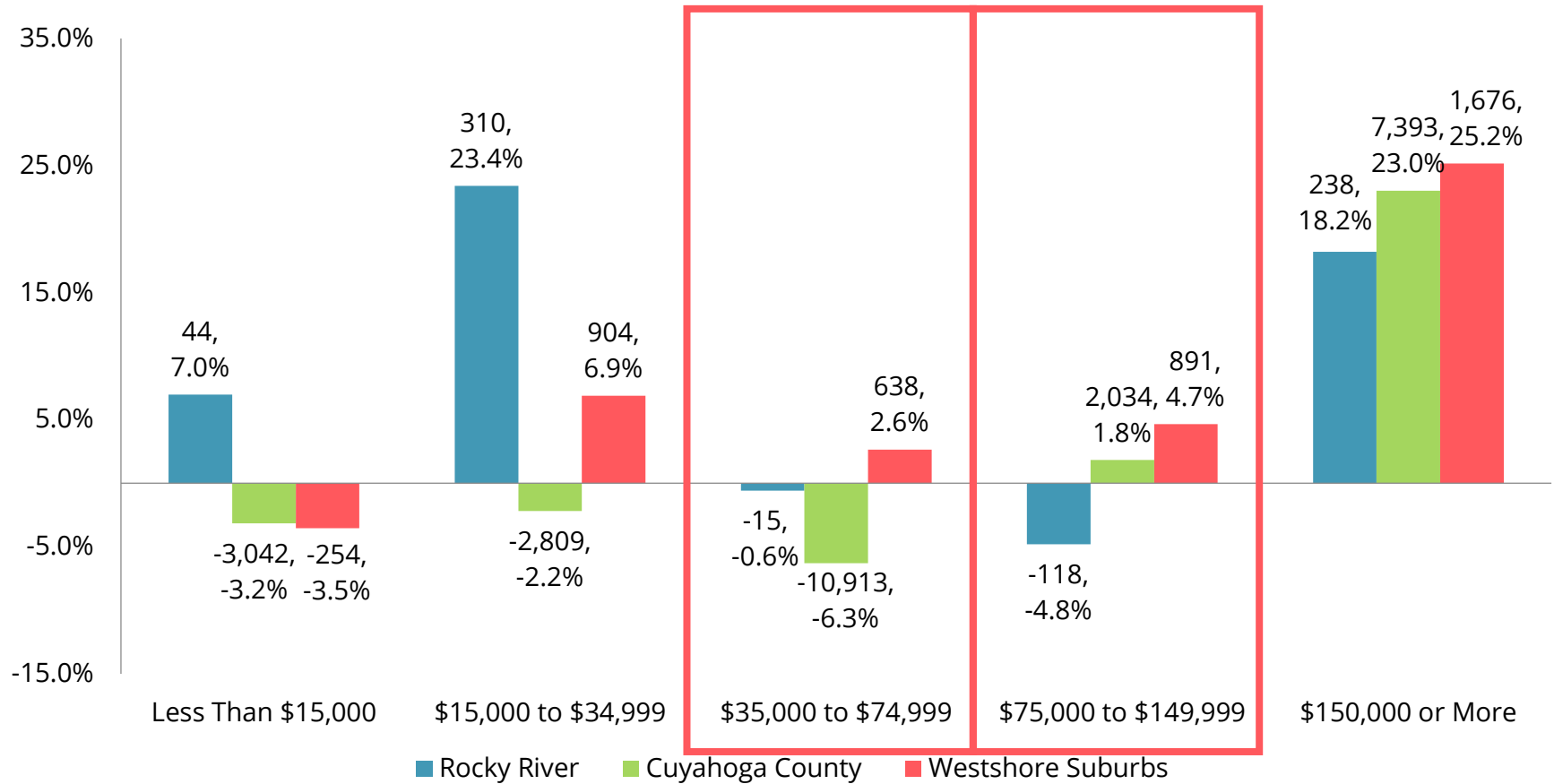
# CHANGE IN HOUSEHOLDS BY INCOME CATEGORY



# CHANGE IN HOUSEHOLDS BY INCOME CATEGORY

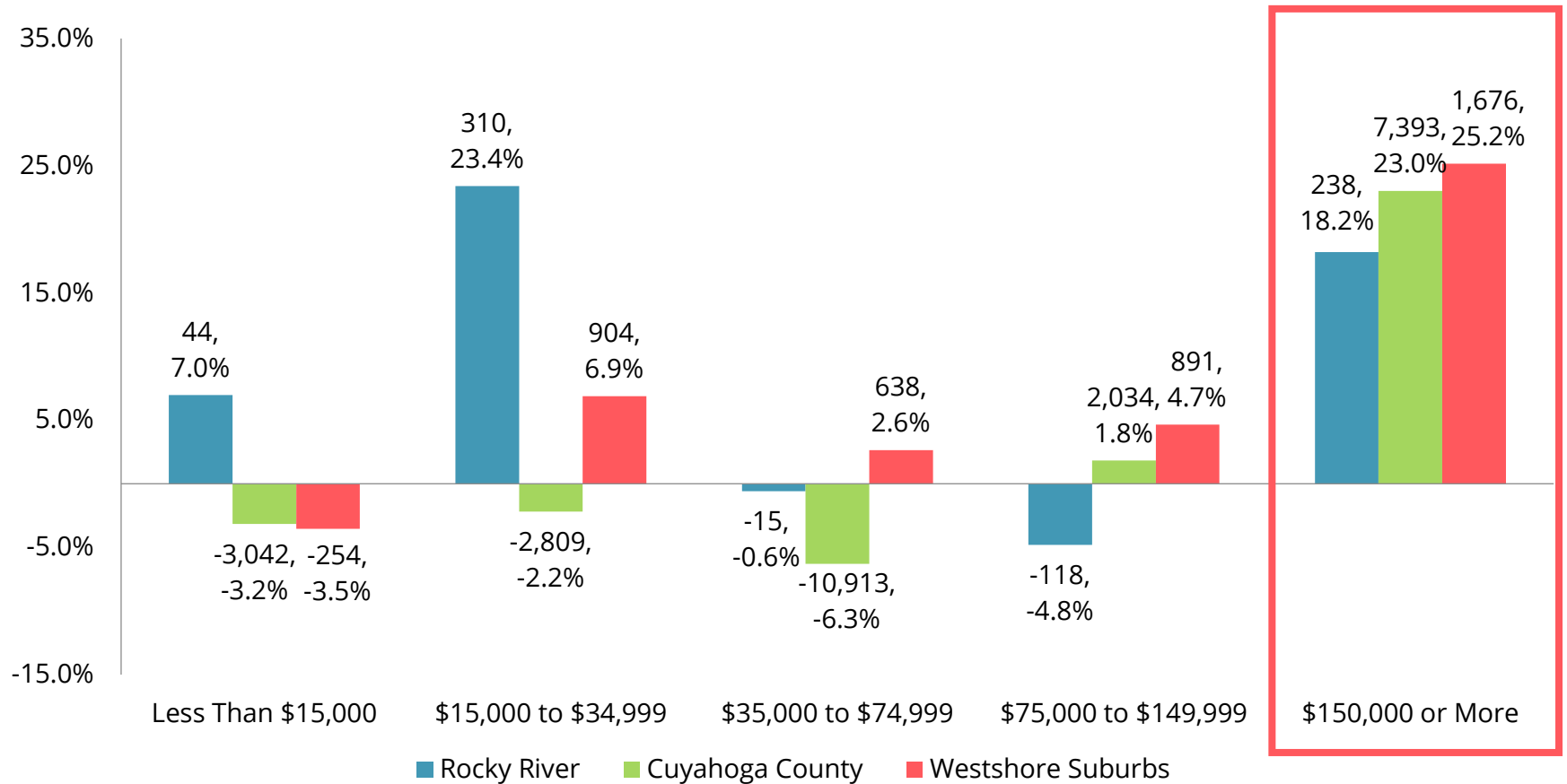


# CHANGE IN HOUSEHOLDS BY INCOME CATEGORY

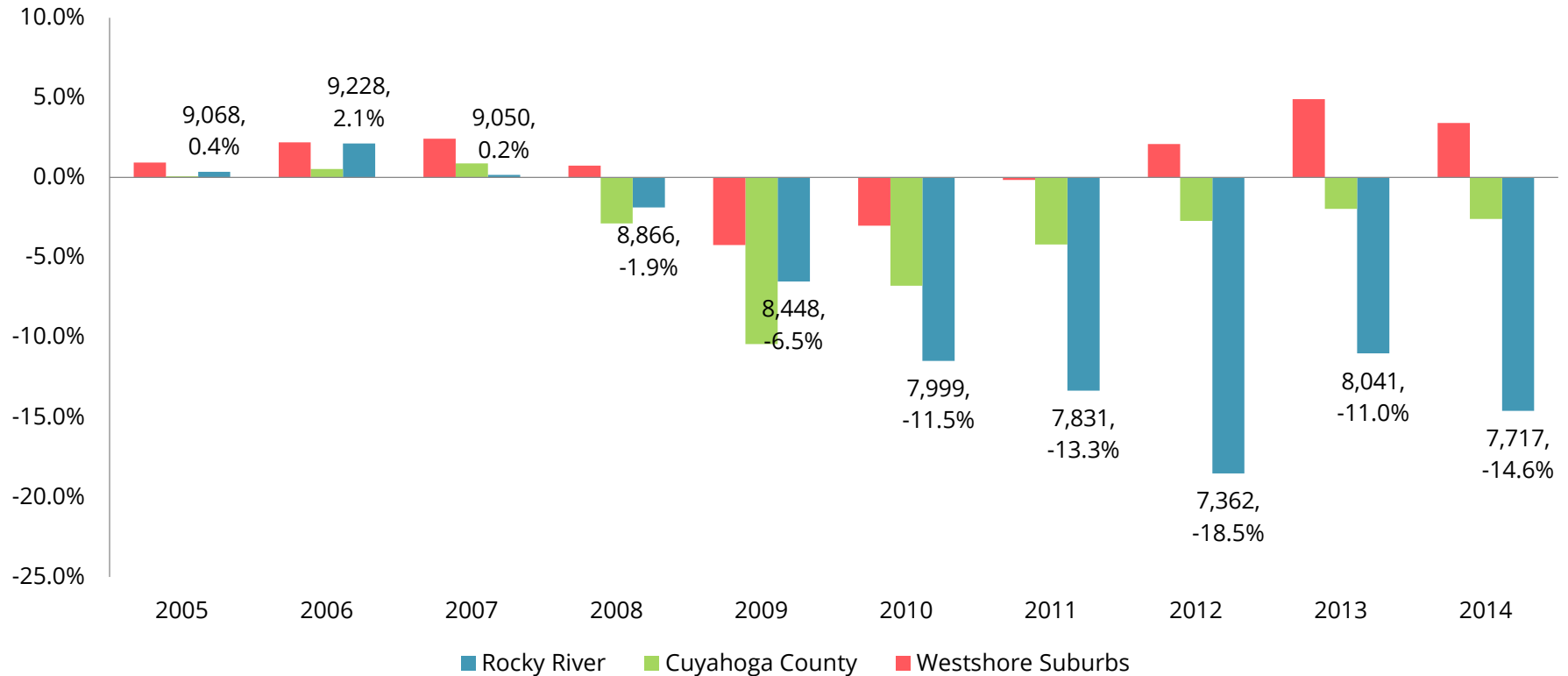




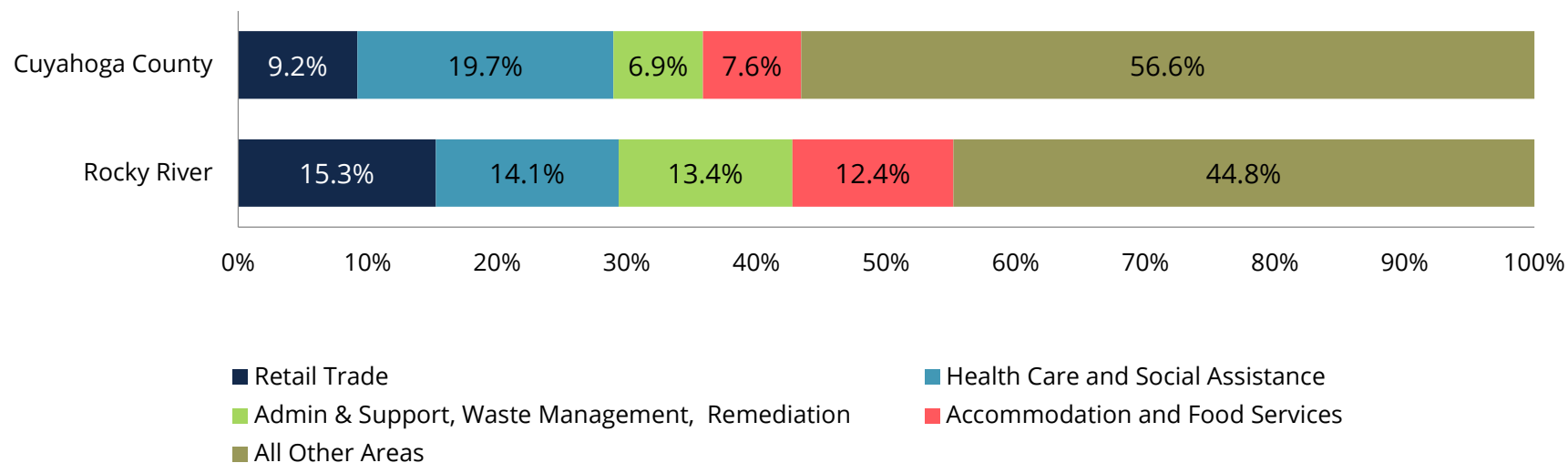
# CHANGE IN HOUSEHOLDS BY INCOME CATEGORY



# TOTAL JOBS AND PERCENT CHANGE FROM 2004



# EMPLOYMENT BY SECTOR





# **TRANSPORTATION & INFRASTRUCTURE**



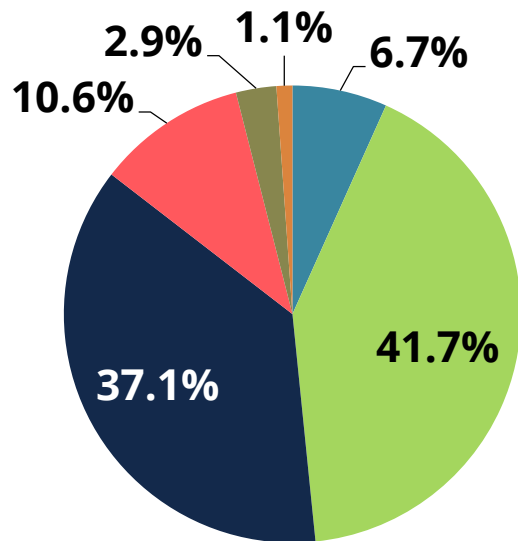
# COMMUTING LOCATIONS



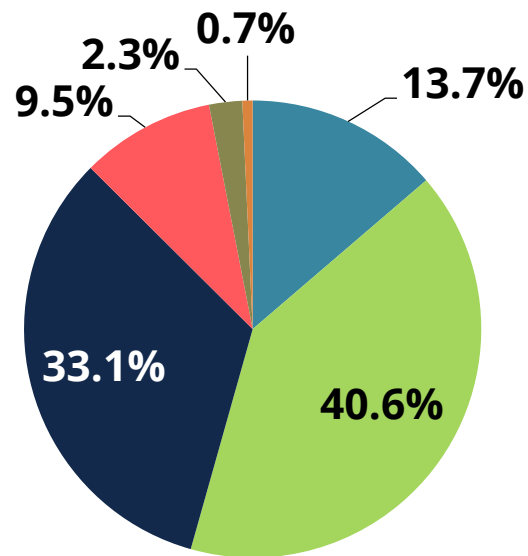
Destination	Number of Residents Employed at Destination
Greater Downtown Cleveland*	1,611
Westlake	573
Cleveland Far West Side**	542
University Circle	502
Lakewood	383
All Other Destinations	4,965

# VEHICLE OWNERSHIP

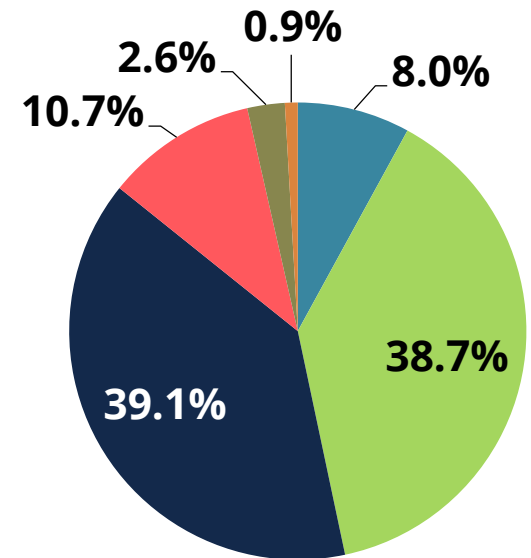
Rocky River



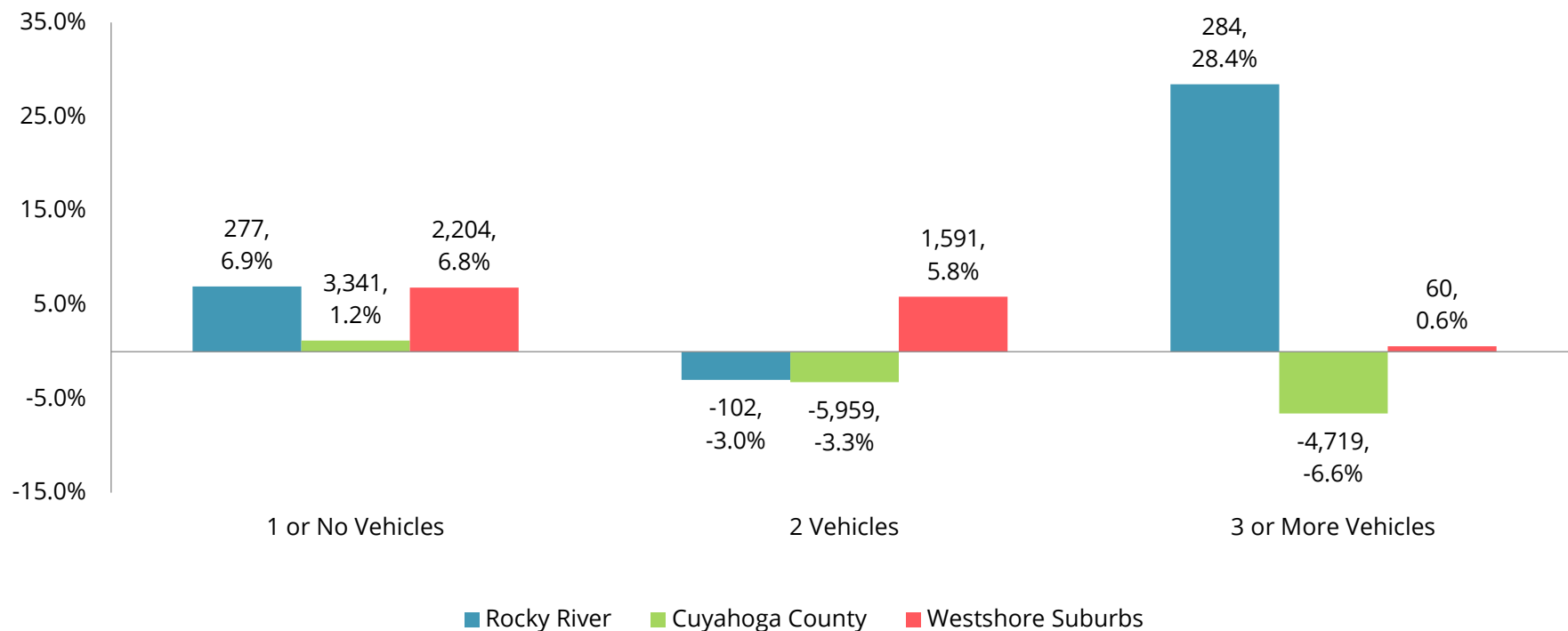
Cuyahoga County



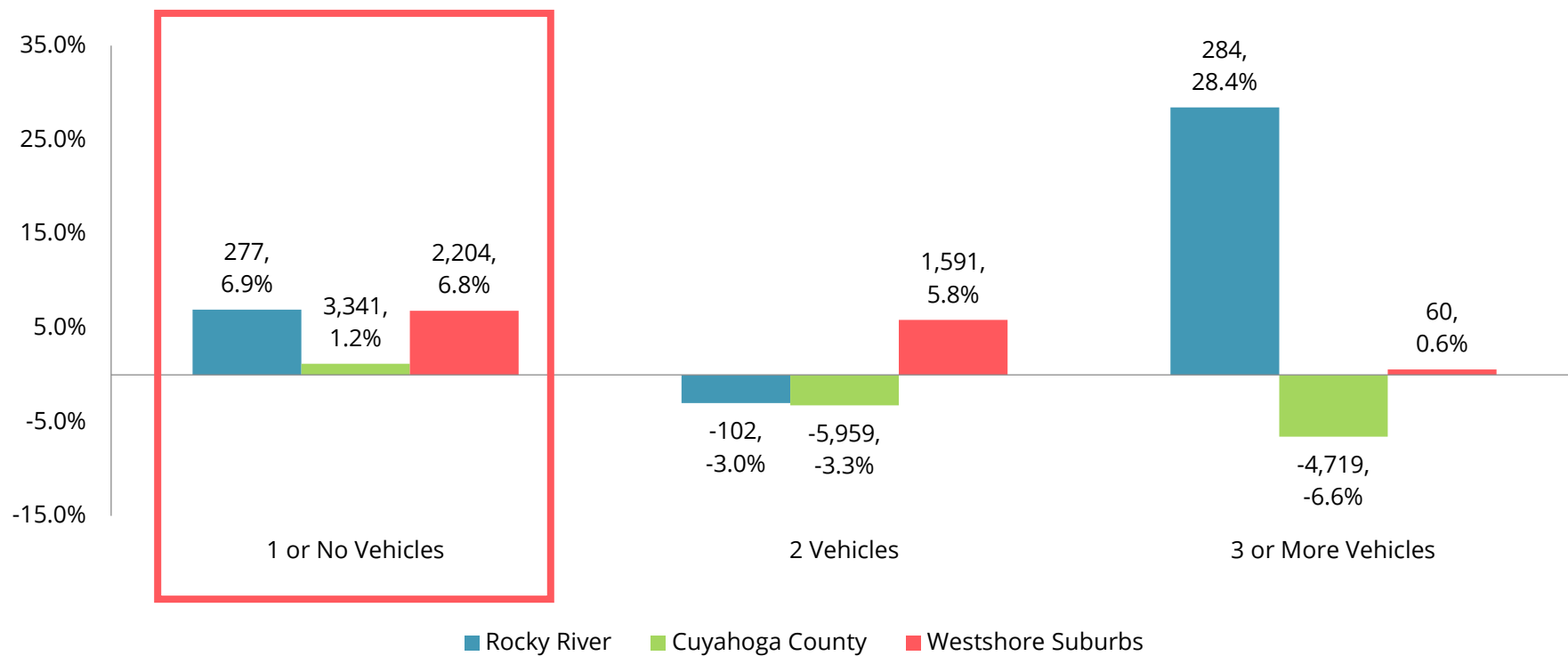
Westshore Suburbs



# CHANGE IN VEHICLE OWNERSHIP

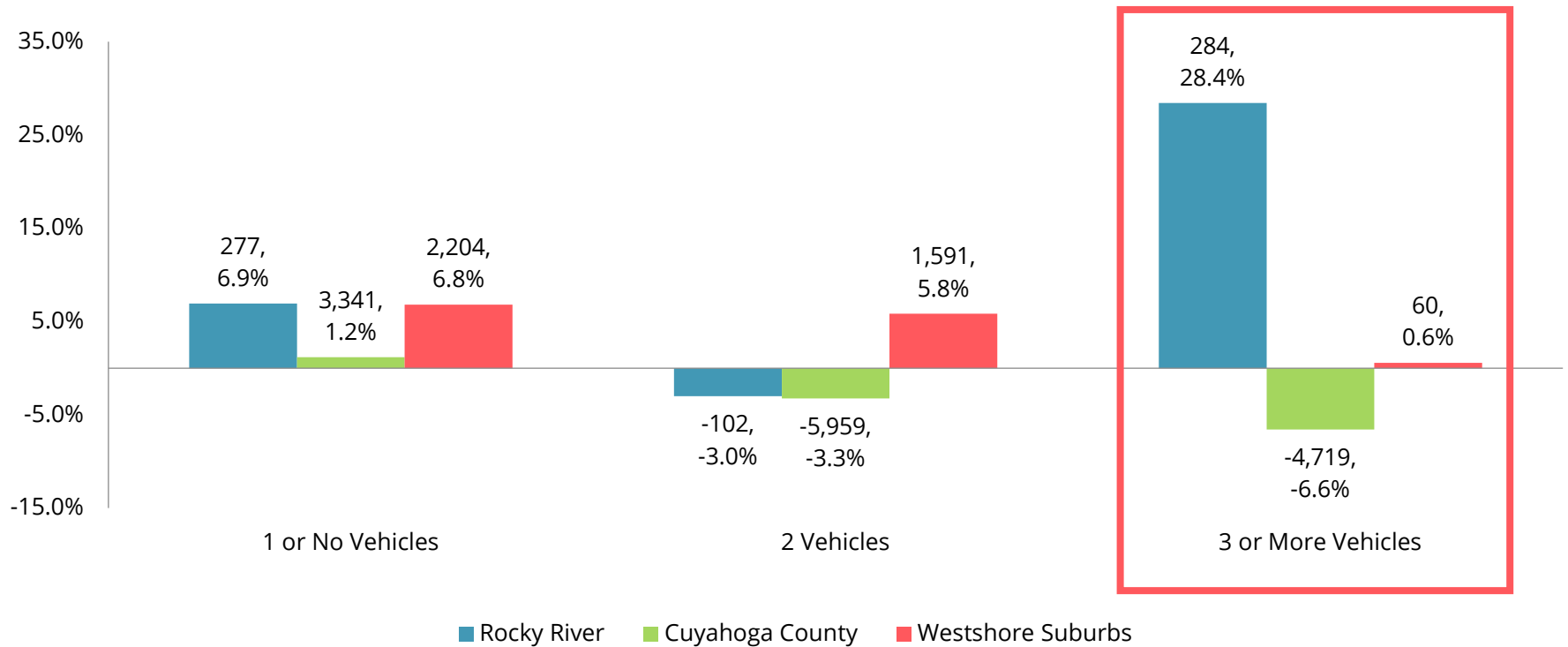


# CHANGE IN VEHICLE OWNERSHIP

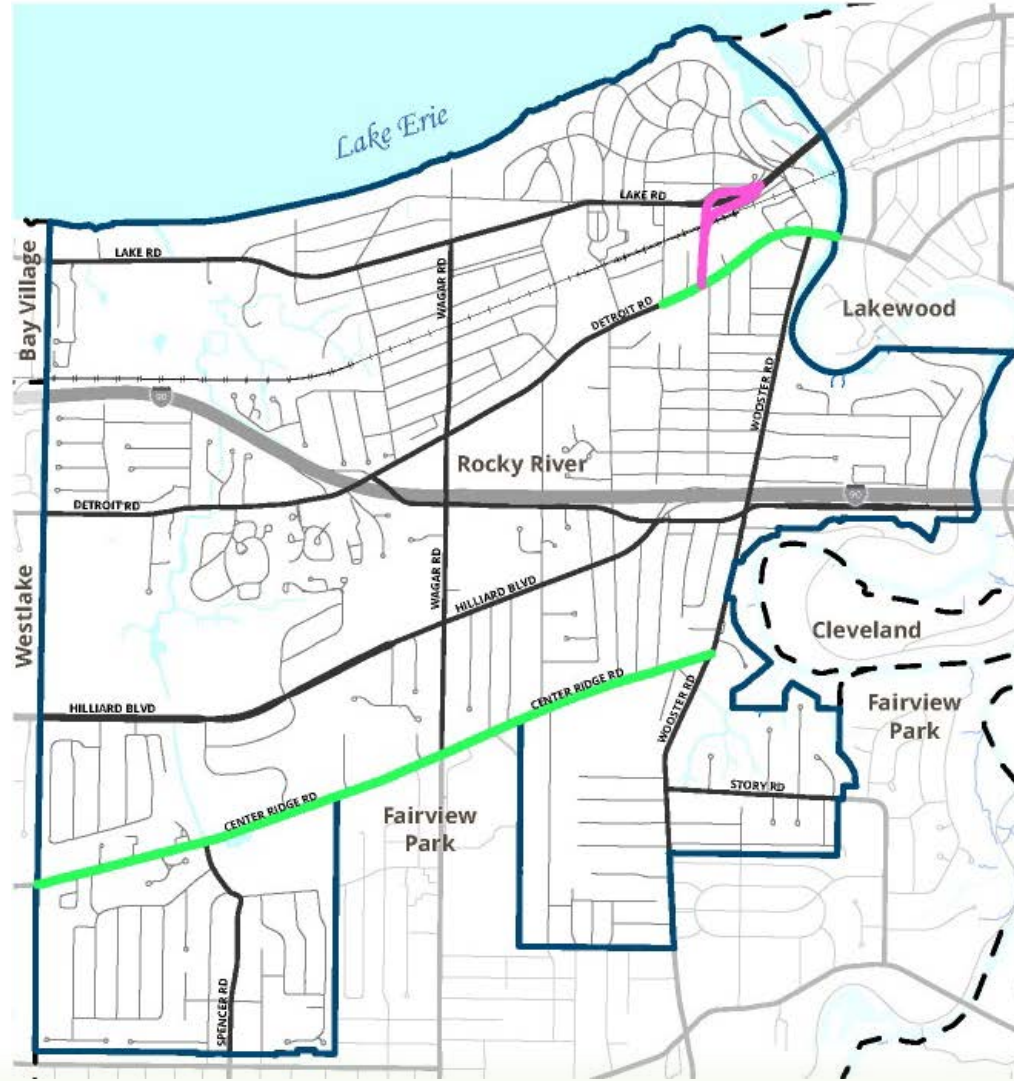




# CHANGE IN VEHICLE OWNERSHIP



# ROAD SYSTEM



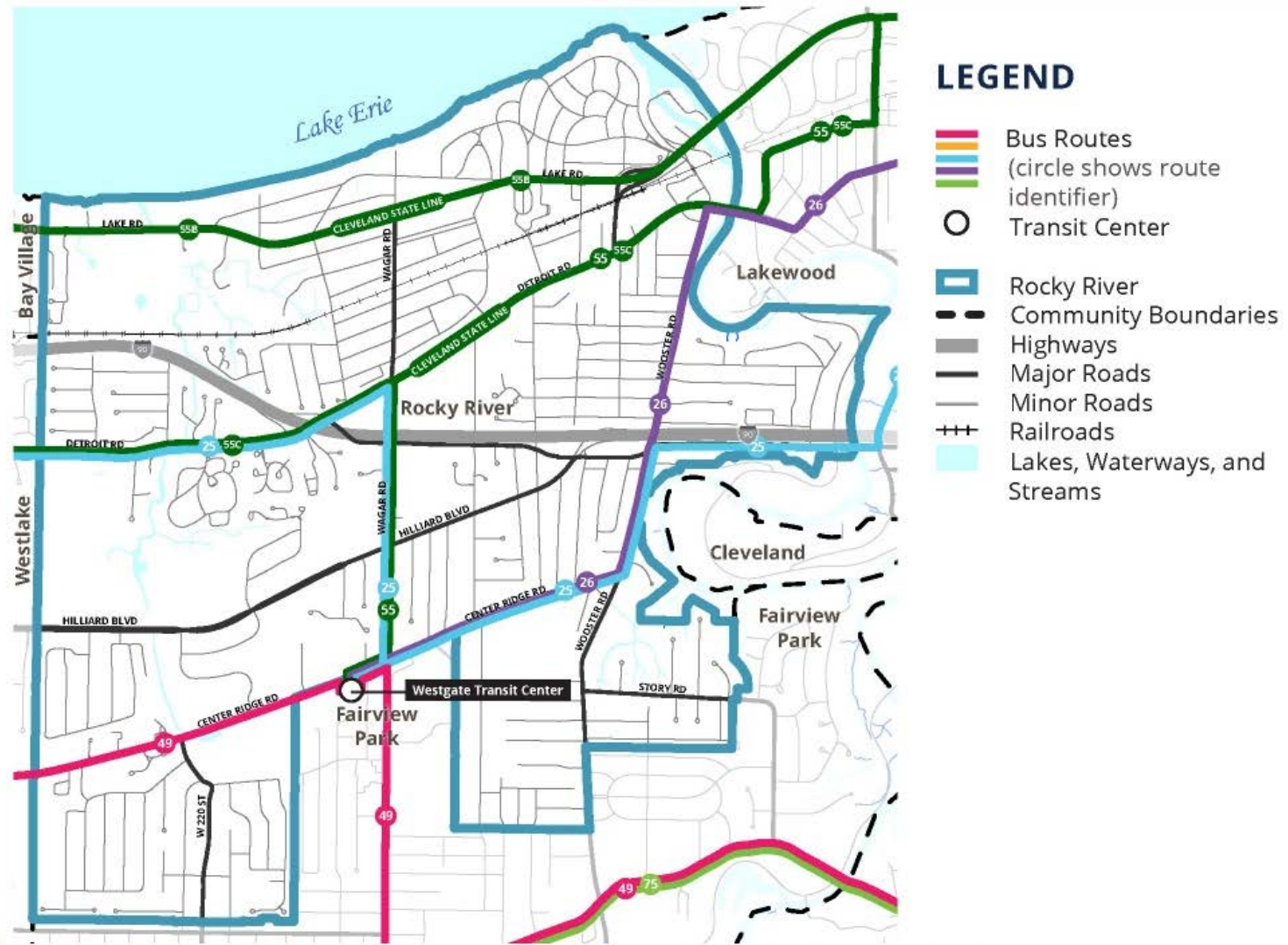
## LEGEND

### Road System Changes

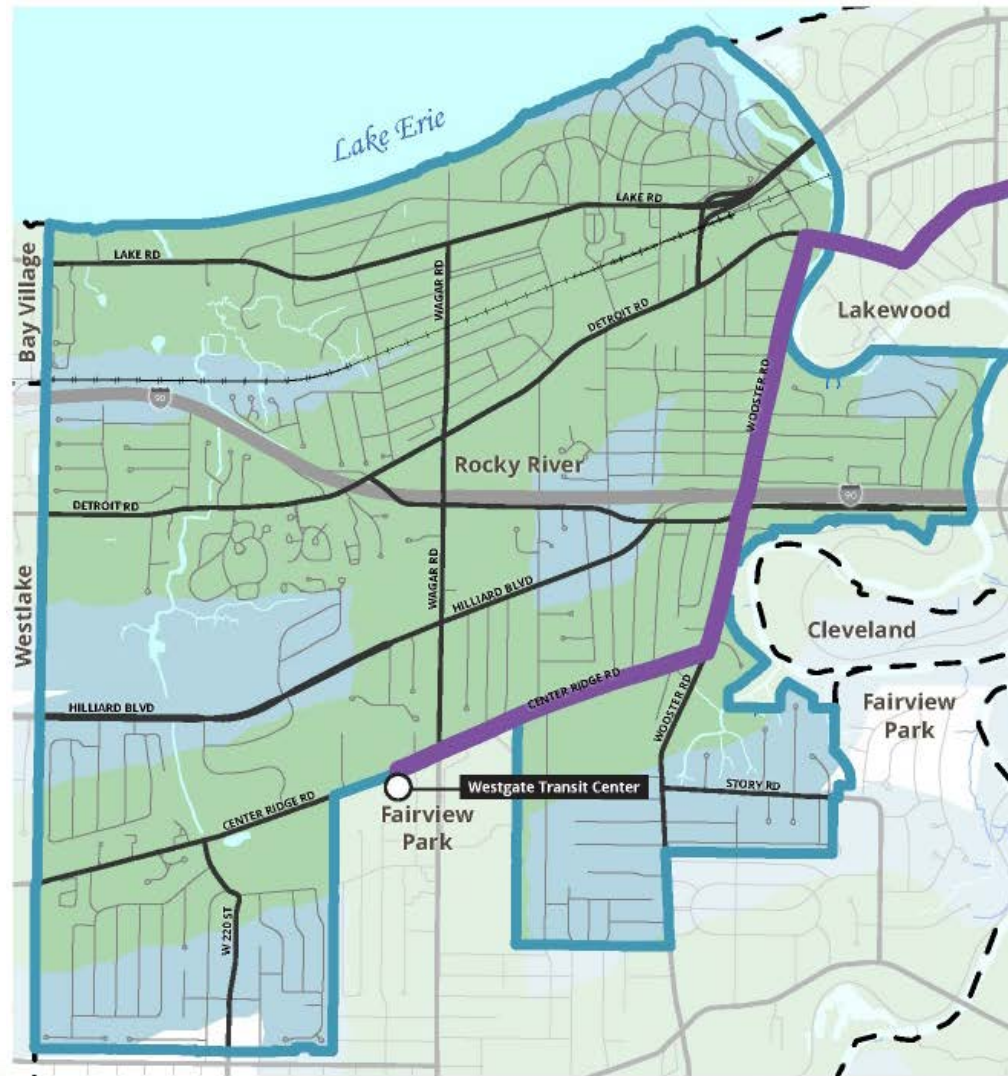
- Proposed Streetscapes
- Proposed Marion Ramp Removal and Reconfiguration

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

# TRANSIT ROUTES



# TRANSIT COVERAGE



## LEGEND

### Proximity to a Bus Stop

Areas within a 1/4 Mile

Areas within a 1/2 Mile

Identified Priority

Transit Route

Transit Center

Rocky River

Community Boundaries

Highways

Major Roads

Minor Roads

Railroads

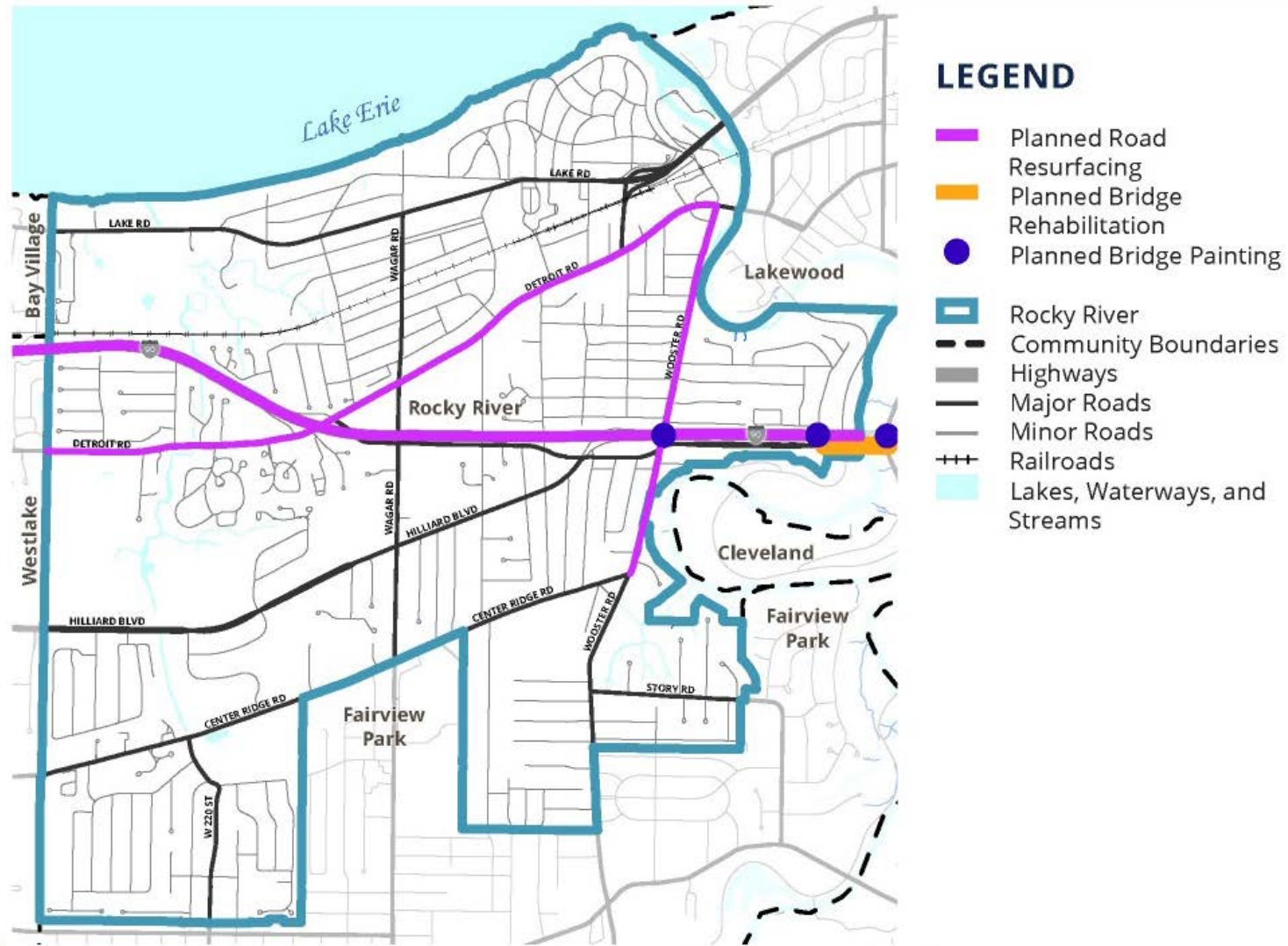
Lakes, Waterways, and Streams



# BIKE ROUTES



# REGIONAL CAPITAL IMPROVEMENTS

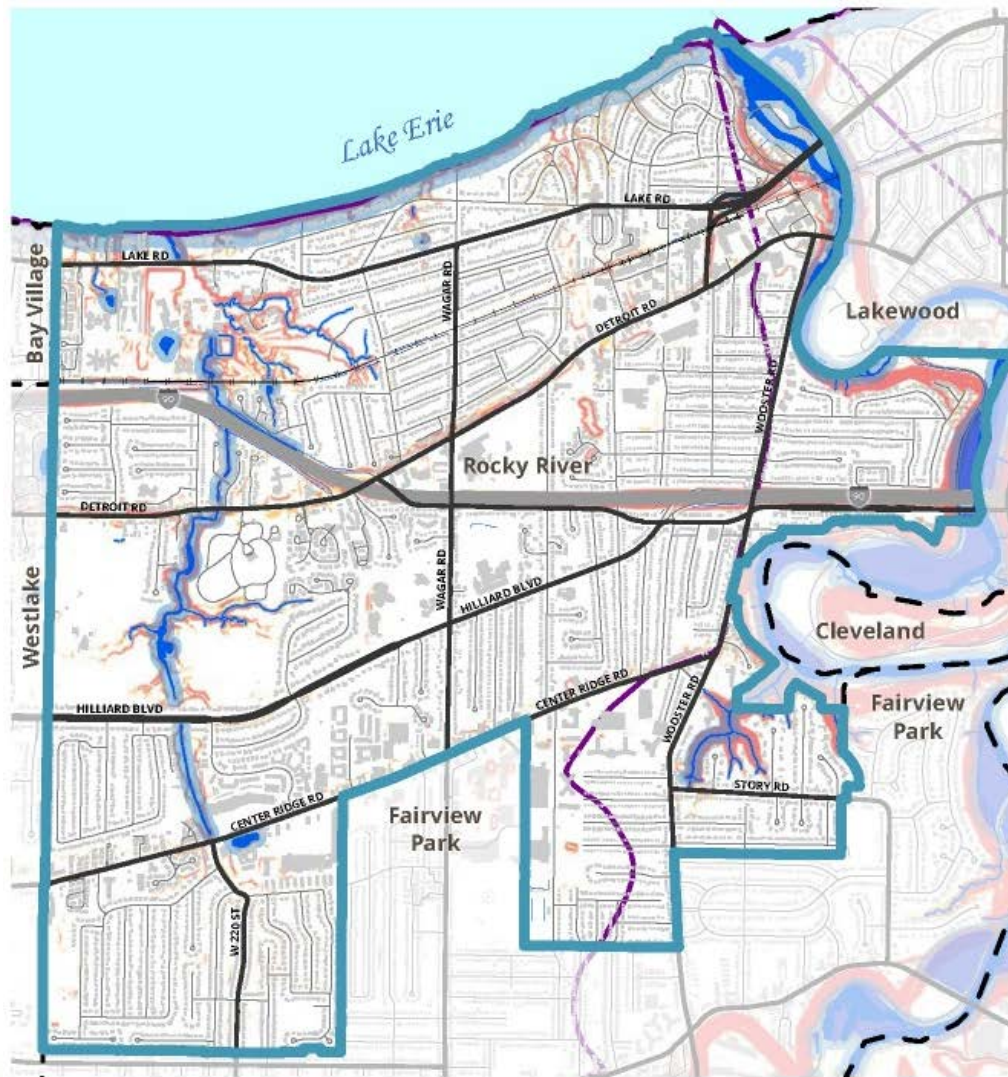




# **LAND USE & ZONING**



# WATERWAYS & 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



# TREE CANOPY



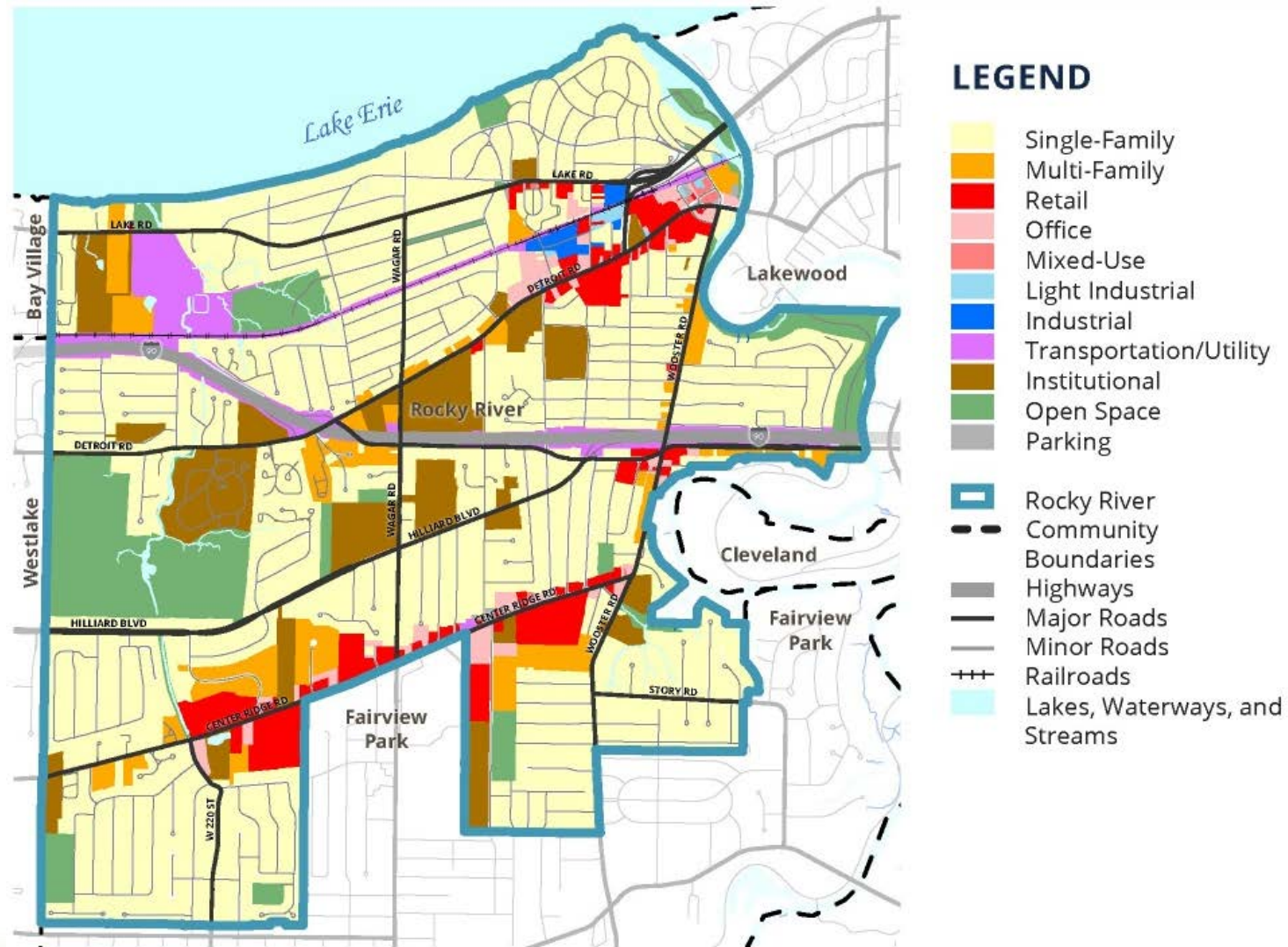
## LEGEND

Tree Canopy Coverage as a % of Land Area by Census Block Group

- 0% - 20%
- 21% - 40%
- 41% - 60%
- 61% - 80%
- 81% - 100%

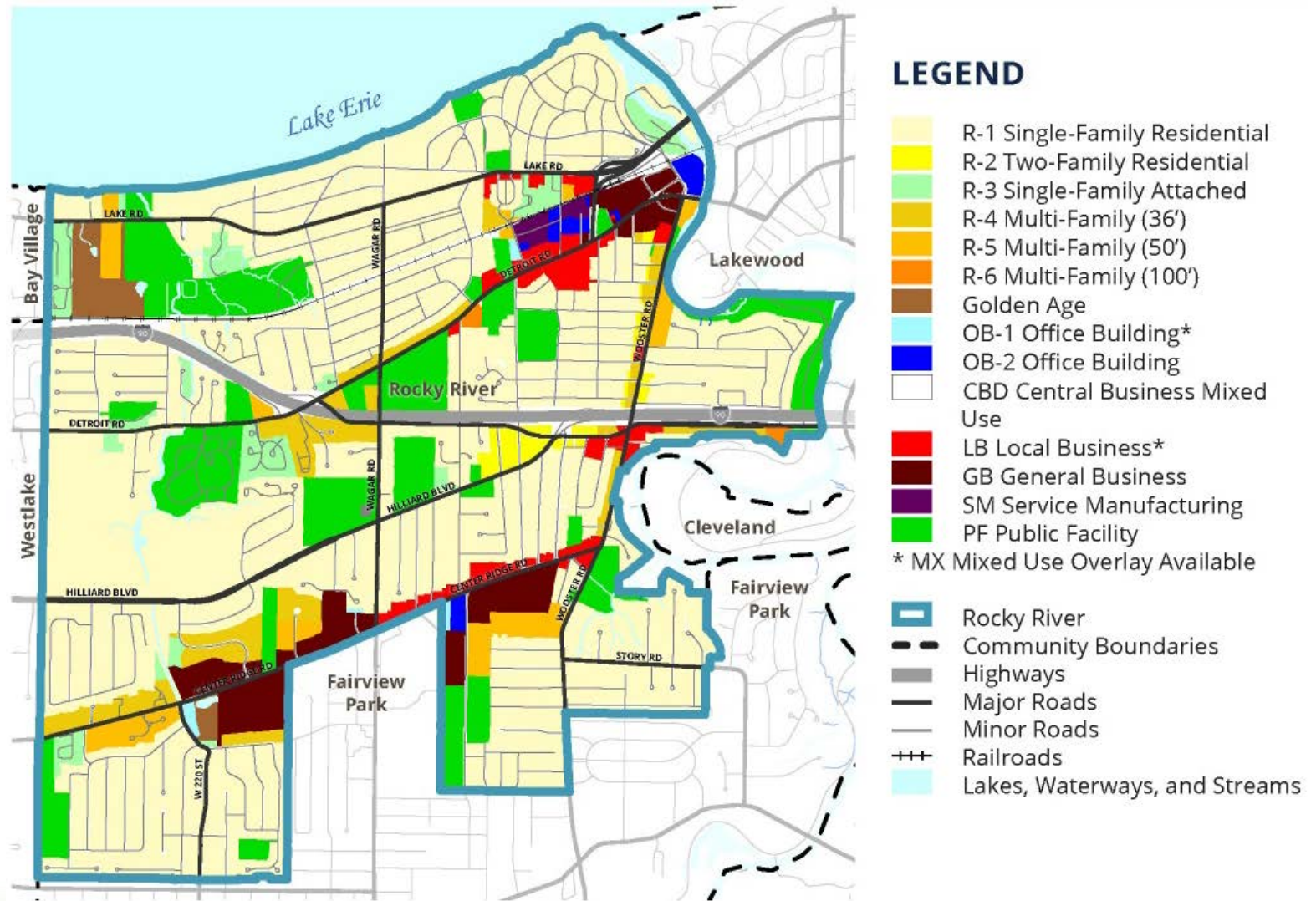
- Rocky River
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads
- Lakes, Waterways, and Streams

# LAND USE

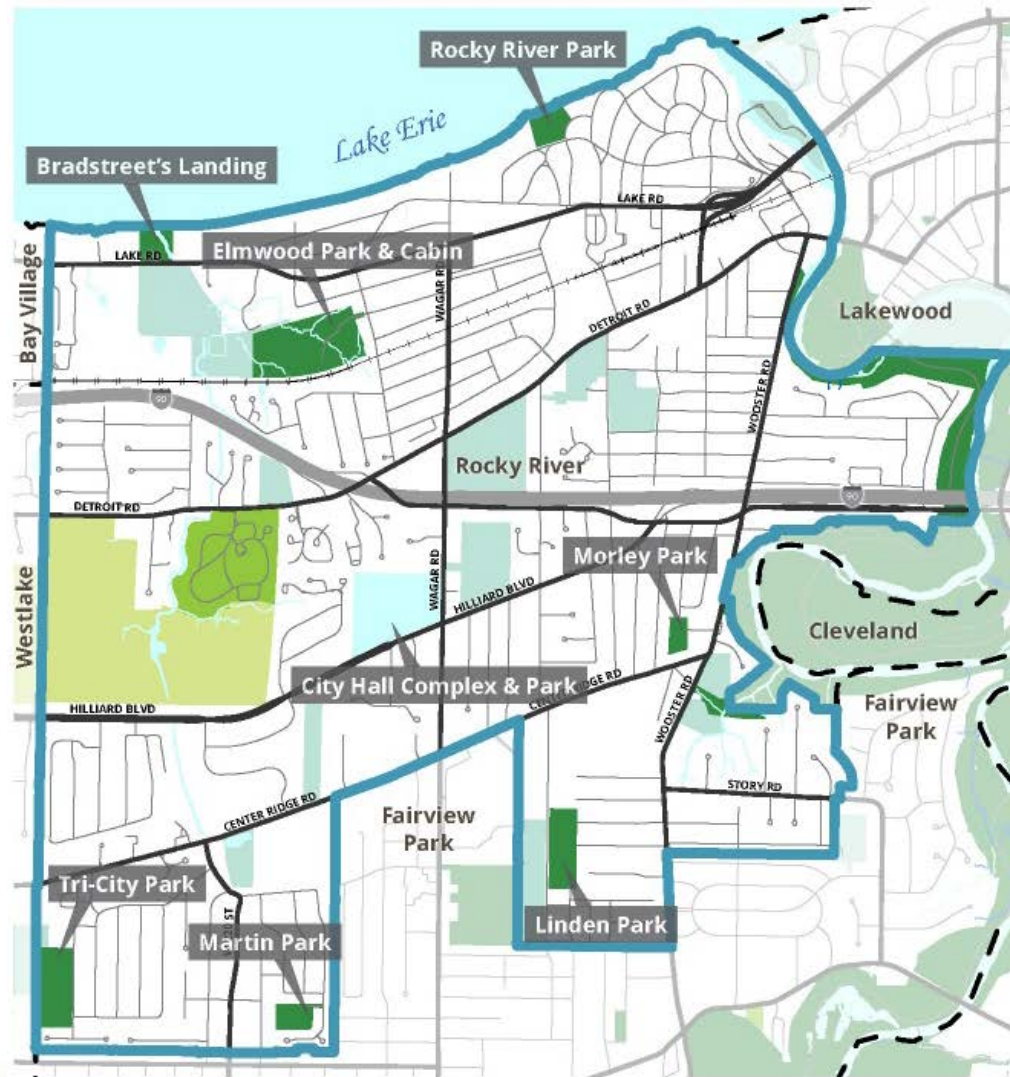




# ZONING



# PARKS & OPEN SPACE



# QUESTIONS TO ASK

- Does this match what you see on a daily basis?
- What are your biggest takeaways?
- Have we covered all of the necessary topics?



# **COMMUNITY VISION**



## 2005 MASTER PLAN: **PREVIOUS GOALS**

- The Creation of a Town Center – *A gathering place for Rocky River*
- Quality Housing – *Maintaining high residential standards*
- Housing Diversity – *Accommodating a broad range of lifestyles*
- Commercial Sustainability – *Planning for the long-term*
- Parks & Public Space – *Enhancing our quality of life*
- Parking Solutions – *Dealing with the automobile*
- Infrastructure Improvements – *Creating great streets*
- Connectivity – *Creating a cohesive environment*
- Community Identity – *Communicating a spirit of Rocky River*

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- Infrastructure Improvements – *Creating great streets*
- Connectivity – *Creating a cohesive environment*
- Community Identity – *Communicating a spirit of Rocky River*



## 2017 MASTER PLAN: **UPDATED GOALS**

- Enhancing Downtown River – *Improving The Town Center*
- Quality Housing – *Maintaining high residential standards*
- Housing Diversity – *Accommodating a broad range of lifestyles*
- Commercial Vibrancy – *Reinvesting in business districts*
- Parks & Public Space – *Enhancing our quality of life*
- Parking Solution – *Dealing with the automobile*
- Infrastructure Improvements – *Creating great streets*
- Connectivity – *Creating a cohesive environment*
- Community Identity – *Communicating a spirit of Rocky River*
- Engagement – *Connecting with each other*

# CITYWIDE COMMUNITY VISION

- What stands out to you?
- Questions?



# **HOMEWORK**



# SWOT AREAS

STRENGTHS

WEAKNESSES

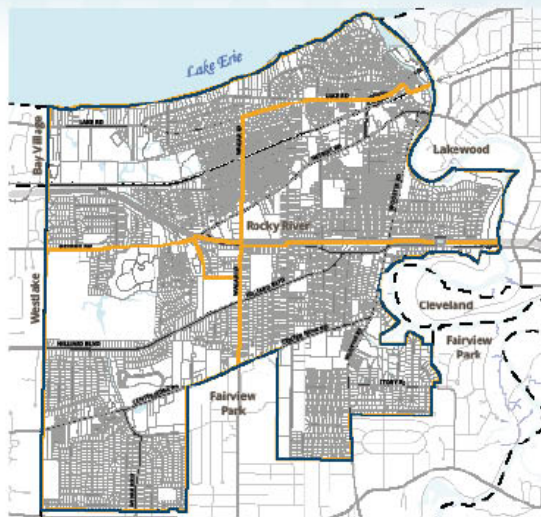
OPPORTUNITIES

THREATS

# SWOT ANALYSIS WORKSHEET

## LEGEND

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



## WORKING GROUP FEBRUARY 23, 2017

The SWOT Analysis Worksheet is intended to provide space for brainstorming strengths, weaknesses, opportunities, and threats for this Working Group Meeting.

Beneath each topic on the following page is a description of the topic and space to write in your ideas. The first column provides space to write in citywide strengths—for instance, quality of the school system. The second column provides space for specific location-based strengths—for instance, Rocky River Park.

Please complete and return this Worksheet by March 2, 2017. You can scan and type, email, hand them in to City Hall, or mail your responses to the County Planning office. We will discuss the results of the SWOT Analysis at the next Working Group Meeting on March 29, 2017.

Thank you!  
County Planning  
2079 East 9th Street  
Suite 5-300  
Cleveland, OH 44115

nlaird@cuyahogacounty.us  
216.443.3700  
www.CountyPlanning.us  
www.facebook.com/CountyPlanning  
www.twitter.com/CountyPlanning

## ROCKY RIVER MASTER PLAN

## STRENGTHS

Characteristics that give a place an advantage. These characteristics should be protected and promoted.

### CITYWIDE

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### INDIVIDUAL LOCATIONS

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## WEAKNESSES

Characteristics that give a place a disadvantage. These characteristics should be limited.

### CITYWIDE

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### INDIVIDUAL LOCATIONS

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## OPPORTUNITIES

Undeveloped characteristics that could give an advantage. These characteristics should be studied for improvement to turn the opportunity into an advantage.

### CITYWIDE

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### INDIVIDUAL LOCATIONS

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## THREATS

Characteristics that could pose an issue for the community. These characteristics should be defended against.

### CITYWIDE

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### INDIVIDUAL LOCATIONS

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# YOUR TURN

- Please return your comments via mail, type and scan them, hand them in to City Hall, email them, or do the fillable worksheet
- Use our sheet if you would like or additional sheets if you need more space
- Feel free to draw on the map
- **Please return your comments by March 2, 2017**



# **FAVORITE PLACES**



# FAVORITE PLACES

## Location-Based Exercise

- What are your **favorite and least favorite places** in Rocky River?
  - These could be restaurants, parks, streets, or other places that are your favorite to visit
  - These could also be dangerous intersections, vacant buildings, or other places that you like least



# FAVORITE PLACES

## Location-Based Exercise

- There are **seven maps** around the room—one for your favorite places Citywide and one for each of the plan focus areas
- **Place up to six dots on each** of the maps around the room—three for your favorite and three for your least favorite places

# FAVORITE PLACES

## Location-Based Exercise

**Favorite Places**



**Least Favorite Places**

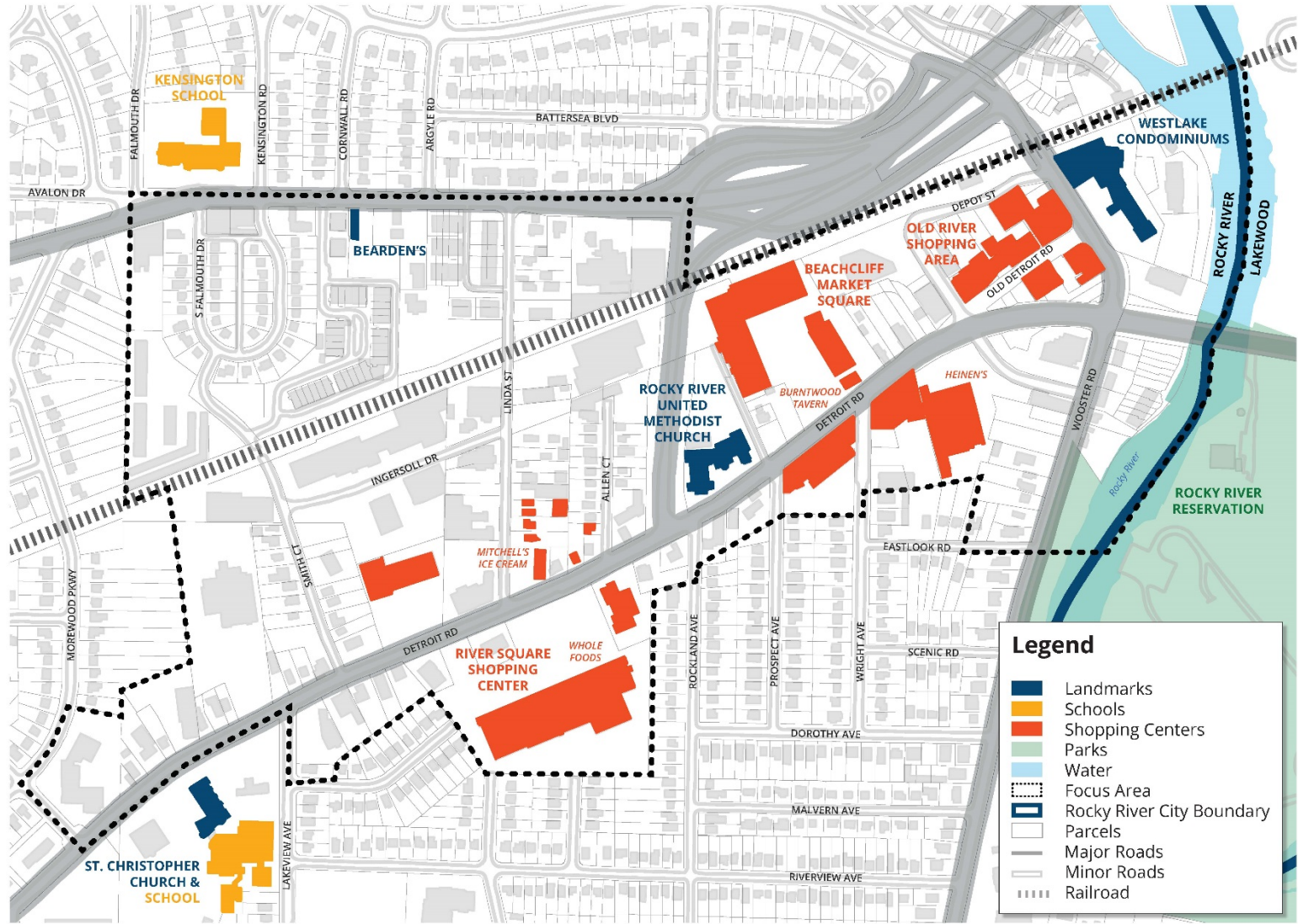


# DOWNTOWN RIVER

## FAVORITE PLACES MAP

What are your favorite places in Downtown — restaurants, coffee shops, retail stores, businesses, parks, or others? Place a **green** dot on your favorite places. That will let us know places you might want to keep the same.

Alternatively, what are some of your least favorite places — dangerous intersections, a vacant lot you want to see redeveloped, or others? Place a **red** dot on your least favorite places. That will let us know places you might want to see change.

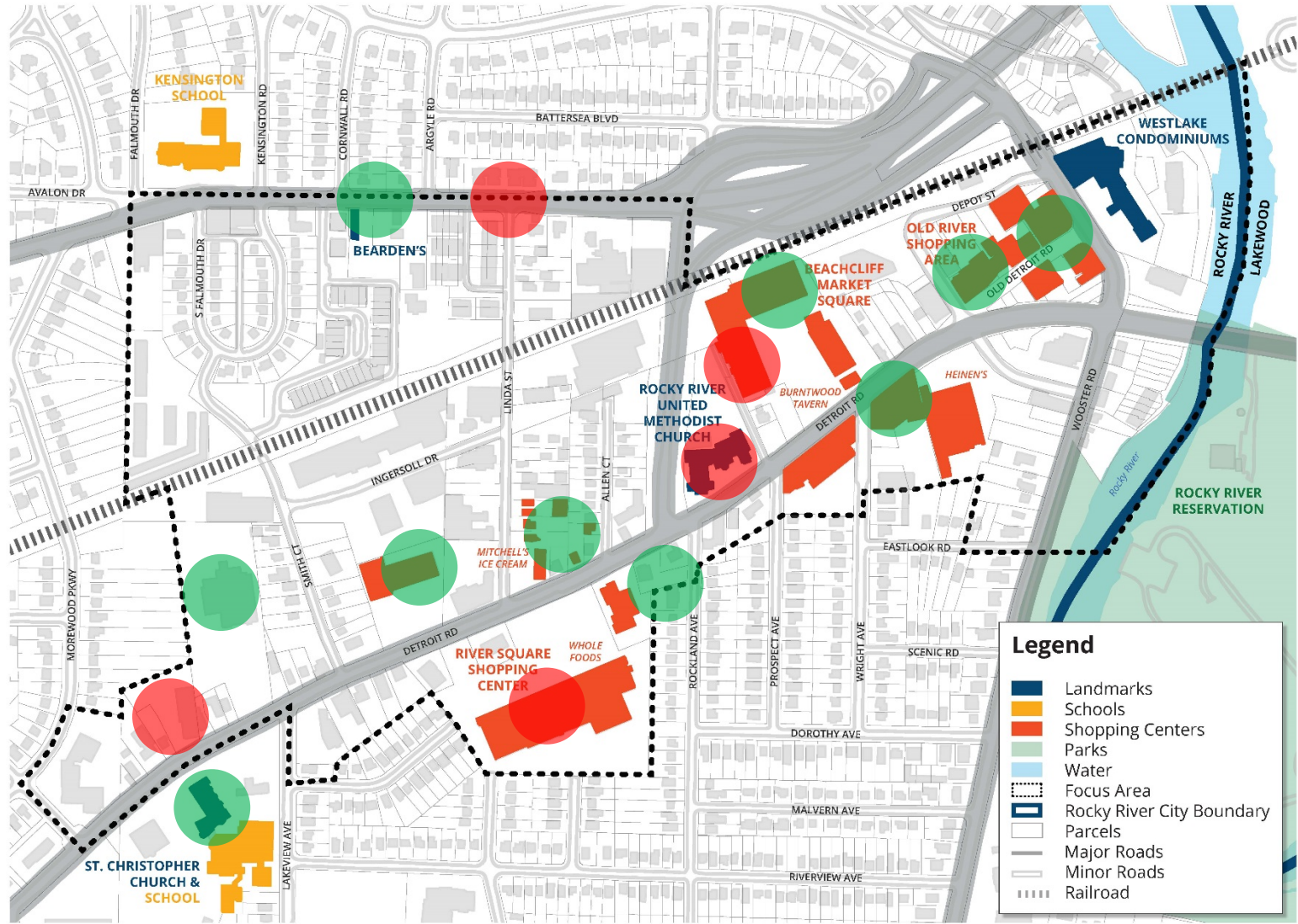


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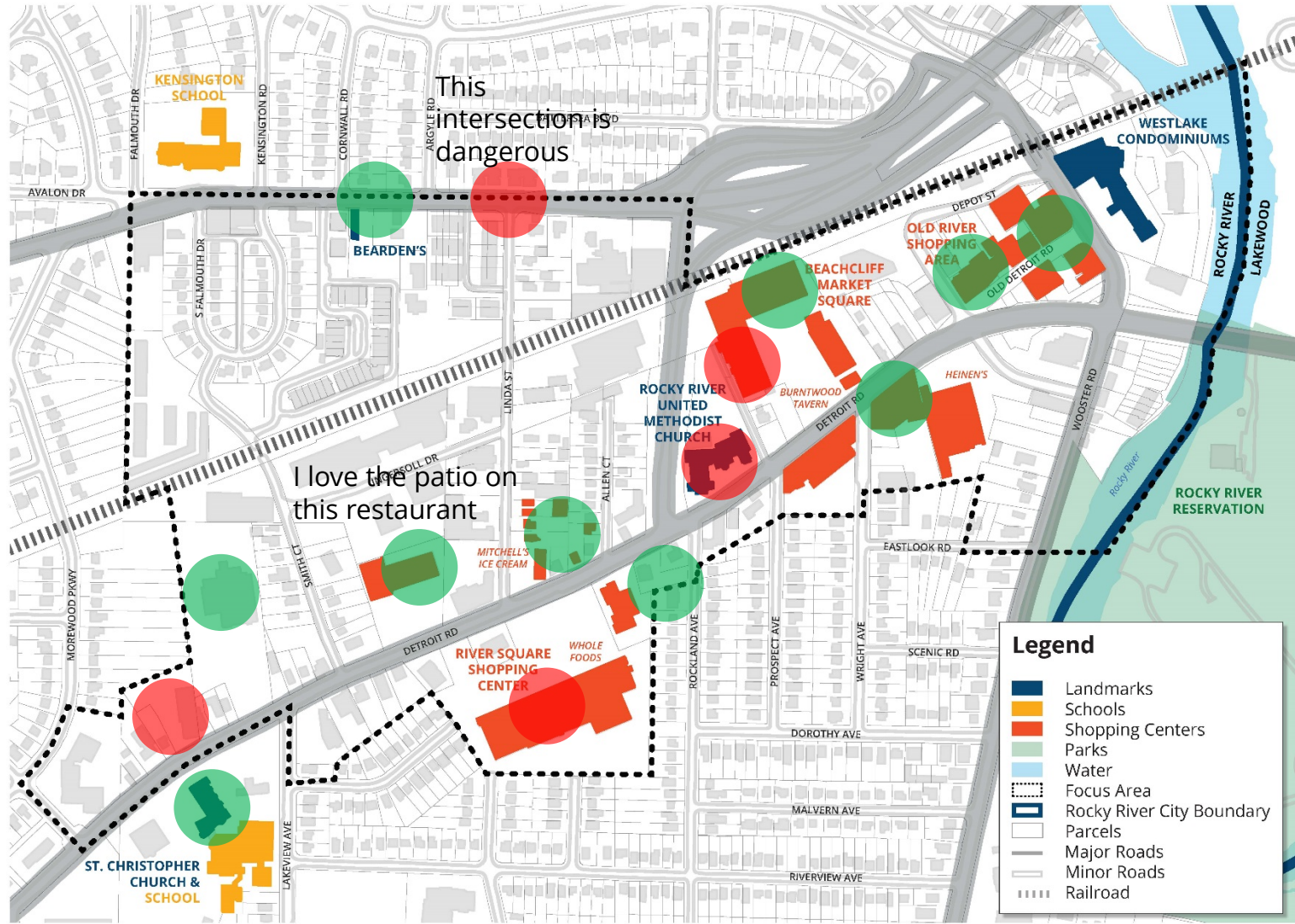


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Questions?



# **NEXT STEPS**



- **WORKING GROUP #2**

**Current Conditions and Community  
Vision – Focus Areas**

March 29, 2017

- **PUBLIC MEETING #1**

**Current Conditions and Community  
Vision**

April 19, 2017



## **ADDITIONAL FEEDBACK?**

**Write us an email!**

Any additional comments, please email  
[nlaird@cuyahogacounty.us](mailto:nlaird@cuyahogacounty.us)



**Thank you!**  
Questions & Discussion





# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE