

# ROCKY RIVER MASTER PLAN

ADOPTED ON JULY 23, 2018

**City of Rocky River**  
Pamela E. Bobst, *Mayor*  
21012 Hilliard Boulevard  
Rocky River, Ohio 44116



## 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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Pamela E. Bobst, *Mayor*  
21012 Hilliard Boulevard  
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440.331.0600  
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## City Council Members

Thomas J. Hunt, *President Pro tem, Ward 1 Councilmember*  
James W. Moran, *President, Ward 2 Councilmember*  
Michael P. O'Donnell, *Ward 3 Councilmember*  
John B. Shepherd, *Ward 4 Councilmember*

David W. Furry, *At-Large Councilmember*  
Brian J. Sindelar, *At-Large Councilmember*  
Christopher J. Klym, *At-Large Councilmember*

## Project Team

Pamela E. Bobst, *Mayor*  
Andy Bemer, *Law Director*  
Bill Bishop, *Planning Commission*  
Jill Brandt, *Design and Construction Board of Review*

Mary Kay Costello, *Director of Public Safety Service*  
Ray Reich, *Building Commissioner*  
Christopher Wolf, *Board of Zoning and Building Appeals*

## Working Group

Dan Bogre  
Bill Brink  
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Mike Fruchey  
Sam Gifford  
Jim Gross

Gloria Hardington  
Liz Harmath  
John Hosek  
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Gregg Mylett

Ron Papajcik  
Geof Pelaia  
Jim Riedl  
Joe Roszak  
Mick Shoaf  
Anna-Katrin Strauss  
Jon Voight





Source: County Planning



# OUR THANKS

A special thank you to all the residents, groups, public officials, business owners, and community representatives that participated in the Master Plan process. Your input at public meetings, online and mail-in surveys, stakeholder interviews, and one-on-one conversations ensured that this document included the thoughts, opinions, hopes, and goals of those who call Rocky River home.

Thank you especially to those members of City Council, the Project Team, and the Working Group that dedicated their time, energy, and expertise in crafting a plan for the City.

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Aaron Lenart, *Fire Chief*

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Chris Mehling, *Director of Parks & Recreation*

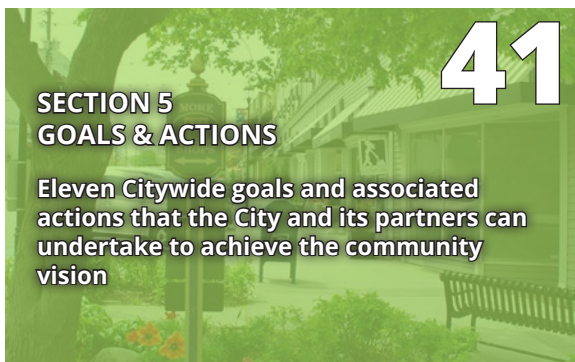
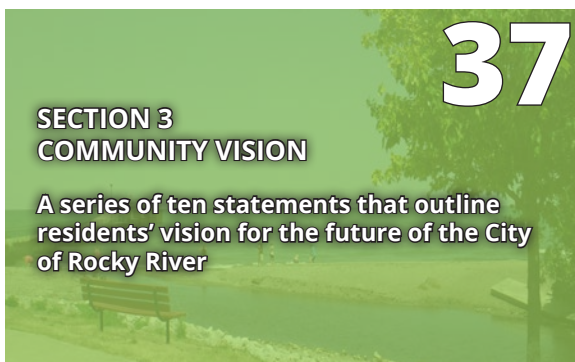
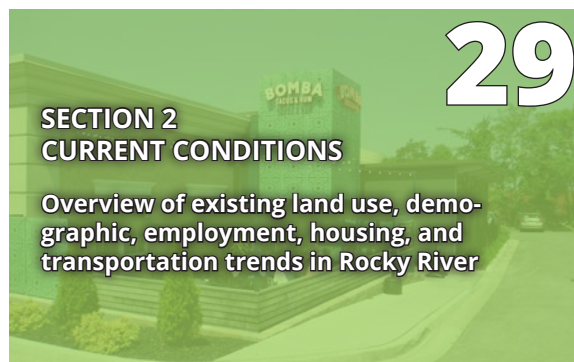
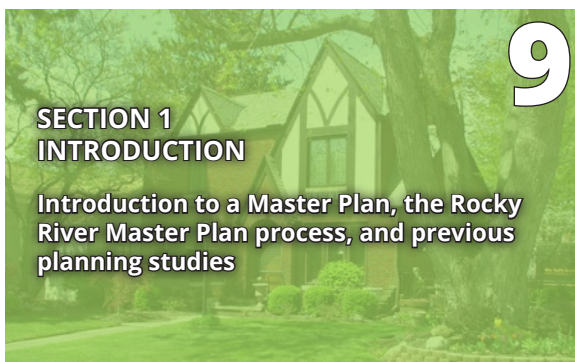
Mike Reyes, *Service Commissioner*

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Jim Thompson, *NOACA*

Melissa Thompson, *NOACA*

# GET STARTED





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## SECTION 1



# INTRODUCTION

Welcome to the Rocky River Master Plan. This document outlines the path for growth and change in Rocky River over the next decade. The Master Plan lays out current conditions, community input, policies to undertake, and potential partners for action. It was completed over the course of a year and included input from hundreds of residents and business owners.

### HOW DO I USE IT?

The Introduction section is an overview of the Master Plan process and the City. Use it to understand previous studies and plans and how they fit into the current Master Plan.

### WHAT'S IN THIS SECTION?

The Introduction section outlines the history of Rocky River, a summary of the planning process, the planning documents that were completed prior to this Master Plan, and context maps.

# CITY HISTORY

## ROCKY RIVER'S EARLY HISTORY

Long before the City of Rocky River became the community it is today, the area around the Rocky River held a historical significance for early American settlement. In August 1764, British Colonel John Bradstreet was moving supplies and troops from Fort Niagara to Fort Detroit. On the return trip that October, a storm moved over Lake Erie toward the shore. Without a moon in the sky to navigate, Colonel Bradstreet set-up harbor on marshland along the shore, now known as Bradstreet's Landing. During the storm, a wave struck and the fleet was flooded. With nearly half of the boats damaged beyond repair, the remaining troops carried their supplies and returned to Fort Niagara on foot.

## ROCKY RIVER'S ROOTS

Rocky River began as part of Rockport Township, which organized on February 29, 1819. In its early years, farms covered the township. In 1891, a farming community along the Rocky River became a hamlet within the Township, later incorporating as the Village of Rocky River in 1903 and as a City in 1930. Today, Rockport Township's original area is divided between several cities: Cleveland, Fairview Park, Lakewood, Linndale, and Rocky River.

In 1811, Daus Kelley, while on a visit to family in the Cleveland settlement, decided to purchase land west of the settlement. On land situated near

a creek, about a mile west of the Rocky River, Mr. Kelley erected a sawmill—the City's first industry.

In 1816, on the bluff that overlooks the mouth of the Rocky River, providing expansive views to Lake Erie to the north and the whole City of Rocky River to the south and west, sat the Wright Tavern, owned by proprietor and ferry operator Rufus Wright. The Wright Tavern played host to many Rockport Township meetings. In 1853, the Wright Tavern was sold to Jacob Silverthorne and became Silverthorne Inn, the unofficial community center of Rocky River. For nearly seven decades, the Silverthorne Inn continued as a popular community center until the building was leveled. In 1925, the Hotel Westlake, an eight-story Spanish Colonial Revival style hotel, opened on the site to long-term residents and guests.

## CROSSING THE ROCKY RIVER

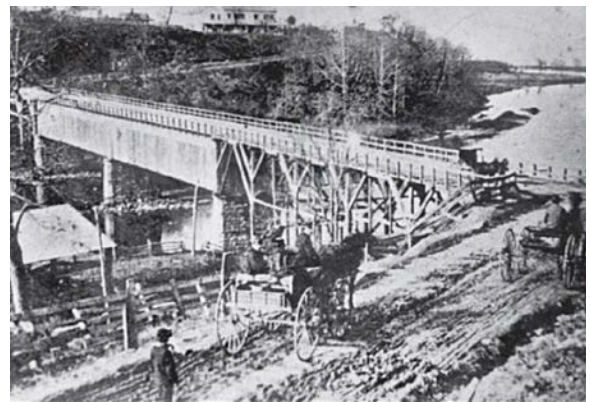
Before industry and economy became vital to Rocky River, merchants had to find a way to trade or sell their wares to settlers on either bank of the river. Traveling by boat was not always an ideal prospect when it came to the winding Rocky River; therefore, a bridge was built to span it. Construction of the very first Detroit Rocky River Bridge started in 1819 and was finished in 1821.

For the next 87 years, four replacement bridges were built each improving on the last design. Despite the success of previous crossings, new



Hotel Westlake in 1950

Source: *The Cleveland Memory Project*



Old Detroit Road Bridge over the Rocky River, circa 1860

Source: *Rocky River Historical Society, "Buried Beneath Cleveland: Lost Cemeteries of Cuyahoga County" by William G. Kejci*



advancements and the rise of the streetcar required that a concrete and steel bridge be built. Construction on the sixth Detroit Rocky River Bridge began in September 1908. The engineer, Wilbur Watson, designed a new steel arch centering system that did not have to use wood for the concrete forms. The new four-lane bridge featured a 208-foot unreinforced concrete span that was the longest for a bridge of its time. It was completed and dedicated on October 11, 1910.

Over the next 70 years, this sixth Detroit Rocky River Bridge deteriorated. Officials broke ground on a new bridge in 1978, just south of the existing bridge. Construction was completed in October 1980, almost 70 years to the date that the longest standing incarnation of the Detroit Rocky River Bridge was first dedicated. While the old bridge was demolished, part of the western piers remained, forming the foundation of the Bridge Building.

### FAMOUS CITY LANDMARKS

The Detroit Rocky River Bridge is not the only famous landmark in the City. The Rocky River Clock Tower is another such landmark. In 1912, the original Clock Tower was built on land that was part of Evergreen Place, the stately farm of Ohio's 21<sup>st</sup> governor, Reuben Wood. In order to preserve the Clock Tower, the City bought the surrounding land in the 1940s. Unfortunately, on May 12, 1956, a windstorm destroyed the Clock Tower. An exact replica was built on the original site in 1990.

Another famous landmark in the City of Rocky River is Lakewood Park Cemetery. Established in 1912, as a park-like retreat, Lakewood Park Cemetery sits on 55 acres on the western edge of Rocky River. Other than a granite and marble mausoleum built in 1921, grave markers are flat, in order to keep the cemetery's appearance park-like.

R. Guy Cowan, buried in Lakewood Park Cemetery, established Cowan Pottery in 1912 and moved the studio to Rocky River in 1920. Until the studio closed in 1931 due to the Great Depression, buyers from across the country came to the Rocky River showroom to purchase artistic and commercial works of art influenced by the Art Deco movement and many other art styles.

From its construction in 1934 until the doors closed in 1977, the Beachcliff Theater was a 1,300 seat, one-screen, Art Deco style movie theater, complete with air-conditioning, the latest theater equipment of the time, an 80-foot lobby, and crystal chandelier. After a renovation in the early 2000s, the Beachcliff Theater became part of Beachcliff Market Square and is home to Burntwood Tavern.

### RURAL TO SUBURBAN ROCKY RIVER

In the early 20th century, farming was still a large part of Rocky River's landscape. In the 1920s, a cooperative of greenhouse growers led by John Hoag, formed a basket company, as a way to combat the costs of higher priced baskets from competitors. The Basket Company's baskets were frequently used until the early 1940s when the City of Rocky River, like many Midwestern towns started the transition from rural communities to suburban housing communities. With the advent of the interstate highway in the 1950s, many families moved away from urban centers to more rural settings. Rocky River was a part of the population boom where families moved into new suburban neighborhoods built upon former farmlands.

### ROCKY RIVER TODAY AND TOMORROW

Today Rocky River provides access to many amenities such as great schools, Lake Erie, the Rocky River Reservation, the recreation center, City parks, and playgrounds. Downtown River provides shopping and dining in the heart of Rocky River. With these many amenities and a variety of housing types, Rocky River remains a great community for all.



The Old River shopping area in Downtown River

Source: County Planning

# WHAT IS A MASTER PLAN

## WHAT IS A MASTER PLAN

A Master Plan is a policy guide created by the City of Rocky River in collaboration with residents, business owners, stakeholders, and interested groups. It is a long-term plan for how the community wants to grow and develop in the future, and it is intended to look five to ten years out.

Generally, a Master Plan inventories what exists today, outlines a community's vision for the future, and describes concrete action steps to achieve that vision. Developing a plan provides the community an opportunity to give input on the general direction of the City. It prepares residents and business owners for changes, shapes future development, and gives a competitive advantage when applying for grants and funding.

Residents are encouraged to use the Master Plan to see what changes may occur in their neighborhoods and assist implementation by developing community groups or volunteer organizations to support it. Business owners are encouraged to use the Master Plan to find where the City is focusing business expansion efforts, and to see what land may be available. The City is encouraged to use the Master Plan when deciding what infrastructure investments to make, or what grants to apply for. These are substantive ways that members of the community can use the Master Plan to guide their decisions.

## MASTER PLAN AND ZONING

The Master Plan is particularly related to land development because it provides a guide for how the community would like to see new uses arranged and developed. While the Master Plan describes potential land use changes, it does not alter any zoning or regulations. Existing zoning remains the same until the City or a property owner seeks to change zoning through a rezoning or an update to existing City codes.

The graphic below showcases some of the key features that differentiate Master Plans from Zoning Ordinances.

### MASTER PLAN

- A GENERAL POLICY FOR FUTURE GROWTH
- DESCRIBES RECOMMENDATIONS FOR WHAT SHOULD HAPPEN IN THE FUTURE
- INCLUDES BROAD RECOMMENDATIONS THAT CAN BE UNDERTAKEN BY THE CITY, RESIDENTS, OR PARTNERS
- A FLEXIBLE DOCUMENT THAT IS INTENDED TO BE INTERPRETED AS CONDITIONS CHANGE

VS

### ZONING ORDINANCE

- SPECIFIC RULES FOR DEVELOPMENT
- DESCRIBES WHAT IS AND WHAT IS NOT ALLOWED TODAY
- INCLUDES MANDATORY REGULATIONS ON DEVELOPMENT THAT ARE ENFORCED BY THE CITY UNLESS SPECIFICALLY WAIVED
- RELATIVELY RIGID SET OF REGULATIONS THAT CAN ONLY BE CHANGED BY A LEGAL PROCESS



## PHASES OF THE MASTER PLAN

The Master Plan for Rocky River was grouped into five phases, shown at right. These phases are described in more depth below:

- **Current Conditions:** In this phase, we developed a demographic, land use, and housing overview of Rocky River
- **Community Vision:** In this phase, we outlined a vision for how the community wants to grow and develop in the coming decade
- **Goals & Actions:** In this phase, we outlined specific steps that can be taken to achieve the community's desired future
- **Implementation:** In this phase, priorities, timelines, and responsibilities were attached to each action to show how to accomplish them
- **Master Plan Document:** In this final phase, the previous components were combined and completed into the final Master Plan document

## PROCESS



CURRENT  
CONDITIONS



COMMUNITY  
VISION



GOALS & ACTIONS



IMPLEMENTATION

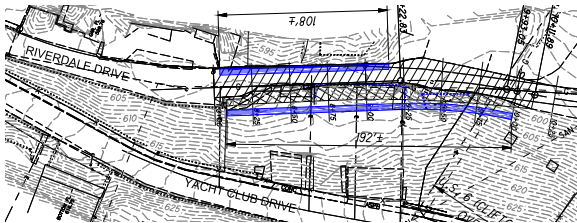


MASTER PLAN  
DOCUMENT

# PREVIOUS PLANNING STUDIES

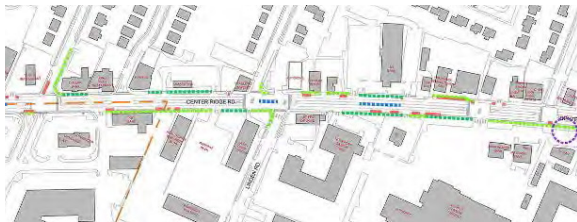
In addition to the City's Master Plan, Rocky River has existing reports on transportation, schools, and the environment. These documents were reviewed as part of the Current Conditions analysis.

## RIVERDALE DRIVE ROAD TECHNICAL ANALYSIS (AECOM, 2017)



Rocky River hired AECOM to evaluate the existing roadway and slope of Riverdale Drive, and to provide recommendations and costs for potential improvements to the road and hillside. The study identified improvements that include a widening of Riverdale Drive and the installation of slope retain systems to stabilize the hillside.

## CENTER RIDGE ROAD COMPLETE STREETS PROJECT (CITY ARCHITECTURE, WSP, PARSONS BRINCKERHOFF, AISLINN CONSULTING, LLC; 2016)



Funded by a NOACA Transportation for Livable Communities Initiative (TLCI) grant, the plan covered transportation improvements in Rocky River and Fairview Park for the length of Center Ridge Road in the two cities. Recommendations included branding the district, transit shelter improvements, medians, gateway features, additional street trees, and reduced curb cuts.

## DETROIT ROAD TRAFFIC, PARKING ANALYSIS, AND MARION RAMP FEASIBILITY STUDY (AECOM, 2015)



Also funded by a NOACA TLCI grant, this study covered the traffic patterns along Detroit Road and the ramp from Clifton Boulevard to Detroit Road. It recommended pedestrian improvements on Detroit Road, bike lanes on the Clifton bridge into Lakewood, removal of the Marion Ramp, and upgrades to the Detroit Road streetscape.

## LAKE ROAD CORRIDOR ENHANCEMENT STUDY (PARSONS BRINCKERHOFF, 2008)



The City's first TLCI grant study evaluated Lake Road through Rocky River for traffic enhancements, pedestrian safety, and bicycle accommodations. Its recommendations for lane widths, improvements, gateways, and streetscaping have largely been completed.

### ROCKY RIVER WATERSHED ACTION PLAN AND UPDATE

(NOACA, ROCKY RIVER WATERSHED COUNCIL; 2006, 2010)



The 2006 Rocky River Watershed Action Plan and 2010 Update outlined goals and actions for improving the quality of water and the environmental stewardship of the Rocky River and its tributaries. The Plan and Update were financed in part through a grant from the Ohio EPA and USEPA.

## REGIONAL PLANS

In addition to local plans, Rocky River has been included in a number of regional planning studies led by County Planning. Understanding the regional context is critical to ensuring that efforts undertaken in Rocky River are done in coordination with surrounding communities to eliminate duplicate efforts and support cohesive planning.

### CUYAHOGA COUNTY HOUSING STUDY

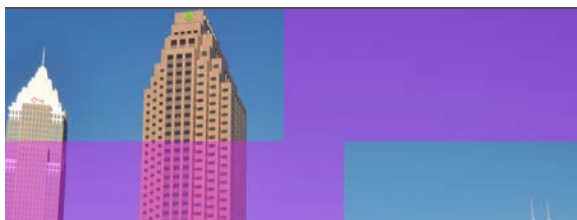
(COUNTY PLANNING, CLEVELAND STATE UNIVERSITY; 2016)



County Planning and Cleveland State conducted a Countywide housing study that evaluated demographic trends, supply & demand, and other factors to determine housing market strength for the County. The plan outlined best practices for community housing policies as the basis for a Countywide housing strategy.

### PLACE-BASED ECONOMIC DEVELOPMENT PLAN

(COUNTY PLANNING, 2015)



The Place-Based Economic Development Framework identified existing economic hotspots—called Strategy Areas—to analyze for policy changes. Rocky River is located in one Strategy Area: the Detroit Creative Corridor. The plan called for stronger connections between Creative Corridor communities, a focus on creative industries, and enhanced infrastructure in the area.



# 2005 MASTER PLAN

The 2005 Rocky River Master Plan was completed by City Architecture and provided a development blueprint for the City. The plan identified nine values that underscored recommendations:

- 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*

The Master Plan used these planning principles to develop specific recommendations for seven planning focus areas. These specific recommendations were further refined into development scenarios for each area.

## FOCUS AREAS

The plan included nine focus areas (three of which were analyzed concurrently). Each focus area included a description, a land use analysis, development goals, and individualized recommendations. In addition to focus area goals and recommendations, the Master Plan outlined specific redevelopment concepts for each area.

The goals and recommendations are summarized below.



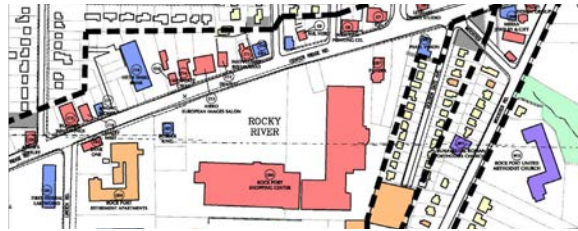
**Old Detroit/Middle Detroit/Linda Street:** The Plan identified the need for a cohesive and walkable neighborhood, an active town center, and an enhanced sense of place through better linkages to surrounding neighborhoods and improved gateway entrances.



**Yacht Club Basin:** Need for improved infrastructure, strengthened connections, and better design standards to enhance the eclectic environment.



**Detroit Road:** The Plan identified the need for a more cohesive and walkable environment with a unique identity that supports institutional uses, improved residential offerings, and additional recreation.



**Center Ridge Road East:** The Plan identified the need for better organization of various uses, enhanced overall appearance, better gateway entrances, and comprehensive planning between Rocky River and Fairview Park.



**Wooster Road:** The Plan identified the need for a more cohesive environment that takes advantage of the river valley views and enhances existing small scale retail.



**Center Ridge Road West:** The Plan identified the need for a stronger sense of community identity, improved overall appearance, and improvements to blighted properties.

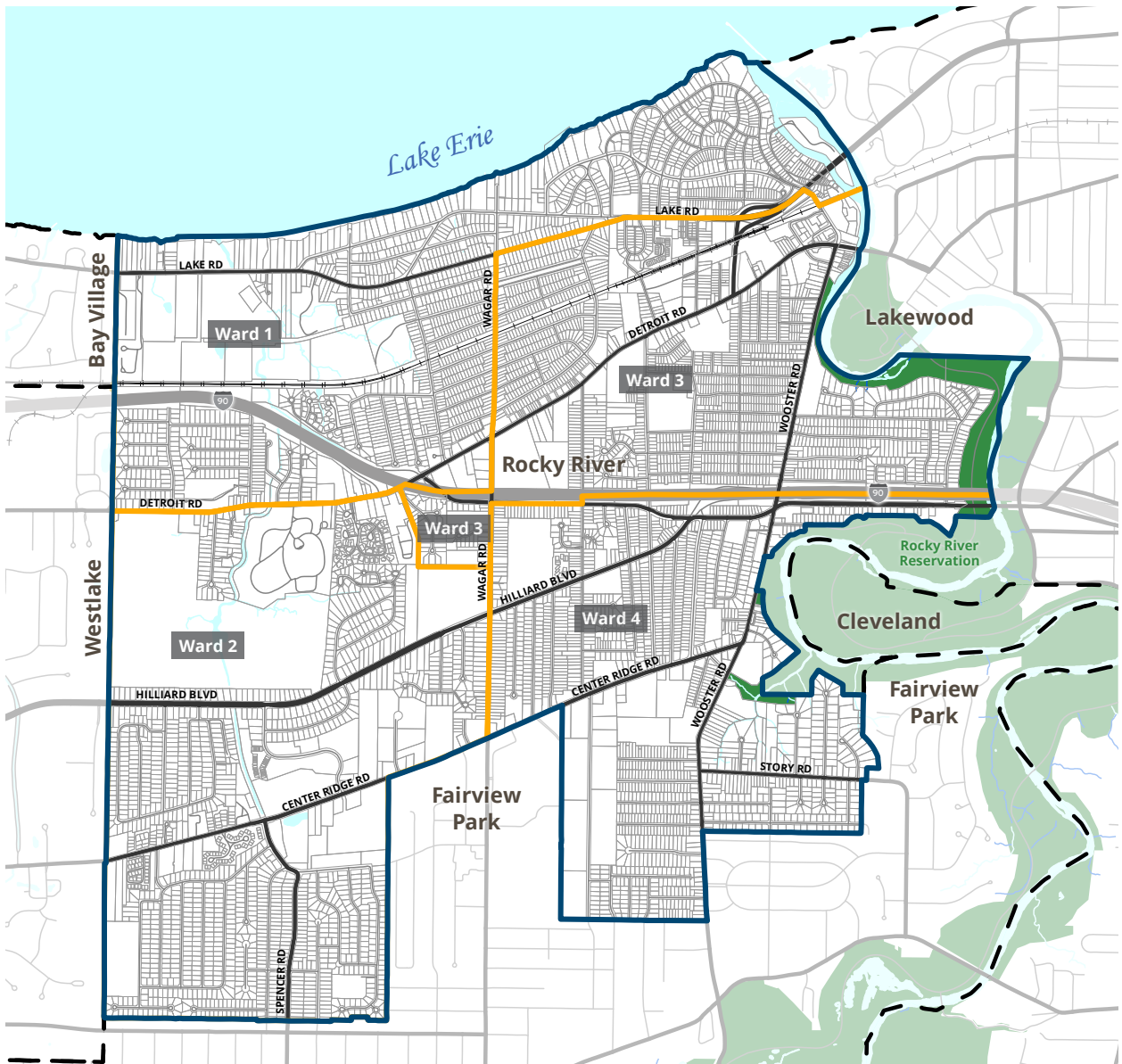


**Hilliard Boulevard:** The Plan identified the need for the improved overall appearance of buildings and streetscape as a gateway for the community that takes greater advantage of river valley views, improves access to the Metroparks, and enhances highway entrances.

## PLAN SUCCESSES

Some of the goals of the 2005 Master Plan as well as some specific redevelopment initiatives were completed. These accomplishments include the townhouses that now line Linda Street, the Old Detroit Road Streetscape Project, a revised development and zoning code, shared parking agreements among business owners, Downtown River signage, and an engineering study for improvements to Center Ridge Road.

## MAP 1 PLANNING CONTEXT



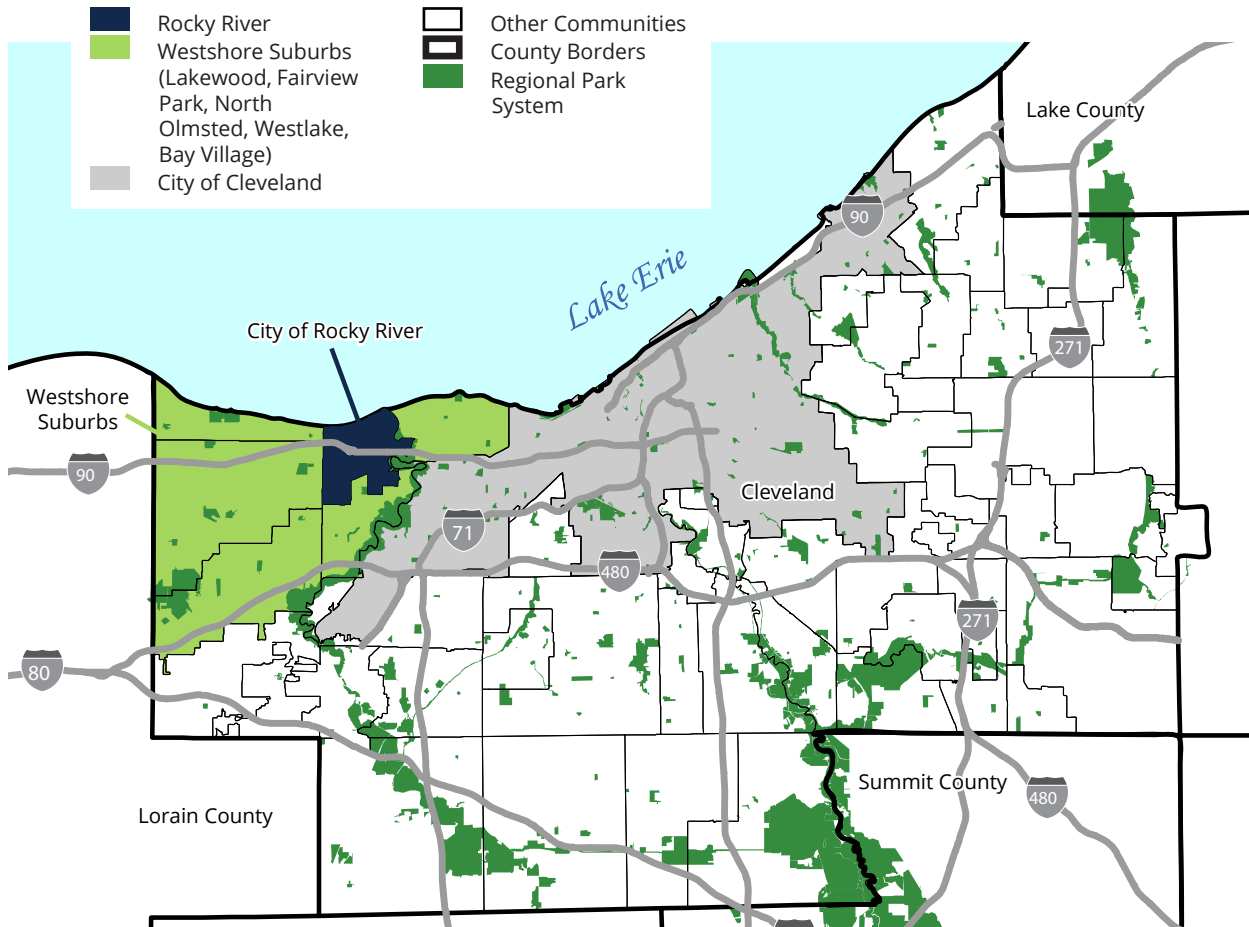
### LEGEND

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



## MAP 2 REGIONAL CONTEXT

### LEGEND



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.



## SECTION 2



# PUBLIC INVOLVEMENT

Public involvement is critical to a successful planning process because a plan can only be implemented if residents, business owners, and other stakeholders agree with the vision. County Planning and the City of Rocky River convened members of the public at various points and through various channels during the planning process to ensure that the documents included the public's feedback.

### HOW DO I USE IT?

The Public Involvement section provides a summary of public comment from the planning process. It should be compared to the Goals & Actions to show how the public's feedback was used to influence the Plan's recommendations.

### WHAT'S IN THIS SECTION?

This section includes an overview of the public involvement process of the Master Plan. This includes an overview of the groups involved, the meetings that occurred, and the feedback that was received. This section also includes some of the key points that members of the public provided in person and from the community survey.



# INVOLVEMENT OVERVIEW

The Master Plan process included numerous opportunities for public involvement to ensure that the plan reflected the concerns, ideas, and priorities of residents and business owners. Each phase of the process included the involvement of City staff and the public.

## INVOLVED GROUPS

The planning process involved the input of three groups: the Project Team, the Working Group, and the public. These three groups reviewed the Master Plan at various phases to ensure the goals and recommendations in the plan fit what the community would like to see.

The Project Team was comprised of City staff and public officials with an in-depth knowledge of the day-to-day operations of the City. The Working Group was comprised of a small group of residents, business owners, and stakeholders that represented a cross-section of the City. Finally, the public included any interested residents or parties that wanted to be involved in the process. Each group met throughout the planning process, with three Public Meetings that covered the most important parts of the plan.

The inclusion of these groups was important in confirming that the data, ideas, and policies to be presented were appropriate for Rocky River. The involvement of the Project Team and Working Group also assisted in identifying areas of the plan that should be presented to the public for further feedback.

The Project Team met six times and the Working Group met five times throughout the process.

## PUBLIC MEETINGS AND ONLINE FEEDBACK

The Rocky River Master Plan included three Public Meetings throughout 2017 to allow community members the opportunity to provide input on the plan recommendations. A summary of the three meetings is provided on the following page.

Meeting information was posted on the City's website, announced at City Council meetings, posted on social media, sent out via ReadyNotify, and distributed to various groups and mailing lists.

Following each meeting, a link was provided to an online survey mirroring the activity at the Public Meeting. Each survey was open for at least a week to allow those unable to attend the meeting to participate.

## USING THE RESULTS

County Planning used the results from the Public Meetings to make changes to the Master Plan. After presenting information to the public, the Master Plan documents were changed and updated to incorporate feedback from the public.

At the second and third Public Meetings, County Planning presented the results of the Public Meetings and showcased the changes that were made to ensure the public was aware of how the plan was responsive to their comments.



Approximately 120 people attended the first Public Meeting at Memorial Hall in the Don Umerley Civic Center.

Source: County Planning

## PUBLIC MEETINGS



### PUBLIC MEETING #1

CURRENT CONDITIONS AND COMMUNITY VISION  
APRIL 19, 2017

At the first Public Meeting, representatives from County Planning introduced residents to the planning process, reviewed the 2005 Master Plan Goals and Focus Areas, reported on Community Survey results, presented Current Conditions information, and gave an overview of the Community Vision goals and focus areas. Members of the public were asked to review boards that included potential goals and example development types for focus areas, comment on what they like or would change about those goals, and vote for their preferred development type.

### PUBLIC MEETING #2

GOALS & ACTIONS  
AUGUST 10, 2017

At this meeting, County Planning described the results of the first Public Meeting, introduced Core Projects, and outlined proposed Citywide goals and actions to help the community accomplish their vision. Residents were asked to place a dot on each action indicating whether they wanted to "Keep It" as it was presented or wanted to "Change It." If residents wanted to change the proposed action, they were asked to write down their suggestions.

### PUBLIC MEETING #3

IMPLEMENTATION  
OCTOBER 18, 2017

At the final Public Meeting, County Planning presented changes to the Core Projects and Goals from the previous meeting and introduced the implementation tables. Residents were then given a voting card and asked to rank their top three Core Projects and top three Goals in order to help the City prioritize action. They were also given dots to vote on whether to keep or remove the Marion Ramp alongside additional information about traffic and costs for both options. Finally, attendees were also given the opportunity to write down comments on boards and voting cards.

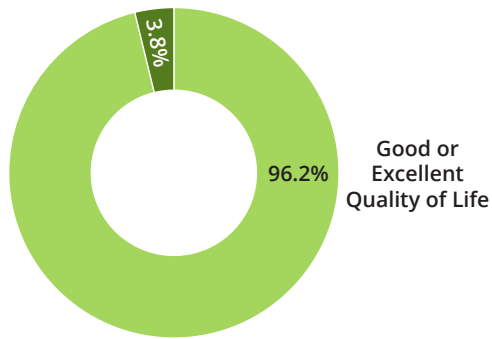


## PUBLIC INPUT QUALITY OF LIFE

As part of a community-wide survey, residents indicated an incredibly high quality of life in Rocky River. Residents reported that the strong schools and proximity to Lake Erie were important reasons for choosing to live in the City, while concerns about safety were almost nonexistent.

### RESIDENTS REPORT AN OVERWHELMINGLY HIGH QUALITY OF LIFE

Among surveyed residents, 96.2% rated their quality of life in Rocky River as good or excellent.



### RESIDENTS CHOOSE TO LIVE IN ROCKY RIVER FOR ITS STRONG SCHOOL DISTRICT

Almost 45% of residents said the quality of schools was one of their top reasons for living in River.



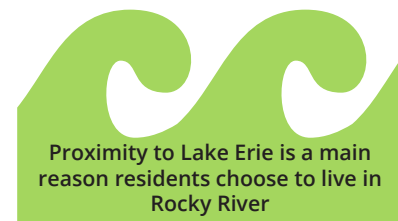
### RESIDENTS FEEL SAFE IN THE CITY AND THEIR NEIGHBORHOODS

When asked if residents would seek a safer City, 96.3% said safety was not a concern in River.



### PROXIMITY TO LAKE ERIE IS AN IMPORTANT REASON RESIDENTS CHOOSE ROCKY RIVER

Lake Erie was the key natural feature that residents identified as a reason they choose to live in River.



## PUBLIC INPUT DEVELOPMENT

Respondents to the community survey also focused on the need to preserve and maintain existing structures. Residents thought maintenance of housing was the highest priority, that new development should fit with the existing characteristics of the City, and maintenance of parks was more important than constructing new parks.

### RESIDENTS' HIGHEST PRIORITY HOUSING ISSUE WAS MAINTENANCE OF EXISTING HOMES

Among survey respondents, 85.6% said maintaining existing housing and neighborhoods was a high priority.



Maintaining Existing Housing and Neighborhoods is a High Priority: 85.6%

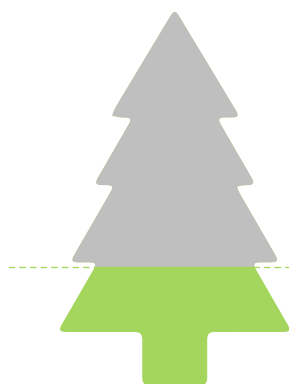
### RESIDENTS WANT NEW DEVELOPMENT TO COMPLEMENT EXISTING DESIGN

Among surveyed residents, 83.5% agreed new development should reflect existing scale and character.



### RESIDENTS DO NOT BELIEVE THE CITY SHOULD INVEST IN NEW PARKS & FACILITIES

Less than a third of residents said they think the City should invest in additional parks and facilities.



Only 31.8% of residents believe the City should invest in additional parks and facilities

### RESIDENTS WOULD LIKE TO SEE TRAILS, BIKE AMENITIES, AND SEATING ADDED TO PARKS

Less than half of residents said there were enough of these amenities at existing City parks.

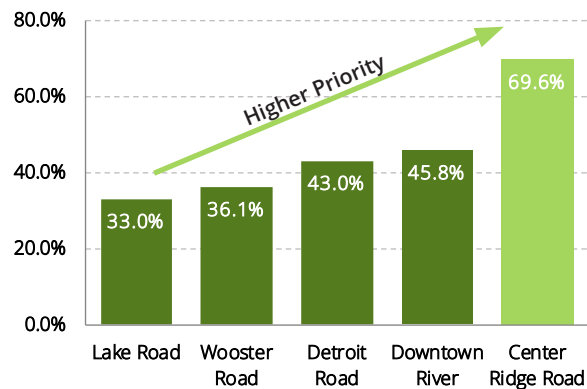


## PUBLIC INPUT TRANSPORTATION

While residents want to see roads maintained in Rocky River, they also want to see beautification efforts take place. Improvements to Center Ridge Road and to the walkability of streets were incredibly important to residents, while parking concerns were not major issues to residents.

### CENTER RIDGE ROAD WAS THE TOP PRIORITY AREA FOR STREETScape IMPROVEMENTS

Center Ridge Road was the only street in which a majority said improvements were a high priority.



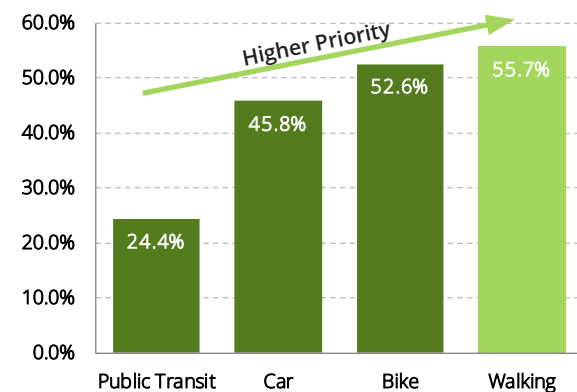
### MOST RESIDENTS AGREE THAT STREETS NEED TO BE IMPROVED

When asked about needed infrastructure, 77.4% of residents said streets need improvements.



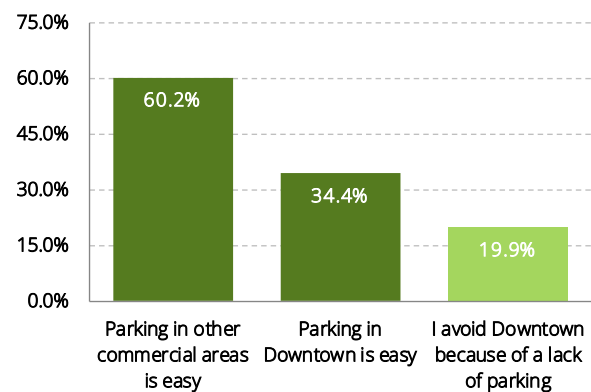
### RESIDENTS PREFER IMPROVEMENTS TO THE WALKING ENVIRONMENT OVER DRIVING

Improving the ease and safety of getting around by walking was the top priority for residents.



### FEW RESIDENTS AVOID DOWNTOWN DUE TO LACK OF PARKING

Residents said parking Downtown is not as easy as other areas, but only 19.9% avoid it for lack of parking.





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## SECTION 3

# CURRENT CONDITIONS

Many factors affect a community's future, including population and housing trends, employment patterns, proximity to transit, and government finances. County Planning completed an in-depth analysis of current conditions and an overall assessment of trends in Rocky River. That complete assessment is available in the appendices, but an overview of significant trends is available here.

### WHAT'S IN THIS SECTION?

This section includes an overview of the most pertinent data and most significant trends in Rocky River as found in the Current Conditions document.

This section's 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.

### HOW DO I USE IT?

The Current Conditions section gives a baseline understanding of the community. This data was used to inform the Master Plan's goals and actions. You can use this information to get a better understanding of community issues and opportunities.



# OVERVIEW OF FINDINGS

The Current Conditions document covered more than three dozen topics that included demographics, housing, land use, and transportation data points. The full Current Conditions findings are available as an appendix, but an overview of major findings is provided here.

## POPULATION CHANGE

- Rocky River's **total population has not changed** much since 1980, with roughly 21,000 residents living in the City. Despite the stable population totals, however, the characteristics of residents have changed.
- **Seniors are growing as a percentage of the overall population**, requiring additional services and new housing options as residents grow older.
- **Households are also getting smaller**, with dramatic increases in the number of residents living alone, necessitating an increase in smaller housing units and different types of housing options.
- Finally, residents are increasingly well-educated, with **more residents attaining a college degree**. This is likely to benefit the City's income tax receipts as college degrees relate favorably to increased earnings.

## HOUSING STOCK

- While the majority of Rocky River's housing units are single-family, more than 40% are townhouses, condos, or apartments. This **housing diversity** allows different households to find the housing they need.
- The City has seen **tremendous investment in its building stock** since its 2005 Master Plan. More than \$214 million has been invested just in large-scale housing, commercial, and institutional projects.
- Consistent with this investment, **median sales prices for single-family homes have increased 27.8%** in the past decade.
- This increase in median sales prices, however, has yielded **problems of affordability**. Median income has not kept up with sales price increases, meaning housing costs have outpaced income.

## LAND USE & ZONING

- Rocky River's **land is almost entirely built-out**, meaning new construction will require redevelopment.
- Despite this, the City retains a **relatively healthy tree canopy** with 32.5% of the City covered by trees. This is, however, lower than the County's average tree canopy coverage.
- Likewise, despite being mostly built-out, **the City retains adequate green space**. Overall, 78.2% of residents live within a half mile walk of a park.

## TRANSPORTATION

- Rocky River has been identified as a **car-dependent community** by Walk Score, which uses various metrics to indicate how easy it is to live without a car.
- Rocky River's car dependency is closely related to its lack of bike amenities. There are **zero miles of bike lanes** in the City, making getting around without a car difficult.
- The City further has encouraged car use by mandating **some of the highest parking requirements** of the Westshore communities. For instance, every multi-family unit in the City requires at least two spaces.

## INCOME AND EMPLOYMENT

- Resident **income in Rocky River is higher** than the County as a whole.
- While median income is high, the City is **losing middle-income households**, which mirrors a national trend.
- Beyond resident incomes, **the City was hurt by job loss** as a result of the Great Recession. Total jobs fell by 13.2% between 2004 and 2015.
- While job loss hurt the City, **most residents do not live and work in Rocky River**, making transportation into Downtown, University Circle, and other job centers critical to Rocky River's future.

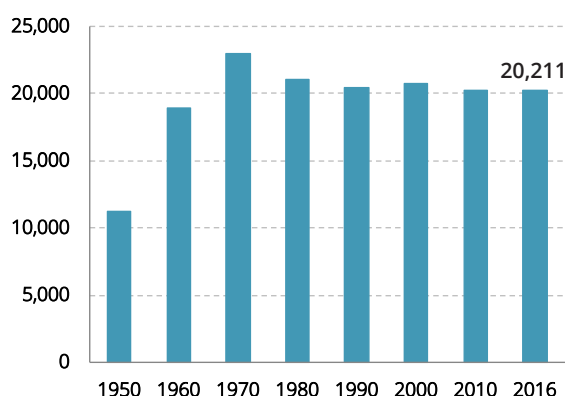
## MAJOR FINDINGS

# POPULATION CHANGE

The Current Conditions document showed Rocky River as a community with a relatively stable overall population, but changing characteristics of its members. Since 2009, Rocky River's population has remained flat, but has grown older, its households have grown smaller, and its residents have grown smarter as shown in the figures below.

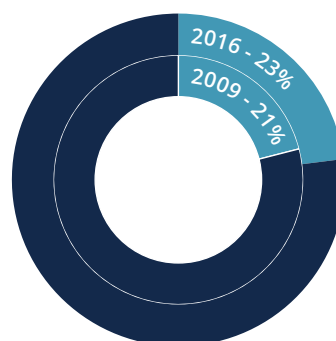
### ROCKY RIVER'S POPULATION HAS BEEN STABLE FOR THE PAST THREE DECADES

Total population between 1980 and 2016 has changed by fewer than 1,000 residents.



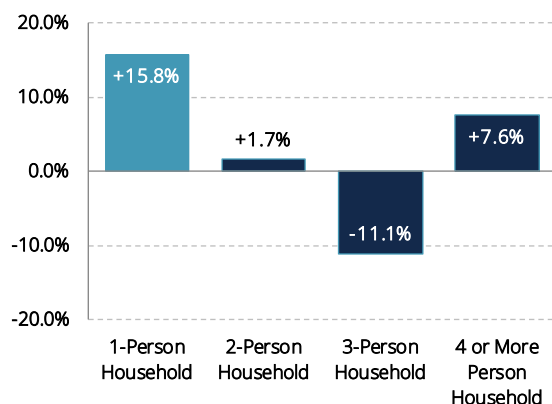
### THE SENIOR POPULATION IS GROWING AS A PERCENT OF ROCKY RIVER'S POPULATION

From 2009 to 2016, seniors (age 65 and over) grew from 21.0% of the total population to 23.0%.



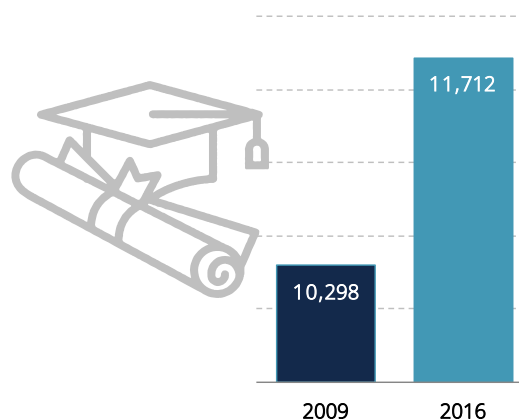
### THE NUMBER OF SMALL HOUSEHOLDS IS INCREASING

The number of one-person households increased by 15.8% or 481 between 2009 and 2016.



### THE NUMBER OF RESIDENTS WITH A COLLEGE EDUCATION IS INCREASING

Between 2009 and 2016, Rocky River added more than 1,400 residents with some college education.

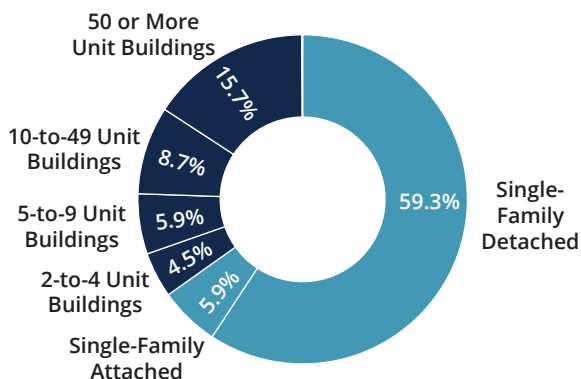


## MAJOR FINDINGS HOUSING STOCK

The analysis of housing in Rocky River shows a community of diverse housing types, with more than 40% of units being townhouses, condos, or apartments. The City has a strong market for its housing with significant investment in housing projects and rising home prices even as residents' income has fallen.

### THE CITY'S HOUSING STOCK INCLUDES DIVERSE TYPES OF RESIDENTIAL BUILDINGS

Of the City's 9,725 occupied housing units, 40.7% are townhouses, condos, or apartments.



### MORE THAN \$214 MILLION HAS BEEN INVESTED IN THE CITY SINCE 2005

The City has tracked 276 projects valued at greater than \$150,000 since the 2005 Master Plan.



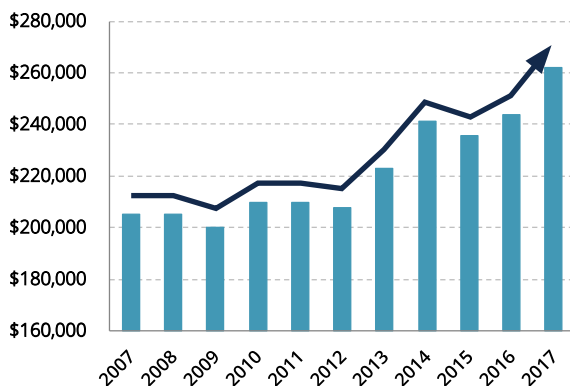
Between 2005 and 2016,

**\$214,303,514**

has been invested in 276 large-scale housing, commercial, and institutional projects

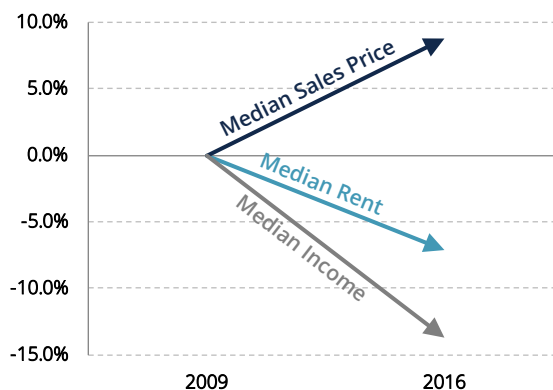
### SINGLE-FAMILY HOME SALES ARE 27.8% HIGHER IN 2015 THAN THEY WERE IN 2007

The median sales price for homes increased from \$205,000 in 2007 to \$262,000 in 2017.



### HOUSING HAS BECOME LESS AFFORDABLE AS INCOMES HAVE DECREASED

The City's median income fell 13.7% while rents decreased less quickly and home prices increased.





## MAJOR FINDINGS

### LAND USE & ZONING

The characteristics of the City's land use show Rocky River as a built-out community, where new construction largely must take place on previously developed land. Despite this, most residents are located within close proximity to a park or open space, even while the City's streets are lined with fewer trees than the Countywide average.

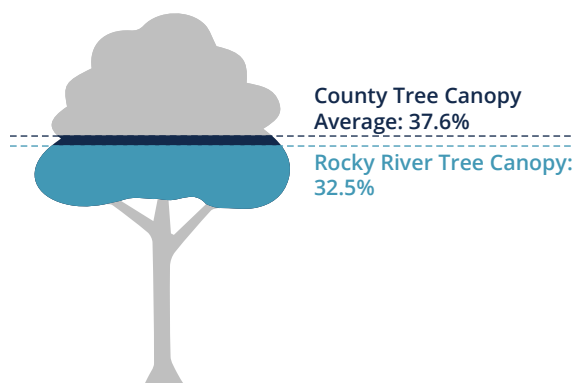
#### THERE IS VERY LITTLE UNDEVELOPED LAND REMAINING IN THE CITY

As a built-out suburb, most new construction would require the redevelopment of existing sites.



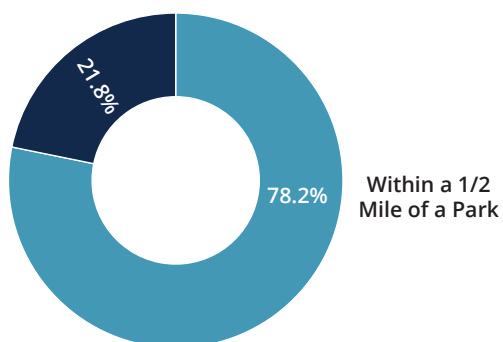
#### ROCKY RIVER'S TREE CANOPY COVERAGE IS LOWER THAN THE COUNTY AVERAGE

An intact tree canopy can provide environmental, health, and property value benefits.



#### MOST RESIDENTS LIVE CLOSE TO A PARK OR OPEN SPACE

In total, 78.2% of residents live within a half mile walk of a City park or the Rocky River Reservation.



## MAJOR FINDINGS TRANSPORTATION

Transportation networks in Rocky River are weighted toward vehicle travel, with zero bike lanes and high parking requirements. Because of this arrangement, the City's walkability is relatively low outside of Downtown River; however, almost all residents in Rocky River have easy access to transit.

### THERE ARE ZERO MILES OF BIKE LANES IN ROCKY RIVER

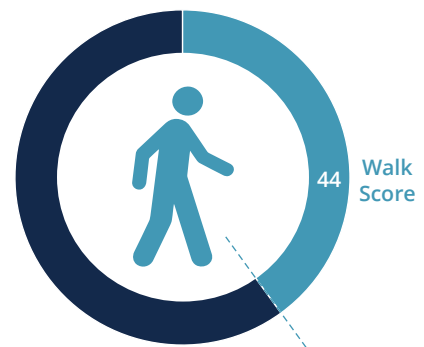
Unlike peer cities, Rocky River has no bike lanes; however, some trails run through the Metroparks.



Miles of Bike Lanes: 0 Miles

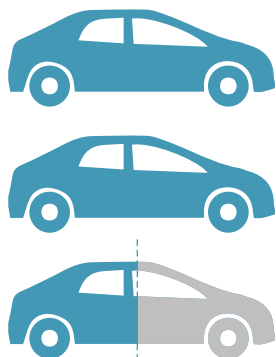
### ROCKY RIVER IS CATEGORIZED AS A CAR-DEPENDENT COMMUNITY BY WALK SCORE

Walk Score measures density, distance to amenities, and other factors to determine walkability.



### ROCKY RIVER HAS THE HIGHEST PARKING REQUIREMENTS OF WESTSHORE SUBURBS

For single-, two-, and multi-family units, the City requires at least two spaces regardless of unit size.



Required Spaces per Multi-Family Dwelling Unit: 2 Spaces (1 Enclosed) Plus Guest Parking

### ALMOST ALL RESIDENTS HAVE EASY ACCESS TO TRANSIT

Of the City's total land area, 99.6% is located within a half mile of a bus route.

Area within 1/2 Mile of a Bus Stop: 99.6%



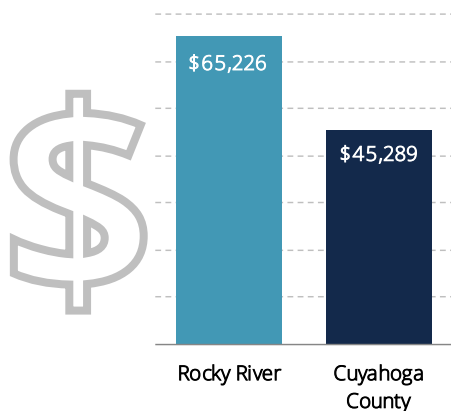
## MAJOR FINDINGS

# INCOME AND EMPLOYMENT

The results of the Current Conditions analysis show that Rocky River remains a wealthy community, but one that has been hit by recent economic fluctuations. While the City's median household income remains significantly higher than the County average, there are fewer middle-income households and fewer job opportunities within Rocky River.

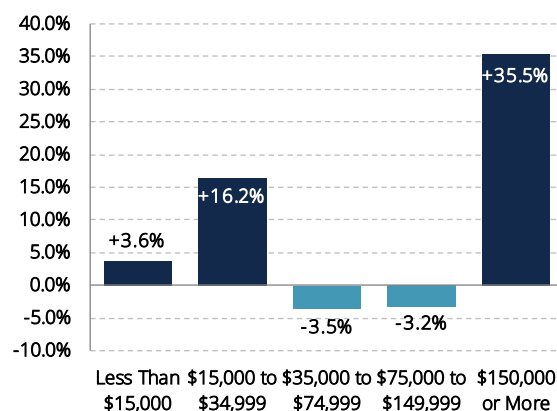
### THE CITY'S MEDIAN HOUSEHOLD INCOME IS HIGHER THAN THE COUNTY AS A WHOLE

While inflation-adjusted median income has fallen, the City's is \$20,000 higher than the County's.



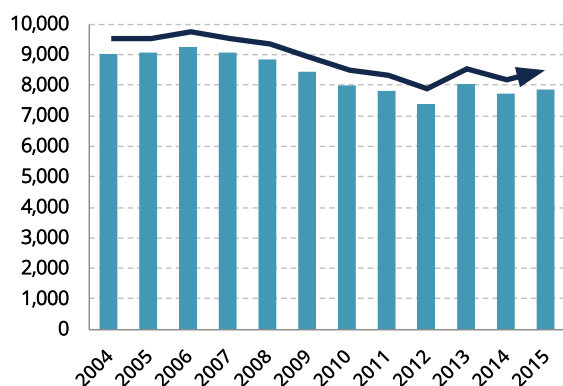
### THE CITY HAS SEEN A DECREASE IN MIDDLE INCOME HOUSEHOLDS

Between 2009 and 2016, the number of households earning between \$35,000 and \$149,999 decreased.



### THE CITY LOST EMPLOYMENT AS A RESULT OF THE 2008 GREAT RECESSION

The total number of jobs in the City was 13.2% lower in 2015 than it was in 2004.



### MORE THAN A THIRD OF RIVER RESIDENTS COMMUTE TO CLEVELAND FOR WORK

Of employed residents, 33.7% commute to Downtown, University Circle, or other parts of Cleveland for work.







## SECTION 4



# COMMUNITY VISION

The Community Vision covers a wide range of topics, describing how a community and its residents would like to get around, where they would like to recreate, how they would like to interact with government, and what types of new investments they would like to see.

### WHAT'S IN THIS SECTION?

This section describes the type of future that residents and community leaders want. These visions are described in statements: broad descriptions of how the community would like to look and function in five to ten years.

### HOW DO I USE IT?

The vision statements describe the desired future for Rocky River. They should be used to evaluate whether specific actions or projects meet the goals of the Master Plan.

# VISION STATEMENTS

As part of the 2017 Rocky River Master Plan, residents were asked for their feedback on vision statements from the previous Master Plan. With public input, these vision statements were revised to reflect current issues and changing features in the City. The updated statements below underscore issues of importance and the values that are essential to River residents.

Source: County Planning



## 1 AN ENHANCED DOWNTOWN RIVER — IMPROVING THE TOWN CENTER

Rocky River has a thriving town center in Downtown River. This vision is for an expansion of Downtown's vibrancy through new residential, office, and retail uses that enhance a strong, walkable town center.

Source: County Planning



## 2 QUALITY HOUSING — MAINTAINING HIGH RESIDENTIAL STANDARDS

Homes in Rocky River are attractive and well-maintained. This vision is for continuing those standards by encouraging home upkeep and maintenance to ensure neighborhoods remain strong long into the future.

Source: Montgomery County Planning Commission



## 3 HOUSING DIVERSITY — ACCOMMODATING A BROAD RANGE OF LIFESTYLES

Housing diversity means having a range of housing types such as traditional single-family homes, accessible housing options, townhouses, or condominiums. This vision is for maintaining a diversity of housing styles so all people— young professionals, seniors, large families—can find the type of housing they desire in River.

Source: County Planning



## 4 COMMERCIAL VIBRANCY — REINVESTING IN BUSINESS DISTRICTS

Outside of the City's Downtown, other business districts range from new shopping centers to older commercial stretches. This vision is for the upkeep and reinvestment of commercial shopping districts to foster vibrant areas and economic activity.



Source: County Planning



## 5 PARKS & PUBLIC SPACE — ENHANCING OUR QUALITY OF LIFE

Rocky River's public spaces range from formal lakefront parks and the sprawling Rocky River Reservation to smaller neighborhood gathering spots. This vision is for enhancing existing parks and public spaces to ensure they are accessible and have the features desired by residents.

Source: Chip Henderson, Golf Photography



## 6 PARKING SOLUTIONS — DEALING WITH THE AUTOMOBILE

Parking in Downtown River and in the City's business districts should not be a detriment to shopping in those areas. This vision is for adequate parking for residents and visitors without large parking lots that detract from the walkability of business districts.

Source: County Planning



## 7 INFRASTRUCTURE IMPROVEMENTS — CREATING GREAT STREETS

Rocky River invests heavily in maintenance of streets and infrastructure. This vision is for investments that are well-coordinated, advertised to residents, and include features such as street trees, lighting, green features, and bike infrastructure to maximize those investments.

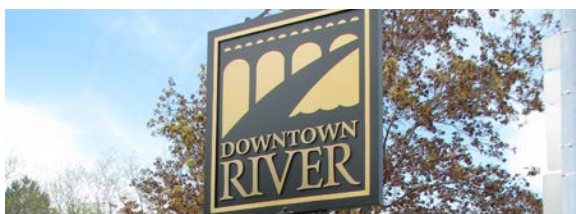
Source: County Planning



## 8 CONNECTIVITY — CREATING A COHESIVE ENVIRONMENT

Transportation via bicycle, walking, automobile, and transit are important to residents. This vision is for a coherent network of trails, sidewalks, and roads that get residents around Rocky River and to surrounding communities and amenities safely and comfortably.

Source: County Planning



## 9 COMMUNITY IDENTITY — COMMUNICATING A SPIRIT OF ROCKY RIVER

Rocky River has a strong sense of identity and pride based on its business districts, quaint neighborhoods, lakefront setting, and park access. This vision is for a physical layout that includes landscaping, gateway signs, and other features that convey that strong sense of pride to others.

Source: County Planning



## 10 ENGAGEMENT — CONNECTING WITH EACH OTHER

Neighborhood engagement is an important way of fostering community. This vision is for improved communication between the City and residents, as well as for events and spaces that encourage residents to connect with each other.





## SECTION 5



# GOALS & ACTIONS

To accomplish the community's vision, there are many individual goals and actions the City must undertake. The Goals & Actions section lists each of the steps recommended to complete the plan goals.

### WHAT'S IN THIS SECTION?

The section includes a series of goals that help accomplish the community's vision. Each goal is described in detail followed by a series of specific action steps that can be undertaken to accomplish each of these goals.

The goals and actions were developed with data from the Current Conditions document, input from the City of Rocky River Master Plan Project Team and Working Group, and public input. Together these policies are meant to advance the collective vision of the community.

### HOW DO I USE IT?

The Goals & Actions section informs the types of actions the City and its partners should undertake in the coming years. It should be used as a guide for implementing the community's vision.



## Goal 1

# ENHANCE AND PROGRAM PARKS AND PUBLIC SPACES

Residents of Rocky River identified the need to enhance existing parks and public spaces. Rather than seek large, new parks, residents would like existing parks to match the City's standards of quality.

A key component of the Master Plan is to guide the enhancement of parks and public spaces that engage residents and foster the already strong sense of community spirit. To do so, the Master Plan outlines actions to empower groups to program existing public spaces and plan for programming of enhanced spaces. In business districts, this may take the form of business associations or **Special Improvement Districts (SIDs)**. SIDs are voted on by property owners in a confined area to levy funds for improvements and programming within that area. These organizations have improved the look, feel, and vibrancy of other regional business districts by funding the addition of decorative infrastructure, landscaping, and other improvements and services.

Together, the physical improvement of parks and public spaces along with the organizational capacity to program them will enliven these places.

### ACTIONS:

- A.** *Develop a Parks and Public Spaces Master Plan to address specific recreational needs and physical improvements in parks and public spaces*
- B.** *Work with property owners to expand public access to the Rocky River and to beaches adjacent to lakefront parks*
- C.** *Construct or improve public spaces in business districts throughout the City such as the proposed plazas in Old Detroit, the Antique Row Parking Lot, and at the Park West office complex on Center Ridge Road*
- D.** *Organize a new board or empower an existing one to program new public spaces with events that engage residents, encourage small business, and foster community interaction*
- E.** *Develop Special Improvement Districts (SIDs) in Downtown River and other commercial areas to fund beautification and infrastructure projects*



**Enhancing Existing Parks**

The Sims Park Pier in Euclid, Ohio shows how improvements to infrastructure such as the Bradstreet Landing's pier can enhance a park environment.

Source: Carole Pegoraro



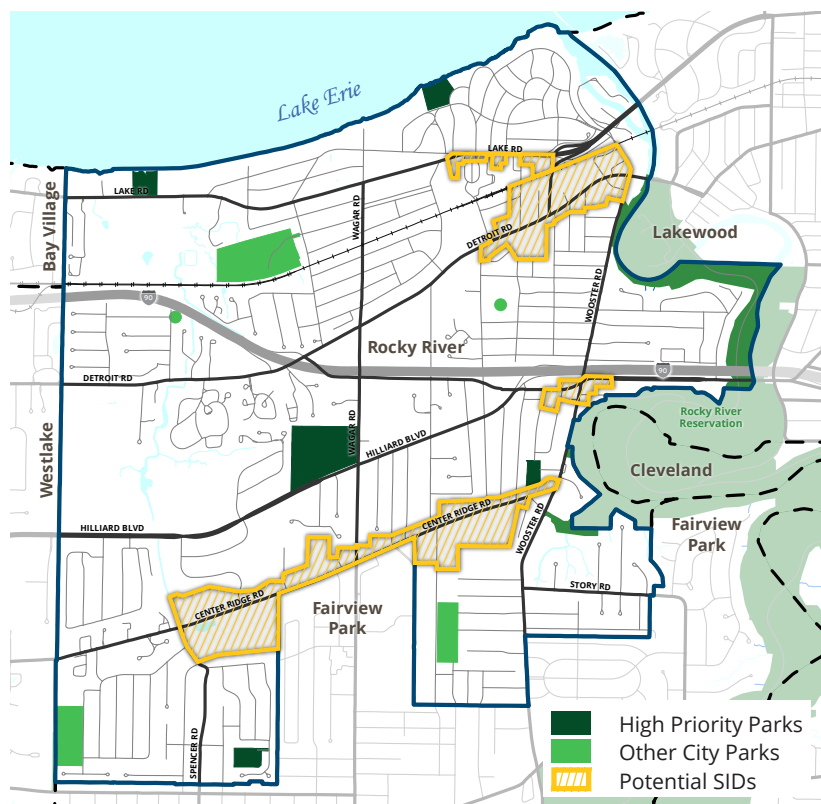
**Adding Public Plazas**

Public plazas such as this space in Downtown River show how attractive spaces with lighting, street furniture, and nearby restaurants can enliven an area.

Source: City of Rocky River



## MAP 3 PARK PRIORITIES & SPECIAL IMPROVEMENT DISTRICTS



### Park Priorities

Parks in dark green are identified as high priority parks for improvements based on the results of the community survey, the proximity of parks to Lake Erie, and existing plans for improvements. All parks should be reviewed as part of a Parks & Public Spaces Master Plan.

### Potential Special Improvement Districts

Four potential Special Improvement Districts (SIDs) have been identified and are shown in yellow: Downtown River, Lake Road, Hilliard/Wooster, and Center Ridge Road. The City should partner with businesses in these areas to consider Special Improvement Districts that could fund physical and programmatic improvements in these areas.



### Using Events to Add Vibrancy

Events such as farmers markets, craft shows, and festivals add vibrancy to districts and encourage visitors to explore new areas.

Source: City of Cleveland Heights



### Maintaining Spaces with Special Improvement Districts

Downtown Cleveland Alliance is a Special Improvement District that provides safety ambassadors, maintains public spaces, and assists visitors.

Source: Downtown Cleveland Alliance

## SPECIAL IMPROVEMENT DISTRICTS

A Special Improvement District (SID) is a defined area within municipal boundaries, where under authorization of Chapter 1710 of the Ohio Revised Code (ORC), property owners can agree to levy additional funds on their property tax bills to finance cleaning, maintenance, and other improvements to the properties and public spaces in the SID.

In partnership with the City, the property owners are the principle partners in the formation of the SID. Both the municipal partners and property owners draft a “Services Plan” outlining what services and activities will be funded by the assessments and for what length of time. On average, the process from conception to operation as a designated SID can take 18-24 months.

As part of the provision under the ORC Chapter 1710, “the SID must be governed by a board of directors, consisting of at least five (5) directors, one being appointed by the legislative authority of each participating political subdivision and the municipal executive of each municipal corporation with territory within the boundaries of the Special Improvement District. The remainder of the board’s members shall be members of the district.” An example is the Ohio City Special Improvement District, where there are two appointed seats, one appointed by the City of Cleveland Councilperson and the other appointed seat by the Mayor of the City of Cleveland. The remaining members of the Board are made up of property owners and residents of the district.

### BENEFITS OF A SPECIAL IMPROVEMENT DISTRICT

Many Special Improvement Districts are established as a way to supplement City services. Benefits depend on the services provided, with safety and cleanliness being the most common. The majority of SIDs fund seasonal plantings, more frequent trash pick-up, sidewalk snow removal, and safety ambassadors.

Other benefits of Special Improvement Districts include marketing of the district to bring additional shoppers to the area. Similarly, some SIDs fund events such as concerts and art walks to help new visitors experience the district.

### FINANCING A SPECIAL IMPROVEMENT DISTRICT

Each Special Improvement District has a different way of assessing business owners and their properties for the financing of services in the SID. The following are three examples of how property owners are assessed in a Special Improvement District.



#### Cedar Lee Special Improvement District, Cleveland Heights, Ohio

The Cedar Lee Special Improvement District assesses property owners based solely on the market value of properties as determined by the Cuyahoga County Fiscal Officer. The assessment is collected semi-annually and is voted on for a five-year term.

The 2018-2023 Plan of Services for the Cedar Lee Special Improvement District identified an annual budget of \$155,888, generated almost entirely from these assessments. That money is intended to be spent for maintenance in the district, marketing, events, and physical improvements.

*For more information about the Cedar Lee Special Improvement District, visit: <http://www.cedarlee.org/>*



### **Gordon Square Special Improvement District, Cleveland, Ohio**

The Gordon Square Special Improvement District assesses property owners based only on the front footage of properties.

In 2013, property owners in Gordon Square paid a fee of \$29.225 for linear foot of frontage on Detroit Avenue, meaning approximately \$900 per year (\$75 per month) for a store with a 30-foot front. The Gordon Square SID generated \$122,180 according to its 2013 income tax filing. More than 90% of that budget went to “Clean and Safe” programs that maintain the attractiveness of the district.

*For more information on the Gordon Square Arts District, visit: <http://www.gordonsquare.org>*



### **Ohio City Improvement Corporation Cleveland, Ohio**

The Ohio City Improvement Corporation (OCIC) assesses property owners based on a hybrid formula of property values and front footage. Thirty-five percent (35%) of the assessment is a property value-based assessment and sixty-five percent (65%) is based on a frontage assessment.

The OCIC’s 2017 SID budget was \$240,000 with a 3% annual increase each year through 2019. As part of their Services Plan, sixty percent (60%) of the budget was used on safety services and thirty percent (30%) was used for cleaning services, with the remaining ten percent (10%) being used for administrative expenses.

*For more information on the Ohio City Improvement Corporation, visit: <http://www.ohiocity.org/OCICAdmin>*



## Goal 2

# IMPROVE STREETSCAPES THROUGH INFRASTRUCTURE REPAIR & ENHANCEMENT

Rocky River's streets and public right-of-way encompass 16.2% of the City's total acreage. As such, the design, construction, and maintenance of these spaces has an outsized effect on the look, feel, and ultimate success of a community.

The City has undertaken an aggressive repair program for road and sewer infrastructure that should continue. The quality of streets and infrastructure is critical to long-term prosperity in Rocky River.

In addition to general repairs, residents said they desire high-quality spaces such as the streetscape in Old River. Constructing similarly quality streets in other areas of the City can further bolster development potential as residents and businesses consistently seek high-quality spaces within which to live, work, and recreate.

The City has existing plans for enhancing infrastructure in multiple business districts. To develop a consistent look, the City should identify standards for the color, size, and design of enhancements.

Outside of business districts, residential areas can also be enhanced through streetscaping elements. While residential streetscapes should not be as intense as in business districts, the addition of trees, neighborhood signs, or stamped concrete crosswalks can enhance the feeling of quality.

### ACTIONS:

- A.** Continue updating the Capital Improvement Plan to outline infrastructure investments and prepare residents and the City for upcoming construction
- B.** Continue to coordinate street, sewer, and other infrastructure efforts to limit construction duplication
- C.** Continue the City's aggressive infrastructure repair and maintenance program
- D.** Adopt a Complete and Green Streets policy to ensure all modes of transportation and green elements are incorporated into street reconstruction
- E.** Develop standards for enhanced infrastructure such as lighting, sidewalks, gateway entrances, and bicycle infrastructure that can be used in infrastructure priority areas as identified on the map on the following page
- F.** Invest in enhanced infrastructure when streets are rebuilt or funding is available
- G.** Construct the improvements outlined in the City's completed TLCI plans for Detroit Road and Center Ridge Road
- H.** Work with business districts and property owners to assist in funding enhanced infrastructure



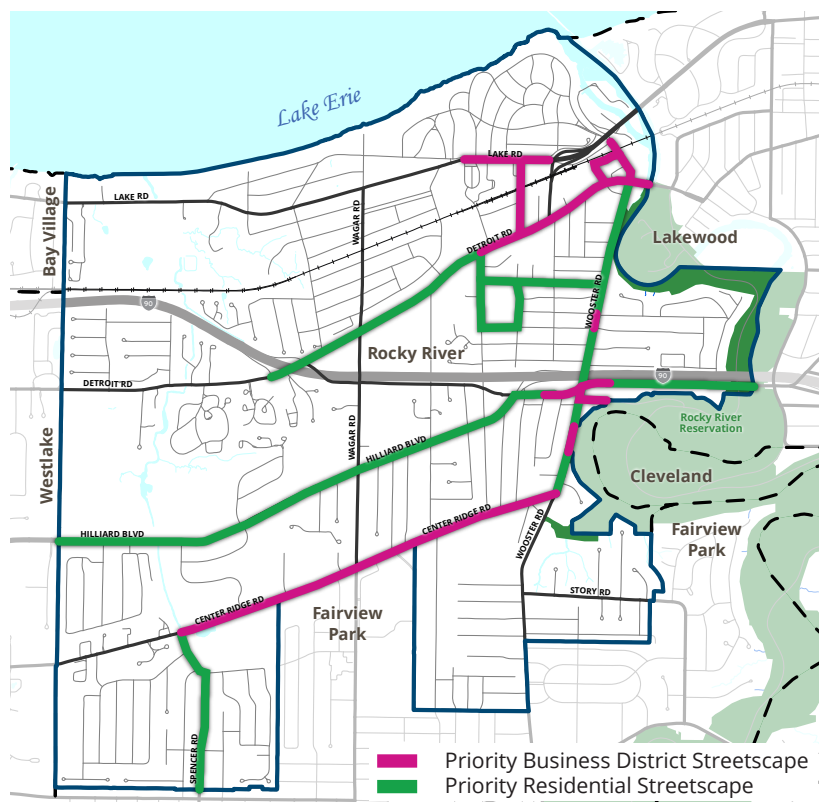
### Potential Business District Streetscape Elements

Business districts can include streetscape elements such as decorative crosswalks, landscaping, wayfinding signage, traffic calming devices, seating, and pedestrian-scale lighting to create enjoyable pedestrian experiences.

Source: Google Earth



## MAP 4 STREETSCAPE PRIORITIES



### Streetscape Priorities

Streets identified in pink are prioritized for business district streetscapes that can include enhanced infrastructure such as sidewalks, gateways, decorative lighting, and other features.

Streets identified in green are primarily residential streets that could benefit from streetscaping such as trees, small signs, or stamped crosswalks that could enhance the look of those streets.



### Potential Residential Streetscape Elements

Residential areas can also include streetscape elements to make the areas more pleasant for pedestrians. These can include street trees, gateway signage, decorative crosswalks, pedestrian-scale lighting, and extensive landscaping.

Source: Google Earth

### Goal 3

## BUILD UPON THE CITY'S BRAND AND OUTREACH PROGRAM

As a stable suburban community with a high-quality school district, range of housing, various business districts, and lakefront parks, the City of Rocky River has a strong image. The City's existing branding could be improved and expanded to better match the City's high-quality image.

Rocky River's existing branding can be inconsistent in terms of colors, use of the City logo, and within business district sub-marketing. To better coordinate these brand elements as well as expand those elements to other components of City government, the City should undertake a branding campaign that better communicates the spirit of Rocky River. This could include logos, municipal buildings, gateway signs, and City vehicles.

Beyond just a brand, the City should continue its outreach program through social media, its website, and ReadyNotify. These outreach programs should convey the City's brand while notifying residents of important topics.

### ACTION STEPS

- A.** *Work with qualified design professionals to coordinate the City's brand for logos, gateway signs and markers, municipal vehicles, and other components that build upon existing brand elements*
- B.** *Construct gateway signs at minor and major entrances based on the gateway locations map*
- C.** *Evaluate the City's website for updates and additions that can enhance resident interaction*
- D.** *Continue to actively encourage new and existing residents and businesses to connect with the City via all available communication media*
- E.** *Develop an official policy for interacting with residents on social media based on established best practices*

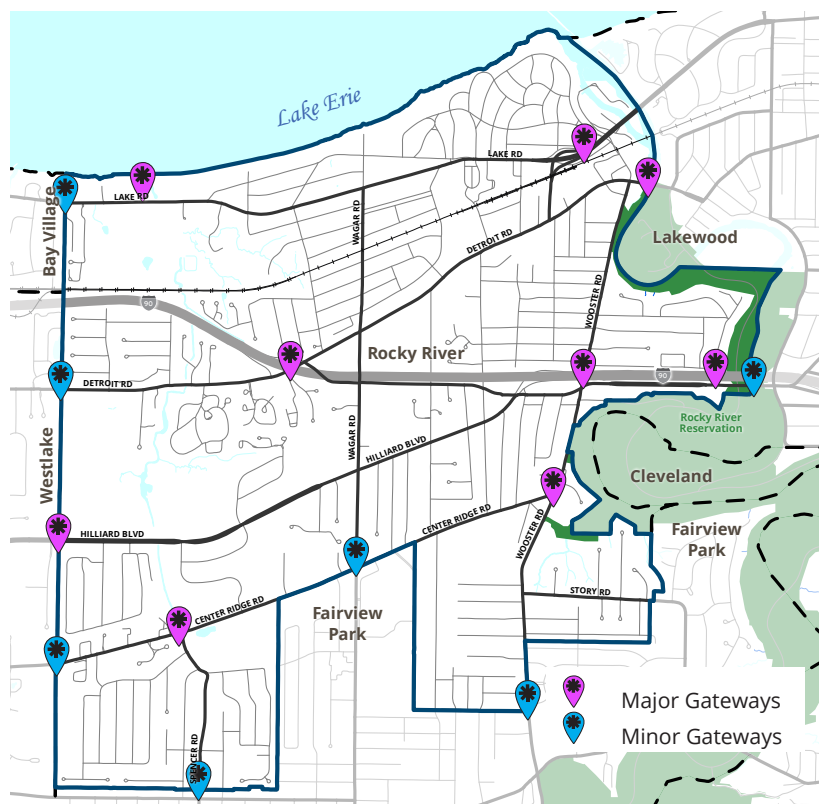
### North Coast Harbor's Brand Campaign

North Coast Harbor includes various institutions and events. To coordinate, the Harbor introduced a brand that used similar colors, fonts, and shapes for a consistent look across multiple events.



Source: Guide Studio

## MAP 5 GATEWAY LOCATIONS



### Rocky River Gateways

The Gateway Locations map displays two types of gateways: major (purple) and minor (blue). These locations represent large, important entrances to the community and smaller neighborhood-scale entries.

Gateway signage and treatment should be scaled based on the size and importance of the entrance. Major gateways should include prominent signage while minor gateways should have less intrusive entry markers.



### Minor Gateway Example

Rocky River already has strong examples of minor gateway signs such as this entryway sign into Downtown River.

Source: Google Earth



### Major Gateway Example

This example from Easton Town Center in Columbus, Ohio showcases a gateway with signage, unique lighting, decorative fencing, and a consistent color scheme.

Source: Google Earth

## Goal 4

# COLLABORATE WITH NEIGHBORING CITIES TO UNIFY THE WESTSHORE COMMUNITY

Community boundaries within Cuyahoga County are fluid, with residents, businesses, and visitors moving quickly from one community to the next. People expect crossing between communities to be seamless and organized.

To address the issue of our many communities, Rocky River should continue its existing partnerships with its neighbors and expand them in new ways. This should include continuing to provide mutual aid for emergency services and taking a more proactive role in improving the physical connections between neighboring jurisdictions.

By establishing a set of protocols for informing neighboring communities of projects and collaborating on larger economic development efforts, the City of Rocky River can provide access and opportunities for its residents and for visitors to the City.

## ACTION STEPS

- A.** *Partner with surrounding communities to ensure seamless transportation connections across borders with a special focus on improving the pedestrian and bicycle connections along Detroit and Lake-Clifton*
- B.** *Convene the Cities of Rocky River, Lakewood, and Cleveland to develop a strategy for marketing and development along the length of Detroit Road*
- C.** *Continue to work with neighboring communities to develop reciprocity agreements for recreational facilities and programs*
- D.** *Develop a process for informing neighboring communities of infrastructure plans and coordinate improvements*
- E.** *Partner with Lakewood, Cleveland, NOACA, ODOT, and Cuyahoga County to develop bridge designs for Rocky River crossings that yield a consistent and characteristic feel along Lake-Clifton, Detroit, and Hilliard bridges*
- F.** *Coordinate with NOACA, ODOT, Cuyahoga County, and communities along I-90 to develop bridge designs for roads spanning the highway to ensure a consistent and characteristic feel along the route into Downtown Cleveland*
- G.** *Support the advancement and development of the Lake Erie Coastal Ohio Trail that runs through Rocky River along the north coast of Ohio*
- H.** *Continue mutually supportive agreements with surrounding communities regarding police, fire, EMS, and wastewater treatment*



## MAP 6 DETROIT ROAD BUSINESS DISTRICTS



### Detroit Creative Corridor

The Detroit Creative Corridor was identified in Cuyahoga County's Place-Based Economic Development Framework as a job corridor stretching from Ohio City to Downtown River along Detroit Road. The corridor links multiple business districts, arts institutions, theaters, neighborhoods, and attractions along a path that includes parks, transit, and trails.

Rocky River, Lakewood, and Cleveland could explore how collaboration could yield regional marketing, economic development tools, and transportation improvements that build a consistent and nationally competitive corridor.



### Downtown Lakewood

Downtown Lakewood includes numerous local and national retailers.

Source: Lakewood Alive



### Gordon Square

The Gordon Square Arts District features multiple theaters and restaurants.

Source: Gordon Square Arts District



### Consistent Bridge Design

The City of Pittsburgh's consistent use of yellow for its road bridges creates an iconic image for the City.

Source: Google Images



### Lake Erie Coastal Ohio Trail

The Lake Erie Coastal Ohio Trail uses on and off-road paths to form a trail along the Lake Erie coastline.

Source: Wordpress User--Mia Alonzo

## Goal 5

# CONSTRUCT A CITYWIDE TRAIL AND BICYCLE NETWORK

The City of Rocky River has a very limited bicycling network with only a small walking path in Martin Park currently and a future trail and bicycle lane as part of a potential Marion Ramp removal scenario. Similarly, a review of five focus areas in Rocky River showed only 13 bicycle racks within the public right-of-way—including zero bicycle racks along Wooster, Hilliard, and Center Ridge Roads. The City's Community Survey identified improvements to the walking and bicycling network as the highest priority transportation improvements among residents.

To accomplish this goal, the Master Plan outlines a potential bicycle and trail network that would link all ends of the community to schools, business districts, and parks.

The trail and bicycle network incorporates a mixture of on-and-off street bicycle facilities based on an initial review of right-of-way availability. More detailed engineering and public feedback can further refine the desired bicycling facilities.

## ACTION STEPS

- A.** *Work with NOACA and transportation agencies to develop preliminary and final engineering for a network of trails*
- B.** *Incorporate trail construction into the City's Capital Improvement Plan*
- C.** *Partner with other communities, Cleveland Metroparks, County Planning, and NOACA to develop regional trail systems as part of the County Greenways initiative*
- D.** *Seek grant funding to construct the bicycle network, with a special focus on access to the Metroparks*
- E.** *Monitor privately owned land for opportunities to acquire properties that can complete the network*
- F.** *Work with businesses or seek grant funding to add bicycle parking in business districts*
- G.** *Update the City's development code to require bicycle parking*
- H.** *Work with Cuyahoga Greenways to finalize the Cuyahoga Greenways Plan and establish an ongoing maintenance plan for trails*
- I.** *Develop design guidelines for trails, bicycle routes, and crossings*



**Trail Example**

Widened sidewalks such as this one in Granville, Ohio can act as trails connecting bicyclists, joggers, or walkers to their destinations safely and comfortably.

Source: Google Earth



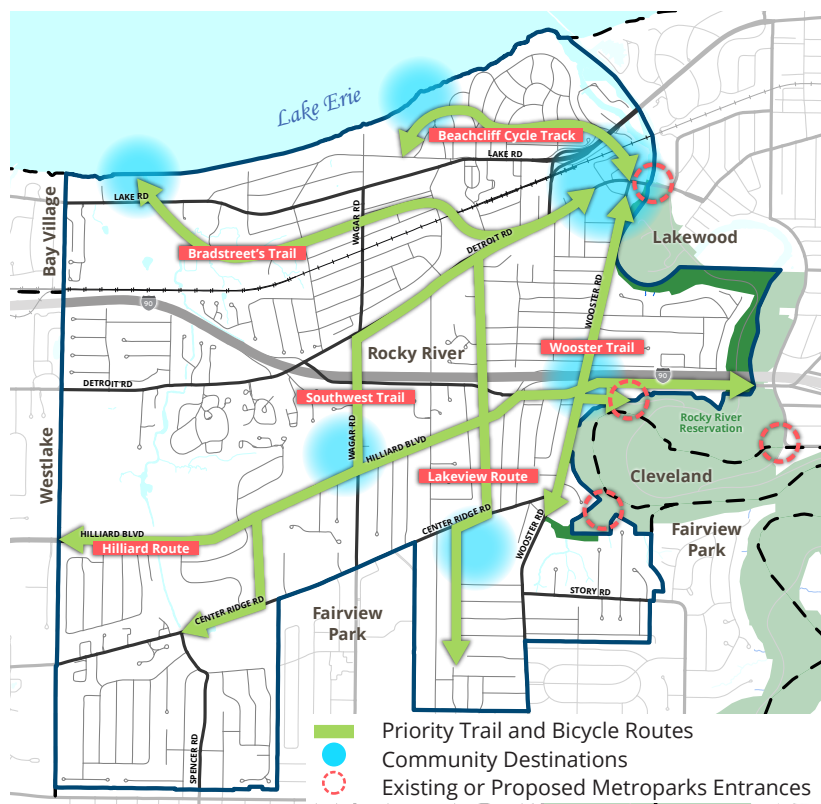
**Bike Boulevard Example**

Bicycle Boulevards are streets in which signs both on-street and hanging can identify that bicyclists are given equal priority on the road.

Source: Pedestrian and Bicycle Information Center, Adam Fukushima



## MAP 7 PROPOSED NETWORK



### Proposed Network

The Proposed Network map at left outlines the generalized locations of priority trail and bicycle routes through the City. Generalized routes are shown in green while important community destinations are shown in blue.

As Cleveland Metroparks Rocky River Reservation is a major destination for River residents, existing and proposed entrances are included in pink on the map.

The descriptions below correspond to the routes identified in the Proposed Network map above. The routes describe in further detail the direction and purpose of each.

### HILLIARD ROUTE

The Hilliard Route would include a two-way cycle track on the south side of the street from Westlake to Wooster Road, and connecting to the Cleveland Metroparks entrance at Rockcliff Drive.

### SOUTHWEST TRAIL

The Southwest Trail would connect the City's southwest neighborhoods via a trail parallel to Center Ridge Road and north through Goldwood Primary School to Hilliard Boulevard. The path would run through the Municipal Center and north on Wagar Road through the High School site and along Detroit Road into Downtown River.

### LAKEVIEW ROUTE

The Lakeview Route would connect the existing sidewalk next to Linden Park across Center Ridge Road to a bicycle boulevard along Lakeview Avenue to Detroit Road and Downtown River.

### WOOSTER TRAIL

The Wooster Trail would run parallel to Wooster Road as a widened sidewalk or trail to connect various entrances to the Metroparks and various business districts along the corridor.

### BRADSTREET'S TRAIL

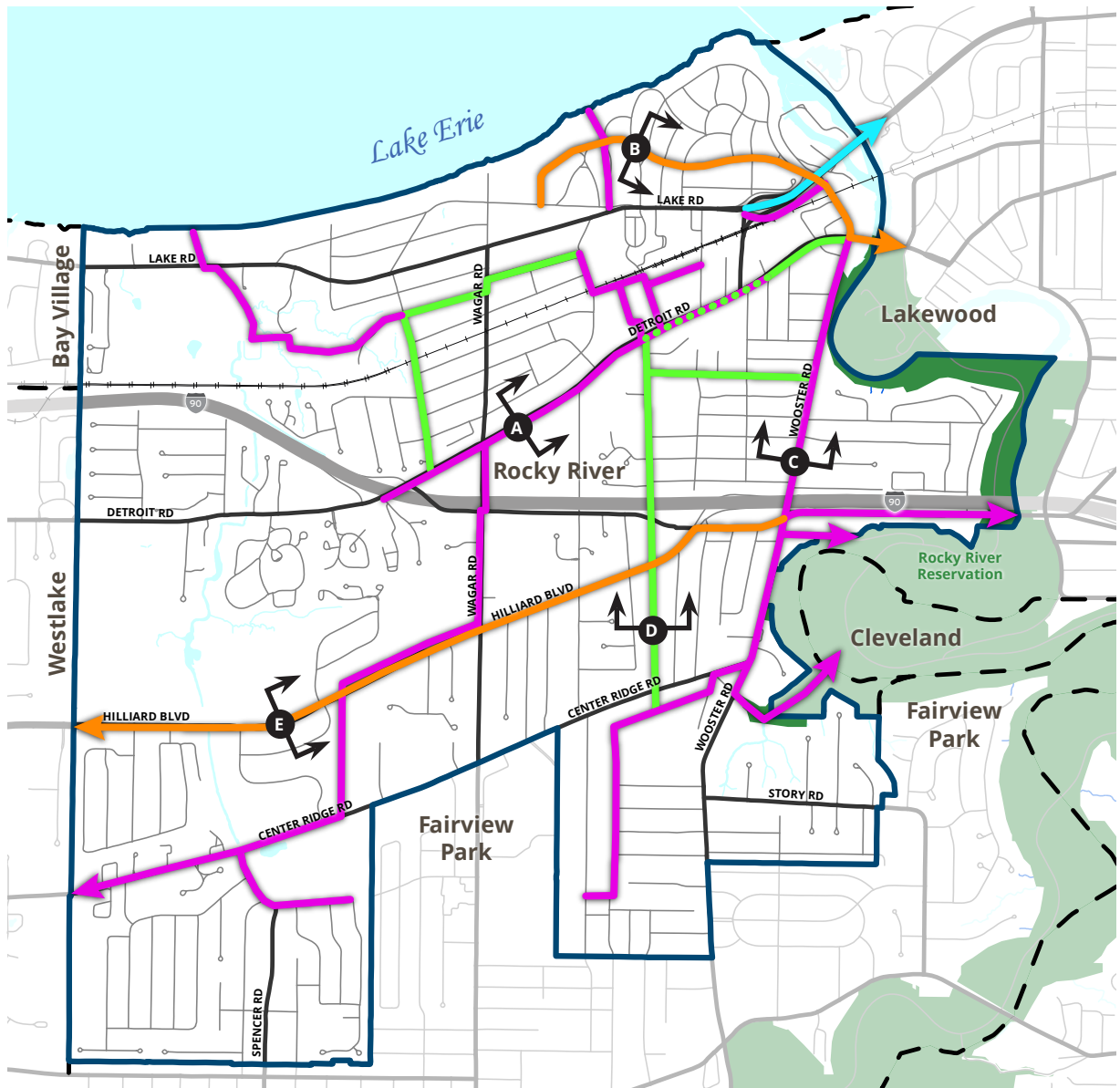
The Bradstreet's Trail would connect Bradstreet's Landing through Elmwood Park via an all-purpose trail. A marked, on-street path would run through the Maplewood and Beaconsfield area. The trail would then cut from Morewood Parkway to Detroit Road via City and County-owned property. This would provide a connection from Bradstreet's Landing to Downtown River.

### BEACHCLIFF CYCLE TRACK

The Beachcliff Cycle Track would replace a parking lane along Beachcliff Boulevard with a two-way cycle track that would connect neighborhoods north of Lake Avenue into Downtown River.



## MAP 8 PROPOSED BICYCLE FACILITIES



### LEGEND

— All-Purpose Trail

— Bicycle Lane

— Bicycle Boulevard

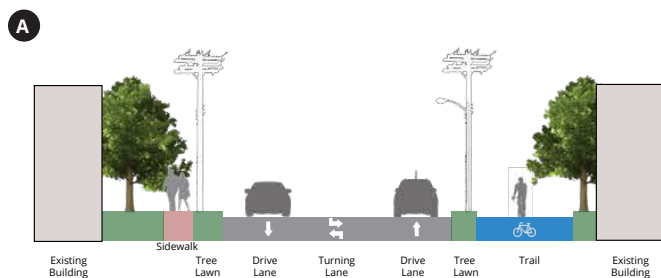
— Cycle Track



\*Dashed lines show locations where multiple types of paths should be considered

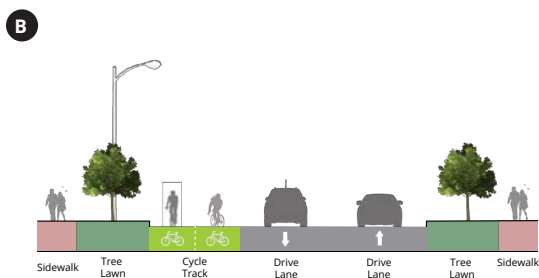
Source: Pedestrian and Bicycle Information Center; Flickr User Bike Calgary





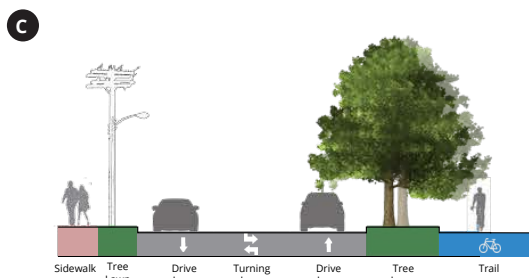
### Detroit Road All-Purpose Trail

The Detroit Road All-Purpose Trail would widen sidewalks within the deep setbacks along the corridor to allow for a trail used by pedestrians and bicyclists.



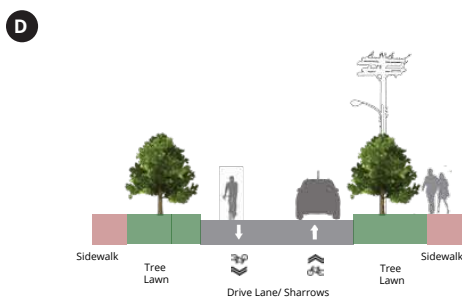
### Beachcliff Road Cycle Track

The Beachcliff Road Cycle Track would reduce the width of existing drive lanes for a two-way bicycle lane and two drive lanes.



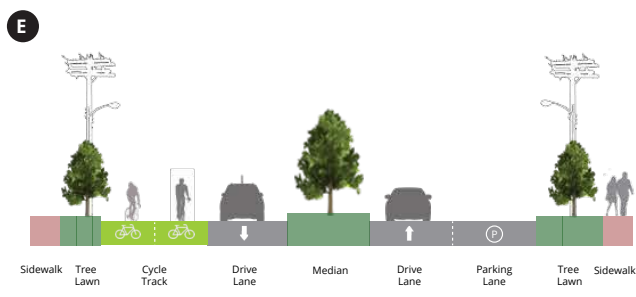
### Wooster Road All-Purpose Trail

The Wooster Road All-Purpose Trail would likewise widen sidewalks along Wooster Road; however, existing setbacks would constrain the width of this trail.



### Lakeview Bicycle Boulevard

The Lakeview Road Bicycle Boulevard would include painted street markings, route signage, and potentially green infrastructure to show bicyclists are welcome on-street.



### Hilliard Boulevard Cycle Track

The Hilliard Boulevard Cycle Track would use an existing drive and parking lane for a two-way cycle track and use another existing drive line for a permanent parking lane.

## Goal 6

# INCENTIVIZE THE BEAUTIFICATION OR REHABILITATION OF RESIDENTIAL PROPERTIES

Rocky River's neighborhoods are among the strongest in Cuyahoga County due to the City's quality school district, attractive and diverse stock of homes, and ongoing maintenance. While the vast majority of the City's residential structures are well-maintained, small areas in the City show signs of distress.

The Master Plan outlines two strategies for improving these areas. The first is to beautify existing structures through repairs and enhanced landscaping. By partnering with property owners to beautify lots, the City can maintain affordable units while increasing the attractiveness of certain structures.

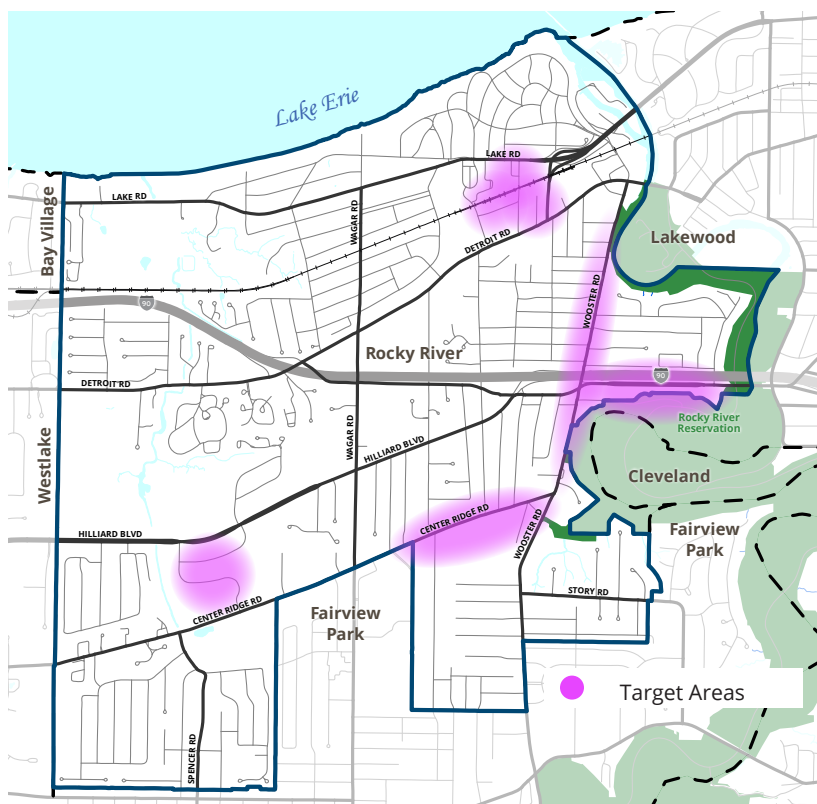
The second strategy is to incentivize the rehabilitation or redevelopment of properties when landscaping alone is unwanted by property owners or would not fully improve the look and feel of a property. The City should develop a Community Reinvestment Area plan that would provide incentives to rebuild in such areas. Such incentives might include a structured plan to reduce the future tax burdens for a set period of time to help fund reinvestment.

Together, the strategies of beautification and rehabilitation can assist in revitalizing areas that are presently distressed.

## ACTION STEPS

- A.** *Develop a Community Reinvestment Area to assist in the rehabilitation or redevelopment of distressed areas*
- B.** *Identify owners of distressed properties and undertake proactive outreach to showcase how the City can assist with and owners can profit from beautification or rehabilitation projects*
- C.** *Work with property owners, developers, and public agencies to assemble land in target redevelopment areas*
- D.** *Continue to aggressively pursue code enforcement violations of distressed properties*
- E.** *Update and strengthen the City's existing landscaping regulations to ensure new construction and renovations incorporate substantial landscaped areas*
- F.** *Develop landscaping plans for struggling corridors and specific plans for standard multi-family properties to provide to landlords*
- G.** *Work with non-profits, garden centers, and Cuyahoga Soil & Water Conservation District to hold front yard landscaping and green infrastructure classes to educate property owners on how to comply with a landscape plan*
- H.** *Develop incentives or matching funds to assist in making improvements as part of a landscape plan*

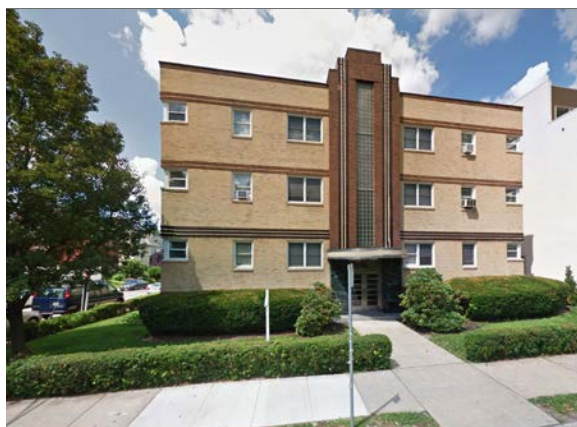
## MAP 9 TARGET AREAS



### Target Areas

The target areas shown in the map at left are areas where outreach to property owners and incentives for upgrades could have the greatest impacts.

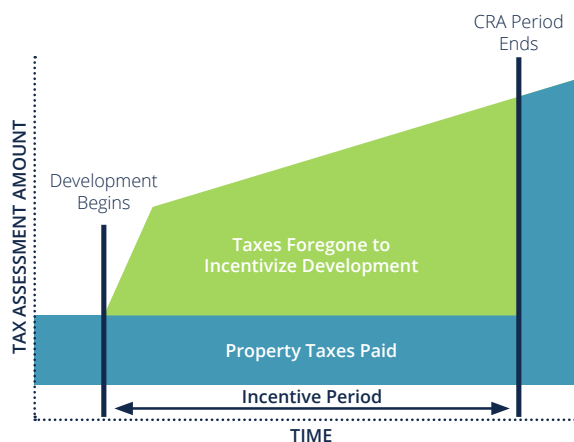
The potential areas would need to be reviewed by the City and appropriate incentives would have to be determined.



### Improved Landscaping Standards

The image above shows landscaping of mid-century apartment buildings that includes large plantings along the building, bushes along the sidewalk, and mature trees.

Source: Google Earth



### Community Reinvestment Areas

As shown above, property taxes rise as property investments are made. A CRA caps property taxes at the level before investment is made for a certain amount of time. The green area represents the taxes the jurisdiction does not collect to incentivize development. At the end of the incentive period, property owners must begin paying the full tax bill.



## Goal 7

# BEAUTIFY THE CITY AND PROTECT THE ENVIRONMENT WITH GREEN INFRASTRUCTURE

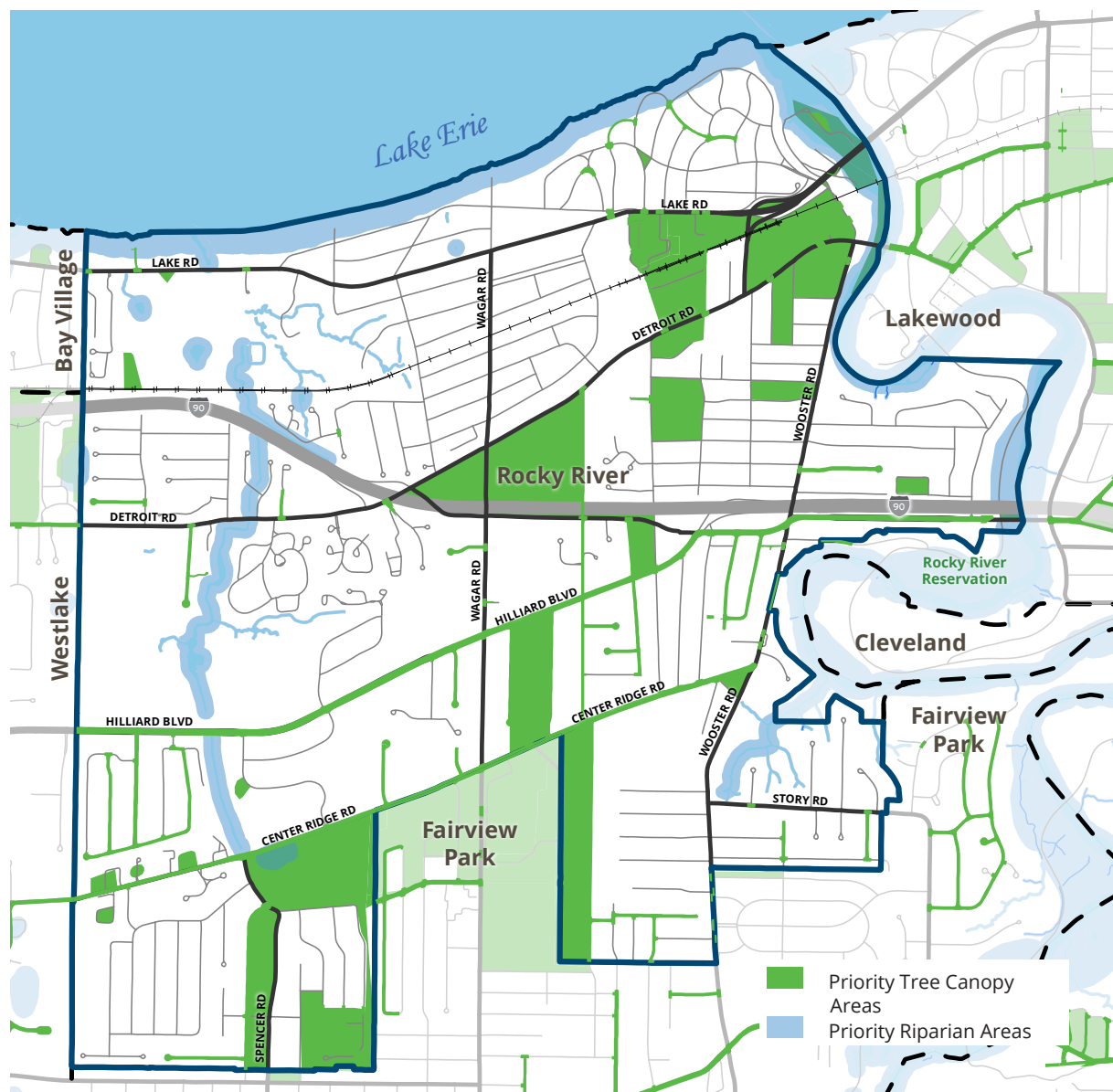
The land use and development decisions made in Rocky River directly affect the health of the City's streams and rivers, and ultimately, Lake Erie. With the majority of the City located in a watershed that drains directly to Lake Erie, a healthy environment is critical to water quality. Currently, the Lake Erie West Tributaries watershed has an existing tree canopy of 39.6%, but 12.8% of the watershed is comprised of impervious surfaces in the form of parking lots, portions of which could provide space for additional trees. Reducing this impervious surface by replacing excess parking or pavement with green space or trees, or by requiring additional trees in new parking lots would improve the health of the environment.

To protect the environment, beautify neighborhoods, and even raise property values, the City should continue to expand and protect its environmental assets. This includes protecting and expanding the City's tree canopy, limiting the amount of water that carries pollutants into streams during storms, and allowing for lighting and energy efficiency improvements in City regulations.

## ACTION STEPS

- A. *Continue planting trees, and use the County Planning Greenprint, the City's tree inventory & master plan, and the map on the following page to identify parcels, areas, and streets with low tree canopy coverage to target ongoing plantings*
- B. *Adopt tree protection ordinances that require tree inventories, protection plans, and/or tree removal fees as part of development proposals*
- C. *Work with non-profits, the City's proposed Tree Commission, and qualified professionals to educate residents on tree stewardship and green infrastructure on private property*
- D. *Review the City's development codes to remove barriers to rain barrels, solar panels, and other green infrastructure elements*
- E. *Consider matching funds for planting trees, installing rain gardens, or disconnecting downspouts on private property*
- F. *Update parking lot standards for large-scale developments to include green stormwater infrastructure*
- G. *Consider regulations to limit new development within specified distances of existing streams and waterways*
- H. *Incorporate green infrastructure such as rain gardens in new development or as part of road reconstruction*
- I. *Work with existing commercial property owners to incorporate green stormwater infrastructure on-site to limit water entering streams*
- J. *Work with Cleveland Metroparks and the City's Stormwater Management Committee to identify green infrastructure opportunities and funding*

## MAP 10 POTENTIAL TREE CANOPY AND RIPARIAN AREAS



### Potential Tree Canopy Areas

The Potential Tree Canopy Areas shown in green above are streets or neighborhood blocks with the lowest percentage of tree canopy coverage in Rocky River based on the Urban Tree Canopy Assessment completed by the Cuyahoga County Planning Commission. This process used satellite imagery to identify existing trees and areas where tree plantings may be possible. These areas should be considered in conjunction with the City's tree inventory and master plan to determine appropriate locations for new tree plantings.

Tree plantings may take place on both private and public property. Along some streets, the width of sidewalks and setbacks may make planting trees in the public right-of-way impossible. These and other factors should be considered when considering plantings on public property.

### Potential Riparian Areas

The Priority Riparian Areas shown in blue on the map above are setbacks from streams and rivers that run within Rocky River. These are areas that should be of prime concern when implementing any stream setback regulations that would limit new structures near rivers and waterways.

## Goal 8

# UPDATE CODES TO ALLOW WALKABLE COMMERCIAL AND MULTI-FAMILY PROJECTS

The City of Rocky River undertook a re-write of its development code following the previous Master Plan. The updates to the code provided a strong foundation for walkable development in Downtown Rocky River; however, outside of Downtown, the current regulations do not match the desired forms of development identified by residents during the current Master Plan process.

To better facilitate development and to streamline the process for walkable projects, the City should update its zoning code to codify walkability, improve the look and feel of the City, and enhance the pedestrian experience. This should include updates to both business district and multi-family regulations.

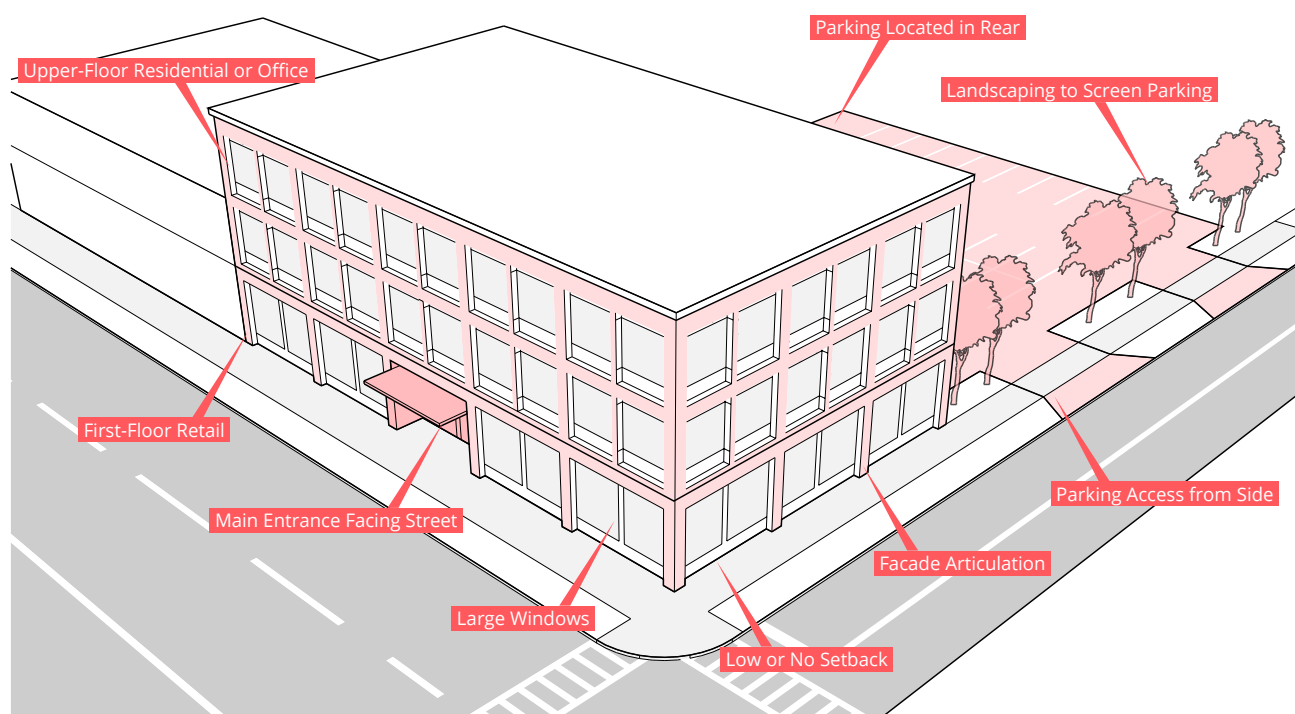
Generally, modern development standards for mixed-use and walkable development cover the following issues:

- Maximum front and side setbacks
- Lower parking requirements
- Parking in the rear or side of buildings
- Facade design and articulation
- Minimum area, size, and placement of windows
- Pedestrian entrances
- Design standards and materials
- Minimum building heights
- “Active” first-floor uses, such as retail

Modern zoning codes should be simple, streamlined, and graphically easy to understand.

### ACTIONS:

- A. *Expand the range of the Central Business District Overlay, reduce the required minimums for the City's Mixed-Use Overlay District, or update the development standards of existing Business Districts to codify more walkable development standards in commercial areas outside of Downtown River*
- B. *Update the City's zoning, setback, and overlay maps to reflect updated development standards*
- C. *Evaluate and consider required parking minimums to make mixed-use development more feasible*
- D. *Consider incentivizing mixed-use development through regulatory flexibility*
- E. *Develop design standards for Center Ridge Road in conjunction with the City of Fairview Park to ensure consistent development and sign regulation along the corridor*
- F. *Update multi-family district regulations to require stricter design guidelines while easing setback and lot coverage standards*
- G. *Allow well-designed, denser development along major roads and at major intersections*



### Zoning Elements for Walkable, Mixed-Use Development

The graphic above showcases key elements that are essential to constructing buildings that contribute to vibrant, walkable, mixed-use districts like Downtown River. The Rocky River Master Plan calls for codifying some of these key development principles to ensure future buildings in Downtown River and in other commercial districts foster quality areas.

Among the development standards outlined above are a mix of uses, with upper-floor residential or office uses above first-floor retail uses. Windows, front doors, and intricate facades make walking by these buildings interesting. Similarly, pushing buildings close to the street and placing well-landscaped parking lots behind those buildings creates a pleasant walking environment along main streets.



## Goal 9

# DEVELOP A CONNECTED NETWORK OF SAFE STREETS

Streets form the network of connections that move cars, pedestrians, bicyclists, and others throughout the community. If designed correctly, streets can be safe and enjoyable places to go; however, in reviewing the existing street network in Rocky River, many streets do not make needed connections, lack safe crossings, or do not have the slow speeds that make them comfortable and safe.

Traffic calming is the method of constructing roads that naturally slows the speeds of cars driving through. There are many methods to calming traffic including narrowing streets, adding curb bump outs, and using speed bumps. The methods vary but the intended result is the same: slow traffic to make streets safer.

In addition to slowing traffic, providing safe environments for people on bike or on foot is equally as important in developing a connected network. These safe environments in Rocky River could include clearly marked and lighted crosswalks, additional entrances into the Metroparks, and safer bus stops for those using transit.

Finally, some needed connections between business districts, neighborhoods, or to parks are missing. These connections could provide a better pedestrian environment to encourage active transportation.

Together, traffic calming, better designed streets, and new connections can form a network in Rocky River that will make getting around easier and safer.

## ACTIONS:

- A. *Develop designs and standards for traffic calming measures, especially for use on north-south residential streets that are secondary connector roads*
- B. *Evaluate crossing locations for implementation of pedestrian signals, enhanced crosswalks, brighter lighting, and other elements to ensure pedestrians can cross safely*
- C. *Incorporate the infrastructure recommendations of the Safe Routes to School Plan into the City's Capital Improvement Plan*
- D. *Work with the City of Lakewood and Cleveland Metroparks to enhance connections from Rocky River into the Cleveland Metroparks*
- E. *Work with GCRTA to determine high-volume bus stops or major bus hubs to incorporate more comfortable transit waiting environments*
- F. *Determine the best method of improving the pedestrian connection between Detroit Road and Wagar Road via Westway Drive*
- G. *Add safe pedestrian connections from Downtown River into the Yacht Club basin via switchbacks or staircases*
- H. *Improve the visibility of alley connections from the proposed parking garage in Downtown River to Old River via artwork, lighting, and signage*
- I. *Require clear pedestrian paths through parking lots and from neighborhoods to the front entrances of businesses*
- J. *Work with non-profits and advocacy organizations to educate bikers and drivers on bicycling laws and safe practices*



### Pedestrian Crossing

This pedestrian crossing example shows clearly marked crossings, slightly bumped-out curbs to shorten crossing distances, and bright signage to alert drivers.

Source: *The Ann Arbor News*



### Medians

Medians can be helpful in creating safe crossings for pedestrians as they form a refuge in the center of the street, allowing to safely cross each half of the street.

Source: *Robert Drdul*



### Pedestrian Signal

Pedestrian signals such as this include button-activated lights that allow a pedestrian to cross safely.

Source: *Michigan Complete Streets Coalition*



### Enhanced Crosswalk

Enhanced crosswalks at intersections could include decorative colors to ensure pedestrians are clearly seen.

Source: *City of Kelowna, BC, Canada*



### Enhanced Alleys

This alley in University Circle connects rear parking with the Uptown District's shops. It includes lighting, directional signage, and retail fronts to make it attractive and safe.

Source: *University Circle Inc.*



### Safe Pedestrian Access to Businesses

Sidewalks from the street to the front entrances make accessing businesses safer for pedestrians. Many shopping centers have no such connections.

Source: *John A Stark*

## Goal 10

# SUPPORT THE GROWING SENIOR POPULATION WITH HOUSING, AMENITIES, AND SERVICES

Seniors already represent nearly a quarter of the population in Rocky River and in just the five years from 2009-2014, the number of senior residents increased by 21%. This trend, which is expected to continue, will require new housing for the rapidly expanding population.

The City is already preparing for the growth in senior residents with its nationally accredited senior center and numerous senior living facilities. These efforts are important to continue in order to service the existing and future population.

Other strategies should also be undertaken to address growing needs. Among them, many seniors prefer to stay in their own home as they grow older. Homes can be retrofitted or constructed to allow first-floor master suites, accessible entrances, or easy-entry handles. The City should research and discuss the development code provisions and best practices, both regionally and nationally, that specify the features that should be included in a universally designed home and determine if the adoption of such code provisions would be beneficial. In addition, new senior housing should be supported when appropriately placed throughout the City.

Beyond housing, seniors are increasingly seeking places with amenities and services for them. These amenities can include events, parks, and accessible parking. The City should continue to expand these amenities and services to support seniors.

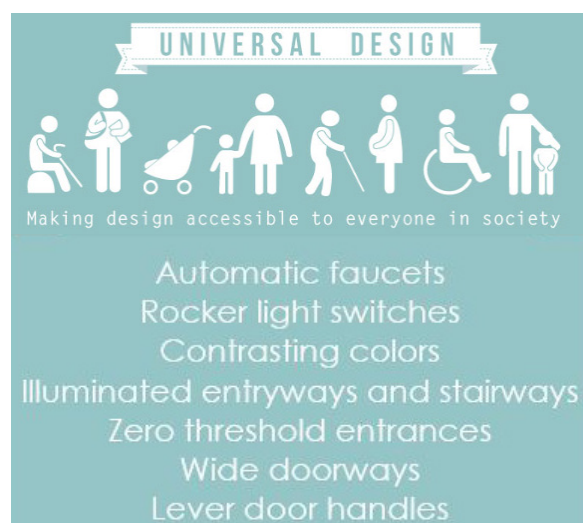
### ACTIONS:

- A. *Research, develop, and consider adoption of a universal design guidebook that outlines features such as first-floor master suites, accessible entrances, accessible bathrooms, or easy-entry handles*
- B. *Work with local and state agencies that provide energy assistance programs such as weatherization, electric conservation, or water repair and conservation issues in order to assist low-income seniors in remaining in their homes longer*
- C. *Support the development and redevelopment of senior housing facilities, where appropriate*
- D. *Identify existing accessible housing, one-story homes, and homes with first-floor bathrooms and master bedrooms; and advertise the list to seniors seeking to age in place*
- E. *Consider subsidies or incentives for modifying existing homes to include universal design features (such as those shown on the following page)*
- F. *Consider zoning policies for accessible Accessory Dwelling Units (ADUs) that could include cottage housing, multigeneration homes, co-housing, or other residential types*
- G. *Add additional accessible parking in Downtown River*
- H. *Continue hosting events and providing the amenities needed to support the senior population*

## THE 7 PRINCIPLES OF UNIVERSAL DESIGN

1. **Equitable Use** – The design is useful and marketable to people with diverse abilities
2. **Flexibility in Use** – The design accommodates a wide range of individual preferences and abilities
3. **Simple and Intuitive Use** – Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or education level
4. **Perceptible Information** – The design communicates necessary information effectively to user, regardless of ambient condition or the user's sensory abilities
5. **Tolerance for Error** – The design minimizes hazards and the adverse consequences of accidental or unintended actions
6. **Low Physical Effort** – The design can be used efficiently and comfortably and with a minimum of fatigue
7. **Size and Space for Approach and Use** – Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility

## EXAMPLES OF UNIVERSAL DESIGN ELEMENTS IN THE HOME:





## Goal 11

# UPDATE THE CITY'S MUNICIPAL FACILITIES

Rocky River's Municipal Center is appropriately located near the center of the City, making it easily accessible to residents. The many features of the area draw a wide variety of residents and visitors for work, recreation, and civic amenities. Given the Municipal Center's prominence, the City has existing improvement plans that include improvements to playgrounds and the Police Station.

To complement these changes, the City could make traffic adjustments, renovate or expand other buildings, and update landscaping. By rerouting some roads and eliminating a road around the Municipal Center, these improvements could create a more sound, sensible traffic flow throughout the area.

Another improvement strategy could be to construct a clear pedestrian network around the Center to encourage and incorporate multi-modal activity. This network could include clear walkways to and from buildings and parking lots, and a collection of trails looping around the whole site and connecting with a larger proposed network.

Furthermore, while the City has existing plans to upgrade the Police Station, the Fire Station is also in need of improvement and should be redesigned to allow modern safety equipment and easy access for fire vehicles. Over time these changes will allow for the vibrant activity in the Center to operate more smoothly and efficiently.

The actions under this goal are linked directly to Core Project 5.

## ACTIONS

- A.** *Continue efforts to expand and renovate the Police Station*
- B.** *Develop plans and pursue grants for the construction of a modern Fire Station that complements the design of the proposed Police Station*
- C.** *Develop a trail system around and within the Municipal Center that creates clear pedestrian entrances, connects to other trail systems, and provides safe circulation*
- D.** *Improve landscaping, add front parking, and develop a single, safe, and secure entrance to City Hall and the Municipal Court through the historic front entrance*
- E.** *Improve Municipal Center drives with signs, trees, and lighting for a more welcoming and safe atmosphere*



**Mayfield Village Police Station, Mayfield Village, Ohio**

Source: Richard L. Bowen + Associates, Inc



**Strongsville Police Station, Strongsville, Ohio**

Source: Richard L. Bowen + Associates, Inc



**Glen Ellyn Police Station, Glen Ellyn, Illinois**

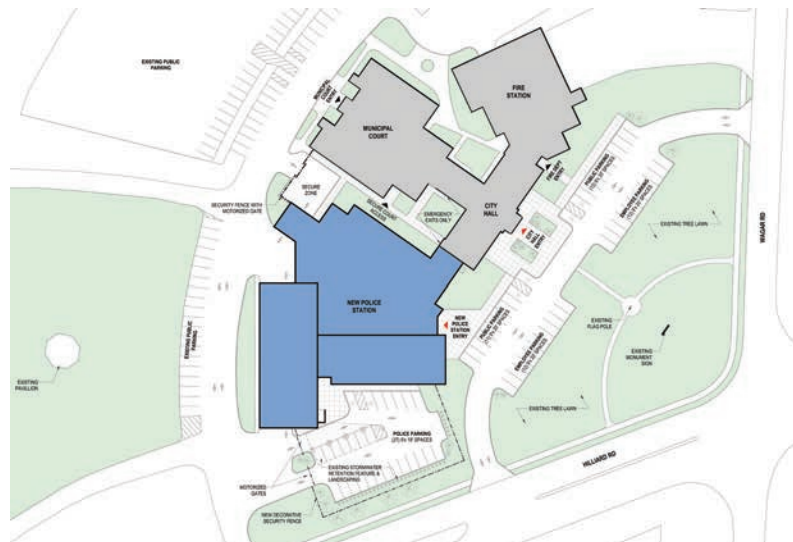
Source: Bev Horne, Daily Herald



### Police Station Expansion

The images above and at right show improvement plans for the expansion of the City's Police Station. The Police Station would link to new parking areas and a secure City Hall entrance.

Source: City of Rocky River









## SECTION 6



# CORE PROJECTS

The Core Projects section describes major physical improvements that are key components of the Master Plan. These physical improvements are conceptual ideas of how altering the landscape of Rocky River could be accomplished over the next decade.

### WHAT'S IN THIS SECTION?

This section includes nine Core Projects. Each concept has a description, images that further illustrate the concept, and in certain cases a map or rendering to support it. The Core Projects showcase how physical changes to Rocky River could look.

### HOW DO I USE IT?

The Core Projects are conceptual. Detailed engineering, traffic studies, and financial analysis are necessary before undertaking any of these projects. The concepts should be used as a basis for beginning the process of reviewing, approving, and ultimately undertaking the construction of these projects.



# DEVELOPING CORE PROJECTS

The Core Projects were developed based on the input of residents, Working Group members, and City staff. They are meant to address major concerns or issues that have arisen from public comment.

## MOVING FROM FOCUS AREAS TO CORE PROJECTS

At the first Public Meeting, Rocky River residents were shown a series of goal statements for the future of five focus areas. Residents were asked if these goals matched what they would like to see in these areas. Based on the feedback received at that meeting, County Planning identified the most important goals to residents and transformed those goals into distinct Core Projects that could accomplish those goals. The Core Projects shown in the Master Plan are the results of that process.

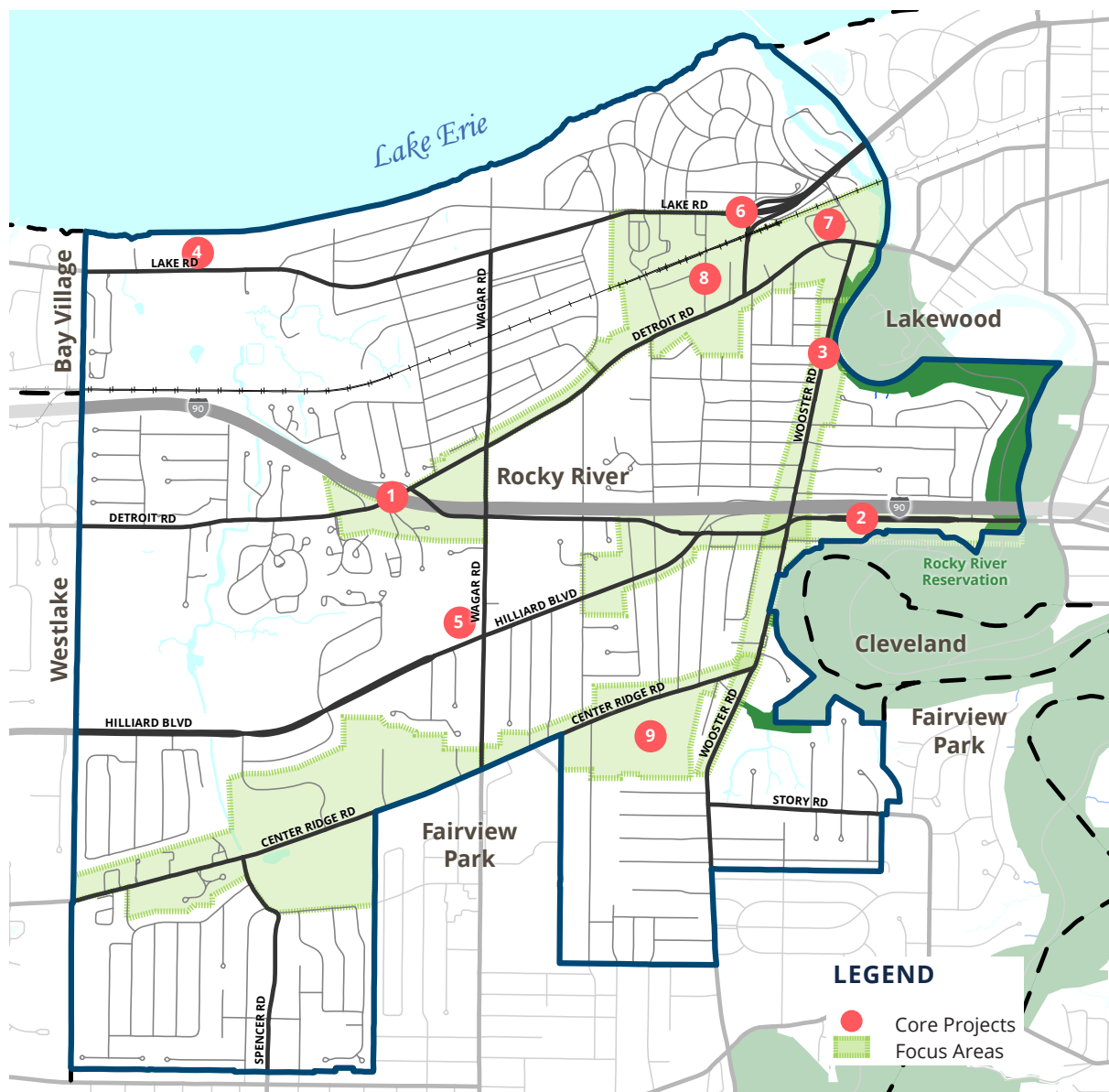
## WHAT ARE THE CORE PROJECTS?

The locations of the Core Projects are shown on the map on the next page. They include corridors, parks, retail areas, and the Municipal Center. The concepts are shown in detail on the following pages, with descriptions and images showing potential changes.

The Core Projects are listed below:

1. The Detroit-Westway Gateway
2. Hilliard Boulevard Road Diet
3. Wooster Road Recreationway
4. The Bradstreet Neighborhood
5. Municipal Center Improvements
6. Reimagining Marion Ramp & Allen Court: Development Options
7. Downtown River Parking & Development
8. Linda Street District Development
9. Center Ridge Road East Walkable Development

## MAP 11 CORE PROJECT LOCATIONS



## Core Project 1

# THE DETROIT-WESTWAY GATEWAY

For residents and visitors, the interchange at I-90 and Detroit is a gateway and intersection that does not currently provide desired connections or an attractive community entrance. For residents seeking a clear pedestrian path between Detroit Road and Wagar, there are no sidewalks along Westway. For visitors entering River, there are no gateway signs pointing to Downtown. Improvements to pedestrian paths and signage could make this area a clear gateway for Rocky River while maintaining traffic flow.

### PEDESTRIAN CONNECTION

To facilitate a more expedient and safer pedestrian connection to Wagar than walking along Detroit Road—especially at a major highway off-ramp—three options were considered: constructing new sidewalks through Southbend's private property, constructing a pedestrian bridge parallel to Westway Drive, and building a path raised above the highway running parallel to it.

While all three options have the potential to connect Detroit Road to Wagar Road, analysis and input showed that the raised path parallel to the highway was the most appropriate option. Such a path could run within the existing highway right of way, negating the need to purchase land. The path could either be built on existing flat areas or a retaining wall could be necessary to provide the appropriate grade. Ultimately, the design of the

path would have to ensure the safety of pedestrians, maintain adequate distance from the highway, and shield the path from nearby properties.

An example raised path next to a highway is shown below, while the proposed route of the path is shown on the following page.

### BRIDGE PATH

Baseline analysis of the Detroit Road bridge over I-90 shows that the bridge has overly wide travel lanes. Narrowing these lanes could result in an extra nine feet of space that could be used to widen the sidewalk on the eastern side of the street. This widened sidewalk could connect with further widened sidewalks heading along Detroit Road into Downtown River.

### GATEWAY TO ROCKY RIVER

The I-90 off-ramp at Detroit Road is the first Rocky River exit for drivers coming from West of the City. It is also the most direct way for travelers to reach Downtown from the highway. As such, the I-90 off-ramp is a gateway to the community that could be improved through attractive signage, wayfinding, and landscaping. The map on the following page shows the potential location of enhanced landscaping, welcome signage on the bridge, and directional signage pointing visitors to Downtown River.



**Pedestrian Connection**

A pedestrian path parallel and above the highway can provide needed connections and be safe for users.

*Source: Seattle Bike Blog*



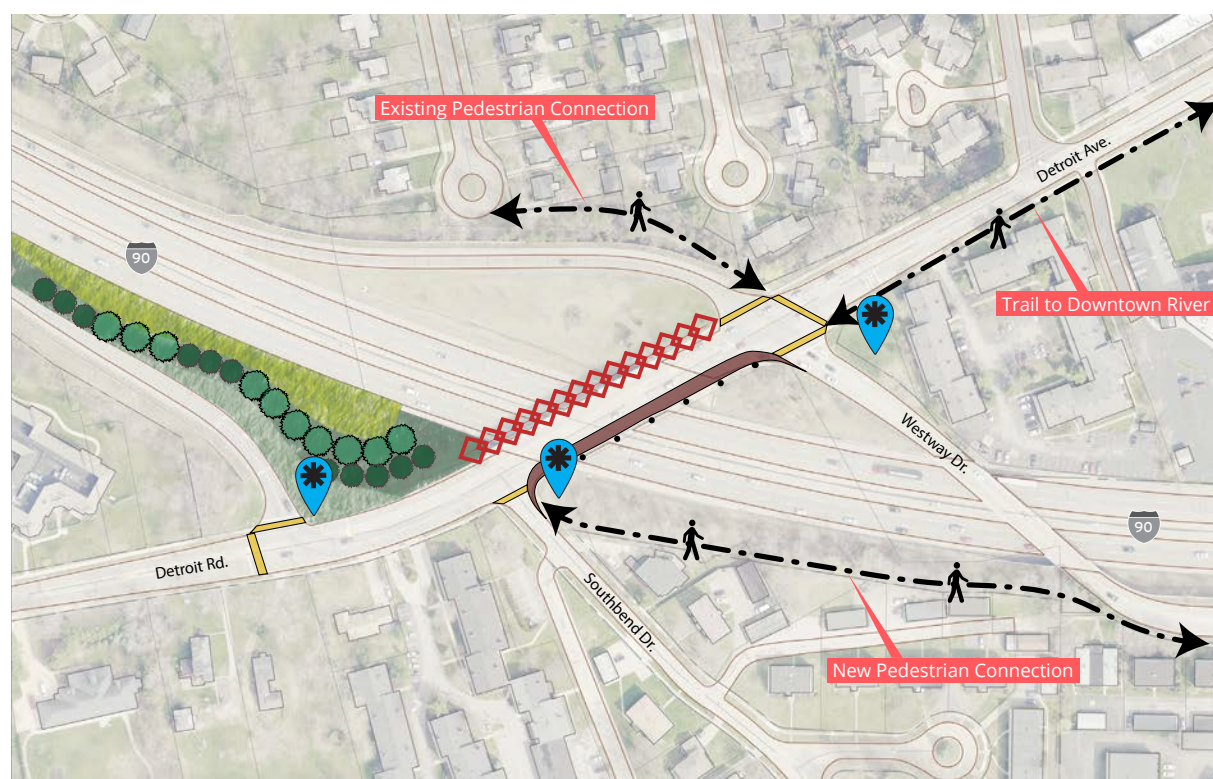
**Bridge Path**

The Lorain-Carnegie bridge's widened sidewalk shows how the Detroit Rd bridge could accommodate pedestrians.







*Source: Google Earth*



### Detroit-Westway Trails and Gateway Concept



### LEGEND

-  Gateway and Directional Signage
-  Trees and Natural Landscaping
-  Decorative Bridge
-  Widened Sidewalk along Bridge
-  Existing Crosswalks
-  Pathways and Trails



### Gateways

This bridge at Easton includes lighting and signage. This could be a component of a Rocky River gateway.

Source: Google Earth

## Core Project 2

# HILLIARD BOULEVARD ROAD DIET

Hilliard Boulevard east of Wooster Road is a five-lane road but carries only 11,000 vehicles a day—significantly less than Wagar Road (17,000 vehicles a day) between Hilliard Blvd and Westway Drive, where only three lanes exist. While Hilliard Boulevard has excess capacity, adjacent parcels to the south struggle to attract investment because their shallow depth makes construction difficult.

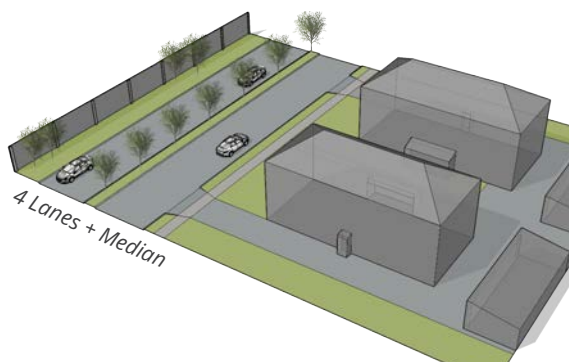
### GOING ON A ROAD DIET

Hilliard Blvd could benefit from going on a 'road diet.' That is, the road shrink from five lanes (including the center turn lane/median) to two or three lanes with no median. The roadway configurations

below show how this could be accomplished.

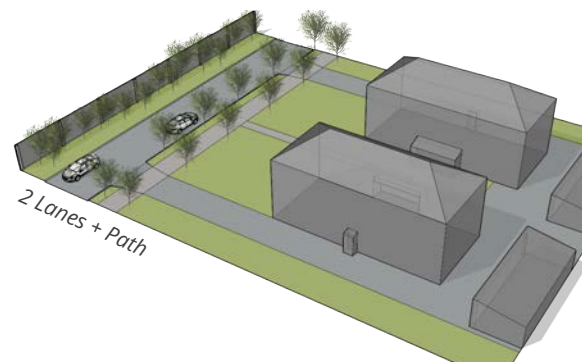
By eliminating two or three unnecessary lanes, additional space could be added to the lots on the south side of Hilliard. Within deeper setbacks, the City could add a multi-purpose trail, which would connect residents to the Hilliard/Wooster business district and the Metroparks entrance.

Likewise, the deeper lots would provide more room for development. With additional space, developers could add taller structures that could take advantage of the tremendous views into the valley. Together, these improvements would radically alter the existing look of Hilliard and provide a better driving, walking, bicycling, and living experience of that street.



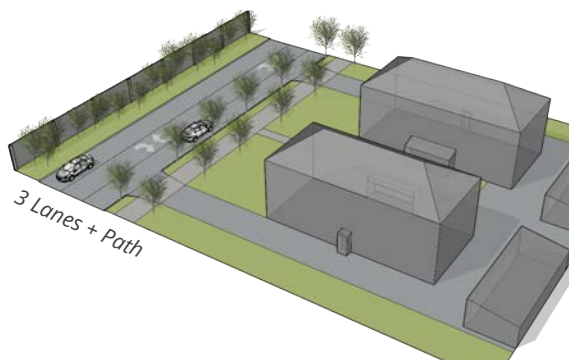
#### Existing Roadway

The existing roadway consists of two lanes in each direction with a small, center median



#### Large Road Diet

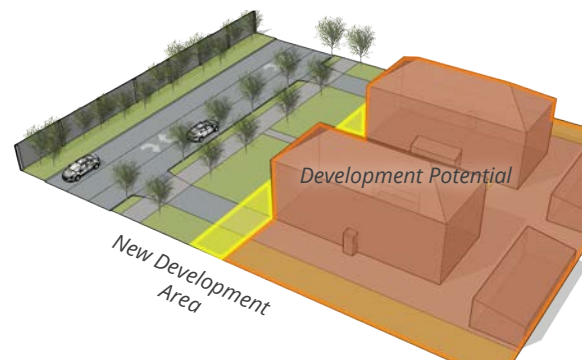
A larger road diet could limit Hilliard to one lane in each direction, and add a protected bicycle path and space for development



#### Small Road Diet

A small road diet could limit Hilliard to a lane in each direction, and add a turn lane and protected bicycle path

\*Public Meeting attendees preferred this option



#### Small Road Diet Potential Development

The larger road diet would yield 15' of development space, enabling parcels large enough for modern standards





#### Existing Street Section

The existing layout of Hilliard Boulevard includes a small median, multiple lanes of traffic, and older apartment buildings.



#### Potential Road Diet

By removing two lanes of traffic, eliminating the central median, and shrinking Hilliard Boulevard, the street can accommodate additional trees and a protected multi-purpose trail. Existing structures could be renovated, rebuilt, or could include additions within the additional setback.



#### Residential Development Examples

Modern residential units can fit historic standards while providing new units with contemporary amenities.

## Core Project 3

# WOOSTER ROAD RECREATIONWAY

Wooster Road has risen as a key connection between many of Rocky River's assets: Downtown, walkable business districts, the Metroparks, and strong residential neighborhoods. The recreation-way concept identifies investments that could activate this corridor. These include improvements to develop stronger nodes along Wooster Road and connections between these nodes.

### NODES: OVERLOOKS AND PARKS

Adding overlooks and parks at vacant spaces along Wooster Road would create nodes of open space that could take advantage of the powerful vistas into the valley. Overlooks could include benches, wider paths, lighting, and amenities. Additionally, a pocket park at Shoreland and Wooster would add another space along the route for pedestrians to rest and relax.

### NODES: COMMERCIAL DEVELOPMENT

There are four commercial areas along Wooster Road that could be enhanced to create nodes of retail. These are located at Detroit, Shoreland, Hilliard, and Center Ridge Roads. New, walkable commercial buildings could create unique local retail destinations that would be stops for people traveling Wooster Road.

### CONNECTIONS: METROPARKS ENTRANCES

Wooster Road contains one current access point to the Metroparks at Rockcliff Drive; however, it is not clearly marked. This entrance, along with directional signage at Wooster and Detroit, and a potential entrance just south of Center Ridge Road could provide high-quality connections into the valley. Clearly marked entrances will support the movement of cyclists and pedestrians between Rocky River's business districts and the Metroparks.

### CONNECTIONS: TRAIL AND TRANSPORTATION IMPROVEMENTS

Linking the parks, overlooks, Metroparks entrances, and business districts along the Wooster Road Recreationway would necessitate a series of transportation improvements to make walking and biking along the corridor safer and more pleasant.

Key to these connections would be intersection improvements at Center Ridge Road and Hilliard Boulevard that could include reducing the width of intersections by eliminating or shrinking lanes where possible.

The bridge over I-90 could also be reduced in number of lanes to accommodate a greener, safer, and more pleasant pedestrian experience through wider and separated sidewalks.



**Overlook Parks**

The overlooks along Wooster Road could be improved with lighting, decorative infrastructure, and seating to provide impressive views into the valley.

*Source: Google Earth*



**Bridge Cap**

This example in Columbus shows how landscaping, lighting, and sidewalks on the Wooster Rd bridge could replace a traffic lane to make crossing I-90 more pleasant.

*Source: Federal Highway Administration*



Throughout the corridor, east-west crossings could be improved through well-lit crosswalks with decorative treatments. In certain areas, additional mid-block crosswalks or pedestrian-signal crossings may be warranted as new parks are added or commercial areas improved.

Finally, a wide sidewalk along the street could allow bicyclists and pedestrians a safer journey along the length of the recreationway. While the existing right-of-way may not allow a full trail along the length of the corridor, widening the sidewalks where possible would create a stronger connection.

## LEGEND

- Potential Parks
- Existing Commercial Structures
- Potential Commercial Development Areas
- Widened Sidewalks or Trails
- Nodes
- Overlook Vista

### Caption Colors:

- Nodes: Overlooks and Parks
- Nodes: Commercial Development
- Connections: Metroparks Entrances
- Connections: Trail and Transportation Improvements

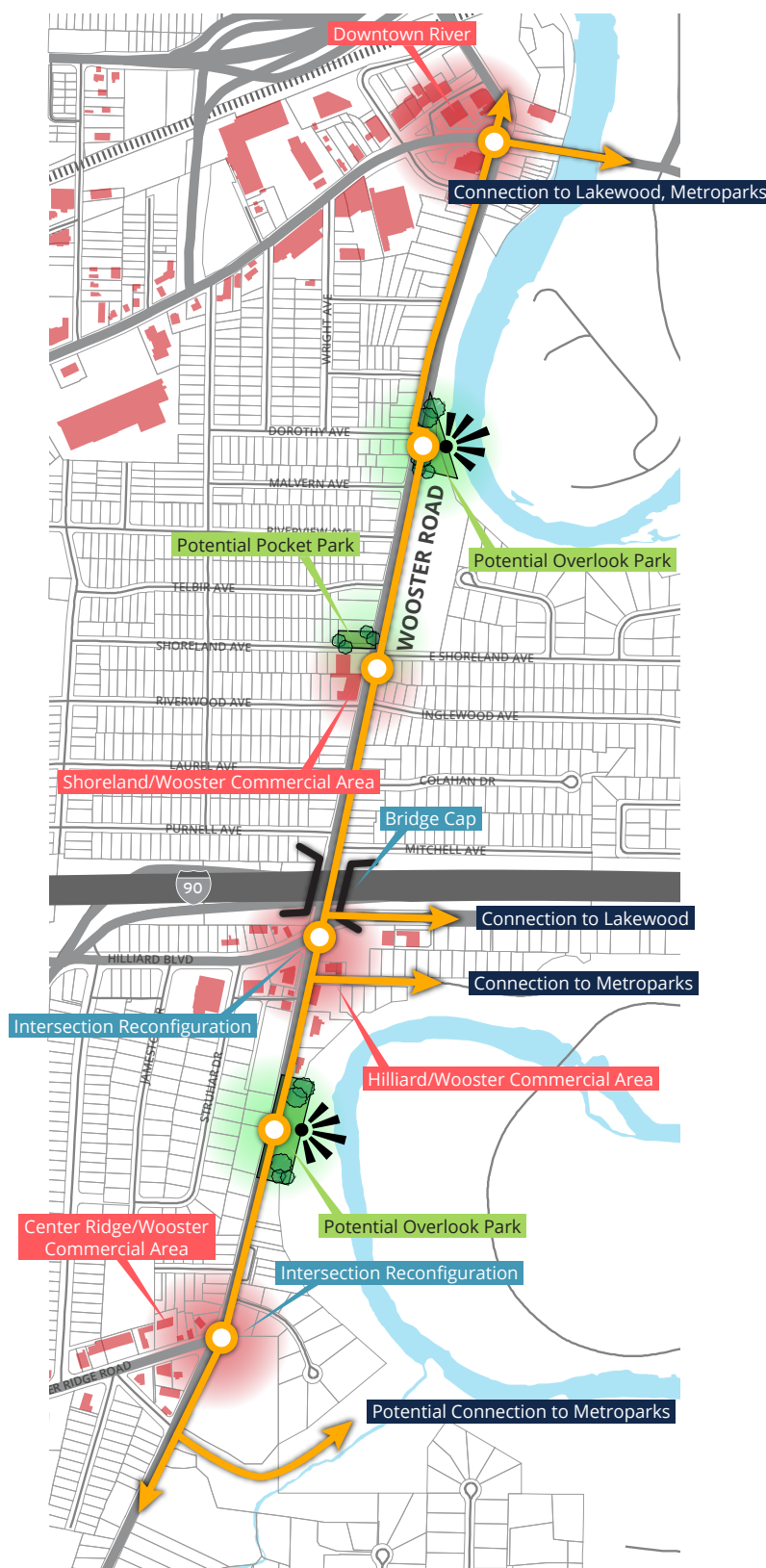


### Park Entrances

Entrances to parks with clear signage, lighting, and trails invites residents and visitors to enter the park.

Source: Google Earth

## Wooster Road Recreationway



## Core Project 4

# THE BRADSTREET NEIGHBORHOOD

Bradstreet's Landing is one of the region's few publicly accessible lakefront greenspaces, but its current design, layout, and maintenance are lacking. The Bradstreet Neighborhood concept shows how park improvements could dovetail with nearby housing, trails, and park connections to yield an impressive asset.

### PARK IMPROVEMENTS

The existing park layout and amenities are outdated. County Planning developed a conceptual plan for improvements to Bradstreet's Landing as a precursor to a more detailed study the City undertook with outside consultants. Potential park improvements included a new beachhouse and bathrooms, a grand walkway, an amphitheater, a more attractive pier, and an improved beach.

The detailed park design completed by the consulting firm Smithgroup JJR built upon additional analysis and detailed surveying to finalize a site plan. This now-completed design is available on the following pages.

While improvements to the park itself will yield an improved public space, there is an opportunity to work with nearby property owners to expand the public's access to the lake. The City could work with current property owners or future developers on agreements for ongoing park maintenance in exchange for public beach access.

### PARKING AND CROSSING

Presently, much of the Bradstreet's Landing park space is taken up by drive aisles and parking for visitors, limiting the amount of green space that is available to enjoy the park and lake. While parking will still be necessary in the main portion of the park north of Lake Road, the Bradstreet Neighborhood conceptual plan shows how parking could be accommodated on City-owned land across the street. A small parking lot with angled spaces could fit within the grassy area at the bottom of the hill adjacent to Lake Road. Should a larger parking area be needed, the City should consider a lot on top of the hill.

For any parking across Lake Avenue, the City should work with transportation agencies to develop a safe, well-lit, and clearly marked pedestrian crossing into the park. This crossing should link with existing and proposed sidewalks and trails.

### TRAIL CONNECTIONS

Getting to Bradstreet's Landing could be improved by adding trail access across the proposed pedestrian bridge, through City-owned parcels, to Elmwood Park and beyond. These trail connections could provide easier access for Rocky River residents to access the Lake without having to use personal vehicles to reach the park.

Additionally, Lake Road is a link in the Coastal Ohio biking network that aims to link parks along the Lake Erie coast. Bradstreet's Landing could become a prominent part of that network.

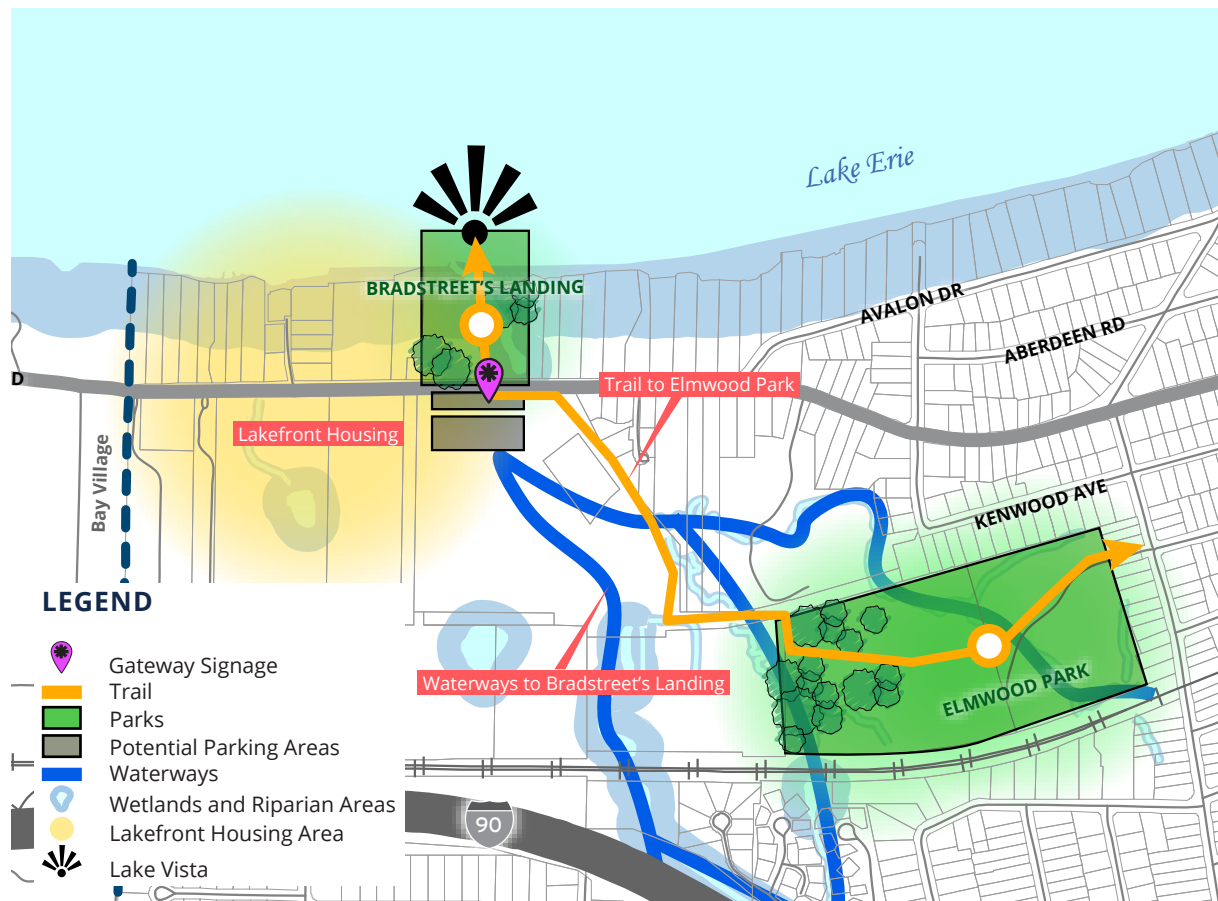
### LAKEFRONT HOUSING

Housing in close proximity to Bradstreet's Landing ranges from family homes to senior living facilities and cluster-style developments. As new development occurs in and around Bradstreet's Landing, it should be oriented towards the park and lake, and it should be sensitive to the classic design elements of Rocky River.

### WATERSHED PROTECTION

In order to make the beach and Bradstreet's Landing cleaner, the City should review and invest in improvements to upstream areas. In those upstream areas, development has encroached on the watershed and could cause pollutants and storm water to enter and damage the stream. Adding green infrastructure such as trees and bioswales will reduce the amount of stormwater entering the stream and flowing from the beach.

## The Bradstreet Neighborhood



### Park Improvements

Improvements to Bradstreet's Landing could include a refreshed fishing pier, such as this one in Euclid, Ohio.

Source: Patrick Costello



### Watershed Protection

Rain gardens and other green features protect local rivers by absorbing water before it enters the sewer system.

Source: Flickr user Chris Hamby





#### Bradstreet's Landing Site Plan

The City of Rocky River hired Smithgroup JJR to develop designs for the future of Bradstreet's Landing park. The plan, displayed at left includes rearranging major portions of the park to improve the flow, layout, and usable space.

The park layout includes a new parking area and roundabout that frees up additional space for a large, circular green. The plan also calls for a new pavilion near the end of a repaired fishing pier. With additional seating areas, walkways, overlooks, and other features, the redesigned park will add significant amenities to Bradstreet's Landing.

*Source: Smithgroup JJR*



#### Bradstreet's Landing Conceptual Renderings

The renderings above and to the right display some of the major components of the Bradstreet's Landing Plan including a new pavilion, repaired pier, expanded seating areas, new walking trails and bridges, and added green space.

*Source: Smithgroup JJR*





## Core Project 5

# MUNICIPAL CENTER IMPROVEMENTS

The Rocky River Municipal Center is the heart of civic life, with numerous City structures including City Hall, the Police Headquarters, the Fire Station, Municipal Court, Memorial Hall, the Senior Center, and recreation facilities. The clustering of these municipal facilities is important; however, transportation changes, park additions, and the redevelopment of needed facilities could change the layout of the center.

### POLICE AND FIRE STATIONS

The City has multiple facility needs including new police and fire stations. A replacement of the police station has already been designed. The City's existing fire station is in need of renovation. At present, the height of the station does not allow for modern equipment and the station layout does not allow for vehicles to pull through.

The location of both the police and fire stations at the heart of the City is ideal for accessing neighborhoods during emergencies. As such, a proposed new fire station could be located adjacent to the existing station. The new structure could be placed to allow trucks to pull through, rather than back into the bays. Likewise, a new station could feature the community rooms and other features of modern fire stations.

### TRAFFIC LAYOUT

The existing layout of the Municipal Center's parking and drive aisles could be improved to provide clearer pathways and additional public space. A traffic circle at the center of the site could better direct cars into the Municipal Center while additional landscaping could better define drive aisles and allow for green infrastructure improvements.

The existing drive aisle that creates a loop from the pool to the police station could be re-routed to Hilliard Boulevard, thereby creating a larger green space where the existing playground and proposed Elle's Enchanted Forest would be placed. Accessible parking could then be better accommodated close to the playground.

### NEW PUBLIC ENTRANCE

Current visitors to the City Hall enter through a small, rear entrance. A new drive aisle in front of the building could provide front parking lots that would direct visitors into a new, secure entrance using the historic front door of City Hall. This centralized public entrance can enhance the safety and security of the structure by directing all users through security screenings prior to entering the building.

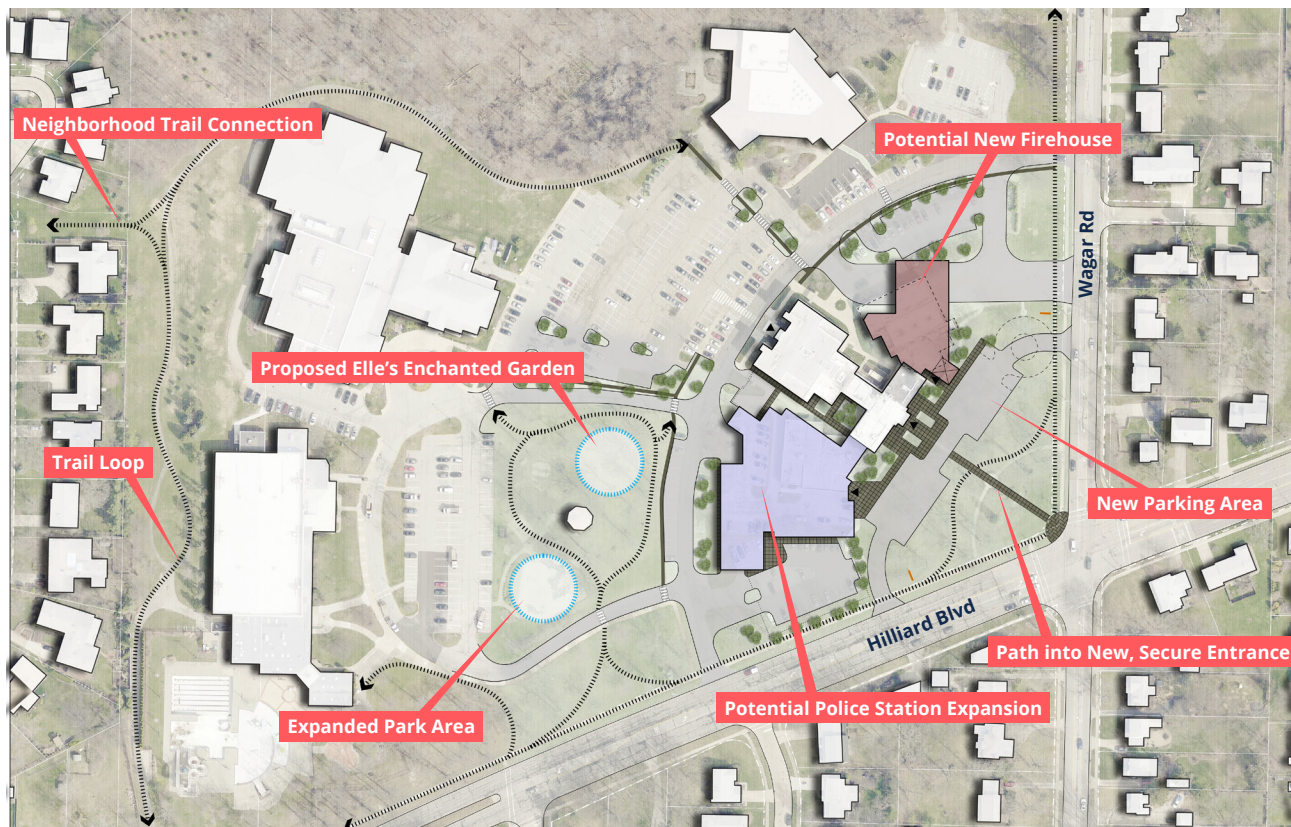
### TRAILS AND BEAUTIFICATION

The new drive aisles would create a series of clear entrances into the site. By lining these with banners, trees, and lighting, these entrances would convey a greater sense of arrival into the Municipal Center. The removal of low trees at the corner of Wagar and Hilliard could also allow greater views into the Municipal Center and of the City Hall Building.

Likewise, a trail circling the center could connect into nearby neighborhoods, the playground, and the City's proposed network of trails.



### Potential Municipal Center Improvements (Conceptual Design)



### LEGEND

- Potential Sidewalks
- Potential Trails
- Police Station Area
- Potential Fire Station Area

### Police Station Replacement

The layout at right displays existing plans for the updates to the City's Police Station.

Source: City of Rocky River



## Core Project 6

# REIMAGINING MARION RAMP & ALLEN COURT: DEVELOPMENT OPTIONS

At its construction in the 1960s, the Marion Ramp was an important connector to Downtown Rocky River. Due to Interstate 90's construction, the Marion Ramp is now a secondary access point.

Traffic studies in recent years have shown that traffic flow along the Marion Ramp has significantly declined and the road is operating below its capacity. As the Marion Ramp ages, options have been identified for the future: repair the existing structure, or remove the ramps and distribute traffic on existing streets. Those options are described below. Any final decision on the repair or removal of the ramp should include updated traffic, infrastructure, and cost studies.

### OPTION 1: REPAIR THE RAMP

The Marion Ramp is nearing the end of its useful life and must be repaired and eventually replaced. According to the 2015 Marion Ramp Feasibility Study, major repairs will need to be completed by the year 2020 with a total superstructure and deck replacement by the year 2035. The cost to repair the ramp was estimated at \$400,000, and the total replacement was estimated to cost \$1,500,000.

### OPTION 2: REMOVE THE RAMP AND DISTRIBUTE TRAFFIC

Removal of the Marion Ramp would include removal of the main bridge section between Detroit Road and Lake Road as well as the northern slip road running parallel to Clifton. The cost to remove the ramp and add a new road from Lake to Wooster to access Downtown River would cost \$1,000,000.

While the removal of the ramp is likely to cost less than a complete reconstruction, residents noted concerns related to the ramp's removal. Residents were especially concerned that traffic on Linda Street and surrounding streets in the Downtown River area would increase if the Marion Ramp were to be removed. The 2015 study, however, found that the Marion Ramp is only used by a few cars each day—less than some residential streets in Rocky River. The study showed that even if every

car that presently uses the Marion Ramp took Linda Street instead, Linda Street would still be able to handle the additional traffic while flowing smoothly. Other concerns include potential traffic back-ups on Linda if trains block the crossing.

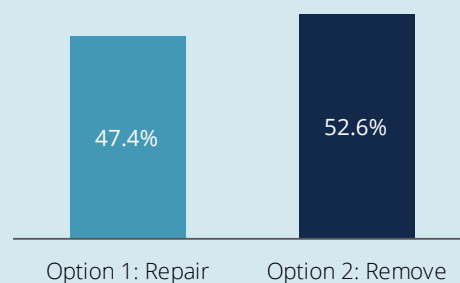
While traffic and train stacking concerns must be handled, the removal of the ramp also provides new opportunities. Land remaining after the ramp's removal could only be used for a public purpose, such as open space on Detroit Road for additional parking and park space for Downtown River. This new space could catalyze redevelopment along Allen Court.

The removal would also create the opportunity for parking areas, new bikeways to reach Downtown, a new gateway into Rocky River, a public plaza, and areas to capture stormwater to reduce flooding.

## ? WHICH OPTION DO RESIDENTS PREFER

At the third Public Meeting and in a follow-up online survey, residents were presented with information on the costs and benefits of the two Marion Ramp options. This information was based on traffic studies and costs analyses completed previously.

A slight majority of residents said they preferred Option 2, removing the ramp.







#### Existing Configuration

The existing interchange takes up a large land area for its ramp and slip roads.

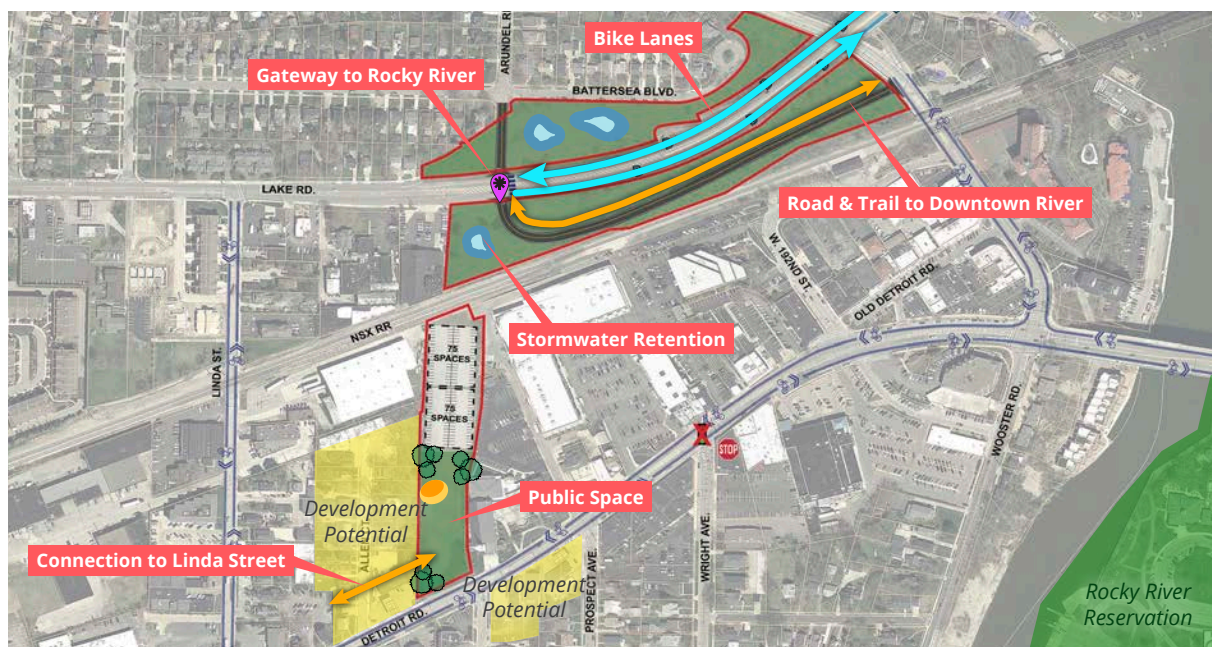
Source: Google Earth



#### Option 1: Repair the Ramp

This option would require significant investment in the repair and ongoing maintenance of the road.

Source: Detroit Road Traffic, Parking Analysis and Marion Ramp Feasibility Study, AECOM



#### Option 2: Remove the Ramp and Distribute Traffic

This option would remove the flyover ramps and replace them with a standard intersection. The leftover space could be used for a gateway to Rocky River, stormwater retention, a trail to Downtown, parking, and public spaces.

Source: Detroit Road Traffic, Parking Analysis and Marion Ramp Feasibility Study, AECOM



## Core Project 7

# DOWNTOWN RIVER PARKING & DEVELOPMENT

Downtown River is the heart of Rocky River—a gathering place that boasts small-town charm and character. Residents have stated that they would like stronger pedestrian and bicycle paths to better access Downtown River, connections to Lakewood, parking accessibility, and continued growth.

### DOWNTOWN PARKING GARAGE

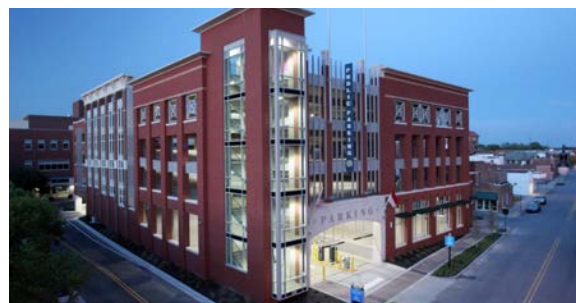
The construction of a multi-level parking structure along the south side of Depot Road could alleviate the demand for surface parking and create opportunities for additional mixed-use buildings around Old Detroit.

A parking garage could be accommodated within the space behind the businesses along Old Detroit Road. The multi-level parking facility's first floor should include pedestrian-friendly design and first floor commercial space to match the character of the surrounding neighborhood.

Such a facility could and should be shared among numerous users to defer overall costs. By providing garage parking, some current Downtown surface lots and existing street parking could be reused for mixed-use buildings and greenspace. Additionally, the parking structure could be constructed in a way that allows the future renovation of the building into office space should garage space no longer be needed.

### ALLEY ACCESS

Two alleys currently connect rear parking lots with the front shop entrances along Old Detroit Road. While these alleys provide direct access between parking and shops, they could be brightened with clear signage, art, lighting, or other features. Clearly marked and attractive connections will make parking in the rear easier and safer.



**Parking Garage Design**

This parking garage uses an aesthetic similar to Downtown River with a facade incorporating brick and historic finishes.

*Source: Chip Henderson, Golf Photography*



**Wrapping a Garage**

This garage uses retail on the first level to maintain an interesting pedestrian experience.

*Source: HKS Architects, Omni Hotel, Louisville, Kentucky*



**Alley Access**

The alleys connecting parking to Old Detroit Road could incorporate lighting, art, or seating to brighten them.

*Source: Patricia Almeida*

## CONNECTION TO LAKEWOOD'S WEST END

The five lanes along the Detroit Bridge are overly wide and could be narrowed to make a pedestrian and bicycle pathway connecting Downtown River with Lakewood's West End. The existing bridge has 64 feet of pavement for drive lanes, meaning each lane is 12.8 feet wide.

By reducing the width of existing lanes to 12 or 11 feet, sidewalks could be widened to make pedestrian and bicycle crossing more comfortable. This would provide an easy and safe connection to Lakewood and the entrance to the Cleveland Metroparks without sacrificing any traffic capacity.

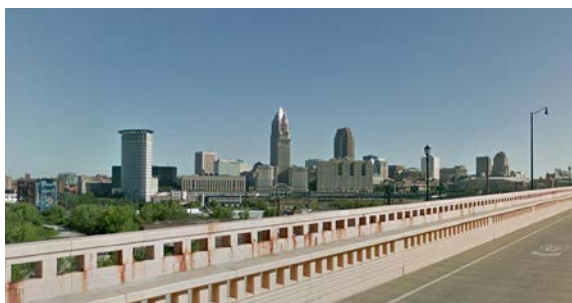
By pairing sidewalk expansion with other physical improvements to the bridge such as pedestrian-scale lighting and attractive fencing, this would create a powerful gateway and connection between Old River, the West End, and the Metroparks.

## PLAZA AND OLD RIVER GATEWAY

The proposed parking garage could also allow some surface parking to be replaced. Conversations with business owners showed that the parking spots closest to West 192<sup>nd</sup> and Detroit are rarely used. These spots could be repurposed as a plaza that could act as a neighborhood gathering space hosting casual meet-ups or larger events. It could also be laid out to create a stronger and clearer connection from the shops along Old Detroit Road further up Detroit Road.

Ohio City's Market Square and Chagrin Falls' village square are successful examples of public plazas that attract activities and events to those communities' retail districts.

The improvements to Downtown River discussed here are part of a larger set of proposed improvements that encompass a Greater Downtown framework covering Old River, Linda Street, Allen Court, and the Marion Ramp. Images of that larger area are located on page 96.



**Bridge Path**

The Lorain-Carnegie bridge's widened sidewalk shows how the Detroit Road bridge could accommodate pedestrians.

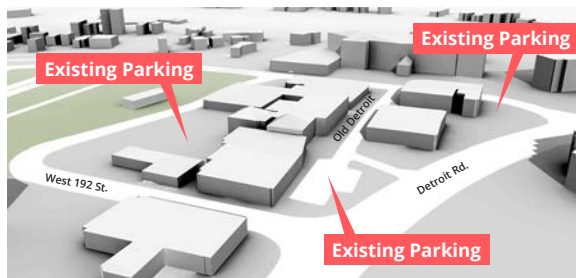
*Source: Google Earth*



**Market Square Plaza**

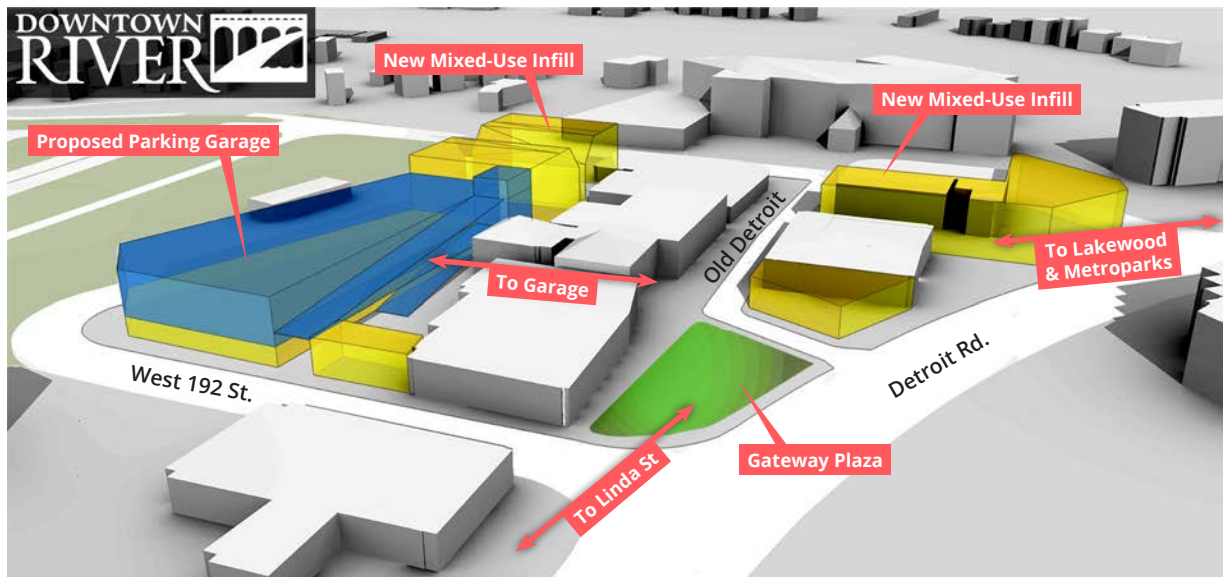
Across from the West Side Market, Market Square is a public space that hosts events and enlivens Ohio City.

*Source: Ohio City Incorporated*



#### Old River Existing

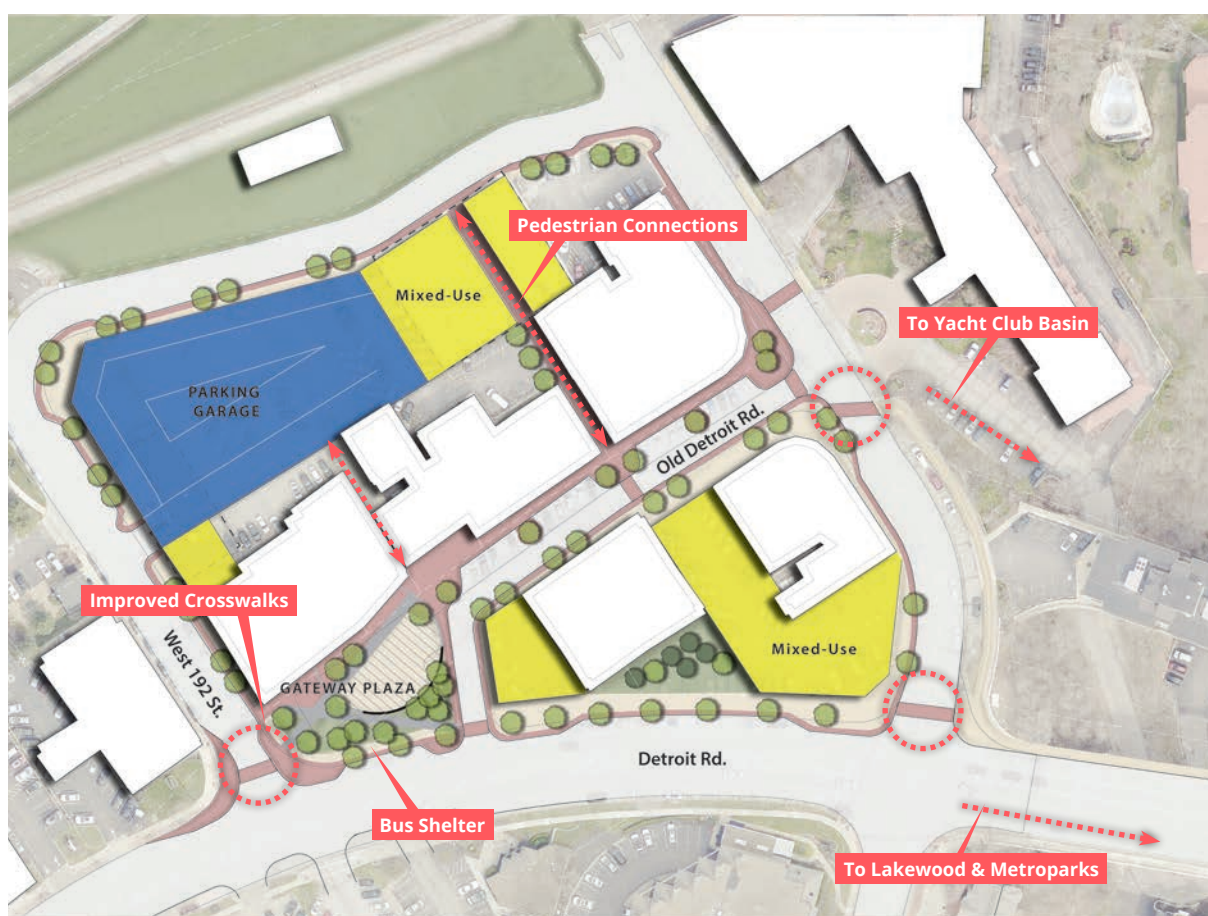
Old River is an attractive shopping street; however, it can be insular, with no clear connections to other parts of Downtown River or Lakewood. It also has a number of surface parking lots that can detract from the pedestrian experience.



#### Old River Parking & Development

Constructing a parking garage behind Old River frees up existing surface parking for new development such as restaurants and senior housing. It also allows for the development of a park or plaza at Detroit and 192<sup>nd</sup> that could visually and physically connect Old River to the rest of Detroit Road.





#### Old River Site Layout

The construction of a parking garage would yield the opportunity for further development in Downtown River. While this should include new mixed-use structures on existing parking lots, it would also allow for some parking spaces to be used for a public gathering space.

New and brighter crosswalks with curb bump-outs would make for safer and shorter crossing distances.

Finally, reduced lane widths on the Detroit Road bridge would create a stronger connection to Lakewood and the Cleveland Metroparks Rocky River Reservation.

# PARKING FACILITIES

A parking garage is one of the most effective solutions for municipalities that have issues with finding adequate parking in their business districts. Parking garages are based on the needs of the City and can allow for the continued growth its commercial areas.

## FEATURES OF A SUCCESSFUL PARKING GARAGE

The following are some features of an effective parking garage.

### Appropriate Aesthetics and Architectural Facade Features

The design of the parking garage/facility should fully be in the character and quality of the surrounding buildings and neighborhood. This may include hiding the garage exterior with new development or designing the garage with materials such as brick to match the nearby neighborhood.

### Effective Functional Design

A well-functioning parking structure is critical to its success. It must provide an efficient and intuitive layout, appropriate number and design of spaces, clear and well-placed entrances and exits, and quality traffic and pedestrian circulation. If done correctly, this will yield a pleasant experience for users.

### Safety and Security

The most critical attributes for a successful parking garage are safety and security. The visitor to the parking facility should feel safe both in approaching the facility and while in the facility. This may be accomplished with the following passive and active safety and security features:

#### *Passive security measures*

- Open floor plan with high ceilings to maximize visibility
- Maximum lighting treatments
- Access control
- Pedestrian friendly environment
- Overall safe and inviting appearance

#### *Active security measures*

- Surveillance cameras (CCTV cameras)
- Emergency call boxes/beacons
- Public safety escorts
- Security guard on-duty/patrols
- Security gates

- Effective wayfinding signage

### Maintenance

The ongoing maintenance of the facility is also critical to its long-term functioning. Some basic maintenance concerns include the following:

- In the winter months, do not pile snow on the top level of the parking facility.
- To prevent concrete deterioration and maintain the safety of pedestrians and motorists, continue to evaluate entry and exit lanes and ramps, and shaded areas for icing on the surface.
- Sweeping, re-striping of parking lines, repairing potholes, cracks, settled areas, and resealing the concrete surfaces should be done at regular intervals to maintain the safety and integrity of the parking structure.

This information was adapted from the Tim Haahs Parking Database. For more information, visit: <http://www.timhaahs.com/parkingdatabase/>

## COSTS AND FINANCING OF PARKING FACILITIES

The construction of a parking facility is very costly, however, there are a number of financing options available to municipalities to help fund the construction and maintenance costs of a parking structure.

### Costs

Data for construction costs do not include the costs for land acquisition or other associated fees and are strictly estimates for the construction services themselves.

- Construction costs per space can range from roughly \$1,500-2,000 per space for surface parking in suburban areas to over \$20,000 for underground parking in urban areas, not counting land costs.
- Annual operation and maintenance costs can run from \$100-\$500 per space.
- A construction costs outlook for parking garages in 2016 saw the median construction costs to be \$19,037 per parking space and \$56.99 per square foot for a mixed-use parking structure.

### Financing

The most common way to pay for public parking lots is by issuing municipal bonds, which include general obligation bonds and revenue bonds. General obligation bonds are backed by a community's general taxation revenues, and revenue bonds are typically paid off through revenues from parking fees. Revenue from parking enforcement might also be used for this purpose, but typically, money from parking tickets is deposited directly into a community's general fund.

Other potential financing methods include special assessment bonds or TIF funding. Special assessment bonds can charge those that benefit from the public parking lot—like local businesses—a special assessment to pay off the bonds. If a tax increment finance bond is issued, some of the additional taxes expected to be generated from the increase

in property values due to the new parking can be pledged to pay off the bond.

### State Funding Sources

Certain state funding sources are also available to assist in the construction of parking facilities, including the Ohio Public Works Commission (OPWC) State Capital Improvements Program (SCIP) Loans. The loan can be for up to 100% of the project costs.

The City's Chief Financial Officer will need to provide a letter indicating how the loan will be repaid. The district establishes the term, but usually it is 0%. The life of the loan cannot exceed the lesser of 30 years or the weighted useful life of the infrastructure.

*Source: Ohio Public Works Commission*



## Core Project 8

# LINDA STREET DISTRICT DEVELOPMENT

Linda Street has become an entertainment district thanks to its assortment of restaurants, small shops, and quaint outdoor areas. With this success, however, has come parking issues and a mismatched cluster of industrial and commercial uses.

### A PEDESTRIAN PROMENADE

The increase in vehicular and pedestrian traffic along Linda has made this narrow street dangerous and uncomfortable. At only 40 feet wide, pedestrians and vehicles share a limited amount of space, with no barrier between the sidewalk and cars.

Most of the corridor's buildings are set behind a driveway and parking. The streetscape on page 93 shows how existing drive and parking aisles could be shifted directly onto Linda Street, leaving space for a pedestrian promenade with trees, decorative lighting, outdoor seating, and spaces for pop-up markets. The proposed streetscape could be phased in over time, maintain the number of parking spaces, and dramatically improve the pedestrian experience.

As shown in the example below, the Old Detroit Road streetscape shows how parallel parking directly on the street can yield a pleasant sidewalk experience.

### A VIBRANT PUBLIC SPACE

The Antique Row parking lot is uniquely situated at the center of numerous businesses. Its location feels secluded and special because of the surrounding buildings and facing retail. It also provides the opportunity to use the space for a public purpose.

Many communities have reimagined parking areas to provide spaces for both parking when it warrants and public space when it is allowed. By adding lighting and trees, this area could be used for small craft festivals or farmers markets. If successful, parking could be accommodated in new lots along Allen Court, and new access points into the public space could be added via Allen Court, allowing pedestrians to park and enter the area.

### REDEVELOPMENT POTENTIAL

With improved infrastructure and public spaces, new development should be encouraged along Linda Street. Older industrial buildings—especially close to the intersection of Ingersoll and Linda—have the potential for redevelopment that could extend the walkable business district and add to its vibrancy.



**Pedestrian Promenade**

Old River showcases how diagonal parking, lighting, and landscaping can yield an intimate environment and attract development.

Source: City of Rocky River



**Parking as Public Space**

Parking at the center of Las Ramblas in Lancaster, CA shows how public activities can take place during certain hours while parking can be maintained at other times.

Source: John Sanphillippo, [www.granolashotgun.com](http://www.granolashotgun.com)

Existing



Phase 1



Phase 2



Full Streetscape and Development



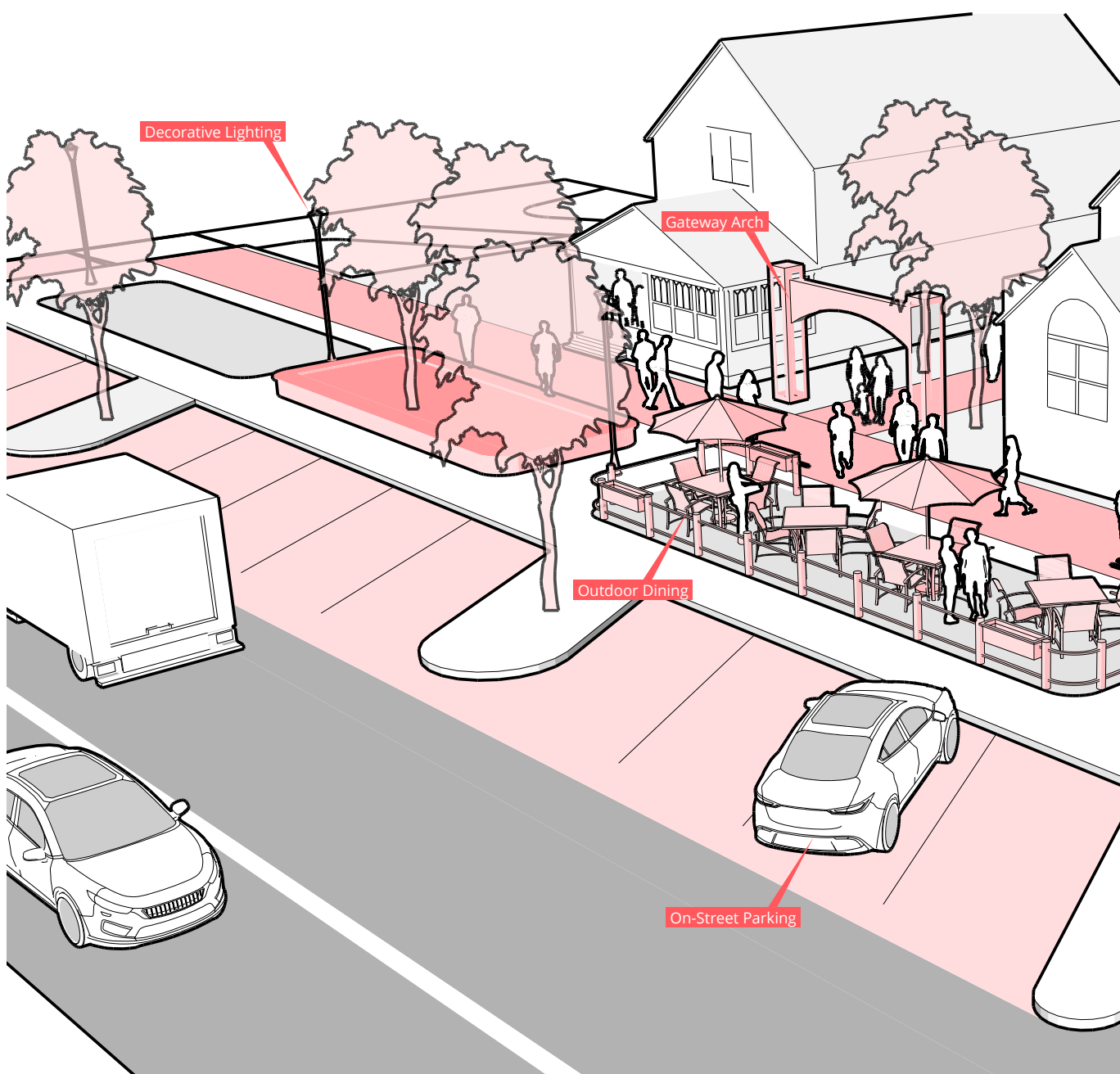
### Phasing in a New Streetscape

The phases above show how a streetscape could add a Pedestrian Promenade and angled, on-street parking along Linda Street in phases. The final phase would include a wide pedestrian promenade from Mitchell's to the Market, with new development possibilities, outdoor seating, and enhanced infrastructure.

## LINDA STREET PEDESTRIAN PROMENADE

The graphic rendering below displays the potential build-out of the Linda Street Pedestrian Promenade in the stretch of Linda Street just north of the Mitchell's Ice Cream Shop. The rendering displays the additional pedestrian space that could be added if the parking and drive lanes are shifted directly onto the street.

Within the extra space, businesses could include outdoor dining, street trees, a wide pedestrian plaza, decorative lighting and arches, and artwork that could facilitate a vibrant and engaging public space.

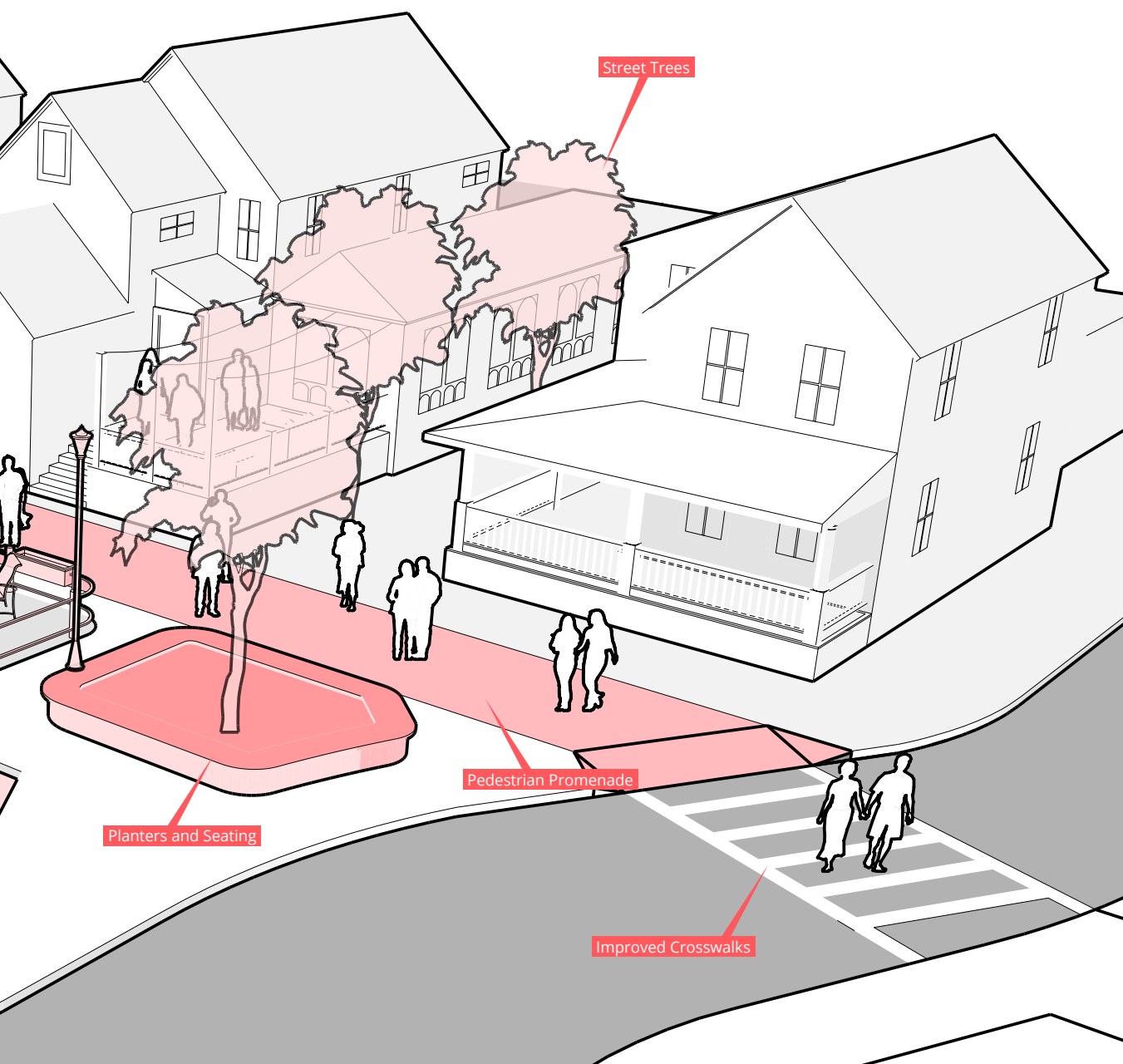




### Existing Linda Street

The existing Linda Street layout is shown here. It includes a drive lane and parking immediately in front of the retail storefronts. This limits the available space for pedestrian improvements, sidewalks, and public space.

Source: Google Earth



## GREATER DOWNTOWN RIVER DEVELOPMENT

The Rocky River Master Plan identifies three Core Projects that all occur within the Focus Area identified as Greater Downtown River. Those three Core Projects are not intended to be standalone efforts; rather, they are meant to work together to foster a larger walkable district that acts as the heart of all of Rocky River.

### THREE CORE PROJECTS

The map at right shows the location of those three Core Projects in proximity to one another. The first is the upgrading of Linda Street and its transformation into a pedestrian-friendly district. The second is the proposed improvements Downtown such as additional parking, mixed-use development, and pedestrian plazas. The third is the removal of the Marion Ramp and replacement with new roads to connect to Downtown as well as space for parks and parking.

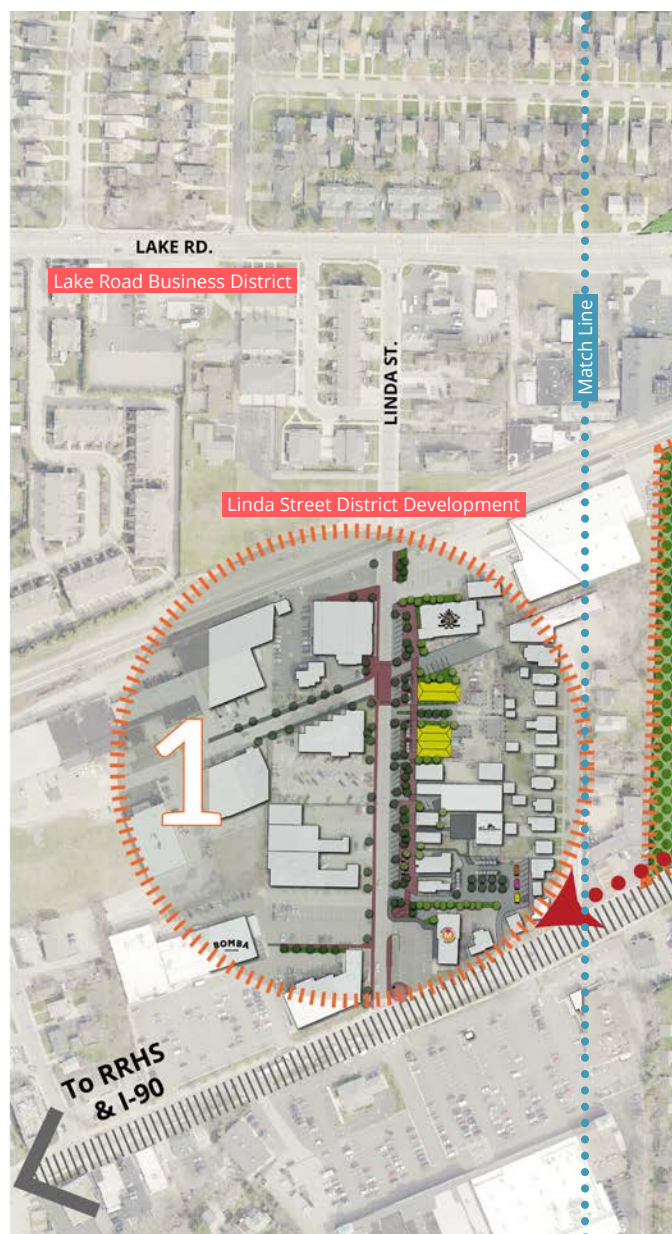
Together, these three Core Projects form a series of nodes along Detroit Road that create a larger district. This district will further link with existing businesses on Lake Road to form a large, walkable core for Rocky River.

### STREETSCAPE IMPROVEMENTS

While the major Core Projects have been discussed in depth, the purpose behind them is to develop a series of important nodes that can then be linked together. By constructing streetscape improvements, building trails, and working with property owners to construct new mixed-use buildings, the City can link Linda Street, the Marion Ramp area, and Downtown River together through a vibrant Detroit Road.

### CONNECTIONS TO THE REGION

Beyond connections within Greater Downtown, the Rocky River Master Plan calls for trail and pedestrian improvements that will connect to the region. These include the construction of trails parallel to Detroit Road heading toward Wagar, the West End of Lakewood, the Cleveland Metroparks, and other areas.









## Core Project 9

# CENTER RIDGE ROAD EAST WALKABLE DEVELOPMENT

Improvements to Center Ridge Road were the highest priority to residents from the Community Survey and at the Public Meeting. Mismatched buildings, too many curb cuts, and a street lacking in aesthetic appeal all contributed to the distaste for Center Ridge. The proposed improvements in this concept shows how Center Ridge could transition to a more walkable and attractive form of development consistent with the desires of residents.

## TLCI IMPROVEMENTS

The City of Rocky River and the City of Fairview Park completed a Center Ridge Road TLCI study that identified transportation improvements to make Center Ridge safer and more attractive for all modes of travel. The recommendations included street trees, reduced curb cuts, center medians, and gateway entrances among other improvements. By undertaking these changes, Center Ridge will be positioned as a more attractive corridor.

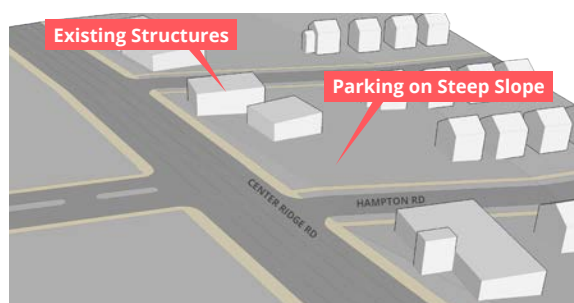
## WALKABILITY IMPROVEMENTS

At the eastern end of the corridor, shallow parcels and older developments provide the clearest area in which to see transformation. With connections to neighborhoods via north-south streets, potential connections to the Metroparks, and ongoing development, this area could become more walkable.

## LONG-TERM VISION

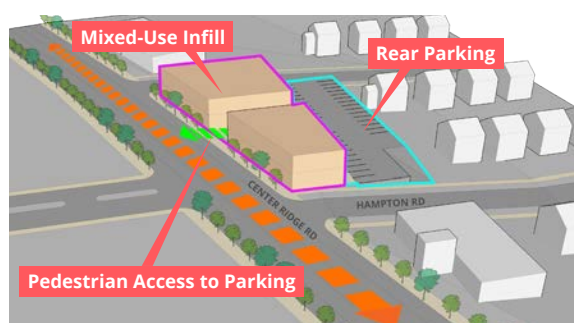
With transportation improvements and regulations for walkable development, the following series of images display a long-term vision for the eastern edge of the corridor. Building upon existing setbacks on the south side of the street, this vision shows how a one-way slip road could free up room for a more robust pedestrian walkway along the fronts of buildings. New infill development could strengthen this walkable spine.

After building an initial walkway, additional development could start to expand from there. Redevelopment of the former Target could yield



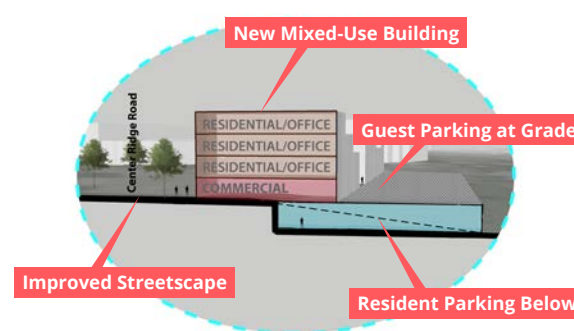
**Current North-Side Building Placement**

Because of the steep drop in elevation on parcels north of Center Ridge Road, current buildings must building parking to the side or force customers to walk up steep hills.



**Proposed North-Side Redevelopment**

The elevation change could make two-story parking possible, allowing mixed-use buildings with underground residential parking and street-level customer parking.



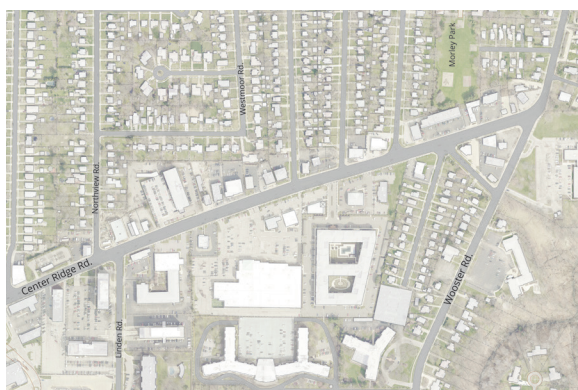
**Proposed North-Side Parking Section**

This section shows how the existing grading could be used to construct at-grade parking for businesses and below-grade parking for residents or commercial tenants.

a walkable internal street network of shops and mixed-use buildings.

On the north side of the street, land assembly could provide parcels large enough for mixed-use development with integrated parking. These developments could build off the walkable structures on the south side of the street.

Taken together, these developments could form a walkable district on the eastern edge of Center Ridge Road. Future redevelopment could transform existing office towers into housing, new forms of development, or renovations for continued office use.



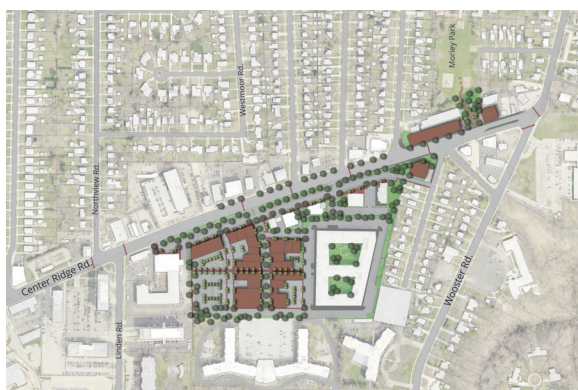
#### Existing Configuration

The existing configuration of Center Ridge Road with setback buildings, large developments on the south side of the street, and smaller lots on the north side.



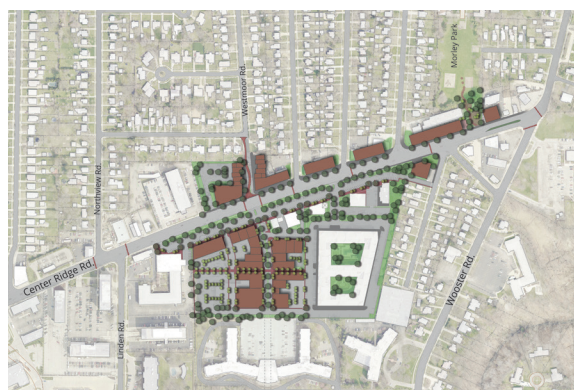
#### Phase 1: Transportation Improvements

Transportation improvements from the TLCI could be combined with improvements that turn the existing drive aisle into a one-way aisle and a wider, pedestrian walkway.



#### Phase 2: Additional Walkable Development

Existing structures could be replaced with a more walkable development that faces a central street.

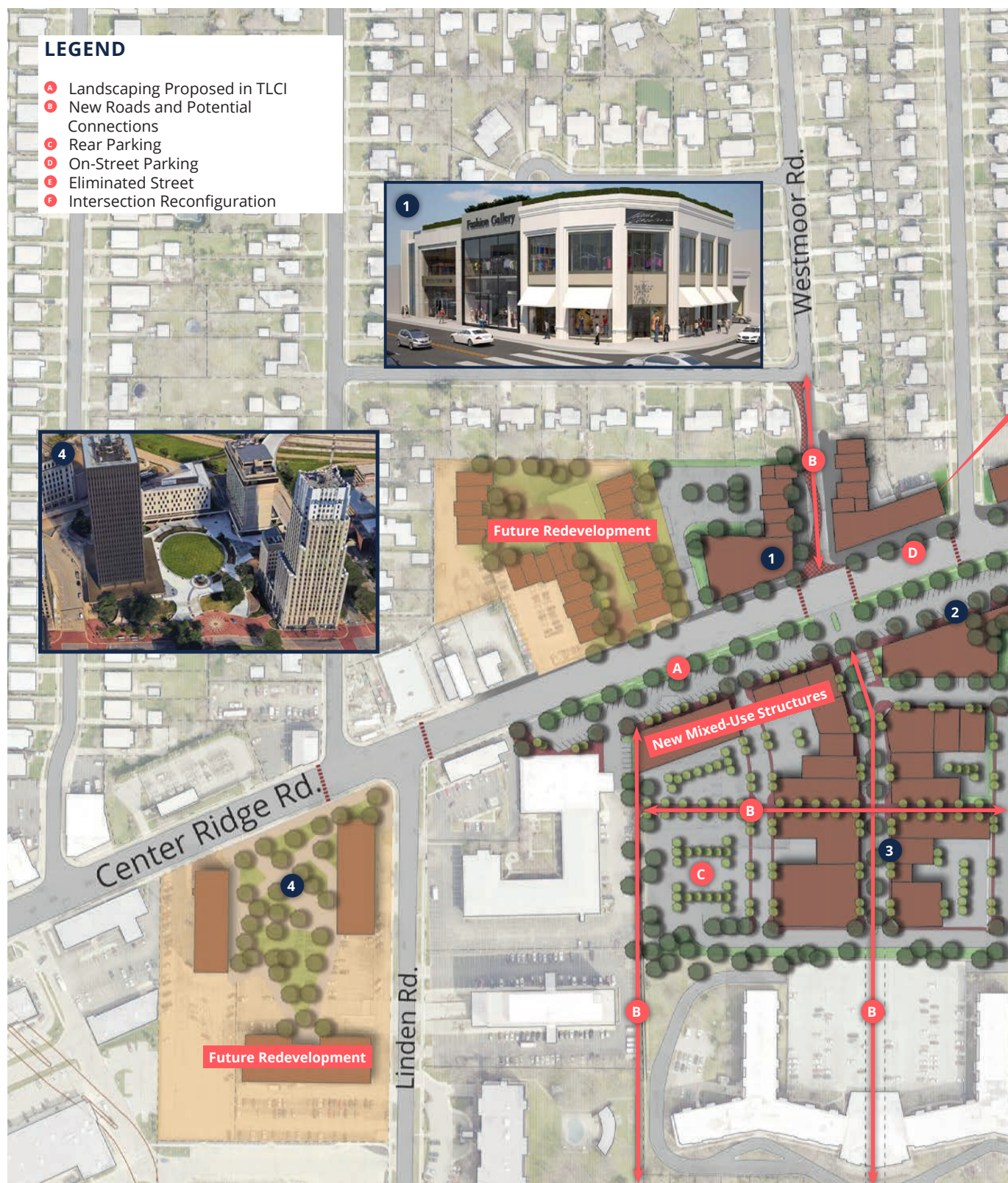


#### Phase 3: Street Parking and North Side Development

The introduction of on-street parking could allow for development on the north side of the street that would consist of tall, mixed-use development.



## CENTER RIDGE ROAD FULL STREETScape AND DEVELOPMENT











## SECTION 7

# IMPLEMENTATION

Moving from vision to implementation requires commitments of time and resources. The Implementation section ties individual actions to partners, timeframes, and potential funding sources to ensure everyone is aware of how actions can be accomplished.

### WHAT'S IN THIS SECTION?

This section includes tables that correspond to each project, goal, and action from the Policies document. Each action includes a time frame identifying how long it could take to accomplish the action, parties that could assist in its implementation, and potential levels of funding. It also provides space to add notes for the status of a project and for the date an action is completed.

The implementation tables are meant to serve as a guide; however, priorities, funding streams, and partners can change over time. New resources should be evaluated against action items as they arise.

### HOW DO I USE IT?

The Implementation section informs not only City staff and administration of who is responsible for undertaking actions, but it also discusses partnerships with private property owners, other municipalities, and other levels of government to demonstrate that accomplishing the plan will take efforts from many groups.



# ACTIONS AND COLLABORATION

It is intended that this Master Plan will be used by the City of Rocky River—as well as property owners and developers—when deciding where, when, and how to make investments. A viable implementation program—one that sets forth specific action items—is a valuable tool to ensure that recommendations are acted upon.

## TYPES OF ACTIONS

The action steps can be categorized in three ways:

- **Proactive Actions** include recommendations for revising, expanding, promoting, or developing new programs or services. These are actions that would not otherwise occur without new action undertaken by residents, groups, or the City.
- In addition to proactive actions, the plan recommends certain **Responsive Actions**. These actions are to be undertaken when certain conditions are met. For instance, supporting new senior housing investments would be triggered when a development proposal is submitted to the City.
- Finally, the Master Plan recommends certain **Ongoing Actions**. These actions are meant to underscore positive steps already undertaken and which are important to continue or to improve.

## COLLABORATION

It is important to recognize that there are factors that impact the City that are beyond its control. In such cases, it is important to forge and maintain supportive partnerships with those who can provide assistance. In addition, because cities across the County and State are facing declining resources, it is becoming more important than ever to engage firms, institutions, and citizens to collaborate in the work of government.

The Master Plan identifies opportunities for engaging with other entities in developing mutually beneficial programs. With this in mind, the City can serve as a champion and supporter to help spur collaborative actions.

# IMPLEMENTATION TABLES

The implementation tables on the following pages link directly to the actions in the Policies document. The tables outline the Goals & Actions or Core Projects, Projected Timeline, Responsible Parties & Partners, Estimated Cost, and Status/Date Complete. Potential Partners are identified through symbols as shown in the legend on the following page.

While Potential Partners, Estimated Timelines, and Potential Funding Sources are outlined, changing circumstances, priorities, and funding streams may require this action table to change. The last column—Status/Date Complete—provides the opportunity to track changes in the implementation of an action and to provide a public record of when a project or action is completed.

It is important to recognize the tables serve as guides; they are intended to be updated when circumstances warrant.

## COST ESTIMATES

The implementation tables contain three levels of cost estimates: High, Medium, and Low. Because of the ever-changing nature of projects, costs are variable; however, we have provided ranges to give a general understanding of the scope of a project.

For the purposes of this plan, High, Medium, and Low cost ranges can be understood as follows:

Estimated Cost Range	
High Cost	Over \$500,000
Medium Cost	\$100,000 to \$500,000
Low Cost	Up to \$100,000

Importantly, estimated costs are only supplied for the action as described. They do not take into account additional steps. For instance, the cost of the action “Update multi-family district regulations to require stricter design guidelines while easing setback and lot coverage standards” is only for the cost of updating the City’s zoning. The cost does not take into account further actions—such as incentives or infrastructure—that might further be needed to develop sites.

## PRIORITIES

The priorities for Goals and Core Projects are identified by stars in the implementation tables. Those with three stars are the highest priority while fewer stars indicate lower priorities. Priorities were based on input from residents at the final Public Meeting.

## HELP! — WHERE DO WE START?

The first step to beginning implementation is often the most overwhelming. Where do we start? Who should do what? How do we stop the plan from sitting on a shelf? While every community’s path to implementation is different, here are a few best practices to get started:

- Use the implementation table to **pick the top actions** that will be undertaken each year and **assign personnel responsible for those actions**

- Establish a **Plan Implementation Committee** that meets every quarter to review the actions that are underway
- Publish an **Annual Results Report** detailing what has been accomplished so far

Still lost? Contact County Planning and we can help you get started.

## POTENTIAL PARTNERS LEGEND

### City of Rocky River



Rocky River City Government – General

**B** Building

**F** Finance

**L** Law

**P** Parks & Recreation

**S** Service

**SC** Senior Center



Rocky River City School District



Rocky River Recreation



Police and Fire

### Private and Non-Profit Entities



Bicycling Advocates



Neighborhood Groups



Qualified Non-Profits



Private Property Owners



Qualified Design Professionals



Railroads



Regional Institutions



Rocky River Chamber of Commerce



Rocky River Institutions



Rocky River Public Library



Rocky River Beautification Committee



Special Improvement Districts



Transit Advocates

### Other Governmental Agencies



Cleveland Metroparks



County Planning



Cuyahoga Arts and Culture



Cuyahoga County Division of Senior & Adult Services



Cuyahoga County Public Works



Cuyahoga County Land Bank



Cuyahoga Soil and Water Conservation District



Neighboring Communities



Northeast Ohio Areawide Coordinating Agency



Northeast Ohio Regional Sewer District



Ohio Department of Aging



Ohio Department of Development



Ohio Department of Natural Resources



Ohio Department of Transportation



Greater Cleveland Regional Transit Authority

### Priority Level



Lowest Priority




























Middle Priority














































Highest Priority


























## CITYWIDE

Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 1: Enhance and program parks and public spaces Priority Level: ★★★				
<b>A.</b> Develop a Parks and Public Spaces Master Plan to address specific recreational needs and physical improvements in parks and public spaces	1-2 Yrs	 – P S  ODNR    	Medium	
<b>B.</b> Work with property owners to expand public access to the Rocky River and to beaches adjacent to lakefront parks	2-3 Yrs	 – L P S  	High	
<b>C.</b> Construct or improve public spaces in business districts throughout the City such as the proposed plazas in Old Detroit, the Antique Row Parking Lot, and at the Park West office complex on Center Ridge Road	3-5 Yrs	 – P S     	High	
<b>D.</b> Organize a new board or empower an existing one to program new public spaces with events that engage residents, encourage small business, and foster community interaction	1-2 Yrs	 – P    	Medium	
<b>E.</b> Develop Special Improvement Districts (SIDs) in Downtown River and other commercial areas to fund beautification and infrastructure projects	1-2 Yrs	 – F L S    	Low	

## CITYWIDE
















Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 2: Improve streetscapes through infrastructure repair & enhancement Priority Level: ★★★				
A. Continue updating the Capital Improvement Plan to outline infrastructure investments and prepare residents and the City for upcoming construction	Ongoing	 – F S  	Low	
B. Continue to coordinate street, sewer, and other infrastructure efforts to limit construction duplication	Ongoing	 – S  	Low	
C. Continue the City's aggressive infrastructure repair and maintenance program	Ongoing	 – S  	High	
D. Adopt a Complete and Green Streets policy to ensure all modes of transportation and green elements are incorporated into street reconstruction	2-3 Yrs	 – L S         	Low	
E. Develop standards for enhanced infrastructure such as lighting, sidewalks, gateway entrances, and bicycle infrastructure that can be used in infrastructure priority areas	1-2 Yrs	 – S     	Medium	
F. Invest in enhanced infrastructure when streets are rebuilt or funding is available	2-3 Yrs	 – S  	High	
G. Construct the improvements outlined in the City's completed TLCI plans for Detroit Road and Center Ridge Road	5+ Yrs	 – B S           	High	
H. Work with business districts and property owners to assist in funding enhanced infrastructure	1-2 Yrs	 – F L S  	Low	

## CITYWIDE



































Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 3: Build upon the City's brand and outreach program <div>             Priority Level: ★★           </div>				
A. Work with qualified design professionals to coordinate the City's brand for logos, gateway signs and markers, municipal vehicles, and other components that build upon existing elements	1-2 Yrs	          	Low	
B. Construct gateway signs at minor and major entrances based on the gateway locations map	3-5 Yrs	       	High	
C. Evaluate the City's website for updates and additions that can enhance resident interaction	1-2 Yrs		Low	
D. Continue to actively encourage new and existing residents and businesses to connect with the City via all available communication media	Ongoing	 	Low	
E. Develop an official policy for interacting with residents on social media based on established best practices	1-2 Yrs		Low	









































## CITYWIDE

Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 4: Collaborate with neighboring cities to unify the Westshore community Priority Level: ★★				
A. Partner with surrounding communities to ensure seamless transportation connections across borders with a special focus on improving the pedestrian and bicycle connections along Detroit and Lake-Clifton	2-3 Yrs	 – S 	High	
B. Convene the Cities of Rocky River, Lakewood, and Cleveland to develop a strategy for marketing and development along the length of Detroit Road	1-2 Yrs	 – B S 	Low	
C. Continue to work with neighboring communities to develop reciprocity agreements for recreational facilities and programs	1-2 Yrs	 – P SC 	Low	
D. Develop a process for informing neighboring communities of infrastructure plans and coordinate improvements	1-2 Yrs	 – S 	Low	
E. Partner with Lakewood, Cleveland, NOACA, ODOT, and Cuyahoga County to develop bridge designs for Rocky River crossings that yield a consistent and characteristic feel along Lake-Clifton, Detroit, and Hilliard bridges	1-2 Yrs	 – S 	Low	
F. Coordinate with NOACA, ODOT, Cuyahoga County, and communities along I-90 to develop bridge designs for roads spanning the highway to ensure a consistent and characteristic feel along the route into Downtown Cleveland	1-2 Yrs	 – S 	Low	
G. Support the advancement and development of the Lake Erie Coastal Ohio Trail that runs through Rocky River along the north coast of Ohio	Ongoing	 – S 	Low	
H. Continue mutually supportive agreements with surrounding communities regarding police, fire, EMS, and wastewater treatment	Ongoing		Medium	

## CITYWIDE










































Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 5: Construct a Citywide trail and bicycle network Priority Level: ★				
A. Work with NOACA and transportation agencies to develop preliminary and final engineering for a network of trails	2-3 Yrs	 - S  DOT 	Medium	
B. Incorporate trail construction into the City's Capital Improvement Plan	Ongoing	 - F S  	High	
C. Partner with other communities, Cleveland Metroparks, County Planning, and NOACA to develop regional trail systems as part of the County Greenways initiative	3-5 Yrs	 - S     	High	
D. Seek grant funding to construct the bicycle network, with a special focus on access to the Metroparks	1-2 Yrs	 - S   DOT 	Low	
E. Monitor privately owned land for opportunities to acquire properties that can complete the trail network	Ongoing	 - B S  	Low	
F. Work with businesses or seek grant funding to add bicycle parking in business districts	1-2 Yrs	 - B   	Medium	
G. Update the City's development code to require bicycle parking	1-2 Yrs	 - B L	Low	
H. Work with Cuyahoga Greenways to establish an ongoing maintenance plan for trails	1-2 Yrs	 - S    	High	
I. Develop design guidelines for trails, bicycle routes, and crossings	1-2 Yrs	 - S  DOT   	Medium	

## CITYWIDE














Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 6: Incentivize the beautification or rehabilitation of residential properties Priority Level: ★★★				
A. Develop a Community Reinvestment Area to assist in the rehabilitation or redevelopment of distressed areas	2-3 Yrs	 – B F L   	Low	
B. Identify owners of distressed properties and undertake proactive outreach to showcase how the City can assist with and owners can profit from beautification or rehabilitation projects	1-2 Yrs	 – B    	Low	
C. Work with property owners, developers, and public agencies to assemble land in target redevelopment areas	3-5 Yrs	 – B F L   	High	
D. Continue to aggressively pursue code enforcement violations of distressed properties	Ongoing	 – B L   	Medium	
E. Update and strengthen the City's existing landscaping regulations to ensure new construction and renovations incorporate substantial landscaped areas	1-2 Yrs	 – B L   	Low	
F. Develop landscaping plans for struggling corridors and specific plans for standard multi-family properties to provide to landlords	1-2 Yrs	 – B     	Low	
G. Work with non-profits, garden centers, and Cuyahoga Soil & Water Conservation District to hold front yard landscaping and green infrastructure classes to educate property owners on how to comply with a landscape plan	1-2 Yrs	 – B S         	Low	
H. Develop incentives or matching funds to assist in making improvements as part of a landscape plan	1-2 Yrs	 – B F L	Medium	



















































## CITYWIDE

Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 7: Beautify the City and protect the environment with green infrastructure Priority Level: ★★				
A. Continue planting trees, and use the County Planning Greenprint, the City's tree inventory & master plan, and the map on the following page to identify parcels, areas, and streets with low tree canopy coverage to target ongoing plantings	1-2 Yrs	 – S 	Low	
B. Adopt tree protection ordinances that require tree inventories, protection plans, and/or tree removal fees as part of development proposals	1-2 Yrs	 – B L  	Low	
C. Work with non-profits, the City's proposed Tree Commission, and qualified professionals to educate residents on tree stewardship and green infrastructure on private property	1-2 Yrs	    	Low	
D. Review the City's development codes to remove barriers to rain barrels, solar panels, and other green infrastructure elements	1-2 Yrs	 – B L   	Low	
E. Consider matching funds for planting trees, installing rain gardens, or disconnecting downspouts on private property	1-2 Yrs	 – F L S     	Low	
F. Update parking lot standards for large-scale developments to include green stormwater infrastructure	1-2 Yrs	 – B L   	Low	
G. Consider regulations to limit new development within specified distances of existing streams and waterways	1-2 Yrs	 – B L    	Low	
H. Incorporate green infrastructure such as rain gardens in new development or as part of road reconstruction	Ongoing	 – B S    	Medium	
I. Work with existing commercial property owners to incorporate green stormwater infrastructure on-site to limit water entering streams	1-2 Yrs	 – B   	Medium	
J. Work with Cleveland Metroparks and the City's Stormwater Management Committee to identify green infrastructure opportunities and funding	1-2 Yrs	 – B S  	Low	

## CITYWIDE






















Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 8: Update codes to allow walkable commercial and multi-family projects Priority Level: ★★★				
<b>A.</b> Expand the range of the Central Business District Overlay, reduce the required minimums for the City's Mixed-Use Overlay District, or update the development standards of existing Business Districts to codify more walkable development standards in commercial areas outside of Downtown River	1-2 Yrs	 – B L 	Medium	
<b>B.</b> Update the City's zoning, setback, and overlay maps to reflect updated development standards	1-2 Yrs	 – B L 	Low	
<b>C.</b> Reduce required parking minimums to make mixed-use development more feasible	1-2 Yrs	 – B L 	Low	
<b>D.</b> Consider incentivizing mixed-use development through regulatory flexibility	1-2 Yrs	 – B F L 	Low	
<b>E.</b> Develop design standards for Center Ridge Road in conjunction with the City of Fairview Park to ensure consistent development and sign regulation along the corridor	2-3 Yrs	 – B L S 	Low	
<b>F.</b> Update multi-family district regulations to require stricter design guidelines while easing setback and lot coverage standards	1-2 Yrs	 – B L 	Low	
<b>G.</b> Allow well-designed, denser development along major roads and at major intersections	Ongoing	 – B L	Low	

## CITYWIDE













Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 9: Develop a connected network of safe streets Priority Level: ★				
A. Develop designs and standards for traffic calming measures, especially for use on north-south residential streets that are secondary connector roads	1-2 Yrs	 - S      	Low	
B. Evaluate crossing locations for implementation of pedestrian signals, enhanced crosswalks, brighter lighting, and other elements to ensure pedestrians can cross safely	1-2 Yrs	 - S     	Low	
C. Incorporate the infrastructure recommendations of the Safe Routes to School Plan into the City's Capital Improvement Plan	1-2 Yrs	 - F S    	Low	
D. Work with the City of Lakewood and Cleveland Metroparks to enhance connections from Rocky River into the Cleveland Metroparks	3-5 Yrs	 - S     	High	
E. Work with GCRTA to determine high-volume bus stops or major bus hubs to incorporate more comfortable transit waiting environments	2-3 Yrs	 - S    	Medium	
F. Determine the best method of improving the pedestrian connection between Detroit Road and Wagar Road via Westway Drive	2-3 Yrs	 - S     	Low	
G. Add safe pedestrian connections from Downtown River into the Yacht Club basin via switchbacks or staircases	3-5 Yrs	 - S 	High	
H. Improve the visibility of alley connections from the proposed parking garage in Downtown River to Old River via artwork, lighting, and signage	1-2 Yrs	 - B S   	Medium	
I. Require clear pedestrian paths through parking lots and from neighborhoods to the front entrances of businesses	Ongoing	 - B   	Low	
J. Work with non-profits and advocacy organizations to educate bikers and drivers on bicycling laws and safe practices		  		



## CITYWIDE

Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 10: Support the growing senior population with housing, amenities, and services Priority Level: ★				
<b>A.</b> Research, develop, and adopt a universal design guidebook that outlines features such as first-floor master suites, accessible entrances, accessible bathrooms, or easy-entry handles	1-2 Yrs	 – B SC   	Low	
<b>B.</b> Work with local and state agencies that provide energy assistance programs such as weatherization, electric conservation, or water repair and conservation issues in order to assist low-income seniors in remaining in their homes longer	Ongoing	 – B SC    	Low	
<b>C.</b> Support the development and redevelopment of senior housing facilities, where appropriate	Ongoing	 – B F SC	Low	
<b>D.</b> Identify existing accessible housing, one-story homes, and homes with first-floor bathrooms and master bedrooms; and advertise the list to seniors seeking to age in place	2-3 Yrs	 – B SC 	Low	
<b>E.</b> Consider subsidies or incentives for modifying existing homes to include universal design features	2-3 Yrs	 – B F L	Low	
<b>F.</b> Consider zoning policies for accessible Accessory Dwelling Units (ADUs) that could include cottage housing, multigeneration homes, co-housing, or other residential types	2-3 Yrs	 – B L  	Low	
<b>G.</b> Add additional accessible parking in Downtown River	1-2 Yrs	 – S  	Low	
<b>H.</b> Continue hosting events and providing the amenities needed to support the senior population	Ongoing	 – SC 	Medium	

## CITYWIDE

Goals & Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Status/ Date Complete
Goal 11: Update the City's municipal facilities Priority Level: ★				
A. Continue efforts to expand and renovate the Police Station	Ongoing	 – B F S 	High	
B. Develop plans and pursue grants for the construction of a modern Fire Station that complements the design of the proposed Police Station	3-5 Yrs	 – B F S 	High	
C. Develop a trail system around and within the Municipal Center that creates clear pedestrian entrances, connects to other trail systems, and provides safe circulation	2-3 Yrs	 – S   	High	
D. Improve landscaping, add front parking, and develop a single, safe, and secure entrance to City Hall and the Municipal Court through the historic front entrance	1-2 Yrs	 – B S 	Medium	
E. Improve Municipal Center drives with signs, trees, and lighting for a more welcoming and safe atmosphere	2-3 Yrs	 – B S 	High	

## CORE PROJECT IMPLEMENTATION TABLES

The Core Projects included concepts for each identified project, ranging from general ideas to specific action items in each area. In many cases, the concepts corresponded to Citywide actions. For instance, one concept from the Detroit-Westway Gateway is to add a pathway from Detroit to Wagar. This concept is also listed as an action citywide in Goal 9. Because many of the concepts correspond to Citywide actions, the following implementation table includes cross-references to related goals and actions.

Core Projects	Concepts	Related Goal and Actions	
The Detroit-Westway Gateway	Pedestrian Connection; Bridge Path; Gateway to Rocky River	Goal 2: A-F Goal 3: A,B Goal 4: B,D,F	Goal 5: A-D,I Goal 7: A,H,J Goal 9: B,C,F
Hilliard Boulevard Road Diet	Road Diet; Potential Development	Goal 2: A-F Goal 3: A,B Goal 4: A,E-F Goal 5: A-D,G-I	Goal 6: A-H Goal 7: A,C,H,J Goal 8: B-D,F-G Goal 9: B,D
Wooster Road Recreationway	Overlooks and Parks; Commercial Development; Improved Metroparks Entrances; Trail and Transportation Improvements	Goal 1: E Goal 2: A-H Goal 3: A,B Goal 5: A-I	Goal 6: A-H Goal 7: A,C,H,I,J Goal 8: A-D,F-G Goal 9: B,D-E,I
The Bradstreet Neighborhood	Park Improvements; Parking and Pedestrian Bridge; Trail Connections; Lakefront Housing; Watershed Protection	Goal 1: A-B,D Goal 3: B Goal 4: G Goal 5: A-E,H-I	Goal 7: A-C,E-J Goal 8: B Goal 9: B,E
Municipal Center Improvements	Police and Fire Stations; Traffic Layout Improvements; New Public Entrance to Facilities; Trails and Beautification	Goal 1: A Goal 2: A-B Goal 5: A-D,G-I	Goal 7: A,H,J Goal 9: B-C,E Goal 11: A-E
Reimagining Marion Ramp & Allen Court Development Options	Option 1: Repair the Ramp; Option 2: Remove and Distribute Traffic	Goal 1: C-E Goal 2: A-G Goal 3: A-B	Goal 4: A,D-E,G Goal 5: A-D,H-I Goal 7: A,H,J
Downtown River Parking & Development	Downtown Parking Garage; Alley Access; Connection to Lakewood's West End; Plaza and Old River Gateway	Goal 1: C-E Goal 2: A-H Goal 3: A,B Goal 4: A-B,D-E Goal 5: A-D,F-I	Goal 7: A-B,E-F,H-J Goal 8: B-D Goal 9: B,D-E,G-I Goal 10: A
Linda Street District Development	A Pedestrian Promenade; A Vibrant Public Space; Redevelopment Potential	Goal 1: C, D, E Goal 2: A-G Goal 3: A, B Goal 4: A, B, D, F Goal 5: A, B, D, F, G	Goal 7: A, B, D, F, G, H, I, J Goal 8: A, B, C, G Goal 9: A, B, C, E, I Goal 10: A,G-H
Center Ridge Road East Walkable Development	Street Improvements; Walkability Improvements; Long-Term Development	Goal 1: A,C-E Goal 2: A-H Goal 3: A-B Goal 5: A-D,F-I	Goal 6: A-H Goal 7: A-F,H-J Goal 8: A-G Goal 9: A-B,E,I



Projected Timeline	Responsible Parties & Partners	Priority Level	Est. Cost	Status/Date Complete
2-3 Yrs	 - S         	★	High	
3-5 Yrs	 - B S            	★	High	
5+ Yrs	 - B P S                	★★	High	
2-3 Yrs	 - B P S                	★★	High	
3-5 Yrs	 - B P S SC         	★	High	
5+ Yrs	 - P S            	★★	High	
5+ Yrs	 - B L S             	★★★	High	
3-5 Yrs	 - L S            	★★★	High	
5+ Yrs	 - B P S                 	★★★★	High	

# POTENTIAL FUNDING SOURCES

A table and description of different grant programs, loan programs, and other funding sources to help pay for or reduce costs for communities to implement infrastructure and other programming is outlined in this table.

Each source includes a program name, the source of the funding, a brief description of the program or what projects are eligible, and the most recent web site.

## Potential Funding Sources

### ALTERNATIVE STORMWATER INFRASTRUCTURE LOAN PROGRAM OHIO DEVELOPMENT SERVICES AGENCY (ODSA)

Below-market rate loans for the design and construction of green infrastructure as part of economic development projects in currently or previously developed areas

*Infrastructure, Environment*  
[www.development.ohio.gov/cs/cs\\_alstromwater.htm](http://www.development.ohio.gov/cs/cs_alstromwater.htm)

### CERTIFIED LOCAL GOVERNMENT GRANTS OHIO HISTORY CONNECTION

Cities and villages in Ohio can apply to become Certified Local Governments if they meet certain historic preservation requirements of the State Historic Preservation Office. Grants to Certified Local Governments for projects such as training staff, developing design guidelines, restoring properties, or developing heritage tourism programs that strengthen community historic preservation, protect and preserve cultural resources, and promote economic development

*Community Development, Housing, Historic Preservation*  
[www.ohiohistory.org/preserve/state-historic-preservation-office/clg/clggrants](http://www.ohiohistory.org/preserve/state-historic-preservation-office/clg/clggrants)

### CLEAN OHIO TRAILS FUND OHIO DEPARTMENT OF NATURAL RESOURCES (ODNR)

Grant funding for outdoor recreational trails with a special focus on completing regional trail systems, linking population centers with recreation areas, repurposing rail lines, preserving natural corridors, and providing links in urban areas

*Infrastructure, Recreation*  
[www.development.ohio.gov/cleanohio/recreationaltrails/](http://www.development.ohio.gov/cleanohio/recreationaltrails/)

### CLEAN OHIO GREEN SPACE CONSERVATION PROGRAM NATURAL RESOURCE ASSISTANCE COUNCIL (NRAC)

Bond program created by the State of Ohio in 2000 and administered locally by NRAC to fund the preservation and protection of natural areas, farmland, streams, and wetlands

*Environment, Recreation*  
[www.development.ohio.gov/cleanohio/recreationaltrails/](http://www.development.ohio.gov/cleanohio/recreationaltrails/)

### THE CLEVELAND FOUNDATION GRANTS THE CLEVELAND FOUNDATION

Grants to the Greater Cleveland community in six areas of focus: education & youth development, neighborhoods, health & human services, arts & culture, economic development, and purposeful aging

*Infrastructure, Environment, Community Development, Economic Development, Recreation, Housing, Historic Preservation, Health*  
[www.clevelandfoundation.org/grants/grants-overview](http://www.clevelandfoundation.org/grants/grants-overview)

## Potential Funding Sources

### **COMMUNITY REINVESTMENT AREA PROGRAM (CRA)** **OHIO DEVELOPMENT SERVICES AGENCY (ODSA)**

Tax incentive program that allows municipalities or counties to designate areas where investment has lagged as a CRA to encourage revitalization of the existing housing stock and the development of new structures by providing real property tax exemptions for property owners who renovate existing or construct new buildings

*Community Development, Economic Development, Housing*  
[www.development.ohio.gov/bs/bs\\_comreinvest.htm](http://www.development.ohio.gov/bs/bs_comreinvest.htm)

### **CONGESTION MITIGATION AND AIR QUALITY PROGRAM (CMAQ)** **NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)**

Funding for transportation projects or programs including capital investments in transportation infrastructure, congestion relief efforts, vehicle acquisitions, or other capital projects that reduce transportation emissions in order to achieve air quality standards

*Infrastructure*  
[www.noaca.org/index.aspx?page=4430](http://www.noaca.org/index.aspx?page=4430)

### **CUYAHOGA ARTS AND CULTURE PROJECT SUPPORT GRANTS** **CUYAHOGA ARTS AND CULTURE (CAC)**

Grant support to organizations such as community development corporations for arts and cultural projects that are open to the public and revolve around topics such as literature, theatre, music, motion pictures, and architecture

*Community Development*  
[www.cacgrants.org/grant-programs/](http://www.cacgrants.org/grant-programs/)

### **CUYAHOGA COUNTY CAPITAL IMPROVEMENT PROGRAM (CIP)** **CUYAHOGA COUNTY DEPARTMENT OF PUBLIC WORKS (DPW)**

Funding for County roads, bridges, and transportation assets

*Infrastructure*  
[www.publicworks.cuyahogacounty.us/en-US/Project-Planning-Funding.aspx](http://www.publicworks.cuyahogacounty.us/en-US/Project-Planning-Funding.aspx)

### **ENTERPRISE ZONE TAX INCENTIVES** **CUYAHOGA COUNTY DEPARTMENT OF DEVELOPMENT (DOD)**

Economic development tool for communities attempting to retain and expand their economic base by providing tax incentives for eligible new investments

*Economic Development*  
[www.development.cuyahogacounty.us/en-US/enterprise-zone-tax-incentives.aspx](http://www.development.cuyahogacounty.us/en-US/enterprise-zone-tax-incentives.aspx)

### **THE GEORGE GUND FOUNDATION GRANTS** **THE GEORGE GUND FOUNDATION**

Grants to the Greater Cleveland community in five areas of focus: arts, economic development & community revitalization, education, environment, and human services

*Environment, Community Development, Economic Development, Recreation, Housing, Health*  
[www.gundfoundation.org](http://www.gundfoundation.org)

### **GREAT LAKES RESTORATION INITIATIVE** **UNITED STATES ENVIRONMENTAL PROTECTION AGENCY (EPA)**

Grant funding for urban watershed management implementation projects that reduce nonpoint source pollution in watersheds draining to the Great Lakes

*Environment*  
[www.epa.gov/great-lakes-funding/](http://www.epa.gov/great-lakes-funding/)



## Potential Funding Sources

### **GROW CUYAHOGA FUND** **CUYAHOGA COUNTY DEPARTMENT OF DEVELOPMENT (DOD)**

Loans to small businesses for any legitimate business purpose including working capital, machinery and equipment, acquisition of land and building, construction, renovations, and tenant improvements

*Community Development, Economic Development*  
<http://development.cuyahogacounty.us/en-US/grow-cuyahoga-county.aspx>

### **HERITAGE HOME PROGRAM** **CLEVELAND RESTORATION SOCIETY AND AREA BANKS**

Low-interest, fixed-rate home equity loans and technical services for homeowners to maintain and improve older houses through historically appropriate projects that include roof repair and replacement, painting, insulation, window repair and replacement, basement waterproofing, masonry repair, kitchen and bath renovation, compatible additions, electrical, plumbing, and HVAC

*Housing, Historic Preservation*  
[www.heritagehomeprogram.org/](http://www.heritagehomeprogram.org/)

### **THE KRESGE FOUNDATION GRANTS** **THE KRESGE FOUNDATION**

National grants focus on arts & culture, education, environment, health, human services,

*Environment, Community Development, Economic Development, Recreation, Health*  
[www.kresge.org](http://www.kresge.org)

### **LAND AND WATER CONSERVATION FUND** **OHIO DEPARTMENT OF NATURAL RESOURCES (ODNR)**

Grant program that provides reimbursement assistance for the acquisition, development, and rehabilitation of recreational areas

*Environment, Recreation*  
<http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>

### **MICROENTERPRISE LOAN FUND PROGRAM (MLFP)** **CUYAHOGA COUNTY DEPARTMENT OF DEVELOPMENT (DOD) & THE ECONOMIC AND COMMUNITY DEVELOPMENT INSTITUTE (ECDI)**

Micro-loans and technical assistance to microenterprise businesses and entrepreneurs for the establishment of a new business, expansion of an existing business, purchase of equipment, startup operating costs, or other uses

*Economic Development*  
<http://development.cuyahogacounty.us/en-US/Microenterprise-Loan-Fund-Program.aspx>

### **MUNICIPAL GRANT PROGRAM** **CUYAHOGA COUNTY DEPARTMENT OF DEVELOPMENT (DOD)**

Competitive grant program that provides funding for a variety of activities that match County and Federal priorities and objectives

*Infrastructure, Environment, Community Development, Economic Development, Recreation, Housing, Health*  
[www.development.cuyahogacounty.us/en-US/community-development.aspx](http://www.development.cuyahogacounty.us/en-US/community-development.aspx)

### **NATUREWORKS PROGRAM** **OHIO DEPARTMENT OF NATURAL RESOURCES (ODNR)**

Grant program that provides reimbursement assistance for the acquisition, development, and rehabilitation of recreational areas

*Recreation*  
<http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>

## Potential Funding Sources

### **OHIO HISTORIC PRESERVATION TAX CREDIT PROGRAM** **OHIO DEVELOPMENT SERVICES AGENCY (ODSA)**

Tax credits for the owners of historic structures to assist in the renovation of buildings that are individually listed on the national register of historic places, located in and contributing to a registered historic district, or individually listed as a historic land mark by a certified local government

*Economic Development, Historic Preservation*  
[www.development.ohio.gov/cs/cs\\_ohptc.htm](http://www.development.ohio.gov/cs/cs_ohptc.htm)

### **OHIO STATE HISTORIC PRESERVATION HISTORY FUND** **THE OHIO HISTORY CONNECTION**

Grant funding to public or non-profit entities in three categories: organization development such as training for boards and staff, programs and collections projects such as the study and recording of historic information, and bricks & mortar projects such as the restoration of a historic site

*Community Development, Economic Development, Historic Preservation*  
[www.ohiohistory.org/preserve/local-history-services/history-fund/history-fund-guidelines](http://www.ohiohistory.org/preserve/local-history-services/history-fund/history-fund-guidelines)

### **“OUR TOWN” GRANTS** **NATIONAL ENDOWMENT FOR THE ARTS (NEA)**

Grant support for organizations that integrate arts and culture into community revitalization efforts that aim to enhance quality of life, increase creative activity, and create or preserve a distinct sense of place

*Community Development, Economic Development*  
[www.arts.gov/grants-organizations/our-town/introduction](http://www.arts.gov/grants-organizations/our-town/introduction)

### **PEOPLE FOR BIKES COMMUNITY GRANT** **PEOPLE FOR BIKES AND BIKE INDUSTRY PARTNERS**

Grants to non-profit organizations and governments with a focus on bicycling infrastructure, active transportation, or community development such as bike paths, bike racks, and open streets programs

*Infrastructure, Community Development*  
[www.peopleforbikes.org/pages/grant-guidelines](http://www.peopleforbikes.org/pages/grant-guidelines)

### **RECREATIONAL TRAILS PROGRAM** **OHIO DEPARTMENT OF NATURAL RESOURCES (ODNR)**

Grant program for projects such as urban trail linkages, trailhead & trailside facilities, acquisition of easements & property, development and construction of new trails

*Infrastructure, Recreation*  
<http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>

### **ROBERT WOOD JOHNSON FOUNDATION GRANTS** **ROBERT WOOD JOHNSON FOUNDATION**

Grants for projects that advance the Foundation's mission to improve the health and health care of all Americans through healthy communities that support parks and active transportation

*Infrastructure, Community Development, Health*  
[www.rwjf.org/en/grants/what-we-fund.html](http://www.rwjf.org/en/grants/what-we-fund.html)

### **ROCKEFELLER FOUNDATION GRANTS** **THE ROCKEFELLER FOUNDATION**

Grants to promote the well-being of humanity throughout the world with a focus in the United States on transportation planning, infrastructure policy, and sustainability

*Infrastructure, Environment, Community Development, Economic Development, Recreation, Health*  
[www.rockefellerfoundation.org](http://www.rockefellerfoundation.org)

## Potential Funding Sources

### **SAFE ROUTES TO SCHOOL PROGRAM (SRTS)** **OHIO DEPARTMENT OF TRANSPORTATION (ODOT)**

Grant funding available for the development of a School Travel Plan that outlines infrastructure and programmatic changes to make walking and biking to school safer, as well as funding for the implementation of those changes such as bike lanes, sidewalks, crosswalks, and educational programs

*Infrastructure, Health*  
[www.dot.state.oh.us/saferoutes](http://www.dot.state.oh.us/saferoutes)

### **SECTION 319 GRANTS** **OHIO ENVIRONMENTAL PROTECTION AGENCY (OEPA)**

Grant funding to local governments, park districts, and other organizations for the implementation of projects to restore Ohio streams and reduce nonpoint source pollution

*Environment*  
[www.epa.state.oh.us/dsw/nps/319Program.aspx](http://www.epa.state.oh.us/dsw/nps/319Program.aspx)

### **SPECIAL IMPROVEMENT DISTRICT (SID)** **PROPERTY OWNERS**

Areas of land within which property owners agree to pay an additional tax or fee that is used to provide specific services or improvements such as landscaping, streetscape improvements, or ambassador programs within that area

*Infrastructure, Community Development, Economic Development*

### **STATE CAPITAL IMPROVEMENT PROGRAM (SCIP)** **DISTRICT ONE PUBLIC WORKS INTEGRATING COMMITTEE**

Grants and loans for local public infrastructure improvements including roads, bridges, water supply, wastewater treatment, stormwater collection, and solid waste disposal projects

*Infrastructure*  
[www.countyplanning.us/services/grant-programs/state-capital-improvement-program/](http://www.countyplanning.us/services/grant-programs/state-capital-improvement-program/)

### **SURFACE TRANSPORTATION BLOCK GRANT PROGRAM (STBG)** **NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)**

Flexible funding for road and bridge projects, transit projects, bikeways, and planning

*Infrastructure*  
[www.noaca.org/index.aspx?page=131](http://www.noaca.org/index.aspx?page=131)

### **TECHNICAL ASSISTANCE PROGRAM** **NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)**

Funding for NOACA staff to offer planning expertise on community-based multi-modal transportation projects that improve the safety, efficiency, and preservation of the transportation system for all users

*Infrastructure, Environment, Economic Development*  
[www.noaca.org/index.aspx?page=142](http://www.noaca.org/index.aspx?page=142)

### **TRANSPORTATION ALTERNATIVES PROGRAM (TA)** **NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)**

Funding for programs and projects that include pedestrian and bicycle facilities, safe routes for non-drivers, community improvement activities, and environmental mitigation

*Infrastructure, Environment, Community Development, Economic Development, Recreation, Health*  
[www.noaca.org/index.aspx?page=142](http://www.noaca.org/index.aspx?page=142)



## Potential Funding Sources

### **TRANSPORTATION FOR LIVABLE COMMUNITIES INITIATIVE (TLCI) PLANNING GRANTS** **NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)**

Assistance to communities and public agencies for integrated transportation and land use planning studies that can lead to transportation system and neighborhood improvements such as complete bicycle networks or transit-oriented developments

*Infrastructure, Environment, Community Development, Economic Development, Recreation, Health*  
[www.noaca.org/index.aspx?page=132](http://www.noaca.org/index.aspx?page=132)

### **TRANSPORTATION FOR LIVABLE COMMUNITIES INITIATIVE (TLCI) IMPLEMENTATION GRANTS** **NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)**

Grant awards to communities and public agencies to develop and install infrastructure that has been recommended as part of a previous TLCI Planning Study or Technical Assistance

*Infrastructure, Environment, Community Development, Economic Development, Recreation, Health*  
[www.noaca.org/index.aspx?page=132](http://www.noaca.org/index.aspx?page=132)

### **TREE FUND GRANTS** **TREE RESEARCH AND EDUCATION ENDOWMENT FUND**

Grants to support the development of arboriculture education programs and materials that encourage children to learn about the environment as well as research into arboriculture and urban forestry

*Infrastructure, Environment, Community Development*  
[www.treefund.org/grants](http://www.treefund.org/grants)

### **WESTERN RESERVE LAND CONSERVANCY SUPPORT** **WESTERN RESERVE LAND CONSERVANCY**

Assistance to government agencies in planning new parks, purchasing real property, and financing ongoing expenses

*Environment, Recreation*  
[www.wrlandconservancey.org](http://www.wrlandconservancey.org)



# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE