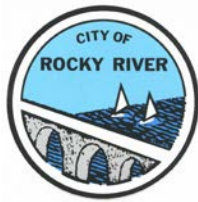


# CITY OF ROCKY RIVER

## MASTER PLAN

### PLAN PRESENTATION



- Process Overview
- Master Plan Document
- Goals & Core Projects
- What's Next

- **Process Overview**
- Master Plan Document
- Goals & Core Projects
- What's Next

- Process Overview
- **Master Plan Document**
- Goals & Core Projects
- What's Next



- Process Overview
- Master Plan Document
- **Goals & Core Projects**
- What's Next

- Process Overview
- Master Plan Document
- Goals & Core Projects
- **What's Next**



# **PROCESS OVERVIEW**



## **ABOUT A MASTER PLAN**

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

## **WHAT DOES IT COVER?**

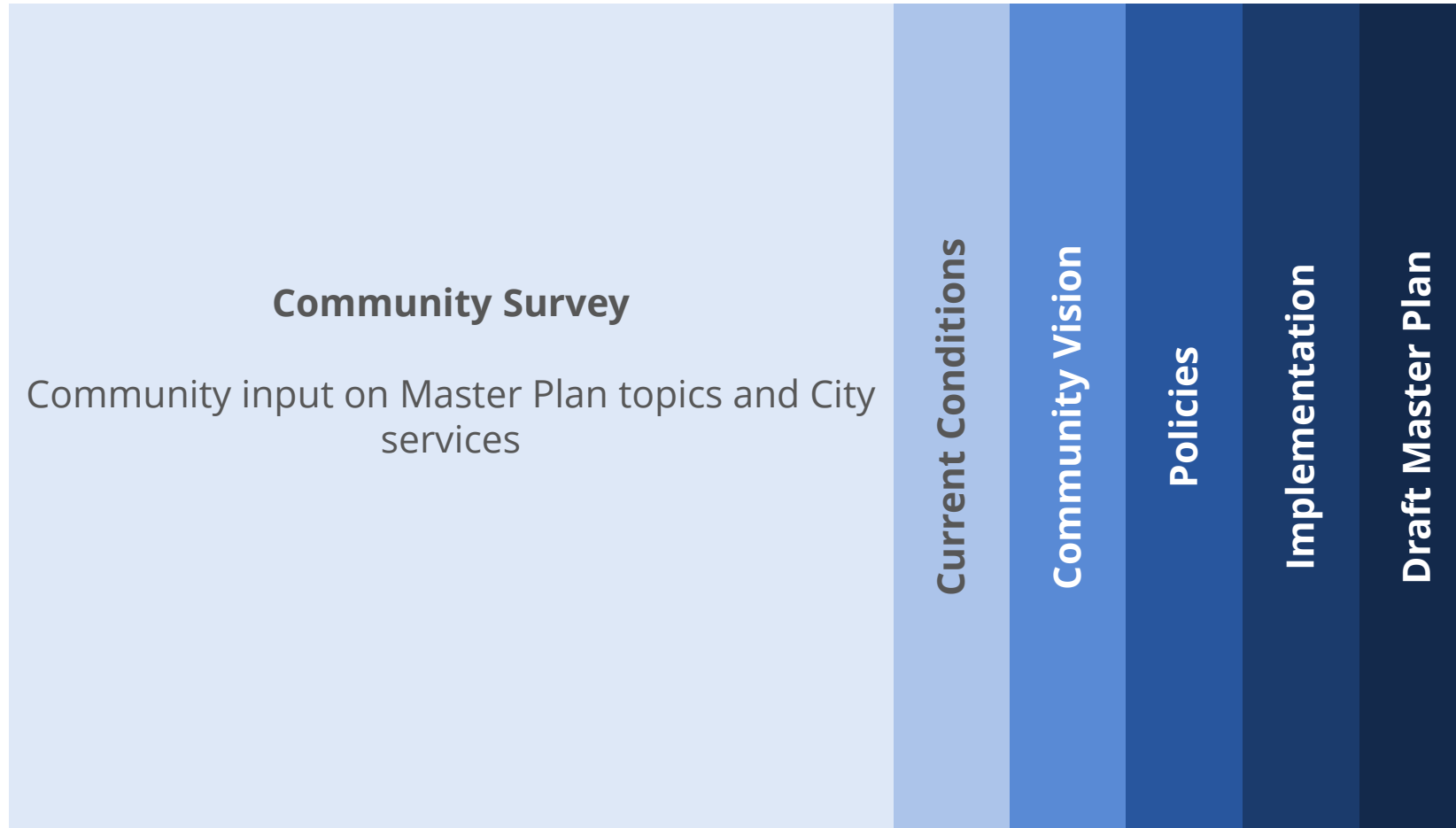
- Transportation
- Land use and zoning
- Housing
- Parks and the environment
- Economic development
- Business districts

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

# WHY PLAN?

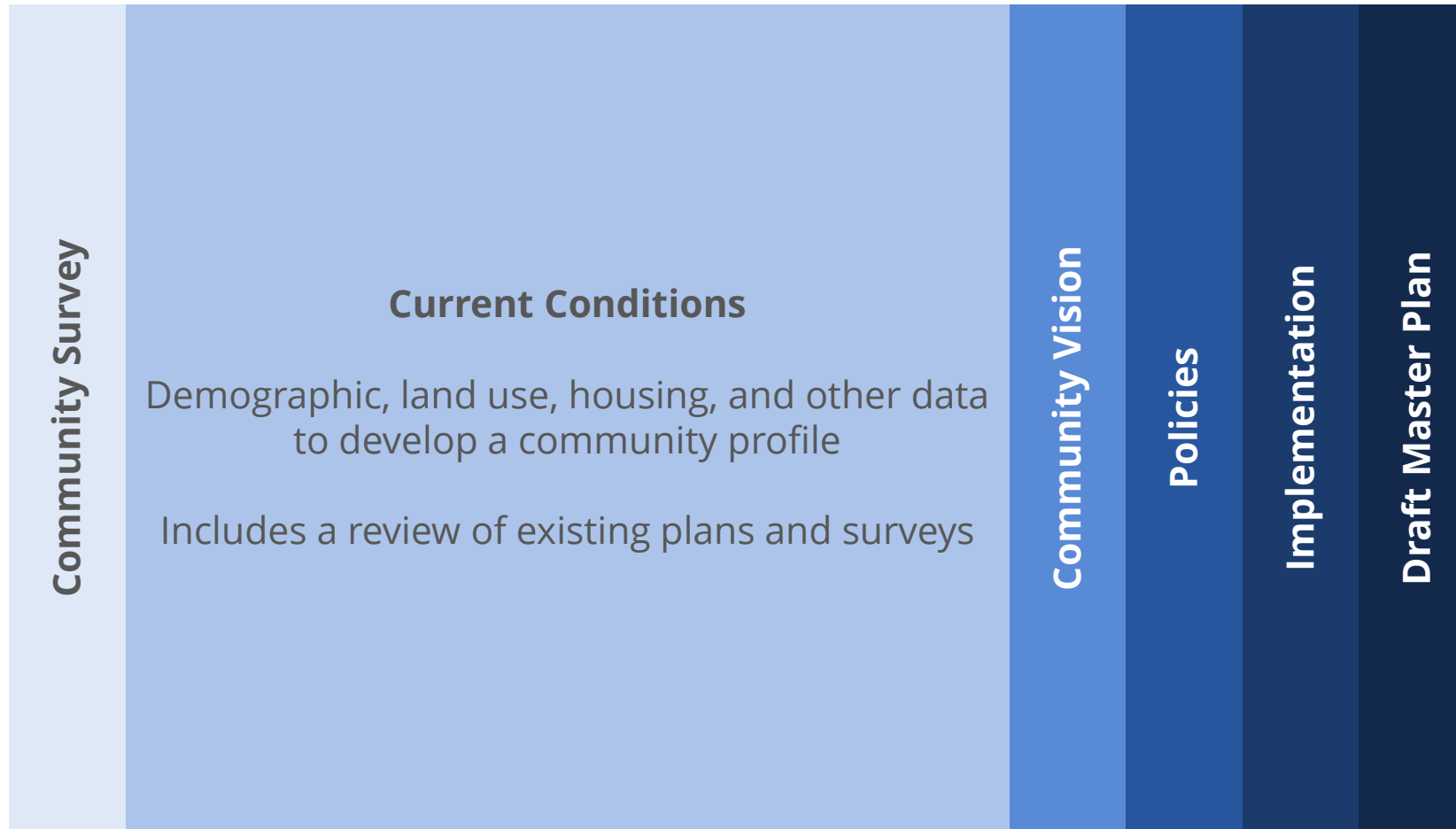
- Provides the opportunity for **community input**
- **Prepares the City**, residents, and businesses for the future
- **Shapes future development** to match your priorities
- Gives a **competitive advantage** when applying for grants and funding

# THE ROCKY RIVER MASTER PLAN: SIX STEPS





# THE ROCKY RIVER MASTER PLAN: SIX STEPS



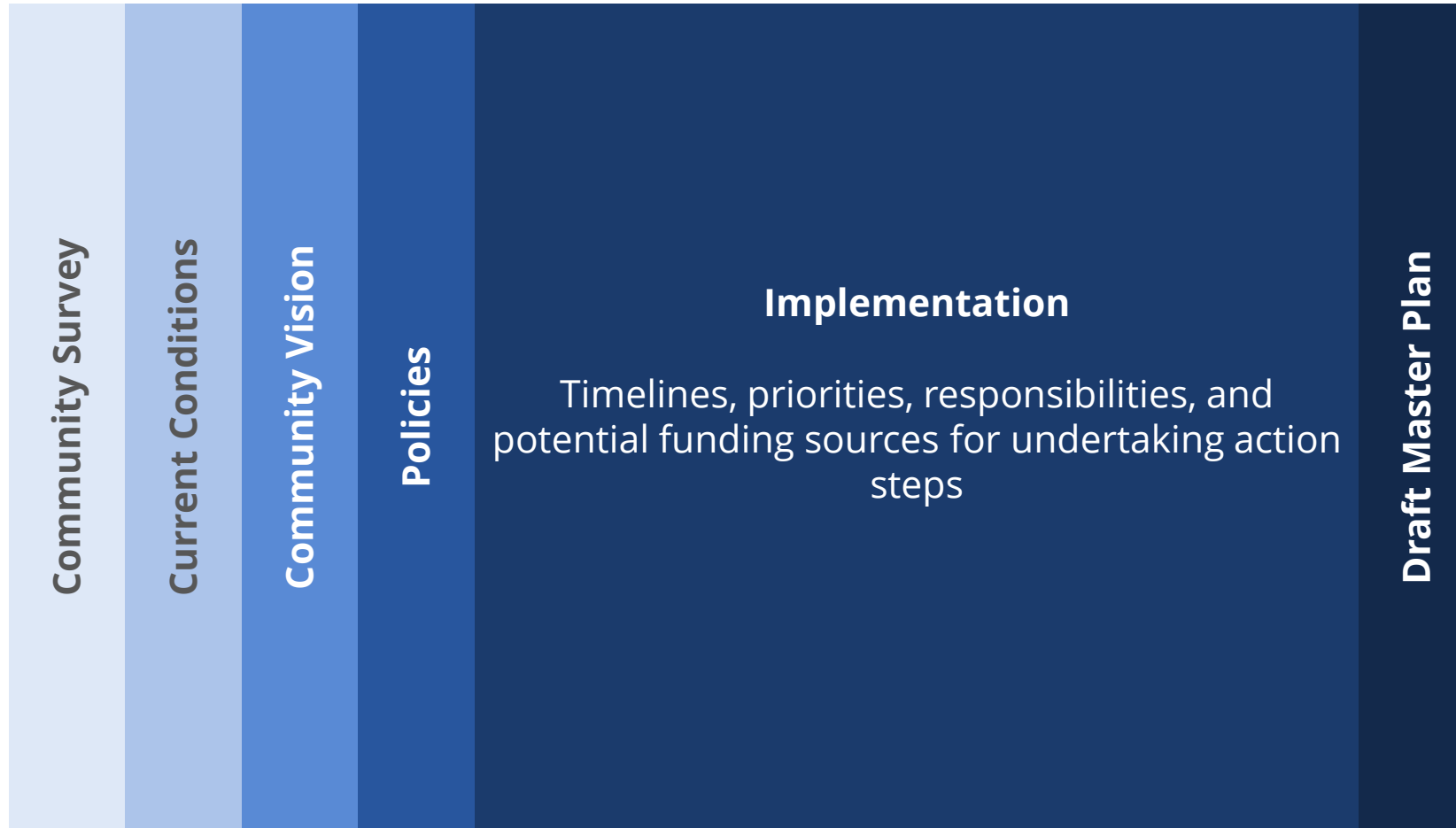
# THE ROCKY RIVER MASTER PLAN: SIX STEPS



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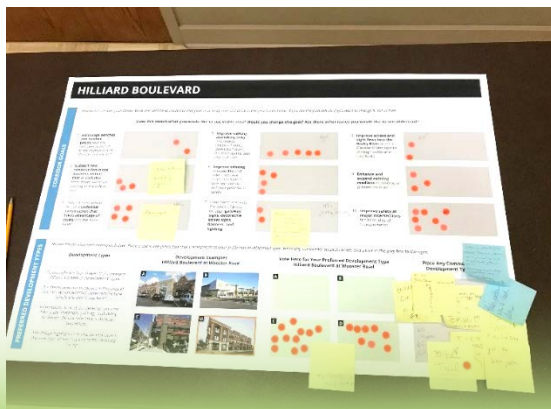


# THE ROCKY RIVER MASTER PLAN: SIX STEPS





# THE ROCKY RIVER MASTER PLAN: PUBLIC INVOLVEMENT



# THE ROCKY RIVER MASTER PLAN: PUBLIC INVOLVEMENT

Community Survey  503 Returned Surveys

# THE ROCKY RIVER MASTER PLAN: PUBLIC INVOLVEMENT

Community Survey  503 Returned Surveys

Project Team  7 Project Team Members  
6 Project Team Meetings  
1 Survey Team Meeting  
7 Stakeholder Interviews

## **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*



# THE ROCKY RIVER MASTER PLAN: PUBLIC INVOLVEMENT

Community Survey	▶	503 Returned Surveys
Project Team	▶	7 Project Team Members 6 Project Team Meetings 1 Survey Team Meeting 7 Stakeholder Interviews
Working Group	▶	21 Working Group Members 5 Working Group Meetings

## **Working Group**

Dan Bogle  
Bill Brink  
Scott Cowan  
Jenny Dieringer  
Mike Fruchey  
Sam Gifford  
Jim Gross  
Gloria Hardington  
Liz Harmath  
John Hosek  
Chris Klym  
Liz Manning  
Jamie Mason  
Gregg Mylett  
Ron Papajcik  
Geof Pelaia  
Jim Riedl  
Joe Roszak  
Mick Shoaf  
Anna-Katrin Strauss  
Jon Voight

# THE ROCKY RIVER MASTER PLAN: PUBLIC INVOLVEMENT

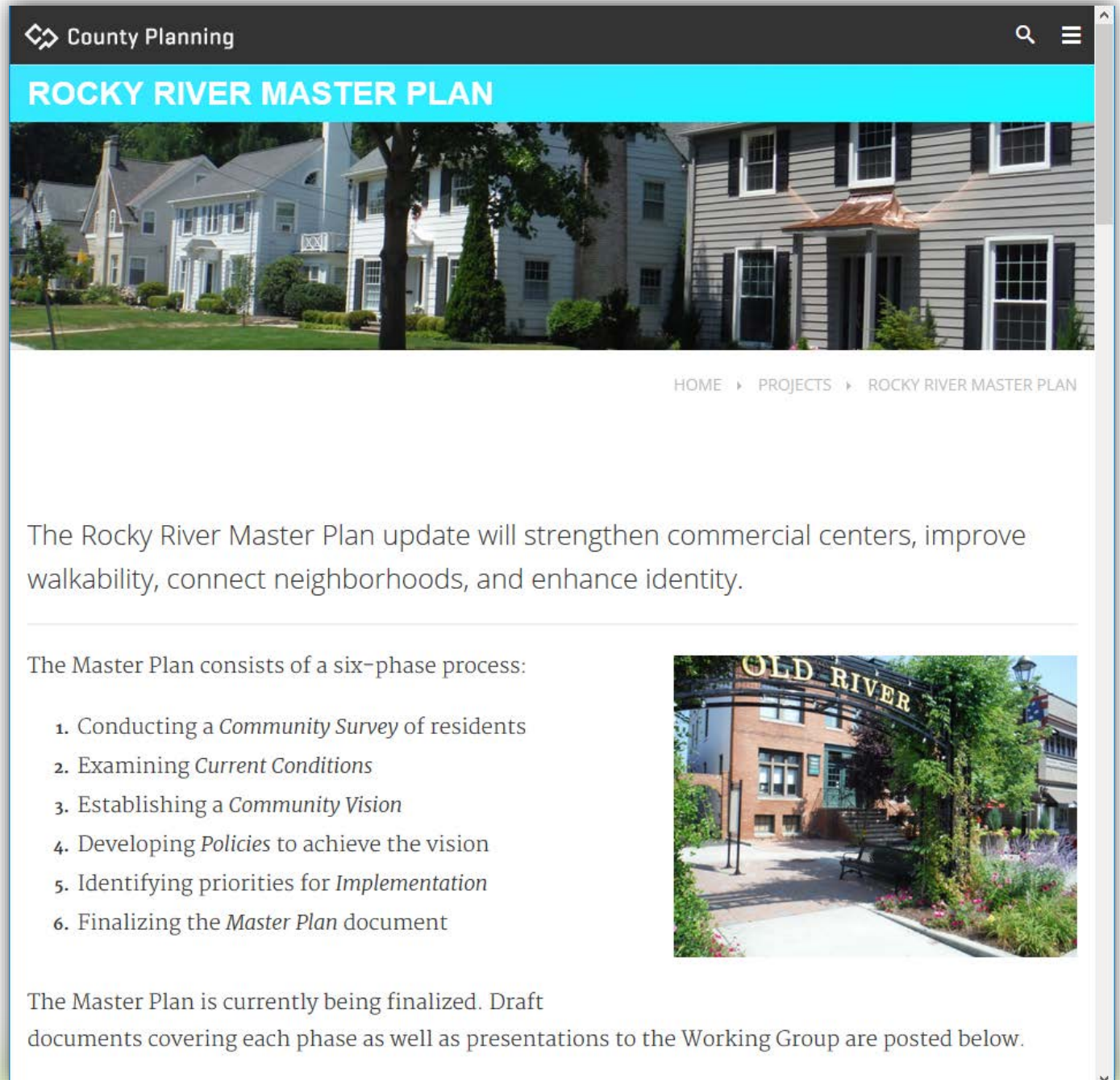
Community Survey	▶	503 Returned Surveys
Project Team	▶	7 Project Team Members 6 Project Team Meetings 1 Survey Team Meeting 7 Stakeholder Interviews
Working Group	▶	21 Working Group Members 5 Working Group Meetings
The Public	▶	3 Public Meetings Approximately <b>245 Meeting Attendees</b> <b>365 Completed Online Surveys</b> More than 1,500 Individual Comments

# ONLINE PRESENCE

- Information updated on County Planning website
- All documents posted throughout the process

## 2017-2018 Visits

- 4,723 Page Views
- 3,389 Unique Page Views



# **PUBLIC MEETINGS**

1. What is your vision for the future and preferred development types?
2. Do the presented goals, actions, and core projects accomplish your vision and improve key areas?
3. Which goals and core projects are most important to you?

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



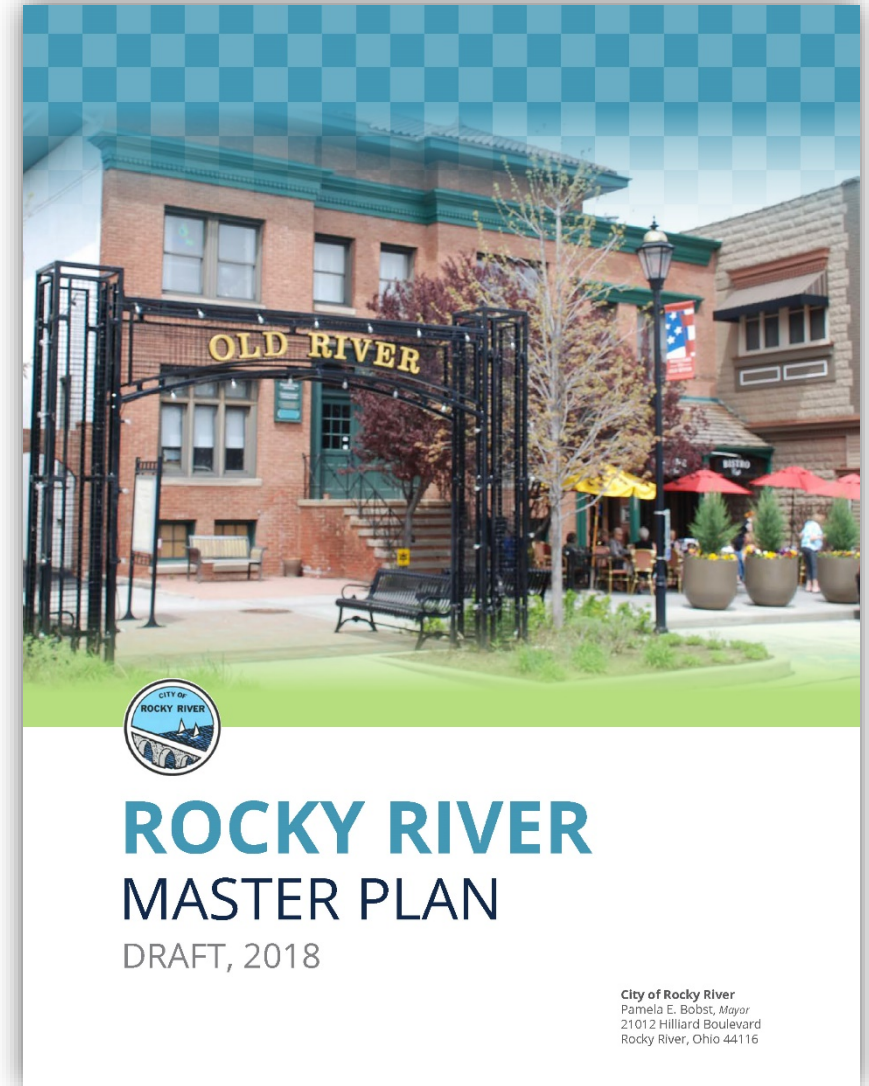


# **THE MASTER PLAN DOCUMENT**



# DOCUMENT LAYOUT

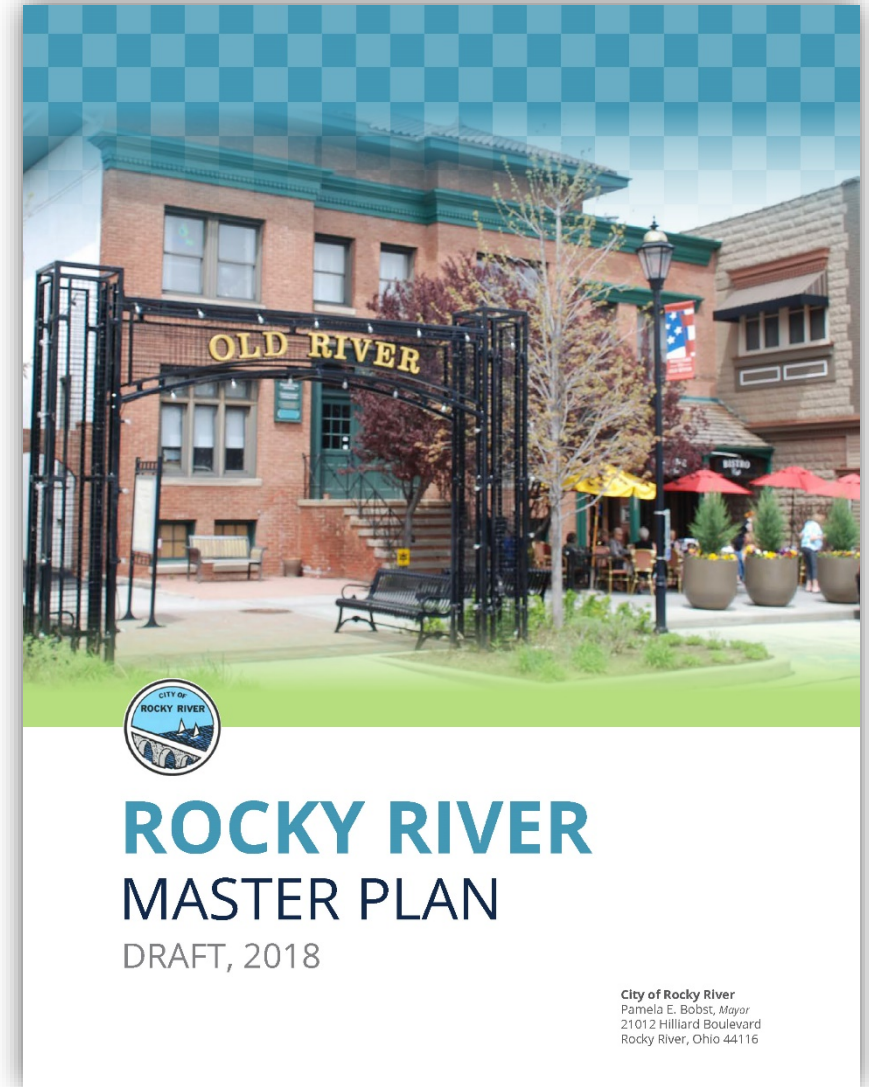
- Introduction
- Public Involvement
- Current Conditions
- Community Vision
- Goals & Actions
- Core Projects
- Implementation





# DOCUMENT LAYOUT

- Introduction
- Public Involvement
- Current Conditions
- **Community Vision**
- **Goals & Actions**
- **Core Projects**
- Implementation







## 10 VISION STATEMENTS



## 11 GOALS & ACTIONS



## 9 CORE PROJECTS





# **11 GOALS + ACTIONS**

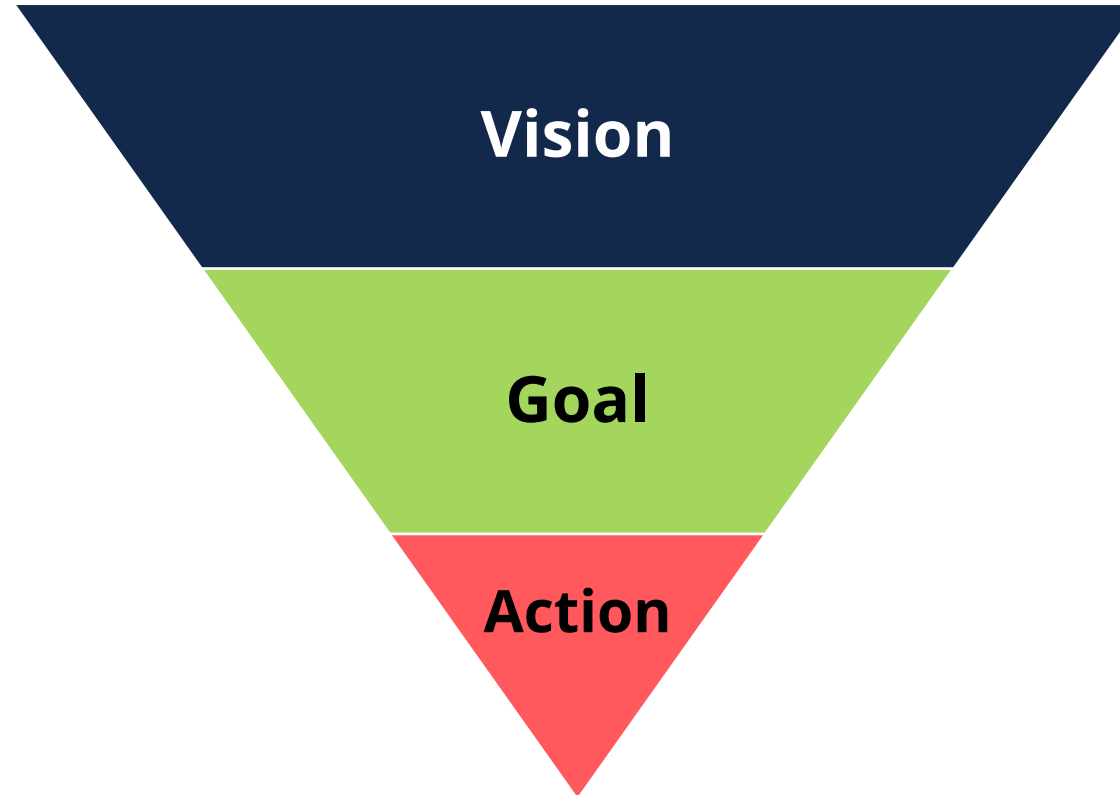


# **GOALS & ACTIONS**

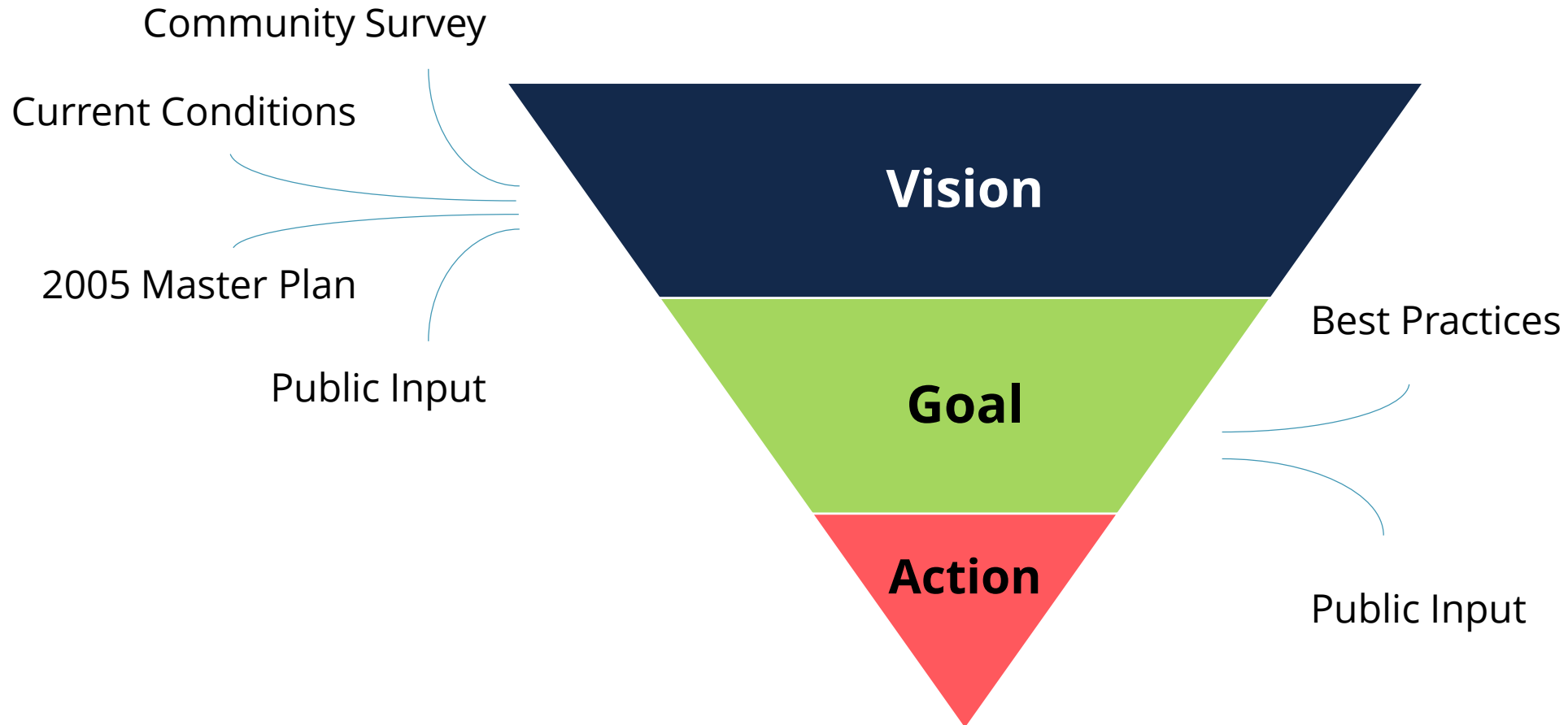
## **CITYWIDE INITIATIVES**

- A series of goals and associated actions to accomplish those goals
- A focus on Citywide issues that are not necessarily place-based

# CONSTRUCTING THE VISIONS—GOALS—ACTIONS



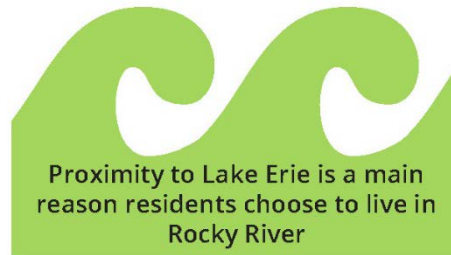
# CONSTRUCTING THE VISIONS—GOALS—ACTIONS



# SURVEY FEEDBACK: PARKS

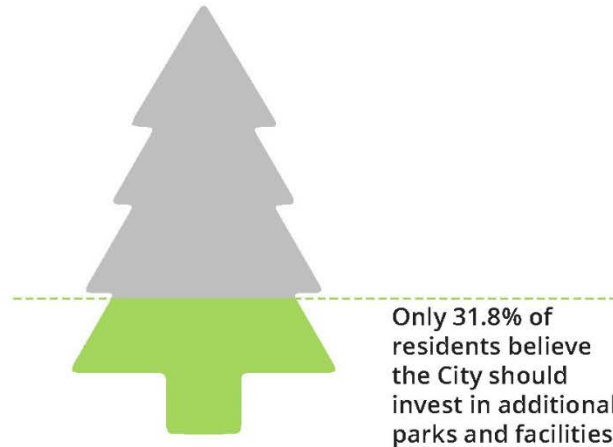
## PROXIMITY TO LAKE ERIE IS AN IMPORTANT REASON RESIDENTS CHOOSE ROCKY RIVER

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



## 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.

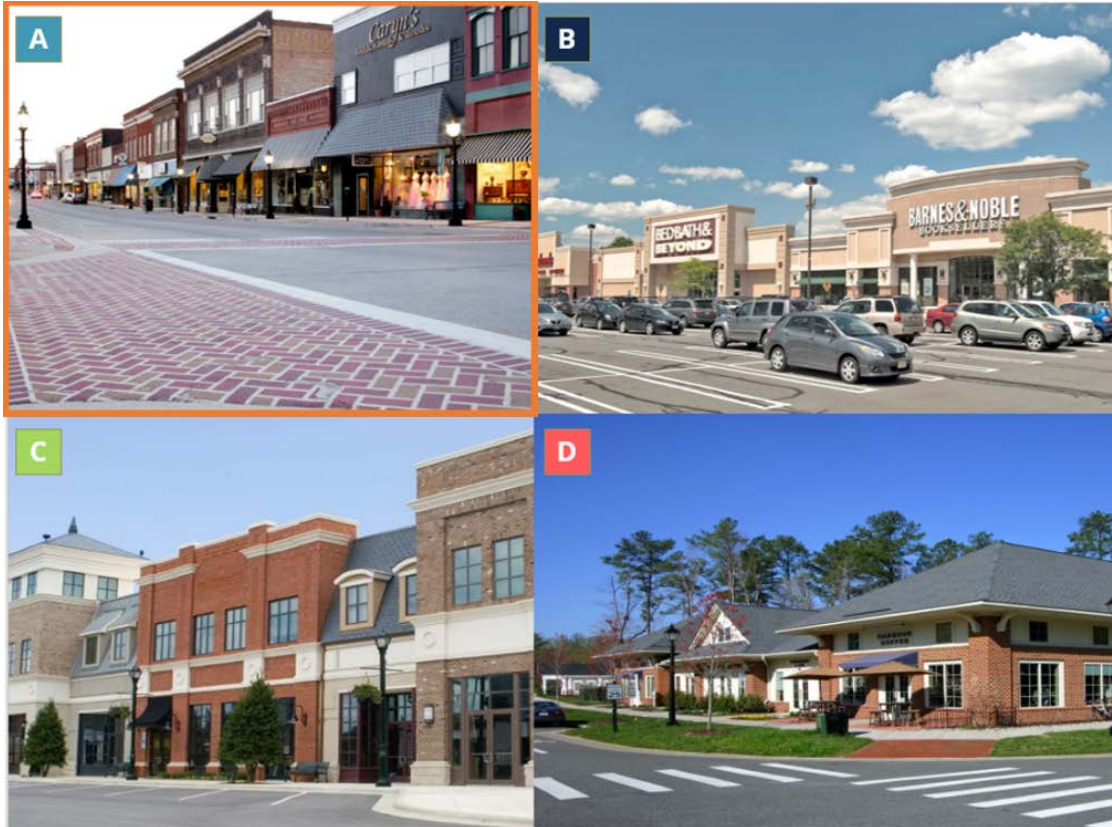


## RESIDENTS WOULD LIKE TO SEE TRAILS, BIKE AMENITIES, AND SEATING ADDED TO PARKS

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



# PUBLIC MEETING FEEDBACK: PUBLIC SPACES



- Residents voted for preferred development scenarios
- Selected development scenario A because of the small town charm, the closeness of buildings to the street, and the active public spaces that creates
- Residents said they wanted additional green space, trees, and plants to create gathering spaces in Downtown River



## VISION STATEMENT

### **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.

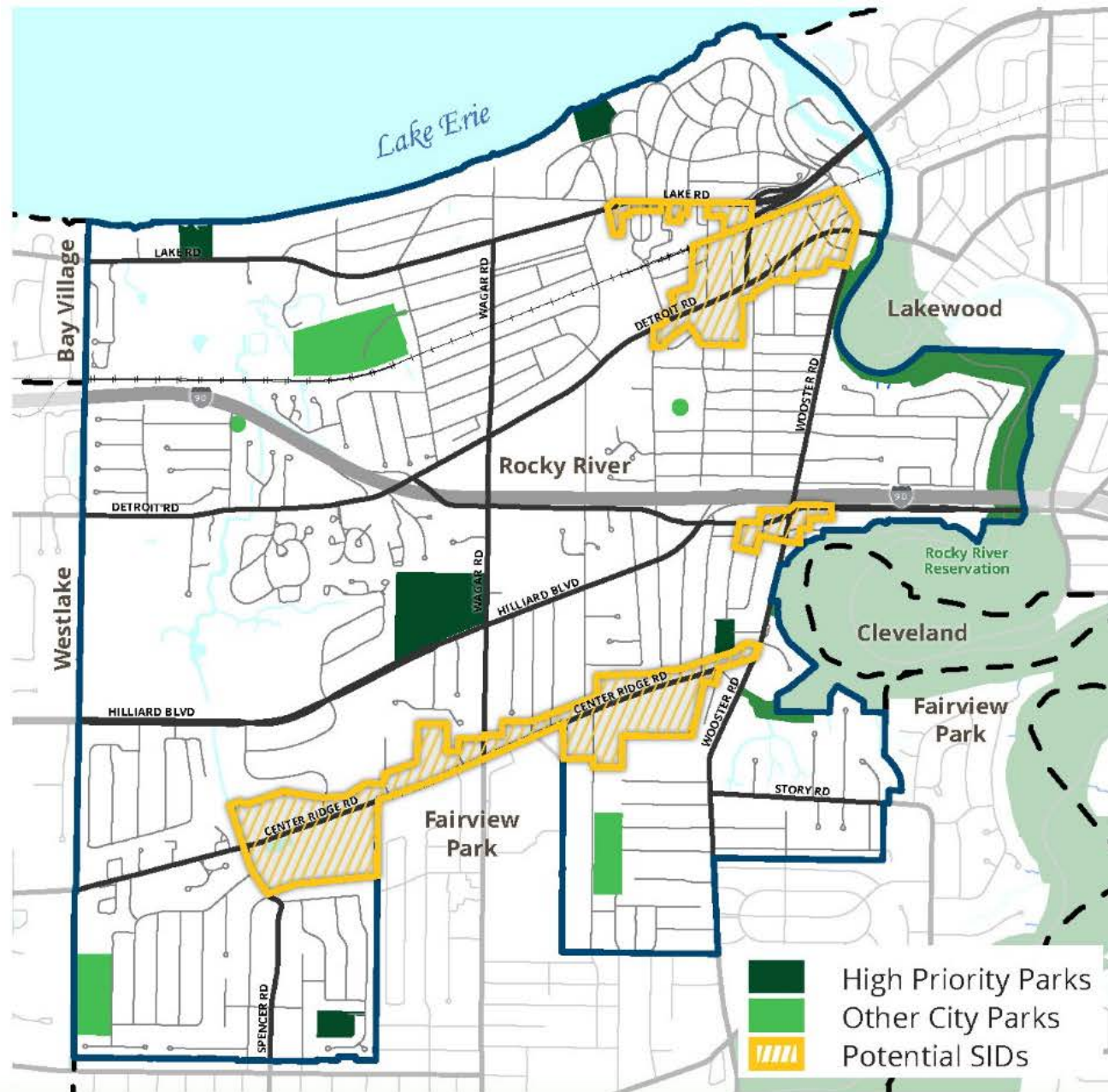




## GOAL 1

# **ENHANCE AND PROGRAM PARKS AND PUBLIC SPACES**

- Develop a Parks and Public Spaces Master Plan
- 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
- Develop Special Improvement Districts in Downtown River and other commercial areas



## 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.





Enhancing Existing Parks



Adding Public Plazas



Using Events to Add Vibrancy



Maintaining Spaces with Special improvement Districts

# SURVEY FEEDBACK: TRANSPORTATION

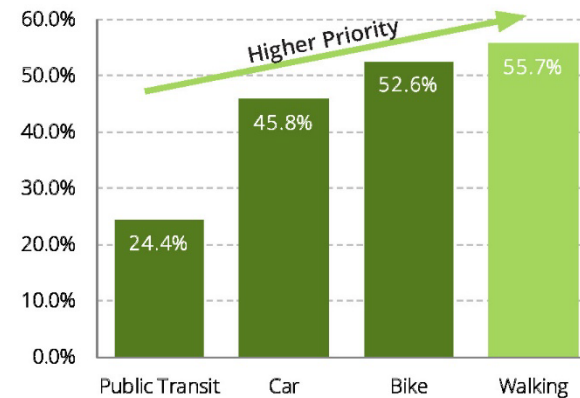
## MOST RESIDENTS AGREE THAT STREETS NEED TO BE IMPROVED

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



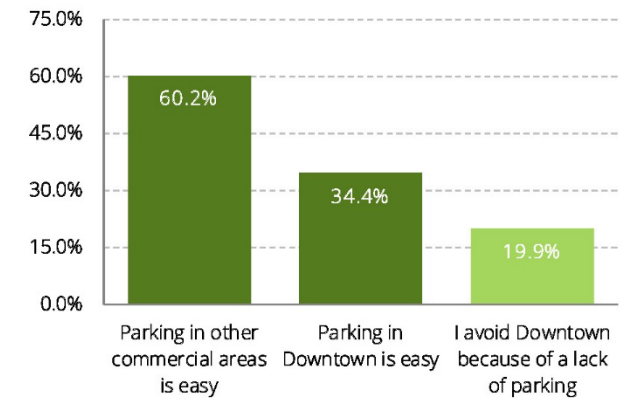
## RESIDENTS PREFER IMPROVEMENTS TO THE WALKING ENVIRONMENT OVER DRIVING

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.





## VISION STATEMENT

### **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.



## GOAL 9

# DEVELOP A CONNECTED NETWORK OF SAFE STREETS

- Evaluate crossing locations for pedestrian signals, enhanced crosswalks, brighter lighting, and other elements to ensure pedestrian safety
- Work with Lakewood and the Metroparks to enhance connections into Rocky River Reservation
- Work with non-profits and advocacy organizations to educate bikers and drivers on bicycling laws and safe practices





Pedestrian Crossing



Medians



Enhanced Crosswalk



Pedestrian Signal



Enhanced Alleys



Safe Pedestrian Access to Businesses



GOAL 2

IMPROVE STREETSCAPES THROUGH **INFRASTRUCTURE REPAIR** AND ENHANCEMENT

GOAL 3

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

GOAL 4

COLLABORATE WITH NEIGHBORING CITIES TO **UNIFY THE WESTSHORE COMMUNITY**

GOAL 5

CONSTRUCT A CITYWIDE **TRAIL AND BICYCLE NETWORK**

GOAL 6

INCENTIVIZE THE BEAUTIFICATION OR **REHABILITATION OF RESIDENTIAL PROPERTIES**

GOAL 7

BEAUTIFY THE CITY AND **PROTECT THE ENVIRONMENT** WITH GREEN INFRASTRUCTURE

GOAL 8

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

GOAL 10

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

GOAL 11

UPDATE THE CITY'S **MUNICIPAL FACILITIES**





# **9 CORE PROJECTS**



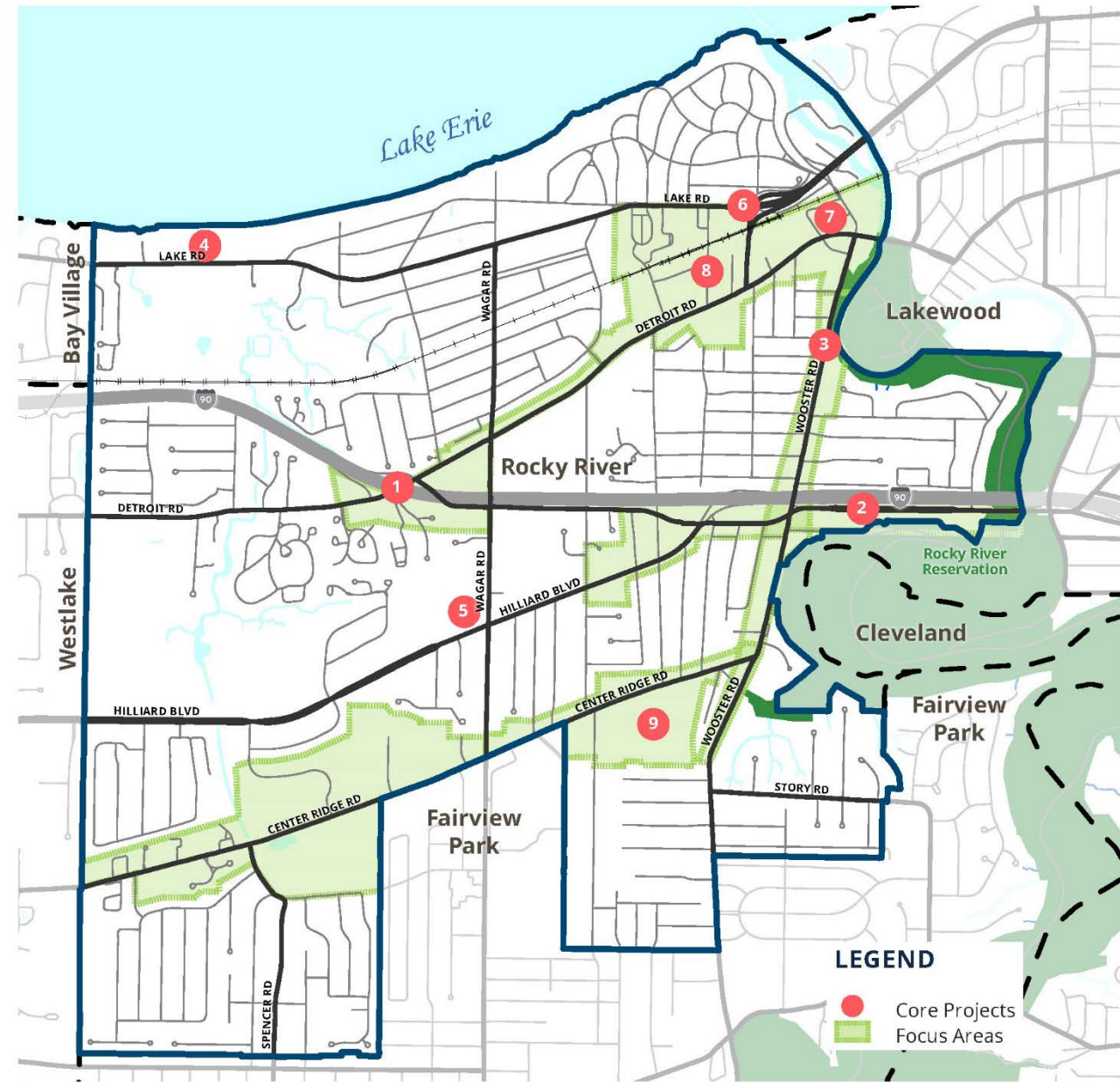
# **CORE PROJECTS**

## CONCEPTUAL PLANS

- A series of descriptions, images, and conceptual designs for specific areas
- A focus on individual places where there are opportunities for future change

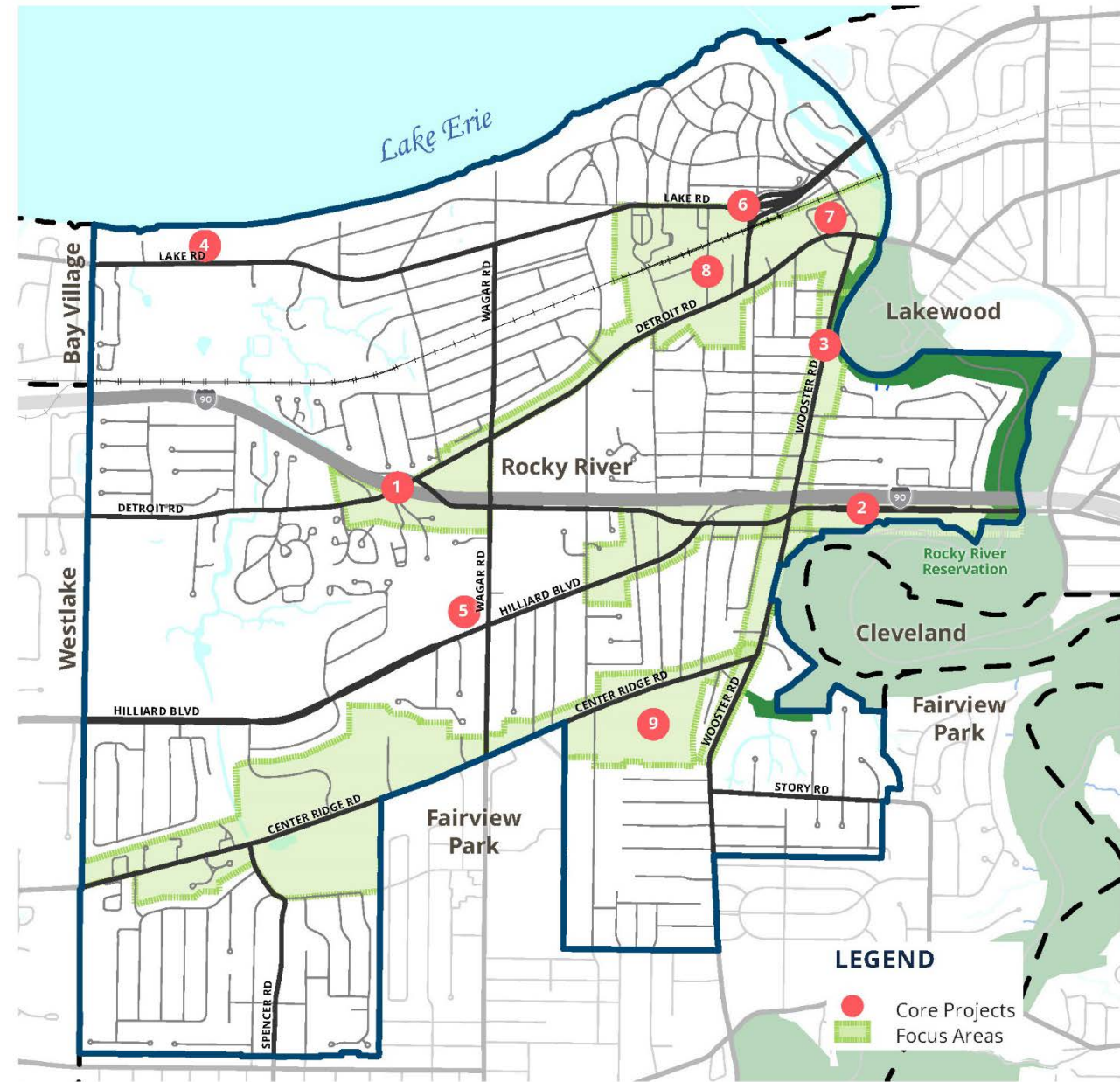
# NINE CORE PROJECTS

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



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## CORE PROJECT 2

### HILLIARD BOULEVARD ROAD DIET

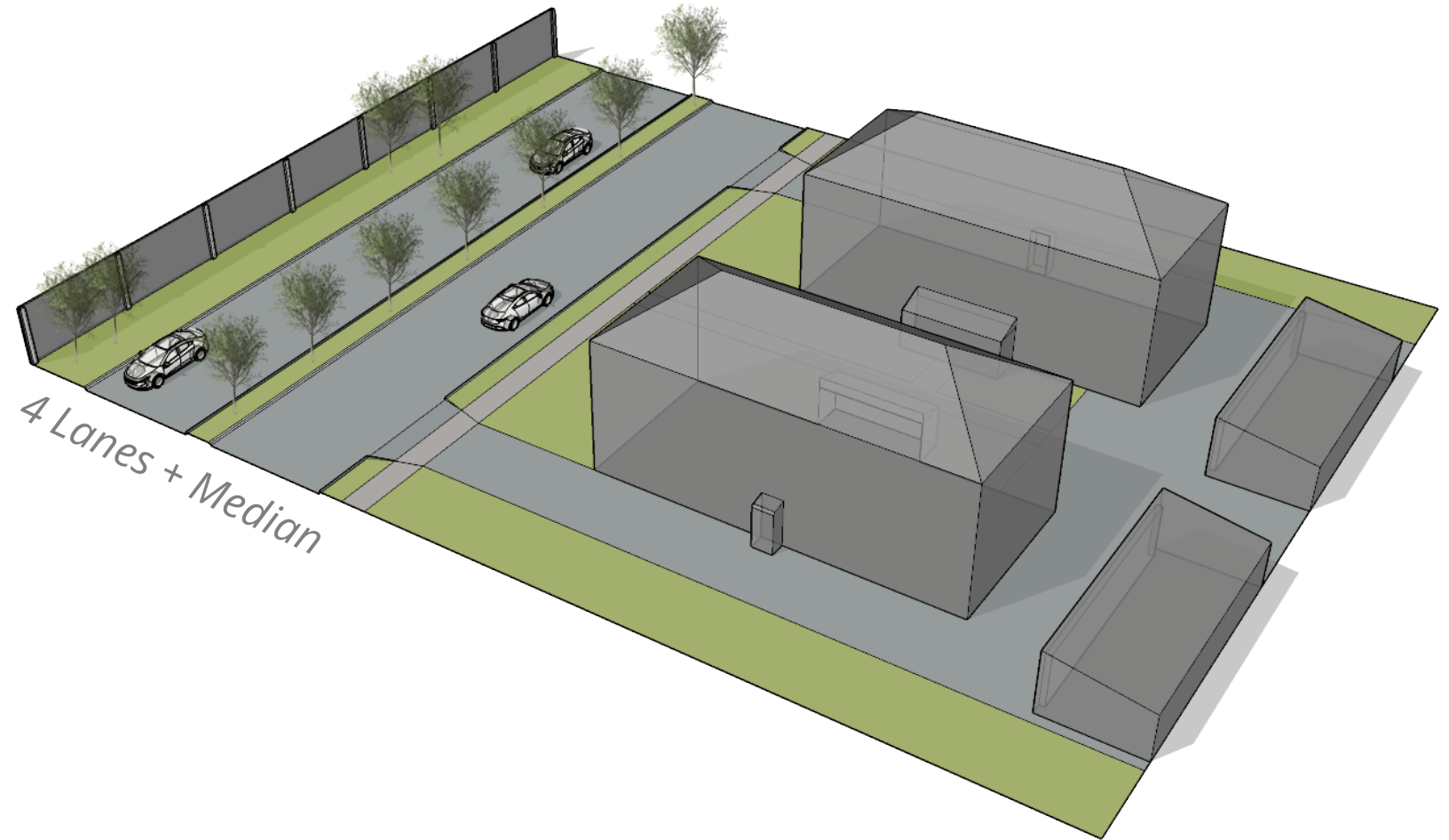
- Existing conditions



## CORE PROJECT 2

### HILLIARD BOULEVARD ROAD DIET

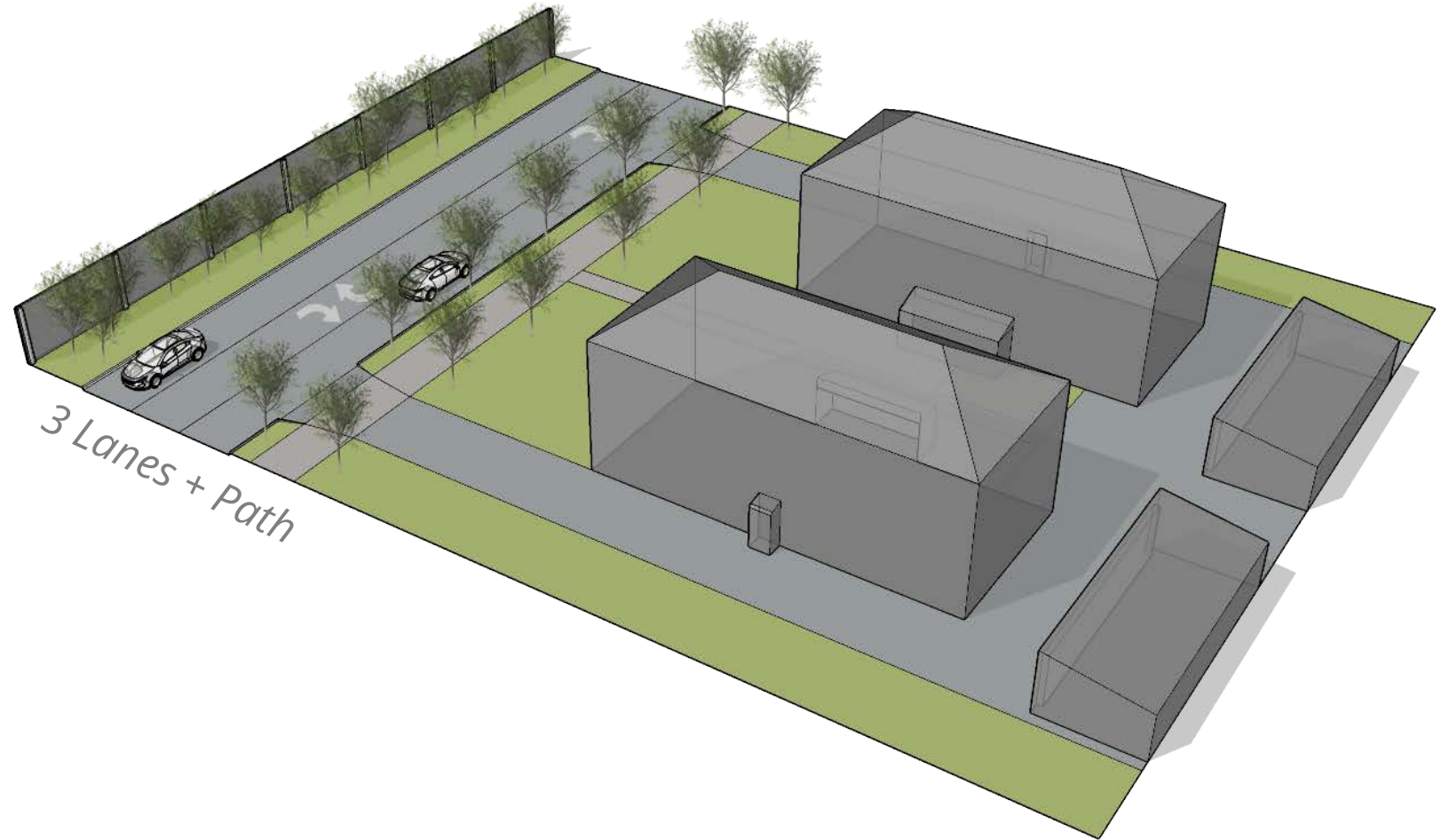
- Existing conditions



## CORE PROJECT 2

### HILLIARD BOULEVARD ROAD DIET

- Small Road Diet

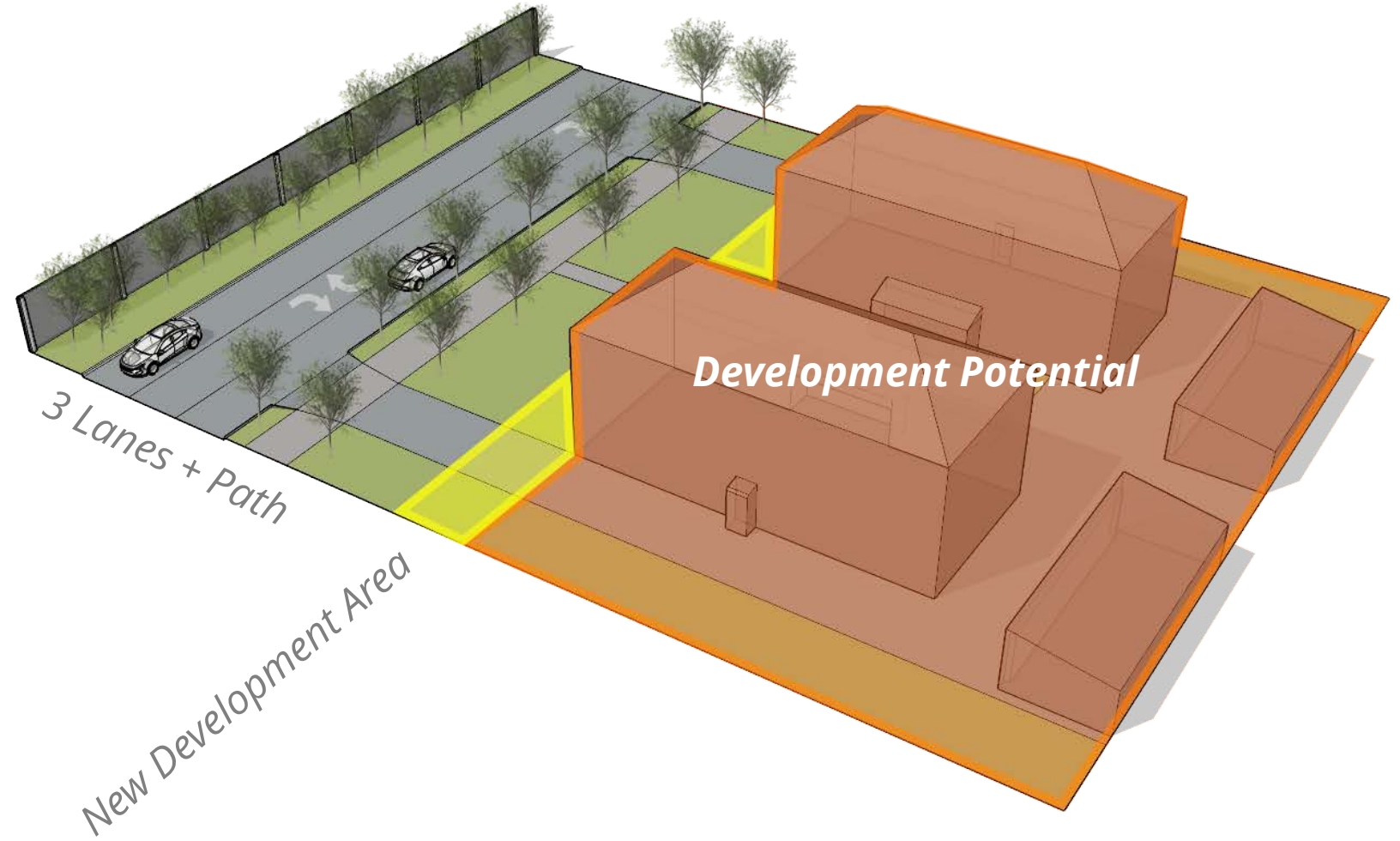




## CORE PROJECT 2

### HILLIARD BOULEVARD ROAD DIET

- Small Road Diet –  
Development Area

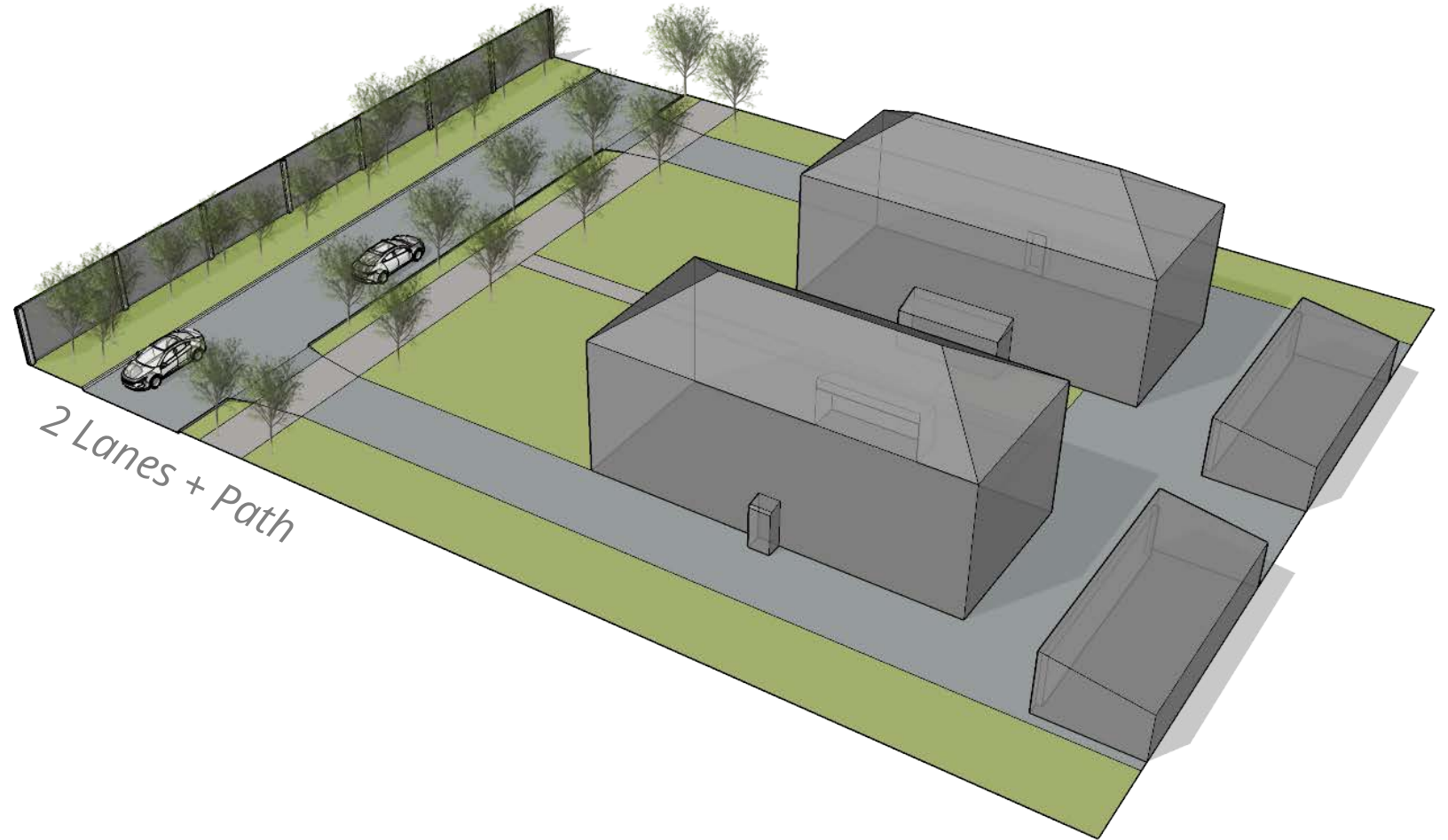




## CORE PROJECT 2

### HILLIARD BOULEVARD ROAD DIET

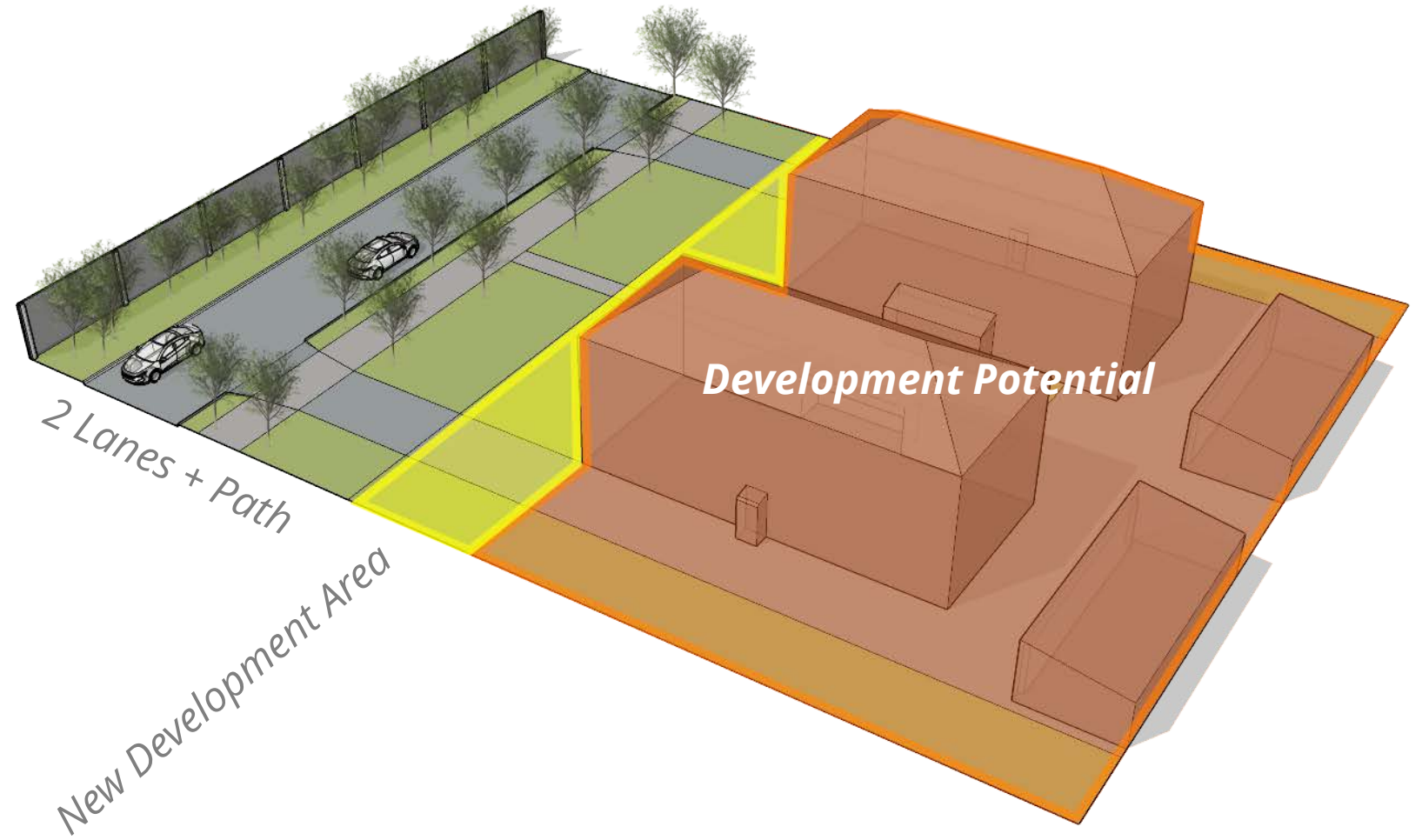
- Large Road Diet



## CORE PROJECT 2

### HILLIARD BOULEVARD ROAD DIET

- Large Road Diet –  
Development Area





**CORE PROJECT 2**  
**HILLIARD BOULEVARD ROAD**  
**DIET**

- All-Purpose Trail





## CORE PROJECT 8

### LINDA STREET DISTRICT DEVELOPMENT

- Existing conditions



## CORE PROJECT 8

### LINDA STREET DISTRICT DEVELOPMENT

- Existing conditions





## CORE PROJECT 8

### LINDA STREET DISTRICT DEVELOPMENT

- Moving diagonal parking directly to street
- Using drive aisle space as wide pedestrian promenade



## CORE PROJECT 8

### LINDA STREET DISTRICT DEVELOPMENT

- Extending promenade to other areas with deep setbacks and front parking





## CORE PROJECT 8

### LINDA STREET DISTRICT DEVELOPMENT

- Extending promenade to areas where buildings would need to be moved
- Improving crosswalks
- Identifying potential development areas





## CORE PROJECT 8

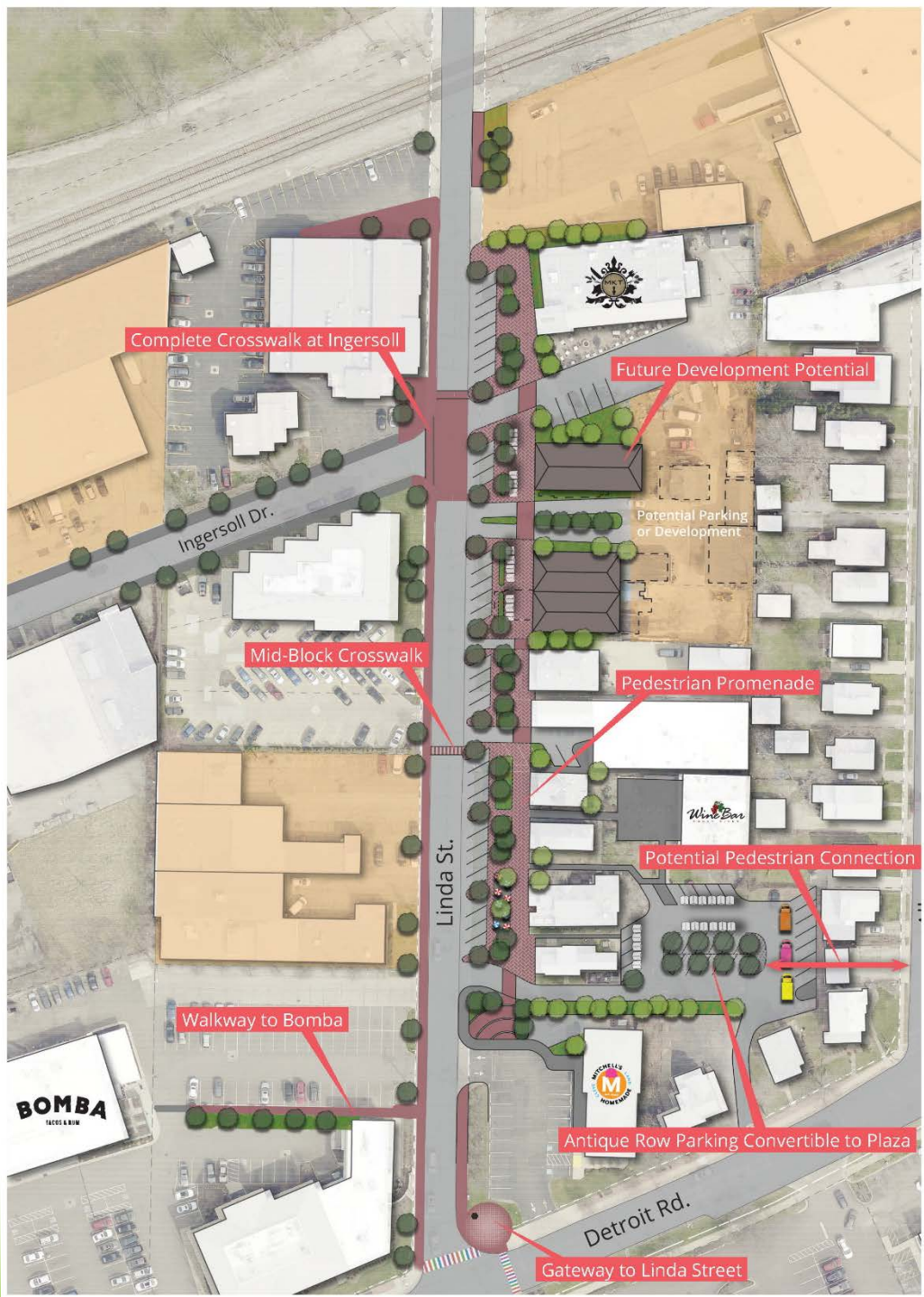
### LINDA STREET DISTRICT DEVELOPMENT

- Adding streetscape elements to western side of the street

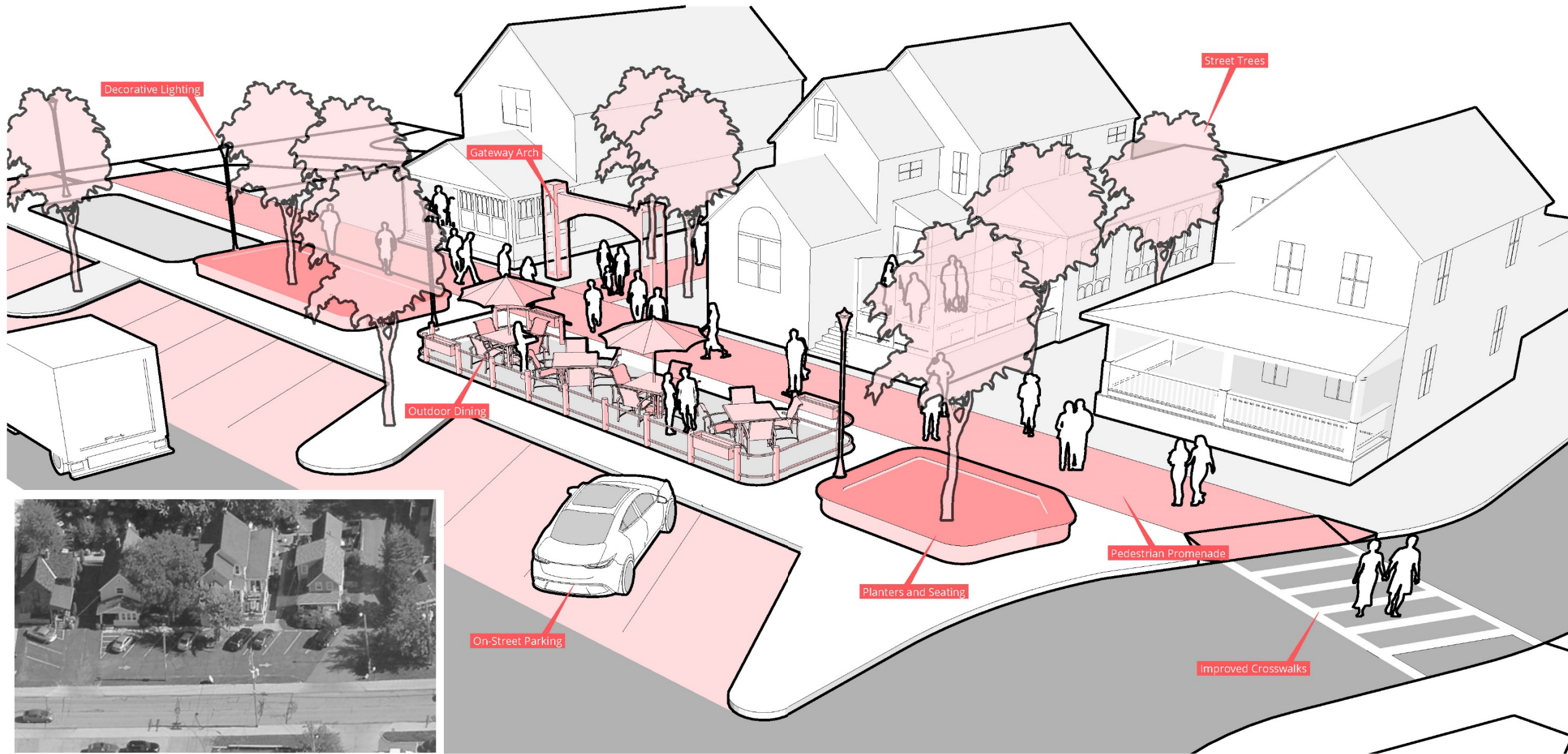




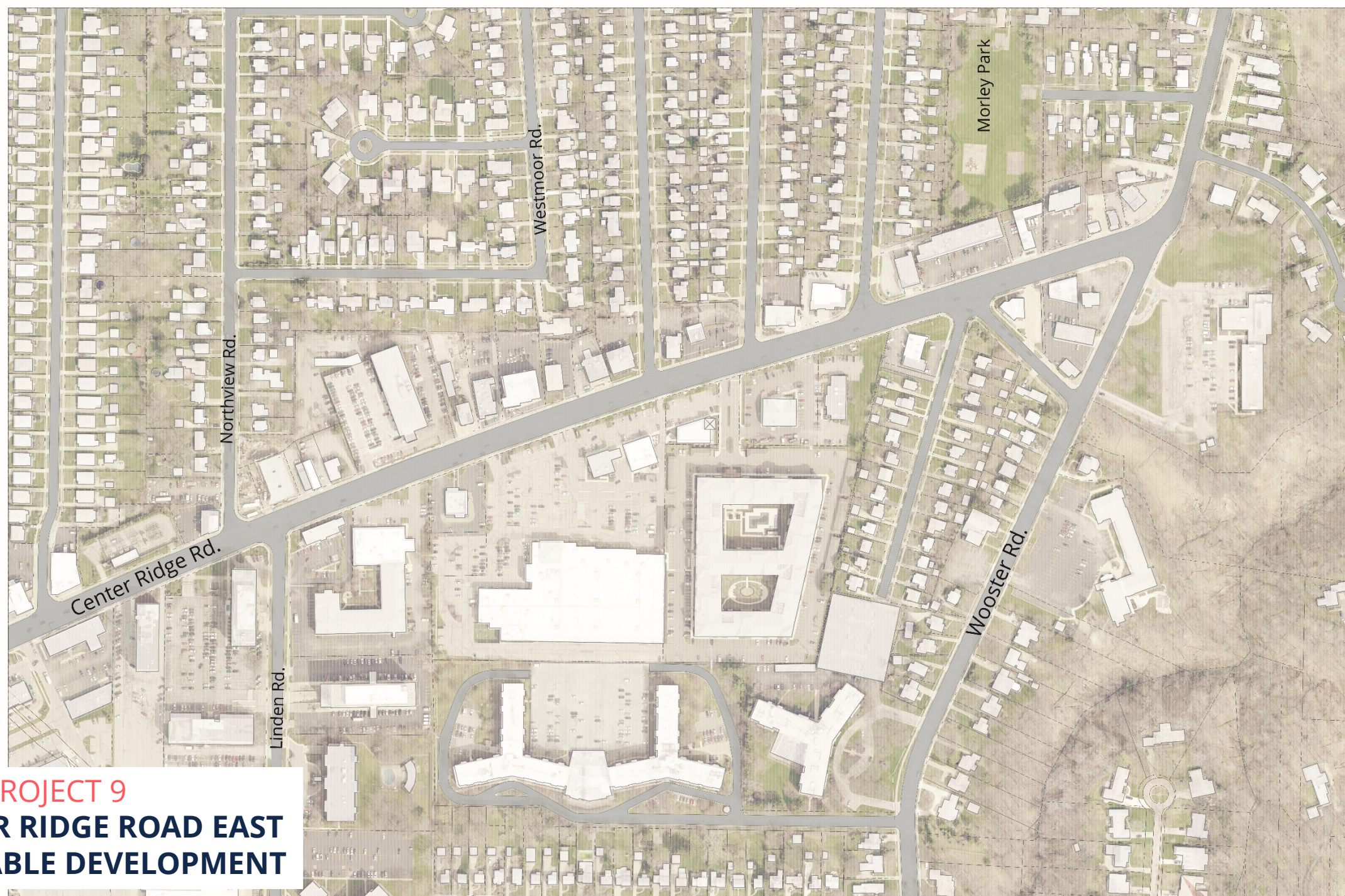
CORE PROJECT 8  
LINDA STREET DISTRICT  
DEVELOPMENT





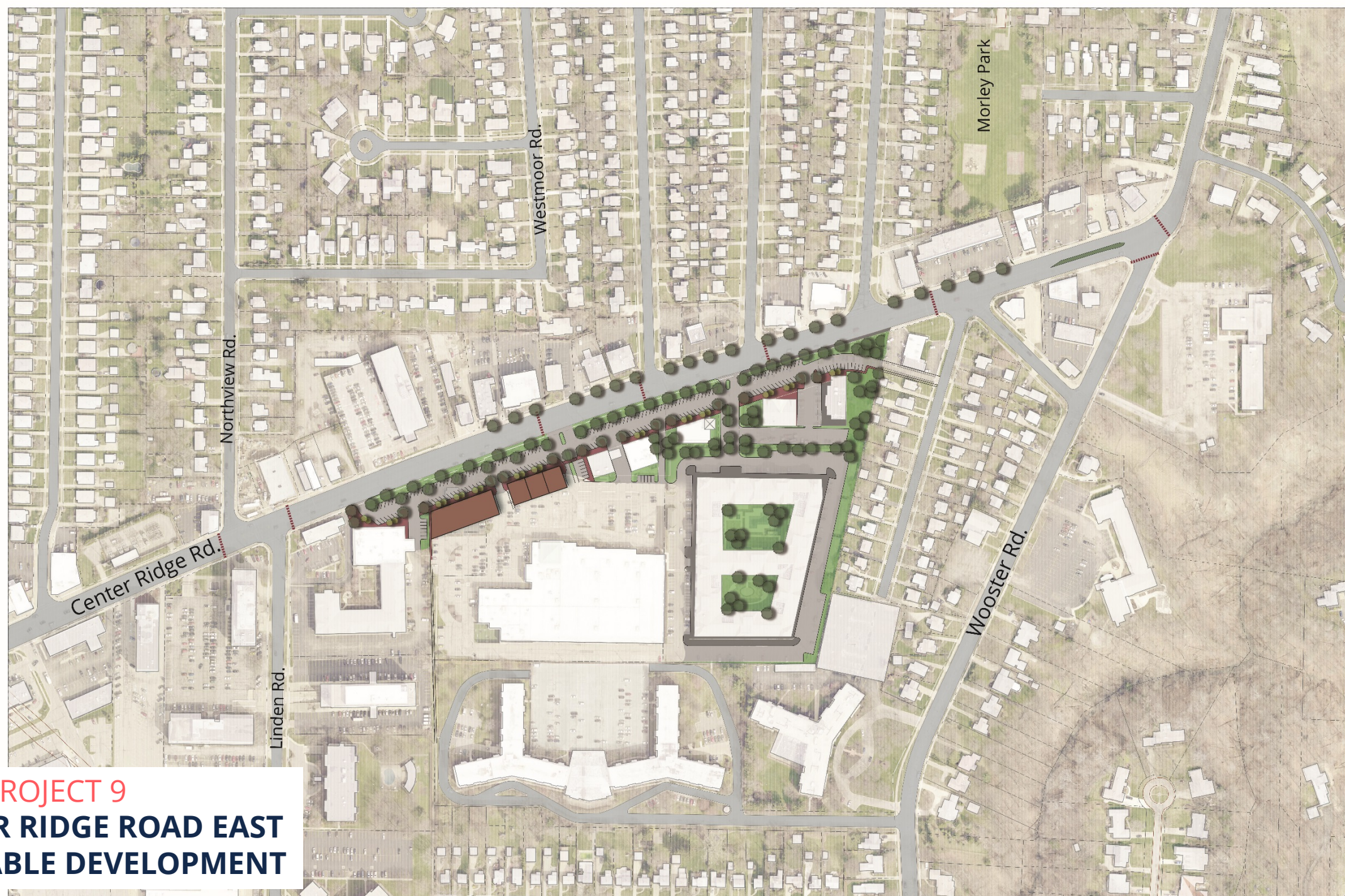






**CORE PROJECT 9**  
**CENTER RIDGE ROAD EAST**  
**WALKABLE DEVELOPMENT**





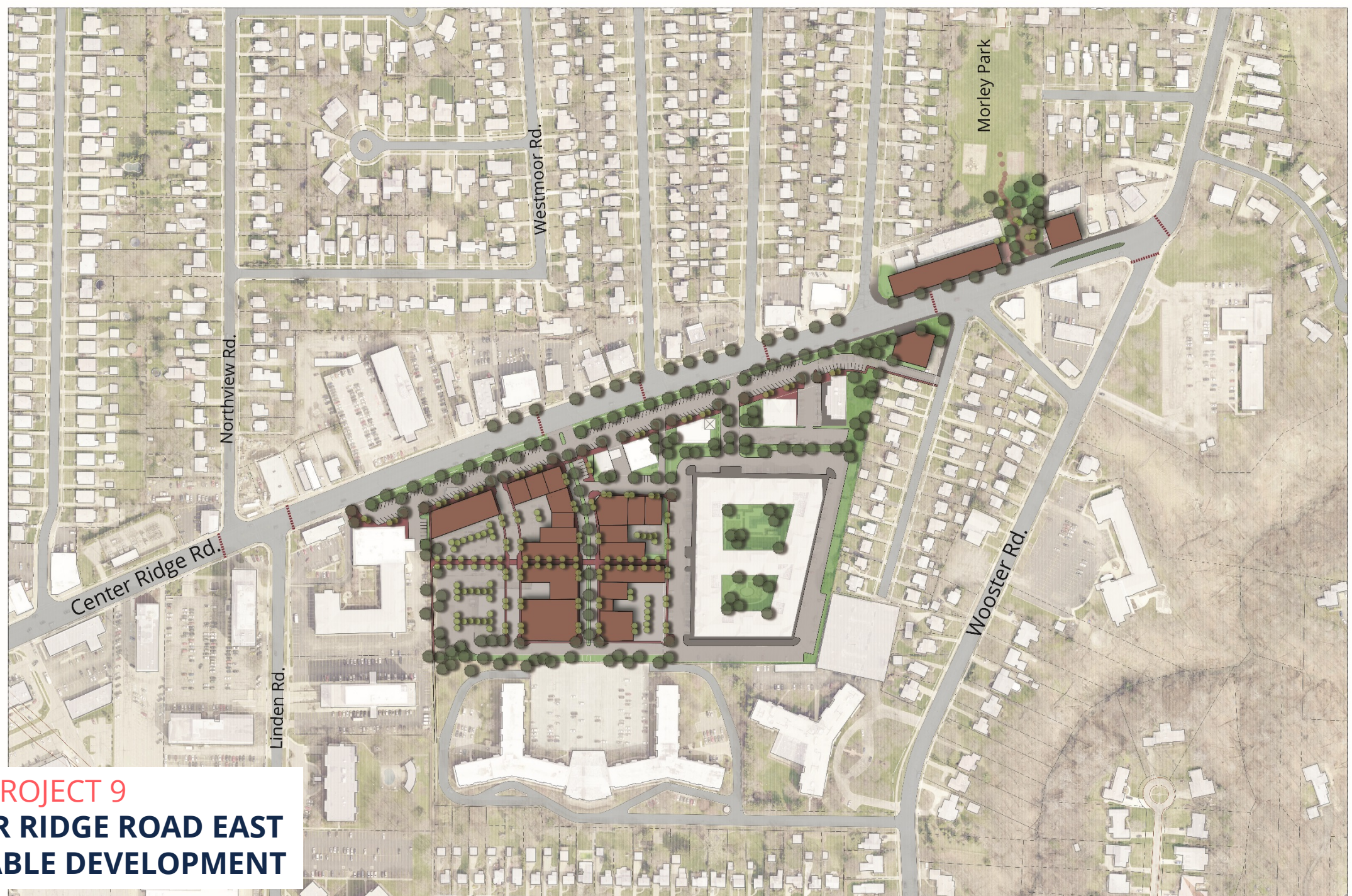
**CORE PROJECT 9**  
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**CENTER RIDGE ROAD EAST**  
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**CENTER RIDGE ROAD EAST**  
**WALKABLE DEVELOPMENT**





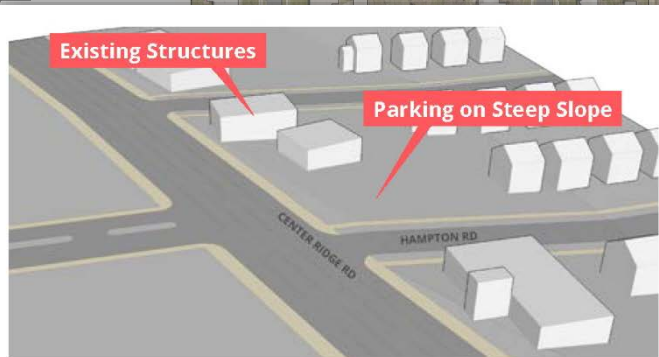
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**CENTER RIDGE ROAD EAST**  
**WALKABLE DEVELOPMENT**





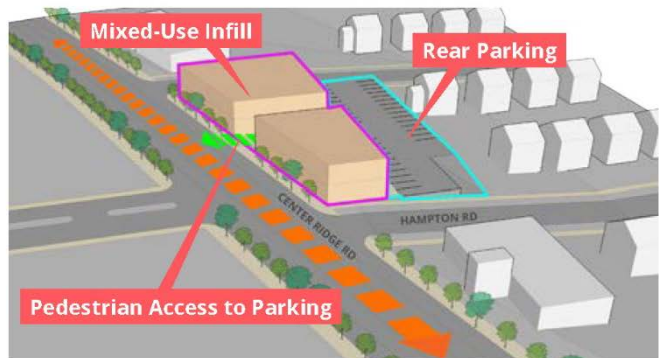
**CORE PROJECT 9**  
**CENTER RIDGE ROAD EAST**  
**WALKABLE DEVELOPMENT**





### 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.

# CORE PROJECT 9 CENTER RIDGE ROAD EAST WALKABLE DEVELOPMENT







**CORE PROJECT 9**  
**CENTER RIDGE ROAD EAST**  
**WALKABLE DEVELOPMENT**





**CORE PROJECT 9**  
**CENTER RIDGE ROAD EAST**  
**WALKABLE DEVELOPMENT**





**LEGEND**

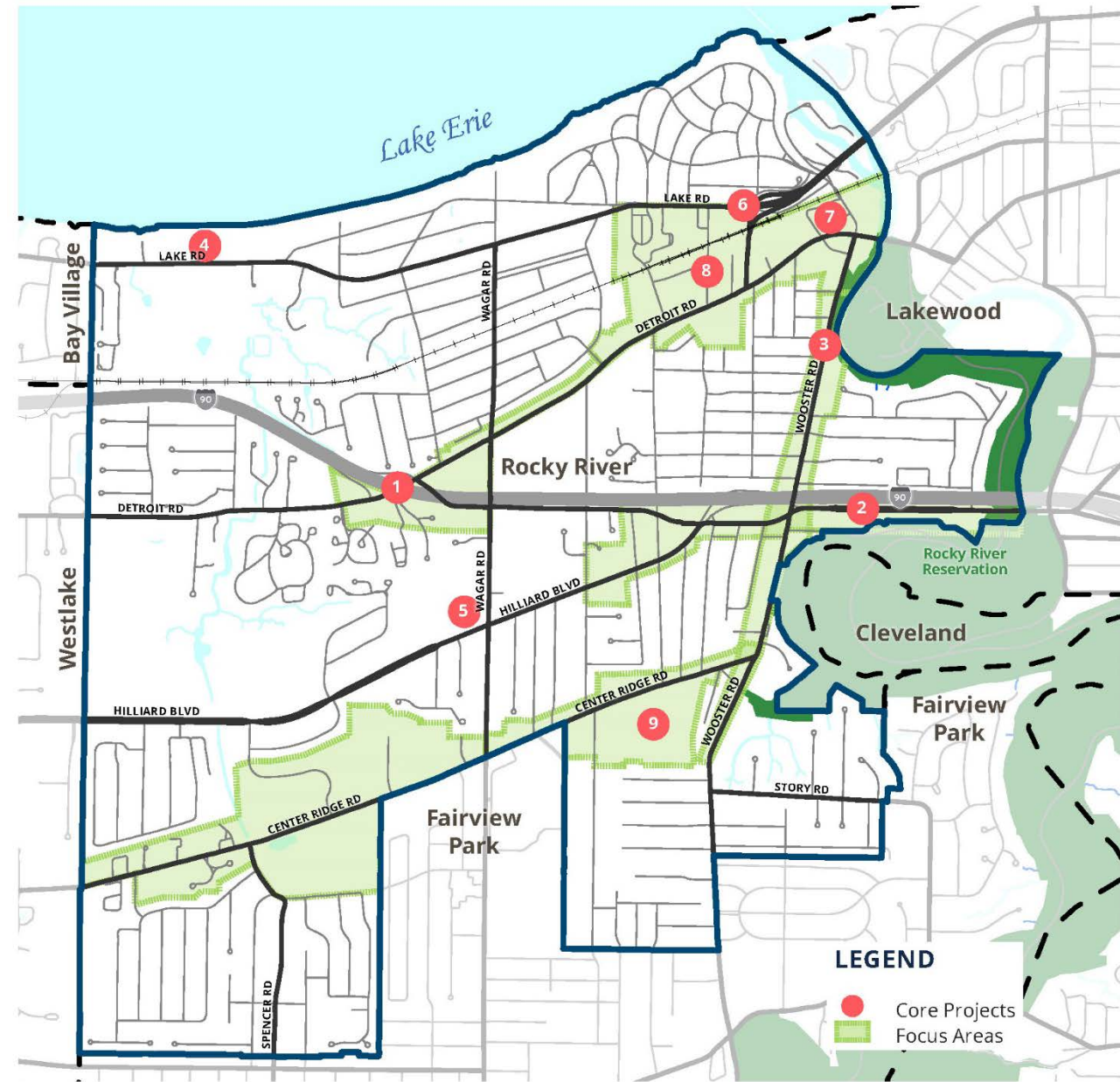
- A Landscaping Proposed in TLCI
- B New Roads and Potential Connections
- C Rear Parking
- D On-Street Parking
- E Eliminated Street
- F Intersection Reconfiguration





# NINE CORE PROJECTS

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**WHAT'S NEXT**












## **IMPLEMENTING THE PLAN**

- Pick the top actions and assign personnel and organizations responsible for those actions
- Form a Plan Implementation Committee that meets quarterly to review progress
- Publish an Annual Results Report detailing accomplishments

# IMPLEMENTATION TABLE

- Projected number of years to complete
- Priority
- Responsible parties and partners
- Estimated costs
- Status
- Potential funding sources

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	



## USING THE MASTER PLAN

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



## 10 VISION STATEMENTS



## 11 GOALS & ACTIONS



## 9 CORE PROJECTS





# Thank you!

to the Project Team,  
Working Group, and  
Public

## 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*

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Jamie Mason

Gregg Mylett

Ron Papajcik

Geof Pelaia

Jim Riedl

Joe Roszak

Mick Shoaf

Anna-Katrin Strauss

Jon Voight

## Interviewees

Kelly Coffman, *Cleveland Metroparks*

Deborah Huff, *Director of Senior Center*

Aaron Lenart, *Fire Chief*

Michael Mackay, *City Engineer*

Chris Mehling, *Director of Parks & Recreation*

Mike Reyes, *Service Commissioner*

Amy Snell, *GCRTA*

Jim Thompson, *NOACA*

Melissa Thompson, *NOACA*



# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE