CITY OF ROCKY RIVER MASTER PLAN

COMMUNITY SURVEY RESULTS



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

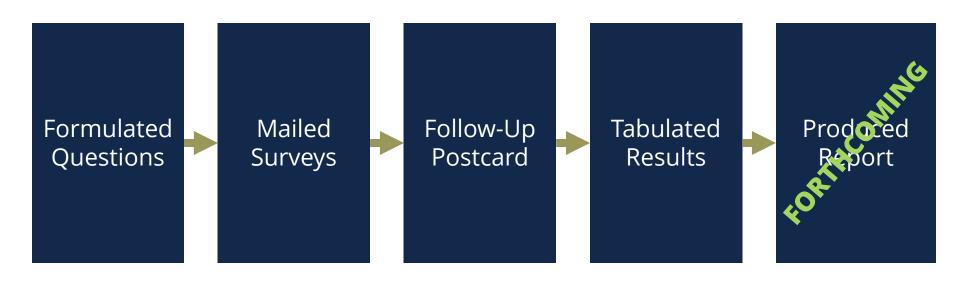
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METHODOLOGY + PROCESS



	Rocky River Survey
Total Households	8,822 Households



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Mailed Surveys	1,400 Surveys





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





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

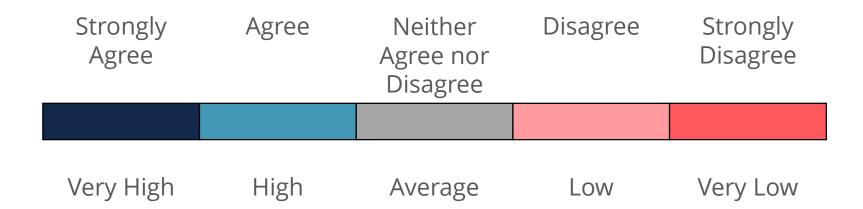
INITIAL FINDINGS

SURVEY TOPICS

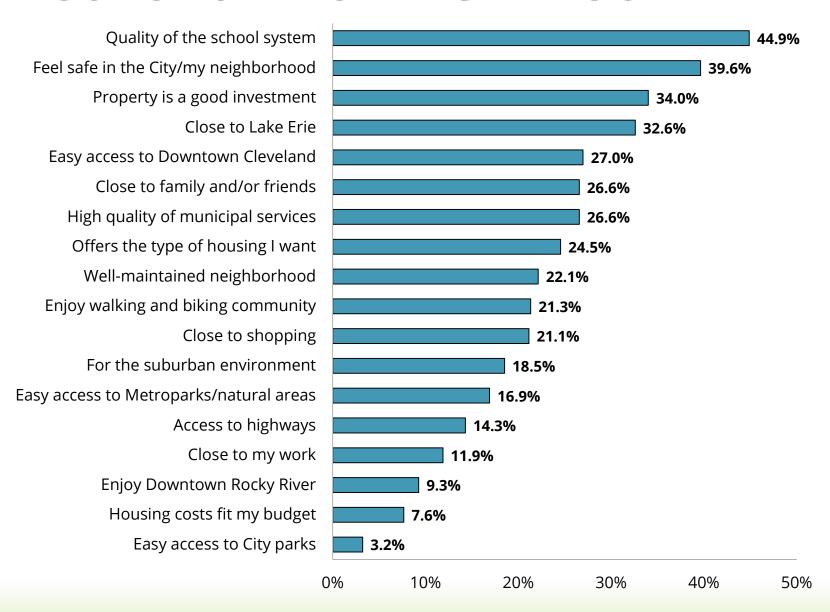
- Reasons for Residing in Rocky River
- Housing
- Infrastructure and Identity
- Parks and Recreation

- Commercial Development
- Transportation
- Communication
- Quality of Life

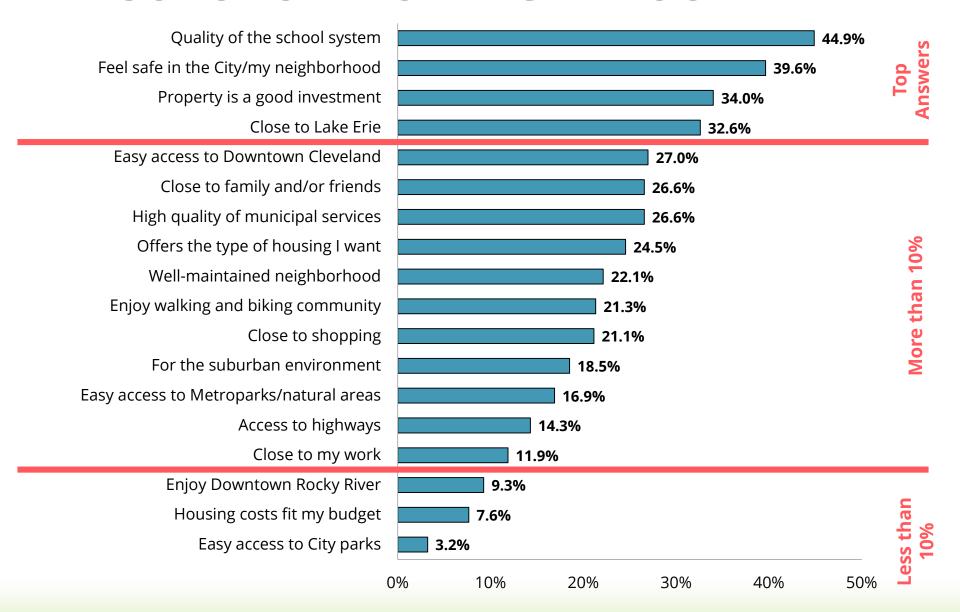
LEGEND



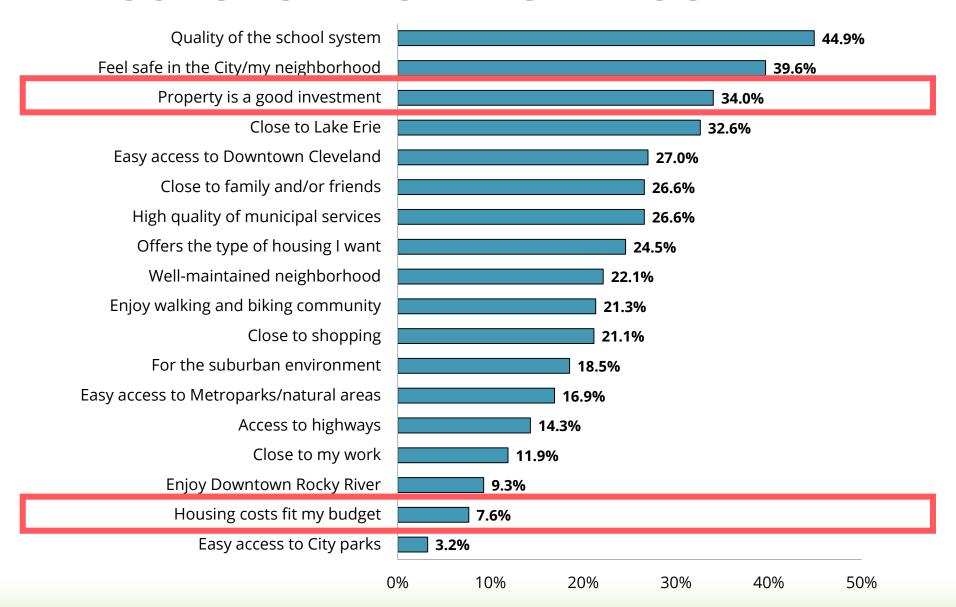
The graphs in this presentation have been sorted by most popular answer.





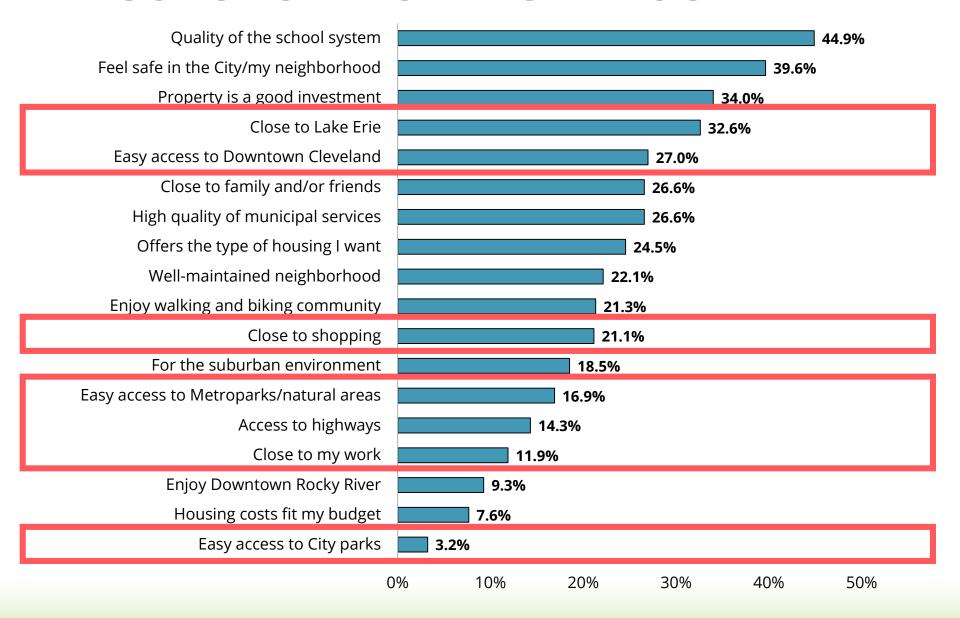




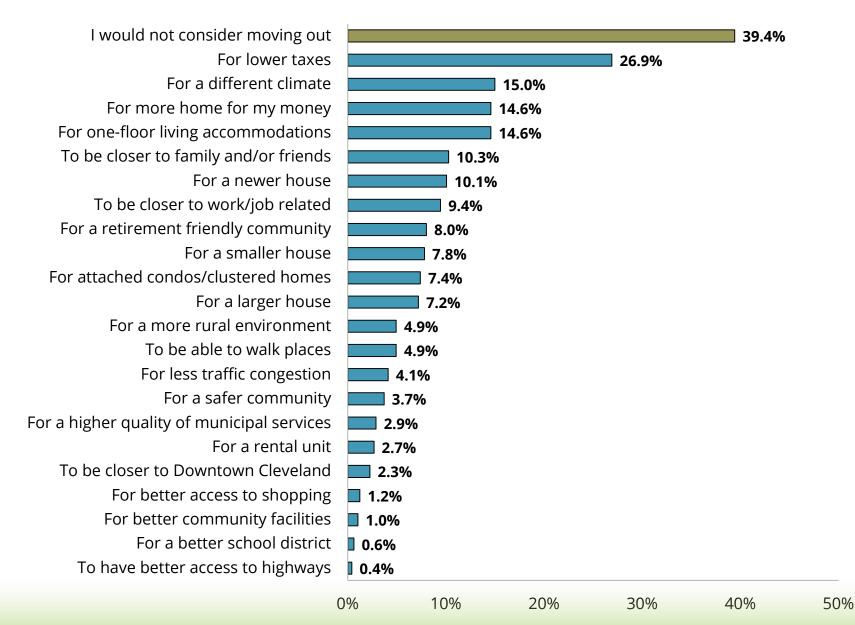




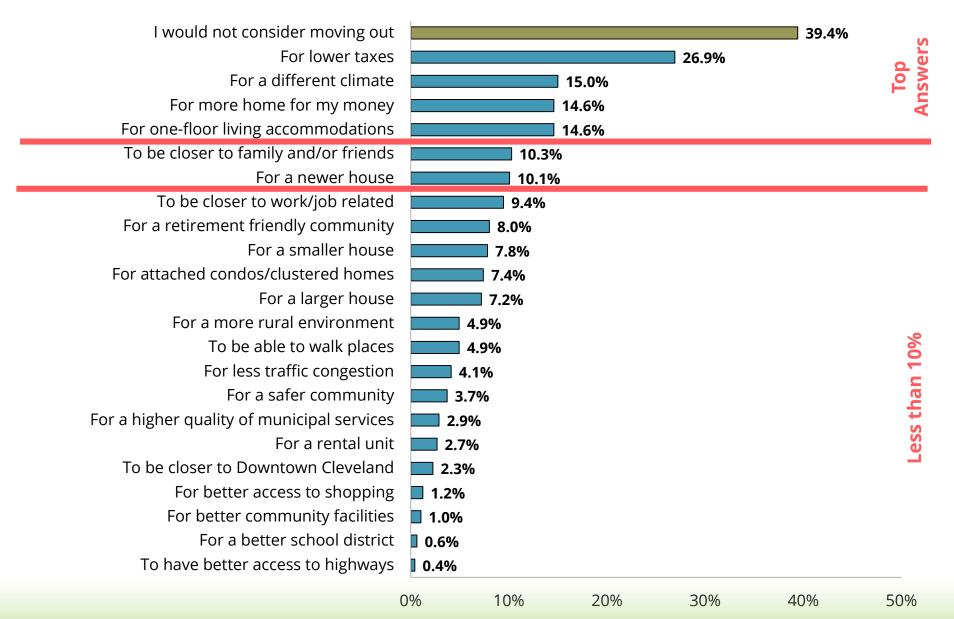




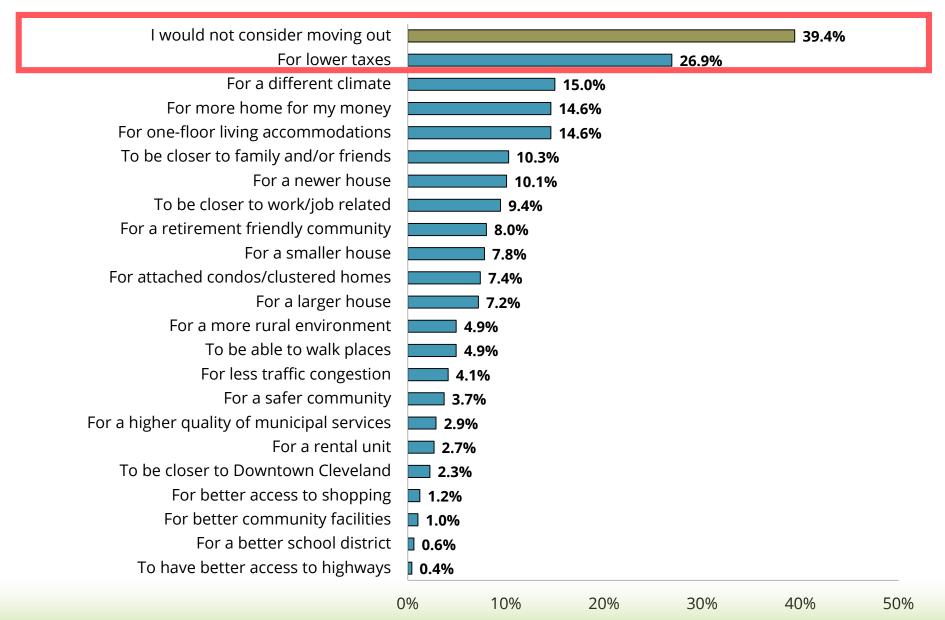




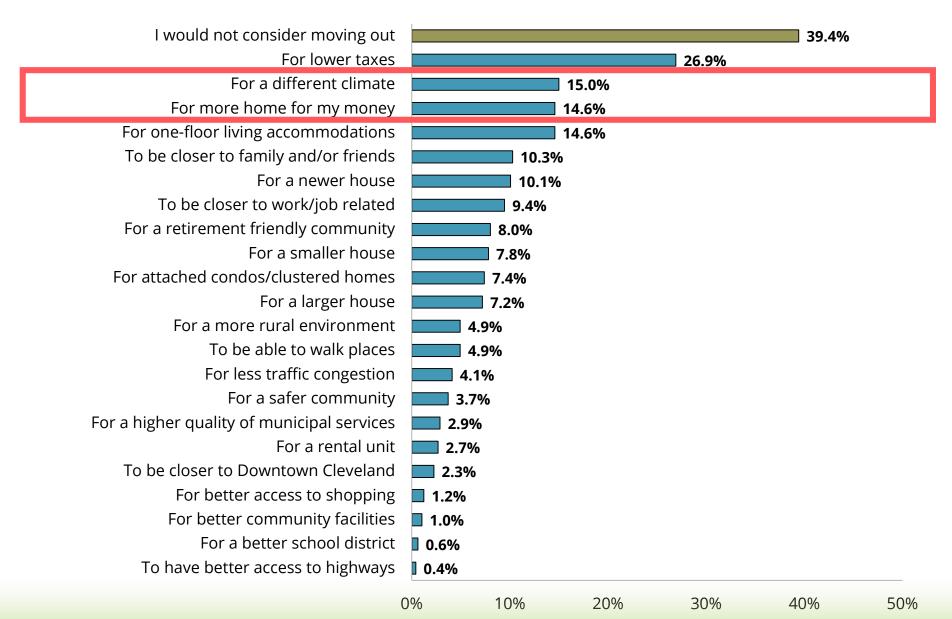




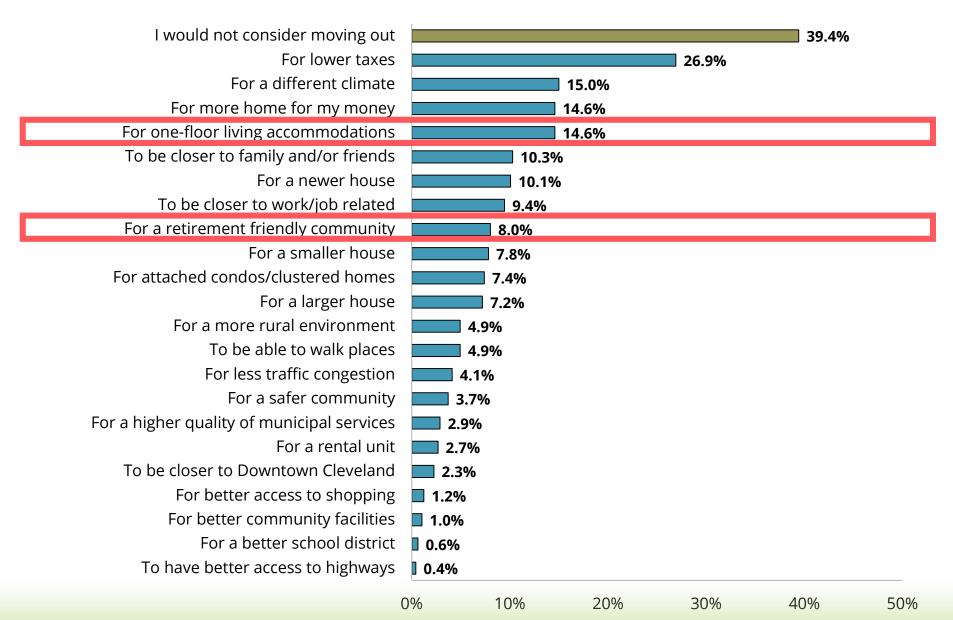




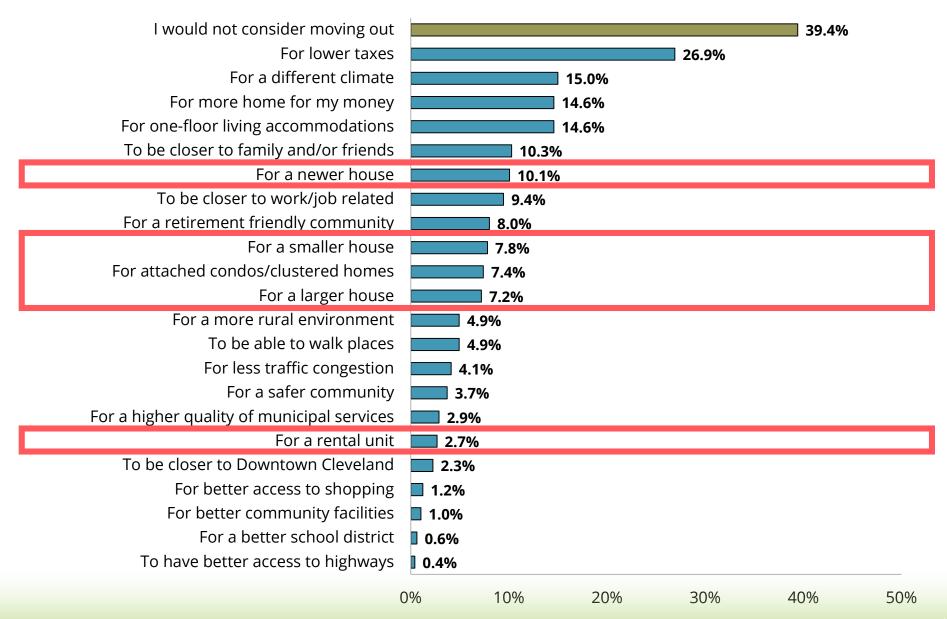




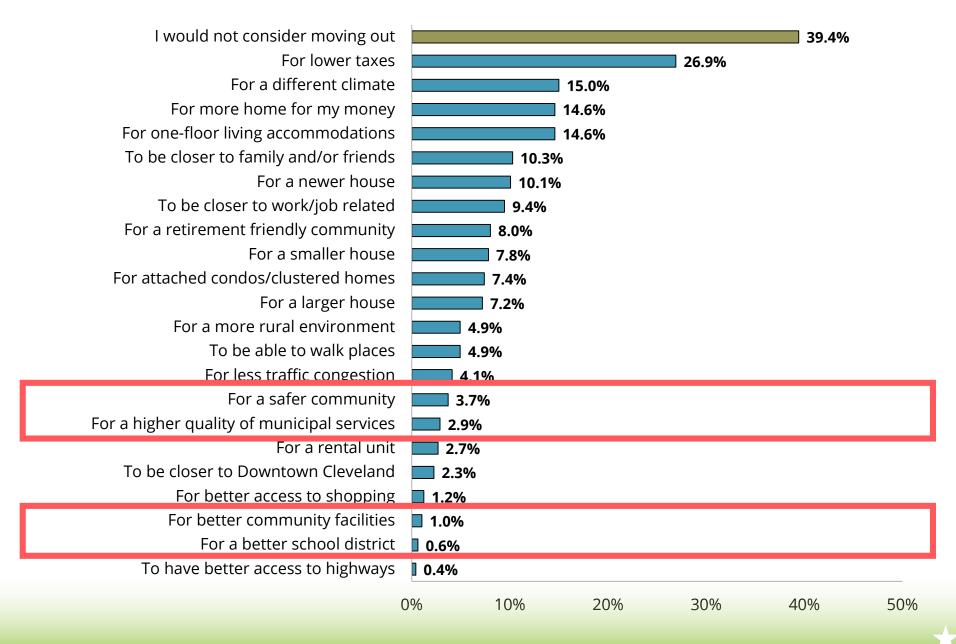




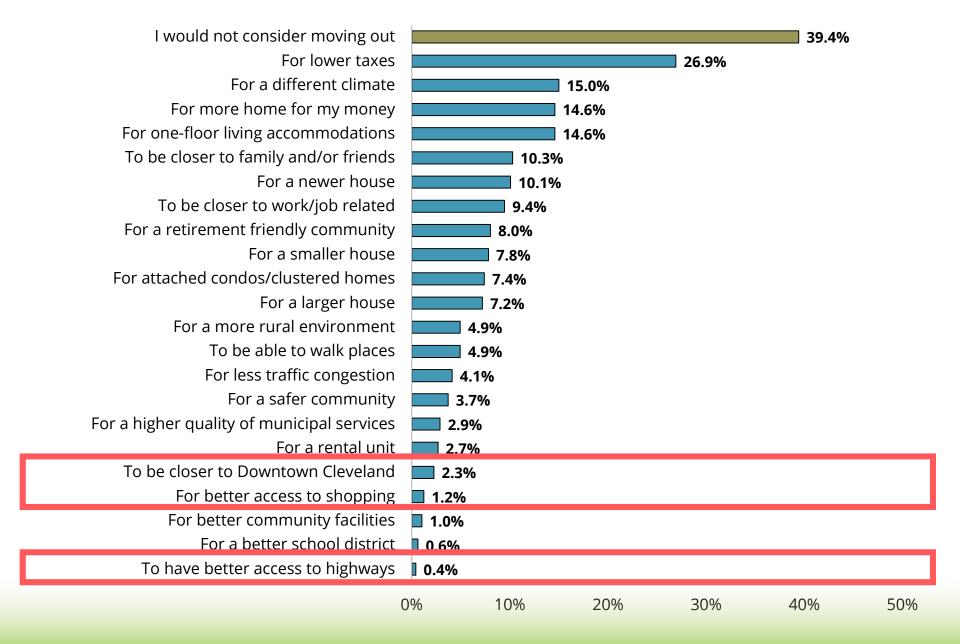






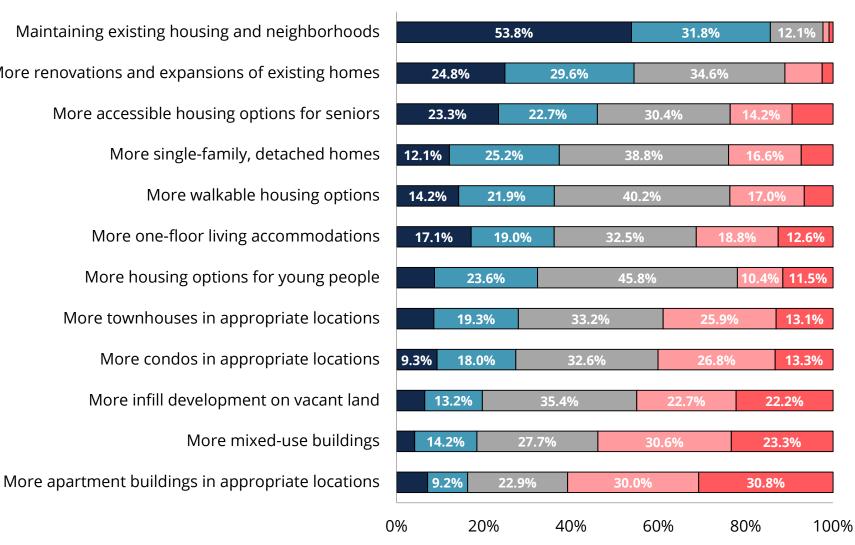




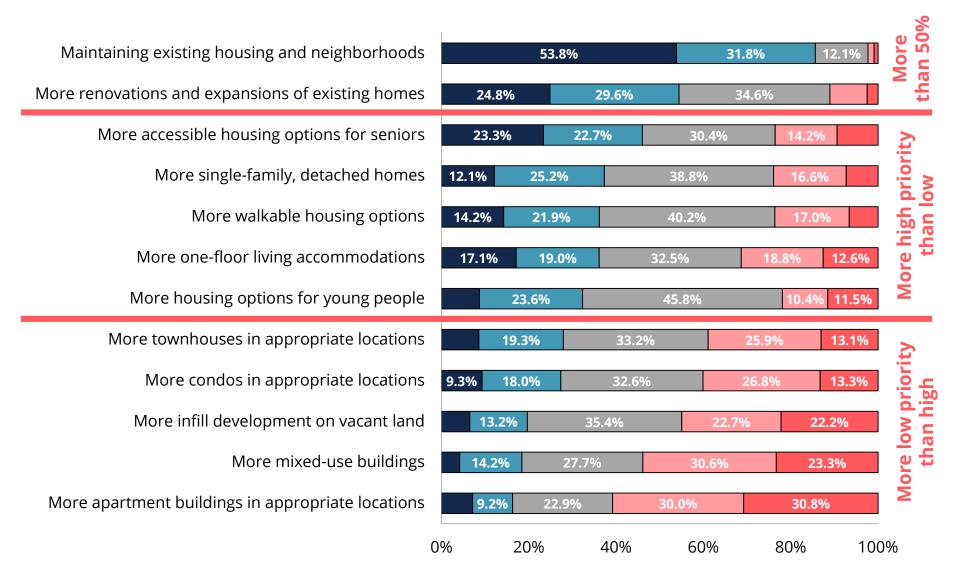


HOUSING

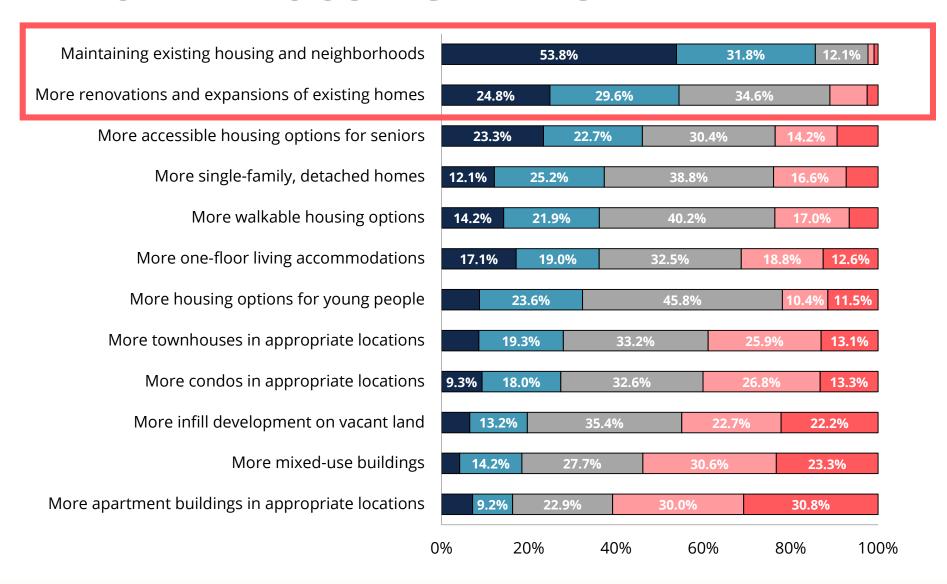
Maintaining existing housing and neighborhoods More renovations and expansions of existing homes More accessible housing options for seniors More single-family, detached homes More walkable housing options More one-floor living accommodations More housing options for young people More townhouses in appropriate locations More condos in appropriate locations More infill development on vacant land More mixed-use buildings



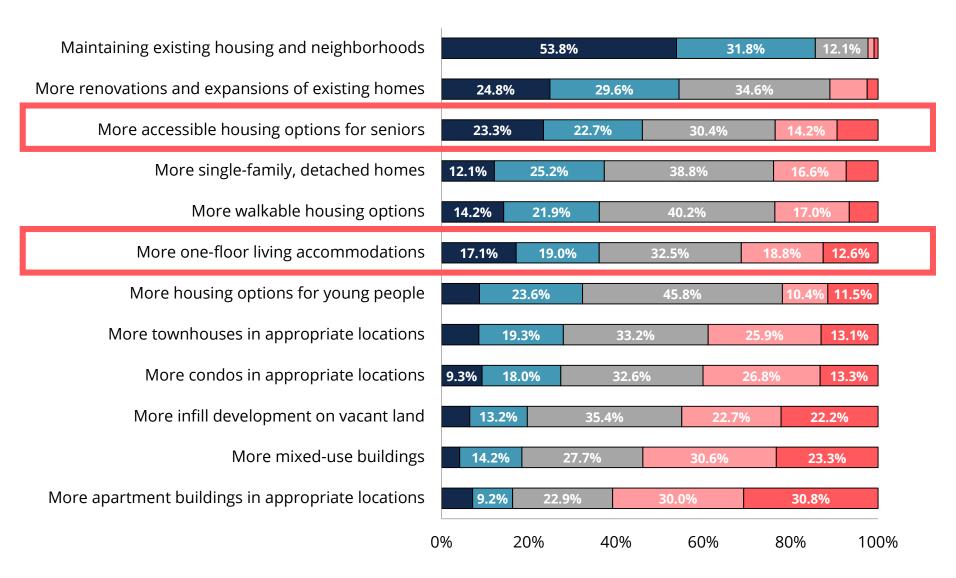




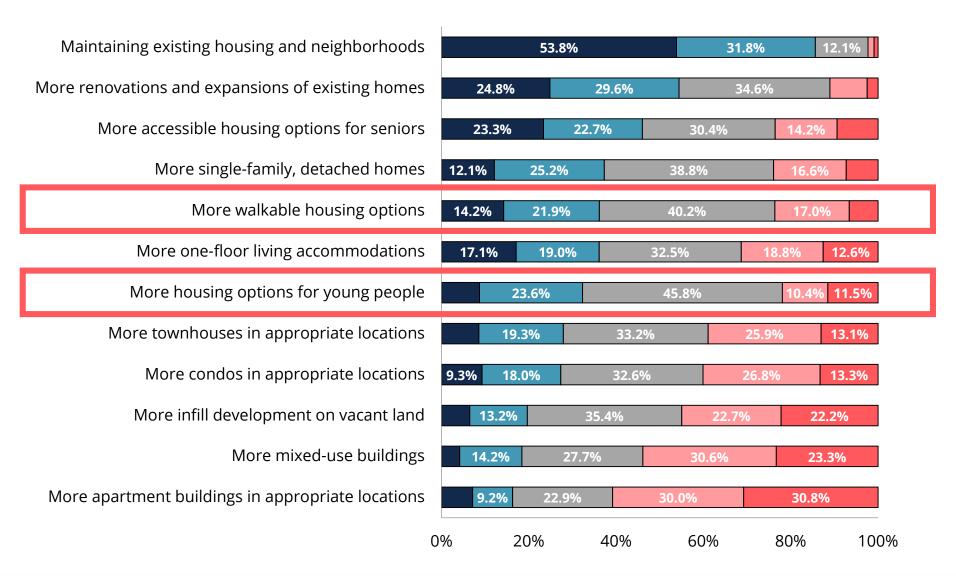






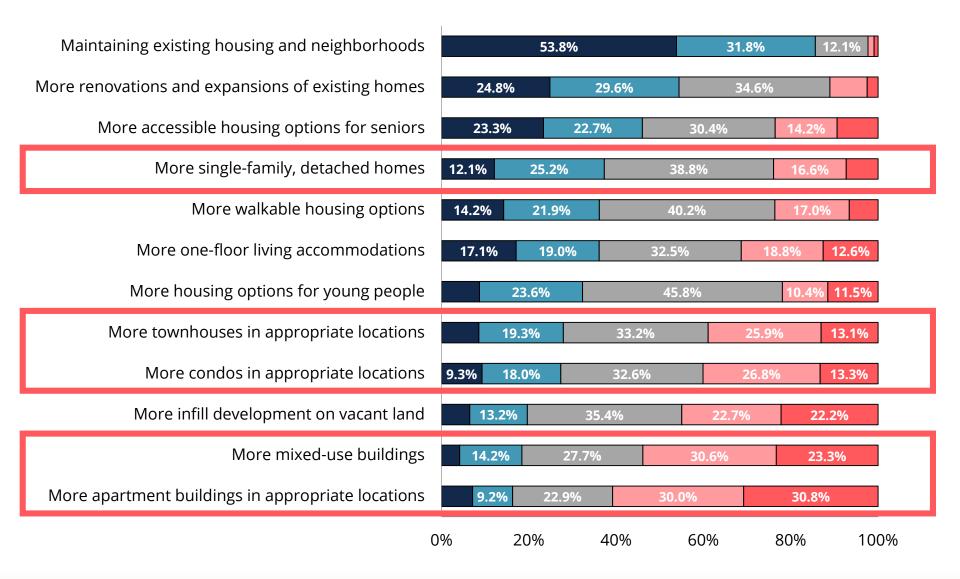












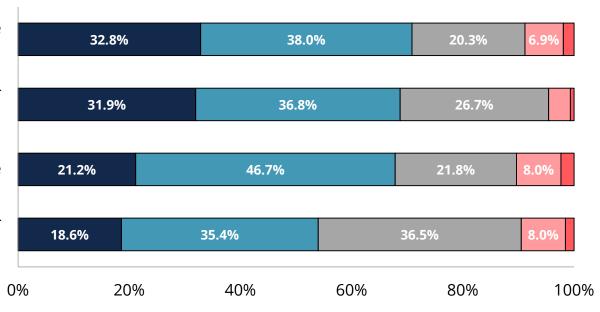
OPINIONS ON DESIGN CODES

New homes should match in scale and design

There should be design codes for commercial properties

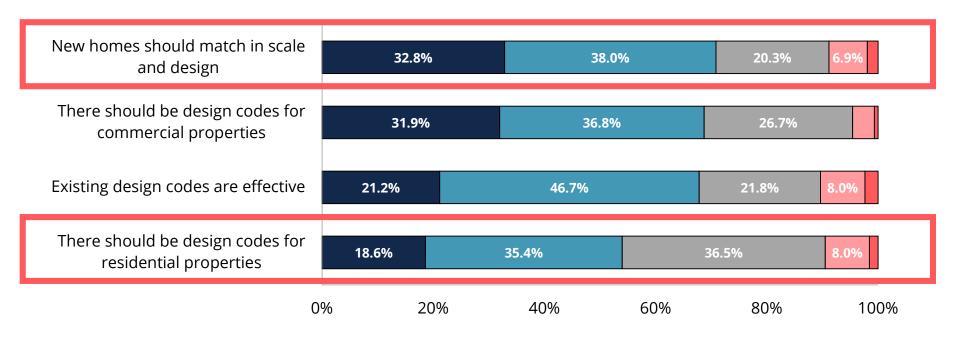
Existing design codes are effective

There should be design codes for residential properties



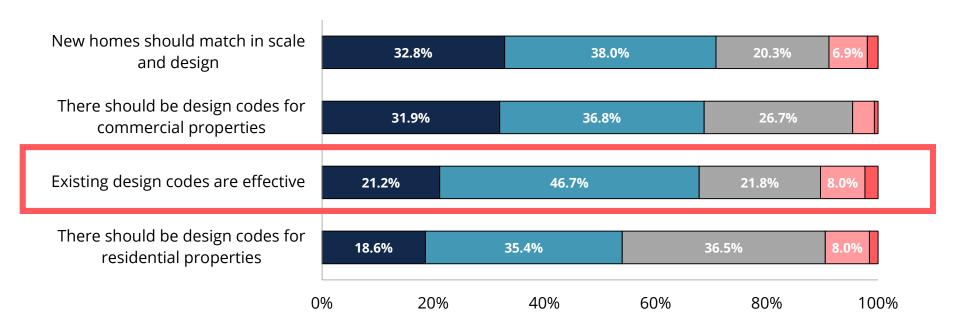


OPINIONS ON DESIGN CODES



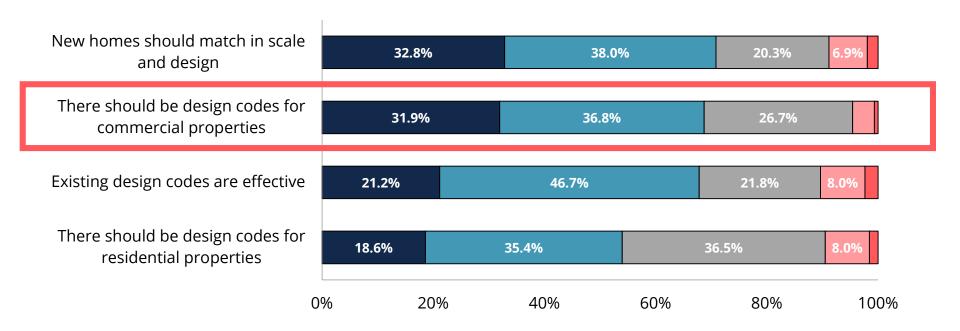


OPINIONS ON DESIGN CODES





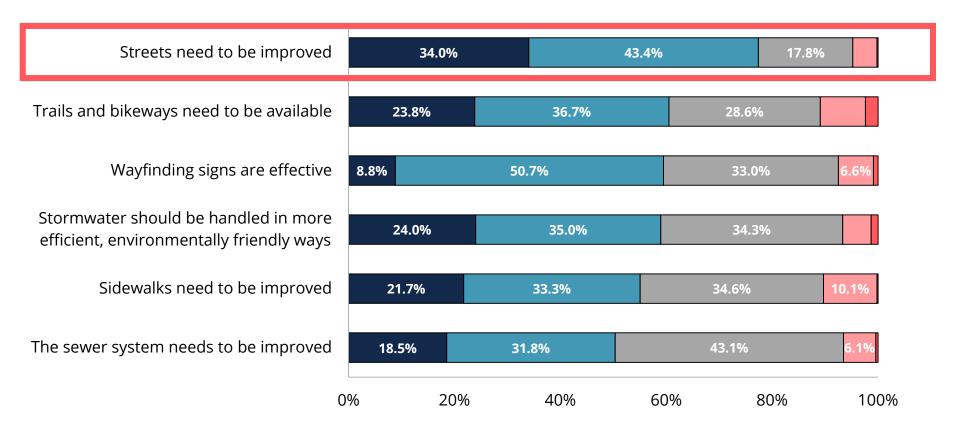
OPINIONS ON DESIGN CODES



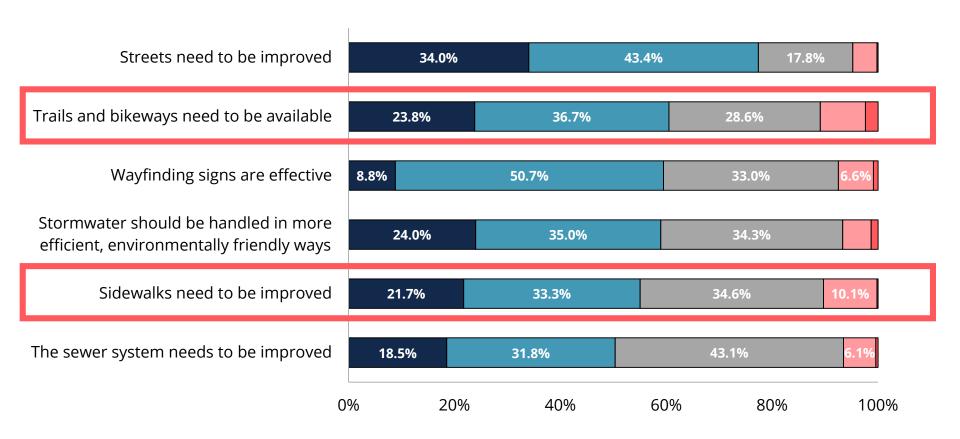
INFRASTRUCTURE AND IDENTITY

Streets need to be improved 34.0% 43.4% 17.8% Trails and bikeways need to be available 23.8% 36.7% 28.6% Wayfinding signs are effective 8.8% 50.7% 33.0% 6.6% Stormwater should be handled in more 24.0% 34.3% 35.0% efficient, environmentally friendly ways Sidewalks need to be improved 21.7% 33.3% 34.6% The sewer system needs to be improved 18.5% 31.8% 43.1% 0% 20% 40% 60% 80% 100%

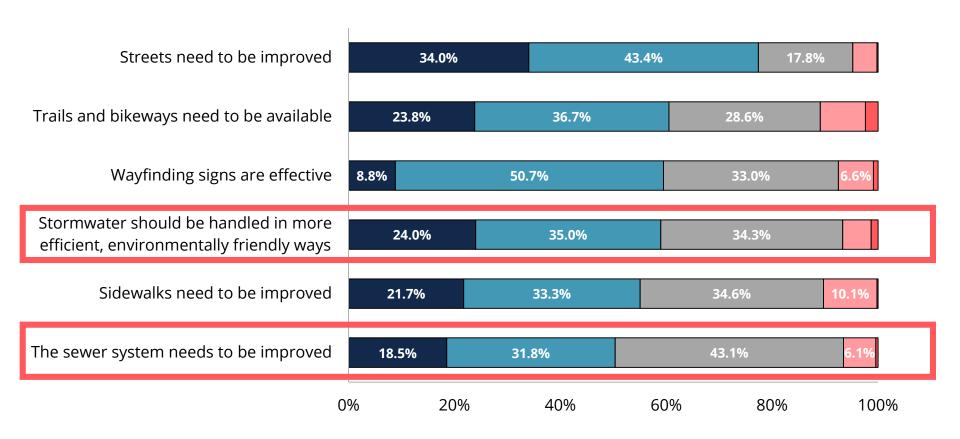






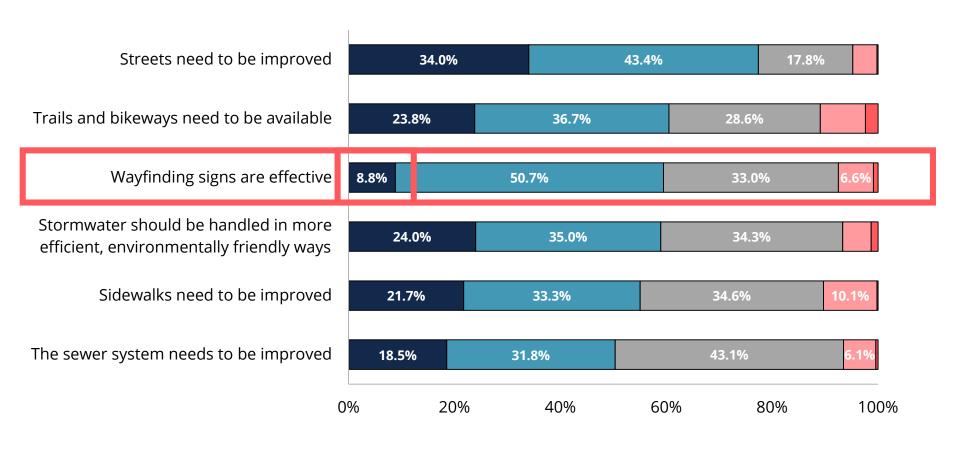












The City has a unique and strong sense of place

Lake Road is attractive

Rocky River's streets are attractive

Historic preservation is a core community value

Hilliard Boulevard is attractive

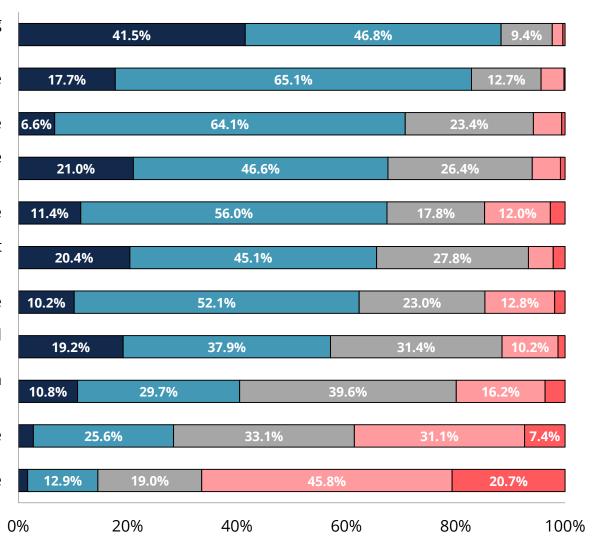
Environmentally friendly development is a core community value

Detroit Road is attractive

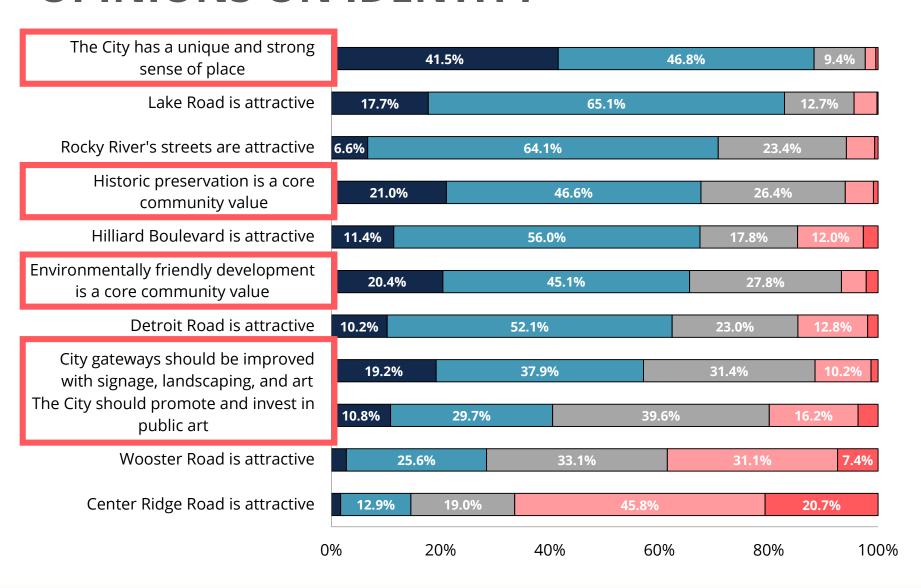
City gateways should be improved with signage, landscaping, and art The City should promote and invest in public art

Wooster Road is attractive

Center Ridge Road is attractive









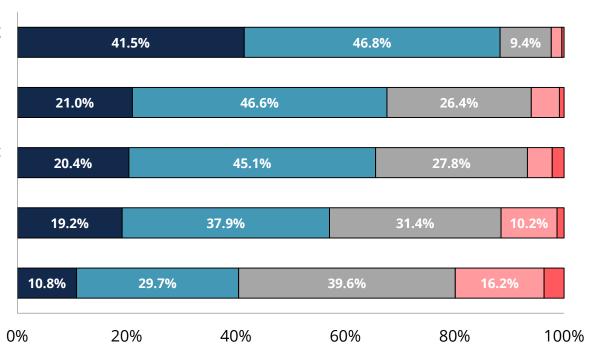
Rocky River has a unique and strong sense of place

Historic preservation is a core community value

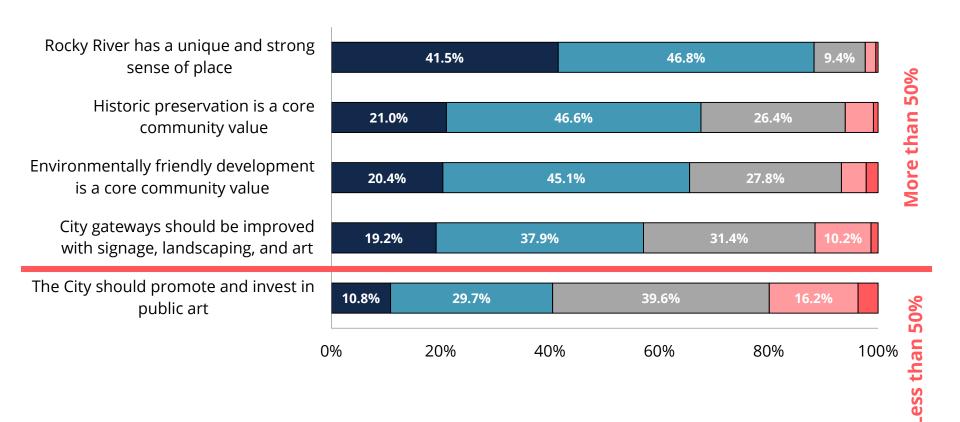
Environmentally friendly development is a core community value

City gateways should be improved with signage, landscaping, and art

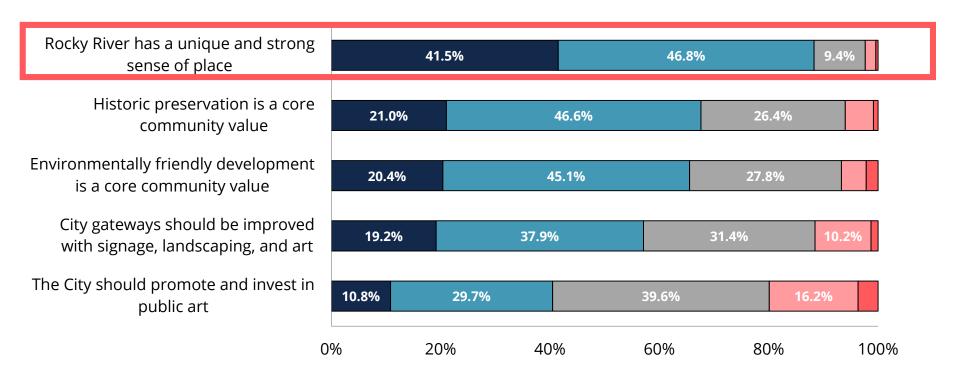
The City should promote and invest in public art



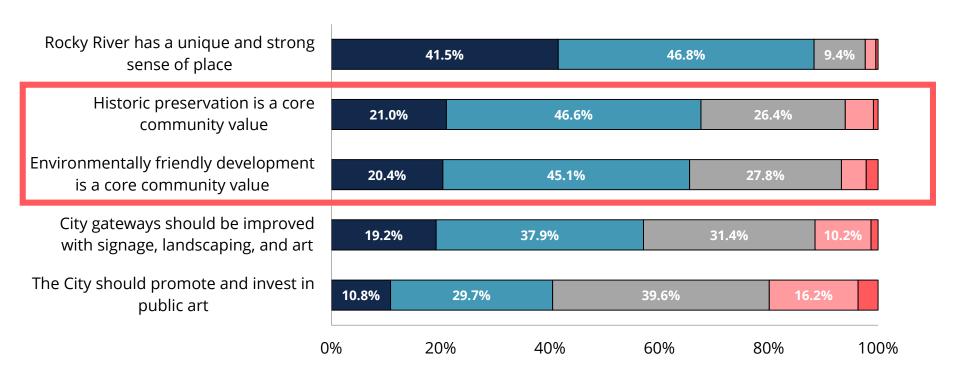




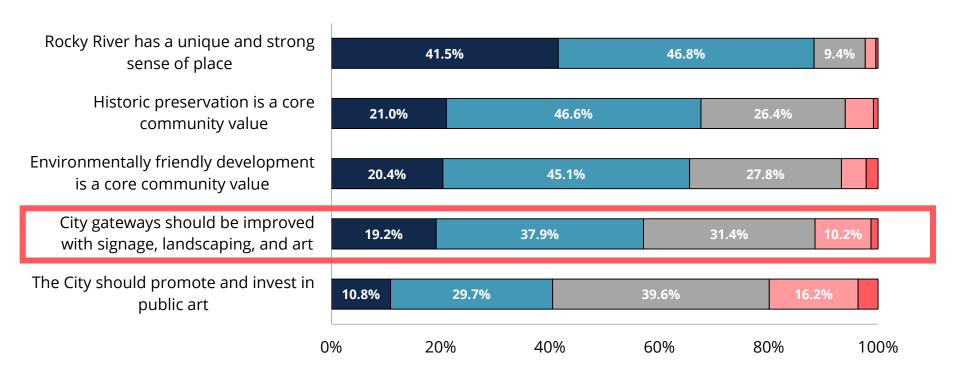






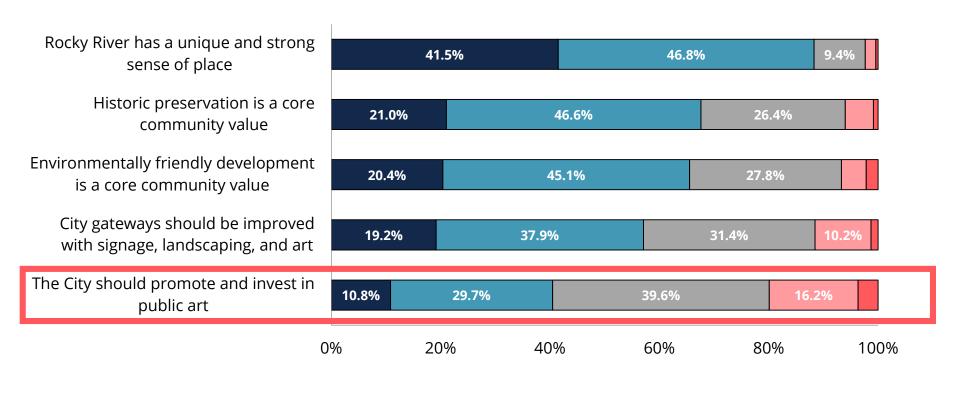


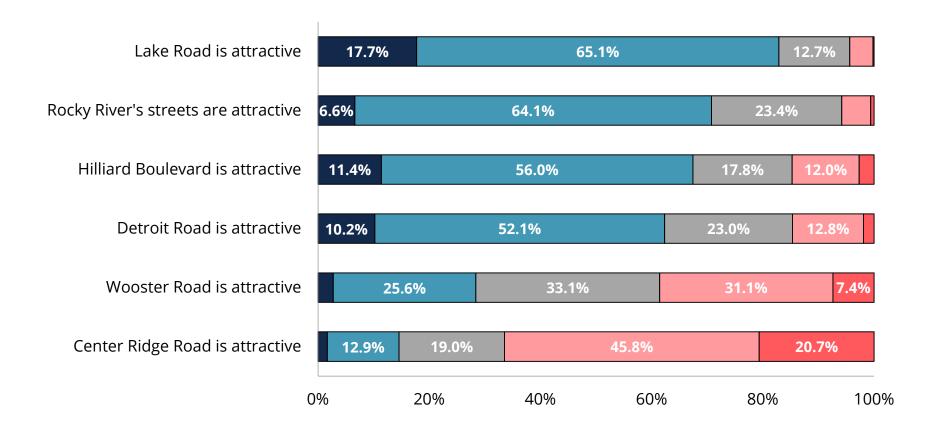




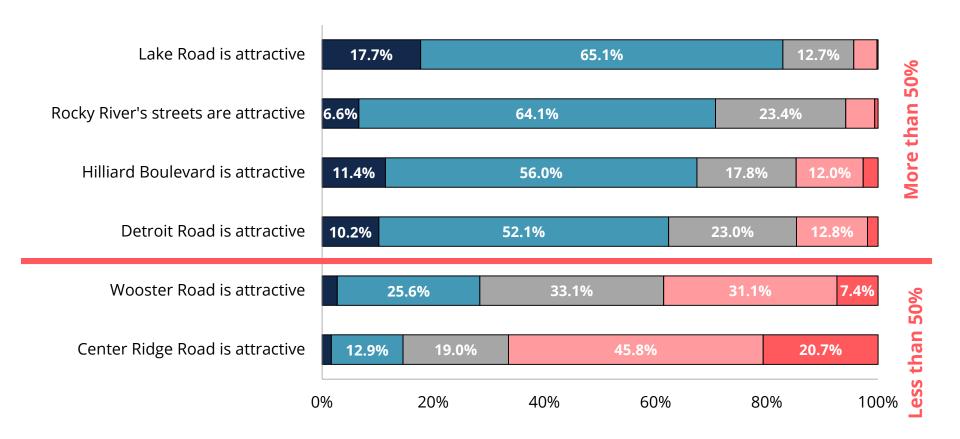




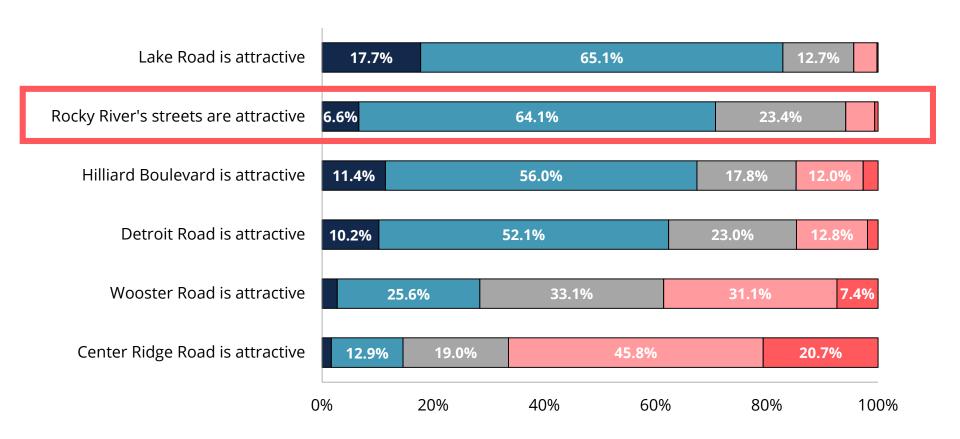




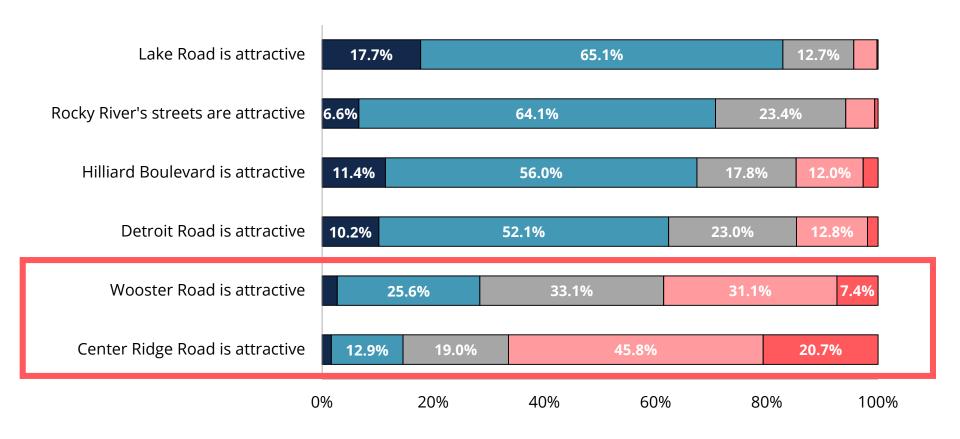






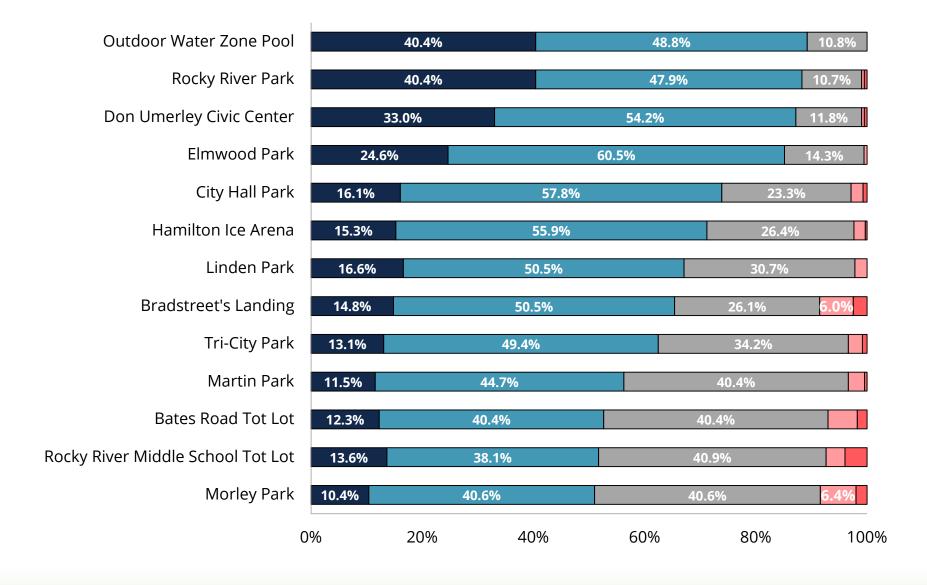




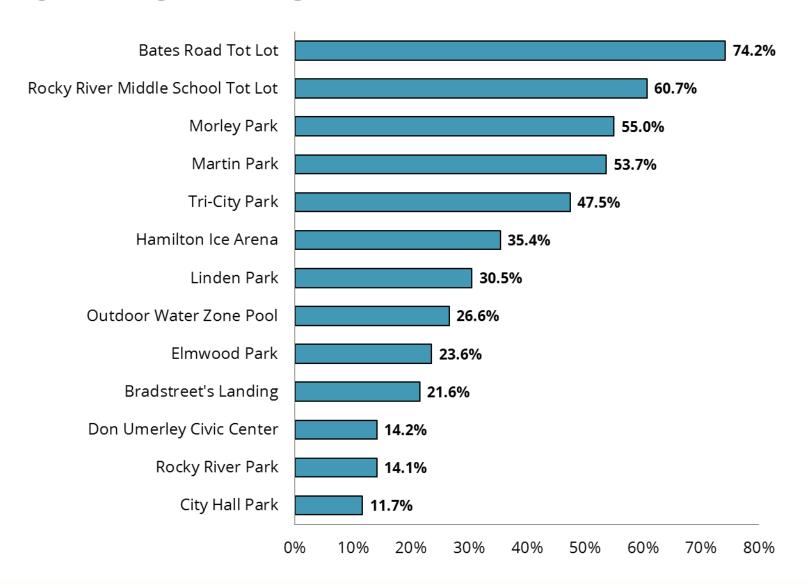


PARKS AND RECREATION

OPINIONS ON FACILITIES

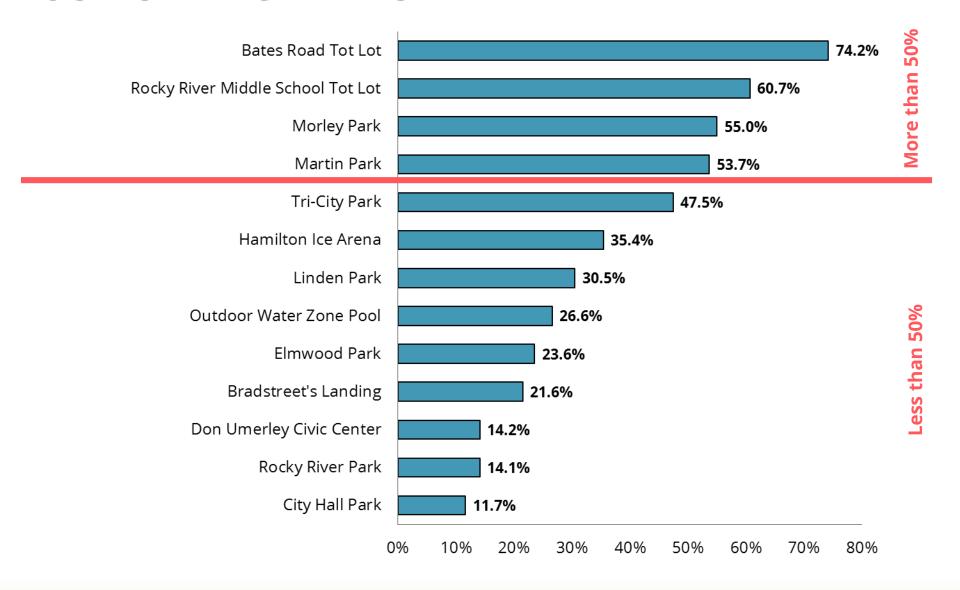


USE OF FACILITIES

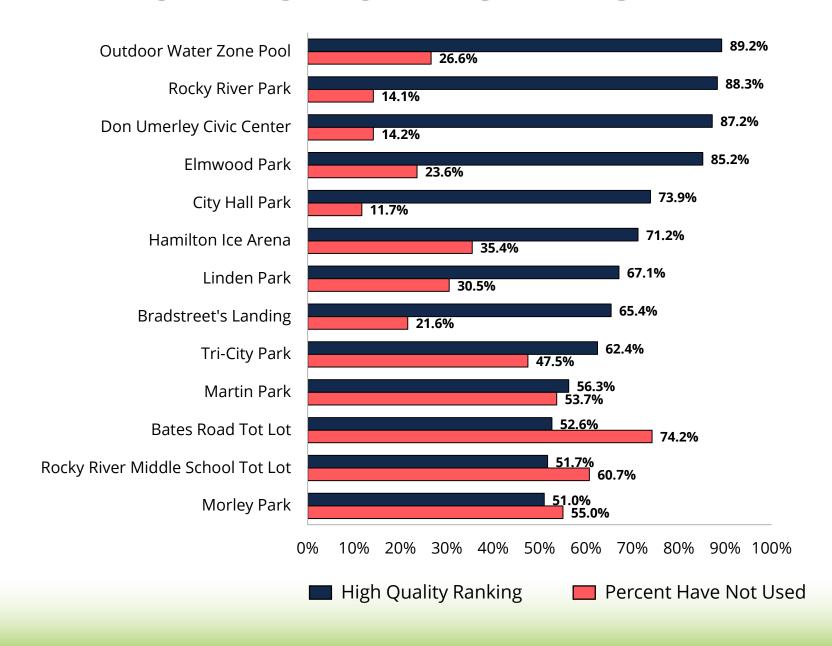




USE OF FACILITIES



USE AND OPINION OF FACILITIES



OPINIONS ON POLICY STATEMENTS

I regularly use park and recreation facilities 24.6% 19.9% 40.0% There are enough open field areas 9.1% 54.4% 29.3% The City Hall Campus is a high quality complex 12.2% 50.7% 30.2% Public access to Lake Erie should be improved 24.1% 36.3% 26.1% There are enough wooded or natural areas 29.9% 48.2% 13.7% There are enough facilities for all ages 46.5% 39.0% There is enough parking at facilities 44.5% 27.4% 18.6% Public access to the Rocky River and the Metroparks... 36.7% 15.7% 26.4% 18.8% There is adequate seating 36.4% 39.3% 17.5% There are amenities so I can bike to parks 34.0% 47.2% 10.6% There should be more community events 55.0% 25.4% There are enough trails 27.1% 43.2% 22.8% The City should invest in additional parks and facilities 36.0% 25.2% 25.2%

0%

20%

40%

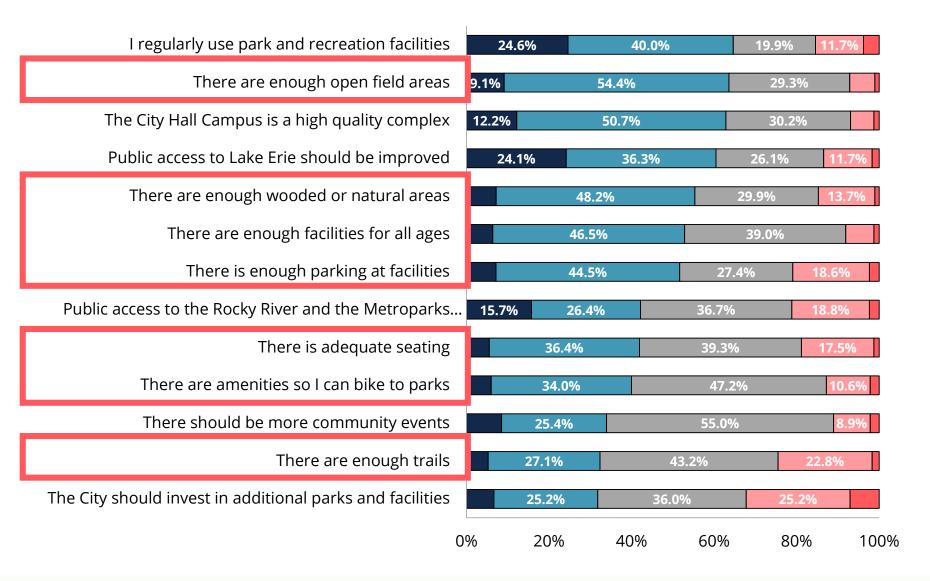
60%

80%

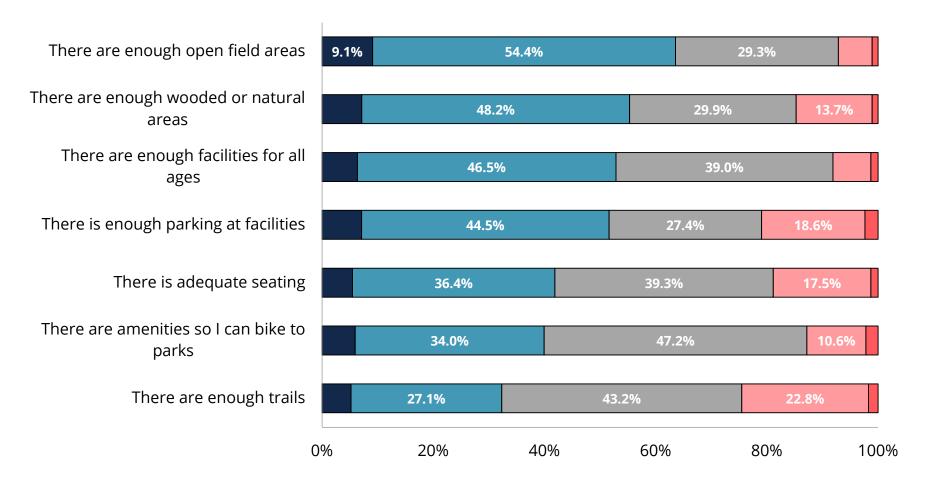


100%

OPINIONS ON POLICY STATEMENTS

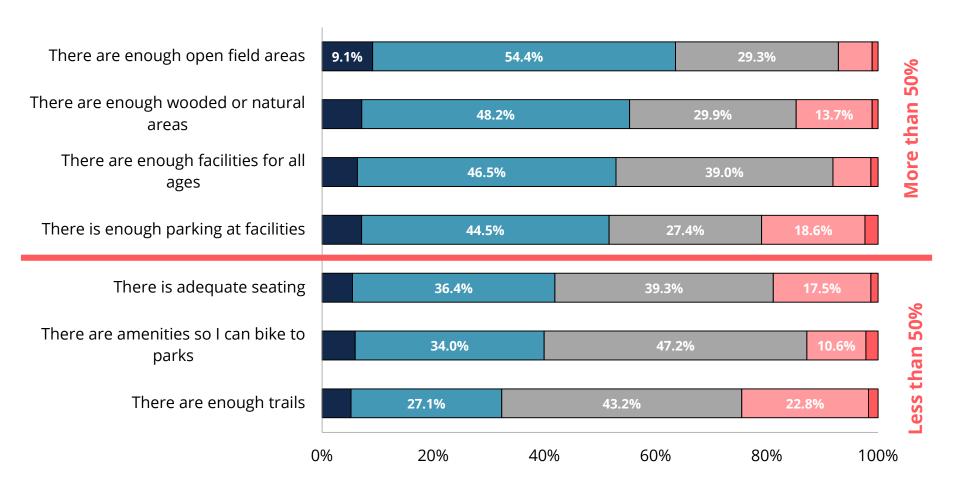


OPINIONS ON PARK FEATURES





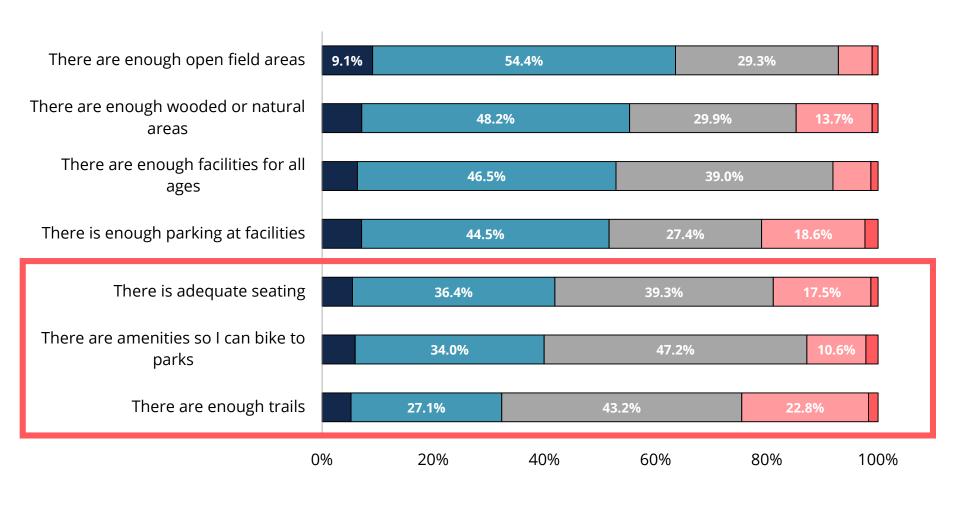
OPINIONS ON PARK FEATURES







OPINIONS ON PARK FEATURES



I regularly use park and recreation facilities

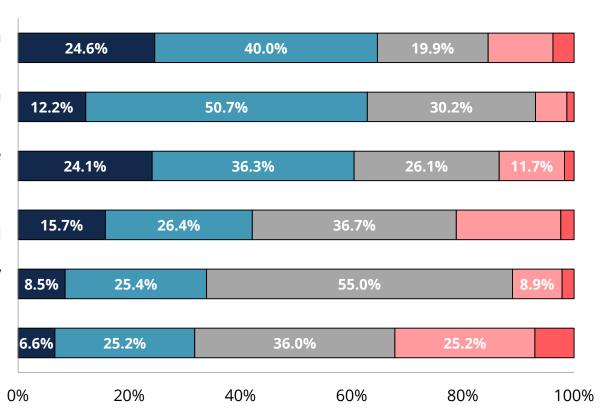
The City Hall Campus is a high quality complex

Public access to Lake Erie should be improved

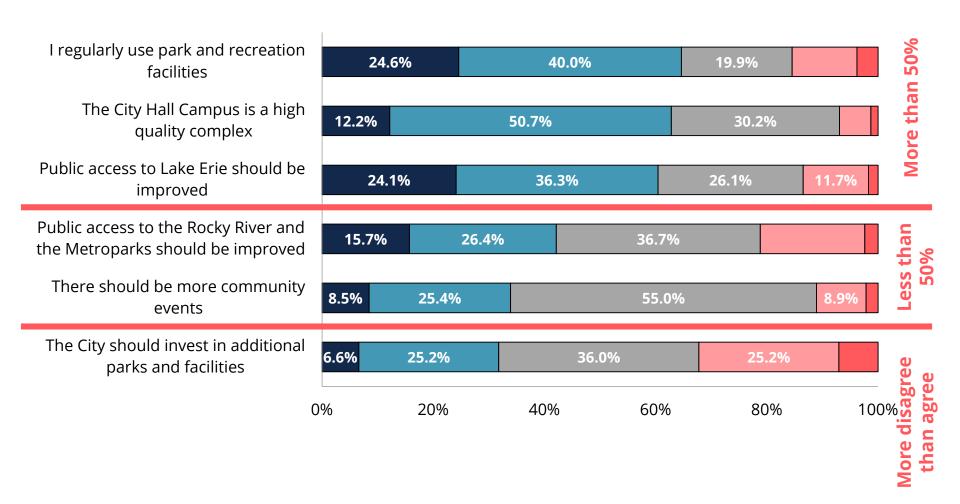
Public access to the Rocky River and the Metroparks should be improved

There should be more community events

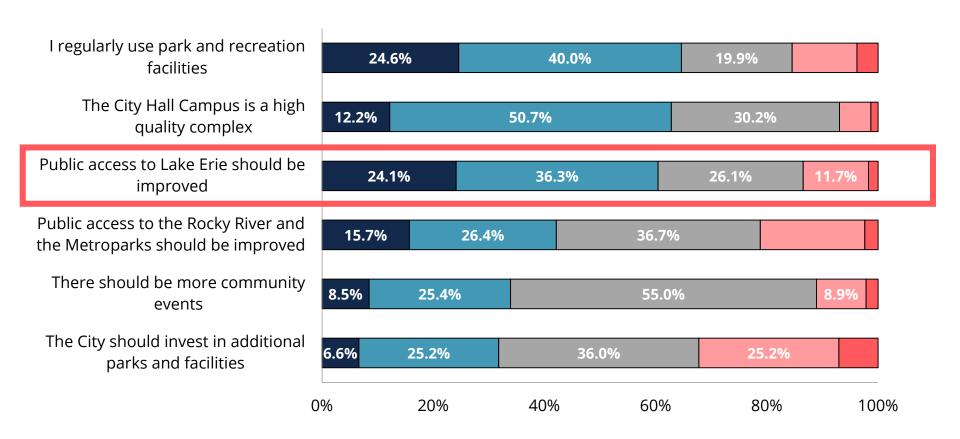
The City should invest in additional parks and facilities



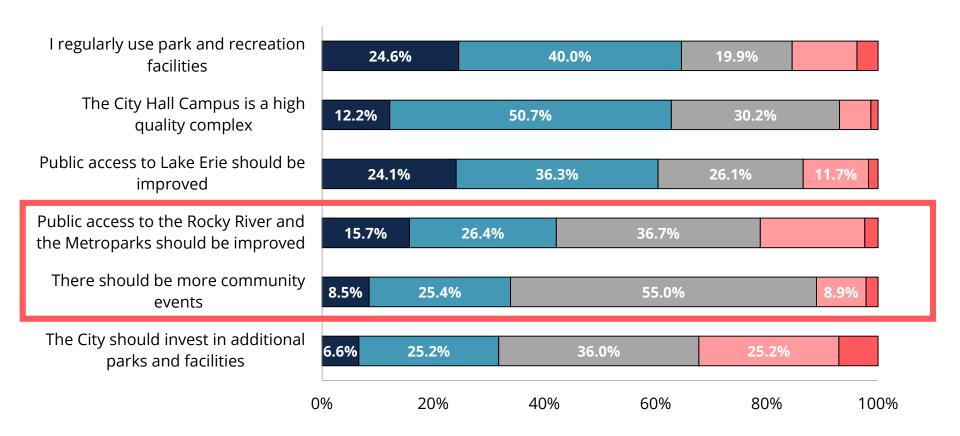






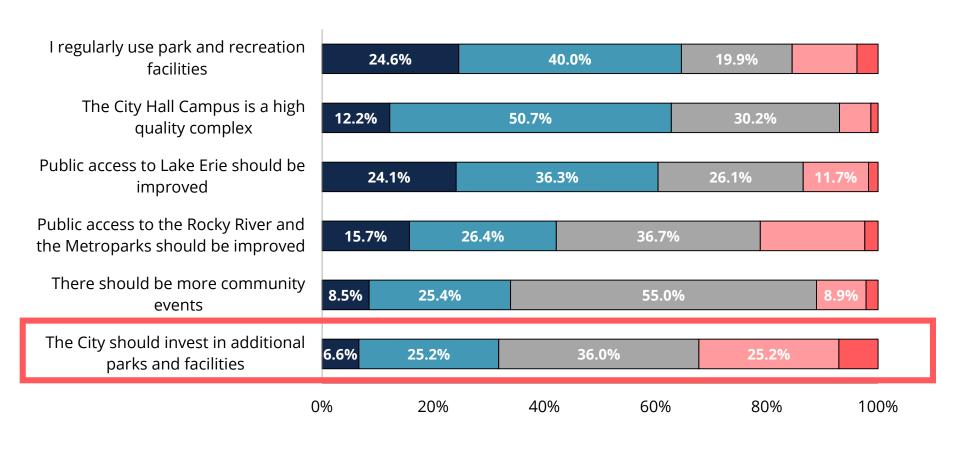






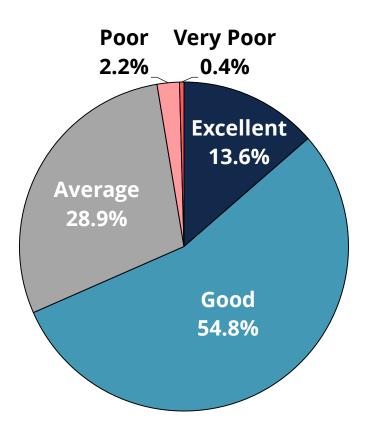






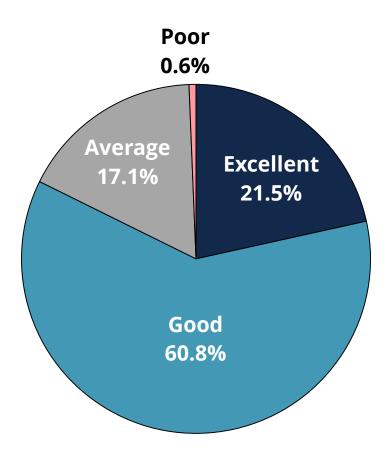


OPINIONS ON PARK PROGRAMMING





OPINIONS ON OVERALL FACILITIES



COMMERCIAL DEVELOPMENT

Maintain a neighborhood scale and character

Update sign codes to ensure attractive design

Focus development efforts on Center Ridge Road

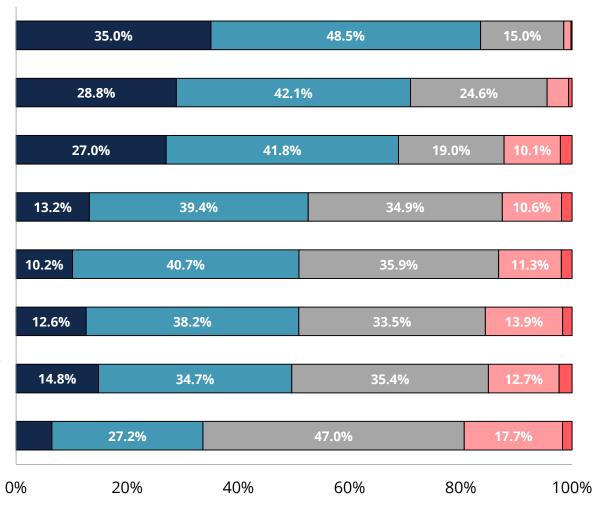
Focus on mixed-use, walkable development

Attract office employment

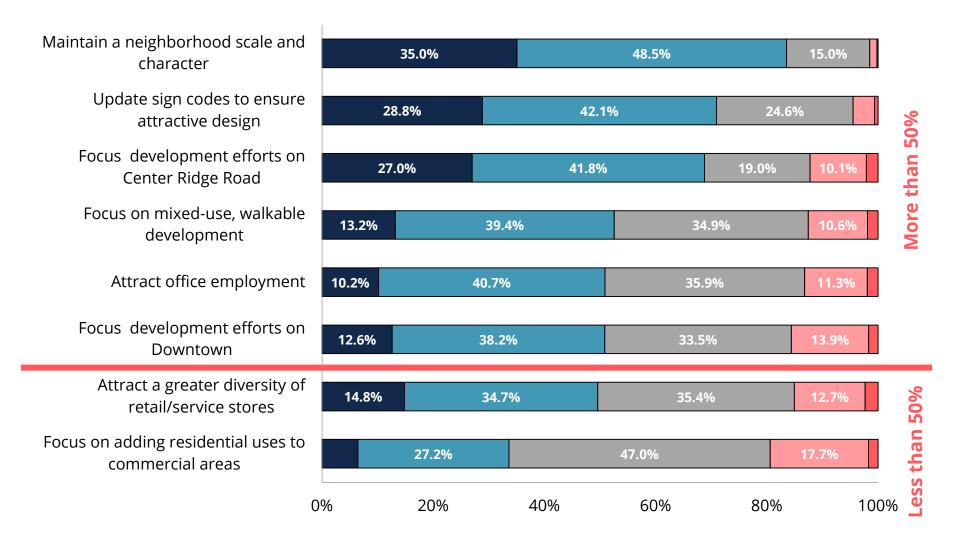
Focus development efforts on Downtown

Attract a greater diversity of retail/service stores

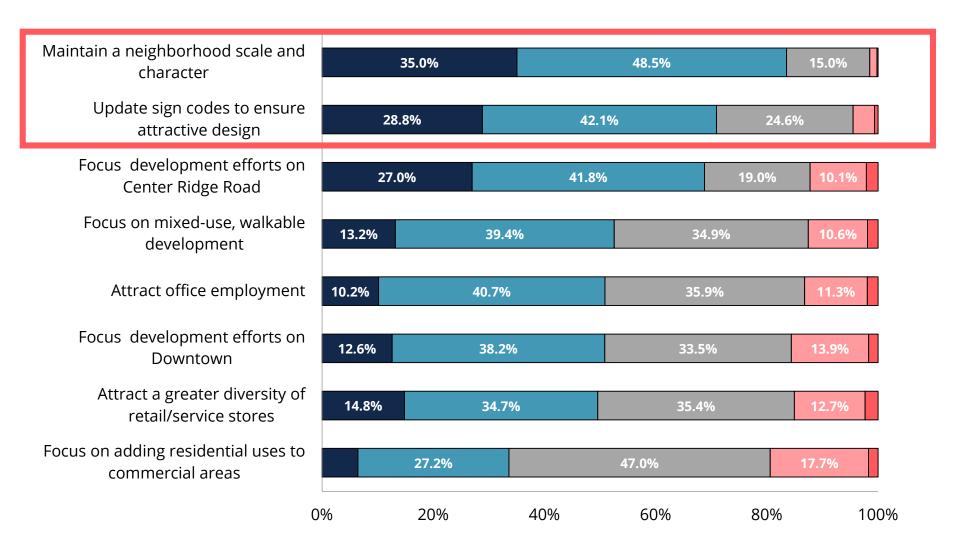
Focus on adding residential uses to commercial areas



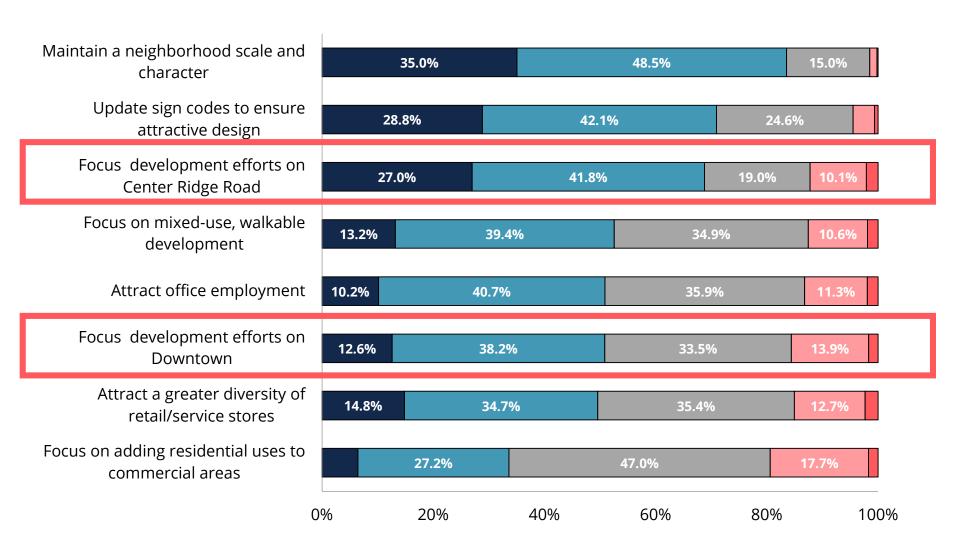




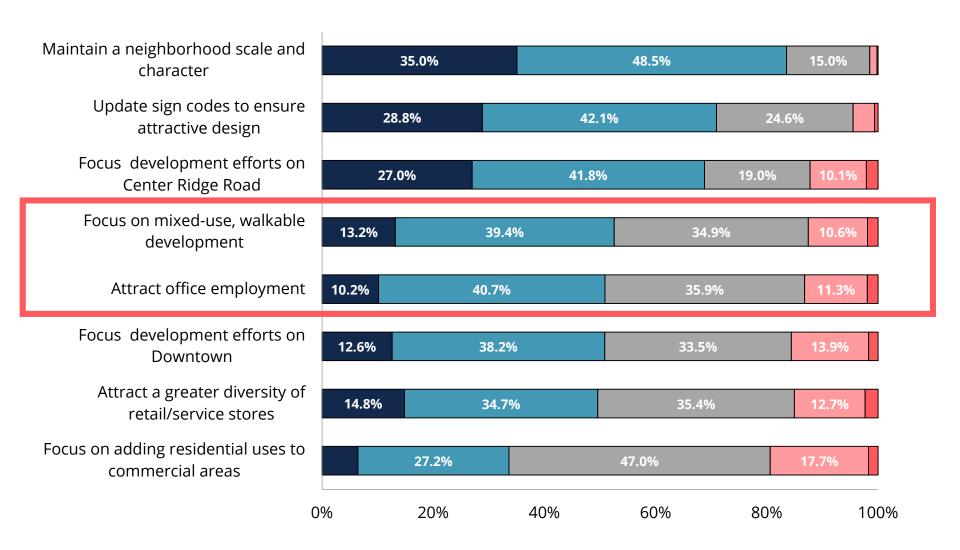






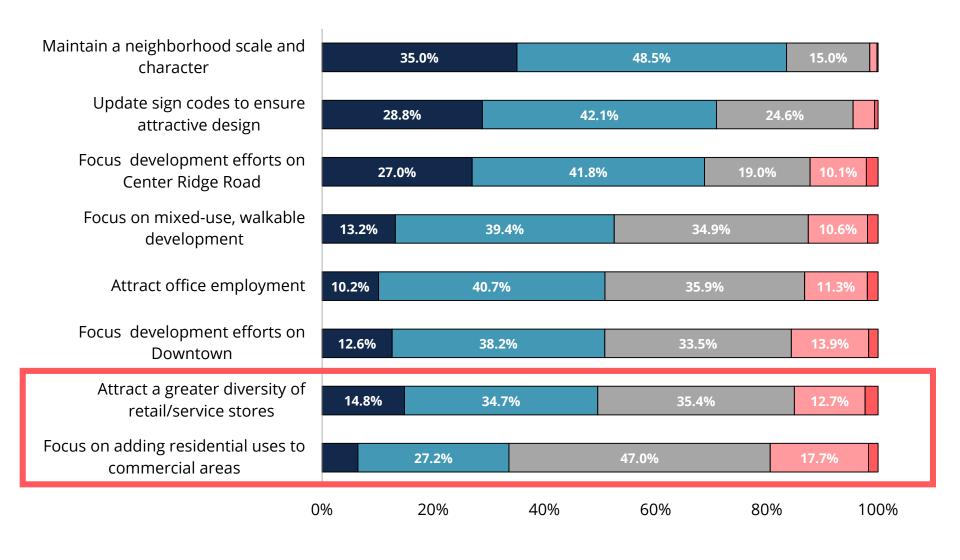


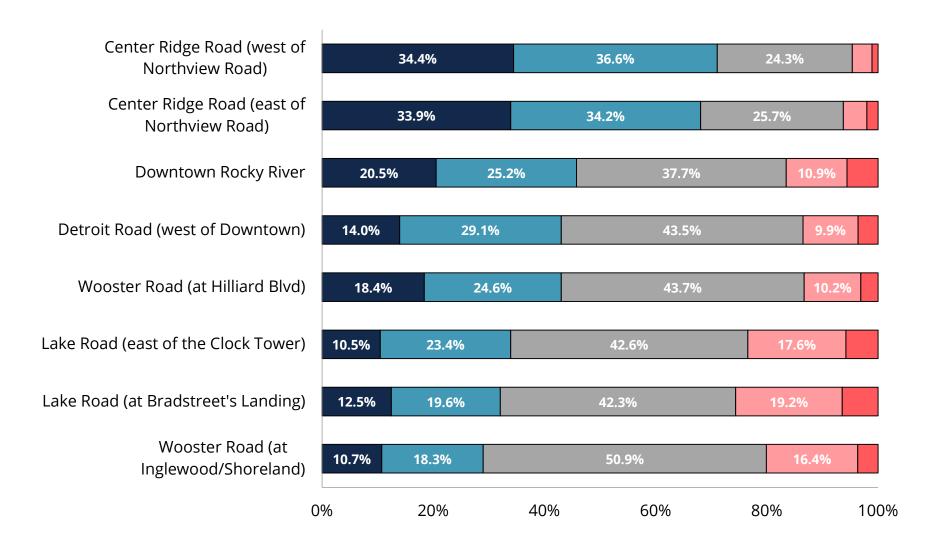




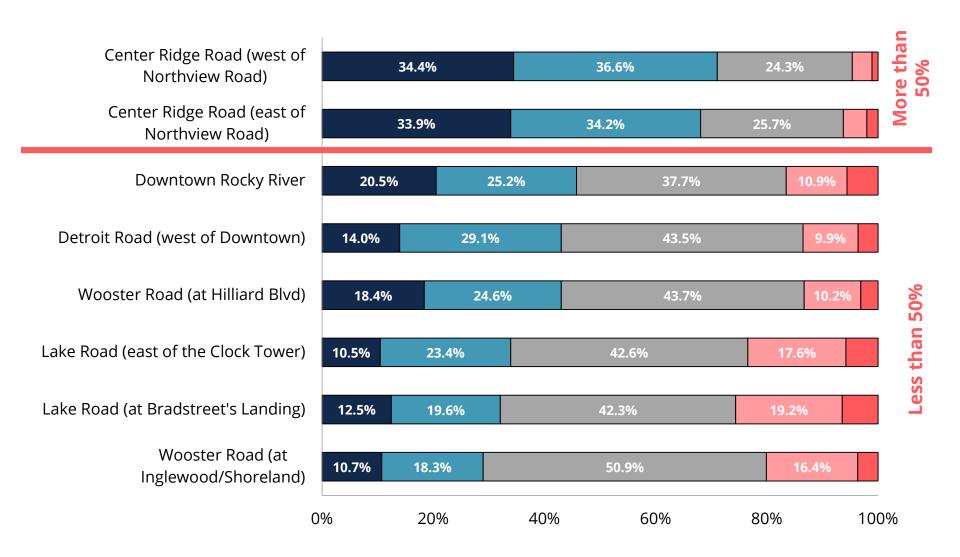




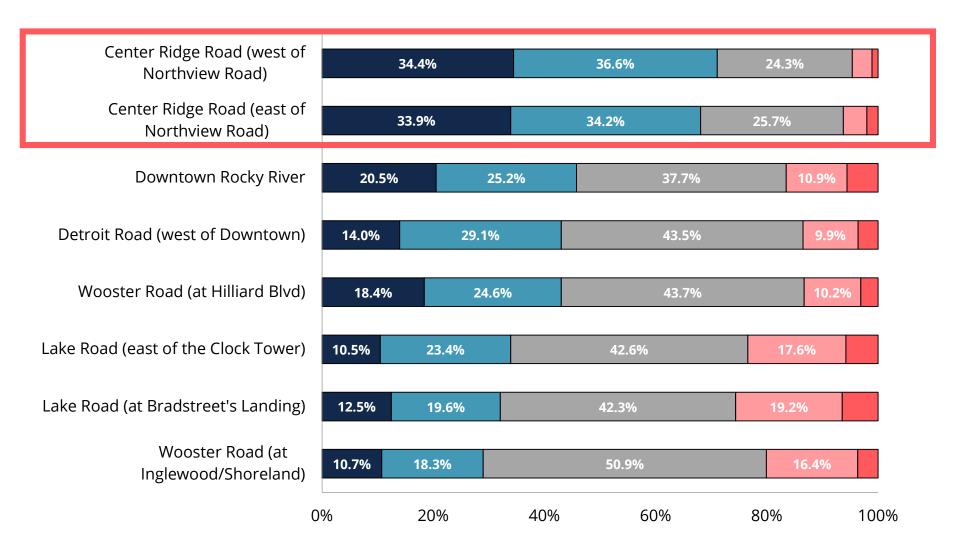






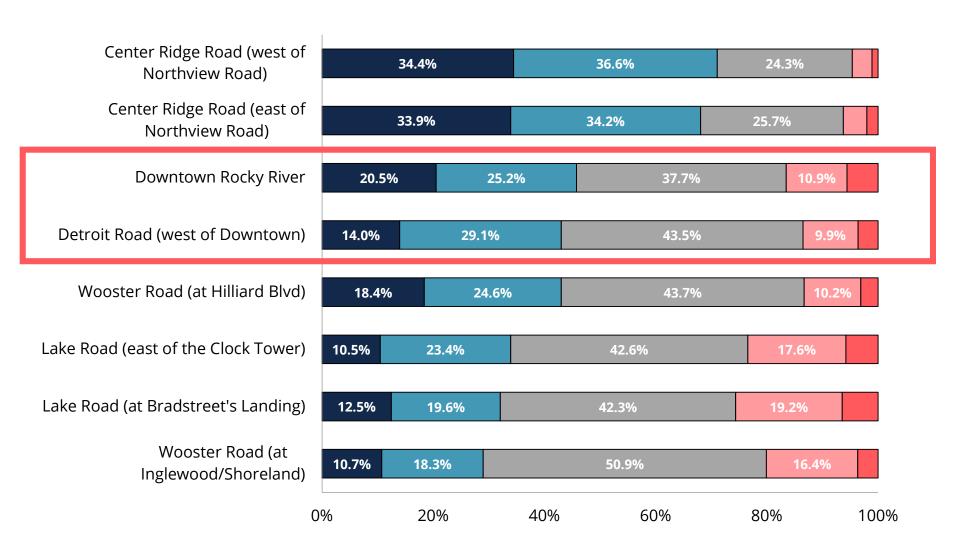




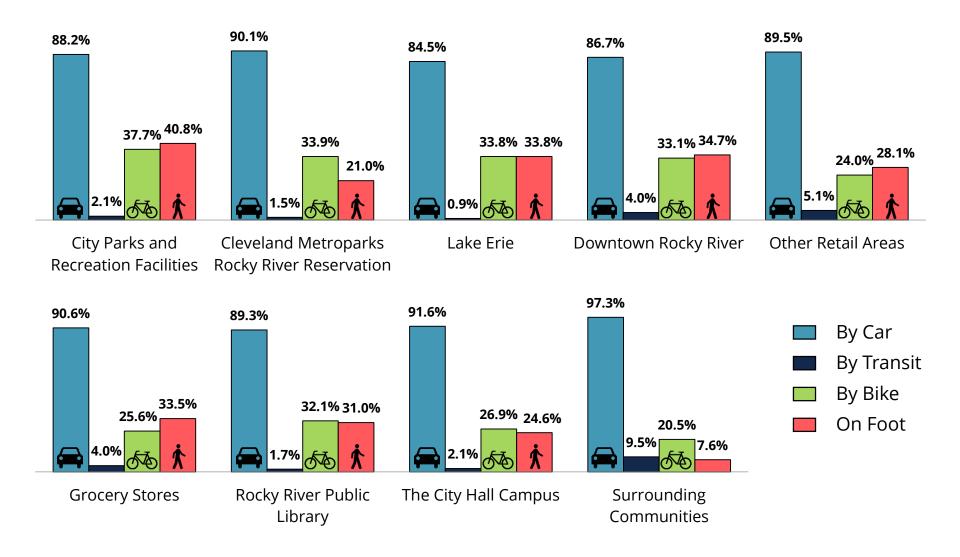






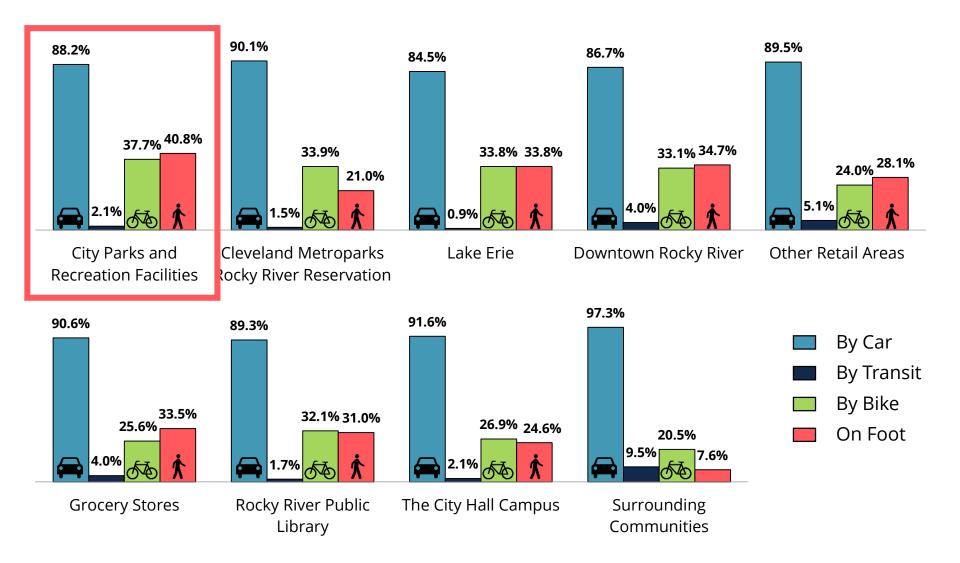


TRANSPORTATION



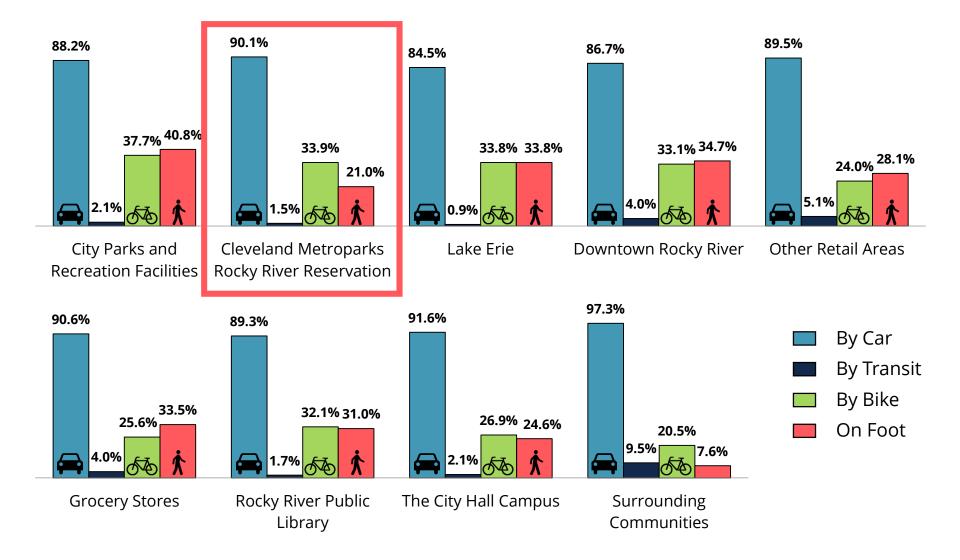






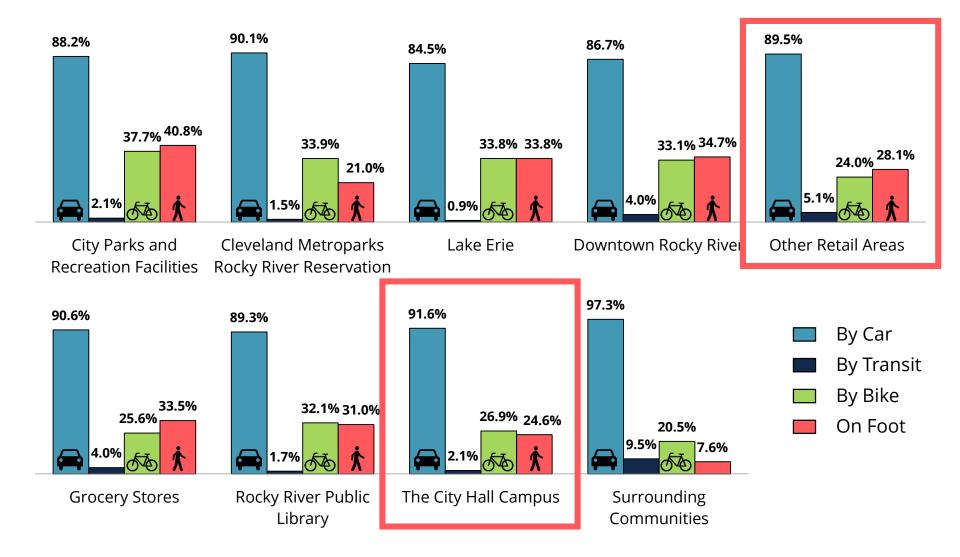






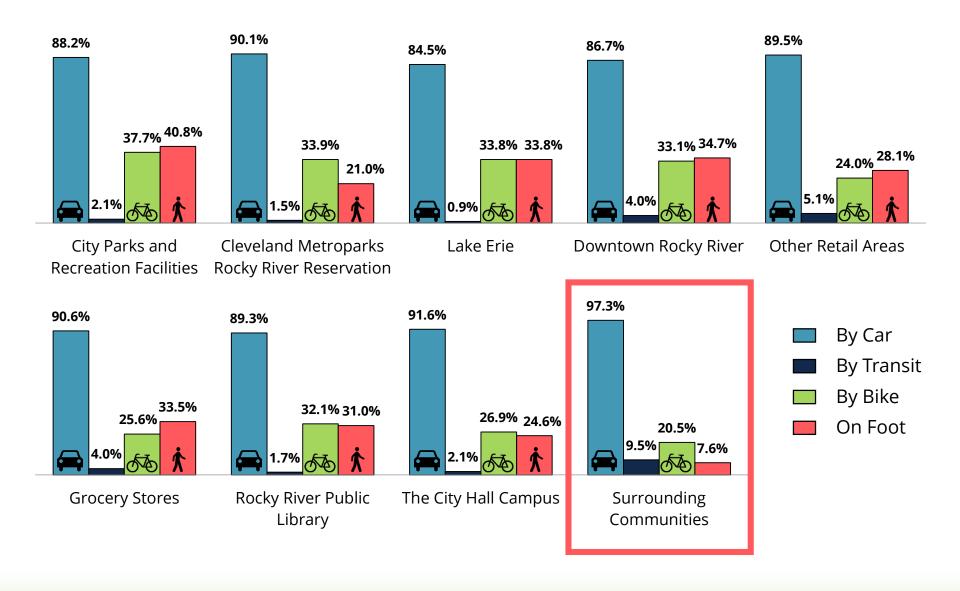




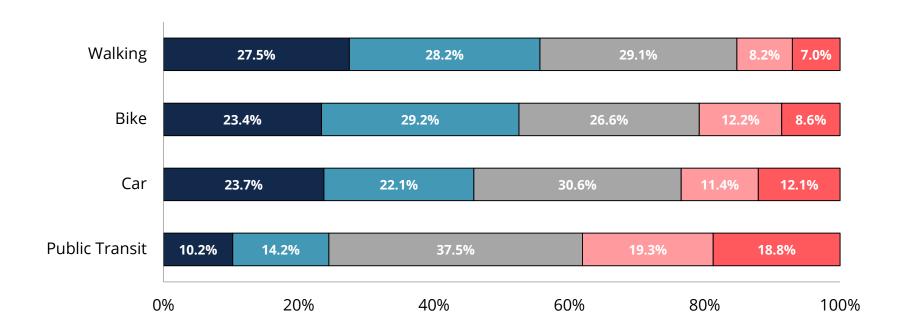






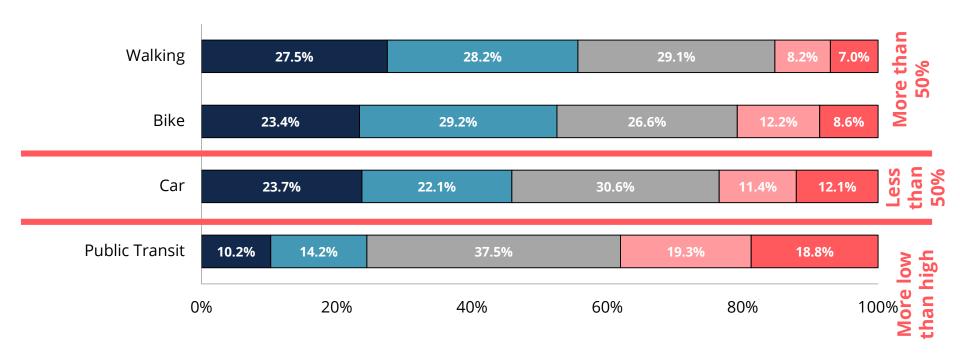


PRIORITY TRANSPORTATION IMPROVEMENTS

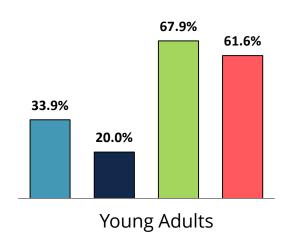


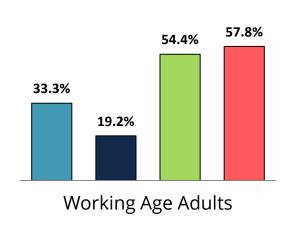


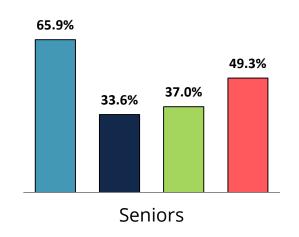
PRIORITY TRANSPORTATION IMPROVEMENTS



PRIORITY TRANSPORTATION IMPROVEMENTS









Parking in other commercial areas is easy

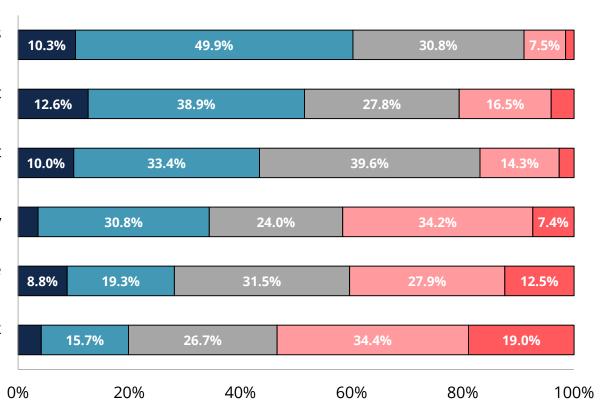
The City should invest in off-street parking Downtown

The City should improve on-street parking Downtown

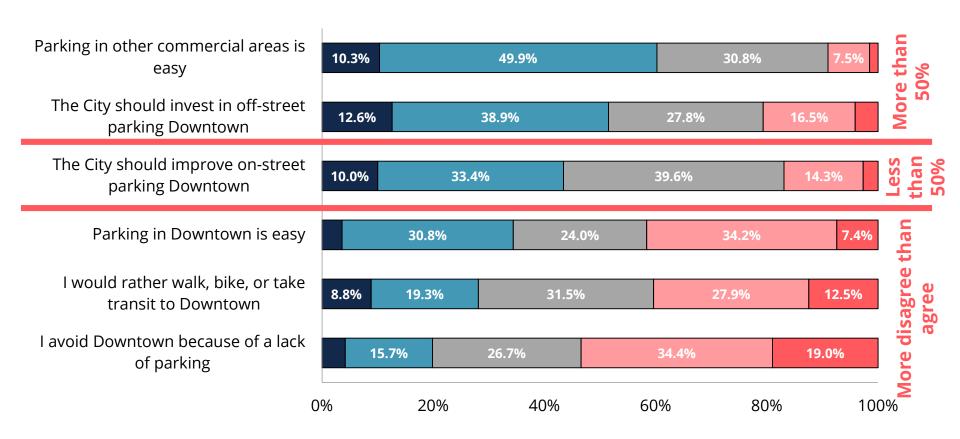
Parking in Downtown is easy

I would rather walk, bike, or take transit to Downtown

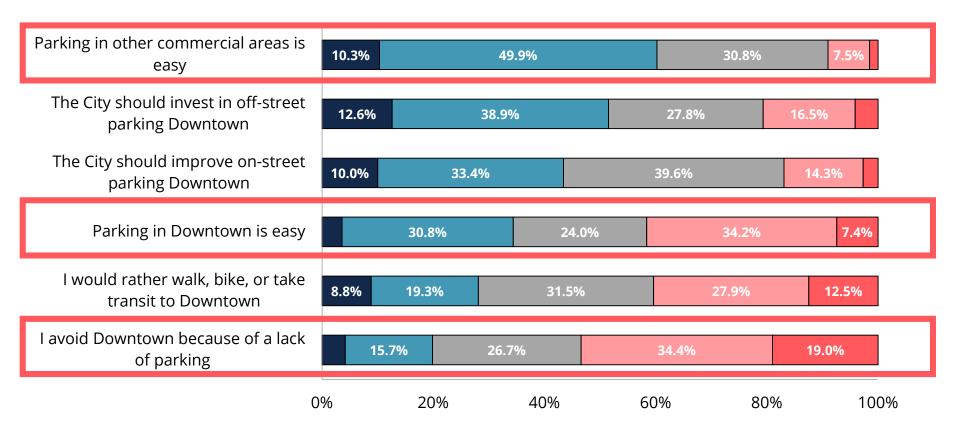
I avoid Downtown because of a lack of parking



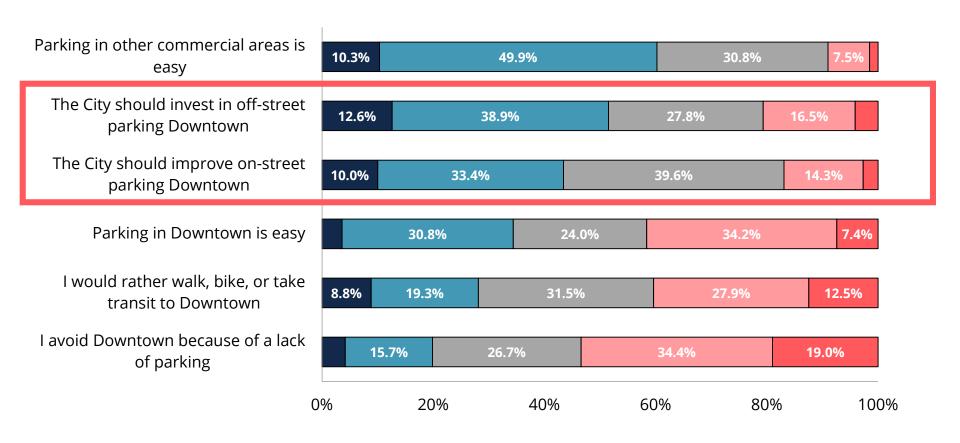






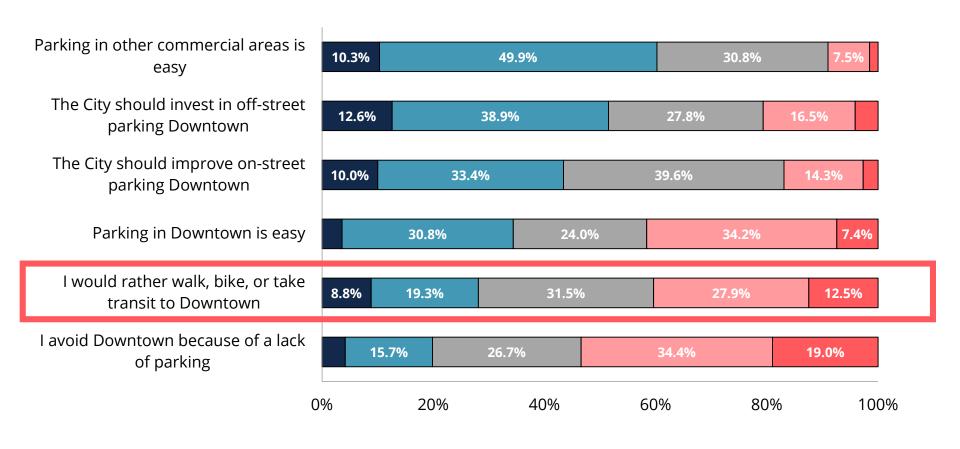






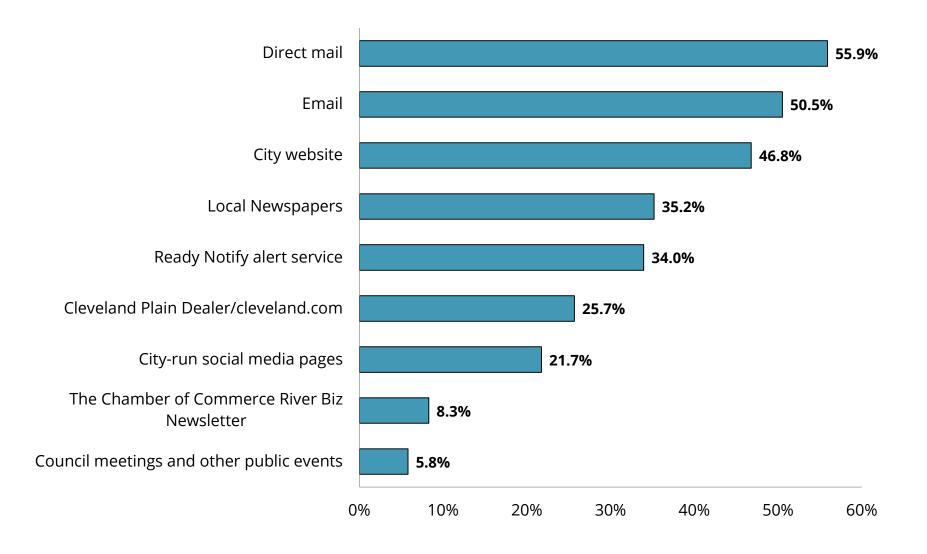






COMMUNICATION

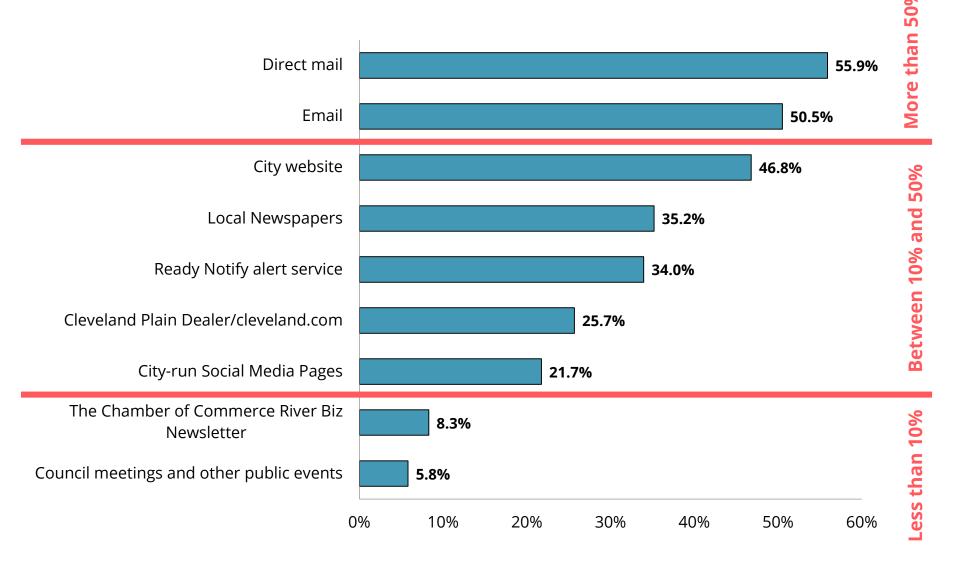
DESIRED COMMUNICATION FORM



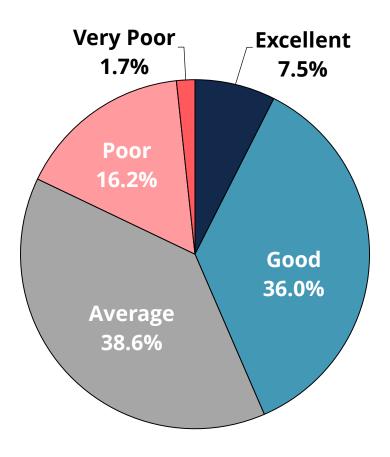




DESIRED COMMUNICATION FORM



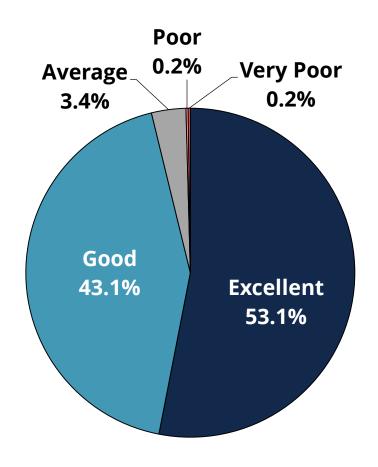
OPINIONS ON CITY COMMUNICATION



QUALITY OF LIFE

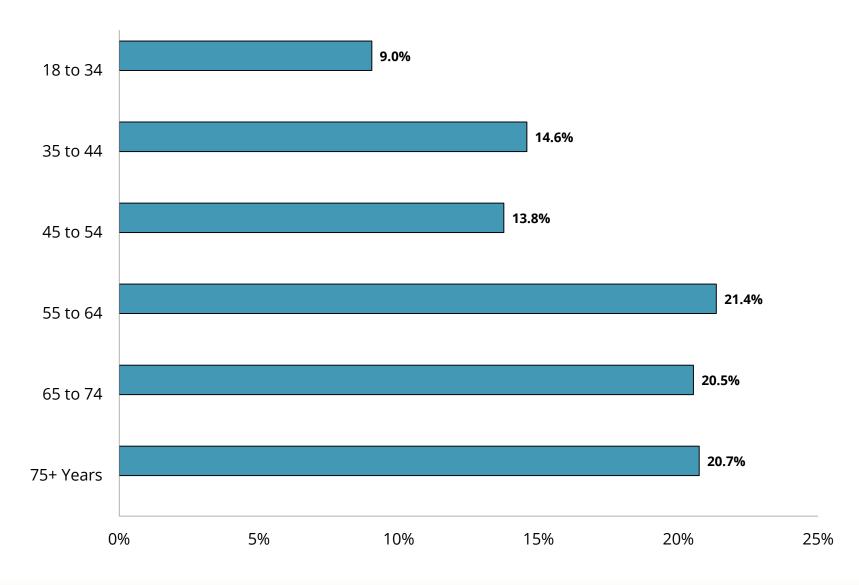


OPINIONS ON QUALITY OF LIFE



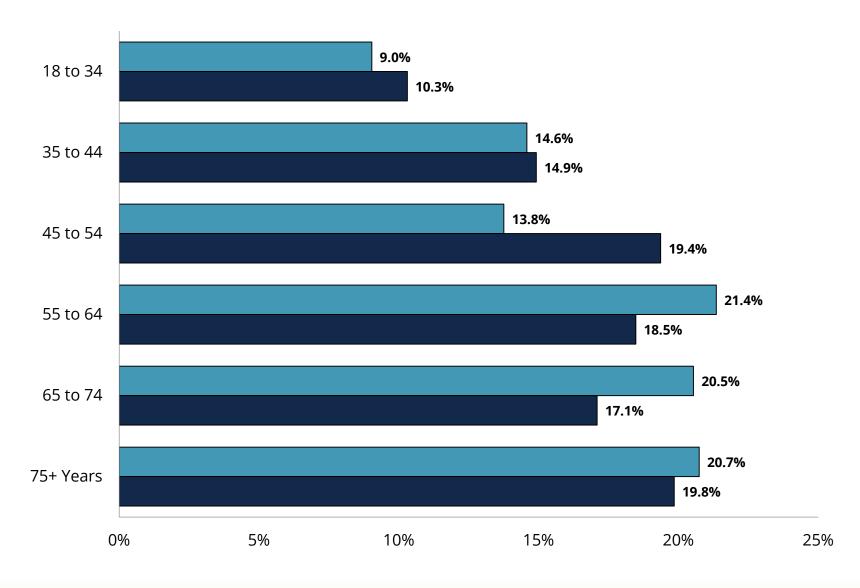
DEMOGRAPHICS

AGE OF RESPONDENTS

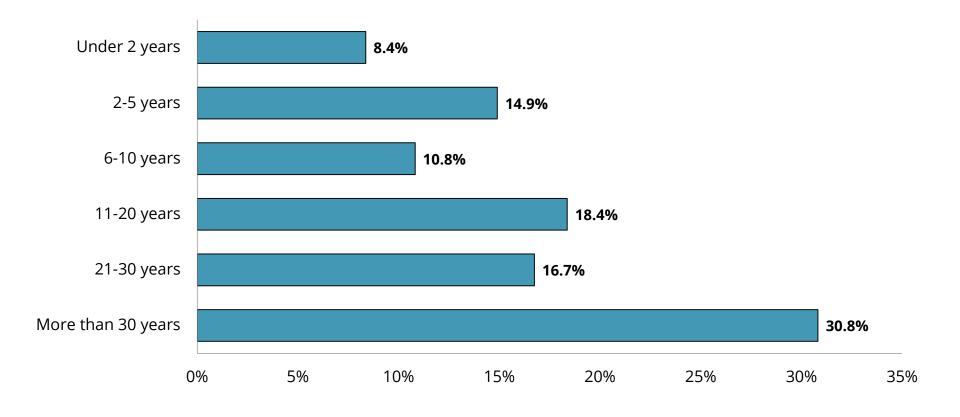




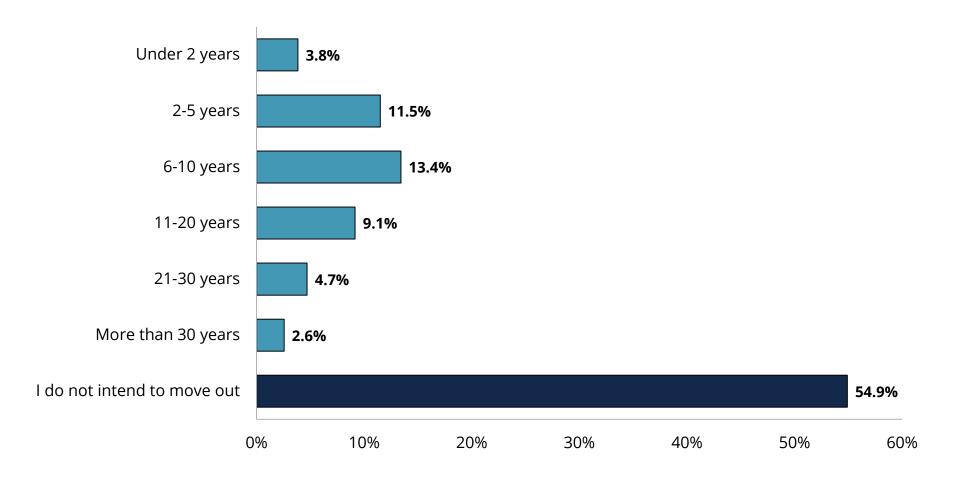
AGE OF RESPONDENTS



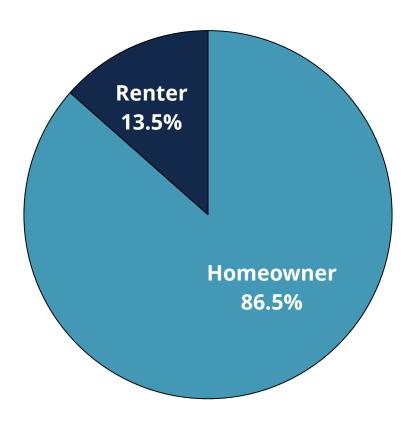
LENGTH OF RESIDENCY



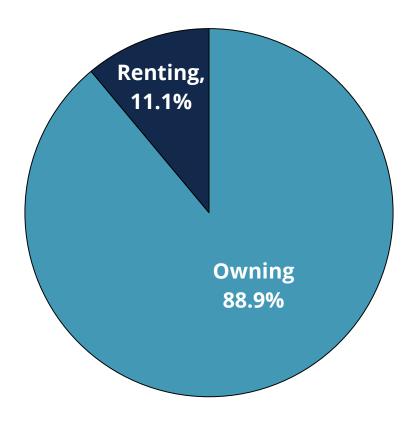
PLANNED LENGTH OF RESIDENCY



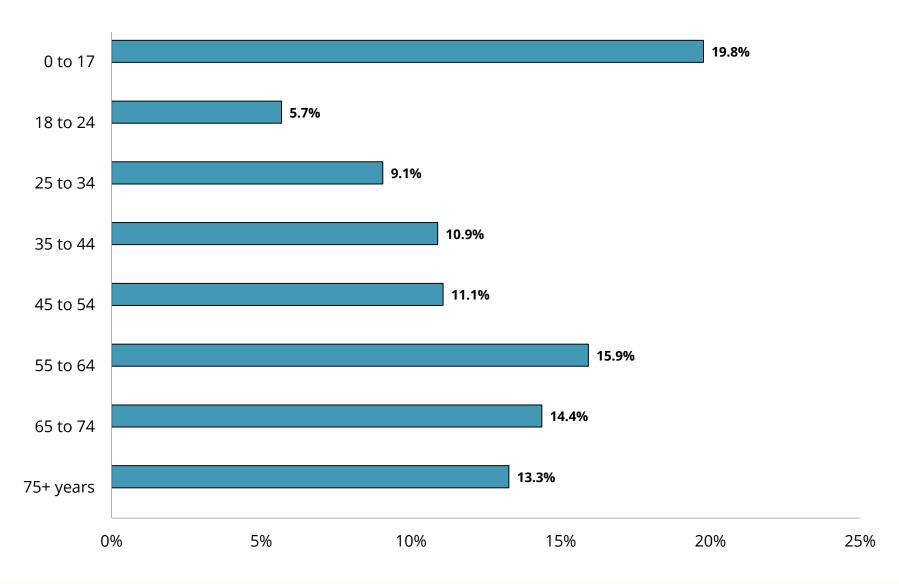
TENURE



PLANNED TENURE

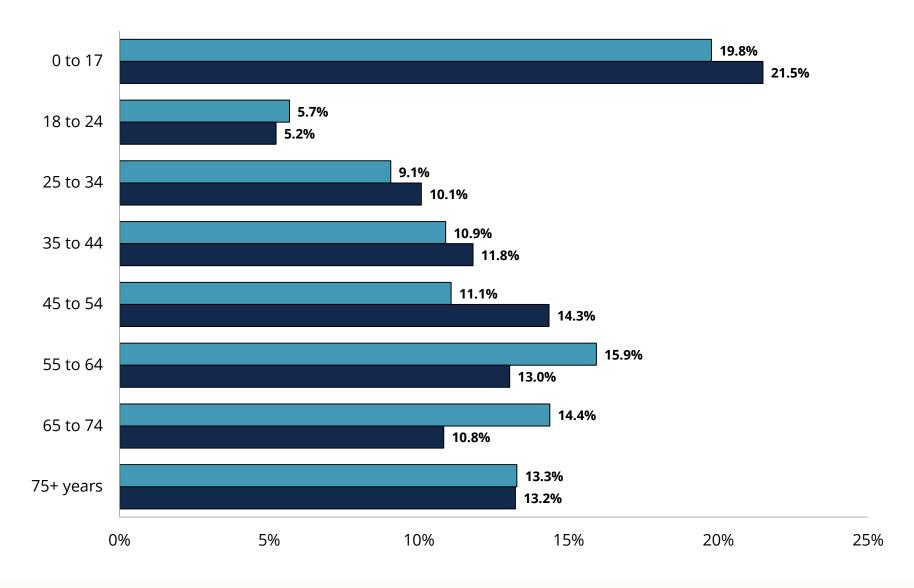


AGE OF RESPONDENT HOUSEHOLD MEMBERS





AGE OF RESPONDENT HOUSEHOLD MEMBERS



MAJOR THEMES

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

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

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

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

DIRECTIVES: PARKS AND RECREATION

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

DIRECTIVES: COMMERCIAL DEVELOPMENT

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

DIRECTIVES: INFRASTRUCTURE

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

DIRECTIVES: INFRASTRUCTURE

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

DIRECTIVES: INFRASTRUCTURE

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

DIRECTIVES: TRANSPORTATION

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

DIRECTIVES: PARKING

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

DIRECTIVES: OVERALL TRENDS

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

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

Thank you!

Questions & Discussion



FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE