

MAYFIELD VILLAGE

MASTER PLAN

COMMUNITY VISION

DRAFT March 9, 2018

ACKNOWLEDGMENTS

MAYFIELD VILLAGE

Brenda T. Bodnar, *Mayor*
Joseph Saponaro, *Council President*
William Marquardt, *Council Member*
Patsy Mills, *Council Member*
Dr. Stephen Parker, *Council Member*
George Williams, *Council Member*
Allen Meyers, *Council Member, At Large*
Steve Schutt, *Council Member, At Large*

PROJECT TEAM

Brenda T. Bodnar, *Mayor*
Diane Wolgamuth, *Director of Administration*
Ronald C. Wynne, *Director of Finance*
Douglas Metzong, *Service Director*
Shane McAviney, *Parks & Recreation Director*
John Marrelli, *Building Commissioner*

MAYFIELD VILLAGE

6622 Wilson Mills Rd
Mayfield Village, Ohio 44143
440.461.2210
www.mayfieldvillage.com

**MAYFIELD
VILLAGE**

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.

PLANNING TEAM

Glenn Coyne, FAICP, *Executive Director*
James Sonnhalter, *Manager, Planning Services*
Dan Meaney, GISP, *Manager, Information and Research*
Micah Stryker, AICP, *Planner*
Kevin Leeson, *Planner*
Rachel Novak, *Planner*
Robin Watkins, *Geographic Information Systems Specialist*
Torayye Waite, *Planning Intern*
Nate Weyand-Geise, *Planning Intern*

CUYAHOGA COUNTY PLANNING COMMISSION

2079 East 9th Street
Suite 5-300
Cleveland, OH 44115
216.443.3700
www.CountyPlanning.us
www.facebook.com/CountyPlanning
www.twitter.com/CountyPlanning



1.0 INTRODUCTION

WELCOME TO THE MASTER PLAN — COMMUNITY VISION DOCUMENT

The Mayfield Village Master Plan is a collection of community goals and actions that aim to guide and direct Village officials and residents as they make decisions and move the community into the future. By setting forth the aspirations and ideas of the community, we identify the hopes of the community for the future through its shared values and common goals. Importantly, we also outline the steps necessary to achieve those goals.

The Mayfield Village Master Plan examines the current conditions throughout the Village, and develops this profile to determine the demographic trends, infrastructure issues, and municipal services that are shaping the Village today. This helps to determine areas to focus policy and actions to further promote positive trends, counter negative trends, and direct service provision.

This analysis and the input of the public help determine the vision for the future that is outlined in the Master Plan. This Community Vision developed by the community is uniquely tailored to Mayfield Village. The Community Vision encapsulates the residents' goals for the future and guides the planning process in creating the policy and action recommendations made in the Plan.

Based on the current conditions, public input, and the principles contained in the Community Vision, the Master Plan outlines specific steps that can be taken Village-wide, but also in specific focus areas, to create the future residents wish to see. These ideas can range from small policy initiatives to help maintain existing services, to large infrastructure improvements that will take time to implement.

With actions in hand, the Mayfield Village Master Plan outlines specific steps that can be taken to move the Village forward. The Master Plan is the road map to guide development and policy decisions over the next decade to help the Village reach its desired future. Only with the dedicated work of residents, business owners, and Village staff in implementing the Master Plan can that future be realized.

CURRENT PHASE

The Mayfield Village Master Plan is presently in the Community Vision phase. This is the second phase of the Plan and entails articulating a vision for the future of the Village. The Community Vision document outlines specific vision principles and focus areas that are considered important to the community.

The Community Vision and Guiding Principles will be at the heart of the development of specific policy and action recommendations included in the Master Plan.

NEXT STEPS

Following completion of the Community Vision phase, the Master Plan will begin the Goals & Actions phase. In this phase, we will develop and highlight specific steps the Village and its partners can take to translate the Community Vision into reality. These actions will be Village-wide and in the focus areas to show how the Village can target development and maintain its economic and community strength.

1.1 WHAT IS A MASTER PLAN

WHAT IS A MASTER PLAN?

A Master Plan is a policy guide created by Mayfield Village in collaboration with residents, businesses, 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 forward up to ten years.

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 provide 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 to assist implementation by developing supportive community groups or volunteer organizations. Business owners are encouraged to use the Master Plan to find where the Village is focusing economic development efforts, and to see what programs or development options may be available. The Village is encouraged to use the Master Plan to guide decisions on land use issues, infrastructure investments, or to seek grants. 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 land uses arranged and developed. While the Master Plan describes potential land use changes, it does not alter any existing zoning or regulations. Existing zoning remains the same until the Village or a property owner seeks to change zoning through a rezoning or an update to existing Village codes.

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

MASTER PLAN

- A GENERAL POLICY GUIDE FOR FUTURE DEVELOPMENT
- DESCRIBES RECOMMENDATIONS FOR WHAT SHOULD HAPPEN IN THE FUTURE
- INCLUDES BROAD RECOMMENDATIONS THAT CAN BE UNDERTAKEN BY THE VILLAGE, 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 VILLAGE 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 Mayfield Village is grouped into five phases, shown at right. These phases are described in more depth below:

Current Conditions: In this phase, we analyze demographic trends and overview Village infrastructure, services, housing, and land use

Community Vision: In this phase, we outline a vision and guiding principles for how the community wants to grow and develop in the coming decade

Goals & Actions: In this phase, we outline specific steps that can be taken to achieve the community's desired future

Implementation: In this phase, priorities, timelines, and responsibilities are attached to each action to show how to accomplish them

Master Plan Document: In this final phase, the previous components are combined and completed into a final Master Plan document

Public Input

The planning process involves the input of three groups: The Project Team, the Steering Committee, and the Public. These three groups contribute to and review the Master Plan throughout the planning process. This ensures that the goals and recommendations in the plan fit what the community would like to see.

The Project Team is made up of Village staff who provide an in-depth look at the plan due to their knowledge of the day-to-day operations of the Village. The Steering Committee is comprised of residents, business representatives, and community stakeholders that represent a cross-section of the Village. Finally, the Public includes any interested residents or parties that would like to be involved in the process. Each group meets throughout the planning process, with three public meetings that cover the most important parts of the plan.



GOALS & ACTIONS



IMPLEMENTATION



MASTER PLAN DOCUMENT

NEXT PHASES

DRAFT March 9, 2018

1.2 PLANNING CONTEXT

REGIONAL CONTEXT

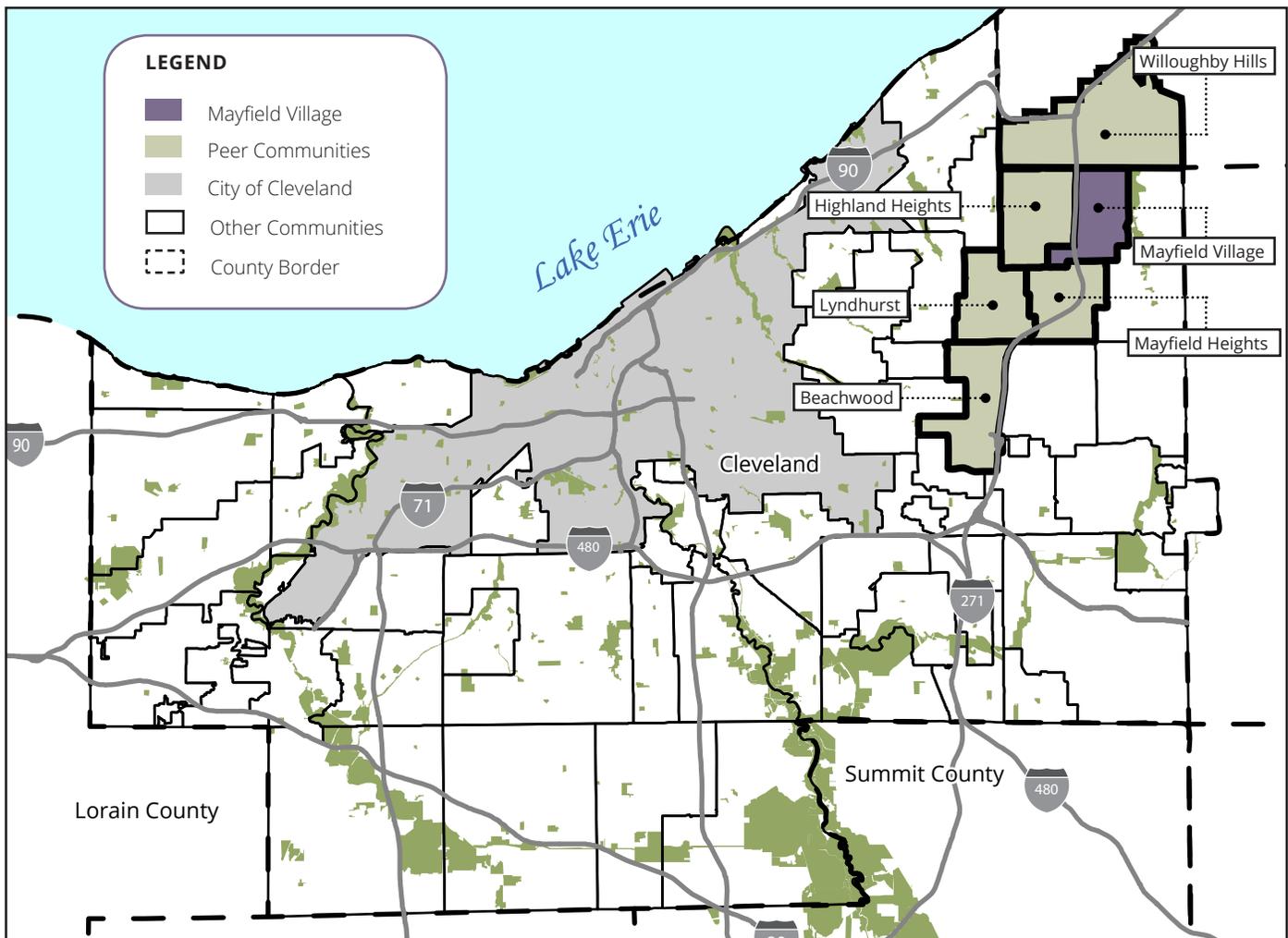
Mayfield Village is shown in purple on the map below. The Village is located in the northeast corner of Cuyahoga County and borders Gates Mills, Highland Heights, Lyndhurst, Mayfield Heights. The Village also borders Willoughby Hills located in Lake County.

characteristics due to their development patterns, local economy, and location along the I-271 corridor.

Throughout the Mayfield Village Master Plan, comparisons are made between Mayfield Village, its peer communities, and the County as a whole.

The map below shows in tan the peer communities for Mayfield Village. These communities share common

MAP 1 — REGIONAL CONTEXT

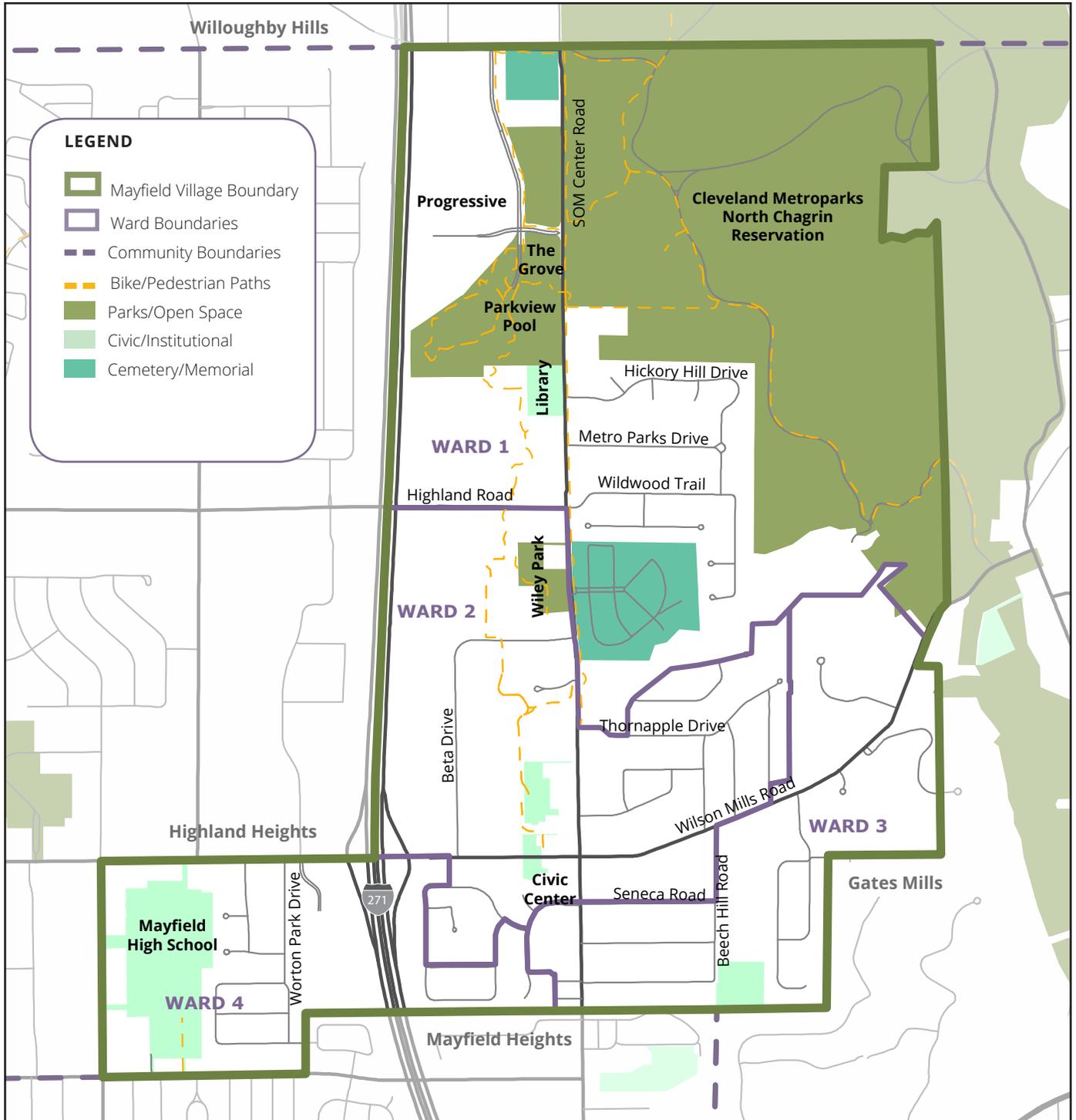


VILLAGE CONTEXT

Mayfield Village is shown in the map below. Interstate 271 largely forms the Village's western border and bisects a small portion of the Village in the southwest corner. White Road forms the northern border and is also the border between Lake and Cuyahoga Counties. The Village's eastern and southern borders jut in and out along various roads and municipalities.

Mayfield Village is grouped into four wards for the purpose of Village Council representation. The northern portion of the Village makes up Ward 1, and is largely comprised of the North Chagrin Reservation. The remaining Wards are divided into central, southwest, and southeast areas of the Village.

MAP 2 — PLANNING CONTEXT





2.0 SWOT ANALYSIS

WHAT IS INSIDE

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and is a type of exercise used to better understand a community's assets and issues. When undertaking a SWOT analysis, a community is analyzed for these four areas as a call to action.

To assist in the development of a future vision, the Steering Committee participated in a location-based SWOT activity. Using color-coded dots, they identified the places they felt were strengths, weaknesses, opportunities, and threats in Mayfield Village. The results of this exercise are included in this section.

HOW DO I USE IT?

The SWOT analysis is useful in determining the strengths, weaknesses, opportunities, and threats a community faces now and into the future. The identified issues should be used to determine potential visions, goals, and actions. For instance, a community's strength is its infrastructure, which can be marketed to potential businesses or improved to better meet a business' needs.

The SWOT analysis on the following pages should be compared with the Vision Principles and Focus Areas later in the Community Vision document to ensure SWOT issues are being addressed in the plan.

SWOT ANALYSIS

- » Strengths & Opportunities, page 12
- » Weaknesses & Threats, page 14

2.1 STRENGTHS & OPPORTUNITIES

The Steering Committee identified a series of locations throughout Mayfield Village as strengths and opportunities for the Village. In some cases, members identified the same places as both strengths and opportunities. Map 3 on the following page displays these locations, while the paragraphs below describe common locations and themes.

IDENTIFIED STRENGTHS

Strengths are places that provide an advantage that should be protected and bolstered. The Village has a variety of strengths in neighborhoods, parks and amenities, and commercial and industrial land.

Parks: Mayfield Village has excellent parks and park amenities throughout the Village. The North Chagrin reservation is a major natural area and connects to the Rinker Greenway trail. The newly completed Grove Amphitheatre adds to the pool and sports fields already located in Village parks.

Mayfield Schools: The Mayfield Local School district was identified by many as an excellent asset that draws families to the Village.

Major Employers: Mayfield village is home to Progressive Insurance, but also has many other significant businesses. QED, Skoda Minotti, and Rockwell Automation add to the strong business base in the Village

Interstate Access: The I-271 Interchange at Wilson Mills Road provides quick access to the region for both residents and businesses.

IDENTIFIED OPPORTUNITIES

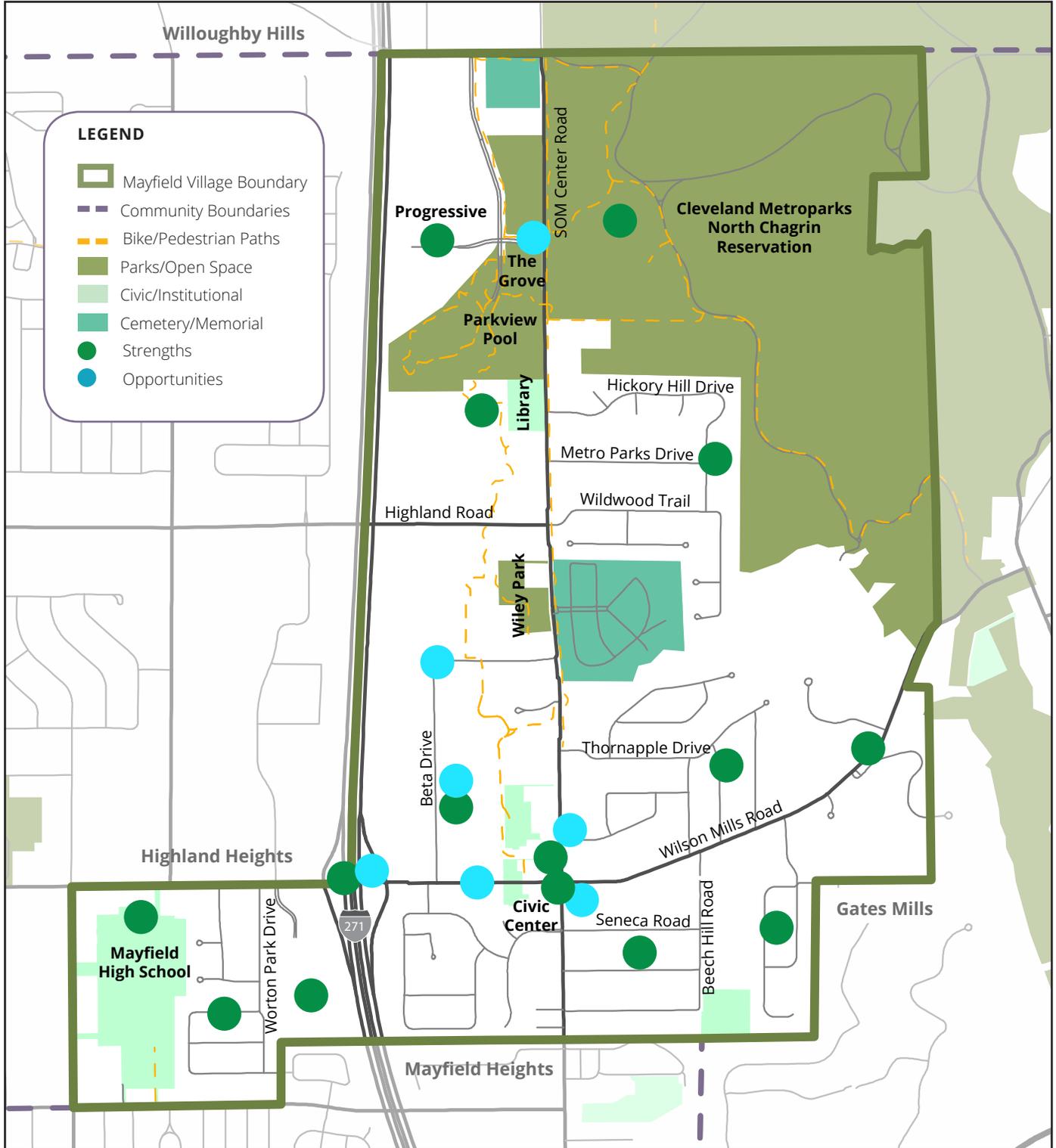
Opportunities are underdeveloped places and assets that could give the Village an advantage. These should be studied for improvement to turn the opportunity into a strength. Based on existing strengths and positive momentum, improvements in certain areas of the Village could serve to positively impact residents, industries, and retail centers.

Beta Drive: The Beta Drive Industrial Park provides an excellent opportunity to expand and build on the business, manufacturing, and supplier base in the Village. There is ample space to expand buildings or redevelop properties to support new businesses. Business attraction, building maintenance, site development, and streetscape enhancements are all opportunities leverage Beta Drive as an economic engine.

I-271 Interchange: While the interchange provides excellent access, it also splits the Village in two and is not an attractive gateway to the Village. Enhancing the aesthetics and connectivity at the interchange along Wilson Mills Road can enhance the Village.

Streetscapes: Tree lawns, medians, and sidewalks along major corridors provide ample opportunity to continue to make the Village a more attractive place to live and work.

MAP 3 — STRENGTHS & OPPORTUNITIES LOCATIONS



2.2 WEAKNESSES & THREATS

The Steering Committee identified a series of locations throughout Mayfield Village as weaknesses and threats for the Village. In some cases, members identified the same places as both weaknesses and threats. Likewise, many locations that were considered opportunities by some Steering Committee members were considered weaknesses and threats by others. Map 4 on the following page displays the identified locations of weaknesses and threats, while the paragraphs below describe common locations and themes.

IDENTIFIED WEAKNESSES

Weaknesses are places that are a disadvantage for Mayfield Village. These should be defended against or limited. Steering Committee members identified few existing weaknesses, but some themes did emerge.

Beta Drive: Many expressed concerns that if Beta Drive were not improved and let to deteriorate, it could be a drain on the Village as it could push businesses out of the Village, and thereby weaken tax receipts and limit future services.

Local connectivity: The Village has a great trail system, however residents have expressed concern that several neighborhoods have incomplete sidewalk networks, and some were built without sidewalks completely. Providing sidewalks in these neighborhoods would help enhance safety and connectivity to the Village's parks, trails, retail centers, schools, and employers.

Traffic: With such a large business presence, traffic at peak rush hours can create significant congestion and place a burden on Village residents.

Housing Development: Though the village has excellent neighborhoods, its housing stock is limited. There are few options for young residents, or empty-nesters and seniors wishing to downsize. This is compounded by the lack of land available for development.

IDENTIFIED THREATS

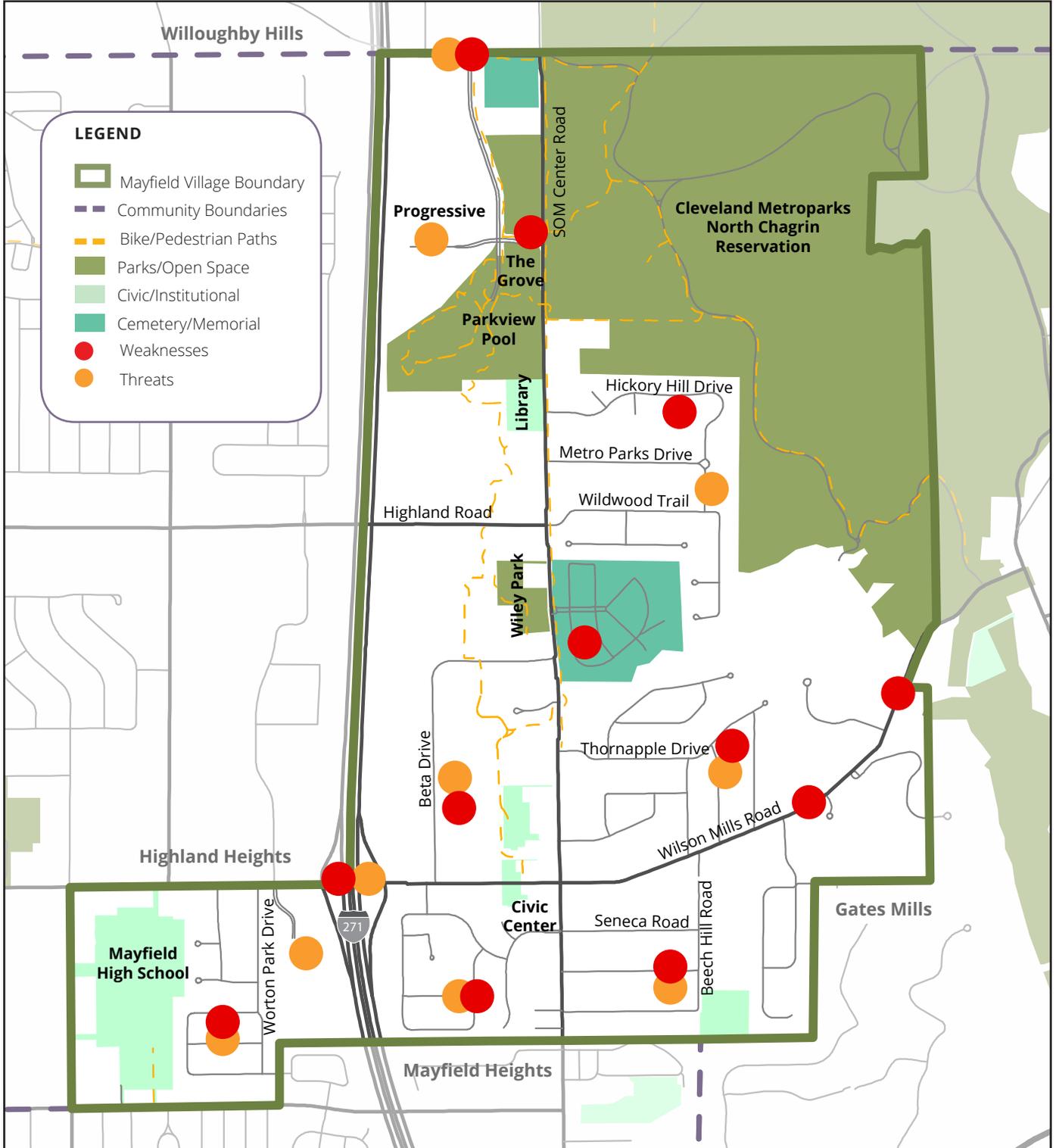
Threats are places that could pose an issue for the community if left unaddressed or neglected. These should be defended against or limited.

Traffic: If traffic is not managed appropriately and creates bigger congestion issues, it can drive away residents and new business development.

Future Corporate Downsizing: Progressive Insurance and other major companies are currently strong, and some even growing. However, if future conditions change, one or more of these companies could decide to downsize or move. This could have serious fiscal impacts for the Village.

Housing & Neighborhoods: Residents want to maintain the high-quality neighborhoods in the Village. New housing or development should be held to high standards for quality and appearance while fitting with the character and scale of existing neighborhoods.

MAP 4 — WEAKNESSES & THREATS LOCATIONS





3.0 COMMUNITY VISION

WHAT IS INSIDE

The Community Vision section covers the overarching Vision Statement that will drive the heart of the Master Plan's recommendations. It will also outline the Core Themes of the Master Plan and the associated Guiding Principles. The core Themes and Guiding Principles cover a wide range of topics, describing how the 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. These principles are described in broad descriptions of how the community could look and function in five to ten years.

The Community Vision, Core Themes, and Guiding Principles summarize the input gathered through research, the Community Survey, and feedback from the Project Team, Steering Committee, and the first Public Meeting. They form the ideas and hopes for the future into a framework to build out policy and action recommendations to help guide the community to its desired future.

HOW DO I USE IT?

The Community Vision section describes the desired future for Mayfield Village. The Vision Statement, Core Themes, and Guiding Principles broadly capture the ideas and hopes that residents, business leaders, and community members would like to see for the future of the Village.

The Core Themes and Guiding Principles also create a framework that will inform and determine the specific actions recommended in the Master Plan. This framework will also give the Master Plan structure to organize and reference the action and policy recommendations and make sure they point back to the Community Vision.

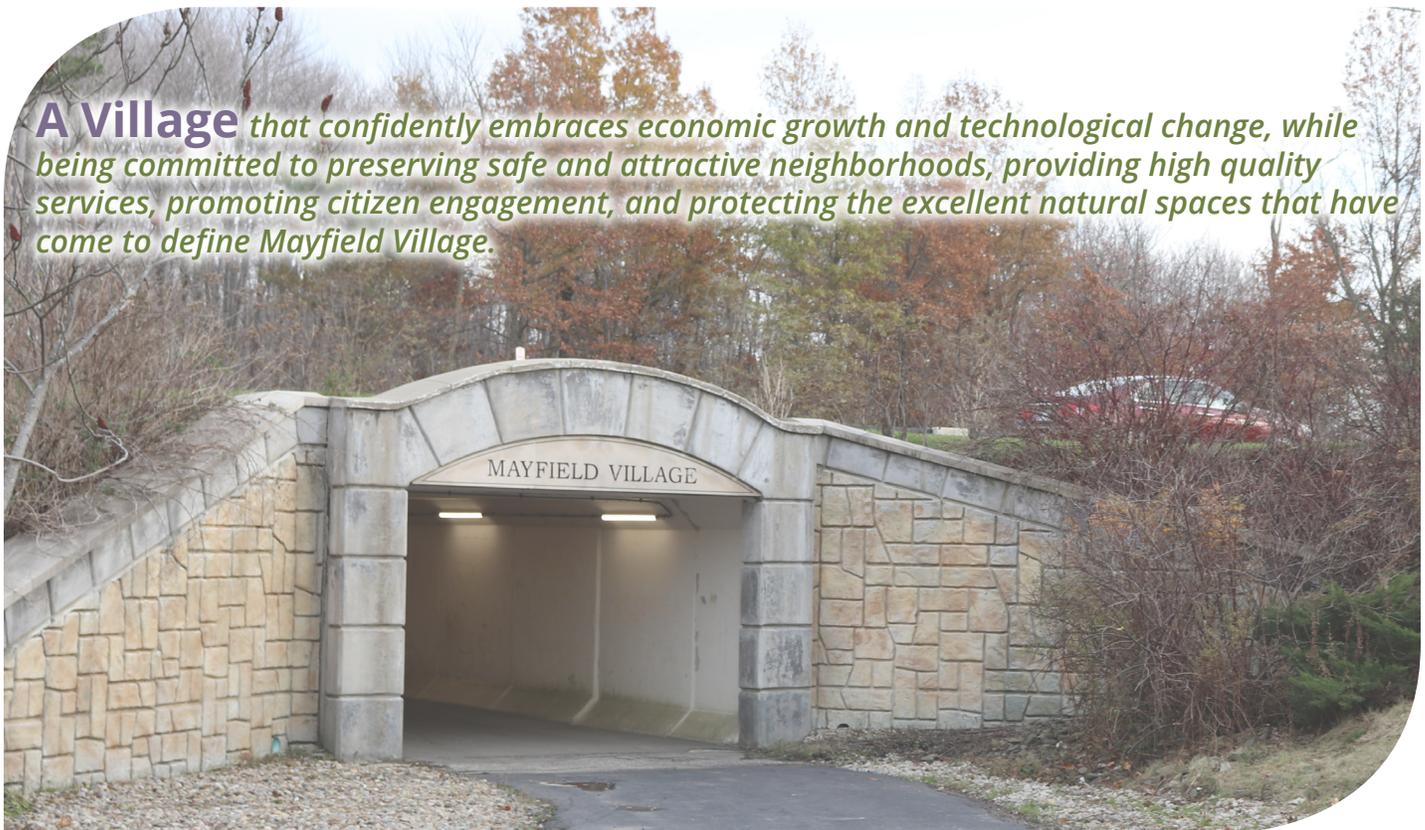
COMMUNITY VISION

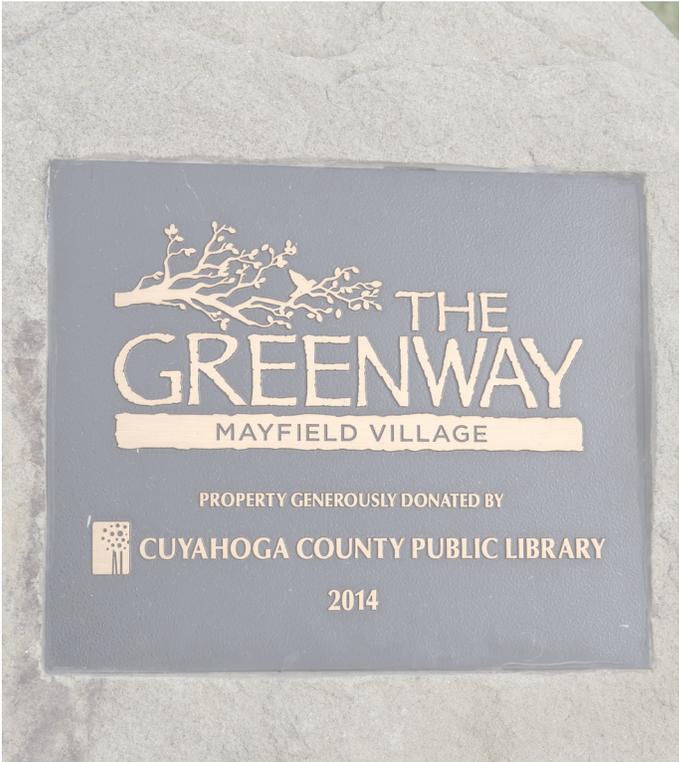
- » Vision Statements, page 18
- » Core Themes & Principles, page 19
- » Focus Areas, page 22

3.1 VISION STATEMENT

THE VISION FOR THE FUTURE OF MAYFIELD VILLAGE:

A Village *that confidently embraces economic growth and technological change, while being committed to preserving safe and attractive neighborhoods, providing high quality services, promoting citizen engagement, and protecting the excellent natural spaces that have come to define Mayfield Village.*





3.2 CORE THEMES & PRINCIPLES

THE MASTER PLAN FRAMEWORK

The Mayfield Village Master Plan will be developed using a framework to help order and organize the Plan. Developing this framework is also identifies the common values and ideas that will drive the Plan recommendations.

The Framework builds the Vision Statement into an outline that creates common values that can bond or connect different development areas. It is more specific than the Vision Statement and begins to spell out and direct the values and ideas contained in the Vision. This top-level framework structures the Plan and focuses the scope for future recommendations. Recommendations will then be able to work together and build upon each other.

The framework consists of two top-level ideas. Core Themes and Guiding Principles. Below is a brief explanation of what these are and how they should be used.

Core Theme: A Core Theme is a short phrase identifying a value that is to be pursued, propagated, and protected. It is an idea that is specific enough that it can quickly be identified with, but is broad enough that it can have an impact across multiple aspect of community development. These are core ideas to help brand the Master Plan and are the first steps in creating specific actions recommendations.

Guiding Principle: These are more targeted phrases dealing with specific aspects of development or Village policy. They provide a general guide for how a specific area of development or policy should be managed. It identifies the most important aspects of development, such as transportation, services, infrastructure, etc., and the key aspects that are to be addressed or achieved in any recommendations.

These Core Themes and Guiding Principles were developed through discussion and feedback from the Project Team and the Steering Committee to ensure they encapsulate the values and desired outcomes for the Village.

BUILDING OUT THE FRAMEWORK

These top-level concepts are the blueprint to further develop specific goals and actions that will bring about the desired future for Mayfield Village. Actions recommendations that will be added in the following phases should continually point to these core values and ideas.

The following section elaborates on the Core Themes and Guiding principles that have been extracted from the Vision Statement.

Supplementing this framework are identified Focus Areas. These are specific locations in the Village that have been identified through the Current Conditions and Visioning Phases. The Focus Areas will work with the Core Themes and Guiding Principles to further focus recommendations for the Master Plan.

CORE THEME: CONNECTED COMMUNITY



1 SAFE & EFFICIENT TRANSPORTATION

- » Traffic management and mitigation investment
- » Quality, well maintained infrastructure
- » Increased pedestrian and bike infrastructure on streets and at intersections
- » Regional cooperation on transportation issues



2 CONNECTIVITY

- » A well connected, multi-modal community supporting pedestrians, bikes, transit, and auto transportation
- » Infrastructure and safety enhancements to encourage walking and biking
- » Complete neighborhood sidewalk network
- » Walkable areas supporting community engagement and economic development



3 CAPITAL IMPROVEMENTS

- » Village infrastructure projects are a priority, especially streets, intersections, water, sewer, & civic buildings
- » Seek out regional, State, and Federal funding
- » Purchase land for preservation or Village facilities
- » Regional leader in implementing innovative transportation or environmental infrastructure



4 ENGAGED & CONNECTED CITIZENS

- » Increased community programs and events to engage residents
- » Inter-organizational cooperation and collaboration
- » Increased efforts at community outreach and information dissemination
- » Increased on-line community engagement

CORE THEME: THRIVING ECONOMY



1 BUSINESS DEVELOPMENT & GROWTH

- » Focus on the attraction and retention of high quality jobs and businesses
- » Develop and support local small business
- » Village investment in technology and infrastructure for businesses
- » Facilitate redevelopment on Beta Drive



2 INNOVATION

- » Invest in technology infrastructure
- » Attract businesses in research, technology, and energy,
- » Invest in workplace training and education
- » Implement modern and responsive zoning regulations



3 BEAUTIFUL & WELCOMING

- » Design standards for development and public spaces
- » Village branding to promote a consistent identity
- » Enhance the streetscapes of major corridors (signage, light poles, benches, banners, etc.)
- » Enhance landscaping and street trees
- » Promote the Village as regional business location



4 REGIONAL LEADERSHIP

- » Lead the way in working to address regional issues
- » Promote cooperation and consolidation where appropriate
- » Implement regional demonstration projects in infrastructure and government operations
- » Engage the business community to promote the region

CORE THEME: A PLACE TO CALL HOME



1 A PLACE TO LIVE FOR A LIFETIME

- » Housing options for all ages and stages of life
- » Seek opportunities to strengthen and expand Village services
- » Development focus on healthcare, recreation, and livability
- » Park amenities and recreation programs for all ages



2 PRIORITIZING GREENSPACE, PARKS, & RECREATION

- » Protect existing undeveloped land
- » Enhance the amenities at existing parks
- » Increased recreational offerings
- » Enhanced recreational facilities
- » Connect neighborhoods to parks and greenspace
- » Preserve or restore environmental functions through green infrastructure and development regulations



3 SAFE & VIBRANT NEIGHBORHOODS

- » Strong housing stock and code enforcement
- » Pedestrian and bike infrastructure for safe streets
- » Community events and outreach
- » Neighborhood greenspace
- » Recreation programs that promote a healthy and active lifestyle



4 EXCEPTIONAL VILLAGE SERVICE

- » ADA compliant upgrades to Village facilities
- » Enhanced and expanded Village services to meet resident and business needs
- » Promote and employ green and sustainable practices
- » Regional collaboration on government and safety services for efficiency and cost savings

3.3 FOCUS AREAS

FOCUS AREAS

Based on input and information gathered by County Planning as part of the Current Conditions analysis, input from the Project team, and feedback from the Steering Committee, areas of specific concern for the future were identified.

WHAT IS A FOCUS AREA?

The Focus Areas are places where additional transportation and land use analysis and review will take place as part of the Master Plan. They include diverse areas including commercial nodes, transportation corridors, and industrial parks. Each Focus Area is a defined location within which specific strategies and policies will be outlined to guide development.

WHY THESE AREAS WERE CHOSEN

The Focus Areas were built from the input of Village staff, Stakeholders, and County Planning analysis. These are the initial areas that were selected; however, these areas are subject to change, or new Focus Areas identified, based on future input.

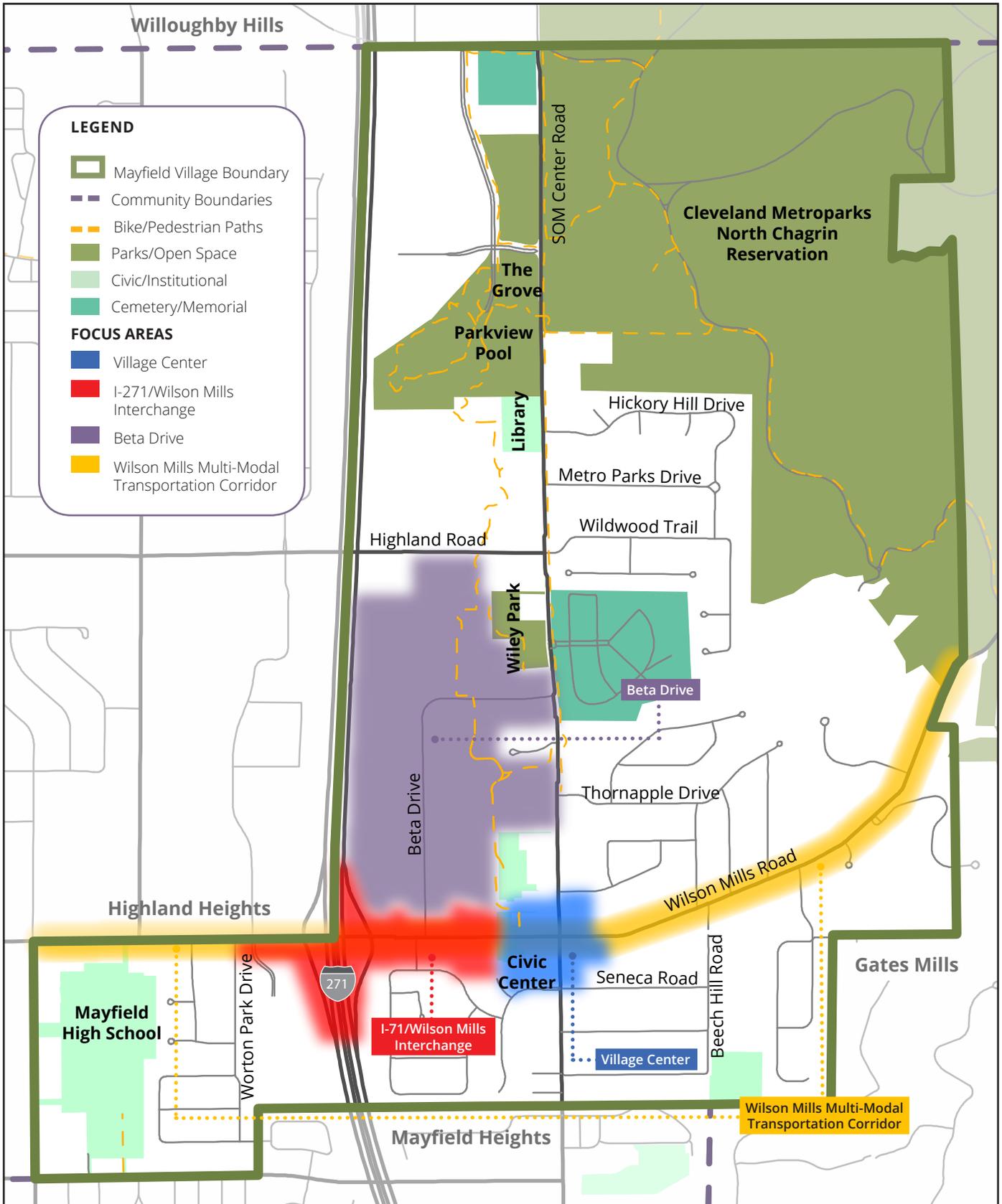
Focus Areas are specific locations where the Core Themes and Guiding Principles can be targeted for specific long-term development goals. They are also the areas for greatest concern or opportunity as identified through the SWOT Analysis

THE FOCUS AREAS

The four Focus Areas are shown on Map 5. They include a variety of character areas, within which are assets and opportunities. They are listed below:

- » Village Center
 - Future Commercial Redevelopment
 - Intersection Improvements
 - Streetscape Enhancements
- » Beta Drive
 - Site Redevelopment
 - Streetscape Enhancements
 - Zoning & Development Regulations
- » I-271/Wilson Mills Interchange
 - Bike/Pedestrian Connectivity
 - Gateway & Streetscape Enhancements
 - Design Guidelines
- » Wilson Mills Multi-Modal Transportation Corridor
 - Bike/Pedestrian Enhancements
 - Pavement Resurfacing
 - Intersection Improvements

MAP 5 — FOCUS AREAS





County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE