



Mayfield Village MASTER PLAN

Public Presentation

February 15, 2018

OUR MISSION

“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.”



County Planning

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COMMUNITY MASTER PLANS

- **2015**

- Beachwood
- Cleveland Heights
- University Heights
- Parma Heights
- Olmsted Falls



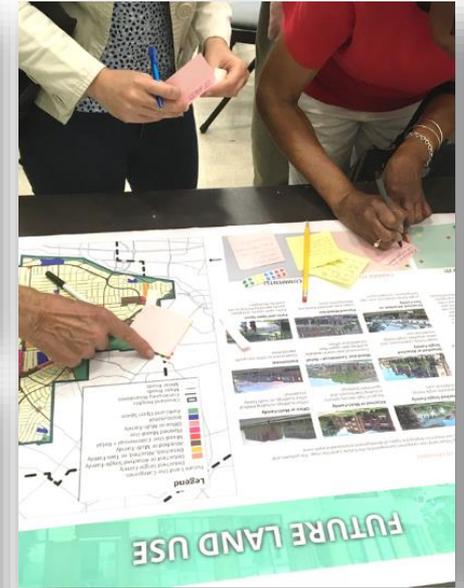
- **2016**

- Bay Village
- Euclid
- Richmond Heights
- Rocky River



- **2017**

- Mayfield Village
- Strongsville
- Maple Heights
- Brecksville
- Parma Town Center



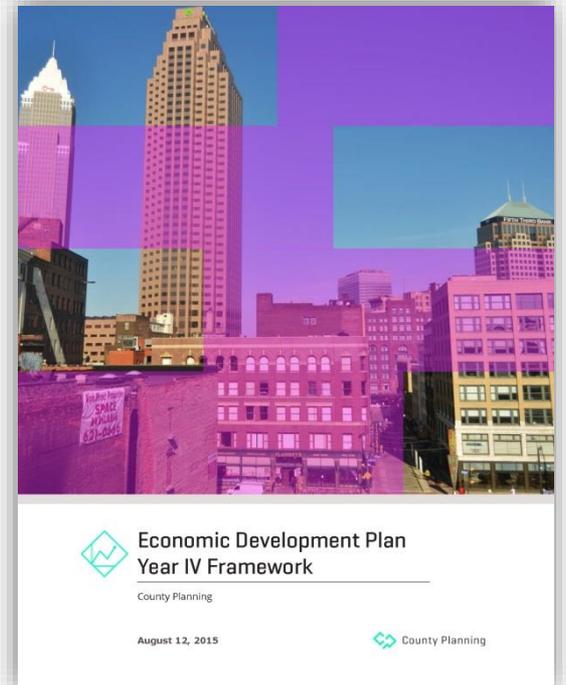
COUNTY WIDE HOUSING STUDY

Plan to determine housing needs, market demand, and best practices

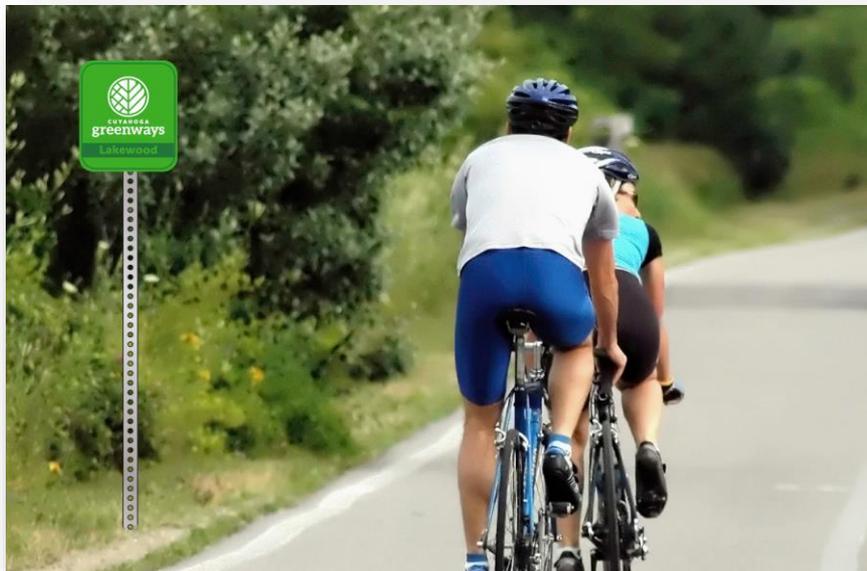


PLACE BASED ECONOMIC DEVELOPMENT PLAN

Countywide economic development framework



CUYAHOGA GREENWAYS



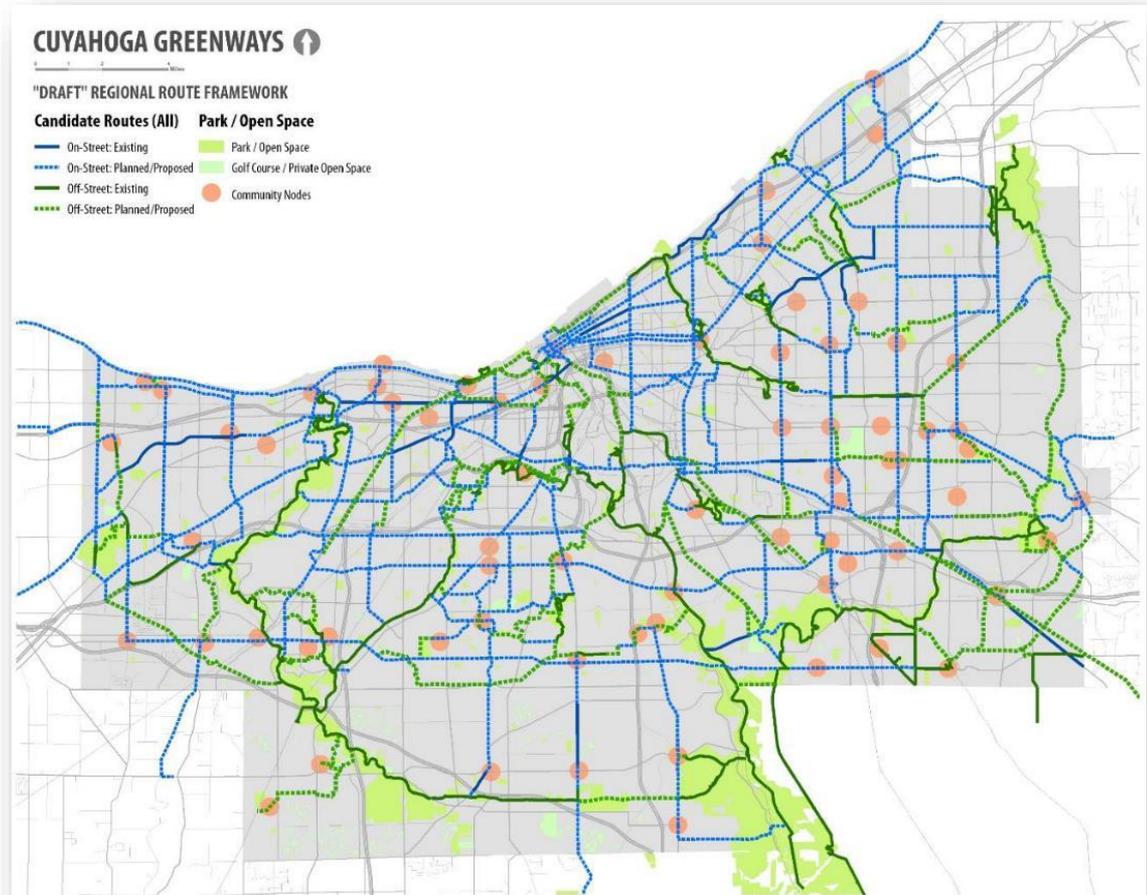
CUYAHOGA GREENWAYS: CANDIDATE ROUTES (CURRENT)



✓ Includes **on-** and **off-street** routes

✓ Includes **existing, planned,** and **proposed** routes

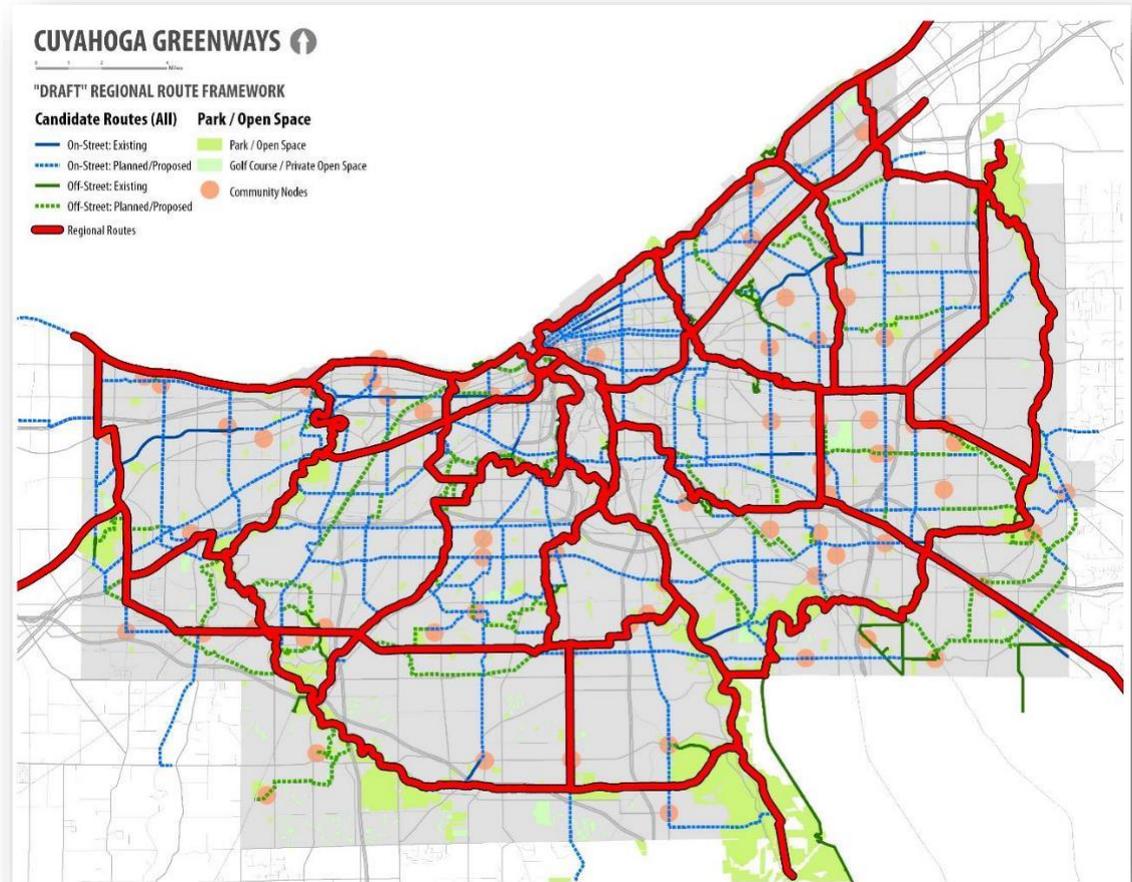
✓ In some cases, may be desire to upgrade existing facility to a higher level facility



CUYAHOGA GREENWAYS: CANDIDATE ROUTES (REGIONAL NETWORK DRAFT)



- ✓ Emphasizes trail (all ages & all abilities) connections with a regional, cross-county opportunity
- ✓ Other candidate routes are part of a “supporting” system of on-road and off-road links



An aerial photograph of a golf course and clubhouse. The clubhouse is a large, light-colored building with a blue roof, situated on the left side of the image. The golf course is green and well-maintained, with several fairways and greens visible. The surrounding area is filled with trees in various shades of autumn, including yellow, orange, and red. A road with a few cars is visible in the lower left. The overall scene is bright and clear, suggesting a sunny day.

PLANNING PROCESS MEETING AGENDA

- WHAT IS A MASTER PLAN?
- PROJECT PHASES
- COMMUNITY SURVEY
- CURRENT CONDITIONS
- COMMUNITY VISION
- NEXT STEPS
- YOUR FEEDBACK

- **WHAT IS A MASTER PLAN?**

- PROJECT PHASES

- COMMUNITY SURVEY

- CURRENT CONDITIONS

- COMMUNITY VISION

- NEXT STEPS

- YOUR FEEDBACK

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- **PROJECT PHASES**
- COMMUNITY SURVEY
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PLANNING PROCESS

WHAT IS A MASTER PLAN

WHAT IS A MASTER PLAN?

- ✓ A **long-term** plan for how the community wants to **grow and develop** in the **future**
- ✓ Inventories what **exists today** and outlines the **community's vision** for the future
- ✓ Describes **concrete action steps** to achieve the vision



WHY PLAN?

- ✓ Provides the opportunity for **community input**
- ✓ **Prepares** the Village, residents, and businesses for the **future**
- ✓ **Shapes future development** to match the community's priorities
- ✓ Provides a **competitive advantage** in applying for grant funding

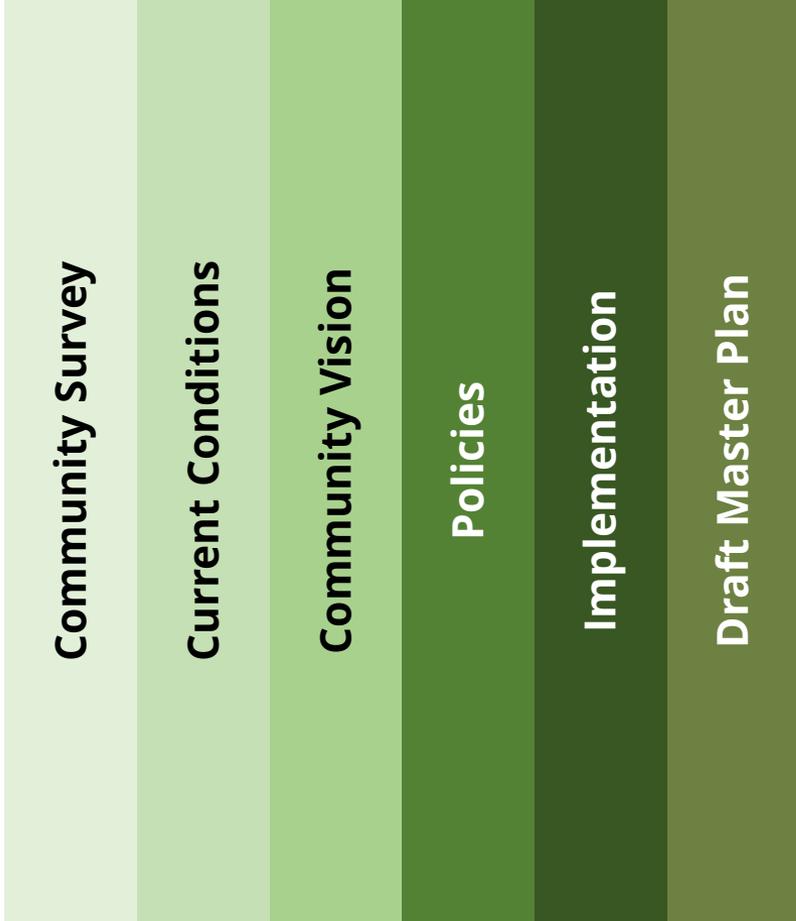




PLANNING PROCESS PROJECT PHASES

Mayfield Village Master Plan:

Six Steps



Mayfield Village Master Plan: Step One

Community Survey

Summary of the findings from the returned surveys

Findings will be incorporated into the Current Conditions analysis

Final report delivered November 2017

Current Conditions

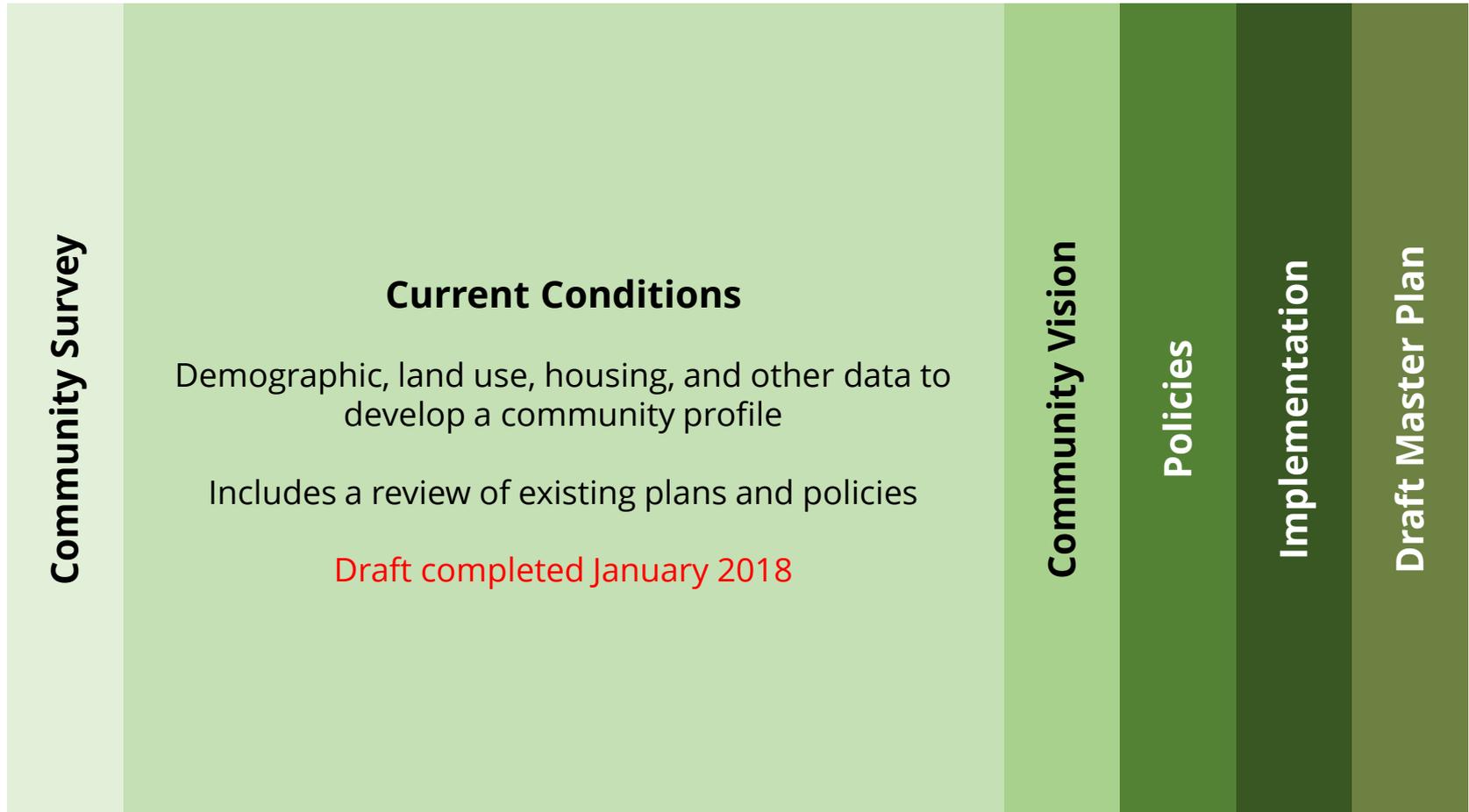
Community Vision

Policies

Implementation

Draft Master Plan

Mayfield Village Master Plan: Step Two



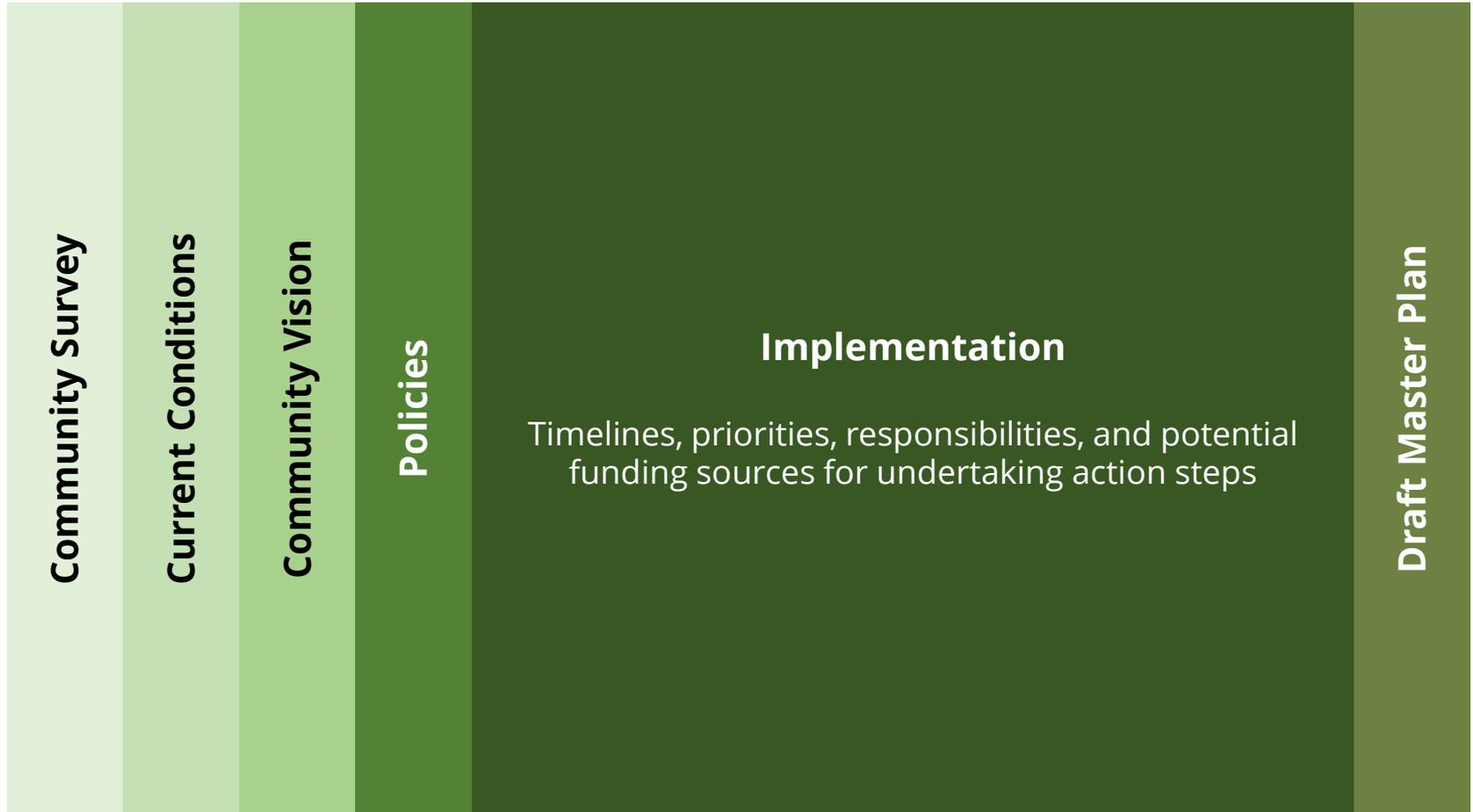
Mayfield Village Master Plan: Step Three



Mayfield Village Master Plan: Step Four



Mayfield Village Master Plan: Step Five



Mayfield Village Master Plan: Step Six



ROLES & RESPONSIBILITIES: THE PUBLIC

The Public are all interested residents, business owners, or stakeholders

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

ROLES & RESPONSIBILITIES: STEERING COMMITTEE

The Steering Committee is a larger group of involved residents, businesses, and civic leaders

- ✓ Are **representatives** of the community
- ✓ Share **expertise** and on-the-ground knowledge
- ✓ Are **advocates for the plan** and its implementation
- ✓ Review **in-depth documents** before public meetings

ROLES & RESPONSIBILITIES: PROJECT TEAM

The Project Team is a smaller group of civic and community leaders

- ✓ Share **expertise** and on-the-ground knowledge
- ✓ Assist in the **collection of data**, images, and other community resources
- ✓ Review **in-depth documents** before release to Steering Committee

ROLES & RESPONSIBILITIES: COUNTY PLANNING

County Planning are the facilitators of the planning process

- ✓ **Translates concerns** and suggestions into plan documents
- ✓ **Offers planning expertise** and innovative ideas
- ✓ **Consolidates various plans** into a single, comprehensive document



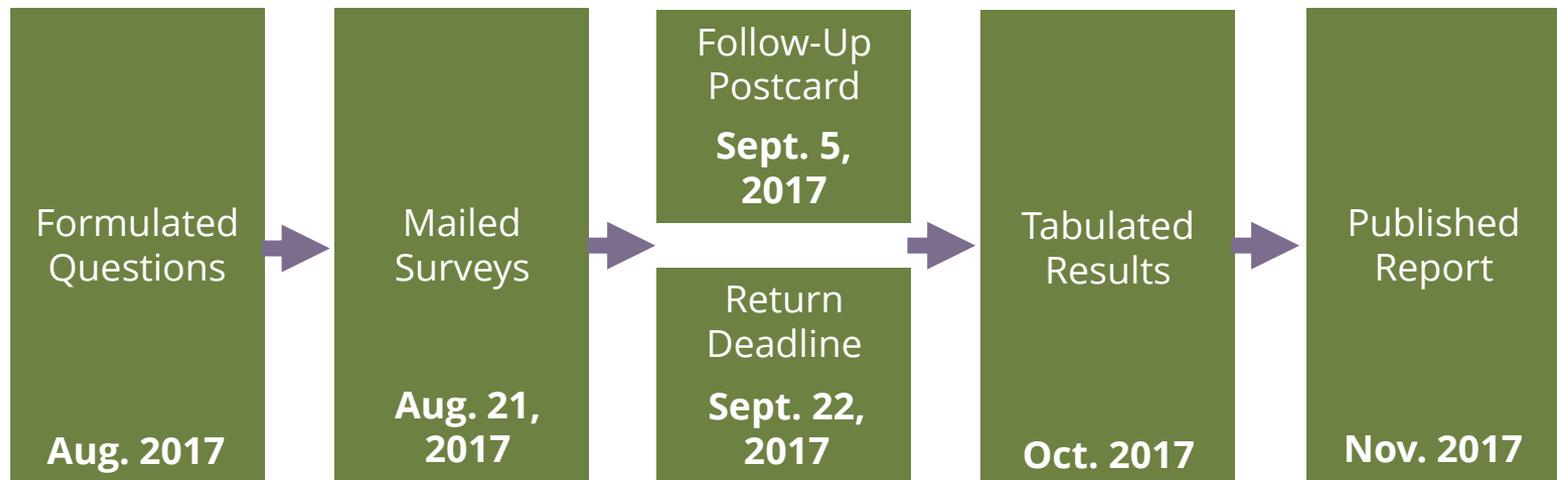
PLANNING PROCESS COMMUNITY SURVEY

METHODOLOGY & PROCESS

SURVEY BACKGROUND

- In May 2017, Mayfield Village was awarded a competitive grant to update its Master plan by County Planning
- Village Council approved a separate agreement with County Planning to complete a Community Survey to gain public opinion and feedback

SURVEY PROCESS



RESULTS & SURVEY REPORT

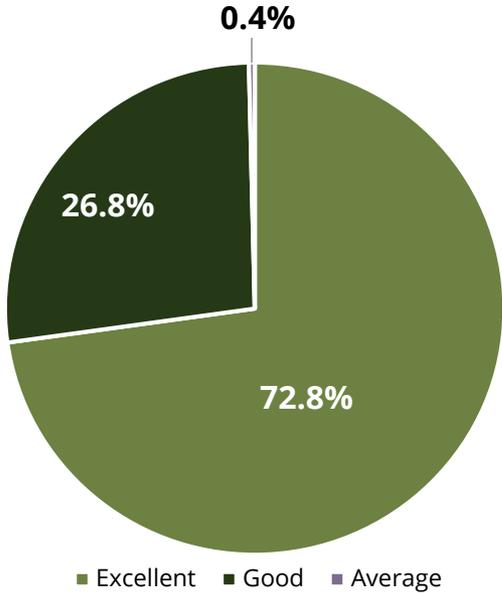
SURVEY STATISTICS	
Universe	1,507 Households
Mailed Surveys	1,507 Surveys
Returned Surveys	544 Surveys
Response Rate	36.10%
Confidence Level	95%
Statistical Error Rate	+/- 3.40

SURVEY TOPICS

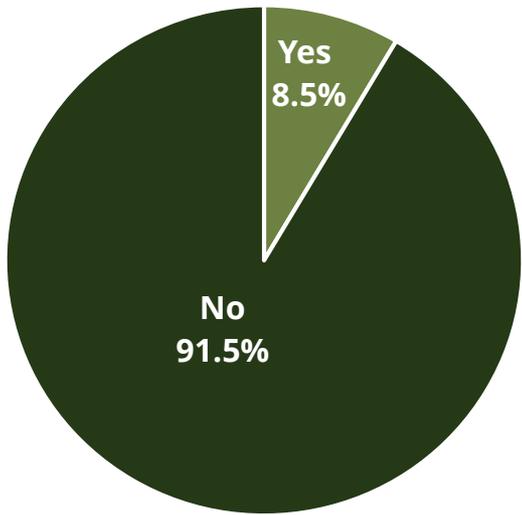
- Residing in Mayfield Village
- Parks, Recreation & Culture
- Village Image and Communication
- Housing
- Economic Development
- Land Use
- Transportation
- Community Amenities
- Village Services
- Quality of Life
- Demographics

KEY FINDINGS

OVERALL QUALITY OF LIFE

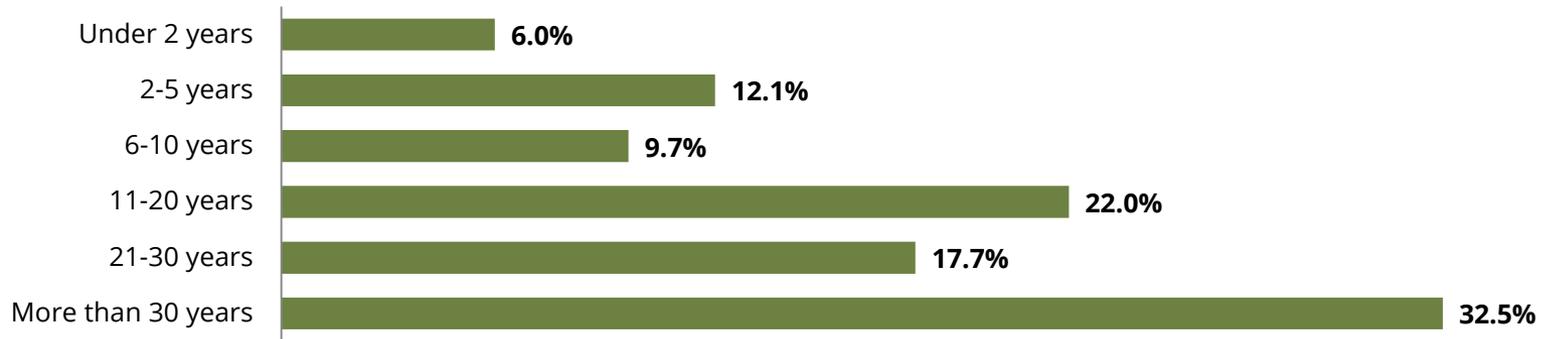


DO YOU WANT THE POPULATION TO GROW?

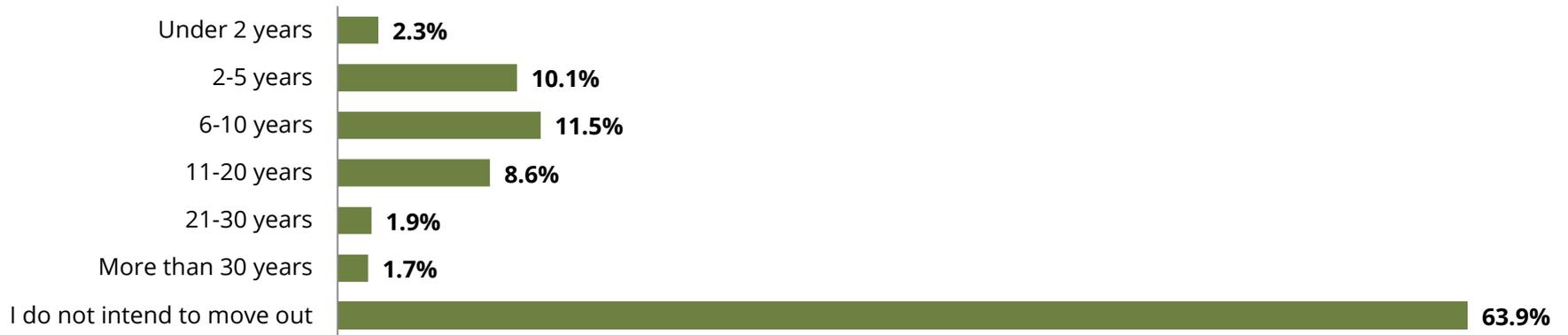


KEY FINDINGS

LENGTH OF RESIDENCY



PLANNED LENGTH OF RESIDENCY IN MAYFIELD VILLAGE

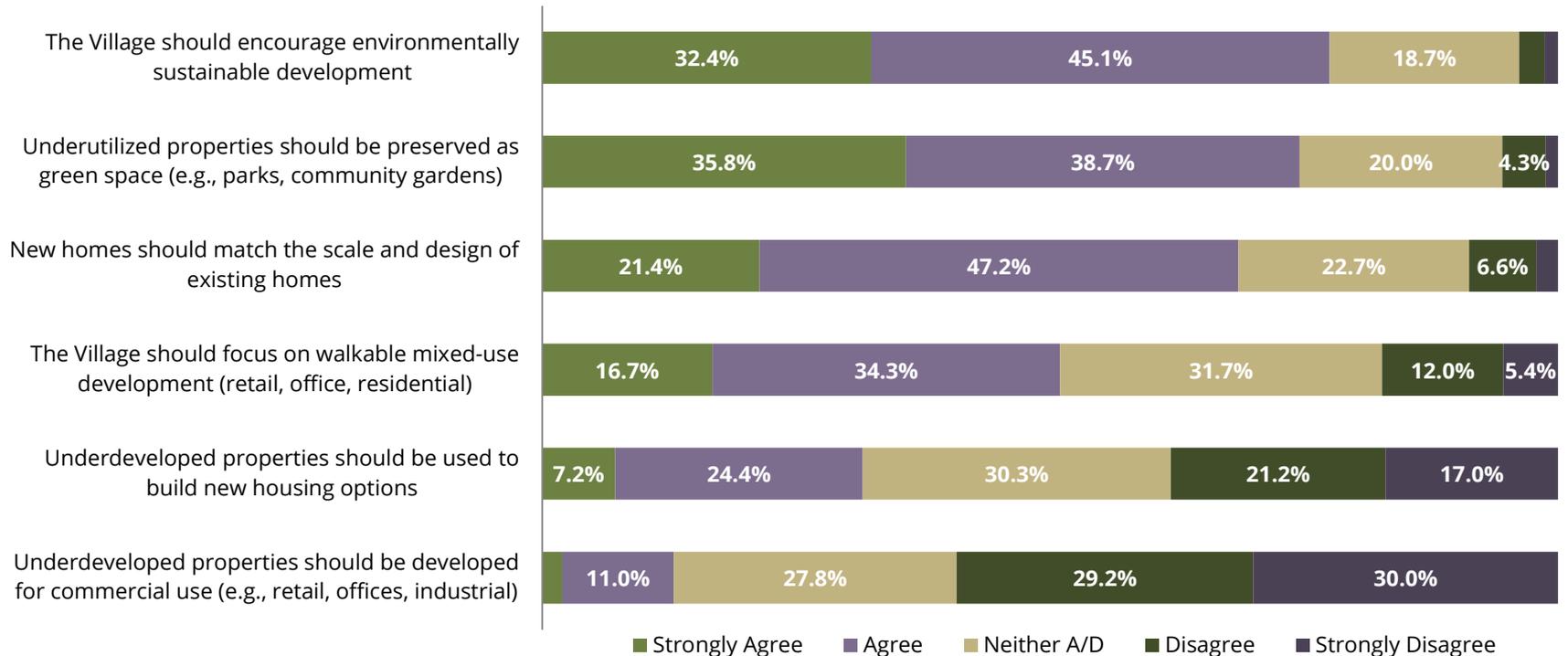


KEY FINDINGS

AGREEMENT ON FUTURE DEVELOPMENT	STRONGLY AGREE OR AGREE
Environmentally Sustainable	77.5%
Preserve Greenspace	74.5%
Scale and Design	68.6%
Walkable Mixed-Use	51.0%
New Housing Options	31.6%
Develop Commercial Uses	13.0%

KEY FINDINGS

AGREEMENT ON FUTURE DEVELOPMENT

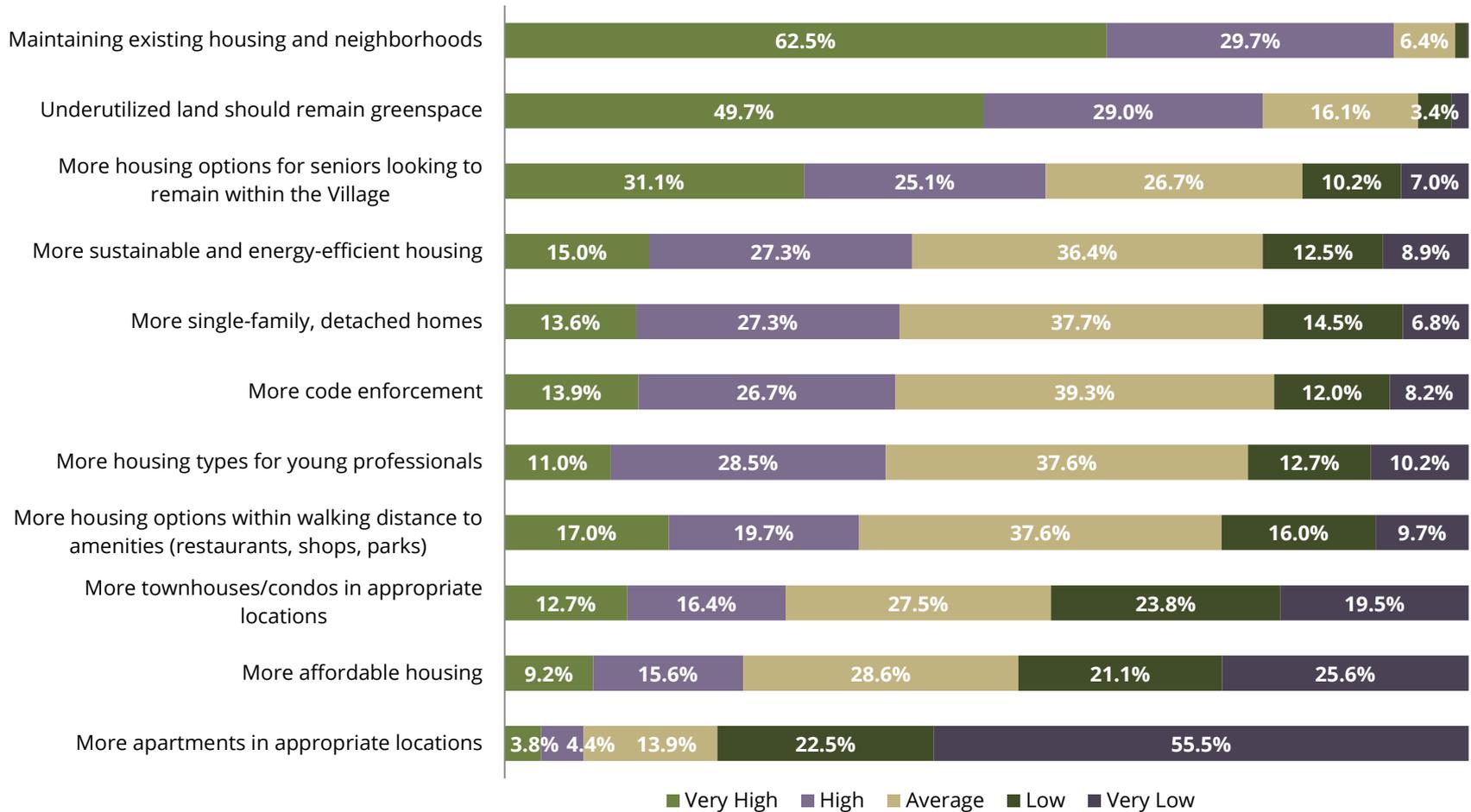


KEY FINDINGS

PRIORITY LEVEL FOR HOUSING POLICY OPTIONS	VERY HIGH OR HIGH
Maintain Existing Housing	92.2%
Remain Greenspace	78.7%
Senior Housing	56.2%
Sustainable/Energy-Efficient Housing	42.3%
Single-Family, Detached	40.9%
More Code Enforcement	40.6%
Young Professional Housing	39.5%
Housing Near Amenities (Walkable)	36.7%
Townhouses/Condos	29.1%
Affordable Housing	24.8%
Apartments	8.2%

KEY FINDINGS

PRIORITY LEVEL FOR HOUSING POLICY OPTIONS





PLANNING PROCESS CURRENT CONDITIONS

CURRENT CONDITIONS DOCUMENT

1.1 COMMUNITY PROFILE

- Population
- Density
- Households
- Race & Ethnicity
- Educational Attainment
- Income
- Occupancy & Vacancy
- Tenure
- Rent
- Affordability
- Housing Units
- Housing Market
- Home Sales
- Condominium Sales
- Property Tax
- Income Tax
- Employment
- Employment Centers

1.2 TRANSPORTATION & INFRASTRUCTURE PROFILE

- Commute
- Vehicle Ownership
- Infrastructure Projects
- Transit System
- Transit Coverage
- Bike Routes
- Connectivity

1.3 COMMUNITY SERVICES PROFILE

- Police Department
- Fire & Emergency Services
- Senior Services
- Parks & Recreation
- Schools
- Library

1.4 LAND USE PROFILE

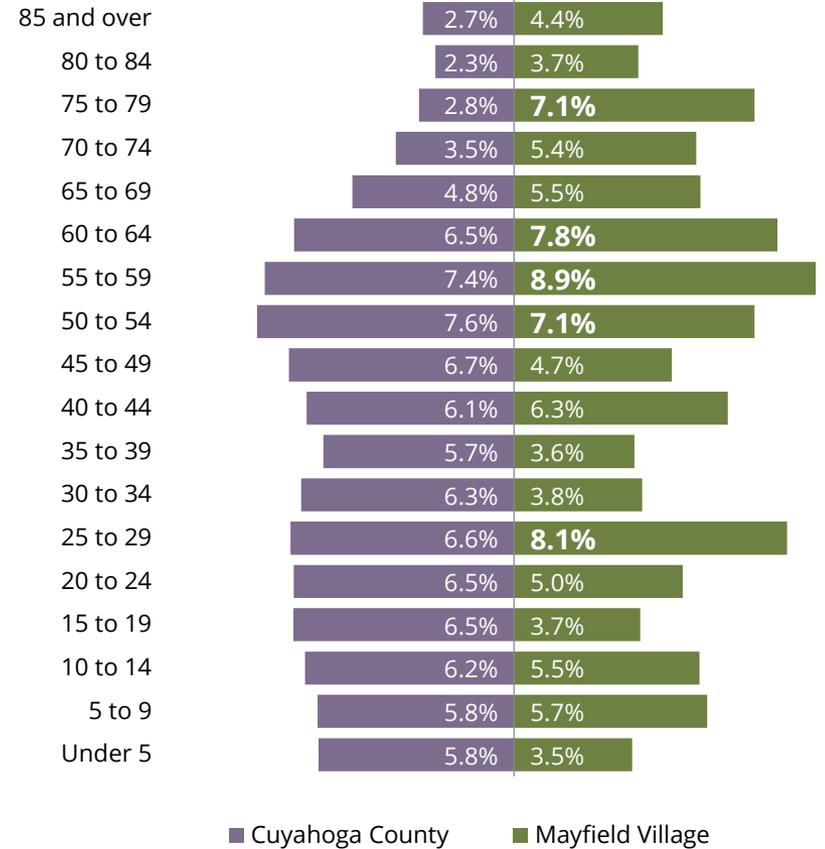
- Land Use
- Zoning
- Vacant Land
- Parks & Open Space
- Tree Canopy
- Waterways & Slopes

KEY FINDINGS

Population Growth, 1950 to 2016

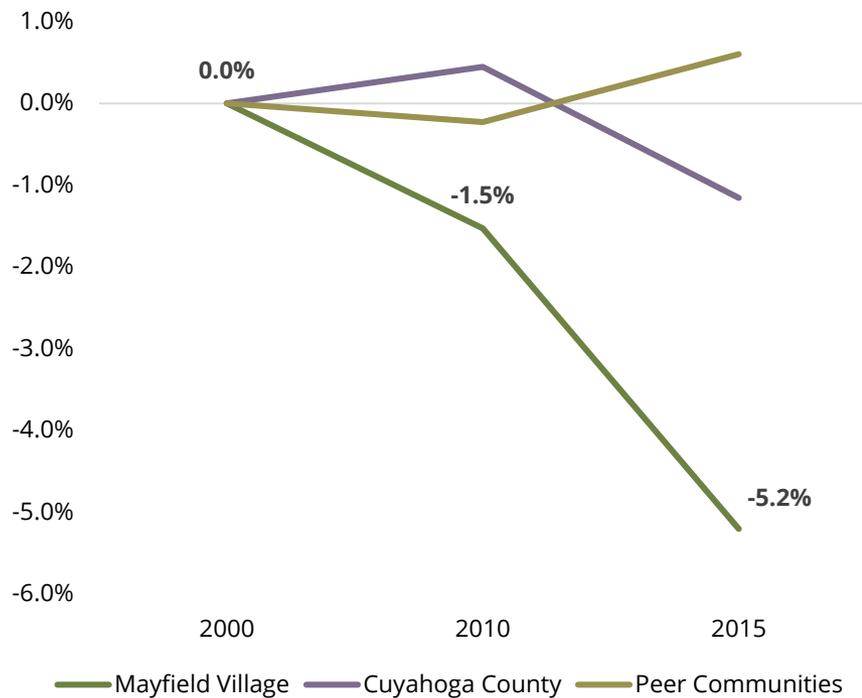


Population Pyramid, 2015



KEY FINDINGS

Percent Change in Household Size, 2000 to 2015



Average Household Size, 2015



KEY FINDINGS

Commuting Direction, 2015



Commuting Destinations, 2015

Destination	Number of Residents Employed at Destination
Cleveland	408
Mayfield Village	178
Mayfield Heights	80
Beachwood	79
Highland Heights	76
Willoughby Hills	44
Solon	43
All Other Locations	856
TOTAL	1,764



PLANNING PROCESS COMMUNITY VISION

COMMUNITY VISION

- Feedback from the Current Conditions document, SWOT responses, and Project Team and Steering Committee discussions were synthesized to create unified Vision Themes
 - Vision statement or unifying theme for the Plan
 - Broad Goals to frame the development of actions and Focus Area plans
 - Vision Statement, Themes, Principles, Focus Areas



COMMUNITY VISION

“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.”



THEME #1: CONNECTED COMMUNITY

Principles

- 1) Safe & Efficient Transportation
- 2) Connectivity
- 3) Capital Improvements
- 4) Engaged & Connected Citizens



THEME #2: THRIVING ECONOMY

Principles

- 1) Business Development & Growth
- 2) Innovation
- 3) Beautiful & Welcoming
- 4) Regional Leadership



THEME #3: A PLACE TO CALL HOME

Principles

- A Place to Live For a Lifetime
- Prioritizing Parks & Greenspace
- Safe & Vibrant Neighborhoods
- Exceptional Village Services

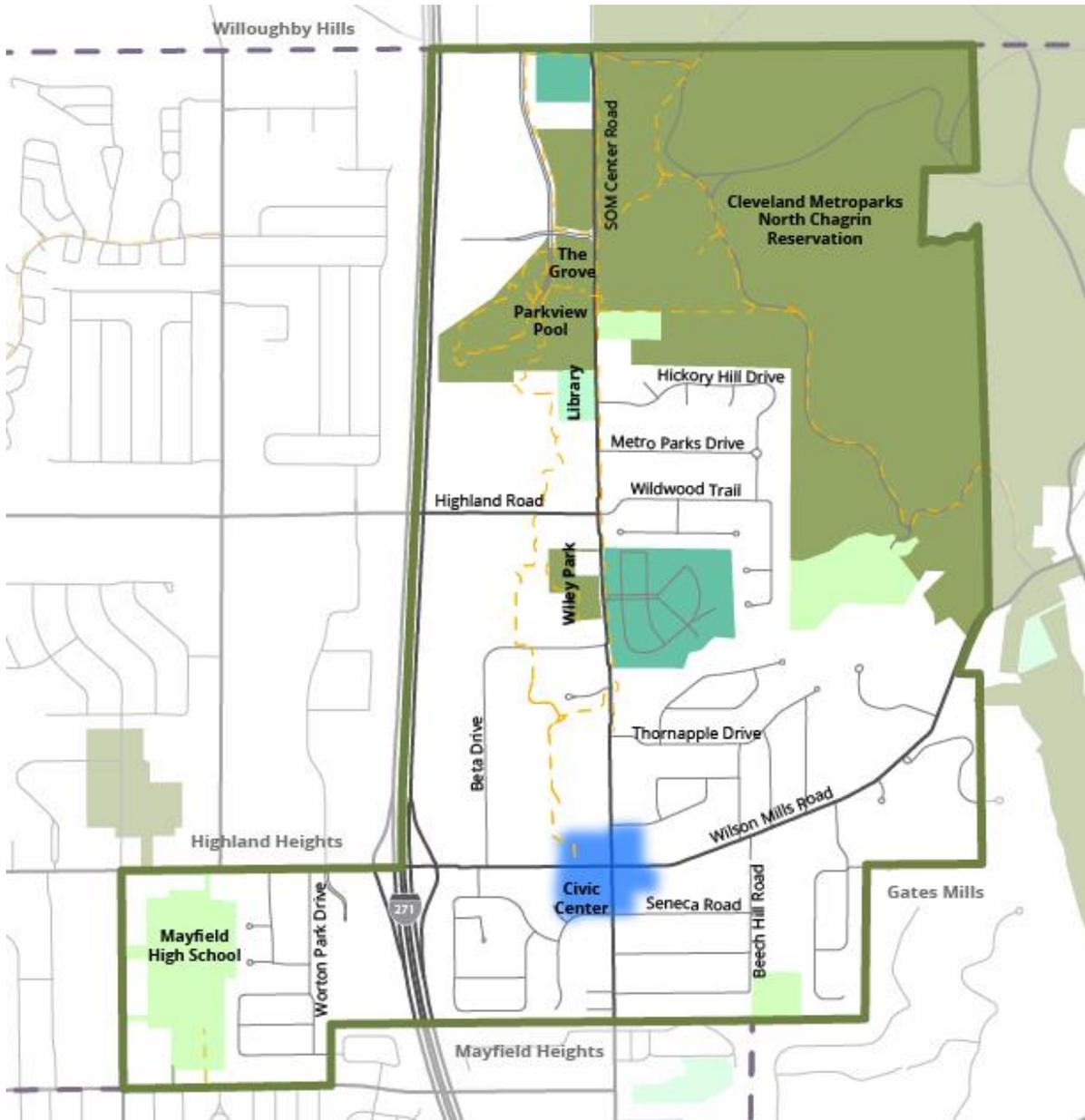


FOCUS AREAS

- ✓ 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



FOCUS AREA:



Village Center

- ✓ Future Commercial Redevelopment
- ✓ Intersection Improvements
- ✓ Streetscape Enhancements

FOCUS AREA:



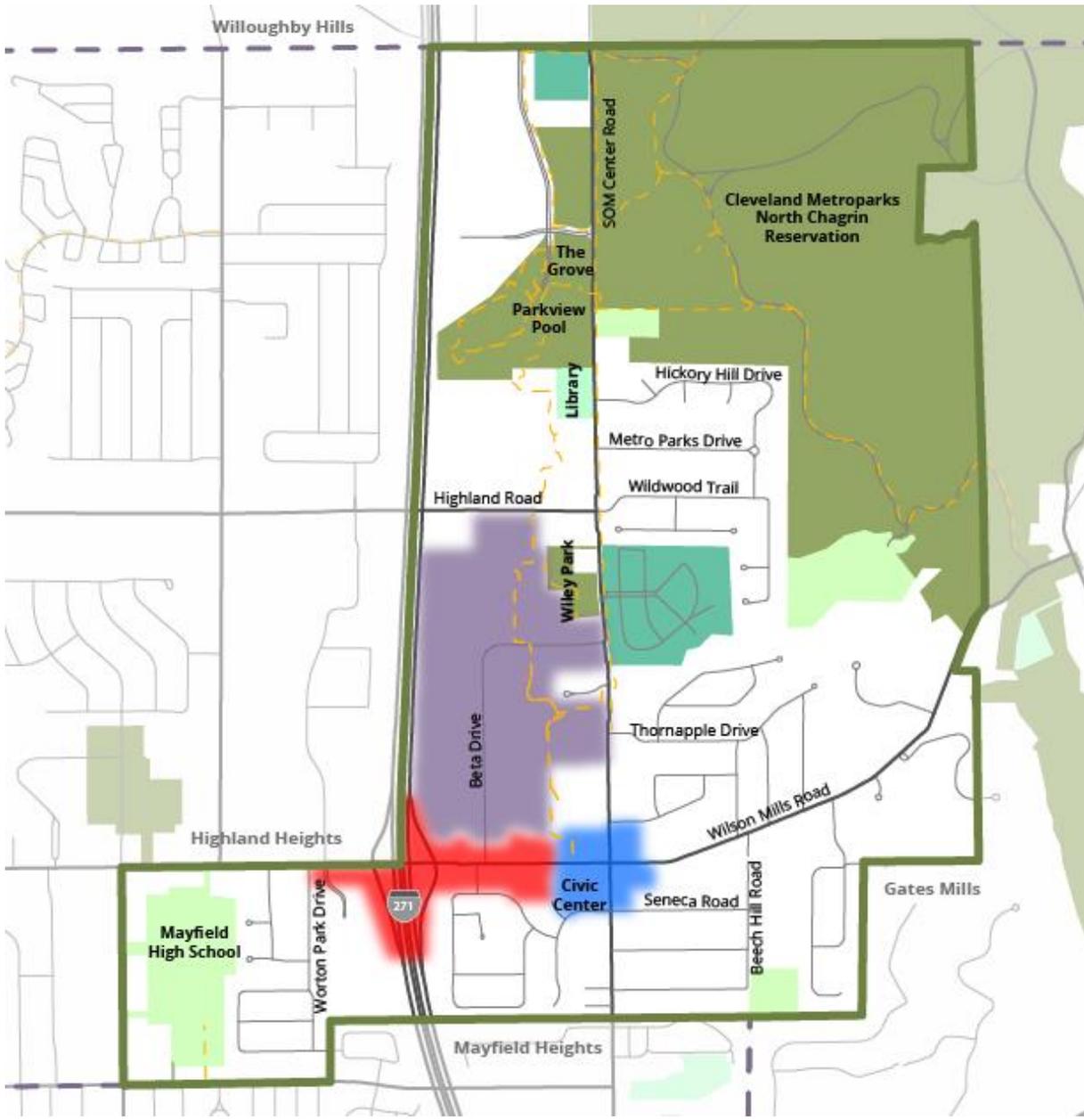
I-271/Wilson Mills Interchange

- ✓ Bike/Pedestrian Connectivity
- ✓ Gateway & Streetscape Enhancements
- ✓ Design Guidelines

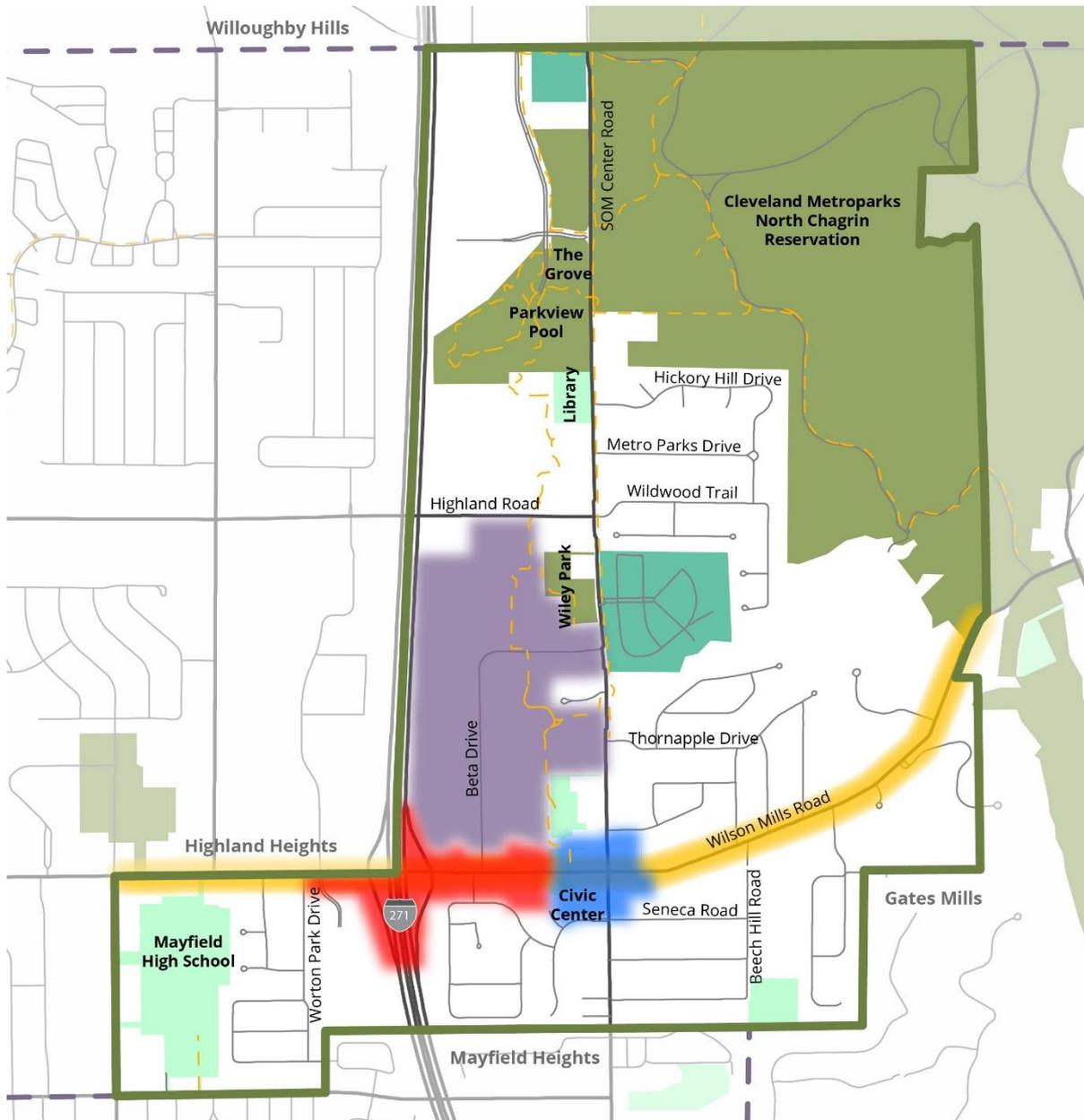
FOCUS AREA:

Beta Drive

- ✓ Site Redevelopment
- ✓ Streetscape Enhancements
- ✓ Zoning & Development Regulations



FOCUS AREA:



Wilson Mills Multi-Modal Transportation Corridor

- ✓ Bike/Pedestrian Enhancements
- ✓ Pavement Resurfacing
- ✓ Intersection Improvements



PLANNING PROCESS NEXT STEPS

GATHERING FEEDBACK

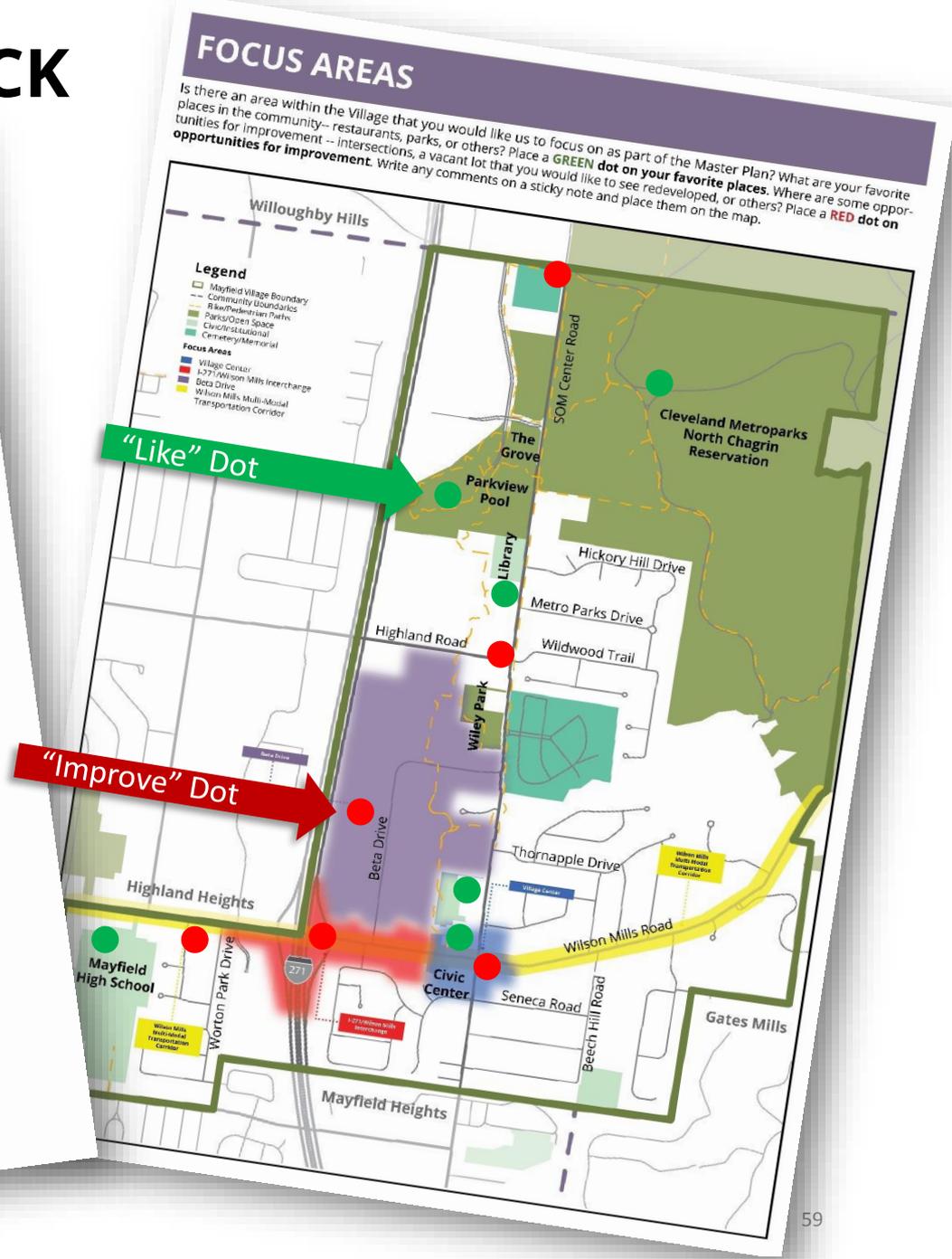
MY VISION FOR MAYFIELD VILLAGE IS...

Tell us your vision for what Mayfield Village looks like in ten years. Please write your vision down on a sticky note and place it in the boxes.

MY VISION FOR MAYFIELD VILLAGE IS...

MY VISION FOR MAYFIELD VILLAGE IS...

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GATHERING FEEDBACK

MY VISION FOR MAYFIELD VILLAGE IS...

Tell us your vision for what Mayfield Village looks like in ten years. Please write your vision down on a sticky note and place it in the boxes.

MY VISION FOR MAYFIELD VILLAGE IS...

Active parks

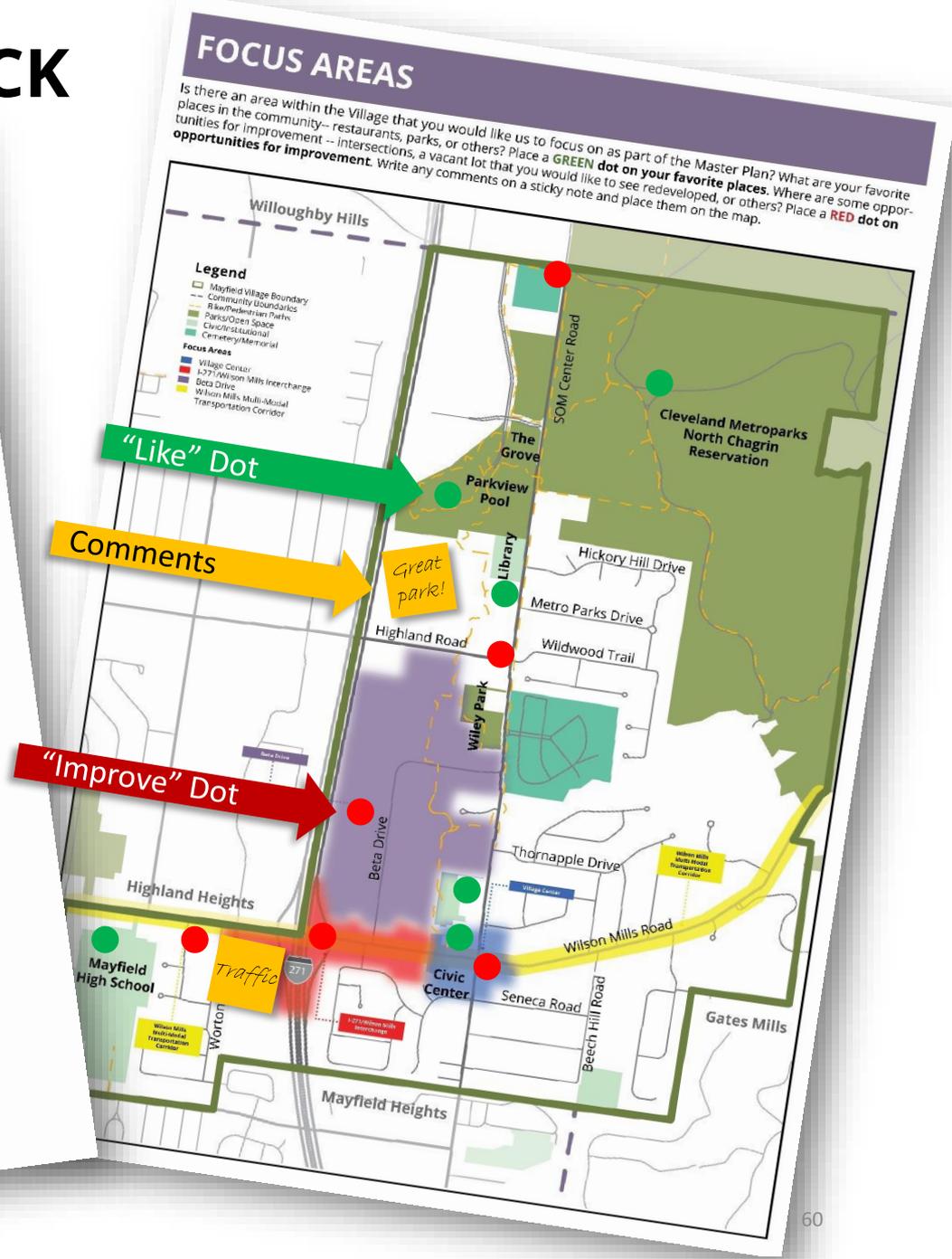
Engaged citizens

MY VISION FOR MAYFIELD VILLAGE IS...

Beautiful streets

MY VISION FOR MAYFIELD VILLAGE IS...

Village events



GATHERING FEEDBACK

CORE THEME: CONNECTED COMMUNITY

Please read the statements and tell us if we missed anything. Write your comments on a sticky note and place them in the grey comment boxes.



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

Does this match your vision for Mayfield Village? Are there topics that we missed?



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.

Does this match your vision for Mayfield Village? Are there topics that we missed?



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.

Does this match your vision for Mayfield Village? Are there topics that we missed?



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

Does this match your vision for Mayfield Village? Are there topics that we missed?

CORE THEME: THRIVING ECONOMY

Please read the statements and tell us if we missed anything. Write your comments on a sticky note and place them in the grey comment boxes.



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. Redevelopment of Bela Drive.

Does this match your vision for Mayfield Village? Are there topics that we missed?



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.

Does this match your vision for Mayfield Village? Are there topics that we missed?



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.

Does this match your vision for Mayfield Village? Are there topics that we missed?



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.

Does this match your vision for Mayfield Village? Are there topics that we missed?

GATHERING FEEDBACK

CORE THEME: CONNECTED COMMUNITY

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Guiding Principle

Description



2 CONNECTIVITY

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Does this match your vision for Mayfield Village? Are there topics that we missed?

Yes! Need more sidewalks!



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Does this match your vision for Mayfield Village? Are there topics that we missed?

Great idea!

Comments



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.

Does this match your vision for Mayfield Village? Are there topics that we missed?

OTHER IDEAS?



- Write down any thoughts, comments, or suggestions on Comment Sheets

- Leave Comment Sheets in the box near the entrance or with a County Planning representative

Additional thoughts?

- Email us at rnovak@cuyahogacounty.us
- Complete Online Survey:
- <https://www.surveymonkey.com/r/MayfieldPM1Survey>

MASTER PLAN TIMELINE



STAY UP TO DATE

County Planning
www.countyplanning.us

<http://www.countyplanning.us/projects/mayfield-village-master-plan/>



About Services Projects

MAYFIELD VILLAGE MASTER PLAN



HOME PROJECTS MAYFIELD VILLAGE MASTER PLAN

Home to corporate headquarters and regional parks, Mayfield

MAYFIELD VILLAGE



Your 911
 Your 911 provides a one-button emergency link to Mayfield Village Dispatch.



Master Plan
 Mayfield Village is working with the County Planning Commission on a new Master Plan

PROJECT DETAILS

CATEGORIES

Government Services Residents Planning Development Recreation Visitors Contact Us

Home Planning Development A Master Planned Community

Planning Development

- Planning
- Zoning Code & Zone Map
- Prospective Business
- Cuyahoga County Innovation Zone: Beta Drive
- Fiber Optic Network

A Master Planned Community

2020 Vision Plan

A Master Planned Community

2020 Vision Plan. Mayfield Village leaders last appointed a master plan committee (known then as the 2020 Vision Committee) in 2003. The 2020 Vision Committee worked with a planning professional to recommend an overall strategy for guiding future development and collective action for preserving our community's quality of life. [The 2020 Vision Plan can be view here.](#)

New Master Plan. The 2020 Vision Plan has served Mayfield Village well since it was adopted in 2004, but the time has come for a new master plan as most of the goals and objectives of the 2020 Vision Plan have been achieved. In late 2016, a grant program was offered by the Cuyahoga County Planning Commission to provide professional planning assistance to local communities to develop or update their master plans. Mayfield Village successfully applied for this grant and, with Council's approval, the terms of the grant were accepted. A Project Team of Administration personnel and a Steering Committee made up of residents and business leaders who have shown an interest in serving the community and who the Mayor felt would bring important perspectives to the planning process were appointed.

The Project Team includes the following members of the Administration:

Brenda T. Bodnar (Mayor), Ronald Wynne (Finance Director), Diane Wolgamuth (Director of Administration), John Marrelli (Building Commissioner), Douglas Metzger (Service Director), and

« February 2018 »

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	1	2	3
4	5	6	7	8	9	10

Quick Links

Weekly Packet
 Council Minutes

Mayfield Village
www.mayfieldvillage.com

<http://www.mayfieldvillage.com/planning-development/a-master-planned-community>

Thank you!

Questions & Discussion

Additional Questions or Feedback?
Call or write us an email:

Micah Stryker
mstryker@cuyahogacounty.us

Rachel Novak
rnovak@cuyahogacounty.us

216.443.3700



County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE

MAYFIELD
VILLAGE



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Cleveland, Ohio 44115

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Fax: 216.443.3737