

# MAYFIELD VILLAGE MASTER PLAN

## GOALS & ACTIONS

**DRAFT** August 16, 2018

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# 1.0 Introduction

## WELCOME TO THE MASTER PLAN - GOALS & ACTIONS DOCUMENT

The Mayfield Village Master Plan is a statement of community aspirations designed to inspire and guide Village officials and residents as they move the community into the future. By writing down these aspirations, the Plan memorializes the hopes of the community and, more importantly, outlines the steps necessary to achieve its goals.

The Master Plan examines the current conditions throughout the Village, and develops a profile to determine the issues and trends that are shaping the community today. This helps to determine which trends should be fostered for the future and which need to change. These trends and the input of the public help determine the vision for the future that are outlined within the Master Plan. This vision is uniquely tailored to the community's goals for the future.

Based on the current conditions, public input, and vision for the future, the Master Plan outlines specific steps that can be taken communitywide and within specific focus areas to deliver the changes residents wish to see. These ideas range from small changes that can enhance daily life in Mayfield Village, to large changes that may take several years and/or further planning to implement.

The Mayfield Village Master Plan marks the beginning of this transformative process. It is intended to guide changes over many years and only with the dedicated work of residents, business owners, and Village staff can the Master Plan's goals be achieved.

## CURRENT PHASE

The Mayfield Village Master Plan is presently in the Goals & Actions phase. This is the third phase of the Plan; it articulates specific steps the Village and its partners can undertake to achieve the Community Vision developed and outlined in the previous phase. The Goals & Actions document builds out the Master Plan framework by grouping actions into Place-Based interventions as well as general Village-wide actions that can be taken. These actions will be reviewed and updated with additional input.

## NEXT STEPS

Following completion of the Goals & Actions phase, the Master Plan will begin the Implementation phase. In this phase, the Plan outline partners, priorities, and funding sources that can be used to help accomplish the actions outlined within this document.

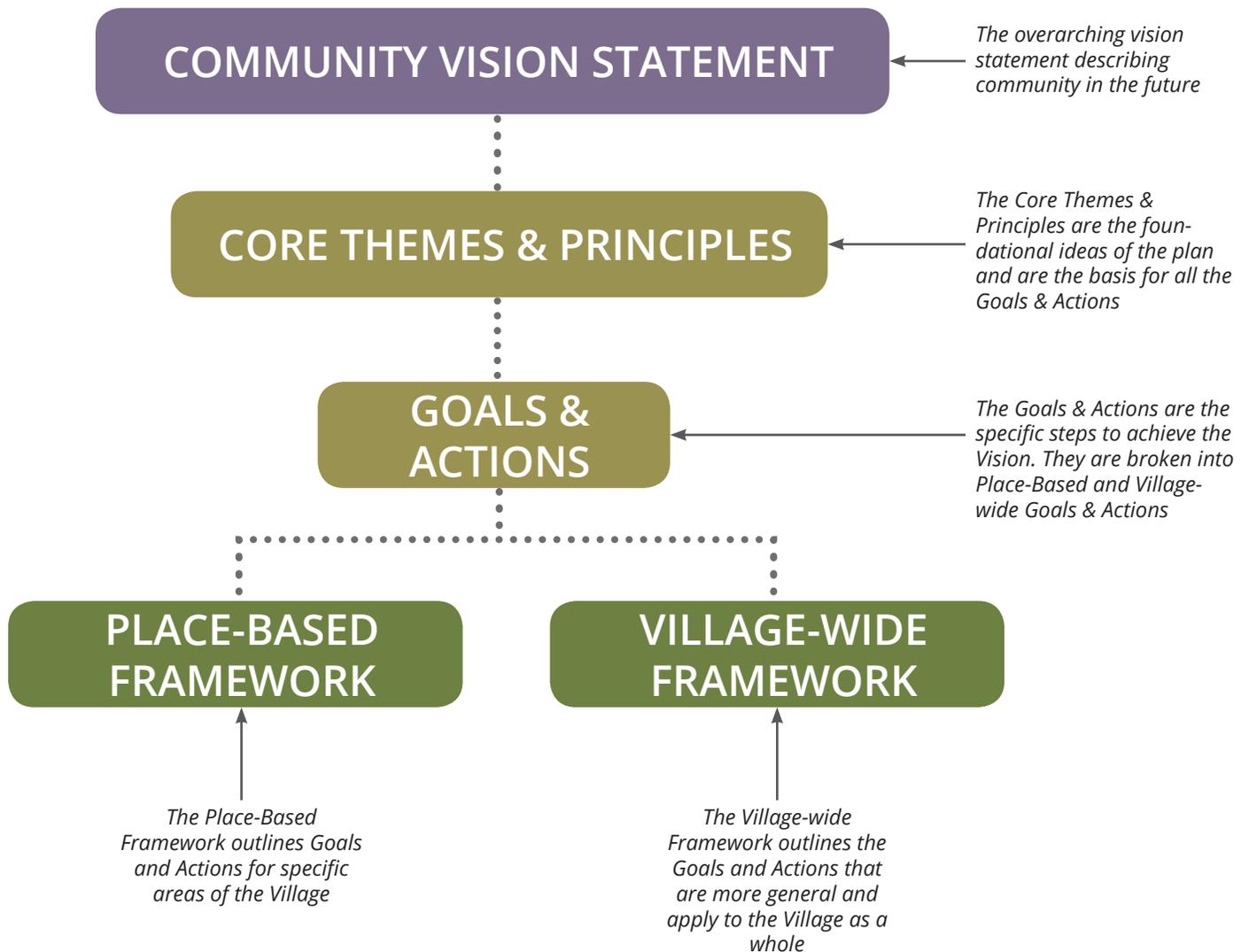


MAYFIELD  
VILLAGE

CIVIC CENTER  
6622 WILSON MILLS ROAD

# MASTER PLAN FRAMEWORK

The Master Plan is structured so that all the recommended Goals & Actions point to and support the overall Community Vision. The hierarchy (shown below) ensures that actions support other actions and support the Vision Themes & Principles developed by the community in the Visioning Phase of the planning process. Goals & Actions are further organized by a “Place Based Framework”, that includes recommendations that are for specific physical locations in the Village, and a “Community Wide Framework”, that includes actions and policies that should be applied throughout the Village and considered with any new project or development.





# 2.0 Core Themes & Principles



## WHAT'S INSIDE

This section covers the three Core Themes and their four corresponding Principles. These were identified throughout the Current Conditions analysis and through input from residents and community stakeholders. Vision Themes & Principles cover a wide range of topics, describing how a community and its residents would like to get around, where they would like to recreate, how they would like to interact with government, and what types of new investments they would like to see. These principles are broad descriptions of how the community would like to look and function in five to ten years.

The Core Themes and Guiding Principles in this section 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.

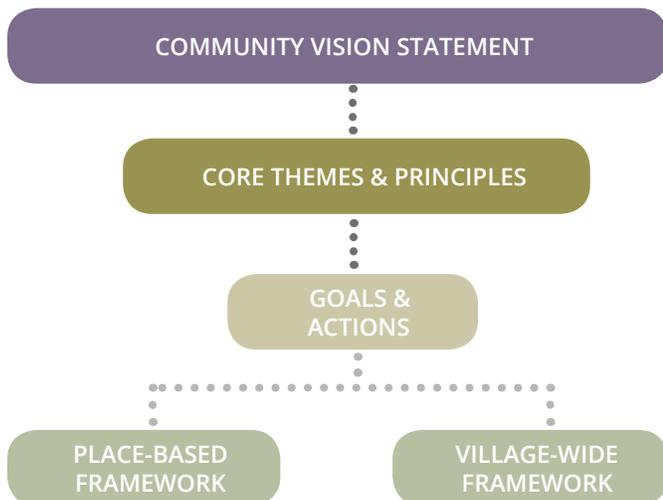
## HOW DO I USE IT?

The Vision Themes & Principles section describes the desired future for Mayfield Village. They should be used as the basis for undertaking future actions.

The Vision Principles are the foundation for all of the Goals and Actions that are proposed in the Plan.

## CORE THEMES & PRINCIPLES

- » Core Theme: Connected Community, page 12
- » Core theme: Thriving Economy, page 13
- » Core Theme: A Place to Call Home, page 14



# CORE THEME: A 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: A THRIVING ECONOMY



## 1 BUSINESS DEVELOPMENT & GROWTH

- » Focus on the attraction and retention of high quality jobs and businesses
- » Develop and support local small businesses
- » 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



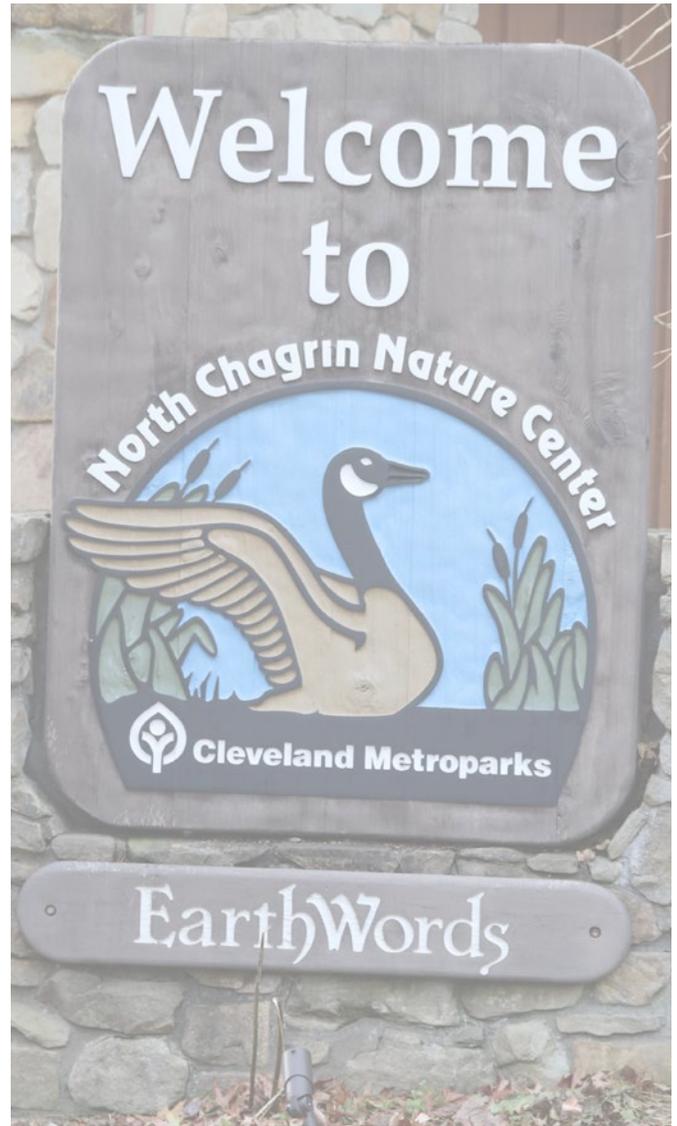
## 3 SAFE & VIBRANT NEIGHBORHOODS

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



## 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





# 3.0 Place-Based Framework

## WHAT'S INSIDE

The Place-Based Framework section describes actions and policies targeted to specific locations in the Village. This is the core strategy for how Mayfield Village should prioritize actions in the coming years. The section includes a map of the overall framework and then specific descriptions of each framework component.

The Place-Based Framework is based on input from the Public, Steering Committee, and Project Team, which showed a desire to strengthen existing Village connections while providing enjoyable and sustainable community spaces. This evolved from the Focus Areas that were displayed at the first Public Meeting as particular components became more or less important to residents.

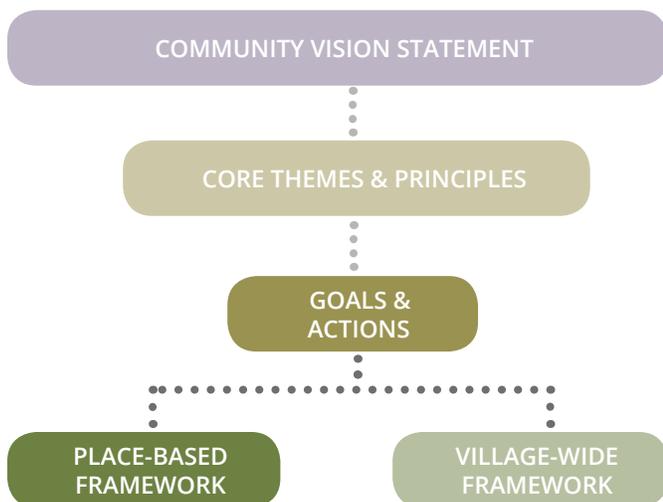
## HOW DO I USE IT?

The Place-Based Framework section outlines particular locations of focus for the Master Plan. It should be used as a guide for where to target investments and how those investments should be layered together to support a larger framework for neighborhood improvement.

The Place-Based Framework is the first half of the Plan's Goals & Actions.

## PLACE-BASED FRAMEWORK

- » Enhance Key Intersections:
  - » SOM Center Road & Wilson Mills Road, page 22
  - » Beta Drive & Wilson Mills Road, page 24
  - » SOM Center Road & Hickory Hill Drive, page 26
- » Improve Pedestrian & Bicycle Connectivity Along Wilson Mills Road, page 28
- » Enhance Beta Drive, page 30



# 3.0

## WHAT IS THE FRAMEWORK?

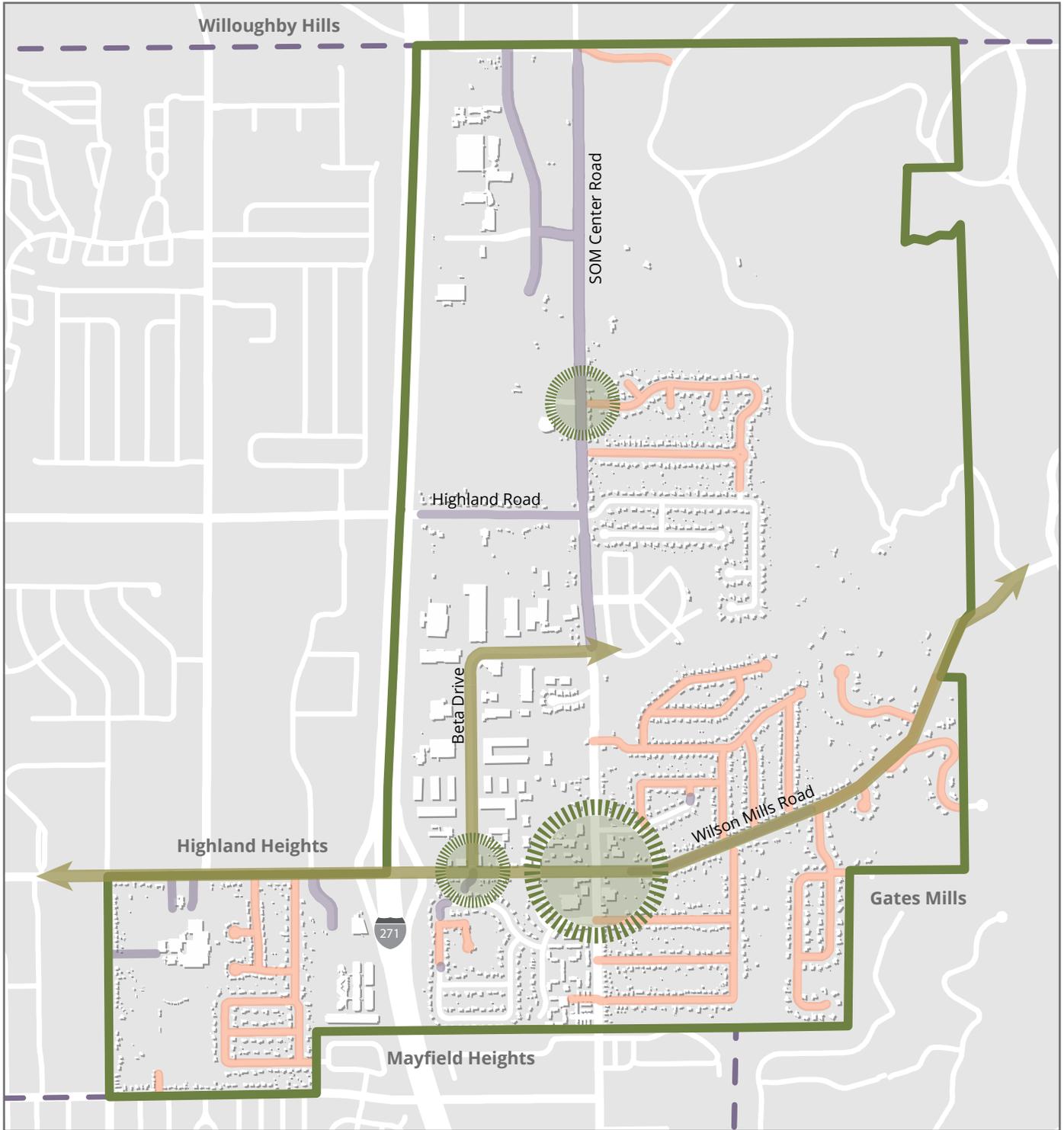
The Place-Based Framework identifies a series of areas and corridors that should be the focus of investment. The Framework is intended to show how investments made within these areas and corridors would link together to form a vibrant and connected Mayfield Village that matches the Vision Statements outlined by the community.

## WHY THIS FRAMEWORK?

At the first Public Meeting, attendees were shown potential focus areas and corridors. Following input on those areas and corridors, specific components and areas were identified as more important to residents than other areas. The Place-Based Framework builds on the input from attendees to target the most important areas.

The map to the right showcases the overall Place-Based Framework, while smaller maps on the following pages show the individual components of that Framework and how they fit together.

MAP 1 — PLACE-BASED FRAMEWORK



LEGEND



Intersection Enhancements/Improvements



Community Sidewalk Connections **First** Priority

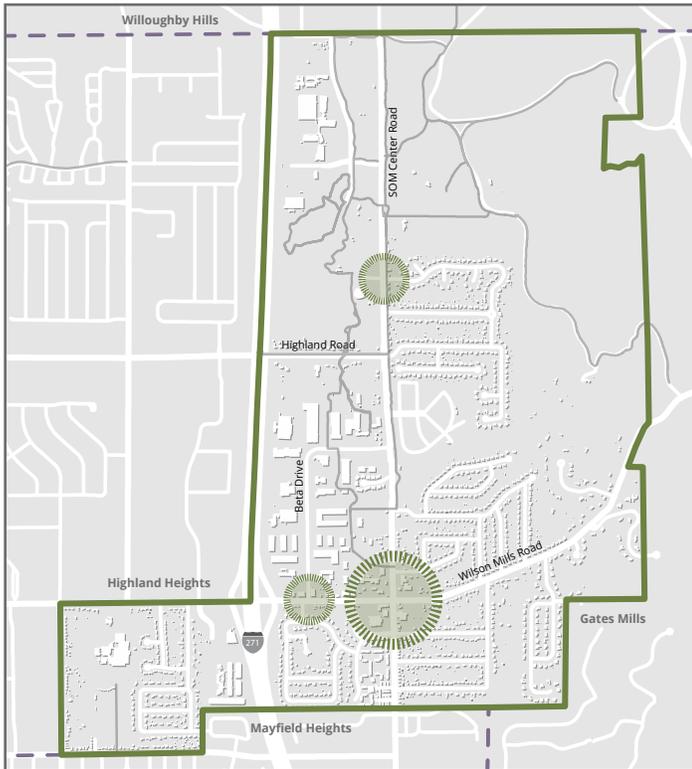


Community Sidewalk Connections **Second** Priority



Wilson Mills Road & Beta Drive Pedestrian and Bicycle Improvements

# 3.0

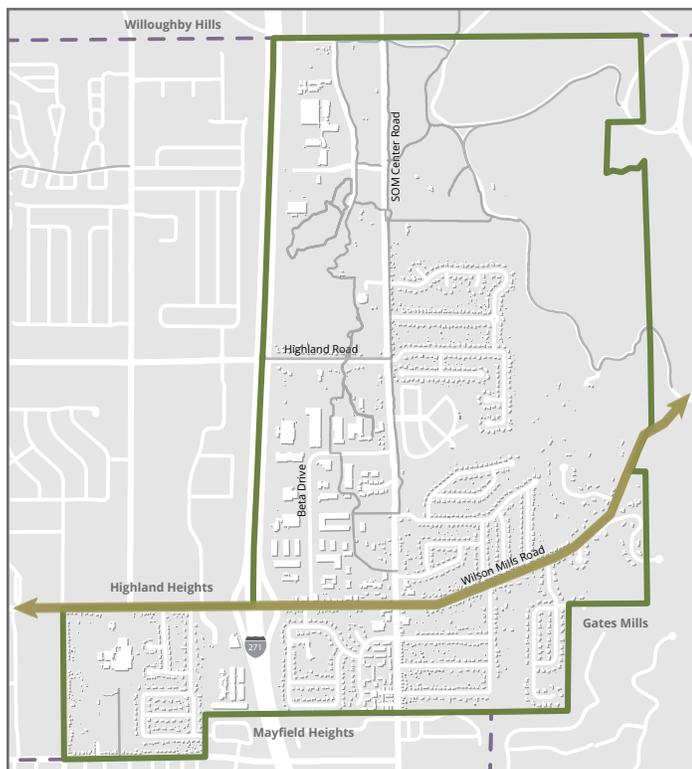


## 1: ENHANCE KEY INTERSECTIONS & VILLAGE CENTER

There are a number of intersections within Mayfield Village that play a significant role in moving people throughout the community and to various destinations. The Plan recommends focusing efforts on improving the intersections of SOM Center Road /Wilson Mills Road, Beta Drive /Wilson Mills Road, and SOM Center Road / Hickory Hills Drive, in addition to enhancing the Village Center.

Within each of these key intersections and in the Village Center, efforts should be undertaken to accomplish the following:

- Define, name, and brand key commercial areas
- Improve primary streetscapes and gateway entrances
- Enhance public green spaces
- Construct and enhance existing non-motorized connections into commercial nodes
- Improve safety infrastructure for all modes of transportation

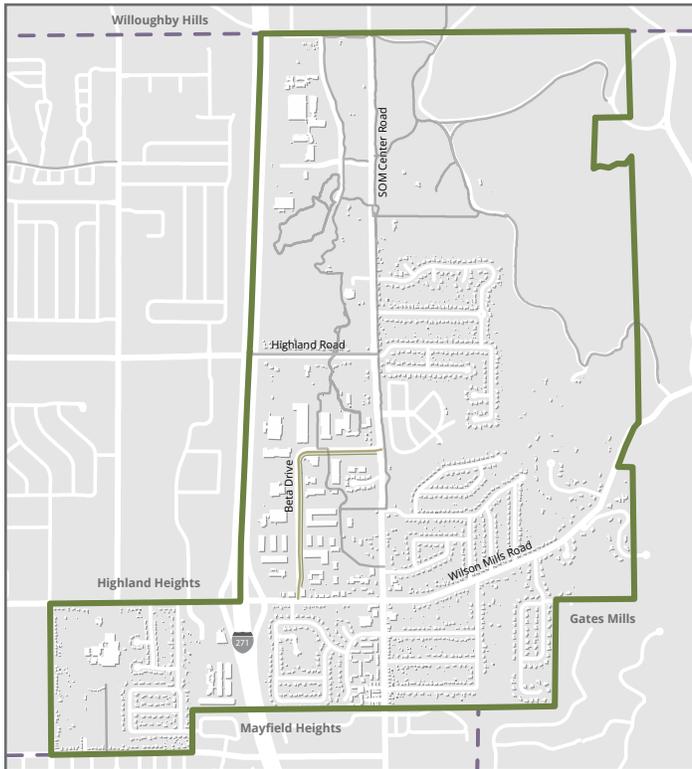


## 2: IMPROVE PEDESTRIAN & BICYCLE CONNECTIVITY ALONG WILSON MILLS ROAD

Mayfield Village has already undertaken many multi-modal enhancements to connect the community north to south with the construction of the Bruce G. Rinker Greenway. To ensure a fully connected community, east to west connections should be improved. The Plan recommends the Village focus on pedestrian and bicycle improvements along Wilson Mills Road.

Along the length of the Wilson Mills Road corridor, efforts should be undertaken to accomplish the following:

- Construct new non-motorized trails along Wilson Mills Road
- Provide connections to the Bruce G. Rinker Greenway and easily accessible trailheads from residential neighborhoods
- Create design streetscape guidelines for the commercial section of Wilson Mills from I-271 to the Village Center



### 3: ENHANCE BETA DRIVE

Beta Drive contains a large portion of the Village’s top employers, including Progressive, QED, and First Energy. Currently, Beta Drive allows deep building setbacks, single story building height maximums, and has standard sidewalks on both sides of the roadway. Beta Drive has immense opportunity to be more than a technology hub within the community. The Plan recommends providing a more “pedestrian oriented” experience with better connections to existing trails and businesses.

Along the length of Beta Drive, efforts should be undertaken to accomplish the following:

- Better connections to the existing Bruce G. Rinker Greenway and trails network
- Construct and enhance non-motorized connections into existing trail and sidewalk network
- Review the Village’s Planning & Zoning Code for revisions and enhancements for reduced setbacks and taller building heights along Beta Drive
- Encourage landscape improvements along Beta Drive

## 3.1 PLACE-BASED FRAMEWORK

# ENHANCE KEY INTERSECTIONS

## SOM CENTER ROAD & WILSON MILLS ROAD

The intersection of Wilson Mills and SOM Center Roads is the primary commercial crossroad within Mayfield Village. This is where residents and visitors can find the majority of the Village's commercial businesses and civic buildings. Located here is the Civic Center, the Community Room, Heinen's Grocery Store, a Shell Gas Station, and a number of restaurants and other general, commercial uses.

There are sidewalks provided on all sides of this intersection, but there is not direct linkage for bicyclists to access existing trails safely. To increase pedestrian and bicyclist safety, the Plan recommends the installation of a multi-use path along the length of Wilson Mills Road and reduced turning radii on all four corners of this intersection, and modernized, highly visible crosswalks.

Additionally, only two of the four corners of this intersection are adequately landscaped. Both the southeast and southwest corner could use landscaping enhancements to match the character of the northeast and northwest corners. The Plan recommends that trees and other forms of landscaping be considered in this area and along SOM Center Road, south of this intersection.

### ACTION STEPS: ENHANCE KEY INTERSECTIONS, SOM/WILSON MILLS

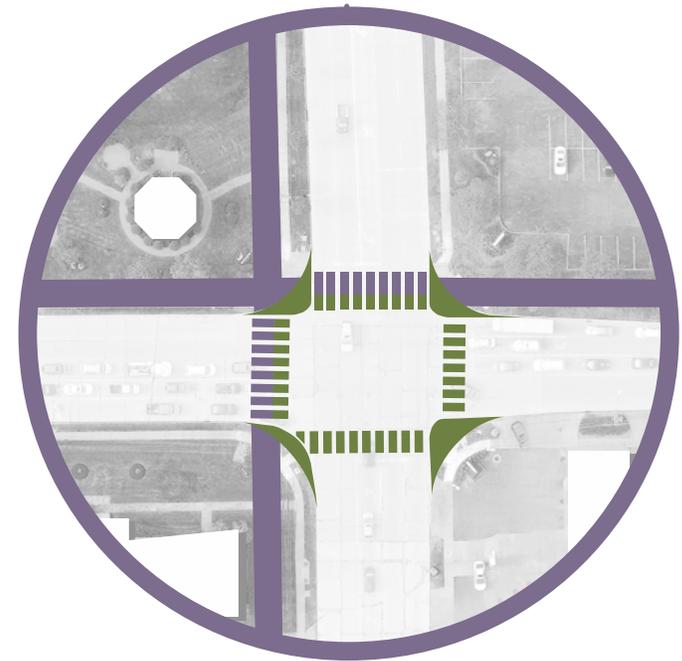
- A. *Provide a new multi-use path along the length of Wilson Mills Road*
- B. *Consider reducing the turning radius on all four corners of the intersection, but not to impede turning, commercial trucks*
- C. *Enhance pedestrian and bicycle crossing areas with highly visible paint or other materials*
- D. *Provide signage for vehicles to alert them to crossing pedestrians and bicycles*
- E. *Plant trees and foliage in the southwest and southeast corner of the intersection, but not to impede the vision of drivers*
- F. *Continue landscape enhancements south along SOM Center Road*

MAP 2 — SOM CENTER ROAD & WILSON MILLS ROAD INTERSECTION



The intersection of SOM Center Road and Wilson Mills Road is the largest and busiest within the community. There are sidewalks on all sides of the intersection, but this intersection could prove to be too dangerous for bicyclists sharing the road.

The Plan recommends adding a multi-use path along the north side of Wilson Mills Road and connecting the existing Bruce G. Rinker Greenway along SOM Center Road (shown in purple). In addition to bicycle enhancements, the Plan also recommends reduced turning radii on all four corners of this intersection (shown in green) and modernized, highly visible crosswalks.



## 3.1 PLACE-BASED FRAMEWORK

# ENHANCE KEY INTERSECTIONS

## BETA DRIVE & WILSON MILLS ROAD

The Beta Drive and Wilson Mills Road intersection is a very busy intersection along this corridor, as several large employers and hotels are located along Beta Drive. It is also in close proximity to the I-271 exit/entrance. At this location, Wilson Mills Road has a total of five lanes of traffic (two traveling east, two traveling west, and a central turn lane), while Beta Drive has three and eventually dwindles to two lanes.

Wilson Mills Road can be very intimidating for bicyclists sharing the roadway with vehicles. The existing sidewalks should be replaced with a multi-use path along Wilson Mills Road, Beta Drive, and connect to the existing trail network.

Additionally, crosswalks should be enhanced with highly visible markings or materials. A reduced turning radius should be considered at the northwest and northeast corners of the intersection on both sides of Beta Drive. This is to calm traffic and discourage drivers' "rolling stops," that endanger pedestrians and bicyclists as they cross the roadway.

### ACTION STEPS: ENHANCE KEY INTERSECTIONS, BETA/WILSON MILLS

- A. *Install a new multi-use path along Wilson Mills Road that would connect to another new multi-use path along Beta Drive*
- B. *Connect new trails to existing trail network*
- C. *Enhance pedestrian and bicycles crossing areas with highly visible paint or other materials*
- D. *Consider a reduced turning radius on the northwest and northeast corner of the intersection on both sides of Beta Drive, but not to impede turning, commercial trucks*
- E. *Improve landscaping and signage to create an attractive gateway to Beta Drive*

MAP 3 — WILSON MILLS ROAD & BETA DRIVE INTERSECTION



The intersection of Beta Drive and Wilson Mills Road does not provide adequate sidewalk space for pedestrians, but as this is a busy roadway and with a 35 mph speed limit, it can be intimidating for bicyclists to share the same space as vehicles and commercial trucks.

The Plan recommends enhanced pedestrian crosswalks and a reduced turning radius to calm traffic; as shown in green below. Additionally, the Plan also recommends extending a multi-use path along the south side of Wilson Mills Road and through Beta Drive that would connect the high school and the Progressive campus to the existing Bruce G. Rinker Greenway; as shown in purple below.



## 3.1 PLACE-BASED FRAMEWORK

# ENHANCE KEY INTERSECTIONS

## SOM CENTER ROAD & HICKORY HILL DRIVE

The intersection of SOM Center Road and Hickory Hill Drive has gotten significantly busier in recent years, due to the construction of the new Mayfield Branch of the Cuyahoga County Public Library system. The driveway for the library is directly across from Hickory Hill Drive; left turns onto SOM Center Road are challenging and present a safety risk.

The Village has begun to put into action the installation of a traffic signal at this location. The Plan recommends pedestrian and bicycle crossings be installed, including a trail extension to the Bruce G. Rinker Greenway network that passes behind the library.

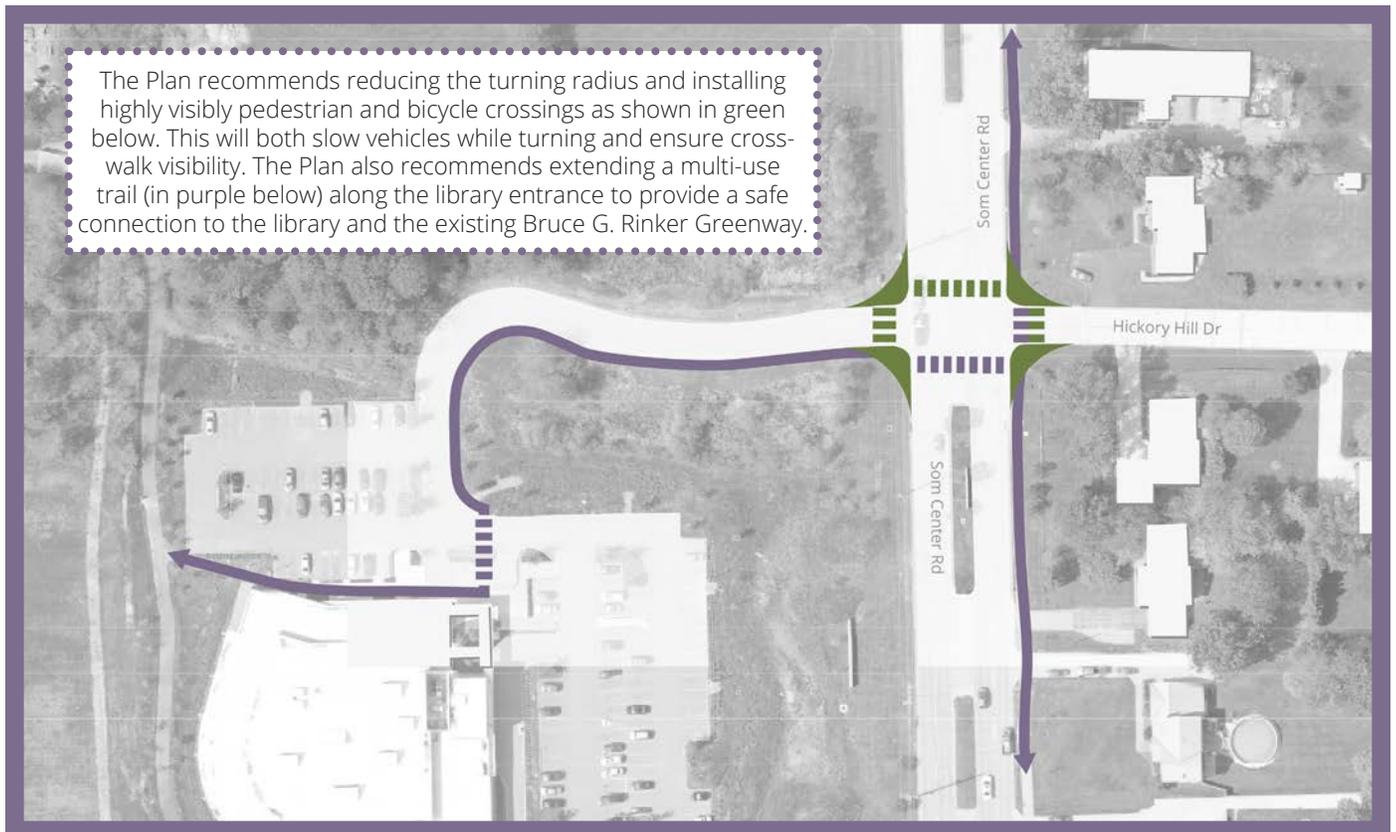
### ACTION STEPS: ENHANCE KEY INTERSECTIONS, SOM/HICKORY HILL

- A. *Install a traffic signal the SOM Center Road, Hickory Hill Drive, and library intersection*
- B. *Install pedestrian and bicycle crossing areas with highly visible paint or a pedestrian refuge and include reduced turning radii*
- C. *Provide pedestrian signals and signage for vehicles to alert them to crossing pedestrians and bicycles*
- D. *Extend a trail connection to the Bruce G. Rinker Greenway network that passes behind the library*



The intersection of SOM Center Road and Hickory Hill Drive is very large and there currently is no signalized light or other necessary infrastructure to cross SOM Center Road and access the library.

MAP 4 — SOM CENTER & HICKORY HILL DRIVE INTERSECTION



## 3.2 PLACE-BASED FRAMEWORK

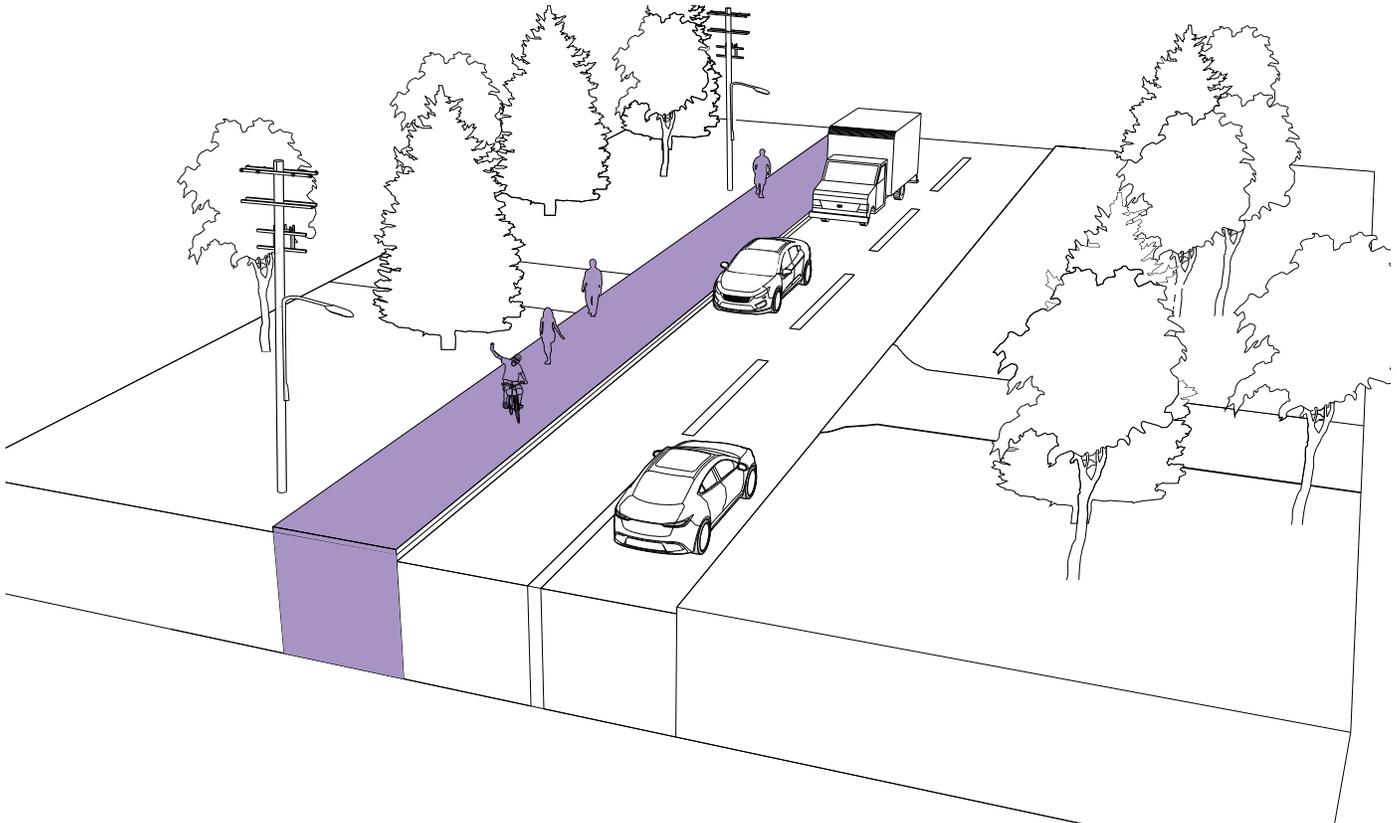
# IMPROVE PEDESTRIAN & BICYCLE CONNECTIVITY ALONG WILSON MILLS ROAD

Wilson Mills Road is the main arterial roadway that connects Mayfield Village east and west to neighboring communities. This is a highly trafficked thoroughfare and has significant changes in street width, pavement, and available sidewalks.

When traveling east along Wilson Mills Road, the roadway contains four lanes of traffic (two lanes east and two lanes west) and a center turn lane for a total of five lanes. This section of roadway does have sidewalks for pedestrians, but due to the 35 mph speed limit and street width, this could pose a significant safety risk to bicyclists sharing the roadway. Upon crossing over SOM Center Road, Wilson Mills Road quickly reduces to two lanes of traffic and one sidewalk on the south side of the roadway; sidewalks disappear altogether near Hanover Road.

The Plan recommends installing a new, multi-use path along Wilson Mills Road, including safety enhancements and improved lighting.

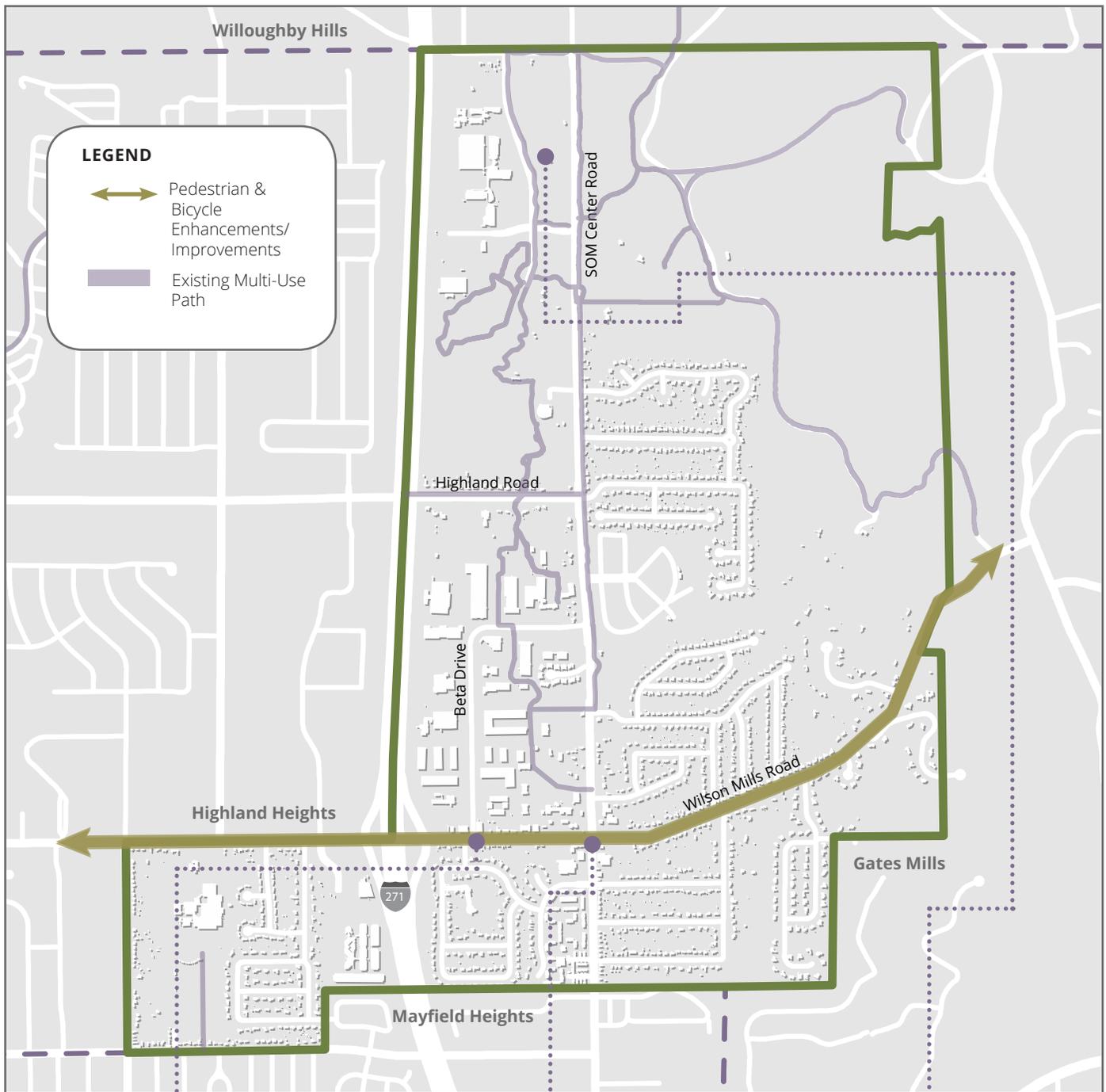
### Proposed Wilson Mills Road Multi-Use Path Example



### ACTION STEPS: IMPROVE BIKE CONNECTIVITY ALONG WILSON MILLS ROAD

- A. *Install a multi-use path along Wilson Mills Road that will connect the Village east to west*
- B. *Connect to Mayfield High School, the existing Bruce G. Rinker Greenway, and Cleveland Metroparks' North Chagrin Reservation*
- C. *Install "dark sky" compliant lighting and signage along Wilson Mills Road and the proposed multi-use path*
- D. *Upgrade pedestrian crossings at I-271 on/off ramps to increase safety*

**MAP 5 — PEDESTRIAN & BICYCLE CONNECTIVITY**



## 3.3 PLACE-BASED FRAMEWORK

# ENHANCE BETA DRIVE

Beta Drive contains many of the Village's top employers, including Progressive, QED, and First Energy. Beta Drive is a well established business and technology park that offers opportunities for business expansions, but also trail extensions and streetscape and landscaping enhancements.

The Plan recommends that Mayfield Village consider several enhancements along Beta Drive to attract new businesses, promote redevelopment, and increase connectivity.

### ACTION STEPS: PEDESTRIAN & BICYCLE CONNECTIVITY

- A. *Install a multi-use path along the length of Beta Drive that connects to the existing trail network*

### ACTION STEPS: STREETScape ENHANCEMENTS

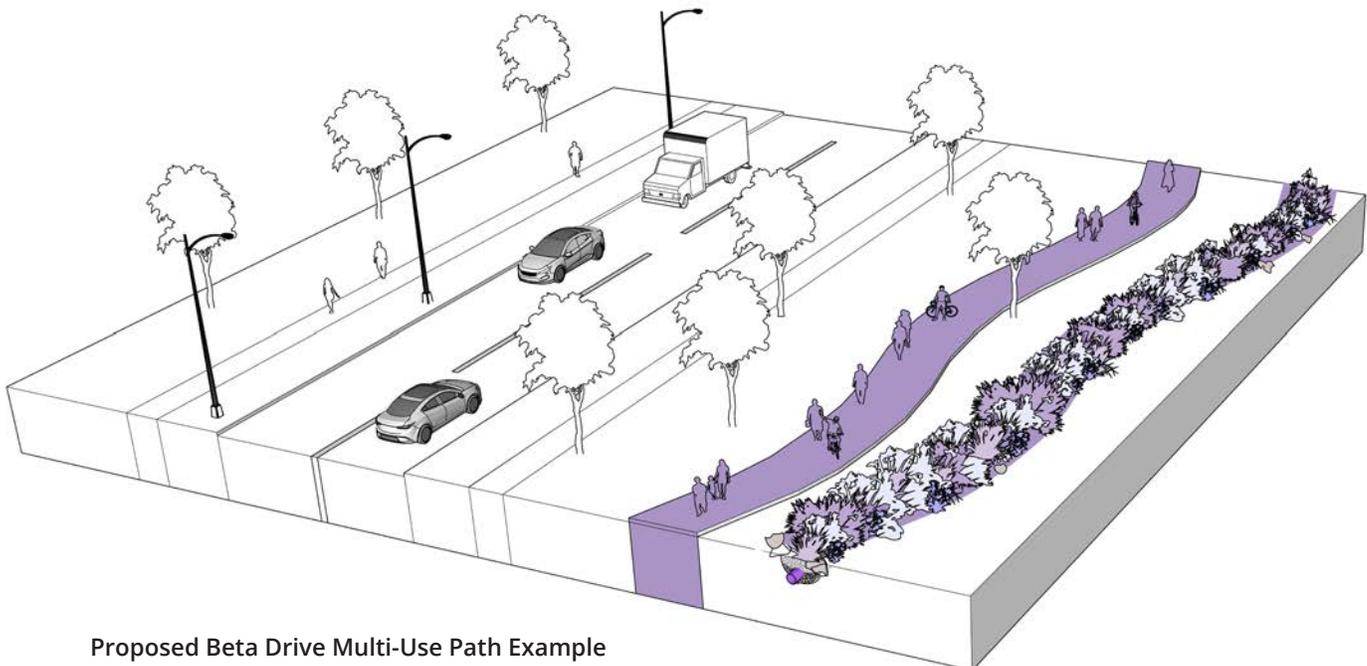
- B. *Encourage planting more trees and functional landscaping along Beta Drive*
- C. *Create attractive gateways to Beta drive through new signage, landscaping, and wayfinding*
- D. *Provide decorative elements such as benches, lighting, and flowers along the proposed multi-use path*

### ACTION STEPS: PROMOTE REDEVELOPMENT

- E. *Implement flexible zoning requirements ( reduced setbacks, increased height, flexible parking, etc.) to facilitate redevelopment*
- F. *Permit targeted commercial and industrial mixed-use redevelopment*
- G. *Seek development of "fast casual" dining and joint meeting space to serve local businesses*
- H. *Permit and organize food truck events to serve businesses and promote the Village*
- I. *Promote reduced impervious surface and better stormwater management by incentivizing the installation of green infrastructure, bioswales, and rain gardens in parking lots and large lawns*

### ACTION STEPS: ECONOMIC DEVELOPMENT

- J. *Re-emphasize and leverage the Cuyahoga County Innovation Zone designation of Beta Drive*
- K. *Focus development and business attraction on technology, research, medical, and energy*
- L. *Ensure Beta drive is served by the technological infrastructure needed to support business and high-tech industries*
- M. *Hire an Economic Development Director for the Village*



Proposed Beta Drive Multi-Use Path Example

MAP 6 — PEDESTRIAN & BICYCLE CONNECTIVITY (BETA DRIVE)



LEGEND

-  Pedestrian & Bicycle Enhancements/Improvements
-  Green Infrastructure
-  Existing Multi-Use Path

Beta Drive

SOM Center Road

Wilson Mills Road





# 4.0 Village-Wide Framework



## WHAT'S INSIDE

The Village-wide framework includes a series of goals that should be generally considered for the entire community and will help accomplish the community's vision. Each goal is described in detail followed by a series of specific action steps that can be undertaken to accomplish each of these goals. The Village-wide goals and actions are complimentary to the Place-Based actions. These goals should be more generally applied to the community at large and when making policy or development decisions and legislation.

The goals and actions were developed with data from the Current Conditions document, input from the Public, Steering Committee, Project Team, and online input. Together these policies are meant to advance the collective vision of the community.

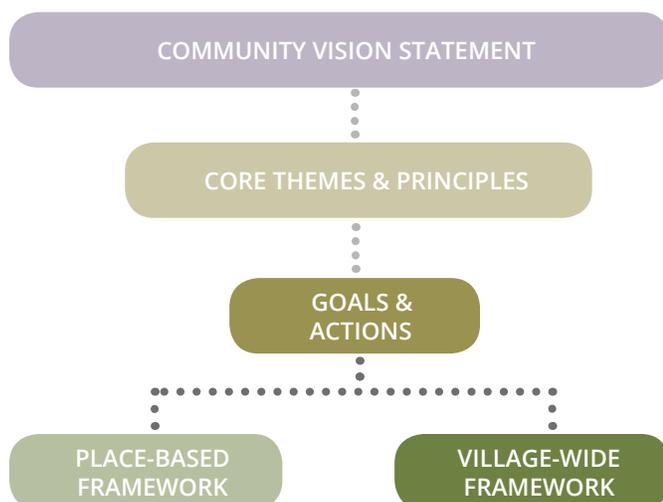
## HOW DO I USE IT?

The Goals and Actions section informs the types of actions the Village and its partners should undertake in the coming years. It will be updated based on feedback and expanded in the next phase with specific partners, priorities, and timeframes to accomplish each goal.

The Communitywide Framework is the second half of the Plan's Goals & Actions.

## VILLAGE-WIDE FRAMEWORK

- » Promote Community Pride Through Streetscape and Gateway Enhancements & Resident Networks, page 34
- » Improve Pedestrian and Bicycle Linkages to Community Amenities, Facilities, and Trails, page 36
- » Pursue Intergovernmental Cooperation for Regional Solutions to Traffic, Service Provision & Economic Development, page 38
- » Protect, Enhance, and Promote the Village's Environmental Assets, page 42
- » Support a Multi-Generational Community for Residents of All Ages, page 44



## 4.1 VILLAGE-WIDE FRAMEWORK

# PROMOTE COMMUNITY PRIDE THROUGH STREETScape AND GATEWAY ENHANCEMENTS & RESIDENT NETWORKS

Mayfield Village has a rich history dating back to some of the region's earliest settlers, and continues to keep true to its village identity. Identity features can support and enhance community pride, which can also to keep and attract new residents. This goal calls for fostering that community pride through improved branding and messaging, as well as by building networks among neighbors.

Mayfield Village's existing brand identity is very consistent across all forms of social media, digital print, and mailings in terms of its logo, promotional colors, and signage. The Village could provide even better continuity in its marketing and incorporate Village themes in signage, gateways, infrastructure, and other forms of marketing the Village's brand. These features could include branding waste and recycling receptacles, benches, light poles, bike-racks, entry signs, and other amenities.

While branding can help define a community, social networks are the key to community buy-in. The Village should continue to support connections between neighbors through block group programs and events that can engage residents. The Village may also want to consider a "welcome package" for new residents moving into the community.

Together, these steps can promote community pride and identity and enhance the Village experience for residents, workers, and visitors.

### Branding and Wayfinding Examples



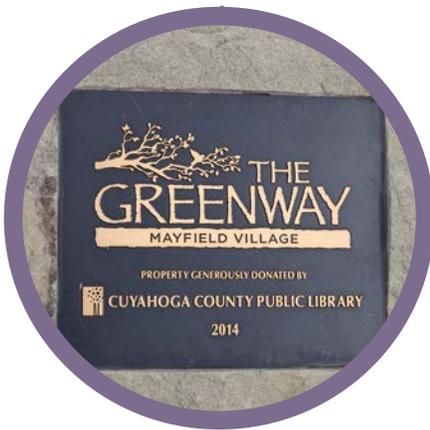
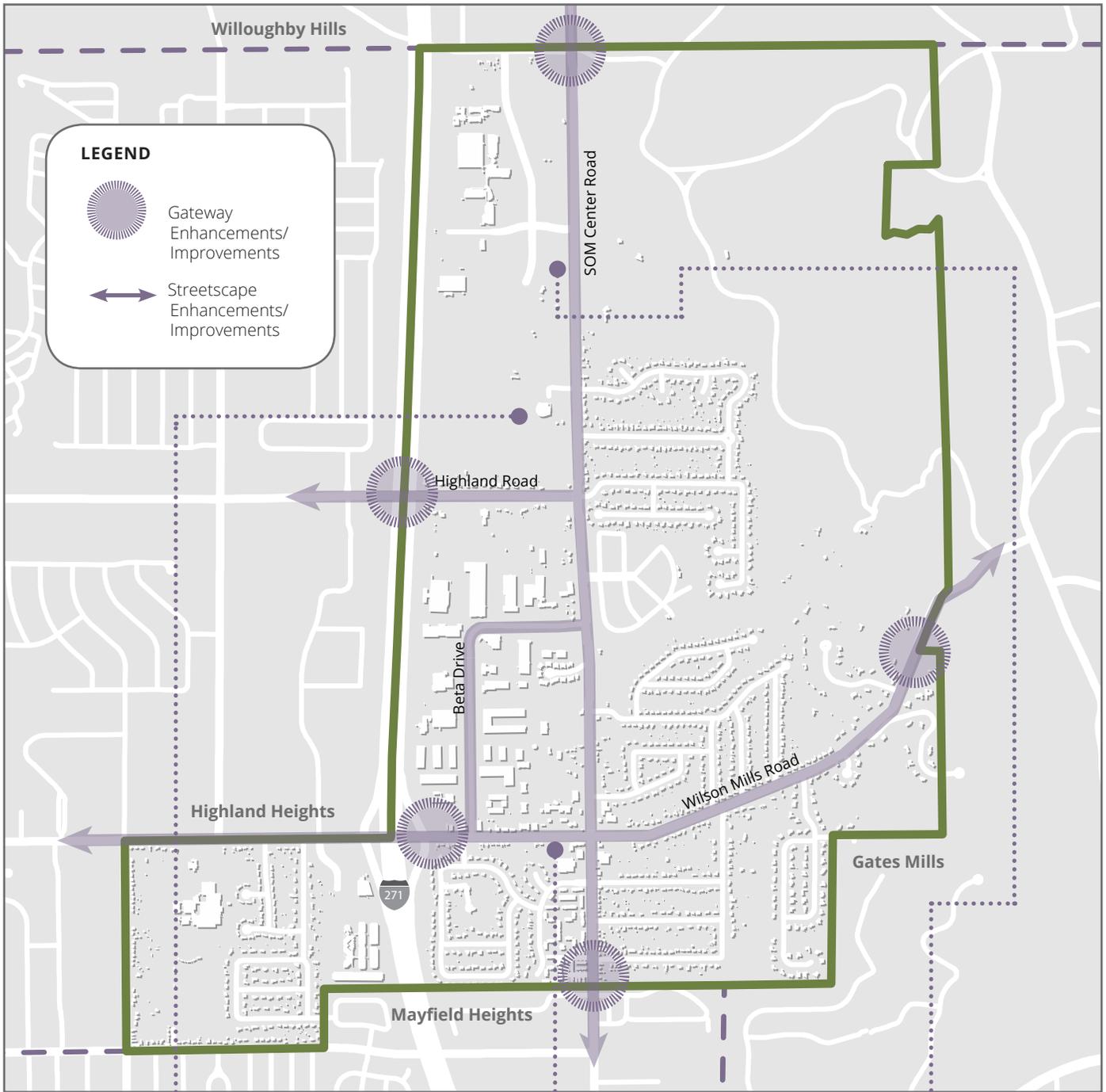
### ACTION STEPS: STREETScape & GATEWAY ENHANCEMENTS

- Construct gateway signs at minor and major entrances to the Village
- Increase wayfinding signage throughout the village, especially along main corridors, the Bruce G. Rinker Greenway, and major amenities
- Provide consistent design choices and approvals across the community
- Create a "Design Guidelines" handbook for new development, redevelopment, and streetscape fixtures
- Evaluate the Village's current Planning & Zoning Code for updates and revisions to development standards
- Analyze need for additional street lighting throughout the Village
- Install IDA (International Dark-Sky Association) compliant street lighting in appropriate locations as determined by the street light analysis

### ACTION STEPS: RESIDENT NETWORKS

- Support homeowners associations, block club programs, and other neighborhood groups to better connect residents to community and village programs
- Map neighborhood groups and block clubs, and post contact information on the Village's website to make involvement easier
- Evaluate the Village's website, social media presence, and direct mailings for updates and additions that can further enhance resident and visitor interactions

MAP 7 — STREETScape & Gateway Enhancements



## 4.2 VILLAGE-WIDE FRAMEWORK

# IMPROVE PEDESTRIAN AND BICYCLE LINKAGES TO COMMUNITY AMENITIES, FACILITIES, AND TRAILS

A complete pedestrian network provides safe routes for residents and visitors to move throughout their neighborhood and community. Mayfield Village has an extensive multi-use path network with connections to the Cleveland Metroparks' North Chagrin Reservation. However, key east to west links, and neighborhood connections are missing, limiting pedestrians and bicyclists access to existing community amenities.

The Village should evaluate neighborhoods to identify areas to install sidewalks and other pedestrian and bicycle infrastructure to increase safety and connect residents to Village amenities.

County Planning has identified "Primary Study Corridors" where no sidewalks exist on either side of the roadway; "Secondary Study Corridors" are streets that only have a sidewalk on one side of the roadway. The Village should use this as a starting point to work with residents and neighborhoods to identify needs and develop a plan for installing neighborhood pedestrian and bicycle infrastructure.

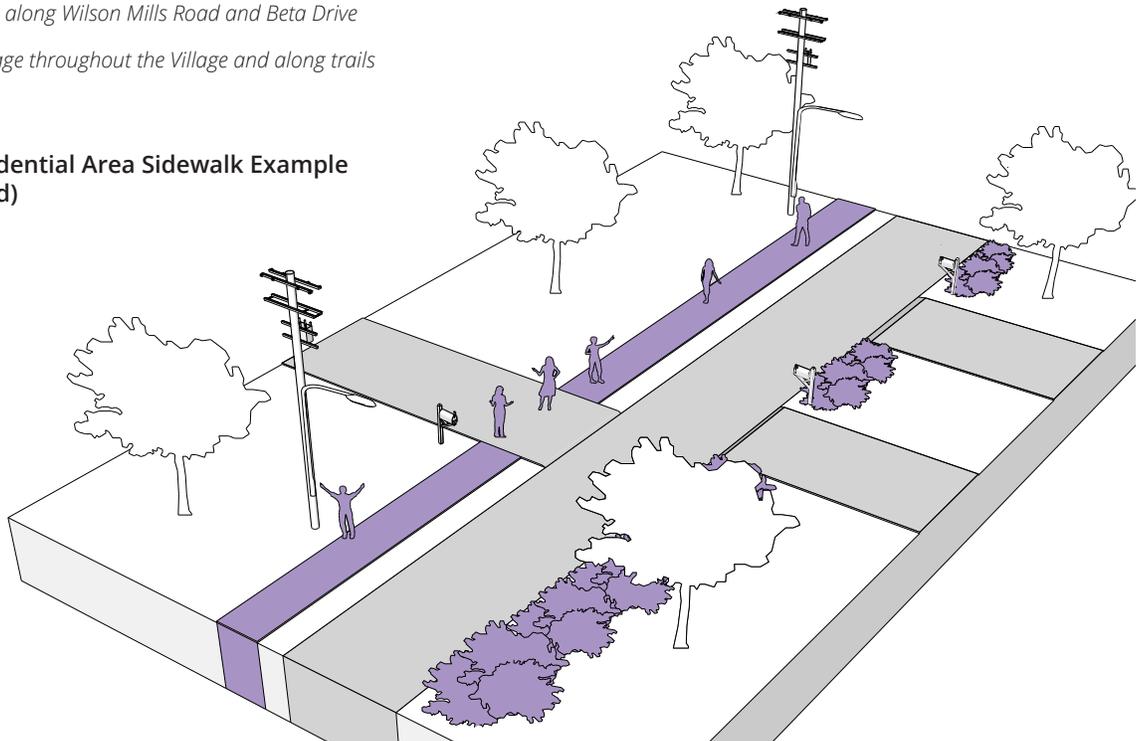
### ACTION STEPS: BICYCLE LINKAGES

- A. Link east-west connections to existing north-south connections
- B. Install a multi-use path along Wilson Mills Road and Beta Drive
- C. Install wayfinding signage throughout the Village and along trails

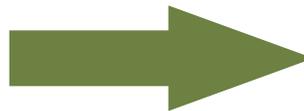
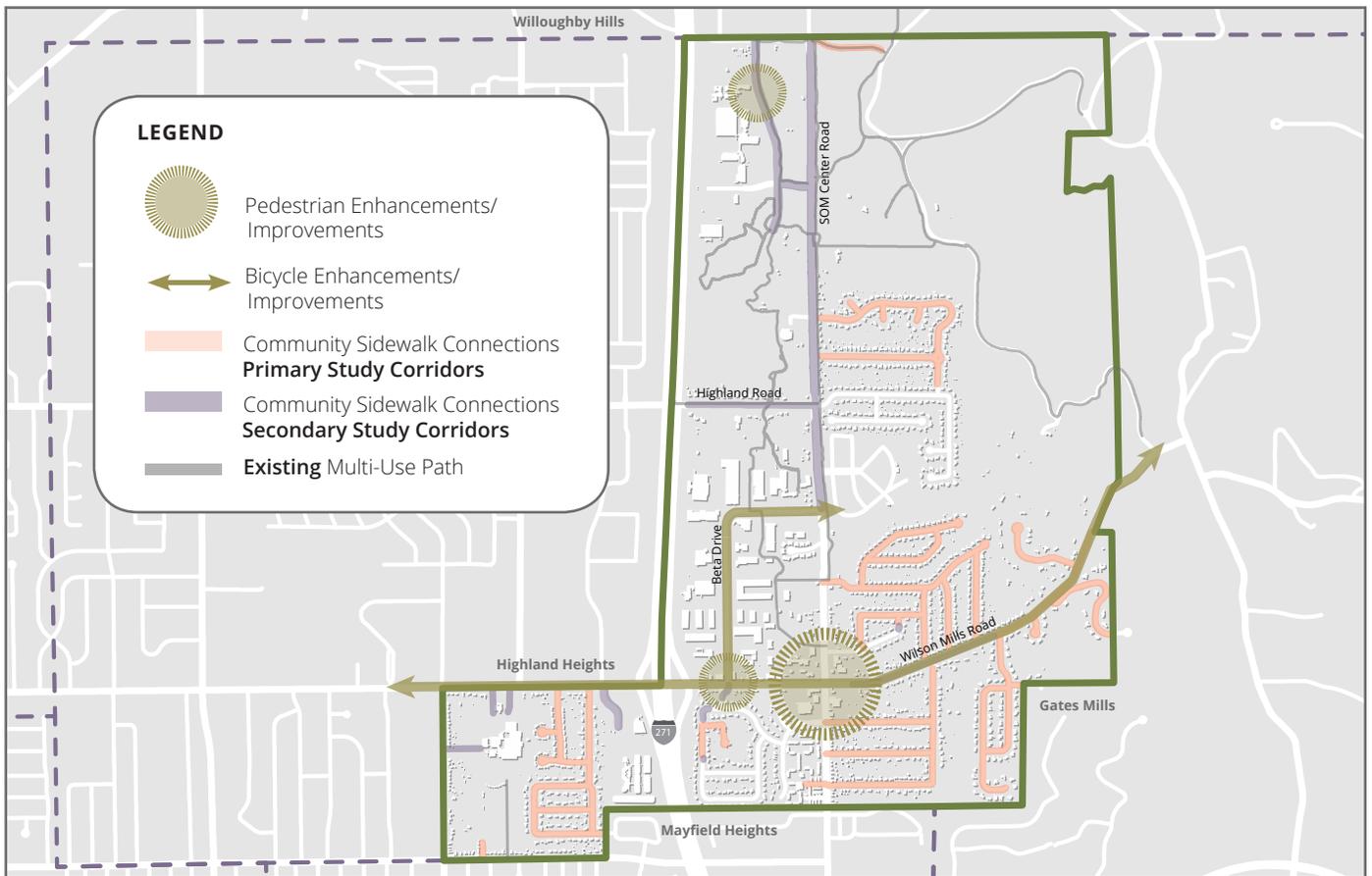
### ACTION STEPS: PEDESTRIAN LINKAGES

- D. Provide modern, highly visible crosswalks at all intersections and mid-block crossings
- E. Link to existing multi-use path and sidewalk networks
- F. Conduct a Village-wide assessment of neighborhood streets for sidewalk connectivity to identify streets to install sidewalks for increased safety and to connect to existing networks and amenities
- G. Install sidewalks on streets as identified in the Village-wide assessment (**Goal 4.2.F**)
- H. Install "dark sky" compliant street lighting consistent with the Village-wide assessment (see **Goal 4.2.F**) to improve safety throughout residential areas and sidewalks
- I. Enhance the mid-block crossing across N. Commons Blvd. with highly visible paint, flashing pedestrian crossing signs, ADA approved ramps

Proposed Residential Area Sidewalk Example (Glenview Road)



## MAP 8 — PEDESTRIAN & BICYCLE LINKAGES



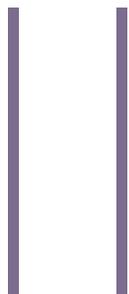
Located along North Commons Blvd. is Altercare and Governor's Village; both are senior living facilities. There is no safe location to cross the street to access the multi-use path on the other side of the roadway besides walking to another intersection.

The Plan recommends enhancing the mid-block crosswalk at the Altercare/Governor's Village driveway to cross North Commons Blvd. This would greatly improve safety and ADA compliance.

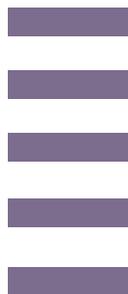
### CROSSWALK PATTERN ALTERNATIVES



**SOLID**



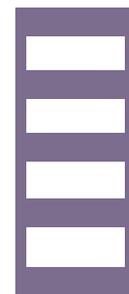
**STANDARD**



**CONTINENTAL**



**DASHED**



**LADDER**



**ZEBRA**

## 4.3 VILLAGE-WIDE FRAMEWORK

# PURSUE INTERGOVERNMENTAL COOPERATION FOR REGIONAL SOLUTIONS TO TRAFFIC, SERVICE PROVISION & ECONOMIC DEVELOPMENT

Mayfield Village is in an advantageous position to promote regional cooperation and growth. It is a small community with a large business sector located along a major interstate corridor. This not only brings continued jobs and growth, but also commuter traffic and the need for services. Communities often compete for new development, businesses, residents, and services. Mayfield Village well-positioned to expand its focus and leadership to help strengthen employment and service opportunities within the region.

Additionally, the proximity to I-271 not only provides easy access for workers to the area, it also provides quick access to shopping in such places as Beachwood Place and Legacy Village. Both of these regional shopping areas can be reached in under twenty minutes from Mayfield Village and offer a wide variety of retail, commercial, and grocery needs.

The Plan recommends that the Village work closely with its neighboring communities, regional organizations, and large employers to implement traffic solutions, service provisions, and economic development strategies for the region.

### ACTION STEPS: REGIONAL TRAFFIC SOLUTIONS

- A. *Continue to coordinate traffic discussions with neighboring communities and regional agencies (ODOT, NOACA) in the pursuit of an interchange study for the I-271 corridor*
- B. *Work with local business, specifically on Beta Drive, to determine the impact and feasibility of local shuttles during peak hours*
- C. *Collaborate with neighboring communities, regional organizations, and local companies to provide incentives for carpooling, biking, or flexible hours to help reduce traffic at peak hours*
- D. *Upgrade the I-271 Interchange at Wilson Mills Road for better traffic flow and a more welcoming environment*
- E. *Continue to ensure that traffic signals are synchronized with Highland Heights to ensure an optimal flow of traffic along Wilson Mills Road during peak hours*

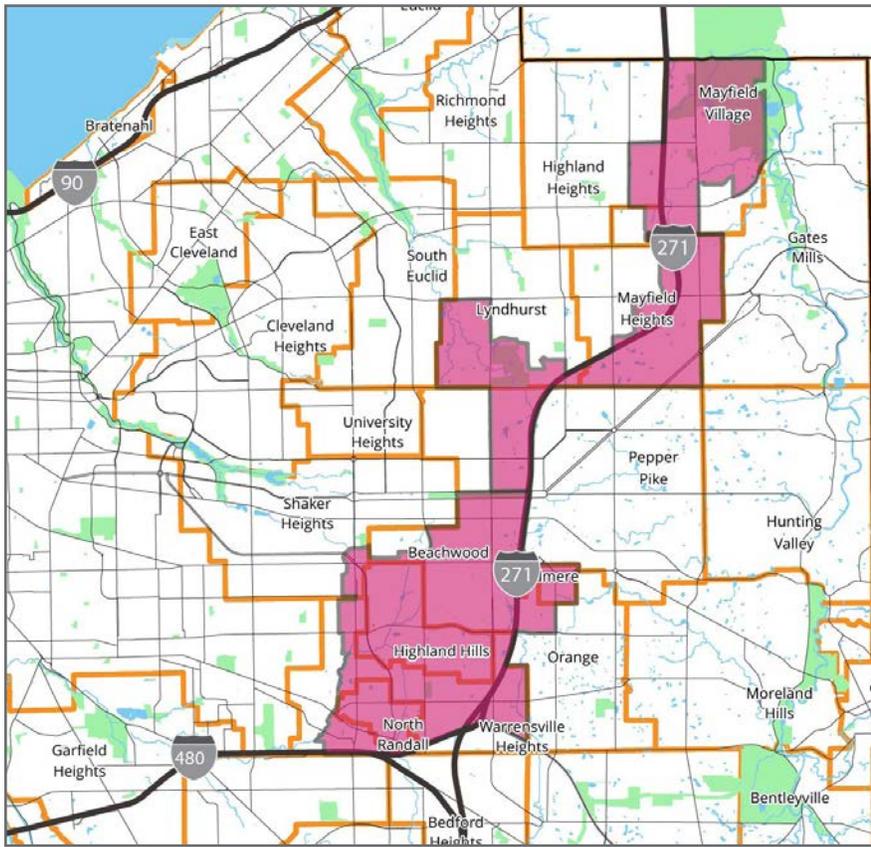
### ACTION STEPS: REGIONAL SERVICE PROVISION

- F. *Explore opportunities to work with neighboring communities to consolidate emergency services and government operations to create cost savings and expand services*
- G. *With the new position of Economic Development Director, add the duties of "Director of Regional Initiatives" to help coordinate regional efforts in economic development, transportation, services, sustainability, and other areas*

### ACTION STEPS: REGIONAL ECONOMIC DEVELOPMENT

- H. *Participate with other local governments, major businesses, and regional economic development organizations to create a signature branding style and common marketing material for the I-271 Corridor. (See County Planning's Economic Development Plan: Headquarters Highway)*
- I. *Participate in surveying businesses along the I-271 Corridor to determine opportunities, needs, and threats for businesses in the region*
- J. *Participate regionally on major land development, zoning, technology infrastructure, and business attraction to assure the regional is working cooperatively rather than competitively*
- K. *Work with Cuyahoga County to leverage and reinvest in the Beta Drive "Innovation Zone"*

**MAP 9 — I-271 CORRIDOR: HEADQUARTERS HIGHWAY**

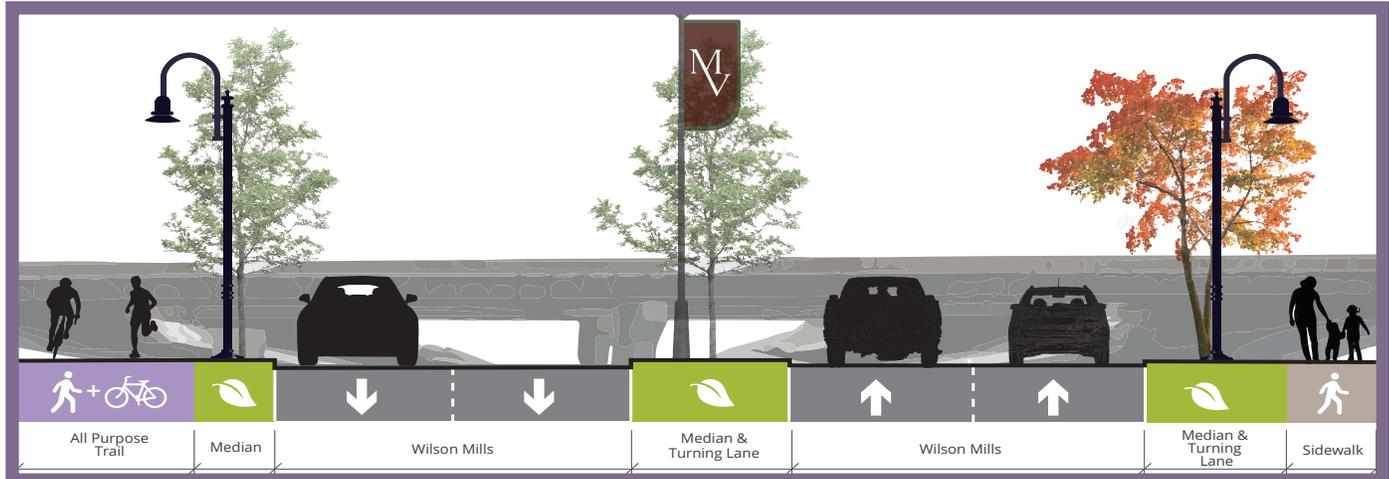


County Planning identified this area as “Headquarters Highway” as part of the Economic Development Plan Year IV Framework study completed in 2015. “Headquarters Highway” is a stretch of commercial and retail businesses along I-271 between I-480 and the Cuyahoga County/ Lake County border. The corridor is home to major corporations primarily in the retail, finance, health care, and insurance industries; since the corridor has ready access to I-271 and public transportation. The study recommended several strategies for the corridor including regional branding and marketing, identification of land prime for development or redevelopment, and increased walkability and access to transit. See the County Planning website for more information. ([www.CountyPlanning.us](http://www.CountyPlanning.us))

Major Development Considerations for I-271 Corridor Study



Proposed Interchange & Gateway Enhancements (Wilson Mills Road at I-271, Looking West)



DRAFT August 16, 2018

## 4.4 VILLAGE-WIDE FRAMEWORK

# PROVIDE SUSTAINABLE AND EFFICIENT INFRASTRUCTURE IMPROVEMENTS

With its close proximity to the Cleveland Metroparks' North Chagrin Reservation, Mayfield Village has a wealth of natural open spaces for residents to utilize. However, with all of the surrounding natural areas also comes steep slopes, waterways, and necessary infrastructure enhancements to keep rainwater and roadway runoff under control. As demonstrated in the map to the right, most of the Village's steep slopes and waterways are concentrated along the community's eastern border. There are high concentrations of wetlands and riparian zones in the northwest corner of the Village, where flooding is not as much a concern.

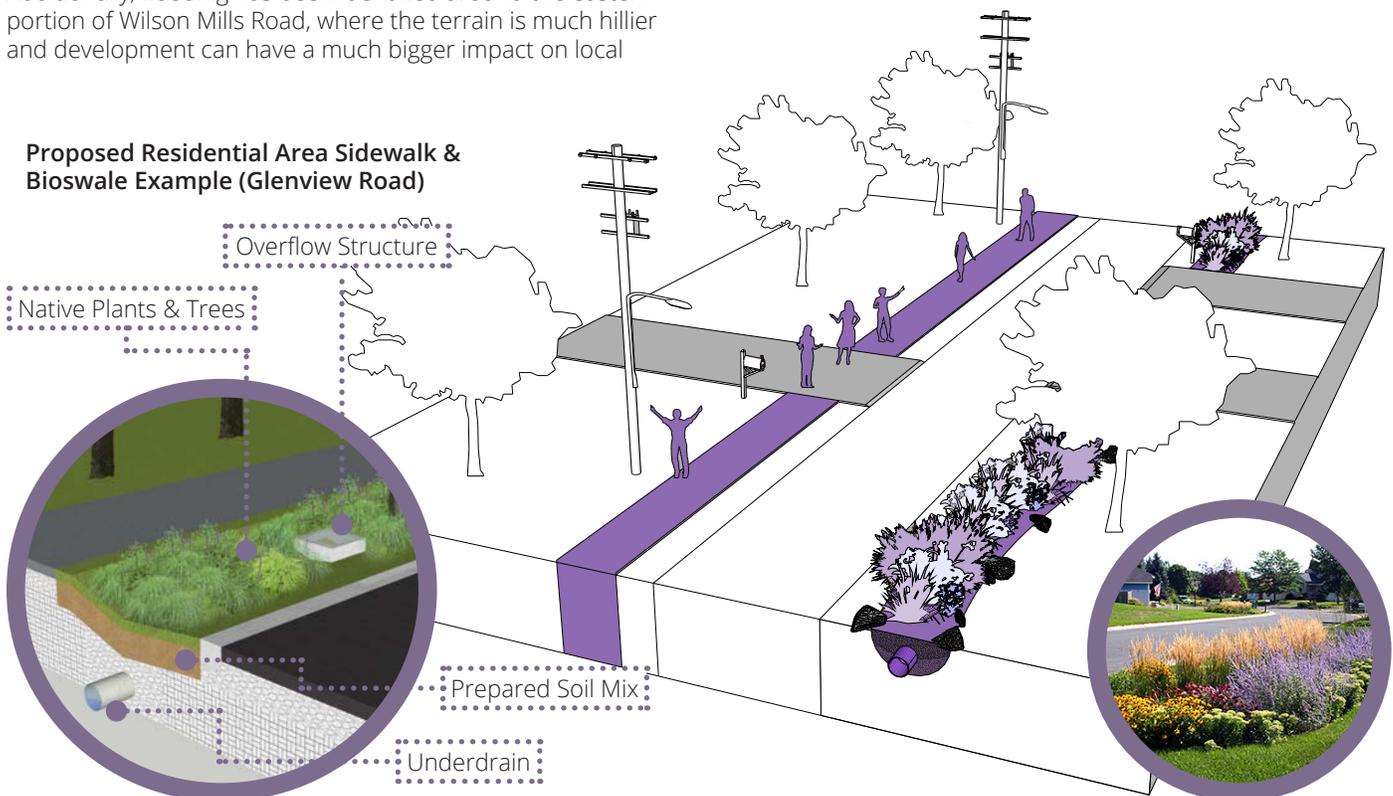
Flooding issues have been identified in the southwestern portion of the Village near North and South Woodlane Drives and Norman Lane. A naturally occurring stream passes through this area, but has been known to break its banks and flood yards during high rain volumes. This area is upstream from Beta Drive and contains much of the Village's impervious pavement. Runoff from these areas can back up flow in this stream. As this area is very flat, water tends to pond with no where to go.

Additionally, flooding has been identified around the eastern portion of Wilson Mills Road, where the terrain is much hillier and development can have a much bigger impact on local

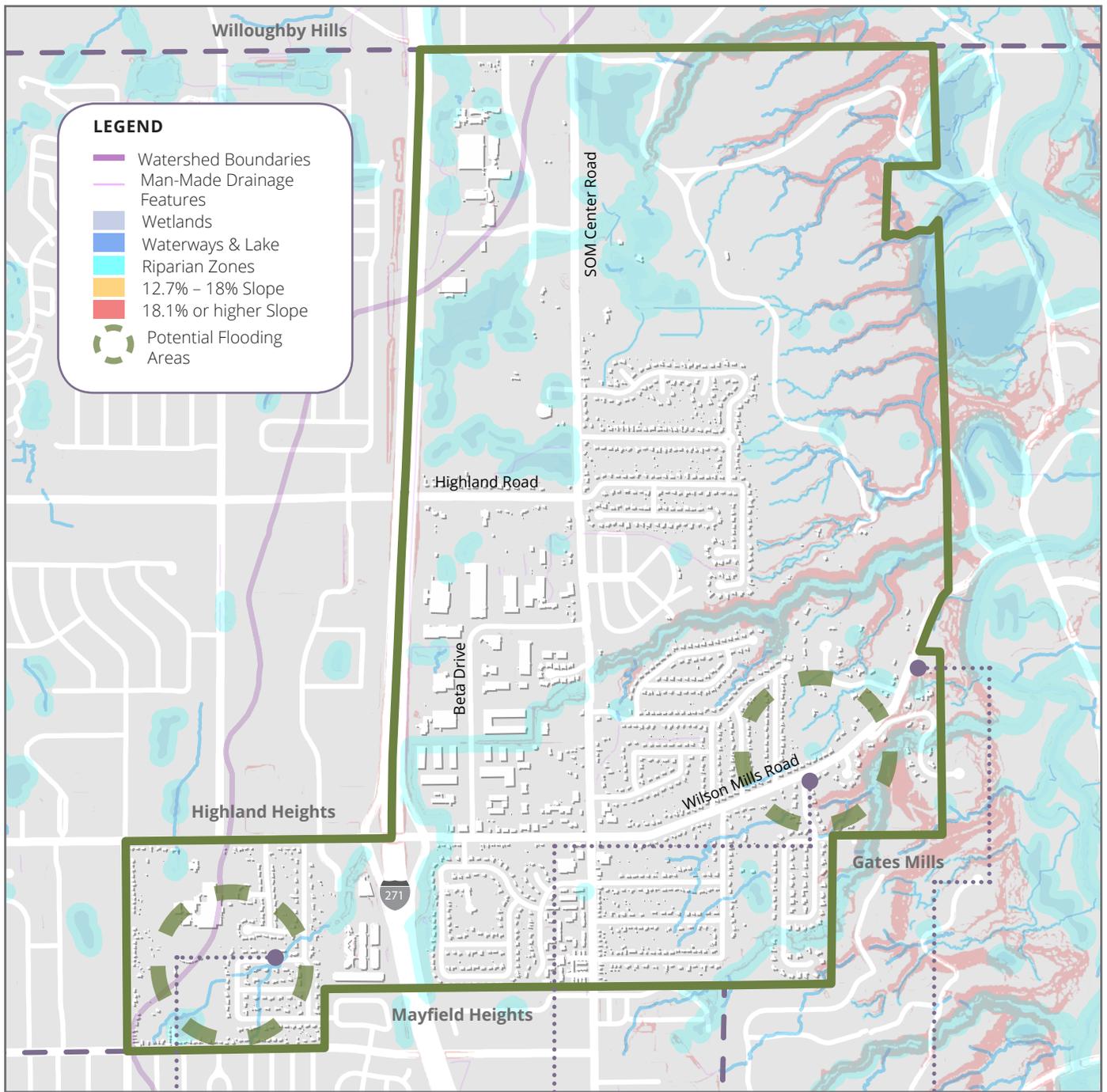
drainage. The Plan recommends that the Village address flooding concerns community wide; starting with the two primary areas of concern as demonstrated in the map to the right.

### ACTION STEPS: STORMWATER MANAGEMENT

- Work with residents to create a Village-wide stormwater plan to identify and address flooding issues throughout the Village
- Implement infrastructure projects and programs based on priorities and issues identified in the Village-wide stormwater plan (**Goal 4.4A**)
- Promote green infrastructure solutions for parking lot and roadway runoff, including bioswales, rain gardens, or pervious pavement
- Implement green infrastructure on Village properties as demonstration projects
- Further reduce parking requirements for commercial development
- Incentivize commercial properties to implement green infrastructure



**MAP 10 — WATERWAYS, STEEP SLOPES & IDENTIFIED DRAINAGE CONCERNS**



## 4.5 VILLAGE-WIDE FRAMEWORK

# PROTECT, ENHANCE, AND PROMOTE THE VILLAGE'S ENVIRONMENTAL ASSETS

Mayfield Village has an abundance of parks and open space within the community (28.0% of total land area). With this also comes the expectation of maintenance and future planning for how land will be used as the community changes.

Mayfield Village continues to lead the region in recreational opportunities for residents. The Bruce G. Rinker Greenway trail system is just one step in continuing the push for more diverse community recreation. This network of off-road paths adds tremendous value to the Village and connects the community from north to south and to the Cleveland Metroparks North Chagrin Reservation. A series of trail underpasses beneath SOM Center Road also provides users a much safer experience than on-road facilities and encourages riders of all ages and skill levels.

Additionally, the Village also boasts many other outdoor recreational opportunities, such as The Grove outdoor amphitheater, Parkview Pool, and a number of wooded trails and sports fields. Connections throughout the community should incorporate IDA (International Dark-Sky Association) compliant lighting; meaning lighting that minimizes glare while reducing light trespass and skyglow. The Village should strongly consider LED (Light Emitting Diodes), as these light panels can be dimmed and in some cases the hue changed.

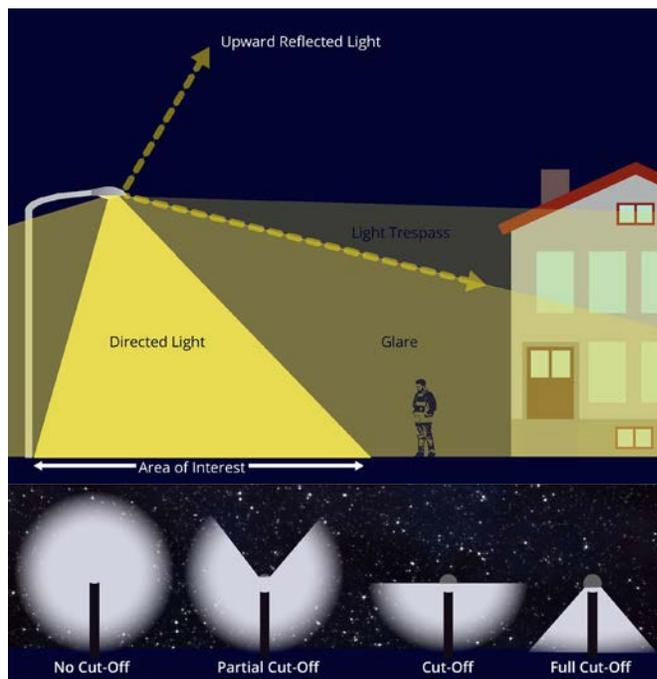
Dark Sky compliant lighting can have many positive effects on a community and its environment. Installing quality fixtures that focuses light directly down can typically cut energy costs by 60-70% and reduce carbon emissions annually. Also, glare from artificial light can have negative effects on migrating animals and nearby ecosystems. Light pollution can drastically alters an animal's natural, nighttime environment and can disrupt nocturnal ecology. Additionally, light pollution at night has the potential to harm human health. The natural day-to-night process establishes a natural circadian rhythm; which helps keep the human body healthy. Installing Dark Sky compliant lighting can help to mitigate these issues.

The Plan recommends that Mayfield Village work to preserve and enhance all of its natural resources, environmental assets, and outdoor recreation opportunities.

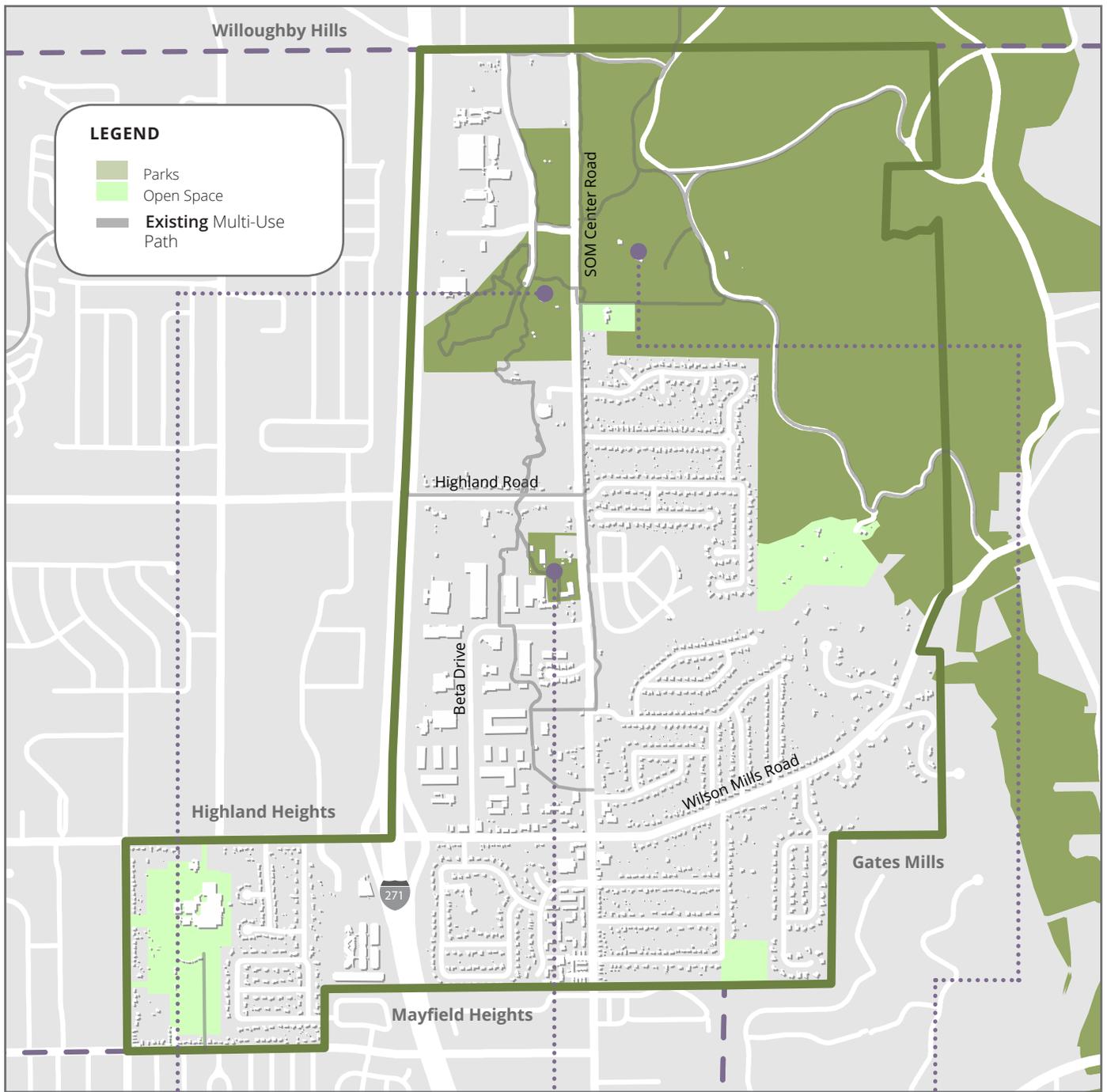
### ACTION STEPS: ENVIRONMENTAL ASSETS

- A. *Promote the community's natural amenities and recreational programming through the Village's social media presence, website, and direct mailings*
- B. *Work with ODOT and Cleveland Metroparks to place signs on I-271 identifying the exit for the North Chagrin Reservation*
- C. *Implement consistent wayfinding throughout the Village to direct people to community amenities*
- D. *Establish regulations to protect against environmental impacts to community parks, including the installation of consistent IDA (International Dark-Sky Association) compliant street lighting*
- E. *Continue to work closely with the Cleveland Metroparks to ensure one entity doesn't negatively impact the other through development or policy changes*
- F. *Ensure that parks and open spaces are well maintained*
- G. *Review the Codified Ordinances of Mayfield Village, "Destruction and Removal of Trees," of the Building Code, Chapter 1359 for updates and revisions*
- H. *Develop Village-owned vacant property at corner of Bonnieview & Beech Hill Roads into passive neighborhood-scale park*

### IDA Dark Sky Compliant Lighting



MAP 11 — ENVIRONMENTAL ASSETS



## 4.6 VILLAGE-WIDE FRAMEWORK

# SUPPORT A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES

Mayfield Village is a highly desirable community to call home. With its close proximity to Cleveland and interstate systems, the area caters to families, workers, and retirees alike. The Village has a diverse concentration of age groups throughout the community and policy and development decisions should take a multi-generational approach.

The majority of Mayfield's housing stock is comprised of single-family, detached homes (74.0%) and multi-family buildings that are 5 to 9 units in size (17.0%). The Village does have several options for assisted living, but few options exist for starter homes or simply downsizing into a smaller home. The Plan recommends that the Village consider infill housing developments, cluster type housing options, and accessory dwelling units as housing alternatives. In addition to housing needs, the Village does have an aging Civic Center; which does not have an elevator within the building and spaces can't be utilized to their full potential as they are not ADA accessible. The Plan recommends that all Village buildings, parks, playgrounds, crosswalks, and other infrastructure throughout the community meet ADA requirements.

Lastly, Mayfield Village has an enviable amount of green and open spaces within the community. These areas not only need to be maintained, but appropriate programming and amenities are a critical component to residents utilizing such spaces. Amenities such as benches, rest areas, and exercise stations encourage residents to utilize the existing Bruce G. Rinker Greenway trail network. The Plan recommends that the Village continue to invest in multi-generational programming and recreation amenities to encourage usership from all ages.

### Wilson Mills Road & I-271 New Housing Example



### ACTION STEPS: MULTI-GENERATIONAL HOUSING

- A. *Ensure infill housing is built at a compatible scale and design with existing housing*
- B. *Permit development of single-story living, cluster housing, condos, and townhomes that cater to seniors at appropriate locations*
- C. *Create a "Senior Housing" zoning district with development standards and incentives to promote the development of senior focused, affordable housing types identified in **Action 6.B***
- D. *Allow for mixed use zoning in the Village center to permit condos, townhomes, and cluster homes with commercial uses*
- E. *Continue to support the Community Partnership on Aging to increase efforts to help seniors age in place*
- F. *Develop and pursue a policy of strategic acquisition and aggregation of land and buildings to guide and restrict development and redevelopment*

### ACTION STEPS: ADA ACCESSIBILITY

- G. *Ensure all Village buildings and parks are ADA accessible*
- H. *Install an elevator in the Civic Center to make all levels (including the basement) ADA accessible and activate currently unused space*
- I. *Ensure sidewalks, crosswalks, pedestrian signals, and curb ramps are available and in good repair throughout the Village*

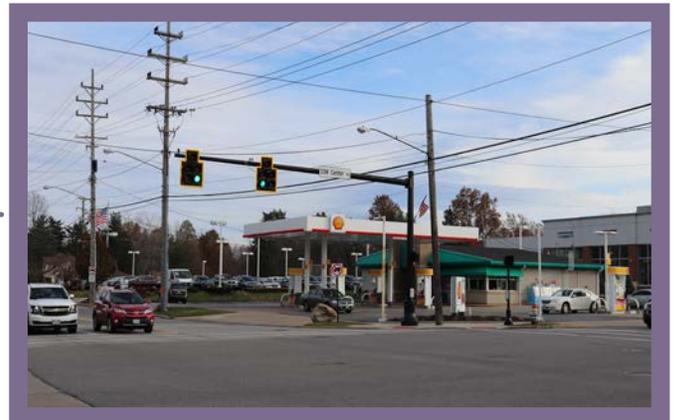
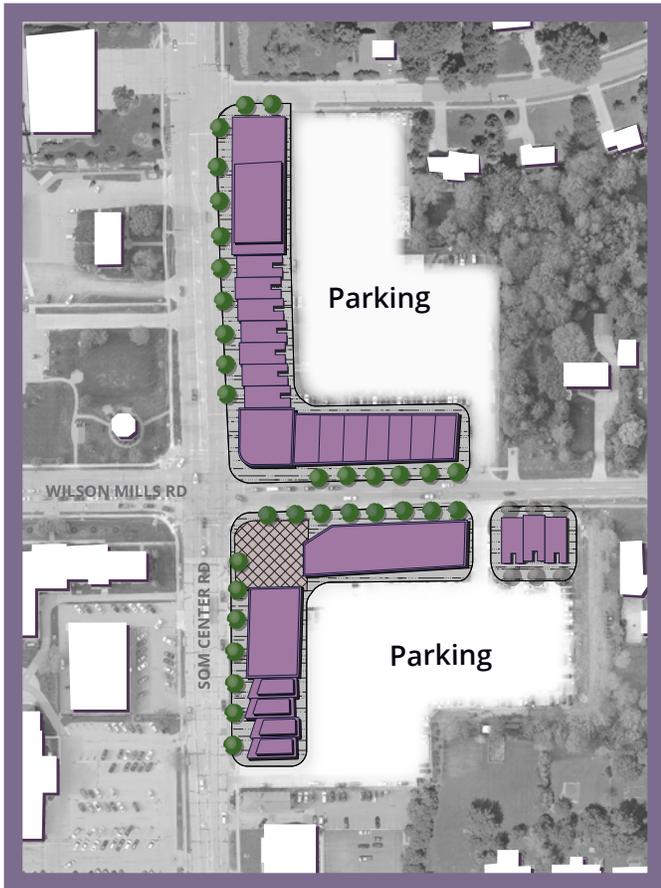
### ACTION STEPS: RECREATION

- J. *Continue partnering with neighboring communities, schools, and other local organizations to offer arts, sports, and other cultural programs and events*
- K. *Implement amenity improvements along the Bruce G. Rinker Greenway to offer exercise stations, art and cultural markers, scenic overlooks, and rest areas*
- L. *Diversify the type of recreational offerings for seniors to meet the needs of active seniors*
- M. *Increase recreational offerings for young families*
- N. *Increase program offerings at Reserve Hall*
- O. *Continue entertainment offerings at The Grove Amphitheater*
- P. *Purchase small lots of unused or vacant land to turn into pocket small passive parks or preserved natural space, especially near the Village Center and along trails*
- Q. *Evaluate potential community uses for underutilized basement space within Civic Center*

**MAP 12 — MULTI-GENERATIONAL COMMUNITY**



**Conceptual Redevelopment Of The Village Center with Mixed-Commercial & Multi-Generational Housing**



DRAFT August 16, 2018

## 4.7 VILLAGE-WIDE FRAMEWORK

# COMPREHENSIVE FUTURE LAND USE MAP

### FUTURE LAND USE CHARACTER AREA DESCRIPTIONS

The map to the right encapsulates the desired future land use characteristics in areas of Mayfiled Village. The land use and development actions included in the plan are aimed to either support the development of, or preservation of, these character areas. This map should be used to help make zoning, design and development policy decisions.

#### **Single Family Residential**

One and two-story single-family houses on individual lots. Subdivisions or individual lots with significant front yard setbacks, houses facing the street, individual drives, on low-speed residential streets

#### **Attached Single-Family Housing**

Attached, clustered or reduced setbacks housing can be developed. More flexible site development and housing orientation is permitted. Cottage courts, common space or shared drives are appropriate. Single-family houses, duplexes, and townhomes can be permitted as long as their materials and design are similar to surrounding existing residential areas. Appropriate transition or buffering between different character areas.

#### **Multi-Family Residential**

Multi-level multi-family apartments and attached housing units. Multiple units permitted within one building. Limited to existing multi-family areas. Appropriate for other multi-story or attached housing types and associated uses. Institutional living uses could also be considered (assisted living facility, retirement community, or other deemed compatible)

#### **Senior Residential Institution**

Campus style senior residential development for independent, assisted, and full care living. Includes associated medical and recreational facilities. Two or three stories maximum. Development that creates a residential feel and preserves environmental features and greenspace.

#### **Parks & Open Space**

Land preserved as natural open space (undeveloped forest, meadow, field, lake, stream or other type and associated features) or land developed as an active or passive outdoor recreation area (ball fields, courts, playgrounds, running trails, pavilions, pools, etc.)

#### **Institutional**

Entrenched civic or public uses owned or operated by local, state, or federal government or other quasi-government or non-profit organization, or other significant building or service open to the public. Including government buildings, schools, hospitals, churches or other religious buildings, cemeteries, libraries, and other similar uses.

#### **Office Campus**

Mid-rise office buildings and associated uses and services (parking decks, employee services, cafeterias, fitness rooms, and others). May be single or multi-tenant buildings. Buildings are clustered on large grounds with significant setbacks, ample greenspace, and well-maintained landscaping. Design and development should be consistent with current site developments on the Progressive Campuses.

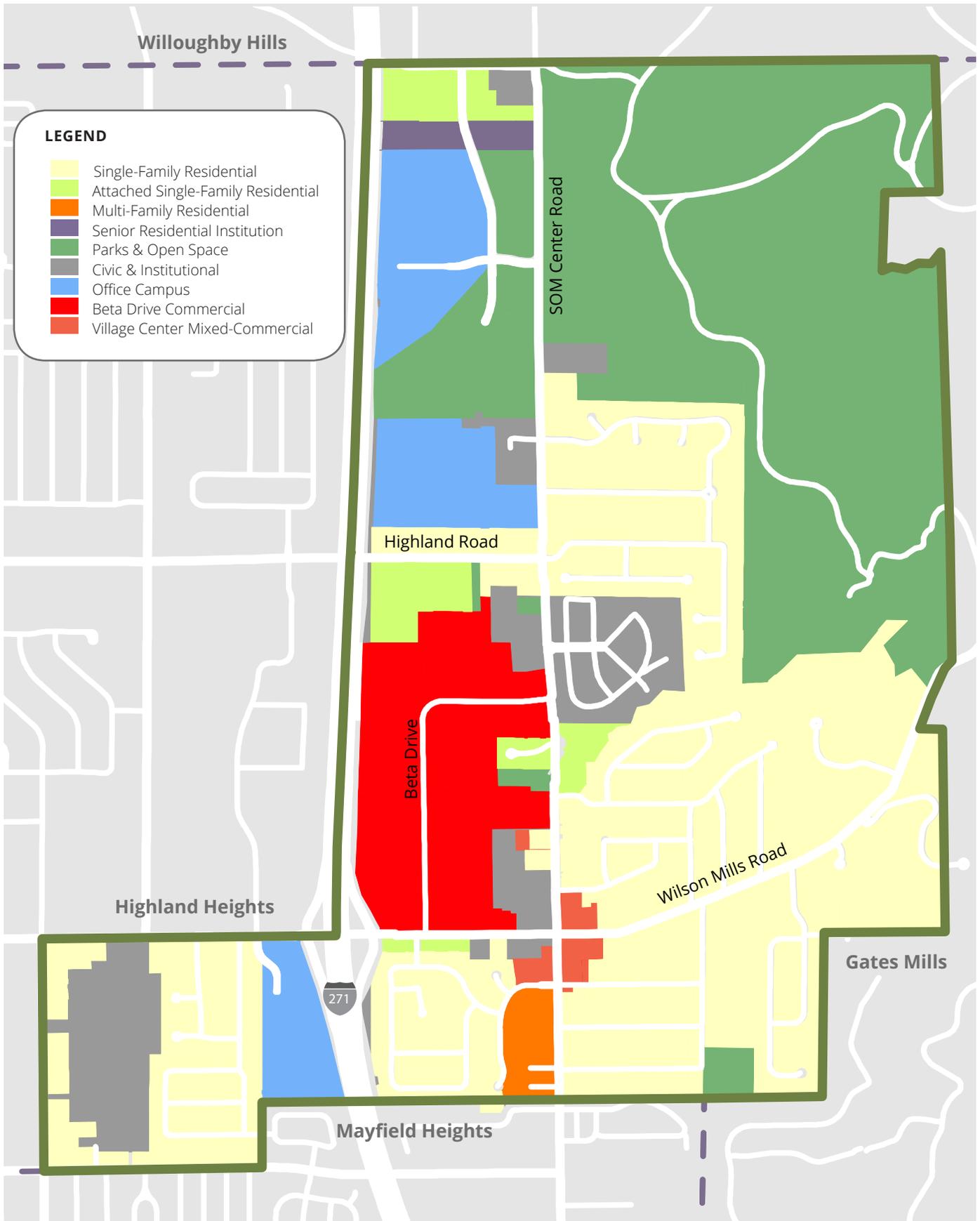
#### **Beta Drive Commercial**

Low-rise office, light industrial, and limited commercial uses. Mixed-use permitted. Flexible design requirements to meet the needs of various uses but still compatible with typical "Office Park" aesthetic. Relaxed setbacks, height requirements, and other development factors to allow for flexible uses and facilitate site expansion and redevelopment. Surface parking with encouraged green infrastructure and tree plantings. Appropriate but limited enhanced landscaping. Green infrastructure encouraged in lawn areas when possible.

#### **Village Center Mixed-Commercial**

Local retail district with attached or upper-story residential or office permitted. New development or redevelopment pulls buildings up to the street and places parking behind the building. Focus on developing walkable, attractive streetscapes with landscaping, street furniture, wayfinding, pedestrian plazas, street cafes, and other design elements. Commercial uses are focused on developing local businesses, boutique shopping, and dining.

MAP 13 — MAYFIELD VILLAGE FUTURE LAND USE CHARACTER AREAS



# 4.7

## LAND USE ACTIONS

Many of the actions throughout the Frameworks have intended land use effects. This includes preservation and change in certain places in the Village. These intended outcomes are captured in the Future Land Use Map. Following is a summary of those actions that will affect the community's land use.

### ASSOCIATED PLACE-BASED FRAMEWORK ACTIONS:

#### 3.3 ENHANCE BETA DRIVE

- E. *Implement flexible zoning requirements ( reduced setbacks, increased height, flexible parking, etc.) to facilitate redevelopment*
- F. *Permit targeted commercial and industrial mixed-use redevelopment*

### ASSOCIATED VILLAGE-WIDE FRAMEWORK ACTIONS:

#### 4.1 PROMOTE COMMUNITY PRIDE THROUGH STREETScape AND GATEWAY ENHANCEMENTS & RESIDENT NETWORKS

- C. *Provide consistent design choices and approvals across the community*
- D. *Create a "Design Guidelines" handbook for new development, redevelopment, and streetscape fixtures*
- E. *Evaluate the Village's current Planning & Zoning Code for updates and revisions to development standards*

#### 4.3 PURSUE INTERGOVERNMENTAL COOPERATION FOR REGIONAL SOLUTIONS TO TRAFFIC, SERVICE PROVISION & ECONOMIC DEVELOPMENT

- D. *Upgrade the I-271 Interchange at Wilson Mills Road for better traffic flow, safer pedestrian crossings, and a more welcoming environment*
- J. *Participate regionally on major land development, zoning, technology infrastructure, and business attraction to assure the regional is working cooperatively rather than competitively*
- K. *Work with Cuyahoga County to leverage and reinvest in the Beta Drive "Innovation Zone"*

#### 4.4 PROVIDE SUSTAINABLE AND EFFICIENT INFRASTRUCTURE IMPROVEMENTS

- A. *Work with residents to create a Village-wide stormwater plan to identify and address flooding issues throughout the Village*
- B. *Implement infrastructure projects and programs based on priorities and issues identified in the Village-wide stormwater plan (Goal 4.A)*
- C. *Promote green infrastructure solutions for parking lot and roadway runoff, including bioswales, rain gardens, or pervious pavement*
- D. *Implement green infrastructure on Village properties as demonstration projects*
- E. *Further reduce parking requirements for commercial development*
- F. *Incentivize commercial properties to implement green infrastructure*

#### 4.5 PROTECT, ENHANCE, AND PROMOTE THE VILLAGE'S ENVIRONMENTAL ASSETS

- H. *Develop Village-owned vacant property at corner of Bonnieview & Beech Hill Roads into active park with neighborhood connectivity.*

#### 4.6 SUPPORT A MULTI-GENERATION COMMUNITY FOR RESIDENTS OF ALL AGES

- A. *Ensure infill housing is built at a compatible scale and design with existing housing*
- B. *Permit new development of single-story living, cluster housing, condos, and townhomes at appropriate locations*
- C. *Create a "Senior Housing" zoning district with development standards and incentives to promote the development of senior focused, affordable housing types identified in Action 6.B*
- D. *Allow for mixed use zoning in the Village center to permit condos, townhomes, and cluster homes within commercial development*
- F. *Develop and pursue a policy of strategic acquisition and aggregation of land and buildings to guide and restrict development and redevelopment*
- P. *Purchase small lots of unused or vacant land to turn into pocket parks, especially near the Village Center and along trails*



# SHARED USE TRAIL



MOTORIZED VEHICLES  
PROHIBITED

TRAIL CLOSSES AT DUSK





# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE