

MAYFIELD VILLAGE MASTER PLAN IMPLEMENTATION SURVEY RESULTS

257 TOTAL RESPONSES

(122 Electronic SurveyMonkey and 135 Paper Surveys Completed)

An Electronic SurveyMonkey was open to all residents from Sept 26 to Oct 19. Respondents were asked to indicate which of the action items in each section was their highest priority. The most popular responses in each section are highlighted below in yellow.

The Paper Survey allowed respondents to give each item a High, Medium, Low or No Priority. The results from the Paper Survey are shown in the columns to the right.

ENHANCE KEY INTERSECTIONS

SOM Center Road & Wilson Mills Road

	High	Med	Low	No
1. Provide a new multi-use path along the length of Wilson Mills Road (41.53% of electronic responders chose this item as the highest priority in this section).	19.54%	31.03%	28.74%	20.69%
2. Consider reducing the turning radius on all four corners of the intersection, but not to impede turning or commercial trucks	6.4%	27.2%	37.6%	28.8%
3. Enhance pedestrian and bicycle crossing areas with highly visible paint or other materials	36.22%	33.07%	22.05%	8.66%
4. Provide signage for vehicles to alert them to crossing pedestrians and bicycles	42.52%	32.28%	21.26%	3.94%
5. Plant trees and foliage in the southwest and southeast corner of the intersection, but not to impede the vision of drivers	22.05%	30.71%	31.5%	15.75%
6. Continue landscape enhancements south along SOM Center Road	26.56%	45.31%	19.53%	8.59%

Beta Drive & Wilson Mills Road

7. Install a new multi-use path along Wilson Mills Road that would connect to another new multi-use path along Beta Drive	19.69%	34.65%	29.92%	15.75%
8. Connect new trails to existing trail network	27.91%	31.01%	29.46%	11.63%
9. Enhance pedestrian and bicycles crossing areas with highly visible paint or other materials (25.64% of electronic responders chose this item as the highest priority in this section).	33.59%	39.84%	18.75%	7.81%
10. 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	7.87%	29.92%	32.28%	29.92%
11. Improve landscaping and signage to create an attractive gateway to Beta Drive	22.66%	35.94%	28.91%	12.5%

IMPROVE PEDESTRIAN & BICYCLE CONNECTIVITY ALONG WILSON MILLS RD

12. Install a multi-use path along Wilson Mills Road that will connect the Village east to west (40.57% of electronic responders chose this item as the highest priority in this section).	26.15%	35.38%	23.85%	14.62%
13. Connect to Mayfield High School, the existing Bruce G. Rinker Greenway, and Cleveland Metroparks' North Chagrin Reservation	24.43%	32.06%	26.72%	16.79%
14. Install "dark sky" compliant lighting and signage along Wilson Mills Road and the proposed multi-use path	24.62%	40.77%	18.46%	16.15%

ENHANCE BETA DRIVE	High	Med	Low	No
15. Install a multi-se path along the length of Beta Drive that connects to the existing trail network	21.54%	30.77%	34.62%	13.08%
16. Encourage planting more trees and functional landscaping along Beta Drive (36.04% of electronic responders chose this item as the highest priority in this section).	19.85%	41.22%	26.72%	12.21%
17. Create attractive gateways to Beta Drive through new signage, landscaping, and wayfinding	16.92%	36.15%	30.77%	16.15%
18. Provide decorative elements such as benches, lighting, and flowers	15.38%	33.85%	35.38%	15.38%
Promote Redevelopment				
19. Implement flexible zoning requirements (reduced setbacks, increased height, flexible parking, etc.) to facilitate redevelopment	15.63%	33.59%	23.44%	27.34%
20. Permit targeted commercial and industrial mixed-use redevelopment	18.55%	30.65%	24.19%	26.61%
21. Seek development of “fast casual” dining and joint meeting space to serve local businesses	16.15%	27.69%	24.62%	31.54%
22. Permit and organize food truck events to serve businesses and promote the Village	18.46%	33.08%	27.69%	20.77%
23. 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 (36.61% of electronic responders chose this item as the highest priority in this section).	38.64%	36.36%	19.7%	5.3%
Promote Economic Development				
24. Re-emphasize and leverage the Cuyahoga County Innovation Zone designation of Beta Drive	21.19%	33.9%	27.97%	16.95%
25. Focus development and business attraction on technology, research, medical, and energy (35.24% of electronic responders chose this item as the highest priority in this section).	46.09%	31.25%	15.63%	7.03%
26. Ensure Beta drive is served by the technological infrastructure needed to support business and high- tech industries	46.51%	36.43%	13.95%	3.10%

PROMOTE COMMUNITY PRIDE THROUGH STREETScape AND GATEWAY ENHANCEMENTS & RESIDENT NETWORKS

Streetscape & Gateway Enhancements				
27. Improve or install gateway signs at minor and major entrances to the Village	24.22%	40.63%	27.34%	7.81%
28. Increase wayfinding signage throughout the village, especially along main corridors, the Bruce G. Rinker Greenway, and major amenities	16.41%	45.31%	28.13%	10.16%
29. Provide consistent design choices and approvals across the community	25.98%	41.73%	22.83%	9.45%
30. Create a “Design Guidelines” handbook for new development, redevelopment, and streetscape fixtures	22.4%	34.4%	30.4%	12.8%
31. Evaluate the Village’s current Planning & Zoning Code for updates and revisions to development standards	28.91%	41.41%	22.66%	7.03%
32. Where street lighting exists, convert to IDA (International Dark-Sky Association) compliant street lighting (27.78% of electronic responders chose this item as the highest priority in this section).	41.13%	26.61%	23.39%	8.87%

Resident Networks	High	Med	Low	No
33. Support block club programs that connect neighbors and build local social networks	29.23%	32.31%	32.31%	6.15%
34. Map neighborhood groups and block clubs, and post contact information on the Village's website to make involvement easier	29.46%	33.33%	30.23%	6.98%
35. Evaluate the Village's website, social media presence, and direct mailings for updates and additions that can further enhance resident and visitor interactions (55.24% of electronic responders chose this item as the highest priority in this section).	32.56%	42.64%	21.71%	3.1%

IMPROVE PEDESTRIAN AND BICYCLE LINKAGES

Bicycle Linkages				
36. Link east-west connections to existing north-south greenway trail	22.9%	39.69%	26.72%	10.69%
37. Install a multi-use path along Wilson Mills Road and Beta Drive (47.17% of electronic responders chose this item as the highest priority in this section).	22.14%	32.82%	30.53%	14.5%
38. Install wayfinding signage throughout the Village and along trails	17.05%	42.64%	28.68%	11.63%
Pedestrian Linkages				
39. Provide modern, highly visible crosswalks at all intersections and mid-block crossings	48.06%	31.78%	16.28%	3.88%
40. Link to existing multi-use path and sidewalk networks	31.78%	38.76%	23.26%	6.2%
41. 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 (30.56% of electronic responders chose this item as the highest priority in this section).	26.36%	27.91%	26.36%	19.38%
42. Install "dark sky" compliant street lighting to improve safety throughout residential areas	40.46%	23.66%	20.61%	15.27%
43. Enhance the mid-block crossing across N. Commons Blvd. with highly visible paint, flashing pedestrian crossing signs, ADA approved ramps	30.16%	38.1%	21.43%	10.32%

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

Regional Traffic Solutions				
44. Continue to coordinate traffic discussions with neighboring communities, Cuyahoga County and regional agencies (ODOT, NOACA) in the pursuit of an interchange study for the I-271 corridor	38.93%	33.59%	21.37%	6.11%
45. Work with neighboring communities (Highland Heights) and local business on Beta Drive, Alpha Drive, and Progressive to determine the impact and feasibility of local shuttles during peak hours	29.32%	32.33%	27.82%	10.53%
46. 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	32.33%	32.33%	28.57%	6.77%
47. Continue upgrading the I-271 Interchange at Wilson Mills Road to create a more welcoming environment (36.70% of electronic responders chose this item as the highest priority in this section).	36.92%	40.77%	16.92%	5.38%

Regional Service Provision	High	Med	Low	No
48. Explore opportunities to work with neighboring communities to consolidate emergency services and government operations to create cost savings and expand services	46.62%	31.58%	11.28%	10.53%
49. With the new position of Economic Development Manager, add the duties of “Director of Regional Initiatives” to help coordinate regional efforts in economic development, transportation, services, sustainability, and other areas (51.92% of electronic responders chose this item as the highest priority in this section).	39.39%	31.06%	18.94%	10.61%

Regional Economic Development				
50. Coordinate 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)	24.00%	35.20%	32.00%	8.8%
51. Survey businesses along the I-271 Corridor to determine opportunities, needs, and threats for businesses in the region	26.92%	40.77%	26.15%	6.15%
52. Coordinate regionally on major land development, zoning, technology infrastructure, and business attraction to assure the region is working cooperatively rather than competitively	36.92%	37.69%	19.23%	6.15%
53. Work with Cuyahoga County to leverage and reinvest in the Beta Drive “Innovation Zone” (38.10% of electronic responders chose this item as the highest priority in this section).	36.43%	37.21%	17.83%	8.53%

PROVIDE SUSTAINABLE AND EFFICIENT INFRASTRUCTURE IMPROVEMENTS

Stormwater Management				
54. Prioritize runoff control measures and drainage along the eastern half of Wilson Mills Road	43.65%	36.51%	16.67%	3.17%
55. Prioritize drainage concerns for residential properties along North and South Woodlane Drives and Norman Lane	38.66%	36.13%	21.85%	3.36%
56. Work with residents to form a plan to address flooding issues (26.42% of electronic responders chose this item as the highest priority in this section).	53.49%	30.23%	15.5%	.78%
57. Promote green infrastructure solutions for parking lot and roadway runoff, including bioswales, rain gardens, or pervious pavement	35.38%	46.15%	15.38%	3.08%
58. Implement green infrastructure on Village properties as demonstration projects	28.35%	43.31%	22.05%	6.3%
59. Reduce parking requirements for commercial development	11.9%	34.13%	32.54%	21.43%
60. Incentivize commercial properties to implement green infrastructure	30.23%	47.29%	18.6%	3.88%

PROTECT, ENHANCE, AND PROMOTE THE VILLAGE’S ENVIRONMENTAL ASSETS

61. Promote the community’s natural amenities and recreational programming through the Village’s social media presence, website, and direct mailings	40.46%	35.88%	21.37%	2.29%
62. Work with ODOT and Cleveland Metroparks to place signs on I-271 identifying the exit for the North Chagrin Reservation	28.46%	26.15%	36.15%	9.23%

	High	Med	Low	No
63. Implement consistent wayfinding throughout the Village to direct people to community amenities	26.15%	34.62%	29.23%	10%
64. Establish regulations to protect against environmental impacts to community parks, including the installation of consistent IDA (International Dark-Sky Association) compliant street lighting	36.15%	35.38%	22.31%	6.15%
65. Continue to work closely with the Cleveland Metroparks to ensure one entity doesn't negatively impact the other through development or policy changes	56.06%	34.85%	8.33%	.76%
66. Ensure that parks and open spaces are well maintained (35.24% of electronic responders chose this item as the highest priority in this section).	81.08%	16.22%	2.7%	0.0%
67. Review the Codified Ordinances of Mayfield Village, "Destruction and Removal of Trees," of the Building Code, Chapter 1359 for updates and revisions	55.81%	29.46%	10.08%	4.65%
68. Analyze the potential development of the Village-owned vacant property into passive, neighborhood-scale parks	47.37%	35.34%	12.78%	4.51%

SUPPORT A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES

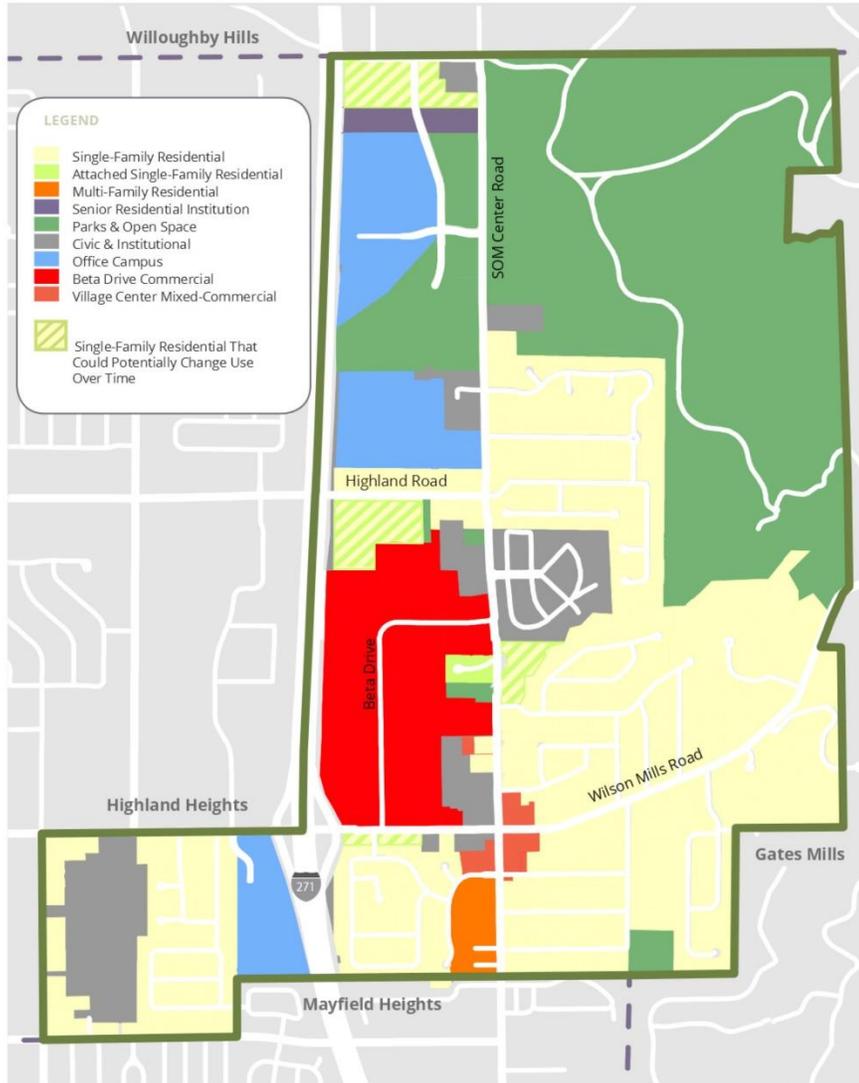
Multi-Generational Housing				
69. Allow infill housing to be built at a scale and with features that cater to the needs of seniors	33.59%	35.16%	15.63%	15.63%
70. Permit new development of single-story living, cluster housing, condos, and townhomes at appropriate locations	24.24%	32.58%	16.67%	26.52%
71. Allow for mixed use development in the Village center to permit condos, townhomes, and cluster homes with commercial uses	13.18%	24.81%	23.26%	38.76%
72. Continue to support the Community Partnership on Aging to increase efforts to help connect seniors to funding and support for housing (33.66% of electronic responders chose this item as the highest priority in this section).	46.56%	31.30%	16.03%	6.11%
73. Develop and pursue a policy of strategic acquisition and aggregation of land and buildings to guide and restrict development and redevelopment	43.41%	37.98%	12.4%	6.2%
ADA Accessibility				
74. Ensure all Village buildings and parks are ADA accessible	56.82%	31.82%	9.85%	1.52%
75. Install an elevator in the Civic Center to make all levels ADA accessible and activate currently unused space	48.84%	28.68%	20.93%	1.55%
76. Ensure sidewalks, crosswalks, pedestrian signals, and curb ramps are available and in good repair throughout the Village (53.40% of electronic responders chose this item as the highest priority in this section).	69.70%	22.73%	4.55%	3.03%
Recreation				
77. Partner with neighboring communities, schools, and other local organizations to offer arts, sports, and other cultural programs and events	43.61%	34.59%	16.54%	5.26%
78. Implement amenity improvements along the Bruce G. Rinker Greenway to offer exercise stations, art and cultural markers, scenic overlooks, and rest areas	28.68%	37.98%	26.36%	6.98%
79. Diversify recreational offerings for seniors to meet the needs of active seniors	44.27%	34.35%	19.08%	2.29%
80. Increase recreational offerings for young families	33.86%	37.01%	27.56%	1.57%

	High	Med	Low	No
81. Encourage local theater and school productions at Reserve Hall	44.7%	36.36%	16.67%	2.27%
82. Continue summer programming at The Grove Amphitheater (39.62% of electronic responders chose this item as the highest priority in this section).	68.66%	26.12%	4.48%	.75%
83. Purchase small lots of unused or vacant land to turn into pocket parks, especially near the Village Center and along trails	40.91%	36.36%	15.91%	6.82%
84. Evaluate potential community uses for underutilized space within the Civic Center	35.88%	49.62%	10.69%	3.82%

This "Future Land Use Character Areas" map encapsulates the desired future land use characteristics in areas of Mayfield Village. The land use and development actions included in the plan are aimed at supporting the development of, or preserving, these character areas. This map should be used to help make future zoning, design and development policy decisions.

What do you like about the character areas? What would you change? Please make your comments about the map below with any additional comments you'd like to include.

Map 30 — Mayfield Village future Land Use Character Areas



Comments: