

**Mayfield Village Citizens Advisory Committee  
Meeting Minutes  
Jan 23, 2018**

The Citizens Advisory Committee met on Tuesday, Jan 23, 2018 at 7:00 p.m. at the Mayfield Village Civic Center.

**Present:**       Sandy Batcheller                               Sara Calo  
                  Rosemarie Fabrizio                       Mark Granakis  
                  Bob Haycox (Chair)                       Marilyn LaRiche-Goldstein  
                  Joanna McNally                               Katie Parker  
                  Jim Thomas                                    Loretta Williams

**Absent:**         Paula Lear                                       Kay Phillips  
                  Lorry Nadeau                                Mary Salomon  
                  Mary Singer                                 Merv Singer

**Also Present:**  
                  Patsy Mills, Council Representative  
                  Stephen Schutt, Council Member  
                  Rachel Novak, Planner from the Cuyahoga County Planning Commission  
                  Resident Peter Batcheller  
                  Diane Wolgamuth, Director of Administration

Council Representative Patsy Mills opened the meeting and gave the oath of office to the three new Committee members—Mark Granakis, Katie Parker and Jim Thomas. At the request of Mrs. Mills, all the members of the Committee introduced themselves and stated how long they have lived in Mayfield Village.

**Election of Chair**

Mrs. Mills asked for nominations for Chair of the Citizens Advisory Committee. Mrs. Fabrizio nominated Mr. Haycox; her nomination was seconded by Mrs. LaRiche-Goldstein. There were no further nominations and Mr. Haycox was elected to serve another year as Chair.

**Approval of Minutes**

Mr. Haycox asked the Committee if there were any changes to the meeting minutes from Nov 21, 2017, previously provided for review. There were none and the minutes were approved.

### **Presentation of Community Survey Results**

Mr. Haycox introduced Rachel Novak, a Planner from the Cuyahoga County Planning Commission who has been actively involved in the Village's Master Planning process. She described her background and provided an overview of the process that the Village and the Planning Commission went through to create, mail and determine the results of the Community Survey. Ms. Novak reviewed the key findings that included the following topics: Demographics, Reasons for Living in Mayfield Village, Parks & Recreation, Housing & Development, Transportation, Quality of Village Services, and Quality of Life. A copy of Ms. Novak's PPT presentation is attached.

Ms. Novak advised that a "Community Vision" is currently being prepared using the information gleaned from the survey with the input of the Village's Project Team and Steering Committee. That Vision will be shared with the community at a Public Meeting scheduled for February 15 at 6:30 p.m. Ms. Wolgamuth advised that a notice about the meeting is being mailed Village-wide and provided the Committee with a copy. The Committee was also provided with a full copy of the survey results which will be made available on the Village's website. Ms. Novak added that a Current Conditions document has been prepared and will also be available for review on the Village's website.

Ms. Novak pointed out a slide in her presentation indicating that 91.5% of survey respondents do not want the population of Mayfield Village to grow. Ms. Calo asked about the current population and the growth required to become a city. Ms. Wolgamuth advised that the Village's population as of the 2010 Census was 3,460. If the population rises to 5,000, Mayfield Village would become a city. Mrs. Mills added that, by Charter, it would be called "The City of Mayfield Village".

Mrs. Fabrizio asked if anything in the Village survey stood out from the other communities that Ms. Novak is working with. Ms. Novak responded that in the current conditions document, the number of public transportation users was higher than she expected, given the lack of importance it received in the survey. Mr. Haycox if that could be because the riders do not live in Mayfield. Ms. Novak responded that it was more likely because older people were over-represented in the survey results and they might not feel that buses are important.

Mrs. McNally asked if the surveys went out to businesses as well as residents. Ms. Novak advised that they did not. Ms. Wolgamuth added that there are four local businesses represented on the Master Plan Steering Committee—Progressive Insurance, QED, Panzica Construction and the Mayfield School District.

The Committee thanked Ms. Novak for attending the meeting and making the presentation.

### **Council Report & Upcoming Events**

Mrs. Mills reported on the following items:

- At next Monday's Council Meeting, on Jan 29, all Committee members will be given the oath of office. She reminded everyone of the time change to 7:00 p.m.
- At the Organizational Meeting of Council on Jan 8, Council re-elected Joseph Saponaro as the Council President and George Williams as President *Pro Tem*.
- Anthony Coyne from the law firm of Mansour Gavin has been appointed as the new Law Director.
- Council held a workshop meeting on Jan 22 regarding Robert's Rules and other rules of order.
- The home at 586 SOM is being razed as part of the Beta Drive stormwater project. The property will be used to create a retention basin.
- Three new homes are being built in the Village—on SOM Center Road near Thornapple, Robley and Glenview.
- The Metroparks will be culling deer during the month of January. If the park is closed, that is the likely reason.
- The Primary Election will be held on May 8. Voting will take place at the Civic Center.
- The Grove's summer programs are in place. New Recreation Director Shane McAviney has done an excellent job.
- Shred Day is scheduled for May 19.
- Volunteers are needed for Mother's Day Pancake Breakfast.
- Mr. Batcheller asked where Cruise Night will be held this year. Ms. Wolgamuth advised that Cruise Night will again be at the center of town. Mrs. Mills added that July 4<sup>th</sup> fireworks will be at The Grove on June 30.

Ms. Wolgamuth distributed the calendar of events that will be included in the upcoming *Voice of the Village* as well as a directory of all members of the Committee. She asked to be advised of any corrections or changes to the directory.

**Highland Road Development.**

Mrs. Calo stated that she had been approached by Chris Skoda who has purchased property on Highland Road, next to the church. He is gathering signatures for a petition to change the zoning so that he can construct a development of cluster homes. Mrs. Calo asked the Committee about inviting Mr. Skoda to come to a CAC meeting to present his plans and answer any questions. The Committee members agreed that they would be interested in seeing a presentation. Ms. Wolgamuth agreed to ask Mr. Skoda to attend a future meeting and suggested April might be good timing, if Mr. Skoda intends to be on the May ballot. Mrs. Calo commented that she thought it was interesting that the survey results showed that people want smaller housing. Mrs. Batcheller commented that the homes in SOM Court had turned out to be different than represented when the zoning was changed there.

**Meeting Schedule.**

Ms. Wolgamuth asked if the Committee would like future meetings of the CAC to be held regularly on the last Monday of the month at 7:00 p.m. The members agreed that Mondays were acceptable and further agreed to take off the months of June, July and December. A summer meeting at The Grove will be added once The Grove schedule is available. Following is the schedule for the remainder of 2018:

- Monday, Feb 26
- Monday, March 26
- Monday, April 30
- Tuesday, May 29 (Memorial Weekend)
- Monday, Aug 27
- Monday, Sept 24
- Monday, Oct 29
- Monday, Nov 26

The meeting was adjourned at 8:00 p.m.

Respectfully submitted,  
Diane Wolgamuth, Director of Administration



# Mayfield Village Community Survey

Results Summary



# County Planning

## 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.”**

**Glenn Coyne, FAICP, Executive Director**

**James Sonnhalter, Manager, Planning Services**

**Micah Stryker, AICP, Project Lead**

**Rachel Novak, Planner**

# 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





# COMMUNITY SURVEY PRESENTATION AGENDA

- **Methodology & Process**
- **Results Report**
- **Key Findings**

- **Methodology & Process**
- Results Report
- Key Findings

- Methodology & Process
- **Results Report**
- Key Findings

- Methodology & Process
- Results Report
- **Key Findings**

An aerial photograph of a park during autumn. On the left, there is a swimming pool with a blue roof and a building. A paved road runs through the center, with a dense forest of trees in various shades of yellow, orange, and red on the right. The text "COMMUNITY SURVEY METHODOLOGY & PROCESS" is overlaid in white, bold, sans-serif font across the middle of the image.

# COMMUNITY SURVEY METHODOLOGY & PROCESS



## **Survey Background**

- **In May 2017, Mayfield Village was awarded a competitive grant from the Cuyahoga County Department of Development to update the Village Master Plan**
- **The planning process is being facilitated 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





## Survey Response Rate

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



# COMMUNITY SURVEY RESULTS REPORT



## **Survey Report Content**

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- Executive Summary and Introduction
- Detailed Findings
- Demographics
- Appendix A: Numerical Results
- Appendix B: Comments
- Appendix C: Survey Instrument



## Survey Topics

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- 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



## Survey Topics

- Why do you choose to live in Mayfield Village?
- What types of improvements/features would you like to see along the Bruce G. Rinker Greenway?
- Indicate your priority for the types of housing needed as the Village continues to develop?
- Indicate which types of improvements you would like to see on the following major streets in Mayfield Village?



## Survey Topics

- Please rate the quality of the following services offered in Mayfield Village?
- How are you involved in your neighborhood/community?
- Do you feel engaged in your neighborhood/community?
- What is your age?
- How many years have you lived in Mayfield Village?



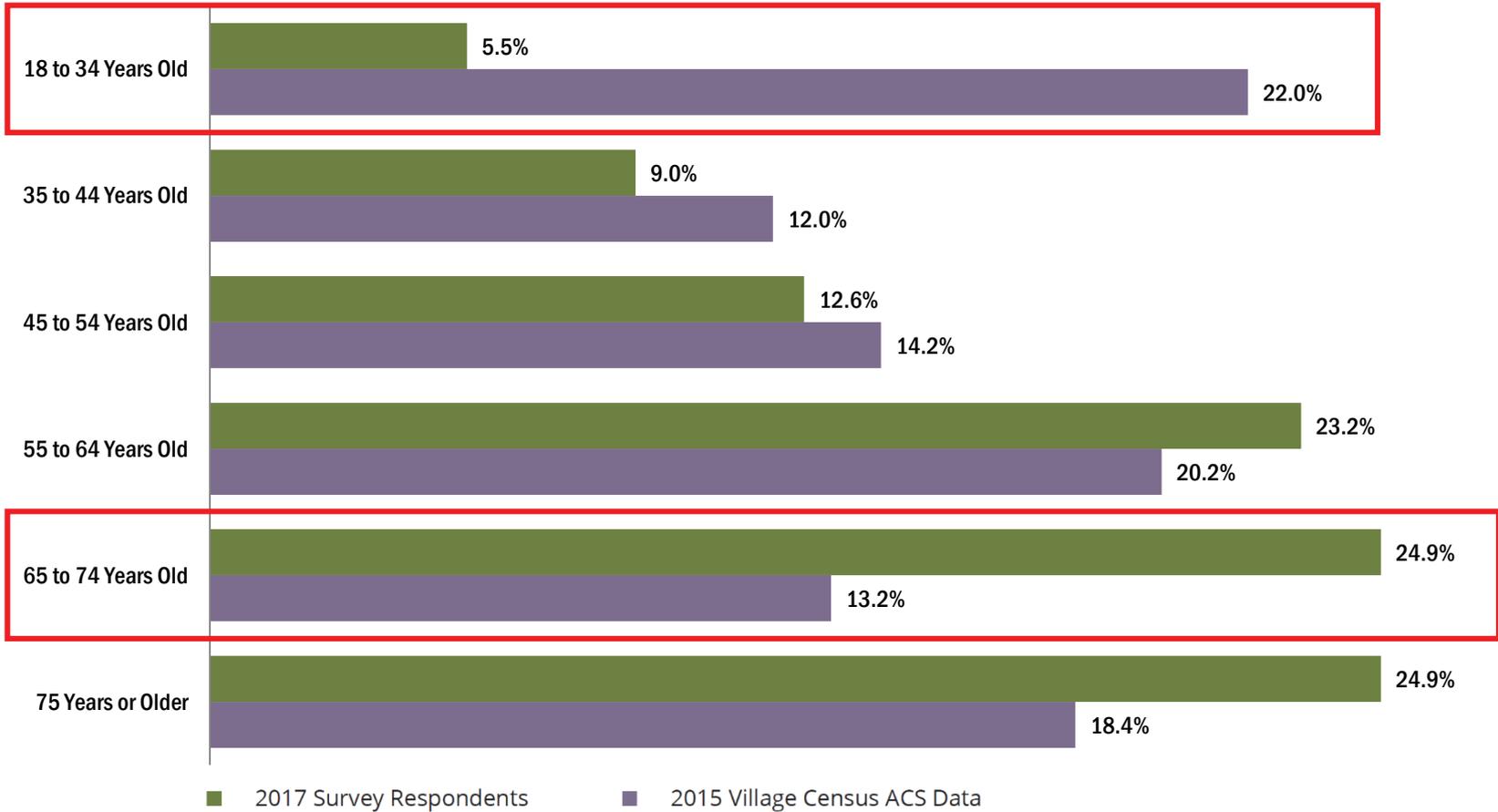
# COMMUNITY SURVEY KEY FINDINGS



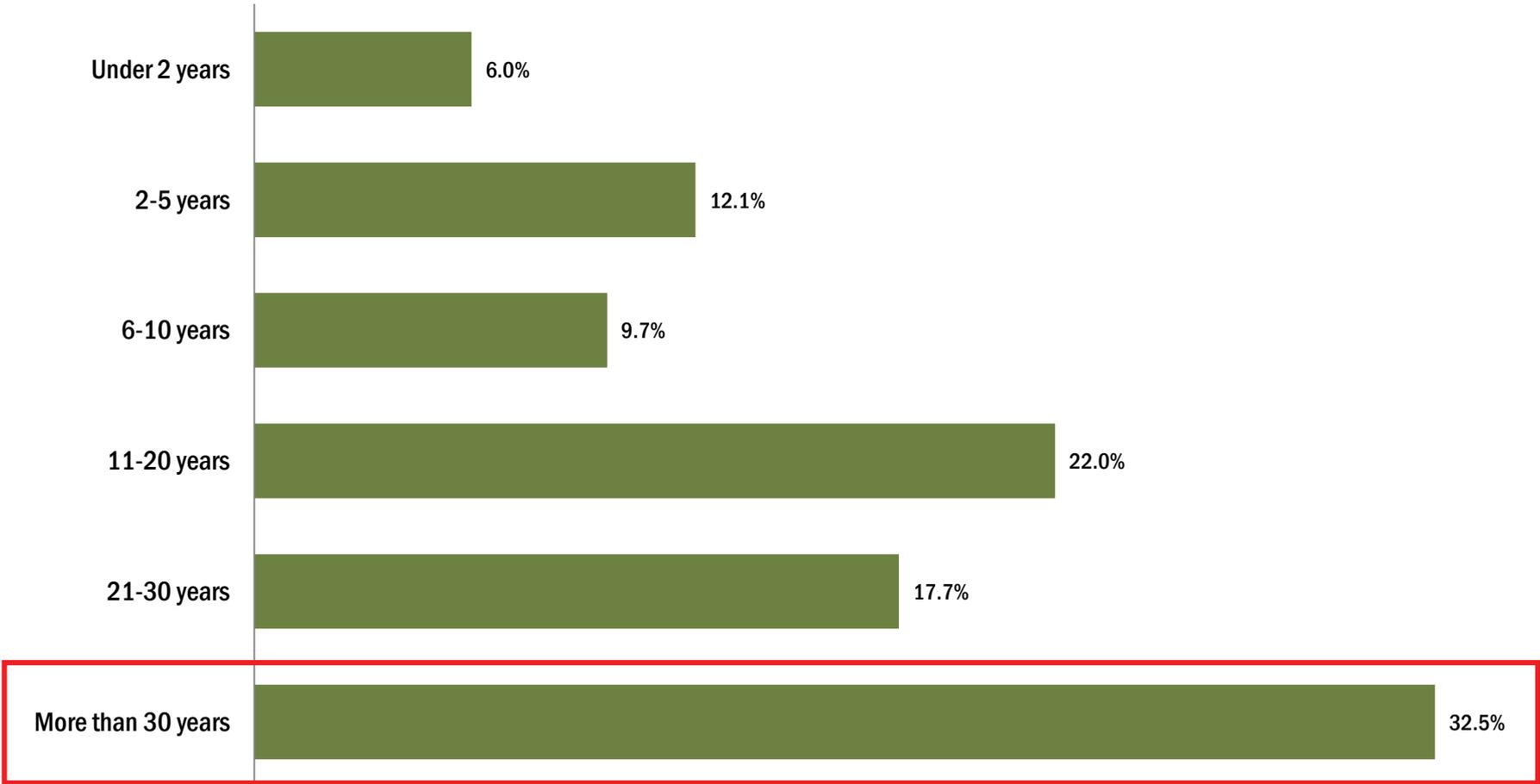
**Survey Topics**

**Demographics**

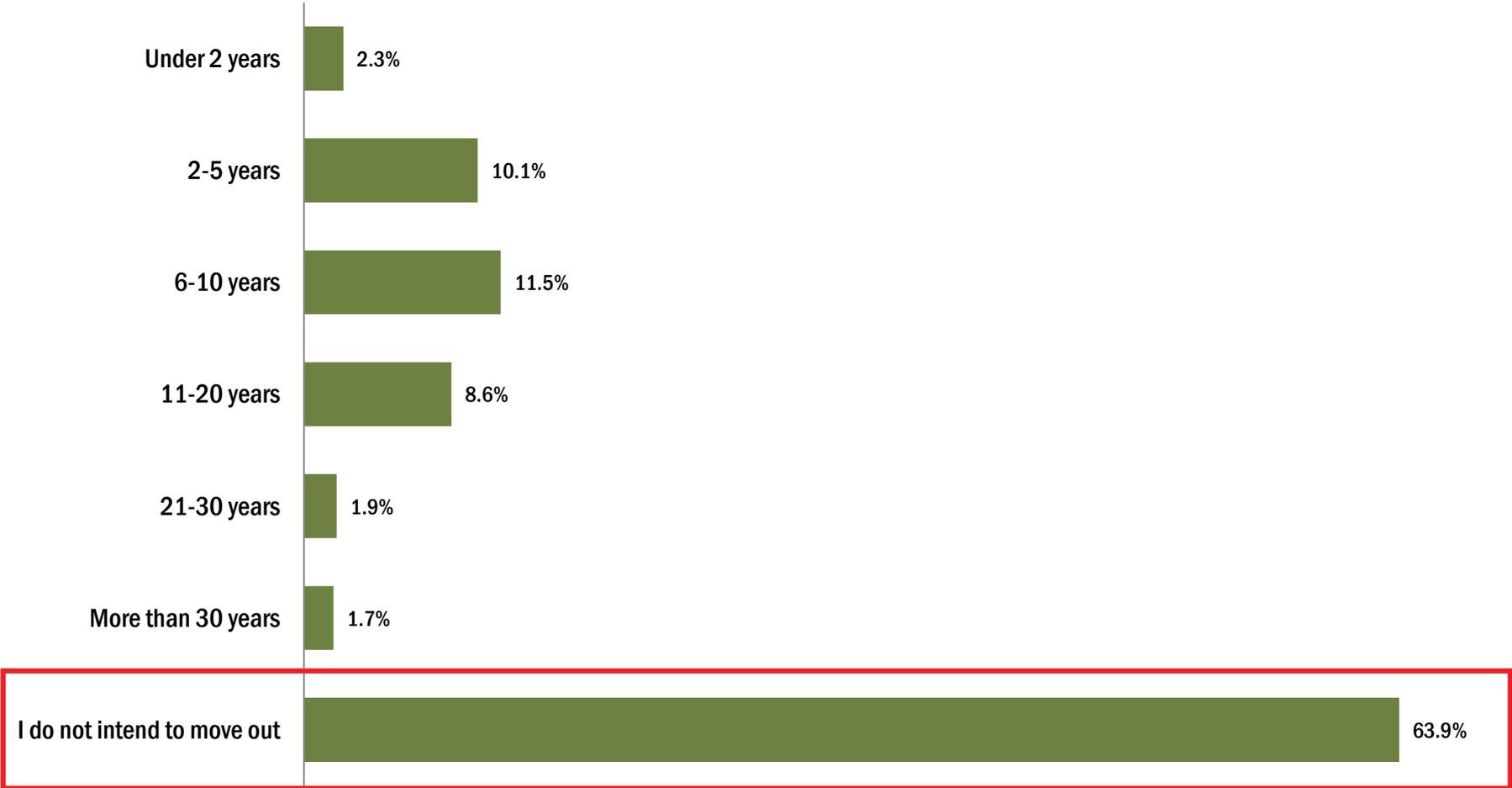
# AGE OF RESPONDENT, 2017 SURVEY AND 2015 ACS DATA



# LENGTH OF RESIDENCY IN MAYFIELD VILLAGE



# PLANNED LENGTH OF RESIDENCY IN MAYFIELD VILLAGE

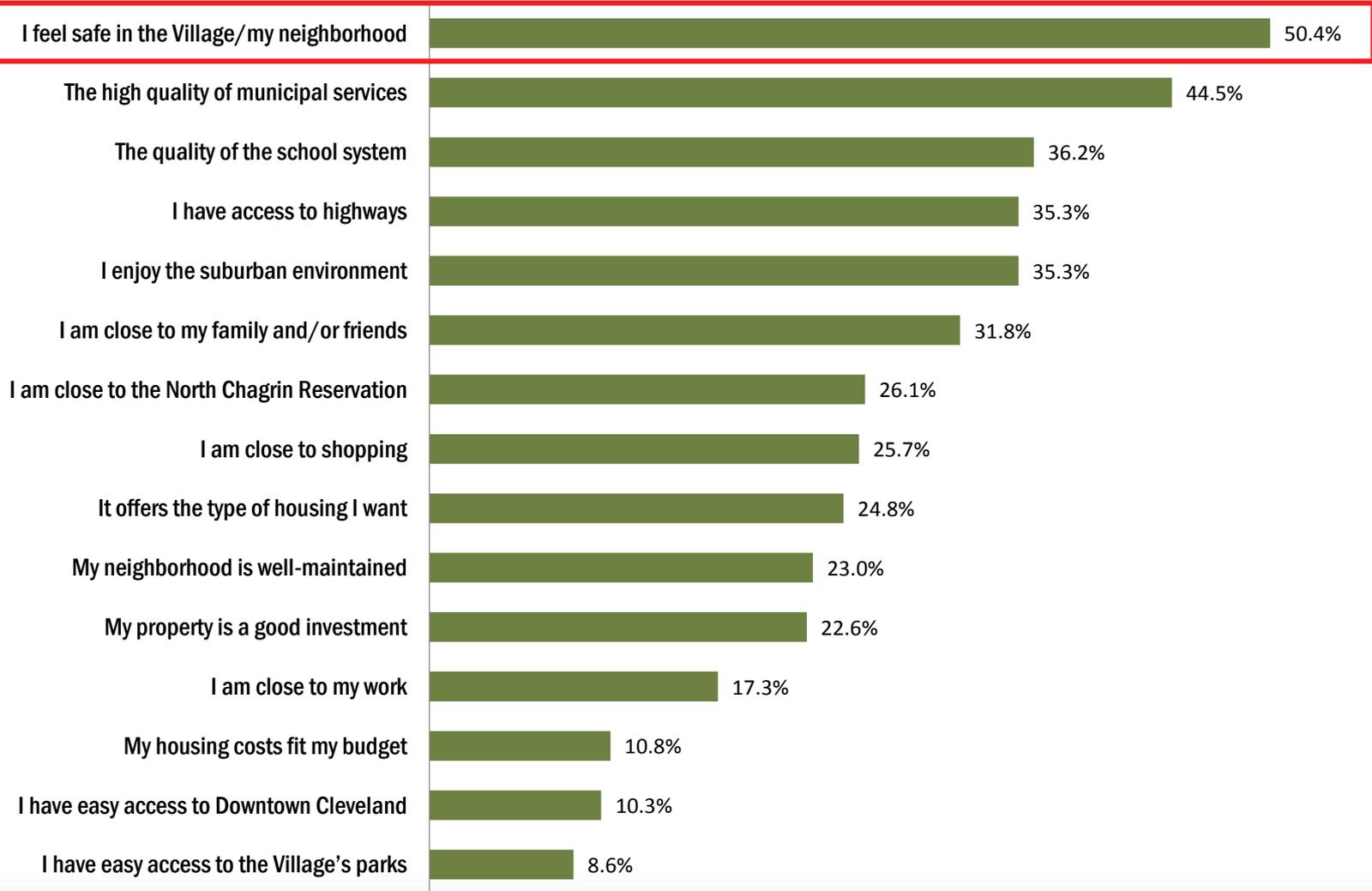




**Survey Topics**

# **Residing In Mayfield Village**

# TOP REASONS FOR RESIDING IN MAYFIELD VILLAGE



# TOP THREE CONSIDERATIONS FOR RESIDING IN MAYFIELD VILLAGE, BY AGE

## 18 to 34 Year Olds

1. I have access to highways (51.72%)
2. I am close to my work (41.38%) OR I am close to my family and/or friends (41.38%)
3. I enjoy the suburban environment (37.93%)

## 35 to 44 Year Olds

1. I feel safe in the Village/my neighborhood (58.33%)
2. The quality school system (56.25%)
3. I am close to my family and/or friends (37.50%)

## 45 to 54 Year Olds

1. The quality school system (56.72%)
2. I feel safe in the Village/my neighborhood (55.22%)
3. I am close to my family and/or friends (30.30%)

## 55 to 64 Year Olds

1. I feel safe in the Village/my neighborhood (50.41%)
2. I have access to highways (41.46%)
3. The high quality of municipal services (40.65%)

## 65 to 74 Year Olds

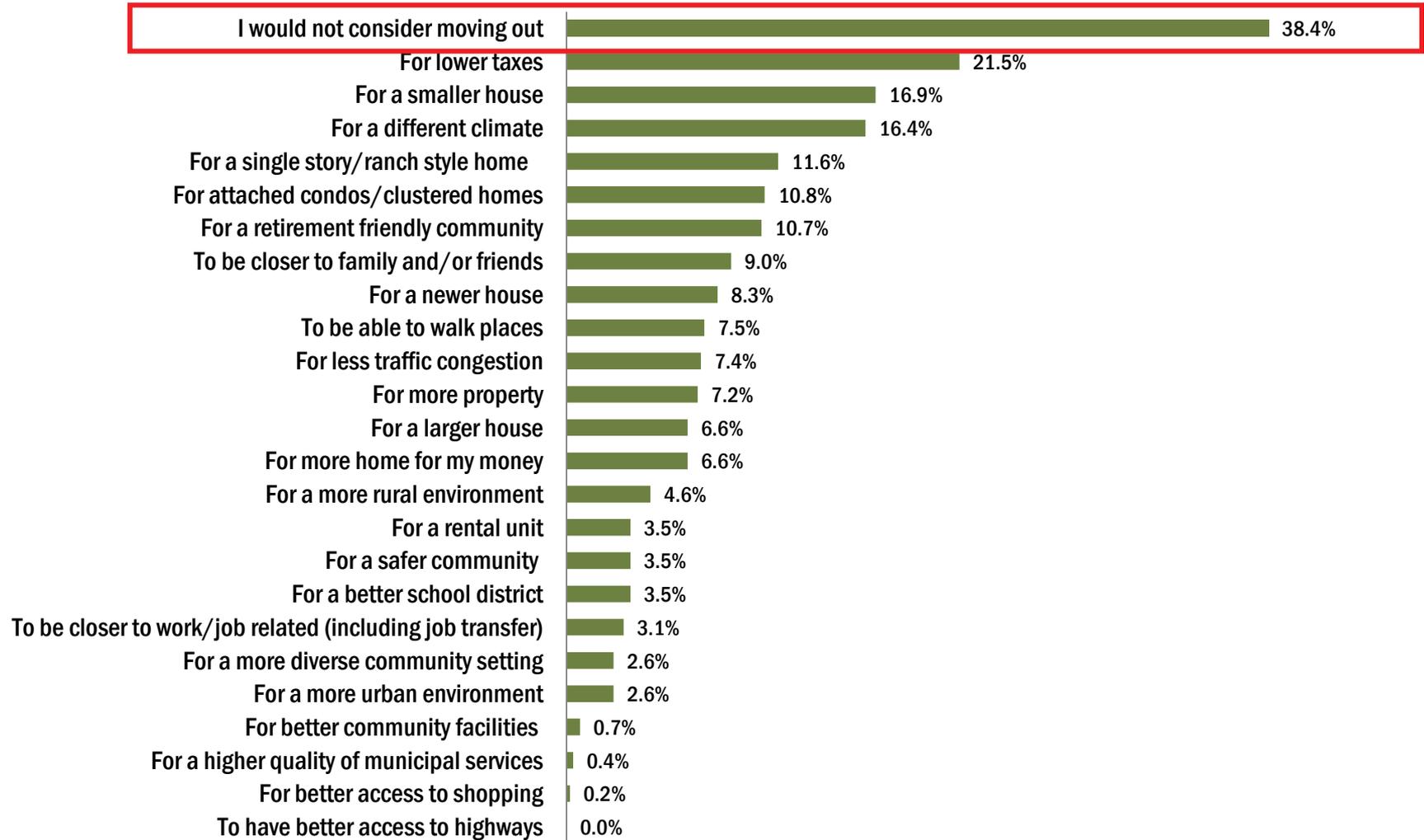
1. The high quality of municipal services (48.48%)
2. I feel safe in the Village/my neighborhood (46.97%)
3. I have access to highways (45.45%)

## 75+ Year Olds

1. The high quality of municipal services (59.09%)
2. I feel safe in the Village/my neighborhood (53.79%)
3. I enjoy the suburban environment (48.48%)

\*Based upon percentage of respondent selections vs. total number of respondents within each age group.

# TOP CONSIDERATIONS FOR MOVING FROM MAYFIELD VILLAGE



# TOP THREE CONSIDERATIONS FOR MOVING FROM MAYFIELD VILLAGE, BY AGE

## 18 to 34 Year Olds

1. For lower taxes (48.28%)
2. For a larger house (37.93%)
3. For more property (31.03%)

## 35 to 44 Year Olds

1. I would not consider moving out (22.92%)  
OR For a larger house (22.92%)
2. For a different climate (20.83%)
3. For a newer house (18.75%)

## 45 to 54 Year Olds

1. I would not consider moving out (31.34%)
2. For lower taxes (25.37%)
3. For a different climate (23.88%)

## 55 to 64 Year Olds

1. For lower taxes (26.02%)
2. For a smaller house (25.20%) OR For a different climate (25.20%)
3. I would not consider moving out (24.39%)

## 65 to 74 Year Olds

1. I would not consider moving out (43.94%)
2. For lower taxes (18.18%)
3. For a smaller house (15.91%)

## 75+ Year Olds

1. I would not consider moving out (61.36%)
2. For a smaller house (15.91%)
3. For lower taxes (12.88%)

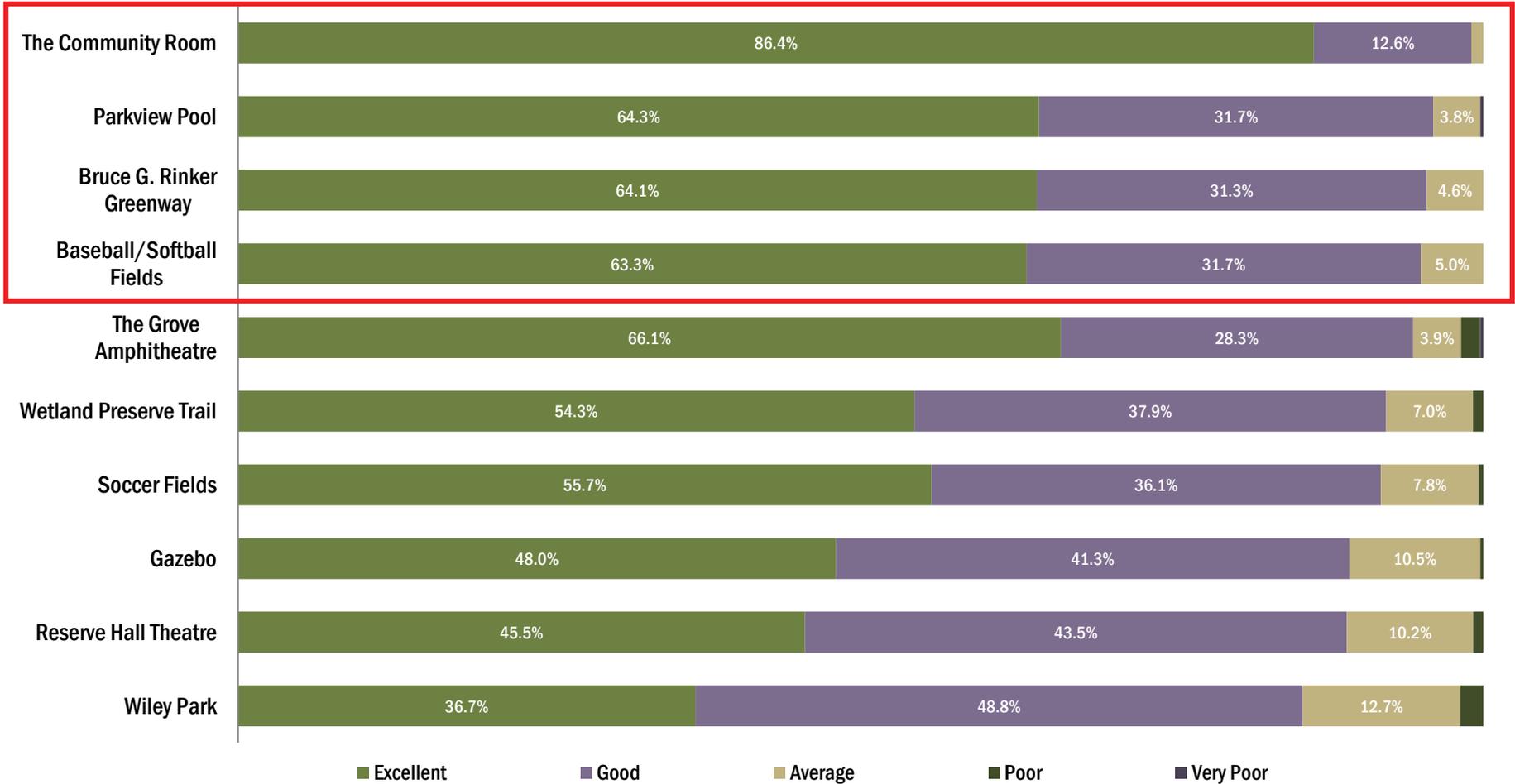
\*Based upon percentage of respondent selections vs. total number of respondents within each age group.



**Survey Topics**

# **Parks & Recreation**

# QUALITY OF VILLAGE PARKS AND RECREATION FACILITIES



# IMPROVEMENTS & PROGRAMMING

- **Bruce G. Rinker Greenway**
  - Desire for more rest stops along the Greenway
  - Rest stops could incorporate other desired improvements
  
- **Event Programming**
  - More music and community events at the Grove
  - More music and live theater at Reserve Hall



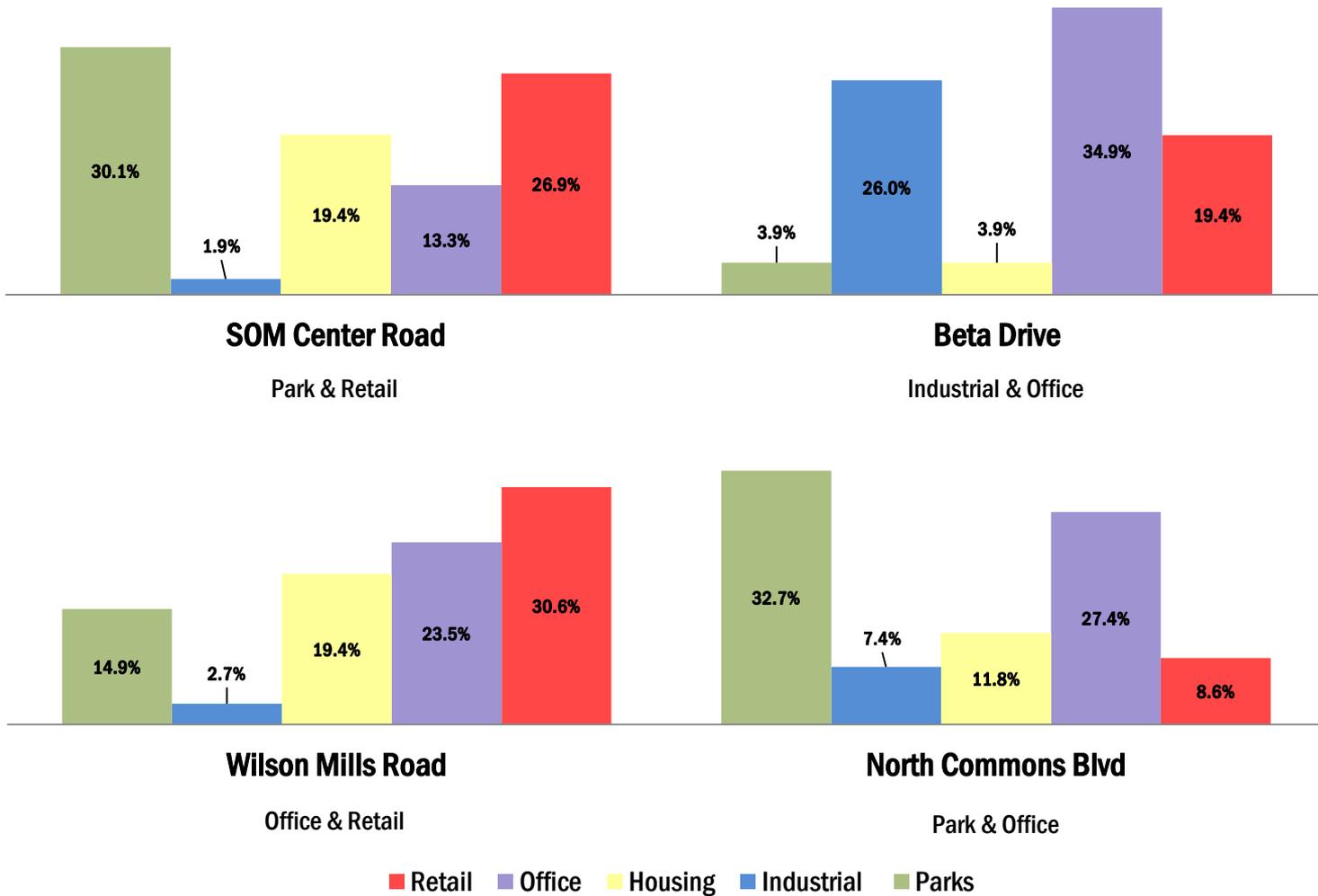
**Survey Topics**

# **Housing & Development**

# PRIORITY LEVEL FOR HOUSING POLICY OPTIONS



# DESIRED LAND USES ON IDENTIFIED CORRIDORS

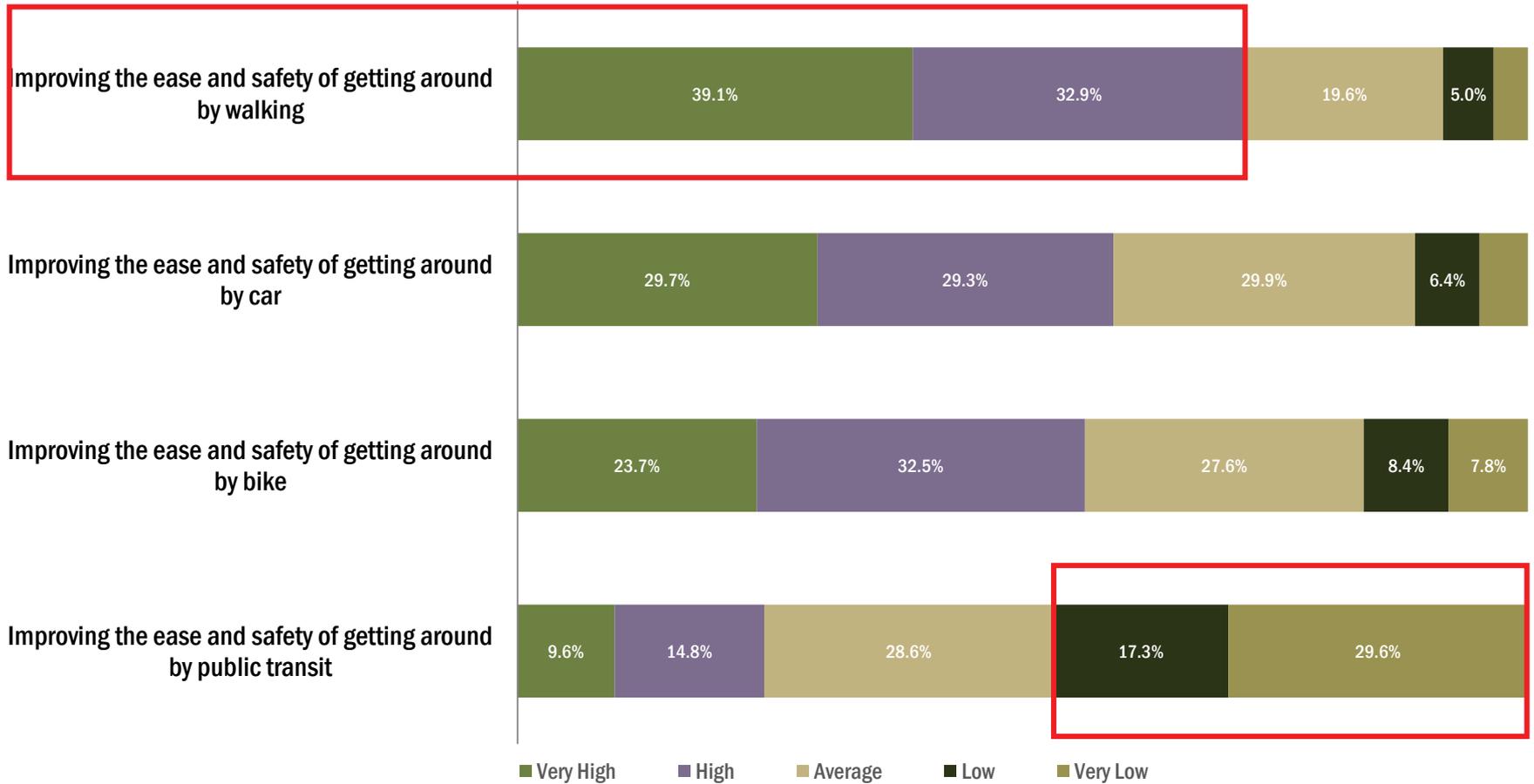




**Survey Topics**

**Transportation**

# PRIORITY FOR IMPROVEMENTS BY TRANSPORTATION MODE

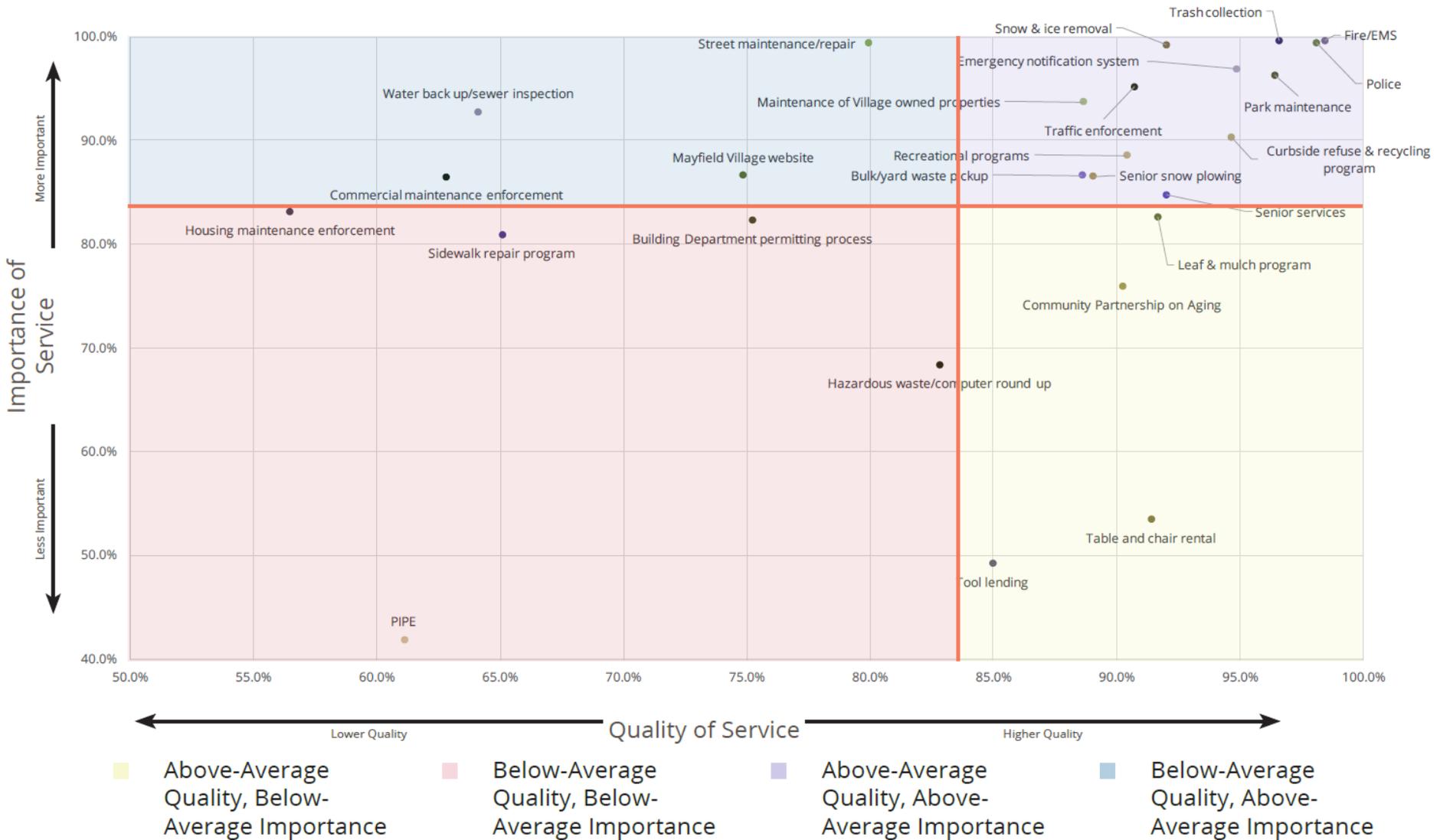




**Survey Topics**

# **Quality & Importance of Village Services**

# VILLAGE SERVICES – QUALITY vs. IMPORTANCE MATRIX

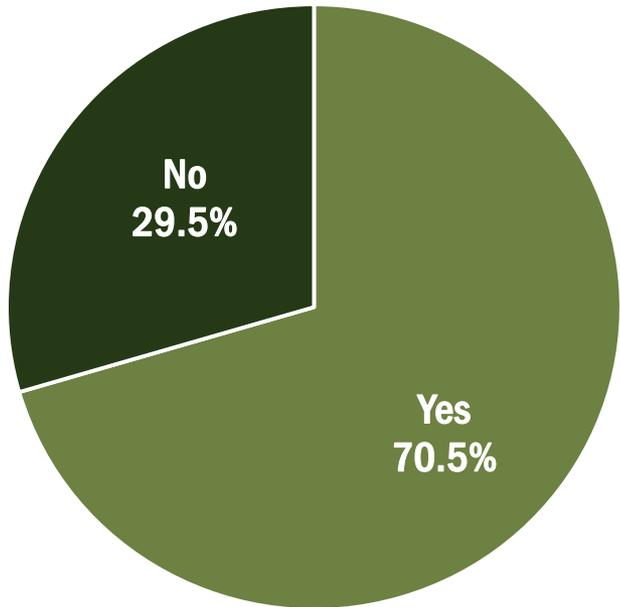




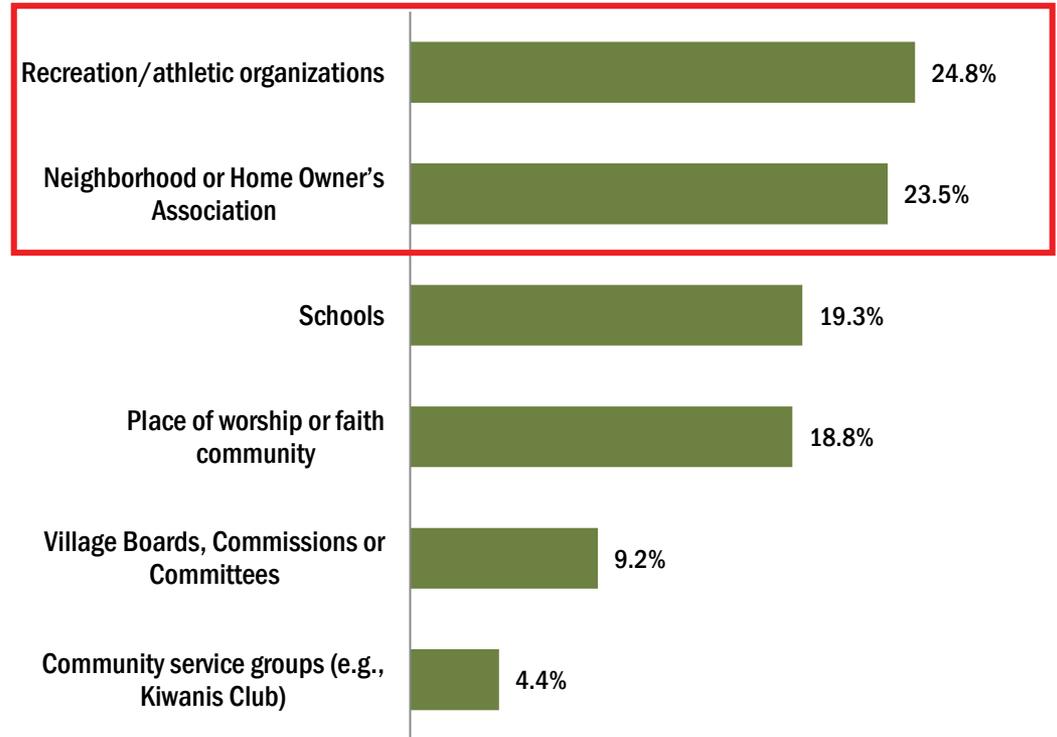
**Survey Topics**

**Quality of Life**

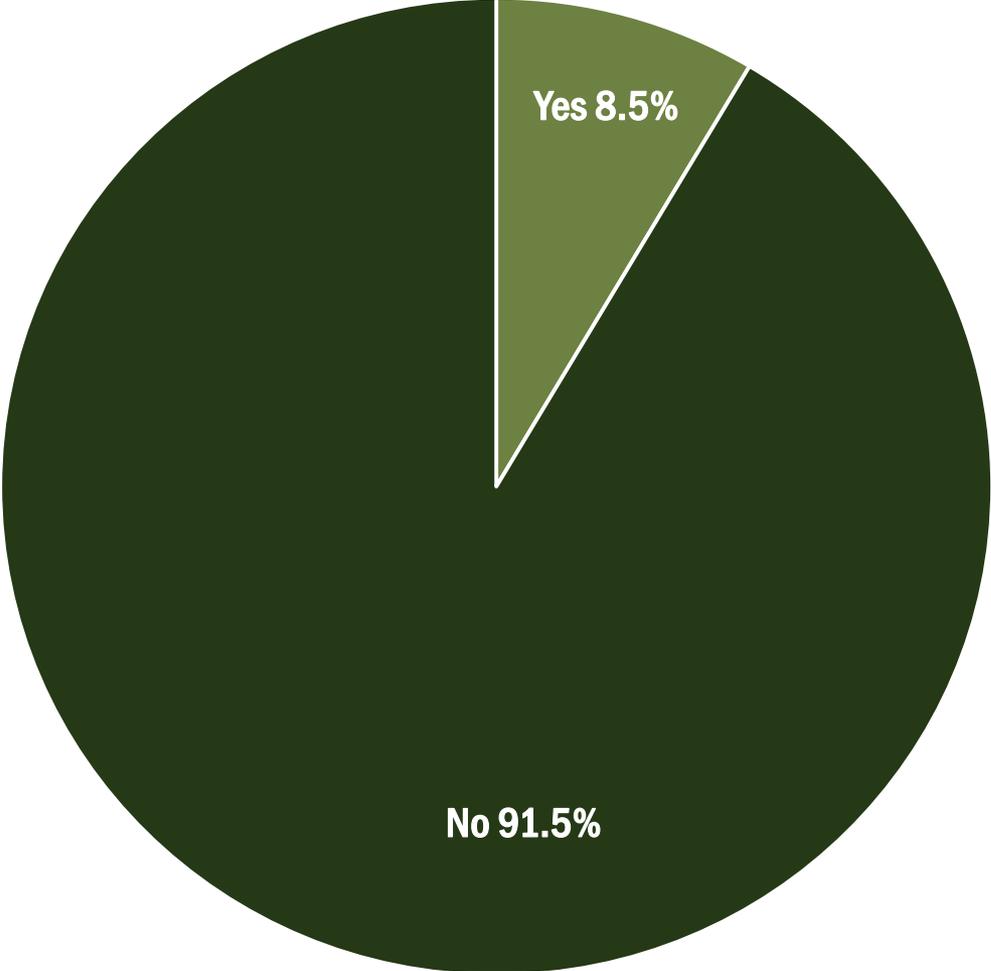
## DO YOU FEEL ENGAGED IN THE COMMUNITY



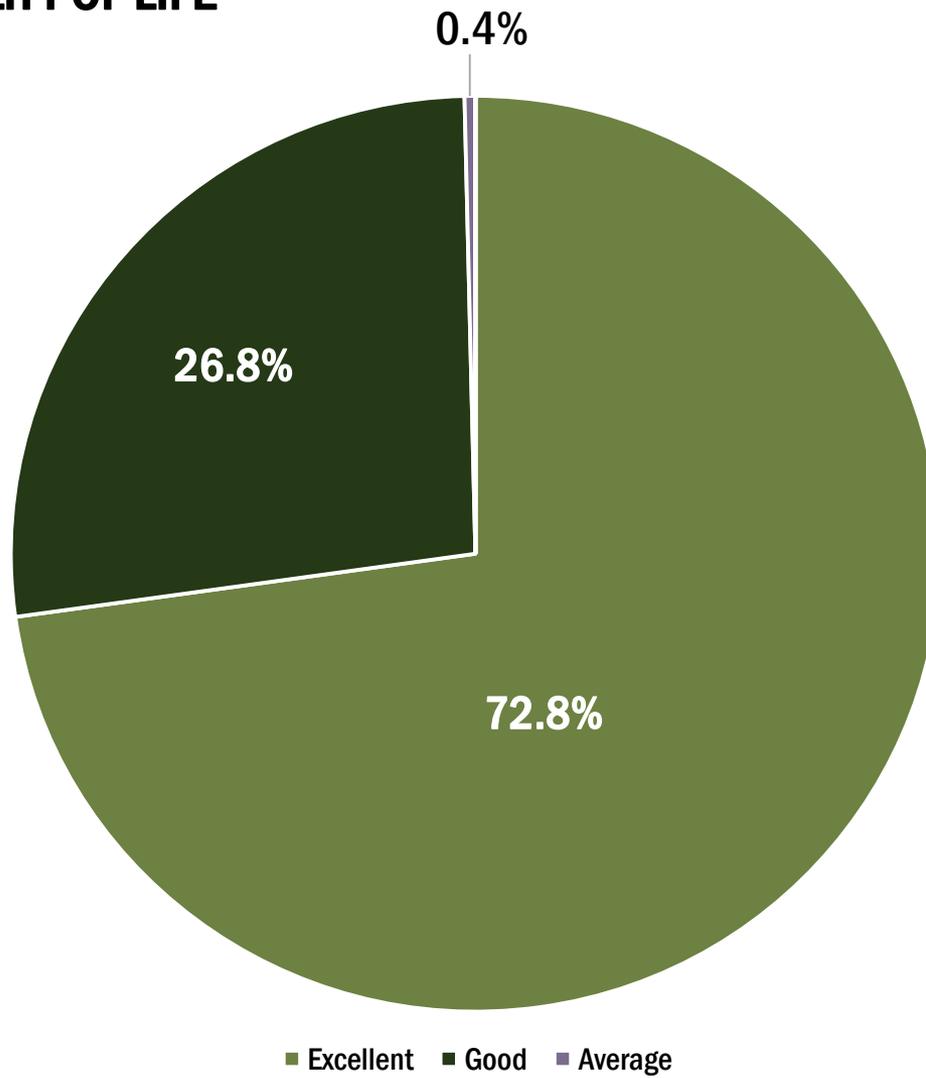
## RESPONDENT INVOLVEMENT IN THE VILLAGE



# DO YOU WANT THE POPULATION TO GROW?



# OVERALL QUALITY OF LIFE





**Survey Topics**

**Write-in Responses**



## Survey Topics

## Common Themes

- **Maintain the quality of the community**
- **Code enforcement: Make sure houses are maintained**
- **Provide cultural opportunities, recreation, and greenspace**
- **Connectivity: Streetscapes, improved sidewalks, bikability**
- **Pull between young & old: Housing and Economic Development**



# NEXT STEPS

# MAYFIELD VILLAGE MASTER PLAN

The findings from the survey will be integrated into the Master Plan where appropriate.

- Implications for:
  - Current Conditions
  - Community Vision
  - Specific Policy & Action Recommendations



# MAYFIELD VILLAGE MASTER PLAN

- 2 Project Team Meetings
- 2 Steering Committee Meeting

## Public Meeting #1

**Community Vision Open House**

**February 15, 2018 at 6:30PM**

**Civic Center**

# Thank you!

## Questions & Discussion

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

**Rachel Novak**  
[rnovak@cuyahogacounty.us](mailto:rnovak@cuyahogacounty.us)

**216.443.3700**



County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE

MAYFIELD  
VILLAGE



# County Planning

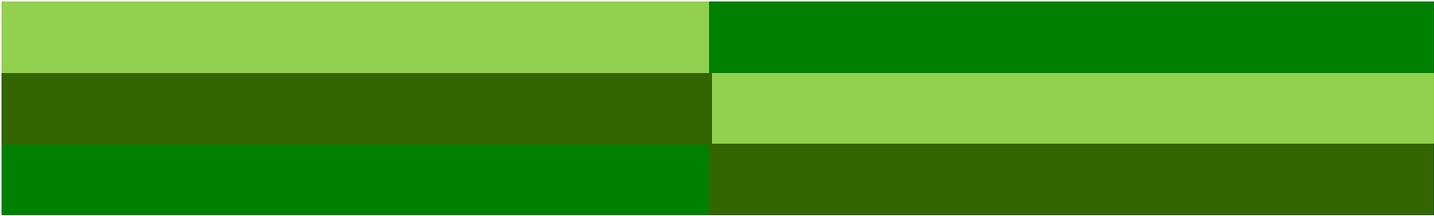
**Cuyahoga County Planning Commission**

2079 East 9th Street, Suite 5-300

Cleveland, Ohio 44115

Telephone: 216.443.3700

Fax: 216.443.3737



# MAYFIELD VILLAGE

## MASTER PLAN

Public Meeting #1—Community Vision

Feb 15, 2018 @ 6:30 pm

Civic Center / 6622 Wilson Mills

The process of developing a Master Plan with the help of the Cuyahoga County Planning Commission is moving forward as planned. The results of the recent Community Survey have been tabulated and a Current Conditions document has been completed—both can be found in their entirety on the Mayfield Village website at [mayfieldvillage.com](http://mayfieldvillage.com). The Executive Summary of the Survey Results has also been included in the Winter issue of the *Voice of the Village*.

The Steering Committee, which is made up of residents and local business leaders, is using the data from these documents to assist them with developing a “Community Vision”. A first meeting to present that vision for public comment has been scheduled for Thursday, Feb 15 at 6:30 p.m.

Please plan to attend. This is a great opportunity for residents to add their voices to the vision that will help shape the future of Mayfield Village.

Questions? Call 440-461-2210 for additional information.

MAYFIELD  
VILLAGE



Cuyahoga County  
Planning Commission

**Mayfield Village Civic Center**

6622 Wilson Mills Road

Mayfield Village, OH 44143

440-461-2210

**MAYFIELDVILLAGE.COM**