The Village of
WOODMERE
MASTER PLAN
COMMUNITY VISION
DRAFT February 27, 2019
ACKNOWLEDGMENTS

CUYAHOGA COUNTY PLANNING COMMISSION

2079 East 9th Street
Suite 5-300
Cleveland, OH 44115
216.443.3700

www.CountyPlanning.us
www.facebook.com/CountyPlanning
www.twitter.com/CountyPlanning

PLANNING TEAM

Susan Infeld, Interim Executive Director
Nichole Laird, Planner
Kevin Leeson, Planner
Dan Meaney, GISP, Manager, Information and Research
Rachel Novak, Planner, Project Lead
Nicholas Provenza, Planning Intern
James Sonnhalter, Manager, Planning Services

Robin Watkins, Geographic Information Systems Specialist
Nate Weyand-Geise, Planning Intern

COUNTY PLANNING

The Cuyahoga County Planning Commission’s mission is to inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.
# TABLE OF CONTENTS

1.0 INTRODUCTION ........................................................................................................... 7  
  1.1 WHAT IS A MASTER PLAN ............................................................................................ 8

2.0 INTERVIEWS & INPUT ................................................................................................. 11  
  2.1 STAKEHOLDER INTERVIEWS ...................................................................................... 12
  2.2 NOISE ANALYSIS ........................................................................................................ 16

3.0 COMMUNITY VISION .................................................................................................. 21  
  3.1 OUR COMMUNITY IS.................................................................................................... 22
  3.2 OUR VISION IS............................................................................................................ 24
  3.3 OUR OBJECTIVES ARE............................................................................................... 26

4.0 INVESTMENT AREAS & CORRIDORS ........................................................................ 29  
  4.1 INVESTMENT AREAS & CORRIDORS OVERVIEW .................................................... 30
  4.2 APPLYING THE OBJECTIVES .................................................................................... 32
1.0 INTRODUCTION

WELCOME TO THE MASTER PLAN | COMMUNITY VISION DOCUMENT

The Village of Woodmere’s Master Plan is a collection of community aspirations that aim to inspire and guide Village officials and residents as the community moves into the future. By writing down these aspirations, we memorialize the hopes of the Woodmere community and, most importantly, we outline the steps necessary to achieve our goals.

The Village of Woodmere’s Master Plan examines the current conditions throughout the community. Developing this profile is essential to determining the demographic trends that are shaping the Village today in order to determine which trends should be fostered for the future and which need to change. These trends and public input help determine the vision for the future that is outlined in the Master Plan. This vision is uniquely tailored to the community of Woodmere and residents’ goals for the future.

Based on the current conditions, input, and vision for the future, the Master Plan outlines specific steps that can be taken Village-Wide and in focus areas to deliver the changes residents wish to see. These ideas range from small adjustments that can improve daily life in Woodmere, to large changes that will take time to implement.

The Village of Woodmere’s Master Plan is the beginning of this process of transformation as it is intended to guide changes over many years. Only with the dedicated work of residents, business owners, and Village staff can the Master Plan’s goals be achieved. Together, we can work to create a greater Woodmere.

CURRENT PROGRESS

The Woodmere Master Plan is presently in the Community Vision phase. This is the second phase of the plan and entails articulating a vision for the future of the Village. The Community Vision document outlines a vision, objectives, and focus areas that are considered important to residents, and this vision will be updated with additional input.

NEXT STEPS

Following completion of the Community Vision phase, the Master Plan will begin the Goals & Actions phase. In this phase, we will showcase specific steps the Village and its partners can take to translate the vision and objectives into reality. These actions will be both Village-Wide and in investments areas and along investment corridors to show how the community can grow and change.

CONTENTS

• What is a Master Plan, page 8
INTRODUCTION

1.1 WHAT IS A MASTER PLAN

A Master Plan is a policy guide created by the Village of Woodmere in collaboration with residents, business owners, stakeholders, and interested groups. It is a long-term plan for how the community wants to grow and develop in the future, and it is intended to look five to ten years from present day.

Generally, a Master Plan inventories what exists today, outlines a community’s vision for the future, and describes concrete action steps to achieve that vision. Developing a plan provides the community an opportunity to give input on the general direction of the Village. It prepares residents and business owners for changes, shapes future development, and gives a competitive advantage when applying for grants and funding.

Residents are encouraged to use the Master Plan to see what changes may occur in their neighborhoods and assist implementation by developing community groups or volunteer organizations to support it. Business owners are encouraged to use the Master Plan to find where the Village is focusing business expansion efforts, and to see what land may be available. The Village is encouraged to use the Master Plan when deciding what infrastructure investments to make, or what grants to apply for. These are substantive ways that members of the community can use the Master Plan to guide their decisions.

MASTER PLAN AND ZONING

The Master Plan is particularly related to land development because it provides a guide for how the community would like to see new uses arranged and developed. While the Master Plan describes potential land use changes, it does not alter any zoning or regulations. Existing zoning remains the same until the Village or a property owner seeks to change zoning through a rezoning or an update to existing Village codes.

The graphic to the right shows some of the key features that differentiate Master Plans from Zoning Ordinances.

MASTER PLAN

- A General Policy for future growth
- Describes recommendations for what should happen in the future
- Includes broad recommendations that can be undertaken by the City, residents, or partners
- A Flexible document that is intended to be interpreted as conditions change

ZONING ORDINANCE

- Specific rules for development
- Describes what is and what is not allowed today
- Includes mandatory regulations on development that are enforced by the City unless specifically waived
- Relatively rigid set of regulations that can only be changed by a legal process
PHASES OF THE MASTER PLAN

The Master Plan for the Village of Woodmere is organized into five phases. These phases are described in more depth below:

- **Current Conditions**: In this initial phase, we develop a localized and regional analysis of existing trends and conditions within the Village
- **Community Vision**: In this phase, we outline a vision for how the community wants to grow and develop in the coming decade
- **Goals & Actions**: In this phase, we outline specific steps that can be taken to achieve the community’s desired future
- **Implementation**: In this phase, priorities, time lines, and responsibilities are attached to each action to show how to accomplish them
- **Master Plan Document**: In this final phase, the previous components are combined into a complete, final Master Plan document

PUBLIC INPUT

The planning process involves the input of three groups: the Project Team, the Steering Committee, and the Public. These three groups are intended to review the Master Plan at various phases to ensure the goals and recommendations in the plan fit what the community would like to see.

The Project Team is comprised of Village staff and public officials with an in-depth knowledge of the day-to-day operations of the Village. The Steering Committee is comprised of a small group of residents, business owners, and stakeholders that represent a cross-section of the Village. Finally, the Public includes any interested residents or parties that would like to be involved in the process. Each group meets throughout the planning process, with three Public Meetings that cover the most important parts of the Plan.
2.0 INTERVIEWS & INPUT

WHAT’S IN THIS SECTION

The Interviews & Input section summarizes the key points that have been communicated from residents, business owners, and key stakeholders during the information gathering phase of the Master Plan. This input provides an understanding of the issues that are important to the people of Woodmere.

The Interviews & Input section includes two components: an overview of stakeholder interviews and a NOISE analysis. NOISE stands for Needs, Opportunities, Improvements, Strengths, and Exceptions and is a type of exercise used to better understand a community’s assets and issues. The NOISE analysis was completed by the Woodmere Steering Committee at their first meeting on November 1, 2018.

HOW DO I USE IT?

The information presented in the Interviews & Input section is useful in determining major issues and opportunities in Woodmere. Both the interviews and the NOISE analysis can determine the Needs, Opportunities, Improvements, Strengths, and Exceptions a community faces. These should be used to determine potential visions, objectives, and actions. For instance, if a community’s strength is its infrastructure, this can be marketed to potential businesses or improved to better meet a business’ needs.

CONTENTS

- Stakeholder Interviews, page 12
- NOISE Analysis, page 16
2.1 STAKEHOLDER INTERVIEWS

Over the course of the Master Plan process, County Planning met with various individuals and organizational representatives to discuss the unique needs of the Woodmere community. Between December 2018 and January 2019, County Planning interviewed department heads, stakeholders from regional agencies, and representatives from surrounding communities. Together, these interviews provided clear understandings of current issues within the Village.

Directors and Chiefs were identified by the Village of Woodmere due to their detailed knowledge of the community; while the Village and County Planning worked together to identify regional representatives that could speak to the future needs of Woodmere. County Planning conducted phone and in-person interviews with each person. Questions covered topics particularly important to individual stakeholders as well as overarching topics about the future of Woodmere.

While certain topics pertained specifically to the interests of particular stakeholders, common themes emerged over the course of the conversations. The summaries on the following pages outline the topics and themes that arose repeatedly during the interviews.

A special thank you to the following community stakeholders for their input on the Woodmere Master Plan.

Village of Woodmere Representatives
Gary Murphy, Economic Development Director
Sheila Mason, Police Chief
Johnny Brewington, Fire Chief
Dr. Lynn Campbell, OCSD Superintendent
Jill Korsok, OCE&R Director

Other Agencies
Nick DiCiccio, Chagrin Valley Dispatch Director
Jill Korsok, OCE&R Director
Dr. Lynn Campbell, OCSD Superintendent
Todd Puster, OCSD Treasurer/CFO
Lou DeVincentis, OCSD Director of Communications
WHAT WE HEARD....

TRAFFIC & CONGESTION

- Traffic along Chagrin Boulevard peaks during lunch and not necessarily during morning and evening commutes
- Shoppers and traffic sometimes present obstacles to first responders
- Need to support alternative modes of transportation

COMMUNITY CONNECTIONS

- Trails are a priority for the community
- There is a significant safety risk for walking in Village Square and the areas around it due to traffic issues and blind spots
- Need to consider a trail or easier access point into Pinecrest
- The Village lacks key connectivity points, but the community is small and walkable

RETAIL STRENGTH & BUSINESS OPPORTUNITIES

- Need to focus on business attraction and retention
- Look at expanding the Village’s marketing to attract professional office type employers
- Consider incubator spaces for startups
- Work with neighboring communities to partner for business and headquarters attraction
### WHAT WE HEARD....

#### FUTURE DEVELOPMENT & REDEVELOPMENT
- Many existing retail structures need exterior and in some cases interior renovations and updates
- Focus on mixed-use development and adapting it to older structures as well
- The Village for the most part is "land-locked" and will likely not be expanding its footprint in the future
- The community will need to be creative and find ways to grow internally

#### COMMUNITY RECREATION & PARKS
- There needs to be outdoor spaces where kids and families can gather
- The community needs a connected system of usable greenspaces
- Kids currently use underutilized parking lots for skating and basketball
- Not really any "hang-out" spaces
- Identify locations for an indoor recreation and community space
- Would like to see a potential extension of Orange Community Education & Recreation (OCE&R) within the Woodmere community

#### COMMUNITY CHARACTER
- Need to consider a consistent brand with design guidelines
- Enhance gateway signage to welcome visitors into the community
- Currently, there is no real set "style" for development
WHAT WE HEARD....

HOUSING STOCK & NEIGHBORHOODS
- Much of the existing housing stock is quite old
- There is a lot of vacant land located in residential areas south of Chagrin Boulevard
- A lot of homes are in need of repairs
- Consider alternative housing options and senior housing
- Lack of street lighting is a concern in some residential areas

REGIONAL COLLABORATION
- The Village has a great working relationship with its neighbors
- The Village needs a newer Village Hall that can comfortably accommodate all departments, and have room to grow
- Need to continue and expand relationship with Chagrin Valley Dispatch to keep up with demand and technology needs
- Work with neighbors and the County to focus on “risk reduction” measures and community education
- Need to ensure proper equipment for Woodmere emergency services
- Provide a resource list to those who cannot “self rescue”

INFRASTRUCTURE
- Roadways for the most part are in good shape
- Chagrin Boulevard will likely need the most attention in the future
- Look into upgrading existing wastewater treatment facilities and consider other options
- Need to plan for the future and consider fiber optic cable or broadband across the entire community
2.2 NOISE ANALYSIS

NOISE stands for Needs, Opportunities, Improvements, Strengths, and Exceptions and is a type of exercise used to better understand a community’s assets and issues. Overall, a NOISE analysis is a planning technique of looking at what is working and determining areas to improve.

When undertaking a NOISE analysis, a community is analyzed in these five (5) areas as a basis for action. A description of the five (5) components of a NOISE analysis is provided in the boxes to the right.

For the Woodmere Master Plan, the Steering Committee completed an exercise to determine Needs, Opportunities, Improvements, Strengths, and Exceptions for the Village. First, Steering Committee members placed dots on a map of the Village to show particular locations that were a Need, Opportunity, Improvement, Strength, or Exception for the community. Second, members wrote comments describing these elements as they related to their experience, knowledge, and expertise on the Woodmere community.

The map on the following page shows the locations of the dots that Steering Committee members placed at the meeting on November 1, 2018, while the following pages describe comments, common themes, and NOISE elements particularly related to the community.

**NEEDS**

NEEDS are areas, characteristics, or missing pieces of a community that demonstrate a critical disadvantage to its residents.

**OPPORTUNITIES**

OPPORTUNITIES are undeveloped characteristics that could give an advantage to a community. These characteristics should be studied for improvement to turn the opportunity into an advantage.

**IMPROVEMENTS**

IMPROVEMENTS are areas or characteristics that are necessary for municipal functionality or for resident enjoyment, but may need a modern upgrade or enhancement.

**STRENGTHS**

STRENGTHS are characteristics that give a place or community a distinct advantage. These characteristics should be protected and bolstered.

**EXCEPTIONS**

EXCEPTIONS are areas, characteristics, or other missing community components that doesn't necessarily fit within the other four categories.
NOISE ANALYSIS MAP

LEGEND
- Needs (9)
- Opportunities (10)
- Improvements (12)
- Strengths (3)
- Exceptions (0)
2.2 NOISE ANALYSIS

Below is a summary of the community issues identified by the Steering Committee as NEEDS during the NOISE map exercise or described in writing.

STEERING COMMITTEE COMMENTS
- Fix drainage throughout the Village
- Widen roadway at Chagrin Boulevard and Walnut Hills Avenue
- Better light synchronization along Chagrin Boulevard and allow right turns
- Replace Whole Foods
- Need a kids playground
- Condos for young professionals and families
- Better housing diversity, possibly townhomes or newer apartments
- Need downsizing housing for seniors
- Better bus transportation to senior center and rec programs in Orange
- Installation of fiber optic cables
- Public greenspace
- Develop vacant land on Belmont Road

Below is a summary of the community issues identified by the Steering Committee as OPPORTUNITIES during the NOISE map exercise or described in writing.

STEERING COMMITTEE COMMENTS
- Connect Village youth with local jobs
- Community park for recreation and a dog park
- Redevelop Village Square
- Connect to Pinecrest via a walking trail
- Right turn signals during non-peak hours at Chagrin Boulevard, I-271, and Brainard Road
- Larger signs for Woodmere and shopping off I-271
- Municipal broadband
- Senior group homes with 10-12 units
- Bike trails, improve walkability, and recreational access
- Extend public transit to school campus, library, senior center, and OCE&R for easier and increased usage after school hours
- Playground or a kids area
- Enhance the Village’s identity

Below is a summary of the community issues identified by the Steering Committee as IMPROVEMENTS during the NOISE map exercise or described in writing.

STEERING COMMITTEE COMMENTS
- With restricted times, connect Pinecrest to Chagrin Boulevard
- Walking path connecting roads near Orange Village
- Continue road repaving
- Resurface shopping mall parking areas
- Walk way to Pinecrest
- Sidewalks in residential areas
- Better connectivity throughout the community
- Install street lights in residential areas
- More housing diversity
- Upgrade Village facilities
- Better transportation options and availability
Below is a summary of the community issues identified by the Steering Committee as STRENGTHS during the NOISE map exercise or described in writing.

STEERING COMMITTEE COMMENTS
- A place to live, work, and play
- The Village's location
- Proximity to Downtown Cleveland arts and sports
- Part of the very strong Orange City School District
- Close to Jewish Synagogues
- Great medical systems nearby
- Very close to freeways
- Walkable distances
- Shopping destination with many amenities, anchor institutions, and a vibrant civic core

Below is a summary of the community issues identified by the Steering Committee as EXCEPTIONS during the NOISE map exercise or described in writing.

STEERING COMMITTEE COMMENTS
- Public services
- Increase the Village's population
- Forecasting service and infrastructure needs for the future
The Community Vision section covers 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.

WHAT'S IN THIS SECTION

This section describes the type of future that residents and community leaders want based on conversations and analysis done previously. This future is described in a vision statement and series of objectives. These are broad descriptions of how the community would like to look and function in five to ten years.

HOW DO I USE IT?

The Community Vision section describes the desired future for Woodmere. The vision and objectives should be reviewed to determine whether they match what residents, business leaders, and community members would like to see.
3.1 OUR COMMUNITY IS....

Below are common themes and phrases from Project Team and Steering Committee members describing what defines the community of Woodmere for them and things that they would like to see within the Village in the future. These statements helped form the vision and objectives for the Plan.
3.2 OUR VISION IS....

The vision for the future on the following page is a broad, aspirational view of Woodmere over the next ten years. It describes generally what the community looks and feels like for the people that live, work, and visit the Village. Much of what the vision describes matches what Woodmere is today—it has an immense "live, work, play" opportunity, innovative business opportunities, and authentic character that residents see as a unique component of the community. These qualities and characteristics of the community are foundational and should be further enhanced well into the future. These are therefore reinforced within this vision.

HOW IT WORKS

The vision for the future is broad and bold, but it does not describe specific action steps or policies to undertake. The vision is a foundation to ensure that we agree on a future goal. In the next phases, we will add recommendations on how to accomplish this vision and its objectives. The agreed upon vision and objectives are the benchmark against which these goals and actions are measured.

HOW IT WAS FORMED

The vision and objectives on the following pages were developed based on the Current Conditions analysis and input from both the Project Team and Steering Committee. The Project Team and Steering Committee were especially helpful in developing the statements with their brainstorm on visions in eight (8) topic areas, samples of which are displayed on the previous page.

1999 PLAN: 3 GOALS

The 1999 Village of Woodmere Master Plan did not have an identified overall vision, but did focus on the following three (3) main goals:
1) Ensure the economic viability of Woodmere Village’s commercial and residential communities
2) Ensure that the Village’s quality of life improves for both commercial and residential sectors of the community
3) Better connect the Village’s commercial district with surrounding communities in mutually beneficial ways
The Village of Woodmere will be a gateway for business opportunities that welcome innovation and embrace the Village’s authentic character, while striving to improve the quality of life for those who call Woodmere home.
3.3 OUR OBJECTIVES ARE....

CAREER DIVERSITY
BUILD UPON ASSETS TO GROW PROFESSIONAL EMPLOYMENT OPPORTUNITIES
Our objective is to utilize the community’s ideal location and established assets to promote the Village for professional offices, headquarters, and startups where employers can take advantage of the region’s amenities.

RETAIL
REINFORCE OUR UNIQUE RETAIL DESTINATIONS
Our objective is to re-energize existing retail spaces with events and features that attract people, provide authentic and enjoyable places, support local businesses, and prepare for the changing retail environment.

TRANSPORTATION
ENHANCE ALTERNATIVE TRANSPORTATION OPTIONS WHILE MAINTAINING WHAT WE HAVE
Our objective is to use innovative technology and techniques to enhance and encourage transportation choice, while continuing to provide a well-maintained road network within the community.

CONNECTIVITY
CONNECT RESIDENTS & VISITORS TO OUR VIBRANT CIVIC CORE
Our objective is to improve the Village's pedestrian and bicycle network by providing a strategic system of all-purpose trails, sidewalks, and other facilities to make community destinations more accessible.
HOUSING
PROVIDE A DIVERSE RANGE OF HOUSING OPTIONS
Our objective is to provide diverse housing types and styles at attainable price points to accommodate residents of any age or ability to find a high-quality home that fits their needs and lifestyle.

CHARACTER
EMBRACE & MARKET OUR UNIQUE CHARACTER
Our objective is to support development that fits Woodmere’s identity and to actively market its community brand throughout the Village.

SUSTAINABILITY
STRENGTHEN THE VILLAGE’S POSITION ON SUSTAINABLE DEVELOPMENT
Our objective is to continue to support green and sustainable development that utilizes natural systems and environmentally friendly design to improve stormwater management, maximizes the use of energy systems, and improves the lives of residents.

REGIONAL COLLABORATION
WORK COLLABORATIVELY WITH REGIONAL NEighbors & PARTNERS
Our objective is to continue regional partnerships for providing superior services to residents, visitors, and businesses in a streamlined and accessible manner.
The Investment Areas section displays areas and corridors within the Village of Woodmere that will become a primary focus of the Plan. These areas and corridors are important to the community and have the potential for change. Unlike the majority of Woodmere’s residential areas where the preservation of character is key, these areas tend to have a mix of uses, which could be reused or enhanced to develop stronger, more engaging nodes for the community.

WHAT’S IN THIS SECTION

This section includes an overview of specific Investment Areas, the methodology for choosing those specific areas, and an initial analysis of which objectives can be applied within each of these areas and corridors.

HOW DO I USE IT?

The Investment Areas & Corridors section is intended to start the conversation about how the vision of the community can be accomplished by using the objectives in specific places. Use it to consider if these are the right Investment Areas and Corridors, whether these objectives make sense in these locations, and what should be accomplished in each Investment Area and Corridor to make them fit within the vision for the future.
The locations for investment include both areas and corridors that will be of particular attention in the Master Plan. The Investment Areas include major mixed-use hubs in the Village and significant areas that may change, while the Investment Corridors include the primary transportation corridors within the community.

CHOOSING THE INVESTMENT AREAS & CORRIDORS

The initial Investment Areas and Corridors were chosen based on numerous factors. These included input from the Village and Steering Committee, areas with an existing mix of uses, areas that have had impacts on surrounding neighborhoods, and areas that have the potential to change. The information gathered in previous meetings and from the Current Conditions analysis were used to determine which areas in Woodmere should be considered Investment Areas and Corridors.

USING THE INVESTMENT AREAS

The Investment Areas and Corridors are locations within the Village of Woodmere that will be given special attention during various phases of the Master Plan. This may include more detailed analyses within each of these areas, requests for additional public input, further interviews with area stakeholders, and more detailed development plans or renderings. Each Investment Area and Corridor is unique and therefore will be studied individually.

INVESTMENT AREAS & CORRIDORS

Based on the information provided in previous meetings and our reviews of existing data, County Planning has selected two Investment Areas and two Investment Corridors that will be given additional study in the Plan. These are listed below and displayed within the map on the next page:

1) Village Square & I-271 Interchange
2) Chagrin Boulevard & Brainard Road Intersection
3) Chagrin Boulevard
4) Brainard Road
1) Village Square & I-271 Interchange
2) Chagrin Blvd & Brainard Road Intersection
3) Chagrin Blvd
4) Brainard Road

INVESTMENT AREAS & CORRIDORS MAP

LEGEND

Investment Corridor
Investment Area
4.2 APPLYING THE OBJECTIVES

The objectives listed previously outline broad goals the Village would like to accomplish in the future. The Investment Areas and Corridors are locations where these can be accomplished.

APPLYING THE OBJECTIVES

Specific recommendations for each of the investment areas and corridors will be identified in the coming phases as more data is gathered, public input is recorded, and further analysis is performed. This will result in graphics, renderings, and action steps to help accomplish changes in each area. Additionally, actions undertaken in each of these investment areas and corridors have the ability to help achieve the objectives outlined within the community vision. By undertaking specific actions in one area, the Village can help to move towards the larger objectives.

OBJECTIVES AND INVESTMENT AREAS & CORRIDORS CHART

The chart on the following page shows how each individual Investment Area and Corridor correspond to the eight (8) objectives listed previously. For each location, a box was placed to show which objectives might be able to be accomplished within that specific investment area. That could be providing housing options, enlivening unique places, or protecting our natural features. These areas may have assets or land area that can be used to further these objectives.

In three cases, the objectives are listed for every area: Transportation, Character, and Sustainability objectives. These objectives are broad enough that improvements in each Investment Area and Corridor can assist in meeting those objectives.

Additionally, the Chagrin Boulevard Investment Corridor is a unique opportunity where all eight (8) of the objectives could be applied.

WHAT'S NEXT

These investment areas and corridors were selected by County Planning based on existing input. They will be updated and potentially changed to reflect further discussion and analysis from residents, business owners, and the Village.
<table>
<thead>
<tr>
<th>INVESTMENT AREAS</th>
<th>INVESTMENT CORRIDORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village Square &amp; I-271 Interchange</td>
<td>Chagrin Boulevard &amp; Brainard Road Intersection</td>
</tr>
</tbody>
</table>

**CAREER DIVERSITY**
Build upon Assets to Grow Professional Employment Opportunities

**RETAIL**
Reinforce Our Unique Retail Destinations

**TRANSPORTATION**
Enhance Alternative Transportation Options while Maintaining What we Have

**CONNECTIVITY**
Connect Residents & Visitors to our Vibrant Civic Core

**HOUSING**
Provide a Diverse Range of Housing Options

**CHARACTER**
Embrace & Market Our Unique Character

**SUSTAINABILITY**
Strengthen the Village’s Position on Sustainable Development

**REGIONAL COLLABORATION**
Work Collaboratively with Regional Neighbors & Partners