

CATALYST AREAS MAP

WHAT ARE CATALYST AREAS?

Catalyst Areas are places that have been identified where public investments could spur private development, grow jobs, and stabilize neighborhoods.

HOW WOULD THEY BE USED?

Catalyst Areas may be examined for additional focus in later parts of the plan. This could include looking at potential improvements to streets, investments in parks, or community organizing efforts that could boost these areas.

LEGEND

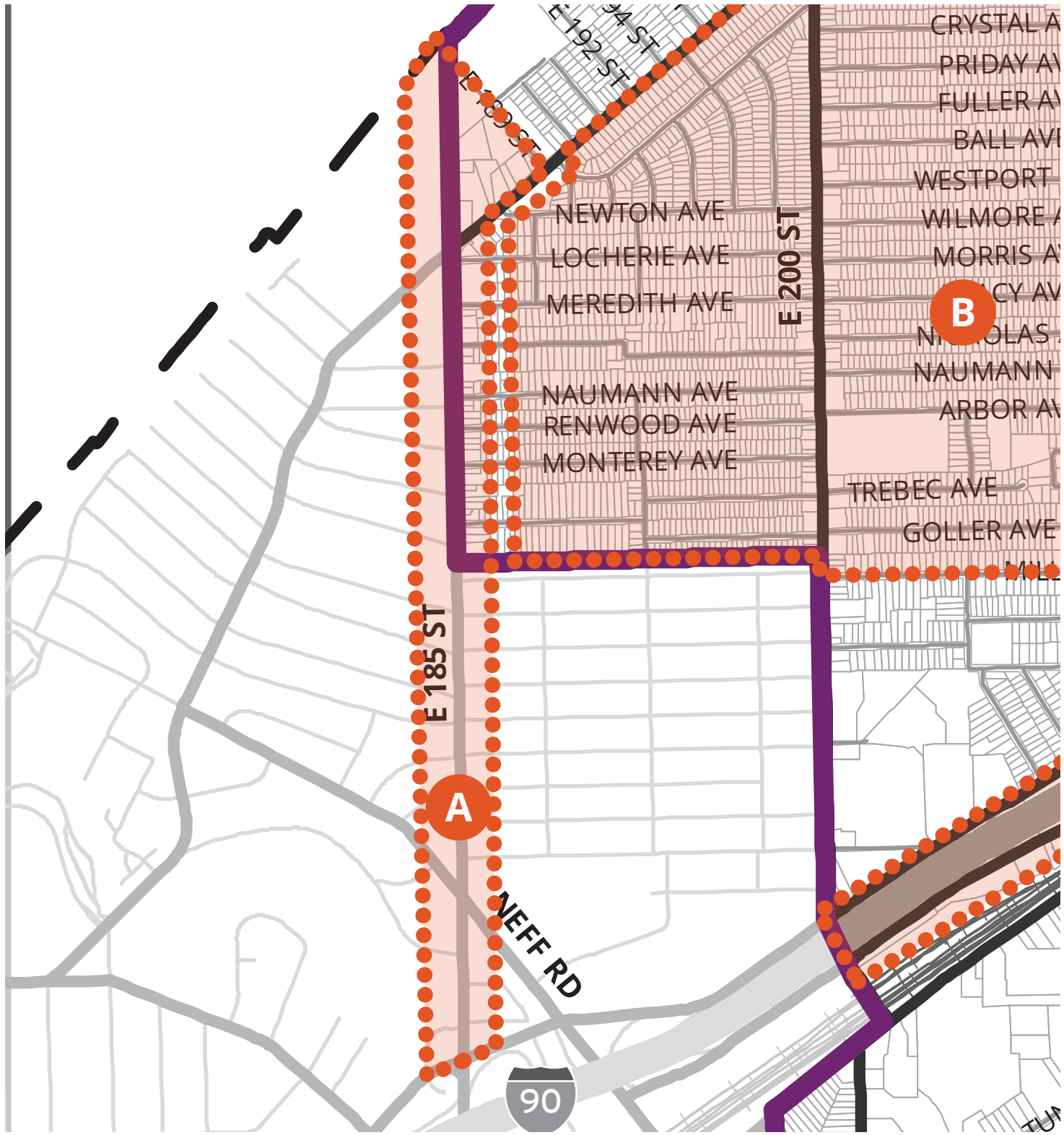
- Euclid
- Parcels
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads



CATALYST AREA:
A EAST 185TH



East 185th Street is a commercial corridor of one or two-story buildings, wide sidewalks, and small businesses. A Transportation for Livable Communities Initiative (TLCI) plan was recently completed for the corridor. With investment in public infrastructure, coordination between businesses in Euclid and Cleveland, connections to the Lake, gateway entrances, and beautification efforts, this area could see new growth in the future.



What do you **LIKE** about this area that you want to see remain the same?

What would you like to see **CHANGE** in this area?

Image Source: County Planning

CATALYST AREA:
B WESTERN NEIGHBORHOODS



The City's Western Neighborhoods—between East 185th and 222nd Streets—have a number of issues like vacancy and disinvestment; however, this area is also a compact neighborhood with strong assets like business districts, transit, and proximity to parks. Renewed efforts to improve public spaces, reinvest in housing, plant trees, and connect the neighborhood to amenities could stabilize the area.



What do you **LIKE** about this area that you want to see remain the same?

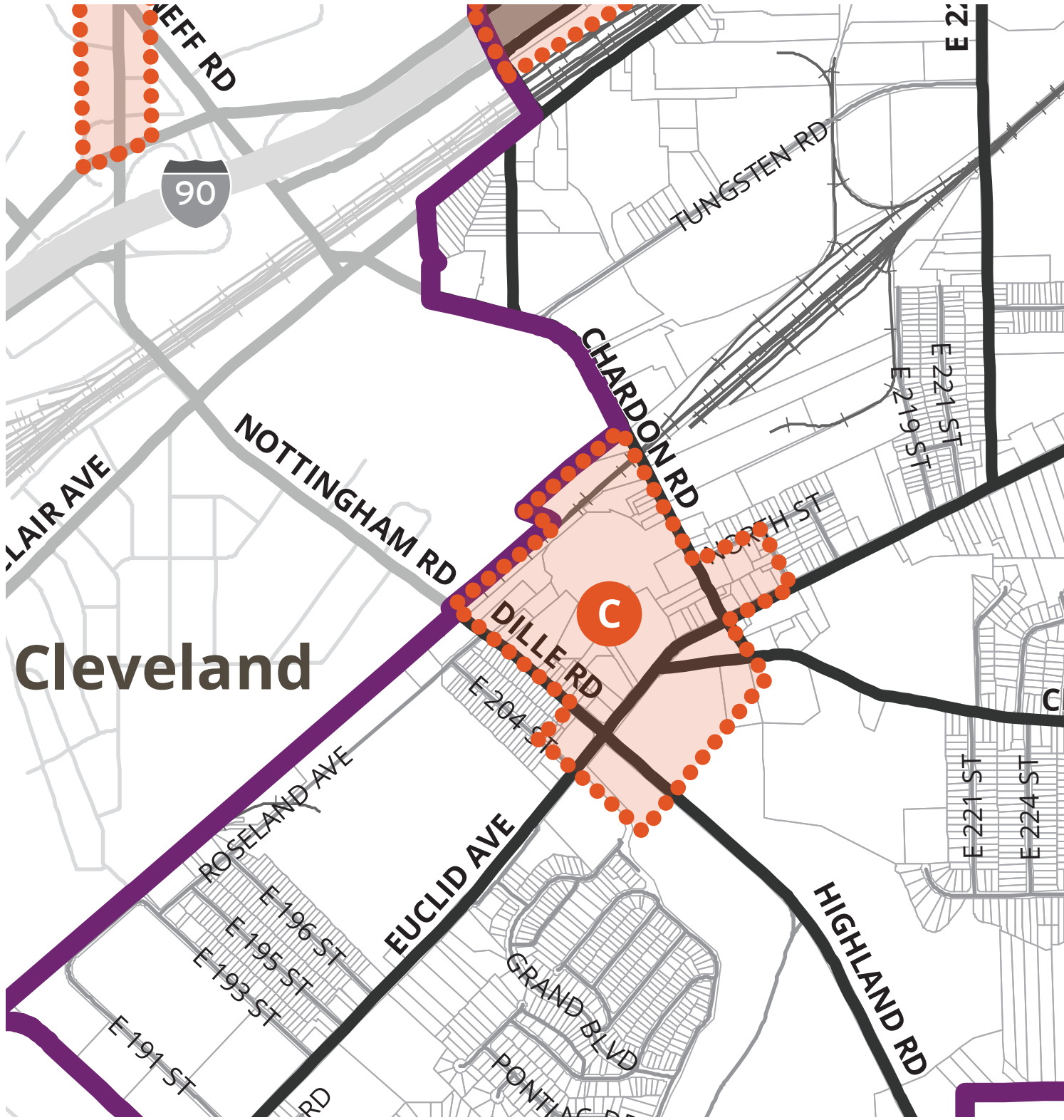
What would you like to see **CHANGE** in this area?

Image Source: County Planning

CATALYST AREA:
C DILLE-HIGHLAND AND EUCLID



The corner of Dille and Highland Roads and Euclid Avenue and its surrounding area is the intersection of parks, retail, schools, and streams. With the upcoming closure of Central Middle School and an existing Transportation for Livable Communities Initiative (TLCI) plan for Euclid Avenue, this area could see new trails, park space, and reinvestment in retail that has a more attractive design and consistent feel.



What do you **LIKE** about this area that you want to see remain the same?

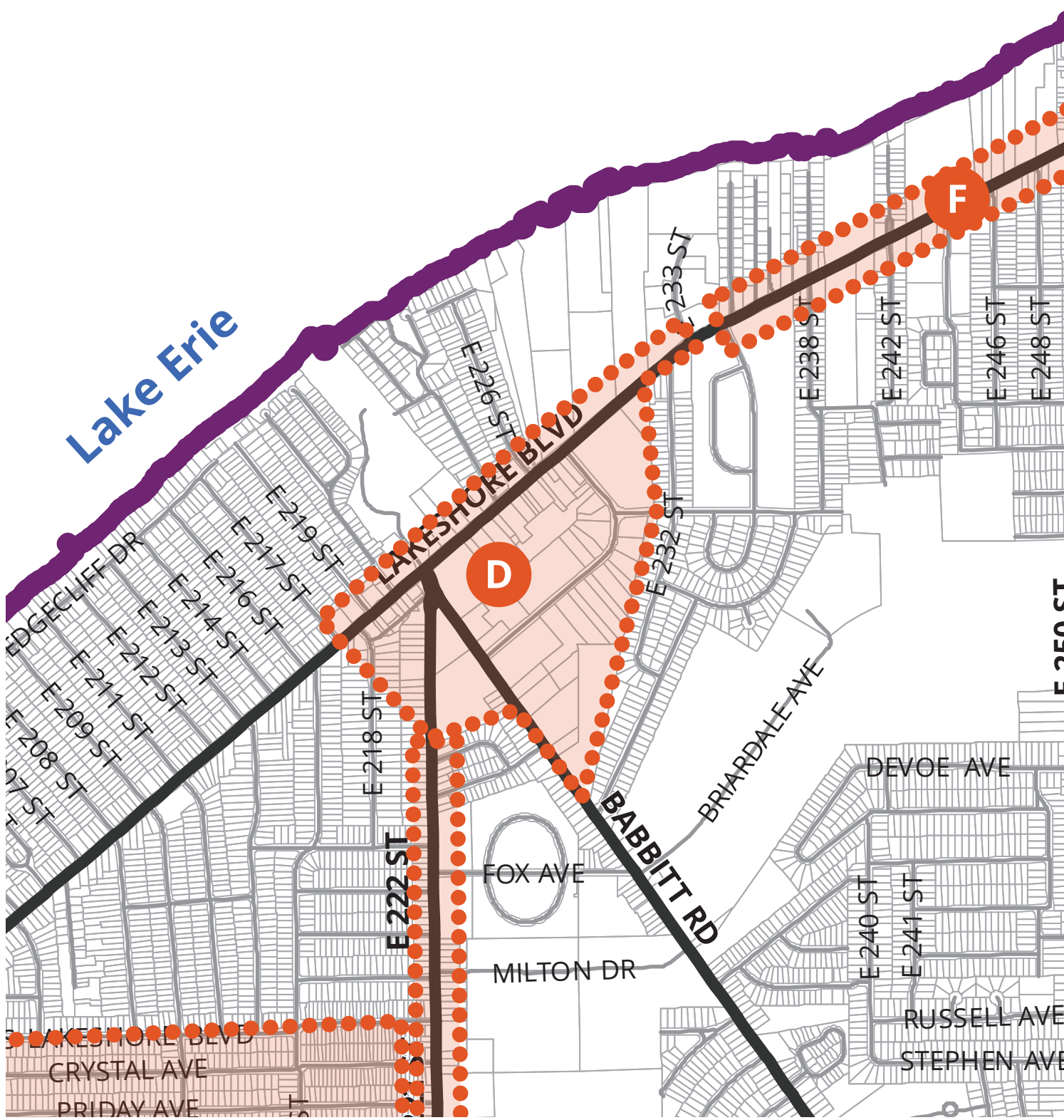
What would you like to see **CHANGE** in this area?

Image Source: John Lennon

CATALYST AREA:
D DOWNTOWN EUCLID



The shopping, civic, and park areas around Lake Shore Blvd, East 222nd St, and Babbitt Rd serve as Euclid's heart. Ongoing investment in retail has made Downtown more vibrant, and an existing Transportation for Livable Communities Initiative (TLCI) plan outlined potential transportation improvements. With investment in storefronts, upgraded park spaces, better marketing, and improved walking and biking paths, Downtown could continue to grow as the City's center.



What do you **LIKE** about this area that you want to see remain the same?

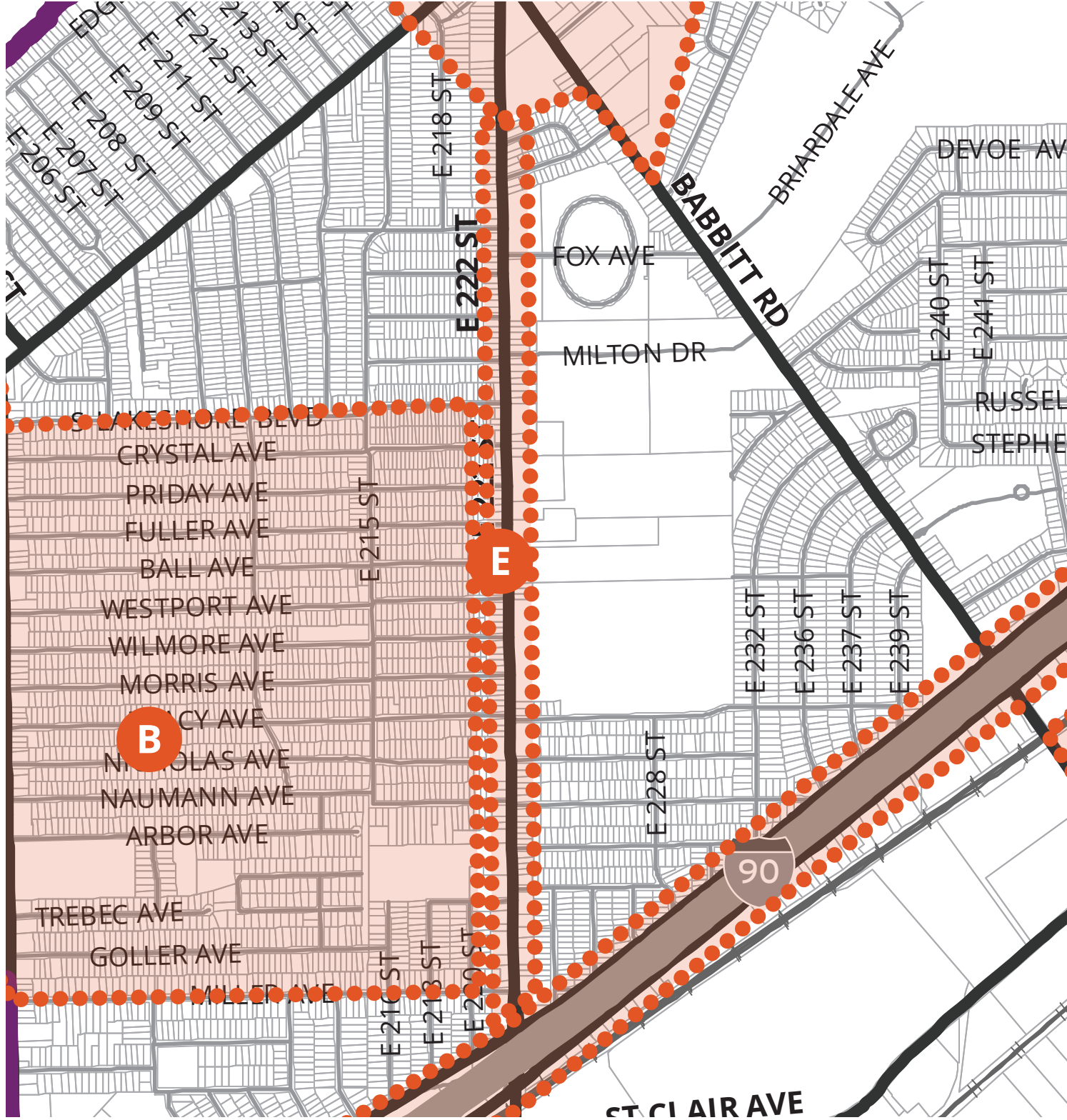
What would you like to see **CHANGE** in this area?

Image Source: Charlene Weber

CATALYST AREA:
E EAST 222ND



East 222nd Street includes historic retail buildings closer to I-90 and a strong civic core with a school, library, and other public buildings at the middle of the street. As a main spine connecting I-90 to the Civic Core and Downtown, and a major “missing link” in the regional bike network as identified in the Eastside Greenway plan, East 222nd has the potential to be an attractive corridor with improved sidewalks, upgraded buildings, and better landscaping.



What do you **LIKE** about this area that you want to see remain the same?

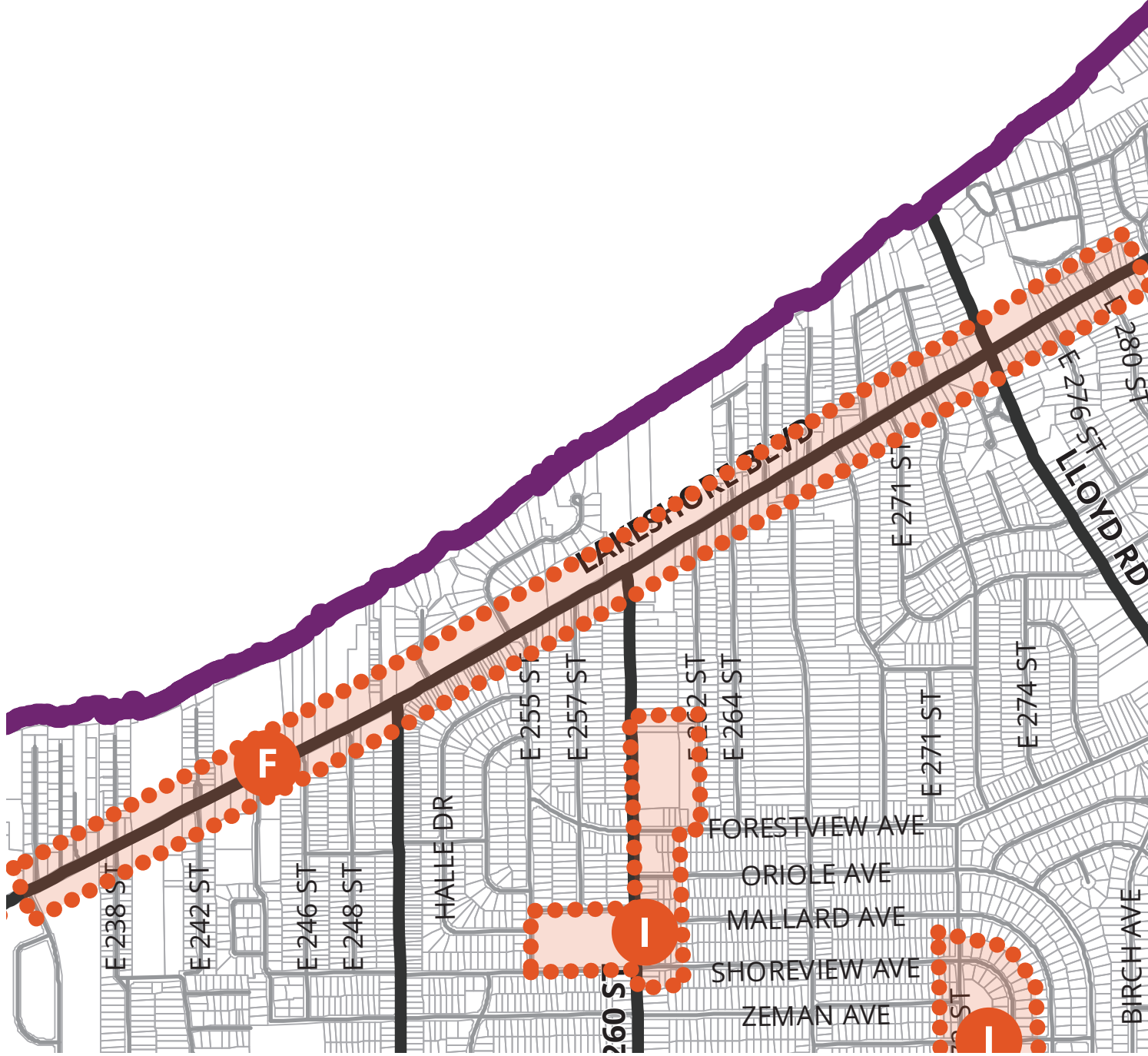
What would you like to see **CHANGE** in this area? What would you like to see added or removed?

Image Source: Gerald Mills

CATALYST AREA:
F LAKE SHORE EAST



Lake Shore Boulevard east of Downtown Euclid includes a variety of single-family homes, small apartment buildings, tall towers, parks, and neighborhood retail spaces. By improving the transportation links between amenities, upgrading landscaping, reinvesting in buildings, and improving crosswalks, this corridor could be an attractive street that connects residents to the Lake.



What do you **LIKE** about this area that you want to see remain the same?

What would you like to see **CHANGE** in this area? What would you like to see added or removed?

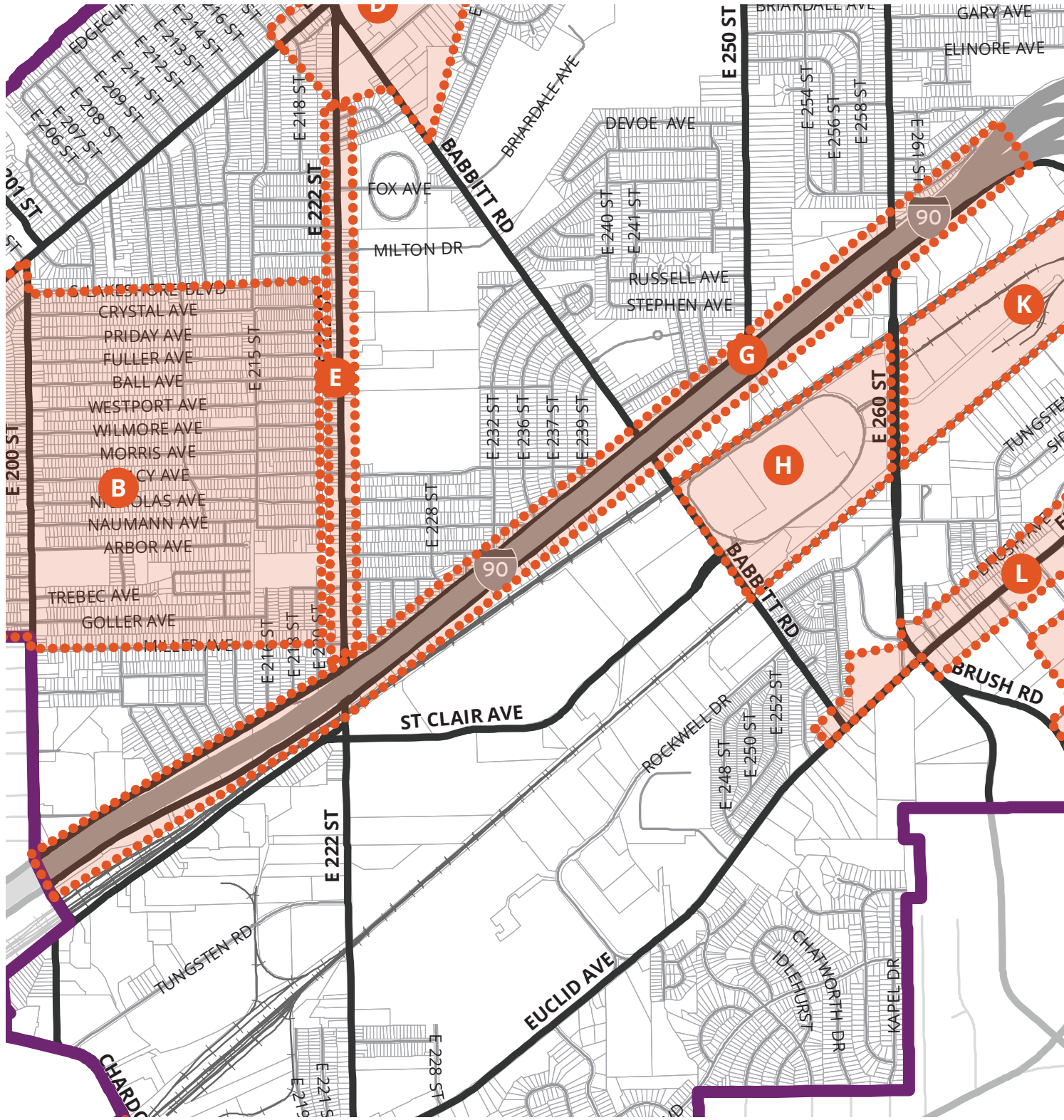
Image Source: Google Earth

CATALYST AREA:
G I-90 CORRIDOR



The I-90 Corridor through Euclid is the main way by which many commuters pass through and experience Euclid. Most of the views along I-90 showcase older buildings

and many on-and-off-ramps are not welcoming. With a renewed focus on signage landscaping, improvements to lighting and buildings, and upgrades to the ramps in and out of the City, this corridor could be an attractive gateway.



What do you **LIKE** about this area that you want to see remain the same?

What would you like to see **CHANGE** in this area? What would you like to see added or removed?

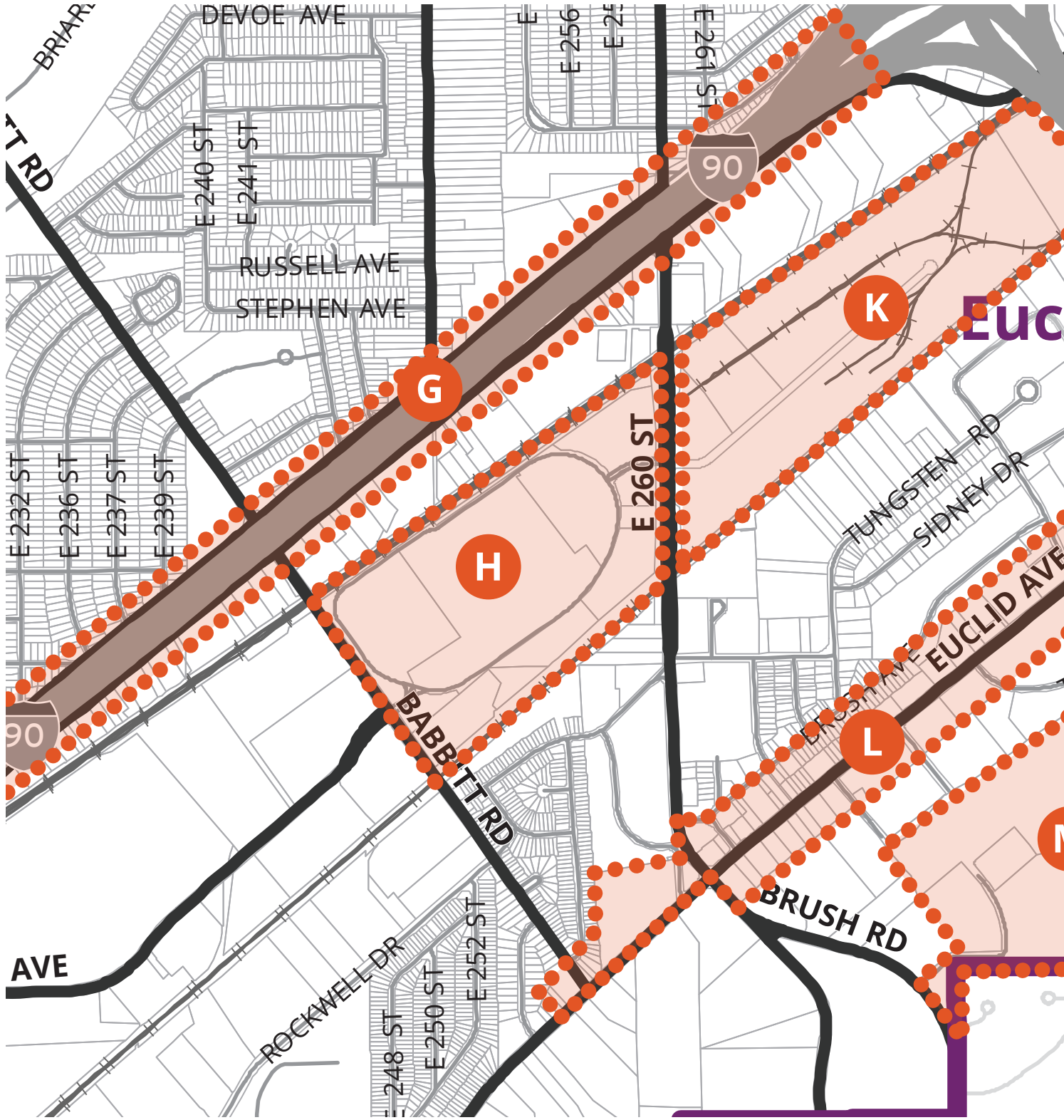
Image Source: Google Earth

CATALYST AREA:
H EUCLID SQUARE MALL



Euclid Square Mall has high vacancy and is in foreclosure. Given the current conditions of the property, rethinking the site is possible. Located in the

center of the industrial core of Euclid, the Mall site could be repositioned as a site for new manufacturing jobs and smaller retail to service workers in the industrial area.



What do you **LIKE** about this area that you want to see remain the same?

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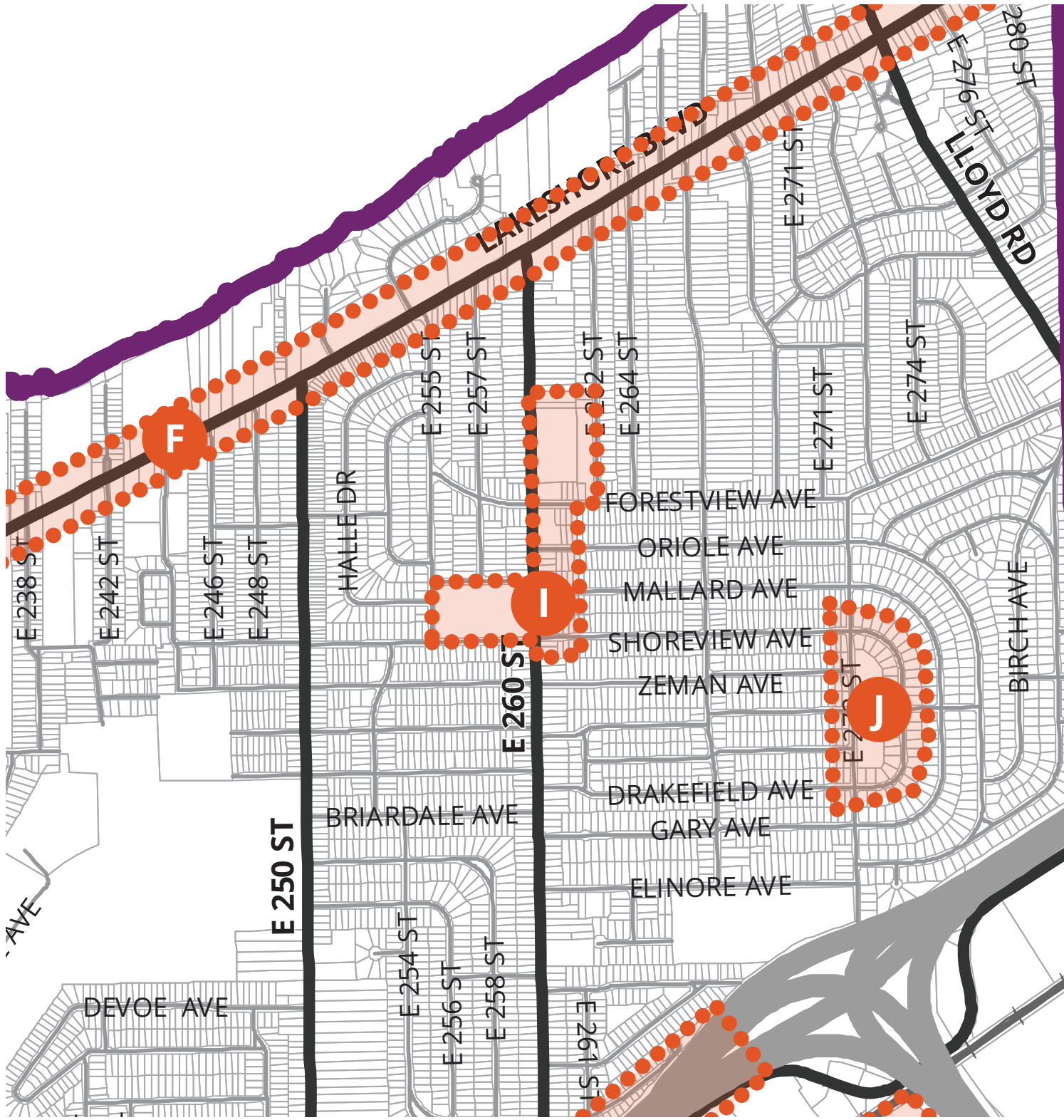
Image Source: Flickr User Nicholas Eckhart

CATALYST AREA:
I EAST 260TH



The short stretch of East 260th Street near Shoreview Elementary School includes numerous churches and smaller retail buildings. With basic

improvements to these buildings, increased landscaping, and new local stores, this stretch of East 260th could become a center for the neighborhoods on the eastern side of Euclid.



What do you **LIKE** about this area that you want to see remain the same?

What would you like to see **CHANGE** in this area? What would you like to see added or removed?

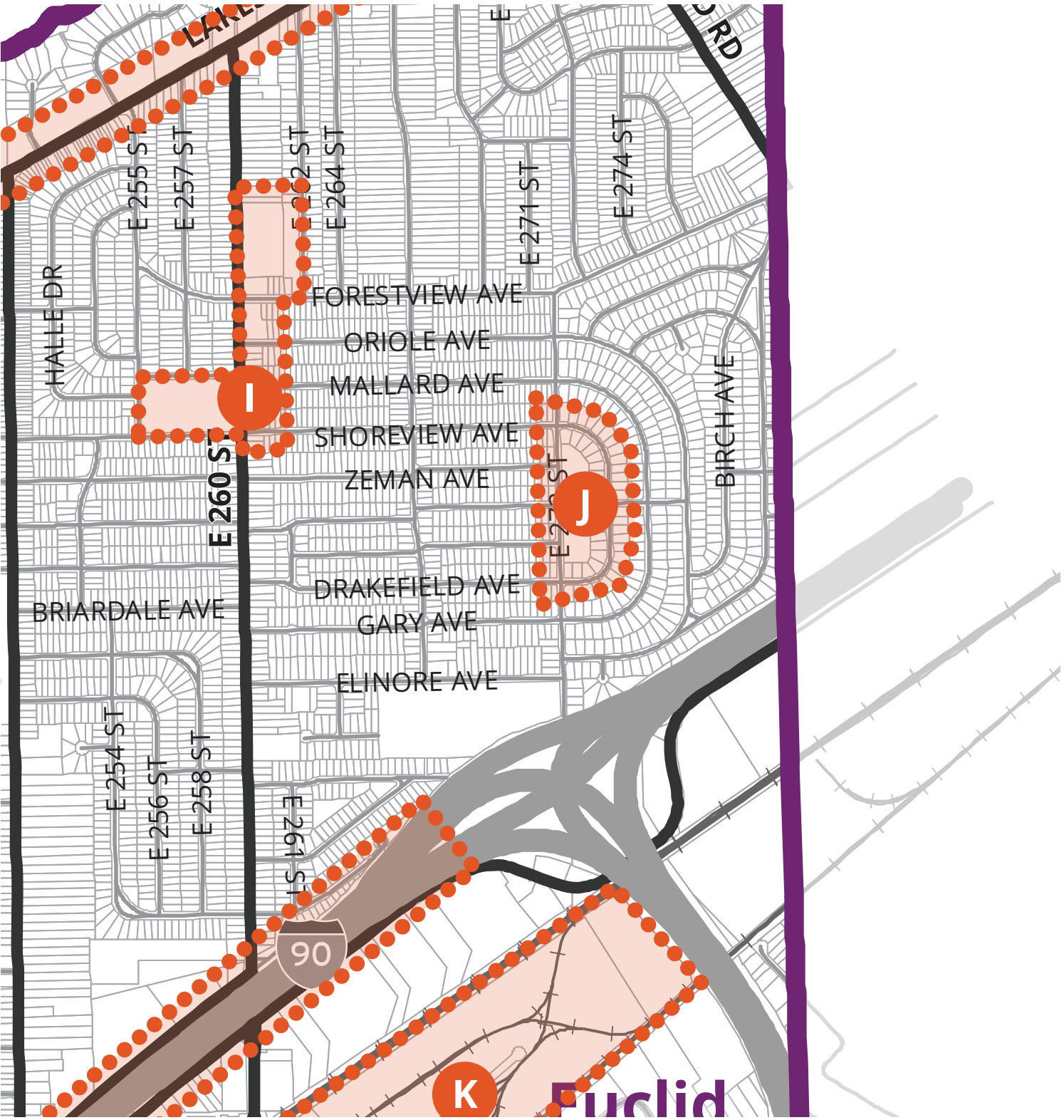
Image Source: Google Earth

CATALYST AREA:
J WILLOW PARK AREA



Willow Park is one of the few small, neighborhood parks located in the center of a residential area. With improvements to infrastructure and a focus on

beautifying the surrounding area, Willow Park could be a renewed anchor for the surrounding neighborhood.



What do you **LIKE** about this area that you want to see remain the same?

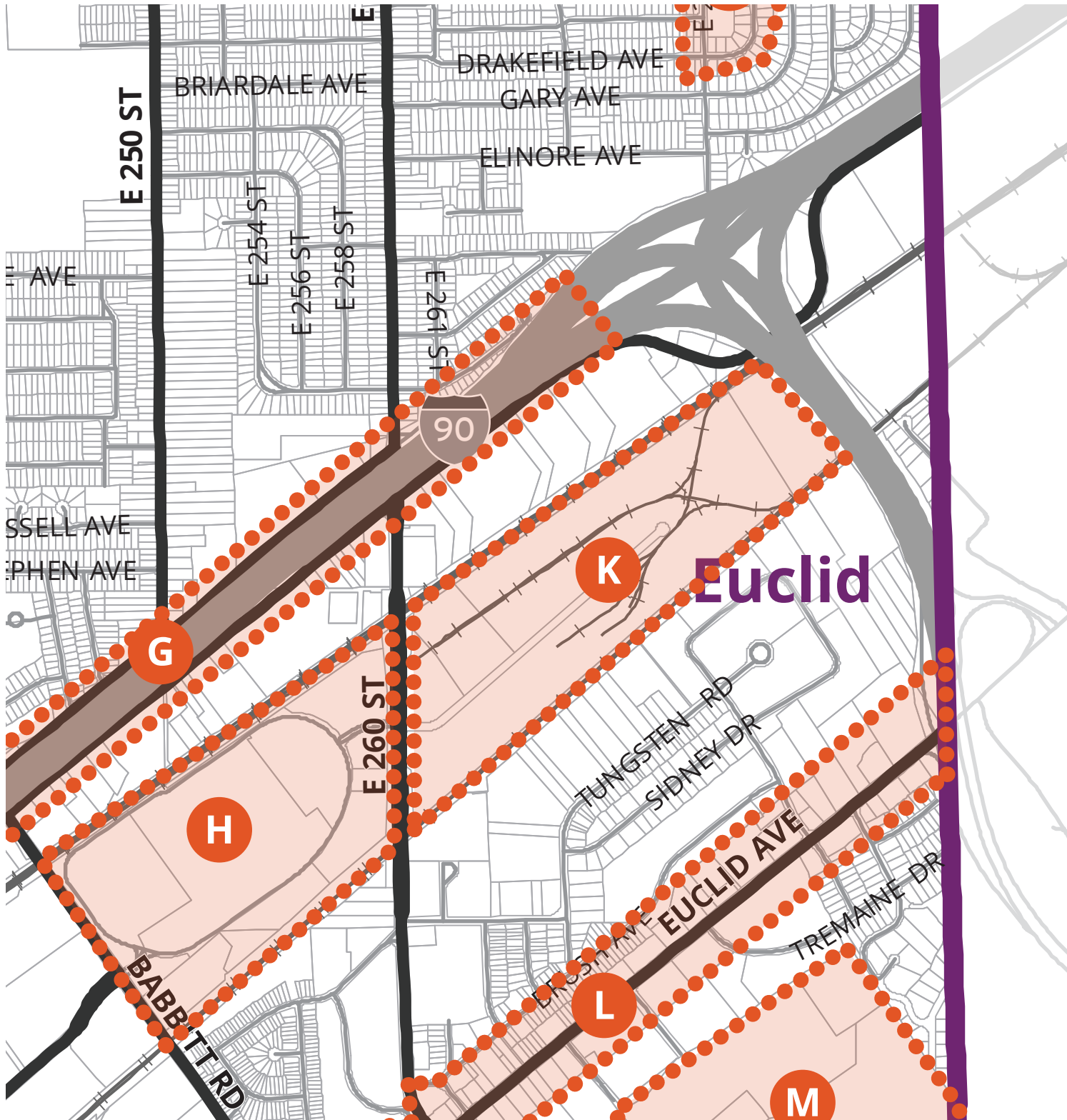
What would you like to see **CHANGE** in this area? What would you like to see added or removed?

Image Source: Google Earth

CATALYST AREA:
K BLUESTONE BUSINESS PARK



Bluestone Business Park is one of the largest development opportunities in Euclid due to its available land and utilities. It is already an Ohio Department of Development (ODOD) certified Job Ready Site. Continued private investment in this area could yield additional manufacturing jobs.



What do you **LIKE** about this area that you want to see remain the same?

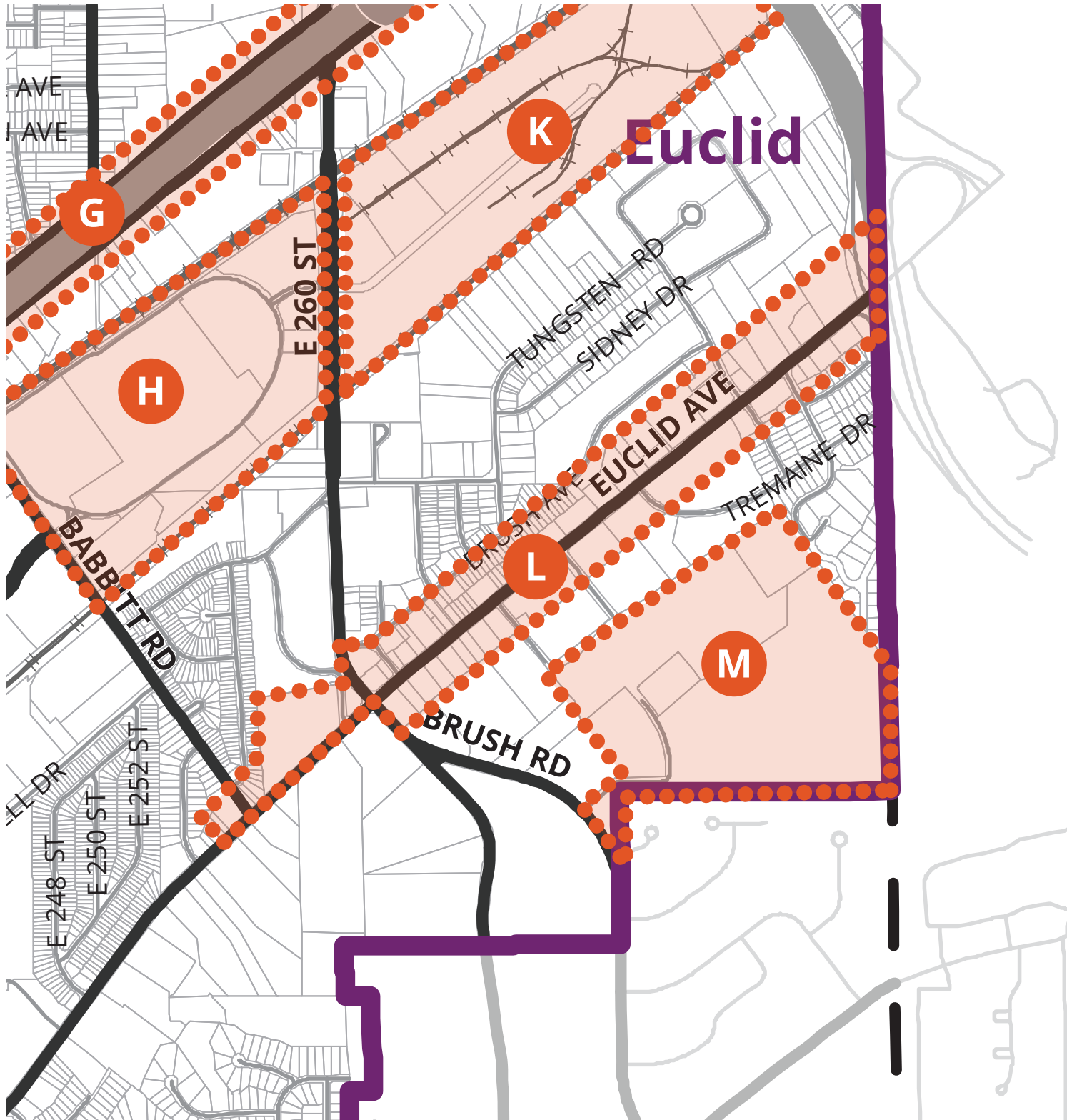
What would you like to see **CHANGE** in this area? What would you like to see added or removed?

Image Source: Ohio Department of Development

CATALYST AREA:
L EUCLID AVENUE EAST



Euclid Avenue between Babbitt Road and the City's border features some outdated retail strips, green spaces, and a few office buildings. With easy access to the freeway and recent investments in existing retail plazas and Century Corners Industrial Park, this corridor could become a more attractive and successful suburban retail corridor.



What do you **LIKE** about this area that you want to see remain the same?

What would you like to see **CHANGE** in this area? What would you like to see added or removed?

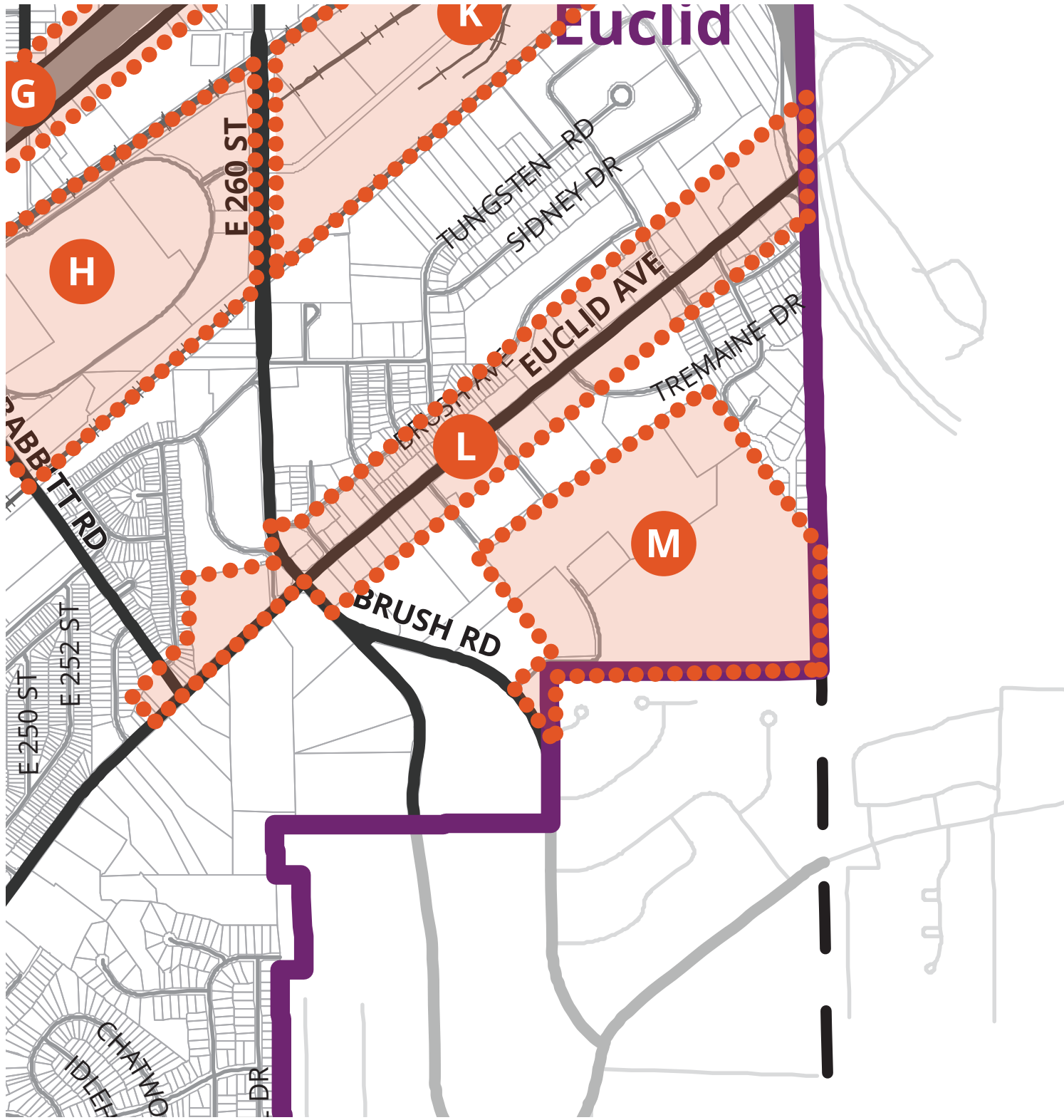
Image Source: Google Earth

CATALYST AREA:
M PROVIDENCE PARK



Providence Park is one of the largest undeveloped areas in Euclid. The existing owners have proposed the construction of a church, residences, and

retail in a planned development of the site.



What do you **LIKE** about this area that you want to see remain the same?

What would you like to see **CHANGE** in this area? What would you like to see added or removed?

Image Source: Providence Park

CATALYST AREAS:
OTHERS

While we have identified potential catalyst areas in Euclid, there may be others. What areas in Euclid have the potential to spur private development, grow jobs, stabilize neighborhoods, and build community assets? Leave your thoughts in the space below.

Are there **OTHER AREAS** in Euclid that you would like to see as a focus of the Master Plan?

VISION THEME:
STAY

The vision for housing and neighborhoods in Euclid is to **preserve the characteristics** that shape the community, **stabilize the housing market**, and address the desire for **additional housing options**—specifically for newer high end homes and structures that are designed to allow people to remain in their home as they grow older.

- A. Implement a housing strategy that promotes **diverse housing options** and allows for **aging in place** through design strategies like no-step entries and lever handles that make homes more accessible to people of all ages
- B. Promote the **repair, maintenance, and code compliance** of existing housing and neighborhoods
- C. **Strategically invest in neighborhoods that are struggling** by investing in housing and in the public and private amenities that provide a strong sense of place
- D. Prioritize vacant, underutilized **residential properties for reuse** as expanded side yards, community space, or new housing sites
- E. **Increase homeownership** to stabilize housing

What do you **LIKE** about the vision theme and goals that you want to see remain the same?

What would you like to see **CHANGE** about the vision theme and goals? What would you like to see **ADDED** or **REMOVED**?

VISION THEME:
PROSPER

The vision for economic competitiveness is to sustain a **multi-faceted economic base** that enhances the existing **manufacturing and health sectors**, grows **entrepreneurship**, and attracts **technology-oriented businesses** through investment in infrastructure that supports business.

- A. Conduct **business outreach and assistance** for retention, succession, and expansion of existing businesses
- B. Partner with Cleveland Clinic Euclid Hospital, University Hospitals, Hospice of the Western Reserve, and other medical facilities to **grow Euclid’s health industry**
- C. **Strengthen and connect the manufacturing sector** through industry-supporting infill development, as well as marketing and branding the manufacturing along the I – 90 corridor
- D. Promote **better connection to Cuyahoga County Airport** to support business development
- E. **Repurpose Euclid Square Mall**
- F. Attract new investment through **business-supporting infrastructure**, such as broadband internet

What do you **LIKE** about the vision theme and goals that you want to see remain the same?

What would you like to see **CHANGE** about the vision theme and goals? What would you like to see **ADDED** or **REMOVED**?

VISION THEME:
PLAY

The vision for a high quality of life is to enhance **parks and recreation, active retail centers, arts and culture**, the **vibrant Downtown**, and **an active lakefront**. Memorial Park, Shore Cultural Centre, Euclid Public Library, Euclid Creek Reservation, and the Lakefront Parks as well as other amenities are some of the most compelling reasons to live in the City, and improving these assets provides the high quality spaces that attract residents.

- A. Promote **Downtown as the vibrant, mixed-use hub** of culture and retail for the entire City
- B. Attract and **support sustainable entrepreneurship and small business development** in Downtown and neighborhood centers
- C. Implement the Waterfront Improvement Plan and increase lakefront access and event space in order to strengthen **the lakefront as Euclid’s recreational hub**
- D. Support Cleveland Metroparks’ initiative to **implement the Euclid Creek Reservation Master Plan**
- E. **Enhance existing neighborhood parks** with additional programs and amenities, including an **indoor community recreation center**
- F. **Improve access to school facilities** and enhance City-School District collaboration for recreation activities
- G. **Concentrate and promote the municipal and cultural amenities** in the Civic Core

What do you **LIKE** about the vision theme and goals that you want to see remain the same?

What would you like to see **CHANGE** about the vision theme and goals? What would you like to see **ADDED** or **REMOVED**?

VISION THEME:
CONNECT

The vision for transportation is to **connect Euclid internally and with the rest of the region**. With five interchanges, seven standard RTA bus routes, a park-n-ride, and expansion plans for bike and pedestrian networks, Euclid has a variety of options for residents and visitors to access parks, amenities, and institutions. Euclid should **improve and enhance these existing methods of transportation** and create **new opportunities for getting around on foot, bicycle, and via public transit**.






- A. **Improve access to the Lakefront** via paths and connections that link all Euclid neighborhoods to this amenity
- B. **Enhance recreational bike paths and walking trails** in Euclid, **and expand safe, non-motorized connections** throughout the City—including the construction of a connector trail from Euclid Creek Metroparks to the Lake Erie Shore and a network of **complete and green streets**
- C. Develop partnerships to **implement transportation plans** and new street networks, including local plans—such as the Euclid Avenue Recreationway—and regional plans—such as the Eastside Greenway—to better connect Euclid to Northeast Ohio communities
- D. Partner with RTA to **improve transit connections and hubs** to move people throughout the region quickly, safely, and comfortably
- E. **Enhance the physical image of the City**—especially at gateways and underpasses—through wayfinding and marketing






What do you **LIKE** about the vision theme and goals that you want to see remain the same?

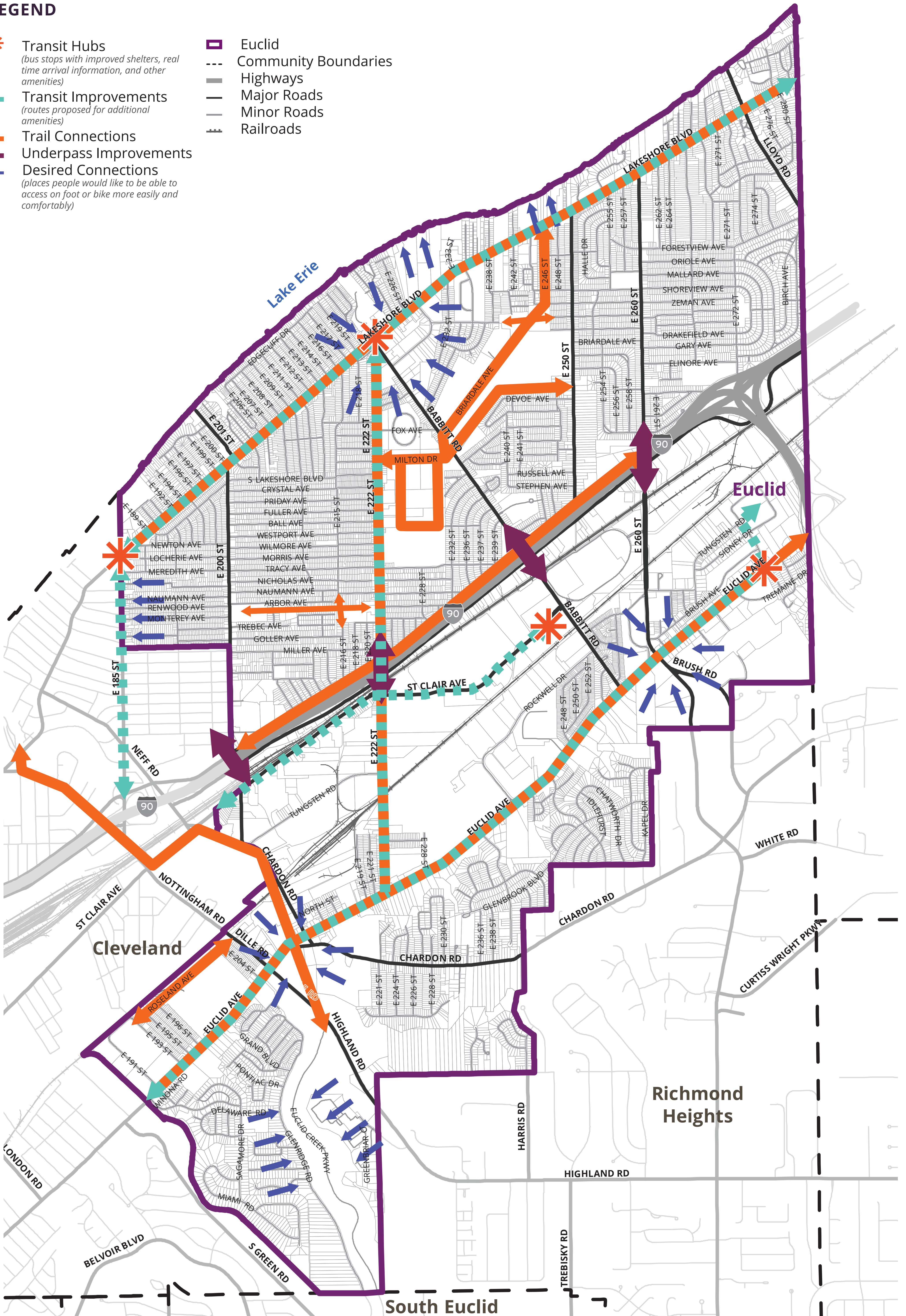
What would you like to see **CHANGE** about the vision theme and goals? What would you like to see **ADDED** or **REMOVED**?

VISION THEME: CONNECTIONS FRAMEWORK MAP

LEGEND

-  Transit Hubs
(bus stops with improved shelters, real time arrival information, and other amenities)
-  Transit Improvements
(routes proposed for additional amenities)
-  Trail Connections
-  Underpass Improvements
-  Desired Connections
(places people would like to be able to access on foot or bike more easily and comfortably)

-  Euclid
-  Community Boundaries
-  Highways
-  Major Roads
-  Minor Roads
-  Railroads



VISION THEME:
ENGAGE

The vision for neighborhood engagement is to foster a **sense of shared community pride** and involvement that builds **social cohesion**.

- A. Promote community engagement that **brings together all citizens** of Euclid
- B. **Build a positive self-image for the City** among residents, businesses, and stakeholders
- C. **Empower the distinct neighborhood associations** to address the issues that are specific to them
- D. **Enhance the communication network** that allows residents to access information about their community, events, and neighborhoods

What do you **LIKE** about the vision theme and goals that you want to see remain the same?

What would you like to see **CHANGE** about the vision theme and goals? What would you like to see **ADDED** or **REMOVED**?

VISION THEME:
PRESERVE

The vision for preservation is for a City that protects and celebrates its environmental features by **prioritizing environmentally sensitive areas, promoting green practices**, and **alleviating stormwater and flooding issues** through innovative measures.

- A. Restore, preserve, and enhance environmentally sensitive features** throughout the City—including steep slopes, wetlands, and waterways
- B. Use green infrastructure** to slow and store stormwater
- C. Promote alternative energy sources** and continue to be Cuyahoga County’s premier City in the development and advocacy of **wind power technology**
- D. Preserve the natural features of the lakefront, the Portage Escarpment, and Euclid Creek**

What do you **LIKE** about the vision theme and goals that you want to see remain the same?

What would you like to see **CHANGE** about the vision theme and goals? What would you like to see **ADDED** or **REMOVED**?

VISION THEME: OPEN SPACE FRAMEWORK MAP

LEGEND

- Planned/Potential Parks
- Existing Parks/Open Spaces
- School Partnership Opportunities
(Opportunity for park space to be made available on school property)
- School Site Opportunities
(Opportunity for the reuse of former school sites as parks or open spaces)

- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads

- Potential Water Trail
- Planned Greenways
(trails with ample green space)
- Potential Greenways
- Green Streets
(streets with large trees and environmentally friendly features that handle stormwater)

