

DRAFT



# CITY OF EUCLID

## MASTER PLAN

### COMMUNITY VISION

October 4, 2016





## County Planning

### **Cuyahoga County Planning Commission**

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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.

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# CITY OF EUCLID

## MASTER PLAN

### COMMUNITY VISION



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# CONTENTS

**INTRODUCTION ..... 7**

**SWOT ANALYSIS ..... 11**

CITYWIDE SWOT ..... 12

STRENGTHS ..... 14

WEAKNESSES & THREATS ..... 16

OPPORTUNITIES ..... 18

**VISION THEMES ..... 21**

STAY ..... 22

PROSPER ..... 22

PLAY ..... 23

CONNECT ..... 23

ENGAGE ..... 24

PRESERVE ..... 24

**FRAMEWORK MAPS ..... 27**

CONNECTIONS FRAMEWORK ..... 28

OPEN SPACE FRAMEWORK ..... 30

CHARACTER FRAMEWORK ..... 32

CATALYST FRAMEWORK ..... 34





## SECTION 1



# INTRODUCTION

Welcome to the Community Vision document of the Euclid Master Plan. This document is the next step in creating a vision for the City's future.

### WHAT'S INSIDE?

The Introduction section includes context maps. The remainder of the document includes a SWOT analysis, vision statements, and a mapping framework for future actions.

### HOW DO I USE IT?

The Community Vision document establishes a draft vision for the future. It should be reviewed to ensure it aligns with and covers all of the community's goals for the future.

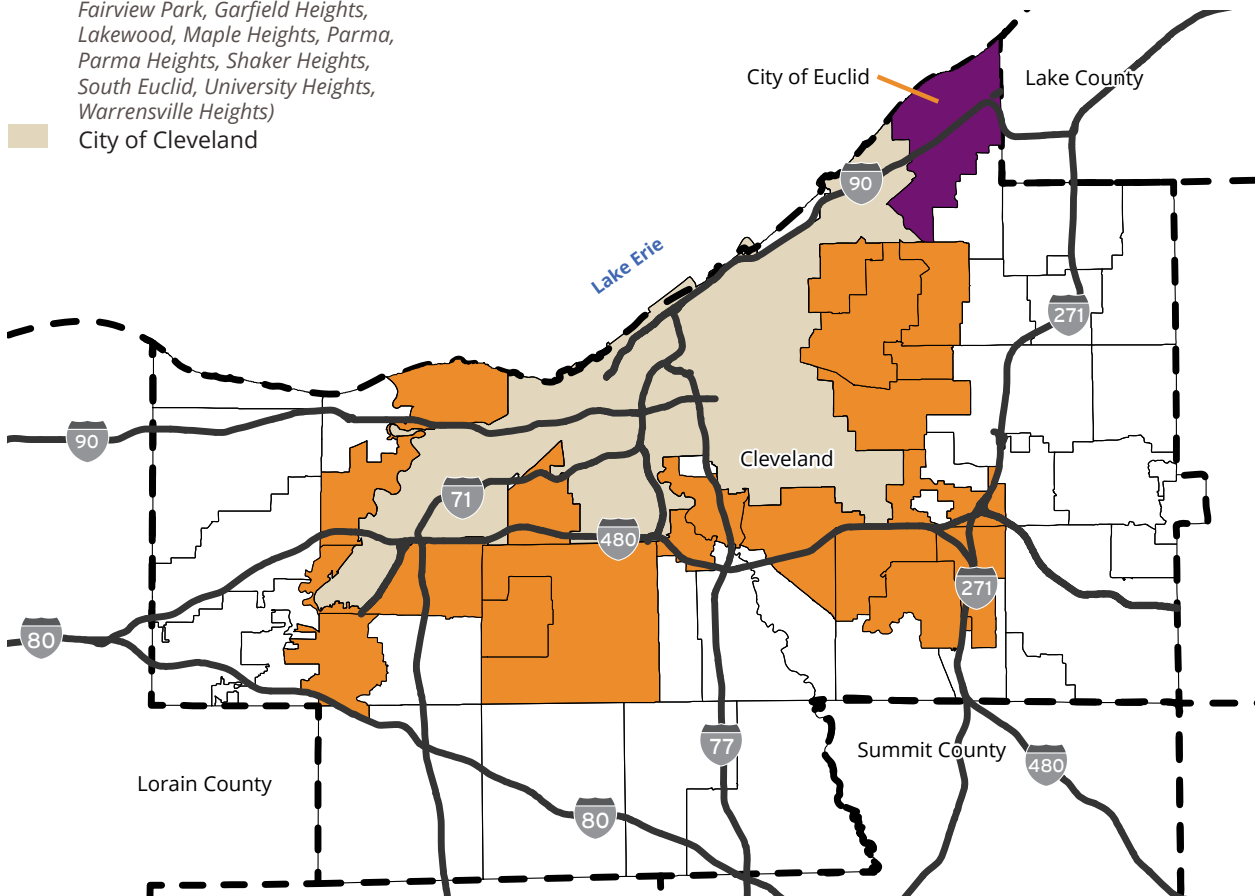
### NEXT STEPS

After this phase, County Planning and the Project Team with input from the Steering Committee will develop specific action steps to achieve the agreed upon vision. These actions will be reviewed and updated by the public.

## MAP 1 REGIONAL CONTEXT

### LEGEND

- Euclid
- First Suburbs  
(Bedford, Bedford Heights, Berea,  
Brook Park, Brooklyn, Brooklyn  
Heights, Cleveland Heights,  
Cuyahoga Heights, East Cleveland,  
Fairview Park, Garfield Heights,  
Lakewood, Maple Heights, Parma,  
Parma Heights, Shaker Heights,  
South Euclid, University Heights,  
Warrensville Heights)
- City of Cleveland
- Other Communities
- County Borders











The City of Euclid (in purple on Map 1) is located in the eastern part of Cuyahoga County and abuts Lake Erie and the Cuyahoga County line. Euclid borders the Cities of Richmond Heights, South Euclid, and Cleveland in Cuyahoga County as well as Willowick, Wickliffe, and Willoughby Hills in Lake County.

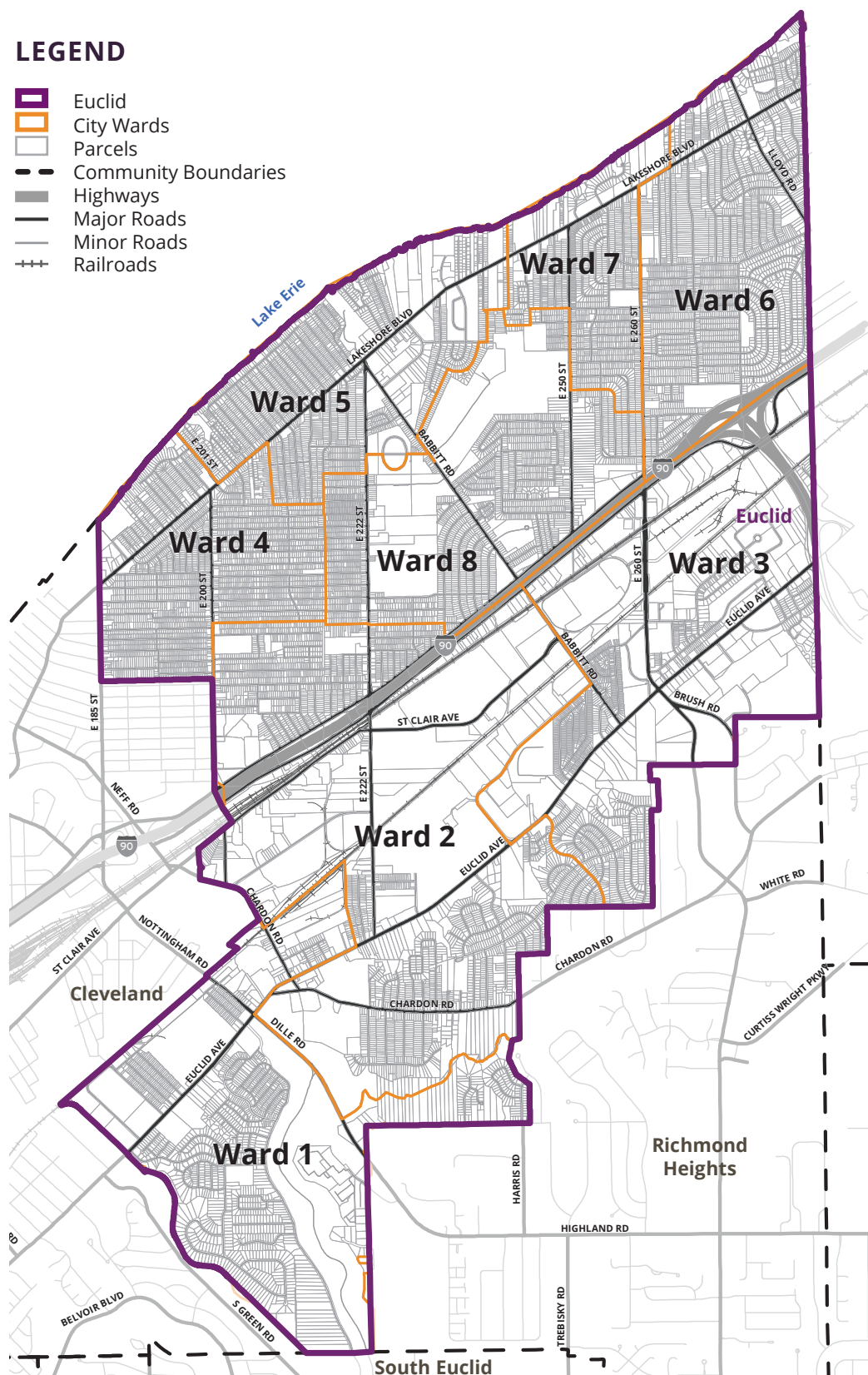
The map showcases the members of the First Suburbs Consortium, a group of communities that were mostly built prior to 1960 and which are located in close proximity to Cleveland. These communities share common characteristics due to similar development patterns.



## MAP 2 PLANNING CONTEXT

### LEGEND

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







## SECTION 2



# SWOT ANALYSIS

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and is a type of exercise used to better understand a community's assets and issues. When undertaking a SWOT analysis, a community is analyzed for these four areas as a basis for action.

### WHAT'S IN THIS SECTION?

This section includes a SWOT analysis that covers issues and assets on a Citywide basis and then in a mapping framework. The SWOT analysis involved examining the current demographic profile of a community and speaking with community representatives to develop initial SWOT statements.

### HOW DO I USE IT?

The SWOT analysis is useful in determining the strengths, weaknesses, opportunities and threats a community faces. Once identified, these issues should be used to determine potential actions. For instance, a community's strength can be marketed to potential businesses or improved with better infrastructure.

Discussion with the Project Team, Steering Committee, and public, as well as additional analysis will be done to refine and finalize these statements. As such, this section should be reviewed to ensure that the features match what community members see.

# CITYWIDE SWOT

The Citywide SWOT includes an analysis of strengths, weaknesses, opportunities, and threats that cover all areas of the City. These are general issues and assets for the entire community.

**STRENGTHS**

Characteristics that give a place an advantage. These characteristics should be protected and bolstered.

- Strong community connections and identity among residents
- Cultural centers such as Shore Cultural Centre, Polka and Softball Hall of Fame, Slovenian Home, YMCA, and Library
- Neighborhood parks and Cleveland Metroparks' Euclid Creek Reservation
- Core manufacturing base with freeway and rail access
- Numerous medical institutions
- Four miles of lakefront
- Affordable housing
- Improving Downtown
- Strong transit access
- Defined civic core

**WEAKNESSES**

Characteristics that give a place a disadvantage. These characteristics should be defended against or limited.

- Hard-hit housing market
- Employment loss
- Poor east-west road connections
- Few existing bikeways
- Low tree canopy coverage in neighborhoods
- Aging infrastructure and sewer system
- Perception of safety
- Tax burden
- Aging retail strips
- Little high-end housing
- School ratings
- North-south divide between neighborhoods

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## OPPORTUNITIES

Undeveloped characteristics that could give an advantage. These characteristics should be studied for improvement to turn the opportunity into an advantage.

- Green Creek area
- Additional lakefront development
- Bluestone business park development
- Proximity to County Airport
- Streetscape changes
- Transit and bikeway planning
- Civic core changes such as the new school campus and Memorial Park improvements
- Unused infrastructure such as the marginal loop roads
- Available industrial space
- Improvements on East 185<sup>th</sup>
- City gateways
- Neighborhood identities

## THREATS

Elements that could pose an issue for the community. These should be defended against or limited.

- Increasing and concentrated poverty
- Housing vacancy and demolition
- Certain neighborhoods struggling
- Concentrated employment sectors
- Euclid Square Mall
- Decreasing homeownership
- Struggles among small manufacturers to keep up on taxes and plan for succession
- Long-term population decline
- Declining incomes
- Perception of the School District



# STRENGTHS

The City has numerous strengths in terms of environmental features, employment centers, and institutions. These characteristics are an advantage to be protected. The map on page 15 displays the location of some of these strengths.

**Lakefront:** Euclid's four miles of Lakefront are a major advantage for the community as waterfronts have become a major driver of development in other communities.

**Major Employers:** Euclid has an economy concentrated in healthcare and manufacturing, with the 3<sup>rd</sup> highest number of manufacturing jobs in the County. **A** The Cleveland Clinic - University Hospitals campus and major industrial businesses like **E** Lincoln Electric are bedrocks for the City's tax base.

**Civic Core:** Euclid's concentration of municipal facilities along East 222<sup>nd</sup> Street make for a dynamic civic center for the community and provides access to a variety of services in a small area. Assets include City Hall, the Library, Euclid High School, and Memorial Park.

**Parks and Metroparks:** The City's large parks such as Memorial Park and Sims Park, smaller neighborhood parks such as Willow Park, and easy access to Euclid Creek Reservation are key advantages to build upon.

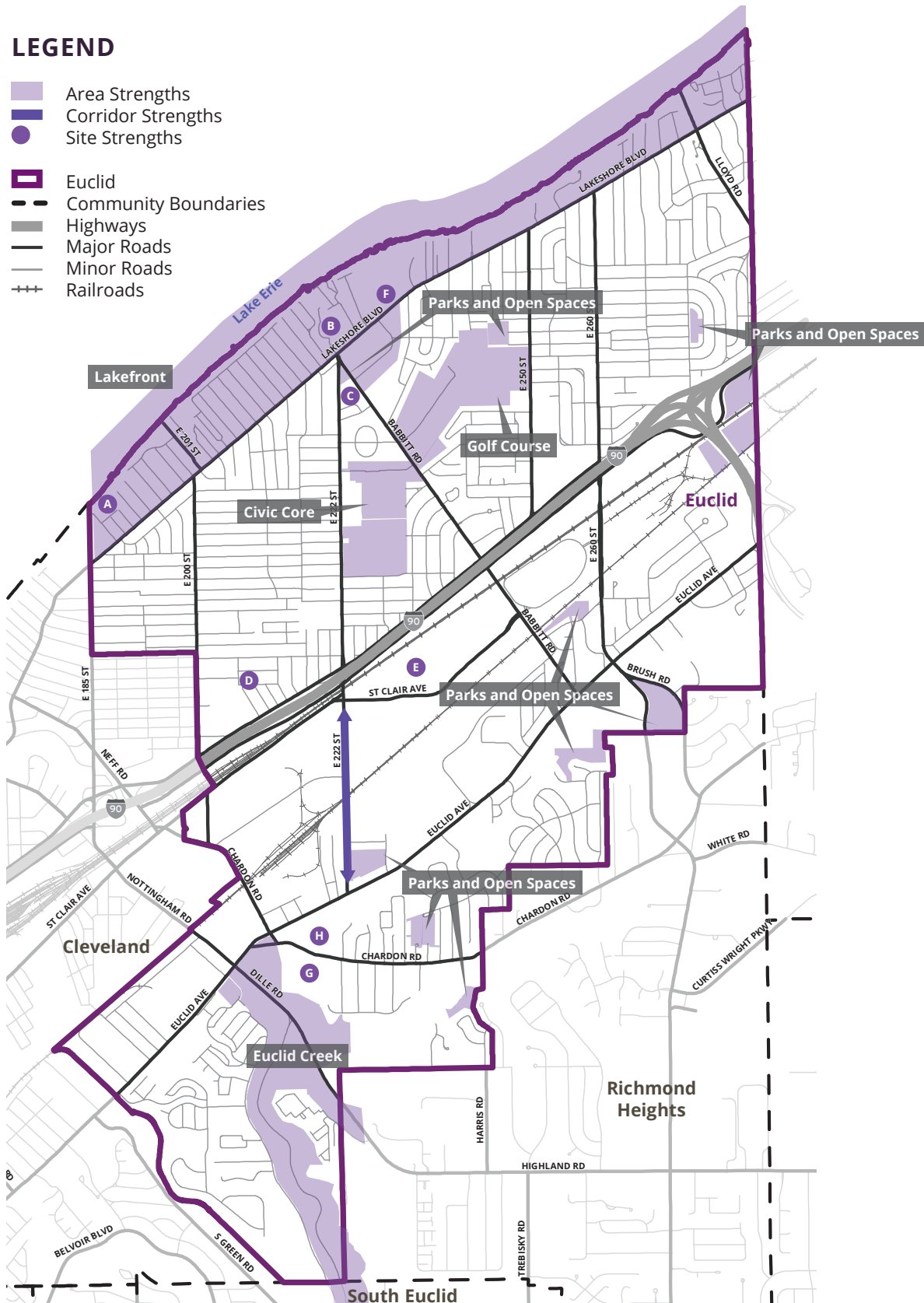
**East 222nd Street:** This road in Euclid was upgraded with attractive lighting and amenities for the industrial users along the corridor. It stands as a strong example of attractive municipal infrastructure for industrial areas.

**Institutions:** Euclid's institutional assets include **B** the Lakefront Community Center and Euclid Senior Center, **C** Shore Cultural Centre, **D** Slovenian Society Home (Recher Hall), **F** Henn Mansion, **G** Mount Saint Joseph Nursing Home, **H** Our Lady of Lourdes National Shrine, and others. These institutions are community assets that link neighbors and can be leveraged for community growth.

## MAP 3 IDENTIFIED STRENGTHS

### LEGEND

- Area Strengths
- Corridor Strengths
- Site Strengths
- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads



## WEAKNESSES & THREATS

Euclid has a number of weaknesses and threats that it must deal with to maintain positive momentum. Many of these issues are related to dated structures and areas that require reinvestment to maintain the look and feel of a quality neighborhood or shopping center. The map on page 17 displays the location of some of these weaknesses and threats.

**Aging Retail Strips:** Many of the City's suburban-style retail centers are older and feel dated in design and retail options. These include many of the centers and standalone stores facing Euclid Avenue.

**Struggling Small Manufacturers:** While the City's large manufacturers continue to thrive, some smaller manufacturers have struggled with tax delinquency and an inability to plan for succession of ownership. These small manufacturers risk closing, harming the tax base and eliminating jobs.

**Vacant Properties:** The City has a number of large, mostly vacant properties that can drag down surrounding values and depress development. These include **A** Euclid Square Mall, **B** the Lakeland Medical Building, and **C** the Omni Park Building, all of which have low occupancy rates.

**Unattractive Streetscape:** The look and feel of streets in Euclid are not universally welcoming. East 222<sup>nd</sup> north of I-90 is one street identified as having a weak visual aesthetic.

## LEGEND

# OPPORTUNITIES

Based on existing strengths and positive momentum, certain areas and corridors in the City are ripe for improvements that could serve to positively impact neighborhoods, industries, and retail centers. These opportunities are ones to be taken advantage of in order to strengthen the City. The map on page 19 displays the location of some of these opportunities.

**Western Neighborhoods:** The neighborhoods west of East 222<sup>nd</sup> have strong fabric and numerous amenities but have some of the weakest market values in the City. Because of the strong amenities, potential for bike connections, proximity to transit, and recent planning initiatives along East 185<sup>th</sup>, this neighborhood has the opportunity for revitalization.

**Parks and Open Spaces:** The City's parks and open spaces are strong neighborhood centers and have potential to attract additional development. This includes current parks such as Willow Park that could be the bedrock for the surrounding neighborhood as well as proposed parks such as the Lakefront Park, sites along Euclid Avenue, and the current middle school site that could be an amenity for nearby areas.

**Corridor Improvements:** The I-90 corridor bisects the City, dividing residential areas from industrial areas. Better branding along the corridor could facilitate a greater image for Euclid and better connect the north and south of the highway. Similarly, the St. Clair Avenue corridor is home to some of Euclid's largest employers and its streetscape could better match the importance of the street section.

**Small Retail Areas:** The City's small retail areas along **A** Lake Shore Boulevard at 242<sup>nd</sup> Street, **B** East 260<sup>th</sup>, **C** Lake Shore Boulevard at 266<sup>th</sup> Street, **D** Euclid Avenue at Chardon Road, and **E** Euclid Avenue at Richmond Road all have the potential to be amenities and anchors for surrounding neighborhoods.

**Lakefront Opportunities:** Euclid's Lakefront is currently undergoing changes as new parks and trails create public spaces along the water. With the development of these areas comes opportunity for additional connections further east and west as well as opportunities for the redevelopment and reinvestment in housing along these parks.

**Historic Potential:** The neighborhoods along Apple Drive and off of Brandywine Drive were identified as having historic potential for mid-century modern design.







**Medical Clusters:** The City's cluster of medical institutions, retirement homes, doctors offices, and other related offices by Euclid Hospital and at the City's western border along Euclid Avenue both provide the opportunity for additional development.

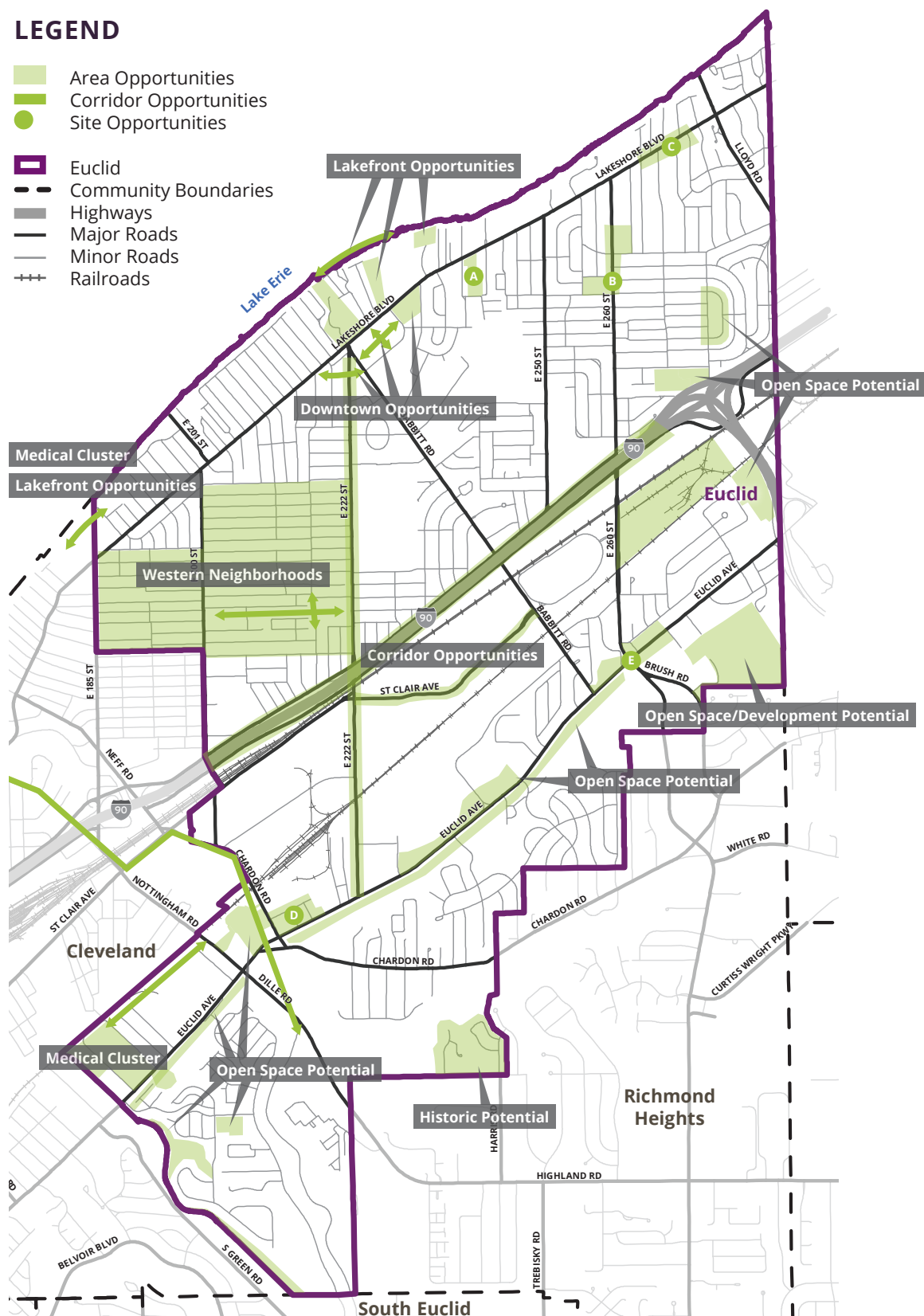
**Connections:** The City has the potential to better connect to the Metroparks through a trail to the lake as well as links from neighborhoods into that trail.

**Downtown Opportunities:** The City's Downtown has grown substantially and additional development in terms of new roads and spin-off residential, retail, and office development could continue the positive momentum in Downtown Euclid.



## LEGEND

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









## SECTION 3

# VISION THEMES

The Vision Themes 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.

### WHAT'S IN THIS SECTION?

This section describes the type of future that residents and community leaders want. These goals are described in vision statements: broad descriptions of how the community would like to look and function in five to ten years.

### HOW DO I USE IT?

The Vision Themes describe the desired future for Euclid. The statements should be reviewed to determine whether they match what residents, business leaders, and community members would like to see.



## 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 strategies for aging in place.

- Implement a housing strategy that promotes diverse housing options and allows for aging in place
- Promote the repair, maintenance, and code compliance of existing housing and neighborhoods
- Strategically invest in neighborhoods that are struggling by investing in housing and in the amenities that provide a strong sense of place
- Prioritize vacant, underutilized residential properties for reuse
- Increase homeownership to stabilize housing

## 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.

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

## 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.

- Promote Downtown as the vibrant, mixed-use hub of culture and retail for the entire City
- Attract and support sustainable entrepreneurship and small business development in Downtown and neighborhood centers
- Implement the Waterfront Improvement Plan and increase lakefront access and event space in order to strengthen the lakefront as Euclid's recreational hub
- Support Cleveland Metroparks' initiative to implement the Euclid Creek Reservation Master Plan
- Enhance existing neighborhood parks with additional programs and amenities, including an indoor community recreation center
- Concentrate and promote the municipal and cultural amenities in the Civic Core

## CONNECT

The vision for transportation is to connect Euclid internally and with the rest of the region. With five interchanges, seven standard GCRTA 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 transportation modes and create new opportunities for more multi-modal transportation networks.

- Improve access to the Lakefront via paths and connections that link all Euclid neighborhoods to this amenity
- 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



- 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
- Partner with RTA to improve transit connections and hubs to move people throughout the region quickly, safely, and comfortably
- Enhance the physical image of the City—especially at gateways and underpasses—through wayfinding and marketing

## ENGAGE

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

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

## 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.

- Restore, preserve, and enhance environmentally sensitive features throughout the City—including steep slopes, wetlands, and waterways
- Use green infrastructure to slow and store stormwater

- Promote alternative energy sources and continue to be Cuyahoga County's premier City in the development and advocacy of wind power technology
- Preserve the natural features of the lakefront, the Portage Escarpment, and Euclid Creek





EUCLID  
CITY HALL

635





## SECTION 4

# FRAMEWORK MAPS

In addition to Vision Themes, the Community Vision document includes Framework Maps that outline a broad vision for specific areas that can act as the baseline for developing actions in later parts of the Master Plan.

### WHAT'S IN THIS SECTION?

The Framework Maps include four maps that describe a framework for thinking about transportation, open spaces, the character of the community, and areas that could be catalysts for major improvements.

Each section includes a description of the maps and how they contribute to a framework for getting around, using open spaces, and developing land.

### HOW DO I USE IT?

The Framework Maps are a location-based tool to understand how individual spaces and places can work together to form a cohesive vision for Euclid. The maps should be reviewed to see whether the map components match what is desired.

These Framework Maps will be used to develop actions that support them in future phases.

# CONNECTIONS FRAMEWORK

The Connections Framework map describes critical links that can better facilitate movement between neighborhoods, shopping centers, and jobs. These links include transit improvements, trail connections, and pedestrian paths.

## IMPROVE TRANSIT CONNECTIONS

Transit corridors running through Euclid could benefit from transit improvements that make riding easier, safer, and more comfortable. Based on the highest ridership routes and the priority corridors identified by RTA, transit improvements are prioritized on Lake Shore Boulevard, East 185<sup>th</sup>, East 222<sup>nd</sup>, St. Clair Avenue, and Euclid Avenue.

In addition to routes that could see improvements, specific nodes could be improved to be transit hubs that better link riders with the critical transit connections that support their movement. Identified hubs include East 185<sup>th</sup> and Lake Shore Boulevard, East 222<sup>nd</sup> and Lake Shore Boulevard, East 276<sup>th</sup> and Euclid Avenue, and the existing Euclid Park and Ride on St. Clair near Babbitt Road.

## CONSTRUCT TRAIL CONNECTIONS

Trails in Euclid could be expanded to better connect the City. Trail connections in Euclid could include links from Euclid Creek Reservation south to Lake Erie, along Lake Shore Boulevard, along East 222<sup>nd</sup> Street, and through the City's Memorial Park and golf course to the lakefront. Other potential trails include a trail along the North Marginal Road and minor connections within neighborhoods that could connect bicyclists that are uncomfortable biking on major streets.

## LINK NEIGHBORHOODS TO AMENITIES

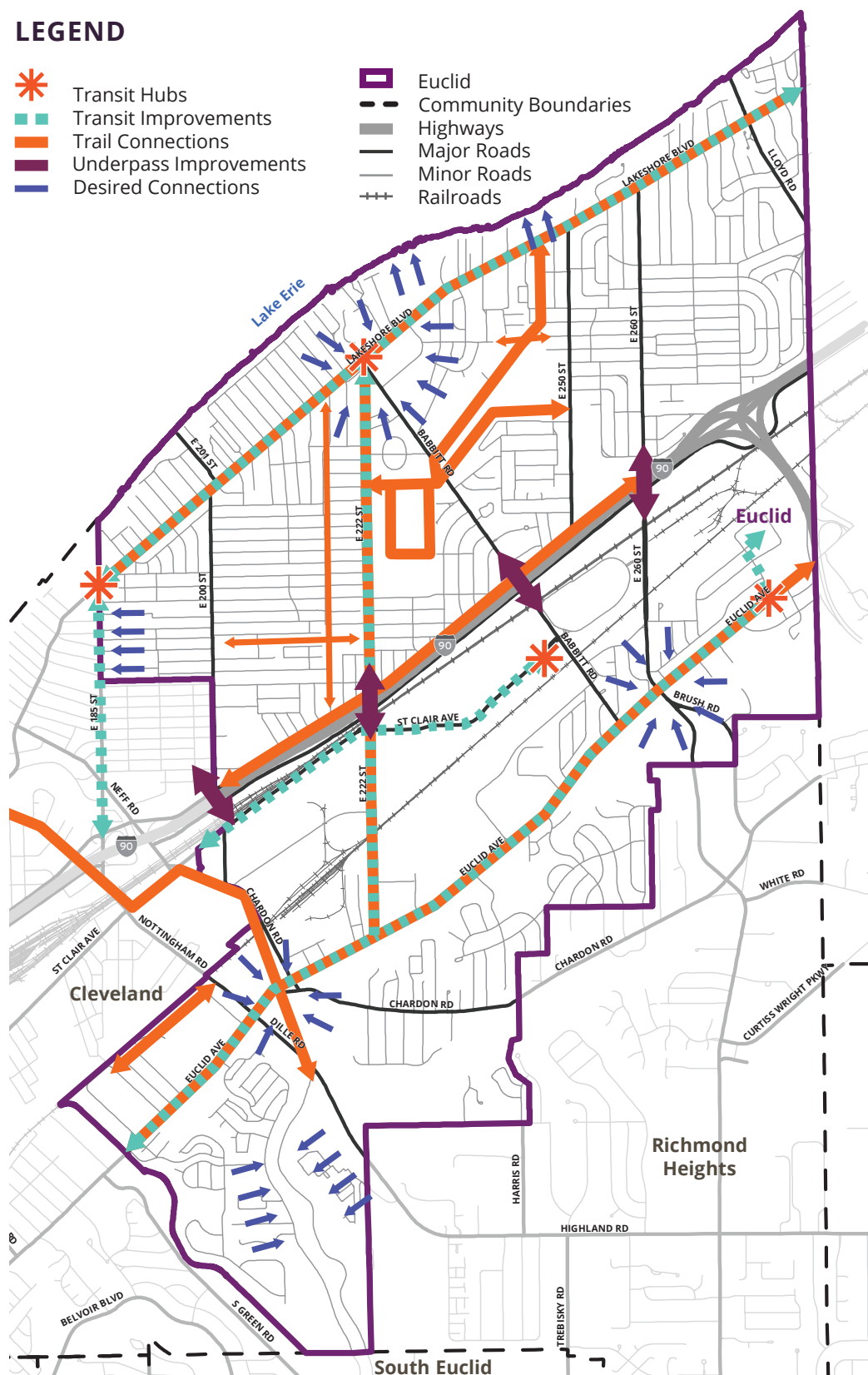
The City's neighborhoods can feel disconnected to nearby amenities. This is especially true of the connections between the neighborhoods north of I-90 and the manufacturing jobs south of the highway. Four underpasses at East 185<sup>th</sup>, East 222<sup>nd</sup>, Babbitt Road, and East 260<sup>th</sup> could be improved to better connect the north and south sides of the highway.

Additionally, there are certain areas that are central places where people want to travel such as Downtown Euclid, the Lakefront, East 185<sup>th</sup>, and the Euclid Creek Reservation that could benefit from improved links into those areas. As well, the intersections of East 260<sup>th</sup>/Euclid Avenue and Chardon Road/Euclid Avenue could become neighborhood centers that would benefit from improved connections.



## LEGEND

- 
- Transit Hubs  
 Transit Improvements  
 Trail Connections  
 Underpass Improvements  
 Desired Connections  
 Euclid  
 Community Boundaries  
 Highways  
 Major Roads  
 Minor Roads  
 Railroads



# OPEN SPACE FRAMEWORK

Euclid's open spaces include parks, golf courses, and school sites. The Open Space Framework lays out these existing spaces, potential new spaces, proposed parks, and critical connections to link them.

## ENHANCE EXISTING SPACES

Existing open spaces ranging from large, City parks such as Memorial Park to small neighborhood parks. These areas have the potential to be enhanced with additional amenities and programming.

## EXPAND OPEN SPACES

The City has a number of opportunities to expand, open up, or add open spaces, including Lakefront lands, open spaces along Euclid Avenue, and current and former school sites.

## CAPITALIZE ON LAKE ERIE

The Lakefront is also an opportunity to showcase how linear parks—identified as greenways on the map—can be links between parks. The planned Lakefront greenway will connect existing and planned parks while potential greenways could further extend Lakefront access. Greenways could take a variety of shapes from very formal linear parks to less formal access points.

Euclid's Lakefront is also heavily built upon, making parkland difficult to acquire. But the existing parks could be connected by a water trail that allows boaters to move between the City and region's Lakefront parks.





## CONNECT PEOPLE TO PLACES

Because the City of Euclid is mostly built-out, opportunities for large, new open spaces for parks or environmental improvements are limited. Rather, opportunities exist to better connect open spaces, beautify paths, and assist in environmental improvement through the development of complete and green streets.

Complete and green streets are ones that accommodate all users including pedestrians, bicyclists, drivers, and transit users while incorporating green elements like rain gardens and LED lighting. These streets could include additional pocket parks that contain stormwater, additional trees to improve the canopy, plantings that beautify the street, and environmental features like LED lighting. By connecting large, formal parks with these green streets or linear parks, residents can better access existing spaces.

The framework identifies streets that could be considered for these types of complete and green improvements.

## LEGEND

-  Potential Water Trail  
 Planned Greenways  
 Potential Greenways  
 Green Streets











# CHARACTER FRAMEWORK

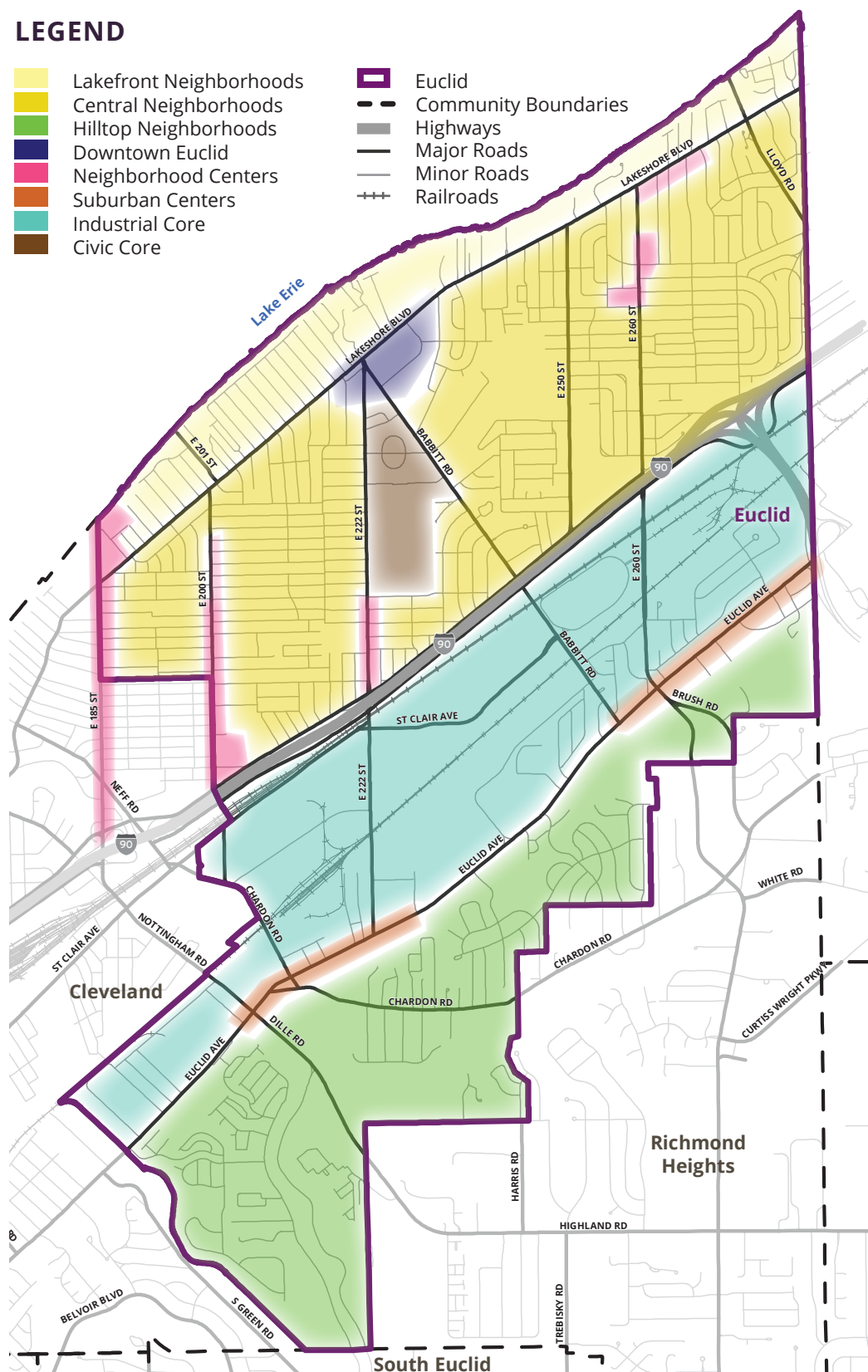
The Character Areas map describes—generally—the desired qualities of an area. These descriptions can be the basis for understanding the type of desired future development.

## REINFORCE AREA CHARACTER

The map does not change any existing zoning or remove any existing development rights. Rather, it displays the community's priorities for new development should proposals surface.

-  **Lakefront Neighborhoods:** This area is dominated by a variety of lakefront-oriented housing ranging from single-family homes in beach clubs to small apartment buildings and tall towers. Generally, this area addresses or is connected to the lakefront.
-  **Central Neighborhoods:** This area is and should be largely single-family housing in the center of neighborhoods with small apartment buildings along major corridors. Homes in this area are generally smaller and are dominated by walkable character with front-facing doors, porches, sidewalks, and garages on the side or back of houses.
-  **Hilltop Neighborhoods:** This area is largely single-family along winding, suburban-style streets with more trees in expansive, wooded areas.
-  **Downtown Euclid:** This area is the center of Euclid, has strong anchors like Shore Cultural Centre, and should be the heart of the City for all residents. It is defined by active retail uses and future plans call for higher buildings with offices or residential above. This area should continue to grow more walkable as new buildings are oriented toward the street and sidewalks are extended to redeveloped buildings.
-  **Neighborhood Centers:** While Downtown is everyone's neighborhood, other retail areas act as the center for neighborhoods and host smaller shops that serve more localized areas. These buildings tend to be one or two stories, walkable, and fit comfortably with nearby residential areas.
-  **Suburban Centers:** The retail areas along Euclid Avenue act as centers for the neighborhoods south of I-90 as well as shopping centers for travelers; however, they are more suburban in character. They should be attractive and have provisions for vehicles, bicycles, and pedestrians.
-  **Industrial Core:** This area is the economic core of Euclid, with approximately 60% of all Euclid jobs and 98% of all manufacturing jobs. This core is dominated by factories, rail lines, and other industry-supporting uses.
-  **Civic Core:** This area is home to numerous institutions including City Hall, Memorial Park, Euclid Board of Education and High School, and the Euclid Public Library. Together, this area acts as the core of civic life in Euclid and is defined by these facets of public life.

## LEGEND





# CATALYST FRAMEWORK

The Catalyst Framework map describes areas that with investment and focus can become unique assets for Euclid. While the map describes a number of potential catalyst areas, others may rise to the foreground during the course of the Master Plan process.

## TARGET CATALYST AREAS

The City and its partners could target catalyst areas with additional public investments to spur private development, grow jobs, stabilize neighborhoods, and build community assets. Identified potential catalyst areas include the following:

- A** East 185<sup>th</sup>
- B** Western Neighborhoods
- C** Dille and Euclid
- D** Downtown Euclid
- E** East 222<sup>nd</sup>
- F** Lake Shore East
- G** I-90 Corridor
- H** Euclid Square Mall
- I** East 260<sup>th</sup>
- J** Willow Park Area
- K** Bluestone Business Park
- L** Euclid Avenue East
- M** Providence Park

## ENHANCE COMMUNITY GATEWAYS

Community gateways are important ways into and out of the City. These are prominent places that showcase Euclid and provide the first impression of Euclid to visitors. Gateways are displayed at the ends of Lake Shore Boulevard and Euclid Avenue as key places where large number of people enter the community.

Given that so many drivers also enter Euclid via the freeway, the interchanges along I-90 are also listed as gateways into the community.

## LEGEND





# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE