

CITY OF EUCLID MASTER PLAN

PUBLIC MEETING #1

CURRENT CONDITIONS &
COMMUNITY VISION

County Planning Team

- **James Sonnhalter**,
Manager, Planning Services
- **Patrick Hewitt**, Senior Planner
- **Alison Ball**, Planner

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.”

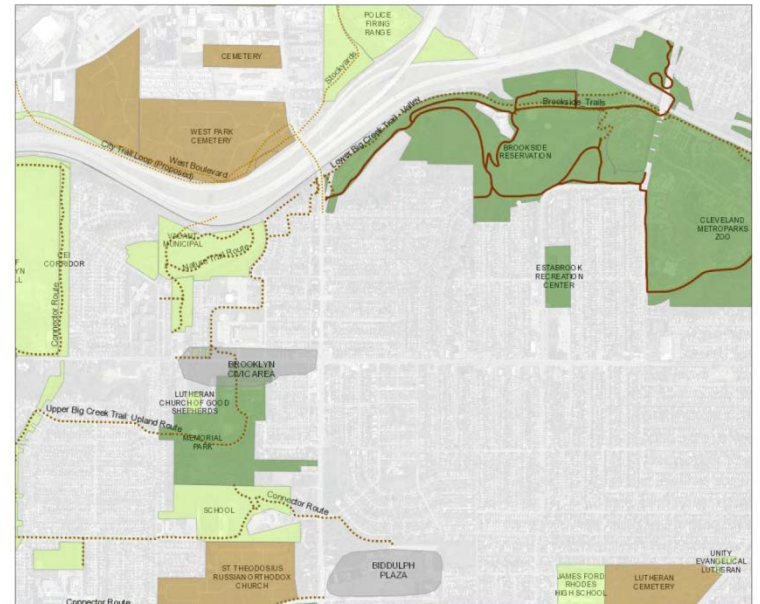
Local Expertise + Regional View

Community Master Plans

Beachwood, Cleveland Heights, University Heights, Parma Heights, Richmond Heights, Rocky River, Bay Village, and Olmsted Falls

GreenPrint

Tool for identifying, preserving, and expanding environmental features



Trails and Bikeways Example

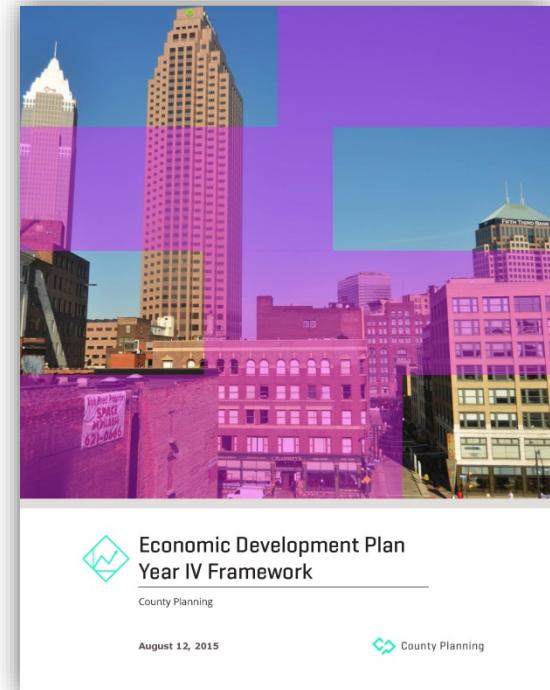
Countywide Housing Study

Plan to determine housing needs, market demand, and best practices



Place-Based Economic Development Plan

Countywide economic development framework



- Introduction to a Master Plan
- Current Conditions Overview
- SWOT Analysis
- Vision Themes
- Catalyst Areas
- Gathering Feedback
- What's Next
- Question & Answer

- **Introduction to a Master Plan**

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INTRODUCTION TO A MASTER PLAN

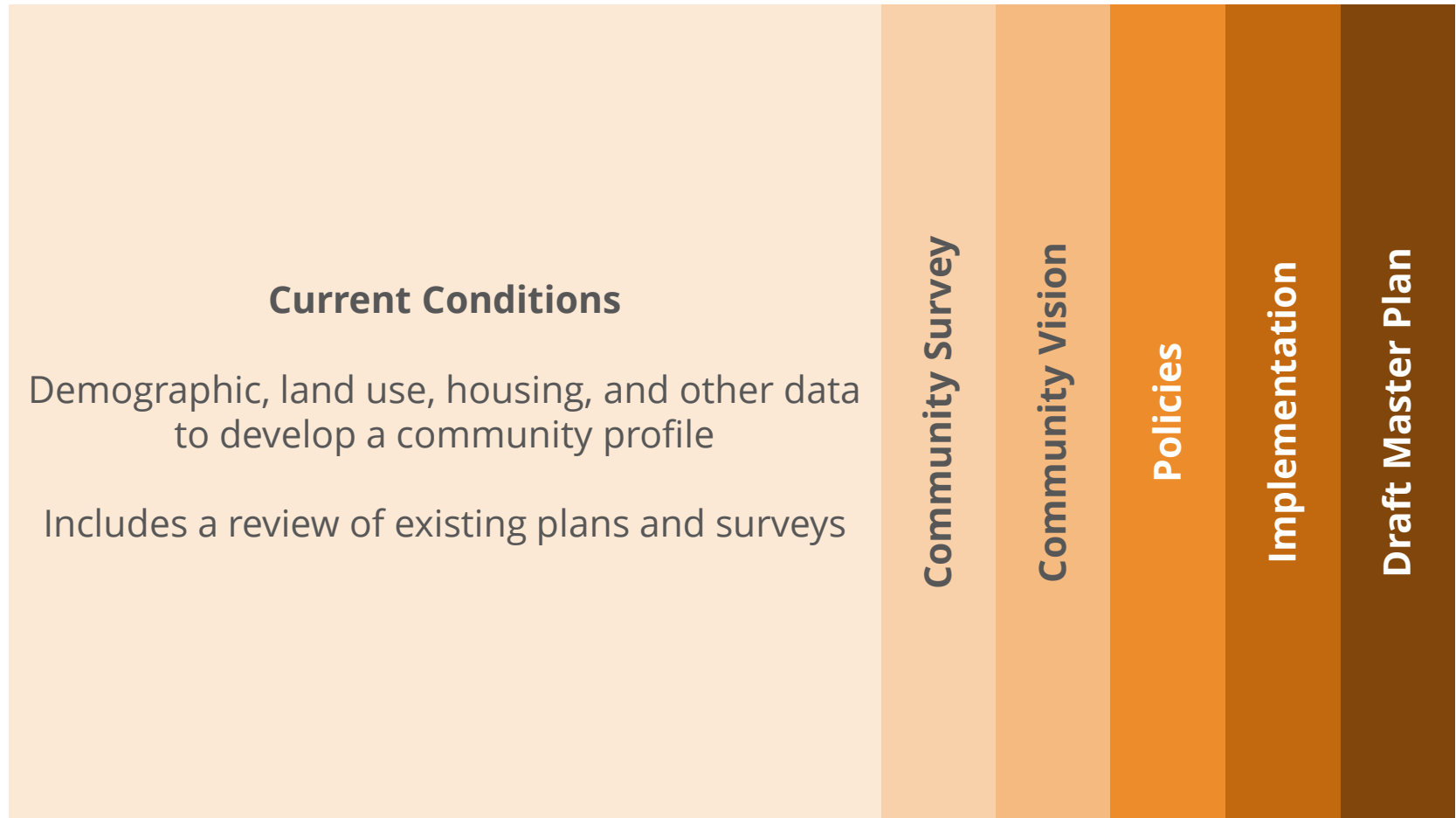
- A long-term plan for how the community wants to grow and develop in the future

- Inventories what **exists today** and outlines a **community's vision** for the future
- Describes **concrete action steps** to achieve the vision

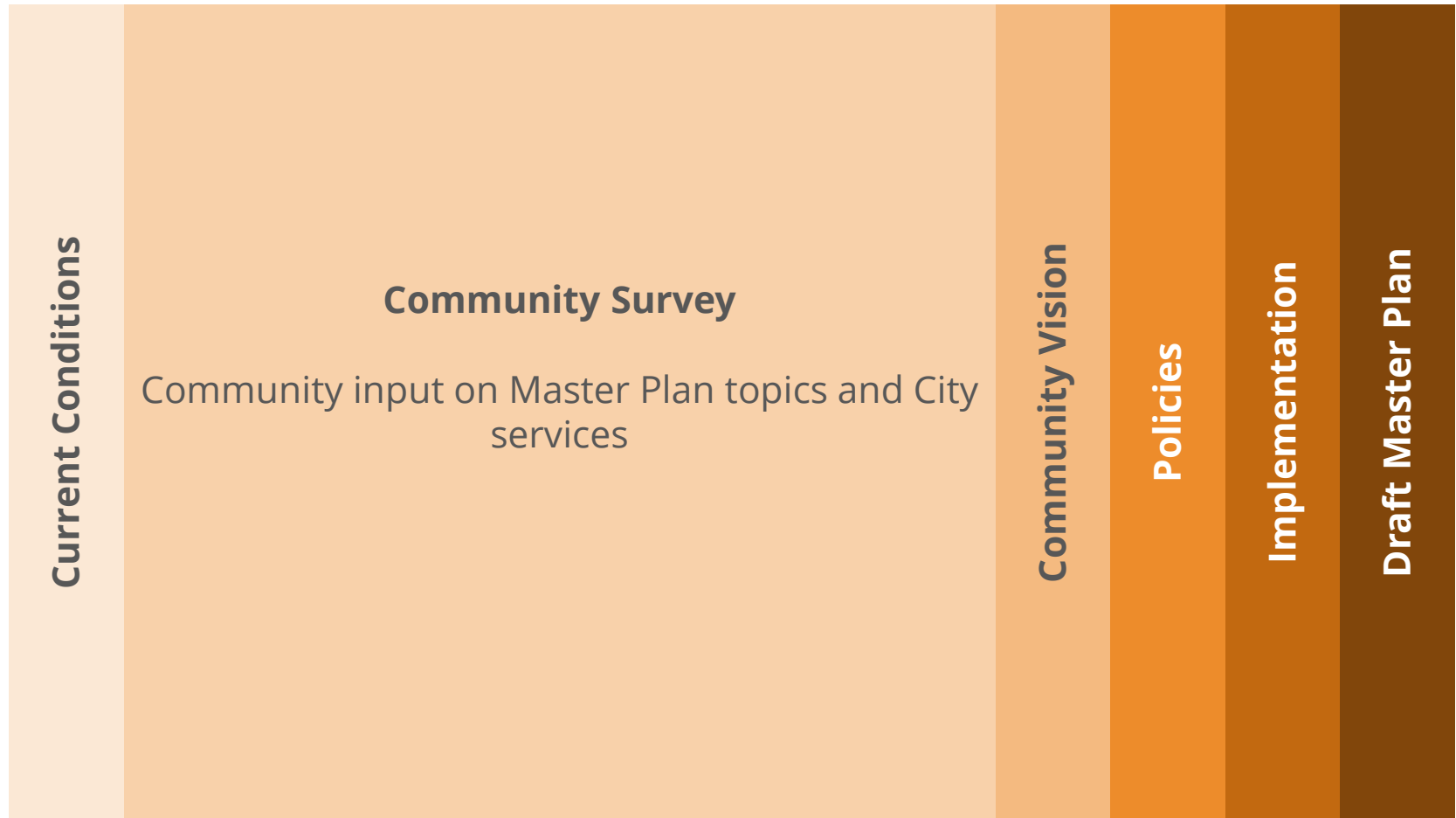
Why plan?

- Provides the opportunity for **community input**
- **Prepares the City**, residents, and businesses for the future
- **Shapes future development** to match your priorities
- Gives a **competitive advantage** when applying for grants and funding

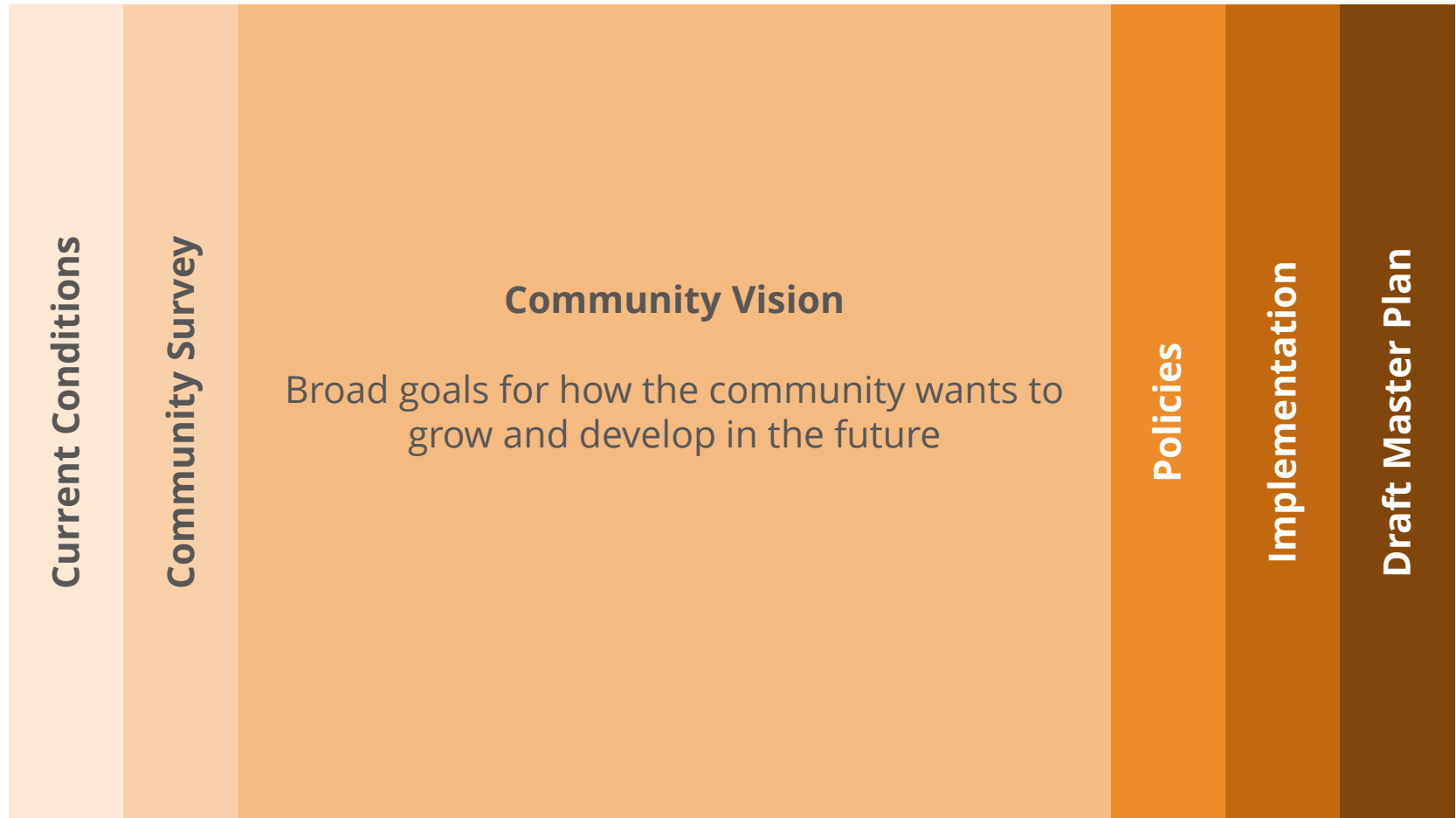
The Euclid Master Plan: Six Steps



The Euclid Master Plan: Six Steps



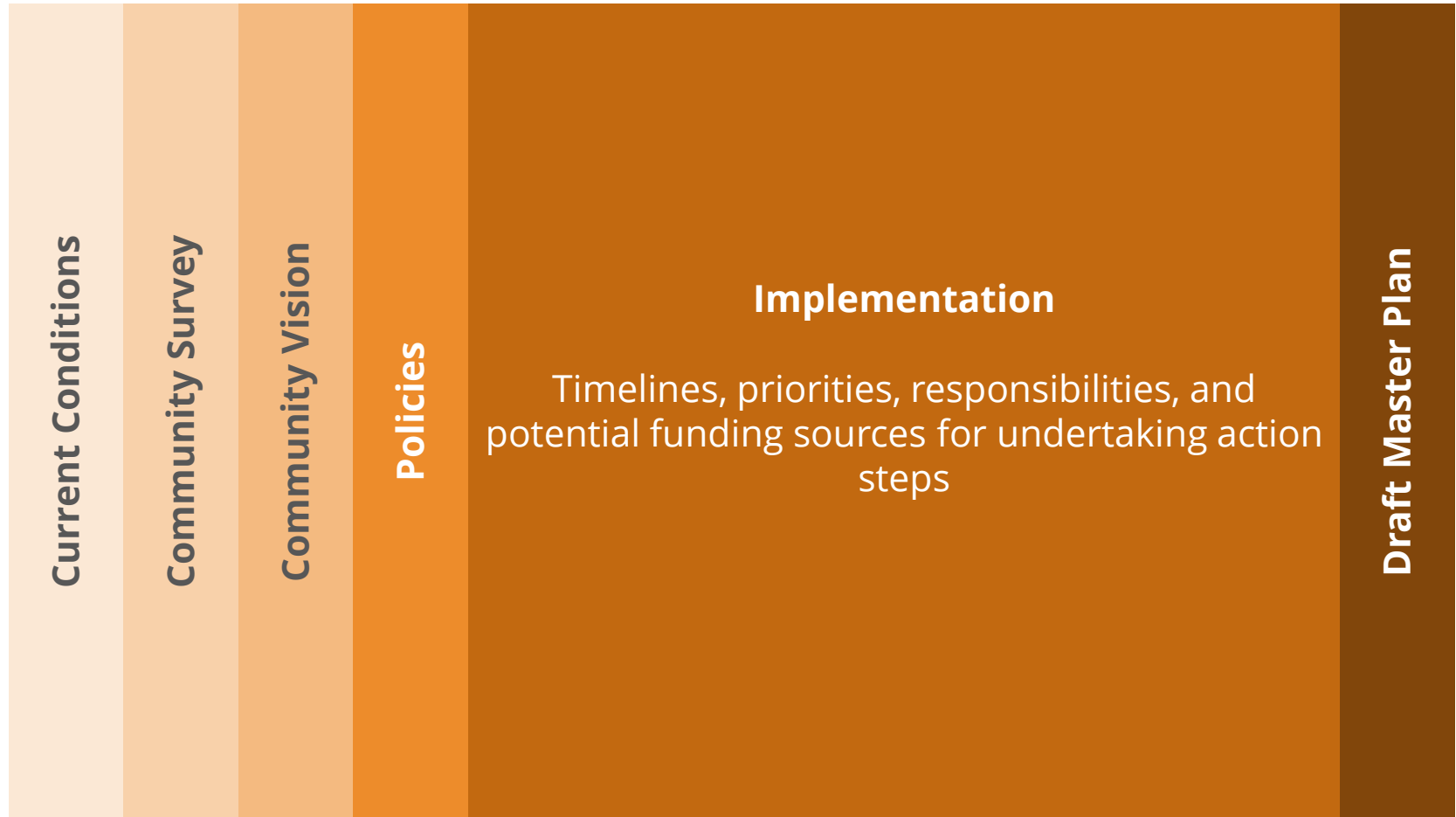
The Euclid Master Plan: Six Steps



The Euclid Master Plan: Six Steps



The Euclid Master Plan: Six Steps



The Euclid Master Plan: Six Steps



Example

- Community Gateways

Current Conditions







Priority Level: High

Responsible Party: City Public Service Department

Timeline for Completion: 3-5 Years

Potential Funding: NOACA, County Public Works, Capital Improvement Program

CURRENT CONDITIONS OVERVIEW

WORK COMPLETED

- Sent out a community survey to 1,400 households
- Extensive review of existing documents
- Analysis of Census, County, and local data
- Two Project Team meetings
- Two Steering Committee meetings
- Interviews with all City Directors and Chiefs

CURRENT CONDITIONS

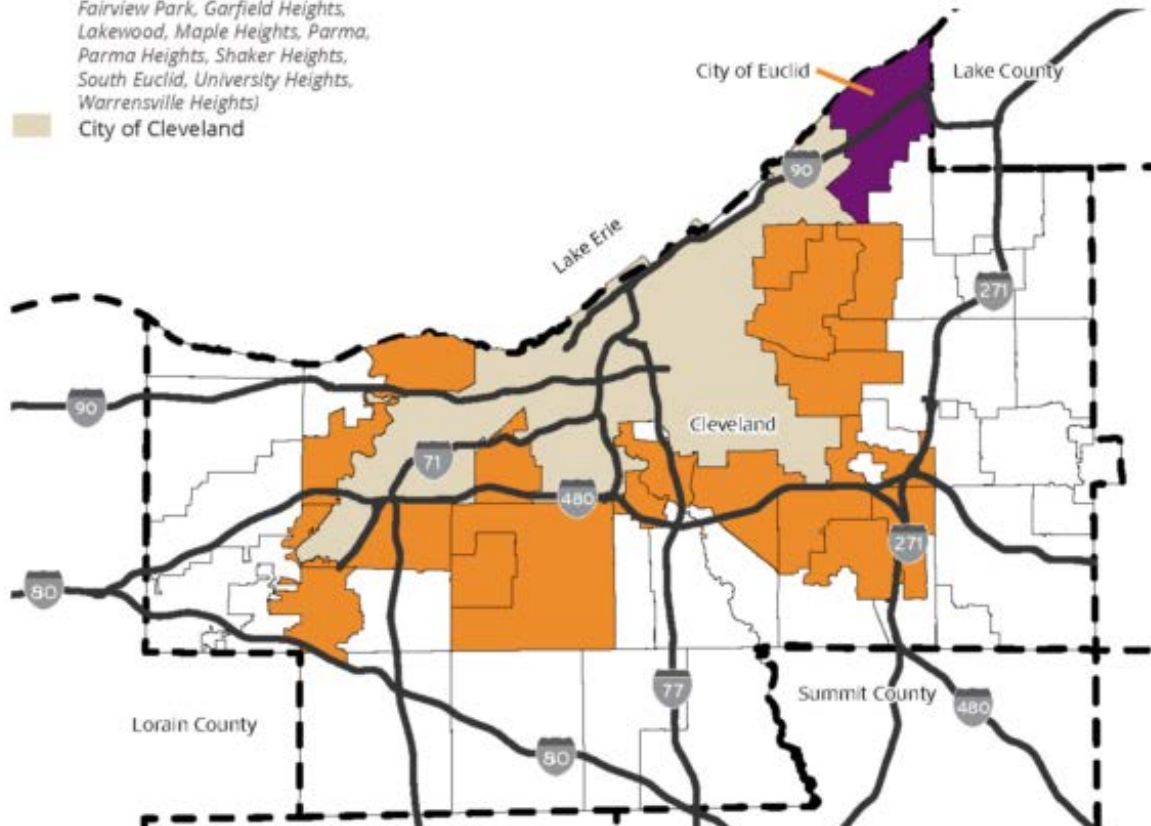
- Population
- Race & Ethnicity
- Educational Attainment
- Income
- Housing
- Employment
- Transportation
- Stormwater and Infrastructure
- Environment & Open Spaces
- Land Use and Zoning

TONIGHT: The highlights

REGIONAL CONTEXT

LEGEND

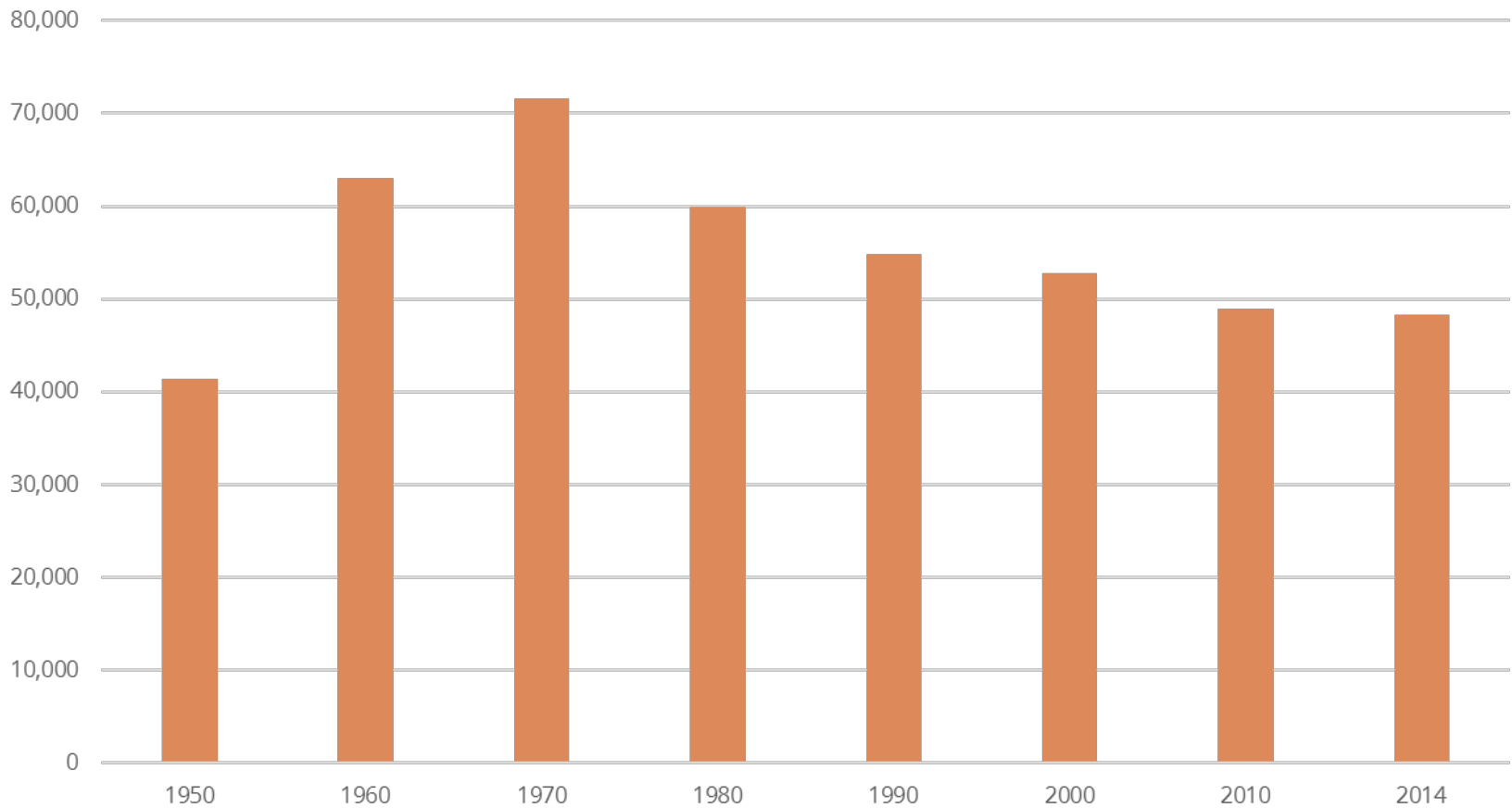
-  Euclid
-  First Suburbs
(Bedford, Bedford Heights, Berea,
Brook Park, Brooklyn, Brooklyn
Heights, Cleveland Heights,
Cuyahoga Heights, East Cleveland,
Fairview Park, Garfield Heights,
Lakewood, Maple Heights, Parma,
Parma Heights, Shaker Heights,
South Euclid, University Heights,
Warrensville Heights)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



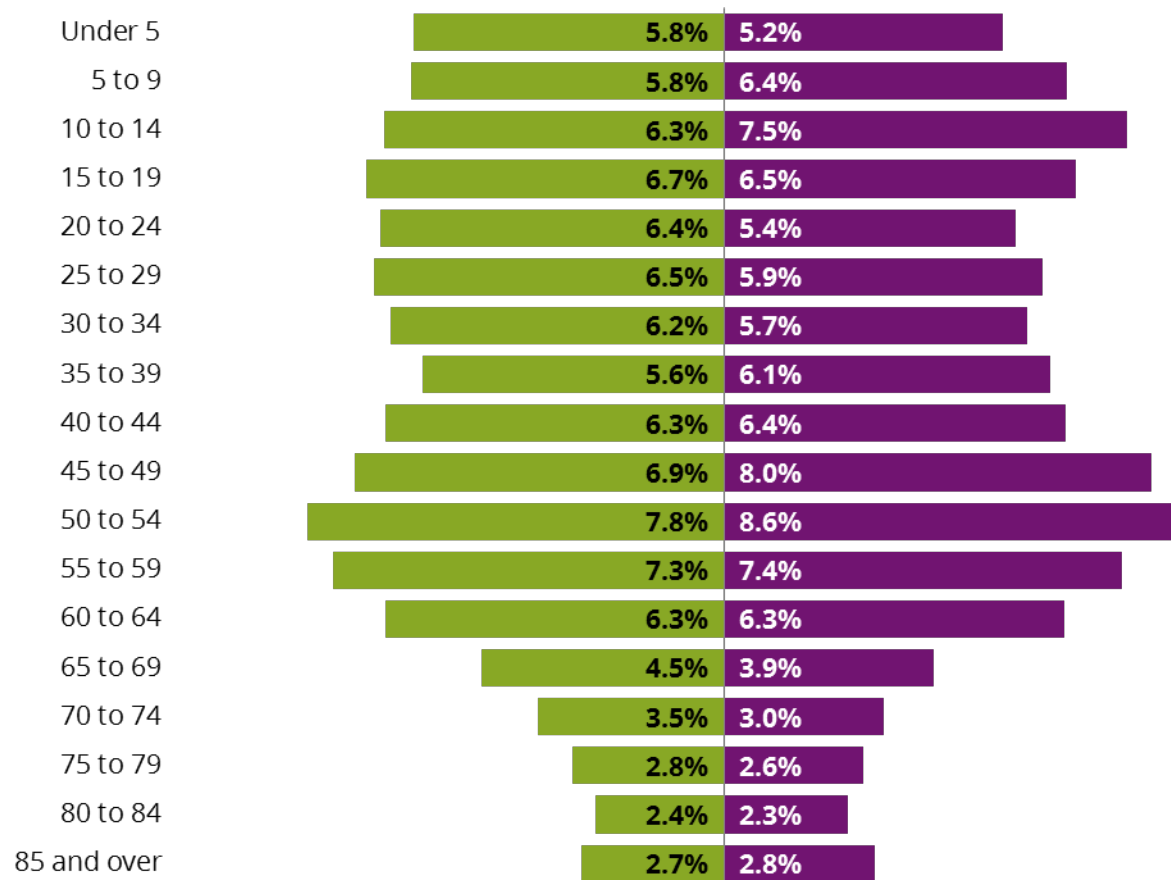
POPULATION

POPULATION OVER TIME

Euclid



POPULATION BY AGE

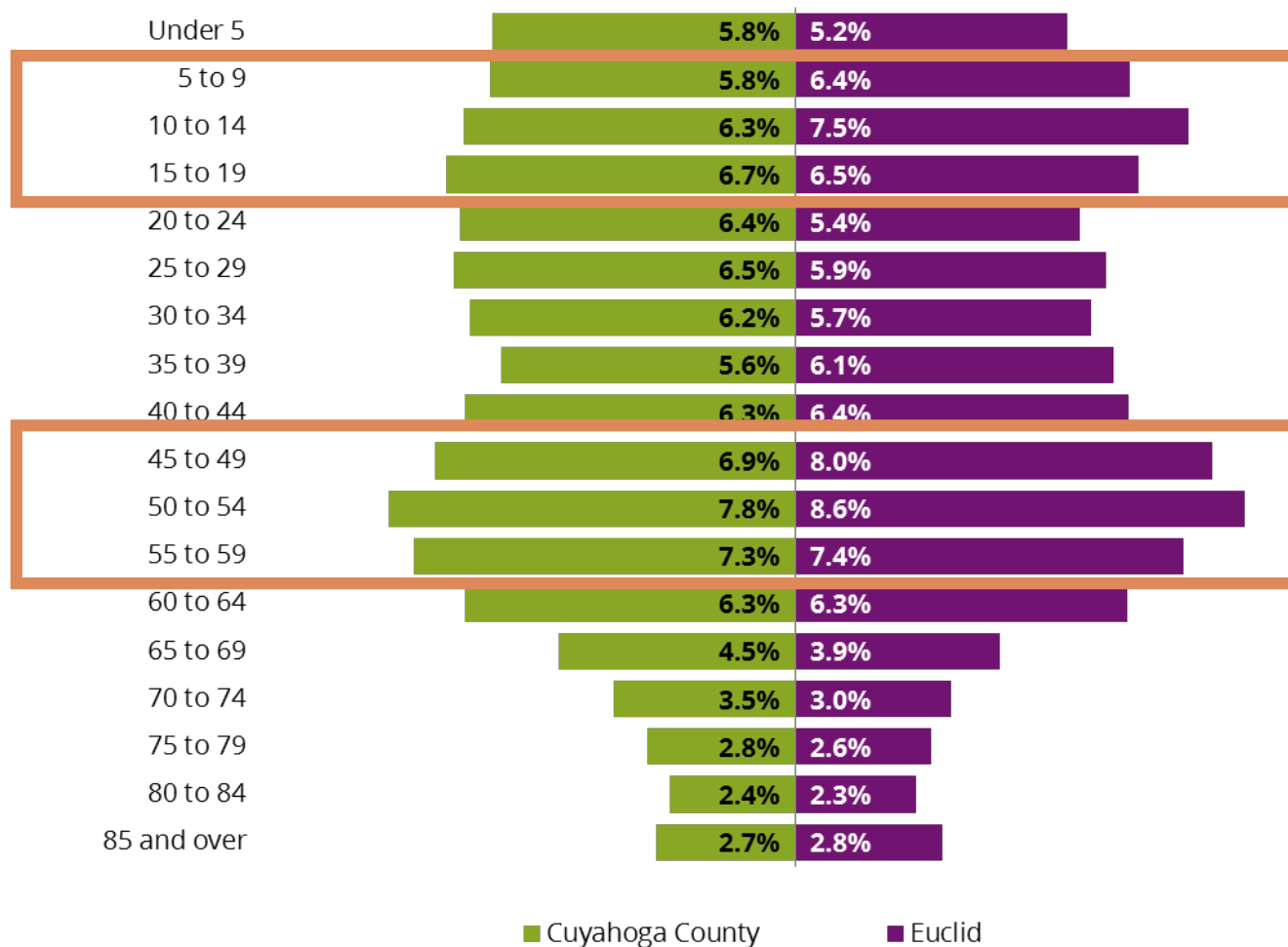


■ Cuyahoga County

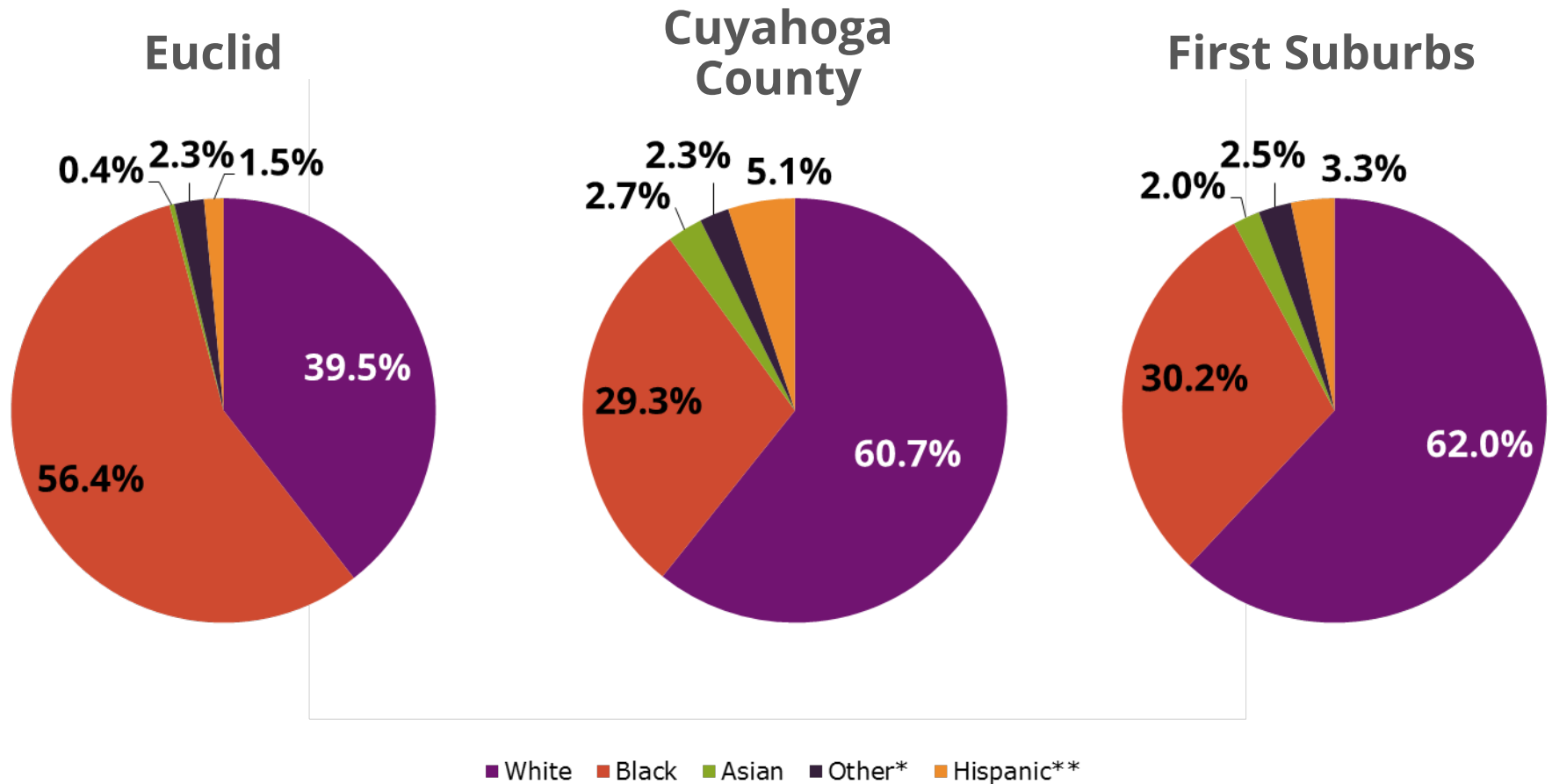
■ Euclid



POPULATION BY AGE

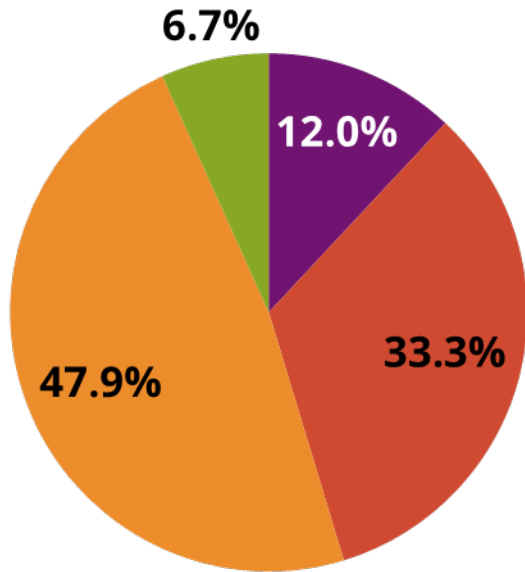


RACE & ETHNICITY

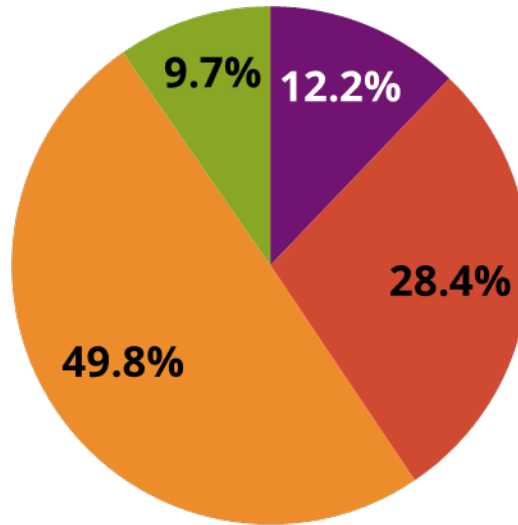


EDUCATIONAL ATTAINMENT

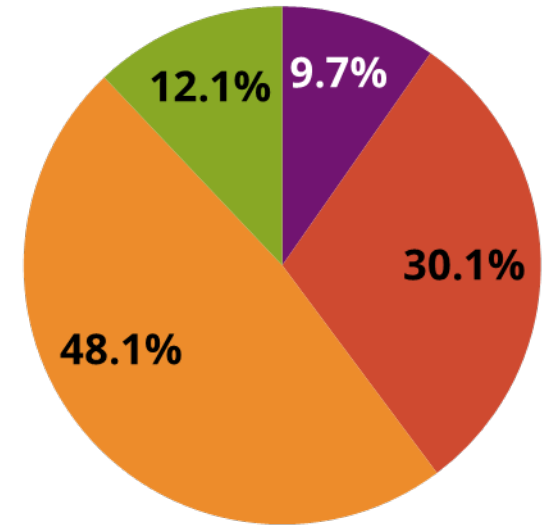
Euclid



Cuyahoga County



First Suburbs

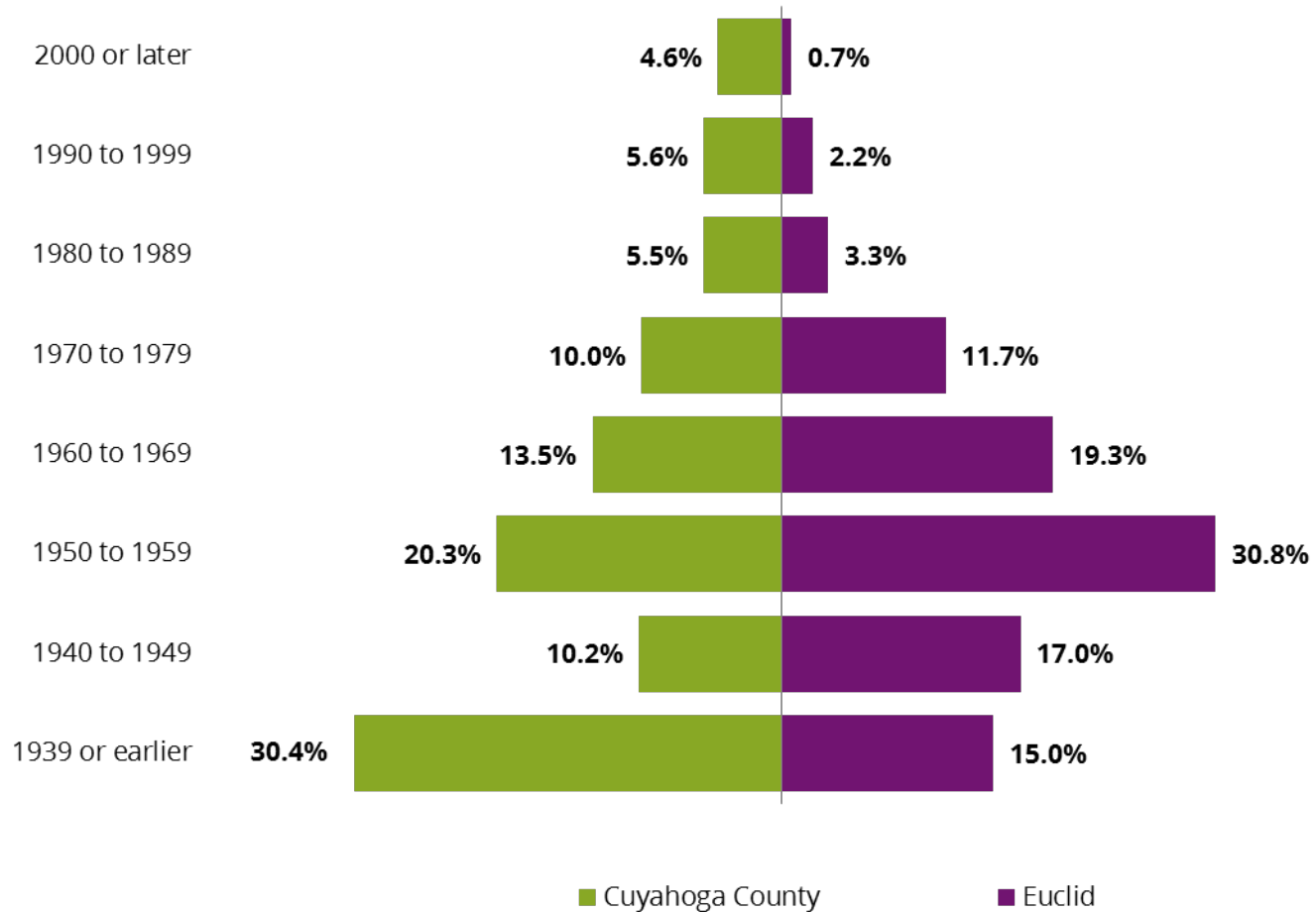


■ Less than High School Diploma
■ Bachelor's or Some College

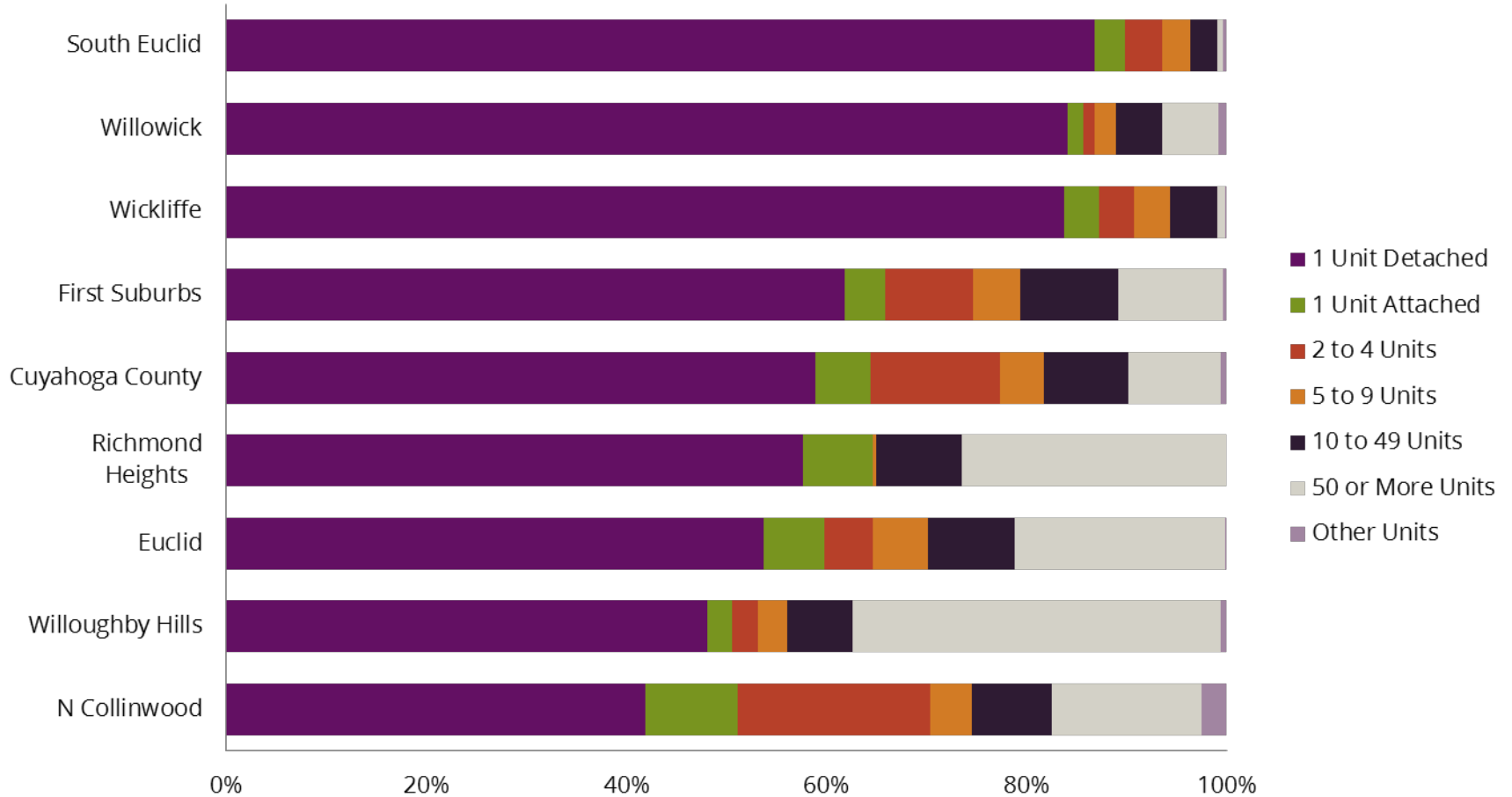
■ High School Graduate
■ Master's or Higher

HOUSING

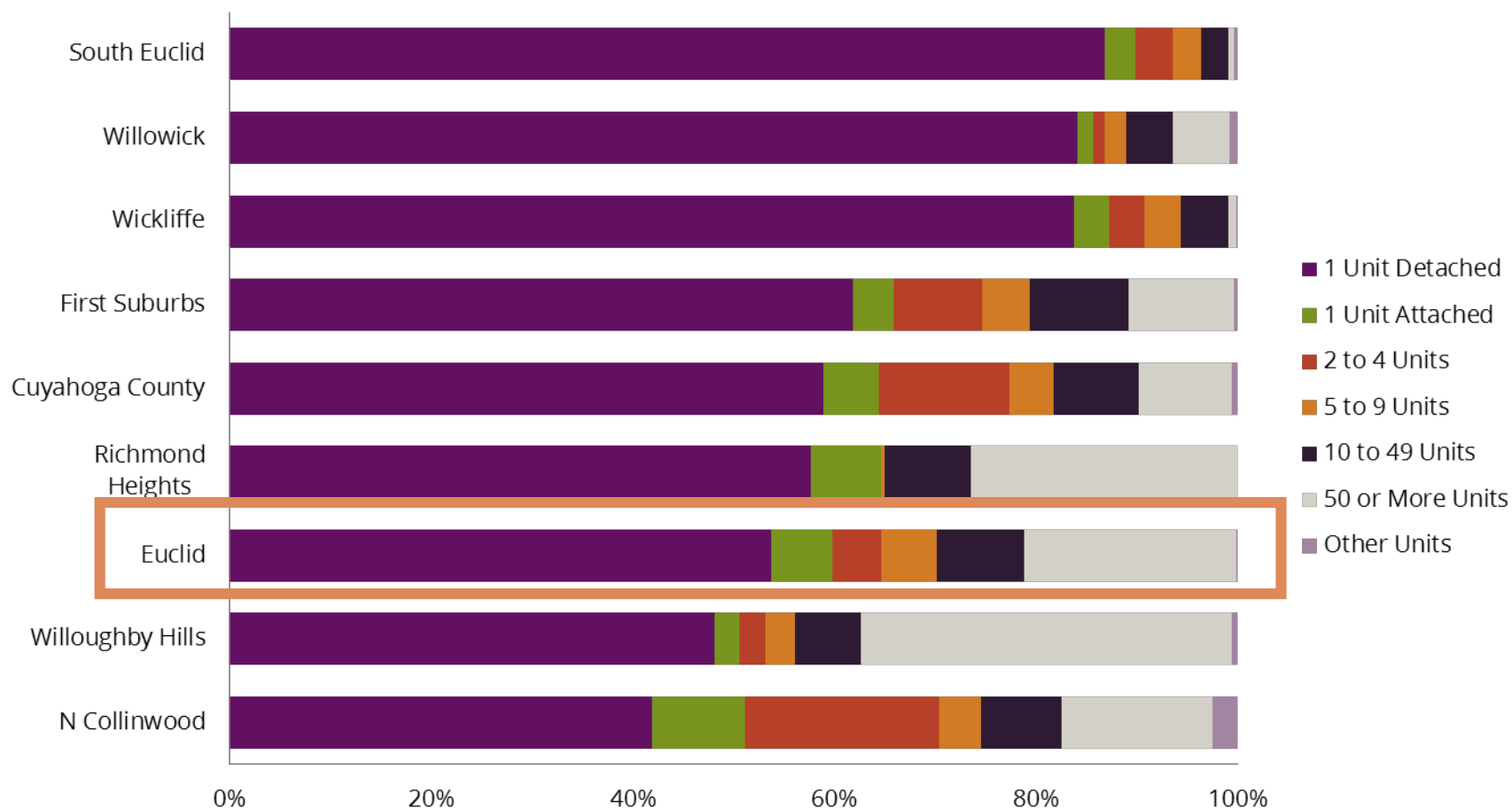
YEAR BUILT



NUMBER OF UNITS IN STRUCTURE

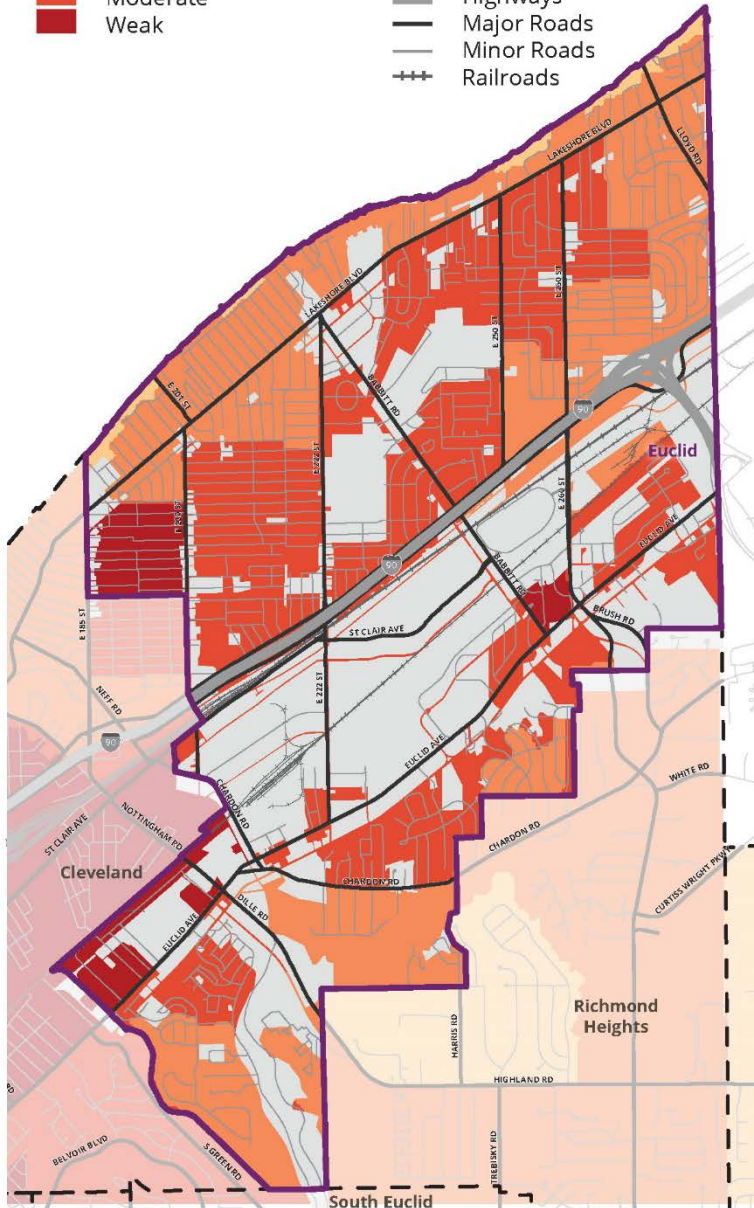
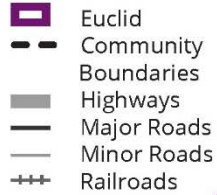


NUMBER OF UNITS IN STRUCTURE



LEGEND

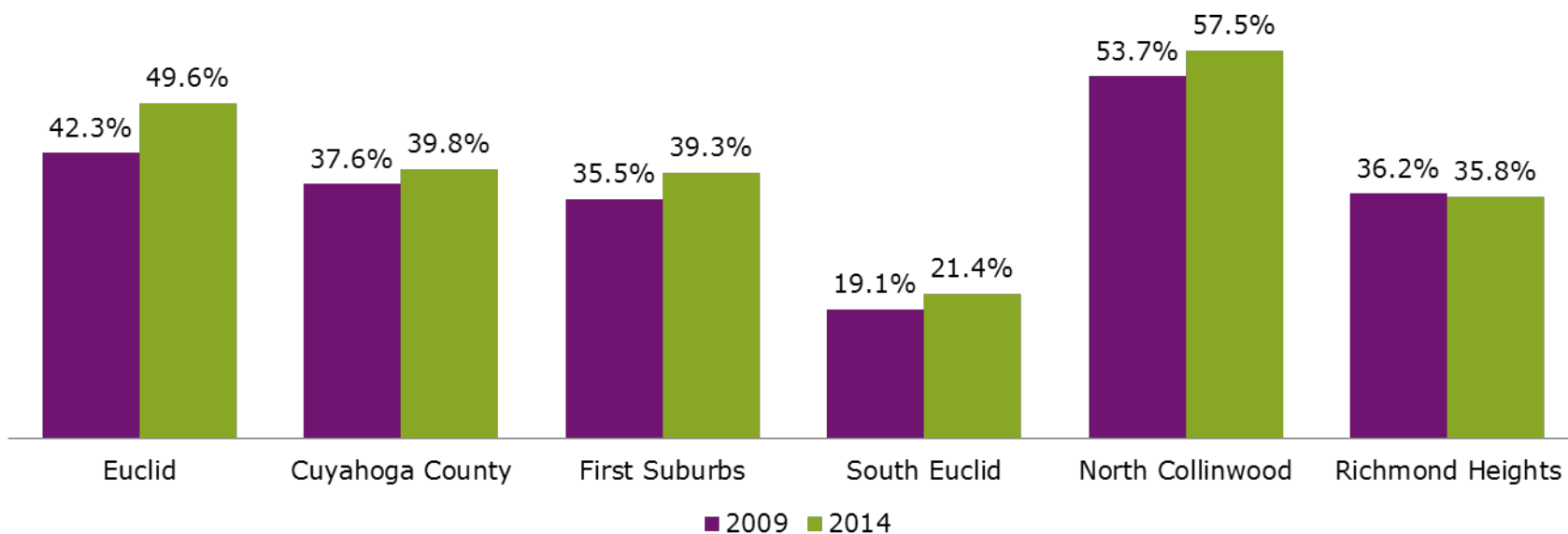
Strength of Housing Market



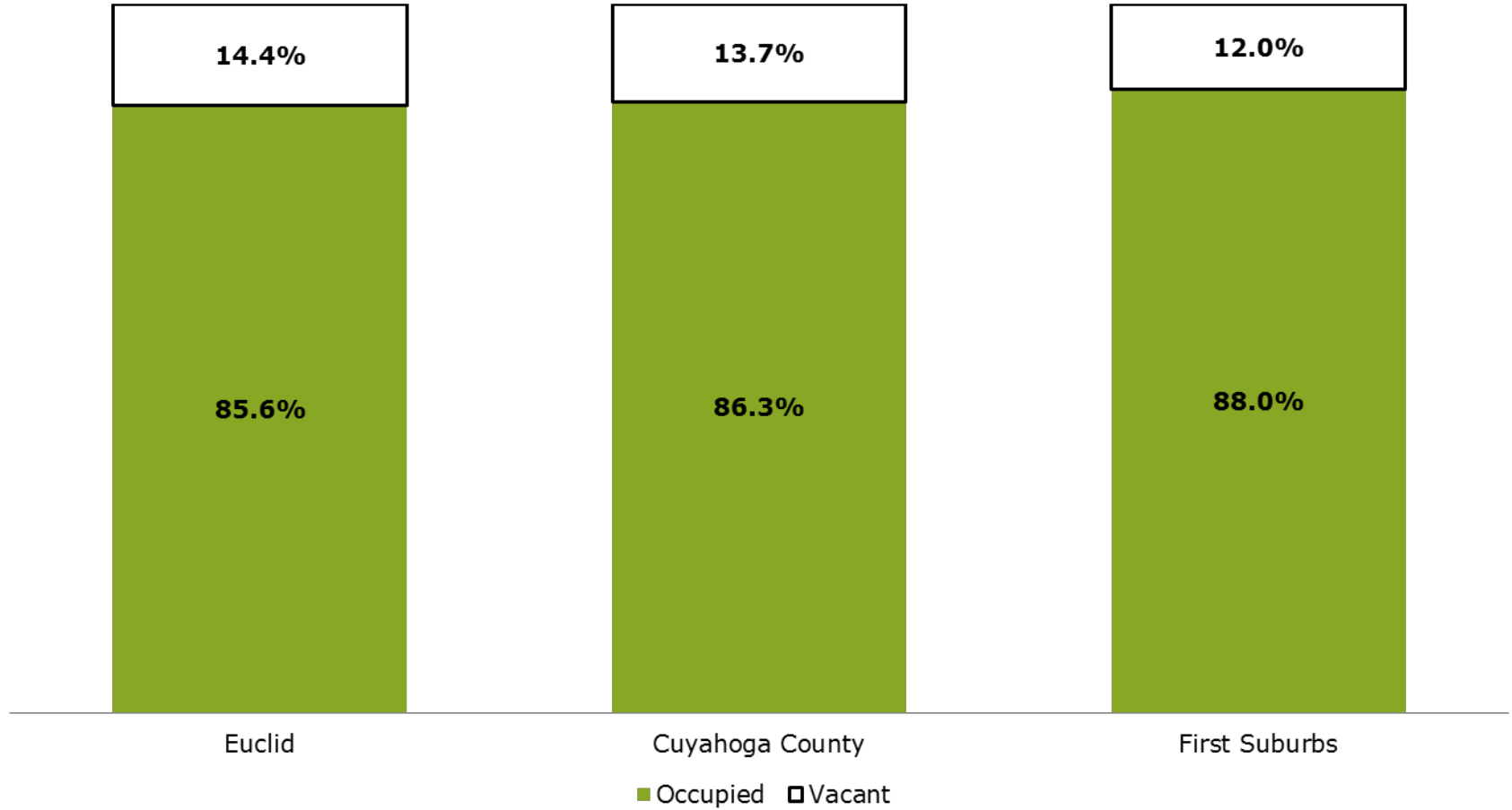
HOUSING MARKET STRENGTH

- Poverty
- Tax delinquency
- Mortgage foreclosure
- Demolitions
- Vacancy
- Change in valuation
- Unemployment rate

PERCENT RENTER-OCCUPIED

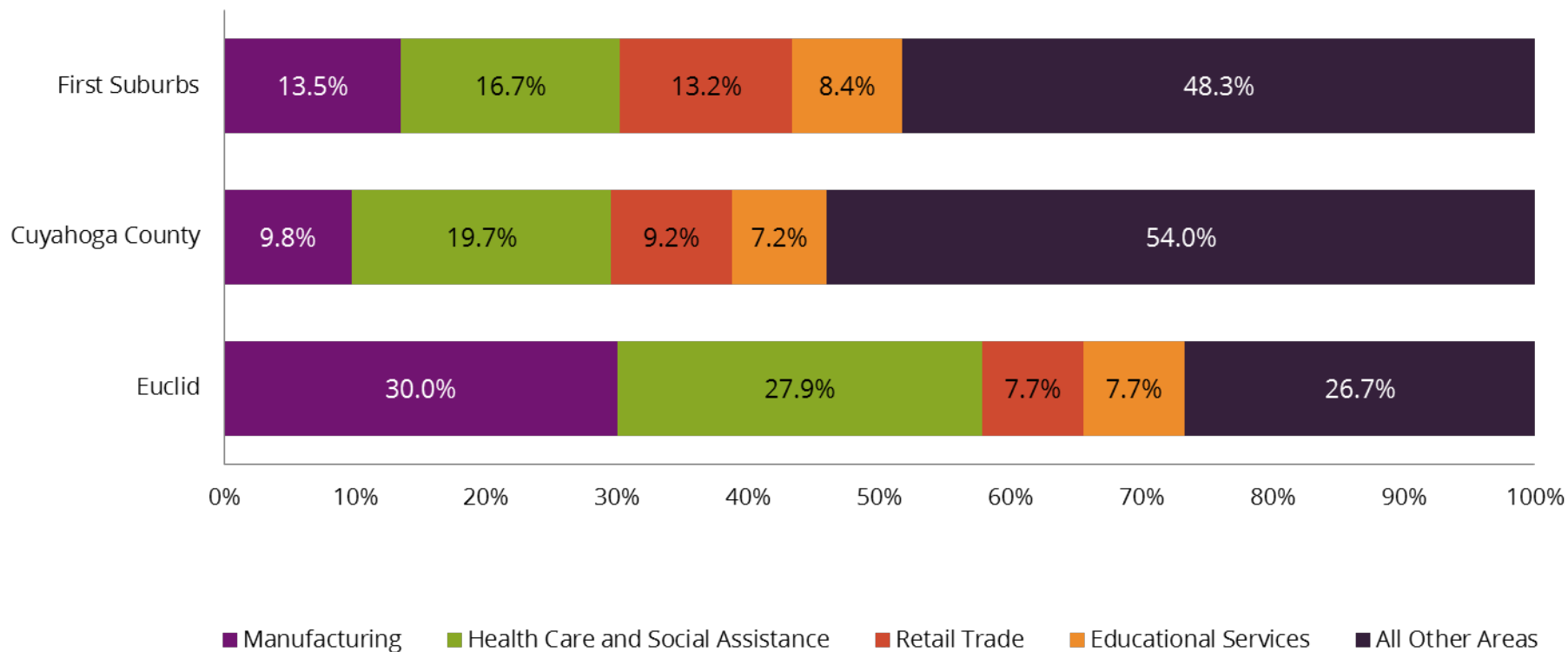


VACANCY RATES

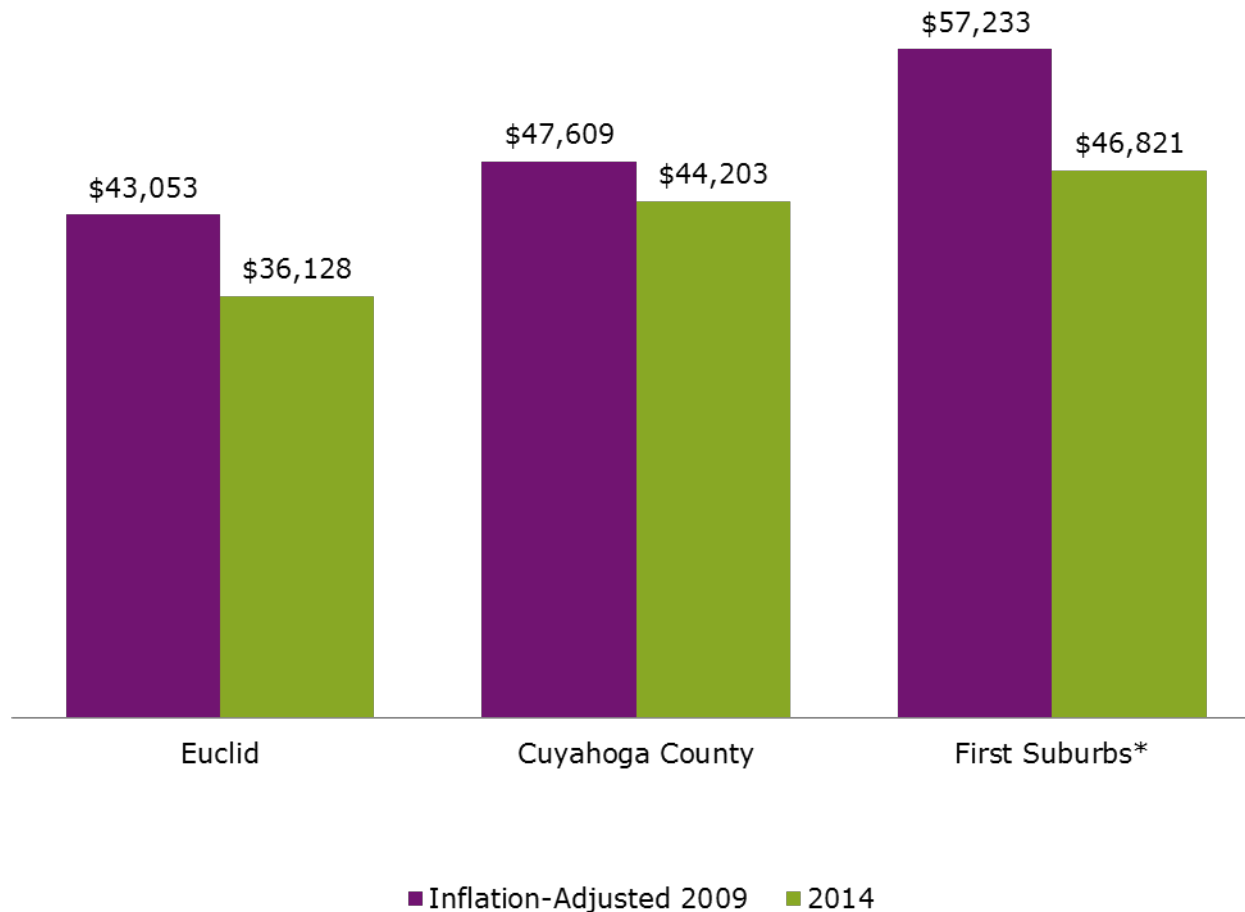


EMPLOYMENT AND INCOME

PERCENT OF TOTAL EMPLOYMENT BY SECTOR

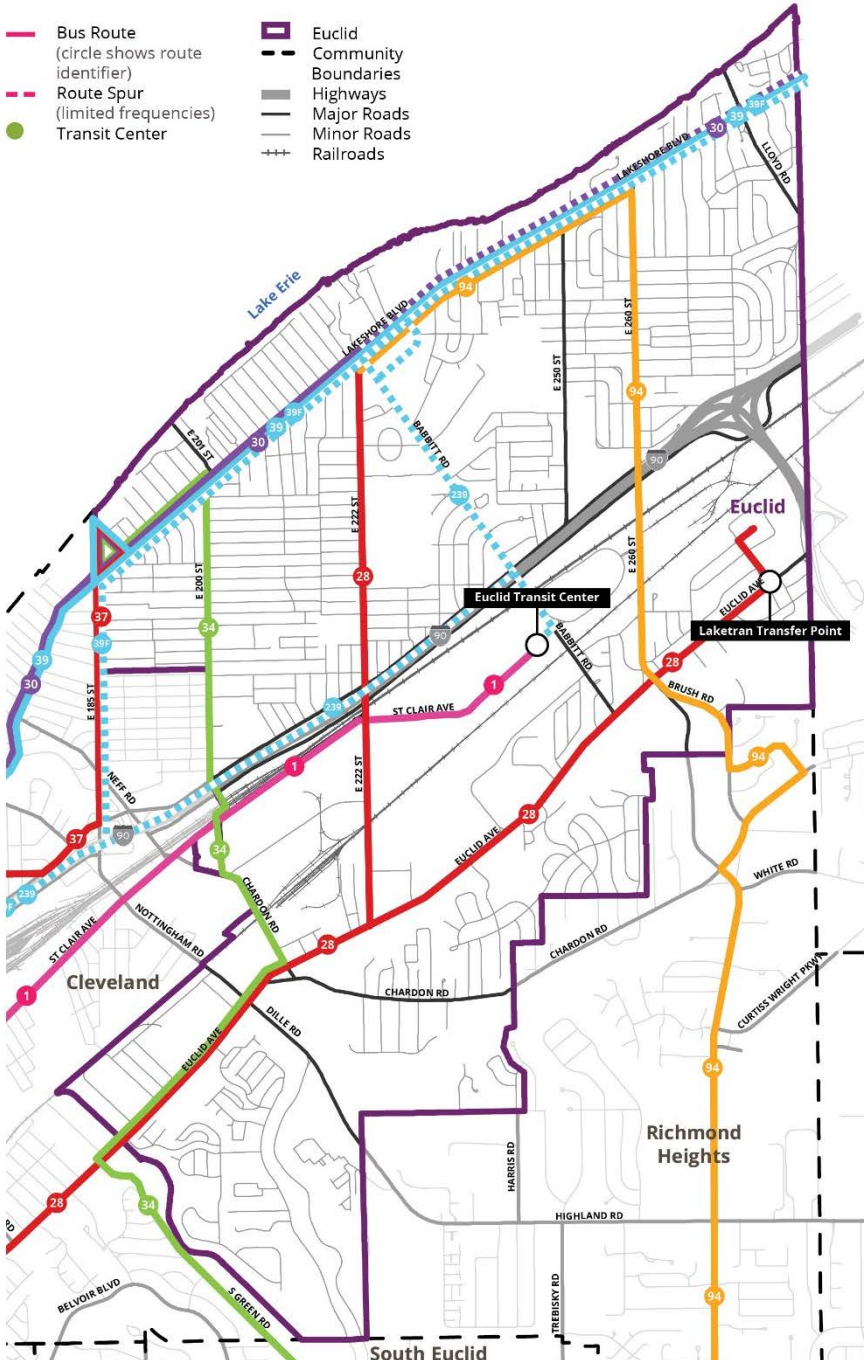


CHANGE IN MEDIAN HOUSEHOLD INCOME



TRANSPORTATION

LEGEND




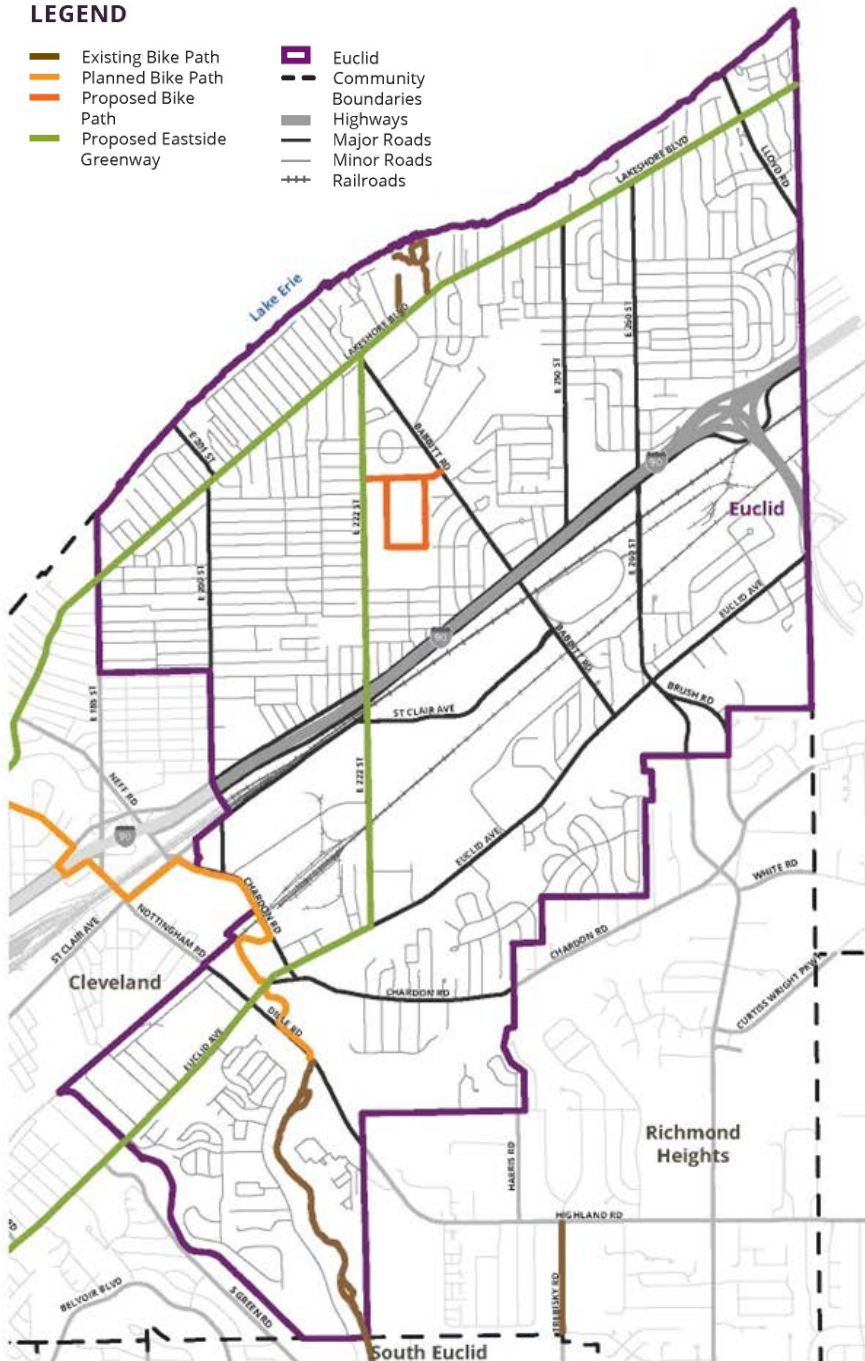
TRANSIT ROUTES

Route	Peak Headways
1	10 min
28	15 min
28A	25 min
30	15 min
34	1 hr
37	30 min
39	30 min
39F	10 min
94	1 hr
239	30 min

Route	2015 Ridership
1	1,815,412
28	1,290,359
30	875,786
34	136,713
37	476,639
39	481,355
94	306,158

LEGEND

- | | |
|--|---|
|  Existing Bike Path |  Euclid |
|  Planned Bike Path |  Community Boundaries |
|  Proposed Bike Path |  Highways |
|  Path |  Major Roads |
|  Proposed Eastside Greenway |  Minor Roads |
| |  Railroads |



BIKEWAYS

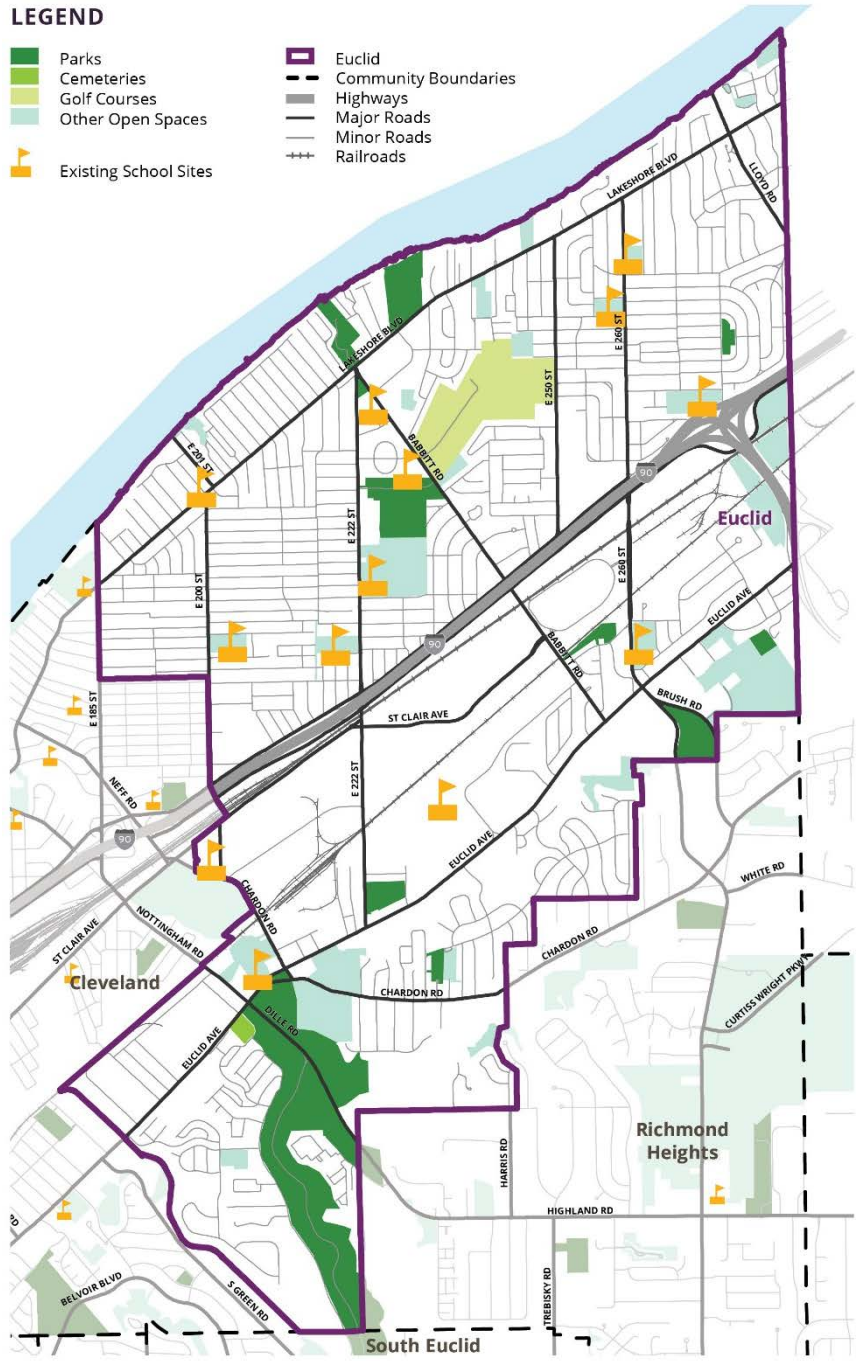
- Few existing bikeways
- Numerous proposed bikeways

ENVIRONMENT & LAND USE

LEGEND

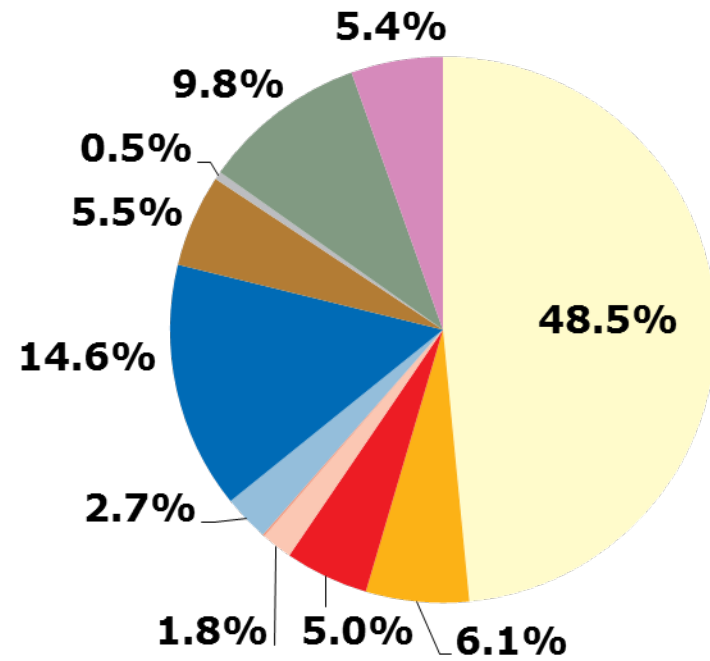
- Parks
- Cemeteries
- Golf Courses
- Other Open Spaces
- Existing School Sites
- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads

PARKS & OPEN SPACES





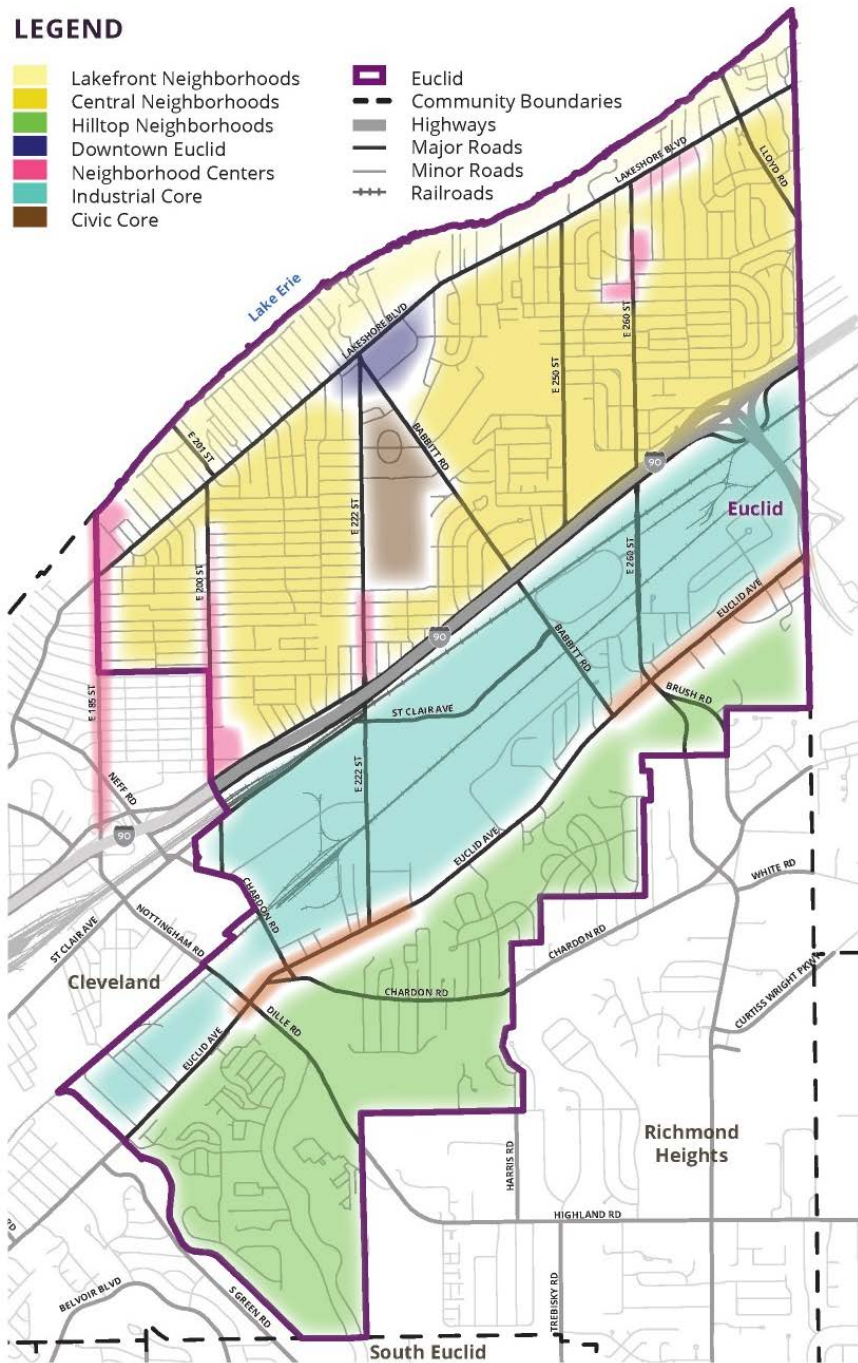
Single-Family
 Multi-Family
 Retail
 Office
 Light Industrial
 Industrial
 Transportation/Utility
 Institutional
 Open Space
 Parking
 Euclid
 Community Boundaries
 Highways
 Major Roads
 Minor Roads
 Railroads



LEGEND

Lakefront Neighborhoods
Central Neighborhoods
Hilltop Neighborhoods
Downtown Euclid
Neighborhood Centers
Industrial Core
Civic Core

Euclid
Community Boundaries
Highways
Major Roads
Minor Roads
Railroads



CHARACTER FRAMEWORK

CURRENT CONDITIONS



SWOT ANALYSIS

SWOT ANALYSIS

SWOT Areas

Strengths

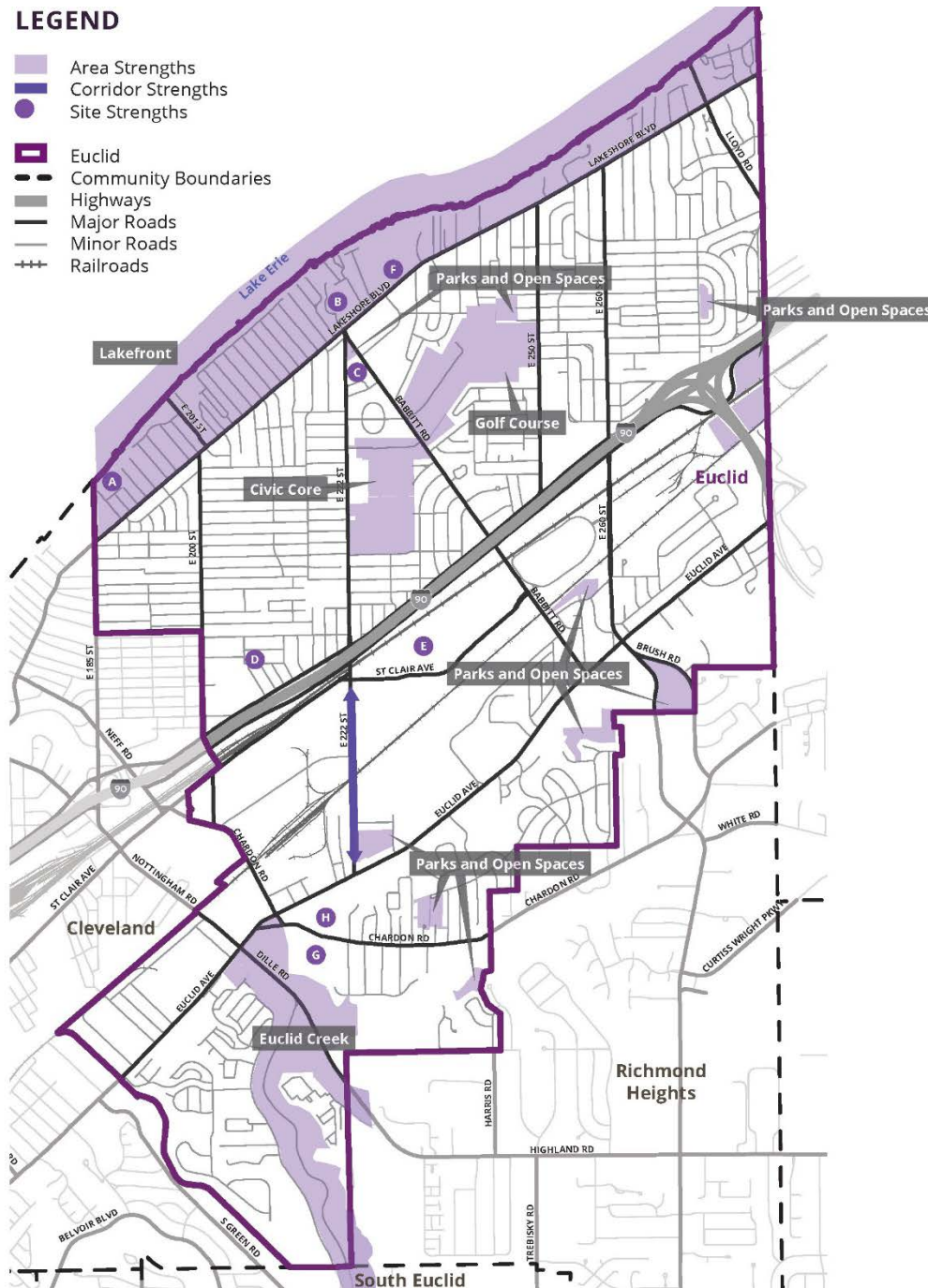
Weaknesses

Opportunities

Threats

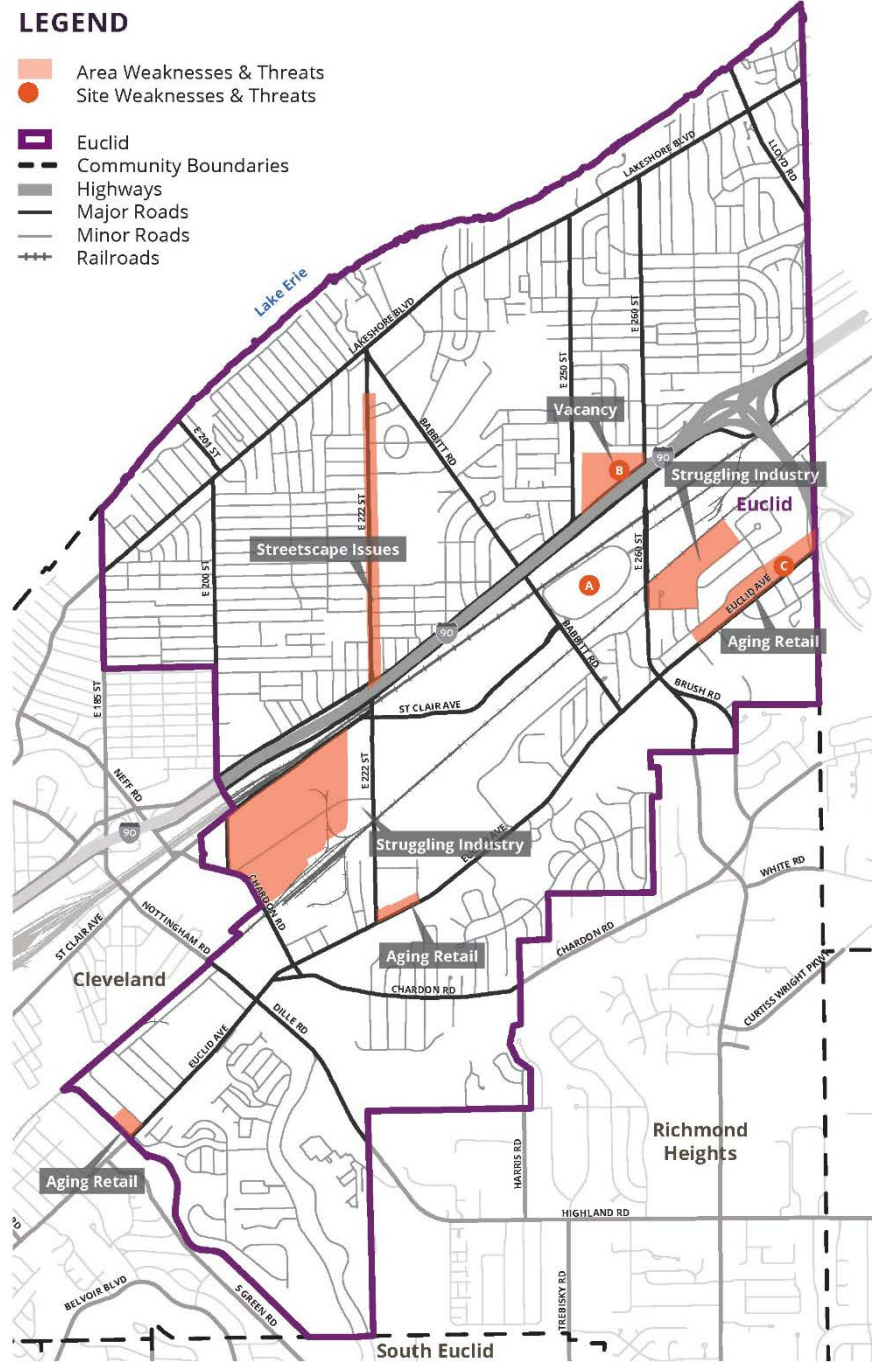
Strengths

- Lakefront
- Major Employers
- Civic Core
- Parks and Metroparks
- East 222nd Street
- Institutions



Weaknesses/Threats

- Aging Retail Strips
- Struggling Small Manufacturers
- Vacant or Low Occupancy Properties
- Streetscape Issues

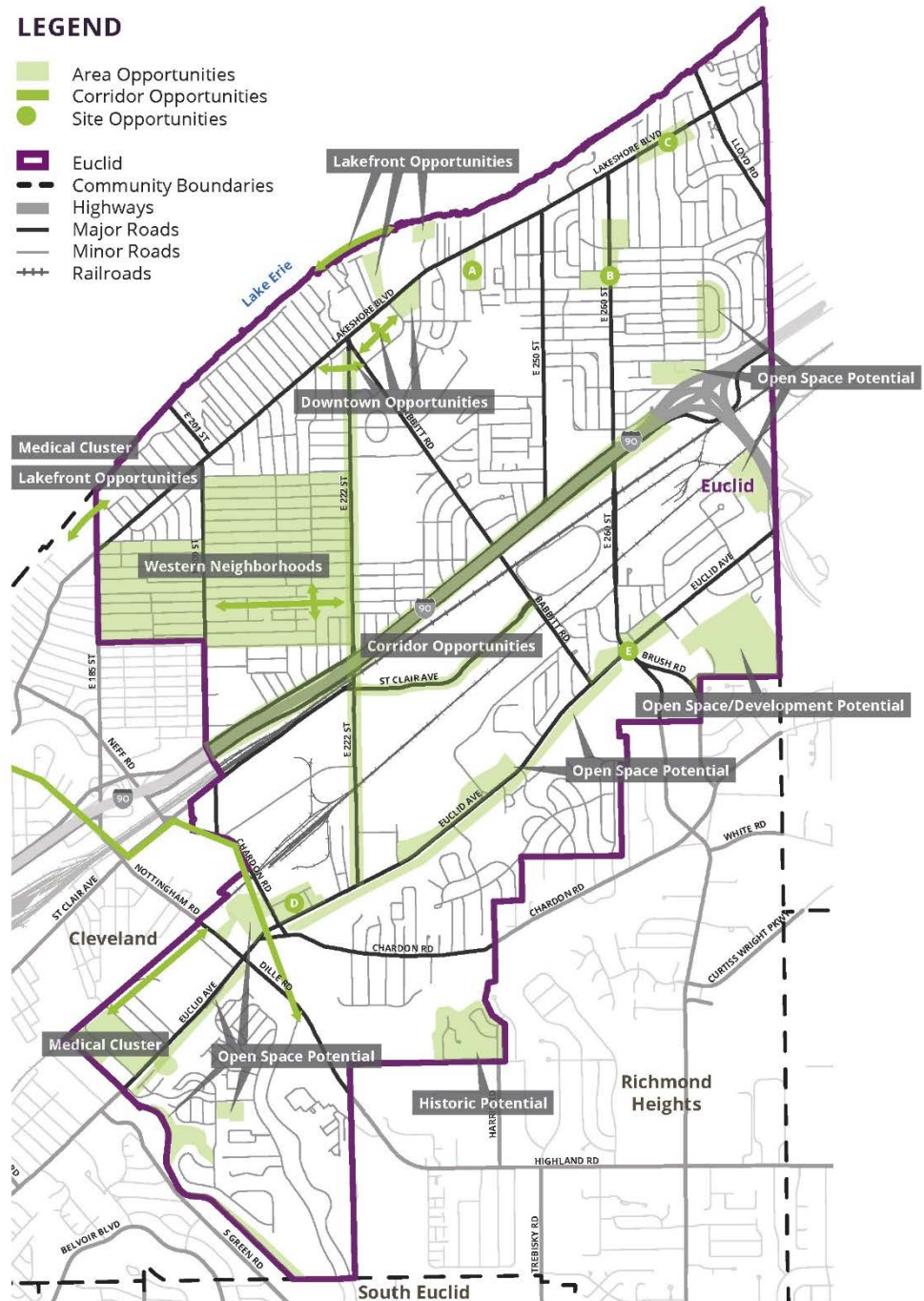


Opportunities

- Western Neighborhoods
- Parks and Open Spaces
- Corridor Improvements
- Small Retail Areas
- Lakefront Opportunities
- Medical and Industrial Clusters
- Connections
- Downtown

LEGEND

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



CURRENT CONDITIONS



SWOT ANALYSIS



VISION THEMES

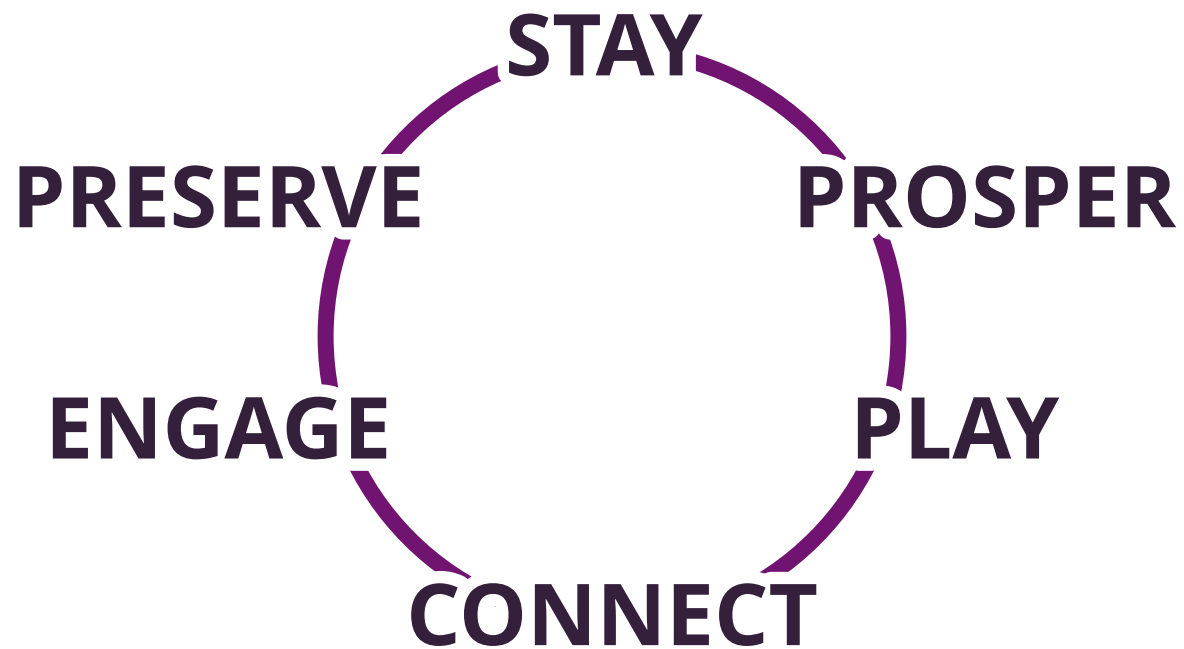
VISION THEMES

Vision Themes

- **Broad ideas** for how the community wants to grow in the next **five to ten years**
- The statements are the community's **desired future** in words
 - Includes goals that further refine vision statements
- They represent initial **draft ideas** for discussion, changes, and additions

Where did these visions come from?

- Current Conditions analysis
- SWOT Analysis
- Community Survey
- Existing local and regional plans
- Input from the Project Team and Steering Committee



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.

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.

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.

CONNECT

The vision for transportation is to connect Euclid internally and with the rest of the region. 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.

ENGAGE

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

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.

Vision Themes

- Vision Statement
- More Specific Goals

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STAY

- Promote diverse housing options that allow 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

CURRENT CONDITIONS



SWOT ANALYSIS



VISION THEMES

CATALYST AREAS

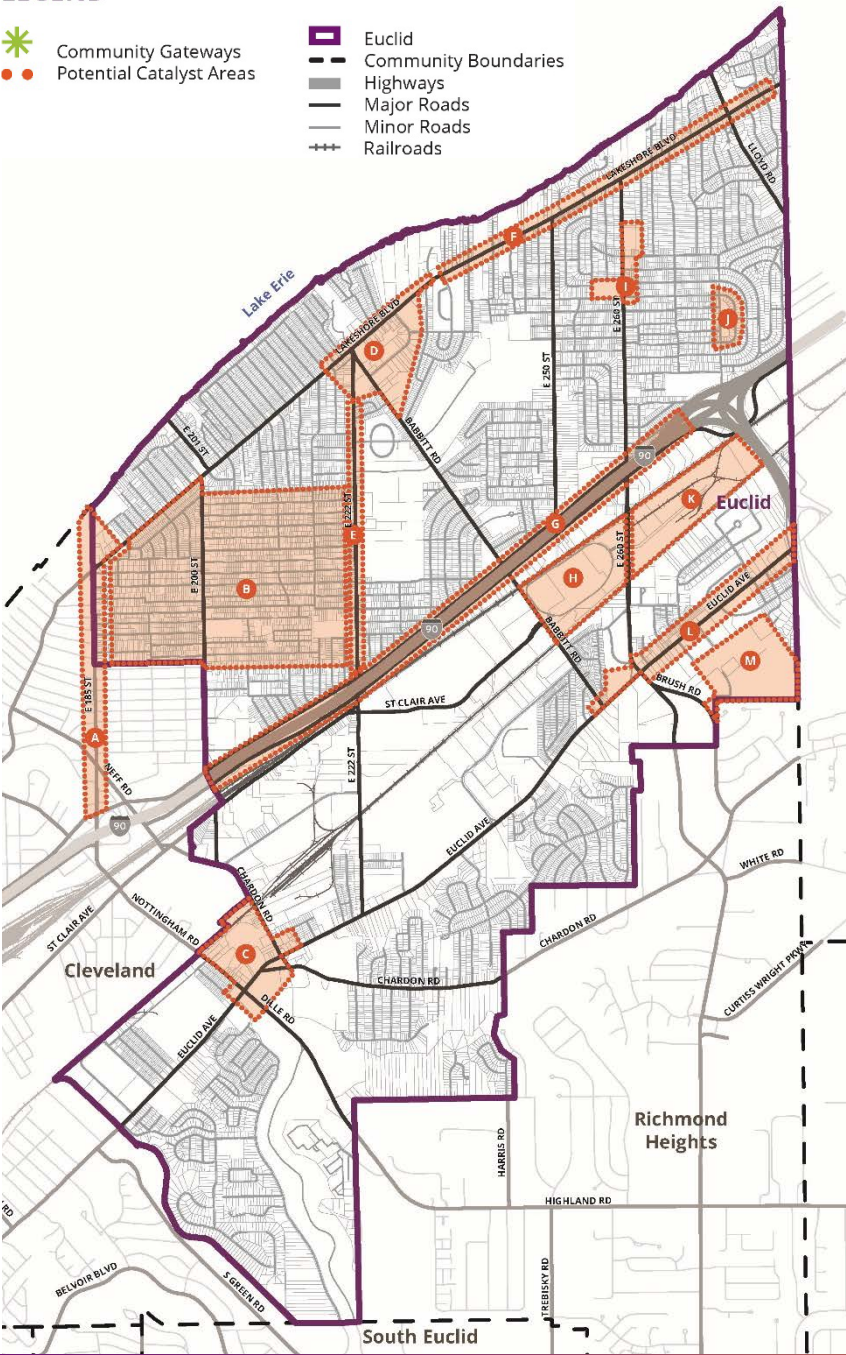
CATALYST AREAS

CATALYST AREAS

- Places where investments could:
 - Spur private development
 - Grow jobs
 - Stabilize neighborhoods
 - Build community assets
- These are areas of potential focus for the Master Plan

LEGEND

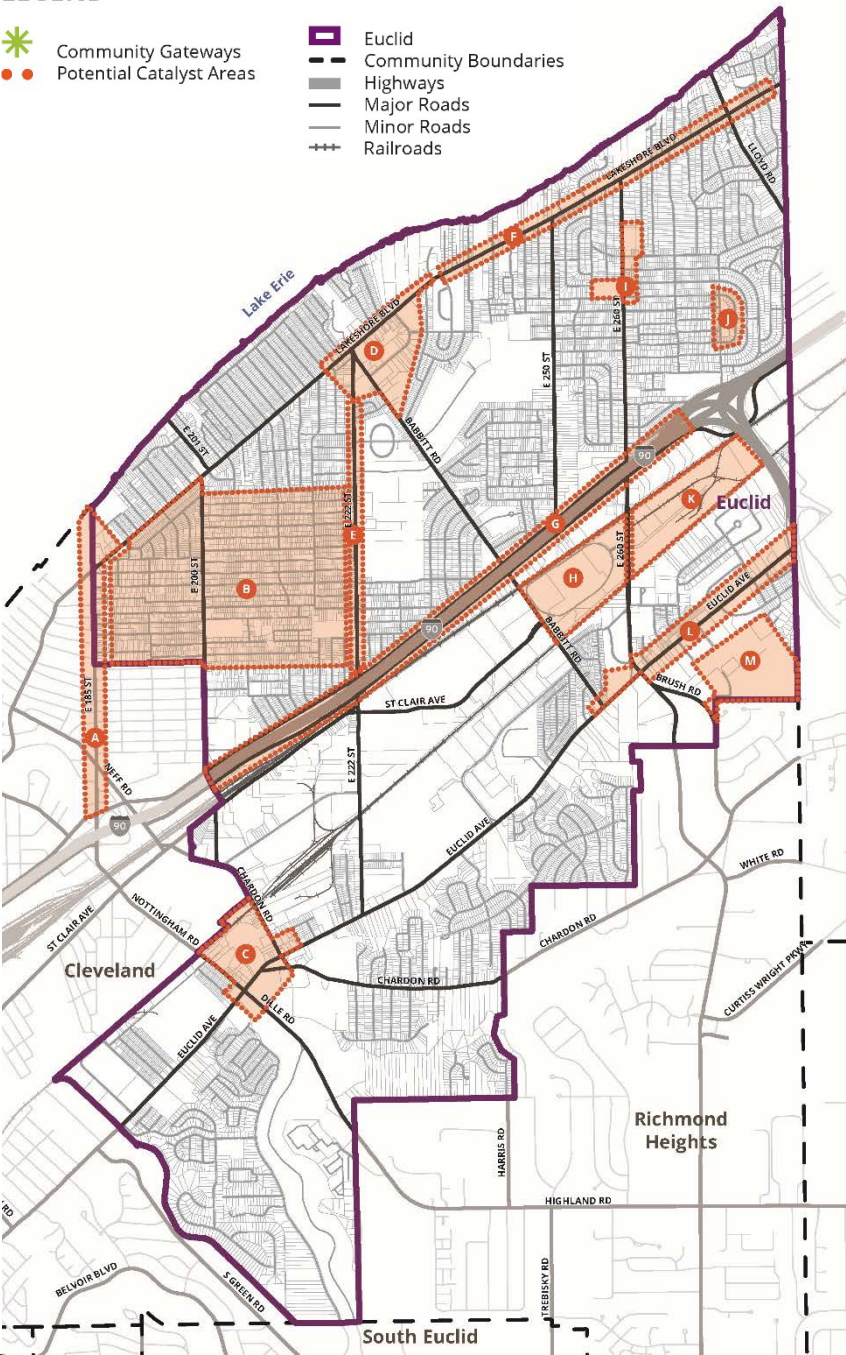
- Community Gateways
- Potential Catalyst Areas
- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads



CATALYST AREAS

LEGEND

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CATALYST AREAS

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

GATHERING FEEDBACK

TWELVE STATIONS

- Vision + Goals (6)
- Catalyst Areas (6)

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?

CATALYST B WE



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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.

- 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

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 →

Vision Statement →

Goals →

Things you like →

Things you want to
change, add, or remove →

VISION THEME: PROSPER

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- 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?

Broadband
internet is
a great
idea!

Letter E.
is a good
idea

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

I want to
see more
about
start-ups

Euclid
Square Mall
should be
industrial

Write any
comments,
changes, or
additions

Catalyst Area



Description, Image, and Map



Things you like



Things you want to change, add, or remove

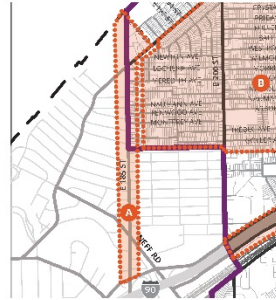


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What do you **LIKE** about this area that you want to see remain the same?

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

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?

CATALYST AREA: A EAST 185TH



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

Love the local businesses

Enjoy the access to Euclid Hospital

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

I want to see more trees

There are no places to park my bike

CATALYST AREA: B WESTERN NEIGHBORHOODS



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

I love the neighborhood association

The housing stock is beautiful

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

vacant homes need to be repaired

I want more lighting

Write any comments, changes, or additions

OTHER IDEAS

- You can also write down any thoughts, comments, or suggestions on comment cards
- Leave comment sheets with representatives from County Planning or at the box near the entrance



COMMENT SHEET

IS THERE ANYTHING WE MISSED?
DO YOU HAVE IDEAS FOR HOW TO ACCOMPLISH THESE VISIONS
AND GOALS?

OTHER IDEAS

Forgot to write something down? Wanted more time to consider your thoughts? Have friends that missed the meeting?

**An online survey with
information from the meeting
is available at
tinyurl.com/EuclidPM1Survey**

OTHER IDEAS

Forgot to write something down? Wanted more time to consider your thoughts? Have friends that missed the meeting?

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information from the meeting
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The survey will close October 11, 2016

WHAT'S NEXT

- **Public Meeting #2**
Policies

We will brainstorm and draft goals and action steps with the Project Team, Steering Committee, and Community Survey

The next Public Meeting will review proposed goals and actions

Public Meetings

Tentative Schedule

Meetings	Topic	Date
Meeting #1	Community Vision	October 4, 2016
Public Presentation	Community Survey	November, 2016 (<i>tentative</i>)
Meeting #2	Policies	February, 2017 (<i>tentative</i>)
Meeting #3	Implementation	May, 2017 (<i>tentative</i>)

Master Plan Updates

Plan Website

Visit euclidmasterplan.wordpress.com
for plan updates

Write us an email!

Any additional comments, please email
alukacsy@cityofeuclid.com

Thank you!

Before you give us feedback...

Questions?

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?

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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** to support business
- F. Attract new investment through **business-supporting infrastructure**, such as broadband internet

Tell us what you think!
We are around the room to answer questions

What would you like to see **ADDED** or