

# CITY OF EUCLID MASTER PLAN

STEERING COMMITTEE MEETING #2  
COMMUNITY VISION

- Favorite Places/SWOT Exercise
- Vision Themes
- Framework Maps
- Homework
- What's Next

- **Favorite Places/SWOT Exercise**

- Vision Themes
- Framework Maps
- Homework
- What's Next

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- **Vision Themes**
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# **FAVORITE PLACES/SWOT EXERCISE**



# Favorite Places/SWOT Exercise

## Location-Based Exercise

- What are your **favorite and least favorite places** in Euclid?
  - These could be restaurants, parks, streets, or other places that are your favorite to visit
  - These could also be dangerous intersections, vacant buildings, or other places that you like least

# Favorite Places/SWOT Exercise

## Location-Based Exercise

- In addition to favorite and least favorite places, what **places, intersections, streets, buildings, or areas** are strength, weakness, opportunity, or threat areas?

Strengths

Weaknesses

Opportunities

Threats

# Favorite Places/SWOT Exercise

## Location-Based Exercise

- There are **five maps** around the room—one for each SWOT topic and for your favorite and least favorite places
- Take **ten minutes to place up to three dots on each** of the maps around the room

# FAVORITE/LEAST FAVORITE PLACES

## INSTRUCTIONS

Place three (3) **green or blue dots** on the board to indicate your **favorite places** in Euclid. These could include restaurants, businesses, neighborhoods, or parks that are your favorite to visit.

Place three (3) **red dots** on the board to indicate your **least favorite places** in Euclid. These could include vacant buildings, unsafe areas, or unattractive streets.

## LEGEND

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





## FAVORITE/LEAST FAVORITE PLACES

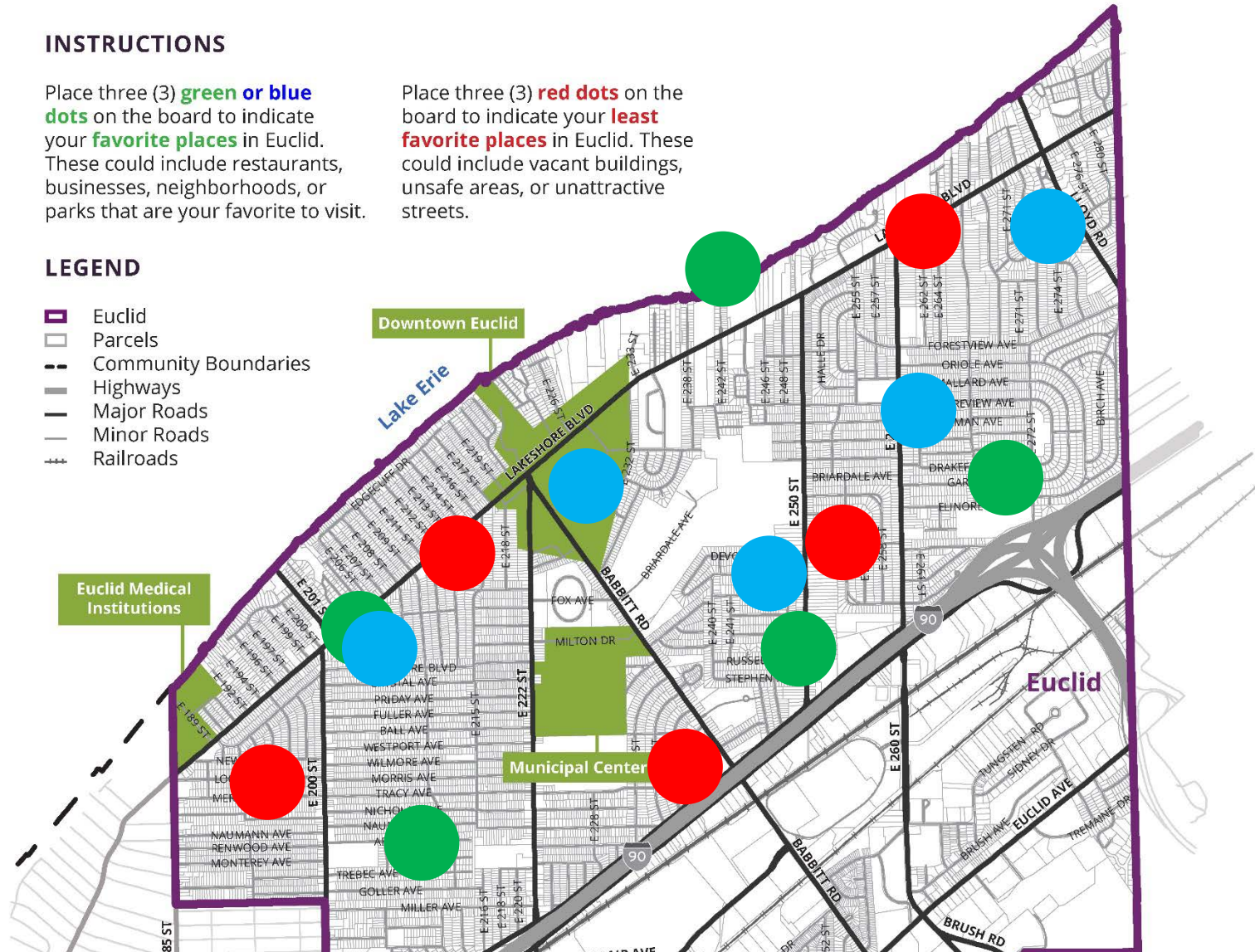
## INSTRUCTIONS

Place three (3) **green or blue dots** on the board to indicate your **favorite places** in Euclid. These could include restaurants, businesses, neighborhoods, or parks that are your favorite to visit.

Place three (3) **red dots** on the board to indicate your **least favorite places** in Euclid. These could include vacant buildings, unsafe areas, or unattractive streets.

## LEGEND

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



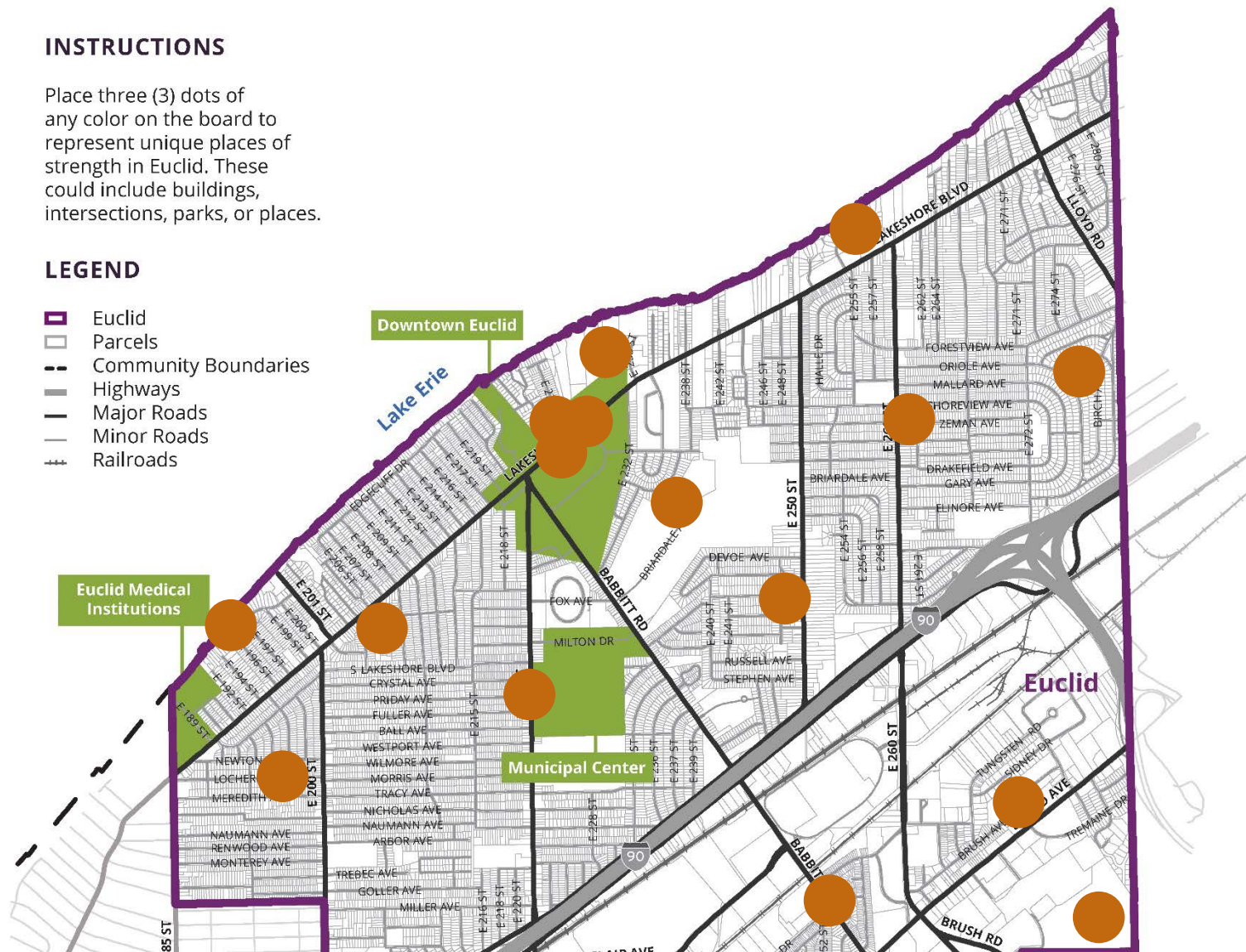
# STRENGTHS

## INSTRUCTIONS

Place three (3) dots of any color on the board to represent unique places of strength in Euclid. These could include buildings, intersections, parks, or places.

## LEGEND

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



Questions?

Please take ten minutes to place your dots!

Markers are available if you want to write on the maps.

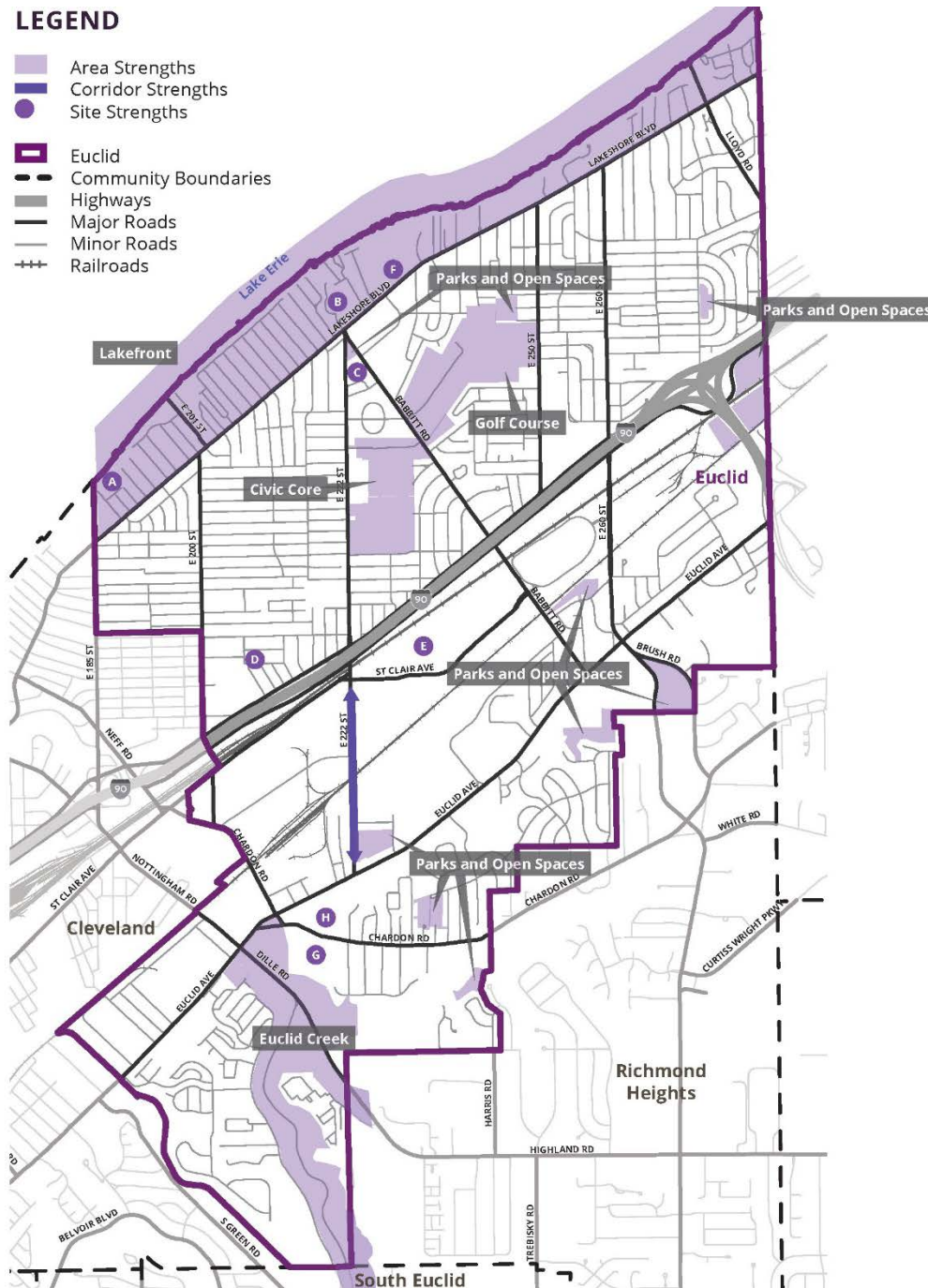


**Favorite/Least  
Favorite Places**

**Strengths**

## Strengths

- Lakefront
- Major Employers
- Civic Core
- Parks and Metroparks
- East 222<sup>nd</sup> Street
- Institutions



## **Weaknesses**

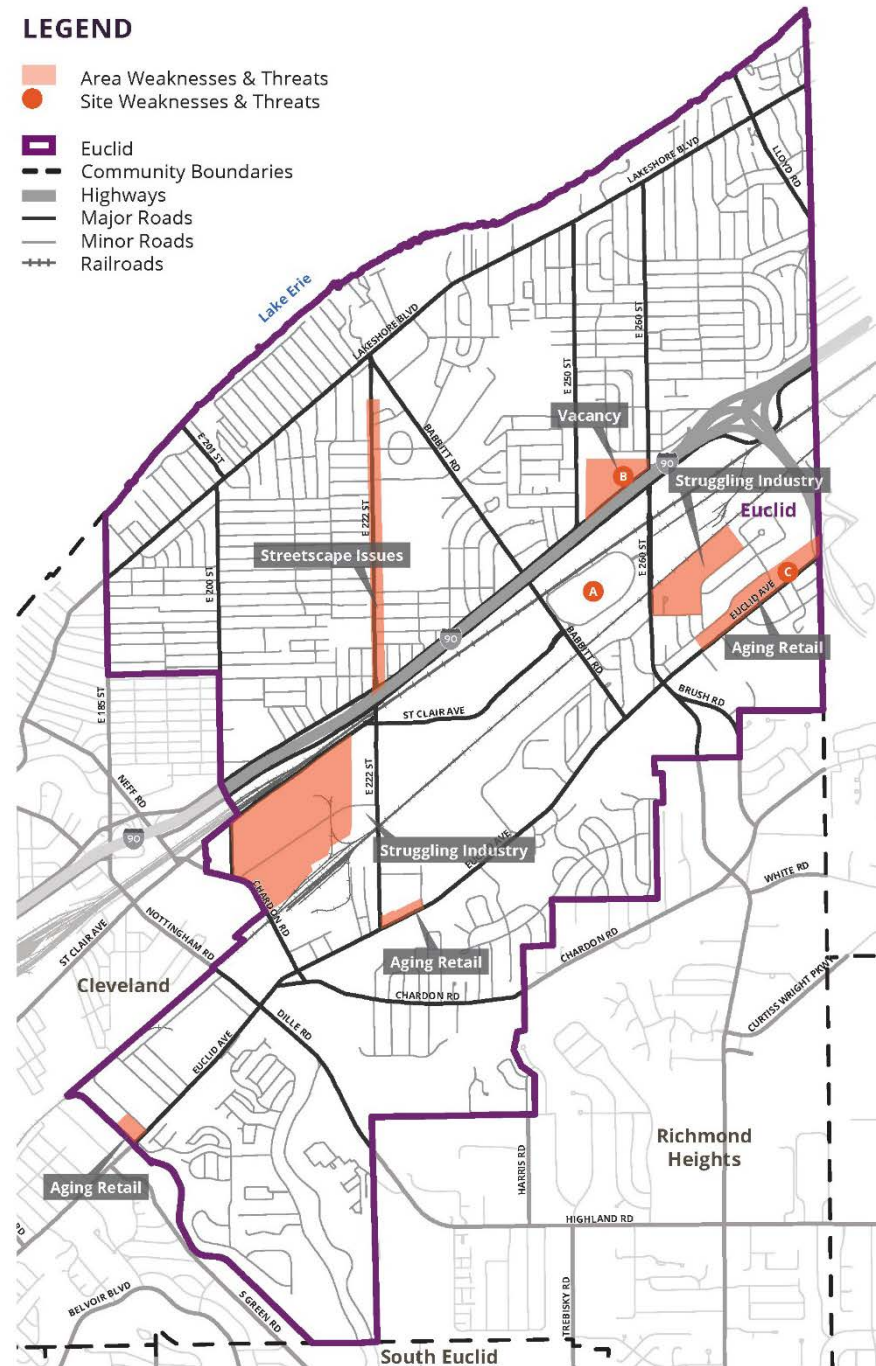
**Threats**

## Weaknesses/Threats

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

### LEGEND

- Area Weaknesses & Threats
- Site Weaknesses & Threats
- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads





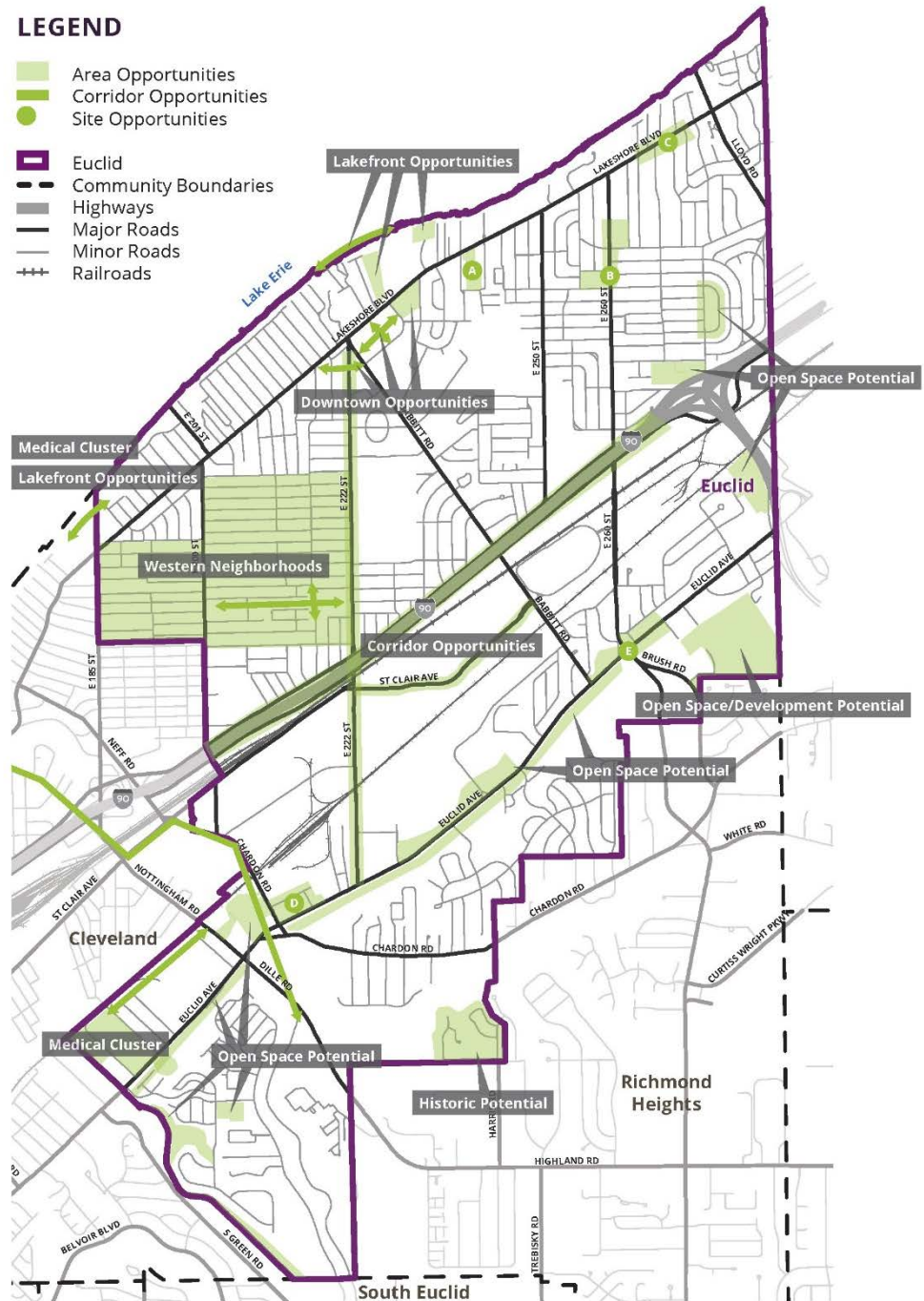
**Opportunities**

# Opportunities

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

## LEGEND

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



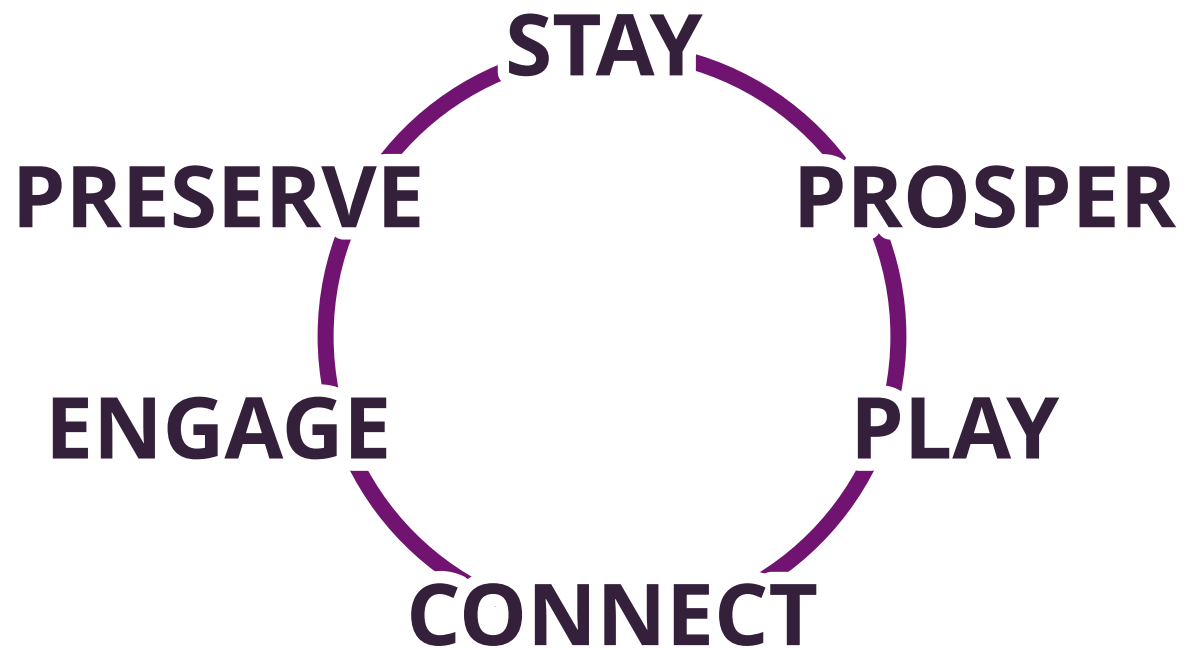


Questions or Changes?

# 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



# 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.

Does this match your vision for housing and neighborhoods?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to housing and neighborhoods?

# 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.

Does this match your vision for economic competitiveness?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to economic competitiveness?



# 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.

Does this match your vision for quality of life?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to quality of life?

# 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 transportation modes and create new opportunities for more multi-modal transportation networks.

Does this match your vision for transportation?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to transportation?

# ENGAGE

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

Does this match your vision for neighborhood engagement?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to neighborhood engagement?

# 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.

Does this match your vision for environmental preservation?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to environmental preservation?



What is missing?

Questions or Changes?

# FRAMEWORK MAPS

# Framework Maps

- Outline a framework for future location-based actions
- Four framework maps:
  - Connections Framework
  - Open Space Framework
  - Character Framework
  - Catalyst Framework

# Framework Maps

- We will cover Character Framework today
- The other Framework maps are covered in your homework

**LEGEND**

- Lakefront Neighborhoods
- Central Neighborhoods
- Hilltop Neighborhoods
- Downtown Euclid
- Neighborhood Centers
- Industrial Core
- Civic Core
- Euclid
- Community Boundaries
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- Major Roads
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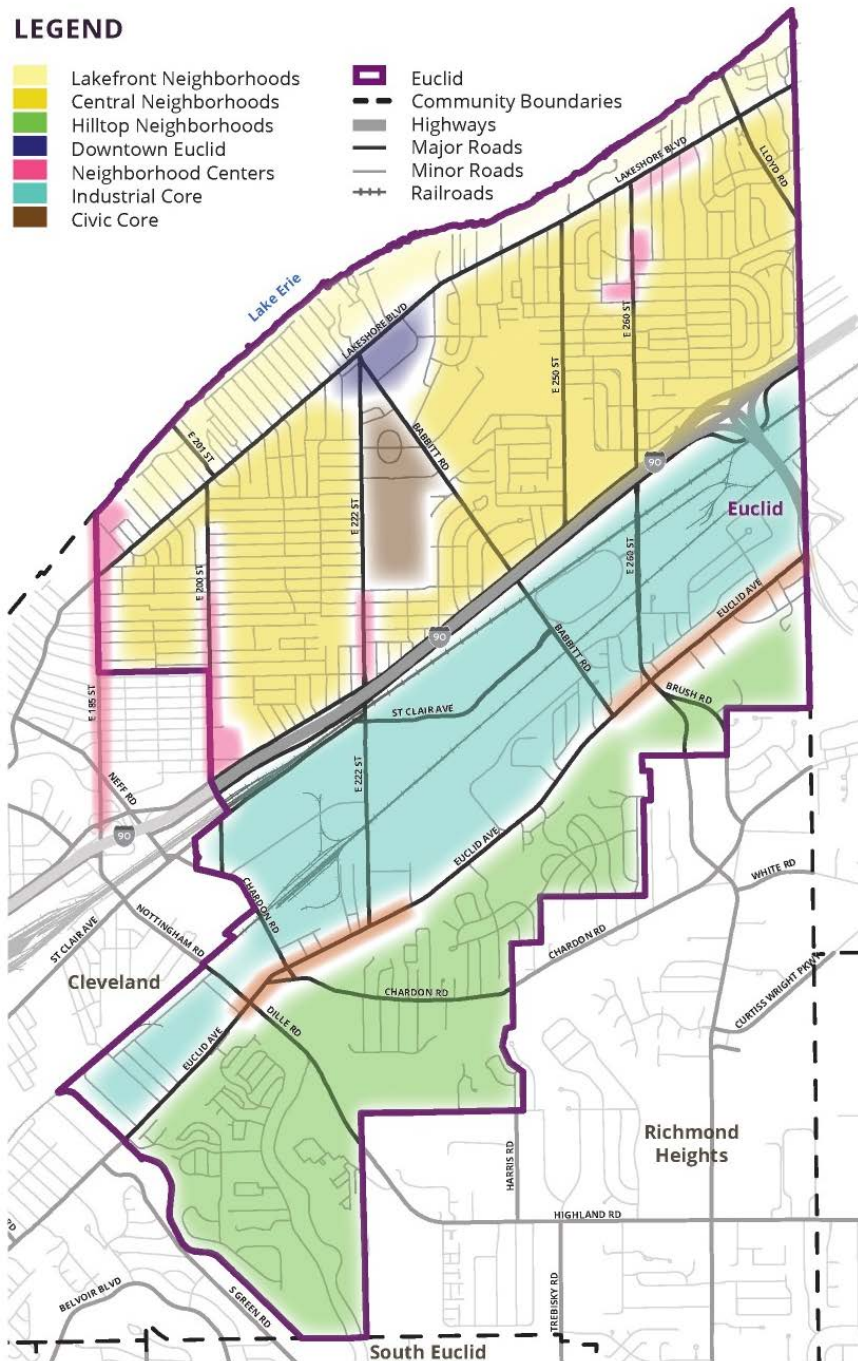
The map displays the city of Euclid, Ohio, with various neighborhoods color-coded: Lakefront (yellow), Central (orange), Hilltop (green), Downtown (purple), Neighborhood Centers (pink), Industrial Core (light blue), and Civic Core (brown). Major roads like Lake Shore Blvd, E 200 St, E 220 St, E 240 St, E 260 St, E 280 St, E 300 St, E 320 St, E 340 St, E 360 St, E 380 St, E 400 St, E 420 St, E 440 St, E 460 St, E 480 St, E 500 St, E 520 St, E 540 St, E 560 St, E 580 St, E 600 St, E 620 St, E 640 St, E 660 St, E 680 St, E 700 St, E 720 St, E 740 St, E 760 St, E 780 St, E 800 St, E 820 St, E 840 St, E 860 St, E 880 St, E 900 St, E 920 St, E 940 St, E 960 St, E 980 St, E 1000 St, E 1020 St, E 1040 St, E 1060 St, E 1080 St, E 1100 St, E 1120 St, E 1140 St, E 1160 St, E 1180 St, E 1200 St, E 1220 St, E 1240 St, E 1260 St, E 1280 St, E 1300 St, E 1320 St, E 1340 St, E 1360 St, E 1380 St, E 1400 St, E 1420 St, E 1440 St, E 1460 St, E 1480 St, E 1500 St, E 1520 St, E 1540 St, E 1560 St, E 1580 St, E 1600 St, E 1620 St, E 1640 St, E 1660 St, E 1680 St, E 1700 St, E 1720 St, E 1740 St, E 1760 St, E 1780 St, E 1800 St, E 1820 St, E 1840 St, E 1860 St, E 1880 St, E 1900 St, E 1920 St, E 1940 St, E 1960 St, E 1980 St, E 2000 St, E 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# Reinforce Area Character

## LEGEND

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

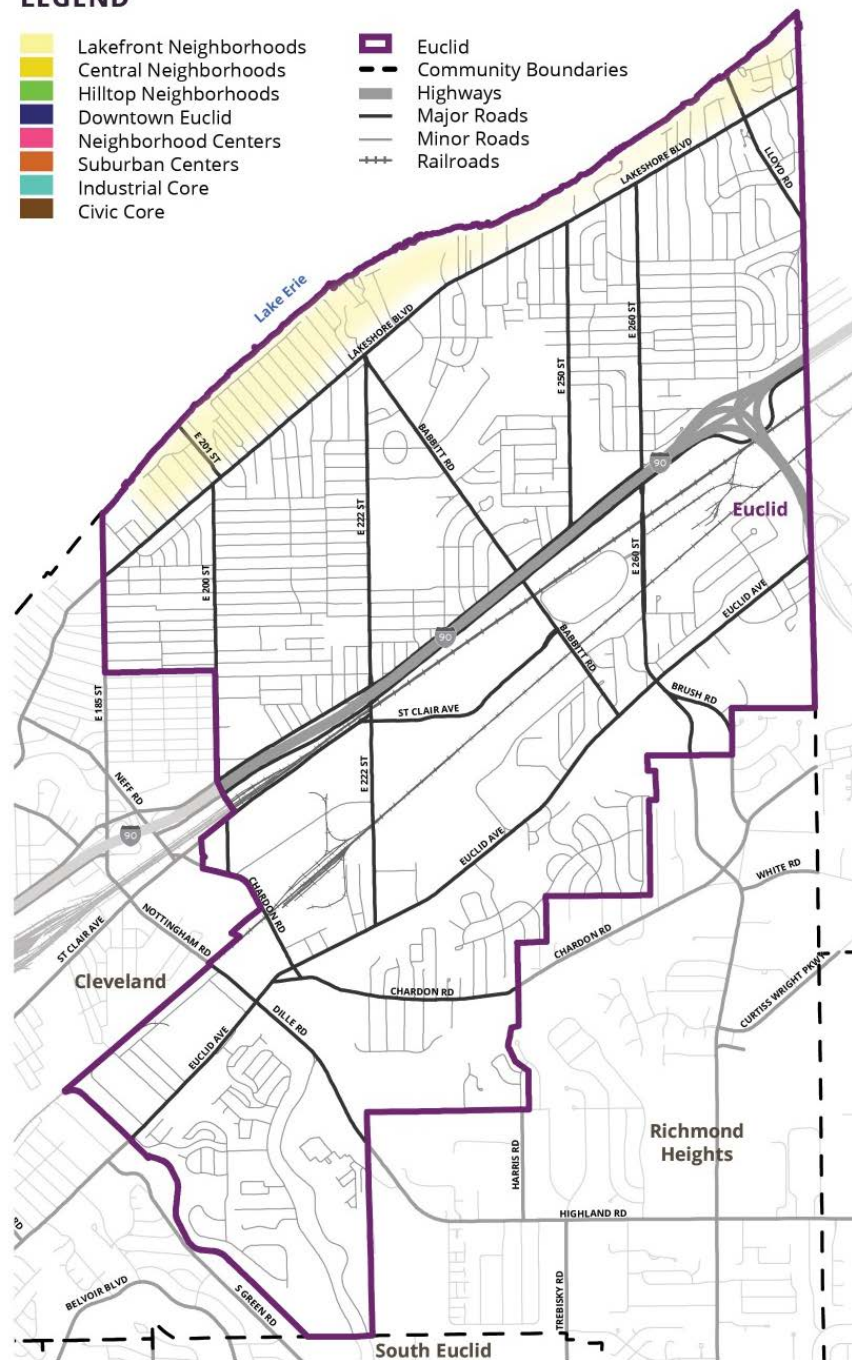
Euclid  
Community Boundaries  
Highways  
Major Roads  
Minor Roads  
Railroads



# CHARACTER FRAMEWORK

Do these character area descriptions **match what you would like to see** in these areas in the future?

## LEGEND



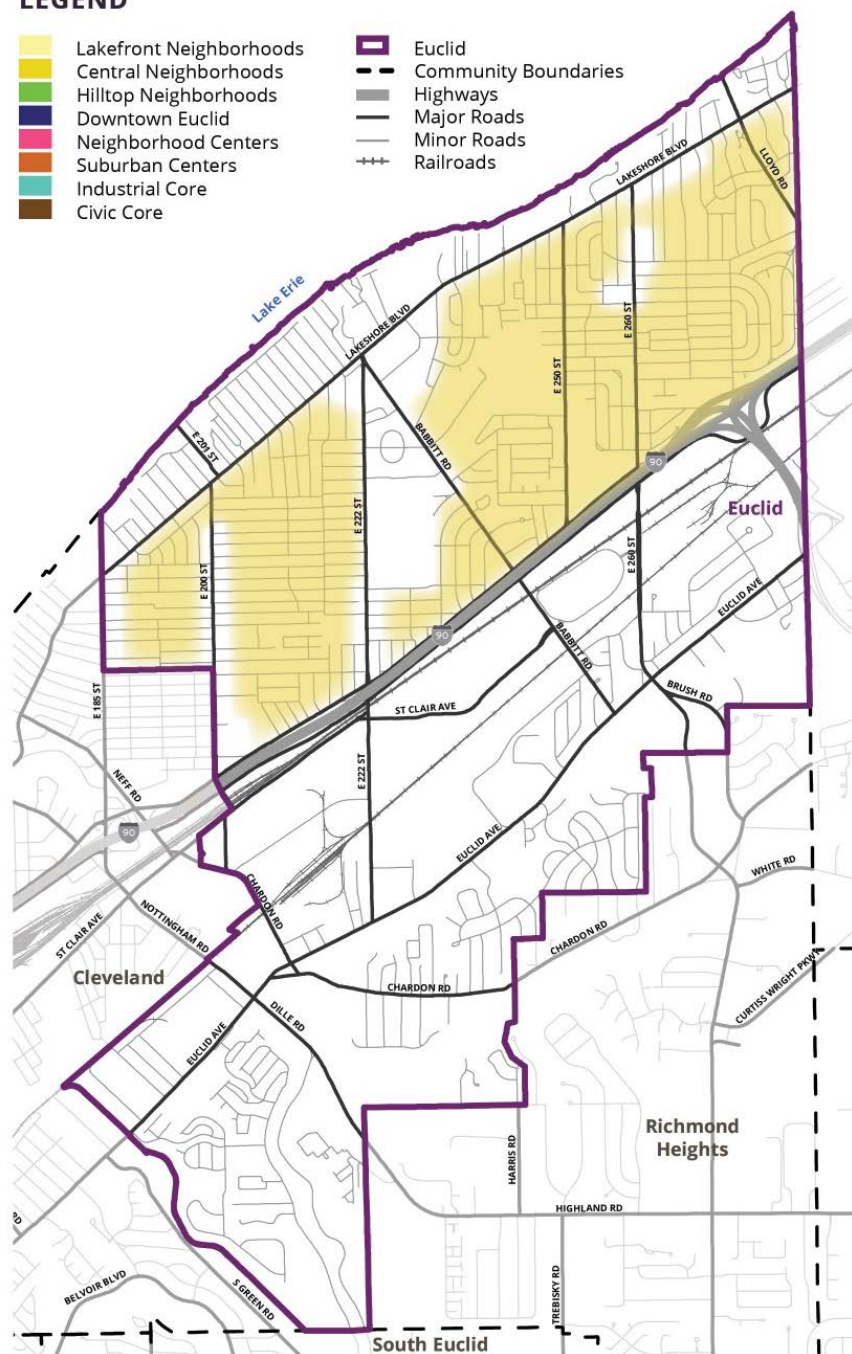
# CHARACTER FRAMEWORK

# Lakefront Neighborhoods

- Lakefront-oriented housing
- Variety of housing types and sizes
- Lakefront parks and open spaces



## LEGEND



# CHARACTER FRAMEWORK

# Central Neighborhoods

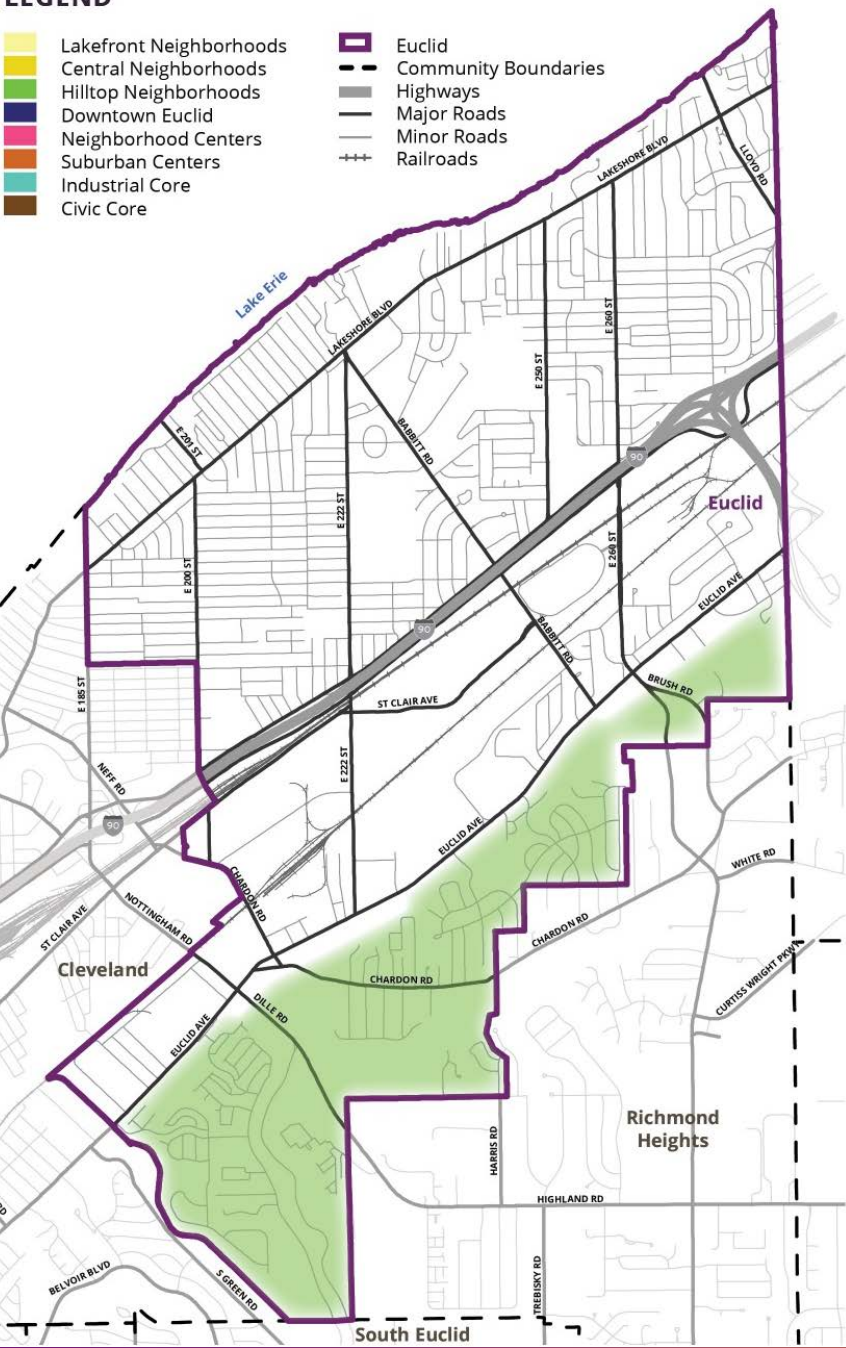
- Single-family core
- Smaller homes
- Multi-family on major roads
- Walkable character



LEGEND

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

- Euclid
- Community Boundaries
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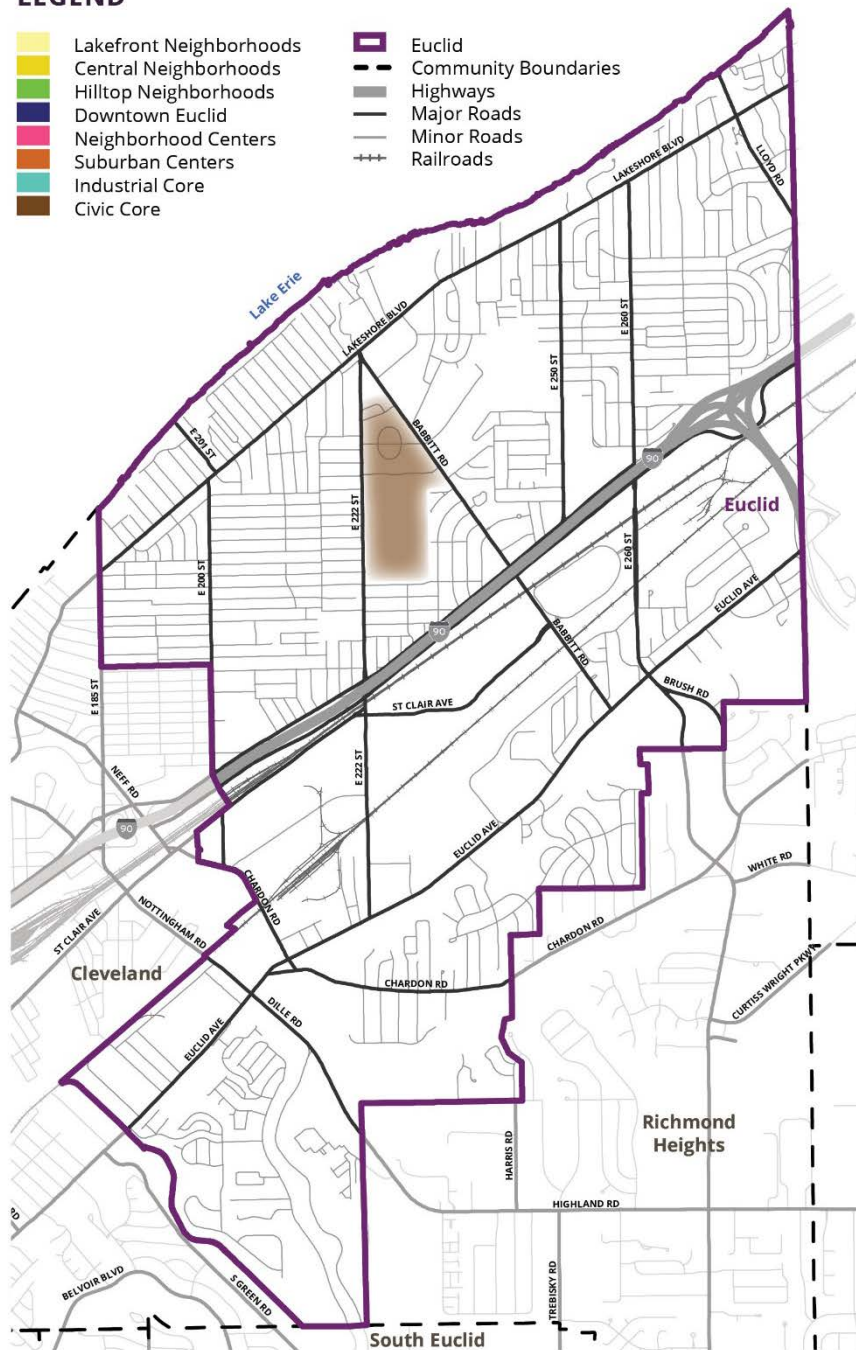


# CHARACTER FRAMEWORK

## Hilltop Neighborhoods

- Single-family homes
- Suburban-style streets
- Strong tree canopy

## LEGEND

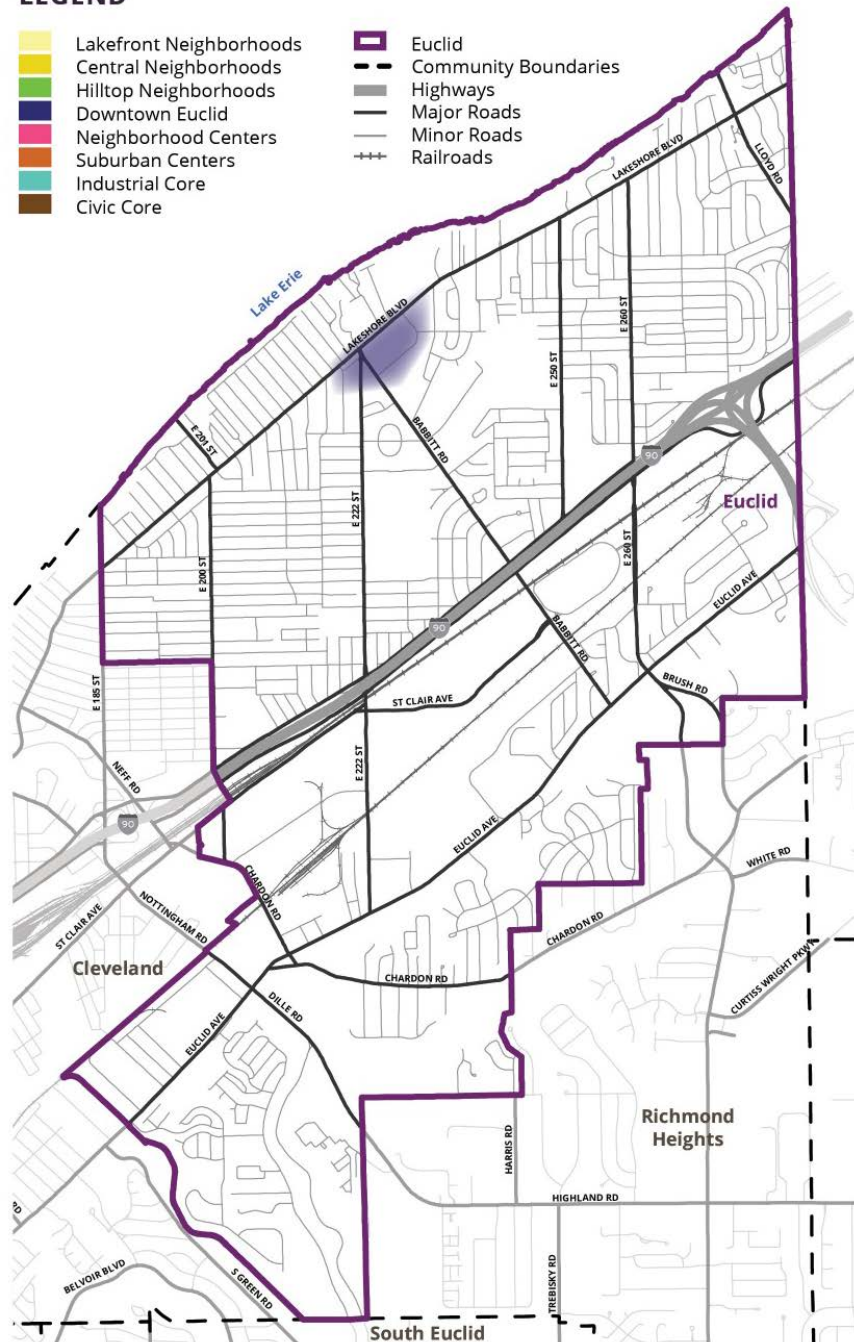


# CHARACTER FRAMEWORK

## Civic Core

- Municipal functions
- Supportive of public life

## LEGEND



# CHARACTER FRAMEWORK

## Downtown Euclid

- Heart of Euclid
- Active first-floor uses with regional draw
- Multi-story buildings
- Walkable character





A



B



C



D

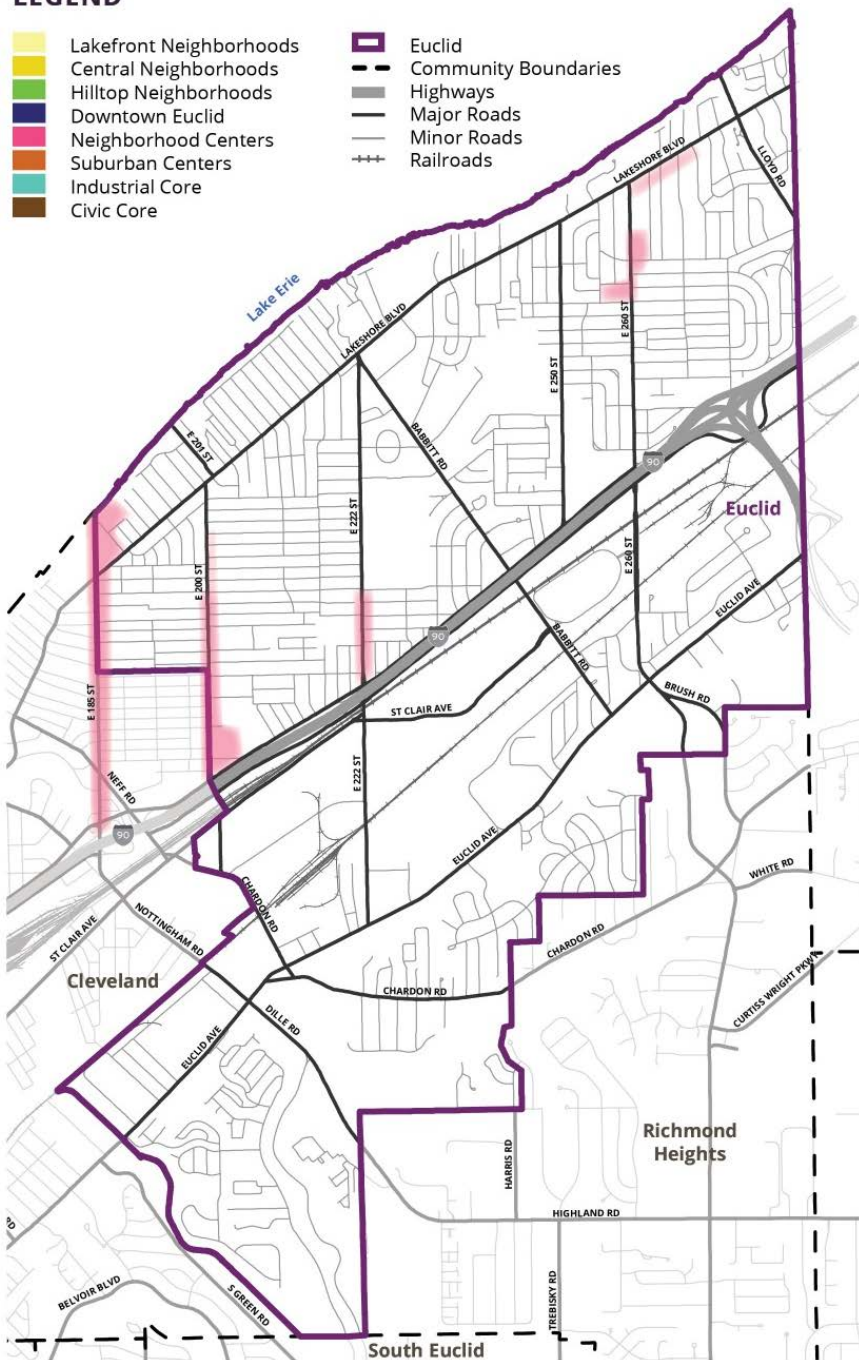




## LEGEND

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

Euclid  
Community Boundaries  
Highways  
Major Roads  
Minor Roads  
Railroads



# CHARACTER FRAMEWORK

## Neighborhood Centers

- Heart of neighborhoods
- Active first-floor uses with more local draw
- One- or two-story buildings
- Walkable character



A



B



C

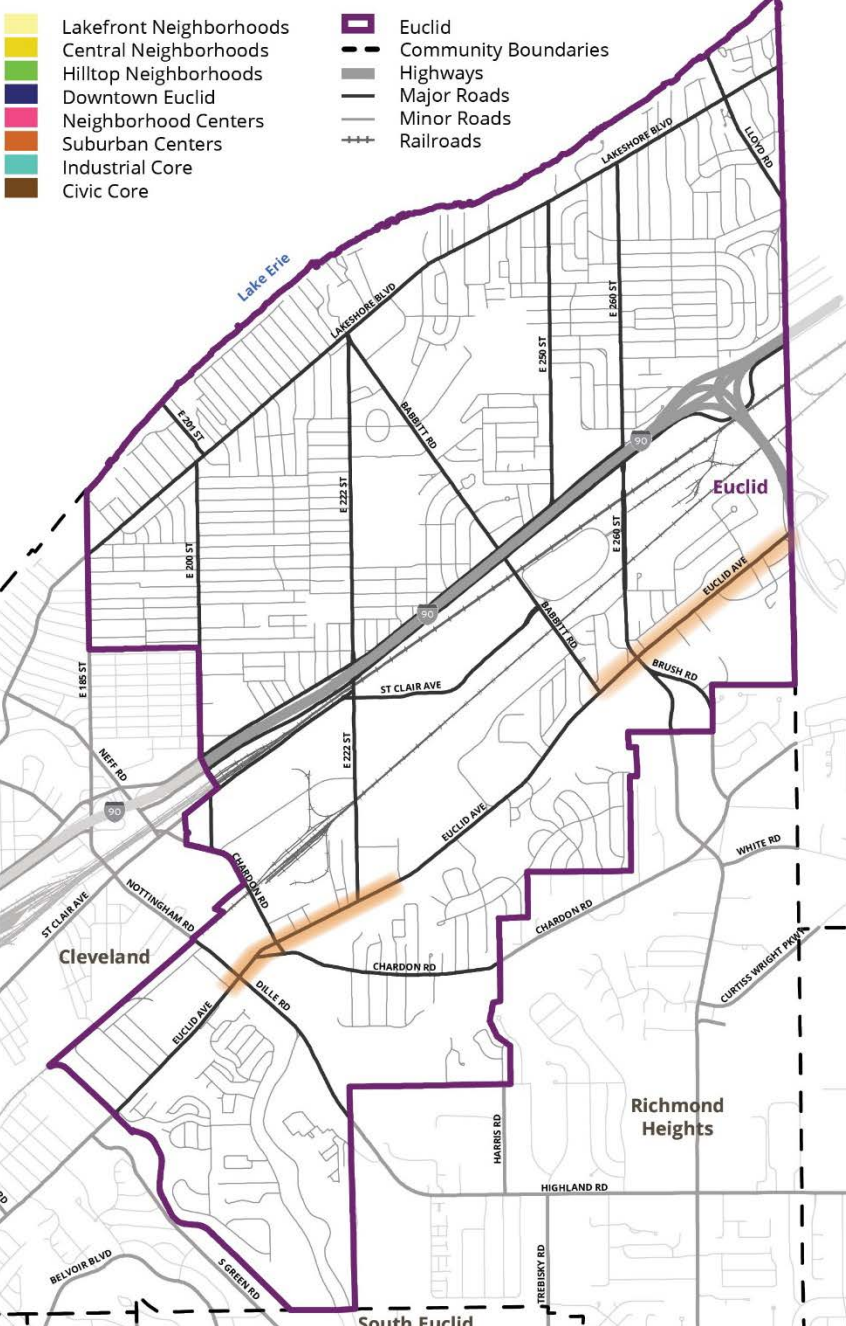


D





## LEGEND



# CHARACTER FRAMEWORK

# Suburban Centers

- Heart of neighborhoods
- Active first-floor uses with more local draw
- One- or two-story buildings
- Suburban character



A



B



C

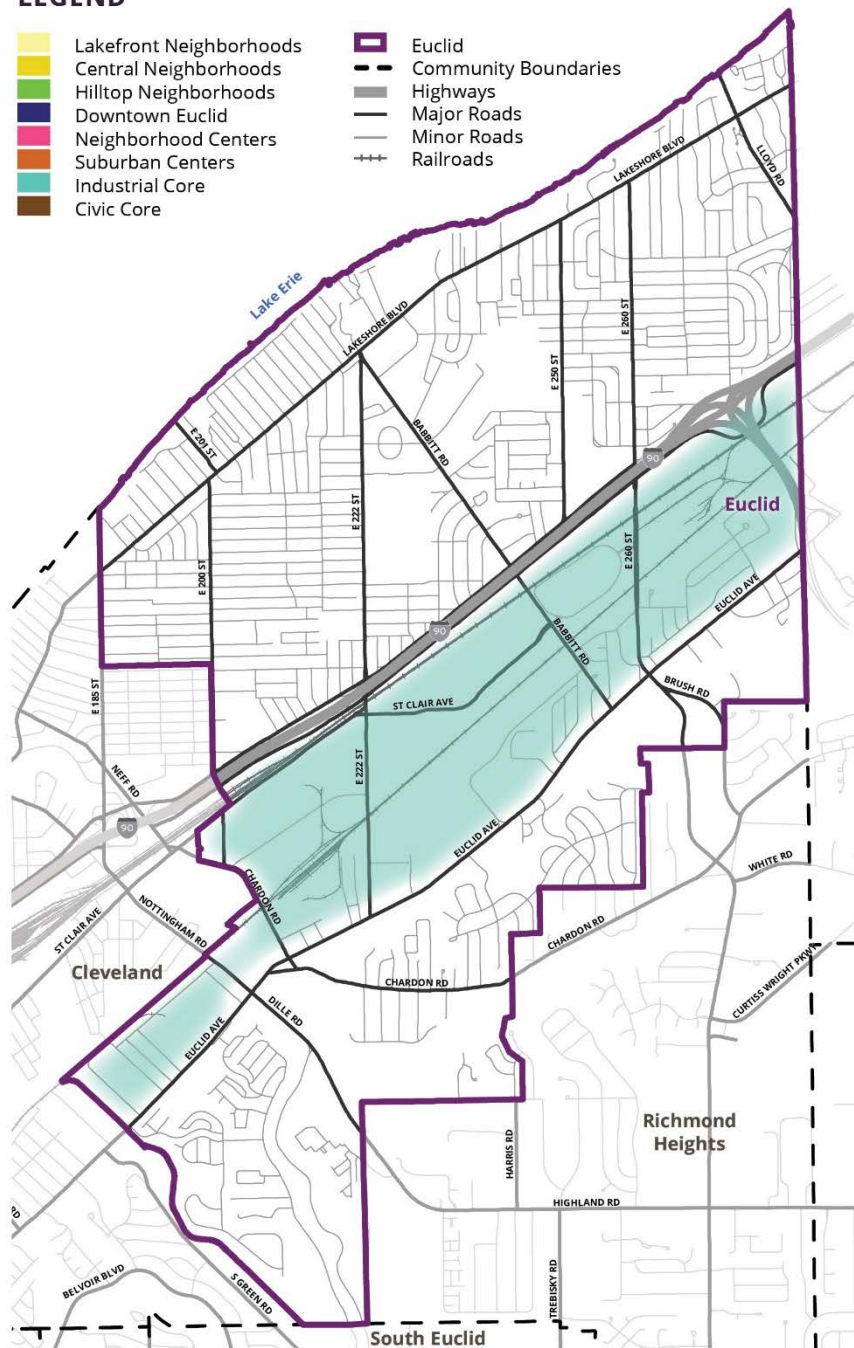


D





## LEGEND



# CHARACTER FRAMEWORK

## Industrial Core

- Manufacturing uses
- Associated uses
- Transportation that supports manufacturing



A



B



C



D





**LEGEND**

- Lakefront Neighborhoods
- Central Neighborhoods
- Hilltop Neighborhoods
- Downtown Euclid
- Neighborhood Centers
- Industrial Core
- Civic Core
- Euclid
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The map displays the city of Euclid, Ohio, with various neighborhoods color-coded: Lakefront (yellow), Central (orange), Hilltop (green), Downtown (purple), Neighborhood Centers (pink), Industrial Core (light blue), and Civic Core (brown). Major roads like Lake Shore Blvd, Euclid Ave, and Chardon Rd are shown, along with highways 90 and 124. The map also shows the city's location relative to Cleveland, Richmond Heights, and South Euclid.

# CHARACTER FRAMEWORK

Questions or Changes?

# **HOMEWORK**

# COMMUNITY VISION WORKSHEET

## STEERING COMMITTEE SEPTEMBER 14, 2016

The Community Vision worksheet corresponds to sections from the Community Vision document. This worksheet is intended to gather input on sections of the document that could not be covered in the Steering Committee meeting.

### THE FRAMEWORK MAPS

The document includes three framework maps and a comment area for each. The maps are described below and there is additional information in the Community Vision document available at [www.tinyurl.com/EucSC2](http://www.tinyurl.com/EucSC2)

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.

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.

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.

### INSTRUCTIONS

Please review the maps and descriptions and provide any comments or thoughts on the map. Feel free to write any notes, comments, changes, or questions on additional pages.

**Please return any comments by September 21, 2016.** You can type into the fillable PDF and email, scan and email your comments, type and email them, mail them to County Planning's office, or give them to Allison Lukacsy at Euclid City Hall.

# POTENTIAL CATALYST AREAS

**Catalyst Areas:** places where public investments could spur private development, grow jobs, and stabilize neighborhoods

**Community Gateways:** major entrances to the City

## LEGEND

 Community Gateways  
 Potential Catalyst Areas

 Euclid Community Boundaries  
 Highways  
 Major Roads  
 Minor Roads  
 Railroads

**WHICH CATALYST AREAS SHOULD BE FOCUSES OF THE PLAN? (PICK ONLY 3)**

- ☐ **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

**ARE THERE OTHER POTENTIAL CATALYST AREAS? GATEWAYS?**

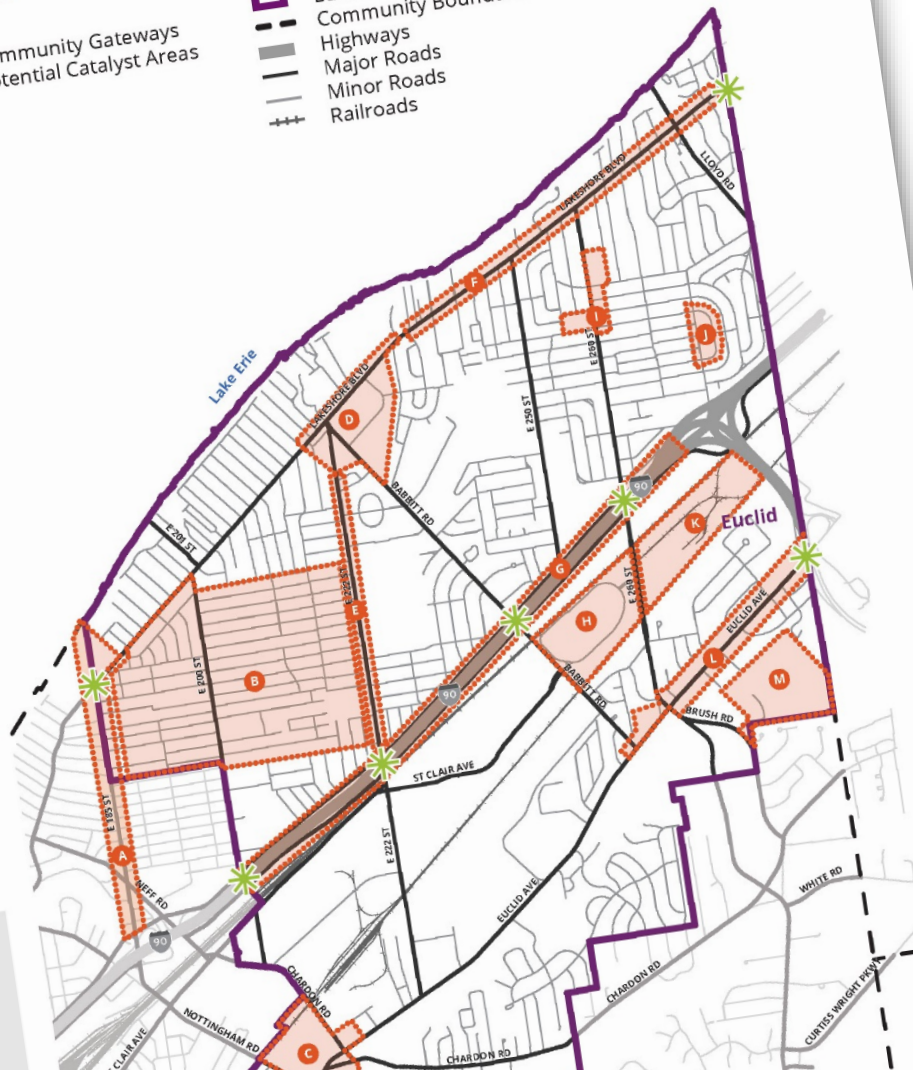
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# Homework

- Please return your comments via mail, type and scan them, hand them in to City hall, email them, or do the fillable worksheet
- Use additional sheets if you need more space
- **Please return your comments by September 21, 2016**



**WHAT'S NEXT**

- **Public Meeting #2**  
**Current Conditions & Community Vision**  
October 4, 2016

We will be sending additional information and asking for your assistance with this meeting including advertising and participation

## **Additional Feedback?**

### **Write us an email!**

Any additional comments, please email  
[phewitt@cuyahogacounty.us](mailto:phewitt@cuyahogacounty.us)

**Thank you!**  
Questions & Discussion



# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE