

DRAFT



# CITY OF EUCLID

## MASTER PLAN

POLICIES  
PUBLIC MEETING

April 4, 2017





## 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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*Front Source: Carole Pegoraro*

# CITY OF EUCLID

## MASTER PLAN

### POLICIES



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# CONTENTS

**INTRODUCTION ..... 7**

**CORE STRATEGY ..... 11**

**GOALS AND ACTIONS ..... 17**

STAY ..... 18

PROSPER ..... 24

PLAY ..... 30

CONNECT..... 36

ENGAGE ..... 44

PRESERVE..... 46



## SECTION 1



# INTRODUCTION

Welcome to the first Policies document of the Euclid Master Plan. This document is a key step in creating a sound, well-guided plan for the City's future by outlining recommended strategies.

an overall City strategy. It should be used to inform Euclid officials, key decision makers, and the general public about best practices that support the community's vision for the future.

### WHAT'S INSIDE?

The Policies document contains three sections. The Introduction includes context maps, the Core Strategy section describes the top strategy areas for the Master Plan, while the Goals and Actions section includes potential policies for each of the six vision topics.

### NEXT STEPS

This Policies document outlines overall Citywide policies, goals, actions, and strategies. It will be updated based on input and will be followed by a second Policies document that takes a more in-depth approach to the areas called out in the Core Strategy.

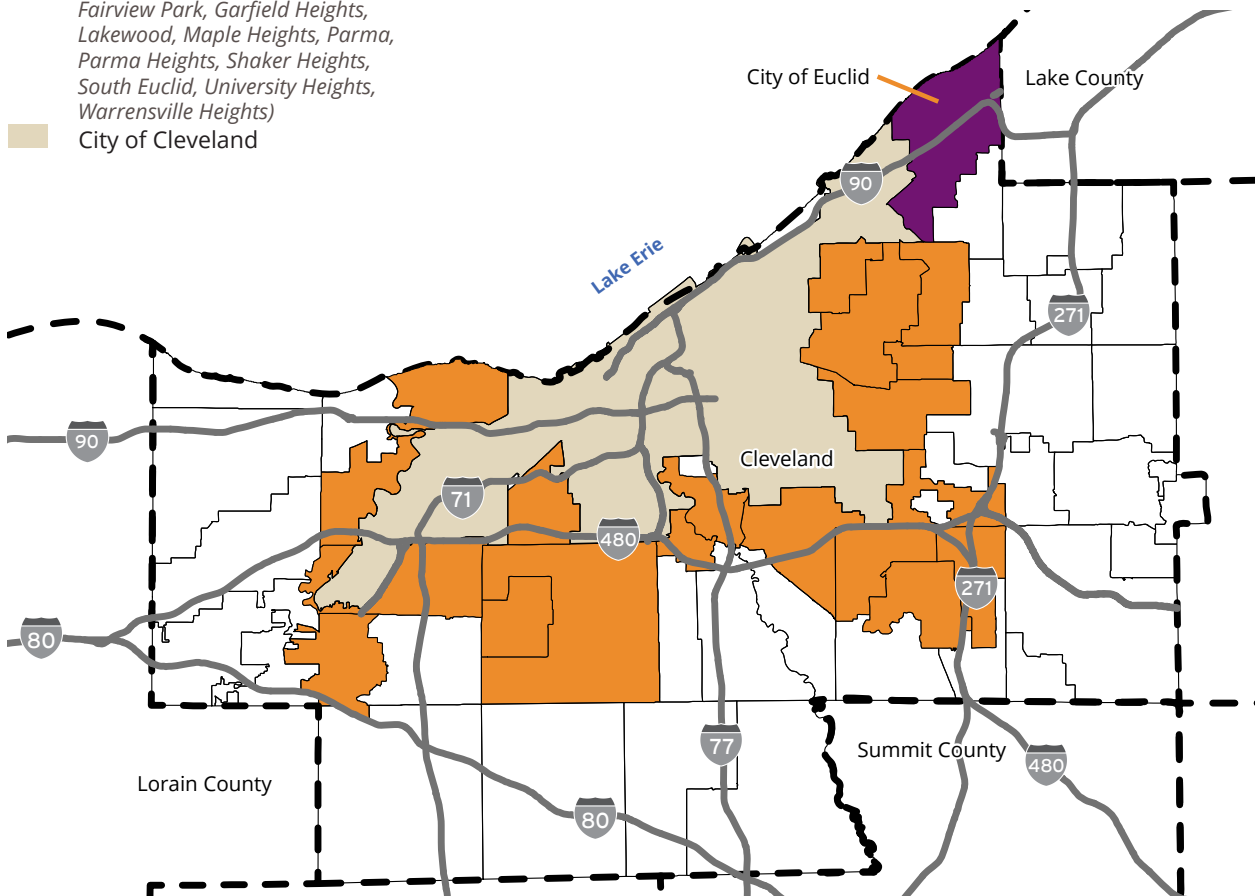
### HOW DO I USE IT?

The Policies document outlines goals and action steps for each topic area as well as

## 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











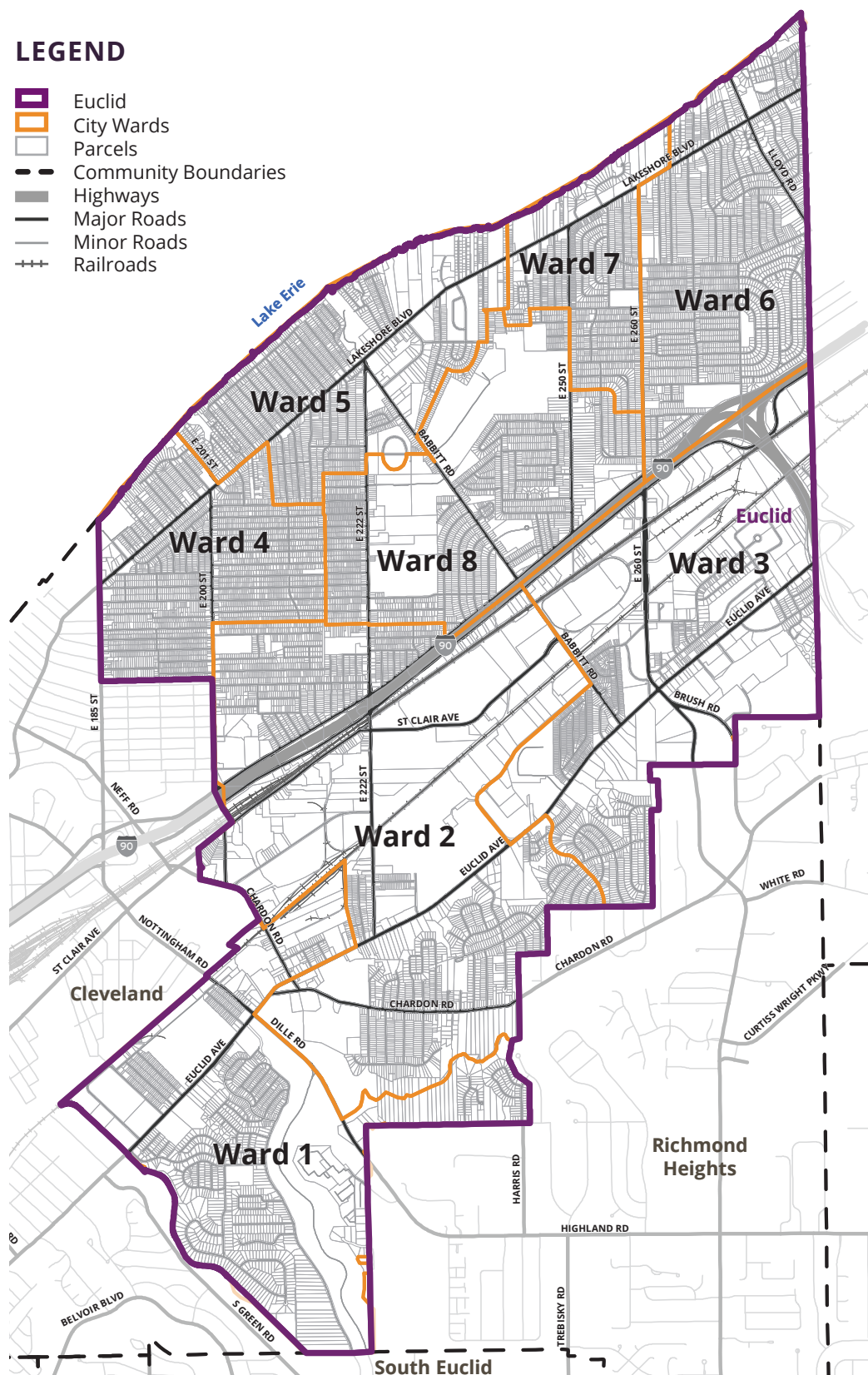
The City of Euclid (in purple on Map 1) is located in the eastern part of Cuyahoga County and abuts Lake Erie and the Cuyahoga County line. Euclid borders the Cities of Richmond Heights, South Euclid, and Cleveland in Cuyahoga County as well as Willowick, Wickliffe, and Willoughby Hills in Lake County.

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



# CORE STRATEGY

Input from the Public and Steering Committee showed the desire to focus on strengthening existing City assets as anchors for neighborhood development. The Core Strategy identifies areas of focus that form the most important components of the Master Plan.

### WHAT'S IN THIS SECTION?

The section includes a series of mapped areas that represent areas of prime concern for the Master Plan. They rise from the Catalyst Areas identified in the Community Vision document and were refined with input from the Steering Committee and Public Meetings.

Each area includes a short description of the area and a description of potential actions.

These areas are the prime focus of the Plan. They will be further studied and specific area plans will be developed in the next phase of the Master Plan.

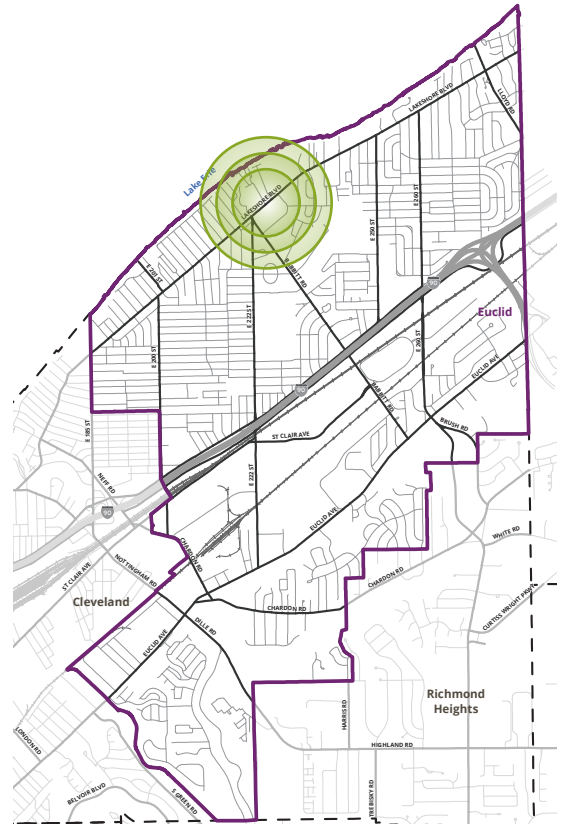
### HOW DO I USE IT?

The Core Strategy section outlines areas of focus. It will be used to develop specific plans and action steps of a more detailed nature for the next meeting.

## DOWNTOWN EUCLID & LAKEFRONT PARKS

Downtown Euclid and the Lakefront Parks adjacent to it form the community's core, a place where people can shop, dine, visit entertainment destinations, or recreate.

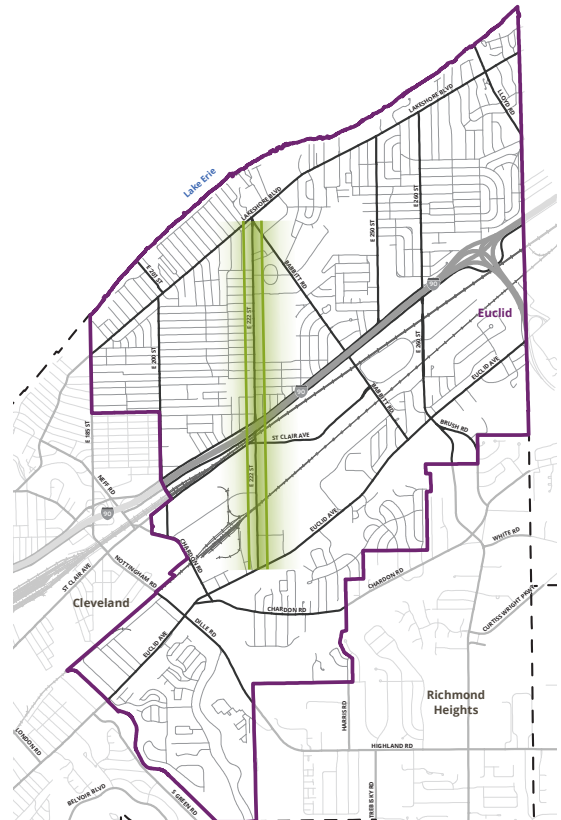
Downtown and the Lakefront Parks should be amplified with additional amenities, improved walkability, more events, and a strengthened identity. Together, these two assets can build on each other.



## EAST 222<sup>ND</sup> STREET

East 222<sup>nd</sup> Street is the main corridor that connects the Hilltop Neighborhoods, Industrial Core, Central Neighborhoods, Civic Core, Downtown Euclid, and Lakefront Neighborhoods.

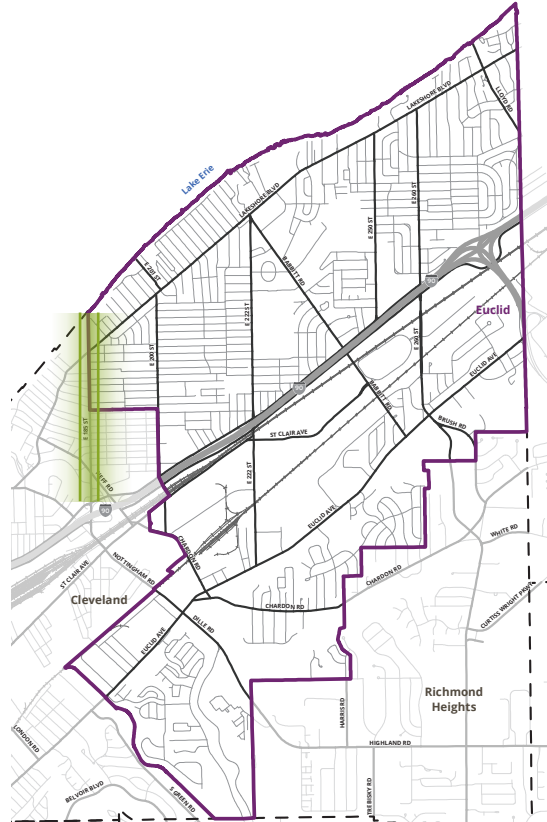
This corridor should be a dramatic gateway, a walkable street, a vibrant community center, and a green street through a rebuilt streetscape, investments in retail, and reinvestment in the Civic Core and Memorial Park.



## EAST 185<sup>TH</sup> STREET

East 185<sup>th</sup> Street is undergoing rapid changes with the completion of a recent transportation plan, rehabilitation of the LaSalle Theater in Cleveland, and the assembly of developable land. The strong healthcare and educational anchors at the northern end of the street can be the impetus for a successful redevelopment of this corridor.

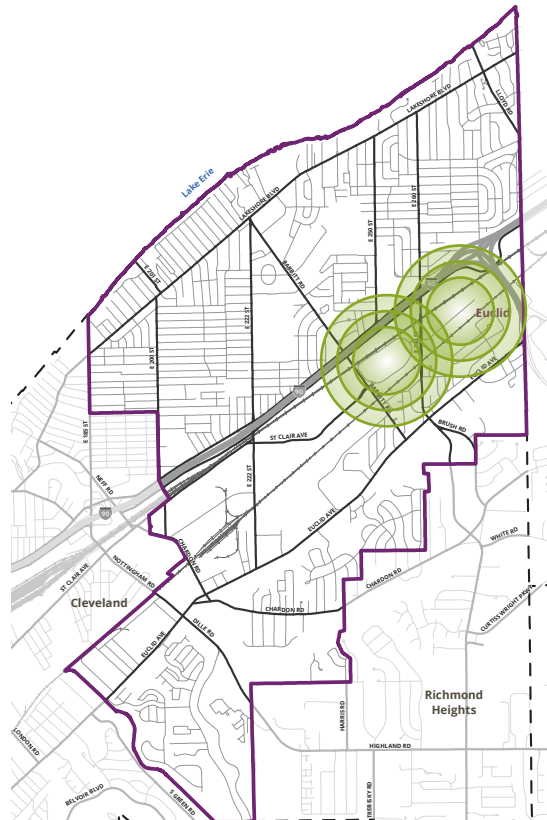
With increased coordination between Cleveland and Euclid, reinvestment in anchor sites, and a coordinated marketing plan, this street can be rejuvenated.



## EUCLID SQUARE MALL & BLUESTONE BUSINESS PARK

Euclid Square Mall and Bluestone Business Park are two locations that have the potential to spur manufacturing employment. While Bluestone Business Park represents readily developable land, Euclid Square Mall is an opportunity for redevelopment that would provide the next phase of manufacturing sites.

Bluestone Business Park should continue to be advertised as a site for new investment while Euclid Square Mall should be prepared for development as a new manufacturing center.

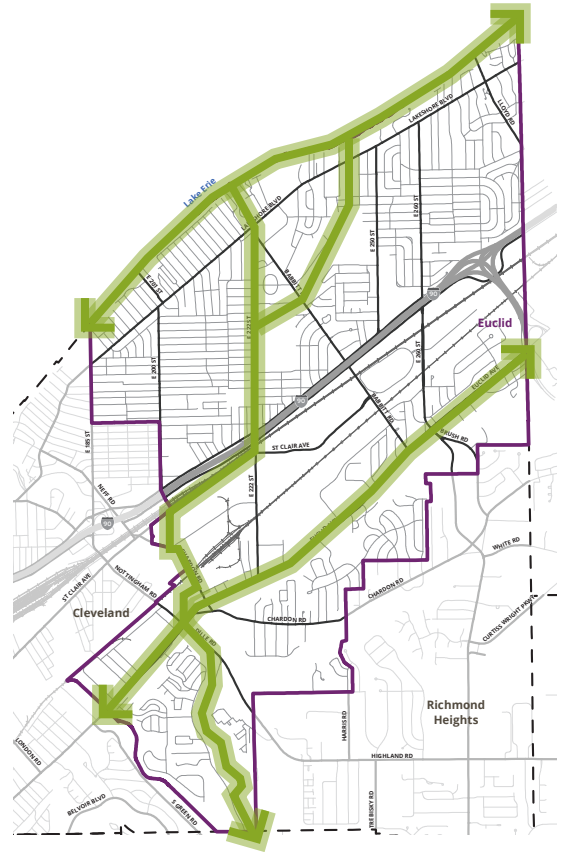


## TRAIL NETWORK

The City's trail system is limited to paths in existing local and regional parks. These trails are popular for running, walking, biking, or recreating, but they do not connect the City.

The proposed trail network consists of a series of high quality trail spines that can connect neighborhoods to major amenities. These spines include off-road or separated trails along Euclid Avenue, East 222<sup>nd</sup> Street, and along Briardale Greens Golf Course.

Additional connections are available along the Lakefront. By constructing the Waterfront Improvements and acquiring additional properties, the City can provide longer trails and bike routes that connect to Cleveland's Lakefront Bikeway.



## I-90 MANUFACTURING CORRIDOR

The I-90 Manufacturing Corridor extends far beyond the Euclid City borders. It includes tremendous transportation assets, strong anchor institutions, and a variety of developed and developable land.

By partnering with the City of Cleveland and Lake County communities, Euclid could brand and market a regionally and nationally significant manufacturing district that attracts new investment.

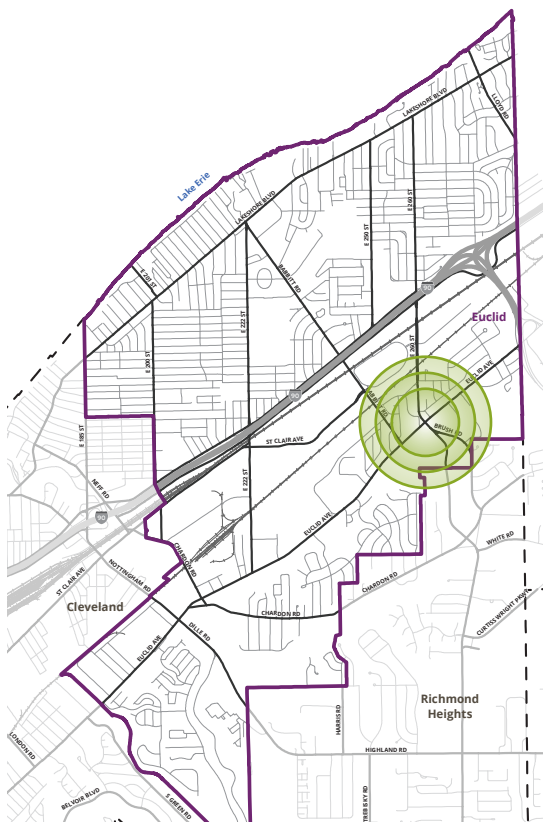
Within Euclid, this corridor should be improved through beautification efforts, branding, and improvements to the entry and exist ramps and marginal roadways.



## EAST 260<sup>TH</sup> AND EUCLID

East 260<sup>th</sup> Street and Euclid Avenue is a commercial district that has seen some new investment; however, its design has been uncoordinated. The commercial district lacks an identity, has limited walkability, and does not support the large transit hub that is located there.

The intersection should become a gateway for the community, a comfortable transit hub for users, and a coordinated retail district for new transit-oriented development.





## SECTION 3



# GOALS AND ACTIONS

To accomplish the community's vision, there are many individual goals and actions the City must undertake. The Goals and Actions section lists action steps to assist in accomplishing each of the visions that came out of the Public Meeting.

### WHAT'S IN THIS SECTION?

The section includes the vision statements outlined for each topic area, and then moves into individual goals and action steps that can be undertaken to accomplish each of these visions. Some sections include maps that outline particular location-based strategies for each vision topic as well as images that help explain concepts.

The goals and actions were developed with data from the Current Conditions

document, input from the City of Euclid Master Plan Project Team and Steering Committee, the first Public Meeting, and subsequent online input. Together these policies are meant to advance the collective vision of the community.

Throughout the section, certain actions are identified as **(Core)**. These actions directly relate to the areas identified in the Core Strategy.

### HOW DO I USE IT?

The Goals and Actions section informs the types of actions the City and its partners should undertake in the coming years. It will be updated based on feedback and expanded in the next phase with specific partners, priorities, and timeframes to accomplish each.

# 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.

The Housing Strategy Map and descriptions below, as well as the goals and actions on the following pages, support this vision.

## HOUSING STRATEGY MAP DESCRIPTIONS

### PRIMARY INVESTMENT AREA

- Focus housing stabilization to this area first
- Encourage community engagement and involvement among residents

### SECONDARY INVESTMENT AREA

- Expand stabilization efforts to this area following improvements in the primary investment area

### PRESERVE AND GROW

- Encourage new housing on vacant land and reinvestment in apartment complexes
- Ensure quality construction through the development of a design district

### PRESERVE AND ENHANCE

- Preserve neighborhood quality through expanded home maintenance efforts
- Improve the look and feel through maintenance and expansion of trees and landscaping
- Limit demolition in these areas unless as a last resort

### BUFFER AND PRESERVE VIABLE STRUCTURES

- Invest in green buffers between industrial and residential areas to shield neighborhoods
- Preserve viable structures to maintain affordability and use strategic demolition to remove blighted buildings

### LIMIT NEW HOUSING

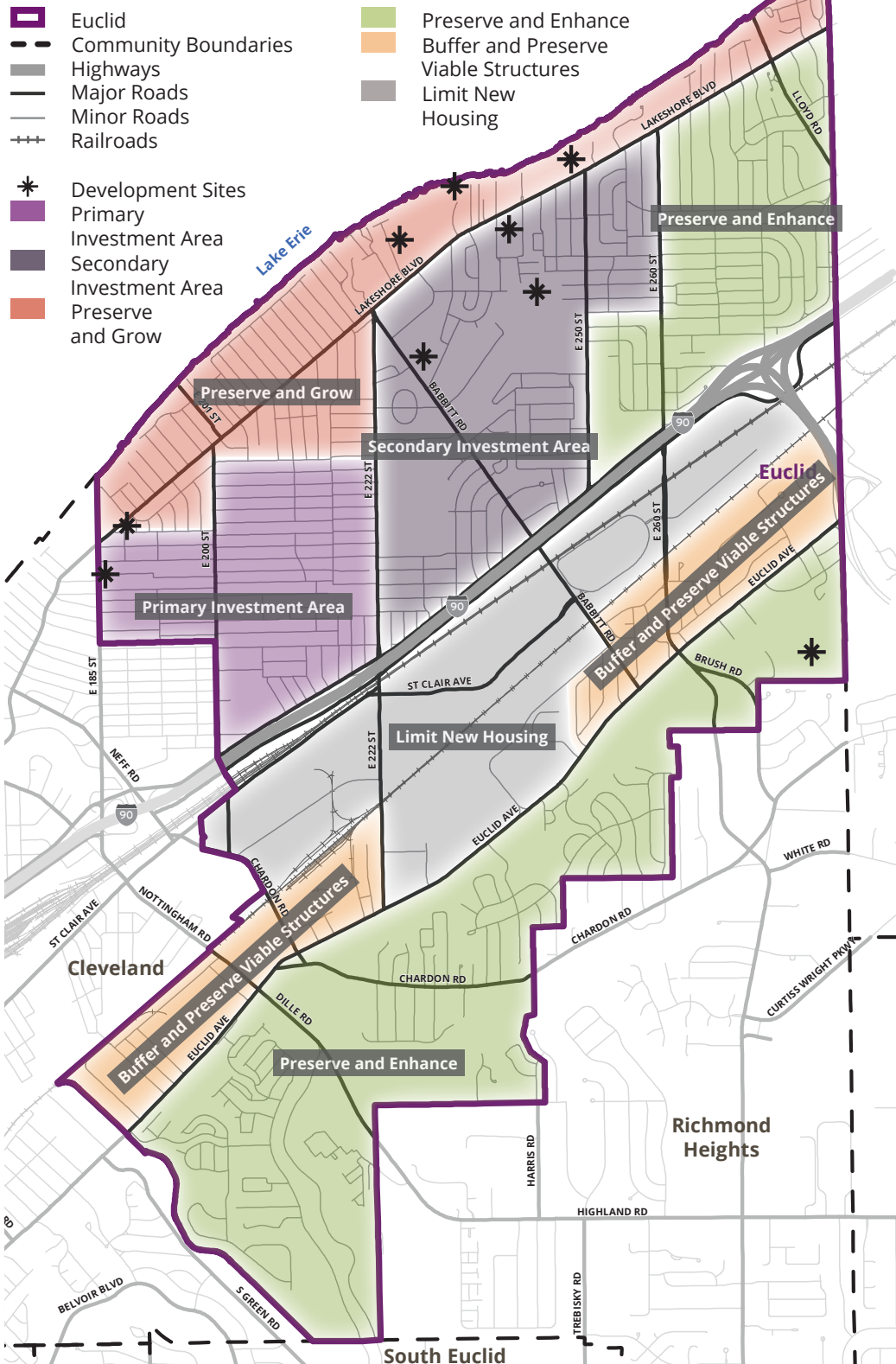
- Reserve and protect industrial areas of Euclid for manufacturing uses

### DEVELOPMENT SITES

Development Sites are sites that have the potential for expanded housing developments that can fulfill the need for high end homes or accessible housing.

## MAP 3 HOUSING STRATEGY

### LEGEND



DRAFT April 4, 2017

**GOAL 1:****ENFORCE THE REPAIR, MAINTENANCE, AND CODE COMPLIANCE OF EXISTING HOUSING AND NEIGHBORHOODS**

- 1: Develop an exterior housing maintenance and sidewalk inspection program and test it on streets in the Primary Focus Area as displayed in the map on page 19 **(Core)**
- 2: Refine the housing maintenance and sidewalk inspection program, and expand it to the whole community
- 3: Establish a design district in Lakefront neighborhoods to preserve architectural characteristics and enforce strong design in new construction or additions
- 4: Develop a landlord outreach program that identifies rental property owners, informs them of the requirements of running rentals in Euclid, and encourages renovations and upkeep through education about incentive programs

**GOAL 2:****INCREASE THE HOMEOWNERSHIP RATE TO STABILIZE HOUSING**

- 5: Host a Realtors tour of City neighborhoods to educate them about Euclid's neighborhoods, amenities, and homeownership opportunities
- 6: Develop a renter outreach program that showcases opportunities, incentives, and benefits of homeownership to convert renters into homeowners
- 7: Develop advertising materials to promote City-owned land to current residents and developers
- 8: Assemble Land Bank properties and proceed with a request for proposals from developers to construct new housing in the City
- 9: Work with non-profits to host homeownership classes in neighborhoods
- 10: Bundle the City's homeownership programs, tax incentives, and other financial tools into a single, branded program that is advertised to potential home owners

**GOAL 3:****PRIORITIZE VACANT, UNDERUTILIZED RESIDENTIAL PROPERTIES FOR REUSE**

- 11: Develop a series of pre-approved home designs for construction on vacant or Land Bank properties to ensure faster and more cost-effective construction of infill homes
- 12: Develop design guidelines and pre-approved design schemes for reusing vacant properties as side yard expansions or pocket parks
- 13: Reduce maintenance costs for vacant lots by pursuing 'No Mow' or 'Slow Grow' strategies for reuse of lots or by developing maintenance plans with neighborhood associations
- 14: Incentivize local block clubs or neighborhood groups to maintain pocket parks with rentable landscaping equipment or other programs as a way to promote civic engagement

**GOAL 4:****IMPLEMENT A HOUSING STRATEGY THAT PROMOTES DIVERSE HOUSING OPTIONS AND ALLOWS FOR AGING IN PLACE**

- 15:** Identify existing accessible housing, one-story homes, and homes with first-floor bathrooms and master bedrooms; and advertise the list to seniors seeking to age in place
- 16:** Partner with neighboring communities and the First Suburbs Consortium to develop renovation plans for standard home types that outline how to add a bathroom, kitchen, or first floor bath to an existing home

**GOAL 5:****STRATEGICALLY INVEST IN STRUGGLING NEIGHBORHOODS BY INVESTING IN HOUSING AND IN THE AMENITIES THAT PROVIDE A STRONG SENSE OF PLACE**

- 17:** Finance a Community Development Corporation that can carry out the neighborhood-level work necessary for the completion of the Master Plan **(Core)**
- 18:** Coordinate City departments, non-profits, and corporate partners in establishing a neighborhood improvement program that assesses neighborhoods and invests in multiple improvements in a targeted area in a short time frame  
*(investments could include infrastructure improvements like street repaving and light replacements, code enforcement initiatives, facilitation of neighborhood block watch programs, the construction of infill housing, and neighborhood engagement strategies) (Core)*
- 19:** Identify housing metrics and track them over time to assess housing changes

ADVERTISING HOMEOWNERSHIP OPPORTUNITIES

Advertising homeownership opportunities can include classes and information sessions on homeownership as well as open houses and signage showcasing homes for purchase



Source (clockwise from above): Flickr user HUD Denver Homeownership Center Program Support Division; Youngstown Neighborhood Development Corporation

NEIGHBORHOOD IMPROVEMENT PROGRAM

Targeted neighborhood improvement programs infuse numerous City services in a small area in a short time including community meetings, service improvements, and home renovation assistance



Source (clockwise from above): Flickr user Tim Newton-Syms; www.Columbus.gov; Flickr user USDA

## PRE-APPROVED INFILL HOUSING



By pre-approving infill housing designs that include a variety of styles and colors, developers will be able to more easily and quickly construct new housing that can be more affordable



Source (clockwise from above): Flickr user Michael Hicks; Flickr user Brett VA; Flickr user Michael Hicks



## VACANT LOT REUSE



The lot left when a home is demolished can be reused for a variety of purposes including community gardens, pocket parks, new housing units, or neighborhood gathering spaces



Source (all images): Ryan Mackin, Vacant to Vibrant program of the Cleveland Botanical Garden

# 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.

The Economic Development Strategy Map and descriptions below as well as the goals and actions on the following pages support this vision.

## ECONOMIC DEVELOPMENT STRATEGY MAP DESCRIPTIONS

### INDUSTRIAL CORE

- Focus attention on attracting manufacturing employment to this area while buffering nearby uses from any smells, sounds, or traffic
- Repurpose Euclid Square Mall and its surroundings as a manufacturing hub
- Allow small nodes of retail to provide services to employees
- Continue to promote the reclamation of land for redevelopment
- Improve the look of the industrial area from the highway

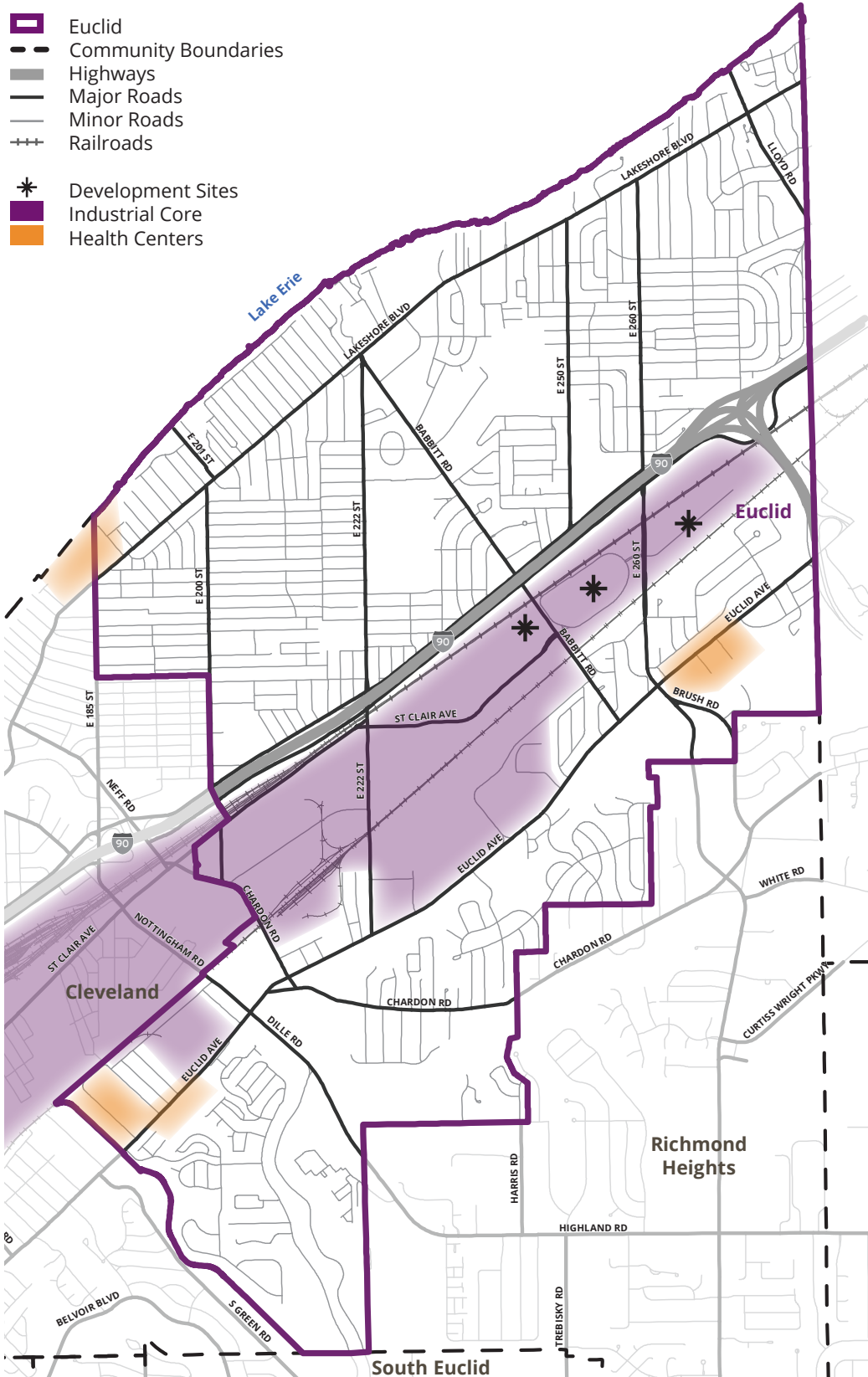
### HEALTH CENTERS

- Ensure health-care related uses continue to thrive in Euclid's health centers
- Provide for meaningful connections between health-related employment centers and nearby neighborhoods and business districts
- Provide high-quality signage and infrastructure to support these areas

### DEVELOPMENT SITES

Development Sites are sites that have the potential for large investments in new employment centers.

## MAP 4 ECONOMIC DEVELOPMENT STRATEGY



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**GOAL 1:****CONDUCT BUSINESS OUTREACH AND STREAMLINE ASSISTANCE FOR RETENTION, SUCCESSION, AND EXPANSION OF EXISTING BUSINESSES**

- 20:** Cross-train City employees on economic development incentives and initiatives to ensure they are able to communicate them to potential businesses
- 21:** Identify businesses at risk for succession issues and match them with resources
- 22:** Increase the touch points between the City and small businesses to identify issues that are hindering expansion of businesses
- 23:** Work with qualified economic development professionals to develop a job creation or tax incentive program aimed at growing employment in the City's core employment areas
- 24:** Develop economic metrics and track them to understand changes in the business environment
- 25:** Develop marketing materials for targeted industries

**GOAL 2:****PARTNER WITH CLEVELAND CLINIC EUCLID HOSPITAL, UNIVERSITY HOSPITALS, HOSPICE OF THE WESTERN RESERVE, AND OTHER MEDICAL FACILITIES TO GROW EUCLID'S HEALTH INDUSTRY AND SUPPORTING BUSINESSES**

- 26:** Work with health institutions and the City of Cleveland to develop consistent branding and development standards for medical areas, especially the area around the Cleveland Clinic and University Hospitals medical campus **(Core)**
- 27:** Identify needed supporting businesses for medical areas and work to attract them

**GOAL 3:****STRENGTHEN AND CONNECT THE MANUFACTURING SECTOR THROUGH INDUSTRY-SUPPORTING INFILL DEVELOPMENT, AS WELL AS MARKETING AND BRANDING THE MANUFACTURING ALONG THE I – 90 CORRIDOR**

- 28:** Work with the City of Cleveland, Lake County communities, and anchor manufacturers to develop a branding and physical improvements campaign for the I-90 manufacturing corridor **(Core)**
- 29:** Continue to prepare development-ready sites and market them to potential manufacturers
- 30:** Develop an incubator for industrial or maker uses
- 31:** Identify the suppliers for Euclid's major industries and target them for co-location in Euclid

**GOAL 4:****SUPPORT SMALL BUSINESSES, ENTREPRENEURS, AND START-UPS AS A WAY TO GROW JOBS AND SUPPORT LIVELIHOODS**

- 32:** Work with the Euclid Public Library and the Euclid Chamber of Commerce to develop a small business resource center that connects entrepreneurs to resources, assists in the development of business plans, provides information, and builds connections with other start-up businesses
- 33:** Build a pipeline of potential small businesses by hosting pop-up retail events, identifying small retailers, and connecting them with available spaces
- 34:** Work with qualified economic development professionals to review the Shore Cultural Centre for conversion to a more general incubator space, co-working space, or live-work space
- 35:** Consider physical improvements and nonprofit management of Shore Cultural Centre as part of any conversion to a profitable venture as a result of an economic analysis

**GOAL 5:****REPURPOSE EUCLID SQUARE MALL**

- 36:** Rezone Euclid Square Mall to an industrial zoning category that allows nodes of retail along East 260<sup>th</sup> **(Core)**

**GOAL 6:****ATTRACT NEW INVESTMENT THROUGH BUSINESS-SUPPORTING INFRASTRUCTURE**

- 37:** Partner with neighboring communities to invest in broadband internet to support manufacturing **(Core)**
- 38:** Partner with regional colleges and training institutes to build a stronger presence in Euclid
- 39:** Undertake a review of all municipal buildings and develop a long-term plan to ensure ongoing energy and operational efficiency of government-owned facilities
- 40:** Seek minimum LEED certification as part of any municipal building renovations or construction



MEDICAL CAMPUS

Combining various medical and institutional assets can create an economic anchor, much like St. Louis' Cortex District combines transit, medical institutions, incubators, and green space to spur new employment



Source (all images): Flickr user Paul Sableman

MANUFACTURING CORRIDOR

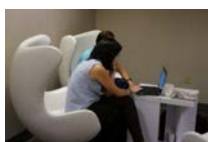
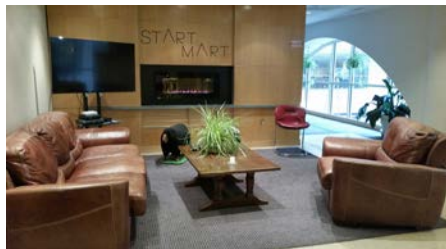
The industrial area running through Euclid is a major regional employment center that could be marketed, zoned, and jointly developed. Denver South's economic development initiative is an example of a multi-jurisdictional effort to build an economic center



Source (clockwise from top left): Denver South Economic Development Partnership; Denver South Economic Development Partnership; Flickr user Jitze Couperus

## CO-WORKING SPACES

Co-working spaces like StartMart in Downtown Cleveland provide small work spaces, utilities, and professional amenities for entrepreneurs and small businesses



Source (all images): StartMart

## GROWING SMALL BUSINESSES

Small business growth can be supported through events that encourage small businesses to test products as they move from home-based enterprises to brick-and-mortar stores



Source (clockwise from top left): Cleveland Bazaar; Flickr user La Citta Vita; Cleveland Bazaar

# 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.

The Vibrant Community Strategy Map and descriptions below as well as the goals and actions on the following pages support this vision.

## VIBRANT COMMUNITY STRATEGY MAP DESCRIPTIONS

### COMMERCIAL FOCUS AREA

- Focus infrastructure investments, retail recruitment, and beautification efforts to these commercial districts

### REINVESTMENT PARKS AND GREENWAYS

- Reinvest in these parks as anchors for the surrounding neighborhoods
- Complete the proposed Waterfront Improvements along the Lake

### NEW PARKS AND GREENWAYS

- Invest in new green spaces along Euclid Avenue and at proposed Waterfront Parks
- Plan for extensions to Waterfront Greenways east and west from proposed greenways and around the Euclid Hospital site

### CIVIC CORE

- Concentrate civic amenities and public buildings in the Civic Core



**GOAL 7:**

PROMOTE DOWNTOWN AS THE VIBRANT, MIXED-USE HUB OF CULTURE AND RETAIL FOR THE ENTIRE CITY

- 41: Develop a Downtown Euclid brand and market it with a website, social media presence, and physical improvements **(Core)**
- 42: Develop a Downtown Euclid Special Improvement District to fund clean and safe initiatives as well as strategic priorities **(Core)**
- 43: Work with current or future owners of Downtown properties to develop Downtown Euclid in line with the principles from the Master Plan

**GOAL 8:**

ENHANCE NEIGHBORHOOD CENTERS THROUGH RETAIL, RESTAURANTS, AND ACTIVITIES THAT ATTRACT INVESTMENT

- 44: Develop Special Improvement Districts in targeted neighborhood centers that work in collaboration and potentially share staff with the proposed Downtown Special Improvement District
- 45: Begin collecting information in Special Improvement Districts including vacancy rates, available spaces, and Zip Codes of customers for advertising campaigns to potential investors and retailers
- 46: Work with current or future property owners to develop neighborhood centers in line with the principles from the Master Plan

**GOAL 9:**

USE EVENTS AND ART TO ENLIVEN AND ENHANCE DOWNTOWN AND NEIGHBORHOOD CENTERS

- 47: Begin hosting more frequent Downtown Euclid events—such as a monthly gallery opening at Shore Cultural Centre or pop-up art galleries—that highlight the area's unique art, retail, and restaurant opportunities **(Core)**
- 48: Develop signature events for the East 222<sup>nd</sup> and East 185<sup>th</sup> Street commercial districts

**GOAL 10:**

IMPLEMENT THE WATERFRONT IMPROVEMENT PLAN AND INCREASE LAKEFRONT ACCESS AND EVENT SPACE IN ORDER TO STRENGTHEN THE LAKEFRONT AS EUCLID'S RECREATIONAL HUB

- 49: Construct the improvements to the waterfront outlined in previous plans **(Core)**
- 50: Begin planning for extensions to the waterfront, especially to connect Sims Park to the Senior Center **(Core)**
- 51: Apply for grant funding to program the waterfront
- 52: Identify and approach neighborhood and non-profit groups about holding events along the waterfront
- 53: Strengthen the physical connections between the Lakefront Parks and Downtown Euclid **(Core)**
- 54: Make the improvements necessary to allow swimming at Sims Park **(Core)**

- 55: Partner with the City of Cleveland, Hospice of the Western Reserve, and Euclid Hospital to develop a plan for improving and opening access to Lake Erie in the area of the Health Campus **(Core)**

#### **GOAL 11:**

##### **SUPPORT CLEVELAND METROPARKS' INITIATIVE TO IMPLEMENT THE EUCLID CREEK RESERVATION MASTER PLAN**

- 56: To highlight Euclid and Metroparks, add decorative lighting and signage to Highland Avenue bridges when reconstructed
- 57: Consider improvements along Glenridge Road such as trails, signage, lighting and overlooks that can provide safe connections and highlight neighborhood proximity to the Metroparks

#### **GOAL 12:**

##### **ENHANCE EXISTING NEIGHBORHOOD PARKS WITH ADDITIONAL PROGRAMS AND AMENITIES—ESPECIALLY FOR THE CITY'S YOUTH—including AN INDOOR COMMUNITY RECREATION CENTER**

- 58: Reuse the Central Middle School site for parkland that is adequately shielded from nearby railroad tracks and as a right of way for a trail to connect Euclid Creek Reservation to Lake Erie
- 59: Develop a recreation board between the School District, Euclid YMCA, and the City's recreation department to coordinate a complete slate of youth activities
- 60: Consider an indoor community recreation center—potentially as part of the Euclid High School redevelopment and potentially in coordination with South Euclid and Richmond Heights
- 61: To ensure safety of playgrounds, consider visibility from the street and access to facilities when constructing new sites
- 62: Develop a Parks Master Plan that considers specific design improvements at smaller, neighborhood parks as well as at Memorial Park

#### **GOAL 13:**

##### **CONCENTRATE AND PROMOTE THE MUNICIPAL AND CULTURAL AMENITIES IN THE CIVIC CORE**

- 63: Continue to locate public buildings in the Civic Core
- 64: Develop a "Spend the Day in Euclid" campaign and associated materials to promote local tourism and awareness of the amenities in and near the Civic Core
- 65: Train employees and volunteers at cultural institutions to cross-promote Euclid's institutions and nearby business districts

## BUSINESS DISTRICT BRANDING



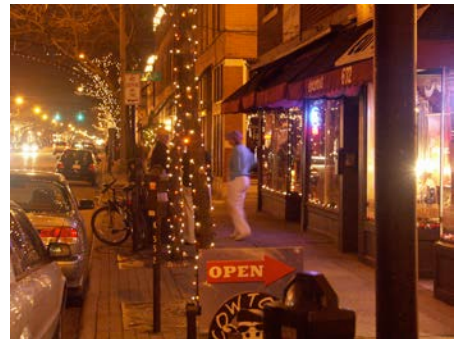
Business district branding can take the form of physical improvements like gateways and signage with consistent marketing materials



Source (clockwise from top left): Flickr user Scott Teresi; Flickr user tlarrow; [www.ShortNorth.org](http://www.ShortNorth.org); Flickr user Bob Hall

## SIGNATURE EVENTS

A signature event or event series can provide a consistent reason for people to visit an area or explore a neighborhood. The Short North Gallery Hop brings thousands of visitors to explore the Columbus neighborhood and experience its restaurants and galleries



Source (clockwise from top, center): Flickr user Bob Hall; Flickr user Scott Teresi; Flickr user Peyton Chung; Flickr user Bob Hall; Flickr user Eric Fredericks;

## LAKEFRONT ACCESS AND CONNECTIONS

Euclid's Waterfront Improvement Plan will dramatically improve the City's Lake Erie access. Additional extensions of the Lakefront paths as well as Lake-oriented development will further improve the vibrancy of the Lakefront



Source (from above): Flickr user ddasedEn; OneLakewood; Flickr user La Citta Vita; Flickr user La Citta Vita



## SPECIAL IMPROVEMENT DISTRICTS



Special Improvement Districts can provide funding for a variety of initiatives including Clean & Safe programs or streetscape beautification efforts



Source (from left): Downtown Cleveland Alliance; Gordon Square Arts District

## TOURISM CAMPAIGNS



Tourism campaigns can include matching graphics outlining performances and shows to attract visitors for a variety of events

Source (all images): North Coast Harbor

# CONNECT

The vision for transportation is to connect Euclid internally and with the rest of the region. With a variety of existing options to access parks, amenities, and institutions, Euclid should improve these existing modes and create new, multi-modal opportunities.

The Streets Strategy Map, Trails Strategy Map as well as the goals and actions on the following pages support this vision.

## STREETS STRATEGY MAP DESCRIPTIONS

### NEW ROADS



*Public Domain*

New roads are proposed to improve connections and spur economic activity.

### STREETSCAPES



*Flickr user: La Citta Vita*

Proposed streetscape improvements include wider sidewalks, trails, decorative lighting, trees, and landscaping.

### TRANSIT IMPROVEMENTS AND HUBS



*www.PedBikeImages.org, Dan Burden*

The routes and hubs identified should be targeted for improvements that include improved service and additional amenities.

### GATEWAYS



*Flickr user: Michigan Municipal League*

Gateways should include lighting, signage, landscaping, or other improvements to identify City and business district entries.



The Trails Strategy map outlines the potential locations and types of bicycling facilities that could be implemented to better connect Euclid neighborhoods with Downtown, neighborhood centers, and Lake Erie. The trails map also identifies a potential water trail that could accommodate boats and watercraft traveling the length of the Lake shore. The images and descriptions below correspond to the trails shown on the map.

### OFF-ROAD TRAILS



*Flickr user: Eric Fischer*

Off-road trails are physically separated from traffic by plantings, decorative pavement, or are at a higher grade. They constitute the spine of a bicycle system and are safe for most riders.

### SHARROWS



*www.PedBikeImages.org, Lyubov Zuyeva*

Sharrows are markings painted in a traffic lane to indicate that bicycles are also allowed on-road mixing with regular traffic.

### CYCLE TRACKS



*www.PedBikeImages.org, Julia Diana*

Cycle tracks are similar to trails because they are physically separate from traffic but are located on-road.

### WATER TRAIL



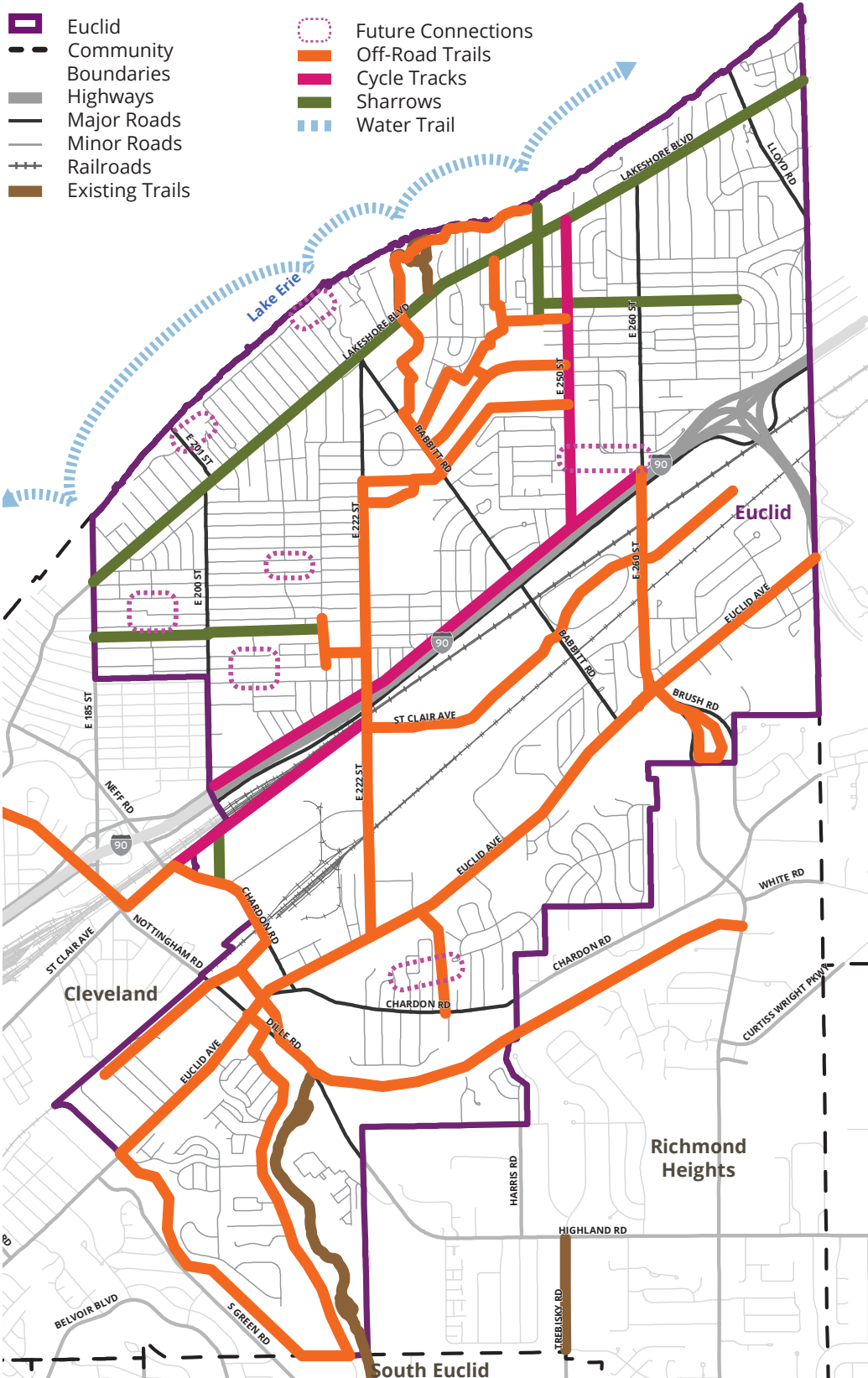
*Flickr user: Sangre-La.com*

Water trails connect parks in Euclid and the region by providing docks for boaters to move between lakefront parks.

### FUTURE CONNECTIONS

The map at right also displays potential areas for future connections. These are areas where the City's grid pattern of streets was broken. Should properties become vacant, the City should consider purchasing them to improve neighborhood connections.

# MAP 7 TRAILS STRATEGY



DRAFT April 4, 2017

**GOAL 14:**

IMPROVE ACCESS TO THE LAKEFRONT VIA PATHS AND CONNECTIONS THAT LINK ALL EUCLID NEIGHBORHOODS TO THIS AMENITY

- 66:** Add crosswalks and HAWK signals along Lake Shore Boulevard to improve the pedestrian crossing experience
- 67:** Continuously seek access or connections across privately owned properties to provide continuous connections between Euclid Hospital and Euclid Park **(Core)**
- 68:** Construct a trail that connects Euclid Creek Reservation to Downtown Euclid and Sims Park **(Core)**
- 69:** Work with the Ohio Department of Natural Resources to add signage and amenities to existing parks to develop a water trail that allows boaters, kayakers, and other watercraft to move between Euclid's waterfront parks and to waterfront amenities in other communities

**GOAL 15:**

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

- 70:** Adopt a Complete and Green Streets Policy that requires consideration of pedestrians, bicyclists, transit, and vehicles as well as stormwater management when designing new or reconstructed streets
- 71:** Apply for funding from NOACA to develop detailed engineering and construction of the bike paths shown on the map on page 39 **(Core)**

**GOAL 16:**

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

- 72:** Work with NOACA to acquire right-of-way and funding to implement the Downtown Euclid TLCI Plan, East 185<sup>th</sup> TLCI Plan, and Euclid Avenue Recreationway **(Core)**

**GOAL 17:**

PARTNER WITH RTA TO IMPROVE TRANSIT CONNECTIONS AND HUBS TO MOVE PEOPLE THROUGHOUT THE REGION QUICKLY, SAFELY, AND COMFORTABLY

- 73:** Work with GCRTA to build enhanced infrastructure—including better lighting, real-time arrival signage, trash cans, benches, and other amenities—at the system's hubs shown on the map on page 37 **(Core)**
- 74:** Work with GCRTA to review Lake Shore Boulevard for potential bus stop removals to ensure faster travel, increase the potential for improved bus stops, and link to new crosswalks along Lake Shore
- 75:** Actively support the extension of the HealthLine into Euclid as an economic development strategy

**GOAL 18:**

ENHANCE THE PHYSICAL IMAGE OF THE CITY—ESPECIALLY AT GATEWAYS AND UNDERPASSES—THROUGH WAYFINDING, MARKETING, AND STREETScape IMPROVEMENTS

- 76:** Enhance gateways into the community and into business districts through signage, landscaping, and lighting
- 77:** Enhance the City's underpasses to make them more attractive, safer, and more welcoming **(Core)**
- 78:** Work with non-profits and garden centers to hold front yard landscaping and green infrastructure classes, with a special focus on educating property owners on Lake Shore Boulevard and other major thoroughfares

## HAWK SIGNALS



HAWK signals allow pedestrians to request a red light to safely cross the street



Source (all images): PedBikeImages.org, Sree Gajula

## HIGH-QUALITY TRAILS

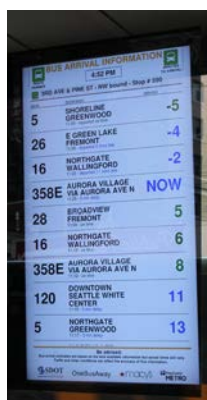
High-quality trail connections like the Indianapolis Cultural Trail make bicycling safer and more comfortable through separated trails, signage, safe crossings, lighting, and landscaping



Source (clockwise from top left): Flickr user Eric Fischer; Flickr user Tavran; Flickr user Jun Wang

## TRANSIT ENHANCEMENTS

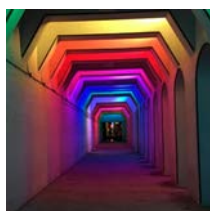
Transit enhancements such as unique transit shelters, benches, branded routes, lighting, and real time signage can make riding easier, more comfortable, and can spur transit-oriented development



Source (all images):  
Flickr user Shannon McGee

## GATEWAYS AND UNDERPASSES

Lighting, artwork, and signage along highway underpasses can transform otherwise dark spaces into inviting community entrances



Source (all images): Flickr user Shannon McGee

# ENGAGE

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

The goals and actions below support this vision.

## GOAL 19:

PROMOTE COMMUNITY ENGAGEMENT THAT BRINGS TOGETHER ALL AGES AND DIVERSE COMMUNITIES IN EUCLID

- 79: Begin a new resident outreach program that provides a packet with information about involvement and community engagement opportunities to recent transplants
- 80: Continue to improve the fair housing environment in Euclid by expanding partnerships with the Heights Community Congress and the Housing Center
- 81: Expand the role of fair housing partners to include actively fostering positive community relations related to diversity and community cohesion

## GOAL 20:

BUILD A POSITIVE SELF-IMAGE FOR THE CITY AMONG RESIDENTS, BUSINESSES, AND STAKEHOLDERS, AND PROMOTE THAT IMAGE TO THE REGION

- 82: Contract with a branding firm to develop a cohesive City brand that incorporates physical elements such as a City flag, gateway features, or public art pieces
- 83: Continue to fund smaller neighborhood beautification efforts

## GOAL 21:

EMPOWER THE DISTINCT NEIGHBORHOOD ASSOCIATIONS TO ADDRESS THE ISSUES THAT ARE SPECIFIC TO THEM

- 84: Map neighborhood groups and block clubs, and post contact information on the City's website to make engagement and involvement easier

## GOAL 22:

ENHANCE THE COMMUNICATION NETWORK THAT ALLOWS RESIDENTS TO ACCESS INFORMATION ABOUT THEIR COMMUNITY, EVENTS, AND NEIGHBORHOOD

- 85: Update the City's website in line with a comprehensive branding campaign to ensure the site includes up-to-date information and attractive design
- 86: Undertake an annual outreach effort using all available methods to bring new residents or unengaged residents into the City's communication platform

## WELCOME PACKET

Welcome packets can provide contact information to new residents and foster immediate engagement between new residents and the larger community



Source (from left): [www.firestoneco.gov](http://www.firestoneco.gov); [www.deltami.gov](http://www.deltami.gov)

## CITY BRANDING

THE CITY OF  
**COLUMBUS**

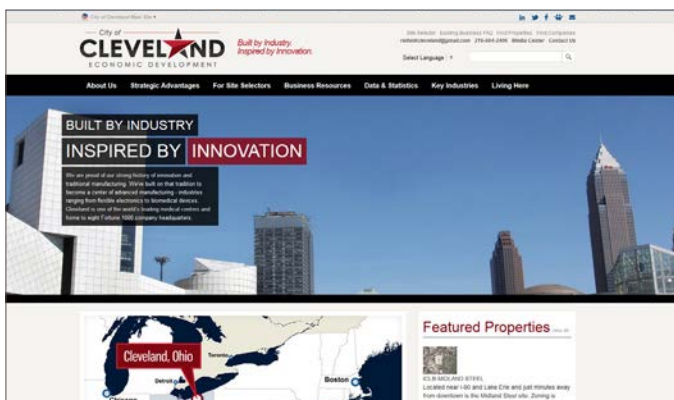
The City of Columbus' logo incorporates a star and pulls out the "US" in the City's name. It is used in City departments, on City vehicles, and in the logos of partner organizations



Source (all images): Flickr user Shannon McGee

## CITY WEBSITE

Municipal websites are often the first place potential residents or businesses interact with the government. Municipal websites can be attractive, modern, and well-designed to get people the information they need quickly



Source (from left): [www.LouisvilleKY.gov](http://www.LouisvilleKY.gov); [www.RethinkCleveland.org](http://www.RethinkCleveland.org)

# 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.

The Vibrant Community Strategy Map and descriptions below as well as the goals and actions on the following pages support this vision.

## PRESERVATION STRATEGY MAP DESCRIPTIONS

### GREEN STREETS DESCRIPTIONS

- Invest in green improvements along these streets, whether as part of a complete rebuild or with incremental improvements
- Focus on the addition of street trees and green infrastructure that can improve the pedestrian experience

### PRESERVED AREAS DESCRIPTIONS

- Ensure that these green spaces remain protected and consider passive park improvements such as walking trails

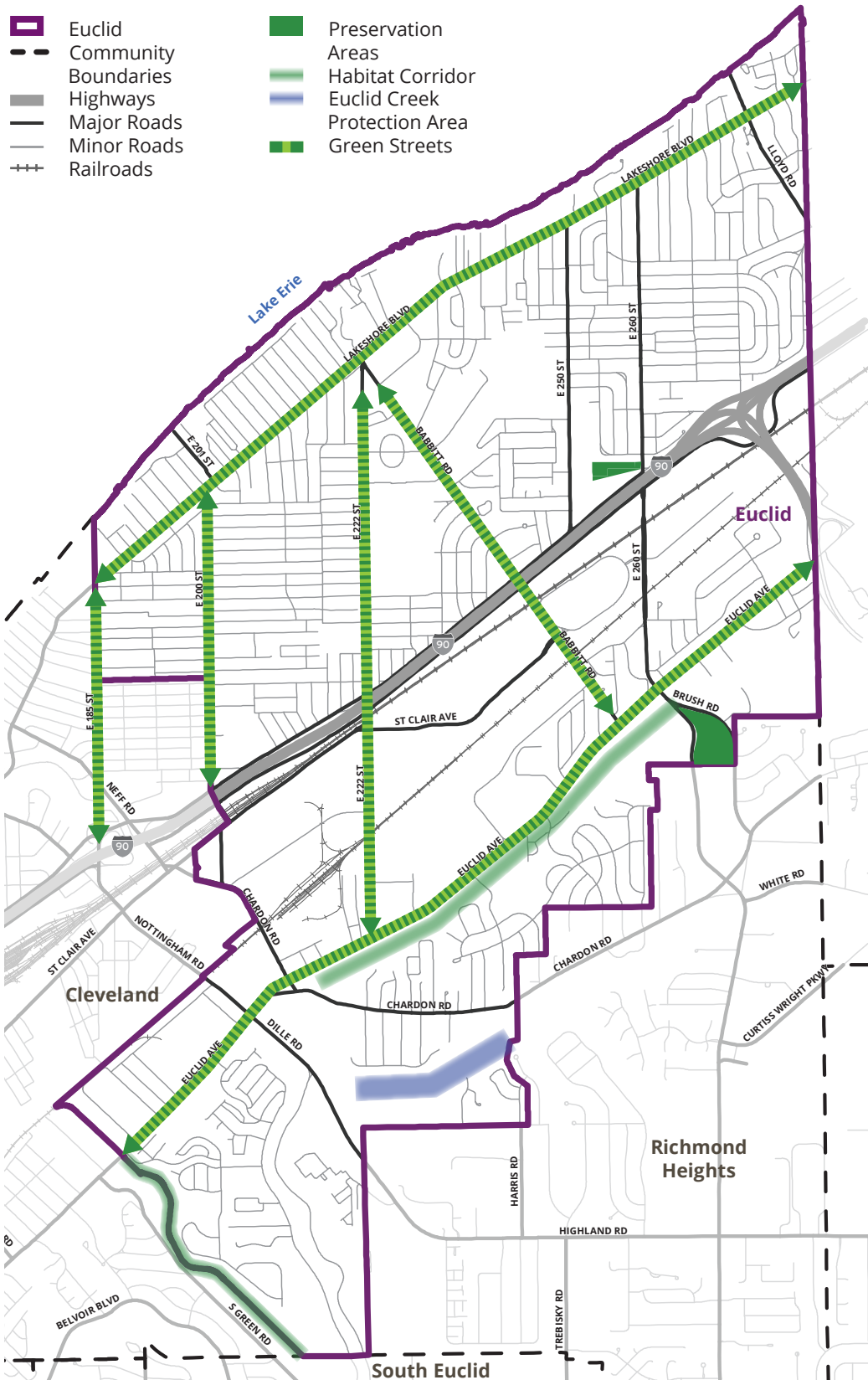
### HABITAT CORRIDOR DESCRIPTION

- Focus on maintaining the green habitat corridor by purchasing land or easements

### EUCLID CREEK PROTECTED AREA SETBACKS DESCRIPTION

- Protect this area of Euclid Creek with regulations that limit new development near the Creek

## MAP 8 PRESERVATION STRATEGY



DRAFT April 4, 2017

**GOAL 23:**

RESTORE, PRESERVE, AND ENHANCE ENVIRONMENTALLY SENSITIVE FEATURES THROUGHOUT THE CITY—including STEEP SLOPES, WETLANDS, WATERWAYS, AND THE WATERFRONT

- 87: Work with the developers of Providence Park to ensure publicly accessible greenspace is included in any development there
- 88: Purchase land or easements along the East Branch of the Euclid Creek to protect the waterway and provide trail access to Richmond Heights
- 89: Purchase land or easements along the Portage Escarpment's vacant steep slopes to preserve them in perpetuity, thereby protecting the biohabitat corridor
- 90: Continue to work with Lakefront property owners—including beach clubs—to assist in rehabilitating break walls in exchange for public access **(Core)**

**GOAL 24:**

USE GREEN INFRASTRUCTURE TO SLOW AND STORE STORMWATER

- 91: Incorporate green infrastructure in existing parks and open spaces when reconstructed
- 92: Review the City's Zoning Code to ensure green features such as rain barrels are permitted in appropriate places
- 93: Expand the number of trees in neighborhoods and along roads to capture stormwater, increase property values, and lower highways noise
- 94: Preserve the existing deep setbacks of manufacturing buildings along Euclid Avenue and work with property owners to incorporate green infrastructure features **(Core)**

**GOAL 25:**

INCORPORATE GREEN SPACES IN NEIGHBORHOODS

- 95: Review City-owned land for consideration as community-managed pocket parks, especially in neighborhoods with limited green space and parcels at major corners
- 96: Use the City-owned land off East 260<sup>th</sup> at Benton Avenue as passive recreation space

**GOAL 26:**

PROMOTE ALTERNATIVE ENERGY SOURCES AND CONTINUE TO BE CUYAHOGA COUNTY'S PREMIER CITY IN THE DEVELOPMENT AND ADVOCACY OF WIND POWER TECHNOLOGY

- 97: Continue proactive outreach to wind turbine manufacturers to encourage location in Euclid **(Core)**
- 98: Develop a specific wind turbine manufacturing incentive program
- 99: Partner with local universities such as Case Western Reserve University's Wind Energy Research and Commercialization Center to test wind products in Euclid and build a local knowledge base for the industry

## COMPLETE AND GREEN STREETS

Complete and Green Streets incorporate transportation for all modes as well as green features like trees, stormwater management systems, and LED lighting



Source (clockwise from top left): Wikipedia.com; www.PedBikeImages.org, Andy Hamilton; www.PedBikeImages.org, Laura Sandt; Flickr user LADOT Bike Blog; Flickr user Elvert Barnes

## GREEN INFRASTRUCTURE

Green Infrastructure includes bioswales and rain gardens that collect and treat stormwater with native plants or slow its flow into the sewer system



Source (clockwise from top left): Flickr user Chris Hamby; Flickr user Center for Neighborhood Progress; Flickr user Aaron Volkening; Flickr user Philadelphia Water Dept



## County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE