

CITY OF EUCLID MASTER PLAN

PUBLIC MEETING #2
POLICIES

County Planning Team

- **James Sonnhalter**,
Manager, Planning Services
- **Patrick Hewitt**, Senior Planner
- **Alison Ball**, Planner
- **Kayla Kellar**, Planning Intern
- **Olivia Helander**, Planning Intern

- Review of a Master Plan
- Public Meeting Results
- Citywide Goals & Actions
- Core Strategy Areas
- Gathering Feedback
- What's Next
- Question & Answer

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REVIEW OF 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

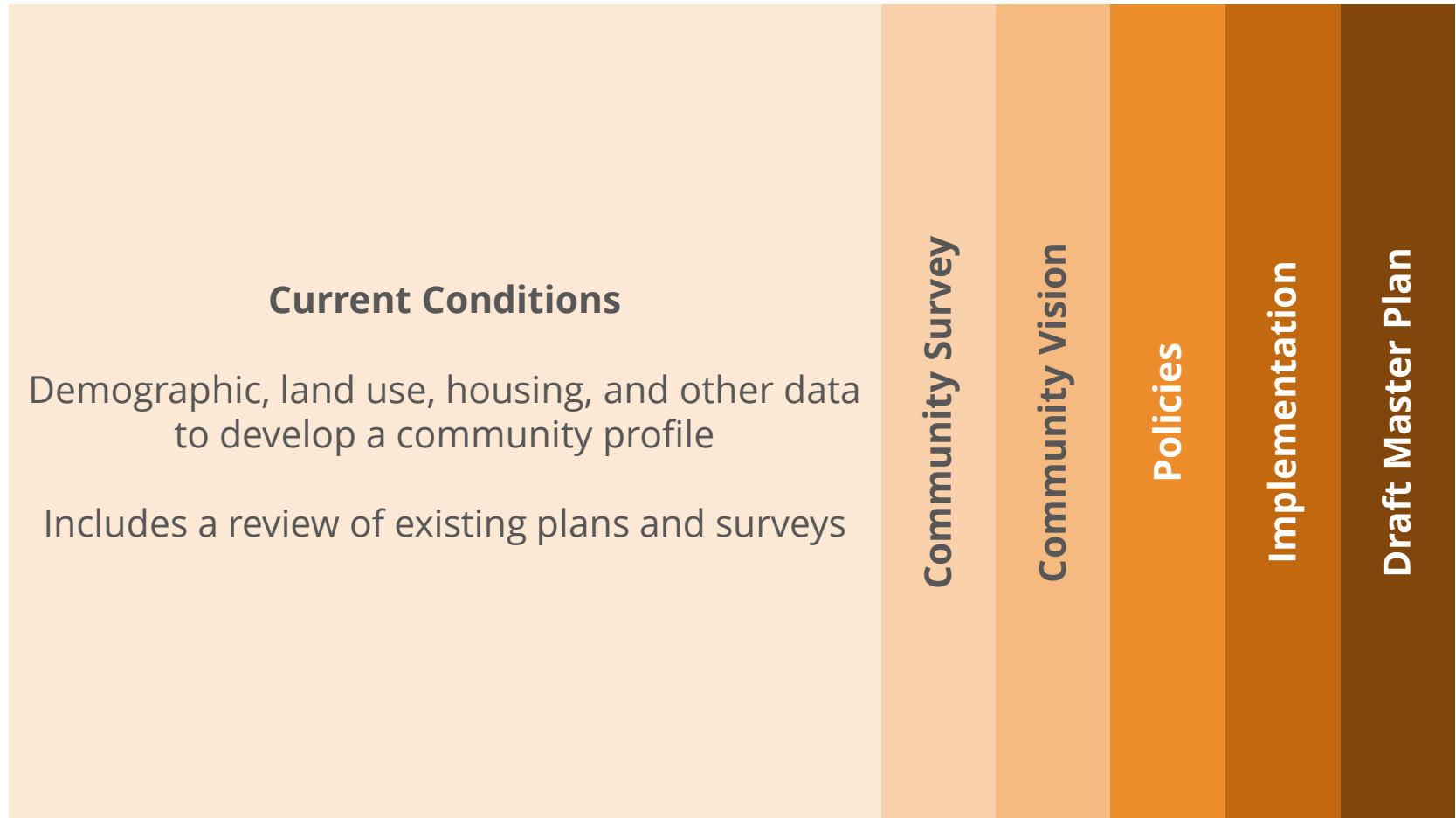
Why plan?

- 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

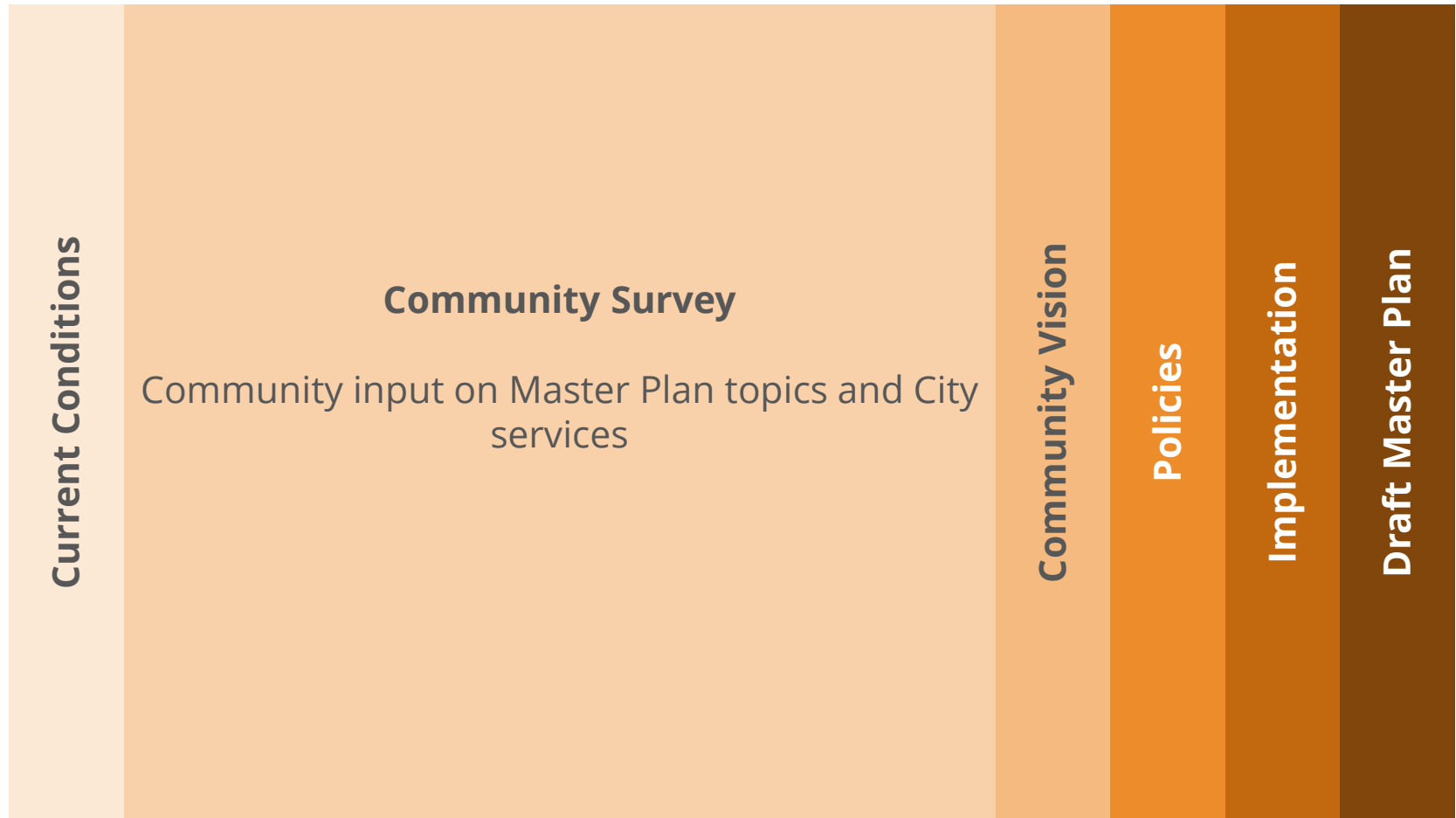
How does it get implemented?

- **Responsible parties assigned** to each action
- Assists in **aligning funding streams** and developing grant applications
- **Updated** as circumstances and priorities change

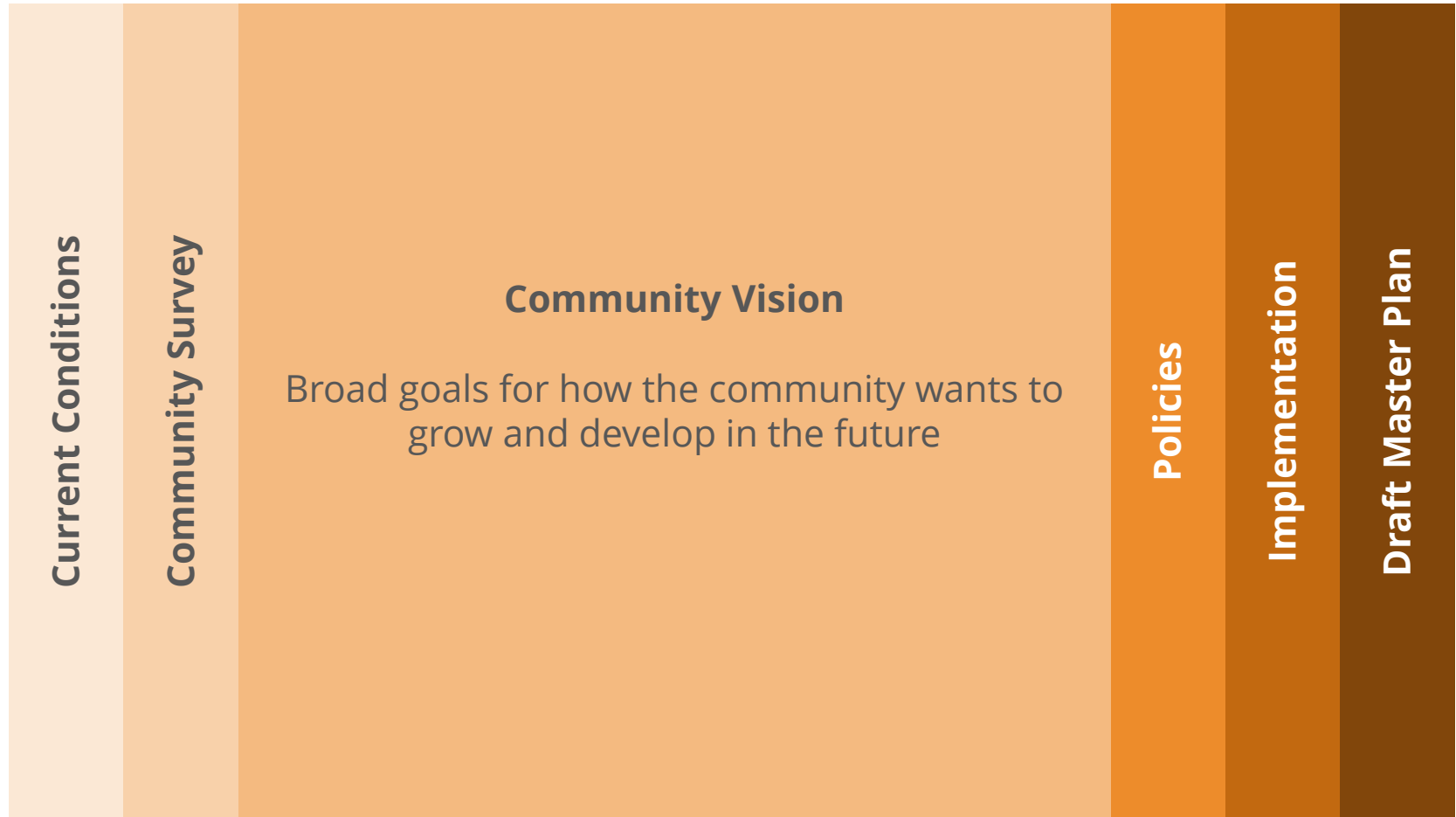
The Euclid Master Plan: Six Steps



The Euclid Master Plan: Six Steps



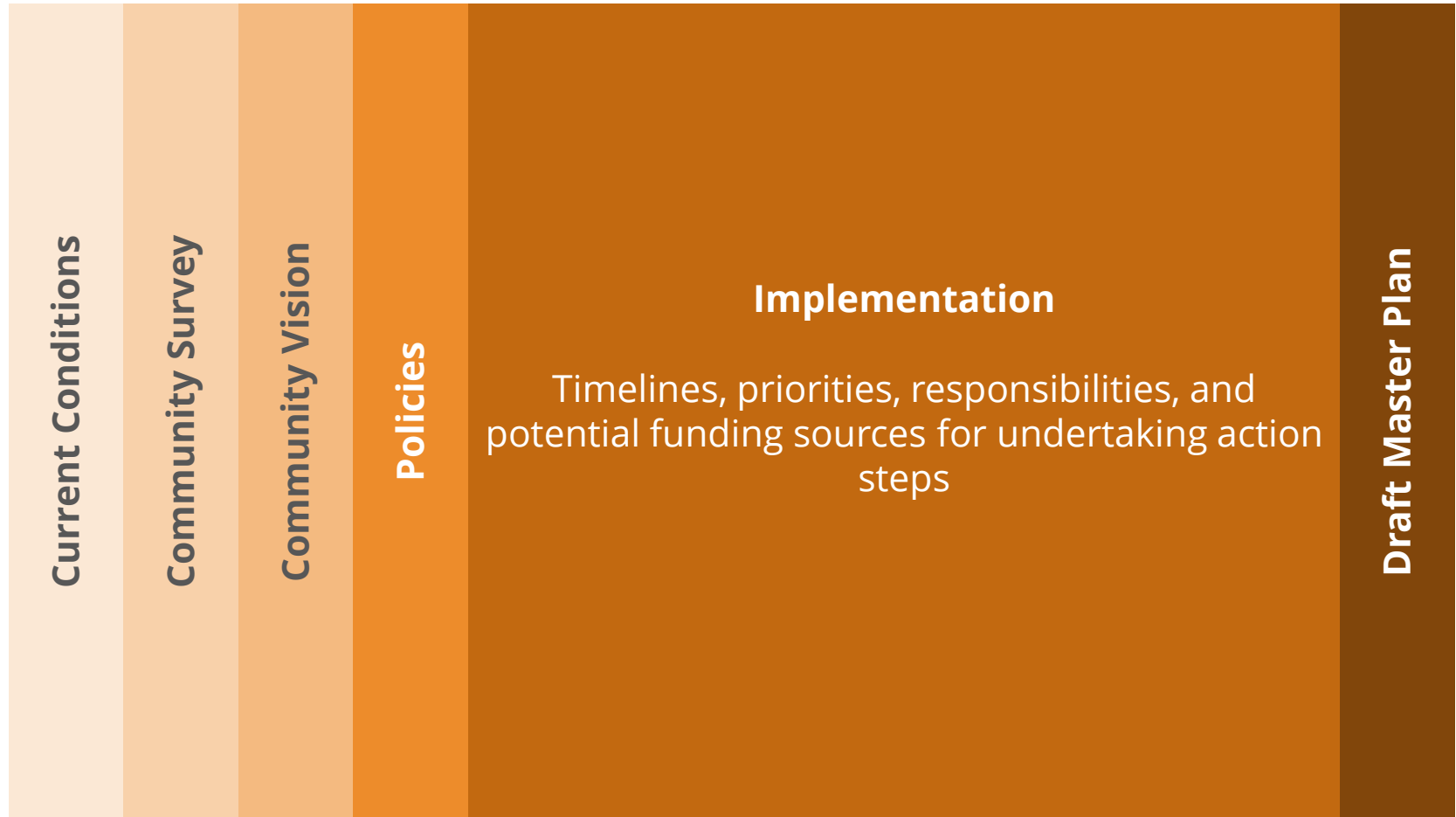
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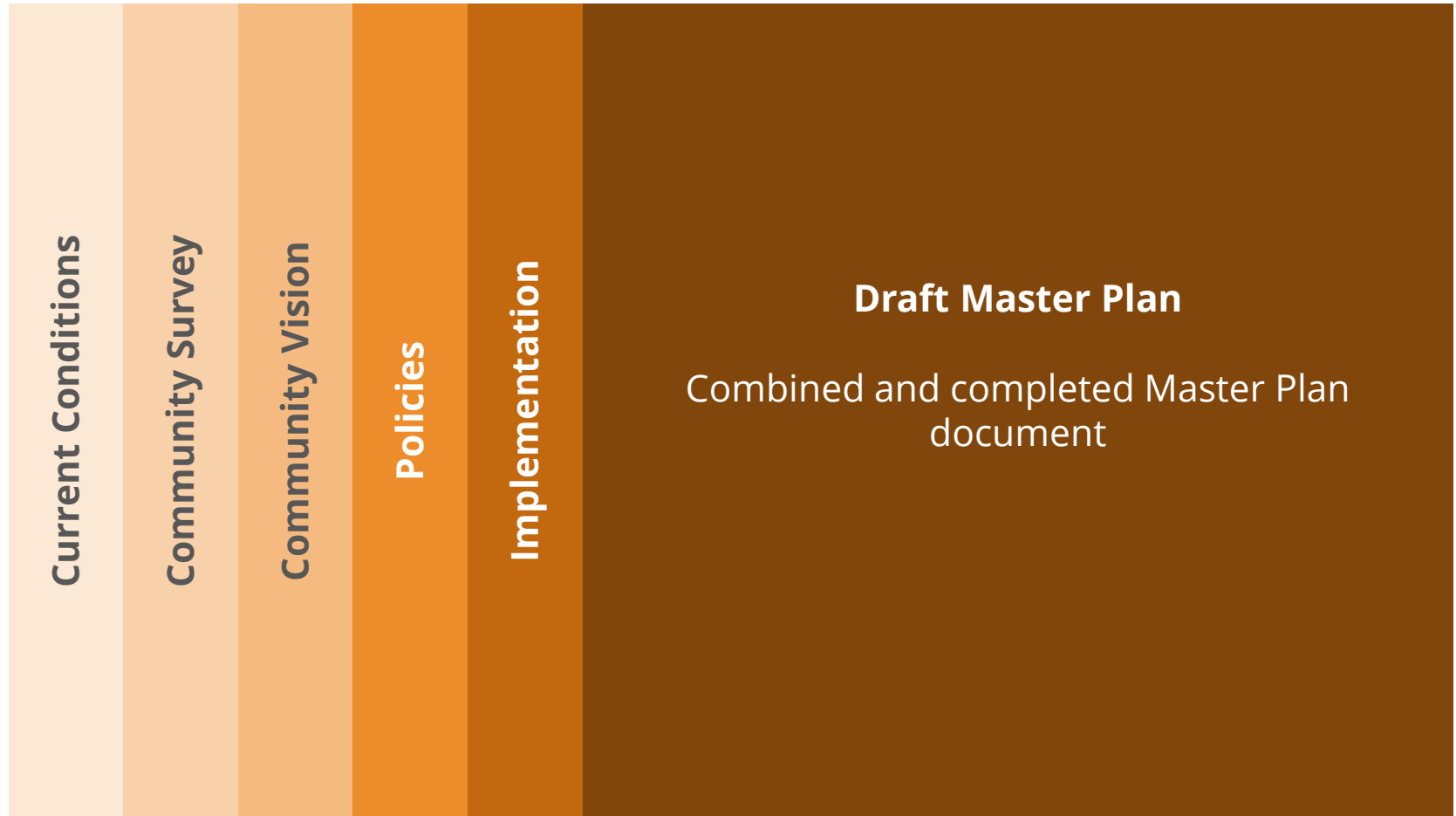
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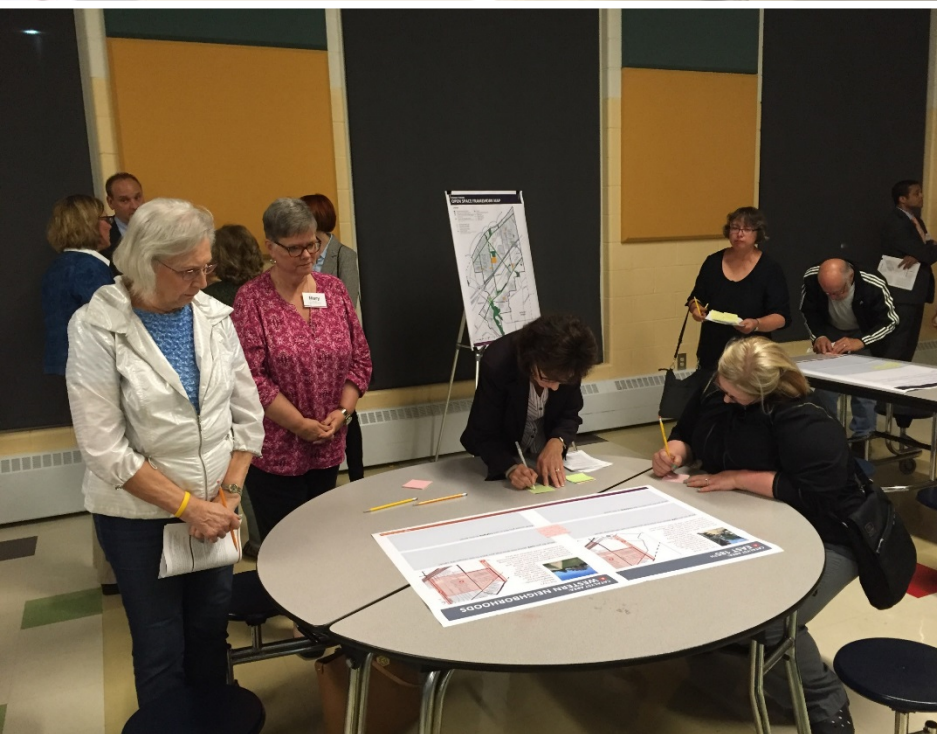
PUBLIC MEETING RESULTS

ATTENDANCE

- More than 45 meeting attendees

ONLINE SURVEY

- 48 Completed Surveys
- Estimated more than 800 individual comments



VISION THEMES & CATALYST AREAS

VISION THEMES

RECURRING THEMES

Stay

- Home maintenance, homeownership, and vacant property reuse were popular topics

Prosper

- Euclid Square Mall and business outreach & assistance were important
- The Cuyahoga County Airport goal was unpopular and folded into another goal
- Special focus on small businesses

VISION THEMES

RECURRING THEMES

Play

- Enhancing neighborhood parks, improving the Lakefront, and bolstering Downtown were the most popular
- Desire for additional events, especially in business districts and supporting the City's youth

Connect

- Especially interested in Lakefront connections and general trails
- Improvements to transit were the most common and repeated addition

VISION THEMES

RECURRING THEMES

Engage

- Desire for enhanced communication like a newsletter and enhanced website
- Improved government relations with residents including with police
- Strong desire for an improved Euclid image

Preserve

- Desire for pocket parks and green infrastructure
- Specific desire to see green improvements to the equalization tank site

CATALYST AREAS RECURRING THEMES

CATALYST AREAS MAP

WHAT ARE CATALYST AREAS?

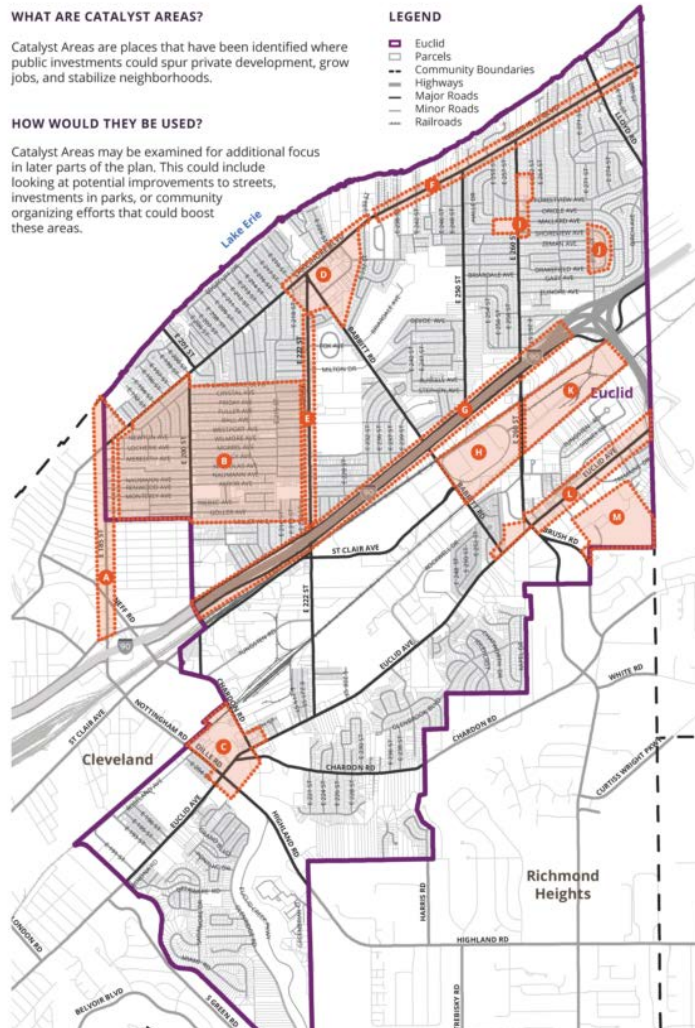
Catalyst Areas are places that have been identified where public investments could spur private development, grow jobs, and stabilize neighborhoods.

HOW WOULD THEY BE USED?

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

LEGEND

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



UNIVERSAL THEMES

Likes:

- Neighborhood character
- Parks and recreation
- Easy access via I-90

Changes:

- Upkeep and maintenance
- Address vacancies
- Green space
- Complete and green streets
- Safety

CATALYST AREAS

RECURRING THEMES

CATALYST AREA:
A EAST 185TH



LIKES:

- Local retail and restaurants

CHANGES:

- Improved aesthetics
- Building maintenance
- Filling vacancies

CATALYST AREA:
B WESTERN NEIGHBORHOODS



LIKES:

- Quaint houses

CHANGES:

- Planting trees
- Housing code enforcement and home maintenance

CATALYST AREAS

RECURRING THEMES

CATALYST AREA:

C DILLE-HIGHLAND AND EUCLID



LIKES:

- Euclid Creek Reservation

CHANGES:

- Increased green space
- Access to the park and trails
- Safer streets and crossings

CATALYST AREA:

F LAKE SHORE EAST



LIKES:

- Mix of residential and retail

CHANGES:

- Improved access to waterfront
- Streetscape improvements

CATALYST AREAS

D DOWNTOWN EUCLID



LIKES:

- Dining and entertainment

CHANGES:

- Traffic flow
- Safety for walking and biking
- More retail variety

E EAST 222ND



LIKES:

- Mix of government buildings
- Library

CHANGES:

- Street improvements
- Aesthetics and landscaping

CATALYST AREAS

RECURRING THEMES

CATALYST AREA:

H EUCLID SQUARE MALL



LIKES:

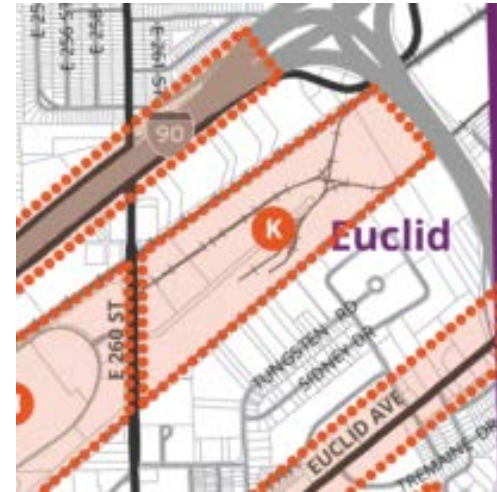
- Central location

CHANGES:

- Creative reuse
- Potential for industry
- Needs more greenspace/trees

CATALYST AREA:

K BLUESTONE BUSINESS PARK



LIKES:

- Economic development potential
- Highway access

CHANGES:

- Market the area

CATALYST AREAS

CATALYST AREA:
G I-90 CORRIDOR



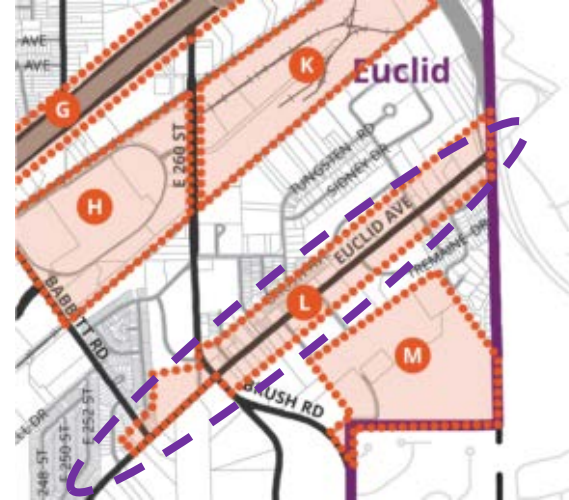
LIKES:

- Easy access
- Wind turbine

CHANGES:

- Building design standards
- Aesthetics

CATALYST AREA:
L EUCLID AVENUE EAST



LIKES:

- Varied comments on retail

CHANGES:

- More welcoming and inviting

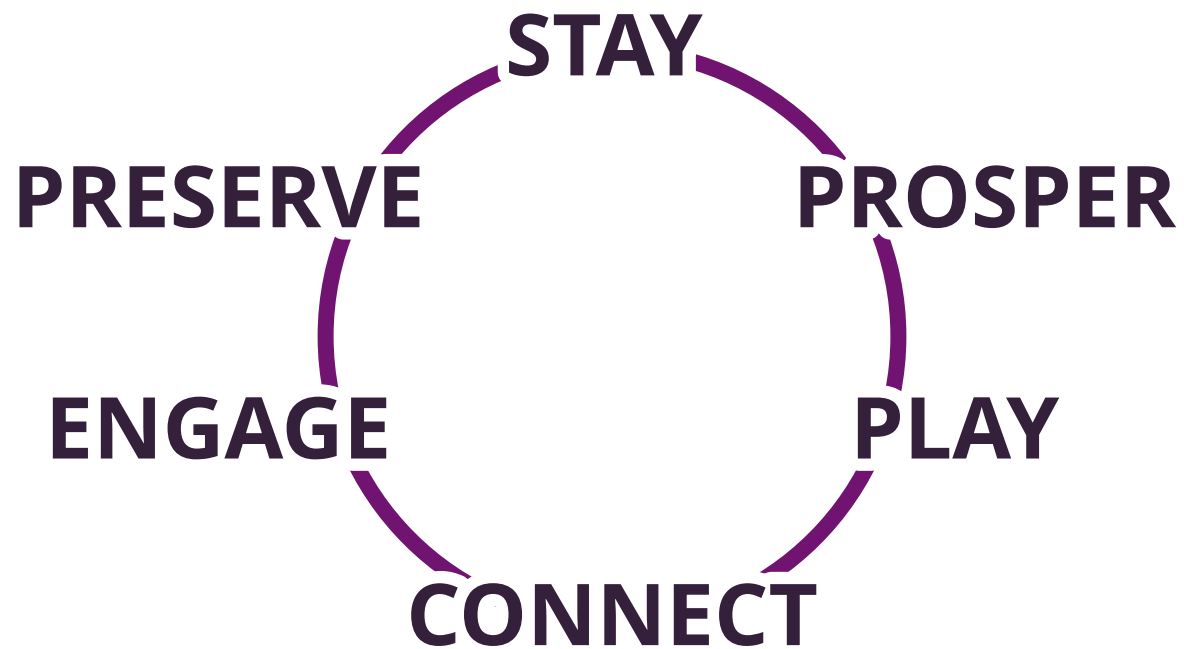
LEGEND

- Euclid
- Community Boundaries
- Highways
- Major Roads
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- Core Strategy Areas



CATALYST AREAS to CORE STRATEGY AREAS

CITYWIDE GOALS & ACTIONS

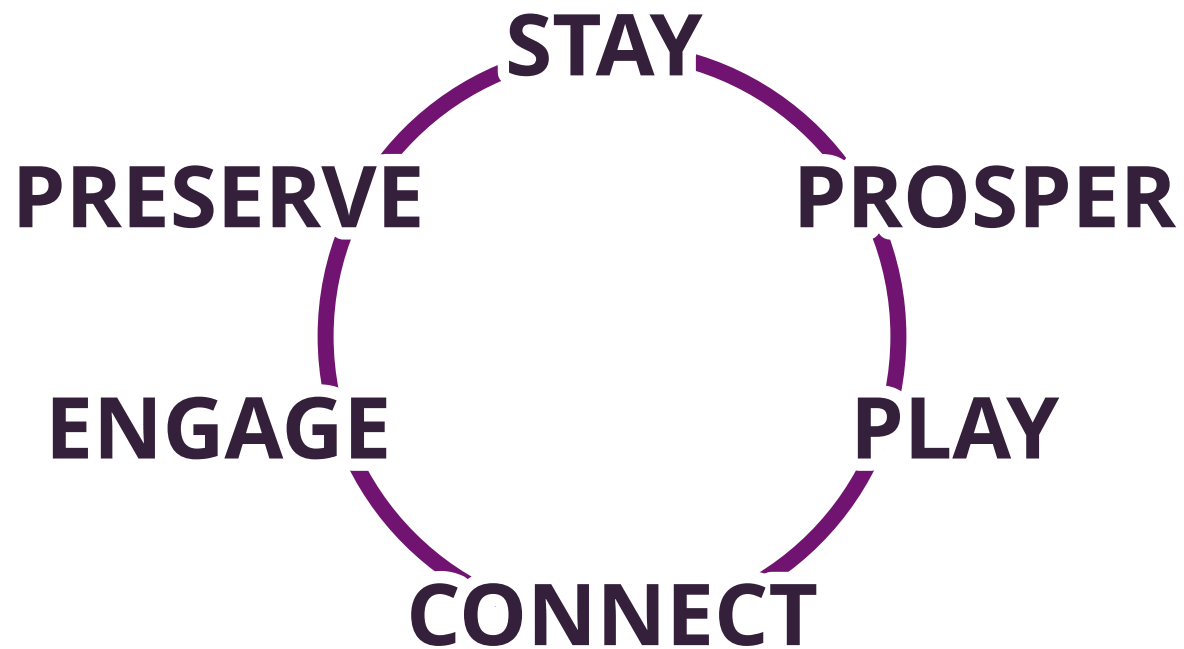


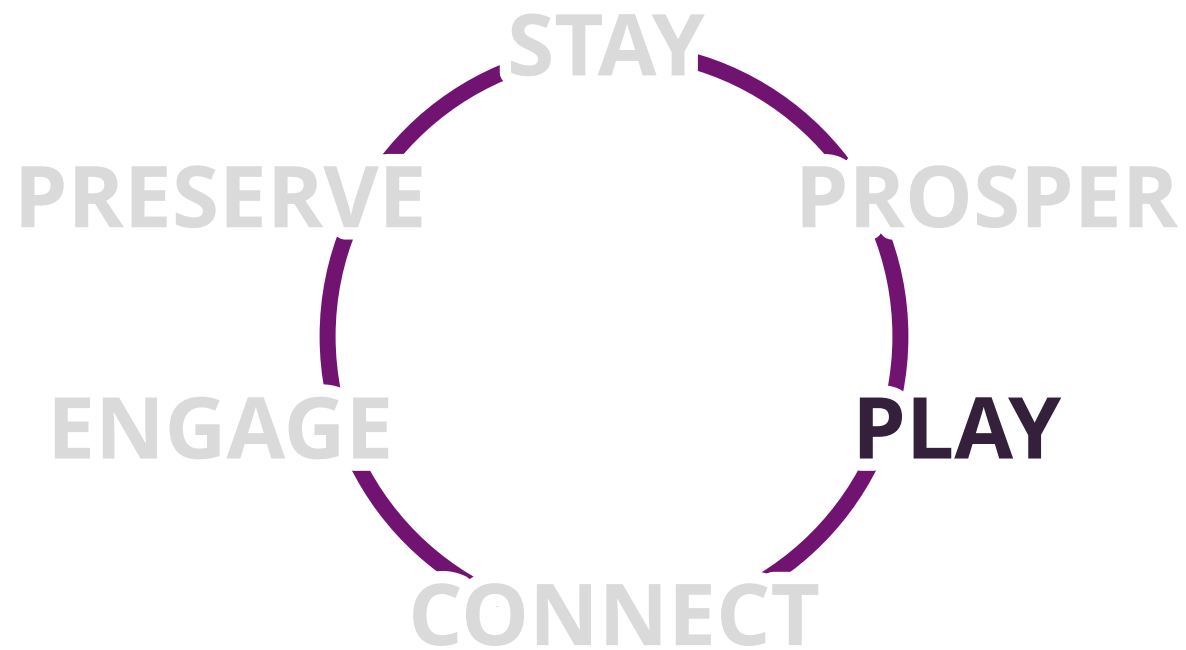
Three Types of Actions

- Ongoing Actions
- Responsive Actions
- Proactive Actions

Tonight: The Highlights

- We will only be highlighting certain actions today
- Full documents are available on the City's Master Plan website





PLAY

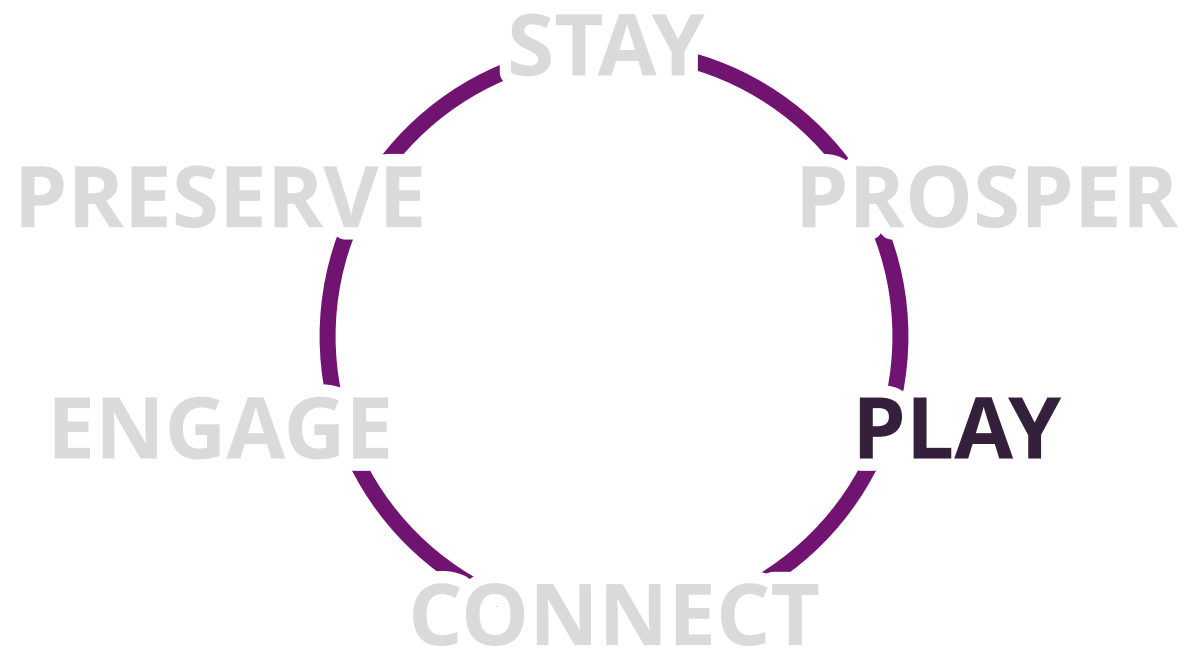
- **Goals** Covered Various Topics:
 - Enhancing Downtown and Neighborhood Centers
 - Using Events to Enliven Business Districts
 - Strengthening the Lakefront
 - Strengthening Parks & Recreation

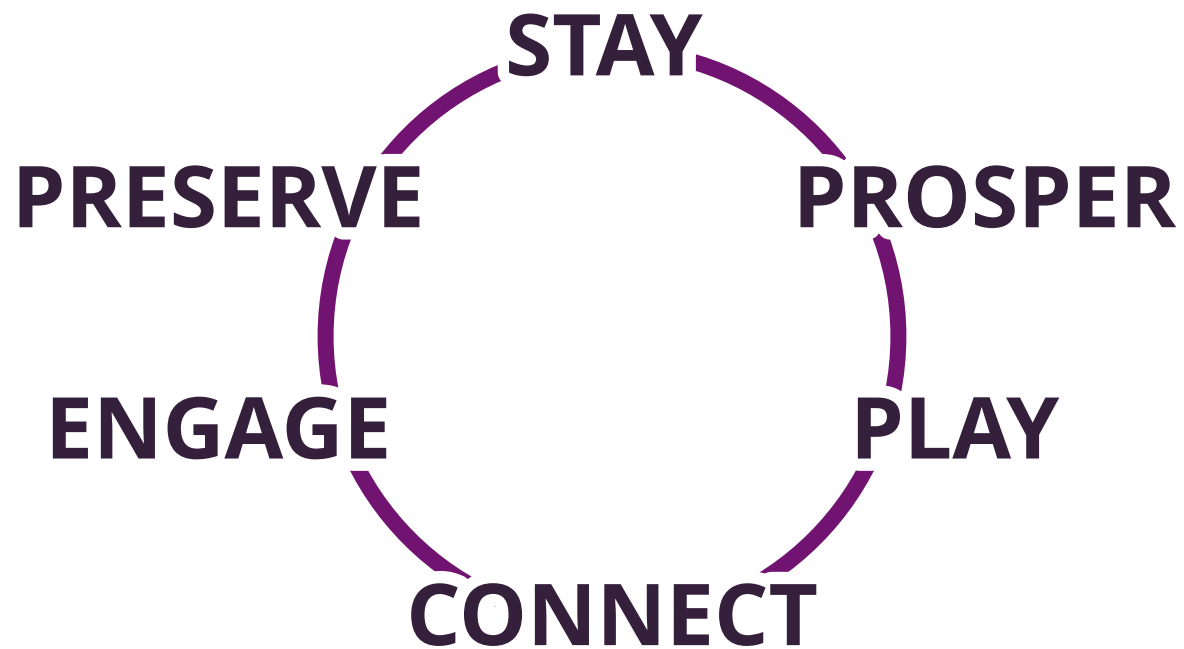
PLAY

- Potential **Actions** to Address These:
 - Begin hosting more frequent Downtown Euclid Events to highlight the area's unique art, retail, and restaurants
 - Make the improvements necessary to allow swimming at Sims Park
 - Work with property owners in Downtown, 185th, and 222nd to consider Special Improvement Districts (SIDs) to pay for physical improvements, safety patrols, and street cleaning

PLAY

- Potential **Actions** to Address These:
 - Apply for grant funding to bring more events to current and planned waterfront parks
 - Develop a recreation board between the School District, YMCA, and City Recreation Department to coordinate programming
 - Work with the School District to develop an indoor recreation center as part of the High School redevelopment
 - Develop a Parks Master Plan that considers specific design improvements at smaller, neighborhood parks





CORE STRATEGY AREA POLICIES

LEGEND

- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads
- Core Strategy Areas

CORE STRATEGY AREAS



Development Principles

SOCIABILITY

- Use the **deep setbacks** in the retail district to create **vibrant front entrances** to businesses
- Partner with local businesses to **develop pocket parks** that act as **social spaces** in the retail district
- Plan for **improvements to Memorial and Hero Parks**

ACCESS AND LINKAGES

- **Eliminate unnecessary curb cuts** where possible to increase safety
- Encourage **shared parking** among business owners
- Consider **municipal parking facilities** where possible and if necessary
- **Improve pedestrian and bicycle connections** into and within Memorial Park
- **Construct an all-purpose trail** along the eastern side of the street

USES AND ACTIVITIES

- **Maintain a landscaped setback in the Civic Core** to ensure public institutions are differentiated from residential or commercial uses.

COMFORT AND IMAGE

- **Unify the corridor through consistent branding** such as street signs, banners, lighting and burying power lines
- **Use green infrastructure** to beautify the corridor and improve stormwater retention
- **Add street trees** where possible or feasible
- Add landscaping or buildings to **screen parking lots** from sidewalks

MAP 5 EAST 22ND STREET NORTH POLICIES



LEGEND

- Policy Features**
- Proposed Trail
 - Proposed Crosswalk Improvements
 - Proposed Crosswalk with New Light/HAWK Signal
 - Proposed Sidewalks
 - Potential Pocket Parks
 - Potential Curb Cut Removal
 - Proposed Gateway Signage Locations
 - Proposed Institutional Signage Locations
 - Potential Green Infrastructure
 - Proposed Planted Median

Basemap

- Building Footprints
- Pavement Outlines
- Parcels
- Highways
- Major Roads
- Focus Area Outline
- Railroads



Public Library
City of Buckle

EAST 222ND

EAST 222ND

EAST 222ND

EAST 222ND











GATHERING FEEDBACK

FIFTEEN STATIONS

- Citywide Actions (6)
- Core Strategy Areas (8)
- Logo and Wayfinding (1)

VISION THEME: PLAY

Review the actions below. Place a dot in the green box if you want to keep the action as it is. Place a dot in the orange box if you want to change it. If you want to change an action, tell us how! Write a comment on a sticky note and place it in the grey box.

Enhance Retail Districts

Work with property owners in Downtown, 185th, and 222nd to consider special levies to pay for physical improvements, safety patrols, and street cleaning

Enliven Retail Districts

Begin hosting more frequent Downtown Euclid Events to highlight the area's unique art, retail, and restaurants

Strengthen the Lakefront

Make the improvements necessary to allow swimming at Sims Park

Work with non-profit groups to apply for grant funding to bring more events to current and planned waterfront park

KEEP IT!

CHANGE IT!

COMMENTS?

CORE STRATEGY AREA: EAST 185TH STREET

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Provide improved public access to Lake Erie

KEEP IT!

CHANGE IT!

COMMENTS?

Encourage shared parking among business owners

Redevelop the Lakeshore Chevy site

Incentivize the rehabilitation of storefronts to provide spaces for start-up and small businesses

Improve the north and south entrances into the district

Enliven the corridor by investing in art, lighting, and murals



Vision Theme



Instructions



Goals



Potential Action



Feedback



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Keep it!



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Core Strategy Area

Instructions

Potential Action



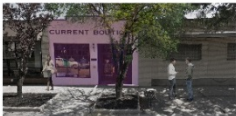


Feedback


Example Images

CORE STRATEGY AREA:
EAST 185TH STREET

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Redevelop the Lakeshore Chevy site				
Incentivize the rehabilitation of storefronts to provide spaces for start-up and small businesses				
Improve the north and south entrances into the district				
Enliven the corridor by investing in art, lighting, and murals				

 County Planning

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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 ACTIONS THAT YOU DON'T SEE AROUND THE ROOM?

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/EuclidPM2Survey**

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The survey will close April 16, 2017

WHAT'S NEXT

- **Public Meeting #3**
Implementation

We will identify partner agencies and groups, grants and loan programs, and estimated costs

The next public meeting will ask for feedback on which actions are the most important

Public Meetings

Tentative Schedule

Meetings	Topic	Date
Meeting #1	Community Vision	October 4, 2016 (<i>Completed</i>)
Public Presentation	Community Survey	November 16, 2016 (<i>Completed</i>)
Meeting #2	Policies	April 4, 2017
Meeting #3	Implementation	July, 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?

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