

CITY OF EUCLID MASTER PLAN

STEERING COMMITTEE #3
POLICIES

- Process Review
- Public Meeting Recap
- Goals and Actions
- Homework
- Core Strategy Preview
- What's Next

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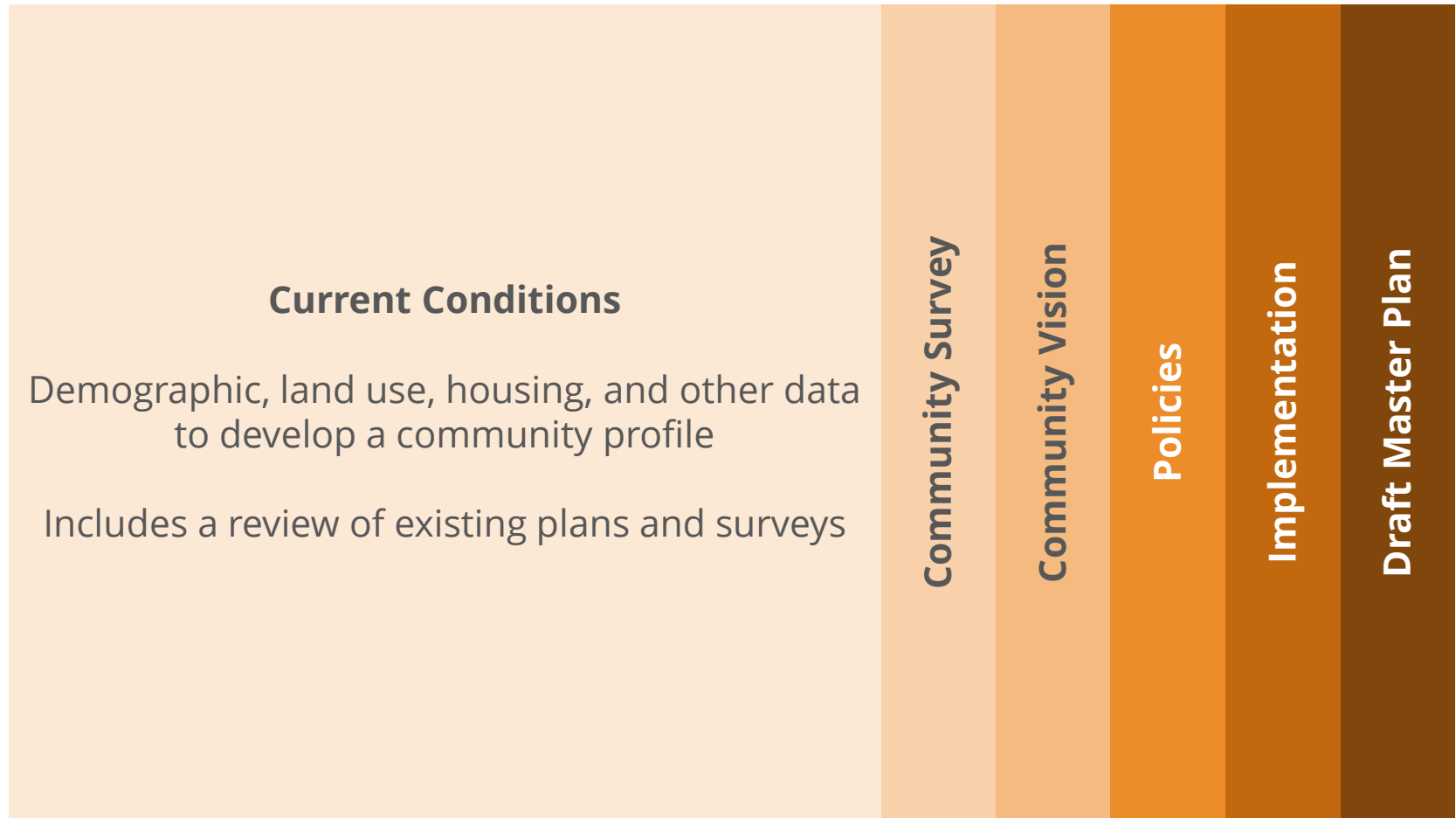
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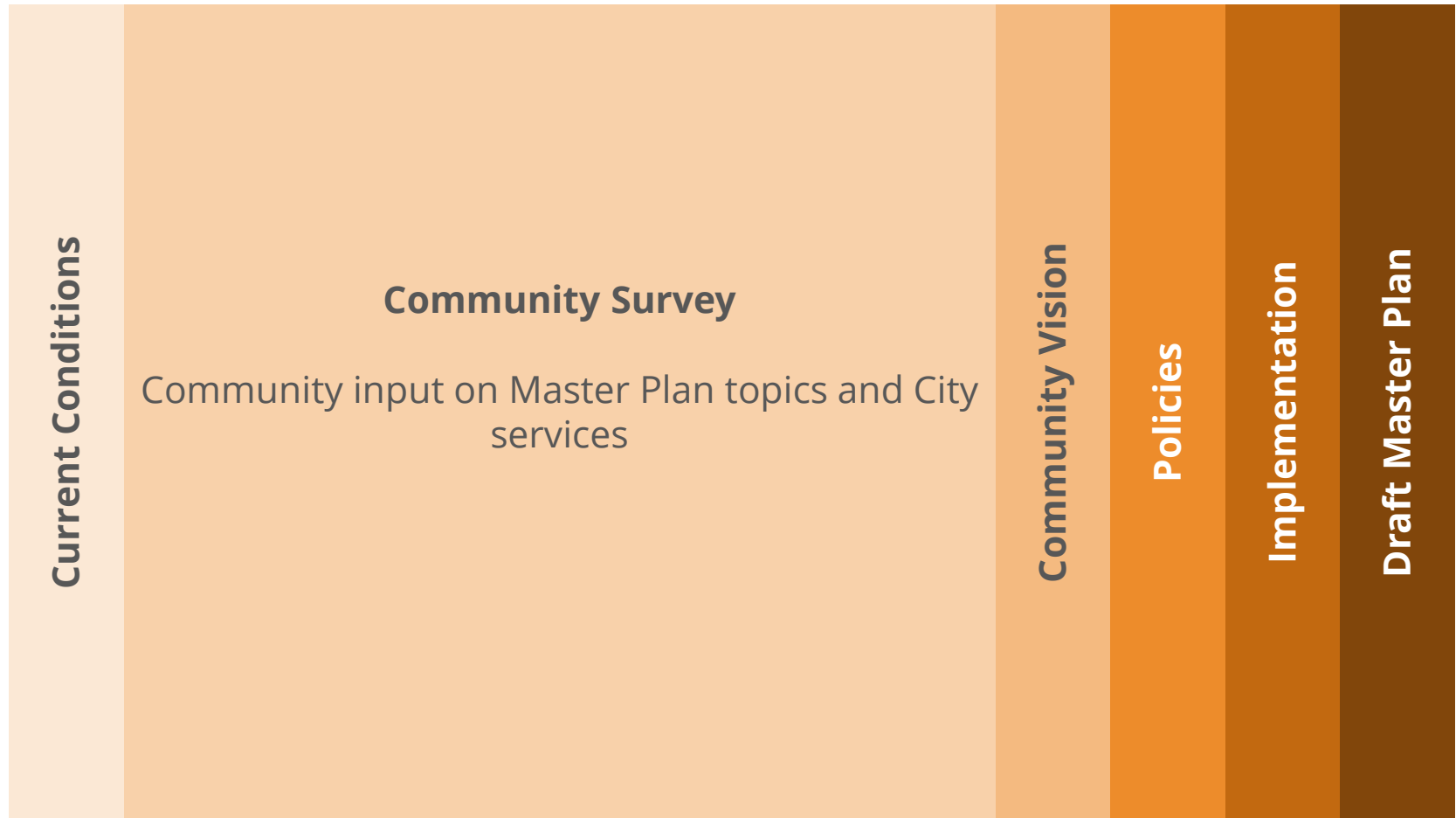
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PROCESS REVIEW

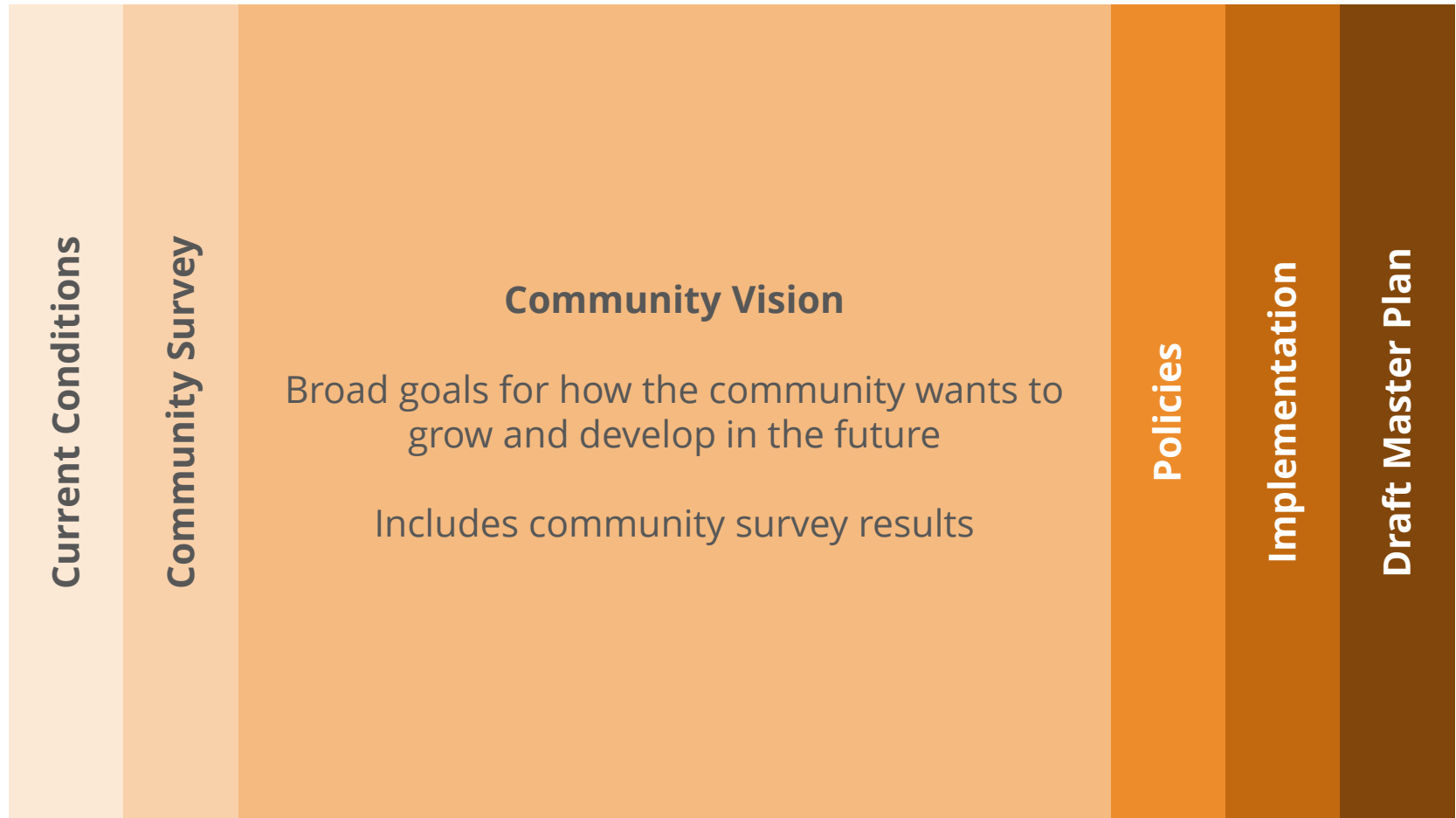
The Euclid Master Plan: Six Steps



The Euclid Master Plan: Six Steps



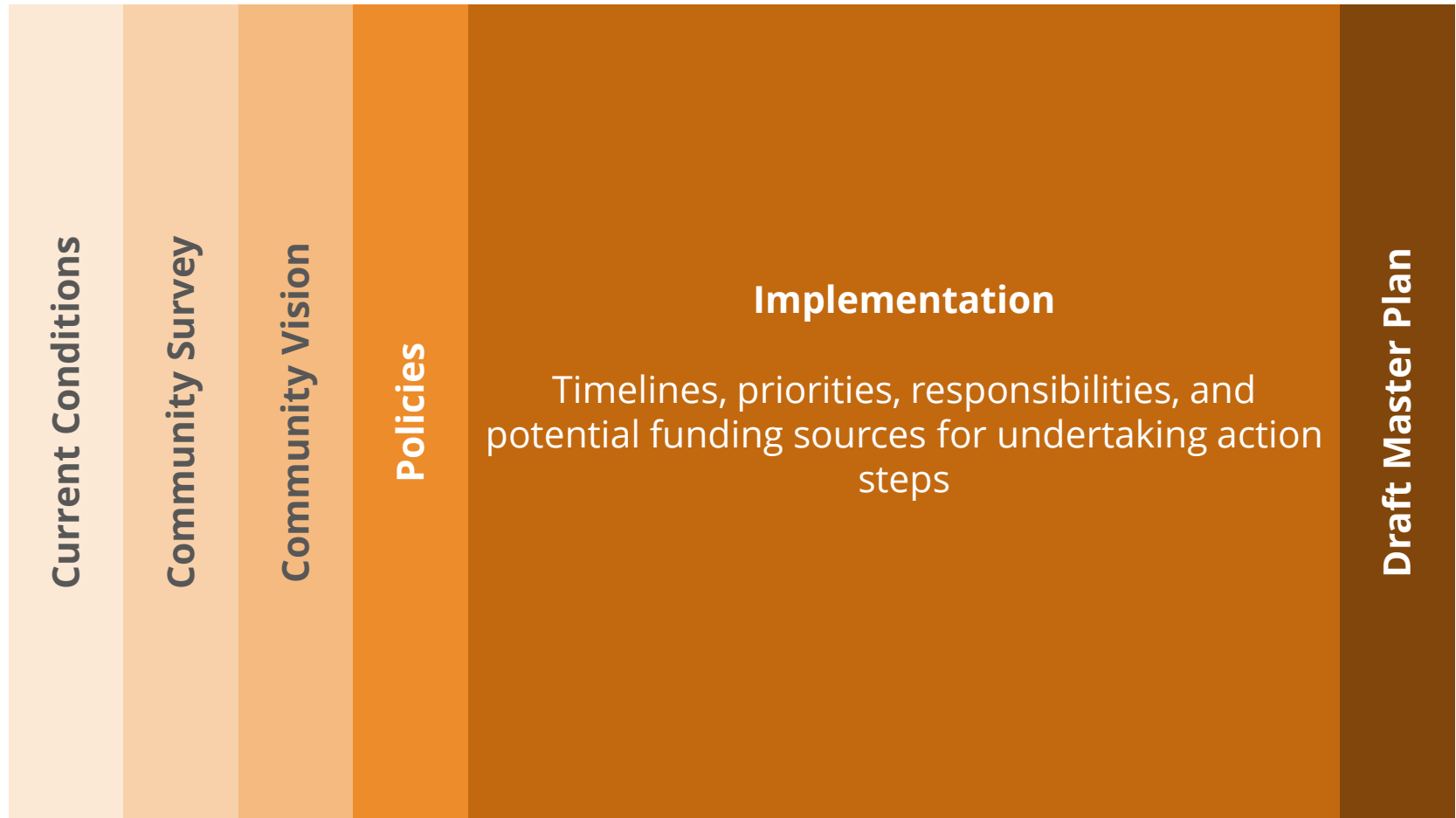
The Euclid Master Plan: Six Steps



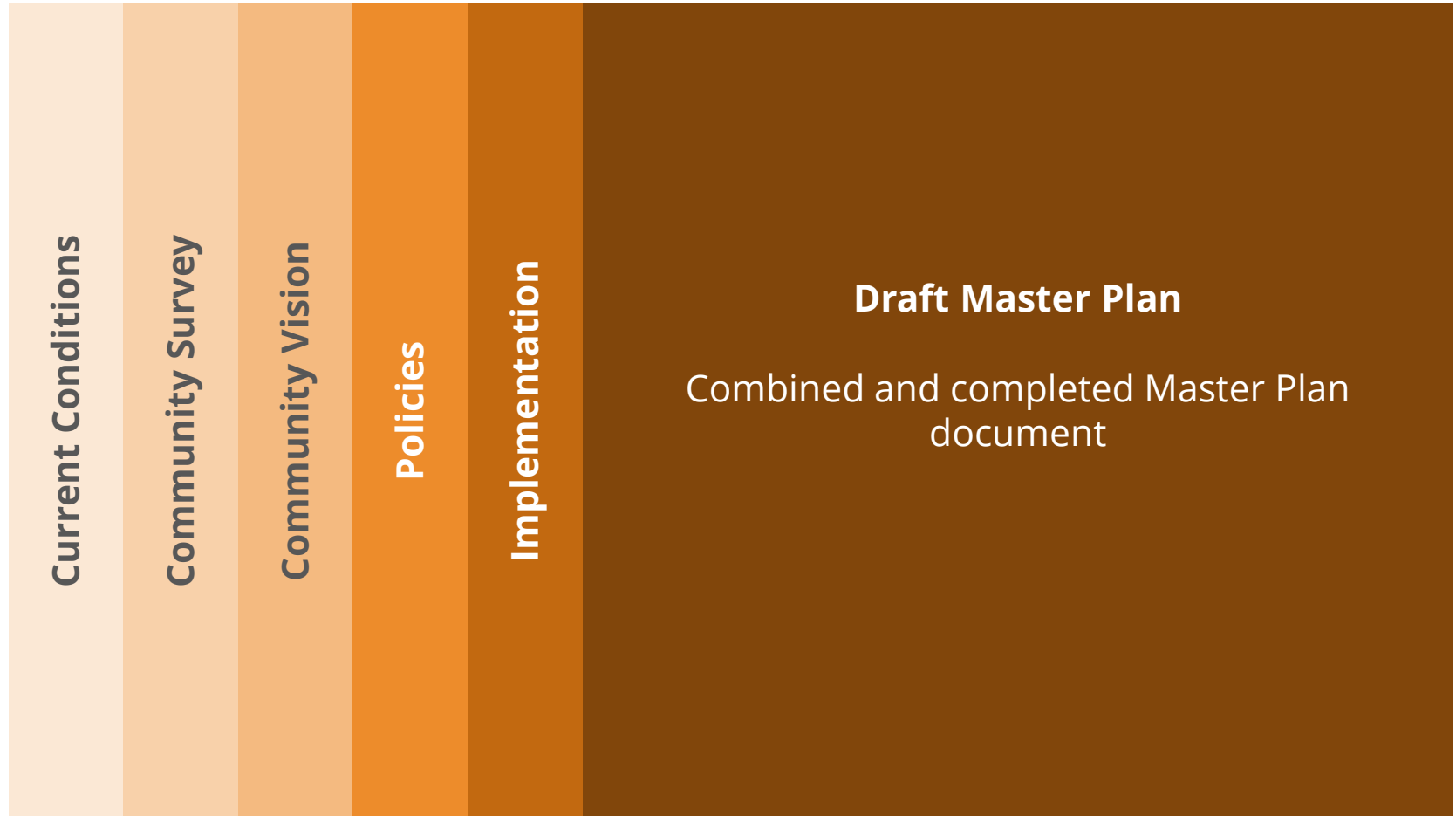
The Euclid Master Plan: Six Steps



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The Euclid Master Plan: Six Steps



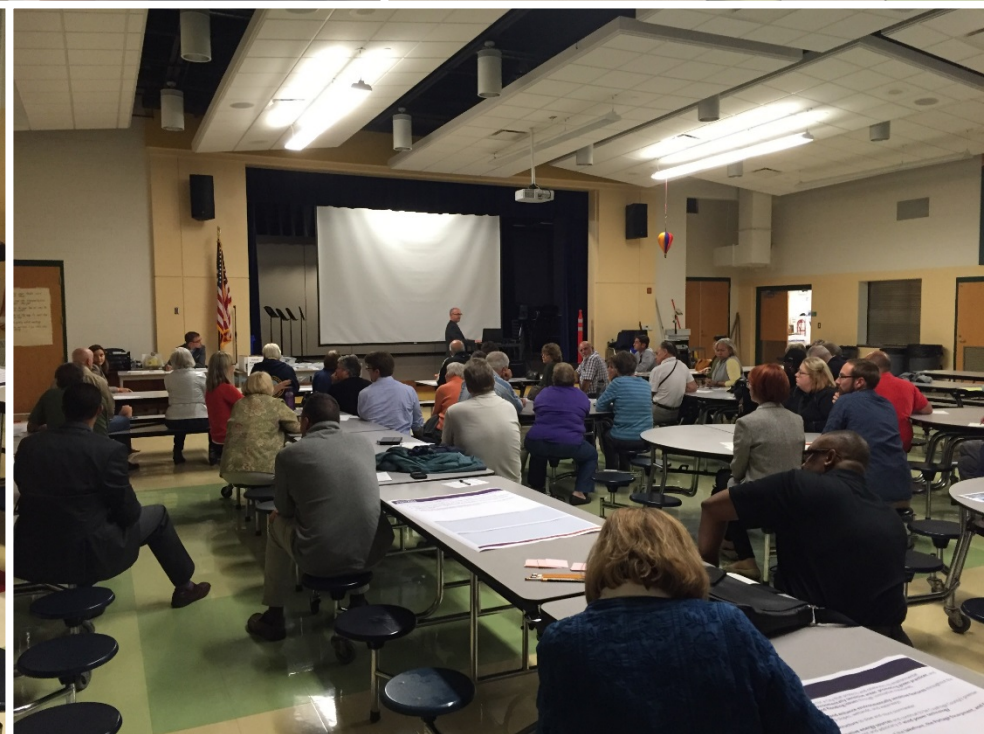
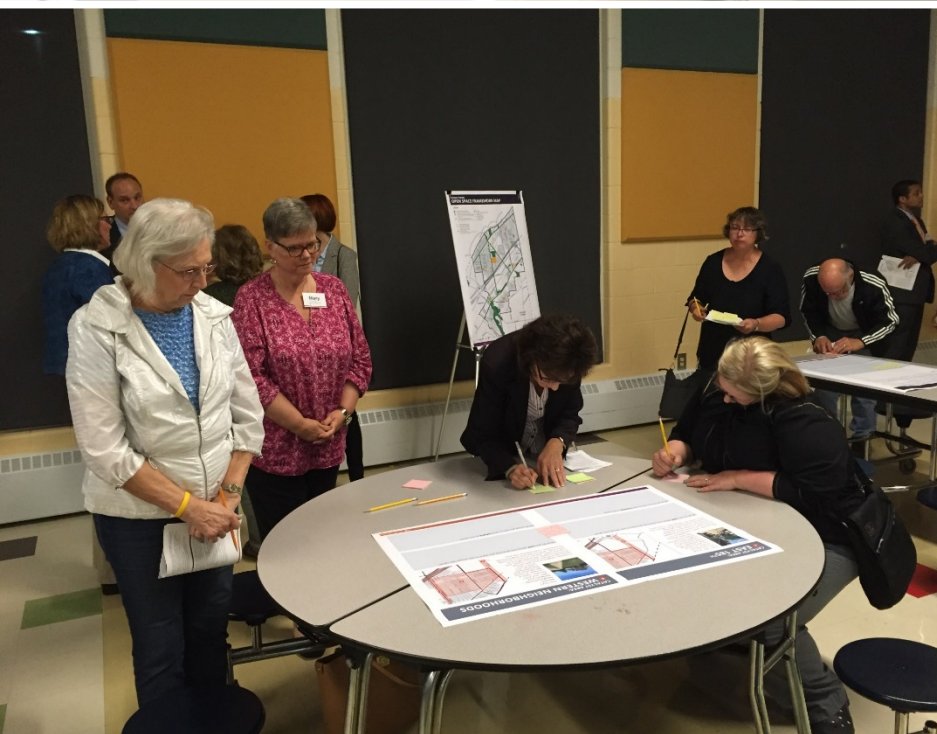
PUBLIC MEETING RECAP

ATTENDANCE

- More than 45 meeting attendees

ONLINE SURVEY

- 48 Completed Surveys
- Estimated more than 800 individual comments



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

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

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

RECURRING THEMES

- Themes for individual areas will be provided at the next meeting

GOALS AND ACTIONS

Three Types of Actions

- Ongoing Actions
- Responsive Actions
- Proactive Actions

Today: The Highlights

- We will only be highlighting certain actions today
- If you have feedback on actions not covered today, please provide comments in the feedback form

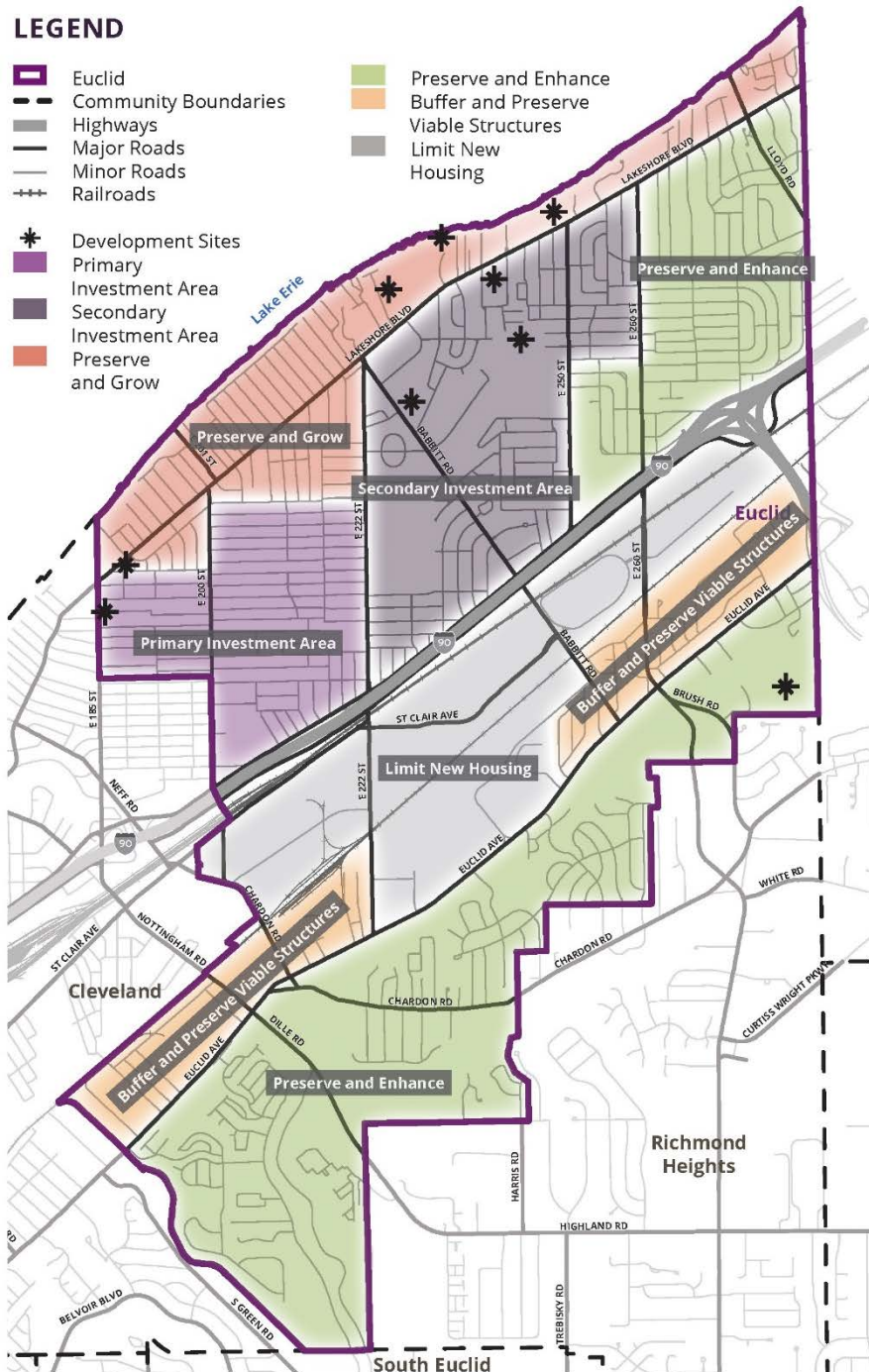
Questions to Ask

- Actions are presented as potential ways to achieve community goals
- Actions are not prioritized—that is the next step of the Master Plan
- Ask yourself:
 - Is this action appropriate for Euclid?
 - Could this action be improved or changed?
 - Is there a different way to achieve the Community's vision?

STAY

The vision for housing and
neighborhoods

LEGEND



HOUSING STRATEGY

- Primary investment area
- Secondary investment area
- Preserve and grow
- Preserve and enhance
- Buffer and preserve viable structures
- Limit new housing

HOME MAINTENANCE

- Pilot exterior housing maintenance and sidewalk inspection program
- Lakefront housing design district
- Home maintenance and homeownership classes

HOMEOWNERSHIP

- Realtor tour
- Renter-to-owner outreach program
- Require for-sale units on assembled Land Bank properties



Homeownership Opportunities



Homeownership Classes



VACANT LAND REUSE

- Pre-approved home designs
- 'No Mow' and 'Slow Grow' strategies

HOUSING OPTIONS

- Identify existing accessible housing
- First Suburbs renovation plans

STRATEGIC INVESTMENT

- Neighborhood improvement program



Infill Housing



Neighborhood Improvement Program



PROSPER

The vision for economic
competitiveness

BUSINESS OUTREACH & ASSISTANCE

- Targeted marketing materials

GROW HEALTHCARE INDUSTRY

- Coordinate medical campus
- Wellness program for nearby neighborhoods

GROW MANUFACTURING CORRIDOR

- Multi-community branding, design, and planning district



CORTEXT: St. Louis Innovation District





[THE REGION](#) [DOING BUSINESS](#) [DATA & RESOURCES](#) [INDUSTRIES](#) [TRANSPORTATION](#) [ABOUT](#) [CONTACT](#)

Multi-Jurisdictional Economic Partnership

GET. BUSINESS. DONE.

Your business will grow like
never before in Denver South.

SEE HOW



Doing Business



Data Center



What's Happening



SMALL BUSINESSES

- Small Business Resource Center and pipeline
- Shore Cultural Centre economic analysis

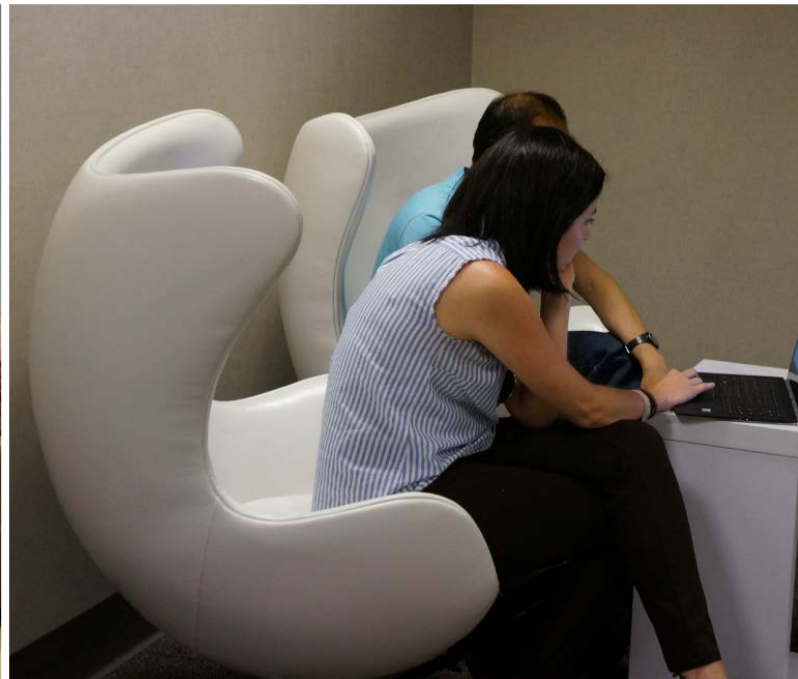
INFRASTRUCTURE

- Broadband internet



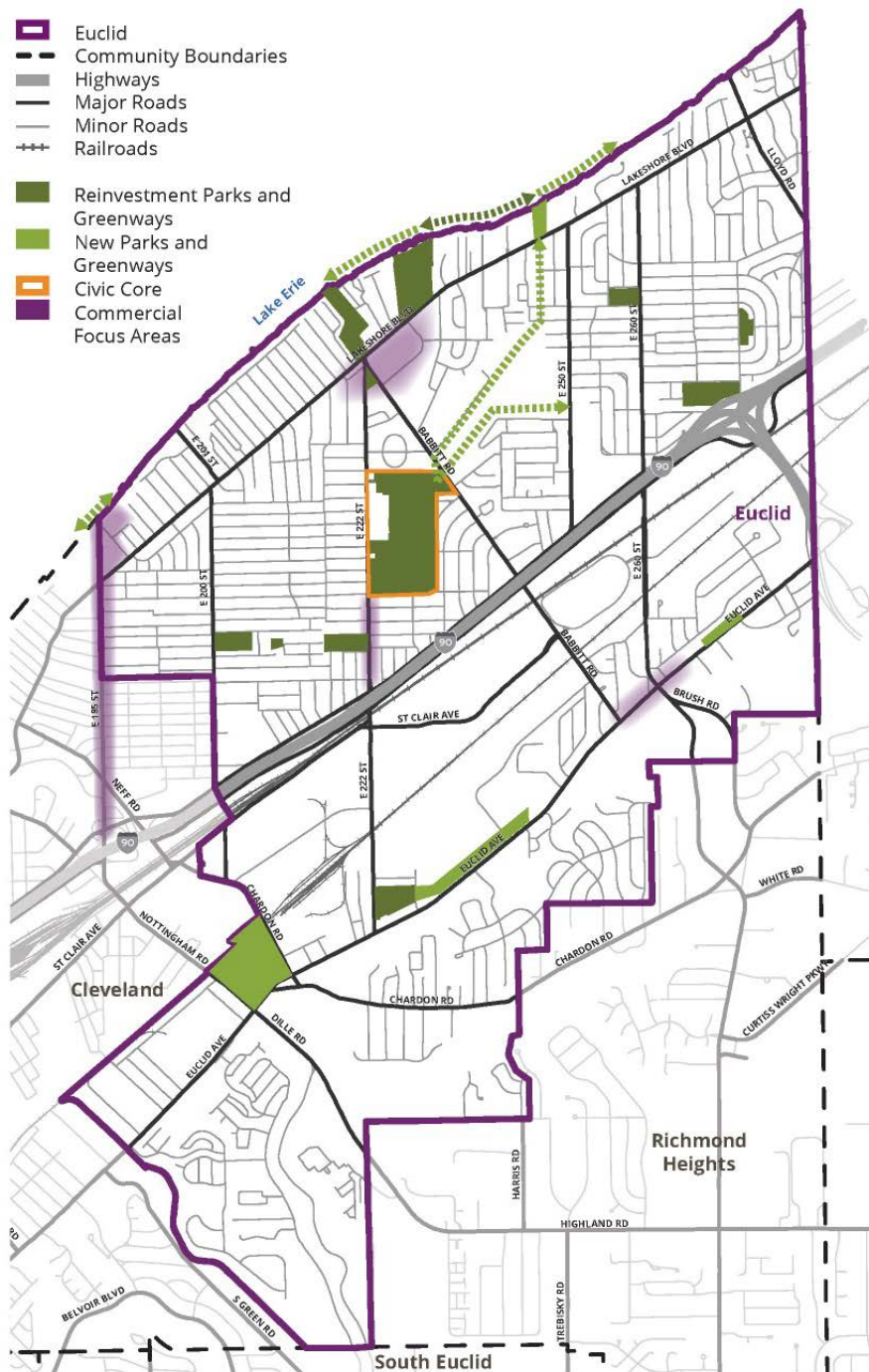
Retail Pop-ups and Markets





PLAY

The vision for high quality of life



VIBRANT COMMUNITY STRATEGY

- Commercial focus area
- Reinvestment parks and greenways
- New parks and greenways
- Civic Core

DOWNTOWN EUCLID AND NEIGHBORHOOD CENTERS

- Brand, website, online presence, physical improvements, and events
- Special Improvement District(s)

CIVIC CORE

- “Spend a Day in Euclid” campaign



**shortnorth**
arts district



Neighborhood Branding





Consistent Events



WATERFRONT

- Waterfront Improvement Plan extensions
- Gather coalition and funding for programming
- Swimming at Sims Park
- Lake access on Medical Campus

NEIGHBORHOOD PARKS

- School, YMCA, and City Recreation Board
- Indoor Recreation Center

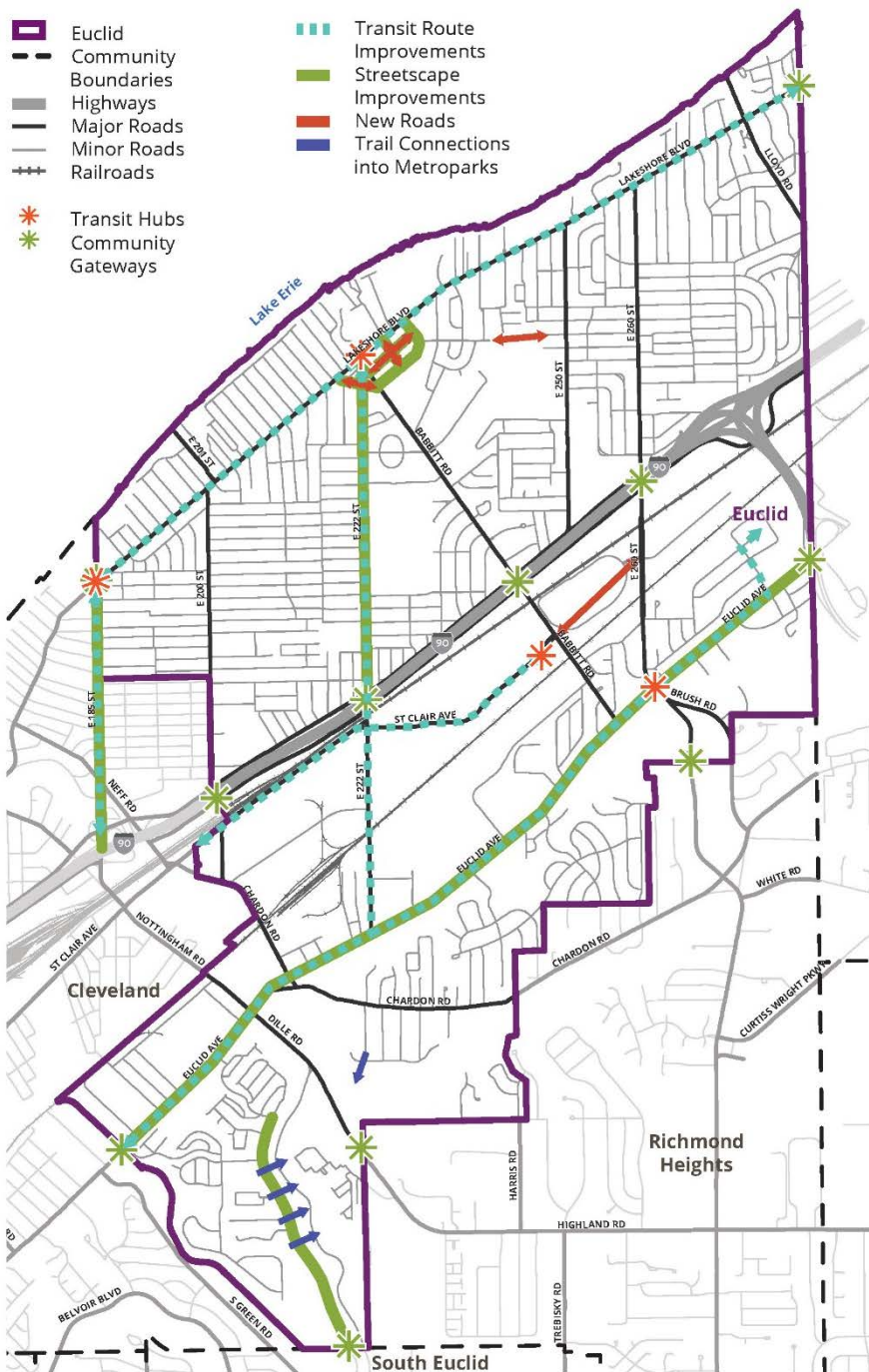


Lakefront Amenities



CONNECT

The vision for transportation



STREETS STRATEGY

- New roads
- Transit improvements and hubs
- Streetscapes
- Gateways



Streetscapes



Gateways

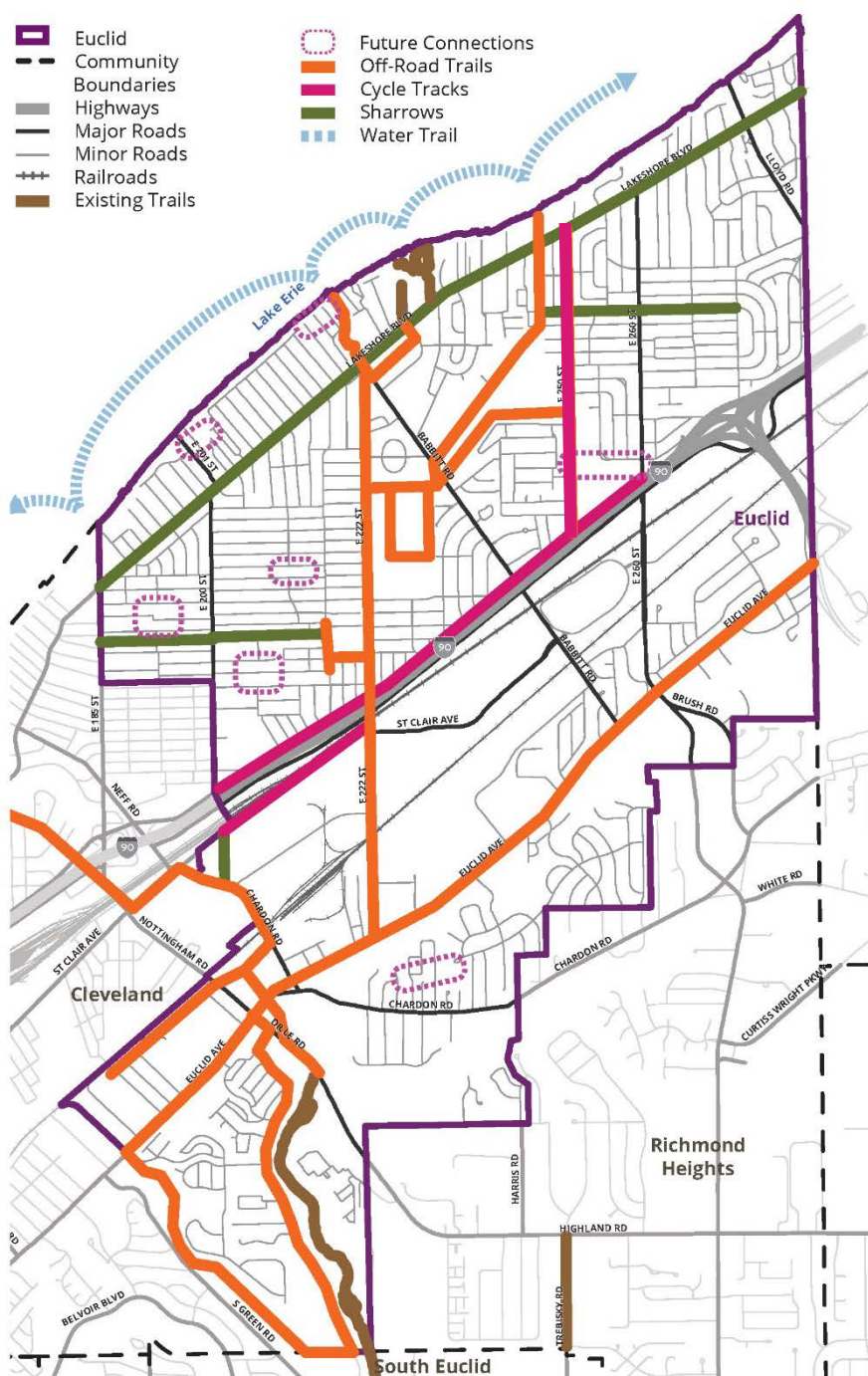


New Roads



Transit Improvements





TRAILS STRATEGY

- Off-road trails
- Cycle tracks
- Sharrows
- Water Trail
- Future connections

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Off-Road Trails



Sharrows



Cycle Tracks



Water Trail



LAKEFRONT ACCESS

- Lake Shore Boulevard crossings

TRANSIT

- Assist RTA in evaluating bus stop locations and wait times along Lake Shore Boulevard
- Downtown transit center

WAYFINDING AND STREETSCAPES

- Gateways and underpasses
- Lake Shore Boulevard landscaping plan

ENGAGE

The vision for neighborhood
engagement

COMMUNITY ENGAGEMENT

- Expand fair housing partnership to actively foster community relations

IMAGE AND COMMUNICATION

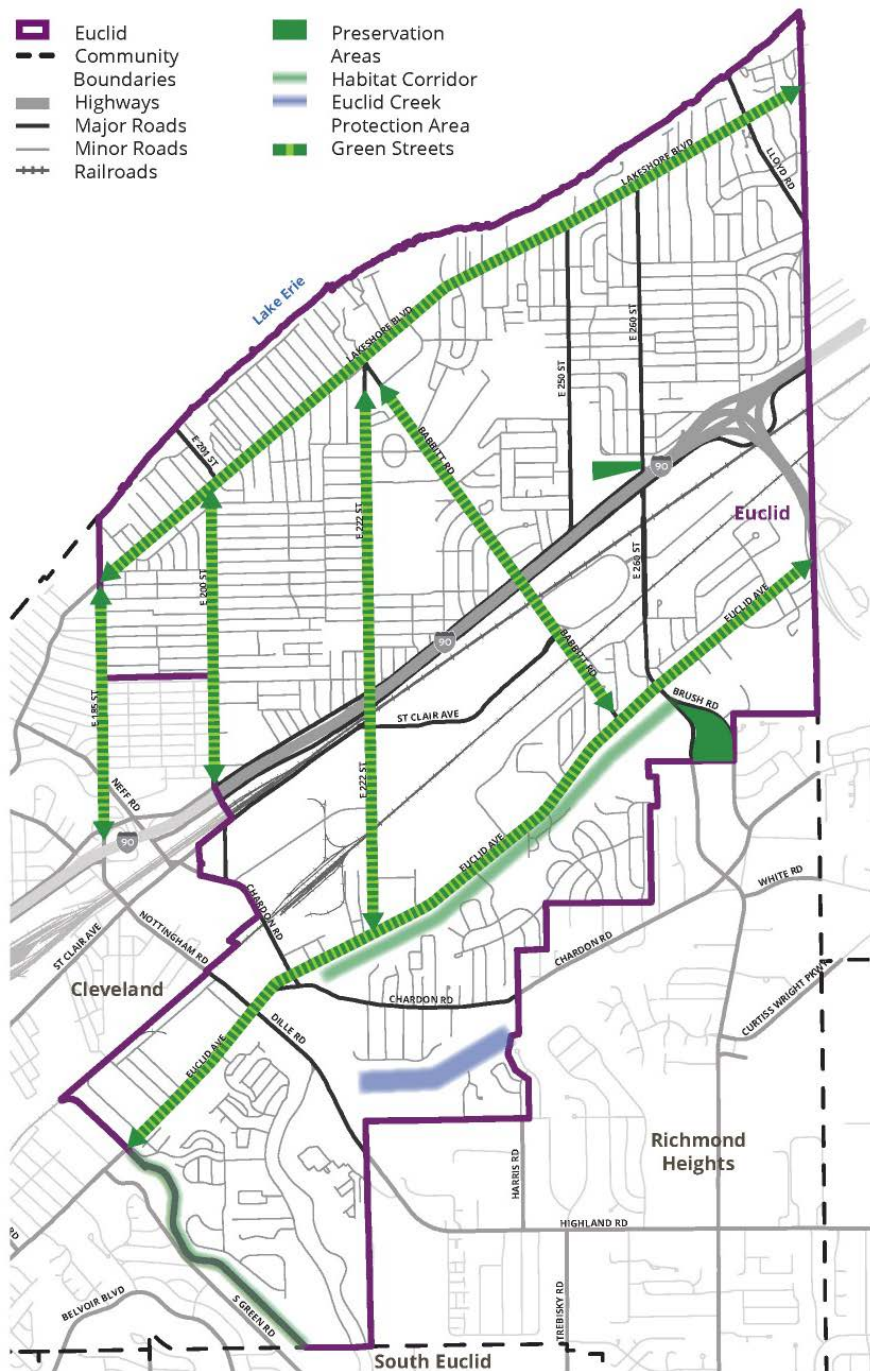
- Community branding
- Updated website and proactive communication outreach

NEIGHBORHOOD ASSOCIATIONS

- Neighborhood association map and contact information

PRESERVE

The vision for environmental
preservation



PRESERVATION STRATEGY

- Green streets
- Preserved areas
- Habitat corridor
- Euclid Creek setbacks

ENVIRONMENTAL FEATURES

- Portage Escarpment easements
- Assist in rehabilitating private break walls in exchange for public access as part of extending the Waterfront Improvement Plan

GREEN INFRASTRUCTURE

- Incorporate green infrastructure in parks and open spaces



ALTERNATIVE ENERGY

- Proactive outreach and incentives to wind turbine manufacturers
- Grow partnership with CWRU's Wind Energy Research and Commercialization Center

What is missing?

Questions or Changes?

HOMEWORK

POLICIES WORKSHEET

STEERING COMMITTEE DECEMBER 15, 2016

The Policies worksheet corresponds to the actions outlined in the Policies document. This worksheet is intended to gather input on actions that could not be covered sufficiently in the Steering Committee meeting.

INSTRUCTIONS

The following pages display all of the actions provided to the Steering Committee in the Policies document. Each action is followed by two options: Agree or Disagree. If you agree that an action is appropriate to accomplish Euclid's vision, mark 'agree.' If you think an action is inappropriate, not feasible, or could be improved, mark 'disagree.'

If you have ideas on how to implement this action, how it could be changed to better fit your vision for Euclid, or why it should be removed, write that comment in the purple column. Feel free to write any notes, comments, changes, or questions on additional pages.

Please return any comments by December 22, 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.

	AGREE	DISAGREE	COMMENTS
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	X		

↑
Actions that correspond to
the Policies document

↑
Mark one of
these boxes if you
agree or disagree

↑
Write
comments
here

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 vision for economic competitiveness is to sustain a multi-lac manufacturing and health sectors, grows entrepreneurship, and attracts technol investment in infrastructure that supports business.			
	AGREE	DISAGREE	COMMENTS
GOAL 1: CONDUCT BUSINESS OUTREACH AND STREAMLINE ASSISTANCE FOR RETENTION, SUCCESSION, AND EXPANSION OF EXISTING BUSINESSES			
25: Cross-train City employees on economic development incentives and initiatives to ensure they are able to communicate them to potential businesses			
26: Identify businesses at risk for succession issues and match them with resources			
27: Increase the touch points between the City and small businesses to identify issues that are hindering expansion of businesses			
28: 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			
29: Develop economic metrics and track them to understand changes in the business environment			
30: 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
31: Work with health institutions and the City of Cleveland to brand and market medical areas, especially the area around the Cleveland Clinic and University Hospitals medical campus			
32: Identify needed supporting businesses for medical areas and work to attract them			

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 January 26, 2017**

CORE STRATEGY PREVIEW

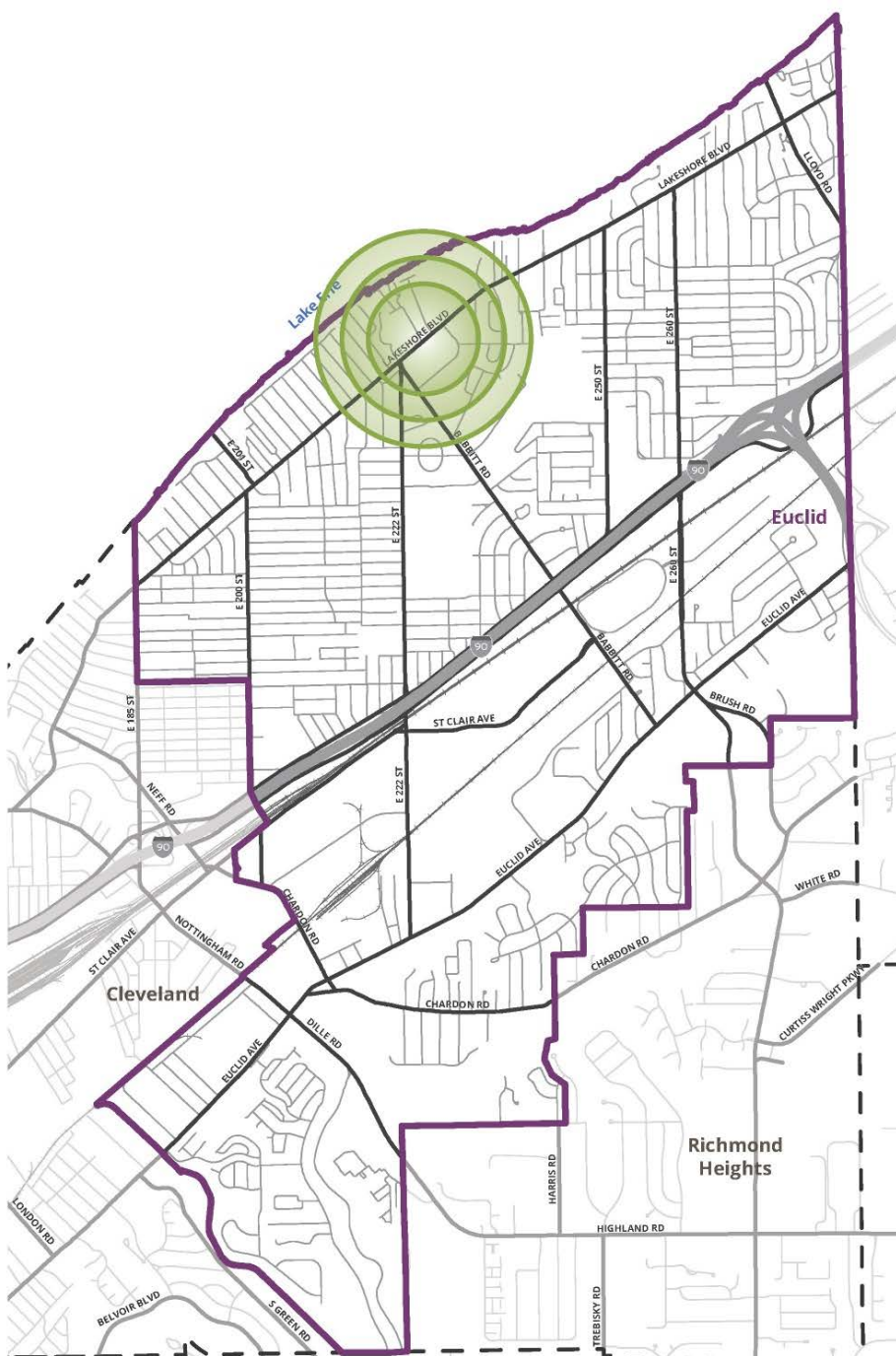
CORE STRATEGY

- Focus areas for the plan
- Built on Catalyst Areas, survey results, and inputs from the Current Conditions
- These areas will be the focus of the next Policies meeting
 - More in-depth and specific strategies

CREATING GREAT PLACES



DOWNTOWN EUCLID & LAKEFRONT PARKS



EAST 222ND STREET



EAST 185TH STREET





TRAIL NETWORK



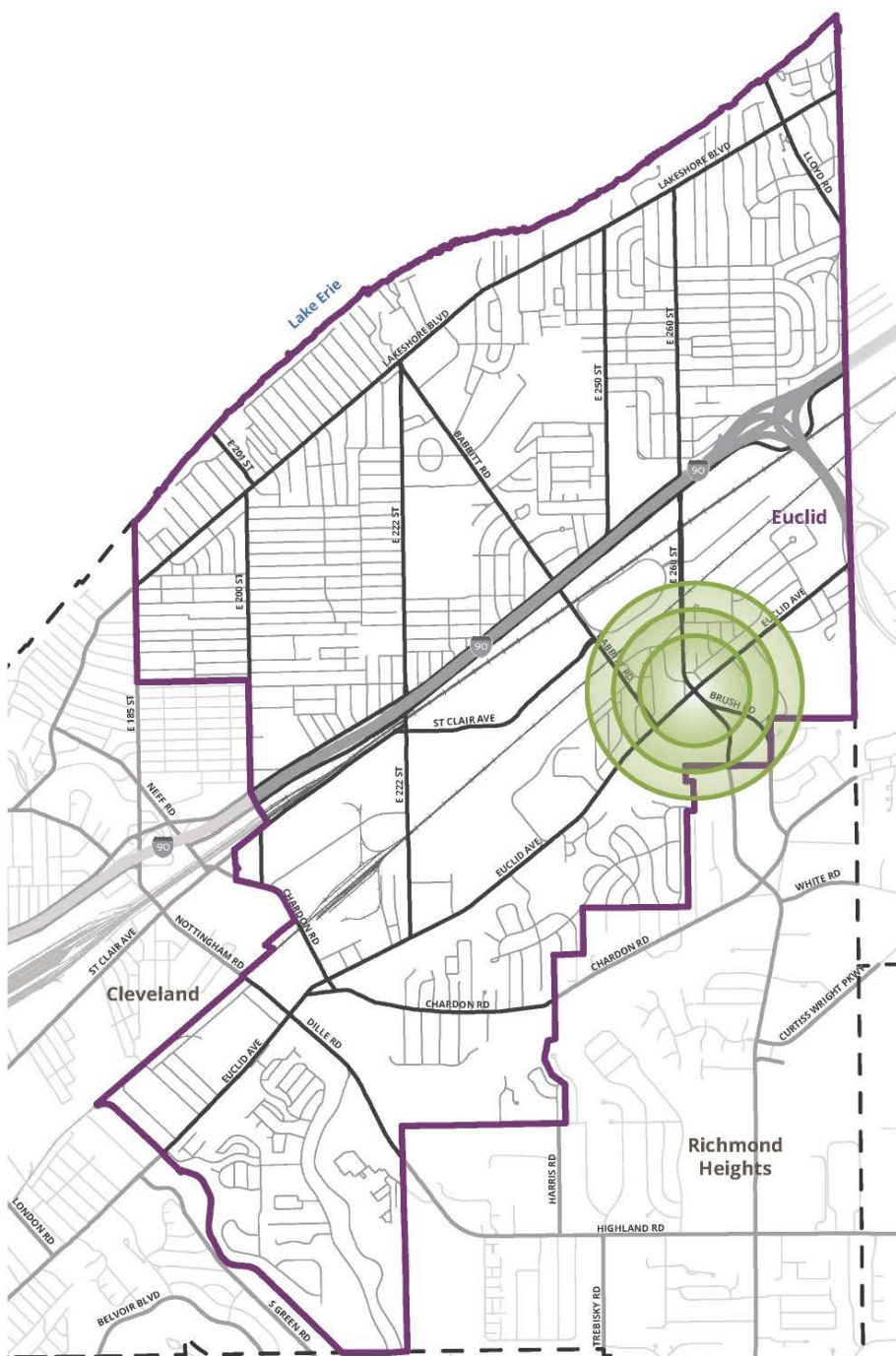
The map displays the proposed Euclid Greenway route, highlighted in green, running through the Euclid area. The route starts near the intersection of E 185 St and Niff Rd, proceeds east along E 185 St, then turns south and east through a residential area, and finally runs along E 222 St. The map also shows the city boundaries of Cleveland, Euclid, and Richmond Heights, and the location of Lake Erie to the north. Major roads like Euclid Ave and various local streets are labeled.



I-90 MANUFACTURING CORRIDOR



EAST 260TH AND EUCLID AVENUE



WHAT'S NEXT

- **Steering Committee Meeting #4**
Policies 2
February, 2017
- **Public Meeting #2**
Policies
February-March, 2017

Additional Feedback?

Write us an email!

Any additional comments, please email
phewitt@cuyahogacounty.us

Thank you!



County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE