

# CITY OF EUCLID MASTER PLAN

POLICIES 2

STEERING COMMITTEE

- Process Review
- Steering Committee Recap
- Public Meeting Recap
- Future Land Use
- Design Principles
- Core Strategy Area Policies
- Activity
- What's Next

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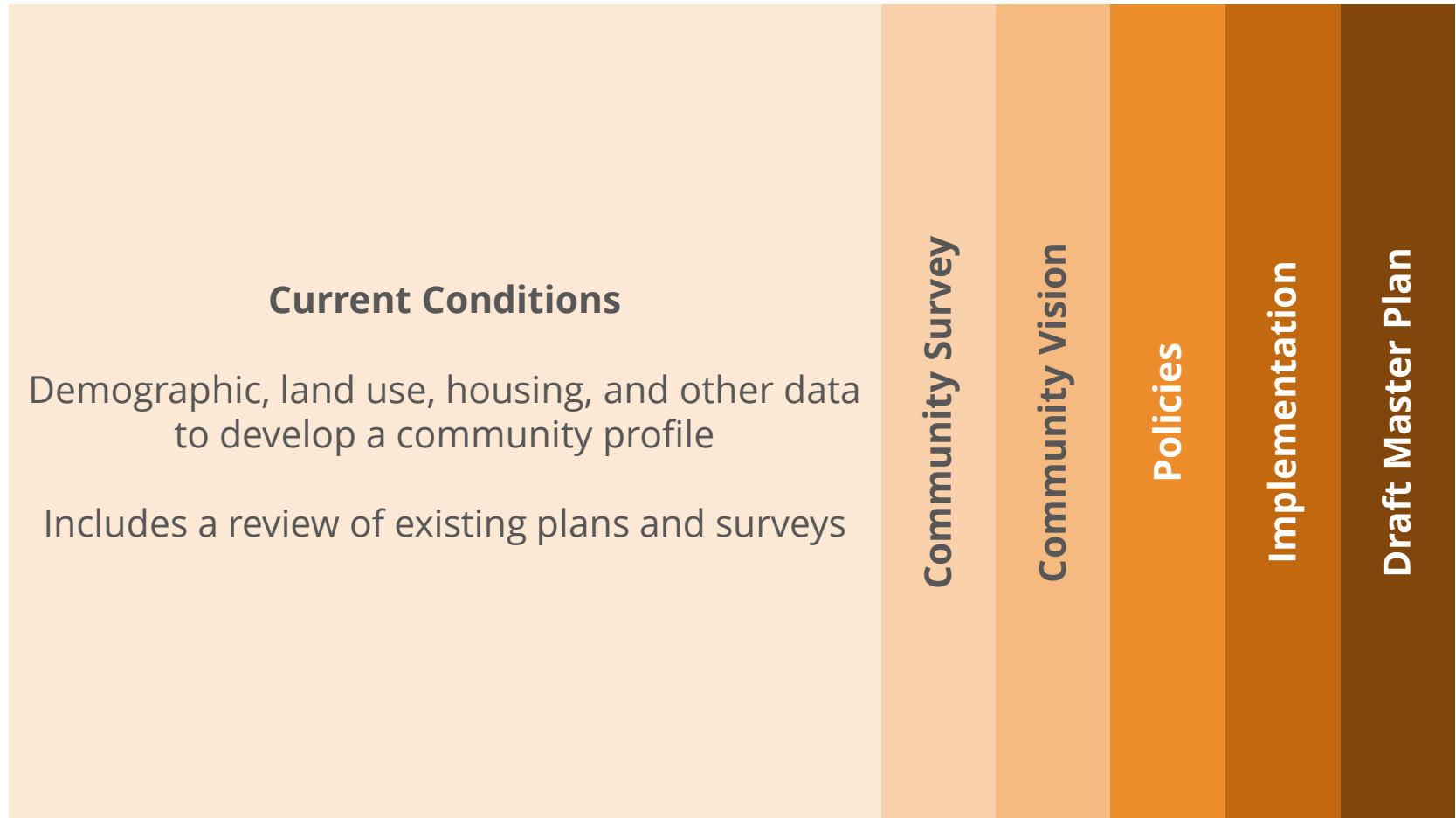
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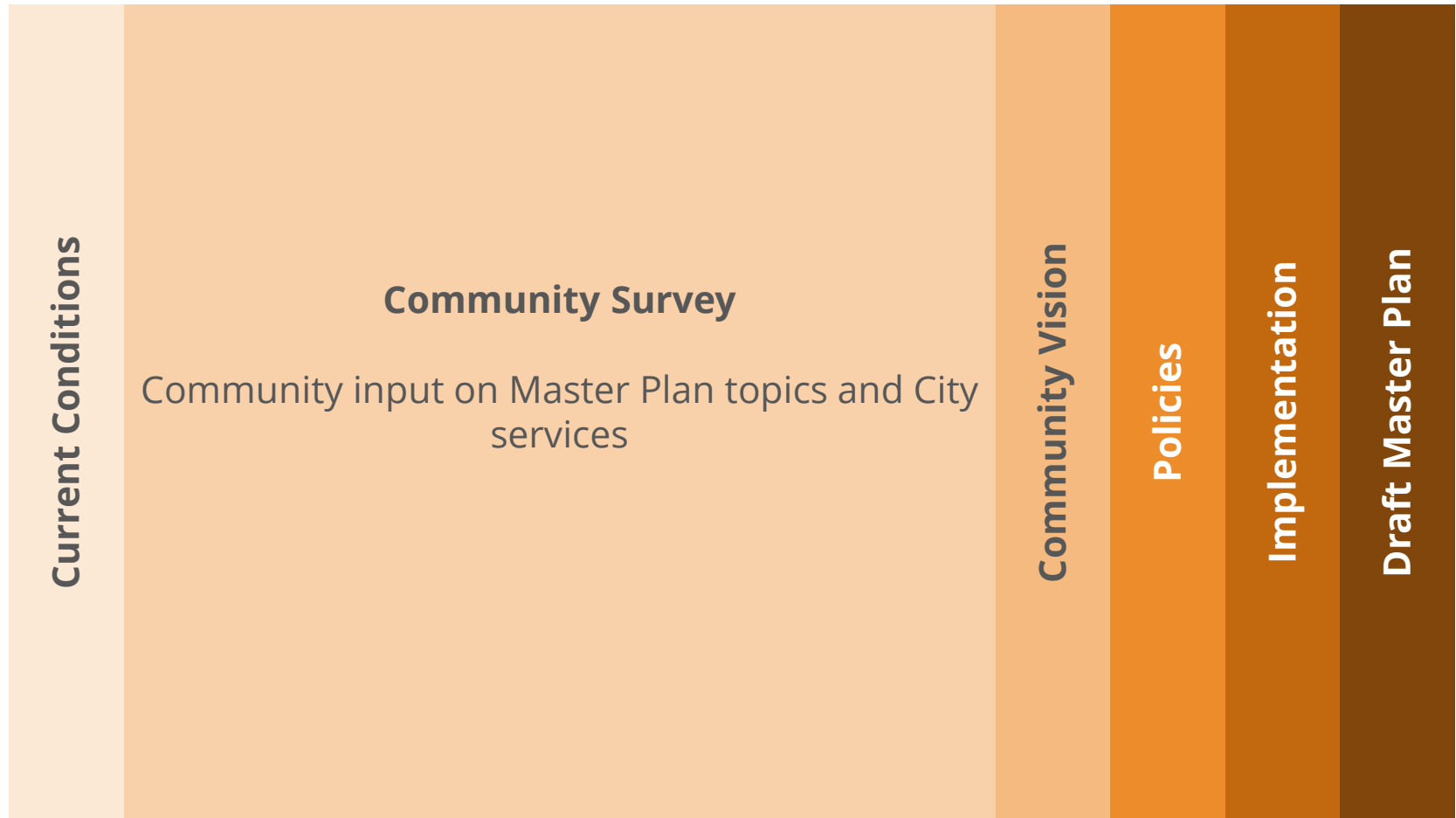
# PROCESS REVIEW

# The Euclid Master Plan: Six Steps

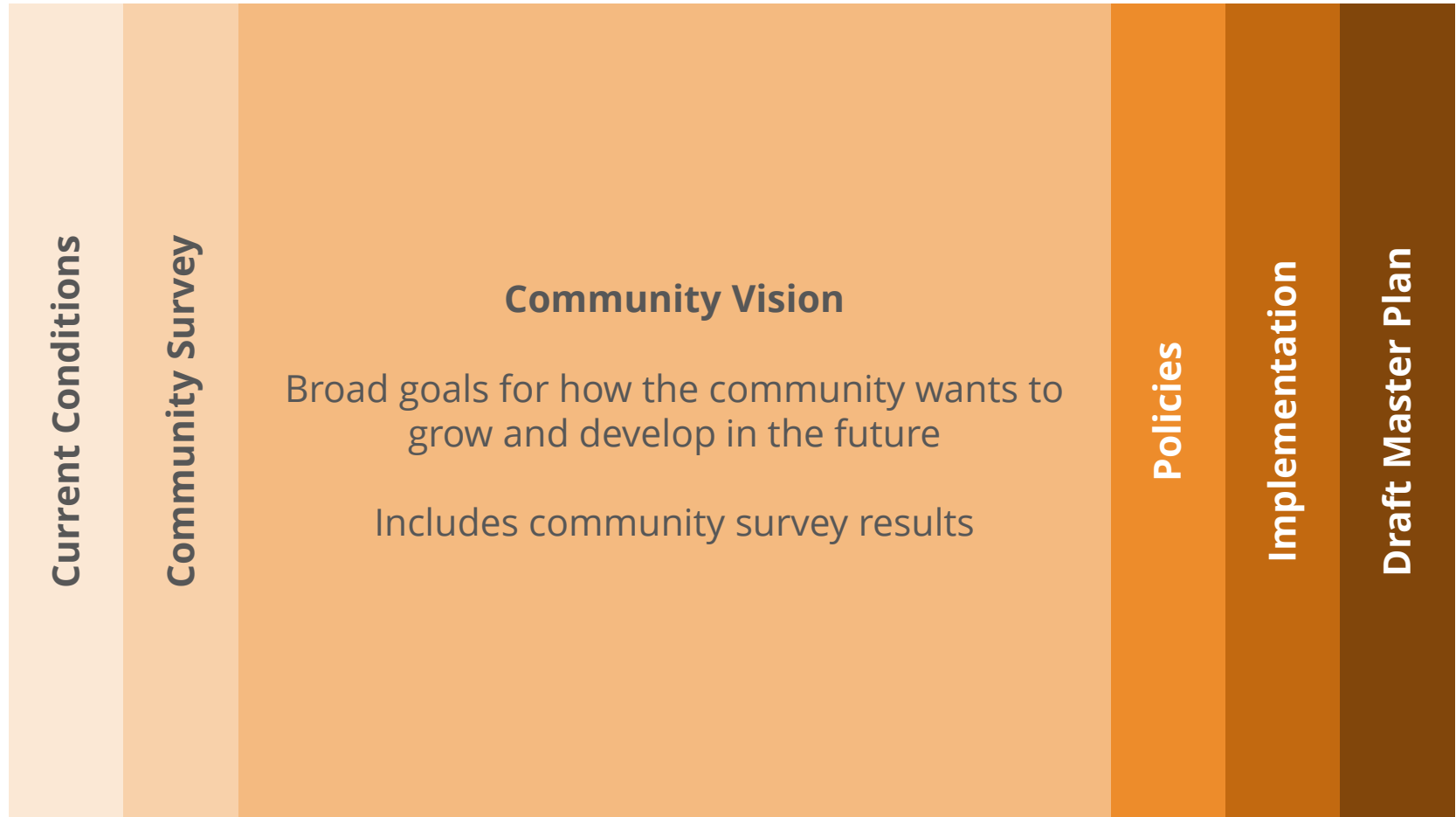




# The Euclid Master Plan: Six Steps



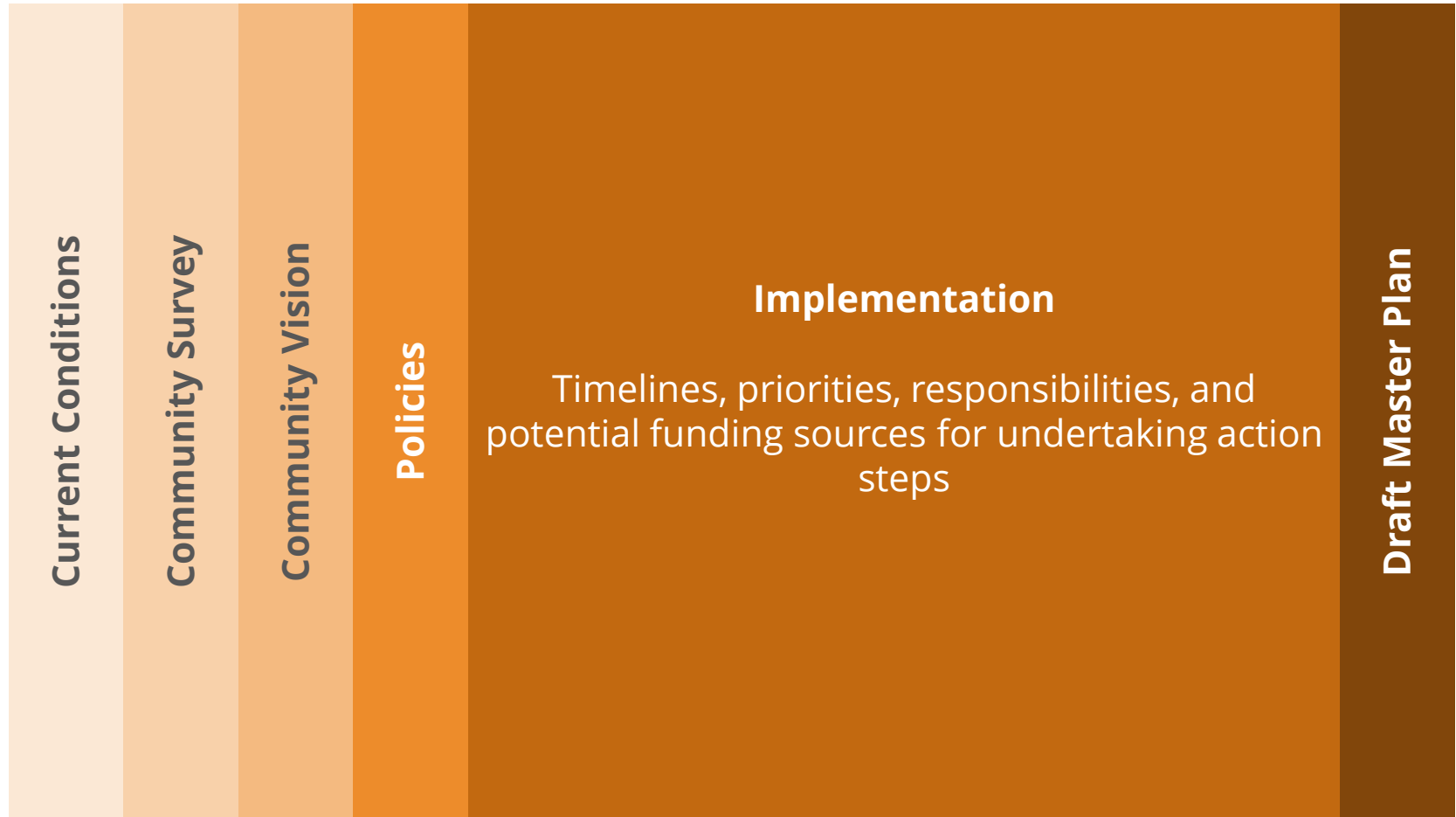
# The Euclid Master Plan: Six Steps



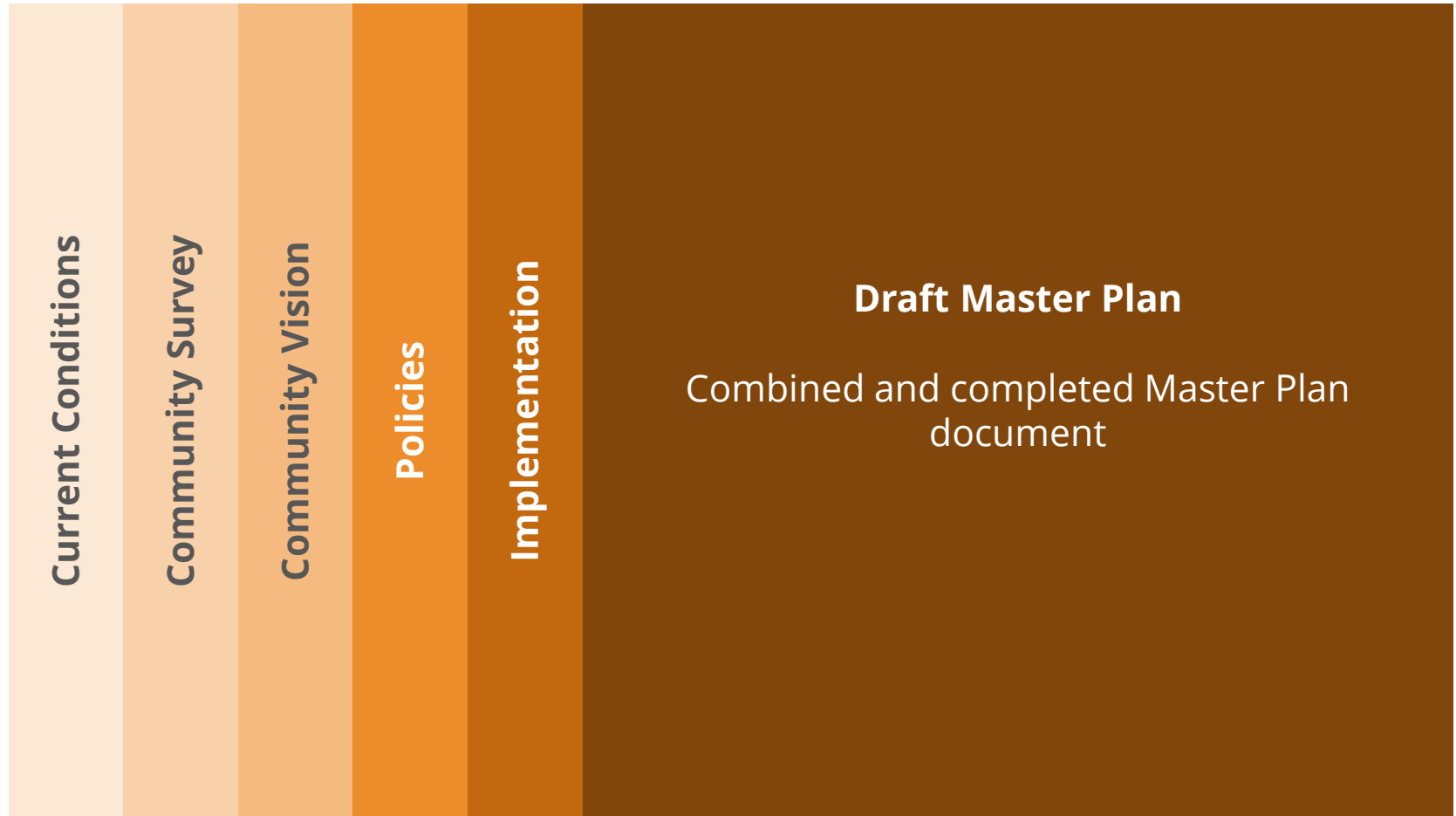
# The Euclid Master Plan: Six Steps



# The Euclid Master Plan: Six Steps



# The Euclid Master Plan: Six Steps



# **STEERING COMMITTEE RECAP**

# Homework

- January 19, 2017
- Homework on presented policies
  - Agree/disagree
  - 11 completed worksheets

# 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-industry manufacturing and health sectors, grows entrepreneurship, and attracts technology 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				



## **PLAN CHANGES** - *Stay*

### Removed

- Neighborhood home maintenance classes
- Housing preservation award program
- Requiring for-sale units to be built on Land Bank properties
- Encourage the construction of senior housing on Land Bank sites

### Changed

- Promote City-owned lands to both developers and current residents

## **PLAN CHANGES** - *Prosper*

### Removed

- Work with institutions to investigate funding of wellness programs
- Work with other communities in planning for Cuyahoga County Airport

### Changed

- Combined action calling for consistent branding and development standards
  - Removed action for consistent zoning
- Expanding public facilities discussion

## **PLAN CHANGES - *Play***

Removed

- Develop individual brands for East 222<sup>nd</sup> and Euclid-Babbitt area

## **PLAN CHANGES** - *Play*

### Changed

- Ensure Central Middle School site is shielded from the nearby railroad
- Coordination with surrounding communities for an indoor community center
- Ensure access to Metroparks from Glenridge Road includes safety measures
- Added ideas for frequent Downtown events
- Complete a Parks Master Plan for smaller neighborhood parks

## **PLAN CHANGES** - *Connect*

### Removed

- Consider a transit center downtown
- Apply for funding to study the elimination of freeway turnarounds
- Apply for TLCI funding to study East 222<sup>nd</sup> Street

### Changed

- Ensure landscaping classes include education on green features

## **PLAN CHANGES** - *Engage*

Removed

- Enact a fair practices board

## **PLAN CHANGES** - *Preserve*

### Added

- Purchase conservation easements along the deep setbacks of the East Branch of Euclid Creek
- Review the Zoning Code to ensure green features are allowed and encouraged

# RECAP OF PLAN CHANGES

- Removed 12 actions
- Changed eight actions
- Added three actions



# **PUBLIC MEETING RECAP**

# CATALYST AREAS FEEDBACK

## CATALYST AREAS MAP

### WHAT ARE CATALYST AREAS?

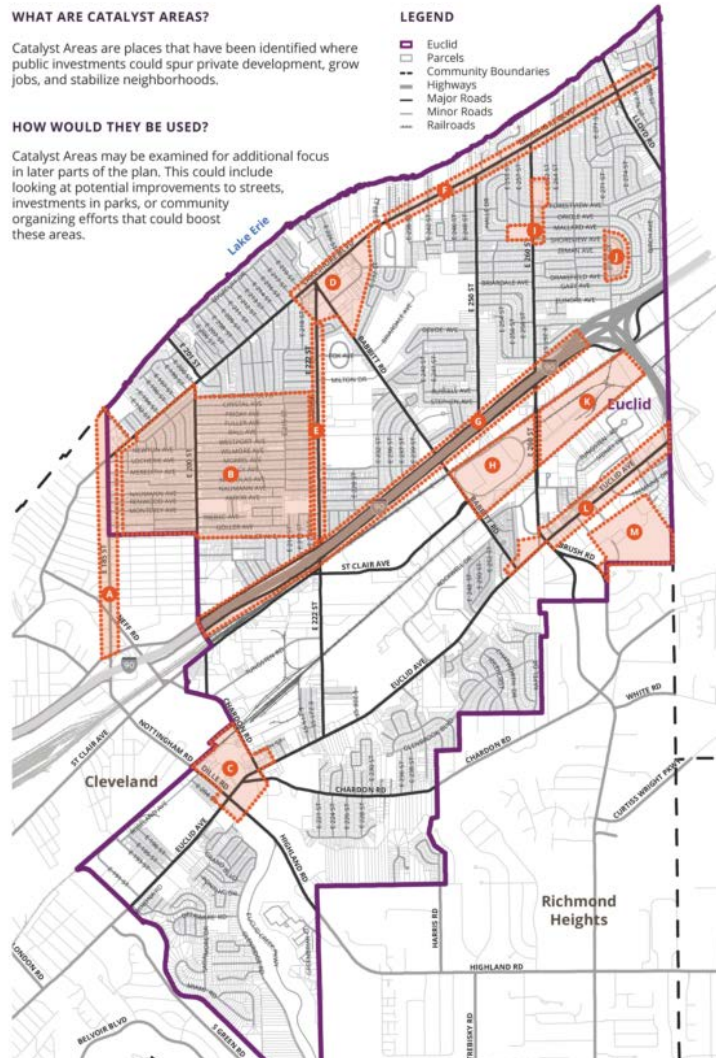
Catalyst Areas are places that have been identified where public investments could spur private development, grow jobs, and stabilize neighborhoods.

### 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 FEEDBACK

CATALYST AREA:  
**A** EAST 185<sup>TH</sup>



## 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 FEEDBACK

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 FEEDBACK

**CATALYST AREA:**

## **D DOWNTOWN EUCLID**



LIKES:

- Dining and entertainment

## CHANGES:

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

**CATALYST AREA:**

**E EAST 222<sup>ND</sup>**



LIKES:

- Mix of government buildings
- Library

## CHANGES:

- Street improvements
- Aesthetics and landscaping



# CATALYST AREAS FEEDBACK

CATALYST AREA:

**H EUCLID SQUARE MALL**



LIKES:

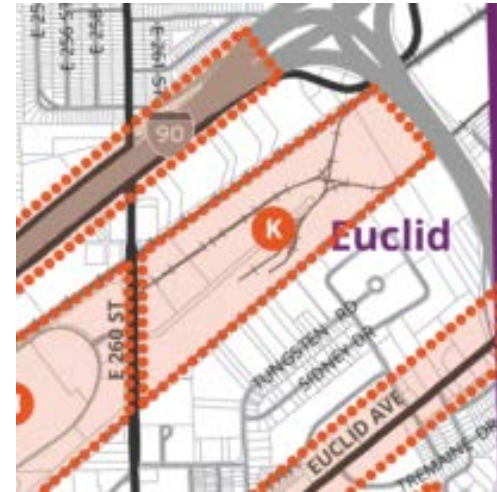
- Central location

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 FEEDBACK

## CATALYST AREA: G I-90 CORRIDOR



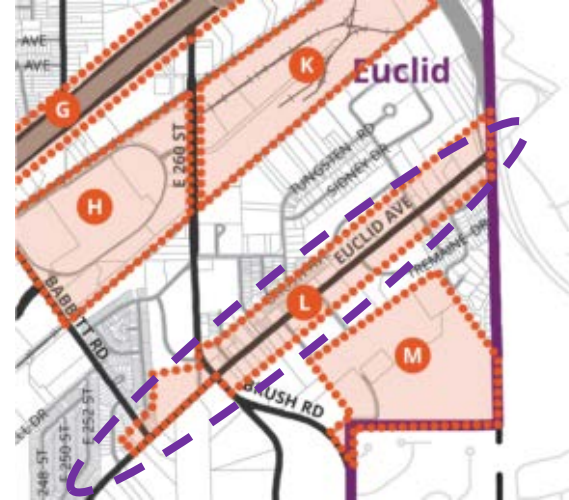
### LIKES:

- 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

# CATALYST AREAS FEEDBACK

**CATALYST AREA:**

**1 EAST 260<sup>TH</sup>**



LIKES:

- Small town charm

## CHANGES:

- Building maintenance
- Sidewalk repair

**CATALYST AREA:**

## **J WILLOW PARK AREA**



LIKES:

- Local park

## CHANGES:

- Upgraded or new facilities
- Safety in the park



# CATALYST AREAS FEEDBACK

CATALYST AREA:

**M PROVIDENCE PARK**



LIKES:

- Green space

CHANGES:

- Better connection to the City

## LEGEND

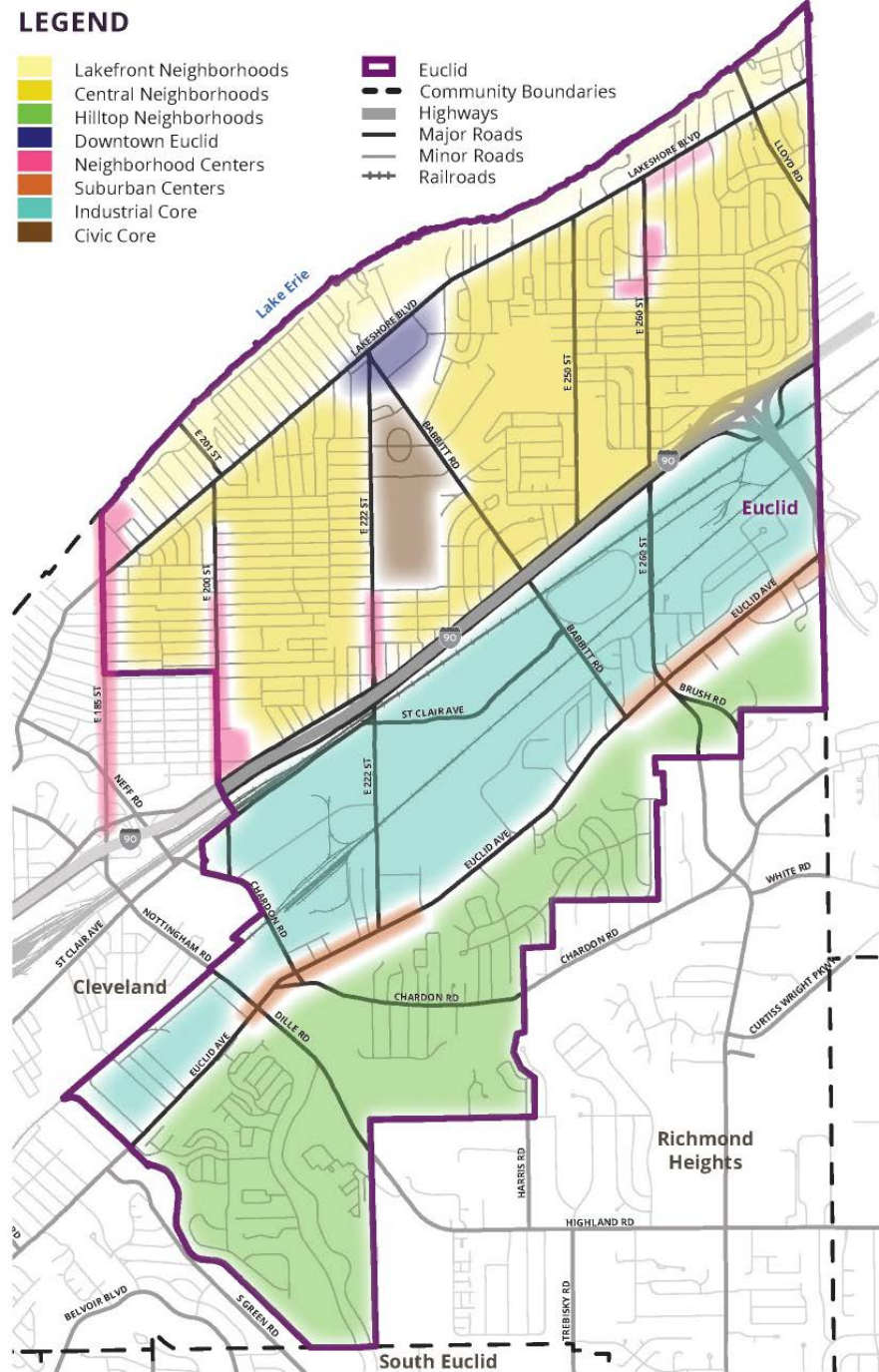
- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads
- Core Strategy Areas



# CATALYST AREAS to CORE STRATEGY AREAS

# **FUTURE LAND USE**

### LEGEND



# CHARACTER AREAS

# CHARACTER AREAS



## LAKEFRONT NEIGHBORHOODS

Primary Districts: **U1** **ASF** **U2** **U3** **CI**

Secondary Districts: **U3EL** **U3E** **U4**



## CENTRAL NEIGHBORHOODS

Primary Districts: **U1** **ASF** **U2** **U3** **CI**

Secondary Districts: **U3EL** **U4**



## INDUSTRIAL CORE

Primary Districts: **U6** **U7** **U8** **CI**

Secondary Districts: **U1** **ASF** **U2** **U3**  
**U3EL** **U4** **U5**



## CIVIC CORE

Primary Districts: **CI**

Secondary Districts: **U1** **U2** **ASF** **U3**  
**U3EL**



## HILLTOP NEIGHBORHOODS

Primary Districts: **U1** **ASF** **CI**

Secondary Districts: **U3** **U3EL** **U4** **U8**  
**CI**



## DOWNTOWN EUCLID

Primary Districts: **U3** **U4** **U8**

Secondary Districts: **ASF** **CI**



## NEIGHBORHOOD CENTERS

Primary Districts: **U4** **U8** **CI**

Secondary Districts: **ASF** **U2** **U3**



## SUBURBAN CENTERS

Primary Districts: **U4** **U5** **U8** **CI**

Secondary Districts: **ASF** **U2** **U3** **U3E**  
**U6** **U7**



# CHARACTER AREAS



## LAKEFRONT NEIGHBORHOODS

Primary Districts: U1 ASF U2 U3 CI

**Secondary Districts:** U3E U4

## LEGEND



# DESIGN PRINCIPLES

# EXAMPLE MARKETING





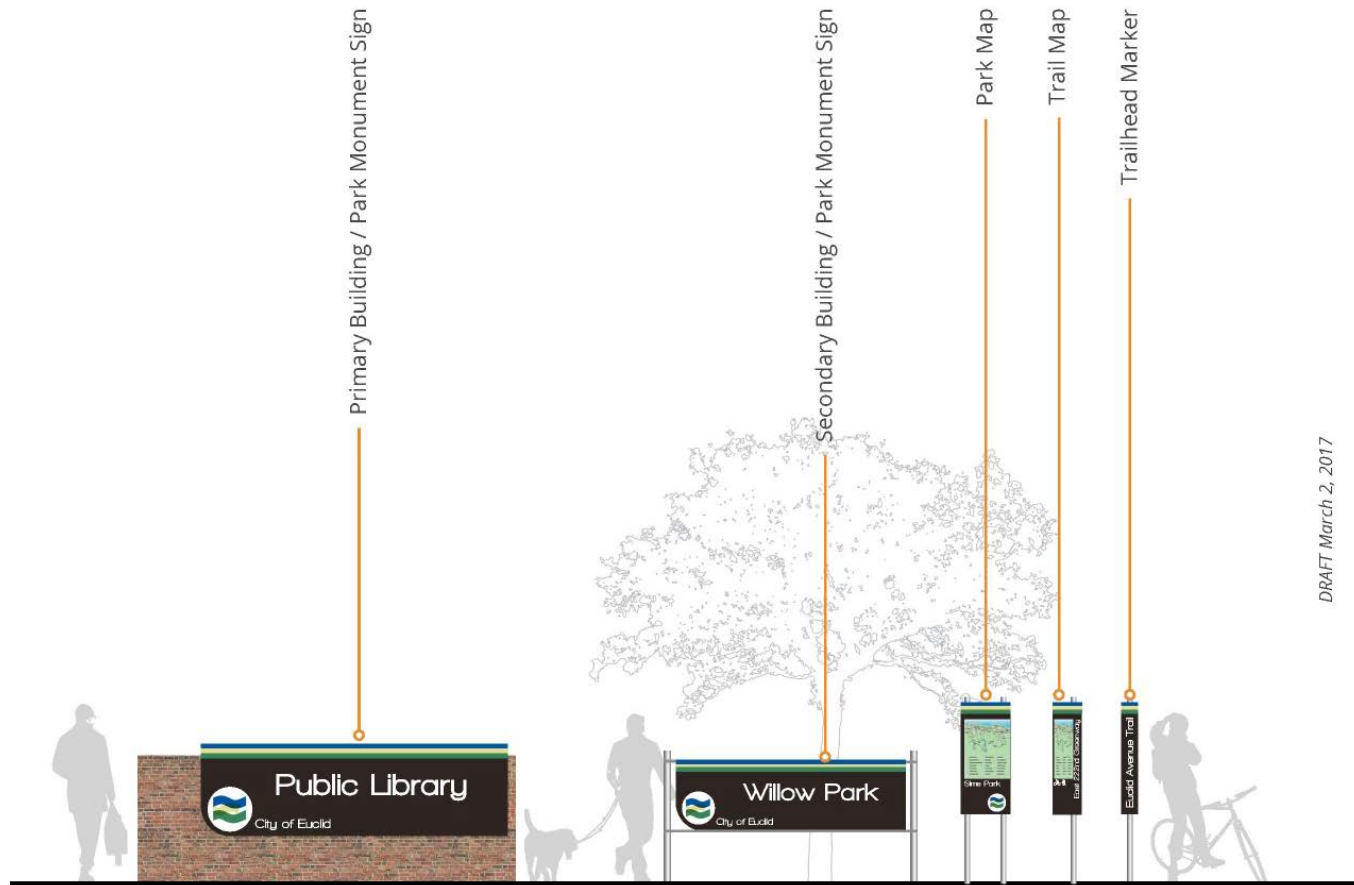
# POTENTIAL EUCLID LOGO



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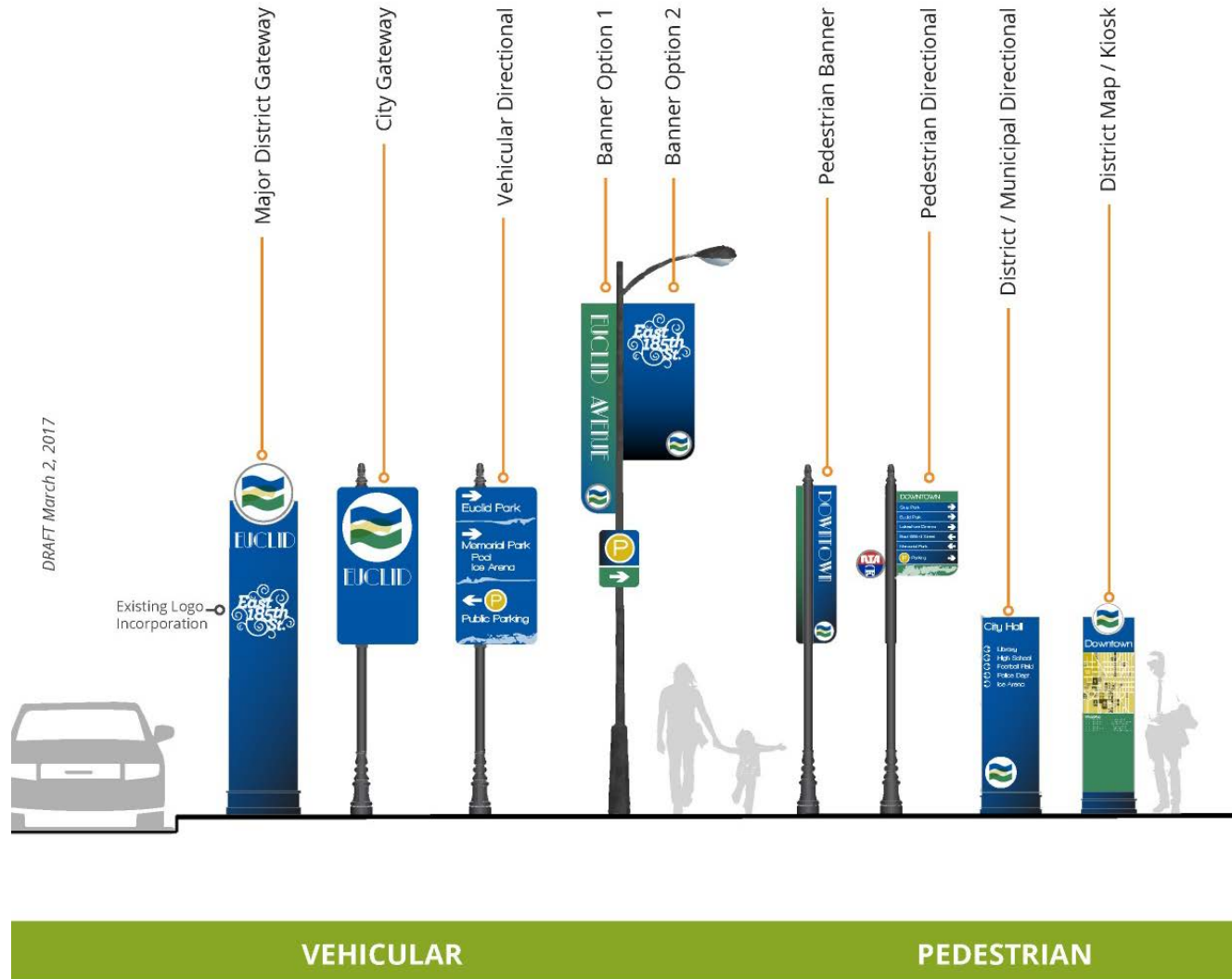
# POTENTIAL BRANDING/WAYFINDING



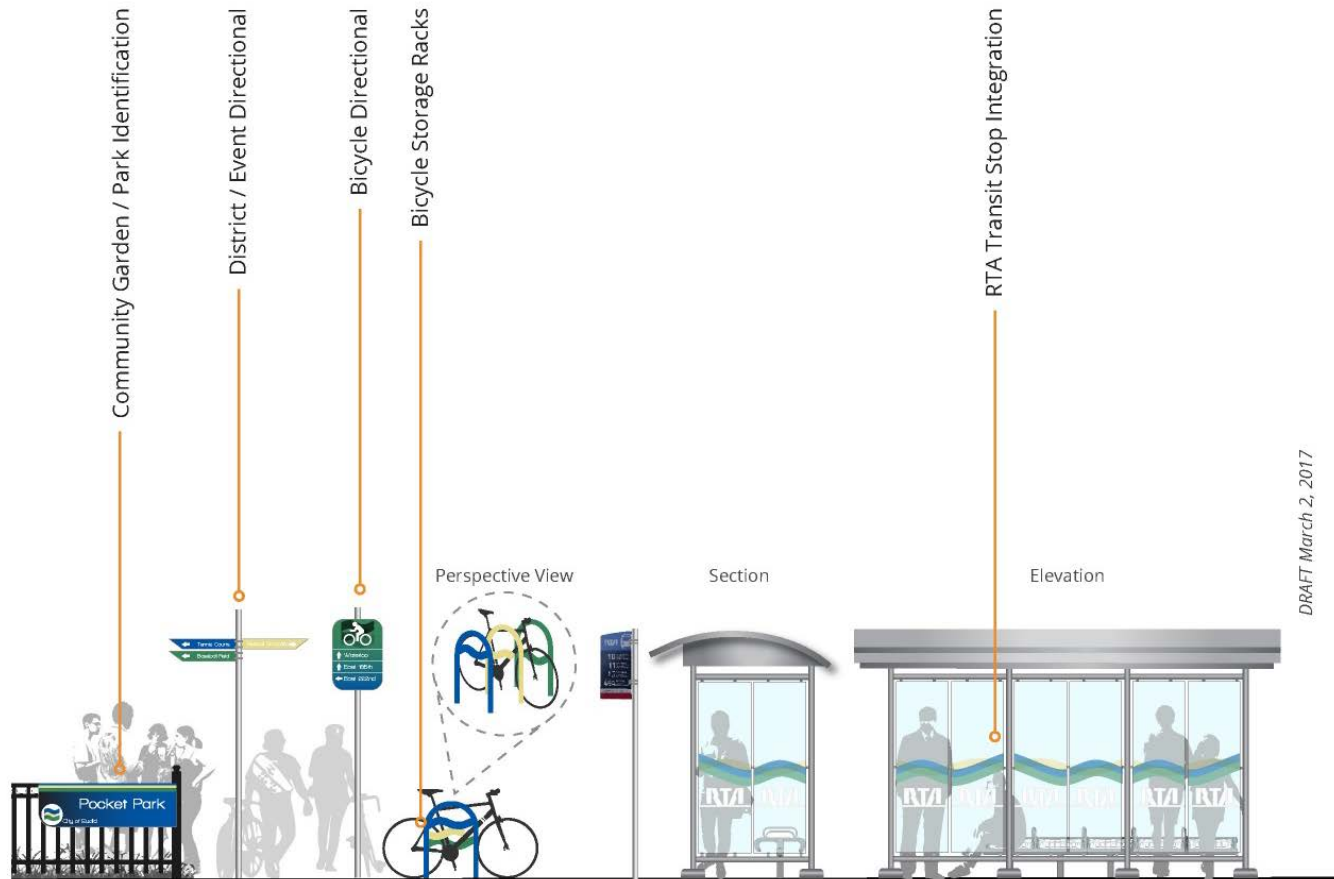
MUNICIPAL

PARKS & OPEN SPACE

# POTENTIAL BRANDING/WAYFINDING



# POTENTIAL BRANDING/WAYFINDING



SPECIALTY

TRANSIT

# **CORE STRATEGY AREA POLICIES**

# CREATING GREAT PLACES



The map illustrates the proposed Euclid Avenue Transitway, highlighted in green. The transitway runs diagonally from the northwest to the southeast, following the path of Euclid Avenue. Key streets shown include Lakeshore Blvd, Euclid Ave, Chardon Rd, and various local streets like E 185 St, E 200 St, E 222 St, E 250 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, and E 1000 St. The map also shows the locations of Cleveland, Euclid, and Richmond Heights, and the proximity to Lake Erie.





MAP 4 SOCIABILITY



MAP 5 USES & ACTIVITIES



MAP 6 ACCESS & LINKAGE



MAP 7 COMFORT & IMAGE

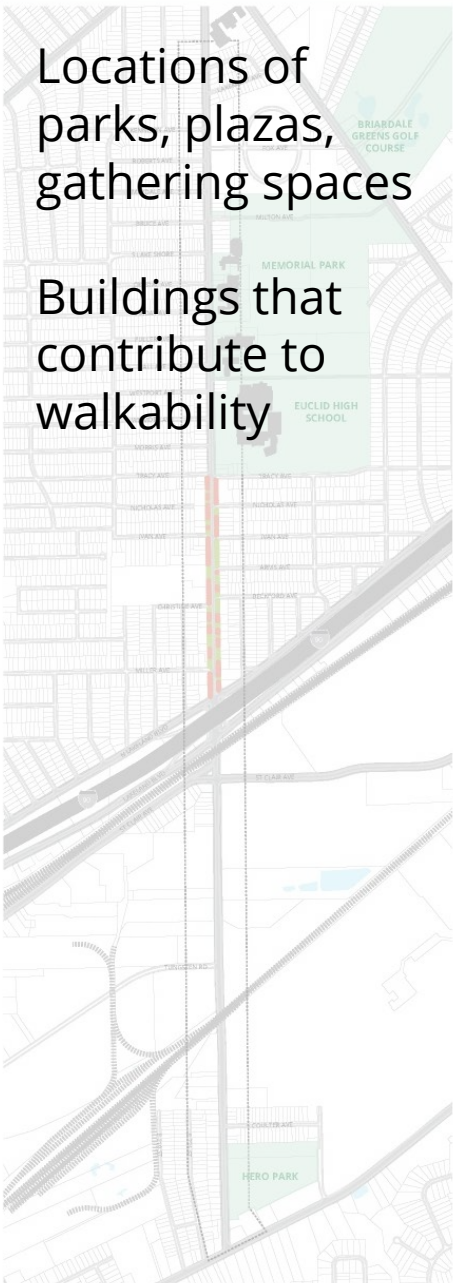




MAP 4 SOCIABILITY

Locations of parks, plazas, gathering spaces

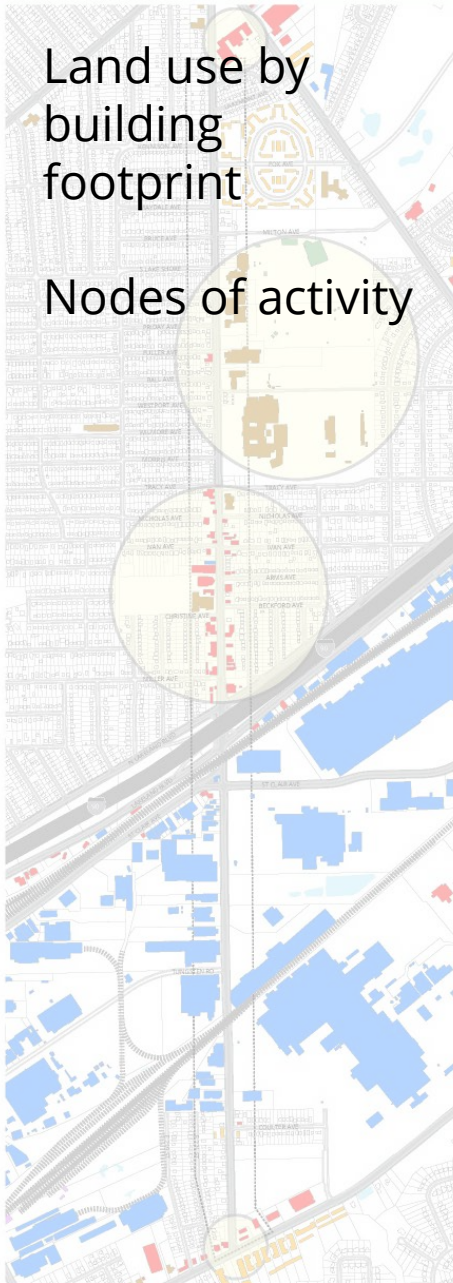
Buildings that contribute to walkability



MAP 5 USES & ACTIVITIES

Land use by building footprint

Nodes of activity



MAP 6 ACCESS & LINKAGE

Missing sidewalks

Presence of crosswalks

Locations of bus stops

Locations of stop lights

Presence of bikeways

Percentage of curb cuts



MAP 7 COMFORT & IMAGE

Locations of gateway signs

Locations of landmarks

Presence of street furniture

Locations of street trees







## DEVELOPMENT PRINCIPLES

The following development principles should be used to guide public and private investment along the East 222<sup>nd</sup> Street Corridor. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

### 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 & 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
- Improve existing crosswalks and add additional ones, if warranted, to improve east-west access and pedestrian safety
- Construct an all-purpose trail along the eastern side of the street
- Encourage shared parking among business owners

### USES & ACTIVITIES

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

### COMFORT & IMAGE

- Unify the corridor through consistent branding such as street signs, institutional 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 22<sup>ND</sup> 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

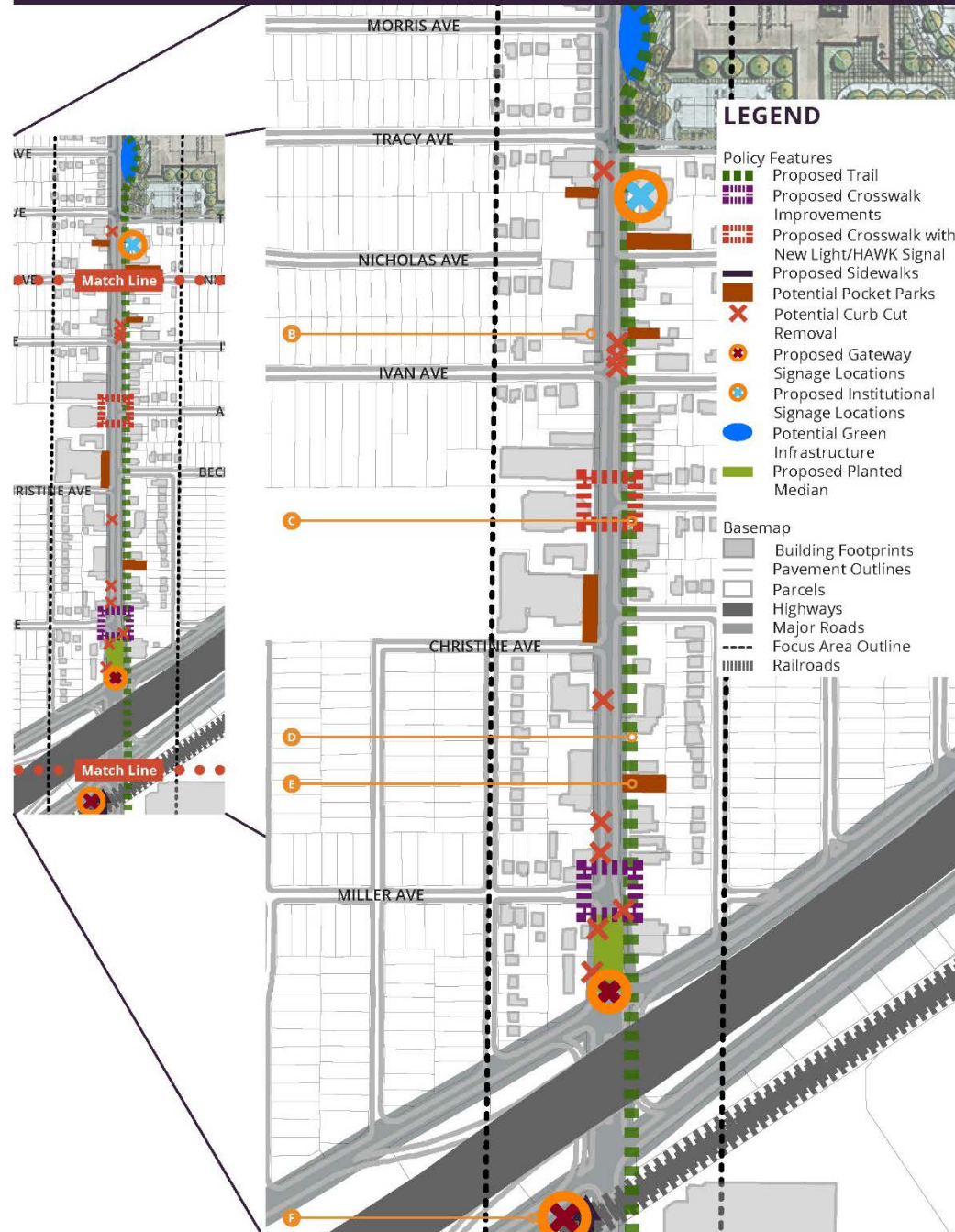
## Basemap

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





# MAP 6 EAST 222<sup>ND</sup> STREET CENTRAL POLICIES







zire  
L DEN

 **Marta's**  
Dining & Events  
European-American  
food

**OPEN**  
IMAJ-U-ZIRE  
HAIR-NAIL DEN  
SPECIALS  
216.  
216.  
IMAJ  
HAIR  
SPECIAL

MARTA'S BIKINI PHOTO HOME

COCK PARTYING SPECIALTY









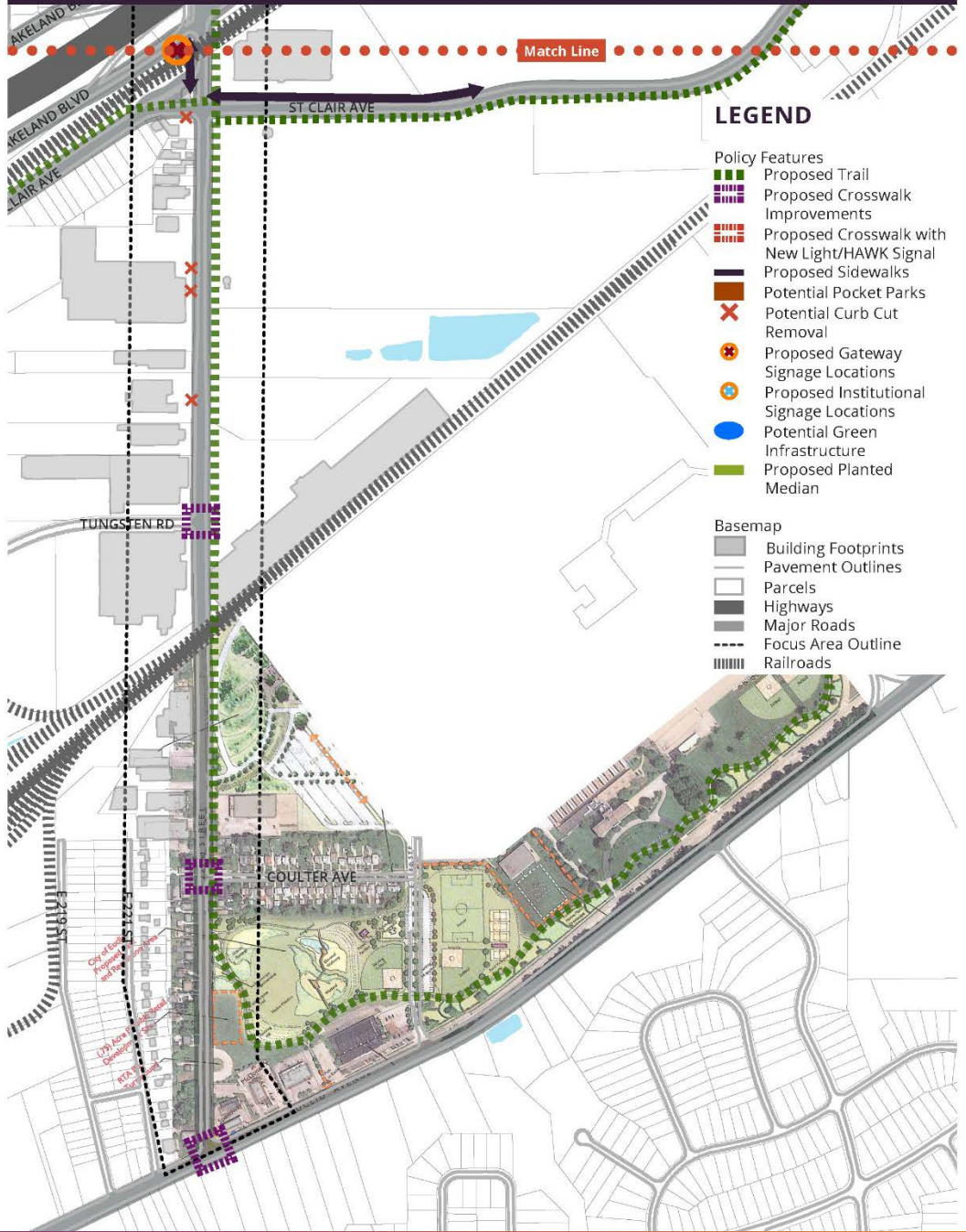








# MAP 7 EAST 222ND STREET SOUTH POLICIES

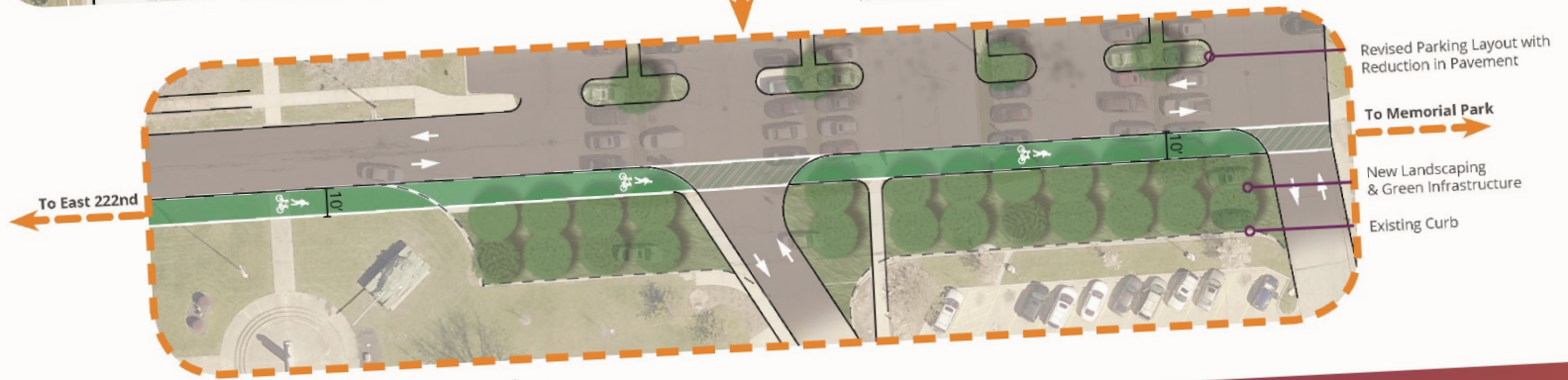
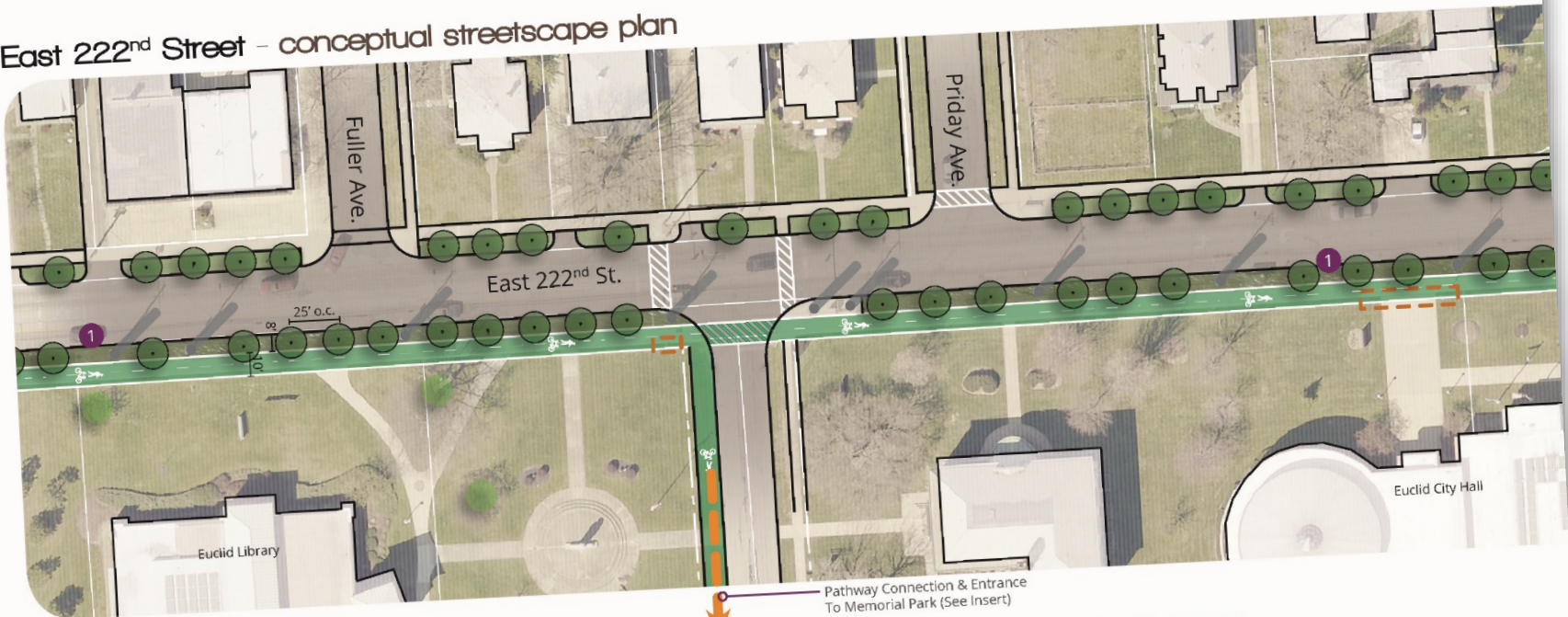




# East 222<sup>nd</sup> Street

preliminary streetscape plan

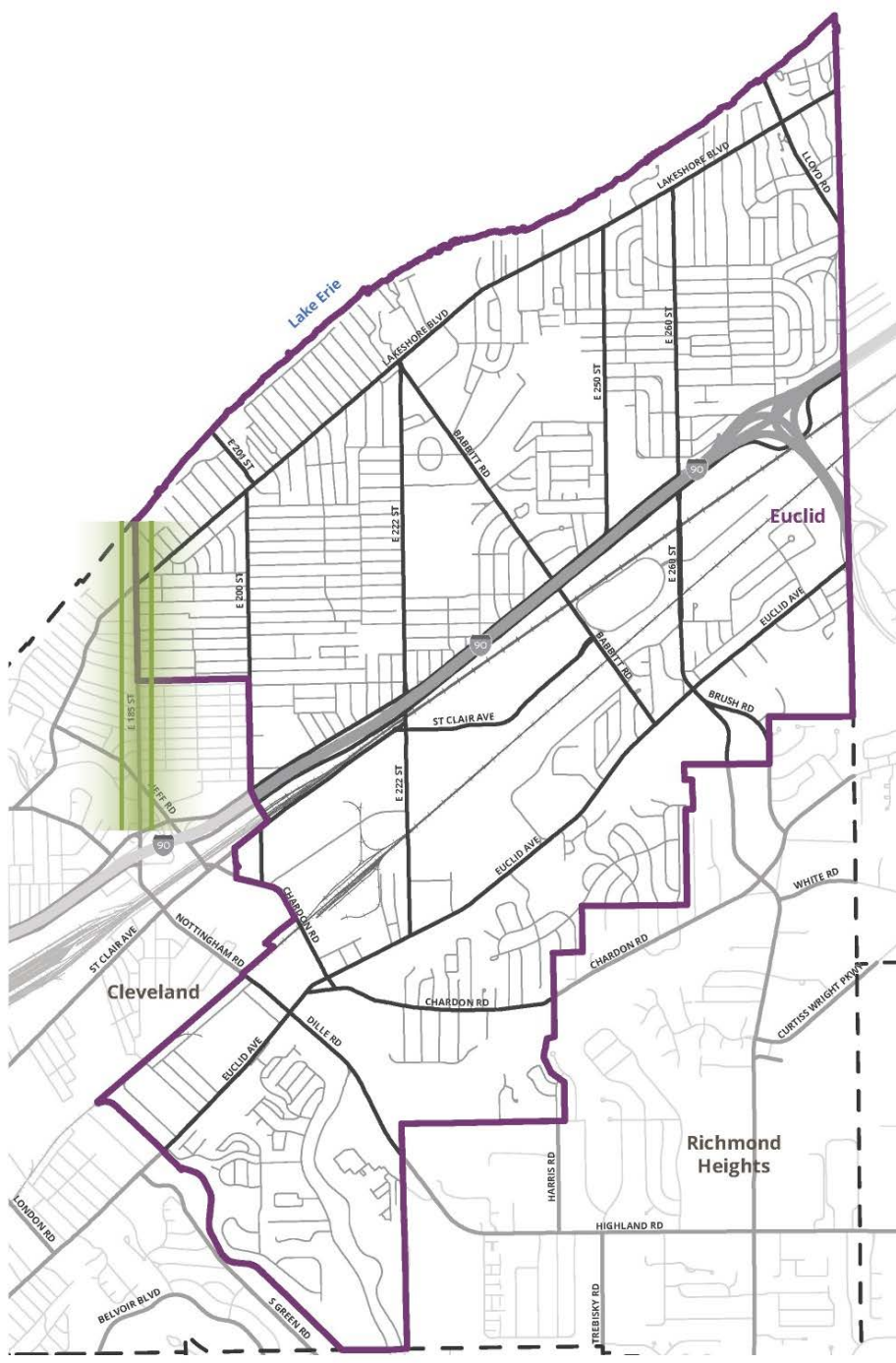
## East 222<sup>nd</sup> Street – conceptual streetscape plan

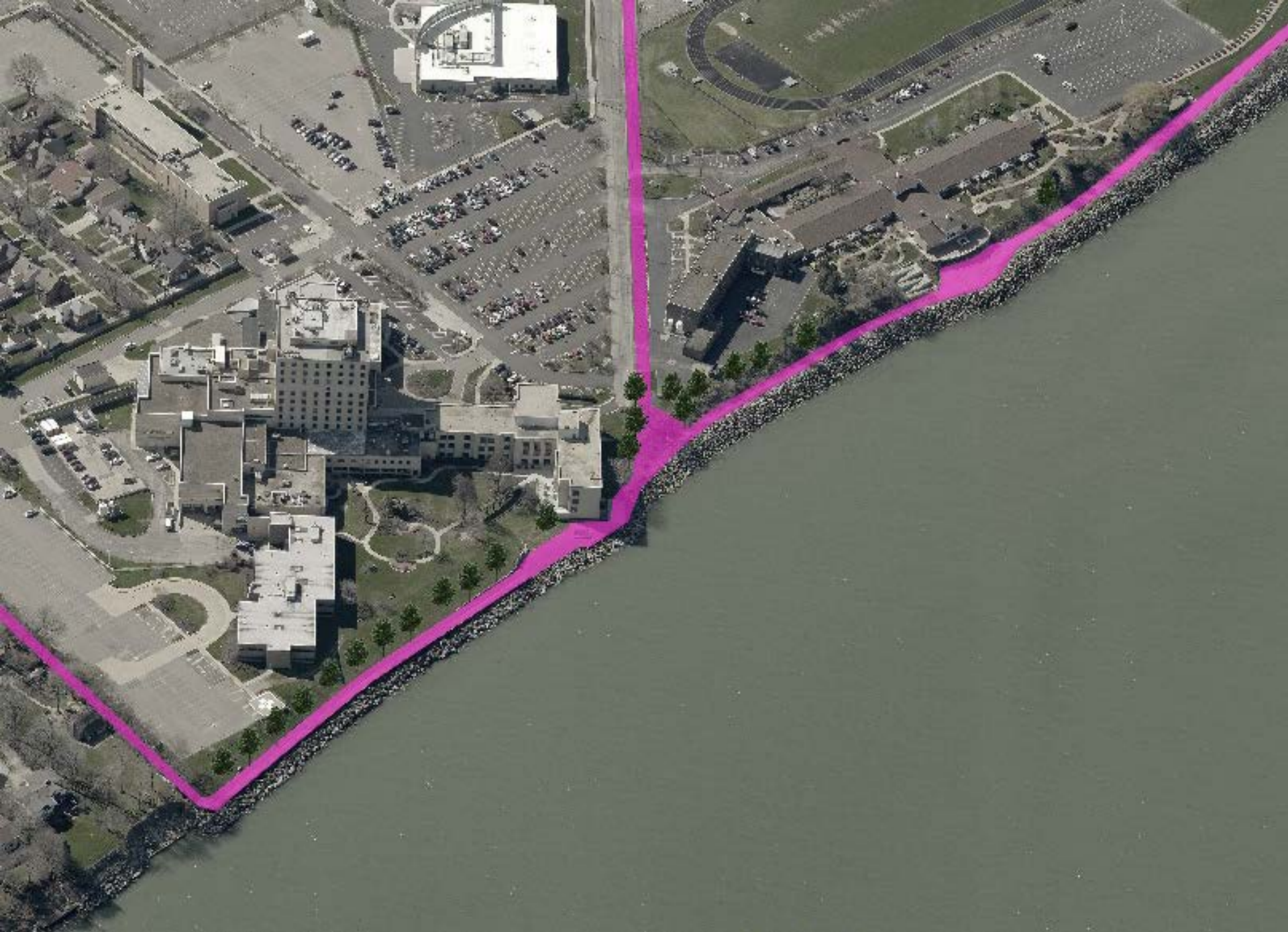


Memorial Park Connection



The map shows the Euclid area with a green shaded corridor along Euclid Avenue. Key streets labeled include Lakeshore Blvd, E 200 St, E 222 St, E 250 St, E 268 St, Euclid Ave, St Clair Ave, Chardon Rd, Dille Rd, Harris Rd, Highland Rd, and S Green Rd. The map also shows the intersection of I-90 and I-54. The area is divided into Euclid, Cleveland, and Richmond Heights.

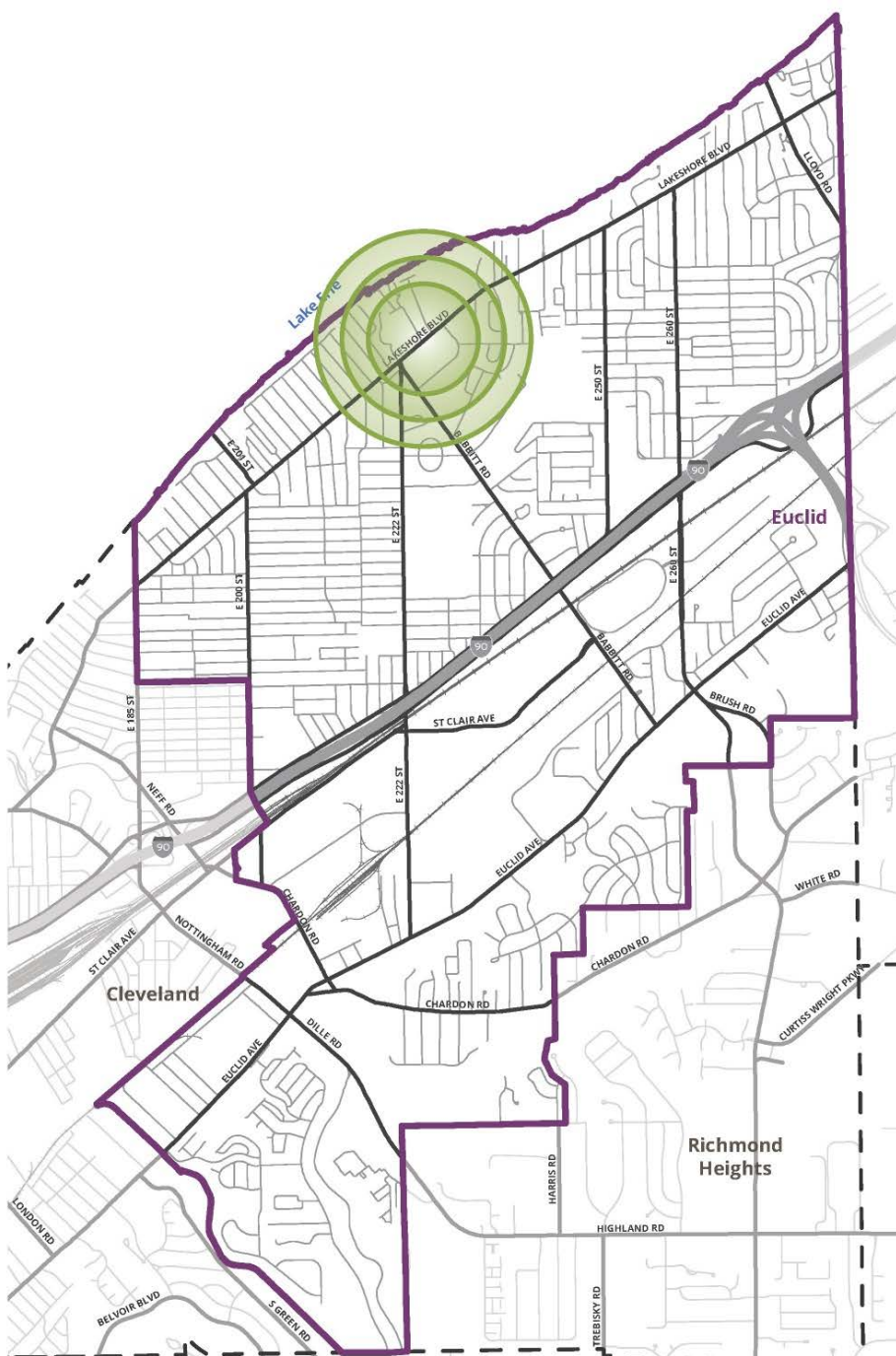






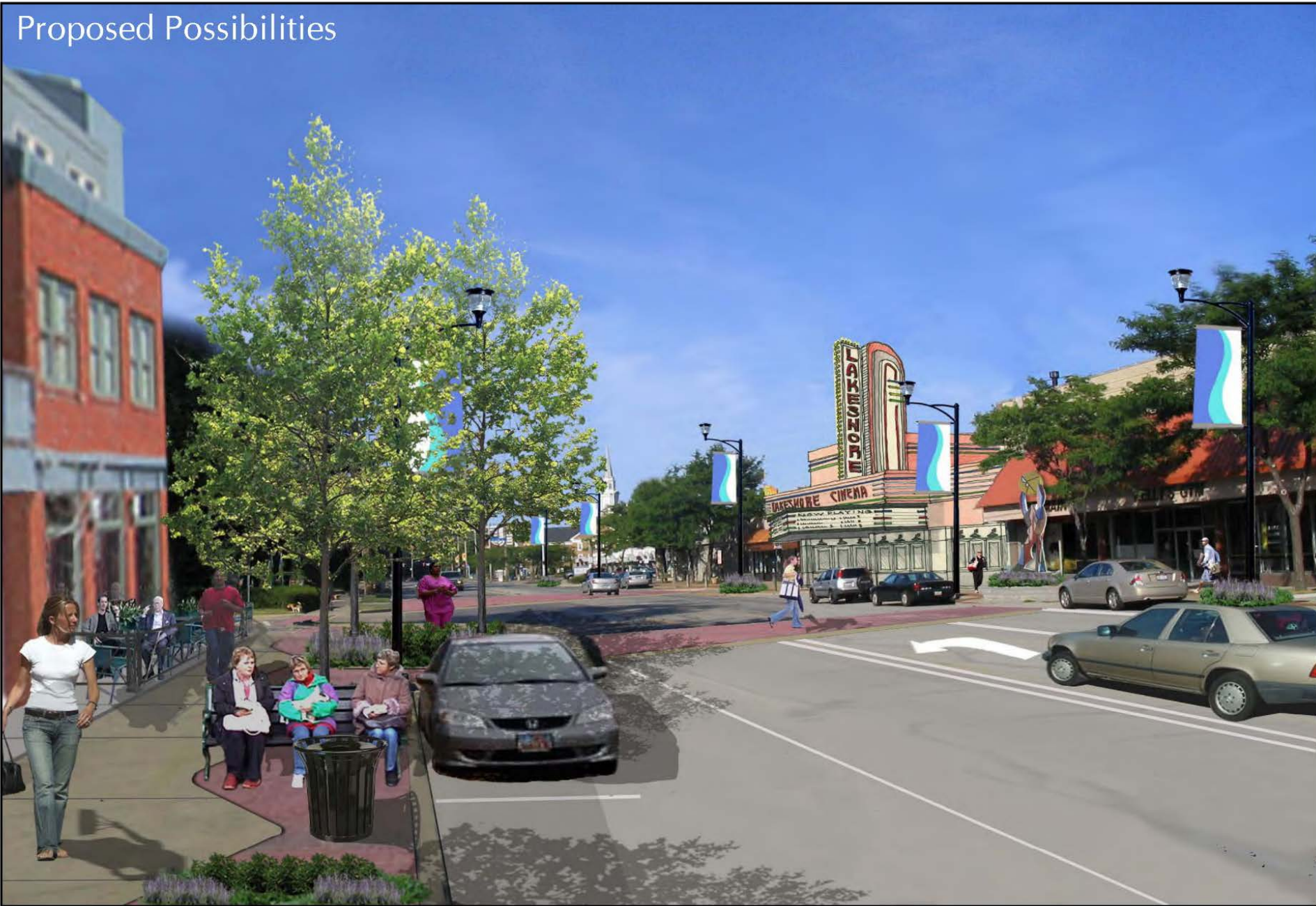


# DOWNTOWN EUCLID & LAKEFRONT PARKS





# Proposed Possibilities









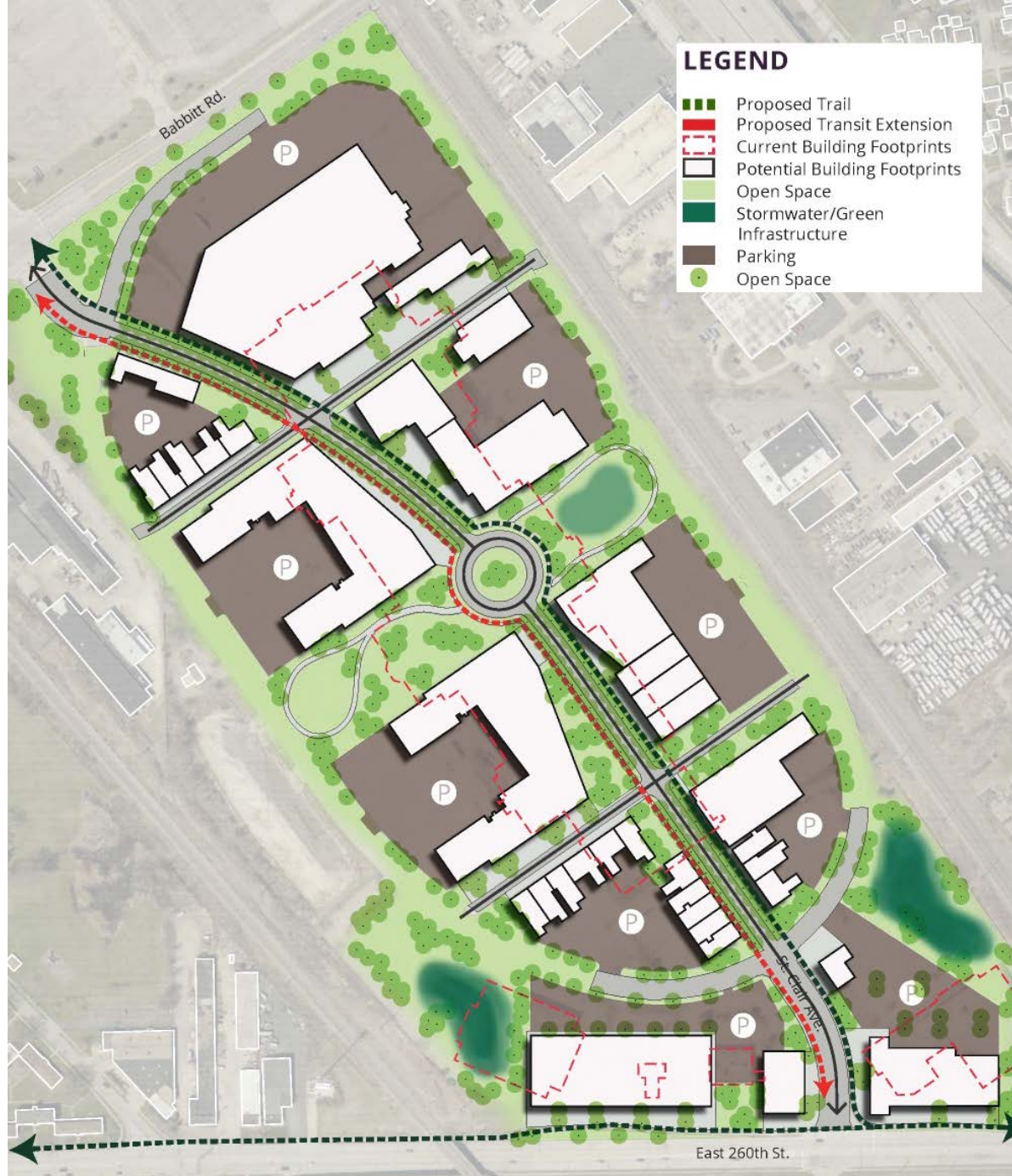












### MOVEMENT

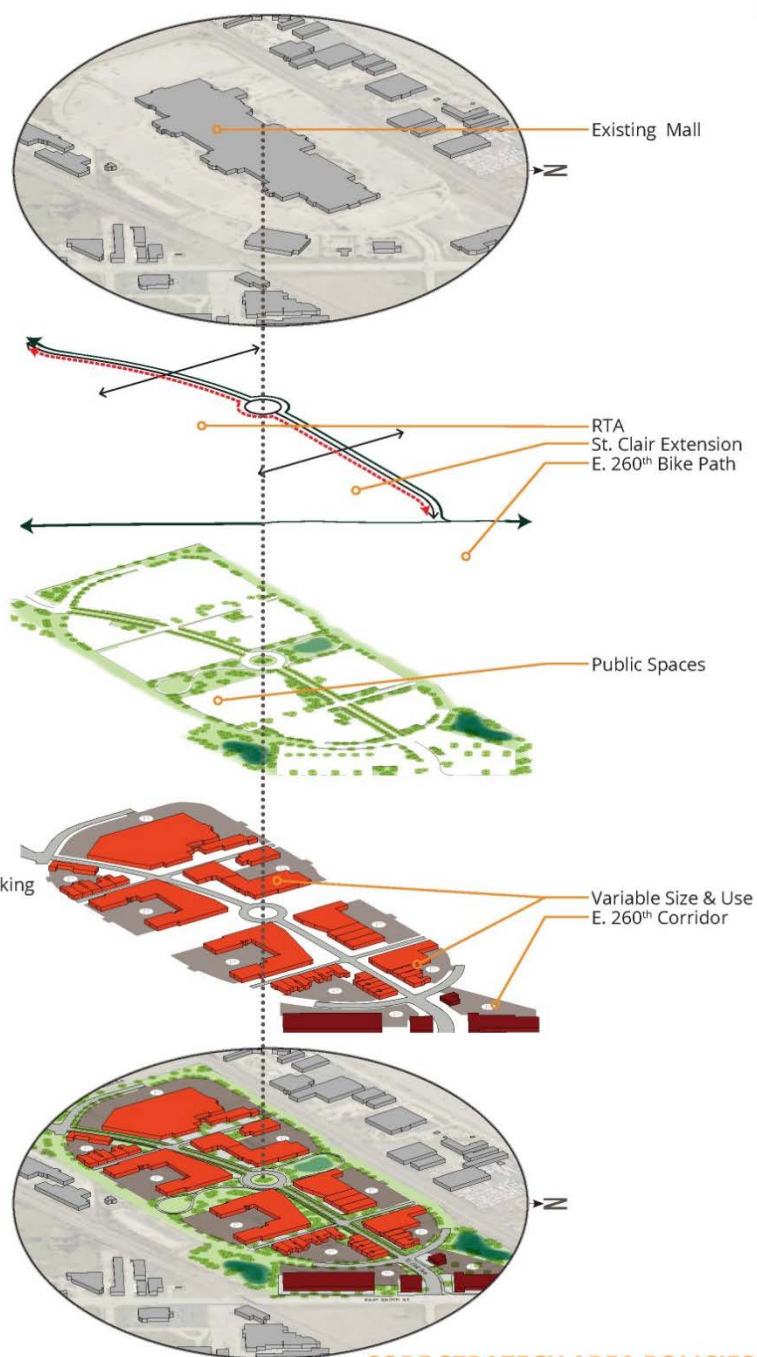
- Vehicular
- Bicycle Path
- Transit

### LANDSCAPE

- Open Space
- Stormwater/Green Infrastructure

### DEVELOPMENT

- Industrial / Office
- Commercial / Retail
- Loading Docks / Parking



## CORE STRATEGY AREA POLICIES



# I-90 MANUFACTURING CORRIDOR





**ACTIVITY**



## **Keep It/Change It Exercise**

Are the development principles right?

- We have outlined development principles and strategies for each of the Core Strategy Areas
- Did we get those development principles right?

## Keep It/Change It Exercise

Are the development principles right?

- There are **four stations** around the room—with two of the Core Strategy Areas at each table
- Take **a half hour to review the development principles and policy maps** on each of the boards

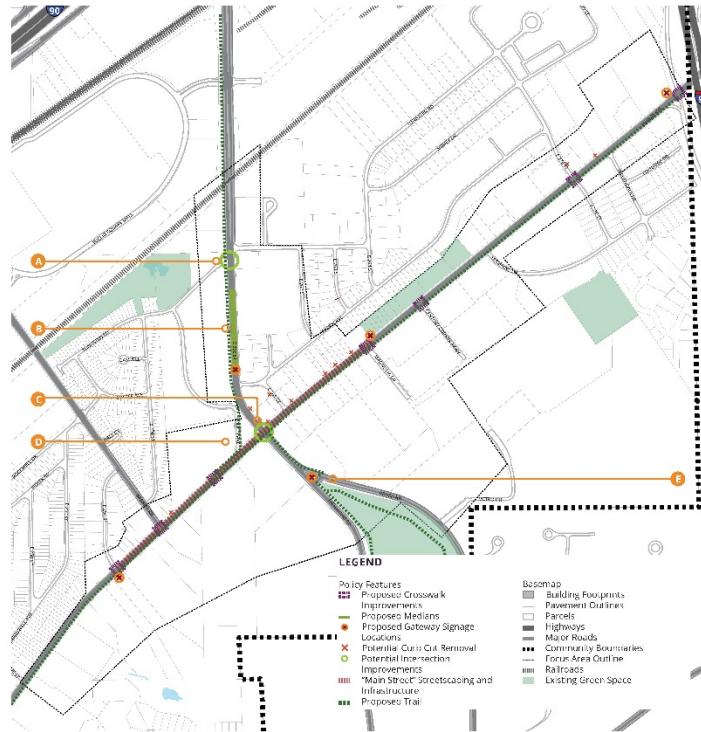


# EAST 260<sup>TH</sup> & EUCLID

## Development Principles

The following development principles should be used to guide public and private investment within the East 260<sup>th</sup> and Euclid area. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

Development Principle	Keep It	Change It
<b>Sociability</b>		
Ensure that the <b>green space between Richmond and Brush Roads</b> is preserved permanently ●		
<b>Improve the green space north of Euclid Avenue</b> as a greenspace or park that contributes to the area's vibrancy		
<b>Access &amp; Linkages</b>		
<b>Improve existing crosswalks</b> and add additional ones, if warranted, to improve pedestrian safety especially at East 260 <sup>th</sup> and Euclid as well as at the Bluestone Elementary School ●		
<b>Improve existing pedestrian pathways to business entrances</b> and ensure future businesses provide safe pedestrian pathways from the sidewalk ●		
<b>Enhance the bus hub</b> at the East 260 <sup>th</sup> and Euclid intersection		
<b>Implement the streetscape and greenway recommendations</b> made in the Euclid Avenue TLCI ●		
<b>Eliminate unnecessary curb cuts</b> where possible to increase safety		
<b>Construct bikeways</b> along East 260 <sup>th</sup> and along Euclid Avenue to connect to green spaces and nearby neighborhoods		
<b>Uses &amp; Activities</b>		
<b>Update development standards</b> to ensure quality design, walkability, and attractive signage		
<b>Comfort &amp; Image</b>		
Unify the area through <b>consistent branding</b> such as street signs, institutional signs, banners, and lighting		
<b>Add street trees</b> where possible		
<b>Improve entrances</b> into the district		



Do you have any comments on the actions, images, or policy map?

### A East 260<sup>th</sup> & Tungsten Intersection



### B School Crossing



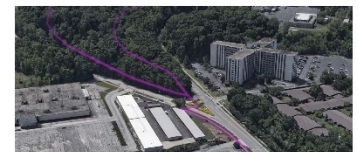
### C East 260<sup>th</sup> & Euclid Intersection



### D Commercial Development



### E Green Space & Trail

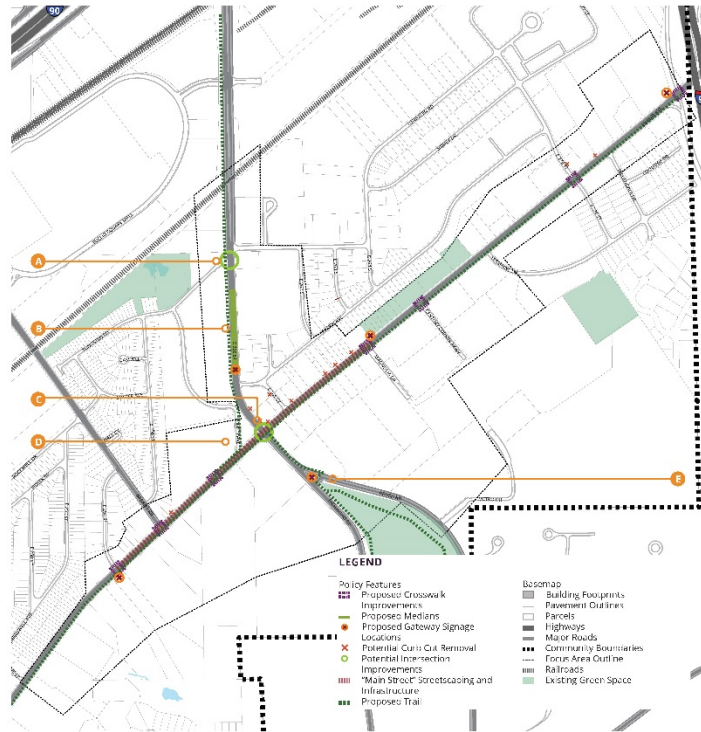


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## B School Crossing



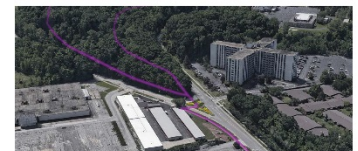
## C East 260<sup>th</sup> & Euclid Intersection



## D Commercial Development



## E Green Space & Trail



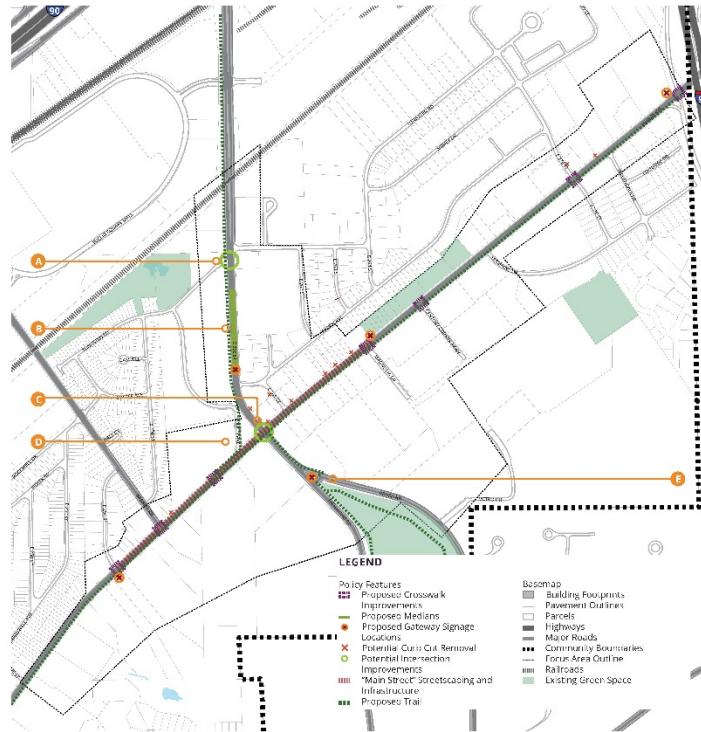


# EAST 260<sup>TH</sup> & EUCLID

## Development Principles

The following development principles should be used to guide public and private investment within the East 260<sup>th</sup> and Euclid area. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

Development Principle	Keep It	Change It
<b>Sociability</b>		
Ensure that the <b>green space between Richmond and Brush Roads</b> is preserved permanently ●		
<b>Improve the green space north of Euclid Avenue</b> as a greenspace or park that contributes to the area's vibrancy	● ● ●	● ●
<b>Access &amp; Linkages</b>		
<b>Improve existing crosswalks</b> and add additional ones, if warranted, to improve pedestrian safety especially at East 260 <sup>th</sup> and Euclid as well as at the Bluestone Elementary School ● ●		
<b>Improve existing pedestrian pathways to business entrances</b> and ensure future businesses provide safe pedestrian pathways from the sidewalk ●		
<b>Enhance the bus hub</b> at the East 260 <sup>th</sup> and Euclid intersection		
<b>Implement the streetscape and greenway recommendations</b> made in the Euclid Avenue TLCI ●		
<b>Eliminate unnecessary curb cuts</b> where possible to increase safety		
<b>Construct bikeways</b> along East 260 <sup>th</sup> and along Euclid Avenue to connect to green spaces and nearby neighborhoods		
<b>Uses &amp; Activities</b>		
<b>Update development standards</b> to ensure quality design, walkability, and attractive signage		
<b>Comfort &amp; Image</b>		
Unify the area through <b>consistent branding</b> such as street signs, institutional signs, banners, and lighting		
<b>Add street trees</b> where possible		
<b>Improve entrances</b> into the district		



Do you have any comments on the actions, images, or policy map?

### A East 260<sup>th</sup> & Tungsten Intersection



### B School Crossing



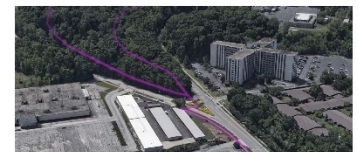
### C East 260<sup>th</sup> & Euclid Intersection



### D Commercial Development



### E Green Space & Trail

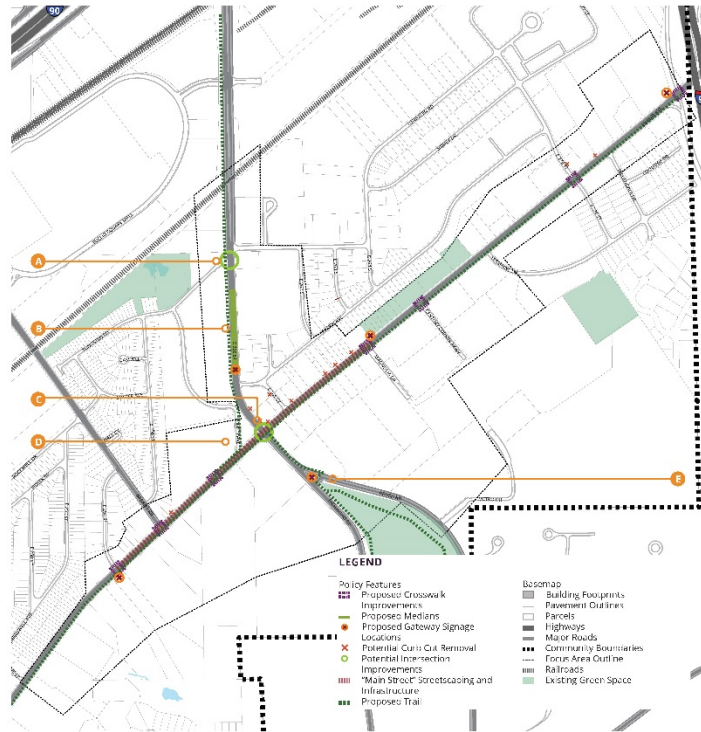


# EAST 260<sup>TH</sup> & EUCLID

## Development Principles

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<b>Access &amp; Linkages</b>		
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<b>Improve existing pedestrian pathways to business entrances</b> and ensure future businesses provide safe pedestrian pathways from the sidewalk ●		
<b>Enhance the bus hub</b> at the East 260 <sup>th</sup> and Euclid intersection		
<b>Implement the streetscape and greenway recommendations</b> made in the Euclid Avenue TLCI ●		
<b>Eliminate unnecessary curb cuts</b> where possible to increase safety		
<b>Construct bikeways</b> along East 260 <sup>th</sup> and along Euclid Avenue to connect to green spaces and nearby neighborhoods		
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<b>Add street trees</b> where possible		
<b>Improve entrances</b> into the district		



Do you have any comments on the actions, images, or policy map?

Missing a gateway sign

## A East 260<sup>th</sup> & Tungsten Intersection



## B School Crossing



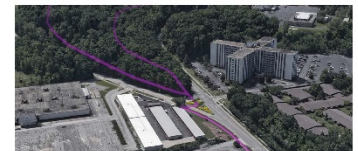
## C East 260<sup>th</sup> & Euclid Intersection



## D Commercial Development



## E Green Space & Trail



Questions?

## **Keep It/Change It Exercise**

Are the development principles right?

- We will reconvene in a half hour to gather any overall feedback and answer any questions

**WHAT'S NEXT**

- **Public Meeting #2**  
**Policies**

April 4, 2017

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