

CITY OF EUCLID MASTER PLAN

IMPLEMENTATION
STEERING COMMITTEE

- Process Review
- Public Meeting Recap
- Implementation Tables
- Prioritizing Actions
- What's Next

- **Process Review**

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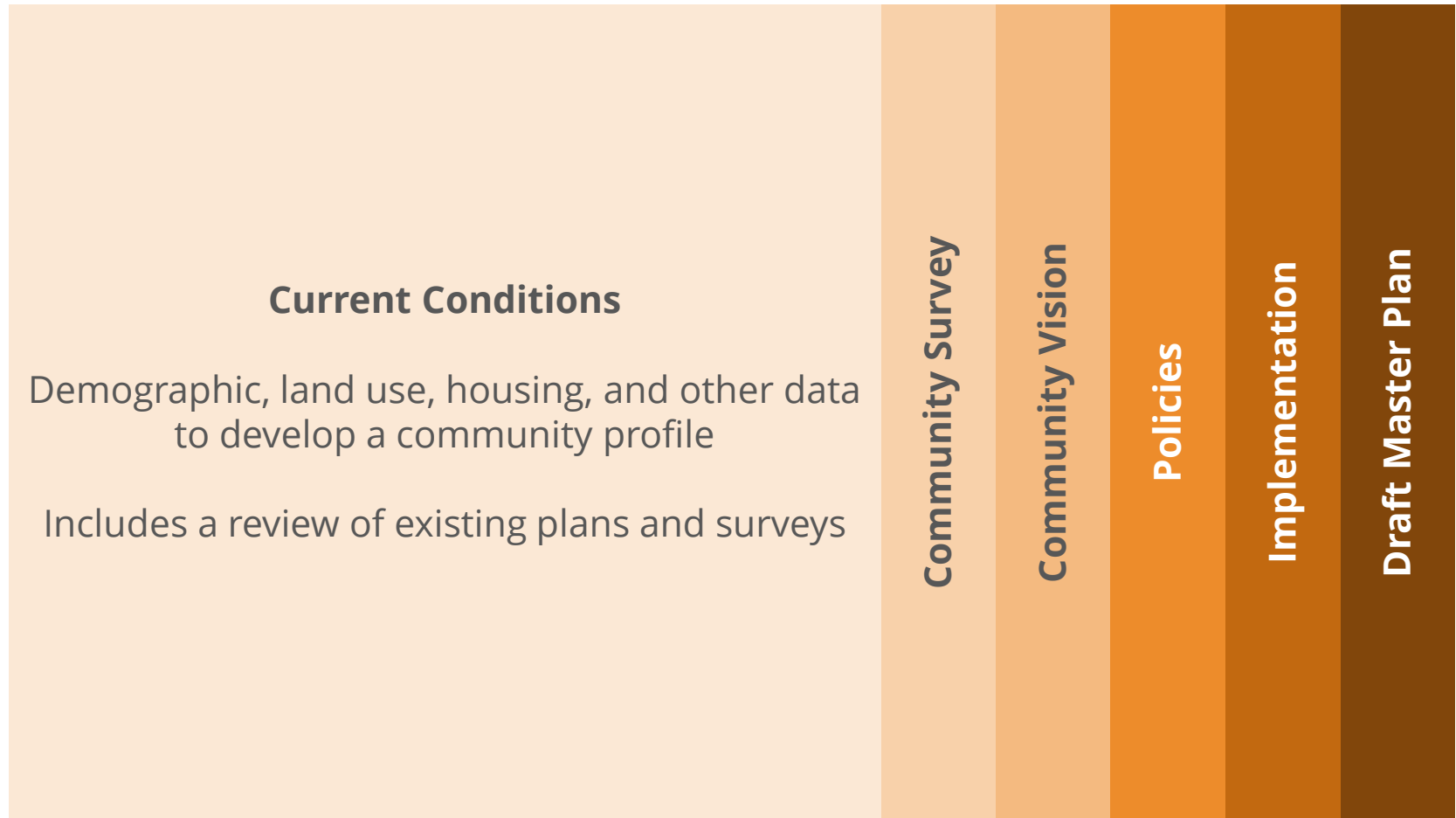
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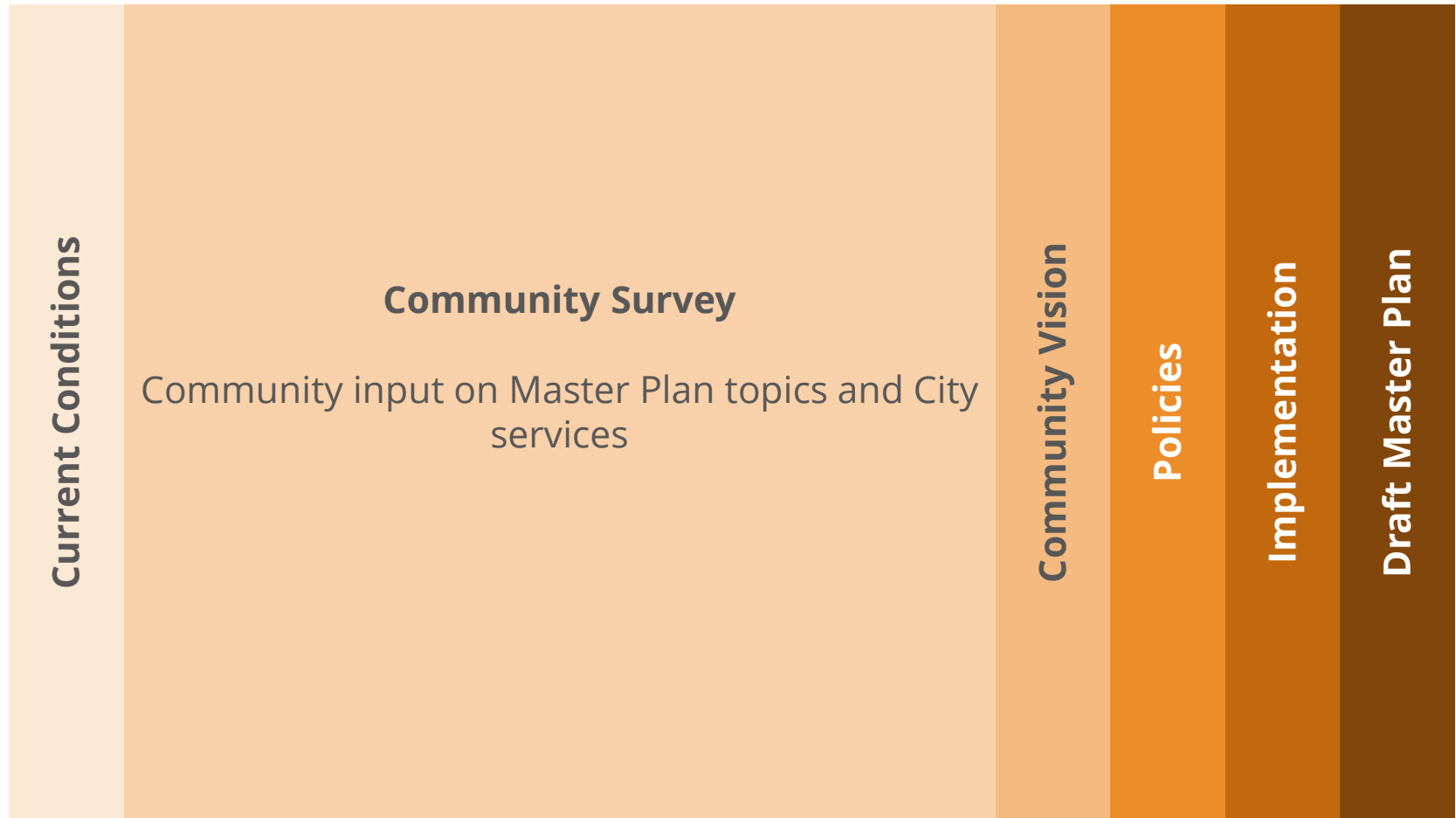
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PROCESS REVIEW

The Euclid Master Plan: Six Steps



The Euclid Master Plan: Six Steps



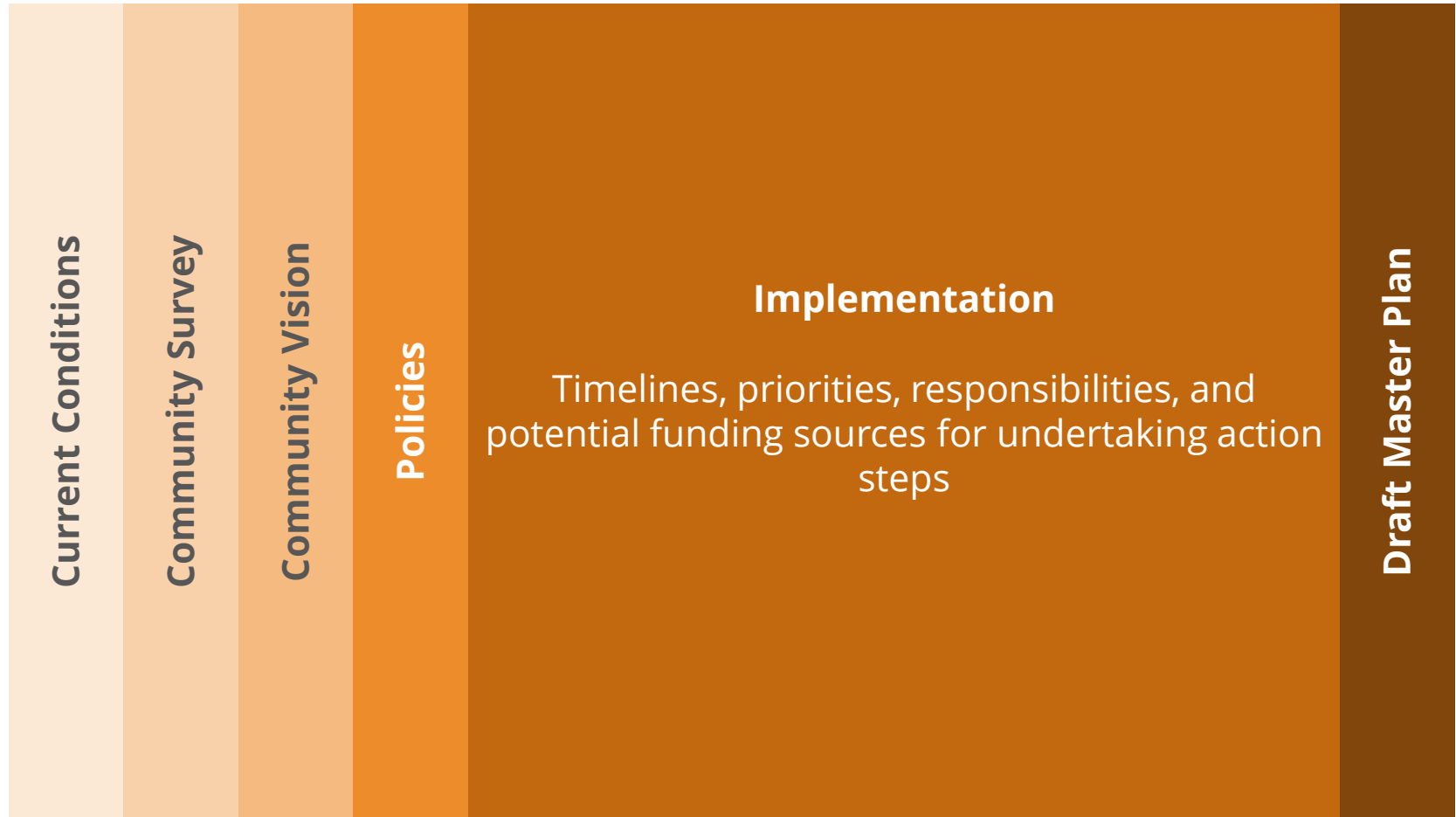
The Euclid Master Plan: Six Steps



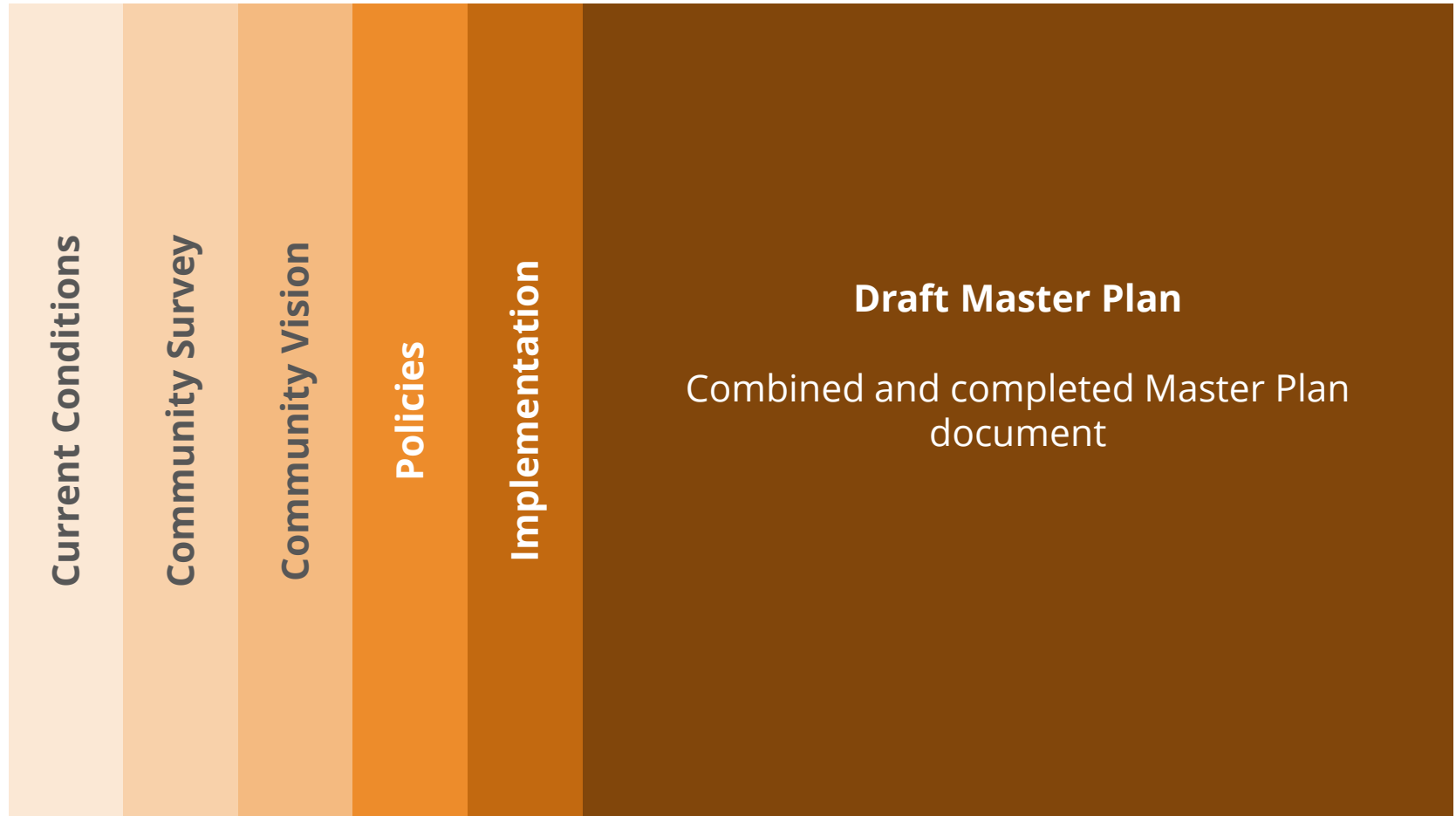
The Euclid Master Plan: Six Steps



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The Euclid Master Plan: Six Steps



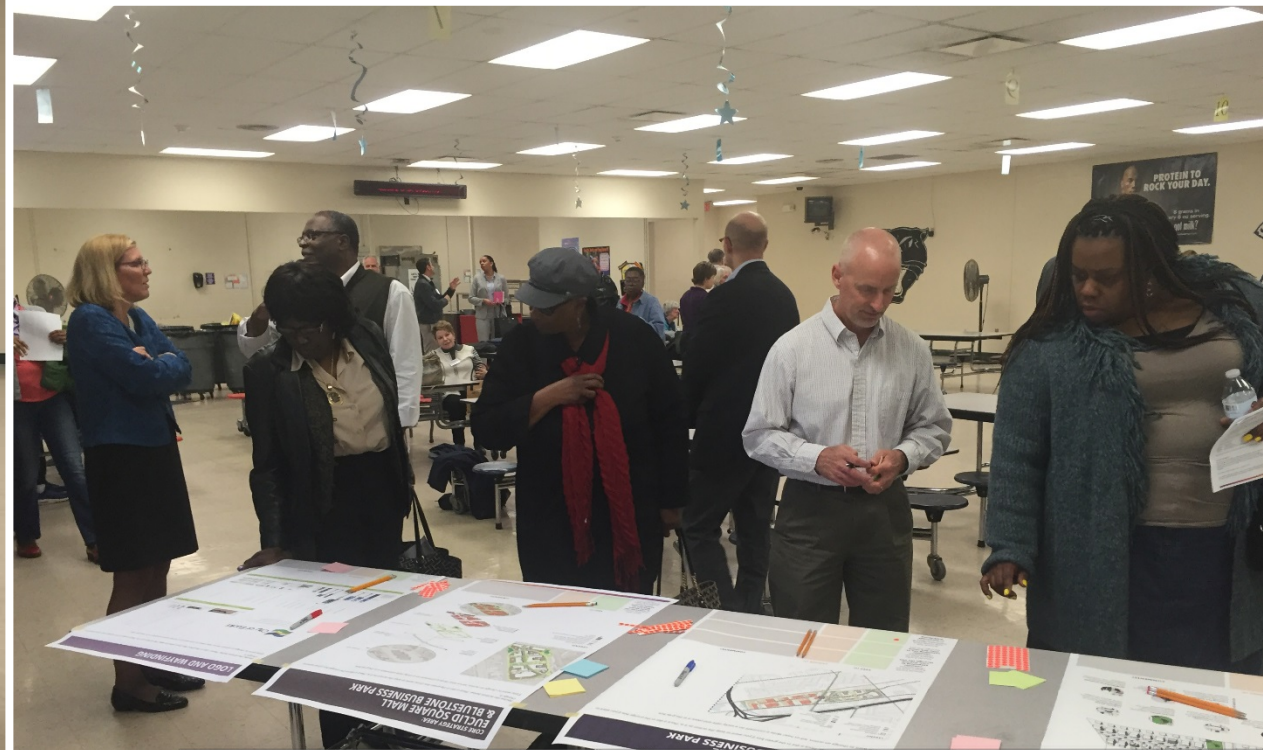
PUBLIC MEETING RECAP

ATTENDANCE

- More than 50 meeting attendees

ONLINE SURVEY

- 115 Completed Surveys
- Estimated more than 400 individual comments



Keep It/Change It Exercise

- A majority of respondents in the combined online and in-person surveys marked 'keep it' on every option
- The least popular action was:
"Develop a series of pre-approved home designs to make it faster and more cost effective to build infill housing on vacant land."
 - 40% of respondents marked this as "Change it"

RECURRING THEMES

Stay

- Removed: Pre-approved home designs
- Changed: Reduce maintenances costs for vacant lots with “No Mow” strategies
- Added: Review the rental registration and regulations process
- Added: Support the development of new senior housing facilities

RECURRING THEMES

Prosper

- Changed: Added 'facilitate networking and apprenticeships' to small business pipeline action

Play

- Removed: Make the improvements necessary to allow swimming at Sims Park

RECURRING THEMES

Connect

- No Changes

Preserve

- Added: Review and update tree protection ordinances

Land Use

- Added: Develop an access management plan to limit curb cuts through shared access and defined landscaping plans along major corridors—with a special focus on improving the look, feel, and safety of industrial roads such as S. Lakeland Blvd

RECURRING THEMES

Engage

- Added: “How to be a good neighbor” campaign
- Added: Comprehensive website
- Added: Safety Goal
 - Work with proposed SIDs to include safety measures
 - Seek grant funding for police foot or bike patrols
 - Incorporate CPTED in zoning
 - Facilitate more robust block watch programs

RECURRING THEMES

Engage

- Added: Public Facilities Goal
 - Convene an internal task force to undertake a Public Facilities Plan
 - Undertake a financial analysis of existing publicly owned buildings
 - Hire qualified design and real estate professionals to develop a Public Facilities Plan
 - For example, work with Cuyahoga County to analyze the costs and benefits of reducing the size of the Euclid Animal Shelter

RECURRING THEMES

East 222nd

- Added: Clear maintenance component to developing social spaces
- Added: Clearly marked crosswalks
- Added: Reconstruct East 222nd Street

East 185th

- No Changes

RECURRING THEMES

Downtown & Lakefront

- Added: Special focus on encouraging reinvestment in lakefront towers

East 260th and Euclid

- No Changes

Trail Network

- Added: Ensure trails are well-lit, especially at crossings

RECURRING THEMES

Western Neighborhoods

- Removed: Using institutional signs, banners, and lighting
- Added: Organize block watches and add security cameras

I-90 Corridor

- No Changes

Euclid Square Mall & Bluestone Business Park

- No Changes

IMPLEMENTATION



- **Implementing a Master Plan**
The Structure for Action

- Identify top actions for each year and assign personnel responsible
- Establish a Plan Implementation Committee that meets quarterly
- Publish an Annual Results Report to document accomplishments



TONIGHT: The implementation table

TYPES OF ACTIONS



- Proactive Actions
- Responsive Actions
- Ongoing Actions

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 1: Promote Downtown as the vibrant, mixed-use hub of culture and retail for the entire City					
Develop a Downtown Euclid brand and market it with a website, social media presence, and physical improvements (Core)	2-3 Yrs		Medium	National Endowment for the Arts "Our Town" Grant Cuyahoga Arts and Culture Various Grants Special Improvement Districts The Cleveland Foundation The Kresge Foundation	
Develop a Downtown Euclid Special Improvement District to fund clean and safe initiatives as well as strategic priorities (Core)	2-3 Yrs		Low	Special Improvement Districts	

Goals and actions linked directly to the appropriate page

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How long it will take to accomplish this action

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Priority level to show which action should be undertaken first
(*More Stars = Higher Priority*)

This will be added from public input

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Existing groups, proposed organizations, and partners needed to accomplish the task

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Existing groups, proposed organizations, and partners needed to accomplish the

Goals and Actions	
Goal 1: Promote Downtown as the vibrant, mixed-use district	
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Develop a Downtown Euclid Special Improvement District to fund clean and safe initiatives as well as strategic priorities (Core)	2-3 Yrs













Links to a symbol legend

POTENTIAL PARTNERS LEGEND






City of Euclid

-  Euclid City Government
-  Euclid City School District
-  Police and Fire

Private and Non-Profit Entities

-  Bicycling Advocates
-  cto Cleveland Tenants Organization
-  Euclid Institutions
-  Euclid YMCA
-  Higher Education Institutions
-  Heights Community Congress
-  Home Repair Resource Center
-  The Housing Center
-  Neighborhood Groups
-  Qualified Non-Profits
-  Private Property Owners
-  Community Development



Other Governmental Agencies

-  Cleveland Metroparks
-  County Planning
-  Cuyahoga Arts and Culture
-  CCBH Cuyahoga County Board of Health
-  Cuyahoga County Public Works
-  Cuyahoga County Land Bank
-  Cuyahoga Soil and Water Conservation District
-  Neighboring Communities Agency
-  Northeast Ohio Areawide Coordinating Agency
-  Northeast Ohio Regional Sewer District
-  ODNR Ohio Department of Natural Resources
-  DOT Ohio Department of Transportation
-  NTA Greater Cleveland Regional Transit Authority



Priority Level

- ★ Lowest Priority
- ★★ Middle Priority
- ★★★ Highest Priority



Relative cost of the action:
Low – Medium – High

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Potential grant and loan programs to fund the action

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Space to describe status or mark an action as complete

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Developing Priorities

Feasibility and Impact

Developing Priorities

Feasibility (1=Low Feasibility, 5=High Feasibility)

Ranked by the Project Team

Impact (1=Low Impact, 5=High Impact)

Ranked by the Steering Committee

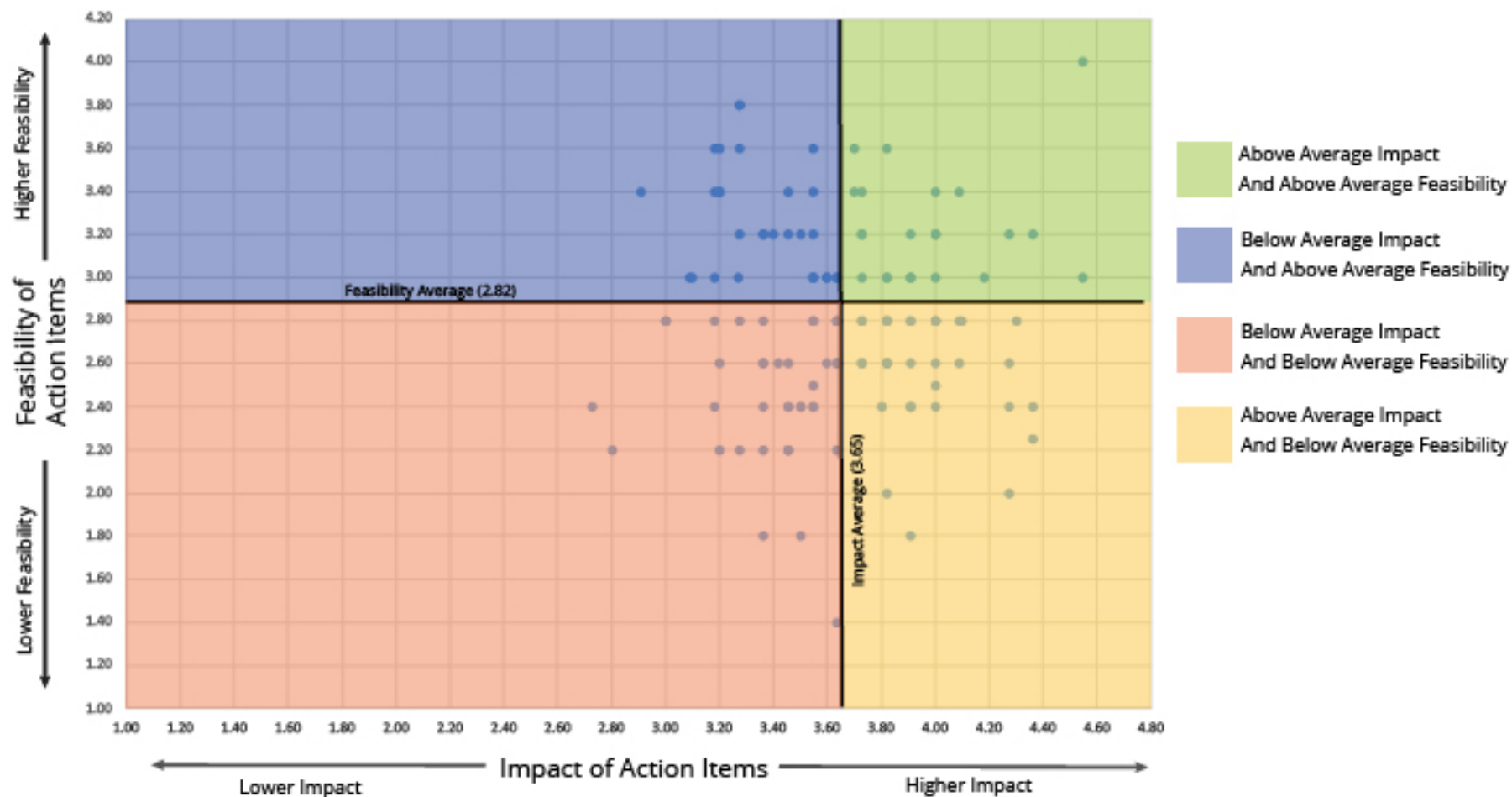
Developing Priorities

Feasibility (1=Low Feasibility, 5=High Feasibility)

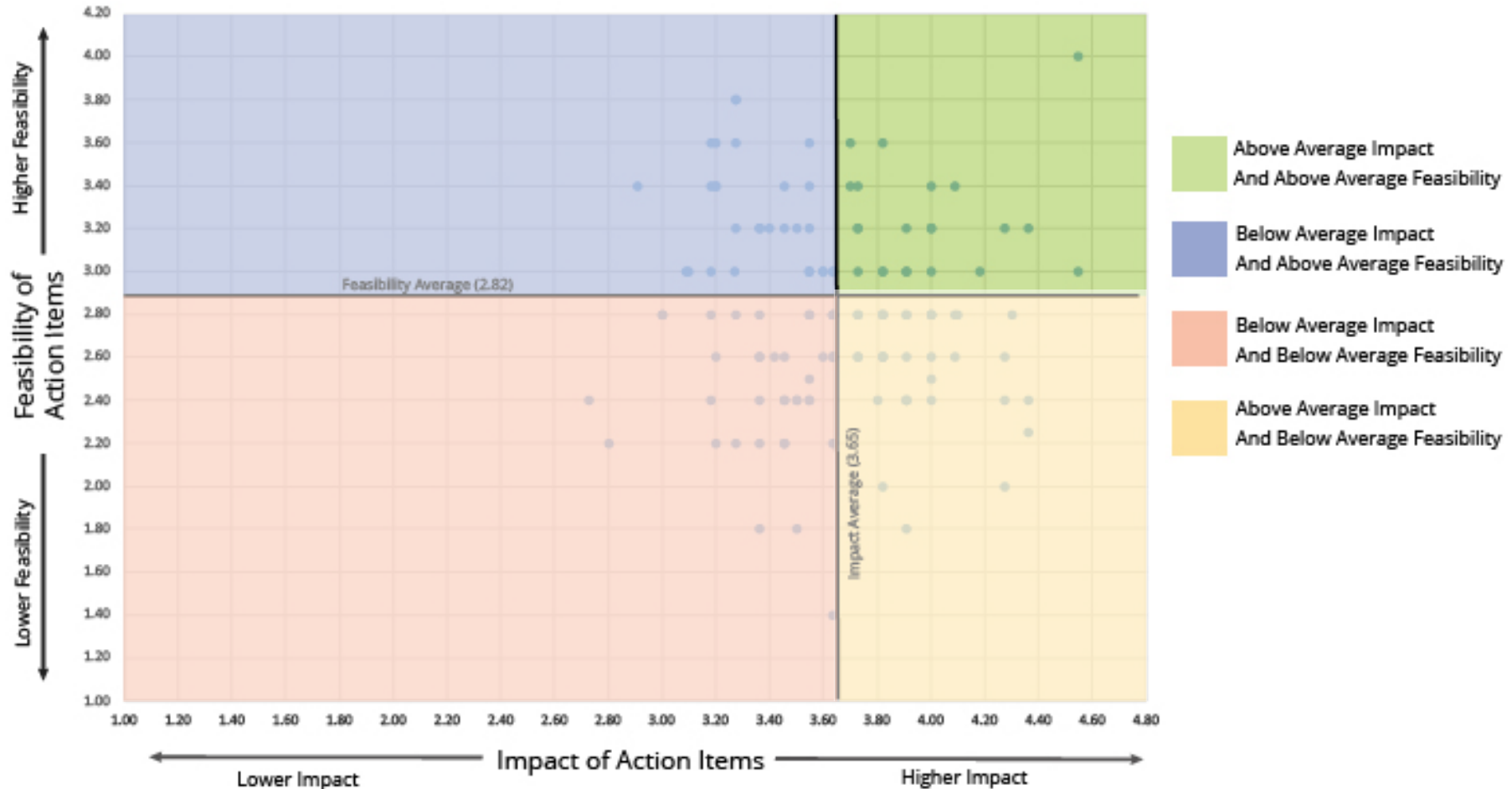
Average Feasibility Overall: 2.82

Impact (1=Low Impact, 5=High Impact)

Average Impact Overall: 3.65



High Impact, High Feasibility

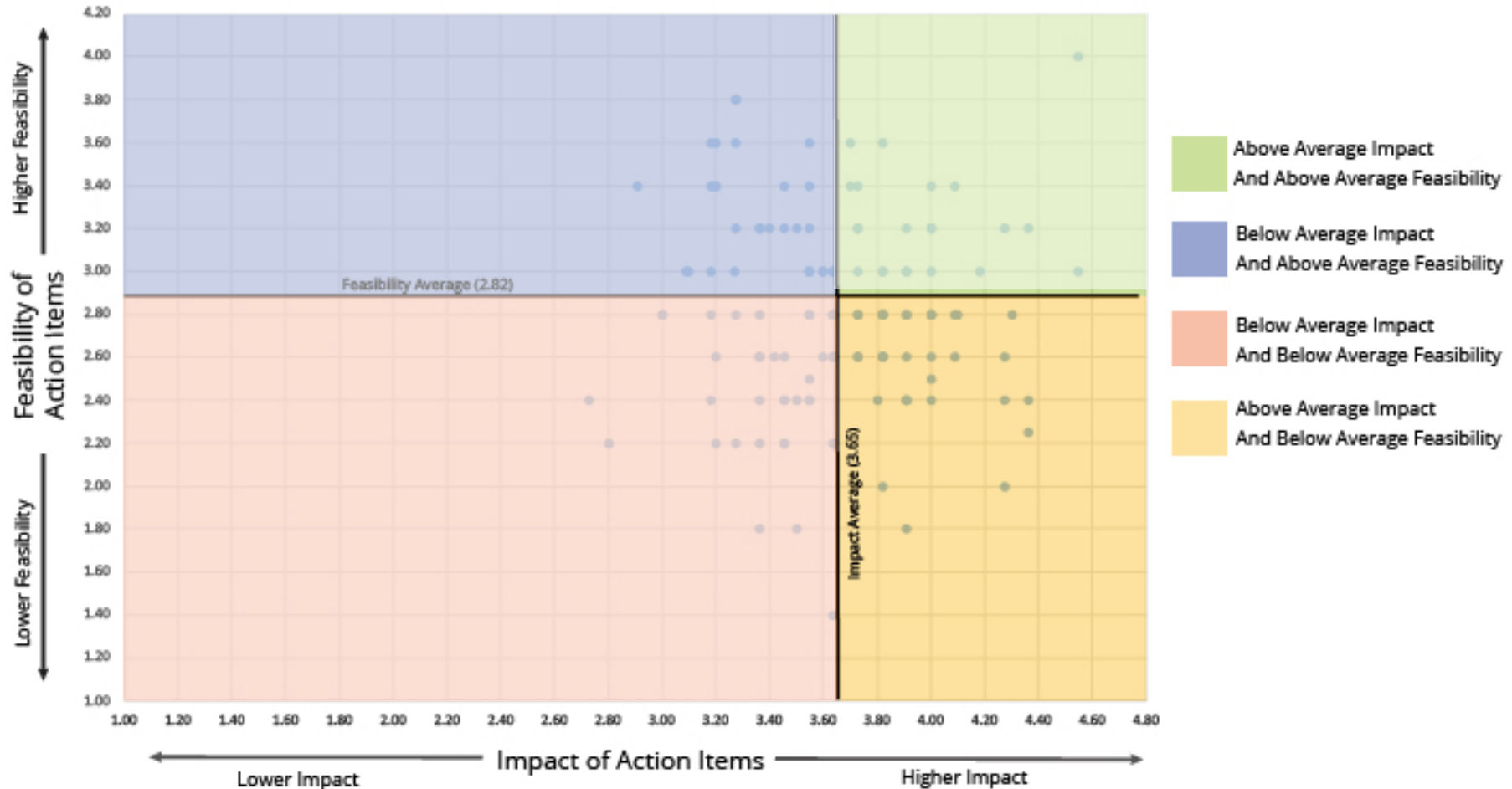


High Impact, High Feasibility

Highest Impact

- Rezone Euclid Square Mall
- Apply for grant funding to program the waterfront
- Seek grant funding for expanded community policing
- Develop a more robust neighborhood watch program
- Enforce existing housing codes and exterior housing maintenance
- Incentivize the rehabilitation of storefronts
- Enliven the East 185th corridor with art, lighting, and murals

High Impact, Low Feasibility

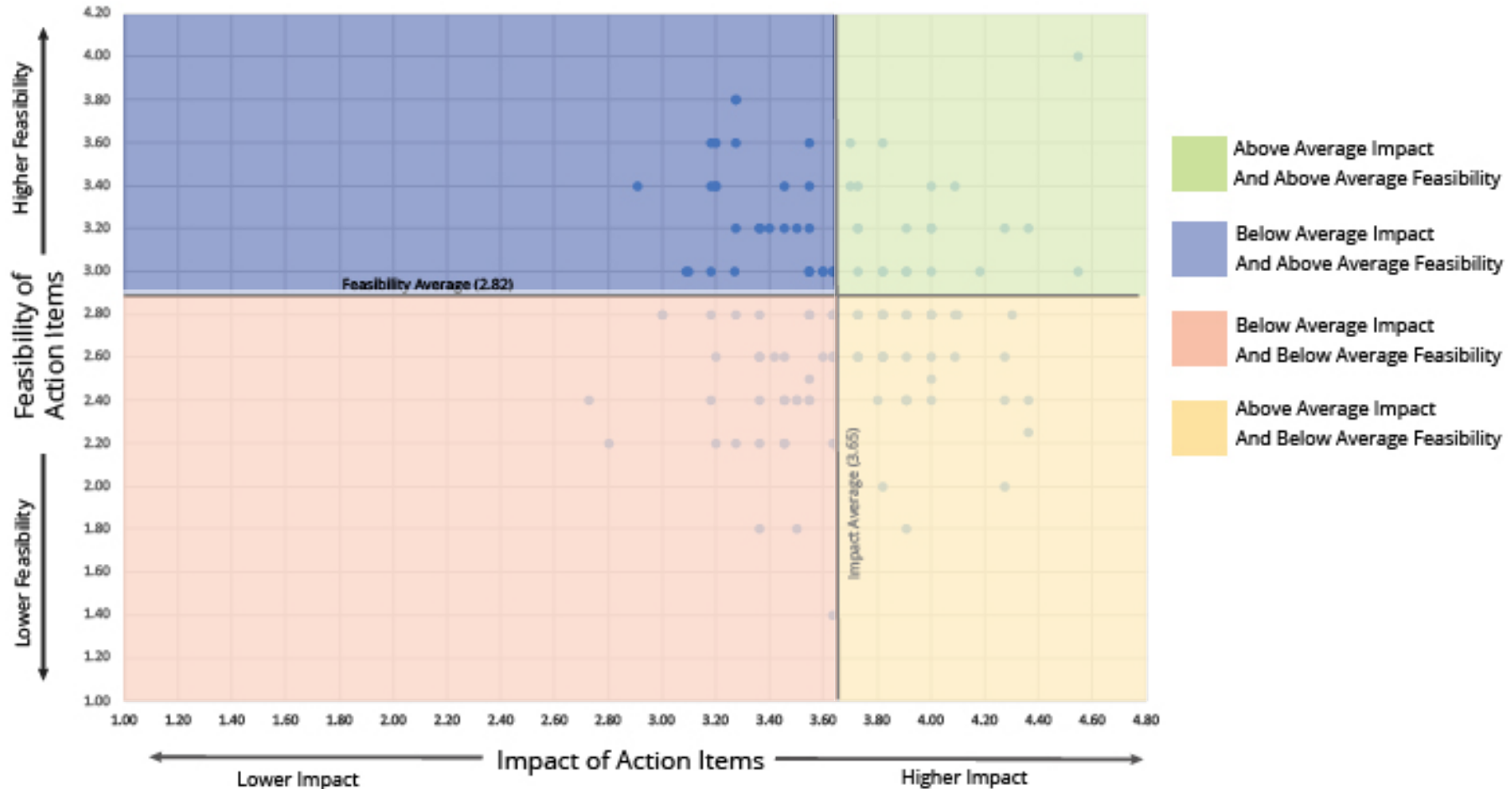


High Impact, Low Feasibility

Highest Impact

- Develop a Downtown Euclid Special Improvement District and brand
- Enhance the City's underpasses
- Construct the improvements to the waterfront
- Improve the Wastewater Treatment Plant Equalization Tank site
- Implement the East 222, Babbitt, Lakeshore intersection improvement plan
- Review all municipal buildings for energy and operational efficiency
- Use the deep setbacks in the East 222 district for vibrant front entrances to businesses

Low Impact, High Feasibility

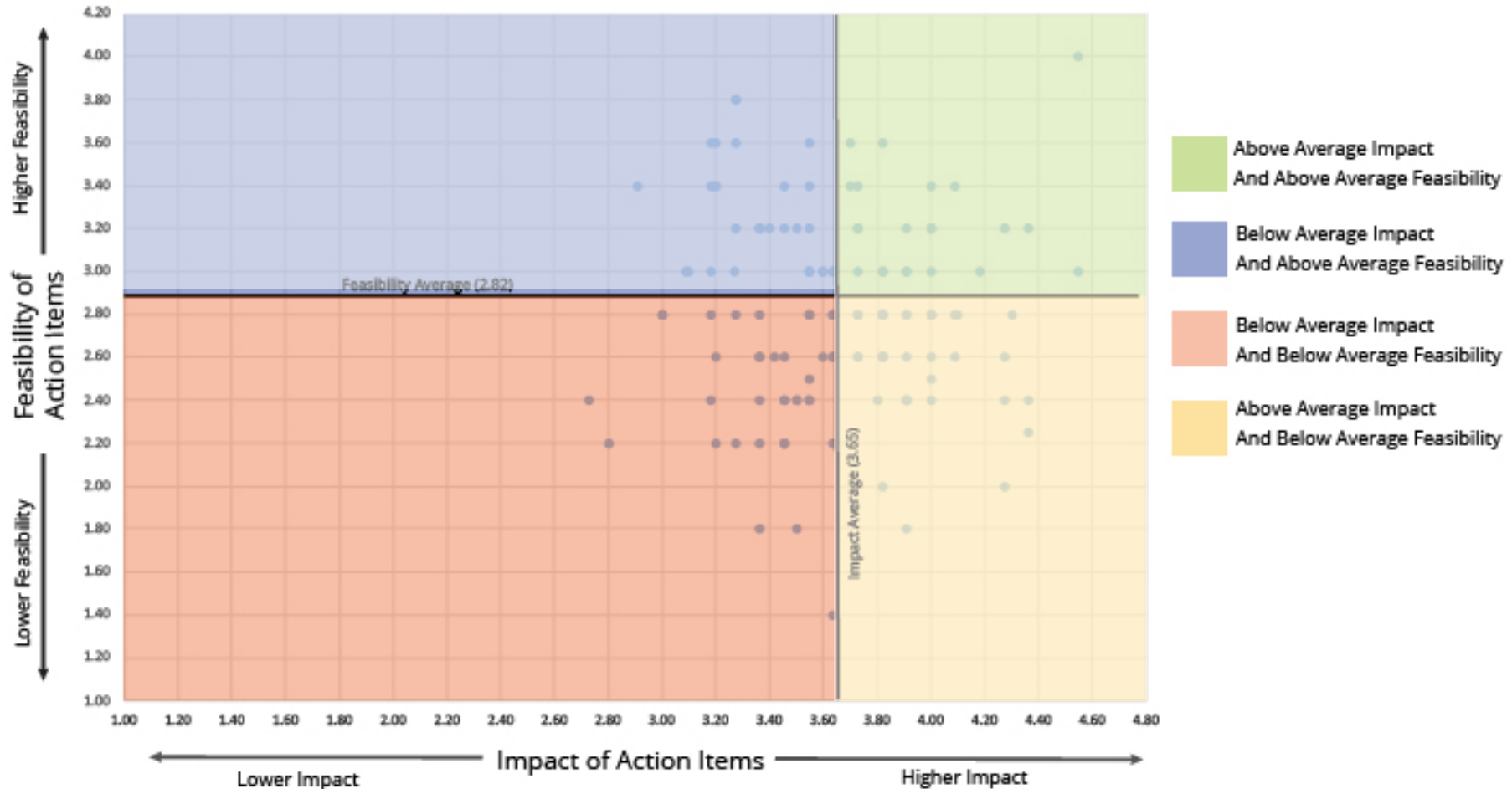


Low Impact, High Feasibility

Lowest Impact

- Review the Zoning Code to ensure green features are permitted
- Train employees at cultural institutions to cross-promote Euclid institutions
- Pursue “Slow Grow” strategies for reuse of vacant lots
- Reuse the Central Middle School site for parkland
- Map neighborhood groups and block clubs to make engagement easier

Low Impact, Low Feasibility



Low Impact, Low Feasibility

Lowest Impact

- Develop consistent development standards among Euclid's health institutions
- Develop standard renovation plans for adding first floor amenities to existing homes
- Develop a renter outreach program to convert renters into homeowners
- Develop a "Spend the Day in Euclid" campaign

Lowest Feasibility

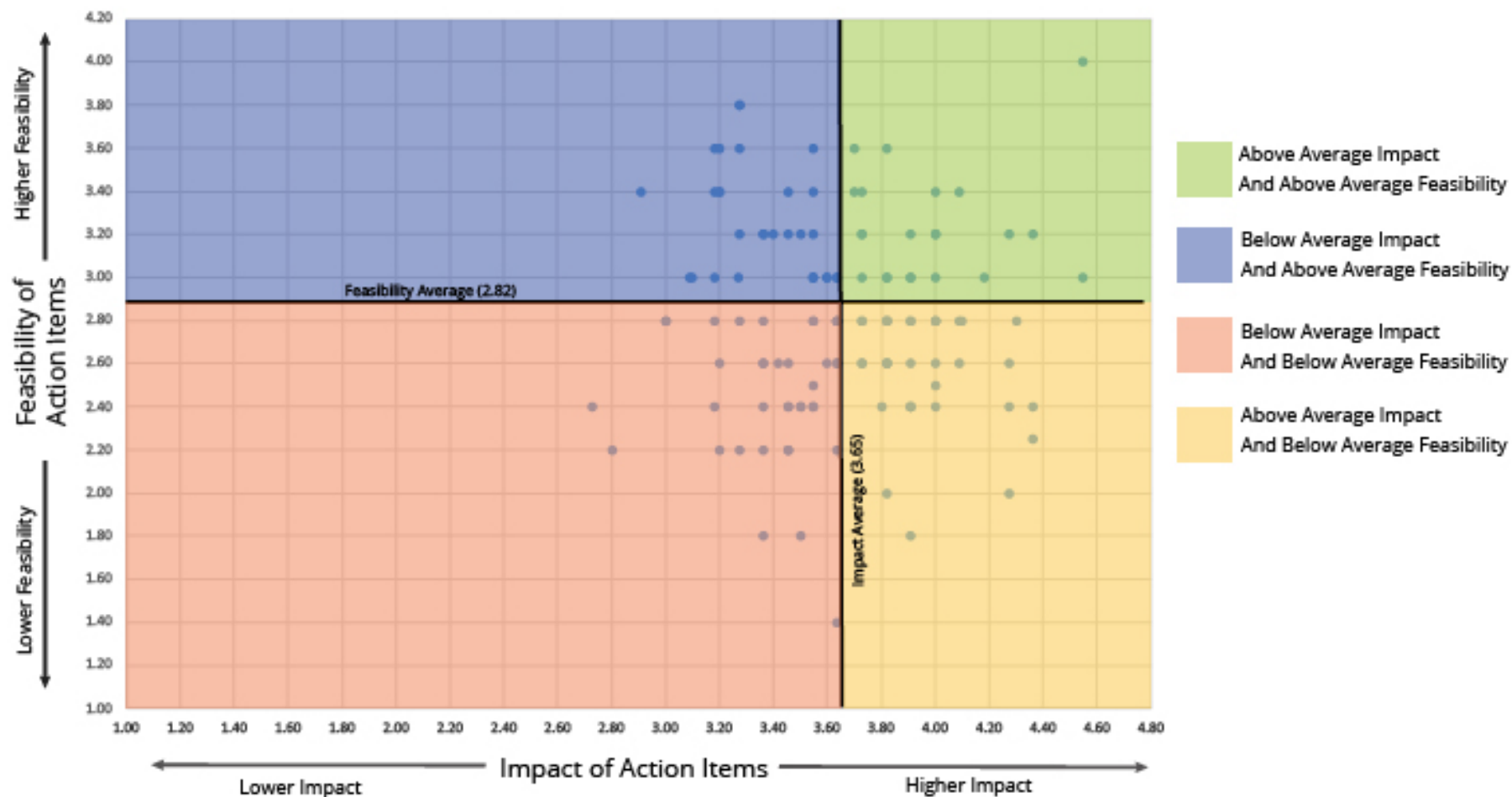
- Consider an indoor community recreation center
- Construct trails along the proposed trail network
- Consider physical improvements and nonprofit management of Shore Cultural Center

PRIORITIZING ACTIONS

Prioritization Activity

What are your top actions?

- We have categorized actions by their impact and feasibility
- Now we need to know which ones are the most important to start working on first



5 = High Score

Feasibility of Actions Items



Impact of Actions Items

1 = Low Score

5 = High Score

Prioritization Activity

What are your top actions?

- There are four stations around the room based on the four categories of action
- You have a limited number dots that match the colors of these boards
- You have more dots for boards that are more feasible to accomplish

Feasibility of Actions Items →

5 = High Score

**High Impact,
High Feasibility**

**High Impact,
Low Feasibility**

Impact of Actions Items

contingency =

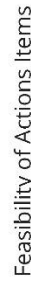
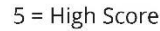
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Vision Theme Actions

8 - Page 4

Vision Theme Actions

Vision Theme	Actions
1. Increase the number of students who graduate from high school	<ul style="list-style-type: none"> • Increase the number of students who graduate from high school
2. Increase the number of students who graduate from college	<ul style="list-style-type: none"> • Increase the number of students who graduate from college
3. Increase the number of students who graduate from high school and college	<ul style="list-style-type: none"> • Increase the number of students who graduate from high school and college
4. Increase the number of students who graduate from high school and college and are employed	<ul style="list-style-type: none"> • Increase the number of students who graduate from high school and college and are employed
5. Increase the number of students who graduate from high school and college and are employed and are successful in their careers	<ul style="list-style-type: none"> • Increase the number of students who graduate from high school and college and are employed and are successful in their careers



LOW IMPACT, HIGH FEASIBILITY

Prioritizing Actions



Vision Theme Actions

[illegible]

LOW IMPACT AND FEASIBILITY

Prioritizing Actions

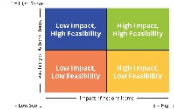


Vision Theme Actions

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HIGH IMPACT, LOW FEASIBILITY

Prioritizing Actions

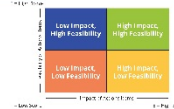


Vision Theme Actions

[illegible]

HIGH IMPACT AND FEASIBILITY

Prioritizing Actions



Vision Theme Actions

[illegible]

Category →

Instructions →

Citywide Actions,
Organized by Vision Theme →

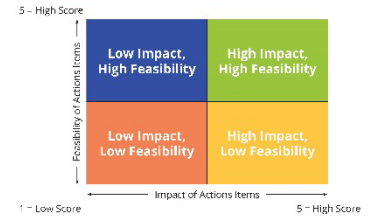
HIGH IMPACT, LOW FEASIBILITY

Prioritizing Actions

Review the actions below. Each action is categorized by its Vision Theme. Next to each action is the average impact, and feasibility scores as ranked by the Project Team and Steering Committee.

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Vision Theme Actions

Vision Theme	Actions	Impact Score	Feasibility Score	Priority
Stay	Refine and expand the housing maintenance and sidewalk inspection program to the whole City	4.10	2.89	
Stay	Finance a Community Development Corporation that can carry out the neighborhood-level work necessary for the completion of the Master Plan	3.91	1.80	
Prosper	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	3.80	2.40	
Prosper	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	3.91	2.40	
Prosper	Partner with regional colleges and training institutes to build a stronger presence in Euclid	3.64	2.80	
Play	Develop a Downtown Euclid brand and market it with a website, social media presence, and physical improvements	4.09	2.89	
Play	Develop a Downtown Euclid Special Improvement District to fund cleanup and safety initiatives as well as strategic priorities	4.36	2.40	
Play	Develop Special Improvement Districts (SIDs) in targeted neighborhood centers such as East 185th and East 22nd that work in collaboration and potentially share staff with a proposed Downtown SID	3.91	2.40	
Play	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	3.82	2.60	
Play	Construct the improvements to the waterfront outlined in previous plans	4.27	2.40	
Play	Begin planning for extensions to the waterfront, especially to connect Sim's Park to the Senior Center	3.82	2.00	
Play	Develop a recreation board between the School District, Euclid YMCA, and the City's recreation department to coordinate a complete slate of youth activities	4.00	2.40	
Play	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	3.64	1.40	
Play	Improve the Wastewater Treatment Plant Equalization Tank site as an active park that contributes to Downtown's vibrancy	4.27	2.60	
Play	Implement the traffic control plan (safety plan) as designed for the East 222nd Street, Babbitt Road, and Lakeshore intersection	4.27	2.00	
Play	Regulate the Lakeshore Boulevard streetscape to highlight it as Euclid's	3.82	2.60	



Vision
Theme

Actions

Impact and
Feasibility
Scores

Place Dots
Here

Category →

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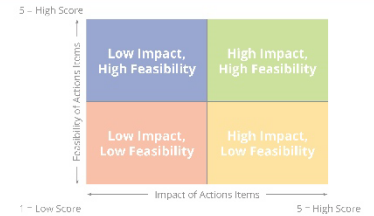
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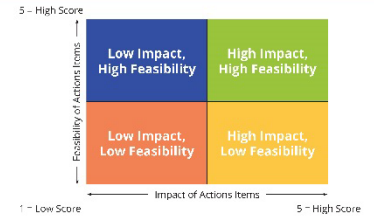
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Play	Begin planning for extensions to the waterfront, especially to connect Sim's Park to the Senior Center	3.82	2.00	
Play	Develop a recreation board between the School District, Euclid YMCA, and the City's recreation department to coordinate a complete slate of youth activities	4.00	2.40	
Play	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	3.64	1.40	
Play	Improve the Wastewater Treatment Plant Equalization Tank site as an active park that contributes to Downtown's vibrancy	4.27	2.60	
Play	Implement the traffic control plan (safety plan) as designed for the East 222nd Street, Babbitt Road, and Lakeshore intersection	4.27	2.00	
Play	Reguild the Lakeshore Boulevard streetscape to highlight it as Euclid's	3.82	2.60	



Vision
Theme

Actions

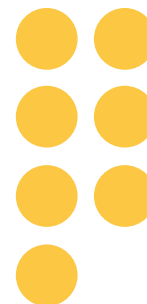
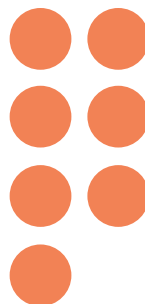
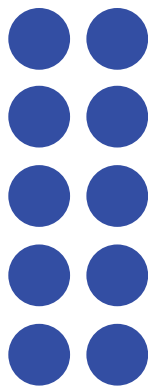
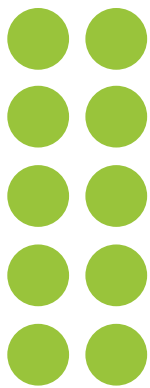
Impact and
Feasibility
Scores

Place Dots
Here

Prioritization Activity

What are your top actions?

- We are not eliminating actions, just prioritizing the ones that are most important to start first
- You are limited in the number of dots



Prioritization Activity

What are your top actions?

- Questions about the activity?
- We will reconvene in a half hour to gather any overall feedback and answer any questions

WHAT'S NEXT

- **Public Meeting #3**
Implementation
July 12, 2017

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

- **Adoption Process**
Draft Master Plan
Beginning August

- Develop a draft Master Plan document
- Presentation to Planning Commission
- Presentation to City Council
- Seeking official adoption

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