

# CITY OF EUCLID MASTER PLAN

POLICIES 2 PUBLIC MEETING





## **Cuyahoga County Planning Commission**

2079 East 9th Street Suite 5-300 Cleveland, OH 44115

216.443.3700 www.CountyPlanning.us www.facebook.com/CountyPlanning www.twitter.com/CountyPlanning

## **About County Planning**

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.

## **Planning Team**

Alison Ball, Planner
Glenn Coyne, FAICP, Executive Director
Patrick Hewitt, AICP, Senior Planner
Charles Hogan, Planning Intern
Kayla Kellar, Planning Intern
Dan Meaney, GISP, Manager, Information and Research
James Sonnhalter, Manager, Planning Services
Micah Stryker, AICP, Planner
Robin Watkins, Geographic Information Systems Specialist
Amelia Visnauskas, Planning Intern

## Date of Publication: April 4, 2017

Front Source: Randy Blackford

## CITY OF EUCLID

## **MASTER PLAN**

## POLICIES 2



## **City of Euclid**

Kirsten Holzheimer Gail, *Mayor* 585 East 222<sup>nd</sup> St Euclid, OH 44123

216.289.2700 www.CityofEuclid.com

#### **2016 City Council Members**

John W. Monroe, *Council President*Stephana C. Caviness, *Ward 1 Councilperson*Madeline Scarniench, *Ward 2 Councilperson*Taneika Hill, *Ward 3 Councilperson*Kristian D. Jarosz, *Ward 4 Councilperson* 

**Project Team** 

Kirsten Holzheimer Gail, Mayor Paul Beno, Planning and Zoning Commissioner Daniel Knecht, Public Service Director Jonathan Holody, Planning and Development Director

Allison Lukacsy, Community Projects Manager

Charlene Mancuso, Ward 5 Councilperson

Patrick M. Delaney, Ward 6 Councilperson

Daryl K. Langman, Ward 7 Councilperson

Laura J. Gorshe, Ward 8 Councilperson

Mac Stephens, Recreation Director

## **Master Plan Steering Committee**

Kristian D. Jarosz, Councilperson Taneika Hill, Councilperson Cheri Ashcraft Jeffrey Edler Mary Gliha Nathan Johnson Christine McIntosh Jason Miskiewicz Brian Moore Sheila O'Donnell Raquel Santiago Charlie Smialek Michelle Stachnik Richard Tolton Rosemarie Wright

## **CONTENTS**

INTRODUCTION	7
FUTURE LAND USE	11
CHARACTER AREAS MAP	
CHARACTER AREA CATEGORIES	14
LAND USE ACTIONS	18
DESIGN PRINCIPLES	21
CITY LOGO	
EXAMPLE MARKETING	
WAYFINDING SYSTEM	24
CORE STRATEGY AREA POLICIES	29
AREAS OVERVIEW	30
EAST 222 <sup>ND</sup> STREET	32
EAST 185 <sup>™</sup> STREET	38
DOWNTOWN & LAKEFRONT	
EAST 260 <sup>™</sup> AND EUCLID	
TRAIL NETWORK	
WESTERN NEIGHBORHOODS	
I-90 CORRIDOR	
FLICLID SOLIARE MALL & BLUESTONE BUSINESS PARK	66



# SECTION 1 → INTRODUCTION

Welcome to the second Policies document of the Euclid Master Plan. This document is the next step in creating a sound, well-guided plan for the City's future by outlining recommended actions within designated Core Strategy Areas.

#### WHAT'S INSIDE?

The Policies document contains four sections. The Introduction section includes context maps, the Core Strategy section describes the top strategy areas for the Master Plan, the Core Strategy Area Actions section describes the potential action steps within each area, and the Future Land Use section describes changes to the City's land use strategies and potential zoning.

## **HOW DO I USE IT?**

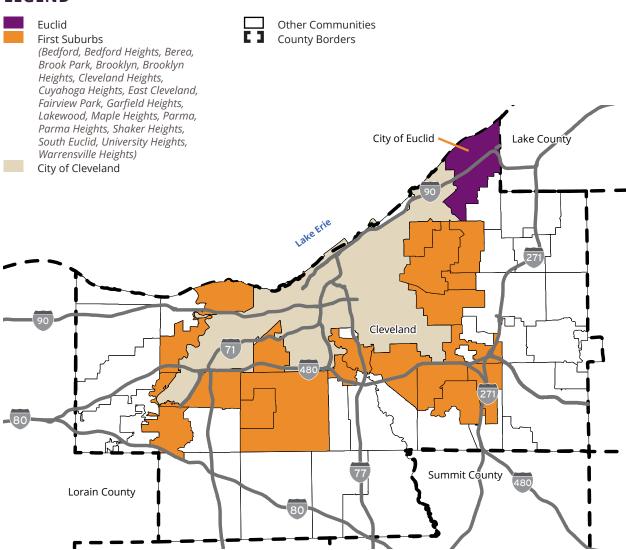
The second Policies document outlines goals and action steps for each strategy area. It should be used to inform Euclid officials, key decision makers, and the general public about potential changes within the strategy areas that would support the community's vision for the future.

## **NEXT STEPS**

This Policies document and the previous one outline overall Citywide and strategy area actions. It will be updated based on input from the Project Team, Steering Committee, and Public.

## MAP 1 **REGIONAL CONTEXT**

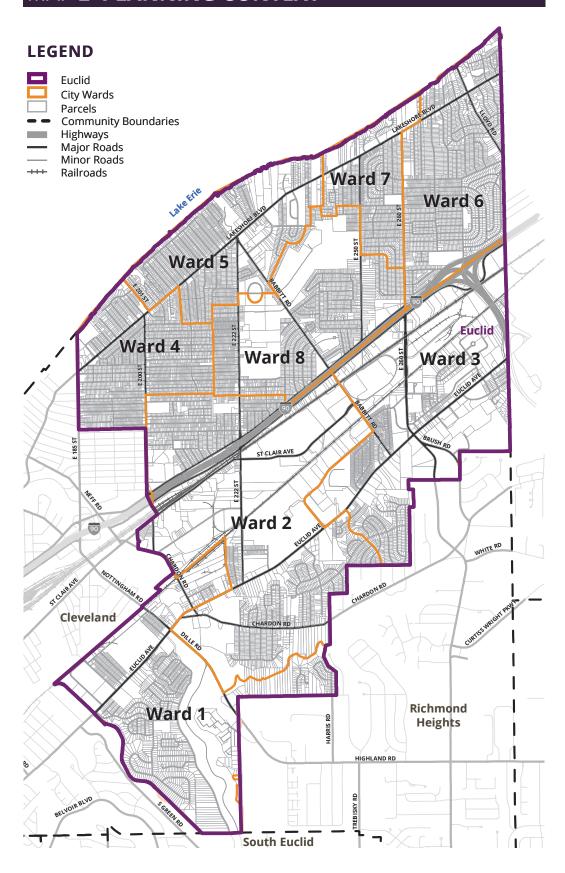
## **LEGEND**



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**





# FUTURE LAND USE

To guide the City's future development, the Future Land Use section describes the way that buildings and parcels should be used if developed or redeveloped.

## WHAT'S IN THIS SECTION?

The section includes a short series of actions related to the City's land use decision-making process and Zoning Code.

The section also includes the Character Areas map from the Community Vision phase of the Master Plan. The map shows distinct areas of the City and corresponding descriptions outline the types of uses the community would like to see in the future.

## **HOW DO I USE IT?**

The Future Land Use section outlines the way the City should grow and develop in the coming years. It should be used by the City, developers, and planners to consider future development proposals.

## **CHARACTER AREAS MAP**

The Character Areas map displays areas throughout the City that are similar in their development patterns and uses. The public viewed the map in the first meeting and agreed that it generally displayed the appropriate land use structure of the City.

For the policies section of the plan, the organization of the Character Areas has been expanded to describe not just how the City is currently arranged, but how it should be arranged in the future. The map and corresponding categories describe the preferred types of uses in these areas should development occur. For instance, in areas displayed as Suburban Centers, the community would like to see suburban-style retail districts in the future.

The Character Areas map differs from the Current Land Use map. The Current Land Use map displays the types of uses currently constructed on the land, while the Character Areas map displays the desired range of land uses. These land uses may differ.

Importantly, a Character Areas map designation that differs from current land use does not change any landowner's existing rights or prohibit any existing uses. The Character Areas map is meant as a long-term vision for property uses and is meant to guide development over the next decade.

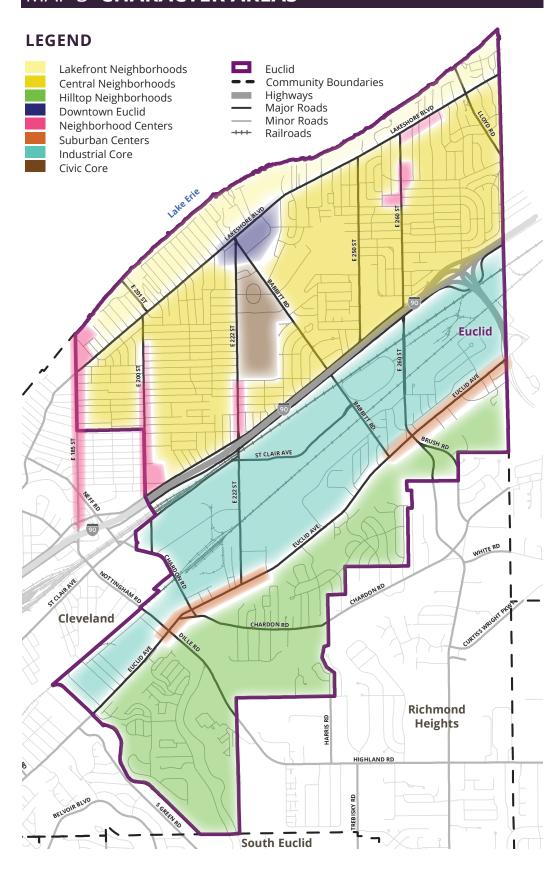
#### **HOW IS IT USED?**

The Character Areas map is generally used as a responsive tool for the City. Should a property owner desire to change their current type of land use, the City and Planning Commission should consult the Future Land Use map to see if the proposed re-zoning would fit with the community's goals as outlined in the map and the future land use actions. The City can also initiate a property rezoning to match zoning to desired future land uses.

#### WHAT ARE THE DISTRICTS?

The Character Areas map districts are displayed in the legend and are also described on the following pages. The Character Area category descriptions include the types of zoning districts that are primarily and secondarily warranted in an area.

## MAP 3 **CHARACTER AREAS**



## CHARACTER AREA CATEGORIES

The following character area categories correspond to the map on the previous page. The pictures and descriptions are meant to display the types of development envisioned in each zone.



LAKEFRONT NEIGHBORHOODS

Primary Districts: U1 ASF U2 U3 CI

Secondary Districts: U3E U4

The Lakefront Neighborhoods should consist primarily of single-family homes and small apartment buildings. Slightly larger apartment buildings should be allowed on major corridors. Parks and public spaces should be encouraged along the lakefront.

Apartment towers should only be considered in areas already containing them. Retail uses should be limited to existing historic retail areas; however, new development adjacent to Lakefront Parks should be considered for retail uses such as Lakefront restaurants or promenades. This should only be considered with appropriate separation and buffering from nearby neighborhoods.



CENTRAL NEIGHBORHOODS
Primary Districts: U1 ASF U2 U3 CI
Secondary Districts: U4

The Central Neighborhoods should largely remain single-family or two-family housing at the core of neighborhoods with small apartment buildings allowed on major corridors. Homes should maintain their walkable character with front-facing doors, porches, sidewalks, and garages on the side or back of houses. Institutional uses and civic uses are appropriate.

Large vacant properties such as the Russell Erwin site should be considered for infill housing, attached housing, or cluster style-developments.

Commercial development should not be allowed except in small instances along major corridors where existing retail already exists. In general, retail should be concentrated in other parts of the City.



# HILLTOP NEIGHBORHOODS Primary Districts: U1 ASF CI Secondary Districts: U3 U4 U8 CI

The Hilltop Neighborhoods are almost exclusively single-family homes with a few institutional uses such as schools and government structure. This should remain the primary character of these neighborhoods.

Apartment complexes and buildings, larger institutional uses, office buildings, senior living facilities, and select small retail uses should be allowed on existing sites and along Euclid Avenue.



DOWNTOWN EUCLID

Primary Districts: U3 U4 U8

Secondary Districts: ASF C1

Downtown Euclid is the heart of the City and should reflect it in a vibrant mix of uses. The Downtown Overlay should continue to guide development of high-quality buildings. Walkable retail buildings should be concentrated in Downtown Euclid. Apartment buildings should also be allowed in this area to increase density and support retail. As well, Downtown Euclid should allow mixed-use buildings of first-floor retail and upper floor alternate uses such as housing or offices.

Attached single-family homes and institutional uses should also be allowed Downtown to provide public spaces and anchors for further development.



NEIGHBORHOOD CENTERS
Primary Districts: U4 U8 CI
Secondary Districts: U2 U3

Retail corridors and centers north of I-90 should remain focused on a walkable retail storefronts, office buildings, and institutional uses.

Secondarily, these neighborhood centers should allow residential uses where necessary or appropriate and should allow mixed-use buildings of first-floor retail and upper floor alternate uses such as housing.



SUBURBAN CENTERS
Primary Districts: U4 U5 U8 C1
Secondary Districts: ASF U2 U3 U3E
U6 U7

Retail corridors and centers south of I-90 should also focus on retail uses, office buildings, and institutional uses but in a more characteristic suburban style. While setbacks and front parking should be allowed in these areas, specific attention should be paid to pedestrian and bicyclist safety and access. Additionally, setbacks should be decreased to bring buildings closer to the street.

Secondarily, these neighborhood centers should allow residential uses where necessary or appropriate and should allow mixed-use buildings of first-floor retail and upper floor alternate uses such as housing.



**INDUSTRIAL CORE** 

Primary Districts: U6 U7 U8 CI

Secondary Districts: U1 ASF U2 U3 U4

Euclid's Industrial Core is the employment center of the City and should continue to be developed as such. Industrial, office, and institutional uses should be the focus of the area.

Residential uses should be limited to existing footprints. Retail districts should be concentrated along Euclid Avenue or Lakeland Boulevard, and as part of large scale developments such as the redevelopment of Euclid Square Mall.



**CIVIC CORE** 

Primary Districts: CI

Secondary Districts: U1 U2 ASF U3

The City's Civic Core should be maintained as the center of civic life in Euclid. Public buildings and parks should be the primary focus of this area.

Residential uses are appropriate on existing footprints and should consist of single-family, two-family, or multi-family developments.

## LAND USE ACTIONS

The actions below are used in conjunction with the maps on the following page to describe improvements to the City's Zoning Code and approval process to assist in accomplishing the Community's Vision.

1: Use the Character Areas map and categories to guide zoning decisions

The Character Areas map and categories generally describe the range of land uses
and associated zoning districts the City wants to see in the future. The map does not
change any existing zoning or remove any existing development rights. Rather, it
displays the community's priorities for new development should proposals surface.

The map should be consulted when development proposals are submitted to ensure they reflect the community's desires.

2: Consider a walkable overlay district for business districts north of I-90 that would expand allowable uses and provide a framework for more walkable development While the City's zoning districts for commercial areas have many features of walkable developments, a stronger walkable overlay district for these areas would more allow for more stringent standards for walkability while providing for lower parking requirements and a wider range of permitted uses.

To codify walkability standards in the City's business districts, the City's existing requirements should be reviewed and updated to require consistent, walkable designs. Improvements for business districts standards should, at minimum, consider the following:

- Maximum front and side setbacks
- Explicitly allow residential uses on upper floors of buildings
- Lower parking requirements
- Parking in the rear or side of buildings
- Facade design and articulation
- Minimum area, size, and placement of windows
- Pedestrian entrances
- Design standards and materials
- Minimum building heights
- "Active" first-floor uses, such as retail
- Expanded allowable uses such as "maker" uses and breweries in retail districts

While the existing Downtown overlay should be used as an example overlay district, the needs of other business districts requires slightly different approaches.

3: Consider a Planned Unit Development district overlay

Much of the remaining vacant land in the City of Euclid is located at the intersections of various land uses such as residential neighborhoods, business districts, and Lakefront parks. In order to allow for efficient development of a mix of land uses that can build upon the natural and physical amenities in these areas, the City should

consider adding a Planned Unit Development overlay district that would allow developers to bring proposed developments of unique sites with a range of uses to the City for their review and consideration.

The Planned Unit Development overlay district should encompass separate sections for mixed-use developments that include commercial, retail, and office space; and strictly residential developments that include a range of housing such as single-family, two-family, townhouses, and multi-family units.

## 4: Eliminate the U8 Office Building district

The City's U8 Office Building district includes a strict list of permitted uses that make it difficult for landowners to successfully use. The City should consider eliminating the U8 Office Building district and replace it with existing commercial districts to allow for a wider range of uses on those sites.



## **SECTION 3**

## **X DESIGN PRINCIPLES**

A component of future development is the identification of design principles that can ensure orderly and attractive development in the City. This includes consistent graphics and branding.

## WHAT'S IN THIS SECTION?

This section includes a discussion of a potential City logo that could be used on flyers and materials as part of a concerted effort to ensure consistent design.

The section also includes a wayfinding system that outlines signage concepts for drivers, pedestrians, and cyclists at various heights and styles. The wayfinding system can bring together discordant signage systems into a single one.

## **HOW DO I USE IT?**

The Design Principles section can be used as a completed design plan for wayfinding signage and City logos, or it can be used as an example of what a signage system could look like. In either case, the design principles section should be used as a jumping off point for future designs of wayfinding and a City logo.

## **CITY LOGO**

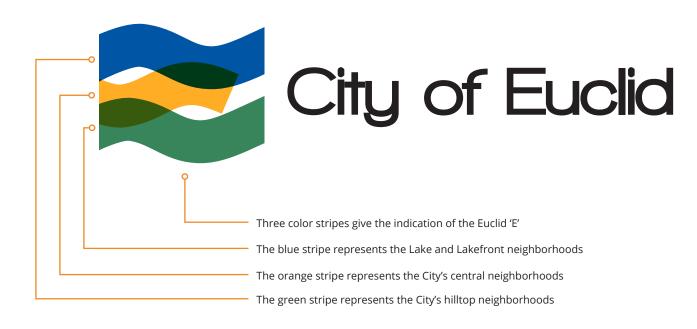
A logo for a City can become a strong symbol for that community. If done correctly, a logo can be a source of pride that connects with the heart of the City. Euclid's existing logo has been used appropriately to convey the City's image; however, residents in Euclid's survey and at public meetings feel strongly that the City needs to better represent itself to residents and to the outside world. A new City logo and brand could be a component of that.

## **POTENTIAL EUCLID 'E' LOGO**

As part of the Master Plan process, a potential new logo was envisioned for Euclid. The option, shown below, is intended to reflect the physical make-up of City neighborhoods and showcase both their uniqueness and the common connection between all areas of Euclid.

The logo features three waving stripes that together form a modified 'E'. The waving feature is intended to evoke the waves of Lake Erie. The three colors are intended to represent the three swaths of neighborhoods identified in the Character Areas of the Master Plan. Blue represents the Lakefront neighborhoods, orange represents the City's central neighborhoods, and green represents the neighborhoods atop the bluff.

The logo shown below is an example. The City could choose to hire a marketing firm or solicit public input for additional logo options.



## EXAMPLE MARKETING

As an example of how marketing can successfully incorporate a logo and branding theme into a variety of marketing pieces, icons and logos for North Coast Harbor are shown as an example.

North Coast Harbor in Downtown Cleveland boasts a variety of world-class institutions including the Rock and Roll Hall of Fame, the Great Lakes Science Center, and FirstEnergy Stadium. The City of Cleveland and the Downtown Cleveland Alliance hired Studio Graphique to develop a branding, marketing, website, and placemaking campaign to market numerous and distinct events in North Coast Harbor.



The images at right display the main North Coast Harbor logo as well as the marketing for numerous events held within the district. Using similar colors, layouts, text, and themes, these events are all clearly part of the larger brand campaign for North Coast Harbor.

#### **LESSONS FOR EUCLID**

The City of Euclid has the opportunity to market the City, its various business districts, and its quaint neighborhoods. Any marketing campaign for the City could have similar styles, themes, or colors to clearly indicate a consistent brand for the City.

For more information on North Coast Harbor and its marketing, visit www.NorthCoastHarbor.org



city meets the lake









## WAYFINDING SYSTEM

Euclid is a large City with a variety of local retail districts, major corridors, trails, parks, and civic centers. Often these individual institutions plan, act, and brand individually, leading to disorganized or uncoordinated signage. The wayfinding system proposed in the Euclid Master Plan provides a variety of signage types, but it keeps the signs within a system of colors, fonts, and styles that would provide a consistent design for municipal facilities.

The descriptions below correspond to the signage system on the following pages.

#### **MUNICIPAL**

Municipal signs would be used to identify the major entrances to parks and public facilities. As large signs, they should only be placed in locations of prominence.

## **PARKS & OPEN SPACE**

Parks and open space signs would be used as identifiers for entrances to smaller parks and as wayfinding within parks and along trails.

## **VEHICULAR**

Vehicular signage would include gateways, banners, and directional signage on major roads, at City gateways, or within business districts to direct drivers to amenities and welcome them to districts.

## **PEDESTRIAN**

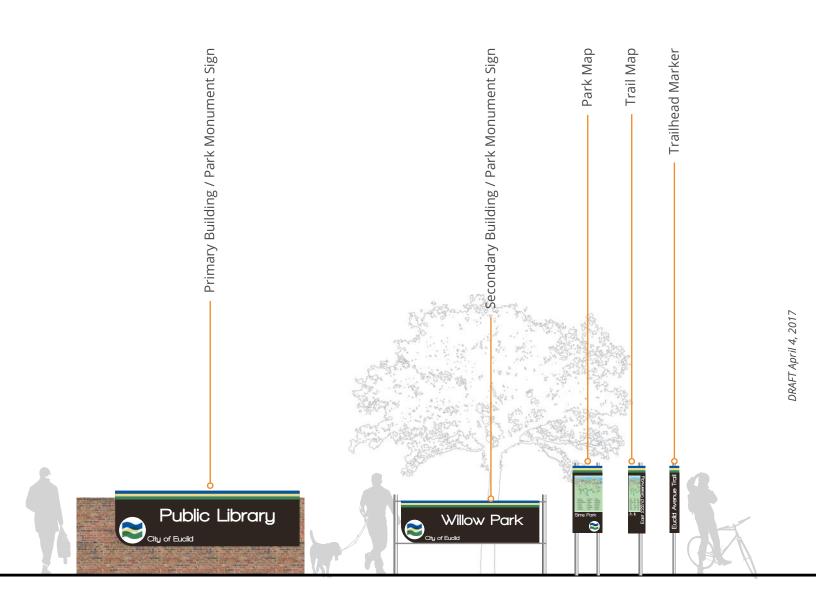
Pedestrian signage would likewise mark gateways, major decision points, and important intersections at a lower scale for pedestrians to view.

## **SPECIALTY**

Specialty signage includes bicycling signage, gateways for pocket parks, and bike racks.

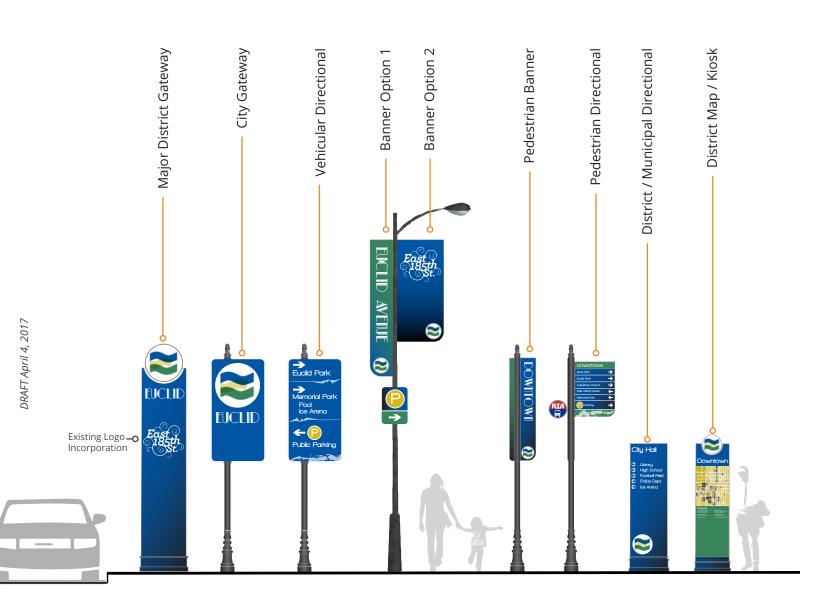
## **TRANSIT**

The transit signage incorporates Euclid's proposed wayfinding and branding system on existing bus stations to reinforce the Euclid brand.

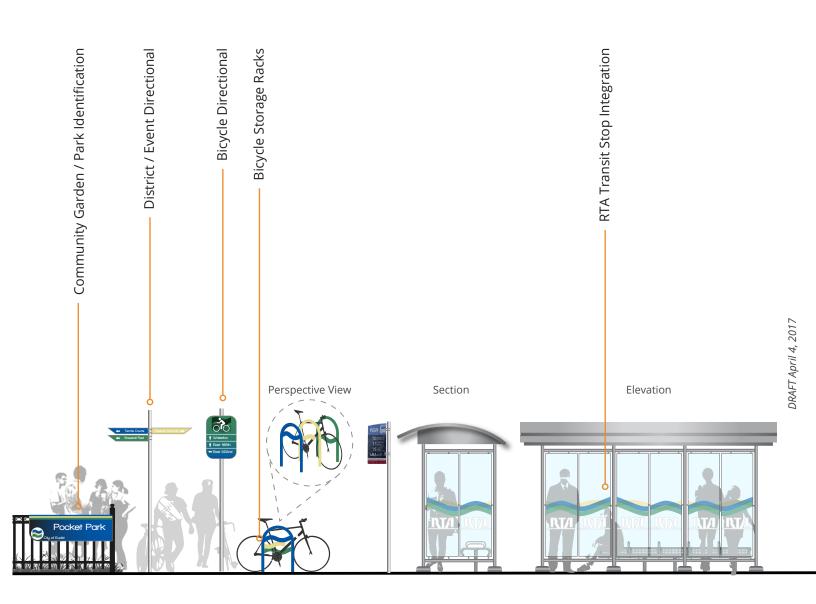


## **MUNICIPAL**

## **PARKS & OPEN SPACE**



VEHICULAR PEDESTRIAN



SPECIALTY TRANSIT



## **SECTION 4**



# CORE STRATEGY AREA POLICIES

Input from the Public and the Steering Committee showed the desire to strengthen existing City neighborhoods and business districts as anchors for development. Based on an analysis of the Current Conditions and public input, the Core Strategy Area Policies identifies strategic actions and investments within these focus areas.

WHAT'S IN THIS SECTION?

The section includes a series of eight mapped areas that represent locations of prime concern for the Master Plan. Within each area, development principles and a policy map describe how future development in each area should be steered. Images show examples of how those policies could be undertaken in specific locations.

In all cases, actions showcase potential investments that could be made by both public and private actors.

#### **HOW DO I USE IT?**

The Core Strategy Area Policies section outlines areas of focus and development principles. It should be used as a guide for where and how to guide development.

## **AREAS OVERVIEW**

At the first Public Meeting, residents were asked what they liked and did not like about the 13 identified Catalyst Areas. Input from the public, Steering Committee, and City Staff showed great concern about specific areas in the City. Catalyst Areas were combined and winnowed down to eight Core Strategy Areas, which are presented in this document.

#### WHAT IS A CORE STRATEGY AREA

The eight Core Strategy Areas are places of focus for the Master Plan. They include such diverse areas as commercial corridors and Downtown Euclid, to neighborhoods and industrial districts. Each Core Strategy Area is a defined area within which specific strategies and policies are outlined to guide development. These policies are outlined in this document.

## WHY WERE THESE AREAS CHOSEN

The Catalyst Areas from the first Public Meeting were initially chosen based on the potential or need for change in the area to ensure the stability, vibrancy, or success of each area. Based on input from the Public, Steering Committee, and City Staff, the Catalyst Areas were narrowed down to eight areas shown here. These were based on the amount of interest and type of change residents would like to see in each area.

## WHAT ARE THE EIGHT AREAS

The eight Core Strategy Areas are shown on Map 4. They include corridors, areas, neighborhoods, and trail networks. The areas are shown in detail on the following pages, with policies and images showing potential changes.

The eight Core Strategy Areas are listed below and include the page number for more detailed analysis of each:

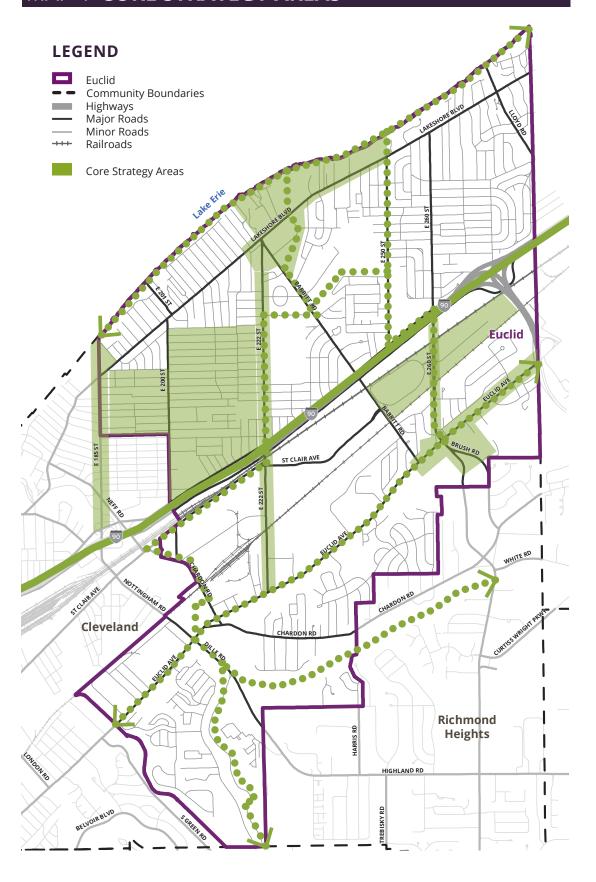
- East 222nd Street, page 32
- East 185th Street, page 38
- Downtown & Lakefront, page 42
- East 260th and Euclid, page 48
- Trail Network, page 52
- Western Neighborhoods, page 58
- I-90 Corridor, page 62
- Euclid Square Mall & Bluestone Business Park, page 66

## CATALYST AREA VS CORE STRATEGY AREA?

Confused about the difference between Catalyst Areas and Core Strategy Areas? **Catalyst Areas** was the term used for an initial list of potential focus areas for the plan. They were selected because they had the ability to be catalysts for neighborhood development.

Following input, the Catalyst Areas were changed, deleted, or merged. The resulting eight areas are called **Core Strategy Areas**. The name changed to identify not just that these areas could be catalysts for surrounding neighborhoods, but also because a list of clear strategies were outlined within each area. Those strategies are contained in this document.

## MAP 4 **CORE STRATEGY AREAS**



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

## **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

## **USES & ACTIVITIES**

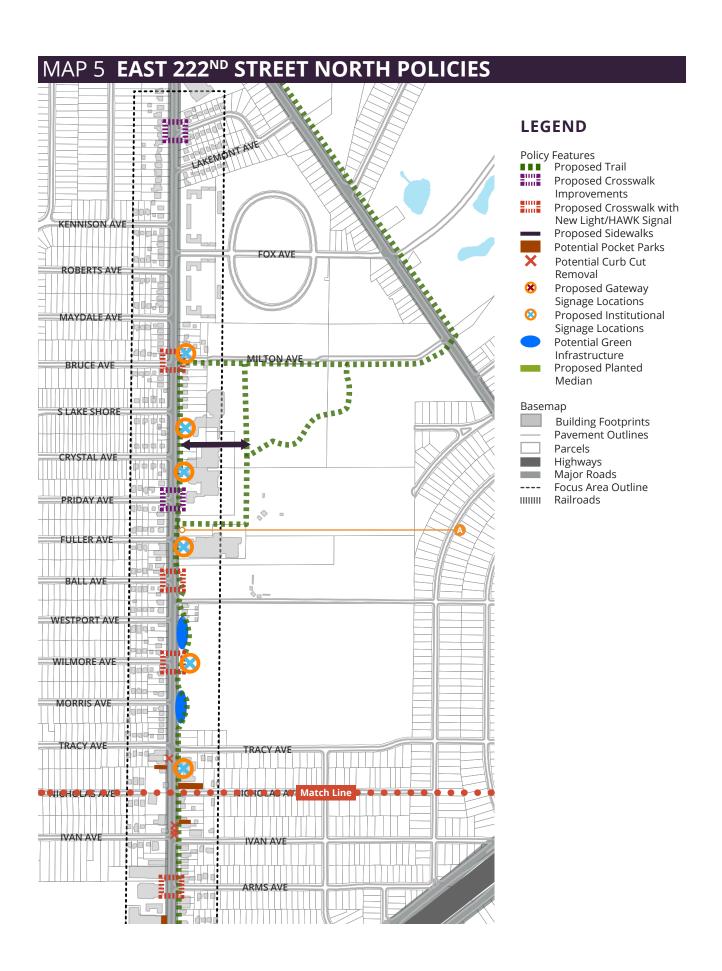
Maintain a landscaped setback in the Civic Core to ensure public institutions are differentiated from residential or commercial uses

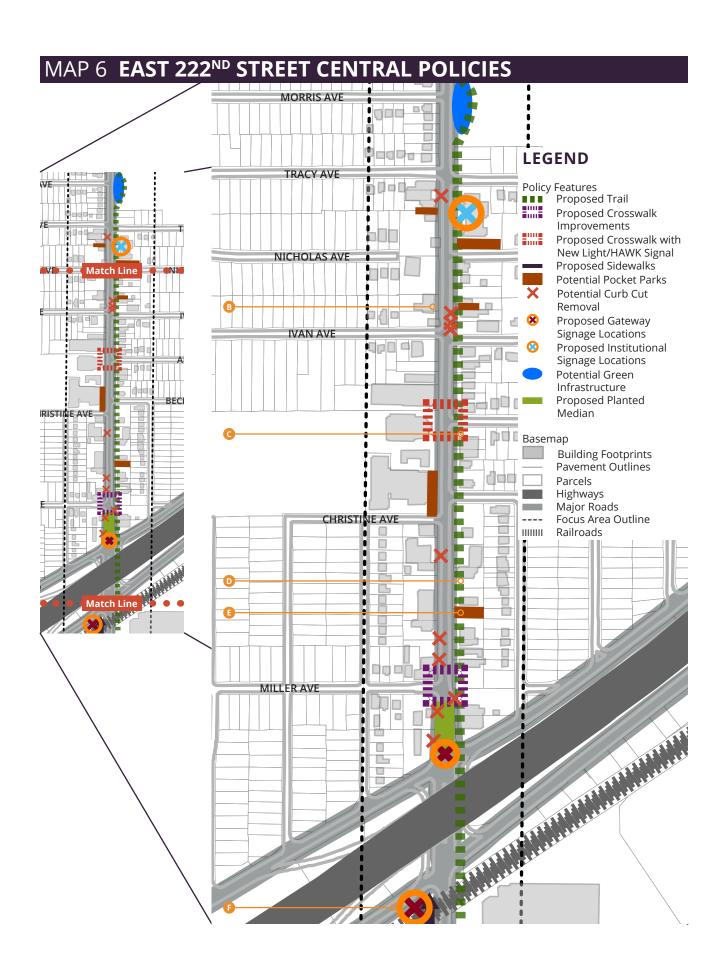
## **COMFORT & IMAGE**

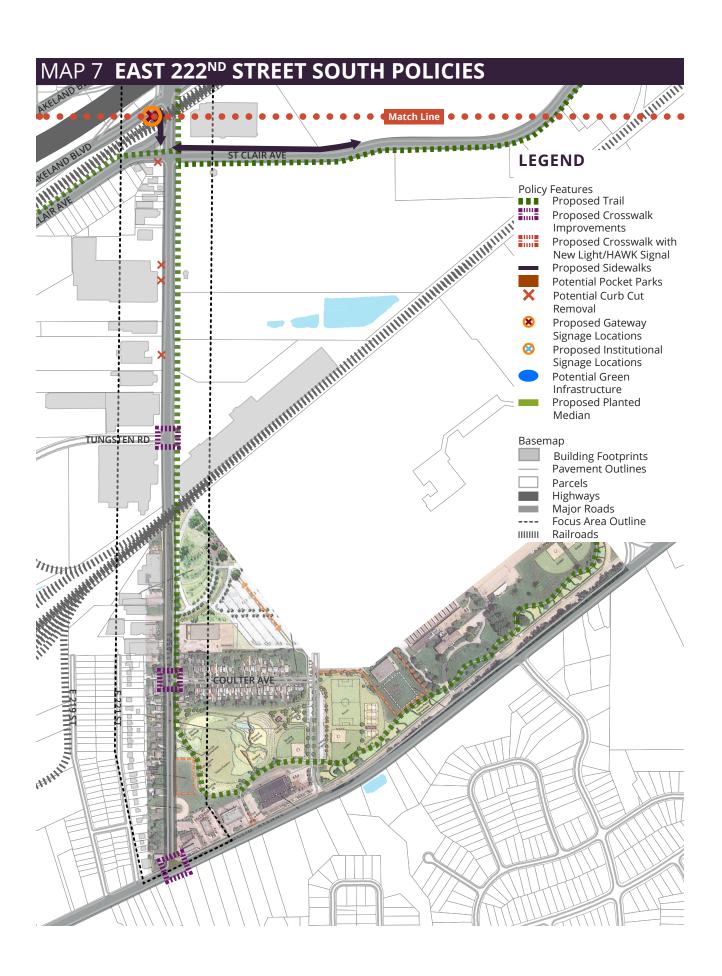
- Unify the corridor through consistent branding such as street signs, institutional signs, banners, lighting, and burying power lines
- Use green infrastructure to beautify the corridor and improve stormwater retention
- Add street trees where possible or feasible
- Add landscaping or buildings to screen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

## **POLICY MAP**

The policy maps on the following pages illustrate specific ways the City and its partners can improve the corridor through investments in infrastructure and public amenities.









#### **CORRIDOR BRANDING**

Because the East 222<sup>nd</sup> Street corridor is a prime entrance into the City and the home of many of Euclid's largest and most prominent institutions, a branding campaign that links these could provide a consistent and attractive street.

A branding campaign could include consistent monument signs for the various civic institutions, colorful street signs that include the district name, and banners or painted crosswalks that reinforce the uniqueness of the corridor.



## **SETBACK IMPROVEMENTS**

The deep setbacks along East 222<sup>nd</sup> Street in the retail district should be reconfigured as a unique asset. Parking should be disallowed in front of retail storefronts. Rather, the deep setbacks should be used for intensive landscaping, social spaces, and outdoor dining. These types of improvements can dramatically improve the walkability of a corridor.

The image at left displays an example of what could be done with a deep setback to make it more pedestrian friendly.



## **PARKING LOT GREENING**

Parking lots in the East 222<sup>nd</sup> Street business district are detrimental to the walkability of the district. Shielding the sidewalk from open parking lots defines the street, creates a comfortable walking experience, and beautifies the district.

The image at left shows an example of improvements to the parking lot at East 222<sup>nd</sup> Street and Arms Avenue. Using landscaping, lighting, and masonry, parking lot screening would dramatically improve the corridor.

#### **CREEK TO LAKE TRAIL**

The Creek to Lake trail would run down East 222<sup>nd</sup> Street as part of a connector from Euclid Creek Reservation to Downtown and Sims Park. Along 222<sup>nd</sup> Street, the trail could be part of a wide sidewalk on the east side of the street, switching to a trail through the Civic Core. The trail could then run through Memorial Park to Babbitt Road and connect to Downtown and Sims Park.

The image at right shows how a wide sidewalk through the retail district could form a component of such a trail while beautifying the district.



Pocket parks can transform otherwise barren parcels into assets that improve aesthetics and provide community space. The vacant parcel next to Wojtila's Bakery is one example. With trees and benches, it could provide seating and community space in the business district. By adding permeable surfaces or rain gardens, it could be an asset for handling stormwater.

The image at right shows an example of what this "Pacszki Park" could look like. There is also potential to use these spaces as outdoor seating for nearby restaurants or, in this case, a bakery.

#### **MEDIAN AND GATEWAY SIGN**

The intersection of North Lakeland Boulevard and East 222nd Street forms a clear gateway to the retail district and the route to the Lake for drivers coming off of the highway. A gateway at this point should convey the City's brand and the desired image for the corridor.

The image at right shows how improvements to this intersection such as a median, plantings, signage, and colorful crosswalks could contribute to a positive gateway image for Euclid and the district.







# EAST 185<sup>™</sup> STREET

#### **DEVELOPMENT PRINCIPLES**

The following development principles should be used to guide public and private investment along the East 185<sup>nd</sup> Street Corridor. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

#### **SOCIABILITY**

- Develop clustered seating areas where possible to act as social spaces in the retail district
- Provide improved public access to Lake Erie

#### **ACCESS & LINKAGES**

- Work with the City of Cleveland and Northeast Shores Development Corporation to implement the streetscape recommendations made in the East 185<sup>th</sup> Street Corridor Plan TLCI
- Improve existing crosswalks and add additional ones, if warranted, to improve east-west access and pedestrian safety
- Expand the Transit Waiting Environment (TWE) at the East 185<sup>th</sup> and Lakeshore Boulevard intersection
- Encourage shared parking among business owners

#### **USES & ACTIVITIES**

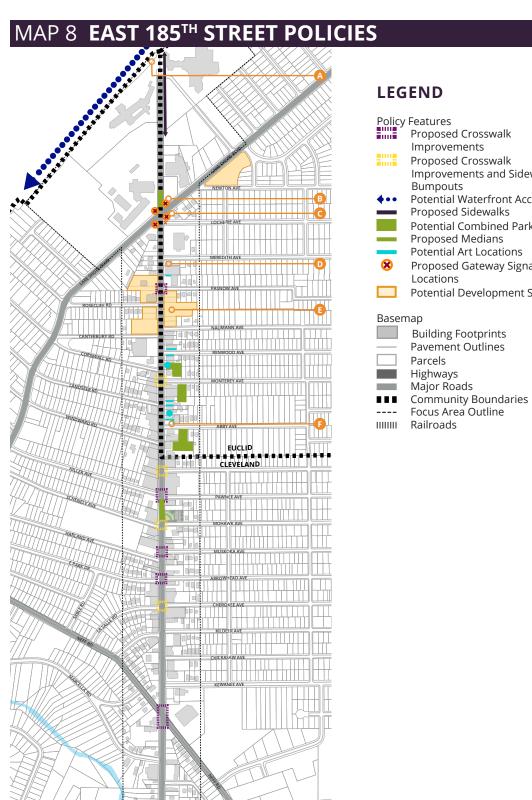
- Work with the City of Cleveland and Northeast Shores Development Corporation to redevelop the Lakeshore Chevy site
- Work with Cleveland to provide consistent incentives, oversight, and design regulations in both of the individual communities
- Incentivize the rehabilitation of storefronts to provide spaces for start-up and small businesses

#### **COMFORT & IMAGE**

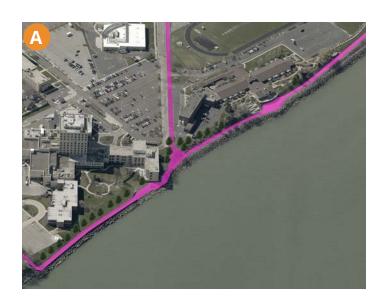
- Unify the corridor through consistent branding such as street signs, institutional signs, banners, and lighting
- Improve the north and south entrances into the district
- Enliven the corridor by investing in art, lighting, and murals
- Aggressively plant new street trees to maintain the strong tree canopy

#### **POLICY MAP**

The policy map on the following page illustrates specific ways the City and its partners can improve the corridor through investments in infrastructure and public amenities.



# Improvements and Sidewalk Potential Waterfront Access Potential Combined Parking Lots Potential Art Locations Proposed Gateway Signage Potential Development Sites



#### **LAKE ERIE ACCESS**

With Lake Erie being a prime reason to choose living in Euclid, increased access is important. The institutions lining Lake Erie on the border between Cleveland and Euclid present an opportunity to increase public access.

Public access at this point could include a single overlook or a connection to walkways east and west. The image at right highlights existing or potential trails that could connect Euclid residents to the Lake.



#### **DISTRICT GATEWAYS**

The East 185<sup>th</sup> Street TLCI Plan outlined specific recommendations for the gateway at East 185<sup>th</sup> and Lakeshore Boulevard. The plan, displayed at left, showcases how plantings, re-routed streets, and decorative gateway obelisks at each corner could create an attractive gateway for Euclid, Cleveland, and the East 185<sup>th</sup> Street retail district.



#### **BUS HUB**

The intersection of Lakeshore Boulevard and East 185th Street is a major Transit Waiting Environment (TWE) and transfer point for RTA. While the bus shelters presently at the site are large and comfortable, the importance of this transfer point allows for a more prominent transit hub to be envisioned.

The image at left shows the potential for improvements to the bus shelters and amenities at this intersection that could provide for a more impactful station environment.

#### STOREFRONT IMPROVEMENTS

The storefronts along East 185<sup>th</sup> are appropriate for small, start-up businesses because of their small size and low price. Despite this, many storefronts have been retrofitted poorly or have been boarded over and are in need of major retrofits to make them usable and attractive.

The image at right displays an existing building that, with storefront improvements could become an attractive space to incubate a small business.



#### **CHEVY ZONE REDEVELOPMENT**

The East 185<sup>th</sup> Street TLCI Plan displayed potential development scenarios for the Lakeshore Chevy site in Euclid and Cleveland. The concept, shown at right, showcases how investments in housing, open space, and retail uses could fill the gap in the retail district with a vibrant mix of uses.

Importantly, the plan noted that development should only occur when market forces allow for this prime site to be used properly. This should include a vibrant mix of uses, walkable design, and high-quality materials.



A coordinated campaign of numerous public art installations throughout East 185<sup>th</sup> Street can reinforce the strip as an interesting place to shop, visit, and stroll through.

Murals, lighting, and art have been used in the Waterloo Arts District, Ohio City, Playhouse Square, and other communities to provide visual interest. The image at right shows how existing blank walls could be used for art.





## **DOWNTOWN & LAKEFRONT**

#### **DEVELOPMENT PRINCIPLES**

The following development principles should be used to guide public and private investment within the Downtown area. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

#### **SOCIABILITY**

- Improve the Wastewater Treatment Plant Equalization Tank site as an active park that contributes to Downtown's vibrancy
- Develop clustered seating areas where possible to act as social spaces in the Downtown retail district
- Use programming and events to maintain an active environment in Downtown

#### **ACCESS & LINKAGES**

- Construct pathways and all-purpose trails between Downtown retail and Lakefront parks
- Maintain Downtown's strong walkability by limiting new curb cuts, keeping wide sidewalks for sidewalk cafes and comfortable walking experiences, and maintaining or expanding parallel parking
- Improve existing crosswalks and add additional ones, if warranted, to improve pedestrian safety especially across Lakeshore Boulevard
- Construct bikeways that connect neighborhoods to the Lakefront
- Implement the streetscape recommendations made in the Downtown Euclid TLCI
- Add greenery to oversized intersections
- Implement the traffic control plan (safety plan) as designed for the East 222<sup>nd</sup> Street, Babbitt Road, and Lakeshore Boulevard intersection

#### **USES & ACTIVITIES**

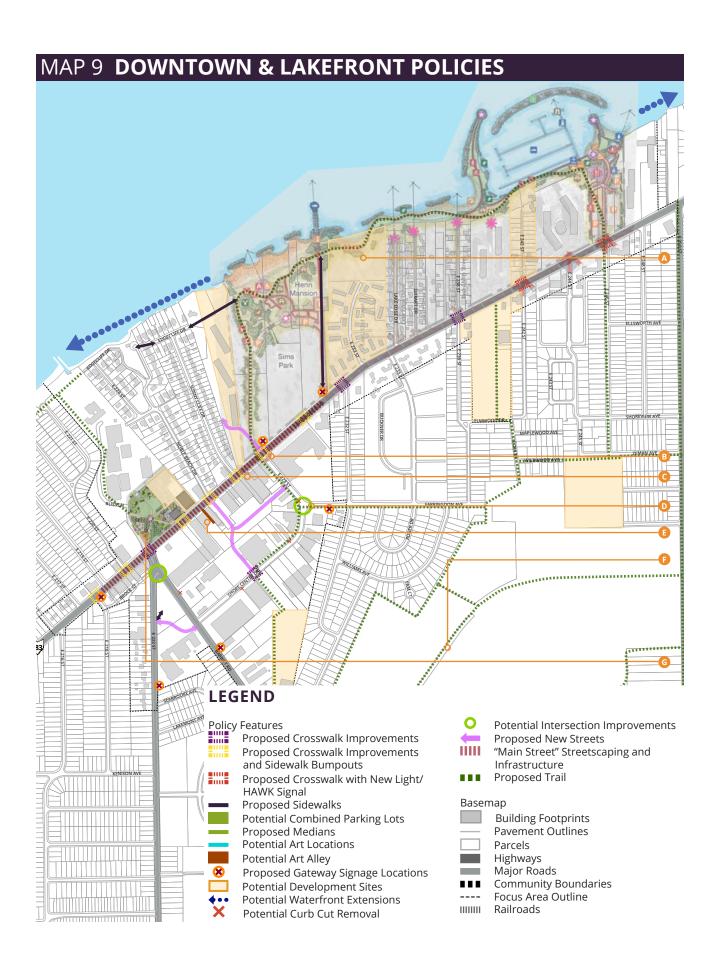
- Ensure new housing investment is walkable and contributes to a vibrant Downtown and lakefront
- Incentivize the rehabilitation of storefronts along Lakeshore Boulevard to provide spaces for start-up and small businesses

#### COMFORT & IMAGE

- Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting
- Add street trees where possible
- Rebuild the Lakeshore Boulevard streetscape to highlight it as Euclid's Main Street
- Expand consistent streetscape elements to other Downtown streets as they are rebuilt

#### **POLICY MAP**

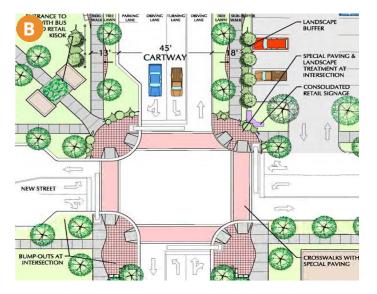
The policy map on the following page illustrates specific ways the City and its partners can improve the corridor through investments in infrastructure and public amenities.





#### LAKEFRONT DEVELOPMENT

While there are very few development sites along Lake Erie, a handful remain and a number of older apartment buildings have the potential for redevelopment as they age. The image at left showcases one of the few vacant parcels along the Lake. The proposed extension of the waterfront is shown in purple while potential Lake-oriented buildings are shown in orange. Such a development could include mid-rise residential buildings with small first-floor retail uses that take advantage of the views and connections to waterfront trails.



#### **DOWNTOWN CROSSINGS**

The Downtown Euclid TLCI outlined a variety of improvements to major streets Downtown. Lakeshore Boulevard was proposed to narrow from five lanes to three lanes in certain places. By using this extra space Downtown, the City could invest in curb bumpouts to make crossings shorter, colorful concrete to highlight crosswalks, new lighting to make crossing safer, and decorative materials to highlight the importance of Downtown. The image at left showcases proposed improvements to Lakeshore Boulevard and the entrance to Sims Park.



# 'MAIN STREET' STREETSCAPE & INFRASTRUCTURE

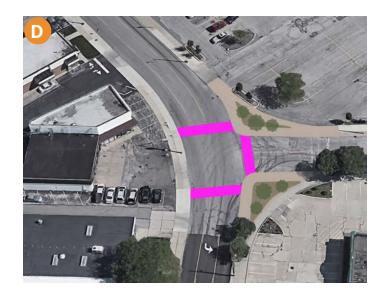
Lakeshore Boulevard is Downtown Euclid's Main Street. It has the highest concentration of walkable retail buildings and small retail spaces. It also has the most momentum for new development.

The Downtown Euclid TLCI outlined specific changes to Lakeshore Boulevard including trees, curb bump-outs, art, lighting, and other improvements. These improvements should be completed as part of an overhaul of the street.

#### INTERSECTION IMPROVEMENTS

Certain intersections in Downtown and along Lakeshore Boulevard have been engineered to provide wide turn angles for fast speeds. To encourage walkability, these intersections should be narrowed to provide shorter crossings for people on foot. Leftover asphalt can be repurposed for plantings and other beautification efforts.

One example of such an intersection is Shore Center Drive and Farringdon Avenue. The image at right shows a smaller intersection with pedestrian amenities.



#### **ART ALLEY**

The existing alley connecting Lakeshore Boulevard to the parking behind could be improved to incorporate elements that brighten Downtown and provide a safe passage between shops and parking. The example at right shows the addition of lighting, trees, decorative benches, and wayfinding signage. The addition of a large art display could also provide visual interest.

The improvement of the alley could also allow storefronts or restaurants to open to the alley.



#### **GOLF COURSE ENTRANCE**

The Briardale Golf Course entry road could be improved to provide a clearer entrance to the course, encourage pedestrians to use appropriate paths through the course, and improve the image of the facility.

The image at right showcases a median, gatehouse, and decorative fencing that could be one solution to improving the entrance. Such an improvement should be done in concert with trail planning that is described on the following page.



# F

#### **GOLF COURSE TRAIL**

East-west connections in Downtown and Euclid as a whole are rare. The municipally owned golf course provides the opportunity to provide such a connection to bicyclists and pedestrians. Three potential alignments, with additional variations, were identified, all of which have positives and negatives. Certain design elements such as new entry features and enhanced fencing are recommended for all alignments.

- Northern Alignment: Using the thin space between homes and the course, this alignment likely would not provide a direct path to students and has limited room to maneuver
- Briardale Alignment: Using excessive road width and former right-of-way, this connection is centralized, but also creates the greatest conflict between the trail and golf users
- Southern Alignment: Using the thin space between homes and the course, this alignment would be the most direct connection

- but also would confine users between protective netting and backyard fences
- Briardale-to-Northern Alignment: This alignment maintains some conflict between trail and golf users, but also provides a more direct connection to Downtown and East 250<sup>th</sup>
- Southern-to-Neighborhood Alignment: Using YMCA land, this connection would require the acquisition of a home to provide a connection onto neighborhood streets



# G

#### **EQUALIZATION TANK GREENSPACE**

Upon completion of the equalization tank Downtown, the City has the opportunity to invest in a new public plaza and greenspace. Such a park could provide a center for Downtown and a space that could be programmed to enhance the vibrancy of the area.

The image below showcases an example of what a Downtown park could look like. The park could include open spaces such as lawns and plazas with ornamental trees, as well as retail uses with large patios. Should any private buildings be updated in the future, they could be brought closer to the street to enhance the walkable environment.



# EAST 260TH AND 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 area.

#### **SOCIABILITY**

- Ensure that the green space between Richmond and Brush Roads is preserved permanently
- Improve the green space north of Euclid Avenue as a greenspace or park that contributes to the area's vibrancy

#### **ACCESS & LINKAGES**

- Improve existing crosswalks 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
- Improve existing pedestrian pathways to business entrances and ensure future businesses provide safe pedestrian pathways from the sidewalk
- Enhance the bus hub at the East 260<sup>th</sup> and Euclid intersection
- Implement the streetscape and greenway recommendations made in the Euclid Avenue TLCI
- Eliminate unnecessary curb cuts where possible to increase safety
- Construct bikeways along East 260<sup>th</sup> and along Euclid Avenue to connect to green spaces and nearby neighborhoods

#### **USES & ACTIVITIES**

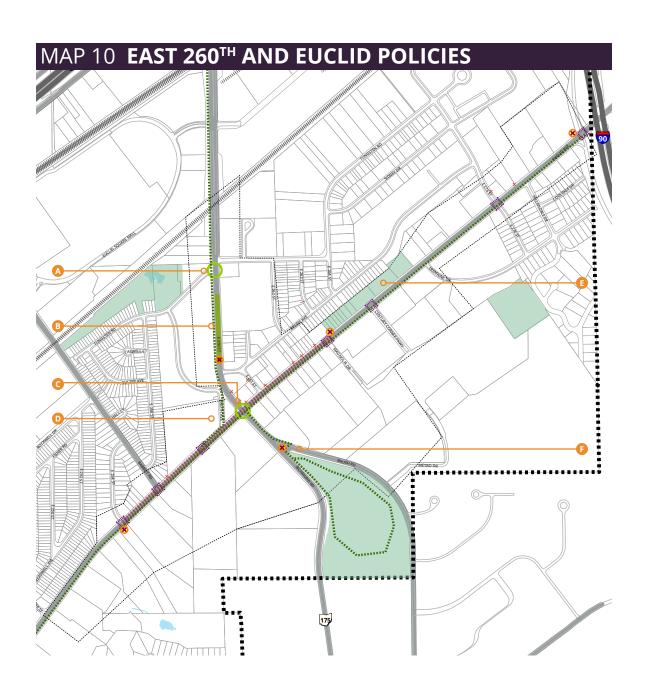
 Update development standards to ensure quality design, walkability, and attractive signage

#### **COMFORT & IMAGE**

- Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting
- Add street trees where possible
- Improve entrances into the district

#### **POLICY MAP**

The policy map on the following page illustrates specific ways the City and its partners can improve the area through investments in infrastructure and public amenities.



#### **LEGEND**





# EAST 260<sup>TH</sup> AND TUNGSTEN INTERSECTION

The intersection of East 260<sup>th</sup> and Tungsten is a difficult and wide crossing for pedestrians. Likewise, it is oversized due to the offset intersecting streets.

The rendering at left shows how the intersection could be improved from a pedestrian and environmental perspective. Brighter crosswalks could highlight pedestrians and bicyclists. Additionally, the existing striped triangle could be replaced with green infrastructure.



#### **SCHOOL CROSSING**

A lighted signal already exists to allow students to cross East 260th to access the Bluestone Elementary School. The crossing, however, is wide and over a busy road. The proposed improvements to the crossing, shown at left, include a more visible crosswalk and a median with a pedestrian refuge in the center. The median could provide space for plants, trees, green infrastructure, and signage.



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

The intersection of East 260<sup>th</sup> and Euclid forms the core of this Core Strategy Area. Existing plans have identified the possibility of shrinking Euclid Avenue by two lanes to facilitate the construction of a bike path on one side of the road.

This rendering shows the construction of a side trail on the southern side of the road, shows the addition of street trees, and outlines the possibility of a more formal intersection with stamped concrete crosswalks and decorative markings on the four corners.

#### **COMMERCIAL DEVELOPMENT**

The commercial structures along Euclid Avenue in this Core Strategy Area are challenging for pedestrians and dated in their appearance. The City, in concert with property owners, should work to improve the look, feel, and layout of commercial structures in this area. As an example, the image to the right shows additional landscaping in the parking area and along Euclid Avenue. A trail connects through this landscaping. Sidewalks in the parking lot connect to main entrances, and the front of the shopping center is called out for a renovation.



#### **PROPOSED PARK**

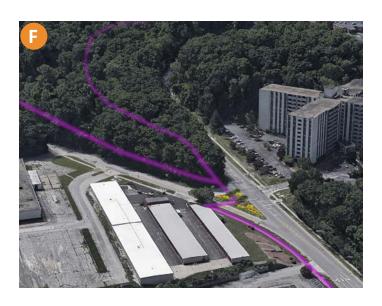
The green space north of Euclid Avenue is not suitable for construction due to its steep slopes. The area could, however, be used as a green space. This could provide park area for neighborhood housing, strengthen the attractiveness of the corridor, and act as a connection between Euclid Avenue and neighborhoods behind.

The image at right shows a park design concept that could be used for this site.



#### **GREEN SPACE AND TRAIL**

The large green space between Richmond and Brush Roads is already owned by the City of Euclid and should be maintained in perpetuity. The large clustering of trees should be maintained; however, trails could wind through the area to provide walking and recreating opportunities for residents. The triangle at the intersection of the two streets could likewise become a prime gateway into the City that is enhanced with signage, flowers, trees, and other landscaping.



# TRAIL NETWORK

#### **DEVELOPMENT PRINCIPLES**

The following development principles should be used to guide public and private investment within a network of trails. These principles should be used in coordination with the Policy Map to describe the future of the area.

#### **SOCIABILITY**

Ensure trails connect to open spaces, business districts, and parks

#### **ACCESS & LINKAGES**

- Strive to provide the safest type of bicycle facility wherever possible, with a special emphasis on constructing grade- and mode-separated trails
- Develop standards for trail design

#### **USES & ACTIVITIES**

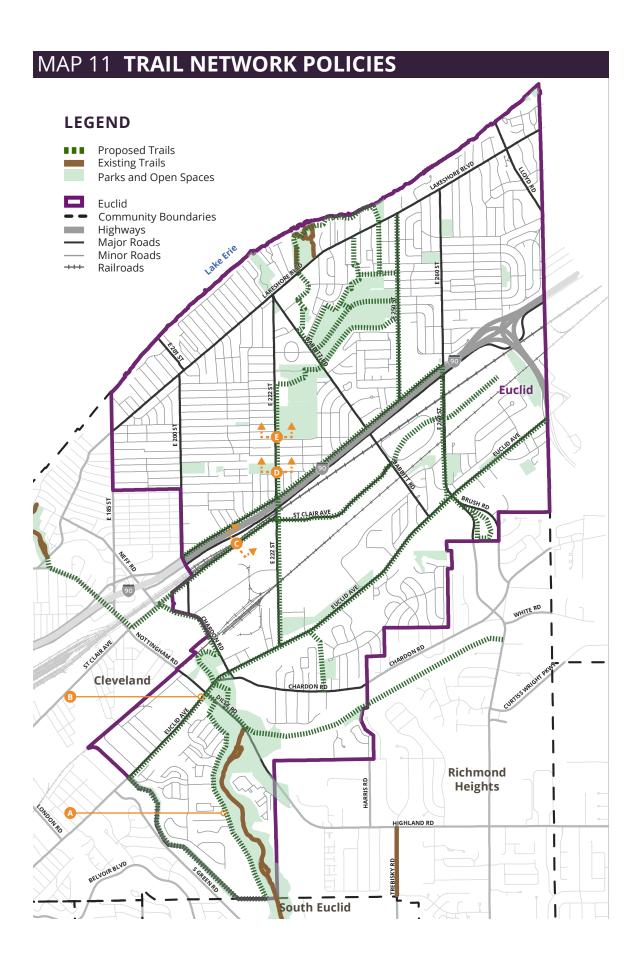
■ Encourage quality design, walkability, and attractive signage along trail routes

#### **COMFORT & IMAGE**

- Unify the trail network through consistent branding and wayfinding signage
- Provide amenities along trails such as bicycle parking, fix-it stations, and benches

#### **POLICY MAP**

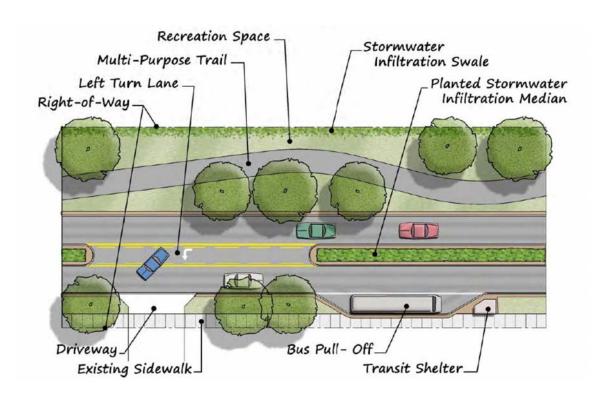
The policy map on the following page illustrates specific ways the City and its partners can facilitate the construction of a complete trail network.



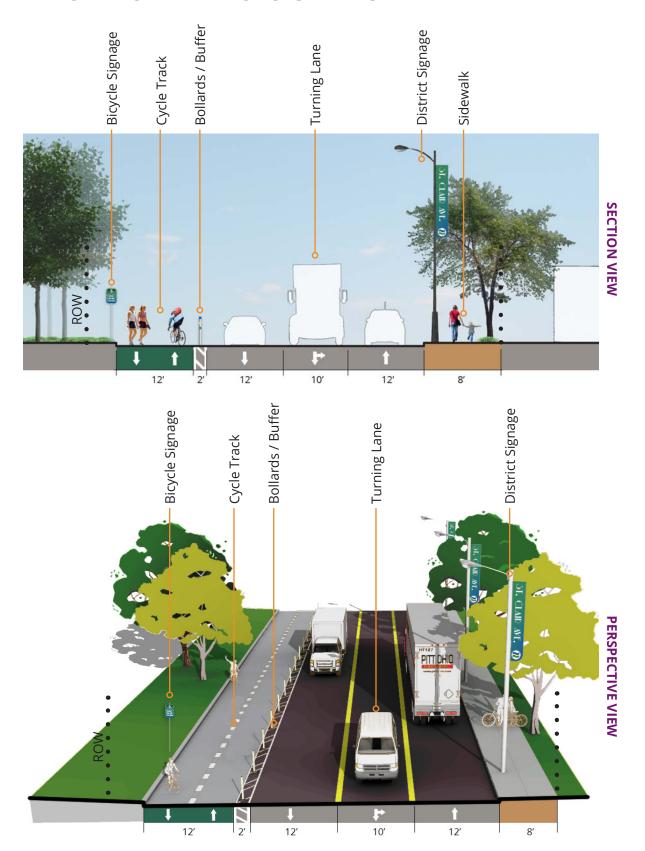
# A GLENRIDGE ROAD TRAIL AND OVERLOOK

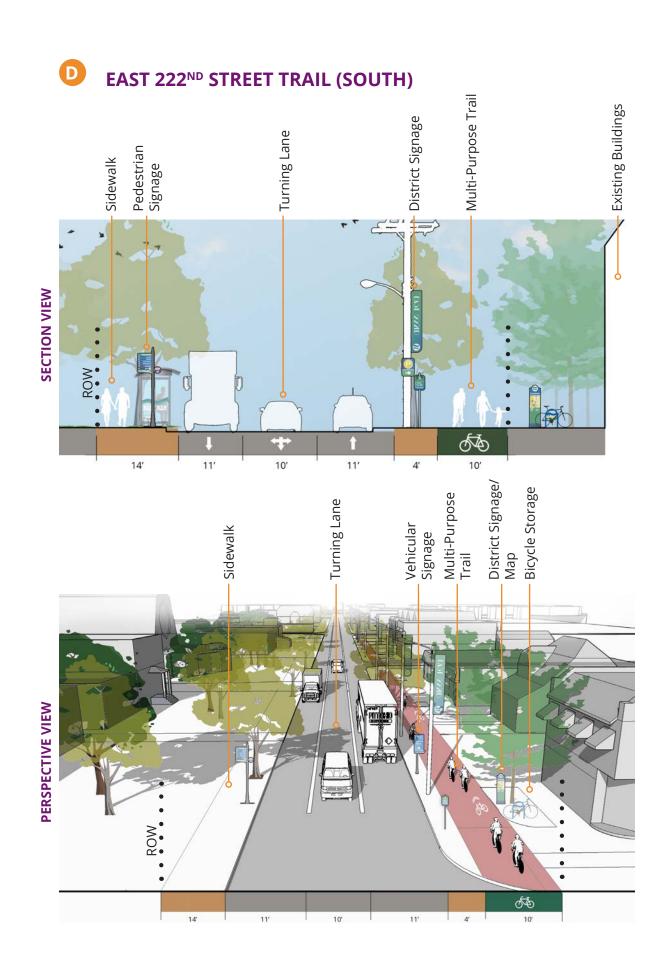


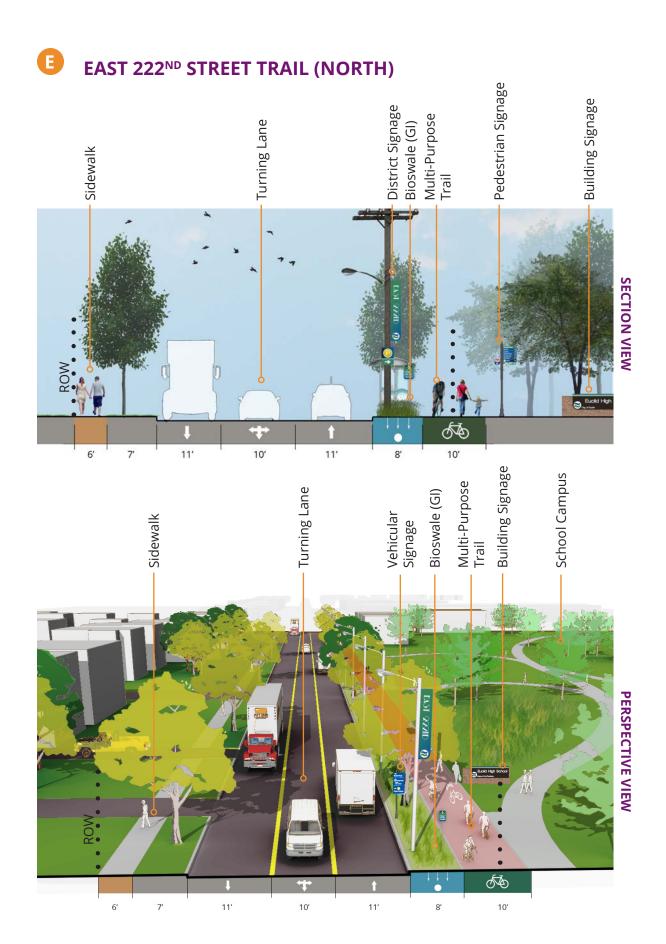
# **B** EUCLID AVENUE TLCI STREET SECTION



# G SAINT CLAIR AVENUE CYCLE TRACK







### WESTERN NEIGHBORHOODS

#### **DEVELOPMENT PRINCIPLES**

The following development principles should be used to guide public and private investment within the Western Neighborhoods. These principles should be used in coordination with the example program on the following pages to describe potential improvement program actions for the area.

#### **SOCIABILITY**

- Improve vacant lots using no mow/slow-grow plantings or low maintenance landscaping, adding community-maintained pocket parks, or expanding side yards
- Foster community by connecting residents, establishing block clubs, facilitating safety training, and building other community links

#### **ACCESS & LINKAGES**

- Improve existing crosswalks, especially at important neighborhood crossings
- Connect residential neighborhoods to nearby business districts with bikeways, trails, and safe sidewalks

#### **USES & ACTIVITIES**

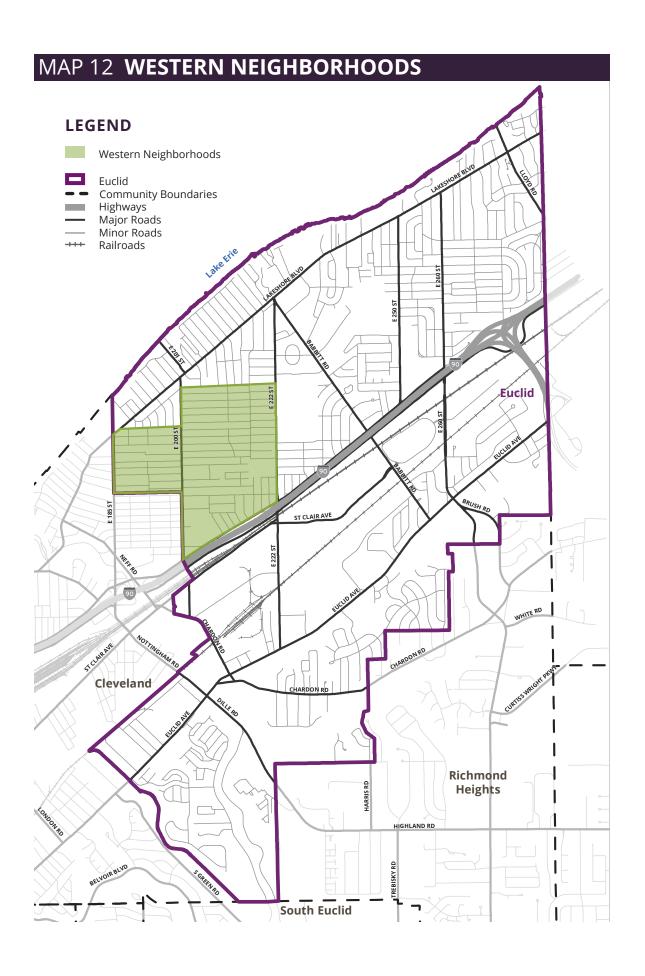
- Work with property owners and developers to construct infill housing on vacant lots
- Enforce existing housing codes to maintain quality housing

#### **COMFORT & IMAGE**

- Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting
- Add street trees where possible
- Repair existing infrastructure where necessary

#### **CONTEXT MAP**

The context map on the following page illustrates the location of the Western Neighborhoods.



# WESTERN NEIGHBORHOODS IMPROVEMENT PROGRAM EXAMPLE

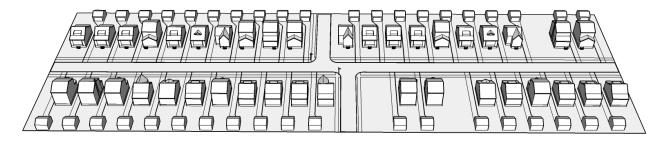
To facilitate meaningful neighborhood change, the City could implement a neighborhood improvement program that targets small areas to invest in multiple improvements in a short time frame. These improvements could include home renovations via the City's CDBG program, investments in infrastructure such as street repaving and light replacements, code enforcement initiatives, community development actions such as facilitation of neighborhood block watch programs, and partnerships with private entities to facilitate the construction of infill housing. Together, a well-marketed

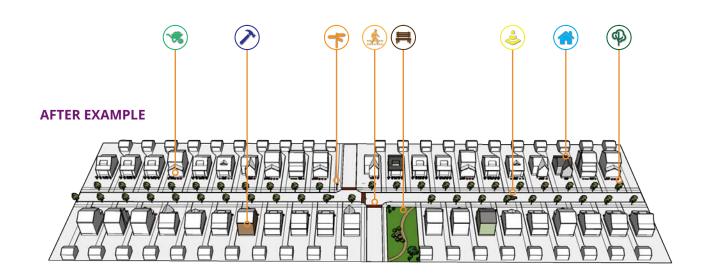
and comprehensive strategy can lift a neighborhood.

This strategy should include collaborations with neighborhood groups, the Euclid City School District, non-profit agencies, the Euclid Police and Fire Departments, and other neighborhood-focused City staff.

The example below and on the following page shows an example before-and-after of a typical Euclid Street. While physical improvements are shown, community development efforts are a critical component of a successful program.

#### **BEFORE EXAMPLE**







Landscaping classes and discounted rates on planting materials can encourage homeowners to add fresh landscaping to their yards



Proactive code enforcement combined with incentives and tax abatements for **home repairs** can improve neighborhood housing



**Decorative signs**mounted above existing
street signs can identify
the neighborhood and
reinforce a sense of place



Painted or stamped concrete **crosswalks** at important neighborhood crossings can improve safety and visual appeal



**Pocket parks**—especially at intersections—can provide community space and beautify the neighborhood



Targeted **street improvements** such as pothole repair and curb replacement can improve visual appeal of streets



**Infill housing** on vacant land via government funds or incentives to developers can bring new life to abandoned lots



New **street trees** can beautify a street and have been shown to raise property values



Painting fire hydrants especially a unique color—can help reinforce the community brand and beautify the neighborhood



Replacing burnt-out street lights can increase the perception of safety and show attention to maintenance



Neighborhood meetings can facilitate new block clubs, neighborhood watch programs, and community cohesion

# I-90 CORRIDOR

#### **DEVELOPMENT PRINCIPLES**

The following development principles should be used to guide public and private investment within the I-90 Corridor. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

#### **SOCIABILITY**

- Encourage development to incorporate green infrastructure as part of a landscaping plan
- Repurpose excessive front parking and concrete for landscaping and screening

#### **ACCESS & LINKAGES**

 Construct bikeways along north-south streets to connect the Central Neighborhoods to the Industrial Core

#### **USES & ACTIVITIES**

Enforce existing development codes to maintain quality structures

#### **COMFORT & IMAGE**

- Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting
- Add gateway features along the highway corridor
- Add trees in the public right-of-way or private setbacks, where possible
- Use decorative fencing and landscaping in the highway setbacks to improve corridor aesthetics

#### **POLICY MAP**

The policy map on the following page illustrates specific ways the City and its partners can improve the area through investments in infrastructure and public amenities.

# MAP 13 I-90 CORRIDOR POLICIES **EUCLID**

#### **LEGEND**







#### LANDSCAPED BUFFERING

Many buildings along Lakeland Boulevard include wide setbacks. These setbacks range from concrete, to parking, to grass. Improving landscaping regulations along this corridor could improve the aesthetic of the highway by adding greenery in the form of grass, trees, and decorative fencing.

The image at left shows a repurposed front yard with trees and fencing. By replacing large sections of unused concrete, the City can improve its image from the highway.



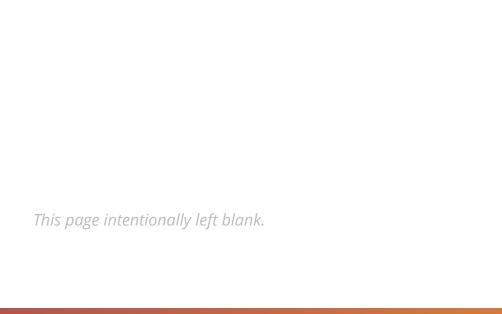
#### **BRANDING**



#### **HIGHWAY FENCE AND LANDSCAPING**

The wide grassy area between Lakeland Boulevard and I-90 could provide space for increased landscaping, a decorative fence, and small, ornamental trees that could enhance the image of Euclid through this corridor while maintaining a safe driving environment.

The image at left shows an example of a decorative fence and landscaping. The fencing incorporates the potential Euclid 'E' logo.



# **EUCLID SQUARE MALL & BLUESTONE BUSINESS PARK**

#### **DEVELOPMENT PRINCIPLES**

The following development principles should be used to guide public and private investment within the Euclid Square Mall & Bluestone Business Park area. These principles should be used in coordination with the Policy Map to describe the future of the area.

#### **SOCIABILITY**

Consider green infrastructure where possible

#### **ACCESS & LINKAGES**

- Should Euclid Square Mall be redeveloped, consider extending St. Clair Avenue through the site using standards consistent with the streetscape underway at Lincoln Electric headquarters
- Ensure any new roads have sidewalks, lighting, and amenities to encourage walkability
- Should Euclid Square Mall be redeveloped, consider extending transit access through the Euclid Square Mall site and Bluestone Business Park
- Construct bikeways along East 260th and an extended St. Clair Avenue to connect employment centers to green spaces and nearby neighborhoods
- Improve existing crosswalks at East 260th and Bluestone Boulevard to improve pedestrian safety

#### **USES & ACTIVITIES**

- Work with property owners to redevelop the Euclid Square Mall site for industrial uses with limited supporting retail space
- Update development standards to ensure quality design, walkability, and attractive signage

#### **COMFORT & IMAGE**

- Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting
- Add street trees where possible

#### **POLICY MAP**

The policy map on the following page illustrates specific ways the City and its partners can improve the area through investments in infrastructure and public amenities.



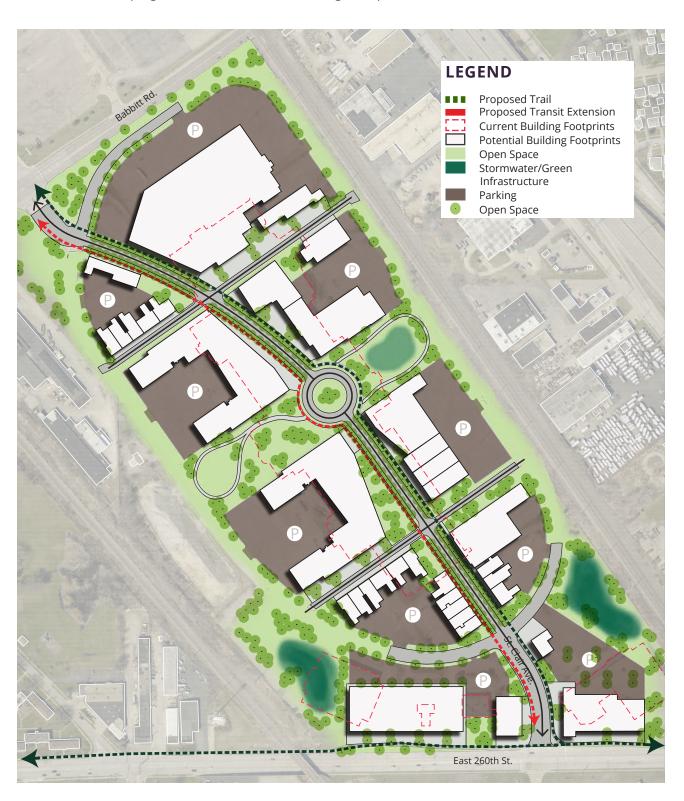
#### **LEGEND**

Policy Features
Proposed Crosswalk Improvements
Proposed Trail
Proposed Transit Extension
Existing Fiber Optic Lines

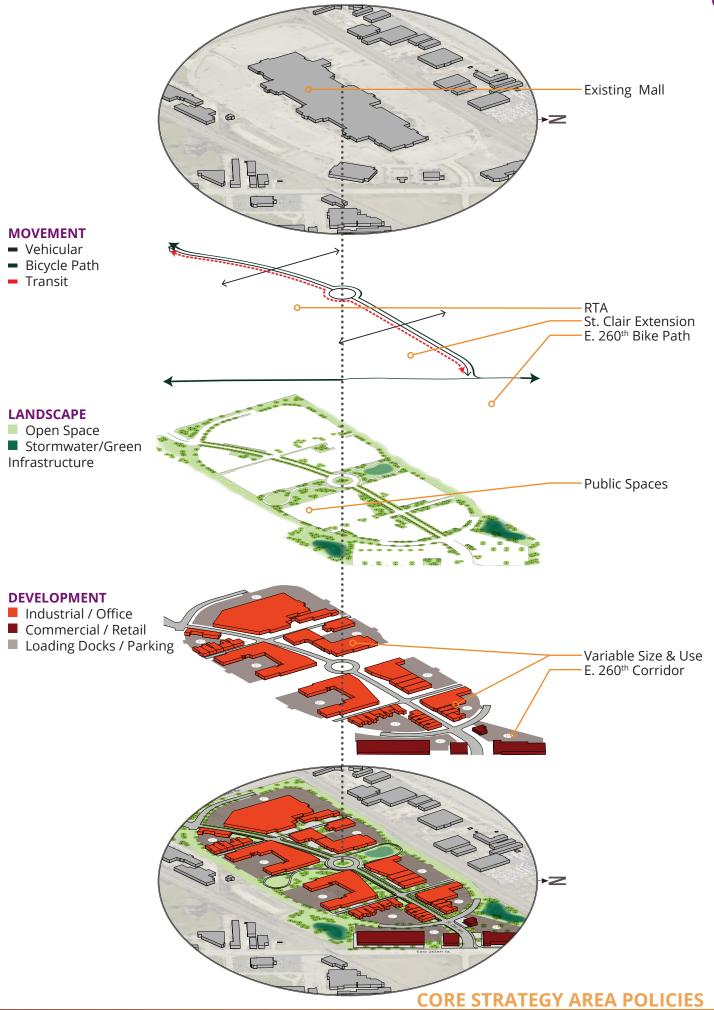
# Basemap Building Footprints Pavement Outlines Parcels Highways Major Roads Community Boundaries Focus Area Outline Illillill Railroads

#### **EUCLID SQUARE MALL CONCEPT PLAN**

Should the Euclid Square Mall building be demolished, the following concept plan showcases an example of how extending St. Clair Avenue through the site could yield opportunities for developing an industrial site with trails, greenspace, and retail.



DRAFT April 4, 2017





FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE