

GOAL PRIORITIZATION

In the tables below are Citywide goals. With your help we want to prioritize each goal. If you think this goal is one of your highest priorities, place a dot in the green box next to that goal. Remember, you have a limited number of dots, so only mark your highest priority. If you have any comments, please write them on a sticky note and place it in the comment box at the bottom.

STAY	
Goal	Priority? (Place a dot in the green box if this is one of your priorities)
Enforce the repair, maintenance, and code compliance of existing housing and neighborhoods <i>(Action Example: Develop a housing maintenance and inspection program to review homes for exterior code violations)</i>	
Increase the homeownership rate to stabilize housing <i>(Action Example: Advertise and incentivize homeownership opportunities)</i>	
Reuse vacant, underutilized residential properties <i>(Action Example: Reduce maintenance costs for vacant lots by using slow-growing plants and organizing block clubs to assist in maintaining them)</i>	
Implement a housing strategy that promotes diverse housing options and allows for aging in place <i>(Action Example: Identify and advertise existing accessible housing to allow seniors to age in Euclid)</i>	
Strategically invest in struggling neighborhoods by investing in housing and in the amenities that provide a strong sense of place <i>(Action Example: Finance a Community Development Corporation that can carry out work needed to boost neighborhoods)</i>	

PROSPER	
Goal	Priority? (Place a dot in the green box if this is one of your priorities)
Conduct business outreach and streamline assistance for retention, succession, and expansion of existing businesses <i>(Action Example: Develop a job creation tax incentive program aimed at growing employment)</i>	
Grow Euclid's health industry and supporting businesses <i>(Action Example: Work with health institutions to outline consistent development standards for the area around Lakeshore/185th)</i>	
Strengthen and connect the manufacturing sector through industry-supporting infill development, as well as marketing and branding the manufacturing along the I – 90 corridor <i>(Action Example: Support the development of an industrial incubator)</i>	
Support small businesses, entrepreneurs, and start-ups as a way to grow jobs and support livelihoods <i>(Action Example: Develop a small business resource center)</i>	
Attract new investment through business-supporting infrastructure <i>(Action Example: Partner with regional colleges to build a stronger presence in Euclid)</i>	

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PLAY	
Goal	Priority? (Place a dot in the green box if this is one of your priorities)
Promote Downtown as the vibrant, mixed-use hub of culture and retail for the entire City <i>(Action Example: Develop a Downtown Special Improvement District to fund initiatives to make Downtown clean and safe)</i>	
Enhance neighborhood centers through retail, restaurants, and activities that attract investment <i>(Action Example: Work with property owners to develop neighborhood centers that align with the principles from the Master Plan)</i>	
Use events and art to enliven and enhance Downtown and neighborhood centers <i>(Action Example: Begin hosting more frequent events)</i>	
Implement the Waterfront Improvement Plan and increase lakefront access and event space in order to strengthen the lakefront as Euclid’s recreational hub <i>(Action Example: Apply for grant funding to program the waterfront)</i>	
Support Cleveland Metroparks’ initiative to implement the Euclid Creek Reservation Master Plan <i>(Action Example: Add decorative lighting and signage to Highland Avenue to highlight the Metroparks entrance)</i>	
Enhance existing neighborhood parks with additional programs and amenities—especially for the City’s youth—including an indoor community recreation center <i>(Action Example: Develop specific design improvements for the City’s smaller, neighborhood parks)</i>	
Concentrate and promote the municipal and cultural amenities in the Civic Core <i>(Action Example: Develop an advertising campaign to promote tourism in Euclid)</i>	

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CONNECT	
Goal	Priority? (Place a dot in the green box if this is one of your priorities)
Improve access to the Lakefront via paths and connections that link all Euclid neighborhoods to this amenity <i>(Action Example: Add additional crosswalks along Lakeshore Boulevard)</i>	
Enhance recreational bike paths and walking trails in Euclid, and expand safe, non-motorized connections throughout the City—including the construction of a connector trail from Euclid Creek Metroparks to the Lake Erie Shore and a network of complete and green streets <i>(Action Example: Apply for funding to develop detailed engineering of bike paths)</i>	
Develop partnerships to implement transportation plans and new street networks to better connect Euclid to Northeast Ohio communities <i>(Action Example: Apply for funding to improve existing streets)</i>	
Partner with RTA to improve transit connections and hubs to move people throughout the region quickly, safely, and comfortably <i>(Action Example: Work with RTA to build enhanced infrastructure—better lighting, real-time arrival signage, trash cans, benches—at major bus stops)</i>	
Enhance the physical image of the City—especially at gateways and underpasses—through wayfinding, marketing, and streetscape improvements <i>(Action Example: Enhance highway underpasses with lighting and landscaping to make them more attractive, safer, and more welcoming)</i>	

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ENGAGE	
Goal	Priority? (Place a dot in the green box if this is one of your priorities)
Promote community engagement that brings together all ages and diverse communities in Euclid <i>(Action Example: Provide new residents with a welcome packet that provides information on involvement and community engagement)</i>	
Build a positive self-image for the City among residents, businesses, and stakeholders, and promote that image to the region <i>(Action Example: Develop a cohesive City brand)</i>	
Empower the distinct neighborhood associations to address the issues that are specific to them <i>(Action Example: Map neighborhood block groups and provide contact information online to make involvement of new residents easier)</i>	
Enhance the communication network that allows residents to access information about their community, events, and neighborhood <i>(Action Example: Update the City's website)</i>	
Enhance safety in the City's neighborhoods and business districts <i>(Action Example: Seek grant funding for police foot and bike patrols)</i>	
Undertake a comprehensive review of municipal buildings and facilities to ensure ongoing energy and operational efficiency <i>(Action Example: Develop a Public Facilities Plan to analyze the future of City-owned buildings)</i>	

PRESERVE	
Goal	Priority? (Place a dot in the green box if this is one of your priorities)
Restore, preserve, and enhance environmentally sensitive features throughout the City—including steep slopes, wetlands, waterways, and the Waterfront <i>(Action Example: Purchase land or easements along the East Bank of the Euclid Creek to protect the waterway and provide trail access into Richmond Heights)</i>	
Use green infrastructure to slow and store stormwater <i>(Action Example: Expand the number of trees in neighborhoods and along roads to capture stormwater, increase property values, and lower highway noise)</i>	
Incorporate green spaces in neighborhoods <i>(Action Example: Preserve remaining large wooded areas as passive recreation spaces)</i>	
Promote alternative energy sources and continue to be Cuyahoga County's premier City in the development and advocacy of wind power technology <i>(Action Example: Develop a specific wind turbine manufacturing incentive program and continue proactive outreach to potential manufacturers and suppliers)</i>	

COMMENTS?

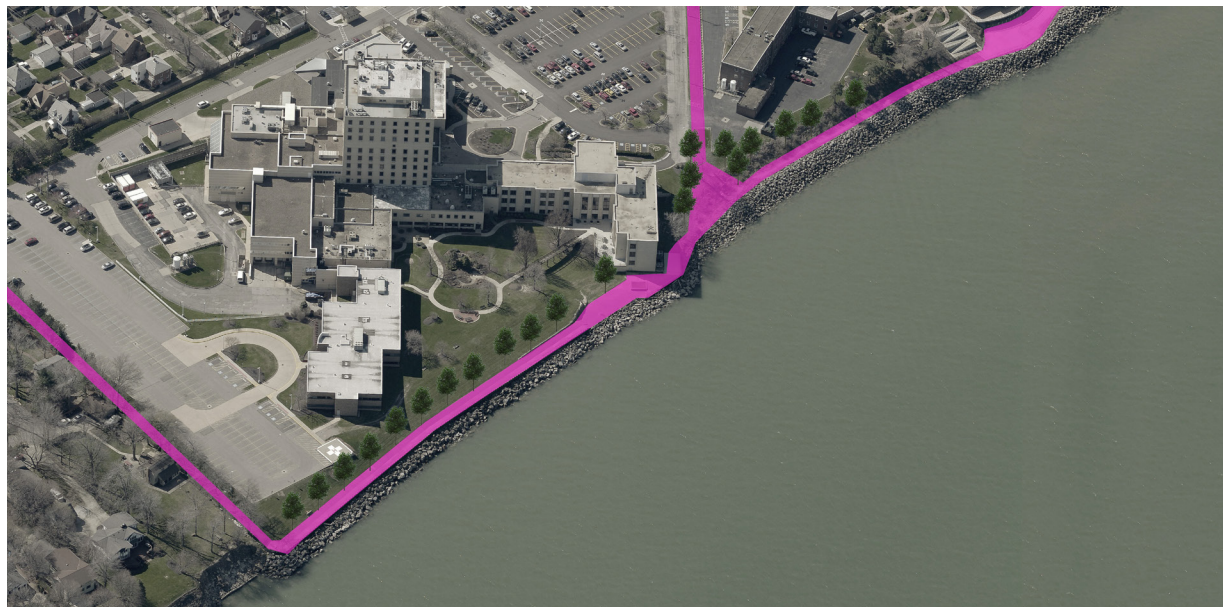
CORE STRATEGY AREAS PRIORITIZATION

The tables below list Core Strategy Area goals. With your help we want to prioritize these Core Strategy Areas. If you think this Core Strategy Area is one of your highest priorities, place a dot in the green box beneath that Core Strategy Area. Remember, you have a limited number of dots, so only mark your highest priority areas.

EAST 185TH STREET

Core Strategy Area Goals

Provide improved public access to Lake Erie



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



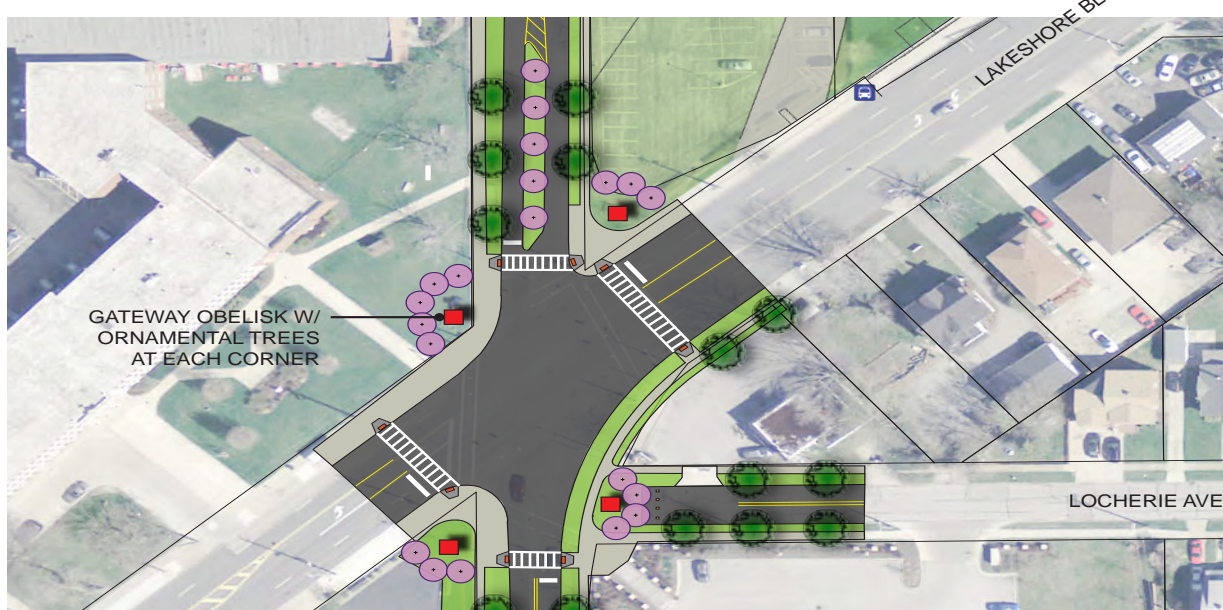
Redevelop the Lakeshore Chevy site at East 185th and Naumann Avenue



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



Improve the north and south entrances into the district



Encourage shared parking among business owners

Priority?
(Place a dot in the green box if this Core Strategy Area is one of your priorities)

EAST 222ND STREET

Core Strategy Area Goals

Unify the corridor through **consistent branding** such as institutional signs, decorative sidewalks, banners, lighting, & burying overhead utilities



Use the deep setbacks in the retail district to create **vibrant front entrances** to businesses



Add landscaping or buildings to **screen parking lots** from sidewalks



Construct an **all-purpose trail** along the eastern side of the street



Partner with local businesses to develop and maintain **pocket parks** that act as social spaces in the retail district



Use **green infrastructure in medians and setbacks** for beautification and to improve stormwater retention



Encourage shared parking among business owners and **consider municipal parking facilities** where possible

Priority?
(Place a dot in the green box if this Core Strategy Area is one of your priorities)

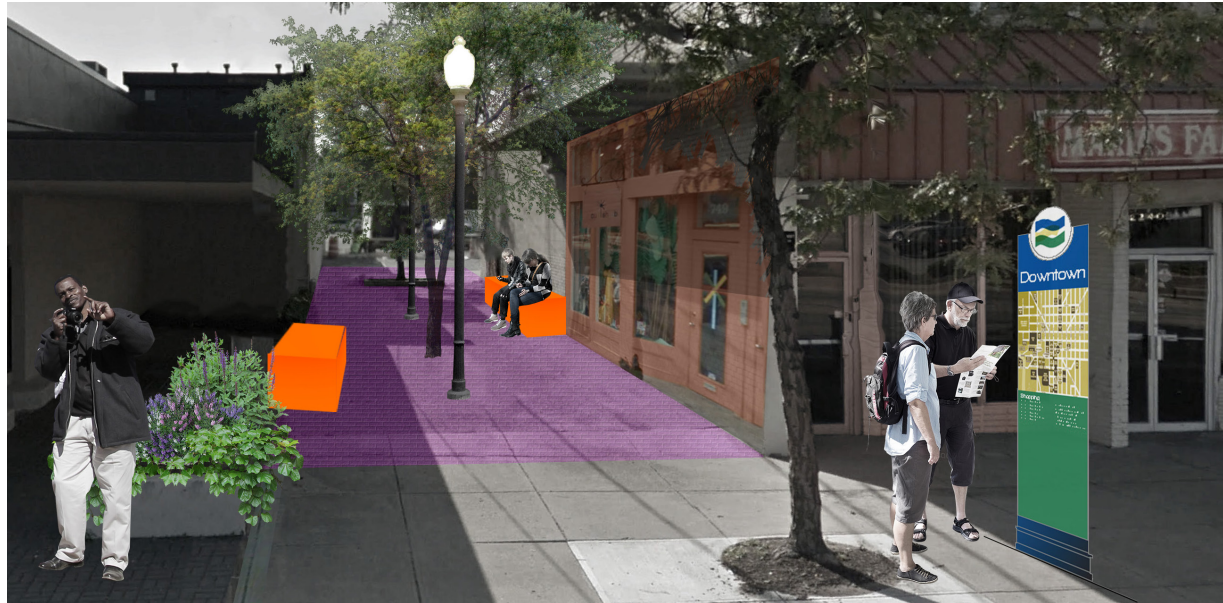
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DOWNTOWN & LAKEFRONT

Core Strategy Area Goals

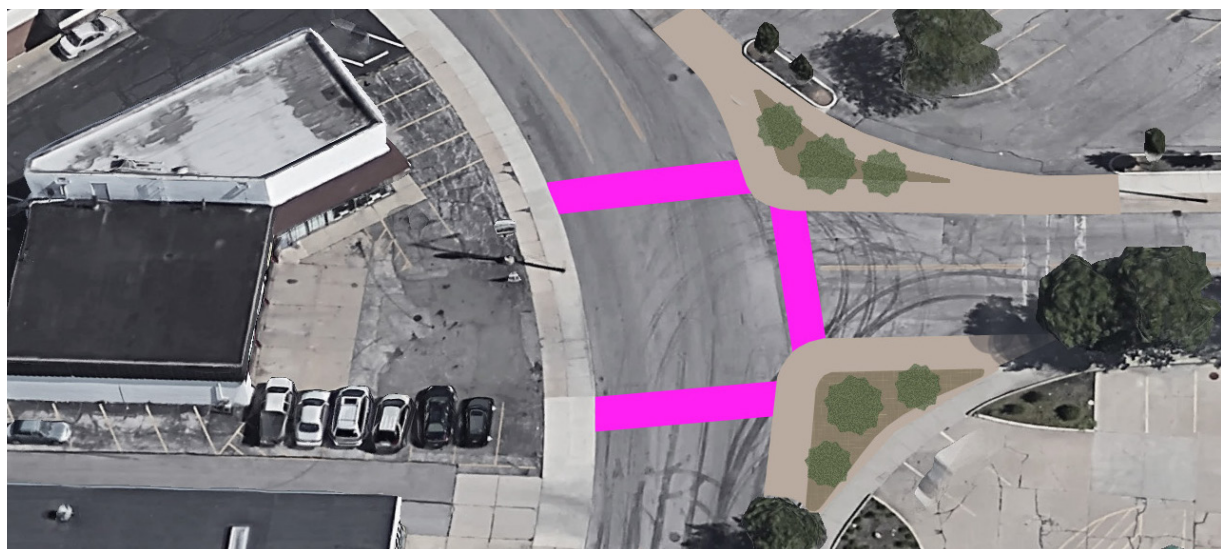
Develop clustered seating areas where possible to act as social spaces—such as the alley connecting Lake Shore to rear parking areas



Improve crosswalks and add additional ones, if necessary, to improve safety—such as the changes shown from the Downtown Euclid TCLI plan



Add green space to reduce oversized intersections



Rebuild the **Lake Shore Boulevard streetscape** to highlight it as Euclid's Main Street



Ensure new housing investment is walkable and contributes to a vibrant Downtown and Lakefront—with a special focus on reinvesting in lakefront towers



Incentivize the rehabilitation of storefronts along Lake Shore Blvd. to provide spaces for start-up and small businesses

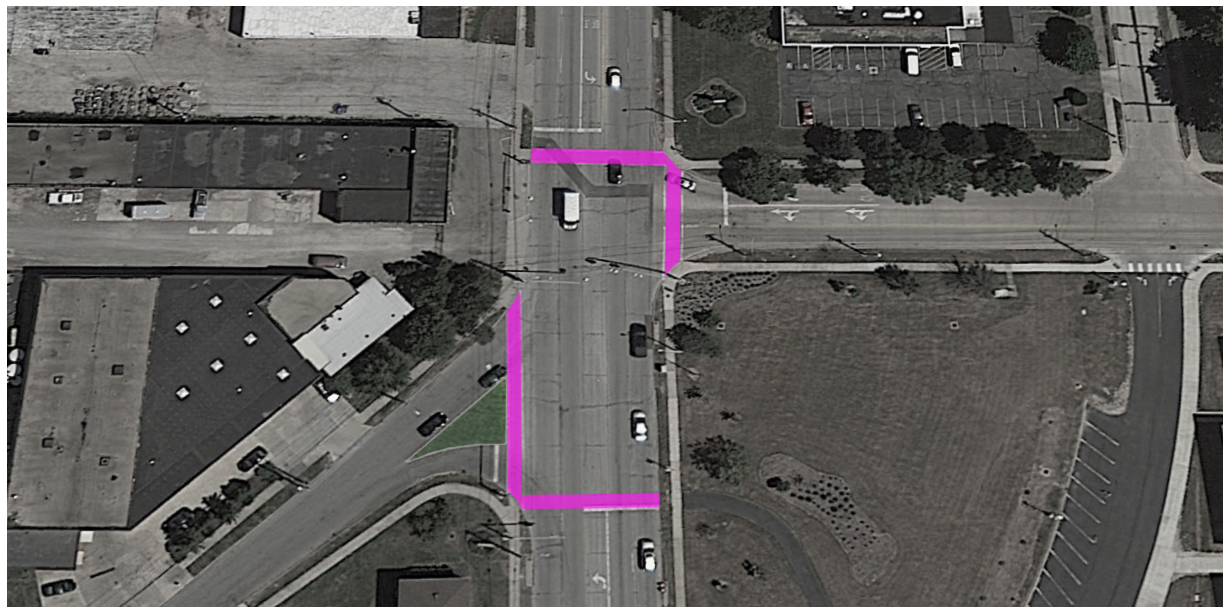
Implement the recommended **traffic improvements** for the East 222nd St, Babbitt Rd, and Lakeshore Blvd intersection

Priority?
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EAST 260TH & EUCLID

Core Strategy Area Goals

Improve existing crosswalks and add greenery to oversized intersections such as 260th and Tungsten



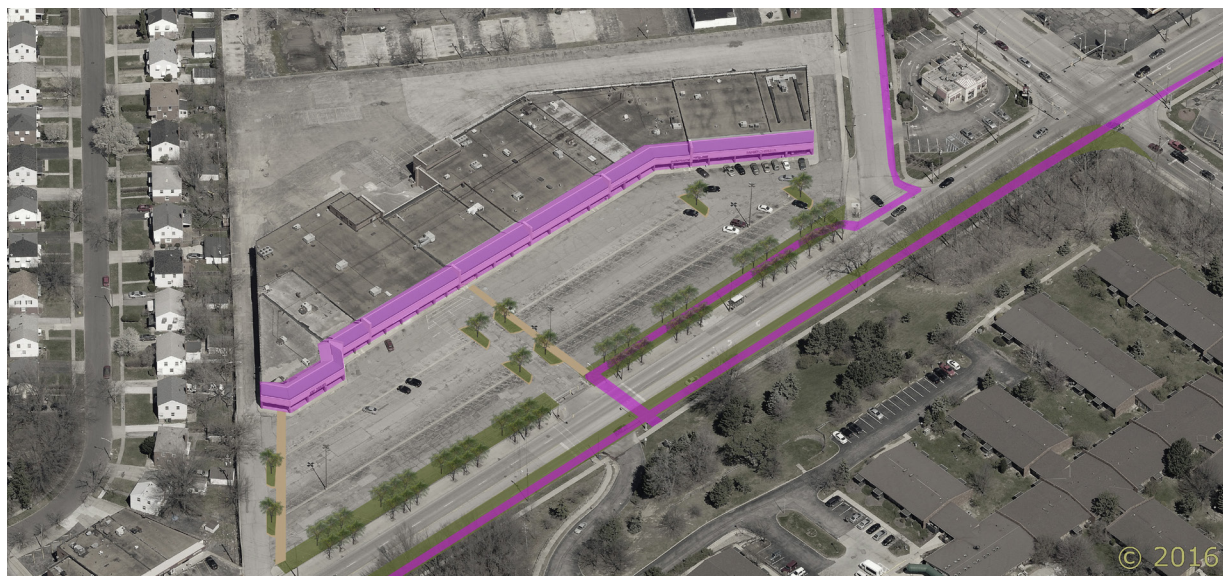
Construct bikeways along East 260th to connect to green spaces and nearby neighborhoods



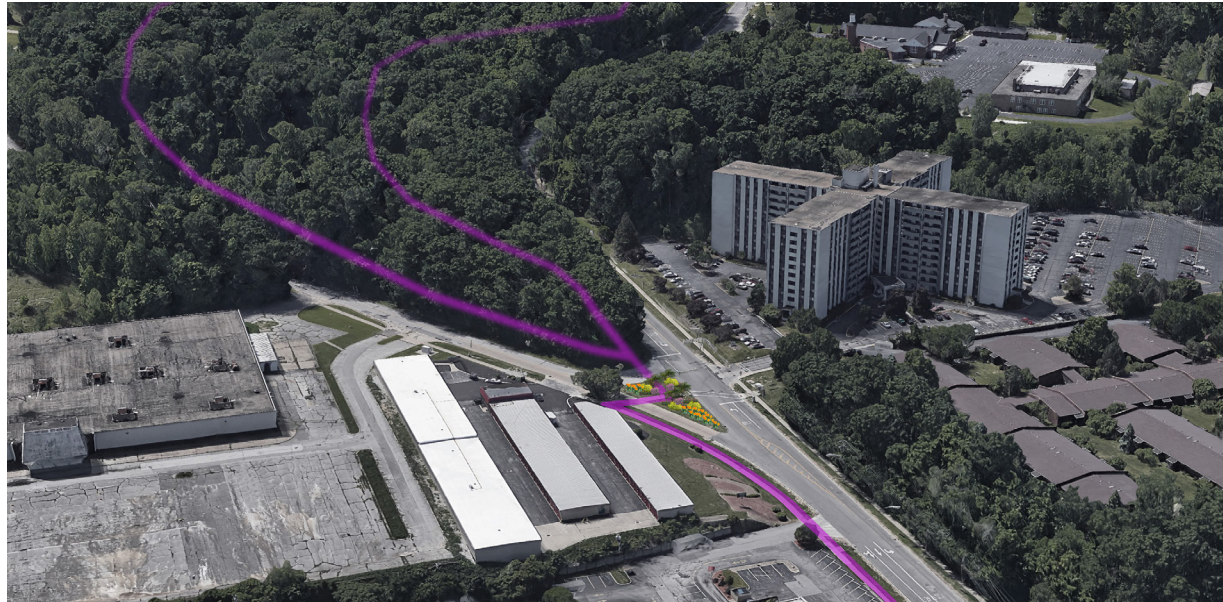
Improve the Euclid and East 260th intersection with safer crossings, landscaping, and other improvements



Improve pathways to business entrances to provide safe routes from the sidewalk



Ensure the **green space between Richmond and Brush Roads** is preserved as a passive park with trails



Improve the green space north of Euclid Avenue and Century Corners as a greenspace or park that contributes to the area's vibrancy



Improve entrances into the district with gateway signs and landscaping

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I-90 CORRIDOR

Core Strategy Area Goals

Repurpose excessive front parking and concrete for landscaping and screening



Use decorative fencing and landscaping in the highway setbacks to improve corridor aesthetics



Add gateway features along the highway corridor and decorative lighting at highway overpasses

Enforce existing development codes to maintain quality structures

Priority?

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WESTERN NEIGHBORHOODS

Core Strategy Area Goals



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



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



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



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



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



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

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EUCLID SQUARE MALL & BLUESTONE BUSINESS PARK

Core Strategy Area Goals



Redevelop Euclid Square Mall as an industrial site with trails, greenspace, and retail

Invest in infrastructure and amenities to improve Euclid Square Mall and Bluestone Business Park

Should Euclid Square Mall be redeveloped, **consider extending new roads and transit through the site**

Priority?

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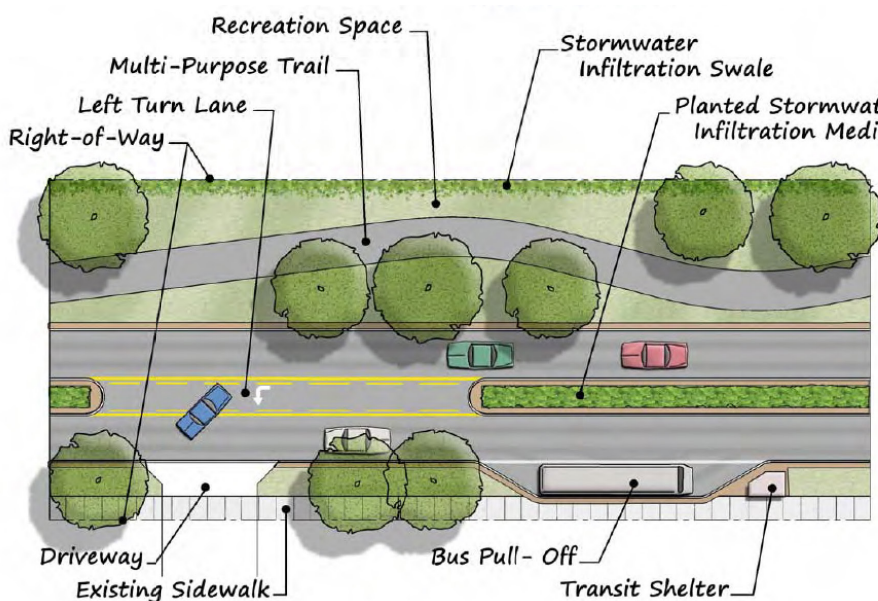
TRAIL NETWORK

Core Strategy Area Goals

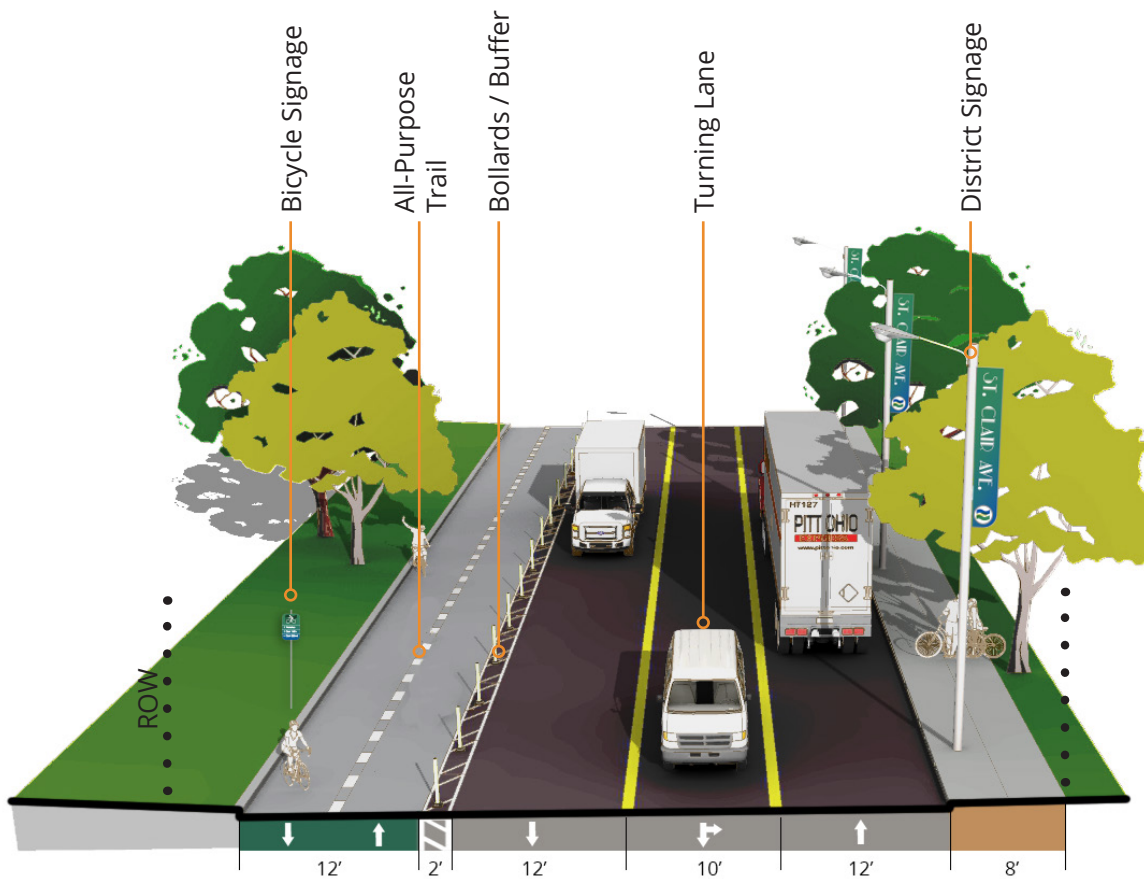
A Glenridge Trail & Overlook



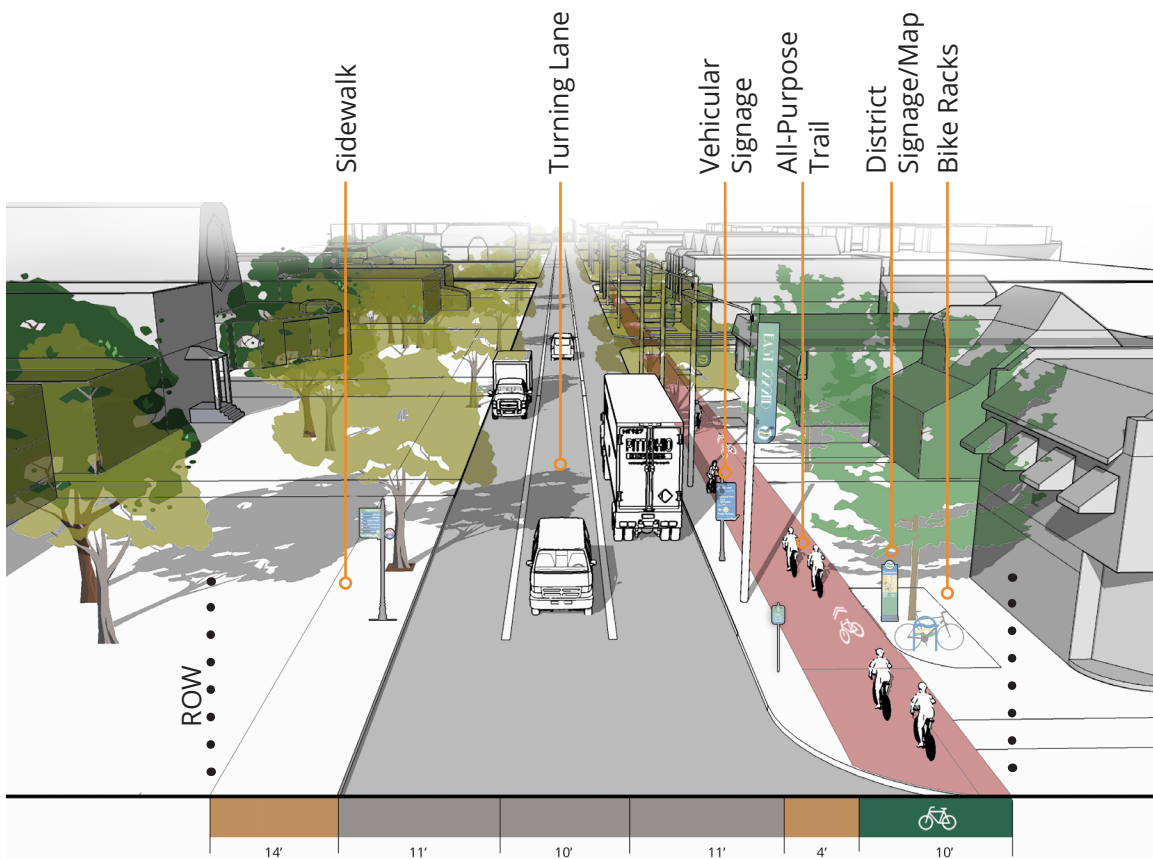
B Euclid Ave Street Section



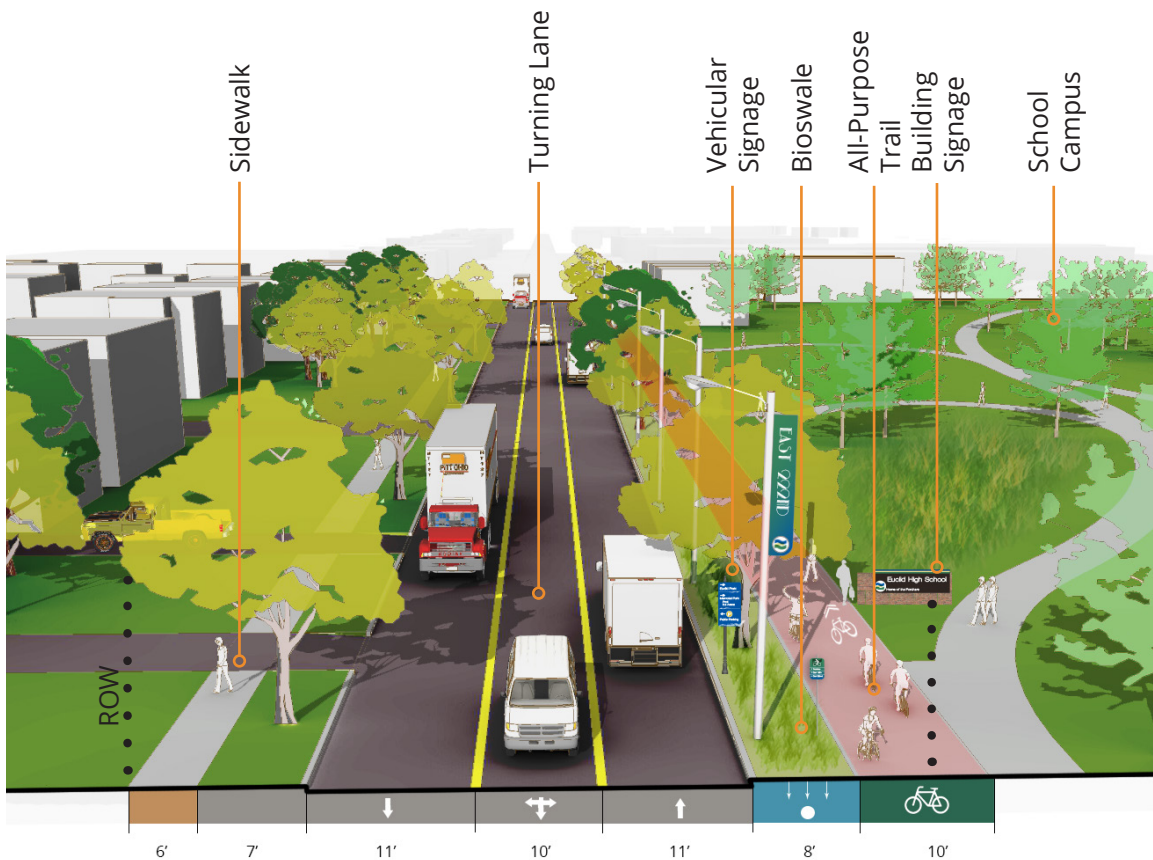
C Saint Clair Avenue Trail



D East 222nd Street Trail (South)



E East 222nd Street Trail (North)



Priority?

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CORE STRATEGY AREA: EUCLID SQUARE MALL & BLUESTONE BUSINESS PARK



LEGEND

- Proposed Trail
- Proposed Transit Extension
- Current Building Footprints
- Potential Building Footprints
- Open Space
- Stormwater/Green Infrastructure
- Parking
- Trees

MOVEMENT

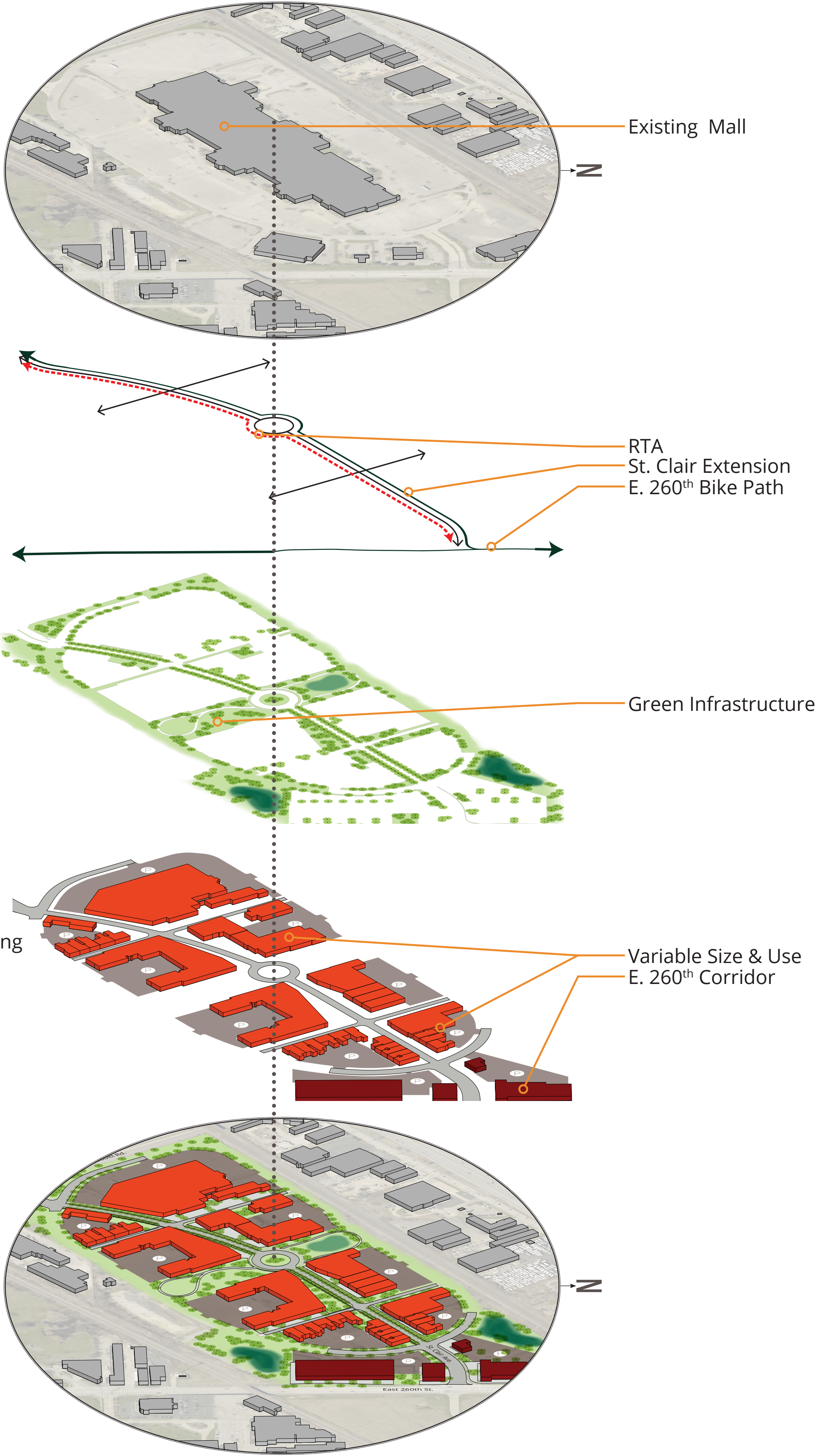
- Vehicular
- Bicycle Path
- Transit

LANDSCAPE

- Open Space
- Stormwater/Green Infrastructure

DEVELOPMENT

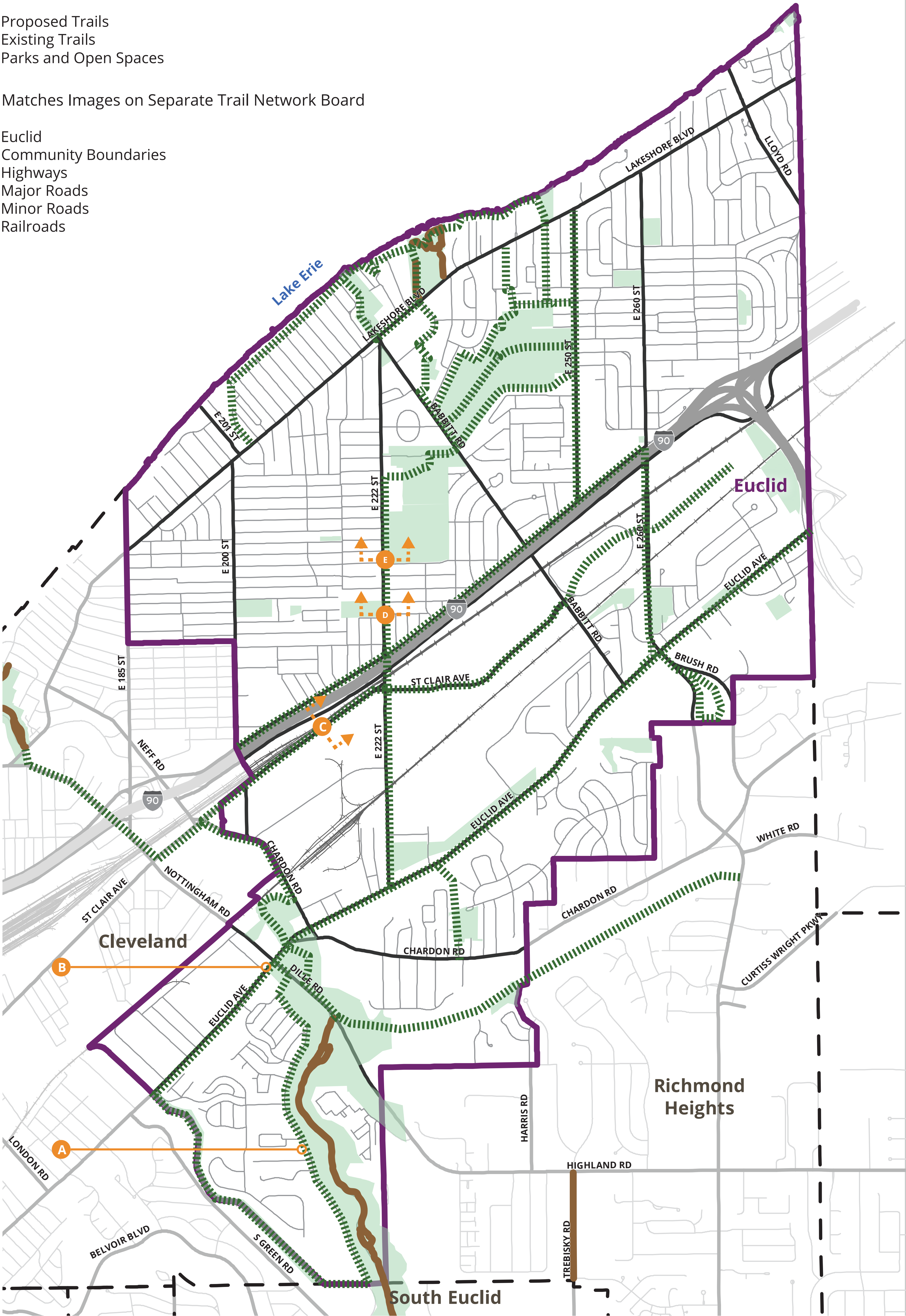
- Industrial / Office
- Commercial / Retail
- Loading Docks / Parking



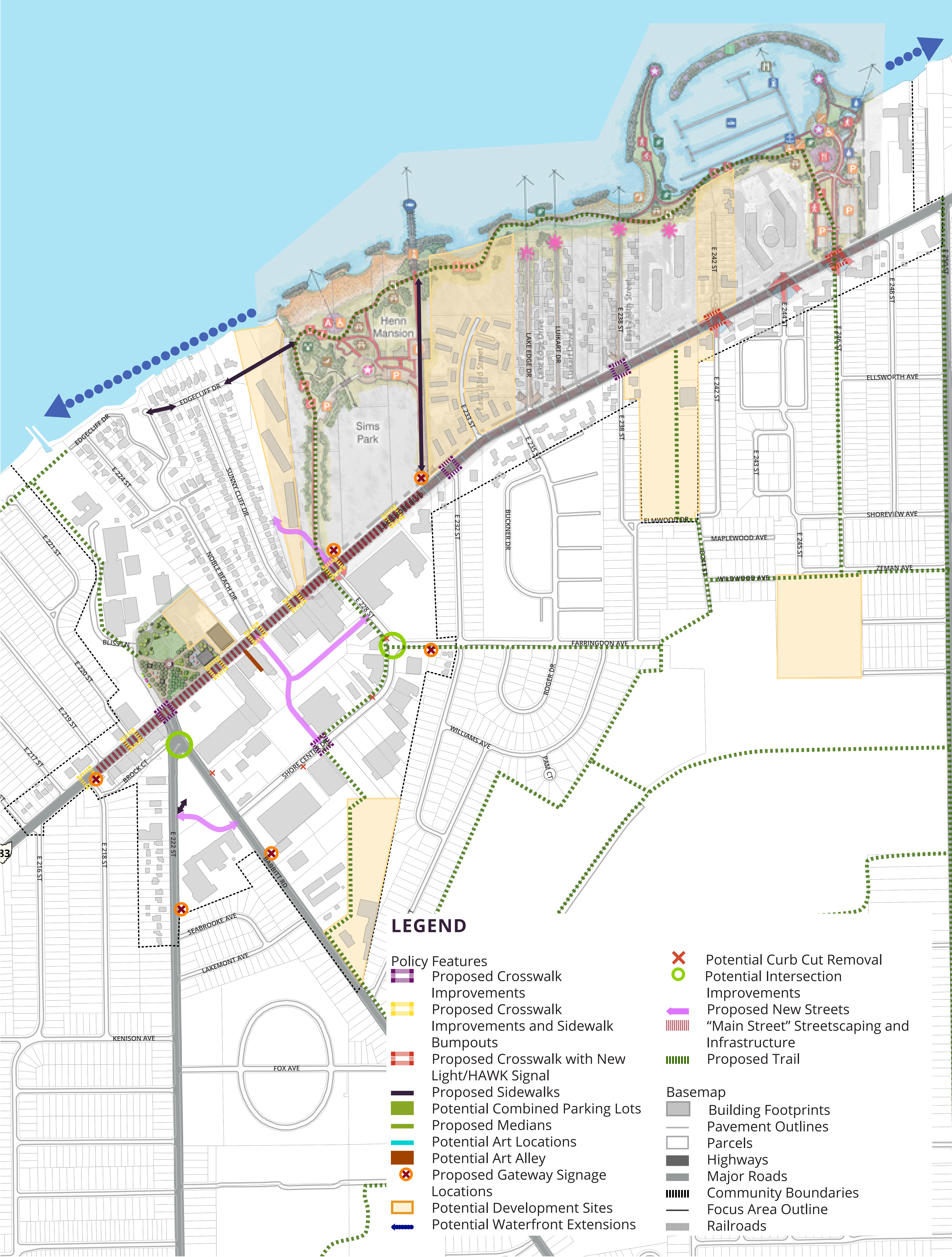
CORE STRATEGY AREA: TRAIL NETWORK

LEGEND

- Proposed Trails
- Existing Trails
- Parks and Open Spaces
- A Matches Images on Separate Trail Network Board
- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads



CORE STRATEGY AREA: DOWNTOWN & LAKEFRONT



CORE STRATEGY AREAS MAP

LEGEND

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

