CITY OF EUCLID
MASTER PLAN

PUBLIC MEETING #3
IMPLEMENTATION

County Planning Team

- **James Sonnhalter**, Manager, Planning Services
- **Patrick Hewitt**, Senior Planner
- **Olivia Helander**, Planning Intern
- **PJ Ginty**, Planning Intern

- Review of a Master Plan
- Public Meeting Results
- Implementation
- Gathering Feedback
- What’s Next
- Question & Answer

- **Review of a Master Plan**
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- **Question & Answer**

REVIEW OF A MASTER PLAN

- A long-term plan for how the community wants to grow and develop in the future

- Inventories what **exists today** and outlines a **community's vision** for the future
- Describes **concrete action steps** to achieve the vision

Why plan?

- Provides the opportunity for **community input**
- **Prepares the City**, residents, and businesses for the future
- **Shapes future development** to match your priorities
- Gives a **competitive advantage** when applying for grants and funding

How does it get implemented?

- **Responsible parties assigned** to each action
- Assists in **aligning funding streams** and developing grant applications
- **Updated** as circumstances and priorities change

The Euclid Master Plan: Six Steps

Current Conditions

Demographic, land use, housing, and other data to develop a community profile

Includes a review of existing plans and surveys

Community Survey

Community Vision

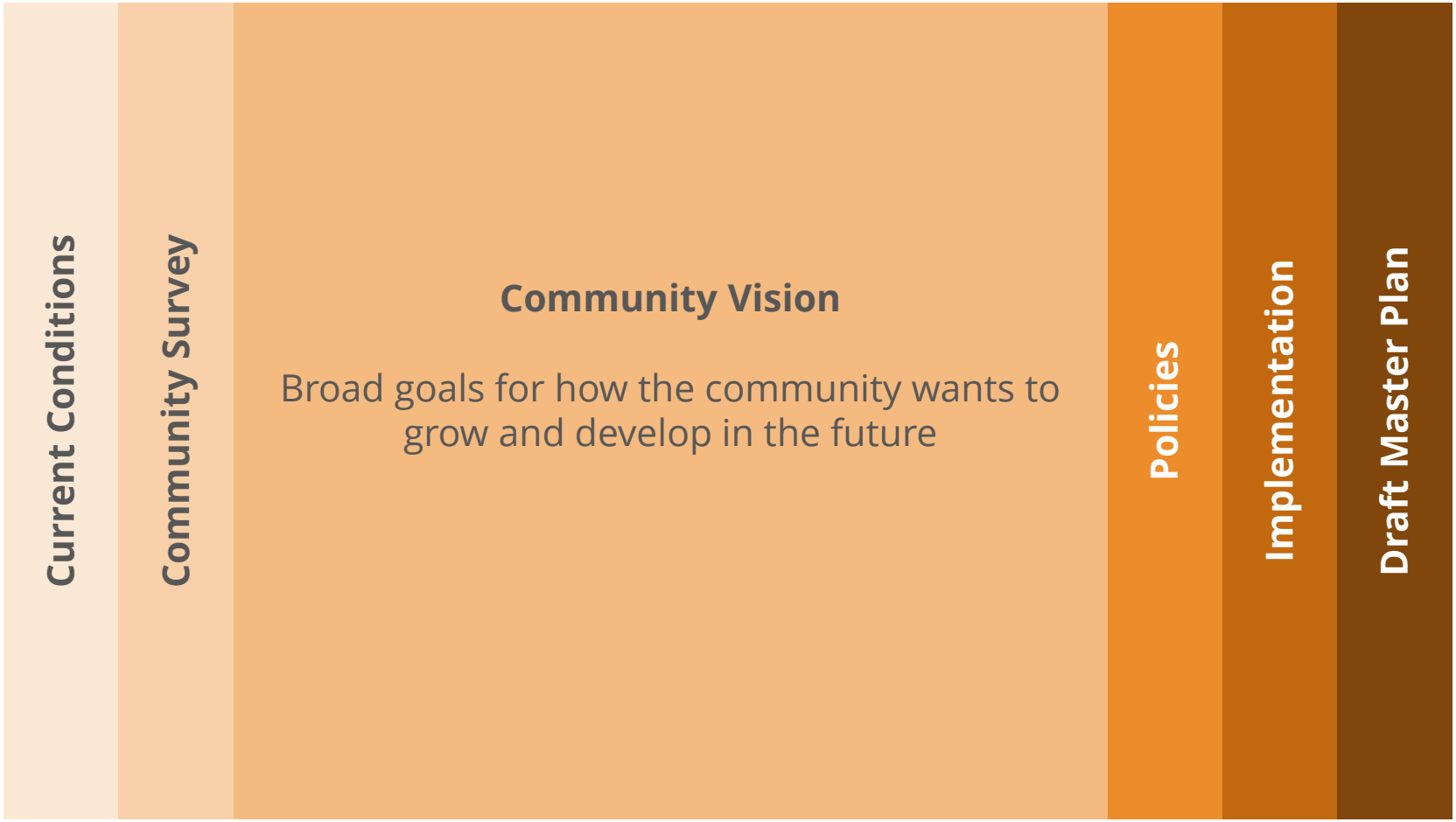
Policies

Implementation

Draft Master Plan

The Euclid Master Plan: Six Steps

The Euclid Master Plan: Six Steps



The Euclid Master Plan: Six Steps

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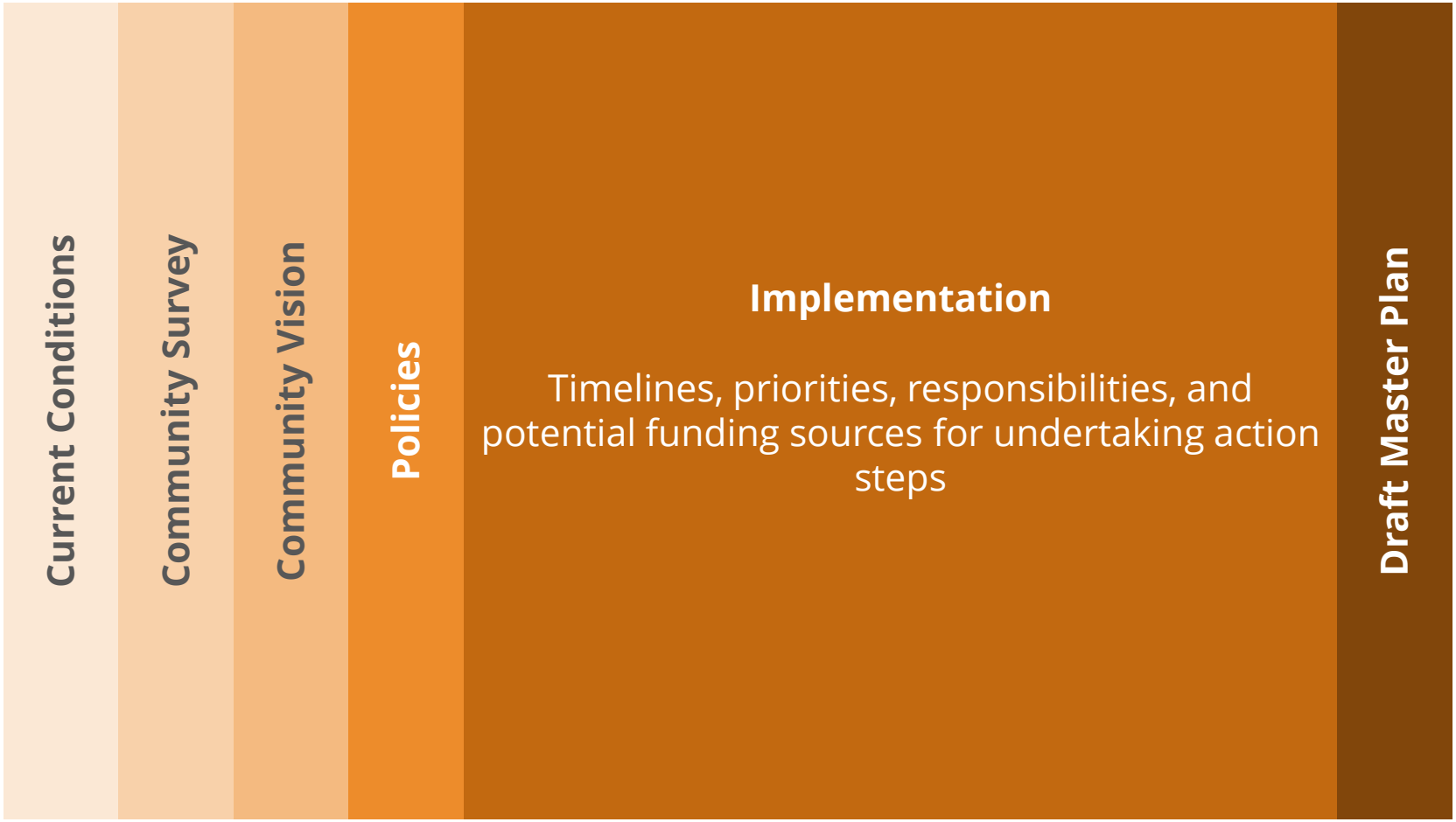


The Euclid Master Plan: Six Steps

CITY OF EUCLID
MASTER PLAN
CURRENT CONDITIONS

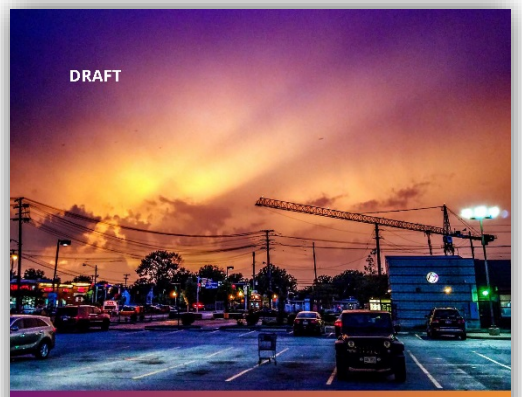
October 3, 2016

CITY OF EUCLID
MASTER PLAN
COMMUNITY VISION

October 4, 2016

CITY OF EUCLID
MASTER PLAN
POLICIES
PUBLIC MEETING

April 4, 2017



CITY OF EUCLID
MASTER PLAN
POLICIES 2
PUBLIC MEETING

April 4, 2017

CITY OF EUCLID
MASTER PLAN
IMPLEMENTATION

June 21, 2017

CITY OF EUCLID
MASTER PLAN
CURRENT CONDITIONS

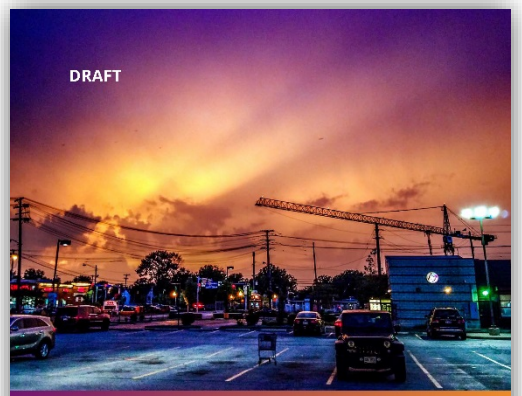
October 3, 2016

CITY OF EUCLID
MASTER PLAN
COMMUNITY VISION

October 4, 2016

CITY OF EUCLID
MASTER PLAN
POLICIES
PUBLIC MEETING

April 4, 2017



CITY OF EUCLID
MASTER PLAN
POLICIES 2
PUBLIC MEETING

April 4, 2017

CITY OF EUCLID
MASTER PLAN
IMPLEMENTATION

June 21, 2017

Draft
Master Plan

PUBLIC MEETING RESULTS

ATTENDANCE

- More than 50 meeting attendees

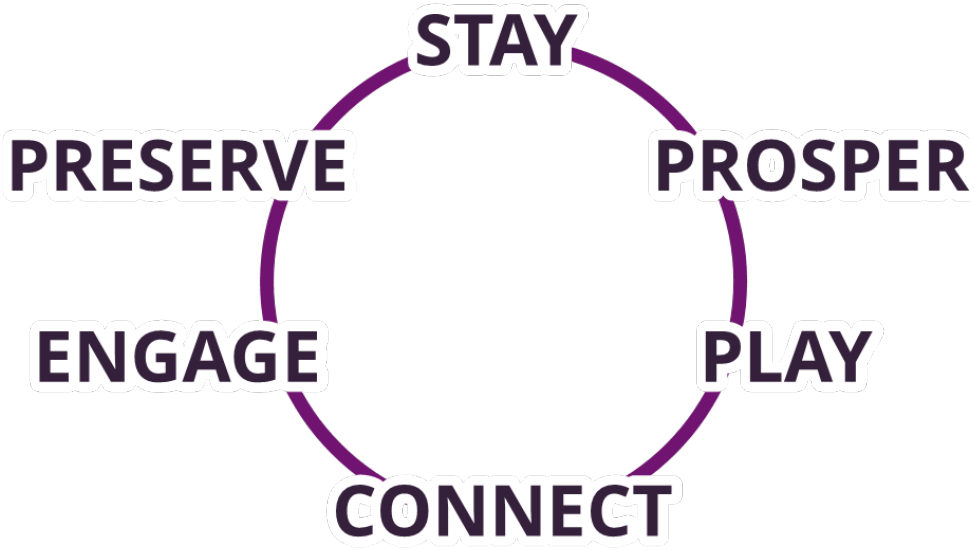
ONLINE SURVEY

- 115 Completed Surveys
- Estimated more than 400 individual comments

ACHIEVERS

PROTEIN TO ROCK YOUR DAY.

VISION THEMES & CORE STRATEGY AREAS


STAY
PRESERVE
PROSPER
ENGAGE
PLAY
CONNECT

LEGEND
Euclid
Community Boundaries
Highways
Major Roads
Minor Roads
Railroads
Core Strategy Areas
Lake Erie
LAKESHORE BLVD
LLOYD RD
E 200 ST
E 205 ST
E 222 ST
E 250 ST
E 260 ST
BABBITT RD
90
Euclid
EUCLID AVE
BRUSH RD
ST CLAIR AVE
E 185 ST
NEFF RD
NOTTINGHAM RD
GORDON RD
WHITE RD
CHARDON RD
CURTISS WRIGHT PKWY
Cleveland
DILLE RD
Richmond Heights
HARRIS RD
HIGHLAND RD
LONDON RD
BELVOIR BLVD
S GREEN RD
TREBISKY RD

VISION THEME:
PLAY

Review the actions below. Place a dot in the green box if you want to keep the action as it is. Place a dot in the orange box if you want t

If you want to change an action, tell us how! Write a comment on a sticky note and place it in the grey box.

Enhance Retail Districts

Work with property owners in Downtown, 185th, and 222nd to consider special levies to pay for physical improvements, safety patrols, and street cleaning

Enliven Retail Districts

Begin hosting more frequent Downtown Euclid Events to highlight the area's unique art, retail, and restaurants

Strengthen the Lakefront

Make the improvements necessary to allow swimming at Sims Park

Work with non-profit groups to apply for grant funding to bring more events to current and planned waterfront park

KEEP IT!

CHANGE IT!

COMMENTS?

CORE STRATEGY AREA:
EAST 185TH STREET

Review the actions below. Place a dot in the green box if you want to keep the action as it is. Place a dot in the orange box if you want to change it.

If you want to change an action, tell us how! Write a comment on a sticky note and place it in the grey box.

KEEP IT!

CHANGE IT!

COMMENTS?

Provide improved public **access to Lake Erie**

Encourage shared parking among business owners

Redevelop the Lakeshore Chevy site

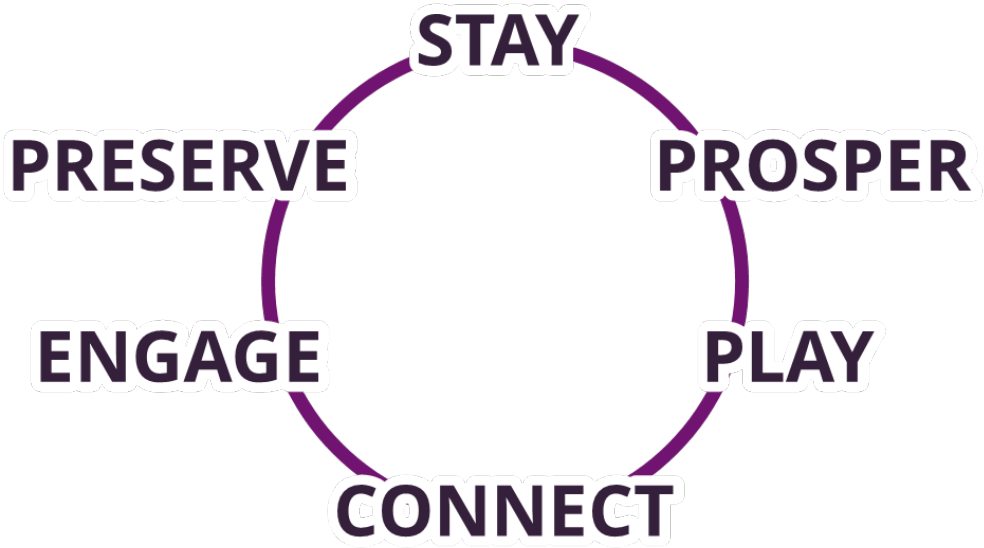
Incentivize the rehabilitation of storefronts to provide spaces for start-up and small businesses

Improve the north and south entrances into the district

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

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”


STAY
PROSPER
PLAY
CONNECT
ENGAGE
PRESERVE

VISION THEMES

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

VISION THEMES

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

VISION THEMES

RECURRING THEMES

Connect

- No Changes

Preserve

- Added: Review and update tree protection ordinances

Land Use

- Added: Develop an access management plan to limit the number of driveways along major corridors

VISION THEMES

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 Crime Prevention Through Environmental Design (CPTED) in zoning
  - Facilitate more robust block watch programs

VISION THEMES

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

CATALYST AREAS

- East 222nd Street
- East 185th Street
- Downtown & Lakefront
- East 260th & Euclid
- Trail Network
- I-90 Corridor
- Western Neighborhoods
- Euclid Square Mall & Bluestone Business Park

CATALYST AREAS

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- Western Neighborhoods
- **Euclid Square Mall & Bluestone Business Park**

CORE STRATEGY AREAS

RECURRING THEMES

East 222nd

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

CORE STRATEGY AREAS

RECURRING THEMES

Downtown & Lakefront

- Added: Special focus on encouraging reinvestment in lakefront towers

Trail Network

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

CORE STRATEGY AREAS

RECURRING THEMES

Western Neighborhoods

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

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

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 web-site, 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

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
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Priority level to show which action should be undertaken first
(More Stars = Higher Priority)

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

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Goals and Actions	ar
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Develop a Downtown Euclid brand and market it with a web-site, social media presence, and physical improvements (Core)	2-3 Yrs
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
- 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
- Cuyahoga County Board of Health
- Cuyahoga County Public Works
- Cuyahoga County Land Bank
- Cuyahoga Soil and Water Conservation District
- Neighboring Communities
- Northeast Ohio Areawide Coordinating Agency
- Northeast Ohio Regional Sewer District
- Ohio Department of Natural Resources
- Ohio Department of Transportation
- 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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GATHERING FEEDBACK

BUILDING ON PUBLIC INPUT

- Public Meeting #1
  What are your goals and key areas?

BUILDING ON PUBLIC INPUT

- Public Meeting #1
  What are your goals and key areas?
- Public Meeting #2
  Do these actions accomplish your goals and improve the key areas?

BUILDING ON PUBLIC INPUT

- Public Meeting #1
  What are your goals and key areas?
- Public Meeting #2
  Do these actions accomplish your goals and improve the key areas?
- Public Meeting #3
  Which goals and key areas are most important?

CORE STRATEGY AREAS PRIORITIZATION

In the tables below are Core Strategy Area goals. With your help we want to prioritize focus areas. If you think this Core Strategy Ar... one of your highest priorities, place a dot in the green box beneath that Core Strategy Area. Remember, you have a limited numb... 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 is one of your

EAST 222ND STREET

Core Strategy Area Goals

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

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

Add landscaping o... buildings to **scree... parking lots** fr... sidewalks

Const... **purpos...** eastern

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 *(Action Example: Develop a housing maintenance and inspection program to review homes for exterior code violations)*	
Increase the homeownership rate to stabilize housing *(Action Example: Advertise and incentivize homeownership opportunities)*	
Reuse vacant, underutilized residential properties *(Action Example: Reduce maintenance costs for vacant lots by using slow-growing plants and organizing block clubs to assist in maintaining them)*	
Implement a housing strategy that promotes diverse housing options and allows for aging in place *(Action Example: Identify and advertise existing affordable housing to allow seniors to age in Euclid)*	
Strategically invest in struggling neighborhoods by investing in housing and in the amenities that provide a strong sense of place *(Action Example: Enhance a Community Development Corporation that can carry out work needed to boost neighborhoods)*	

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 *(Action Example: Develop a job creation tax incentive program aimed at growing employment)*	
Grow Euclid's health industry and supporting businesses *(Action Example: Work with health institutions to outline consistent development standards for the area around Lakeshore/185th)*	
Strengthen and connect the manufacturing sector through industry-supporting infill development, as well as marketing and branding the manufacturing along the I – 90 corridor *(Action Example: Support the development of an industrial incubator)*	
Support small businesses, entrepreneurs, and start-ups as a way to grow jobs and support livelihoods *(Action Example: Develop a small business resource center)*	
Attract new investment through business-supporting infrastructure *(Action Example: Partner with regional colleges to build a stronger presence in Euclid)*	

COMMENTS?

Instructions →

Vision Theme →

Goals and Action Examples →

Feedback →

Comment Area →

GOAL PRIORITIZATION

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PROSPER

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COMMENTS?

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COMMENTS?

This should be the highest priority

Instructions →

Core Strategy Area →

Goals and Images →

Feedback →

CORE STRATEGY AREAS PRIORITIZATION

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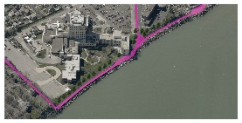
EAST 185TH STREET

Core Strategy Area Goals

Provide improved public **access to Lake Erie**



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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 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 power lines

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 is one of your priorities)

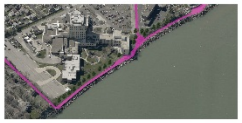
CORE STRATEGY AREAS PRIORITIZATION

In the tables below are Core Strategy Area goals. With your help we want to prioritize focus 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 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 power lines

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 is one of your priorities)

PRIORITIZE THE PLAN

- The Plan has many actions and we need your input on which to start undertaking first
- We have limited the number of dots, so focus on your highest priorities

OTHER IDEAS

- You can also write down any thoughts, comments, or suggestions on comment cards
- Leave comment sheets with representatives from County Planning or at the box near the entrance

OTHER IDEAS

Forgot to write something down? Wanted more time to consider your thoughts? Have friends that missed the meeting?

An online survey with information from the meeting is available at tinyurl.com/EuclidPM3Survey

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An online survey with information from the meeting is available at tinyurl.com/EuclidPM3Survey

The survey will close July 23, 2017

WHAT'S NEXT

Public Meetings
Tentative Schedule

Meetings	Topic	Date
Meeting #1	Community Vision	October 4, 2016 *(Completed)*
Public Presentation	Community Survey	November 16, 2016 *(Completed)*
Meeting #2	Policies	April 4, 2017 *(Completed)*
Meeting #3	Implementation	July 12, 2017

- **Draft Master Plan**

  We will update the implementation tables with your input

  The information, documents, and feedback from previous meetings will be combined into a single draft Master Plan document

- **Plan Presentation**

  We will present the draft Master Plan document to the Planning Commission and City Council

  Planning Commission and City Council can review and adopt the Master Plan according to their internal schedule

Master Plan Updates

Plan Website

Visit euclidmasterplan.wordpress.com for plan updates

Write us an email!

Any additional comments, please email alukacsy@cityofeuclid.com

Thank you!

Before you give us feedback…

Questions?

CORE STRATEGY AREAS PRIORITIZATION

In the tables below are Core Strategy Area goals. With your help we want to prioritize focus areas. If you think this Core Strategy Ar... one of your highest priorities, place a dot in the green box beneath that Core Strategy Area. Remember, you have a limited numb... dots, so only mark your highest priority areas.

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Const...

...MENTS?

...gh business-supporting ...structure

...h regional colleges to build a stronger presence in Euclid)

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
(Action Example: Develop a housing maintenance and inspection program to review homes for exterior code violations)

Increase the homeownership rate to stabilize housing
(Action Example: Advertise and incentivize homeownership opportunities)

Reuse vacant, underutilized residential properties
(Action Example: Reduce maintenance costs for vacant lots by using slow-growing plants and organizing block clubs to assist in maintaining them)

Implement a housing strategy that promotes diverse housing options and allows for aging in place
(Action Example: Identify and advertise existing affordable housing to allow seniors to age in Euclid)

Strategically invest in struggling neighborhoods by investing in housing and in the amenities that provide a strong sense of place
(Action Example: Enhance a Community Development Corporation that can carry out work needed to boost neighborhoods)

PROSPER

Conduct busi... retenti...

Tell us what you think!

We are around the room to answer questions