

# CITY OF EUCLID MASTER PLAN

DRAFT MASTER PLAN PRESENTATION

January 10, 2018

# County Planning Team

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- **Process Overview**
- The Master Plan Document
  - Goals & Actions
  - Core Strategy Areas
- What's Next

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# PROCESS OVERVIEW

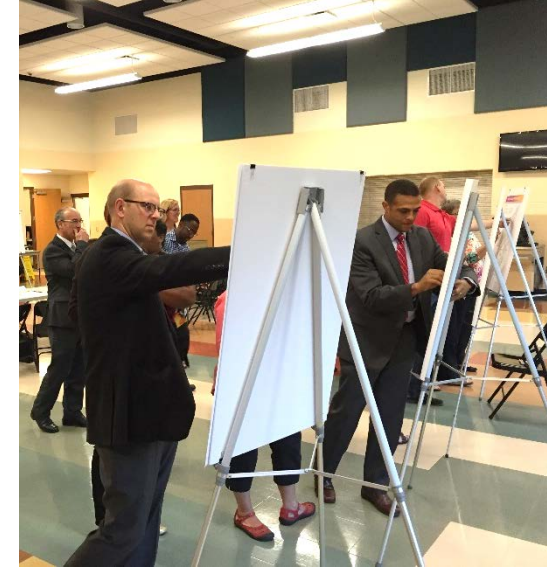
## Why plan?

- 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

# The Euclid Master Plan: Six Steps



# The Euclid Master Plan: Public Involvement





# The Euclid Master Plan: Public Involvement

Community Survey	▶	265 Returned Surveys
Project Team	▶	5 Project Team Meetings 1 Survey Team Meeting 5 Stakeholder Interviews
Steering Committee	▶	5 Steering Committee Meetings
The Public	▶	3 Public Meetings Approximately 125 Meeting Attendees 3 Follow-Up Online Surveys 423 Completed Online Surveys



**This is the community's plan.**

# THE MASTER PLAN DOCUMENT

# Constructing the Visions—Goals—Actions

## **CITYWIDE**

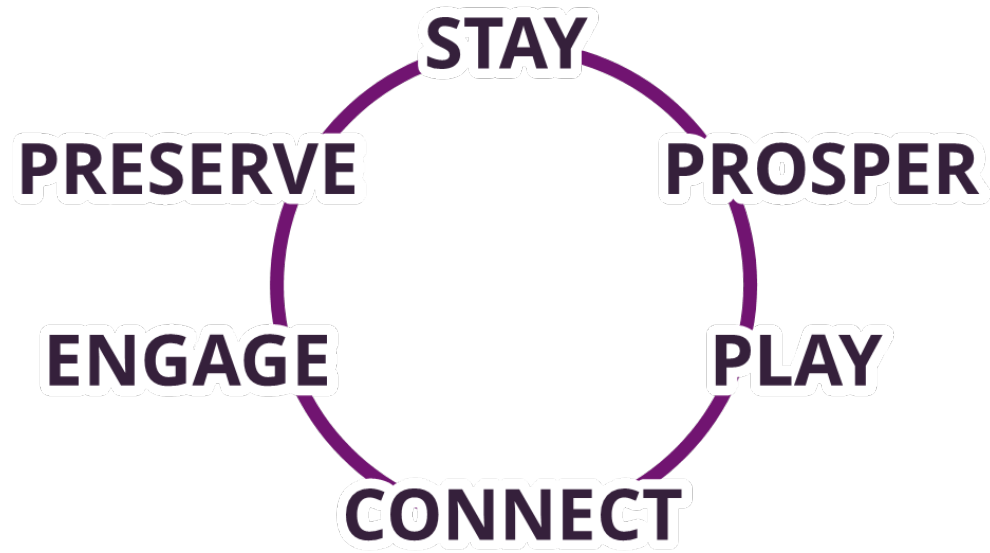
- Vision
- Strategy Map and Descriptions
- Goals and Actions
- Example Photos

**&**

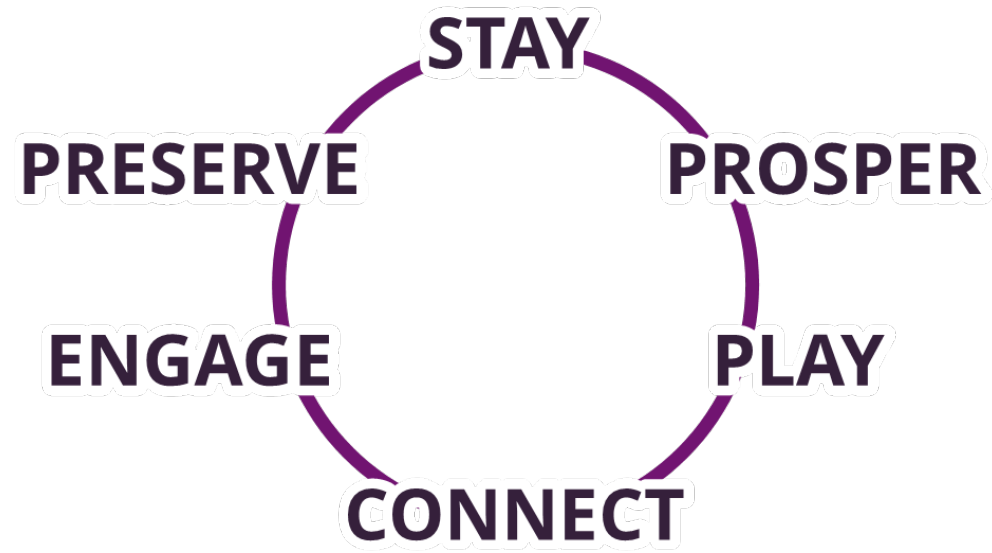
## **CORE STRATEGY AREAS**

- Policy Map
- Development Principles
- Example Renderings

# Constructing the Visions—Goals—Actions



# Constructing the Visions—Goals—Actions

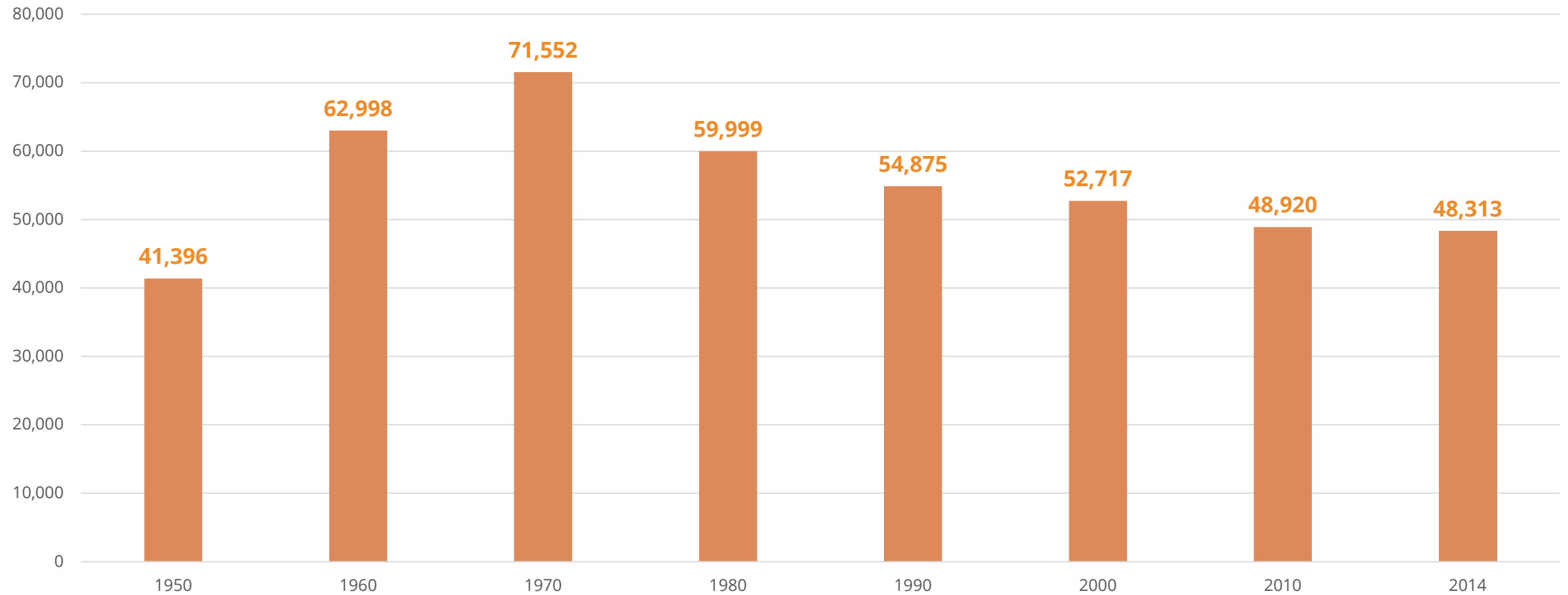




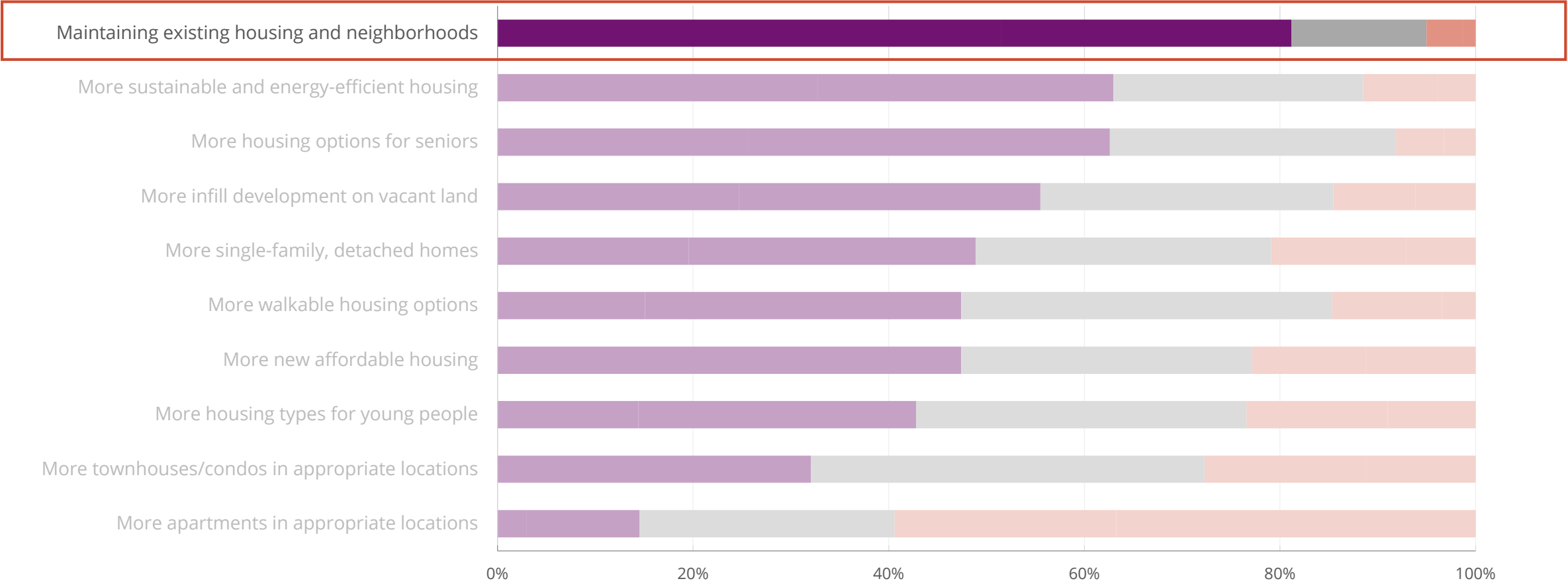
**STAY**

# Housing and Neighborhoods

## TOTAL POPULATION OVER TIME



# PRIORITY HOUSING NEEDS





## HOUSING MARKET STRENGTH

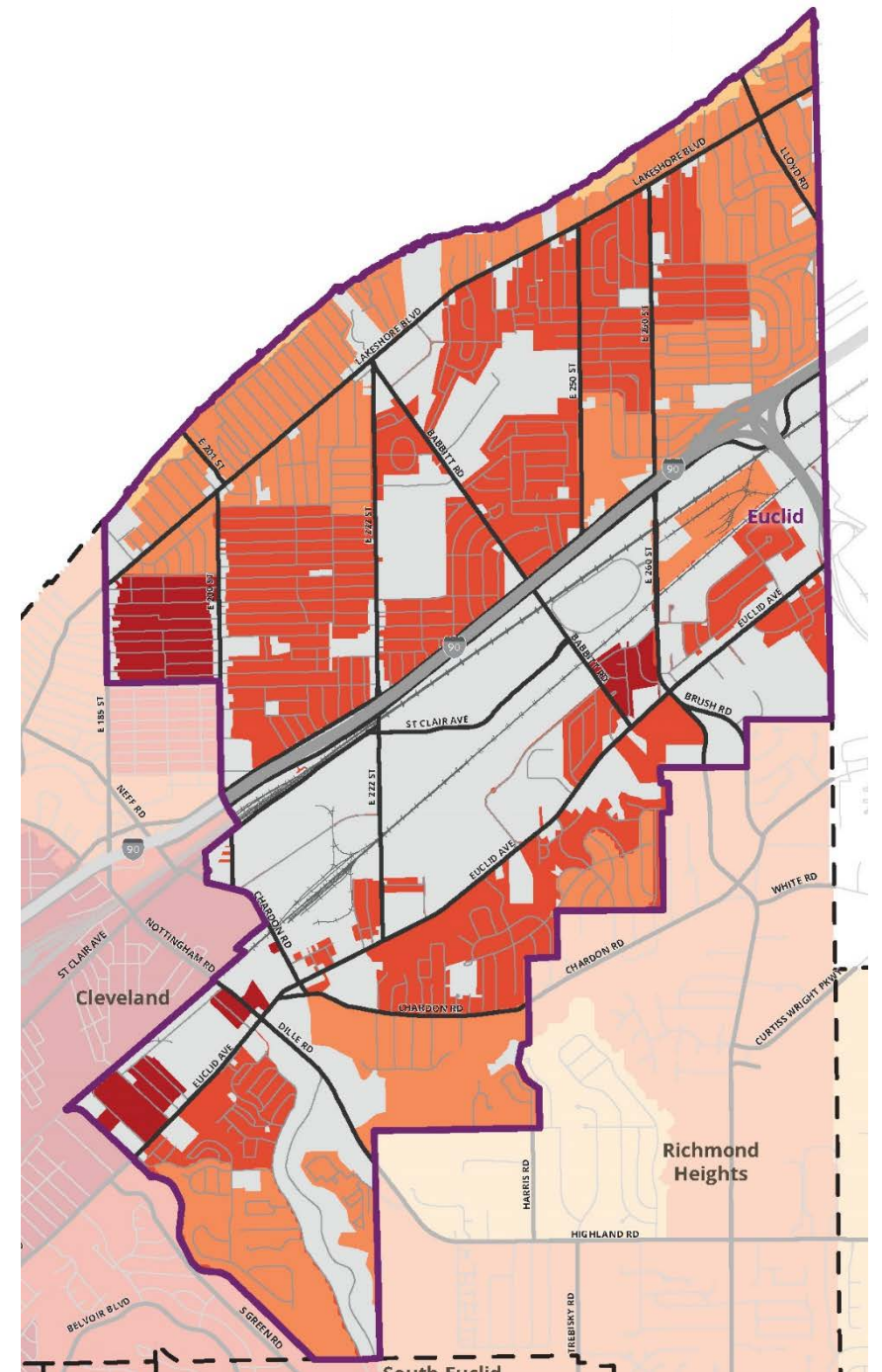
- Based on seven factors:
  - Poverty
  - Tax Delinquency
  - Mortgage Foreclosure
  - Demolitions
  - Vacancy
  - Change in Valuation
  - Unemployment Rate

### LEGEND

Strength of Housing Market

Light Orange	Healthy
Orange	Moderately Healthy
Red-Orange	Moderate
Dark Red	Weak

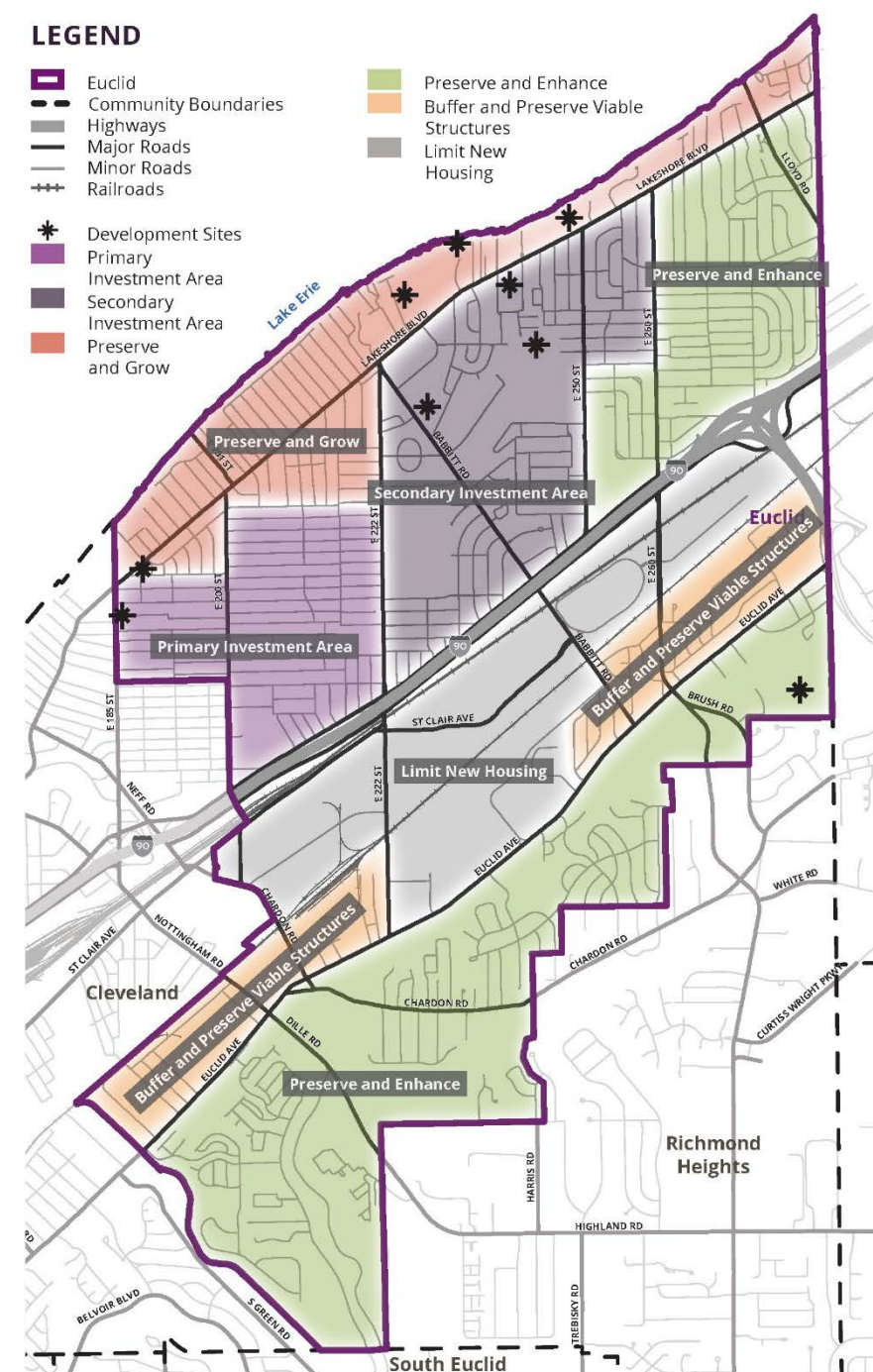
Thick Purple Line	Euclid
Dashed Black Line	Community Boundaries
Thick Grey Line	Highways
Thin Black Line	Major Roads
Thin Grey Line	Minor Roads
Line with Cross-Ticks	Railroads



*Vision is to preserve the characteristics that shape the community, stabilize the housing market, and address the desire for additional housing options*

## HOUSING STRATEGY

- Focus housing stabilization in the Primary Investment Area
- Expand stabilization efforts to the Secondary Investment Area
- Encourage new housing and apartment building reinvestment in Preserve and Grow Area



- **Goals Covered Various Topics:**

- Enforce the repair, maintenance, and code compliance of existing housing and neighborhoods
- Increase the homeownership rate
- Prioritize vacant, underutilized residential properties for reuse
- Implement a housing strategy that promotes diverse housing options and allows for aging in place

- **Actions** Explained How to Address These:

- Develop an exterior housing maintenance program
- Develop a renter outreach program that showcases opportunities, incentives, and benefits of homeownership to convert renters into homeowners
- Incentivize local block clubs or neighborhood groups to maintain pocket parks in neighborhoods
- Support the development of new senior housing facilities

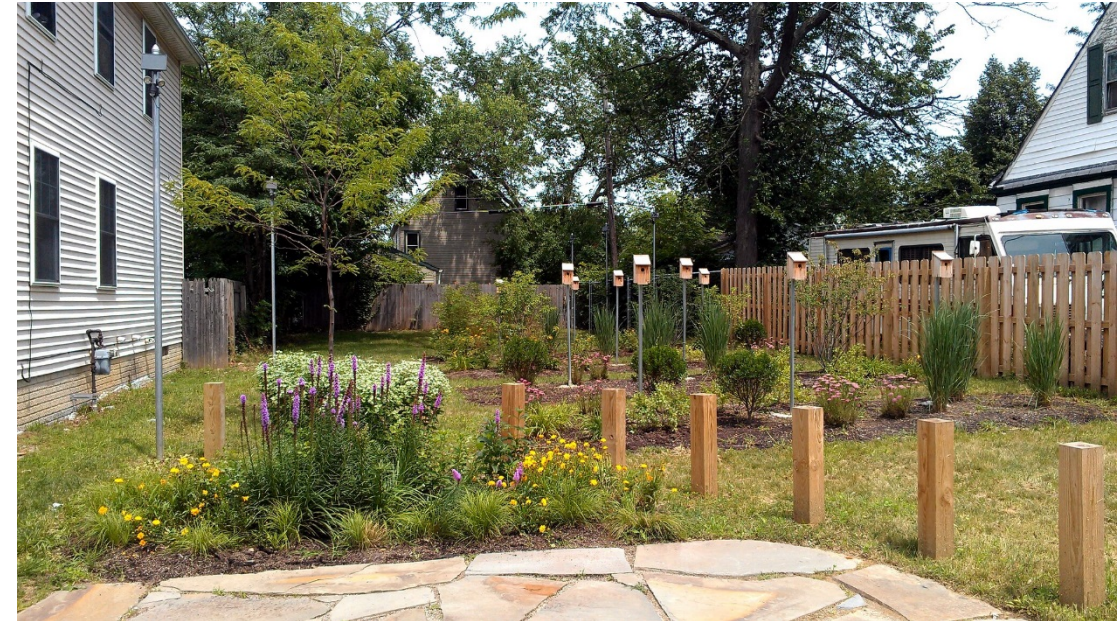


# STAY

## Housing and Neighborhoods



**Vacant Lot Reuse**



**Advertising Homeownership Opportunities**

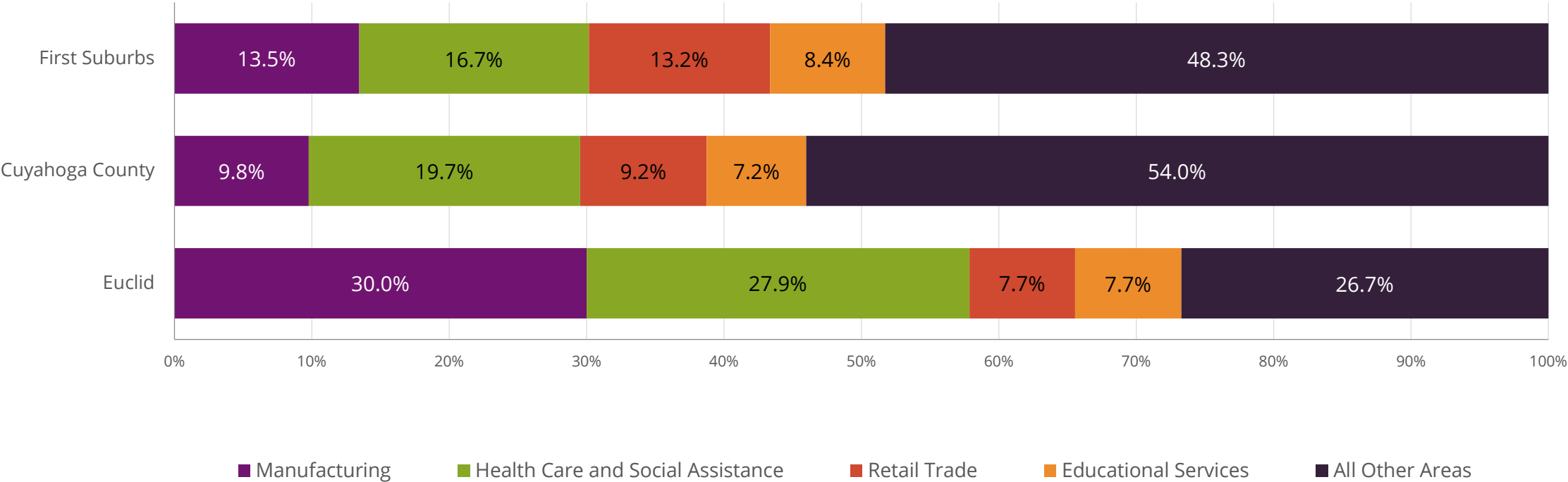






# **PROSPER** Economic Competitiveness

# TOTAL EMPLOYMENT BY SECTOR





*Vision is to sustain a multi-faceted economic base that enhances existing manufacturing and health sectors, grows entrepreneurship, and attracts technology-oriented businesses through investments in infrastructure*

## ECONOMIC DEVELOPMENT STRATEGY

- Focus attention on attracting manufacturing employment to the industrial core
- Continue to promote the reclamation of land for redevelopment
- Ensure health-care related uses continue to thrive in Euclid's health centers



- **Goals Covered Various Topics:**
  - Conduct business outreach and streamline assistance for retention, succession, and expansion of existing businesses
  - Partner with medical institutions to grow Euclid's health industry and supporting businesses
  - Support small businesses, entrepreneurs, and start-ups as a way to grow jobs
  - Strengthen and connect the manufacturing sector

- **Actions** Explained How to Address These:
  - Develop marketing materials for targeted industries
  - Identify needed supporting business for medical areas and work to attract them
  - Build a pipeline of potential small businesses by hosting pop-up retail events, identifying small retailers, facilitating networking, and connecting business with spaces
  - Partner with regional colleges and training institutes to build a stronger presence in Euclid

# PROSPER

## Economic Competitiveness



## Growing Small Businesses



## Medical Campuses



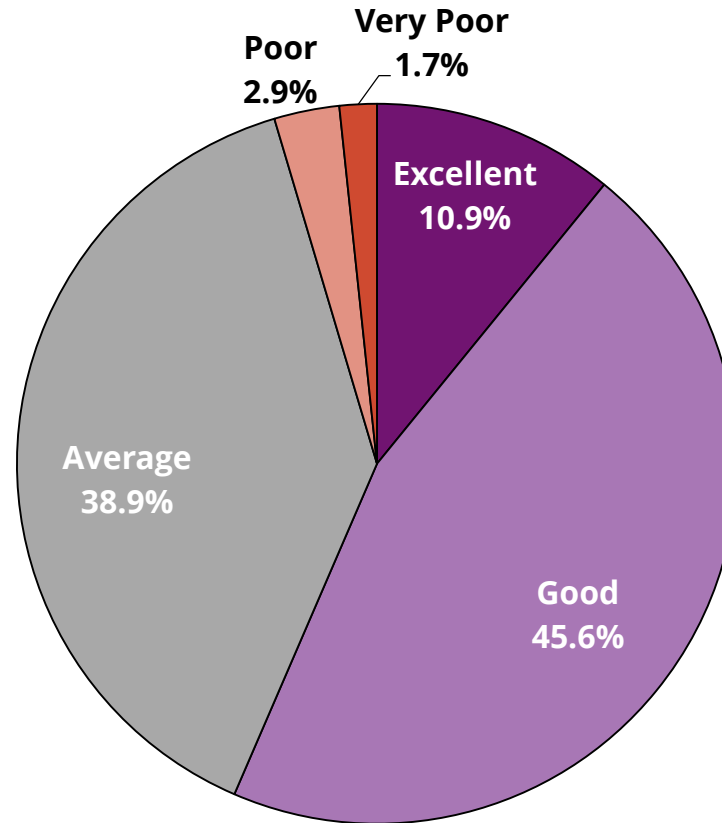


A wide-angle photograph of a beach scene. In the foreground, there are large, dark, jagged rocks. Beyond the rocks is a sandy beach where several people are standing. Further out, a group of people is playing in the shallow water near the shore. The water is a light blue-green color. In the background, there are more rocks and a line of trees on a hill. The sky is a vibrant blue with many white, fluffy clouds. A semi-transparent white banner is overlaid across the middle of the image, containing the text 'PLAY' in a bold, purple font and 'High Quality of Life' in a dark purple font.

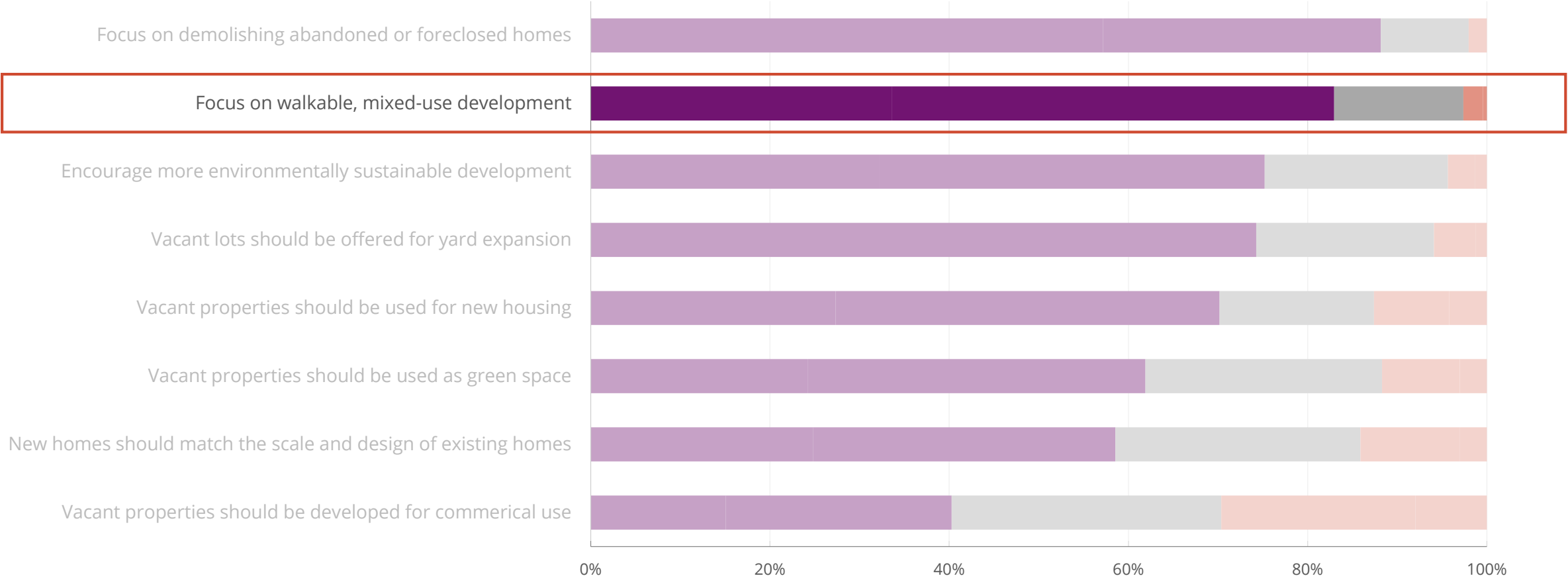
# PLAY

## High Quality of Life

## OVERALL QUALITY OF PARKS & RECREATION FACILITIES



# OPINIONS ON DEVELOPMENT OPTIONS

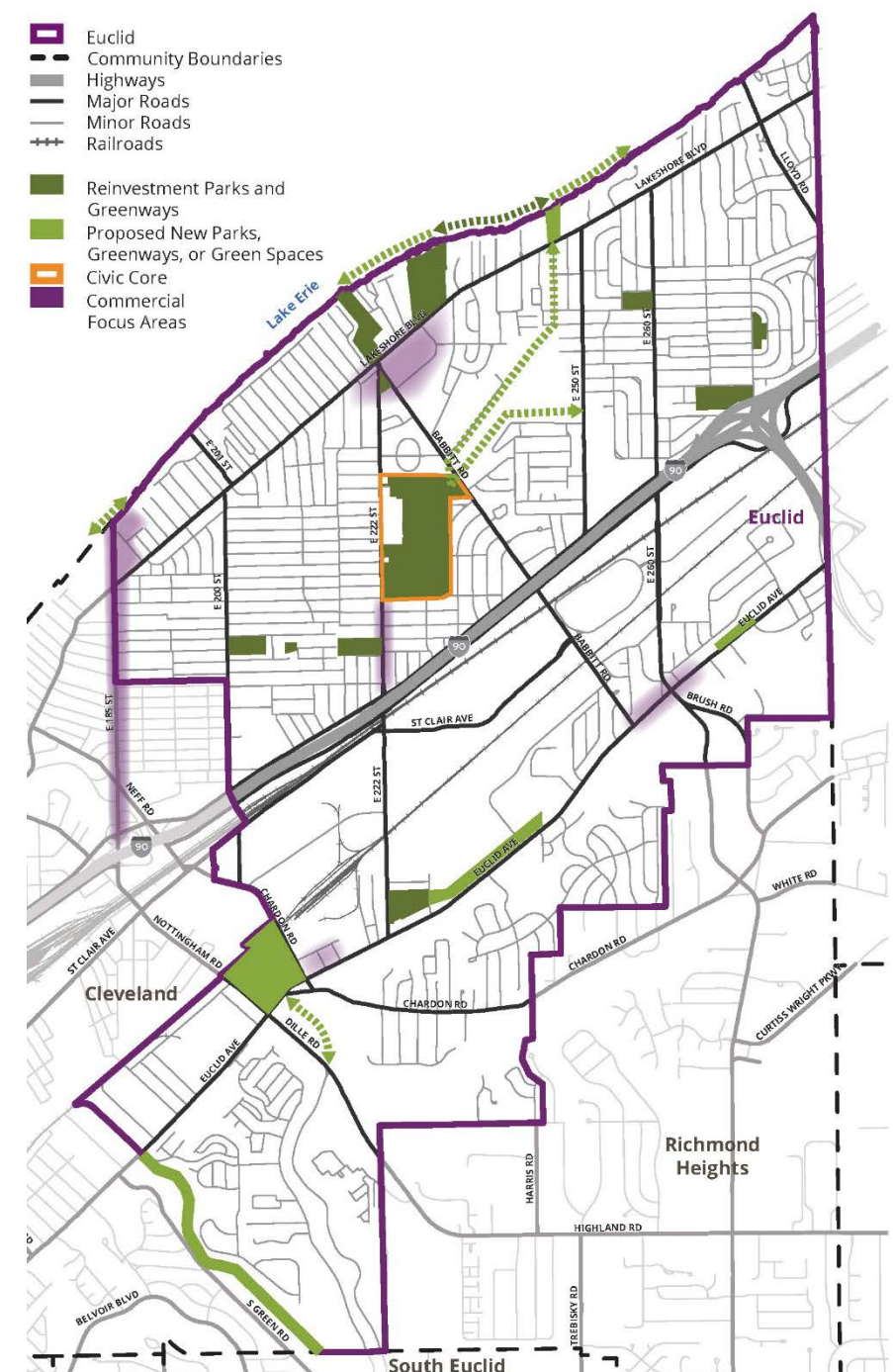




*Vision is to enhance parks and recreation,  
active retail centers, arts and culture, the  
vibrant Downtown, and an active lakefront*

## VIBRANT COMMUNITY STRATEGY

- Focus infrastructure investments, retail recruitment, and beautification efforts to these commercial districts to enhance them
- Reinvest in anchor parks
- Invest in new green spaces along Euclid Avenue and the Lakefront



- **Goals Covered Various Topics:**

- Promote Downtown as the vibrant, mixed-use hub of culture and retail for the entire City
- Enhance neighborhood centers through retail, restaurants, and activities that attract investment
- Implement the Waterfront Improvement Plan and strengthen the Lakefront as Euclid's recreational hub
- Enhance existing neighborhood parks
- Concentrate and promote the municipal and cultural amenities in the Civic Core

- **Actions** Explained How to Address These:

- Develop a Downtown Euclid brand and market it
- Develop Special Improvement Districts Downtown and in targeted neighborhood centers
- Begin hosting more frequent Downtown Euclid events
- Apply for grant funding to program the waterfront and partner with neighborhood groups to hold events there
- Reuse the Central Middle School site for parkland
- Continue to locate public buildings in the Civic Core

# PLAY

## High Quality of Life



**Business  
District  
Branding**



**Special  
Improvement  
Districts**





**PLAY**  
High Quality of Life





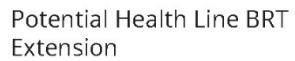
A group of five children, four boys and one girl, are walking away from the camera on a concrete sidewalk in a suburban neighborhood. They are all wearing casual summer clothing like t-shirts and shorts. The boy on the far left is wearing a white t-shirt and blue shorts. The girl on the far right is wearing a white t-shirt with black stars and black leggings. They are walking on a sunny day, and their shadows are cast on the sidewalk. In the background, there are green lawns, trees, and houses. A semi-transparent white banner is overlaid across the middle of the image, containing the text "CONNECT Transportation Links".

# CONNECT

## Transportation Links



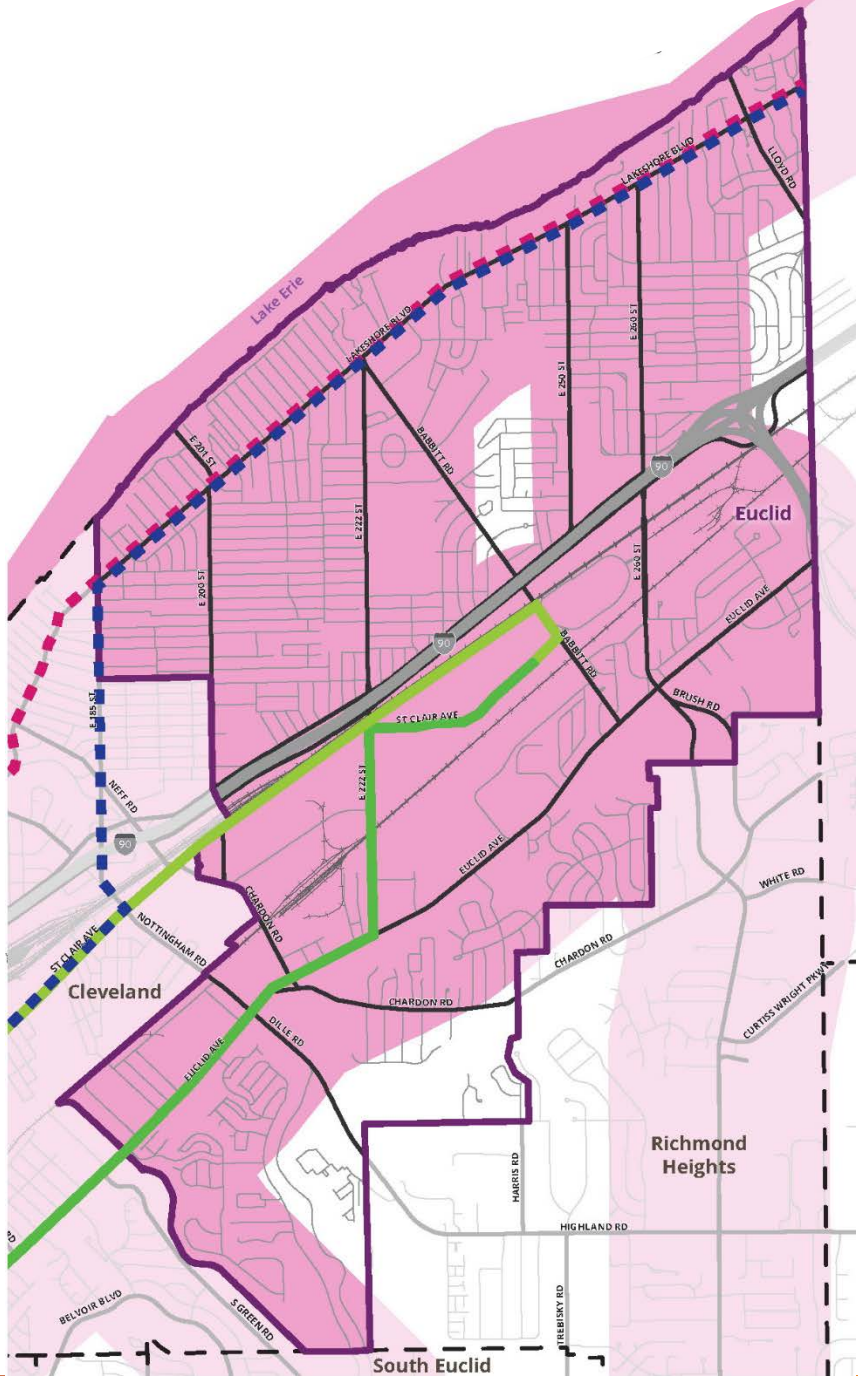
# TRANSIT COVERAGE



- ## Priority Transit Corridors

- 1/2 Mile Buffer to Transit





-  Euclid
-  Community Boundaries
-  Highways
-  Major Roads
-  Minor Roads
-  Railroads



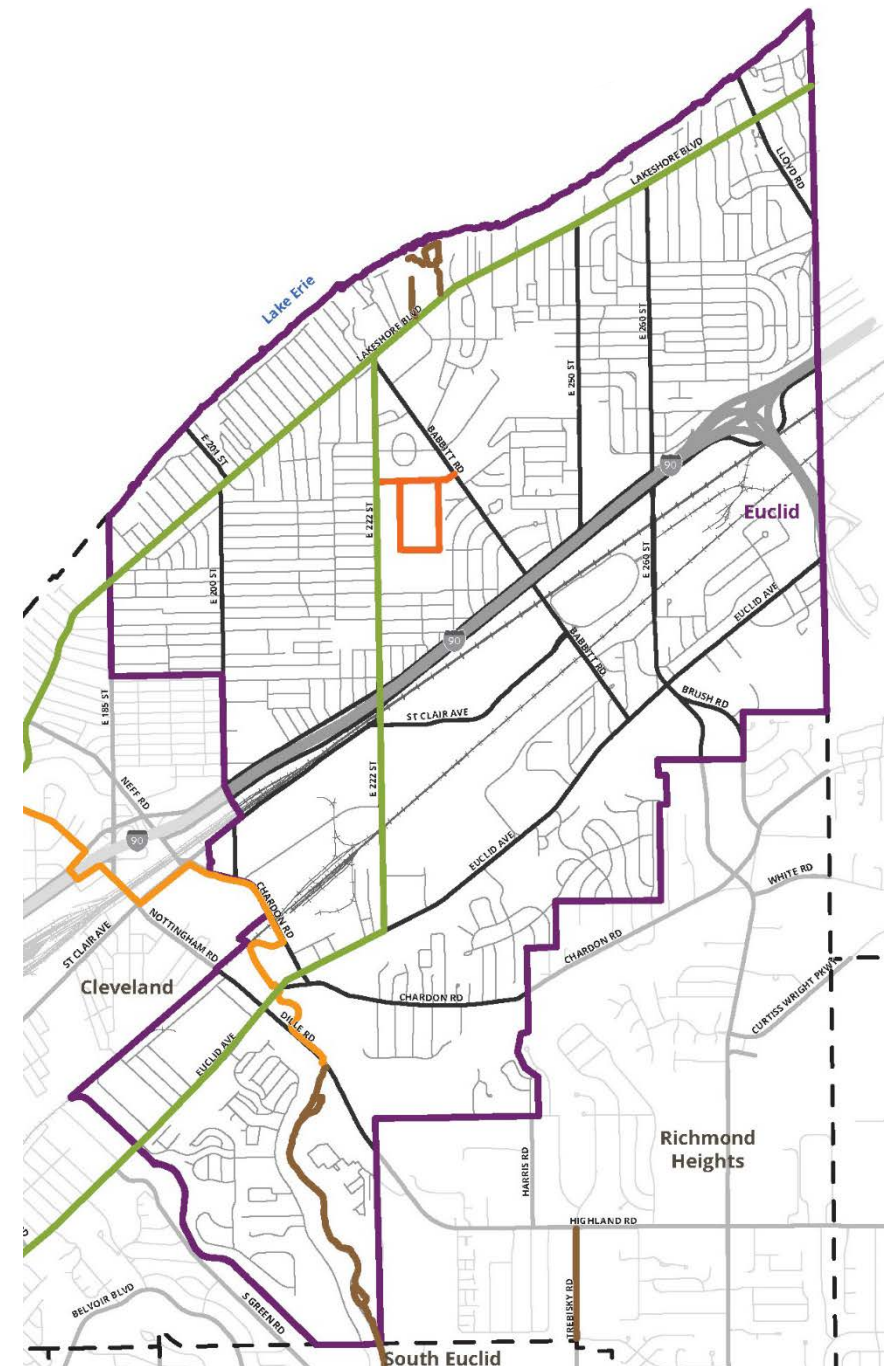


## BIKE ROUTES

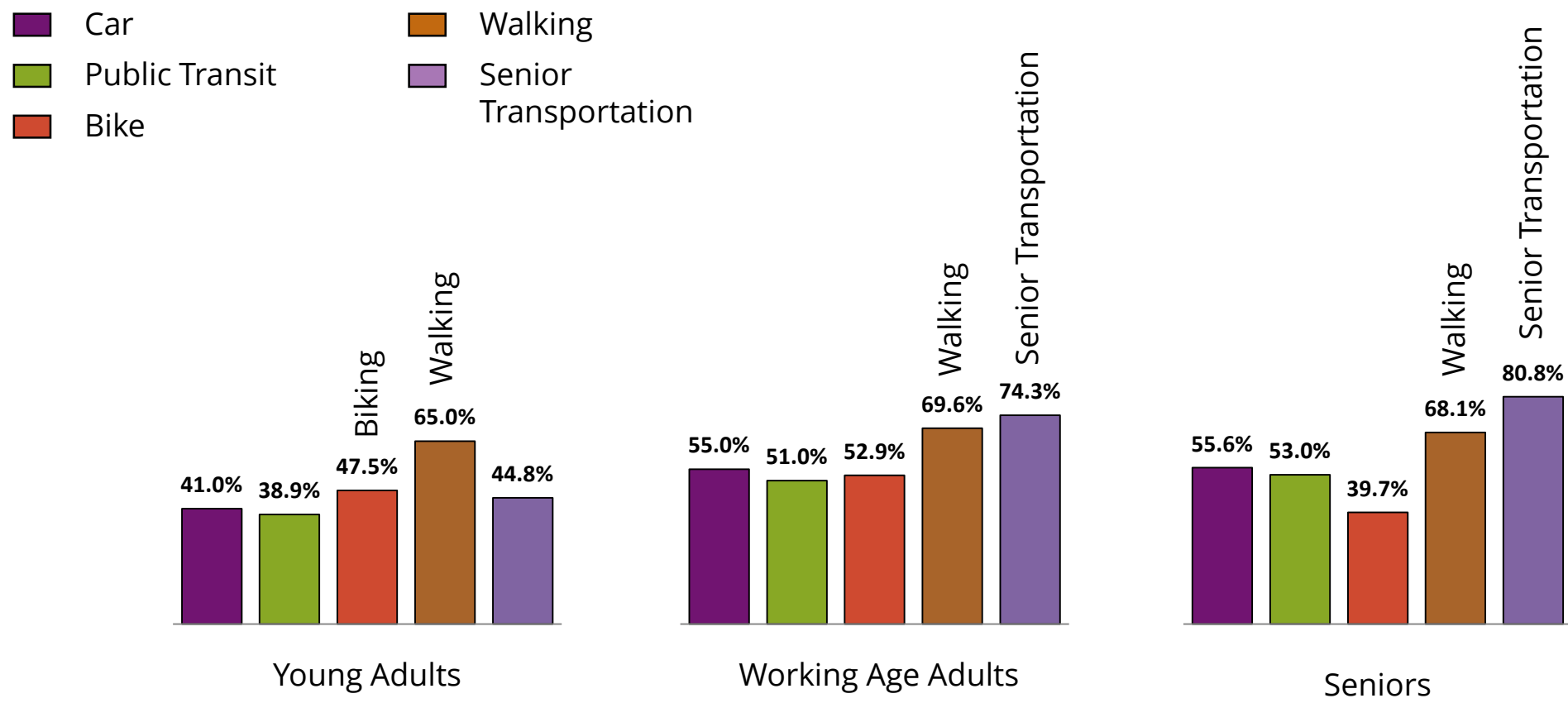


-  Existing Bike Path
-  Planned Bike Path
-  Proposed Bike Path
-  Proposed Eastside Greenway

-  Euclid
-  Community Boundaries
-  Highways
-  Major Roads
-  Minor Roads
-  Railroads



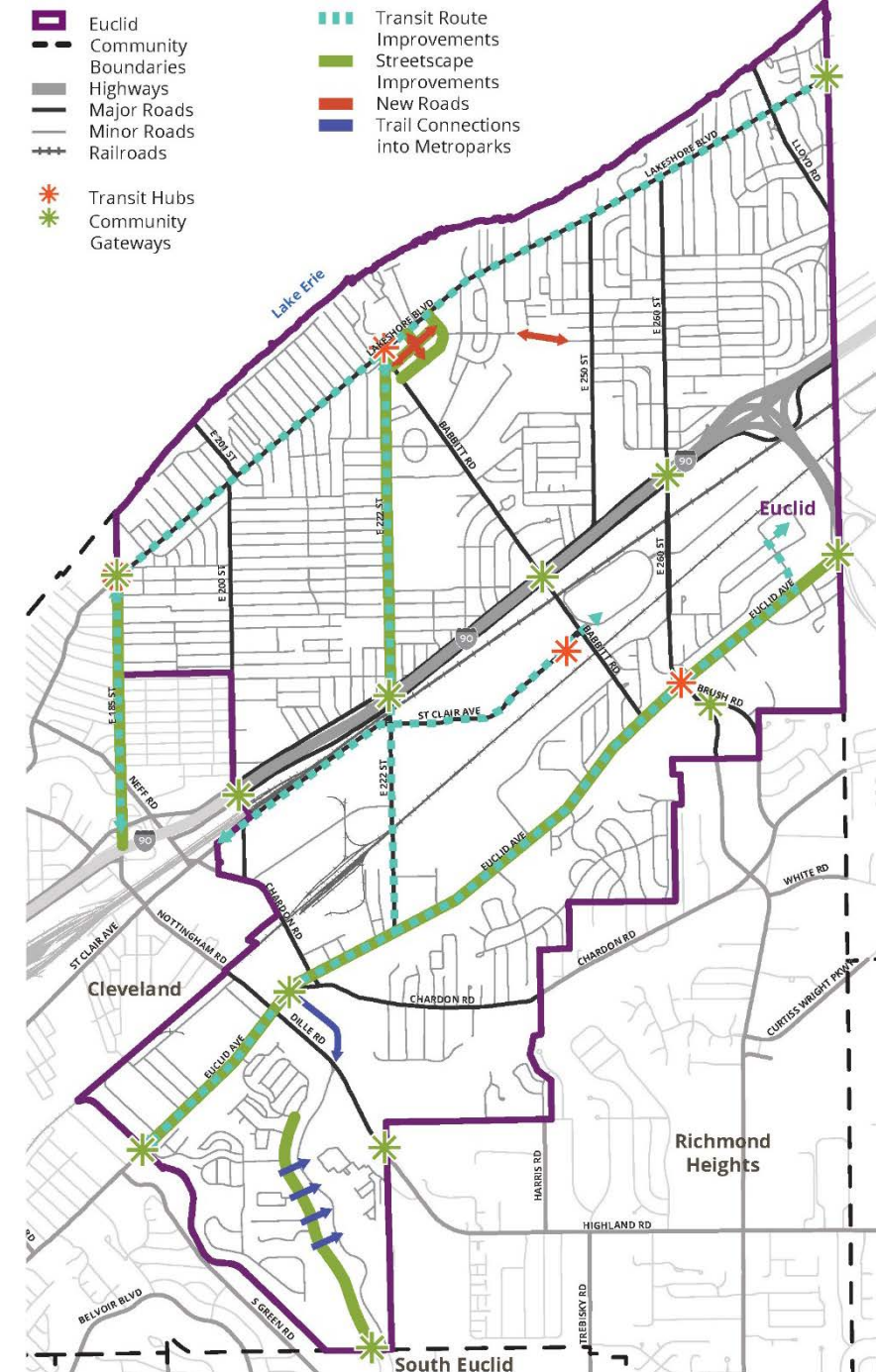
PRIORITY TRANSPORTATION IMPROVEMENTS BY AGE



*Vision is to connect Euclid internally and with the rest of the region by improving and expanding multi-modal opportunities*

# STREETS STRATEGY

- Improve priority transit hubs and routes
- Improve streetscapes to provide a quality walking experience
- Construct gateways at entrances and highway off-ramps to communicate Euclid's brand



- **Goals Covered Various Topics:**
  - Improve access to the Lakefront via paths and connections that link all Euclid neighborhoods to this amenity
  - Develop partnerships to implement transportation plans and new street networks
  - Partner with RTA to improve transit connections and hubs
  - Enhance the physical image of the City

- **Actions** Explained How to Address These:
  - Add crosswalks and HAWK signals along Lake Shore Boulevard
  - Construct trails from Euclid Creek that connect to Downtown Euclid, Sims Park, and Wildwood Park as part of the Euclid Creek Connector
  - Work with RTA to build enhanced infrastructure and improved bus stops at the system's hubs
  - Enhance the City's underpasses and gateways to make them more attractive, safer, and more welcoming



# CONNECT

## Transportation Links

### Improved Pedestrian Crossings



### Improved Underpasses



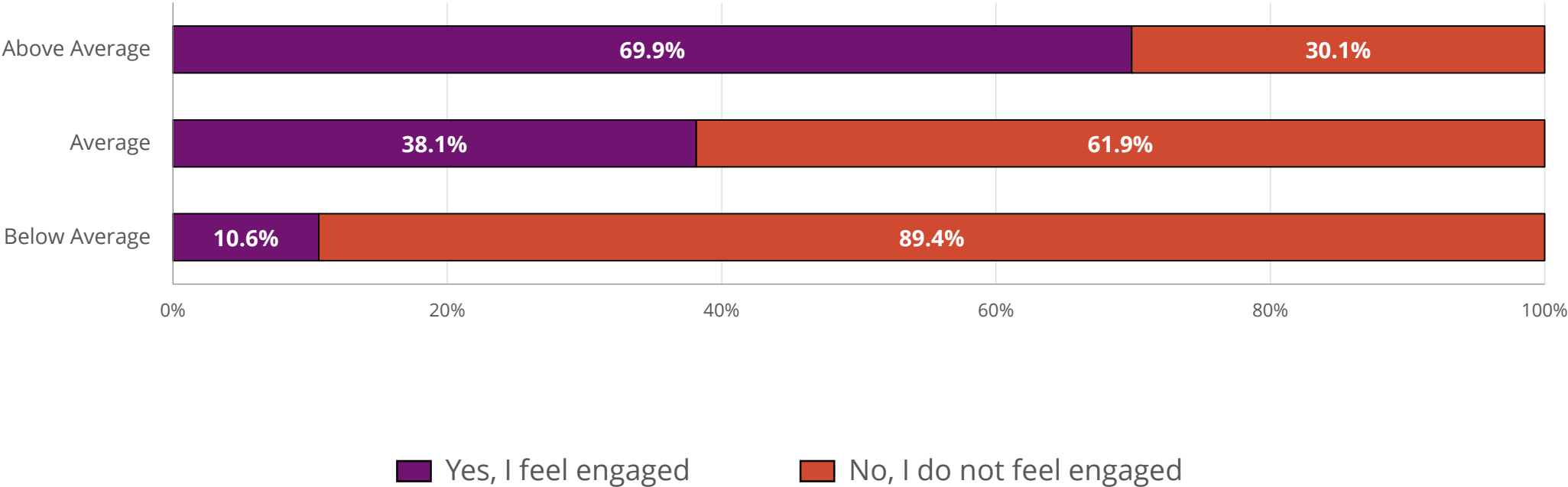


A photograph of two women smiling at the camera at what appears to be a patriotic parade. The woman on the left has grey hair and wears a red and white paisley shirt and a blue visor with white stars. The woman on the right has dark hair, wears a large straw hat, sunglasses, a white shirt, and a red bandana. She is holding several small American flags on sticks. In the background, there are large, colorful, swirling decorations in red, white, and blue. A semi-transparent white banner with purple text is overlaid across the middle of the image.

# **ENGAGE** Neighborhood Involvement



# COMMUNITY ENGAGEMENT BY QUALITY OF LIFE



*Vision is to foster a sense of shared  
community pride and involvement that  
builds social cohesion*

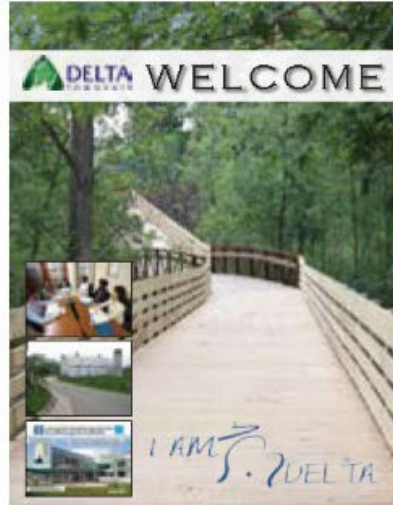
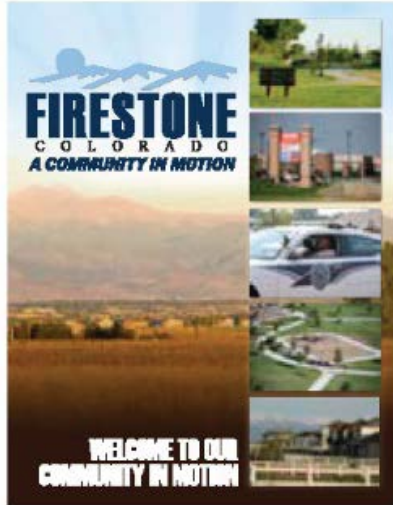
- **Goals Covered Various Topics:**
  - Promote community engagement that brings together all ages and diverse communities
  - Build a positive self-image for the City
  - Enhance safety in the City's neighborhoods and business districts
  - Undertake a comprehensive review of municipal buildings and facilities to ensure ongoing energy and operational efficiency

- **Actions** Explained How to Address These:
  - Begin providing a new neighbor packet that includes information about involvement opportunities and “How to be a good neighbor”
  - Map neighborhood block groups and clubs to provide contact information for those seeking to get involved
  - Work with proposed Special Improvement Districts to include safety measures in business districts
  - Seek grant funding for police foot and bike patrols, and organize more robust neighborhood watch programs
  - Review the Zoning Code to ensure building design reinforces safety
  - Establish a task force to develop a Public Facilities Plan

# ENGAGE

## Neighborhood Involvement

### Neighbor Welcome Packets



### Crime Prevention through Environmental Design

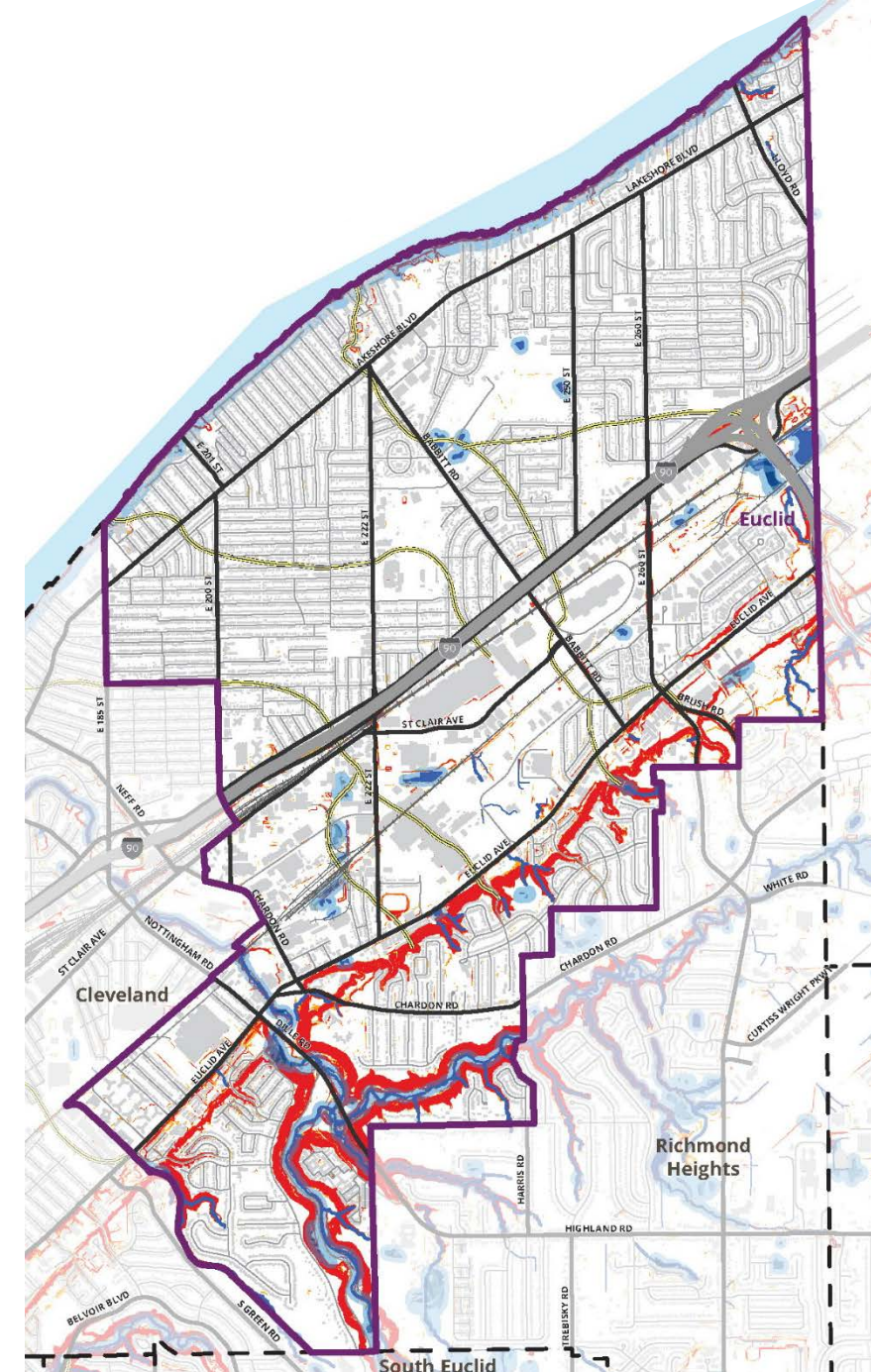




# **PRESERVE** Environmental Preservation



# WATERWAYS & STEEP SLOPES



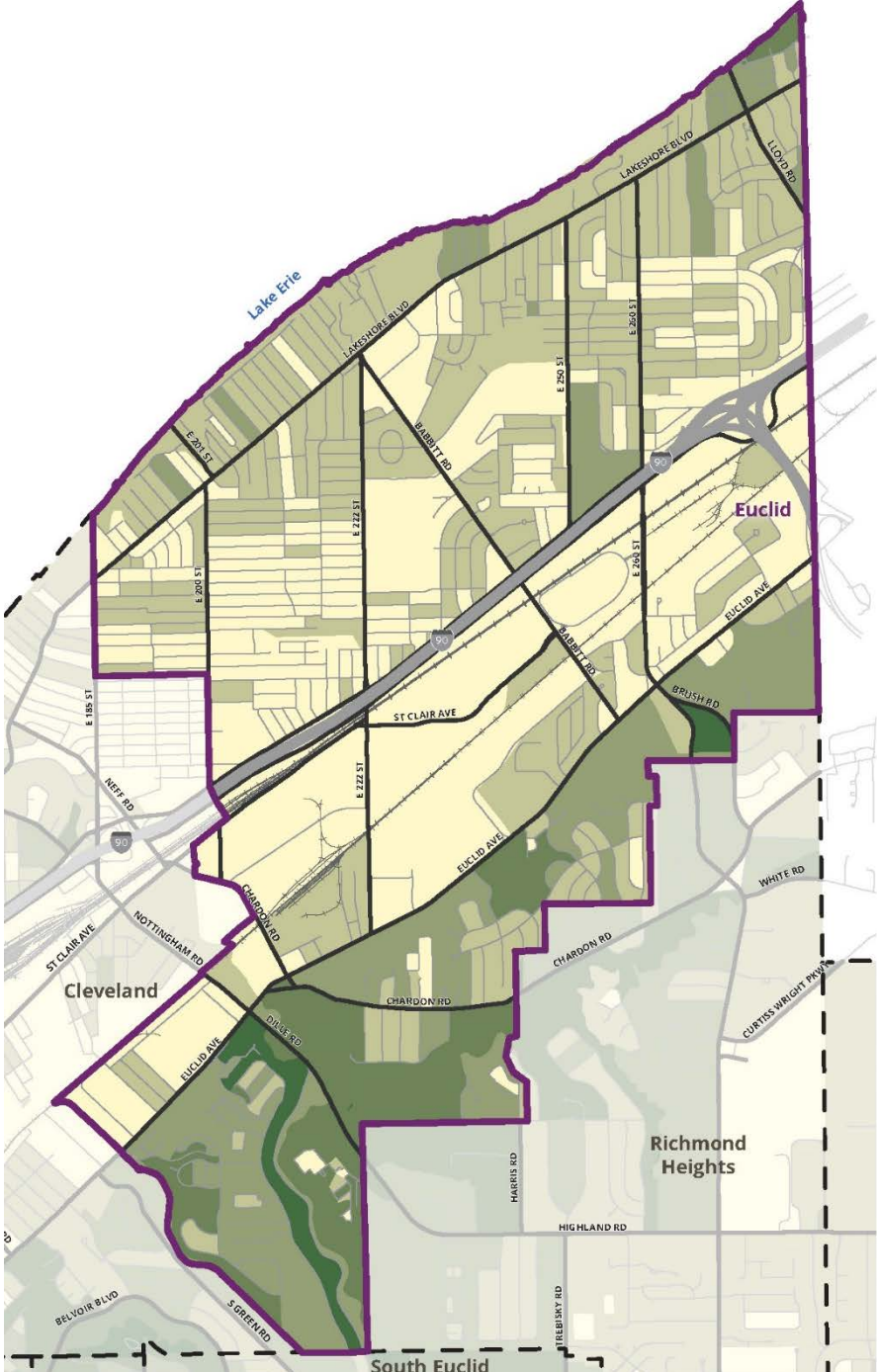
TREE CANOPY COVERAGE

LEGEND

% Canopy by Block

0% - 20%
21% - 40%
41% - 60%
61% - 80%
81% - 100%

- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads

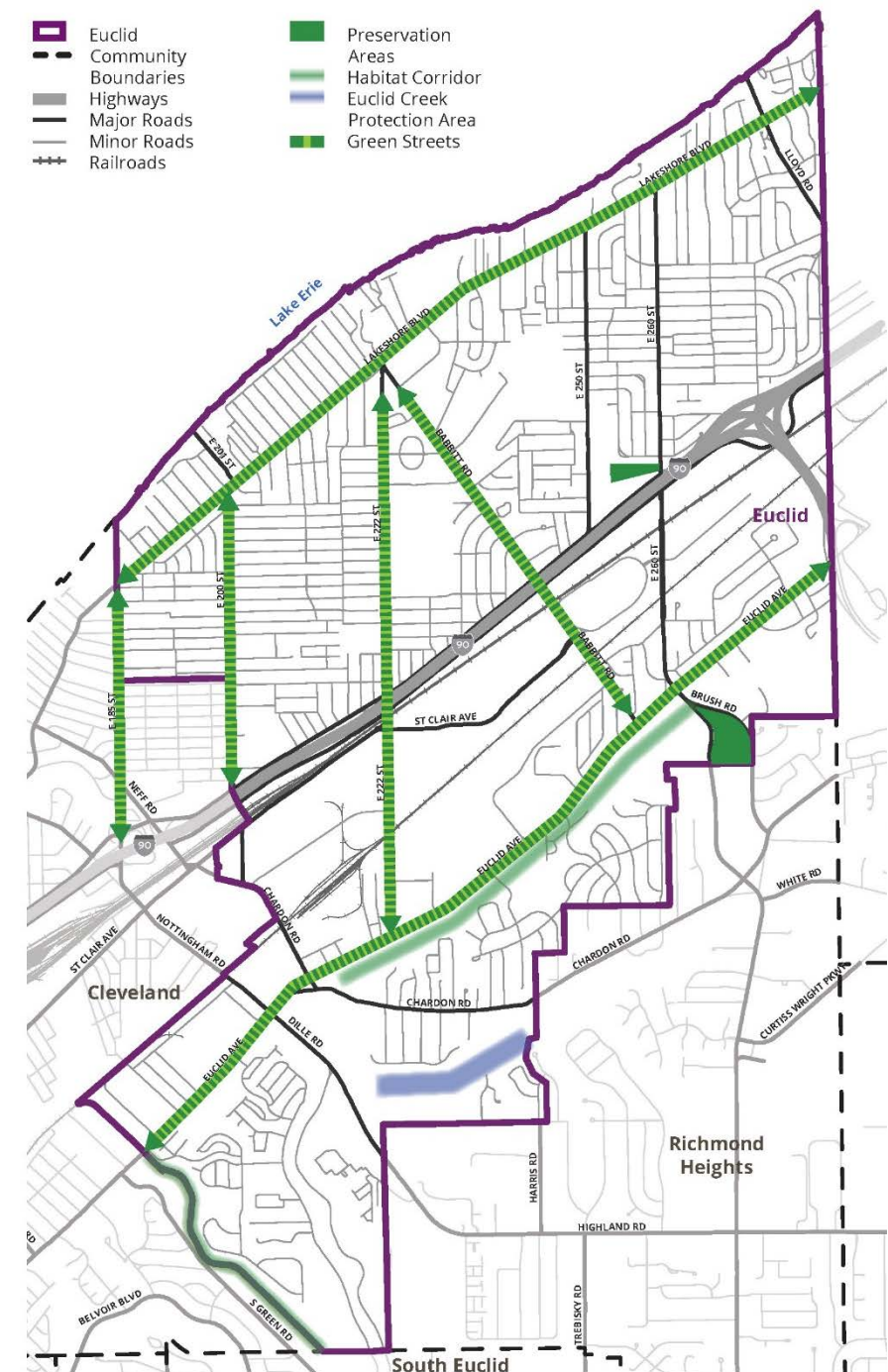


*Vision is for a City that protects and celebrates its environmental features by prioritizing environmentally sensitive areas, promoting green practices, and alleviating stormwater and flooding issues*



### PRESERVATION STRATEGY

- Invest in green improvements along these streets
- Ensure that green spaces and habitat corridors remain protected
- Protect water corridors with regulations that limit harmful development





- **Goals Covered Various Topics:**

- Restore, preserve, and enhance environmentally sensitive features in the City
- Use green infrastructure to slow and store stormwater
- Promote alternative energy sources and continue to be Cuyahoga County's premier City in the development and advocacy of wind power technology

- **Actions** Explained How to Address These:

- Purchase land or easements along the Portage Escarpment's vacant steep slopes to preserve them in perpetuity
- Incorporate green infrastructure in existing parks, open spaces, and along streets
- Expand the number of trees in neighborhoods and update tree protection ordinances
- Continue to partner with local universities to build a local knowledge base for the wind turbine industry
- Continue proactive outreach to wind turbine manufacturers to encourage location in Euclid

# **PRESERVE**

## Environmental Preservation



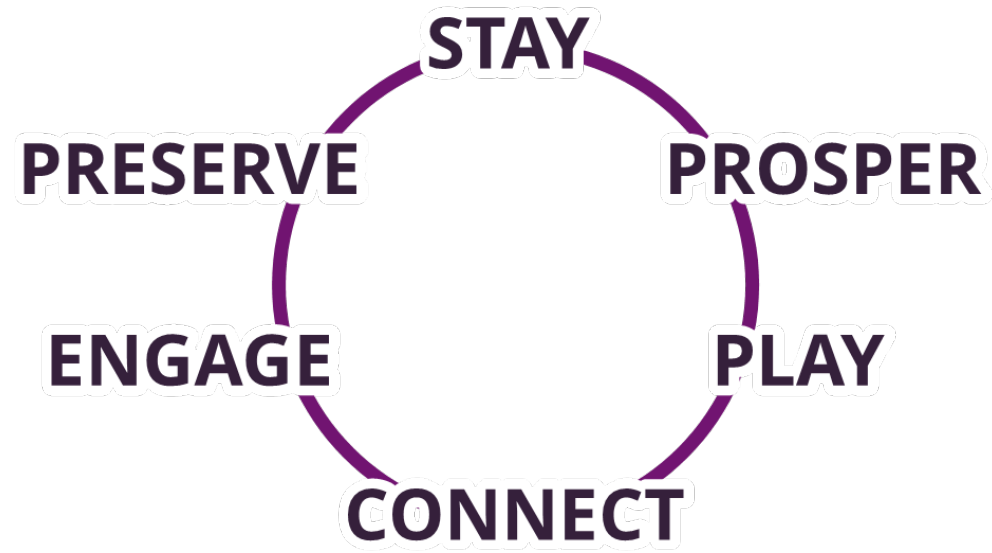
## **Complete and Green Streets**



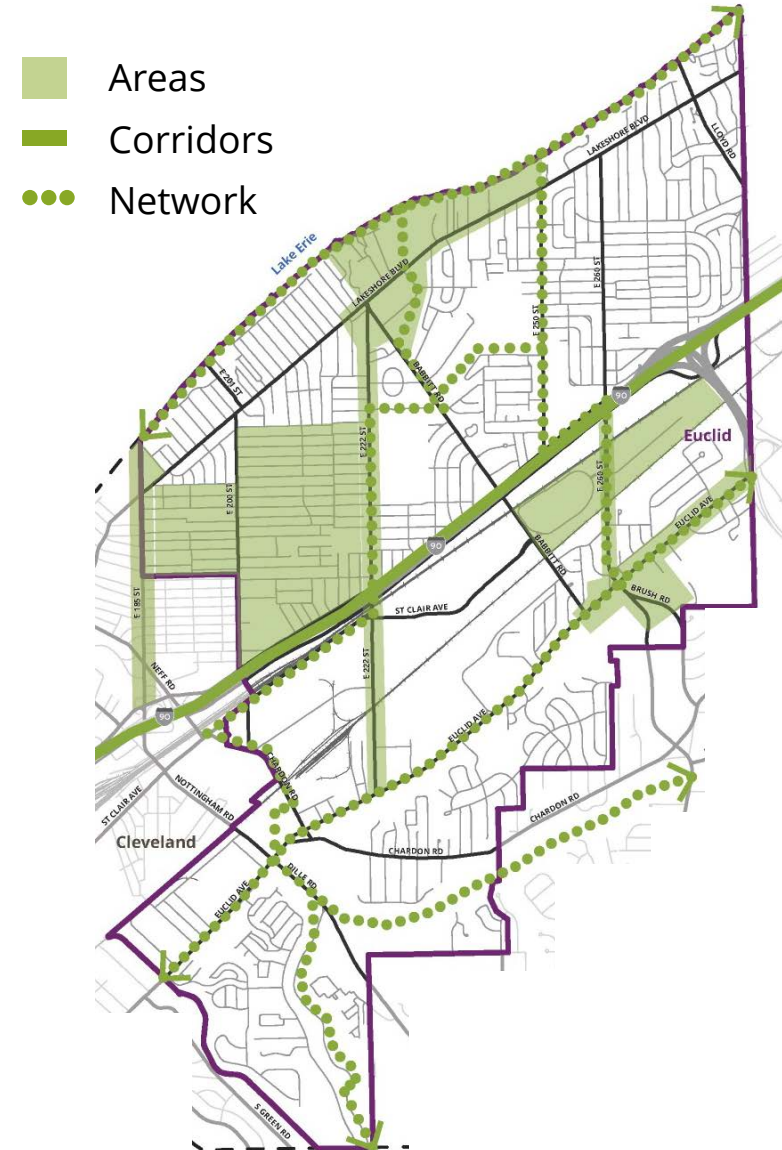
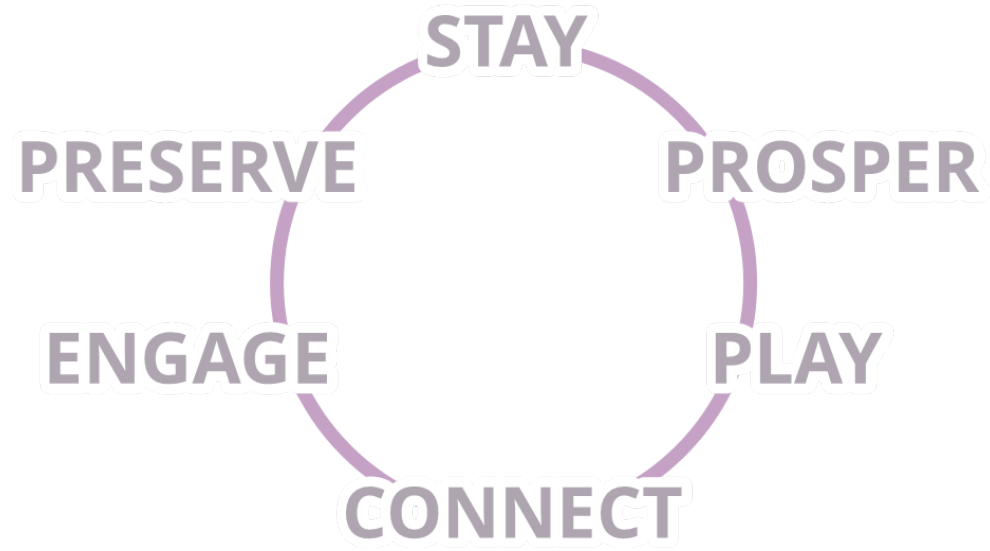
## **Green Infrastructure**



# Constructing the Visions—Goals—Actions



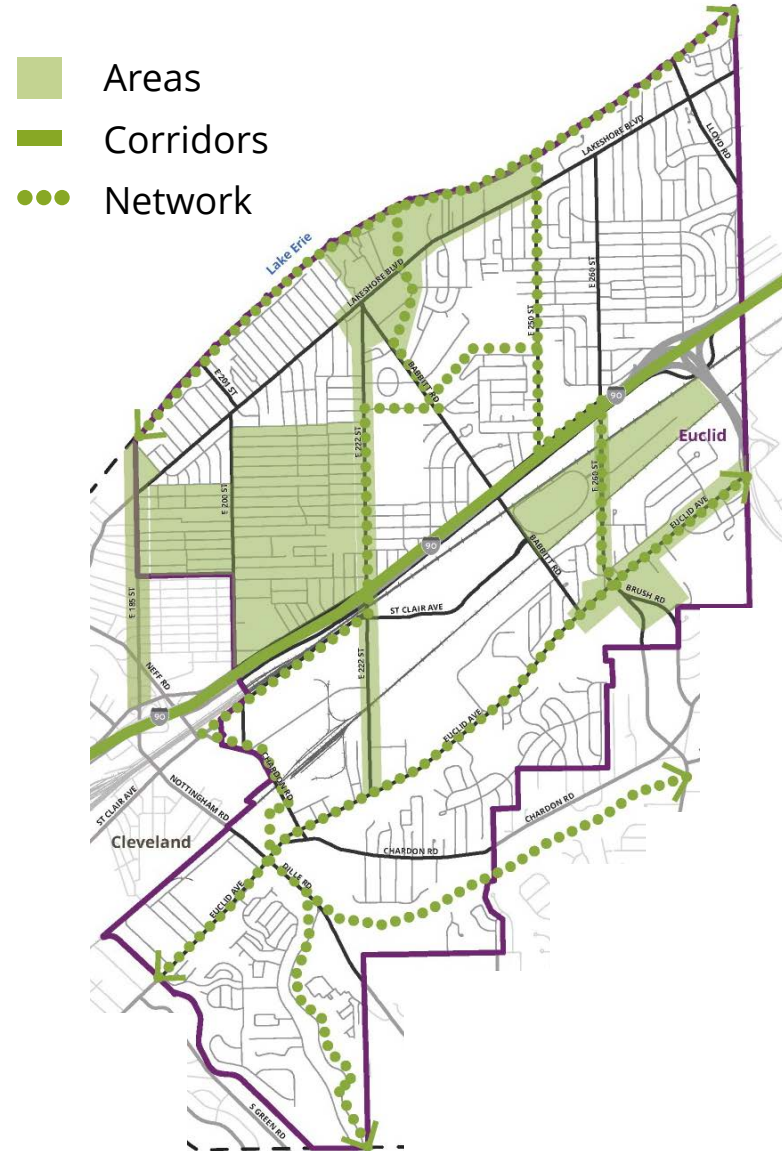
# Constructing the Visions—Goals—Actions





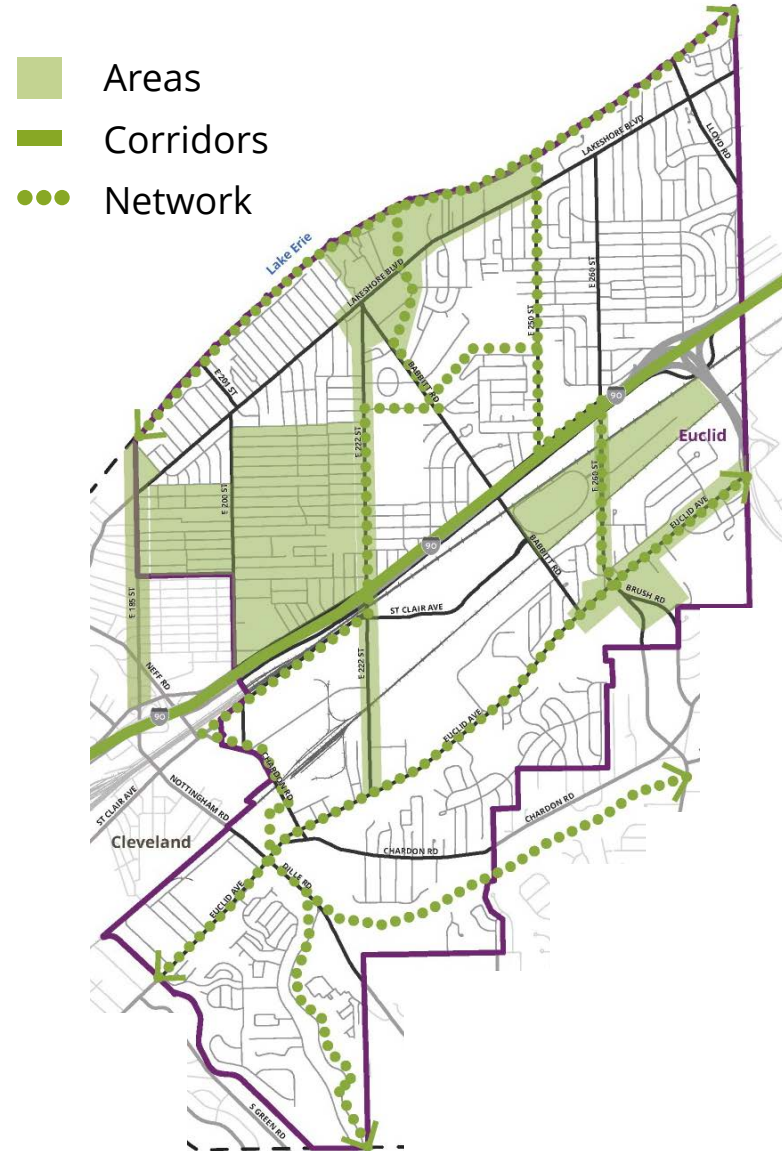
# Constructing the Visions—Goals—Actions

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



# Constructing the Visions—Goals—Actions

- **East 222<sup>nd</sup> Street**
- East 185<sup>th</sup> Street
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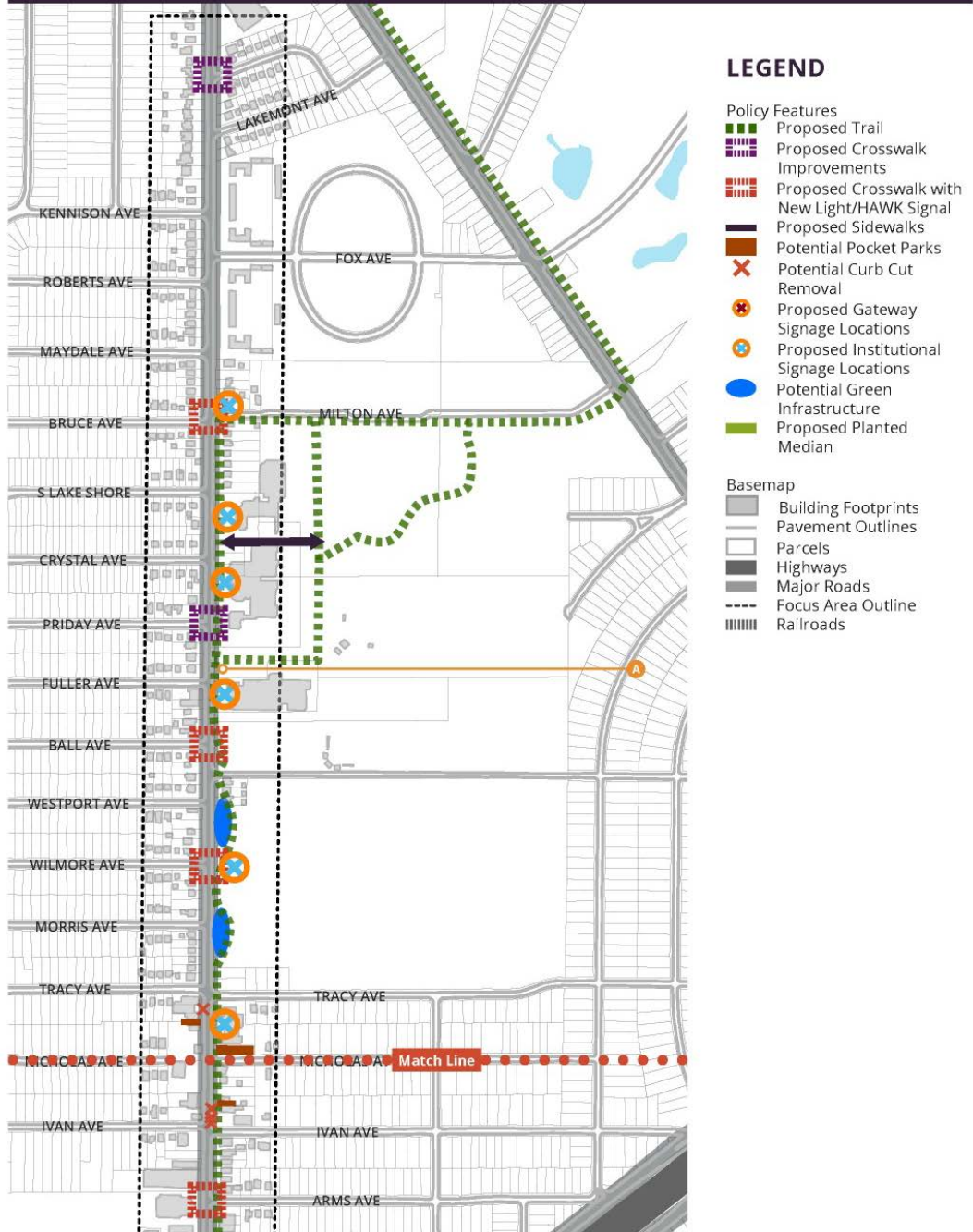




# EAST 222<sup>nd</sup> STREET



## MAP 5 EAST 222<sup>ND</sup> STREET NORTH POLICIES





## SOCIABILITY

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







## SOCIABILITY

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



## ACCESS & LINKAGES

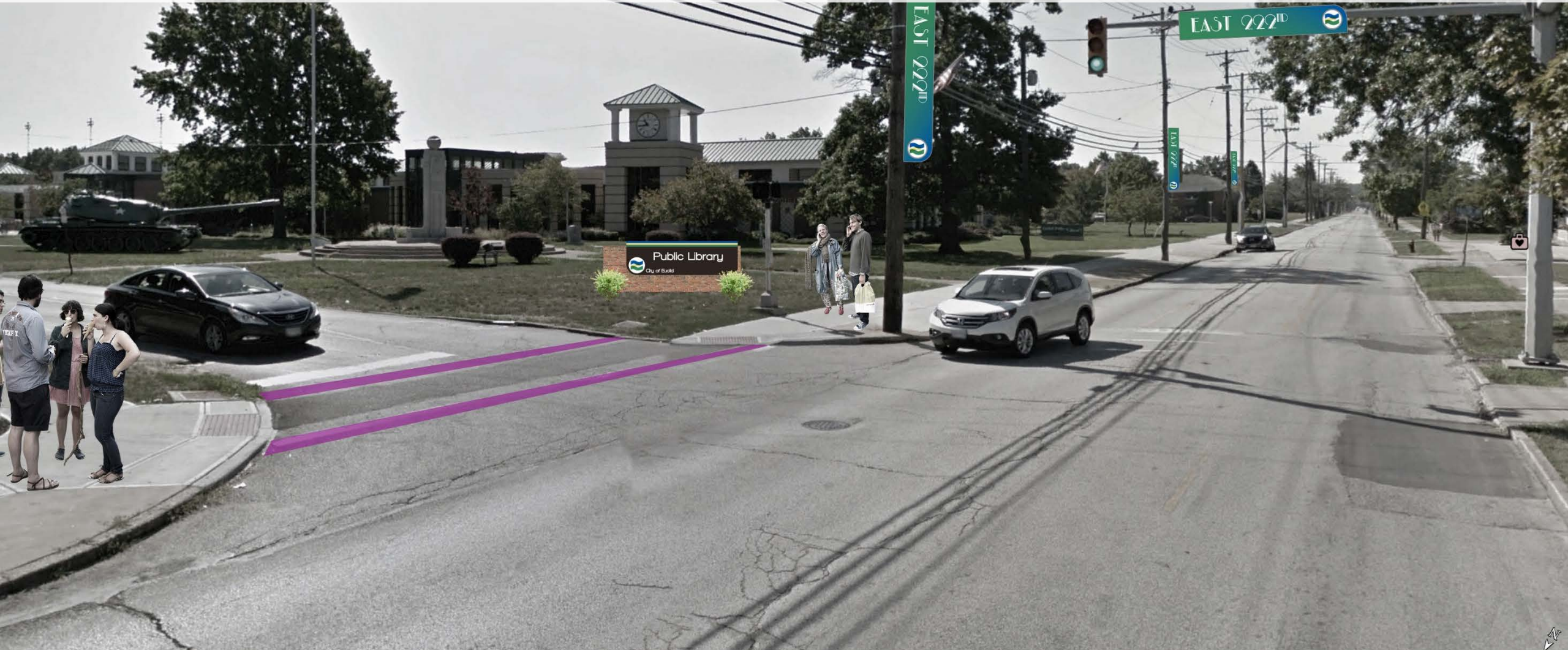
Construct an **all-purpose trail** along the eastern side of the street





## COMFORT & IMAGE

Unify the corridor through **consistent branding** such as street signs, institutional signs, banners, lighting, and burying overhead utility lines







## COMFORT & IMAGE

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

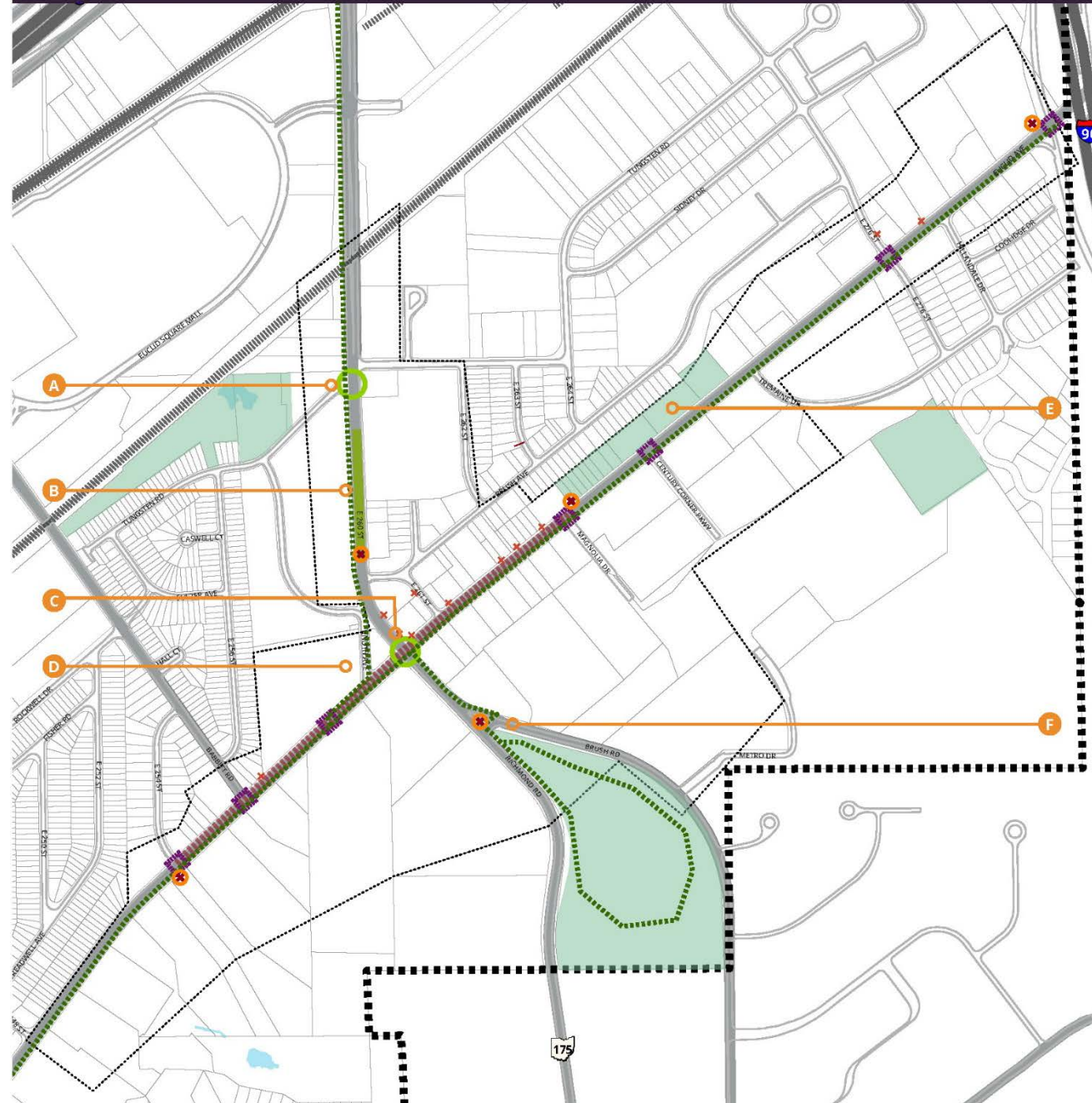


# EAST 260<sup>th</sup> & EUCLID





# MAP 37 EAST 260<sup>TH</sup> AND EUCLID POLICIES





## ACCESS & LINKAGES

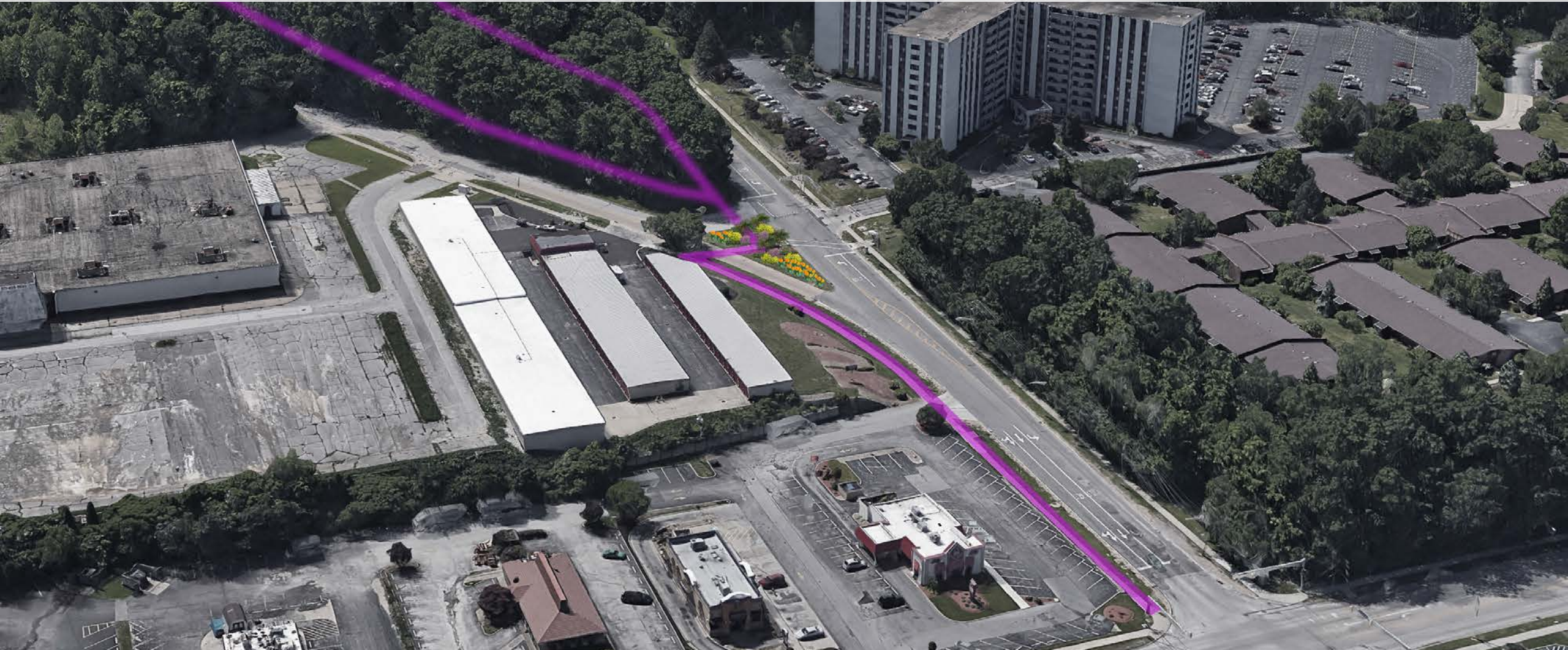
**Improve pedestrian safety** especially at East 260 and Euclid as well as at the Bluestone Elementary School





## COMFORT & IMAGE

Improve entrances into the district





## ACCESS & LINKAGES

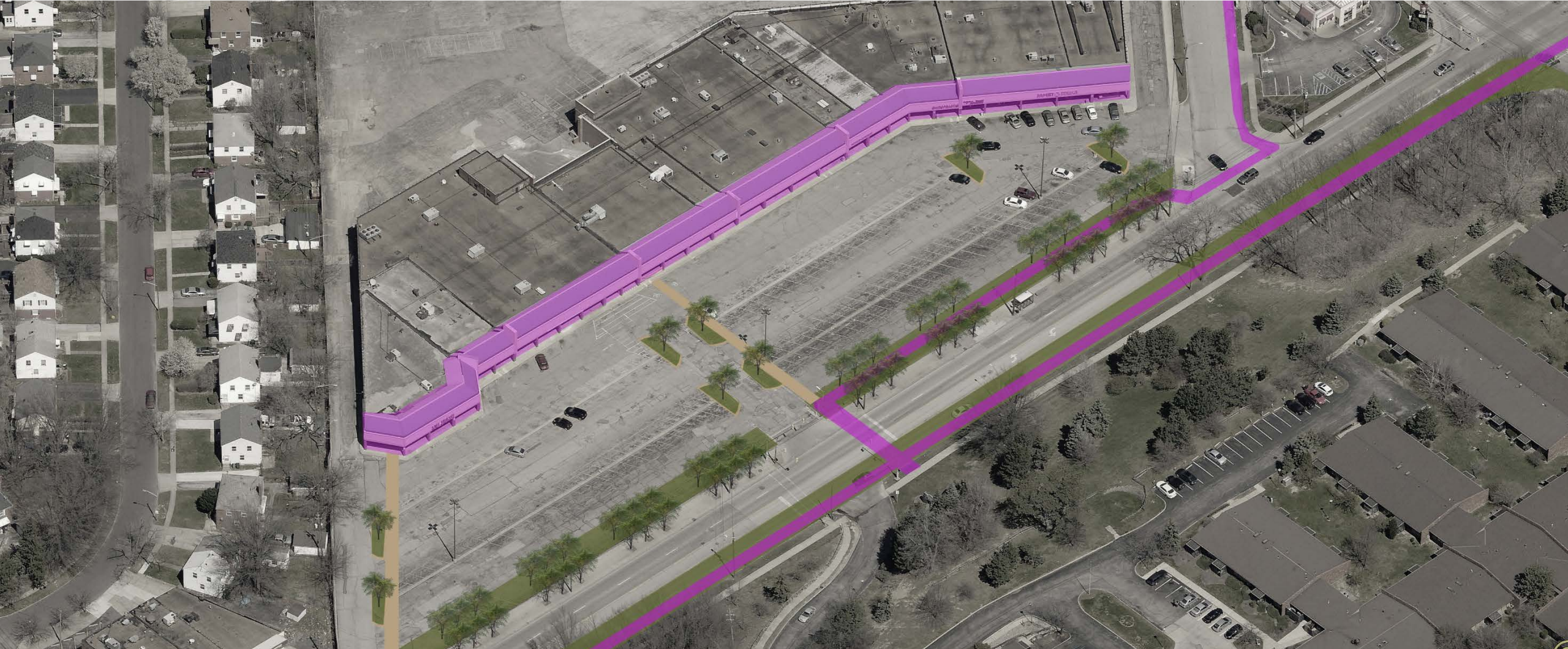
**Implement the streetscape and greenway recommendations made in the Euclid Avenue TLCI**





## USES & ACTIVITIES

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





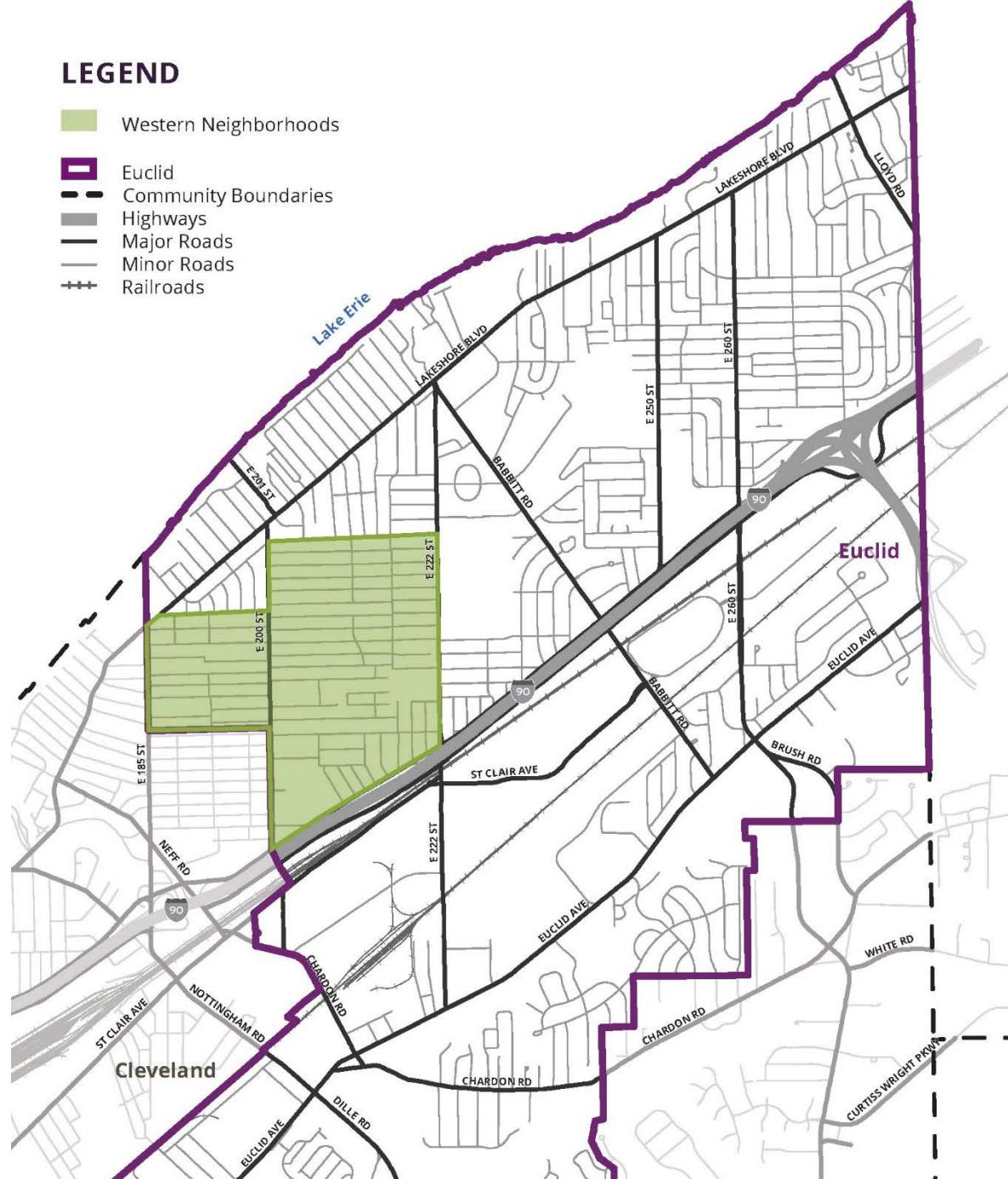


# WESTERN NEIGHBORHOODS

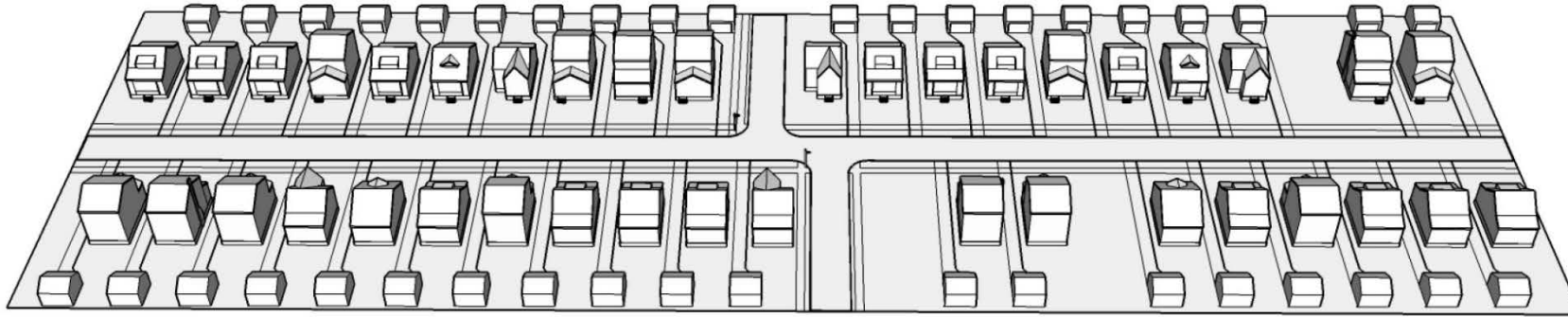


## LEGEND

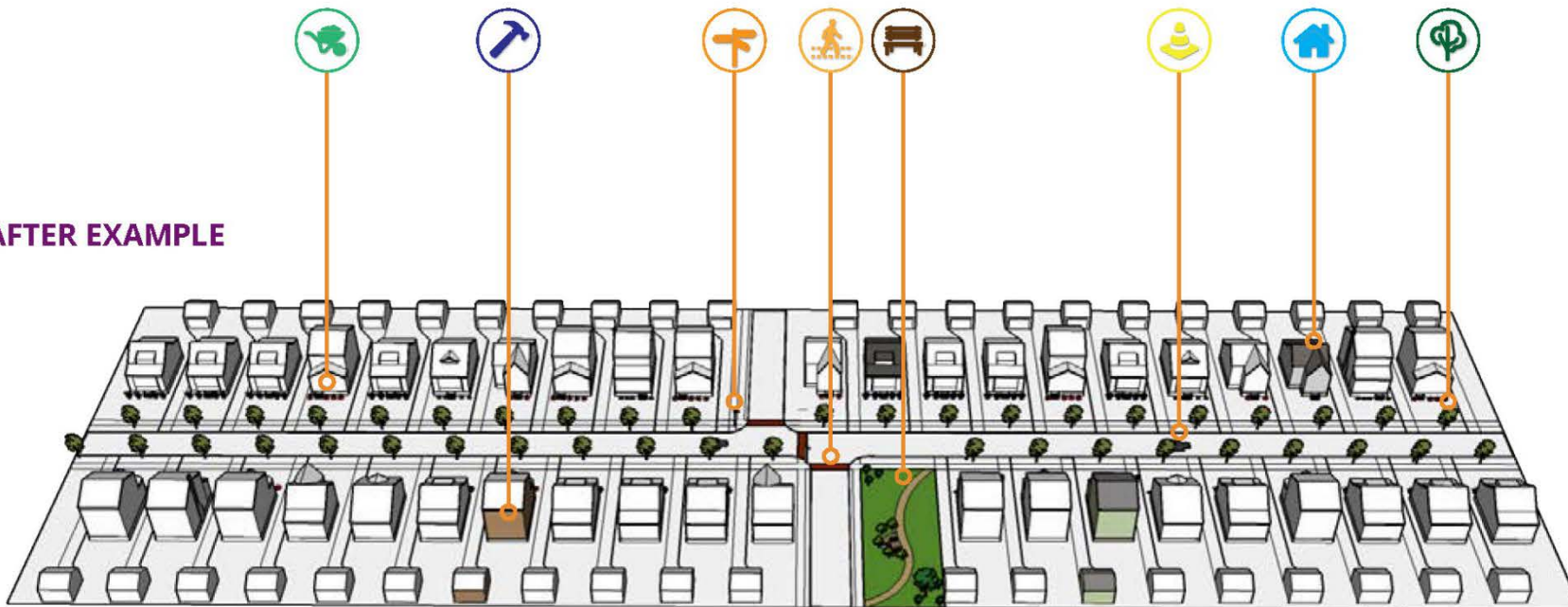
- Western Neighborhoods
- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads



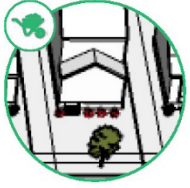
## BEFORE EXAMPLE



## AFTER EXAMPLE







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



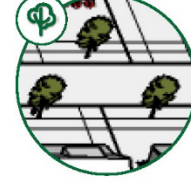
Proactive code enforcement combined with incentives and tax abatements for **home repairs** can improve neighborhood housing



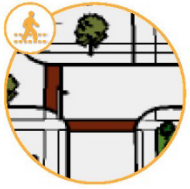
**Decorative signs** mounted above existing street signs can identify the neighborhood and reinforce a sense of place



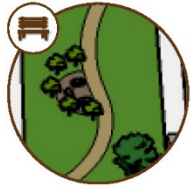
**Infill housing** on vacant land via government funds or incentives to developers can bring new life to abandoned lots



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



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

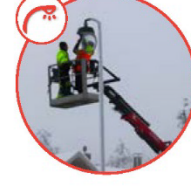


Targeted **street improvements** such as pothole repair and curb replacement can improve visual appeal of streets

NOT SHOWN ON EXAMPLE



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



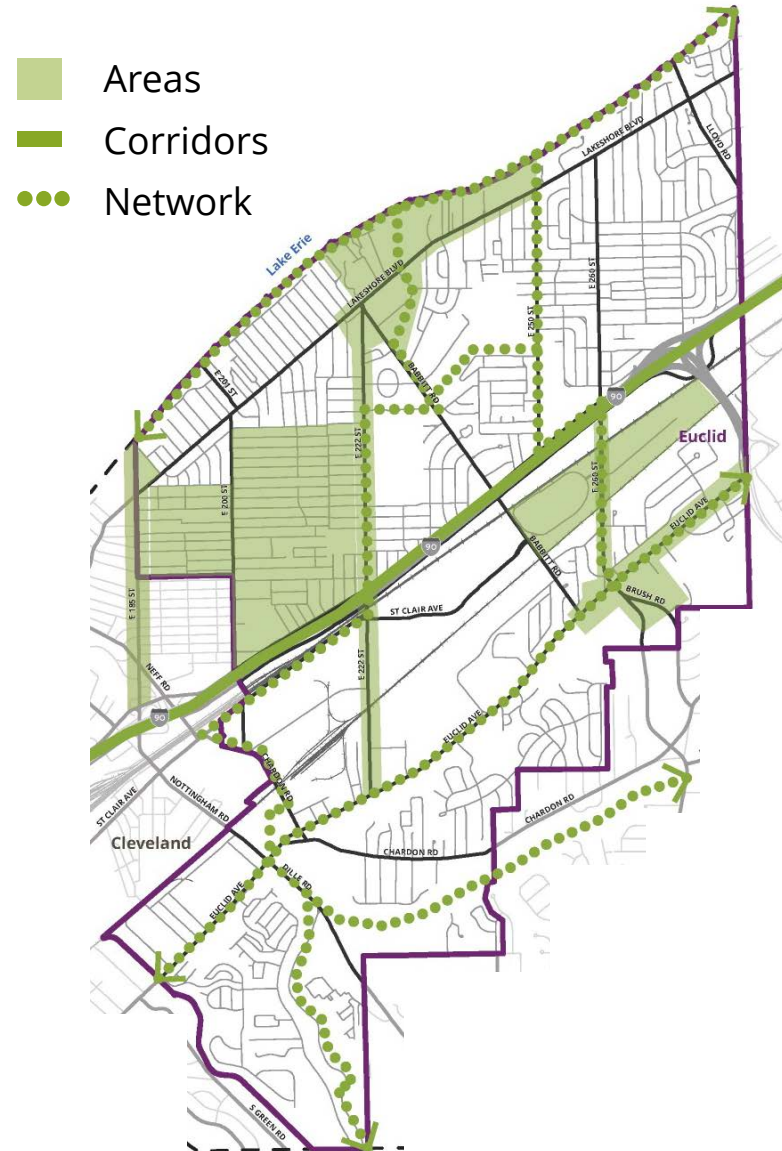
Replacing burnt-out **street lights** can increase the perception of safety and show attention to maintenance



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

# Constructing the Visions—Goals—Actions

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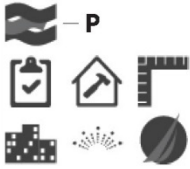
**WHAT'S NEXT?**



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

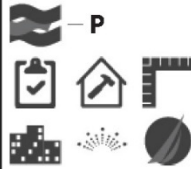
- Identify top actions for each year and assign personnel responsible
- Establish a Plan Implementation Committee that meets quarterly
- Publish an Annual Results Report to document accomplishments

PLAY

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, page 88					
Develop a Downtown Euclid brand and market it with a website, social media presence, and physical improvements, page 88	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	

- Projected number of years to complete
- Priority
- Responsible parties and partners
- Estimated costs
- Potential funding sources
- Status

## PLAY

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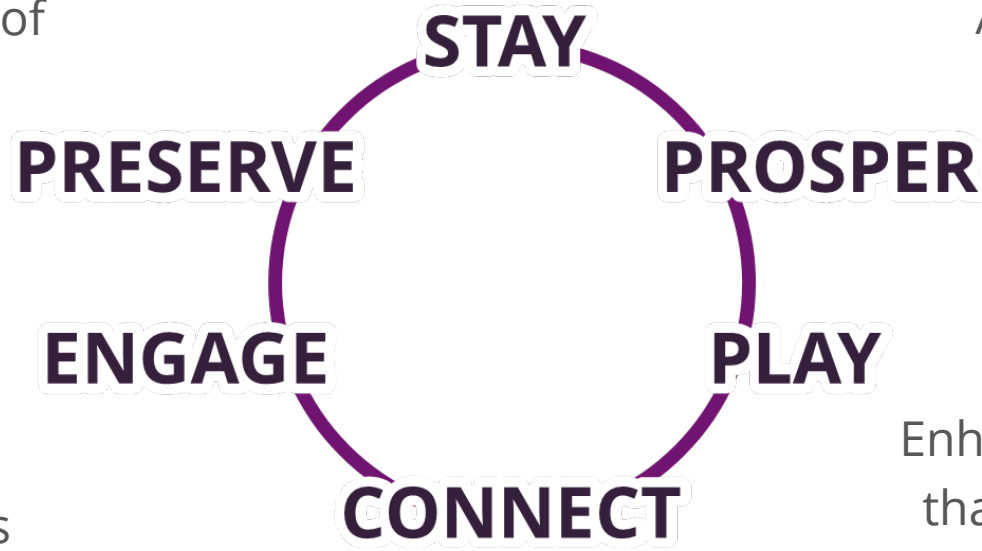


- **Using the Master Plan**  
**Going Forward**

- **Adopt it:** to make it an official policy
- **Use it:** as a tool and reference when considering actions
- **Update it:** over time and when circumstances change

Stabilize the housing market and  
create high-quality neighborhoods

Attract jobs in existing areas and  
based on Euclid's strengths



Preserve the natural features of  
Euclid

Build a sense of pride and  
community among residents

Enhance the parks and retail districts  
that make living in Euclid enjoyable

Create the multi-modal connections  
that link people to places

*Thank you!*

*to the Project Team, Steering Committee, and Public*

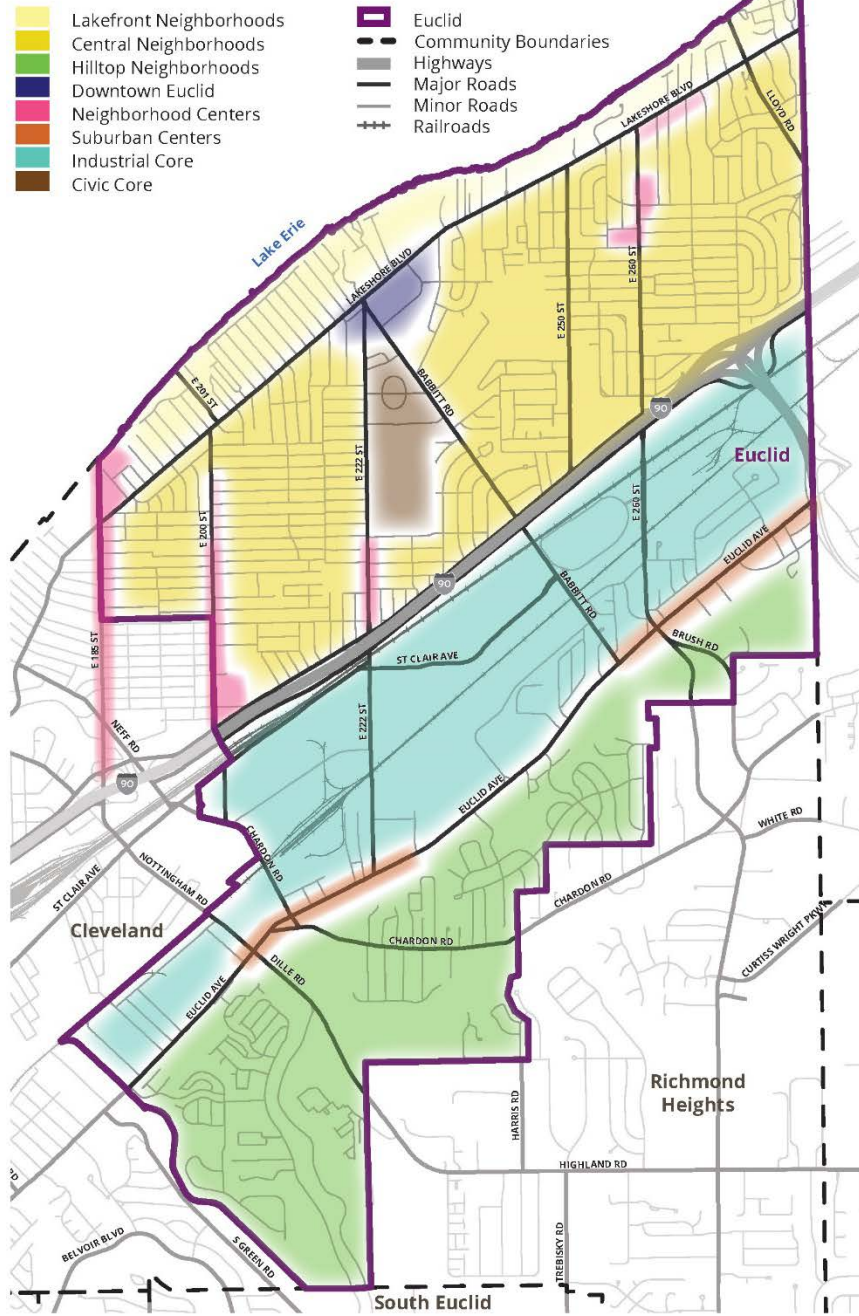


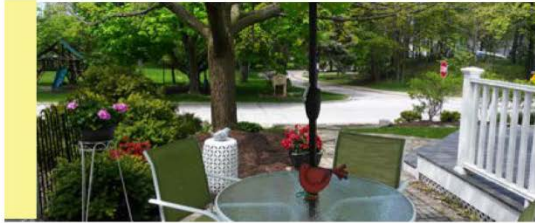


# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE

## LEGEND





### LAKEFRONT NEIGHBORHOODS

Primary Districts: U1 ASF U2 U3 CI  
 Secondary Districts: U3E U4



### CENTRAL NEIGHBORHOODS

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



### HILLTOP NEIGHBORHOODS

Primary Districts: U1 ASF CI  
 Secondary Districts: U3 U4 U8 CI



### DOWNTOWN EUCLID

Primary Districts: U3 U4 U8  
 Secondary Districts: ASF CI



### NEIGHBORHOOD CENTERS

Primary Districts: U4 U8 CI  
 Secondary Districts: U2 U3



### SUBURBAN CENTERS

Primary Districts: U4 U5 U8 CI  
 Secondary Districts: ASF U2 U3 U3E U6  
 U7



### INDUSTRIAL CORE

Primary Districts: U6 U7 U8 CI  
 Secondary Districts: U1 ASF U2 U3 U4  
 U5



### CIVIC CORE

Primary Districts: CI  
 Secondary Districts: U1 U2 ASF U3