CITY OF EUCLID
MASTER PLAN
STEERING COMMITTEE MEETING #2
COMMUNITY VISION
• Favorite Places/SWOT Exercise
• Vision Themes
• Framework Maps
• Homework
• What’s Next
• **Favorite Places/SWOT Exercise**
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• What’s Next
Favorite Places/SWOT Exercise
Location-Based Exercise

• What are your **favorite and least favorite places** in Euclid?
  
  • These could be restaurants, parks, streets, or other places that are your favorite to visit
  
  • These could also be dangerous intersections, vacant buildings, or other places that you like least
Favorite Places/SWOT Exercise
Location-Based Exercise

• In addition to favorite and least favorite places, what places, intersections, streets, buildings, or areas are strength, weakness, opportunity, or threat areas?
Favorite Places/SWOT Exercise
Location-Based Exercise

• There are five maps around the room—one for each SWOT topic and for your favorite and least favorite places

• Take ten minutes to place up to three dots on each of the maps around the room
FAVORITE/LEAST FAVORITE PLACES

INSTRUCTIONS

Place three (3) green or blue dots on the board to indicate your favorite places in Euclid. These could include restaurants, businesses, neighborhoods, or parks that are your favorite to visit.

Place three (3) red dots on the board to indicate your least favorite places in Euclid. These could include vacant buildings, unsafe areas, or unattractive streets.

LEGEND

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

Downtown Euclid

Euclid Medical Institutions

Municipal Center

Lake Erie

Euclid
INSTRUCTIONS

Place three (3) green or blue dots on the board to indicate your favorite places in Euclid. These could include restaurants, businesses, neighborhoods, or parks that are your favorite to visit.

Place three (3) red dots on the board to indicate your least favorite places in Euclid. These could include vacant buildings, unsafe areas, or unattractive streets.

LEGEND

- Euclid
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Downtown Euclid
Euclid Medical Institutions
Municipal Center
INSTRUCTIONS

Place three (3) dots of any color on the board to represent unique places of strength in Euclid. These could include buildings, intersections, parks, or places.

LEGEND

- Euclid
- Parcels
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads
Questions?
Please take ten minutes to place your dots!

Markers are available if you want to write on the maps.
Favorite/Least Favorite Places
Strengths
Strengths

- Lakefront
- Major Employers
- Civic Core
- Parks and Metroparks
- East 222nd Street
- Institutions
Weaknesses
Threats
Weaknesses/Threats

- Aging Retail Strips
- Struggling Small Manufacturers
- Vacant or Low Occupancy Properties
- Streetscape Issues
Opportunities
Opportunities

• Western Neighborhoods
• Parks and Open Spaces
• Corridor Improvements
• Small Retail Areas
• Lakefront Opportunities
• Historic Potential
• Medical and Industrial Clusters
• Connections
• Downtown
Questions or Changes?
VISION THEMES
Vision Themes

• **Broad ideas** for how the community wants to grow in the next **five to ten years**

• The statements are the community’s **desired future** in words
  
  • Includes goals that further refine vision statements

• They represent initial **draft ideas** for discussion, changes, and additions
STAY

PRESERVE

ENGAGE

CONNECT

PROSPER

PLAY
STAY

The vision for housing and neighborhoods in Euclid is to preserve the characteristics that shape the community, stabilize the housing market, and address the desire for additional housing options—specifically for newer high end homes and strategies for aging in place.
Does this match your vision for housing and neighborhoods?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to housing and neighborhoods?
The vision for economic competitiveness is to sustain a multi-faceted economic base that enhances the existing manufacturing and health sectors, grows entrepreneurship, and attracts technology-oriented businesses.
Does this match your vision for economic competitiveness?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to economic competitiveness?
The vision for a high quality of life is to enhance parks and recreation, active retail centers, arts and culture, the vibrant Downtown, and an active lakefront. Memorial Park, Shore Cultural Centre, Euclid Public Library, Euclid Creek Reservation, and the Lakefront Parks as well as other amenities are some of the most compelling reasons to live in the City, and improving these assets provides the high quality spaces that attract residents.
Does this match your vision for quality of life?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to quality of life?
The vision for transportation is to connect Euclid internally and with the rest of the region. Euclid has a variety of options for residents and visitors to access parks, amenities, and institutions. Euclid should improve and enhance these existing transportation modes and create new opportunities for more multi-modal transportation networks.
Does this match your vision for transportation?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to transportation?
ENGAGE

The vision for neighborhood engagement is to foster a sense of shared community pride and involvement that builds social cohesion.
Does this match your vision for neighborhood engagement?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to neighborhood engagement?
PRESERVE

The vision for preservation 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 through innovative measures.
Does this match your vision for environmental preservation?

What are some of the strengths, weaknesses, opportunities, and threats that you identified that relate to environmental preservation?
What is missing?

Questions or Changes?
FRAMEWORK MAPS
Framework Maps

• Outline a framework for future location-based actions

• Four framework maps:
  • Connections Framework
  • Open Space Framework
  • Character Framework
  • Catalyst Framework
Framework Maps

• We will cover Character Framework today

• The other Framework maps are covered in your homework
CHARACTER FRAMEWORK

Reinforce Area Character
CHARACTER FRAMEWORK

Do these character area descriptions match what you would like to see in these areas in the future?
CHARACTER FRAMEWORK

Lakefront Neighborhoods
- Lakefront-oriented housing
- Variety of housing types and sizes
- Lakefront parks and open spaces
Central Neighborhoods

- Single-family core
- Smaller homes
- Multi-family on major roads
- Walkable character
CHARACTER FRAMEWORK

Hilltop Neighborhoods
- Single-family homes
- Suburban-style streets
- Strong tree canopy
CHARACTER FRAMEWORK

Civic Core
- Municipal functions
- Supportive of public life
CHARACTER FRAMEWORK

Downtown Euclid

- Heart of Euclid
- Active first-floor uses with regional draw
- Multi-story buildings
- Walkable character
CHARACTER FRAMEWORK

Neighborhood Centers
- Heart of neighborhoods
- Active first-floor uses with more local draw
- One- or two-story buildings
- Walkable character
Suburban Centers

- Heart of neighborhoods
- Active first-floor uses with more local draw
- One- or two-story buildings
- Suburban character
CHARACTER FRAMEWORK

Industrial Core

- Manufacturing uses
- Associated uses
- Transportation that supports manufacturing
CHARACTER FRAMEWORK
Questions or Changes?
HOMEWORK
COMMUNITY VISION WORKSHEET

STEERING COMMITTEE
SEPTEMBER 14, 2016

The Community Vision worksheet corresponds to sections from the Community Vision document. This worksheet is intended to gather input on sections of the document that could not be covered in the Steering Committee meeting.

THE FRAMEWORK MAPS

The document includes three framework maps and a comment area for each. The maps are described below and there is additional information in the Community Vision document available at www.tinyurl.com/EucSC2.

The Connections Framework map describes critical links that can better facilitate movement between neighborhoods, shopping centers, and jobs. These links include transit improvements, trail connections, and pedestrian paths.

Euclid's open spaces include parks, golf courses, and school sites. The Open Space Framework lays out these existing spaces, potential new spaces, proposed parks, and critical connections to link them.

The Catalyst Framework map describes areas that with investment and focus can become unique assets for Euclid. While the map describes a number of potential catalyst areas, others may rise to the foreground during the course of the Master Plan process.

INSTRUCTIONS

Please review the maps and descriptions and provide any comments or thoughts on the map. Feel free to write any notes, comments, changes, or questions on additional pages.

Please return any comments by September 21, 2016. You can type into the fillable PDF and email, scan and email your comments, type and email them, mail them to County Planning's office, or give them to Allison Lukacsy at Euclid City Hall.
POTENTIAL CATALYST AREAS

Catalyst Areas: places where public investments could spur private development, grow jobs, and stabilize neighborhoods

Community Gateways: major entrances to the City

LEGEND

- Community Gateways
- Potential Catalyst Areas

WHICH CATALYST AREAS SHOULD BE FOCUSES OF THE PLAN? (PICK ONLY 3)

A  East 185th
B  Western Neighborhoods
C  Dille and Euclid
D  Downtown Euclid
E  East 222nd
F  Lake Shore East
G  I-90 Corridor
H  Euclid Square Mall
I  East 260th
J  Willow Park Area
K  Bluestone Business Park
L  Euclid Avenue East
M  Providence Park

ARE THERE OTHER POTENTIAL CATALYST AREAS? GATEWAYS?
Homework

• Please return your comments via mail, type and scan them, hand them in to City hall, email them, or do the fillable worksheet

• Use additional sheets if you need more space

• Please return your comments by September 21, 2016
WHAT’S NEXT
Public Meeting #2
Current Conditions & Community Vision
October 4, 2016

We will be sending additional information and asking for your assistance with this meeting including advertising and participation.
Additional Feedback?
Write us an email!
Any additional comments, please email phewitt@cuyahogacounty.us
Thank you!
Questions & Discussion
County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE