CITY OF EUCLID
MASTER PLAN
PUBLIC MEETING #2
POLICIES
County Planning Team

• James Sonnhalter, Manager, Planning Services
• Patrick Hewitt, Senior Planner
• Alison Ball, Planner
• Kayla Kellar, Planning Intern
• Olivia Helander, Planning Intern
• Review of a Master Plan
• Public Meeting Results
• Citywide Goals & Actions
• Core Strategy Areas
• Gathering Feedback
• What’s Next
• Question & Answer
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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
The Euclid Master Plan: Six Steps

- **Current Conditions**
  - Community Survey
    - Community input on Master Plan topics and City services

- **Community Vision**
- **Policies**
- **Implementation**
- **Draft Master Plan**
The Euclid Master Plan: Six Steps

- **Community Vision**
  Broad goals for how the community wants to grow and develop in the future
The Euclid Master Plan: Six Steps

- **Policies**: Action steps to achieve the community’s desired future
The Euclid Master Plan: Six Steps

Implementation

Timelines, priorities, responsibilities, and potential funding sources for undertaking action steps
The Euclid Master Plan: Six Steps

Current Conditions
Community Survey
Community Vision
Policies
Implementation

Draft Master Plan
Combined and completed Master Plan document
PUBLIC MEETING RESULTS
ATTENDANCE

• More than 45 meeting attendees

ONLINE SURVEY

• 48 Completed Surveys

• Estimated more than 800 individual comments
VISION THEMES & CATALYST AREAS
RECURRING THEMES

Stay

• Home maintenance, homeownership, and vacant property reuse were popular topics

Prosper

• Euclid Square Mall and business outreach & assistance were important
• The Cuyahoga County Airport goal was unpopular and folded into another goal
• Special focus on small businesses
VISION THEMES

RECURRING THEMES

Play

• Enhancing neighborhood parks, improving the Lakefront, and bolstering Downtown were the most popular

• Desire for additional events, especially in business districts and supporting the City’s youth

Connect

• Especially interested in Lakefront connections and general trails

• Improvements to transit were the most common and repeated addition
RECURRING THEMES

Engage

• Desire for enhanced communication like a newsletter and enhanced website
• Improved government relations with residents including with police
• Strong desire for an improved Euclid image

Preserve

• Desire for pocket parks and green infrastructure
• Specific desire to see green improvements to the equalization tank site
UNIVERSAL THEMES

Likes:
• Neighborhood character
• Parks and recreation
• Easy access via I-90

Changes:
• Upkeep and maintenance
• Address vacancies
• Green space
• Complete and green streets
• Safety
CATALYST AREAS

RECURRING THEMES

LIKES:
• Local retail and restaurants

CHANGES:
• Improved aesthetics
• Building maintenance
• Filling vacancies

LIKES:
• Quaint houses

CHANGES:
• Planting trees
• Housing code enforcement and home maintenance
LIKES:
- Euclid Creek Reservation

CHANGES:
- Increased green space
- Access to the park and trails
- Safer streets and crossings

LIKES:
- Mix of residential and retail

CHANGES:
- Improved access to waterfront
- Streetscape improvements
CATALYST AREAS
RECURRING THEMES

CATALYST AREA: DOWNTOWN EUCLID

LIKES:
• Dining and entertainment

CHANGES:
• Traffic flow
• Safety for walking and biking
• More retail variety

CATALYST AREA: EAST 222ND

LIKES:
• Mix of government buildings
• Library

CHANGES:
• Street improvements
• Aesthetics and landscaping
CATALYST AREAS

RECURRING THEMES

LIKES:

• Central location

CHANGES:

• Creative reuse
• Potential for industry
• Needs more greenspace/trees

LIKES:

• Economic development potential
• Highway access

CHANGES:

• Market the area
CATALYST AREAS

RECURRING THEMES

CATALYST AREA:  
G  I-90 CORRIDOR

LIKES:
• Easy access
• Wind turbine

CHANGES:
• Building design standards
• Aesthetics

CATALYST AREA:  
L  EUCLID AVENUE EAST

LIKES:
• Varied comments on retail

CHANGES:
• More welcoming and inviting
CATALYST AREAS to CORE STRATEGY AREAS
Three Types of Actions

• Ongoing Actions
• Responsive Actions
• Proactive Actions
Tonight: The Highlights

• We will only be highlighting certain actions today

• Full documents are available on the City’s Master Plan website
STAY

PROSPER

PLAY

CONNECT

ENGAGE

PRESERVE
STAY

PROSPER

PLAY

CONNECT

ENGAGE

PRESERVE
PLAY

• **Goals** Covered Various Topics:
  
  • Enhancing Downtown and Neighborhood Centers
  
  • Using Events to Enliven Business Districts
  
  • Strengthening the Lakefront
  
  • Strengthening Parks & Recreation
PLAY

• Potential **Actions** to Address These:

  • Begin hosting more frequent Downtown Euclid Events to highlight the area’s unique art, retail, and restaurants
  
  • Make the improvements necessary to allow swimming at Sims Park
  
  • Work with property owners in Downtown, 185th, and 222nd to consider Special Improvement Districts (SIDs) to pay for physical improvements, safety patrols, and street cleaning
• Potential **Actions** to Address These:
  
  • Apply for grant funding to bring more events to current and planned waterfront parks
  
  • Develop a recreation board between the School District, YMCA, and City Recreation Department to coordinate programming
  
  • Work with the School District to develop an indoor recreation center as part of the High School redevelopment
  
  • Develop a Parks Master Plan that considers specific design improvements at smaller, neighborhood parks
CORE STRATEGY AREA
POLICIES
Development Principles
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 AND 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

• Construct an all-purpose trail along the eastern side of the street
USES AND ACTIVITIES

• Maintain a landscaped setback in the Civic Core to ensure public institutions are differentiated from residential or commercial uses.
COMFORT AND IMAGE

• Unify the corridor through consistent branding such as street 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
GATHERING FEEDBACK
FIFTEEN STATIONS

• Citywide Actions (6)
• Core Strategy Areas (8)
• Logo and Wayfinding (1)
<table>
<thead>
<tr>
<th>Vision Theme</th>
<th>Instructions</th>
<th>Goals</th>
<th>Potential Action</th>
<th>Feedback</th>
</tr>
</thead>
</table>

### 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 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.

#### Potential Action

<table>
<thead>
<tr>
<th>Enhance Retail Districts</th>
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<th>Strengthen the Lakefront</th>
<th>Enhance Parks and Recreation</th>
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<td>Work with property owners in Downtown, 18th, and 22nd to consider special leases to pay for physical improvements, safety patrols, and street cleaning.</td>
<td>Begin hosting more frequent Downtown events to highlight the area's unique art, retail, and restaurants.</td>
<td>Make the improvements necessary to allow swimming at Sims Park.</td>
<td>Develop a recreation board between the School District, YMCA, and City Recreation Department to coordinate programming.</td>
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COMMENTS?

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*Counts Planning*
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Enhance Retail Districts
- Work with property owners in Downtown, 185°, and 222° to consider special levies to pay for physical improvements, safety patrols, and street cleaning.

Enliven Retail Districts
- Begin hosting more frequent Downtown Furlil Events to highlight the area’s unique art, retail, and restaurants.

Strengthen the Lakefront
- Make the improvements necessary to allow swimming at Sciss Park.

Enhance Parks and Recreation
- Work with non-profit groups to apply for grant funding to bring more events to current and planned waterfront parks.
- Develop a recreation board between the School District, YMCA, and City Recreation Department to coordinate programming.
- Work with the School District to develop an indoor recreation center as part of the High School redevelopment.
- Develop a Parks Master Plan that considers specific design improvements at smaller, neighborhood parks.

Keep it!
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<td>Begin hosting more frequent Downtown Beach Events to highlight the area's unique art, retail, and restaurants</td>
<td>Make the improvements necessary to allow swimming at South Park</td>
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**Keep it!** →

**Change it!** →

**Comments** →

*Not a priority*

*This is very important*
**Core Strategy Area: East 185th Street**

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<td><img src="image3.png" alt="Image" /></td>
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<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
<tr>
<td>Redevelop the Lakeshore Chevy site</td>
<td><img src="image7.png" alt="Image" /></td>
<td><img src="image8.png" alt="Image" /></td>
<td><img src="image9.png" alt="Image" /></td>
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<td>Incentivize the rehabilitation of storefronts to provide spaces for start-up and small businesses</td>
<td><img src="image10.png" alt="Image" /></td>
<td><img src="image11.png" alt="Image" /></td>
<td><img src="image12.png" alt="Image" /></td>
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<tr>
<td>Improve the north and south entrances into the district</td>
<td><img src="image13.png" alt="Image" /></td>
<td><img src="image14.png" alt="Image" /></td>
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<tr>
<td>Enhance the corridor by investing in art, lighting, and murals</td>
<td><img src="image16.png" alt="Image" /></td>
<td><img src="image17.png" alt="Image" /></td>
<td><img src="image18.png" alt="Image" /></td>
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## CORE STRATEGY AREA: EAST 185TH STREET

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**CORE STRATEGY AREA: EAST 185**

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*Better lighting*
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/EuclidPM2Survey
OTHER IDEAS

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

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The survey will close April 16, 2017
WHAT’S NEXT
• Public Meeting #3 Implementation

We will identify partner agencies and groups, grants and loan programs, and estimated costs.

The next public meeting will ask for feedback on which actions are the most important.
## Public Meetings

### Tentative Schedule

<table>
<thead>
<tr>
<th>Meetings</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Meeting #1</td>
<td>Community Vision</td>
<td>October 4, 2016 <em>(Completed)</em></td>
</tr>
<tr>
<td>Public Presentation</td>
<td>Community Survey</td>
<td>November 16, 2016 <em>(Completed)</em></td>
</tr>
<tr>
<td>Meeting #2</td>
<td>Policies</td>
<td>April 4, 2017</td>
</tr>
<tr>
<td>Meeting #3</td>
<td>Implementation</td>
<td>July, 2017 <em>(tentative)</em></td>
</tr>
</tbody>
</table>
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?
Tell us what you think!
We are around the room to answer questions.