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**
  • Public Meeting Results
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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

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

Current Conditions
Community Survey
Community Vision
Policies
Implementation
Timelines, priorities, responsibilities, and potential funding sources for undertaking action steps
Draft Master Plan
The Euclid Master Plan: Six Steps

- Current Conditions
- Community Survey
- Community Vision
- Policies
- Implementation

Draft Master Plan
Combined and completed Master Plan document
ATTENDANCE

• More than 50 meeting attendees

ONLINE SURVEY

• 115 Completed Surveys

• Estimated more than 400 individual comments
VISION THEME:
PLAY

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

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

<table>
<thead>
<tr>
<th>Core Strategy Area: East 185th Street</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enhance Retail District</strong></td>
</tr>
<tr>
<td>Begin housing more frequent downtown events to highlight the area's unique art, music, and restaurants.</td>
</tr>
<tr>
<td><strong>Strengthen the Lakeshore</strong></td>
</tr>
<tr>
<td>Make the improvements necessary to allow swimming at Lake Erie.</td>
</tr>
<tr>
<td><strong>Reinvigorate the Lakeshore Beach</strong></td>
</tr>
<tr>
<td>Incentivize the rehabilitation of storefronts to provide spaces for entrepreneurs and small businesses.</td>
</tr>
<tr>
<td><strong>Improve the north and south entrances to the district</strong></td>
</tr>
<tr>
<td>Enhance the community by creating art, lighting, and murals.</td>
</tr>
</tbody>
</table>

**Keep It**

**Change It**

**Comments?**
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”
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
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
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
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

• East 222\textsuperscript{nd} Street
• East 185\textsuperscript{th} Street
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CORE STRATEGY AREAS

RECURRING THEMES

East 222nd

• Added: Clear maintenance component to developing pocket parks
• Added: Clearly marked crosswalks
• Added: Reconstruct East 222\textsuperscript{nd} 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
<table>
<thead>
<tr>
<th>Goals and Actions</th>
<th>Projected Timeline and Priority</th>
<th>Responsible Parties &amp; Partners</th>
<th>Est. Cost</th>
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Goals and actions linked directly to the appropriate page

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How long it will take to accomplish this action
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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### 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
- Cleveland Institutions
- Euclid YMCA
- Higher Education Institutions
- Heights Community Congress
- Home Repair Resource Center
- The Housing Center
- Neighborhood Groups
- Qualified Non-Profits
- Private Property Owners and 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
- 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

Links to a symbol legend
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
Priority level to show which action should be undertaken first  
(More Stars = Higher Priority)

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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 Area is one of your highest priorities, check a box in the green box. Remember, you have a limited number of checks to use. After you prioritize, you can select your highest priority areas, so only mark your highest priority areas.

#### East 22nd Street

<table>
<thead>
<tr>
<th>Core Strategy Area Goal</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal:</strong> Implement a housing strategy that promotes affordable housing.</td>
<td>(Check a box in the green box if this is one of your priorities)</td>
</tr>
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</table>

#### Stay

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<tr>
<th>Core Strategy Area Goal</th>
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<tr>
<td><strong>Goal:</strong> Increase homeownership rate to stabilize housing.</td>
<td>(Check a box in the green box if this is one of your priorities)</td>
</tr>
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#### Prosper

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<tr>
<th>Core Strategy Area Goal</th>
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<tbody>
<tr>
<td><strong>Goal:</strong> Create business districts and three shopping areas.</td>
<td>(Check a box in the green box if this is one of your priorities)</td>
</tr>
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</table>

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### Goal Prioritization

If the goal is one of your highest priorities, please put a check next to the goal. If you think the goal is one of your highest priorities, please select one of the goals you think is important. Remember, you have a limited number of checks to use.
### 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, please place a dot in the green box. 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

<table>
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<th>Goal</th>
<th>Priority?</th>
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<tr>
<td>Enforce the repair, maintenance, and code compliance of existing</td>
<td></td>
</tr>
<tr>
<td>housing and neighborhoods.</td>
<td></td>
</tr>
<tr>
<td>(Action Example: Develop a housing maintenance and inspection program to ensure homes for senior citizens)</td>
<td></td>
</tr>
<tr>
<td>Increase the homeownership rate to stabilize housing.</td>
<td></td>
</tr>
<tr>
<td>(Action Example: Develop a homeownership program to assist new</td>
<td></td>
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<tr>
<td>home buyers in obtaining financing.)</td>
<td></td>
</tr>
<tr>
<td>Reuse vacant, underutilized residential properties.</td>
<td></td>
</tr>
<tr>
<td>(Action Example: Develop a program to redevelop vacant properties,</td>
<td></td>
</tr>
<tr>
<td>targeting affordable housing opportunities.)</td>
<td></td>
</tr>
<tr>
<td>Implement a housing strategy that promotes diverse housing options</td>
<td></td>
</tr>
<tr>
<td>and allows for aging in place. (Action Example: Identify and</td>
<td></td>
</tr>
<tr>
<td>allocate existing nonprofit housing to allow seniors to age in</td>
<td></td>
</tr>
<tr>
<td>place.)</td>
<td></td>
</tr>
<tr>
<td>Strategically invest in struggling neighborhoods by investing in</td>
<td></td>
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<tr>
<td>housing and in the amenities that provide a strong sense of place.</td>
<td></td>
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<tr>
<td>(Action Example: Develop citywide development strategies that can</td>
<td></td>
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<td>support the needs of low-income households.)</td>
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<td>Conduct business outreach and streamline assistance for</td>
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<tr>
<td>retention, succession, and expansion of existing businesses.</td>
<td></td>
</tr>
<tr>
<td>(Action Example: Develop a business retention and expansion program</td>
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<tr>
<td>aimed at growing employment.)</td>
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<tr>
<td>Grow Buckhead’s health industry and supporting businesses.</td>
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<tr>
<td>(Action Example: Create partnerships with health care providers</td>
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<td>that will support the development of a health care center.)</td>
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<tr>
<td>Strengthen and connect the manufacturing sector through</td>
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<tr>
<td>industry-supporting workforce development, as well as marketing and</td>
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<tr>
<td>branding the manufacturing along the I-95 corridor. (Action</td>
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<td>Example: Support the development of an industrial park.)</td>
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<td>Support small businesses, entrepreneurs, and startups as a way</td>
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<td>to grow jobs and support livability.</td>
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</tr>
<tr>
<td>(Action Example: Develop a small business resource center.)</td>
<td></td>
</tr>
<tr>
<td>Attract new investment through business-supporting</td>
<td></td>
</tr>
<tr>
<td>infrastructure. (Action Example: Partner with regional colleges to</td>
<td></td>
</tr>
<tr>
<td>increase STEM presence in Buckhead)</td>
<td></td>
</tr>
</tbody>
</table>

**COMMENTS:**
# 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 the 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

<table>
<thead>
<tr>
<th>Goal</th>
<th>Priority? (Place a dot in the green box if this is one of your priorities)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enforce the repair, maintenance, and code compliance of existing housing and neighborhoods</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>Increase the homeownership rate to stabilize housing</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>Reuse vacant, underutilized residential properties</td>
<td></td>
</tr>
<tr>
<td>Implement a housing strategy that promotes diverse housing options and allows for aging in place</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>Strategically invest in struggling neighborhoods by investing in housing and in the amenities that provide a strong sense of place</td>
<td>![Green Dot]</td>
</tr>
</tbody>
</table>

## Prosper

<table>
<thead>
<tr>
<th>Goal</th>
<th>Priority? (Place a dot in the green box if this is one of your priorities)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduct business outreach and streamline assistance for retention, succession, and expansion of existing businesses</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>Grow Oakland's health industry and supporting businesses</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>Strengthen and connect the manufacturing sector through industry-supporting infrastructure, as well as marketing and branding the manufacturing along the I-98 corridor</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>Support small businesses, entrepreneurs, and startups as a way to grow jobs and support the local economy</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>Attract new investment through business-supporting infrastructure</td>
<td></td>
</tr>
</tbody>
</table>
# 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
  - Enhance the corridor by investing in public art, lighting, and murals
  - Redevlop the Lakeshore Cherry site at East 185th and Naiainn Avenue
  - Incentivize the rehabilitation of store fronts to provide spaces for start-up and small businesses
  - Improve the north and south entrances into the district
  - Encourage shared parking among business owners

### Core Strategy Area Goals

- **Core Strategy Area Goals**
  - Unify the corridor through consistent branding such as institutional signs, decorative sidewalks, banners, lighting, & curving 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 biofiltration 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

- Provide improved public access to Lake Erie
- Elevate the corridor by investing in public art, lighting, and murals
- Redevelop the Lakshore Cherry site at East 185th and Nielson 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

### EAST 222ND STREET

- 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 storefront 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 biofiltration 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
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

The survey will close July 23, 2017
WHAT’S NEXT
# Public Meetings

## Tentative Schedule

<table>
<thead>
<tr>
<th>Meetings</th>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<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 <em>(Completed)</em></td>
</tr>
<tr>
<td>Meeting #3</td>
<td>Implementation</td>
<td>July 12, 2017</td>
</tr>
</tbody>
</table>
• **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?
Tell us what you think!

We are around the room to answer questions.