



CITY OF EUCLID

MASTER PLAN

February 5, 2018



County Planning

Cuyahoga County Planning Commission

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About County Planning

The Cuyahoga County Planning Commission's mission is to inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.

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APPENDIX A: COMMUNITY SURVEY RESULTS



SECTION 1



INTRODUCTION

Welcome to the Euclid Master Plan. This document outlines the path for growth and change in Euclid over the next decade. The Master Plan lays out current conditions, community input, policies to undertake, and potential partners for action. It was completed over the course of a year and included input from hundreds of residents and business owners.

WHAT'S IN THIS SECTION?

The Introduction section outlines the history of Euclid, the planning documents that were completed prior to the Master Plan, and context maps. It also includes a summary of the planning process and public involvement components.

HOW DO I USE IT?

The Introduction section is an overview of the process and the City. Use it to understand previous studies and plans and how they fit into the current Master Plan.

CITY HISTORY

The Township of Euclid—part of the Connecticut Western Reserve—was established by Moses Cleaveland and employees of the Connecticut Land Company in 1809. Euclid is named for the Greek mathematician who worked during the third-century BCE. Initially, Euclid was a farming community, and was profitable in wheat and table grapes. The area was also home to salt, lumber and grain production.

EARLY GROWTH

In the early 1800s Euclid's growth and prosperity eclipsed nearby Cleveland, though Cleveland's dominance was secured with the completion of the Ohio Canal in 1827. In 1850, Euclid's first train tracks were built, which opened the door for future industrial growth. This included a robust bluestone mining operation, which brought wealth to the Township in the late 19th century. The Township became a Village in 1903, and by 1930, with a population of 12,753, the City of Euclid was incorporated.

A HISTORY OF PLANNING

In 1926, Euclid was the namesake community of the Supreme Court Case of *Euclid v. Ambler*, which confirmed that zoning codes were constitutional. This case allowed Euclid and other communities to plan and regulate the growth of residential neighborhoods and commercial and industrial centers.

AN INDUSTRIAL HUB

Euclid's long history as both an industrial center and a bustling, residential suburb, is unique among Cleveland suburbs. Many great industrialists have lived and worked in Euclid, and contributed to its growth. Charles Francis Brush, born 1849, was raised on his parents' farm in Euclid, and went on to create the arc lighting system, which brought the first electric light to streets around the world in the early 20th century. James F. Lincoln founded Lincoln Electric in 1895, a business that has continued to thrive and expand into the present day. Besides various advancements in arc welding and motor

construction, the Lincoln brothers made important innovations in labor management practices and employee benefits. The company, along with other industrial firms in the City, came into high demand during the second World War. Lincoln Electric continued to expand, and is now a global leader in the welding industry, with a robust international presence. The company's headquarters remain in Euclid, and have served the City as a stable employment center for over 100 years.

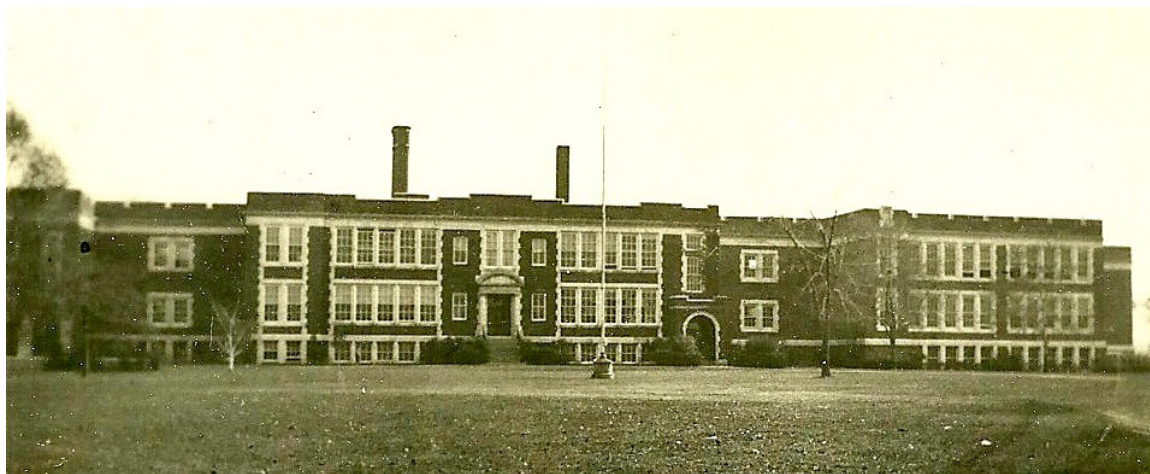
POST-WAR PROSPERITY

The City of Euclid experienced significant growth under the longtime leadership of Mayor Kenneth J. Sims (Mayor from 1938 until 1971). During his time in office, Euclid was transformed from a financially strapped City to a booming suburb. During this time, the City's population increased six-fold, and many new homes and businesses were built in the area. The area's flat land and conveniently located rail lines made the City an ideal place for industry to grow in the post-war era. The construction of the interstate highway made Euclid even more desirable for industry and commuting residents alike.

The history of the City has been shaped by the cultural identities that its residents have brought to the area. Historically, Euclid had



Source: John Lennon



Source: Susan Herrle

representatives of many European ethnic groups, though Slovenes have been especially well represented. Since the 1980s, a strong African American community has grown in the City.

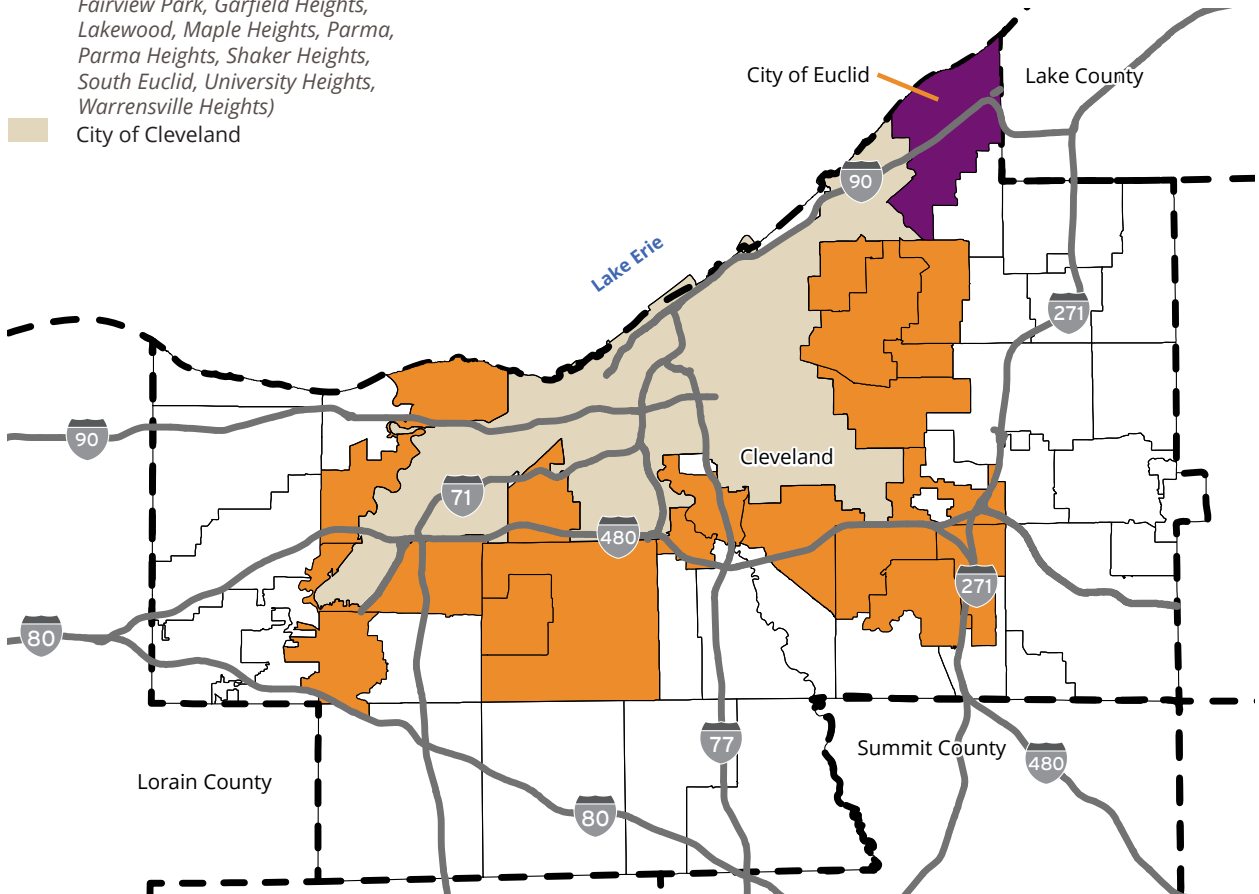
EUCLID TODAY

Today, Euclid remains a large, inner-ring suburb with strong neighborhoods, increasing lakefront amenities, a growing Downtown, and a strong industrial core that makes Euclid the City with the 3rd highest number of manufacturing jobs in the County.

MAP 1 REGIONAL CONTEXT

LEGEND

- Euclid
- First Suburbs
(Bedford, Bedford Heights, Berea, Brook Park, Brooklyn, Brooklyn Heights, Cleveland Heights, Cuyahoga Heights, East Cleveland, Fairview Park, Garfield Heights, Lakewood, Maple Heights, Parma, Parma Heights, Shaker Heights, South Euclid, University Heights, Warrensville Heights)
- City of Cleveland
- Other Communities
- County Borders



The City of Euclid (in purple on Map 1) is located in the eastern part of Cuyahoga County and abuts Lake Erie and the Cuyahoga County line. Euclid borders the Cities of Richmond Heights, South Euclid, and Cleveland in Cuyahoga County as well as Willowick, Wickliffe, and Willoughby Hills in Lake County.

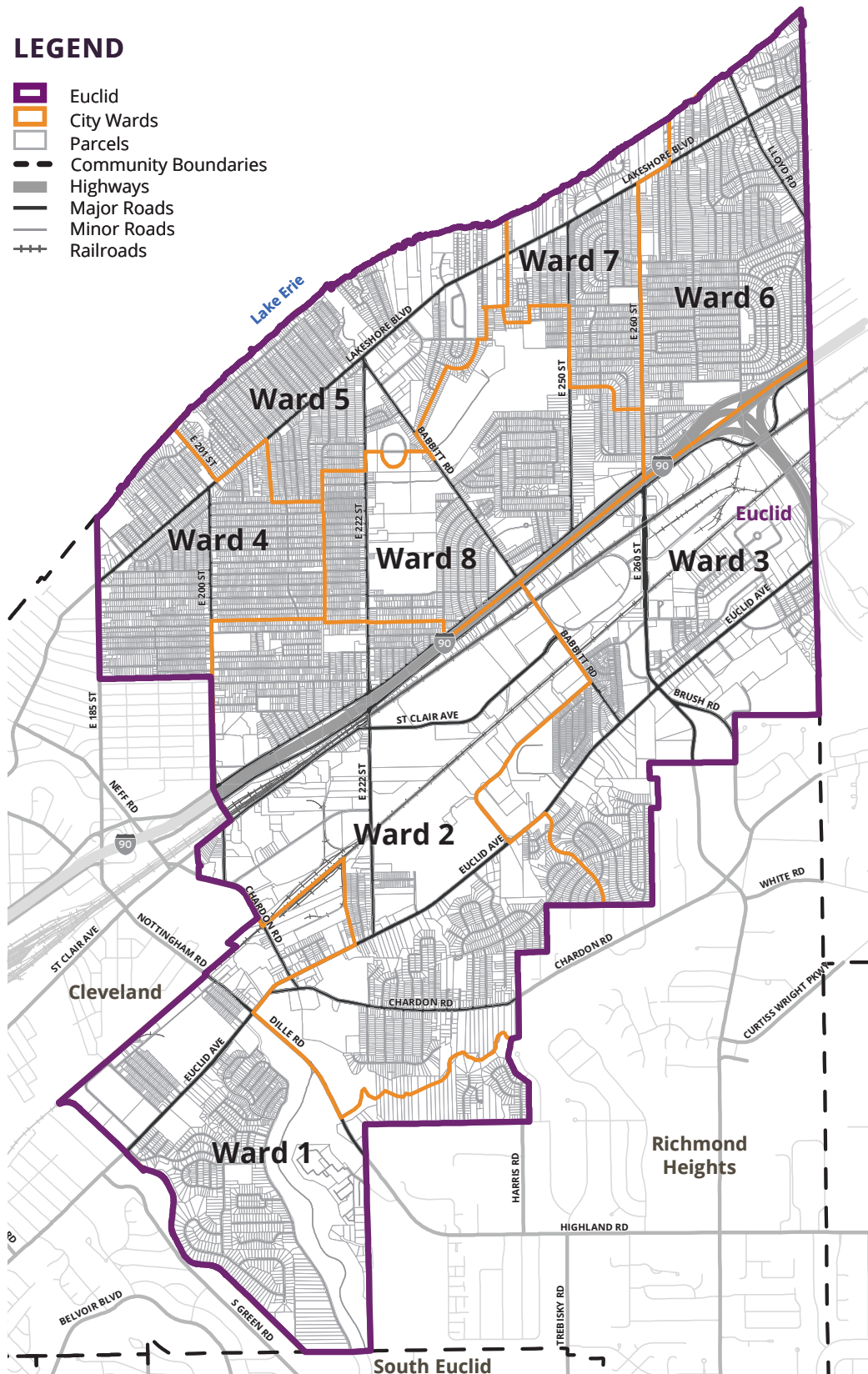
are located in close proximity to Cleveland. These communities share common characteristics due to similar development patterns.

The map showcases the members of the First Suburbs Consortium, a group of communities that were mostly built prior to 1960 and which

MAP 2 PLANNING CONTEXT

LEGEND

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



PREVIOUS PLANS

The City of Euclid has a number of recent corridor plans, area plans, and school plans, as well as an existing Master Plan dating from 1996. These documents were reviewed as part of this analysis, and a map on page 14 displays the locations and focus areas of these plans.

EAST 185TH STREET CORRIDOR TLCI PLAN, 2016



This plan covered the East 185th Street business district straddling Euclid and Cleveland. The plan's recommendations included gateways at the district's north and south ends, streetscape enhancements, redevelopment scenarios, and potential greenspace additions.

EUCLID CITY SCHOOLS SAFE ROUTES TO SCHOOL TRAVEL PLAN, 2015



This plan was created under the Ohio Department of Transportation's Safe Routes to School program. The document outlined current Euclid City Schools programs to encourage safe travel, identified impediments to safe travel, and provided countermeasures to address them.

DESTINATION EUCLID: THE EUCLID AVENUE RECREATIONWAY CORRIDOR, 2013



This plan covered the entirety of Euclid Avenue in the City and recommended the development of a series of small, mixed-use centers linked by a recreational trail that would replace travel lanes on Euclid. The document also included funding and implementation recommendations.

MEMORIAL PARK CONCEPT PLAN, 2011



The plan provided design guidelines, recommended changes, and cost estimates for Memorial Park improvements, including the construction of new courts and fields, improved amenities like paths and benches, updates to the pool and ice rink, and traffic reconfigurations, among others.

WATERFRONT IMPROVEMENTS PLAN, 2009



The Waterfront Improvements Plan is a multi-phase plan for revitalizing Euclid's Lake Erie waterfront. The plan aimed to expand public access, create new beaches, enhance plant and animal habitat, improve trail connections, and develop a public marina. The plan also included existing environmental conditions and implementation recommendations.

DOWNTOWN EUCLID TLCI TRANSPORTATION AND REDEVELOPMENT PLAN, 2007



The plan provided recommendations for strategic development in the City's historic Downtown that included traffic improvements, street reconfigurations, amenities for cyclists, and beautification efforts. The Plan also outlined a development scenario for new construction that would yield a vibrant, walkable Downtown Euclid.

MASTER PLAN, 1996



The City's 1996 Master Plan focused on two specific issues rather than being comprehensive. The plan covered neighborhood livability through parks and recreation, and protecting and expanding the City's economic base. Issues of the time, such as housing stock decline, loss of industrial jobs and inadequate parks, were addressed.

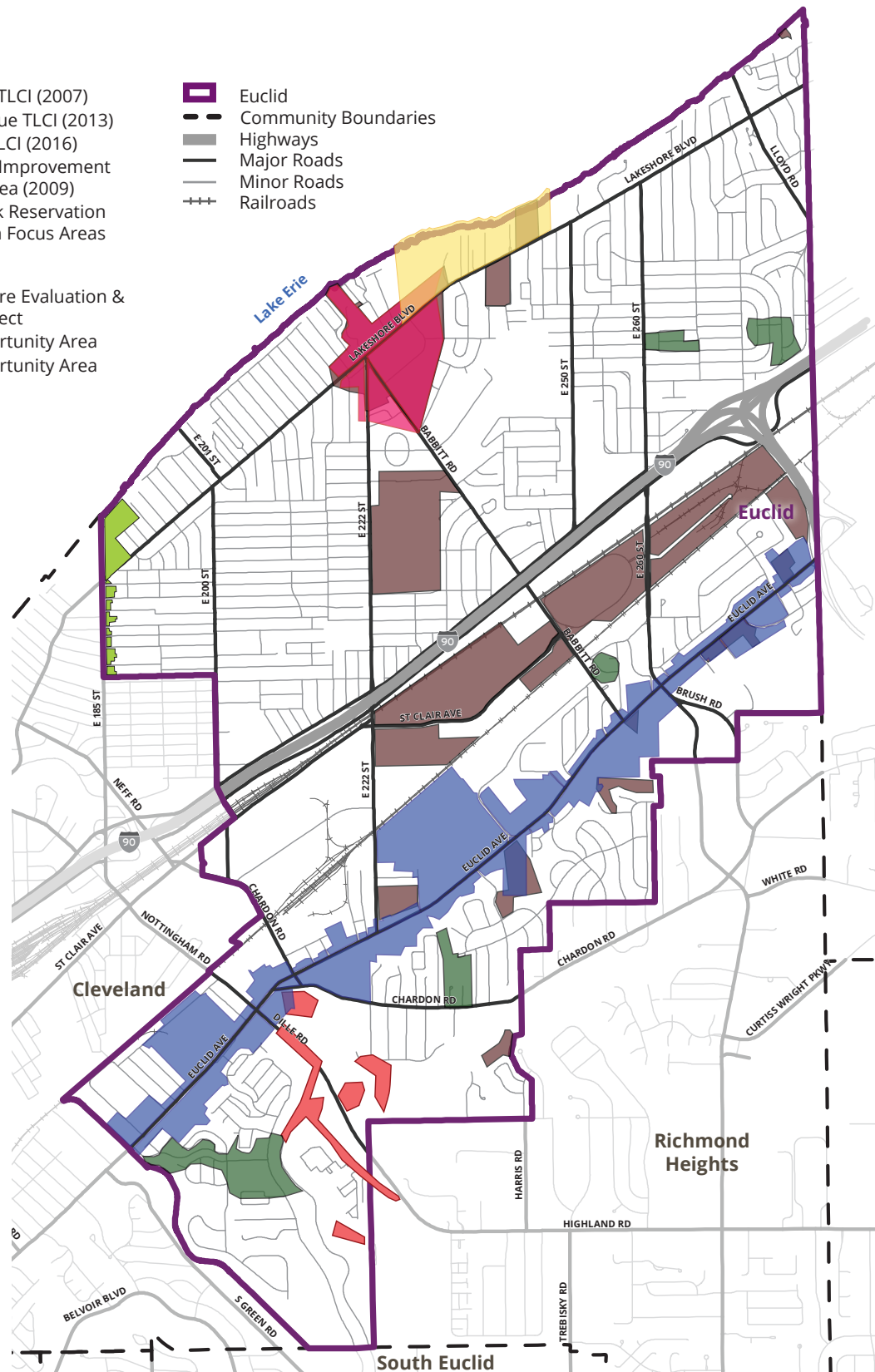
MAP 3 EXISTING PLANNING AREAS

LEGEND

- | | |
|---|--|
| Downtown TLCI (2007) | Euclid |
| Euclid Avenue TLCI (2013) | Community Boundaries |
| East 185 th TLCI (2016) | Highways |
| Waterfront Improvement Planning Area (2009) | Major Roads |
| Euclid Creek Reservation Master Plan Focus Areas (2015) | Minor Roads |
| | Railroads |

Green Infrastructure Evaluation & Enhancement Project

- | |
|--|
| Tier 1 Opportunity Area |
| Tier 2 Opportunity Area |



REGIONAL PLANS

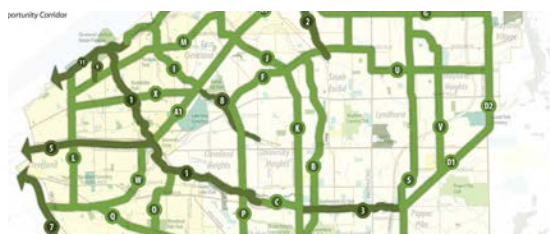
In addition to local plans, Euclid has been an active participant in a number of regional plans. Understanding the regional context is critical to ensuring that efforts undertaken in Euclid are done in coordination with surrounding communities to eliminate duplicate efforts and support cohesive planning.

CUYAHOGA COUNTY HOUSING STUDY, 2015



County Planning and Cleveland State conducted a Countywide housing study that evaluated demographic trends, supply & demand, and other factors to determine housing market strength for the County. The plan outlined best practices for community housing policies as the basis for a Countywide housing strategy.

EASTSIDE GREENWAY PLAN, 2015



The Eastside Greenway was a transportation study covering eastern Cuyahoga County. The plan outlined existing and potential greenways that could better connect residents to jobs, recreation, services, commercial centers, and natural resources.

EUCLID CREEK RESERVATION MASTER PLAN, 2015



The City of Euclid contains a large portion of the Cleveland Metroparks Euclid Creek Reservation. In 2015, Metroparks developed a plan for Euclid Creek Reservation, which included new trails to the Lakefront, improved signage, intersection improvements, fitness stations, and environmental protection efforts.

PLANNING PROCESS

The Master Plan process included numerous opportunities for public involvement to ensure that the plan reflected the concerns, ideas, and priorities of residents and business owners. Each phase included the involvement of City staff and the public.

PROJECT TEAM AND STEERING COMMITTEE

The planning process included the involvement of two bodies to review the Master Plan in detail before information was presented to the public. The Project Team was comprised of City staff and public officials with an in-depth knowledge of the day-to-day concerns of residents. The Steering Committee was comprised of a small group of residents, business owners, and property owners that represented a cross-section of the City.

The inclusion of these groups was important in confirming that the data, ideas, and policies to be presented were appropriate for Euclid. The involvement of the Project Team and Steering Committee also assisted in identifying areas of the plan that should be presented to the public for further feedback.

The Project Team and Steering Committee each met five times throughout the process.

PUBLIC MEETINGS

The Euclid Master Plan included three public meetings throughout 2016 and 2017 to allow community members the opportunity to provide input on the plan recommendations.

Meeting information was posted on the City's website, announced at City Council meetings, posted on social media, and distributed to various groups and mailing lists.

PUBLIC MEETING 1

The first public meeting was held October 4, 2016 at Arbor Elementary School.

Representatives from County Planning introduced residents to the planning process, described the groups involved, reviewed Current Conditions information, and gave an overview of the Community Vision statements and goals. Members of the public were asked to review boards that included the vision statements and potential focus areas, and comment on what they liked about those visions/areas and what they would like to change.

PUBLIC MEETING 2

The second public meeting was held March 4, 2017 at Central Middle School.

At this meeting, County Planning described the results of the first public meeting, introduced Core Strategy Areas, and outlined the proposed goals and action items to help the community accomplish their vision. Residents were asked to place a dot on each action indicating whether they wanted to "Keep It" or wanted to "Change It." If residents wanted to change something, they were asked to write down their suggestions.



Source: County Planning

PUBLIC MEETING 3

The third and final public meeting was held July 12, 2017 at Shoreview Elementary School.

At the final public meeting, County Planning presented changes to the goals and actions from the previous meeting. Residents were then given a limited number of dots to indicate their highest priority areas and actions. Because they were given a limited number of dots, residents were forced to select only their top priorities. They were also given the opportunity to write down comments.

ONLINE FEEDBACK

Information from each public meeting was posted on the City's website and a link was provided to an online survey mirroring the public meeting. Each survey was open for at least a week to allow those unable to attend the meeting to participate.

USING THE RESULTS

County Planning used the results from the public meetings to make changes to the Master Plan. After presenting information to the public, the Master Plan documents were changed and



Source: County Planning

updated to incorporate feedback from the public.

At the second and third public meetings, County Planning presented the results of the public meetings and showcased the changes that were made to ensure the public was aware of how the plan was responsive to their comments.



Source: County Planning





SECTION 2

CURRENT CONDITIONS

Many factors affect a community's future, including population and housing trends, employment patterns, proximity to transit, and government finances. The Current Conditions section provides an overall assessment of trends in Euclid.

WHAT'S IN THIS SECTION?

This section includes a series of data sources and public inputs that give context for the community Master Plan. Below is a list of these four analyses.

- Community Profile, page 21
- Transportation & Infrastructure Profile, page 39
- Land Use Profile, page 53
- SWOT Analysis, page 61

This section's data comes from numerous sources, including the U.S. Census' American Community Survey, Cuyahoga County, the US Postal Service, and the City of Euclid.

HOW DO I USE IT?

The Current Conditions section gives a baseline understanding of the community. This data was used to inform the Master Plan's goals and actions. You can use this information to get a better understanding of community issues and opportunities.

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COMMUNITY PROFILE

The Community Profile covers issues such as demographics, housing, taxes, and employment. It describes who lives in Euclid, the type of housing they live in, and the type of work they perform.

WHAT'S IN THIS SECTION?

Demographics

- Population, page 22
- Density, page 23
- Households, page 24
- Race and Ethnicity, page 25
- Educational Attainment, page 26
- Schools, page 27
- Income, page 28

Housing

- Housing Units, page 29
- Sales, page 30
- Housing Market, page 31

- Rent & Affordability, page 33
- Tenure & Occupancy, page 32
- Neighborhood Profiles, page 34

Taxes and Employment

- Income Tax, page 36
- Property Tax, page 37
- Employment Profile, page 38

POPULATION

Land use and municipal service needs are influenced by population size, household composition, and growth trends. Euclid's population peaked in 1970; however, the most recent American Community Survey data from the Census show a slight increase in population between 2009 and 2014.

Euclid's population generally follows Countywide patterns with larger school-age and middle-age populations. Unlike the County and the First Suburbs, however, the City's population is growing among children and adults age 35 to 64, and shrinking among millennials and seniors.

Figure 1
Percent Population Change Compared to 1950

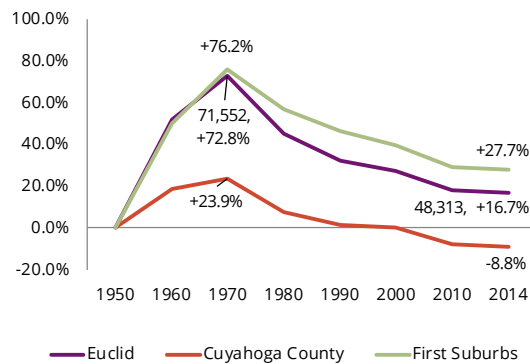


Figure 2
Population Pyramid, 2014

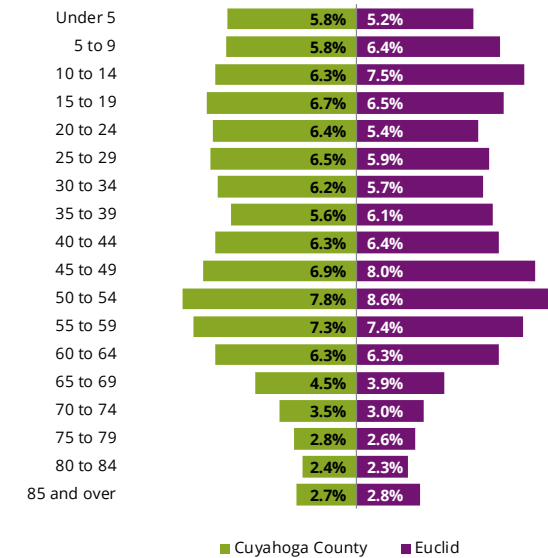
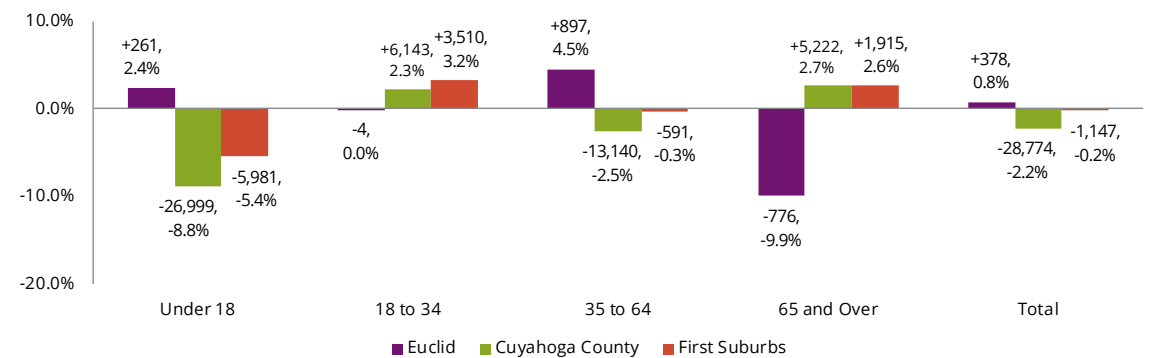


Figure 3
Numeric and Percent Change in Age Group, 2009-2014



Page Sources: *Historic Census Populations of All Incorporated Ohio Places*, Ohio Dept. of Development; *American Community Survey*, B01003, B01001

DENSITY

Population density is the measure of population in a give unit of area. Areas of higher density can more easily support walkable amenities such as restaurants and retail, and sometimes can have different needs such as greater transit frequencies.

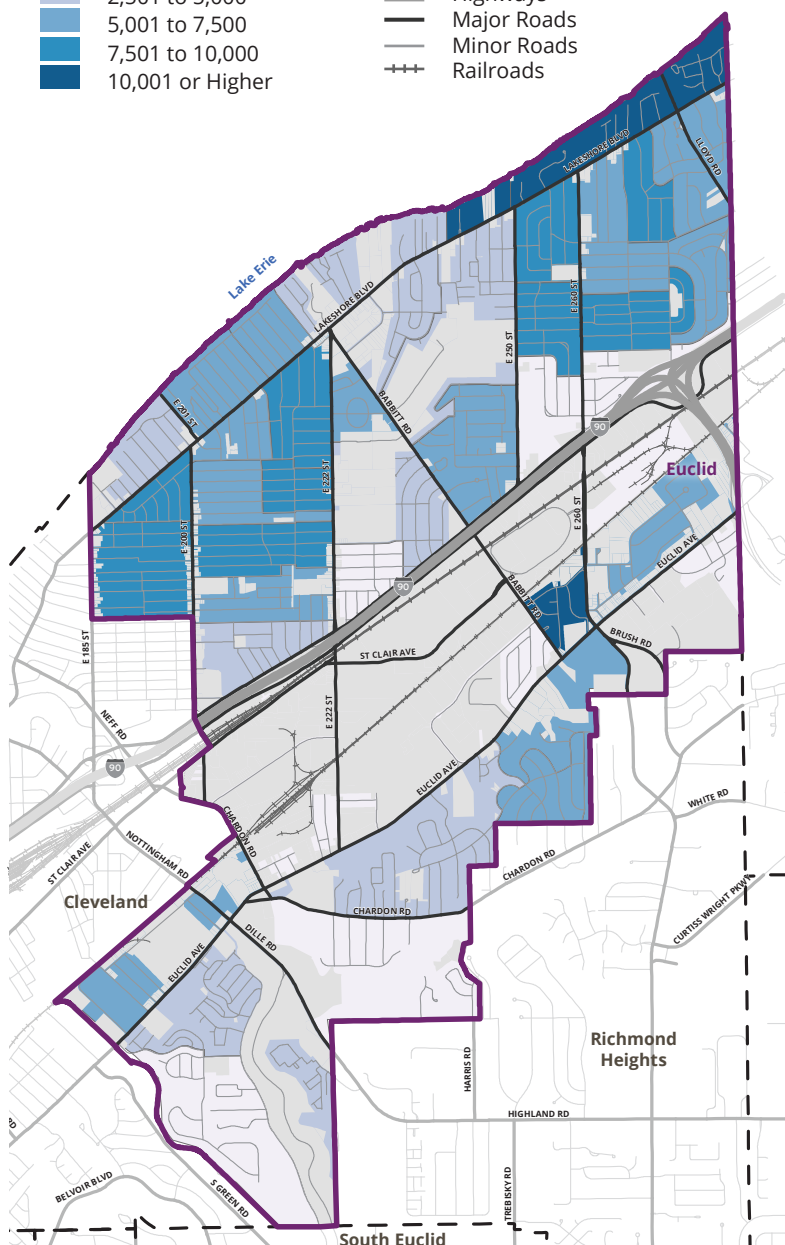
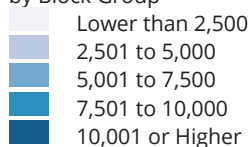
Population density in Euclid displays a higher density in neighborhoods as they get closer to the Lake, with especially high densities in areas with large high rise buildings on Lake Shore Boulevard.

The population density in neighborhoods south of I-90 is generally lower than areas north; however, the area between Babbitt Road, East 260th Street, and Euclid Avenue also contains a high density of people. The area south of I-90 is characterized by greater tree coverage, fewer homes, more suburban style streets, and more single-family districts that contribute to the lower density.

MAP 4 POPULATION DENSITY

LEGEND

Population per Square Mile
by Block Group



HOUSEHOLDS

The Census defines a household as any person or group of people living together in a residence regardless of relationship. It may consist of a person living alone or of multiple related and/or unrelated individuals living together.

In Euclid the number of households decreased between 2000 and 2009 at a faster rate than

the County before increasing between 2009 and 2014. The City's average household size is smaller than the County or First Suburbs, and the number of smaller households is increasing while larger households are decreasing.

Figure 4
Percent Household Change Compared to 2000;
and Total Households, 2014

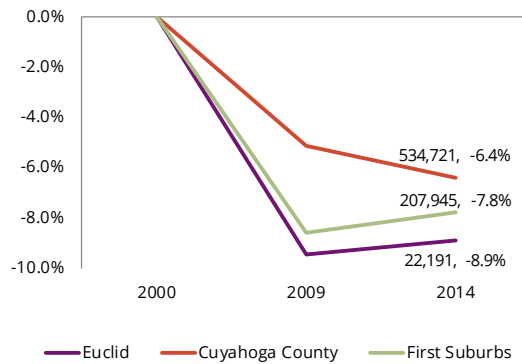


Figure 5
Average Household Size

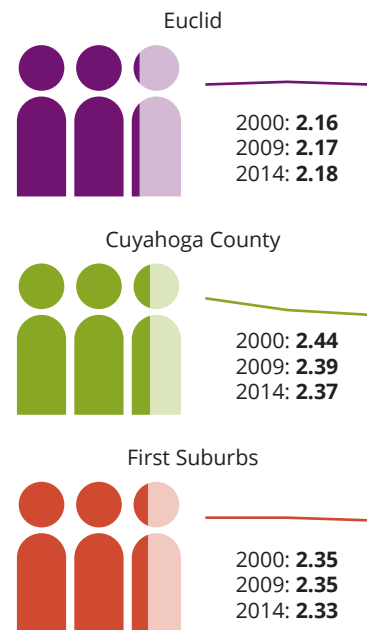
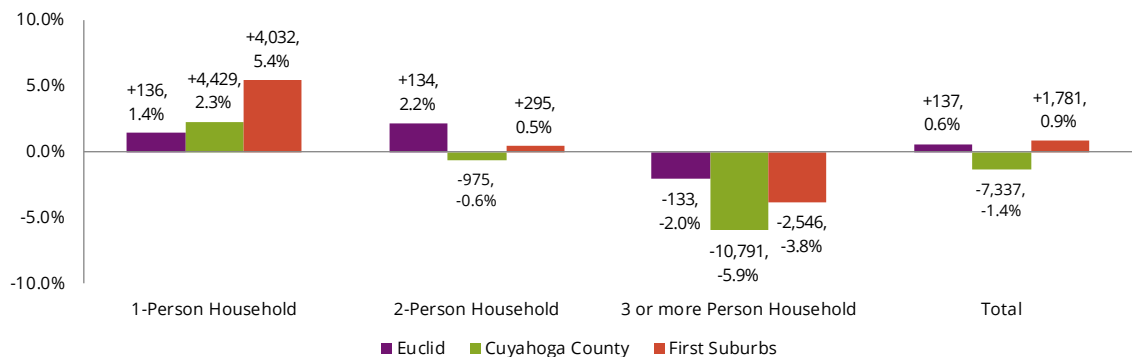


Figure 6
Numeric and Percent Change in Households by Household Size, 2009-2014



Page Sources: U.S. Census Bureau, P015; American Community Survey, B11001, B25009

RACE AND ETHNICITY

The racial and ethnic composition of a community can help to inform policy and program decisions. For this analysis, residents identifying as Hispanic were counted as a separate group.

Unlike Cuyahoga County and the First Suburbs, Euclid is a majority-minority community with more than half of residents identifying as Black.

As recently as 2009, a majority of residents identified as White, indicating a rapid demographic shift.

Unlike the County or First Suburbs, Euclid has not seen an increase in Hispanic residents.

Figure 8
Race and Ethnicity, 2014

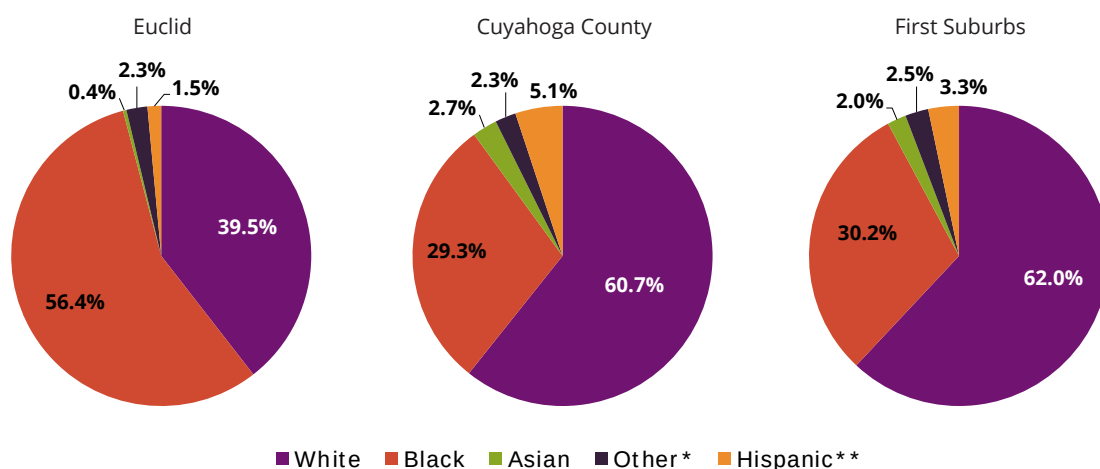
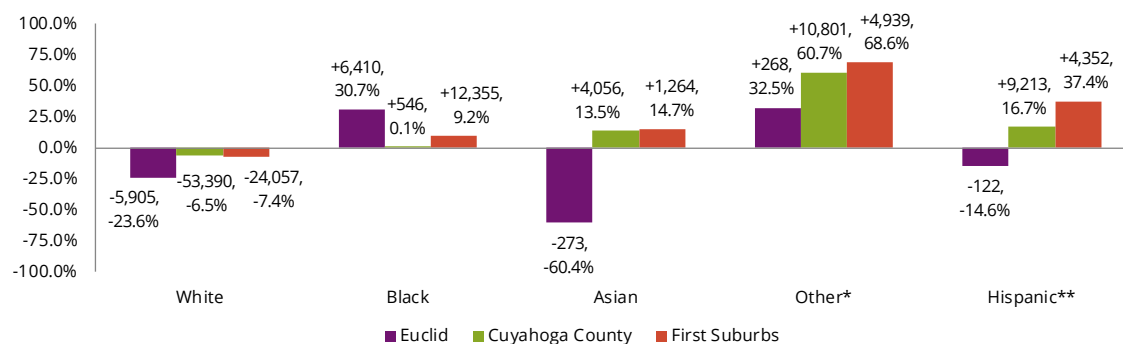


Figure 7
Numeric and Percent Change in Race and Ethnicity, 2009-2014



Source: American Community Survey, B03002

*Other includes American Indian and Alaskan Native, Native Hawaiian and Other Pacific Islander, Some Other Race, and Two or More Race populations as defined by the U.S. Census Bureau

**For this analysis, Hispanics are counted separately from other races

EDUCATIONAL ATTAINMENT

Higher educational attainment is often correlated with higher incomes, which can strengthen a community's economy. More than ½ of Euclid's population has some college education; however, this is slightly lower than the County or First Suburbs.

Trends show Euclid becoming slightly more educated as the increase among those with a Bachelor's/some college outweighed decreases among all other groups. Euclid's population with less than a High School Diploma was steady while decreasing quickly elsewhere, and Euclid saw a decrease among those with a Master's/Higher while increasing elsewhere.

Figure 10
Educational Attainment, 2014

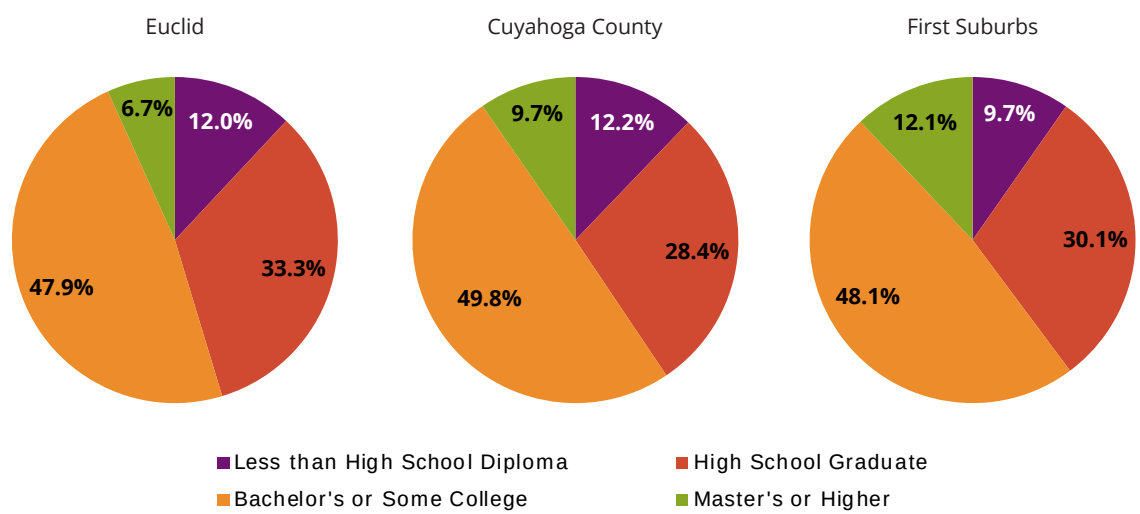
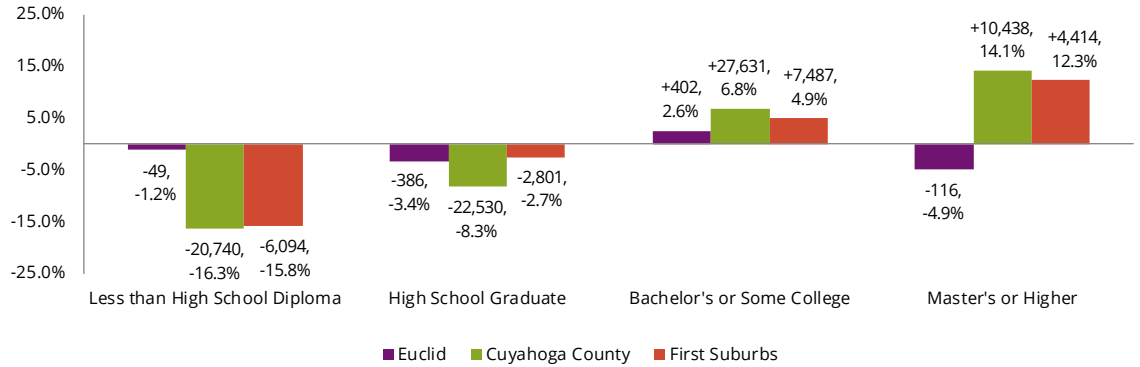


Figure 9
Numeric and Percent Change in Educational Attainment, 2009-2014



Source: American Community Survey, B15002

SCHOOLS

Euclid City residents are served by Euclid City Schools, which includes an Early Learning Center (a preschool), four elementary schools, two middle schools, and one high school.

FACILITIES PLANS

The District has plans to consolidate and renovate existing schools to better facilitate student achievement. Forest Park School—one of the District's two middle schools—will be closed due to structural issues and financial deficits. All 6th, 7th, and 8th graders will be combined into a new middle school near the current high school campus. The Early Learning Center will absorb Pre-K and Kindergarten from the existing elementary schools, and Euclid High School will undergo significant changes, including the addition of a new campus on the current site, stadium and pool upgrades, and new arts education facilities.

PRIVATE SCHOOLS

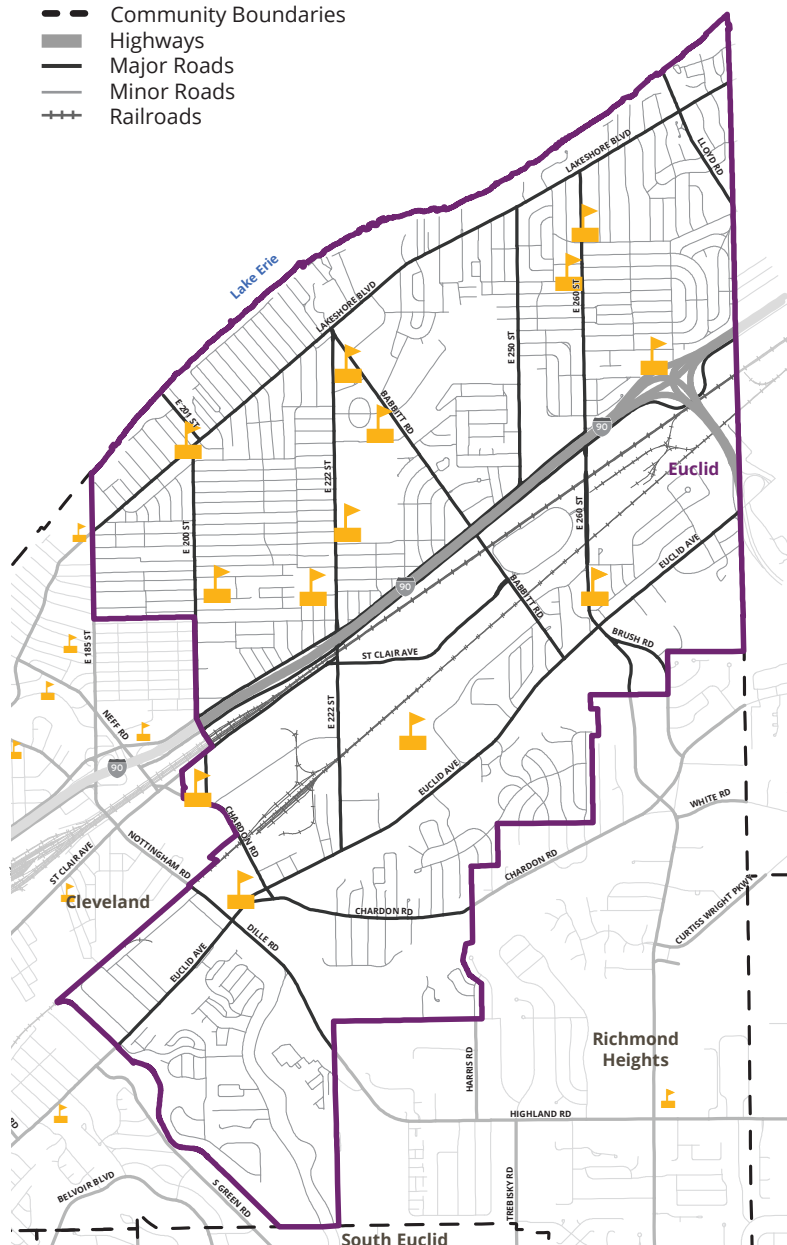
In addition to the City's public school system, Euclid is also the location of several private schools including: Our Lady of the Lake School, Ss. Robert and William Catholic School, Noble Academy Cleveland, Pinnacle Charter Academy, New Day Academy, Mary Mavec Opportunity School of Euclid, and Villa Angela-St. Joseph High School. Tri-C also operates a truck driving academy in Euclid, and the Shore Cultural Centre hosts a number of classes.

Lincoln Electric also has plans to dramatically expand its welding school with a \$30 million Welding Technology Center. The Center will double Lincoln Electric's education capacity.

MAP 5 SCHOOLS

LEGEND

-  Existing School Sites
-  Euclid
-  Community Boundaries
-  Highways
-  Major Roads
-  Minor Roads
-  Railroads



INCOME

Median household income (MHI) helps gauge purchasing power, the ability to maintain homes, and future income taxes. Euclid's inflation-adjusted MHI is lower than the County and First Suburbs, and has fallen 16.1% between 2009 and 2014 while Cuyahoga County's has fallen 7.2% and the First Suburbs' MHI has fallen 18.2%.

Data of Euclid's households by income category shows a fairly even distribution, but a lower percent of upper-income households than the County or First Suburbs. Euclid has lost middle-income households while lower-income ones have grown slightly and the highest-income households have grown at a rate more than triple the County.

Figure 12
Inflation-Adjusted Median Household Income, 2009-2014

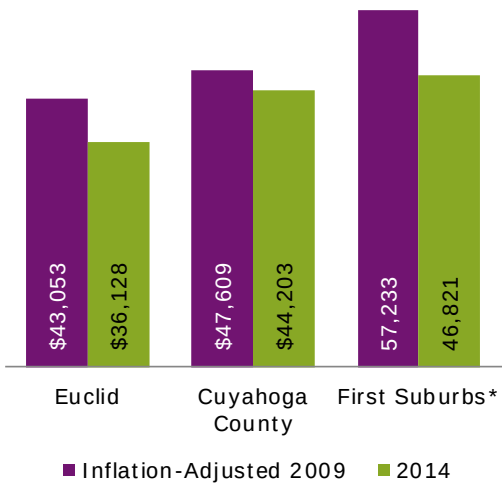


Figure 13
Households by Income Categories, 2014

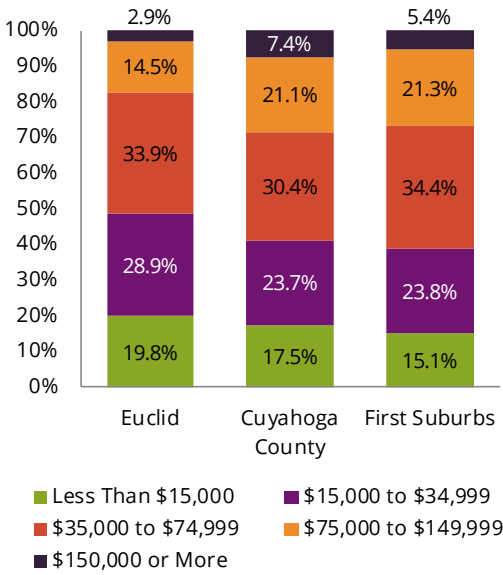
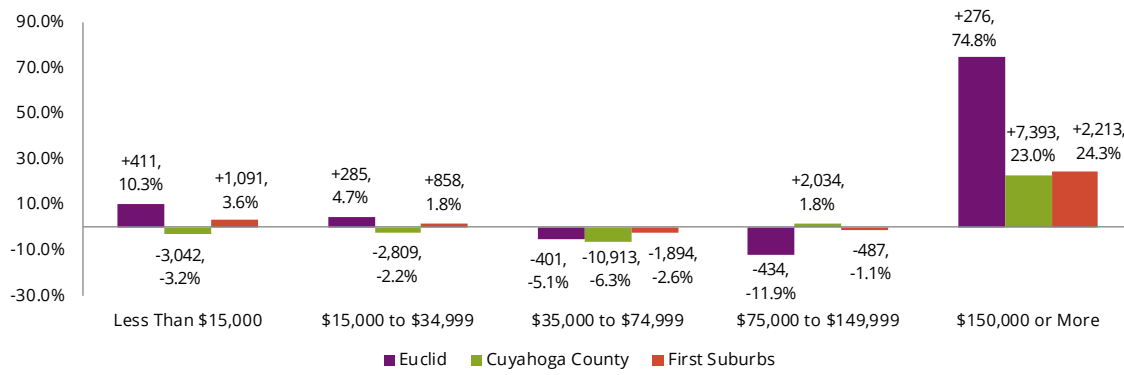


Figure 11
Numeric and Percent Change in Households by Income Category, 2009-2014



Source: American Community Survey, B19001, B19013; Bureau of Labor Statistics Inflation Calculator
*Median Household Income for the First Suburbs is calculated as the weighted average of the median household incomes of all First Suburb communities

HOUSING UNITS

Euclid's housing unit changes since 2000 have been similar to the First Suburbs, which experienced an initial decline followed by an increase in units.

The age of the City's housing is decidedly more post-war than the County, with half of units built between 1950 and 1969. Fewer units were built

in the ensuing decades, indicative of limited land available for new development. Just over half of units are in single-family homes (one-unit detached), which is a lower portion than most surrounding communities. Euclid also has among the highest percentage of units in large buildings—those with 50 or more units.

Figure 14
Percent Housing Unit Change Compared to 2000; and Total Housing Units, 2014

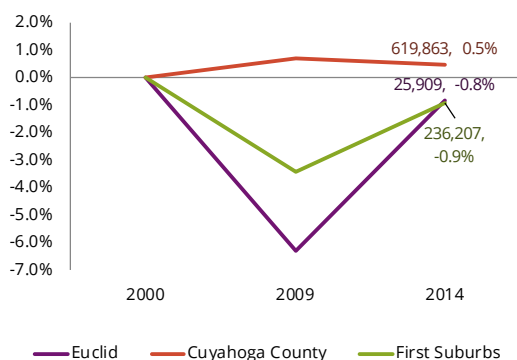


Figure 15
Year Structure Built

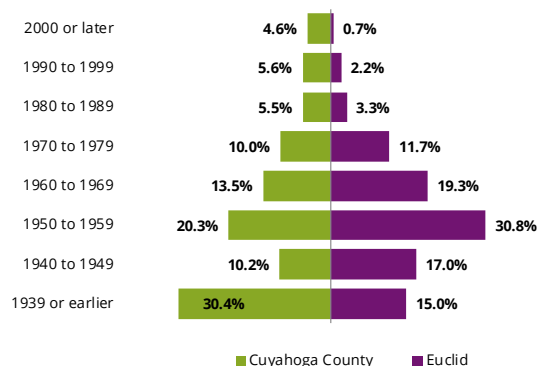
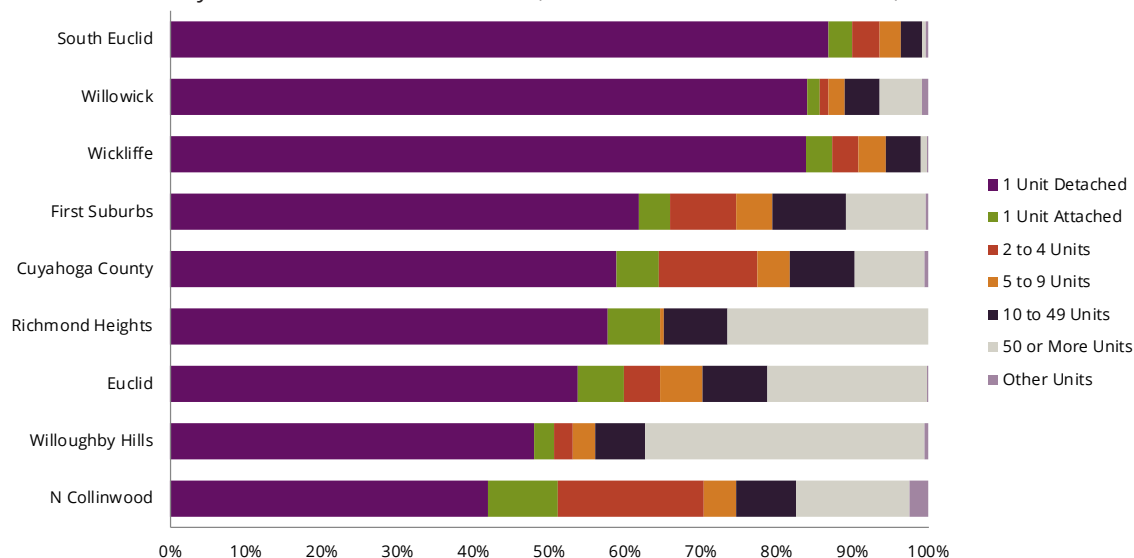


Figure 16
Percent of Units by Number of Units in Structure, Euclid and Select Communities, 2014



Page Sources: U.S. Census Bureau, H001; American Community Survey, B25001, B25024, B25034

SALES

Median sales price is an important indicator of housing market strength and can display trends over time. In 2015, there were 562 sales of single-family homes in Euclid with a median sales price of \$52,657. When compared to surrounding communities, Cuyahoga County, and various suburbs, Cleveland had the lowest median sales price. Euclid’s median sales price of \$52,657 was slightly higher than Cleveland’s.

Compared to baseline data in 2007, Euclid was particularly hard-hit by the Great Recession, with median sales price falling 44.7% between 2007 and 2013. Since that time, median sales prices have risen steadily, but remained 41.5% below 2007 prices in 2015.

Figure 18
Median Sales Price, Single-Family Homes, 2015

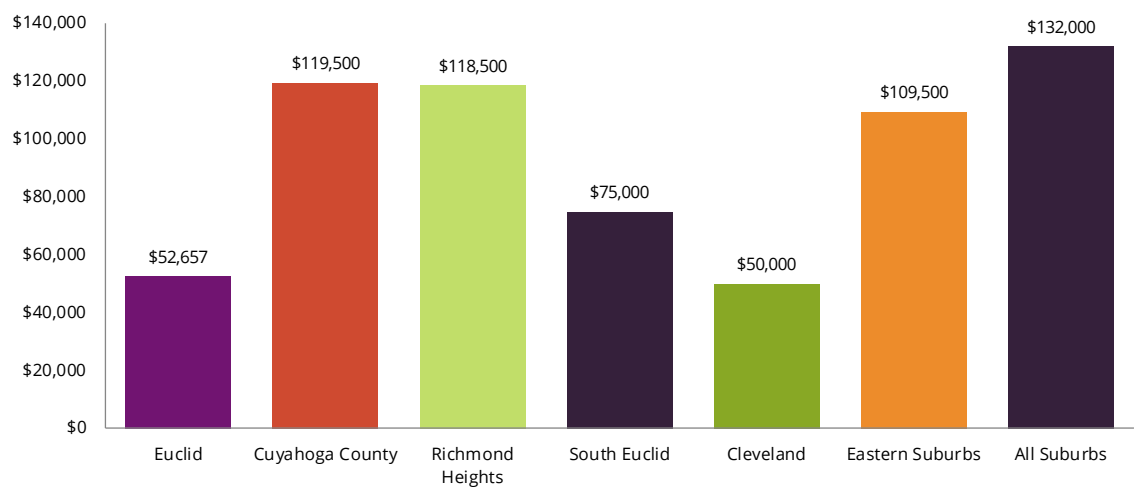
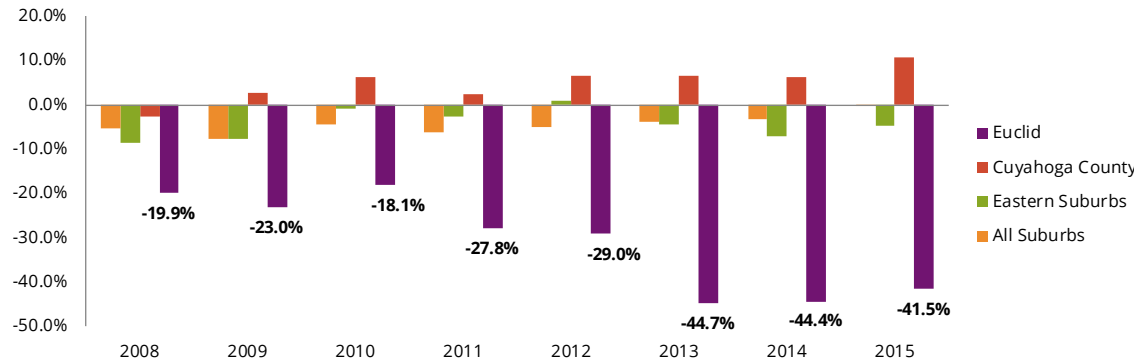


Figure 17
Percent Change in Median Sales Price Compared to 2007



Source: Maxine Levin College of Urban Affairs, Cleveland State University
*For this chart, Eastern Suburbs refers to all suburban communities east of the Cuyahoga River
**Data shown as median sales price for the year, with the exception of 2012, which displays median sales price through November.

HOUSING MARKET

Market research has shown that government investment in neighborhoods has modest effects on nearby homes' property values. Map 6 identifies housing market strength based on seven measures:

- Poverty
- Tax delinquency
- Mortgage foreclosure
- Demolitions
- Vacancy
- Change in valuation
- Unemployment rate

These measures were identified as part of a Countywide Housing Study completed by the Cuyahoga County Planning Commission in partnership with Cleveland State University.

The map shows some of the strongest housing markets exist along the Lake Erie shoreline, the neighborhoods bordering Lake County, and the neighborhoods surrounding Euclid Creek Reservation. The weakest housing markets are those around Downtown Euclid, on the border with Cleveland, and the areas along Euclid Avenue adjacent to the industrial core. Non-residential areas have been removed from the map and are shown in grey.

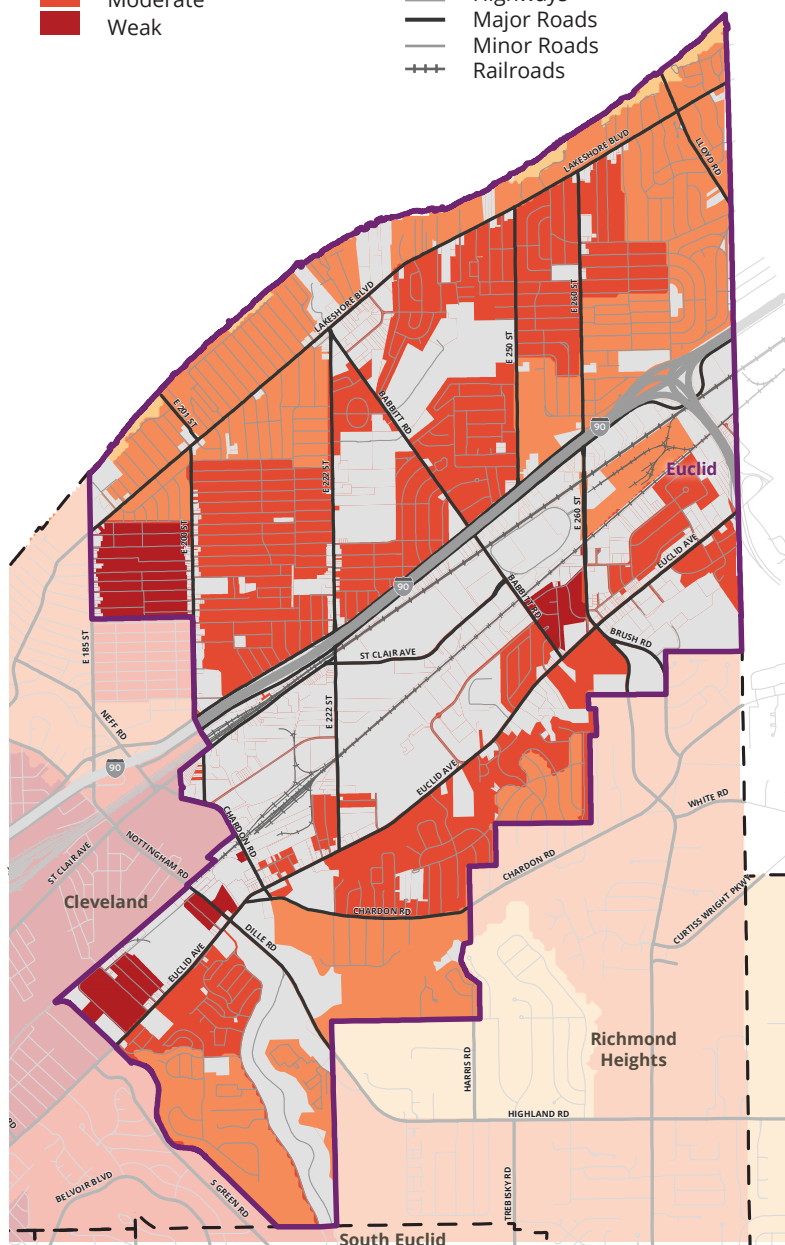
MAP 6 MARKET STRENGTH

LEGEND

Strength of Housing Market

- Healthy
- Moderately Healthy
- Moderate
- Weak

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



Page Sources: Cuyahoga County Planning Commission; Cleveland State University

TENURE & OCCUPANCY

Tenure describes whether occupants own or rent their home. Euclid’s rental rate is higher than comparison communities with the exception of Cleveland’s North Collinwood neighborhood. The rental rate has increased from 42.3% in 2009 to 49.6% in 2014. This is a larger percentage increase than both the County and First Suburbs.

Occupancy rates display what percent of housing units within an area are currently inhabited. Vacant units are not necessarily vacant and abandoned, but may include for sale or second homes. Euclid’s occupancy rate is lower than the County or First Suburbs. Generally, vacant units are vacant and for rent.

Figure 21
Percent of Renter-Occupied Housing Units, 2009-2014

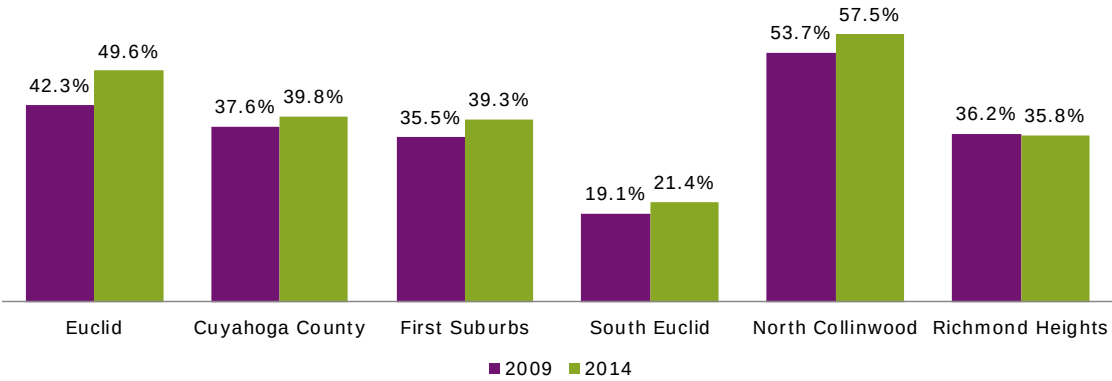


Figure 20
Occupancy Rates, 2014

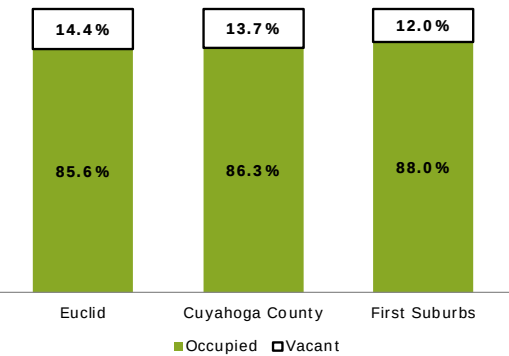
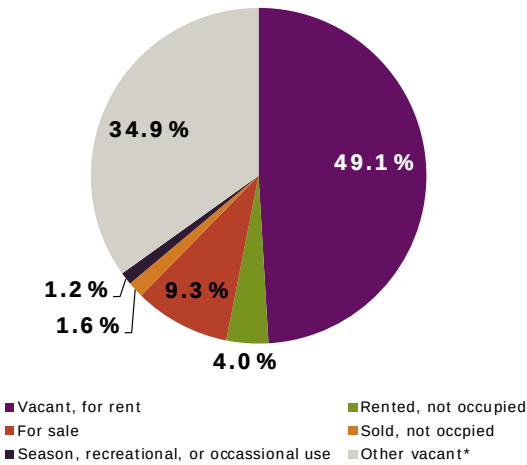


Figure 19
Vacancy Types, Euclid, 2014



Page Sources: American Community Survey, B25002, B25003
*The “Other vacant” category indicates that the unit does not fit into the for rent, for sale, rented or sold but not yet occupied, or temporarily used vacant categories. Common reasons include an owner that does not want to rent or sell, or a house being used for storage, being foreclosed upon, or being repaired or renovated.

RENT & AFFORDABILITY

Median gross rent is an indicator of the housing market's strength, and combined with other indicators, it gives insight into the City's housing affordability. Euclid's 2014 median rent was \$734, roughly equal to Cuyahoga County's \$736, and the change in median rent between 2009 and 2014 was almost identical to the County.

Comparing the inflation-adjusted change in median rent, sales price, and income shows all three decreasing, with sales price decreasing faster than income and rent. This indicates that it is becoming easier to own a home while renting is consuming a greater portion of residents' income.

Figure 23
Inflation-Adjusted Median Rent, 2009-2014

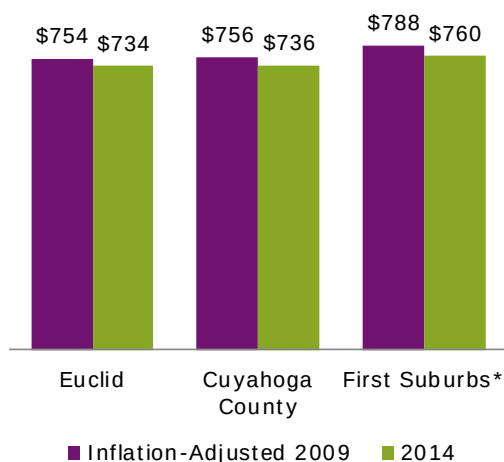


Figure 22
Change in Rent, Sales Price, and Income, Euclid, 2009-2014**

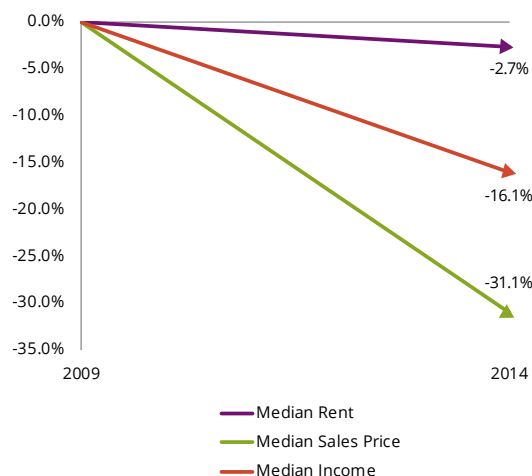
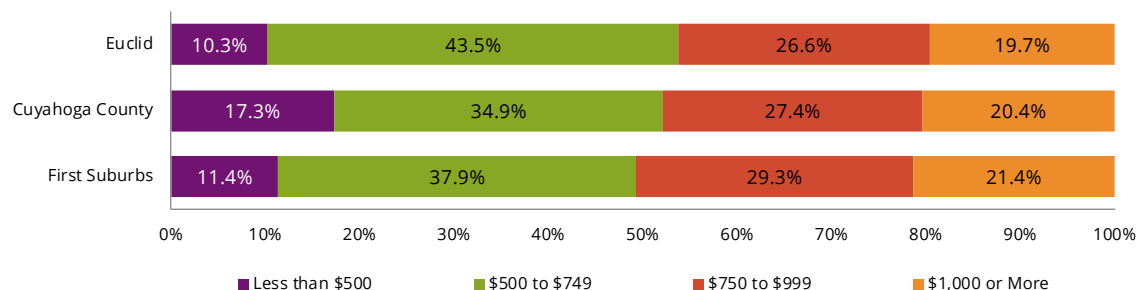


Figure 24
Percentage of Rental Units by Gross Rent, 2014



Page Sources: American Community Survey, B25064, B19013; Maxine Levin College of Urban Affairs, Cleveland State University; BLS Inflation Calculator

*Median Rent for the First Suburbs is calculated as the weighted average of the median household incomes of all First Suburb communities

**The data show in this chart is adjusted for inflation

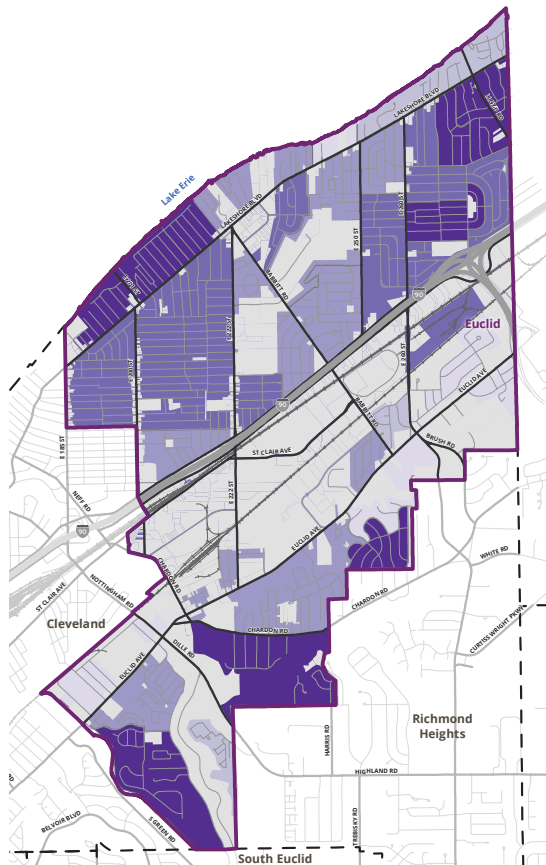
NEIGHBORHOOD PROFILES

OWNER OCCUPANCY

The owner-occupancy rates in Euclid vary by neighborhood, with areas along Euclid Avenue and the northeastern portion of Lake Shore Boulevard showing significantly lower owner-occupancy rates than other neighborhoods. These areas contain many high-rise apartment buildings. Neighborhoods surrounding Downtown also display lower owner-occupancy rates than other parts of Euclid.

MEDIAN HOUSING VALUE

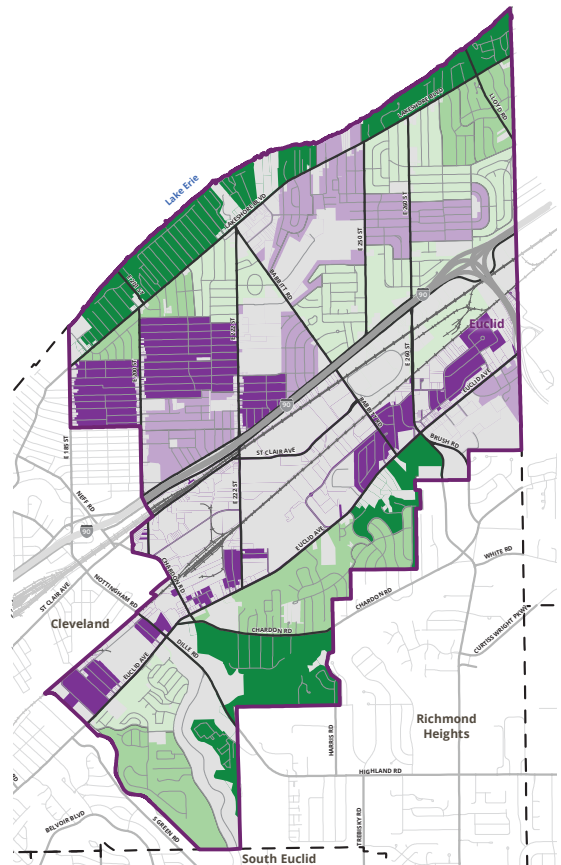
The median housing value rates measure the value of owner-occupied homes as assessed by the County Auditor. The data shows the highest values on the very northern and southern borders of the City, with neighborhoods on the western border showing the lowest values. The area at the center of the City in which values are lowest also can be skewed by the few residential properties there.



LEGEND

Percent Owner Occupied by Block Group

- 20% or Lower
- 20.1% to 40%
- 40.1% to 60%
- 60.1% to 80%
- 80.1% or Higher



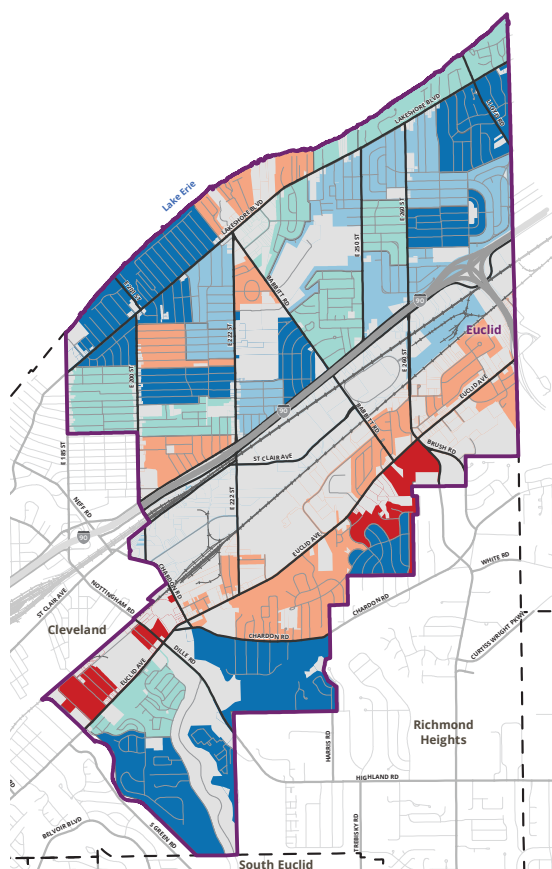
LEGEND

Median Housing Value by Block Group

- \$47,100 or Less
- \$47,101 to \$65,900
- \$65,901 to \$76,200
- \$76,201 to \$84,300
- Higher than \$84,300

MEDIAN HOUSEHOLD INCOME

The median household income map displays a variety of median household incomes throughout the City. Neighborhoods in the northwest and southwest portions of the City display the highest incomes as do neighborhoods on the eastern border. Neighborhoods along Euclid Avenue display some of the lowest household incomes.



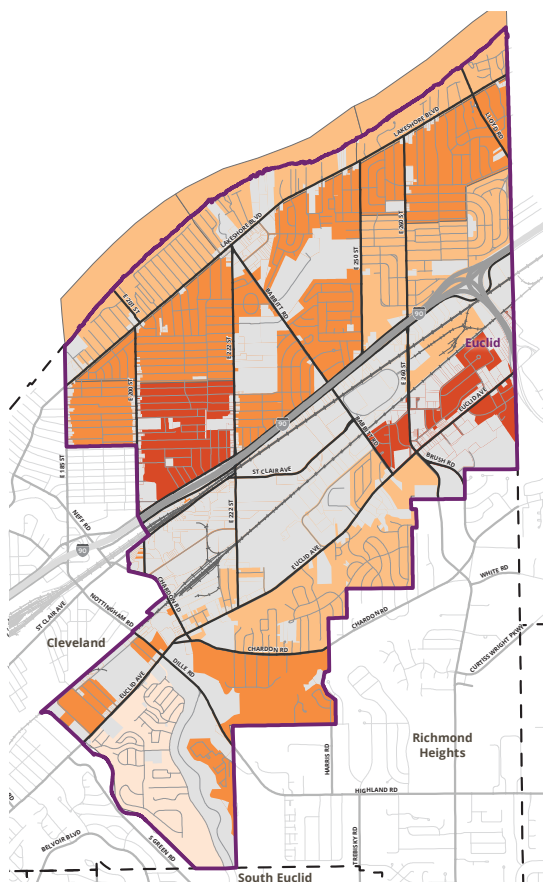
LEGEND

Median Household Income by Block Group

Red	\$20,000 or Less
Orange	\$20,001 to \$30,000
Grey	\$30,001 to \$40,000
Light Blue	\$40,001 to \$50,000
Dark Blue	\$50,001 or Higher

RESIDENTIAL VACANCY

Residential vacancy rates are compiled by the United States Postal Service and aggregated to the neighborhood level. Euclid's lowest vacancy rate is in the City's southwestern corner, while areas north Lake Shore Boulevard, at the western edge, and in the south central area have low rates as well.



LEGEND

Residential Vacancy by Census Tract

Light Orange	Lower than 4.4%
Medium Orange	4.4% to 7.1%
Dark Orange	7.2% to 10.6%
Dark Red	10.7% or Higher

INCOME TAX

Municipal income taxes are paid by three entities: those working in the City, businesses paying taxes on net profits on activities in Euclid, and residents working outside the City paying taxes on earnings.

Euclid’s income tax rate is 2.85%—among the highest in Cuyahoga County; however, .47% is paid to the School District and 2.38% to the

City. Euclid collects the most income taxes of its suburban neighbors.

While Euclid’s income tax receipts were hurt in the late 2000s, 2014 income tax receipts were 1.9% higher than in 2007, prior to the Great Recession.

Figure 25
Income Tax Rates by Jurisdiction

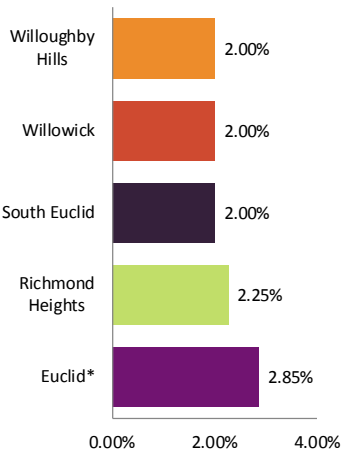
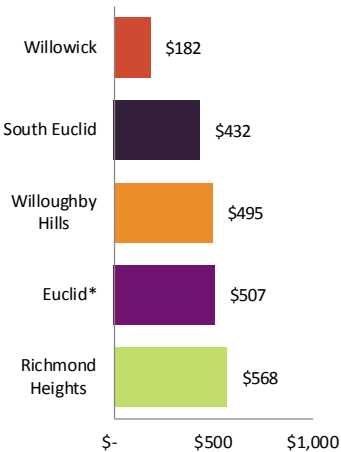


Figure 26
Income Taxes Collected by Jurisdiction (in millions)

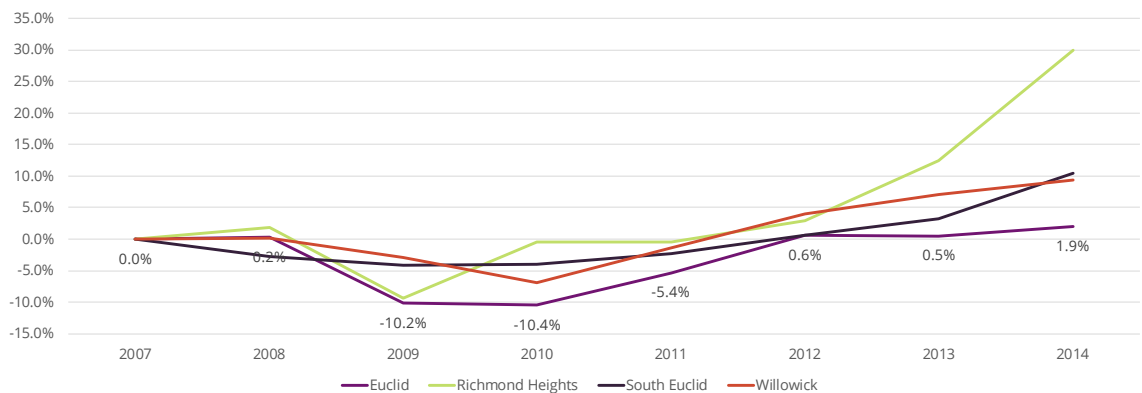


Figure 27
Income Tax Collected per Capita by Jurisdiction



**Euclid collects a 2.85% income tax; however, 2.38% is allocated to the City and .47% is allocated to the School District. While the 2.85% income tax rate is shown, all income tax receipts reflect only dollars allocated to the City.*

Figure 28
Change in Income Tax Collected from 2007 Baseline



Source: Regional Income Tax Agency

PROPERTY TAX

Property taxes levied on land and buildings are based on three elements: the determination of market value, the percentage at which the market value is assessed, and the property tax rate.

Most property taxes are paid to the school district, with a much smaller percent paid to

local government. Euclid's property tax rate is 111.01 mills, the highest among comparison communities.

While a majority of Euclid's tax valuation comes from residential holdings, the City derives a significant percent from commercial and industrial holdings.

Figure 30
Percent of Millage Dedicated to Taxing Jurisdiction, 2015

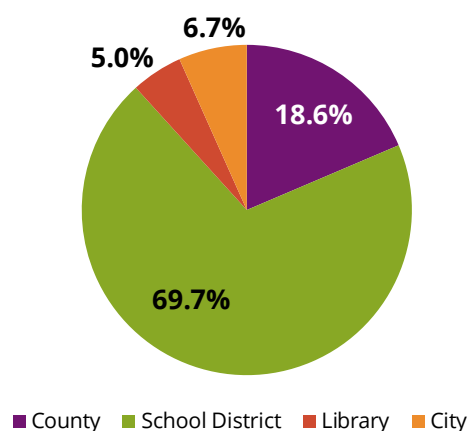
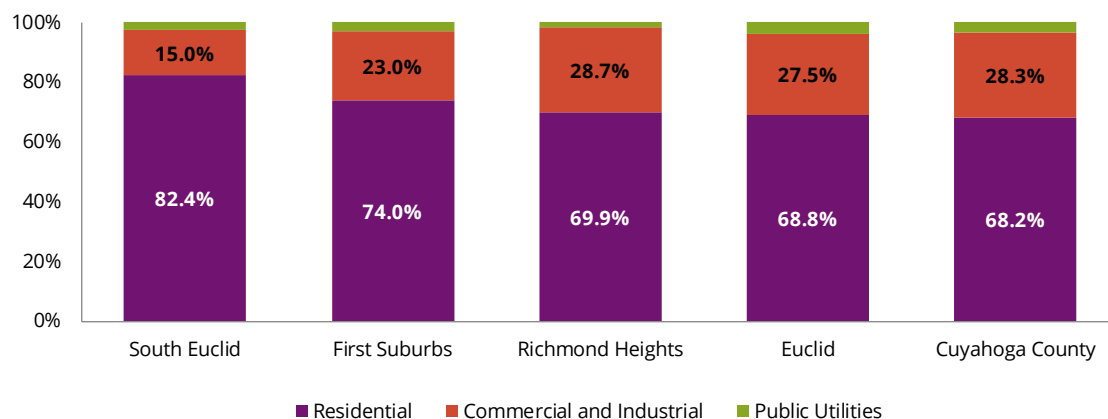


Figure 31
Total Millage and Valuation, 2015

Tax District	Total Millage	Tax Valuation (in millions)
Richmond Heights	91.28	239.4
South Euclid	107.50	348.2
Euclid	111.01	557.4
First Suburbs	Variable	8,006.5
Cuyahoga County	Variable	27,526.2

Figure 29
Tax Valuation by Property Type, Euclid and Comparison Communities, 2015



Page Sources: Cuyahoga County Fiscal Office

EMPLOYMENT PROFILE

Employment trends are indicators of local economic health. Euclid’s employment was 14,759 in 2014, a loss of 1,308 jobs from the year before and 21.6% below baseline data from 2004. The Great Recession was particularly hard on Euclid, which lost 12.0% of all jobs between 2008 and 2009, an even greater percent than Cuyahoga County or the First Suburbs lost.

Euclid’s economy is particularly concentrated in Manufacturing and Health Care & Social Assistance, which account for 57.9% of all City jobs while only accounting for 30.2% of jobs in the First Suburbs.

Figure 32
Total Employment Annually, and Percent Change Compared to 2004

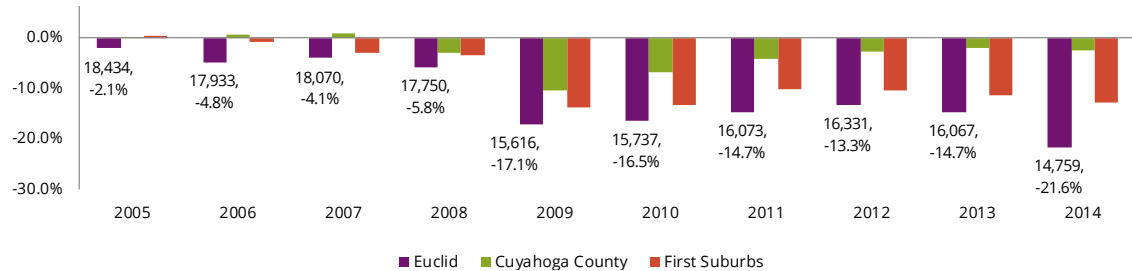


Figure 34
Percent Change in Employment Compared to Previous Year

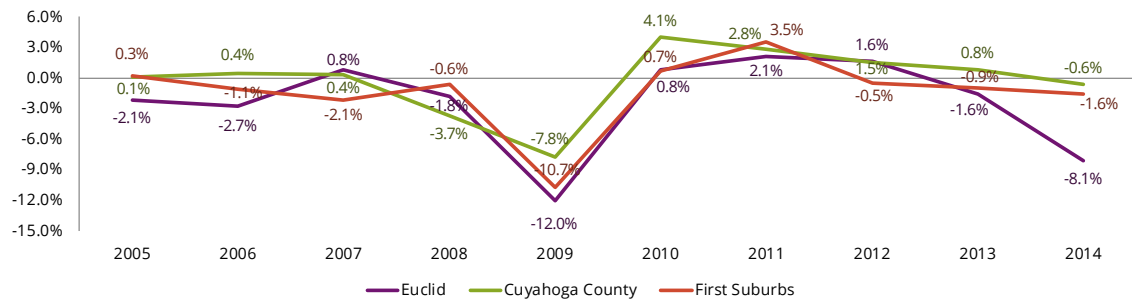
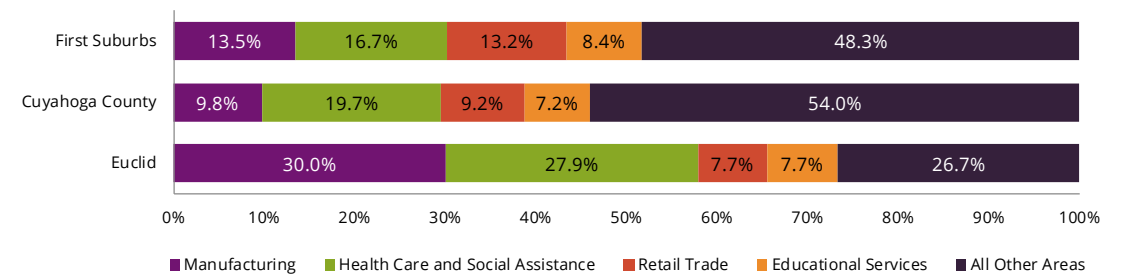


Figure 33
Percent of Total Employment by Sector, 2014



Page Sources: Longitudinal Employer-Household Dynamics



TRANSPORTATION & INFRASTRUCTURE PROFILE

The Transportation and Infrastructure Profile covers issues that involve public utilities for getting around the community, handling stormwater, and providing public amenities. This includes community facilities, roads, sidewalks, and bikeways.

WHAT'S IN THIS SECTION?

Transportation and Infrastructure

- Commute, page 40
- Regional Infrastructure, page 41
- Vehicle Ownership, page 42
- Road System, page 43
- Stormwater, page 48
- Public Facilities, page 49
- Inventory, page 50
- Transit System, page 44
- Transit Coverage & Planning, page 45
- Bike Routes, page 46
- Sidewalks, page 47

COMMUTE

The percentage of Euclid residents who drive alone to work is consistent with County and First Suburb patterns; however, among those taking other methods to work, a much higher portion use public transit. In Euclid, 6.4% of commuters use transit to get to work compared to 5.0% in the County and 4.3% in the First Suburbs.

Among commuters, only 1,901 people live and work in Euclid. In 2014, 12,858 people commuted into the City while 19,732 residents commuted elsewhere—especially Downtown, University Circle, points along I-271, and Mentor.

Figure 35
Commuting Method, 2014

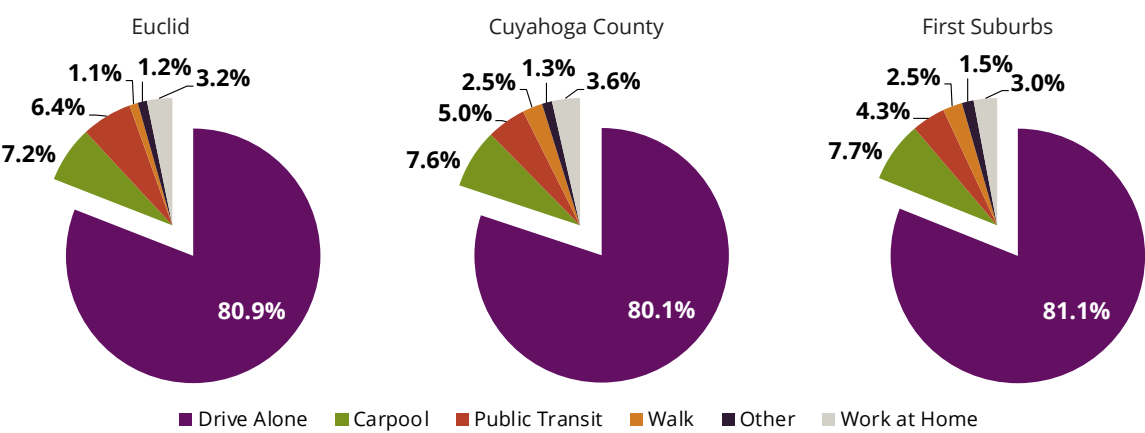


Figure 36
Commuting Direction, 2014



Table 1
Top Commuting Destinations, 2014

Destination	Number of Residents Employed at Destination
Downtown Cleveland	2,242
University Circle	1,466
Greater Mayfield*	809
Mentor	551
Solon	392
All Other Destinations	14,272

Page Sources: American Community Survey, B08141; Longitudinal Employer-Household Dynamics
*Greater Mayfield includes both Mayfield and Mayfield Heights

REGIONAL INFRASTRUCTURE

The Northeast Ohio Areawide Coordinating Agency (NOACA) and the Cuyahoga County Department of Public Works have Transportation Improvement Programs (TIP) that outline proposed improvements of regionally significant roads, bridges, and other infrastructure.

NOACA and Public Works' TIPs show a number of potential projects in the City of Euclid, including some of the following:

- I-90 Bridges over East 185th, Neff Road, and E 200th Street
- Highland Road Bridges over Euclid Creek and its Tributaries
- East 260th Road Resurfacing
- East 250th Road Resurfacing
- East 222nd Road Improvements

Other improvements near the City of Euclid include some of the following:

- Euclid Avenue in Cleveland
- Richmond Road in Richmond Heights

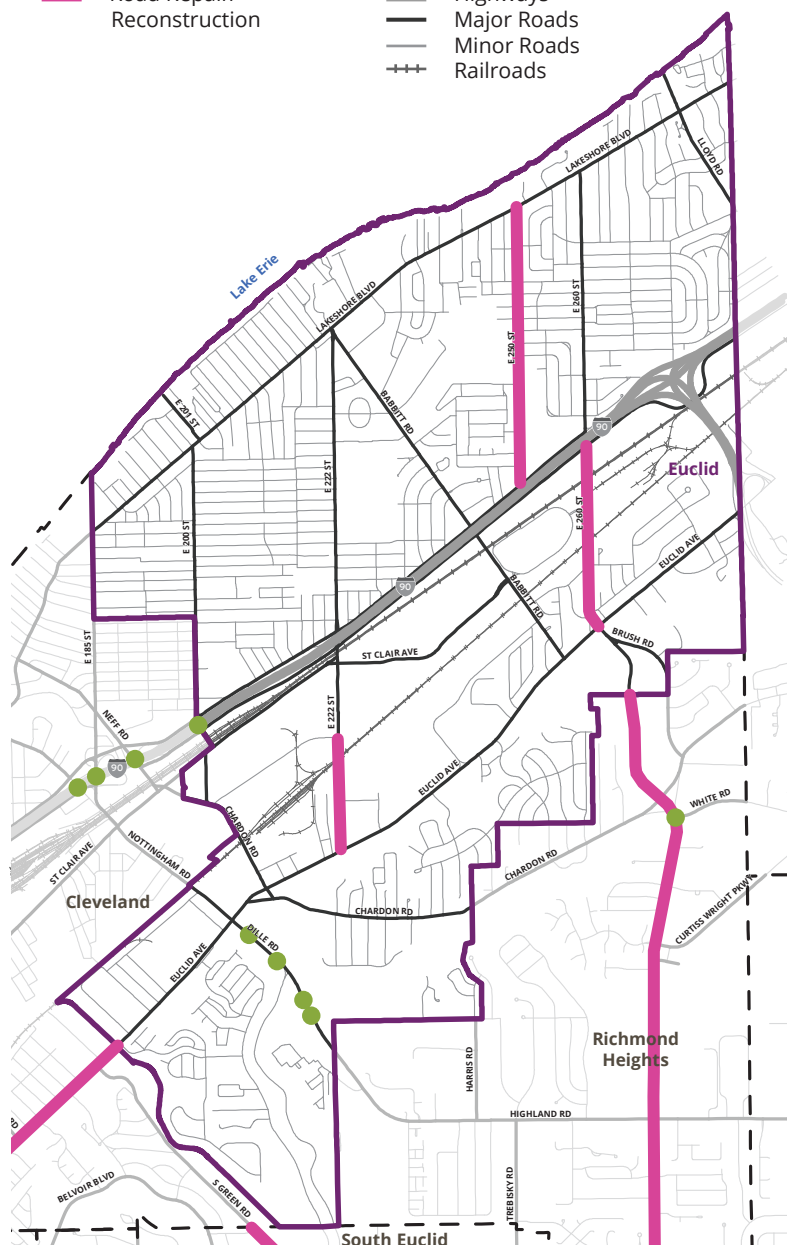
MAP 7 REGIONAL INFRASTRUCTURE

LEGEND

Proposed Infrastructure

- Bridge Repair/Replacement
- Road Repair/Reconstruction

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



Page Sources: NOACA Transportation Improvement Program; Public Works Transportation Improvement Program

VEHICLE OWNERSHIP

Vehicle ownership in Euclid shows that nearly two-thirds of households own either no vehicle or just one vehicle, indicating that a large number of residents rely on other modes of transportation to get around the City and the region. The percentage of people owning one or no vehicle in Euclid (64.4%) is higher than

the percentage in the County (54.3%) or First Suburbs (51.6%).

The number of households owning one or no vehicles has increased 8.8% since 2009 while households with two or more vehicles have decreased.

Figure 38

Percent of Households by Number of Vehicles Owned, 2014

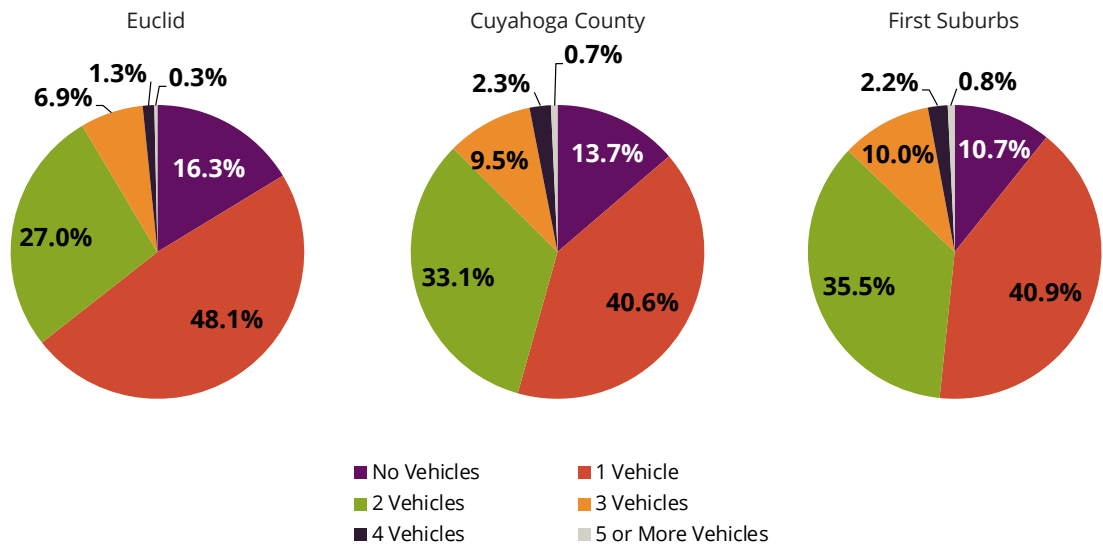
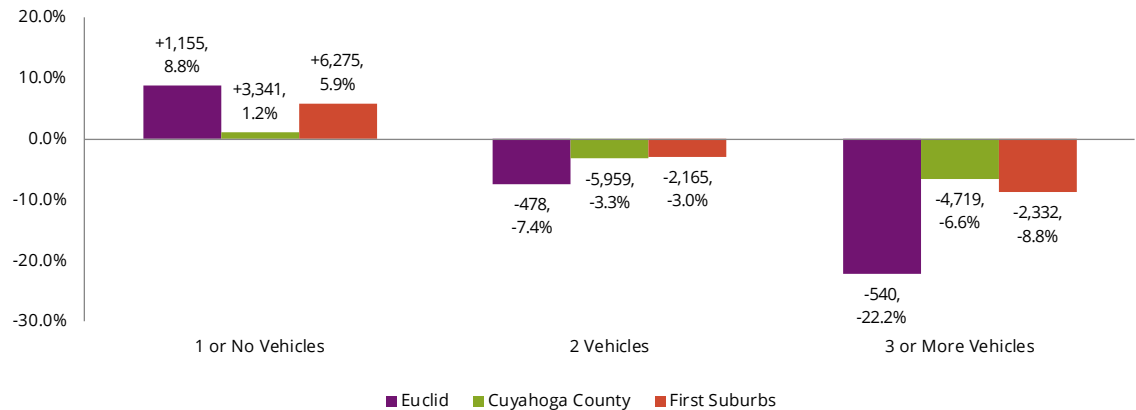


Figure 37

Numeric and Percent Change in Households by Number of Vehicles Owned, 2009-2014



Source: American Community Survey, B15002

ROAD SYSTEM

Euclid was primarily constructed as an inner-ring suburb with a mixture of generally grid-pattern streets in the neighborhoods north of I-90 and meandering suburban streets in the areas south. The City has a number of strong connections north and south including 185th, 200th, 222nd, 250th, and 260th; however, the City has fewer strong east-west connections. Existing ones include Lake Shore Boulevard, I-90, and Euclid Avenue.

PROPOSED STREETS

The City has proposed a number of new streets as part of previous planning efforts—all in Downtown Euclid. The 2007 Downtown Euclid TLCI recommended a new grid of streets connecting Lake Shore Boulevard to Shore Center Drive and a street connecting Babbitt Road to E 228th Street through the parking areas in Downtown. These new streets would provide greater connections, define the layout of Downtown, and outline new developable sites.

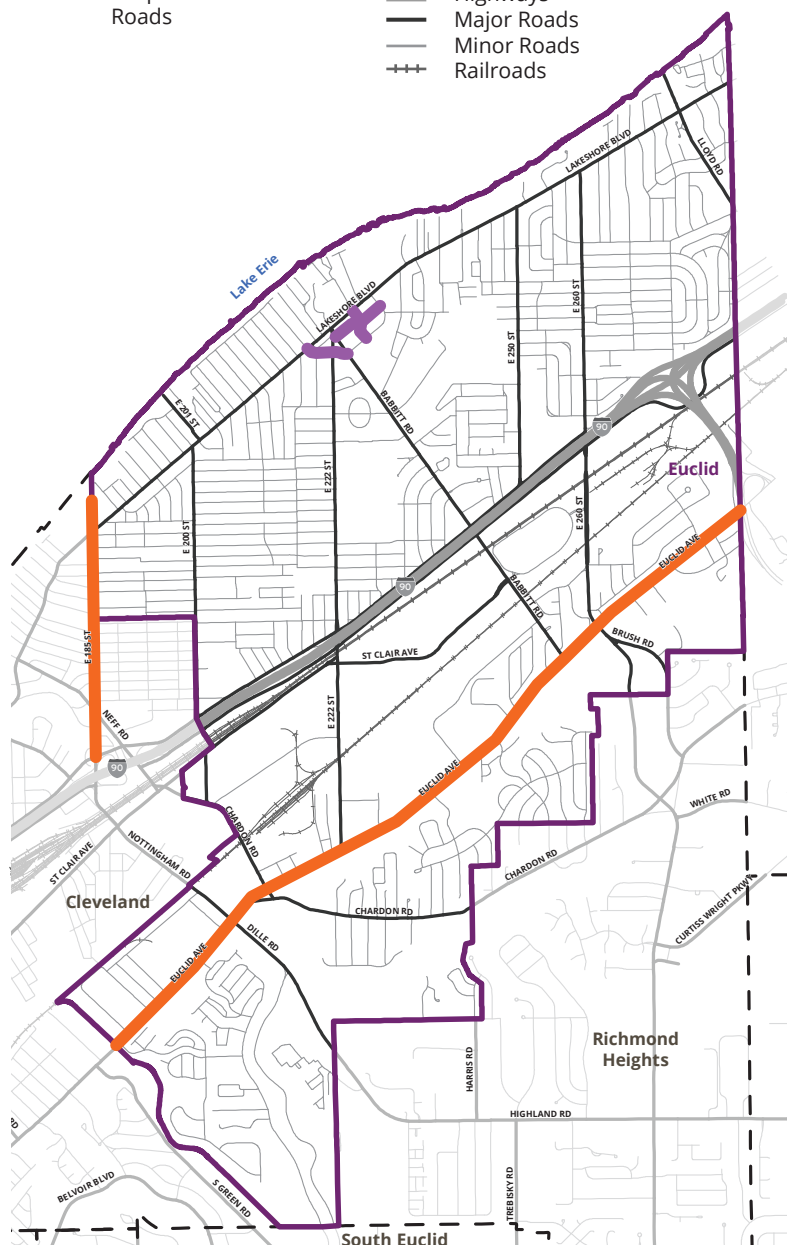
PROPOSED STREETSCAPES

The City has also proposed a number of street-scaping efforts as part of other TLCI plans. The Euclid Avenue TLCI and the East 185th Street TLCI both proposed streetscape improvements such as trails, street trees, better crosswalks, and other amenities for pedestrians and cyclists.

MAP 8 ROAD SYSTEM

LEGEND

- Proposed Streetscape Improvements
- Proposed Downtown Roads
- Euclid Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads



Page Sources: Downtown Euclid TLCI; East 185th Street TLCI, Euclid Avenue TLCI

TRANSIT SYSTEM

MAP 9 ROUTES AND STATIONS

LEGEND

- Bus Route
(circle shows route identifier)
- - -

 Route Spur
(limited frequencies)
- Transit Center
- ▭

 Euclid
- - -

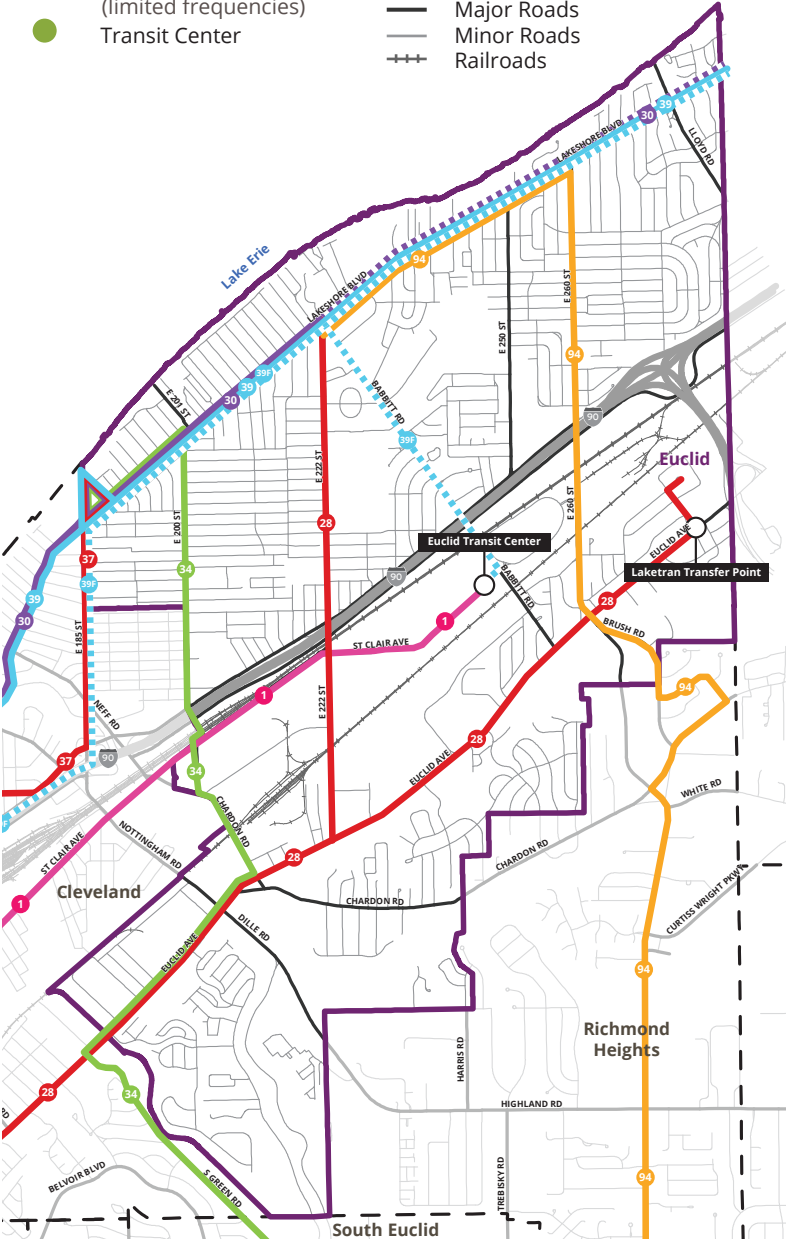
 Community Boundaries
- ▬

 Highways
- ▬

 Major Roads
- ▬

 Minor Roads
- +

 Railroads



Transit is a critical component of a complete transportation network, connecting those without vehicles to jobs and amenities. The City is directly served by seven standard GCRTA routes and one park-n-ride route, as shown in the map.

In addition to standard bus routes, Euclid is in close proximity to the RTA Red Line Rapid Transit Line, which terminates in East Cleveland. Multiple Euclid bus routes end at the Stokes-Windemere Station to allow connections via the Red Line.

The City also has the Euclid Transit Center, which links multiple bus routes in a single location featuring an indoor waiting area, free parking, ADA accessible facilities, and bike racks.

Many bus routes in Euclid have strong frequencies during rush hour, with four routes operating at least every fifteen minutes. However, most routes operate every 30 minutes or less during normal hours, and even less during weekends.

Table 2
Frequency by Route

Route	Peak Headways	Normal Headways	Weekend Headways
1	10 min	30 min	30 min
28	15 min	30 min	30 min
28A	25 min	30 min	None
30	15 min	30 min	1 hour – 30 min
34	1 hour	1 hour	None
37	30 min	1 hour	1 hour
39	30 min	30 min	None
39F	10 min	30 min	None
94	1 hour	1 hour	1 hour

Page Sources: Greater Cleveland Regional Transit Authority

TRANSIT COVERAGE & PLANNING

Transit coverage in Euclid is excellent, with almost the entire City within a half mile walk of a transit stop, with the exception of a pocket in the center of the City, the eastern edge, and the southern edge.

TRANSIT PLANNING

RTA and its consultants performed an analysis of the feasibility of extending the HealthLine into Euclid along East 153rd or East 185th Street and then continuing up Lake Shore Boulevard through Euclid. Given current financial capabilities, RTA concluded the study with a 'No Build' option until such time as the financial outlook for the agency improves.

RIDERSHIP

Ridership on GCRTA routes varies widely. According to the most recent ridership numbers from RTA, the number 1, 28, and 30 routes are the most heavily traveled routes, with two of those routes carrying more than one million people annually.

Table 3
Ridership by Transit Route

Route	2015 Ridership*
1	1,815,412
28	1,290,359
30	875,786
34	136,713
37	476,639
39/39F	481,355
94	306,158

Source: Greater Cleveland Regional Transit Agency
Annual ridership is calculated for the entire route, which includes large portions outside the City of Euclid.

Page Sources: Greater Cleveland Regional Transit Authority

MAP 10 COVERAGE AND PLANNING

LEGEND

Potential Health Line BRT Extension

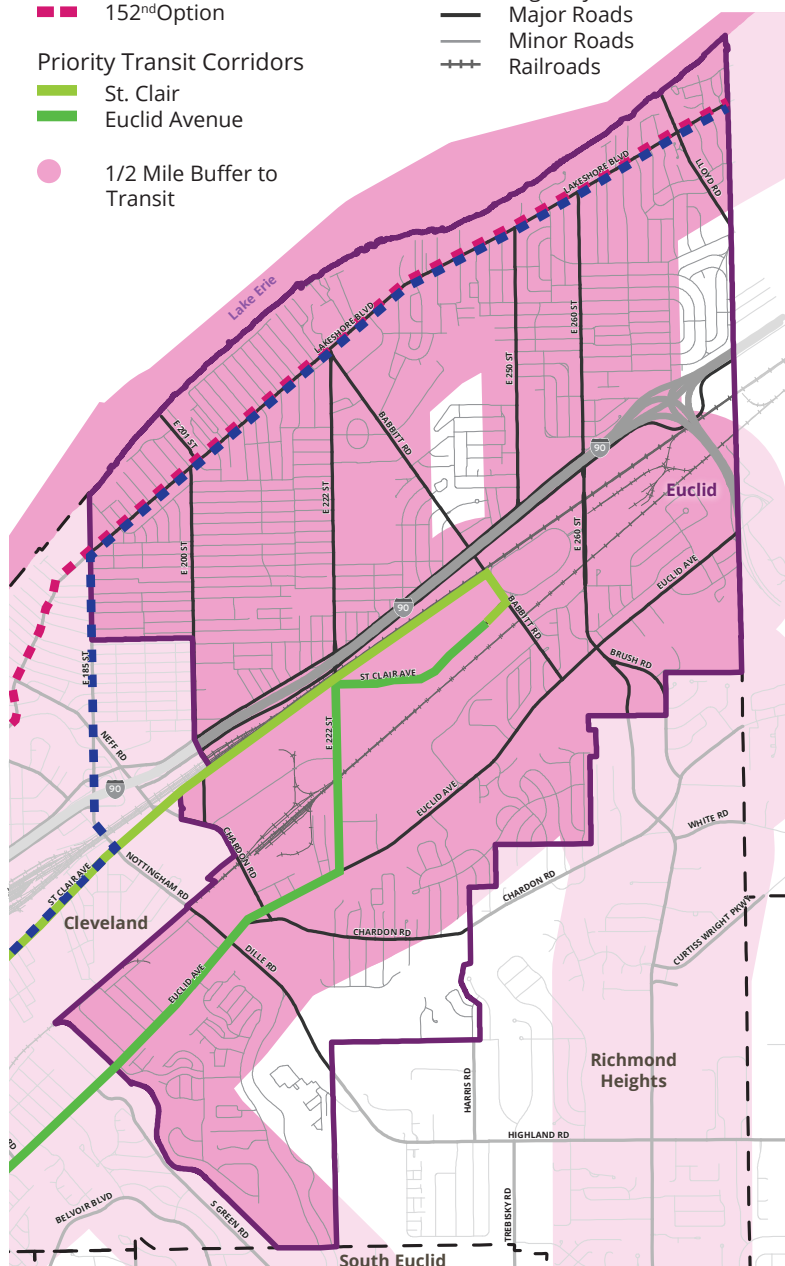
- 185th Option
- 152nd Option

Priority Transit Corridors

- St. Clair
- Euclid Avenue

- 1/2 Mile Buffer to Transit

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

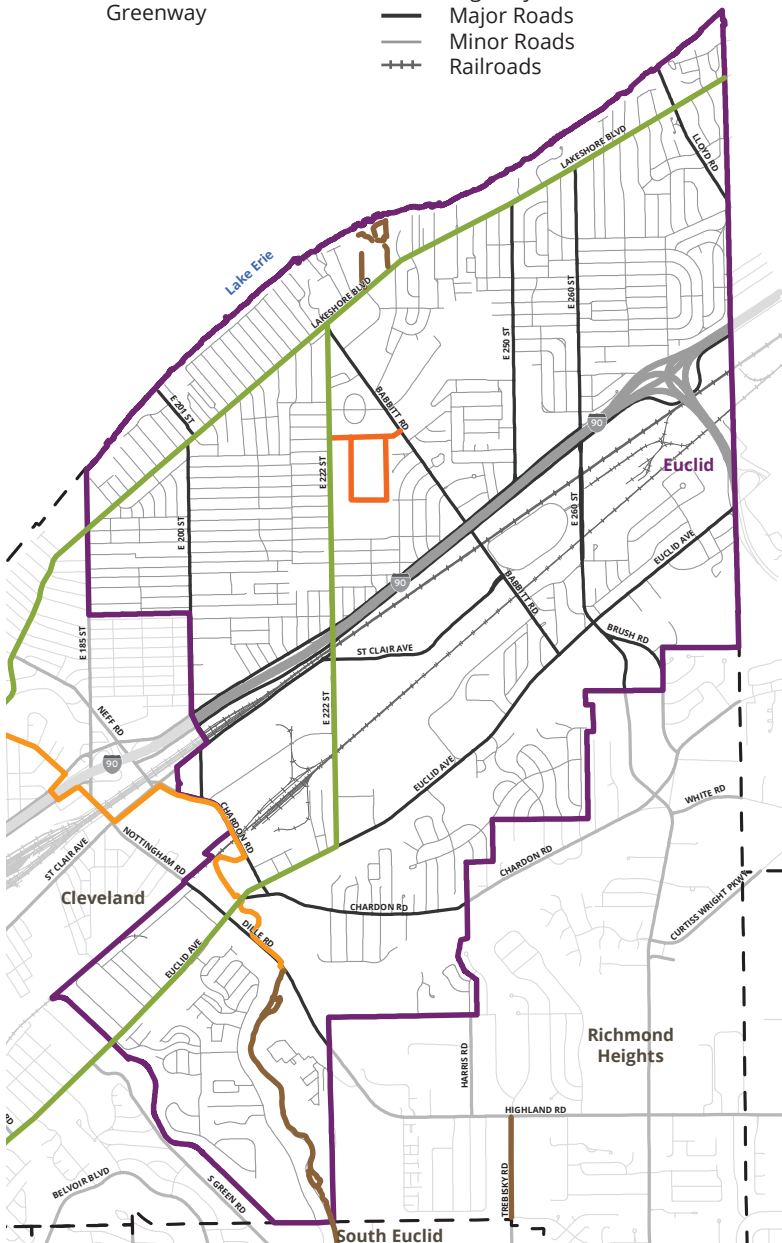


BIKE ROUTES

MAP 11 BIKEWAYS

LEGEND

- | | |
|--|--|
|  Existing Bike Path |  Euclid |
|  Planned Bike Path |  Community Boundaries |
|  Proposed Bike Path |  Highways |
|  Proposed Eastside Greenway |  Major Roads |
| |  Minor Roads |
| |  Railroads |



Page Sources: Cleveland Metroparks; Eastside Greenway Plan; Euclid Avenue TLCI; Memorial Park Improvement Plan

Bikeways have become increasingly important as people seek to travel in ways that are safe, environmentally friendly, and healthy. Bikeways can take many forms including markings to share roads, bike lanes, or off-road paths.

EXISTING BIKEWAYS

Euclid's existing bikeways are limited to off-road paths through Euclid Creek Reservation and Sims Park.

EASTSIDE GREENWAY

Euclid was a participant in the Eastside Greenway coalition of 19 communities seeking stronger bicycle and pedestrian links throughout the County's eastern half. The plan identified major missing links in the larger eastside network of trails and bikeways, that could better connect the eastern part of the County.

The plan identified Lake Shore Boulevard, East 222nd Street, portions of Euclid Avenue, and the Euclid Creek Trail Extension as primary routes that could be part of the Eastside Greenway network.

The plan undertook preliminary engineering to consider potential bikeway configurations for Lakeshore, East 222nd, and Euclid.

PLANNED BIKEWAYS

Cleveland Metroparks plans to connect the bike path in the southern half of Euclid Creek Reservation to the northern portion of Euclid Creek Reservation, which includes Euclid Beach Park, Villa Angela Park, and Wildwood Park via the proposed Euclid Creek Connector.

SIDEWALKS

Sidewalks increase mobility by connecting residents to services, schools, and amenities while providing opportunities for exercise and environmentally friendly transportation. They also provide a safe way for people on foot to move throughout the community.

EXISTING SIDEWALKS

Euclid has a relatively strong network of sidewalks, especially in the neighborhoods north of I-90, in which the majority of streets have sidewalks.

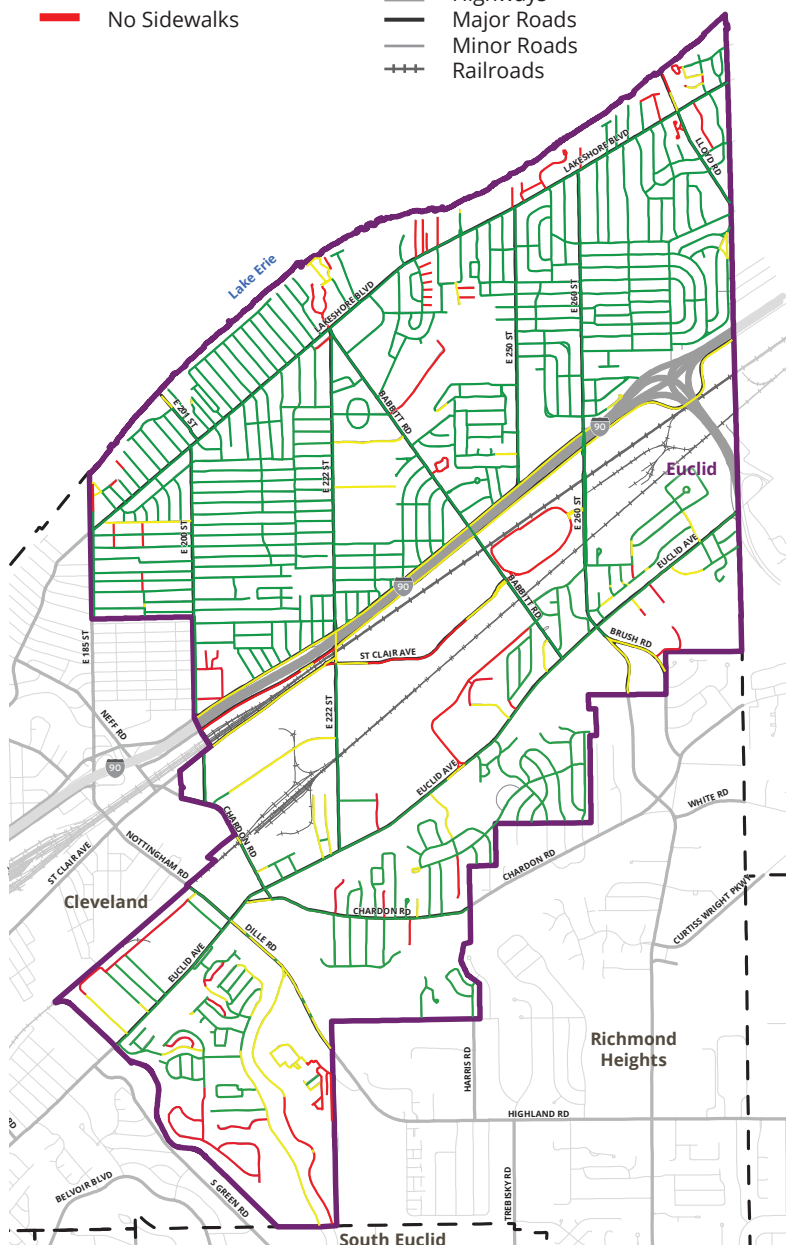
MISSING SIDEWALKS

While the majority of the City has good access to sidewalks, there are major exceptions. Areas south of I-90 have less sidewalk coverage, especially in the suburban-style neighborhoods atop the bluff and in the industrial core. The lack of sidewalks here makes access to employment difficult, especially for those who use transit or non-motorized forms of transportation.

MAP 12 SIDEWALKS

LEGEND

- | | |
|--|---|
| — Sidewalks on Both Sides | Euclid |
| — Sidewalks on One Side | Community Boundaries |
| — No Sidewalks | Highways |
| | Major Roads |
| | Minor Roads |
| | Railroads |



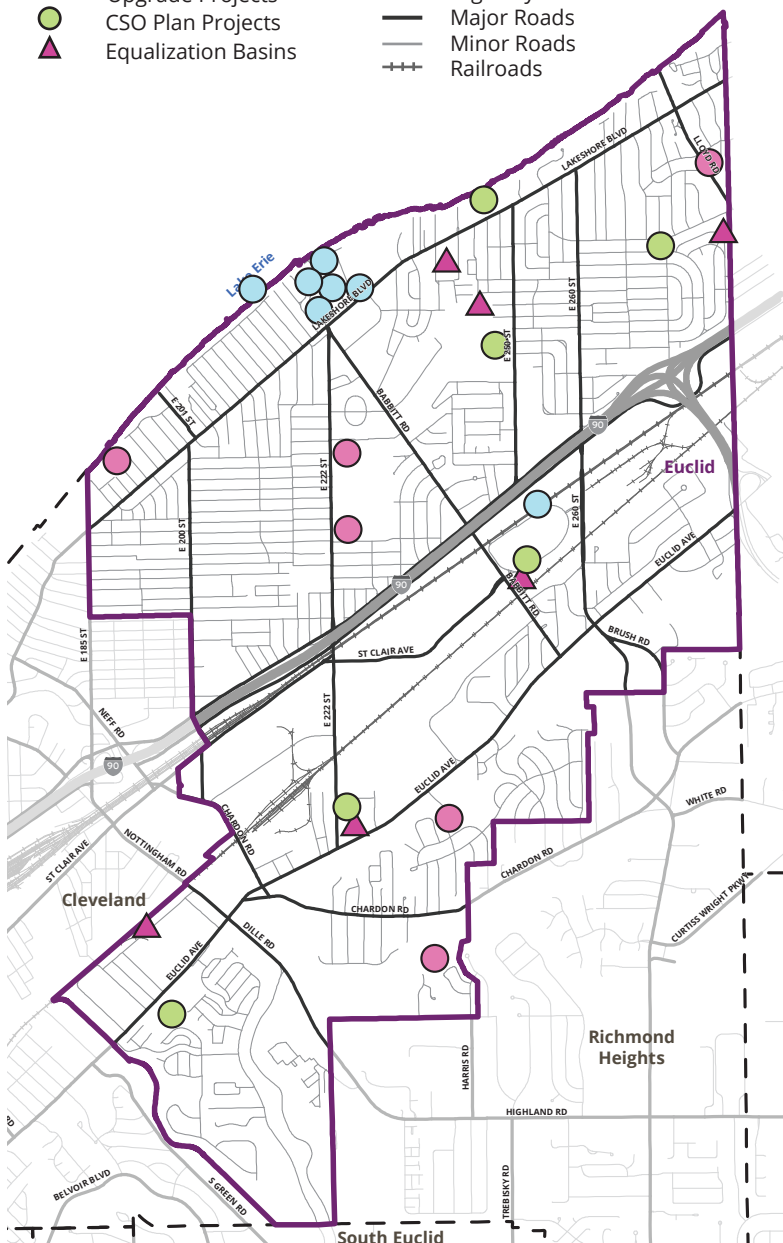
Page Sources: County Planning

STORMWATER

MAP 13 CONSENT DECREE PROJECTS

LEGEND

-  SSO Elimination Plan Projects
 WWTP/WWATP Upgrade Projects
 CSO Plan Projects
 Equalization Basins
 Euclid
 Community Boundaries
 Highways
 Major Roads
 Minor Roads
 Railroads



The City of Euclid's Public Works Department is responsible for the maintenance of the City's storm sewers. The stormwater system collects water from street inlets, building downspouts, and other storm sewer lines to be discharged into streams, lakes, and rivers.

STORMWATER MANAGEMENT

The water quantity from heavy rainfall and snow melt in Northeast Ohio can overwhelm the area's sewer infrastructure and waterways as older infrastructure cannot handle the amount of stormwater at once. When this occurs, polluted water can be released into rivers, streams, and Lake Erie, causing harm to those ecosystems.

The City of Euclid has signed a Consent Decree with the US EPA to manage stormwater and limit the amount of pollution that enters natural waterbodies. The projects shown on the map indicate those improvements that will be made to slow the flow and store polluted water for treatment rather than letting it flow into natural areas. It includes the following projects:

- *SSO Elimination Projects:* Projects to eliminate Sanitary Sewer Overflows in which stormwater enters sanitary sewers because of deteriorated pipes or infiltration
- *Wastewater Treatment Plant Upgrade Projects:* Projects to upgrade the capacity of the City's treatment plants
- *CSO Plan Projects:* Projects to stop Combined Sewer Overflows in which pipes that carry both storm and sanitary water are discharged into the Lake because of excess rain

RECENT SUCCESSES

The City has begun the process of implementing the Consent Decree. While this has taken the form of numerous projects, the largest and most visible has been the construction of storage tanks in Downtown Euclid to hold water for treatment prior to its release into Lake Erie.

Page Sources: City of Euclid

Public facilities provide a venue for public services and encompass a variety of purposes, including protecting public health and safety, contributing to culture, or providing places of recreation. Euclid has numerous existing facilities that host these services. They are grouped and mapped on the map at right while a full list of facilities is provided on the following pages.

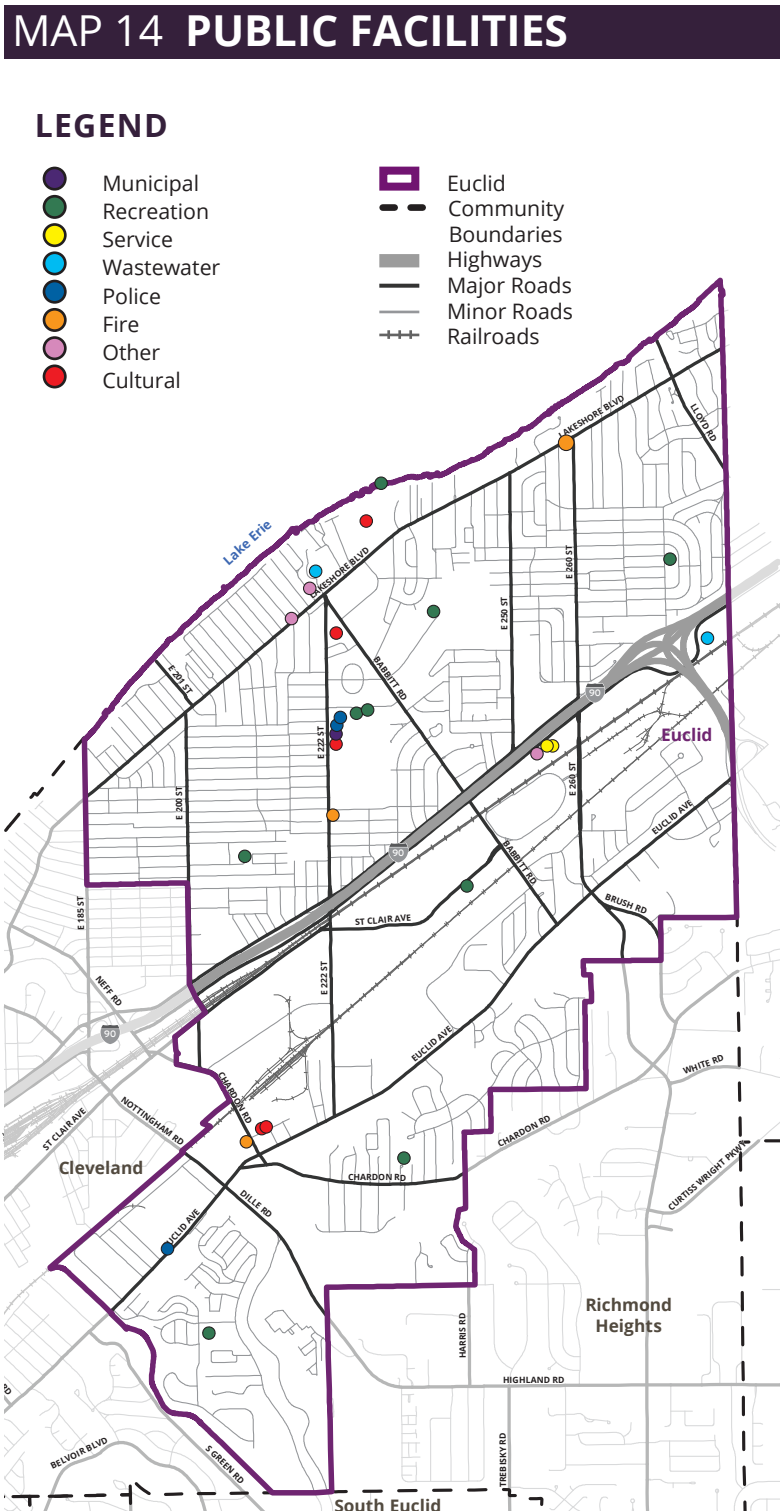
EXISTING PUBLIC FACILITIES

The City's existing facilities are grouped in eight categories. These include Municipal facilities such as City Hall, recreation facilities such as parks, and cultural facilities such as Shore Cultural Center.

EXISTING PUBLIC FACILITIES

Facilities in Euclid range in age, utility, and cost. As municipal finances and needs change, the size and type of facility that is needed should be evaluated.

Facilities in Euclid range in age, utility, and cost. As municipal finances and needs change, the size and type of facility that is needed should be evaluated.



LEGEND

-  Municipal
 Recreation
 Service
 Wastewater
 Police
 Fire
 Other
 Cultural
-  Euclid
 Community Boundaries
 Highways
 Major Roads
 Minor Roads
 Railroads

INVENTORY

The following inventory of public facilities should be used as a baseline of existing and needed data to be used as a starting point for the consideration of future public facility needs.

Table 4
List of Municipal Facilities

Type	Name	Address
Municipal	Municipal Center	585 E. 222nd Street
Recreation	Briardale Greens Club House	24131 Briardale Ave
Recreation	Memorial Pool	585 E. 222nd Street
Recreation	Roosevelt Neighborhood Pool	20750 Arbor Ave
Recreation	Willow Neighborhood Pool	676 Willow Drive
Recreation	Glenbrook Neighborhood Pool	23202 Glenbrook Blvd
Recreation	Indian Hills Splash Park	1941 Sagamore Drive
Recreation	CE Orr Ice Arena	22550 Milton Ave
Recreation	Joseph Farrell Memorial Fishing Pier	23131 Lake Shore Blvd
Recreation	Euclid Dog Park	23750 St. Clair Ave
Service	Service Garage	25200 Lakeland Blvd
Service	Recreation Garage	25200 Lakeland Blvd
Wastewater	Lakeshore Plant	22201 Lake Shore Blvd
Wastewater	Lakeland Plant	27700 Lakeland Blvd
Police	Police Headquarters	545 E. 222nd Street
Police	Jail	22540 Milton Drive
Police	Police Mini-Station	20001 Euclid Ave
Fire	Fire Station No.1	775 E. 22nd Street
Fire	Fire Station No.2	1500 Chardon Road
Fire	Fire Station No.3	25970 Lake Shore Blvd
Other	Mary Mavec Opportunity School	21701 Lake Shore Blvd
Other	City Kennel	25100 N Lakeland Blvd
Other	Senior Center	22201 Lake Shore Blvd
Cultural	Henn Mansion	23131 Lake Shore Blvd
Cultural	Euclid Historical Society	21129 North Street
Cultural	Township Hall	21105 North Street
Cultural	Old City-Hall	585 E. 222nd Street
Cultural	Shore Cultural Centre	291 E. 222nd Street

Table 5
Detailed Inventory of Sample Municipal Facilities

Name	Square Footage	Parcel Acreage	Current Function	Electric Cost (Annual Average)	Water and Sewer Cost (Annual Average)	Gas Cost (Annual Average)	Year Constructed
Recreation Garage	8,200 Sq Ft	13.47 Ac	Storage	\$1,007	--	--	1955
Lakeland Plant	--	7.92 Ac	Sludge Disposal; Storage	\$53,929.56	--	--	Pre-1950
Police Headquarters	~49,805 Sq Ft	0.76 Ac	Headquarters; County Jail	\$83,361	--	--	1951-1952
Police Mini-Station	--	--	Court Mediation; Community Center	\$8,388	--	--	Early 2000s
Fire Station No.1	~7,358 Sq Ft	0.95 Ac	Headquarters	\$12,945	\$1,835	\$10,002	1961
Fire Station No.2	8,320 Sq Ft	1.5 Ac	Station	\$16,213	\$1,733	\$8,365	2001
Fire Station No.3	7,716 Sq Ft	0.58 Ac	Station	\$6,478	\$872	\$7,857	1957
City Kennel	2,733 Sq Ft	13.47 Ac	Dog Kennel	\$6,873	--	\$11,600	1984

The detailed inventory listed above is a sample of the utility costs for various facilities in Euclid. This information would be needed for the City as a whole in order to provide a direct comparison for all structures.

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LAND USE PROFILE

The Land Use Profile covers the physical make-up of the City. This includes environmental features that limit development and should be protected, an overview of existing land use, and a description of the development allowed under the City's current Zoning Code.

WHAT'S IN THIS SECTION?

Land Use Features

- Waterways & Slopes, page 54
- Tree Canopy, page 55
- Land Use, page 56
- Zoning, page 57
- Vacant Land, page 58
- Parks & Open Space, page 59

WATERWAYS & SLOPES

MAP 15 WATERWAYS & SLOPES

LEGEND

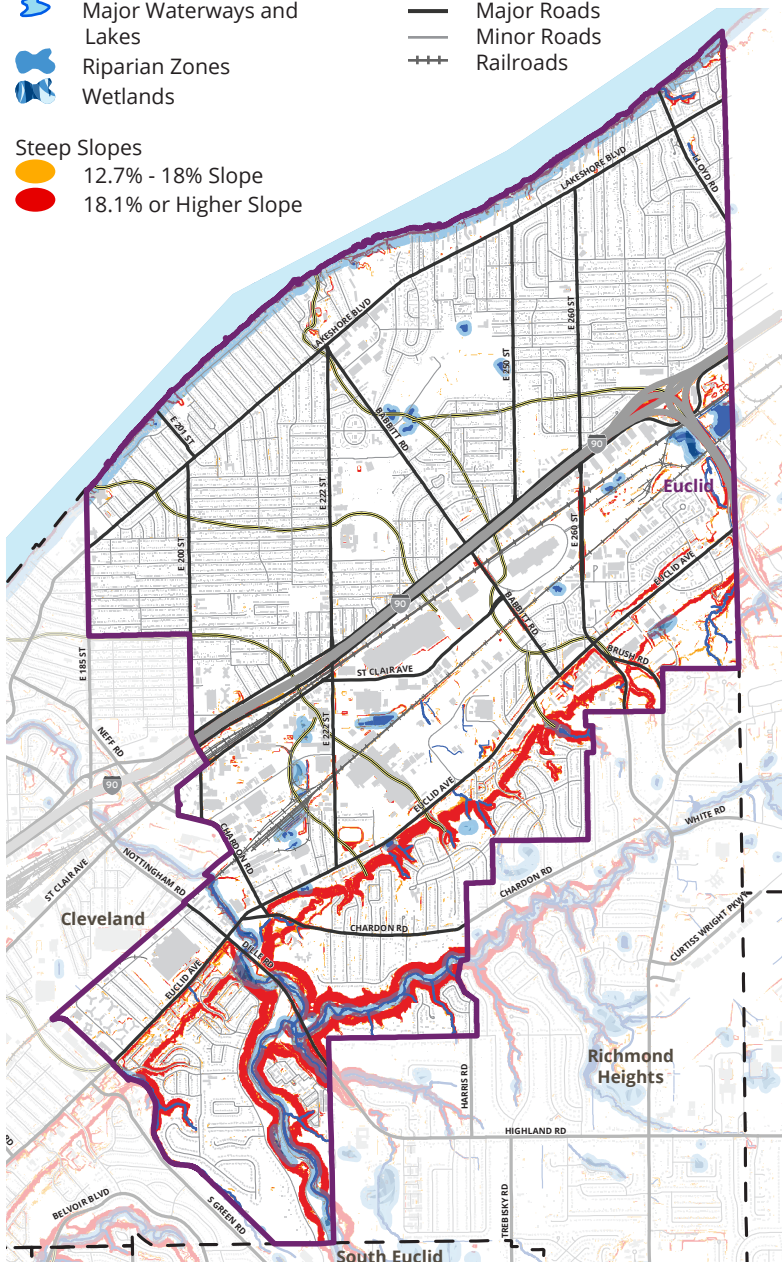
Water Features

-  Streams
-  Culverted Streams
-  Major Waterways and Lakes
-  Riparian Zones
-  Wetlands

Steep Slopes

-  12.7% - 18% Slope
-  18.1% or Higher Slope

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



Page Sources: Cuyahoga County Planning Commission

WATERWAYS

Rivers, streams, and tributaries are waterways running through a community, while riparian zones are vegetated lands alongside rivers, streams, wetlands, and shorelines that are susceptible to flooding.

The City's largest waterway is Euclid Creek, which runs north through Cleveland Metroparks Euclid Creek Reservation into Lake Erie. Euclid Creek, its various tributaries, and associated riparian zones and wetlands comprise the majority of water features in the City.

The City has numerous streams that were buried or culverted underground in the early part of the 20th Century. These culverted streams follow the historic paths of waterways in Euclid. The estimated location of these culverted streams is shown on the map; however, the exact locations would require additional study.

STEEP SLOPES

Steep slopes are defined as land with a slope of 12% or greater. They are typically an environmental constraint that limits developable land because they require additional engineering work such as filling, erosion control, and slope reinforcement.

The steepest slopes in the City follow the banks of Euclid Creek along Cleveland Metroparks Euclid Creek Reservation as well as the hillside that separates the City's industrial core from residential neighborhoods atop and runs from the southwest corner of the City northeast.

TREE CANOPY

Tree canopy is the ground covered by trees and leaves when viewed from above. It can provide benefits to the environment as well as increased property values.

Euclid's tree canopy covers 27.4% of the City's land area, well below the County average of 37.6% and 44th out of 59 communities in the County. Euclid's tree canopy coverage is slightly below the average for First Suburbs.

Within the City, neighborhoods south of Euclid Avenue have the greatest tree canopy, while neighborhoods north of Euclid Avenue are less densely covered. For neighborhoods north of I-90, tree canopy is greater closer to Lake Erie.

Table 6

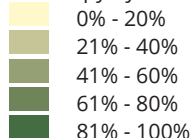
Tree Canopy Coverage as a % of Land Area

Community	Tree Canopy Coverage
Cleveland	19.2%
Euclid	27.4%
First Suburbs	30.0%
Richmond Heights	36.5%
Cuyahoga County	37.6%
South Euclid	39.5%

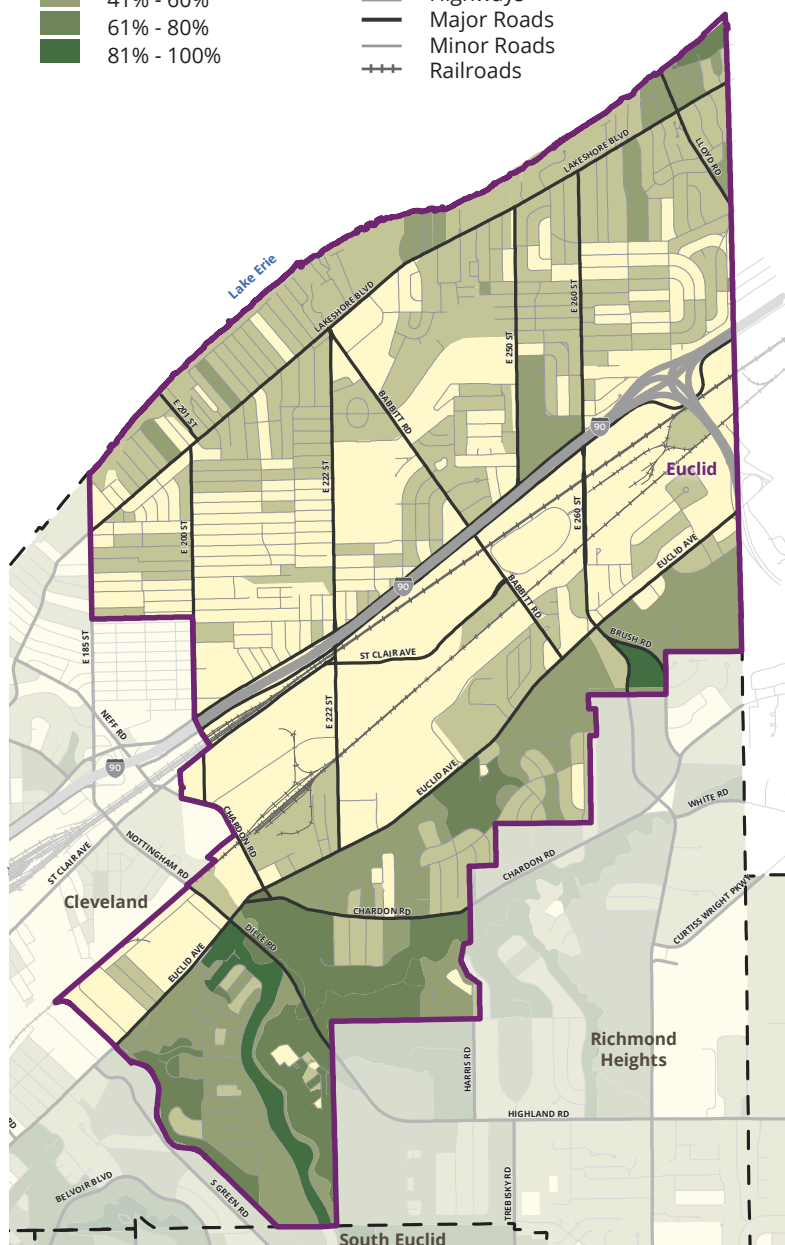
MAP 16 TREE CANOPY COVERAGE

LEGEND

% Canopy by Block



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

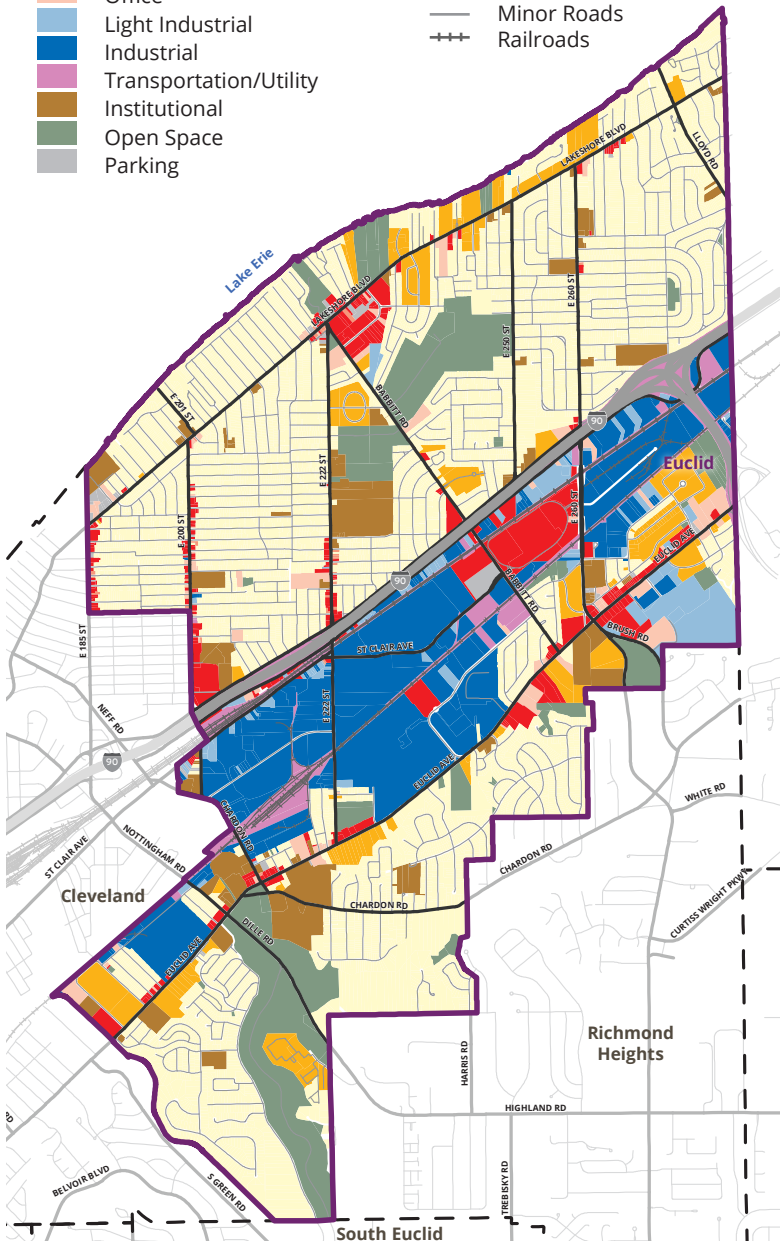
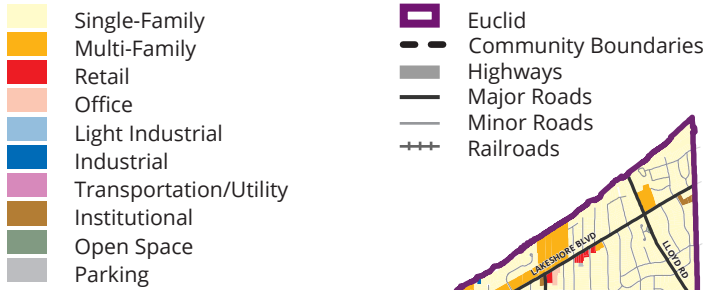


Page Sources: Cuyahoga County Planning Commission

LAND USE

MAP 17 CURRENT LAND USE

LEGEND



Page Sources: Cuyahoga County Planning Commission

Land use describes how land is currently being used and is commonly depicted using broad categories such as residential, commercial, or industrial areas.

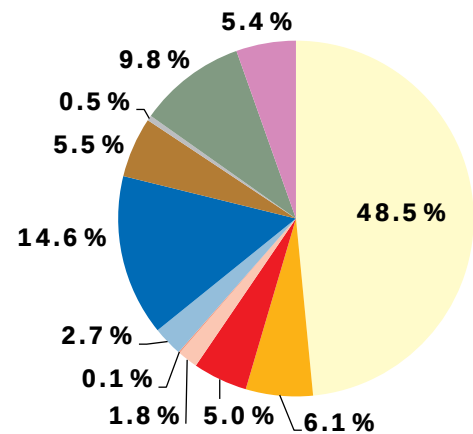
While almost half of Euclid is dedicated to single-family homes, the City also has a number of corridors which feature large, multi-family properties. This is especially true of Lake Shore Boulevard and Euclid Avenue.

The City's commercial properties are clustered along north-south corridors, Downtown Euclid, Euclid Avenue, and the area around Euclid Square Mall.

Euclid is uniquely bisected by a swath of industrial properties running between I-90 and Euclid Avenue that take advantage of highway and railroad access.

Institutional uses are dispersed throughout the City with most municipal services located along East 222nd Street.

Figure 39
Land Use Distribution



ZONING

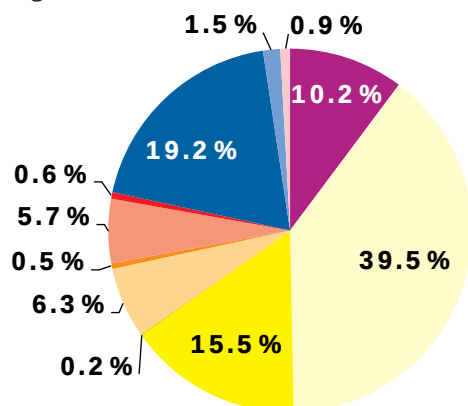
Zoning describes what uses are allowed to be constructed on a site according to existing regulations. It is the primary mechanism used by local governments to regulate the use of land and the manner in which those land uses are distributed throughout the community.

Much like the City's land use map, zoning in Euclid follows existing development patterns. Industrial zoning is clustered around the City's central area, with residential uses north and south of this area.

Residential areas north of I-90 include single-family uses throughout many neighborhoods, but also two-family homes allowable in much of the area and along major corridors. The residential areas south of Euclid avenue are largely single-family.

The distribution of zoning by acreage is displayed below.

Figure 40
Zoning Distribution

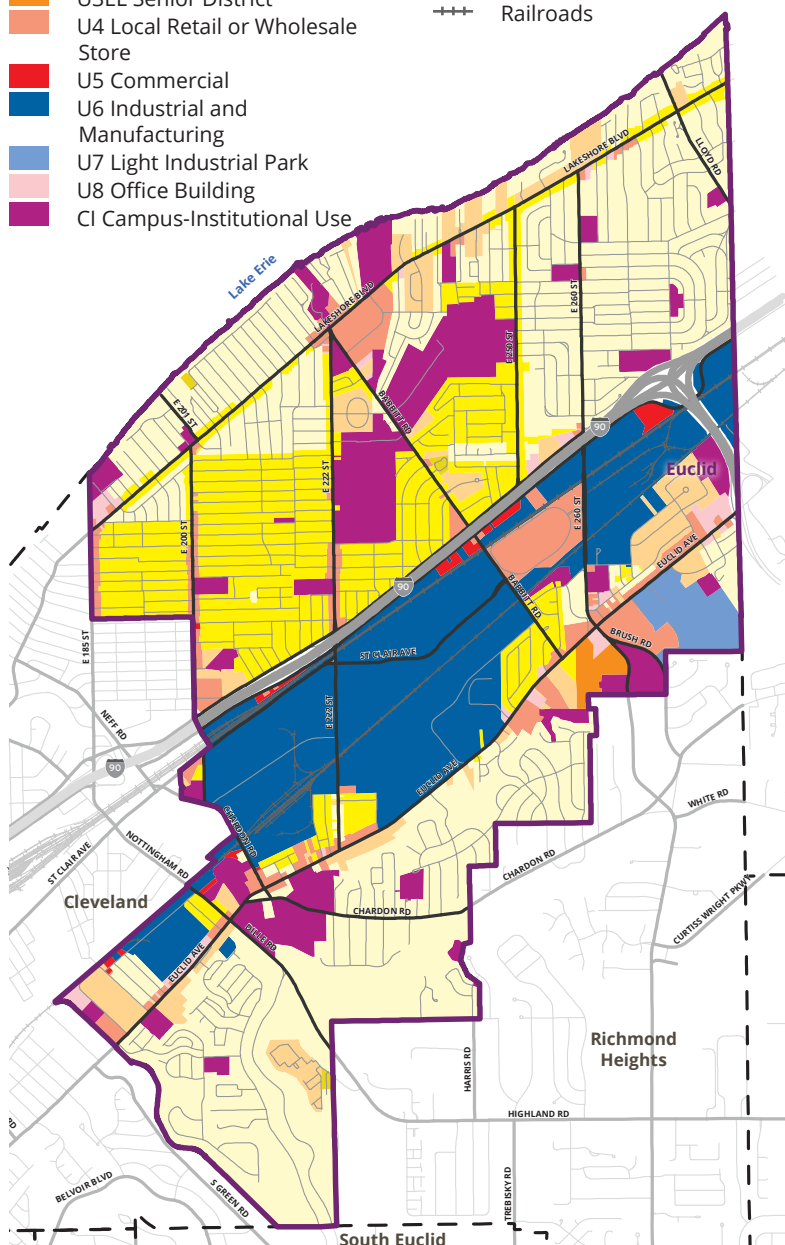


Page Sources: Cuyahoga County Planning Commission

MAP 18 CURRENT ZONING

LEGEND

- | | | | |
|--|------------------------------------|--|----------------------|
| | U1 Single-Family House | | Euclid |
| | ASF Attached Single-Family | | Community Boundaries |
| | U2 Two-Family House | | Highways |
| | U3 Apartment House | | Major Roads |
| | U3EL Senior District | | Minor Roads |
| | U4 Local Retail or Wholesale Store | | Railroads |
| | U5 Commercial | | |
| | U6 Industrial and Manufacturing | | |
| | U7 Light Industrial Park | | |
| | U8 Office Building | | |
| | CI Campus-Institutional Use | | |

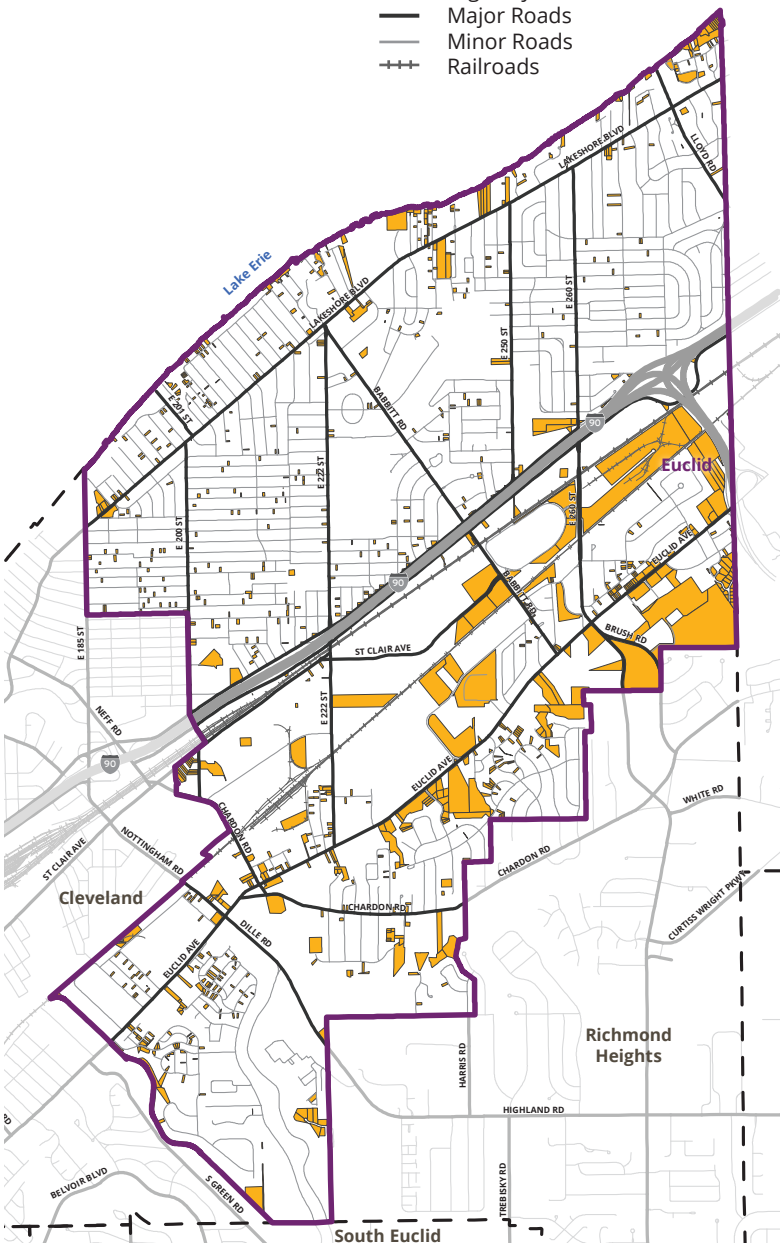


VACANT LAND

MAP 19 VACANT LAND

LEGEND

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



Page Sources: Cuyahoga County Planning Commission

As a built-out, inner-ring suburb, Euclid does not have many large vacant sites. The largest vacant areas are focused in the industrial core of the City where former railroad spurs and industrial buildings have been cleared for the Bluestone Business Park. Other vacant parcels in the area include many of the sites around Euclid Square Mall and other unbuilt industrial parcels.

In addition to the industrial core, the neighborhoods along and south of Euclid Avenue also include a number of large, vacant sites. This is especially true of the wooded areas between Richmond and Brush Roads and east of Brush Road. Many of these vacant areas include environmentally sensitive features such as wetlands, wooded areas, or steep slopes that may make development difficult.

North of I-90, many of the vacant areas are small, single parcels in which houses have been demolished or were never built. Larger vacant areas include lakefront parcels near Sims Park and a number of deep parcels that front Lake Shore Boulevard.

PARKS & OPEN SPACE

Parks and recreation centers are vital components of a complete community. They provide space for active and passive recreation, community interaction, and physical activity.

EXISTING PARKS

The City has a number of existing parks, with the largest being Sims Park, Memorial Park, and Euclid Creek Reservation. There are numerous other, smaller parks and open spaces throughout the community.

FUTURE PARKS

The City has numerous park proposals including updates to Memorial Park and Euclid Creek Reservation. The largest park change is proposed for Euclid's waterfront, where new paths along the lakefront would combine with new beaches and potentially marinas to improve waterfront access and maintain the shoreline. The City has acquired both grants and loans that have moved the project closer to construction.

NEARBY AND SHARED PARKS

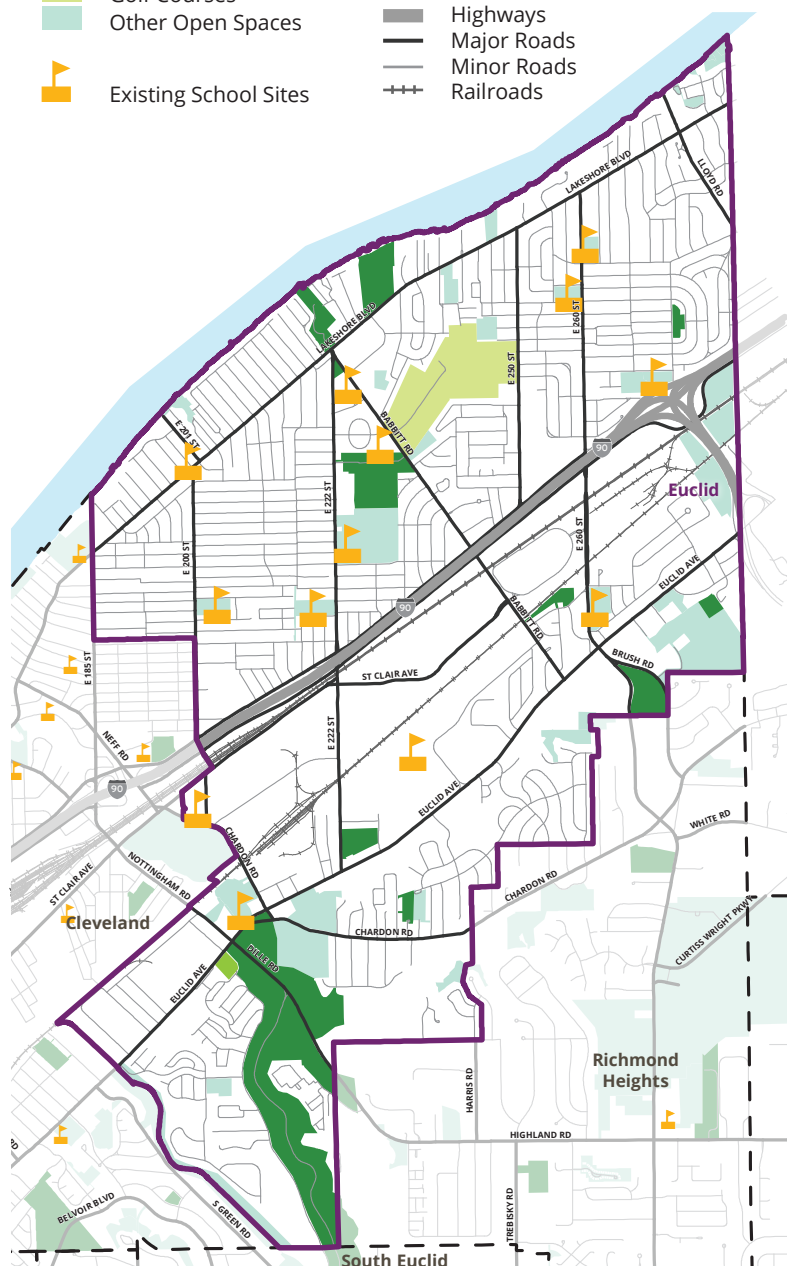
The City contains portions of Euclid Creek Reservation, which extends into Cleveland, Euclid, South Euclid, and Richmond Heights. The southern part of the reservation features wooded hillsides and Euclid Creek itself, which bisects the reservation until it meets with Lake Erie in the North.

In 2013, Euclid Creek Reservation expanded to include Euclid Beach Park, Villa Angela Beach, and Wildwood.

MAP 20 PARKS & OPEN SPACE

LEGEND

- | | | | |
|---|-----------------------|---|----------------------|
|  | Parks |  | Euclid |
|  | Cemeteries |  | Community Boundaries |
|  | Golf Courses |  | Highways |
|  | Other Open Spaces |  | Major Roads |
|  | Existing School Sites |  | Minor Roads |
| | |  | Railroads |



Page Sources: Cuyahoga County Planning Commission, County Greenprint

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SWOT ANALYSIS

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and is a type of exercise used to better understand a community's assets and issues. When undertaking a SWOT analysis, a community is analyzed for these four areas as a basis for action.

WHAT'S IN THIS SECTION?

This section includes the results of a SWOT analysis that covers issues and assets on a Citywide basis and then in a mapping framework.

SWOT Features

- Citywide SWOT, page 62
- Strengths, page 64
- Weaknesses & Threats, page 66
- Opportunities, page 68

CITYWIDE SWOT

The Citywide SWOT includes an analysis of strengths, weaknesses, opportunities, and threats that cover all areas of the City. These are general issues and assets for the entire community.

STRENGTHS

Characteristics that give a place an advantage. These characteristics should be protected and bolstered.

- Strong community connections and identity among residents
- Cultural centers such as Shore Cultural Centre, Polka and Softball Hall of Fame, Slovenian Home, YMCA, and Library
- Neighborhood parks and Cleveland Metroparks’ Euclid Creek Reservation
- Core manufacturing base with freeway and rail access
- Numerous medical institutions
- Four miles of lakefront
- Affordable housing
- Improving Downtown
- Strong transit access
- Defined civic core

WEAKNESSES

Characteristics that give a place a disadvantage. These characteristics should be defended against or limited.

- Hard-hit housing market
- Employment loss
- Poor east-west road connections
- Few existing bikeways
- Low tree canopy coverage in neighborhoods
- Aging infrastructure and sewer system
- Perception of safety
- Tax burden
- Aging retail strips
- Little high-end housing
- School ratings
- North-south divide between neighborhoods

OPPORTUNITIES

Undeveloped characteristics that could give an advantage. These characteristics should be studied for improvement to turn the opportunity into an advantage.

- Green Creek area
- Additional lakefront development
- Bluestone business park development
- Proximity to County Airport
- Streetscape changes
- Transit and bikeway planning
- Civic core changes such as the new school campus and Memorial Park improvements
- Unused infrastructure such as the marginal loop roads
- Available industrial space
- Improvements on East 185th
- City gateways
- Neighborhood identities

THREATS

Elements that could pose an issue for the community. These should be defended against or limited.

- Increasing and concentrated poverty
- Housing vacancy and demolition
- Certain neighborhoods struggling
- Concentrated employment sectors
- Euclid Square Mall
- Decreasing homeownership
- Struggles among small manufacturers to keep up on taxes and plan for succession
- Long-term population decline
- Declining incomes
- Negative perception of the School District

STRENGTHS

The City has numerous strengths in terms of environmental features, employment centers, and institutions. These characteristics are an advantage to be protected. The map on page 65 displays the location of some of these strengths.

Lakefront: Euclid's four miles of Lakefront are a major advantage for the community as waterfronts have become a major driver of development in other communities.

Major Employers: Euclid has an economy concentrated in healthcare and manufacturing, with the 3rd highest number of manufacturing jobs in the County. **A** The Cleveland Clinic - University Hospitals campus and major industrial businesses like **E** Lincoln Electric are bedrocks for the City's tax base.

Civic Core: Euclid's concentration of municipal facilities along East 222nd Street make for a dynamic civic center for the community and provides access to a variety of services in a small area. Assets include City Hall, the Library, Euclid High School, and Memorial Park.

Parks and Metroparks: The City's large parks such as Memorial Park and Sims Park, smaller neighborhood parks such as Willow Park, and easy access to Euclid Creek Reservation are key advantages to build upon.

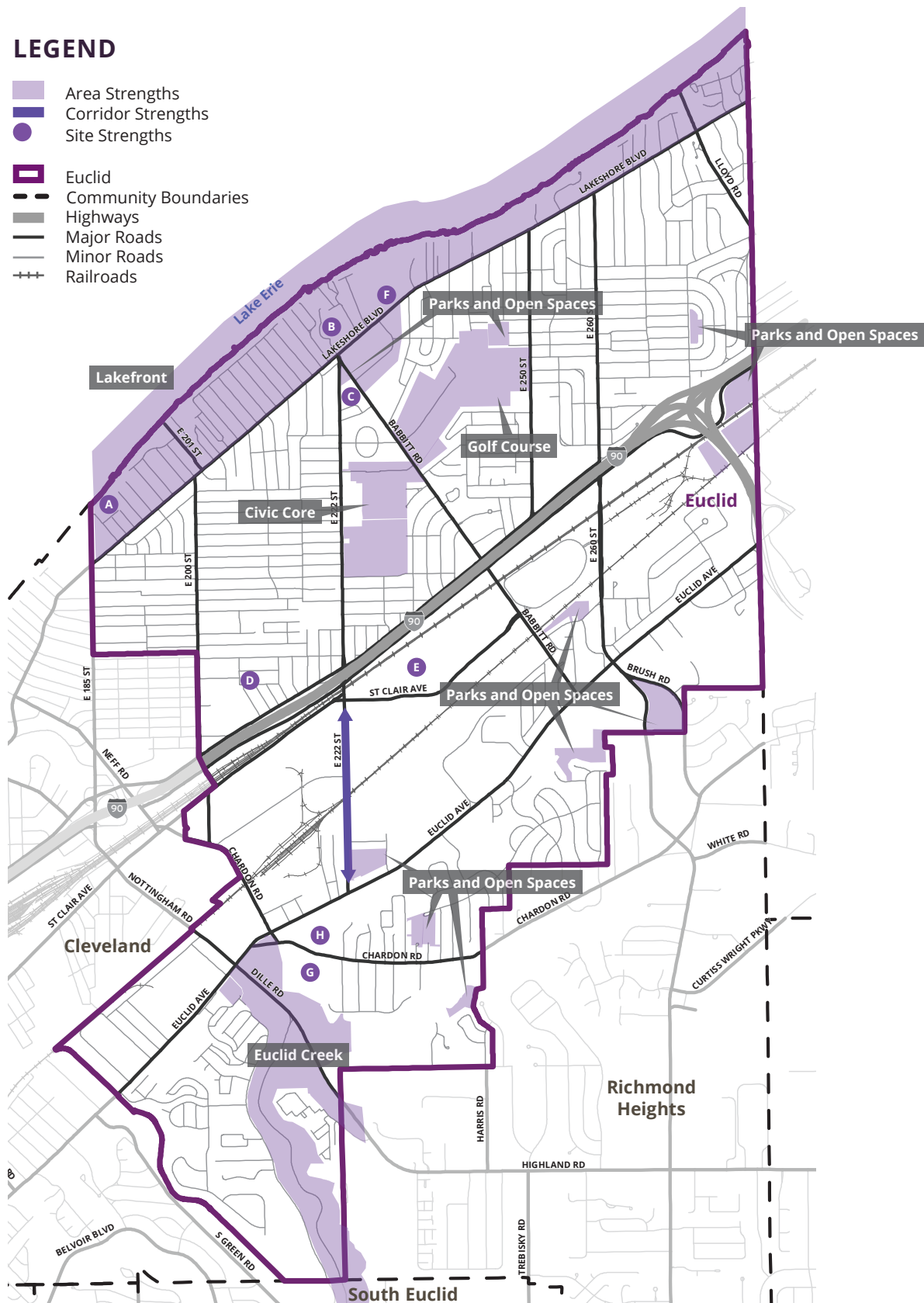
East 222nd Street: This road in Euclid was upgraded with attractive lighting and amenities for the industrial users along the corridor. It stands as a strong example of attractive municipal infrastructure for industrial areas.

Institutions: Euclid's institutional assets include **B** the Lakefront Community Center and Euclid Senior Center, **C** Shore Cultural Centre, **D** Slovenian Society Home (Recher Hall), **F** Henn Mansion, **G** Mount Saint Joseph Nursing Home, **H** Our Lady of Lourdes National Shrine, and others. These institutions are community assets that link neighbors and can be leveraged for community growth.

MAP 21 IDENTIFIED STRENGTHS

LEGEND

-  Area Strengths
-  Corridor Strengths
-  Site Strengths
-  Euclid
-  Community Boundaries
-  Highways
-  Major Roads
-  Minor Roads
-  Railroads



WEAKNESSES & THREATS

Euclid has a number of weaknesses and threats that it must deal with to maintain positive momentum. Many of these issues are related to dated structures and areas that require reinvestment to maintain the look and feel of a quality neighborhood or shopping center. The map on page 67 displays the location of some of these weaknesses and threats.

Aging Retail Strips: Many of the City's suburban-style retail centers are older and feel dated in design and retail options. These include many of the centers and standalone stores facing Euclid Avenue.

Struggling Small Manufacturers: While the City's large manufacturers continue to thrive, some smaller manufacturers have struggled with tax delinquency and an inability to plan for succession of ownership. These small manufacturers risk closing, harming the tax base and eliminating jobs.

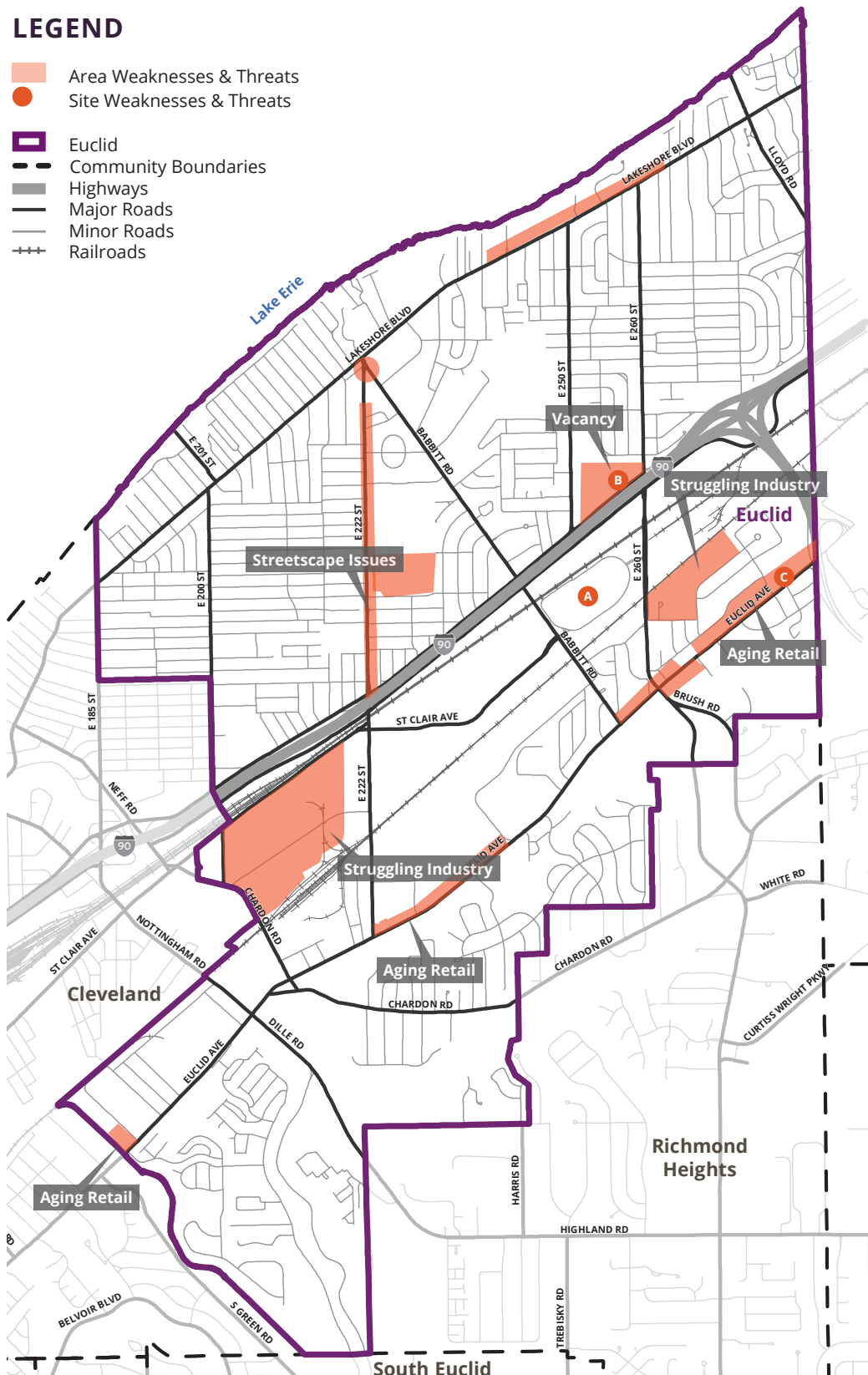
Vacant Properties: The City has a number of large, mostly vacant properties that can drag down surrounding values and depress development. These include **A** Euclid Square Mall, **B** the Lakeland Medical Building, and **C** the Omni Park Building, all of which have low occupancy rates.

Unattractive Streetscape: The look and feel of streets in Euclid are not universally welcoming, East 222nd north of I-90 is one street identified as having a weak visual aesthetic.

MAP 22 IDENTIFIED WEAKNESSES & THREATS

LEGEND

- Area Weaknesses & Threats
- Site Weaknesses & Threats
- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads



OPPORTUNITIES

Based on existing strengths and positive momentum, certain areas and corridors in the City are ripe for improvements that could serve to positively impact neighborhoods, industries, and retail centers. These opportunities are ones to be taken advantage of in order to strengthen the City. The map on page 69 displays the location of some of these opportunities.

Western Neighborhoods: The neighborhoods west of East 222nd have strong fabric and numerous amenities but have some of the weakest market values in the City. Because of the strong amenities, potential for bike connections, proximity to transit, and recent planning initiatives along East 185th, this neighborhood has the opportunity for revitalization.

Parks and Open Spaces: The City's parks and open spaces are strong neighborhood centers and have potential to attract additional development. This includes current parks such as Willow Park that could be the bedrock for the surrounding neighborhood as well as proposed parks such as the Lakefront Park, sites along Euclid Avenue, and the current middle school site that could be an amenity for nearby areas.

Corridor Improvements: The I-90 corridor bisects the City, dividing residential areas from industrial areas. Better branding along the corridor could facilitate a greater image for Euclid and better connect the north and south of the highway. Similarly, the St. Clair Avenue corridor is home to some of Euclid's largest employers and its streetscape could better match the importance of the street section.

Small Retail Areas: The City's small retail areas along **A** Lake Shore Boulevard at 242nd Street, **B** East 260th, **C** Lake Shore Boulevard at 266th Street, **D** Euclid Avenue at Chardon Road, and **E** Euclid Avenue at Richmond Road all have the potential to be amenities and anchors for surrounding neighborhoods.

Lakefront Opportunities: Euclid's Lakefront is currently undergoing changes as new parks and trails create public spaces along the water. With the development of these areas comes opportunity for additional connections further east and west as well as opportunities for the redevelopment and reinvestment in housing along these parks.

Historic Potential: The neighborhoods along Apple Drive and off of Brandywine Drive were identified as having historic potential for mid-century modern design.

Medical Clusters: The City's cluster of medical institutions, retirement homes, doctors offices, and other related offices by Euclid Hospital and at the City's western border along Euclid Avenue both provide the opportunity for additional development.

Connections: The City has the potential to better connect to the Metroparks through a trail to the lake as well as links from neighborhoods into that trail.

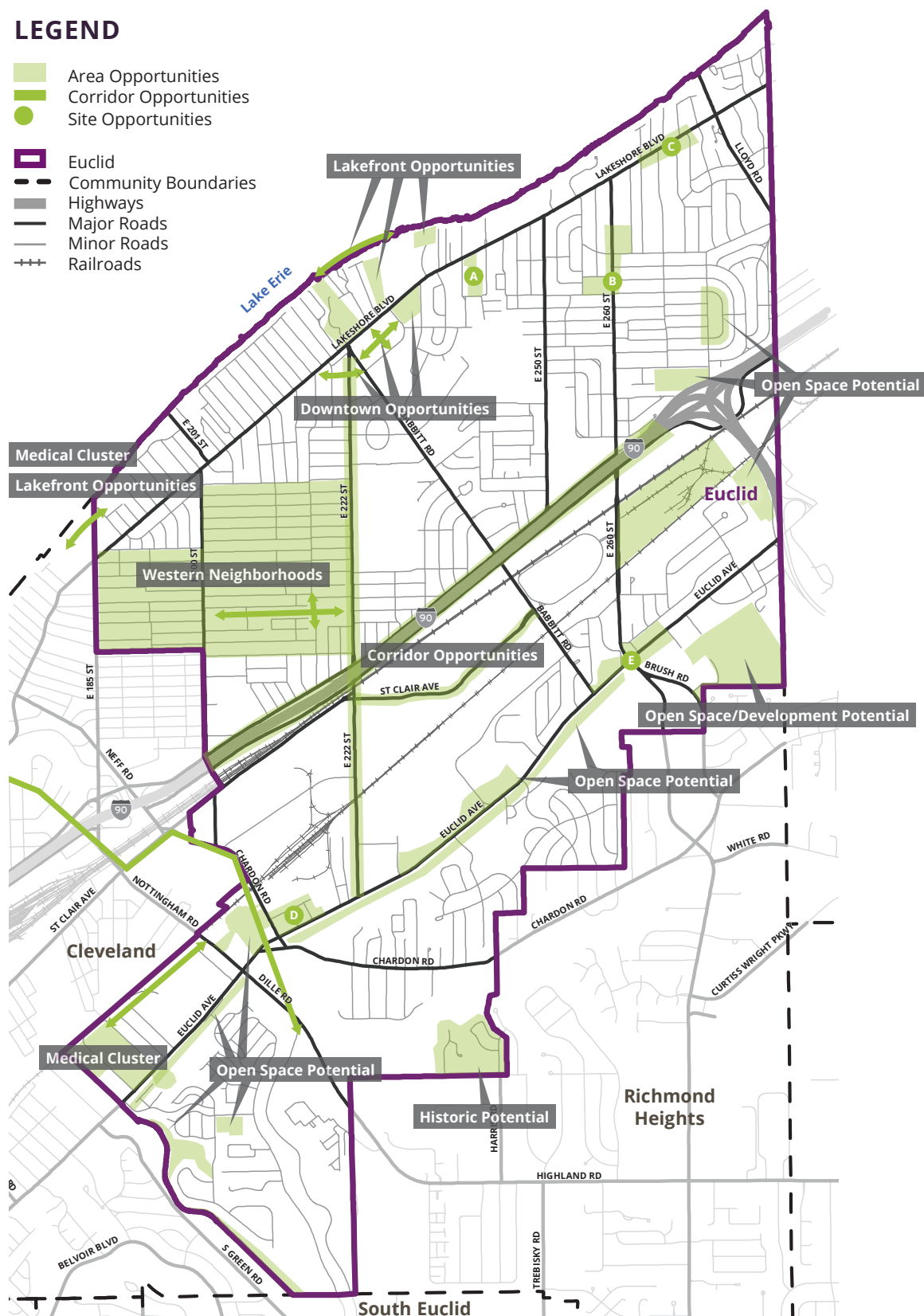
Downtown Opportunities: The City's Downtown has grown substantially and additional development in terms of new roads and spin-off residential, retail, and office development could continue the positive momentum in Downtown Euclid.

MAP 23 IDENTIFIED OPPORTUNITIES

LEGEND

- Area Opportunities
- Corridor Opportunities
- Site Opportunities

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







SECTION 3

VISIONS–GOALS–ACTIONS

To accomplish the community's vision, there are many individual goals and actions the City must undertake both Citywide and in various targeted areas. The Visions–Goals–Actions section outlines vision statements for the future and the individual steps to assist in accomplishing each vision.

WHAT'S IN THIS SECTION?

This section includes a series of subsections that are listed and described below:

- *Goals and Action:* This subsection outlines a series of Citywide Visions based on six themes. For each theme, there are Citywide goals, maps that showcase target areas, and specific action steps to help accomplish those Citywide goals.
- *Future Land Actions:* This subsection outlines specific land use changes to showcase how future buildings and uses should be arranged. It also outlines action steps for

updating the City's codes to ensure quality future construction.

- *Design Principles:* This subsection outlines potential designs for public improvements to ensure they are consistent and attractive.
- *Core Strategy Area Policies:* This subsection outlines actions for specific areas of the City that have potential for changes.

The goals and actions were developed with data from the Current Conditions document, input from the City of Euclid Master Plan Project Team and Steering Committee, and public input. Together these policies are meant to advance the collective vision of the community.

HOW DO I USE IT?

The Visions–Goals–Actions sections is intended to list and describe the vision of the community and the steps that should be undertaken to achieve that vision.

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GOALS AND ACTIONS

To accomplish the community's vision, there are many individual goals and actions the City must undertake. The Goals and Actions section lists action steps to assist in accomplishing each of the visions that came out of the Public Meeting.

WHAT'S IN THIS SECTION?

The section includes the vision statements outlined for each topic area, and then moves into individual goals and action steps that can be undertaken to accomplish each of these visions. Some sections include maps that outline particular location-based strategies for each vision topic as well as images that help explain concepts.

The goals and actions were developed with data from the Current Conditions document, input from the City of Euclid Master Plan Project Team and Steering Committee, the first Public Meeting, and subsequent online input. Together

these policies are meant to advance the collective vision of the community.

Throughout the section, certain actions are identified as **(Core)**. These actions directly relate to the areas identified in the Core Strategy.

HOW DO I USE IT?

The Goals and Actions section informs the types of actions the City and its partners should undertake in the coming years. It will be updated based on feedback and expanded in the next phase with specific partners, priorities, and timeframes to accomplish each.

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, modern homes and structures that are designed to allow people to remain in their home as they grow older.

The Housing Strategy Map and descriptions below, as well as the goals and actions on the following pages, support this vision.

HOUSING STRATEGY MAP DESCRIPTIONS

PRIMARY INVESTMENT AREA

- Focus housing stabilization to this area first
- Encourage community engagement and involvement among residents

SECONDARY INVESTMENT AREA

- Expand stabilization efforts to this area following improvements in the primary investment area

PRESERVE AND GROW

- Encourage new housing on vacant land and reinvestment in apartment complexes

PRESERVE AND ENHANCE

- Preserve neighborhood quality through expanded home maintenance efforts
- Improve the look and feel through property maintenance and expansion of trees and landscaping
- Limit demolition in these areas unless as a last resort

BUFFER AND PRESERVE VIABLE STRUCTURES

- Invest in green buffers between industrial and residential areas to shield neighborhoods
- Preserve viable structures to maintain affordability and use strategic demolition to remove blighted buildings

LIMIT NEW HOUSING

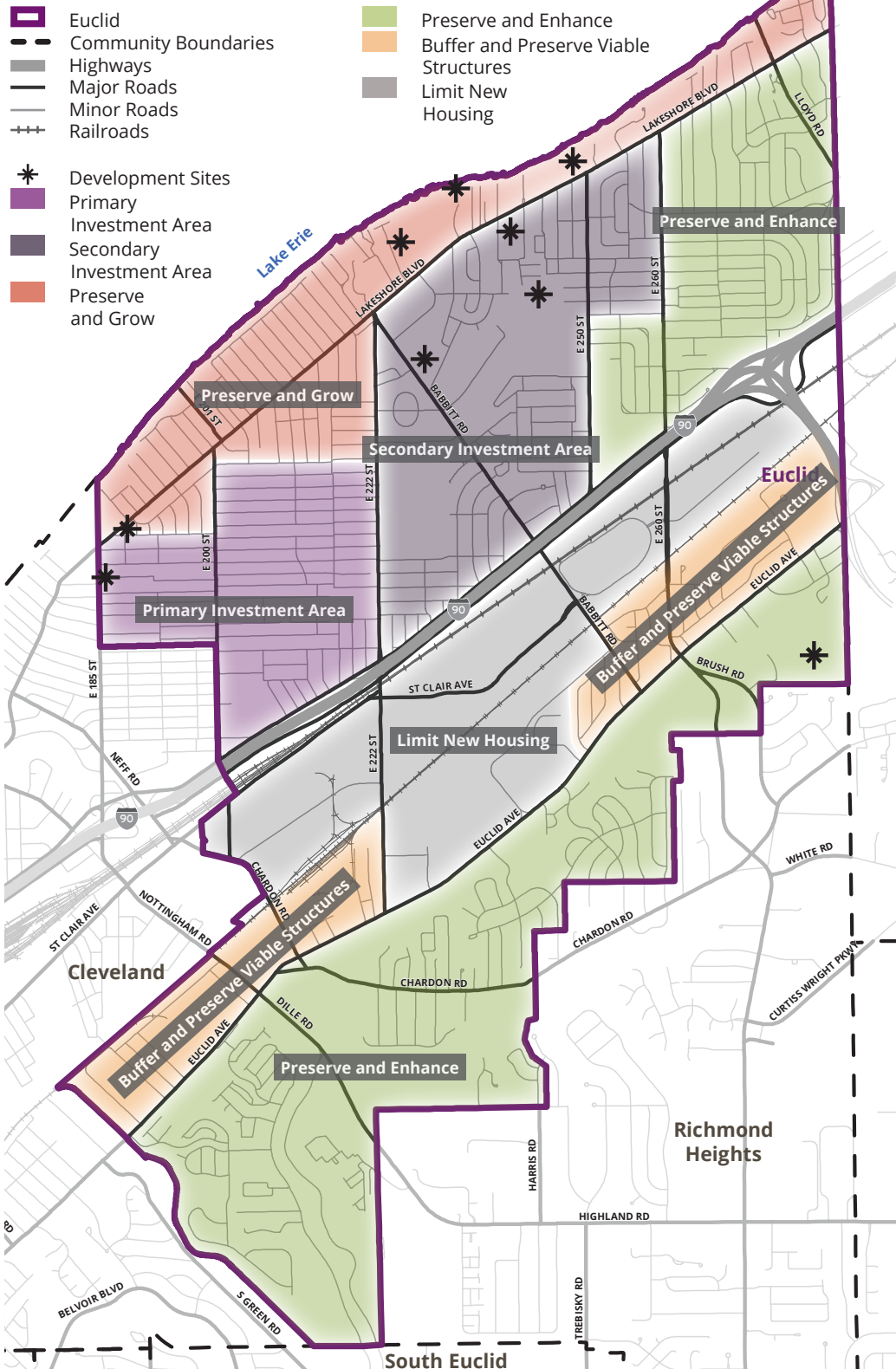
- Reserve and protect industrial areas of Euclid for manufacturing and associated uses rather than housing

DEVELOPMENT SITES

Development Sites are sites that have the potential for expanded housing developments that can fulfill the need for new housing.

MAP 24 HOUSING STRATEGY

LEGEND



GOAL 1:**ENFORCE THE REPAIR, MAINTENANCE, AND CODE COMPLIANCE OF EXISTING HOUSING AND NEIGHBORHOODS**

- 1:** Develop an exterior housing maintenance and sidewalk inspection program for owner and renter-occupied housing and test it on streets in the Primary Focus Area as displayed in the map on page 75 **(Core)**
- 2:** Refine the housing maintenance and sidewalk inspection program, and expand it to the whole community
- 3:** Develop a landlord outreach program that identifies rental property owners, informs them of the requirements of running rentals in Euclid, and encourages renovations and upkeep through education about incentive programs
- 4:** Review the registration and regulation process for rental housing in Euclid to ensure the City is using best practices in regulating rental properties
- 5:** Continue the existing single-family point-of-sale inspection program

GOAL 2:**INCREASE THE HOMEOWNERSHIP RATE TO STABILIZE HOUSING**

- 6:** Host a Realtors tour of City neighborhoods to educate them about Euclid's neighborhoods, amenities, and homeownership opportunities
- 7:** Develop a renter outreach program that showcases opportunities, incentives, and benefits of homeownership to convert renters into homeowners
- 8:** Develop advertising materials to promote City-owned land to current residents and developers
- 9:** Assemble Land Bank properties and proceed with a request for proposals from developers to construct new housing in the City
- 10:** Work with non-profits to host homeownership classes in neighborhoods
- 11:** Brand the City's homeownership programs, tax incentives, and other financial assistance tools to advertise the range of City programs to potential homeowners

GOAL 3:**PRIORITIZE VACANT, UNDERUTILIZED RESIDENTIAL PROPERTIES FOR REUSE**

- 12:** Develop design standards or use existing ones such as Kent State's Reimagining Cleveland document for reusing vacant properties as side yard expansions or pocket parks
- 13:** Reduce maintenance costs for vacant lots by pursuing 'Slow Grow' landscaping strategies for reuse of lots or by developing maintenance plans with neighborhood associations
- 14:** Incentivize local block clubs or neighborhood groups to maintain pocket parks as a way to promote civic engagement

GOAL 4:

IMPLEMENT A HOUSING STRATEGY THAT PROMOTES DIVERSE HOUSING OPTIONS AND ALLOWS FOR AGING IN PLACE

- 15: Identify existing accessible housing, one-story homes, and homes with first-floor bathrooms and master bedrooms; advertise the list to seniors seeking to age in place
- 16: Partner with neighboring communities and the First Suburbs Consortium to develop renovation plans for standard home types that outline how to add a bathroom, kitchen, or first floor bath to an existing home
- 17: Support the development of new senior housing facilities, where appropriate, to ensure adequate housing opportunities for this growing demographic

GOAL 5:

STRATEGICALLY INVEST IN STRUGGLING NEIGHBORHOODS BY INVESTING IN HOUSING AND IN THE AMENITIES THAT PROVIDE A STRONG SENSE OF PLACE

- 18: Finance a Community Development Corporation that can carry out the neighborhood-level work necessary for the completion of the Master Plan **(Core)**
- 19: Coordinate City departments, non-profits, and corporate partners in establishing a neighborhood improvement program that assesses neighborhoods and invests in multiple improvements in a targeted area in a short time frame
(investments could include infrastructure improvements like street repaving and light replacements, code enforcement initiatives, facilitation of neighborhood block watch programs, the construction of infill housing, and neighborhood engagement strategies) (Core)
- 20: Identify housing metrics and track them over time to assess housing changes

ADVERTISING HOMEOWNERSHIP OPPORTUNITIES

Advertising homeownership opportunities can include classes and information sessions on homeownership as well as open houses and signage showcasing homes for purchase



Source (clockwise from above): Flickr user HUD Denver Homeownership Center Program Support Division; Youngstown Neighborhood Development Corporation

NEIGHBORHOOD IMPROVEMENT PROGRAM

Targeted neighborhood improvement programs infuse numerous City services in a small area in a short time including community meetings, service improvements, and home renovation assistance



Source (clockwise from above): Flickr user Tim Newton-Syms; www.Columbus.gov; Flickr user USDA

INFILL HOUSING



Infill housing can be used to bolster the City's population, reuse vacant properties, and boost property values if it is designed and executed well



Source (clockwise from above): Flickr user Michael Hicks; Flickr user Brett VA; Flickr user Michael Hicks



VACANT LOT REUSE

The lot left when a home is demolished can be reused for a variety of purposes including community gardens, pocket parks, new housing units, or neighborhood gathering spaces



Source (all images): Ryan Mackin, Vacant to Vibrant program of the Cleveland Botanical Garden

PROSPER

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 through investment in infrastructure that supports business.

The Economic Development Strategy Map and descriptions below, as well as the goals and actions on the following pages, support this vision.

ECONOMIC DEVELOPMENT STRATEGY MAP DESCRIPTIONS

INDUSTRIAL CORE

- Focus attention on attracting manufacturing employment to this area while buffering nearby uses from any smells, sounds, or traffic
- Repurpose Euclid Square Mall and its surroundings
- Allow hotels or small nodes of retail to provide services to employees
- Continue to promote the reclamation of land for redevelopment
- Improve the look of the industrial area from the highway

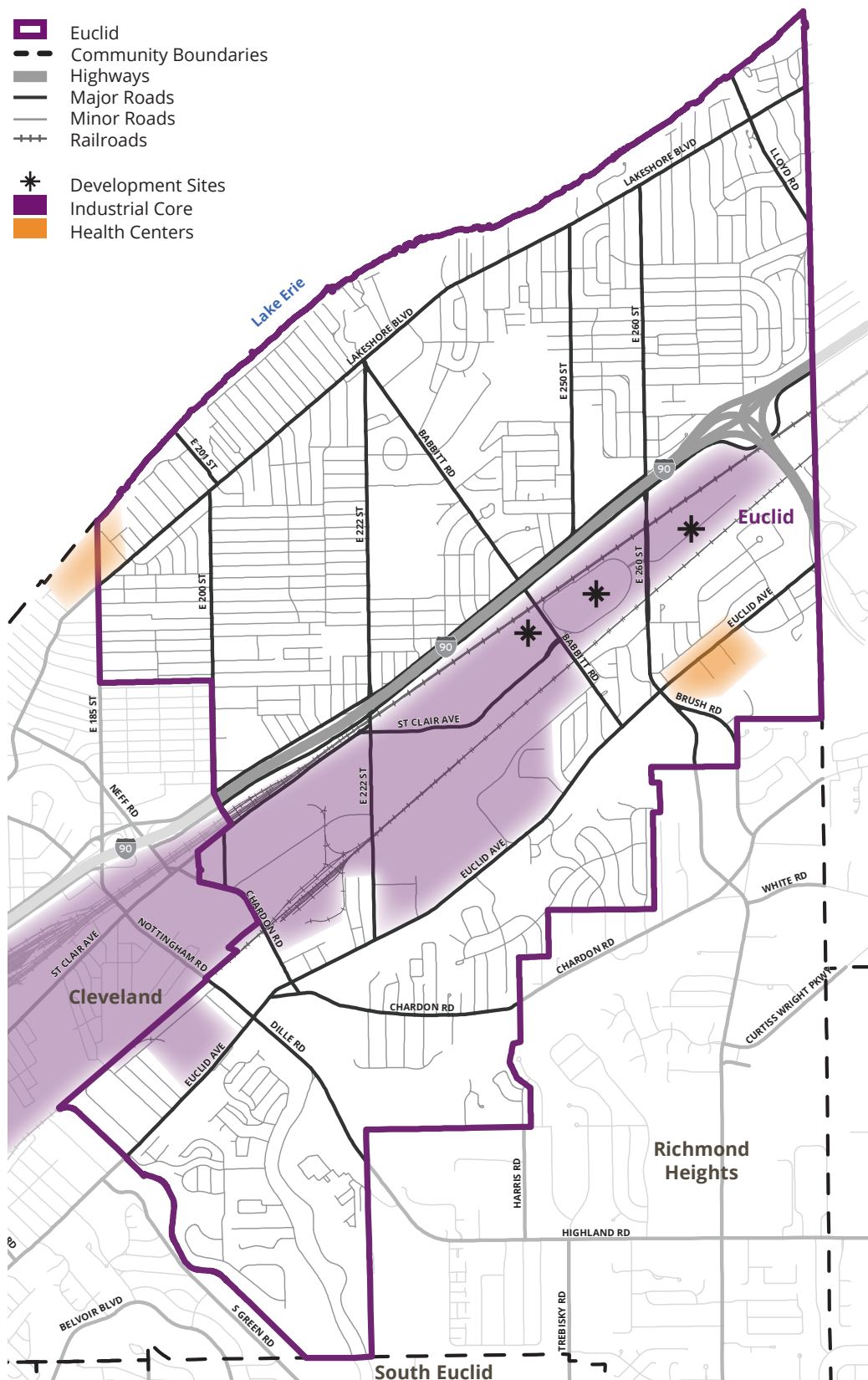
HEALTH CENTERS

- Ensure health-care related uses continue to thrive in Euclid's health centers
- Provide for meaningful connections between health-related employment centers and nearby neighborhoods and business districts
- Provide high-quality signage and infrastructure to support these areas

DEVELOPMENT SITES

Development Sites are sites that have the potential for large investments in new employment centers.

MAP 25 ECONOMIC DEVELOPMENT STRATEGY



GOAL 1:

CONDUCT BUSINESS OUTREACH AND STREAMLINE ASSISTANCE FOR RETENTION, SUCCESSION, AND EXPANSION OF EXISTING BUSINESSES

- 21:** Cross-train City employees on economic development incentives and initiatives to ensure they are able to communicate them to potential businesses
- 22:** Identify businesses at risk for succession issues and match them with resources
- 23:** Increase the touch points between the City and small businesses to identify issues that are hindering expansion of businesses
- 24:** Work with qualified economic development professionals to develop a job creation or tax incentive program aimed at growing employment in the City's core employment areas
- 25:** Develop economic metrics and track them to understand changes in the business environment
- 26:** Develop marketing materials for targeted industries

GOAL 2:

PARTNER WITH CLEVELAND CLINIC EUCLID HOSPITAL, UNIVERSITY HOSPITALS, HOSPICE OF THE WESTERN RESERVE, AND OTHER MEDICAL FACILITIES TO GROW EUCLID'S HEALTH INDUSTRY AND SUPPORTING BUSINESSES

- 27:** Work with health institutions and the City of Cleveland to develop consistent development standards for medical areas, especially the area around the Cleveland Clinic and University Hospitals medical campus **(Core)**
- 28:** Identify needed supporting businesses for medical areas and work to attract them

GOAL 3:

STRENGTHEN AND CONNECT THE MANUFACTURING SECTOR THROUGH INDUSTRY-SUPPORTING INFILL DEVELOPMENT, AS WELL AS MARKETING AND BRANDING THE MANUFACTURING ALONG THE I – 90 CORRIDOR

- 29:** Work with the City of Cleveland, Lake County communities, and anchor manufacturers to develop a branding and physical improvements campaign for the I-90 manufacturing corridor **(Core)**
- 30:** Continue to prepare development-ready sites and market them to potential manufacturers
- 31:** Support the development of a co-working space for industrial or maker uses
- 32:** Promote the partnership between Euclid City Schools and local businesses to develop skill-based educational opportunities in manufacturing
- 33:** Identify the suppliers for Euclid's major industries and target them for co-location in Euclid

GOAL 4:**SUPPORT SMALL BUSINESSES, ENTREPRENEURS, AND START-UPS AS A WAY TO GROW JOBS AND SUPPORT LIVELIHOODS**

- 34:** Work with the Euclid Public Library and the Euclid Chamber of Commerce to develop a small business resource center that connects entrepreneurs to resources, assists in the development of business plans, provides information, and builds connections with other start-up businesses
- 35:** Using a single economic development point of contact, build a pipeline of potential small businesses by hosting pop-up retail events, identifying small retailers, facilitating networking and apprenticeships, and connecting them with available spaces

GOAL 5:**REPURPOSE EUCLID SQUARE MALL**

- 36:** Rezone Euclid Square Mall to an industrial zoning category **(Core)**

GOAL 6:**ATTRACT NEW INVESTMENT THROUGH BUSINESS-SUPPORTING INFRASTRUCTURE**

- 37:** Partner with neighboring communities to invest in broadband internet to support manufacturing **(Core)**
- 38:** Partner with regional colleges and training institutes to build a stronger presence in Euclid



MEDICAL CAMPUS

Combining various medical and institutional assets can create an economic anchor, much like St. Louis' Cortex District combines transit, medical institutions, incubators, and green space to spur new employment



Source (all images): Flickr user Paul Sableman

MANUFACTURING CORRIDOR

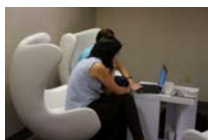
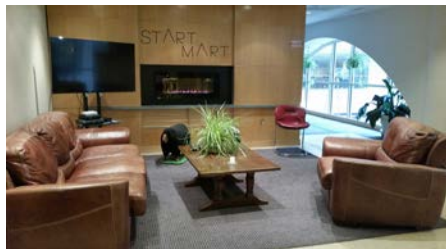
The industrial area running through Euclid is a major regional employment center that could be marketed, zoned, and jointly developed. Denver South's economic development initiative is an example of a multi-jurisdictional effort to build an economic center



Source (clockwise from top left): Denver South Economic Development Partnership; Denver South Economic Development Partnership; Flickr user Jitze Couperus

CO-WORKING SPACES

Co-working spaces like StartMart in Downtown Cleveland provide small work spaces, utilities, and professional amenities for entrepreneurs and small businesses



Source (all images): StartMart

GROWING SMALL BUSINESSES

Small business growth can be supported through events that encourage small businesses to test products as they move from home-based enterprises to brick-and-mortar stores



Source (clockwise from top left): Cleveland Bazaar; Flickr user La Citta Vita; Cleveland Bazaar

PLAY

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.

The Vibrant Community Strategy Map and descriptions below as well as the goals and actions on the following pages support this vision.

VIBRANT COMMUNITY STRATEGY MAP DESCRIPTIONS

COMMERCIAL FOCUS AREA

- Focus infrastructure investments, retail recruitment, and beautification efforts to these commercial districts

REINVESTMENT PARKS AND GREENWAYS

- Reinvest in these parks as anchors for the surrounding neighborhoods
- Complete the proposed Waterfront Improvements along the Lake

NEW PARKS AND GREENWAYS

- Invest in new green spaces along Euclid Avenue and at proposed Waterfront Parks
- Plan for extensions to Waterfront Greenways east and west from proposed greenways and around the Euclid Hospital site

CIVIC CORE

- Concentrate civic amenities and public buildings in the Civic Core



GOAL 1:

PROMOTE DOWNTOWN AS THE VIBRANT, MIXED-USE HUB OF CULTURE AND RETAIL FOR THE ENTIRE CITY

- 39:** Develop a Downtown Euclid brand and market it with a website, social media presence, and physical improvements **(Core)**
- 40:** Develop a Downtown Euclid Special Improvement District to fund clean and safe initiatives as well as strategic priorities **(Core)**
- 41:** Work with current or future owners of Downtown properties to develop Downtown Euclid in line with the principles from the Master Plan

GOAL 2:

ENHANCE NEIGHBORHOOD CENTERS THROUGH RETAIL, RESTAURANTS, AND ACTIVITIES THAT ATTRACT INVESTMENT

- 42:** Develop Special Improvement Districts in targeted neighborhood centers that work in collaboration and potentially share staff with the proposed Downtown Special Improvement District
- 43:** Begin collecting information in Special Improvement Districts including vacancy rates, available spaces, and Zip Codes of customers for advertising campaigns to potential investors and retailers
- 44:** Work with current or future property owners to develop neighborhood centers in line with the principles from the Master Plan

GOAL 3:

USE EVENTS AND ART TO ENLIVEN AND ENHANCE DOWNTOWN AND NEIGHBORHOOD CENTERS

- 45:** Begin hosting more frequent Downtown Euclid events—such as a monthly gallery opening at Shore Cultural Centre or pop-up art galleries—that highlight the area's unique art, retail, and restaurant opportunities **(Core)**
- 46:** Develop signature events for the East 222nd and East 185th Street commercial districts

GOAL 4:

IMPLEMENT THE WATERFRONT IMPROVEMENT PLAN AND INCREASE LAKEFRONT ACCESS AND EVENT SPACE IN ORDER TO STRENGTHEN THE LAKEFRONT AS EUCLID'S RECREATIONAL HUB

- 47:** Construct the improvements to the waterfront outlined in previous plans **(Core)**
- 48:** Begin planning for extensions to the waterfront, especially to connect Sims Park to the Lakefront Community Center **(Core)**
- 49:** Apply for grant funding to program the waterfront
- 50:** Identify and approach neighborhood and non-profit groups about holding events along the waterfront
- 51:** Strengthen the physical connections between the Lakefront Parks and Downtown Euclid **(Core)**
- 52:** Partner with the City of Cleveland, Hospice of the Western Reserve, and Euclid Hospital to develop a plan for improving and opening access to Lake Erie in the area of the Health Campus **(Core)**

GOAL 5:**SUPPORT CLEVELAND METROPARKS' INITIATIVE TO IMPLEMENT THE EUCLID CREEK RESERVATION MASTER PLAN**

- 53:** To highlight Euclid and Metroparks, add decorative lighting and signage to Highland Avenue bridges when reconstructed
- 54:** Consider improvements along Glenridge Road such as trails, signage, lighting and overlooks that can provide safe connections and highlight neighborhood proximity to the Metroparks

GOAL 6:**ENHANCE EXISTING NEIGHBORHOOD PARKS WITH ADDITIONAL PROGRAMS AND AMENITIES—ESPECIALLY FOR THE CITY'S YOUTH—INCLUDING AN INDOOR COMMUNITY RECREATION CENTER**

- 55:** Reuse the Central Middle School site for parkland that is adequately buffered from nearby railroad tracks and as a right of way for a trail to connect Euclid Creek Reservation to Lake Erie
- 56:** Develop a joint recreation board between the School District, Euclid YMCA, and the City's recreation department to coordinate a complete slate of youth activities
- 57:** Consider an indoor community recreation center—potentially as part of the ongoing Euclid City Schools Master Plan and potentially in coordination with South Euclid and Richmond Heights
- 58:** To ensure safety of playgrounds, consider visibility from the street and access to facilities when constructing new sites
- 59:** Develop a Parks Master Plan that considers specific design improvements at smaller, neighborhood parks as well as at Memorial Park

GOAL 7:**CONCENTRATE AND PROMOTE THE MUNICIPAL AND CULTURAL AMENITIES IN THE CIVIC CORE**

- 60:** Continue to locate public buildings in the Civic Core
- 61:** Relocate the City's various cultural facilities to one location
- 62:** Locate police and fire facilities in the Civic Core
- 63:** Develop a "Spend the Day in Euclid" campaign and associated materials to promote local tourism and awareness of the amenities in and near the Civic Core
- 64:** Train employees and volunteers at cultural institutions to cross-promote Euclid's institutions and nearby business districts

BUSINESS DISTRICT BRANDING



Business district branding can take the form of physical improvements like gateways and signage with consistent marketing materials



Source (clockwise from top left): Flickr user Scott Teresi; Flickr user tlarrow; www.ShortNorth.org; Flickr user Bob Hall

SIGNATURE EVENTS

A signature event or event series can provide a consistent reason for people to visit an area or explore a neighborhood. The Short North Gallery Hop brings thousands of visitors to explore the Columbus neighborhood and experience its restaurants and galleries



Source (clockwise from top, center): Flickr user Bob Hall; Flickr user Scott Teresi; Flickr user Peyton Chung; Flickr user Bob Hall; Flickr user Eric Fredericks;

LAKEFRONT ACCESS AND CONNECTIONS

Euclid's Waterfront Improvement Plan will dramatically improve the City's Lake Erie access. Additional extensions of the Lakefront paths as well as Lake-oriented development will further improve the vibrancy of the Lakefront



Source (from above): Flickr user ddasedEn; OneLakewood; Flickr user La Citta Vita; Flickr user La Citta Vita



SPECIAL IMPROVEMENT DISTRICTS



Special Improvement Districts can provide funding for a variety of initiatives including Clean & Safe programs or streetscape beautification efforts



Source (from left): Downtown Cleveland Alliance; Gordon Square Arts District

TOURISM CAMPAIGNS



Tourism campaigns can include matching graphics outlining performances and shows to attract visitors for a variety of events

Source (all images): North Coast Harbor

CONNECT

The vision for transportation is to connect Euclid internally and with the rest of the region. With a variety of existing options to access parks, amenities, and institutions, Euclid should improve these existing modes and create new, multi-modal opportunities.

The Streets Strategy Map, Trails Strategy Map as well as the goals and actions on the following pages support this vision.

STREETS STRATEGY MAP DESCRIPTIONS

NEW ROADS



Public Domain

New roads are proposed to improve connections and spur economic activity.

STREETSCAPES



Flickr user: La Citta Vita

Proposed streetscape improvements include wider sidewalks, all-purpose trails, decorative lighting, trees, and landscaping.

TRANSIT IMPROVEMENTS AND HUBS



www.PedBikeImages.org, Dan Burden

The routes and hubs identified should be targeted for improvements that include improved service and additional amenities.

GATEWAYS



Flickr user: Michigan Municipal League

Gateways should include lighting, signage, landscaping, or other improvements to identify City and business district entries.



The Trails Strategy map outlines the potential locations and types of bicycling facilities that could be implemented to better connect Euclid neighborhoods with Downtown, neighborhood centers, and Lake Erie. The trails map also identifies a potential water trail that could accommodate boats and watercraft traveling the length of the Lake shore. The images and descriptions below correspond to the trails shown on the map.

OFF-ROAD TRAILS



Flickr user: Eric Fischer

Off-road trails are physically separated from traffic by plantings, decorative pavement, or are at a higher grade. They constitute the spine of a bicycle system and are safe for most riders.

SHARROWS



www.PedBikeImages.org, Lyubov Zuyeva

Sharrows are markings painted in a traffic lane to indicate that bicycles are also allowed on-road mixing with regular traffic.

CYCLE TRACKS



www.PedBikeImages.org, Julia Diana

Cycle tracks are similar to trails because they are physically separate from traffic but are located on-road

WATER TRAIL



Flickr user: Sangre-La.com

Water trails connect parks in Euclid and the region by providing docks for boaters to move between lakefront parks.

FUTURE CONNECTIONS

The map at right also displays potential areas for future connections. These are areas where the City's grid pattern of streets was broken. Should properties become vacant, the City should consider purchasing them to improve neighborhood connections.



GOAL 1:

IMPROVE ACCESS TO THE LAKEFRONT VIA PATHS AND CONNECTIONS THAT LINK ALL EUCLID NEIGHBORHOODS TO THIS AMENITY

- 65:** Add crosswalks and HAWK signals along Lake Shore Boulevard to improve the pedestrian crossing experience
- 66:** Continuously seek access or connections across privately owned properties to provide continuous connections between Euclid Hospital and Euclid Park **(Core)**
- 67:** Construct trails from Euclid Creek that connect to Downtown Euclid, Sims Park, and Wildwood Park as part of the Euclid Creek Connector **(Core)**
- 68:** Work with the Ohio Department of Natural Resources to add signage and amenities to existing parks to develop a water trail that allows boaters, kayakers, and other watercraft to move between Euclid's waterfront parks and to waterfront amenities in other communities

GOAL 2:

ENHANCE RECREATIONAL BIKE PATHS AND WALKING TRAILS IN EUCLID, AND EXPAND SAFE, NON-MOTORIZED CONNECTIONS THROUGHOUT THE CITY—including the construction of a connector trail from Euclid Creek Metroparks to the Lake Erie shore and a network of complete and green streets

- 69:** Adopt a Complete and Green Streets Policy that requires consideration of pedestrians, bicyclists, transit, and vehicles as well as stormwater management when designing new or reconstructed streets
- 70:** Apply for funding from NOACA to develop detailed engineering and construction of the bike paths shown on the map on page 95 **(Core)**

GOAL 3:

DEVELOP PARTNERSHIPS TO IMPLEMENT TRANSPORTATION PLANS AND NEW STREET NETWORKS, INCLUDING LOCAL PLANS—SUCH AS THE EUCLID AVENUE RECREATIONWAY—AND REGIONAL PLANS—SUCH AS THE EASTSIDE GREENWAY AND THE COUNTY GREENWAY PLANS—TO BETTER CONNECT EUCLID TO NORTHEAST OHIO COMMUNITIES

- 71:** Work with NOACA to acquire right-of-way and funding to implement the Downtown Euclid TLCI Plan, East 185th TLCI Plan, and Euclid Avenue Recreationway **(Core)**

GOAL 4:

PARTNER WITH RTA TO IMPROVE TRANSIT CONNECTIONS AND HUBS TO MOVE PEOPLE THROUGHOUT THE REGION QUICKLY, SAFELY, AND COMFORTABLY

- 72:** Work with GCRTA to build enhanced infrastructure and improved Transit Waiting Environments (TWEs)—including better lighting, real-time arrival signage, trash and recycling containers, benches, and other amenities—at the system's hubs shown on the map on page 93 **(Core)**
- 73:** Work with GCRTA to review Lake Shore Boulevard for potential bus stop removals to ensure faster travel, increase the potential for improved bus stops, and link to new crosswalks along Lake Shore
- 74:** Actively support the extension of the HealthLine into Euclid as an economic development strategy

GOAL 5:

ENHANCE THE PHYSICAL IMAGE OF THE CITY—ESPECIALLY AT GATEWAYS AND UNDERPASSES—THROUGH WAYFINDING, MARKETING, AND STREETScape IMPROVEMENTS

- 75:** Enhance gateways into the community and into business districts through signage, landscaping, and lighting
- 76:** Enhance the City's underpasses to make them more attractive, safer, and more welcoming **(Core)**
- 77:** Work with non-profits and garden centers to hold front yard landscaping and green infrastructure classes, with a special focus on educating property owners on Lake Shore Boulevard and other major thoroughfares

HAWK SIGNALS



HAWK signals allow pedestrians to request a red light to safely cross the street



Source (all images): PedBikeImages.org, Sree Gajula

HIGH-QUALITY TRAILS

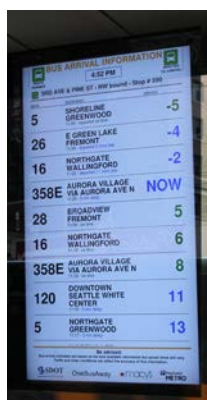
High-quality trail connections like the Indianapolis Cultural Trail make bicycling safer and more comfortable through separated trails, signage, safe crossings, lighting, and landscaping



Source (clockwise from top left): Flickr user Eric Fischer; Flickr user Tavran; Flickr user Jun Wang

TRANSIT ENHANCEMENTS

Transit enhancements such as unique transit shelters, benches, branded routes, lighting, and real time signage can make riding easier, more comfortable, and can spur transit-oriented development



Source (all images):
Flickr user Shannon McGee

GATEWAYS AND UNDERPASSES

Lighting, artwork, and signage along highway underpasses can transform otherwise dark spaces into inviting community entrances



Source (all images): Flickr user Shannon McGee

ENGAGE

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

The goals and actions below support this vision.

GOAL 1:

PROMOTE COMMUNITY ENGAGEMENT THAT BRINGS TOGETHER ALL AGES AND DIVERSE COMMUNITIES IN EUCLID

- 78:** Begin an outreach program to new residents that provides a packet with information about involvement, community engagement opportunities, and “How to Be a Good Neighbor”
- 79:** Continue to improve the fair housing environment in Euclid by expanding partnerships with the Heights Community Congress and the Housing Center
- 80:** Expand the role of fair housing partners to include actively fostering positive community relations related to diversity and community cohesion

GOAL 2:

BUILD A POSITIVE SELF-IMAGE FOR THE CITY AMONG RESIDENTS, BUSINESSES, AND STAKEHOLDERS, AND PROMOTE THAT IMAGE TO THE REGION

- 81:** Contract with a branding firm to develop a cohesive City brand that incorporates physical elements such as a City flag, gateway features, or public art pieces
- 82:** Continue to fund smaller neighborhood beautification efforts

GOAL 3:

EMPOWER THE DISTINCT NEIGHBORHOOD ASSOCIATIONS TO ADDRESS THE ISSUES THAT ARE SPECIFIC TO THEM

- 83:** Map neighborhood groups and block clubs, and post contact information on the City’s website to make engagement and involvement easier

GOAL 4:

ENHANCE THE COMMUNICATION NETWORK THAT ALLOWS RESIDENTS TO ACCESS INFORMATION ABOUT THEIR COMMUNITY, EVENTS, AND NEIGHBORHOOD

- 84:** Update the City’s website in line with a comprehensive branding campaign to ensure the site includes up-to-date details, attractive design, and comprehensive information on City services and programs
- 85:** Undertake an annual outreach effort using all available methods to bring new residents or unengaged residents into the City’s communication platform

GOAL 5:**ENHANCE SAFETY IN THE CITY'S NEIGHBORHOODS AND BUSINESS DISTRICTS**

- 86:** Work with proposed Special Improvement Districts to include safety measures such as safety patrols, lighting, and cameras in improvement plans
- 87:** Seek grant funding for expanded police foot or bicycle patrols
- 88:** Review the City's zoning code to ensure building design and placement regulations contribute to safer environments using Crime Prevention through Environmental Design (CPTED) methods
- 89:** Work with neighborhood block groups to organize a more robust neighborhood watch program

GOAL 6:**UNDERTAKE A COMPREHENSIVE REVIEW OF MUNICIPAL BUILDINGS AND FACILITIES TO ENSURE ONGOING ENERGY AND OPERATIONAL EFFICIENCY**

- 90:** Establish an internal task force comprised of appropriate directors, chiefs, and staff to undertake a comprehensive Public Facilities Plan
- 91:** Undertake a Finance Department analysis to determine the operational costs and ongoing subsidies of all municipally owned facilities in Euclid as a precursor to developing a comprehensive Public Facilities Plan
- 92:** Work with qualified architects and financial professionals to develop a Public Facilities Plan that includes demolition and/or disposition, to ensure existing structures meet the needs of the City as it relates to ongoing energy and operational efficiency
- 93:** Seek minimum LEED certification as part of municipal building renovations or construction
- 94:** Work with Cuyahoga County's Animal Shelter to analyze the costs and benefits of reducing the size of the Euclid City Kennel through an increased County partnership
- 95:** Work with qualified economic development professionals to review the Shore Cultural Centre for conversion to a more general incubator space, co-working space, or live-work space
- 96:** Consider physical improvements and nonprofit management of Shore Cultural Centre as part of any conversion to a profitable venture as a result of an economic analysis

CASE STUDY:**ACACIA GOLF COURSE REUSE**

The Acacia Golf Course was a 160-acre club that operated for nearly 90 years before its conversion to a new use. The property is located along Richmond Road within Lyndhurst, OH.

Overbuilding of golf courses nationally along with shrinking population regionally was among many factors that caused Acacia to lose members and slip into the red. Shareholders of the club accepted offers from developers and the City of Lyndhurst for reuse of the site, but ultimately chose to sell the course to the Conservation Fund for conversion to recreational use.

The Conservation Fund deeded the land to Cleveland Metroparks which undertook the

process of converting the golf course into publicly accessible open space. That conversion has included the planting of new trees and the addition of new paths.

One important consideration of this reuse plan has been the daylighting of previously culverted creeks through the course. By naturalizing the flow of these creeks, Metroparks has ensured ongoing water quality for downstream communities.

Likewise, the conversion of the area from a private golf course to a public park has required a concerted effort to educate the public that the new park is accessible to residents.

CASE STUDY:**DERRYDALE GOLF CLUB**

Derrydale Golf Club in Mississauga, Ontario is a family-owned golf course that had been open since 1970. Noting major trends in the golf community—including fewer golfers and less time that can be devoted to a full 18-hole round—the golf club reduced its number of holes from 18 to 12. The remaining 33 acres of land were sold for development.

The results have worked. According to the course, green fees and rounds have increased

because the course is more capable of fitting into people's schedule.

In addition to the increase in play at the course, the community around Derrydale has benefited from newly developable land. Such a reduction in the number of golf holes has assisted in making both the course more successful and freed up land for supporting uses.

CASE STUDY:**DENISON POOL CLOSURE**

The City of Cleveland Heights operated two City pools as of 2007. Due to financial concerns in the City and low attendance, officials opted to close the pool located in Denison Park. This left the City with a single pool located in Cumberland Park.

Following the pool's closure, the City opted to permanently demolish the Denison Pool and replace it with a green space. The space included 50 trees and walking trails that connected the area with the rest of the park.

While the closure of the pool was determined to be a necessity due to financial and attendance concerns, the pool's closing became a highly sensitive issue for residents in Cleveland Heights' northern neighborhoods. The remaining public pool, while centrally located in the

City, was significantly further from the northern neighborhoods that had previously accessed Denison Pool.

CASE STUDY:

STARTMART BUSINESS INCUBATOR

The StartMart business incubator is housed within 35,000 square feet of space inside Terminal Tower. It is the largest innovation and tech incubator in Cleveland, and offers small co-working spaces, offices, and conference rooms to small and start-up businesses.

While the space includes connections for entrepreneurs to work, it also includes accelerators, professional services, networking events, and capital resources to connect fledgling businesses with the resources needed to

grow. By developing varied spaces, connecting entrepreneurs with resources, and providing state-of-the-art amenities such as high speed internet, StartMart has addressed a market need for this type of space.

StartMart's incubator space has been incredibly successful, with the business incubator seeking to expand due to demand. Spaces such as StartMart represent opportunities for municipally owned facilities to be repurposed for economic development activities.

BEST PRACTICES:

COMPREHENSIVE FACILITIES PLAN

A comprehensive facilities plan serves as an ongoing guide for the disposition, repair, and development of municipal facilities. A facilities plan includes not only a land use analysis but also an understanding of the fiscal needs of the community, the architectural life-cycle of buildings, the desires of residents for new facilities, the ability of the community to work with surrounding jurisdictions to lower costs, and the needs of municipal users.

Because a facilities plan must incorporate these many pieces, a team of City officials, architects, planners, and financial officials are necessary components of the planning team.

Facilities planning involves a process similar to an overall Master Plan; however, the data and analysis methods differ. A comprehensive facilities plan should include the following:

- Defining the programming needs of the City such as size of facilities

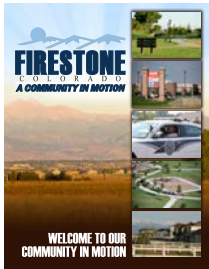
- Analyzing the physical conditions of existing facilities including its utilization and capacity
- Analyzing of the demographics of the City and the desires of residents for new facilities
- Identifying the location and programming of new facilities
- Developing an implementation program that includes financing plans

Together, these pieces form a comprehensive facilities plan.

Other important considerations in a facilities plan include coordination with the City Master Plan and collaboration with nearby jurisdictions. Due to the ongoing budgetary difficulties of legacy cities, collaborating with regional, county-wide, and other local levels of government is a necessity.

WELCOME PACKET

Welcome packets can provide contact information to new residents and foster immediate engagement between new residents and the larger community



Source (from left): www.firestoneco.gov; www.deltami.gov

CITY BRANDING



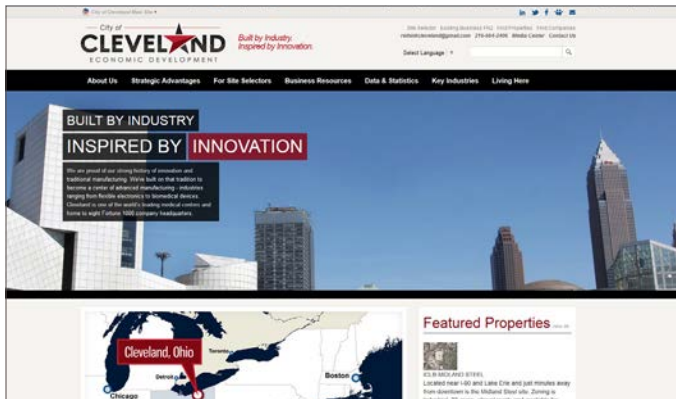
The City of Columbus’ logo incorporates a star and pulls out the “US” in the City’s name. It is used in City departments, on City vehicles, and in the logos of partner organizations



Source (all images): Flickr user Shannon McGee

CITY WEBSITE

Municipal websites are often the first place potential residents or businesses interact with the government. Municipal websites can be attractive, modern, and well-designed to get people the information they need quickly



Source (from left): www.LouisvilleKY.gov; www.RethinkCleveland.org

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

Crime Prevention through Environmental Design (CPTED) is an approach to deterring crime through the design and placement of buildings and public spaces. By incorporating windows that overlook the street, lighting in problem areas, fencing that reinforces private space, among other measures, the design of projects can assist in limiting crime.



Source (from left): Flickr user Chris (cr01); Flickr user Paul VanDerWerf

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.

The Vibrant Community Strategy Map and descriptions below as well as the goals and actions on the following pages support this vision.

PRESERVATION STRATEGY MAP DESCRIPTIONS

GREEN STREETS DESCRIPTIONS

- Invest in green improvements along these streets, whether as part of a complete rebuild or with incremental improvements
- Focus on the addition of street trees and green infrastructure that can improve the pedestrian experience

PRESERVED AREAS DESCRIPTIONS

- Ensure that these green spaces remain protected and consider passive park improvements such as walking trails

HABITAT CORRIDOR DESCRIPTION

- Focus on maintaining the green habitat corridor by purchasing land or easements

EUCLID CREEK PROTECTED AREA SETBACKS DESCRIPTION

- Protect this area of Euclid Creek with regulations that limit new development near the Creek

GOAL 1:

RESTORE, PRESERVE, AND ENHANCE ENVIRONMENTALLY SENSITIVE FEATURES THROUGHOUT THE CITY—including STEEP SLOPES, WETLANDS, WATERWAYS, AND THE WATERFRONT

- 97:** Work with the developers of Providence Park to ensure green space is included in any development at that site
- 98:** Purchase land or easements along the East Branch of the Euclid Creek to protect the waterway and provide trail access to Richmond Heights
- 99:** Purchase land or easements along the Portage Escarpment's vacant steep slopes (south of Euclid Avenue) to preserve them in perpetuity, thereby protecting the bio habitat corridor
- 100:** Continue to work with Lakefront property owners—including beach clubs—to assist in rehabilitating shorelines in exchange for public access **(Core)**

GOAL 2:

USE GREEN INFRASTRUCTURE TO SLOW AND STORE STORMWATER

- 101:** Incorporate green infrastructure in existing parks and open spaces when reconstructed
- 102:** Expand the number of trees in neighborhoods and along roads to capture stormwater, increase property values, and lower highway noise
- 103:** Review and update tree protection ordinances and landscaping standards to maintain a healthy tree canopy
- 104:** Preserve the existing deep setbacks of manufacturing buildings along Euclid Avenue and work with property owners to incorporate green infrastructure features **(Core)**

GOAL 3:

INCORPORATE GREEN SPACES IN NEIGHBORHOODS

- 105:** Review City-owned land for consideration as community-managed pocket parks, especially in neighborhoods with limited green space and parcels at major intersections
- 106:** Use the City-owned land off East 260th at Benton Avenue as passive recreation space

GOAL 4:

PROMOTE ALTERNATIVE ENERGY SOURCES AND CONTINUE TO BE CUYAHOGA COUNTY'S PREMIER CITY IN THE DEVELOPMENT AND ADVOCACY OF WIND POWER TECHNOLOGY

- 107:** Continue proactive outreach to wind turbine manufacturers to encourage location in Euclid **(Core)**
- 108:** Develop a specific wind turbine manufacturing incentive program
- 109:** Partner with local universities such as Case Western Reserve University's Wind Energy Research and Commercialization Center to test wind products in Euclid and build a local knowledge base for the industry

COMPLETE AND GREEN STREETS

Complete and Green Streets incorporate transportation for all modes as well as green features like trees, stormwater management systems, and LED lighting



Source (clockwise from top left): Wikipedia.com; www.PedBikeImages.org, Andy Hamilton; www.PedBikeImages.org, Laura Sandt; Flickr user LADOT Bike Blog; Flickr user Elvert Barnes

GREEN INFRASTRUCTURE

Green Infrastructure includes bioswales and rain gardens that collect and treat stormwater with native plants or slow its flow into the sewer system



Source (clockwise from top left): Flickr user Chris Hamby; Flickr user Center for Neighborhood Progress; Flickr user Aaron Volkening; Flickr user Philadelphia Water Dept

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FUTURE LAND USE

To guide the City's future development, the Future Land Use section describes the way that buildings and parcels should be used if developed or redeveloped.

years. It should be used by the City, developers, and planners to consider future development proposals.

WHAT'S IN THIS SECTION?

The section includes a short series of actions related to the City's land use decision-making process and Zoning Code.

The section also includes the Character Areas map from the Community Vision phase of the Master Plan. The map shows distinct areas of the City and corresponding descriptions outline the types of uses the community would like to see in the future.

HOW DO I USE IT?

The Future Land Use section outlines the way the City should grow and develop in the coming

CHARACTER AREAS MAP

The Character Areas map displays areas throughout the City that are similar in their development patterns and uses. The public viewed the map in the first meeting and agreed that it generally displayed the appropriate land use structure of the City.

For the policies section of the plan, the organization of the Character Areas has been expanded to describe not just how the City is currently arranged, but how it should be arranged in the future. The map and corresponding categories describe the preferred types of uses in these areas should development occur. For instance, in areas displayed as Suburban Centers, the community would like to see suburban-style retail districts in the future.

The Character Areas map differs from the Current Land Use map. The Current Land Use map displays the types of uses currently constructed on the land, while the Character Areas map displays the desired range of land uses. These land uses may differ.

Importantly, a Character Areas map designation that differs from current land use does not change any landowner's existing rights or prohibit any existing uses. The Character Areas map is meant as a long-term vision for property uses and is meant to guide development over the next decade.

HOW IS IT USED?

The Character Areas map is generally used as a responsive tool for the City. Should a property owner desire to change their current type of land use, the City and Planning Commission should consult the Future Land Use map to see if the proposed re-zoning would fit with the community's goals as outlined in the map and the future land use actions. The City can also initiate a property rezoning to match zoning to desired future land uses.

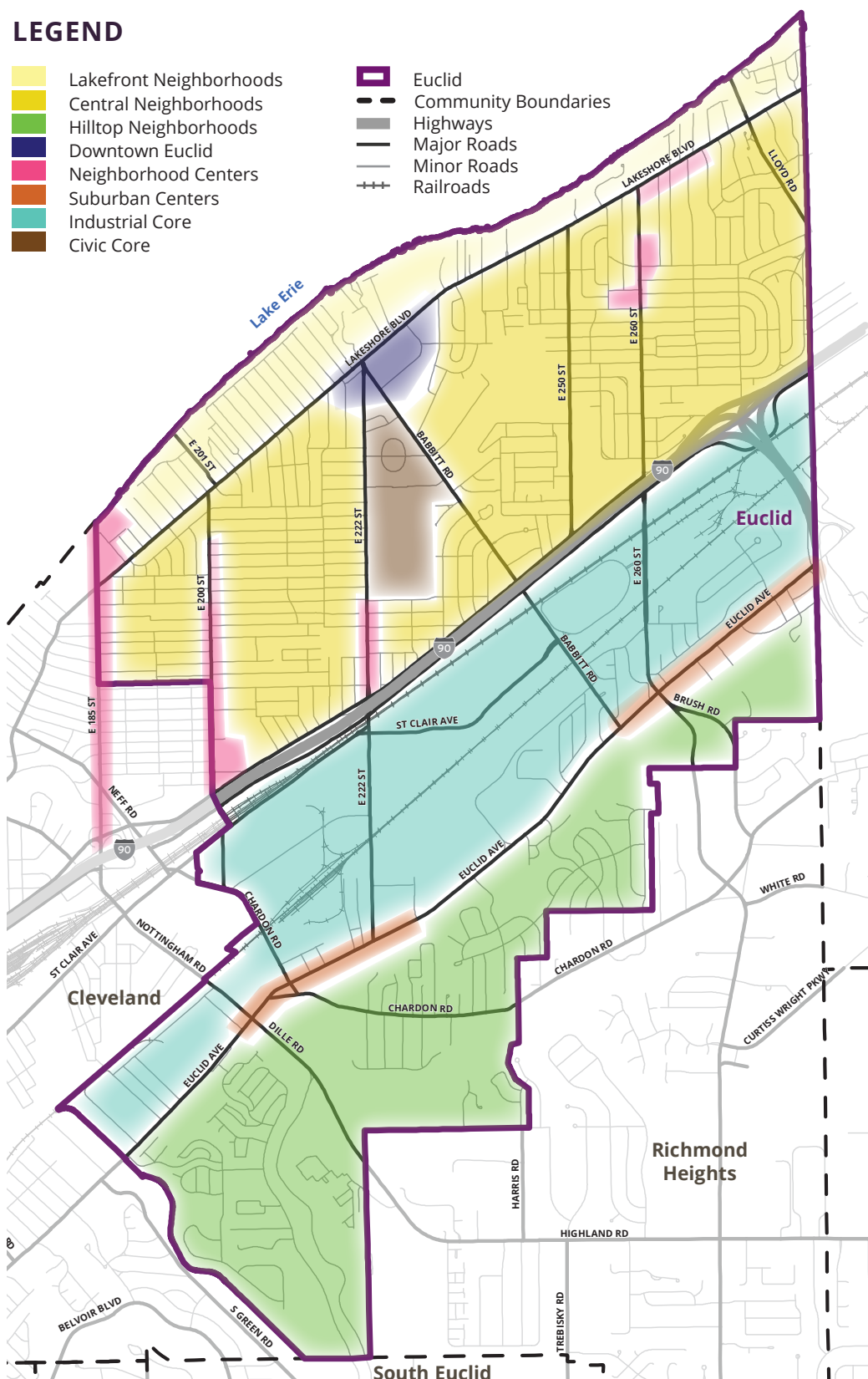
WHAT ARE THE DISTRICTS?

The Character Areas map categories are displayed in the legend and are also described on the following pages. The Character Area category descriptions include the types of zoning districts that are primarily and secondarily warranted in an area. The zoning districts are listed below:

- U1** Single-Family House Districts
- ASF** Attached Single-Family Districts
- U2** Two-Family House Districts
- U3** Apartment House Districts
- U3E** Elevator Apartment House Districts
- U4** Retail and Services District
- U5** General Commercial District
- U6** General Industrial District
- U7** Light Industrial Park Districts
- U8** Office Building Districts
- CI** Campus Institutional District

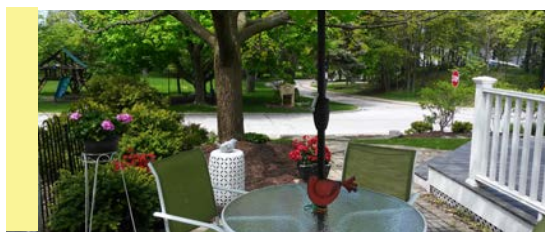
MAP 30 CHARACTER AREAS

LEGEND



CHARACTER AREA CATEGORIES

The following character area categories correspond to the map on the previous page. The pictures and descriptions are meant to display the types of development envisioned in each zone.



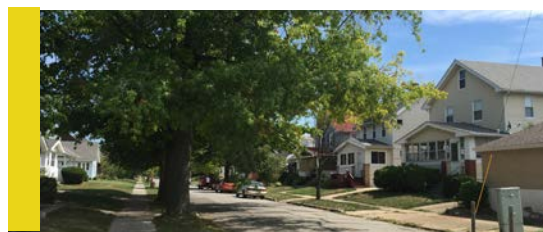
LAKEFRONT NEIGHBORHOODS

Primary Districts: U1 ASF U2 U3 CI

Secondary Districts: U3E U4

The Lakefront Neighborhoods should consist primarily of single-family homes and small apartment buildings. Slightly larger apartment buildings should be allowed on major corridors. Parks and public spaces should be encouraged along the lakefront.

Apartment towers should only be considered in areas already containing them. Retail uses should be limited to existing historic retail areas; however, new development adjacent to Lakefront Parks should be considered for retail uses such as Lakefront restaurants or promenades. This should only be considered with appropriate separation and buffering from nearby neighborhoods.



CENTRAL NEIGHBORHOODS

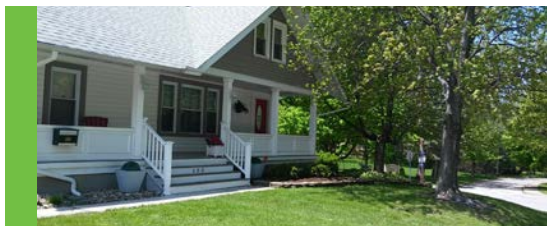
Primary Districts: U1 ASF U2 U3 CI

Secondary Districts: U4

The Central Neighborhoods should largely remain single-family or two-family housing at the core of neighborhoods with small apartment buildings allowed on major corridors. Homes should maintain their walkable character with front-facing doors and porches. Garages should be located on the side or back of houses. Institutional uses and civic uses are appropriate.

Large vacant properties such as the Russell Erwin site should be considered for infill housing, attached housing, or cluster style-developments.

Commercial development should not be allowed except in small instances along major corridors where existing retail already exists. In general, retail should be concentrated in other parts of the City.



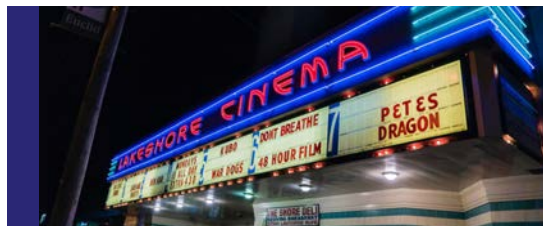
HILLTOP NEIGHBORHOODS

Primary Districts: U1 ASF CI

Secondary Districts: U3 U4 U8 CI

The Hilltop Neighborhoods are almost exclusively single-family homes with a few institutional uses such as schools and government structure. This should remain the primary character of these neighborhoods.

Apartment complexes and buildings, larger institutional uses, office buildings, senior living facilities, and select small retail uses should be allowed on existing sites and along Euclid Avenue.



DOWNTOWN EUCLID

Primary Districts: U3 U4 U8

Secondary Districts: ASF CI

Downtown Euclid is the heart of the City and should reflect it in a vibrant mix of uses. The Downtown Overlay should continue to guide development of high-quality buildings. Walkable retail buildings should be concentrated in Downtown Euclid. Apartment buildings and hotels should also be allowed in this area to increase density and support retail. As well, Downtown Euclid should allow mixed-use buildings of first-floor retail and upper floor alternate uses such as housing or offices.

Attached single-family homes and institutional uses should also be allowed Downtown to provide public spaces and anchors for further development.



NEIGHBORHOOD CENTERS

Primary Districts: U4 U8 CI

Secondary Districts: U2 U3

Retail corridors and centers north of I-90 should remain focused on a walkable retail storefronts, office buildings, and institutional uses.

Secondarily, these neighborhood centers should allow residential uses where necessary or appropriate and should allow mixed-use buildings of first-floor retail and upper floor alternate uses such as housing.



SUBURBAN CENTERS

Primary Districts: U4 U5 U8 CI

Secondary Districts: ASF U2 U3 U3E U6 U7

Retail corridors and centers south of I-90 should also focus on retail uses, office buildings, and institutional uses but in a more characteristic suburban style. While setbacks and front parking should be allowed in these areas, specific attention should be paid to pedestrian and bicyclist safety and access. Additionally, setbacks should be decreased to bring buildings closer to the street.

Secondarily, these neighborhood centers should allow residential uses where necessary or appropriate and should allow mixed-use buildings of first-floor retail and upper floor alternate uses such as housing.



INDUSTRIAL CORE

Primary Districts: U6 U7 U8 CI

Secondary Districts: U1 ASF U2 U3 U4
U5

Euclid's Industrial Core is the employment center of the City and should continue to be developed as such. Industrial, office, hotel, and institutional uses should be the focus of the area.

Residential uses should be limited to existing footprints. Retail districts should be concentrated along Euclid Avenue or Lakeland Boulevard, and as part of large scale developments.



CIVIC CORE

Primary Districts: CI

Secondary Districts: U1 U2 ASF U3

The City's Civic Core should be maintained as the center of civic life in Euclid. Public buildings and parks should be the primary focus of this area.

Residential uses are appropriate on existing footprints and should consist of single-family, two-family, or multi-family developments.

LAND USE ACTIONS

The actions below are used in conjunction with the maps on the following page to describe improvements to the City's Zoning Code and approval process to assist in accomplishing the Community's Vision.

110: Use the Character Areas map and categories to guide zoning decisions

The Character Areas map and categories generally describe the range of land uses and associated zoning districts the City wants to see in the future. The map does not change any existing zoning or remove any existing development rights. Rather, it displays the community's priorities for new development should proposals surface.

The map should be consulted when development proposals are submitted to ensure they reflect the community's desires.

111: Consider a walkable overlay district for business districts north of I-90 that would expand allowable uses and provide a framework for more walkable development

While the City's zoning districts for commercial areas have many features of walkable developments, a stronger walkable overlay district for these areas would more allow for more stringent standards for walkability while providing for lower parking requirements and a wider range of permitted uses.

To codify walkability standards in the City's business districts, the City's existing requirements should be reviewed and updated to require consistent, walkable designs. Improvements for business districts standards should, at minimum, consider the following:

- *Maximum front and side setbacks*
- *Explicitly allow residential uses on upper floors of buildings*
- *Lower parking requirements*
- *Parking in the rear or side of buildings*
- *Facade design and articulation*
- *Minimum area, size, and placement of windows*
- *Pedestrian entrances*
- *Design standards and materials*
- *Minimum building heights*
- *"Active" first-floor uses, such as retail*
- *Expanded allowable uses such as "maker" uses and breweries in retail districts*

While the existing Downtown overlay should be used as an example overlay district, the needs of other business districts requires slightly different approaches.

112: Consider a Planned Unit Development district overlay

Much of the remaining vacant land in the City of Euclid is located at the intersections of various land uses such as residential neighborhoods, business districts, and Lakefront parks. In order to allow for efficient development of a mix of land uses that can build upon the natural and physical amenities in these areas, the City should consider adding a Planned Unit Development overlay district that would allow developers to bring proposed developments of unique sites with a range of uses to the City for their review and consideration.

The Planned Unit Development overlay district should encompass separate sections for mixed-use developments that include commercial, retail, and office space; and strictly residential

developments that include a range of housing such as single-family, two-family, townhouses, and multi-family units.

113: Modify and improve the U8 Office Building district to give it greater flexibility

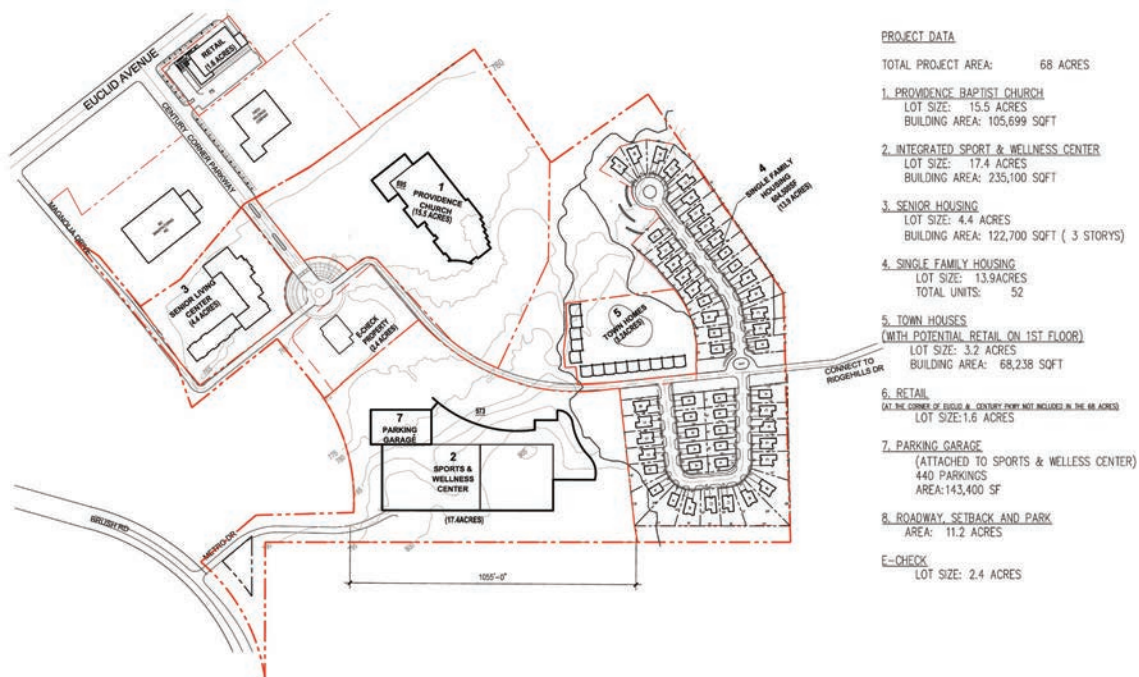
The City's U8 Office Building district includes a strict list of permitted uses that make development difficult for landowners. The City should consider modifying the U8 Office Building district to allow for a wider range of uses on those sites.

114: Develop an access management plan to limit curb cuts through shared access and defined landscaping plans along major corridors—with a special focus on improving the look, feel, and safety of industrial roads such as S. Lakeland Blvd

115: Support mixed-use development at the Providence Park site

The Providence Park site is one of the largest undeveloped sites in Euclid. Development of the site with a mix of uses and strong connections to existing development is recommended.

A site plan for the proposed Providence Park development is shown below.



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DESIGN PRINCIPLES

A component of future development is the identification of design principles that can ensure orderly and attractive development in the City. This includes consistent graphics and branding.

WHAT'S IN THIS SECTION?

This section includes a discussion of a potential City logo that could be used on flyers and materials as part of a concerted effort to ensure consistent design.

The section also includes a wayfinding system that outlines signage concepts for drivers, pedestrians, and cyclists at various heights and styles. The wayfinding system can bring together discordant signage systems into a single one.

HOW DO I USE IT?

The Design Principles section can be used as a completed design plan for wayfinding signage and City logos, or it can be used as an example of what a signage system could look like. In either case, the design principles section should be used as a jumping off point for future designs of wayfinding and a City logo.

CITY LOGO

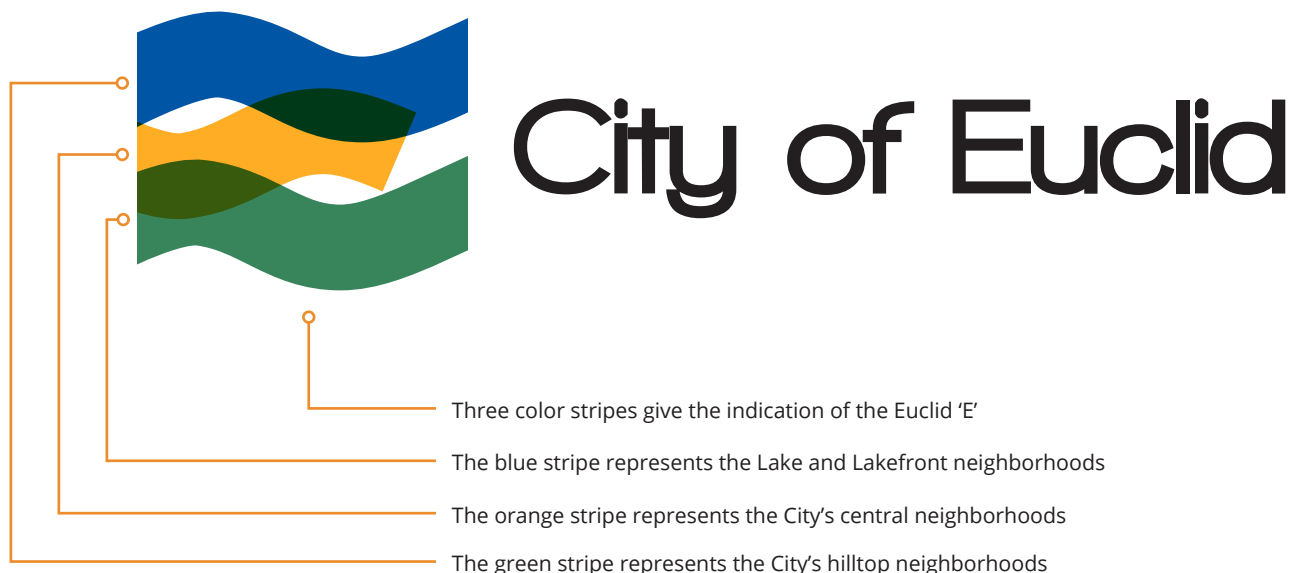
A logo for a City can become a strong symbol for that community. If done correctly, a logo can be a source of pride that connects with the heart of the City. Euclid's existing logo has been used appropriately to convey the City's image; however, residents in Euclid's survey and at public meetings feel strongly that the City needs to better represent itself to residents and to the outside world. A new City logo and brand could be a component of that.

POTENTIAL EUCLID 'E' LOGO

As part of the Master Plan process, a potential new logo was envisioned for Euclid. The option, shown below, is intended to reflect the physical make-up of City neighborhoods and showcase both their uniqueness and the common connection between all areas of Euclid.

The logo features three waving stripes that together form a modified 'E'. The waving feature is intended to evoke the waves of Lake Erie. The three colors are intended to represent the three swaths of neighborhoods identified in the Character Areas of the Master Plan. Blue represents the Lakefront neighborhoods, orange represents the City's central neighborhoods, and green represents the neighborhoods atop the bluff.

The logo shown below is an example. The City could choose to hire a marketing firm or solicit public input for additional logo options.



EXAMPLE MARKETING

As an example of how marketing can successfully incorporate a logo and branding theme into a variety of marketing pieces, icons and logos for North Coast Harbor are shown as an example.

North Coast Harbor in Downtown Cleveland boasts a variety of world-class institutions including the Rock and Roll Hall of Fame, the Great Lakes Science Center, and FirstEnergy Stadium. The City of Cleveland and the Downtown Cleveland Alliance hired Studio Graphique to develop a branding, marketing, website, and placemaking campaign to market numerous and distinct events in North Coast Harbor.

BRANDING THE NORTH COAST HARBOR

The images at right display the main North Coast Harbor logo as well as the marketing for numerous events held within the district. Using similar colors, layouts, text, and themes, these events are all clearly part of the larger brand campaign for North Coast Harbor.

LESSONS FOR EUCLID

The City of Euclid has the opportunity to market the City, its various business districts, and its quaint neighborhoods. Any marketing campaign for the City could have similar styles, themes, or colors to clearly indicate a consistent brand for the City.

For more information on North Coast Harbor and its marketing, visit www.NorthCoastHarbor.org



WAYFINDING SYSTEM

Euclid is a large City with a variety of local retail districts, major corridors, trails, parks, and civic centers. Often these individual institutions plan, act, and brand individually, leading to disorganized or uncoordinated signage. The wayfinding system proposed in the Euclid Master Plan provides a variety of signage types, but it keeps the signs within a system of colors, fonts, and styles that would provide a consistent design for municipal facilities.

The descriptions below correspond to the signage system on the following pages.

MUNICIPAL

Municipal signs would be used to identify the major entrances to parks and public facilities. As large signs, they should only be placed in locations of prominence.

PARKS & OPEN SPACE

Parks and open space signs would be used as identifiers for entrances to smaller parks and as wayfinding within parks and along trails.

VEHICULAR

Vehicular signage would include gateways, banners, and directional signage on major roads, at City gateways, or within business districts to direct drivers to amenities and welcome them to districts.

PEDESTRIAN

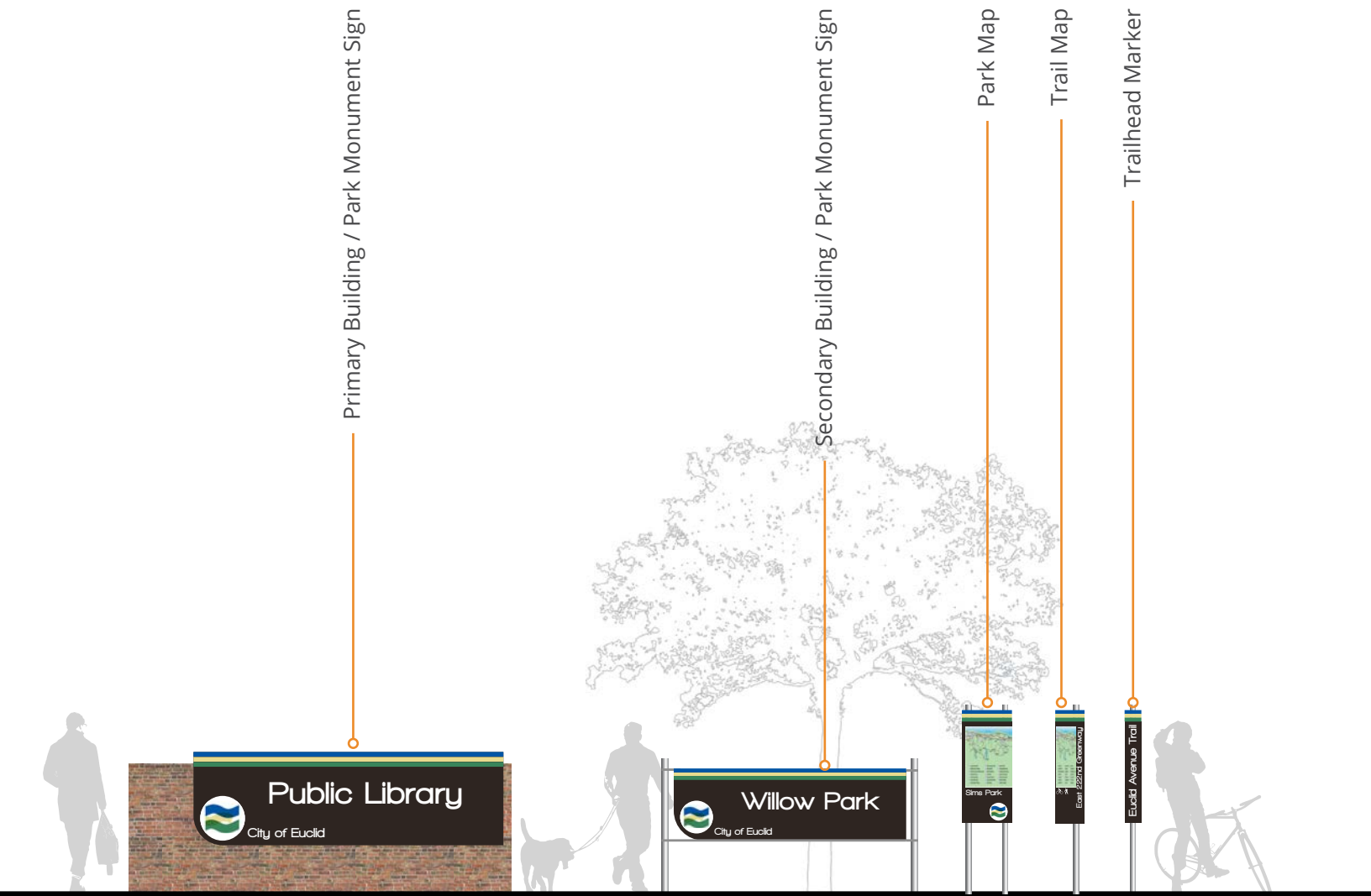
Pedestrian signage would likewise mark gateways, major decision points, and important intersections at a lower scale for pedestrians to view.

SPECIALTY

Specialty signage includes bicycling signage, gateways for pocket parks, and bike racks.

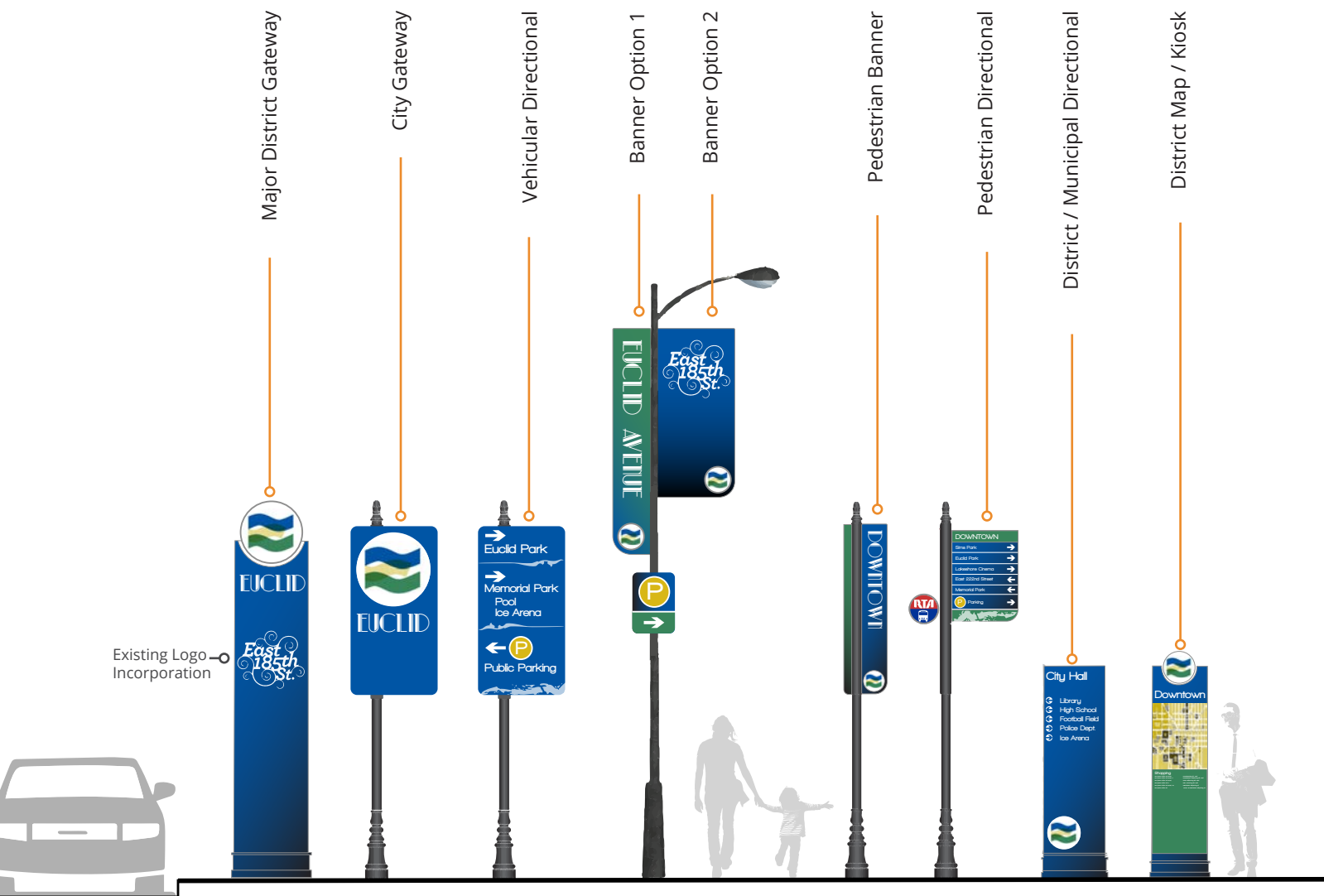
TRANSIT

The transit signage incorporates Euclid's proposed wayfinding and branding system on existing bus stations to reinforce the Euclid brand.



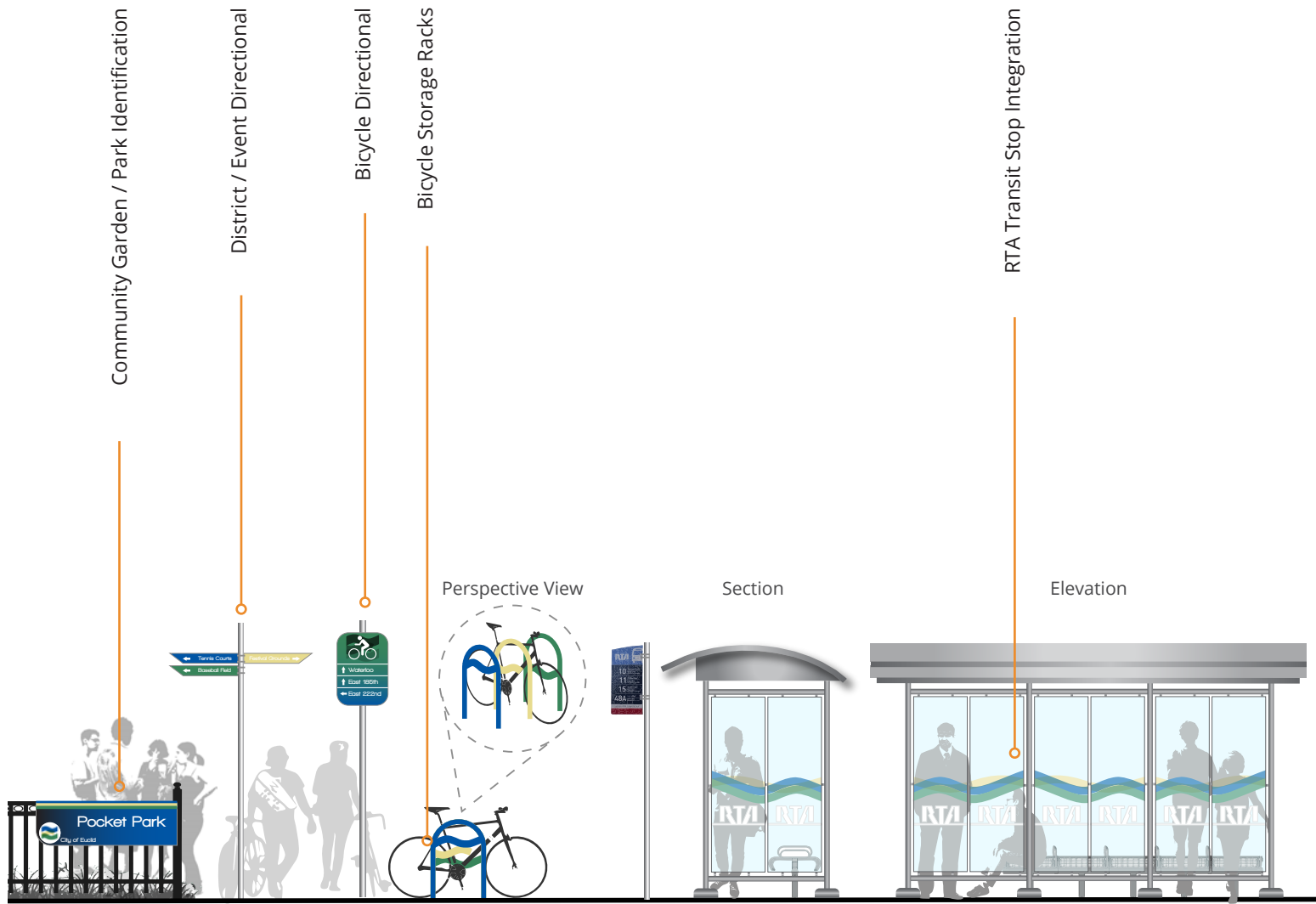
MUNICIPAL

PARKS & OPEN SPACE



VEHICULAR

PEDESTRIAN



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CORE STRATEGY AREA POLICIES

Input from the Public and the Steering Committee showed the desire to strengthen existing City neighborhoods and business districts as anchors for development. Based on an analysis of the Current Conditions and public input, the Core Strategy Area Policies identifies strategic actions and investments within these focus areas.

HOW DO I USE IT?

The Core Strategy Area Policies section outlines areas of focus and development principles. It should be used as a guide for where and how to guide development.

WHAT'S IN THIS SECTION?

The section includes a series of eight mapped areas that represent locations of prime concern for the Master Plan. Within each area, development principles and a policy map describe how future development in each area should be steered. Images show examples of how those policies could be undertaken in specific locations.

In all cases, actions showcase potential investments that could be made by both public and private actors.

AREAS OVERVIEW

At the first Public Meeting, residents were asked what they liked and did not like about the 13 identified Catalyst Areas. Input from the public, Steering Committee, and City Staff showed great concern about specific areas in the City. Catalyst Areas were combined and winnowed down to eight Core Strategy Areas, which are presented in this document.

- East 260th and Euclid, page 148
- Trail Network, page 152
- Western Neighborhoods, page 158
- I-90 Corridor, page 162
- Euclid Square Mall & Bluestone Business Park, page 166

WHAT IS A CORE STRATEGY AREA

The eight Core Strategy Areas are places of focus for the Master Plan. They include such diverse areas as commercial corridors and Downtown Euclid, to neighborhoods and industrial districts. Each Core Strategy Area is a defined area within which specific strategies and policies are outlined to guide development. These policies are outlined in this document.

WHY WERE THESE AREAS CHOSEN

The Catalyst Areas from the first Public Meeting were initially chosen based on the potential or need for change in the area to ensure the stability, vibrancy, or success of each area. Based on input from the Public, Steering Committee, and City Staff, the Catalyst Areas were narrowed down to eight areas shown here. These were based on the amount of interest and type of change residents would like to see in each area.

WHAT ARE THE EIGHT AREAS

The eight Core Strategy Areas are shown on Map 31. They include corridors, areas, neighborhoods, and trail networks. The areas are shown in detail on the following pages, with policies and images showing potential changes.

The eight Core Strategy Areas are listed below and include the page number for more detailed analysis of each:

- East 222nd Street, page 132
- East 185th Street, page 138
- Downtown & Lakefront, page 142

CATALYST AREA VS CORE STRATEGY AREA?

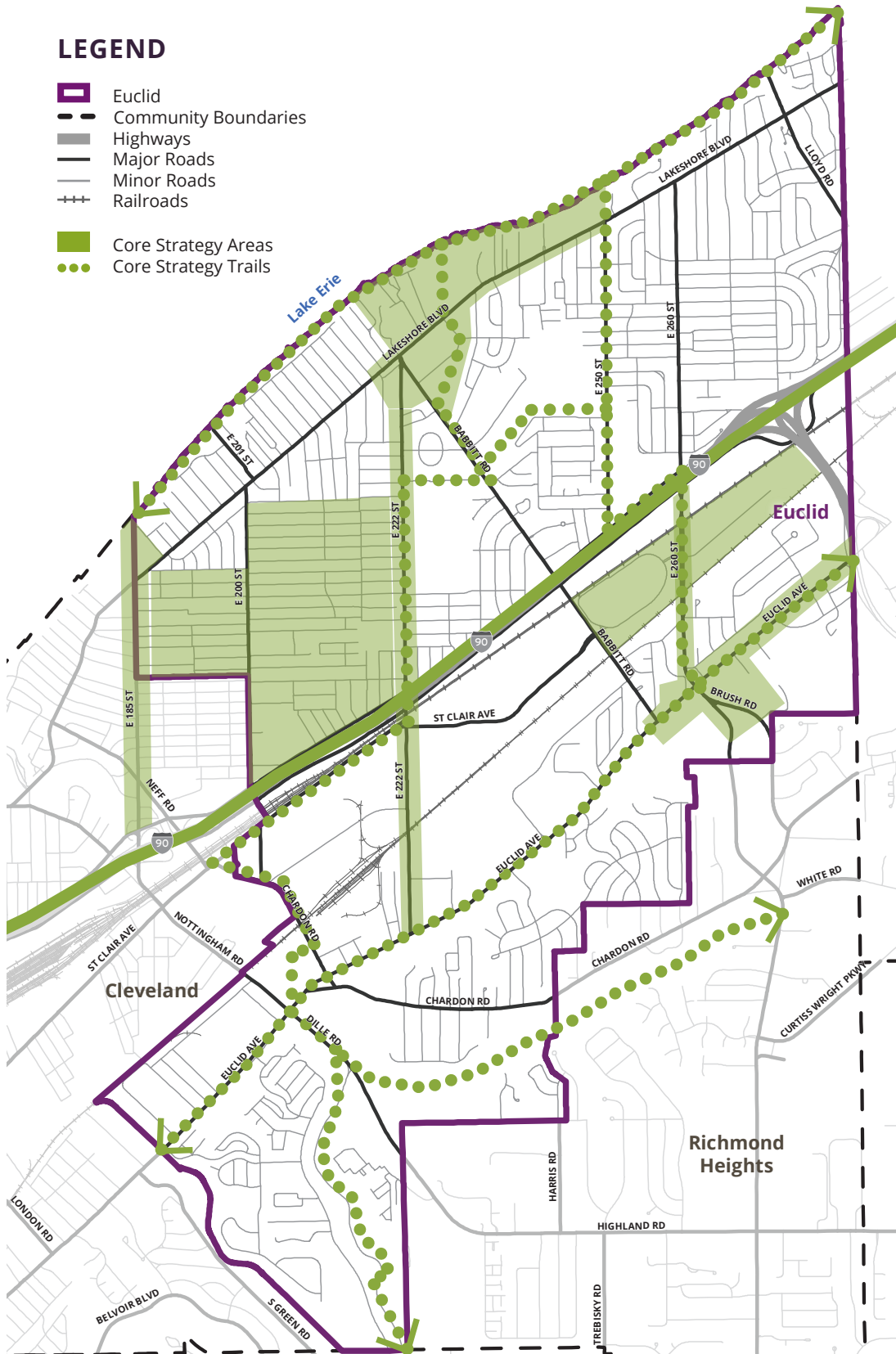
Confused about the difference between Catalyst Areas and Core Strategy Areas? **Catalyst Areas** was the term used for an initial list of potential focus areas for the plan. They were selected because they had the ability to be catalysts for neighborhood development.

Following input, the Catalyst Areas were changed, deleted, or merged. The resulting eight areas are called **Core Strategy Areas**. The name changed to identify not just that these areas could be catalysts for surrounding neighborhoods, but also because a list of clear strategies were outlined within each area. Those strategies are contained in this document.

MAP 31 CORE STRATEGY AREAS

LEGEND

-  Euclid
-  Community Boundaries
-  Highways
-  Major Roads
-  Minor Roads
-  Railroads
-  Core Strategy Areas
-  Core Strategy Trails



EAST 222ND STREET

DEVELOPMENT PRINCIPLES

The following development principles should be used to guide public and private investment along the East 222nd Street Corridor. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

SOCIABILITY

- Use the deep setbacks in the retail district to create vibrant front entrances to businesses
- Partner with local businesses to develop and maintain pocket parks that act as social spaces in the retail district
- Plan for improvements to Memorial and Hero Parks

ACCESS & 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
- Improve existing crosswalks and add additional ones, if warranted, to improve east-west access and pedestrian safety through clearly marked crossings
- Construct an all-purpose trail along the eastern side of the street
- Reconstruct East 222nd Street as part of the City's capital improvements

USES & ACTIVITIES

- Maintain a landscaped setback in the Civic Core to ensure public institutions are differentiated from residential or commercial uses

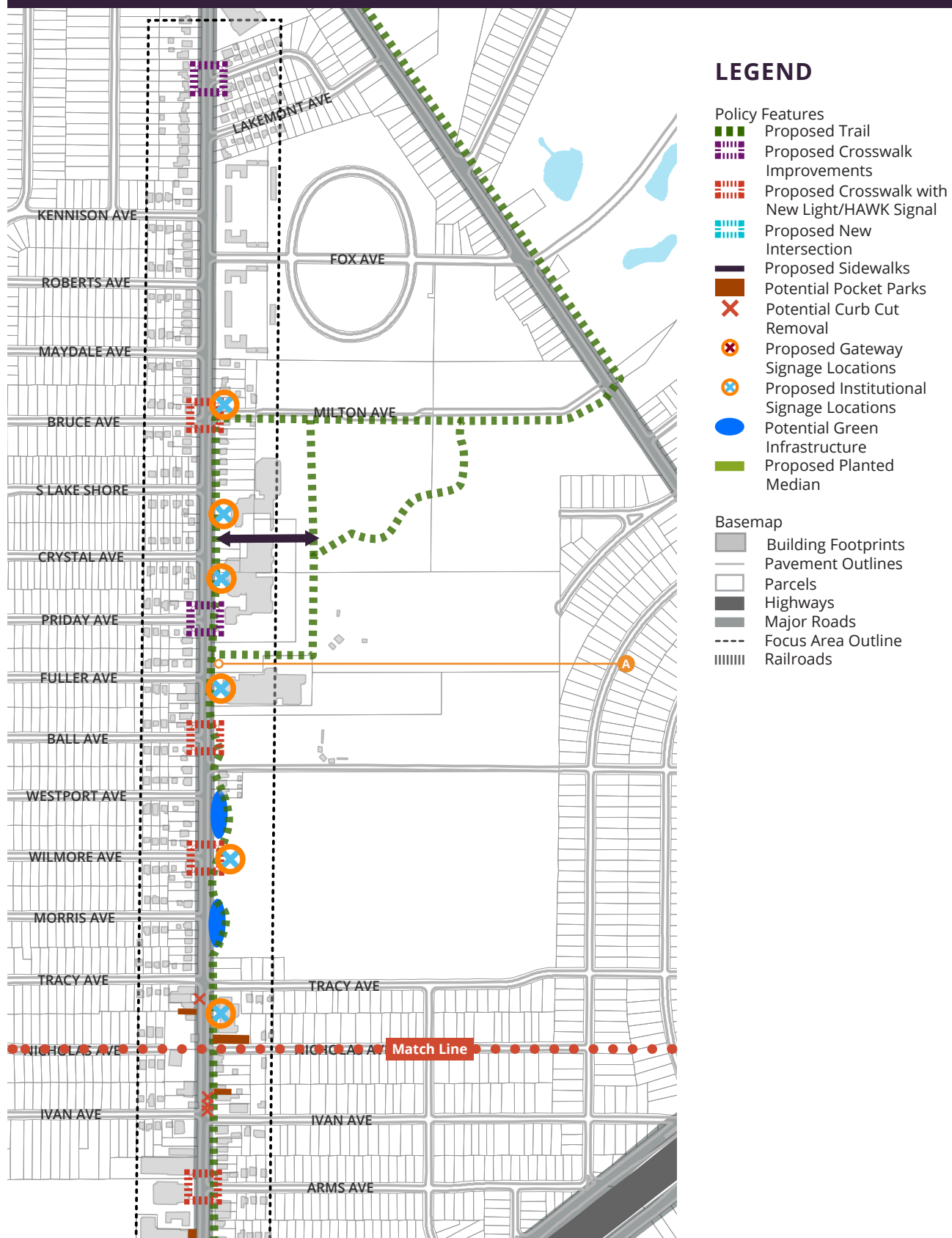
COMFORT & IMAGE

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

POLICY MAP

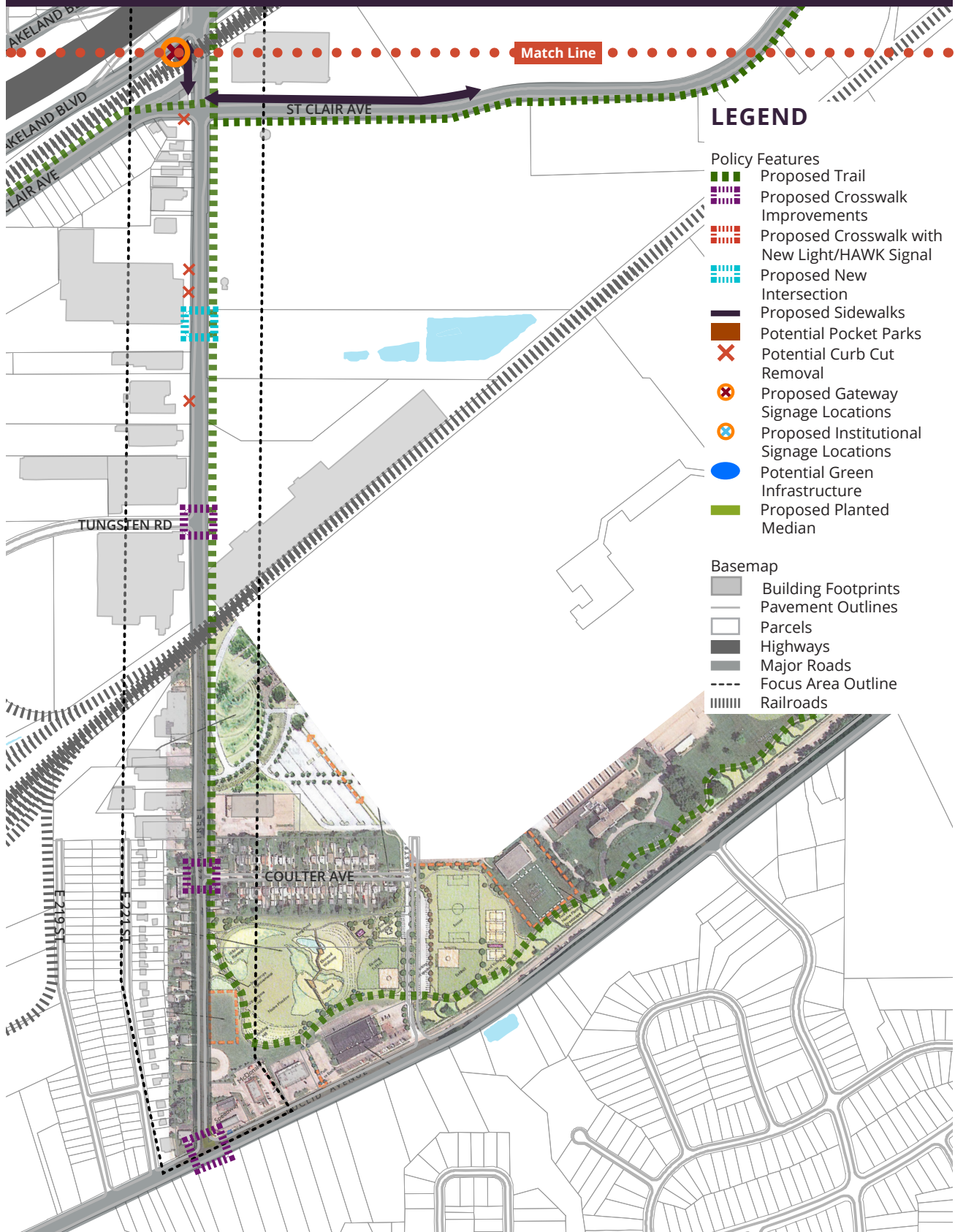
The policy maps on the following pages illustrate specific ways the City and its partners can improve the corridor through investments in infrastructure and public amenities.

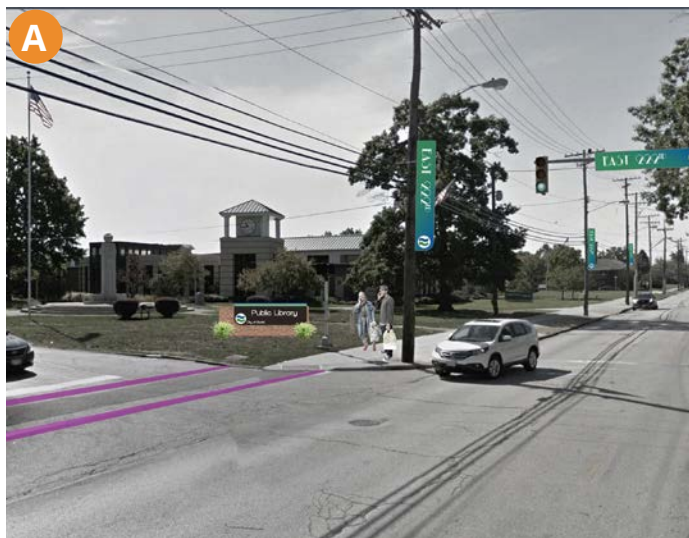
MAP 32 EAST 222ND STREET NORTH POLICIES





MAP 34 EAST 222ND STREET SOUTH POLICIES





CORRIDOR BRANDING

Because the East 222nd Street corridor is a prime entrance into the City and the home of many of Euclid's largest and most prominent institutions, a branding campaign that links these could provide a consistent and attractive street.

A branding campaign could include consistent monument signs for the various civic institutions, colorful street signs that include the district name, and banners or painted crosswalks that reinforce the uniqueness of the corridor.



SETBACK IMPROVEMENTS

The deep setbacks along East 222nd Street in the retail district should be reconfigured as a unique asset. Parking should be disallowed in front of retail storefronts. Rather, the deep setbacks should be used for intensive landscaping, social spaces, and outdoor dining. These types of improvements can dramatically improve the walkability of a corridor.

The image at left displays an example of what could be done with a deep setback to make it more pedestrian friendly.



PARKING LOT GREENING

Parking lots in the East 222nd Street business district are detrimental to the walkability of the district. Shielding the sidewalk from open parking lots defines the street, creates a comfortable walking experience, and beautifies the district.

The image at left shows an example of improvements to the parking lot at East 222nd Street and Arms Avenue. Using landscaping, lighting, and masonry, parking lot screening would dramatically improve the corridor.

CREEK TO LAKE TRAIL

The Creek to Lake trail would run down East 222nd Street as part of a connector from Euclid Creek Reservation to Downtown and Sims Park. Along 222nd Street, the trail could be part of a wide sidewalk on the east side of the street, switching to a trail through the Civic Core. The trail could then run through Memorial Park to Babbitt Road and connect to Downtown and Sims Park.

The image at right shows how a wide sidewalk through the retail district could form a component of such a trail while beautifying the district.



POTENTIAL POCKET PARKS

Pocket parks can transform otherwise barren parcels into assets that improve aesthetics and provide community space. The vacant parcel next to Wojtila's Bakery is one example. With trees and benches, it could provide seating and community space in the business district. By adding permeable surfaces or rain gardens, it could be an asset for handling stormwater.

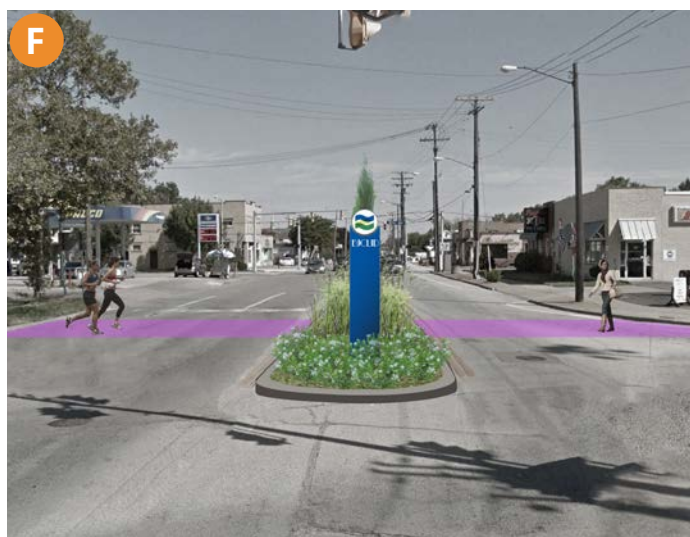
The image at right shows an example of what this "Pacski Park" could look like. There is also potential to use these spaces as outdoor seating for nearby restaurants or, in this case, a bakery.



MEDIAN AND GATEWAY SIGN

The intersection of North Lakeland Boulevard and East 222nd Street forms a clear gateway to the retail district and the route to the Lake for drivers coming off of the highway. A gateway at this point should convey the City's brand and the desired image for the corridor.

The image at right shows how improvements to this intersection such as a median, plantings, signage, and colorful crosswalks could contribute to a positive gateway image for Euclid and the district.



EAST 185TH STREET

DEVELOPMENT PRINCIPLES

The following development principles should be used to guide public and private investment along the East 185th Street Corridor. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

SOCIABILITY

- Develop clustered seating areas with associated maintenance agreements to act as social spaces in the retail district
- Provide improved public access to Lake Erie

ACCESS & LINKAGES

- Work with the City of Cleveland and Northeast Shores Development Corporation to implement the streetscape recommendations made in the East 185th Street Corridor Plan TLCI
- Improve existing crosswalks and add additional ones, if warranted, to improve east-west access and pedestrian safety
- Expand the Transit Waiting Environment (TWE) at the East 185th and Lake Shore Boulevard intersection
- Encourage shared parking among business owners

USES & ACTIVITIES

- Work with the City of Cleveland and Northeast Shores Development Corporation to redevelop the Lakeshore Chevy site
- Work with Cleveland to provide consistent incentives, oversight, and design regulations in both of the individual communities
- Incentivize the rehabilitation of storefronts to provide spaces for start-up and small businesses

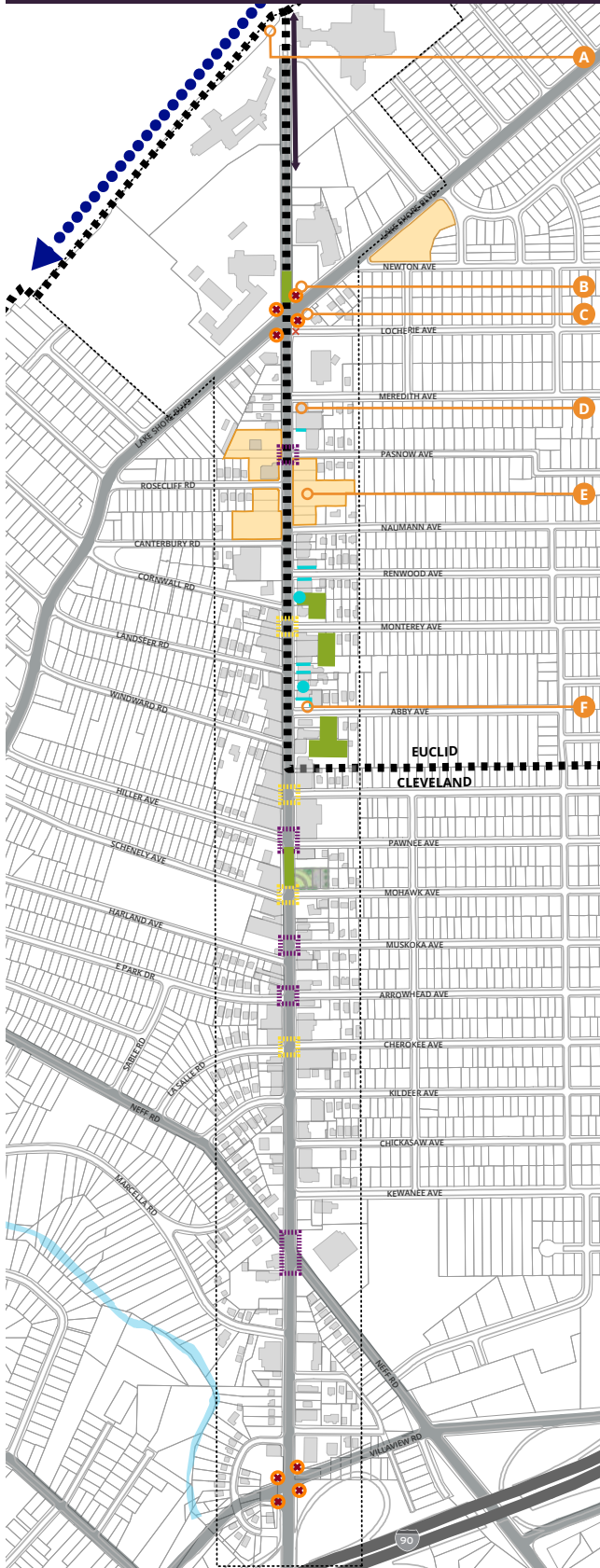
COMFORT & IMAGE

- Unify the corridor through consistent branding such as street signs, institutional signs, banners, and lighting
- Improve the north and south entrances into the district
- Enliven the corridor by investing in art, lighting, and murals
- Aggressively plant new street trees to maintain the strong tree canopy

POLICY MAP

The policy map on the following page illustrates specific ways the City and its partners can improve the corridor through investments in infrastructure and public amenities.

MAP 35 EAST 185TH STREET POLICIES



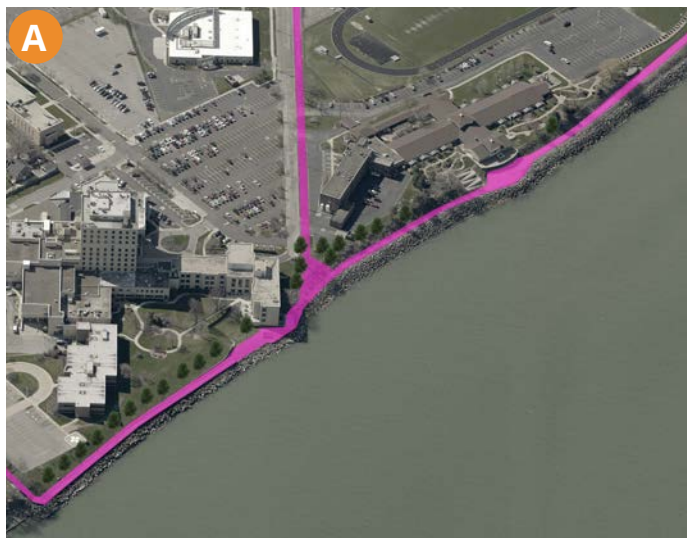
LEGEND

Policy Features

- Proposed Crosswalk Improvements
- Proposed Crosswalk Improvements and Sidewalk Bumpouts
- Potential Waterfront Access
- Proposed Sidewalks
- Potential Combined Parking Lots
- Proposed Medians
- Potential Art Locations
- Proposed Gateway Signage Locations
- Potential Development Sites

Basemap

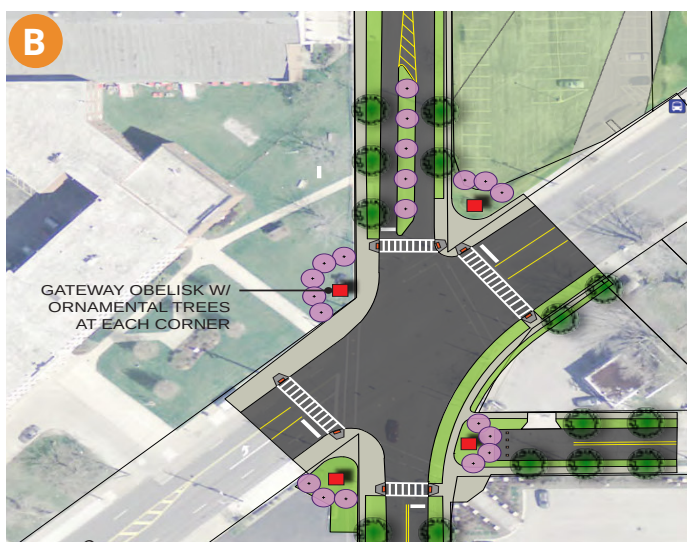
- Building Footprints
- Pavement Outlines
- Parcels
- Highways
- Major Roads
- Community Boundaries
- Focus Area Outline
- Railroads



LAKE ERIE ACCESS

With Lake Erie being a prime reason to choose living in Euclid, increased access is important. The institutions lining Lake Erie on the border between Cleveland and Euclid present an opportunity to increase public access.

Public access at this point could include a single overlook or a connection to walkways east and west. The image at right highlights existing or potential trails that could connect Euclid residents to the Lake.



DISTRICT GATEWAYS

The East 185th Street TLCI Plan outlined specific recommendations for the gateway at East 185th and Lake Shore Boulevard. The plan, displayed at left, showcases how plantings, re-routed streets, and decorative gateway obelisks at each corner could create an attractive gateway for Euclid, Cleveland, and the East 185th Street retail district.



BUS HUB

The intersection of Lake Shore Boulevard and East 185th Street is a major Transit Waiting Environment (TWE) and transfer point for RTA. While the bus shelters presently at the site are large and comfortable, the importance of this transfer point allows for a more prominent transit hub to be envisioned.

The image at left shows the potential for improvements to the bus shelters and amenities at this intersection that could provide for a more impactful station environment.

STOREFRONT IMPROVEMENTS

The storefronts along East 185th are appropriate for small, start-up businesses because of their small size and affordability. Despite this, many storefronts have been retrofitted poorly or have been boarded over and are in need of major retrofits to make them usable and attractive.

The image at right displays an existing building that, with storefront improvements could become an attractive space to incubate a small business.



CHEVY ZONE REDEVELOPMENT

The East 185th Street TLCI Plan displayed potential development scenarios for the Lakeshore Chevy site in Euclid and Cleveland. The concept, shown at right, showcases how investments in housing, open space, and retail uses could fill the gap in the retail district with a vibrant mix of uses.

Importantly, the plan noted that development should only occur when market forces allow for this prime site to be used properly. This should include a vibrant mix of uses, walkable design, and high-quality materials.



PUBLIC ART

A coordinated campaign of numerous public art installations throughout East 185th Street can reinforce the strip as an interesting place to shop, visit, and stroll through.

Murals, lighting, and art have been used in the Waterloo Arts District, Ohio City, Playhouse Square, and other communities to provide visual interest. The image at right shows how existing blank walls could be used for art.



DOWNTOWN & LAKEFRONT

DEVELOPMENT PRINCIPLES

The following development principles should be used to guide public and private investment within the Downtown area. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

SOCIABILITY

- Improve the Wastewater Treatment Plant Equalization Tank site as an active park that contributes to Downtown's vibrancy
- Develop clustered seating areas with associated maintenance agreements to act as social spaces in the Downtown retail district
- Use programming and events to maintain an active environment in Downtown

ACCESS & LINKAGES

- Construct pathways and all-purpose trails between Downtown retail and Lakefront parks
- Maintain Downtown's strong walkability by limiting new curb cuts, keeping wide sidewalks for side-walk cafes and comfortable walking experiences, and maintaining or expanding parallel parking
- Improve existing crosswalks and add additional ones, if warranted, to improve pedestrian safety especially across Lake Shore Boulevard
- Construct bikeways that connect neighborhoods to the Lakefront
- Implement the streetscape recommendations made in the Downtown Euclid TLCI, including improving the municipal parking lot with traffic islands to create a clear traffic pattern
- Add greenery to oversized intersections

USES & ACTIVITIES

- Ensure new housing, hotel, or mixed-use investments are walkable and contribute to a vibrant Downtown and lakefront, with a special focus on encouraging reinvestment in Lakefront towers
- Incentivize the rehabilitation of storefronts along Lake Shore Boulevard to provide spaces for start-up and small businesses

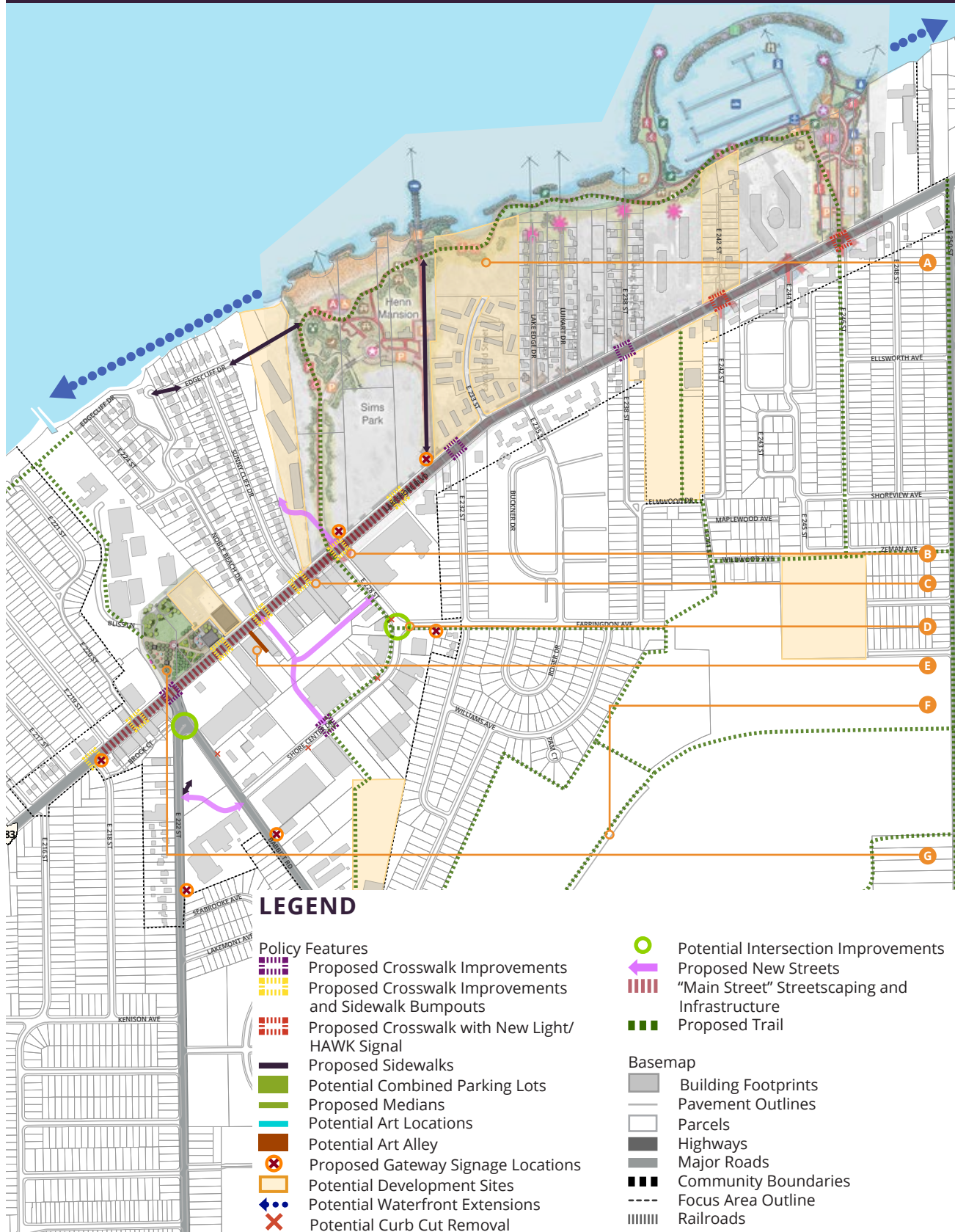
COMFORT & IMAGE

- Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting
- Add street trees where possible
- Rebuild the Lake Shore Boulevard streetscape to highlight it as Euclid's Main Street
- Expand consistent streetscape elements to other Downtown streets as they are rebuilt

POLICY MAP

The policy map on the following page illustrates specific ways the City and its partners can improve the corridor through investments in infrastructure and public amenities.

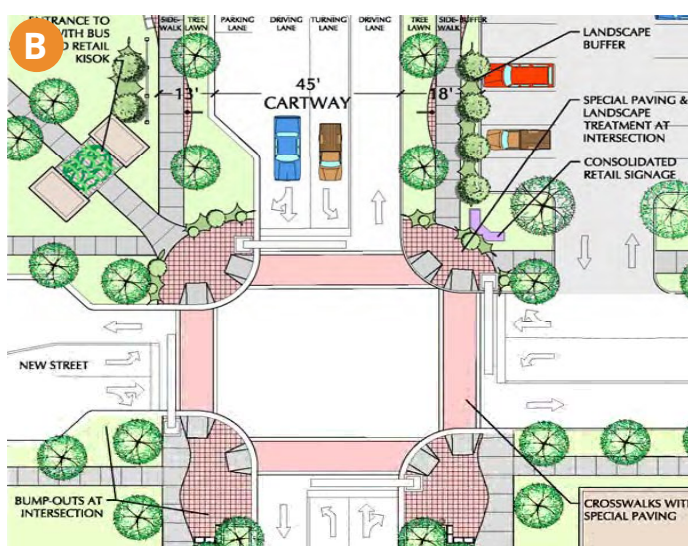
MAP 36 DOWNTOWN & LAKEFRONT POLICIES





LAKEFRONT DEVELOPMENT

While there are very few development sites along Lake Erie, a handful remain and a number of older apartment buildings have the potential for redevelopment as they age. The image at left showcases one of the few vacant parcels along the Lake. The proposed extension of the waterfront is shown in purple while potential Lake-oriented buildings are shown in orange. Such a development could include mid-rise residential buildings with small first-floor retail uses that take advantage of the views and connections to waterfront trails.



DOWNTOWN CROSSINGS

The Downtown Euclid TLCI outlined a variety of improvements to major streets Downtown. Lake Shore Boulevard was proposed to narrow from five lanes to three lanes in certain places. By using this extra space Downtown, the City could invest in curb bumpouts to make crossings shorter, colorful concrete to highlight crosswalks, new lighting to make crossing safer, and decorative materials to highlight the importance of Downtown. The image at left showcases proposed improvements to Lake Shore Boulevard and the entrance to Sims Park.



'MAIN STREET' STREETSCAPE & INFRASTRUCTURE

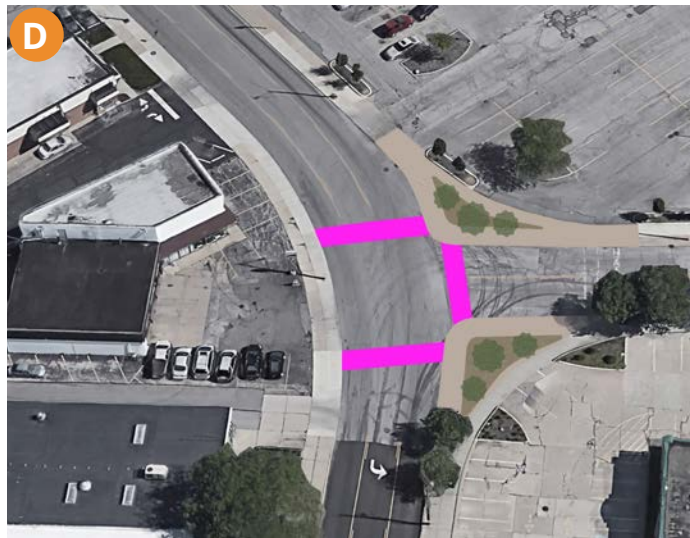
Lake Shore Boulevard is Downtown Euclid's Main Street. It has the highest concentration of walkable retail buildings and small retail spaces. It also has the most momentum for new development.

The Downtown Euclid TLCI outlined specific changes to Lake Shore Boulevard including trees, curb bump-outs, art, lighting, and other improvements. These improvements should be completed as part of an overhaul of the street.

INTERSECTION IMPROVEMENTS

Certain intersections in Downtown and along Lake Shore Boulevard have been engineered to provide wide turn angles for fast speeds. To encourage walkability, these intersections should be narrowed to provide shorter crossings for people on foot. Leftover asphalt can be repurposed for plantings and other beautification efforts.

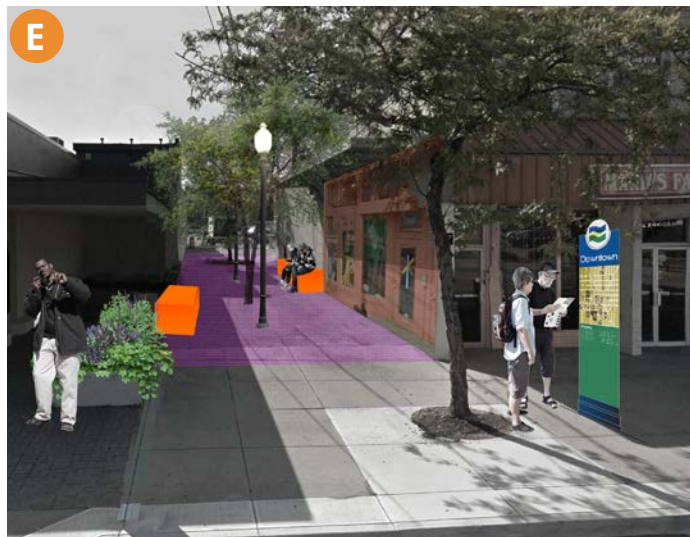
One example of such an intersection is Shore Center Drive and Farrington Avenue. The image at right shows a smaller intersection with pedestrian amenities.



ART ALLEY

The existing alley connecting Lake Shore Boulevard to the parking behind could be improved to incorporate elements that brighten Downtown and provide a safe passage between shops and parking. The example at right shows the addition of lighting, trees, decorative benches, and wayfinding signage. The addition of a large art display could also provide visual interest.

The improvement of the alley could also allow storefronts or restaurants to open to the alley.



GOLF COURSE ENTRANCE

The Briardale Golf Course entry road could be improved to provide a clearer entrance to the course, encourage pedestrians to use appropriate paths through the course, and improve the image of the facility.

The image at right showcases a median, gatehouse, and decorative fencing that could be one solution to improving the entrance. Such an improvement should be done in concert with trail planning that is described on the following page.



F GOLF COURSE TRAIL

East-west connections in Downtown and Euclid as a whole are rare. The municipally owned golf course provides the opportunity to provide such a connection to bicyclists and pedestrians. Three potential alignments, with additional variations, were identified, all of which have positives and negatives. Certain design elements such as new entry features and enhanced fencing are recommended for all alignments.

- *Northern Alignment:* Using the thin space between homes and the course, this alignment likely would not provide a direct path to students and has limited room to maneuver
- *Briardale Alignment:* Using excessive road width and former right-of-way, this connection is centralized, but also creates the greatest conflict between the trail and golf users
- *Southern Alignment:* Using the thin space between homes and the course, this alignment would be the most direct connection but also would confine users between protective netting and backyard fences
- *Briardale-to-Northern Alignment:* This alignment maintains some conflict between trail and golf users, but also provides a more direct connection to Downtown and East 250th
- *Southern-to-Neighborhood Alignment:* Using YMCA land, this connection would require the acquisition of a home to provide a connection onto neighborhood streets



G

EQUALIZATION TANK GREENSPACE

Upon completion of the equalization tank Downtown, the City has the opportunity to invest in a new public plaza and greenspace. Such a park could provide a center for Downtown and a space that could be programmed to enhance the vibrancy of the area.

The image below showcases an example of what a Downtown park could look like. The park could include open spaces such as lawns and plazas with ornamental trees, as well as retail uses with large patios. Should any private buildings be updated in the future, they could be brought closer to the street to enhance the walkable environment.



EAST 260TH AND EUCLID

DEVELOPMENT PRINCIPLES

The following development principles should be used to guide public and private investment within the East 260th and Euclid area. These principles should be used in coordination with the Policy Map to describe the future of the area.

SOCIABILITY

- Ensure that the green space between Richmond and Brush Roads is preserved permanently
- Improve the green space north of Euclid Avenue as a greenspace or park that contributes to the area's vibrancy

ACCESS & LINKAGES

- Improve existing crosswalks and add additional ones, if warranted, to improve pedestrian safety especially at East 260th and Euclid as well as at the Bluestone Elementary School
- Improve existing pedestrian pathways to business entrances and ensure future businesses provide safe pedestrian pathways from the sidewalk
- Enhance the bus hub at the East 260th and Euclid intersection
- Implement the streetscape and greenway recommendations made in the Euclid Avenue TLCI
- Eliminate unnecessary curb cuts where possible to increase safety
- Construct bikeways along East 260th and along Euclid Avenue to connect to green spaces and nearby neighborhoods

USES & ACTIVITIES

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

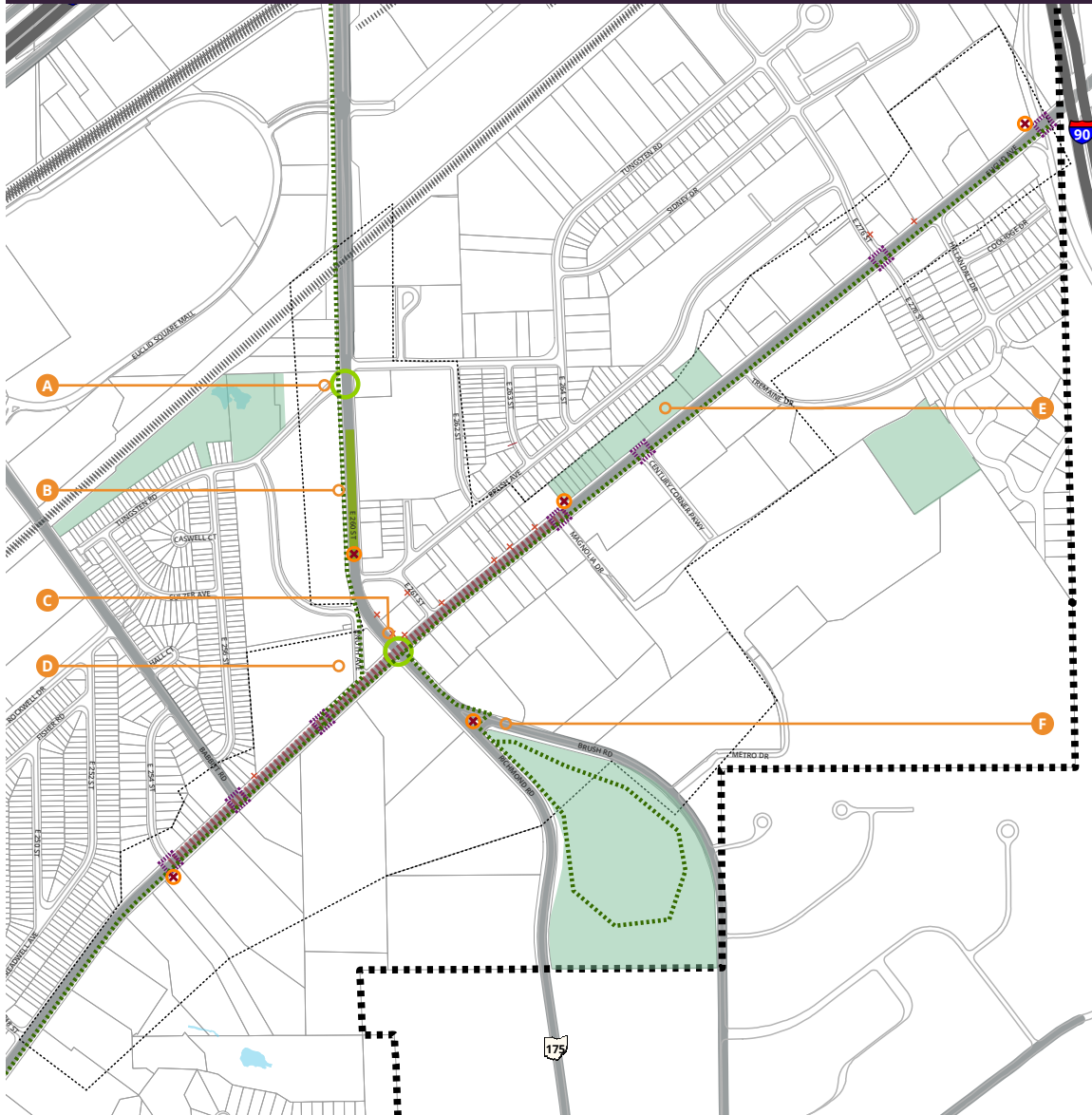
COMFORT & IMAGE

- Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting
- Add street trees where possible
- Improve entrances into the district

POLICY MAP

The policy map on the following page illustrates specific ways the City and its partners can improve the area through investments in infrastructure and public amenities.

MAP 37 EAST 260TH AND EUCLID POLICIES



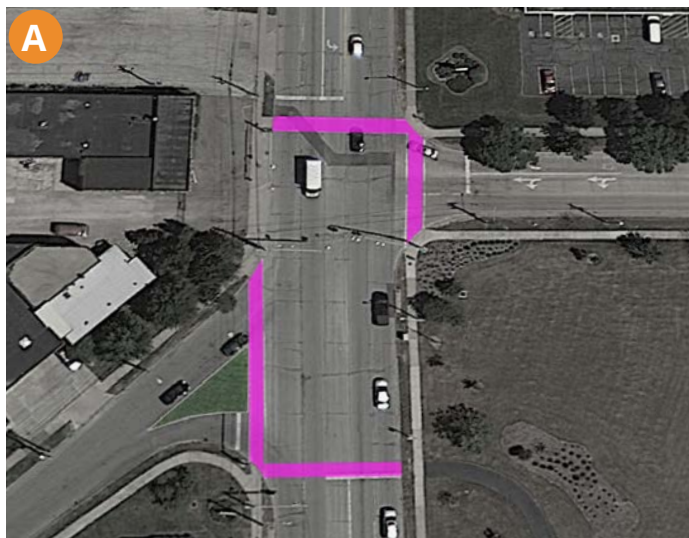
LEGEND

Policy Features

- Proposed Crosswalk Improvements
- Proposed Medians
- Proposed Gateway Signage Locations
- Potential Curb Cut Removal
- Potential Intersection Improvements
- "Main Street" Streetscaping and Infrastructure
- Proposed Trail

Basemap

- Building Footprints
- Pavement Outlines
- Parcels
- Highways
- Major Roads
- Community Boundaries
- Focus Area Outline
- Railroads
- Existing Green Space



EAST 260TH AND TUNGSTEN INTERSECTION

The intersection of East 260th and Tungsten is a difficult and wide crossing for pedestrians. Likewise, it is oversized due to the offset intersecting streets.

The rendering at left shows how the intersection could be improved from a pedestrian and environmental perspective. Brighter crosswalks could highlight pedestrians and bicyclists. Additionally, the existing striped triangle could be replaced with green infrastructure.



SCHOOL CROSSING

A lighted signal already exists to allow students to cross East 260th to access the Bluestone Elementary School. The crossing, however, is wide and over a busy road. The proposed improvements to the crossing, shown at left, include a more visible crosswalk and a median with a pedestrian refuge in the center. The median could provide space for plants, trees, green infrastructure, and signage.



EAST 260TH AND EUCLID INTERSECTION

The intersection of East 260th and Euclid forms the core of this Core Strategy Area. Existing plans have identified the possibility of shrinking Euclid Avenue by two lanes to facilitate the construction of a bike path on one side of the road.

This rendering shows the construction of a side trail on the southern side of the road, shows the addition of street trees, and outlines the possibility of a more formal intersection with stamped concrete crosswalks and decorative markings on the four corners.

COMMERCIAL DEVELOPMENT

The commercial structures along Euclid Avenue in this Core Strategy Area are challenging for pedestrians and dated in their appearance. The City, in concert with property owners, should work to improve the look, feel, and layout of commercial structures in this area. As an example, the image to the right shows additional landscaping in the parking area and along Euclid Avenue. A trail connects through this landscaping. Sidewalks in the parking lot connect to main entrances, and the front of the shopping center is called out for a renovation.



PROPOSED PARK

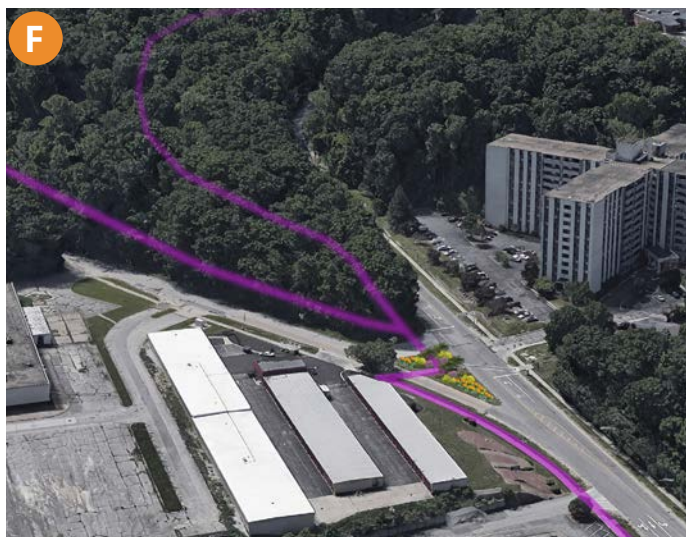
The green space north of Euclid Avenue is not suitable for construction due to its steep slopes. The area could, however, be used as a green space. This could provide park area for neighborhood housing, strengthen the attractiveness of the corridor, and act as a connection between Euclid Avenue and neighborhoods behind.

The image at right shows a park design concept that could be used for this site.



GREEN SPACE AND TRAIL

The large green space between Richmond and Brush Roads is already owned by the City of Euclid and should be maintained in perpetuity. The large clustering of trees should be maintained; however, trails could wind through the area to provide walking and recreating opportunities for residents. The triangle at the intersection of the two streets could likewise become a prime gateway into the City that is enhanced with signage, flowers, trees, and other landscaping.



TRAIL NETWORK

DEVELOPMENT PRINCIPLES

The following development principles should be used to guide public and private investment within a network of trails for joggers, bicyclists, pedestrians, and other non-motorized forms of transportation. These principles should be used in coordination with the Policy Map to describe the future of the area.

SOCIABILITY

- Ensure trails connect to open spaces, business districts, and parks

ACCESS & LINKAGES

- Strive to provide the safest type of bicycle facility wherever possible, with a special emphasis on constructing grade- and mode-separated trails for non-motorized vehicles
- Develop standards for trail design

USES & ACTIVITIES

- Encourage quality design, walkability, and attractive signage along trail routes

COMFORT & IMAGE

- Unify the trail network through consistent branding and wayfinding signage
- Provide amenities along trails such as bicycle parking, fix-it stations, and benches
- Ensure trails are well-lit, especially at crossings, to maintain a safe environment

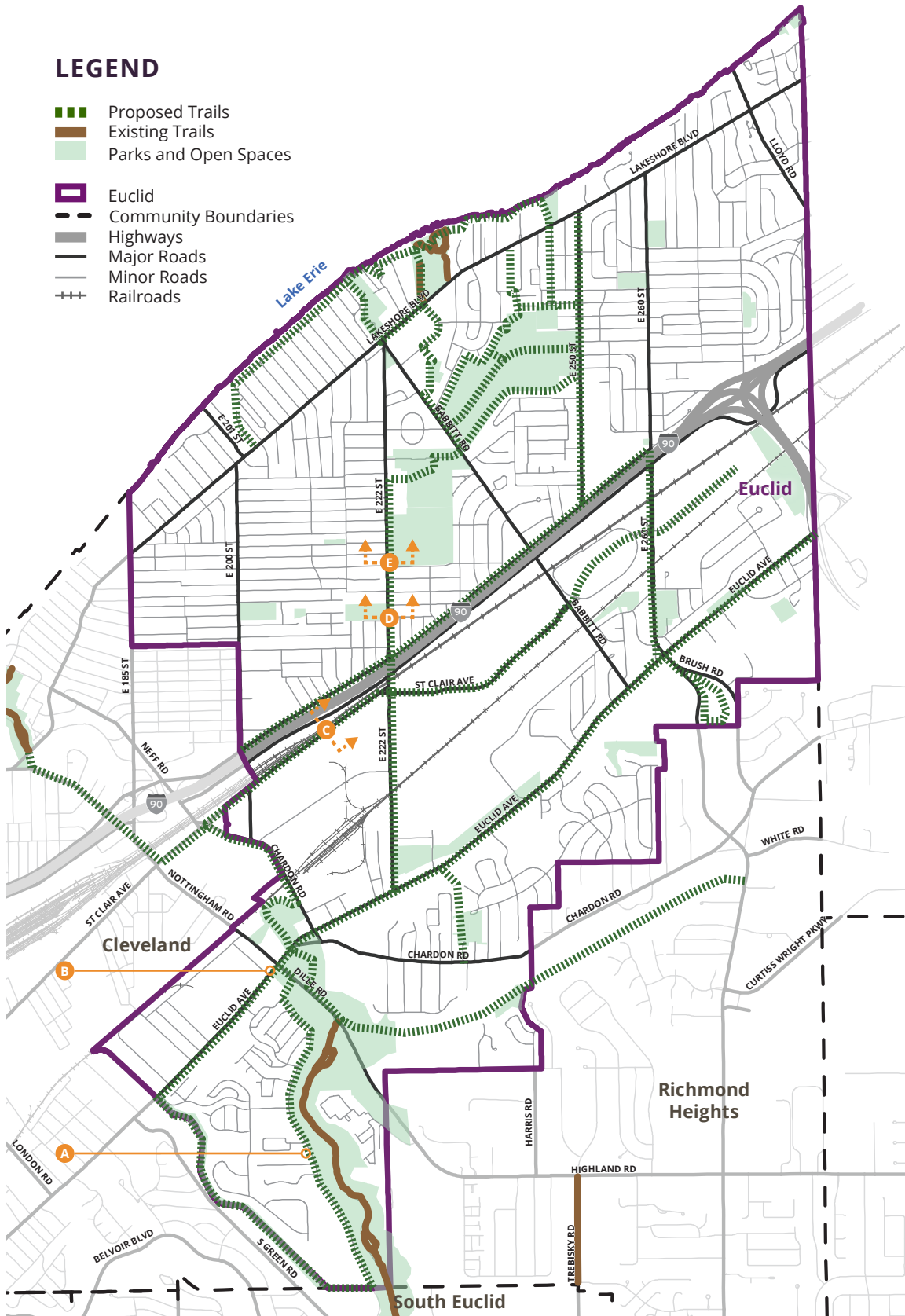
POLICY MAP

The policy map on the following page illustrates specific ways the City and its partners can facilitate the construction of a complete trail network.

MAP 38 TRAIL NETWORK POLICIES

LEGEND

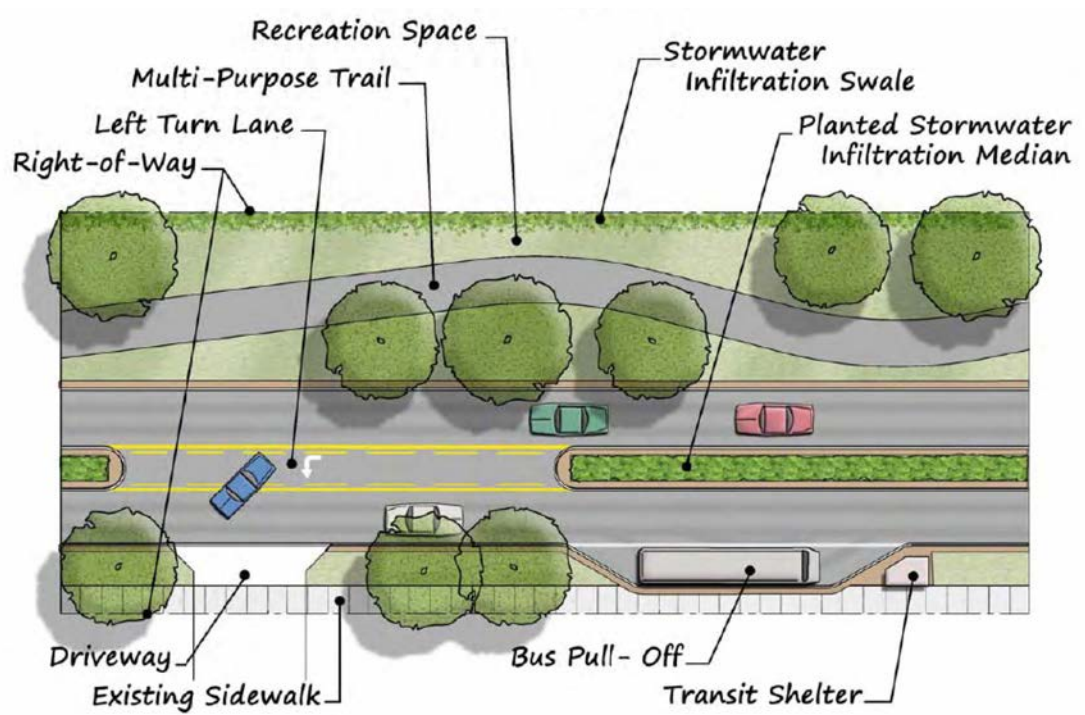
- Proposed Trails
- Existing Trails
- Parks and Open Spaces
- Euclid
- Community Boundaries
- Highways
- Major Roads
- Minor Roads
- Railroads



A GLENRIDGE ROAD TRAIL AND OVERLOOK

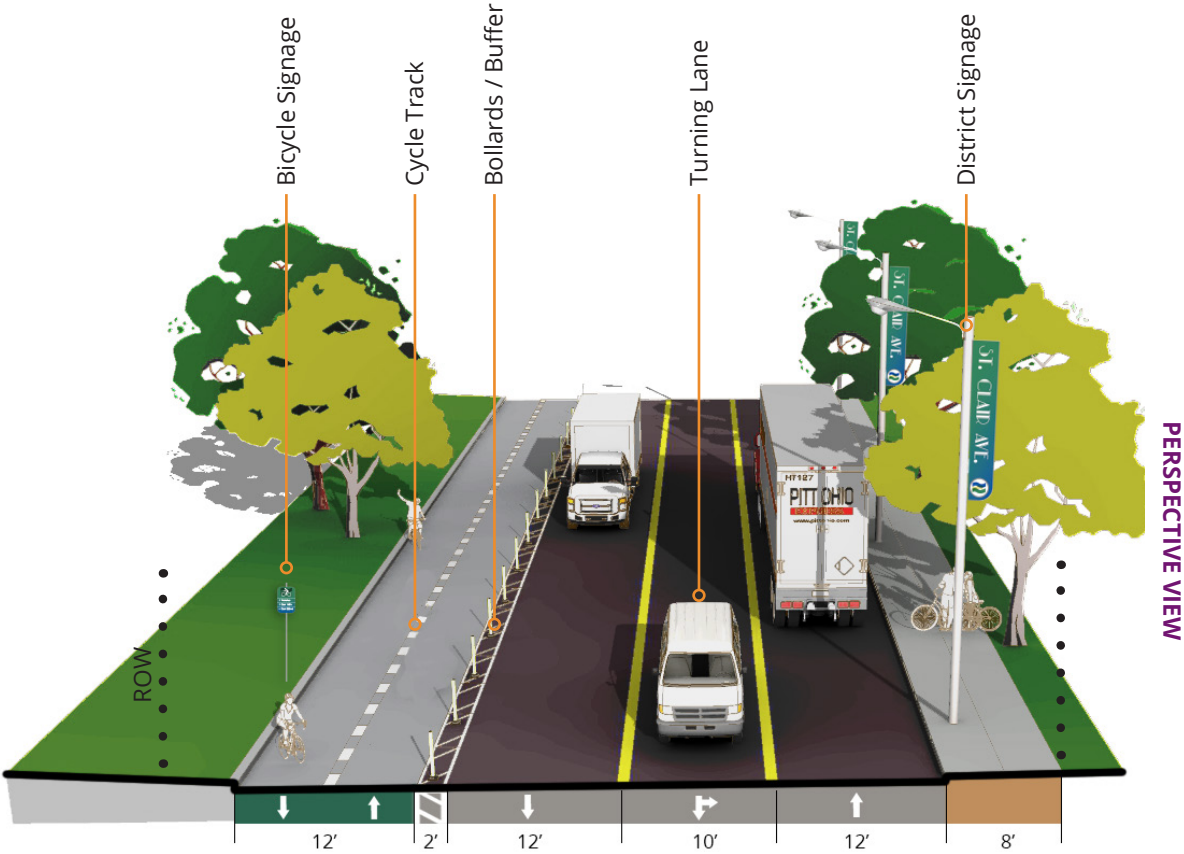
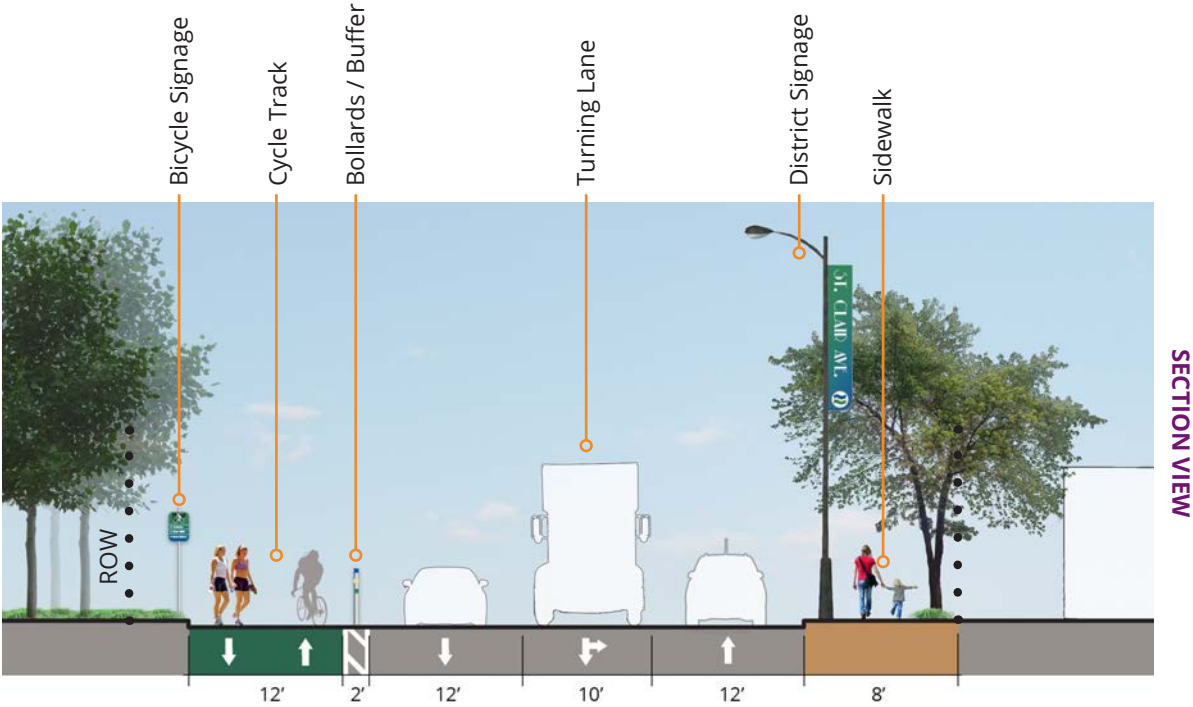


B EUCLID AVENUE TLCI STREET SECTION

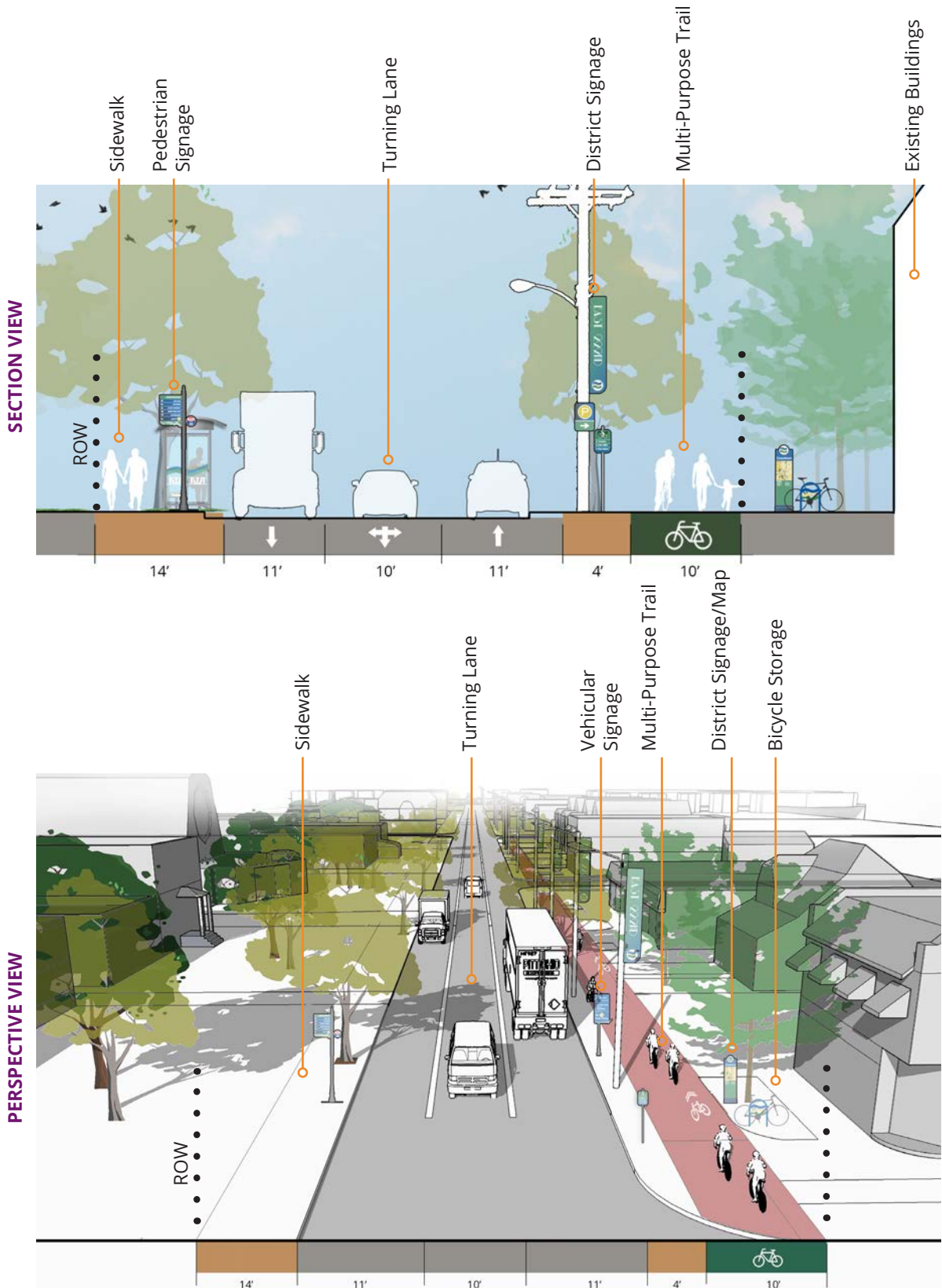


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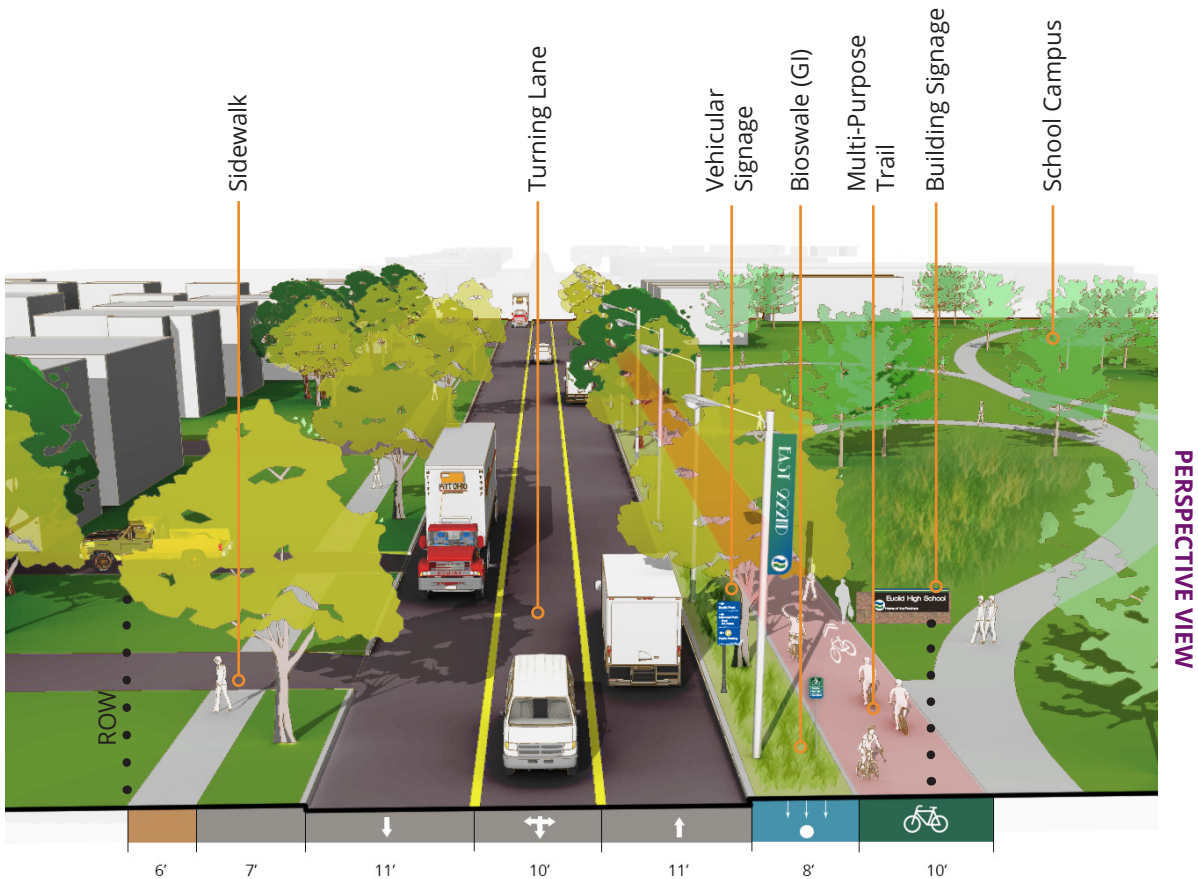
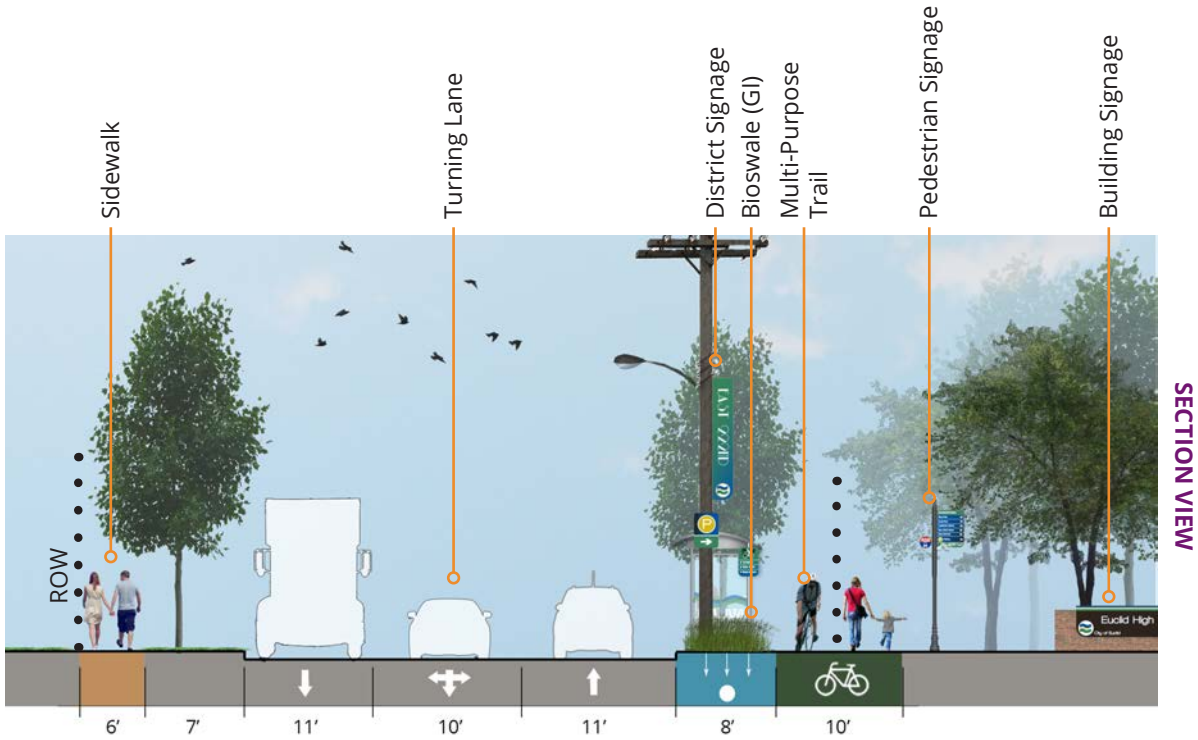
SAINT CLAIR AVENUE CYCLE TRACK



D EAST 222ND STREET TRAIL (SOUTH)



E EAST 222ND STREET TRAIL (NORTH)



WESTERN NEIGHBORHOODS

DEVELOPMENT PRINCIPLES

The following development principles should be used to guide public and private investment within the Western Neighborhoods. These principles should be used in coordination with the example program on the following pages to describe potential improvement program actions for the area.

SOCIABILITY

- Improve vacant lots using slow-grow plantings or low maintenance landscaping, adding community-maintained pocket parks, or expanding side yards
- Foster community by connecting residents, establishing block clubs, facilitating safety training, and building other community links

ACCESS & LINKAGES

- Improve existing crosswalks, especially at important neighborhood crossings
- Connect residential neighborhoods to nearby business districts with bikeways, trails, and safe sidewalks

USES & ACTIVITIES

- Work with property owners and developers to construct infill housing on vacant lots
- Enforce existing housing codes to maintain quality housing

COMFORT & IMAGE

- Unify the area through consistent branding such as decorative street signs
- Add street trees where possible
- Repair existing infrastructure where necessary
- Partner with neighborhood associations to organize block watches and add security cameras in key locations to assist in safety initiatives

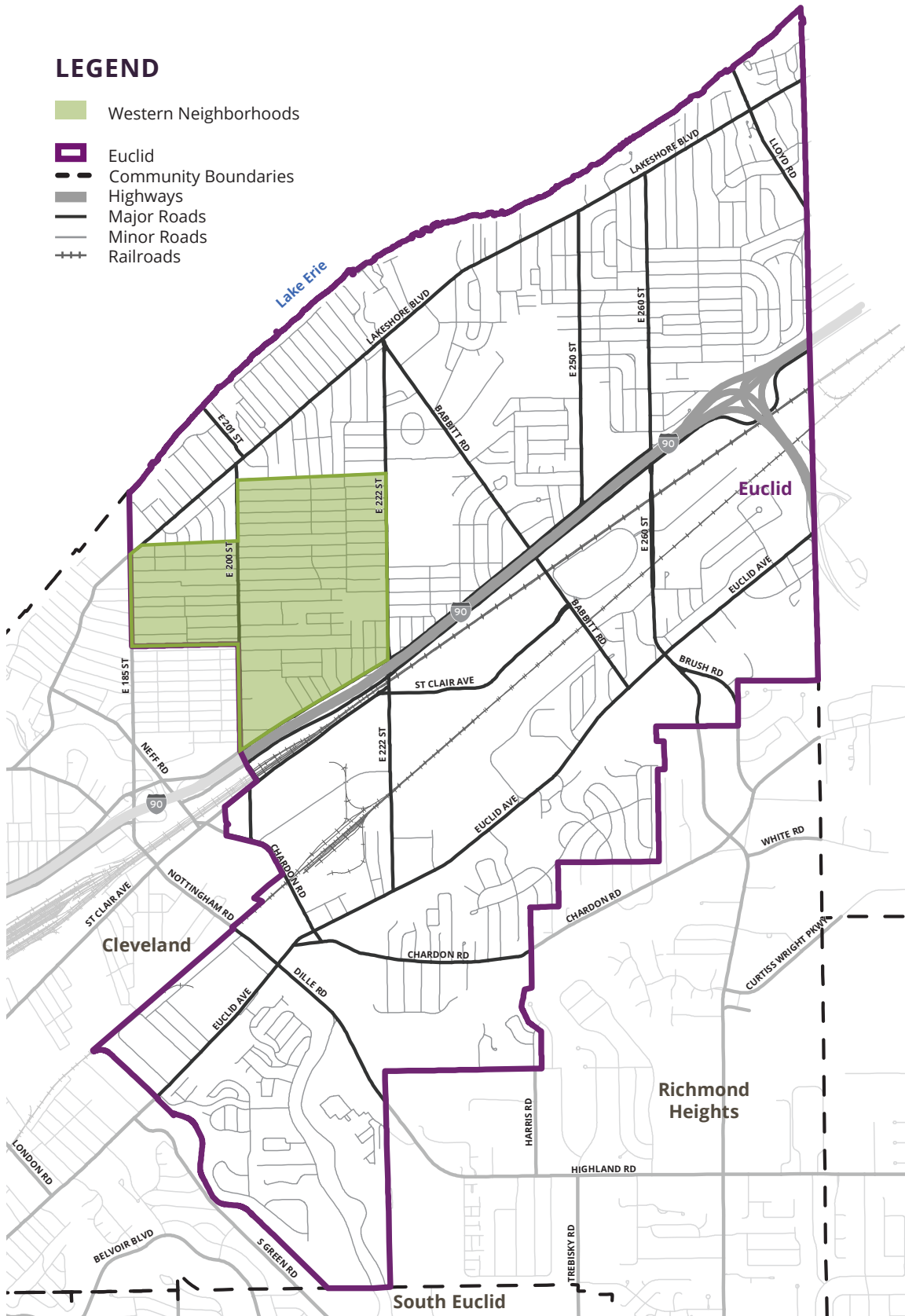
CONTEXT MAP

The context map on the following page illustrates the location of the Western Neighborhoods.

MAP 39 WESTERN NEIGHBORHOODS

LEGEND

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



WESTERN NEIGHBORHOODS IMPROVEMENT PROGRAM EXAMPLE

To facilitate meaningful neighborhood change, the City could implement a neighborhood improvement program that targets small areas to invest in multiple improvements in a short time frame. These improvements could include home renovations via the City's CDBG program, investments in infrastructure such as street repaving and light replacements, code enforcement initiatives, community development actions such as facilitation of neighborhood block watch programs, and partnerships with private entities to facilitate the construction of infill housing. Together, a well-marketed and comprehensive strategy can lift a neighborhood.

This strategy should include collaborations with neighborhood groups, the Euclid City School District, non-profit agencies, the Euclid Police

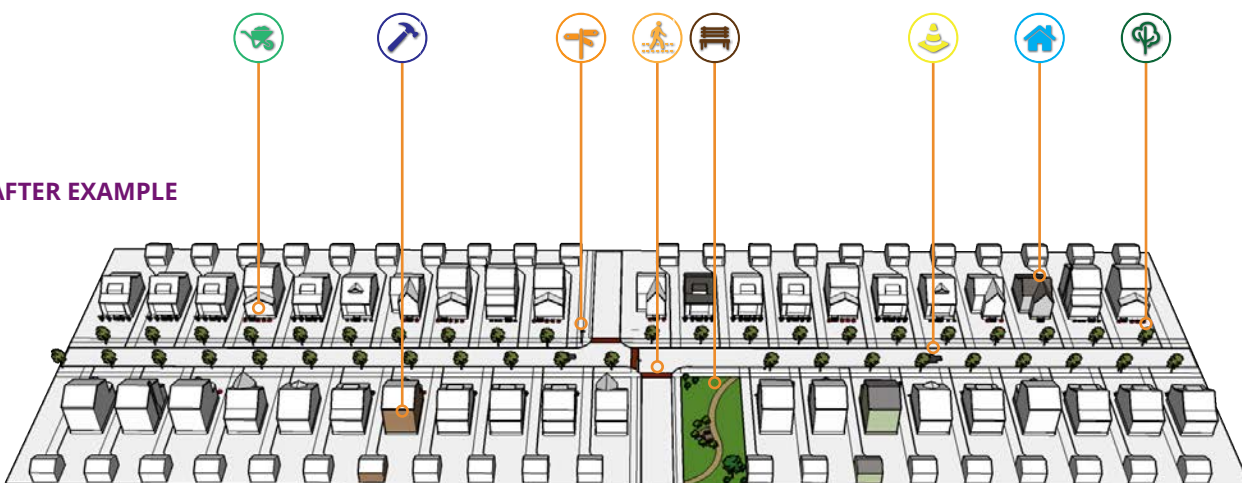
and Fire Departments, and other neighborhood-focused City staff.

The example below and on the following page shows an example before-and-after of a typical Euclid Street. While physical improvements are shown, community development efforts are a critical component of a successful program.

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



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



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



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

NOT SHOWN ON EXAMPLE

I-90 CORRIDOR

DEVELOPMENT PRINCIPLES

The following development principles should be used to guide public and private investment within the I-90 Corridor. These principles should be used in coordination with the Policy Map to describe the future of the corridor.

SOCIABILITY

- Encourage development to incorporate green infrastructure as part of a landscaping plan
- Repurpose excessive front parking and concrete along South Lakeland Boulevard for landscaping and screening

ACCESS & LINKAGES

- Construct bikeways along north-south streets to connect the Central Neighborhoods to the Industrial Core

USES & ACTIVITIES

- Enforce existing development codes to maintain quality structures

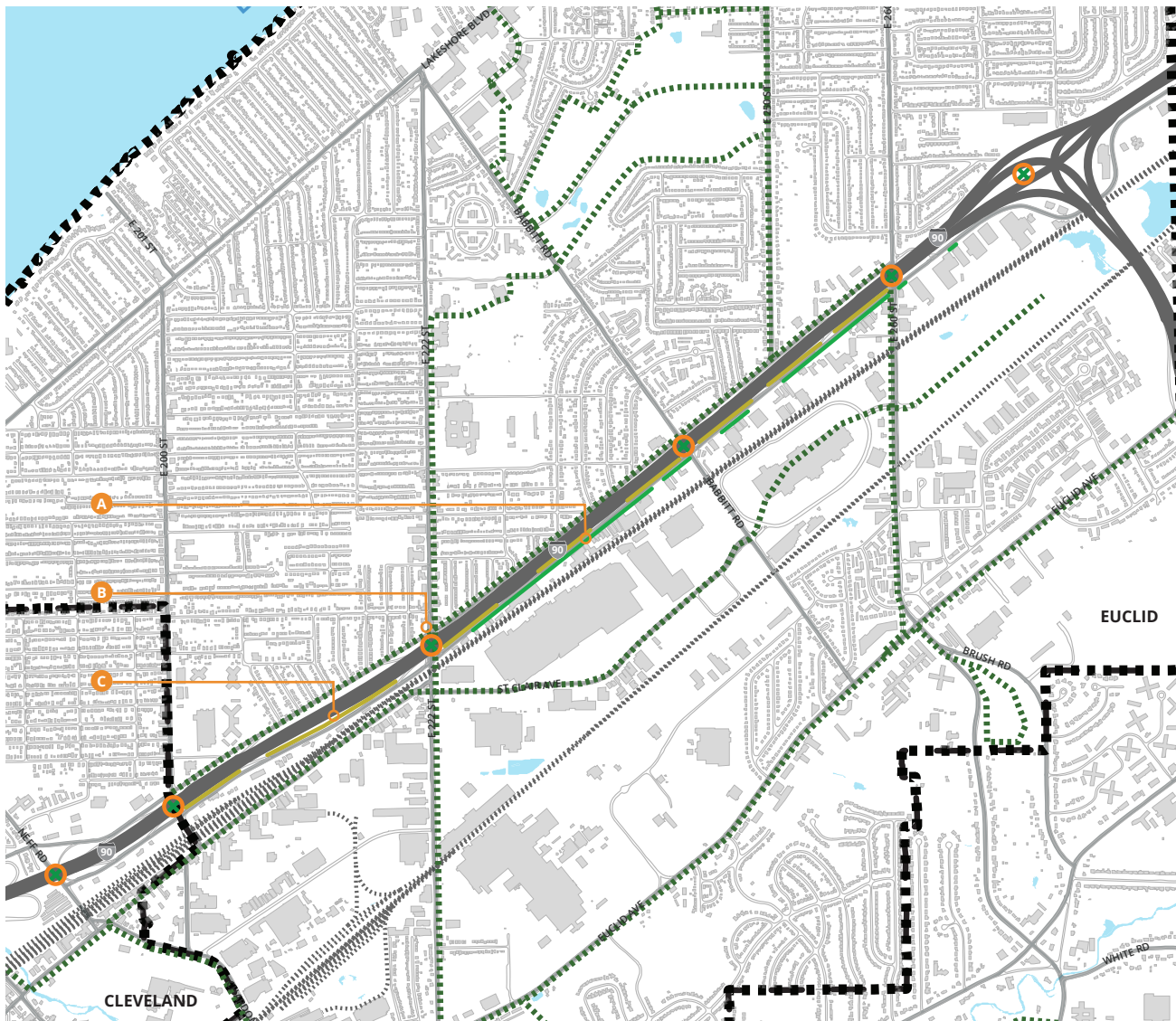
COMFORT & IMAGE

- Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting
- Add gateway features along the highway corridor
- Add trees in the public right-of-way or private setbacks, where possible
- Partner with transportation agencies to use decorative fencing and landscaping in the highway setbacks to improve corridor aesthetics

POLICY MAP

The policy map on the following page illustrates specific ways the City and its partners can improve the area through investments in infrastructure and public amenities.

MAP 40 I-90 CORRIDOR POLICIES



LEGEND

Policy Features

- Proposed Highway Overpass Improvements
- Proposed Trail
- Proposed Fence and Landscaping
- Proposed Buffering

Basemap

- Building Footprints
- Pavement Outlines
- Parcels
- Highways
- Major Roads
- Community Boundaries
- Focus Area Outline
- Railroads



LANDSCAPED BUFFERING

Many buildings along Lakeland Boulevard include wide setbacks. These setbacks range from concrete, to parking, to grass. Improving landscaping regulations along this corridor could improve the aesthetic of the highway by adding greenery in the form of grass, trees, and decorative fencing.

The image at left shows a repurposed front yard with trees and fencing. By replacing large sections of unused concrete, the City can improve its image from the highway.



BRANDING

Euclid's I-90 bridges are dividing points between the areas north and south of the highway. Improving these bridges could transform them from dividing points into attractive ways of knitting together the City.

The image at left shows how excess pavement, fresh painting, and attractive fencing could be used to make the highway underpasses into attractive connections while reinforcing the Euclid brand.



HIGHWAY FENCE AND LANDSCAPING

The wide grassy area between Lakeland Boulevard and I-90 could provide space for increased landscaping, a decorative fence, and small, ornamental trees that could enhance the image of Euclid through this corridor while maintaining a safe driving environment.

The image at left shows an example of a decorative fence and landscaping. The fencing incorporates the potential Euclid 'E' logo.

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EUCLID SQUARE MALL & BLUESTONE BUSINESS PARK

DEVELOPMENT PRINCIPLES

The following development principles should be used to guide public and private investment within the Euclid Square Mall & Bluestone Business Park area. These principles should be used in coordination with the Policy Map to describe the future of the area.

SOCIABILITY

- Consider green infrastructure where possible

ACCESS & LINKAGES

- Consider extending transit access to the former Euclid Square Mall site
- Construct bikeways along East 260th and through the Euclid Square Mall site to connect employment centers to green spaces and nearby neighborhoods
- Improve existing crosswalks at East 260th and Bluestone Boulevard to improve pedestrian safety

USES & ACTIVITIES

- Work with property owners to redevelop the Euclid Square Mall site for industrial and associated uses

COMFORT & IMAGE

- Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting
- Add street trees where possible

POLICY MAP

The policy map on the following page illustrates specific ways the City and its partners can improve the area through investments in infrastructure and public amenities.

MAP 41 EAST 260TH AND EUCLID POLICIES



LEGEND

Policy Features

- Proposed Crosswalk Improvements
- Proposed Trail
- Proposed Transit Extension
- Existing Fiber Optic Lines

Basemap

- Building Footprints
- Pavement Outlines
- Parcels
- Highways
- Major Roads
- Community Boundaries
- Focus Area Outline
- Railroads



SECTION 4

IMPLEMENTATION

Moving from vision to implementation requires commitments of time and resources. The Implementation section ties individual actions to potential partners, timeframes, and potential funding sources to ensure everyone is aware of how actions can be accomplished.

WHAT'S IN THIS SECTION?

This section includes tables that correspond to each topic, goal, and action item from the Goals and Actions section. Each action includes a time frame identifying how long it could potentially take to accomplish the action, potential parties that could assist in its implementation, potential level of funding, and possible funding opportunities. It also provides space to add notes for the status of a project and for the date an action is completed.

The implementation tables are meant to serve as a guide; however, priorities, funding streams, and partners can change over time. New

resources should be evaluated against action items as they arise.

HOW DO I USE IT?

The Implementation section informs not only City staff and administration of who is responsible for undertaking actions, but it also discusses partnerships with private property owners, other municipalities, and other levels of government to demonstrate that accomplishing the plan will take efforts from many groups.

ACTIONS AND COLLABORATION

It is intended that this Master Plan will be used by the City of Euclid—as well as property owners and developers—when deciding where, when, and how to make investments. A viable implementation program—one that sets forth specific action items—is a valuable tool to ensure that recommendations are acted upon.

TYPES OF ACTIONS

The action steps can be categorized in three ways:

- **Proactive Actions** include recommendations for revising, expanding, promoting, or developing new programs or services. These are actions that would not otherwise occur without new action undertaken by residents, groups, or the City.
- In addition to proactive actions, the plan recommends certain **Responsive Actions**. These actions are to be undertaken when certain conditions are met. For instance, supporting new senior housing investments would be triggered when a development proposal is submitted to the City.
- Finally, the Master Plan recommends certain **Ongoing Actions**. These actions are meant to underscore positive steps already undertaken and which are important to continue or to improve.

COLLABORATION

It is important to recognize that there are factors that impact the City that are beyond its control. In such cases, it is important to forge and maintain supportive partnerships with those who can provide assistance. In addition, because cities across the County and State are facing declining resources, it is becoming more important than ever to engage firms, institutions, and citizens to collaborate in the work of government.

The Master Plan identifies opportunities for engaging with other entities in developing mutually beneficial programs. With this in mind, the City can serve as a champion and supporter to help spur collaborative actions.

IMPLEMENTATION TABLES

The implementation tables on the following pages link directly to the actions in the Goals and Actions document. The tables outline the Goals and Actions, Projected Timeline, Responsible Parties & Partners, Estimated Cost, Potential Funding Sources, and Status/Date Complete. Potential Partners are identified through symbols as shown in the legend on the following page.

While Potential Partners, Estimated Timelines, and Potential Funding Sources are outlined, changing circumstances, priorities, and funding streams may require this action table to change. The last column—Status/Date Complete—provides the opportunity to track changes in the implementation of an action and to provide a public record of when a project or action is completed.

It is important to recognize the tables serve as guides; they are intended to be updated when circumstances warrant.

COST ESTIMATES

The implementation tables contain three levels of cost estimates: High, Medium, and Low. Because of the ever-changing nature of projects, costs are variable; however, we have provided ranges to give a general understanding of the scope of a project.

For the purposes of this plan, High, Medium, and Low cost ranges can be understood as follows:

Estimated Cost Range	
High Cost	Over \$500,000
Medium Cost	\$100,000 to \$500,000
Low Cost	Up to \$100,000

Importantly, estimated costs are only supplied for the action as described. They do not take into account additional steps. For instance, the cost of the action “Rezone Euclid Square Mall” is only for the cost of updating the City’s zoning. The cost does not take into account further actions—such as incentives or infrastructure—that might further be needed to develop the site.

ACTION PRIORITIES

Priority actions are identified by stars in the implementation tables. Actions with three stars are the highest priority while actions with fewer stars are lower priority.

HELP! — WHERE DO WE START?

The first step to beginning implementation is often the most overwhelming. Where do we start? Who should do what? How do we stop the plan from sitting on a shelf? While every community’s path to implementation is different, here are a few best practices to get started:

- Use the implementation table to **pick the top actions** that will be undertaken each year and **assign personnel responsible for those actions**

- Establish a **Plan Implementation Committee** that meets every quarter to review the actions that are underway
- Publish an **Annual Results Report** detailing what has been accomplished so far

Still lost? Contact County Planning and we can help you get started.

POTENTIAL PARTNERS LEGEND

City of Euclid

 Euclid City Government – General

B Building

F Finance

H Housing

L Law

P Planning and Development

PS Public Service

R Recreation



Euclid City School District



Police and Fire

Private and Non-Profit Entities



Akron Cleveland Association of Realtors



Bicycling Advocates



Cleveland Housing Network



Cleveland Tenants Organization



Euclid Chamber of Commerce



Euclid Institutions



Euclid YMCA



Higher Education Institutions



Hispanic Business Center



Heights Community Congress



Home Repair Resource Center



The Housing Center



Jumpstart



Neighborhood Groups



NEO Sportsplant



Qualified Non-Profits



Private Property Owners



Proposed Community Development Corporation



Qualified Design Professionals



Railroads



Regional Institutions



Special Improvement Districts



Transit Advocates

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



First Suburbs Consortium



Greater Cleveland Regional Transit Authority



Neighboring Communities



Northeast Ohio Areawide Coordinating Agency



Northeast Ohio Regional Sewer District



Ohio Department of Natural Resources



Ohio Department of Transportation



Team NEO

Priority Level



Lowest Priority



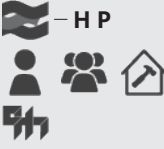
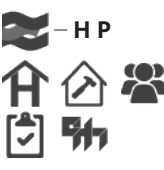
Middle Priority



Highest Priority

STAY

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 1: Enforce the repair, maintenance, and code compliance of existing housing and neighborhoods, page 76					
Develop an exterior housing maintenance and sidewalk inspection program for owner and renter-occupied housing and test it on streets in the Primary Focus Area, page 76	1-2 Yrs	★★★  – H L P P S	Medium	Community Reinvestment Area Program Community Development Block Grant Program HOME Investment Partnership Community Reinvestment Act Funds Home Weatherization Assistance Program Housing Enhancement Loan Program (HELP) Lead Safe Program Heritage Home Program	
Refine the housing maintenance and sidewalk inspection program, and expand it to the whole community, page 76	2-3 Yrs	★★  – H P	Medium	Community Reinvestment Area Program Community Development Block Grant Program HOME Investment Partnership Community Reinvestment Act Funds Home Weatherization Assistance Program Housing Enhancement Loan Program (HELP) Lead Safe Program Heritage Home Program	
Develop a landlord outreach program that identifies rental property owners, informs them of the requirements of running rentals in Euclid, and encourages renovations and upkeep through education about incentive programs, page 76	1-2 Yrs	★★  – B H P	Low	Community Reinvestment Area Program Community Development Block Grant Program HOME Investment Partnership Community Reinvestment Act Funds	
Review the registration and regulation process for rental housing in Euclid to ensure the City is using best practices in regulating rental properties, page 76	1-2 Yrs	★★★  – H	Low	Ohio Local Government Innovation Program	
Continue the existing single-family point-of-sale inspection program, page 76	Ongoing	 – H	--	--	

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 2: Increase the homeownership rate to stabilize housing, page 76					
Host a Realtors tour of City neighborhoods to educate them about Euclid's neighborhoods, amenities, and homeownership opportunities, page 76	1-2 Yrs	★★★★ 	Low	--	
Develop a renter outreach program that showcases opportunities, incentives, and benefits of homeownership to convert renters into homeowners, page 76	2-3 Yrs	★★ 	Low	Community Development Block Grant Program Wells Fargo Housing Foundation Grants KeyBank Foundation Grants	
Develop advertising materials to promote City-owned land to current residents and developers, page 76	1-2 Yrs	★★ 	Low	--	
Assemble Land Bank properties and proceed with a request for proposals from developers to construct new housing in the City, page 76	1-2 Yrs	★★★★ 	Low	--	
Work with non-profits to host homeownership classes in neighborhoods, page 76	1-2 Yrs	★★ 	Low	Wells Fargo Housing Foundation Grants	
Brand the City's homeownership programs, tax incentives, and other financial assistance tools to advertise the range of City programs to potential homeowners, page 76	2-3 Yrs	★★★★ 	Low	--	
Goal 3: Prioritize vacant, underutilized residential properties for reuse, page 76					
Develop design standards or use existing ones such as Kent State's Reimagining Cleveland document for reusing vacant properties as side yard expansions or pocket parks, page 76	2-3 Yrs	★ 	Medium	--	
Reduce maintenance costs for vacant lots by pursuing 'Slow Grow' landscaping strategies for reuse of lots or by developing maintenance plans with neighborhood associations, page 76	3-5 Yrs	★★ 	Medium	Home Depot Foundation Grants	

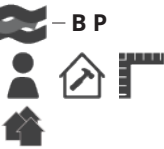
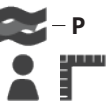
Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Incentivize local block clubs or neighborhood groups to maintain pocket parks as a way to promote civic engagement, page 76	2-3 Yrs	★★		Medium	Community Development Block Grant Program Home Depot Foundation Grants KeyBank Foundation Grants	
Goal 4: Implement a housing strategy that promotes diverse housing options and allows for aging in place, page 77						
Identify existing accessible housing, one-story homes, and homes with first-floor bathrooms and master bedrooms; advertise the list to seniors seeking to age in place, page 77	2-3 Yrs	★		Low	Community Development Block Grant Program	
Partner with neighboring communities and the First Suburbs Consortium to develop renovation plans for standard home types that outline how to add a bathroom, kitchen, or first floor bath to an existing home, page 77	2-3 Yrs	★		Medium	Community Development Block Grant Program	
Support the development of new senior housing facilities, where appropriate, to ensure adequate housing opportunities for this growing demographic, page 77	Ongoing			--	Community Reinvestment Area Program Community Development Block Grant Program HOME Investment Partnership Community Reinvestment Act Funds	
Goal 5: Strategically invest in struggling neighborhoods by investing in housing and in the amenities that provide a strong sense of place, page 77						
Finance a Community Development Corporation that can carry out the neighborhood-level work necessary for the completion of the Master Plan, page 77	5+ Yrs	★★		High	Community Development Block Grant Program ODSA Local Government Innovation Fund ODSA Local Government Efficiency Program ODSA Community Development Finance Fund Program US EDA Planning Program and Local Technical Assistance Program The Cleveland Foundation The Kresge Foundation	

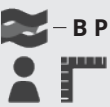
Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Coordinate City departments, non-profits, and corporate partners in establishing a neighborhood improvement program that assesses neighborhoods and invests in multiple improvements in a targeted area in a short time frame, page 77	3-5 Yrs	★★		High	Community Reinvestment Area Program Community Development Block Grant Program HOME Investment Partnership Community Reinvestment Act Funds Home Weatherization Assistance Program Housing Enhancement Loan Program (HELP) Housing Revenue Bond Program Lead Safe Program Heritage Home Program The Home Repair Resource Center Home Depot Foundation Grants KeyBank Foundation Grants	
Identify housing metrics and track them over time to assess housing changes, page 77	Ongoing			Low	--	

PROSPER

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 1: Conduct business outreach and streamline assistance for retention, succession, and expansion of existing businesses, page 82					
Cross-train City employees on economic development incentives and initiatives to ensure they are able to communicate them to potential businesses, page 82	3-5 Yrs	★ 	Low	ODSA Local Government Efficiency Program	
Identify businesses at risk for succession issues and match them with resources, page 82	2-3 Yrs	★★★  – P 	Low	--	

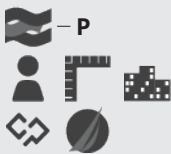
Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Increase the touch points between the City and small businesses to identify issues that are hindering expansion of businesses, page 82	Ongoing		 - P 	--	ODSA Microenterprise Business Development Program Grow Cuyahoga Fund ECDI Microenterprise Loan Fund Program Cleveland200 Program	
Work with qualified economic development professionals to develop a job creation or tax incentive program aimed at growing employment in the City's core employment areas, page 82	2-3 Yrs	★★★	 - F L P 	Medium	--	
Develop economic metrics and track them to understand changes in the business environment, page 82	Ongoing		 - P  	Low	--	
Develop marketing materials for targeted industries, page 82	2-3 Yrs	★★★	 - P 	Low	--	
Goal 2: Partner with Cleveland Clinic Euclid Hospital, University Hospitals, Hospice of the Western Reserve, and other medical facilities to grow Euclid's health industry and supporting businesses, page 82						
Work with health institutions and the City of Cleveland to develop consistent development standards for medical areas, especially the area around the Cleveland Clinic and University Hospitals medical campus, page 82	2-3 Yrs	★	 - B P  	Medium	--	
Identify needed supporting businesses for medical areas and work to attract them, page 82	Ongoing		 - P  	--	Grow Cuyahoga Fund ECDI Cleveland's Microenterprise Loan Fund Program Cleveland200 Program	

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 3: Strengthen and connect the manufacturing sector through industry-supporting infill development, as well as marketing and branding the manufacturing along the I – 90 corridor, page 82					
Work with the City of Cleveland, Lake County communities, and anchor manufacturers to develop a branding and physical improvements campaign for the I-90 manufacturing corridor, page 82	2-3 Yrs	★	 – B P	Medium	--
Continue to prepare development-ready sites and market them to potential manufacturers, page 82	Ongoing		 – B P PS	--	Cuyahoga County Department of Development Community Assessment Initiative Cuyahoga County Department of Development USEPA Brownfield Revolving Loan Fund Clean Ohio Brownfield Revitalization Fund
Support the development of a co-working space for industrial or maker uses, page 82	Ongoing		 – P	High	--
Promote the partnership between Euclid City Schools and local businesses to develop skill-based educational opportunities in manufacturing, page 82	3-5 Yrs	★★	 – P	Medium	--
Identify the suppliers for Euclid's major industries and target them for co-location in Euclid, page 82	2-3 Yrs	★★	 – P	Low	Grow Cuyahoga Fund ECDI Cleveland's Microenterprise Loan Fund Program Cleveland200 Program
Goal 4: Support small businesses, entrepreneurs, and start-ups as a way to grow jobs and support livelihoods, page 83					
Work with the Euclid Public Library and the Euclid Chamber of Commerce to develop a small business resource center that connects entrepreneurs to resources, assists in the development of business plans, provides information, and builds connections with other start-up businesses, page 83	1-2 Yrs	★	 – F P	Low	--

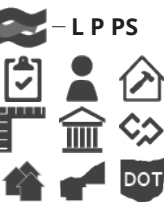
Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Using a single economic development point of contact, build a pipeline of potential small businesses by hosting pop-up retail events, identifying small retailers, facilitating networking and apprenticeships, and connecting them with available spaces, page 83	Ongoing	 – P	--	ODSA Local Government Innovation Fund	
Goal 5: Repurpose Euclid Square Mall, page 83					
Rezone Euclid Square Mall to an industrial zoning category, page 83	1-2 Yrs	★★★  – B P	Low	--	
Goal 6: Attract new investment through business-supporting infrastructure, page 83					
Partner with neighboring communities to invest in broadband internet to support manufacturing, page 83	2-3 Yrs	★  – F PS	High	DigitalC Fund	
Partner with regional colleges and training institutes to build a stronger presence in Euclid, page 83	2-3 Yrs	★★★  – P	Low	--	

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	★  – P	Medium	National Endowment for the Arts “Our Town” Grant Cuyahoga Arts and Culture Various Grants Special Improvement Districts The Cleveland Foundation The Kresge Foundation	

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Develop a Downtown Euclid Special Improvement District to fund clean and safe initiatives as well as strategic priorities, page 88	2-3 Yrs	★★		Low	Special Improvement Districts	
Work with current or future owners of Downtown properties to develop Downtown Euclid in line with the principles from the Master Plan, page 88	Ongoing			--	--	
Goal 2: Enhance neighborhood centers through retail, restaurants, and activities that attract investment, page 88						
Develop Special Improvement Districts in targeted neighborhood centers that work in collaboration and potentially share staff with the proposed Downtown Special Improvement District, page 88	2-3 Yrs	★★		Low	Special Improvement Districts	
Begin collecting information in Special Improvement Districts including vacancy rates, available spaces, and Zip Codes of customers for advertising campaigns to potential investors and retailers, page 88	3-5 Yrs	★★		Low	Special Improvement Districts	
Work with current or future property owners to develop neighborhood centers in line with the principles from the Master Plan, page 88	Ongoing			--	--	

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 3: Use events and art to enliven and enhance Downtown and neighborhood centers, page 88					
Begin hosting more frequent Downtown Euclid events—such as a monthly gallery opening at Shore Cultural Centre or pop-up art galleries—that highlight the area's unique art, retail, and restaurant opportunities, page 88	2-3 Yrs	★ 	Medium	National Endowment for the Arts "Our Town" Grant Cuyahoga Arts and Culture Various Grants Heart of the Community Grants Special Improvement Districts The Cleveland Foundation The Kresge Foundation	
Develop signature events for the East 222nd and East 185th Street commercial districts, 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	
Goal 4: Implement the Waterfront Improvement Plan and increase lakefront access and event space in order to strengthen the lakefront as Euclid's recreational hub, page 88					
Construct the improvements to the waterfront outlined in previous plans, page 88	2-3 Yrs	★★★ 	High	Cuyahoga County Casino Fund Community Development State of Ohio Capital Budget ODNR NatureWorks Program Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	
Begin planning for extensions to the waterfront, especially to connect Sims Park to the Lakefront Community Center, page 88	1-2 Yrs	★ 	Medium	--	
Apply for grant funding to program the waterfront, page 88	2-3 Yrs	★★ 	Low	National Endowment for the Arts "Our Town" Grant Cuyahoga Arts and Culture Various Grants ArtPlace America Grants Heart of the Community Grants Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	

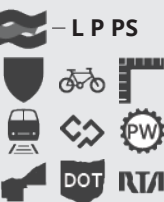
Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Identify and approach neighborhood and non-profit groups about holding events along the waterfront, page 88	1-2 Yrs	★★		Low	--	
Strengthen the physical connections between the Lakefront Parks and Downtown Euclid, page 88	3-5 Yrs	★		High	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program State Capital Improvement Program (SCIP) The People for Bikes Community Grant Robert Wood Johnson Foundation Grants Rockefeller Foundation Grants	
Partner with the City of Cleveland, Hospice of the Western Reserve, and Euclid Hospital to develop a plan for improving and opening access to Lake Erie in the area of the Health Campus, page 88	2-3 Yrs	★		Medium	Cuyahoga County Casino Fund State of Ohio Capital Budget ODNR NatureWorks Program Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	
Goal 5: Support Cleveland Metroparks' initiative to implement the Euclid Creek Reservation Master Plan, page 89						
To highlight Euclid and Metroparks, add decorative lighting and signage to Highland Avenue bridges when reconstructed, page 89	1-2 Yrs	★		High	--	

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Consider improvements along Glenridge Road such as trails, signage, lighting and overlooks that can provide safe connections and highlight neighborhood proximity to the Metroparks, page 89	3-5 Yrs	★★	 – P PS        	High	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program State Capital Improvement Program (SCIP) The People for Bikes Community Grant Robert Wood Johnson Foundation Grants Rockefeller Foundation Grants	
Goal 6: Enhance existing neighborhood parks with additional programs and amenities—especially for the City's youth—including an indoor community recreation center, page 89						
Reuse the Central Middle School site for parkland that is adequately buffered from nearby railroad tracks and as a right of way for a trail to connect Euclid Creek Reservation to Lake Erie, page 89	2-3 Yrs	★★★	 – P PS R     	High	ODNR NatureWorks Program ODNR Land & Water Conservation Fund Clean Ohio Green Space Conservation Program Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	
Develop a joint recreation board between the School District, Euclid YMCA, and the City's recreation department to coordinate a complete slate of youth activities, page 89	2-3 Yrs	★★	 – R   	Low	--	
Consider an indoor community recreation center—potentially as part of the ongoing Euclid City Schools Master Plan and potentially in coordination with South Euclid and Richmond Heights, page 89	5+ Yrs	★	 – F P PS R   CCBH  	High	Euclid City Schools Partnering Communities State of Ohio Capital Budget	
To ensure safety of playgrounds, consider visibility from the street and access to facilities when constructing new sites, page 89	Ongoing		 – B P R  	--	--	

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Develop a Parks Master Plan that considers specific design improvements at smaller, neighborhood parks as well as at Memorial Park, page 89	2-3 Yrs	★★	 – F P PS R	Low	--	
Goal 7: Concentrate and promote the municipal and cultural amenities in the Civic Core, page 89						
Continue to locate public buildings in the Civic Core, page 89	Ongoing		 – P	--	--	
Relocate the City's various cultural facilities to one location, page 89	Ongoing		 – P	--	--	
Locate police and fire facilities in the Civic Core, page 89	Ongoing		 – P	--	--	
Develop a "Spend the Day in Euclid" campaign and associated materials to promote local tourism and awareness of the amenities in and near the Civic Core, page 89	1-2 Yrs	★	 – P	Low	National Endowment for the Arts "Our Town" Grant	
Train employees and volunteers at cultural institutions to cross-promote Euclid's institutions and nearby business districts, page 89	1-2 Yrs	★	 – P	Low	--	

CONNECT

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 1: Improve access to the Lakefront via paths and connections that link all Euclid neighborhoods to this amenity, page 96					
Add crosswalks and HAWK signals along Lake Shore Boulevard to improve the pedestrian crossing experience, page 96	2-3 Yrs ★★	 - P PS   	Low	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program State Capital Improvement Program (SCIP) Robert Wood Johnson Foundation Grants Rockefeller Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	
Continuously seek access or connections across privately owned properties to provide continuous connections between Euclid Hospital and Euclid Park, page 96	Ongoing	 - F L P PS  	--	Rockefeller Foundation Grants The George Gund Foundation The Cleveland Foundation	
Construct trails from Euclid Creek that connect to Downtown Euclid, Sims Park, and Wildwood Park as part of the Euclid Creek Connector, page 96	5+ Yrs ★★	 - P PS    	High	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program State Capital Improvement Program (SCIP) Robert Wood Johnson Foundation Grants Rockefeller Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Work with the Ohio Department of Natural Resources to add signage and amenities to existing parks to develop a water trail that allows boaters, kayakers, and other watercraft to move between Euclid's waterfront parks and to waterfront amenities in other communities, page 96	3-5 Yrs	★	 – P P S R ODNR	High	ODNR Boating Infrastructure Grant Program ODNR Coastal and Estuarine Land Conservation Grant	
Goal 2: Enhance recreational bike paths and walking trails in Euclid, and expand safe, non-motorized connections throughout the City—including the construction of a connector trail from Euclid Creek Metroparks to the Lake Erie Shore and a network of complete and green streets, page 96 (map page 95)						
Adopt a Complete and Green Streets Policy that requires consideration of pedestrians, bicyclists, transit, and vehicles as well as stormwater management when designing new or reconstructed streets, page 96	2-3 Yrs	★	 – L P P S DOT RTA	Low	--	
Apply for funding from NOACA to develop detailed engineering and construction of the bike paths, page 96	5+ Yrs	★	 – F P P S DOT	High	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program State Capital Improvement Program (SCIP) Robert Wood Johnson Foundation Grants Rockefeller Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 3: Develop partnerships to implement transportation plans and new street networks, including local plans—such as the Euclid Avenue Recreationway—and regional plans—such as the Eastside Greenway and the County Greenway Plans—to better connect Euclid to Northeast Ohio communities, page 96					
Work with NOACA to acquire right-of-way and funding to implement the Downtown Euclid TLCI Plan, East 185th TLCI Plan, and Euclid Avenue Recreationway, page 96	5+ Yrs	★★  – F L P PS DOT RTA	High	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program State Capital Improvement Program (SCIP) Robert Wood Johnson Foundation Grants Rockefeller Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	
Goal 4: Partner with RTA to improve transit connections and hubs to move people throughout the region quickly, safely, and comfortably, page 96					
Work with GCRTA to build enhanced infrastructure and improved Transit Waiting Environments (TWEs)—including better lighting, real-time arrival signage, trash and recycling containers, benches, and other amenities—at the system’s hubs, page 96	2-3 Yrs	★  – P PS DOT RTA	High	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program RTA Transit Waiting Environment Improvement Program	
Work with GCRTA to review Lake Shore Boulevard for potential bus stop removals to ensure faster travel, increase the potential for improved bus stops, and link to new crosswalks along Lake Shore, page 96	1-2 Yrs	★  – P PS RTA	Low	--	
Actively support the extension of the HealthLine into Euclid as an economic development strategy, page 96	Ongoing	 RTA	--	--	

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 5: Enhance the physical image of the City—especially at gateways and underpasses—through wayfinding, marketing, and streetscape improvements, page 97					
Enhance gateways into the community and into business districts through signage, landscaping, and lighting, page 97	1-2 Yrs	★★★	– PS	Medium	National Endowment for the Arts “Our Town” Grant Cuyahoga Arts and Culture Various Grants Home Depot Foundation Grants The Cleveland Foundation The Kresge Foundation
Enhance the City’s underpasses to make them more attractive, safer, and more welcoming, page 97	2-3 Yrs	★★	– P PS	Medium	National Endowment for the Arts “Our Town” Grant Cuyahoga Arts and Culture Various Grants Home Depot Foundation Grants The Cleveland Foundation The Kresge Foundation
Work with non-profits and garden centers to hold front yard landscaping and green infrastructure classes, with a special focus on educating property owners on Lake Shore Boulevard and other major thoroughfares, page 97	1-2 Yrs	★★★	– B P	Low	Home Depot Foundation Grants Keep America Beautiful Grant Programs

ENGAGE

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 1: Promote community engagement that brings together all ages and diverse communities in Euclid, page 100					
Begin an outreach program to new residents that provides a packet with information about involvement, community engagement opportunities, and “How to Be a Good Neighbor”, page 100	1-2 Yrs	★★★	– P	Low	--
Continue to improve the fair housing environment in Euclid by expanding partnerships with the Heights Community Congress and the Housing Center, page 100	Ongoing	– H P	--	--	

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Expand the role of fair housing partners to include actively fostering positive community relations related to diversity and community cohesion, page 100	1-2 Yrs	★★	 - H P     	Low	--	
Goal 2: Build a positive self-image for the City among residents, businesses, and stakeholders, and promote that image to the region, page 100						
Contract with a branding firm to develop a cohesive City brand that incorporates physical elements such as a City flag, gateway features, or public art pieces, page 100	1-2 Yrs	★★★	 - F L P P S  	Medium	National Endowment for the Arts "Our Town" Grant Cuyahoga Arts and Culture Various Grants The Cleveland Foundation The Kresge Foundation	
Continue to fund smaller neighborhood beautification efforts, page 100	Ongoing		 - F P P S   	--	National Endowment for the Arts "Our Town" Grant Cuyahoga Arts and Culture Various Grants Home Depot Foundation Grants The Cleveland Foundation The Kresge Foundation	
Goal 3: Empower the distinct neighborhood associations to address the issues that are specific to them, page 100						
Map neighborhood groups and block clubs, and post contact information on the City's website to make engagement and involvement easier, page 100	1-2 Yrs	★★★	 - P  	Low	--	
Goal 4: Enhance the communication network that allows residents to access information about their community, events, and neighborhood, page 100						
Update the City's website in line with a comprehensive branding campaign to ensure the site includes up-to-date details, attractive design, and comprehensive information on City services and programs, page 100	1-2 Yrs	★★	  	Medium	Cuyahoga County Department of Information Technology	
Undertake an annual outreach effort using all available methods to bring new residents or unengaged residents into the City's communication platform, page 100	Ongoing		  	--	--	

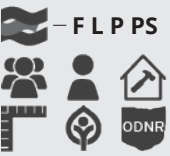
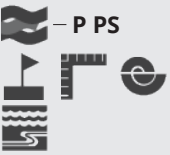
Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 5: Enhance safety in the City's neighborhoods and business districts, page 101					
Work with proposed Special Improvement Districts to include safety measures such as safety patrols, lighting, and cameras in improvement plans, page 101	2-3 Yrs	★★★	- F L P PS	Medium	Special Improvement Districts
Seek grant funding for expanded police foot or bicycle patrols, page 101	1-2 Yrs	★★★		Low	Department of Justice COPS Hiring Program Department of Justice COPS Community Policing Development
Review the City's zoning code to ensure building design and placement regulations contribute to safer environments using Crime Prevention through Environmental Design (CPTED) methods, page 101	2-3 Yrs	★★★	- B P	Low	--
Work with neighborhood block groups to organize a more robust neighborhood watch program, page 101	1-2 Yrs	★★★	- P	Low	--
Goal 6: Undertake a comprehensive review of municipal buildings and facilities to ensure ongoing energy and operational efficiency, page 101					
Establish an internal task force comprised of appropriate directors, chiefs, and staff to undertake a comprehensive Public Facilities Plan, page 101	1-2 Yrs	★★		Low	
Undertake a Finance Department analysis to determine the operational costs and ongoing subsidies of all municipally owned facilities in Euclid as a precursor to developing a comprehensive Public Facilities Plan, page 101	1-2 Yrs	★★	- F	Low	--
Work with qualified architects and financial professionals to develop a Public Facilities Plan that includes demolition and/or disposition, to ensure existing structures meet the needs of the City as it relates to ongoing energy and operational efficiency, page 101	2-3 Yrs	★★	- B F P PS	Medium	Community Development Block Grant Program

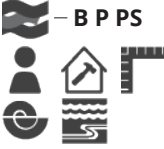
Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Seek minimum LEED certification as part of municipal building renovations or construction, page 101	Ongoing		 – P PS	--	ODSA Energy Loan Fund Ohio Air Quality Development Authority DOE Office of Energy Efficiency and Renewable Energy	
Work with Cuyahoga County's Animal Shelter to analyze the costs and benefits of reducing the size of the Euclid City Kennel through an increased County partnership, page 101	1-2 Yrs	★	 – B F L P PS   	Low		
Work with qualified economic development professionals to review the Shore Cultural Centre for conversion to a more general incubator space, co-working space, or live-work space, page 101	1-2 Yrs	★★	 – B F P   	Medium	--	
Consider physical improvements and nonprofit management of Shore Cultural Centre as part of any conversion to a profitable venture as a result of an economic analysis, page 101	5+ Yrs	★★	 – B F P PS     	High	Community Development Block Grant Program	

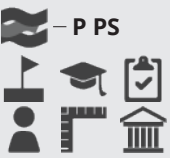
PRESERVE

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Goal 1: Restore, preserve, and enhance environmentally sensitive features throughout the City—including steep slopes, wetlands, waterways, and the Waterfront, page 108					
Work with the developers of Providence Park to ensure green space is included in any development at that site, page 108	1-2 Yrs	★ 	Low	--	

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Purchase land or easements along the East Branch of the Euclid Creek to protect the waterway and provide trail access to Richmond Heights, page 108	3-5 Yrs	★		High	ODNR Clean Ohio Trails Fund ODNR Recreational Trails Program ODNR NatureWorks Program ODNR Land & Water Conservation Fund Clean Ohio Green Space Conservation Program Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program State Capital Improvement Program (SCIP) The People for Bikes Community Grant Robert Wood Johnson Foundation Grants Rockefeller Foundation Grants The George Gund Foundation The Cleveland Foundation The Trust for Public Land	

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Purchase land or easements along the Portage Escarpment's vacant steep slopes (south of Euclid Avenue) to preserve them in perpetuity, thereby protecting the bio habitat corridor, page 108	3-5 Yrs	★		High	ODNR Clean Ohio Trails Fund ODNR Recreational Trails Program ODNR NatureWorks Program ODNR Land & Water Conservation Fund Clean Ohio Green Space Conservation Program Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program State Capital Improvement Program (SCIP) The People for Bikes Community Grant Robert Wood Johnson Foundation Grants Rockefeller Foundation Grants The George Gund Foundation Ohio EPA Surface Water Improvement Fund The Cleveland Foundation The Trust for Public Land	
Continue to work with Lakefront property owners—including beach clubs—to assist in rehabilitating shorelines in exchange for public access, page 108	Ongoing			--	ODNR Coastal & Estuarine Land Conservation Grant ODNR NatureWorks Program ODNR Land & Water Conservation Fund Clean Ohio Green Space Conservation Program	
Goal 2: Use green infrastructure to slow and store stormwater, page 108						
Incorporate green infrastructure in existing parks and open spaces when reconstructed, page 108	Ongoing			--	Robert Wood Johnson Foundation Grants Rockefeller Foundation Grants The George Gund Foundation NEORS Green Infrastructure Grant Program ODSA Alternative Stormwater Infrastructure Loan Program Ohio EPA Surface Water Improvement Fund Ohio EPA 319 Grants The Cleveland Foundation	

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Expand the number of trees in neighborhoods and along roads to capture stormwater, increase property values, and lower highway noise, page 108	Ongoing		 – P PS	--	Keep America Beautiful Grant Programs Tree Research and Education Endowment Fund Horticultural Research Institute Grants	
Review and update tree protection ordinances and landscaping standards to maintain a healthy tree canopy, page 108	1-2 Yrs	★★★	 – B L P	Low	--	
Preserve the existing deep setbacks of manufacturing buildings along Euclid Avenue and work with property owners to incorporate green infrastructure features, page 108	Ongoing		 – B P PS	--	--	
Goal 3: Incorporate green spaces in neighborhoods, page 108						
Review City-owned land for consideration as community-managed pocket parks, especially in neighborhoods with limited green space and parcels at major intersections, page 108	1-2 Yrs	★★★	 – B L P PS	Low	--	
Use the City-owned land off East 260th at Benton Avenue as passive recreation space, page 108	3-5 Yrs	★	 – P PS	Medium	ODNR Clean Ohio Trails Fund ODNR Recreational Trails Program ODNR NatureWorks Program ODNR Land & Water Conservation Fund Clean Ohio Green Space Conservation Program	
Goal 4: Promote alternative energy sources and continue to be Cuyahoga County's premier City in the development and advocacy of wind power technology, page 108						
Continue proactive outreach to wind turbine manufacturers to encourage location in Euclid, page 108	Ongoing		 – P neo	--	--	
Develop a specific wind turbine manufacturing incentive program, page 108	2-3 Yrs	★	 – F L neo	Low	--	

Goals and Actions	Projected Timeline and Priority	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Partner with local universities such as Case Western Reserve University's Wind Energy Research and Commercialization Center to test wind products in Euclid and build a local knowledge base for the industry, page 108	Ongoing	 – P PS	--	--	

LAND USE ACTIONS

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Use the Character Areas map and categories to guide zoning decisions, page 118	Ongoing		 – B P	Low	--	
Consider a walkable overlay district for business districts north of I-90 that would expand allowable uses and provide a framework for more walkable development, page 118	1-2 Yrs	★★★★	   	Low	--	
Consider a Planned Unit Development district overlay, page 118	1-2 Yrs	★★	  	Low	--	
Modify and improve the U8 Office Building district to give it greater flexibility, page 119	1-2 Yrs	★	  	Low	--	
Develop an access management plan to limit curb cuts through shared access and defined landscaping plans along major corridors—with a special focus on improving the look, feel, and safety of industrial roads such as S. Lakeland Blvd, page 119	1-2 Yrs	★	  	Low	--	
Support mixed-use development at the Providence Park site, page 119	Ongoing		 – B P	Low	--	

CORE STRATEGY AREA IMPLEMENTATION TABLES

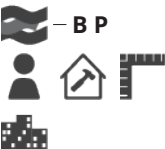
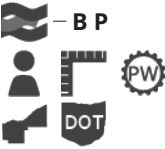
The Core Strategy Areas included development principles for each of the eight identified areas. These development principles ranged from general concepts to specific action items for each area.

In many cases, the principles outlined in the Core Strategy Areas corresponded to actions that were outlined Citywide. For instance, in the Western Neighborhoods Core Strategy Area, one development principle stated “Improve vacant lots using slow-grow plantings or low maintenance landscaping, adding community-maintained pocket parks, or expanding side yards.” While this action is outlined as a specific need within the Western Neighborhood, it is also listed as an

action Citywide, which stated “Reduce maintenance costs for vacant lots by pursuing ‘Slow Grow’ strategies for reuse of lots or by developing maintenance plans with neighborhood associations.”

Because many of the development principles in the Core Strategy Areas correspond to Citywide actions, the following implementation tables will refer to the appropriate action on a previous page for information on priority, funding sources, and other items when a corresponding action exists. Only those development principles not represented by previous actions will be fully outlined in the following tables.

EAST 222ND STREET — ★★

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Sociability					
Use the deep setbacks in the retail district to create vibrant front entrances to businesses	1-2 Yrs		Low	Community Development Block Grant Program National Endowment for the Arts “Our Town” Grant Cuyahoga Arts and Culture Various Grants Home Depot Foundation Grants The Cleveland Foundation The Kresge Foundation	
Partner with local businesses to develop and maintain pocket parks that act as social spaces in the retail district (see “Incentivize local block clubs...” on page 175)					
Plan for improvements to Memorial and Hero Parks (see “Develop a Parks Master Plan...” on page 184)					
Access & Linkages					
Eliminate unnecessary curb cuts where possible to increase safety	Ongoing		Low	--	
Encourage shared parking among business owners	1-2 Yrs		Low	--	

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Comfort & Image					
Unify the corridor through consistent branding such as street signs, institutional signs, banners, lighting, and burying overhead utility lines (see “Contract with a branding firm...” on page 189)					
Use green infrastructure to beautify the corridor and improve stormwater retention (see “Incorporate green infrastructure...” on page 193)					
Add street trees where possible or feasible (see “Expand the number of trees...” on page 194)					
Add landscaping or buildings to screen parking lots from sidewalks	5+ Yrs		Low	Community Development Block Grant Program National Endowment for the Arts “Our Town” Grant Cuyahoga Arts and Culture Various Grants Home Depot Foundation Grants The Cleveland Foundation The Kresge Foundation	

EAST 185TH STREET – ★★

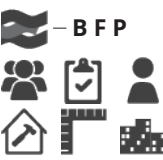
Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Sociability					
Develop clustered seating areas with associated maintenance agreements to act as social spaces in the retail district	1-2 Yrs		Low	Community Development Block Grant Program	
Provide improved public access to Lake Erie (see “Partner with the City of Cleveland...” on page 182)					
Access & Linkages					
Work with the City of Cleveland and Northeast Shores Development Corporation to implement the streetscape recommendations made in the East 185th Street Corridor Plan TLCI (see “Work with NOACA...” on page 187)					
Improve existing crosswalks and add additional ones, if warranted, to improve east-west access and pedestrian safety (see “Work with NOACA...” on page 187)					
Expand the Transit Waiting Environment (TWE) at the East 185th and Lake Shore Boulevard intersection (see “Work with NOACA...” on page 187)					

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Encourage shared parking among business owners	1-2 Yrs	 – B P PS	Low	--	

Uses & Activities

Work with the City of Cleveland and Northeast Shores Development Corporation to redevelop the Lakeshore Chevy site (see “Work with NOACA...” on page 187)

Work with Cleveland to provide consistent incentives, oversight, and design regulations in both of the individual communities (see “Consider a walkable overlay district...” on page 195)

Incentivize the rehabilitation of storefronts to provide spaces for start-up and small businesses	1-2 Yrs	 – B F P	Low	Community Development Block Grant Program Euclid Storefront Renovation Program	
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Comfort & Image

Unify the corridor through consistent branding such as street signs, institutional signs, banners, and lighting (see “Contract with a branding firm...” on page 189)

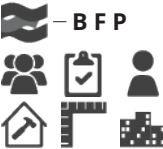
Improve the north and south entrances into the district (see “Enhance gateways...” on page 188)

Enliven the corridor by investing in art, lighting, and murals	1-2 Yrs	 – P PS	Low	Community Development Block Grant Program National Endowment for the Arts “Our Town” Grant Cuyahoga Arts and Culture Various Grants Special Improvement Districts The Cleveland Foundation The Kresge Foundation	
Aggressively plant new street trees to maintain the strong tree canopy (see “Expand the number of trees...” on page 194)					

DOWNTOWN & LAKEFRONT – ★★★

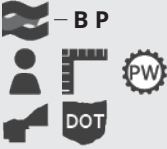
Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Sociability					
Improve the Wastewater Treatment Plant Equalization Tank site as an active park that contributes to Downtown’s vibrancy (see “Develop a Parks Master Plan...” on page 184)					

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Develop clustered seating areas with associated maintenance agreements to act as social spaces in the Downtown retail district	1-2 Yrs	 – B P PS	Low	Community Development Block Grant Program	
Use programming and events to maintain an active environment in Downtown (see “Begin hosting more frequent Downtown Euclid events...” on page 181)					
Access & Linkages					
Construct pathways and all-purpose trails between Downtown retail and Lakefront parks (see “Construct trails...” on page 185)					
Maintain Downtown’s strong walkability by limiting new curb cuts, keeping wide sidewalks for sidewalk cafes and comfortable walking experiences, and maintaining or expanding parallel parking	Ongoing	 – B P PS	Low		
Improve existing crosswalks and add additional ones, if warranted, to improve pedestrian safety especially across Lake Shore Boulevard	1-2 Yrs	 – P PS	Low	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program The People for Bikes Community Grant	
Construct bikeways that connect neighborhoods to the Lakefront (see “Apply for funding from NOACA...” on page 186)					
Implement the streetscape recommendations made in the Downtown Euclid TLCI, including improving the municipal parking lot with traffic islands to create a clear traffic pattern (see “Work with NOACA...” on page 187)					
Add greenery to oversized intersections (see “Adopt a Complete and Green Streets Policy...” on page 186)					
Uses & Activities					
Ensure new housing, hotel, or mixed-use investments are walkable and contribute to a vibrant Downtown and lakefront, with a special focus on encouraging reinvestment in Lakefront towers (see “Consider a walkable overlay district...” on page 195)					

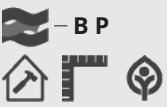
Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Incentivize the rehabilitation of storefronts along Lake Shore Boulevard to provide spaces for start-up and small businesses	1-2 Yrs	 – B F P	Low	Community Development Block Grant Program Euclid Storefront Renovation Program	
Comfort & Image					
Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting (see “Contract with a branding firm...” on page 189)					
Add street trees where possible (see “Expand the number of trees...” on page 194)					
Rebuild the Lake Shore Boulevard streetscape to highlight it as Euclid’s Main Street (see “Work with NOACA...” on page 187)					
Expand consistent streetscape elements to other Downtown streets as they are rebuilt (see “Work with NOACA...” on page 187)					

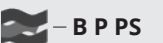
EAST 260TH AND EUCLID – ★

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Sociability					
Ensure that the green space between Richmond and Brush Roads is preserved permanently (see “Purchase land or easements along the Portage Escarpment...” on page 193)					
Improve the green space north of Euclid Avenue as a greenspace or park that contributes to the area’s vibrancy (see “Develop a Parks Master Plan...” on page 184)					
Access & Linkages					
Improve existing crosswalks and add additional ones, if warranted, to improve pedestrian safety especially at East 260th and Euclid as well as at the Bluestone Elementary School	1-2 Yrs	 – P P S	Low	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program The People for Bikes Community Grant	
Improve existing pedestrian pathways to business entrances and ensure future businesses provide safe pedestrian pathways from the sidewalk	1-2 Yrs	 – B P	Low	--	
Enhance the bus hub at the East 260th and Euclid intersection (see “Work with NOACA...” on page 187)					
Implement the streetscape and greenway recommendations made in the Euclid Avenue TLCI (see “Work with NOACA...” on page 187)					

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Eliminate unnecessary curb cuts where possible to increase safety	Ongoing		Low	--	
Construct bikeways along East 260th and along Euclid Avenue to connect to green spaces and nearby neighborhoods (see “Apply for funding from NOACA...” on page 186)					
Uses & Activities					
Update development standards to ensure quality design, walkability, and attractive signage	1-2 Yrs		Low	Community Development Block Grant Program	
Comfort & Image					
Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting (see “Contract with a branding firm...” on page 189)					
Add street trees where possible (see “Expand the number of trees...” on page 194)					
Improve entrances into the district (see “Enhance gateways...” on page 188)					

TRAIL NETWORK — ★

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Sociability					
Ensure trails connect to open spaces, business districts, and parks (see “Apply for funding from NOACA...” on page 186)					
Access & Linkages					
Strive to provide the safest type of bicycle facility wherever possible, with a special emphasis on constructing grade- and mode-separated trails for non-motorized vehicles (see “Apply for funding from NOACA...” on page 186)					
Develop standards for trail design	1-2 Yrs		Low	--	
Uses & Activities					
Encourage quality design, walkability, and attractive signage along trail routes	1-2 Yrs		Low	--	
Comfort & Image					
Unify the trail network through consistent branding and wayfinding signage (see “Contract with a branding firm...” on page 189)					

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Provide amenities along trails such as bicycle parking, fix-it stations, and benches	1-2 Yrs	 – P P S R	Low	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program The People for Bikes Community Grant	
Ensure trails are well-lit, especially at crossings, to maintain a safe environment	1-2 Yrs	 – B P P S	Low	--	

WESTERN NEIGHBORHOODS – ★

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Sociability					
Improve vacant lots using slow-grow plantings or low maintenance landscaping, adding community-maintained pocket parks, or expanding side yards (see “Reduce maintenance costs for vacant lots...” on page 174)					
Foster community by connecting residents, establishing block clubs, facilitating safety training, and building other community links (see “Map neighborhood groups and block clubs...” on page 189)					
Access & Linkages					
Improve existing crosswalks, especially at important neighborhood crossings	1-2 Yrs	 – P P S	Low	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program The People for Bikes Community Grant	
Connect residential neighborhoods to nearby business districts with bikeways, trails, and safe sidewalks (see “Apply for funding from NOACA...” on page 186)					
Uses & Activities					
Work with property owners and developers to construct infill housing on vacant lots	Ongoing	 – B H P	High	Community Reinvestment Area Program Community Development Block Grant Program HOME Investment Partnership Community Reinvestment Act Funds	

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Enforce existing housing codes to maintain quality housing (see “Develop an exterior housing maintenance and sidewalk inspection program...” on page 173)					
Comfort & Image					
Unify the area through consistent branding such as decorative street signs (see “Contract with a branding firm...” on page 189)					
Add street trees where possible (see “Expand the number of trees...” on page 194)					
Repair existing infrastructure where necessary	Ongoing		High	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program State Capital Improvement Program (SCIP)	
Partner with neighborhood associations to organize block watches and add security cameras in key locations to assist in safety initiatives (see “Work with neighborhood block clubs...” on page 190)					

I-90 CORRIDOR — ★

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Sociability					
Encourage development to incorporate green infrastructure as part of a landscaping plan (see “Work with non-profits and garden centers...” on page 188)					
Repurpose excessive front parking and concrete along South Lakeland Boulevard for landscaping and screening	1-2 Yrs		Low	Community Development Block Grant Program Home Depot Foundation Grants The Cleveland Foundation The Kresge Foundation	
Access & Linkages					
Construct bikeways along north-south streets to connect the Central Neighborhoods to the Industrial Core (see “Apply for funding from NOACA...” on page 186)					
Uses & Activities					
Enforce existing development codes to maintain quality structures	Ongoing		Low	--	

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Comfort & Image					
Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting (see “Contract with a branding firm...” on page 189)					
Add gateway features along the highway corridor (see “Enhance gateways...” on page 188)					
Add trees in the public right-of-way or private setbacks, where possible (see “Expand the number of trees...” on page 194)					
Partner with transportation agencies to use decorative fencing and landscaping in the highway setbacks to improve corridor aesthetics	1-2 Yrs		Medium	--	

EUCLID SQUARE MALL & BLUESTONE BUSINESS PARK – ★★★

Goals and Actions	Projected Timeline	Responsible Parties & Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Sociability					
Consider green infrastructure where possible (see “Work with non-profits and garden centers...” on page 188)					
Access & Linkages					
Construct bikeways along East 260th and through the Euclid Square Mall site to connect employment centers to green spaces and nearby neighborhoods (see “Apply for funding from NOACA...” on page 186)					
Improve existing crosswalks at East 260th and Bluestone Boulevard to improve pedestrian safety	1-2 Yrs		Low	Transportation Alternatives Program NOACA TLCI Program NOACA Surface Transportation Program Congestion Mitigation and Air Quality Program (CMAQ) County Surface Transportation Program The People for Bikes Community Grant	
Uses & Activities					
Work with property owners to redevelop the Euclid Square Mall site for industrial and associated uses (see “Rezoning...” on page 179)					
Comfort & Image					
Unify the area through consistent branding such as street signs, institutional signs, banners, and lighting (see “Contract with a branding firm...” on page 189)					
Add street trees where possible (see “Expand the number of trees...” on page 194)					

THANK YOU

A special thank you to all the residents, groups, public officials, business owners, and community representatives that participated in the Master Plan process. Your input and assistance made it possible.



County Planning

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