

2015 Comprehensive Master Plan

City of South Euclid, Ohio

JANUARY 2015 DRAFT FOR PLANNING COMMISSION REVIEW



SOUTH EUCLID, OH 

CITY OF SOUTH EUCLID, OHIO

2015 Comprehensive Master Plan



January 2015 [DRAFT]

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South Euclid's Community Vision

WELCOME

Welcome to the City of South Euclid's 2015 Comprehensive Master Plan. This Plan reflects a vision for the future of South Euclid: its land use, local economy, environment, business districts, downtown vibrancy, transportation, and parks and recreation. This Plan is the result of work and efforts of community leaders, staff, and volunteers and it represents the hopes and desires of those involved and tells the story of the City's past, present and future potential. The 2015 South Euclid Master Plan is an opportunity to connect and combine efforts for meaningful reinvestment in the community.

INTRODUCTION TO THE REGION

The City of South Euclid is located in northeast Ohio in Cuyahoga County and encompasses a total land area of 4.65 square miles. Sharing a border with the City of Cleveland in its northwest corner, South Euclid is considered an inner-ring suburb and is only eight miles from Cleveland’s urban core. Also sharing a border with South Euclid are the communities of Euclid, Richmond Heights, Lyndhurst, Beachwood, University Heights and Cleveland Heights. Regional access to South Euclid is provided by the I-271 and I-90 interchanges, which are located several miles outside the City’s boundaries in adjacent communities. As part of the greater Cleveland metropolitan area, South Euclid and its residents have many ties to the central city and its surrounding communities. A wealth of cultural amenities, such as University Circle, are within a close proximity to the City.

HISTORICAL CONTEXT¹

Members of the Iroquois Tribe originally inhabited the area known today as South Euclid. A treaty in 1796 by the Connecticut Land Company opened the area for settlement and it later became a part of Euclid Township in 1809. Originally a farming community, grapes were a popular crop to cultivate and the area was nationally recognized for its wine production. Only 19 years later, in 1826, Euclid Township divided into nine districts and the southern portion became District Two: South Euclid.

Transitioning from farming and capitalizing on its rich deposits of the natural resource Bluestone material, South Euclid became a major producer with two quarries within its boundaries. Bluestone was in high demand as it was popular construction material for sidewalks during the late 1800’s and early 1900’s when cities across the United States were modernizing their infrastructure. Germany was simultaneously developing a cement mixture that was ultimately a better material for the construction of sidewalks. Once the mixture was perfected and exported, the Bluestone industry in South Euclid suffered a major blow. As early as 1910, the two quarries experienced a reduction in their production volume and ultimately caused a population shift as workers left the area for employment in other industries in the region.

Several years later in 1917, the residents of District Two voted to create the City of South Euclid. Within the first 50 years of its incorporation, South Euclid experienced a major boom in its population, rising from only 5,000 residents in 1917 to 30,521 in 1967. The increase in population brought many new developments, including a variety of single-family housing dwellings. Commercial development was clustered along Mayfield and S. Green Road, with industrial facilities at the Monticello and S. Green intersection. To this day, these commercial and industrial districts remain important centers for the community.

Today, the community of South Euclid is an attractive place to live, work and visit with well-maintained, walkable, tree-lined neighborhoods, recreation facilities and various shopping districts. The City’s proximity to downtown Cleveland provides residents with a variety of cultural and entertainment options while at the same time allowing South Euclid’s diverse population to reside in affordable and attractive housing. For many, there is a sense of community where people know their neighbors and interact with one another on a friendly basis.

¹ Taken from "On the Threshold of a New Century. The City of South Euclid: 1967-1999. By Nancy L. Schuemann, 1999"



November 5, 2013

Regional Location

City of South Euclid, Ohio



McKenna
ASSOCIATES

Base Map Source: Ohio Department of Transportation, ESRI

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MASTER PLAN OVERVIEW & APPROACH

INTRODUCTION & PROCESS

The 2015 Comprehensive Master Plan (the Plan) presents the City of South Euclid’s vision for the future. It serves as a policy guide for the City, and informs the decisions of City officials and administrators, governmental agencies, organizations, and private individuals. It is designed to provide a flexible roadmap for future development and to ensure that new growth is consistent with the City’s goals and objectives.

This 2015 Master Plan is long range in that it examines past trends and makes projections for the next five to 20 years. This allows the City to plan ahead and anticipate future needs. It should be noted, however, that projections are most accurate in the short term, and many factors that will shape the future cannot be anticipated. For this reason, every three to five years, a joint meeting between the City Council and Planning Commission should be held to review the Plan and any amendments that may become necessary.

One of the most important functions of the Plan is to provide a solid foundation for future land use decisions. The recommendations presented in the text and shown graphically will provide a legal basis for zoning and other land use controls utilized by the City.

The planning process, which culminated in development of this Plan Update, commenced in April 2013. A Master Plan Steering Committee (MPSC) was appointed by the Mayor to undertake the Plan update. The MPSC was comprised of South Euclid residents with various backgrounds and interests, each contributing to a well-rounded process and Plan that is representative of diverse values and ideologies, all with the City’s future vitality and stability in mind. The MPSC worked directly with the consultants, McKenna Associates, who assisted the City in preparing the Plan. Following the development of the Master Plan update, the Planning Commission reviewed the Plan and made a recommendation to City Council for review and adoption.



EVALUATION OF PAST STUDIES

The City of South Euclid has a strong planning history. The 2015 Comprehensive Master Plan builds upon the efforts presented in the previous City Plans. The 2000 Master Plan was updated in 2005 to include new background data, in 2010 to evaluate the City’s progress in relation to its stated community objectives, development policies and implementation measures and in 2011 to include new development areas, specifically the Oakwood Commons site.

The 2010 update is particularly important as it reviewed the relevancy and accomplishment of the City’s stated goals and objectives. However, it is important to note that the 2010 Plan Update was never formally adopted by City Council. Due to changes in the financial, social and political climate, not all of the goals and objectives remain applicable. Applicable goals and themes from past planning efforts have been incorporated in Chapters 7, 8, and 9 (Goals and Objectives, Future Land Use, and Implementation, respectively).

MASTER PLAN CONTENT

The Plan is organized into the following chapters describing the existing conditions in South Euclid, the goals and objectives related to key land use and community development topics, the future vision for the community, and the steps for achieving that vision.

02 Community Profile

The community profile chapter provides an in-depth analysis of the current conditions in South Euclid, including key topics such as population, housing and the economy. Based in numerical data, this section gives an idea of current City trends and allows for some projections about the future. Also included is an analysis of the existing land uses within South Euclid.

03 Neighborhoods

The neighborhoods section describes the unique character and features of South Euclid’s residential districts (densities, compatible land use mixes, etc.). It also documents neighborhood associations and groups, current initiatives, and anticipated future housing trends.

04 Recreation & Natural Features

The recreation and natural features chapter describes the various types and locations of parks, recreational facilities and natural features within the community. Open space preservation and green space linkages are also discussed.

05 Business Districts

The business districts section describes the existing commercial and industrial corridors and nodes, along with cultural and historical assets. Current business development initiatives available to the business community and potential economic development programs are also discussed.

06 Transportation & Access

The transportation and access section presents an analysis of the transportation network in the City, including the circulation system and the accessibility and ease of non-motorized travel. To achieve a balance within the City’s transportation options, the chapter explores sustainable multimodal transportation networks.

07 Goals & Objectives

This chapter details the previously accomplished goals and objectives and the current goals and objectives for the future development of South Euclid.

08 Future Land Use & Potential Intensity Change Areas (PICA’s)

The future land use chapter will be the guiding force for future development and redevelopment. Incorporating the community’s vision and stated goals, in combination with land use planning, it presents the way that South Euclid will be laid out in the future. This section discusses also areas where more or less intensity of use (i.e. density, environmental impacts, traffic, etc.) may be occurring and what future conditions and uses would be appropriate.

09 Implementation Plan

The implementation section will answer the “how” of the Master Plan and guide the community along the path to shaping the South Euclid of the future. Included within this chapter is a series of implementation matrices that the City can follow based on prioritization, appropriate time frames, and collaboration opportunities.

PUBLIC ENGAGEMENT

A fundamental part of the Master Plan update is public engagement as it forms the basis for the Plan and indicates the community's desires for its future and its long-term vision. Outreach and engagement were critical components in the development of the South Euclid 2015 Master Plan update and included input from residents, business owners, community organization representatives and other stakeholders. The following communication mechanisms were employed during this process to ensure community input and the full results are detailed in the Appendix.



Focus Groups

On July 25th, 2013, McKenna Associates conducted four focus groups, held both at South Euclid City Hall and the Community Center. The focus groups were divided into the following sessions:

- Session 1: Business and Property Owners
- Session 2: Senior Citizens
- Session 3: Neighborhood / Civic / Environmental Organizations
- Session 4: Public Officials and City Staff

In total, 49 residents, business owners, community members and City officials participated and voiced their concerns and ideas.

Public Forum

A total of 47 participants, along with three City Staff members, three members of the South Euclid City Council, two planners from McKenna Associates and several members of the MPSC participated in the August 13, 2013 Public Forum, held at the Community Center.

Community Wide Survey

A 30-question survey was produced and received over 300 responses. The community survey was heavily advertised through various social media channels, including the City of South Euclid's website, e-blast newsletters, and Facebook.

Open House

At the November 21, 2013 Open House, the community of South Euclid was invited to review the Master Plan update. Attendees viewed, discussed and offered comments on the major components of the Plan, which were displayed at a series of five stations. These stations were staffed by City staff and representatives from McKenna Associates and included the following:

- [1] Public Engagement
- [2] Community Profile
- [3] Potential Intensity Change Area's (PICA's)
- [4] Goals and Objectives
- [5] Implementation

PUBLIC ENGAGEMENT IN PROGRESS



PUBLIC ENGAGEMENT RESULTS SNAPSHOT

RESPONSES

Respondents were asked a number of questions dealing with the present and future of South Euclid. The full results of the survey are found in the Appendix with key takeaways included below.

Survey Responses, Overall

Category	Most Important	Least Important
Housing Goals	Encourage the revitalization / renovation of the current housing stock.	Encourage the building of new housing throughout the City.
Types of New Housing Development	Affordable Single Family Homes.	Duplexes.
Community and Economic Goals	TIE: <ul style="list-style-type: none"> Revitalize and beautify existing business storefronts; and Increase the number of jobs in the City. 	Restrict the development of commercial and industrial businesses within the City.
Redevelopment Priorities	Mayfield and Green Business District.	Cedar and Green Business District.
Transportation Goals	Maintain existing roads.	Provide additional road capacity (i.e. widening roads, adding turn lanes, etc.).
10 Year Key Priorities	TIE: <ul style="list-style-type: none"> Demolition of blighted and vacant homes; Redevelopment of vacant and underutilized commercial properties; Maintenance of existing roadways; and Provide homeowners with incentives to upgrade and renovate their homes. 	Build a new, modern outdoor swimming pool.

Five most positive aspects of living in South Euclid: [1] affordable housing; [2] location to the greater Cleveland region; [3] public safety (police and fire services); [4] parks and recreation options; and [5] medical offices.

Top areas for improvement include the Mayfield and Green Commercial District (70 percent identified); quality of housing (55 percent identified); and road maintenance (49 percent identified).

Additionally, almost 70 percent of all respondents were familiar with the City’s Green Neighborhoods Initiative, as discussed further in Chapter 3. Fewer respondents (approximately 60 percent) were familiar with the non-profit Community Development Corporation, One South Euclid, as discussed in Chapter 4.

WHAT RESPONDENTS ARE SAYING:

“Rental properties may pull down home values. More scrutiny is needed to make sure landlords are taking good care of their properties.”

“Housing is the center of our community and as such, we need serious attention to our existing stock and a significant push for renewal and replacement stock.”

“We want to attract young professionals. There are many doctors and medical students who would love to live here.”

“Renovation of our aging homes is much more important than building new ones on the few green spaces available. People are looking for better quality homes with plenty of surrounding trees.”

"One of the things I like the most about living in South Euclid is the wide range of people in the neighborhood: racially diverse, ethnically diverse, socio-economically diverse, etc. It is one of the main reasons why I stay here, and why I send my daughter to public schools in SE-L. It is a good representation of the world we live in."

"We need to improve attractiveness of sidewalks, with distinctive cross walks (see Gordon Square), planters, and of course - bike lanes."

"For my family, we like to have the option of walking to the grocery store, coffee shop, pharmacy, specialty grocery, ice cream shop, pool, school, etc. We are able to do all of this in South Euclid. Mixing in some family friendly dining attractions would make living here all the better."

"As a homeowner in South Euclid my biggest concern is increasing property values. There are so many homes for sale and foreclosures that are now abandoned. There is a dire need to find homeowners to move to the area who take pride in their homes and the community. Not just renters. And incentives for people to renovate and improve their homes. There are so many people who live here who care about their community. But it only takes a few blighted properties to ruin a block. It is very encouraging to see renovations and rehabilitations. But there is room for a lot more to be done. I also think improving the school system and the image of the school system is important to get young families to move to the area and stay there."

"I would like more pedestrian friendly shopping and entertainment. Cedar Center is great, but I would love to see some clusters with a good coffee shop or cafe and some shops all within walking distance of each other."

VISION STATEMENT

Developing a community vision statement is a critical component to the master plan process, as it serves as the starting point for the creation and implementation of the plan. South Euclid's vision statement summarizes the desired characteristics of the community. The statement considers how the City can best serve residents and reflects the community's future policy and goals.

At the public forum on August 23, 2013, participants expressed their vision for the City of South Euclid by writing vision statements based on their individual priorities and preferences. These documents were reviewed, in conjunction with feedback from residents and stakeholders from other public engagement sessions, the following five themes emerged:

- [1] Neighborhoods
- [2] Parks, Recreation, and Open Space
- [3] Transportation and Access
- [4] Focus on People
- [5] Regionalism

The first three themes closely resemble the chapters outlined in this Plan with the last two themes as overlapping and re-occurring concepts that are integrated into various sections of the Plan.

The following vision statement for the City of South Euclid represents the desires and goals of the community members who participated in the planning process.

SOUTH EUCLID'S VISION STATEMENT

Nestled among Cleveland's inner-ring suburbs and the lush nature preserves of the metroparks, and only minutes away from Cleveland's urban core, the City of South Euclid is a centrally located, charming, lively, and family-focused community. South Euclid seeks to be a diverse, inclusive and sustainable community that takes pride in its quaint and unique neighborhoods, business districts and medical and educational institutions. South Euclid's government consciously supports the economic vitality, attractiveness and vibrancy of its downtown center and multiple business districts, and provides ample opportunities to connect residents through community events and programs. Home to a variety of local cultural and entertainment amenities, and near a wealth of regional attractions, South Euclid affords residents and visitors access to a wide range of enriching activities.

South Euclid is a regional leader in sustainable practices. The community prioritizes environmentally sensitive residential and commercial building design, uses innovative watershed restoration and stormwater management, and seeks to preserve the resources of the community for the benefit of future generations. South Euclid strives to live in balance with its natural resources and enhance and beautify its inviting green spaces: parks, community gardens, boulevards and the anchoring metroparks. Parks and recreational facilities are an integral part of every neighborhood, providing residents with a variety of opportunities for active and passive year-round recreation.

South Euclid aims to preserve its neighborhoods by building upon the strong relationships among residents and neighborhood associations, while expanding and revitalizing its excellent and varied housing stock to welcome residents of all ages and lifestyles. Residential districts feature their own distinct identity and unique housing characteristics, unified and connected to one another by safe, walkable tree-lined streets. A pedestrian and cyclist-friendly community, South Euclid promotes the expansion and development of complete streets and non-motorized transit to create an extensive network of connections among neighborhoods, green and recreational amenities, commercial nodes and civic gathering spaces.





2

Community Profile

INTRODUCTION TO EXISTING CONDITIONS

This section presents a narrative of South Euclid's existing conditions. The community profile includes a demographic analysis (including the population, housing and economic conditions) and describes and maps the existing land use patterns. This chapter also includes a community assets section, which maps significant assets of South Euclid, including parks, business districts and institutions. Additionally, a SWOT analysis is provided, representing the strengths as well as the challenges, opportunities and threats the community faces.

DEMOGRAPHIC ANALYSIS METHODOLOGY

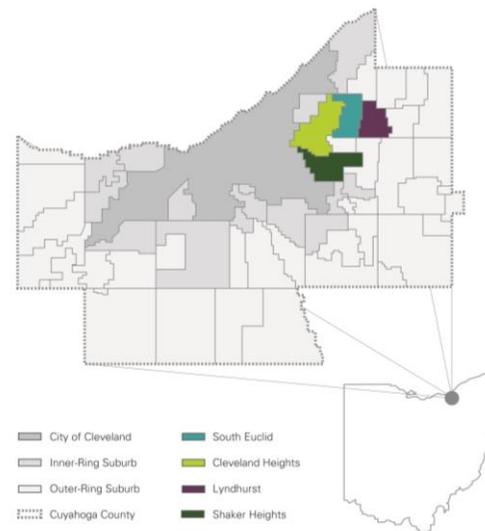
Demographic analysis, or the study of the characteristics of a given population, is a fundamental element of master planning. Planning for future growth and development requires consideration of “how much” – how many individuals will need City services, how much housing is affordable, how many new housing units will be built and other vital signs. It’s critical to understand these existing conditions and past trends in order to appropriately anticipate and plan for the future needs of the community.

The intent of a demographic analysis is to create a snapshot of the community: The population’s age, gender, family size, marital status, residency, education status and similar features. Differences in demographic characteristics may indicate issues or areas in which land use planning and public policies are warranted; may identify strengths or assets that can be further developed or emphasized; or may identify weaknesses or problems that need to be addressed.

COMPARISON COMMUNITIES

For purposes of analysis, where appropriate, comparisons have been made with neighboring inner-ring communities, Cuyahoga County, and in some cases, the State of Ohio. The two neighboring communities used for comparison purposes are Cleveland Heights and Shaker Heights. Both comparison communities are considered inner-ring suburbs of Cleveland and located within Cuyahoga County. In many ways, these two communities face challenges similar to South Euclid.

Cleveland Heights shares the majority of South Euclid’s western border (as shown in Figure 2.0: South Euclid’s Comparison Communities). Although Cleveland Heights is larger in its population size, the two communities share a similar demographic structure and industrial history, as they were both once heavily involved in the production of Bluestone.



The second comparison community, Shaker Heights, does not directly border South Euclid but is located just south of the City. Shaker Heights is similar in population size and land coverage to South Euclid. The third comparison community, Lyndhurst shares the majority of South Euclid’s eastern border, in addition to a shared school district and other services.

DATA SOURCE

The majority of the data presented is taken from the 2000 and 2010 U.S. Censuses. The most recent data comes from the 2011 American Community Survey five-year estimates. The American Community Survey is conducted every year and samples a percentage of the community on topics such as population, economics, housing, etc.

POPULATION

Changes in the number of people residing in a community are an important indicator for community planning. Growing communities have different needs than do communities with stable or declining populations.

Table 2.0 shows the relative populations of South Euclid in relation to the comparison communities, the County and the State of Ohio.

TABLE 2.0: POPULATION SIZE, 2000 & 2011

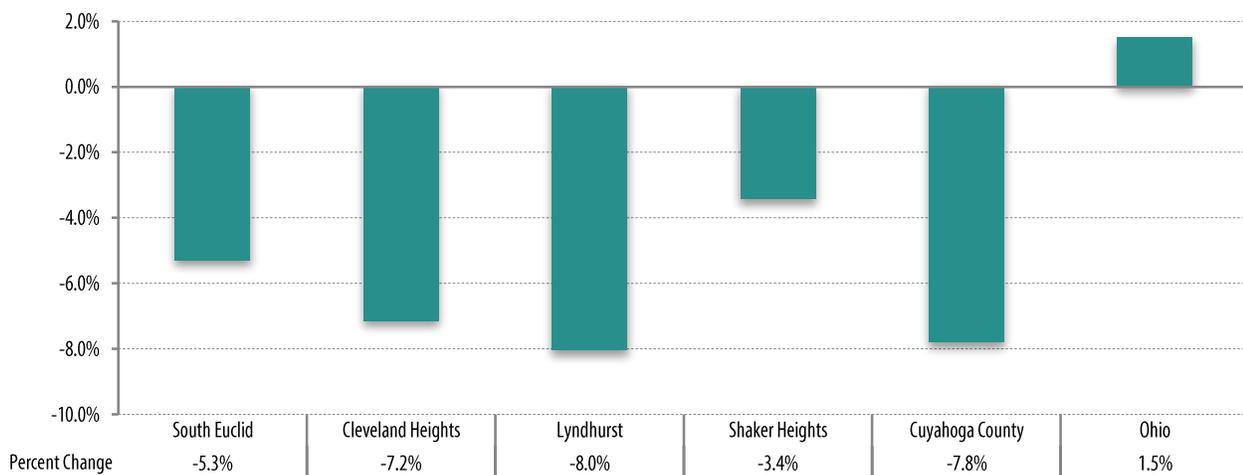
	South Euclid	Cleveland Heights	Lyndhurst	Shaker Heights	Cuyahoga County	State of Ohio
2000	23,537	49,958	15,279	29,405	1,393,978	11,353,140
2011	22,291	46,384	14,050	28,396	1,285,279	11,525,536

Source: 2000 US Census and 2011 American Community Survey five-year estimates

South Euclid experienced a 5.3 percent decrease in its population since 2000 with a total loss of 1,246 individuals. This trend is common in other inner-ring suburbs as residents move to outer-ring suburbs or more rural areas where land is typically more abundant or less expensive.

As shown in Figure 2.1, the surrounding communities and the County are also facing a population loss while the State of Ohio's overall population is increasing. However, in the past decade, South Euclid has experienced a slower rate of population loss than its western neighbor, Cleveland Heights, and Cuyahoga County. Through the development and implementation of this Plan, efforts should be taken to encourage a stabilization of the population, or moderate growth, to ensure the future sustainability of the community.

FIGURE 2.1: POPULATION CHANGE, 2000 – 2011



RACIAL COMPOSITION

South Euclid is a diverse and changing community. Table 2.1 breaks down the racial composition of the community in both 2000 and 2011. Since 2000, the City has become more heterogeneous.

TABLE 2.1: Racial Composition, 2000 & 2011

Race	2000		2011	
	Number	Percentage	Number	Percentage
White	17,709	75.2%	12,094	54.3%
African American	5,032	21.4%	9,023	40.5%
American Indian and Alaska Native	24	0.1%	16	0.1%
Asian	353	1.5%	697	3.1%
Native Hawaiian	3	0.0%	0	0.0%
Some Other Race	99	0.4%	103	0.5%
Two or More Races	317	1.3%	358	1.6%
Total	23,537	100%	22,291	100%

Source: 2000 US Census and 2011 American Community Survey five-year estimates



AGE

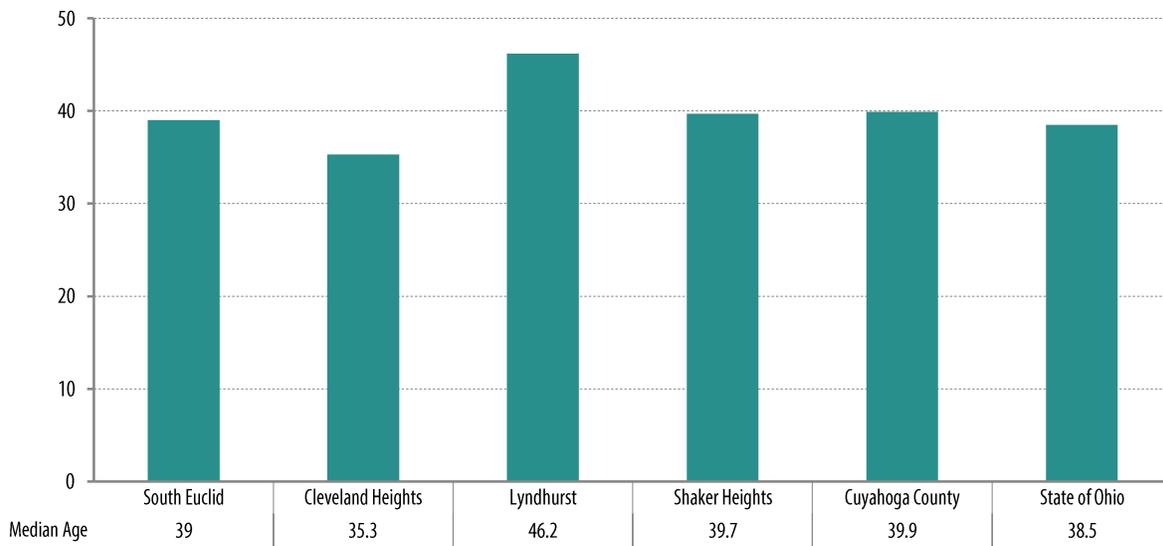
The age of a community’s population has very real implications for planning and development, whether manifested as an increase or decrease need for schools to serve the population under 18, or a need for housing alternatives and services for empty nesters and older residents. This section analyzes the age of South Euclid’s population – based on the median age and age structure – and assesses the implications of the population’s age on land use and development.

Age	Age Group
Under 5	Pre-School
5 to 19	School Aged
20 to 44	Family Forming
45 to 64	Mature Families
Over 65	Retirement

MEDIAN AGE

Figure 2.2 compares the median ages (the mid-point where half the population is younger and half is older) of South Euclid and the comparison communities. With a median age of 39 years, residents of South Euclid are similar in age to all comparison areas, except for Cleveland Heights, which has a younger median age of 35.3 years.

FIGURE 2.2: MEDIAN AGE, 2011



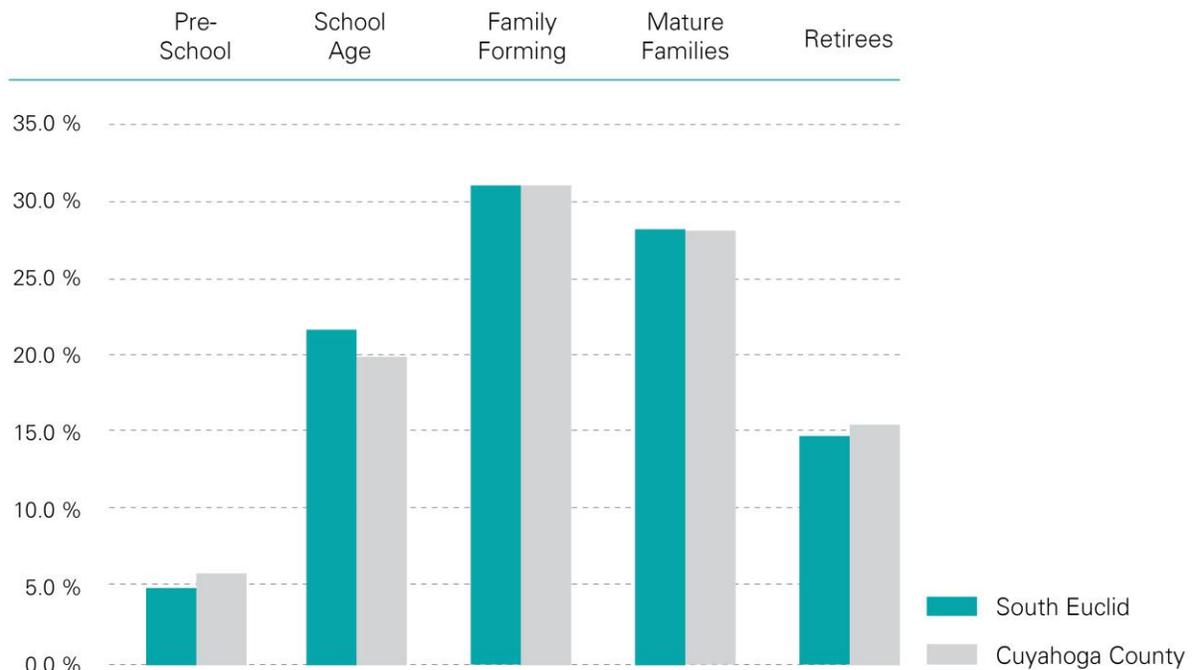
AGE STRUCTURE

Age structure (analyzing which proportions of a municipality’s population are in which stages of life) gives a nuanced view of the makeup of a community. To compare the age structure of various communities, the population is divided into the following groupings.

Figure 2.3 compares the age structure of South Euclid with that of Cuyahoga County. In general, South Euclid has almost the same age structure for family forming and mature families categories. However, the City has less pre-school aged children than the County but a slightly higher percent of school aged children. The relatively fewer individuals in the pre-school age group suggest that the long-term demand for school facilities will be less than the demand generated by current school aged populations.

South Euclid also has slightly fewer retirees than the County. Based on the 2011 ACS data, 14.7 percent of the City’s residents are 65 years and older, which is a significant decrease from 1990 when 23 percent of the population was 65 years and older. Many homeowners in South Euclid have lived at their place of residence their entire adult lives and have raised families in the community. Remaining in South Euclid and aging in place has become a challenge for the retirement population, as very few independent senior housing residential developments exist. Additionally, no assisted senior living facilities exist within the City, causing residents who require such facilities to seek housing in other communities.

FIGURE 2.3: AGE STRUCTURE, 2011



Source: US Census Bureau, 2011 American Community Survey 5-Year Estimates

HOUSEHOLDS

This section analyzes the composition and characteristics of households in South Euclid. Households include all related and unrelated individuals living in one dwelling unit. Changes in the number of households are an indication of changing demand for housing units, retail and office space, and community services.

AVERAGE HOUSEHOLD SIZE

Average household size is another indicator of community composition. Larger average household sizes generally mean more children and fewer single-parent families. Nationally, household sizes are shrinking as young singles wait longer to get married, and life expectancy increases for the senior population. Table 2.2 compares the change in average household size since 2000 for South Euclid, the comparison communities, the County, and the State.

The average household size in South Euclid is smaller than in Shaker Heights and the State of Ohio, but slightly larger than Cleveland Heights and the County. In all cases, except for Shaker Heights, the size of households has declined, consistent with national trends.

TABLE 2.2: AVERAGE HOUSEHOLD SIZE, 2000 – 2011

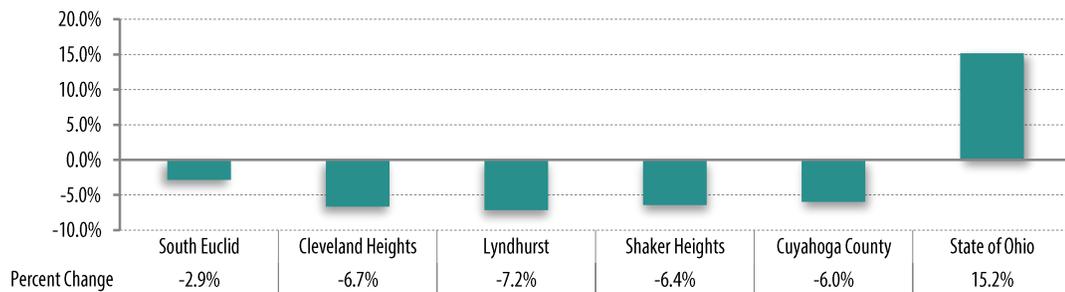
	South Euclid	Cleveland Heights	Lyndhurst	Shaker Heights	Cuyahoga County	State of Ohio
2000	2.45	2.38	2.27	2.39	2.39	2.49
2011	2.37	2.34	2.24	2.46	2.34	2.46

Source: 2000 US Census and 2011 American Community Survey five-year estimates

NUMBER OF HOUSEHOLDS

Figure 2.4 shows the change in the number of households in South Euclid, comparison communities, the County and State of Ohio from 2000 to 2011. South Euclid lost almost three percent of its households during that period. In 2000, there were 9,542 households in the community; by 2011 there were 272 less households. In comparison, Cleveland Heights, Shaker Heights and Cuyahoga County lost a greater number of households, over double that of South Euclid. Ohio gained households at a rate of 15.2 percent, which, similar to the population growth of the State as a whole, indicates that growth is occurring in other areas of the State.

FIGURE 2.4: CHANGE IN THE NUMBER OF HOUSEHOLDS, 2000 – 2011



EDUCATION

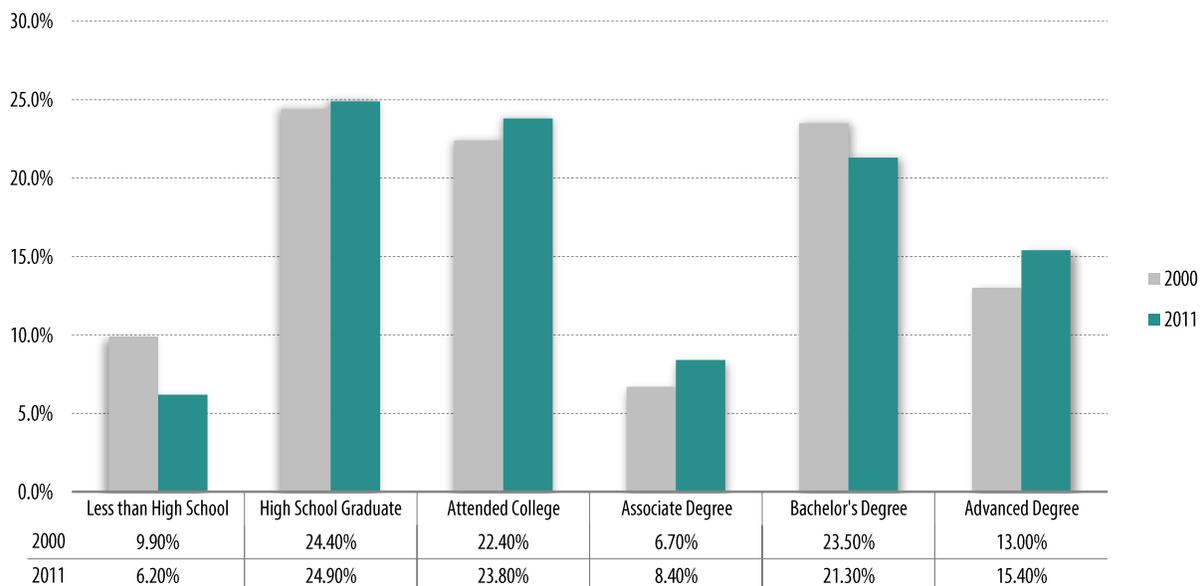
This section analyzes the level of educational attainment in South Euclid and the comparison areas for persons age 25 or older. Overall, the City is highly educated and educational attainment for attending college and receiving associate, bachelor's and advanced degrees is significantly higher than both the County and State. In 2011, 45 percent of the population had obtained at least an associates degree or higher. Also important is South Euclid's low percentage rate of only 6.2 percent for those with less than a high school degree. However, South Euclid residents do not have as high of educational attainment levels in comparison to Cleveland Heights and Shaker Heights. Both neighboring communities have higher percentages of individuals who have obtained a bachelor's or advanced degree.

TABLE 2.3: EDUCATIONAL ATTAINMENT, 2011

	South Euclid	Cleveland Heights	Lyndhurst	Shaker Heights	Cuyahoga County	State of Ohio
Less than High School	6.2%	7.6%	7.2%	4.1%	12.3%	12.2%
High School Graduate	24.9%	17.2%	22.2%	9.8%	29.6%	35.4%
Attended College	23.8%	18.9%	20.7%	16.8%	21.7%	20.5%
Associate Degree	8.4%	6.5%	6.7%	4.8%	6.7%	7.5%
Bachelor's Degree	21.3%	24.2%	27.0%	27.4%	17.2%	15.5%
Advanced Degree	15.4%	25.7%	16.1%	37.2%	11.5%	9.0%

Source: US Census, 2011 American Community Survey five-year estimates

FIGURE 2.5: CHANGE IN EDUCATIONAL ATTAINMENT, 2000 – 2011



HOUSING

NUMBER OF HOUSING UNITS

Understanding housing trends is important because the need for housing, and the development of houses, has great impact on the urban landscape. An essential resource, the type and number of dwelling units within South Euclid reveals much about land use trends and desires, and about the lifestyle preferences of local residents. The ability to project the need for dwelling units, both amount and type, will assist in determining future land use needs for housing. According to US Census data, there are 10,078 housing units in South Euclid. Each housing unit represents a separate and independent place of abode intended for habitation by a single household, including single-family homes and multi-family dwellings, such as apartments.

South Euclid's rate of housing stock growth (2.27 between the years of 2000-2011) lags behind the State of Ohio (7.04 percent growth) but it is higher than the County (0.86 percent). South Euclid's rate of housing stock growth is also higher than the three comparison communities (Cleveland Heights, 1.95 percent and Lyndhurst, 0.05 percent). In contrast, Shaker Heights actually experienced a slight loss in housing units from 2000 to 2011 at -0.31 percent. Overall, new housing units are slowly being added in South Euclid at a rate of two percent.

HOUSING TENURE

There are three categories of housing tenure – owner-occupancy, renter-occupancy, and vacancy. Table 2.4 shows that in 2000, the majority of the dwellings in South Euclid were owner-occupied at almost 84 percent. By 2011, the number of owner-occupied units dropped significantly by eight percent. Further, in a decade, South Euclid experienced a 61 percent increase in the number of vacant dwellings. The 2011 vacancy rate of just over eight percent implies the housing market is still experiencing disinvestment.

Although a concern of the 2000 Master Plan was that increasing numbers of single-family homes were occupied as rental units, the percentage of rental housing units rose only by 0.19 percent between 2000 and 2011. The majority of owner-occupied dwellings units did not transition into rental properties, but instead became vacant units. However, anecdotal evidence gathered during the period after 2011 suggests that housing vacancies have decreased since the 2011 figure of 808 units.

TABLE 2.4: HOUSING OWNERSHIP STATUS AND TENURE IN SOUTH EUCLID, 2000 & 2010

	2000		2011	
	Dwelling Units	Percentage	Dwelling Units	Percentage
Owner-Occupied	8,002	83.90%	7,628	75.69%
Renter-Occupied	1,540	16.10%	1,642	16.29%
Vacant	312	3.20%	808	8.02%
Total Housing Units	9,854	100%	10,078	100%

Source: US Census, 2011 American Community Survey five-year estimates

AGE OF HOUSING STOCK

Table 2.5 shows the age of South Euclid’s housing stock. During the 1950’s, South Euclid experienced the largest increase to its supply with almost 50 percent of all housing units constructed during this period. 29 percent of all housing units were built prior to the 1950’s, resulting in over 75 percent of the City’s dwelling units being at least 50 years old in 2014. Newer housing is considered less than 30 years old, but relatively little housing development has occurred since 1980. Since 2000, only 135 new units have been constructed.

The amount of older housing stock is of particular importance for South Euclid. As housing ages, it requires greater investment of time and money to maintain or improve its condition. Typically, residences 30 years and older will require substantial maintenance to prevent blight and decline for the broader neighborhood. Older homes also tend to lack features that support handicap accessibility and may not be suitable without significant retrofitting for an aging population. The condition and availability of homes to suit an aging population will become a concern for South Euclid in the future.

TABLE 2.5: AGE OF HOUSING IN SOUTH EUCLID, 2011

Year Structure Built	Number of Units	Percentage
2000 or later	135	1.3%
1990-99	122	1.2%
1980-89	226	2.2%
1970-79	410	4.1%
1960-69	1,255	12.5%
1950-59	4,974	49.4%
1940-49	1,661	16.5%
1939 or earlier	1,295	12.8%

Source: US Census, 2011 American Community Survey 5-Year Estimates

HOUSING TYPE

This section analyzes the types of housing present in South Euclid and their respective percentages, as compared to Cuyahoga County. As Table 2.6 indicates, the City has less variety of housing types than the County; almost 85 percent of all housing units are detached single-family dwellings. This is partially due to the fact that South Euclid was primarily developed as a traditional, single-family residential community in the post-war era. Although there is architectural and stylistic variety in South Euclid’s single-family dwellings, the creation of alternative housing typologies for various demographic groups should be a priority in the coming years.

TABLE 2.6: HOUSING TYPE, 2011

Housing Type	South Euclid		Cuyahoga County	
	Number	Percentage	Number	Percentage
Single-Family Detached	8,525	84.6%	367,181	59.0%
Single-Family Attached	456	4.5%	34,790	5.6%
Multiple-Family	1,097	10.9%	216,607	34.8%
Mobile Home	0	0.0%	3,460	0.6%
Other	0	0.0%	169	0.0%
Total	10,078	100%	622,207	100%

Source: US Census, 2011 American Community Survey five-year estimates

Much of the conversation surrounding the mismatch between current housing stock and demographic trends focuses on the need for “missing middle housing”. A response to the outdated multi-family housing types developed in decades past, missing middle housing is those types between single-unit detached homes and mid-rise apartment buildings on the density and typology scale (see image below).

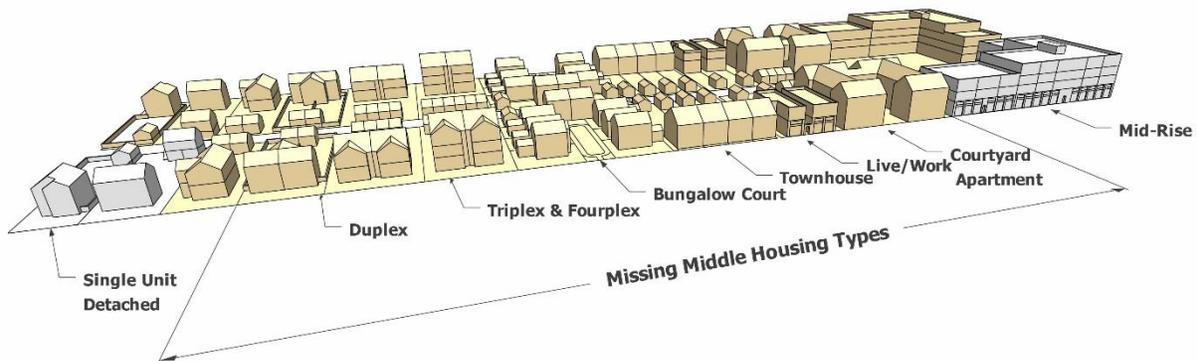


Image source: Opticos Design

According to the Smart Growth Network (SGN), in its *National Conversation on the Future of Our Communities, 2013*, these housing types “are classified as missing because very few have been built since the early 1940s due to regulatory constraints, the shift to auto-dependent patterns of development, and the incentivization of single-family home ownership”. The eight defining characteristics of missing middle housing – according to the Smart Growth Network - are as follows:

1. **WALKABLE COMMUNITIES** – according to SGN, the most important characteristic of missing middle housing is that it must be built in walkable urban areas close to services and amenities such as restaurants, markets, and work.
2. **MEDIUM DENSITY BUT LOWER PERCEIVED DENSITIES** – SGN notes that perception and design is key when it comes to the perceived densities of missing middle housing. In short, those missing middle housing is typically medium density (16 dwelling units/acre to 35 dwelling units/acre), context-sensitive design and small building footprints help the densities feel more tenable to existing residents and neighbors.
3. **SMALL FOOTPRINT AND BLENDED DENSITIES** – densities should be blended and small- to medium-sized building footprints maintained for ideal urban infill sites, “even in older neighborhoods that were originally developed for single-family homes but have been planned and often zoned to evolve with slightly higher densities”, according to SGN.
4. **SMALLER, WELL-DESIGNED UNITS** – many urban experts believe that a common mistake of architects and builders that has resulted in obsolete denser housing types is the impulse to force typically suburban unit and building types into the urban core. SGN advocates for smaller, better-designed units to help keep costs down and widen the affordability of housing in urban cores.

5. **OFF-STREET PARKING DOES NOT DRIVE THE PLAN** – since missing middle housing is best built in walkable environments, there is often a need for less parking than even zoning standards call for. When large parking areas are built, “the buildings become inefficient from a development potential or yield standpoint and can shift neighborhoods below the 16 dwelling unit/acre density threshold”. The 16 dwelling unit/acre density threshold is the point at which a neighborhood generally can support public transit and streets where walkable services and retail become viable.
6. **SIMPLE CONSTRUCTION** – simple construction methods support two important pieces in the missing middle housing equation – profitability to the developer and affordability to the purchaser.
7. **CREATING COMMUNITY** – with the common spaces typical of many of the forms of missing middle housing, such as courtyards and bungalow courts, there is the opportunity for neighbor interaction and community-building often greater than with traditional single-family and high-rise apartment development.
8. **MARKETABILITY** – the marketability of many of the missing middle housing types is key to their success in a competitive market; adding to the attractiveness of many of the forms is the ability to provide a scale and experience similar to single-family homes. For example, when occupants enter from a front porch with a dedicated entrance, rather than sharing interior common space entrances in typical apartment buildings.

As a response to the lack of housing typology diversity, South Euclid – being a walkable, inner-ring suburb – could benefit greatly by examining current housing types and regulations to consider incorporating policies to encourage the development of missing middle housing.

HOUSING CONCLUSION

The macro trends in housing, including the 2008 subprime mortgage crisis and “Great Recession”, resulted in a time-period of great change and turmoil since 2000. That said, South Euclid fared better than many Cuyahoga County communities and intervened with programs that addressed the following main points of South Euclid’s housing environment (see Chapter 3, Neighborhoods for further detail):

- The community experienced positive growth in the number of housing units between 2000 and 2011.
- Between 2000 and 2011, though owner-occupancy dropped by eight percent, occupancy by renters rose by only .19 percent. In fact, vacancy (not renter-occupancy) was the real culprit in much of the decline in neighborhood vitality.
- A majority of South Euclid’s housing units are more than 50 years old. Rehabilitation is a priority to ensure these homes are universally accessible (to older persons and persons with disabilities, for example) and to meet the expectations of homebuyers looking for modern amenities such as open floor plans and more bedrooms and bathrooms.
- There is a lack of diversity in existing housing types; the development of “missing middle housing” could lead to a stronger, more sustainable housing market even better prepared to weather future downturns.

ECONOMY

The fiscal health of the local economy is central to the health of any community, and economic considerations play an important role in planning for future land use. The type of development that occurs in South Euclid impacts the City's revenue streams, the availability of local jobs, and access to goods and services.

MEDIAN INCOME

The City of South Euclid's median household income was \$56,538 in 2011 which is a substantial increase from 2000 with a median income of \$48,346. This figure is significantly higher than the neighboring city of Cleveland Heights, Cuyahoga County and the State of Ohio. However, South Euclid's median household income is roughly \$20,000 less than Shaker Heights. Based on 2011 ACS data, 7.7 percent of South Euclid residents have had an income below the poverty line in the last 12 months. In comparison, 17.1 percent of Cuyahoga County residents' incomes are below the poverty line, which was based on a threshold of \$11,484 for one person in 2011.

Table 2.7: Median Household Income, 2000 & 2011

	South Euclid	Cleveland Heights	Lyndhurst	Shaker Heights	Cuyahoga County	State of Ohio
2000	\$48,346	\$46,731	\$52,272	\$63,983	\$39,168	\$40,956
2011	\$56,538	\$47,966	\$62,491	\$76,989	\$44,088	\$48,071

Source: US Census, 2011 American Community Survey five-year estimates and Social Explorer Tables (SE), Census 2000

MEDIAN HOUSING VALUE

Based on 2011 ACS data, South Euclid's median housing values for owner-occupied properties are slightly lower than the comparison communities. However, median rental payments are much higher than all comparison areas. This indicates a strong demand for rental housing and a willingness to pay for higher quality rental units.

The higher median rental rate is also a result of the City's tough rental regulation requirements and Ordinance standards. This has kept the majority of South Euclid's rental stock in excellent condition. As a result, the City's rental properties have been a top choice for Case Western Reserve students and other college students in the area. Higher quality and larger rental units are available. Also attractive to college students looking to rent within the community is the proximity of medical facilities.

Table 2.8: Median Housing Value, 2011

	South Euclid	Cleveland Heights	Lyndhurst	Shaker Heights	Cuyahoga County	State of Ohio
Owner-Occupied	\$129,200	\$140,900	\$153,600	\$233,900	\$134,900	\$135,600
Renter-Occupied	\$1,005	\$818	\$993	\$931	\$716	\$697

Source: US Census, 2011 American Community Survey five-year estimates and Social Explorer Tables (SE), Census 2000

OCCUPATION

This section addresses the employment of South Euclid residents: it is not an analysis of what kind of jobs are available, or what businesses are located within the community, but rather in which occupations members of the community are employed, regardless of where they work. Thus, commuters from South Euclid to other areas are included in this analysis, but commuters from other locations coming into the City are not.

The greatest numbers of South Euclid residents are employed in:

- [1] Education and Health Care
- [2] Retail
- [3] Professional Services
- [4] Finance, Insurance and Real Estate

The four highest categories in the County are similar, except the second largest occupational sector for the County is manufacturing (12.5 percent), which only accounts for 7.9 percent in South Euclid. In both geographies, education and health care is the largest employment sector.

TABLE 2.9: OCCUPATIONAL SECTORS, 2011

Sector	South Euclid		Cuyahoga County	
	Number	Percentage	Number	Percentage
Agricultural and Mining	55	0.5%	1,264	0.2%
Construction	246	2.1%	23,771	4.1%
Manufacturing	926	7.9%	73,144	12.5%
Transportation and Utilities	346	2.9%	26,243	4.5%
Information	302	2.6%	12,595	2.1%
Wholesale Trade	328	2.7%	19,018	3.2%
Retail	1,348	11.5%	62,055	10.6%
Finance, Insurance and Real Estate	938	8.0%	48,316	8.2%
Tourism and Entertainment	897	7.6%	51,841	8.8%
Education and Health Care	4,257	36.1%	153,004	26.1%
Professional Services	1,128	9.6%	63,067	10.8%
Other Services	407	3.5%	26,685	4.6%
Government	587	5.0%	25,403	4.3%

Source: US Census, 2011 American Community Survey 5-Year Estimates

EXISTING LAND USE

METHODOLOGY

This existing land use analysis examines land use patterns and trends, redevelopment opportunities, and other details of land use specific to South Euclid. Aerial photo interpretation, via Geographic Information Systems (GIS), was used to create a detailed survey of land use in South Euclid; using GIS software leads to a more precise measurement of acreage by land use. The 2013 aerial photography, coupled with zoning maps, parcel maps, a field survey by McKenna Associates, and map review by City officials, provided the backbone for the land use analysis and Map 2: Existing Land Use.

EXISTING LAND USE DESIGNATIONS

The City of South Euclid is composed of a land area of 4.65 square miles and includes a wide variety of development that has been constructed over a long period of time. Commercial, public and institutional uses are located primarily along the major arterials, with residential uses and parks and open spaces spread throughout the City.

South Euclid is a mature community: nearly built-out with few vacant large tracts of land available for development. The remaining vacant land contains natural features such as steep slopes, wetlands, or floodplains that serve as development constraints. However, there are a variety of opportunities for the redevelopment of existing sites and the introduction of new uses.

Table 2.10: Existing Land Use Summary highlights the percentages for each land designation. Descriptions of each land use category are also provided and represented on Map 2: Existing Land Use.

TABLE 2.10: EXISTING LAND USE, 2013

Existing Land Use Category		Percent of Total Area	Group Percentages
Residential Land Uses	Single-Family Residential	77.13%	79.0%
	Multiple-Family Residential	1.97%	
Non-Residential Land Uses	Mixed-Use	0.11%	12.0%
	Commercial	5.45%	
	Industrial	2.45%	
	Institutional	4.04%	
Public Land Uses	Public	2.68%	0.09%
	Parks, Recreation, & Open Space	6.16%	
Total Land Use Acreage		100%	100%

EXISTING LAND USE DESIGNATIONS: RESIDENTIAL USES

Single-Family Residential

The single-family residential land use category includes detached residential dwelling units located in subdivisions or site condominium developments. This is the single largest land use category in South Euclid, covering approximately 1,938 acres of land. Significant differences exist between the type and style of single-family residential developments found in various locations throughout the City. Single-family residential also includes planned unit residential developments (PURDs), which are intended to specifically promote a diversity of dwelling unit types. Such PURDs include Crestview Court, Monticello Place, Cutters Creek, and Novicky Court.

Multiple Family Residential

The multi-family residential category includes a small concentration of duplex housing, and multiple dwelling apartment buildings, as well as newly constructed attached townhomes. Existing condominium developments include Ramblewood Condominiums, The Lofts, and Mayflower Condominiums.

EXISTING LAND USE DESIGNATIONS: NON-RESIDENTIAL USES

Mixed-Use

The mixed-use designation includes a range of neighborhood residential and professional offices that are typically smaller in scale.

Commercial

Commercial land uses cover approximately 137 acres in the City and are located along major and minor arterials. In general, the majority of retail development within the City consists of small freestanding buildings with limited parking and strip shopping centers with parking located in front of the building. Recent developments such as Oakwood Commons and Cedar Center North can accommodate contemporary retail development.

Industrial

This category includes both light and heavy industrial uses. Uses such as light fabricating or assembly are considered light industrial uses while larger, truck intensive operations such as plants are considered heavy industrial uses. Industrial uses cover approximately 62 acres of land in South Euclid.

Institutional

Institutional land uses are not owned by public institutions and provide a unique service to the community. Such uses occupy approximately 92 acres of land in South Euclid and include the University Suburban Health Center, religious institutions and educational facilities. South Euclid has several private religious affiliated schools (Sacred Heart of Jesus, St. Johns, and Notre Dame College) but also private, independent institutions that provide a wide range of choices for families.

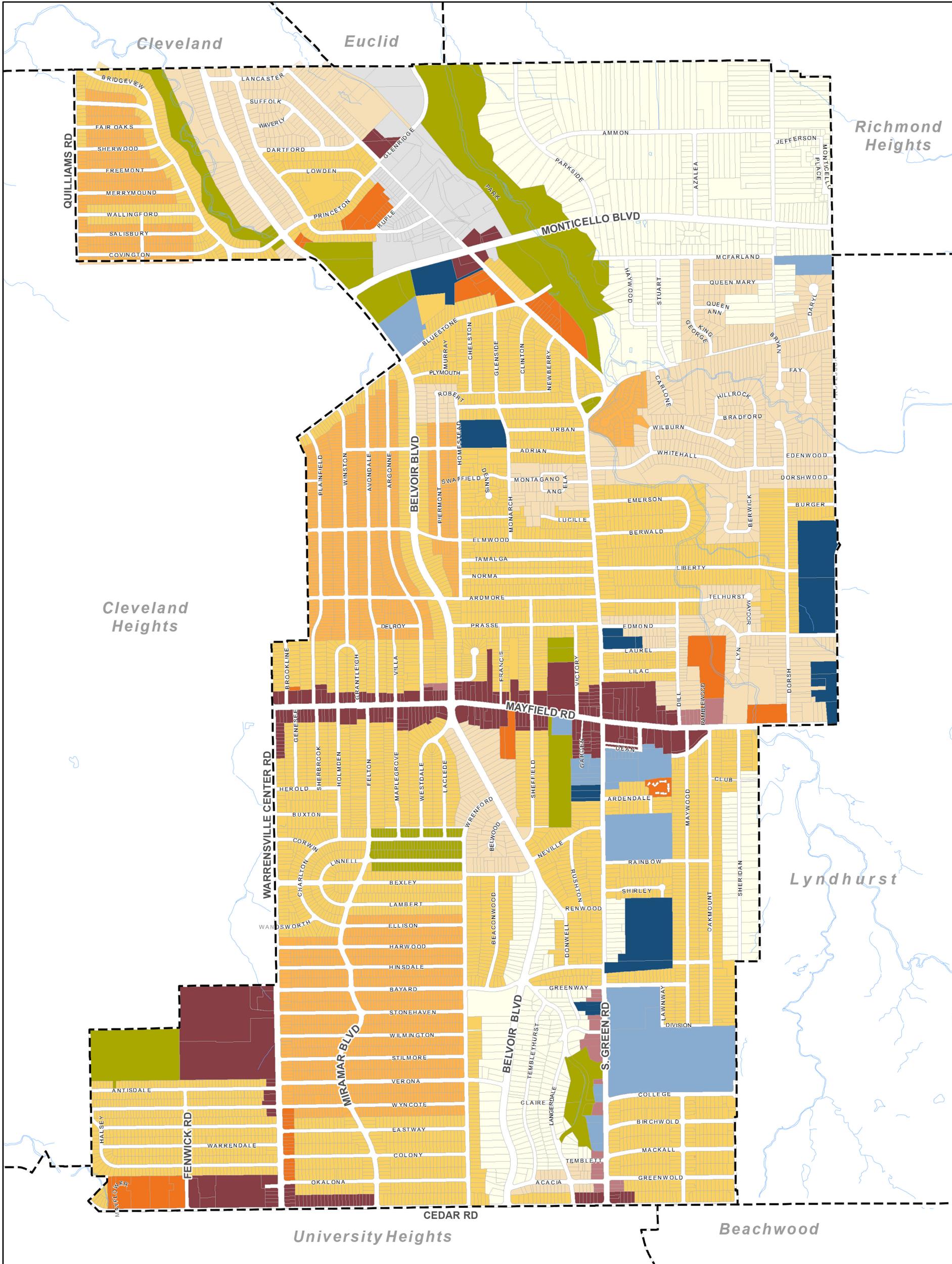
EXISTING LAND USE DESIGNATIONS: PUBLIC USES

Public

The public land use designation includes a wide variety of public buildings and facilities that are owned and operated by public institutions and open to the general public (excluding recreational facilities and parkland). Examples include City Hall, various public schools, the County library, and other municipal buildings. In total, public institutional uses account for 62 acres of land in South Euclid.

Parks, Recreation & Open Space

Publicly owned parks and protected open space that has been preserved in conjunction with development is included in this land use category. Often, protected open space is unbuildable due to natural features, such as wetlands or woodlands, and has been set aside as part of a residential development.



DRAFT October 31, 2013

Map 2: Existing Land Use

City of South Euclid, Ohio

0 500 1,000
Feet



McKenna
ASSOCIATES

LEGEND

 Single-Family Residential (R-75)	 Commercial
 Single-Family Residential (R-60)	 Industrial
 Single-Family Residential (R-50)	 Institutional
 Single-Family Residential (R-40)	 Public
 Multiple-Family Residential	 Parks, Recreation & Open Space
 Mixed-Use (R-0)	

Base Map Source: Cuyahoga County, 2013

COMMUNITY ASSETS

Community assets are an important land use category to describe as part of a master planning process, as they elevate a community's or region's status, as well as the quality of life for area residents. South Euclid residents enjoy the benefits of the location in the greater Cleveland area not just for proximity to the City Center and employment centers, but also because of assets that exist within the City limits. Map 3: Community Assets highlights South Euclid's various civic, cultural, recreational and institutional amenities.



South Euclid is also home to two historic structures on the National Register of Historic Places: The William E. Telling House and the Notre Dame College of Ohio. The Telling House, a former branch of the Cuyahoga Public Library, is pictured above. Public access to the Telling House has been preserved.

COORDINATED IDENTITY

Many of these key community assets and destinations might go unnoticed by a person traveling to one particular place in the City. For instance, for many visitors and individuals passing through, the Mayfield corridor or the Cedar Road corridor are the only impressions they have of South Euclid. People need to know where places are and how to get to there to visit them.

The City's identity is a result of the different amenities and attractions within and around the community. Consequently, it is imperative to create an overall image for not only the City as a whole, but for each major destination area in the City to let residents and visitors know when they are entering one area and leaving another. Gateway and wayfinding signage could aid in creating a coordinated identity that interconnects the City's many community assets.

Integrated Gateway and Wayfinding Signage

Key entrances in South Euclid serve as gateways and are the City's first opportunity to convey a positive image of the City to visitors and residents. Some gateways have already received modest treatments and may only have a wooden sign up. Gateway entrances should be uniform in design, materials, and placement. In order to achieve this, South Euclid should create standards and policies for integrated gateway and wayfinding signage throughout the community. A coordinated signage system will permit visitors and residents to more easily identify how to get from one location to another, encourage alternate modes of transportation, promote other area destinations and attractions, and generally create an identity for places in the City.

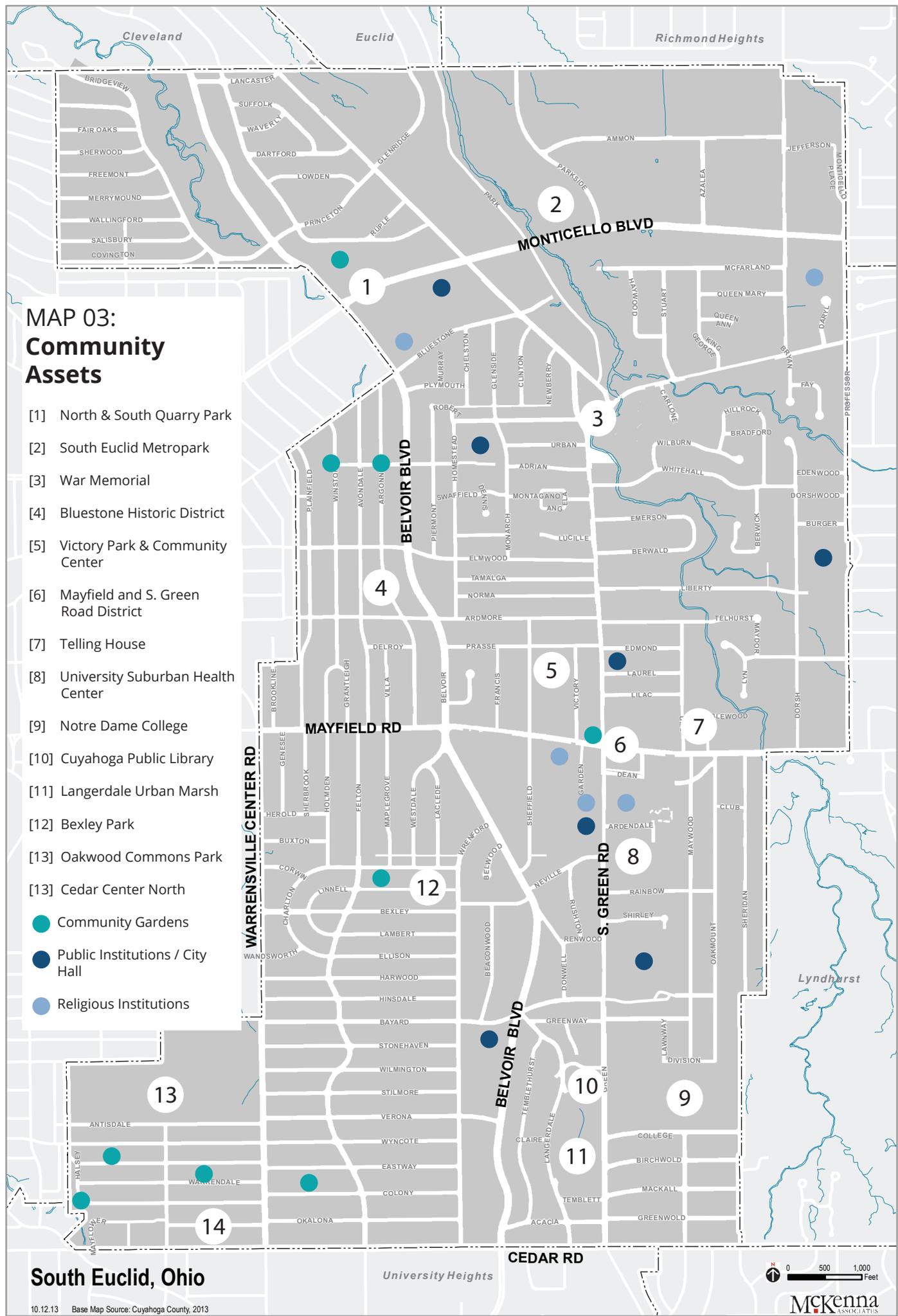
Primary gateways are located at highly traveled entrances into the City and should present a substantial arrival and welcome statement. Treatments at primary gateways should include impressive monument signs and ample landscaping. Secondary gateways are located at important sub-districts within the City. These gateways should incorporate the common design elements used in the overall gateway plan but should also incorporate some elements reflective of each particular sub-district.

The City's gateway signage will be complimentary, yet separate from the wayfinding signage. Such signage is essential for assisting people traveling from one place to another in the community. Wayfinding signage will be located in a given area of the City to show connections to other destinations or areas within the community and region. Recommendations for areas to highlight with wayfinding signage include neighborhood districts, such as the Historic Bluestone District, institutional centers such as the Cuyahoga County Public Library and Notre Dame College, commercial districts, and parks and recreation amenities, including community gardens

The integrated signage system should be designed to ensure that people walking, bicycling, driving, or using public transit, are able to find nearby attractions.

MAP 03: Community Assets

- [1] North & South Quarry Park
 - [2] South Euclid Metropark
 - [3] War Memorial
 - [4] Bluestone Historic District
 - [5] Victory Park & Community Center
 - [6] Mayfield and S. Green Road District
 - [7] Telling House
 - [8] University Suburban Health Center
 - [9] Notre Dame College
 - [10] Cuyahoga Public Library
 - [11] Langerdale Urban Marsh
 - [12] Bexley Park
 - [13] Oakwood Commons Park
 - [13] Cedar Center North
- Community Gardens
 - Public Institutions / City Hall
 - Religious Institutions



South Euclid, Ohio



REGIONAL CIVIC, CULTURAL, & ENTERTAINMENT AMENITIES

In addition to the assets within the community, there are a wealth of cultural and entertainment venues surrounding South Euclid, all available within a 15-minute drive or public transit trip. Major entertainment and cultural districts in the greater Cleveland area include University Circle, Playhouse Square, and Coventry Village. The close proximity to such amenities provides for South Euclid to act as a satellite and offer its own attractions, but also to market the City as an attractive place in relation to surrounding amenities.

In conjunction with South Euclid’s own cultural amenities and public art, it is the intent of this Plan to develop an integrated approach that connects and leverages the many cultural resources that exist in South Euclid today. Developing spaces for artists to exhibit their work, organizations to celebrate their history and culture and for people to socialize are all major opportunities for the City.



REGIONAL CULTURAL ATTRACTIONS

> 15 MINUTE DRIVE / PUBLIC
TRANSIT

- [1] North Chagrin Nature Center
- [2] Apollo’s Fire: The Cleveland Baroque Orchestra
- [3] Museum of Contemporary Art
- [4] Cleveland Botanical Gardens
- [5] Cleveland Museum of Art
- [6] Cleveland Museum of Natural History
- [7] Severance Hall: Cleveland Orchestra
- [8] Nighttown Jazz Club
- [9] Cedar-Lee Theater
- [10] Maltz Museum of Jewish Heritage

SWOT ANALYSIS

A SWOT (strengths, weaknesses, opportunities and threats) analysis is a subjective analytical tool that helps a community understand its important present and potential future characteristics. Such an understanding makes possible effective strategic planning.

This SWOT analysis is included as a basis profile detailing South Euclid’s existing conditions. At the kick-off Steering Committee meeting, members discussed the City on a broad level and identified the major strengths and weaknesses, opportunities and threats. Additions to the SWOT analysis also came from focus groups and the public forum sessions. The analysis identifies South Euclid’s *real and perceived*, internal and external positive and negative characteristics and attributes.

The following is a breakdown of each category:

Strengths	Weaknesses	Opportunities	Threats
Characteristics beneficial to South Euclid that promote a healthy, desirable community to live and work in, such as a strong school system. Strengths should be leveraged to more efficiently achieve goals.	Characteristics destructive to South Euclid that hinder development and decrease the quality of life, such as poor infrastructure. Weaknesses must be overcome, mitigated, or corrected.	Circumstances supportive of South Euclid’s future as a vibrant and sustainable community and offer new possibilities. Opportunities must be recognized and capitalized upon.	External circumstances destructive to South Euclid, including threats to its housing stock, economic development, business vitality, etc. Threats must be neutralized or offset.
Internal Characteristics		External Circumstances	

The results of the SWOT analysis aided in the formulation of meaningful and relevant goals and objectives (Chapter 7). Further incorporation of the SWOT results, including methods and projects which address the identified weaknesses and opportunities are listed in Chapter 9: Implementation. Specific projects are later identified and discussed in this Plan which can help combat the stated weaknesses or perceived threats, as stated in the following SWOT. Additional, other projects are identified which build on the stated SWOT strengths and future opportunities (i.e. sites for redevelopment, the improvement of business corridors, etc.).

SOUTH EUCLID'S SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
Walkable neighborhoods	Lack of continuity along commercial corridors	Update zoning ordinance	Disinvested business owners
Notre Dame College	Deteriorating commercial facades and lack of architectural style / character	Improve, expand and renovate housing stock	Lack of community support and buy in
Recreation opportunities within walking distance	Residential vacancy	Development of carbon neutral transit (walking and biking)	Investment directed towards surrounding communities
Innovative vacant building Ordinance	Limited and fixed amount of developable land	Presence of Norte Dame College students	Lack of major highway access
Sidewalks widths along Mayfield Corridor (conducive for streetscape redevelopment / outdoor seating)	Smaller configuration of commercial lots	Streetscape plan along the Mayfield Corridor	Amount of non-residential uses in surrounding communities
Defined neighborhoods with character	Few walking destinations and gathering places	Market and brand of businesses	Poor perception of crime
Collaboration with County to push tax foreclosure and resolve select properties	Lack of funds for home repairs	Develop green infrastructure (LID)	Concentration of major office developments outside the City
Existing initiatives (Green Neighborhoods Initiative, One South Euclid, etc.)	Lack of regional transportation access	Greater communication among community entities	Disinvestment of owner-occupants and declining curb appeal
Job expansion along industrial corridor	Limited range of housing options	Attract new businesses	Loss of confidence in the housing market
Strong public education system	Older infrastructure	The local food movement	Poor perception of the school district.
NST/NEOCANDO system used to analyze parcels to drive strategic outcomes	Residential tax rate higher than median for Cuyahoga County	Attract visitors from outside South Euclid	
Proximity to necessity services (i.e. medical, grocery, restaurants, etc.)	A high percentage of the tax base is reliant on residential taxes	Façade "facelift" along the Mayfield and Green corridor	
Use of strategic demolition	Management of changing demographics / diversity	Establish a BID or PSD on Mayfield	
Langerdale Urban Marsh		Creating neighborhood SIDS	
Public transit system		Creating neighborhood brands	
Tree City recognition		Residential investment incentives	

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3

Neighborhoods

INTRODUCTION

Neighborhoods are the building blocks of a city and are important because the design, characteristics and amenities of neighborhoods have a direct impact on the quality of residents lives. A neighborhood is often defined by the walking distance between where people live and the goods and services they need on a daily basis, usually an area with a quarter to half mile radius – a distance that can be traversed by a five to ten minute walk. The advantages to designing neighborhoods as a function of walking distance are many and varied, and include encouraging walking, reducing automobile trips, creating a stronger locally based identity, creating a shared civic culture, increased physical health, independence for those who do not or cannot drive, and the ability to provide a continuum of housing options suited to persons in all life stages.

When city planning is organized around the idea of the walkable neighborhood, there are certain principles of design that come into play, identified in the box at right.

The following neighborhood elements are present in some form or another within South Euclid. However, the location of those elements and how they are designed determine whether the City's neighborhoods are walkable or not. The ideal neighborhood will include all of the elements, but most neighborhoods do not. Still, a neighborhood can be walkable even if it only has some or a few of the above elements. In creating a walkable neighborhood, the most important element to have are destinations within the neighborhood that people want to walk to, and that those destinations fulfill some need of daily living for the residents of the neighborhood.

In South Euclid, the majority of neighborhoods have at least one or several of the referenced neighborhood elements. Many neighborhoods are walkable and in close proximity to recreational or park areas. However, there are few destination or shopping areas for the residents (youth, families, and seniors) to walk to. Additionally, connections from one neighborhood to another can be difficult to navigate. When considering the redevelopment of an area, adding these neighborhood elements should be considered.

NEIGHBORHOOD ELEMENTS

The ideal walkable neighborhood includes:

A center, where public and local institutional uses such as community centers are located;

Edges, which are meant to provide definition and connection, not exclusion;

A mixture of housing types designed to help ensure social diversity;

A mixture of functions, especially a school, parks, and local shopping; and

A hierarchy of streets separating local and through traffic, but also providing connections across edges.

RESIDENTIAL CHARACTER

The majority of residential neighborhoods in South Euclid are laid out in a traditional grid pattern and feature an older housing stock. The form of these residential blocks promotes social interaction, walkability and safety and any infill development should follow this pattern to preserve this characteristic. Within South Euclid's neighborhoods are a variety of single-family housing typologies with distinctive architectural styles, including historic farmhouses, bungalows, colonials, estate homes, contemporary flats and condos.

One of the most defining characteristics of South Euclid's neighborhoods is the mature trees that line most residential streets. These trees and the resulting canopy create a character that is appreciated by residents today and desired by many. The City's tree canopy provides many benefits to the community, including improving water quality, conserving energy, lowering temperatures, reducing air pollution, enhancing property values, providing wildlife habitat, facilitating social and educational opportunities, and providing aesthetic benefits. The City will continue to be proactive and protect this valuable natural resource, while at the same time providing opportunities for enhancing the established tree canopy.



SINGLE-FAMILY RESIDENTIAL DISTRICTS (R-40, R-50, R-60, & R-75)

The single-family residential land use category includes detached residential dwelling units located in subdivisions or site condominium developments. This is the single largest land use category in South Euclid, covering approximately 1,938 acres of land (77 percent). Significant differences exist between the type and style of single-family residential developments found in various locations throughout the City. For this reason, the following four zoning classifications, which reflect the density of housing permitted, are used to categorize single-family residential properties.

Table 3.1: Single-Family Residential District Characteristics

Zoning District	Minimum Lot Area Required	Minimum Lot Width	Permitted Density (Dwelling units per acre)
R-40	4,800 sq. ft.	40	7.2
R-50	6,000 sq. ft.	50	5.8
R-60	8,000 sq. ft.	60	4.4
R-75	12,000 sq. ft.	75	3.0

There many similarities between the different classifications, especially among the R-40 and R-50 districts, which comprise approximately 59.6 percent of residentially-zoned land. During the 1950's, many neighborhood blocks were platted in a very orderly, efficient grid system. Typical lots in traditional residential areas feature widths between 40 and 60 feet and a depth between 120 and 150 feet with an average lot size of 5,000 to 6,000 square feet. Many of the dwellings built on these lots were small two-story units with one-car detached garages.

HOUSING TRENDS

Assuring competitive housing is necessary to ensure long-term viability of the community and since 2000, the housing market has changed dramatically. There are two major factors which influence housing demand. One is household size, which has declined from 2.45 in 2000 to 2.37 in 2011, and the second is household preference, as determined by economic conditions and lifestyle changes and is the greater driving force behind housing market changes. Racial and ethnic diversification, the emergence of non-traditional household composition, and the demand for aging in place all impact the future of housing demand. Increasingly important are the preferences of young professionals that desire amenities such as access to public transit, cultural and entertainment opportunities, and contemporary, "right-sized" housing options with low-maintenance ownership arrangements.

As South Euclid's housing stock consists predominantly of traditional, single-family detached dwelling units, there is a potential risk for the City to lose residents from both ends of the population spectrum. Both young professionals, couples with no children, and seniors will be more likely to relocate to communities where alternatives to the traditional single-family arrangement exists that better suit their needs and preferences. Retention of high quality residential areas and the creation of new housing opportunities for various demographic groups are important in maintaining a diverse and inclusive community.

To meet future housing needs, the City should seize the opportunity to build on current market interest and therefore, support those interested in purchasing and renovating single-family bungalows. Such support includes marketing, financial assistance, and/or design assistance to illustrate how these homes can be efficiently modified to meet current market needs. In many ways, the Green Neighborhoods Initiative (discussed below) has targeted this opportunity.

NEIGHBORHOOD INITIATIVES

During the economic downturn and housing crisis associated with “The Great Recession”, The Green Neighborhoods Initiative (GNI) was developed in 2009, and is administered by the City’s Housing Department. The GNI was funded through two grant funding rounds of the HUD Neighborhood Stabilization Program, totaling \$1.1 million, including an \$800,000 federal Neighborhood Stabilization Program (NSP) grant (South Euclid was a sub-grantee of Cuyahoga County). Additionally, the First Suburbs Development Council (FSDC) awarded another \$300,000 from its competitive Vacant and Abandoned Property Fund program.

The objectives of the GNI are to:

1. Create demand for South Euclid’s housing stock.
2. Re-brand the community as the first choice for green, sustainable living.
3. Promote the value of green building and sustainable practices.
4. Increase neighborhood pride.
5. Encourage additional investment in existing homes.

Thus, the GNI focuses on “transforming neighborhoods and creating opportunity” through a number of different programs, as follow.

BUNGALOW RETROFITS

South Euclid’s housing stock includes a significant inventory of post-war bungalows, many of which were hit by the vacancy and abandonment during “The Great Recession”. Thus, the Bungalow Retrofits program was created by GNI as a way to focus acquisition, rehabilitation and resale activities on home types - bungalows - that are widely appealing and able to be reinvented for modern, flexible green living. This program is complimentary to South Euclid’s location in metropolitan Cleveland, in that the neighborhoods with bungalows are particularly walkable, pedestrian-friendly, accessible to transportation, affordable and welcoming to people in all age groups. Further, this program incorporated sustainable landscaping and site design principles by requiring on-site retention of stormwater run-off, utilization of native, drought-roof plant materials, the inclusion of rain barrels and rain gardens, and utilizing pervious paving materials. In fact, the GNI’s first rehabilitation project received LEED for Homes Gold certification – one of only a handful in Ohio that meet the rigid standards. Overall, the Bungalow Retrofits program is indicative of the broader GNI goal of turning certain physical characteristics of South Euclid that may be considered obsolete into attractive, livable and sustainable assets to the community as a whole.

COMMUNITY GARDENS

Complimentary to the housing component of the GNI, South Euclid created a Community Gardens program to green the sites of previously-demolished homes in well-established neighborhoods. By developing gardens on vacant lots, which often have a disruptive influence on dense single-family neighborhoods, the GNI was able to harness residents’ goodwill and even external support (partners included Whole Foods Market, Notre Dame College, Legacy Village Foundation and the OSU Extension Suburban Gardening Program). The gardens developed by GNI contain amenities like raised beds, pervious paver walkways, pergolas and composting systems. Community gardens are discussed further in Chapter 4 (Recreation and Natural Features).

INFILL REDEVELOPMENT PROGRAM

South Euclid is using a host of real estate and redevelopment best practices to encourage the redevelopment of “infill” lots in single-family residential neighborhoods through its Infill Redevelopment Program. Infill lots are those that previously had a home that was demolished – most typically due to abandonment and blight. The City first alerts the County about parcels that should be tax foreclosed upon based on their condition and vacancy status.

In some instances, the City is able to acquire these abandoned and/or blighted properties through tax foreclosure, which occurs when the former property owners failed to pay their property taxes; thus, the taxing entity forecloses on the home, thereby gaining ownership. The City’s Land Bank is the responsible party for acquisition. Often, South Euclid works collaboratively with OSE’s Building, Grow, and Thrive Program to make sure that some of the parcels are available for sale. This process turns the properties back over to persons who commit to build a single-family home and put the property back to productive use.

In other instances, the parcels may also end up at the Sheriff’s Sale and taken over by investors. Any remaining parcels may end up in the City’s Land Bank as well. Additionally, there are a host of supportive elements that serve to speed the redevelopment process, including purchase price reductions, property tax abatements, and streamlined construction approvals.

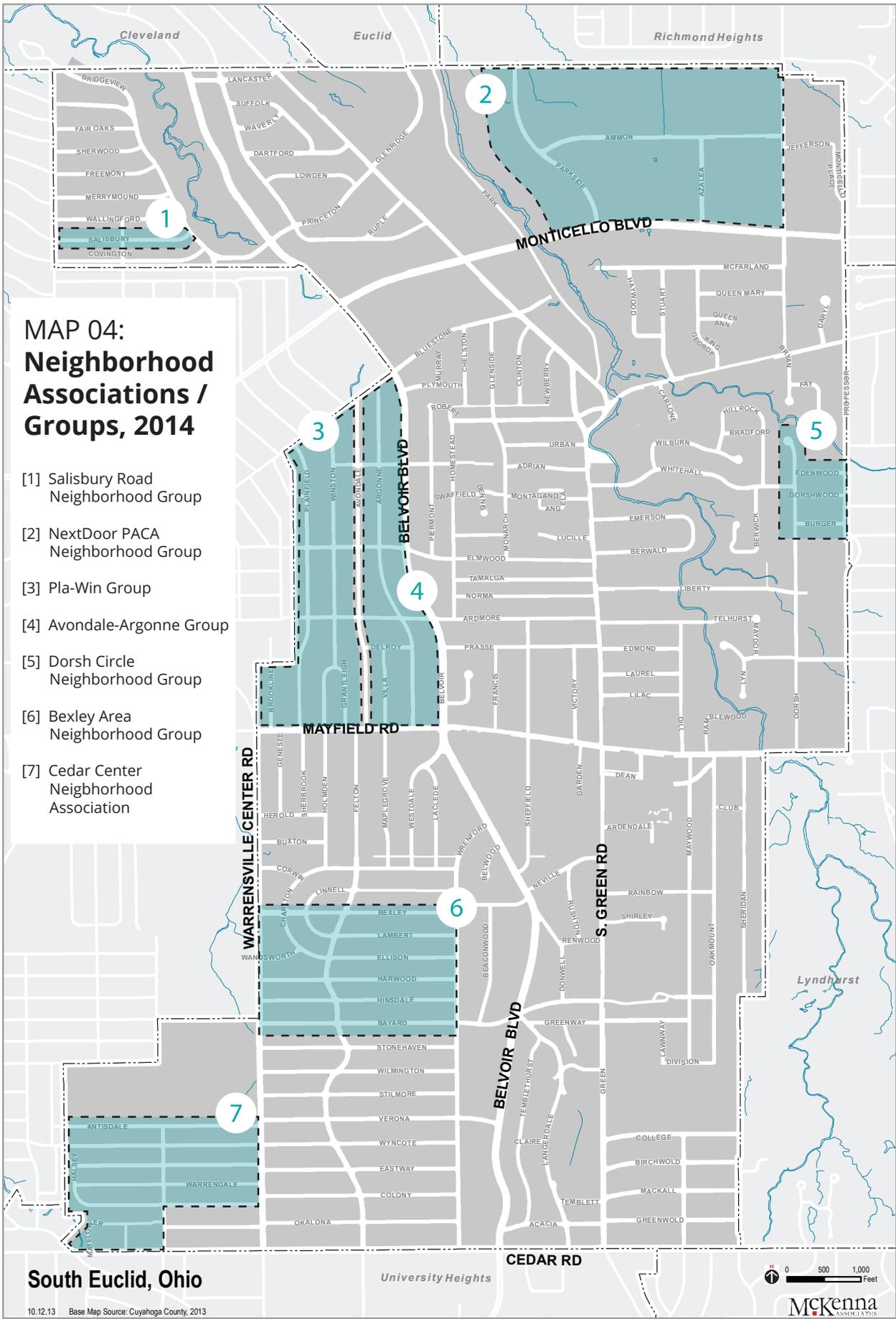
NEIGHBORHOOD ASSOCIATIONS / GROUPS

Seven neighborhood associations and groups are located within the City and are shown on Map 4: Neighborhood Associations & Groups, 2014. South Euclid’s neighborhood associations and groups have provided a vital role in the community - engaging residents at a grassroots level. In general, benefits to having a neighborhood association / group include the following:

- Improving communication and building relationships with other residents.
- Creating a unified voice for issues such as historic preservation, location of neighborhood amenities and improvements (i.e. Parks, street trees, road improvement, etc.).
- Developing a neighborhood watch program.

It is encouraged that other neighborhoods in South Euclid with a common identity or distinct geographic boundary form their own associations and prioritize goals and objectives that are specific to their district. Additionally, those living within an existing neighborhood association may consider joining one of the above neighborhood associations. As evident from Map 4, the majority of neighborhoods do not have neighborhood associations and would benefit from such organization.





**MAP 04:
Neighborhood
Associations /
Groups, 2014**

- [1] Salisbury Road Neighborhood Group
- [2] NextDoor PACA Neighborhood Group
- [3] Pla-Win Group
- [4] Avondale-Argonne Group
- [5] Dorsh Circle Neighborhood Group
- [6] Bexley Area Neighborhood Group
- [7] Cedar Center Neighborhood Association

South Euclid, Ohio

10.12.13 Base Map Source: Cuyahoga County, 2013

0 500 1,000 Feet

McKenna
ASSOCIATES



4

Recreation & Natural Features

SOUTH EUCLID'S NATURAL ENVIRONMENT

The natural environment contributes to South Euclid's character, sense of place, and quality of life and is a predominant characteristic of the City. As the majority of land is developed, preservation of existing natural environment should be a top priority. Similarly, the incorporation of green elements and sustainability should be factored into future redevelopment to increase their availability in the community. When and where development and redevelopment occurs, impacts to the environment should be minimized and mitigated. This section of the Plan provides an overview of South Euclid's parks, recreational facilities, and natural resources.

PARKS & RECREATIONAL FACILITIES

South Euclid has many recreational amenities to offer residents and visitors alike. Currently located within South Euclid are ten parks for both passive and active recreation, eight community gardens, three neighborhood pocket parks, and a community center. There are also recreational facilities at the public schools and private institutions within the community. Such facilities are located at Adrian, Rowland, and Southlyn Schools, Greenview Upper Elementary, Sacred Heart of Jesus Academy, and Notre Dame College.

In total, the City of South Euclid has approximately 166 acres of parkland. Based on the interviews with the City administration, Council and Planning Commission, expanding the amount of the City's open space does not appear to be a high priority especially given the recent development of the Oakwood Greens (21 acres). Instead, the maintenance of existing parks and recreational facilities should be targeted to keep such amenities in good condition for the community. In most instances though, a park or recreational area is within walking distance of most neighborhoods in South Euclid.

Residents and visitors have access to enjoy the following:

BEXLEY PARK

Surrounded entirely by neighborhoods, Bexley Park offers a variety of amenities including baseball diamonds, an outdoor pool, tennis courts, the Playground of Possibilities (POP) which was created to accommodate children of all ages and those with disabilities, and a community garden being constructed in 2014 – 2015.

EUCLID CREEK RESERVATION

Both a regional park and a picturesque drive, the Euclid Creek Reservation, (part of the Cleveland Metropark system) extends for $\frac{3}{4}$ a mile into South Euclid. Within the park are four miles of trails with scattered picnic areas, parking and outlook spots, and a sledding hill. The Reservation also contains the Euclid Creek Parkway which is often used as a scenic route to the I-90 freeway.



LANGERDALE URBAN MARSH

In conjunction with a Federal grant, South Euclid was able to remove a cement retention basin and construct an urban marsh, restoring the area into a fully functional ecological wetland. From the observation deck, residents and visitors can enjoy scenic views of bird and wildlife populations.

WAR MEMORIAL PARK

This small island park is comprised of a green lawn with pathways leading to a monument in the center to honor South Euclid residents who have served in the armed forces.

OAKWOOD GREENS

Recently developed in conjunction with the Oakwood Common's Commercial Center, this park is a passive recreational area with several walking trails and fitness equipment throughout.

QUARRY PARK (NORTH & SOUTH)

Located in the northern portion of South Euclid and separated by Monticello Boulevard, these two parks offer a wide variety of active recreational space, including, a splash park, baseball diamonds, athletic field, playground equipment, dog park, and community garden.



VICTORY PARK

Located behind the South Euclid Community Center, Victory Park features playground equipment, volleyball courts, and the Community Center and Senior Services provided by the Community Partnership on Aging.

EXISTING NATURAL FEATURES

Surrounding and traversing through South Euclid are several significant natural features including the Euclid Creek, Nine Mile Creek, and the Langerdale Urban Marsh. The City of South Euclid is also located within several watersheds:

- [1] Euclid Creek
- [2] Nine Mile Creek
- [3] Dugway Brook

The prominence of waterways in South Euclid demands the environmental protection of these natural resources for future generations. As waterways are moving bodies, it is critical that the City continue to work with other communities in the region to protect against contamination and ensure that water quality is achieved.



COMMUNITY GARDENS

The following community gardens are scattered through South Euclid’s neighborhoods and provide residents with intimate green spaces where community members can work together and interact. The community gardens were largely developed as part of the Green Neighborhoods Initiative (federal grant monies) and grant monies from the First Suburbs Development Council. Volunteer work and contributions from residents continue to maintain these community spaces. They have been a successful mechanism in repurposing otherwise vacant or blighted land into an artistic and green neighborhood asset.

COMMUNITY GARDENS

Colony Road Community Garden
Eastway Road Community Garden
Hinsdale Road Community Garden
Quarry Park Community Garden
Victory Emergency Response Garden
Warrendale Road Community Garden
Bexley Park Community Garden
Greenfield Community Garden

4069 Colony Road
3799 Eastway Road
4191 Hinsdale Road
711 South Belvoir Boulevard
1427 Victory Drive
3915 Warrendale Road
1601 Felton Road
Intersection of Mayfield and S. Green





5

Business Districts

BUSINESS DISTRICTS & RECENT REDEVELOPMENT PROJECTS

South Euclid is home to five major business corridors and nodes: Cedar Center North; Cedar-Green Business District; Mayfield Road Corridor; Monticello-Green Industrial District; and Oakwood Commons.

The City of South Euclid has keen interest in redeveloping its key business and industrial corridors and nodes into areas in which emerging and creative sectors flourish. Given the rapid speed of technical advancement and changes in local, regional and global markets, the City recognizes the need for attractive, clean and flexible site and groupings of sites that are well-served by transportation (roads and transit). Table 7.0 contains comparisons between the “old economy” and “new economy” – the latter of which the City seeks to attract or grow.

Table 5.0: Key Features of the Old | New Economy²

Old Economy	New Economy
A high-quality physical environment was a luxury, which stood in the way of attracting cost-conscious businesses.	Physical and cultural amenities are key in attracting knowledge workers.
Success = fixed competitive advantage in some resource or skill. The labor force was skills dependent.	Success = organizations and individuals with the ability to learn and adapt.
Industrial sector (manufacturing focus).	Sector diversity is desired, and clustering of related sectors is targeted.
Fossil fuel dependent manufacturing.	Communications dependent, but energy smart.
Location matters (especially relative to transportation and raw materials).	Quality places with a high quality of life matter more.
Dirty, ugly and a poor-quality environment were common outcomes that did not prevent growth.	Clean, green environment, and proximity to open space and quality recreational opportunities are critical.

MAJOR LAND USE DEVELOPMENTS

Recently, major changes in land use have occurred in the southwest portion of the City. The City Council, the Planning Commission, and the Economic Development Department have strategically targeted both the recent Cedar Center North redevelopment and 2010 Oakwood Commons development as priority areas.

CEDAR CENTER NORTH

The Cedar Center North redevelopment area, located at the northwest corner of Warrensville and Cedar Roads, was formerly a retail strip shopping center. Although originally planned with a residential component, economic conditions led to the redevelopment of Cedar Center North as a retail and restaurant center, featuring streetside shops and restaurants. The Center provides South Euclid residents, for the first time, access to national retailers and restaurants without having to leave the boundaries of the community. It is important to note that the placement and low density of the buildings does not maximize the design and economic potential of the site. However, Cedar Center North has the capacity to be improved over time with infill development.

OAKWOOD COMMONS

The site of the former Oakwood Country Club, the newly developed Oakwood Commons is a retail center built on the principals of sustainability and ecology. The retail center features low impact design elements, stormwater wetlands, a restored stream, permeable pavements and vegetated swales. Additionally, all buildings are slated to be LEED certified and parking lots feature LED lighting and several electric vehicle-charging stations. The Oakwood site is unique in that it is unlike the existing commercial properties along the Mayfield Road Corridor and offers the City the ability to attract contemporary retail development. The southwest 21 acres of the former golf course were also donated to the City of South Euclid and developed as a passive park with pedestrian trails.

² Source: *The Economies of Place: The Value of Building Communities around People*. Michigan Municipal League: 2011.

CURRENT ECONOMIC DEVELOPMENT INITIATIVES

The following is a list of economic development initiatives that the City is administering.

ONE SOUTH EUCLID

In 2009, the City of South Euclid created the South Euclid Community Urban Redevelopment Corporation, later changed to One South Euclid (OSE). One South Euclid is the City's non-profit Community Development Corporation (CDC), which is led by a board of business and community leaders and is mainly funded by revenue generated from the "Build-Grow-Thrive" Residential Resale Program.

The organization seeks to rejuvenate business corridors and neighborhoods. The organization helped create the South Euclid Business Advisory Board (comprised of 20-30 local businesses). Additionally, the following initiatives and programs have been developed to provide support to the community and have been met with success:

- [1] Storefront Art Initiative
- [2] Farmers Market
- [3] Annual Harvest Fest
- [4] Management of Community Garden Program
- [5] "Build-Grow-Thrive" Residential Resale Program
- [6] Residential Curb Appeal Grant Program (in development stage)
- [7] Residential Revolving Loan Fund (in development stage)

One South Euclid continues to work close with City staff to develop additional programming, including the upcoming Storefront Renovation Matching Grant Program (in partnership with Cuyahoga County).

PROPERTY TAX ABATEMENT INCENTIVE PROGRAM

South Euclid offers a property tax abatement incentive program that was recently passed in October 2008 and classifies the entire City of South Euclid as a Community Reinvestment Area. Through this program, the City can offer the following:

Commercial / Industrial Properties (on a case-by-case basis)

- A five-year, 50 percent tax abatement for the remodeling of commercial and industrial buildings.
- A five-year, 50 percent abatement on new construction of commercial and industrial buildings constructed on green space.
- A five-year, 75 percent abatement on new commercial and industrial buildings constructed on developed land.

Residential Properties

- A five-year, 75 percent abatement for new residential construction on previously developed land.
- A five-year, 50 percent abatement for new residential construction on land which was never previously developed.

CIRCLE HEIGHTS ALLIANCE

The City is in the process of collaborating with the Heights-Hillcrest Regional Chamber of Commerce, neighboring communities, and the University Circle, INC, on the development of the Circle Heights Alliance. The initiative, which started in the spring of 2011, aims to attract more professionals to the area through a joint economic development strategy and marketing campaign for the region.

BRANDING

Studio Graphique developed a branding model for the City of South Euclid and identified the community as connected, green, approachable, visionary, proactive, collaborative, and lively. The following logo was created with the tag line: *South Euclid: Come Together and Thrive*. This branding is consistent with the brand created for the Green Neighborhoods Initiative. South Euclid's new logo and brand was designed to fit with the brand previously created for GNI to build on the green theme.



POTENTIAL ECONOMIC DEVELOPMENT INITIATIVES

New development and infill redevelopment should take place in a manner that is harmonious with the City's development plans and objectives, will not be detrimental to adjacent property owners, structures and uses, and will maintain the health, safety and welfare of residents. Nonresidential development should be encouraged to meet current needs, recognizing that:

- There is a plethora of retail choices outside the City boundaries to meet the needs of residents.
- The City's industrial sites do not meet current industrial location criteria.
- Major office developments are concentrated in a few locations – all outside the City with easy access to highway systems.

To promote economic development, the City will have to work with other localities and various regional and local economic development organizations. The following are local economic development programs that require a local voice, either through regional organizations or through a City of South Euclid entity:

BUSINESS EXPANSION & RETENTION

It is important to create and maintain open dialogue between businesses and industries in the City, and with local elected officials. The City can foster this dialogue through the sponsorship of a monthly or quarterly meeting with managers and owners of businesses in different industrial or commercial clusters or sectors. The meeting would give business leaders an opportunity to voice their concerns and needs, and provide elected officials and division heads (building, engineering, finance, public service, etc.) an opportunity to provide an update on the activities and initiatives being undertaken by the City.

While the attraction of new businesses will continue to be important for diversifying the local economy, it is also important for City leaders to continue to incorporate efforts to assist existing businesses. Retaining existing jobs and facilitating the creation of new jobs at existing businesses is the most effective method to achieve economic development. Particular attention should be paid to retaining businesses located in the City's industrial district, within the Mayfield Corridor, Cedar Center Corridor, and the Oakwood Commons development. These areas act as commercial, retail, and industrial nodes in the City and are vital to ensuring a diversified tax base.

COMPREHENSIVE SIGNAGE

To achieve the feel of distinct commercial districts, master sign plans should be developed for each corridor area. The signs should be architecturally compatible with the style, composition, materials, colors and details of the district's buildings and an integral part of each building and site design. A sign program should also be developed for buildings which house more than one business. Franchise or national chains should comply with these standards to create signs sensitive to its context.

MARKETING

Marketing is another key element that South Euclid can utilize to promote awareness of economic development programs and incentives to residents, property owners, and employers. Although South Euclid currently markets available programs through its website, the Heights-Hillcrest Regional Chamber of Commerce, and the First Suburbs Development Council, leaders could further the City's marketing efforts by customizing marketing to specific target audiences.

Due to its ongoing advocacy and cooperative relationship with local businesses, the Visitors Bureau could also become a City partner in developing a marketing strategy that encompasses all sectors of the business community. The creation of easily understood brochures, highlighting local, state, and federal programs and incentives available to local home and business owners, placed in strategic locations throughout the community and at City Hall, would increase participation in economic development programs.

MAIN STREET COMMUNITY

Becoming a "Main Street Community" (as promoted by the National Main Street Center – a subsidiary of the National Trust for Historic Preservation) could be an integral step in enhancing the quality of South Euclid's downtown district (the intersection of Mayfield and S. Green Roads). Although the concept of a Main Street Community is based in historic preservation, it also considers the importance of traditional commercial areas, which is exactly the role of the Mayfield and S. Green commercial district. The improvements that typically accrue in Main Street Communities greatly add to the quality of life, enhance the sense of community, and aid in a variety of overall economic development efforts.

INDUSTRIAL PROGRAMS

The Ohio Department of Development also serves as a clearinghouse for a variety of forms of economic assistance for industries throughout the state. Creation of jobs and providing a local match are usually among the primary factors that elevate an application for such incentives to the level of success in these competitive programs.

CERTIFIED LOCAL GOVERNMENT PROGRAM

The National Park Service and State governments, through State Historic Preservation Offices, provide technical assistance and small matching grants to fund historic preservation projects in communities that are designated as Certified Local Governments. The City of South Euclid is not designated a Certified Local Government and should apply to be considered for matching grant dollars to fund historic preservation projects. The Certification Local Government Program would be valuable for the historic neighborhoods and portions of the Mayfield and S. Green Districts.

ARTS & CULTURE

There is a relatively recent trend in economic development that utilizes arts and culture as a means of attracting eclectic young professionals and general economic growth. The ability of cities to attract this target population is not necessarily limited to large cultural centers, such as Cleveland. Smaller cities like South Euclid also have arts and cultural activities and opportunities that can play a large role in attracting young professionals to the City. Already, South Euclid's population has displayed a large interest in arts and culture. The Mercury Summer Stock theatre group is one such example which, founded in 1998, produces family-friendly musicals and performances. Based out of Notre Dame College, the Mercury Summer Stock is a major asset and cultural attraction of the City.

The City may also wish to consider developing more outdoor public art exhibits. South Euclid may utilize this type of exhibit to celebrate art in public spaces and to create a uniquely accessible cultural

destination where residents and visitors can come to experience art throughout the seasons. This type of opportunity emphasizes engagement, diversity, and education. Through diverse artistic mediums, aesthetic sensibilities, and cultural perspectives, a dialogue about the art and art in public spaces begins. This dialogue contributes to the creation of a place in South Euclid.

Public art can be permanent and connected to our everyday experiences. Art can be integrated with everyday places such as transit stops, bicycle racks, and street signs to name a few.

The use of murals can also introduce life and character into blank walls in the City. Murals should celebrate the City's uniqueness and should not be used for commercial advertisement. Highly visible surfaces such as commercial and industrial buildings, can be transformed into canvasses for local artists. These murals can be another component of the City's collective identity and be part of the South Euclid experience.

SPECIAL IMPROVEMENT DISTRICTS (SIDS)

Special Improvement Districts levy special assessments on properties that are used to provide a number of services to businesses included in the identified district. Some of the services financed with SID revenues include marketing, parking, common area maintenance, and various streetscape improvements such as benches and holiday tree lighting. Involving property owners in early discussions regarding SIDs is vital to initiating a successful program because, the property owners are the individuals being asked to pay additional taxes. Currently, the only SID in South Euclid is the historic Bluestone District (Argonne to Plainfield, from Bluestone to Mayfield Roads) which is both a residential neighborhood and commercial district.

REVOLVING LOAN FUND

Funds could be earmarked to create an economic development incentive revolving loan fund. These funds require minimal long-term capital investment on the part of the City, due to the revolving nature of the loan funds. Loan proceeds replenish the fund as loans are repaid. Eligibility for use of such a fund should be limited to those businesses that would benefit (i.e. highest revenue or greatest number of jobs) to the community.

One South Euclid has the potential to establish a revolving loan fund in the near future using revenue generated from the Build-Grow-Thrive Residential Resale Program. The Home Repair Resource Center has also expressed a desire to aid in implementing a revolving loan fund, which could be used for both residential and commercial renovation programs.



6

Transportation & Access

INTRODUCTION

Transportation systems are vital for moving people and goods and serving existing businesses. They also play a major role in guiding the location and type of new development that occurs. The following section provides an overview of the transportation networks in the City of South Euclid. The City is committed to a transportation network that interconnects South Euclid's various land uses and ensures safe and easy access to places and spaces both within the City and the region.

EXISTING MOTORIZED TRANSPORTATION NETWORK

ROAD CLASSIFICATION

Functional classification is the process of grouping highways and streets into classes, or systems, according to the character of service (the type and volume of traffic) they provide. The Federal Highway Administration (FHWA) promulgates the classification scheme. Criteria for classifying roads relate to daily trips, area serviced and characteristics of the road. Streets in South Euclid are grouped into five classifications: principal arterials, major arterials, minor arterials, collector streets, and local streets.

Road classifications also establish the eligibility of roads for various funding programs. For example, Federal funds may only be used on road improvements in urban areas on arterial and collector streets.

The classification of streets in South Euclid is represented on Map 5: Road Classifications.

Principal Arterials

Principal arterials serve major traffic movements and provide regional mobility. As a result, principal arterials have the highest traffic volumes and the longest trips and carry most trips entering and leaving urban areas. There are three types of principal arterials: interstate highways, other freeways and expressways, and non-freeway principal arterials. There are no principal arterials located in the City.

Major Arterials

Major arterials serve major traffic movements, but have lower traffic volumes and less restricted access than principal arterials. Major arterials in South Euclid include Mayfield, Warrensville Center, and Cedar Road.

Minor Arterials

Minor arterials interconnect with the principal and major arterial system and provide trips of moderate length with a lower level of mobility. Minor arterial roads also place more emphasis on land access than major arterial roads. Minor arterial roads in South Euclid include S. Green Road and Monticello Boulevard.

Collector Streets

Collector streets provide access and circulation within developed areas. The purpose of a collector street is to collect traffic from the local street system and funnel it to the arterial street system. The only collector road in South Euclid is Belvoir Boulevard.

Local Streets

Local streets provide direct access between a parcel and collector and arterial streets. Movement of through traffic is generally discouraged on local streets. Most streets in a residential neighborhood are examples of a local street. In South Euclid, the majority of streets are local streets.

ROAD IMPROVEMENTS AND MAINTENANCE

Maintenance of aging roads and improvements to roads that are at or near capacity is a major factor impacting South Euclid. Participants mentioned at various public engagement sessions that a number of roads are in poor condition and that vehicles often speed on residential streets. As the City and its infrastructure age and require traffic calming measures, additional maintenance and improvements will be inevitable, so alternative-funding mechanisms may need to be explored.

PUBLIC TRANSPORTATION

EXISTING TRANSIT ROUTES

The Greater Cleveland Regional Transit Authority services South Euclid with bus service on the following routes:

- #7 Monticello – Euclid Heights
- #9 Mayfield
- #32 Cedar
- #34 East 200 – Green
- #41 Warrensville

South Euclid also belongs to the Community Partnership on Aging, which is a multi-jurisdictional agency that provides programs and support to the older populations. The organization has partnered with Senior Transportation Connection in order to provide transportation to eligible, registered users and enables them to reach destinations for shopping, health care and other appointments.

COMMUTING

Given South Euclid’s location as an inner-ring suburb of Cleveland, it is common for many residents to commute to work with an average travel time of 23 minutes. The majority of employees, over 90 percent, use a vehicle as their primary mode of transportation. In comparison to Cuyahoga County as a whole, fewer residents use public transit, walk or use other means to get to work in South Euclid.

TABLE 6.0: COMMUTING TO WORK & MODES OF TRANSPORTATION, 2011

	South Euclid		Cuyahoga County	
	Number	Percentage	Number	Percentage
Vehicle, Drove Alone	9,515	82.8%	456,392	79.6%
Vehicle, Carpooled	853	7.4%	45,411	7.9%
Public Transportation	410	3.6%	32,680	5.7%
Walked	145	1.3%	14,254	2.5%
Other Means	180	1.6%	6,047	1.1%
Worked at Home	394	3.4%	18,277	3.2%
Mean Travel Time	23.3 minutes		23.7 minutes	

Source: US Census, 2011 American Community Survey five-year estimates

Expansion of the public transportation services in South Euclid would allow City residents and visitors greater access to various business districts and attractions within the City but also to Cleveland’s regional attractions. In addition to greater access to employment and cultural and entertainment amenities, expansion of the public transportation services would foster smart growth concepts and increase environmental stewardship in the City.

COMPLETE STREETS

“Complete Streets” is the concept that roads should be safe and available for all types of users, not merely automobiles. Complete streets promote vibrancy and reduce crime. In many ways, South Euclid’s streets already have some “complete streets” characteristics, including sidewalks and public transit options. However, improvement can be made.

After receiving public input in support of pedestrian connectivity as part of the planning process for this Master Plan update, the City should continue to pursue non-motorized options, recognizing the safety, financial, economic, and environmental benefits associated with multi-modal transportation networks and “complete streets”.

As is often the case with a community’s long-range goals and objectives, implementation takes place incrementally as funding is available, whether that funding comes solely from the City’s general fund or is comprised of a combination of local and grant monies.

NON-MOTORIZED TRANSPORTATION OVERVIEW

A high quality non-motorized transportation system may consist of a series of interconnected sidewalks, trails, bike paths and other means by which the public can travel without using automobiles. This system provides not only alternative transportation options for the public but also provides many recreational opportunities. An improved non-motorized transportation system has many benefits for the residents of South Euclid that utilize the system, including:

- [1] Increased ability for those without a driver’s license or a vehicle to access areas inside and outside the City that would otherwise be inaccessible.
- [2] Increased safety for those, young and old, who rely on non-motorized transportation.
- [3] Increased transportation alternatives.
- [4] Encouragement of healthy lifestyles for residents.

The current non-motorized transportation system in South Euclid consists of a series of sidewalks that line most roads and some paved trails located in the park systems. The sidewalk systems are often contained within the neighborhood districts and the safe crossing of roads is difficult at certain intersections. Additionally, some sidewalks are substantially more enjoyable to travel down. For instance, residents reported that the sidewalk along S. Green Road is too narrow and close to traffic, especially in the winter when snow is piled on it from the roadway and creates an unsafe atmosphere for pedestrian movement. There are also no bike lanes or other cyclist facilities on this stretch.

It is difficult for residents to fully utilize the existing non-motorized transportation system due to the lack of cyclist infrastructure or interconnected pathways and safe crossing points on major roads. When these stretches are improved and connected, and greater cyclist infrastructure is provided, residents will be able to travel safely to employment, shopping, and other destinations primarily through non-motorized facilities.

BICYCLE INFRASTRUCTURE

Currently, most cyclists ride on existing sidewalks or in the road with motorized traffic (without dedicated lanes, signage or other pavement indicators). In 2009, the Northeast Ohio Areawide Coordinating Agency (NOACA) rated the suitability of roadways in Cuyahoga County for cyclists. The majority of roadways in South Euclid were classified as either (1) suitable only for experienced bicyclists or (2) suitable only for bicyclists having intermediate skills. Both of these classifications indicate that cyclists should have the following skills: some skill at executing defensive maneuvers; some to full knowledge of traffic laws and comfort of riding on roads with moderate to heavy (include truck) traffic. Belvoir Boulevard was the only roadway within the City that was considered suitable for a bicyclist having basic skills.

To offer cyclists, of all skill levels, mobility in South Euclid and to link significant community assets by bicycle, the following four types of bikeways may be implemented, depending on the amount and speed of vehicular traffic on the road.

Bicycle Paths		Bicycle Lanes	
Definition	Acceptable Road Types	Definition	Acceptable Road Types
A pathway completely separated from the road.	All.	Striping of the pavement on a road, which provides bicycle traffic with a designated lane.	Medium-speed.
			
Bicycle Boulevards		Shared Routes	
Definition	Acceptable Road Types	Definition	Acceptable Road Types
Traffic calming and signage on roads indicate a shared space for bicycle movement but no lanes are dedicated to cyclists.	Low-speed.	Both motor vehicles and bicycles share the same lanes; often "sharrows" are used to stripe the pavement, indicating a cyclist potential presence.	Low-speed.
			



7

Goals & Objectives

INTRODUCTION

This chapter of the Master Plan states the goals and objectives for the future development of the City of South Euclid. The goals and objectives are based on the analysis in the previous sections of the Master Plan and input by the Master Plan Steering Commission (MPSC) and the citizens of South Euclid. Public input into the goals and action items took place at various points throughout the planning process, including meetings of the MPSC, focus groups, public forum, and community wide survey. Based on these goals and objectives, the Master Plan can be used by boards, commissions, and committees to assess the impacts of various planning alternatives and make informed decisions in the best interest of the community.

DEFINING GOALS & OBJECTIVES

Goals are general in nature and, as related to community planning, are statements of ideals toward which the City wishes to strive towards. They represent the ultimate purpose of the Plan and are stated in such a way that is both broad and immeasurable. Goals also express a consensus of community direction to public and private agencies, groups, and individuals and are long-range considerations that guide the development of specific objectives and strategies.

Objectives are a means to achieve overall goals and identify the methods in which the goals of the Master Plan may be realized. Strategies are the more specific tasks outlined for how the stated objectives will be accomplished and often take the form of more measurable standards.

Based on feedback from the public engagement sessions, the following goals and objectives, both accomplished and current, are grouped into five distinct themes. A breakout of the goals and objectives by themes gives an overall picture of the key areas for prioritization and correlates to the City's vision statement.

- [1] Neighborhoods
- [2] Parks, Recreation, and Open Space
- [3] Business Districts
- [4] Transportation and Access
- [5] Focus on People

ACCOMPLISHED GOALS & OBJECTIVES

Previous goals and objectives from the 2005 Master Plan which have been accomplished by the City of South Euclid include the following:

THEME	PREVIOUS GOALS, OBJECTIVES & POLICIES	MEASUREABLE ACCOMPLISHMENT
Neighborhoods	Maintain and improve buffers between residential and non-residential uses.	Development of the landscape buffer and screen requirements per §771.32 of the Zoning Ordinance.
	Promote the comprehensive use of new tools that ensures a high level of housing maintenance, such as a systematic inspection program that is tied to a systematic street improvement program.	Creation of a foreclosure filing registration, hired a housing manager, an innovative vacant building ordinance, strengthening enforcement of rental registration and inspections, establishment of a strategic demolition program, a comprehensive analysis of parcels using NST/NEOCANDO, aggressive use of tax foreclosure to bring real estate back into productive use, aggressive enforcement of high grass ordinance, aggressive outreach to those at risk of foreclosure (ESOP, Legal Aid Program).
	Build on the current market interest and support those interested in purchasing and renovating single-family bungalows.	Establishment of Community Reinvestment Areas, the curb appeal grant program, focus on collaborations with lenders, etc.

THEME	PREVIOUS GOALS, OBJECTIVES & POLICIES	MEASUREABLE ACCOMPLISHMENT
Recreation & Natural Features	To preserve and enhance the overall quality of life within the City by managing redevelopment in a manner that provides and maintains a system of parks and create facilities to meet the needs of the community.	The Oakwood Commons commercial development includes the creation of a 21-acre passive recreation park.
	Preserve areas that shape community design and character, i.e. plazas, buffer strips, landscaped yards, street trees and areas visible from roads and sidewalks.	Implementation of parking lot and landscape ordinance requirements.
	Develop community gardens and green infill for vacant lots.	Six community gardens have been developed throughout the city in vacant residential lots. Three pocket parks have also been developed.
	Protect and preserve properties that have designated water quality elements, including groundwater supplies, wetlands, floodplains and streamside riparian zones.	Development of the Riparian and Wetlands Setbacks Ordinance (Chapter 780).
	Protect properties that have been identified as having unique and significant natural features including wetlands, floodplains and natural drainways.	Development of the Riparian and Wetlands Setbacks Ordinance (Chapter 780) and the creation of the Langerdale Urban Marsh.
Business Districts	Development of the CDC to seek funding to provide incentives to attract desirable businesses.	Development of One South Euclid.
	Increase tax revenue.	Oakwood Commons and Cedar Center North developments, and expansion of NDC, USHC, and Monticello and Green manufactures.
	Promote retail/office mixed-use redevelopment at the Mayfield and S. Green Road intersection.	Creation of the M-G District.
	Establish strong design review criteria to control “use relationship” and “street character”.	Development of architectural review guidelines / creation of Architectural Review Board.
	Provide community development support at City Hall.	Hired an economic development manager.

CURRENT GOALS & OBJECTIVES

Below are the goals and objectives of this 2015 Comprehensive Master Plan, broken down by planning theme. One important component of community development that should be considered when formulating projects and advancing these goals and objectives is “placemaking”. Placemaking is an overarching concept for community enhancement that puts primary focus onto the improvement of public spaces through collaboration and community-based participation.

WHAT IS PLACEMAKING?

‘Placemaking’ is both an overarching idea and a hands-on tool for improving a neighborhood, city or region. It has the potential to be one of the most transformative ideas of this century.”

– Project for Public Spaces, www.pps.org

In communities with strong engagement by diverse, passionate residents and key stakeholders, placemaking is a process that capitalizes on assets, inspiration, and potential, “ultimately creating good public spaces that promote people’s health, happiness and well-being” (www.pps.org/reference/what_is_placemaking/). South Euclid’s community leaders can further the below goals and objectives – and implement projects – that further the quality of the public realm by relying on the principles of placemaking, such as:

1. The community is the expert.
2. Create a place, not a design.
3. Look for partners.
4. You can see a lot just by observing.
5. Have a vision.
6. Start with the petunias: lighter, quicker, cheaper.
7. Triangulate.
8. They always say “it can’t be done”.
9. Form supports function.
10. Money is not the issue.
11. You are never finished.

Source: Project for Public Spaces, *11 Principles for Creating Great Community Places*.

Consider these principles when embarking on any project in the public domain, such as road improvements and downtown streetscape construction.



NEIGHBORHOODS

Promote a diverse and inclusive selection of residential dwelling types in neighborhoods that are safe, attractive and well connected to community amenities.

GOAL 1 Promote a diverse range of quality housing choices for all phases of life.		
OBJECTIVES	1.a	Provide more single-family housing choices to meet the needs / desires of the region’s homebuyers, recognizing that: <ul style="list-style-type: none"> • Housing decisions are made based on lifestyle preferences and ability to pay. • Housing chosen solely on its affordability is only a temporary choice until household can afford to move to its lifestyle preference.
	1.b	Encourage the maintenance, redevelopment and rehabilitation of older multiple-family housing developments.
	1.c	Encourage the development of senior housing options for those 55 years and older to meet the needs of the growing senior population to allow residents to “age in place”.
	1.d	Develop additional housing for college students (Notre Dame, John Carroll, and Case Western) near established commercial corridors.
	1.e	Discourage encroachment of college housing into established single-family neighborhoods.
	1.f	Develop a broad mix of housing options (townhouses, condos, lofts, etc.) for young professionals near established commercial corridors.
	1.g	Increase permitted residential densities in select districts to alleviate development pressures in established single-family districts.
	1.h	Conditionally permit multi-family developments in the C-1 and C-2 Districts.
GOAL 2 Preserve and protect existing neighborhoods in keeping with the community vision.		
OBJECTIVES	2.a	Enforce existing property maintenance codes.
	2.b	Promote green building practices and incentivize the use of pervious pavement, rain gardens, swales, alternative energy sources, and other best management practices.
	2.c	Implement projects identified in the City’s systematic CIP to upgrade residential streets to current standards.
	2.d	Encourage the preservation of the established character of developed single-family residential districts, respecting historical development patterns.
	2.e	Residential development and redevelopment should preserve important natural features such as steep slopes, watercourses, wetlands, and wooded areas.
	2.f	Neighborhood scale amenities, such as parks, schools, recreational facilities, and open space should be encouraged when new or redevelopment occurs.
GOAL 3 Prioritize vacant, underutilized residential properties for redevelopment.		
OBJECTIVES	3.a	Develop and maintain an inventory of all vacant properties and evaluate and prioritize redevelopment depending upon location, size, future land use and potential revenue generation.
	3.b	Expand the Green Neighborhoods Initiative and use current projects as a template for the private sector to follow when addressing vacant and foreclosed homes.
	3.c	Encourage infill housing that is respectful of the character of the surrounding area.

PARKS, RECREATION, AND OPEN SPACE

Promote and implement measures that will make the City a cleaner, healthier, and more environmentally friendly community.

GOAL	4	Maintain a “right-sized” system of parks, open spaces, and recreational facilities to meet the needs of the community.
OBJECTIVES	4.a	Maintain and upgrade existing parks and recreational facilities as necessary.
	4.b	Provide space for active and passive recreation and encourage site development that is sensitive to the area’s natural characteristics.
	4.c	Provide incentives (density bonuses, creative design, clustering, etc.) to ensure quality open space is incorporated into private development.
	4.d	Seek opportunities to share facilities with other public and quasi-public agencies such as the school districts and non-profit organizations and institutions.
	4.e	Encourage the active participation of adjoining neighborhoods in the development, operation and support of new parks and programs.
GOAL	5	Preserve and conserve environmental features for present and future residents.
OBJECTIVES	5.a	Establish performance-based regulations that encourage land preservation.
	5.b	Protect property that provides exceptional habitats for plants, fish and wildlife species or can be reclaimed to provide for biodiversity or other environmental needs.
GOAL	6	Create a system of open space linkages that form a connected network of parklands within the City.
OBJECTIVES	6.a	Assemble properties that create or enhance linkages connecting to state and municipal parks for pedestrians, bicyclists, or similar uses within the City.
	6.b	Assemble properties that create or enhance linkages connecting to commercial nodes of activity.
	6.c	Link school sites to the open space parkland network.

BUSINESS DISTRICTS

Create an environment that is conducive to development, redevelopment and the growth of businesses. Support existing business districts with appropriately sited and attractively designed retail, service, and entertainment establishments.

GOAL 7 Increase tax revenue and quality of investment.		
OBJECTIVES	7.a	Maintain and promote the redevelopment, rehabilitation and adaptive reuse of existing commercial sites and buildings within existing commercial areas.
	7.b	Work with County, State and Federal agencies to identify programs and offer incentives to businesses looking to establish within the City.
	7.c	Revise signage design standards to ensure future uniformity and architectural character.
	7.d	Encourage innovative design in line with smart growth principles.
	7.e	Capitalize on existing assets and activity centers by creating or expanding mixed-use districts.
	7.f	Promote One South Euclid and continue to market the unique attributes of the City as a means of attracting new and retaining existing businesses.
	7.g	Increase communication between South Euclid and its business community.
GOAL 8 Prioritize vacant, underutilized commercial properties for redevelopment.		
OBJECTIVE	8.a	Develop and maintain an inventory of all vacant properties and evaluate and prioritize redevelopment depending upon location, size, future land use and potential revenue generation.
GOAL 9 Revitalize the traditional commercial center along Mayfield Road.		
OBJECTIVES	9.a	Promote retail, office, and mixed-use core redevelopment at the intersection of Mayfield and Green.
	9.b	Concentrate commercial development in nodes as opposed to strips.
	9.c	Allow for the denser development of office uses to create a critical mass of knowledge workers.
	9.d	Permit retail and office expansion or redevelopment into adjacent residential parcels that are no longer viably used for single-family residences.
GOAL 10 Revitalize the industrial core surrounding Monticello Boulevard and S. Green Road.		
OBJECTIVES	10.a	Encourage a diversified industrial base by acknowledging the changing economy and permitting the growth of high technology, low impact "green" businesses and life science and knowledge-based industries.
	10.b	Identify incentives and flexible mechanisms to permit the conversion of existing industrial site to office/research use.
	10.c	Remediate potential brownfield contamination to make land available for development.
	10.d	Encourage owners of industrial property to improve the site's appearance and provide buffering and screening to protect neighboring residential properties.

TRANSPORTATION & ACCESS

Encourage an efficient and safe multi-modal transportation network that facilitates economic growth while integrating various modes of transportation to ensure a higher quality of life for South Euclid’s residents.

GOAL	11	Promote and encourage connectivity and the beautification of roadways.
OBJECTIVES	11.a	Incorporate non-motorized paths and way-finding signage.
	11.b	Undertake streetscape improvements within the business districts to create cohesive districts that residents and visitors recognize as distinct districts with elements of green design (low impact development).
GOAL	12	Increase the length, quality, and accessibility of the non-motorized transportation network within the City.
OBJECTIVES	11.a	Connect existing non-motorized segments by filling the gaps between them and connect existing activity centers.
	11.b	Support enhanced public transportation service.
	11.c	Coordinate with the AMATS and ODOT to promote development of bike paths adjacent to State rights-of-way.
GOAL	13	Provide for “Complete Streets” on all South Euclid roadways that emphasize safe, attractive, and comfortable access and travel to all users.
OBJECTIVES	13.a	When road construction occurs, include sidewalks, bicycle lanes/path, wider shoulders, street trees, and other low-impact landscaping elements to complement the roadway.
	13.b	Provide well-designed crosswalks to increase motorist awareness and pedestrian safety.
	13.c	Maintain residential streets to promote safety and aesthetics.
	13.d	Accommodate increases in traffic volumes through road maintenance, intersection improvements, signalization improvements and upgrading the road network.

FOCUS ON PEOPLE

Promote South Euclid as a family-friendly, inclusive community of choice for all types of people and seek to maintain and improve communications among residents, business owners and policy makers.

GOAL	14	Promote and market the City’s inclusive nature by emphasizing tight-knit neighborhoods.
OBJECTIVES	14.a	Ensure that redevelopment fosters the continuation of a quaint community that preserves the established nature of South Euclid’s neighborhoods.
	14.b	Foster a sense of community through the expansion of neighborhood associations and groups.
	14.c	Educate the community on civic affairs, current initiatives and available resources.
GOAL	15	Support, foster, and build upon the cooperative relationship with the South Euclid Lyndhurst School District.
OBJECTIVES	15.a	Maintain collaboration on efforts such as the Safe Routes to Schools program.
	15.b	Promote the elementary school as the neighborhood-level gathering place and core “building block” for relationship building.
GOAL	16	Build on regionalism.
OBJECTIVES	16.a	Cooperate with nearby communities through the exchange of information on development and redevelopment issues, and other shared interests, such as community facilities and services, and development along shared boundaries.
	16.b	Promote an approachable, friendly, and transparent City government.
	16.c	Collaborate with surrounding communities to provide a place for residents with year-round recreation opportunities.



8

Future Land Use & Potential Intensity Change Areas (PICAs)

INTRODUCTION

The South Euclid Future Land Use Plan serves as a guide for the community's land use vision of the next 10 to 15 years. It is based on an analysis of land use issues facing the City, existing uses and conditions, demographic and housing statistics, physical constraints and resources, community infrastructure, circulation patterns, and the goals and objectives set forth by the community. Through land use planning and land use controls, the City intends to ensure that the historic nature of the community's neighborhoods are protected, that economic development is encouraged, that the parks and open spaces are preserved and enhanced, and that the downtown core and commercial corridors become vibrant and exciting places to visit.

FUTURE LAND USE CLASSIFICATIONS

This Future Land Use Plan constitutes the development policy of the City, and as redevelopment occurs, the Plan should be updated to address how new uses and structures have impacted the infrastructure and existing conditions.

The future land use categories for the City are described below.

CITY RESIDENTIAL

The City Residential category depicts neighborhoods featuring a traditional grid layout, an older house stock, and a denser configuration than other residential categories. The form of these residential blocks promotes social interaction, walkability, and safety, and should be preserved as well as possible. Uses in this category include detached and attached residential dwelling units, schools, parks, and other compatible municipal and civic uses.

It is the intent of this Plan to permit substantial redevelopment of City Residential in order to accommodate a variety of single-family, detached and attached units. However, new dwelling units or substantial modifications to structures should be designed with quality materials, and conform to the dominant architectural typology of the block. Alternative architectural styles may be appropriate, provided the character of the residential block is enhanced. Garages should be located in rear yards.

HAMLET RESIDENTIAL

The Hamlet Residential category is designed to preserve the character of the City's historic but lower density neighborhoods. These neighborhoods feature larger lots than City Residential, preserved trees, an irregular street pattern (including dead ends), and a variety of designs of single family homes. Uses in this category should be restricted to single family residences, parks, and other compatible municipal and civic uses.

Roads in the Hamlet Residential category should be designed for slow traffic and local access only. Sidewalks should be constructed so that children feel safe walking to schools and parks. Walking paths should be added between dead-end streets to increase connectivity, especially where excess right-of-way is available. Any new roads constructed should match the existing street grid and connect to existing streets in at least two places. New homes in the Hamlet Residential district should respect the existing fabric of the neighborhood in scale and design. Natural features, especially trees, should be preserved.

PRESERVATION RESIDENTIAL

The Preservation Residential category is designed to allow residential development while protecting South Euclid's remaining rural/natural areas. The Preservation Residential mainly encompasses the northwest residential section of South Euclid and typically features "rural estate" residences on large lots with preserved natural features. Uses in this category should be restricted to single family residences.

MULTIPLE-FAMILY RESIDENTIAL

Multiple-family residential includes the City's existing apartments, condominiums, and duplexes that are not within the mixed use character areas. These multi-family buildings are planned to stay, but additional high-density housing should be located in the mixed use character areas. Recommended uses in this category include apartments, condominiums, townhouses, and duplexes.

Multiple-family buildings should be built with high-quality materials and should be architecturally compatible with their surroundings. Stand-alone sites should be designed with attractive entrances

and porches that allow residences to experience the street. Complexes should be designed to preserve trees and other natural features. They should also feature amenities and green space, be internally walkable, and connect logically to their surroundings for both automobiles and pedestrians.

CEDAR GATEWAY CORRIDOR

See PICA #1 for additional information.

GREEN MIXED USE CORRIDOR

See PICA #2 for additional information.

MAYFIELD CITY CORE

See PICA #3 for additional information.

MONTICELLO DISTRICT

See PICA #4 for additional information.

WARRENSVILLE CENTER MIXED USE CORRIDOR

This category is intended for larger scale commercial uses that provide goods and services for residents of the larger region. Smaller scale commercial and office buildings may expand from this development south, reaching the Cedar Mixed Use Corridor. This district includes office, general retail commercial, food service, and entertainment uses. Existing residential units may be preserved or converted to small scale commercial uses.

PARKS, RECREATION, & OPEN SPACE

This category encompasses the various public park and recreational areas in South Euclid, including the Euclid Creek Reservation. All areas should maintain uses which promote the inclusion of the public and provide recreational and gathering opportunities. Existing parks and pedestrian and cyclist trails should be maintained. Additional pathways and associated amenities (i.e. bicycle racks, water fountains, wayfinding signage, lighting, etc.) should be constructed as needed. The connection of pathways to connect the parks is strongly encouraged. Sufficient parking should be provided for public facilities and designed to minimize stormwater runoff and implement low-impact development techniques (pervious pavement, bioswales, etc.).

INSTITUTIONAL DISTRICT

Areas planned for institutional uses are suitable for public and quasi-public uses such as City buildings, libraries, schools, cemeteries, and other similar owned and operated uses. Additionally, religious institutions and non-profit organizations are included in this classification. Existing institutional uses are planned to stay in their current locations for the future. In the event that a building will be repurposed, it should be used and designed in a manner consistent with surrounding land uses.

POTENTIAL INTENSITY CHANGE AREAS

As an extension of the future land use categories, specific redevelopment districts have been identified for the City. South Euclid's position as an inner-ring suburb presents several constraints regarding redevelopment. It is clear that many of the City's options are defined and fixed by regional forces over which the City has limited control. However, the purpose of this Plan is to identify those areas where the City can realistically affect change. In considering the various redevelopment options presented, the City needs to take into account the relative difficulty of an option and the ability of an option to be supported by the market alone, or whether financial and administrative assistance will be required. It must also be acknowledged that in order for the City to effectively address the underlying fundamental issues that are associated with redevelopment, options must extend beyond traditional, status quo approaches.

Today, the City of South Euclid is at an important "life" stage. The City's population is changing, preferences for housing typologies are moving toward a new model, and the City is near build-out status. It is vital that redevelopment occurs in a planned fashion that addresses these factors to meet the needs of both existing residents and also to attract additional populations. The redevelopment or reuse of underutilized areas, which often have a detrimental effect on surrounding areas, has the potential to increase local economic benefits with reuse. The main areas targeted for such redevelopment are considered "Potential Intensity Change Areas" and are defined below.



DEFINING A POTENTIAL INTENSITY CHANGE AREA

A Potential Intensity Change Area is any spatial area that is a candidate for a “change in intensity” within the planning period of five, 10, or 20 years. PICAs can be large in size, spanning an entire corridor or neighborhood or smaller, such as a collection of a few parcels or even a single parcel.

The change in intensity of an area can be based on one or several of the following:

- Future competitiveness;
- Physical or economic patterns;
- Conditions or the arrangement of land, buildings, lots, or blocks;
- Land use of adjacent parcels; and/or
- Existing inappropriate intensity of use.

PICAs are critical to identify during the master planning process because they suggest places for more or less intensity of use, which impacts factors such as density, the environment, traffic, infrastructure, and so on.

Basic redevelopment policies surrounding PICAs are:

- [1] Continue to foster redevelopment of the existing commercial/industrial areas, recognizing that while this approach eliminates functional obsolescence, it only marginally increase the City’s non-residential tax base.
- [2] Substantially increase the City’s non-residential tax base by (a) enabling and facilitating the expansion of non-residential uses, even if it means the redevelopment of select residential areas; (b) enabling higher intensity development and redevelopment in select non-residential areas when supported by the market; and (c) taking steps to enable and provide incentives for the development of a wider range of housing choices.
- [3] Identify suitable locations for housing and enable regulations and financial incentives to promote redevelopment of existing single-family areas to meet market preferences.
- [4] Create a consistent palette of streetscape amenities. A consistent streetscape will define the districts beginning and ending points and let a person know when they have entered somewhere special. Streetscape enhancements can be installed over time as sites are redeveloped or done all at once. Consistent implementation and continued maintenance of the streetscape design must be done to achieve the desired outcome.

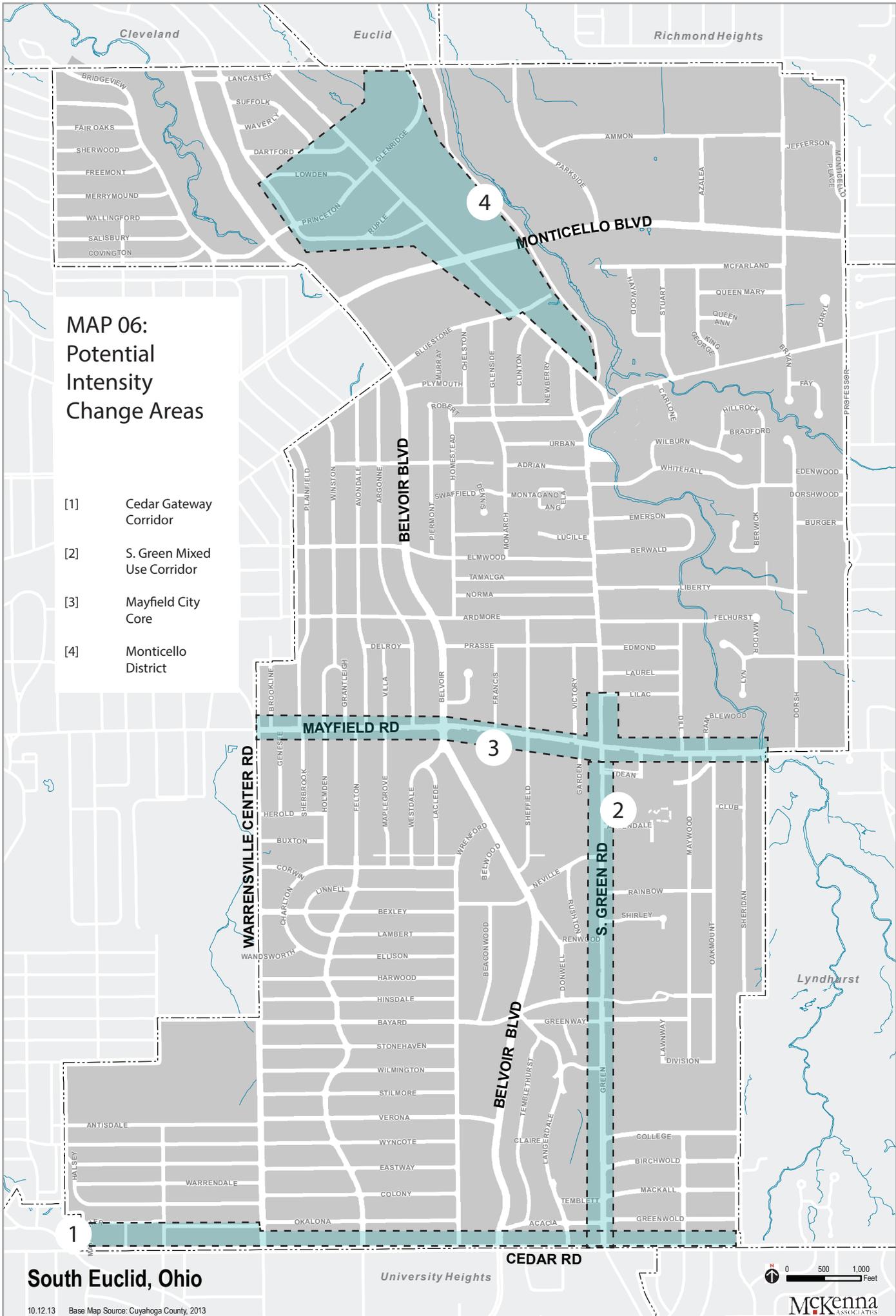
POTENTIAL PICAS IN SOUTH EUCLID

The following is a list of potential PICAs in South Euclid where changes in intensity are recommended or expected to occur within the next 20 years. Each PICA is designated on Map 6 and is characterized by its existing conditions, challenges, opportunities and future land conditions.

- Cedar Gateway Corridor;
- S. Green Mixed Use Corridor;
- Mayfield City Center; and
- Monticello District.

MAP 06: Potential Intensity Change Areas

- [1] Cedar Gateway Corridor
- [2] S. Green Mixed Use Corridor
- [3] Mayfield City Core
- [4] Monticello District



South Euclid, Ohio

University Heights



PICA #1 | Cedar Gateway Corridor

EXISTING CHARACTER



Cedar Road / Miramar Boulevard



Cedar Center North



Cedar Road

LOCATION

The north side of Cedar Road from the western City boundary with Cleveland Heights to the eastern City boundary with Lyndhurst.

EXISTING CONDITIONS

Single-family dwellings.

Retail plazas at the intersection of S. Green and Cedar Roads.

Auto-oriented commercial and low-density office between Miramar Boulevard and Warrensville Road.

Large vacant parcel at the northeast corner of Miramar Boulevard and Cedar Road.

Cedar center plaza at the northwest corner of Warrensville and Cedar Road.

FUTURE LAND USE & CHARACTER PLAN

Intent

The Cedar Gateway Corridor will be considered the “front porch” of South Euclid as Cedar Street captures travelers from I-271 and downtown Cleveland and offers visitors a quick glimpse into South Euclid.

Uses

Appropriate uses include commercial uses such as office, general retail, food service that complement the higher density commercial uses on the south side of Cedar Road, mid-sized lodging facilities or boutique hotels for visitor populations associated with Notre Dame College and John Carroll University, and a park and ride transportation facility. High quality, contemporary multifamily residential uses, such as modern apartments, townhouses, and condominiums geared towards young professionals are also encouraged. Existing single family homes may be preserved. Automotive oriented uses such as gas stations, auto repair, or drive-through facilities may be appropriate in certain instances.

Design

Setbacks on the front and side should be minimal and setbacks along the rear of lots should be respectful of parking, loading, and circulation needs. High quality architecture which compliments and enhances existing development. Parking should be provided behind establishments or along side streets in private or public lots. The design of parking lots should be attractive and environmentally conscious, with high quality landscaping.

PICA #2 | S. Green Mixed Use Corridor

EXISTING CHARACTER



S. Green Road

LOCATION

The S. Green Mixed Use Corridor district is located between Cedar and Mayfield Roads.

EXISTING CONDITIONS

Single-family dwellings.
Notre Dame College Campus and athletic fields.
University Suburban Health Center.
Cuyahoga County Public Library.
Religious institutions.
Professional and medical offices.
Langerdale urban marsh.

FUTURE LAND USE & CHARACTER PLAN

Intent

It is the intent of this Plan for the S. Green corridor to retain its historic and unique charm while permitting a wide mix of uses to establish itself as a medical and educational corridor.

Uses

Appropriate uses include residential and office uses of multiple various densities, medical facilities and the expansion of the University Suburban Health Center, Notre Dame College and other institutional uses (i.e. the Cuyahoga County Library), and low-intensity retail uses which complement the medical and institutional facilities.

Design

S. Green Road should be a walkable, attractive corridor with visible intersections and traffic calming measures. High quality architecture which compliments and enhances existing development and historical structures is strongly encouraged. Garages, if provided, should be located in and accessed from side or rear yards. Parking areas in the S. Green corridor are strongly encouraged to be located in side or rear yards. Front yard parking is discouraged. Parking lots should be accessed from shared access drives to reduce or eliminate the number of curb cuts.

PICA #3 | Mayfield City Core

EXISTING CHARACTER



Mayfield Road



LOCATION

Mayfield Road, east / west from Warrensville Center to Dorsh Road and north along S. Green to Lilac.

EXISTING CONDITIONS

Auto-oriented retail, restaurants, and bars.
Large, underutilized surface parking lots.
Offices.
Religious institutions.
Commercial vacancy, especially around the Mayfield and S. Green Road intersection.
Urban gardening.

Intent

The traditional, downtown section of South Euclid is not merely the retail uses along Mayfield Road; it also encompasses the public and institutional uses, churches, and cultural attractions that make the City's historical center a gathering place for the entire community and visitors. The City Core category is intended to preserve the area defined as "downtown" South Euclid, and to expand that pattern of compact, traditional, mixed-use development.

Uses

Commercial infill and redevelopment intended for this category include service, professional, retail businesses (especially locally owned), quality sit-down restaurants and nightlife establishments (i.e. a brewery) that encourage foot traffic and do not require large parking lots. Institutional and recreational uses, especially those celebrate local arts such as galleries, are strongly encouraged. Automotive oriented uses such as gas stations, auto repair, or drive-through facilities are not appropriate in the City Core area but may be appropriate along the western or eastern sections of the Mayfield corridor.

FUTURE LAND USE & CHARACTER PLAN

While in the past the City has mainly allowed commercial uses in this area, it is the intent of this Plan to also permit some residential uses in the downtown. Examples of permitted residential uses would be denser, more walkable multifamily housing (upper-floor apartments located above retail businesses, townhouse-style buildings, and apartment buildings, independent senior facilities) that are compatible with the existing character of the district and cluster in nodes along the corridor.

Design

The existing block structure of the City Core should be maintained. Right-of-ways should be designed to facilitate a walkable environment, including sidewalks, frequent and safe pedestrian crossing points, traffic calming measures, and on-street parking. An overall streetscape design plan and form based code standards for structures should also be developed at this time.

Setbacks on the front and side should be minimal and setbacks along the rear of lots should be respectful of parking, loading, and circulation needs. New and renovated buildings should be designed to reflect the historic character of the City.

Parking should be provided behind establishments or along side streets in private or public lots. The design of parking lots should be attractive and environmentally conscious, with high quality landscaping. On-street parking should also be available. A road diet is encouraged for Mayfield Road which would narrow vehicular lanes and slow traffic, provide on-street parking, and non-motorized infrastructure. Identification and wayfinding to parking areas could also be provided for residents and visitors.

PICA #4 | Monticello District

EXISTING CHARACTER



S. Green Road, north of Monticello Blvd.

LOCATION

The industrial and multiple family area located north and south of the intersection of Green Road and Monticello Boulevard.

EXISTING CONDITIONS

Auto oriented convenience commercial.
Surface parking lots.
Advanced industrial facilities (AeroControlex, Rochling-Glastic, and Gent).
Multiple-family housing complexes.
Residential vacancies.
City owned property along Greenvale.
Vacant Lowden site.

Intent

This classification includes South Euclid's existing and planned manufacturing, warehousing, and other industrial and intensive commercial businesses. It is the intent of this Plan to foster a high-tech, green industrial campus with an emphasis on multifamily housing options and small-scale commercial opportunities.

Uses

A wide variety of uses should be developed in the planned industrial area, including advanced industrial facilities, and green, research industries. A well-designed, small-scale commercial node is planned for the intersection of S. Green Road and Monticello Boulevard. The redevelopment and rehabilitation of existing multiple-family complexes is a key priority. Development of independent senior living facilities and the expansion of Quarry Park North are also planned.

FUTURE LAND USE & CHARACTER PLAN

Design

Roads in the industrial areas should be designed to be sufficient for truck traffic, without making them unsafe for pedestrians. Pedestrian and cyclist infrastructure should be expanded.

Buildings in this district should be designed to be long-lasting and to support efficient industrial practices. Sites should be designed to minimize off-site impacts and to reduce pollution and site contamination to the extent possible. Stormwater should be controlled on-site to the extent possible. The industrial uses in this district should also be buffered with preserved trees or heavy landscaping, to avoid negative impacts on surrounding residential properties.

Parking lots should be sufficient to support employee parking and truck maneuvering, but should not be excessively large.



Implementation

OVERVIEW

The Master Plan represents a vision for the future of South Euclid – a vision to preserve and enhance the best characteristics of South Euclid while making the most of opportunities that come with redevelopment. The Plan provides goals and objectives that should be considered in the daily decision-making by the City. Successful implementation of the Plan will be the result of actions taken by elected and appointed officials, City staff, public sector agencies, and private citizens and organizations.

The Plan's success depends largely on efforts to inform and educate citizens about the Plan and the need for guidelines to implement the Plan. Additionally, since many of the Plan's recommendations are important to the long-range welfare of the City, South Euclid must aggressively pursue outside funding to provide seed money to achieve its long-range objectives.

SUMMARY OF RECOMMENDATIONS

ACTION PLAN

The matrices on the following pages summarize the recommended actions and strategies for South Euclid. The matrices are organized by the following four themes:

[1] Planning & Zoning

Evaluation of the City's Zoning Ordinance and amendments to City regulations as necessary to implement the recommendations of this Plan. Continuous evaluation of the recommendations of this Plan must occur at regular intervals to ensure that the overall vision for the future development of the City remains relevant.

[2] Civic Improvements

Improvements such as parks, public spaces, and utility systems fall into this category. Civic improvements are generally funded through public funds and grants and are tangible "bricks and mortar" projects.

[3] Transportation & Circulation Improvements

Improvements to the City's motorized and non-motorized circulation system fall into this category.

[4] Economic Development

This category includes the economic and physical development of South Euclid. These improvements include a wide range of activities from physical development activity to promotion and marketing, and may be completed by other public or private entities, or some combination thereof.

Each matrix presents a detailed summary of all the recommended implementation projects, their priority and time frame, and available funding resources. The following key is used for the priority and timeframe of each project.

IMPLEMENTATION MATRICES

The charts on the following page summarize the recommended actions and strategies for South Euclid. The charts present a detailed summary of all the recommended implementation activities, the responsible parties for completing the action and available funding resources for each activity.

KEY

Priority

Most Important.....A
Very Important.....B
Important.....C

Timeframe

1 – 5 Years.....A
6 – 10 Years.....B
Ongoing.....C
As Available.....D

Collaboration

Collaboration with others is a key priority for the City, especially in regards to the redevelopment of its corridors and transportation projects as such developments impact the larger region. Regional planning efforts at the State and County level are particularly important to consider in conjunction with City efforts. For this reason, an additional column is added to each implementation matrix which, when marked with an "X", indicates that the project should be a joint planning effort and accomplished with other entities.

PLANNING & ZONING

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Prioritize and incentivize infill development along the Mayfield City Core corridor.	A	1	+	+	X
Draft and adopt Zoning Ordinance amendments for the following: <ul style="list-style-type: none"> Residential conditional uses for urban agricultural (hoop houses, poultry standards, etc.); Dark store ordinance / standards; and Adult regulated uses (esp. sexually oriented businesses). 	A	1	+		
Strengthen Architectural Review Board standards.	A	1	+		
Incentivize new housing development for young professionals and seniors to provide additional housing choices/stimulate the housing market.	A	2	+	+	
Develop and implement a Form Based Code urban design plan for the Mayfield City Core corridor.	A	4	+	+	
Undertake a sign code update to create design and architectural character standards.	B	1	+		
Develop a Parks and Recreation Master Plan.	B	1	+		
Prioritize and encourage independent senior housing facilities at the following locations: <ul style="list-style-type: none"> [1] Francis Court; [2] Between Warrensville and Wrenford Road and between Cedar and Harwood Road; [3] The former Lowden site; and [4] The general vicinity of Mayfield and South Green Roads. 	B	2	+	+	
Educate residents on available housing options, as well as homeownership, financial responsibility, and landlord-tenant relations.	B	3	+	+	
Identify park and recreational needs of the community and devote resources to areas based on anticipated needs and existing recreational amenities.	B	4	+		X
Develop standard informational materials to increase public awareness as part of the development review process.	C	2	+		
Review of the existing noise ordinance.	C	3	+		
Collaborate with municipalities on a regional community recreational center.	C	4	+		X
Review the Master Plan every five years.	C	4	+		

CIVIC IMPROVEMENTS

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Create a youth commission with an emphasis on after-school activities and summer programming.	A	1	+	+	X
Partner with private landowners to provide incentives for tree planting to maintain and improve the tree canopy.	A	1	+	+	
Develop and implement a streetscape design plan for the Mayfield City Core corridor.	A	3	+	+	X
Implement a "Clean Sweep" program (a once a year run-through by City officials to check the status of vacancies, blight, and code enforcement).	B	1	+		
Develop gateway elements at select locations throughout the City.	B	1	+		X
Design and install a wayfinding signage system to assist visitors and advance the South Euclid brand.	B	1	+		
Continue to work with local organizations to support community relations and enforce positive perceptions about the City.	B	4	+		X

CIRCULATION IMPROVEMENTS

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Pursue the rails-to-trails non-motorized pathway along the former Euclid Railroad to connect to the Euclid Creek Reservation with other involved agencies.	A	1	+	+	X
Coordinate with ODOT to achieve the City's road maintenance priorities.	A	2	+		X
Improve sidewalks lacking ADA accessibility and pedestrian safety.	A	2	+		
Improve pedestrian crossings at intersections, especially along school routes.	A	2	+		X
Coordinate with ODOT to apply a road diet on Mayfield Road which emphasis's on-street parking and non-motorized transit opportunities.	A	3	+		X
Coordinate with ODOT to apply a road diet on South Green Road which emphasis's on-street parking and non-motorized transit opportunities.	A	3	+		X
Improve and replace roadways as necessary; target streets according to the CIP.	A	4	+	+	
Expand and improve the bicycle network throughout the City.	B	1	+		
Develop a non-motorized boulevard along Miramar Boulevard.	B	2	+		
Develop traffic calming measures along Mayfield Road and other roads as necessary.	B	4	+		

ECONOMIC DEVELOPMENT

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Coordinate with OneSouthEuclid to identify activities and functions where City staff and policymakers can add value to the success of local businesses.	A	1	+	+	
Identify blighted structures that cannot be rehabilitated and create a program for targeted demolition.	A	3	+	+	
Promote the redevelopment of the multiple family housing complexes located between S. Green Road and Euclid Park Road.	A	3	+	+	
Implement redevelopment strategies for the redevelopment of the Cedar Gateway Corridor (PICA #1).	A	4	+	+	X
Implement redevelopment strategies for the redevelopment of the Mayfield City Core Corridor (PICA #3).	A	4	+	+	X
Work with regional economic development agencies to attract new companies and businesses to designated areas within the City.	A	4	+		X
Market South Euclid to developers of attached condominiums and other housing types that appeal to retirees wanting to downsize and "age in place".	B	2	+	+	
Improve and expand social / cultural events in the City.	C	1	+	+	X
Market the City as an ideal place to initiate and / or expand high-tech, life-science, and low impact, "green" business / industries.	C	4	+		X
Initiate the remediation of potential brownfield contamination of industrial sites.	C	4	+	+	



Appendix A: Public Participation Results



COME TOGETHER & THRIVE

Constant Contact Survey Results

Survey Name: Comprehensive Master Plan Update Community Survey 2013

Response Status: Completed

Filter: None

11/13/2013 10:24 AM EST

TextBlock:

This is your opportunity to help determine the future of South Euclid! Earlier this year, we began the process of updating the Community-Wide Master Plan - which centers around current and future Land Use. This Survey and the new Master Plan will help set a vision and guide the decision-making process for the future use of our neighborhoods, business districts, parks and recreations, transportation, greenspace and environmental preservation in our City. The 2013 South Euclid Master Plan will be rooted in the desires and vision of City Residents and Stakeholders. This is why we need you to take a few minutes to give us your opinion and share your preferences and great ideas to keep South Euclid a great place to live, work and play! Additional surveys on specific topics will be sent throughout the next year (housing, recreation, economic development, etc.). Please contact Keith Benjamin, Director of Community Services at kbenjamin@seuclid.com if you have any questions or need additional information. Thank you in advance for taking the time to complete this brief survey!

Please rate the following HOUSING GOALS not important to extremely important.

1 = Not Important, 2 = Somewhat Important, 3 = Extremely Important

Answer	1	2	3	Number of Response(s)	Rating Score*
Encourage the building of new housing throughout the City				327	1.9
Encourage the building of new homes on vacant lots				328	2.2
Encourage the revitalization/renovation of current housing stock				326	2.8
Provide Independent housing for Seniors, retirees and empty-nesters				326	2.1
Provide assisted-living facilities for seniors and retirees				326	2.0
Encourage the building of "Green" homes				325	2.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

For each type of HOUSING listed below, please indicate how much NEW DEVELOPMENT you feel the City needs in the next 10-15 years.

1 = MORE, 2 = SAME, 3 = LESS, 4 = NONE, 5 = NO OPINION

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
High-end Single Family Homes						320	2.3
Affordable Single Family Homes						325	1.8
Duplexes						322	3.2
Townhouses/Condos						323	2.5
Apartments						319	3.0
Independent Senior Living Facilities						323	2.2
Assisted Senior Living Facilities						320	2.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Are you familiar with the City's Green Neighborhoods Initiative and unique efforts to promote sustainable housing and retail experiences?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			233	69.5 %
No			96	28.6 %
No Response(s)			6	1.7 %
Totals			335	100%

Did you know that South Euclid has a non-profit Community Development Corporation called One South Euclid working to help revitalize and promote reinvestment in the City's neighborhoods and business districts?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			203	60.5 %
No			125	37.3 %
No Response(s)			7	2.0 %
Totals			335	100%

In your opinion, what three (3) Neighborhoods/Areas are in most need of community reinvestment? (describe by street, block, school, business district, etc.). LIST IN ORDER OF PRIORITY.

215 Response(s)

What are the FIVE (5) MOST POSITIVE aspects of living in South Euclid?

Answer	0%	100%	Number of Response(s)	Response Ratio
Affordable Housing			219	66.7 %
Culture & History			33	10.0 %
Local Schools			58	17.6 %
Location in the Greater Cleveland region			203	61.8 %
Parks and Recreation Options			157	47.8 %
Proximity to employment			117	35.6 %
Public Safety (Police & Fire)			168	51.2 %
Quality Housing			63	19.2 %
Accessibility to Public & Alternative Transportation			77	23.4 %
Sense of Community in my neighborhood (Block Club, Neighborhood Watch, etc)			103	31.4 %
Sense of Character			44	13.4 %
Educational Opportunities - Private Schools, Notre Dame College, etc.			72	21.9 %
Medical Offices (University Suburban Health Center, Senders Pediatrics, etc.)			140	42.6 %
Other			28	8.5 %
Totals			328	100%

What FIVE (5) THINGS do you feel could BE IMPROVED about South Euclid (Select up to 3 choices)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Mayfield & Green Commercial District			232	70.0 %
Greater transportation options			21	6.3 %
Greater variety in Commercial businesses			95	28.7 %
Local Schools			156	47.1 %
More entertainment, dining and/or nightlife options			102	30.8 %
Offering a greater amount of parks and recreation options			35	10.5 %
Poice/Fire/EMS Services			37	11.1 %
Proximity to Employment			3	<1 %
Quality of Housing (blight reduction, general home improvements)			184	55.5 %
Road Maintenance			164	49.5 %
Sense of Community			53	16.0 %
Monticello & Green Business and Industrial District			123	37.1 %
Updating the condition of parks and recreation facilities			32	9.6 %
Variety in Housing			28	8.4 %
City's Image			145	43.8 %
Other			20	6.0 %
Totals			331	100%

Please rate the following COMMUNITY & ECONOMIC DEVELOPMENT goals.

1 = Not Important, 2 = Somewhat Important, 3 = Very Important

Answer	1	2	3	Number of Response(s)	Rating Score*
Attract additional industrial business to the City				321	2.2
Attract additional office business to the City				320	2.5
Revitalize & Beautify Existing Business Storefronts				318	2.7
Encourage additional retail businesses in the City				322	2.5
Increase the number of jobs in the City				319	2.7
Restrict the development of commercial and industrial businesses in the City				316	1.6

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

What type of Commercial, Retail and Office uses would you like to see in the City? (Check all that apply).

Answer	0%	100%	Number of Response(s)	Response Ratio
Banks/ATMs			52	16.0 %
Bars/Taverns			38	11.7 %
Big Box Commercial (larger retail stores)			31	9.5 %
Cafes & Coffee Shops			201	62.0 %
Entertainment (i.e. Theatres, Clubs, etc.)			144	44.4 %
Fast Food/Drive-Thru Restaurants			8	2.4 %
Medical Offices			116	35.8 %
Professional Offices (i.e. law offices, architects, etc.)			209	64.5 %
Service Commercial (i.e. dry cleaners, grocers, etc.)			122	37.6 %
Sit-down restaurants (non fast-food)			280	86.4 %
Small-Scale Commercial (i.e. Flower Shops, bakeries, etc.)			261	80.5 %
Other			11	3.3 %
Totals			324	100%

Was the Redevelopment/Revitalization of the old Cedar Center Business District important for the future image and vitality of the City and to promote neighborhood renewal?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			284	84.7 %
No			40	11.9 %
No Response(s)			11	3.2 %
Totals			335	100%

Do you think the Redevelopment/Revitalization of the Mayfield & Green Business District is important for the future image and vitality of the City and to promote neighborhood renewal?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			311	92.8 %
No			14	4.1 %
No Response(s)			10	2.9 %
Totals			335	100%

Which Business District in South Euclid do you feel needs to be a PRIORITY for revitalization and/or redevelopment? Please rank from (1) being the HIGHEST Priority to (5) being the LOWEST Priority?
1 = Highest

Answer	1	2	3	4	5	Number of Response(s)	Ranking Score*
Mayfield & Green Business District						308	1.6
Monticello & Green Industrial Corridor						308	3.1
Cedar & Green Business District						308	3.6
Mayfield & Belvoir Business District						308	3.5
Mayfield & Warrensville Business District						308	3.3

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

Please rate the following TRANSPORTATION GOALS.

1 = Not Important, 2 = Somewhat Important, 3 = Extremely Important

Answer	1	2	3	Number of Response(s)	Rating Score*
Additional Road Capacity (widening, turn lanes, additional traffic lights, etc.)				313	1.8
Establishing Bicycle Lanes/Trails				317	2.0
Establishing Nature Trails				315	2.0
Maintaining Existing Roads				321	2.9
Off-Street Parking				314	2.0
On-Street Parking in main Business Districts				314	1.9
Providing more pedestrian connections				307	2.2
Wayfinding Signage (to Parks, Notre Dame College, Business Districts, etc.)				315	2.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please list up to three intersections or roadways in need of PEDESTRIAN FRIENDLY IMPROVEMENTS (traffic calming, bike lanes, signage, crosswalks) in the City in ORDER OF IMPORTANCE.

168 Response(s)

In your opinion, how important are each of the following priorities for South Euclid to address over the next 10 years? Check each box based on whether you think the priority is "not important", "somewhat important" or "extremely important".

1 = Not Important, 2 = Somewhat Important, 3 = Extremely Important

Answer	1	2	3	Number of Response(s)	Rating Score*
Coordinate with neighboring cities to achieve shared objectives (recreation, safety, etc.)				319	2.6
Demolition of blighted and vacant homes				319	2.8
Establishing pedestrian and bicycle trails				316	2.0
Improve and expand Parks and Recreation facilities				320	2.2
Create an indoor Recreation Center				321	2.0
Improve appearance of residential neighborhoods				316	2.7
Improve the Mayfield Road Commercial Corridor				318	2.7
Redevelop vacant and underutilized commercial properties				317	2.8
Maintaining and Improving the Mayfield/Green Commercial District				319	2.7
Maintenance of existing roadways				321	2.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

In your opinion, how important are each of the following priorities for South Euclid to address over the next 10 years? Check each box based on whether you think the priority is "not important", "somewhat important" or "extremely important".

1 = Not Important, 2 = Somewhat Important, 3 = Extremely Important

Answer	1	2	3	Number of Response(s)	Rating Score*
Preserving Natural Features (floodplains, rivers, woodlands, trees, etc.)				317	2.6
Providing new housing opportunities for Seniors				318	2.1
Providing new housing opportunities for young families				318	2.3
Providing homeowners with incentives to upgrade and renovate their homes				320	2.8
Revitalize Parks and Open Spaces				317	2.3
Provide improved access to public transportation				312	2.0
Build a new, modern outdoor swimming pool				317	1.6
Provide more affordable housing				318	1.9
Attract new restaurants and dining experiences				313	2.5
Make our business corridors more attractive (art, crosswalks, flowers, unique signs, etc.)				319	2.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

If you believe there are other areas of the City that warrant special attention, please list them here.

60 Response(s)

Please identify what VISION you have for South Euclid's FUTURE that is not addressed in any of the above statements or that you would like to emphasize.

105 Response(s)

If you were a business owner in South Euclid or considering owning or starting a business - What factors would entice you to start or maintain a business in South Euclid?

Answer	0%	100%	Number of Response(s)	Response Ratio
Access to target clientele			183	60.5 %
Availability of Employees			74	24.5 %
Convenient Location			205	67.8 %
Financial Incentives (Tax Abatements, etc.)			150	49.6 %
Proximity to Home			63	20.8 %
Proximity to public transit/freeways			93	30.7 %
Safe Environment			215	71.1 %
Streetscape/Placemaking in our Commercial Corridors			85	28.1 %
Surrounding Businesses			148	49.0 %
Improve the look of Existing Storefronts			166	54.9 %
None - I don't want to own a businesses			41	13.5 %
Other			8	2.6 %
Totals			302	100%

What factors are obstacles to conducting business in South Euclid?

Answer	0%	100%	Number of Response(s)	Response Ratio
Attracting Customers			101	34.8 %
Availability fo employees			12	4.1 %
Perception of Crime			186	64.1 %
Competition with commercial areas			77	26.5 %
Lack of communication with City and Business Community			47	16.2 %
Lack of Parking			104	35.8 %
Lack of Surrounding Businesses			108	37.2 %
Older and Obsolete Buildings and Storefronts			209	72.0 %
none			11	3.7 %
Other			15	5.1 %
Totals			290	100%

What actions can the City take to improve business retention and expansion?

80 Response(s)

Please choose all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
I own a home in South Euclid			308	94.1 %
I rent my home in South Euclid			8	2.4 %
I own houses or apartments that I rent to others in South Euclid			7	2.1 %
I own a business in South Euclid			16	4.8 %
I own a commercial or industrial property in South Euclid			2	<1 %
I own vacant land in South Euclid			1	<1 %
I do not live in South Euclid			7	2.1 %
Other			8	2.4 %
Totals			327	100%

How many People live in your household?

314 Response(s)

How many children under 18 live in your household?

304 Response(s)

Please select the term that best describes your residence

Answer	0%	100%	Number of Response(s)	Response Ratio
Single Family			311	92.8 %
Attached Condominium or Duplex			9	2.6 %
Apartment			2	<1 %
Other			1	<1 %
No Response(s)			12	3.5 %
Totals			335	100%

Please select your gender.

Answer	0%	100%	Number of Response(s)	Response Ratio
Male			122	36.4 %
Female			193	57.6 %
No Response(s)			20	5.9 %
Totals			335	100%

Please select your highest grade of education.

Answer	0%	100%	Number of Response(s)	Response Ratio
Graduate/Professional Degree			104	31.0 %
Bachelor's Degree			113	33.7 %
Associate Degree			28	8.3 %
Some College, No Degree			53	15.8 %
High School Graduate			18	5.3 %
Did Not Graduate High School			0	0.0 %
Other			1	<1 %
No Response(s)			18	5.3 %
Totals			335	100%

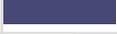
In which range does your age fall?

Answer	0%	100%	Number of Response(s)	Response Ratio
0-17			0	0.0 %
18-24			0	0.0 %
25-44			77	22.9 %
45-64			152	45.3 %
Over 65			85	25.3 %
No Response(s)			21	6.2 %
Totals			335	100%

Please select the category that best describes your race and ethnicity.

Answer	0%	100%	Number of Response(s)	Response Ratio
American Indian & Alaska Native			0	0.0 %
Asian			0	0.0 %
Black/African American			30	8.9 %
Hispanic of any race			1	<1 %
White, Non-Hispanic			270	80.5 %
Other			9	2.6 %
No Response(s)			25	7.4 %
Totals			335	100%

Please select your household income.

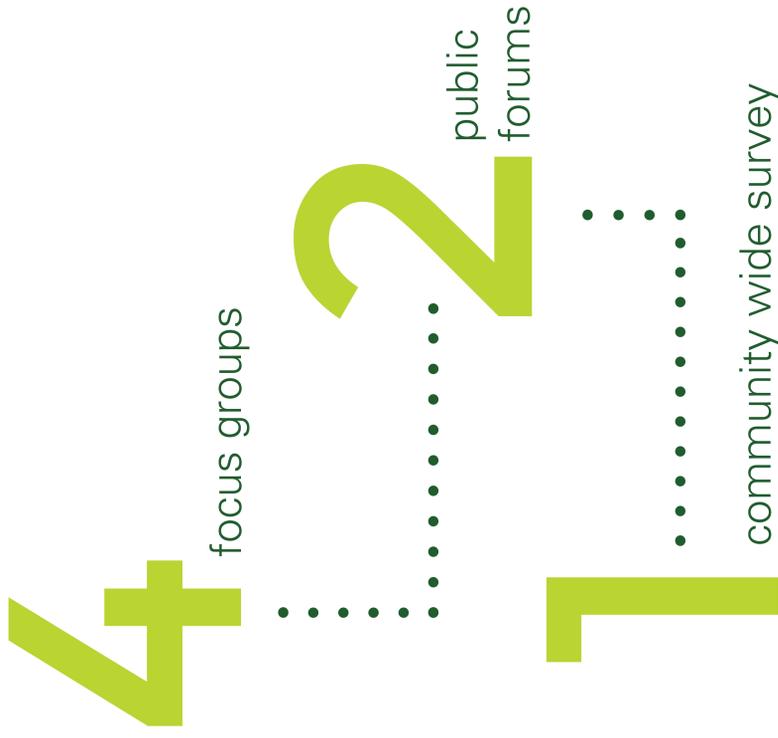
Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$29,999			18	5.3 %
\$30,000 - \$44,999			36	10.7 %
\$45,000 - \$59,999			41	12.2 %
\$60,000 - \$74,999			56	16.7 %
\$75,000 - \$99,999			54	16.1 %
\$100,000 - \$124,999			34	10.1 %
\$125,000 - \$149,999			20	5.9 %
\$150,000 - \$199,999			15	4.4 %
\$200,000 or more			8	2.3 %
No Response(s)			53	15.8 %
Totals			335	100%

Appendix B:

Open House Presentation Boards

PUBLIC ENGAGEMENT: TIMELINE & SESSION DESCRIPTIONS

STATION 1



FOCUS GROUPS

On July 25, 2013, McKenna Associates conducted four focus groups, held at City Hall and the Community Center. The focus groups included the following:

- [1] Business and Property Owners
- [2] Senior Citizens
- [3] Neighborhood / Civic / Environmental Organizations
- [4] Public Officials and City Staff

PUBLIC FORUM

A total of 47 participants, along with City Staff members, South Euclid City Council representatives, and numerous Steering Committee members participated in the August 13, 2013 Public Forum held at the Community Center.

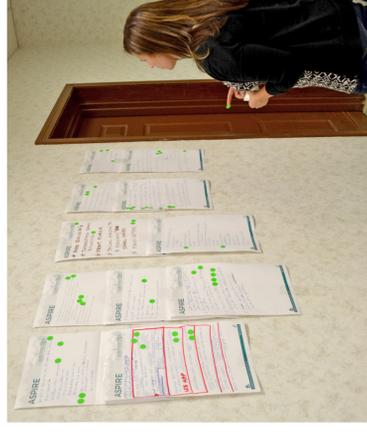
COMMUNITY WIDE SURVEY

A 30 question survey was made available on the City's website and heavily advertised through various social media channels. 300+ responses were received.

2013

MASTER PLAN TIMELINE AND MEETING SCHEDULE

	April	May	June	July	August	September	October	November	December
Project Initiation									
Quantify and Analyze									
Create a Vision									
Develop the Plan									
Test the Plan									
Adopt the Plan									
MEETINGS									
Steering Committee			+	+			+	+	+
Focus Groups				+					
Public Forum					+				
Open House Forum								+	



PUBLIC ENGAGEMENT: THEMES

THEME DEVELOPMENT

Based on feedback from the public engagement sessions, the following five themes emerged. These themes have guided the development of the South Euclid 2014 Master Plan update. Each of the five themes were used to organize the different chapters of the document, and reappear throughout the Plan.

1

NEIGHBORHOODS

Promote a diverse and inclusive selection of residential dwelling types in neighborhoods that are safe, attractive and well connected to community amenities.

2

PARKS, RECREATION AND OPEN SPACE

Promote and implement measures that will make the City a cleaner, healthier, and more environmentally sustainable community.

3

BUSINESS DISTRICTS

Create an environment that is conducive to development, redevelopment and the growth of businesses. Support existing business districts with appropriately sited and attractively designed establishments.

4

TRANSPORTATION AND ACCESS

Encourage an efficient and safe multi-modal transportation network that facilitates economic growth while integrating various modes of transportation to ensure a higher quality of life for South Euclid's residents.

5

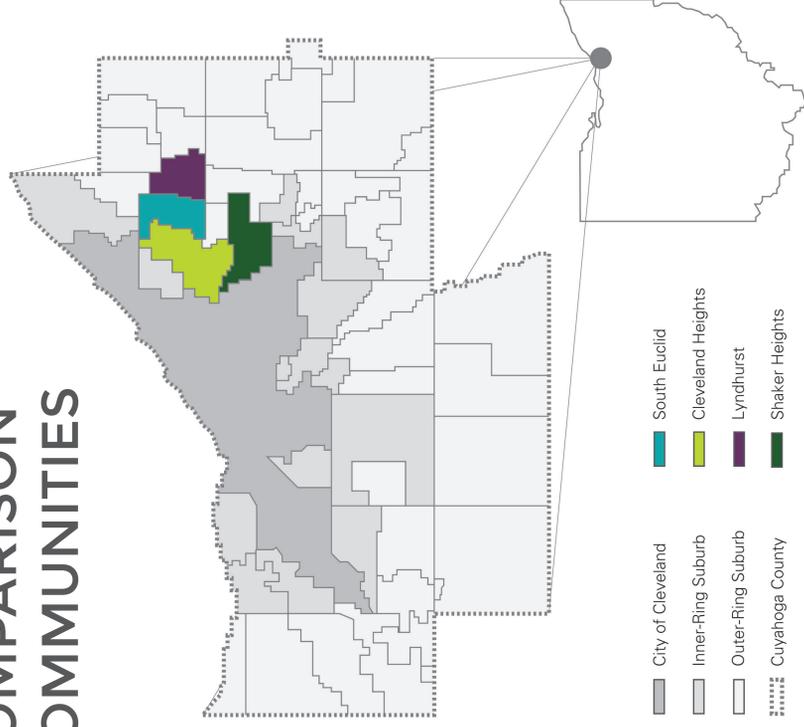
FOCUS ON PEOPLE

Promote South Euclid as a family-friendly, inclusive community of choice for all types of people and seek to maintain and improve communications among residents, business owners, and policy makers.



COMMUNITY PROFILE: DEMOGRAPHICS

COMPARISON COMMUNITIES



POPULATION

South Euclid:
5.3% population loss from 2000 - 2011

Total population:
2000 = 23,537
2011 = 22,291

For comparison...

Cleveland Heights: 7.2% population loss
Cuyahoga County: 7.8% population loss
Lyndhurst: 8.0% population loss

HOUSING

In 2011, there were 10,078 housing units:

82.3% owner-occupied.

17.7% renter-occupied.

This is a 2.27% increase in the total number of housing units from 2000.

84.6% of housing is single-family detached.

> 75% of all housing was constructed prior to 1950.

AGE

AGE	AGE GROUP	SOUTH EUCLID	CUYAHOGA COUNTY
Under 5	Pre-School	4.8%	5.9%
5 - 19	School Age	21.5%	19.7%
20 - 44	Family Forming	31.1%	31.0%
45 - 64	Mature Families	28.0%	27.9%
65+	Retirees	14.7%	15.4%

Median Age = **39** years

EDUCATION

In 2011, there were the following increases and decreases in resident's levels of education attainment, compared with 2000 figures:

- ↓ **- 37%** Less than a High School Degree
- ↑ **+ 02%** High School Graduate
- ↑ **+ 06%** Attended College
- ↑ **+ 25%** Associate Degree
- ↑ **+ 18%** Advanced Degree

ECONOMY

South Euclid's median income from 2000 - 2011 increased by **16.9%** ↑

2000 = \$48,346
2011 = \$56,538

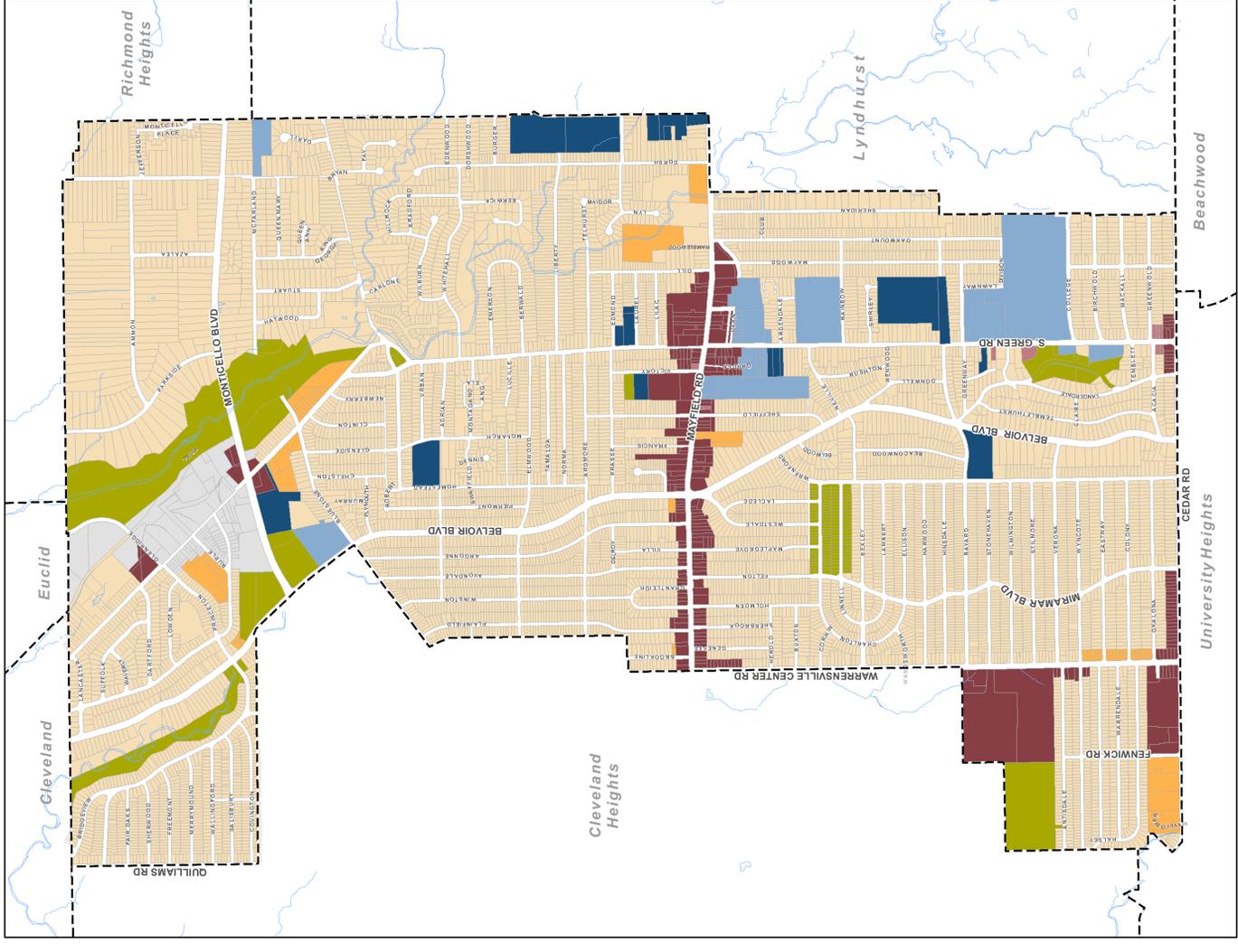
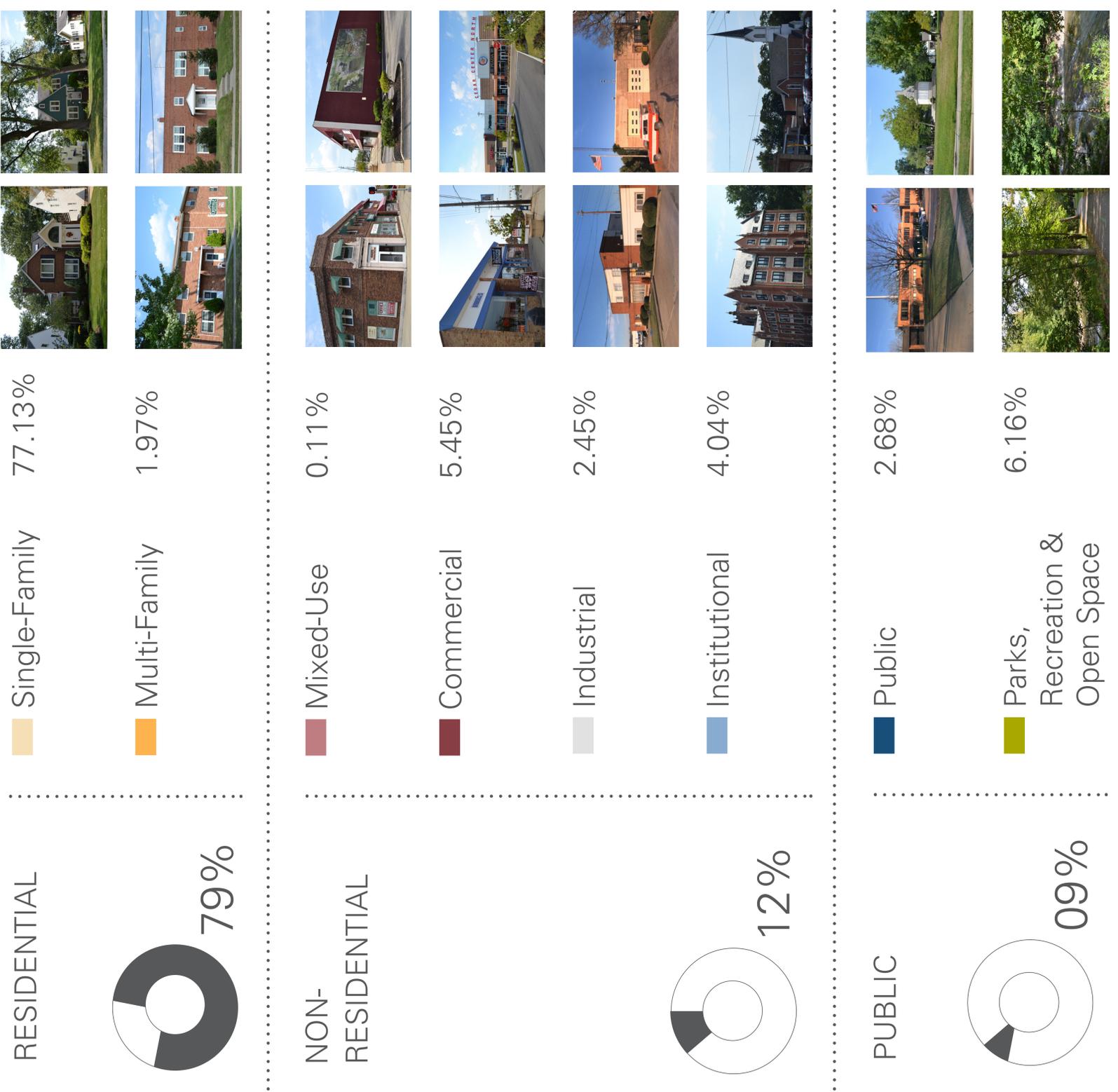
Median Housing Value (2011): **\$129,200**

Top four occupational sectors for South Euclid residents:

- [1] Education & Health Care 36%
- [2] Retail 11%
- [3] Professional Services 10%
- [4] Finance, Insurance, & Real Estate 8.0%

COMMUNITY PROFILE: EXISTING LAND USE

EXISTING LAND USE CATEGORIES AND PERCENTAGES



Map 2: Existing Land Use
City of South Euclid, Ohio

- LEGEND**
- Single Family Residential
 - Multiple-Family Residential
 - Mixed-Use
 - Commercial
 - Industrial
 - Institutional
 - Public
 - Parks, Recreation & Open Space

GOALS AND OBJECTIVES: 16 COMMUNITY GOALS



NEIGHBORHOODS	PARKS, RECREATION & OPEN SPACE	BUSINESS DISTRICTS	TRANSPORTATION & ACCESS	FOCUS ON PEOPLE
---------------	--------------------------------	--------------------	-------------------------	-----------------

GOAL 1.0
Promote a diverse range of quality housing choices for all phases of life.

GOAL 4.0
Maintain a “right-sized” system of parks, open space, and recreational facilities to meet the needs of the community.

GOAL 7.0
Increase tax revenue and quality of investment.

GOAL 11.0
Promote and encourage connectivity and the beautification of roadways.

GOAL 14.0
Promote and market the City’s inclusive nature by emphasizing tight-knit neighborhoods.

GOAL 2.0
Preserve and protect existing neighborhoods in keeping with the future community vision.

GOAL 5.0
Preserve and conserve environmental features for present and future residents.

GOAL 8.0
Prioritize vacant, underutilized commercial properties for redevelopment.

GOAL 12.0
Increase the length, quality, and accessibility of the non-motorized transportation network within the City.

GOAL 15.0
Support, foster, and build upon the cooperative relationship with the South Euclid Lyndhurst School District.

GOAL 3.0
Prioritize vacant, underutilized residential properties for redevelopment.

GOAL 6.0
Create a system of open space linkages that form a connected network of parklands within the City.

GOAL 9.0
Revitalize the traditional commercial center along Mayfield Road.

GOAL 13.0
Provide for “Complete Streets” on all South Euclid roadways.

GOAL 16.0
Build on regionalism.

GOAL 10.0
Revitalize the industrial core surrounding Monticello Boulevard and S. Green Road.

IMPLEMENTATION



PLANNING & ZONING

PROJECT	THEME	PRIORITY	TIME-FRAME	FUNDING	
				PUBLIC	PRIVATE
Rezone the residential land located between Golfway Road and Shirely Drive, east of S. Green Road, from R-75 to R-50 to match the surrounding residential classification.	Neighborhoods	C	1	+	
Expand the Residence-Office District (R-O) along S. Green Road from Cedar to Mayfield Road.	Neighborhoods	C	2	+	
Conduct a review of the existing noise ordinance.	Neighborhoods	C	3	+	
Incentivize new housing development for young professionals and seniors to provide additional housing choices and further stimulate the housing market.	Neighborhoods Focus on People	A	2	+	+
Educate residents on available housing options, as well as homeownership, financial responsibility, and landlord-tenant relations.	Neighborhoods Focus on People	B	3	+	+
Prioritize and encourage independent senior housing facilities at the following locations: [1] Francis Court, [2] between Warrensville and Wrenford Road, between Cedar and Harwood Road, and [3] the Lowden site.	Neighborhoods Focus on People	B	2	+	+
Prioritize and incentivize infill development along Mayfield Road.	Business Districts	A	1	+	+
Undertake a Sign Code update for design and architectural standards.	Business Districts	B	1	+	

PRIORITY

Most Important.....A
 Very Important.....B
 Important.....C

TIMEFRAME

1 - 5 Years.....1
 6 - 10 Years.....2
 Ongoing.....3
 As Available.....4

CIVIC IMPROVEMENTS

PROJECT	THEME	PRIORITY	TIME-FRAME	FUNDING	
				PUBLIC	PRIVATE
Create a youth commission with an emphasis on after-school activities and summer programming.	Neighborhoods Focus on People	A	1	+	+
Implement a "Clean Sweep" program (a one year run-through by City officials to check the status of vacancies, blight, and code enforcement.	Neighborhoods Focus on People	B	1	+	
Partner with private landowners to provide incentives for tree planting to maintain and improve the tree canopy.	Neighborhoods Parks, Recreation, and Open Space	A	1	+	+
Identify park and recreational needs of the community and devote resources to areas based on anticipated needs and existing recreational amenities.	Parks, Recreation, and Open Space	B	4	+	
Create "gateway" elements at proposed locations throughout the City.	Business Districts	B	1	+	
Develop and implement a streetscape plan along Mayfield Road.	Business Districts Transportation	A	3	+	
Install wayfinding signage to assist visitors and advance the community brand.	Business Districts Transportation	B	1	+	
Develop standard informational materials to increase public awareness as part of the development review process.	Focus on People	B	3	+	
Continue working with local groups to support community relations and positive perceptions about South Euclid.	Focus on People	C	4	+	
Collaborate with surrounding municipalities on the development of a regional community recreational center.	Focus on People	C	4	+	

IMPLEMENTATION



CIRCULATION IMPROVEMENTS

PROJECT	THEME	PRIORITY	TIME-FRAME	FUNDING	
				PUBLIC	PRIVATE
Coordinate with ODOT to achieve the City's road maintenance priorities.	Transportation	A	3	+	
Improve and replace roadways as necessary; target streets according to the CIP.	Transportation	A	3	+	+
Improve sidewalks lacking ADA accessibility and pedestrian safety.	Transportation Focus on People	A	3	+	+
Expand and improve the bicycle circulation network throughout the City.	Transportation Focus on People	B	1	+	
Develop traffic calming measures along Mayfield Road and other roads as necessary.	Transportation Focus on People	B	2	+	+
Pursue the rails-to-trails non-motorized pathway along the former Euclid Railroad to connect to the metropark system, working with involved agencies.	Transportation Parks, Recreation, and Open Space	A	1	+	+
Develop a non-motorized boulevard along Miramar Boulevard.	Transportation Parks, Recreation, and Open Space	B	2	+	

ECONOMIC DEVELOPMENT

PROJECT	THEME	PRIORITY	TIME-FRAME	FUNDING	
				PUBLIC	PRIVATE
Identify blighted structures that cannot be rehabilitated and create a program for targeted demolition.	Neighborhoods	A	3	+	+
Market South Euclid to developers of attached condominiums and other housing types that appeal to retirees wanting to downsize and "age in place".	Neighborhoods Focus on People	B	2	+	+
Promote the redevelopment of the multi-family housing complexes located between S. Green Road and Euclid Park Road.	Neighborhoods Focus on People	A	3	+	+
Coordinate with One South Euclid to identify activities and functions where City staff and policymakers can add value to the success of local businesses.	Business Districts	A	1	+	+
Plan and implement redevelopment strategies for the Mayfield Corridor (PICA #3).	Business Districts	A	3	+	+
Work with regional economic development agencies to attract new companies and businesses.	Business Districts	A	3	+	+
Plan and implement redevelopment strategies for the Cedar Road Corridor (PICA #1).	Business Districts	B	2	+	+
Improve and expand special/cultural events in the City.	Business Districts Focus on People	C	1	+	+
Market the City as an ideal place to initiate and/or expand high-tech, life-science, and low impact "green" businesses /industries.	Business Districts Focus on People	C	3	+	
Initiate the remediation of potential brownfield contamination of industrial properties.	Business Districts Parks, Recreation, and Open Space	C	4	+	+

KEY

PRIORITY
 Most Important.....A
 Very Important.....B
 Important.....C

TIMEFRAME

1 - 5 Years.....1
 6 - 10 Years.....2
 Ongoing.....3
 As Available.....4

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