

# Welcome All

..... to the .....

## 2014 Comprehensive Master Plan Update Open House

**NOVEMBER 21, 2013 · 6:30PM**



**McKenna**  
ASSOCIATES

**SOUTH EUCLID, OH**

# SOUTH EUCLID'S VISION STATEMENT

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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.

# PUBLIC ENGAGEMENT: TIMELINE & SESSION DESCRIPTIONS



## 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.

MASTER PLAN TIMELINE AND MEETING SCHEDULE	2013								
	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									█
<b>MEETINGS</b>									
Steering Committee			+	+			+	++	
Focus Groups				+					
Public Forum					+				
Open House Forum								+	

## PUBLIC ENGAGEMENT IN PROGRESS



## 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.*

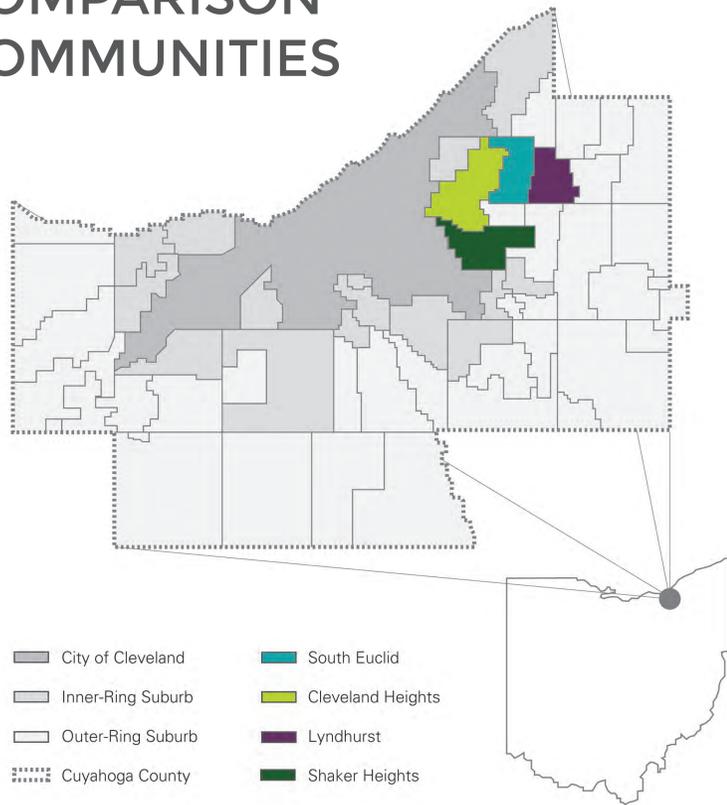
5

### 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**

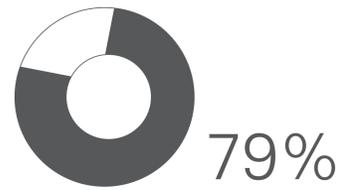
### Top four occupational sectors for South Euclid residents:

[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

### RESIDENTIAL



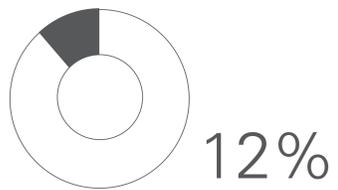
Single-Family 77.13%



Multi-Family 1.97%



### NON-RESIDENTIAL



Mixed-Use 0.11%



Commercial 5.45%



Industrial 2.45%



Institutional 4.04%



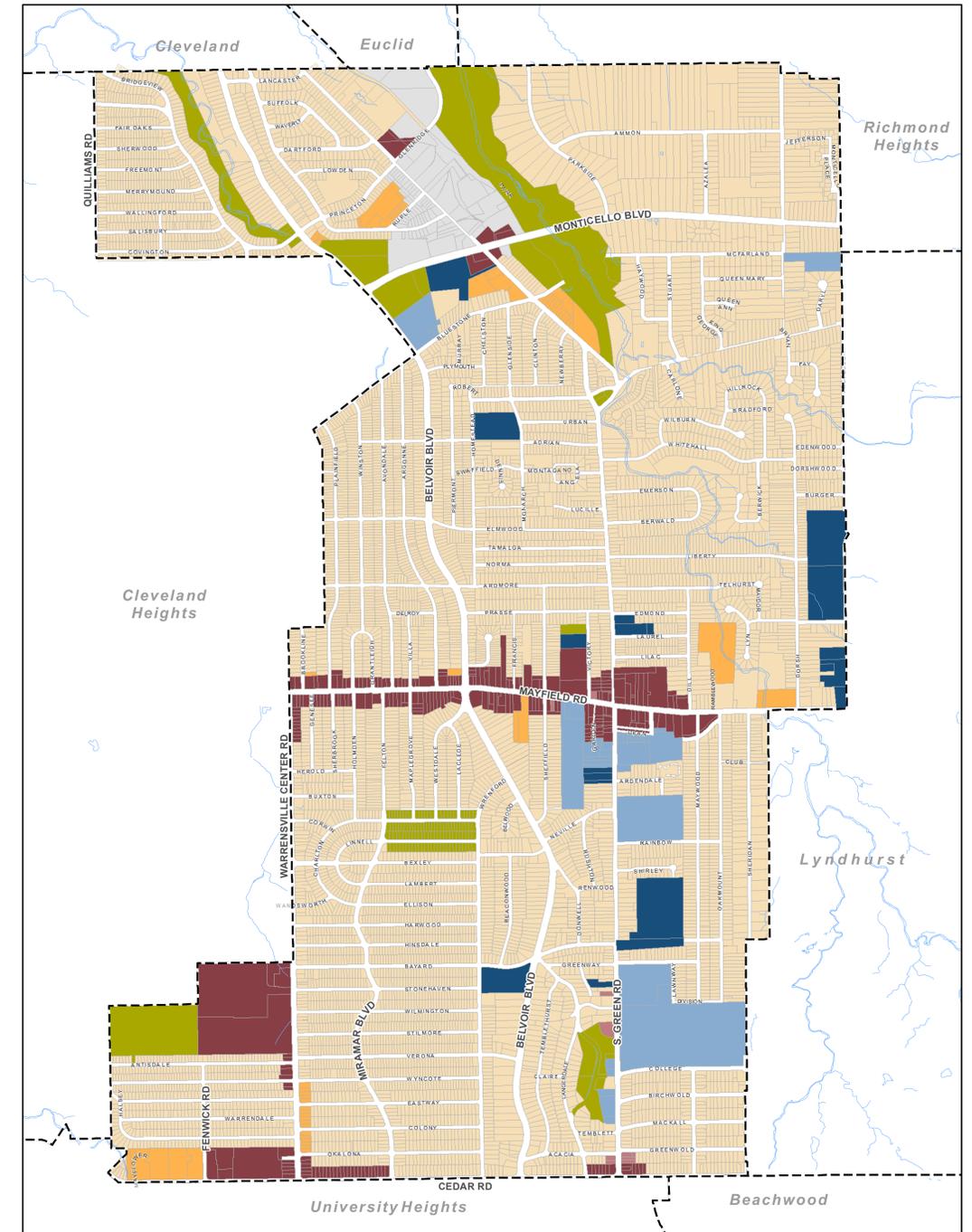
### PUBLIC



Public 2.68%



Parks, Recreation & Open Space 6.16%



DRAFT November 19, 2013

### Map 2: Existing Land Use

City of South Euclid, Ohio



0 500 1,000 Feet



Base Map Source: Cuyahoga County, 2013

# POTENTIAL INTENSITY CHANGE AREAS



## WHAT IS 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 of land uses
- Physical or economic patterns
- Conditions or the physical arrangement of land, buildings, lots, or blocks
- Land use of adjacent parcels
- Existing inappropriate intensity of use, whether too intense or not enough

The South Euclid  
Master Plan describes  
four potential PICAs

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

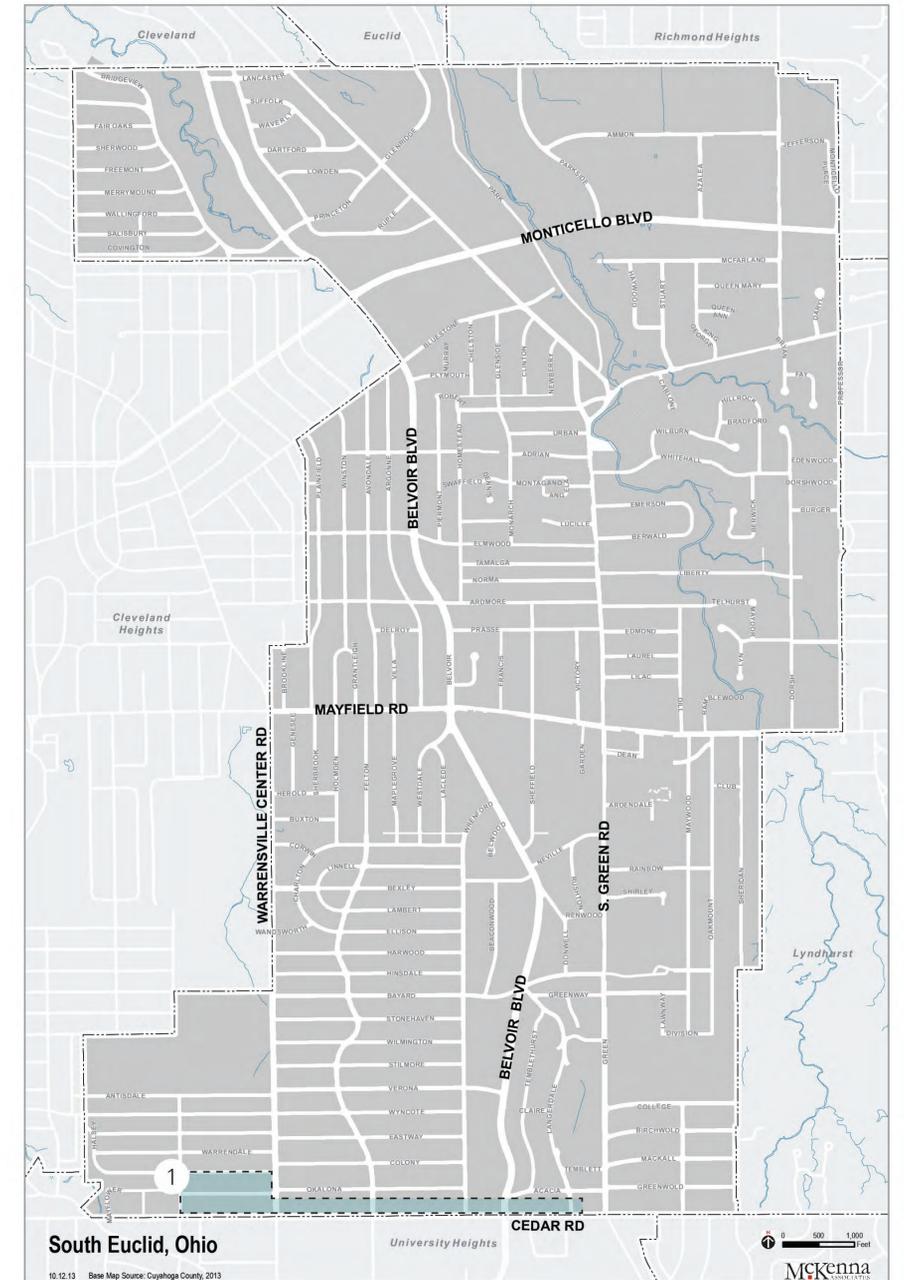
## EXISTING CONDITIONS

- Single-family dwellings
- Retail plazas near the intersection of S. Green and Cedar Road
- Auto-oriented commercial and low-density offices between Miramar Boulevard and Warrensville Road
- Large vacant parcel at the northeast corner of Miramar Boulevard and Cedar Road (zoned residential)
- Cedar Center North Shopping Plaza

## POTENTIAL FUTURE CONDITIONS

- High quality, contemporary multi-family residential geared towards young professionals
- Mid-sized, quality hotel or boutique hotel for visitor populations associated with Notre Dame College and John Carroll University
- “Park and ride” transportation facility
- Commercial and office development that matches the higher density uses on the south side of Cedar Road

## MAP AREA



## EXISTING BUILT CHARACTER



Cedar Road and Miramar Boulevard



Cedar Center North



Cedar Road

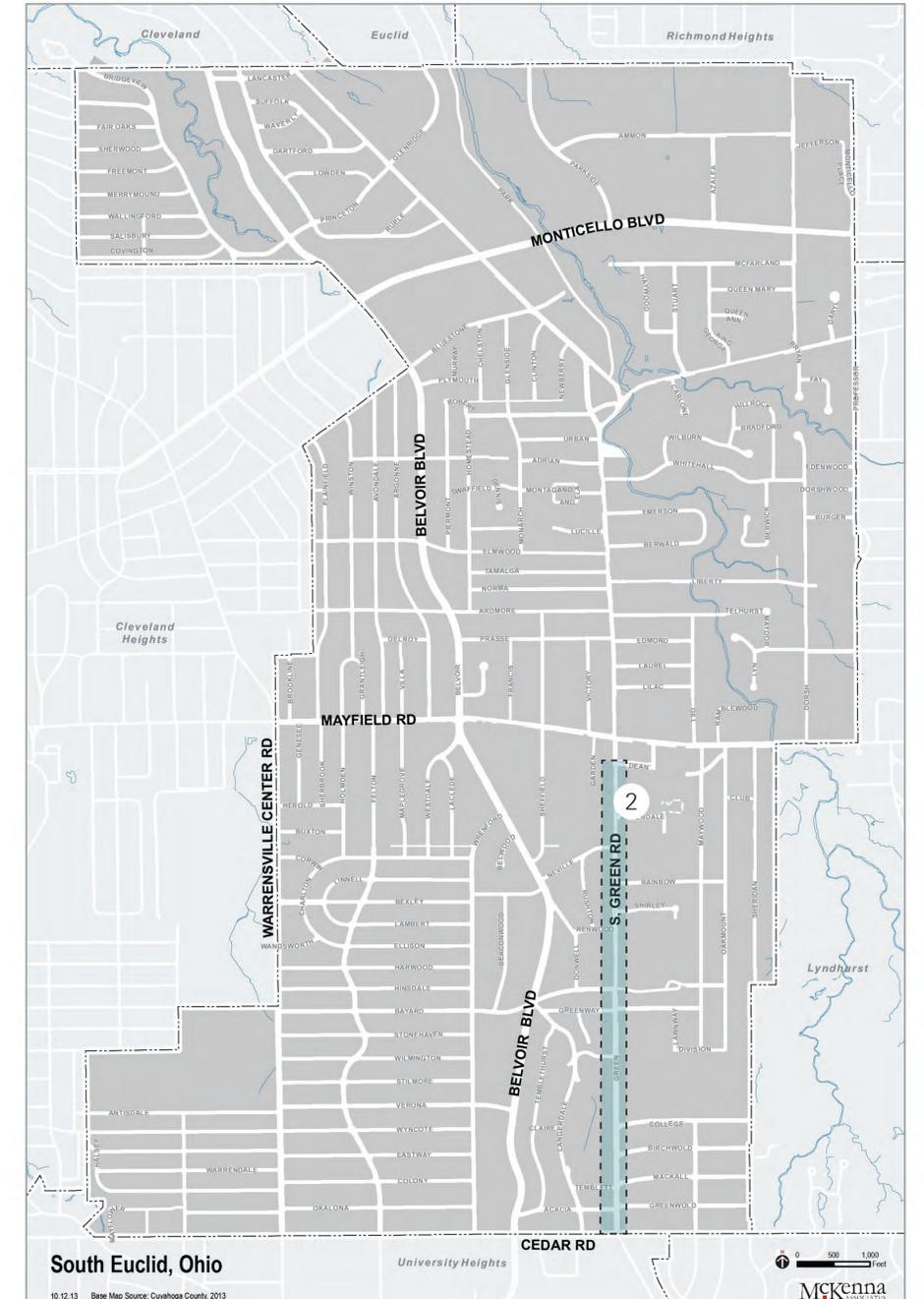
## EXISTING CONDITIONS

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

## POTENTIAL FUTURE CONDITIONS

- Pedestrian and cyclist infrastructure
- Bed and breakfast accommodations
- Cultural amenities (art gallery)
- Additional professional and medical offices
- Increased residential density
- Mixed-use (Residential-Office Zoning District)

## MAP AREA



## EXISTING BUILT CHARACTER



S. Green Road Existing Streetscape

## 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

## POTENTIAL FUTURE CONDITIONS

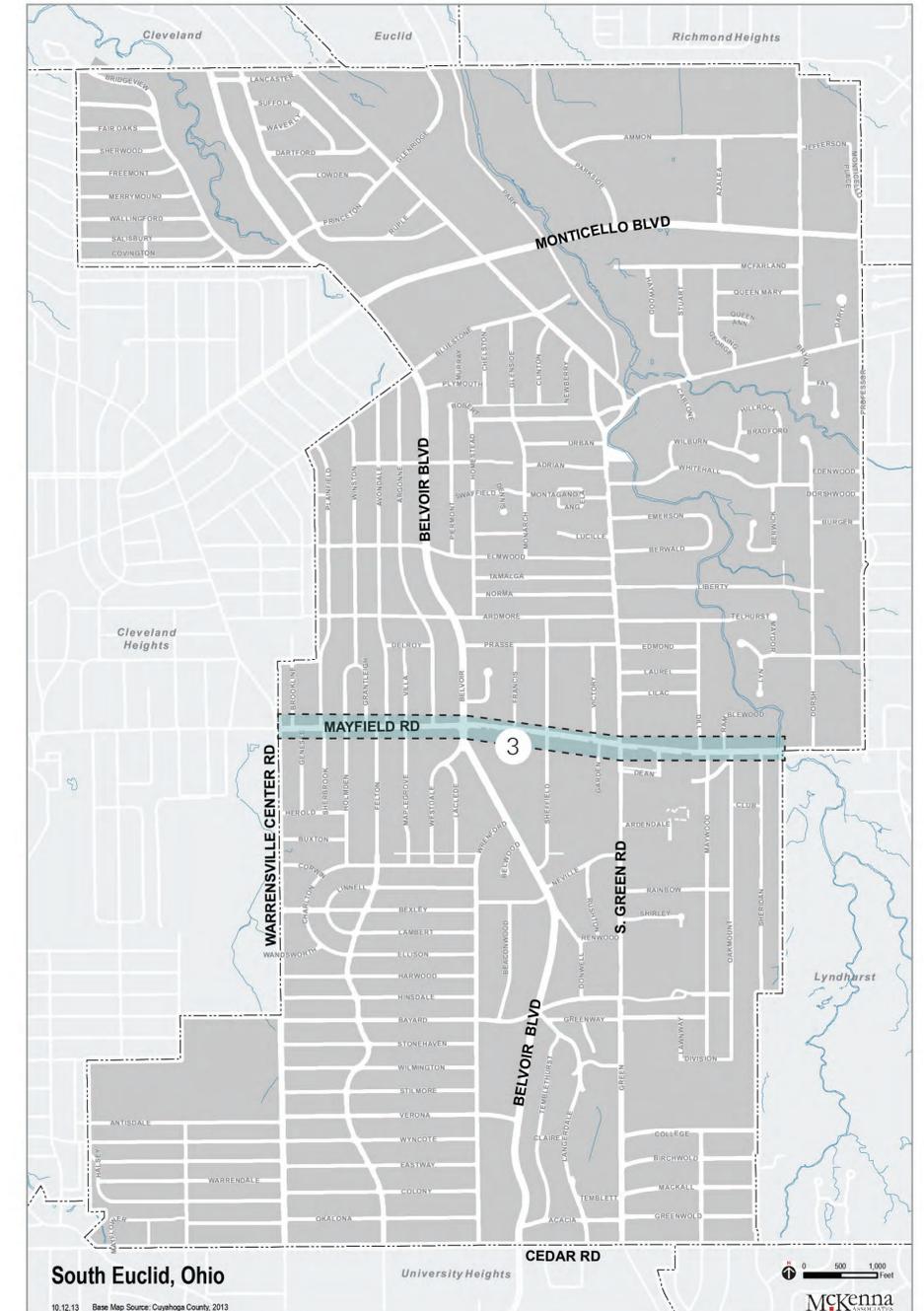
- The Mayfield and S. Green intersection re-established as a traditional downtown, walkable core
- Commercial infill development
- “Road diet” for Mayfield Road (slow traffic, on-street parking, narrow lanes)
- Streetscape improvements (including the installation of the Greenfield Community Garden in the spring of 2014)
- Pedestrian and cyclist infrastructure
- Quality restaurants and nightlife
- Establishment of venues that celebrate the local arts scene
- Independent senior living facilities
- Construct denser, more walkable, and contemporary multi-family housing (condos, lofts, live/work units, etc.) clustered in nodes along the corridor

## EXISTING BUILT CHARACTER



Mayfield Road

## MAP AREA



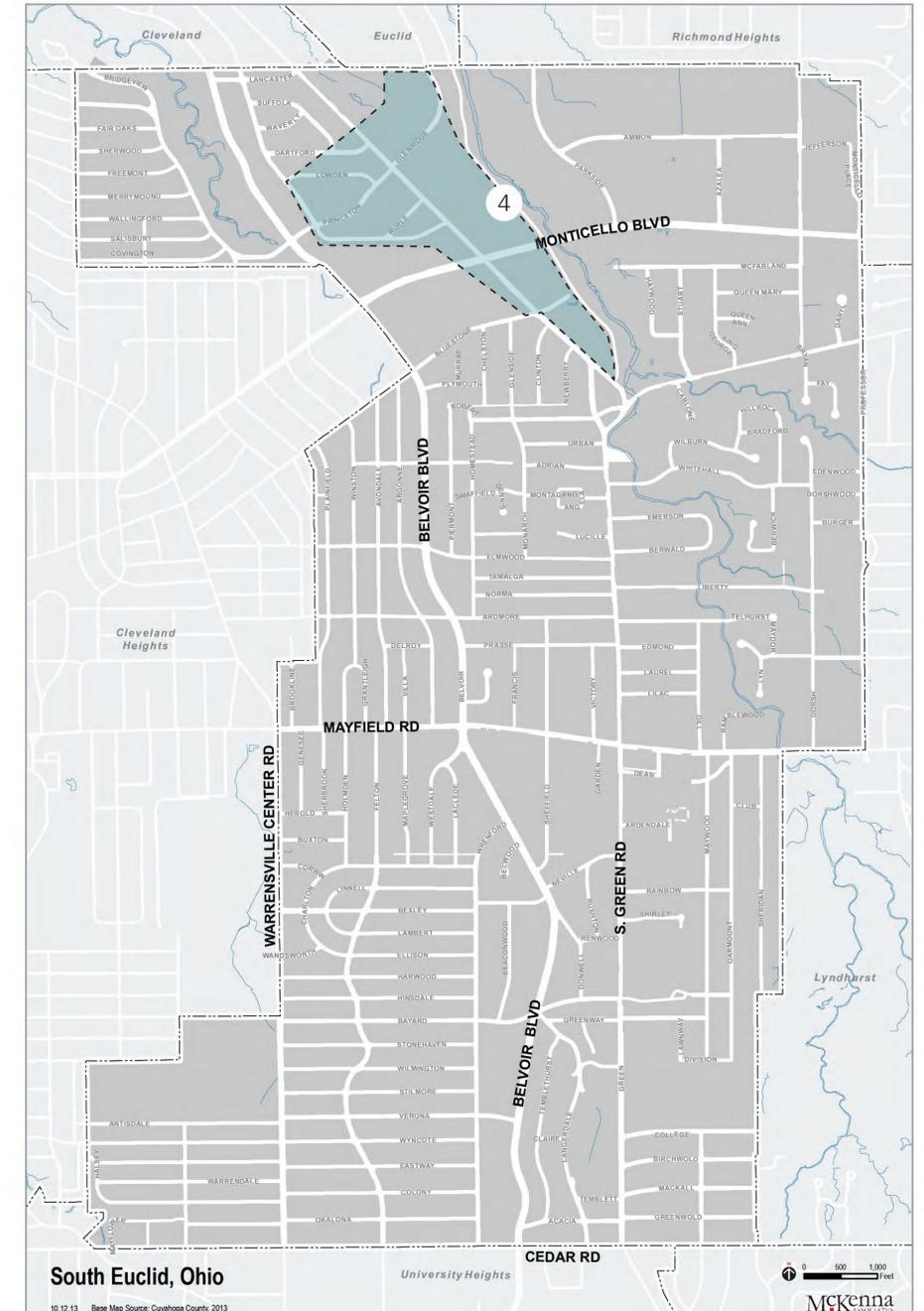
## EXISTING CONDITIONS

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

## POTENTIAL FUTURE CONDITIONS

- Rehabilitation or redevelopment of multi-family housing complexes
- Well-designed commercial node at the intersection of S. Green and Monticello Boulevard
- Streetscape improvements
- Pedestrian and cyclist infrastructure
- Enhanced industrial facilities
- Expansion of existing manufacturing businesses
- Enhanced separation between industrial and residential uses
- Independent senior living facilities
- Expansion of Quarry Park North

## MAP AREA



## EXISTING BUILT CHARACTER



S. Green Road north of Monticello Boulevard

# 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	+	

## 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	+	

<b>KEY</b>	<b>PRIORITY</b>	<b>TIMEFRAME</b>
	Most Important.....A	1 - 5 Years.....1
	Very Important.....B	6 - 10 Years.....2
	Important.....C	Ongoing.....3
		As Available.....4

## 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