

WE PLAN
Wickliffe

EUCLID AVE REDEVELOPMENT PLAN

EUCLID AVENUE REDEVELOPMENT PLAN

Steering Committee #2 Meeting
September 28, 2021

AGENDA

- 01** SC 1 Review

- 02** Engagement Summary

- 03** Existing Conditions

- 04** Market Analysis

- 05** Next Steps

AGENDA

01 SC 1 Review

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04 Market Analysis

05 Next Steps

SC I REVIEW

PROJECT OVERVIEW

**AN EFFORT TO RE-IMAGINE THE FUTURE
DESIGN AND DEVELOPMENT OF THE
WICKLIFFE COMMUNITY'S MAIN
THOROUGHFARE.**

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EUCLID AVE REDEVELOPMENT PLAN

STEERING COMMITTEE #2

SC I REVIEW

PROCESS

Phase 1: Preparation

Phase 2: Strategic Analysis

Phase 3: Public Engagement

Phase 4: Framework & Action Plan

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SC I REVIEW

PROCESS

Strategies:

- Gateway Revitalization
- Priority Development Areas
- Streetscape Enhancements

Outcomes:

- High-quality development
- A destination for visitors
- Business attraction
- Residential opportunities



SC I REVIEW

TRENDS AND BEST PRACTICES



PLACE MAKING



WALKABILITY



COMPLETE STREETS



PEDESTRIAN
ORIENTED DESIGN



WORKFORCE
ATTRACTION

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ENGAGEMENT SUMMARY

OVERVIEW

PLANNING POP-UPS	7/20, 7/30
ONLINE ENGAGEMENT	June - Ongoing
COMMUNITY WORKSHOP	8/03
STAKEHOLDER MEETINGS	9/28



ENGAGEMENT SUMMARY

SWOT

STRENGTHS

- LOCATION (FREEWAY ACCESS, CLEVELAND)
- FAMILY OWNED / LOCAL BUSINESSES
- STRONG LEADERSHIP, COOPERATION
- VISIBILITY (TRAFFIC COUNTS)
- TRANSIT (PARK AND RIDE)
- FRIENDLY PEOPLE /
- COMMUNITY PRIDE
- SCHOOL BOARD WORKING WITH CITY
- SCHOOL DISTRICT
- RESIDENT RETENTION (RETURN)
- AFFORDABLE HOUSING (I.E. STARTER HOMES)
- CITY SERVICES AND INFRASTRUCTURE

WEAKNESSES

- LIMITED TRANSIT OPTIONS WITHIN CITY
- VACANCY
- OUTDATED / RUNDOWN STOREFRONTS (PROPERTY MAINTENANCE)
- LODGING / HOTELS CONDITION AND IDENTITY
- OUTDATED ZONING
- EXCESSIVE PARKING
- EUCLID AVENUE WIDTH (DOT REQUIREMENTS)
- OVERHEAD UTILITIES

ENGAGEMENT SUMMARY

SWOT

OPPORTUNITIES

- REDEVELOPMENT POTENTIAL (VACANCIES = “BLANK SLATE”)
- JEWISH COMMUNITY RELATIONSHIPS
- STREETScape IMPROVEMENT & BEAUTIFICATION (UNDERGROUND UTILITIES)
- AVENUE WIDTH
- COMMUNITY PRIDE
- ATTRACT VISITORS
 - » Tourism
 - » Festivals, Bocce tournament
 - » Community events (i.e. Memorial Day parade)
 - » Public gathering space
- RETAIN VISITORS
 - » Restaurants, things to do

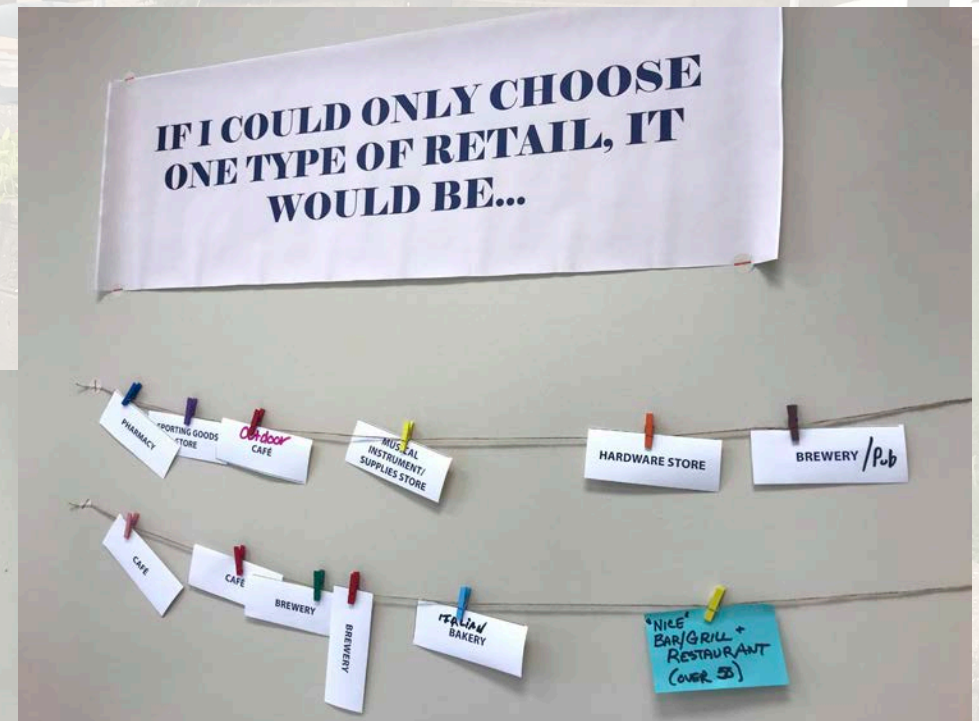
THREATS

- WATER PRESSURE (LOW IN AREAS)
- STIGMA OF HOTELS
- RENTAL RATES
- NO MERCHANTS ASSOCIATION
- INCOME TRENDS
- CRIME (OUTSIDE)
- NEIGHBORING RETAIL
- LACK OF RESIDENT SUPPORT FOR EXISTING LOCAL BUSINESSES
- ZONING - WHAT ARE AREAS ZONED FOR VS. WHAT THEY SHOULD BE USED FOR
- REGIONAL TRAVEL PATTERNS (DON'T HAVE TO USE EUCLID AVE TO ACCESS REGION)

ENGAGEMENT SUMMARY

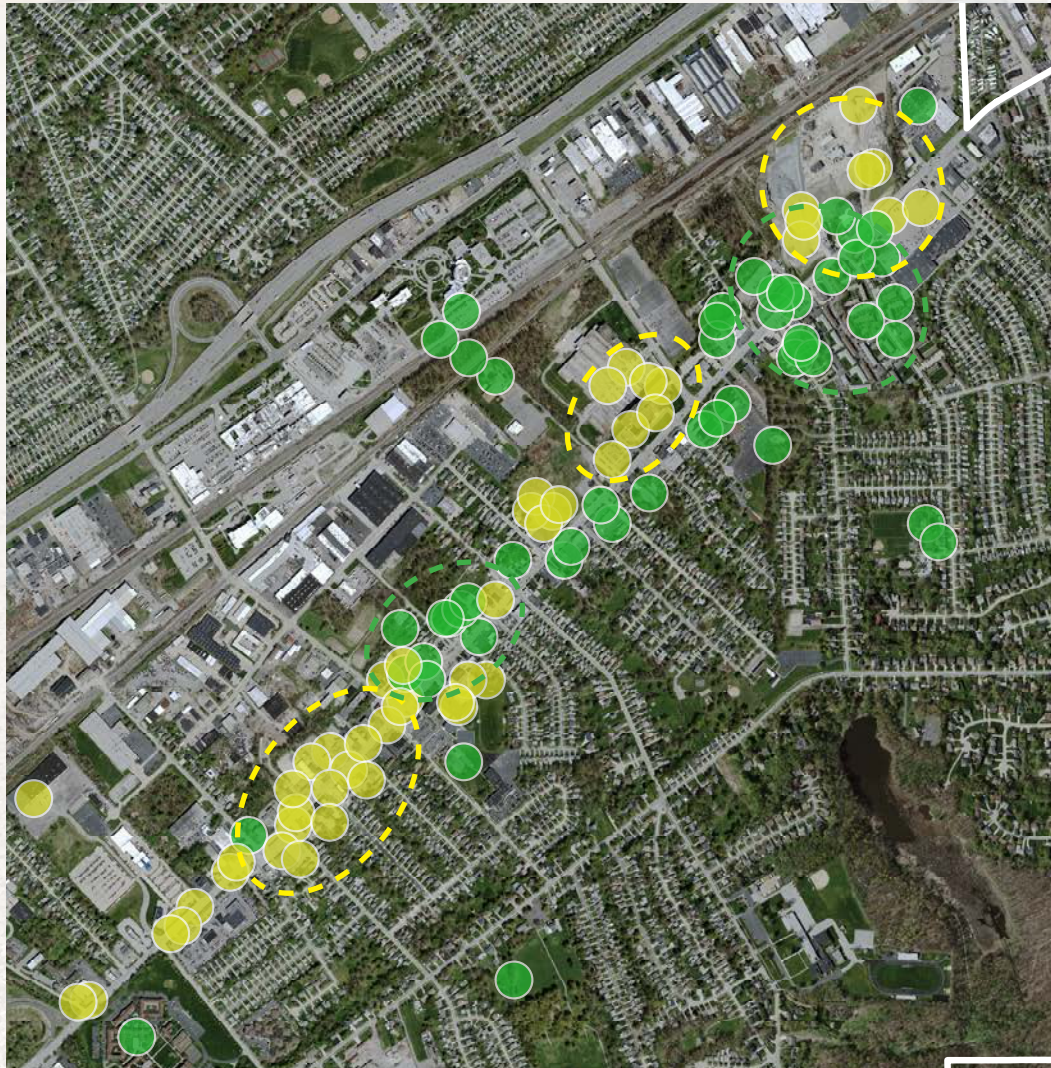
RESULTS


Top Choices =
Brewery & Cafe



ENGAGEMENT SUMMARY

RESULTS



-  Favorite places you enjoy today
-  Least favorite places you would like to change in the future

ENGAGEMENT SUMMARY

RESULTS

Streetscape Improvements



FACADE
UPGRADES



PARKLET / PLAZA



LANDSCAPING



PUBLIC ART



BIKE AMENITIES



PEDESTRIAN
ACCESS



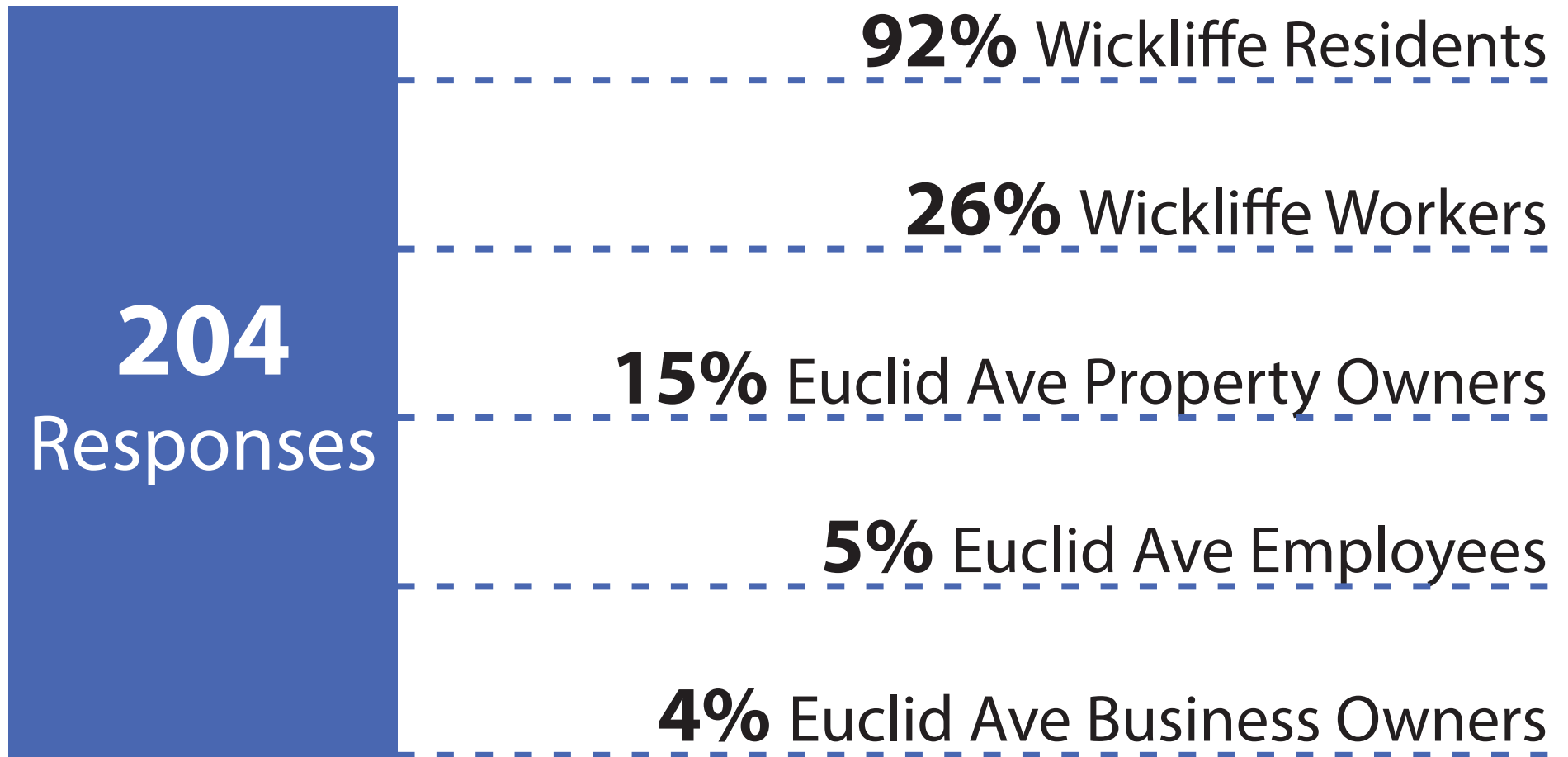
LIGHTING



SIGNAGE &
WAYFINDING

ENGAGEMENT SUMMARY

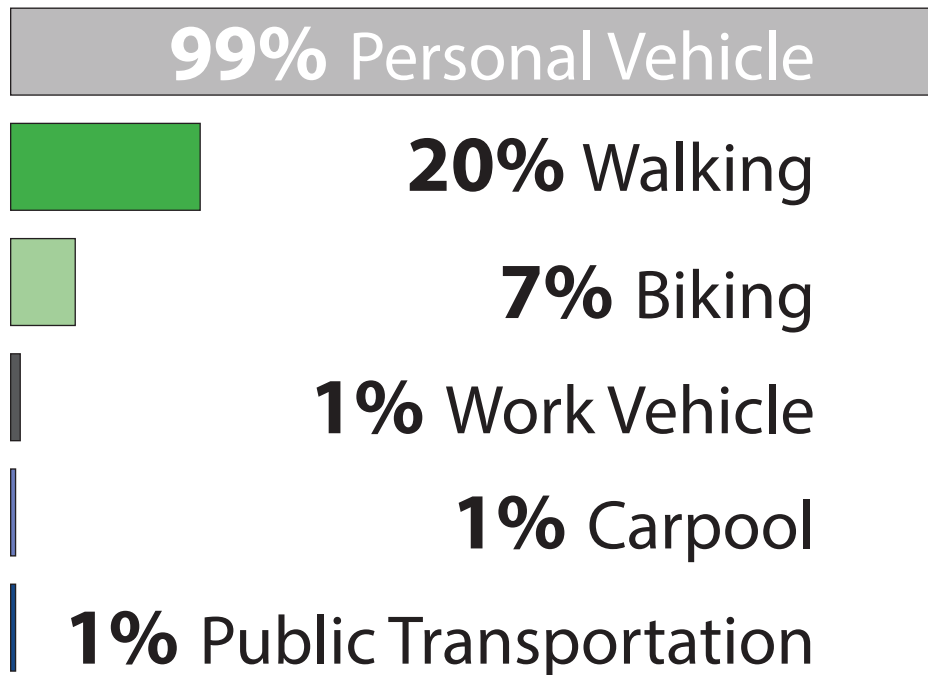
SURVEY



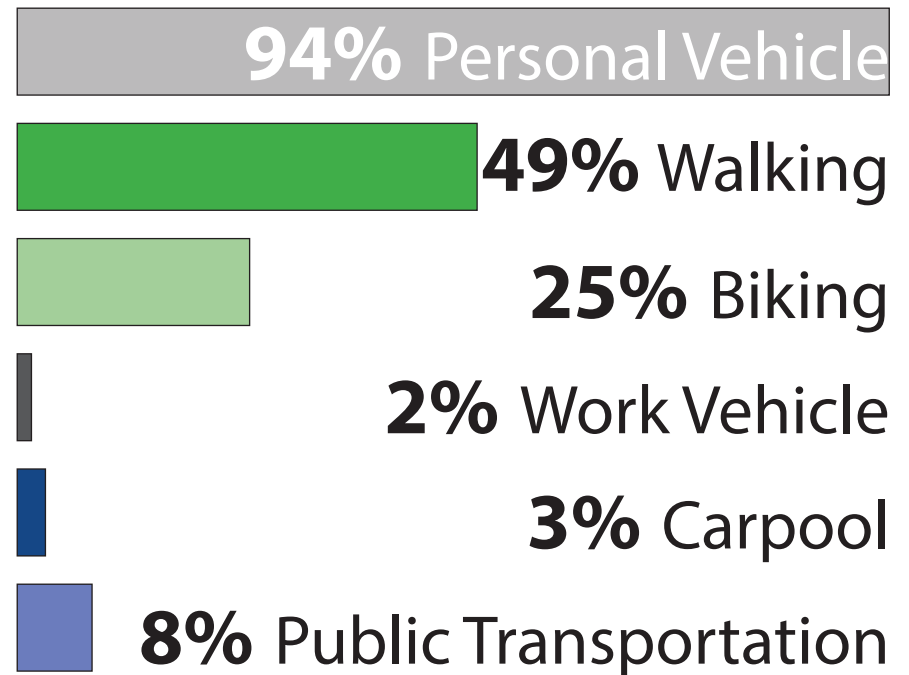
ENGAGEMENT SUMMARY

SURVEY

What travel methods do you use on Euclid Avenue?*



What travel methods would you **prefer** to use?*

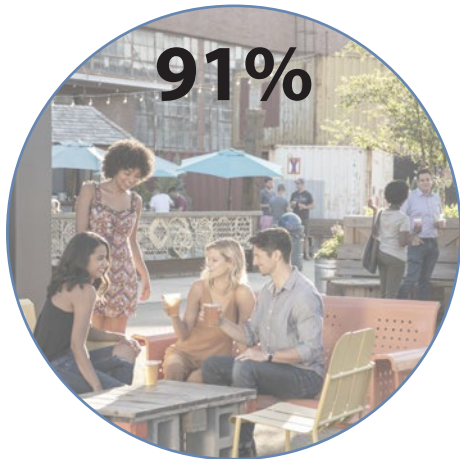


**Select all that apply*

ENGAGEMENT SUMMARY

SURVEY

What types of businesses/attractions would you like to see more of on Euclid Avenue?*



Places to eat, drink, or socialize



Retail



Parks or greenspace



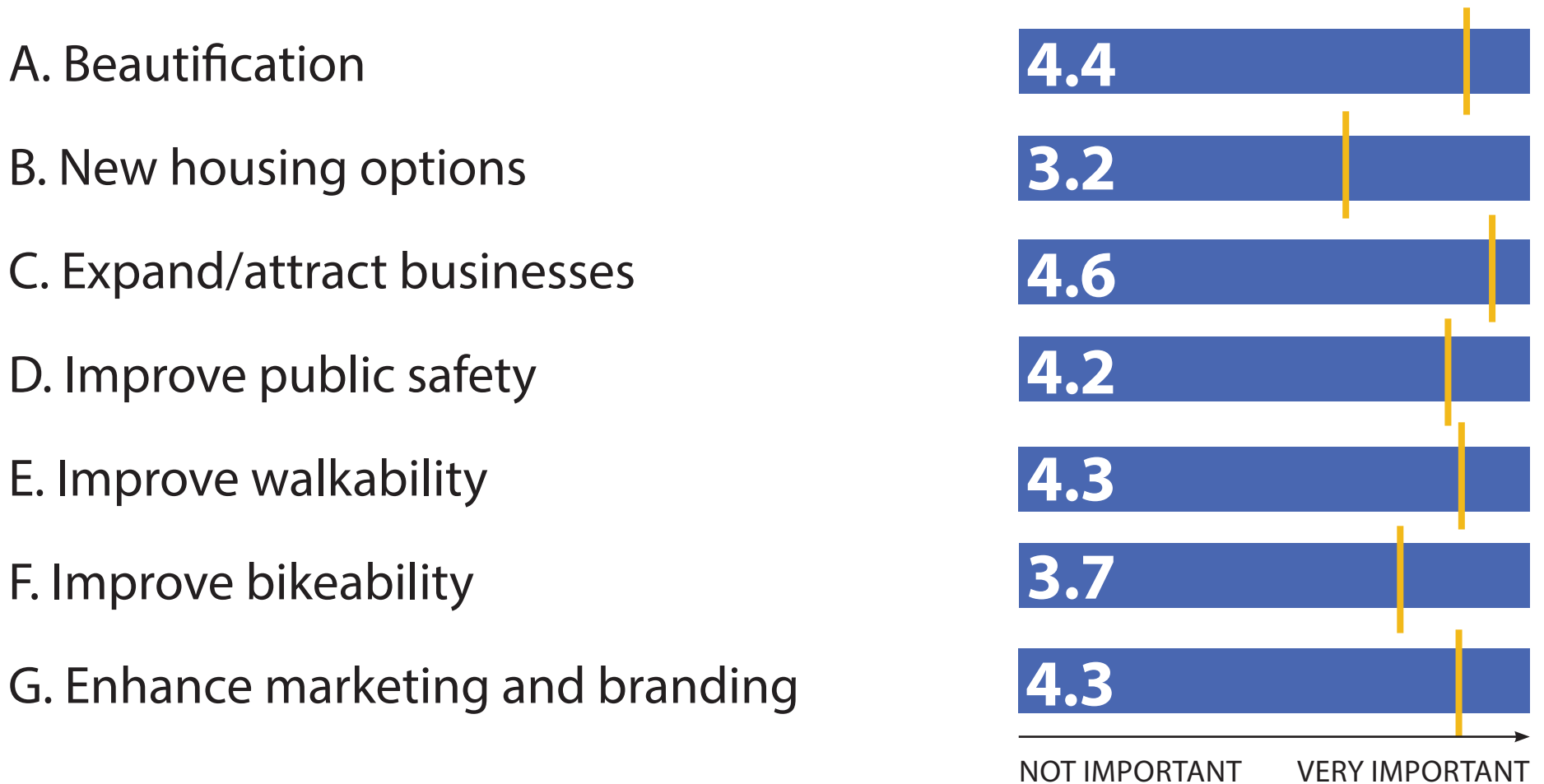
Arts & Entertainment Venues

**Select all that apply*

ENGAGEMENT SUMMARY

SURVEY

How important is each of the following improvements for the future of Euclid Avenue on a scale of 1-5?



ENGAGEMENT SUMMARY

SURVEY

What do you think is the biggest issue facing the corridor right now? Please rank your choices.

- 1 VACANT OR UNDERUTILIZED PROPERTIES**
- 2 APPEARANCE / PUBLIC IMAGE**
- 3 PUBLIC SAFETY**
- 4 TRAFFIC FLOW**
- 5 CAR-DEPENDENCY**

ENGAGEMENT SUMMARY

SURVEY

If you had to describe Euclid Avenue in a few words, what would they be?



ENGAGEMENT SUMMARY

SURVEY

What few words do you WISH would describe the corridor?



ENGAGEMENT SUMMARY

KEY TAKEAWAYS

Priorities:

- Filling vacancies
- Improving overall look of the corridor
 - » Facades
 - » Roadway maintenance
 - » Streetscape enhancements
- Building a destination
 - » Commercial amenities
 - » Mix of uses
 - » Walkability

Popular Areas for Redevelopment:

- Former ABB
- Former Ponderosa
- South of Lloyd Rd

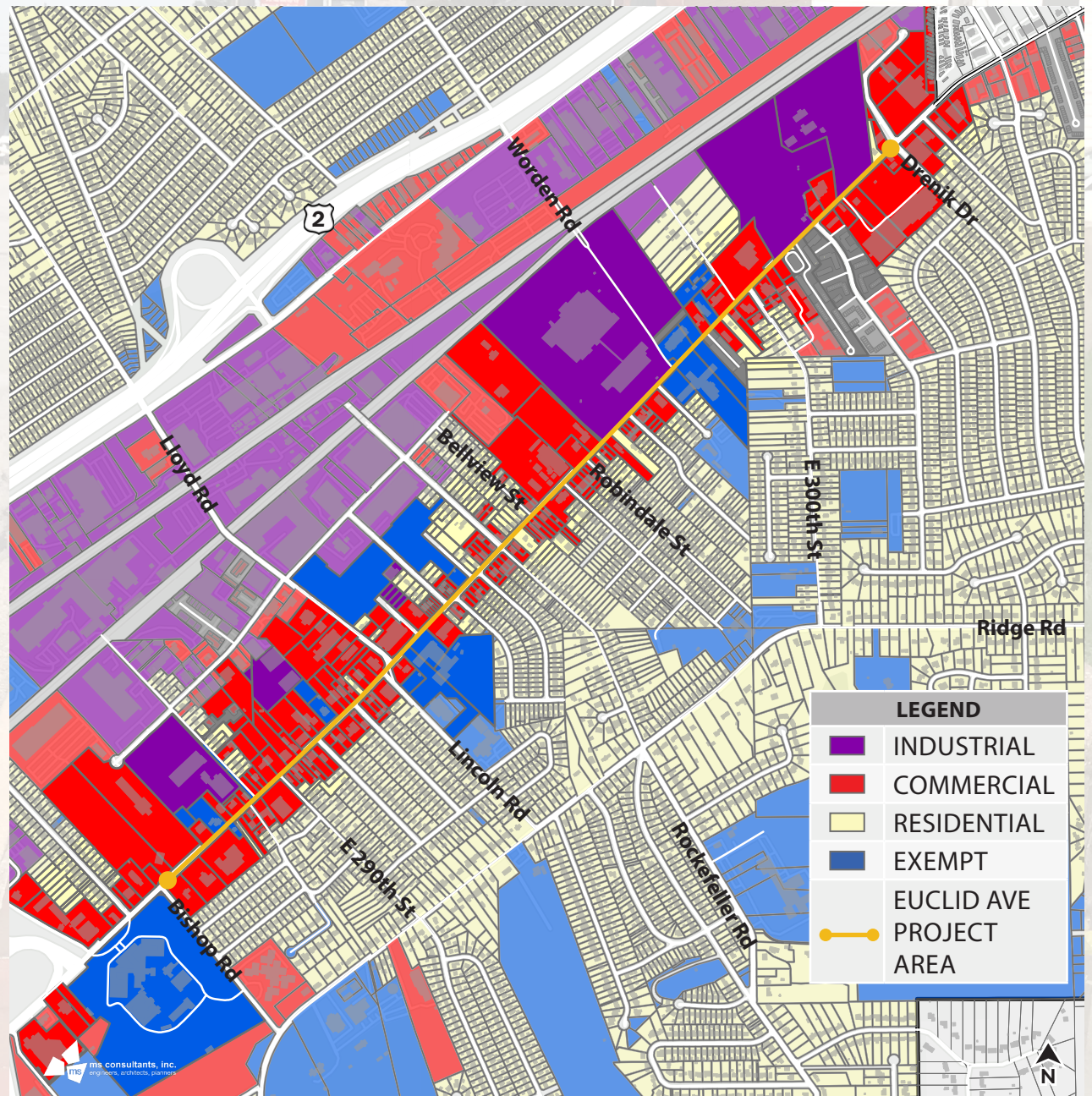
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EXISTING CONDITIONS

LAND USE

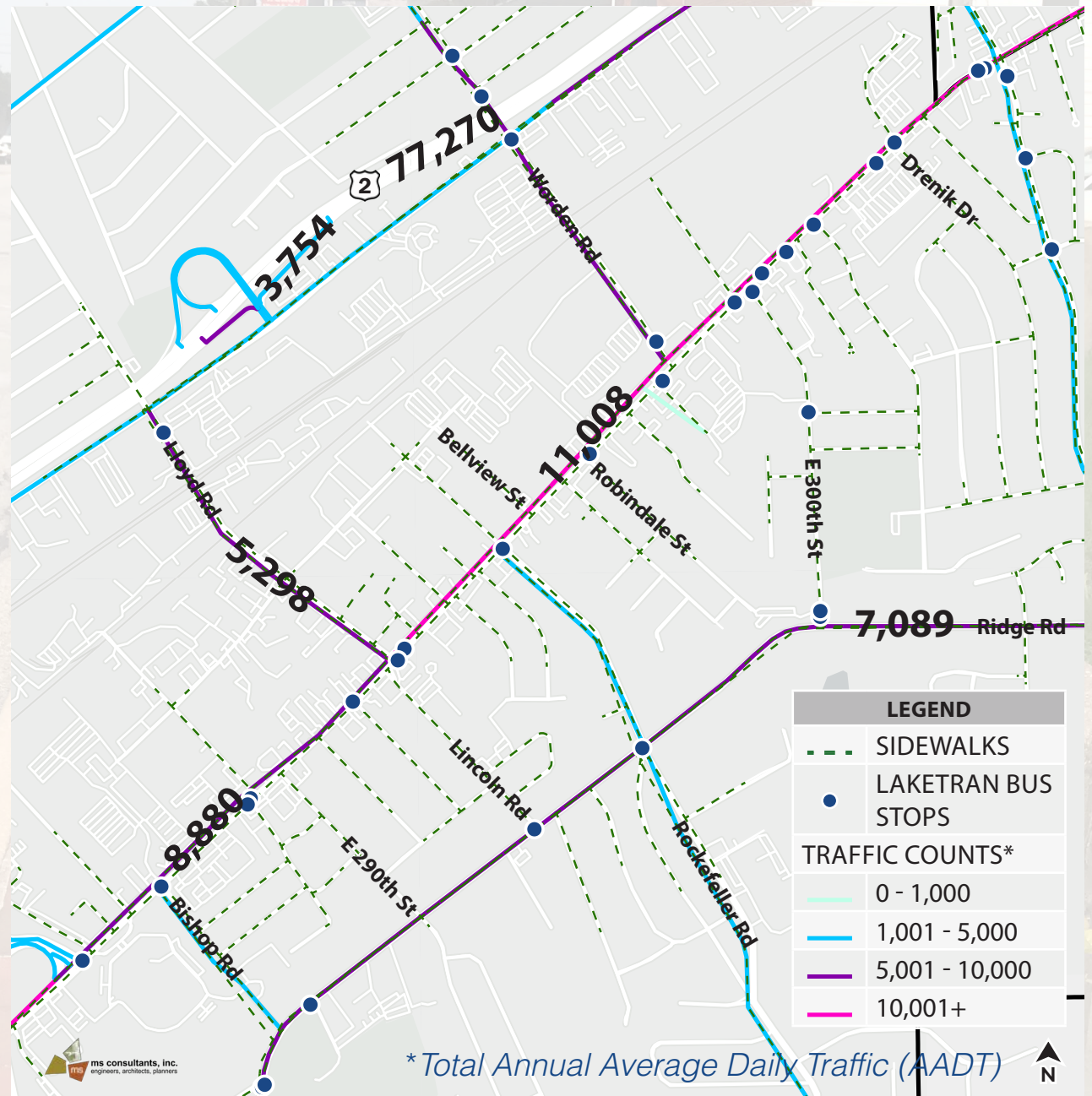
- Euclid Avenue acts as a commercial/ industrial buffer for residential
- Concentration of job opportunities



EXISTING CONDITIONS

TRANSPORTATION

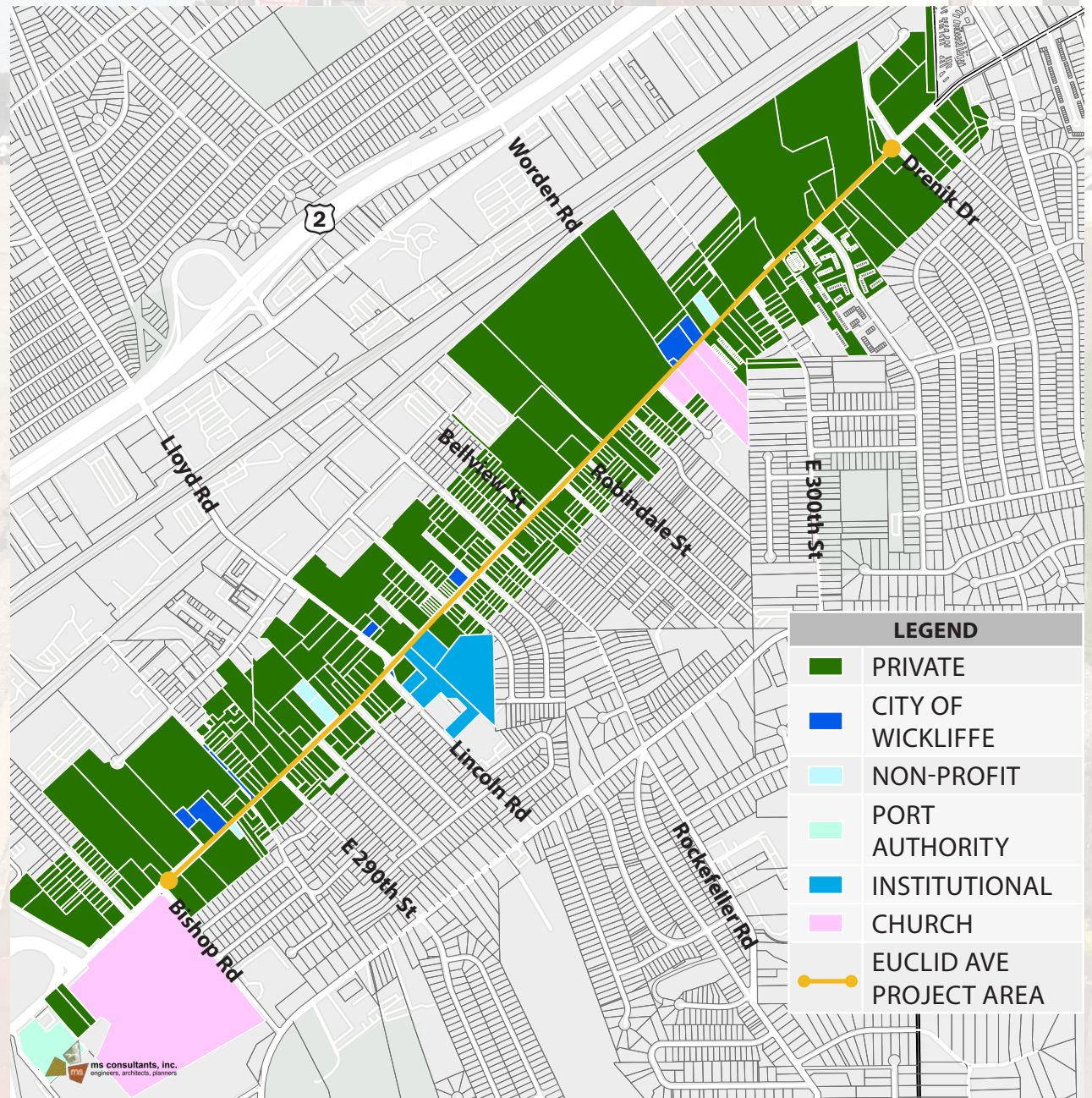
- Several bus stops on the corridor
- Thousands pass through daily
- Opportunity to capture more freeway traffic



EXISTING CONDITIONS

OWNERSHIP

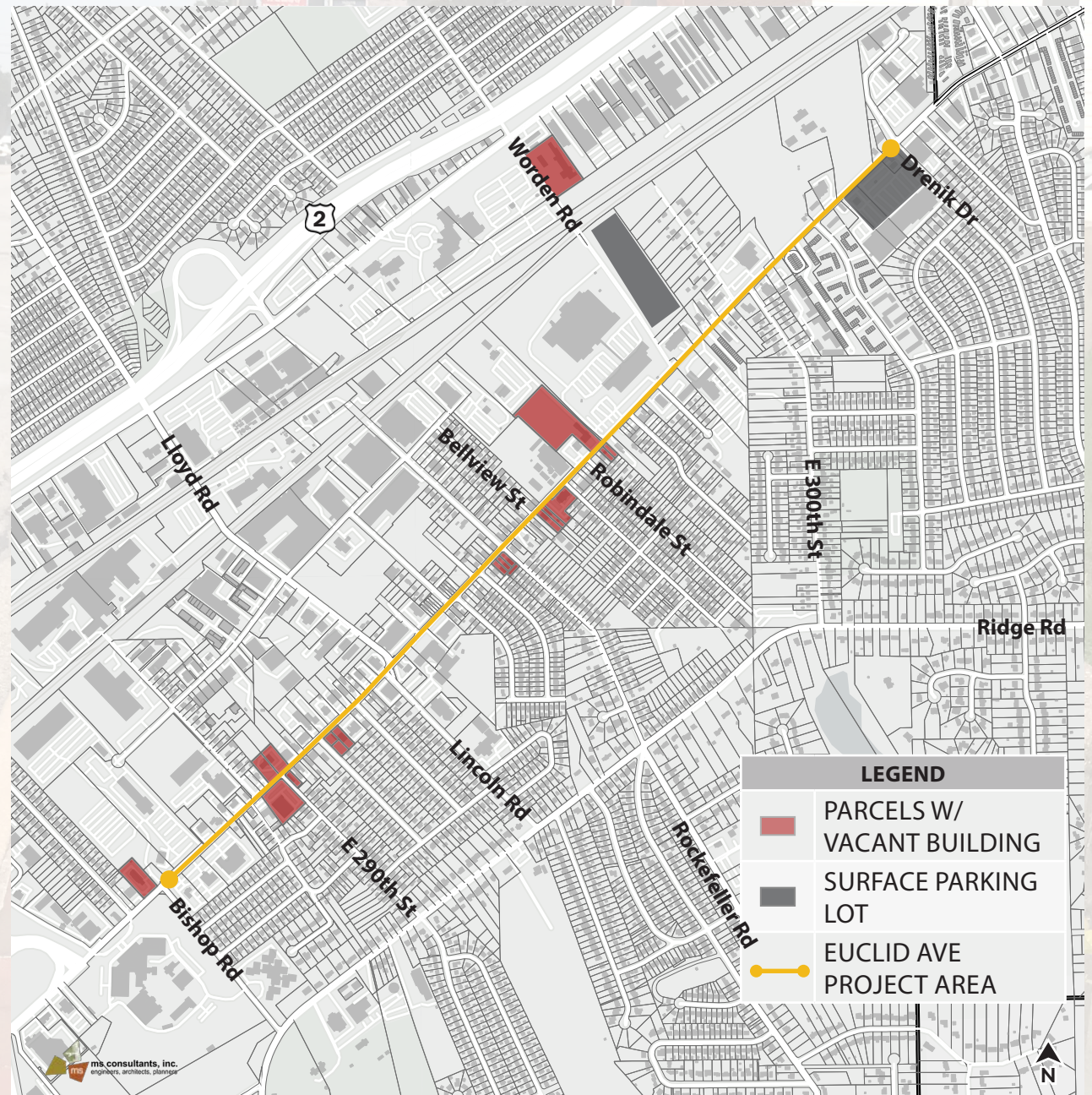
- Primarily private ownership on corridor



EXISTING CONDITIONS

UNDERUTILIZED PROPERTIES

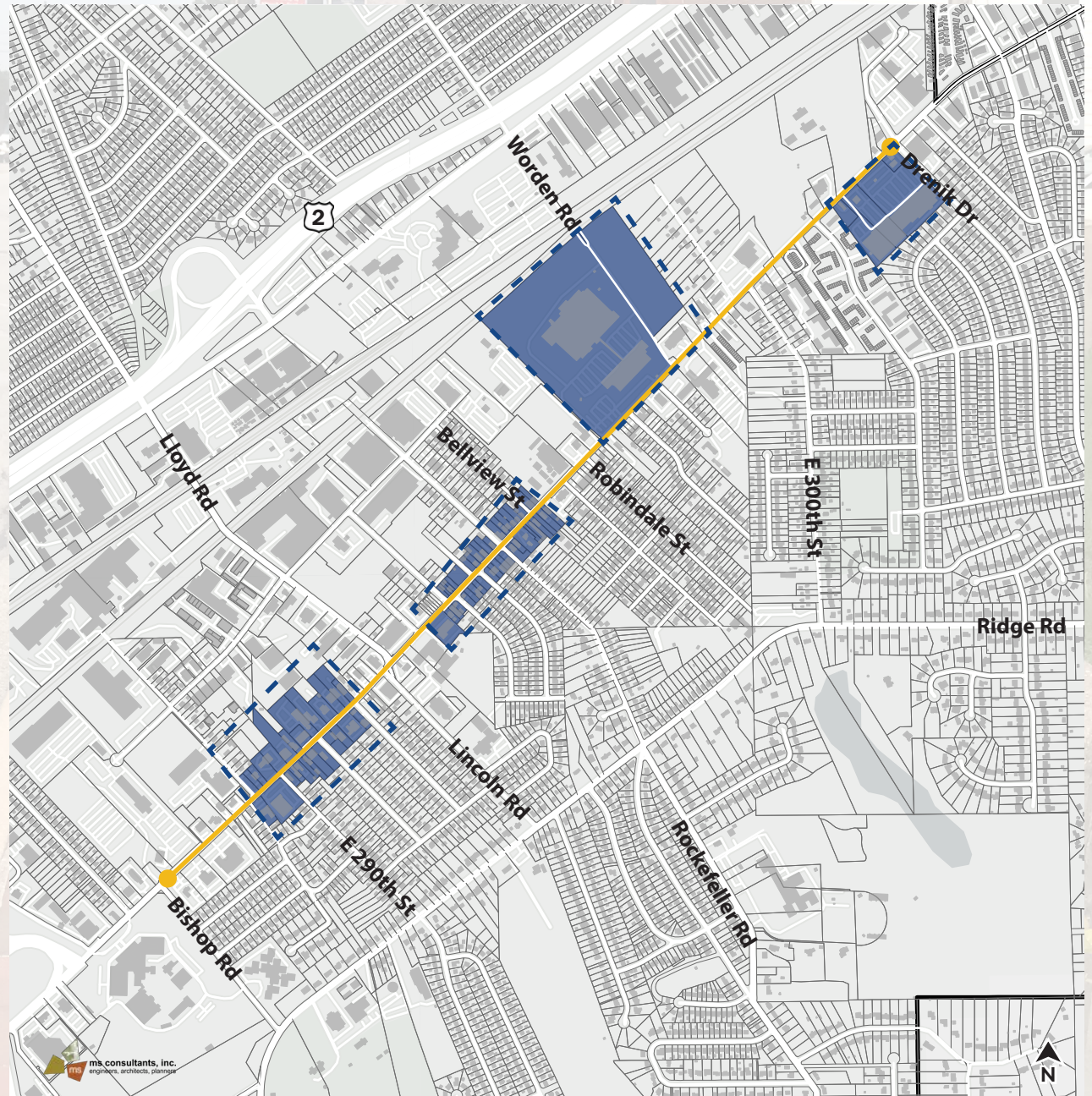
- Vacant buildings scattered throughout the corridor
- Data derived from city vacancy ordinance



EXISTING CONDITIONS

PRIORITY DEVELOPMENT AREAS

- Business attraction / expansion
- Gathering spaces
- Job creation
- Streetscape improvements



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MARKET ANALYSIS

RETAIL

- **Doctor's Offices** are only meeting 2.2% of demand
- \$44 million in unmet sales demand for **Full-service Restaurants, Limited-Service Restaurants, Food & Beverage Stores** ($\approx 100,000$ sf)
- **General Merchandise stores** could support an additional 58,000 sf to serve unmet demand

Market Area = local zip code

MARKET ANALYSIS

OFFICE

OFFICE USE W/ UNMET DEMAND

TYPICAL OFFICE SIZE

Advertising and Marketing Services	10k - 20k sf
Marketing Research and Research & Development	5k - 75k sf
Computer Systems Design & Management	5k - 75k sf (100k+ for HQ/Corp)
Financial Services	5k - 75k sf (100k+ for HQ/Corp)
Environmental Consulting	2k - 20k sf

Market Area = Lake & Cuyahoga Counties

MARKET ANALYSIS

OFFICE

The creation of a business incubation center would assist in creating new opportunities and combating vacancies.



MARKET ANALYSIS

REGIONAL MEDICAL OPPORTUNITIES

Description	Regional Commodity Supply	Regional Commodity Demand	Domestic S/D Ratio	Sales Potential
Outpatient care centers	\$498,802,647	\$762,426,823	65.4%	\$263,624,176
Medical and diagnostic laboratories	\$82,538,886	\$307,107,058	26.9%	\$224,568,172
Other ambulatory health care services	\$203,557,474	\$305,393,507	66.7%	\$101,836,033

MARKET ANALYSIS

INDUSTRIAL

- Driven by demand from existing regional industries
- \$462 million unmet demand for **Plastics Manufacturing**
 - » Typical Plant Size Range: 75,000 sf to 300,000 sf
- \$447 million unmet demand for **Semi-Conductor Devices Manufacturing**
 - » Typical Plant Size Range: 300k sf to 3 million sf (70k sf to 100k sf for smaller parts of the process such as Wafer Fabrication)

Market Area = Lake & Cuyahoga Counties

MARKET ANALYSIS

INDUSTRIAL

- >\$600 million unmet demand for a **Food & Beverage Manufacturing cluster**
 - » Including beverage bottling and processed meats facilities
 - » Typical Plant Size Range: 150,000 sf to 270,000 sf

Market Area = Lake & Cuyahoga Counties

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STEERING COMMITTEE #2

MARKET ANALYSIS

TOP INDUSTRIAL OPPORTUNITIES

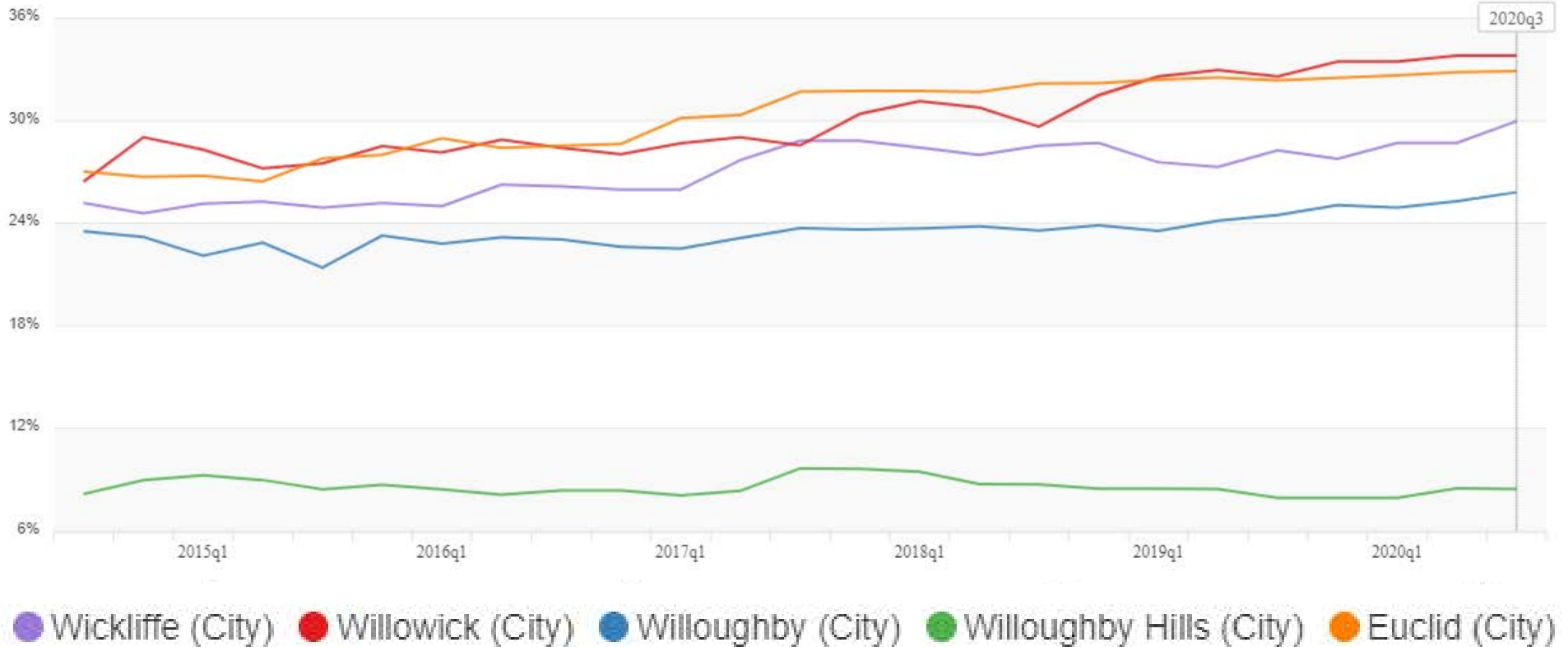
Description	Net Commodity Supply	Total Gross Commodity Demand	Domestic S/D Ratio	Sales Potential	Use	Square Footage
Pharmaceuticals	\$351,426,447	\$1,647,303,359	21.3%	\$1,295,876,912	Industrial	518,351
Light trucks and utility vehicles	\$1,202,081	\$901,248,041	0.1%	\$900,045,960	Industrial	360,018
Petrochemicals	\$44,290,681	\$720,950,378	6.1%	\$676,659,697	Industrial	270,664
Plastics materials and resins	\$233,388,188	\$695,445,037	33.6%	\$462,056,849	Industrial	184,823
Wholesale services - Petroleum and petroleum products	\$401,206,112	\$677,210,797	59.2%	\$276,004,685	Industrial	110,402
Other plastics products	\$233,652,458	\$628,735,126	37.2%	\$395,082,668	Industrial	158,033
Semiconductors and related devices	\$60,911,291	\$508,414,829	12.0%	\$447,503,538	Industrial	179,001
Paper from pulp	\$91,221,990	\$401,662,730	22.7%	\$310,440,740	Industrial	124,176
Other motor vehicle parts	\$283,204,973	\$389,843,822	72.7%	\$106,638,849	Industrial	42,656
Nonferrous metal (exc aluminum) smelting and refining	\$20,726,833	\$315,135,472	6.6%	\$294,408,638	Industrial	117,763
Processed poultry meat products	\$8,122,669	\$294,692,780	2.8%	\$286,570,111	Industrial	114,628
Bottled and canned soft drinks and water	\$130,301,143	\$286,408,287	45.5%	\$156,107,144	Industrial	62,443
Meat processed from carcasses	\$65,715,547	\$279,067,099	23.6%	\$213,351,551	Industrial	85,341
Construction machinery	\$165,393,302	\$225,475,885	73.4%	\$60,082,583	Industrial	24,033
Other engine equipment	\$116,419,097	\$216,496,861	53.8%	\$100,077,763	Industrial	40,031

MARKET ANALYSIS

Business Vacancy History

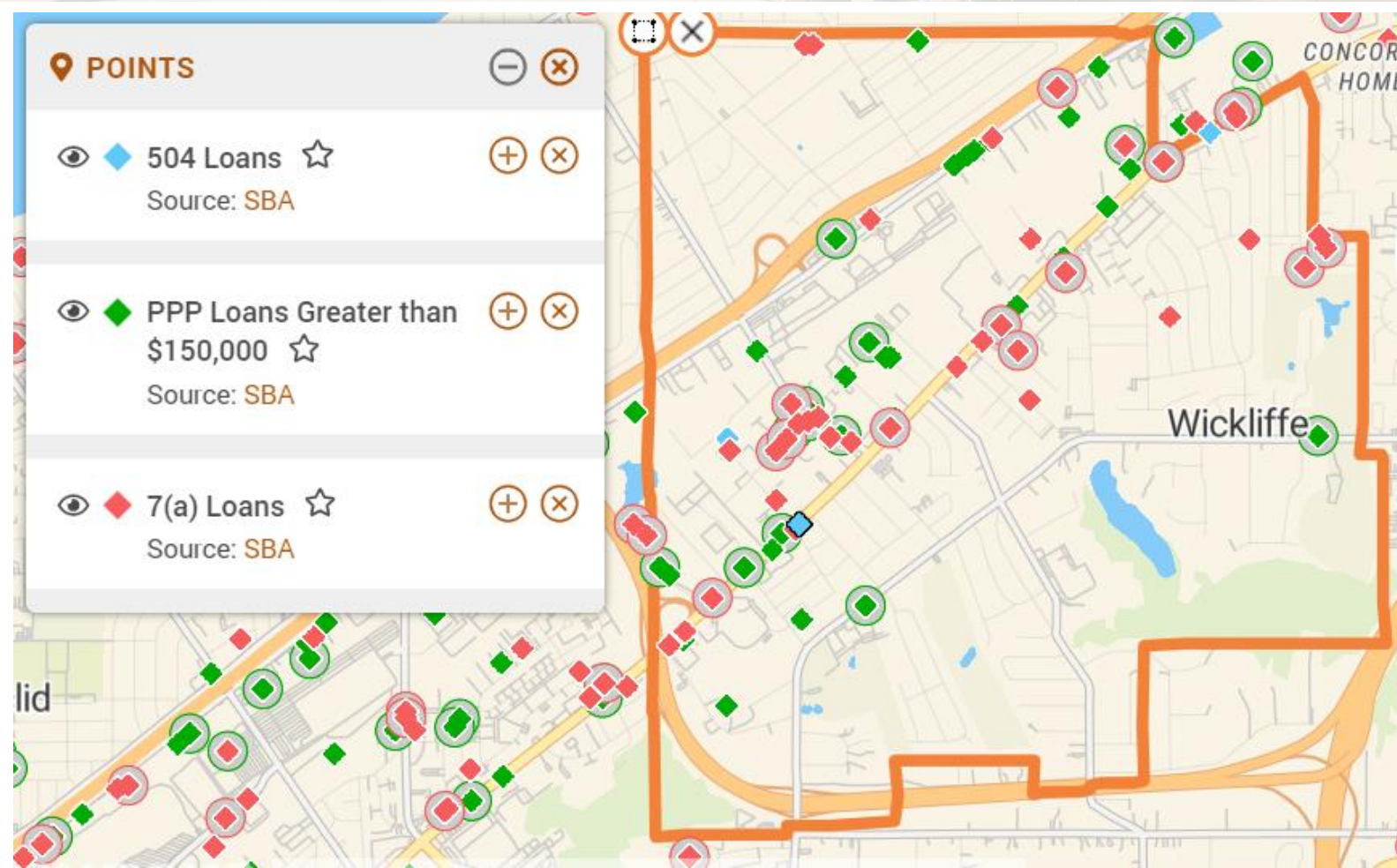
Pct. of All Business Addresses Vacant from 2014q3 to 2020q3.

Powered by PolicyMap



MARKET ANALYSIS

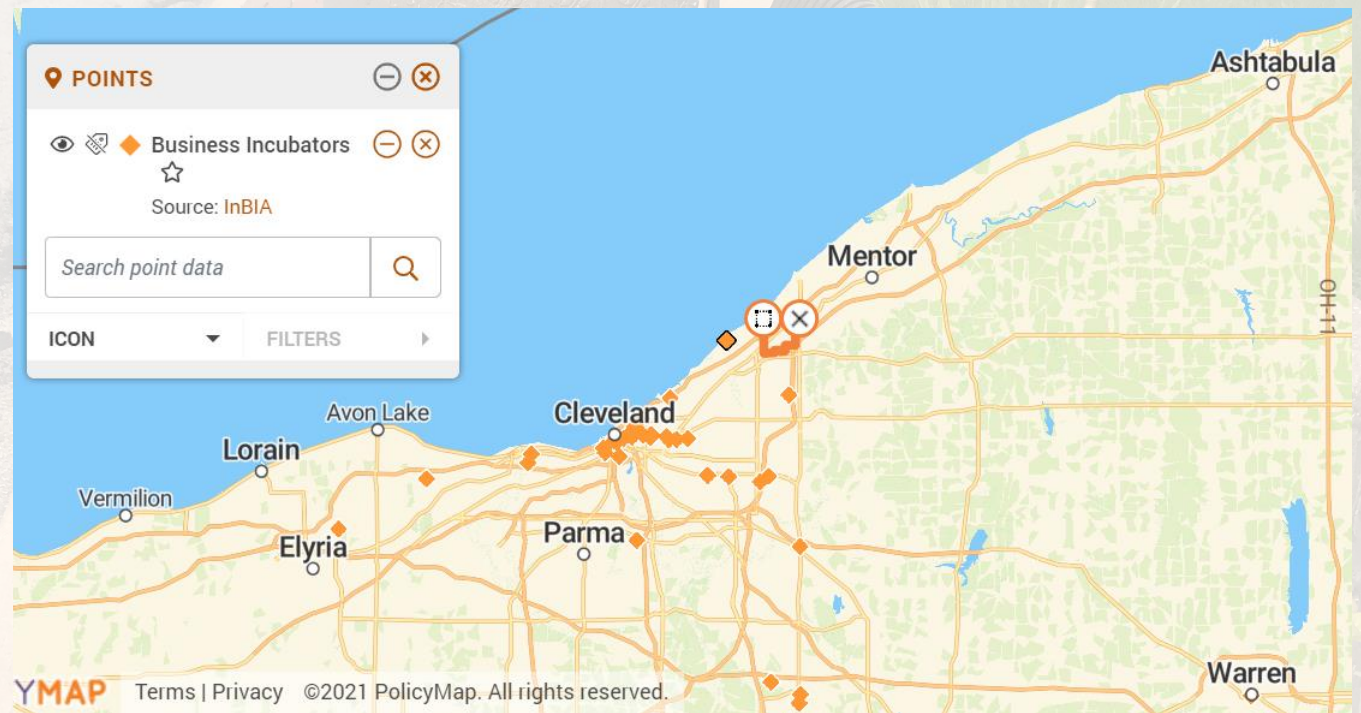
SMALL BUSINESS SUPPORT



MARKET ANALYSIS

NEW BUSINESS CULTIVATION

- The Green House (Euclid) & LaunchHouse (Highland Heights) are closest incubators
- There is an opportunity for Wickliffe to house Ohio's eastern most incubator along the Corridor.



MARKET ANALYSIS

HOUSING

- 89% of housing units in Wickliffe were built prior to 1980.
- 198 renters and 289 homeowners are paying more than half of their monthly income toward rent or a mortgage.
- Growth in rents are exceeding per-capita and household income growth.

MARKET ANALYSIS

HOUSING

- Need to accommodate employees with housing

	Wickliffe	State Average
5-year Change in Resident Population	0.57% (12,743)	0.82%
5-year Change in # of Households	3.49% (5,658)	2.33%
5-year Change in # of Units	5.02% (6,064)	1.31%
5-year Median Rent Change	31.08% (1,029)	10.84%
5-year Med. Household Income Change	27.4% (\$61,105)	15.87%
5-year Per Capital Income Change	16.72% (\$31,600)	18.97% (\$31,552)
5-year Median Home Value Change	-0.98% (\$121,500)	12.42%
% of Units Build Prior to 1980	89.1% (5,403)	66.6%
Number of Households Paying > 50% of income to Mortgage	6.3% (289)	6.7%
Number of Households Paying >50% of income to Rent	18.3% (198)	20.81%

MARKET ANALYSIS

HOUSING

The Euclid Ave. Corridor could benefit the City's needs by adding modernized housing choice at mixed incomes that meet the desired price points of its residents.



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NEXT STEPS

Scheduling:

- ***RESCHEDULING*** Steering Committee #3 - Tuesday, October 19th

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