



Communities for real life.

What we did:

**PLANNING**

Master Planning  
Public Engagement

# Master Plan

CITY OF SOUTH EUCLID, OHIO

The City of South Euclid, Ohio is a well-positioned inner-ring suburb of Cleveland, Ohio. South Euclid hadn't updated its Master Plan in more than a decade, and desired a process that emphasized meaningful public engagement—from monthly Steering Committee meetings, focus groups and resident surveys to multiple public workshops.



The City is comprised of neighborhoods with strong character and a relatively stable housing market, a few older commercial corridors that required a vision for public improvements, and regionally significant open spaces, such as the Euclid Creek Metro Park.

McKenna's plan focuses on neighborhood planning, business district revitalization, transportation, the environment, and connecting and combining efforts for meaningful reinvestment in the community.

Residents, business owners, and stakeholders collaborated on activities including a visioning exercise, mapping of community assets, and priority ballot voting for areas of investment (arts and culture, economic development, senior services, etc.).

The Master Plan focuses on five major themes (neighborhoods, parks, recreation, and open space, transportation and access, people, and regionalism), and sets out specific recommendations for:

- Diversified housing types to accommodate all phases of life.
- Development of neighborhood associations.
- Maintaining a "right-sized" system of parks, open spaces, and recreational facilities – including linkages between.
- Potential economic development programs, including business expansion and retention, marketing, and financial tools.
- Revitalizing downtown and likely redevelopment areas.
- Identification and design of integrated gateways and wayfinding signage.
- Expansion of the length, quality, and accessibility of non-motorized transportation systems.
- Collaboration with local organizations and institutions, adjacent communities, and the region.

The South Euclid Master Plan is a vision for the City to preserve and enhance the best characteristics while making the most of the opportunities that will come with redevelopment.