

ABOUT THE EUCLID BEACH NEIGHBORHOOD PLAN

What is the Euclid Beach Neighborhood Plan?

- In April 2022, a diverse and inclusive steering committee was formed to manage a Master Planning and Community Engagement Services effort to determine the future of the 28-acre Euclid Beach Euclid Beach Mobile Home Community and its relationship with the surrounding 139 acres of public lakefront property in the Greater Collinwood neighborhood.
- The local office of OHM Advisors – the firm responsible for previously developing the well-received Vision for the Valley – was hired by Cleveland Neighborhood Progress to manage the community engagement process, which included an online survey that received more than 350 responses, focus groups involving residents, three days of going door-to-door in the Greater Collinwood neighborhood, public notices in community newsletters, development of a site-specific website (www.euclidbeachneighborhoodplan.com) and five community meetings with more than 500 total attendees.

EUCLID BEACH STEERING COMMITTEE

- City of Cleveland
- Cleveland City Council
- Cleveland Metroparks
- Cleveland Neighborhood Progress
- Greater Collinwood Development Corporation
- Cleveland Public Library
- Cleveland Development Advisors
- Greater Cleveland Partnership
- Cuyahoga County Planning Commission
- The Cleveland Foundation
- Western Reserve Land Conservancy
- Neighborhood residents including the Euclid Beach Mobile Home Community

How did we get here?

- In December 2021, Western Reserve Land Conservancy purchased the 28-acre Euclid Beach Mobile Home Community (EBMHC) on the eastern edge of Cleveland in the North Shore Collinwood neighborhood. The Land Conservancy learned that the property owner—who held the property since the 1980’s—was in the process of marketing the property for sale.
- Ward 8 Councilman Mike Polensek said the owner contacted him in March of 2019 about selling the park, potentially to a new owner who might seek rezoning for high-rise apartments or a retail center. Councilman Polensek knew his constituents would not want high-rise apartments or more commercial development, and thus he and sought out a trusted, local organization to purchase the property. It was vital, Polensek said, that the new owner was dedicated to ensuring that residents would be treated fairly and with respect, and also that there would be engagement with the entire community in a thoughtful process that would determine the future of the Euclid Beach neighborhood. “We don’t want more high-rise apartments there,” [Councilman Polensek] said. “We don’t need more commercial. It’s unnecessary and unwarranted.” (Cleveland.com)

What does the plan recommend?

OHM Advisors are recommending the Housing Resource Group partners with the Euclid Beach Mobile Home Community residents to transition residents into affordable housing. They also recommend:

- Increased public access to the lakefront.
- A revitalized Lakeshore Boulevard Corridor following an evaluation of existing commercial structures along the thoroughfare. The plan encourages the increased presence of local businesses on Lakeshore Boulevard, and encourages adopting the necessary zoning tools and design guidelines to support the future vision of the corridor.
- Improved, safer connections to existing public open spaces.
- New housing in residential areas adjacent to Euclid Beach.
- A master planning process for a Cleveland Public Library to replace the existing Cleveland Public Library Collinwood Branch.
- A recommendation for market analysis of current and future market conditions for commercial and residential property development in the Greater Collinwood neighborhood.
- Strategic property acquisition in Collinwood to facilitate development with the private sector.
- A park master planning process to determine the program and use for the proposed Euclid Beach Park space.
- Housing development strategies that offer a diverse mix of housing.

Housing Resource Group

Cuyahoga County Land Bank, Greater Cleveland Habitat for Humanity, CHN Housing Partners, Cleveland Metropolitan Housing Authority, Eden Housing, Enterprise Community Partners, City of Euclid, McGregor Foundation, Northeast Ohio Coalition for the Homeless, United Way and Western Reserve Land Conservancy.

What does this mean for the residents of Euclid Beach Mobile Home Community?

- To complete the recommendations of the Euclid Beach Neighborhood Plan, residents of the community will need to transition into affordable housing options within a 5-minute drive of the existing mobile home park. However, Western Reserve Land Conservancy has pledged that no tenant will be required to vacate their mobile homes for at least 12-16 months. The Land Conservancy will work diligently to ensure the tenants are treated fairly and will connect them to resources to facilitate any necessary changes they may need to make that will result in quality housing outcomes for all residents.
- Of the 271 rental pads available at the EBMHC, approximately 140 are occupied.
- Western Reserve Land Conservancy will hold a meeting for tenants to discuss next steps and address their questions next week.
- A separate Housing Resource Partners steering committee was formed over a year ago to determine the best possible outcomes for the residents of EBMHC. The steering committee, led by Cleveland Neighborhood Progress and the City of Cleveland, consists of local, trusted and experienced housing organizations.

- Each resident’s needs are unique, and require a unique approach. That is why each steering committee partner brings specific expertise on housing needs. For example, EDEN Housing has hired an Outreach Specialist who has been working on-site at the Mobile Home Community with the residents since September 2022, assessing their needs and connecting them to appropriate services including alternative housing options. This position has engaged with residents, collected and documented relevant and critical information, conducted hand-off referrals to other organizations based on the need assessments and benefits and eligibility assessments, and supported residents in locating and securing alternate housing options, if and when appropriate. Another example of efforts being made by the Housing Resource Partners includes Cleveland Neighborhood Progress is working closely with the Cuyahoga Land Bank to map available land for local nonprofit partners to acquire for new housing on existing vacant land in the neighborhood.

What has been done for the residents since Western Reserve Land Conservancy purchased the Euclid Beach Mobile Home Community?

Western Reserve Land Conservancy continues to prioritize residents’ health and safety. As a demonstration of that commitment, the Land Conservancy has overseen repairs and upgrades, some of which have been deferred for decades prior to their ownership of the Euclid Beach Mobile Home Community. During the last 13 months of ownership of this property, the Land Conservancy has:

- Invested over \$90,000 in new individual water sub-meters on each unit so residents would no longer be charged for the failing water infrastructure.
- Partnered with the Euclid Beach Cat Project and invested nearly \$5,000 to pay for veterinary bills, food, and housing for the community’s feral cat population.
- Spent \$5,400 to remove dead trees and an unused utility pole and are evaluating bids to remove more problematic trees in the coming months.
- Spent over \$6,000 to replace old street signs, fill potholes and plant flowers and trees.
- Installed security cameras around the main office.
- Hired BLANK Family Communities, a property management company with more than 50 years of experience to handle day-to-day park management, and a full-time on-site property manager with more than 15 years of experience in property management.

What is the timeline of this plan?

This project is anticipated to be at least a 7-year planning and phased investment strategy by all partners involved.

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