

Eastlake is geographically unique due to the Chagrin River and Lake Erie shoreline. The central portion of the city is included in the 267 square mile Chagrin River Watershed. The southwest and northwest quadrants of the city drain directly to Lake Erie (Map 3.2).

These amenities provide a natural and economic competitive advantage. The City also has convenient freeway access and public transportation.

3.3 Basic market conditions

Population

Population estimates vary by organization and forecast method. According to Census 2000, Eastlake has 20,255 residents. This represents a 4% decrease from 1990. The Ohio Department of Development published a July 2007 estimate of 19,582.

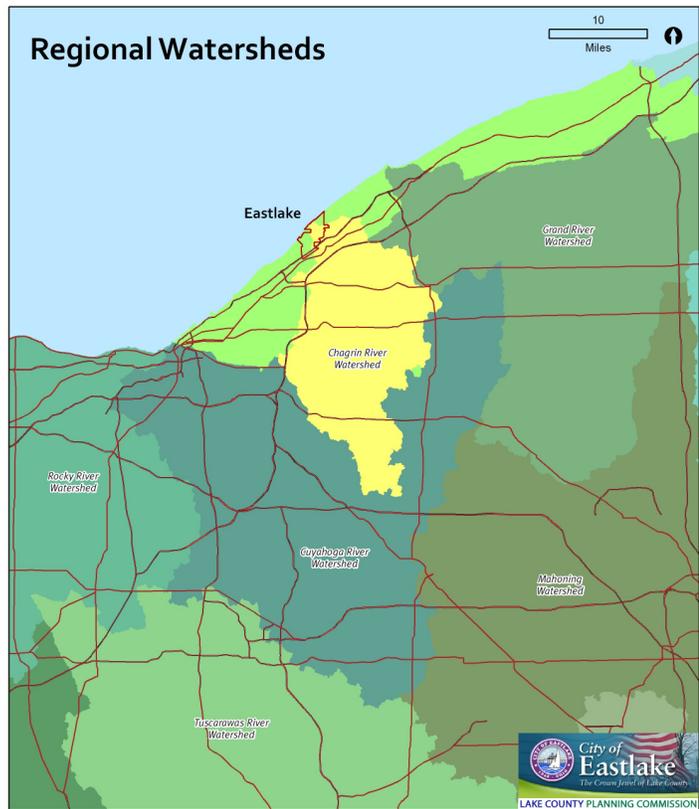
Long term projections from the Northeast Ohio Areawide Coordinating Agency (NOACA) forecast a continued decline through 2030. Projections from the Lake County Planning Commission confirm this trend indicating modest, if any, population growth (see Table 5.19).

This trend is similar to other western Lake County communities which indicate a population shift to central and eastern Lake County and a decline in overall family size.

Other demographic highlights (Census 2000):

- 37.8 Median age
- 2.51 Median household size
- 3.07 Median family size
- 82.8 % High graduation rate
- \$43,297 Median household income (1999 dollars)
- \$19,905 Median per capita income (1999 dollars)

Map 3.2: Regional Watersheds



Employment

Eastlake has over 800 companies with approximately 7,338 employees. Over 3/4 of these companies are considered small businesses with fewer than 10 employees (Table 3.2). Medium size companies (10-50 employees) account for 17% of the local businesses.

Table 3.1 Business and Workforce

Total Establishments	801
Total Employees	7,338

Source: Applied Geographic Solutions, Thousand Oaks, CA

Eastlake has historically been a manufacturing and retail based economy. This trend continues today. Excluding First Energy and public sector agencies, nine of the top twenty employers in Eastlake are in the manufacturing sector, representing 24% of the work force. Retail trades, Eastlake's largest sector, represent 26.10% of local employees. (Table 3.3).

Table 3.2 Total Establishments by Size (2008)

	Total	%
1-4 Employees	505	63.0%
5-9 Employees	133	16.6%
10-19 Employees	85	10.6%
20-49 Employees	55	6.9%
50-99 Employees	12	1.5%
100-249 Employees	7	0.9%
250-499 Employees	4	0.5%
500-999 Employees	0	0.0%
1000+ Employees	0	0.0%

Source: Applied Geographic Solutions, Thousand Oaks, CA

Retail environment

The retail sector is a major focal point of many Lake County communities. Being the most visible land use, its physical configuration and condition are critical in projecting a city's image. The economic health of a city is often associated with the ability of its business districts to thrive and remain prosperous. Retail stores also serve the important function of maintaining the social character of a community by creating a sense of place where residents can satisfy their consumer needs and encounter other neighborhood residents. This so-called "marketplace" function is critically important to community vitality. This is extremely evident in Eastlake. Multiple comments throughout the planning process centered on the redevelopment of the Vine Street corridor.

Table 3.3 Total Employees by Major SIC (2008)

	Total	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	48	0.70%
Mining (SIC 10-14)	0	0.00%
Construction (SIC 15-17)	592	8.10%
Manufacturing (SIC 20-39)	1,735	23.60%
Transportation and Communications (SIC 40-49)	90	1.20%
Wholesale Trade (SIC 50-51)	720	9.80%
Retail Trade (SIC 52-59)	1,914	26.10%
Finance, Insurance And Real Estate (SIC 60-69)	227	3.10%
Services (SIC 70-89)	1,786	24.30%
Public Administration (SIC 90-98)	87	1.20%
Unclassified (SIC 99)	138	1.90%
	7,337	100.00%

Source: Applied Geographic Solutions, Thousand Oaks, CA

Data from the 2000 Retail Trade Survey (NOACA, Cuyahoga County Planning Commission) provide baseline data for Eastlake. In 2000, there was 20.93 square feet of retail space per resident for supermarkets, drug stores, and other day-to-day convenience goods. The average for Lake County was 18.31 square feet/resident. There were 17.23 square feet /resident for shopping goods and durable consumer products (department stores, clothing, shoes and furniture) compared to 19.44 square/resident for the County.

Vacancy is a key variable in the retail sector, especially in more established suburban communities. Although vacancy rates in retail districts fluctuate considerably because of

high turnover in the retail industry, excessive vacancies can lead to blight, lack of re-investment and in some cases, abandonment. Eastlake's retail vacancy rate was 5.3% in 2000, a favorable figured compared to 6.4% in Lake County and 7.39% in the Cleveland metro area. At the time this plan was written (2008-09), the country was declared to be in an economic recession. Consumer spending is declining which may impact retail markets. It is too early to note, but vacancy rates could increase in the commercial core.

The retail sector is also important to the employment base. In Eastlake, 2008 estimates from Regional Economic Development Information System (REDIS) indicate approximately 1,900 workers in the retail trade sector (26% of total workforce). In Lake County, 14,680 were employed in the retail sector in 2000 (approximately 12% of the workforce).

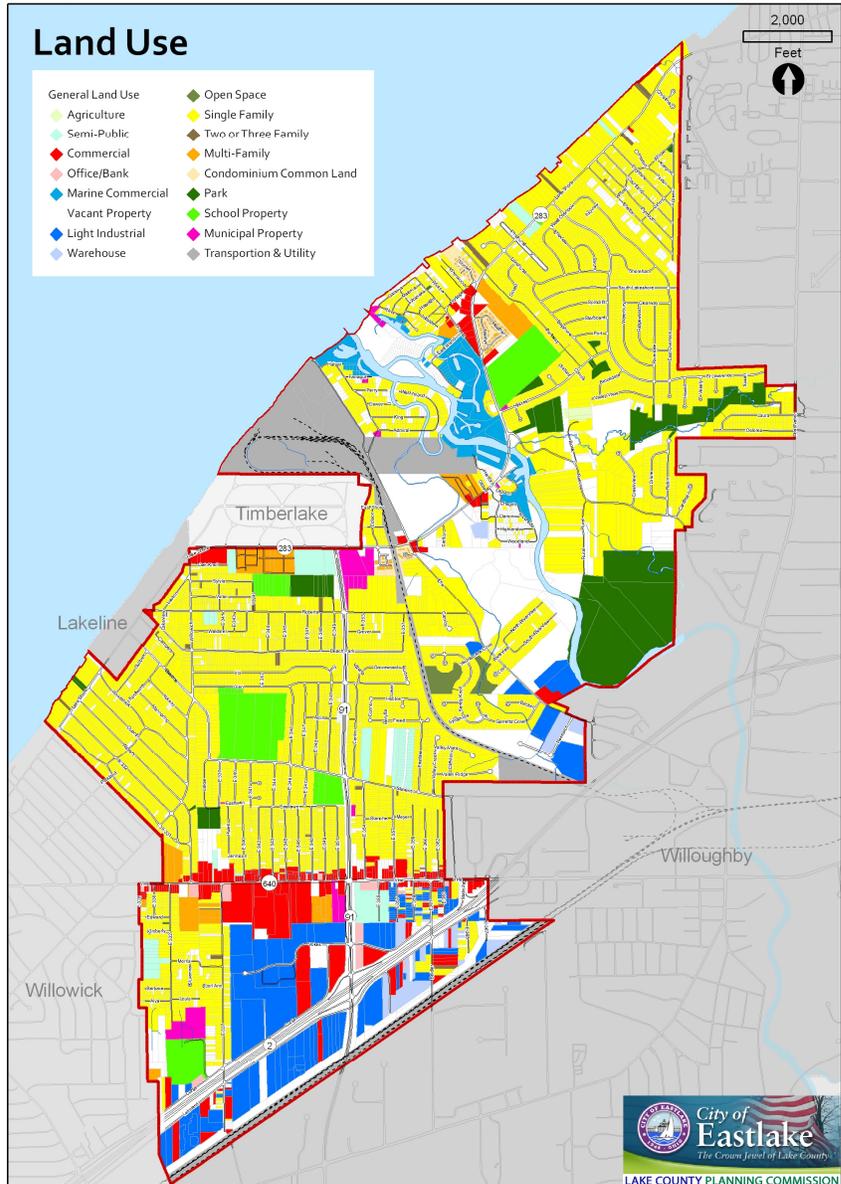
Land use

Approximately 50% of Eastlake's land is devoted to residential land uses (primarily single family). Most all residential land use is north of the Vine Street corridor. Large scale residential growth began after WWII in the western portions of the city and continued to move east throughout the 1990's. Density of residential developments began to decrease in later decades as home buyers desired larger homes on larger lots. Multi-family developments are located along Lakeshore Blvd. and Vine Street.

Approximately 8% of the land is dedicated to commercial/business uses. Eighty percent of these are located along the Vine Street corridor with smaller neighborhoods commercial pockets located along Lakeshore Blvd.

Traditional industrial, manufacturing and warehousing constitute approximately 8% of

Map 3.3: 2008 Generalized Land Use



Eastlake’s land use. These are found along the SR2 corridor. A smaller pocket has emerged in the southeast corner of the City with the development of Research Drive.

3.4 Strengths, Weakness, Opportunities, Threats (SWOT) Analysis

The ability to plan effectively is predicated on understanding the negative and positive components of the City early in the planning process. The ECDC prepared a SWOT Analysis in 2007, providing a set of discussion points for future policy decisions.

While various topics are not in the jurisdiction of a comprehensive plan, the majority of the topics, especially re-occurring items, can be addressed through new or amended planning, zoning or building policies.

The information on this chart provides valuable guidance in the subsequent chapters of the plan.

Strengths	<ul style="list-style-type: none"> • Proximity to Lake Erie • Proximity to Chagrin River • Highway access • Classic Park • Proximity and access to transportation system (Laketran, etc.) • Parks • School district • Diversity - zoning and cultural • Safety forces • Blvd. of 500 Flags • Senior citizen center • Boating community
Weaknesses	<ul style="list-style-type: none"> • Zoning/Land Use • Lot depth on Vine street • No additional entertainment district • Perceived image • Lack of vision/focus • Power plant - fly ash • Crosswalks - Vine Street
Opportunities	<ul style="list-style-type: none"> • Zoning/Land Use • Land acquisition • Parks • Land use diversity • Additional entertainment district • Create an identity • Visionary leadership • Image/advertise • Free Port/Trade Zone
Threats	<ul style="list-style-type: none"> • Lack of greenspace • 24 hour businesses • No public access to Lake Erie or marinas • Satisfaction with status quo • EPA requirements • Ordinances/Codes