

Heritage Ohio

| 2011 Statewide Conference

HOUSING:

Main Street™ Rolls Up Its Sleeves



LakewoodAlive | Who we are

- **LakewoodAlive** is a 501-c(3) tax-exempt community development organization
- **LakewoodAlive** is dedicated to facilitating economic development in the City of Lakewood by leveraging community assets and facilitating collaboration between stakeholders.



Lakewood | City of Homes



Lakewood | City of Homes

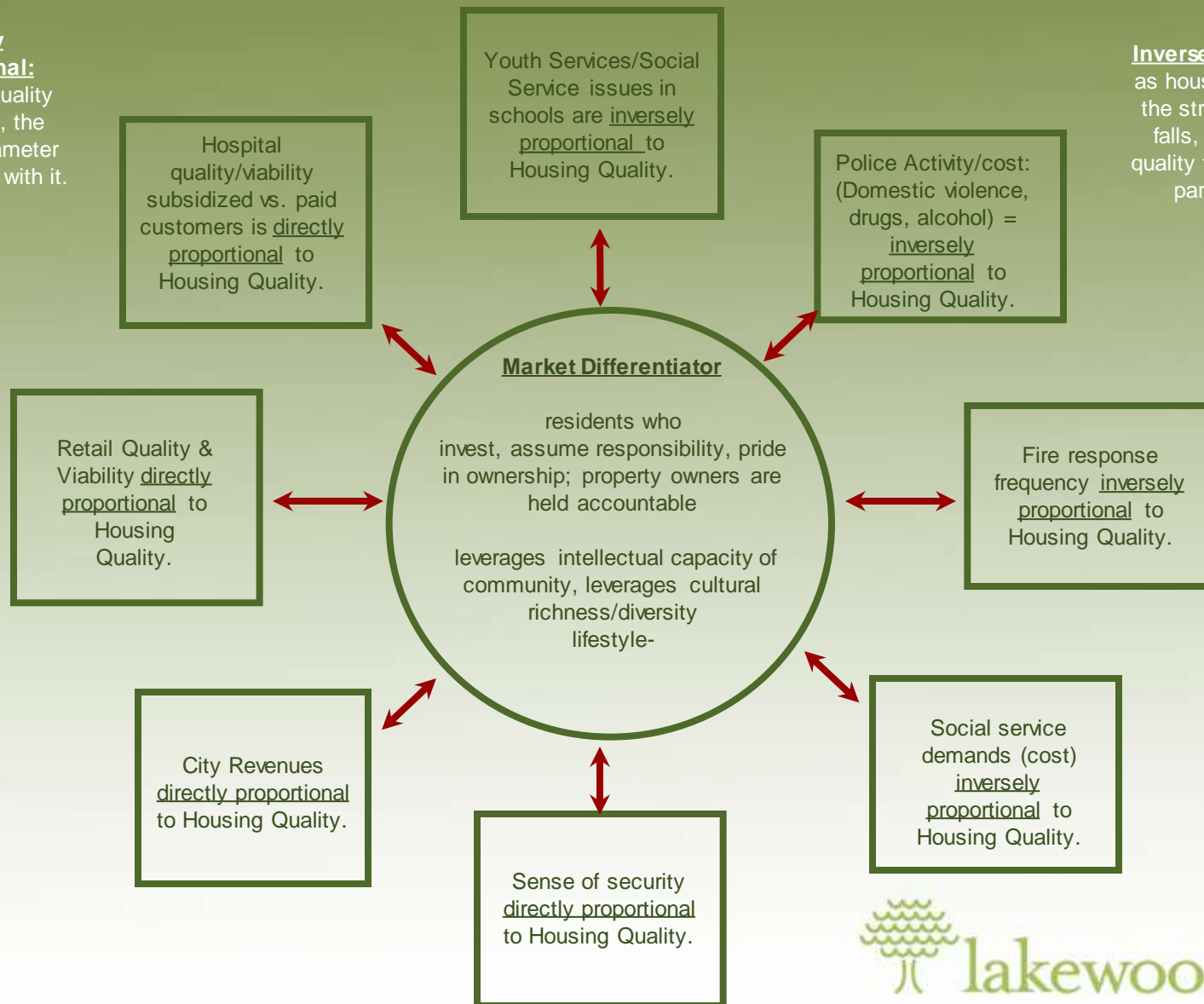


Strategic Importance

Housing Quality

Directly Proportional:
as housing quality rises or falls, the strategic parameter rises and falls with it.

Inversely Proportional:
as housing quality rises, the strategic parameter falls, and as housing quality falls, the strategic parameter rises.



Housing | Outreach Services

Our outreach program **helps** those who have the **fewest resources** to assure that our housing stock is well maintained for the **benefit** of everyone who calls **Lakewood home**.



Examples

What's right.



Examples

What's wrong.



Examples

The Economic Problem



Housing | Outreach Services

- **Outreach assistance** is city-wide for **all low-moderate income residents**. Focus on low-mod census tracts.
- **Coordinates** with
 - City Building Dept
 - Prosecutor's Office
 - Probation Dept.
 - Municipal Court.
- **Liaison with block watch and community groups** to identify neighbors who may benefit from services.
- Provide eligible owners and renters with code violations with information and direction.



Housing | Available Programs

- **Paint Program** Provides income eligible residents with \$1,000 free paint for the exterior of their home. Administered through LakewoodAlive's office with support from the City of Lakewood.
- **3% Owner Occupied Home Improvement Loans** To improve and renovate homes.
- **5% Rental Restoration Loans** Provides owners of rental properties loans to improve their properties.
- **Deferred-Deferred** 0% owner occupied home improvement loan for residents 65 or older.
- **H.E.L.P.** "Home Enhancement Loan Program" Low-interest home improvement loans offered in this program from Cuyahoga County Treasurer James Rokakis and the Cuyahoga County Commissioners.



Housing | Available Programs

- **Housewarming Program** Provides free insulation, in addition to other energy saving measures to income eligible residents. Can include new furnaces and electrical upgrades. Available to both owner occupants and renters.
- **Home Improvement Grant** Income eligible owner occupants may receive rebates for qualified exterior home improvements.
- **Heritage Home Loan Program** Low-interest loan program for owners of older and historic homes in a program from the Cuyahoga County Treasurer, County Commissioners and the Cleveland Restoration Society.
- **Financial Counseling/Foreclosure Prevention** in collaboration with Neighborhood Housing Services of Greater Cleveland.

Housing

Creative Marketing



PAINT LAKEWOOD!

Keep your home and Lakewood beautiful
by painting your house this spring—
we can give you the money to help do it!

Preliminary Application below. More information and eligibility rules on the back.

Paint Lakewood Preliminary Application

Please fill this out and send back to:

LakewoodAlive, 14701 Detroit Ave., #1110 Lakewood, Ohio 44137. Applications are considered on a first come, first serve basis and rebates are limited. If preliminary application is approved you will have to provide current proof of income.

Questions? Contact Hilary at Lakewood Alive: (216) 521-1554

First Name _____

Last name _____

Address _____

Home phone _____

Work phone _____

Age _____

Are you the homeowner? (circle one) Yes or No (if no) Do you have permission to paint? * Yes or No
Will you need Lakewood Alive to assist you in contacting the owner? Yes or No

Owners Name _____

Phone Number _____

Your Signature _____

Total household income (All adult income must be included) \$ _____

Total # in household _____

Check if female head of household () _____

Type of house to be painted (circle one): 1-Family 2-Family 3-Family 4-Family

Have you been cited by the Building Department? Yes or No

Want to speed up the process? Please send us the following with application:

- Proof of ownership/residency (i.e. utility bill, copy of driver's license)
- Proof of income - All household income of everyone over 18 years - Including: 3 recent pay stubs, benefits letter, rental income, interest on investment, child support

*Owner will be required to sign "owner approval form" once application has been approved.



Housing

Building Department Referral



Housing | Court Liaison



Housing

Court Diversion and Abatement



Housing

Court Diversion and Abatement



Housing

Court Diversion and Abatement



Housing

Lakewood Observer Article



Housing | Letter



Housing

Community Development



Housing

Neighborhood Advocacy



Housing | Outreach Services

- A **disproportionate** percentage of wealth is tied to home-ownership for low-moderate income residents. A free market is not necessarily a fair market for these individuals.
- By bringing houses into code compliance, the tax value of our **residences** will be **protected**.
- These efforts will **prevent** the emergence of blight and **general deterioration** of our neighborhoods.

Thank You!

