HOUSING:
Main Street™ Rolls Up Its Sleeves
• **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
**Strategic Importance**

**Housing Quality**

- **Directly Proportional:** as housing quality rises or falls, the strategic parameter rises and falls with it.
  - Hospital quality/viability subsidized vs. paid customers is directly proportional to Housing Quality.
  - Retail Quality & Viability directly proportional to Housing Quality.
  - City Revenues directly proportional to Housing Quality.
  - Sense of security directly proportional to Housing Quality.
  - Social service demands (cost) inversely proportional to Housing Quality.
  - Fire response frequency inversely proportional to Housing Quality.

- **Inversely Proportional:** as housing quality rises, the strategic parameter falls, and as housing quality falls, the strategic parameter rises.
  - Police Activity/cost: (Domestic violence, drugs, alcohol) = inversely proportional to Housing Quality.
  - Youth Services/Social Service issues in schools are inversely proportional to Housing Quality.

**Market Differentiator**

- residents who invest, assume responsibility, pride in ownership; property owners are held accountable
- leverages intellectual capacity of community, leverages cultural richness/diversity lifestyle-

- **City Revenues** directly proportional to Housing Quality.
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 out and return this form to:
Lakewood Alive, 4242 Detroit Ave., 44104 Lakewood, Ohio 44107. Applications are considered on a first come, first serve basis and must be returned. If preliminary application is approved you will have to provide current proof of income.

Questions? Contact Hillary at Lakewood Alive: (216) 321-1554.

First Name: ____________________________

Last Name: ____________________________

Address: ________________________________

Home phone: __________________ Work phone: __________________ Age: ________

Are you the homeowner? 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.

Owner's Name: __________________________

Phone Number: __________________________

Your Signature: __________________________

Total household income (all adult income must be included): ________

Note #1: 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 income (income statement, i.e., salary stub, copy of W2, etc.)
- Proof of residence (i.e., lease, bill, utility bill, etc.)

*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 Letter
Housing

Community Development
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!