Creating & Sustaining Diverse Communities

SMALL-SUBURB PERSPECTIVE: SHAKER HEIGHTS, OHIO

MAYOR EARL LEIKEN

Mayor’s Innovation Project – Oak Park, IL
August 15-17, 2013
Where We Are Located

Cuyahoga County

City of Cleveland

Shaker Heights
Our Demographics

- 28,448 people
- 55% white, 37% black
- $76,989 median household income (2007-11 est.)
- Poverty rate: 5.3%
- 62% bachelor’s degree of higher
Single Family Housing

- 7,623 single family houses (59%)
- Prices range from $50,000 to $5 million
- Median value: $233,900
Rental Housing

- Rental housing = 1/3 of stock
- 2619 apartment units (20%)
- 1402 two family units (11%)
- Rents range from $500 to $2000
- Approx. 300 Section 8 subsidized units
The Van Sweringen’s Shaker Heights

The Good Life in Shaker Heights

The wealthiest city in the United States boasts practically no unemployment. Back-yard swimming pools are commonplace, nearly everyone belongs to a country club, and most kids have new cars. Here is the inside story of an American dream town.

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1960s-1980s: Early Diversity Initiatives

- **Changes start with one neighborhood**
- **Ludlow Association formed**
- **Color conscious actions:**
  - Reduce white flight
  - Bring whites into more challenged neighborhoods
- **Issue was color not economics**
  - Majority of blacks moving in were of equal or higher level socio-economically

Photo credit: Cleveland Historical Society
**Private & Public**

Pro-integrative Efforts

- **Approach:** Incentivize pro-integration
- **Initially** grass roots effort, then a city program
- **Later years** – separate non profit (Fund for the Future)
1980s-present: Paradigm Shift from Race to Economics

- Local Acceptance & Expectation of Racial Diversity
- Population Declines (Loss of Tax Base)
- Housing Crisis & Economic Recession (Loss of Tax Base)
- Outward Movement of Affluent Taxpayers
- Growth in Inner Ring Suburb Poverty

Economic diversity becomes the new challenge
Population Declines from 1970

**Shaker Heights**
- **1970**: 36,305
- **2010**: 28,448
- i.e. Loss of 21.64% of residents

**Cleveland**
- **1970**: 750,879
- **2010**: 396,815
- i.e. Loss of 47.15% of residents
Housing & Economic Changes

- Foreclosure crisis
  - Decline of property values
  - Loss of homeownership
  - Increases in municipal costs associated with fighting blight & vacancy
- Economic Recession
  - Declining tax revenues
Changes in the Schools

- Gap between high performing students and socio-economically disadvantaged students

- **2013 Graduating Class:**
  - 45 Advanced Placement Scholars
  - 7 National Merit Semi-Finalists
  - 19 National Merit Commended
  - Many students accepted to highly selective colleges, including 13 of U.S. News’ *Top 25 Colleges and Universities* such as Amherst, Brown, Cornell, Dartmouth, Princeton and Yale
  - SAT average 1800 v. 1489 national average

- **2011-2012 Ohio School District Report Card**
  - 73/97 in Northeastern Ohio
Today’s Approach to Promoting Diversity

Keep all city neighborhoods vibrant & strong so they attract a wide range of households and maintain the tax base to provide quality services.
Multi-pronged Approach

- Expanded Housing Choices
- Safe & Attractive Neighborhoods
- Economic Development
- High Quality City Services
- Marketing the City
New Housing Options

Avalon Station

Infill housing

Library Court
Shaker Renovator Program

- Provides POS escrow discount & marketing assistance to qualified rehabbers
- Introduced in 2010; Over $2 million in new property tax value created;
- 10 houses privately rehabbed; 6 underway

3333 Clayton
Bought in 2011: $85,000
Sold in 2011: $292,000

3381 Dorchester
Bought in 2012: $84,000
Sold in 2013: $315,000

3305 Stockholm
Bought in 2012: $85,000
Sold in 2012: $307,500
High Quality Services & Infrastructure

- Streetscape projects: Chagrin, Winslow
- Infrastructure investments: streets, sidewalks
- New ways of delivering quality service: waterlines, sewers
Attractive Neighborhoods

- **Beautification**: hanging flower baskets, $5000 neighborhood grants
- **Public Art**: private & grant funded
Attractive Neighborhoods

- **Green space investments**: $421,000 of NSP funded parks, an orchard, community garden
- **Recreation**: bike paths & lanes, Arts Festival
Attractive Neighborhoods

- **Vacant Lot Fencing & Landscaping**: NSP & City funds used
Safe Neighborhoods

- **Traditional initiatives:**
  - Community policing
  - Citizens academy, block watch

- **New Initiatives:**
  - Demolition
  - Vacant Property initiatives:
    - Vacant property ordinance
    - Foreclosure filing fee
    - Vacant Property inspector
Economic Development

- New Economic Development Plan
- Warrensville Van Aken Project
- Shaker LaunchHouse
- Work/Live marketing campaign
Economic Development
Marketing the City

- Shaker Life magazine
- City website: www.shakeronline.com
- Bill boards at airport
- Marketing packets
- National ad campaign
- Linkages with main employers
Marketing the City

$5,000 in your client’s pocket. The sale is yours.

Great housing options, including...

- A place for your home-based business to thrive
- A home to share with aging parents
- A smart investment where you can live in one spacious unit, and get rental income from the other

live creatively...Invest in the best.

In Shaker Heights is just a rapid ride away. Choose the only community with two rail lines right to downtown Cleveland and Hopkins International Airport.

For relocation information, visit shakonline.com or call 216-491-1332
Thank you!

Check out our city’s website:
www.shakeronline.com