Where We Are Located

City of Cleveland

Cuyahoga County

Shaker Heights
Our Demographics

- 27,440 people
- 55% white, 37% black
- $79,519 median h/hold income
- Homeownership rate: 63.1%
- Poverty rate: 8.1%
Single Family Housing

- 7,623 single family houses (59%)
- Prices range from $50,000 to $5 million
- Median value: $225,200
Rental Housing

- Rental housing = 1/3 of stock
- 2,963 apartment units (20%)
- 1,402 two family units (11%)
- Rents range from $500 to $2000
- Approx. 183 Section 8 subsidized units
Rental Trends

- Single family & condo rentals declining but still high
- High number of out of town owners

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owners reside outside of Cuyahoga County</td>
<td>612</td>
</tr>
<tr>
<td>Single family rentals</td>
<td>415</td>
</tr>
<tr>
<td>Condo rentals</td>
<td>183</td>
</tr>
<tr>
<td>Total Rental Units</td>
<td>4,897</td>
</tr>
<tr>
<td>Apartment Rental units</td>
<td>2,963</td>
</tr>
<tr>
<td>Other Rental units</td>
<td>1,934</td>
</tr>
</tbody>
</table>
Multi-pronged Approach

- Landlord Training & Resources
- Certified Shaker
- Enforcement
- Community engagement
- Decorating Advice
Enforcement Tools

- Annual certificate of occupancy
- Local statutory agent
- 3 year interior & exterior inspections
- Criminal Nuisance activity ordinance
- Out of town landlord letter
- CMHA MOU
Landlord Training & Resources

• Free landlord training
  • Twice per/year; 4 hours
  • Started in 2007
• Tenant Screening
  • Cooperative that provides professional tenant screening services at a group rate
  • Started in 2007
• Fair Housing training
• Landlord webpage
• Landlord e-news
Certified Shaker

- Program Established in 2002
- **Goal**: A highly competitive rental getting the best rents and the best tenants
- Provided free:
  - Technical and decorating assistance
  - Marketing and advertising
  - Showings to prospects

- **Outcomes**:  
  - 29% of the City’s rental stock certified
  - 1248 Certified Rental Units  
    - 139 rental home units
    - 1109 apt units in 31 bldgs.
Certified Shaker

- Spotlessly clean
- Neutral, stylish décor freshly & neatly painted throughout
- Appliances & fixtures in excellent condition
- Curb appeal with appropriate landscaping
- No outstanding code violations
## Decorating Advice

<table>
<thead>
<tr>
<th>Subject</th>
<th>How our packet addresses these needs</th>
<th>Selected Websites For detailed information</th>
</tr>
</thead>
</table>
| Decorating Advice                    | Suggestions on what to do and how to accomplish the look you want.                                    | www.oldhouse.com  
www.bathsfromthepast.com  
www.rensup.com                                                                                     |
| Paint interior/exterior              | Suggestions on picking the right paint for the job.                                                   | www.sherwin-williams.com  
www.epaintstore.com  
www.plasterlord.com                                                                                  |
| Wall covering                        | What current trends are                                                                               | www.webspawner.com/users/pumpkinhead4c/  
www.epaintstore.com/wallpaper/liner.htm                                                               |
| What work will require a permit      | Required Approval/Permits page                                                                        | www.shakeronline.com                                                                                   |
| Service Department / How will I dispose of old carpet and paint cans? | City services form                                                                                    | www.shakeronline.com/services                                                                  |
Community Engagement

Flexible Design to Meet Your Lifestyle Needs

The Live - Work Household: Bob and Pat Humphrey enjoy convenience and flexibility that come from Bob running his company from their home’s third floor offices.

“The Live - Work Household: Bob and Pat Humphrey enjoy convenience and flexibility that come from Bob running his company from their home’s third floor offices.

“We bought a two family home so Jim’s parents could move in with us,” Marie Carr says. “We focused on Winslow for its unique, historic architecture, walking distance to shopping and transit, and its active community. Now, three generations of our family share one beautiful home!”

The Multi-Generational Home: With the younger generation typically living in the upper suite and parents or grandparents in the lower, Winslow’s two family homes provide privacy to each generation yet create a loving, caring environment and the opportunity for family support.

A Unique Solution: The Zimmer family converted a 1st floor living room to a family room for their then school-aged children.

“We created a unique way to expand our living space while continuing to receive income from a tenant. With 3 bedrooms and 3 full baths, living comfortably in our beautiful architectural gem has been a lovely way to experience a lifestyle that is affordable and convenient.”

Winslow Road is conveniently located between Warrensville Road and Lee Road on the East and West, and between Van Aken Boulevard and Chagrin Boulevard on the north and south. Proximity to shopping, transportation, recreation and the region’s best healthcare facilities make it an ideal place to live.
Marketing Rentals

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

SHAKER HEIGHTS

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.

For relocation information, visit shkeronline.com or call 216-491-1332
New Rental Options

• 200+ apartment units at new lifestyle center in city’s downtown
• 559-1940 sq. ft. options
• Amenities:
  • rooftop common room + terrace
  • curated social events
  • pet park + wash room
  • bike wash, repair and storage
  • penthouse units with private terraces
  • high speed fiber connectivity

Upstairs at Van Aken
Thank you!

Kamla Lewis
Director of Neighborhood Revitalization
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