



MORELAND

PART TWO

Mayor Earl M. Leiken
The Shaker Historical Society Annual Meeting
January 29, 2017

ECONOMICS AND DEMOGRAPHICS

LOSS OF POPULATION AND TAXPAYERS

a) US Population	1970	203,302,031
	2010	308,745,538
b) Cuyahoga County	1970	1,721,300
	2010	1,280,122
c) Cleveland	1970	750,903
	2010	396,815
d) Shaker Heights	1970	36,305
	2010	28,448

LOSS OF POPULATION AND TAXPAYERS TO OUTER RING SUBURBS

Population Statistics	1960	1970	2010	% Change 1970-2010
Pepper Pike	3,217	5,382	5,979	11.09%
Solon	6,333	11,519	23,348	102.69%
Beachwood	6,089	9,631	11,953	24.11%
Westlake	12,906	15,689	32,729	108.61%
Chardon	3,154	3,991	5,148	28.99%
Medina	8,235	10,913	26,678	144.46%
Mentor	4,354	36,912	47,159	27.76%
Moreland Hills	2,188	2,952	3,320	12.47%
Hudson	2,438	3,933	22,262	466.03%

1964

SHAKER HEIGHTS

- Population 36,461 ¹
- Most affluent City in United States²
- Median Family Income: \$111,185 *in 2014 dollars*³
- Millage Rate – 46.1 mills
- Estate Tax existed
- No Income Tax
- All Neighborhoods Strong
- Vibrant Retail Districts

1. 1960 Census

2. Cosmopolitan Magazine, March 1963

3. $\$13,993 \times 7.61 = \$111,185$ (see 1 & 2 above, and Federal Reserve Bank of Minnesota Inflation Calculator (FRBMIC))

SHAKER HEIGHTS 1964 cont'd

- High Housing Values
- 50-year old Infrastructure
- No Poverty
- City of Choice for Cleveland Business & Professional Leaders
- Tax Base more than adequate to meet Educational, Infrastructure and Service needs

2014 SHAKER HEIGHTS

- Population 28, 448¹
- Median Family Income \$ 82,594 *in 2014 dollars*²
- Millage Rate 132.5
- No Estate Tax
- Income Tax 2.25%
- Neighborhoods with Vacancy, Blight
- Lower Housing Values
- 100 year-old Infrastructure
- Poverty Rate of 8.6%³
- Competing with other Cities for Business Leaders, Professionals
- Tax Base not Adequate to meet Needs
- Decay and Vacancies in Retail Districts

1. 2010 Census
2. 2010 Census \$76,476 x 1.08 = \$82,594 (FRBMIC)
3. 2010 Census

FORECLOSURE CRISIS

REVITALIZATION

Goals

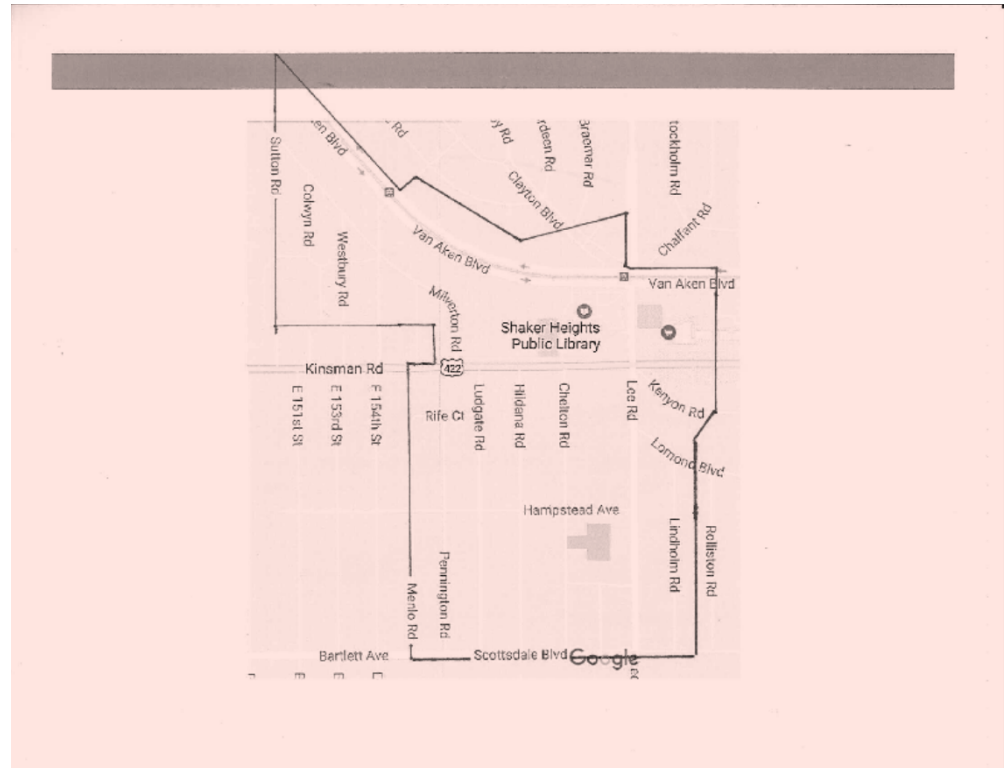
Shaker will be a strong 21st Century Community with:

- A. High Quality, High Functioning Neighborhoods
- B. Attractive Desirable Quality of Life
- C. Vibrant Commercial and Retail Development
- D. Effective Cost-Efficient Government

NEIGHBORHOOD

THE MORELAND DISTRICT

- Neighborhood hardest hit by housing crisis
- Population turnover
- Adjacent to commercial district targeted for change
- 50+ vacant lots



STRATEGIC HOUSING PLAN

SHAKER HEIGHTS HOUSING AND NEIGHBORHOOD PLAN



January 2015 Presentation to Neighborhood
Revitalization Committee, Landmark
Commission & Fair Housing Review Board

Housing Plan Goals

1. **Attract New Residents to Shaker, Increase Demand for Houses and Increase Property Values**
2. **Preserve Existing High Quality Housing Stock**
3. **Increase Cohesiveness, Desirability, Attractiveness & Stability in the Neighborhoods**

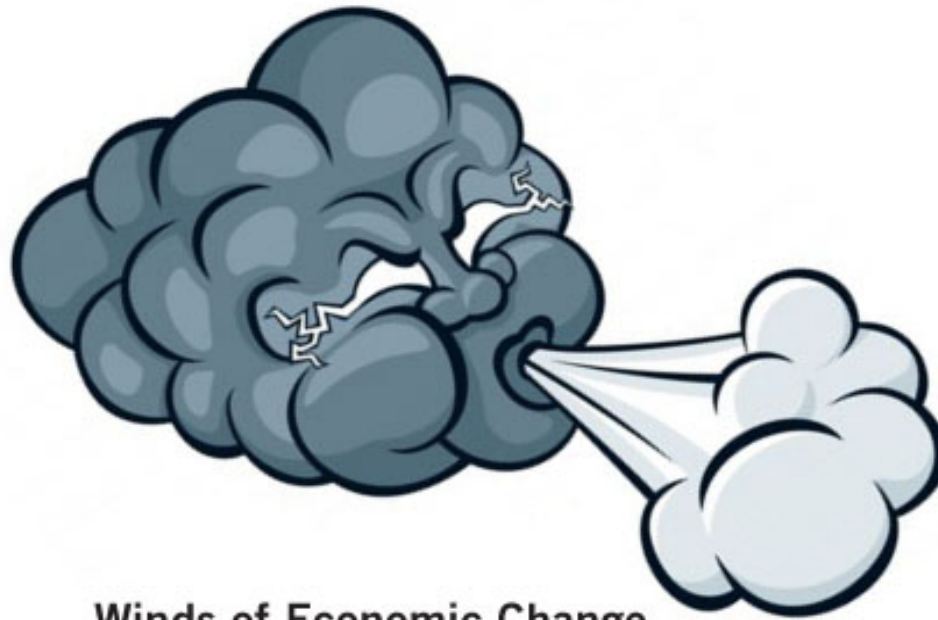


C. Investment in Neighborhoods

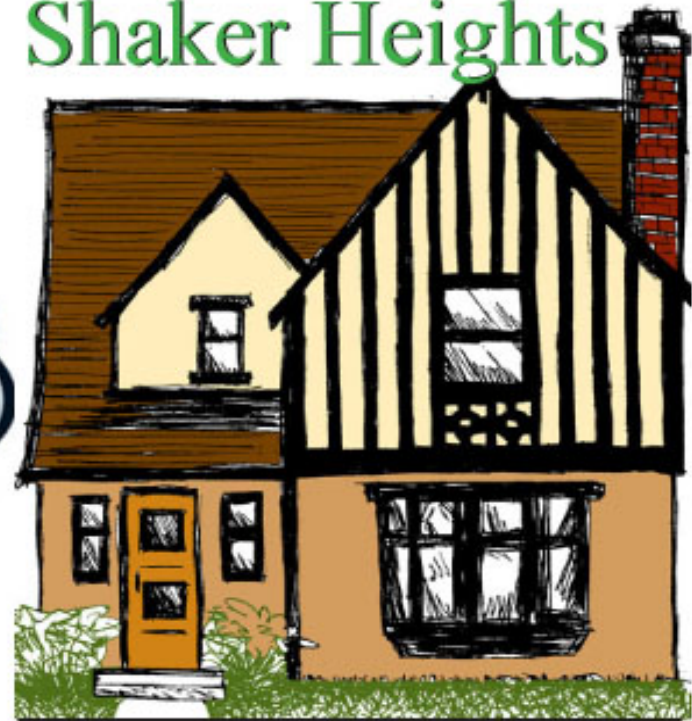
NSP Summary

• Rehabs (5 Private):	\$ 800,000
• Infill Housing (3):	\$ 600,000
• Rehabs (3 City):	\$ 450,000
• Parks/Playgrounds (6):	\$ 421,000
• Demolitions (28):	\$ 420,000
• Landscaping (22):	\$ 33,000
• Fencing (14):	\$ 16,000
• Acquisitions (1):	\$ 15,000
• Community garden (1):	<u>\$ 4,000</u>
TOTAL:	\$ 2,759,000

Shaker Heights



Winds of Economic Change



Income Tax

Property Tax

Local Govt Fund

Estate Tax

A Grass Roots Movement:

Year 1 (2016) Goals Achieved

- ✓ Better connection between City and Moreland residents
- ✓ Better connection amongst Moreland residents
- ✓ Explore what kind of neighborhood residents want
- ✓ Build on the neighborhood's strengths/assets
- ✓ Familiarize others with what the neighborhood has to offer
- ✓ Foster partnerships to create the change we foresee
- ✓ Lay the groundwork for infill housing

Our Main Partners



Broadband Update

- Exploring interest by two private companies
- Exploring interim solutions, e.g. point to point wireless
- Building partnerships around digital inclusion
- Researching ROW best practices



Neighbor Nights

- Neighbor Nights: once every month since Sept. 2015
- Attended by 70+ different individuals Sept '15 - Aug '16
- Average attendance: 25 per night
- Conversations included:
 - How can we engage our youth positively with the criminal justice system?
 - How can we assist our neighbors from becoming tax delinquent?
 - How would we like to see vacant lots reintegrated into the neighborhood?
 - What matters to you with regard to public art in your neighborhood?

