



CITY OF CLEVELAND HEIGHTS

A Resolution by Council Establishing Cleveland Heights Real Estate Practices

— The Nine-Point Plan —

In 1976, Cleveland Heights City Council passed a resolution for a program to:

- Promote the city as a well-maintained, full-service residential community
- Prevent racial resegregation
- Foster an increased joint effort with residents, community organizations, Board of Education, the business community, and other institutions in the development and implementation of the program.

Resolution Number 26-1976 was proposed by Councilman Oliver Schroeder. It specified nine components designed to meet the goals listed above. The resolution went on to become known as the Nine-Point Plan. In 1979, Council amended the resolution to enhance the city's working relationship with real estate offices and to offer more housing opportunities for homebuyers. In the following pages, we re-print the entire resolution and its amendments.

RESOLUTION NO. 26-1976 (MS)

By Councilman Schroeder

A Resolution committing the City Council to a renewed and expanded comprehensive program to promote the City of Cleveland Heights as a well-maintained, full-service residential community, to prevent racial resegregation, and to foster an increased joint effort with Cleveland Heights residents, community organizations, the Board of Education, the business community, and other institutions in the development and implementation of the described program; and declaring an emergency.

WHEREAS, HUD has declared April "Open Housing Month" throughout the communities of this Nation, and this City — since the year 1965 — has continually and consistently approved and encouraged the concept of fair housing throughout the City of Cleveland Heights and the entire Metropolitan Cleveland area; and

WHEREAS, this Council believes it is absolutely necessary to the well-being of this community to provide for greater cooperation and effort between the City and the various elements of the housing delivery system; and

WHEREAS, this City, in order to promote the health, safety and welfare of the residents of this community — beginning in the early 1960's and continuing to the present time — developed a program of maintenance standards for all commercial buildings and dwelling units within the City; and wishes to extend and improve this program, including emphasis on single family unity; and

WHEREAS, the continued and improved support and cooperation of financial institutions must be assured, and the loan policies and practices of the existing governmental institutions of FHA and V.A. must be reviewed, if the aims of this program are to be fully realized; and

WHEREAS, this Council is most appreciative of the valuable services performed by enthusiastic private citizens working in the Housing Service, neighborhood groups and other community organizations and institutions, spending countless hours to improve the quality of life in this community — and the City is committed to a continued and more effective partnership with these individuals and groups, providing for participation of all interested persons in accomplishing the aims of this program; and

WHEREAS, it is necessary to effectively commu-

nicate the contents of this program and the desirability of residency in this City to the public generally by the continuance and improvement of the City's current positive communications program; and

WHEREAS, this Council is cognizant of the fact that there are negative forces which operate in this and similarly situated communities, which make it more difficult to accomplish the worthy goals outlined in this program.

NOW, THEREFORE, be it resolved by the Council of the City of Cleveland Heights, Ohio.

SECTION 1. That this Council announces its intention, at the earliest date possible, to implement a comprehensive program to accomplish the goals and purposes hereinabove stated — and to provide such funds as are necessary and proper to fulfill the elements of such a program. This comprehensive program shall include, but not be limited to, the following components:

(a) Preferred Agent Program. The City shall establish a preferred real estate sales agent list, which shall contain the names of those agents who have successfully completed an extensive Cleveland Heights orientation and education program, qualifying those agents for special promotion opportunities and including an evaluation program to measure their individual efforts as they relate to the stated goals.

(b) Continuation of Housing Service. This component of the program shall continue to show the benefits of living in Cleveland Heights to those availing themselves of its services, in cooperation with the real estate industry and consistent with the preferred agent program described hereinabove.

(c) Enactment of Legislation Prohibiting Mass Real Estate Solicitation, Steering and Blockbusting. This legislation, including the establishment of a City Board to hear complaints thereunder, shall deal with the unfair and improper practices of a portion of the components of the housing delivery system. Necessary investigatory and monitoring programs shall be provided. With the creation of this Board, the legislation creating the Real Estate Advisory Committee will be re-

pealed.

(d) Expansion of the Current Community and Public Relations Program. The increased emphasis on this important aspect of the total program shall permit greater diversity to the effort necessary to promote the benefits of living in this community and to communicate the nature of this program to existing home owners and prospective home owners of this community.

(e) Establishment of a Financial Institution Advisory Committee. This Committee, which shall include, among others, members of the financial community, shall review and examine policies and practices of financial institutions in the Greater Cleveland Community as they affect the goals of this program, to recommend changes thereto, to recommend depository policies for City, school and other institutional funds, and to work with financial institutions to promote investment and reinvestment of funds in this community.

(f) To Promote Fair Housing Throughout the Greater Cleveland Community. One important function of this program shall be to provide close cooperation with the Cuyahoga Plan and other interested public and private organizations who seek true fair housing policies and practices for the entire Metropolitan Cleveland area.

(g) Improved Code Enforcement Program. It shall be an important aim of this program to improve the maintenance of public lands, commercial properties and private dwelling units within the community, including more detailed attention to single family units within the City.

(h) Cooperation with Community Organizations and Institutions, and the Business Community. A necessary aspect of this program will be improved cooperation with individual citizens, community organizations and institutions, including the School Board, to the end that such individuals, institutions and organizations sharing the goals of this program shall work jointly and effectively with the City as partners. Outside funding will be sought, where proper and feasible, to assist the cooperating parties in fulfilling portions of the overall program. Continued voluntary cooperation will be sought with businesses involved in the housing delivery system.

(i) Evaluation Committee. There shall be established an Evaluation Committee, or Committees,

to ascertain the progress of the components of this program in achieving the stated goals. Membership on this Committee, or Committees, shall consist of representatives of the City, community organizations, housing-related delivery industries, and such other persons as may be necessary and proper to fully evaluate the stated program and make recommendations through the City Manager for its improvement.

SECTION 2. The City Manager is directed by this Council to proceed with all due haste to immediately put into effect and coordinate the components of this comprehensive program and to report to this Council at regular intervals the progress and his evaluation of the total program. The City Manager is further directed to have his staff prepare any and all legislation, or necessary documents and contracts to implement the total program herein specifically approved.

SECTION 3. Notice of the passage of this resolution shall be given by publishing the title and abstract of contents, prepared by the Director of Law, once in one newspaper of general circulation in the City of Cleveland Heights.

SECTION 4. This resolution is hereby declared to be an emergency measure immediately necessary for the preservation of the public peace, health and safety of the City, such emergency being to permit implementation of this necessary and desirable program at the earliest time possible; wherefore, Council declares an emergency to exist, that this is an emergency measure which shall take effect and be in force immediately upon its passage.

Marjorie B. Wright
Marjorie B. Wright
Mayor, President of the Council

James B. Tierney
James B. Tierney
Clerk of the Council

PASSED: March 15, 1976