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REDEVELOPMENT AGENCY SEEKS QUALIFIED DEVELOPERS FOR GREENFAIR HOMEOWNERSHIP SITE

Scope of development team selection will focus on quality rather than quantity

Sacramento, Calif. June 3, 2005. The Sacramento Housing and Redevelopment Agency (SHRA) today issued a Request for Qualifications (RFQ) for redevelopment of the 30.4 acre Greenfair housing site located at Broadway and Fairgrounds Drive in Sacramento to construct between 200 to 400 owner-occupied homes. The deadline for submissions is Friday, August 5, 2005. A selection committee will be formed to review the qualifications and make a recommendation to the City Council.

Greenfair was originally developed in the early 1970's under the U.S. Department of Housing and Urban Development (HUD) Operation Breakthrough program which used experimental housing materials and techniques to produce housing for all income levels. The project originally included a mixture of senior and family apartments and attached and detached homeownership units. Six different builders were involved in the construction of the homes, all of which developed major structural failures except the senior units and 45 townhouse units constructed by Christiana Western. In response to the ongoing structural failures of the units, in 1998 HUD began voluntary of the homeownership units except the 45 Christiana Westerns. Since September 2004, the Housing Authority of the City of Sacramento (Sacramento Housing and Redevelopment Agency) purchased 154 parcels. To date, a small number of the single family detached and townhouse structures remain on-site.

The Agency's redevelopment strategy for the site includes a community visioning process, which was completed in March of 2005. From the community input during the visioning process the RFQ for Greenfair is broad in scale and focuses on qualitative measures rather than quantitative. The visioning process revealed the community's interest in the redevelopment of Greenfair ranged from general concerns regarding density, affordability, and traffic to more site specific concerns over building height, open space configuration and architectural styling. In addition, the project considerations required to redevelop Greenfair go beyond design and construction and require a development team that can incorporate larger community, financial and design issues in a long term development project.

(more)

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Because of these reasons, the RFQ emphasizes experience, capacity, local participation, financing ability and design concepts over the traditional site specific layouts, architectural drawings and detailed project cost analysis RFQ requirements.

Paramount to the success of the redevelopment of Greenfair is the development team's ability to work with the community and the current Greenfair residents on the design and integration of this project into the surrounding neighborhood, which requires their connection with, and understanding of, the Sacramento community and housing market.

The RFQ emphasizes the desirability that the development team includes a local partner, and examines the experience of the development team in similar infill projects requiring substantial community participation. In addition to these factors, financial capacity and experience is emphasized, due to the long term financial commitment required to design, entitle, develop and sell up to 400 homes on an infill site.

The new development must include all of the following:

- between 200 and 400 new residential units;
- homeownership units, except the parcel immediately to the south of the existing senior tower which may be built as senior rental units; and
- at least 20 percent of the homeownership units for low income households (\$51,300 four person family).

The results of the visioning process are intended to provide potential developers a general understanding of community concerns and desires. While it is not expected that the selected development team will propose a site plan that mirrors the visioning process designs, it is preferred that these design parameters be considered when creating their own vision for Greenfair.

For more information or to download the RFQ, go to www.shra.org and click on Greenfair Development.

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SHRA (www.shra.org) is a Joint Powers Authority created by the City and County of Sacramento to represent both jurisdictions for affordable housing and community redevelopment needs. SHRA oversees residential and commercial revitalization activities in 13 redevelopment areas throughout the City and County. The Agency is the leading public developer of affordable housing. SHRA has a FY 2005 budget of \$222 million and approximately 325 employees. The Agency approximately 3,200 units of public housing and is one of the largest landlords in Sacramento. SHRA also administers about 11,000 rental assisted vouchers per month.