



NEWS RELEASE

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FOR IMMEDIATE RELEASE

PHOENIX PARK EARNS CALIFORNIA REDEVELOPMENT ASSOCIATION 2006 AWARD FOR RESIDENTIAL DEVELOPMENT/REHABILITATION

(Sacramento, CA. December 21, 2006). The City of Sacramento Redevelopment Agency's Phoenix Park Project has been chosen for the California Redevelopment Association Awards of Excellence 2006 in the Residential Development/Rehabilitation category.

Phoenix Park is located in the center of Franklin Villa, a large condominium community on Franklin Boulevard in South Sacramento which had been known for its long history of absentee landlords, substandard housing, poor property management practices, crime, drugs, and gangs.

The community rebuilding project began with the City Council adoption of the Franklin Village Revitalization Strategy in 1998, when most of the condominium units were tenant-occupied. The community had lost a significant amount of the original owners and the properties were sold to investors who were mostly absent or out of town landlords. The five homeowner associations were near defunct, unable to effectively manage common spaces and collect member dues. With the development lacking unified property management and effective tenant screening, the neighborhood's common areas began to deteriorate. The buildings, constructed in small clustered units, predominately four-plexes, had nearly half of the units substandard, boarded or otherwise in need of repair. The lack of exterior maintenance on the properties compounded the substandard conditions since owners did not have the right to fix the roof, doors, windows, etc., without incurring both legal and financial liabilities. The community was home to approximately 200 juvenile and adult probationers and parolees.



Above: One of 360 reconstructed housing units in Phoenix Park. The \$84 million rehabilitation project has created a safer, attractive community. Below: The Resident Activity Center is a gathering place for community activities with offices for resource services and programs including a Head Start program for 40 children.



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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. The Agency is the leading public developer of affordable housing and oversees residential and commercial revitalization activities in 14 redevelopment areas throughout the City and County. SHRA has a FY 2007 budget of \$233.8 million and approximately 302 employees. The Agency owns and manages 3,144 units of public housing and is one of the largest landlords in Sacramento. SHRA also administers approximately 11,000 rental assisted vouchers per month.

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In 2001, the City Council adopted implementation measures to reverse the social and physical deterioration of Franklin Villa and promote neighborhood stabilization through (1) an aggressive acquisition and rehabilitation initiative of 464 units by SHRA which would utilize the SHRA's power of eminent domain through its Housing Authority division, (2) implementation of crime prevention measures utilizing Crime Prevention Through Environmental Design (CPTED), and (3) enhanced coordination of social services including office space for various providers in some of the SHRA-owned units.

With community input, the new Franklin Villa, renamed Phoenix Park, was planned to address those goals by remodeling units and demolition of 104 units to create more open space. Alleys that were a haven for criminal activity were eliminated with the redesign of site and buildings to create defensible space. Lighting and security systems were designed to deter loitering and criminal activity through the control of access to the site as well as traffic calming. A Resident Activity Center was identified to house the services offered to the residents.

The \$84 million revitalization of Franklin Villa to Phoenix Park required extraordinary financial creativity and flexibility. The project was divided into two phases and financed separately as Phoenix Park 1 and Phoenix Park 2. The project used and coordinated 13 different local, state, federal, and private financing sources. Some of the funding sources included Tax Credit Equity, Mortgage Revenue Bonds, SHRA subsidies, grants, and loans. The Sacramento City Council also approved aggregation of 3 separate redevelopment area Low/Mod funds totaling \$7 million to finance the project. The project was conveyed to the Norwood Avenue Housing Corporation (NAHC), a 501(a) (3) non-profit public benefit corporation established in 1991 as an affiliate of SHRA, and which is responsible for all of the business activities associated with the project's rehabilitation

Phoenix Park now provides a safe community for its low-income families, professional property management, security, resident services, an array of activities for children, and resources for residents. The Resident Activity Center was completed in February 2006 and a Head Start program serves 40 children, most of them from the Phoenix Park community where more than 1,000 of the residents are children.

The project developer is Norwood Avenue Housing Corporation; Brown Construction Company is the contractor and Parsons Brinckerhoff is the Construction Manager. Oakland-based VBN Architects and engineering firm Morton and Pitalo, Inc., also worked on the project. The John Stewart Company provides property management services.

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