



# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### **SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY HONORED BY STATEWIDE ASSOCIATION WITH AWARD OF EXCELLENCE FOR ITS PHOENIX PARK PROJECT**

**February 21, 2007, Sacramento, CA** - The Sacramento Housing and Redevelopment Agency has been awarded the California Redevelopment Association (CRA) Award of Excellence for its successful redevelopment project—Phoenix Park. This project is the winner in the category of Residential Redevelopment (rehabilitation) and is one of eight projects honored this year for major contributions to California communities.

Phoenix Park is an exceptional tale of revitalization. Located in south Sacramento, the former Franklin Villa had been neglected and was deteriorated to the point that nearly half of the buildings were substandard. In 1998, the Sacramento Housing and Redevelopment Agency and the City of Sacramento adopted strategies aimed at reversing the social and physical deterioration of Franklin Villa and to promote neighborhood stabilization. Privately owned fourplex buildings containing 464 two-bedroom units were acquired and rebuilt into 1-, 2-, 3-, and 4-bedroom rental apartments for low-income families and seniors.

A community center, a swimming pool, children play areas, and laundry rooms were also built for Phoenix Park residents. In addition, the Center provides office space to community-based organizations and social service agencies.

Phoenix Park is a new community where crime has been reduced by 37%. Families know that their children are safe playing outside and residents now have access to much needed resources.

Representatives of the Sacramento Housing and Redevelopment Agency will receive the CRA AWARD OF EXCELLENCE at the 2007 CRA Annual Conference and Expo in Long Beach on February 28. The ceremony will be held from 12:00 noon to 2:00 pm in the Regency Ballroom at the Hyatt Regency Hotel.

*CRA represents redevelopment agencies and allied firms throughout the state of California in responding to legislative proposals and administrative regulations, providing member services, conducting training and professional development events, and providing public information regarding redevelopment law and activities. CRA is a statewide, nonprofit corporation comprised of more than 350 redevelopment agencies and more than 310 private sector firms.*

#### **About the CRA Award of Excellence**

Each year the California Redevelopment Association gives Awards of Excellence to recognize redevelopment projects from around the state that have significantly benefited their communities. This is

the eleventh year CRA has honored the hard work and dedication of the professionals working in the redevelopment field.

Award nominees are evaluated based on their efforts to improve physical conditions in their communities; the extent of community participation in and benefit from the project; the economic viability and fiscal stability of the project; and unique, effective project design solutions. Each project is further evaluated based on criteria specific to the eight award categories: Mixed-Use Development; Residential Development (new construction); Residential Development (rehabilitation); Community Revitalization; Public Spaces & Linkages; Commercial/Industrial Development; Special Citation; and Education, Marketing and Promotion.

Over 500 individuals will attend the awards ceremony. Veteran entertainer Jack Gallagher will be the Master of Ceremonies for this year's event. CRA President Marcia Rosen of the San Francisco Redevelopment Agency will help present the Awards of Excellence.

The CRA Award of Excellence winners are as follows:

<b>Redevelopment Agency</b>	<b>Project</b>	<b>CRA Category</b>
Contra Costa County Redevelopment Agency	North Broadway Neighborhood Revitalization Project	Community Revitalization
Pinole Redevelopment Agency	Building a Better Community: Cable TV Series 2006	Education, Marketing & Promotion
San Francisco Redevelopment Agency	St. Regis Museum Tower/ Museum of the African Diaspora	Mixed-Use Development
Oakland Redevelopment Agency	Coliseum Gardens Phase I	Residential Development (new construction)
Sacramento Housing & Redevelopment Agency	Phoenix Park	Residential Development (rehabilitation)
Kitsap County Consolidated Housing Authority	Norm Dicks Government Center	Commercial/Industrial Development
Livermore Redevelopment Agency	First Street Streetscape Improvement Project	Public Spaces & Linkages
Culver City Redevelopment Agency	The Kirk Douglas Theatre	Special Citation

Descriptions of all the winning redevelopment projects are available upon request from CRA. Contact Randi Dixon of CRA at (916) 448-8760 for additional information.

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**SHRA** ([www.shra.org](http://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.

*"One Community, One Vision"*  
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