



**NEWS FROM:**

**Community & Economic Development Agency  
Redevelopment Division**

**FOR IMMEDIATE RELEASE**

**February 28, 2007**

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**City of Oakland's Coliseum Gardens Phase 1 Project Honored by Statewide Association**

***Oakland, Calif. (February 28, 2007)*** – The Oakland Redevelopment Agency has been awarded the California Redevelopment Association (CRA) Award of Excellence for its successful redevelopment project – Coliseum Gardens Phase I (recently renamed Lion Creek Crossings). The project won in the category of Residential Redevelopment (new construction) and is one of eight projects honored by CRA this year for major contributions to California communities.

Coliseum Gardens replaces an outdated public housing development with new housing, community service space and a city park on vacant and underutilized brownfield sites. Coliseum Gardens Phase 1, a joint venture by developer partners East Bay Asian Local Development Corporation and The Related Companies of California, includes 45 replacement public housing units and adds 70 new privately-owned and managed housing units for low- and very low-income families. The partnership has a long-term ground-lease with the Oakland Housing Authority, which is also one of the development funders.

Coliseum Gardens Phase 2 and Phase 3, currently under construction, will replace the balance of the 178 former public housing units and add several hundred new units of affordable housing. Once completed, the development will include a community center that houses a computer lab and on-site social services programs, spacious courtyards with play areas for children and landscaped common spaces.

Coliseum Gardens has served as a catalyst to revitalizing the area by increasing the number and quality of housing units, community service providers and recreational amenities in the community. It has created a more inviting entryway to the East Oakland neighborhood and a catalyst for transit-oriented development near the Coliseum BART station.

Coliseum Gardens has also increased the vitality of the community. Residents of this once blighted, crime-ridden neighborhood have responded positively to this redevelopment with a renewed sense of community pride.

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Representatives of the Oakland Redevelopment Agency received their CRA Award of Excellence at the 2007 CRA Annual Conference and Expo in Long Beach today.

### **About the Oakland Redevelopment Agency**

The Oakland Redevelopment Agency oversees the ten redevelopment areas throughout Oakland that were established by the City of Oakland. The purpose of these redevelopment areas is to fund new projects that will create a healthier environment for businesses and residents. The Redevelopment Division of the Community and Economic Development works with developers, local businesses and residents to build new housing, retail, office, parks, streets and streetscape improvements.

### **About the CRA**

The California Redevelopment Association 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.

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NOTE TO EDITORS—Descriptions of all the winning redevelopment projects are available upon request from Randi Dixon.