Submitted by
New Economics for Women
Due December 15, 2008
For Tierra Del Sol,
A Canoga Park Planned Learning Community
RUDY BRUNER AWARD
PROJECT DATA

RUDY BRUNER AWARD
FOR URBAN EXCELLENCE
## PROJECT DATA

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Tierra Del Sol Planned Learning Community</th>
<th>Location</th>
<th>Canoga Park, CA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner</td>
<td>New Economics for Women</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Use(s)</td>
<td>Affordable Housing, Public Elementary School, Family Resource Center, and Community Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Size</td>
<td>5.2-acre parcel of land, 119-unit housing development</td>
<td>Total Development Cost</td>
<td>$55,000,000</td>
</tr>
<tr>
<td>Annual Operating Budget (if appropriate)</td>
<td>$1,068,000 for Tierra Del Sol Housing Development and Family Resource Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date Initiated</td>
<td>2002</td>
<td>Percent Completed by December 1, 2008</td>
<td>90%</td>
</tr>
<tr>
<td>Project Completion Date (if appropriate)</td>
<td>September 2009 Zine Community Center to expand Family Resource Center</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Attach, if you wish, a list of relevant project dates:
- '05 Tierra Del Sol & NEW Academy Completed
- '08 Zine Comm Ctr Initiated

Application submitted by:

<table>
<thead>
<tr>
<th>Name</th>
<th>Maggie Cervantes</th>
<th>Title</th>
<th>Executive Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>New Economics for Women</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>303 S. Loma Drive</td>
<td>City/State/Zip</td>
<td>Los Angeles, CA 90002</td>
</tr>
<tr>
<td>Telephone</td>
<td>(213) 483-2060</td>
<td>Fax (213) 483-7848</td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:mcervantes@neworg.us">mcervantes@neworg.us</a></td>
<td>Weekend Contact Number (for notification): 213.923.7856</td>
<td></td>
</tr>
</tbody>
</table>

Key Participants (Attach an additional sheet if needed)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Community Redevelopment Agency (CRA) / Leslie Lambert, Adm / 818.593.5490 <a href="mailto:llambert@cra.lacity.org">llambert@cra.lacity.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Architect/Designer</td>
<td>DE Architects / Don Empakeris / 310.451.7917 <a href="mailto:linda.lee@dearchitects.net">linda.lee@dearchitects.net</a></td>
</tr>
<tr>
<td>Developer</td>
<td>NewCapital LLC / Bea Stotzer, CEO / 213.484.1008 <a href="mailto:bstotzer@neworg.us">bstotzer@neworg.us</a></td>
</tr>
<tr>
<td>Professional Consultant</td>
<td>Castle and Gray Construction / Freddy Pinero / 323.855.8263 <a href="mailto:freddy@castleandgray.com">freddy@castleandgray.com</a></td>
</tr>
<tr>
<td>Community Group</td>
<td>San Fernando Guadalupe Ctr / Margaret Pontius, Dir / 818.340.2050 <a href="mailto:mpontius@cccharities.org">mpontius@cccharities.org</a></td>
</tr>
<tr>
<td>Other Organization</td>
<td>KWDA, Inc. / Kevin W. Dennis, President / 323.821.0300 <a href="mailto:kd@kwda-inc.com">kd@kwda-inc.com</a></td>
</tr>
</tbody>
</table>

Please indicate how you learned of the Rudy Bruner Award for Urban Excellence. (Check all that apply).

- **X** Direct Mailing
- Magazine Advertisement
- Previous RBA entrant
- Professional Newsletter
- Previous Selection Committee member
- Organization Magazine Calendar
- Online Notice
- Bruner/Loeb Forum
- Other (please specify)

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, and to post on the Bruner Foundation web sites, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature: [Maggie Cervantes]
2009

RUDY BRUNER AWARD

ABSTRACT
ABSTRACT

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

1. Give a brief overview of the project, including major project goals.

New Economics for Women (NEW), the first economic development corporation in the nation created and operated by Latinas, remains the only nonprofit to have built a unique planned community with a public elementary charter school, affordable housing, and a community center. The planned "learning community" model aligns with NEW's mission to create economic and educational opportunities for single parents, families, and disinvested communities as a pathway for dreams to come true.

The cornerstone of the Tierra Del Sol Planned Learning Community Project (Tierra Del Sol) is an innovative affordable housing development and family resource center that offers integrated supportive services that responds to the area’s critical housing shortage and demand for social services. Tierra Del Sol offers 119 one to five bedroom units for low-income families located in Canoga Park, California, the heart of the San Fernando Valley. This 5.25 acre parcel of land was formerly an abandoned, city-owned utility maintenance facility.

NEW Academy Canoga Park is a state-of-the-art, 24-classroom facility for Kindergarten through 5th grade students that was completed in collaboration with LAUSD back in 2006. The school includes an 11,000 square foot basketball gymnasium, computer lab, community accessible library, and kitchen.

On September 11, 2008, NEW broke ground on the Dennis Zine Community Center, the third and final phase of the Tierra Del Planned Learning Community Project. This two-story, 12,000-square-foot Community Center building will serve as a cultural hub for educational, civic and cultural activities. NEW secured the $6.6 million to complete construction by September 2009. Agencies to be located at the Zine Center include El Centro Del Amistad Mental Health Services, a Headstart Childcare Center, and a Los Angeles Police Department Drop-By Center.

2. Why does the project merit the Rudy Bruner Award for Urban Excellence? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

NEW was the driving engine that spearheaded the coordination of responsibilities, assumed accountability, and consistently communicated and promoted the genuine desire to make the Tierra Del Sol Planned Learning Community Project a reality. Presenting the idea to potential partners and getting others to take a risk on NEW’s vision created a new level of collaboration. While the vision was intriguing, partners were hesitant to take risk on an unprecedented investment and complexity of use. Maneuvering through the politics, securing the needed entitlements, and making the dream a reality was a challenge.

NEW engaged in a highly complex subdivision and entitlement process to parcel out and permit the properties in a manner that would accommodate the land use, financing, and programmatic demands of the community and leaders. NEW stayed true to its commitment of responsive family housing and neighborhood revitalization by bringing together community representatives, local residents, city, state, and local school district development staff from numerous departments who had never before worked together for a common purpose: to plan a place-based communal development that gives low-income families the opportunity to live in quality affordable housing, learn how to build and protect their economic and educational assets, and give their children a place to play in a safe and nurturing environment.

Tierra Del Sol reflects NEW’s belief in the “Power of Place” and its ability to transform lives. When we began the this learning community, we imagine an environment where people are empowered to realize their dreams. NEW then set out to create a place where people would feel welcomed, safe and secure, where people can experience a sense of abundance and success. Tierra Del Sol was intentionally designed to inspire people to take action to create a brighter future for themselves and those they love. NEW understands that housing alone is not always enough to move families from poverty to prosperity. So in addition to affordable rental rates, NEW offers its residents comprehensive case management, financial literacy, and on-site Learning Centers for children.
2009
RUDY BRUNER AWARD
PROJECT DESCRIPTION
2009 RUDY BRUNER AWARD FOR URBAN EXCELLENCE

American cities embody our nation's greatest triumphs and most daunting challenges. At their best they showcase the rich diversity, cultural achievement, and democratic values that characterize the American spirit. At their worst they reflect our country's most persistent social ills - economic disparity, hopelessness, neglect and abandonment. Yet there are those places that are developed with such vision and imagination that they transform urban problems into creative solutions. The Rudy Bruner Award for Urban Excellence (RBA) seeks to discover those special places and to celebrate and publicize their achievements.

Excellence exists in every city. It can be found in downtowns, neighborhoods, and parks. The Rudy Bruner Award searches for urban places that embody excellence, and celebrates their contribution to the richness and diversity of the urban experience.

These places often transcend the boundaries between architecture, urban design, and planning. They are born through processes of transformation - the renewal of something old, or the creation of something new that resonates in the history of community life.

These extraordinary places enrich the quality of the urban experience, and serve as models for placemaking in cities across the country.

Prizes and Presentation
The Rudy Bruner Award for Urban Excellence is given to five winning projects in each biennial award cycle.
- One Gold Medal Winner is awarded $50,000.
- Four Silver Medal Winners are each awarded $10,000.
- The winning project teams may use prize money in any way they choose to benefit the project.
- All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
- All finalists will be featured in award ceremonies, and a media outreach effort.

2007 Rudy Bruner Award Winners
Gold Medal:
Children's Museum of Pittsburgh, Pittsburgh, PA
Silver Medals:
Artists for Humanity Epicenter, Boston, MA
Columbus Circle Public Plaza, New York, NY
Crossroads Project and Marsupial Bridge, Milwaukee, WI
High Point Redevelopment Project, Seattle, WA
LA Design Center, Los Angeles, CA

2009 Selection Committee
David N. Cicilline, Mayor, Providence, RI
Michael DeBakey, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary Houghton, President and Co-founder, Shore Bank, Chicago, IL
Grace La, Principal, La Dallman Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAIR LYNCH Development Partners, Washington, DC
Martha Welborne, Managing Director, Grand Avenue Committee, Los Angeles, CA

Perspective Sheets
You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in as clear a manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet, and for participating in the Rudy Bruner Award process.

NB: Perspective sheets can be filled out in writable pdf format online at: www.brunerfoundation.org. However, they must be submitted to the Foundation (together with other materials provided by the applicant) as hard copy, with your signature. No e-mail submissions will be accepted.

Key Dates:
- Submissions must be received at the Foundation no later than Monday, December 15, 2008.
- Applications received after December 15 will not be considered.
- Five finalists will be notified by January 26, 2009.
- Site visits to finalists will take place in February, March, and April 2009.
- The Gold and Silver Medal Winners will be selected and notified in May, 2009.
- Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.
PROJECT DESCRIPTION

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

Since 2005, the Tierra Del Sol Planned Learning Community Project remains a place of possibilities where low-income families are encouraged to realize their dreams and create meaningful value in their lives. NEW designed Tierra Del Sol with concerted attention to communal use of space and responsive quality housing for families with young children by conducting a number of community focus groups. What resulted was integrated housing, public school, and community centers that provide the easy access from one site to another. Tierra Del Sol houses 119 low-income families who live on only 30-60 percent of the area’s median income ($14,000 to $42,000). The number of units reflects a reduction from the initial estimate of 150 units in order to allow for more open space and family-oriented design elements. Based on the responses from local families, another trade-off was the limited amount of space and therefore inability to set aside a parcel for senior housing within the planned community.

NEW works to improve the lives of each and every family member by giving them age-appropriate opportunities to build, sustain, and protect economic and personal assets. One of the first questions we ask our families when they move in to one of NEW’s developments is to identify their individual and family dreams and goals. These dreams are then become the social contract part of their lease. All of NEW’s residents are required to completion a financial literacy workshop. NEW offers comprehensive case management for those families needing guidance, encouragement, and social service referrals to create a plan towards achieving their dreams. The on-site, 3,500 square-foot Family Resource Center provides a number of educational activities such as English as a Second Language (ESL), computer training, homework assistance, and adult education. These activities will be expanded dramatically when the Zine Community Center is complete in September 2009.

Tierra Del Sol represents the efforts of a number of community partners and stakeholders who came together to make this project a reality. Partners include LAUSD (English as a Second Language classes), Bookends (library donations), The Village Toddler and Parenting Program, the Los Angeles Police Department Neighborhood Watch, the Guadalupe Social Service Food Bank Center, El Centro de Amistad (mental health services), Neighborhood Legal Services of Los Angeles (legal assistance), and Los Angeles Family Housing.

2. How has the project impacted the local community?

Tierra Del Sol is part of census tract 1345.10 in Los Angeles County, and is a HUD-designated Difficult to Develop Area (DDA). 2000 Census data indicates that 86% of the housing units in this area are renter-occupied, and that 40% of these households are using 30% or more of their household income towards rent. Tierra Del Sol’s existence addresses the need for safe and attractive housing in this predominantly renter-occupied low-income Canoga Park community.

A total of 67% of total families in this area have children under 18 years of age, hence the importance of incorporating NEW Academy Canoga Park to relieve the overcrowding at Canoga Park Elementary School four blocks away from the planned learning community. When the project components were subdivided into different lots, a separate parcel was incorporated for a gymnasium at the school which also serves as a cultural center for large community events.

Of this total population area, 31% of the residents and 50% of all children under 18 years old live in poverty. Approximately 78% of this area is Latino and 36% of the adults in this community have limited to no English skills. Further, 33% of adults over the age of 25 do not have a high school diploma. The per capita income in Canoga Park was $10,651 while the County median income was nearly double at $20,683. Tierra Del Sol revitalizes the Canoga Park Community by offering low-income residents of all ages the opportunity to take part in social services and programs offered through NEW’s Family Resource Center and Family Development Network of partners.

Prior to construction, the site emanated blight and abandonment. The reclamation of the vacant land resulted in a reduction of crime in the area as the site had previously been a dark, hidden hideout for criminals evading the police and squatting. Tierra Del Sol now provides 24-hour security cameras, which has served as a deterrent for crime. The local police department senior lead officer indicated, “I believe that the project is an asset to the area... a huge improvement given that it was an abandoned property before it was transformed.” The residents work with the Los Angeles Police Department in the Neighborhood Watch program to keep the children safe and prevent crimes. The LAPD plans to locate a police substation in the Zine Community Center, which will reduce crime further in the area.
3. Describe the key elements of the development process, including community participation where appropriate.

The Canoga Park community embraced and helped shape the Tierra Del Sol mixed-use master planned community from inception. This was an exceptional feat given the traditional NIMBY-ism (not in my back yard) characteristic of this community towards previous affordable housing developments in the area. NEW conducted focus groups, a comprehensive needs assessment, and numerous interviews with local stakeholders and elected officials to facilitate design input and develop a service program strategy responsive to the families we would serve.

Neighborhood participation and approval was critical in order to accurately reflect resident needs and secure funding resources. NEW garnered support from and made ongoing presentations at Unidos Vecinos Amistosos (United Friendly Neighbors), the Canoga Park Neighborhood Council, the City of Los Angeles Community Redevelopment Agency’s (CRA) Citizens’ Advisory Board, the Canoga Park Youth Arts Center, the Catholic Charities Guadalupe Community Center, and several LAUSD meetings.

To open NEW Academy public charter school, NEW had to submit a petition to LAUSD which contained school governance and curriculum policies as well as 250 signatures of parents who would potentially send their students to this school. To obtain the signatures, NEW staff completed door-to-door surveys of the immediate neighborhood around the project site.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.

Housing: NEW secured acquisition funding from the Local Initiatives Support Corporation and pre-development / construction funding from the Los Angeles Housing Department, the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), and National Council of La Raza. Equity financing for the project was provided by Hudson Housing Capital. NEW secured 4% in tax-exempt bonds, tax credits from the State of California, and a conventional loan from US Bank. The State Department of Housing and Community Development and the Federal Home Loan Bank of San Francisco (FHLBSF) provided permanent financing. The $26 million total housing development costs required bringing together Seven (7) funding partners, all committed to making this unique project a reality.

School: In order to make the $25 million necessary to build NEW Academy feasible, NEW approached the Los Angeles Unified School District (LAUSD) with a unique “turn-key” proposal. NEW offered to build the school per LAUSD standards and, upon completion, sell the land and the facility to LAUSD with the condition that NEW could lease it and operate it with renewable terms contingent upon meeting academic standards. Washington Mutual was the construction loan lender before the school was sold back to LAUSD. This partnership had never taken place for LAUSD prior to Tierra Del Sol nor had they ever envisioned building a school that was designed to meet the needs of the community at large. The initial complex agreement took a year to negotiate, during which the school district wavered in its support. NEW persisted and with extensive community support and a tremendous and amount of determination, succeeded.

Community Center: The $6.6 million to complete construction has been secured from CRA/LA.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

The Tierra Del Sol Planned Learning Community is unique because of the intricate yet large-scale nature of three separate projects made into reality by a multitude of public and private partners, three development teams, three multi-layered financing proposals, and numerous service provider groups. NEW addresses the significant urban issue of accessible, local resources for low-income families because of its innovative ability to design, construct and operate family-oriented affordable housing, a school, and community center all on one site. The unique blend of housing and education earned NEW the honor of receiving the 2006 Fannie Mae Foundation Maxwell Award, Edison Award, and AIA San Fernando Valley Design Award. Further, New Academy Canoga Park Public Charter School is unique because it contains numerous architectural design features that boast exceptional learning facilities for the children, such as the full size gymnasium instead of a small multi-purpose room that houses a stage with an overhead opening door so that it can be used both indoors and outdoors.

The planned learning community model is adaptable to other urban settings as long as key stakeholders share actionable responsibility of the project, leadership remains steadfastly committed to continuing forward progress on the development components, and the necessary funding resources from a diversified pool of investors are available. NEW also operates a planned learning community in the Pico-Union / Belmont area of Los Angeles and is working with community partners in Long Beach, the sixth poorest city in America, in order to replicate the planned learning community model.
2009 RUDY BRUNER AWARD
COMMUNITY REPRESENTATIVE PERSPECTIVE
2009 RUDY BRUNER AWARD FOR URBAN EXCELLENCE

American cities embody our nation's greatest triumphs and most daunting challenges. At their best they showcase the rich diversity, cultural achievement, and democratic values that characterize the American spirit. At their worst they reflect our country's most persistent social ills—economic disparity, hopelessness, neglect and abandonment. Yet there are those places that are developed with such vision and imagination that they transform urban problems into creative solutions. The Rudy Bruner Award for Urban Excellence (RBA) seeks to discover those special places and to celebrate and publicize their achievements.

Excellence exists in every city. It can be found in downtowns, neighborhoods, and parks. The Rudy Bruner Award searches for urban places that embody excellence, and celebrates their contribution to the richness and diversity of the urban experience.

These places often transcend the boundaries between architecture, urban design, and planning. They are born through processes of transformation—the renewal of something old, or the creation of something new that resonates in the history of community life.

These extraordinary places enrich the quality of the urban experience, and serve as models for placemaking in cities across the country.

Notice:
Projects from the City of Providence, RI are not eligible for the 2009 Award due to the participation of Mayor David N. Cicilline on the 2009 Selection Committee. We look forward to receiving applications from Providence in future award cycles.

Prizes and Presentation
The Rudy Bruner Award for Urban Excellence is given to five winning projects in each biennial award cycle. The winning project teams may use prize money in any way they choose to benefit the project.

- One Gold Medal Winner is awarded $50,000.
- Four Silver Medal Winners are each awarded $10,000.
- All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
- All finalists will be featured in award ceremonies, and a media outreach effort.

2007 Rudy Bruner Award Winners
Gold Medal:
Children's Museum of Pittsburgh, Pittsburgh, PA

Silver Medal:
Artists for Humanity Epicenter, Boston, MA
Columbus Circle Public Plaza, New York, NY
Crossroads Project and Marsupial Bridge, Milwaukee, WI
High Point Redevelopment Project, Seattle, WA
LA Design Center, Los Angeles, CA

2009 Selection Committee
David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary Houghton, President and Co-founder, Shore Bank, Chicago, IL
Grace Le, Principal, La Dallman Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAIR LYNCH Development Partners, Washington, DC
Martha Welborne, Managing Director, Grand Avenue Committee, Los Angeles, CA

Perspective Sheets
You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in as clear a manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet, and for participating in the Rudy Bruner Award process.

N.B.: Perspective sheets can be filled out in writable PDF format online at: www.brunerfoundation.org. However, they must be submitted to the Foundation (together with other materials provided by the applicant) as hard copy, with your signature. No e-mail submissions will be accepted.

Key Dates:
- Submissions must be received at the Foundation no later than Monday, December 15, 2008.
- Applications received after December 15 will not be considered.
- Five finalists will be notified by January 26, 2009.
- Site visits to finalists will take place in February, March, and April 2009.
- The Gold and Silver Medal Winners will be selected and notified in May, 2009.
- Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.
COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name: Edward Victor Moreno  Title: Retired community activist
Organization: On the boards of several orgs. Telephone (res.): 818-8871719
Address: res. 23259 Schoolcraft St.  City/State/Zip: Canoga Park, Calif. 91307
Fax ( ): None  E-mail: ebmoreno@socal.rr.com

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature: Edward Victor Moreno

1. How did you, or the organization you represent, become involved in this project? What role did you play?
When Tierra del Sol was first presented at a public hearing, I was active as a Board member of the West Valley Community Development, Corp. I was also on the Board of Guadalupe Center, a non-profit, serving the Canoga Park community. My role was to reflect the concerns of local residents. I facilitated meetings for the proponents of the project in order that surveys and questionnaires might be completed. Lastly, I alerted other community groups on the proposal to develop the site into apartments with an adjacent charter school and a future community center.

2. From the community's point of view, what were the major issues concerning this project?
A few recurring concerns by residents included:
   a. the impact of street parking in the neighborhood;
   b. the increase of low income families in an already crowded neighborhood;
   c. the need to include seniors in the housing units;
   d. the probability of poor management of the apartment complex; and
   e. the misconception that the units were for only poverty level (Section8?) residents.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?
From my perspective, the development of the project, Tierra del Sol, did not require formal negotiations or compromises from specific organizations. The project developers and their staff listened to ALL, conducted surveys, and most importantly, educated the community as to the purpose of the apartments, the school and the community center. The philosophy of NEW - New Economics for Women was made clear.

Concerns were addressed. For example, the underground parking for the apartments and the school minimized street parking. The hiring of a case manager who meets weekly with each individual tenant to ascertain their achievement of their goal, the success of their education or training, and any financial situations-these actions--let the neighborhood residents know that Tierra del Sol was not just a low income housing project. Moreover, the housing
As this progresses, the community is better able to live with problems. The case manager and the case worker schedule meetings and workshops to improve quality of life issues of concern to the families living in the apartments and those residents in the neighborhood.

Supporting the case manager approach, the charter school adjacent to Tierra del Sol also conducts monthly workshops for the parents of the children attending the school. Thus parents can assist their children be successful in school. A concern of parents living in the apartments were the recreational opportunities while living at Tierra del Sol. The charter school conducts after school programs and a block and a half away is the Boys and Girls Club of the West Valley.

The seniors living at the apartments have access to services and programs at the Jordan Senior Center just four blocks away. The resident seniors do have a positive influence on the younger families. I have served since 2006 as a representative of Canoga Park seniors on the Canoga Park Neighborhood Council.

Because of my experiences on the West Valley Community Development Corporation, it was imperative that strong management be in place. Tierra del Sol has that strong management. If the residents are not meeting their goal, employment plans, or other responsibilities agreed upon, they are asked to leave. The charter school also demands that parents meet their monthly hours of volunteerism at the school. The parents are held responsible.

In closing, the success of Tierra del Sol is due to the NEW project developers and staff listening and adjusting their programs to the needs and best interests of the families living in the apartments. The placement of the charter school and community center facilitates comprehensive services to the families living in the apartments at Tierra del Sol.
2009 RUDY BRUNER AWARD
COMMUNITY REPRESENTATIVE PERSPECTIVE
2009
RUDY BRUNER
AWARD
FOR URBAN
EXCELLENCE

American cities embody our nation's greatest triumphs and most daunting challenges. At their best they showcase the rich diversity, cultural achievement, and democratic values that characterize the American spirit. At their worst they reflect our country's most persistent social ill - economic disparity, hopelessness, neglect and abandonment. Yet there are those places that are developed with such vision and imagination that they transform urban problems into creative solutions. The Rudy Bruner Award for Urban Excellence (RBA) seeks to discover those special places and to celebrate and publicize their achievements.

Excellence exists in every city. It can be found in downtowns, neighborhoods, and parks. The Rudy Bruner Award searches for urban places that embody excellence, and celebrates their contribution to the richness and diversity of the urban experience.

These places often transcend the boundaries between architecture, urban design, and planning. They are born through processes of transformation - the renewal of something old, or the creation of something new that resonates in the history of community life. These kinds of places match the quality of the urban experience, and serve as models for placemaking in cities across the country.

Notice:

Projects from the City of Providence, RI are not eligible for the 2009 Award due to the participation of Mayor David N. Cicilline on the 2009 Selection Committee. We look forward to receiving applications from Providence in future Award cycles.

Prizes and Presentation

The Rudy Bruner Award for Urban Excellence is given to five winning projects in each biennial award cycle.

- One Gold Medal Winner is awarded $50,000.
- Four Silver Medal Winners are each awarded $10,000.
- The winning project teams may use prize money in any way they choose to benefit the project.
- All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
- All finalists will be featured in award ceremonies, and a media outreach effort.

2007 Rudy Bruner Award Winners

Gold Medal:

Children's Museum of Pittsburgh, Pittsburgh, PA

Silver Medals:

• Artists for Humanity Epicenter, Boston, MA
• Columbus Circle Public Plaza, New York, NY
• Crossroads Project and Marsupil Bridge, Milwaukee, WI
• High Point Redevelopment Project, Seattle, WA
• LA Design Center, Los Angeles, CA

2009 Selection Committee

David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary Houghten, President and Co-founder, Shere Bask, Chicago, IL
Grace L. Principal, LaDallan Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAR LYNCH Development Partners, Washington, DC
Martha Wellwood, Managing Director, Grand Avenue Committee, Los Angeles, CA

Perspective Sheets

You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in as clear a manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet, and for participating in the Rudy Bruner Award process.

NB: Perspective sheets can be filled out in writeable pdf format online at www.brunerfoundation.org. However, they must be submitted to the Foundation together with other materials provided by the applicant as hard copy, with your signature. No e-mail submissions will be accepted.

Key Dates:

- Submissions must be received at the foundation no later than Monday, December 15, 2008.
- Applications received after December 15 will not be considered.
- Five finalists will be notified by January 26, 2009.
- Site visits to finalists will take place in February, March, and April 2009.
- The Gold and Silver Medal Winners will be selected and notified in May, 2009.
- Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.
COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name Margaret Pontius
Title Program Coordinator
Organization Guadalupe Center, Catholic Charities of LA
Telephone ( 818 ) 340-2050
Address 21600 Hart Street
City/State/Zip Canoga Park, CA 91303
Fax ( 818 ) 883-4122
E-mail mpontius@cccharities.org

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. How did you, or the organization you represent, become involved in this project? What role did you play?

I have known the founder of New Economics for Women (NEW) for many years and worked with her in the community. I had toured other housing projects she has built in Los Angeles; and was very impressed with the quality, not only of the buildings; but also the sensitivity of the design and programs created to meet the needs of the tenants. I was, therefore, very happy when I learned that NEW was planning to build a project in our community. When NEW approached me with a request for space to hold planning meetings and focus groups as the project came together, I was more than happy to provide it. As the project progressed, but their buildings were not yet ready for occupancy, NEW asked if they could rent space in our facility for an office in which to interview and register potential tenants. NEW remained at our community center for a few months until a building was available at their site.

2. From the community's point of view, what were the major issues concerning this project?

The community wanted and needed affordable housing that was large enough to accommodate their families. Because of the nature of the community which historically has had gang activity since the 1930's, it needed housing that included various safety features. The community also needed a place where families could have access to indoor and outdoor spaces for meetings, classes, and recreation. Because of the overcrowded, year-round elementary schools which are the norm in the area, the families needed an elementary school designed to give the children an opportunity for a quality education. A gymnasium was very wisely a part of the school, providing a place for the children to use their energy in positive physical activities.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

We did not participate heavily in this part of the program other than to participate in several meetings to express the needs we saw in the community and to discuss how our two organizations could work together cooperatively to provide needed services to the NEW tenants (some of whom were already our clients). Some of the services we provide include a food pantry, a thrift store, a pre-school, after-school tutoring, and English as a Second Language classes for adults.
COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

4. Has this project made the community a better place to live or work? If so, how?

This project has certainly helped make the community a better place to live. It is a beautiful structure located in the middle of an older, dilapidated community of apartments and single family homes. It has been designed with many safety features. The NEW tenants we have spoken with tell us how proud they are to live at NEW's Tierra del Sol apartments. It is a positive force in the lives of mostly immigrant, uneducated adults because it provides classes in tenant, homeowner, and financial literacy; and it teaches practical skills to its tenants which enable them to function in a community whose customs are somewhat alien to them. It also teaches their tenants responsibility by setting goals that each family must meet on a periodic basis. This project has a very well regarded Charter Elementary School, staffed with well-trained, enthusiastic, caring teachers. It is our experience that many of their students who attend our after-school tutoring have improved their educational skills significantly in a semester's time.

5. Would you change anything about this project or the development process you went through?

Not at all. I think NEW handles their development process very professionally.
2009
RUDY BRUNER AWARD
PUBLIC AGENCY
PERSPECTIVE
2009 RUDY BRUNER AWARD FOR URBAN EXCELLENCE

American cities embody our nation's greatest triumphs and most daunting challenges. At their best, they showcase the rich diversity, cultural achievement, and democratic values that characterize the American spirit. At their worst, they reflect our country's most persistent social ills — economic disparity, hopelessness, neglect and abandonment. Yet there are these places that are developed with such vision and imagination that they transform urban problems into creative solutions. The Rudy Bruner Award for Urban Excellence (RBA) seeks to discover those special places and to celebrate and publicize their achievements.

Excellence exists in every city. It can be found in downtowns, neighborhoods, and parks. The Rudy Bruner Award searches for urban places that embody excellence; and celebrates their contribution to the richness and diversity of the urban experience.

These places often transcend the boundaries between architecture, urban design, and planning. They are born through processes of transformation — the renewal of something old, or the creation of something new that resonates in the history of community life.

These extraordinary places enrich the quality of the urban experience, and serve as models for placemaking in cities across the country.

Prizes and Presentation
The Rudy Bruner Award for Urban Excellence is given to live winning projects in each biennial award cycle.

* One Gold Medal Winner is awarded $50,000.
* Four Silver Medal Winners are each awarded $10,000.
* The winning project teams may use prize money in any way they choose to benefit the project.

* All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
* All finalists will be featured in award ceremonies, and a media outreach effort.

2007 Rudy Bruner Award Winners

Gold Medal:
Children's Museum of Pittsburgh, Pittsburgh, PA

Silver Medals:
Artists for Humanity Epicenter, Boston, MA
Columbus Circle Public Plaza, New York, NY
Crossroads Project and Manupul Bridge, Milwaukee, WI
High Point Redevelopment Project, Seattle, WA
LA Design Center, Los Angeles, CA

2009 Selection Committee

David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary N. Horne, President and Co-founder, Shorebank, Chicago, IL
Grace Lee, Principal, LaDallman Architect, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jack Lynch, President, CEO, JAR Lynch Development Partners, Washington, DC
Martha Westmore, Managing Director, Grand Avenue Committee, Los Angeles, CA

Perspective Sheets
You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in its clear and manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet and for participating in the Rudy Bruner Award process.

NB: Perspective sheets can be filled out in word format online at: www.brunerfoundation.org. However, they must be submitted to the Foundation together with other materials provided by the applicant (as hard copy) with your signature. No email submissions will be accepted.

Key Dates:
* Submissions must be received at the Foundation no later than Monday, December 15, 2008.
* Applications received after December 15 will not be considered.
* Finalists will be notified by January 26, 2009.
* Site visits to finalists will take place in February, March, and April 2009.

The Gold and Silver Medal Winners will be selected and notified in May, 2009.

Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.
PUBLIC AGENCY PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approval process of this project.

Name: W. Jay Virata
Title: Regional Administrator
Organization: CRAALA
Address: 21500 Wyandotte Street, Suite 106
City/State/Zip: Canoga Park, CA 91303
Telephone: (818) 593-5490
Fax: (818) 932-9908
E-mail: Jvirata@cra.lacity.org

The undersigned grants the Briner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full, power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature: ____________________________

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

The role of the Community Redevelopment Agency (the "CRAALA") was as follows:

- Provided a portion of the funding necessary to develop the 119 units of housing included in the Tierra del Sol Project ($2.54 million).
- Assisted in organizing the Canoga Park community for the purpose of developing affordable housing, charter schools and seeking their support.
- Jointly presented the proposed Tierra del Sol Project to the Canoga Park Neighborhood Council and advocated for the project with elected officials and other government representatives.
- Will provide a portion of the funding necessary to develop the Tierra del Sol Community Center as the third and final phase of the project.

It was known from conception that acceptance of the project would require substantial public education and participation. The Agency worked closely with the developer in this effort. The project intrinsically offers an array of public benefits, i.e., affordable family and large family housing, a high quality and community-controlled elementary school, and the community center, which will offer child development and social services to residents.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

The project was intended to provide a well-designed and managed housing opportunity for very low and low income families and large families. The Canoga Park community is characterized by a high percentage of very low-income families who generally live in substandard and overcrowded rental housing. The incidence of gang activity and crime is high in the residential neighborhoods, creating an unsafe environment particularly for children and youth.

The community's two elementary schools are year-round and overcrowded and have among the lowest test scores in the LA Unified School District. Many parents feel "locked out" by the school administration, leaving them powerless to make positive impact on the education of their young children. The NEW Academy was built to alleviate overcrowding and, by virtue of its being a charter school, welcomes the participation of parents in the school's decision-making and activities.

A major obstacle in developing the project was the prevalence of nimbyism and a common misunderstanding about the ownership and management of the project. Many residents were fearful the project would increase crime and have a generally negative impact on the neighborhood. The Agency and the developer participated in many community meetings to emphasize the quality of the project's design from the standpoint of its being an aesthetic addition to the neighborhood and the designers' acknowledgement of the importance of defensible space, the developer's excellent track record in owning and managing similar projects, and the developer's close working relationship with the LAPD.
2. Describe the project's impact on your city. Please be as specific as possible.

The project has increased the supply of rental housing that is affordable to the community's very low income families. Of particular note is its provision of four and five-bedroom units. These large units reflect the developer's understanding that Latino families often live in an extended family manner, requiring larger units.

The excellence of the project's design has resulted in a major upgrade in the appearance of the neighborhood formerly a five-era City-owned site with overgrown weeds and debris, Tierra del Sol has greatly enhanced this key block in Canoga Park.

The NEW Academy provides a positive alternative to the area's two elementary schools. Classes are small; the school operates on the traditional nine-month school schedule, classrooms are rich in educational resources, and the students' behavior reflects the values of respect and personal responsibility held by the school administration. Further, the school administration, teachers and students have made conscious and successful efforts to integrate into the broader Canoga Park community by participating in community events and stakeholder organizations. Recently, CRA/LA and Main Street Canoga Park created a Junior Main Street Program at the NEW Academy. This group of third graders is learning about public-private relationships and will be undertaking a major community improvement project during the 2008-2009 school year.

3. Did this project result in new models of public/private partnership? Are there aspects of this project that would be instructive to agencies, like yours, in other cities?

I have spent many years in the field of affordable housing and community development and have never experienced a project that provides a better model for public/private partnership. Tierra del Sol has been developed with a wide variety of public and private funding sources and has involved many public agencies with the developer and the Canoga Park community designing the project and ensuring its success. Built on a five-acre City surplus property, Tierra is a model mixed-use project that truly meets the needs of this low income community, which are the same needs that prevail in similar communities, i.e. substandard schools, a lack of affordable quality housing, and social services that address the needs of children and youth.

5. What do you consider to be the most and least successful aspects of this project?

Tierra del Sol is a beautifully designed an well-managed development that has received broad community acceptance and removed much of the fear the residents and other stakeholders had regarding the development of a low income housing project of this magnitude. It is frankly having a positive impact on community acceptance of CRA/LA housing projects that have been proposed subsequent to its opening.

I cannot think of an unsuccessful aspect of this project. It has been a win-win for the City and the community in every way.
2009
RUDY BRUNER AWARD
DEVELOPER
PERSPECTIVE

RUDY BRUNER AWARD
FOR URBAN EXCELLENCE
American cities embody our nation's greatest triumphs and most daunting challenges. At their best they showcase the rich diversity, cultural achievement, and democratic values that characterize the American spirit. At their worst they reflect our country's most persistent social ills - economic disparity, hopelessness, neglect and abandonment. Yet there are those places that are developed with such vision and imagination that they transform urban problems into creative solutions. The Rudy Bruner Award for Urban Excellence (RBA) seeks to discover those special places and to celebrate and publicize their achievements.

These extraordinary places enrich the quality of the urban experience, and serve as models for placemaking in cities across the country.

**2009 Rudy Bruner Award for Urban Excellence**

Excellence exists in every city. It can be found in downtowns, neighborhoods, and parks. The Rudy Bruner Award searches for urban places that embody excellence, and celebrates their contribution to the richness and diversity of the urban experience.

These places often transcend the boundaries between architecture, urban design, and planning. They are born through processes of transformation - the renewal of something old, or the creation of something new that resonates in the history of community life.

These extraordinary places enrich the quality of the urban experience, and serve as models for placemaking in cities across the country.

---

**Prizes and Presentation**

The Rudy Bruner Award for Urban Excellence is given to five winning projects in each biennial award cycle.

- One Gold Medal Winner is awarded $50,000.
- Four Silver Medal Winners are each awarded $10,000.
- The winning project teams may use prize money in any way they choose to benefit the project.
- All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
- All finalists will be featured in award ceremonies, and a media outreach effort.

**2007 Rudy Bruner Award Winners**

**Gold Medal:**

*Children's Museum of Pittsburgh, Pittsburgh, PA*

**Silver Medals:**

*Artists for Humanity Epicenter, Boston, MA*
*Columbus Circle Public Plaza, New York, NY*
*Crossroads Project and Marsupal Bridge, Milwaukee, WI*
*High Point Redevelopment Project, Seattle, WA*
*LA Design Center, Los Angeles, CA*

**2009 Selection Committee**

David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary Houghton, President and Co-founder, Shore Bank, Chicago, IL
Grace La, Principal, La Dallman Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAIR LYNCH Development Partners, Washington, DC
Martha Welborne, Managing Director, Grand Avenue Committee, Los Angeles, CA

---

**Notice:**

Projects from the City of Providence, RI are not eligible for the 2009 Award due to the participation of Mayor David N. Cicilline on the 2009 Selection Committee. We look forward to receiving applications from Providence in future award cycles.

---

**Perspective Sheets**

You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in as clear a manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet, and for participating in the Rudy Bruner Award process.

NB: Perspective sheets can be filled out in writable pdf format online at www.brunerfoundation.org. However, they must be submitted to the Foundation (together with other materials provided by the applicant) as hard copy, with your signature. No e-mail submissions will be accepted.

**Key Dates:**

- Submissions must be received at the Foundation no later than Monday, December 15, 2008.
- Applications received after December 15 will not be considered.
- Five finalists will be notified by January 26, 2009.
- Site visits to finalists will take place in February, March, and April 2009
- The Gold and Silver Medal Winners will be selected and notified in May, 2009.
- Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.
DEVELOPER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name Bea Stotzer
Organization New
Address 303 South Loma Drive
Telephone (213) 923-7902
Fax (213) 483-7848
City/State/ZIP Los Angeles / CA / 90017
E-mail bstotzer@neworg.us

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. What role did you or your company play in the development of this project? Describe the scope of involvement.

As the CEO of NewCapital, LLC, the development arm for New Economics for Women, I worked closely with the various institutions - Department of Water and Power (DWP), Los Angeles Unified School District (LAUSD), the City and County of Los Angeles Development Agencies, and Investors - to help coordinate communication where it had not existed before as well as negotiate the separate financial and development agreements. NEW's vision was the development of unique housing & school community while NEWCapital worked with LAUSD and the State of California to comply with not only NEW's vision but all of LAUSD requirements. This was the first time that LAUSD had partnered with a nonprofit to build a public elementary school that would be leased by NEW to run it's charter academy-unprecedented in the public arena as well as non-profit world.

NEWCapital was also instrumental in all aspects of the design process: land acquisition, pre-development financing, construction financing, permanent financing, and overall project management and construction oversight. Coordination with all entities was critical because everyone had to agree and ensure that NEW's vision, intricacies of the project and NEW's high standards in its design were maintained throughout the development process. The unique relationship between housing, schools, and a community center was extremely difficult to direct - all on different schedules of development given the funding and financing complexities of the development.

2. What trade-offs or compromises were required during the development of the project?

We initially had a development agreement with LAUSD that was negotiated over a two-year period, and LAUSD decided to renegotiate the development agreement that took an additional year and a half. As a result of this negotiation, NEW's development fees were drastically reduced to less than $200,000, a ridiculous amount in everyone's eyes. LAUSD believed that by having this disincentive NEW would not proceed with the development. NEW stood its ground because of the significance this project would have not only in the community but also in the field of urban development.

As a result of the additional time due to the renegotiations of the LAUSD agreement, a positive by-product was that the timing of closing the LAUSD agreement coincided with the multi-family housing development. We were able to open Tierra Del Sol one month before we opened the school. Because of the delay, the school served as a feeder for the new families moving in to Tierra Del Sol which was our goal.
3. How was the project financed? What, if any, innovative means of financing were used?

Housing: NEW secured acquisition funding from the Local Initiatives Support Corporation and pre-development / construction funding from the Los Angeles Housing Department, the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), and National Council of La Raza. Equity financing for the project was provided by Hudson Housing Capital. NEW secured 4% in tax-exempt bonds, tax credits from the State of California, and a conventional loan from US Bank. The State Department of Housing and Community Development and the Federal Home Loan Bank of San Francisco (FHLBSF) provided permanent financing. The $26 million total housing development costs required bringing together Seven (7) funding partners, all committed to making this unique project a reality.

School: In order to make the $25 million necessary to build NEW Academy feasible, NEW approached the Los Angeles Unified School District (LAUSD) with a unique “turn-key” proposal. NEW offered to build the school per LAUSD standards and, upon completion, sell the land and the facility to LAUSD with the condition that NEW could lease it and operate it with renewable terms contingent upon meeting academic standards. Washington Mutual was the construction loan lender before the school was sold back to LAUSD. This partnership had never taken place for LAUSD prior to Tierra Del Sol nor had they ever envisioned building a school that was designed to meet the needs of the community at large. The initial complex agreement took a year to negotiate, during which the school district wavered in its support. NEW persisted and with extensive community support and a tremendous and amount of determination, succeeded.

Community Center: The $6.6 million to complete construction has been secured from CRA/LA.

4. What do you consider to be the most and least successful aspects of the project?

The most successful aspect of Tierra del Sol is that we had less square foot costs on the project than other institutions.

There were not any aspects of the project that we considered least successful.
Prizes and Presentation

The Rudy Bruner Award for Urban Excellence is given to five winning projects in each biennial award cycle.

- One Gold Medal Winner is awarded $50,000.
- Four Silver Medal Winners are each awarded $10,000.
- The winning project teams may use prize money in any way they choose to benefit the project.
- All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
- All finalists will be featured in award ceremonies, and a media outreach effort.

2007 Rudy Bruner Award Winners

Gold Medal:
Children's Museum of Pittsburgh, Pittsburgh, PA

Silver Medals:
Artists for Humanity Epicenter, Boston, MA
Columbus Circle Public Plaza, New York, NY
Crossroads Project and Marsupial Bridge, Milwaukee, WI
High Point Redevelopment Project, Seattle, WA
LA Design Center, Los Angeles, CA

2009 Selection Committee

David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary Houghton, President and Co-founder, Shore Bank, Chicago, IL
Grace La, Principal, La Dallman Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAIR LYNCH Development Partners, Washington, DC
Martha Welborne, Managing Director, Grand Avenue Committee, Los Angeles, CA

Perspective Sheets

You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in as clear a manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet, and for participating in the Rudy Bruner Award process.

NB: Perspective sheets can be filled out in writable pdf format online at: www.brunerfoundation.org. However, they must be submitted to the Foundation (together with other materials provided by the applicant) as hard copy, with your signature. No e-mail submissions will be accepted.

Key Dates:

- Submissions must be received at the Foundation no later than Monday, December 15, 2008.
- Applications received after December 15 will not be considered.
- Five finalists will be notified by January 26, 2009.
- Site visits to finalists will take place in February, March, and April 2009
- The Gold and Silver Medal Winners will be selected and notified in May, 2009.
- Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.
Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a professional who worked as a consultant on the project, providing design, planning, legal, or other services. Copies may be given to other professionals if desired.

Name Freddy Pinero
Title Construction Manager (President)
Organization Castle and Gray Int. Inc.
Telephone (310) 855-8263
Address 6267 Ebbtide Way
City/State/ZIP Malibu, CA 90265
Fax (310) 457-6484
E-mail Freddy@castleandgray.com

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. What role did you or your organization play in the development of this project?

Castle and Gray Int. Inc. was the chosen construction management team that represented New Economics for Women's construction interests on the affordable housing project and community center.

2. Describe the project's impact on its community. Please be as specific as possible.

The Impact that the Tierra Del Sol project has had thus far on its surrounding community has been positive. In regards to the communities youth Tierra Del Sol has been especially beneficial. Children are now able to walk just a few yards in a safe environment to and from school; the after school programs offered at the community center encourage young kids to put their energy towards more positive outlets in life, allowing their parents to continue to work while knowing that their children are in a safe and developmental environment during and after school. Moreover, on a smaller but equally as important note, because of the distance from the children's living space to the school all kids can walk to school and back home, limiting the environmental pollutants associated with parents driving cars in order to drop and pick their children up from school.
3. How might this project be instructive to others in your profession?

The Tierra Del Sol Project would be instructive to others in my profession in that, being mediators, they must learn to be especially patient and understanding on several of the issues concerning development due to the fact that on this project I had to work with such a wide range of people, in order to deliver a quality project at an affordable price. It also teaches one to have managers think out side of the box in order to make the project beneficial to those who will be living their.

4. What do you consider to be the most and least successful aspects of this project?

The least successful part of the Tierra Del Sol project would have to be that several tough decisions had to be made during constriction, that caused changes in design that NEW originally wanted for its tenants and community, that had to be altered due to budget constraints. Moreover, the most successful aspect of the Tierra Del Sol project is that we were able to keep 95% of the original design in order to better serve the people which were to reside on the premises, despite the many obstacles which came our way.
Prizes and Presentation
The Rudy Bruner Award for Urban Excellence is given to five winning projects in each biennial award cycle.
• One Gold Medal Winner is awarded $50,000.
• Four Silver Medal Winners are each awarded $10,000.
• The winning project teams may use prize money in any way they choose to benefit the project.
• All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
• All finalists will be featured in award ceremonies, and a media outreach effort.

2007 Rudy Bruner Award Winners
Gold Medal:
Children’s Museum of Pittsburgh, Pittsburgh, PA
Silver Medals:
Artists for Humanity Epicenter, Boston, MA
Columbus Circle Public Plaza, New York, NY
Crossroads Project and Marsupial Bridge, Milwaukee, WI
High Point Redevelopment Project, Seattle, WA
LA Design Center, Los Angeles, CA

2009 Selection Committee
David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary Houghton, President and Co-founder, Shore Bank, Chicago, IL
Grace La, Principal, La Dallman Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAIR LYNCH Development Partners, Washington, DC
Martha Welborne, Managing Director, Grand Avenue Committee, Los Angeles, CA

Perspective Sheets
You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in as clear a manner as possible.
Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet, and for participating in the Rudy Bruner Award process.
NB: Perspective sheets can be filled out in writable pdf format online at: www.brunerfoundation.org. However, they must be submitted to the Foundation (together with other materials provided by the applicant) as hard copy, with your signature. No e-mail submissions will be accepted.

Key Dates:
• Submissions must be received at the Foundation no later than Monday, December 15, 2008.
• Applications received after December 15 will not be considered.
• Five finalists will be notified by January 26, 2009.
• Site visits to finalists will take place in February, March, and April 2009.
• The Gold and Silver Medal Winners will be selected and notified in May, 2009.
• Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.
ARCHITECT OR DESIGNER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name Don E. Empakeris, AIA

Organization DE Architects, AIA

Address 1535 6th Street Suite 101

Fax (310) 451-7916

City/Sate/Zip Santa Monica, CA 90401

Telephone (310) 451-7917

E-mail don_empakeris@dearchitects.net

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

Tierra Del Sol is unique as the site is a 113,658 sq. ft. city block. It is fronted by 4 streets, Canoga Avenue, a heavily traveled commercial north/south artery, Sa!icoy Street, a heavily traveled east/west artery that combines commercial and multi family residential buildings, Cohasset Street, a residential street, with mainly multi family residential buildings, and Alabama Avenue, a heavily treed residential street with a mix of single family and low rise multi family residential buildings. The block was owned by the Department of Water and Power and was currently vacant. The design concept was to integrate a low income housing project with a 3,600 sq.ft. learning center, a charter school and a community center, creating an urban village that would serve residents and provide much needed services for the surrounding community. The 119 unit 3 story building was designed to provide housing predominantly for families. In order to relate to the low density residential neighborhood that faced the site, the residential portion was placed along the residential street, Alabama, and broken into 3 distinct buildings that were linked by courtyards and bridges. The 3 buildings further reduced the scale by wrapping around internal courtyards. The residential building connects to both the charter school and community center, providing a safe and secure environment for the children. The predominant material was a beige colored cement plaster that matched the finish of many of the multi residential buildings of the neighborhood, and the earth tones relate well to the abundant landscaping. The project was designed with many energy efficient considerations, including exceeding California's Title 24 requirements by 15%, using energy star rated appliances, natural gas for cooking and heating, dual glazed windows, low flow toilets and showers, CO2 sensors to reduce garage exhaust requirements, and mostly open walkways, stairs and lobbies allowing for natural ventilation.

2. Describe the most important social and programmatic functions of the design.

Tierra Del Sol has an extremely high proportion of family units. Of the 119 units, 3 are 5 bedroom, 9 are 4 bedroom, 39 are 3 bedroom, 47 are 2 bedroom and only 21 are 1 bedroom. Because of the large number of children present it was imperative that the project would be able to provide a stimulating and safe environment. The 119 units are separated into 4 distinct 3 story buildings linked by courtyards and bridges. These buildings have smaller courtyards that allow parents to supervise children from within their own units. The intent is to provide a "defensible space" that allows 119 families to get to know other families on an individual basis, as well as reducing the scale of a residential building set on almost 600 feet of street frontage.

By providing direct access to the learning center, charter school and community center, Tierra Del Sol allows the children access to after school programs and playgrounds without leaving the safety and security of their immediate neighborhood. Since Tierra Del Sol is set on an entire city block, the concern was creating an insular environment that would be detached from the surrounding community. It was critical that, through master planning, the various components of the entire project would reach out and embrace the surrounding community, while providing a secure environment within a transitional neighborhood for the residents.
3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

The major design challenge was to integrate a high density housing project with an unusually large percentage of large family units, and almost 600 feet of street frontage into a low density residential neighborhood, consisting mainly of single family houses, and 2 and 3 story apartment buildings on single and double lots. Additionally, the challenge was to be able to provide open space and programs for the children in a safe and structured environment. The solution was to create a series of 3 story residential “spines” surrounding small landscaped courtyards, scaling down the linearity of the project. Ground floor open courts face Alabama Avenue, creating outdoor spaces where residents can provide an active street presence. Open walkways connect the 4 separate residential components, opening onto a series of landscaped courtyards creating communal spaces and providing access to the charter school/gymnasium and community center, creating a village environment. The only design tradeoffs were that due to the expense of this project, the building material was predominantly cement plaster (stucco). Additionally, the school board insisted on separating the school for security purposes. The compromise was to link the residential courtyard to the school’s courtyard, separated only by a gated fence that is visually transparent. This provided the option of opening the gate at certain hours while maintaining a visual connection at all times.

4. Describe the ways in which the design relates to its urban context.

The design relates to its urban context through its master planning. The 119 unit residential building was placed along Alabama Avenue, a heavily treed residential street consisting of single family and low rise multi family buildings, shielding the units from the noise of Canoga Avenue. The parking was placed in a single level subterranean parking garage to allow more open space at the ground level. Since the street frontage along Alabama Ave. was over 550'-0” long, it was felt that a single 3 story building would overwhelm the scale of the neighborhood. The 119 unit project is broken into 3 distinct buildings that are linked by courtyards and bridges. Along Alabama Ave. 3 bedroom and 1 bedroom units were combined to create a series of “fingers” with courtyards that further break down the 3 story mass and relate to the individual structures of the neighborhood across the street. A heavily landscaped approach defines the main entry and helps reduce the scale of the development. A one story 3,500 sq.ft. learning center anchors the corner of Alabama and Saticoy.

Canoga Avenue is buffered by the charter school to the south, and a community center to the north. The residential building is designed to provide access to both the school and community center so that children have a safe path to use both facilities. The charter school and community center serve the surrounding community, yet are clearly associated with Tierra Del Sol, creating a vibrant urban village within the city block with connections to the surrounding neighborhood.
2009
RUDY BRUNER AWARD
OTHER PERSPECTIVE
2009 RUDY BRUNER AWARD FOR URBAN EXCELLENCE

American cities embody our nation’s greatest triumphs and most daunting challenges. At their best they showcase the rich diversity, cultural achievement, and democratic values that characterize the American spirit. At their worst they reflect our country’s most persistent social ills —economic disparity, hopelessness, neglect and abandonment. Yet there are those places that are developed with such vision and imagination that they transform urban problems into creative solutions. The Rudy Bruner Award for Urban Excellence (RBA) seeks to discover those special places and to celebrate and publicize their achievements.

Excellence exists in every city. It can be found in downtowns, neighborhoods, and parks. The Rudy Bruner Award searches for urban places that embody excellence, and celebrates their contribution to the richness and diversity of the urban experience. These places often transcend the boundaries between architecture, urban design, and planning. They are born through processes of transformation — the renewal of something old, or the creation of something new that resonates in the history of community life. These extraordinary places enrich the quality of the urban experience, and serve as models for placemaking in cities across the country.

Prizes and Presentation

The Rudy Bruner Award for Urban Excellence is given to five winning projects in each biennial award cycle.

- One Gold Medal Winner is awarded $50,000.
- Four Silver Medal Winners are each awarded $10,000.
- The winning project teams may use prize money in any way they choose to benefit the project.
- All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
- All finalists will be featured in award ceremonies, and a media outreach effort.

2007 Rudy Bruner Award Winners

Gold Medal:
Children’s Museum of Pittsburgh, Pittsburgh, PA

Silver Medal:
Artists for Humanity Epicenter, Boston, MA
Columbus Circle Public Plaza, New York, NY
Crossroads Project and Marsupial Bridge, Milwaukee, WI
High Point Redevelopment Project, Seattle, WA
LA Design Center, Los Angeles, CA

2009 Selection Committee

David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary Houghton, President and Co-founder, Shore Bank, Chicago, IL
Grace La, Principal, La Dallman Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAIR LYNCH Development Partners, Washington, DC
Martha Welborne, Managing Director, Grand Avenue Committee, Los Angeles, CA

Perspective Sheets

You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in as clear a manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet, and for participating in the Rudy Bruner Award process.

NB: Perspective sheets can be filled out in writable pdf format online at www.brunerfoundation.org. However, they must be submitted to the Foundation (together with other materials provided by the applicant) as hard copy, with your signature. No e-mail submissions will be accepted.

Key Dates:

- Submissions must be received at the Foundation no later than Monday, December 15, 2008.
- Applications received after December 15 will not be considered.
- Five finalists will be notified by January 26, 2009.
- Site visits to finalists will take place in February, March, and April 2009
- The Gold and Silver Medal Winners will be selected and notified in May, 2009.
- Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.

Notice:

Projects from the City of Providence, RI are not eligible for the 2009 Award due to the participation of Mayor David N. Cicilline on the 2009 Selection Committee. We look forward to receiving applications from Providence in future award cycles.
OTHER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Name: Kevin Dennis
Title: President
Organization: KWDA
Telephone: (528) 621-0329
Address: 1366 E. Coffee Ave
City/State/ZIP: Altadena, CA 91001
Fax: ( )
E-mail: PO@KWDA-WC.COM

The undersigned grants the donor Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature:

1. What role did you play in the development of this project?

   SEE ATTACHED

2. Describe the impact that this project has had on your community. Please be as specific as possible.
1. What role did you or your organization play in the development of this project?
I was the 3rd party development/project manager for the Canoga Park New Elementary School.

2. Describe the project’s impact on its community. Please be as specific as possible.
Aesthetically, the project transformed the corner of Canoga Avenue and Saticoy from a blighted vacant lot to an interesting combination of landscape and architecture. The social impact continues. This project provides single mothers and low income families the opportunity to provide their children a home and school all in one block. The physical plants of these facilities are beautiful and new. The positive impact of not needing to transport your child from home to school as well as the additional time the children are able to spend with their families is an unquantifiable benefit.

3. How might this project be instructive to others in your profession?
There are two ways this project could and should be instructive to others in this profession. First, there was an unprecedented partnership between this non-profit developer (NEW) and the Los Angeles Unified School District. Partnerships such as these should be pursued more vigorously in this industry. The lesson to be learned is that tenacity has benefits. NEW understood the tenacity required to complete a complicated and sophisticated partnership with LAUSD. They also understood the advantage of such a partnership and did not give up in the face of adversity. Secondly, the combination of low income housing, adjacent school and structured programs for the residents should be a model for any public private development regardless of location or income level of the neighborhood.

4. What do you consider the most and least successful aspect of this project?
The answer to both is the same; the partnership with LAUSD. Without LAUSD this project—certainly the school portion of the project—would not have come to fruition. Due to the fact that NEW was obligated to meet the very restrictive and onerous requirements of LAUSD and the Department of the State Architect, this project cost more and took longer than it would have had it been merely a private enterprise.
Front Entrance along Alabama Ave.

Parking Garage Entrance

View of Bridge toward School

Courtyard outside Family Center
NEW Academy Canoga Park
Elementary Charter School

Front Entrance Along Cohasset
Classroom Pods and Playground

Gymnasium
School Bus Stair Case
Tierra Del Sol-Apartment

Kitchen From Living Room

Kitchen

Bathroom

Laundry Room
Tierra del Sol Family Center

Entrance Along the Courtyard

Parenting Class Offered through the Family Development Network

Ping-Pong Game
Dennis Zine Community Center

September 11, 2008
Groundbreaking

Sketch of Community Center

The 5.2 Acre Tierra Del Sol Planned Learning Community Vision
February 5, 2007

Ms. Maggie Cervantes
New Economics for Women
303 S. Loma Dr.
Los Angeles, CA 90017

RE: Tierra del Sol

Dear Ms. Cervantes:

Thank you very much for your application to the 2007 Rudy Bruner Award. The Selection Committee met last weekend, and selected five finalists from a very competitive pool of 92 applications. The 2007 finalists are:

- L.A. Design Center, Los Angeles, CA
- Children's Museum and Family District, Pittsburgh, PA
- High Point Redevelopment, Seattle, WA
- Crossroads Marsupial Bridge and Urban Spaces, Milwaukee, WI
- Redesign of Columbus Circle, New York
- Artists for Humanity Epicenter, Boston, MA

Although your project was not selected as a finalist, it did receive considerable attention from the Committee. The creative partnership that joined together in developing the project, the inclusion of a charter school, and the quality of the development and complexity of implementing it were all recognized as exemplary. Many of our winning projects, including two of this finalist group, are second time applicants. Because this project was among the last to be eliminated, I would strongly recommend that you resubmit this excellent project in 2009.

We thank you for a very thoughtful application, and for your interest in the Rudy Bruner Award. We look forward to a future application.

Sincerely,

Emily H. Axelrod, Director

Emily H. Axelrod, Director
CONTACT: Massie Ritsch
(310) 689-7538; massie@sugermangroup.com

PARTNERSHIP CELEBRATES INNOVATIVE COMMUNITY THAT COMBINES AFFORDABLE HOUSING, CHARTER SCHOOL AND COMMUNITY SERVICES

CANOGA PARK, Calif. (Oct. 20, 2005)—Nearly 120 families now have an affordable place to live, a charter school for their children and access to community services at Tierra del Sol, an innovative low-income, residential community developed by New Economics for Women and public and private partners. Today, elected officials, community leaders and Tierra del Sol’s residents celebrated the $53 million development’s opening.

Tierra del Sol represents all that the people behind NEW have learned and taught themselves in 20 years of helping Los Angeles families escape poverty and realize their economic, educational and personal dreams. This new community has been called “the Club Med of affordable housing.”

Spread over five acres along major bus lines in Canoga Park, a neighborhood in L.A.’s western San Fernando Valley, the complex encompasses 119 apartments, a family service center with computers and other resources and a charter elementary school and gymnasium for kindergarten through grade 5. A 15,000-square-foot community center is under construction, which will ultimately house a child care center and library. The center will serve as a cultural hub and source of economic opportunities for the larger community.

More than 1,000 families applied to live at Tierra del Sol, whose first residents moved in in August. NEW selected the families through a rigorous, time-tested process that requires applicants to dream big and set goals. Along with housing, NEW provides a wide variety of support services to participating families, including credit counseling, job training and wellness programs. Families who move into NEW housing developments typically increase their gross annual income an average of 33.4% within two years.

“There is nothing like Tierra del Sol in all of California, but there should be,” said Bea Stotzer, co-founder and President of New Economics for Women. “Through partnerships like the one we assembled here, you can create synergy among affordable housing, good public schools and community services.”

Tierra del Sol is a unique community planned in partnership with the City of Los Angeles and the people of Canoga Park, the State of California, the Los Angeles Unified School District and the for-profit and non-profit sectors. A mix of tax credits and loans from investors, the Los Angeles Housing Department and the city’s Community Redevelopment Agency financed the housing and community center. L.A. Unified financed NEW Academy Charter School with $23 million.

“The opening of the Tierra del Sol project once again puts the San Fernando Valley on the map as a pioneer when it comes to inventive ideas and ‘out-of-the-box’ thinking,” said Los Angeles City Councilman Dennis P. Zine, who represents Canoga Park. “A facility like this, which combines a charter school, low-income housing, child care and job counseling, undoubtedly makes Tierra del Sol an example to follow.”

Apartments range in size from one to five bedrooms, a rarity in affordable housing development that allows large, multi-generational families to live together and support each other. Rents range, depending on the apartment’s size and a family’s income, from $350 to $1,100—far below market rates.

Luis Hurtado, a single father whose wife was murdered while they were living in a crime-ridden neighborhood, now lives at Tierra del Sol. He and his 2-year-old daughter rent a two-bedroom apartment for $375 a month; they used to pay $600 to live in a small converted garage.

“I know that now I can see and have a better future,” Hurtado said. “My daughter lives in a safe and beautiful place. Seeing my daughter safe and happy makes me feel so grateful.”

Continued...
With the opening of Tierra del Sol, New Economics for Women is celebrating its 20th year of building NEW communities in Los Angeles. Founded in 1985 by five spirited and politically active Latinas, NEW has created 600 units of affordable housing and educational opportunities for single parents, families and disinvested communities as a pathway for dreams to come true.

Over the years, NEW has received many awards and commendations. The Fannie Mae Foundation has acknowledged NEW as one of the 10 best examples of community-based non-profit housing organizations engaged in the creation and management of communities and neighborhoods.

For more information about NEW, visit www.neweconomicsforwomen.org.

# # #

New Economics for Women Corporate Office
303 South Loma Drive
Los Angeles, CA 90017
Phone: 213-483-2060
Fax: 213-483-7848
Email: info@neweconomicsforwomen.org
New Economics for Women
Los Angeles, Calif.

**Tierra del Sol**

How do you build hope in the bleakest areas of the city of Los Angeles? One good way to start is to take away five acres of urban blight and add 119 homes for families who need homes the most. Make the homes attractive and make sure the people living in those homes have access to services and facilities that will get them back on their feet. Then forge a powerful public/private partnership that results in the building of an elementary school that not only reduces overcrowding in nearby classrooms but provides residents' children with a true neighborhood school that is responsive to their particular needs and offers facilities unparalleled in the city.

The Tierra del Sol development, sponsored by New Economics for Women (NEW), is breathtakingly bold in what it set out to do and then accomplished.

The design, emphasizing deep courtyards and terraces, accommodates a wide range of floor plans for families. Facilities offered by or available near Tierra del Sol include an on-site 3,500-square-foot Family Resource Center and nearby supermarkets, pharmacies, a new 10,000-square-foot library branch, and public transportation service to the entire region.

The centerpiece of Tierra del Sol and the most successful manifestation of the public/private partnership is the school: the 82,000-square-foot NEW Academy Canoga Park Charter School with more than 400 students (kindergarten through fifth grade) and facilities that range from library and kitchen to the only full-size gymnasium at a Los Angeles elementary school.

Tierra Del Sol has won numerous local and national awards. The project's financing, the public/private partnerships, and the vision embody the very heart and soul of the Fannie Mae Foundation's Maxwell Awards of Excellence.
MOST SUCCESSFUL PUBLIC/PRIVATE PARTNERSHIP

New Economics for Women

SPONSORING ORGANIZATION

Founded in 1994 by a group of proud and determined Latina community leaders to address the needs of poor and working women and their children, NEW has broadened its reach. It is committed to improving the lives of low-income families through a holistic approach to economic development that seeks to promote self-sufficiency and eliminate poverty. With its comprehensive strategy for addressing poverty from the perspective of women and children, NEW has set a standard of excellence in affordable housing nationwide. Through innovative affordable housing developments that include such supportive services as on-site child care, access to capital through business microloans and technical assistance, educational and literacy workshops, social programs, and job training, NEW developments help residents get on a path of self-confidence, sustainability, and success.

FUNDING FOR TIERRA DEL SOL

- California Department of Housing and Community Development
- Community Redevelopment Agency of the City of Los Angeles
- Federal Home Loan Bank of San Francisco
- Hudson Housing Capital, LLC
- La Raza Development Fund
- LISC
- Los Angeles Housing Department
- U.S. Bank
- Western Financial Bank Affordable Housing Program

OTHER ACCOMPLISHMENTS OF NEW

- NEW has improved its clients’ access to health care and helps clients learn to care for themselves and their families; NEW programs exceeded required State goals in 2005 and enrolled 1,033 children in its Health Families Program.
- NEW offers 25 workshops in Spanish and English on budgeting, use of credit, savings, and banking.
- The NEWConnect Business Growth Center helps meet the needs of local women and minority-owned businesses, by providing technical assistance and access to capital.

BOARD LEADERSHIP

President: Beatriz Olvera Statzer
Vice President: Miguel Escobar
Secretary: Maria Rodriguez
Treasurer: Joan Kradin

STAFF LEADERSHIP

Executive Director: Maggie Cervantes

CONTACT INFORMATION

New Economics for Women
303 South Loma Drive
Los Angeles, CA 90017
Phone: (213) 483-2060
Fax: (213) 483-7848
Web site: www.neweconomicsforwomen.org
E-mail: landueza@neworg.us

In 1988, to commemorate Fannie Mae’s 50th Anniversary, the Fannie Mae Foundation announced the Awards of Excellence Program, which seeks to encourage and recognize nonprofit organizations working to develop and maintain housing for low-income Americans. The program also is intended to encourage more corporations and foundations to be involved as funding and/or investment partners. The Awards were renamed in honor of David O. Maxwell, who retired in 1991 after 10 years of service as chairman and chief executive officer of Fannie Mae and the Fannie Mae Foundation.

For the Sixteenth Anniversary of the Maxwell Awards Program, the Foundation is awarding $30,000 to each of four nonprofit organizations.

The Fannie Mae Foundation creates affordable homeownership and housing opportunities through innovative partnerships and initiatives that build healthy, vibrant communities across the United States. The Foundation is specially committed to improving the quality of life for the people of its hometown, Washington, D.C., and to enhancing the livability of the city’s neighborhoods. The Foundation, a private nonprofit organization supported solely by Fannie Mae, has regional offices in Chicago, Dallas, and Pasadena, Calif.
WASHINGTON: New Economics for Women's innovative affordable housing development, Tierra del Sol, was named among the winners of the 12th annual Charles L. Edson Tax Credit Excellence Awards. Celebrating the best in affordable rental housing development, the Affordable Housing Tax Credit Coalition (AHTCC) presents these national awards to the most outstanding Low Income Housing Tax Credit properties in four categories – Metropolitan/Urban, Rural, Senior and Special Needs properties. Tierra del Sol was named the winner of the Metropolitan/Urban Housing category.

As part of the award, Tierra del Sol’s project sponsor, New Economics for Women (NEW), will receive a $5,000 grant to bring additional services, facilities, or amenities to the development for the benefit of its tenants.

Tierra del Sol is an innovative affordable housing development with integrated supportive services that addresses a critical housing shortage and demand for social programs. It is a 119-unit, 1 to 5-bedrooms, affordable housing development located in Canoga Park, California, in the heart of the San Fernando Valley. The site was formerly a City-owned utility maintenance facility. One of the unique features of the project is that the housing complex is part of a master planned community, including “NEW Academy Canoga Park Elementary Charter School” and a separate 15,000 square foot two-story community to be built later this year. The charter school, also built in 2005, is a new K through 5th grade 24-classroom facility, and includes an 11,000 square foot basketball gymnasium. In addition to safe, quality affordable housing, NEW provide supportive services that help families build personal and economic assets and transition into economic self-sufficiency.

Bea Stotzer, Chair of the NEW’s Board of Directors, shares, “Tierra’s magnificence speaks volumes about NEW’s vision and commitment to creating a community where families can thrive and live with such beauty and dignity.”

NEW is the first economic development corporation in the nation created and operated by Latina women. NEW is a nonprofit organization located in Los Angeles and founded in 1985 to improve the economic and social conditions of single parents and their families. It has successfully developed and currently operates 600 affordable housing units in the Los Angeles area. Also, NEW’s Financial Literacy and Homeownership Department has helped over 200 first time home buyers purchase a home.
Hudson Housing Capital is the asset manager for the fund that provided equity financing for the project. Hudson Housing is a financial services firm based in New York City focused on the syndication of the affordable housing low-income housing tax credit, and related debt placement.

John Zeiler, Chairman and Chief Executive Officer of Hudson Housing Capital, was equally enthusiastic: “We have known the principals of NEW for many years and are extremely proud of this project and have nothing but admiration for their aspirations and determination. Tierra del Sol was enthusiastically welcomed by our investors in the Hudson Housing Los Angeles Revitalization Fund I in 2003, which was syndicated to provide high quality investment opportunities for financial institutions in LA with a focus on urban properties sponsored by non-profits. We are fond of saying that ‘At Hudson, good works and good business go hand in hand’, and Tierra del Sol is truly the best of good works and good business.”

Also working with Hudson Housing Capital, Prudential Financial’s Social Investments program provided a $6.2 million investment to purchase the majority of the project’s low-income housing tax credits. “By providing quality affordable housing in a community where rental costs are rising significantly, Tierra del Sol will play an integral role in the larger revitalization in this community,” said Gabriella Morris, Vice President of Community Resources at Prudential Financial. “Our support of this project underscores our commitment to helping to address many of the overall needs of this community, specifically the myriad of social services that this project will allow NEW to continue to provide. Tierra del Sol is the perfect complement to other projects that Prudential has been working on with NEW.”

This project was made possible through innovative partnerships with Foundation for Affordable Housing V, Inc., NEW’s Associate General Partner, and lenders including the Los Angeles Housing Department (LAHD), the Community Redevelopment Agency of the City of Los Angeles (CRA), the California Department of Housing and Community Development, U.S. Bank, the Federal Home Loan Bank of San Francisco, Western Financial Bank and the Local Initiatives Support Corporation (LISC).

This year, the Affordable Housing Tax Credit Coalition received a record number of 56 entries from 26 states for the Charles L. Edson Tax Credit Excellence Awards. A panel of five judges selected four first place finishers and nine honorable mentions. Tierra del Sol was named the winner of the Metropolitan/Urban Housing category.

The Award will be presented at a Capitol Hill luncheon ceremony on Wednesday, June 7, 2006. [Contact AHTCC's Executive Director, Victoria Spielman (202-419-2025 or vspielman@hunton.com) for more information regarding the awards ceremony]

Photographs of Tierra del Sol and the Charter School are attached. For more information, contact Dora Cervantes Huerta, Project Manager at 213 483-2060 extension 229.
Tierra del Sol mixes housing and school

BY DONNA KIMURA

CANOGA PARK, CALIF.

Tierra del Sol tackles two critical issues at once—housing and education. The trailblazing Los Angeles development features not only 119 units of affordable housing, but also a charter elementary school that has more than 400 students this year.

Tierra del Sol, which attracted more than 2,000 applicants for its apartments, has been chosen best family development by AFFORDABLE HOUSING FINANCE readers this year.

It is the latest project by New Economics for Women (NEW), the nation's first economic development corporation created and operated by Latina women.

Located in Canoga Park, one of the poorest areas in the San Fernando Valley, the project was built on an abandoned five-acre site that was once a city-owned maintenance facility.

The $25 million housing development set many firsts on its way to becoming reality. Opened in July 2005, Tierra del Sol features a mix of unit sizes, including three five-bedroom apartments to accommodate large families. The project is believed to be the first low-income housing tax credit development in the state, and perhaps the nation, with five-bedroom apartments. Tierra del Sol is targeted to families with incomes topping out at between 30 percent and 60 percent of the area median income. Monthly rents range from $306 to $936.

The project includes a 3,500-square-foot family resource center that features a computer room, multipurpose room, several offices, and a conference room. Services include case management, English as a second language classes, financial literacy courses, and parenting programs.

The development's most unusual aspect is the school, which provides another way to serve the area's families. The idea goes back about six years to a time when the school district was not in a building mode, said Bea Stotzer, president of NEW's board.

The nonprofit worked closely with the Los Angeles Unified School District (LAUSD), showing district officials that it had the land and the will to build the project and help reduce overcrowding at nearby campuses. Close collaboration was key, because LAUSD had never done a deal like this before, according to Stotzer.
The housing helped ease the way for the campus because school district authorities could see that NEW had much of the housing financing and structure in place, she said. And the nonprofit agreed to sell the 24-classroom school to the district, which would lease it back to NEW for $1 a year.

Called the NEW Academy Canoga Park Charter School, the facility enrolled 435 kindergarten through fifth-grade students in September 2005. At capacity, the school, which includes a full-size gym, a library, cafeteria, kitchen, and underground parking, will have 520 students.

NEW had to create separate entities to develop the school and the housing. It also had to carefully segregate the costs and coordinate the public and private teams working on the development.

One of the key steps NEW took was to bring the different parties together in the same room, so everyone had a clear understanding of the overall project and what was needed. As a result, different contractors working on the housing and the school could work out any issues, said Statzer.

The architect for the apartments was Don Empakeris, and the architect for the school was Hak Sik Son. The ambitious project, which cost a total of $55 million, will also include a two-story, 15,000-square-foot community center that is in predevelopment.

The apartments were financed with 4 percent housing tax credits and tax-exempt bonds from the California Tax Credit Allocation Committee and the California Debt Limit Allocation Committee. Hudson Housing Capital provided about $7.9 million in tax credits equity through two funds. Prudential Financial Social Investments was the sole investor in one fund. The second fund was one in Hudson's series of Los Angeles Revitalization Funds targeting investments in Los Angeles and its surrounding communities. Investors in this fund included Wells Fargo Community Development Corp., Wilshire State Bank, City National Bank, Hamin Bank, Center Bank, Nara Bank, Cathay Bank, and United Commercial Bank.

In addition to issuing the bonds, the Los Angeles Housing Department provided a loan of about $6.2 million through HOME and city housing trust funds. The Los Angeles Community Redevelopment Agency provided another $1.8 million loan through Community Development Block Grants. The California Department of Housing and Community Development contributed a $6.3 million loan from its Multifamily Housing Program. The Federal Home Loan Bank of San Francisco provided $595,000 through its Affordable Housing Program from member Western Financial Bank. U.S. Bank purchased the tax-exempt bonds on a private-placement basis and provided a $13.7 million construction loan.

Tierra del Sol recently won a Charles L. Edson Tax Credit Excellence Award in the metropolitan/urban category. □
From: Sally Richman [SRichman@lahd.lacity.org]
Sent: Thursday, October 25, 2007 10:51 AM
To: Mercedes Marquez; Yolanda Chavez; Marlene Garza; Sean Spear; Timothy Elliott; Rochelle Cox
Cc: Edith Martinez
Subject: FW: NALHFA Fall 2007 Awards Tierra del Sol won!

Importance: High
Congratulations!

Sally Richman
Grants Mgmt/LAHD
213-808-8653

From: Lawson, Brian [mailto:BLawson@smithbucklin.com]
Sent: Thursday, October 25, 2007 8:44 AM
To: Sally Richman
Cc: Lynch, Scott
Subject: NALHFA Fall 2007 Awards

Dear Sally Richman:
On behalf of the NALHFA Awards Committee and membership, we would like to congratulate you and The Los Angeles Housing Department on your outstanding efforts with the Tierra Del Sol. This project has been selected as a winner in the NALHFA 2007 Fall Awards competition in the Category of HOME Excellence.

Your organization will receive your award along with the other award recipients during the Fall Conference Awards Luncheon on Friday, November 16th. At the Awards Luncheon, NALHFA will present your award and allot approximately 5 minutes to share your project with the conference attendees. Please confirm who from your organization will be in attendance and accepting your award. As you may know, the conference will be held in Miami, FL. The deadline to guarantee a room at the special NALHFA conference rate has passed, but we encourage you to contact the Hyatt Regency to secure a reservation. At this point, NALHFA cannot guarantee room rate or availability. To reserve your accommodations, contact the Hyatt directly at (305) 358-1234. If you are unable to make reservations at the Hyatt, please contact me and we will do our best to assist.

Between now and the conference, we would like your assistance to share this project success with the conference attendees. NALHFA is also putting together a presentation for the Awards Luncheon of all the winners and would like to include your submission. In addition, please submit a one-page electronic summary that will be distributed at the conference during the lunch session. Please submit all materials and electronic pictures to me at blawson@nalhfa.org by November 2nd.
We also encourage you to send any small displays, architectural drawings or any other information on your winning project. We will display these material in NALHFA's exhibit area on Friday.

If you have any questions, please contact me at 202.367.1197.
For more information on the conference or to register, please visit our website at http://www.nalhfa.org/meetings/2007Fallconf/default.asp

Congratulations again!

Brian Lawson
Awards Coordinator

Ron Williams
NALHFA Awards Chairman