



Development Committee Memorandum

City of Arts & Innovation

TO: DEVELOPMENT COMMITTEE MEMBERS **DATE: JULY 23, 2015**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT **WARDS: ALL**
DEPARTMENT

SUBJECT: PROPOSED CITY OF RIVERSIDE HOUSING AUTHORITY LOGO - DIRECT SUBMITTAL

ISSUE:

The issue for Development Committee consideration is whether to recommend to the City Council and the Housing Authority Board to approve a new City of Riverside Housing Authority logo.

RECOMMENDATIONS:

That the Development Committee recommend to the City Council and the Housing Authority Board to approve a new City of Riverside Housing Authority logo (Attachment 1).

BACKGROUND:

The City of Riverside Housing Authority (CRHA) was created in November 7, 2006, to provide a mechanism for acquiring and maintaining ownership of affordable housing properties, assuring quality long-term affordability and quality management. Under the Housing Authority Law, the CRHA can conduct the following:

- Undertake the development, acquisition, construction, rehabilitation, operation, and leasing of housing projects, as well as all capital improvements associated with the projects;
- Purchase, lease, obtain option upon, acquire by gift, grant, bequest, or devise any real or personal property as well as acquire any real property by eminent domain;
- Provide financing for multifamily rental housing projects, including the issuance of revenue bonds and commitments to make construction loans and mortgage loans through lending institutions;
- Convey surplus lands it acquires from another public agency to a nonprofit or private developer for development of single-family homes where the development will provide for home ownership for persons of low or moderate income; and
- Implement a home financing program.

Since 2006, CRHA has been using the City of Riverside's logo on marketing materials and annual reports. Staff is recommending adoption of a new logo for CRHA that reflects its mission, which is to preserve and develop affordable housing for low income households. The CRHA staff worked with the City's marketing staff to create a few conceptual logos that are shown in Attachment 2.

After reviewing and modifying a few of the logos, staff felt that the logo shown in Attachment 1 best reflects the CRHA's mission.

FISCAL IMPACT:

There is no General Fund impact associated with this report.

Prepared by: Emilio Ramirez, Interim Community & Economic Development Director
Certified as to
availability of funds: Brent A. Mason, Finance Director/Treasurer
Approved by: Al Zelinka, FAICP, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Proposed Logo
2. Conceptual Logos