

# City of Sacramento

## Legislation Details (With Text)

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**File created:** 2/11/2019    **In control:** City Council - 2PM  
**On agenda:** 3/12/2019    **Final action:**  
**Title:** Renaming Saint Rose of Lima Park as Ali Youssefi Square  
**Sponsors:**  
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| Date | Ver. | Action By | Action | Result |
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**Title:**  
**Renaming Saint Rose of Lima Park as Ali Youssefi Square**

File ID: 2019-00249

**Location:** District 4

**Recommendation:**

Adopt a Resolution: 1) approving renaming of Saint Rose of Lima Park as Ali Youssefi Square; 2) establishing Ali Youssefi Square/Saint Rose of Lima Rename CIP as L19104500; and 3) appropriating \$40,000 from Park Impact Fee Available Fund Balance (Fund 3204) to Ali Youssefi Square/Saint Rose of Lima Rename project L19104500.

**Contact:** Brianna Moland, Assistant Planner, (916) 808-6188; Raymond Costantino, Park Planning and Development Services Manager, (916) 808-1941, Department of Youth, Parks, & Community Enrichment

**Presenter:** None

**Attachments:**

- 1-Description/Analysis
- 2-Park Location Map
- 3-Resolution

## Description/Analysis

**Issue Detail:** The Department of Youth, Parks, & Community Enrichment (Department) recommends City Council support renaming of Saint Rose of Lima Park as Ali Youssefi Square.

Ali Youssefi, a local residential housing developer, passed away in March 2018. Ali cared deeply about Sacramento and its residents. He contributed to some of Sacramento's newest and most forward-thinking residential development projects in the Central City, including the recently constructed 700 block of K Street project across from the Saint Rose of Lima Park.

Saint Rose of Lima Park is a 0.51-acre small plaza located at 705 K Street in Central City (Council District 4) that was named for a key Catholic Church located in downtown Sacramento that was built during the mid-1800s. The property was owned and managed by the Redevelopment Agency until 2012 when it was transferred to the City. This park was rebuilt as a plaza with Agency funds and is known for the annual holiday ice skating rink and hosts many special events. A new sign will be installed to reflect the renaming to Ali Youssefi Square and a smaller plaque will be installed adjacent to new sign to honor the historic significance of the Saint Rose of Lima church.

Ali was born in Sacramento. After attending Jesuit High School, he went on to Dartmouth University in New Hampshire where he received his Bachelor of Arts degree and majored in Economics and Cognitive Science. He returned to Sacramento to be with his family and friends after working in San Francisco's finance sector. Ali's father, Cyrus Youssefi, immigrated from Iran and started CFY Development, Inc. The company specializes in multi-family and affordable housing and has received numerous awards. Ali was the Vice President of the company and worked on high quality affordable housing projects especially in Central City. Ali and his father partnered together on mixed-use and mixed-income development projects throughout Sacramento. Both recognize that encouraging and supporting mixed-income residential development is the best way to combat the affordable housing crisis. Their development projects in Sacramento reflect that sentiment.

Ali played a key role in the redevelopment of K Street between 7<sup>th</sup> and 9<sup>th</sup> streets in downtown Sacramento. In addition to the 700 K Street block project, he was a part-owner and partner with the Sacramento Kings and was working with them on renovation of the historic Belvue building for low income residents and a project to build mixed-use apartments and retail along the 800 block of K Street near the Golden 1 Center. He also developed the Warehouse Artist Lofts project called The WAL along the R Street Corridor. Ali was in charge of the development of The Hardin, a mixed income housing project on the 700 block of K Street above the retail buildings. His goal was to allow Sacramento residents to live as close to their place of work as possible. His work on a low-income housing project on 17<sup>th</sup> and S streets will continue through his father's company, CFY Development, Inc., and the Capital Area Development Authority.

Ali was married on June 3, 2017 and was diagnosed with stomach cancer just one month later. He

died at the young age of 35. Throughout his battle with cancer, he remained positive. He told The Sacramento Bee that his diagnosis was “just another challenge to overcome.” His perseverance and can-do attitude resulted in him becoming one of the most well-known young developers in Sacramento.

While remembering Ali, Mayor Darrell Steinberg said he “was a friend whose generosity, vision, and determination helped shape Sacramento into the vibrant and inclusive community it is today. He was an embodiment of Sacramento values and was unfairly taken too early from this world.” In his own words, Ali told the Sacramento Bee in October 2017 that “if we embrace the idea of building mixed-income neighborhoods, Sacramento will be an even more diverse and integrated city than it is today.” Ali will be missed, but his legacy lives on.

**Policy Considerations:** On February 26, 2008, the City Council adopted Resolution No. 2008-0112, establishing a Facility Naming Policy. The policy contains guidance when naming facilities or portions of facilities. One of the guiding policies encourages facilities to be named for individuals or families that have contributed substantially to the community or facility, with priority for a deserving local individual or family.

As stated in City Council Resolution No. 2018-0235, Sections 10.2 and 10.10, City Council approval is required to establish CIP projects.

Providing parks and recreation facilities is consistent with the City’s strategic plan to enhance livability in Sacramento’s neighborhoods by expanding park, recreation, and trail facilities throughout the City. Park naming is part of the Park Development Process as outlined in the City of Sacramento’s 2005-2010 Parks and Recreation Master Plan.

**Economic Impacts:** Not Applicable

**Environmental Considerations:** The proposed project consists of the construction and installation of three new small structures - a new sign and two new remembrance plaques. The construction of a new park sign and plaques is exempt from environmental review pursuant to CEQA Guidelines Section 15303, New Construction or Conversion of Small Structures.

**Sustainability:** Not Applicable

**Commission/Committee Action:** The park renaming was considered by the Parks and Recreation Commission at its February 7, 2019 meeting. The Commission recommended unanimous approval of renaming the park as Ali Youssefi Square.

**Rationale for Recommendation:** Renaming Saint Rose of Lima Park as Ali Youssefi Square is consistent with the City’s Facility Naming Policy. The policy allows for facilities to be named for historical significance, distinct developmental features, neighborhood, community, or access streets,

or an individual who has contributed substantially to the community or the facility, with priority for a deserving local individual.

**Financial Considerations:** There are sufficient funds in the Park Impact Fee Available Fund balance to support the proposed transfer of \$40,000 to Ali Youssefi Square/Saint Rose of Lima Rename project (L19104500).

**Local Business Enterprise (LBE):** Not Applicable