

December 3, 2020

City of Santa Rosa
City Council
100 Santa Rosa Avenue
Santa Rosa, CA 95404

RE: Letter of Support for 3575 Mendocino Avenue

Mayor Schwedhelm & Honorable Members of the Santa Rosa City Council,

We are writing to support the 3575 Mendocino Avenue Project, which proposes to redevelop the site of the former Journey's End Mobile Home Park that was destroyed in the 2017 Tubbs Wildfire. Generation Housing **proudly endorses** 3575 Mendocino Avenue, a project that strongly aligns with our project endorsement criteria and guiding principles.

The 2017 wildfires severely harmed Sonoma County, as over 5,300 homes were lost, including 162 mobile homes that were destroyed at the former Journey's End Mobile Home Park. Redevelopment of this site is instrumental to Sonoma County's overall recovery, both materially and symbolically, by offering high-density housing with a mix of affordable senior housing and market rate homes near transit.

The loss of 162 affordable homes for seniors required a solution that creates opportunity for elder Santa Rosans and respects the legacy of this site. The project under consideration will allow Journey's End to be reborn, with more affordable homes for seniors than stood before. This project will improve upon pre-existing access to amenities, public transit, and medical facilities, rendering the development viable and desirable for senior housing. In the next phase of development, the residents of 370 new market-rate homes will benefit from a central location in one of the largest job clusters in Sonoma County.

This project offers a major opportunity to meet several important goals of the City of Santa Rosa. 3575 Mendocino will make a significant impact in meeting the City's state housing production goals by building a substantial amount of urgently needed homes. Moreover, the project combines dedicated deed-restricted affordable homes for seniors alongside market-rate homes, an important value-add that affirmatively advances inclusionary housing by creating more integrated mixed-income neighborhoods. Lastly, and just as importantly, the project site is near multiple transit options that can enable and encourage residents to reduce carbon emissions and help further local climate action goals.

3575 Mendocino is a rare opportunity of great importance to our city's recovery and continued success. We urge you to support this project and help fulfill the vision of a resilient and inclusive Santa Rosa. Thank you for your time and consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jen Klose".

Jen Klose
Executive Director

