

From: [Albert Lerma](#)
To: [City Council Public Comments](#)
Cc: sonia@generationhousing.org; [Mary Roualdes](#)
Subject: [EXTERNAL] Support for Mendocino District
Date: Wednesday, July 9, 2025 9:24:50 AM

To Santa Rosa City Council:

On behalf of the Sonoma County Hospitality Association we support the proposed Mendocino District which will provide much needed downtown housing that supports walkability, sustainability, and various levels of housing opportunities.

This project offers approximately 900-1000 new homes, including 15% deed-restricted affordable units and many others that are affordable by design.

The project supports families and livability by offering on-site childcare, open spaces, and a neighborhood-serving grocery market. It includes a diverse housing mix to serve a range of incomes, including essential workers who may not qualify for traditional income-restricted housing.

The site is well-served by jobs, transit, and services helping reduce car dependence and supporting climate goals. This is a rare, high-impact opportunity to bring momentum, homes, and vibrancy to Santa Rosa's urban core.

We urge the city to say yes to housing and a strong downtown.

Sincerely,

Al Lerma
Sonoma County Hospitality Association