



1275 4th Street, #179  
Santa Rosa, CA 95404

(707) 900-4364  
info@generationhousing.org

January 25, 2020

Chairman Jeffrey Owen  
Santa Rosa Housing Authority  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

**RE: Letter of Support for 3575 Mendocino Avenue  
Journey's End Mobile Home Park Redevelopment Project**

Chairman Owen and Honorable Members of the Housing Authority,

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. We ask that the Housing Authority recognize the critical role these types of redevelopment projects can play in addressing our housing crisis by awarding limited CDBG-DR funds to redevelopment projects that fulfill critical needs, such as 3575 Mendocino Avenue.

The 2017 wildfires severely harmed Sonoma County, as over 5,300 homes were lost, including 117 mobile homes that burned 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 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.

3575 Mendocino is a rare opportunity of great importance to our city's recovery and continued success. We ask that the Housing Authority continue to support our recovery efforts by considering the 3575 Mendocino Avenue Project a top priority for this funding and awarding the requested funds necessary to implement this crucial redevelopment project.

Sincerely,

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

Jen Klose  
Executive Director





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Chairman Jeffrey Owen  
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**RE: Letter of Support for The Cannery at Railroad Square**

Chairman Owen and Honorable Members of the Housing Authority,

We are writing to support the Cannery at Railroad Square project, which proposes to build housing in a Priority Development Area within the Downtown Station Area Specific Plan. Generation Housing **strongly endorses** the Cannery at Railroad Square, a project that aligns with our project endorsement criteria and guiding principles. We ask that the Housing Authority recognize the critical role these types of projects can play in addressing our housing crisis by awarding limited CDBG-DR funds to projects that fulfill critical needs, such as the Cannery at Railroad Square.

The Cannery at Railroad Square project proposes to build 129 multifamily apartments with a unit mix of studios, 1-bedroom, and 2-bedrooms, including a diverse unit affordability mix that includes extremely low, very-low, and low-income households. The project site is adjacent to important services and amenities such as transit as it sits next to the Downtown Santa Rosa SMART station – a critical feature that helps move Santa Rosa closer to a more walkable and less car-dependent future for our communities. These CDBG-DR funds are pivotal in allowing the Cannery to move forward and an important asset that will allow the project to leverage state funds with an anticipated construction start of July 2021.

The Cannery at Railroad Square is a special opportunity of great importance to our city's recovery and continued success, especially for a project that has been in the works for almost twenty years. We ask that the Housing Authority continue to consider the The Cannery at Railroad Square Project a top priority for this funding and awarding the requested funds necessary to implement this crucial infill project.

Sincerely,

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

Jen Klose  
Executive Director





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January 25, 2020

Chairman Jeffrey Owen  
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**RE: Letter of Support for Caritas Village**

Chairman Owen and Honorable Members of the Housing Authority,

Generation Housing urges you to support the approval of Caritas Village. Our county, city, and neighborhoods are facing real crises of homelessness, and housing. We ask that the Housing Authority recognize the critical role these types of projects can play in addressing our housing crisis by awarding limited CDBG-DR funds to projects that fulfill critical needs, such as Caritas Village.

We appreciate the important work that Catholic Charities does in our town to meet the basic needs of children and adults experiencing homelessness, and even more importantly, to make sure they find permanent housing as quickly as possible. We have witnessed firsthand the limitations of their facilities on Morgan and A streets, which are old, cramped, and unable to serve their purpose any longer. There is a severe lack of privacy and space for anyone trying to receive services, and the buildings don't lend themselves to security or safety.

Caritas Village will double the number of people who find housing each year and will go a long way towards solving our community's homelessness and housing crisis. This will not only enhance the lives of the people we are helping, but will also enhance the quality of life in the neighborhoods we live in. We ask that the Housing Authority continue to support our recovery efforts by considering the Caritas Village project a top priority for this funding and awarding the requested funds necessary to implement this crucial housing project.

Thank you for your time.

With gratitude,

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

Jen Klose  
Executive Director

January 22, 2021

Chairman Jeffrey Owen  
Santa Rosa Housing Authority  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404



RE: Endorsement of 3575 Mendocino Avenue Project

Dear Chairman Owen,

For over 60 years, Greenbelt Alliance has helped create cities and neighborhoods that make the Bay Area a better place to live - healthy places where people can walk and bike; communities with parks, shops, transportation options; homes that are affordable and resilient to the impacts of climate change. Greenbelt Alliance's Climate SMART Development Endorsement Program provides support for projects that advance the right kind of development in the right places. By promoting climate-smart development we can create thriving, resilient neighborhoods with ready access to transit, and housing choices for all of the Bay Area's people.

**Greenbelt Alliance is pleased to endorse the proposed 3575 Mendocino Avenue Journey's End Project and we urge you to approve their funding request.**

This is a 532 unit, 13.3 acre residential development located in a fire recovery zone, with 162 units set aside as affordable homes to help seniors age in place—an excellent 30% affordability level. The project site is well located within two miles of six major employers, as well as situated less than half a mile from Bicentennial Way Transit Corridor. Redevelopment projects such as the one proposed on the prior Journey's End Mobile Home Park site, an important fire recovery site, are crucial to addressing Sonoma County and Santa Rosa's housing shortage. This currently underutilized area will contribute to the City's vision for high quality, higher-density development. This project will encourage a walkable and vibrant community in Santa Rosa for residents across the income spectrum, provide a public open space with its one acre public park, and offer a host of other environmental and quality of life benefits.

This is the kind of climate-smart development that we need in the Bay Area to meet our housing and fire recovery goals, reduce greenhouse gas emissions, and make sure that local residents are able to grow and thrive in their own communities. In closing, the development of the 3575 Mendocino Avenue Journey's End Project is another smart step for the City of Santa Rosa to ensure the creation of homes and vibrant communities near jobs, retail, and transit.

Sincerely,



Zoe Siegel  
Director of Climate Resilience, Greenbelt Alliance



# CALIFORNIA RURAL LEGAL ASSISTANCE, Inc.

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January 22, 2021

Chairman Jeffrey Owen  
Santa Rosa Housing Authority  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

**RE: 3575 Mendocino Avenue, Santa Rosa  
Journey's End Mobile Home Park Redevelopment Project**

Dear Chairman Owen,

Over 5,300 housing units were destroyed in Sonoma County in the 2017 wildfires, further exacerbating an already severe housing crisis.

Redevelopment projects such as the one proposed on the Journey's End Mobile Home Park site, an important fire recovery site, are crucial to addressing Sonoma County's and Santa Rosa's housing shortage. Redevelopment of the site also would address the community's affordability crisis with 30% affordable units.

The Housing Authority of course recognizes the critical role that redevelopment projects can play in addressing the housing crisis by awarding limited CDBG-DR funds to redevelopment projects that fulfill critical needs, such as 3575 Mendocino Avenue.

Redevelopment projects that propose high-density residential housing with a mix of affordable and market rate units will aid the City's fire recovery process, further the City's housing goals and offer much needed affordable housing opportunities to low income residents.

The Housing Authority no doubt will support recovery efforts by considering the 3575 Mendocino Avenue Project a top priority for this funding and awarding the requested funds necessary to implement this crucial redevelopment project.

Sincerely,

*Ilene J. Jacobs*

Ilene J. Jacobs  
Director of Litigation, Advocacy & Training