



June 18, 2020

City of Santa Rosa Design Review Board  
100 Santa Rosa Ave  
Santa Rosa, CA 95404

Dear Chair Kincaid and Members of the Design Review Board,

**Re: Plaza Temporal (Mitote Food Park)**

After careful consideration and review of this project, Generation Housing proudly **endorses** the Plaza Temporal (Mitote Food Park) at 665 Sebastopol Road.

The Plaza Temporal demonstrates an elevated, thoughtful, and appropriate use of the site. Mitote Food Park will serve as a centrally located neighborhood gathering space to foster an active and lively community-use during construction of the adjacent development components. Rather than fence-off the site during construction, this proposed innovative approach to temporarily repurpose the use of the site will add value to the local neighborhood's businesses and residents as it transitions into the next phase of adding desperately needed housing, including affordable housing. Moreover, the project demonstrates an opportunity to enhance neighborhood livability through its diverse offerings and considerate approach to building community.

We would also like to note that the Plaza Temporal's design and color scheme acknowledges the vibrancy of the local cultural heritage of the neighborhood that draws inspiration from its residents. We find that this nod to the local culture is an important asset of the project that thoughtfully partnered with local restaurateur and active community leader Octavio Diaz.

We ask you to support this project and help fulfill the vision of an invigorated and thriving Roseland community.

Respectfully,

Jen Klose

Executive Director, Generation Housing

cc: City Manager Sean McGlynn  
Asst. City Manager David Guhin  
City Planner Shari Meads

