



May 12, 2016

Message from the President & CEO



Richard C. Gentry  
President & CEO

I'm honored to be in the nation's capital today to testify about the future of housing in America at a hearing of the U.S. House of Representatives Committee on Housing and

Insurance.

The Subcommittee is hearing from a distinguished panel of witnesses about comparisons between models for affordable housing in the United States and the United Kingdom.

I will be sharing with the Subcommittee many of the innovative programs the San Diego Housing Commission (SDHC) has implemented that bring together government and the private sector in partnerships to create and preserve affordable housing, provide Federal rental assistance, and address homelessness.

[Read the Subcommittee Testimony](#)

[View the Subcommittee Testimony Video](#)

SDHC Construction Milestone – Iconic Sign Returned to Hotel Churchill Rooftop

A meticulously, manually restored 1940s era sign is back atop the historical Hotel Churchill in Downtown San Diego, returning to the skyline that it has been a part of for nearly seven decades.



Hotel Churchill Sign Reinstallation  
Each side of the sign consisted of three sections  
May 10, 2016

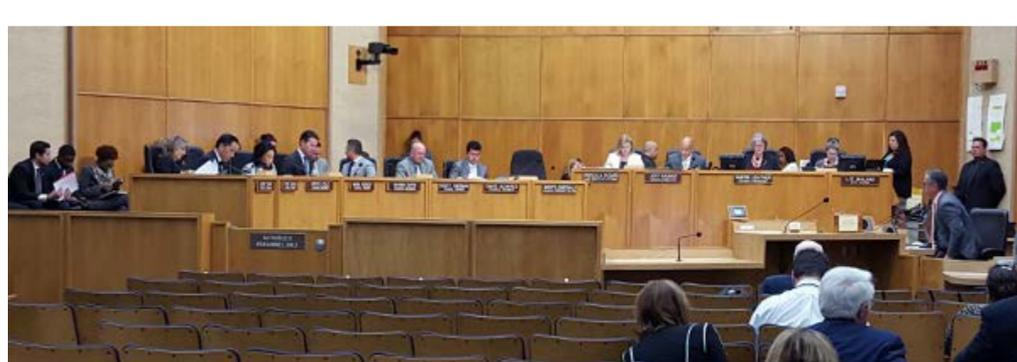
This is a significant milestone in SDHC's rehabilitation of the 102-year-old Hotel Churchill, which is nearing completion of 72 permanent affordable housing studios that will be home for 56 homeless Veterans, eight youth aging out of foster care, and eight adults exiting the corrections system. The studios will remain affordable for 65 years.

The sign's neon lights are scheduled to be lit at the grand reopening this summer of the SDHC-owned property, which is being rehabilitated in partnership with SDHC's nonprofit affiliate, Housing Development Partners.

[Read the SDHC News Release](#)

Affordable Housing Capacity Ballot Measure Moves Forward

The San Diego City Council has taken a step forward to put a ballot measure on the November ballot that would increase the capacity to construct affordable housing in the city of San Diego to 38,680 additional affordable housing units.



San Diego City Council Meeting  
April 26, 2016

The City Council unanimously voted to direct the City Attorney to draft proposed language for the ballot measure.

The ballot measure will return to the City Council this summer to be placed on the November ballot.

The ballot measure will not grant approval for any specific project, and will not commit funding for affordable housing or guarantee that any new units will be built. It will only allow the potential construction or acquisition of affordable housing in the city.

Article 34 of the California State Constitution requires voter approval to increase the capacity to build low-rent housing that is developed, constructed or acquired by a State or local public agency.

SDHC staff manages compliance with Article 34 on behalf of the City of San Diego, such as tracking the units counted toward the Article 34 voter-authorized capacity and notifying the City of San Diego when capacity falls below 4,000 units.

[Read the Report to the City Council](#)

I invite your comments.

Sincerely,

Richard C. Gentry  
President & Chief Executive Officer  
San Diego Housing Commission

Hosting Business and Civic Leaders from Virginia

SDHC hosted an informational visit from ChamberRVA, the regional chamber of commerce of Richmond, Virginia, which included nearly three dozen civic and business leaders from the Virginia capital region.



SDHC Headquarters  
April 20, 2016

SDHC gave presentations about HOUSING FIRST – SAN DIEGO, our three-year Homelessness Action Plan; the SDHC Achievement Academy, which helps families that receive Federal Section 8 Housing Choice Voucher rental assistance become more financially self-reliant; and the landmark 2007 agreement between SDHC and the U.S. Department of Housing and Urban Development that converted Federal public housing to SDHC-owned affordable housing. SDHC leveraged the equity from this portfolio to create or preserve 810 additional affordable housing units.

The visit also included a walking tour of SDHC partnership developments.

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Watch videos on SDHC's YouTube Channel

Read SDHC's 2014-15 Fiscal Year Annual Report & Activity Updates

Read SDHC's HOUSING FIRST – SAN DIEGO Report

Read SDHC's Creating Affordable Housing Report