



May 27, 2015

Message from the President & CEO



Richard C. Gentry
President & CEO

I want to share with you how the San Diego Housing Commission (SDHC) is responding to California's prolonged drought.

Our SDHC properties are "Going Gold" to comply with immediate water reduction of 16 percent—the state mandate for the City of San Diego.

This month we also commemorated the grand openings of three affordable housing partnership developments and the acquisition of an apartment complex for seniors.

SDHC - "Waste No Water" Campaign

SDHC has joined the City of San Diego's "San Diegans Waste No Water" campaign to reduce water use because of the severity of our statewide drought conditions.

SDHC is required to reduce water usage by 16 percent. This takes effect June 1, 2015, to comply with limits the State Water Resources Control Board has set for the City of San Diego.

SDHC is looking at everything we can do to comply with the law.

As a major step, SDHC is "Going Gold" by eliminating irrigation of lawns at all of our properties, beginning immediately. This goes above and beyond current restrictions which, limit watering to two times a week.

SDHC also is reaching out to our more than 14,500 Housing Choice Voucher (Section 8) program participants; 5,600 landlords; 2,000 households of SDHC-owned properties; more than 300 households of properties owned by SDHC's nonprofit affiliate, Housing Development Partners; and our own 275 SDHC employees to urge them to comply with the new state law.



SDHC Mariner's Village Apartments "Going Gold"

Housing Hall of Fame Award



California Housing Consortium (CHC) Vice Chair Jim Silverwood (left), CHC Chair Linda Mandolini (center) and SDHC President & CEO Richard C. Gentry (right)

Photo Courtesy: California Housing Consortium

I was honored to receive the California Housing Consortium's (CHC) 2015 "Housing Hall of Fame" award for the Public Sector.

CHC is an advocate for the production and preservation of affordable housing for low- and moderate-income Californians. This award recognizes contributions toward advancing the cause of affordable housing.

The recognition event was held on May 13, following CHC's Annual Policy Forum in Santa Monica, California.

SDHC Partnership – Mesa Commons Apartments, Near San Diego State University

SDHC Commissioner Kellee Hubbard participated in the ribbon-cutting ceremony for Mesa Commons, a 77-unit apartment complex for low-income families. SDHC was pleased to partner with Palm Communities for this development.



Mesa Commons
6470 El Cajon Boulevard - San Diego

The apartments will remain affordable for 55 years.

SDHC provided a \$4.9 million loan toward the estimated \$25 million construction of Mesa Commons.

[Read the SDHC news release](#)

[Watch video on SDHC's YouTube Channel](#)

SDHC Partnership - Affordable Housing for Seniors and Families

COMM22, an innovative development with housing for low-income seniors and families in the Logan Heights neighborhood, also had a grand opening.



COMM22
2325 Commercial Street - San Diego

SDHC was a financing partner in the public-private development, built by BRIDGE Housing Corporation and Metropolitan Area Advisory Committee on Anti-Poverty (MAAC), in partnership with the San Diego Unified School District.

COMM22 replaced blighted, vacant lots with a vibrant mixed-use and transit-oriented development.

COMM22, which will remain affordable for 55 years, includes 69 apartments for low-income seniors, 128 apartments for low-income families and three managers' units.

Participants in the grand opening included: California State Senator Ben Hueso, Speaker of the California State Assembly Toni Atkins, San Diego City Councilmember David Alvarez, SDHC Chairman of the Board Gary Gramling, U.S. Department of Housing and Urban Development (HUD) Development Director Dana Hendrix, California Department of Housing and Community Development Section Chief Eugene Lee, and San Diego Unified School District Board Member Richard Barrera.

[Read the SDHC news release](#)

[Watch video on SDHC's YouTube Channel](#)

SDHC Partnership - Celadon, 248 Affordable Apartments in Downtown San Diego

A new affordable housing development partnership in the middle of Downtown San Diego, Celadon at 9th and Broadway (Celadon), will provide 248 affordable apartments for low-income San Diegans.



Celadon at 9th and Broadway
929 9th Avenue - Downtown San Diego

San Diego City Councilmember Todd Gloria and SDHC Commissioner Frank Urtasan joined me for the grand opening of this \$74.3 million development by BRIDGE Housing Corporation.

Celadon is the first of five new SDHC partnership developments in Downtown San Diego to create or preserve affordable housing that will be completed during the next two years.

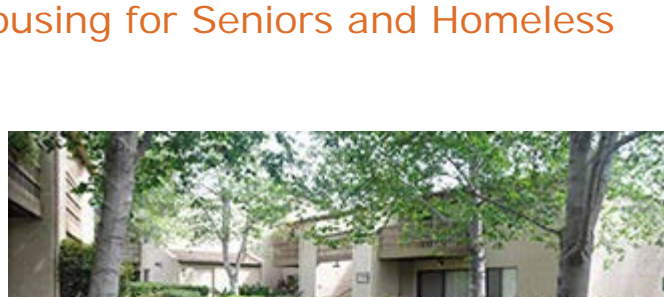
SDHC awarded 88 federal Project-Based Housing Vouchers from HUD, which have an annual value of \$870,144, to provide rental assistance at Celadon.

[Read the SDHC news release](#)

[Watch video on SDHC's YouTube Channel](#)

SDHC Acquires Affordable Housing for Seniors and Homeless San Diegans

Using \$14,775,000 in federal "Moving to Work" program funds from HUD, SDHC acquired Village North Senior Garden Apartments in the Clairemont Mesa neighborhood to create affordable housing and address homelessness through HOUSING FIRST-SAN DIEGO, SDHC's three-year homelessness action plan.



Village North Senior Garden Apartments, 120 units of affordable housing

SDHC will reserve 24 of the 120 apartments at Village North – 20 percent of the total – as permanent supportive housing for homeless seniors. SDHC committed 24 federal Project-Based Housing Vouchers to provide rental assistance for tenants who live in these apartments.

The additional 96 apartments will be restricted to seniors (55+) with incomes at or below 80 percent of the San Diego Area Median Income, currently \$45,400 for a household of one resident. The apartments will remain affordable for 55 years.

[Read the SDHC news release](#)

I invite your comments.

Sincerely,

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

<p>View previous Email Updates</p>	<p>View videos on SDHC's channel on</p>	<p>Read SDHC's 2013 Annual Report & Portfolio</p>	<p>Read SDHC's HOUSING FIRST – SAN DIEGO Report</p>	<p>Read SDHC's Creating Affordable Housing Report</p>
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