



SAN DIEGO  
HOUSING  
COMMISSION

**News Release**

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## **GRAND OPENING OF CELADON AT 9TH & BROADWAY PROVIDES 248 AFFORDABLE APARTMENTS IN DOWNTOWN SAN DIEGO**

*The San Diego Housing Commission partnership development includes rental assistance for 88 apartments for seniors, homeless and low-income San Diegans*

**SAN DIEGO, CA**—A San Diego Housing Commission (SDHC) affordable housing partnership development in the middle of Downtown San Diego commemorated its grand opening today, providing 248 affordable apartments for low- to extremely low-income renters ([Watch Video](#)).

The development, [Celadon](#) at 9<sup>th</sup> and Broadway, is one 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: [San Diego Square](#), [Hotel Churchill](#), [Alpha Square](#), and [Atmosphere](#).

The \$74.3 million public-private partnership development by BRIDGE Housing Corporation, was built with financial assistance from SDHC, the City of San Diego, the County of San Diego, the California Mental Health Services Act (MHSA) and the U.S. Department of Housing and Urban Development (HUD).

Celadon's apartments will remain affordable for 55 years.

San Diego City Councilmember Todd Gloria said that with rents as low as \$533 a month, Celadon “will get 250 people into quality, affordable housing that we know we so desperately need. You can understand how transformational this project will be in their lives and really in the life of this city.”

SDHC awarded 88 federal Project-Based Housing Vouchers from HUD, which have an annual value of \$870,144, to provide rental assistance. The majority of these vouchers include supportive services and are among the 1,500 federal rental assistance vouchers SDHC has committed to provide housing to homeless individuals and families over the next three years in HOUSING FIRST—SAN DIEGO, SDHC's homelessness action plan.

“Celadon at 9th & Broadway represents innovative and successful solutions to homelessness,” said SDHC President & CEO Richard C. Gentry. “With supportive services on-site where they are needed, Celadon is an example of the Housing First model for addressing homelessness that we have committed ourselves to in the City of San Diego.”

The 88 apartments are for individuals who are homeless or low-income renters:

- 13 are funded under the MHSA Housing Program, for homeless adults who will receive on-site supportive services;
- 63 are for homeless seniors receiving comprehensive services under St. Paul's Program of All-Inclusive Care for the Elderly (PACE); and
- 12 are for low-income San Diegans.

SDHC also authorized the issuance of \$21.6 million in state Multifamily Housing Revenue Bonds toward the development of Celadon. The San Diego City Council, sitting as the Housing Authority of the City of San Diego, approved the bonds.

MHSA funding for Celadon is part of a County of San Diego Behavioral Health Services Division (BHS) initiative to provide permanent supportive housing and social services for homeless individuals, and those at risk of homelessness, who have a mental illness.

Dr. Piedad Garcia, Deputy Director of the County of San Diego Health and Human Services Agency (HHSA), said use of MHSA shows the value of the funding source for county mental health programs, which was approved by California voters in November 2004 and is derived from a 1 percent tax on personal income in excess of \$1 million.

For mental health services, Garcia said HHSA contracted with Providence Community Services to serve youth aging out of the foster care system, and Community Research Foundation for the adult population. Both organizations are recognized Full-Service Partnership providers under the MHSA program.

Cynthia Parker, BRIDGE Housing President & CEO, said the housing mix at Celadon creates “an integrative community – something we will all be proud of as we start to look at how people’s lives are supported and they become successful in this type of an arrangement.”

Designed to accommodate individuals and small families, the living units, studios and one-bedroom apartments are restricted to renters with incomes at or below 30 to 60 percent of San Diego Area Median Income, currently \$17,050 to \$34,020 for an individual and \$19,450 to \$38,880 for a two-person household. There are two additional managers’ units.

Reese Jarrett, Executive Director of Civic San Diego, said Celadon “is a testament to how successful collaboration can be.” As the city’s nonprofit community and economic development corporation, Jarrett said Civic San Diego is “dedicated to being a partner in projects that help to make us a better place to live, and surely this project is an example of that.”

SDHC Commissioner Frank Urtasun, Regional Vice President of External Relations for San Diego Gas & Electric Company, participated in the ribbon-cutting ceremony for Celadon.

## **Background**

BRIDGE was selected by the Centre City Development Corporation (CCDC) in January 2009 to develop the 25,000 square-foot site with affordable housing. CCDC sought proposals for the

city-owned property in June 2007 after a previous agreement fell through on a 12-story, 393-unit building.

Funding partners include:

- The City of San Diego, which through the former Redevelopment Agency committed a \$21.8 million loan and the land under a Disposition and Development Agreement.
- The California Department of Housing and Community Development Multifamily Housing Program (\$10 million);
- The California Housing Finance Agency, co-administrator of the MHSA Housing Program, \$2.8 million; and
- Affordable Housing Program (Federal Home Loan Bank), \$1 million

A feature of the 17- story tower is a 143-foot array of solar panels along the south façade of the structure, which BRIDGE Housing said is the tallest of its kind in the U.S. The 125 photovoltaic panels generate power for the building's common areas. Celadon also has a solar hot-water system on the 17th floor roof.

Celadon was built to LEED Silver standards, taking advantage of natural ventilation, with outdoor terraces on the fifth and 15th floors. The upper terrace has an eco-roof with drought-tolerant planting and views of Petco Park., the bay and the ocean.

Amenities for tenants include two community rooms, laundry facilities and a seminar room with a kitchen. The fifth-floor terrace includes barbecues and a resident garden.

The street level provides retail space facing Broadway and wrapping around the corner onto 9<sup>th</sup> Avenue. There are two and a half levels of underground parking with 120 stalls.

Celadon is a transit-oriented development, located three blocks from the San Diego Trolley City College station and near stops for numerous bus routes. The Downtown Central Library, Petco Park, the Gaslamp Quarter and Horton Plaza all are within walking distance.

For more information about SDHC, please visit [www.sdhc.org](http://www.sdhc.org).

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