

Santa Barbara, Calif. June 2, 2016 – Peoples’ Self-Help Housing broke ground on its newest 40-unit affordable housing development Jardin de las Rosas, near downtown Santa Barbara, at a June 1 ceremony.

The development at 510 North Salsipuedes St. will feature a community center, multi-purpose room, youth education center, staff offices, on-site laundry facilities and an interior courtyard with a tot-lot. PSHH is beginning construction on Jardin de las Rosas as rental prices continue to soar in Santa Barbara and vacancy rates reach all-time lows.

“As beautiful as it is here, it’s not easy living in Santa Barbara. Each day we hear from hardworking families, who despite working multiple jobs, can’t afford suitable housing,” said John Fowler, PSHH President and CEO. “It’s driving people away from the community and leading to longer hours in traffic for commuters, who could otherwise be with their loved ones. This isn’t the reality Santa Barbara should be facing, and we’re thankful for everyone who came together to get Jardin de las Rosas to this stage.”

The property is located in a priority housing overlay zone that was identified through the community input process which informed the City’s Plan Santa Barbara outreach effort. As such, it is one of the first projects approved through the City’s pilot program under the new ordinance, and a key implementation action of the City’s General Plan.

Funding agencies include California Community Reinvestment Corp., J.P. Morgan Chase, City of Santa Barbara, HOME & Redevelopment, Goleta Valley Housing Committee and Enterprise Community Partners. Development partners include architects Peikert + RRM Design Group, landscape architect Robert Andrew Fowler, civil engineer Stantec and structural engineer Ashley & Vance Engineering Inc.

About PSHH

Founded in 1970, PSHH is an award winning non-profit organization that develops affordable housing and community facilities for low-income households and homeownership opportunities for working families and special needs populations, such as seniors, veterans, the disabled, and the formerly homeless. With nearly 1,200 self-help homes completed and almost 1,700 rental units developed, PSHH is the largest affordable housing developer on the Central Coast, with offices in San Luis Obispo and Santa Barbara. For more information on Peoples’ Self-Help Housing, visit www.pshhc.org, email communications@pshhc.org or phone (805) 781-3088.

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Photo Caption info:

From Left, Jason Dominguez, City Council Member - City of Santa Barbara; Shani Searcy, Vice President – J.P Morgan Chase; Ana Gavin, Asset Manager - Enterprise Community Investments; Vianey Lopez, Field Representative - Office of U.S. Congresswoman Lois Capps; Hillary Blackerby, District Representative - Office of State Assemblyman Das Williams; Liora Goodman, Field Representative - Office of State Senator Hannah-Beth Jackson; Mary Kaiser, President – California Community Reinvestment Corp.; John Fowler, President & CEO - Peoples’ Self-Help Housing; Salud Carbajal, First District Supervisor - County of Santa Barbara; and Helene Schneider, Mayor - City of Santa Barbara