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Burbank Housing Acquires 69-Acre Elnoka Property in Santa Rosa

Santa Rosa, CA – January 11, 2023 – Santa Rosa-based affordable housing nonprofit Burbank Housing has announced the acquisition of the 69-acre Elnoka property in east Santa Rosa. The acquisition, which was completed prior to year end, offers the organization a rare opportunity to provide much needed affordable housing in an area of the City where, historically, very little has existed.

The scarcity of large tracts of undeveloped land, particularly those located within the City limits near existing infrastructure and services, makes this acquisition by an affordable housing developer all the more important. This acquisition offers a unique opportunity to bring forward a mixed-income housing community that can offer both market rate and affordable housing, with a range of housing types that will serve all members of the community, regardless of income.

"It's extremely rare to find a large property within the city limits that's already properly zoned for residential development," said Larry Florin, CEO and President of Burbank Housing. "As an organization committed to providing affordable housing to our community, we're excited to have the opportunity to bring housing to an area of Santa Rosa that currently has few affordable options."

Burbank Housing, which has operated in Sonoma County since 1980 and has developed more than 4,000 affordable housing units in Sonoma County alone, is the County's preeminent affordable housing developer, responsible for several high profile affordable housing projects in Santa Rosa including Caritas Homes located downtown and the redevelopment of the former Journey's End Mobile Home Park which was destroyed in the 2017 Tubbs wildfires. The first phase of both developments are slated to open in mid-2023.

In addition to its importance as an infill affordable housing site, the acquisition of the Elnoka property marks the organization's single largest land acquisition in its 43-year history and signals Burbank Housing's continuing commitment to working with elected officials, City staff and the local community to address the affordable housing needs of the community.

"We love to see organizations like Burbank Housing bring more affordable housing to high resource areas and are particularly excited about the opportunities brought by mixed-income and mixed-typology housing communities such as this one," said Jen Klose, Executive Director of Generation Housing, a North Bay housing advocacy group. "This is the type of housing that helps create healthy, balanced communities that also meet the needs of our workforce."

With the acquisition complete, Burbank Housing continues the process of understanding the unique characteristics of the property and the surrounding community in order to bring forward a refined development concept that is in keeping with the existing neighborhood while also furthering the community's housing goals.

Burbank Housing is the North Bay's leading affordable housing nonprofit. Since 1980, the organization has built, preserved, and managed safe, affordable rental and for-sale homes throughout the North Bay. Burbank Housing currently provides homes to over 8,700 people across more than 103 communities and has built over 1,000 ownership homes. Burbank Housing also has more than 575 affordable housing units in its predevelopment pipeline. For more information on Burbank Housing please visit our website at www.burbankhousing.org