



PRESS RELEASE

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**La Casa de La Raza and the Housing Authority of the City of
Santa Barbara Announce Plan to Preserve Services and Provide
Affordable Housing for the Community**

Community invited to learn more on January 17, 2019

Santa Barbara, Calif., December 21, 2018— La Casa de la Raza and the Housing Authority of the City of Santa Barbara are pleased to announce a plan to preserve La Casa de la Raza services at the existing Cesar Chavez Center located at 601 E. Montecito Street with a redevelopment plan to include affordable housing. Through the redevelopment, La Casa de la Raza and the Housing Authority will work closely to ensure the history, heritage and architectural elements are honored in the creation of a new development.

On the Lower Eastside of Santa Barbara, and just four blocks from the Milpas business corridor, sits the iconic building housing La Casa de la Raza's Cesar Chavez Center. Founded in 1971, La Casa de la Raza's mission has been to preserve Latino cultural heritage and provide an umbrella for services. The Eastside community center serves thousands annually, and while many of La Casa's events celebrate the Latino and Chicano culture, its doors are open to everyone in the community.

Working with the Housing Authority, the plan is to begin a new chapter in La Casa de la Raza's service to the community. These organizations hope to work together to create affordable housing at the site for low-income families and individuals. While not yet determined, initial thoughts are that the current site must be redeveloped with a new building that would retain elements from the existing La Casa that mean so much to the community and provide space for La Casa to continue operations on a smaller footprint.

La Casa and the Housing Authority would like to invite interested parties to a community meeting at La Casa de La Raza (601 E. Montecito Street) on Thursday, January 17, 2019 at 6:00PM. Community members will be able to hear directly from the organizations about future plans and provide input.

“We view this redevelopment plan as a net positive for La Casa, the Housing Authority, and the entire Santa Barbara community as it is an important public benefit development that will continue La Casa’s services and a collaboration that will also create and preserve affordable housing in perpetuity.” Said Rob Fredericks, Executive Director and CEO, Housing Authority of the City of Santa Barbara.

“Through this partnership with the Housing Authority of Santa Barbara, La Casa de la Raza will now expand its role in meeting the housing needs of our community while ensuring that the social, cultural, educational and economic services we provide will continue,” said Michel Gonzalez, President of the Board of Directors, La Casa de la Raza..

About La Casa de la Raza

La Casa de la Raza was founded in 1971 to provide a nonprofit community center on the Eastside of Santa Barbara. The mission of La Casa de la Raza is to develop and empower the Latino community by affirming and preserving the Latino cultural heritage, providing an umbrella for services and by advocating for participation in the larger community.

About the Housing Authority of the City of Santa Barbara

The mission of the Housing Authority of the City of Santa Barbara is to create safe, affordable, and quality housing opportunities for families and individuals while promoting self-sufficiency and neighborhood revitalization. Since 1969, the Housing Authority of the City of Santa Barbara has developed and/or secured over 3,900 units (about 1,300 owned or managed and 2,600 of Section 8 subsidy) of affordable rental housing for Santa Barbara through a variety of federal, state, local and private funding sources. Please visit the website at www.hacsb.org.

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