



May 26, 2020

Chair McLoughlin
City of Santa Ana
22 Civic Center Plaza
Santa Ana, CA 92701

RE: Proposed Development “The Bowery” - SUPPORT

Chair and Planning Commissioners,

On behalf of our membership, **I would like to state our support for the proposed development “The Bowery”** in Santa Ana.

The Building Industry Association of Southern California, Orange County Chapter (BIA/OC) is a non-profit trade association of over 1,100 member companies employing over 100,000 people affiliated with the home building industry. Our mission is to champion housing as the foundation of vibrant and sustainable communities.

The past several weeks have seen unprecedented impacts to our local and global community. The State and Federal directives to remain home were nearly unimaginable until they were reality. The economic impact this will have can not be overstated.

It is therefore important to realize that before the COVID-19 crisis, we in California were suffering from a Housing Supply Crisis. The orders to shelter in your homes exacerbated the crushing need for housing in California to meet the demand.

Thus, it is with great optimism we see the City of Santa Ana again leading the way through this difficult time with a staff supported proposal that will add much needed units to the City. This project will not only add vital housing units to a jobs rich area of the County, but it will also revitalize an industrial site to include significant private and public open space, restaurants, retail, and supply the city with millions of dollars in fees for city parks.

When evaluating the necessity of housing projects, it is important to remember that these projects spark economic growth and prosperity for years to come – now more important than ever. We urge City Council to consider the economic benefits of this development as well as its positive impact on our local workforce and approve the proposed development.

Thank you for your thoughtful consideration.

Respectfully,

Steven C. LaMotte
Chapter Executive Officer

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