



SAN DIEGO  
HOUSING  
COMMISSION

**News Release**

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**Media Contact: Maria Velasquez, Senior Vice President  
Communications & Legislative Affairs  
619-578-7560  
[mariav@sdhc.org](mailto:mariav@sdhc.org)**

## **ICONIC ROOFTOP SIGN REMOVED FROM THE HISTORICAL HOTEL CHURCHILL IN DOWNTOWN SAN DIEGO *RESTORATION BEGINS***

**SAN DIEGO, CA**—The nearly 2,000-pound, 1940s era sign atop the historical [Hotel Churchill](#) in Downtown San Diego was removed in minutes by a construction crane today and lowered to street level to be refurbished as part of the ongoing rehabilitation of the building.

A new metal frame will be built around the sign, which is approximately 32 feet wide and 10 feet high. New wiring and neon lights will replace the old, and the sign will be repainted.

“Next year, this sign will once again rise into the San Diego skyline,” said San Diego Housing Commission (SDHC) President & CEO Richard C. Gentry. “It will serve as a symbol of the brighter future that will be provided here at the historical Hotel Churchill for homeless San Diegans.”

SDHC, working through its nonprofit affiliate, Housing Development Partners (HDP), is collaborating to renovate [Hotel Churchill](#), which was originally built in 1914 and was designated as a local historical landmark on November 21, 2003.

This renovation is one of the five key points of [HOUSING FIRST – SAN DIEGO](#), SDHC’s three-year homelessness action plan, which was launched on November 12, 2014.

The rehabilitation of Hotel Churchill will create 72 affordable studios for homeless San Diegans:

- 56 housing units will be set aside for homeless Veterans;
- 8 units will provide housing for youth aging out of the foster care system; and
- 8 units will provide housing for adults who also need supportive services.

Construction began in May and is expected to be completed in 2016.

SDHC has committed 72 federal Sponsor-Based Housing Vouchers to provide rental assistance to Hotel Churchill, with an annual value of \$813,888, based on the monthly cost of the housing voucher, \$942. Sponsor-Based Housing Vouchers are awarded to nonprofit organizations, or “sponsors,” that provide supportive services for homeless San Diegans.

The U.S. Department of Veterans Affairs will provide supportive services for 56 housing units for homeless Veterans. In addition, \$1.8 million from the State Mental Health Services Act, administered by the County of San Diego Mental Health Department, will provide permanent supportive services for the 16 non-Veterans adults.

Furthermore, the partnership between SDHC and HDP kept more than \$12.1 million of federal funds in the City of San Diego to preserve affordable housing, which includes “Moving to Work” (MTW) funds and HOME Investment Partnerships Program funds awarded by the U.S. Department of Housing and Urban Development (HUD) to the City of San Diego and administered by SDHC.

SDHC is one of only 39 public housing authorities in the nation, out of 3,400, to receive an MTW designation from HUD. MTW status gives SDHC more flexibility in how it invests these federal funds to address the City of San Diego’s unique housing needs.

More than \$9.2 million of these funds come from the federal MTW program, and \$2.9 million come from HOME funds.

An additional \$2.3 million has been committed to the rehabilitation of Hotel Churchill from the City of San Diego’s Single-Room Occupancy (SRO) In-Lieu fees, Housing Trust Fund, and Inclusionary Housing Fund, which SDHC administers.

Civic San Diego also provided a \$3 million loan toward the rehabilitation of Hotel Churchill.

**Background:**

SDHC acquired Hotel Churchill on August 16, 2011, through a court settlement in a foreclosure proceeding. Hotel Churchill has been vacant since 2005.

There is a Single Room Occupancy (SRO) restriction recorded against Hotel Churchill, which requires that at least 57 units be maintained as SRO units for a term of at least 30 years from the completion of rehabilitation. The restriction requires the units to be affordable to households earning up to 50 percent of the San Diego Area Median Income (AMI), which is currently \$28,350 a year for one person.

All 72 housing units at Hotel Churchill will remain affordable for 55 years for San Diegans with incomes up to 60 percent of AMI, currently \$34,020 a year for one person, and for an additional 10 years for San Diegans with incomes up to 80 percent of AMI, currently \$45,400 a year.

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

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