

## **Affirmed Housing Celebrates Another Groundbreaking, New, Affordable Housing Development in San Marcos**

**SAN MARCOS, Calif.; Feb. 2, 2022:** Affirmed Housing, a leading provider of affordable housing throughout California, announces that construction has commenced on Alora, an 83,775-square-foot affordable housing community comprised of four residential buildings and a community center. To commemorate the occasion, a groundbreaking ceremony was held, with speeches from City of San Marcos Mayor Rebecca Jones, San Diego County Supervisor Jim Desmond, County of San Diego's Housing and Community Development Services Director David Estrella. City of San Marcos Councilmembers Ed Musgrove and Randy Walton were also in attendance.

"The City of San Marcos has invested more than \$160 million in the Richmar area alone to provide affordable housing, infrastructure and recreational facilities to this part of our community," said Mayor Rebecca Jones. "With partners like Affirmed Housing, we're committed to continuing the efforts that not only change the lives of individuals and hard working families but also the entire community. I'd like to thank all of our Alora partners for helping people dream, strive and thrive - because without them, we wouldn't be this successful."

Alora will deliver 100 one-, two- and three-bedroom units for households earning 30 - 50% of the area median income (AMI), with one unit reserved for an on-site property manager. As part of the complex's sustainable design, each of the four, three-story residential buildings will feature state-of-the-art energy- and water-saving systems and include a shared laundry facility. Residents will have exclusive access to a community building that houses a pool, barbeque area and bike parking, as well as a separate basketball hoop area and several tot lots located throughout the complex for families with children.

A total of 171 parking spaces will be available, five of which are accessible, and one space is reserved for USPS. All of Alora's tenants will also have access to complimentary, on-site services intended to support families in need, including computer training and resume building resources and programs dedicated to health and wellness, financial literacy and parenting. A service coordinator will be present to organize and plan community-building activities, such as holiday events, for residents.

"The goal for Alora is to create a safe, sustainable environment that encourages residents' wellbeing and enjoyment and provide extra support for families and individuals to live their best lives," said Jimmy Silverwood, executive vice president for Affirmed Housing. "We're proud to work with like-minded partners who share this vision and are making meaningful investments to elevate not only Alora and its future residents, but the surrounding community, as well."

In addition to the conveniences and comfort Alora will provide its occupants, the site is located in close proximity to several off-site resources that enhance seamless livability. Within walking distance are grocery stores, a pharmacy, a neighborhood library, public parks and access to public transportation. A middle school sits adjacent to the complex.

Affirmed Housing's development partners for Alora include DAHLIN Group Architecture Planning, BNBuilders, Masson & Associates, Monica Mroz Landscape Architect and Compass for Affordable Housing. Funding for Alora comes from the City of San Marcos, County of San Diego, WNC and Chase Bank.

### **About Affirmed Housing**

Affirmed Housing is a leader in affordable, multifamily housing development, delivering safe, sustainable, high-quality communities for families, veterans, seniors and people experiencing homelessness. The company works with municipalities and private owners throughout California to promote housing stability and neighborhood well-being by leveraging deep expertise in public finance, low-income housing tax credits, and tax-exempt bond finance, as well as site selection, engineering, architecture, construction, relocation and marketing. Since 1992, Affirmed Housing has financed more than \$2 billion in affordable

and supportive development, with 5,000 units developed or under development in 64 communities. The company has offices in San Diego and San Jose. Visit: [www.affirmedhousing.com](http://www.affirmedhousing.com).

**Contacts:**

Vicky Jay  
Blattel Communications  
415.413.4526  
[vicky@blattel.com](mailto:vicky@blattel.com)