Developing quality, affordable housing and revitalizing communities for 45 years.
The Housing Problem

Northern California has one of the highest housing costs in the nation. The lack of affordable housing impacts everyone; and local leaders constantly wrestle with the fact that there isn’t enough housing affordable to their community members.

It’s not just a social issue, but an economic and environmental one. Cities, schools and local businesses struggle to find employees who can afford to live in the communities where they work. Many workers must drive long distances, contributing to gridlock and air pollution. Others double up in overcrowded, substandard housing. Both of these options come at considerable cost to the health and welfare of our communities. The housing problem is very real, and it impacts us all.

A Mission-Driven Answer

As one of the largest, most trusted developers and owners of high-quality, affordable rental housing in Northern California, MidPen Housing Corporation provides housing solutions where they’re needed most. Since 1970, MidPen has developed thousands of homes for low-income working families, seniors and those with special needs. We build and manage properties to be long-term community assets. Our developments are professionally managed and maintained by our own affiliate, and our social services company provides support and educational opportunities to help our residents succeed.

Our mission is simple: provide safe, affordable housing of high quality to those in need; establish stability and opportunity in the lives of residents; and foster diverse communities that allow people from all ethnic, social and economic backgrounds to live in dignity, harmony and mutual respect.
Our Beliefs

Message from the President

Our work at MidPen is driven by the belief that safe, affordable housing provides the foundation necessary for people to prosper and contribute to their communities. To us, there’s nothing more rewarding than providing the stable housing that allows people to thrive, not just survive. Once a family has an affordable home, they can focus on finding better jobs, pursuing education, helping their children with schoolwork, even exercising and eating more healthfully. We consider it a privilege to make these kinds of opportunities available to our residents.

At MidPen we also believe that affordable housing doesn’t just benefit our residents. It benefits the entire community. By providing homes close to jobs and transit, we revitalize city centers and reduce a region’s carbon footprint. And by designing, building and renovating with a constant commitment to the highest-quality, we enhance and beautify the neighborhoods where we build.

Finally, collaboration is core to our belief system. We couldn’t achieve such tremendous results without the contributions of our many partners. Our collective work is a testimony to what diverse organizations, fueled by a common mission and commitment to excellence, can accomplish together.

So, as you read the following pages, I invite you to take a tour of some of our award-winning developments and hear stories of communities revitalized and lives transformed as a result. And I ask you to join us in our efforts.

Matthew O. Franklin
MidPen Housing Corporation was founded in 1970 when Stanford University faculty came together with local business executives to address the lack of affordable housing on the San Francisco Bay Area Peninsula. These business and academic leaders sought to establish a self-supporting organization with a clear social mission. And with high-tech pioneer David Packard’s personal guarantee on the first line of credit, they were on their way.

Since that enlightened beginning, MidPen has grown into a multifaceted organization with a staff of over 300 employees and assets totaling well over $1 billion. Our founding principles continue to guide our work today: attract passionate, high-caliber talent; stay focused on the mission; rigorously steward our assets; and collaborate with other industry leaders.

After four decades, our work speaks for itself. We’ve developed over 7,500 affordable homes in over 100 high-quality housing communities, many of which are recognized as industry models.

Our Core Expertise

Real Estate Development: extensive experience in site acquisition and planning, entitlements, community outreach, design and construction management

 Financing: a solid track record in securing both public and private funding and proven expertise in positioning projects for long-term financial sustainability

Property and Asset Management: quality management and appropriate capital investments—by a professional, in-house staff—that ensure sustainable operations and maintain our portfolio’s long-term value

Resident Services: comprehensive on-site support services including afterschool programs, tutoring, computer training, financial literacy classes, health and wellness programs and community referrals, all delivered through our staff and a network of over 200 service provider partners

“MidPen is a leader in affordable housing development and Union Bank is pleased to have partnered with them for over 25 years. We always look forward to opportunities to work with MidPen to build beautiful, high-quality housing that helps low-income people advance.”

Jonathan Klein, Managing Director and Market Manager for Northern California and the Pacific Northwest, Union Bank Community Development Finance
Supporting the Greater San Francisco and Monterey Bay Regions.

MidPen is committed to having a positive impact everywhere we build and forging strong partnerships with city and county leaders and local service providers. We’ve developed and retain properties in over 35 cities within 11 Northern California counties.
MidPen communities have won over 100 industry awards and honors for their high-quality design and development. These photos highlight a small sample of our award-winning properties.

**Mixed-Use Developments**

City Center Plaza
Redwood City
Retail space and family housing

Sustainability Award, San Mateo County
Gold Nugget Award of Merit, Pacific Coast Builders Conference
Best Affordable Housing Design, Builder Magazine

**Senior Housing**

DeVries Place Senior Apartments
Milpitas

Award for Excellence, Urban Land Institute
Gold Nugget Grand Award, Pacific Coast Builders Conference
Builder’s Choice Award of Merit, Builder Magazine
Design for Aging Review 10 Award, American Institute of Architects
A Diverse, Award-Winning Portfolio

**Family Housing**

3. **Italian Gardens**
San Jose
- *Gold Nugget Award of Merit, Pacific Coast Builders Conference*
- *Builder’s Choice Award of Merit, Builder Magazine*

4. **The Farm**
Soquel
- *Award for Excellence, Urban Land Institute*
- *Honor Award for Architecture, American Institute of Architects*
- *Urban Design Award, California Council of the American Institute of Architects*
- *Gold Nugget Grand Award, Pacific Coast Builders Conference*
- *Maxwell Award of Excellence, Honorable Mention, Fannie Mae Foundation*

**Transit-Oriented Housing**

5. **Station Center**
Union City
*Family housing and commercial space near BART and all major bus lines*
- *Award for Excellence, Urban Land Institute*
- *Growing Smarter Together Public-Private Partnership Award, Association of Bay Area Governments*
- *Charter Awards Grand Prize, Congress for the New Urbanism*
A Trusted Partner

In the complex world of affordable housing, strong partnerships are crucial. We have successful, long-term relationships with more than 40 municipal housing agencies and over 20 investors and lending institutions. Our valued partners depend on our financial stability and stewardship, commitment to quality and experienced staff.

Financial Stability and Stewardship

With a strong balance sheet and a business model that allows us to operate as a self-sustaining organization, MidPen is in a uniquely solid financial position. As long-term owners of our properties, we rigorously manage them to retain their value for generations to come.

“MidPen’s solid financial position and good stewardship of their assets makes a clear choice for Silicon Valley Bank’s investment. We trust their ability to preserve affordability and value in the long-run.”
— Fiona Hsu, Community Development Finance Manager, Silicon Valley Bank

Commitment to Quality

Quality is the defining word behind every MidPen development, whether it’s new construction, conversion or rehabilitation. Nearly 100 industry awards and honors are evidence of this commitment. We also provide the finest on-site management and delivery of resident services.

“MidPen is topnotch in design and property management. This creates credibility with the community, which is critical to our work.”
— Sandy Council, Neighborhood Improvement and Housing Manager, City of San Mateo

Experienced Staff

Our success is a direct reflection of our seasoned leadership team and talented staff across all levels of the organization—employees who are motivated by and proudly contribute to our mission.

“Affordable Housing is one of the most critical areas of need for Sonoma County, if we are to continue to thrive economically and maintain diversity. Today’s affordable housing models are supportive, progressive and must provide a great fit for the community. MidPen is a dynamic, responsive and knowledgeable developer we can trust to deliver high quality affordable housing.”
— Susan Gorin, Supervisor, County of Sonoma
... and a Great Neighbor

Every MidPen community is designed, developed and managed to significantly improve and enhance its surrounding neighborhood. Our developments transform neighborhoods and bring economic revitalization and sustainable growth.

Neighborhood Transformation

We see what's possible. With a proven track record for leading the transformation of emerging markets, our communities serve as catalysts for neighborhood change.

“The transformation of a dilapidated trailer park into the affordable community we now know as Parkhurst Terrace is one example of MidPen’s commitment to improving neighborhoods. What once was an old, cramped space riddled with health and safety issues is now an attractive, safe and thriving place for Santa Cruz County residents to call home.”

— Julie Conway, Housing Manager, County of Santa Cruz Housing Program

Economic Revitalization

We revitalize urban centers by building affordable housing strategically located close to retail businesses, restaurants and other important community resources. These developments spur economic growth by attracting residents who shop, dine or use services there and by housing the workforce that keeps the local businesses running.

“Excited by the opportunity to use affordable housing to revitalize a city’s midtown area, we helped finance DeVries Place in Milpitas. MidPen skillfully integrated a historic building into a high-density housing community. The City then built a brand new library across the street, and the County built a medical center next door. The entire area now has new vibrancy and energy. It’s a great model for other cities seeking revitalization.”

— Kevin Zwick, Executive Director, The Housing Trust of Silicon Valley

Sustainable Growth

We commit to bringing sustainable practices to our work and the communities where we serve. All new construction incorporates superior standards in environmentally-friendly design and materials that exceed California’s stringent energy codes. We also continually invest in energy-efficient upgrades and renovations to existing properties. Additionally, many MidPen communities are models for best-practices in infill and transit-oriented development.

“MidPen has a long history of providing San Mateo with high-quality, affordable housing that consistently enhances our city. Their most recent community, Peninsula Station, is located immediately adjacent to the future Hillsdale train station and within walking distance of Hillsdale Mall and other major businesses. Peninsula Station helps achieve our vision of creating attractive, environmentally-responsible, transit-oriented development that is well integrated with the surrounding community.”

— Jack Matthews, Councilmember, City of San Mateo
Communities that Transform Lives

People are at the core of our work—people who need affordable homes in which to live healthy, productive lives. Our residents are teachers, auto mechanics, janitors, healthcare, restaurant and retail workers, among others. Each of their stories is unique. But they all share a common thread: the difference that safe, affordable and stable housing makes for people seeking to improve their lives and pursue their dreams. Meet some of our residents:

**Albert is going to college. He wants to be an astronaut.**

Albert lives with his mother, father and four siblings at Baker Park Apartments in San Jose. His father works hard to support the family and is grateful for the housing and services that have helped his son excel. Throughout high school, Albert participated in the after school programs run by MidPen Services - that's where he met his tutor, Haile.

“I'd always liked math, but Haile really motivated me. With his help, I moved into the advanced placement courses at my high school and was accepted into the engineering programs at both San Jose State and Santa Clara University. I want to be an astronaut someday! That's my goal.”

— Luis Alberto Ceja Quiroz

**Will reignited his career as a jazz musician - at the age of 63.**

When Will, an army veteran, retired after 20 years as a janitor at the VA hospital, it was hard to make ends meet. Then he found a home at The Fountains in Mountain View. Not only did he move into an attractive and affordable apartment, he renewed his passion for jazz and received the support he needed to focus on his musical career. His jazz ensemble now frequently performs at premier Bay Area clubs and events, including Yoshi’s and the Monterey Jazz Festival.

“The computer training I received from MidPen Services helped me learn to use email to reconnect with my musician friends and to launch a web site. I even produced my first CD and a local television program called In the Arts. I'm grateful to be living here.”

— Will Nichols

**Amar is raising her daughters with peace of mind.**

For any single mother without local family support, caring for two young daughters is challenging. In Amar’s case, with a severe medical condition that prevents her from working, it was downright daunting. For several years Amar and her daughters lived in county shelters. They had little privacy and were forced to move almost every year, causing her girls to change schools frequently. Through it all, Amar kept the family together, a testimony to her strength and courage.

Then they found a home at Mission Gateway in Union City. And after 3 years of stability, Harjot, now age 12, and Jaya, age 18, are thriving. Harjot enjoys the on site after school programs where she uses the computers and does her homework. Jaya just received her license in cosmetology and looks forward to a career as an aesthetician. She loves to hike up the beautiful hills that she can see from her bedroom window. Their home is often filled with friends and neighbors, many of whom Amar now helps in the ways that others once helped her.

“As a low-income single mother with disabilities, Mission Gateway has allowed me to raise my daughters with ease and peace of mind.”

— Amar Kuar
Our Vision

Advancing the field.
Over the past four decades, MidPen has earned a strong reputation as an industry leader in affordable housing. As we look to the future, we envision the day when every working family, senior and special needs individual can afford a safe, high-quality home. This vision drives our work.

Please join us.

“MidPen has a very strong voice. When MidPen has ideas, people listen. They’re viewed as an opinion-leader and demonstrator of best practices within the industry.”
– Bill Pavao, Former Executive Director, Tax Credit Allocation Committee (TCAC)