

555 KELLY AVE

Fact Sheet

555 Kelly Ave is an innovative development borne out of a collaboration between Mercy Housing and Ayudando Latinos A Soñar (ALAS) in Half Moon Bay. This partnership aims to address the community's pressing needs for affordable housing and expanded services for senior farmworkers. This development will provide 40 affordable homes focused on senior agricultural workers at low and very low income levels. It will also include the ALAS Farmworker Resource Center to serve the building residents and the local farmworker community.

Community Summary

- Mixed-Use development
- 40 residential units - affordable, deed-restricted for senior farmworkers
- 5-Story Building including 3 studios, 34 one-bedroom, and 3 two-bedroom units
- The fourth story is 45.5' and the fifth story, which is set back, is 54.5'
- On-site property management offices operated by Mercy Housing
- Farmworker Resource Center operated by ALAS
- 18-space ground floor parking garage

Farm worker Resource Center

The Farmworker Resource Center (FRC), located at the ground level at 555 Kelly, will be the only centralized support service location for the farmworker community as well as senior farmworkers who would reside above. The FRC, proposed at approximately 2,600 sq ft, will have centralized services that are essential to ensure that senior farmworkers can age in place at 555 Kelly and be a resource for the larger community of the Coastsides. The FRC will house case managers/promotores, San Mateo County



health counselors and other providers who meet the specific needs of senior farmworkers as well as for the extended Coastsides farmworker community. These workers have significant unmet service needs, are not fluent in English, and many do not have cars or transportation to access services. Residents will build community through food, art, and social activities in their primary language and culture. Currently, these services are not available in Half Moon Bay at the scale needed for 555 Kelly, Stonepine and Moonridge. Addressing social isolation and loneliness is essential for ensuring the housing stability and health of senior farmworkers, as these issues are closely linked to poor health outcomes such as cognitive decline, heart disease, and a weakened immune system.

Additionally, the 500 local residents served throughout the year by the FRC will be carefully coordinated with other nearby programming and events to minimize traffic and parking impacts, ensuring that the community's resources are utilized efficiently and without undue disruption to the surrounding area.

