2006 CRA Award of Excellence

Mixed-Use Development

City of Escondido

Via Roble

Escondido’s Via Roble is a mixed-use, mixed-income development on a five-acre site that was once a dilapidated, crime-ridden trailer park where residents were living in unsafe conditions. Today, the site is home to 72 affordable apartments, ten single-family homes, and nine shopkeeper units that run along one of the City’s main corridors. The city’s redevelopment agency teamed up with Trinity/Wakeland Development to complete Via Roble in the summer of 2005.

Via Roble is naturally appealing. It features one-of-a-kind artistically painted buildings, colloquial architecture, and native landscaping. Each use functions independently, creating a vibrant community. In addition, a community center is located on the site that provides residents with a place to meet and socialize. A park wraps around the development and incorporates a variety of uses including a large playground area, tot lots, meandering cobblestone paths, and a large mature oak tree that serves as the focal point for residents. The development also captures the City’s “boulevard” concept, transforming a deteriorated, bleak roadway into a streetscape that invites retailers to stay.

Via Roble has been a catalyst for new development with similar residential projects being developed in the area. In addition, a number of mixed-use developments with condominium-ownership and commercial development are planned in the area.

Via Roble demonstrates how a mixed-use development can eliminate unsafe conditions and be successfully integrated into a community, making a place where people want to live and shop.

Key Officials

RDA Board Members
Lori Holt Pfeiler, Chair; Ed Gallo, Vice Chair; Marie Waldron, Commissioner; Ron Newman, Commissioner; Sam Abed, Commissioner

Key Agency Staff Members
Jerry VanLeeuwen, Director of Housing & Neighborhood Services; Beverly Peterka, Housing Division Manager; Roni Keiser, Management Analyst

Project Developer
Trinity Housing Group (Steve Kuptz)

Project Architect
Rodriguez & Simon Design Associates

Other Project Partners
Wakeland Housing & Development Corp. (Ken Sauder)
City of Escondido

CRA

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2006

Mixed-Use Development
City of Escondido

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Mixed-Use Development
City of Escondido

Shopkeeper Units
Back Side

CRA Award of Excellence
2006
Mixed-Use Development

Via Roble
City of Escondido

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2006
Mixed-Use Development
City of Escondido

Affordable Rentals

CRA Award of Excellence
2006
Mixed-Use Development
City of Escondido

PROJECT FINANCING

Predevelopment Loan $1.2M
GMAC Financing $9.2M
Redevelopment Funds $4.2M
Low Income Tax Credit Equity $2.8M
CALHFA Loan $1.85M

CRA Award of Excellence 2006
Mixed-Use Development
City of Escondido

- Nine Shopkeeper Units
- Ten Detached Single-Family Homes
- Seventy Two Affordable Rental Units
City of Escondido

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Mixed-Use Development
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Mixed-Use Development
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CRA Award of Excellence
2006
Mixed-Use Development
This oak tree was saved.
City of Escondido

CRA Award of Excellence
2006
Mixed-Use Development

Tree that was saved
City of Escondido

CRA Award of Excellence
2006
Mixed-Use Development
City of Escondido

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Mixed-Use Development

Community Building
City of Escondido

Community Resource Room

CRA Award of Excellence 2006
Mixed-Use Development

Via Roble
City of Escondido

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Mixed-Use Development

Via Roble
City of Escondido

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Mixed-Use Development

Shopkeeper Units
Street Side
City of Escondido

CRA Award of Excellence
2006
Mixed-Use Development

Shopkeeper Units
Back Side

Via Roble
City of Escondido

CRA Award of Excellence
2006
Mixed-Use Development

Row Houses
City of Escondido

Affordable Rentals

CRA Award of Excellence
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Via Roble