

Washington Escobedo Community Reinvestment Project

Mesa City Council Study Session | October 2nd, 2025

Jeffrey Robbins
Redevelopment Program Administrator

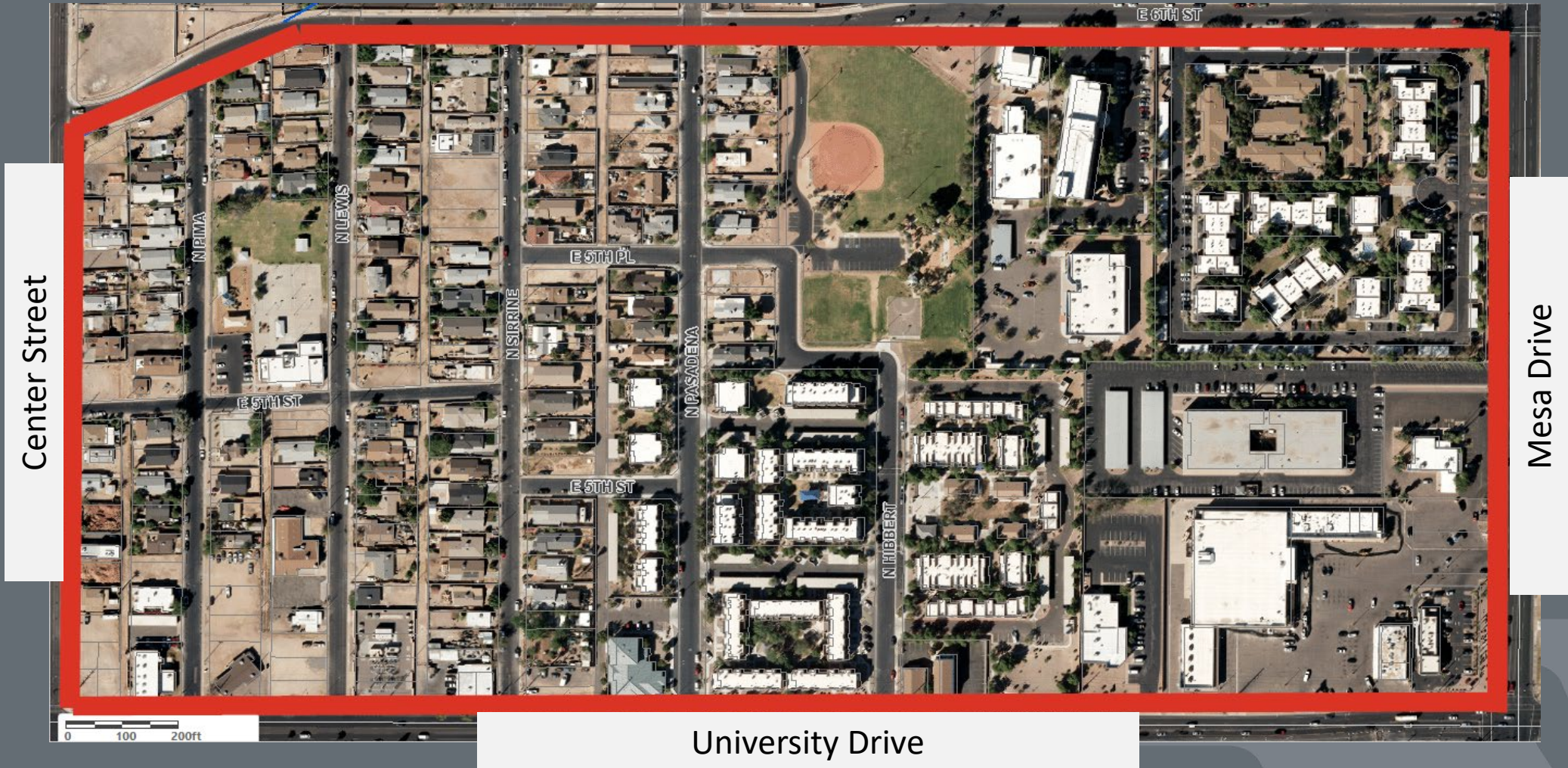
Cynthia Ezcurra
Community Engagement Administrator

Todd Rogers
CEO Habitat for Humanity Central Arizona



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PROJECT LOCATION: WASHINGTON ESCOBEDO



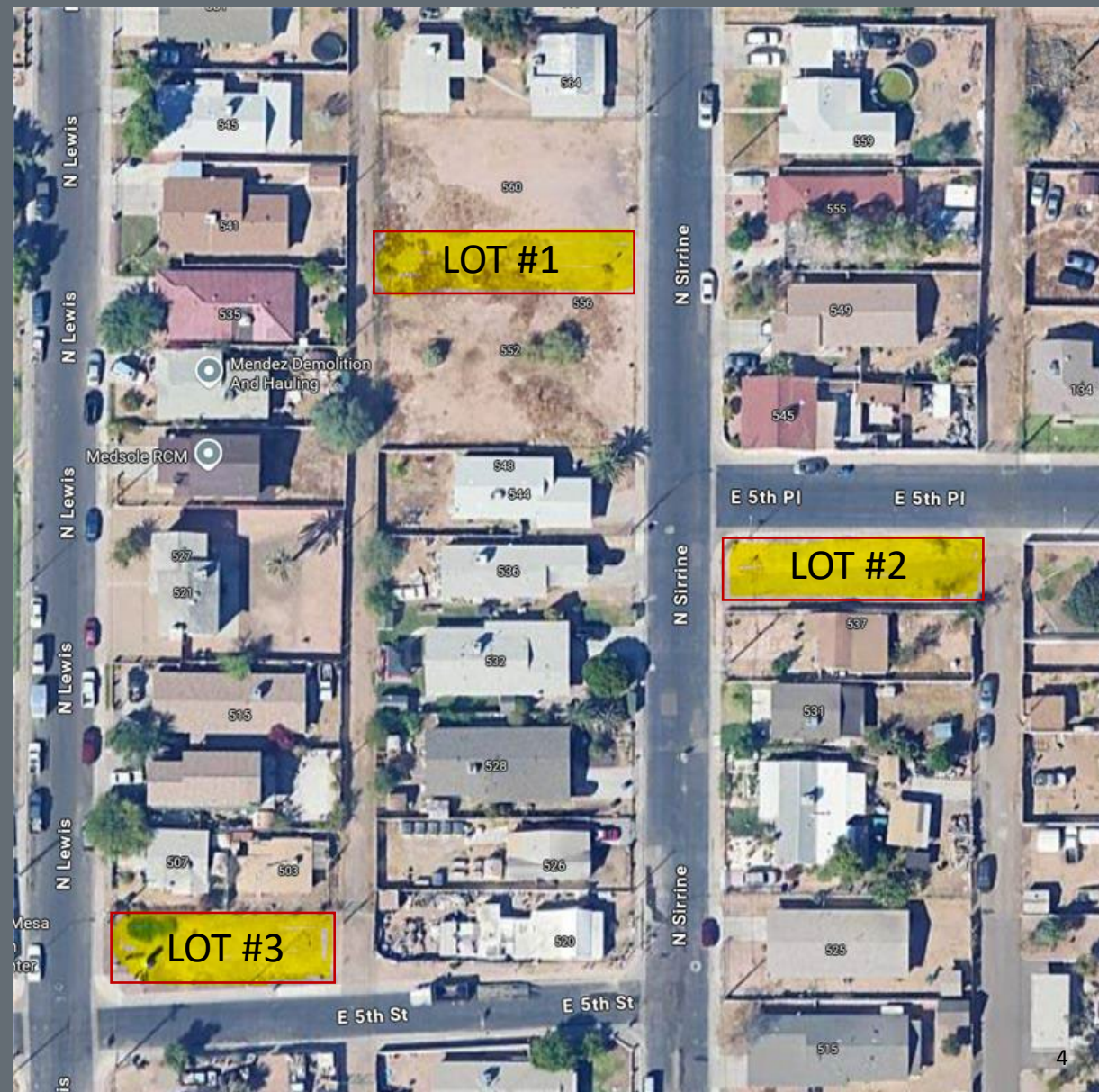


- Major revitalization effort in Washington Escobedo occurred between 1985 and 1995
- Mesa's first designated Heritage Neighborhood (2016)
- Unique Infill District zoning approved by Mesa City Council in 2019 to protect neighborhood character and encourage compatible reinvestment





- Three city-owned parcels remain from the 1980/90's revitalization effort
- About .10 (one-tenth) acres each
- Vacant lots attract nuisances
- Neighbors support reinvestment





Habitat
for Humanity®
Central Arizona

**every
one**

deserves a decent
place to live.

Todd Rogers, CEO

Habitat for Humanity Central Arizona



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INTRODUCTION TO HABITAT



Habitat
for Humanity®
Central Arizona

Since 1985

1243	2658	1851	5741
homes built / renovated	affordable repairs	emergency home repairs	families served

Let's Give Arizona a Hand Up!



- Habitat proposes 3–6 single family/duplex housing units
 - SFR or duplex based on site limitations
- Design focuses on contextual, high-quality infill
- Homes will follow green building standards
- Prioritizes families seeking attainable housing





- Homes sold at below-market prices to income-qualified buyers
- Includes resale restrictions to maintain affordability
- 99-year ground lease ensures lasting benefit to community
- Buyers build equity over time
- Home always remains affordable, and owner occupied







- Protects public and donor investment long-term
- Creates a cycle of affordability across generations
- Prevents displacement by keeping homes affordable
- Equitable wealth-building through shared appreciation





- Essential repairs for owner-occupied homes within the Washington Escobedo Neighborhood
 - Roofs, HVAC, electrical and plumbing, paint, landscaping etc.
- Supports neighborhood pride and long-term ownership
- Program may expand beyond Washington Escobedo if participation is lower than projected



Deal Structure

Jeff Robbins

Redevelopment Program Administrator



- There are no restrictions on the land
- Infill Development District overlay supports use and scale of proposed development
- History of Habitat partnering with the City and this community
- The neighborhood's Quality of Life Plan identifies creating new housing and improving existing housing as a key strategies



City Contribution and Reinvestment	Value
Negotiated sale of three parcels (\$40,000/ea)	\$120,000
City reinvests proceeds into Neighborhood Revitalization	(\$120,000)
Federal Contribution	
HOME funding	(\$400,000) (\$133,333 per minimum 3 dwelling units)
Habitat Contribution	
Purchase price of three parcels	(\$120,000)
Construction Costs for three to six dwelling units	(\$1,200,000)
HOME funding for Construction	\$400,000
Total Habitat Revenue/(Contribution)	(\$920,000)

Community Engagement Results

Cynthia Ezcurra

Community Engagement Administrator



- Emailed residents an invitation to the August 28 meeting
- Designed bilingual flyers (English & Spanish)
- Distributed flyers door-to-door
- Sent text message reminders
- Coordinated Spanish translation services for accessibility
- Post-meeting survey to measure resident support and gather feedback



Door-to-door flyer



“

Great! I am glad that Habitat for Humanity is coming back to the neighborhood.

I strongly approve this project.

Awesomeness! Wonderful!

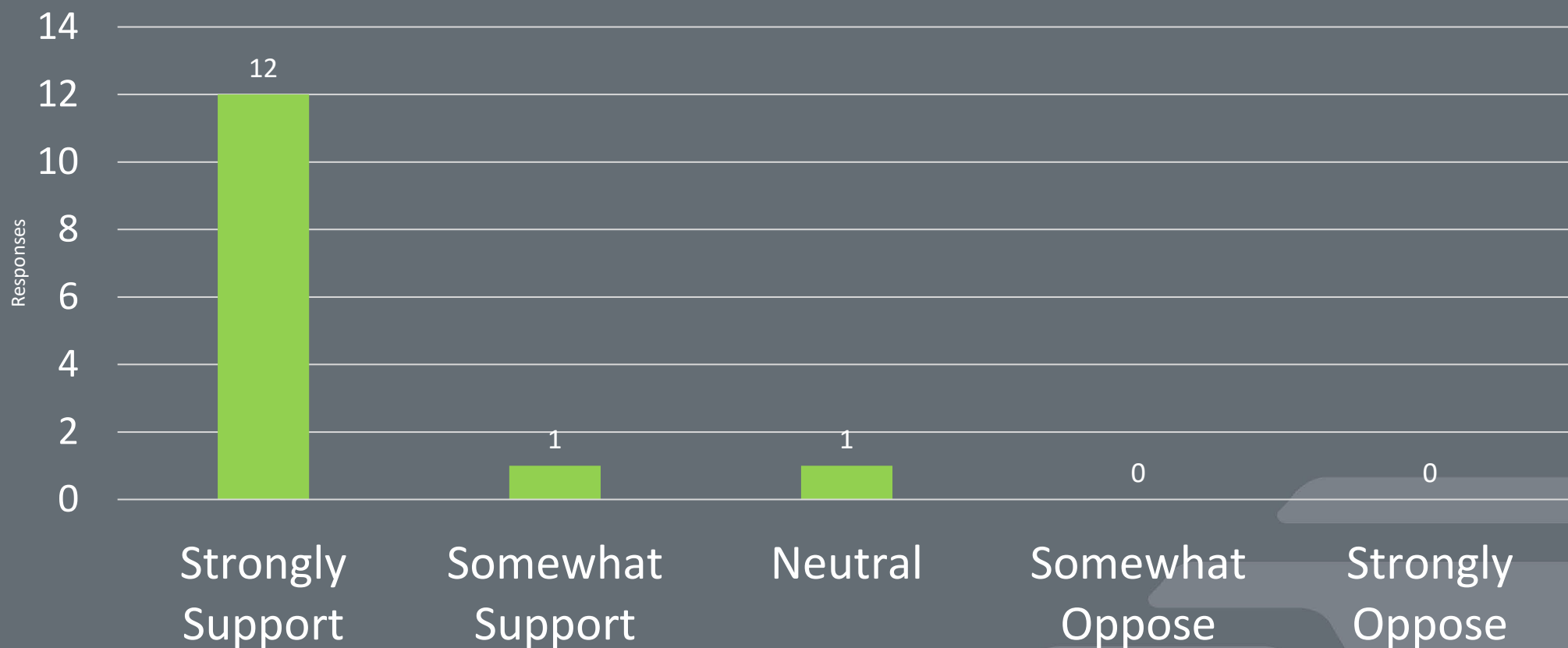
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Community Meeting August 28th, 2025

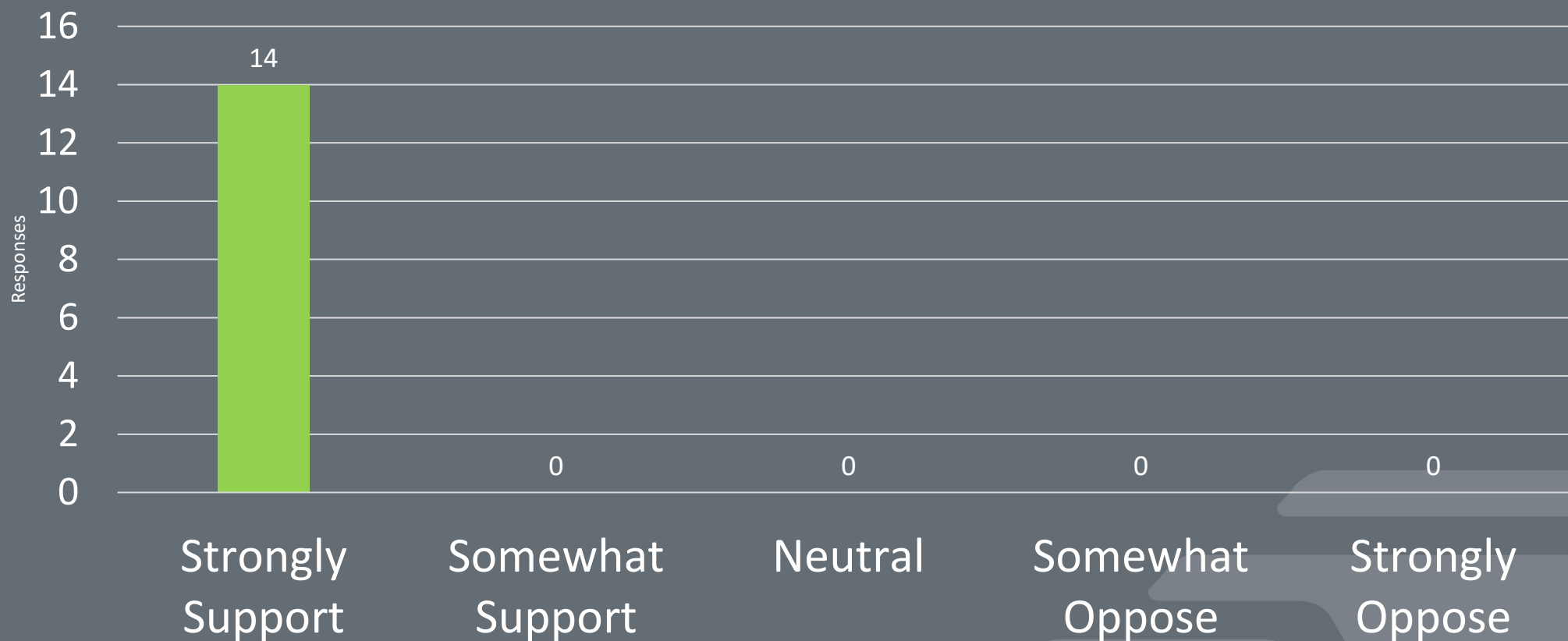


Which best describes your support for Habitat's Proposal to develop three vacant parcels for owner occupied homes?



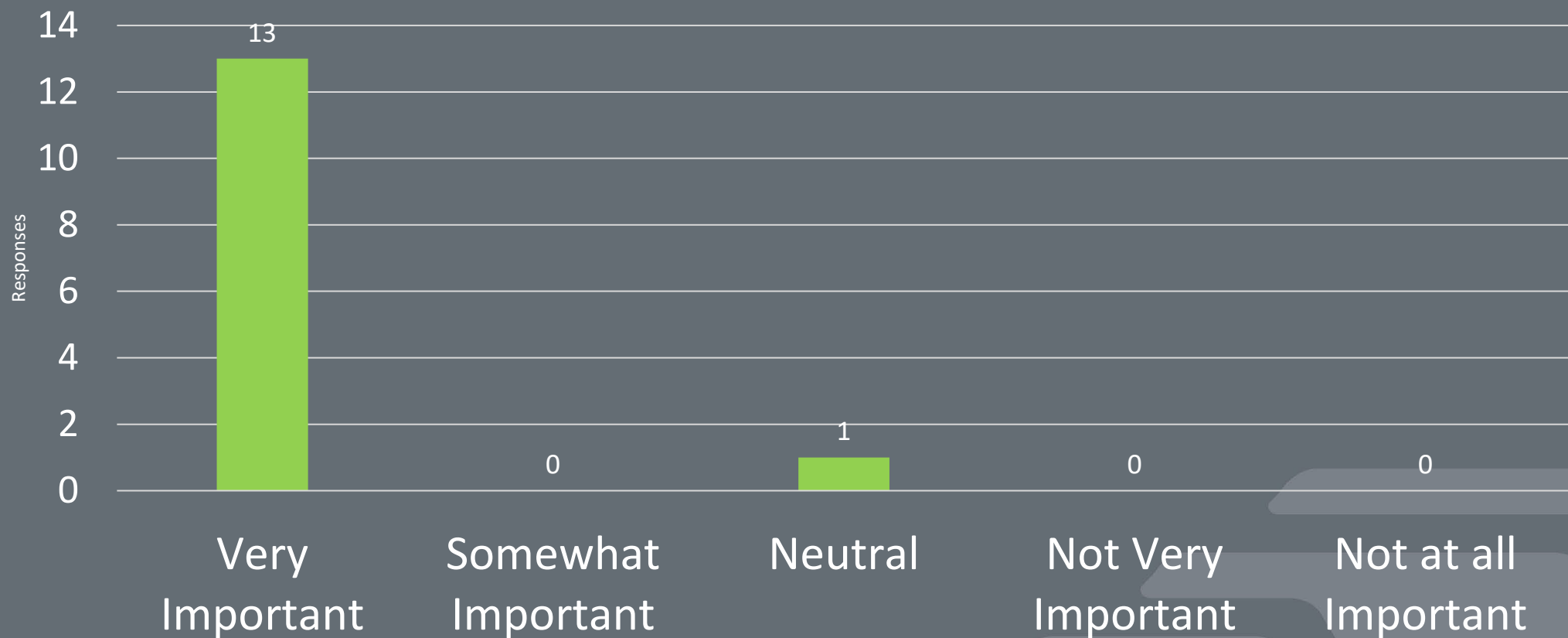


Which best describes your support for Habitat's "Neighborhood Revitalization Program" which funds repairs for owner-occupied homes?





How would you describe the importance of any new homes remaining financially attainable for home buyers?



Next Steps

Jeff Robbins

Redevelopment Program Administrator



Begin
Drafting DA

Fall 2025



Council
Action on
sale of real
property
and DA

Winter 2026



Entitlement
and plan
review

Spring/
Summer 2026



Anticipated
Construction

Late 2026 to
2027



- Opportunity for Mesa employees to volunteer as teams to construct the homes
- New homeowners and revitalization recipients will be expected to provide “sweat equity”





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QUESTIONS AND DIRECTION



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COMMUNITY SERVICES



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URBAN TRANSFORMATION

Downtown + Redevelopment



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