

Bridging Prosperity: Leveraging the Synergy Between Housing, Commerce, and Public Spaces to Create Thriving Communities

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2025 City Leaders Summit – League of California Cities

Sacramento, CA



Panel Members



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President & CEO

Innovative Housing
Opportunities



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President & CEO

Wakeland Housing &
Development Corp

Learning Objectives

1. Explore the nexus of affordable housing, economic development, equity and community revitalization through strategic investments to drive economic growth and community betterment through an integrated development approach.
2. How to leverage affordable housing resources to foster economic development, social equity and community betterment.
3. Identify ways that the development community and local jurisdictions can work together to achieve community development goals.



Community Activation:

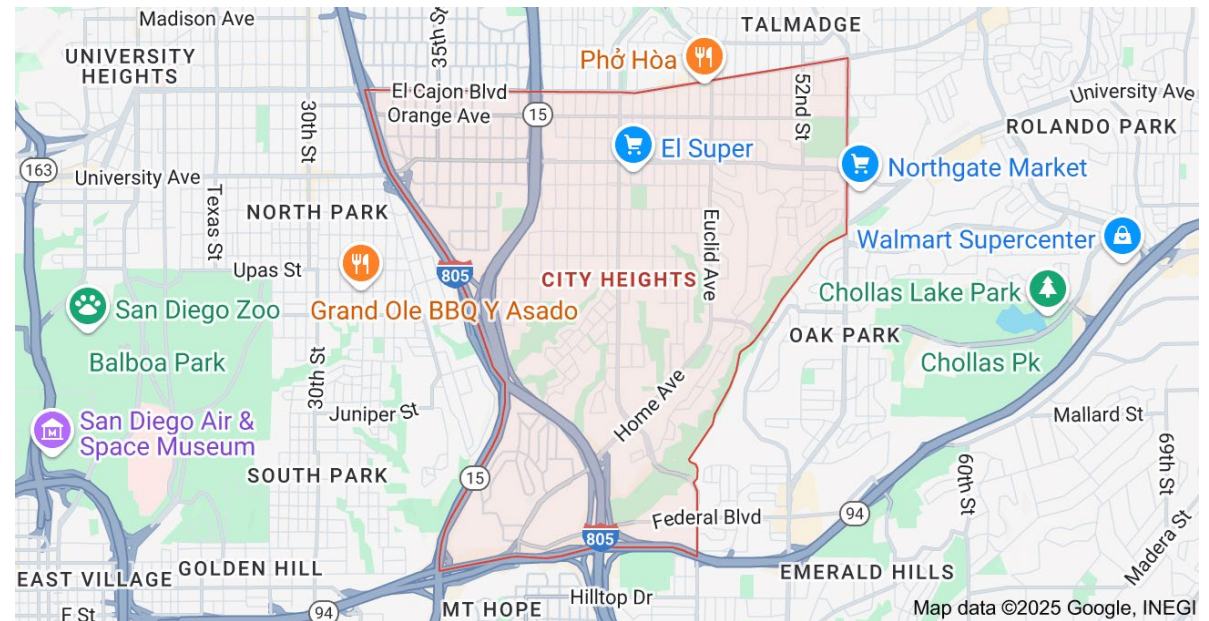
Affordable Housing as a Community Development Tool

City Heights Case Study



City Heights

- Dense urban community in Central San Diego
- Refugee and immigrant hub
- Significant Vietnamese, Somali, Cambodian, Laotian, And Latino Communities
- Over 30 languages and 80 dialects spoken
- 56% of homes are multifamily



City Heights – A History of Displacement

- In the 1980's, Caltrans used eminent domain to bring I-15 through City Heights despite resident protest
- More than 9 blocks of property were seized and demolished
- Over 2000 residents evicted
- Caltrans promised many improvements to make up for displacement, but few were delivered and those were significantly delayed

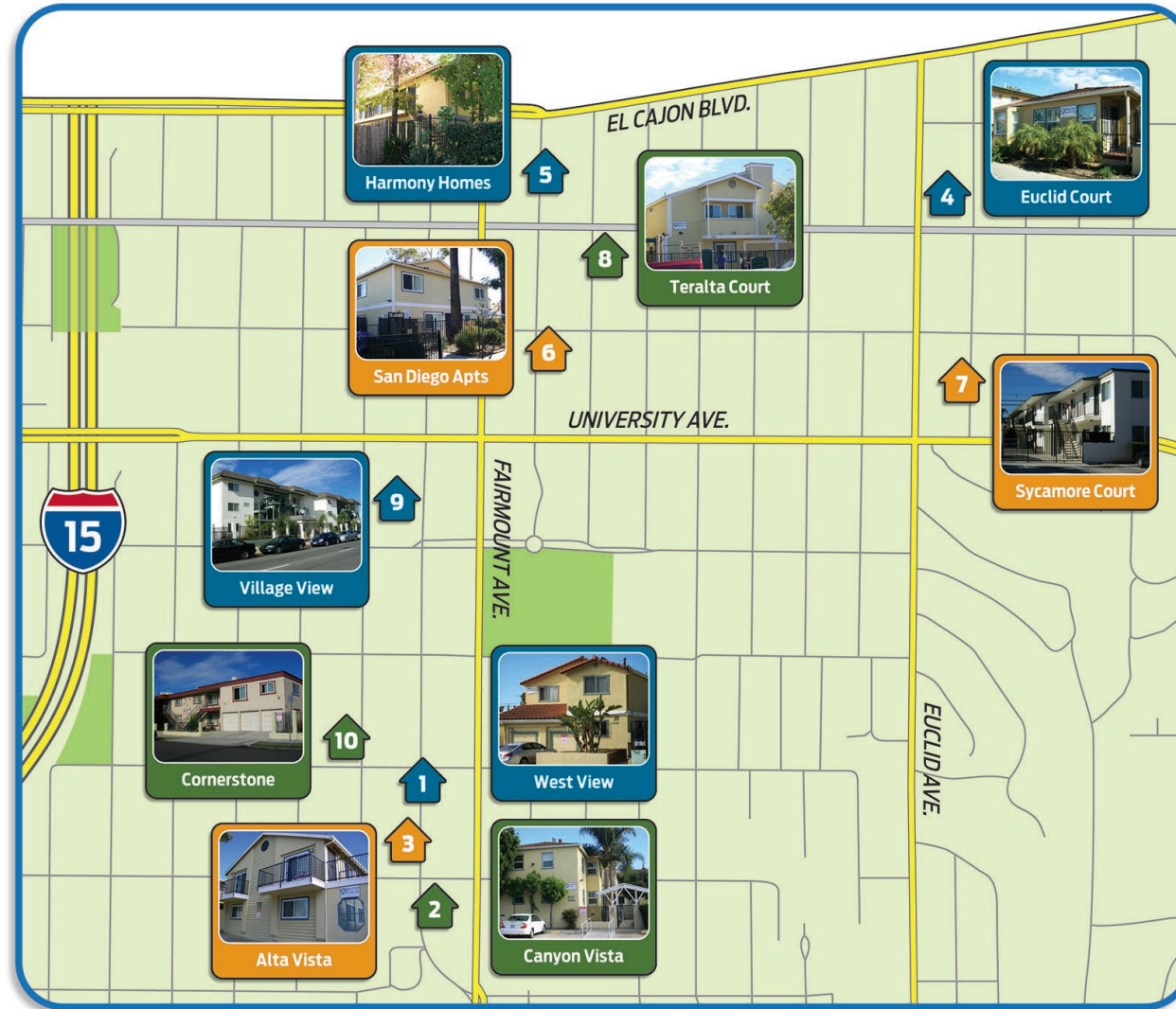


Revitalizing City Heights with Affordable Housing

In 2015 Wakeland partnered with the City Heights Community Development Corporation to renovate 132 homes in 10 properties throughout City Heights

By 2027 we will have completed construction on an additional 353 homes for a total of 455 homes across 17 properties

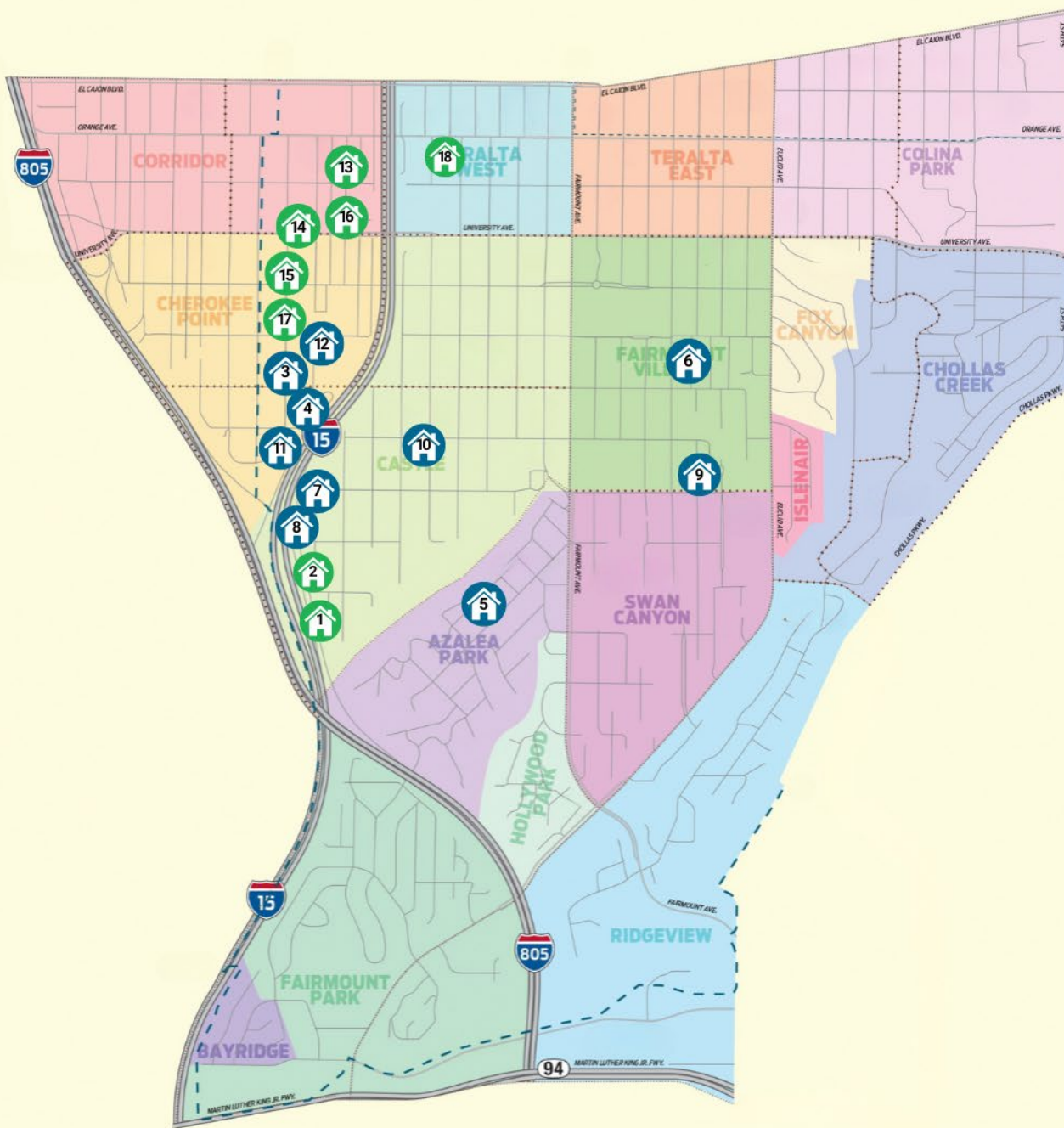
City Heights Ten



A Partnership of



CITY HEIGHTS



WAKELAND'S CITY HEIGHTS PROPERTIES

- 1 **CITY HEIGHTS PLACE:** 4020 44th St.
- 2 **CITY HEIGHTS PLAZA DEL SOL:** 4061 Fairmount Ave.
- 3 **CITY HEIGHTS TEN:**
 - 3 **ALTA VISTA:** 3535-3545 43rd St.
 - 4 **CANYON VISTA:** 3429-3431 43rd St.
 - 5 **CORNERSTONE:** 3604 Van Dyke Ave.
 - 6 **EUCLID COURT:** 4217-4231 Euclid Ave.
 - 7 **HARMONY HOMES:** 4251 44th St.
 - 8 **SAN DIEGO APARTMENTS:** 4085 44th St.
 - 9 **SYCAMORE COURT:** 4048-4064 ½ 48th St.
 - 10 **TERALTA COURT:** 4165-4175 Highland Ave.
 - 11 **VILLAGE VIEW:** 3820-3832 43rd St.
 - 12 **WEST VIEW:** 3536 43rd St.
- 13 **CUATRO 1:** 4050 El Cajon Blvd.
- 14 **CUATRO 2:** 3951 University Ave.
- 15 **CUATRO 3:** 4000 41st St.
- 16 **CUATRO 4:** 4102-4116 University Ave
- 17 **SERENADE ON 43RD:** 4054 43rd St.
- 18 **THE TERALTA:** 4341 El Cajon Blvd.



CITY HEIGHTS PLAZA del SOL

4061







Keys to Success



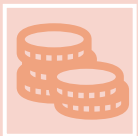
Strong community
partners

City Heights CDC



Philanthropic Involvement

Price Philanthropies



Perseverance

Site assemblage
Funding challenges

Diversification & Partnerships:

Affordable Housing as a Community Development Tool





LT | AD Metro Gateway

Housing ■ Economic Development ■ Community Hub





87th & Western Project

Housing ■ Economic Development ■ Community Hub

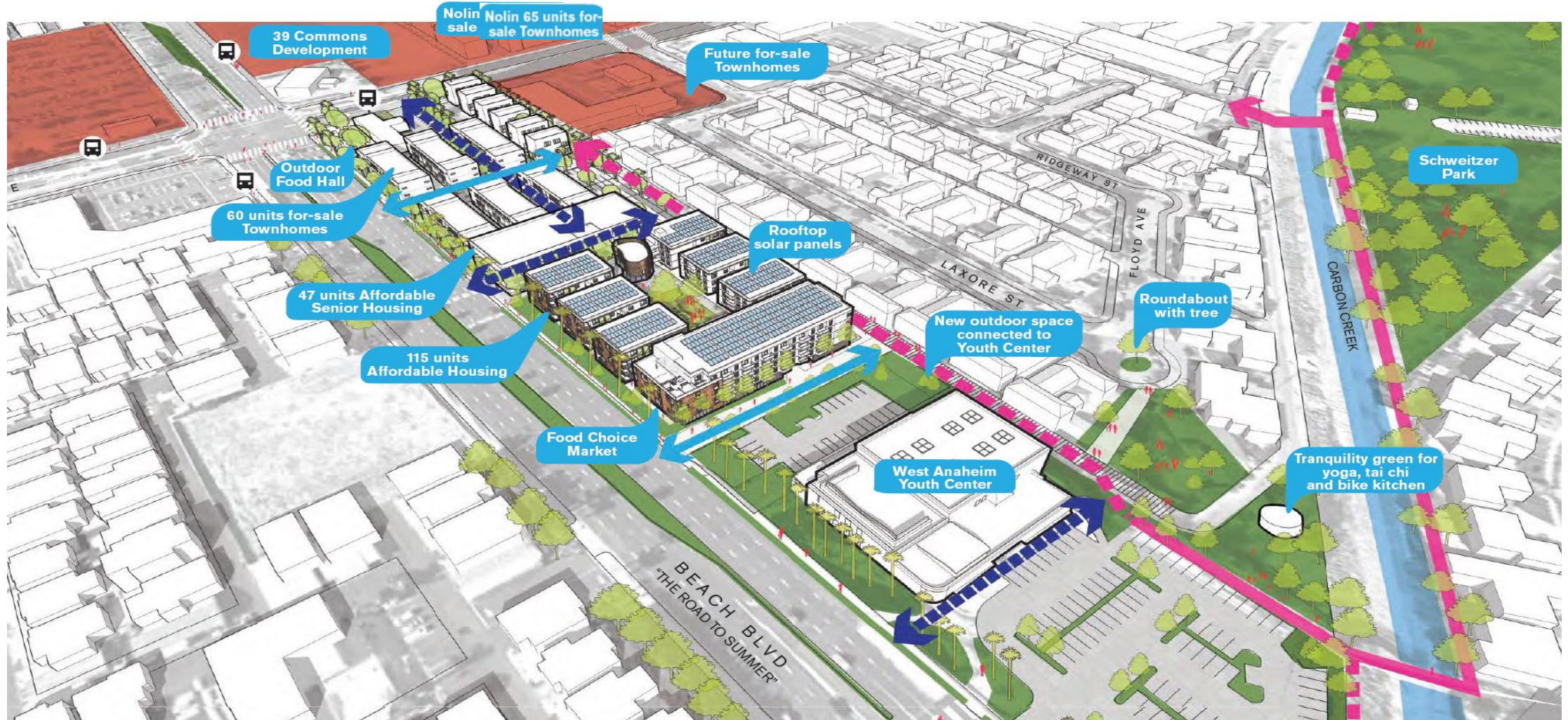




Lincoln Beach Revitalization

Housing ■ Economic Development ■ Community Hub





- West Anaheim Neighborhood
- Beach Blvd. Revitalization Priority
- Diverse LMI Community: Latino, Thai, Legacy White, other
- Former Redevelopment Sites

- ☐ Hyper-Local Community Development
- ☐ Affordable Intergenerational Rental
- ☐ For Sale Townhomes
- ☐ Adaptive Reuse of Gas Station
- ☐ Leverage Local Amenities

60 For Sale Homes by Homebuilder

- 55 For sale, market rate townhomes
- 5 Moderate-income townhomes for entry-level homebuyers

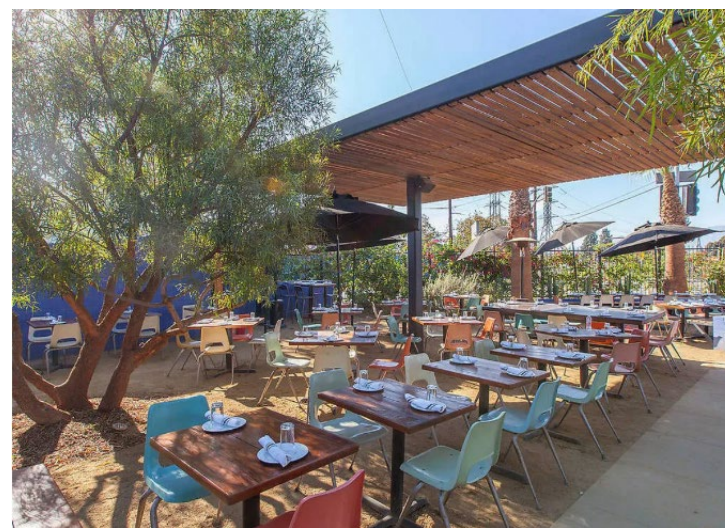
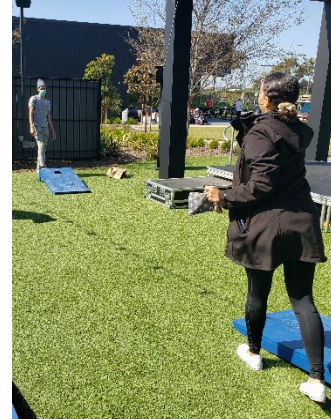
47 Affordable Rental Homes by IHO

- 37 Low-Income Senior Apartments
- 9 Transition-Age Youth Apartments
- 1 On-Site Property Manager



Launch Pad Community Hub

Adaptive reuse of gas station to create a social enterprise with anchor and microbusinesses + gathering space



Keys to Success



Strong City Engagement

City of Anaheim
Anaheim Housing Authority



Collaborative Partners

Brandywine Homes
Studio One Eleven
Cielo



Perseverance

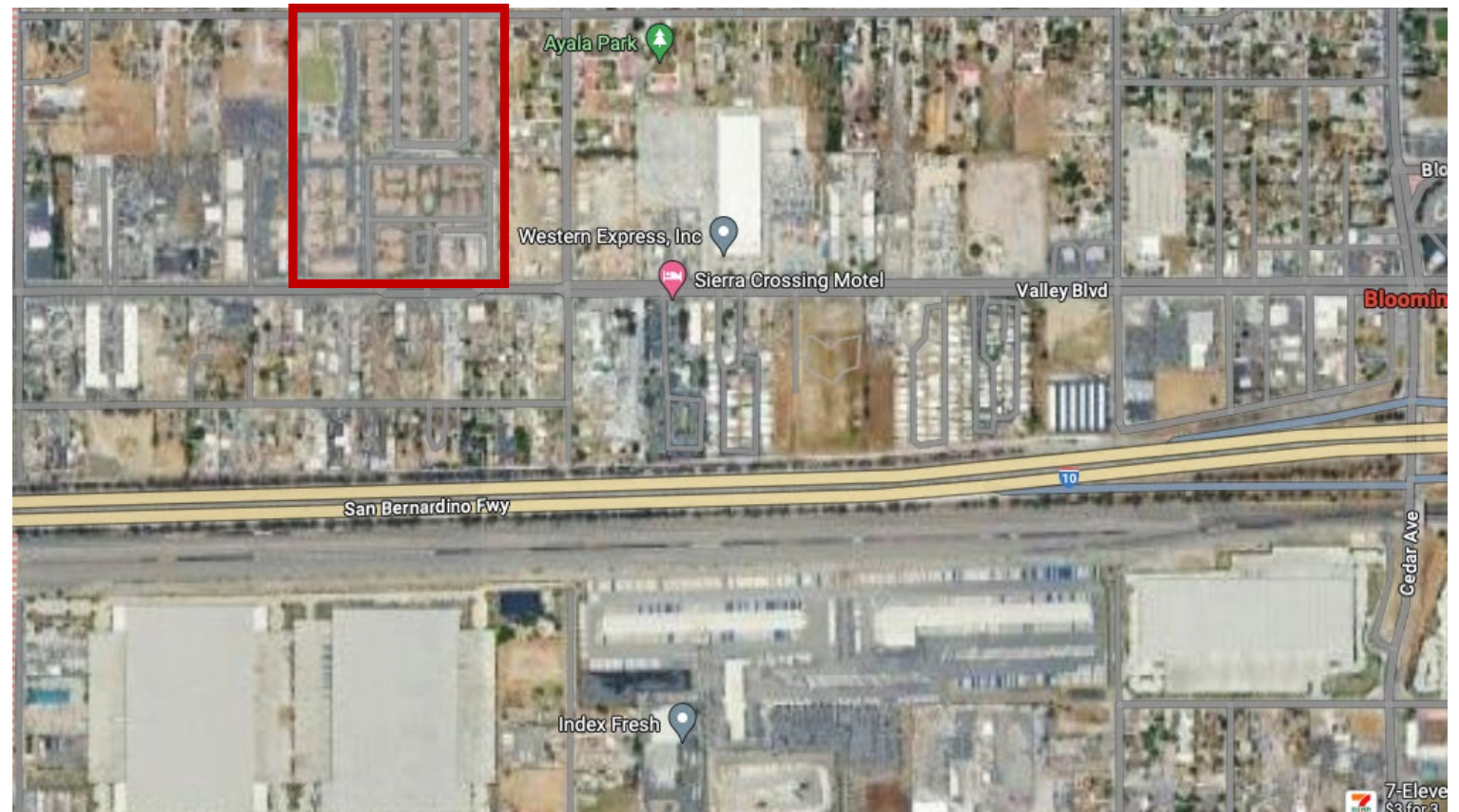
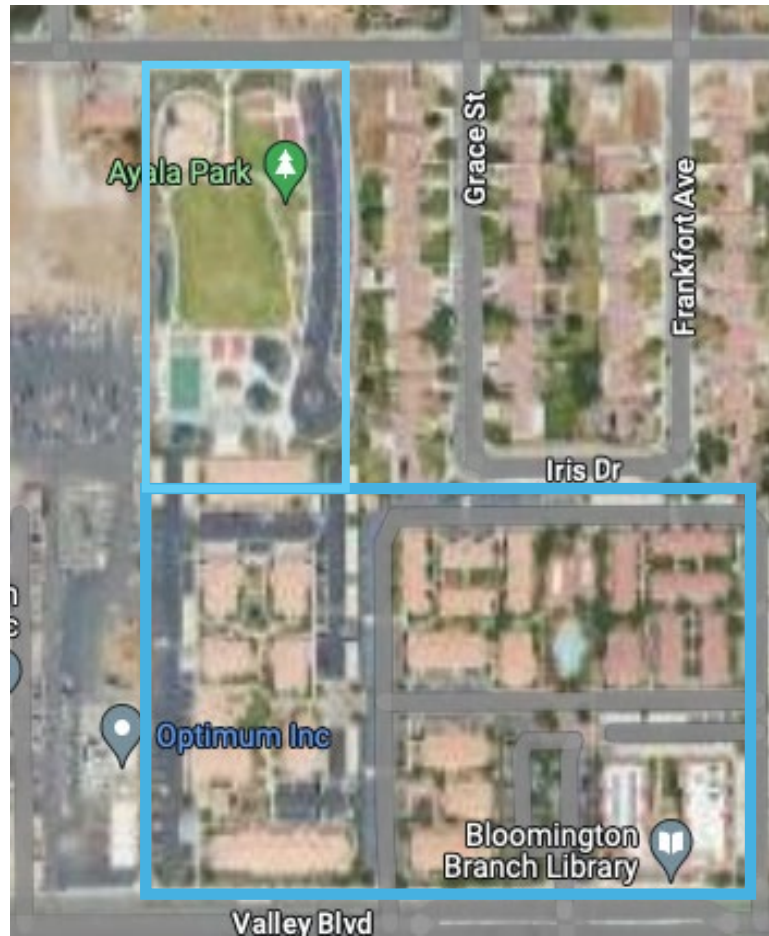
Site assemblage
Funding challenges
Brownfield cleanup

The Nexus:

Achieving Economic Development Through Housing



Bloomington



Bloomington – Community Revitalization Through Housing

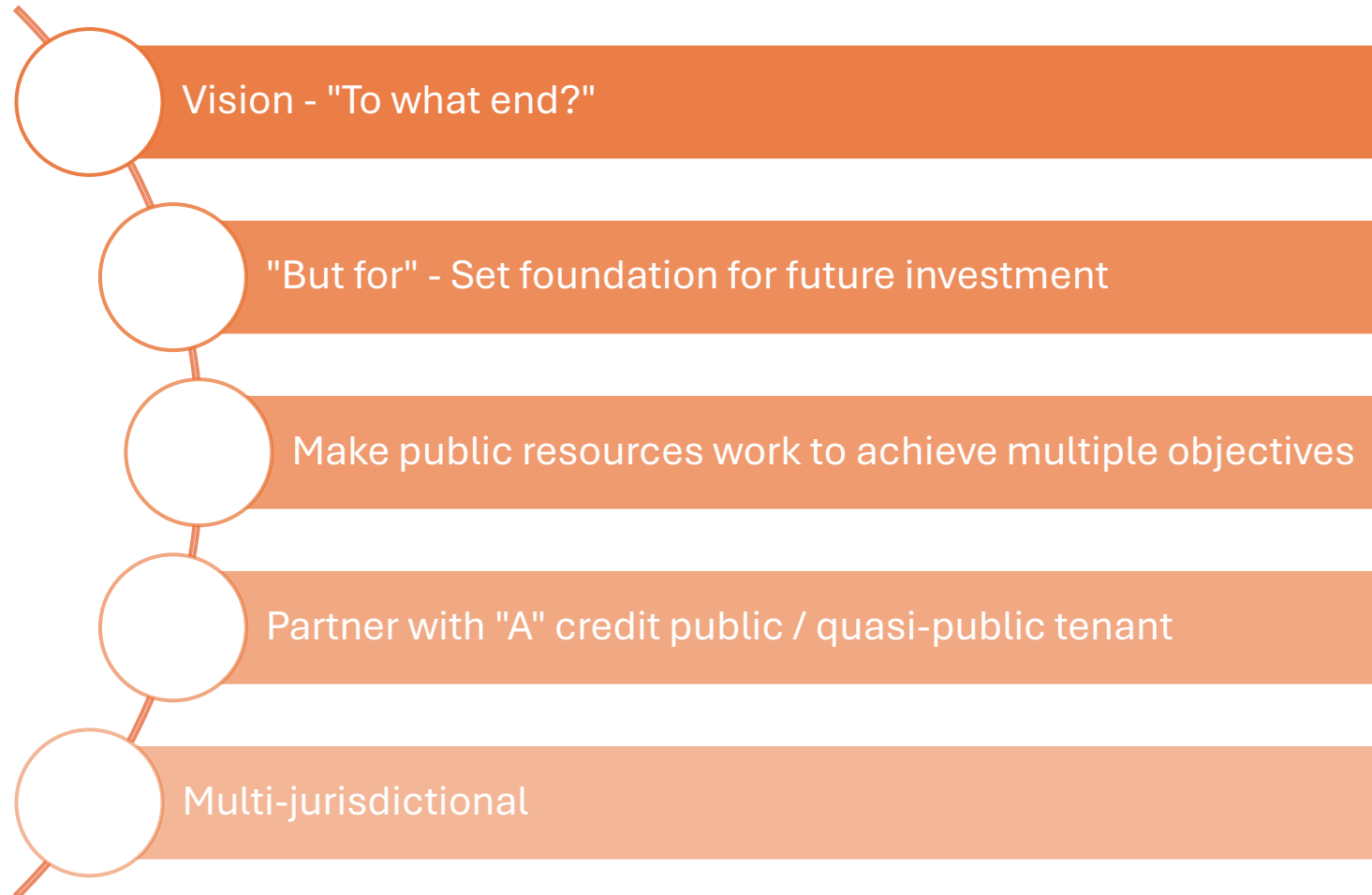
- Created specific plan and program EIR
- Used public facility to anchor revitalization efforts
- Vertically integrated housing and a library



Ayala Park / Bloomington Grove III – Leveraging Unconventional Resources



Reflection



Implementation Strategies

Moderated Panel Discussion



What are some key collaborations/partnerships that were a catalyst for a project that you were working on?



How can local jurisdictions partner with developers to achieve common community development goals?



What are some ways that a local jurisdiction without a lot of funding can ensure community revitalization?



Questions & Answers



Thank you for joining us!



Tara Matthews



Dena Fuentes



Rochelle Mills



Rebecca Louie

