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**INTEGRAL COMMUNITIES BREAKS GROUND ON PALOMAR HEIGHTS,**

**A NEW 510-HOME URBAN LIFESTYLE COMMUNITY IN SAN DIEGO COUNTY**

***The developer’s next residential community in Escondido, Calif.,***

***will help revitalize historic downtown and expand the city’s tax base***

**ESCONDIDO, Calif. (August 6, 2021) –** [Integral Communities](http://integralcommunities.com/) today announced the official groundbreaking for [**Palomar Heights**](https://www.palomarheights.com/), a new 510-unit urban lifestyle community located at the eastern gateway of Escondido’s historic downtown. The vibrant new community will replace the decommissioned Palomar Health Hospital downtown campus. Palomar Heights will avail 258 multifamily rental residences, 162 for-sale townhomes and 90 age-targeted apartments upon completion. Construction of the state-of-the-art, eco-friendly community, anchored by a 75-foot landmark commercial building centered on Grand Avenue featuring a restaurant and sky lounge with 360-degree views of the city, begins this week with the demolition of the hospital structures.

A walkable, thriving mixed-use community, Palomar Heights will continue to enrich the downtown businesses and Palomar Heights marquee Icon Tower will visually draw shopping and dining to the east end of Grand Avenue. Residents and visitors will have access to the farmers market, sky lounge restaurant, and rooftop bar with panoramic views of city lights and the entire Escondido Valley.

“Palomar Heights will deliver a variety of housing types to meet the needs of a diverse population and bring new residents and liveliness to downtown Escondido,” said Lance Waite, principal of Integral Communities. “Aside from our new transit-oriented community, Rowan Apartments, which is located on the west end, there has been virtually no new housing built in the surrounding area for more than 15 years. We are replacing a site that has sat nearly vacant for more than half a decade with a vibrant mix of housing and commercial offerings that will benefit not only residents, but surrounding businesses and the city.”

In addition to providing much-needed housing in a tight regional market, Palomar Heights will serve as an economic multiplier with the 500-plus new households introduced in the heart of downtown. The welcome infusion of activity plus commercial and residential real estate will increase consumer patronage for existing businesses, while also providing job creation and property tax revenue.

***-more-***

Studies show that Palomar Heights will generate nearly $800,000 in annual General Fund revenue for the city of Escondido. This provides an overall surplus – net of city costs – of more than $250,000 annually to be treated as General Fund revenue for the city. The project will cover the cost of all existing city services such as police and fire while also improving existing infrastructure and paying impact fees. Increased consumer demand downtown will, in turn, necessitate a greater supply of jobs to meet it.

“Palomar Heights is going to be a great start to the rebirth of Grand Avenue, which is so desperately needed,” said Jill Reilly, owner of Cute Cakes Bakery & Café in downtown Escondido. “It will not only utilize that central landmark spot anchoring one end of our main street, it will also bring new residents to enjoy, shop in and take pride in our city. You get more feet on the street and all businesses will benefit. I love that we’re going to have more people living at one end of our historic Grand Avenue.”

One of the most anticipated structures of Palomar Heights is the landmark Icon Tower which will be centered on Grand Avenue. Rising to 75’ in height, the tower will be visible from across the valley. The four-story building will feature a sky lounge restaurant and a rooftop bar with 360-degree views, as well as a retail farmers market, collaborative work spaces, and state-of-the-art gym. Across the street on Grand Avenue, another cornerstone building will feature a breakfast café and secret garden.

Designed by [SummA Architecture](https://summarch.com/), architect for several successful and sustainable mixed-use neighborhoods in Southern California, Palomar Heights will feature contemporary architecture with a modern art deco design style that pays homage to the historic architectural values of downtown Escondido, such as those incorporated at Escondido City Hall. Originally the site of city hall and Hotel Escondido, this landmark project will create a timeless sense of place for residents of all ages that seamlessly integrates with the surrounding community. “The project is designed to be an urban village within walking distance to downtown,” said Damian Taitano, principal at SummA Architecture. “The original city hall, with its art deco-like design, was the first building on site to be replaced by the hospital. We used key architectural elements from the original buildings to design Palomar Heights’ iconic tower as an homage to the site’s legacy.”

The urban core community will also offer a variety of lifestyle recreation amenities, including a resort-style pool, a splash pad with a wide range of water-play options surrounded by lounge-style seating, a BBQ lookout and lounge area, gym facility, a dog park, and a public art installation to beautify the eastern gateway into historic downtown Escondido. Plazas featuring local artist pieces will be located on the east and west corners of Grand Avenue and at the intersection of Valley Parkway and Valley Boulevard, helping to elevate community identity, boost community pride and enrich the experience for both residents and visitors. The local artists will be chosen in the fall.

“The only thing that’s really missing from downtown is a major housing project because of existing high demand,” said Melissa Walker, owner and director of Distinction Gallery, located a block and a half from the Palomar Heights site. “This project will be phenomenal because it’s going to be the final link needed to create the scenario where people live, work, shop and play downtown. That’s something so many of us business owners have been talking about and desiring for many years.”

**About Integral Communities**

Integral Communities is a privately held diversified real estate development company led by veteran principals with long distinguished backgrounds in the real estate business going back more than 50 years. With a focus on innovative strategy, creative design, and proven expertise, Integral works for the betterment of communities in which they work by creating new opportunities from underutilized or undeveloped parcels of land through value-added planning. They have successfully re-entitled, re-positioned, and value engineered a wide and varied array of large-scale development projects. The company’s portfolio includes a myriad of apartment communities, mixed-use developments, and master-planned communities throughout California. Integral is headquartered in Newport Beach, California, with regional offices in Encinitas and Danville, California. [www.integralcommunities.com](http://www.integralcommunities.com).

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