Measure W: In the News

SACRAMENTO BEE ↗ July 30, 2026

Yes on Measure W campaign launches for 1,250-home Willowgrove project in Davis

Developers estimate the project would add more than $1.2 billion to Davis' property tax roll. The development also would include $11 million in traffic improvements along the Mace Boulevard corridor, East Covell Boulevard and the Interstate 80 interchanges. An element of the proposal that led many to advocate for City Council approval was a 17-acre community park featuring a playground, indoor gym, lighted sports fields, pickleball courts and a dog park. Developers pledged more than $21 million to create the park.

Several speakers, including some as young as 10, told the City Council that the illuminated sports fields were needed for Davis' young athletes.

> *The Willowgrove project is almost unparalleled in terms of its quality. This is such an incredible moment for our community, this is the moment to get this project across the finish line.*
>
> **— Yolo County Supervisor Lucas Frerichs**

DAVIS ENTERPRISE ↗ July 30, 2026

Willowgrove launches Measure W campaign

In addition, the project includes a community park, mini park, neighborhood retail site, greenbelts, urban agricultural transition area, recreational facilities and associated on-site roadway improvements and off-site improvements. Recreational facilities proposed include a tournament-grade gym, lighted soccer and softball fields and pickleball courts.

The $21 million park and recreation complex will be fully developer-funded. Over 70 acres of open space, parks and trails are proposed.

> *I love Davis and this project is a promise to those who trusted us with their ideas and their hopes for this town. I'm deeply grateful to the City Council, city staff and every resident who pushed us to get this right. Willowgrove is designed for Davis, by Davis and we look forward to earning the trust of every voter by sharing this vision before they can vote to make it real.*
>
> **— James Koppert, Owner**

DAVIS VANGUARD ↗ July 30, 2026

Measure W Campaign Launches, Proposing 1,250 Homes Amid Davis Housing Shortage

According to campaign organizers, the project includes 1,250 homes, with 43 percent designated as affordable or attainable housing. That includes 250 deed-restricted affordable units and 288 “attainable by design” townhomes intended for first-time homebuyers. The proposal also includes a $21 million park and recreation complex, more than 70 acres of open space, parks and trails, and $11 million in traffic improvements that would be fully funded by the developer. Campaign materials also project the development would generate a $5 million fiscal surplus for the city over its first 15 years.

The campaign launch drew elected officials, school leaders and community members. According to the campaign, speakers included Davis Mayor Donna Neville, DJUSD Board President Hiram Jackson, Yolo County Supervisor Lucas Frerichs, disability-community advocate Beth Foraker and community leader Judy Ennis, who discussed the project’s potential impact on housing, schools, regional housing needs and inclusion.

> *“Willowgrove has become the most meaningful work of my career. Over four years and more than 70 public meetings, I sat in rooms with parents, teachers, and neighbors who cared enough to keep showing up, and I watched this project grow better at each step because of them.*
>
> **— James Koppert, Owner**

DAVIS VANGUARD ↗ July 26, 2026

Measure W Campaign Begins in Different Political Climate as No Ballot Opposition Is Filed

According to the City Attorney’s analysis, the project includes roadway improvements along East Covell Boulevard, Alhambra Drive and the project frontage, along with fair-share funding for improvements at both the Mace Boulevard/Interstate 80 and West Covell Boulevard/State Route 113 interchanges.

The development would also construct more than three miles of new bicycle and pedestrian trails connecting to existing pathways, including the East Covell Boulevard undercrossing at the southwest corner of the site.

The City Attorney’s analysis confirms that all residences would be all-electric with no natural gas connections, would be capable of supporting electric vehicle charging and that at least 2,500 trees would be planted throughout the project and surrounding buffer areas.

The project also includes at least 44 acres of urban agriculture transition area intended to provide a buffer between the new neighborhood and surrounding farmland while satisfying the city’s agricultural mitigation requirements.

> *Davis needs housing that our young families, teachers, local workforce, downsizing residents, and next generation can afford. Willowgrove provides 1,250 homes, including 20% permanently affordable homes built without taxpayer subsidies and 23% attainable townhomes supported by developer-funded homeownership assistance. At least 20 affordable homes are reserved for adults with intellectual and developmental disabilities.*
>
> **— Yes on Measure W Ballot Statement**

DAVIS VANGUARD ↗ May 6, 2026

Davis City Council Approves Willowgrove Housing Proposal for 2026 Ballot

Councilmember Bapu Vaitla focused on specific policy gains embedded in the proposal, particularly around affordability and equity. He described the project as helping to establish "procedures and expectations" for future developments, especially regarding affordable housing commitments.

"The equity piece on girls sports is huge," Vaitla said, referencing planned recreational facilities designed to address disparities in access. He also praised the inclusion of housing for individuals with intellectual and developmental disabilities, calling the expansion of those units a significant achievement.

Councilmember Linda Deos emphasized accountability, noting that past debates in Davis have often centered on whether developers follow through on commitments. "Over the many years, it's always been, well, how do we hold developers accountable?" Deos said. "Well, we've made giant strides in making that happen with the last project and this project."

> *I want new young families to have the same opportunities that we had, and I think the Willowgrove Project is a fantastic addition to our community.*
>
> **— DJUSD School Board Member Joe DiNunzio**

DAVIS ENTERPRISE ↗ May 6, 2026

Council commends Willowgrove project during workshop

Transportation elements of the project will include improvements for project-related effects and cumulative conditions, as well as additional improvements, such as a sidewalk connection and new crossing to Harper Junior High School.

Since the Planning Commission meeting, Willowgrove officials have agreed to a $1.8 million contribution to the city's Affordable Housing Trust Fund for 20 homeownership opportunities in its townhomes/condos.

All council members praised the Willowgrove team and its efforts to respond to every one of the city's requests in good faith during negotiations.

> *“(the Willowgrove team) made every effort to go as far as they could to get to yes for us.”*
>
> **— Davis Vice Mayor Gloria Partida**

ABRIDGED ↗ May 6, 2026

Another housing development is moving along in Davis. It will go to voters

The details of the Willowgrove project have been ironed out over years of negotiation between the city and the developer, Davis Eastside.

“It’s been four or five years in the making,” said city planner Eric Lee.

Part of that process included public outreach and review by six city commissions.

The result is a project that includes green space, recreational facilities and hundreds of units of affordable housing, 250 of which will be built in a single phase without city loans or grants.

“This is a great affordable housing plan,” said councilmember Bapu Vaitla.

> *Families want the chance to be in Davis. We need to give it to them. This will help make Davis more affordable and bring new families to town.*
>
> **— Davis parent Eugene Rubin**
>
> *When we build thoughtfully planned communities, families come.*
>
> **— Davis parent Katie Dooley-Hedrick**

DAVIS VANGUARD ↗ April 22, 2026

Affordable Housing Commitments Praised in Davis Council’s Willowgrove Review

Mayor Donna Neville praised the applicant team for community engagement and said residents had repeatedly told her the developers had listened to public input. “That is what makes development projects work, is listening to the community because that’s what it is about,” Neville said.

As the meeting concluded, councilmembers largely signaled support for the negotiated package while requesting additional technical details before the project advances further. The discussion suggested broad appreciation for the affordable housing commitments and public benefits, even as questions remain about transportation design and how future amenities should be implemented.

> *That is what makes development projects work, is listening to the community because that's what it is about....I'm just a huge fan of the housing for individuals with developmental disabilities. It's a huge need in our community.*
>
> **— Davis Mayor Donna Neville**