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Custom-home subdivision under way in Gilbert

By David van den Berg
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Arizona's first female licensed general contractor has started work on a custom home subdivision in Gilbert.

Trudy Licano, owner of Custom Homes by Via LLC, will move her husband and two children into one of the 10 houses planned at the Enclave-Via Bella at the northeastern corner of Higley Road and Houston Avenue near Banner Gateway Medical Center.

"The area is just so good I couldn't pass it up," Licano said.

Houses in the development will start at about 5,000 square feet and \$1.5 million.

They will be on private cul de sac lots that average about 38,000 square feet and will have north-south exposure.

Homebuyers in that price range aren't affected by the slow economy, Licano said.

Sales are expected to start in August and Licano plans to have the 10 houses sold by year's end.

"It really is different for the group that comes into something like this," she said.

The development will include a chil-



DAVID VAN DEN BERG/THE REPUBLIC

Trudy Licano, owner of Custom Homes by Via LLC, will move her husband and two children into one of the 10 houses planned at the Enclave-Via Bella.

children's play area and a putting green.

The Enclave Via Bella is the second custom home subdivision Custom

Homes by Via has built in Gilbert. Most of the houses Via builds are in developments it does not own.

“The area is just so good I couldn't pass it up.”

Trudy Licano
owner of Custom Homes by Via LLC

Licano started Via Homes, now the marketing firm for Custom Homes by Via, in 1984, and started building custom homes in 1987. She said she felt her talents lay there and found building production homes unsatisfying.

"It's like ordering off a menu," she said.

Licano started her career in marketing with a homebuilder, but gravitated toward home design and construction.

When she started out on her own, Licano said sub-contractors and other people she dealt with were surprised to be working with a woman. But making payments and following through on commitments helped her build relationships.

"It didn't take long to be accepted," she said.

The logo for Via Homes features the word "Via" in a large, elegant, cursive script font. To the left of "Via" is a stylized graphic consisting of overlapping geometric shapes, possibly representing a house or a window. To the right of "Via" is the word "HOMES" in a smaller, clean, sans-serif, all-caps font.