

April 17, 2026

Mayor and City Council  
City Manager and Planning Staff  
City of Escondido  
**Via Email**



**RE: Request for Reconsideration of April 15, 2026 Approval of GPA processing for Incompatible Land Use Change for Meyers Ave. Residential Project.**

Dear Mayor, Council, City Manager, and Planning Staff,

We wanted to follow-up on the vote on April 15, 2026 to allow processing of a General Plan Amendment to allow a residential project in an industrial zone. First, thank you to Mayor White and Councilmember Martinez for voting against processing this ill-advised project.

There are reasons for zoning and general plans and putting the right land uses in the right place is key among them. Putting people in an area surrounded on three sides by industrial businesses is a loser- for the people, for the businesses, and for the developer.

We do not understand why a Council majority would support wasting staff resources and developer money and energy on pursuing this.

There is so much already known and proven about the impact on human health from industrial emissions such as chrome plating and welding gases. In fact, the California Air Resource Board [recommends](#) at least a **1,000 ft buffer** between chrome plating operations (Table 1.1 attached) and homes. In this case, the housing will be an estimated 400-500 feet from the plating and welding operations. Other manufacturing operations are also close by. This is a completely unacceptable location for homes.

## Proximity of Chrome Plating and Welding Gas Businesses to proposed residential project



It is irrelevant to point to the San Marcos residents living on the west side of this site as justification for this project. Because mistakes were made in the past does not mean we should replicate them. By now, we should know better.

While we understand this vote was only a direction to proceed to process the application, it sends a message to the developer to 'go ahead, spend a lot of money processing this idea'. This is no service to him. Staff will have to spend precious time looking at this, analyzing this, processing this--staff time that will be lost to other projects we need.

It is frustrating to hear last week that staff resources are too limited to spend money the city has held for nine years on helping the many people in the city struggling with rent, but somehow, we have the staff bandwidth for this.

**Deputy Mayor Garcia and Councilmembers Garcia and Fitzgerald your vote sent a message that this project might be OK. It is not. It should not be pursued. The site is in an unhealthful location for housing.**

Please reconsider this item and help the landowner investigate other less dangerous projects there. Help him with an RFP for an acceptable project if he needs it.

This mistake has been made before resulting in documented impacts on human health (including elevated cancer risk)<sup>1</sup>, closure of businesses, and great expense. It is unacceptable here.

Please let us know what you decide to do and thank you for your consideration,

*Escondido Neighbors United*

*Laura Hunter*

*Joanne Tenney*

*Pamela Heatherington*

*Ron Forster*

*Christine Nava*

*Kate Barba*

*Angela Spucces*

*Phil Lauder*

*Tracey and Frank Chiricosta*

*Tina Iki*

*Michele Schmalvogt*

*Gregg Oliver*

*Brenda and Dan Townsend*

*Pam Albergo*

*Darlene Simpson*

*Carolina Pazmino*

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<sup>1</sup>[Air Quality and Land Use Handbook: A Community Health Perspective](#), Page 24