



August 25, 2026

Mayor and City Council, City of Escondido
City Manager Sean McGlynn, City of Escondido
Development Services Director Kevin Snyder, City of Escondido
Mr. Jason Greminger, CCI, Representative of Storm Properties
Mr. Jonathan Frankel, Rincon Homes
Executive Officer Paula Forbis, Air Pollution Control District

Via Email

RE: Coalition Statement of Opposition to Approval of General Plan Amendment processing for Incompatible Land Use Changes and Requests for Action.

Dear Mayor White, Members of the Escondido City Council, Mr. McGlynn, Mr. Snyder, Mr. Greminger, Mr. Frankel, and Ms. Forbis,

The undersigned organizations, Escondido Neighbors United, Industrial Environmental Association, Sierra Club North County Group, and Escondido Neighbors for Solutions, wish to communicate reasons for our collective opposition to the proposed General Plan Amendments which intensify incompatible land uses including Meyers Ave residential project (PL26-0038) and Hill Valley residential upzone (Resolution 2026-101).

Further, we wish to recommend actions that should be taken now to avoid significant conflicts and costs to all parties in the future. We are urging all parties to reverse course on these project proposals which will result in an impact on or direct loss of industrial land and an unacceptable increase of health risks to new residents by exacerbating incompatible land uses in the city of Escondido.

There are good reasons for zoning and general plans and designating compatible land uses in the right place is key among them. Putting people in an area surrounded on three sides by or on the fenceline of industrial uses is completely inconsistent with rational norms of land use planning. The goal of planning should be to protect human health and the environment and support business and industry in the city. The opposite is occurring here. These projects will have negative impacts for the residents, the industrial businesses, and for the developer. We are calling on all parties to take another look and consider the health and economic impacts of these projects.

While we understand that this is early in the process for both of these projects, we are writing now out of all due consideration to the proponents and the city so that those

entities may make more informed decisions. We are asking all parties to recognize the incompatibility and risks to public health that would occur from locating a residential development so close to existing industrial operations.

Further, we ask that both the City and developers change plans in order for both parties to avoid spending millions of dollars and hundreds of hours of staff time and resources on projects of such a conflicting nature. Project Manager Greminger's Consultants Collaborative (CCI) [website](#) states, *We Build Consensus for Clients on the Most Difficult Part of Their Entitlement Experience*. We respectfully submit that there can be no consensus for a land use change which so obviously threatens public health. Such projects would be unconscionable.

Rationale

Some of the reasons for our requests to reverse course are:

A. Projects represent unacceptable land-use planning

There is so much already known about the impact on human health from industrial emissions such as chrome plating and welding gases. Health risks from these kinds of operations are well known and, in other areas of the County, we have gone to great lengths to separate industrial uses from residences. Well documented health risks include respiratory, cancer, noise, fire and explosion, and other impacts. Location of housing near plating shops is especially known to pose several serious concerns that make them incompatible with residential areas. (See attachment) The California Air Resources Board [recommends](#) 1,000 foot buffer between plating and homes, this project would locate homes within 500-600 feet. In short, this is a completely unacceptable location for homes.

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



Proximity of proposed Hill Valley multi-family housing project to Industrial uses



B. Meyers Avenue and Hill Valley projects result in direct and indirect unacceptable loss of zoned Light Industrial Land.

In rapidly growing San Diego County, zoned industrial is in high-demand and increasingly rare. This project would result in a net-loss of industrial zoned land and negatively impact local economy. The push for more housing in San Diego County is a top priority for all 18 cities. However, it is also a top priority to preserve lands designated for industrial use in order to ensure there is a place for the jobs and opportunities for local people. That is why IEA and others have worked hard to preserve industrial zoned lands in each City, and why many cities in San Diego share that same commitment in their zoning codes.

C. Projects unacceptably encroach on existing industrial uses.

Local industry and businesses need to operate in a safe and appropriately zoned location to succeed. The introduction of homes on the fenceline or into a mix of industrial operations will result in negative impacts to how they can operate and create untenable liability for the businesses and the city. We are aware of the costs and risks of private development which is why we have made every effort to raise concerns at the first sign of development proposals like this one and minimize process costs to the developer and the city.

D. These problems could be avoided through effective land use policies.

The conflicts could be avoided if the city took a different planning perspective. Instead of the current project-by-project approach, the city could adopt planning policies that avoid these impacts altogether by committing to and codifying the separation of incompatible land uses in planning documents and procedures. That would allow the City to protect public health and preserve Industrial Zoned property and businesses through the

establishment of acceptable distance separations. It would help the City avoid creating **new** impacted environmental justice neighborhoods.

Requests for Action.

Escondido Neighbors United, Industrial Environmental Association, Sierra Club North County Group, and Escondido Neighbors for Solutions make the following requests for action.

1. We respectfully request that the proponents of the Meyers Avenue GPA **withdraw** the project and avoid wasting time and money when the conflicts are so clear. We would support the developers and City's efforts to identify other appropriate options for the site which respect the current zoning and the location.
2. We respectfully request that the proponents of the Hill Valley **withdraw** its residential upzone and pursue a compatible project or delay further consideration until an effective separation policy is in place.
3. We request that the Air Pollution Control District provide the City and the developers with a memo and a workshop on the problems and the science behind impacts to human and environmental health from incompatible land uses such as those described previously. It should include the science behind the effectiveness of separation as a strategy. These actions would allow all parties to have a collective basis for understanding of this issue.
4. We ask the business development staff at the city to help proponents identify uses consistent with the zoning and which consider the constraints of these locations such as adjacency to existing housing and topography.
5. As the city is developing multiple General Plan Amendments, we request that amendments to relevant Environmental Justice and Economic Development Policies be pursued to codify the separation of incompatible land uses into planning procedures. For example, adopt a policy such as ***Avoid incompatible land uses through adopting policies and implementing ordinances which establish adequate distance buffers to separate sensitive uses and industrial zones.***

Conclusion

Those of us who have worked in the County for many years have seen the unfortunate results of incompatible co-location. The resulting increased health risks, negative impact to businesses, sometimes resulting in closure of businesses, and great expense to all parties should be avoided. Ending the practice of allowing incompatible land uses is the proper step here.

Please contact us for more information. Laura Hunter LauraHunter744@gmail.com or Jack Monger at Jack.Monger@ieasd.org

Thank you for your consideration of these requests.

Sincerely,

Laura Hunter, Escondido Neighbors United
Jack Monger, San Diego Industrial Environmental Association
Phil Lauder, Sierra Club North County Group
Lisa Richards, Escondido Neighbors for Solutions

Attch:

Analysis of Distances between industrial use and housing location Meyers Ave.
Summary of Potential Health Risks from Planting Operations

Businesses nearby to Proposed Rezone of Storm Property on Meyers Ave.	Distance to Storm Property in feet
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ADEI Drilling	Foundation contractor	
Baker Tanks	Industrial equipment supplier	1,054'
Chrome Plating USA	Chrome and zinc plating	500'
HMT USA	Electrical contractor	
Linde Welding gas	Gas and equipment supplier	600'
Lormac	Plastics and composite manufacturing	843'
RE Michel	HVAC/R wholesaler, parts and supplies	162'
Orkin	Pest Control, Exterminator	800'
Paco	General contractor, construction equipment and supplies	
Taylor Trim and Supply	Finish carpentry	131'

Summary of Potential Health Risks from Plating Operations

Air Quality

Electroplating processes release toxic fumes and aerosols containing heavy metals (chromium, nickel, cadmium, lead) and harsh chemicals like cyanide and sulfuric acid. These can drift into neighboring homes, causing respiratory problems, headaches, and long-term health issues.

Water and Soil Contamination

Plating shops generate large volumes of wastewater laden with heavy metals and cyanide compounds. Spills, leaks, or improper disposal can contaminate groundwater and soil — a serious risk to residents who may use well water or have children playing outdoors.

Noise and Vibration

Industrial equipment — tumbling barrels, ventilation systems, pumps, and compressors — operates continuously and can generate significant noise, disrupting sleep and quality of life.

Fire and Explosion Risk

Flammable solvents, hydrogen gas (a byproduct of electroplating), and reactive chemicals create real fire and explosion hazards that endanger neighboring residents.

Chemical Storage Hazards

Plating shops store large quantities of corrosive acids, cyanide salts, and other dangerous substances. An accident, fire, or flood could release these into the surrounding neighborhood.

Odor

Chemical processes produce persistent, unpleasant odors that degrade the livability of nearby homes.

Property Values

Industrial facilities with environmental and safety risks tend to suppress residential property values and deter future investment in the neighborhood.