



**Public Comments**  
**City Council Meeting**  
**August 26, 2020**

From Url: <https://www.escondido.org/public-comment.aspx>

From IP Address: 68.224.171.66

**Email** [sdrginc@cox.net](mailto:sdrginc@cox.net)

**Council Meeting Date** 8/26/2020

**Agenda #** Oral Communication

**Subject** Public Comment

**Position** No Position

**First and Last Name** Frank Giordano

**Escondido Resident** False

**Street Address** 2690 South Escondido Boulevard

**City** Escondido

**State** CA

**Zip** 92025

**Comments** Dear Honorable Mayor and City Council Members, Our project, Villa Portofino, is a small 15-unit apartment complex on South Escondido Boulevard. We initially submitted our plans in July 2018. We have been to the Design Review board twice and are now ready for final approval. In fact, if not for the impact of covid on city processing, we should have been approved by now. We were recently told that we have to agree to annex to a Service CFD before our project will be approved. This will cost our residents over \$10,000 annually and the impact on rents will lower the value of the project by about \$250,000. We are a small company and cannot absorb this kind of loss. Since we have already purchased the land and our construction costs are fixed, this impact makes our project infeasible. Given the City's need for housing and the positive effect it will have on the South Escondido Boulevard economy, we are requesting that City Council adopt a policy for the Service CFD that any residential projects that applied before to adoption of the Service CFD would be exempt from the CFD. This would be fair since we have made major contractual commitments and incurred significant expenditures. It would allow us to proceed with our project and be part of the revitalization of South Escondido Boulevard. Thank you for your consideration, Frank Giordano

A form has been submitted, click the link below to view the submission:

<https://www.escondido.org/FormWizard/ViewSubmission.aspx?mid=5168&pageid=3094&rid=574b216a-398f-456d-9440-f1b1c1b37d19>

From Url: <https://www.escondido.org/public-comment.aspx>

From IP Address: 72.199.186.170

**Email** [melissa@distinctionart.com](mailto:melissa@distinctionart.com)

**Council Meeting Date** 8/26/2020

**Agenda #** Oral Communication

**Subject** Palomar Heights

**Position** In Favor

**First and Last Name** Melissa Walker

**Escondido Resident** True

**Street Address** 317 E Grand Ave

**City** Escondido

**State** CA

**Zip** 92025

**Comments** Dear Council Members, I am very disappointed to hear about the proposed tax increases on the residents for the planned Palomar Heights project. This project has been in the works for a long 3 years and is is unfair to change the rules at this point in the plan. As a 20 year home owner in Escondido as well as a 16 business and building owner downtown I have watched many ups and downs. I have watched over 100 businesses just on Grand Ave close. John Paul Catholic University has been a huge help in boosting traffic as will The Grand. Now, we need additional housing and Palomar Heights is the ideal project. It's upscale and classy and will bring greatly needed residents, shoppers, and diners downtown. With the current economic shock wave we are all experiencing this project couldn't come at a better time. Please reconsider. The tax dollars the shoppers will bring to downtown will far exceed the proposed increase. Sincerely, Melissa

A form has been submitted, click the link below to view the submission:

<https://www.escondido.org/FormWizard/ViewSubmission.aspx?mid=5168&pageid=3094&rid=468f8433-2a6d-4a01-9885-e49f5d2cb5ee>

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From IP Address: 75.103.0.174

Email [pm@pemcor.net](mailto:pm@pemcor.net)

**Council Meeting Date** 8/26/2020

**Agenda #** Oral Communication

**Subject** Read Out Loud - Service CFD

**Position** In Opposition

**First and Last Name** Paul Mayer

**Escondido Resident** False

**Street Address** 845 15th St

**City** San Diego

**State** CA

**Zip** 92101

**Comments** Re: Service CFD - Read Out Loud Dear Honorable Mayor and City Council Members, We have been engaged with city staff on our project, Casa Mercado, located at Second Avenue and Pine Street, for over three years and made our preliminary application over a year ago. The project is to be located on an eleven-parcel land assembly, with five of the parcels being acquired from the city and two of the parcels being acquired from the Estrada family. It has gone through an intensive design process in close consultation with city staff to address the objectives of the city, and it is now ready for final approval. We were recently made aware that in May of this year a Service CFD was approved by City Council. This CFD, which only applies to new residential projects, will be a tremendous financial burden as a special tax for a number of reasons: Firstly, it is being applied to pipeline projects. In our case, this is devastating because we have spent years negotiating purchase contracts for eleven different parcels. With the possible exception of the City parcels, the prices are set and cannot be adjusted for this additional unforeseen expense. The CFO completely undermines our economics and will make it unfeasible to proceed with our project. Secondly, it disproportionately affects much needed multi-family housing, assessing a rate on apartment units that is higher than single-family homes worth twice as much. Thirdly, to offset the cost of the CFD it will be necessary for average rents to increase by \$65 per month. This puts us at a considerable competitive disadvantage with existing projects like Rowan a few blocks away and represents yet another cost barrier for Escondido residents seeking high-quality attainable housing. These impacts are contrary to State policy as expressed in the Housing Accountability Act. They are also contrary to the objective, broadly acknowledged by civic politicians throughout greater San Diego, of increasing the availability and affordability of attainable housing. As we were preparing for Planning Commission, we were advised by staff that we would be required to annex into this newly formed Service CFD as a condition precedent to proceeding to Planning Commission. We were never notified of the CFD prior to it being approved in May. There does not appear to be a City Council policy in place guiding staff on implementation of the Service CFD and there are many unanswered questions about how it is to be applied. For example, there does not appear to have been any discussion or

authorization for staff's demand that consent to the CFD be provided prior to a hearing being scheduled. Most land purchase contracts for development projects are conditional on development approvals. In these circumstances no underlying landowner is going to agree to become part of a CFO prior to close of escrow, making it impossible to arrange land acquisitions for such projects and take them through approvals. As you are aware, the national, state, and local economies have been hit hard with COVIO 19, and new projects breaking ground in the city will have a significant positive impact on the local economy and specifically on downtown merchants. Given the economic downturn and the drastic need for housing, we are requesting that City Council adopt a formal implementation policy for the Service CFO. Our policy suggestions include the following: Any residential projects that have made an application prior to adoption (April 2020) ("Pipeline Projects") would be exempt from the Service CFO in recognition of the fact that they have made major contractual commitments and incurred significant expenditures based on the tax structure in place when the projects were initiated. Projects would be conditioned on joining the CFO prior to building permit issuance, not prior to hearing. Since time is of the essence, we request that City Council consider these policies at the next scheduled City Council hearing. Sincerely,  
Second and Pine Apartments LP Paul Mayer, General Partner

A form has been submitted, click the link below to view the submission:

<https://www.escondido.org/FormWizard/ViewSubmission.aspx?mid=5168&pageid=3094&rid=6344f4ec-e1ae-4935-89b0-932d57732378>

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**Email** [eservesd@gmail.com](mailto:eservesd@gmail.com)

**Council Meeting Date** 8/26/2020

**Agenda #** 7

**Subject** READ OUT LOUD

**Position** In Favor

**First and Last Name** Ben Stone

**Escondido Resident** False

**Street Address** 6843 Fashion Hills Blvd.

**City** San Diego

**State** CA

**Zip** 92111

**Comments** Hello Honorable Mayor and Council-members, My name is Ben Stone and I am the Trails Coordinator with the San Diego Mountain Biking Association. I am a full-time employee of SDMBA a non-profit in San Diego since 1994 with a mission to improve trail access for mountain biking in San Diego County. You may know us from our work at Daley Ranch as a major contributor of volunteer work to improve trails within the Ranch. Just this last winter we provided hundreds of hours of volunteer labor and thousands of dollars of staff time. We recently saw an opportunity with the Prop 68 grant to build an amazing bike park in the City of Escondido. I am currently assisting several jurisdictions with design, procurement, maintenance plans and constructions within the County. We currently have a large scale bike park constructed in Bonita with the County of San Diego that has become incredibly popular. On a regular basis before covid-19 the park was packed with hundreds of kids, teenagers and families riding for hours. The bike park is still open with some limitations, but packed on a regular basis to capacity. I assessed a number of parks within the City of Escondido and believe Mountain View is the best candidate. Not only based on its topography, but its proximity to a high-school and middle school. I also believe the history of the grove could be integrated into the design of the bike park and some interpretation could be offered to connect the history of agriculture to the trail user. We have supplied a concept for the City of Escondido with what could be done with the site by a professional bike park designer. We have further offered a partnership to assist the City in raising funds for construction documents that could speed up the implantation of the grant and avoid a costly procurement process for the design. With our help I believe the City of Escondido could implement, and build an incredibly popular and successful bike park in the City of Escondido. Thank you and feel free to contact me with any questions.

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From IP Address: 64.154.89.48

**Email** [edgrangetto@gmail.com](mailto:edgrangetto@gmail.com)

**Council Meeting Date** 8/26/2020

**Agenda #** Item # 7

**Subject** Mountain View Park Development Update

**Position** In Favor

**First and Last Name** Edward Grangetto

**Escondido Resident** False

**Street Address** 2601 Mountain View Dr.

**City** Escondido

**State** CA

**Zip** 92027

**Comments** Honorable Mayor and Council Members, To have a large open agricultural tract of land in an urban area is a remarkable resource and opportunity for the City of Escondido and the neighborhood. The benefits of using this limited natural space with an agricultural foundation, makes for a holistic living income producing asset, that may include hiking trails, demonstration gardens, water features, historical exhibits of Escondido's Ag. Heritage, etc. Escondido's Agricultural Recycled Water Program is a natural compliment for this type of concept. The ability for Escondido to re purpose its wastewater via sales to farmers, frees up potable water for our community and is a true "green alternative" to California drought conditions. This Mountain View Ag. Preserve is a perfect showcase for the forward thinking of our City Leaders as is the historical recycled water effort in our region. Having an agricultural component adjacent to Mountain View Park would be reminiscent of the old European Countryside that is so beloved. A vineyard is also representative of the wine grape industry which is part of the Escondido Heritage, such as the Grape Day Festival and Parade, which were a celebration of the grape harvest. Agriculture also offers a variety of other assets such as a buffer for wild fire, air quality improvement, carbon sequestration, local species habitat and landscape that will continue to grow and improve our neighborhood quality of life. Let's get this project moving as soon as possible before the weeds grow back! We are reminded everyday about the value of open space and impact of local food on our physical and mental well being. This type of opportunity only comes once in a lifetime! Don't waste it on more asphalt, concrete and a bike track that will only appeal to a select group. We support Option 1 for walking paths and a Vineyard. Thank you. Eddie Grangetto

A form has been submitted, click the link below to view the submission:

<https://www.escondido.org/FormWizard/ViewSubmission.aspx?mid=5168&pageid=3094&rid=9a9a56c1-0d45-426e-b5ed-1eb66f903cd9>

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Email [effenbergers@cox.net](mailto:effenbergers@cox.net)

**Council Meeting Date** 8/26/2020

**Agenda #** 7

**Subject** Read Out Loud

**Position** In Favor

**First and Last Name** Michael Effenberger

**Escondido Resident** True

**Street Address** 2347 Mountain View Dr.

**City** Escondido

**State** Ca

**Zip** 92027

**Comments** To the Escondido City Council and honorable Mayor Paul McNamara, We are proposing to rebuild the historic Field house at Mountain View Park and add a vineyard and walking path on the former Rope citrus grove property. The Field House would become a museum honoring Escondido's agricultural past, with community citrus, gardens and an event space. The former grove along Mountain View Dr. would be planted with a working vineyard reflecting our prominent grape growing history. Our intent is to create a community asset and offer educational tie-ins to Palomar college and local high school FFA programs. Sustainable and organic farming, soil building, composting, owl boxes and hawk perches would highlight field trips and learning opportunities. We'd also offer Master Gardener classes for city residents. A recent neighborhood survey of over 100 participants strongly supported our proposed project to include the vineyard and walking path. The walking path around the vineyard would lead to a viewpoint and small picnic spot for all to enjoy. The current topography and underlying granite make for an ideal vineyard site. Gold Medal winning wines are made from grapes grown across the street. No major grading would be necessary. Grapes from the vineyard would be used to make Escondido wines that would be available to sample and purchase in a tasting area at the Field house. A portion of the proceeds would go to the upkeep of the property. The winery would operate under the San Diego's small boutique winery designation with very limited hours. Maintenance of the vineyard would be funded by wine sales. We are prepared to obtain all necessary permitting from State and Federal agencies for tasting area operations. If the council is in favor of moving forward, we will develop a detailed plan and begin actively soliciting donations from the community and business to fund the project. With a phased in approach, we could begin planting the vineyard this spring while details on the Field House restoration are worked out. We believe this project will benefit the property values and quality of life in our neighborhood and be enjoyed by all Escondido residents regardless of age. Like Daley Ranch, our water reclamation project, Queen Califia's Magic Circle and Stone Brewing, we hope to add it to the long list of Escondido's innovative success stories. Thank you. Cindy Linder Mike & Roberta Effenberger

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**Email** [firecontained@gmail.com](mailto:firecontained@gmail.com)

**Council Meeting Date** 8/26/2020

**Agenda #** 7

**Subject** Mountain View Park Development Update

**Position** In Favor

**First and Last Name** Scott Hansen

**Escondido Resident** False

**Street Address** 3345 Seacrest Dr

**City** Carlsbad

**State** CA

**Zip** 92008

**Comments** Honorable Council, As an outdoor enthusiast I'm thrilled to see our community members enjoying outdoor pursuits in numbers never before experienced. Tonight you have the opportunity to provide direction to city staff for recreational improvements at Mountain View Park. I respectfully request that you support the creation of bike skills park and not a winery. When presented with a choice to support the community by providing outdoor amenities inclusive for all age groups or to provide a winery that promotes negative public health impacts such as alcoholism and is an activity that specifically excludes those under 21 years of age the decision seems obvious. Bike skills parks have seen an amazing influx of riders of all ages and abilities coming together to enjoy a healthful sport in an outdoor setting. Please support a venue that promotes healthful living and outdoor pursuits rather than a venue that promotes and sells alcohol.

A form has been submitted, click the link below to view the submission:

<https://www.escondido.org/FormWizard/ViewSubmission.aspx?mid=5168&pageid=3094&rid=5f9b8877-75a6-43f3-9c91-f8a10462f325>

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Email [executivedirector@sdmba.com](mailto:executivedirector@sdmba.com)

**Council Meeting Date** 8/26/2020

**Agenda #** 7

**Subject** READ OUT LOUD: Mountain View Park Development

**Position** In Favor

**First and Last Name** Susie Murphy

**Escondido Resident** False

**Street Address** 718 Elm Ave.

**City** Chula Vista

**State** CA

**Zip** 91910

**Comments** Hello Honorable Mayor and Council-members, My name is Susie Murphy and I am the Executive Director of the San Diego Mountain Biking Association. I am a full-time employee of SDMBA, a non-profit in San Diego since 1994, with a mission to improve trail access for mountain biking in San Diego County. We have enjoyed partnering with the City of Escondido on improvement projects at Daley Ranch along with the Friends of Daley Ranch and the Valley Center Trails Association. We recently saw an opportunity with the Prop 68 grant to build an amazing bike park in the City of Escondido. Our staff has assisted several jurisdictions with design, procurement, maintenance plans, and constructions within the County including the very popular Sweetwater Bike Park in Bonita with the County of San Diego Parks and Recreation Department. Bike Parks are of great value to any community as evidenced by their popularity across the country. Bike parks designed with progressive skills features such as pump tracks, jump lines, skills areas, and flow trails can provide fun and exercise for a diverse population of riders from under age 2 to folks over 75+! We see evidence of the diversity of riders every day at Sweetwater Bike Park. Families can ride and have a shared exercise experience which will only lead to a more healthy community. We are pleased to have been able to supply the City of Escondido with a concept plan for this park by a professional bike park designer. We stand ready to help the City of Escondido raise funds for the planning and implementation of this effort. With our help, we believe the City of Escondido could implement, and build an incredibly popular and successful bike park. Thank you so much for the opportunity to support this awesome project that will be an amazing asset to the community of Escondido.

A form has been submitted, click the link below to view the submission:

<https://www.escondido.org/FormWizard/ViewSubmission.aspx?mid=5168&pageid=3094&rid=bea5ad49-bb59-41a3-9329-b541fcb5668c>

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From IP Address: 68.111.200.229

**Email** [danielle.polson.dp@gmail.com](mailto:danielle.polson.dp@gmail.com)

**Council Meeting Date** 8/26/2020

**Agenda #** 8

**Subject** Read Out Loud: I Support Cannabis

**Position** In Favor

**First and Last Name** Danielle Polson

**Escondido Resident** True

**Street Address** 1312 Morning View Dr #40

**City** Escondido

**State** CA

**Zip** 92026

**Comments** I support allowing commercial cannabis in Escondido. We need to provide this medicine at an affordable price to all people in our community. Restricting access to cannabis only hurts people. I encourage you to center people who have been hurt by the War on Drugs and the criminalization of cannabis. Listen to their needs and get them involved in legal businesses. I also encourage you to look to Washington state as a shining example of widespread cannabis legalization that keeps prices low, while still bringing in sufficient revenue for the local and state governments. I recognize that many of these decisions are out of this City Council's control, but we should strive for it nonetheless.

A form has been submitted, click the link below to view the submission:

<https://www.escondido.org/FormWizard/ViewSubmission.aspx?mid=5168&pageid=3094&rid=50c28fc2-c7ad-44a8-abba-6924fdbb303c>