

The Lakes Specific Plan is a compromise proposal that collected more than 11,000 signatures and was placed on the ballot by the City Council to revitalize 110 acres of vacant land in northwest Escondido.

**Protects Open Space and the Environment**

The Plan preserves 25% of the property for open space and implementation will comply with applicable environmental protection regulations. It will reduce the previously allowable number of homes by nearly 30% and reduce water consumption by more than 50%. It establishes a privately funded \$1 million Open Space Preservation Fund to protect and preserve open space and greenbelts citywide.

**Creates Jobs and New Tax Revenue**

The Plan is expected to generate \$82 million in economic activity and \$18.7 million to the General Fund. It is estimated to generate \$639,000 in new tax revenue annually and create 155 full time jobs. Market analysis projects it will raise home values in the surrounding area.

**Funds New Community Center, Pool, and Parks**

The Plan will fund a 10,000 square foot community center with Olympic-sized pool on 3.6 acres, including tennis courts, playgrounds and trails.

**History**

The Escondido Country Club was acquired from its third bankruptcy in 2012. Membership dropped by 70% to only 119 members. A professional golf management firm determined it was not financially viable requiring \$2 million in infrastructural investments, \$230,000 in back taxes and water bills, while losing \$35,000 each month. Country Club residents backed an initiative that attempts to force the property to remain a golf course regardless of viability. This Plan restores the property owner's rights but reduces the previously allowable number of homes by nearly 30%, requires the preservation of 25% for open space, and \$1 million in funding for open space preservation.

**Vote Yes on The Lakes Specific Plan and Move Escondido Forward**

City of Escondido  
City Clerk's Office  
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