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Bryan Woods  
SD County Planning Commission Chairman  
5510 Overland Avenue, Suite 110  
San Diego, CA 92123

August 5, 2015

RE: Lilac Hills Ranch

Dear Mr. Woods,

The Escondido Chamber of Commerce recognizes the significance of a healthy housing market to the region's economic wellbeing. A critical part of a healthy business environment is an adequate and balanced supply of housing. Projects such as Lilac Hills Ranch, although outside the city limits of Escondido will provide needed housing and future residents who will identify with Escondido and will purchase goods and services here.

While we do not endorse specific projects, we do support and encourage well planned housing developments that will meet the demands of current and future residents.

The Escondido Chamber of Commerce is confident that county development standards insure a quality development and we look forward to the additional housing stock that will be provided by projects such as Lilac Hills Ranch.

Sincerely,



Rorie Johnston  
President & CEO