

# GRAND AVENUE VISION PROJECT

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## Grand Avenue Vision Project: Breathe New Life into Downtown Escondido

The Grand Avenue Vision Project is all about preserving Escondido's historic small-town look and feel while infusing new energy and vibrancy into the heart of Escondido. This exciting initiative aims to transform Grand Avenue into a welcoming and pedestrian-friendly corridor and boost the economic vitality of our downtown area. This Project will widen the sidewalks, create diagonal parking, narrow vehicular travel to one lane in each direction, shorten pedestrian crossing distances, implement streetscape improvements, and build three roundabouts to further calm traffic. Construction for this transformation is underway. Phase I was completed in 2022, and Phase II was completed in June 2025.

## Benefits of the Project

- **More Space for People:** Wider sidewalks will create more breathing room for pedestrians, making strolling through Downtown Escondido a pleasure. Imagine enjoying a leisurely walk, window shopping, or catching up with friends — all with ample space to move freely.

Select Language

- **Outdoor Dining Paradise:** Remember those delightful outdoor dining experiences during the pandemic? The Grand Avenue Vision Project is making them permanent! Expanded space for outdoor dining will allow restaurants to offer more al fresco seating, creating a lively and inviting atmosphere.
- **Slower Speeds, Safer Streets:** Reduced traffic lanes and establishing traffic circles will encourage a calmer pace for drivers, improving safety for pedestrians and cyclists. Take a breath, relax, and enjoy a more leisurely downtown experience.
- **Easier Parking, Less Hassle:** The Project's addition of vertical parking spaces will increase overall parking availability, making your visit to Downtown Escondido a breeze.

## Past Actions

- August 2015: Downtown merchants and stakeholders approached the City Council with a desire to revitalize Escondido's historic Grand Avenue.
- October 12, 2017: Developed concept plans and held a public meeting to receive community input on the concepts.
- February 14, 2018: The City Council approved the Grand Avenue Vision Plan.
- August 21, 2019: City Council authorized a Consulting Agreement for Design.
- July 2021: Design completed.
- July 21, 2021: City Council adopted the Project's Mitigated Negative Declaration.
- January 2022: Phase I construction begins.
- 2022: Phase I construction complete, which included:
  - New string lighting from Maple Street to Kalmia Street
  - New light posts on both sides of Grand Avenue from Maple Street to Kalmia Street
  - Sidewalk widening on the north side of Grand Avenue from Maple Street to Broadway

- New diagonal parking from Escondido Boulevard to Juniper Street
- June 2025: Phase 2 construction complete, which included:
  - New street lighting and string lighting between Kalmia and Juniper
  - Sidewalk widening on both sides of Grand Avenue from Maple Street to Juniper Street
  - A traffic circle/roundabout at Grand and Broadway intersection
  - A traffic circle/roundabout at Grand and Kalmia intersection