



South Morro Hills Community Plan Survey Report

August 2020



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Prepared for



By

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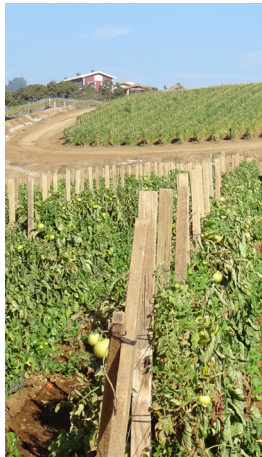
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1 INTRODUCTION

As one of the initial tasks in preparation of the South Morro Hills Community Plan (SMHCP) an online community survey was conducted in June 2020. This report presents the results of the survey.

1.1 Community Plan Context

South Morro Hills encompasses a 5.5-square mile area within city limits in northeastern Oceanside and is home to a variety of agricultural uses unique to the San Diego region. However, farming is becoming increasingly challenging and expensive in the San Diego region. In 2017, the City prepared an Agritourism Strategic Plan with the goal of establishing an agritourism sector in South Morro Hills to complement Oceanside’s growing tourism sector and provide supplemental revenue for Oceanside’s farming industry. Agritourism connects agriculture and tourism in order to attract farm visitors and generate supplemental income for the farm-owner. In 2018, the City revised the Zoning Ordinance to permit low-impact agritourism (“Tier 1”) uses such as U-pick operations, farm tours, cafés, and campgrounds in the area.

Recognizing the need to plan for the future of South Morro Hills, the Oceanside City Council directed staff to prepare a SMHCP to direct future growth and development, and address topics such as:

- Agricultural conservation and the future of farming
- “Tier 2” agritourism uses (e.g., hotels) and branding of South Morro Hills
- Residential development
- Infrastructure needs (e.g., water and sewer)
- Transportation
- Community character and design

It is anticipated that a draft of the SMHCP will be completed by the end of 2020, with formal adoption occurring together with the General Plan in late 2021/early 2022, with a combined Environmental Impact Report (EIR) for the two documents. To learn more about the SMHCP, visit the project website at: <https://onwardoceanside.com/south-morro-hills-community-plan>.

1.2 Community Engagement and Survey

Community engagement is an integral part of the SMHCP planning process. Community input will be sought at various stages in the process to ensure that residents, property owners, employees, and other stakeholders are able to provide feedback on the key issues, strategies, and policies that will affect their future.

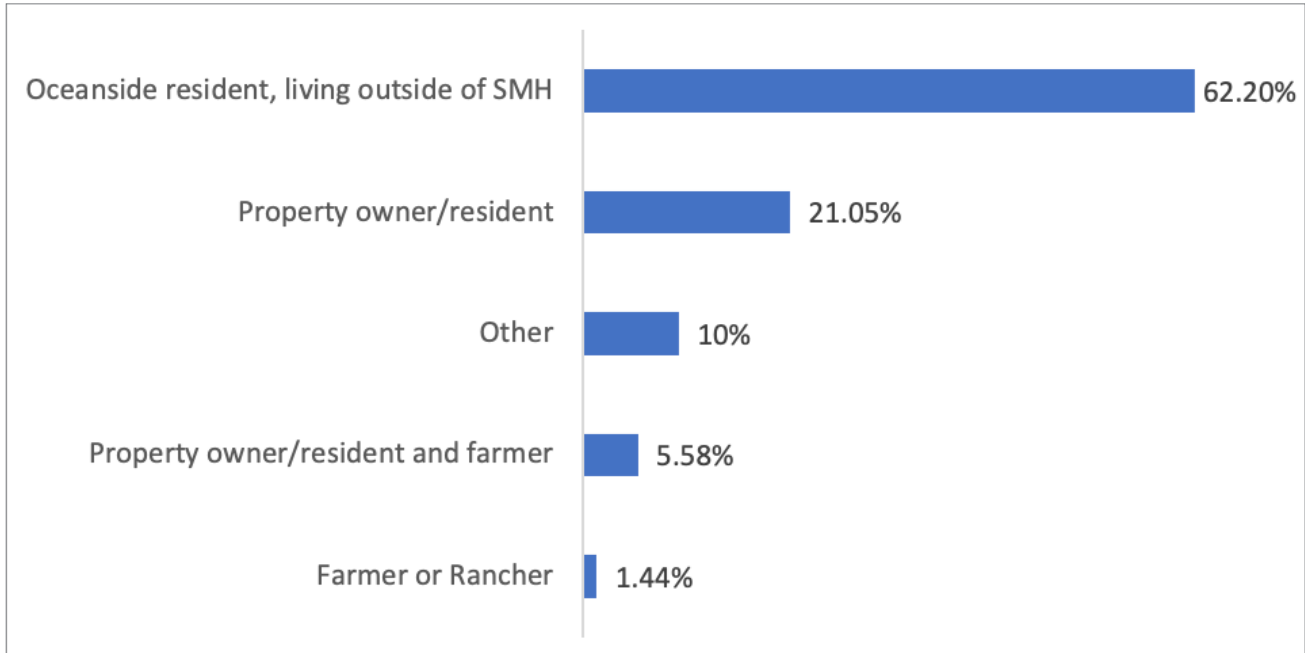
An online community survey was available for a three-week period from May 18 to June 9, 2020. The survey was available to the general public and was advertised on the project website, through email lists, and social media posts. The survey focused on key topics that will be addressed in the community plan, including questions about agricultural preservation, agritourism, residential development, transportation and infrastructure improvements, design features, development standards, and future land use patterns. Many of the questions included an “other” response that allowed participants to provide additional feedback on topics or answers not specifically provided in the survey.

This report summarizes the analysis and findings from the survey. Combined with other data and analysis, these findings will serve as a valuable reference to guide the formation of concepts and recommendations for the SMHCP process.

1.3 Survey Respondent Demographics

The survey received 637 responses. Respondents were asked to describe their relationship to the South Morro Hills area and were permitted to identify more than one relationship type among “Oceanside resident, living outside of SMH,” “Property owner/resident,” “Property owner/resident and farmer,” “Farmer or rancher,” and “Other.” Figure 1-1, below, displays responses. Sixty-two percent of survey respondents were Oceanside residents who live outside of South Morro Hills. Seven percent fell into one of the two categories that identified farmers and ranchers (“Farmer or rancher” and “Property owner/resident and farmer”).

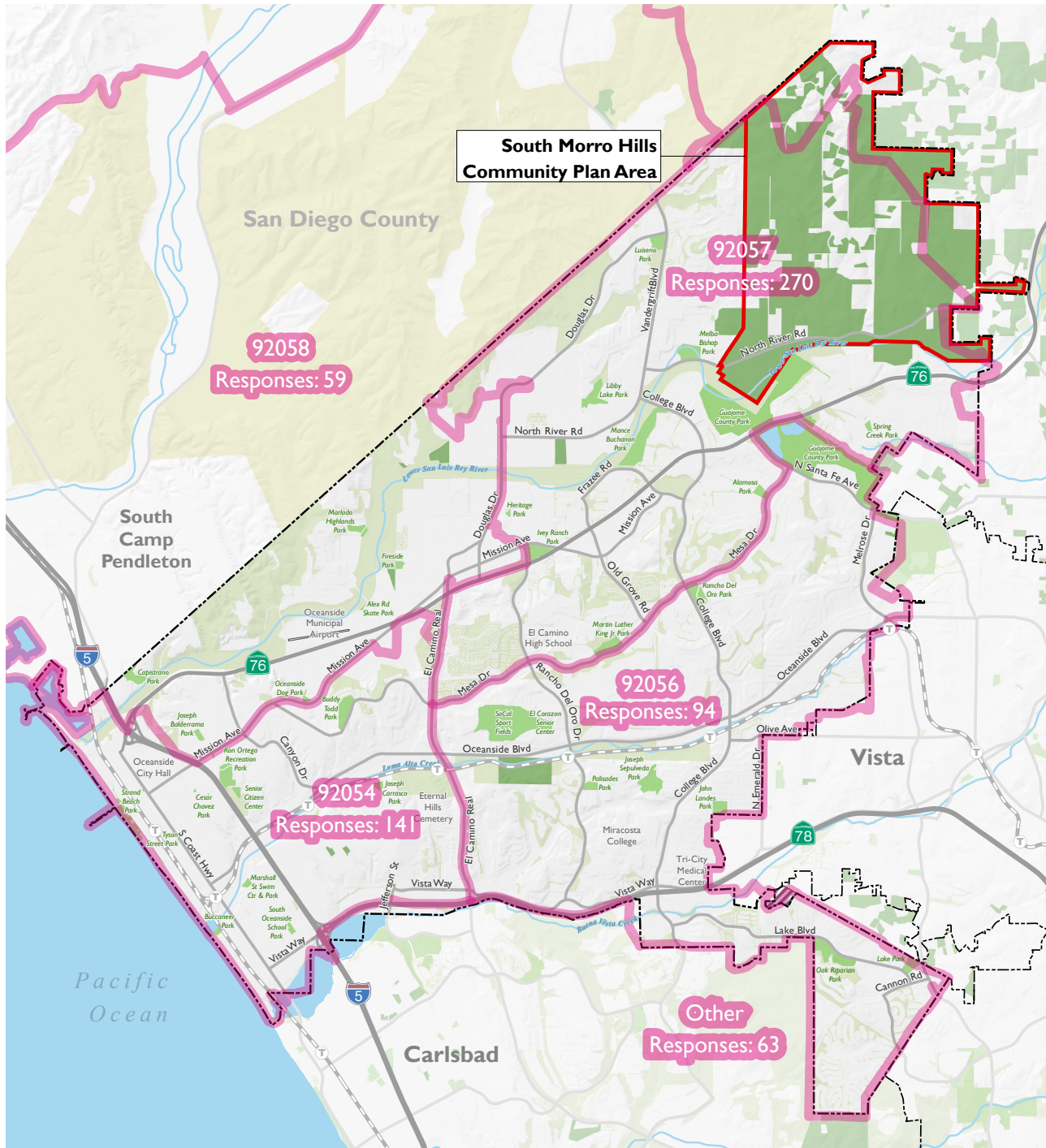
Figure 1-1 Question 12: What most closely describes your affiliation with the South Morro Hills Area?



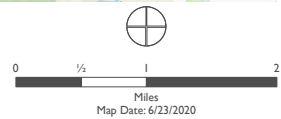
Of those that selected “Other,” the majority (56 percent) were residents of Oceanside or its environs, many of whom expressed a special interest in the future of the South Morro Hills community, either because they live near the border of South Morro Hills or visit the community frequently. Other self-identified categories included former residents, prospective residents, and those who own land in the South Morro Hills community but do not live there.

Respondents were also asked to provide their zip code. Forty-three percent of respondents live in South Morro Hills’ 92057 zip code, with the 92054, 92056, and 92058 zip codes also represented (Figure 1-2).

Figure 1-2 Question 11: What zip code do you live in?



Source: SanGIS, 2020; City of Oceanside, 2020; Dyett & Bhatia, 2020





2 SURVEY RESULTS

Highlights of the survey are discussed and summarized below. Responses to open-ended questions are presented in the Appendix at the end of this document, verbatim as they were provided by survey respondents.

2.1 Analysis of Survey Responses

Thoughts on the Future of South Morro Hills

Survey participants were asked about their ideas and priorities for South Morro Hills. Most questions were posed to all respondents, while some were posed only to those who identified as either South Morro Hills Property owners/residents or farmers/ranchers. Some questions were open-ended while others provided multiple choices, prompting respondents to select one or multiple answers. Open-ended responses were synthesized and summarized to reveal broader patterns of responses.

The percentages below refer to the number of responses for that particular question or that named the given subject in their response to an open-ended question. Many questions allowed participants to check multiple topics as priorities, and in some instances, respondents did not fully answer a question; thus, totals may not add up to or may exceed 100 percent.

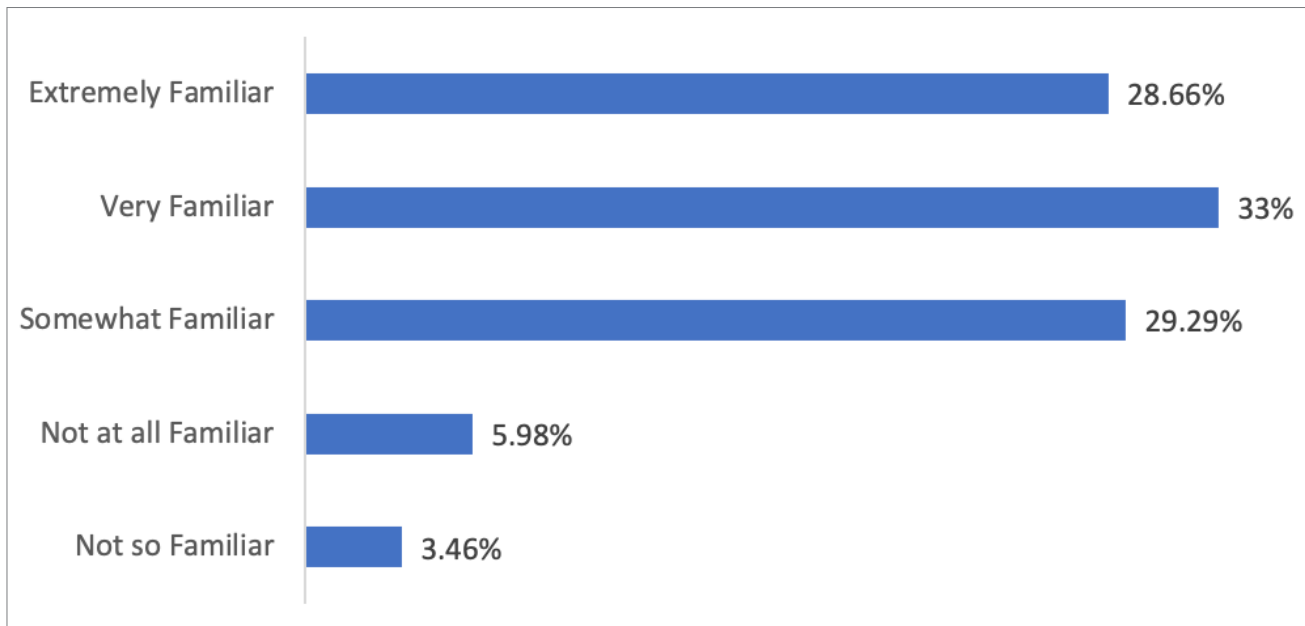
The following questions were posed to all survey respondents:

Question 1: How familiar are you with the South Morro Hills Area?

Most respondents (91 percent) were at least somewhat familiar with the South Morro Hills area. Sixty-one percent were very or extremely familiar (Figure 2-1).



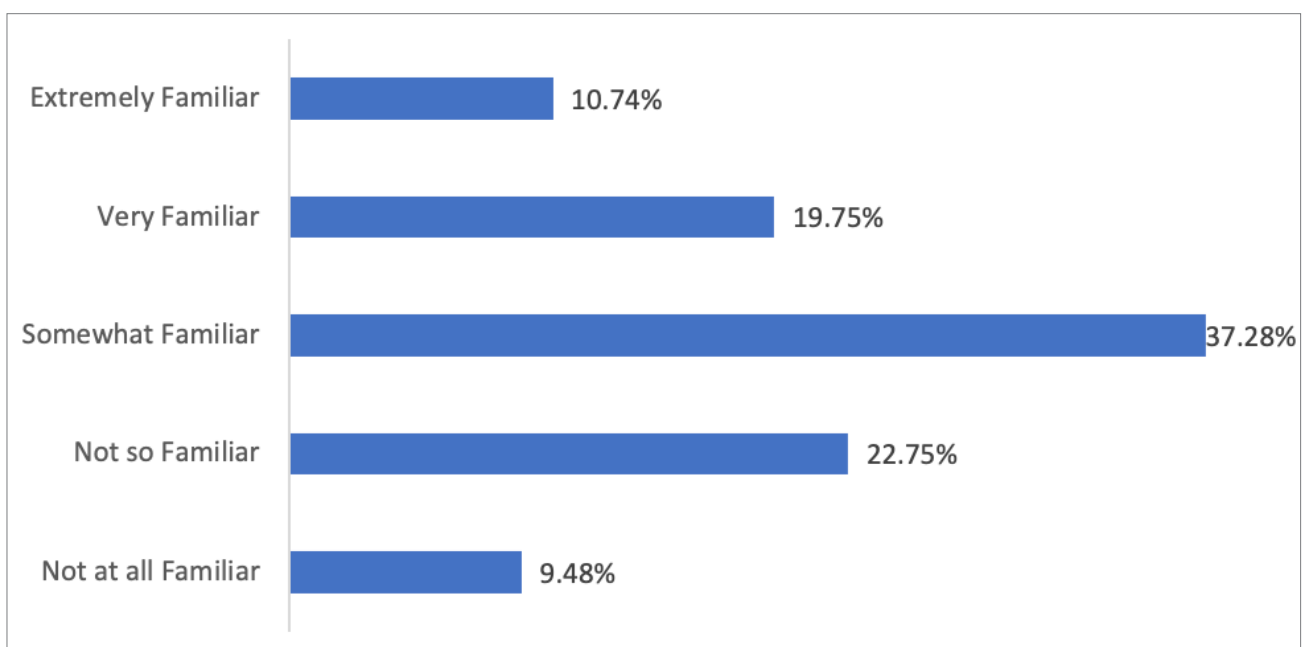
Figure 2-1 Question 1: How familiar are you with the South Morro Hills Area?



Question 2: How familiar are you with the City’s Agritourism Strategic Plan?

Next, respondents were asked to characterize their familiarity with the City’s Agritourism Strategic Plan. Responses exhibited a bell curve distribution, with the highest peak occurring among respondents who reported being “somewhat familiar” with the plan. The two most extreme responses, “Extremely familiar” and “Not at all familiar,” were the least frequently reported responses (Figure 2-2).

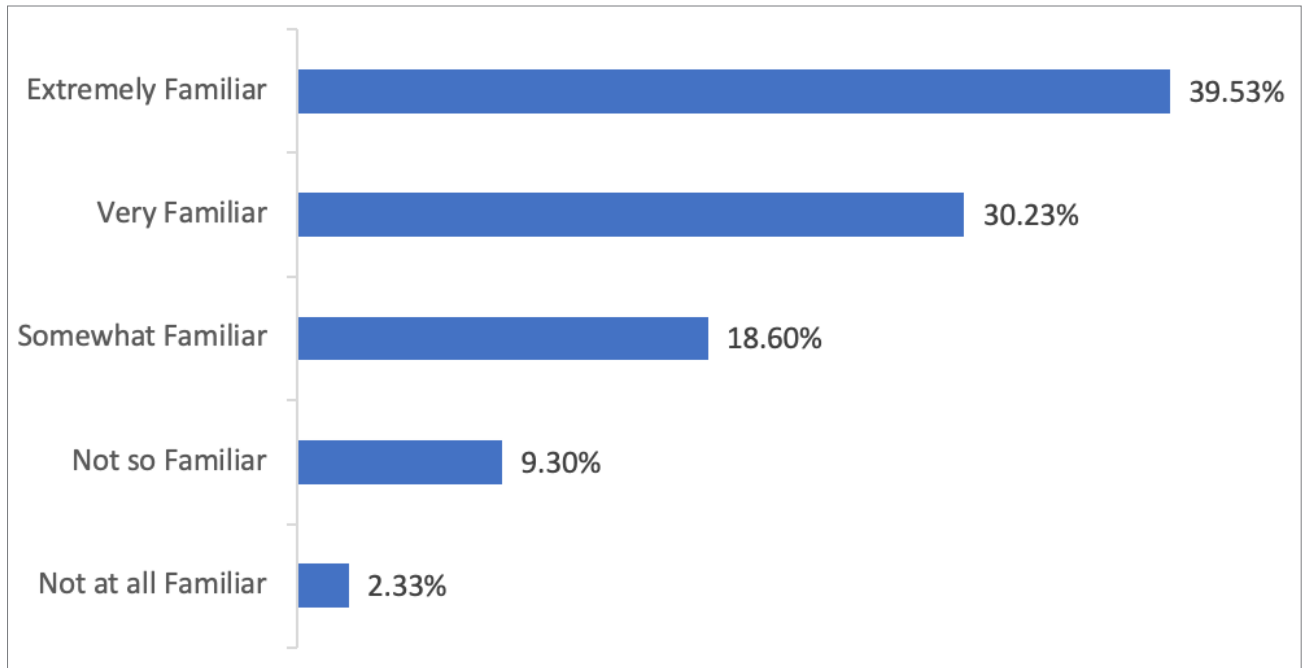
Figure 2-2 Question 2: How familiar are you with the City’s Agritourism Strategic Plan?





Those who identified as farmers or ranchers (either as “Property owner/resident and farmer” or “farmer or rancher”) were more likely than the general survey response population to be familiar with the Agritourism Plan. Seventy percent of farmers and ranchers reported being very or extremely familiar with the plan (Figure 2-3).

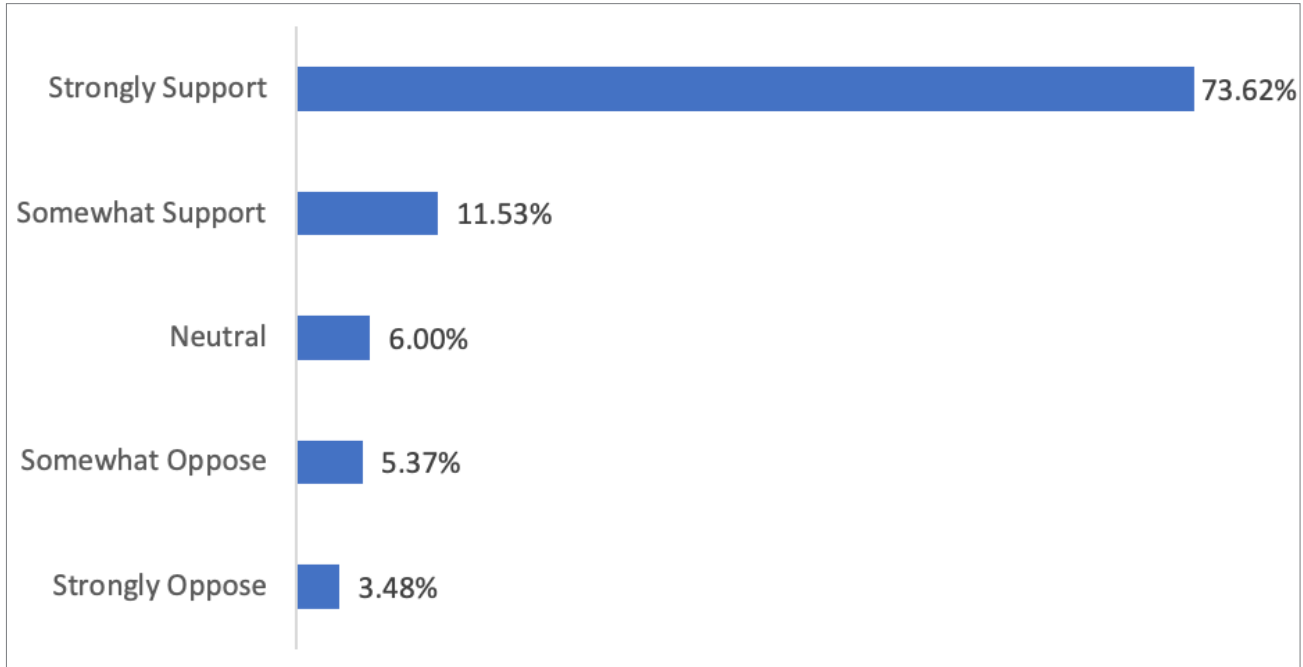
Figure 2-3 Question 2: How familiar are you with the City’s Agritourism Strategic Plan? (Farmers and ranchers only)



Question 3: The South Morro Hills area has historically been defined as an agricultural district with farming as the primary land use. Should agriculture be maintained as the primary use in South Morro Hills?

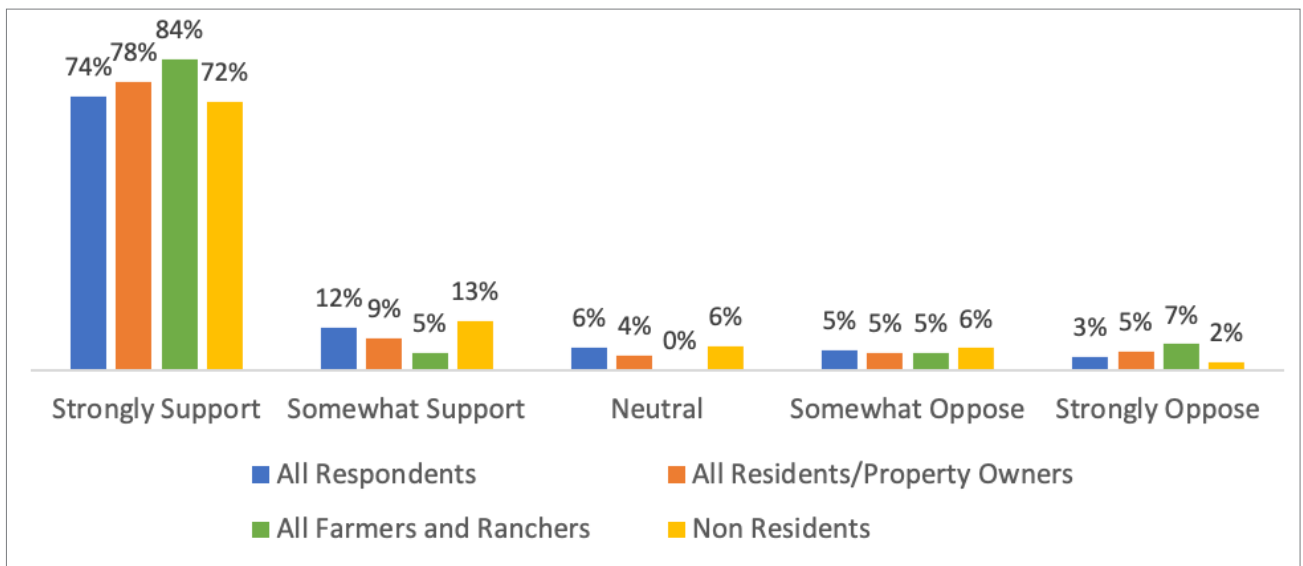
Respondents were asked about the degree to which they support the idea of South Morro Hills area remaining a primarily agricultural community. Respondents demonstrated strong support for retaining South Morro Hill’s primarily agricultural character, with 74 percent of respondents saying that they “strongly support” the idea (Figure 2-4).

Figure 2-4 Question 3: Should agriculture be maintained as the primary use in South Morro Hills?



This pattern held true regardless of whether a respondent was a South Morro Hills resident or not. Among respondents living outside of South Morro Hills, 72 percent said they strongly support retaining the area’s agricultural character. However, farmers and ranchers exhibited the strongest support, with 84 percent saying that they strongly support retaining South Morro Hill’s agricultural character (Figure 2-5).

Figure 2-5 Question 3: Should agriculture be maintained as the primary use in South Morro Hills? (Percentage by demographic category)



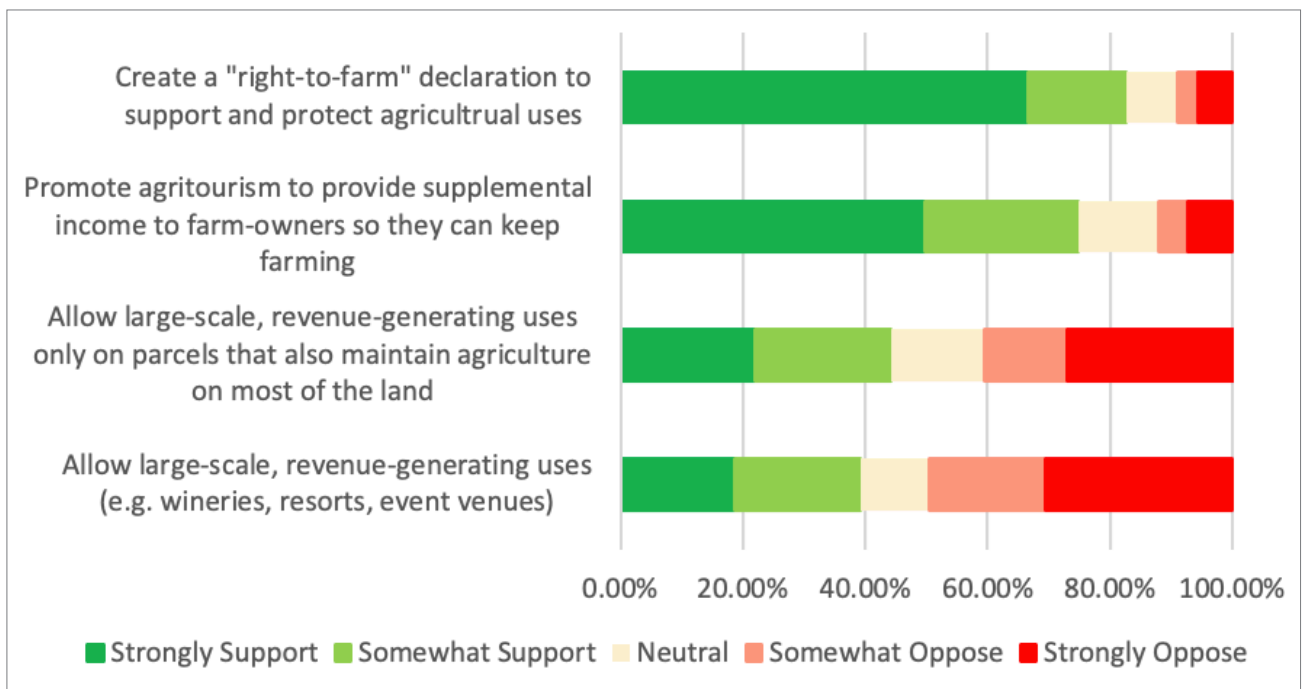


Question 4: On a scale of 1 (strongly oppose) to 5 (strongly support) please score the following...

Next, respondents were asked to identify the degree to which they support or oppose various measures that would shape the future character of South Morro Hills. These measures included creating a “right-to-farm” declaration to support and protect agricultural uses, promoting agritourism to provide supplemental income to farmer-owners so they can keep farming, allowing large-scale, revenue-generating uses (e.g., wineries, resorts, event venues), and allowing large-scale, revenue-generating uses only on parcels that also maintain agriculture on most of the land.

Overall, respondents expressed strong support for development approaches that would support and protect agricultural uses. In contrast, measures that would allow large-scale land uses elicited a divided response. Eighty-three percent of respondents said they support or strongly support the creation of a right-to-farm declaration and 75 percent support or strongly support the promotion of agritourism. In contrast, 50 percent oppose or strongly oppose large-scale revenue-generating uses and 41 percent continue to oppose or strongly oppose these types of uses even when they are limited to parcels that still remain primarily agricultural (Figure 2-6).

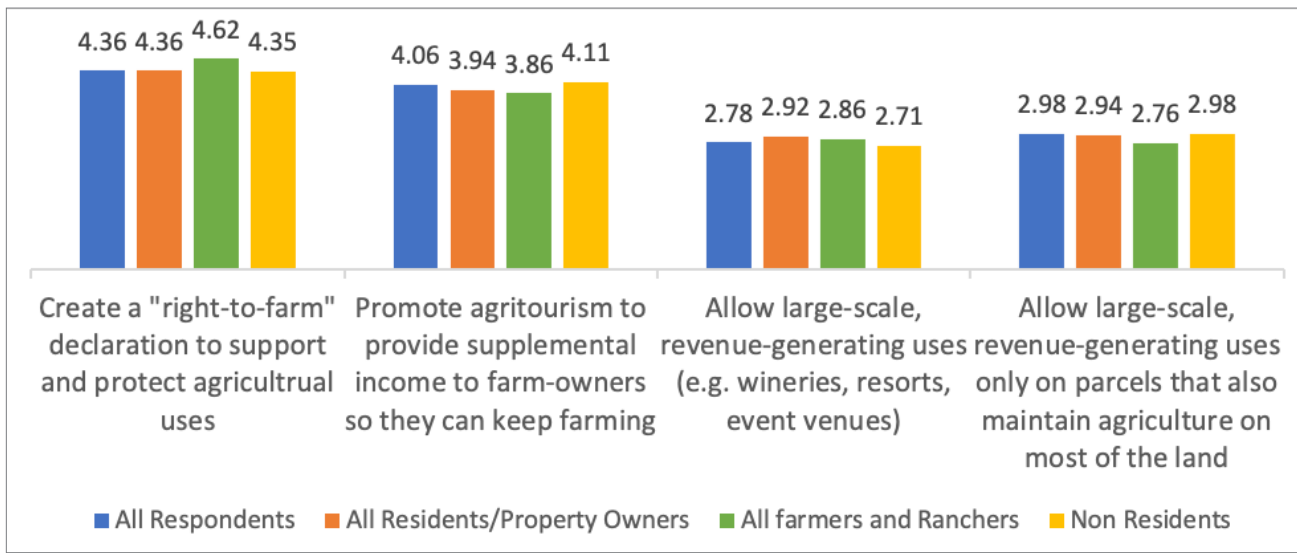
Figure 2-6 Question 4: On a scale of 1 (strongly oppose) to 5 (strongly support), please score the following:



Similarly, creation of a right-to-farm ordinance received the highest average score which, at 4.36, indicates high levels of support. Promotion of agritourism received an average score of 4.09, allowing large-scale revenue-generating uses on parcels that remain primarily agricultural received an average score of 2.98, and allowing large-scale revenue-generating uses in general received an average score of 2.78.

This broad pattern did not change significantly with respondent relationship to South Morro Hills. Across categories, support was highest for the creation of a right-to-farm declaration and agritourism and lowest for large-scale development (Figure 2-7).

Figure 2-7 Question 4: On a scale of 1 (strongly oppose) to 5 (strongly support), please score the following: (Average score across demographic category)



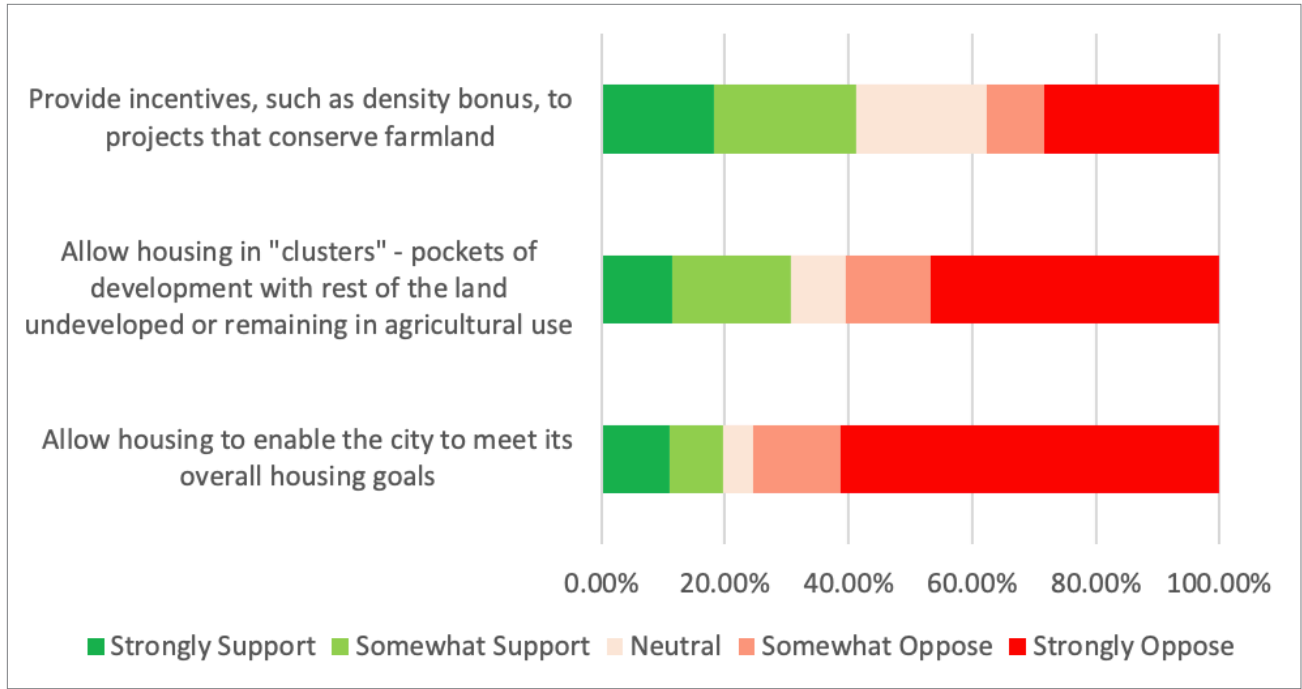
Question 5: On a scale of 1 (strongly oppose) to 5 (strongly support) please score the following...

Next, respondents were asked to identify the degree to which they support or oppose various possible approaches to housing development within South Morro Hills, including allowing housing to enable the City to meet its overall housing goals, allowing housing only in clusters with the rest of the land undeveloped or remaining in agricultural use, and providing incentives, such as density bonuses, to projects that preserve farmland.

Respondents were neutral or opposed to suggested housing approaches. Providing housing incentives to promote agricultural conservation garnered about an equal number of responses in support and in opposition, with support and opposition from about 40 percent respondents each. Respondents were opposed to the other two approaches (Figure 2-8).



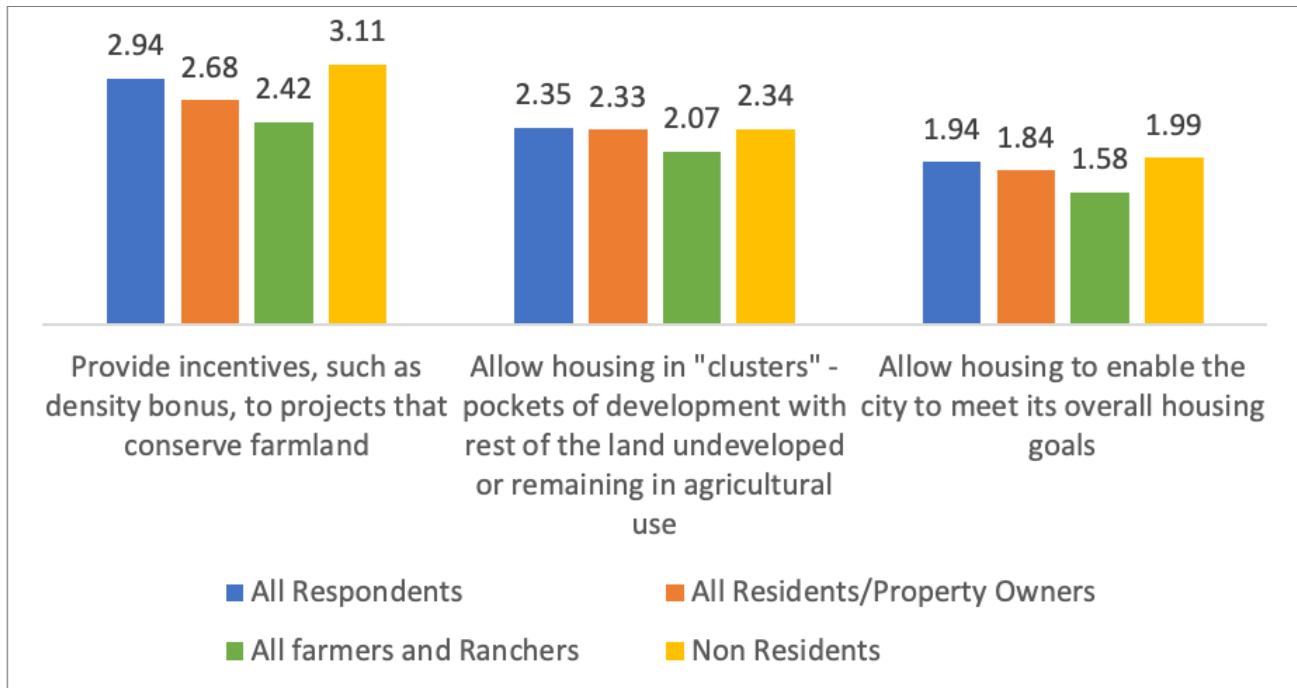
Figure 2-8 Question 5: On a scale of 1 (strongly oppose) to 5 (strongly support), please score the following:



Providing incentives to conserve farmland received the highest average score, at 2.94, reflecting both the relatively split response to this suggestion and the large percentage of respondents who gave the idea a neutral score of 3. Allowing housing in clusters received an average score of 2.35 and allowing housing in general received an average score of 1.94, indicating relatively limited support for this idea.

This overall pattern did not change significantly with respondent relationship to South Morro Hills. Across categories, support was highest for providing incentives to support agricultural land and lowest for broadly allowing housing. However, respondents who indicated that they were not South Morro Hills residents generally showed slightly higher levels of support for the various housing development approaches discussed, while farmers and ranchers exhibited the lowest levels of support (Figure 2-9).

Figure 2-9 Question 5: On a scale of 1 (strongly oppose) to 5 (strongly support), please score the following: (Average score by demographic category)



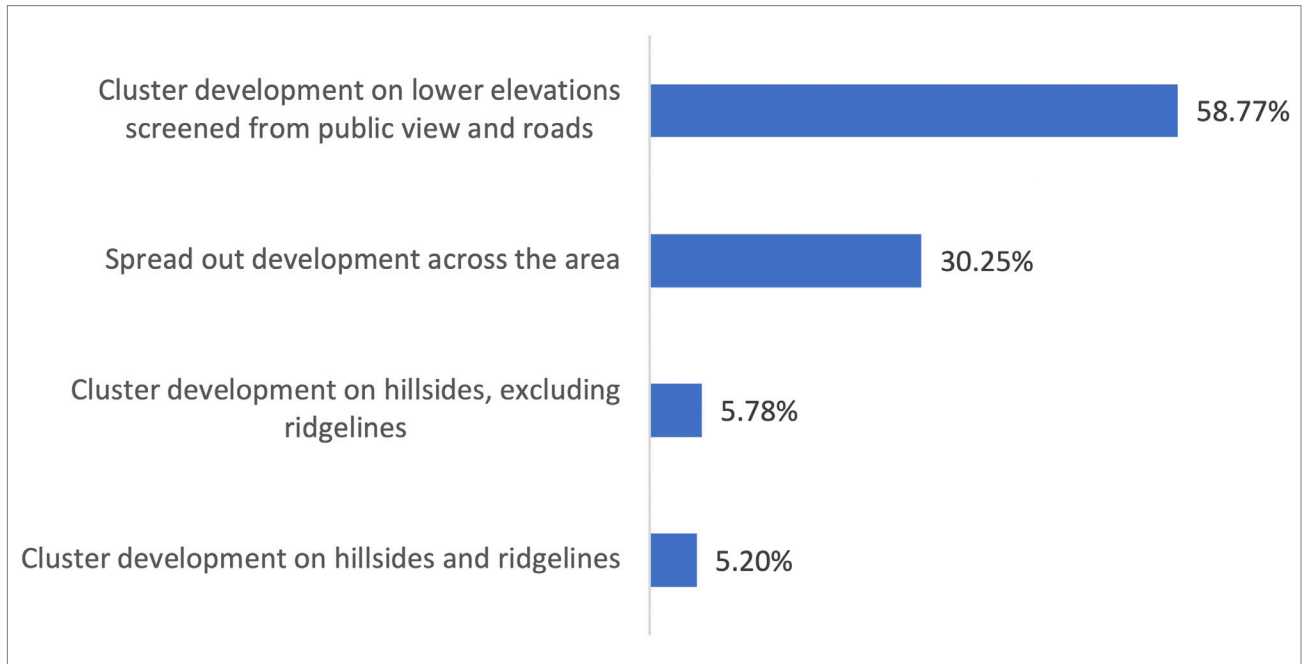
Question 6: The physical siting of new development could significantly impact the visual character of South Morro Hills. Where should development be situated on properties?

Respondents were asked which type of housing development they would prefer to see in the South Morro Hills area. Options included cluster development on lower elevations screened from public view and roads, spread out development across the area, cluster development on hillsides but excluding ridgelines, and cluster development on both hillsides and ridgelines.

Fifty-nine percent of respondents said that they would prefer housing to be clustered at lower elevations and kept out of sight from public view and roads. Of the remaining three development strategies, none received support from more than one-third of respondents (Figure 2-10).



Figure 2-10 Question 6: Where should development be situated on properties?



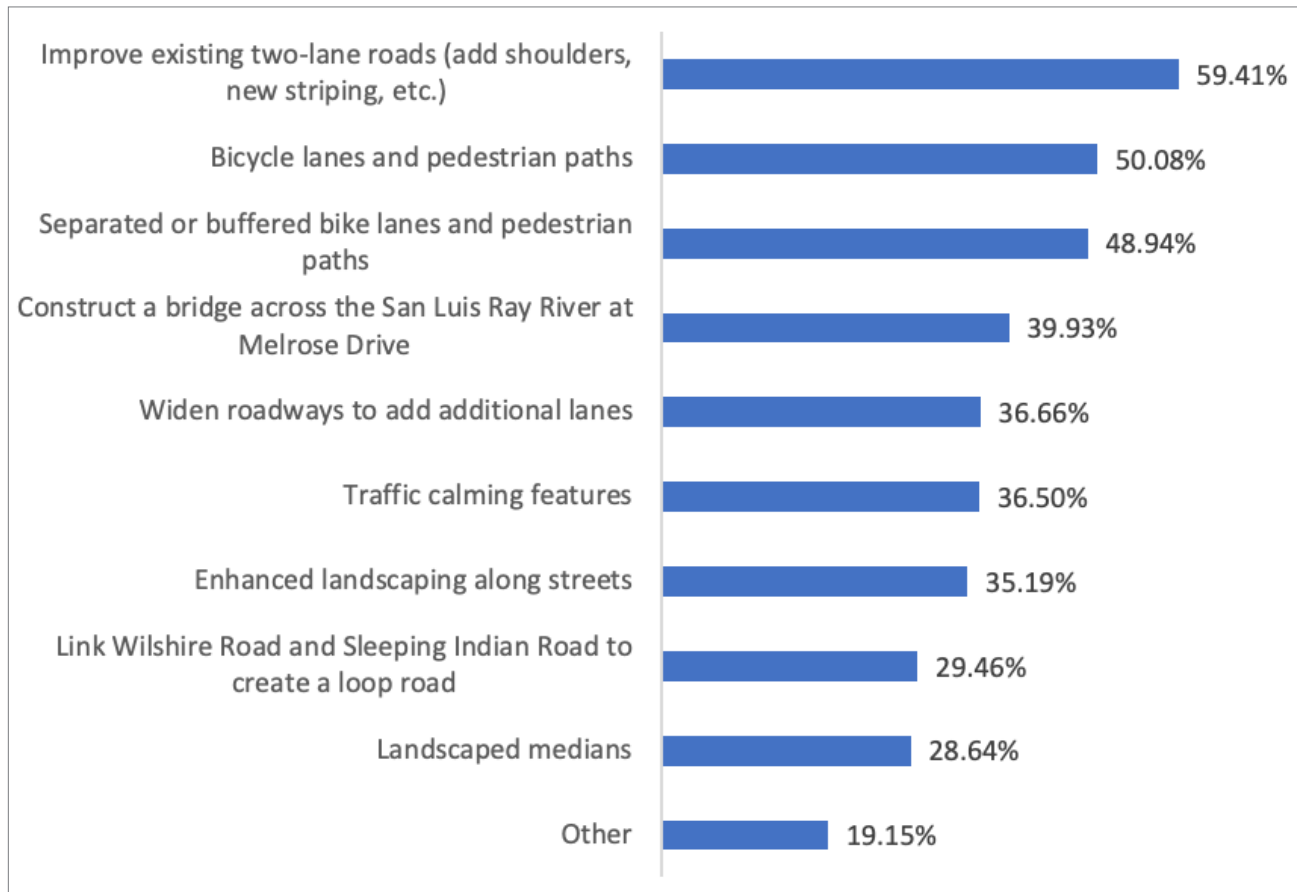
Additionally, 118 respondents, representing nearly 20 percent of total survey respondents, did not provide a response to this question; this non-response could be indicative their lack of support for any type of development in the area or having no strong opinion on the matter.

Question 7: What type of transportation system improvements would you like to see?

Respondents were asked to consider a number of potential transportation system improvements and indicate which they would like to see within the South Morro Hills area.

Generally, most suggested transportation system improvements were supported by at least 30 percent of respondents. Improvements to existing roads and enhanced facilities for cyclists and pedestrians received the highest levels of respondent support. Improvements to existing two-lane roads (added shoulders, new striping, etc.) received support from 59 percent of respondents. Bicycle lanes and pedestrian paths received support from 50 percent of respondents and separated or buffered bike lanes and pedestrian paths received support from 49 percent (Figure 2-11).

Figure 2-11 Question 7: What type of transportation improvements would you like to see?



Note: As respondents were permitted to select more than one transportation improvement, the sum of all percentages above exceeds 100%.

Of those respondents who selected “Other,” 39 percent expressed some degree of reluctance to see any extensive overhaul to the transportation system, especially in order to facilitate housing development. Nine percent expressed a desire for safety improvements such as speed limits and evacuation routes, nine percent expressed a desire to see more extensive public transit service, and seven percent emphasized the importance of performing maintenance on existing roads.

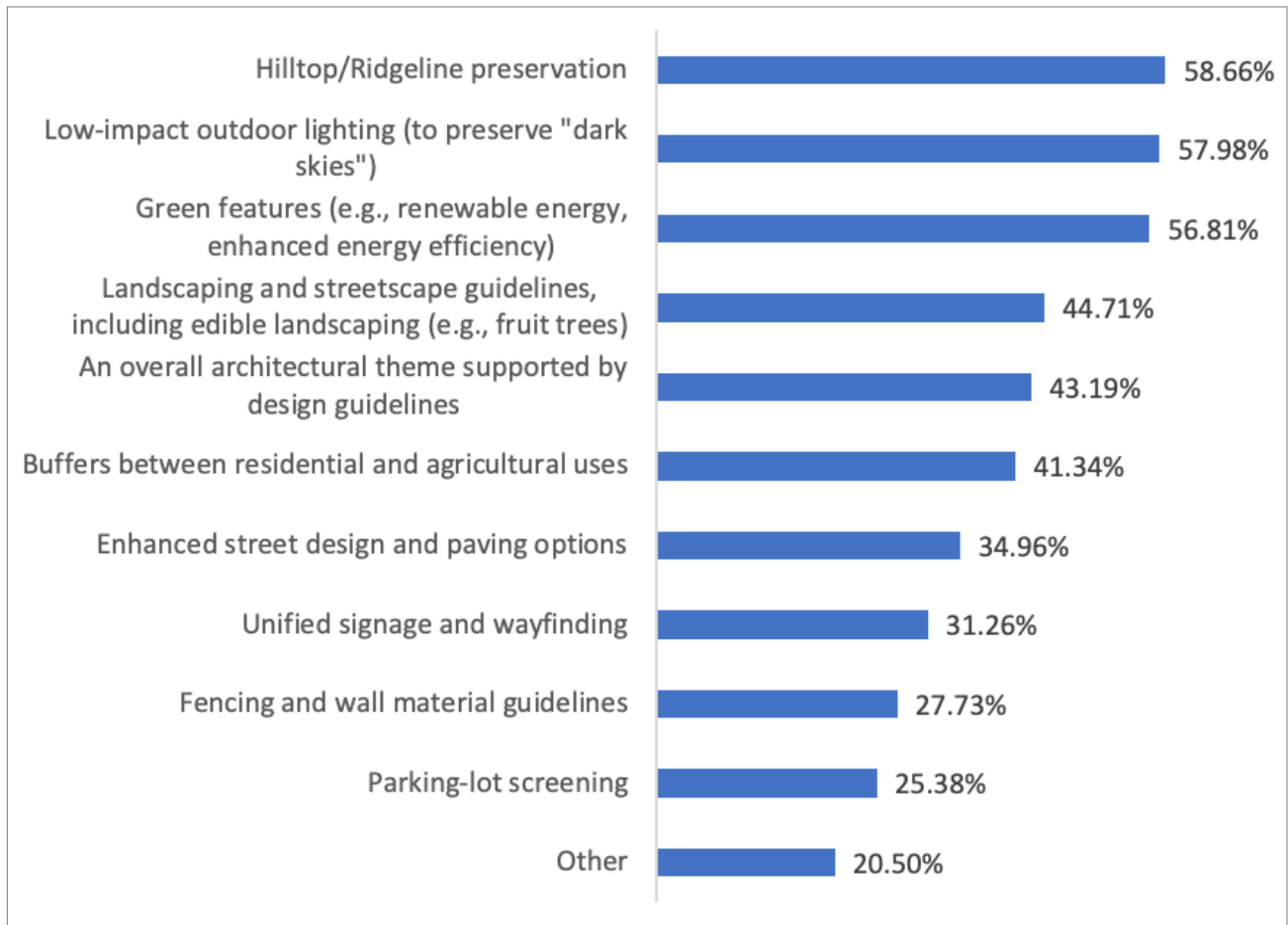
Question 8: Please select the development standards you would like to see in the Plan. Check as many as you like.

Respondents were given the opportunity to identify which types of development standards they would like to see in the Plan. Suggestions covered a broad range of potential development standards including ridgeline preservation, aesthetic concerns, and sustainable development.

Generally, most of the suggested development standards received support from at least 30 percent of respondents. Fifty-nine percent of respondents supported a standard for ridgeline preservation. Fifty-eight percent supported a measure to reduce the impact of nighttime lighting, and 57 percent expressed support for “green” features such as renewable energy and energy efficiency (Figure 2-12).



Figure 2-12 Question 8: Which development standards would you like to see in the Plan?



Note: As respondents were permitted to select more than one development standard, the sum of all percentages above exceeds 100%.

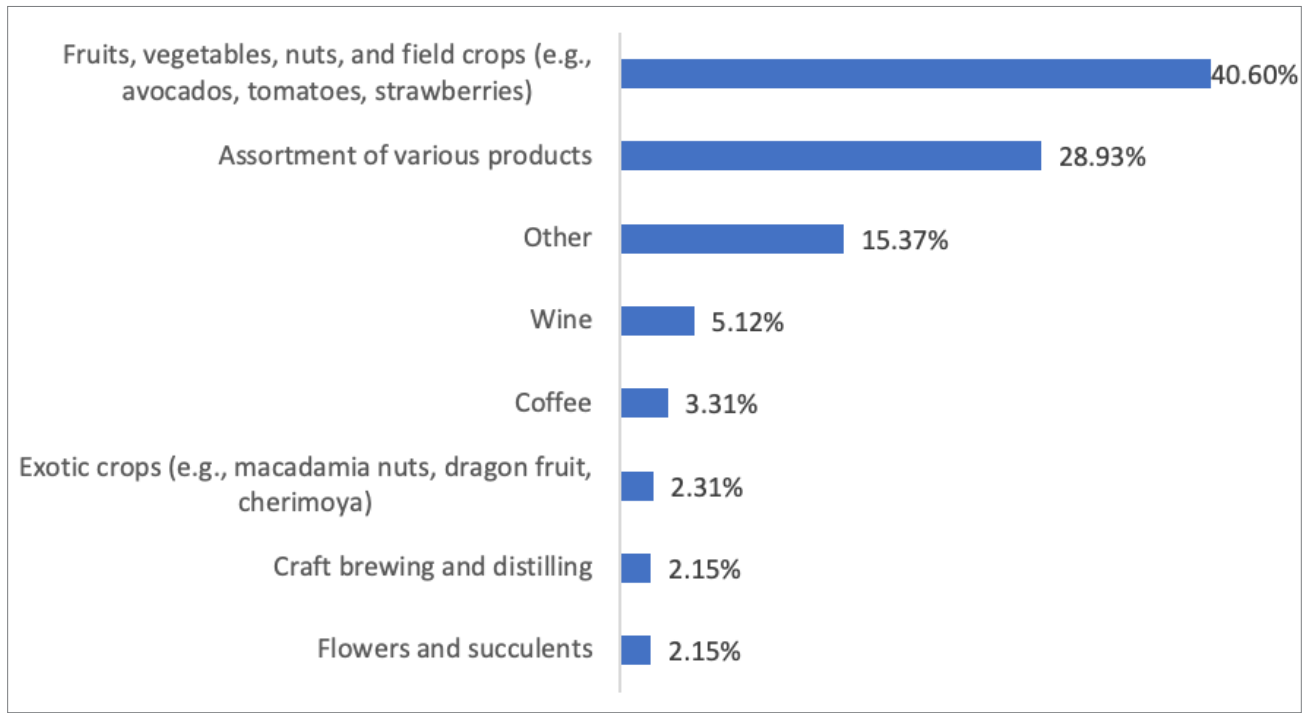
Of those respondents who selected “Other,” 54 percent expressed a desire to see some form of limitation placed on the development allowed to occur in the area. Four percent suggested instituting minimum lot sizes.

Question 9: Successful agritourism regions have branding to highlight what agricultural products they are known to produce. For example, Temecula is branded as a wine region. SMH is known as a unique region with the capability of growing almost any type of crop in the world. How would you like to see SMH branded?

Respondents were next asked how, as a potential agritourism destination, they could imagine South Morro Hills being represented. Respondents were asked to choose among specific crops and agricultural activities that might represent unique and special features of the region, including fruits and vegetables, wine, coffee, flowers, and craft brewing.

Forty-one percent of respondents selected fruits, vegetables, nuts, and field crops as key potential components of a South Morro Hills agritourism branding strategy. Twenty-nine percent selected “assortment of various products” (Figure 2-13).

Figure 2-13 Question 9: How would you like to see SMH branded?



Of those respondents who selected “Other,” 38 percent felt a variety of crops and agricultural activities could be showcased and that South Morro Hills' ability to play host to such a wide variety of crop types is part of what makes the area unique. Twenty-three percent felt either that branding the area as a whole is unnecessary or undesirable and/or that branding decisions should be left to the discretion of individual farmers.

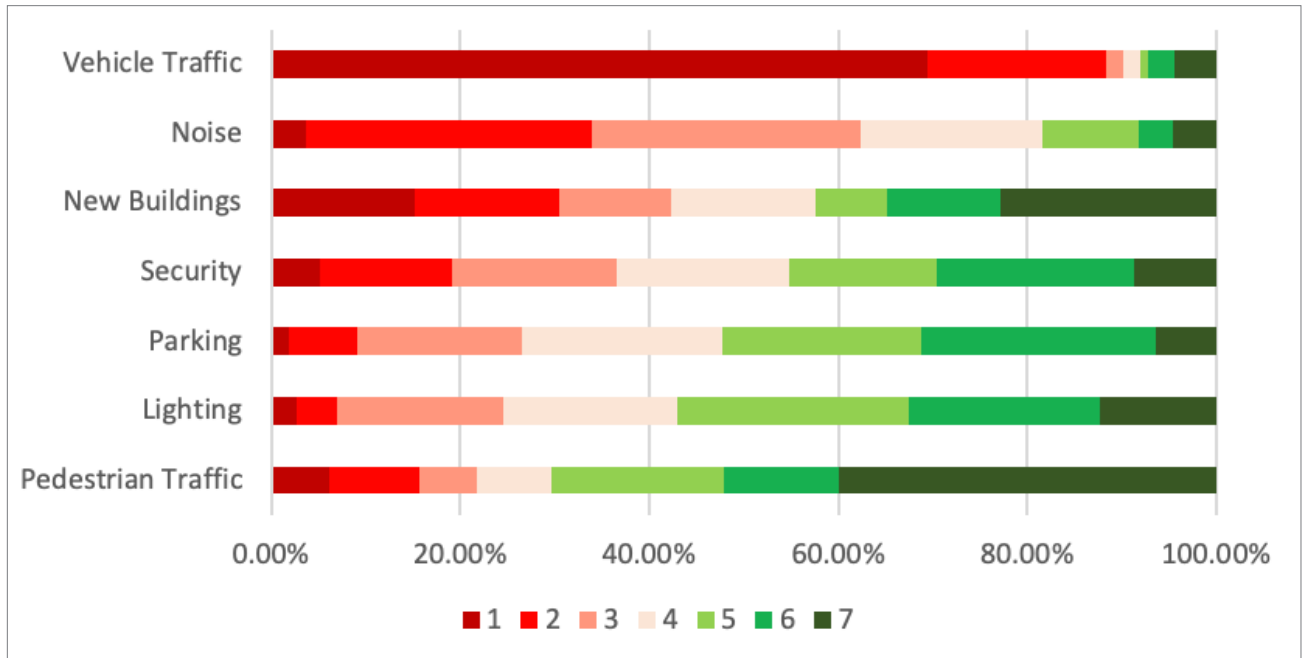
Question 13: A successful agritourism region would see increased visitor activity. As a farmer, resident, or property owners in SMH, which of the following agritourism related issues would be of greatest concern? Rank in order of concern (1= highest, 7 = lowest)

Next, respondents were asked to identify which of several possible concerns they might have with regards to agritourism development in South Morro Hills. Possible sources of concern included topics such as vehicle traffic, noise, new buildings, security, parking, lighting, and pedestrian traffic. Respondents were asked to rank each element on a scale of one to seven, with one indicating high and seven indicating low concern. This question was posed only to respondents who identified as South Morro Hills residents, property owners, farmers, or ranchers.

Among respondents who identified as residents/property owners only, the biggest concern was increases in vehicle traffic; 90 percent of respondents gave this issue a score of three or lower. Noise was also identified as a significant source of concern, given a score of three or lower by 62 percent of respondents. Respondents were relatively unconcerned about pedestrian traffic; 70 percent of respondents gave this issue a score of five or higher (Figure 2-14).



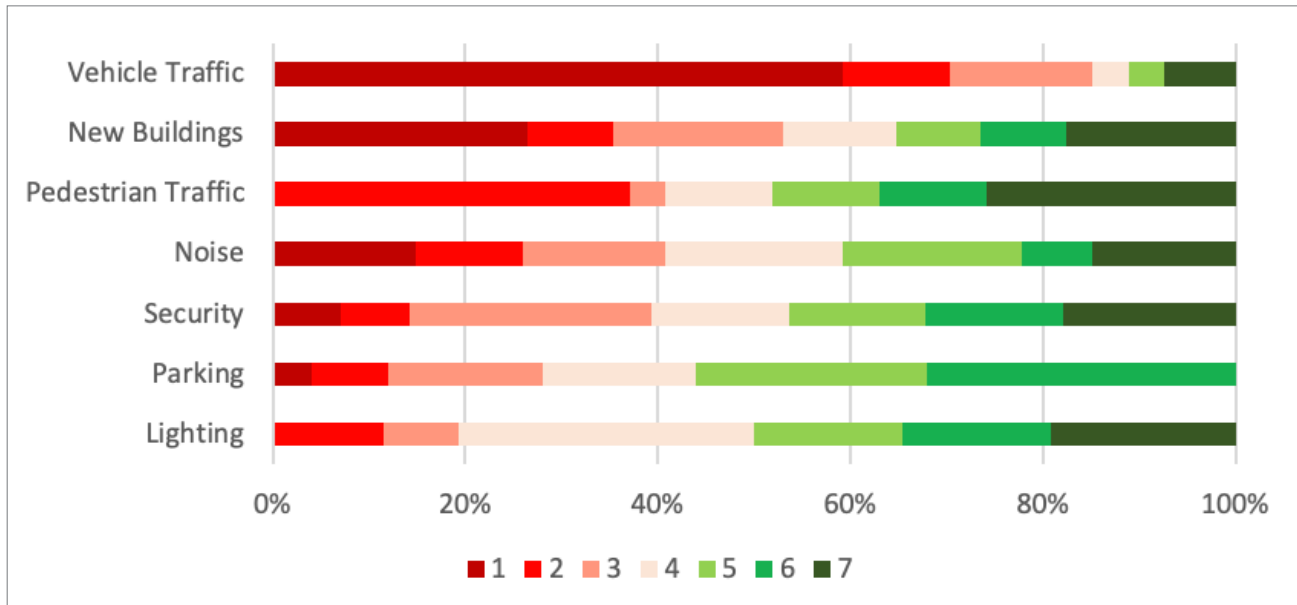
Figure 2-14 Question 13: Which of the following agritourism related issues would be of greatest concern? (Property Owners/Residents Only)
 (1 = highest concern, 7 = lowest concern)



Among those who identified as both property owners/residents and farmers, vehicle traffic was likewise a major concern, ranked as a moderate to high source of concern by 85 percent of respondents. New buildings were the second-largest source of concern, ranked as moderately to highly concerning by 54 percent of respondents. Respondents were least concerned with parking, lighting, and pedestrian traffic (Figure 2-15).



Figure 2-15 Question 13: Which of the following agritourism related issues would be of greatest concern? (Property Owners/Residents and Farmers)
 (1 = highest concern, 7 = lowest concern)



Property owners/residents and property owners/residents-farmers share a high level of concern regarding agritourism’s capacity to increase vehicle traffic. Both groups were generally not highly concerned about lighting impacts or parking.

However, property owners/residents-farmers were significantly more concerned about pedestrian traffic than property owner/residents alone. Forty-one percent of property owners/residents who are also farmers ranked pedestrian traffic as one a moderate to large concern. This same issue was ranked as moderately to highly concerning by only 22 percent of respondents who identified as property owners/residents alone. Property owners/residents who are also farmers were considerably less concerned about noise than property owners/residents alone. Forty-one percent of property owners/residents-farmers classified this issue as moderately to highly concerning, while 62 percent of property owner/residents did so.

FARMING IN SOUTH MORRO HILLS

Next, respondents engaged in agricultural activities were asked about their experiences farming in South Morro Hills and their opinions on various policy measures to help support continued agriculture in the area. The following questions were asked only to those respondents who identified as “farmer or rancher” or “Property owner/resident and farmer” (44 respondents).



Question 14A: What type of crop or agricultural product are you currently producing?

Respondents reported producing a wide variety of agricultural products. Seventy-six percent of respondents reporting growing avocado, 30 percent some type of citrus fruit, and 12 percent wine or grapes. Other types of crops provided included nuts, vegetables, various fruits, and nursery stock.

Question 14B: What type of crop do you foresee being viable in SMH in the next decade?

Respondents provided a wide variety of responses when asked about what types of crops they could envision being grown successfully in South Morro Hills in the future, reflecting an enthusiasm for the rich diversity of crops that can be supported in the area. Thirty-eight of respondents explicitly said that they thought a wide variety of crops could be viable in South Morro Hills. Twenty-eight percent said avocado, 28 percent wine or grapes, and 20 percent said coffee. Other types of crops listed included hemp and cannabis products, various fruits and vegetables, nuts, and hops and beer.

Question 14C: What are the major obstacles in your business operation?

The most commonly cited barrier to business operation was water costs, reported by 50 percent of respondents. Twenty-five percent of respondents reported encountering obstacles related to local regulations, including paying taxes and fees. Eighteen percent mentioned operational costs such as energy and labor.

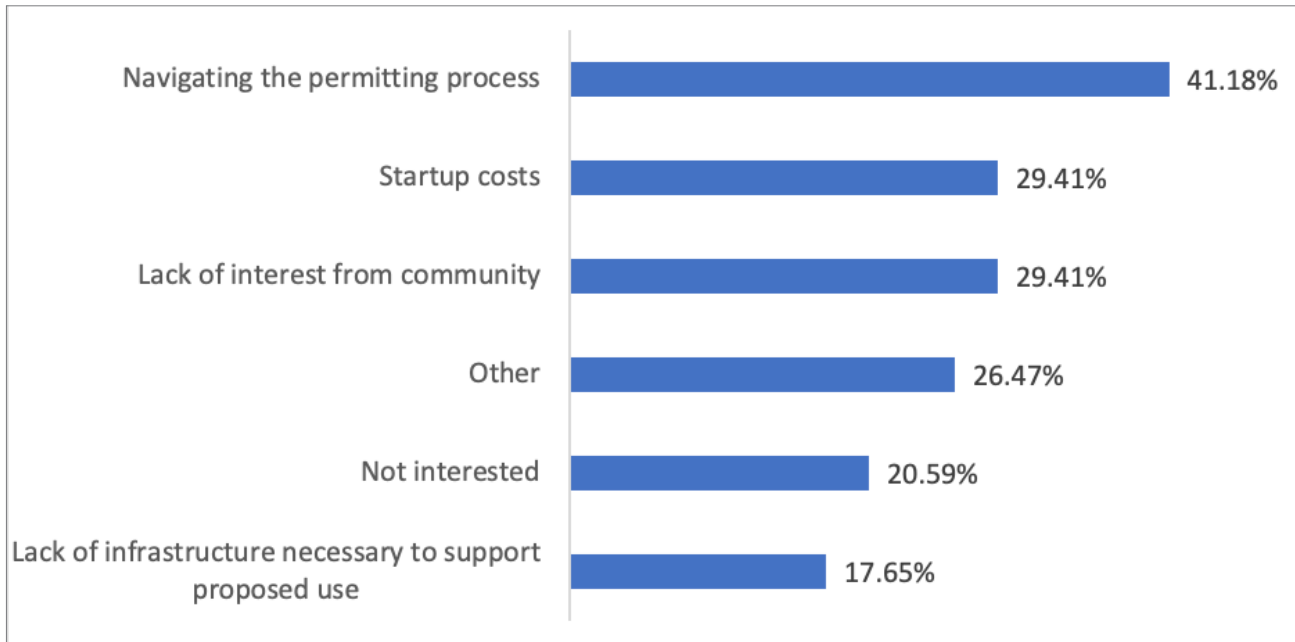
Question 14D: Are you interested in starting an agritourism use? If so, what type?

Forty-six percent of respondents said that they were not interested in starting an agritourism business. Thirty-five percent said that they were or may in the future be interested in starting such a business. The remaining respondents were either unsure or said that they already have an agritourism business. Of those who said that they might be interested in starting an agritourism business, most said they would be interested in centering their business around wine or grapes, glamping, or equestrian activities.

Question 15: What types of obstacles discourage you from pursuing an agritourism use? (Mark all that apply)

Next, those involved in farming activities were asked about the types of barriers that prevent them from pursuing an agritourism use. Forty-one percent of respondents cited the difficulty of navigating the permitting process as a significant barrier. Of those who provided other responses, commonly-cited barriers included water costs and concerns about profitability. Some respondents said that they had encountered no significant barriers (Figure 2-16).

Figure 2-16 Question 15: What types of obstacles discourage you from pursuing an agri-tourism use?



Note: As respondents were permitted to select more than one obstacle, the sum of all percentages above exceeds 100%.

Question 16: What type of assistance could the City provide to help farming and/or agri-tourism succeed?

Farming respondents were next given the opportunity to provide open-ended commentary regarding the type of assistance the City could provide to help support agritourism. The most commonly expressed sentiment was that the City should continue to protect agricultural land and limit large-scale development within South Morro Hills. Fifty percent of respondents made comments of this nature. Other suggestions included lowering water costs and easing regulations that add cost and time to the agritourism business development process.

Question 17: Transfer of Development Rights (TDR) is a zoning tool used to permanently protect land with conservation value (such as farmland or other natural or cultural resources) by redirecting development that would otherwise occur on that land (the sending area) to an area planned to accommodate growth and development (the receiving area). Would you support Transfer of Development Rights (TDR) to allow more development on certain properties in return for the permanent preservation of agricultural land on other properties?

Respondents were then asked if they were in favor of a number of potential development strategies that would help preserve agricultural land. Respondents were first asked if they were in favor of allowing Transfer of Development Rights as an agricultural land preservation strategy. Sixty-three percent said they would not be in favor of such a measure.



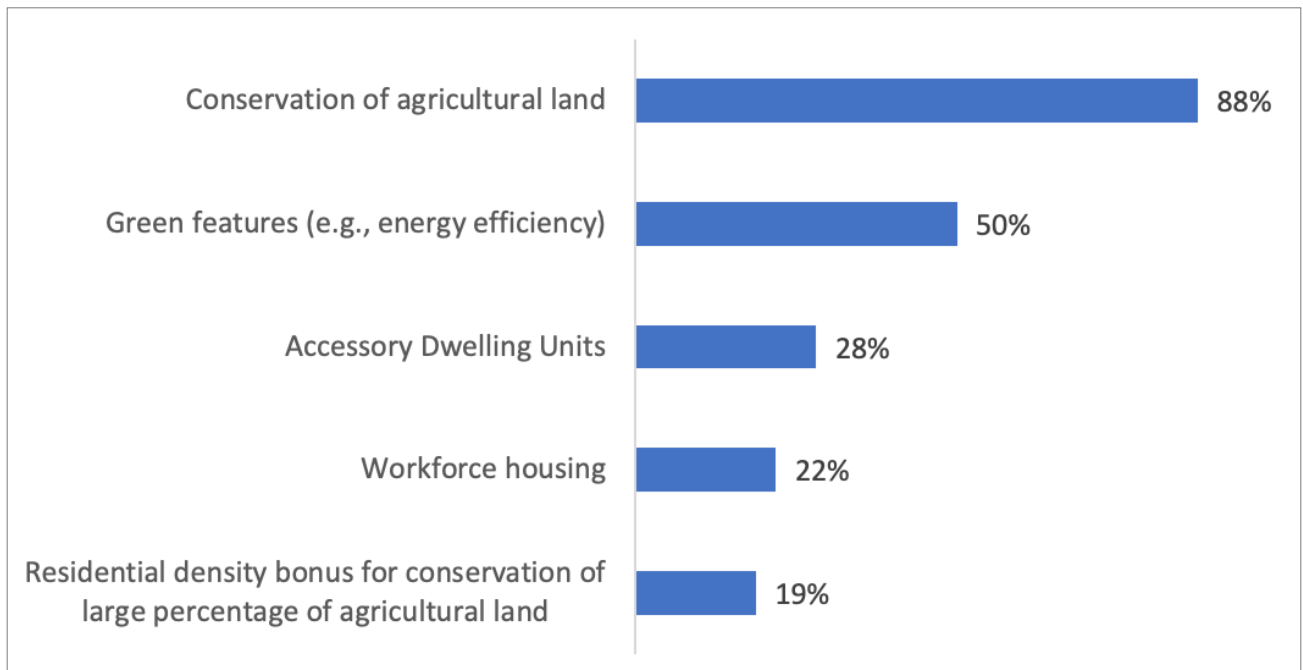
Question 18: Would you support requiring agricultural conservation easements as part of the establishment of Tier 2 Agritourism uses?

Responses were split with regards to support for agricultural conservation easements. Fifty-three percent said they would not support such a measure, and 47 percent said they would.

Question 19: Would you be supportive of incentives for any of the following? Check all that apply.

Farming respondents were then asked about their support for a variety of development incentives that could help preserve agricultural land. Incentive types included conservation for agricultural land, green features such as energy efficiency, and housing incentives such as for accessory dwelling units, workforce housing, and residential density bonuses for conservation of agricultural land. Eighty-eight percent of respondents showed support for conservation of agricultural land. Fifty percent showed support for green features. Housing incentives did not elicit as much support (Figure 2-17).

Figure 2-17 Question 19: Would you be supportive of incentives for any of the following?



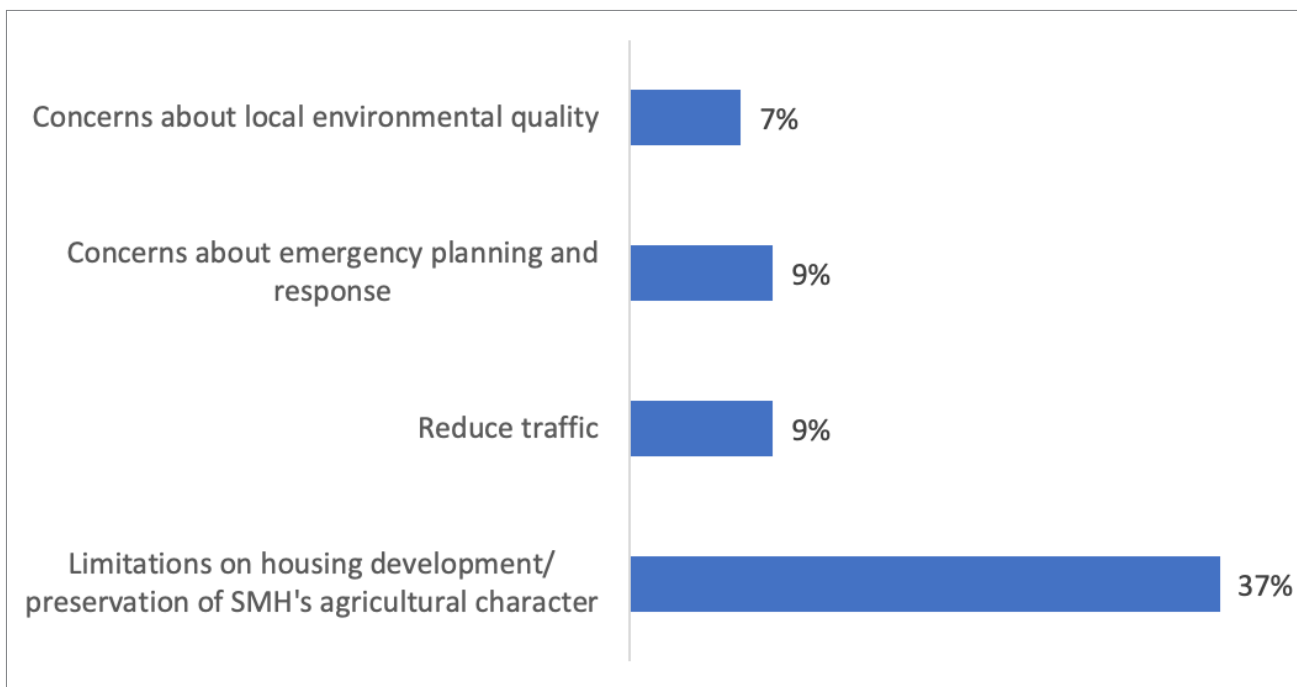
Note: As respondents were permitted to select more than one type of incentive, the sum of all percentages above exceeds 100%.

Question 10: Are there any additional considerations that should be addressed in the SMHCP?

Finally, all respondents were given the opportunity to provide open-ended commentary regarding additional considerations that should be incorporated into the SMHCP. Two hundred and sixty-six respondents provided commentary.

A common theme among these responses was a desire to see limitations on housing development and/or a preservation of South Morro Hills' agricultural character; 37 percent of respondents expressed comments of this nature. Nine percent of respondents commented on the importance or relieving traffic in the area. Nine percent expressed concerns about emergency planning and response including floods, fire, and evacuation. Seven percent expressed concerns regarding local environmental quality including air, water, and noise pollution (Figure 2-18).

Figure 2-18 Question 10: Are there any additional concerns that should be addressed in the SMHCP?



2.2 Next Steps

The findings from this survey, including both aggregated results and specific comments made by community members shown in the Appendix, will inform the direction and content of the South Morro Hills Community Plan. These findings will be then be examined alongside findings from meetings with commercial farmers, the South Morro Hills Association, and agritourism stakeholders, as well as findings from the technical studies being undertaken by the project team, including a market analysis, an existing mobility analysis, an agricultural resources assessment, an infrastructure assessment, and an existing conditions "map atlas." Together, this information will be used to develop a Preferred Plan and Key Goals for the South Morro Hills Community Plan.

APPENDIX: OPEN-ENDED RESPONSES

Please note: these responses have not been edited for spelling or clarity.

7. What type of transportation system improvements would you like to see? Check all that apply.

Respondents who selected “Other”:

1. equestrian trails
2. improve commuter roads only, like Sleeping Indian
3. Add additional streets such as, to connect Sleeping Indian To Puerto del Sol, emergency access to Straightway Drive in Arrowood, etc.
4. This is targeted toward high density housing development; biased question
5. Lower speed limits on North River Rd. And Sleeping Indian
6. Extend N Santa Fe Avenue to North River road
7. If we do not over develop the area, why do we need to improve roads? I would like to see more public transportation throughout the city
8. Shuttles, light rail and other public transportation options. Less cars
9. Leave it be
10. Stop development until the infrastructure is complete
11. Develop additional lanes on the bridge on college since most will use that to get to morro hills
12. none of the above.
13. N/A if land remains agricultural..none of the above
14. I think farms should remain farms, no development unless it is supported by the general plan.
15. Oppose development in Morris Hills
16. No development, no widening of the road
17. No housing
18. If a bridge is needed it must cross the river as an extension of Santa Fe, NOT at Melrose! (Elsewise the “Melrose “Link”/“Gap” monstrosity could again raise its ugly head, compromising Guajome and rural land use surrounding it.)
19. If over 100 clustered homes allowed, require frequent, automated, 24/7, electric bus service to the College Sprinter Station
20. Just of note, the bicycle lanes are very important. This area is a common cycling route for me and I’ve have more close calls on these streets than any other
21. Improve North River Road from Hwy 76 to Vandergrif
22. LEAVE IT ALONE NO HOUSING DEVELOPMENT
23. LEAVE IT ALONE.....NO HOUSES
24. None, stop development
25. Bike and walking paths
26. AVOID landscape medians and calming features. If enhanced landscaping along streets entails narrow streets, it should be avoided.
27. No new housing or roads. Maintain what is there.

28. Ensure safe egress during Fire season. Sleeping Indian Rd is our only ingress and egress during Fire and other emergencies. Hazard currently exists to both vehicle drivers and bicyclists!
29. Suggestion for current state f Morro hills, obviously if development other changes needed.
30. Equestrian stables
31. As is
32. Please restrict any additional homes and development in South Morro Hills
33. Extend North Santa Fe Avenue to North River Road versus Melrose for improved traffic and emergency access, or extend Singh Way to North River Road.
34. How about maintaining the existing roads! Sleeping Indian Road is a pot holed mess!
35. Protect people in Fallbrook by limiting use of Sleeping Indian. Widen North River Road all the way to 76 if project is put in.
36. First ask, who is going to pay for it?
37. leave it alone
38. Leave it alone
39. Leave the roads as is .
40. Keep the zoning as originally designed, don't increase the density.
41. no new wider, noisy, pollution producing roads. If change, modify only for walking and biking. I love Oside due to it's open spaces and small roads
42. Please do all you can to enhance the traffic road while making the greatest effort to not impact the natural beauty of the landscape
43. no housing project no new road access necessary
44. Keep it rural. Soft shoulders or bioswales. Narrow to limit speeds and use. This is not a major arterial and should not be used as such. Discourage use.
45. Don't want any further development- housing or commercial, therefore don't want any improvements as they won't be needed
46. no commuter traffic on Sleeping Indian between Oceanside and Fallbrook
47. Widen North River Road and replace blacktop. Make bike land and put truck restrictions NTE 5000 lbs.
48. Question #6 doesn't have a "NONE" choice. I choose none for #6.
49. complete Melrose ave to the 78 freeway
50. Fill the potholes that we currently have. We should fix what we have already before we go further.
51. Overall improved safety for cyclists and pedestrians.
52. Public transit
53. None there is way too much traffic now
54. Improve Hwy 76, add hov lanes, coordinate lights
55. Don't build and you can leave the roads alone.
56. Bike lanes needed on N River Road
57. None
58. NONE. This area needs to remain agricultural only.

59. None of the above.
60. Enhance the 76 to be elevated to help with traffic
61. The Melrose Bridge should cross North River Rd midway between Lower Wilshire and Sleeping Indian Rd. We call this Roadrunner Rd. It would follow the property lines until it connects with upper Wilshire Road. Roadrunner Rd would become the major through-way to Fallbrook. Newly designed it could have a wide landscape feature on each side with buffered paths for pedestrian and bike paths. Possible planting in the center allowing left and right turn lanes. k
62. expanded public transit (frequency and type)
63. Mass transit options other than only buses but increase bus stops and routes also
64. 76 is a horror to start with and I see no way for improvement
65. Fire vehicle and emergency accessibility or ability to accommodate exodus of cars
66. Fix the roads and then maintain them.
67. New communities need easy, efficient access to public transportation
68. The melrose intersection at North River Road should be in-between Sleeping Indian and Wilshire so as not to create a traffic problem. Maintaining the agricultural vibe is important.
69. No developments, thus, minimal improvements. Establish a Land Conservancy Trust.
70. I don't want additional improvements, just maintenance and no development.
71. I wish we could preserve the rural character as much as possible, but if development is planned, then providing adequate traffic capacity is essential. If no development that increases traffic is planned, then I favor improving the existing roads and beautification (beautification is good regardless, but lower in priority than adequate capacity)
72. None of the above
73. Improve public transportation
74. Please see e-mail sent on this address regarding safety issues on Vista Road between El Camino Real and Snead Dr. on Vista Road.
75. add more lanes to the road to handle more traffic if you are going to bring tourism to the area.
76. Safer roads less curvy and less one way, street lights for safety
77. Ensure public transportation is available
78. Remove traffic light from 76 and make it a freeway as it was supposed to be
79. System to decrease traffic at busy intersections including: College and 76; College and Vandergrift; North River Road and Vanderrift
80. Better traffic flow on HWY 76
81. Tree lined
82. NO BIKING !!!
83. road widening should include all of river road not just development section.
84. Leave as is
85. There are items here that would be nice, but this seems to imply that they would be part of a housing project, which we strongly oppose.
86. None - Leave it as it is. NO BRIDGE!

87. Repair potholes
88. I prefer to keep this area agricultural to limit growth, fire danger, and traffic. I DO NOT WANT MORE HOUSING, dense or otherwise.
89. Improve safety, but not faster roads. I want wider bike lanes
90. none
91. Nothing
92. Before anything else is done the City should do a master plan of the entire area so that others besides the first developer benefits from placed infrastructure.
93. none of above
94. At least two (2) additional evacuation routes out
95. Widening of the Douglas Bridge and improvements on Vandergrift at N. River Rd.
96. Repair and maintain current roads
97. Oceanside should preserve this land for food security in its future! We don't need more expensive housing since Oceanside residents can't afford the housing we already have!
98. No bike lanes.
99. None. It's good as is.
100. Planned, limited commercial property to support homes.
101. leave it alone.
102. Leave it as it is. No improvements are desired or needed.
103. No to housing development, no to bicycle paths. Add equestrian paths. Keep it agricultural and rural.
104. Not widening roads for personal vehicle use, where possible. Widening for transit and active transportation is great, but where widening for active transportation, consider the use of pervious/porous concrete/surfaces
105. right now it is a mess. The arguments regarding "who" owns each part of North River road make it a nightmare.
106. Ensure North River Road is Two Lane from Vandegrift to the 76.
107. Repave it and leave it the hell alone other than widening the bike lanes for cyclists.
108. Plant trees along the 76 to enhance the the natural beauty.
109. Remove SMH area from Bike Across America
110. No Development.
111. Bus service
112. Keep as low traveled farmland
113. Construct a bridge at Sante Fe Drive
114. public transportation options
115. Don't develop
116. NO LOOP, NO BRIDGE, NOTHING ELSE
117. Don't do it

8. Please select the development standards you would like to see in the Plan. Check as many as you like.

Respondents who selected “Other”:

1. unfenced habitat buffers
2. Signage to promote the agricultural region.
3. Biased question, target toward high density housing development
4. Rescind the North River Farms housing development approval. Return the Agricultural zoning to all of Morro Hills.
5. No large scale development should be allowed at all.
6. 2.5 acre minimum per dwelling
7. No significant development should occur until roads are capable of supporting additional traffic. Hwy. 76 in particular.
8. Don't build there
9. No development should be allowed in acreage over 2 acres. Sites should never be allowed to be subdivided less than 2 acres. No homeowners associations or master planned community. No development other than improving existing homes and roadways for fire safety. Restrict growth to allow for safe living in an area that is not suited to dense population
10. No development at all would be preferable!!!
11. N/A if land remains agricultural...none of the above
12. Stick to the general plan. If you want to develop, then do the work to involve all the stake holders and change the plan.
13. no opinion
14. Oppose development
15. No housing
16. Lighting should be studied. Put in by the roads.
17. Minimum street tree quantity (such as one 24" box tree every 35' with back-up buffer trees) like one would see in the City of Carlsbad. They have done a great job with stringent landscape design.
18. Morro Hills should have a rural flavor along the lines of Rancho Santa Fe, BUT much LESS dense, and mindful of farming applications... NO one coming into the area should get wholesale zoning exceptions to change the “flavor” or to compromise farming applications of those already engaged in farming on adjacent or nearby parcels.
19. Open space preservation.
20. Never more than 185 homes. They must be clustered.
21. No housing developments
22. Traffic along highway 76 must be addressed before this tragedy!
23. LEAVE IT ALONE....NO NEW DEVELOPMENT
24. LEAVE IT ALONE...NO NEW HOMES...AGRICULTURE ONLY
25. None, stop the development

26. Minimize and /or cluster housing element.
27. None. Keep land open as is or use very minimal development (sprawl). SoCal is already a nightmare mass of ugly housing tracts that all look alike and give no room for wildlife or general relief from eye sores.
28. NO edible landscaping. Pedestrians crossing the streets, attracting rodents and other pests, out of area persons coming to harvest and creating extra traffic and possible nuisances.
29. Again, NO NEW HOUSING! Leave this space for farmers and wildlife.
30. No housing development/hotels. This is strictly agricultural land. You cannot grow food to feed the populace, we can't grow food in housing developments, plus traffic is already an important issue, too many vehicles using North River Road, Sleeping Indian Rd!
31. Keep natural- don't trust city council to do a responsible job
32. Limit some roads to local traffic and deliveries only (Sleeping Indian)
33. Your question is leading, and assumes I want to see a development plan. I don't.
34. speed restrictions
35. Lake
36. No clustered development Keep rural as is
37. Please restrict any additional homes and development in South Morro Hills
38. 75%-85% Farming requirements, 15-25% maximum housing and commercial uses. Emphasize food production, sales and education. A Loop Road from Wilshire to Sleeping Indian should be made at a lower elevation below the existing residential housing along upper Sleeping Indian.
39. First ask, who is going to pay for it? Adding mandatory amenities makes housing less affordable.
40. the way it looks today
41. Keep the zoning as originally designed, don't increase the density.
42. I'm not agreeing with the development. Protect our open spaces
43. Please do not over develop the land where is loses is unique picturesque character of natural beauty. I don't want to turn to another Downtown Oceanside overrun by tourist to the point locals like myself can no longer enjoy it.
44. none necessary only road mantinance to exicting road
45. All new development in the city should be carbon-neutral
46. We are opposed to any development (NRF) in the South Morro Hlills
47. No overall increase in density. This area is not affordable and should not be expected to help that problem. Major last mile problem that should not be solved.
48. Don't want any further development, therefore none of the above would apply
49. no development at all, leave as is
50. No housing without first enhancing water..sewer..capabilities. Have parklands and hiking trails like Central Park NY.
51. NO development by rich developers who pay city council members to vote for their developments!
52. I don't support large scale housing "development" in this area - this is a loaded question.
53. please leave this area rural
54. Low-rise, multi-unit housing with reduced square footage per person

55. Preserve the "rural" feel of the area. Overall improved safety for cyclists and pedestrians.
56. None leave as it is only develop on North river road.
57. Please include public art!
58. The plan is flawed. There should be no development allowed.
59. Keep existing zoning of area.
60. Don't build. There are too many houses in Oceanside already.
61. Noise restrictions similar to our beach neighborhoods
62. Stop building
63. None
64. Leave as 100% agricultural.
65. We're already overbuilt. Stop the reckless sprawl!
66. All solar/electric, grey water, NO invasive plants- the plant list needs to be redone!
67. There should no residential development in this area period.
68. No
69. Hilltops and Ridgelines are not currently protected to my knowledge.
70. Renditions of expected look after changes are made
71. high density, low-income housing
72. Prefer no development
73. clustering development especially housing, away from roadways, so when you drive through South Morro Hills farming is what you see. Pushing the housing on the higher elevations will keep the more productive flatter land for farming. Housing located on the hillsides can be further shielded by farming crops such as groves and vines. Agriculture should be the primary feel you get when entering South Morro Hills.
74. NONE! No development at all.
75. Awwwww
76. NO development. Establish a Land Conservancy Trust.
77. Why is development a foregone conclusion? It's zoned AGRICULTURAL! What's the point of zoning if it can be ignored?
78. not a dense number of houses to be built on area
79. Leave the prop. Undeveloped.
80. None of the above
81. Please do not sell this land to the highest bidder for it to be developed from out of town developer
82. Do not want a development at all
83. Maybe dark skies, but keep the ROADS well lit.
84. Reflect existing communities, Latino, Black, Pacific Islander
85. I am against developing this area for homes. I like that its farm land and would oppose any changes.
86. underground utilities
87. Keep it farming and help develop farmets market

88. Build more housing and industrial buildings
89. Leave as is
90. No development!
91. Again, we strongly oppose housing in this area.
92. Leave it.
93. develop a theme. Create a riverwalk.
94. I prefer to keep this area totally agricultural, so limit growth, fire danger, and traffic in this area.
95. make things nicer, not junk, no broken trucks, etc
96. none
97. No development
98. Master planned is a must so all future developers aren't taken advantage of by the first developer is a MUST
99. none of above
100. I oppose developing farmlands and displacing farmers.
101. No residential development at all; no zone changes from agricultural. 2.5 acre estates grandfathered with future sales 5 acres minimum.
102. Improved traffic flow.
103. Nothing more than small "hotels" of less than 10 units. Agritourism is SMALL scale.
104. Leave it as it is. Current guidelines within agricultural zoning.
105. Workforce housing
106. Requirement to address wildland fires and emergency access with updating the outdated general plan first to guide any and all development in the area and plan necessary supporting infrastructure.
107. No housing development. Keep it all agricultural and rural.
108. Widen ALL of North River Road.
109. Leave it the way it presently is!
110. Leave as is now. No zoning changes at all.
111. Highland but approachable.
112. Increase houses and business opportunities
113. More housing and revenue-generating uses
114. I don't want to see the development.
115. Do nothing
116. You can't have agricultural tourism and housing - doesn't work together!
117. Build more houses open up to industrial commercial uses
118. No development of condos, apartments, or tracked housing. Only 2.5 acre lots or larger
119. Keep it farmland with agritourism on those farms
120. No Development
121. Larger lot sizes, low-density
122. No building

9. Successful agritourism regions have branding to highlight what agricultural projects they are known to produce. For example, Temecula is branded as a wine region. SMH is known as a unique region with the capability of growing almost any type of crop in the world. How would you like to see SMH branded?

Respondents who selected “Other”:

1. Agriculture encompassing a variety of agricultural/agritourism opportunities
2. I don't feel this needs to target a particular crop, though organic farming would be a definite plus given the overuse of pesticides in area that have contaminated soil, water and endangered humans, domestic animals, livestock, wild and aquatic life
3. Multiple crops economically viable limiting any one crop to 50% max ie cannabis in SMH
4. All agriculture is fine. Exotic, native, floral, fruit, veg., etc
5. If they can grow just about anything, then all of these. .
6. All of the above
7. all or any of the above.
8. Agricultura; Region (generic/as is)
9. no opinion o this issue
10. going to have to wait on this one, too early to tell.
11. Cornucopia - Nature's Bounty -
12. Agritourism North San Diego
13. WHATEVER THE FARMERS WANT
14. WHATEVER THE FARMERS WANT
15. Anything other than housing
16. Oceanside - San Diego County's Farmer's table.
17. What small farmers already produce without changes or sellouts to greedy developers or big ag.
18. "...as a unique region with the capability of growing almost any type of crop in the world."
19. avocados, coffee, figs, macadamia nuts, pomegranates
20. How about you leave it alone. I don't need to pay higher taxes for a study to determine branding. Nor does it need branding.
21. All the above
22. An Agriculture Region reflecting the viable vegetable crops, fruits, flowers and other crops that reflect the current viability of maintaining the land in agriculture without being all one crop. EG: Cannabis, or Horticulture or wine etc.
23. Let the market decide. Land planners are not qualified to make marketing decisions.
24. don't do this at all
25. Herbs, such as basil, thyme, etc
26. No branding
27. I think the diversity of the area, type of products should be apart the brand and make SMH unique
28. Keep the zoning as originally designed, don't increase the density.

29. Bird and animal habitat for migrating birds. Preserve our open spaces. Once it's branded, we will have more congestion, more noise and pollution
30. Highlight its potential to find something for all people. It's potential to be everything
31. We are the only complete City. We go from the beach to an urban downtown to historic neighborhoods to rural farmland. We are the only one and that should be the brand.
32. All the above, just agricultural region.
33. whatever the market dictates
34. no branding leave it alone
35. All of the above!
36. no branding please
37. No branding needed.
38. Craft specialty ag; coffee, brewing, distilling, and exotic crops, including useful herbs
39. flowers, fruits and edibles from the garden. All natural occurring harvested products.
40. These all sound great that are above
41. Last Chance diversified Unique Region
42. cannabis
43. Farmers should be able to plant what they want.
44. Best Hidden Gem of Southern California
45. None
46. Leave the area alone.
47. this is a silly question. If anything can be grown on the land then let that be the brand. But let development move forward!!!!
48. Leave it alone.
49. This area should remain agricultural ONLY
50. Any type of agriculture, whether it is something we currently have such as Cannabis or another growing opportunity in the future. The SD Farm Bureau has county wide guidelines that will fit into our agricultural ordinance and Agritourism specific plan. tly farm or new exotic crops in the future all should be able to be grown. Special use permits may be required for certain crops like Cannabis. The SD Farm Bureau has guidelines for crops that emit oaders
51. All of the above
52. South Morro Hills should be branding as a true agricultural area where any crop grows.
53. Farm to table options including beer
54. Multi-faceted agricultural region.
55. Branded? Are you serious?
56. Farmers should have choice of product that contribute to local food choice.
57. Don't
58. all of the above
59. vineyards, fruit trees, vegetable crops

60. Make the area a tourist destination with hotels and fine dining, wine and luxury shops
61. Something of heritage that is Oceanside
62. Leave as is
63. Any combination of these is great, no marijuana, however. Wineries can be lovely and add character, but there should be study of potential increase of intoxicated driving. Temecula could be a guide.
64. KEEP IT REAL!! (field crops, etc; not water- or chemical-intensive items; not coffee, alcohol, exotics, or trendy items.)
65. These questions are all assumptive ones, where are the options for leaving the area alone?
66. Mix of stuff
67. not clear that multiple uses is bad, ie. wine and plants seem good
68. none
69. Farming
70. Unfair to property owners to brand a certain product.
71. all should be included this is our greenbelt and should be marketed that way
72. none of above
73. "You can grow near anything in SMH": Fruits, vegetables, flowers, exotic crops
74. No specific brand, just as agritourism. Let the farmers decide what works best
75. Local Food. nothing grown there remains local
76. Ask the farmers.
77. Fruits. Vegetables. Flowers. Trees.
78. With what currently grows there. No more residential units planted
79. Mix of above
80. no preference
81. None.....leave it as is now.
82. Leave for farmers discretion. Do NOT bring in tourism elements or housing
83. No branding needed
84. All of these
85. Flexible- do not see preference for a particular crop- circumstances/tastes change over time.anges
86. low water requirement growth
87. Do a marketing plan with consultant
88. None
89. It doesnt need to be specific, let the farmers farm
90. Cannabis
91. All the above - what the landowner feels the best for their land
92. No agritourism
93. Stop your plans

10. Are there any additional considerations that should be addressed in SMHCP?

1. Please don't forever destroy this area by putting in endless sea of strip malls and houses. Step up and take the example of Carlsbad. Leave open space. I do support adding density in neighborhood with mandatory off street parking accommodation. ie ADUs.
2. Emergency Fire evacuation plans
3. clean up of junk. Keep development simple with allow impact. Improve commuter roads only.
4. Work with Fallbrook/Bonsall/Camp Pendleton/Cal Trans for additional evacuation emergency evacuation routes.
5. This survey has a VERY high potential for abuse. It can be readily forwarded to anywhere around the world and taken by the several individual or group of individuals to support their pro development cause and political aspirations. It has also been shown the the likert scale can be tampered with, zeroing out responses. A large percentage of those living in Oceanside are seniors and do not avail themselves of the internet or social media, again having the very high potential for skewing results. MOST SIGNIFICANT TO ME IS TO NOT SEE DEVELOPMENT OF NORTH RIVER FARMS OR LIKE DEVELOPMENTS IN SMH. The highest incidence of fire risk is when development occurs in the Wildland Urban Interface. Despite what OFD and CalFire might term the area of SMH- the reality is, I, west of Vandegrift and in Arrowood, along with a large number of other residents extending into Jeffries Ranch, the Berries, Guajome Park and other locations have experienced NON-RENEWAL of Homeowners Insurance due to Wildfire Risk within the past year- over 54K people in SD County (based on those who have filed complaints with the Office of the State Insurance Commissioner- making the true number grossly underreported). Additionally, the rampant use of synthetic pesticides in SMH, licensed depositing of sludge into the San Luis Rey River (AgriMix) would both compromise the health of those who would buy in a development in this area (with all the potential for a cancer cluster) as well as contribute to further environmental degradation. The new high school is in the path of synthetic pesticide spraying. Residents of Arrowood frequently complaint of unannounced spraying that leaves them running to close all windows and doors. Fire permits issued for a year for nursery lands, again, unannounced, also puts residents at increased risk of not only fire, the CO₂ released, but the volatilizations of the pesticides in smoke, Three and 1/2 hours to travel 4 miles down Douglas Dr. To the 76 during the Lilac Fire evacuation.... There is NOTHING that makes ANY degree of sense in the context of urban sprawl into SMH- other than making the developer and select council members wealthier!!! THIS IS NOT THE VISION OF THE OCEANSIDE I WANT TO LIVE IN!
6. Don't allow development in flood plains.
7. Cannabis cultivation on parcels 2.5acres or bigger
8. The Agriculture zoning should be returned to all of the Morro hills. The approval of the North River Farms Housing development should be rescinded, and the zoning change that was included should be reverted back to agriculture. There should be no additional bridges over the San Luis Rey River due to the endangered species that are present.
9. I Look forward to the moderinzation of So Morro Hills
10. It needs to be modernized with housing, commercial, Ag tourism, improved streets and a Melrose bridge!
11. The proposed development of farmland into high density housing is a poor decision. Increased usage will further strain water supplies. There will be increased costs to every taxpayer in order to fund increased infrastructure. Squandering farmland for housing developements ignores the need and desire for open areas which provide a break from incrasing urban sprawl. Keeping these areas open support the local wildlife and provides plants that help clean the air. The arguement that people are impinging upon the rights of farmers and landowners to sell their property is specious at best. The is no hindrance to selling your property, just

that it limits the resulting subdivisions to 2.5 acre parcels. So yes, the landowners can still make a lot of money and yet still retain the unique character of SMH. Demanding that they have the right to sell to developers who have no respect for this uniqueness is just blatant greed that requires everyone else to sacrifice their way of life and peace just so they can make a bigger bucket of money. We all know what happens when people move into areas adjacent to farmland or animals. First they complain about the odors, then the noise and before you know it ordinances are passed that prevent people from having their chickens, or sheep or horses. Just ask Country Feed in Vista what happened when the high density housing went in next door. Please retain the SMH rural character.

12. The additional planting of trees to help the environment.
13. Keep it predominantly in field crops and orchards, and related facilities.
14. There are numerous significant and unavoidable impacts associated with this project not limited to the following: - increased traffic congestion - unsafe fire evacuation routes - project is on the San Luis Rey flood plain - project is contrary to City's General Plan - harmful and negative environmental impacts - unnecessary increases in greenhouse gases and air pollution - incompatibility of agricultural land and commercial development
15. Flooding concerns Negative environmental impacts Increased fire risks
16. Organic farming practices are important to our family, in order to keep the land and water free from pesticides and keep our food healthy. We would definitely join a local CSA that had all organic produce. We also love the idea of having a place where we can take our children to learn more about sustainable farming, home gardening and zero waste living.
17. Hwy 76 is already overcrowded at several times of the day. Any development of SMH will put more cars on 76, which will erode the quality of life for all Oceanside citizens who rely on this road. Nearly every single car that is added through development will wind up spending significant time on 76. 76 is the only practical way to get to 5, to 15, to the ocean, to the interior, to the hospital, to major shopping areas, to San Diego, Los Angeles, or even many nearby restaurants and shops. Figure out how to keep 76 flowing smoothly with excess capacity first. Once this is done, determine how much additional traffic the highway can bear without becoming jammed up. Next, figure out which areas housing is going to be approved, and how much in each area. How to structure any possible future development in SMH should be done only after the above steps are completed. If you come up with a plan for large developments in Oceanside and SMH before deliberately figuring out the infrastructure needed to support that development, the result is guaranteed to be a mess. Cars stuck on traffic choked roads, no biking or walking paths, lack of open space, no ability to provide food locally in an emergency and loss of agricultural water sources that could be accessed for human use in an emergency. We can do better than turning Oceanside and SMH into Los Angeles South. If development is approved before figuring out Hwy 76, you'll get a situation like Hwy 5 or 405 through LA. If you think that's what we need, try driving those freeways through LA at rush hour. It's not a good future direction for Oceanside and SMH.
18. Thank you for doing this critical work!!
19. Why the need to build there?
20. Traffic impact, especially for fire evacuation. Impact on water demand in Oceanside.
21. The city council allowed a development to start known as north river farms which is not a farm or farms and is only a new housing and strip mall development. Reverse the council decision and start over and don't allow growth and dense housing projects to occur. The area does not need a master planned community it needs a city government that will not be sold to developers. The population spoke and rejected development. It will speak again in November to stop the North River Farms. If a small farmer or family wants to operate a road side stand to sell their goods that will maintain the more rural feel that people want. No one

wants another big parking lot that is used once a week for a farmers market. We already have a market downtown and another in Vista. Roadside stands are adequate and I feel accepted and will satisfy the seller and buyer for convenience. Leave the farmland alone. Don't let developers buy big plots with the hope that it can be developed into high density housing. Solve the low income housing shortage with locations directly adjacent to existing mass transit options. Rural land does not work for connecting to transportation and shopping

22. We cannot continue to build more housing! Hwy 76 cannot support more people- it is a very poorly designed road, without bridges/underpasses. It is a nightmare as it is now to travel on this road; you have to stop at EVERY SINGLE light!! We cannot use our fertile agricultural lands for housing. Let's stop building homes in the city and bring in more business, like Genentech, that really bring in taxes into the city, housing does not bring in as much...
23. leave as much open space as possible
24. I voted no on this development and still strongly feel it should be left alone. However, if it must be developed, preserve as much agricultural land as possible.
25. There should be no zoning changes made without the input of the residents. No sneaking changes as if for one project that changes zoning for the entire SMH. This survey seems slanted. For example there is no selection for no changes to the region.
26. Preserve the natural surroundings while upgrading by utilizing sustainable architecture and designs.
27. increase and maintain wildlife habitats strong regulation RE: increased use of native plants minimize traffic congestion increases fifty year planning as an island of agricultural/ open space in the suburban sprawl of southern california very strong regulation against large venues. Allow some small venues for gatherings of less than 100 individuals. strong regulation to eliminate almost all subdivision of property support and regulation for underground utilities vs overhead
28. Should any residential development be permitted it should adhere to current density restrictions for the zoning. Once agricultural land is gone it can never be replaced. Government should support agriculture through tax incentives to keep the profits realistic for the farmers.
29. I strongly support following the general plan. I think that it is irresponsible and self serving for the city council to allow development which has not gone through the vetting process of all stake holders. This survey feels like a way to show greater support for development and like a way to manipulate Oceanside resident's support. By asking which infrastructure we feel is important, it leaves out the necessary step of projecting the impact of 1,000 extra cars on North River Road every day. What about utility infrastructure? What about the plan for wildfire evacuation? South Morrow Hills does not have capacity in utilities and roads for a large population to live. These are just a few reasons why it's important to follow the general plan. Please plan your housing development in areas that have already been identified and zoned residential. Locations close to transit and city services. Places where high density makes sense.
30. I very much believe we need an updated master plan which does three things: 1 Grandfathers commercial farming operations so those families like mine who want to continue farming can do so; 2 Have a long term plan that allows for the development and conversion to a use other than farming can be done in an orderly fashion; and 3 Make sure everyone's property rights are carefully considered.
31. The pandemic has demonstrated the high value of having agricultural land in our city, we need to keep this jewel.
32. This area is the last of the local agricultural area In Oceanside and should be preserved as such. There is no need for more housing in this area. Housing should be built closer to transportation (ie the train), not in a previously agricultural/ open area.

33. No housing developments in mirror hills and get the roads and infrastructure fixed in oceanside
34. Beware of any owners who want to overdevelop this area also into more houses.
35. Allowance of animals and exotic animals (should remain as-is in this area, not follow City standards)
Allowance for large lots (2.5 & over acres) to have additional freedoms that smaller lots (less than 2.5 acres) would have. That's the reason we live up here, by the way. If I wanted to not have the freedom, I would live in higher density housing. Traffic circulation generated by Camp Pendleton/cut-throughs needs to be thoroughly reviewed.
36. Try to protect the critters that are natural to the area.
37. The Morro Hills area should be FOREVER protected from ANYTHING developed by Integral (or developers like them.) Soulless, dense, loophole-ridden, and reeking-of-hypocrisy Projects, like North River Farms, MUST NOT be able to subvert the SMHCP in ANY way, shape, or form, with bogus "Planned Community" development, even in the form of AgriTourism. The land use & any development of the land MUST conform to the land features/topography, with massive/major excavation or fill work banned. NO filling in the river lands. NO wholesale leveling of acres of land to accommodate buildings and roads. This Community Plan must be iron clad and airtight. Likewise, ALL of the remaining farmland in Oceanside should be preserved in such a manner. This land must be viewed as Legacy Land, NOT as low hanging fruit (as big bucks developers from "away" view this land.) Strong DENSITY Restrictions must be addressed, so that the area remains RURAL, and is NOT attractive to "Over-Developers"... and the possibility of urban sprawl as time goes on.
38. Prohibit housing development.
39. I oppose the development in this area. By changing the land use from agriculture to housing it will completely change Northeast Oceanside.
40. No more that 185 homes should be allowed. They should be clustered. The cost of the home should include nothing for roads but should cover an electric, automated, frequent, 24/7 bus service to the College Station Sprinter station. The 5 Big Moves should include upgrading the Sprinter to be electric, automated, 24/7, and frequent.
41. No dense housing projects in Morro Hills
42. I RESIDE OFF HIGHWAY 76 AT FOUSSAT. THE TRAFFIC IS HORRIFIC. UNLESS HWY 76 IS WIDENED TO A 4 LANE HWY IN EACH DIRECTION YOUR CREATING AN LOS ANGELES TRAFFIC JAM. HOW IN THE WORLD DID YOU GET AN ENVIRONMEN IMPACT STUDY TO MEET THE GUIDELINES? LET'S FORGET ABOUT THE HOUSING CRISIS AND START THINKING ABOUT OUR QUALITY OF LIFE IN OCEANSIDE!
43. Model this after the North River Farms Project.
44. The Oceanside citizenry will strongly support an agroturism development "IF" they are informed about it. Anecdotal experience underlines this. The problem is: they are not informed about South Morro Hills unique qualities and this plan. A strong marketing campaign should be added to the Agroturism Community Plan and this needs to deliver and UNIFORM message as part of the plan. Otherwise developers (like North River Farms) will distort the message.
45. If a development is allowed in SMH it will be very sad and wrong. The citizens of Oceanside have voted this DOWN several times. The City Council is being paid off by the developer. It is disgusting. Fire safety must be addressed. Adding more people and density to this area is a death trap during fire season. More new homes ARE NOT NEEDED in Oceanside and these WOULD NOT be affordable housing.
46. If a development is allowed in SMH it will be very sad and wrong. The citizens of Oceanside have voted this DOWN several times. The City Council is being paid off by the developer. It is disgusting. Fire safety must

- be addressed. Adding more people and density to this area is a death trap during fire season. More new homes ARE NOT NEEDED in Oceanside and these WOULD NOT be affordable housing.
47. Water service, Sewer service, Power and Tele-communications, Fire and police services, Traffic management (speed limits), Existing flood zones, flora and fauna oversight, indigenous peoples historical and artifact preservation, Traffic management and evacuation pathways, mass transit, green/renewable energy.
 48. Keep it agricultural and limit all building. No housing development at all.
 49. NO HIGH DENSITY HOUSING! KEEP THE ZONING AS AGRI USE ONLY!
 50. Keep housing density down and improve roads.
 51. I like things the way that they are. I am very tired of greedy developers building over everything. Our beach is no longer visible. Where/when does it ever end?
 52. Crops should be of the drought tolerant variety with low water technology in use. Signage to the agritourism area in beach area and along Mission
 53. Leave out development fix current roads keep out the greedy developers
 54. Traffic is already bad on N. River Road, Adding traffic lanes won't help. Fire protection. If evacuation is required, N. River Road, Vandegriff Blvd. College Blvd. and Douglas Drive will be gridlocked, like it was during the mandatory evacuation from the last fire in that area. Oceanside is already too crowded and traffic is atrocious. Don't build any more houses here.
 55. The use of public domain laws should be avoided to allow the owner of the property to use his/her property as they see fit. If a private party (e.g. an ag conservation group) wishes to purchase a property from a current owner, they when would have that same right.
 56. I really can't understand why humans have to move every inch of dirt on this earth. Leave open spaces alone. This area has been farmed for decades. Leave it that way!
 57. This area is ideal for biotechnological research related to agriculture. We should encourage the development of such institutions that would support floral production as well as the enrichment of fruits and vegetables. Research greenhouses would enhance profitability while maintaining a tranquil rural environment
 58. As it now stands, money from developers are the obstacles to common sense and the fact that crops require soil to grow in, especially since much of the Ag lands up north are not being utilized fully due to lack of water supply. Too many developers come in build their bouique agriculture parks,hotels, housing developments and then are gone. We the taxpayers and residents are then left with the issues of infrastructure that must be developed and built, increased water requirements, increased traffic, safety issues in regard to being able to get to safety during fire season, have been involved in that scenario over the past 30+ years. Bicyclists dealing with jeopardy to their personal safety as well as to residents who share a road that is not safe for either, there is no place to escape to especially on Sleeping Indian Road., which is a beautiful area, however, the road is steep in places, hilly, hills very close to the road, It will probably unfortunately take a tragedy to change the current situation.
 59. Keep huge development out. Open-green and farming areas can never be regained if unchecked development is allowed. There is zoning in place for this area for a reason.
 60. No high density housing Adequate emergency evacuation routes Keep rural feel to area Protect wild life Do not allow Melrose pass through
 61. Based on these questions, it appears housing development is moving forward. So sad. Will my responses even matter?

62. I am concerned that the "right to farm" declaration may cause problems by giving commercial farmers impression that they can be inconsiderate of residential neighbors. For example, a commercial farmer may feel that he has right to farm and thus can spray pesticides frequently around residential neighbors.
63. I really do not want to see any hotels built in the SMH area. I already dislike all the hotels at the waterfront and don't want to see this area compromised by more of the same.
64. Protect the minimum lot size of 2 1/2 acres
65. Don't fix what is not broke. This seems like a developer generated proposal to fix something that is not broke. This also appears as a land grab at the expense of the farmers and land owners under the guise of 'government knows best'. I do not support this proposal, nor several of the leading questions.
66. Traffic, Traffic, and Traffic
67. Traffic lights, crosswalks
68. No cluster fucked development
69. Communist style Condo Blocks (such as what has recently been built downtown) will do nothing to enhance the character of any neighborhood. Allowing developers to build carbon copies of complexes from the mid-west is truly detrimental to the history & character of this city. And to build without adequate parking for each residence (such as what has occurred downtown recently) is short-sighted. This city needs single family homes to raise a family in.- not more cracker-jack condos that lack parking and safe spaces for children. "Highway" 76 will need significant improvements along it's entire length to handle the traffic increases. In its current state, the 76 is a commuters nightmare. Main thoroughfares in Carlsbad are all in better shape and are more efficient than any road in Oceanside. In any case, stop selling this city short of the respect and appreciation it deserves.
70. We really liked the plan developed by North River Farms for South Morro Hills.
71. With any development and increase in family housing, fire/police/EMT and school requirements will also increase, so I would like assurance that developers will be required to contribute to an adequate increase in the support the City of Oside would provide
72. YES. Please restrict any additional homes and development in South Morro Hills. It is beautiful the way it is. Leave it alone. Do not make us dependent upon China and other countries for corrupted food.
73. Buffers for residential uses from pesticides and fertilizer pollution. Residential properties should be buffered by the residential areas having buffers of at least 250' to agricultural operations by others off the residential zoning. Residential areas should be primarily infill in the existing residential areas of SMH's. Better flood and erosion controls are needed as currently the San Luis Rey River receives a lot of silt from this region. Larger parcel subdivision should be discouraged so that the area is not converted to all 2.5 acre residential properties. Perhaps minimum parcel sizes of 30 acres on existing parcels that exceed 60 acres? Maintaining viewscapes of agriculture and the San Luis Rey River and the 'Sleeping Indian' ridgeline which is visible from much of the San Luis Rey Valley and adjacent hillsides to the east. Preserving wildlife corridors from the San Luis Rey River to Camp Pendleton, Fallbrook and beyond. Possible inclusion of Farmworker Housing clusters, for temporary or permanent workers on the Farms. Traffic calming measures on North River Road and Sleeping Indian to limit bypass traffic from the 76 to Camp Pendleton and the East Valley and to Fallbrook on Sleeping Indian, especially if a bridge is added at Melrose Drive. BTW: The Melrose Drive Bridge would be growth inducing, create a hazard at Mission Vista High School, crosses a preserve area on the SLR River and would require the taking and impact of existing ag properties North of the River. The Melrose Bridge would also increase the potential to extend Melrose through Guajome Park again.
74. Keep the developer's dirty hands off the region!!!! NO MORE SPRAWL SUBDIVISIONS!!!

75. We would appreciate some consideration for your neighbors in Morro Hills area of Fallbrook. You are going to generate mass traffic through our area by people trying to find a faster way to 76 and 15. North River road will be impossible if not widened all the way to 76. Look at the mass traffic problem in the hills of East Vista to see what will happen here. During the last fire evacuation, it was almost impossible to get down Sleeping Indian. With the number of homes you are planning, there will be no way for us to get out. A bridge at Melrose would create even more traffic for Sleeping Indian. The roads in Morro Hills are private and maintained by the residents. There has to be some help by the developer for our roads up here with the possibility of calming areas to make it more difficult to speed through here.
76. The options for question #6 were lacking. Planning should go hand in hand with the overall general plan; not based on what a developer wants to do.
77. The effort so far has been driven by residents who do not make a living in agriculture. For this reason, it has ignored financial and practical considerations. Even assuming a 3500 acre "region" can achieve the critical mass to draw tourists, how are the tourists going to be accommodated? Who is going to pay for the infrastructure -- the road improvements? Who is going to pay for the sewage treatment? Somehow or other, it has to be supported by private development. And that development -- whatever it is -- has to make sense in the market. Creating design guidelines without considering the cost of meeting those guidelines is counterproductive. Developers are out to make a profit. The cost of providing government-imposed amenities inevitably drives up the cost of housing.
78. Eventually it will be a developed eyesore. I was just hoping it would be more than 25 years from now.
79. Let it be!!
80. Must provide adequate routes into and out of the developed areas. The College Blvd / North River Road route should not be the only access.
81. That the term agricultural uses is a broad enough to allow the farmers to have flexibility in generating revenue to support way of life. We need to allow opportunity for them to be creative/ innovative in order to maintaining an agricultural heritage and ambiance.
82. Keep the zoning as originally designed, don't increase the density. I feel for the farmers if they can't turn a profit anymore, but the land had a zoning that fit within an overall balanced design for the region. Greedy developers and politicians have already ruined the balance enough. If they want to sell SMH land to developers, then keep the density within the original zoning limits. The Lilac fire showed how bad the gridlock can get, and we dodged a bullet. The Fire Chief is either an idiot, or is corrupt. We know that Intrgral donated to their union. Oceanside residents see through this charade.
83. Let us preserve what is still uniquely Oceanside. First preserve our farm land. If farming is no longer viable due to rising costs, then leave the area as open preserve - migrating bird sanctuary, nature preserve. 100% NO on Tier 2. STOP it at Tier 1. (and yes I used capital letters on purpose). There is no way that the "City can plan for Tier 2 uses in a way that is sensitive to the agricultural context, supportive of farmers, and beneficial to the community as a whole." This is marketing so we will accept Tier 2 - that's all. The goals of Tier 2 ("comprised of higher-intensity and higher-investment uses that may require additional public infrastructure, like hotels, festivals, and larger retail operations") will be disruptive and not beneficial to the community. I will use my vote, voice, picket, whatever I need to do to stop this future push to develop further. The vote on November 6, 2019 towards the approval of the North River Farms Planned Development was against our Planning Commission. I do understand how it works - I've known some of these developers and they hand out money, give parties, etc. It is hard as the individuals you are supposed to represent to have a voice. Please let us have a voice with this. Stop the North River Farms Planned Development. Question 6 assumes I agree with the development - it gives me no choice that states I do not agree with the new housing City Council voted on. Continued Oceanside development is going to make our unique part of Southern California the same as Orange County or worse LA. And I've lived for years in both. I love

- Oceanside - you're developing the pier area, so leave it at that. Definitely no additional housing nor big events, nor additional public infrastructure. I live right near the area and I strongly oppose events that draw large number of people, increased in traffic, more light at night, etc. Thank you for listening!
84. Please take into consideration environmental practices, protection of the land and animals, as well mitigating our environmental foot print. Don't turn SMH into another concrete jungle with massive consumerism as its primary goal. It should be a place of appreciating the natural beauty and what going to the basics can do. My family enjoy and visit many cities that have natural open landscape with a focus on sustainability and protection of non-gmo organic practices of agriculture, farmer markets, natural centers to teach children about the healing powers of plants, insect and so much more. You have an opportunity to rectify the mess that has been created in Down Town. There is no unifying general design plan- is like we had a bipolar architect design downtown Oceanside, who couldn't decide between local beach town or urban concrete jungle for the tourist masses. Not to mention that the massive resorts getting built along the coast line have block the view of the beach which I pay high property taxes to enjoy but can't because tourist and homeless smoking pot have taken over it. No coherent plan! Personally, I have already started contemplating relocating to Fallbrook because I am just so fed up with Oceanside.
 85. 1) How will our CAP be impacted by development in Morro Hills? 2) How will residents safety be impacted by development in Morro Hills? 3) How does the current COVID-19 pandemic change the paradigm for the importance of having a locally produced food? (the pandemic should shift our focus to a more locally sourced food supply)
 86. Don't develop it at all. Leave it alone. Except for maintaining existing roads and helping with traffic.
 87. Questions 5 thru 8 appear to assume that there will be housing development in South Morro Hills, since we are opposed to NRF, these questions seem to be one sided in favor of the developer. "No development" was not a choice in questions 6-8.
 88. No to all resident housing. This land has water and climate that is perfect for growing. If housing should come it must be 2 ac. zoning. Pay for Fire and Police and schools Bonsall. Delveloper should pay for the river clean out. Delveloper should pay for the road far in to Bonsall. Build a school and Community Center before the Project start. Fine new location for Ag. that is on the Property now.
 89. Oceanside is special. Other Cities are endless suburbs but we have natural and rural boundaries on every side except one little part in Tri City. We should highlight that. Also we could feed our population and function as a complete City. Sustainability is our middle name! Homes and buildings should not be all the same (like the forced mediocrity of Rancho Bernardo or RDO). The other things like municipal buildings, railings, monument signs, street signs, etc. should all be Mission/Irving Gill inspired. We missed that opportunity on the sewer lift stations around town. One of our best buildings is the Water Treatment Center by Whalen Lake. Do not use the signage style approved for El Corazon. That is truly awful. Roads must stay rural in Morro Hills. Do not put in a continuous street-gutter-curb-sidewalk anywhere. Soft shoulders and soft bioswales are preferred. Street trees should be canopy trees and lots of them. Food producing is great but in no case should invasives be allowed. No subdivision landscaping please. No mow and blow. A separate bike path could be created that may or may not follow the roads. Farmworker housing is already allowed but that should never be used as an excuse to put in a subdivision of any kind.
 90. Don't need any more traffic in that area. We are already grid-locked. Hwy 76 finally improved and now you want to add more cars to it?? Wildfire concerns and escape routes. Leave some open space for goodness sake.
 91. We need to stabilize or limit the human population. I hate seeing all the open spaces in Oceanside taken over by housing developments. We do not need more people. We do not need more housing. Encinitas has managed to avoid the state mandate for affordable housing - we should do the same.

92. Keep the area as is! We don't need more housing/commercial/retail/ tourism development causing even more gridlock traffic than what we already have on the 76 hwy and surrounding streets. Previously approved big development on our coast:/beach has ruined what was once a beautiful, idyllic small charming beach community with one of the best beaches in all of California!!!!
93. No dense housing.
94. Master plan developed and the residents of Oceanside ZIP codes getting to read the final plan and VOTE BEFORE IMPLEMENTATION.
95. Stop allowing city council members to get paid to vote for development projects in SMH by developers!
96. I am opposed to NRF and their plans for a huge development in this area. My reasoning the increased traffic in the already congested area during the inevitable wildfire evacuation. During the Lilac Fire in 2017, I watched the traffic on College southbound from N River from my window. I live near Ralph's and Lowe's. It's jammed up on a regular day. NRF plans to widen streets etc. is not sufficient.
97. my belief is that this area should be left alone. It is beautiful and does not need to be destroyed by developers for their profit. Please remove the corrupt members from the Oside council and let us live in peace
98. I would like to see this area left as agricultural and left as 2.5 acre single residential.
99. The ideal situation would be a compromise where the farmers are making a living and not struggling and also provide for housing and retail while not overbuilding for the area and making sure that there is adequate parking and traffic control. This is a very exciting project with a lot of potential.
100. Save our beautiful farm land vistas. They are tranquil and soothing and remove stress. More density will only all to stress and problems.
101. All I know is Oceanside has way too many cars as it is with COVID-19 I am enjoying the traffic as it is. You'll never get me to vote for anything that has more traffic in the future after having light traffic with the COVID-19.
102. Fire dangers (including mandated building, landscape materials and plans to minimize risk) as well as consideration of evacuation plans that affect this and neighboring communities. How will pesticide spraying and other chemical use by agriculture operations affect residential areas and other agritourism uses where the public is exposed?
103. Yes on the cluster of housing we need to be more specific on the number of homes in the cluster due to that we are in fire area and we would like to see our safety comes first and see if we can add an evacuation route. I would like to bike and pedestrian trails that are for horse back riding to off road bicycle to hiking trails. we need new bike lanes. Buffer Zone needs to be looked at for operational use of farming and the community impacts.
104. Please do not over crowd this area with new housing/shopping developments. Preserve the Rural feel of the area. Overall improved safety for cyclists and pedestrians is a big concern as well.
105. Leave Morrow Hills in the current Agricultural Zone it is!! A successful Agribusiness can succeed on 2.5 Acres of land. No property smaller than that!! This promised by previous councils with Arrow Wood was developed.
106. As a fyi, a American Viticultural Area (AVA) application has been prepared that includes South Morro Hills, parts of Bonsall and Fallbrook which is being submitted to the Alcohol and Tobacco Tax and Trade Bureau (TTB) for approval. While this will help establish SMH as a wine region, we have to consider other Ag Tourism opportunities for the area. Note: I believe the zip code on the next page should have included 92028, which is mine.

107. Please keep the area rural and rustic by hiding residential and commercial business structures away from the main roads. There is a unique opportunity here to allow people to feel they are way out in the countryside and far away from the city and crowds, yet the area is actually close by and only a convenient, short drive away from the main parts of Oceanside. But I really do want the local farmers to remain profitable by allowing them to generate additional tourism dollars. Don't make the area only one zone (like "wine country"). That idea has already been done all over the state. Make it more of a variety of different "agro" zones which again, will make the area unique and distinct from other cities (like Temecula). This concept will make the area more competitive with other tourist zones in the county.
108. No housing developments like NRF
109. I would like Moro Hills just to be agricultural - maybe have a farmers market there.
110. No housing tracts should be placed here in the foreseeable future. There is plenty of in-fill left in Oceanside and we need to reduce traffic/ green house gases.
111. No, No, No development of hundreds of homes. No North River Farms project!!!
112. It should not be allowed to progress. Ag land should stay Ag land. The plan of putting additional homes into a high fire danger zone and increasing traffic is unacceptable. In addition, where are the water, sewer, and dump resources to support these additional homes? This proposed development is irresponsible and will place an undue burden on the residents of Oceanside. And with the current state of financial uncertainty due to Covid-19, approving this project is folly at best.
113. Keep it simple. keep it beautiful and keep as much land for agricultural as possible for various much favored local produce and hence keep the young and old engaged in organic vegetable gardening, growing and eating healthy and reduce our health and environmental costs while becoming more engaged as a community and likely as well, become more physically active outdoors as opposed to indoors, something even more desirable with the advent of Covid-19 People will appreciate seeing things that will greatly benefit the people and local community rather just for the most part, big developers and "business as usual" agenda that is always hood winked passed the regular people or voters. Lastly, healthy options or vegetables are a scarcity with big a few big centralized Ag-farms consuming much in their wake across the nation and we the people expect to see options to counter this narrative and eating healthy should not just be for the rich, who it seems, want to take over land to put mansions everywhere there is still viable and decent growing land.
114. Fire safety as well as mitigating congestion on Highway 76 is mandatory. Another highway needs to be built connecting these north east communities to the 15 and the 5... you can't dump thousands more cars on the 76 the way it is today.
115. Do not change existing zoning.
116. Keep housing developments out. Few if any houses should be added to the area for owners and operators of farmland.
117. -Retreats should also be allowed as agrotourism whether it is a silent retreat or yoga retreat. -Also outreach programs where youth can go on trips to learn about farming or people can take classes and learn to create a sustainable garden for themselves or -Community garden site.
118. Maintain 2.5 minimum acre zoning.
119. Equestrian trails throughout...
120. I couldn't answer number 5 because the questions weren't clear in meaning e.g. what is the city's housing goals. The three city council members seem to be determined to put the worst density and out of character units in for the NRF area. It maybe beyond hope at this point but could minimum house sized lots form a border with first a minimum being 3/4 acre then 1 1/4 acre and finally the existing 2 1/2 acre that it is now. Clusters are a good idea but not if they are 3 story jammed together wall sharing units that are completely

- out of character buildings for the area but regardless of the NRF plan of high density and the taking of a big tracts of agricultural land is a bad plan. In order of importance 1. Save the agricultural land 2. Where it cant be stopped put in single family housing on reasonable sized lots 3. Do not allow 3 story development like is being done on the former mission land
121. Keep it rural. Large hotels, resorts, entertainment venues and shopping centers bring light pollution, noise pollution, heavy traffic and air pollution. There are nearby shopping centers/commercially zoned areas that should be updated/improved to accommodate increasing demand without compromising the rural nature of this area. Except for the narrow roads, it's currently a great area for safe, scenic walking, cycling and leisurely "Sunday drives." If built up with Tier 2 operations it will undo the local, rural charm of the area. Residents, not real estate developers, should be the deciding voice for this area of our amazing City.
 122. Recycled water and storage is a great start. Continue to maintain the infrastructure including resurfacing high-use streets and the potable water system. Sanitary sewer may be necessary as density increases to protect local surface and groundwater quality. The rural character of SMH is in jeopardy if development is not properly planned and controlled. High density housing options near transportation hubs/connectors is possible in Oceanside but not realistic in SMH.
 123. We do not need more housing. We need more parks, open spaces and farming.
 124. Farming only. No other uses.
 125. The land is going to change hands. Like it or not, some farmers can't make farming work in San Diego County and the land is more valuable for building homes. Let it happen! There's no reason to force the housing crisis to continue when there are developers willing to develop and farmers willing to sell their land to them. It's silly that a city would try to force zoning for an area just because it's always been that way. Times change and the city needs to allow things like South Morro Hills to develop there. Find ways to get the city out of the way of progress!
 126. Keep area family friendly. include some affordable housing.
 127. STOP THE GROWTH!!!
 128. I am very concerned about the ability to evacuate residents quickly and safely from the area in the case of wildfires. Having lived in this area during the Lilac Fire evacuation, I know how easily clogged streets can become. After people in the Camp Fire/Paradise died in their cars trying to evacuate, nothing has a higher priority for me. When we had to evacuate our subdivision, the jam of traffic was extremely anxiety-provoking, even though the fire was still a mile or so away at that time.
 129. Keep zoning as is. No high density sprawl.
 130. This area needs an absolute protective ordinance to prohibit conversion of agricultural land. NO exceptions except for farmworker housing.
 131. No high density development. Preserve the open feel of the area.
 132. Yes, absolutely! First and most important is the quality of life the current residence of north east Oceanside will lose. I.E. increased traffic on all main arteries in that area. Second, increased noise and air pollution due to an increase in motor vehicle traffic. Third, deterioration of the aesthetic value of the area in question. Fourth, over taxing of emergency services leading to increased deaths. Last, increasing the population in this area of Oceanside will only have a negative impact its current residence. To increase commercial and residential development in this area should be a non starter. Yes, I vote!! Respectfully, Terry Williams
 133. Leave it the way it is, in all its natural beauty. Oceanside is overcrowded as it is!!
 134. When were the boundaries established for South Morro Hills? Why do these boundaries cross established communities and streets (Arrowood) in ways that seem to defy logic? All questions appear to seek ideas on how to develop the land, not if there should be any development in the first place. The city

planning department has several times recommended the city council not to approve proposed building development in Morrow Hills, but the questions and thrust of this current effort appear to disregard those recommendations. Why? None of the questions seek input and suggestions for addressing expanded emergency escape from the heavily populated western boundaries of South Morrow Hills. Think fire or earthquake. These considerations should be addressed BEFORE deciding if there should be "editable landscaping".

135. Change zoning to 10 acres lots to keep South Morro Hills in agriculture and keep big development out.
136. Minimize low income housing. Ensure that the aesthetics are appropriate to the region. There should be a cohesiveness to all the development area. Beautify all roads, including those leading into the region, so that it is evident you have entered a well manicured and well taken care of area.
137. Must build the larger infrastructure of water, sewer, electric, and gas before any new residential can be built. Must have a bridge at Melrose to accommodate a mass-exodus escape plan. Planning must incorporate wild-fire mitigation and contingencies. New development must not impact the San Luis Rey River water quality, no runoff or direct drainage.
138. Our SMHA AgriVision Plan study touches on a broad brush approach to most of these items. We welcome the Cities and your consultant's ideas on what may be feasible.
139. Don't develop it.
140. The Plan must emphatically prevent the type of large scale residential development proposed last year that would have inundated the area with traffic on roads not capable of accommodating it, and way beyond current city services. The current nearly non-existent bike lanes on N. River Road need to be widened and improved, and cycling should be supported as a safe activity and in keeping with the agri-tourism theme the city has pursued. Traffic speeds should be slowed down, and the agricultural heritage of this area needs to be maintained. No one who bought farmland out there decades ago was ever promised they could sell it and get rich through massive subdivision tracts. Those need to be permanently banned out there.
141. Keep the look and feel of the area as it is. Integrate changes with this in mind.
142. Maintain 2.5 acre minimum lot size. No new bridge across the SLR River! No traffic lights! Roundabouts or traffic circles only. No more stop signs. No leapfrog sprawl with any cluster development and sewers.
143. Once you get rid of farm land you never get it back - we can produce our food here . Build houses in the desert
144. Agricultural activity permits that allow semi trucks to run 24/7 in and out of plant nurseries should be revoked because it is a nuisance that residents have to bear. The semi trucks create a noise disturbance and are generally a hazard because of the narrow roads. Not sure how or why the city planner would authorize basically a transit center for Armstrong growers to operate under the guise of "farming." Also, incorporating mountain biking or hiking trails in area would be awesome so other Oceanside residents could enjoy this unique area.
145. Perserve the agricultural land in San Diego County.
146. Well these are mostly rich retired people hardly any real farming. I see mostly hobby farms, of course there are the nursery farms if you call that farming, I farmed most my life and it wasn't on 2-5 acres. We will soon be drinking toilet to tap so these people can grow speciality nursery trees, palms and exotic landscape products. I believe in farming but like manufacturing we have given that away to Mexico and South America. I can't see this area turned into a circus like Main Street or the visitors centers churning tax payer dollars into projects that can't stand on there own two feet.

147. I would like to see it remain farming period. Maybe a bed and breakfast on some farms like they had in fallbrook at one time. Have farms be education learning areas. Tours of farms. Just because you have vacant land no need to put houses on everything.
148. Dog Parks, Bike lanes,
149. The area and infrastructure cannot handle growth.
150. City planners should start by deciding whether Oceanside wants to preserve this unique agricultural area - or not. If you do, stop pretending that you will find a way to allow significant housing development, whether it be clusters or widespread throughout the area, and also maintain the agricultural nature of the area. Housing will always displace agriculture, it is not a secret, history teaches that obvious lesson. Forty years ago people were smart enough to put a minimum parcel limit to preserve the agriculture in this special area and it has done that. The pressure to develop South Morro Hills is not coming from a need for additional housing, there are other better options. The pressure is coming from the city council and the easy money from the developers.
151. SMH is not a good place for residential development. We need to preserve our agricultural lands to create a strong local food system - especially as this pandemic has exposed how inequitable and unsustainable our current corporate food system is. From question #6 to the end, there was no way to answer the questions without appearing to support new residential development. It would seem that this survey serves simply as a device to collect answers to show support for SMH development, and was not created in such a way that opposition could be recorded fairly and accurately.
152. Maintaining a portion of South Morro Hills with the existing 2.5 acres zoning is important to provide a large portion of South Morro Hills for the person who enjoys living in open space. The clustering of development should only be considered on parcels of 20 acres or more, with care taken to buffer the development from the surrounding land so as not to take away from a farming operation. There may also be the need for additional connection road ways added once a large land owner decided to develop their land, Its important that these additional roads, such as connection las Tunas both to Wilshire and North River, Morro Heights Road to Wilshire etc. be added into a circulation element to be followed and not have each development not connect to the rest of the community. Roads, trails, pathways need to be all connected and planned. The top of South Morro hills before entering Fallbrook is the head to the Sleeping Indian, this would be an amazing trail head and a community park, where you can ride your bike on the river trail from the coast all the way to the top of the head of the Sleeping Indian , offering a 360 degree view all the way to the ocean. Through out South Morro Hills there should be places for a visitor either by car, bike or foot that can stop and have a picnic, or stop and take in the sites, this can be at an AgriTourism venue or just a pocket park along the roadway. Schools should not be allowed in the area, because farming operations and children cannot mix. There is a need for a fire station in the future. At the intersection of Melrose Bridge and North River Road, in-between Sleeping Indian and Wilshire is a great place for commercial, visitor center, farmers market etc. it can also be the creation of a new roadway that can wind through South Morro Hills to Fallbrook connecting at the top of Sleeping Indian Road. By creating a new roadway pedestrian trails, bike paths can easily be designed into the road design. The inclusion of NEV's neighborhood Electric Vehicles should be encouraged.
153. I'm sorry, but I really don't know much about this area. We own homes on the beach side of 76 and down in the Ocean Hills area.
154. Medium density, few condo units
155. We would buy a home there but travelling on the 76 is prohibitive. The stop lights and traffic take too long
156. Please keep Oceanside green.

157. No more development without a comprehensive traffic solution, such as developer paid infrastructure, a bridge over the San Luis Rey River, No high density development ever, no development without proof of water availability. A mechanism for requirement of public approval for any major development plan prior any City Council Action, the City Council is to refrain in dealing with any developer request directly and will not override the public's veto.
158. The best considerations should come from the actual farmers of South Morro Hills.
159. Traffic and safety Fire season plans for safety
160. Hello Rob D., In #6 (above), you gave no option to oppose the listed elements you presented within #6. I OPPOSE all the elements in #6, because I oppose Development of South Morro Hills. I OPPOSE urban sprawl. I SUPPORT FARMING AND OPEN SPACE. I would urge you and the city planners to improve your survey with the following: ADD #11: AN ALTERNATE PLAN PROPOSAL: Instead of allowing any developments to occur within our South Morro Hills agricultural area, would you support establishing a Land Conservancy Trust that would preserve farming and open space "in perpetuity"? Under a Land Conservancy Trust, farmers and their families who decide to quit farming would be able to sell or donate their land to the Trust.
161. Those that own the land now should have the first option to approve, edit or suggest any changes that would affect their land and livelihoods.
162. Preservation of farm land should be the primary consideration, not tourism.
163. This survey is assuming there will be major development. There shouldn't be any development that isn't allowed under agricultural zoning other than some exceptions made for special, limited use, fitting with the rural setting. There's no way that area should be burdened by the traffic that will come with major development, the roads can't support it. It's shameful that city council ignored the planning commission's recommendations against a zoning change and blatantly charged ahead against almost everyone's wishes. Oceanside needs to protect its valuable resources. That area is special, just like the beach is special and downtown Oceanside is special with its historic homes. Odd that the council shows no interest in its existing "architectural themes" i.e. integrity, but it suddenly wants to impose such conditions on a rural area?
164. I would like for this agricultural area to be protected from disruption. One of my main concerns is the potential traffic congestion in a rural area. A wildfire would be devastating. Traffic pollution would damage crops. I don't believe that increasing population density in an agricultural area would be beneficial.
165. Questions before I can really answer some of these: 1. 'Create a "right-to-farm" declaration to support and protect agricultural uses' -- What does this even mean, and what effect would it have? 2. 'Allow housing to enable the city to meet its overall housing goals' -- Again, what exactly does this mean? Allow high density housing in South Morro Hills? The way this is worded, the implication is that the alternative is that not allowing certain housing will prevent the city from meeting its overall housing goals. IF it is *necessary* to build housing to meet the city's stated housing goals, then yes, I support it. However, if it is just one way among others to meet city goals, then it very much depends on the character of the housing being proposed. 3. What is a 'density bonus'?
166. It seems that one of the basic tenets underlying some of these questions is that significant development will happen in MH. I strongly oppose this tenet. This area should be left to fams with small farm roads/bicycle lanes.
167. No major developer should be allowed to take advantage of the Morro Hills Plan or possibilities. There must be a way to satisfy those who no longer want to farm large scale which would enhance their lives but keep them from being approached by the lure of easy cash for their land, as has happened in so many parts of California, like Orange County just to the north of us. Like, what happened to all the citrus orchards???

168. Where is the water coming from? Lack of efficient public transportation. Campaign donations to City Council.
169. Ensure adequate roads. Minimize additional traffic impacts on existing high impact traffic areas, e.g., college, north river road, Vandegrift, 76. 76 needs 3 lanes each way from 5 fwy to 15 fwy.
170. Abide by 2-1/2 acre minimum per residential unit
171. Wildlife will be negatively impacted if they decide to develop that land with lots of high density housing or houses. Keep the zoning to one house per 2 1/2 acres
172. Please leave the farming land alone. Any development that wants to destroy what's been a part of Oceanside is just a money in the pocket reason to do this. I feel you have already made up your mind and this "survey" might just be a way to falsely make the community feel good about plowing thru farming land. Developers should look in much needed land like Tracy or Stockton CA. There should be a 10 year hold on any housing developments until the traffic on our freeways are addressed and fixed. Take care of those that live here. Stop being so concerned about people that do not live in Oceanside.
173. Yrs, please ensure these spaces create welcoming and inclusive landscapes that reflect our rich cultures such as Latinos, Black and Pacific Islander cultures and communities. Our Latino communities have historically been in these areas.
174. We need to support farmers and give them funds if needed to continue growing food so we continue to have the opportunity to purchase and consume nutritious and local food. This Covid pandemic makes it more important and evident that people need access to locally produced food and become less dependent on food produced at a distance. I don't believe building more track homes on fertile farm land is a solution. Homes can be built on land not used for farming or where buildings are vacant. Vacant buildings can be demolished for new homes. Also Oceanside has an abundance of land being used for wrecked cars, why not move these automobile junk yards east and use the land for homes? Doing that would improve Oceanside overall. There are other places to build without using 5,5 acres of farmland in SMH.
175. Leave it all farmland
176. Leave area as open and unpopulated as possible.
177. Restrict development of tract housing, condos, town houses and other forms of high density development in South Morro Hills. Have infrastructure built prior to any further development so support the proposals. Have schools in SMH area support ALL Oceanside residents.
178. South Morro Hills is a fabulous gem that should be maintained as such. Over building with high density development will forever change South Morro Hills. Too many roads, street signs, noise, vehicles, night lighting, and houses will strip Oceanside of what is South Morro Hills.
179. As stated I am a long time resident and do not want this area to be developed for homes. Keep it farmland and leave it alone.
180. Having worked in the AG industry for over 30 years, the worst thing government can do is subsidize and make mandates about what farmers grow and how they use their land. Farms need to grow to market demands, not to local mandates. That means farms need the flexibility to decide what crops are the most profitable, not the local government. The even larger reality is that the type of farming in the South Morro Hills is becoming less and less profitable. This transition from farming to housing (hopefully NOT limited to 2cs/high end homes) has been ongoing all over not just California, but all across the US. Why do we think that we should dictate what property owners can do with their land on such a scale? Of course I understand that some regulations and guidelines are necessary, but taking away an individual's right to sell their property and possibly devaluing it via zoning changes, which could potentially, lead to years and years of litigation. Try as I might, I just don't recall any large movement being opposed to the build out of

Rancho Del Oro. It was once virtually ALL orange groves, with little to no infrastructure, and it was an area comparable in size to South Morro Hills. Yet the city had the vision to realize that housing was as important as businesses. Now I'm not all for "paving paradise" but we NEED to address our housing issues, and the reality is that farming is less and less profitable. I could fully support a master plan for the area that really, truly does include sub-market rate housing options along with market rate but not high end housing (because seriously, high end housing is not where housing is needed). Additionally, integrated open areas for continued farming, including cut flower, field crops and wine production/wineries would add an attractive element to the area. Including community garden areas in the master housing plan would be a great plus on many levels for the community at large. In fact including some types of businesses would create the opportunity to design a modern live/work community. And of course, like the RDO build out, developers and the city could work together to fund and build the needed infrastructure for the area. We did good with RDO, let's do the same in SMH!

- 181. The North River development is needed in this area. A well thought out and developed plan would greatly enhance this portion of the city and at approximately 175 acres its a small portion of SMH. North River Road needs to be improved from the NRF development to the 76. A bridge across either Melrose or Wilshire would improve traffic flow and allow for another way in and out of the area. We need more general retail and commercial in this area. Neighbors are going out of the area to shop and most to Vista, Bonsall and Fallbrook which is more convenient than Oceanside.
- 182. Overall plan, do not piecemeal development, plan the entire area, remember!! Land worth \$500,000 per acre cannot be used to grow flowers and vegetables, owners will move on.
- 183. Until traffic light timing (I seriously cant figure out how to make 2 or 3 consecutive lights by driving extra slow, standard speed or speeding) and traffic congestion around 76 and / Rancho del oro/ college / Santa fe is reduced we as a city should not be adding any more housing or tourism on roads that require travel on the 76.
- 184. i am a retired pacific bell, a.t.t. employee. i have extensive experience working in that area on every facet of communication. there is almost no communication infrastructure in that area at this time. there are a few cell sites in the area that are consuming most of the communication capability. the mellano company also uses what is left of that infrastructure. the only road between oceanside and fallbrook is too narrow to handle the traffic it has at present. it is an unofficial shortcut for people who live in riverside county to commute to and from work.
- 185. The city has been improving with the downtown development. This opportunity should expand the only large open property for development and to create a special place for Oceanside. Other areas have their exclusive high end areas this could serve as that type of area.
- 186. Just try to KEEP IT RURAL as possible!
- 187. Widen 76 Smart street lights to improve traffic flow On 76, college, mission, el Camino, Oceanside , vandergrift Eliminate street lights on 76 at low traffic intersections, right turn only with merge lane
- 188. 1. Change the verbiage in this survey! Instead of "agriculture" say "open space" or some more inclusive concept than what most people conceptualize as agriculture. 2. Consider far beyond the map borders shown in this survey. The effect and influence of developed land extends into the larger community and, further yet, to environmental concerns that affect everyone everywhere. 3. Share the survey responses (all, not just those considered either pro or con) with statistical analysis. 4. Offer this survey to residents of Vista, Fallbrook, Escondido, etc. (see #2 above), and for #3 above. PRIMARY, though, is that you not consider South Moro Hills development a foregone conclusion, as you seem to be doing.
- 189. Thank you for providing this survey as it's timely during the ongoing debate, preservation, and future development of the South Morro Hills. As with all multiple choose answer surveys it's sometimes difficult to

- choose between an all, somewhat, or nothing response. The realities may be that the answer is somewhere in-between and blended. South Morro Hills will be developed in some shape or form in the coming future. It is a hope that we can learn from other and similar agricultural areas past development mistakes, learn from them, and incorporate them into the development of the unique land area. Regards, Dale Disharoon
190. Plots sold as argi theme is a false assumption; I live in a equestrian area and not one horse is boarded on our large plots. best use of this space is for the City to allow agri industry that can make better use of the land while keeping it green and providing revenue. small family farms are not going to sustain and should have the opportunity to sell without rezoning. City should also take into account the other large development planned for the Bonsall area and its total impact on traffic along 76.
191. Cluster development in one place, near road but shielded from noiseshould be a choice. With transportation from that one village area.
192. Low visibility leaving as much farm land as possible. Match the farm land products to the tourism. I.e. grape vines surrounding a winery. Lights should be limited low energy. Any business should met green standards (well water, solar etc.) Preserve much of the terrain. Don't bull doze the land to put up structures. Limit building height (2 story building.) If you ever visited the Blue Mountain area of Virginia tourism is strong yet the land disturbance is minimal. 2 land roads that match the terrain. Buildings are off long driveways with winery surrounding then. Same as high cider and craft breweries.
193. The city has been trying along with development to push these projects. Voters have repeatedly said no
194. We strongly oppose housing in this area, as well as marijuana growing operations. This survey is written in such a way that answers imply acceptance of housing with only nuanced input. We do not agree with any of the options. Also, an explanation of "Right to Farm" and the implications is needed in order to answer this. Many of these questions if answered are leading. Thank you for providing an opportunity for residents to have input.
195. Yes. If you expect Oceanside taxpayers to pay for this, state it right up front. Based upon numerous meetings with this group, you want the City to fund everything forever. Instead of telling people why they should support chemical-intensive agriculture and agritourism, we got the overreach of the phony SOAR initiative battling it out with big farmers and developers. What a waste of energy, time and resources. As a concerned Oceanside resident and taxpayer, I'm willing to support a thoughtful SMH plan. As the situation is right now, many actual farmers want out. Perhaps you could raise millions of dollars for a land conservation project rather than forcing us to pay for some elite concept or retail, hotels, actual BNBs (not AIRBNB.) The current agritourism "proposal" as approved by City Council has done nothing tangible. Yes, events are great fun but we're way past counting on events with the new Coronavirus reality. How will the people of SMH who want to preserve their personal private land (and someone else's open space) make this happen? Others have done all of this before. You can study what's already working elsewhere and sell that to residents. We don't need to re-invent this.
196. There is deep concern as you know, about the development of this area. It impacts me greatly in terms of property value if any development happens. Especially the bridge. I (and two of my neighbors) would be the most impacted because any bridge on Melrose will destroy my value because it would be in my backyard. If this continues, we have a pact here to fight it at all costs. All Costs. Even in the NRFs situation no one asked us, no one cared, our concerns were never considered, so we are uniquely galvanized for opposition. Oceanside City Council has little or no interest in listening to the citizens they represent. #ReadyToMobilize
197. I think it would be a shame to overbuild this area. One of the things I like about Oceanside is the space and the land. I am disheartened by the overdevelopment of the downtown area and now you want to take away the agriculture. Too bad.

198. First fix what we have, the roads are a mess. Decide on a theme and stick to it. Create a Riverwalk or a giant sea turtle shaped restaurant or something that will bring in tourist dollars. A giant square rigger would be nice, with shops and food places. Ask the public for ideas, there has to be some creativity out there. Bigger signs announcing you have arrived in Oceanside (sticking to the theme of course)
199. Do whatever is possible to conserve our natural environment, limit long term growth and traffic in that area. Quality of LIFE for the rest of our city will be sorely impacted if this area is developed fully and not kept for agriculture!
200. I think that careful speed limits and parking etc are critical. If everything is now 50 MMPH it is dangerous and destroys a calm and quiet area. We need also to protect people who are low income workers and people with mixed languages, etc.
201. Leave it as-is. This questionnaire is biased in favor of the would-be developer.
202. No. Please keep the area as strictly agriculture.
203. Fire prevention buildings, landscaping, and protection plans need to be developed for all phases of any South Morro Hills Community Plan. The development, preliminary and final community plans need to be sent to CALFIRE for input and review because while existing agriculturalal land and other uses may not cause fire hazards now, the finished plans and projects for the community will certainly do so. CALFIRE's input/review may very well be lifesaving for the area given what CALFIRE has learned from the disastrous 2018 fCalifornia fire season, especially the Santa Rosa Fire and Paradise Fire where large parts of a community and the entire community were lost to wild land fire influences..
204. No to north river farms!!!!
205. The City MUST rise above the wants of both groups involved in this battle. Property owners have a right to sell their asset and the Martinek's of the world have no right to try and control a region just because they live there. Oceanside has to rise above this challenge and do the study correctly so all future developers have the same benefit the first developer would have. The City should also look to the future of possibly incorporating the area all the way to I-15 through the 76 Hwy quarter because that area will have a need for water and City services at some point and either Vista or Oceanside will get the annexation rights. Because Oceanside in its past has not done the best job of long term planning this would give the City the privilege of correcting there past errors through proper planning. It could also possibly give Oceanside, Vista and Carlsbad another look at merging fire and police service and remove the political stigma Oceanside and Vista currently tolerate fire service wise. Please look at this entire region without regard to one's self but, long term for better sustainable living and working conditions going out 50 to 75 years and forget the selfish attitudes of those trying to sway votes presently.
206. I would have felt more confident about completing this survey if I knew more about what the families and farmers in the area would prefer. I don't want Oceanside to become a city that thinks they're doing what is best for the community at the cost of destroying the history of the families and farms in this area.
207. No high density housing. No NRf and no to Integral involvement. Any new development traffic stays off North River Road off the 76 . All construction traffic routed to college avenue.
208. Agricultural only. We don't need more housing developments in Oceanside. They can move elsewhere.
209. No further development.

210. #6 Possible cluster development ONLY on LEAST FERTILE/POTENTIALLY AG. PRODUCTIVE lands. #5 ONLY Allow housing to enable the city to meet its MOST NEEDED housing goals" Density Bonus ONLY near CURRENTLY ESTABLISHED transit hubs, *** If we've learned anything from this COVIT-19 experience it's that having food sources near us is key to survival and quality of life. -->> DO NOT screw this up!! and screw over one of the last sites of The REAL Oceanside Experience. KEEP SMH TRULY California's Prime Important and Important Agricultural Lands...as they are now ranked by the State of Calif. The reason they are ranked as such is to provide food - locally - in emergencies i.e. COVID-19
211. How to guarantee that there will be schools and public safety infrastructure to meet the needs of new residents without increasing the tax burden on long time property owners.
212. I do not think it should be developed at all.
213. SMH is Oceanside's opportunity to create new housing for varying income and affordability levels. Oceanside should allow and promote housing in SMH and provide high level guidance for the theme of development but not be prescriptive to allow for flexibility for individual landowners. Each site is unique and the plan should allow for flexibility. Clustering should be promoted to allow for higher densities for projects that maintain open space. Create a programmatic EIR so implementing projects can use the CEQA exemption.
214. This unique agricultural area has begun to evolve with multiple crops that can be effectively grown. With farming becoming such a challenging economic predicament, we must allow the current farmers an opportunity to have financial flexibility (and structure) in managing the use and sale-ability of their land. We must also provide a plan to help to overcome the reluctance of some city residents to allow for crucial residential growth and infrastructure development. The economic viability of this area is seriously jeopardized without residential and Agri-tourism growth.
215. Make sure there is no large tracts of sprawling houses.
216. I think education should be part of it. Public access to ag. Consider office/industrial campuses incorporated into the plan. Encourage flexibility and openness to new ideas and uses. No estate housing.
217. Build elsewhere.
218. City Council no longer allowed to accept money for any purpose whatsoever from anyone with projects needing approval from the Council. Simple. End the corruption embedded in our political system, from local on up the chain.
219. We're totally against the project for so many reasons we can't count them all. Can we have a little land that doesn't have something built on it or additional housing? You all trying to make Oceanside like Los Angeles? We don't need more congestion in the city of Oceanside. We will vote out any board member that supports this horrible plan.
220. Evacuations
221. Agritourism is SMALL scale and is added to current operations. Smhcp is NOT wanted!
222. Do not create high density housing in that area. There are areas in downtown and along Mission Avenue where such density makes sense. Do not ruin this gem of an area by letting developers destroy it.
223. South Morro Hills is an agricultural zone and should continue as such. Current owners bought it as such and have no right to expect to profit from higher density development of these properties. New homes should be allowed if they comply with agricultural zoning restrictions. SMH is special and unique. If the developers get their hands on this property, it will turn into Temecula Sprawl. Don't let this happen.

224. I would like a real agrihood with an assortment of homes including higher density in some areas. It would be nice to have walking, bike and riding trails and a country farming vibe. Room for places for 4-H activities and other things that would attract families that love rural living.
225. Yes comprehensive updates to the outdated general plan with planned infrastructure improvements to support the whole region. Not piecemeal, project by project review for well planned, cohesive, and consistent review and planned development supportable by the community and city planned and fundable improvements.
226. Keeping rent low :(
227. We should not build housing in this area. We live on an "island" we live in between the San Luis Rey river and Camp Pendleton with only three options to get on and off our "island" you have no clue what it is like when one of those options closes or we have an emergency. You guys just don't get it. Please do not build more houses in South Morro Hills. Please find other places to build houses as you have already.
228. Keep the current zoning of 2 1/2 acres. Keep it agricultural and very rural. Fresh food and flowers along with farm stands.
229. NO DEVELOPMENT until and unless infrastructure is completed FIRST. By that, I mean, FIRE protection, road widening and potential new access roads, more bridges and wider to accommodate evacuations, and adequate schools. I am really, really opposed to taking away any of the agriculture in this region. PERIOD
230. Safety for road travel. STOP the idiocy of claiming people are going to go west out on a large circle to College to get to 76. Absolutely NOONE is believing this. Thus most other remarks become suspect. People will go directly down North River Road to the East. That is where their children will be going to school, that is the direction they will take to get out to the 15 to get to work. This will be the path used during a fire evacuation. "When" there is a fire. not "IF". Especially with Camp P as neighbors. This is all common sense. Whenever these items are not addressed or are "replanned" it becomes obvious that the whole project is a sham.
231. Avoid high density housing that is not compatible with agricultural uses. Preserve this area for its beauty and agricultural use. It can never be reclaimed or replaced. Promote housing in areas that already have public services within the metro area of Oceanside that should be redeveloped. Be sensitive to the environment and the fire danger. Let the citizens decide what should be done rather than have Huge Developers write the General Plan
232. Establish minimum 40 foot setbacks from roads for all structures.
233. GO AWAY NOW!
234. Keep Oceanside Oceanside. Don't ruin this area like you did the coast. Born and raised here and I am highly disappointed that the city chose outsiders over its own residents.
235. The city needs to consider the value of the property and what development will bring to the city. The opportunity is wide open. A major development plan including housing and commercial development.
236. A SMHCP needs to consider maximizing the value for the property owners and farmers. Farmers can only farm through loans and the loan amounts are based on property values. This goes hand-in-hand with making farming sustainable and maintaining the farming business in the area.
237. I disagree with this high density development in the agricultural area of Oceanside. This plan removes agriculture from the community. It does NOT enhance it with agritourism. After evacuating and suffering damage in the Lilac fire, this is a disaster plan waiting to happen. Road work from the community plan from over 20 years ago still has not been completed. Fix North River Road without the development.

238. Allow residents to shape the area with minimal improvements to allow for safe transportation in light of fire evacuation needs.
239. Low-income housing with community gardens. There should be affordable housing for all incomes with plenty of green space for recreation and gardening. There should also be a community for homeless people who can benefit from a healthy lifestyle of gardening and green space. There should be some ways for people to make money there, such as making things from the gardens. A dog park and a cat park.
240. I thought the zoning was 2.5 acres per residence? What happened to that? This is going to add so much traffic and the last fire we had, we were trapped on the road for an hour!! If the fire had shifted, we could have all been trapped like in the Paradise fire. We came to an agricultural area for a reason. There is plenty of housing, plenty of vacancies. It is just an excuse to build more and turn it into another San Elijo.
241. The area is not meant for high traffic roads. Sure they could be resurfaced but are limited to widening due to proximity to the river that floods. As this creates traffic and evacuation bottlenecks, any development must fit the size of the evacuation routes especially without a second bridge at Sante Fe Road. This is common sense!
242. Infrastructure needs- and equitable plan for who pays for that. This is not a location for affordable housing because of lack of transportation alternatives to employment centers- so there needs to be a plan for affordable housing where it makes sense. Ag land provides important secondary benefits for wildlife- that needs to be part of the planning consideration. The new GP has policies supporting projects that provide carbon sequestration- which might be mitigation for GHG. That is a way to get economic value that should be fleshed out. Agrihoods generally have some overall criteria about the percentage that remains ag and % for development. There should be a range of such options evaluated- clarifying the community tradeoffs involved. Public safety in this area is a paramount concern- particularly given climate change and increased risk of fire frequency and severity.
243. Oceanside needs to stop trying to limit farmers in this area relying on feedback from non-farmers. Let the farmers create a city plan for this area with respecting their agricultural roots versus tell the farmers how they should farm and tell them what they should do with their land.
244. The branding should be something unique and not just a copy of Fallbrook.
245. No high density housing projects. Only single family homes AND only if roads support it. Not just the entire length of North River Road- but also other roads like 76, Gopher Canyon, and Melrose (between N Santa Fe and Oceanside Blvd) that tourists and residents would use.
246. No high density housing in an environment unable to sustain the additional traffic and lack of public transportation.
247. Although there should be some use for agriculture the land should be developed to the maximum benefit of the city and property owners. There should be consideration for housing and business development. The questionnaire is limited in scope some answers do not exactly match my thoughts.
248. No condos, apartments, tracked homes, hotels. Only 2.5 acre lots or larger for homes
249. I dont want this community there at all...I didnt vote for it...Find somewhere else in Bonsall to build.
250. The farmland was protected to keep Oside farming. It needs to stay farmland with agritourism for those farmers ie markets...dinners..but NOT housing.
251. Do not destroy what we have. The council needs to consider what Oceanside is and how we function. How about promoting what we already have, such as making deals with grocery stores to provide locally grown food.
252. Safety to other nearby communities.

253. The Oceanside Climate Action Plan (CAP) calls for preservation of farmland through agricultural easements. This is mentioned nowhere above, but would provide a source of funding to allow farming to continue without additional houses. Allowing more houses in this area would require new infrastructure be implemented which will not allow Oceanside to meet our long-term Climate Action Plan goals. The CAP calls for "smart growth" which directs housing development away from open space areas to infill land where infrastructure, shopping, etc. already exist. Traffic and transit access to this area is very limited. Building more roads and expanding lanes will only make VMT higher, preventing us from reaching CAP goals limiting transportation emissions. Also, poor access means high risk for wildfire evacuations. It is better to keep this area low-density to limit deaths in case of wildfire or other emergency.
254. housing is essential to the farming community and our city as a whole. We need more to agritourism than simply farm stands and we need to be welcoming so we can attract good design ideas that will enhance the area and fix some of the major infrastructure problems.
255. I think we desperately need housing, especially well designed low income housing that will blend in architecturally with upper scale homes. I hope such a project is designed for South Morro Hills.
256. We need more housing. It would be great if we could also preserve some agriculture but it shouldn't be one or the other. Using the word "only" is too exclusive of what our community needs to grow in a responsible way.
257. The main concern is the traffic/congestion that will occur once housing, hotels, resorts, etc are built in the hillside.. It's imperative we allocate enough land for the farmers, and still establish developments that will benefit the community with a broad assortment of farming, housing, restaurants, cafes, etc for everyone in this area to enjoy. We have enough big box stores, now we need to cater to a bit higher level of development.
258. The owners of these properties should be able to develop their properties and produce products that they feel are the best for the area and themselves. Traditional Farming that has been practiced in this region simply may not be practical or profitable today. Avocados, citrus, and tomatoes take a lot of water. There has been stiff competition from our neighbors to the south. The cost of labor is also too high. You mention wine, I know about this as I make wine. Not all land is good for wine production. Oceanside has had a huge problem with busybodies objecting to almost all development. Changes to zoning uses, and such in that region should be up to the citizens of that district. It's their land, they have a right to use it as they see fit with minimum intrusion by government. There should be reasonable regulations, obviously, we don't want heavy industry in that region but we do need some nice housing and other commercial uses such as hotels, agricultural production, processing, and distribution as well as other uses such as vineyards/wineries, event venues.
259. No agritourism projects that in reality are major housing projects. "Smart" street lights on 76 and other major streets to optimize traffic flow. (Mission, College, El Camino, Oceanside Blvd, Vandergrift, Douglas) Widen hwy 76 Eliminate street lights on hwy 76 At minor roadways, approx. 50% of lights from Freeway 5 to 15. Increase 3 and 4 story, Retail+housing (bottom floor restaurant/ bar/ retail) in and around PCH.
260. No Development of existing farmland.
261. No high density residential.
262. As one of the seven regions in the world with the capability to grow almost any crop in the world, there should be no housing on that land. Agritourism is the way to go.
263. Impact on schools, evacuation issues
264. Yes the extreme fire danger that area is in
265. Low density estates for custom homes
266. No major developer projects, like NRF, should ever be allowed in the zone.

12. What most closely describes your affiliation with the South Morro Hills area? Please select one.

Respondents who selected "Other":

1. lived in the area since 1972
2. Former Oceanside resident
3. Live in area immediately adjacent; parcel identified as SMH
4. I own property in SMH and my home in South Oceanside.
5. local resident, visitor to area
6. bike rider that enjoys my local sites
7. Morro Hills resident
8. Area Resident
9. Sierra Club North County
10. Property view of SMH
11. bicyclist
12. Oceanside resident, living in Jeffries Ranch, (outside SMH) who appreciates living in a semi-rural area, bounded by farmland.
13. vista, bonsai, oceanside resident
14. Oceanside resident very close to SMH and travel through there daily
15. Oceanside resident living very close to SMH and travel through daily
16. Property owner/resident concerned citizen
17. Fallbrook resident
18. Property owner living next door to SMH and will be highly effected
19. Oceanside Resident/ Property Owner living outside of SMH's and also a property owner in Fallbrook within The Morro Hills Community 1/2 mile from the City Limits.
20. 1/2 block from Oceanside city line, in Morro Hills, 92028, just off Sleeping Indian, for 34 years.
21. Farm owner
22. Nearby resident
23. Oceanside resident living in view of SMH, sharing the same streets, ability to hear traffic noise etc
24. North County Resident, property owner & setting president procedures
25. family has been her since 1839 long term interest in city development
26. Living in the Arrowood community affected by the proposed NRF development
27. Vista resident
28. Visitor with business contacts
29. live next to Morro Hills
30. Fallbrook property owner/resident and farmer living right on the boarder of SMH

31. I love that I can out go to the "country" only minutes away from the TriCity area.
32. My parents own a property in Morro Hills Fallbrook and a Business at the Backgate . I am a long time Oceanside Resident since 1976
33. Arrowood resident
34. We live outside of SMH but very close and can see it from our patio.
35. Community activist, Longtime Oceanside Resident, former lobbyist for agriculture
36. Living in Oceanside with a view of South Morro Hills area
37. Fallbrook resident
38. Neighboring Property owner
39. Oceanside resident, neighboring SMH
40. 36 year Oceanside resident & regular farmers market customer
41. I have a friend who owns 25 acres on Wiltshire. Also Melano flower business owner a friend!
42. Looking to buy in SMH soon
43. Live in Jeffries Ranch, with a view of SMH
44. Live in Fallbrook
45. Past planning commission 12 years
46. Landowner in Oceanside, carlsbad residents
47. I live on Mckinley street off College.
48. Morro Hills Adjacent property owner / resident
49. Property owner & resident, passionate ex-farm kid & lover of healthy food, living outside of SMH
50. Grew up in Oceanside and Vista
51. Oceanside Resident living adjacent to SMH
52. Oceanside resident/owner, intend to buy in SMH in next 5 years
53. Owner in Fallbrook, adjacent to SMH area.
54. I ride my motorcycle through there to relax and get away from the traffic when I want to go to Fallbrook.
55. Registered Oceanside Voter
56. Farm/rancher property owner/resident
57. A neighbor living near enough to be impacted by the traffic bottlenecks from 2017 Lilac Fire. Lets learn from this lesson instead of repeating it!
58. I board my horse off Wilshire road on 23 acres. ..
59. Future homeowner in the SMH area
60. Oceanside resident, interested in the rights of the property owners of thet district as well as all of the city
61. Property owner on Van Der Grift.

14A. What type of crop or agricultural product are you currently producing?

(Those identified as farmers/ranchers only)

1. Avocados, Oranges and Macadamia Nuts
2. avocados
3. Nursery stock Avacado

14B. What types of crops do you foresee being viable in SMH in the next decade?

(Those identified as farmers/ranchers only)

1. Avocados, Oranges and Macadamia Nuts
2. more grapes/wine, hops, coffee

14C. What are the major obstacles in your business operation?

(Those identified as farmers/ranchers only)

1. Cost of Water, Lack of promotion for Locally produced fruit.
2. n/a

14D. Are you interested in starting an agritourism use? If so, what type?

(Those identified as farmers/ranchers only)

1. No
2. no

15. What type of obstacles discourage you from pursuing an agritourism use? (Mark all that apply)

(Those identified as farmers/ranchers only)

Respondents who selected "Other":

1. Destruction of the current Agricultural Lifestyle.
2. Too much traffic in our quiet neighborhood.

15. What type of obstacles discourage you from pursuing an agritourism use? (Mark all that apply)

(Those identified as farmers/ranchers only)

1. Lower the water bill. Give a cost reduction of water to farmers. Do not build any housing that would increase traffic and population density.
2. City could leave us and our land alone
3. ease of restrictions and ongoing promoting of this valuable farm land
4. Water rates cut. Don't spend big money of water projects that just make the cost of water more.

21A. What type of crop or agricultural product are you currently producing?

(Those identified as residents/property owners and farmers)

1. avocado
2. Wine grapes
3. Avocados, coffee, passion fruit, various citrus and tree fruits
4. Tomatoes, lettuce, kale
5. oranges, avocados
6. Nurcery products, cannibas, Vegetables and Avocados
7. Avocados
8. Avocados
9. Citrus, avocados, nuts
10. avocaods and figs
11. Avocados
12. Avo and grapes
13. Avocados and container plants
14. Wine grapes
15. Avos
16. avocados
17. ornamental nursery stock
18. Organic lemons and pomegranates
19. Citrus
20. Avocados and Nursery Palms
21. citrus, avocados
22. avocados and nursery stock
23. Avocados
24. grapes
25. avocados, oranges
26. Wine grapes, citrus
27. citrus, avos
28. Coffee and Avocados
29. Avocados
30. Avocado

21B. What types of crops do you foresee being viable in SMH in the next decade?

(Those identified as residents/property owners and farmers)

1. open
2. Wine Grapes, coffee, avocados, hemp, flowers
3. Avocados, coffee, citrus, various fruit and vegetables
4. Tomatoes, avocados, cannabis
5. grapes, exotic and organic foods
6. more nurcery and cannibis products
7. Coffee, Wine, Marijuana
8. The same that are currently being grown now
9. Almost every type of crop can be grown in SMH
10. pomegranates, figs, mulberries, date palms, olives
11. Table vegs.
12. None
13. Wine grapes, farm to table crops (Cyclops Farms model)
14. Will vary
15. none the way it is headed
16. cannabis
17. Organic farming.
18. A rich variety of crops as well as animal husbandry and equestrian activities
19. Nursery Plants, Olives, Coffee, Exotic Fruits.
20. citrus, avocados, grapes,
21. all of what we currently grow would be my wish
22. grapes
23. flowers, avocados
24. not sure, grapes?
25. Coffee, Avocados and Wine
26. Food crops
27. NA

21C. What are the major obstacles in your business operation?

(Those identified as residents/property owners and farmers)

1. water
2. County and City restraints
3. Production costs, water, labor

4. Lack of infrastructure
5. none
6. primarily foreign competition and government over regulation at the county, state and federal levels
7. Water, Water, Water
8. cost of water, labor, fertilizer, etc....
9. Intrusion by large house developers
10. inconsiderate neighbors, Mellano and Co, drifting pesticides onto our property
11. Taxes fees
12. Water costs and property tax
13. Being the only winery, destination recognition.
14. affordable Water
15. water
16. None
17. Water and administrative red tape
18. Cost of - Water, Labor, Regulations
19. high costs of energy and water
20. water, labor, regulations
21. N/A
22. permits
23. water cost
24. Farming costs need flexibility to supplement income
25. Water expense
26. NA

21D. Are you interested in starting an agritourism use? If so, what type?

(Those identified as residents/property owners and farmers)

1. Have an agritourism business
2. Yes. Farm tours and glamping
3. no
4. yes, actually have started one as a test.
5. Possibly in the future
6. NO
7. No
8. not sure
9. No

10. Possibly but undecided on what.
11. Yes, and already exists.
12. craft wine grapes
13. No
14. You pick as well as Equestrian
15. Possibly a few RV sites, Glamping.
16. no
17. glamping
18. No
19. no
20. a cart offering vegetables
21. n/a
22. Winery
23. No
24. No

22. What type of obstacles discourage you from pursuing an agritourism use?

(Those identified as residents/property owners and farmers)

Respondents who selected "Other":

1. Restraints placed on business from County/City (ie. Covid 19)
2. farming is a hobby
3. Will it be profitable
4. Water costs
5. Not interested in this target area.
6. Not interested
7. Just want to live rural
8. Not personally interested at this time
9. N/A
10. Zoning changes.
11. I don't need another Job!
12. It is not what I want to do
13. might be to much to do with all we are currently doing growing
14. NA

23. What type of assistance could the City provide to help farming and/or agritourism succeed?

(Those identified as residents/property owners and farmers)

1. Open up all businesses immediately.
2. protect the existing Agricultural land, especially the flattest and most productive land along North River Rd and the San Luis Rey River. Continue the recycled water plan and help reduce our water costs.
3. Branding of SMH and increased traffic (cars, bicycles, walking)
4. clearly defined plan that does not change when outside developers wave money
5. Grandfather in the use and have a updated master plan that preseves out property value.
6. Don't allow any major housing projects until the City plan is complete including and most importantly Agritourism for the South Morrow Hills Area.
7. The whole issue was not promoted honestly, from the way the prop was presented for residents to vote on was mistated so a No vote meant Yes. It was defeated at one point and then the developers came forth with other offers to meet requirements for this folly to proceed....Apparently the parties involved are interested in the monetary outcome that they perceive would flow forth after they commit to allowing the developer to proceed with their development and destruction of the Morro Hills Ag District. This group has been trying to develop ag land unsuccessfully like the Carlsbad flower fields. Not too much to bulldoze, etc., nice clean land for their developments keeps costs down and profits up. You cannot eat houses, hotels, plus so called agritourism already exists in Riverside County in the right spot for the wine industry.
8. Keep big housing developers from taking away farm land
9. add a bike and pedestrian path
10. Nothing
11. Water costs
12. Stay away. County is enough problem. Oceanside City do not have a clue what is going on. All they see is payoffs and fast money.
13. Maintain a balanced approach to minimize regulatory costs. Openness to maintaining a rural feel to the operation, not require over design/engineering ... cost.
14. Stay out of my business.
15. Make permitting of agricultural related business is much more streamlined and low-key. as well as far more economical and less costly to obtain permits for agricultural businesses.
16. You are doing it already. Complete the SMHs Community plan and both large landowners and Agritourism entrepreneurs will feel comfortable to make an investment. Thank you for working on this opportunity for SMHs.
17. Help remove the obstacles above i.e. high cost of energy and water
18. Bringing recycled water at a cost savings, helping market the area through Visit Oceanside
19. Not allow building in our farming area where there are established farms
20. approve plan for agritourism
21. lower cost for water
22. I am not interested in agritourism. The infrastructure cannot accommodate this.
23. Update the general plan and plan for and fund necessary infrastructure improvements and address emergency access and exit with wildland fire improvements considered