

# SOUTH MORRO HILLS COMMUNITY PLAN DESIGN WORKSHOP REPORT

WORKSHOP HELD ON MARCH 16, 2022  
 REPORT PREPARED APRIL 2022





THE CITY OF OCEANSIDE GENERAL PLAN UPDATE

# South Morro Hills Community Plan Design Workshop Summary Report

WORKSHOP HELD ON MARCH 16, 2022

Prepared by:

**DYETT & BHATIA**  
Urban and Regional Planners

April 2022



## Table of Contents

<b>South Morro Hill Community Workshop Summary</b> .....	2
Project Background and Meeting Objectives .....	2
Workshop Location and Format .....	2
Breakout Group Discussions.....	5
Visual Preferences Survey .....	8
General Correspondence .....	18
<b>Appendix A: Group Discussion Notes</b> .....	19
Zoom Breakout Groups.....	19
In Person Notes.....	24
<b>Appendix B: Zoom Chat</b> .....	59
<b>Appendix C: Visual Preference Survey</b> .....	67
<b>Appendix D: General Correspondence</b> .....	72

# South Morro Hill Community Workshop Summary

## Project Background and Meeting Objectives

The South Morro Hills Community Plan (SMHCP) is being prepared as part of the Onward Oceanside planning effort. The SMHCP will provide policies and planning guidance to the 5.5 square mile region of Oceanside known as South Morro Hills, Oceanside’s only remaining agricultural area and home to a variety of agricultural uses unique to the San Diego region. In recent decades, farming has become increasingly challenging and expensive in the San Diego region. Concurrently, land value for residential uses has increased. The SMHCP seeks to preserve farmland in South Morro Hills, and will focus on supporting the continued viability of farming through expanded agritourism opportunities, including “Tier 2” agritourism uses (e.g., hotels and large-scale wineries). The Plan will also address topics such as infrastructure needs, transportation, and community character and design.

The SMHCP planning effort kicked off in 2020, with community engagement and technical background reports informing progress to date. The purpose of this South Morro Hills (SMH) community workshop was to brainstorm specific design and planning strategies to preserve agricultural land within SMH, share new economic analysis with the community, and gather public input on other policy direction for the SMHCP.

## Workshop Location and Format

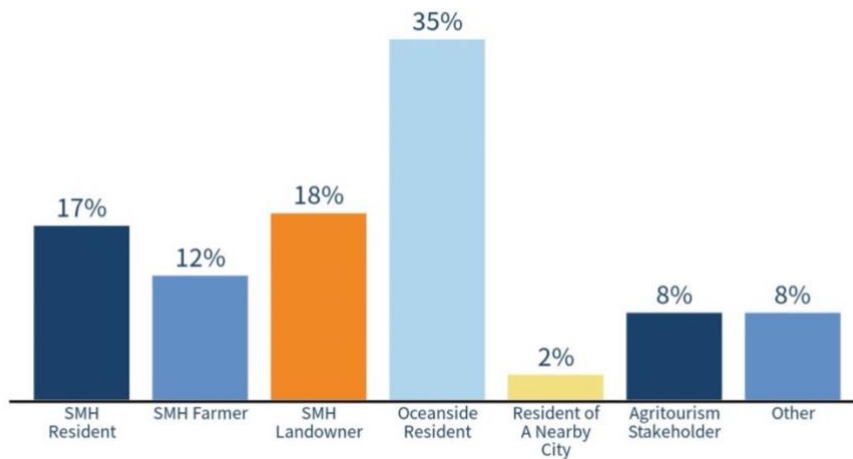
The workshop took place on Wednesday, March 16, 2022, from 6:00 pm to 8:00 pm. Due to public health concerns from the ongoing Covid-19 pandemic and to enable greater flexibility for community members to attend the workshop from any location and to drop in and out at any time, the workshop was conducted in a hybrid format with options for both in-person and virtual attendance. The in-person component of the workshop took place in the City Council Chambers at 300 N. Coast Highway, Oceanside, and the virtual component was broadcast via Zoom meeting. Participation was roughly evenly split between in-person and remote attendance, with approximately 30-40 in-person participants and 40 Zoom participants.

The agenda for this hybrid workshop consisted of:

- Introduction (5 minutes)
- Presentation (45 minutes)
- Small group discussions and activities (45 minutes)
- Report back (20 minutes)
- Closing/Next steps (5 minutes)

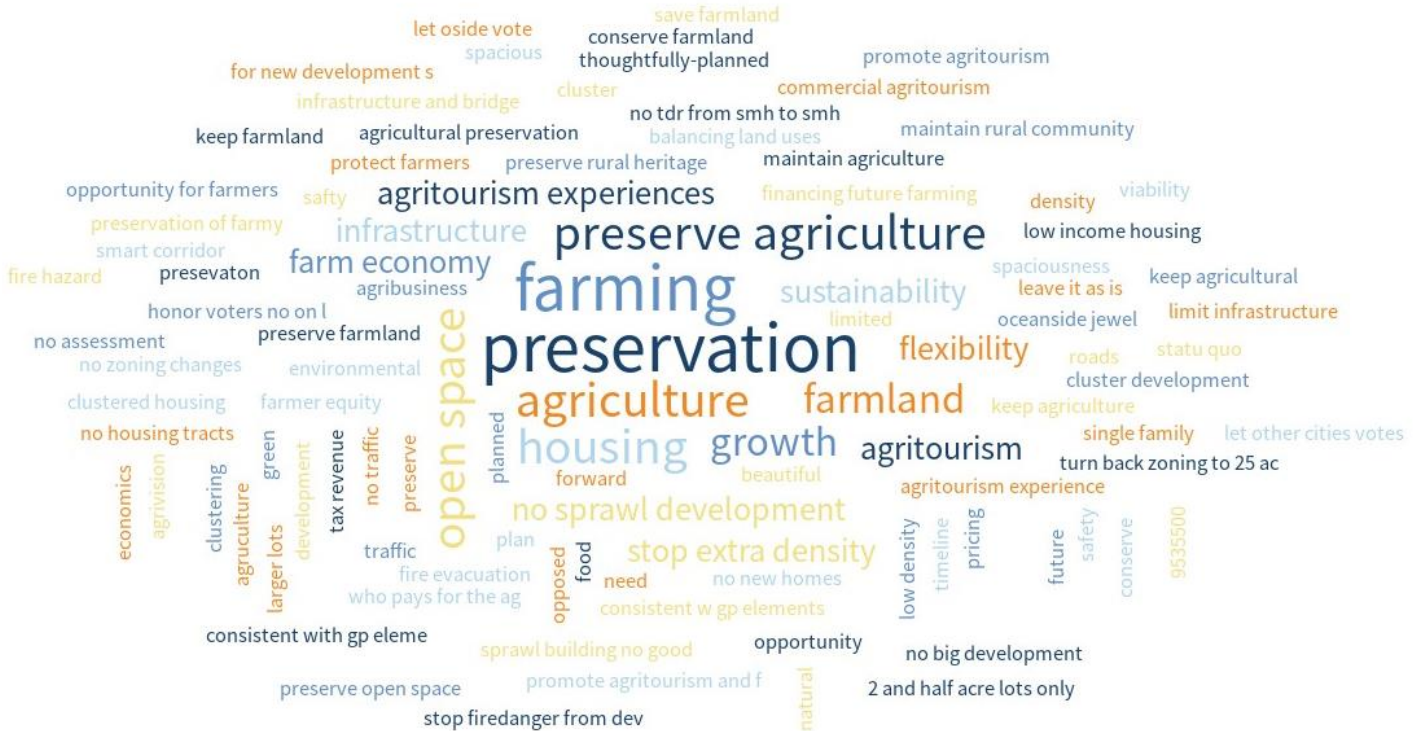
To start the meeting, participants were asked to respond to two short polls. The first asked participants to identify themselves (selecting as many options as were applicable) as Oceanside residents, SMH residents, SMH farmers, SMH landowners, agritourism stakeholders, residents of nearby cities, or other. Of the 45 poll respondents, the majority (35%) identified as Oceanside residents, followed by SMH landowners (18%), SMH residents (17%), and SMH farmers (12%).

**Figure 1: Who is here?**



The second poll asked participants to share what their top priorities were for the SMHCP. Results were aggregated in real time into a word cloud. As shown in the figure below, where larger sized words in the word cloud indicate a higher instance of responses, participants most wanted to see preservation, farming, and agriculture prioritized in the SMHCP. Fifty-eight participants contributed to the word cloud.

Figure 2: What should be the top priorities for the SMHCP?



The polls were followed by a presentation from the planning team. The presentation included an overview of the SMHCP; an update on planning progress and community outreach to date; background information on current zoning and economic conditions in SMH; and an overview of the proposed policy and design framework for the SMHCP, which includes clustering residential housing, an optional transfer of development rights program, allowance of Tier 2 agricultural uses, and expanding the trail network within South Morro Hills.

After the presentation, participants were directed to join small discussion groups and brainstorm together about strategies and design requirements they would like to see in the SMHCP. In-person participants were directed to join a community-led table discussion with other participants. Participants on Zoom were split into four separate breakout rooms, each of which had a facilitator taking notes. After 45 minutes of group discussion, facilitators and community members shared highlights of their groups’ discussions. The meeting concluded with an overview of upcoming workshops and next steps.

## Breakout Group Discussions

The second half of the meeting was spent in small group discussions where community members had the opportunity to brainstorm together on design preferences and policy ideas to be included in the South Morro Hills Community Plan. For the virtual discussions, eight to nine participants were sent into Zoom breakout rooms with one to two facilitators from the planning team.

The group conversations were structured around the following questions:

- Given what you've seen, what would you like to see included in the community plan?
  - Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?
  - If you don't think clustering is a good option, what other approaches would work?
- What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH? What design requirements should Tier 2 uses have?

Participants were also provided with a worksheet wherein they could circle visual preferences for private and public urban design features, including paths, sidewalks, architectural styles, landscaping, signage, and other material characteristics.

Key takeaways and common themes are described below. For more detailed discussion group notes, see Appendix A.

### KEY TAKEAWAYS

The planning team heard a wide range of opinions on all topics.

- **Clustered Housing.** Participants had mixed opinions on the proposed clustered housing strategy in the SMHCP draft framework. There was consensus that participants did not want to see sprawl development or subdivisions, and many participants cited the previously proposed North River Farms (NRF) development

as a warning of what could happen to the SMH area if a community plan is not developed.

- Community members who referenced the NRF-style development were more likely to be in support of the clustered housing concept, and many expressed that given the likelihood of future development in SMH, clustered housing would be an effective strategy to ensure that new development can be appropriately sited and incorporated into the rural surrounding, as well as permanently preserve farmland that is private property.
- Other community members were very opposed to clustered housing, or any housing in the SMH area at all. Many of these participants felt that housing was not the best land use within an agricultural area. Other reasons cited included: the strain on existing infrastructure and a high cost of building new infrastructure, negative impacts on agricultural production/soil, decreased evacuation access (particularly during wildfire season), and increased traffic congestion. These participants preferred the City preserve farmland through alternate methods such as conservation easements, private grants, and more intensive agritourism, described in subsequent bullets below.
- Of participants who were in support of clustered housing, they generally preferred dense but short housing clusters (no more than two stories per structure) with ample agricultural buffers.
- There was less group support for the transfer of development rights (TDR) program than for clustered housing; most comments related to the TDR program were from participants who did not like the idea, and did not believe it would work.
- **Agritourism.** Participants were unanimously supportive of Tier 1 agritourism uses in the SMH area and were curious about how the SMHCP would relate to the 2017 Agritourism Strategic Plan. Participants were generally supportive of Tier 2 agritourism, although some debated the pros and cons of higher intensity Tier 2 agritourism uses – for example, while large-scale wineries and wedding venues would be good for the local economy, they could cause traffic congestion. Many participants believed that Tier 2 agritourism represents a great opportunity to brand the SMH area and Oceanside. Some participants felt that traffic could be mitigated through park and ride lots and improved transit and/or shuttle service through the area. Many of the participants who were not supportive of clustered





housing in the SMH area suggested agritourism as an alternative economic strategy for preserving farmland. Suggestions for agritourism uses included a teaching center/farm, day spa, small wineries and hotels with an agricultural focus, breweries, agricultural tours, tasting rooms (such as for coffee), U-Pick operations, farm to table restaurants, horseback riding, animal husbandry, a petting zoo, an ecology center, and scenic drives.

- **Tier 2 Agritourism Design Characteristics.** Participants favored a rustic feeling for Tier 2 agritourism uses, with architectural styles such as Ranch or Spanish-influence, and materials such as rail fencing or corrugated metal. Participants favored shorter buildings (two or fewer stories). Preserving sight lines was important to many community members. Participants desired for Tier 2 agritourism uses to integrate cohesively with the landscape, and some specified that they would like to see new built structures be designed for flexibility/adaptive potential within changing economic and climate conditions.
- **Alternative Methods for Land Preservation.** Community members discussed an array of differing strategies to agricultural preservation in lieu of or in addition to clustered housing. Suggestions included land trusts, non-residential tourism, historic/cultural conservation easements, Williamson Act contracts, a strong “Right to Farm” ordinance, and private or State grant funding to keep the land in agricultural use. Participants felt it was very important to conserve all farmland that is of Statewide importance, such as Prime Farmland.
- **Infrastructure.** Participants had mixed opinions on whether infrastructure improvements should precede new development. Participants were particularly interested in water reuse and reclamation infrastructure, and some wanted to see solar energy facilities. Some participants raised questions of who would oversee and conduct maintenance for proposed agricultural buffers such as orchards.
- **Fire Hazards.** Participants wanted to see the SMHCP include greater detail about fire hazards, particularly given the rising severity of climate change. Many were concerned about the impacts of new development on fire evacuation access.
- **Climate Change.** Many participants framed their discussion around concerns about climate change. How would development in SMH impact greenhouse gas emissions? How can the City use agricultural land to sequester carbon? Participants wanted to see climate-friendly measures such as native habitat restoration/conservation, wildlife corridors, energy efficiency, and regenerative

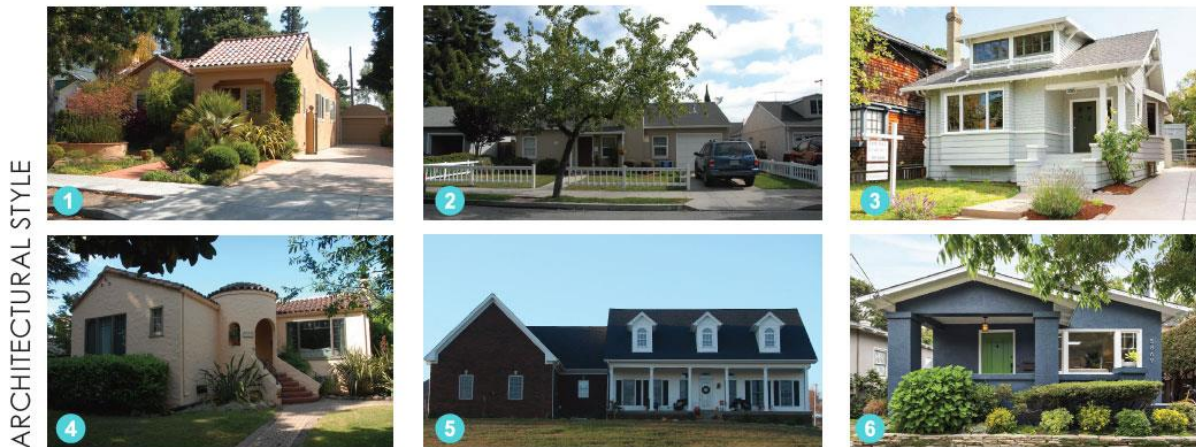
agriculture incorporated into the SMHCP. Some participants were excited about the potential for practicing regenerative farming in SMH; participants also discussed impacts from climate change, such as increased incidence of wildfires and the need to reuse and reclaim water.

## Visual Preferences Survey

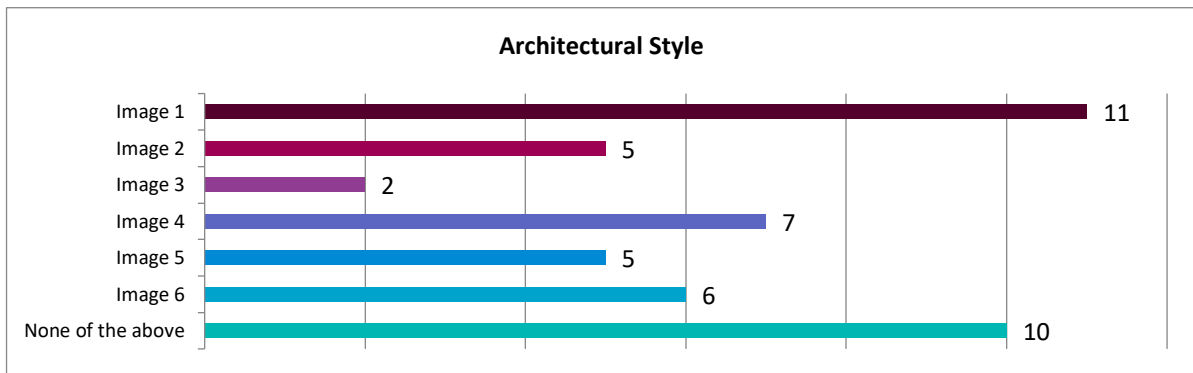
All participants were given a worksheet (virtual participants were given a survey with the same questions) that showed photos of different types of urban design and landscaping features that could be inform policy language in the SMHCP. Participants were asked to mark which images they liked or disliked. Images were sorted into categories such as private development character and public realm character. Participant preferences are described below. The Visual Preference Survey is included in Appendix C.

### PRIVATE DEVELOPMENT CHARACTER

#### Architectural Style

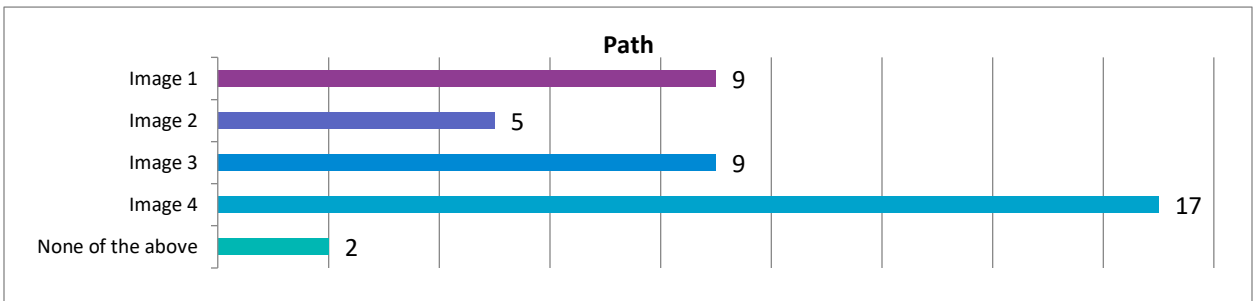


ARCHITECTURAL STYLE



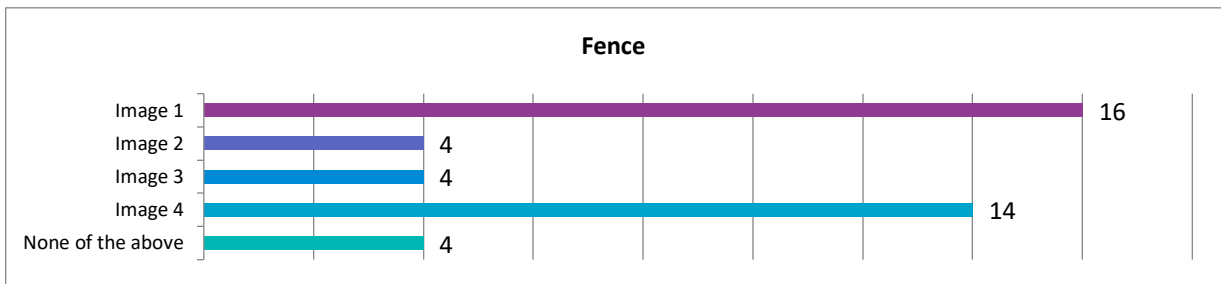
When asked about preferences for architectural style, participants most favored images 1 and 4, both of which were a more Spanish-style influence with clay tile roofs, or none of the above.

### Path



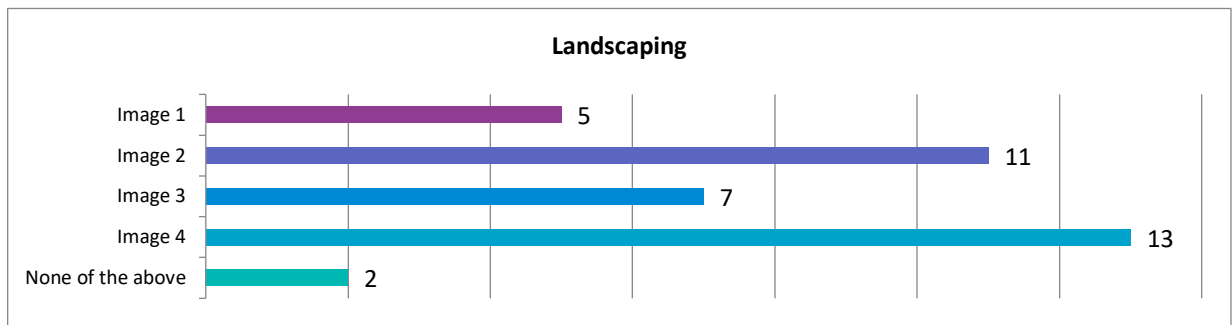
When asked about preference for private development paths, participants most favored image 4, which shows a sandstone-colored pea gravel path.

### Fence



Participants preferred images 1 and 4 for private paths, showing a wooden picket fence and a stone retaining wall, respectively. Some participants indicated that they explicitly did not like image 3, showing a white picket fence.

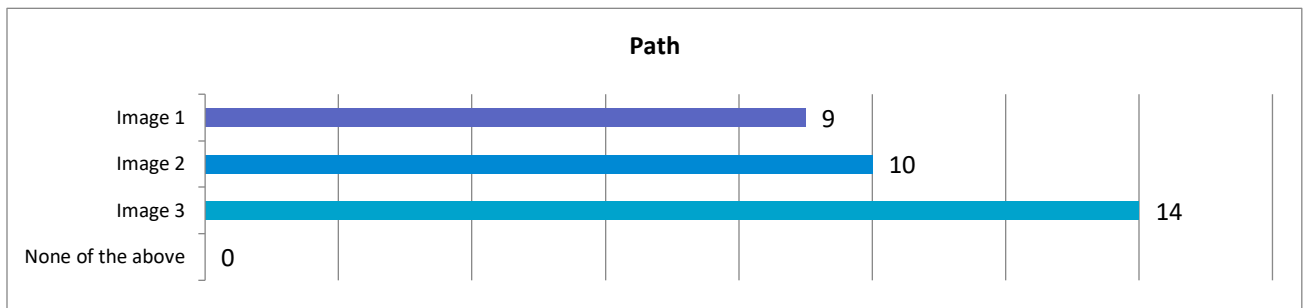
### Landscaping



When asked about private landscaping preferences, the majority of participants preferred images 4 and 2. Image 4 showed a low-water garden, and image 2 showed a food garden. Some participants noted on their workshops that they would prefer native California plants in landscaping.

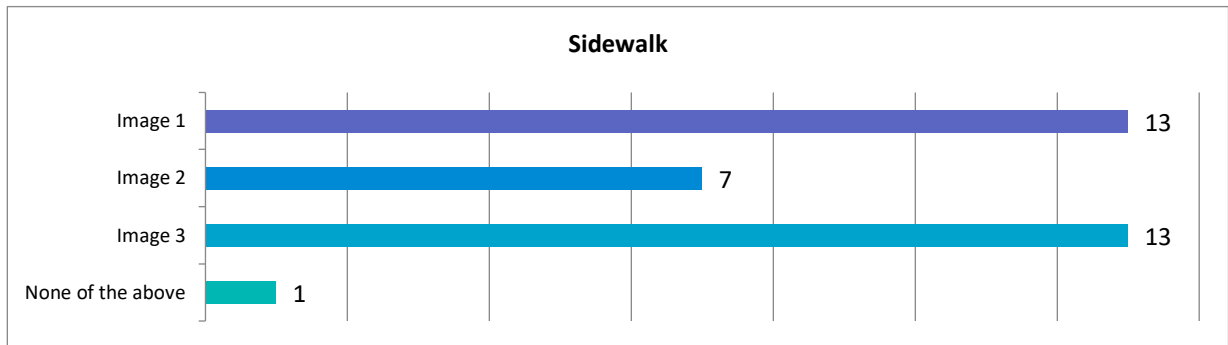
## PUBLIC REALM CHARACTER

### Path



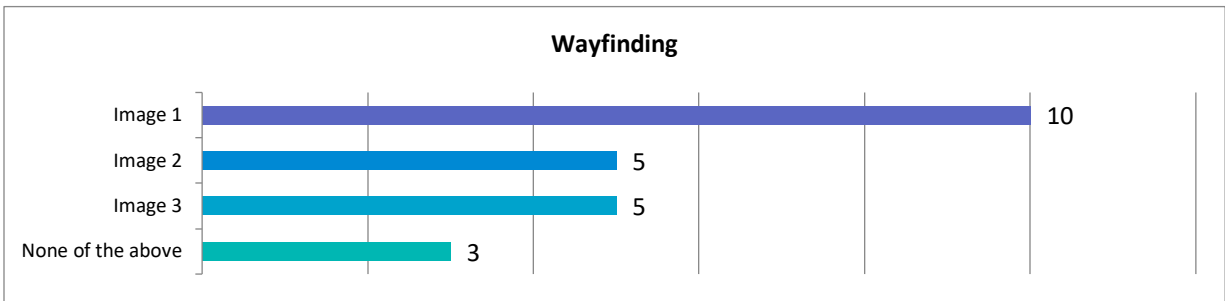
When asked about public realm paths/trails, participants indicated preference for image 3 and 2, both dirt/gravel paths.

### Sidewalk



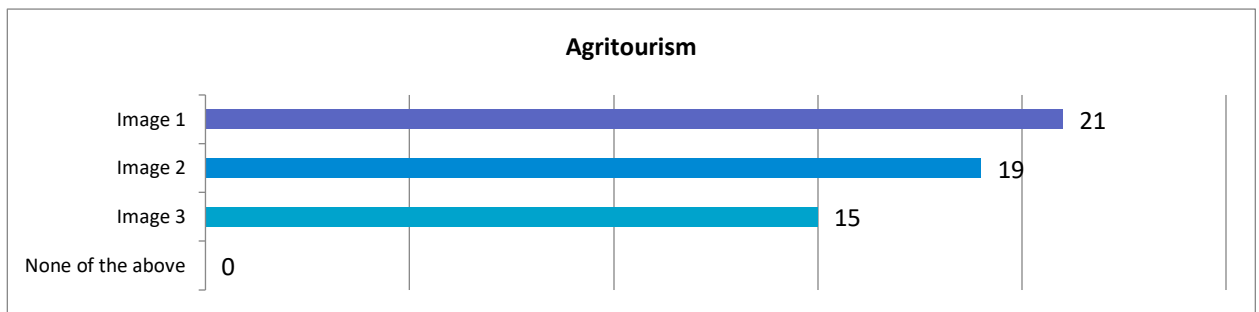
When asked about sidewalks, participants indicated equal preference for images 1 and 3, showing more rural dirt/soft compact paths, respectively.

## Wayfinding



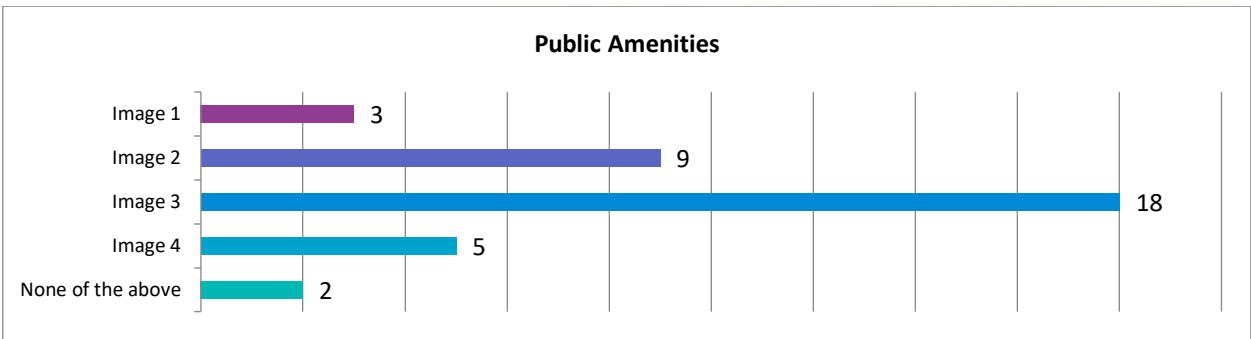
Participants were asked to indicate preference between different types of wayfinding signage. The most popular option was image 1, which shows wooden stake signage that points to destinations in different directions.

## Agritourism



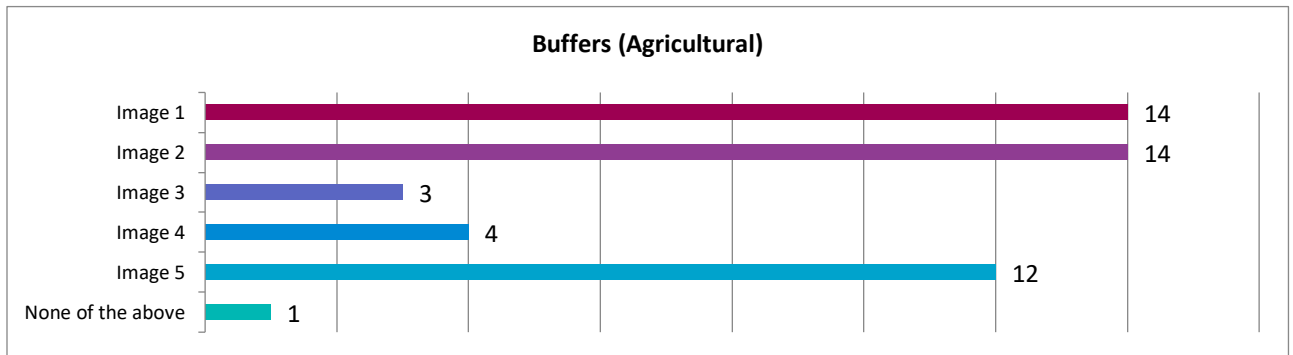
Participants were asked about agritourism character preferences. All three images received high levels of support, with images 1 and 2 receiving the most in favor votes. Image 1 shows an outdoor dining experience, while image 2 shows a U-Pick operation.

### Public Amenities



When asked about public amenities, participants were most in favor of image 3, which shows picnic benches.

### Agricultural Buffers (Landscaping)

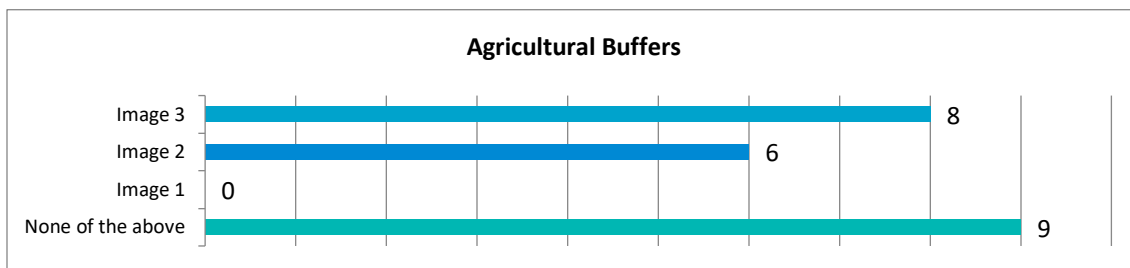
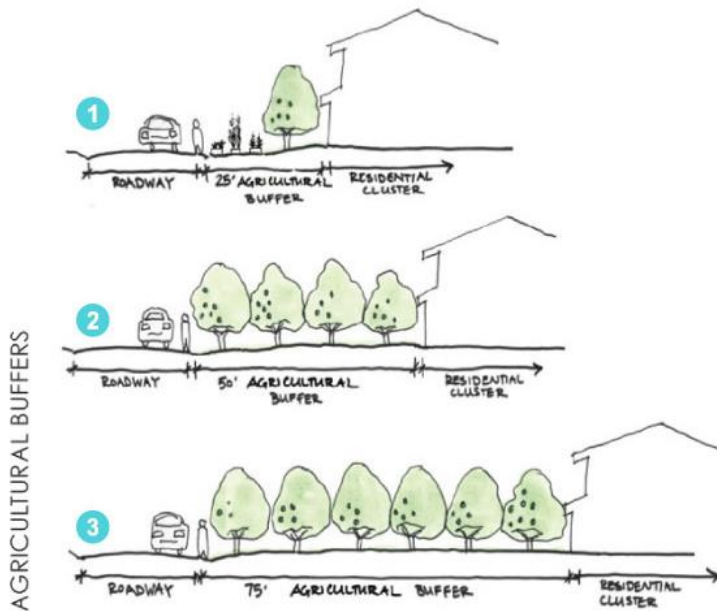


Participants were asked about different types of agricultural buffers. Images 1, 2, and 5, showing row crops, orchards, and flowers, respectively, were the options that participants most preferred.

## DEVELOPMENT SCALE/DENSITY POLICY FRAMEWORK

Participants were also asked to indicate visual preferences for varying types of land use and zoning policy frameworks, including residential clusters, agricultural buffers, building heights, and densities.

### Agricultural Buffers (Size)



Participants were asked about their preference between sizes of agricultural buffers. None of the above was the most popular response, followed by image 3, showing a 75-foot agricultural buffer. Some participants commented on their worksheets that a 75' buffer was not realistic. Others expressed opposition to buffers and indicated that this was because the buffers were drawn with residential clusters.

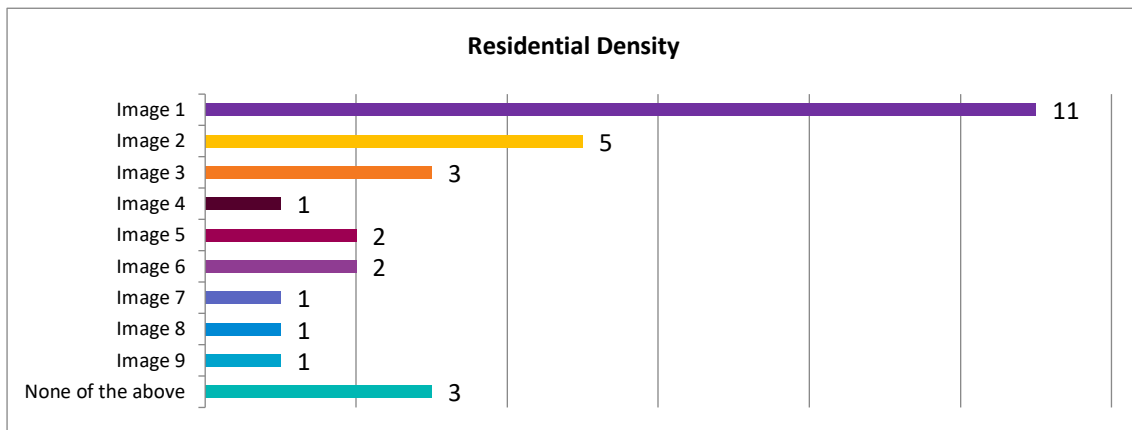
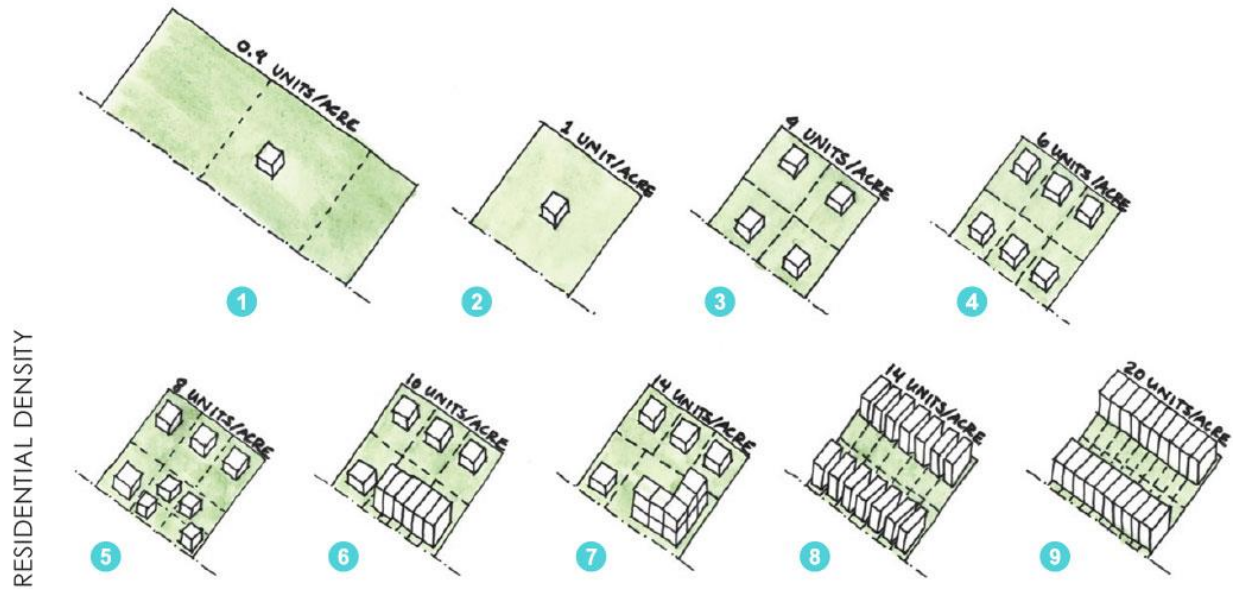


## Residential Clusters



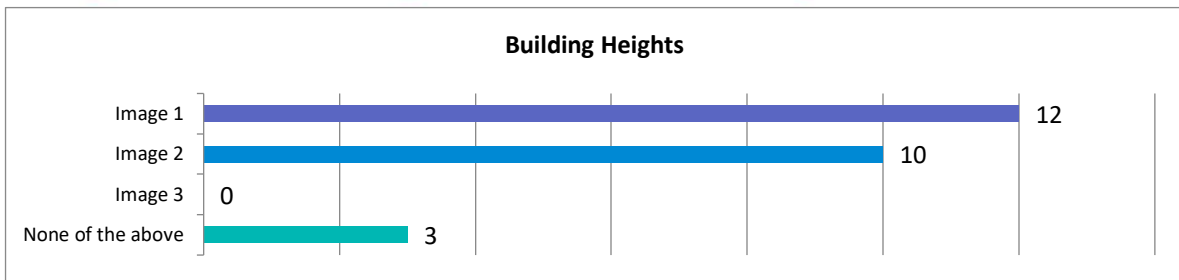
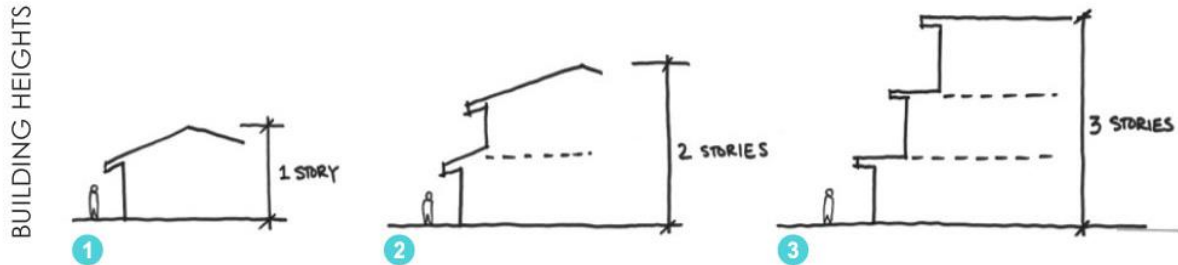
Respondents were asked about their preferences between single and multiple residential clusters. The most popular response was none of the above, followed by image 1, showing single residential clusters.

### Residential Density



Respondents were asked to share their preferences on residential density, ranging from 0.4 units/acre (also expressed as 1 unit/2.5 acres, which is the current zoning) to 20 units/acre. Respondents most preferred image 1, showing 0.4 units/acre. Some participants were in favor of images 2 and 3, showing 1 and 4 units/acre, respectively.

## Building Heights



Finally, respondents were asked about their preferences between building heights ranging from 1 to 3 story buildings. Participants were in support of 1 and 2 story buildings, shown in images 1 and 2. No participant favored 3 story buildings, and some indicated opposition to this image through use of red stickers.

## ADDITIONAL COMMENTS

Some respondents left additional comments on their worksheets. These comments are summarized as follows:

- Multiple respondents expressed opposition to 3 story structures.
- There was mixed support for clustering – some commenters were very opposed, others approved of clustering as a strategy to prevent land from being turned into estates.
- There were mixed preferences for the size and density of residential clusters. Some participants wrote that clustering at lower densities (1 unit/acre or less) would be acceptable. Others wrote that they preferred denser clusters of 4 units/acre, provided that dense residential clustering would need more of a buffer.
- One participant wrote that allowing up to 2 stories for building heights could allow for more density and smaller overall footprints of residential clusters.
- One participant expressed their desire to secure private grants to preserve agricultural land.

## General Correspondence

Some participants wrote to the planning team in response to the workshop notice or sent comments related to the workshop itself. This correspondence is summarized below.

**Support for the SMHCP.** Seven community members sent letters in support of the SMHCP. The City received a letter in support of the SMHCP from the San Diego County Farm Bureau as well. These letters generally emphasized desire to see a comprehensive plan for the region, including planning for infrastructure, road, and sewer updates, that guides development in lieu of one-off approvals for new development in the area. Several community members expressed interest in seeing the SMHCP incorporate more flexibility into its policy language to account for changing climate, economic, tourism, and farming circumstances. The Farm Bureau expressed support for the proposed framework of the SMHCP, stating it to be a more feasible method of preserving farmland than other alternatives.

**Opposition to the SMHCP.** Six community members wrote in opposition to the SMHCP. These comment primarily focused on a desire to disincentivize housing in the SMH area. Some community members stated that the City's draft sixth cycle Housing Element, which was submitted to HCD in June, did not list any sites in SMH as potential housing sites. Common themes included a desire to see all of the City's housing growth located along high-frequency transit corridors, of which there are none in the SMH area, and concern that development in the agricultural area would have detrimental climate impacts due to increased vehicle miles traveled and/or conversion of farmland.

General correspondence is included in Appendix D.

# Appendix A: Group Discussion Notes

## Zoom Breakout Groups

### GROUP 1

#### **Summary:**

Many long-term residents of SMH. The group is passionate about the benefits of regenerative agriculture - hospitality, food benefits, places for people to visit, educational use. Collaborative option. Health, community bonds, economic benefits

The group was also really conscious of Climate Change and wanting to make the most climate friendly and resilient solution

Consensus about desire to preserve agricultural use and work together to figure out a way to prevent a development like North River Farms. Differing opinions about whether the proposed framework was the best way to get there. Some group members were very concerned about the impacts of housing in an agricultural area, while at least one felt that the TDR could be an alright solution if it does preserve sending sites. We discussed alternative models of preservation such as conservation grants or community land trust models/other private ownership of the land that would keep it in agricultural use, subsidies for keeping the land in agricultural use, or collaborative agritourism uses like a regenerative agriculture teaching center.

Concern about traffic with housing or tier 2 agriculture uses, but transit or parking off site with a tram that takes you where you want to go could be a way to mitigate it. New amenities like trails would be great, would love to see the ridge lines preserved, and design guidelines would be welcomed.

#### **Conversation:**

Participant 1 had not envisioned clustering - it is creative. The clustering might have a positive effect.

## South Morro Hills Community Workshop Report

Participant 2 is a new resident to Oceanside – wants to know what happened with measure O/L (North River Farms)? I explained that it is the reason we are doing the plan now.

Participant 3 is concerned about bringing more housing. Basic incompatibilities with suburban living and ag. Even if there is a right to farm contract that people commit to, when they start smelling things and there are flies, people have conflicts. Also concerned about the habitat. Has any study been done about wildlife movement in this area? (EIR) Agritourism with same level of housing development that is there now. It's not clear that there has been.

Participant 4 appreciates Diane Nygard and Mayor Sanchez - she is very pro regenerative agriculture. It works in cities. We don't have enough nature (healthcare perspective). Science around the world is proving that carbon sequestering with the soil - if soil is cooked, human health goes down dramatically, which she links with less land open. Humans are part of nature, need to respect it. 2 major issues re: SMH - it would be unnatural to allow people to push for clustering and kill the soil by covering it, and second point is if we cover the soil we won't have land to grow food on. We need food security. Acreage balances water, soil, air, humans. Really passionate about [farmersfootprint.us](http://farmersfootprint.us) - dr. Zach bush

Participant 1 says this is private property and we need to recognize the battle at hand.

Participant 5 agrees with P3. She is against clustering. There is a high probability that housing increases moles.

Participant 6 understands the point that SMH is private property, but he wants to see the area preserved as is. "Not NIMBYism, but nostalgia."

Participant 4: Worried about Greenhouse gas emissions from increased traffic with more people living in SMH.

Participant 6: concerned about tier 2 agritourism because of Temecula in the summertime - traffic is very bad with weddings, etc, though these uses are great for commerce.

Participant 1 does not want to see high density commercial. He is very fearful of North River Farms - it's easy to buy council members (Planning Commission said no 2-3 times, City Council said yes 2-3 times).



Participant 4 says she grew up on an orchard that her family farmed. To honor the people who own the land privately, (Shelly Hayes Coron homestead was preserved - grants came through, thanks to Diane Nygard). People worked hard at Audubon society to buy land. City councils give subsidies - can we give a subsidy to people who keep land in farming? Involve high school kids being pioneers.

Participant 3 jumps in to say SALC pays the farmer to preserve the land for agriculture. State money. Addresses climate change and agriculture.

Participant 3: There are no jobs, services, or schools if people live in SMH.

Participant 1: Bike trails and paths are awesome, equestrian trails are great. Preserving ridge lines. Design guidelines.

Participant 6: Oceanside fire dept. needs to put a firehouse in SMH if they add any housing. The roads are currently terrible. Bonsel had 2.5 acres/dwelling unit zoning but now they don't - they have areas with cluster homes. Participant 6 and Participant 1 debate whether this transition turned out alright. Participant 6 says he was surprised by area at the line between Carlsbad and Oceanside off of 78 - Adobe put the land into conservation.

Participant 3 is also bothered by maintenance - water, roads - paid for by Oceanside taxpayers.

Participant 4 wants to see an Agritourism use that is a regenerative agricultural retreat or teaching center. For traffic, look at the San Diego Fair - there is a place to park and there are trams/transit that shuttle people where they need to go. Maybe preschools could bring children to visit SMH so that they can see nature and get out of the city.

### **Questions for the City:**

**What happened with measure O/L (North River Farms)?**

**Why does the city not promote the agritourism more?**

**Has agritourism plan been finalized?**

**Would Melrose go all the way across to Sleeping Indian?**

## GROUP 2

Key summary points from the discussion are as follows:

- **Leave existing zoning alone.** Overwhelming majority of the group felt that the existing zoning (1 unit per 2.5 acres) should be left alone. Landowners are not clamoring to develop. Development has not happened here and will not happen in the future under the current zoning.
- **Pursue other options for agriculture preservation.** Some participants thought that while current zoning will prevent development, it doesn't "guarantee" that ag. use will remain, such as with easements or covenants. However, the City has not done enough to pursue other options besides clustering development.
- **Promote tourism uses rather than residential uses.** Rather than look to housing, the City should get visitors to South Morro Hills to promote agriculture-related businesses that exist, and promote other non-residential businesses like wineries.
- **TDRs.** There was strong skepticism from one group member on whether TDRs would work.
- People in the group had questions regarding technical topics on whether areas like ridgelines would count when calculating development rights/housing yields.

## GROUP 3

### Housing

- Group is concerned about water, traffic and fire and evacuation that result from increased housing.
- Need to consider the traffic not only within SMH but also to the surrounding communities.
- The area has a lack of infrastructure and cannot support more housing.
- A few agree that property owners have a right and a plan is needed.
- Opposed to more subdivisions and sprawled development.





- Place housing near transit.
- One person liked the clustered zoning over the existing zoning. It provides opportunities for more affordable housing.

### **Agritourism**

- Small agritourism uses are encouraged such as small wineries, agricultural tours, and scenic drives.
- Examples of successful areas include St. Helena and Paso Robles.
- Larger hotels could be built outside of the SMH area – smaller hotels could be nice in the area.

### **Farming/Agriculture**

- How can we support farmers to make farming viable in the area?
- Need to research and establish a land trust to preserve the land.

### **GROUP 4**

- Concern about clustering
  - Bigger agritourism use, smaller housing area
  - Concentrate housing close
- Protecting ridgelines and view corridors
  - Close and distant views
- 3 stories is too tall. Prefer 2 story limit.
- Emergency egress – keeping rural character through small roads
  - Route 76 is at capacity. Like safety of separated lanes, not visible from roads
- Integrate SMH with the San Luis Rey River Trail. Needs planning – the trail doesn't extend through the area now.
- Plan to preserve wildlife
  - Identify and protect wildlife corridors

- Wildlife survey
- Offsetting benefits
  - Bike and pedestrian infrastructure
  - Fire protection
  - Commercialization
  - Smaller footprint
  - Preserving biological cores and linkages
- General Plan update is an opportunity
- Agricultural mitigation is similar to habitat mitigation
- Bad traffic in the morning
  - Housing has peak hour traffic uses
- Tier 2 uses are too intensive in size, capacity, intensity
  - Need view protection, emergency egress, parking limitations
  - Farm to table restaurant could be compatible with current character

## **In Person Notes**

In person discussion notes and comment cards are displayed on the following pages.

## Small Group Discussion – Group # 2

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: Marc Puckett

### DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

PLAN INFRASTRUCTURE BEFORE GROWTH  
NO SUB STANDARD SEWER SYSTEMS  
THEY MAYBE A CLUSTER OF 4/ACRES TO PRESERVE  
THE OPEN SPACE,  
RIDING TRAIL FROM  
ALSO NO MENTION OF CLIMATE ~~CHANGE~~ CHANGE.

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

4/ACRES NOT LIKE CYPRESS POINT

YOU NEED TO PLAN FOR CLIMATE CHANGE

### Comment Card

South Morro Hills Community Plan Workshop  
March 16, 2022



Name:

Arleea Hamerschmidt

Address:

Phone # or Email:

pearhammer@gmail.com

① Please include the requirement that ANY development must be on land that is NOT "Prime Farmland" or "State Designated" or "Important Farmland"

### Comment Card

South Morro Hills Community Plan Workshop  
March 16, 2022



Name:

Juan Canet

Address:

1543 Silverado Dr

Phone # or Email:

juan.canet@yahoo.com

I say ABSOLUTELY NOT on this pipe dream idea. Is this "new homes" going to be affordable to residents or are more outsiders coming to exploit Oceanside? There isn't a "housing shortage" issue. Instead it is a landlord surplus. There were elections regarding this roughly 2 to 3 years ago. Are the citizens' voices thrown out the window in the name of corporate greed? Developing this land will jeopardize further at least two Endangered Species. This is a fire hazard during the wild fire season, which NEWS FLASH is extending due to climate change.

## Small Group Discussion – Group # 5

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: ROGER DAVENPORT

### DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

- NO CLUSTER OR OTHER DENSITY INCREASE ABOVE EXISTING ZONING.
- BUY AG EASEMENTS USING PROFITS FROM COMMUNITY LABICE ENERGY → SEE OUR CAP!
- MAKE ALL EASEMENTS PERMANENT → IF NOT AG THEN OPEN SPACE: NO POTENTIAL FOR CHANGE
- RIGHT-TO-FARM SHOULD BE AIRTIGHT - CAN'T ALLOW ANY COMPLAINTS AGAINST FARMING

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

- \* AG EASEMENTS WITH TRANSFER OF DEVELOPMENT RIGHTS ONLY OUTSIDE THE MORRO HILLS AREA.
- BE CONSISTENT WITH SMART GROWTH, REDUCED GHG PRODUCTION, REDUCED TRAFFIC AND VMT.

# Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



## DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

DAY SPA

HOTELS WITH AG EMPHASIS

What design requirements should Tier 2 uses have?

FIT INTO LANDSCAPE

# Small Group Discussion – Group # 11

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: VICTORIA HIGGINS

## DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

NO - DO NOT KILL SMH.  
2 1/2 ACRE MIN.  
AGRI TOURISM

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

LEAVE <sup>ZONING</sup> AS IS.      AGRI TOURISM.  
RETREATS

# Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



## DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

WHATEVER COMPANY WANTS -  
~~NOT CITY OR MY INTEREST.~~  
WINERIES  
U-PICK IT FARMS  
TASTING GROWN CROPS - COFFEE<sup>I.E.</sup>  
B4 Bs  
CONFERENCE CENTERS.

What design requirements should Tier 2 uses have?

AGRITOURISM.



# Small Group Discussion – Group # 4

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: Eric Starstad

## DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

- VENUES - RIDING STABLES
- PROMOTE FARMING EDUCATION
- PETTING ZOOS - WINERY'S
- LOWER WATER COSTS FOR FARMS

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

- CONCERNED IF CLUSTERING IS ALLOWED DEVELOPERS MAY/WILL FIND A WAY TO EXPLOIT MORE LAND.
- AGRITOURISM IS OBNIPOTIENT

# Small Group Discussion – Group # 4

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: LARRY BALMA

## DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

cluster homes on 25%  
conserve 75%  
clusters should have 100' buffers

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

2 story not more  
clusters can be dense with small lots  
and maybe be broken up by green  
belts for walkways

## Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



### DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

almost anything that is rural  
and has an agricultural base.  
Boutique hotels would work with  
farm to table type restaurants  
winerys - brewerys -

animals - training - boarding -  
educational - farm Bureau

venues - entertainment - wedding - convention

What design requirements should Tier 2 uses have?

quality!

## Small Group Discussion – Group # 2

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: Dennis Martinek

### DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

No assessment district for existing owners.  
No clustered housing → ↑ agritourism  
instead.

Horseback riding trails  
Ecology Center

No TDRs in SMH

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

Leave zoning as it is. Encourage  
agritourism instead of clustered  
housing.

Oceanside's Agritourism Strategic Plan  
should be supported and  
implemented.

## Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



### DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

Coffee tasting, brew/beer/vodka tasting  
Educational research  
~~Cannibus~~  
Carbon sequestering.  
Animal husbandry

What design requirements should Tier 2 uses have?

Design should be compatible  
with agritourism.

No more than 2 stories of adjacent

## Small Group Discussion – Group # 2

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: Julie Hui

### DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

Infrastructures must be funded by  
new development projects. ~~no~~ Such  
projects must set aside \$\$\$ for such.  
No assessments to existing home owners  
more agritourism. Less clusters housing  
(or no

no low income housing as they should  
go in transit corridors NOT SMHs

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

~~VERY~~ Concerns TDR unintended consequences  
Concerns cluster houses " "  
more agritourism better idea  
only farming related businesses

## Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



### DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

TDR - Major concern

agritourism only

bed & breakfast

wineries

farm to table dining; cooking classes

spa

retreats / educational

petting zoos

What design requirements should Tier 2 uses have?

# Small Group Discussion – Group # 4

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: BRUCE HOWE

## DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

Keep AGRICULTURAL ZONE

AGRI-TOURISM

NO TRAFFIC SIGNALS

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

ROADS / FIRE DANGER

ZONING OF CANNABIS SETBACKS SMELL ETC

ADJACENT TO CLUSTERS

?? TRANSFER DEVELOPMENT RIGHTS ??

GOOD IDEA?



# Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



## DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

RETAIL NURSERY

BATES NUT FARM

ANIMALS - Therapy Ride's

FFA

4H

Animals

Experiences

Training

Healing /  
rehab care  
horses

Therapy

What design requirements should Tier 2 uses have?

[Blank lined area for design requirements]

# Small Group Discussion – Group # 1

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: Julia Shriver

## DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

Keep it 2-story - no higher  
solar, captured & recycled water

Preserve skylines

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

## Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



### DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

Wineries  
Bead + Breakfast  
Retreat space  
Spa/yoga  
Petting zoo  
Field to Table Dinners

What design requirements should Tier 2 uses have?

Small Group Discussion – Group # 2

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: \_\_\_\_\_

DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

Request that all State Important and Prime Farmland (which is the most naturally Fertile soil) be dedicated as ~~high settlement~~ land Farmland and BAPRE of homes or other development.

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

- Make Clustering tight. Super tight

# Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



## DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

- Dude ranch
- Horseback Riding Trails

What design requirements should Tier 2 uses have?

1 + 2 stories only

## Small Group Discussion – Group # 4

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: Lester Gault

### DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

Yes, I think this is a solution to help with housing pressures while maintaining a majority of land for farming - preserving a farm economy with agritourism experiences.

If we don't find viable compromise, we're going to lose SMH and the beautiful, rural resource that it provides Oceanside; economic, cultural, education, etc.

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

Yes, because the housing can be positioned in appropriate to avoid interfering with rural sight lines. For houses, maximum two story. I'm ok w/ density appropriate to the remaining 25% of land - not apartments

## Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



### DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

Agritourism that leverage what is natural to the area. Its important to remain flexible to changes - allowing the activity to be relevant to future trends, innovations, opportunities, etc. Boutique hotels, venue space, demonstrative gardens. Trail systems, birding, biking Tasting rooms, farm to table restaurants, gardens animal experiences

What design requirements should Tier 2 uses have?

The architecture should reflect the rural aesthetic of the area. Spanish influence. It should feel organic to the area, protect sight lines. Native habitat, trail systems

## Small Group Discussion – Group # 2

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: Karen Green

### DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

- No Transfer of Development Rights program
- No sewer in advance of development
- No assessment district on existing residents to pay for infrastructure
- More agritourism instead of cluster housing
- No multi family housing with high infrastructure requirements and increased risk to safety during wildfire threat
- No more than two story homes
- ~~Low~~ low income in transit corridors only, not allowed <sup>South Morro Hills</sup>

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

- More agritourism, restaurants, retreats, farming related businesses (see Discussion # 2) <sup>comments</sup>
- Green tourism
- Partner with college/university for satellite campus



# Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



## DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

- coffee tasting room
- wineries
- Farms stands
- wellness retreats
- Education Center - ~~partnering~~ <sup>University/college</sup> partnering
- brewery
- Guest ranch <sup>horse</sup> w/ riding trails
- SPAs
- Farm to Table dinners
- <sup>music</sup> concerts, restaurants

What design requirements should Tier 2 uses have?

- No more than two story
- No Transfer of Development Rights Program

## Comment Card

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: CINDY DAVENPORT

Address: 541 Crouch St.

Phone # or Email: cindyd0811@aol.com

① How much will NRF contribute to infrastructure ~~so~~  
so that other development would benefit? The economic  
analysis should clearly show this.

② Are farmers concerned about their property taxes going up  
due to any development? NRF is on the way.

③ Without changing all the zoning in SMH, will the city  
commit to helping ag tourism, hotels, etc. with an easy zone  
change?

④ We need jobs more than housing. Will the city put more effort into that?  
⑤ How can the city rationalize development farmland with our climate action plan?

## Comment Card

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: ROGER DAVENPORT

Address: 541 CROUCH ST

Phone # or Email: solarguy@cal.berkeley.edu

\* WHY DOES THE CITY WANT TO SUPPORT DEVELOPMENT OF  
THIS AREA? THE PRESENT ZONING HAS PREVENTED  
LARGE-SCALE DEVELOPMENT FOR DECADES, AND SHOULD  
BE THE BASIS FOR PURCHASING AB EASEMENTS TO  
PERMANENTLY PRESERVE OPEN SPACE/AGRICULTURE.

~~PUTTING~~ PUTTING IN HOUSES WILL DESTROY AGRICULTURE.  
IT IS FUNDAMENTALLY CONTRADICTIONARY TO ALL OUR SMART  
GROWTH, GHG REDUCTION, AND AG PRESERVATION GOALS.  
HOUSES ARE NOT NEEDED IN THIS AREA, AND DO NOT PROVIDE ANY  
BENEFIT TO OCEANSIDE.

IT IS NOT  
THE JOB OF  
THE CITY  
TO MAXIMIZE  
PROFITS OF  
DEVELOPERS.

# Small Group Discussion – Group # 1

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: \_\_\_\_\_

## DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

no set back around cluster building  
200' in commercial farming

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

**Small Group Discussion – Group # 11**

South Morro Hills Community Plan Workshop

March 16, 2022



Name: Michael Natter

**DISCUSSION # 1**

Given what you've heard about clustering, what would you like to see included in the community plan?

Community Garden opportunities  
reclaimed water  
No Transfer of rights

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

No.  
large ~~scale~~ scale  
commercial community gardens

# Small Group Discussion – Group # 11

South Morro Hills Community Plan Workshop

March 16, 2022



Name: Patte

## DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

A real agritourism plan -

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed? No

If you don't think clustering is a good option, what other approaches would work?

Putting solid effort into developing agritourism -

Give it a chance

farming relating businesses

CLUSTER FARMS !!

COMMUNITY FARMS ??

Patty

Hobby Farming FN Community.

Water Infrastructure

\* Reclaim Water \*

\*\* Purple water  
on hold \*\*

\*\* need water best quality H<sub>2</sub>O

\* 25% reduction

2.5 AC PARCELS

## Small Group Discussion – Group # 5

South Morro Hills Community Plan Workshop  
March 16, 2022



Name: \_\_\_\_\_

### DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

- Right to farm, and land easements  
legal to be strong

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

- buffer the worker housing from the  
market rate housing, orchards  
buffers need to be large enough  
to support farm operations as wind  
screen buffer

- housing should be country look  
like, ranch style, farm style  
not modern high tech look



# Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



## DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

hotels, spas,

---

---

---

---

---

---

---

---

---

---

---

What design requirements should Tier 2 uses have?

---

---

---

---

---

---

---

---

---

---

---

- Right to form needs to be strong and can't be broken
- Legal contract on the preserved land need to be strong can't be broken
- height limits need to remain the same as existing height no ~~her~~ higher
-

# Small Group Discussion – Group # 5

South Morro Hills Community Plan Workshop

March 16, 2022



Name: Rachel Jonte

## DISCUSSION # 1

Given what you've heard about clustering, what would you like to see included in the community plan?

- Right to Farm Policy needs to be Air Tight + Permanent
- Not convinced that Transfer of Development Rights will work. Not in support of that.
- Easements + Land Preservations Permanent
- Buffer zones - orchards - who farms?  
Native Plants - Dense Hedges
- Fire - Safety Crossing - Not enough coverage in the presentation

Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

If you don't think clustering is a good option, what other approaches would work?

---

---

---

---

---

---

---

---

---

---

# Small Group Discussion

South Morro Hills Community Plan Workshop  
March 16, 2022



## DISCUSSION # 2

What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH?

Spas      Restaurants      Educational Facilities  
Hotels      Nurseries      Breweries  
Wineries      Farmstands      U-Pick Farms + Orchards  
Concert Venues      Retreat Center      Learning Farms

Adult + Children

What design requirements should Tier 2 uses have?

Rustic, natural style, Corrugated Metal  
Split rail

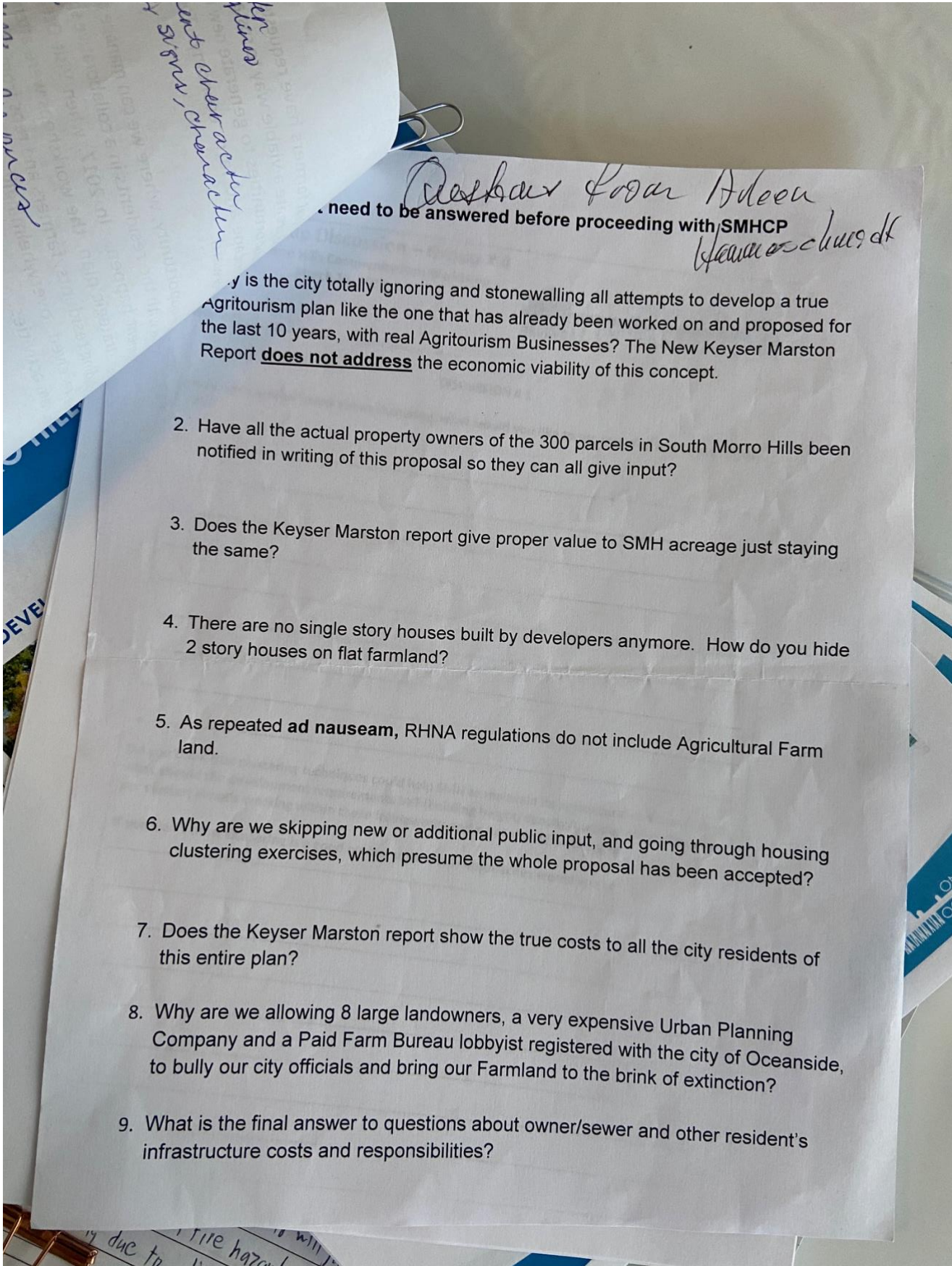
For years, the commercial farmers have requested the opportunity to do a community vision plan for SMH to create a viable way to sustain their way of life. A plan that would provide significant opportunities to generate new incremental income while preserving an agricultural landscape and farm economy. Today, that plan exists and needs the chance to move forward.

This is a critical opportunity, where we can manage the situation and balance the needs of the farmers with the residents in a collaborative spirit. Or we can do nothing and just let development happen. In 2017, when Visit Oceanside facilitated tier one of the agritourism strategic plan, the workshops were attended by hundreds of people from SMH including residents, farmers and reps from the large commercial farms. The input that we received, overwhelmingly supported a community vision plan that included agritourism activities.

Farming is also inherent to Oceanside and important part of our cultural heritage. It's a valuable part our brand personality. And It's important to protect these opportunities. Our brand is economic development and differentiates Oceanside from other beach destinations. Temecula generates \$1billion in visitor spending alone. That a lot of tax revenues that help pay for vital city services that impact our quality of life.

This is the only way to preserve our agriculture and a rural landscape. With all the housing pressures and money at stake out there. The unintended consequences from doing nothing will lead to housing development and we will risk losing SMH forever.

Thank you for your consideration.



Handwritten notes on the left side of the page:  
Please  
not character  
signs, character

*Deborah Foad Adeen*  
need to be answered before proceeding with SMHCP  
*Deborah Foad Adeen*

Why is the city totally ignoring and stonewalling all attempts to develop a true Agritourism plan like the one that has already been worked on and proposed for the last 10 years, with real Agritourism Businesses? The New Keyser Marston Report **does not address** the economic viability of this concept.

2. Have all the actual property owners of the 300 parcels in South Morro Hills been notified in writing of this proposal so they can all give input?
3. Does the Keyser Marston report give proper value to SMH acreage just staying the same?
4. There are no single story houses built by developers anymore. How do you hide 2 story houses on flat farmland?
5. As repeated **ad nauseam**, RHNA regulations do not include Agricultural Farm land.
6. Why are we skipping new or additional public input, and going through housing clustering exercises, which presume the whole proposal has been accepted?
7. Does the Keyser Marston report show the true costs to all the city residents of this entire plan?
8. Why are we allowing 8 large landowners, a very expensive Urban Planning Company and a Paid Farm Bureau lobbyist registered with the city of Oceanside, to bully our city officials and bring our Farmland to the brink of extinction?
9. What is the final answer to questions about owner/sewer and other resident's infrastructure costs and responsibilities?



## Appendix B: Zoom Chat

18:01:19 From Hazel O'Neil, Dyett & Bhatia to Everyone:

Welcome everyone! We will be getting started when the in-person folks are ready

18:01:33 From Hazel O'Neil, Dyett & Bhatia to Everyone:

You are in the right place for the South Morro Hills meeting

18:03:28 From Thorsten Weimar to Hazel O'Neil, Dyett & Bhatia(Direct Message):

Thank you. My name is Vanessa. I am here instead of my husband Thorsten Weimar

18:03:53 From Hazel O'Neil, Dyett & Bhatia to Thorsten Weimar(Direct Message):

Got it, Vanessa, thank you!

18:05:22 From Hazel O'Neil, Dyett & Bhatia to Everyone:

We'll be getting started in just a few moments, thanks for your patience and for joining us this evening!

18:08:58 From Thorsten Weimar to Hazel O'Neil, Dyett & Bhatia(Direct Message):

How can I see Oceanside picture bigger?

18:09:27 From Hazel O'Neil, Dyett & Bhatia to Everyone:

<https://www.menti.com/45wxy2tc39>

18:10:19 From Cole Bezzant to Everyone:

what if we rent but identify as a landowner

18:10:39 From Hazel O'Neil, Dyett & Bhatia to Everyone:

Please share that in the chat!

18:10:49 From Nadine Scott to Everyone:

## South Morro Hills Community Workshop Report

How does this work for who is here? Missed something

18:11:00 From Kathleen McGowan to Everyone:

Kathleen McGowan

18:11:07 From Hazel O'Neil, Dyett & Bhatia to Everyone:

<https://www.menti.com/45wxy2tc39>

18:17:30 From Nadine Scott to Everyone:

Most people did NOT agree with staff's direction they wanted to take during community discussions.

18:18:48 From Nadine Scott to Everyone:

Can we see who is talking?

18:19:23 From Hazel O'Neil, Dyett & Bhatia to Everyone:

Unfortunately, we cannot see the speaker while the presentation is being shared due to the hybrid set up. Rob Dmohowski, form the City of Oceanside, is speaking now

18:19:31 From Nadine Scott to Everyone:

Thank you.

18:23:05 From Hazel O'Neil, Dyett & Bhatia to Everyone:

This is Paul Marra of Keyser Marston Associates speaking now

18:25:16 From Hazel O'Neil, Dyett & Bhatia to Everyone:

<https://onwardoceanside.com/s/22021kal-Oceanside-SMH-Summary-Memo-PRELIM-DRAFT-03-10-22.pdf> This is the draft study that he just mentioned

18:29:10 From Hazel O'Neil, Dyett & Bhatia to Everyone:

Jossie Ivanov of Dyett & Bhatia is speaking now

18:39:57 From Hazel O'Neil, Dyett & Bhatia to Everyone:





Helen Pierson of Dyett & Bhatia is speaking now

18:40:14 From Nadine Scott to Everyone:

And this is whom?

18:40:22 From Nadine Scott to Everyone:

thank youu

18:45:44 From Hazel O'Neil, Dyett & Bhatia to Everyone:

Gabriella Folino from Dyett & Bhatia

18:46:17 From Hazel O'Neil, Dyett & Bhatia to Everyone:

Discussion Questions

\* Given what you've seen, what would you like to see included in the community plan?

\* Do you think that clustering techniques could help SMH to maintain its agricultural character? If so, what should the development requirements be? (building height/density/number of housing units per cluster) What's working within these frameworks and what should be changed?

\* If you don't think clustering is a good option, what other approaches would work?

\* What types of Tier 2 Agritourism uses do you think would generate beneficial agritourism for SMH? What design requirements should Tier 2 uses have?

18:47:40 From Diane Nygaard to Hazel O'Neil, Dyett & Bhatia(Direct Message):

KM rep said he would answer q's on the economic analysis- when will that happen?

18:47:50 From Nadine Scott to Everyone:

80% of the people in Oceanside do NOT want clustering according to the city's own studies and outreach

## South Morro Hills Community Workshop Report

18:48:58 From Hazel O'Neil, Dyett & Bhatia to Everyone:

<https://www.surveymonkey.com/r/8L2K25P>

18:53:42 From nancy w to Everyone:

how do I speak, please?

18:59:49 From James Thurber to Everyone:

Oh my. The point is each current property with parcels larger than 2.5 acres, can in fact subdivide and sell lots, become developers. We cannot stop this. Private property rights will prevail. The Community Plan and planning in general is intended to find a workable alternative to dense growth. Indeed, large property owners can still get City Council approval to remove the 2.5 acre minimum.

19:00:30 From James Thurber to Everyone:

Please refocus the discussion, unless Nancy can purchase 5,000 acres and become the perpetual farmer or land preservationist.

19:17:13 From Hazel O'Neil, Dyett & Bhatia to Everyone:

<https://groundedsolutions.org/strengthening-neighborhoods/community-land-trusts> Community land trusts. They are commonly used for housing, but could be applicable to agricultural preservation as well

19:24:42 From Hazel O'Neil, Dyett & Bhatia to Everyone:

<https://www.surveymonkey.com/r/8L2K25P>

19:37:30 From nancy w to Everyone:

I truly appreciate each person's deep commitment and efforts!

19:38:11 From Diane Nygaard to Everyone:

Our room did not have one person who supported increased housing/clustered housing in SMH

19:38:41 From Nadine Scott to Everyone:



Breakout zoom 1 was uniformly against clustering and increased density for a variety of reasons. Many assumptions made by this study are way off the mark and unsupportable.

19:38:42 From Elaine Cefola to Everyone:

Not any type of housing is feasible in this fire prone, dry area. It would spoil future plans or present ones for retirement or as a tourism area.

19:39:11 From Kathleen McGowan to Everyone:

I appreciate the continuation of zoom participation for these meetings!! 😊

19:39:13 From Ellen Bartlett to Everyone:

Our room did not have anyone who supported Cluster Housing either.

19:39:26 From Elaine Cefola to Everyone:

Thank you Ellen B!

19:40:09 From Anne-Catherine Roch-Levecq to Everyone:

Nobody in our group supported cluster housing either!

19:40:27 From Elaine Cefola to Everyone:

good!

19:41:10 From nancy w to Everyone:

Please also notice what this public group is for a win-win for the entire area. The 'de-velopers, et al' are more about less for others, for community's whole vitality.

19:41:10 From Elaine Cefola to Everyone:

Agritourism belongs in the tourist area of downtown.

19:41:59 From monique c to Everyone:

## South Morro Hills Community Workshop Report

More than one person in our room expressed that when the city hires firms and they come back with only cluster housing as an option and the current is 1 unit per 2.5 acres , there is A LOT in between. Agreed, the city has done nothing to really explore or promote agritourism

19:42:44 From Elaine Cefola to Everyone:

Imagine the traffic to these new facilities.of agritourism. Developing business is good but not where the land, inland, is located, hot and dry.

19:42:49 From Hazel O'Neil, Dyett & Bhatia to Everyone:

<https://www.surveymonkey.com/r/8L2K25P>

19:42:57 From Hazel O'Neil, Dyett & Bhatia to Everyone:

This link will take you to a materials survey activity

19:43:12 From Hazel O'Neil, Dyett & Bhatia to Everyone:

In-person participants had a hand out. This is the virtual version

19:44:27 From Elaine Cefola to Everyone:

Keep the farmers solvent, to meet their expenses. Establish the Land Trust with help of State and County.

19:44:54 From Christopher Lutz to Everyone:

The surveys indicated that there was little interest among FARMERS for agritourism.

19:45:30 From Nadine Scott to Everyone:

I attended many of the agritourism meetings. MANY farmers were very interested in doing that.

19:45:58 From Cole Bezzant to Everyone:

who is gonna buy \$15 avocados with local water and labor costs cuz I would have to give up my avocado toast



19:46:57 From Nadine Scott to Everyone:

Many false assumptions are made by this study. 1. that each landowner will develop their entire parcel and split in to 2.5 acres. 2. the land values were vastly understated for ag land The City needs to focus on creating a TDR program to transfer rights OUTSIDE agriculture. Farmers are NOT protected by a Right to Farm ordinance; they can still be sued for nuisance.

19:48:21 From Elaine Cefola to Everyone:

Some local homeowners I know belong to a gardening group and either share or sell their produce monthly at these meetings. I have citrus, hopefully avocados this year, that I can go to the local gardening club or sell.

19:49:07 From Nadine Scott to Everyone:

Contrary to the presentation, no one could point to a TDR that is successful in CA at preserving farmland. Normally huge acreages are required and the TDR is transferred AWAY FROM THE LAND TO BE DEVELOPED.

19:49:56 From Nadine Scott to Everyone:

To help the farmers, get them professional estate planning advice. Many of the large farmers have big families that all want their piece of the pie without paying taxes if they sell. Estate planning is one of the best ways to preserve agriculture.

19:51:13 From Elaine Cefola to Everyone:

Any housing plans would exacerbate the highly dense traffic we experience daily. Help the farmers now with a trust to trade upfront dollars now for future land ownership by the trust. No one can guarantee the amount of rain , if any, can be for certain!

20:02:40 From Hazel O'Neil, Dyett & Bhatia to Everyone:

<https://onwardoceanside.com/>

20:02:47 From Nadine Scott to Everyone:

Will staff record the comments in the chat please.

## South Morro Hills Community Workshop Report

20:02:51 From Hazel O'Neil, Dyett & Bhatia to Everyone:

There is contact information and more information here

20:02:57 From Hazel O'Neil, Dyett & Bhatia to Everyone:

Yes, the chat will be recorded as is the meeting video

20:04:00 From Nadine Scott to Everyone:

Thank you. Mr. Bhatia did a fair summary with some very passionate speakers viewpoints.

20:04:12 From Hazel O'Neil, Dyett & Bhatia to Everyone:

[rdmohowski@oceansideca.org](mailto:rdmohowski@oceansideca.org) contact information



## Appendix C: Visual Preference Survey

# SOUTH MORRO HILLS COMMUNITY VISIONING

MARCH 2022

## PRIVATE DEVELOPMENT CHARACTER

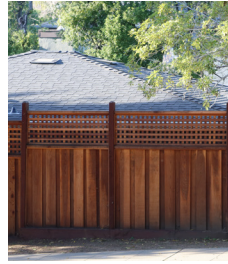
ARCHITECTURAL STYLE



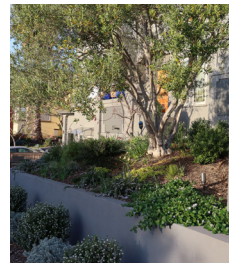
PATH



FENCE



LANDSCAPING





# PUBLIC REALM CHARACTER

PATH



SIDEWALK



WAYFINDING



AGRITOURISM



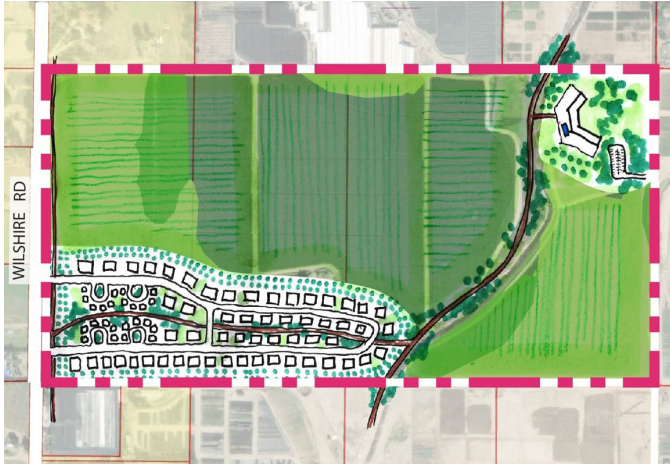
BUFFERS (AGRICULTURAL)



PUBLIC AMENITIES



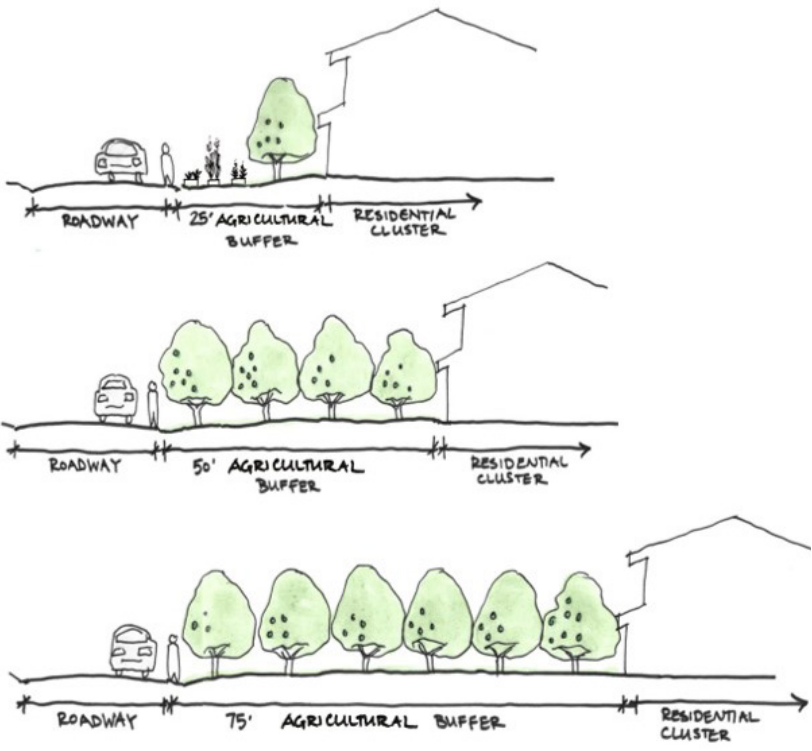
SINGLE RESIDENTIAL CLUSTER



MULTIPLE RESIDENTIAL CLUSTERS



AGRICULTURAL BUFFERS



RESIDENTIAL DENSITY



BUILDING HEIGHTS



DO YOU HAVE ANY ADDITIONAL COMMENTS?

.....

.....

.....

.....

.....

.....

.....

## **Appendix D: General Correspondence**

## Robert Dmohowski

---

**From:** Chiwah Slater <awritetoknow@gmail.com>  
**Sent:** Sunday, February 20, 2022 8:09 PM  
**To:** Robert Dmohowski  
**Subject:** Commentary on the Proposed Plan for Increased Housing at South Morro Hills

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Warning: External Source**

---

to: Rob Dmohowski, Senior Planner, City of Oceanside

Dear Mr. Dmohowski,

I'm sure that the plan for more housing development in South Morro Hills is designed to benefit somebody, but the citizens of Oceanside have made it clear that we see no benefit to our community. On the contrary, we rejected proposed development in Morro Hills a couple of years ago out of a concern for maintaining the little farmland we have left. Though the proposed increase in housing development is being touted as a plan to preserve agriculture, in reality it will have exactly the opposite effect.

Secondly, it has been shown time and again that automobiles and trucks are a primary cause of the climate emergency that threatens to devastate our economy and our lives unless we undertake immediate measures to limit our carbon output. It is therefore imperative that we either refrain from building more housing in areas distant from employment centers or expand our mass transit system to serve those areas. This insane plan for an area with no mass transit access will simply add to our carbon output problem.

Thirdly, the increased traffic created by additional housing is bound to clog up the intersections at North River Road and College Blvd. and at North River Road and Douglas Drive, as well as those south, east, and west of those corners.

On top of all this, the inconsistency between the South Morro Hills Community Plan and the Housing Element makes it clear that the proposed development plans are out of step with the general plan and must therefore be abandoned.

The City should instead focus on building only in transit opportunity corridors. This is what will help those in need of low-income housing, and it will help us meet our state's climate goals.

Sincerely,  
Carol E. Slater  
Oceanside resident

## Robert Dmohowski

---

**From:** Diane Nygaard <dnygaard3@gmail.com>  
**Sent:** Thursday, March 17, 2022 10:52 AM  
**To:** Robert Dmohowski  
**Subject:** Comments on SMHCP Economic Analysis

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Warning: External Source**

---

Hi Rob

I very much appreciate that this was released as a draft so that people would be able to comment on it in ways that hopefully will result in a better report- and one people will feel is credible.

It felt like the focus was the impact on the few large landowners who would greatly benefit from the windfall of upzoning their properties. It needs to look at impacts on the little guys- and the broader community. Maybe it is too much for this one study- but if not not, then when does that get built into the process?.

Three areas of comments:

### **Big Picture issues that have not been addressed**

The analysis focussed on a sample parcel. but what are the broader implications for the community? A few critical ones that have not been addressed:

- What impact does this have on all land values in SMH, and the entire city?

This looked at a parcel that is getting more development. What about the folks who are keeping their land as is, or sending development rights. What happens to their land values and what does that do to city- wide tax base?

- What is the impact on long term economic sustainability?

I believe sustainability requires improving our jobs/housing ratio. The pegboard is not the baseline- existing conditions are the baseline. How many housing units and jobs does this area produce? How do these scenarios impact those ratios- both in SMH and in the city as a whole ? The EDE identified ag as one of our key economic sectors. Certainly adding housing and reducing jobs is not without consequences to our sustainability.

-What impact does this kind of development in SMH have on the ability to focus growth in the transportation corridors as has been assumed for the entire city?

Of course this kind of sprawl development will increase VMT. Since we set such a ridiculously high threshold for VMT analysis and by design any development under the new guidelines would be consistent with the GP. It is possible none of these new cluster developments will require mitigation. Yet all of that cumulative GHG gets added to our community baseline. One of the major reasons to grow smart is to reduce the need to drive. There is only so much demand for housing at each price point. If Oceanside builds the opposite of smart growth, with hundreds of houses in SMH, won't that overall reduce the demand for smart growth housing and disincentivize what the city is trying to do- grow smart?

## **TDR Program Design**

The major conclusion about TDR is very troubling "it could be feasible." That of course means the opposite is also true- "It could not be feasible." A whole lot is riding on that concept so either it is likely to provide real value, with a reasonable risk or not. But given that conclusion there needs to be a whole lot more work to detail out the TDR program., assess those risks and make sure the program is designed to minimize any unintended consequences.

Our research has not found one example, not one, where a TDR program designed to "save farmland" sent rights from one piece of farmland to another. Frankly there is no trust that our city can take a completely unproven concept and make it work here. We have no history of allocating sufficient staff resources. Look at the CAP- a report sitting on a shelf. This program will not happen by itself. Look at the studies that have been done of other TDR programs- and findings that most fail. One of the key challenges those studies identify is the administrative burden it takes to effectively manage them.

So if there are any examples of this working somewhere, find them and learn from them and make sure you at least start out with something that could work.

Managing those risks means figuring out how this can be done incrementally given the huge infrastructure expansion. Can anyone who qualifies be the first receiver parcel? What if they are at the end of a long sewer line expansion? Who fronts those costs until the other development such an expansion will encourage actually comes on-line? What controls need to be in place for a reasonable plan of expansion that balances those costs and risks?. Of course it makes sense to not require existing landowners to hook up to a new sewer system if they do not want to. But really how will that work over time? What if lines are expanded and there is not sufficient use to justify the costs?

## **Specific Questions/Comments on the Draft Report**

- need further details that support the conclusion that ag easement is "prohibitively expensive" . What is the differential impact to sellers of keeping their land as is or sending their units to a receiver to build the units- or to defer them permanently without transferring? In other words for selling through a TDR or selling through an ag easement with no development of those rights. In theory it seems to me the value of those units is the same. But the analysis seems to imply they would not get 100% of the value through TDR- yet assumed they would b get 100% through an ag easement which made that option infeasible. Can't the city establish a basis for valuation that equalizes these two? Or require that the buyer pays a fair price? (Which even at 50% of the value makes TDR infeasible!!!) Is there any difference to the seller and if so, why?

- comparison between overall land values across the county to OS SMH land values needs to be validated. Have Oceanside housing and ag land prices varied in the same way as the county overall?

- how valid an indicator of future land value trends is past performance and how variable is that?
- why is scenario # 4 the only one using TDR? We need to see difference of TDR for 1 acre and 2.5 acre/du.
- Neither # 3 or 4 mirrors the SMHCP Vision- #3 has no TDR and # 4 has different du/acre- or are we misunderstanding something?
- # 4 has a range of 25-50% of value paid to sender. What is the actual experience of such sales in a TDR program in CA that was successful? What justification is there for the range of 25-50% that was assumed? What is the actual experience of valuation of such payments in other TDR programs? There needs to be some real world validation of what range is reasonable.
- County PACE program sales prices are not a valid base of comparison ..PACE program administrator indicated the basis for these ranges- and Oceanside would be on the high end- not in the middle. Furthermore these costs cover several years with no adjustments for land valuations during the time period.
- For ag easement program need actual valuation of the easement plus the remaining land value to the seller. Ag easement cost is just the difference between the land with no development, but potential to develop and land with no future potential to develop. Presumably the land value is reduced, but they have a one-time upfront payment that offsets that. Does their land appreciate differently over time because it no longer has development rights? At some point it seems that might make it even more valuable.
- The ag easement valuation needs to include reduction in property taxes for the seller. The rule of thumb is a 10% reduction in those taxes. PACE program is working to get that be routinely approved as part of establishing the easement so each property owner does not have to apply for a reduction. This seems to be one key difference between TDR and ag easement programs that was not mentioned. Or do sellers of TRDs also get such a tax break? That whole issue was not mentioned.
- What was the "specified" time frame- 2035?
- Unclear why # 3 and 4 both have 60 acres of ag land preserved. Isn't there ag land preserved on the sender parcel also? In which case it would seem that #4 would preserve more ag land.
- What is likely range of variability of land value differential between ag land and residential land over time?
- What impact does increasing the number of "clusters" have on these numbers? Surely there is diminishing value as the number of clusters increase and demand declines.
- What is market demand for homes at the assumed sales point of \$ 1.487.4- \$ 744k ? The high cost of homes under #1 is a key reason why there is 0 probability SMH would develop into the "pegboard."

Whatever ends up finally approved we all want a program that supports the long term economic sustainability of our community.

Thank you for considering our comments.



Diane Nygaard

March 12, 2022

Oceanside City Council

Dear Mayor and City Council Members,

I am a life-long resident and property owner in Oceanside. My family has been in Oceanside since the 1920's. I believe the city's current revitalization plans for the downtown area have been important to the future of tourism. Even Oceanside High, my alma mater, and El Camino High, my children's alma mater, have a refreshed and updated look. All areas of the city deserve plans in keeping with the ideas of development and flexibility.

I appreciate the work and time city staff, in conjunction with the South Morro Hills Agrotourism group, has put into making the South Morro Hills Community Plan viable and forward-thinking. As other parts of Oceanside are redeveloped so too should the South Morro Hills area. I believe this should include housing, tourism, agriculture, and economic development.

Incremental changes in roads, sewers, and infrastructure as new development projects are approved seems short-sighted. It would be more economical and efficient to approve a comprehensive plan at this time. As the leaders of our city, please consider the South Morro Hills Community Plan as a sensible amendment to the general plan.

Sincerely,

A handwritten signature in black ink that reads "Elaine M. Marume". The signature is written in a cursive style with a large, stylized initial 'E'.

Elaine M Marume

## Robert Dmohowski

---

**From:** Hannah Gbeh <hannah@sdfarmbureau.org>  
**Sent:** Wednesday, March 16, 2022 8:17 AM  
**To:** Robert Dmohowski  
**Subject:** Fwd: Reminder: South Morro Hills Community Plan Design Workshop this Wednesday!

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

### Warning: External Source

---

Hi Robert, I am unable to attend the workshop tonight so below is the Farm Bureau's comment. Thank you! - Hannah Gbeh

—  
Dear Robert Dmohowski,

On behalf of the San Diego County Farm Bureau, I am requesting the City of Oceanside support the South Morro Hills Community Plan Design proposed and supported by the local agricultural community (Scenarios 3 and 4 in the economic analysis). As stated in the economic analysis, the proposed South Morro Hills Framework is a significantly more feasible way to preserve farmland than other alternatives. The currently proposed plan is supported by the commercial agricultural industry because it will accommodate agritourism and housing while preserving agricultural resources and facilitating long-term viability of farming operations.

We appreciate the City of Oceanside creating a long term land use plan for the South Morro Hills agricultural region that meets the needs of San Diego farmers and we look forward to seeing this plan adopted.

Best,

Hannah Gbeh

Executive Director

San Diego County Farm Bureau

\*Registered Lobbyist - City of Oceanside

**HANNAH GBEH** *Executive Director*

420 S. Broadway, Ste. 200, Escondido, CA 92025

Office: 760.745.3023

[hannah@sdfarmbureau.org](mailto:hannah@sdfarmbureau.org)

Cell: 760-504-4109



*The Voice of Local Farming*

## Robert Dmohowski

---

**From:** Janet Yumen <jmyumen@gmail.com>  
**Sent:** Tuesday, March 15, 2022 9:27 PM  
**To:** Robert Dmohowski  
**Subject:** South Morro Hills Community Plan

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Warning: External Source**

---

Mrs. Janet Yumen  
March 15, 2022  
RE: South Morro Hills Community Plan  
Oceanside City Council

Dear Honorable Mayor and City Council Members:

I am a property owner in South Morro Hills and my family has been in Oceanside from approximately the 1940's.

I would like to express my thanks to the Oceanside city staff and the South Morro Hills Agritourism group for working together to develop this plan over the last several years. I understand that this plan was developed after many hours of dedicated work and conversations with the citizens of Oceanside.

I am in strong support of moving forward in planning the South Morro Hills area which includes agriculture, tourism, economic development, and housing. I encourage and support the City of Oceanside to make improvements while being flexible to change with needs of the City for housing, business, and future development; including the future of agriculture, tourism and any industrial enhancements the City may need.

The framework of the City's plan has a great deal to offer the community and its citizens for its economic development and structural needs for the City to prosper and thrive into the future.

Allowing the City of Oceanside the flexibility to include the necessary development for its future needs, be it residential, commercial or industrial is important in addressing the success of this plan.

Please consider this plan for roads, sewers and infrastructure and a general plan amendment in South Morro Hills. I believe it is in the best interest for the City to plan for the future rather than to plan individual development projects without a general plan amendment.

Sincerely yours,

**Janet Yumen**

## Robert Dmohowski

---

**From:** Jill Laughlin <jill.laughlin@cox.net>  
**Sent:** Sunday, February 20, 2022 7:37 PM  
**To:** Robert Dmohowski  
**Subject:** South Morro Hills

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

### Warning: External Source

---

Here are my heartfelt comments about the proposed South Morro Hills agricultural area which I strongly oppose:

- No more housing is needed in the So Morro Hills (SMH) agricultural area in order to achieve the required number of housing units and no more is *desired* by the public. Over 80% of residents rejected increased development in that area in order to meet the goal of preserving agriculture. The City should instead focus on building in transit opportunity corridors. (See Table 23 and Appendix C) Sprawl is to be avoided.
- The HE states “**as (new general plan) elements are updated, the city will evaluate the HE to ensure consistency.**” The SMHCP already is in conflict with this draft HE- that conflict should be addressed now. The upzoning (increasing density above what is currently allowed) in the SMHCP leads to increased housing that is not consistent with this draft HE and will lead to loss of agricultural land even though this is what is supposed to be preserved. The SMHCP supports increased housing in SMH. SMH is not in a transit-focused, resource-rich corridor. SMH is *not* included in the Appendix of potential development sites.
- The SMHCP is not consistent with HE and should not be designed in a way that requires changing this HE once it is adopted. That would *not* be a transparent process and likely would require a resubmittal to the State and further public review placing the City in jeopardy of non-compliance with State Law for an approved HE. And it’s just wrong. Changing the HE ‘after the fact’ would make it inconsistent with the Smart & Sustainable Corridors Specific Plan, the ECAP, Sub Area Plan/environmental policies etc.
- Allowing further development in So Morro Hills has high potential to disincentivize building on transit rich corridors as the ag land is potentially cheaper to develop through lot splits and upzoning.
- Sites with constraints were excluded from the HE. For example: The HE requires water hook-up priority for development to meet the housing goals. This would be impossible in SMH as there is not adequate infrastructure in place. The estimated costs would be prohibitive and the general populous should not be expected to pay to remove this obvious constraint. Further development in the agricultural area is constrained for these goals as well: to be pedestrian friendly, ADA compliant, and to preserve agriculture and open space.  
Recommendation: Do not place affordable housing units (except farmworker housing) in SMH due to a lack of services/resources and infrastructure capacity. The HE should both incentivize housing/especially affordable housing development where it is consistent with the rest of the GP, and disincentivize it where it is not consistent i.e. SMH.
- The HE recognizes the Agritourism plan as a method to preserve agriculture. Further development could endanger that plan with lawsuits/claims of nuisance, noise, odors etc. from farming operations. A Right to Farm Ordinance would not necessarily protect farming.
- SMH is the last remaining agricultural area in San Diego County with soils and microclimate not found anywhere else in CA. (Adobe document p.48)

Respectfully,  
Jill Laughlin

## Robert Dmohowski

---

**From:** Kathy Michaels <kamich52@gmail.com>  
**Sent:** Tuesday, February 22, 2022 12:04 PM  
**To:** Robert Dmohowski  
**Subject:** Comments on draft Housing Element

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

---

**Warning: External Source**

---

As a resident of Oceanside, living on the North side of Hwy 76 and North Santa Fe, I experience the increased traffic along the 76. I do not feel there is any need for more housing in the South Morro Hills agricultural area just to achieve the required number of housing units. I moved to Oceanside because it felt like a more rural area, with less traffic than the rest of San Diego. That has changed enough over the past 15 years. No more housing is desired by the public. Over 80% of residents rejected increased development in that area in order to meet the goal of preserving agricultural land. The City should focus on building in transit opportunity corridors instead.

I hope you will consider my comments and those of many other residents of Oceanside.

Kathy Michaels  
5040 Codorniz Way #34  
Oceanside CA 92057



March 11, 2022

Oceanside City Council

RE: South Morro Hills Community Plan

Dear Mayor and City Council Members:

It is with enthusiasm that I write in support of the South Morro Hills Development Plan. I grew up in Oceanside and remain a property owner. Attending Palmquist, Libby, Lincoln and Oceanside High, it pained me to see the town of my parents' youth slowly deteriorate as was occurring during my formative years. Now however, it is with pride that I see my hometown as a destination location and I'd like to commend the work of the City Council for Oceanside's downtown redevelopment initiative. Oceanside's revitalization is an example of what cities can achieve with planning and vision. It is in this spirit, that I am pleased to see the work of City Staff and the South Morro Hills Agritourism group come together with a framework plan for the South Morro Hills area.

As supportive as I am of the overall plan, I ask that the city be mindful that flexibility and change are key ingredients to any successful plan. As such, I encourage the city to be flexible to improvements and changes needed to meet the needs of housing, agriculture, tourism, industry and business development in the future.

I encourage you to consider this as an infrastructure plan for roads and sewers that amends the general plan for South Morro Hills and provides a framework for future development.

Sincerely,

Lindy Nagata

Nagata Bros Farms Inc  
P.O. Box 220  
San Luis Rey, CA 92068

March 14, 2022

Oceanside City Council

RE: South Morro Hills Community Plan

Dear Honorable Mayor and City Council Members:

I am 3<sup>rd</sup> generation farmer and my family has been in Oceanside since the early 1900's. We live, farm and own property in the South Morro Hills area.

I want to thank the city staff's development this plan. This plan was developed after many hours of work and conversations with the citizens of Oceanside. I am in strong support of moving forward in planning the South Morro Hills area which includes agriculture tourism, economic development, and housing.

I am, however, concerned that this plan may not be as flexible as it needs to be as we do not know what the future of agriculture and tourism as well as any industrial and housing needs for the city will be in the next 30 years. The plan must take into consideration the economic realities of the development plan, infrastructure and items to be included within the area. With this being said, the framework presented has a great deal to offer the city for its economic development and structural needs for the city to prosper into the future.

As this is a long-term plan, I am emphasizing the need to revise the proposed wording to include flexibility for the future so that more agricultural uses, ideas and designs can be evaluated, adapted and implemented more freely. Flexibility for the agricultural development plans and economic success will be important for the future of this area so we don't end up with fallow fields that aren't economically viable.

Please consider this plan for roads, sewers and infrastructure and a general plan amendment in South Morro Hills. I do not know when we will need to stop farming, but I believe it is in the best interest for the city to plan for the future rather than to plan individual development projects without a general plan amendment.

Thank you for your consideration in this matter.

Sincerely,

Neil Nagata



Mrs. Pat Tchang

March 14, 2022

RE: South Morro Hills Community Plan  
Oceanside City Council

Dear Honorable Mayor and City Council Members:

I am a former resident of Oceanside. My family has been in Oceanside from approximately the 1940s.

I would like to express my thanks to the Oceanside city staff and the South Morro Hills Agritourism group for working together to develop this plan over the last several years. I understand that this plan was developed after many hours of dedicated work and conversations with the citizens of Oceanside.

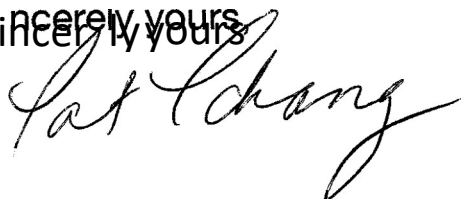
I am in strong support of moving forward in planning the South Morro Hills area which includes agriculture, tourism, economic development, and housing. I encourage and support the City of Oceanside to make improvements while being flexible to change with needs of the City for housing, business, and future development; including the future of agriculture, tourism and any industrial enhancements the City may need.

The framework of the City's plan has a great deal to offer the community and its citizens for its economic development and structural needs for the City to prosper and thrive into the future.

Allowing the City of Oceanside the flexibility to include the necessary development for its future needs, be it residential, commercial or industrial is key in addressing the success of this plan.

Please consider this plan for roads, sewers and infrastructure and a general plan amendment in South Morro Hills. I believe it is in the best interest for the City to plan for the future rather than to plan individual development projects without a general plan amendment.

Sincerely yours,

A handwritten signature in black ink that reads "Pat Tchang". The signature is written in a cursive style with a large, sweeping "P" and "T".

March 10, 2022

RE: South Morro Hills Community Plan

Oceanside City Council

Dear Mayor Sanchez and City Council Members:

My family has been residents of Oceanside since the 1920s. As a property owner, I continue to support Oceanside's efforts to become a destination center as well as provide for its overall development to ensure its future viability.

The city staff along with the South Morro Hills Agritourism group worked hard to develop the South Morro Hills Community plan over many years. I am in strong support of moving forward in planning the South Morro Hills area which includes agriculture, tourism, economic development, and housing.

For Oceanside to successfully grow and improve, it needs to be flexible to change. This includes the future needs of agriculture, tourism and industry. The framework of this plan offers opportunities for economic development and structural necessities well into the future. Allowing flexibility for the future needs of the city whether it be residential, commercial or industrial is important for this plan to succeed.

Please consider this plan for roads, sewers and infrastructure as a general plan amendment to South Morro Hills. I strongly support this plan for future rather than piecemeal development projects without a general plan framework.

Sincerely,

Shereen Nagata

## Robert Dmohowski

---

**From:** stevedubois1@aol.com  
**Sent:** Friday, February 18, 2022 4:24 PM  
**To:** Robert Dmohowski

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Warning: External Source**

---

So sorry I can't attend as I will be out of town.

My concerns are:

Over crowding

Traffic increase on already over crowded roads

Where is the water and electricity going to come from? We are looking at ascertaining again and rolling black outs as well as rate increases. More your New won't help this at all.

Pollution from increased cars and noise

Please advise the outcome of the meeting

Regards

Steve

A concerned voter in the South Morro Hills area

## Robert Dmohowski

---

**From:** stevedubois1@aol.com  
**Sent:** Friday, February 18, 2022 4:27 PM  
**To:** Robert Dmohowski

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Warning: External Source**

---

This looks like a pitch from the proposed North River Farms developer.

Tell am to go fly a kite somewhere else...

S

## Robert Dmohowski

---

**From:** Tammy Taunt <tammytaunt@gmail.com>  
**Sent:** Monday, February 21, 2022 5:51 PM  
**To:** Robert Dmohowski  
**Subject:** Comments regarding: Oceanside Housing Element and South Morro Hills Community Plan

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

### Warning: External Source

---

Hello,

First of all, it is extremely upsetting to me that after at least two elections where the Oceanside Community said NO to the North River Farms project the city renamed it to the South Morro Hills Community Plan. The bottom line for this is: NO means NO. Leave agriculture ALONE. We NEED agriculture way more than housing. We need OPEN SPACE way more than housing. That area was going to provide ZERO "affordable housing." And...it will only put the rest of us in the area in DANGER. The Lilac fire was just a warning to us....if you go forward with this project it is going to put way too many people in harms way with no way out. It is not just SMH that is impacted by this....the surrounding community is as well.

The City of Oceanside city council needs to LISTEN TO THEIR CONSTITUENTS. Over 80% of the citizens WANT agricultural land. Citizens DO NOT want Oceanside to look like the ugly concrete jungle that Orange and LA counties are. Agritourism is a joke! It DOES NOT preserve agriculture. It is just a nice sounding word to make those whom don't know better happy. OPEN SPACE is HIGHLY important to over 80% of the citizens of Oceanside. South Morro Hills is a very special area of agriculture that cannot be duplicated elsewhere.

The LAST THING Oceanside needs is more people. Stop trying to increase the population of this beautiful city we call home. We have a unique area that really needs to stay that way. There are enough citizens in this city to sustain all the projects that need to be done. You DO NOT need a higher tax base.

Lastly, council members who take money from developers should be not only thrown out of the council but actually out of the city as they are no good criminals that do not deserve to live here with the rest of us because they only care about themselves and making money via their position on the city council. Christopher Rodriguez is highly guilty of this, we all know it, he needs to own that, resign from council and be brought up on charges. It is disgusting to have that person in a position of decision making for the entire city.

And...YES. I am a Realtor AGAINST new housing!

Thank you for your time.

**Tammy Taunt**

REALTOR® DRE 02074489

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

**Mobile:** (619) 857-6233

**Website:** [tammytaunt.com](http://tammytaunt.com)

The greatest compliment would be your review, [click here now.](#)

**HomeSmart Realty West**



Williamson Produce  
2240 Ivy Rd  
Oceanside CA 92054

March 14, 2022

Oceanside City Council

RE: South Morro Hills Community Plan

Dear Honorable Mayor and City Council Members:

I am a 2nd generation farmer and my family has been in Oceanside since the 1940's. We presently rent strawberry farmland and are in escrow on a 17ac ranch in the South Morro Hills area. We also have a roadside strawberry operation on the corner of Ivy Rd & Jefferson St that has been part of the Oceanside community for 40yrs.

I want to thank the city staff's team for this well thought out plan. We know this plan was developed after lots of hard work and interactions with the citizens of Oceanside. I am in strong support of moving forward in planning the South Morro Hills area which includes agriculture tourism, economic development, and housing.

My family is concerned that this plan may not have the flexibility needed as we do not know what the future of agriculture and tourism as well as any industrial and housing needs for the city will be in the next 30 years. The plan must take into consideration the economic realities of the development plan, infrastructure and items to be included within the area. The framework presented has a great deal to offer the city for its economic development and structural needs for the city to prosper into the future.

As this is a long-term plan, I am asking you to please revise the proposed wording to include flexibility for the future so that more agricultural uses, ideas and designs can be evaluated, adapted and implemented more freely. Flexibility for the agricultural development plans and economic success will be important for the future of this area so we don't end up with fallow fields & additional economic hardships layered onto our already difficult challenges of increasing labor & water costs.

Please consider this plan for roads, sewers and infrastructure and a general plan amendment in South Morro Hills. I do not know when we will need to stop farming, but I believe it is in the best interest for the city to plan for the future rather than to plan individual development projects without a general plan amendment.

Thank you for your consideration & understanding.

Sincerely,

Fred Williamson