



South Morro Hills Community Plan Community Meeting

March 16, 2022



Poll: Who is here?

www.menti.com

Code: 9539 5500



**Poll: What should be the top priorities for the
SMH Community Plan?**

**www.menti.com
Code: 9539 5500**

Agenda

- 1 Project Background
- 2 Draft Framework
- 3 Small Group Discussions
- 4 Report Back
- 5 Next Steps



Meeting Objectives

- Brainstorm on specific strategies for agricultural preservation
 - *Share new economic analysis*
 - *Site planning and design strategies for farmland conservation*
- Gather community input for policy direction for SMH Community Plan



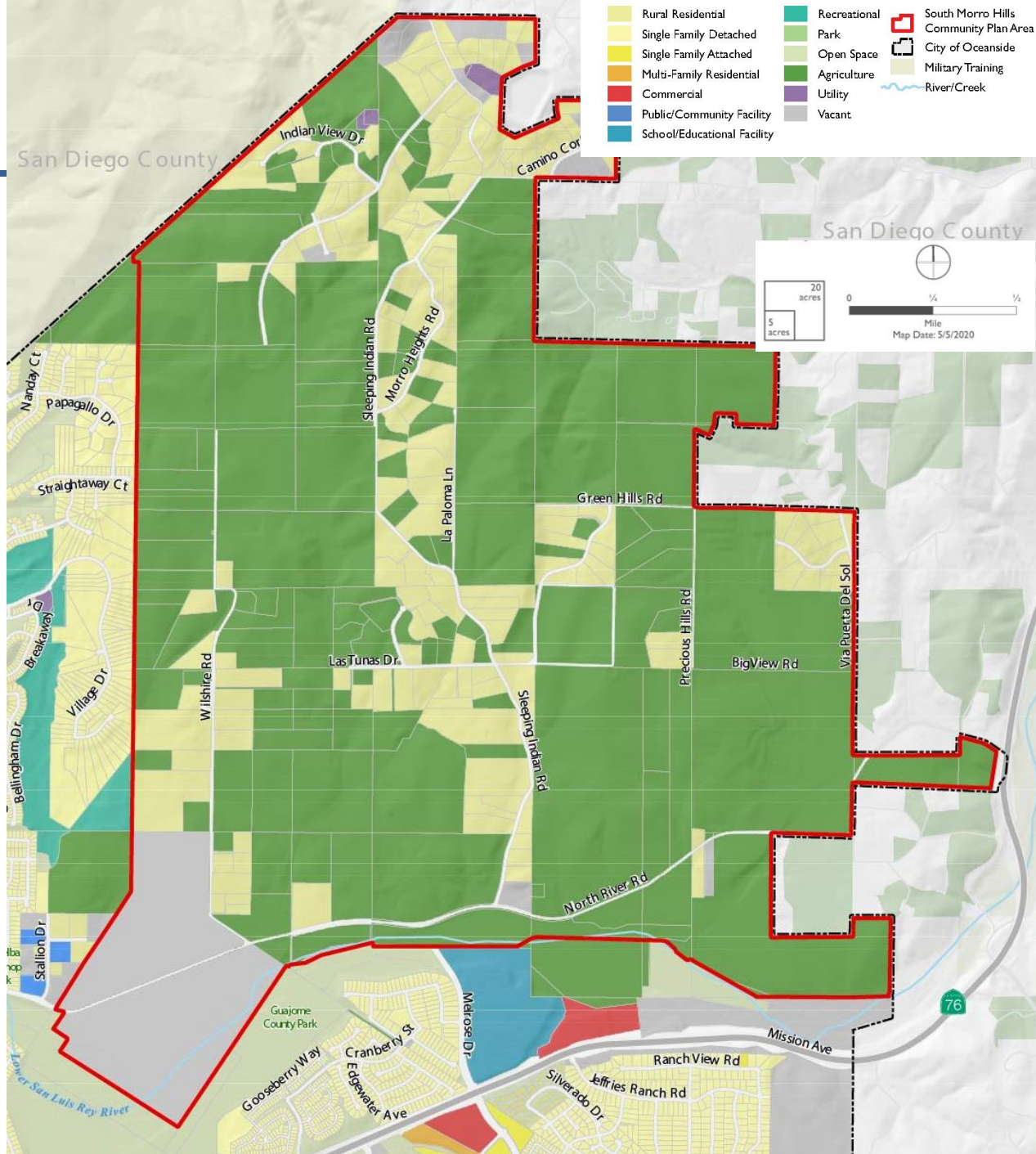
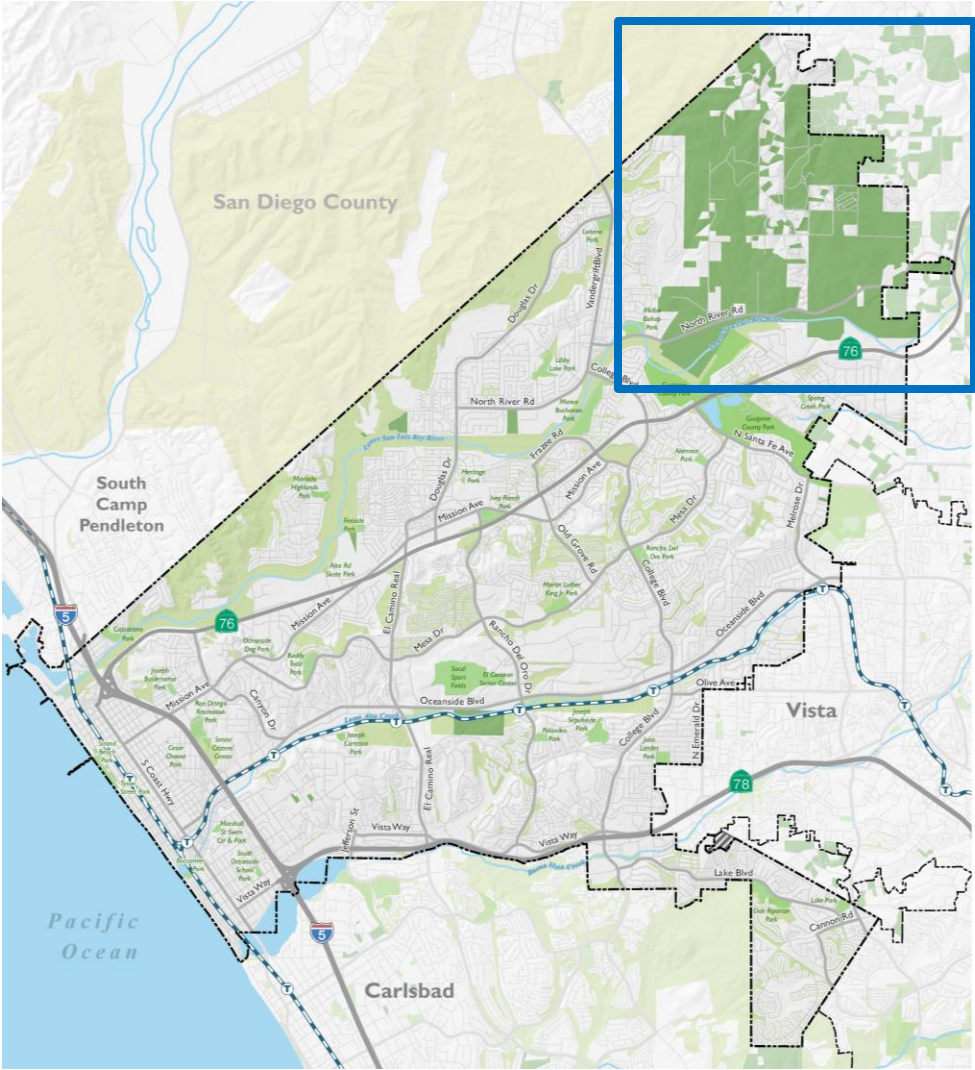
Meeting Ground Rules

- Assume good intentions
- Be respectful



PROJECT STATUS UPDATE AND BACKGROUND

SMH Community Plan Area



Project Overview

South Morro Hills Community Plan



Project Community Engagement and Events

Online Survey
May – June 2020

**General Plan
Survey** (included
some questions about
SMH)
February 2021

**Key Stakeholder
Discussions**
Summer 2020

- Commercial Farmers
- SMH Association
- Agritourism Stakeholders



**Planning
Commission
Meeting**
March 2021

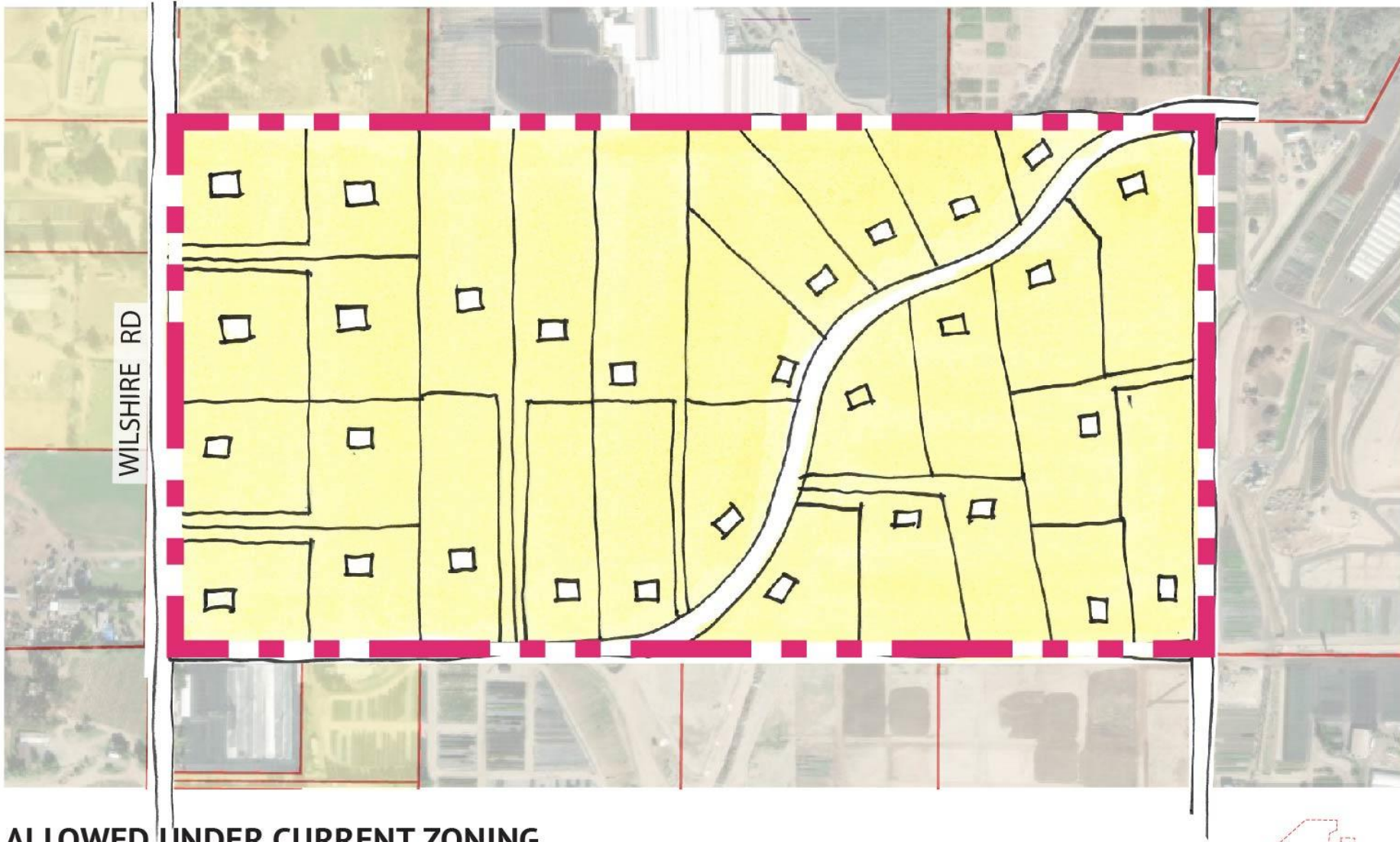
**City Council
Meeting**
March 2021

Clarifications to the Draft Framework

- Purpose of Plan
- Farmland Conservation
- Residential Clustering and Density
- Infrastructure Financing and Cost Burden

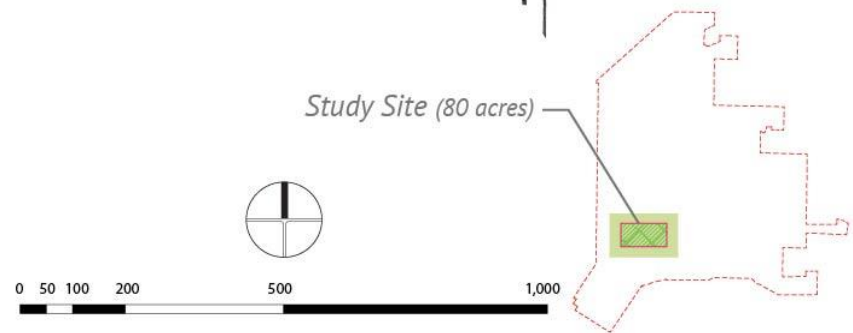


EXISTING ZONING



ALLOWED UNDER CURRENT ZONING

- 32 Housing Units
- 0% Site Preserved for Agriculture
- 0.4 du/ac (net density)
- 0.4 du/ac (gross density)



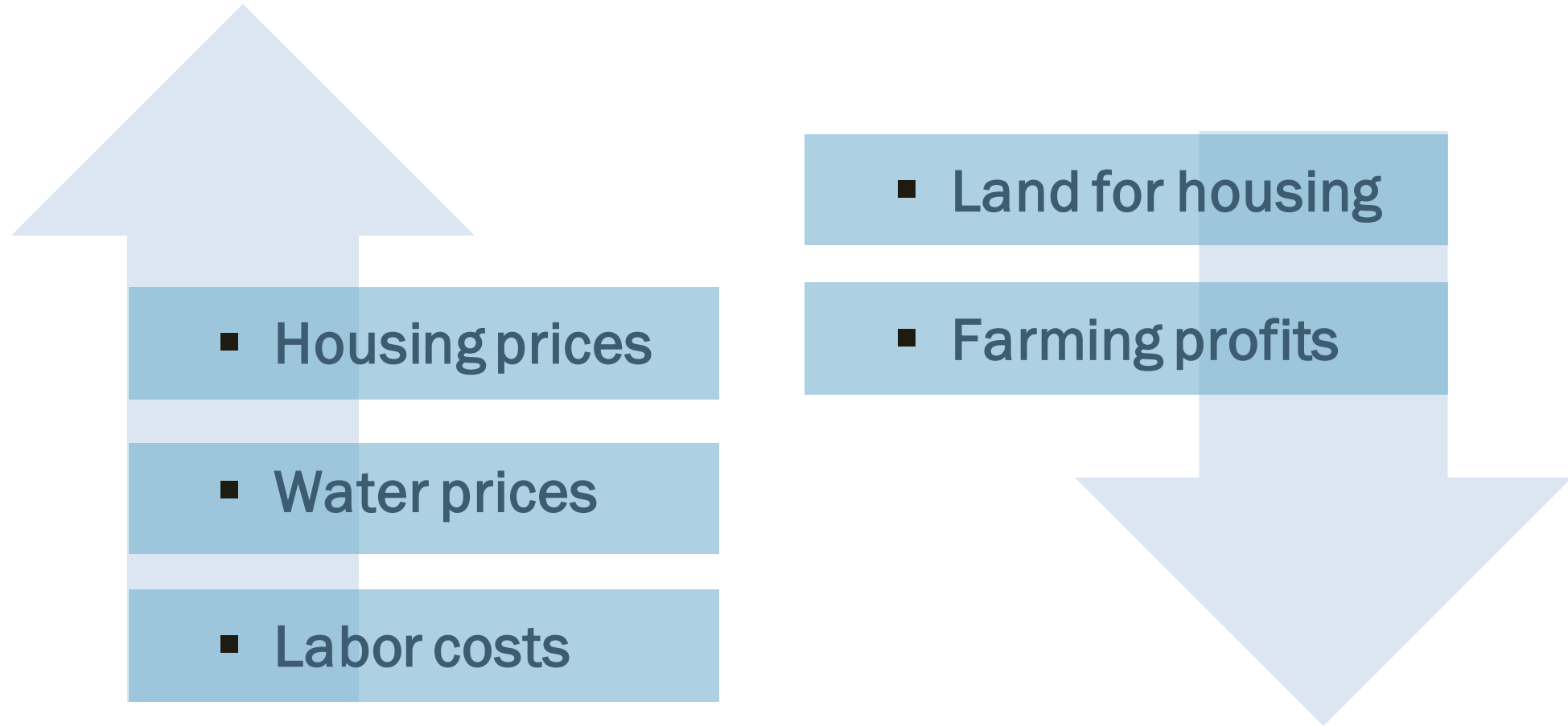
Existing Agricultural Zoning Has No Requirements For:

- Farmland conservation
- Ridgeline conservation
- View conservation
- Aesthetic or design considerations



Rising Development Pressure

Development pressure is increasing on South Morro Hills land:



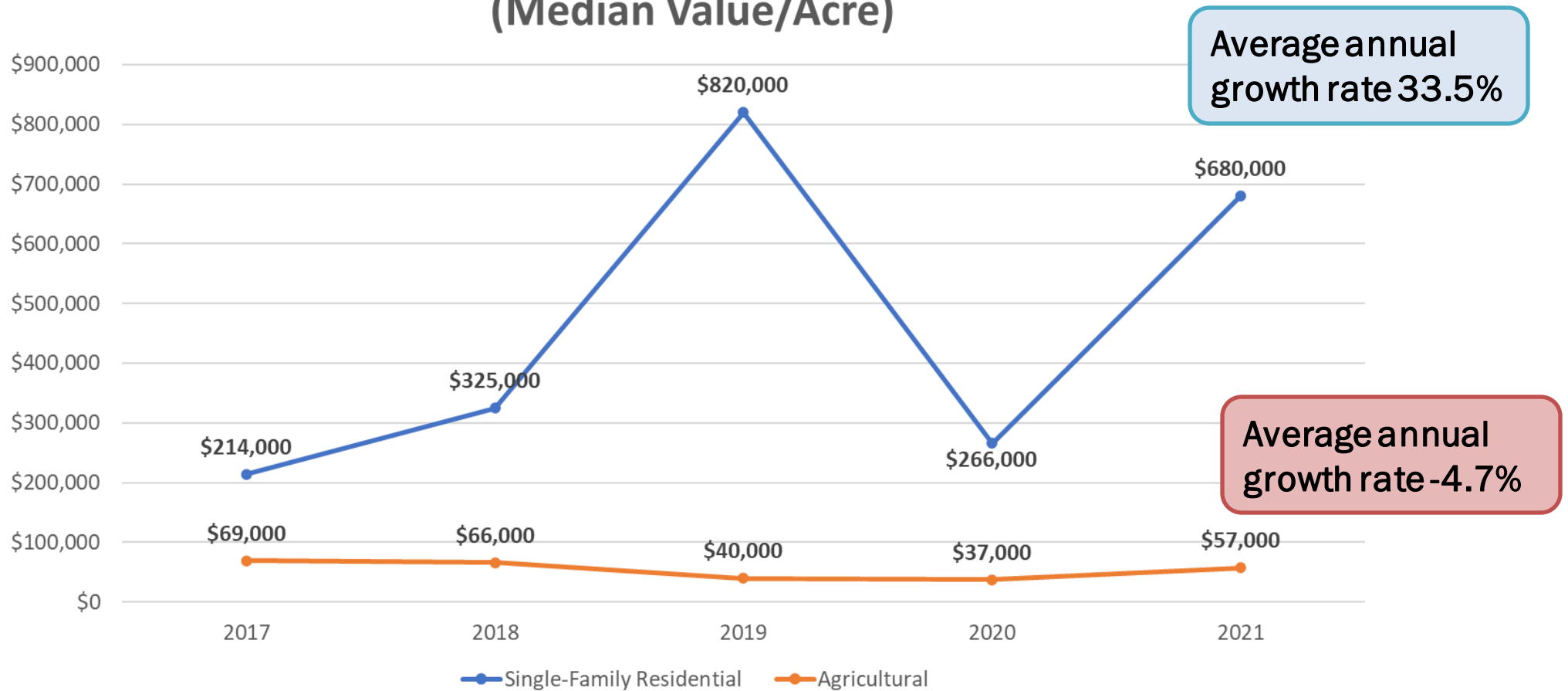
Overview of Economic Viability

OBJECTIVE

- Review market conditions:
 - *Agricultural land values*
 - Residential land values
 - Single-family home prices
- Assess economic viability of draft Framework land use scenario and other alternatives

Overview of Economic Viability

**SINGLE-FAMILY VS. AGRICULTURAL LAND SALES
SAN DIEGO COUNTY, 2017-2021
(Median Value/Acre)**

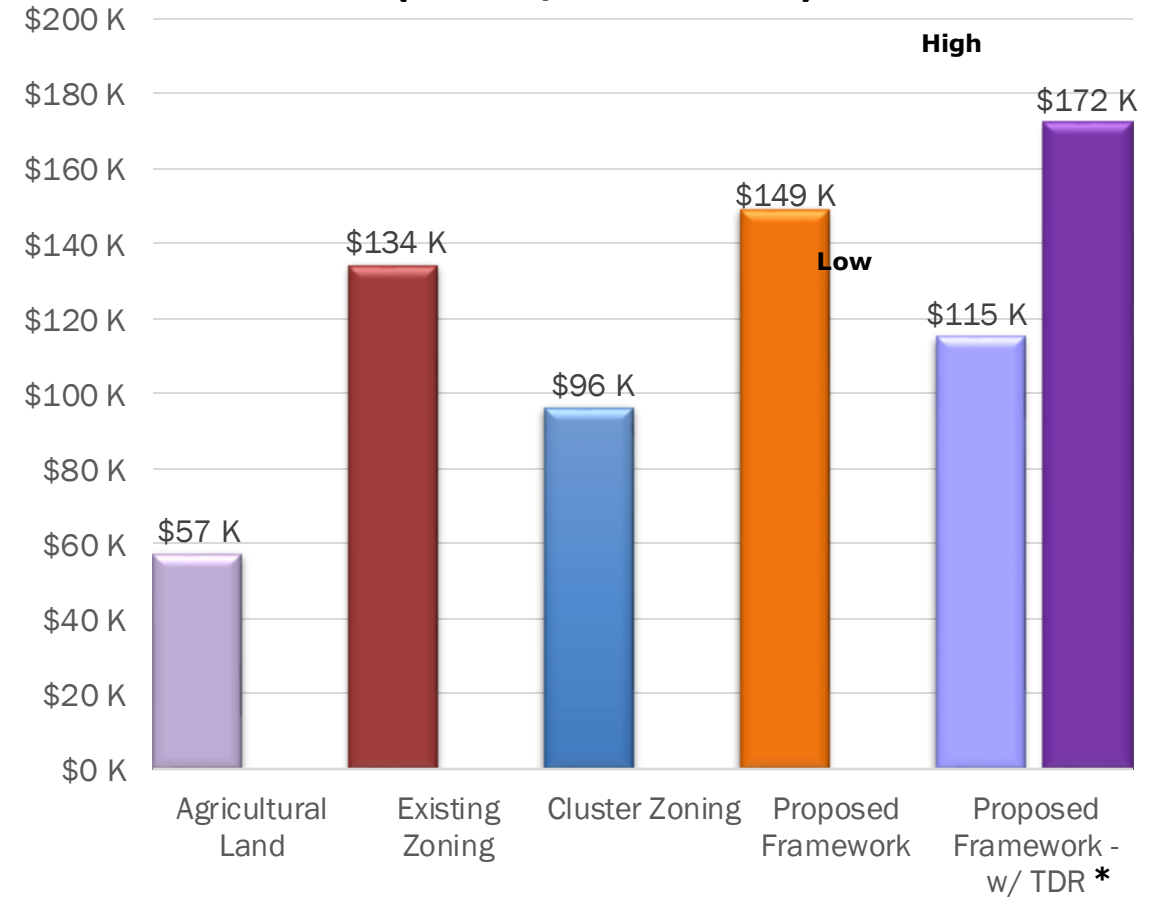


Overview of Economic Viability

ALTERNATIVE LAND USE SCENARIOS

80-Acre Prototypical Scenario	Existing Zoning	Cluster Zoning	Proposed Framework	Proposed Framework w/ Transfer of Development Rights (TDR)
Net Developable Site	80 Acres	20 Acres	20 Acres	20 Acres
Preserved Agricultural/ Open Space	N/A	75%	75%	75%
Density (Units/Net Acre)	0.40	1.60	4.00	8.00
Single-Family Units	32 Units	32 Units	80 Units	160 Units
Average Lot Size/Unit	2.38 Acres	0.56 Acres	0.21 Acres	0.10 Acres

SUPPORTABLE LAND VALUE (\$000s/Gross Acre)



Agricultural Land = 2021 Median \$/Gross Acre sales in San Diego County

* Low/high figures reflect land values net of payment to sending property owner.

Overview of Economic Viability

KEY FINDINGS

- Residential land values much higher, and growing faster, than agricultural land values
 - Difference in land values provides an obstacle to implement an agricultural easement program
- Draft Framework has stronger viability than existing zoning
- Transfer of Development Rights (TDR) program may be feasible under certain market conditions

OVERVIEW OF PROPOSED FRAMEWORK

1. Maximize Farmland Conservation

Key Strategies

- Establish a “right-to-farm” ordinance
- Allow development at 1 housing unit/acre if:
 - *Development is limited to 25% of site with agricultural easement applied to remaining 75%*
 - *Development is clustered into no more than one cluster per 10 acres of land*
- (Optional): Establish a Transfer of Development Rights (TDR) program to allow landowners to buy and sell development rights in exchange for agricultural or open space easements placed on entirety of parcel





STUDY SITE: EXISTING CONDITIONS

0 Housing Units

 Study Site

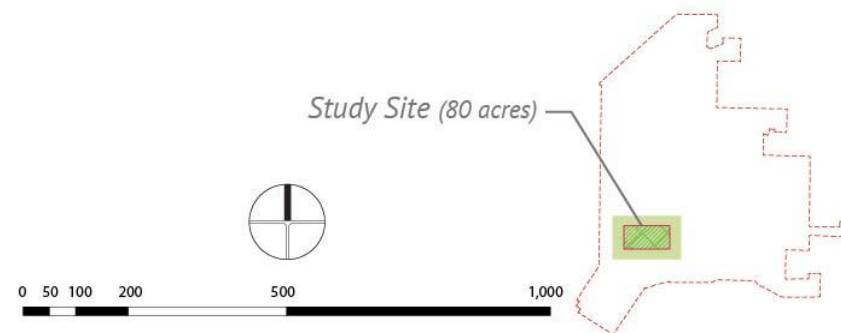
Residential

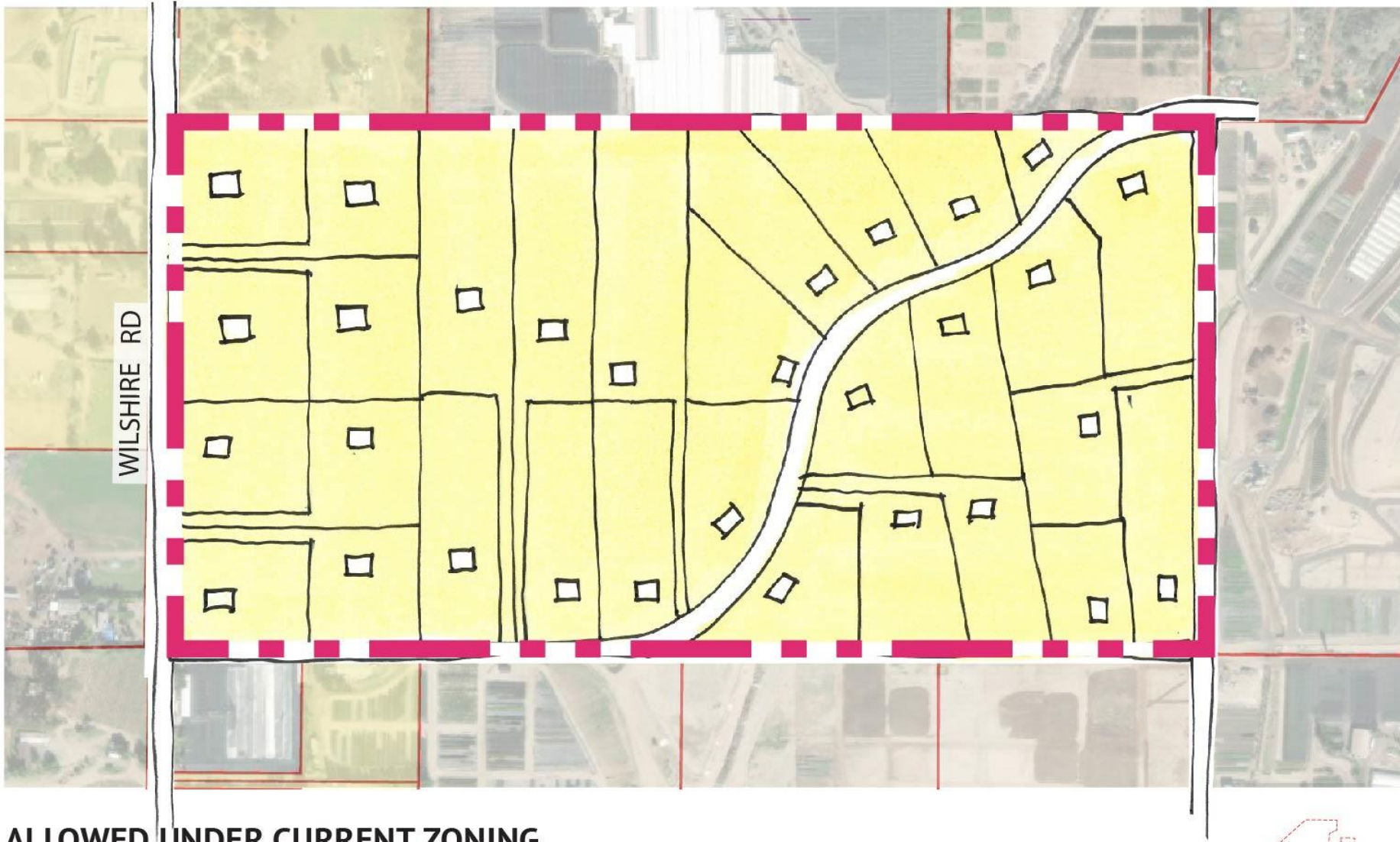
 Existing Residential Development
(Rural Residential)

Farmland Classifications

 Prime Farmland

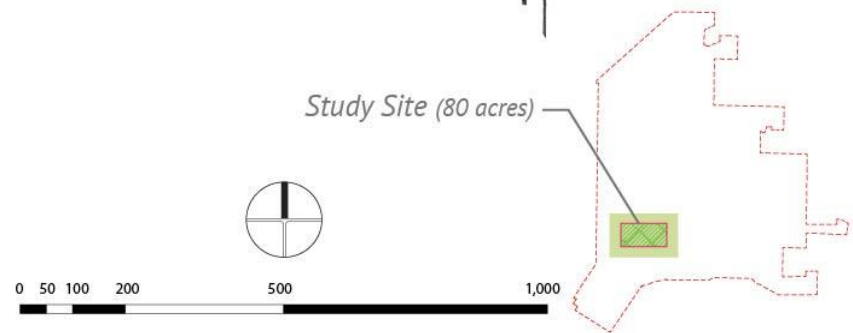
 Farmland of Statewide Importance

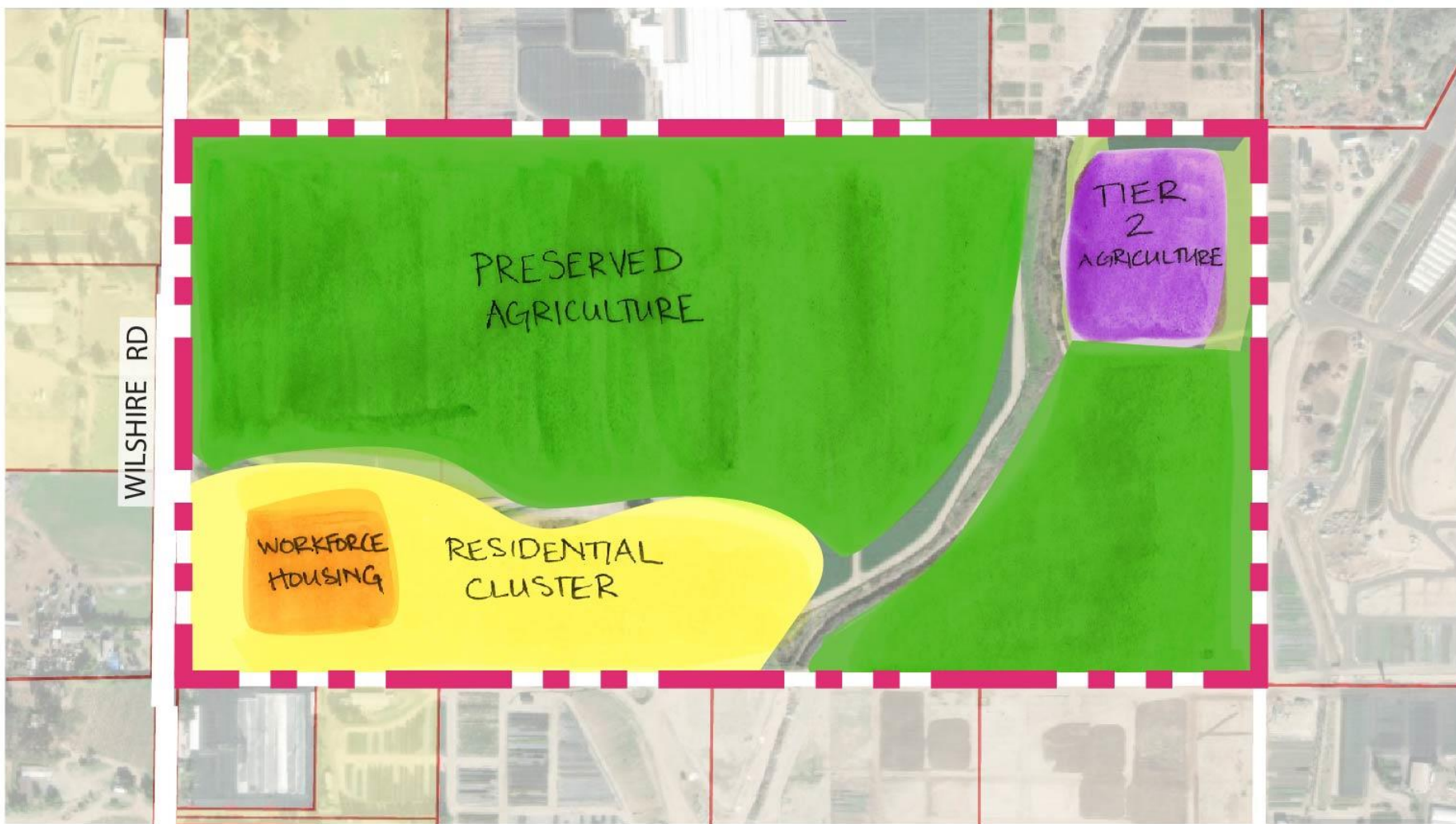




ALLOWED UNDER CURRENT ZONING

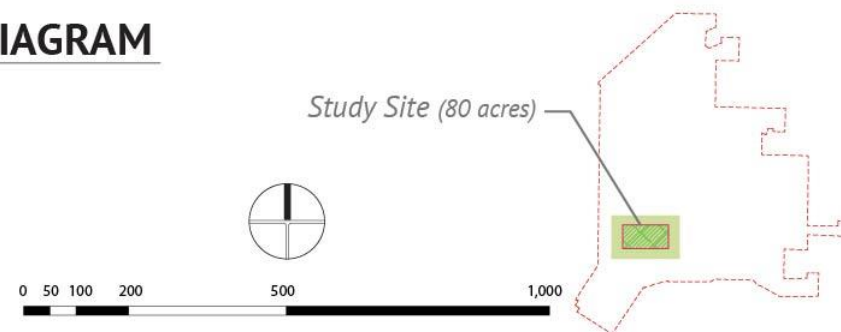
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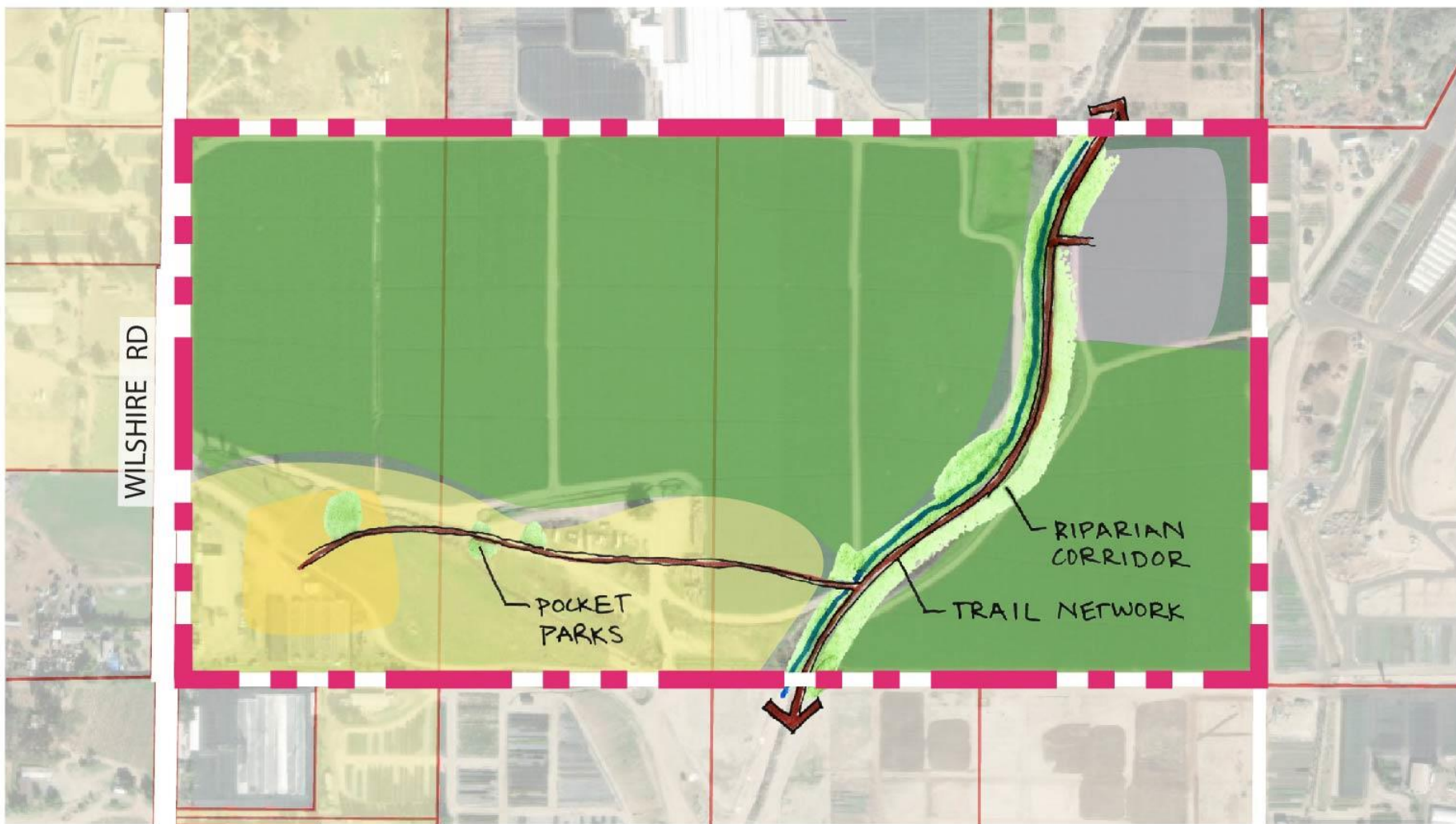




CLUSTERED DEVELOPMENT: POTENTIAL LAND USE DIAGRAM

- 80 Housing Units
- Tier 2 Use
- 75% Site Preserved for Agriculture
- 4 du/ac (net density)
- 1 du/ac (gross density)





CLUSTERED DEVELOPMENT: POTENTIAL OPEN SPACE NETWORK

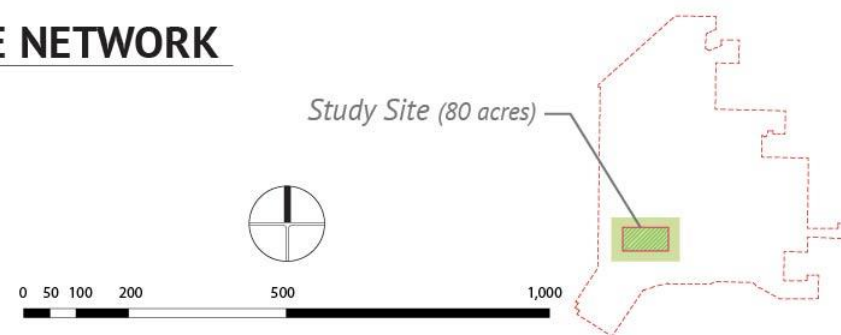
80 Housing Units

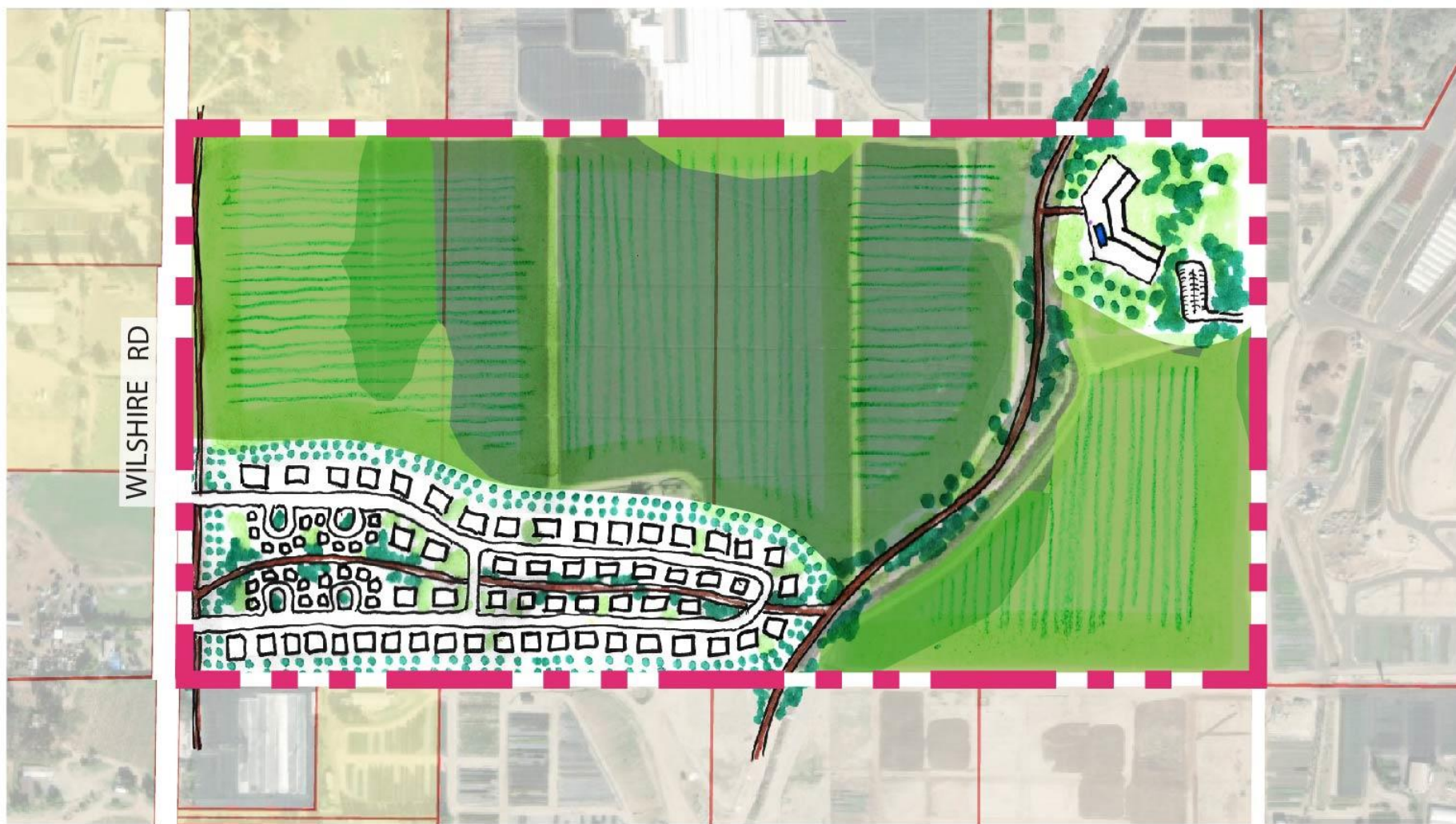
Tier 2 Use

75% Site Preserved for Agriculture

4 du/ac (net density)

1 du/ac (gross density)





CLUSTERED DEVELOPMENT: POTENTIAL CLUSTER LAYOUT

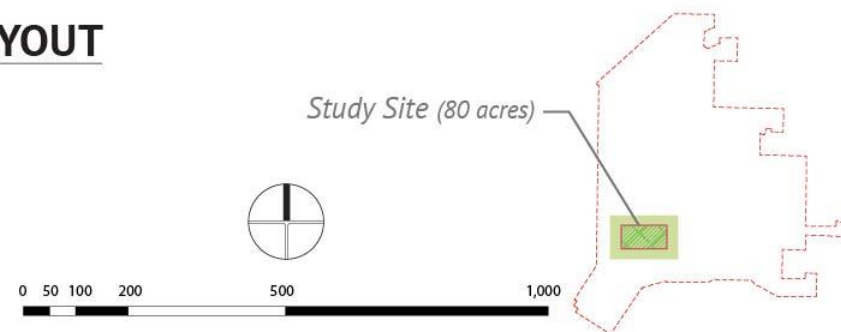
80 Housing Units

Tier 2 Use

75% Site Preserved for Agriculture

4 du/ac (net density)

1 du/ac (gross density)



Optional Transfer of Development Rights Program Overview

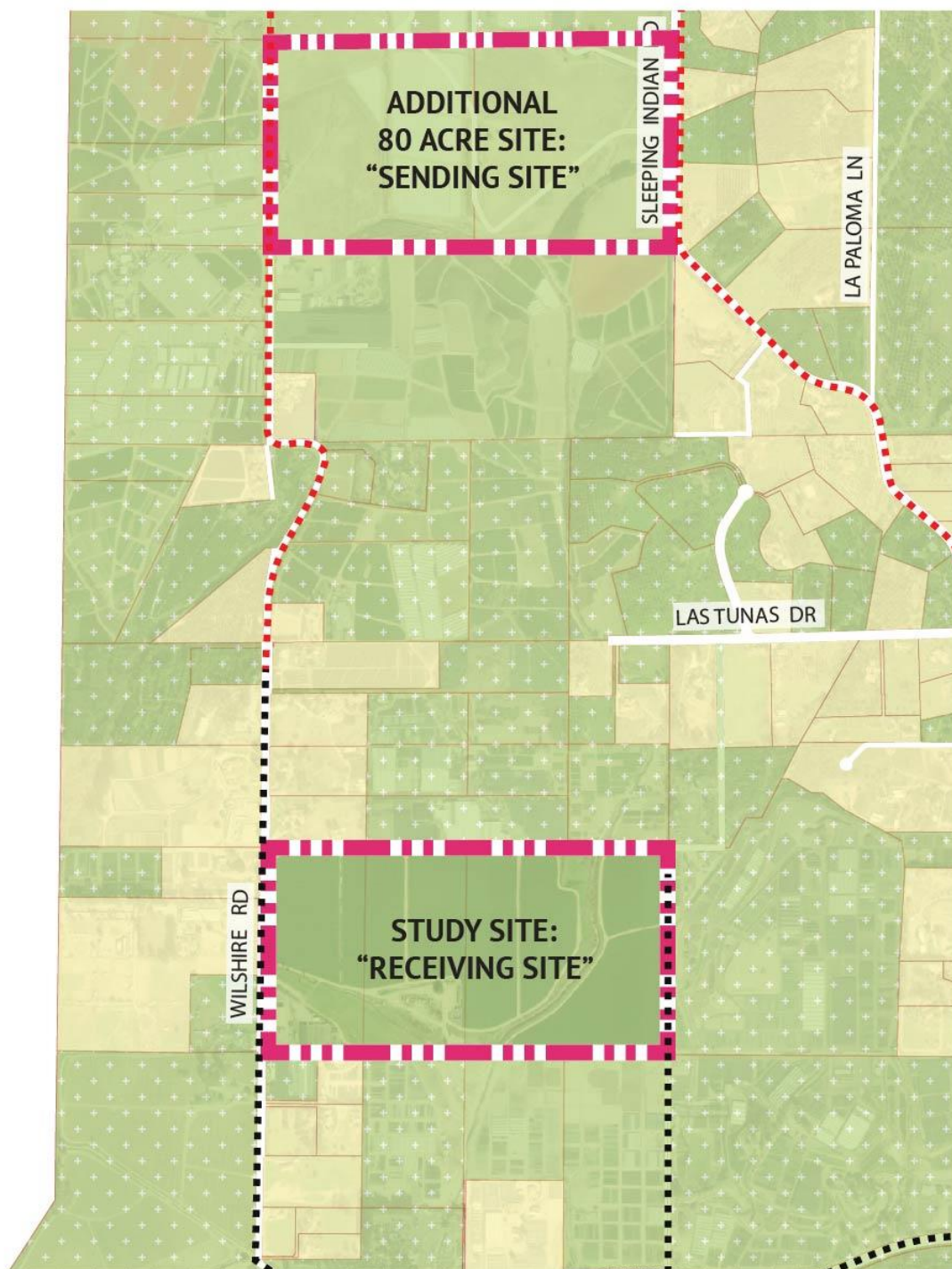
Sending sites:

- Sell development rights to receiving site
- Preserve 100% of land for agriculture under agricultural easement

Receiving sites:

- Buy development rights from sending site
- Cluster development on up to 25% of land area
- Preserve remaining 75% of land for agriculture under agricultural easement





TWO SITES: EXISTING CONDITIONS

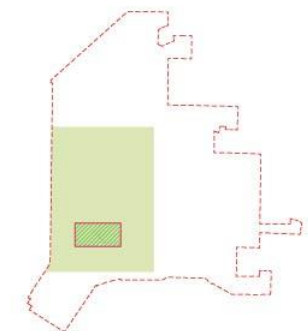
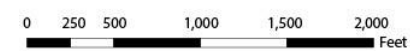
SENDING SITE:
In Agricultural Use

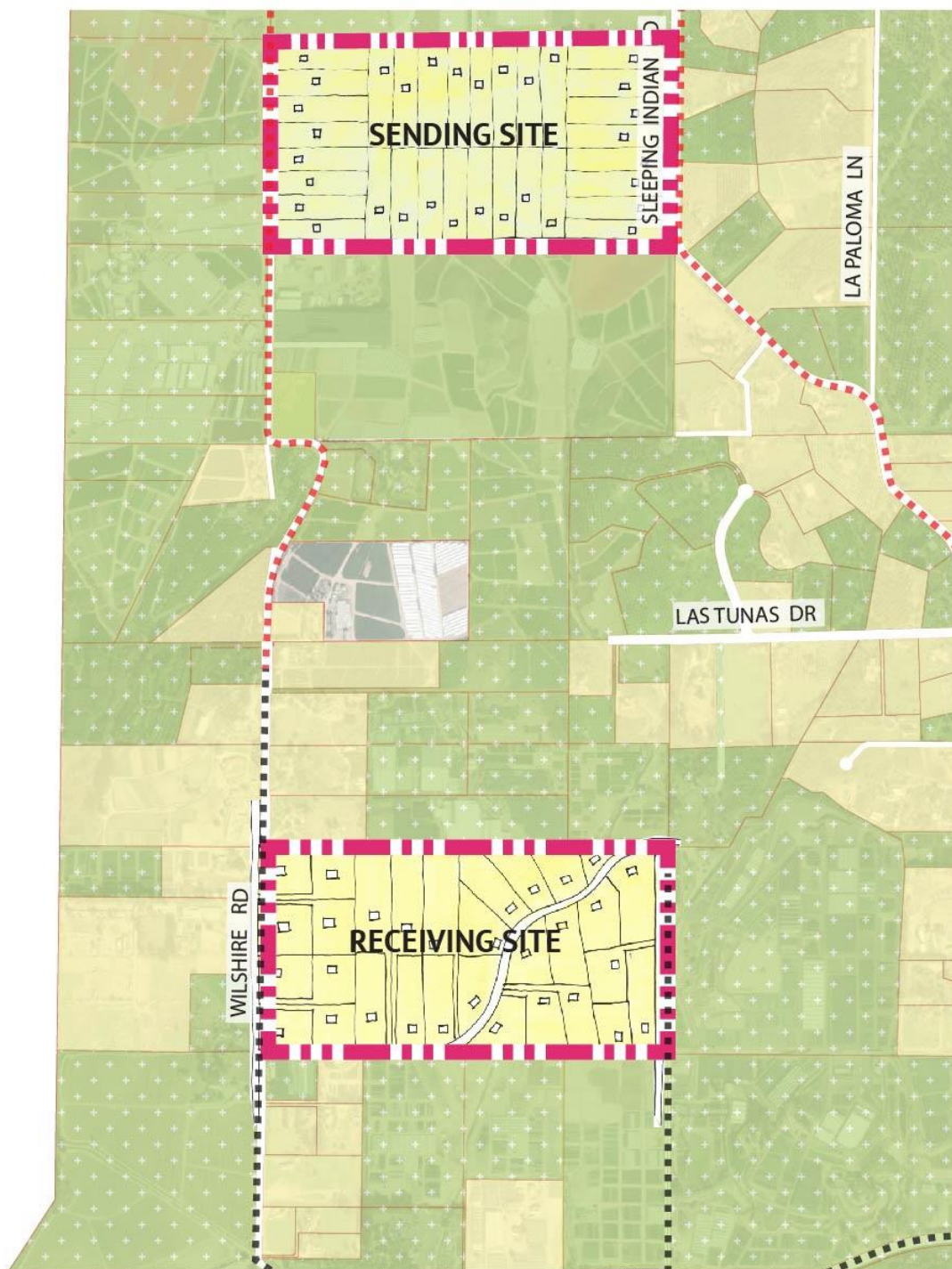
RECEIVING SITE:
In Agricultural Use

-  Existing Residential Development
(Rural Residential)
-  Preserved Farmland
-  Farmland

Potential Development

-  Sewer Extension
-  Potential Sewer Extension
-  Potential Trail along Creek
-  Potential Sites for Intensive Tier 2 Agritourism
-  Study Site





ALLOWED UNDER CURRENT ZONING

SENDING SITE:

32 Housing Units
 0% Site Preserved for Agriculture
 0.4 du/ac (net density)
 0.4 du/ac (gross density)

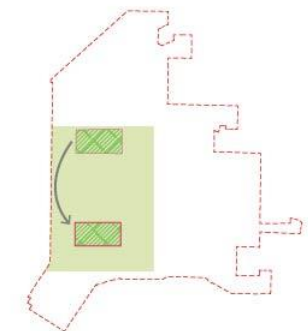
RECEIVING SITE:

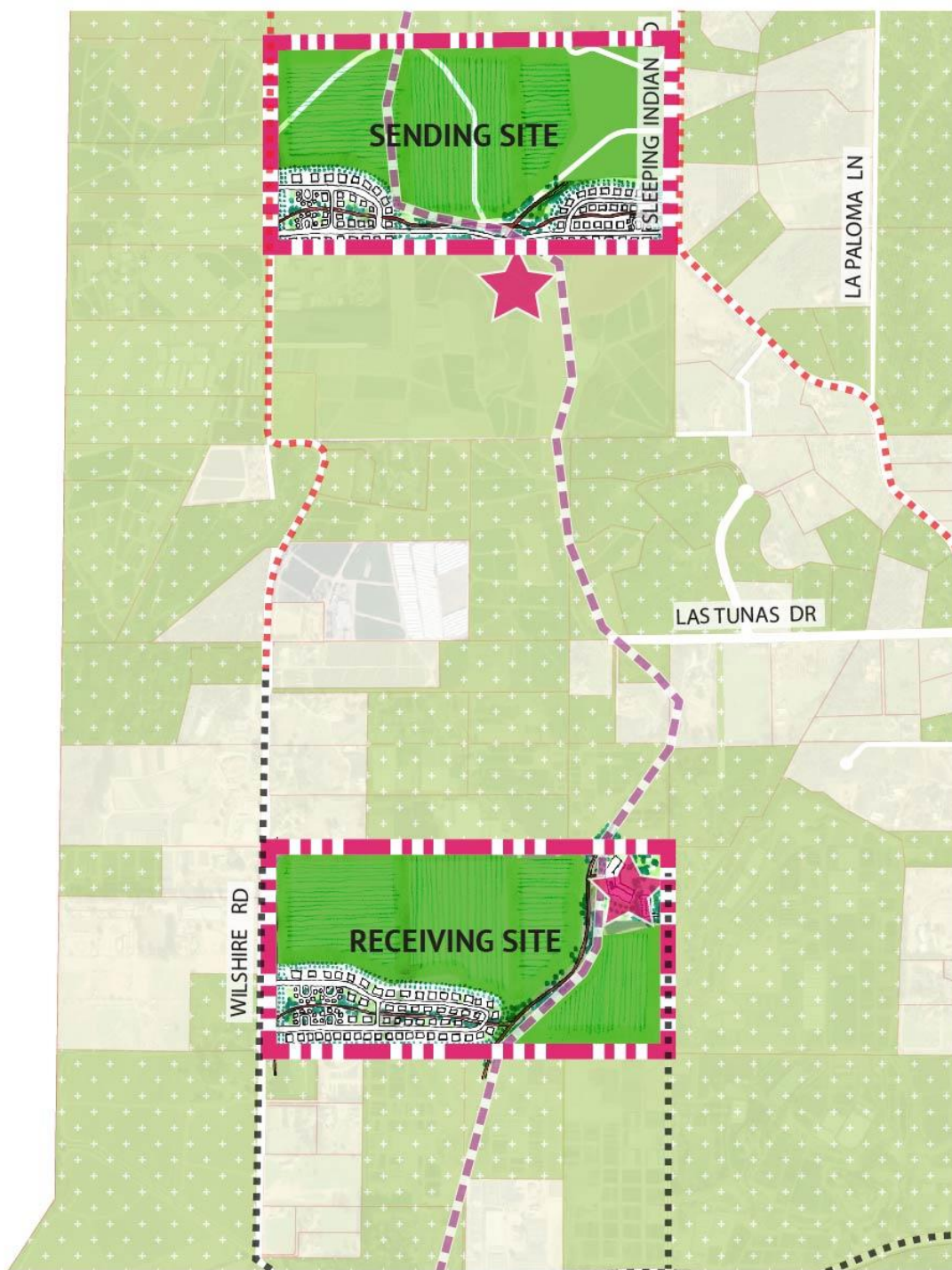
32 Housing Units
 0% Site Preserved for Agriculture
 0.4 du/ac (net density)
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-  Existing Residential Development (*Rural Residential*)
-  Preserved Farmland
-  Farmland

Potential Development

-  Sewer Extension
-  Potential Sewer Extension
-  Potential Trail along Creek
-  Potential Sites for Intensive Tier 2 Agritourism
-  Study Site





CLUSTERED DEVELOPMENT

SENDING SITE:

80 Housing Units
 75% Site Preserved for Agriculture
 4 du/ac (net density)
 1 du/ac (gross density)

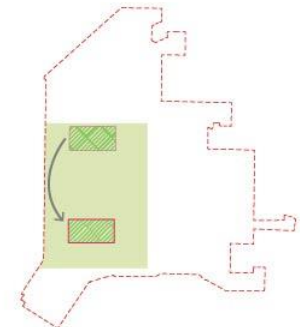
RECEIVING SITE:

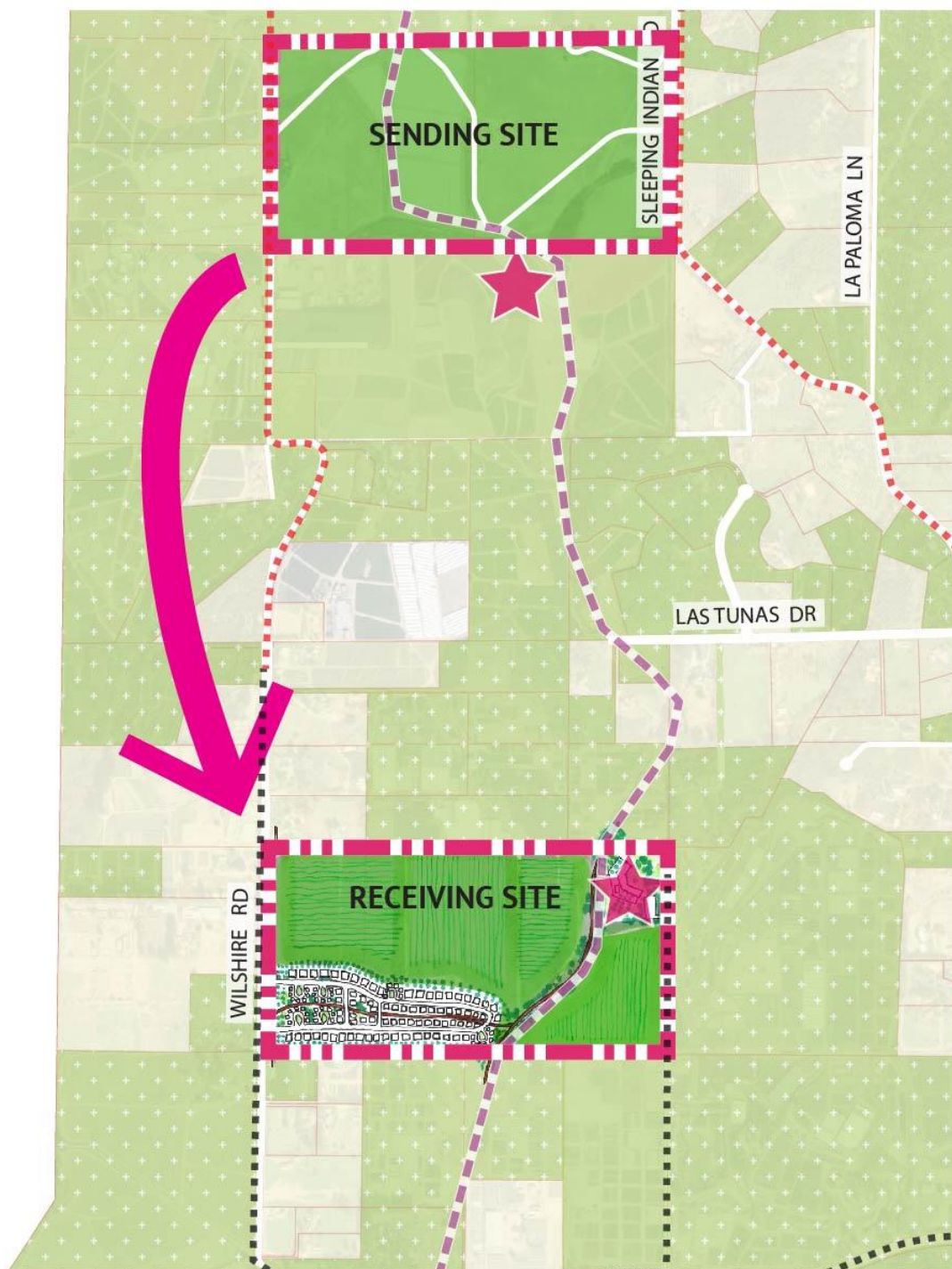
80 Housing Units
 Tier 2 Use
 75% Site Preserved for Agriculture
 4 du/ac (net density)
 1 du/ac (gross density)

-  Existing Residential Development (*Rural Residential*)
-  Preserved Farmland
-  Farmland

Potential Development

-  Sewer Extension
-  Potential Sewer Extension
-  Potential Trail along Creek
-  Potential Sites for Intensive Tier 2 Agritourism
-  Study Site





TRANSFER OF DEVELOPMENT RIGHTS

SENDING SITE:

0 Housing Units

100% Site Preserved for Agriculture

RECEIVING SITE:

160 Housing Units (80 purchased through TDR Program)

Tier 2 Use

75% Site Preserved for Agriculture

8 du/ac (net density)

2 du/ac (gross density)

 Existing Residential Development
(Rural Residential)

 Preserved Farmland

 Farmland

Potential Development

 Sewer Extension

 Potential Sewer Extension

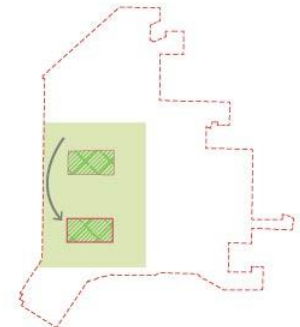
 Potential Trail along Creek

 Potential Sites for Intensive
Tier 2 Agritourism

 Study Site



0 250 500 1,000 1,500 2,000
Feet



2. Strengthen Community Design and Character

Key Strategies

- Design new development to fit into the area's context through architecture, materials, and landscaping
- Site development away from ridgelines and screen from view with buffers
- Encourage affordable agricultural workforce housing



Preserving Views: Study Site View Today

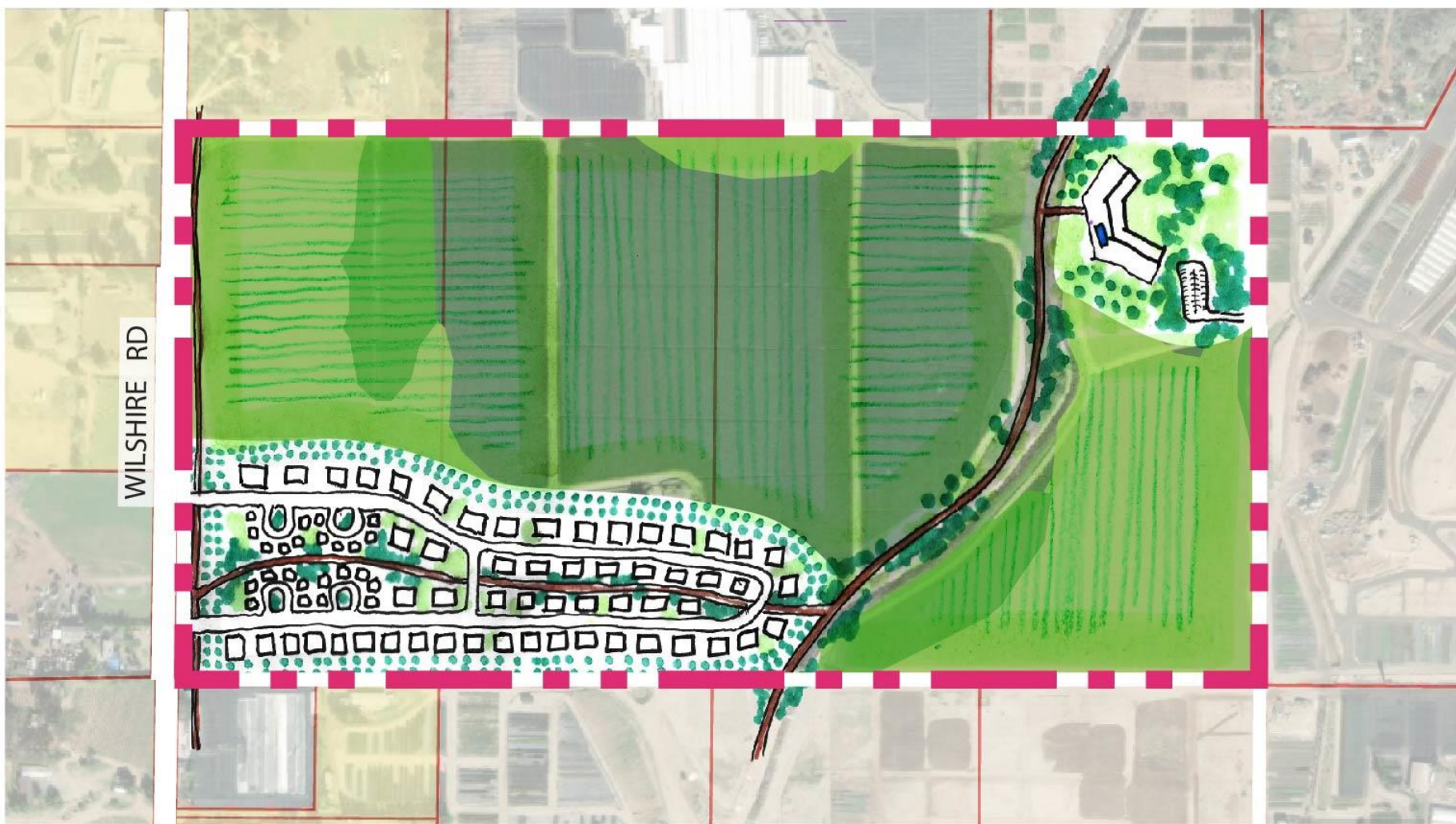


Preserving Views: Study Site Allowed Today



Preserving Views: Study Site With Clustering





CLUSTERED DEVELOPMENT: POTENTIAL CLUSTER LAYOUT

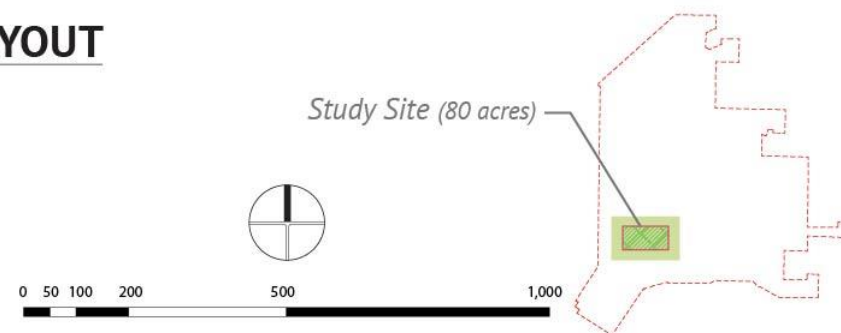
80 Housing Units

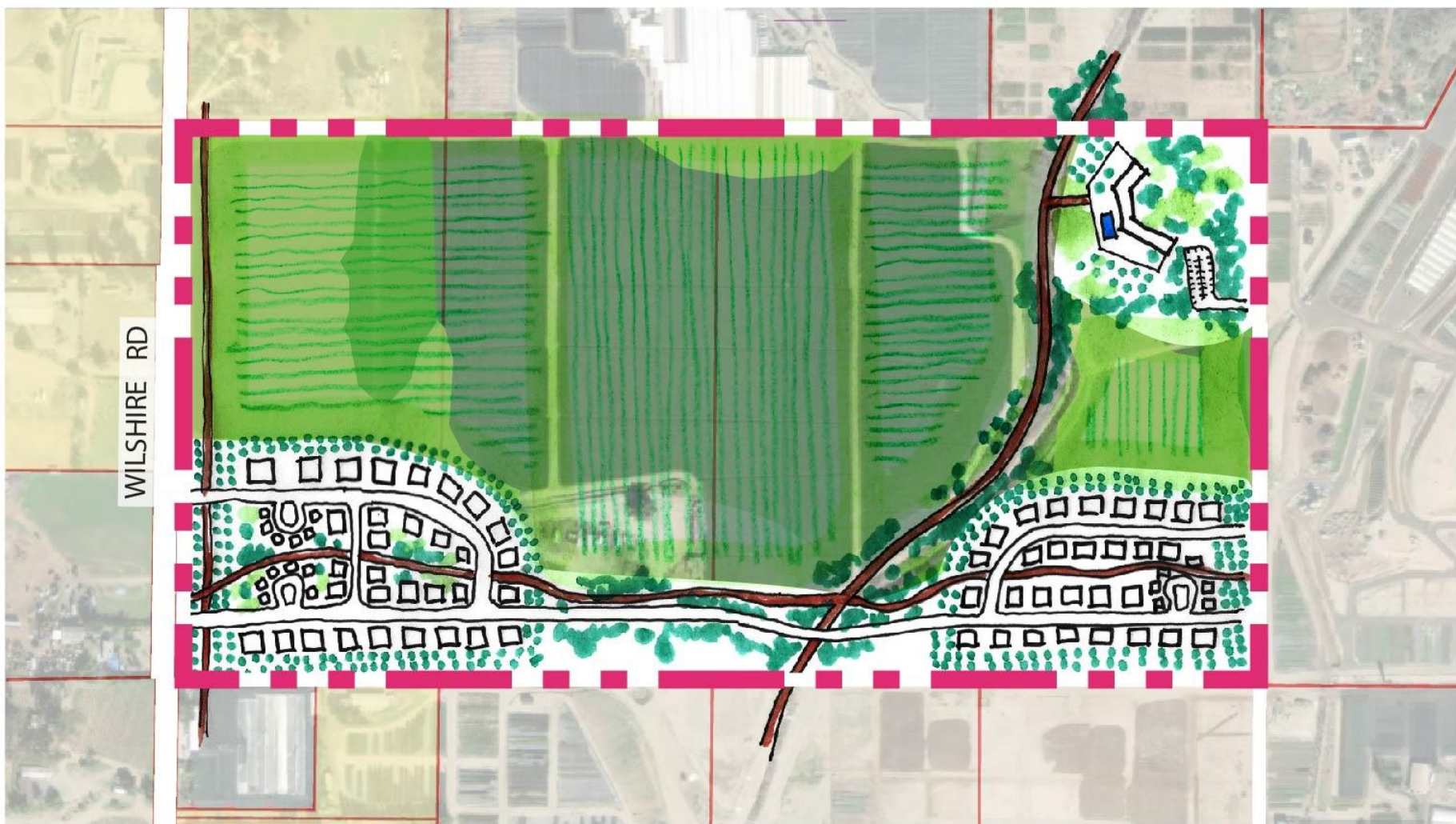
Tier 2 Use

75% Site Preserved for Agriculture

4 du/ac (net density)

1 du/ac (gross density)





CLUSTERED DEVELOPMENT: POTENTIAL TWO CLUSTER LAYOUT

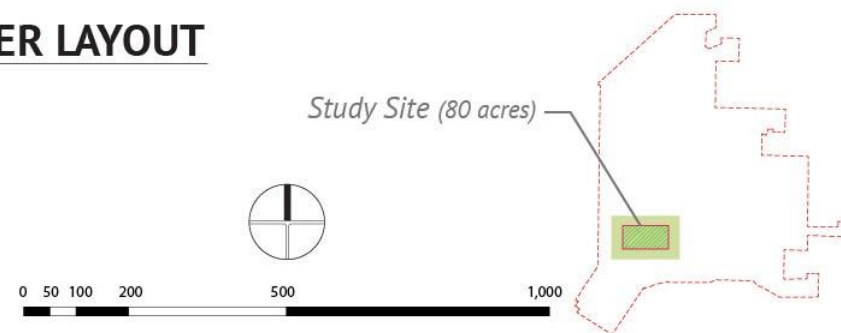
80 Housing Units

Tier 2 Use

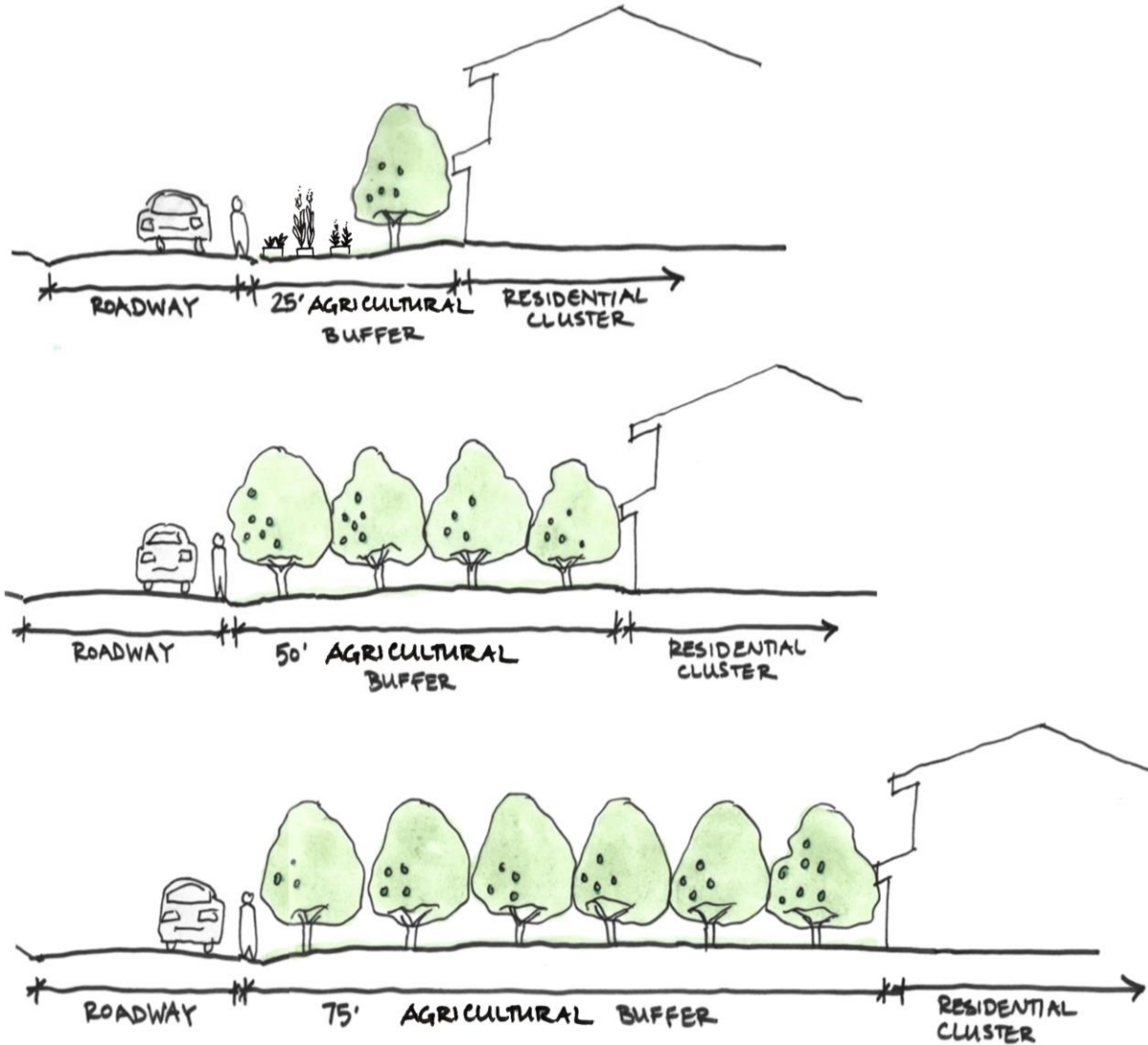
75% Site Preserved for Agriculture

4 du/ac (net density)

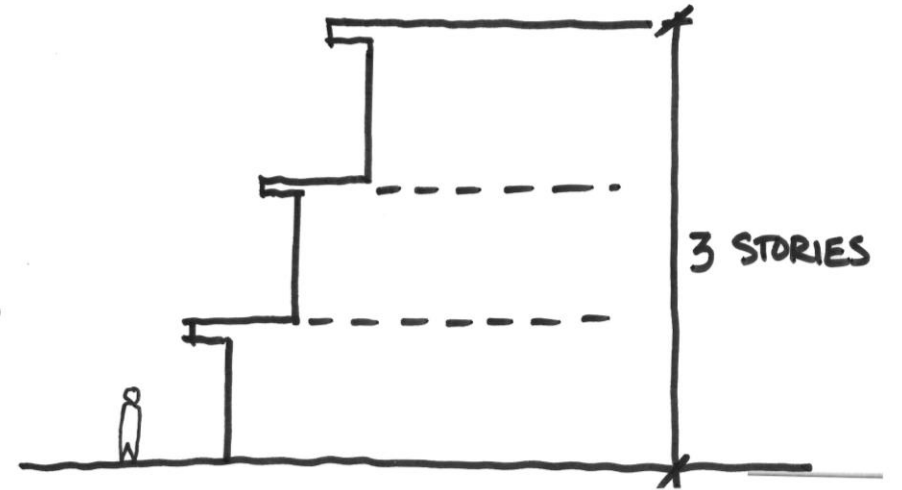
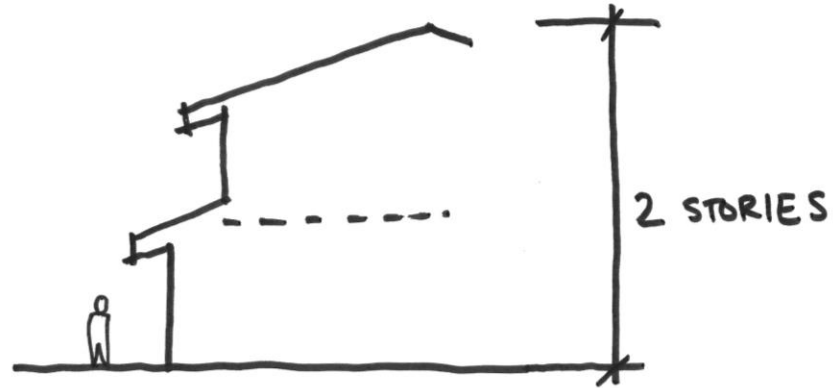
1 du/ac (gross density)



Agricultural Buffers



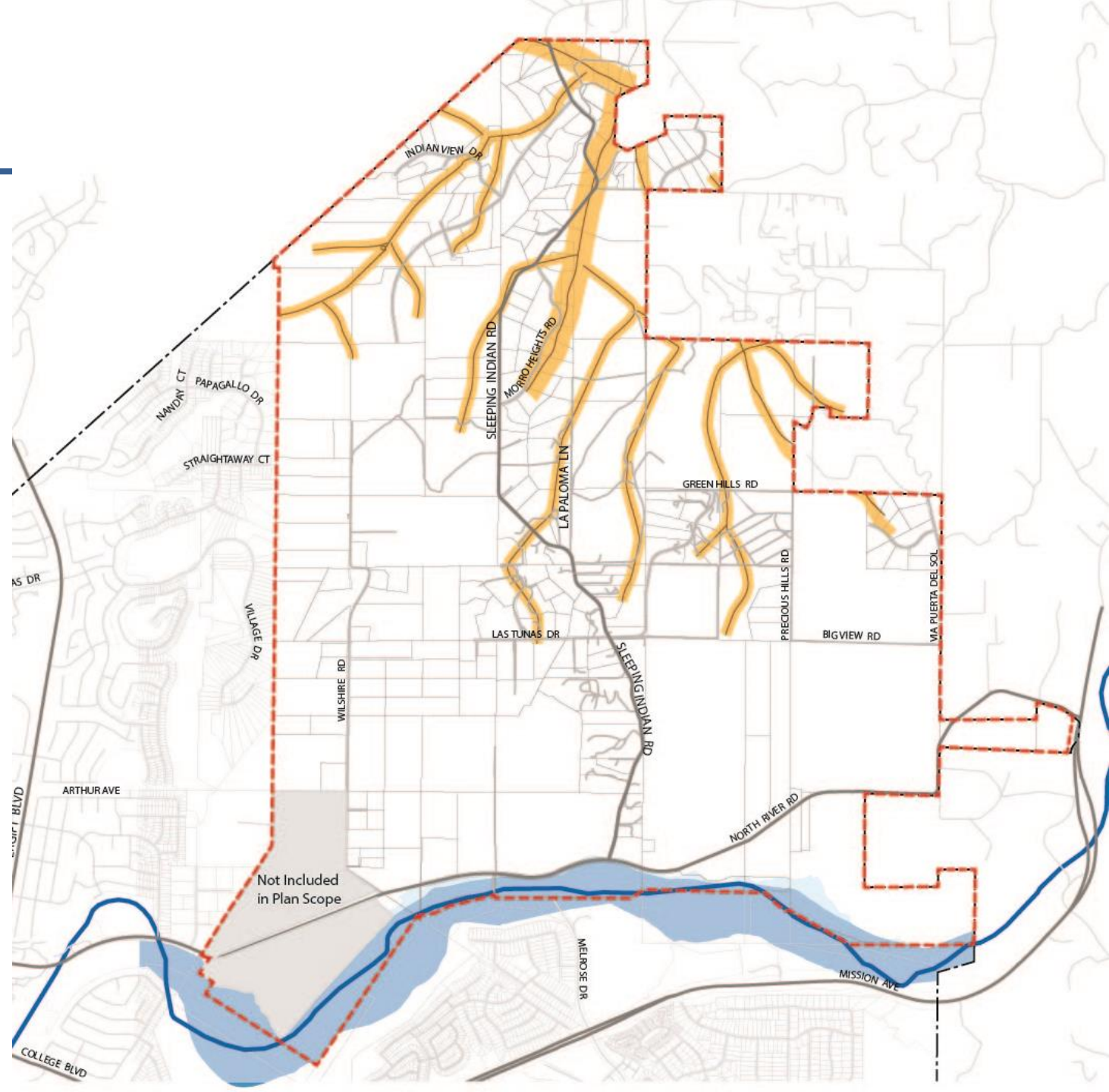
Building Heights



Residential Density



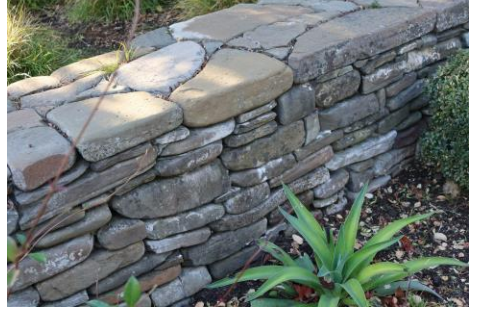
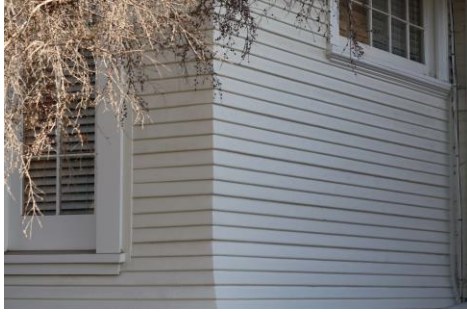
Preserved Ridgelines



Public Realm Character



Private Development Character



3. Promote Agritourism

Key Strategies

- Allow development of Tier 2 agritourism uses:
 - *Tier 2 uses are limited to 5% of total site area*
 - *Must place agricultural easements on at least 75% of site area*
- Build a loop hiking trail with connection to San Luis Rey River Trail



Agritourism Uses

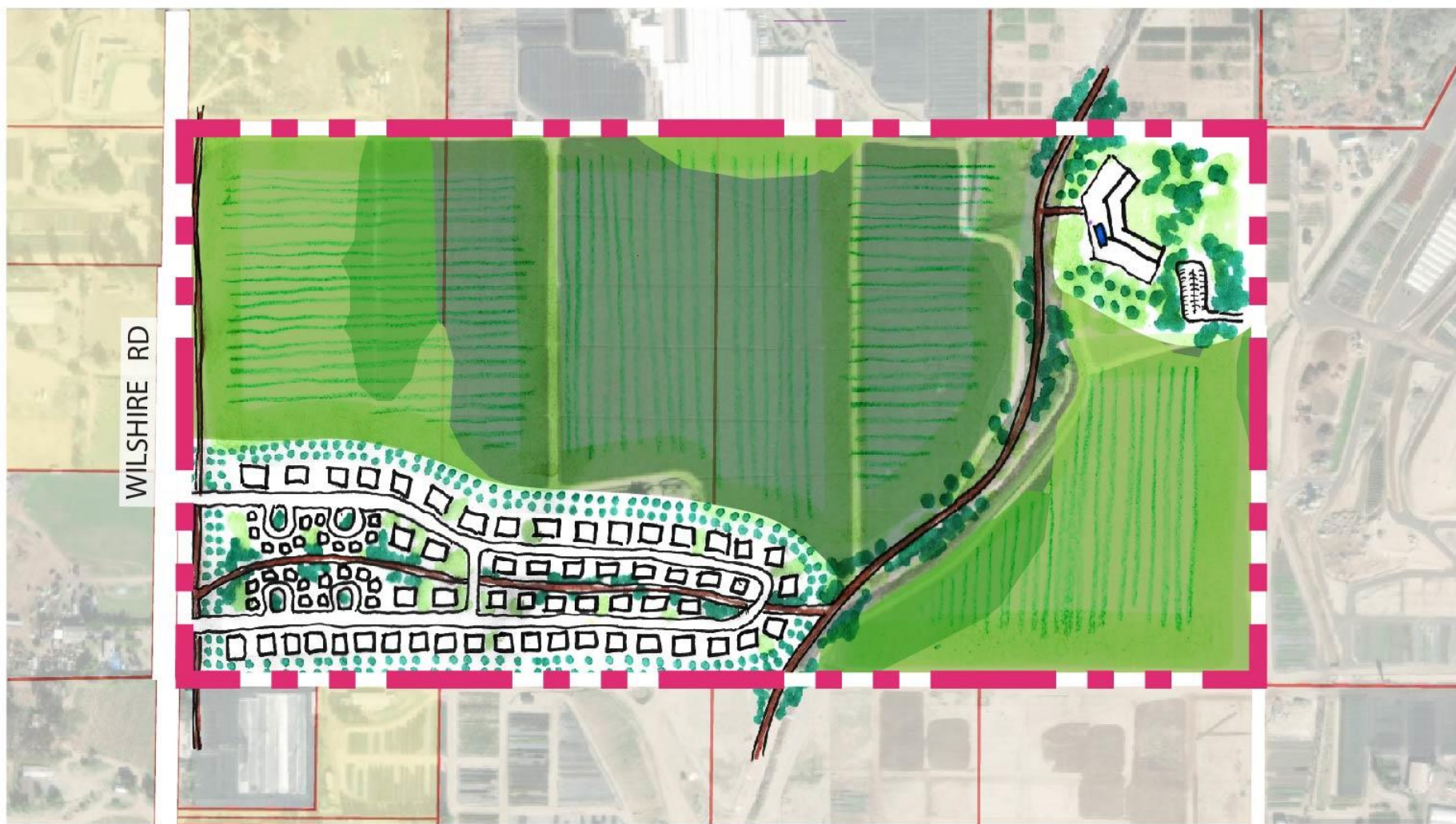
Tier 1 Use Examples:

- Farmstands
- Tasting rooms
- Bed and Breakfasts
- U-Pick crops
- Farm-to-Table Restaurants

Tier 2 Use Examples:

- Larger winery with boutique hotel
- Day spas
- Amphitheater
- Larger farm retail operations





CLUSTERED DEVELOPMENT: POTENTIAL CLUSTER LAYOUT

80 Housing Units

Tier 2 Use

75% Site Preserved for Agriculture

4 du/ac (net density)

1 du/ac (gross density)

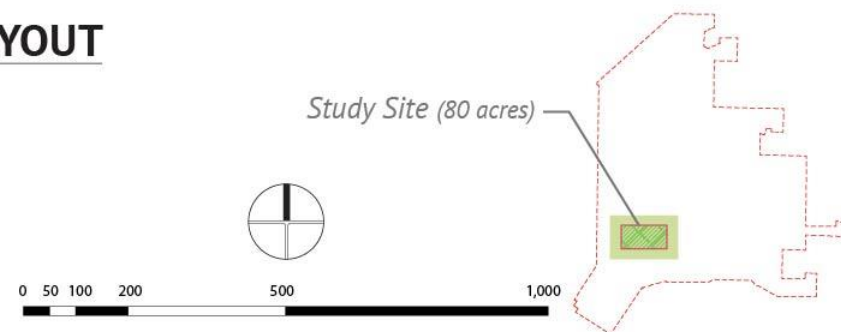
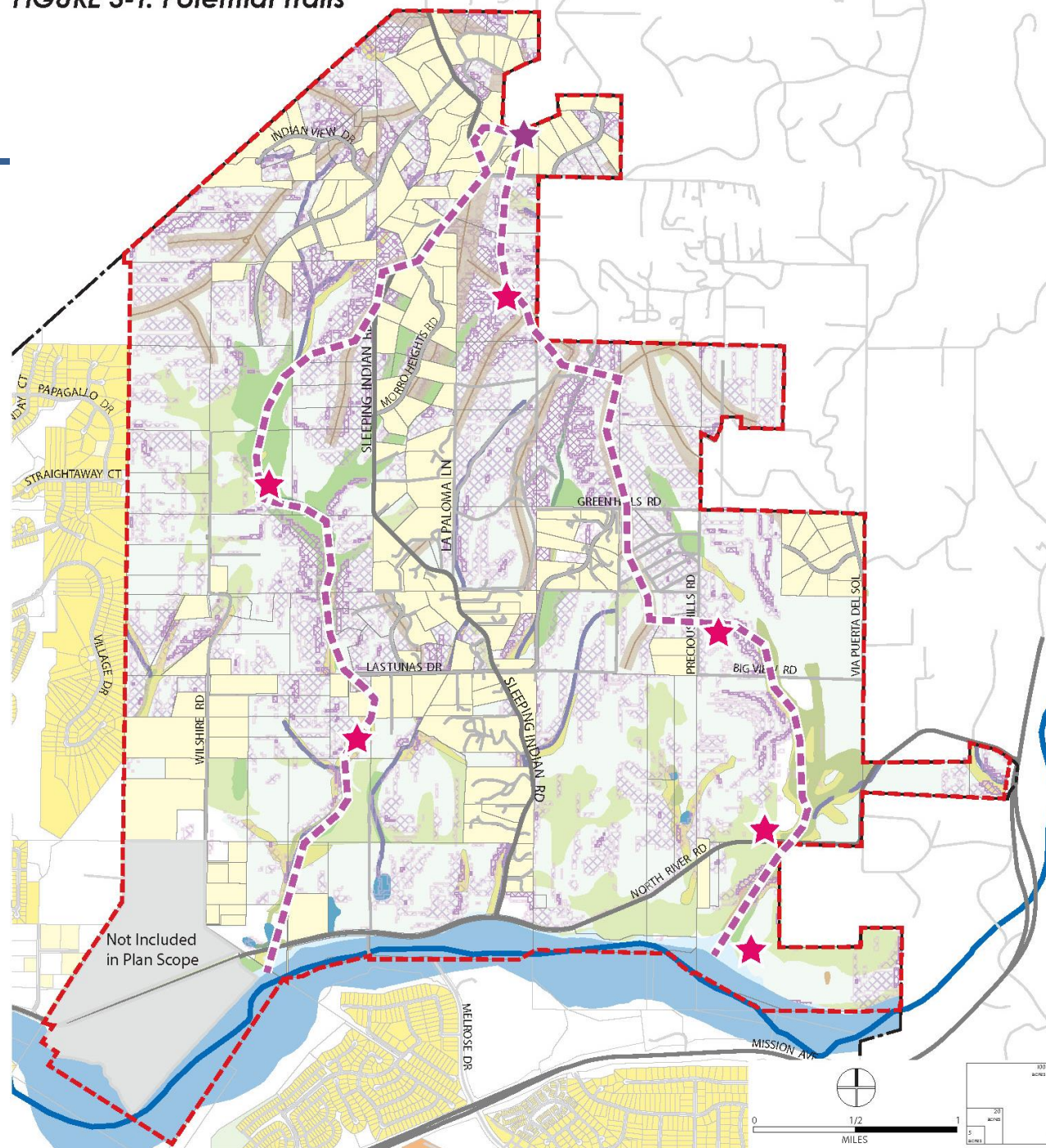









FIGURE 3-1: Potential Trails






Vegetation Communities

-  Riparian Habitats (Southern Arroyo-Willow Riparian Forest, Southern Cottonwood-Willow Riparian Forest, Southern Riparian Scrub, Southern Sycamore-Alder Riparian Woodland, Southern Willow Scrub)
-  Freshwater Marsh
-  Waters (Non-vegetated channel, Floodway, Lakeshore Fringe, Open Water)




Wetlands

-  Freshwater Emergent Wetlands
-  Freshwater Forested/Shrub Wetland
-  Freshwater Pond
-  Riverine

Farmland

-  Prime farmland
-  Farmland of Statewide Importance
-  Other (Unique and local importance)

Flood Ways/Hazards




-  1% Annual Change Flood Hazard
-  Floodway
-  River/creek

Residential

-  Rural Residential
-  Single Family

-  Potential Trails
-  Existing Agri-tourism
-  Potential Sites for Intensive Tier 2 Agri-tourism

Slope/Ridgelines

-  30% or greater slope
-  15% to 30% slope
-  Ridgeline Protection Area



4. Ensure Efficient Infrastructure

Key Strategies

- Identify opportunities to cluster development close to planned sewer lines to reduce costs
- Expand purple-pipe reclaimed water infrastructure
- Require and promote rainwater collection and stormwater management

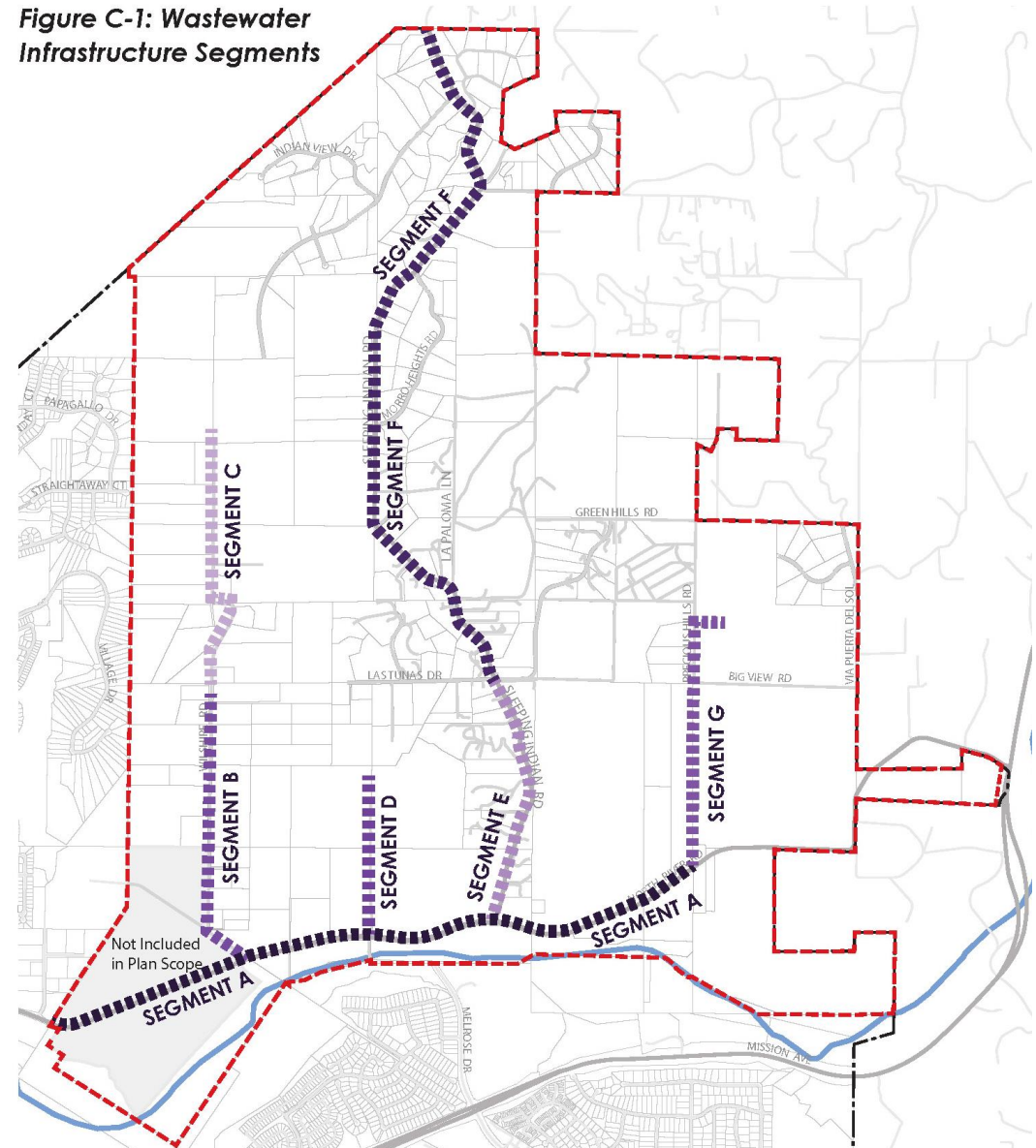


Wastewater Infrastructure Costs

- Approximately 44,300 linear feet (8.4 miles) of new sewer lines
 - \$11.5 M +
- Pump Station (Northern Wilshire Road)
 - \$1.3 M
- Downstream Improvements
 - \$5.4 M
- **Total Project Cost = \$18.2 M**

This figure is an estimate based on 2022 dollars and available information – final cost may vary.

Figure C-1: Wastewater Infrastructure Segments



5. Increase Safety and Access

Key Strategies

- Build separated pedestrian paths and trails, connected to adjacent neighborhoods and trails
- Maintain rural road characteristics
- Work with NCTD to expand transit service to SMH
- Consider new access route over San Luis Rey River for emergency egress



Improved Safety and Access

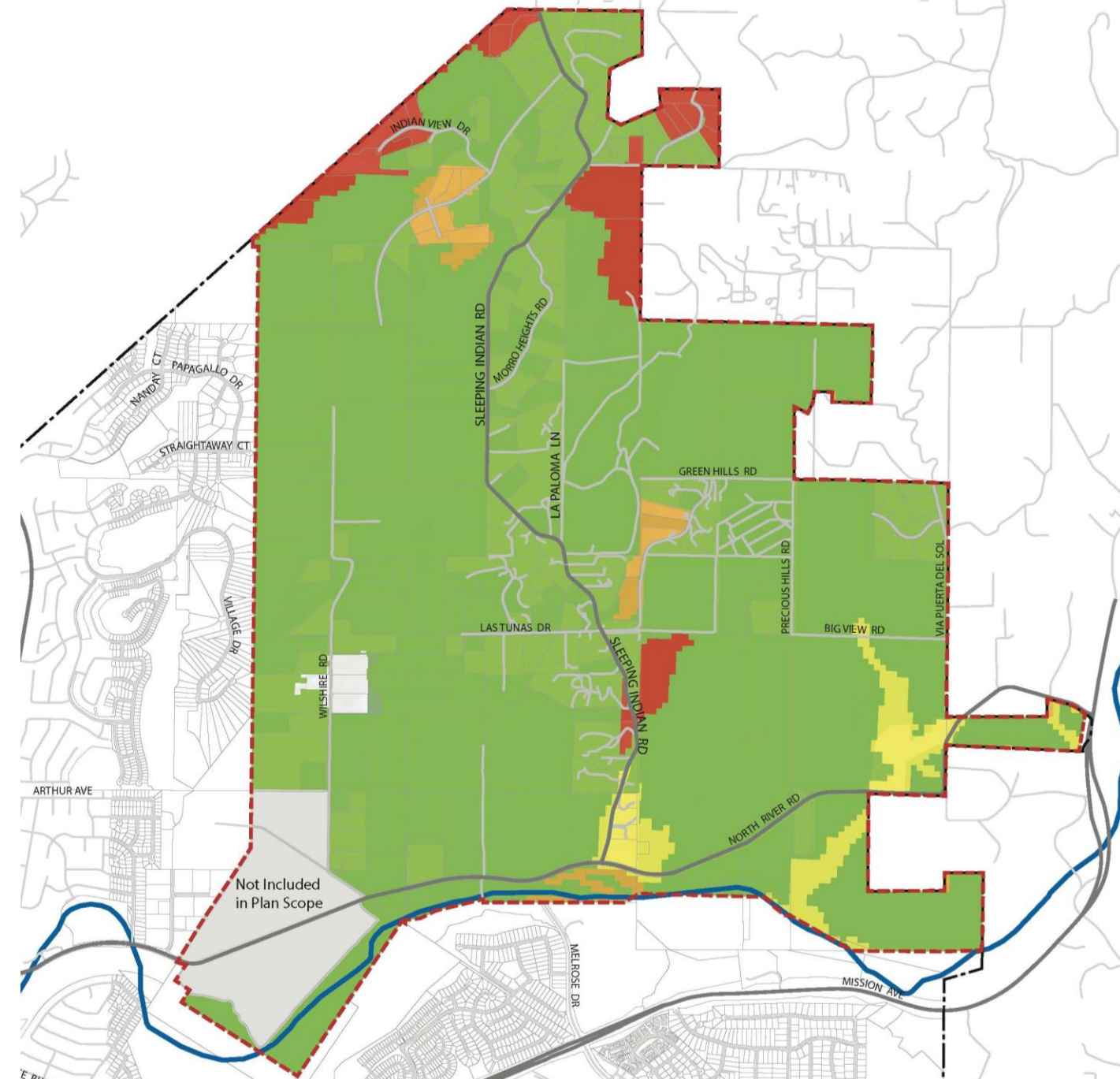


Figure 5-1: Fire Hazard Severity Zones

Fire Hazard Severity Zones

- Non-Wildland/Non-Urban
- Moderate
- High
- Very High

- South Morro Hills Community Planning Area
- Oceanside City Limits
- River/Creek



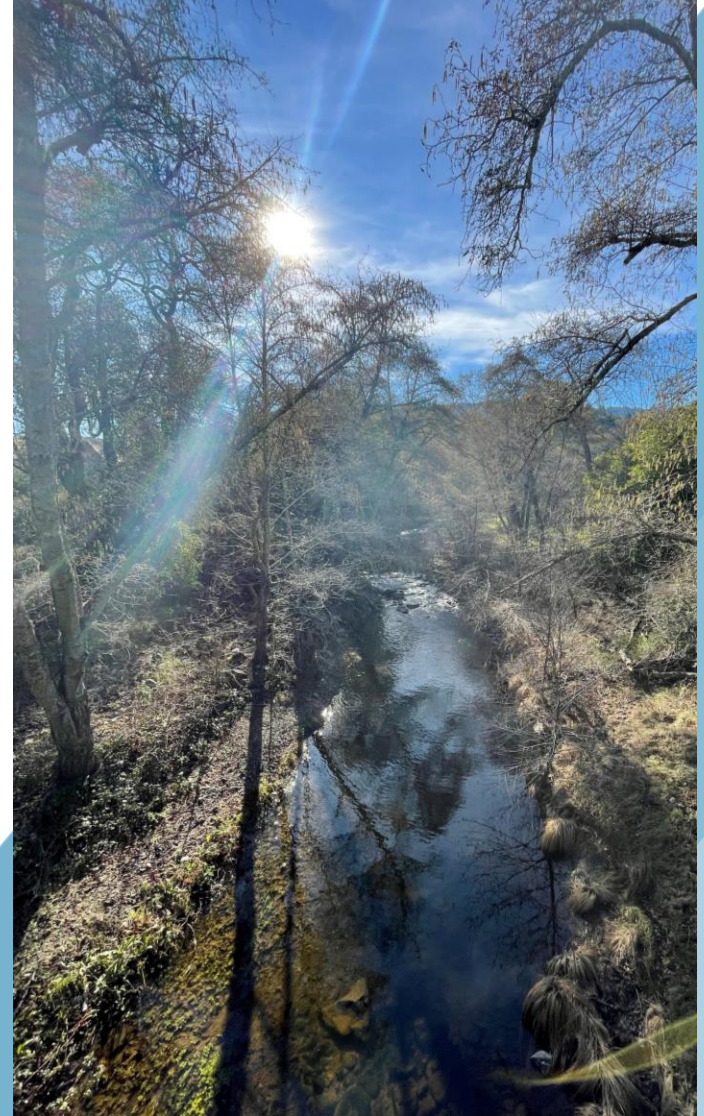
6. Prioritize Natural and Cultural Resource Conservation

Key Strategies

- Protect creeks, wetlands, and local endangered and threatened species
- Limit impervious surfaces, including for patios and parking areas
- Preserve landforms by requiring separate graded pads for each new structure
- Establish "dark skies" protections
- Conserve Native American cultural resources



Riparian Corridors and Wildlife



SMALL GROUP DISCUSSIONS

Discussion Prompts

- 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?

REPORT BACK

WRAP UP / NEXT STEPS

Next Steps

- Preparation of the Draft South Morro Hills Community Plan
- Alignment with General Plan Update
 - Planning Commission Workshop on Project Alternatives: March 28
 - City Council Workshop on Project Alternatives: April 6
- Environmental Impact Report



THANK YOU

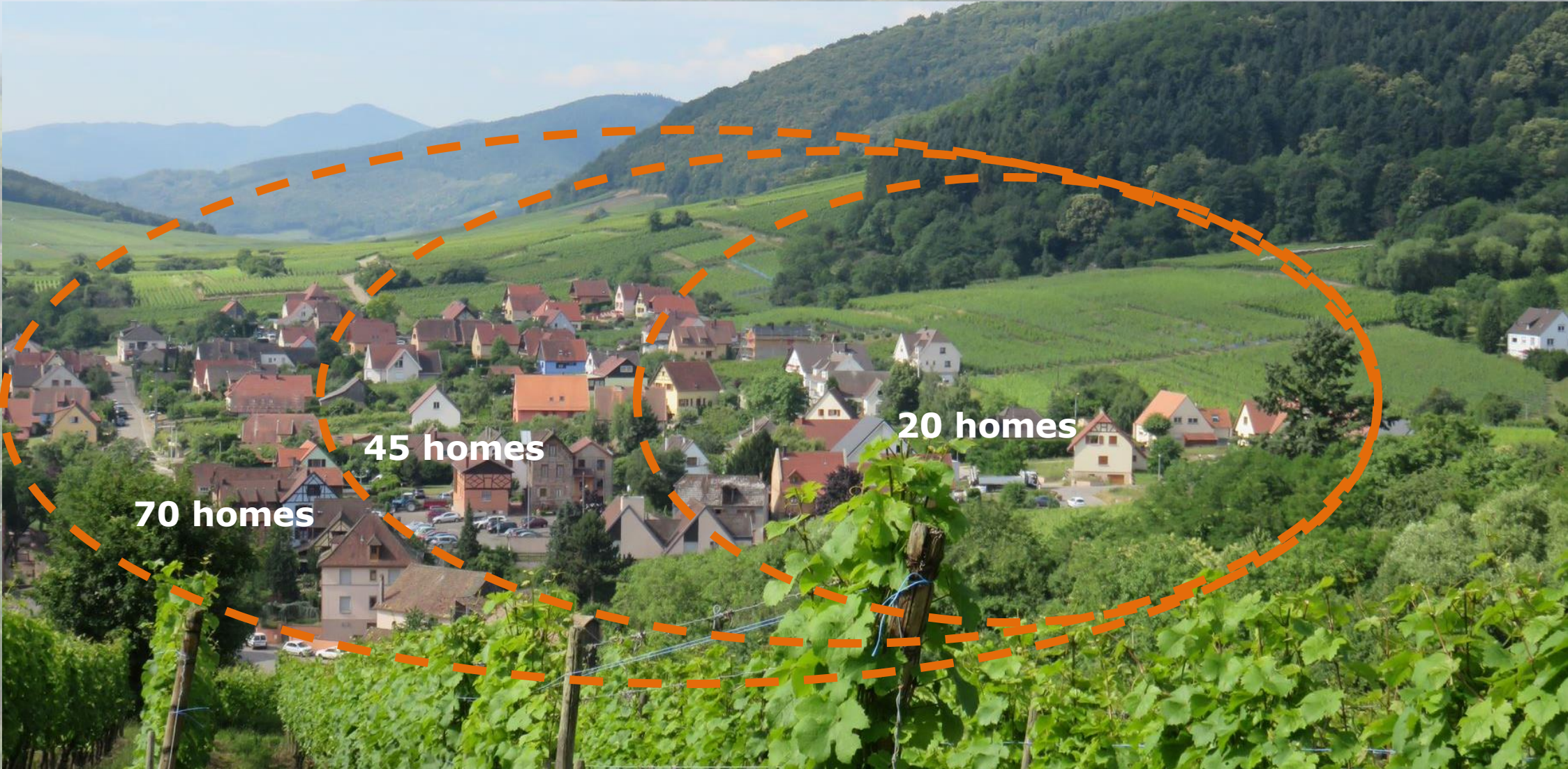
Please contact Robert Dmohowski with
any additional questions or comments:

RDmohowski@oceansideca.org



RESERVE SLIDES

Cluster Sizes



70 homes

45 homes

20 homes

FIGURE A-1: South Morro Hills Planning Area with Existing Land Uses

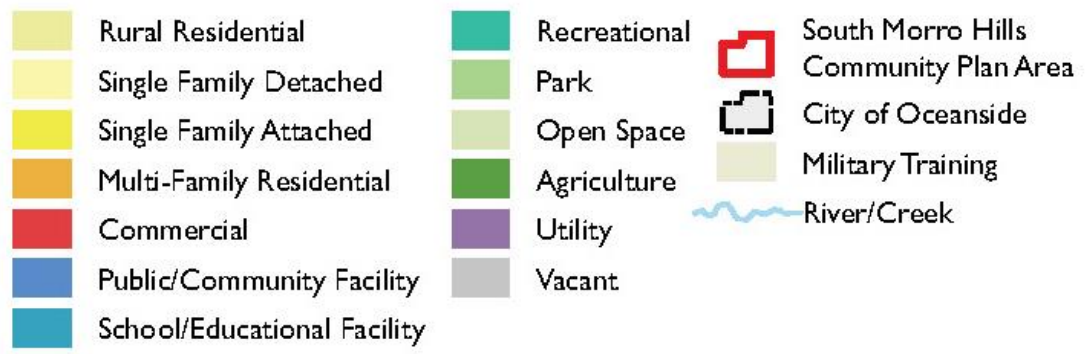
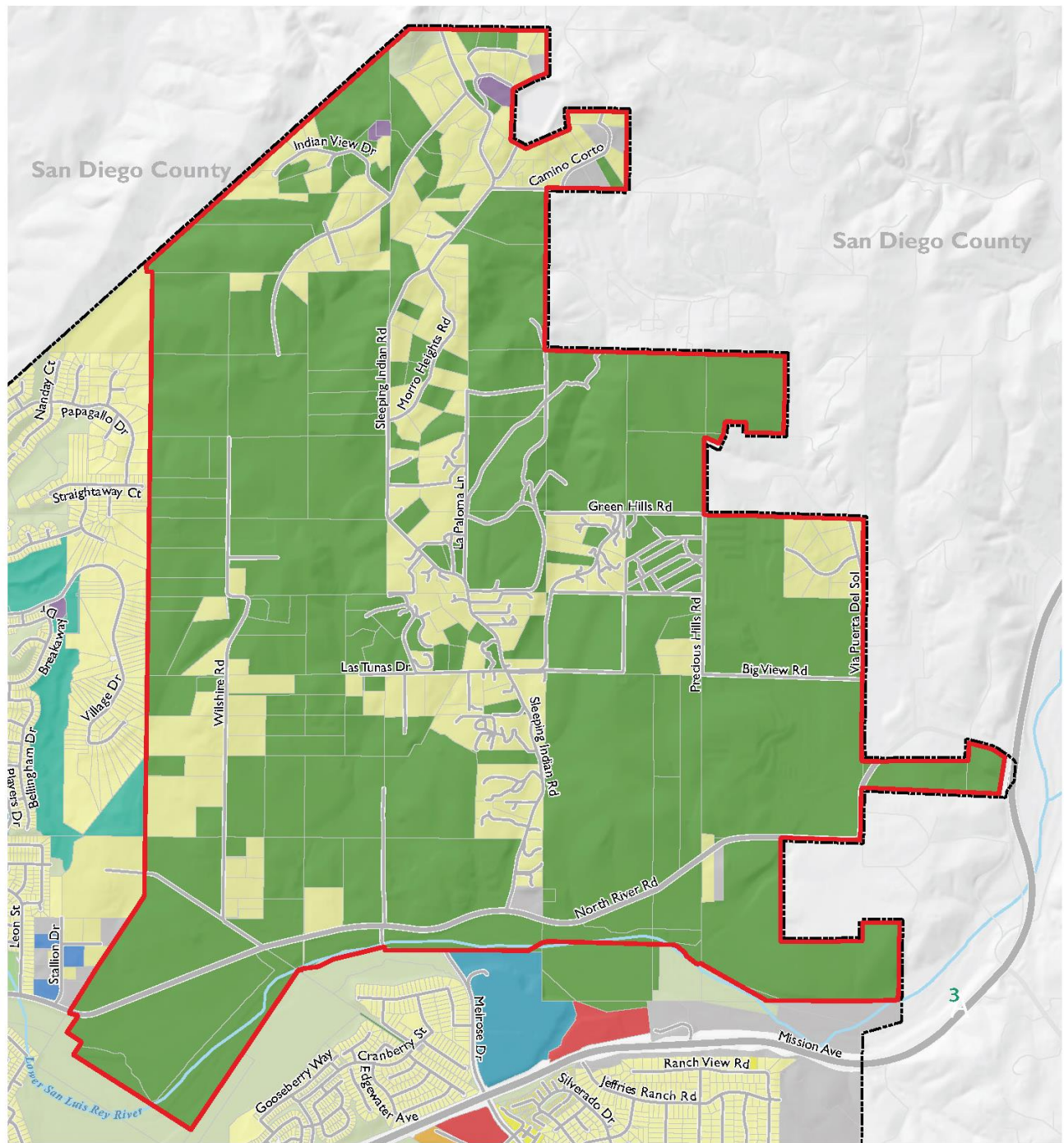
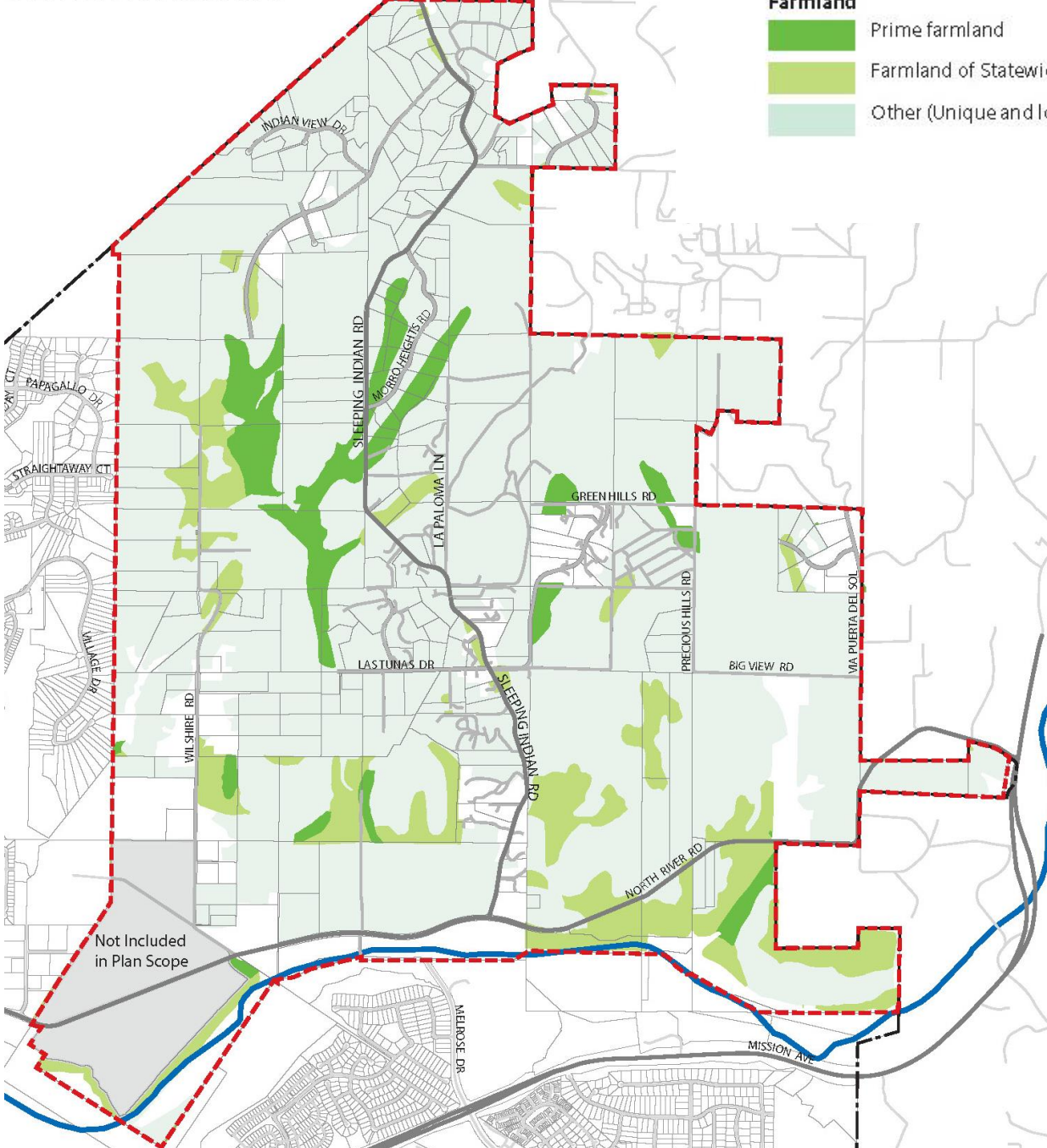


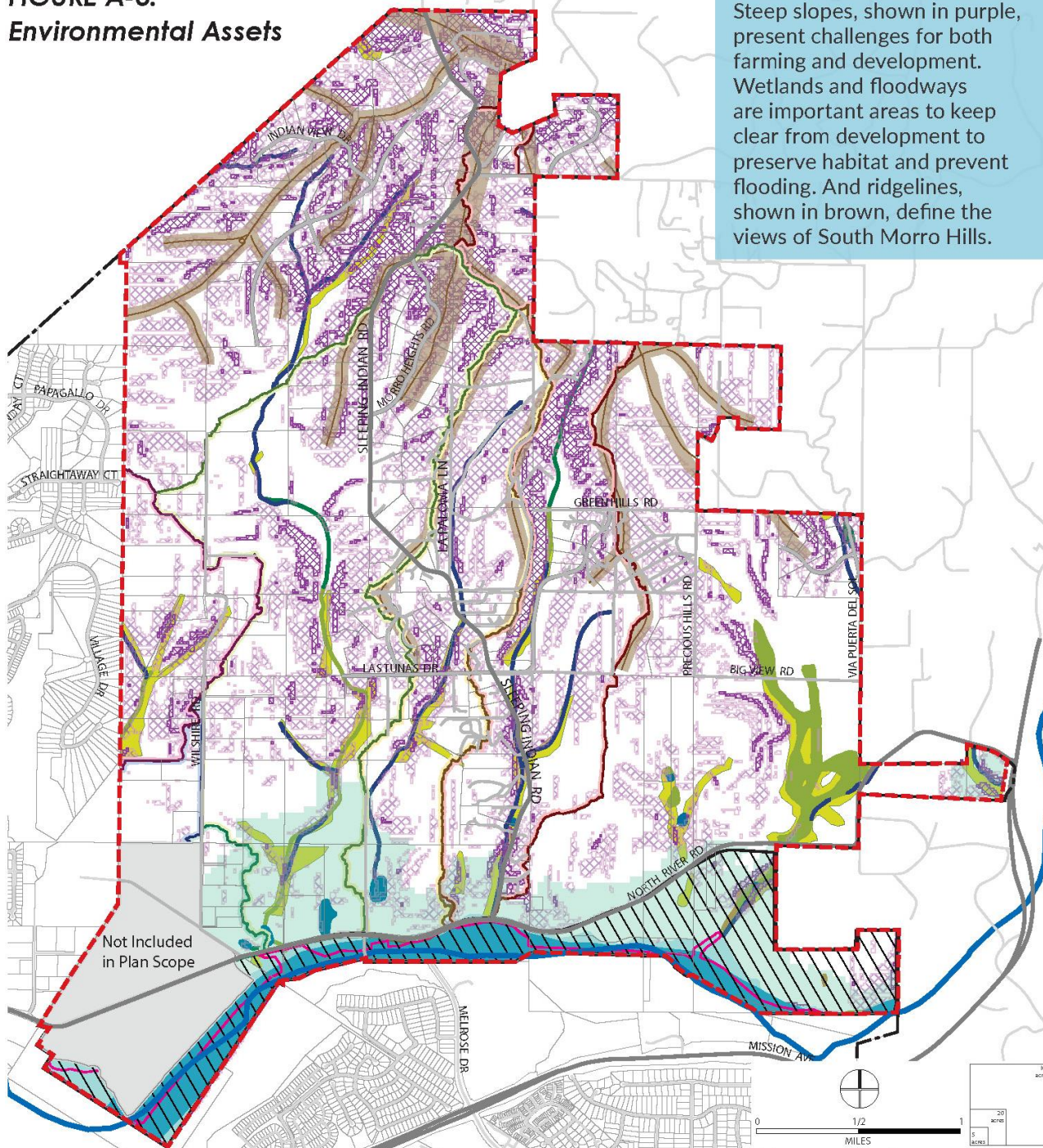
FIGURE A-2: Farmland






- Farmland**
- Prime farmland
 - Farmland of Statewide Importance
 - Other (Unique and local importance)

- South Morro Hills Community Planning Area
- Oceanside City Limits
- River/Creek




**FIGURE A-3:
Environmental Assets**






Vegetation Communities

-  Riparian Habitats (Southern Arroyo-Willow Riparian Forest, Southern Cottonwood-Willow Riparian Forest, Southern Riparian Scrub, Southern Sycamore-Alder Riparian Woodland, Southern Willow Scrub)
-  Freshwater Marsh
-  Waters (Non-vegetated channel, Floodway, Lakeshore Fringe, Open Water)





Slope/Ridgelines

-  30% or greater slope
-  15% to 30% slope
-  Ridgeline Protection Area







Flood Ways/Hazards

-  1% Annual Change Flood Hazard
-  Floodway
-  River/creek



Wetlands

-  Freshwater Emergent Wetlands
-  Freshwater Forested/Shrub Wetland
-  Freshwater Pond
-  Riverine

Watersheds

-  2
-  3
-  4
-  5
-  6
-  7

Critical Habitat

-  Least Bells Vireo
-  Arroyo Toad
-  Willow Flycatcher



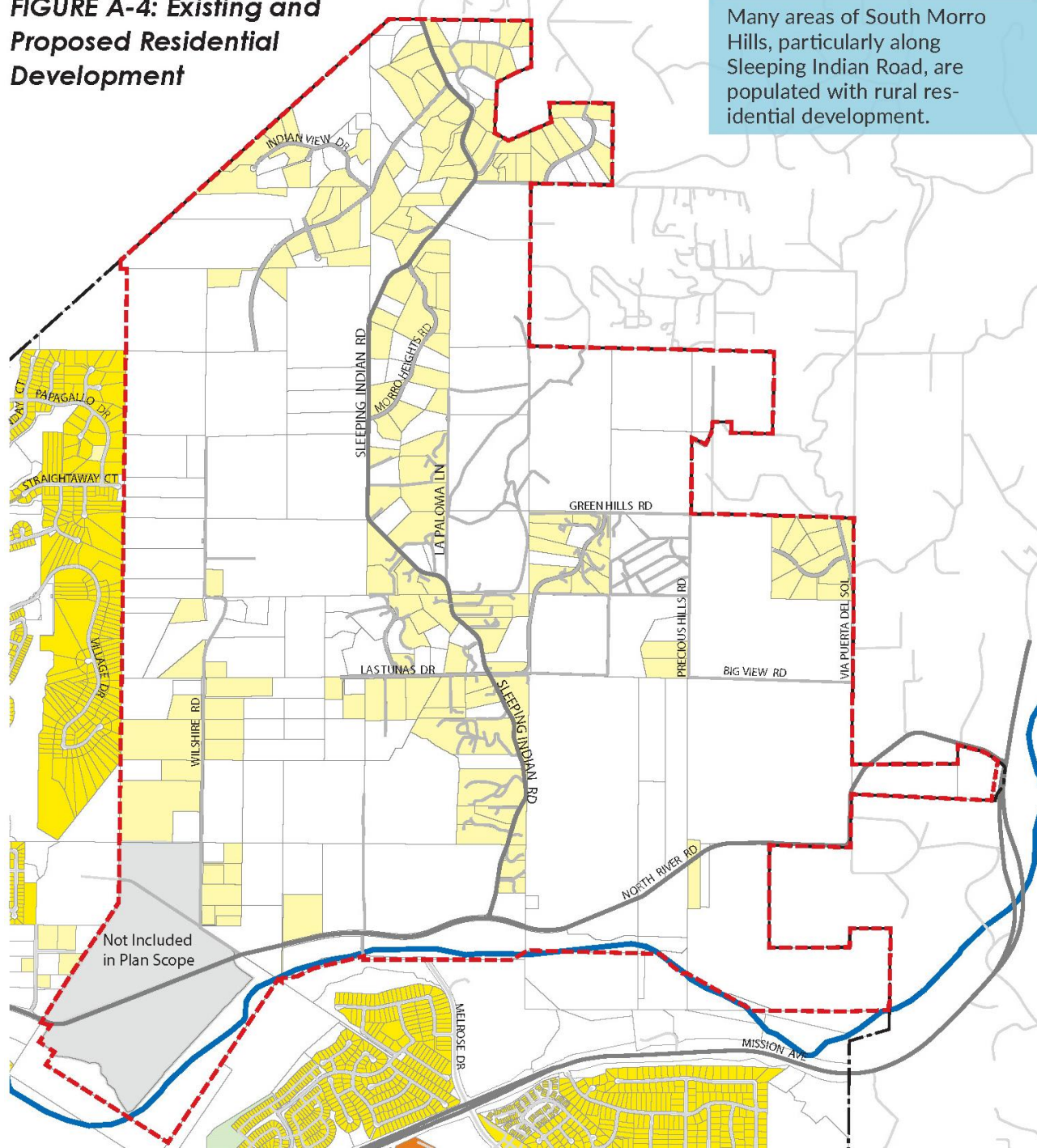
-  South Morro Hills Community Planning Area
-  Oceanside City Limits

FIGURE A-4: Existing and Proposed Residential Development



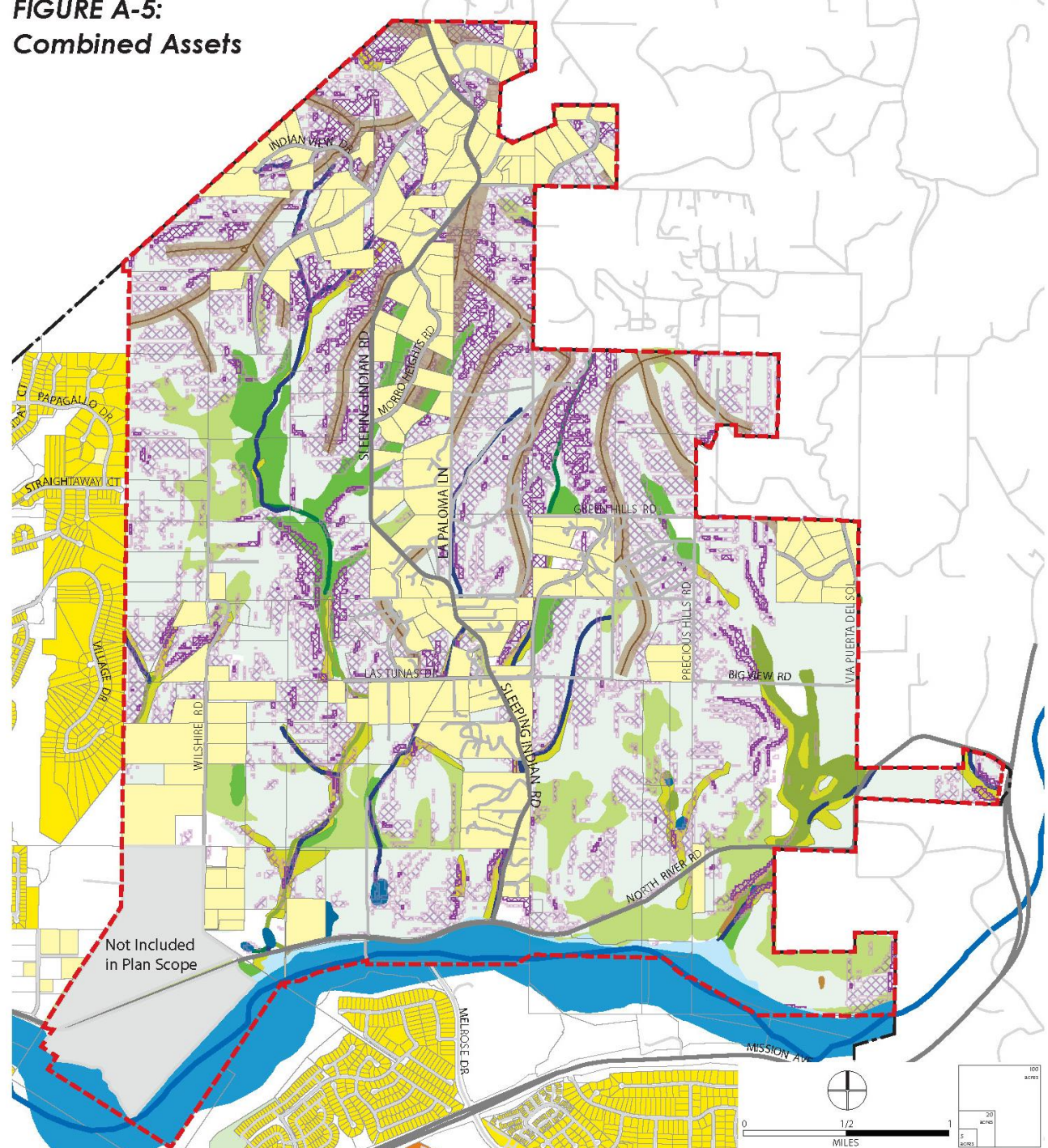
Many areas of South Morro Hills, particularly along Sleeping Indian Road, are populated with rural residential development.

Residential

-  Rural Residential
-  Single Family

-  South Morro Hills Community Planning Area
-  Oceanside City Limits
-  River/Creek

FIGURE A-5:
Combined Assets



Vegetation Communities

- Riparian Habitats (Southern Arroyo-Willow Riparian Forest, Southern Cottonwood-Willow Riparian Forest, Southern Riparian Scrub, Southern Sycamore-Alder Riparian Woodland, Southern Willow Scrub)
- Freshwater Marsh
- Waters (Non-vegetated channel, Floodway, Lakeshore Fringe, Open Water)

Farmland

- Prime farmland
- Farmland of Statewide Importance
- Other (Unique and local importance)

Wetlands

- Freshwater Emergent Wetlands
- Freshwater Forested/Shrub Wetland
- Freshwater Pond
- Riverine

Flood Ways/Hazards

- 1% Annual Change Flood Hazard
- Floodway
- River/creek

Slope/Ridgelines

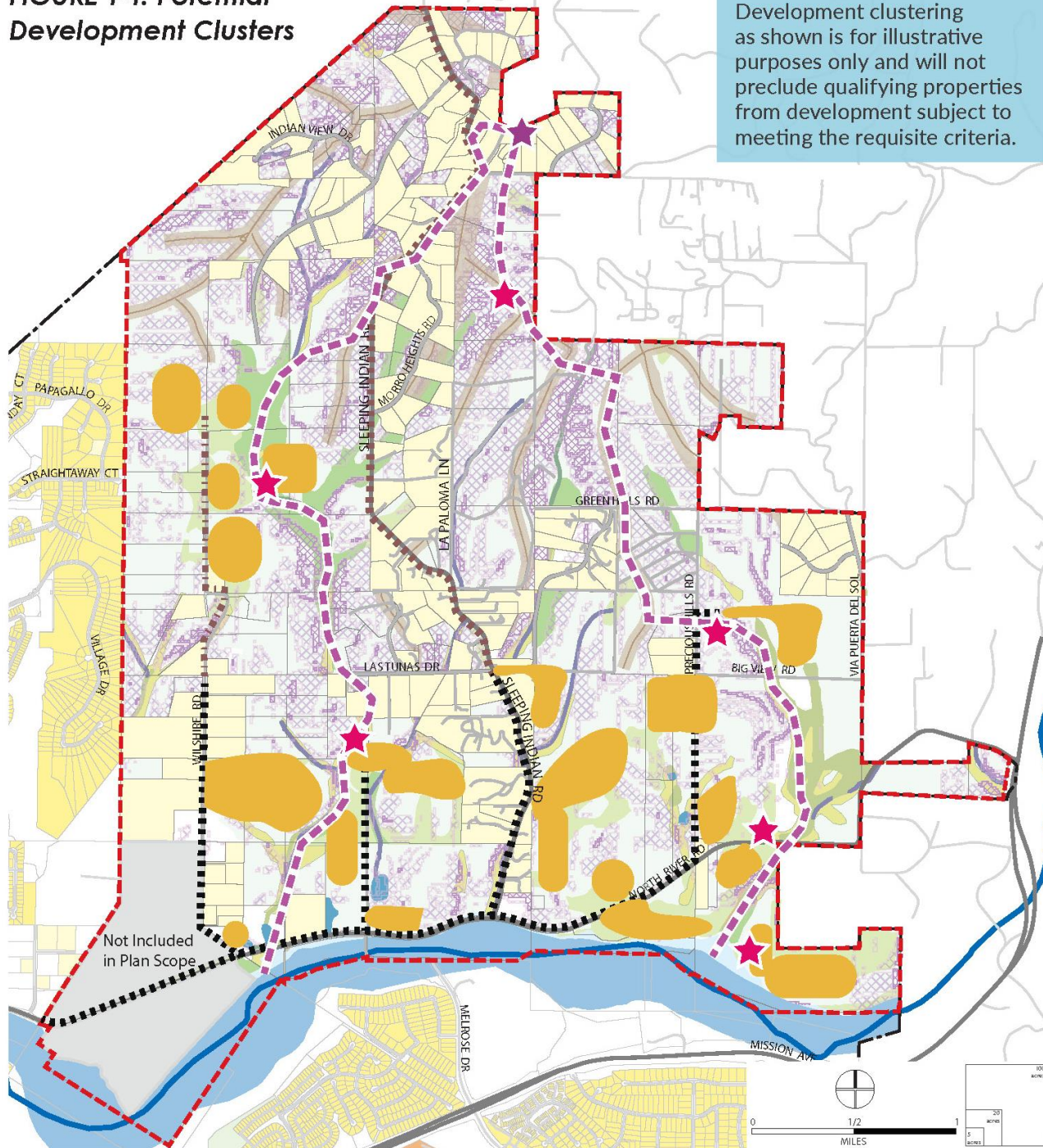
- 30% or greater slope
- 15% to 30% slope
- Ridgeline Protection Area

Residential

- Rural Residential
- Single Family

FIGURE 1-1: Potential Development Clusters

Development clustering as shown is for illustrative purposes only and will not preclude qualifying properties from development subject to meeting the requisite criteria.



Vegetation Communities

- Riparian Habitats (Southern Arroyo-Willow Riparian Forest, Southern Cottonwood-Willow Riparian Forest, Southern Riparian Scrub, Southern Sycamore-Alder Riparian Woodland, Southern Willow Scrub)
- Freshwater Marsh
- Waters (Non-vegetated channel, Floodway, Lakeshore Fringe, Open Water)

Farmland

- Prime farmland
- Farmland of Statewide Importance
- Other (Unique and local importance)

Infrastructure

- Sewer Extension
- Potential Sewer Extension (to serve existing residential uses)
- Potential Sewer Extension (requiring additional capital investment)

Slope/Ridgelines

- 30% or greater slope
- 15% to 30% slope
- Ridgeline Protection Area

Wetlands

- Freshwater Emergent Wetlands
- Freshwater Forested/Shrub Wetland
- Freshwater Pond
- Riverine

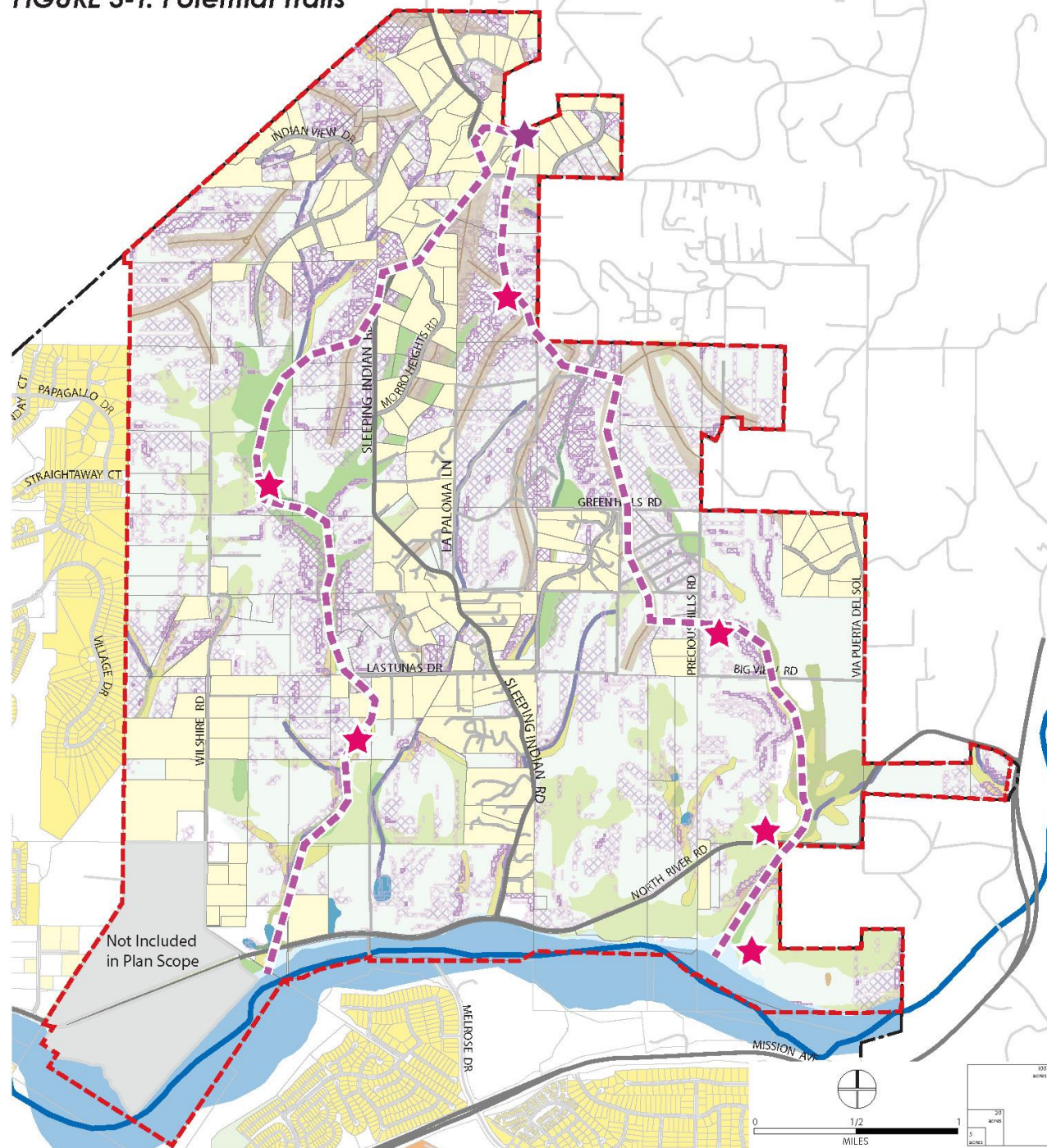
Flood Ways/Hazards

- 1% Annual Change Flood Hazard
- Floodway
- River/creek




Residential

- Rural Residential
- Single Family
- Potential Residential Cluster
- Potential Trails
- Existing Agritourism
- Potential Sites for Intensive Tier 2 Agritourism




FIGURE 3-1: Potential Trails





Vegetation Communities

-  Riparian Habitats (Southern Arroyo-Willow Riparian Forest, Southern Cottonwood-Willow Riparian Forest, Southern Riparian Scrub, Southern Sycamore-Alder Riparian Woodland, Southern Willow Scrub)
-  Freshwater Marsh
-  Waters (Non-vegetated channel, Floodway, Lakeshore Fringe, Open Water)




Farmland

-  Prime farmland
-  Farmland of Statewide Importance
-  Other (Unique and local importance)





Residential

-  Rural Residential
-  Single Family




Slope/Ridgelines

-  30% or greater slope
-  15% to 30% slope
-  Ridgeline Protection Area

Wetlands


-  Freshwater Emergent Wetlands
-  Freshwater Forested/Shrub Wetland
-  Freshwater Pond
-  Riverine

Flood Ways/Hazards

-  1% Annual Change Flood Hazard
-  Floodway
-  River/creek

 Potential Trails

 Existing Agri-tourism

 Potential Sites for Intensive Tier 2 Agri-tourism

Not Included in Plan Scope

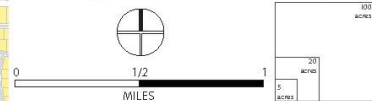
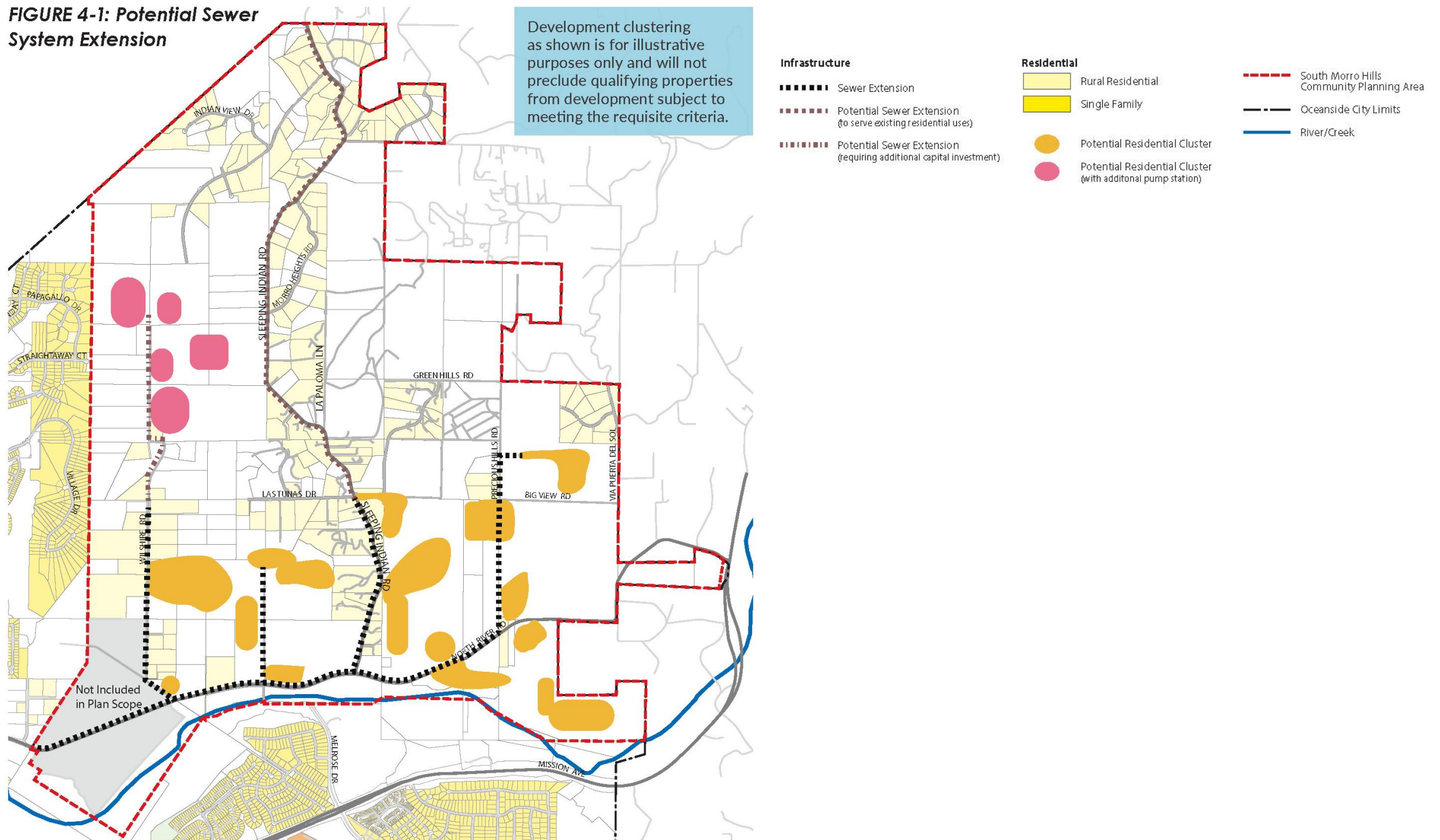


FIGURE 4-1: Potential Sewer System Extension



Citywide Survey Reports

Figure 2-3: How high a priority do you think each of the following should be for the City of Oceanside? – All Respondents

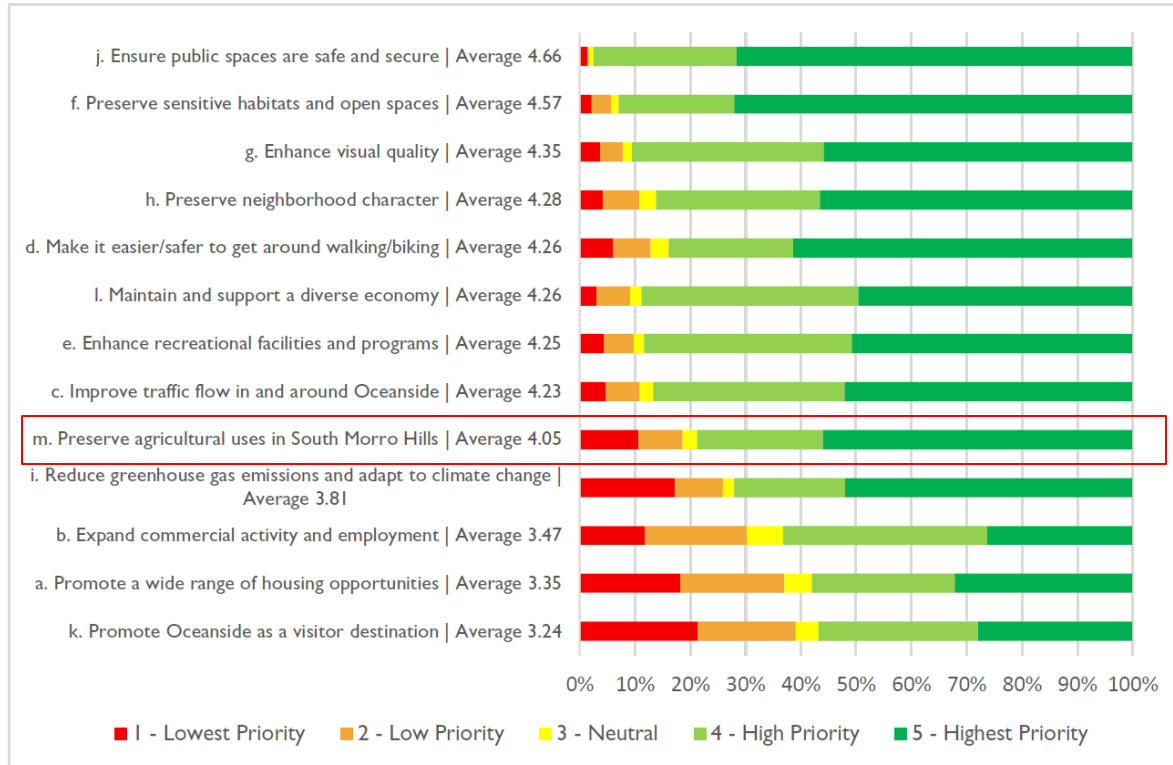


Figure 2-18: How high a priority do you think each of the following conservation actions should be for the City of Oceanside?

