



Friends of El Corazon

A Park in the Heart of Oceanside

El Corazon is....

...465 acres located in the heart of Oceanside
...an opportunity for all of us to create our own park with something for everyone

The Mission of the Friends of El Corazon

is to support the implementation of the El Corazon Specific Plan as stewards of the Park

Our goals are to ensure that:

- ♥ All development in the Park is consistent with the community's vision
- ♥ The Park will be designed and operated for the benefit of the residents of Oceanside
- ♥ Community resources are available to support the development and operation of the park
- ♥ Outreach and education programs will be provided to engage the community

The Vision for El Corazon is to create a 465 acre park in the center of Oceanside with a rural look and feel to the trails, roads and amenities so that the park provides an escape from city life.

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Let the Games Begin!



On November 8th the Soccer Club of Oceanside will have the honor of being the first group to play on the new fields at El Corazon.

Because of the newness of the fields play is going to be restricted to weekends

until January. This is to permit the turf to get fully established.

The first scheduled tournament is the Synapse Surf Storm Showcase on November 15 and 16. This is a Co-ed Championship Lacrosse Tournament. Synapse is a Maryland based organization that has a national following. They wrote in their promotion for the tournament - "The brand new SoCal Sports Complex is a 54-acre facility located off the I-5 freeway in Oceanside CA, right smack dab in between San Diego and LA. The venue boasts 20 contiguous playing fields with ample onsite parking-Yowza!!" We LOVE their enthusiasm!

The next tournament will be the Surf Soccer Club's Thanksgiving tournament which will be a major three day event over the final weekend in November. The first weekend in December will feature a two day, 10 field Lacrosse tournament.

Plans are underway to host the So Cal High School Soccer Classic tournament which features the top high school teams from the western United States over four days between Christmas and New Year's Day.

After years of work by many dedicated people we are finally seeing the results. Try to come out and watch some of these events that celebrate the start of a new tradition!

What is Planned for Hotels on El Corazon ? Why Should We Care?

Hotels have been an integral part of the plan for El Corazon for many years - from Doug Manchester's ill-conceived plan to convert public land to a private resort and golf course covering the entire site, to the current El Corazon Specific Plan. The adopted Plan includes two hotels.

Hotel Site 1, 6 acres in size, is located close to the northeast corner. This 150-room hotel is planned as a destination resort, with commanding views that start with the park and extend all the way to the coast. Tucked away in a quiet corner it will provide high-end guest services typical of many other coastal resort destination hotels.

Hotel Site 2, 5 acres in size, is located on what is now a privately owned parcel of land immediately on the north side of the primary access road into the park from Rancho del Oro. It is defined as a 150-room, regional hotel. It is intended to serve more typical business, family, and recreational users. This would be a hotel for the soccer families coming to the park or business travelers who want to be centrally located.

Both hotels are a key part of the revenue plan for El Corazon. It was assumed that revenue generated from the commercial uses on the site, including these two hotels, would be used to help pay for the construction, maintenance and operation of the public amenities on the site. The revenue from the commercial development would not be enough to build many of the public facilities, but it would

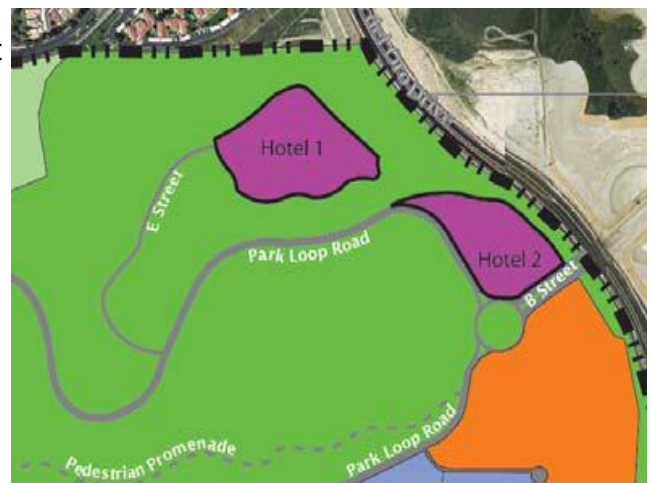
help. Furthermore the ongoing revenue would fully cover operation and maintenance of the entire park. Taxpayers would have the benefit of a large park in the heart of the city, but they would not have to subsidize its operation.

The 2005 market analysis evaluated these two 150-room hotels. It projected that in the short term there was only enough demand for one hotel. But eventually demand would increase and both would be justified and would contribute to the financing plan for the entire park. That financing plan included payment for use of the publicly owned land on El Corazon (through lease, or as a last resort purchase). Both hotels would generate property taxes, sales taxes, and the highly desirable Transit Occupancy Taxes (TOT). TOT are of particular importance as the city has some flexibility in setting those rates, and all of the funds stay right here in our city. All of this revenue was assumed to stay on El Corazon and be used to implement the Plan.

Now here we are in 2014. Recently one 400-room resort hotel was proposed as part of a larger project in about the location of Hotel Site 1. The entire project would have commercialized all of our remaining parkland. The hotel alone would have required up to 18 acres of land. The market analysis was sprinkled throughout with

recommendations for unspecified "public subsidies." After eight months of exclusive negotiations our City Council decided not to extend the time period for this project and it in effect is dead. (Thank you Mayor and Council!)

What should happen now? We hope a viable hotel developer comes forward, the sooner the better. How many rooms and what type of hotel will be determined by the market. We want to see a hotel designed to comply with the intent of the Plan including a footprint limited to a maximum of 11 acres. We aren't economic experts but we think the best way to determine if a hotel is viable is to solicit proposals and see what kind of a response we get. Hotels are a key part of the financing plan for El Corazon. A hotel would help bring people to the site and make the rest of the El Corazon more viable. A hotel would be another step in the right direction of building El Corazon, a park in the heart of Oceanside. Let's not let any of the revenue from all of the visitors coming for soccer tournaments go to other North County cities!



What's Happening on El Corazon ?

Stirling Property

Stirling Properties/Shopoff is still proceeding with their plan to build 80 stand-alone condos on the parcel just south of the entrance road to the park. This project is not consistent with the Specific Plan and would require a major amendment. Our opinion is that Stirling needs to go back to the drawing board and come up with a project that fits with the Plan.

Swim Hall of Fame/Water Park /Hotel

Whew! This massive proposal was defeated after citizens including Friends of El Corazon and the Oceanside Swim Club pointed out that we would have lost all our parkland on El Corazon and converted it to a commercial operation. Fortunately, after eight months of exclusive negotiations our Mayor and City Council pulled the plug on this project. This opens the door for a viable hotel project to come forward and for our City to get serious about planning for a new public swim center which they are doing. For more good news, read below.

A Pool on El Corazon

On October 1st, the Oceanside City Council, with encouragement from the Oceanside swimming community and the Friends of El Corazon, voted unanimously to build a swimming complex on El Corazon. The complex that is under consideration includes a 52 meter by 25 yard pool, a 25 meter by 25 yard pool and a splash pad for small children. The estimated cost is about \$12 million. The actual location of the complex on El Corazon has to be determined but it will probably be somewhere near the present Senior Center.

There are many steps that have to be taken and issues that have to be resolved. The Friends of El Corazon will be carefully monitoring the progress of the complex plans to insure that this facility meets the needs of the residents of Oceanside.



Special Thanks to S&R Towing
for providing the truck and driver!

Oceanside's Independence Day parade was the first one for Friends of El Corazon. Volunteers had a great time turning the empty truck donated by S & R Towing into a full fledged float with soccer kids, bubble blowing, bird watching, trees, flowers and a great preview of our park. Thanks to: Oceanside Soccer Club for marching with us and showing how much the kids of Oceanside are looking forward to our great new park; S and R Towing Company for allowing us use of their flat bed; and to Agri-Services for banners and assistance with float decoration.



Welcome to Our New Members!

Dougall Agan, Rhea Amio, David Broad, Nancy Green, Lynn LePage,
Pat McFarlane, Barbara Mead, Dorine Meade, Crocker Price, Julie Taylor

Thank you! We appreciate your support!



Start Spreading the News!

Do you have a service club, homeowners association, hobby group, or just a bunch of friends and neighbors who would like to learn more about the history of El Corazon and the new developments there?

Please contact Diane at 760-724-3887 and let us know your interest. We can arrange to meet with your group and present an entertaining and informative program.

Help to make a park at El Corazon Join the friends of El Corazon today!

Make a tax deductible donation

Type	Amount
Individual	\$15
Family	\$25
Group	\$50
Other	\$

Name_____

Address_____

City_____State____Zip_____

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I am able to:

__Become a Charter Member

__Help at events

__Make phone calls

__Assist with Mailings

__Other_____

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The Friends of El Corazon

Board Meetings Held on the First Tuesday at 6:00pm

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FELC is a 501(c) 3 non-profit corporation

