



# 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.*  
 .....

### **Oceanside Will Light Up the Sky Over El Corazon**



Once again, the City of Oceanside is hosting the holiday fireworks display at the El Corazon site.

The public is invited to the show on July 3, 2014 from 6:00 pm to 10:00 pm. Rancho del Oro will be closed just north of Oceanside Boulevard at Seagate and just south of Mesa Drive at Ocean Ranch Boulevard. This is the recommended viewing site for the fireworks. Limited parking will be available in the Ocean Ranch Business Park.

Spectators are encouraged to arrive any time after 6:00 pm, park in the nearby lots and walk to the viewing area on Rancho Del Oro. Food trucks will be parked on Rancho Del Oro and will be selling a wide variety of food. Beach chairs are suggested.

From 8:00 – 9:00 pm, the El Camino High School and Oceanside High School bands will unite to play prior to the fireworks show. The fireworks will follow at 9:00 pm.

This event is free and open to the public.



*illustration from the Master Plan about vertical mixed use*

### **Does Housing Belong in a Park?**

Most of us would answer that question emphatically “ NO !” But in the case of El Corazon perhaps there is another answer that makes sense for our community.

The early planning for El Corazon included extensive community outreach. Fliers in water bills, community workshops, and on-line surveys resulted in thousands of comments. The single most controversial issue was housing. Most people told us loud and clear they did not want any housing on the site. But there were others who liked the idea of some housing. The El Corazon Citizen’s Committee considered all of the comments. There was mixed feeling about housing among committee members also. But the initial consensus decision was for no housing at El Corazon.

Then the Oceanside Planning Commission asked the committee to reconsider this decision. They pointed out that this area was designated a Smart Growth site in the regional plan because it was near a light rail station and good employment opportunities. Adding housing at this location could help reduce traffic congestion overall. Housing would help make the commercial uses on the site more viable as there would be more people around to shop locally. More people also improves the security of the site , an important consideration when planning a large park.

The Citizen’s Committee decided to recommend housing as an alternative, but only under very specific conditions that were designed to protect the integrity of the overall plan for the park. These conditions include :

1. No standalone housing- only vertical mixed use with housing on the second floor above commercial. This meant no commercial space would be lost to housing.
2. Housing is only allowed in the two designated commercial areas. That assured a vibrant commercial area and protected the revenue and jobs that will come from commercial uses.
3. A maximum of 300 housing units was allowed. That was enough to provide the benefits of housing but not too many to cause excessive traffic or not fit within the allowed area. An added benefit is that increasing the intensity of use potentially creates more revenue- and that revenue is what is needed to build, operate and maintain the park.

The adopted El Corazon Master Plan includes allowing a maximum of 300 housing units, provided the above conditions are met.

Does housing belong in a park? In the case of El Corazon, the answer is yes, provided it fully complies with the conditions in the Master Plan.

*illustration from the Master Plan  
about soccer*

### What’s Happening on El Corazon ?

#### Temporary Soccer Fields

The city has completed grading on the first part of the site and turned it over to Sudberry/Field of Dreams so turf installation can get started. Grading of the balance of the site will be completed in July. The first tournaments are scheduled for October, with several more anticipated before the end of the year. It won’t be long now!

#### Stirling Property

Stirling Properties is proceeding with their plan to build 80 standalone condos on the parcel just south of the entrance road to the park. This area is not owned by the City, but is still part of the Master Plan so development is supposed to be fully in compliance with all of the conditions in the Master Plan. This key entrance area should be a hotel and commercial development that would generate revenue to help pay for the park. Stirling Properties is currently preparing a comprehensive EIR so everyone will have a chance to fully evaluate the proposal. Our opinion is that it time for Stirling to go back to the drawing boards and come up with a project that fits with the Master Plan.

#### Swim Hall of Fame

This proposal includes a 400 room hotel, dormitories, museum and a swim center for training world class athletes. This is a commercial operation, not the public swim complex included in the Master Plan. This project was allowed six months to come up with a viable financial plan and hotel partner. They have produced neither. Time is running out. Will our City Council give them an extension? Let’s hope that this failed project opens the door for a real hotel and public swim complex and for someone else to come up with a home for Mark Spitz’s old swim trunks.

**Check this out** ➡

**Birds’s Eye View of Grading**

Our thanks to Rainer Mueller for sending these amazing shots of grading for the soccer fields using a quadcopter

<https://vimeo.com/90281796>



### YOUR QUESTIONS ABOUT EL CORAZON

#### Q. Why is there no golf course on El Corazon ?

A. During the initial phase of study for El Corazon a golf course was considered and rejected. The Citizen’s Committee talked to golf pros, golf course developers, other people of interest and had an economic analysis done. Many other recreational programs would have to be eliminated in order to provide enough space for a golf course. Oceanside already had several golf courses. But the big concern was that the economic study showed little demand, high cost, and high risk that taxpayers would end up with a huge on-going tax burden. Now that “Goat Hill” is being upgraded this decision is validated.

**Send us your comments, and questions and we will try to answer them in future editions.**

**Welcome to Our New Members!**

Shirley Coats, Colleen O'Harra, Mark Leamy, Lloyd and Vickie Prosser

Thank you! We appreciate your support!



**We Need You!**

Like all volunteers organizations, we can't do anything without volunteers and that means YOU.

Our immediate need is for a **Grant Writer**. Money will determine how fast the park at El Corazon gets built. Grants are an important part of the overall funding plan. If you have some expertise and a commitment of time to make it happen, we'd love to hear from you!

Other volunteer opportunities include setting up the website, planning our first fundraiser, staffing the outreach table at local events, or even joining our Board.

Please contact Diane at 760-724-3887.

**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	\$

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I am able to:

Become a Charter Member

Help at events

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Other \_\_\_\_\_

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**The Friends of El Corazon**

**Board Meetings Held on the Second Monday at 6:00pm**

King of Kings Lutheran Church

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

