



October 6, 2016

Dear Neighbor,

We are Jeff and Max of 33 North Development Group. As the new owners of the property formerly known as Carmel Highlands Golf Course, we're writing to introduce ourselves and outline what you'll be seeing over the next several months. From its beginnings as part of the original Rancho Peñasquitos land grant in the 1800s, to a component of the planned residential community of the Glens (1960s) to a defunct business today, our property has a storied past. While we're sure you're probably thinking "Here we go again..." we aim to differentiate ourselves from past owners of this property and hope that you'll participate in land use planning with us.

While the [1993 Rancho Peñasquitos Community Plan](#) purposefully designated areas as "Preserve Open Space" (for example Black Mountain and Los Peñasquitos Canyon Preserve), it specifically designated our property as "Preserve Golf Course" (see land use designation graphic from PQ Community plan). [The City's General Plan](#), adopted in 2008, follows suit with zoning to allow golf (Appendix B, LU-2) which makes sense, since the property was still a functioning, profitable golf course at the time it was written. However, with the decline of the golf course over the last several years and its closure in 2015, the golf business operation that existed on our property is no longer viable.

So what's next?

Information gathering is an important part of our process. We believe the best way to begin land use planning is through market research, understanding our property's site constraints and opportunities, and community outreach in one-on-one and small group conversations, so all voices have the opportunity to be heard. Three weeks ago, we began reaching out to our immediate neighbors (the residences adjacent to property) to ask questions and learn more about the community.

We learned from our conversations with you that this neighborhood is safe, family-oriented, has good schools and friendly neighbors. You shared with us your concerns about protecting views, traffic impacts and access to parks and trails. In order to preserve the values that make your neighborhood special, we're working on a plan that will complement the surrounding area. This research lays the foundation as we proceed in the beginning steps of the City of San Diego's land use process (San Diego General Plan, LU-23-31):

Step ONE: [Initiation](#) – Initiation is the starting line in the City's process. At this stage, the specifics of a land use plan are not yet defined; instead, it's more like a nod from the City that allows us to begin the necessary steps for meeting with community leaders, like the Rancho Peñasquitos Planning board, and community engagement to develop a detailed land use plan. (San Diego General Plan, LU-27)

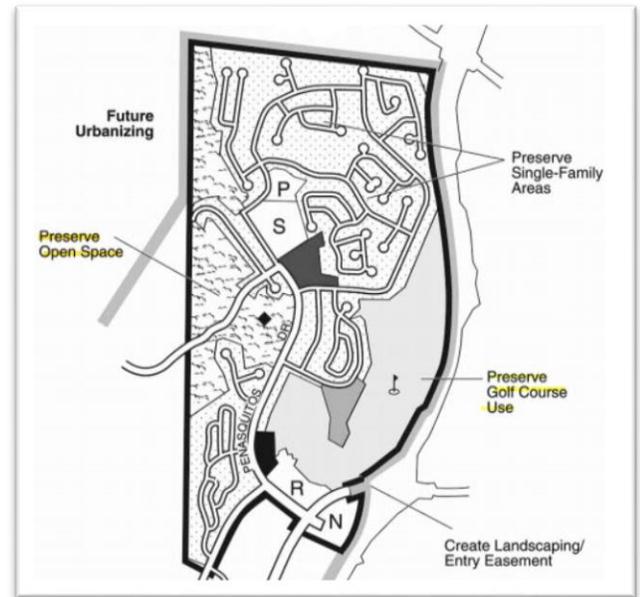


Figure 1: Glens' Land Use Designations. PQ Community Plan, pg. 38

Stay Informed at www.ConnecttheGlens.com
Contact us at Hello33North@gmail.com

Step TWO: Community Engagement and Land Use Planning – Community Outreach plays an important role in developing a land use plan. The aspiration of the process is to promote respectful interaction, input and communications, foster the thoughtful exchange of ideas, demonstrate a high regard for both private property rights and local property values and nurture the sharing of information without priority provided to any one person or group.

Step THREE: Submit Application for City and Environmental review (LU-28)

Step FOUR: Public Hearings (LU-28-31)

Ways to engage:

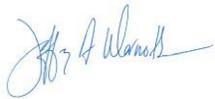
- Direct Mail – We'll be sharing information with regular mail updates like this one
- Website – Visit www.ConnecttheGlens.com for more information, FAQs and on-going blog updates
- Coffee Table Meetings – If you're interested in sitting down one-on-one, email us at Hello33North@gmail.com
- "9 in the Neighborhood" – Our community engagement team will come to your home to answer questions and listen to concerns. Invite 9 of your neighbors over for a casual chat (you make 10). In our experience, 10 is a small enough group to still give everyone a chance to engage and get their questions and concerns heard

By sharing the process and providing meaningful opportunities for you to participate, we're optimistic this can be a positive and productive experience for all of us.

In the meantime, we've cleared out hazardous brush for fire safety. Additionally, we are installing "No Trespassing" signs in response to your concerns of suspicious activity that we learned of during our outreach in the neighborhood.

We look forward to connecting with you.

Sincerely,



Jeff Warmoth
33North Partner



Max Frank
33North Partner