

# Community Visioning Workshop Summary

## Casa de Oro ■ Campo Road Revitalization Plan



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## I. INTRODUCTION

On Tuesday, February 25, 2020, from 6:00 pm to 8:00 pm, the Casa de Oro Specific Plan team held a community visioning workshop in the cafeteria of the Spring Valley Academy. Numerous stakeholders from the community attended the workshop – thirty-four individuals signed in on the interest list, but several more were in attendance. The workshop opened with comments from Felix Aponte, San Diego County, and Bob Yaris, Casa de Oro Alliance, followed by a short overview presentation focused on the specific plan background, purpose, and overall schedule.



## II. TREASURES, CHALLENGES & VISIONS EXERCISE

The Casa de Oro Specific Plan team led attendees through an interactive Post-it Note Visioning exercise. Using Post-it Notes, each attendee individually responded to a series of three big idea questions, as numbered below. Participants were asked to think about each question, record one answer or thought per Post-it Note, and place the Post-it Notes under one of three topics on the wall: treasures, challenges, or visions. The Casa de Oro Specific Plan team then grouped the ideas into key topics and themes, summarizing them for discussion with the larger group, and then provided the larger group with the opportunity to discuss, add more thoughts, and clarify some ideas. The topic areas that emerged for each topic are listed below. Asterisks indicate the key topics or themes that garnered the most Post-it Notes. A full inventory of each Post-it Note comment is provided in the Appendix of this report.

### 1. WHAT ARE THE TREASURES OF CASA DE ORO? WHAT DO YOU LOVE? WHAT ARE ITS BEST ASSETS?

Key topics and themes included:

- Sense of Community/Character\*
- Local Businesses\*
- Trees/Nature\*
- Location
- Schools
- People
- Saint Sophia
- Library
- Safety
- Other





2. WHAT ARE THE CHALLENGES IN CASA DE ORO?  
WHAT ARE THE OBSTACLES AND ISSUES THAT NEED TO BE ADDRESSED?

Key topics and themes included:

- Traffic/Circulation/Streets\*
- Business Types/Land Use\*
- Aesthetics/Design\*
- Community Spaces/Activities\*
- Homelessness
- Trash/Cleanliness
- Crime
- Identity
- Other

3. WHAT ARE YOUR VISIONS FOR THE FUTURE OF CASA DE ORO?  
WHAT DO YOU HOPE THE COMMUNITY LOOKS AND FEELS LIKE IN 5, 10, 20 YEARS?  
WHAT WILL BE HERE?

Key topics and themes included:

- Arts & Culture /Events\*
- Walkable & Bikeable\*
- Landscaping/Green\*
- Business Mix/Land Uses\*
- Community Spaces/Parks\*
- Aesthetics/Design
- Restaurants/Outdoor Dining
- Identity/Feel
- Library
- Other



### III. KEY THEME BREAKOUT SESSIONS

Based on the Post-it Note exercise findings and large group discussion, the participants selected a number of key themes as breakout session topics for them to take a “deeper dive.” The Casa de Oro Specific Plan team invited participants to join any of the six breakout sessions they wished and encouraged them to spread themselves around. During each session, the small groups used about thirty minutes to 1) discuss the topic more thoroughly; 2) record additional thoughts or details that explain the vision for the topic; 3) if applicable, articulate ideas (or issues) on the provided project area maps; and, 4) identify any possible implementation tools, steps or resources needed. At the end of the breakout session work, a representative from each group presented their key findings. The topics and a summary of the small group discussions are provided below.







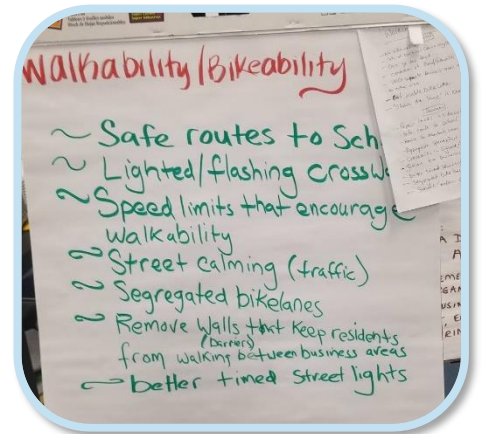
## 1. WALKABILITY / BIKEABILITY

### Issues:

- No sidewalks
- Lots of curb-cut (driveway/road)
- Cars go too fast
- Conditions of the road/sidewalk
- Walls separate business areas & discourage walking
- No usable bike lane
- "Share the Lane" is needed

### Solutions:

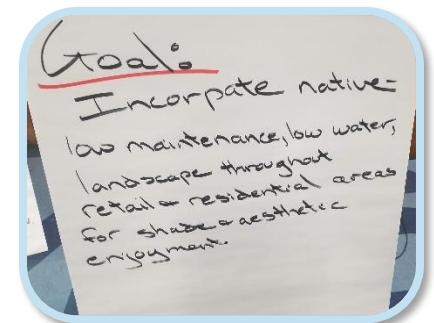
- Safe routes to schools
- Lighted/flashing crosswalk
- Speed limits that encourage walkability
- Street calming (traffic)
- Segregated bike lanes
- Remove walls (barriers) that keep residents from walking between business areas
- Better timed streetlights
- Repair roads and sidewalks
- Route to Murdoch school
- Appropriate speed limit to encourage walkability
- Getting to businesses on the same block



## 2. OPEN SPACE / TREES / ENVIRONMENT

Goal: Incorporate native low maintenance, low water, landscape throughout retail and residential areas for shade and aesthetic enjoyment.

- Green median with Jacaranda trees
- More trees for shading and green ground cover
- Pervious pavement – parking lots to reduce flooding
- Landscaping at commercial facilities
- Remove dilapidated buildings and parking lots; replace with park
- Using natural seasonal Sweetwater check for and/or walking and biking paths w/aesthetic natural landscape
- Green roundabouts at each end of Campo Rd
- Green access from Estrella Park to Campo Rd
- Make Campo Rd one-way

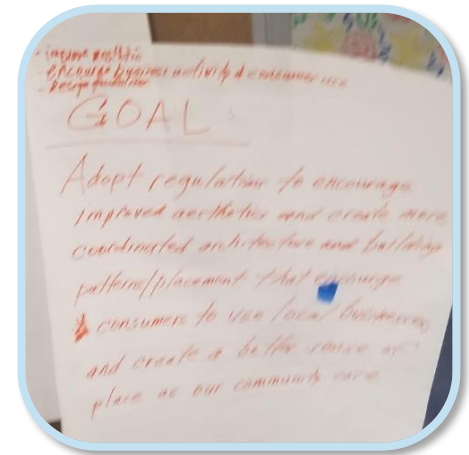
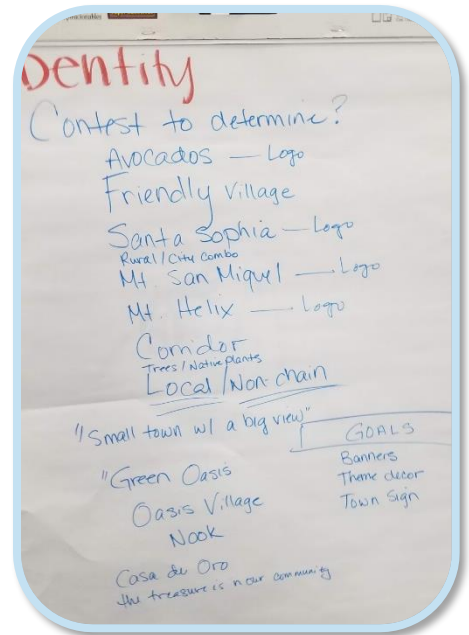




### 3. BUILDING ARCHITECTURE / FACADES

**Goal:** Adopt regulations to encourage improved aesthetics and create more coordinated architecture and building patterns/placement that encourage consumers to use local businesses and create a better sense of place as our community core.

- Kenwood to Sweetwater Springs = extent of areas
- Control traffic thru-trips
- More focus on local businesses - hard to see as back from road
- Slow traffic on Campo Rd (roundabouts, etc or other techniques)
- Santa Sophia landmark is hidden (on-street package, etc) - often the church forms center of town
- Buildings closer to street - business activity on street
- Split up parking - disburse buildings with parking
  - Offer on street parking; Parking behind businesses - use paseo/path to connect
- Allow for circulation connection between properties off Campo Road / reduce driveways on Campo Rd
- Build up, not out (3-4 stories)
  - Not big building masses/break them up
  - Address the street
- Lower floor retail w/residential overt (mixed use)
- Common-theme or limited themes or variety
- Limit back of buildings (activate sides, rears of buildings)
- Locate businesses on other than Campo Rd (re: dual frontage w/Kenora & San Juan)
- Promote larger scale redevelopment of older blocks w/small parcels (like Treebeard)
- Improve aesthetics
- Encourage business activity & consumer use
- Design guidelines

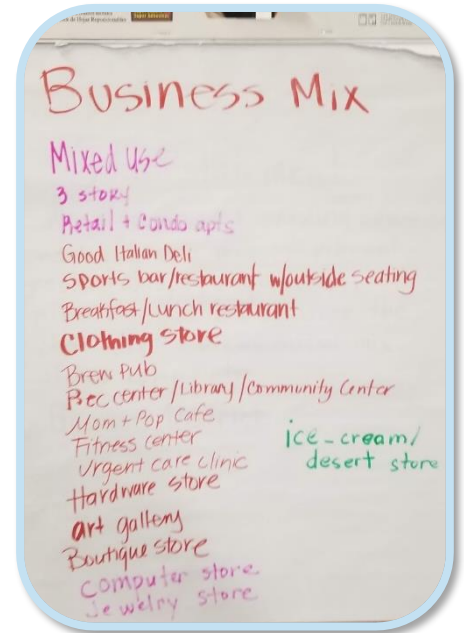




#### 4. BUSINESS MIX

*Goal:* Work to support existing businesses and bring in a mix of vibrant restaurants, boutique shops and mixed-use that will enhance the character and residential mix of our community.

- Mixed Use
- 3-Story
- Business District
- Retail + condominiums/apartments
  - Good Italian Deli
  - Sports Bar/Restaurant with outside seating
  - Breakfast/Lunch Restaurant
  - Clothing Store
  - Brew Pub
  - Recreation Center/Library/Community Center
  - Mom + Pop Café
  - Fitness Center
  - Urgent Care Clinic
  - Hardware Store
  - Art Gallery
  - Boutique Store
  - Computer Store
  - Jewelry Store
  - Ice Cream/Dessert Store



#### 5. ARTS & CULTURE

*Vision:* Casa de Oro – A Wealth of Arts & Culture; Incorporate into the Community

- Galleries
  - Gallery and gift shop with crafts made by homeless and disadvantaged people
  - Next to Rana's
  - Next to Frank's Bakery
  - Pop-up shows
- Murals
  - Electrical Boxes
  - Auto Zone (gladly)
  - Tree-Beard building
  - CVS
  - Frank's Bakery
  - YAT
- Community Events (ongoing)
  - Fall Festival
  - Flag Day
  - Tree Lighting
- Public Art
- Film Festival (Outdoor?)
- Young Artist Involvement
- Nightlife/Entertainment
- Performing Arts
- Street Performers (High Schoolers?)
- Multi-cultural Festivals

*Implementation Ideas:*

- Work with existing organizations,\* schools, library, businesses, churches, YAT,\* East County Art Association, Foothills Art Association, Deering Banjo





## 6. IDENTITY

Goals: Banners, theme décor, town sign, etc. Host a contest to determine theme?

Logo ideas & concepts:

- Avocados
- Santa Sophia
- Rural/City Combo
- Mt. San Miguel – Logo
- Mt. Helix – Logo
- Corridor /Trees/ Native plants
- Local/Non-chain
- Nook
- Friendly village

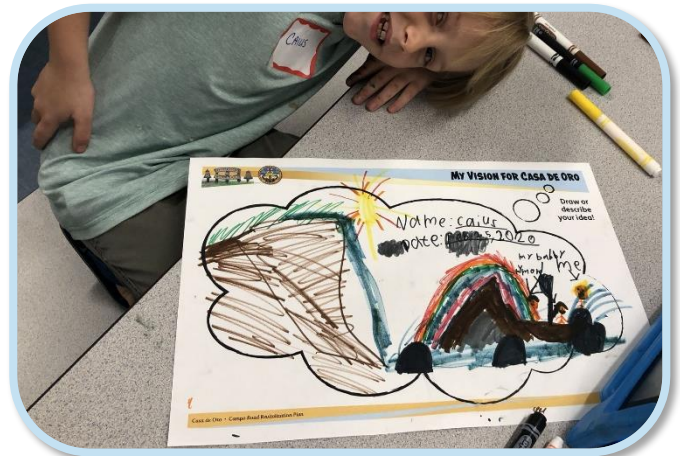
Motto ideas:

- Small Town with a Big View
- Green Oasis
- Oasis Village
- The Treasure is in Our Community
- The Treasure of Our Community
- A Small Town Treasure
- Our Treasure is Our Town
- A Small Town with a Big View



## IV. CLOSING

The workshop included a kids’ activity area where one young man really enjoyed drawing his ideas for the future. At the close of the workshop, he presented on the microphone his array of creative ideas for Casa de Oro that included “rainbows,” “no more homelessness,” and “no more traffic jams.” The Casa de Oro Specific Plan team thanked everyone for attending, stating the meeting summary would be posted online and everyone who signed in would be notified of the next engagement opportunity.





# APPENDIX



## **TREASURES – POST-IT NOTE EXERCISE**

### **Businesses**

- Starbucks
- Albertson's
- Rana's
- Franks Bakery
- Deering
- Banjos
- Frank's Bakery
- Nice local coffee shop
- I like how there are a lot of small individual stores and not one big mall, as it reduces traffic and allows me to get to school faster
- Variety of retail stores
- Bakery
- Restaurants-new coffee shop Giardino's  
Greek restaurant
- Y.A.T. Theatre nearby
- Banjo factory (change roads and enhance area around it)
- Variety of restaurants
- Rana's
- Good places to eat: Pizza Mexican
- The variety of businesses in CDO: Groceries, Cleaners, Massage, Gas Station, Car Wash, Banks etc. Everything I need
- Gateanos Pizza
- Grocery store & basic conveniences
- Variety of restaurants, (Greek, Mexican, Vietnamese, Italian) within a 1/2 mile to 1 mile area
- Gaetanos
- Gaetanos

### **Community/Character**

- Small town feeling
- Small Community
- Compact size of community
- Small town feeling
- Casa de Oro has a small town feeling yet is close to the amenities and services of the urban area of San Diego
- Rural without being far from city life
- Entrance Kenwood sign
- Small town feel
- "Downtown" feeling
- Cause it's a great place to raise your children
- Keep the valuable history recognized
- Small town feel school

### **Trees/Nature**

- Trees
- Use to be Greenery in my surrounding
- Native Plants
- Mount Helix
- Natural Beauty
- Large Ficus trees change roadway to enhance their presence
- Add park eventually
- Trees
- Trees,
- Trees and walkability
- Trees along Campo Rd
- Large Ficus trees
- Hilly Terrain
- Peaceful
- Big Trees
- Rural Quality
- Close to Dictionary Hill open space preserve
- Casa de Oro has beautiful surrounding hillsides - very scenic and the drive down the corridor has fantastic potential for visual improvement
- Views
- The hills





### Location

- Location with easy access to Downtown and the rest of the County
- Close to all
- Proximity to the 94 & downtown
- Freeway Access
- Proximity to all
- Convenient location (easy commute to downtown and/or eastern parts of the county)
- Close to my house
- Freeway Access
- Close to freeway
- Easy access off and on freeway

### Schools

- Schools
- My middle school
- My high school
- I value my education the most and the high school near me make it easier for me
- La Mesa/Spring Valley
- My school (Monte Vista)
- Elementary middle HS within 2 mile radius
- We also have great schools here
- Track field

### People

- Friendly People
- Diversity
- Diverse Community
- homes
- people
- Friendly, involved community
- A diverse community
- Friendly Community
- Friendliness of Neighbors
- Bob Yaris

### Santa Sophia

- Architecture of Santa Sophia Church (change roads to bring this to the forefront)
- Santa Sophia Church
- Santa Sofia
- The Santa Sophia Church - beautiful architecture
- Santa Sophia in the core - a community oriented use to build upon
- Saint Sophia

### Library

- Casa de Oro Library
- Library
- Library
- Library

### Safety

- We have very low crime here
- Neighborhood safety

### Other

- Cost of housing a value
- Not much to treasure in CDO
- Wide streets



## **CHALLENGES – POST-IT NOTE EXERCISE**

### **Traffic / Circulation / Streets**

- Bad traffic pattern - need roundabouts!
- Streets
- No car charging stations
- Campo 100 ft right of way
- Traffic
- Need better streetlights
- Not very walkable
- Traffic on Campo
- Parking- can't drive between different shopping zones
- The roads and alleyways are rough, some in disrepair
- Deteriorating streets & sidewalks
- Safe bike lanes
- Not walk or bike friendly
- Too many curb cuts/entrance & exit points along campo road
- Lot of curb cuts into businesses
- Install traffic lights by Madrid Way, Avocado and 94 East Exits
- The middle "turn lane" is used as a 5th lane of traffic because of the multitude of curb cut/entrances/exits
- No quick easy route to school, especially that there is no crosswalk from the other side of Monte-Vista for the people in the apartments
- Traffic flow (too many driveways!)
- Unlevel sidewalks
- Curbs that are uneven
- Crosswalks
- No connection between centers. Must go in & out onto Campo Rd
- Streets
- Lack of sidewalks
- Red lights are not on sensors! take forever
- Heat desert

### **Business Types / Land Uses**

- "Industrial" Businesses i.e.... car repair, car parts, window tints, repair oil changes
- No outside dining restaurant
- That there is only one main drag Campo Rd. Need to change zoning to mix use and encourage development of other streets for business use.
- Get rid of bars & marijuana
- Need attractive affordable housing challenge is to convince Nimby's
- # of establishments that sell pot
- # of establishments that sell alcohol
- Smoke shops, Pot shops, etc.- undesirable businesses for heart of a community
- No more liquor stores but ok for sit down restaurants (with wine/bar) Prefer independent retailer than chain.
- What about a brew pub?
- Marijuana dispensaries and use
- Auto repair on back should be on streets
- High risk businesses - smoke shops, some massage parlors, illegal pot shops
- Mailbox somewhere in the corner of Campo Rd and Agua Dulce
- Need to attract new businesses
- Need a sit-down restaurant/sports /alcohol
- No classy restaurants
- Need more restaurants
- Lots of rental property not a committed population
- Group homes - residents frequently wander the streets because they have nothing else to do (no programs or services) like job training centers or activity centers in our community



### Aesthetics/Design

- Store fronts need updating
- Vacant buildings & store fronts
- Slumlords -shopping center
- Lack of cohesive architecture
- The look of the area is a hodgepodge of architecture
- Crumbling old ratty buildings
- Ugly- needs landscaping
- Those long walls breaking up the shopping centers
- Need for streetside and storefront visual improvements
- # of dilapidated buildings
- Deteriorating storefronts on strip malls
- Inconsistent architecture
- The lack of standardized business signage along the road makes the corridor look uninviting "disheveled"
- Homes
- "Facelift" for buildings, downtown La Mesa is an example, more appealing
- No beautification - need murals & art/unique to CDO
- Old, small parcel pattern that hamper meaningful revitalization
- Need more beauty/nature walkability
- Ugly alleyways

### Homelessness

- Homeless
- Homeless need for shelters
- Homeless halfway houses
- Homeless
- Homeless
- Mental health
- People homeless
- Homeless
- Homelessness
- Lack of resources for homeless
- Homelessness
- Too many homeless people camped out around businesses

### Community Spaces /Activities

- Parks!
- More native plants
- Community garden
- Lack of community uses and activity spaces in core area
- No Community meeting place
- Inadequate library space
- Library is too small
- No Park
- Only one community event
- Lack of community events
- No community events with live music
- No culture
- No art
- No city center
- Lacks a sense of community that the Village of La Mesa (for example) has
- Not much entertainment
- More family-friendly restaurants

### Trash/Cleanliness

- Cleanliness of the stores & sidewalks in front of Dollar Tree, Big 5, Post Office, Library
- Trash/litter
- Trash around businesses
- Cleanliness of shopping areas
- Too much trash
- The trash around here
- Keeping streets, alleys clean
- Too many trash companies

### Crime

- Not knowing your neighbors, safety, drugs etc.
- Crime
- No intellectual stimulation
- Crime
- Crime

### Identity

- Bad motto - "Gateway to Mt Helix"
- No concise identity to the neighborhood
- Differentiate CDO from Rancho San Diego
- No Identity





**Other**

- The County
- Need to attract investment through incentive
- Middle class and below
- Nimbyism vs 3-5 story revitalization
- Infrastructure - flood control channel
- Families/children facing food insecurity



## **VISIONS – POST-IT NOTE EXERCISE**

### **Arts & Culture / Events**

- Art events
- Sculpture and art
- Murals
- Art & music events staged regularly
- Choices for entertainment
- Weekly music events at Estrella Park
- Landlords have vacant space will rent out their space for community events/lectures/craft night, etc.
- Community events - car shows, youth/adult comp-stick ball-basketball
- More kid & family friendly events (farmers markets, festivals, etc.)
- Casa de Oro or Holiday/festival banners are hanging from the light posts along Campo Rd
- Festivals of music
- We have an annual parade & festival
- Poetry slams
- Family fun (Bowling, game rooms, restaurants etc.)
- We have a "Taste of Casa de Oro" event
- Party
- Farmers market
- Outdoor concert venue
- Lecture series
- More funding to arts & crafts in schools as that provides inspiration for kids to do better
- Enhance the community to draw students, artists, musicians who can take advantage of low -income housing

### **Landscaping/Green**

- Urban Forest
- Beautiful landscaping, potted plants benches
- Trees, Trees, Trees, Trees, Trees
- Tree Planting
- More Trees
- Pollinator Corridor
- Lots of nice landscaping
- More plants
- Trees lined street
- Native plants in residential properties

- Beautiful landscaping- flower baskets, flowering trees, colorful
- Trees and landscaping
- Beautiful landscaping in median
- More foliage, take care of the trees
- Trees
- Native plant garden
- Native plants in commercial properties
- Current and future infrastructure - Plant more green trees not black turf
- Campo Road - low maintenance, landscape included in island dividers

### **Business Mix / Land Uses**

- Need a hardware store
- Drivers business village
- Behind business parking
- "Boutique business" similar to La Mesa
- No hookah lounges
- Less establishments that sell pot
- Filipino store and restaurant
- Less establishments that sell alcohol
- New stores
- Quality hotel
- Nice shops & stores- i.e. bookstore, shoe store, clothing store, gift shop etc.
- Costco (5 year old's vote)
- Business friendly environment for businesses that add to character to area and offer goods services people need and want
- More affordable housing
- A mall
- Mixed use resident retail in some areas
- Mixed use housing and businesses
- Mixed use 3-4 story structures, cute shops below attractive housing above
- New mixed used buildings on Campo Rd



### Walkable & Bikeable

- Safe dog walking areas
- Very walkable
- Safe bike lanes
- Walkable area by narrowing Campo Rd
- Walkability side walks
- Outside walks
- Safe walking areas
- Safe walking & biking
- Walking path along Sweetwater Creek
- Bicycle lanes
- Bike & walk friendly
- Better sidewalks where the tree roots are coming up.
- Friendly pathways
- People walking in pedestrian corridors to catch a trolley
- Fewer curb-cuts because the walls dividing the parking lots on the south side of Campo Rd have been removed
- Active uses on the street frontage w/deep, pedestrian wide sidewalks
- Walking trails
- Generous walking area with benches

### Community Spaces/Park

- Community gathering place
- Fully functioning community park
- Nice park
- A central plaza/park area where community & kids can meet up or hang out
- Parks
- A nice park that everyone is welcome to walk, picnic etc., young and old.
- A place for our children to play after school & on weekends
- Rec center
- Boys & Girls Club
- Rec Center/gym/Teen Center
- Dog park
- Playground w/sand box (5 yr old vote)
- Swimming pool
- Need a recreation center
- Flagpole

### Aesthetics/Design

- Beautification and highlight the treasures Banjo Factory/ Santa Sophia Church
- Business - cohesion-decorations
- Cohesive beautification & storefront updates (flowers, native attributes, lighting)
- Upgrades to the buildings on Campo Rd
- Care Facilities that look like the Community San Juan @ N Cordoba
- Attractive architectural facades
- Painted building proactive maintenance
- Consistent architecture - play off of the name Casa De Oro
- More consistent architecture along Campo Rd
- Uniform signs - business
- Uniform clear signs
- No billboards
- A clean community, too much trash all over the place

### Restaurants/Outdoor Dining

- Restaurants, cafes, tap rooms, pubs, coffee shops etc. along a good portion of Campo
- More restaurants - like brewery, wine tasting, fam-friendly hangouts
- Better restaurant with open seating
- Nice restaurants to have dinner & walks around
- Great variety of places to dine
- Sidewalk cafes! Wine tasting room, more restaurants, ice cream shop etc.
- Nicer restaurants- family, dine in, fast & casual
- Outdoor restaurants for better gatherings
- More restaurants w/outdoor seating sit - down
- Restaurants with a banquet room so teams & clubs/groups can meet & eat
- More sidewalk cafes - less tire shops
- Sidewalk tables & seating





### Mobility

- Roundabouts instead of traffic lights-We can decorate seasonally & slow down a better flow traffic
- More golf carts
- Trolley
- Mass transit options
- Light transportation
- Smart streetlights
- A paved road, better maintained
- Two lanes on Main St
- Safer Campo Road
- Street striping

### Identity/Feel

- A Casa de Oro Sign like Gaslamp
- Lights and name sign across Campo Road. Like in Little Italy or Hillcrest
- CDO sign w/lighting
- That it has more of a feel of a town than a drive thru with businesses not a one street wonder.
- Welcoming to families, retirees, and young workers
- Village feeling
- Thriving community
- Maintain pretty hills and create appealing drive through corridor

### Library

- New Library
- New Library
- Modern Library
- New Library
- New Library
- Large Library with after school programs for tweens/teens
- We have a community center with a library, rec center, & playground
- Giant Library as a community center
- Library for community activities

### Other

- I have a BIG Vision for both Spring Valley and Casa D Oro
- Services for homeless locally
- UAIZ
- Better street lighting
- Marquis electronic LED
- Public safety