

## Public Correspondence Item 2

**From:** [Aja Youman](#)  
**To:** [LUEG, PDS.PlanningCommission](#)  
**Subject:** [External] For  
**Date:** Wednesday, October 19, 2022 2:21:44 PM  
**Attachments:** [6740681765814272.png](#)  
[MHMM\\_Logo.format\\_png.resize\\_200x.png](#)

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My vote is for the project.  
Thank you

Aja Youman LM, CPM, HHP, CMT  
Licensed Midwife, Postpartum Doula  
Mt. Helix Midwives

619-742-2565  
[ajamarin.enc@gmail.com](mailto:ajamarin.enc@gmail.com)  
[www.MidwivesAndMassage.com](http://www.MidwivesAndMassage.com)  
9461 Grossmont Summit Drive Suite A, La Mesa, CA 91941



**From:** [Brenda Richmond](#)  
**To:** [LUEG, PDS.PlanningCommission](#)  
**Subject:** [External] Campo Road Revitalization  
**Date:** Tuesday, October 18, 2022 9:38:27 PM

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FOR

Sent from my iPhone

**From:** [Carlos McGrew](#)  
**To:** [LUEG, PDS.PlanningCommission](#)  
**Subject:** [External] Casa de Oro Business Corridor.  
**Date:** Wednesday, October 19, 2022 3:27:21 PM

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I am “for” the Casa de Oro Business Corridor proposal. This will be a well needed beautification for our community. I know business will thrive with this major move.

Thank you.

Carlos McGrew

**From:** [noreply@granicusideas.com](mailto:noreply@granicusideas.com)  
**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Tuesday, October 18, 2022 11:29:36 PM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Brian Mangan submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: I fully support the changes suggested in this plan. The corridor as it is built now is ugly and dysfunctional, we finally have an opportunity to have Campo Rd resemble what the houses in the hills and surrounding community represents. New Roads, traffic controls, and green scape is what we need to increase the pride in our homes of gold. I fully support the roundabouts, with priority for the campo / Granada / de oro blvd roundabout. Get with the times, roundabouts are just better.

[View and Analyze eComments](#)

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**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Wednesday, October 19, 2022 6:05:27 AM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Holly Willbanks submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: Roundabouts, connection of shopping areas, removal of walls between parking lots for improved pedestrian access, updated buildings and facades, and more planting of trees/native plants are sorely needed.

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**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Wednesday, October 19, 2022 6:05:44 AM

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[SpeakUp](#)

---

## New eComment for Planning Commission Hearing

Holly Willbanks submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: Roundabouts, connection of shopping areas, removal of walls between parking lots for improved pedestrian access, updated buildings and facades, and more planting of trees/native plants are sorely needed.

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**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Wednesday, October 19, 2022 6:53:44 AM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

joan lisser submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: I have lived here 40 years....this plan will improve Casa De Oro tremendously.

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**From:** [noreply@granicusideas.com](mailto:noreply@granicusideas.com)  
**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Tuesday, October 18, 2022 6:38:50 PM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Lisa Stewart submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: This plan provides a comprehensive and much-needed long-range vision for the Campo Road business corridor! Please vote to approve the Casa de Oro specific plan.

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**From:** [noreply@granicusideas.com](mailto:noreply@granicusideas.com)  
**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Wednesday, October 19, 2022 7:21:59 AM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Bob Yarris submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: Working closely the past 3 plus years with the County planning department as President of the Casa de Oro Alliance, I appreciate the professionalism and the dedication county staff contributed to the plan presented before you today. Their willingness to include and incorporate suggestions from the Alliance leadership, was greatly appreciated. I am in full support of the Specific Plan as presented before you today. Respectfully submitted, Bob Yarris  
President Emeritus CDOA

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**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Wednesday, October 19, 2022 8:59:42 AM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Christine Zarp submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: I think it's a good plan for revitalization of Campo Road to make it nicer for residents of Casa de Oro.

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**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Wednesday, October 19, 2022 1:58:29 PM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Douglas Coats submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: We need multicultural restaurants, cafes, green spaces, and a reduced carbon footprint neighborhood. The architectural design elements should look timeless so they will keep relevant well into the late century. I see modern take on the early mission aesthetic. Lastly, the community sign or sculpture will be one if not the most important beacon that will draw new visitors to our area. We need a wide cultural mix, green spaces, and a reduced carbon footprint. Transparency on who are the builders.

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**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Wednesday, October 19, 2022 10:11:23 AM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Elise Powell submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: I Support 1000% the specific plan presented by the Casa de Oro alliance and everyone who worked tirelessly for several years to get here today. Thank you

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**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Wednesday, October 19, 2022 2:32:21 PM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Gary Westergren submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: As a business owner in the corridor & a long-time CDO resident, I support these improvements. I used to bike recreationally through the corridor, but it became too dangerous. I've been hit by wayward cars twice on Campo Rd, leading to 3 months of PT to recover. I welcome round-a-bouts & traffic-calming efforts. There are also too many entrances & exits to parking lots (a factor in my accidents). Exiting drivers have to pay attention to 6+ driveways spilling cars onto the roadway in their path.

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**From:** [noreply@granicusideas.com](mailto:noreply@granicusideas.com)  
**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Tuesday, October 18, 2022 9:35:43 PM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

JOEL SANDOVAL submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: This plan is critical to the continued development of Casa de Oro. I have lived in Spring Valley for 30 years and lived on Madrid Way for the last 5 years. I drive down campo Road weekly for donuts at Miss Donuts, Mexican food at Sarita's Taco Shop, fresh Baked goods at Frank's bakery and delicious food at Sunrise Deli. This is plan is long overdue and I look forward to continuing supporting local businesses on Campo Road with a fresh new look.

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**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Wednesday, October 19, 2022 1:54:40 PM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Lizeth Tetreault submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: This will bring more residential buildings (apartments/condos) with no mass transit. The 94 is only two lanes each way and there are only two on/off Rama from the freeway for this area. This will cause a significant increase in traffic.

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**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Tuesday, October 18, 2022 10:31:42 PM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Sonya Heiserman submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: This is a much-needed change to improve the character and usability of this vital corridor. I wholeheartedly support it. A lot of educated thought has gone into its planning; now it's time to start implementing it.

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**From:** [noreply@granicusideas.com](mailto:noreply@granicusideas.com)  
**To:** [Ashman, Ronald](#); [Barnhart, Douglas](#); [Edwards, Michael \(LUEG\)](#); [Hitzke, Ginger](#); [Hough, Tommy](#); [Jimenez, Ann](#); [Lynch, Dahvia](#); [Nicoletti, Vince](#); [Pallinger, David](#); [LUEG, PDS.PlanningCommission](#); [Slovick, Mark](#); [Smith, Ashley](#); [Talleh, Rami](#); [Tessitore, Lynnette](#)  
**Subject:** [External] New eComment for Planning Commission Hearing  
**Date:** Tuesday, October 18, 2022 7:57:32 PM

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[SpeakUp](#)

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## New eComment for Planning Commission Hearing

Sue Taylor submitted a new eComment.

Meeting: Planning Commission Hearing

Item: 2. Campo Road Corridor Revitalization Specific Plan; PDS2021-SPA-21-002, PDS2021-GPA-21-006, PDS2021-REZ-21-003, PDS2021-ER-21-00-004; Valle de Oro Community Plan Area (M. Madrid)

eComment: After review of the plan, it appears to me that the attempt is being made to completely change the nature of Casa de Oro and not just revitalize it. i am opposed to the multi-story buildings and the roundabouts, to name a couple of items. I have lived in the area for 30+ years. I believe that small business loans could go a long way to helping the business in Casa de Oro and street improvements of some sort would be good, but not in favor of making Casa de Oro into another North Park.

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**From:** [josan.dem](mailto:josan.dem)  
**To:** [LUEG, PDS.PlanningCommission](#)  
**Subject:** [External] Casa de Oro Specific Plan  
**Date:** Tuesday, October 18, 2022 11:30:14 PM

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I am in favor of the Casa de Oro Specific Plan. Our community is in dire need of revitalization and I believe this is an excellent start.

Sincerely,

Josan Feathers  
Registered Civil Engineer  
Former (12 year) member of the Valle de Oro Community Planning Group  
619.964.5698

Sent from my T-Mobile 4G LTE Device

**From:** [LM](#)  
**To:** [LUEG, PDS.PlanningCommission](#)  
**Subject:** [External] Plan for the Casa de Oro Business Corridor.  
**Date:** Wednesday, October 19, 2022 3:30:55 PM

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I am “FOR” the above proposed Plan for the Casa de Oro Business Corridor. This will give our beautiful little city a much needed facelift and businesses will thrive. Please consider this plan and help us to also enjoy the much needed improvements for our neighborhood.

Thank you.

Laura McGrew

**From:** [Lisa Stewart](#)  
**To:** [LUEG, PDS.PlanningCommission](#)  
**Cc:** [Madrid, Michael](#)  
**Subject:** [External] Oct 21 Hearing Agenda Item #2 - public comment - letter of support  
**Date:** Tuesday, October 18, 2022 10:42:07 PM  
**Attachments:** [County Commission - Specific Plan for Campo Road Corridor - In favor of adoption.pdf](#)

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Please find attached the letter of support from the Casa de Oro Alliance included for the public record.

Our representative Mr. Roy Davies will be attending the hearing in person and will speak on behalf of our organization.

Thank you,

Lisa Stewart

**Lisa Stewart, President, [Casa de Oro Alliance](#)**  
**cell phone: 619/456-7450**

\*\*\*\*\*

The Casa de Oro Alliance is a California Public Benefit Nonprofit 501(C)(3) Corporation. It is a coalition of residents, business owners, landlords, faith-based groups, law enforcement, school officials and community leaders whose mission is to revitalize Casa de Oro. Our vision is to create and maintain a historically rich, culturally diverse, thriving community that is attractive, safe, pedestrian-friendly, and a popular destination for dining, entertainment and shopping. *Let us know how you'd like to be involved!*

# **CASA de ORO**

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## **ALLIANCE**

October 18, 2022

**To:** San Diego County Planning Commission

**From:** Lisa Stewart, President, Casa de Oro Alliance

**Re:** Specific Plan for the Campo Road corridor

***On behalf of the Casa de Oro Alliance, I write to express support for this Specific Plan and ask the Planning Commission to adopt the Specific Plan for the Campo Road corridor.***

The Casa de Oro Alliance is a non-profit community benefit 501c3 organization whose vision is to create and maintain a historically rich, culturally diverse, thriving community that is attractive, safe, pedestrian-friendly, and a popular destination for dining, entertainment, and shopping. We have been involved at the very start of the Campo Road Corridor Revitalization Plan, providing input, helping to get broad community participation in the input process, and raising concerns that can be addressed in this Plan. We are excited to see this Plan implemented and look forward to our involvement during the next phases.

Casa de Oro once served as the heart of the commercial center of the area. In 1970, SR-94 was built. The freeway now isolates the once vibrant Campo Road commercial center. Over time, the division caused by the SR-94 led to the development of other regional shopping centers away from Campo Road. This competition led to a slow decline and a general lack of investment in Casa de Oro over time.

The potential value of this historical business corridor and transportation route is recognized by the many community members who have lived and worked here for years. The Casa de Oro Alliance and many members of the community want to see the “gold” return to Casa de Oro. Making the corridor work for all kinds of transportation modes and creating an inviting place for the community to gather once again is central to a successful Casa de Oro and is represented in the Specific Plan’s long-range vision.

The reconfiguration of Campo Road will not only help motorists navigate more safely, it can also make the area safer for pedestrians and bicyclists. A more user-friendly Casa de Oro, with elements like bike lanes, roundabouts, a raised center median, and attractive landscape options will encourage community residents to engage with Casa de Oro businesses again.

We ask that you vote to adopt the Specific Plan for the Campo Road corridor.

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Our vision is to create and maintain a historically rich, culturally diverse, thriving community that is attractive, safe, pedestrian-friendly, and a popular destination for dining, entertainment, and shopping.

**From:** [Jimenez, Ann](#) on behalf of [LUEG, PDS.PlanningCommission](#)  
**To:** [Pat Rolfes](#); [LUEG, PDS.PlanningCommission](#)  
**Cc:** [Madrid, Michael](#); [Lieberman, Tara](#)  
**Subject:** RE: [External] Fwd: Planning Commission Agenda Request  
**Date:** Tuesday, October 18, 2022 2:31:20 PM  
**Attachments:** [image001.png](#)  
[Phone Participation Instructions 10.21.22.pdf](#)

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Good afternoon,

Thank you for your email. I will forward your email and attachments to The Commission as part of the Public Correspondence for this item on your behalf. I have also Cc'd the planner on this email.

If you are attending the hearing in person you will need to complete a speaker slip. They will be available at the rear of the Chambers, and you can submit the completed slip to the Commission Secretary desk at the front right corner of the dais. The slips must be turned in prior to the item being called by The Commission.

If you are wishing to speak on the item via phone I have attached the phone participation instructions. Please let me know if I can be of any further assistance.

Thank you,

*Ann Jimenez*

**Ann Jimenez**, Planning Commission Secretary

[she/her/hers](#) | [Why pronouns matter?](#)

County of San Diego, Planning & Development Services

5510 Overland Avenue | Suite 310 | San Diego, CA 92123 | MS: O-650

c:619-517-4193 | [Ann.Jimenez@sdcounty.ca.gov](mailto:Ann.Jimenez@sdcounty.ca.gov) | [PDS.PlanningCommission@sdcounty.ca.gov](mailto:PDS.PlanningCommission@sdcounty.ca.gov)

**Hours** 7:00 A.M. to 3:30 P.M. **Telework** M/T/Th – **In-Office** W/F

Planning Commission Homepage:

[www.sandiegocounty.gov/pds/PCHearing](http://www.sandiegocounty.gov/pds/PCHearing)

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**From:** Pat Rolfes <pat@thehubpickleball.com>

**Sent:** Tuesday, October 18, 2022 12:11 PM

**To:** LUEG, PDS.PlanningCommission <PDS.PlanningCommission@sdcounty.ca.gov>

**Subject:** [External] Fwd: Planning Commission Agenda Request

Dear Planning commission,

Please see below and the attached letter requesting to speak at the next meeting on October 21st regarding the Campo Road Corridor Revitalization Specific Plan. Can you please share this letter and the two attached support letters from the community groups with the Planning Commission so they

can be up to speed as to the request for modification of the Campo Road Corridor Revitalization Specific Plan.

All the best, Pat

Patrick J. Rolfes  
The HUB  
714-323-2739



----- Forwarded message -----

From: **Pat Rolfes** <[pat@thehubpickleball.com](mailto:pat@thehubpickleball.com)>

Date: Tue, Oct 18, 2022 at 10:57 AM

Subject: Planning Commission Agenda Request

To: <[michael.madrid@sdcounty.ca.gov](mailto:michael.madrid@sdcounty.ca.gov)>

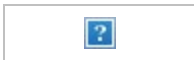
Cc: Ted Angelo <[ted@thehubpickleball.com](mailto:ted@thehubpickleball.com)>, Ken Tran -TTC Pickleball <[Ktran@takeyausa.com](mailto:Ktran@takeyausa.com)>, <[mike@tricoinvestments.com](mailto:mike@tricoinvestments.com)>

Mike,

Please see attached letter requesting to be added to the 10/21 Planning Commission agenda. Thanks for your help.

All the best, Pat

Patrick J. Rolfes  
The HUB  
714-323-2739



October 18, 2022

Mike Madrid, AICP  
Land Use/Environmental Planner – Long Range Planning  
County of San Diego  
Planning & Development Services  
5510 Overland Avenue, Ste. 310 | San Diego, CA 92123  
Direct: (619) 964-6918 | [michael.madrid@sdcounty.ca.gov](mailto:michael.madrid@sdcounty.ca.gov)

Re: 9545 Campo Rd.

Dear Mike,

Thank you for your continued assistance in amending the proposed Campo Road Corridor Revitalization Specific Plan to include a zoning area for Self-Storage/Mini Warehousing.

As you suggested, we have met with the two community groups, Casa de Oro Alliance and Vally de Oro Community Planning Group. Both community groups support Self-Storage/Mini Warehousing as part of the Campo Road Corridor Revitalization Specific Plan (I have attached letters of acceptance from both community groups for review).

As discussed, we are proposing to modify the zoning area within the Campo Road Corridor Revitalization Specific Plan to allow for Self-Storage/Mini Warehousing. It has been determined that Self-Storage/Mini Warehousing is a symbiotic use with the California State housing objectives. After several discussions with the local community and based on several determining factors, the community believes that the properties adjacent to the 94 Freeway, South of Campo Rd, and West of Kenwood, excluding properties that are on Kenwood, would be the best location for that use within the Revitalization plan. (See **highlighted** area in below map.)



We would like to formally submit our request to modify the zoning area as depicted above within the Campo Road Corridor Revitalization Specific Plan and present it to the Planning Commission at the meeting on October 21, 2022. At that meeting we look forward to being available to answer any of your questions and to further expand on the benefits to the community for Self-Storage/Mini Warehousing, which supports the need for greater planning flexibility.



Sincerely,

*PJ Rolfes*

Pat Rolfes  
The HUB Pickleball  
714-323-2739  
[pat@thehubpickleball.com](mailto:pat@thehubpickleball.com)



# CASA de ORO ALLIANCE

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August 31, 2022

Mike Madrid, AICP  
Land Use/Environmental Planner – Long Range Planning  
County of San Diego  
Planning & Development Services  
5510 Overland Avenue, Ste. 310  
San Diego, CA 92123

RE: Pickleball Club Development in Casa De Oro; Alternative Zoning.

Dear Mr. Madrid:

Thank you very much for participating in the virtual Board Meeting of the Casa De Oro Alliance (the “CDOA”) on August 11, 2022. In the Board Meeting, we received a presentation by Mr. Pat Rolfes, who heads the company spearheading the development of a pickleball club, to be called “The Hub,” located at the west end of Casa De Oro (the “Developer”).

The CDOA is encouraged by the fast pace at which the Developer has commenced the rehabilitation of the existing clubhouse and build-out of the pickle ball court infrastructure.

The Developer noted during the Board Meeting that The Hub, as currently under construction, is a project being funded personally by Mr. Rolfes and his business partners. The Developer contends that its ability to further transform The Hub into a high-caliber regional pickle ball center<sup>1</sup> will not be possible without securing external funding from a commercial lender.

According to the Developer, commercial lenders will not fund a project like The Hub if the underlying property (i.e., collateral for the loan) is zoned primarily for recreational use.

The Developer also suggested that a variety of alternative uses have been explored (e.g., apartments, retail, etc.), but that there are multiple headwinds to commercial development, including the triangular shaped lot, steep access from Campo Road, and that it is bounded by substantial traffic on both sides by Campo Road and Highway 94. The Developer has stated that to satisfy a commercial lender, the best alternative use (and where they have significant development experience) would be mini-storage.

The Developer has approached County Planning about obtaining a zoning change that would allow mini-storage as an alternative use (and, potentially, for the two neighboring parcels to the east). In response, the County suggested that the Developer solicit input from the Valle De Oro

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<sup>1</sup> The Developer has suggested that ideal upgrades under consideration might include the following: a new central club house facility, full restaurant and lounge serving members and the public, professional tournament quality “stadium” courts, and acquisition of neighboring parcels for expansion.

Planning Group, the CDOA, and other relevant stakeholders to help inform the County's consideration of such a change. This resulted in discussions and presentations between the Developer, the CDOA and the Valle De Oro Planning Group.

A CDOA subcommittee was formed solely to evaluate the Developer's development work to date, as well as the Developer's reasoning for seeking zoning approval for mini-storage as an alternative usage.

CDOA Board Members are enthusiastic about conversion of the tennis club to a center for pickleball, which is among the country's fastest growing recreational sports and, unlike many competitive sports, is easy to learn and appeals to all age groups.

The CDOA believes The Hub could be a tremendous resource for residents of Casa De Oro, Spring Valley, Mt. Helix/La Mesa and many other surrounding communities. Particularly in combination with the development of a new library on the other side of Campo Road, The Hub has the potential to play a pivotal role in propelling the County's goal of revitalizing the Campo Road Corridor.

After more than a dozen years of watching the shuttered tennis club fall into disrepair, then rise from the ashes in the form of two separate illegal marijuana dispensaries, the CDOA is optimistic that the property could once again become a treasured asset to our community. The increased visitors to The Hub will invariably benefit nearby businesses.

The CDOA does not have reason to dispute the Developer's assertion that expanding The Hub will require external financing. Nor does the CDOA have reason to dispute the Developer's assertion that the necessary financing will not be obtainable without some type of spot re-zoning (or other zoning mechanism).

The purpose of this letter is to advise the County that the CDOA strongly supports the current recreational use zoning (and the pickleball club in development) but does not object to the Developer's pursuit of a re-zoning that would allow both recreational and mini-storage.

Please feel free to contact me directly if you would like to discuss this matter further.

Respectfully,

A handwritten signature in dark ink, appearing to read "Bob Yarris". The signature is fluid and cursive, with the first name "Bob" being more prominent than the last name "Yarris".

Bob Yarris, President

## Valle de Oro Community Planning Group

3755 Avocado Blvd #187, La Mesa, CA 91941

Oday Yousif, *Chair*

September 26, 2022

**Sent Via: Email and U.S. Postal Mail**

San Diego County Board of Supervisors  
c/o Clerk of the Board of Supervisors  
1600 Pacific Highway, Fourth Floor, Room 402  
San Diego, California 92101  
COBRecords@sdcounty.ca.gov

San Diego County Planning Commission  
c/o Planning and Development Services  
5510 Overland Avenue, Suite 110  
San Diego, CA 92123  
PDS.PlanningCommission@sdcounty.ca.gov

**Re: Pickleball Club Development on Campo Road**

Dear Board of Supervisors & Planning Commission:

The Valle de Oro Community Planning Group (the “VDO CPG”) represents the communities of Casa de Oro, Mount Helix, and Rancho San Diego as an advisory board to the County of San Diego but particularly for issues related to planning, development, and land use. This letter comes to you following the VDO CPG’s formal recommendation of the Campo Road Corridor Revitalization Specific Plan (the “Specific Plan”) and in relation to a potential development on Campo Road and within the boundaries of the Specific Plan.

On August 2, 2022, Patrick Rolfes presented to the Valle de Oro Community Planning Group as a representative of the “The Hub San Diego” which aims to be the largest pickleball center in San Diego County. Mr. Rolfes extensive presentation gave significant background as to the growth of pickleball as a sport and its current extensiveness in San Diego County.

The site that has been acquired for the development of this facility is located at 9545 Campo Road, Spring Valley, CA 91977. This facility used to house the Helix Tennis Club until the business shuttered. The ongoing development of the property seeks significant improvement as to the use and condition of the parcel.

The issue, however, that was presented to the VDO CPG and other stakeholders by Mr. Rolfes was describe as a limited use of the parcel under the current zoning mechanism and what it would be under an approved Specific Plan. The use under the Specific Plan would allow for the use as a pickleball club as well as for housing and retail. The Hub seeks the support of the VDO CPG for an alternative use of the parcel (and possibly neighboring parcels): self-storage or mini storage. Their claim is that such a use will better allow them to develop a world a class pickleball facility by guaranteeing the adequate funding to do so.

The current use of the parcel, and that which would be allowed under the Specific Plan, does not allow for any storage use. In fact, there has been no advocacy or attempt to allow for a storage use throughout the Specific Plan drafting process. Because the issue of storage use anywhere throughout the Specific Plan came in front of the VDO CPG very late in our involvement with the Specific Plan, we have no desire to make contingent our support of the Specific Plan on an additional storage use. At our September 13, 2022, meeting, the VDO CPG voted give out recommendation of the Specific Plan without any condition.

## Valle de Oro Community Planning Group

3755 Avocado Blvd #187, La Mesa, CA 91941

Oday Yousif, *Chair*

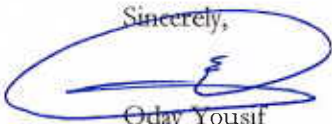
That vote is the reason for this letter. We did not wish to stifle the progress of the Specific Plan by conditioning *our* support on the addition of a specific use. However, we know that the Planning Commission and Board of Supervisors are better suited and able to make such changes if you wish. Nonetheless, we still want the Planning Commission and Board of Supervisors to be aware of our view on this issue.

The VDO CPG appreciates any attempt to improve the parcel which is an eyesore for the Casa de Oro Community and for all those who can see the property from the westbound side of Highway 94. The VDO CPG specifically is in support of the pickleball club use on the property. We believe that that use would not just be in the interest of Casa de Oro but our region as a whole.

Therefore, the VDO CPG has no objection to mini or self-storage use being allowed on the parcel known as 9545 Campo Rd, Spring Valley, CA 91977. We believe that if this additional use allows the developer leeway for even more extensive development of the pickleball club, the current zoning should not stifle that. Specifically, we believe the mini or self-storage use should only be limited to the parcel known as 9545 Campo Rd, Spring Valley, CA 91977 and the two parcels adjacent to it.

I am available to discuss this matter at your convenience.

Sincerely,



Oday Yousif

Valle de Oro Community Planning Group, Chair

cc: Mike Madrid, County of San Diego PDS

**From:** [Jimenez, Ann](#)  
**To:** [Douglas Coats](#)  
**Cc:** [Madrid, Michael](#); [Lieberman, Tara](#)  
**Subject:** RE: [External] written notes  
**Date:** Monday, October 17, 2022 2:29:00 PM  
**Attachments:** [image001.png](#)

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Good afternoon,

Thank you for your email. Yes, if you are not able to attend or call into the Planning Commission Hearing on Friday, October 21, you can submit an eComment by following the [link here](#). If you would like to send attachments with your comment you can email me directly. Your comment will be added to the public records and be submitted to The Commission for review. Please have any comment submitted by 4:00 p.m. Wednesday, October 19, to ensure the Commission has enough time to review.

I am available if you need further assistance. I have also Cc'd the planner on this project.

Thank you,

*Ann Jimenez*

**Ann Jimenez**, Planning Commission Secretary

[she/her/hers](#) | [Why pronouns matter?](#)

County of San Diego, Planning & Development Services

5510 Overland Avenue | Suite 310 | San Diego, CA 92123 | MS: O-650

c:619-517-4193 | [Ann.Jimenez@sdcounty.ca.gov](mailto:Ann.Jimenez@sdcounty.ca.gov) | [PDS.PlanningCommission@sdcounty.ca.gov](mailto:PDS.PlanningCommission@sdcounty.ca.gov)

**Hours** 7:00 A.M. to 3:30 P.M. **Telework** M/T/Th – **In-Office** W/F

Planning Commission Homepage:

[www.sandiegocounty.gov/pds/PCHearing](http://www.sandiegocounty.gov/pds/PCHearing)

-----Original Message-----

From: Douglas Coats <coatsdw@gmail.com>

Sent: Monday, October 17, 2022 2:08 PM

To: Jimenez, Ann <Ann.Jimenez@sdcounty.ca.gov>

Subject: [External] written notes

Hello

I am focusing on the Campo Road project and was a part of some of the earlier meetings and opinion meetings. I am not going to be available for the upcoming meeting on Thursday the 21st but would like to know if in lieu of speaking you accept written documents to be sent and then read?

Thanks in advance,

Douglas Coats  
619-540-7644

Spring Valley