

# CASA DE ORO REVITALIZATION OPTIONS



**BOARD OF SUPERVISORS**  
**JANUARY 24, 2018**  
**AGENDA ITEM #6**

# BACKGROUND

## ■ CASA DE ORO COMMUNITY ALLIANCE CONCEPTUAL PLAN

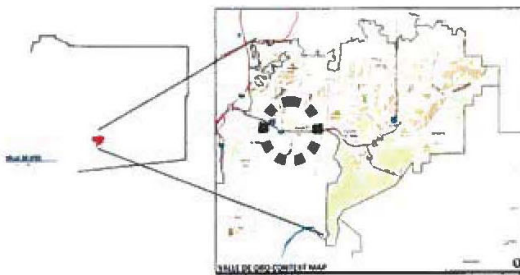


### Campo Road Re-Vitalization

#### Introduction

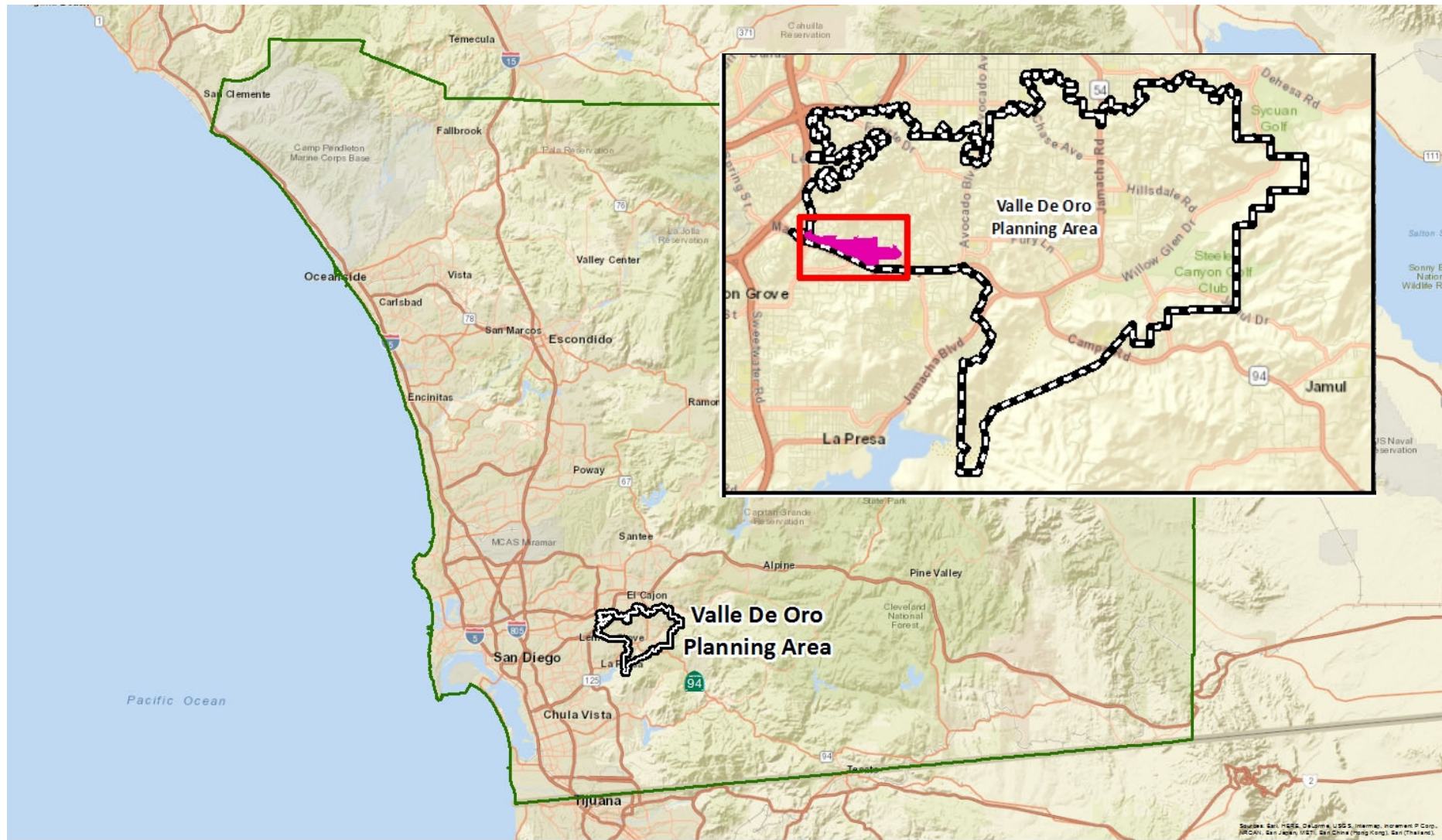
*The Casa De Oro Community Alliance is here to discuss the need for Re-Vitalization along Campo Road, from South Granada on the east to Bancroft on the west.*

*'A historically rich, culturally diverse community that is safe, pedestrian-friendly and a popular destination for dining, entertainment and shopping.'*



Prepared by the CdOCA Strategic Planning Committee:  
Roy Davies Architect  
Alan Arthur, Realtor  
Bill Hoffman, Realtor  
Ed Batchelder, City Planner, Retired.

# PROJECT LOCATION



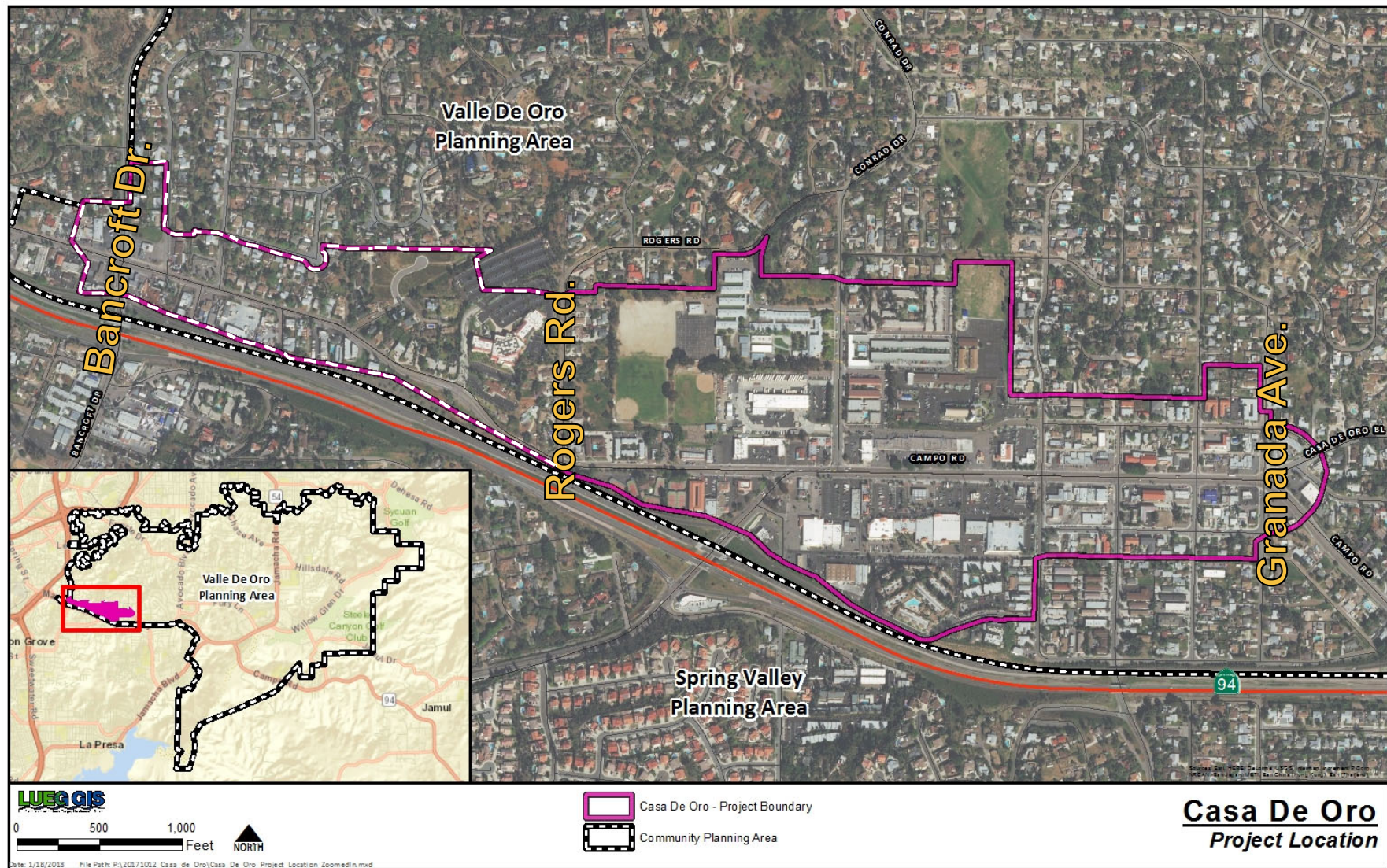
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**Valle De Oro**  
*Community Planning Area*



# PROJECT LOCATION





# PROJECT SCOPE

## ■ MICHAEL BAKER INTERNATIONAL

### Casa de Oro

#### Revitalization Strategy Report

##### Issues and Opportunities

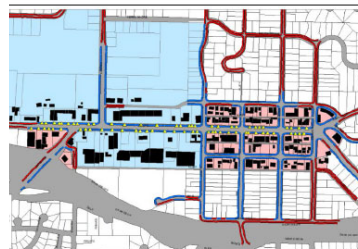
County of San Diego

Planning & Development Services



January 9, 2017

- Most of the buildings are 1-story, contributing to the image of a sprawled, auto-oriented development and reduced visual interest.
- Many of the buildings are in poor condition and do not meet contemporary design or efficiency standards.
- The street section is typified by nearly continuous asphalt and concrete for 150 feet between buildings.
- There are very few street trees and vegetation and green space overall, but there are some very large and attractive trees.
- There are an excessive number of curb cuts and driveways and uncontrolled turning movements and conflict points for vehicles, cyclists, and pedestrians.



Existing sidewalks and areas without sidewalks. Existing curb cuts are shown with a yellow triangle and existing sidewalks are shown without sidewalks are shown in red.

Sidewalks exist primarily on Campo Road. A popular children's route to school on the west segment of Kenwood does not have a sidewalk.

**Traffic Volumes and Patterns.** The existing average daily traffic along Campo Road is 300 vehicles per day. The existing roadway classification and design provides capacity for 1,000 vehicles per day, indicating an abundance of capacity. Discussions with community members indicate that traffic is not an issue during non-peak hours. However, peak hours (7:00 – 9:00 a.m.) results in delays and queuing around Conrad Avenue and Kenwood towards the west segment sees roughly 25,000 trips per day whereas the access to SR94 less than 1 mile west sees only roughly 5,000 trips per day. It was noted that most commuters turn West

Revitalization Strategy Report

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- Excess Roadway Capacity.** Campo Road is designed to carry several times the volume of traffic that exists and is projected to carry in the long-term. The existing capacity of Campo Road is an average of 40,000 trips per day (ADT). Current and projected traffic on Campo Road is approximately 14,000 trips per day. The existing and future volumes could be accommodated in a much smaller road section, with fewer lanes, leaving room for reclamation of lanes, parking and ROW for other uses and improvements.



Example of how Campo Road could be redeveloped to provide parking and landscaping.

**Excess ROW Impacts Parking.** The existing right-of-way along Campo Road is 100 feet. Unlike most streets of this size and nature, there is no on-street parking on Campo Road. Further, the 100-foot wide right-of-way is extraordinarily large. Most of the required on-site parking areas on the parcels east of Bonita are non-conforming because they are in the right-of-way.

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#### Community Facilities District (CFD)

A **Community Facilities District (CFD)**, or Mello-Roos, allows for financing of public improvements and services. Any County, city, special district, school district, or joint powers authority can establish a CFD to finance public improvements and services. CFDs are available to finance a broad range of improvements and services that can assist in the development of property used for residential, commercial, industrial, or community centers that have a useful life of at least five years.

##### RESPONSIBLE PARTIES:

County Board of Supervisors  
County PDS, DPR & DPW  
City and Bond Counsel  
County Public Works / Engineers for capital improvements  
City or Joint Powers Authority  
Applicants

##### ESTIMATED COST:

\$250-450,000  
CFD Plan Development  
\$100-150,000  
Engineering Plans  
\$100-200,000  
District Formulation  
\$50-100,000  
Annual District Management  
\$5-10,000

##### TIMEFRAME:

9-15 months  
CFD Petition/Initiation  
2 months  
CFD Legislative Plan  
2-6 months  
CFD Formation Public Hearing  
2 months  
Election (general or special)  
3-6 months  
Purchase, Bond, Construction  
Ongoing



The following summarizes how some Casa de Oro issues could be addressed by creation of a CFD using financing of major improvements such as: corrections to the open channel storm drainage basin; reconfiguration of Campo Road including on-street parking, landscaping, and lighting; and/or change of land and/or construction of a community center. Changing Campo Road to a more active, pedestrian- and bike-friendly corridor would transform the use, function and perception of area, and encourage development and redevelopment with uses typical of a Main Street.

Casa de Oro Revitalization Strategy Report

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# EXISTING CONDITIONS ASSESSMENT

- SITE VISIT AND WALK AUDIT
- REVIEW OF EXISTING BACKGROUND MATERIALS
- LAND USE AND DENSITY ANALYSIS
- URBAN FORM ANALYSIS
- REVIEW OF TRAFFIC VOLUMES AND PATTERNS



Image showing an example of how Campo Road could be redeveloped to provide parking and landscaping, closer buildings.

# STAKEHOLDER OUTREACH

## ■ 7 STAKEHOLDER ENGAGEMENT EVENTS





# COMMUNITY IDENTIFIED ISSUES

- ABSENCE OF DESIRABLE LAND USES
- REGULATIONS THAT DETER NEW DEVELOPMENT
- PROPERTY MAINTENANCE
- TRAFFIC, STREETScape AND PARKING ISSUES
- CODE COMPLIANCE
- POOR PERCEPTIONS OF THE COMMUNITY
- INFRASTRUCTURE



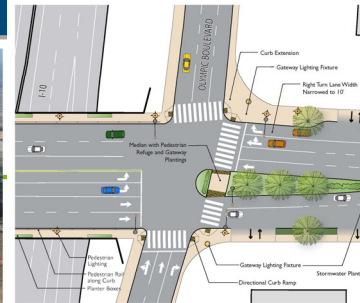
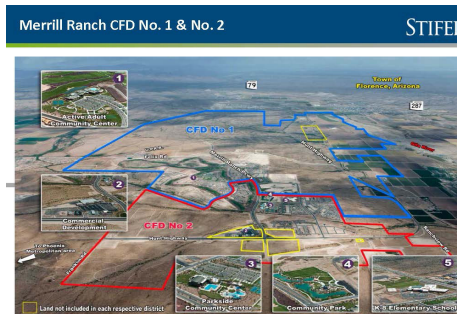


# FINANCING OPTIONS

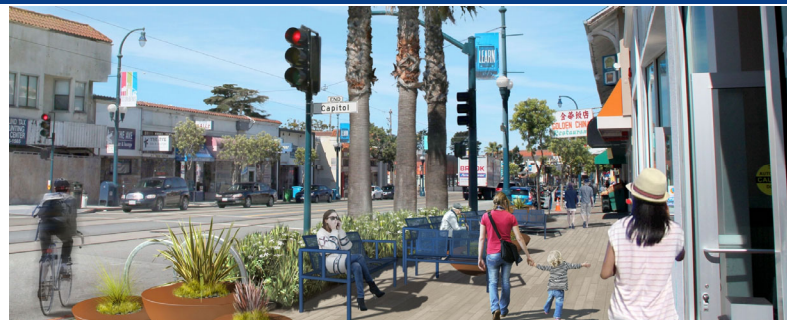
## Business Improvement District



## Community Facilities District



## Enhanced Infrastructure Finance District



# REGULATORY OPTIONS

## Design Guidelines

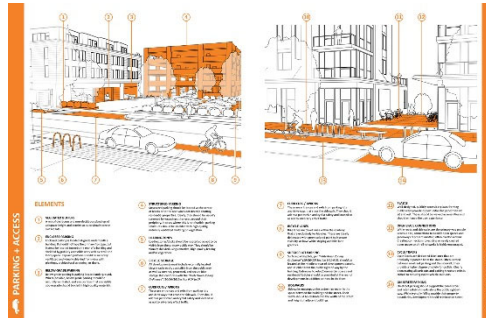
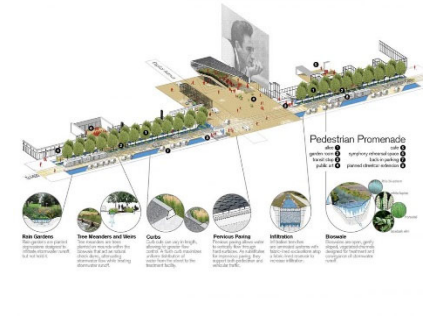
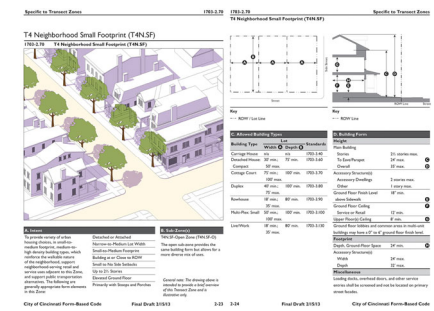


Figure 5.2 Sidewalk treatment views with ground floor treatment.

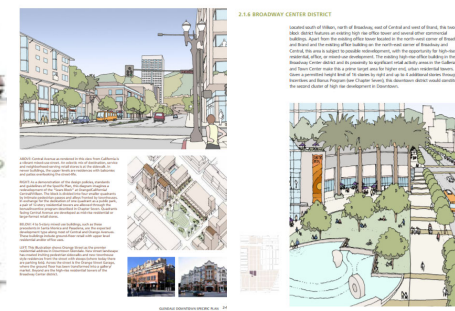
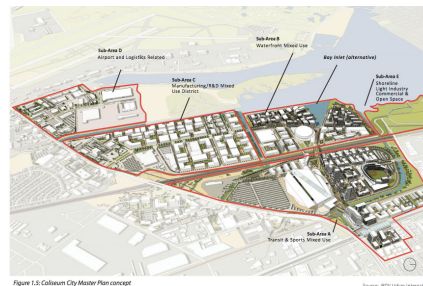


## Form Based Code

RURAL			SEMI-RURAL					VILLAGE							
RL	RL	RL	SR	SR	SR	SR	SR	VR	VR	VR	VR	VR	VR	VR	VR
80	40	20	10	4	2	1	5	2	2.9	4.3	7.9	10.9	15	24	30



## Specific Plan

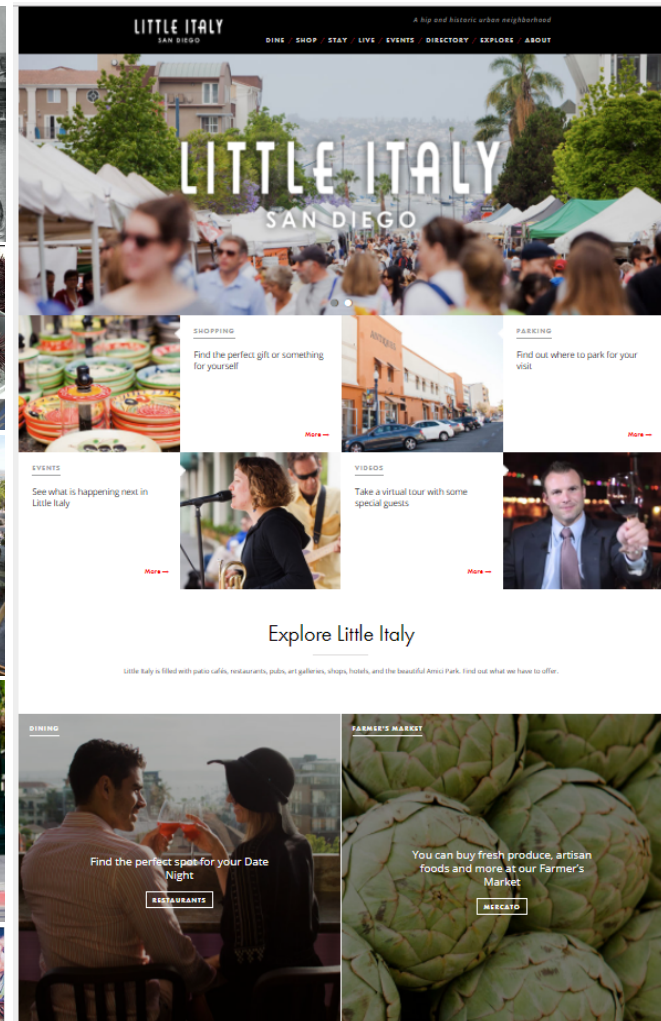
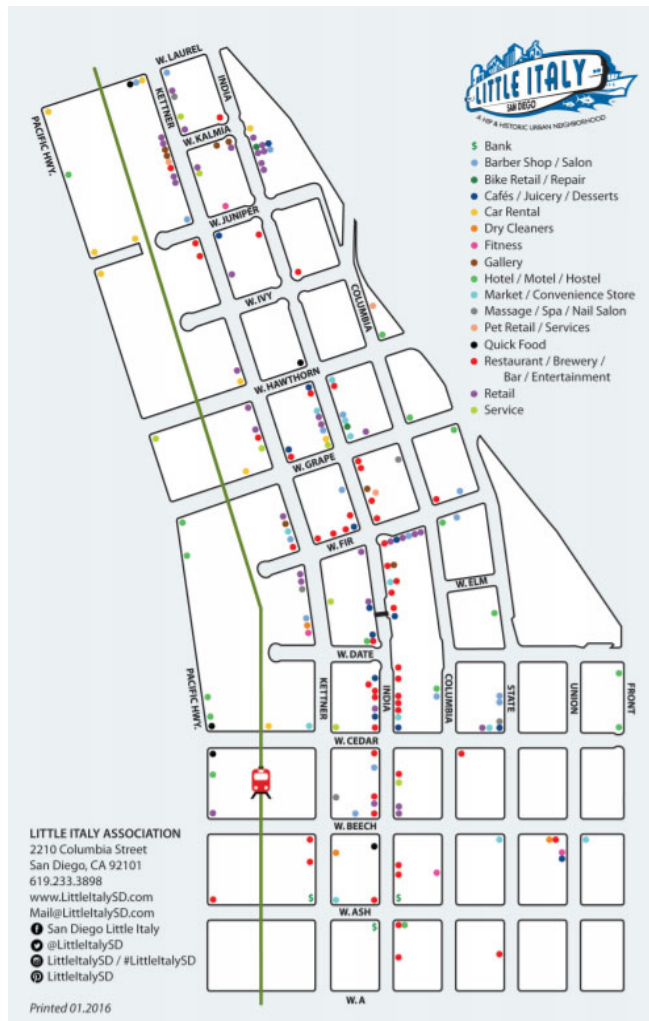




# OPTIONS SUMMARY

Option	Actions	Typical Funding
Business Improvement District	Maintenance, Private Landscaping, Wayfinding, Façade Improvements, Signage Improvements, Waste Management, On-Street/Shared Parking, Special Events, Tenant Attraction	Private: Business/ property owner assessments
Community Facilities District	Public Infrastructure Improvements, Parks, Community Facilities, Road and Streetscape Improvements, On-Street/Shared Parking	Private: Special tax (property)
Enhanced Infrastructure Finance District	Public Infrastructure Improvements, Parks, Community Facilities, Road and streetscape improvements, On-Street/shared parking	Public: Tax increment growth (property) to pay back infrastructure bonds Private: assessment, fees, and/or private sources
Design Guidelines	Streetscape Design Standards, Design Guidelines	Public: A grant, the County or other fees
Form Based Code	Zoning regulations for building locations, design, and streetscapes	Public: A grant, the County or other fees
Specific Plan	Signage Ordinance, Streetscape Design Standards, Design Guidelines, Public Facilities Planning	Public/Private: A grant, new taxes (property), fees, or new sources

# EXAMPLE: LITTLE ITALY ASSOCIATION





# COMMUNITY INPUT

- VALLE DE ORO COMMUNITY PLANNING GROUP
  - SPECIFIC PLAN WITH INTERIM DESIGN GUIDELINES
- SPRING VALLEY COMMUNITY PLANNING GROUP
  - DID NOT TAKE ACTION
  - STATED THAT MORE INPUT WOULD BE NECESSARY TO MAKE AN INFORMED DECISION IN SUPPORT OF THE PROJECT
- CASA DE ORO COMMUNITY ALLIANCE
  - SUPPORT THE VALLE DE ORO PLANNING GROUPS' RECOMMENDATION FOR A SPECIFIC PLAN WITH INTERIM DESIGN GUIDELINES

# RECOMMENDATIONS

**STAFF RECOMMENDS THAT THE BOARD**

- 1. FIND IN ACCORDANCE WITH THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) GUIDELINES THAT TODAY'S ACTIONS ARE STATUTORILY EXEMPT FROM CEQA**
- 2. ACCEPT THE CASA DE ORO REVITALIZATION REPORT**



# CASA DE ORO REVITALIZATION OPTIONS



**BOARD OF SUPERVISORS**

**JANUARY 25, 2018**

**AGENDA ITEM #6**