



OVERVIEW



Casa de Oro Fall Festival

Saturday, November 9, 2019
10 AM to 3 PM

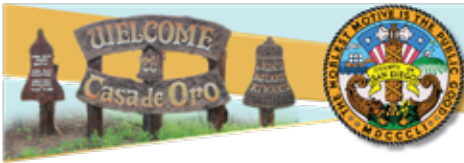
On Saturday, November 9, the project team set up a booth at the fourth annual Casa de Oro Fall Festival held on the grounds of the Spring Valley Academy. The booth included the following resources and exercises:

- A project aerial map which also served as a place to identify issues and opportunities;
- A number of vision boards where visitors to the booth could rate or identify images they liked and provide written comments;
- A sign-up sheet to stay involved;
- Comment/information forms; and,
- Two project team members and one county planner available to explain the project and answer questions.

Over the course of the day, an estimated 200 people stopped by the booth to ask questions, provide their thoughts, take part in the interactive exercises, or just take a look at the materials. Most of the visitors seemed excited about the opportunities to improve the corridor. Twenty-eight individuals added their names to the sign-up sheet.

This packet summarizes the community input from the Casa de Oro Fall Festival.

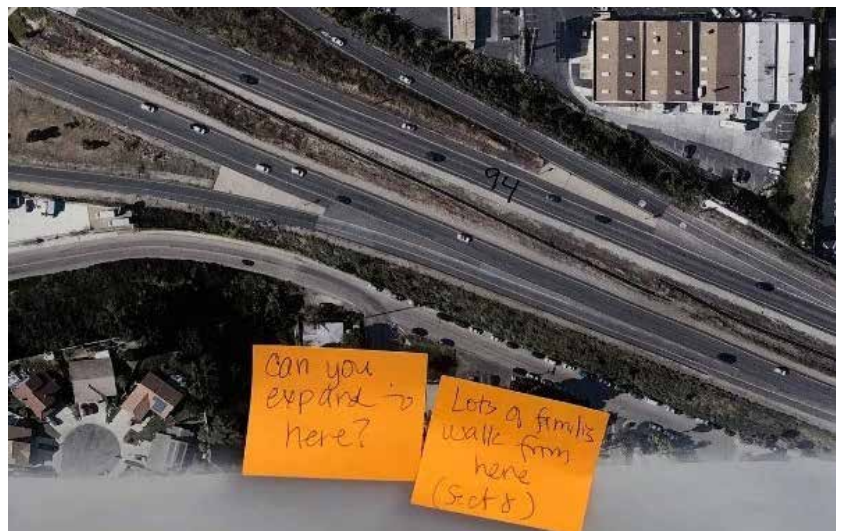


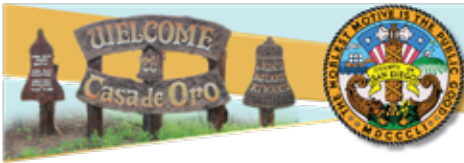


PROJECT AERIAL MAP POST-IT NOTE COMMENTS

The project aerial map helped orient people to the corridor. It also served as a space for individuals to discuss additional opportunities and concerns, including these:

- Add more green space
- More trees!
- Make a playground/green space
- Provide better access to Estrella Park
- When? Estrella Park
- Expand to neighborhoods across Hwy 94; lots of kids and families walk
- Tear down block wall at Grocery outlet parking lot
- Connect parking lots – down with walls
- No connections for cars or walking in parking lots
- Add eco-friendly roundabouts – no stoplights; cut down on speeding and look better
- Dangerous intersection for pedestrians at Conrad & Campo Road
- New crosswalk (mid-block) needed between Conrad and Bonita
- Slow traffic down on side streets





VISION BOARDS IMAGE RATINGS



Three vision boards were developed, each with a variety of different images depicting various activities, character, form, and scale that might be appropriate for the future of Campo Road and its environs.

Images receiving the highest number of dots (10 or more dots) are shown here.



20



24



14



12



13



12



12



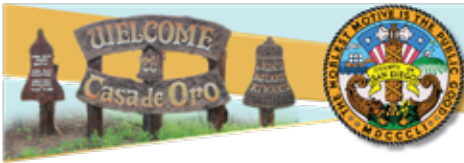
10



15



11



VISION BOARDS

Overall Character

Which Images Represent YOUR VISION for Casa de Oro?

Place a dot under the pictures that illustrate the "OVERALL CHARACTER" you desire for the area!

 3	 6	 2	 9	 14	
 12	 9	 1	 12	 3	 3
 1	 2	 5	 1	 7	 3

Don't see anything you like? What would you suggest?

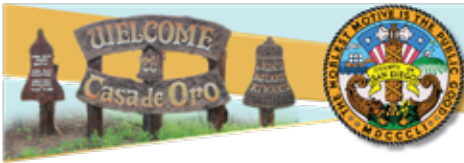
Activities & Land Uses

Which Images Represent YOUR VISION for Casa de Oro?

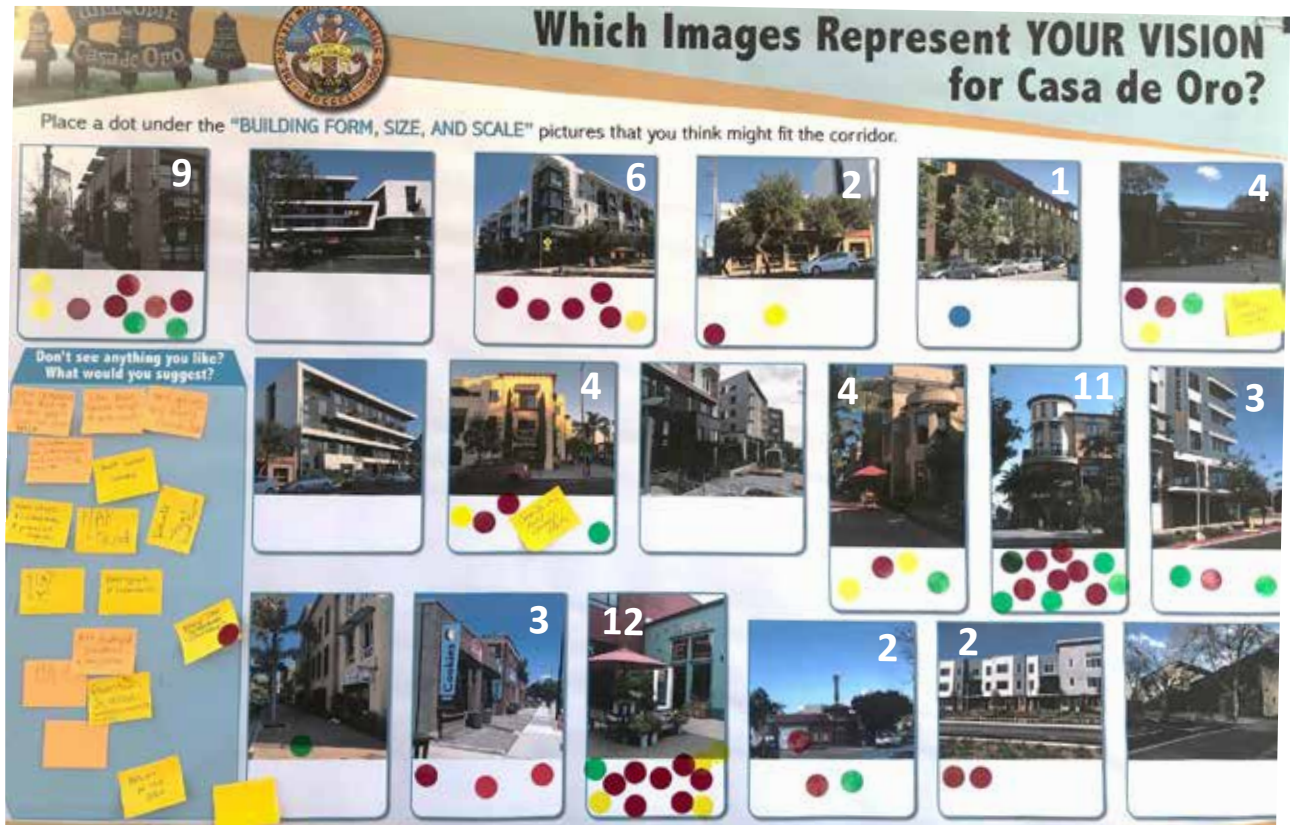
Place a dot under the pictures of the kind of ACTIVITIES AND LAND USES you want to see!

 24	 2	 6	 9	 5	 10	 1	 20
 15	 5	 6	 5	 13			
 2	 8	 3	 2	 6	 3	 5	 5

Don't see anything you like? What would you suggest?



Building Form, Size, and Scale



Post-It Note Comments (all boards)

- Keep big trees
- Shade please
- Trees, pavers, crosswalks
- Sidewalks with trees to cool the area
- Trees, walkable, variety
- More sidewalks
- Make the sidewalks walkable
- La Mesa - walkable, charming, variety
- More bike lanes
- ADA accessibility/sidewalks/ramps/discontinuous sidewalks
- Playground
- Recreation areas for kids and adults like a bowling alley
- More family-friendly areas
- Art displays, sculptures, and play area
- Public space for music (like Liberty Station)
- Casa de Oro – gold, Spanish style
- Need CDO to be more quaint, homey, country feel. We are not a big city.
- I like the look of Downtown Mesa; I second!
- Less bars, smoke shops and taco shops
- More commerce in our area so we don't have to leave our area
- More grocery
- With an influx of 100's more families, we need more shopping (specifically grocery)
- Family pub or restaurant