



## You're Invited! Fall Festival Family Fun

Our Second Annual Casa de Oro Fall Festival is Sunday, October 21 from 10 a.m. to 4 p.m. at Spring Valley Academy, 3900 Conrad Drive, Spring Valley.

Enjoy great family fun with music, food, vendors, and games. This event is free to all – bring your friends and family.

The Fall Festival is sponsored by the Casa de Oro Alliance Beautification Committee. Thanks to committee members: Carol Wright, Don and Lisa Powell, Gaylord and Jill Norcross, Grace Eugenio, Joan Forbes, Nancy and Reader Campdoras, Vince and Wannetta Sherrod, and Sonya Heiserman.

**CASA de ORO**  
**ALLIANCE**

Fall 2017

## Reinventing the Casa de Oro Business District



Photo Credit Bob Cederdahl

Our business community on Campo Road is in need of a major facelift. Here's an update on important work your Casa de Oro Alliance is doing to bring about a much-needed overhaul.

Following months of preparatory research and work, your Casa de Oro Alliance met with Supervisor Dianne Jacob in June and asked for her help to hire an urban planner to provide a plan to transform this corridor. We

are pleased to report that Supervisor Jacob was very enthused about our initiative and endorsed our request. She agreed to champion our project before the County Board of Supervisors, whose vote of

approval is required to move ahead with a funding commitment from the County.

This is a huge step forward as we make our way to transforming our distressed business district. Our thanks to strong leadership from Alliance members Roy Davies (architect) and Ed Batchelder (retired city planner) who, along with Chair Bob Yarris, prepared a high quality,

professional presentation to successfully make our case. We are so fortunate to have their leadership, commitment and expertise.

You can help us in this effort. The County Board of Supervisors is tentatively scheduled to vote on funding for an urban planner for Casa de Oro on **Wednesday, September 27, 2017 at 9 a.m.** The meeting will be held in Room 310 at the San Diego County Administration Center, 1600 Pacific Highway, San Diego, 92101. Parking is free and located at the south side of the building.

We highly encourage you to attend the meeting in support of an urban planner. If you wish to speak, you must submit a "Request to Speak" form to the Clerk of the Board at least five minutes before the beginning of the meeting. There are separate forms to support or oppose, so be sure to fill out the correct one.

With your help, the support of Supervisor Jacob, and the work of our many active volunteers, we are moving forward to renew Casa de Oro.

# CASA de ORO ALLIANCE

## Chair

Bob Yarris

## Co-Chair

Pastor Roland Slade

## Committee Chairs

### Business Improvement

Allan Arthur  
Holly Yarris

### Beautification

Don and Lisa Powell  
Carol Wright

### Media and Communications

Susan Nichols  
Jay Steiger

### Policy Development

Michael Heron  
Lisa Stewart

[www.CasadeOroAlliance.org](http://www.CasadeOroAlliance.org)

### Like us on Facebook

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### Email Us

CasadeOroAlliance@gmail.com

### Vision

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

*This newsletter is produced by the Casa de Oro Alliance Media & Communication Committee members Rachel Clibborn, Susan Nichols, Cindy Schmidt, and Jay Steiger with additional support from East County Community Change Project\* staff.*



## Chair's Message

by Bob Yarris

The Casa de Oro Alliance has become what it is today thanks to the awesome passion and commitment of our some 200 plus community volunteers, families and neighbors. We have all recognized and devoted our spare time to support our mission and vision to rebuild and revitalize Casa de Oro.

The Institute for Public Strategies' East County Community Change Project, also deserves special recognition for its leadership and support.

Community organizing depends on this kind of heartfelt service and dedication to accomplish this much-needed rebirth and restoration of our neglected community.

This newsletter highlights some of the Alliance's recent success stories and current plans to engage our community and share our story. We hope you find the time in your busy schedule to join us.

We have met with several key San Diego County planning and code enforcement officials and a policy advisor from District Two Supervisor Dianne Jacob's office, and we feel confident that our voices are resonating at the highest levels of county government. This is the result of dedicated, hard work on behalf of everyone committed to making this rebirth happen.

We need the support of the entire community, including residents, landlords, business owners, clergy, teachers, stakeholders and especially you to fulfill our dream of restoring and making Casa de Oro a safe, user-friendly community that we all can be proud of again. Join us. Together we can accomplish more.

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## THANK YOU COMMUNITY PARTNERS

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The support of our community means the world to us. We are grateful to the following businesses who generously donated supplies to help with our Casa de Oro Community Clean Up: Smart & Final, Grocery Outlet, Butler's Coffee, Treebeard Landscaping, Lively Properties, Carl's Jr., Dixieline, EDCO, and Gaetano's Restaurant. We encourage our members to patronize these community partners.

A big shout out to the following organizations who generously provided space for our meetings and events: Faith Chapel, Foothills Methodist Church, and Young Actors' Theater. We are grateful for their support.

## Law Enforcement Low Down

by Cindy Schmidt



Lt. Tom Seiver

The Sheriff's Rancho San Diego Station has become a collaborative partner in the Alliance's effort to improve the Casa de Oro

business district. Lt. Tom Seiver attends Alliance meetings to keep the organization updated on his department's efforts. Although this station of the Sheriff's office patrols not only Spring Valley, but all of the unincorporated areas of La Mesa, El Cajon, and Rancho San Diego, deputies are giving special attention to creating a family-friendly environment in Casa de Oro.

Our Sheriffs are at work with County Code Enforcement personnel, as well as the District Attorney's Office, to be vigilant about business code, zoning, and building code violations by adult businesses (such as liquor stores, tattoo and massage parlors, medical marijuana dispensaries, and smoke shops). Shutting down violators has already happened and will continue to occur.

Deputies are giving greater attention to issues of littering, trespassing, graffiti, and non-code-compliant signage. All contribute to a negative perception of the area. Lt. Seiver reports that, in partnership with the county's Health and Human Services Agency, deputies are also identifying and assisting homeless individuals who may wish to take advantage of programs available to them through county, state, or federal agencies.

As the first (and many times the only) contact that many citizens have with the justice system, it is easy to forget that the Sheriff is not the prosecutor, judge, or jury. The main focus of their work is to keep the residents of the community safe by reporting violations which they observe, gathering evidence, writing reports, and testifying in court.



Lt. Seiver with members of the Steering Committee

The Alliance applauds the high level of service and extra effort these front-line professionals are making to assist in the transformation of Casa de Oro, and looks forward to continued cooperation in the future.

## Thank you CDO Cleanup

by Jay Steiger

People power was hard at work in Casa de Oro for the second annual neighborhood cleanup on June 10. Despite an unseasonable rainy morning, about 60 dedicated volunteers were undeterred by the weather and showed up to do their part to make Casa de Oro a better place.



Alliance members participate in the cleanup

Attendees were a wonderfully diverse group, including parents and children, retirees, businesspeople, teens, and young adults. After welcoming remarks from Casa de Oro Alliance Chair, Bob Yarris, people grabbed tools and trash bags and energetically moved down Campo Road. The rain lifted, while the cloud cover remained keeping the weather cool for the labor.

While trash pickup is an ongoing concern, our key focal point this year was to clean up overgrown weeds along the business frontage.

Thanks to ample winter rainfall, our weeds were almost forest-like in some areas. Cleanup teams made excellent progress in front of retail space near Santa Sophia Church, and the results can easily be seen by drivers and pedestrians on Campo Road. A clean and well maintained business corridor is a central goal of the Alliance's short and long term community vision.

Thank you to our guest of honor former Channel 10 anchor Bill Griffith.

Interested in future cleanup activities?

Please contact our Beautification Committee at [CasadeOroAlliance@gmail.com](mailto:CasadeOroAlliance@gmail.com)

## Casa de Oro History

by Rachel Clibborn

Casa de Oro was once a thriving farming community. Peaceful springs, sheltered area and mild climate lent it to being a great location for growing crops and raising livestock.

During the Mission Period, circa 1820, the padres grew cotton at the Bancroft Ranch, which was perfect because of springs in the area. Rufus Porter was one of the early inhabitants of Bancroft Ranch and he named Spring Valley after the springs. He planted fruit trees and crops and raised cattle for dairy, meat and hides.

In the 1920's, developers subdivided a portion of Casa de Oro. To encourage buyers, the developers offered two years of professional advice on avocado growing, if the buyers would plant avocados. They grew extremely well in the area and were the best in the County. They were known as green gold. This is how Casa de Oro got its name.

Although the farms have gone, Casa de Oro still retains its lovely country feel and remains a quiet, hidden gem in San Diego County.



Rufus Porters Ranch - Undated

## Business Improvement Committee Recruiting New Alliance Members - One Business at a Time

The Casa de Oro Alliance Business Improvement Committee is actively seeking new members. Participants hit the street along Campo Road recently, going door-to-door and reaching out to business owners and managers.

The recruitment effort is designed to unite the business district toward a goal of improving public health and safety, while increasing the quality of life for residents and businesses. We are working to unite business owners, explore innovative ideas, support each other and increase business in the area.

Each potential new member received a packet of valuable information including how to prevent loitering and trespassing, background information on the Alliance, a brochure and an in-depth newspaper article.

The Business Improvement Committee meets monthly on the second Tuesday at 5:30 p.m. The location rotates among the businesses along Campo Road that are members of the committee.

If you are interested in joining this or any other committee, please contact the Alliance at [CasadeOroAlliance@gmail.com](mailto:CasadeOroAlliance@gmail.com).

## Get Involved!

### General Assembly Meetings

Come hear about efforts to improve Casa de Oro.

Date: Third Thursday in January, March, May, July, September & November 6 p.m.

Location: Faith Chapel, 9400 Campo Road

### Business Improvement

See above article

### Media & Communication

Updates members & stakeholders with printed materials/social media /broadcast news.

Date: Fourth Thurs. monthly 5:30p.m.

Location: Casa de Oro Library  
9805 Campo Road

### Beautification & Community Events

Working to clean up Casa de Oro and foster a sense of community through beautification and cultural events such as clean-up days/Fall Festival.

Date: Third Tuesday monthly 5 p.m.

Location: Casa de Oro Library  
9805 Campo Road

### Policy Development

Exploring the use of zoning regulations and policies to place new limits on the number of high-risk adult businesses in Casa de Oro, and place conditions on pre-existing businesses to ensure they operate in a manner consistent with the character of the community.

Date: First Thursday monthly 6 p.m.

Location: Monte Vista High School  
3230 Sweetwater Springs Boulevard