

HOPE AVE APARTMENTS

JULY 5, 2022

IMAGINE CARLSBAD'S COMMENTS ON THIS PROPOSED REDEVELOPMENT

I.C. appreciates Wermers taking ownership and redeveloping these parcels in the Village. The plans we received from the City appear to be a good start. I.C. is currently discussing building design in the Village with the new committee and City consultant. Your project is both housing and located within the core area, made up of FC, VC & Hosp districts. As such it is a key example for design factors we have recently brought forward.

These are:

It's the Pacific: Context - we sit at the interface between a land and sea

It's a Village: All redevelopment must strengthen its character and atmosphere

It's Carlsbad's unique neighborhood: Start/Heart; Downtown; soon Town Center

Its heritage 100+ years: This must have an influence on all new work

We are requesting that all new development proposals in the Village respond to and reflect these attributes as primary guiding factors. What we do not want are buildings with today's in vogue design style that could be placed anywhere in SoCal. The Village is unique and our community has stated that we want a "Beach Town" character.

We appreciate that you have put together a number of parcels and that this has allowed parking to go sub-grade, great. However, as stated "it's a Village", the look of a mega complex is inappropriate. What we want from new development is to look as though it is a cluster of different narrow buildings built over time by different people side by side in a tight group. This supports the appearance of a village and it supports this Village's typical 50ft wide lots, part of its heritage.

We also want the exterior design and materials to reflect the context / setting. We point you to the 5 unit residential bldg just finished on the southeast corner of Oak and Madison. It is not perfect but it is one of "the looks" we find most appropriate from its materials, massing, window selection / grouping and use of wood timbers/trellis as detail.

Our understanding of the new MP is that it requires setbacks on the 4th level. The MP also has a maximum height standard of 45 ft and the plans indicate a height of just under 48 ft on the west (alley) edge, this is of concern for us. We like that the SW corner is held to 3 stories and would like to see the same on the NW corner, with non-hard overheads. We will also look for abundant greenery on these open corners to add to the positive visual statement for this redevelopment in our Village.

We look forward to reviewing the next set of updated plans on your proposed project.

a retro rebranding
returning the Village-Barrio to its original name
**FRAZIER'S
STATION**

F.S. AN AUTHENTIC SEASIDE BARRIO / VILLAGE

July 25, 2022

THE TERMS VILLAGE & BARRIO, BOTH OF WHICH ARE SOMEWHAT GENERIC AND ARE ALSO UBIQUITOUS, AS THEY ARE USED IN NUMEROUS LOCATIONS. AS SUCH THEIR SOLE USE HERE ADDS LITTLE TO ENHANCE THE IDENTITY OF THIS CARLSBAD NEIGHBORHOOD. IMAGINE CARLSBAD BELIEVES THIS LOCATION SHOULD HAVE A NAME THAT IS DISTINCTIVE AND UNIQUE LIKE THE NEIGHBORHOOD ITSELF. WE CAN DO THIS BY RETURNING TO THE AREA'S ORIGINAL NAME, A NAME THAT IS TIED TO THE HERITAGE OF THIS EXACT LOCATION, AS THE **"START n HEART"** OF CARLSBAD.

AS OUR COUNCIL MAKES THE DECISION TO KEEP CITY HALL WHERE IT IS AND CREATES A CIVIC CENTER THERE, THIS NEIGHBORHOOD WILL BECOME **A STRONGER POINT OF FOCUS & COMMUNITY PRIDE.**

IN RESPONSE, *IMAGINE CARLSBAD PROPOSES* THAT THE VILLAGE-BARRIO NEIGHBORHOOD, CARLSBAD'S NEW TOWN CENTER, **RETURNS TO ITS ORIGINAL AND MORE DISTINCTIVE NAME;**



NAMES OF OTHER CARLSBAD NEIGHBORHOODS / AREAS

MOST INCLUDE BOTH DESCRIPTIVE AND PERSONAL NAMES

CALAVERA HILLS; ROBERTSON'S RANCH; RANCHO CARRILLO; BRESSI RANCH; AVIARA;
EVEN'S POINT; KELLY RANCH; OLD CARLSBAD; PONTO; TERRAMAR; LA COSTA;
and now **FRAZIER'S STATION**

July 25, 2022

FRAZIER'S STATION

sets an example of how we can step forward to build sustainability into our Town Center

The initial example of how our sea breeze / wind power drives a hydraulic pump to retrieve a natural resource - well water

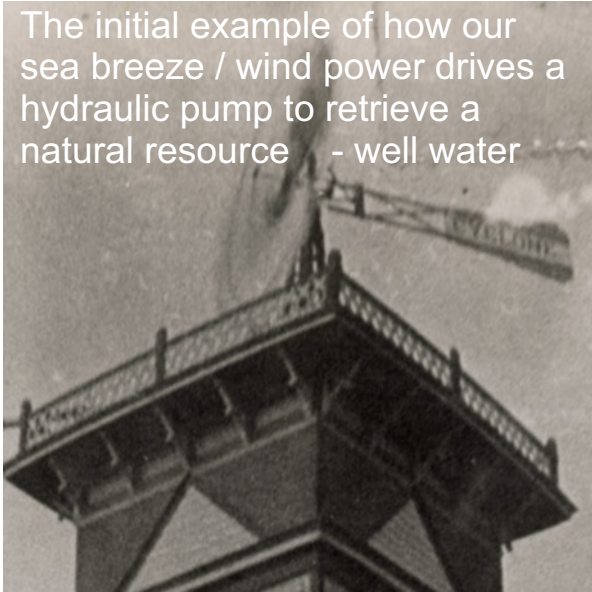
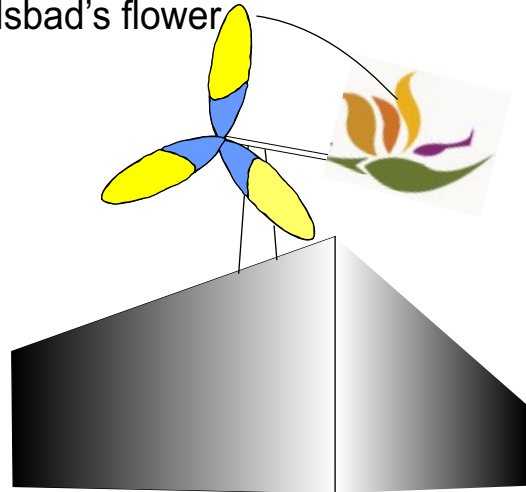


photo of Frazier's well tower

the tail of the all new windmills will resemble the "Bird of Paradise" Carlsbad's flower



sketch of proposed Windmill

IN RECOGNITION OF ITS **RETRO NAME**, ALL ARCHITECTURAL TOWERS IN THE CORE AREA , THAT ARE 40FT OR MORE IN HEIGHT, SHOULD HAVE WINDMILLS ATOP THEM, AS DID FRAZIER'S WELL. THESE WILL START A **SKYLINE THEME**, AS STATEMENTS OF HISTORICAL CHARACTER & CURRENT SUSTAINABILITY FROM 3 BLADE-10FT DIA TURBINES. THESE WINDMILLS WILL CATCH OUR SEA BREEZE AND SEND ELECTRICAL CURRENT TO ON SITE BATTERIES FOR THAT DAY & EVENING'S USE .

OBJECTIVES FOR IMAGINE CARLSBAD'S PROPOSAL

ON WIND TURBINE TOWERS IN THE CORE AREA; **they will**

- ADD PERSONALITY BY BUILDING IN A MORE **DISTINCTIVE AND UNIQUE CHARACTER** TO BETTER REPRESENT THE IDENTITY OF OUR COMMUNITY
- ACKNOWLEDGE OUR REGION/CLIMATE BY RESPONDING TO OUR **COMMITMENT TO ENVIRONMENTAL AND SUSTAINABILITY OBJECTIVES**
- THREAD A **COMMON THEME ELEMENT** (ARCHITECTURAL / WIND POWER) THROUGH THE CORE OF OUR TOWN CENTER'S PHYSICAL FABRIC AT THE SKYLINE LEVEL.
- PROMOTE RE-DEVELOPMENT THAT **ACKNOWLEDGES THIS AREAS HERITAGE** AND EMBRACES THE PAST AS INFLUENTIAL ON WHAT WE BUILD HERE TODAY