

From: Darlene Gillis <darlenegillis@msn.com>

Sent: Wednesday, May 29, 2024 6:46 PM

To: Jason Goff <jason.goff@carlsbadca.gov>; Planning <planning@carlsbadca.gov>

Subject: Petition to Save Carlsbad Village Plaza

Please review my submittal and I expect immediate attention to this urgent matter.

Darlene Gillis

760-497-4224

Dear Mr. Goff,

I am opposed to the proposed redevelopment of the Carlsbad Village Plaza into a large, mixed-use high-density residential complex. (Project Number SDP 2023-0014)

I have lived in Carlsbad for 40 years and shopped at the Plaza since the auto parts store and Big Bear grocery store were there. I shop there at least twice a week.

This proposed development is not good for the residents of Carlsbad Village.

By getting rid of Smart and Final, locals, tourists, restaurant owners, seniors and low income families in the barrio will have nowhere to shop for reasonably priced food.

The only pharmacy in the village will be gone. Rite Aid on Tamarack is due to close any day now. Residents including seniors and those with limited mobility will have to travel 3 miles to the nearest pharmacy.

The hardware store will be gone, we will have to drive 5 miles to a home depot just for a light bulb.

Even if smaller stores open after the construction, there will be a 2-3 year period with no grocery store, pharmacy or hardware store. And the new retail space rental will be prohibitively high, resulting in higher prices for their products.

This development does not fit with the concepts we've been fighting for with the Carlsbad Village and Barrio Master Plan, which feels like 40 years!! Keep the Village.

Traffic – Carlsbad Village Drive traffic will be a nightmare, even if an additional light is installed on CVD this will cause an unbelievable backup on I-5! The placement of this complex is not conducive to the safety of the community.

Residents of the 218 residential units will use 2 lane Harding Street, which cannot handle additional traffic. The Harding Community Center and Senior Center are both on this street, as well as Chase Field where all the kiddos play baseball. Traffic is backed up as it is!! Any additional traffic will put children and seniors lives in danger.

Safety – All Carlsbad Fire Stations are located east of I-5. Emergency Response Vehicle's only access to the Carlsbad Village and responding to Life Guard Beach Emergencies is down CVD. This complex will hinder that access.

Progress is inevitable, but this is the wrong project for this location. It will irreversibly alter the character of the Carlsbad Village, the character that I and so many residents wish to preserve. Do not approve this project.

Please notify me when any public hearings are scheduled regarding this project. Thank you.

Sincerely,

Darlene Gillis
3576 Highland Drive
Carlsbad, CA 92008
760-497-4224
City Planner managing this application (Project Number SDP 2023-0014)

From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: Subject: Reject SDP 2023-0014 Carlsbad Village Mixed Use Project
Date: Thursday, May 30, 2024 7:07:40 AM

From: Enchanted Seashells <enchantedseashells@gmail.com>
Sent: Wednesday, May 29, 2024 5:52 PM
To: Planning <planning@carlsbadca.gov>; Jason Goff <jason.goff@carlsbadca.gov>; Council Internet Email <council@carlsbadca.gov>; Manager Internet Email <manager@carlsbadca.gov>; Melanie Burkholder <melanie.burkholder@carlsbadca.gov>
Subject: Subject: Reject SDP 2023-0014 Carlsbad Village Mixed Use Project

Resending to include this request: Please include in public record.

TO: Carlsbad Planning Commission Members:

As are so many others who care about Carlsbad, I am vehemently opposed to the proposed redevelopment of the Carlsbad Village Plaza into a large, mixed-use high-density residential complex. (Project Number SDP 2023-0014).

As a forty year resident of Carlsbad, I know -- without a doubt -- that this proposed development is not in the best interest of Carlsbad and the residents of Carlsbad Village.

It will destroy the only AFFORDABLE grocery store in the village, forcing the residents into more expensive and distant options.

It will destroy the only pharmacy in the village, which is important to seniors and residents with limited mobility.

The hardware store will go, as will the French bakery, the cleaners, the CRC resale store (which benefits battered women), the laundromat, and other local businesses - many of them family owned and operated.

These stores will not return. The retail space will be reduced by 77% and the new space will be more expensive. These stores are an important resource for the village and must stay.

The traffic analysis submitted for this project is seriously flawed.

The project is more than 1/2 mile away from the Carlsbad Village Station transit center. Also, the Vehicle Miles Driven (VMT) is miscalculated. This project will not decrease VMT

by ~20,000. Rather, it will increase VMT by ~20,000. As a result, a full CEQA VMT analysis should have been conducted.

This development is inconsistent with the vision documented in the Carlsbad Village and Barrio Master Plan. Specifically, this plan calls for the village to “serve as the historic heart of the city, honoring Carlsbad’s past and creating a strong sense of community” in a way that “encourages preservation of each neighborhood’s character” and “provides for the daily needs of nearby residents.”

This is the wrong project for this location. It will irreversibly damage the character of the Carlsbad Village, the character that I and so many residents wish to preserve. Doesn't anybody in the position of being a decision maker have any idea what it means to embody coastal culture in design?

In light of these points, I urge you to act in the community’s best interest by rejecting the proposed development of SDP 2023-0014 and instead, consider the long-term effects such a project would have on the fabric of our community and the daily lives of its residents.

Sincerely,
Rosanne Bentley
Carlsbad, CA

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From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: Carlsbad Village Plaza
Date: Thursday, May 30, 2024 3:30:08 PM

From: George Groza <georgegroza@yahoo.com>
Sent: Thursday, May 30, 2024 2:10 PM
To: Planning <planning@carlsbadca.gov>; Jason Goff <jason.goff@carlsbadca.gov>
Subject: Carlsbad Village Plaza

Good afternoon,

I will be unable to make it to the meeting next week, but I would like to register my opposition to closing down and re-developing Carlsbad Village Plaza. There are multiple small businesses that make their home there such as the sushi restaurant that was not able to re-open after the fire.

Respectfully,

George Groza
Carlsbad Homeowner since 2012

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From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: Carlsbad Village Plaza OPPOSITION
Date: Thursday, May 30, 2024 1:09:47 PM

From: Heather Hirschhoff <heathernhuffman@hotmail.com>
Sent: Thursday, May 30, 2024 11:51 AM
To: Planning <planning@carlsbadca.gov>
Cc: Jason Goff <jason.goff@carlsbadca.gov>
Subject: Carlsbad Village Plaza OPPOSITION

I would like to express my opinion as a long time resident of Carlsbad. I frequent nearly every one of these businesses in this square and am devastated at the idea of losing them. In addition, it is one of the quaint centers that make up the old village feel of our city! I am absolutely opposed to tearing down and replacing with multi story residences even if low income or whatever. Please STOP destroying our downtown Carlsbad Village feeling!!!!

Sincerely,
Heather Hirschhoff

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From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: Carlsbad Village Plaza
Date: Wednesday, May 29, 2024 4:52:41 PM

From: Jeanne Herrick <jbks2590@sbcglobal.net>
Sent: Wednesday, May 29, 2024 4:35 PM
To: Planning <planning@carlsbadca.gov>
Cc: Jason Goff <jason.goff@carlsbadca.gov>
Subject: Carlsbad Village Plaza

From: Jeanne Herrick

Subject: Reject SDP 2023-0014 Carlsbad Village Mixed Use Project

Dear Carlsbad Planning Commission Members,

My name is Jeanne Herrick and I have lived in the Village, off of Jefferson Street, on Davis Avenue, since 1983.

I am opposed to the proposed redevelopment of the Carlsbad Village Plaza into a large, mixed-use high-density residential complex. (Project Number SDP 2023-0014) As a longtime resident of Carlsbad, living just up the street from Carlsbad Village Plaza, I frequently use my bicycle or walk to run errands. The proposed redevelopment would significantly increase my reliance on car travel, or force me to cycle further on larger, busier, more dangerous streets.

This proposed development is not in the best interest of Carlsbad and the residents of Carlsbad Village. It will destroy the only grocery store in the village, (and don't say Baron's will be the replacement grocery store, as I know they provide higher priced gourmet options) forcing the residents into more expensive and distant options. It will destroy the only pharmacy in the village, which is important to seniors and residents with limited mobility. The hardware store will go, as will the French bakery, the cleaners, the CRC resale store (which benefits battered women), the laundromat, and other local businesses - many of them family owned and operated. These stores will not return. The retail space will be reduced by 77% and the new space will be more expensive. These stores are an important resource for the village and must stay.

What's more, this development is inconsistent with the vision documented in the Carlsbad Village and Barrio Master Plan. Specifically, this plan calls for the village to "serve as the historic heart of the city, honoring Carlsbad's past and creating a strong sense of community" in a way that "encourages preservation of each neighborhood's character" and "provides for the daily needs of nearby residents."

I understand that progress is inevitable, but this is the wrong project for this location. It will irreversibly alter the character of the Carlsbad Village, the character that I and so many residents wish to preserve.

In light of these points, I urge you to act in the community's best interest by rejecting the proposed development of SDP 2023-0014. Please consider the long-term effects such a project would have on the fabric of our community and the daily lives of its residents.

Sincerely,
Jeanne Herrick
Carlsbad, CA

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From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: Opposition to the Carlsbad Village Plaza redevelopment plan (Project Number SDP 2023-0014)
Date: Thursday, May 30, 2024 3:30:24 PM

From: Keith Hunter <keith@selectormedia.com>
Sent: Thursday, May 30, 2024 2:55 PM
To: Planning <planning@carlsbadca.gov>; Council Internet Email <council@carlsbadca.gov>
Cc: Jason Goff <jason.goff@carlsbadca.gov>
Subject: Opposition to the Carlsbad Village Plaza redevelopment plan (Project Number SDP 2023-0014)

Dear Carlsbad Planning Commission Members, Mayor and City Council Members,

I am opposed to the proposed redevelopment of the Carlsbad Village Plaza into a large, mixed-use high-density residential complex. (Project Number SDP 2023-0014)

I moved my family to Carlsbad about 8 years ago. A big part of why we moved here is the small town feel of the Village's city center and the historic neighborhoods that surround it. I've watched with dismay as this small town feel is quickly dwindling. Properties sold to speculative out of town developers are being transformed at an alarming pace into spaces that displace long-time local businesses and don't support the essential services the community actually needs.

These developers typically use loopholes under the Trojan Horse of "affordable housing" to maximize density; flout traffic and parking standards; and build monolithic multi-story buildings that are over the height limit and extend right up to the edge of the lot lines. It's clear that they simply do not care about actually providing affordable housing, contributing to the local community or preserving the character of the village. They are simply maximizing their ROI and getting away with as much as they can with a seemingly compliant planning commission and complicit city leadership.

The fealty of these developers is to their boards and shareholders, not to the citizens of Carlsbad. Their motivation is driven by fiduciary responsibility to company stakeholders rather than to the people who actually live and work here. Those who benefit from these new structures primarily seem to be real estate investors, the independently wealthy and large retail conglomerations. They are the only ones who actually have the means to meet the exorbitant price tag to purchase or rent space in these new properties, further displacing mom and pop businesses, teachers, seniors, veterans and generations born and raised here that now find themselves now priced out of where they grew up.

While it might be compelling to see the additional revenue flowing into the city's tax base, ultimately Carlsbad may fall victim to its own short-term success and become a desert of empty short-term rentals and abandoned storefronts. Who can actually sustain forking out \$4,000 per month for a studio apartment and justify purchasing \$30 sandwiches for lunch on a regular basis? What is the urban planning logic behind requiring Village residents to drive outside city limits to find a hardware store or laundromat?

This proposed development is not in the best interest of Carlsbad and the residents of Carlsbad Village. It will destroy the only grocery store in the village, forcing the residents into more expensive and distant options. It will destroy the only pharmacy in the village, which is important to seniors and residents with limited mobility. The hardware store will go, as will the French bakery, the cleaners, the CRC resale store (which benefits battered women), the laundromat, and other local businesses - many of them family owned and operated. These stores will not return. The retail space will be reduced by 77% and the new space will be much more costly. These stores are an important resource for the village and must stay.

Further, the traffic analysis submitted for this project is seriously flawed. The project is more than 1/2 mile away from the Carlsbad Village Station transit center. Also, the Vehicle Miles Driven (VMT) is miscalculated. This project will not decrease VMT by ~20,000. Rather, it will increase VMT by ~20,000. As a result, a full CEQA VMT analysis should have been conducted.

What's more, this development is inconsistent with the vision documented in the Carlsbad Village and Barrio Master Plan. Specifically, this plan calls for the village to "serve as the historic heart of the city, honoring Carlsbad's past and creating a strong sense of community" in a way that "encourages preservation of each neighborhood's character" and "provides for the daily needs of nearby residents."

This project will irreversibly alter the character of the Carlsbad Village, increase car traffic and congestion in an already impacted area and eliminate long-time local businesses that serve Carlsbad citizens.

I urge you to act in the community's best interest by rejecting the proposed development of SDP 2023-0014. Please consider the long-term effects such a project would have on the fabric of our community and the daily lives of its residents.

I would like to also remind you that the community votes. We have a voice and we're paying attention to decisions being made, supposedly on our behalf. If these decisions are not in the best interest of the actual citizens of this city, then you can be sure there will be motivation to make significant changes to its leadership and the departments under its jurisdiction.

Please notify me when any public hearings are scheduled regarding this project.

Also, please include this letter as part of the public record for this subject (Project Number SDP 2023-0014) and the associated Planning Commission meeting set for next week.

Thank you,

Sincerely,

Keith A Hunter
949-244-3943
keith@selectormedia.com

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From: [Planning](#)
To: [Cynthia Vigeland](#)
Cc: [Jason Goff](#)
Subject: FW: Opposition to the Carlsbad Village Plaza application.
Date: Thursday, May 30, 2024 8:49:35 AM

From: donaldmackay3104@outlook.com <donaldmackay3104@outlook.com>
Sent: Thursday, May 30, 2024 7:56 AM
To: Planning <planning@carlsbadca.gov>
Subject: Opposition to the Carlsbad Village Plaza application.

As a resident of 'old' Carlsbad for over 25 years, I am opposed to the Carlsbad Village Plaza redevelopment application.

Don MacKay

mackaydon@aol.com

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From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: Support for Carlsbad Village Plaza redevelopment
Date: Thursday, May 30, 2024 7:07:54 AM

From: Matthew Thorne <mthorne22@gmail.com>
Sent: Wednesday, May 29, 2024 5:31 PM
To: Planning <planning@carlsbadca.gov>; Council Internet Email <council@carlsbadca.gov>
Cc: Jason Goff <Jason.Goff@carlsbadca.gov>; Eric Lardy <Eric.lardy@carlsbadca.gov>
Subject: Support for Carlsbad Village Plaza redevelopment

To whom it may concern:

I just learned about the plans to redevelop the old Smart n Final center in the Village from a friend of mine. It's about time! I know there are some people who are concerned about too much change in the Village or in losing what basically amounts to a strip mall, but I'm choosing to see the opportunity here.

I've been going to the cleaners that are in the center for years and have seen the slow decline. There are often people loitering in the parking lots or in the alley that goes out to Oak Ave that are clearly up to no good. I'd be curious how often the police get called out there. I believe that this new project will clean up the area. This is the first place people see when they exit the freeway so having a modern, upscale development that reflects the beauty of our city is key!

All in all, I support this project and I hope you will too.

Sincerely,

Matt Thorne
1795 Yada Place Carlsbad CA 92008

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From: rchandani818@yahoo.com <rchandani818@yahoo.com>

Sent: Thursday, May 30, 2024 1:28 PM

To: Planning <planning@carlsbadca.gov>; Council Internet Email <council@carlsbadca.gov>

Cc: Jason Goff <jason.goff@carlsbadca.gov>; Eric Lardy <eric.lardy@carlsbadca.gov>

Subject: Support for Carlsbad Village Plaza redevelopment

Hello City Council and Commissioners. Please see attached letter of support for the Carlsbad Village Plaza redevelopment.

Hello Mayor Blackburn, Chairman Kamenjarin and members of the City Council and Planning Commission,

I would have liked to attend the Planning Commission hearing on 6/5, but unfortunately, that is the same day as 5th grade graduation. I hope these comments in support of the redevelopment of the Carlsbad Village Plaza can be considered when you make your decision.

I've lived in Carlsbad for 10 years and have been generally supportive of the growth and development that has taken place. The implementation of the Village and Barrio Master Plan has resulted in new investment that has reinvigorated the Village. We've always loved the charm of the local businesses, and how there's even more to enjoy.

Today I'm writing specifically about the plans to redevelop the Village Plaza. With the increase in services like Instacart and Amazon Fresh, how people get their groceries is evolving. However, I was still concerned to hear that Smart n Final would be going away. To that end, I like that the developer is making plans for a new market. I know this is big for the community too. I saw on Facebook that Baron's is also coming to the Village! With the approval of this project, that will mean two quality options for residents.

As we've seen with other infill projects in the Village and Barrio, there is a good way to develop and a bad way. This particular project looks pretty good to me.

Sincerely,

Raj Chandani
3051 Rancho Del Canon
Carlsbad, CA 92009

From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: Carlsbad Village project SDP 2023-0014
Date: Thursday, May 30, 2024 9:01:44 AM

From: r burley <rbburley1@gmail.com>
Sent: Thursday, May 30, 2024 9:01 AM
To: Planning <planning@carlsbadca.gov>; Jason Goff <jason.goff@carlsbadca.gov>
Subject: Carlsbad Village project SDP 2023-0014

To the Carlsbad planning department &
Carlsbad Council,

I am opposed to the proposed development in Carlsbad Village which will demolish much needed & well utilized businesses as well as slowing traffic at the I-5 & CBV interchange.

Please see the petition below which outlines these and additional valid concerns.

I ask you to deny approval of this proposed development.

Thank you for reviewing and considering the impacts of this decision as it relates to our community.

Rose Burley

_----

We, the undersigned, respectfully petition the Carlsbad Planning Commission and Carlsbad City Council to deny approval of the mixed-use development project SDP 2023-0014, which involves the demolition of Carlsbad Village Plaza to make way for 218 residential units, a 350-car garage, and several small commercial buildings. We present the following reasons for our request:

1. The project will remove the only grocery store in Carlsbad Village, creating a food desert.
2. It will eliminate the village's only pharmacy, a critical resource for seniors and residents with limited mobility.
3. The only neighborhood hardware store in Carlsbad will be lost.
4. All current tenants of the shopping center will be evicted and are unlikely to return, with the loss of local jobs.

5. Retail space will be reduced by 77%, and the cost of the new retail spaces will be prohibitively high.
6. Increased vehicle miles traveled will result as residents are forced to drive further to access similar retail establishments.
7. The project contradicts the objectives of the Carlsbad Village and Barrio Master Plan, which emphasizes preserving neighborhood character and meeting the daily needs of residents.

In light of these points, we urge you to act in the community's best interest by rejecting the proposed development of SDP 2023-0014. Please consider the long-term effects such a project would have on the fabric of our community and the daily lives of its residents.

Thank you for your attention to this urgent matter.

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