

From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: SDP 2023-0014 (DEV2023-0078) CARLSBAD VILLAGE MIXED USE
Date: Wednesday, June 5, 2024 1:44:04 PM
Attachments: [Mixed Use Development Letter.pdf](#)

From: Christine Davis <chris@carlsbad-village.com>
Sent: Wednesday, June 5, 2024 1:36 PM
To: Planning <planning@carlsbadca.gov>
Cc: Scott Chadwick <scott.chadwick@carlsbadca.gov>
Subject: Re: SDP 2023-0014 (DEV2023-0078) CARLSBAD VILLAGE MIXED USE

Please find attached a letter for the record related to today's Planning Commission Meeting.

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CHRISTINE DAVIS | Executive Director
[Carlsbad Village Association](#)
p: 760.644.2121
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The Carlsbad Village Association (CVA) is a non-profit organization whose core purpose is to lead the continual improvement of Carlsbad Village by promoting and enhancing its business, cultural, and community vitality, making it a premier destination.

300 Carlsbad Village Dr.
Suite 108A #135
Carlsbad, CA 92008

Re: SDP 2023-0014 (DEV2023-0078) CARLSBAD VILLAGE MIXED USE

June 5, 2024

Dear Commissioners:

I am writing regarding the mixed-use development proposed for 945-1065 Carlsbad Village Drive.

The Carlsbad Village Association (CVA) was pleased to have a representative from the Atlantis Group as our guest speaker at our May 14th Village Voices business and resident networking meeting held at the new Village Arts theatre. Jonathan Frankel, the lead consultant, provided an in depth 20-minute power point presentation followed by 15 minutes of open Q&A. Mr. Frankel also had architectural renderings available on easels and informational handouts. There were approximately 80 people in attendance, including many local residents.

We appreciated their transparency and willingness to share information and discuss options. We were glad to hear that the owner and developer have a firm commitment to single story retail along Carlsbad Village Drive, with a goal of bringing in a community grocery store to service their residents and others in the Village. We also understand that current tenants will be given first access to the new retail space at market rate, and that they have been receiving subsidized rates and will continue to do so until the project commences.

We are pleased to hear that they are proposing widening the sidewalks and that community seating or informal gathering space is also being proposed in the area. And it appears that they are committed to creating as much visual open space as possible for the proper aesthetic for such an important piece of property.

We are hopeful they will be interested in assisting us in updating the Carlsbad Village monument sign that welcomes people to the Village on Carlsbad Village Drive to something more current and noteworthy than what is currently there.

CVA looks forward to providing more community outreach opportunities for the Atlantis Group to help disseminate accurate information.

Sincerely,

Christine Davis
Executive Director

From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: Save the Carlsbad Village Plaza
Date: Wednesday, June 5, 2024 12:19:24 PM

From: Christine Abrell <christinemabrell@gmail.com>
Sent: Wednesday, June 5, 2024 11:53 AM
To: Planning <planning@carlsbadca.gov>
Cc: Jason Goff <jason.goff@carlsbadca.gov>
Subject: Save the Carlsbad Village Plaza

Dear Carlsbad Planning Commission 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](#))

My name is Christine Abrell, I'm 25 years old, and I am a lifelong Carlsbad resident. Since my teen years, I have been an advocate for preserving our city's heritage and against many of the short-sighted developments enacted by the government of this city under a guise of progress. Our city needs sustainable development that does not compromise the integrity of the existing Carlsbad Village core, but recent projects have been relentless in their transformation of the visual landscape and character of the Village. After the tactless and ill-fitting development placed where the former Denny's was, putting in a similarly jarring building right across the street in the current Carlsbad Village Plaza space would be an egregious error. It is obvious to anyone observing the changes that have happened in the past decade in the Village that maintaining the character and feel of Carlsbad Village is not a priority for city leaders. These developments are often seen as enhancements, but one wonders what the area will feel like as slowly many of the elements of its ethos and personality are stripped away or overshadowed by these modern monstrosities.

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."

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.

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

Sincerely,

Christine Abrell
4374 Stanford St
Carlsbad, CA 92010
(760) 814-3073

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From: [Planning](#)
To: [Cynthia Vigeland](#)
Subject: FW: Carlsbad Mixed Use
Date: Wednesday, June 5, 2024 3:18:25 PM

From: lisa mckethan <lisalmckethan@gmail.com>
Sent: Wednesday, June 5, 2024 2:40 PM
To: Planning <planning@carlsbadca.gov>; lisa mckethan <lisalmckethan@gmail.com>
Subject: Carlsbad Mixed Use

I am writing in opposition to the development that is planned at CVD / Elm St and highway 5. I would like my comments added to the formal record and I would like to receive updates on the process of this proposed project.

I would like to use my voice and privilege to speak for the underserved in our District 1 community. Smart and Final has many elderly customers who walk or drive very short distances to get their essential groceries and sundry items. Ace Hardware and the Pharmacy play a crucial role in making the Village a place to live, work and age in place. The laundromat is used frequently by Village and Barrio residents and tourists. My neighbors and my family can ride bikes or walk for a needed item from Smart and Final but we also have the time and money to shop at Trader's, Frasier's or Jimbo's. Countless seniors in V/B don't have that luxury.

The developer's proposed project does not address or serve the community's needs. Housing is the latest place for out of town investors to use our city to line their pockets with these out of place monstrosities. Carlsbad Mixed Use has extremely limited retail spaces because apartment rentals are where the real money is made.

The 'housing crisis' flag is being waved all around this and other projects that are equally unsuitable. However, this type of high end apartment does not meet the needs of most of folks looking for housing in Carlsbad. The Lofts across the street from this project did not have a waitlist and currently is not fully rented. The city continues to approve luxury apartments and high end condos with limited parking used by the owners as second homes or vacation rentals. I would love to see some sort of analysis using city employees and their income levels vs affordable housing available to them in Carlsbad.

I have concerns about the 5 stories, traffic and access for emergency vehicles as well. Also it should be noted that District 1 is the oldest part of Carlsbad. Can the infrastructure in D1 handle what is being built?

No one I have talked to about this project is a fan, but everyone agrees it will be approved because of the CA state mandates.

Well, why not 10 stories then? Why require the developer to go through any review at all, if the legislation is written in a way that overrides any of our charter city's housing standards or design recommendations.

Staff please push back and recommend that our city elected leaders join other coastal communities that are suing the state over the most recent housing bills. SB 330 and AB2097 will not fix our homelessness crisis or provide the needed housing that is essential in Carlsbad.

Thank you,
Lisa McKethan
Forest Ave, 92008

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From: [Martin Danner](#)
To: [Eric Lardy](#); [Jason Goff](#)
Subject: Re: Carlsbad Mixed Use Project Continuance Request
Date: Wednesday, June 5, 2024 11:06:41 AM
Attachments: [CVMU Continuance Request 06-04-2024.pdf](#)

Mr. Lardy,

It has come to my attention that the developer of this project, Patrick Tooley, has requested a continuance of the Planning Commission hearing scheduled for today, June 5th, 2024 (request attached). This continuance was requested because there is currently a vacancy on the commission, and that one member might not be present.

I respectfully request that you not allow this continuance if there is a quorum of commissioners present at the meeting.

If the continuance is allowed, I respectfully request that it not be rescheduled until after the vacancy on the commission is filled. Only in this way will you be satisfying the reasons for this continuance.

Respectfully,

Martin Danner
Carlsbad Resident

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Dear Planning Commission:

Please send this project back to the drawing board and require a realistic Traffic Study.

I know by now you've seen and heard public comment from former a former City of Carlsbad Commissioner, on the technical mistakes and omissions in the study accepted by the City of Carlsbad Planning Department, and the traffic questions asked by a member of the public (and not appropriately responded to by the Planning Department) during the open comment period.

I'd like to address this from what I call a "sanity check" method – using market rate rents and salaries to afford those rents. It's simply real life common sense. I used the advertised market rate rents from the Lofts at Carlsbad Village, right across the street, the average annual income (vs median) of San Diegans, the percentage of income that HUD (US Department of Housing and Urban Development) says is affordable to pay for rent and utilities. From those sources, it's simply to calculate how many working adults will need to live in each of the units to simply be able to pay their rent.

The jobs needed to get to San Diego's average annual income of \$69,788 are not readily available within walking distance in the Village, and we all know that the state of our public transport in the area does not make taking public transport to where these jobs are viable. The reality is people must drive to work for jobs that pay enough to pay market rent.

So, given the 2024 average annual salary of a San Diegan of \$69,788 or \$5415 per month, and HUD's recommendation that 30% of one's salary should be spent on rent and utilities, and that the average SDG&E bill for San Diego apartments is between \$100 - \$125 per month, that leaves \$1500 per month for rent for the average San Diegan. All data sources and calculations are listed at the end of this email.

Based on the number of proposed units being built (pg 9 of 264 in your planning packet) and the market rate rents advertised by The Lofts, a realistic expectation of the number of cars that will be driven by residents is 622. This project is only building a parking garage to hold 350 cars. Where will those other 272 cars park? And where will any shoppers that will attempt to shop in the commercial part of the project park.

Additionally, 622 cars were certainly NOT used in any traffic studies. Nor was a calculation of the additional cars already in use at the Lofts across the street. These numbers won't change for that complex either. Salaries are salaries. Rents are rents. It's simple math.

The project is not far from here – take a gander. You should all take a field trip together and look for yourselves. The traffic study was a joke.

Please send the developer back to the drawing board, order a new, realistic traffic study, and then let's discuss whether Carlsbad should approve this project

Data and Methodology to Determine the Number of Cars the Project Will Bring In

Available Money for Rent

Average San Diego Salary - \$69,788 annually or \$5415/mo.

Source: Zip Recruiter

Link: <https://www.ziprecruiter.com/Salaries/-in-San-Diego,CA>

Section 8 Maximum Spending on Housing = 30% of Gross Income.

Includes Rent and Utilities.

Based on Average SD Salary that is \$1624/month (30% of \$5415).

Average SDG&E Bill for a San Diego Apartment ranges between \$100 - \$150

Source: San Diego Real Estate Hunter

Link: <https://www.sandiegorealestatehunter.com/blog/exposed-real-san-diego-cost-living-guide/#:~:text=Utilities%3A%20Monthly%20utility%20costs%20for,to%20the%20region's%20warm%20climate.>

Average Money Available for Rent = \$1500 (\$1625-\$125)

Market Rate Rents

Rents at The Carlsbad Village Lofts (Right across the street)

One Bedroom (562 – 575 sq ft) – Starting at \$3380/mo OR \$3480 for 737 sq ft) – More than 2 working adults req'd

Two Bedroom (934 – 1150 sq ft) – Starting at \$4501/ mo - \$4701 for 1070 sq ft) – Requires min of 3 working adults

Three Bedrooms (1199 – 1447 sq ft) - Rents not lists – Greater than \$4500/mo – Requires 4 working adults

Source: Carlsbad Village Lofts

Link: <https://www.carlsbadvillagelofts.com/floorplans>

These figures align with antidotal stories – Most apartment dwellers are in roommate situations vs. traditional families with a single working parent.

Jobs that pay \$70,000 per year are not readily available in the village, and public transportation is very limited, therefore realistically, each working adult will have a car.

Cars Required Per Unit Based on Working Adults to Afford the Rent

Project: 218 Units, with 22 designated as Affordable Housing. Here is what is proposed (taken from the Planning Commission Staff Report, June 5, 2024), pg 9 of 264:

TABLE B – DETAILS FOR UNIT TYPE

Unit Type	Unit Size Range	Deck Area (Minimum)	Market Rate Quantity	Affordable Quantity	Total
Studio	436 SF	80 SF	13	2	15
One-Bedroom	637 SF to 1,132 SF	80 SF	76	11	87
Two-bedroom	879 SF to 1,221 SF	80 SF	79	11	90
Three-bedroom	1,203 SF to 1,365 SF	80 SF	23	3	26
			191 units	27 units	218

June 5, 2024

Item #1

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Based on the average cost per square foot, the estimated rents for the proposed complex will be:

- (15) Studios will be more than \$1500/mo – 2 working adults – 30 cars
- (87) One Bedroom Apts @ \$3430/mo – 2.5 working adults = 218 cars
- (90) Two Bedroom Apts @ \$4500/mo – 3 working adults = 270 cars
- (26) Three Bedroom Apts @ more than \$4500/mo - 4 working adults = 104 cars

Total Number of Cars (based on supporting rents) = 622 Cars



Martin Danner
Carlsbad Resident