

Groundwork Toward a Village & Barrio Master Plan: An Annotated Version of the Work-in-Progress Presentation

12/04/14



This report was created by:

Dover, Kohl & Partners

town planning

Victor Dover

Jason King

James Dougherty

Pamela Stacy

Kenneth Garcia

Emily Glavey

Aditi Sharma

Urban Advantage

illustrations

Steve Price

The Streets Plan Collaborative

bicycle & pedestrian planning

Tony Garcia

Mike Lydon

Blue Mountain Economics

market analysis

Anne Fifield

Helix Environmental Planning

environmental documentation

Bruce McIntyre

Alta Planning + Design

multi-modal transportation planning

Wade Walker

Craig Williams

The City of Carlsbad

Urban Place Consulting Group

Consultant to the City of Carlsbad

Steve Gibson

Ashley Westman

...and Hundreds of Carlsbad Residents

For further information, please contact:

Scott Donnell, Senior Planner/Project Manager

(760) 602-4618

scott.donnell@carlsbadca.gov

DISCLAIMER:

The concepts and ideas presented in this charrette summary report will be revised and refined based on feedback from the City and the public as well as new information that may come to light. Changes and refinements will be detailed in the full Carlsbad Village & Barrio Master Plan Report.

This is a DRAFT of ideas.

The concepts illustrated in this report are not meant to suggest landowners must develop in the manner discussed. Instead, the ideas and concepts presented are for private as well as public development to consider creating great public spaces and interesting buildings and uses as well as enhancing and expanding connections within and between the Village and Barrio and with surrounding areas. Ultimately, all provisions of the Carlsbad Village & Barrio Master Plan will be subject to public review as well as noticed public hearings before the Planning Commission and City Council. Implementation of the plan will require City Council approval as well as California Coastal Commission approval for those plan portions in the Coastal Zone.

Table of Contents

Why We Are Here	2
“What If...”	3
During the Charrette	6
Time to Be a Town	11
The Plan: Ideas So Far	12
Mobility Principles	28
Financial Feasibility	37

On September 18, 2014 at the Carlsbad Village Theatre a work-in-progress presentation of the **DRAFT** ideas for the evolving Village & Barrio Master Plan were presented.

These ideas were drafted as part of a two-week charrette September 9 - 18.

The plan is far from done.

Let us know what you think at

<http://carlsbadca.mindmixer.com/>

Why We Are Here

Our Charge

Dover, Kohl & Partners is working with the City of Carlsbad to create the Village and Barrio Master Plan. The Plan seeks to improve the quality of life in two of Carlsbad’s most significant historic neighborhoods through redevelopment, urban infill, streetscape improvements and revised design standards. Streetscape improvements and design standards in both the Village and Barrio will make this area a more attractive place for residents and visitors. The City wants to retain the character of the Barrio and Village neighborhoods.

Planning in Carlsbad

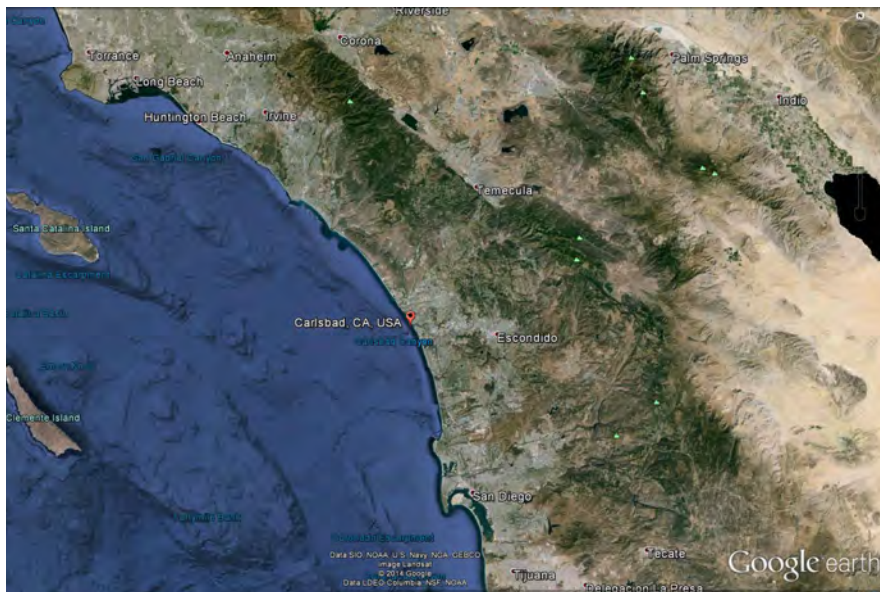
The City of Carlsbad has a rich historic heritage and an ideal location between San Diego and Los Angeles. Their proximity to transit, services and the beach enable the Village and Barrio to capitalize on these qualities. The Village & Barrio Master Plan builds off of the Carlsbad Community Vision and policies in the Draft General Plan, striving to create a plan that guides the vision for both the Village and the adjacent Barrio neighborhood.

The Dover, Kohl & Partners’ team worked in Carlsbad for two-week long charrette, an intensive planning session where citizens, designers and others collaborate on a vision for their community. The team spent the two weeks on the ground going through a variety of open public sessions with officials and community members, culminating in the Work-In-Progress Presentation at the end of the charrette.

The Work-In-Progress is the basis of this document. The presentation can be broken into six main sections:

1. Why We Are Here
2. “What if...?”
3. Recapping the Charrette
4. The Plan Ideas So Far
5. Mobility Principles
6. Financial Feasibility

It cannot be overemphasized that the plan as presented during the work-in-progress and in this document is a **DRAFT**.



What Is A Charrette?

Charrette is a French word that translates as “little cart.” At the leading architecture school of the 19th century, the École des Beaux-Arts in Paris, students would be assigned a tough design problem to work out under pressure of time. They would continue sketching as fast as they could, even as little carts, charrettes, carried their drawing Boards away to be judged and graded. Today, “charrette” has come to describe a rapid, intensive and creative work session in which a design team focuses on a particular design problem and arrives at a collaborative solution. Charrettes are product-oriented. The public charrette is fast becoming a preferred way to face the planning challenges confronting American communities.

What If?

Many times, the planning process just continues what has been done many times before, leading to stagnant development.

When asked why things are done a certain way, common responses are "...because that's the way we always did it..." Other times people resist change or something different because they want things "...to stay as good as it always was..."

As good as it always was, it is still only just "good". The Carlsbad Village and

Barrio Master Plan seeks not only to maintain but also improve the existing character of the community.

Southern California is a highly attractive destination as a region. Carlsbad faces stiff competition for both tourism and permanent residents. The City has the potential to be the most enjoyable place in the region, rather than just one of the many pleasant coastal communities.

What if...? is the question the consultant team asked public participants. Asking them to go beyond their preconceived notions or imagined limitations. What if we could transform the Carlsbad Village and Barrio into something even better?

Planning Carlsbad does not mean a drastic change. The scale and character of the community are desirable. The plan seeks to preserve the successful practices and make better use of underutilized elements.

For example, Carlsbad Village Drive has the framework of a great road. What if we continued to build on top of this framework?

What if...Carlsbad Village Drive could be reimagined to better favor walking and cycling?

Carlsbad Village Drive could be transformed into one of the most attractive streets in Southern California, servicing the residents of the community, and appealing to everyone who drives, bikes, or walks it.





Why stop at Southern California? Carlsbad can become a national destination with some planning.

What if...Grand Avenue could be reimagined to create a grand promenade, earning the envy of the nation?



What if...homeowners and landlords could be motivated to accelerate reinvestments like fix-ups and paint-ups?

The Barrio contains many of the historic residences in Carlsbad. Working with owners to improve the aesthetic quality of homes can have immediate results.

Short-term projects make homeowners and residents more invested in their neighborhoods and create strong communities that attract families.



What if...change could come to the Barrio in ways that respect its history, making a prouder, safer place?

The Barrio is a neighborhood with a strong heritage and a proud culture. What if we could retain its character while improving the overall quality of life?

Becoming the Region's Most Enjoyable Place

- **Agree it's time to be a town**
Urban-style streets, parks, building types; denser housing/lodging; upgraded restaurants & stores; best-of-kind local businesses; emphasis on arts, creativity...
- **Grow, but protect & enhance character**
Historic preservation; design-focused regulation; active storefronts, porches; excellence in architecture...
- **Build truly great streets**
Beyond "complete streets"; wider sidewalks, world-class bike infrastructure; shade trees for sidewalks; lighting for security; buried or relocated overhead utilities...
- **Create magnetic public spaces**
New & rejuvenated promenades, plazas, paseos, green, parks... parking that's managed & leveraged (not "solved")
- **Maximize connectivity**
Connected Chestnut (& other streets); trenched train tracks; reconnected neighborhoods & beach...

During the Charrette

Carlsbad Village and Barrio Plan

Get Involved

The City of Carlsbad is kicking off a master planning process that will define a vision and establish development standards for the Village and Barrio areas. The master planning process will include online public input opportunities in August and public workshops starting in September.

Want to Participate Online?

Your ideas are needed today as the city prepares the Carlsbad Village and Barrio Master Plan. Beginning in August, you can participate in the master plan process online. Contribute your feedback by visiting www.carlsbadca.gov/villagebarrio.

Kick-Off Event & Hands-On Design Session

Wednesday, Sept. 10 - Village
Thursday, Sept. 11 - Barrio
Carlsbad Senior Center, 799 Pine Ave.
6 - 9 p.m.

*Refreshments will be served.
Family-friendly event; children welcome.*

Join us for an informative presentation on smart growth, traditional town planning and community revitalization. Following the presentation, work alongside your neighbors to draw your vision for the Village and Barrio.

Design Studio & Technical Meetings

Wednesday, Sept. 10 - Friday, Sept. 12
Sunday, Sept. 14 - Wednesday, Sept. 17
Carlsbad Inn Beach Resort Village Terrace meeting room (above Daily News Cafe), 3075 Carlsbad Blvd.
10 a.m. - 6 p.m. (11 a.m. - 5 p.m. Sunday)

Stop by the studio to talk with the design team and provide input as the plans evolve.

Open House

Monday, Sept. 15
Carlsbad Inn Beach Resort Village Terrace meeting room (above Daily News Cafe), 3075 Carlsbad Blvd.
6 - 7 p.m.

Review community input and comment on draft plans and illustrations for the future of the Village and Barrio.

Work-in-Progress Presentation

Thursday, Sept. 18
Carlsbad Village Theatre
2822 State St.
6 - 8 p.m.

See all of the work completed during the other public workshops at this wrap-up presentation.

Please visit www.carlsbadca.gov/villagebarrio or contact Scott Donnell, senior planner, 760-602-4618, scott.donnell@carlsbadca.gov for updates and information.



From September 9 - 18 the Dover-Kohl team was on site in Carlsbad to develop the overall vision for Carlsbad Village and Barrio with the City and local residents. Following a day of touring the study areas and the broader region, the team hosted an intensive public hands-on design session focused on the Village on the evening of September 10 at the Carlsbad Senior Center. Nearly 90 members of the community attended, providing immensely valuable input.

The following evening, September 11, a second public hands-on session focusing on the Barrio was held. Again, over 90 concerned citizens attended to share their concerns and vision for the future of their community. While there were some familiar faces from the Village session, even more were new, eager to provide suggestions.

During each event, following a brief presentation by the Dover-Kohl team, participants gathered in small groups around tables to draw and discuss their ideas. A representative from the Dover-Kohl team or City staff was at each table to hear the conversations taking place.

Toward the end of the evening, representatives from each table presented their groups' big ideas to the entire assembly so everyone could hear about the interesting ideas generated throughout the room. These big ideas are what formed the basis of the vision throughout the



hands on design: village focus



86 participants

hands on design: barrio focus



92 participants



Responses to one word to describe Barrio TODAY

The Barrio is defined by its family-focused structure, but members of the community see potential and growth waiting to happen.

Family and community remain the most important themes for the future of the Barrio. Residents also expressed the desire for the Barrio to be inviting and have a stronger sense of community without losing its culture.



Responses to one word to describe Barrio TOMORROW

fiesta del barrio: Sunday Sept. 14



A charrette "satellite" space: Pine Avenue Community Park

Throughout Dover-Kohl's time in Carlsbad, members of the public were welcome to stop by the temporary studio in the Village terrace meeting room at the Carlsbad Inn Beach Resort.

But the team did not just rely on people coming to us, Dover-Kohl also attended community events, such as the Fiesta del Barrio Carlsbad. The team was able to meet with many residents that would not have otherwise participated.

pop-up plaza: State Street (next to Village Grille)



A charrette "satellite" space: Monday, Sept. 15 to Thursday, Sept 18

In coordination with the charrette events, Urban Place Consulting Group set up a pop-up plaza on State Street next to the Village Grille. They took over a parking lot, and turned into a public space with community activities, places to sit, free wi-fi and a movie screening.

open house



65+ visitors

On Monday, September 15 an open house session allowed members of the community to drop by the studio and observe what the consultant team had been working on, many of them learning about the process for the first time.

23+ stakeholder meetings

- | | |
|---------------------------------|---------------------------|
| Preservation Commission | Parks & Recreation |
| Senior Commission | Coastal Commission |
| NCTD | Council Members |
| Carlsbad Village Association | Barrio Association |
| Neighborhood Residents | Local Developers |
| Art Commission | Traffic Safety Commission |
| Planning Commission | Local Business Owners |
| Housing & Neighborhood Services | Economic Development |

Throughout the charrette, the Dover-Kohl team met with dozens of stakeholders, from private developers, residents, merchants, local interest groups and more, to gain further understanding of the many factors involved in the Village and Barrio plan and to work out the details of what was feasible from the vision being developed.

517+
studio visitors,
meeting attendees,
hands-on participants

In total, the team met face-to-face with over 500 individuals over the course of the two week charrette. The charrette culminated in the Work-in-Progress presentation, held on Thursday, September 18, at the Carlsbad Village Theater.

virtual town hall

160+ posts

<http://carlsbadca.mindmixer.com/>

Additional participants made use of MindMixer, the virtual town hall. The Dover-Kohl team and City staff posted topics of interest such as development patterns and design ideas and participants discussed suggestions and debated other points.

The Dover-Kohl team regularly reviewed the virtual town hall to ensure points of discussion could be considered in the drafting of the plan.

designing in public

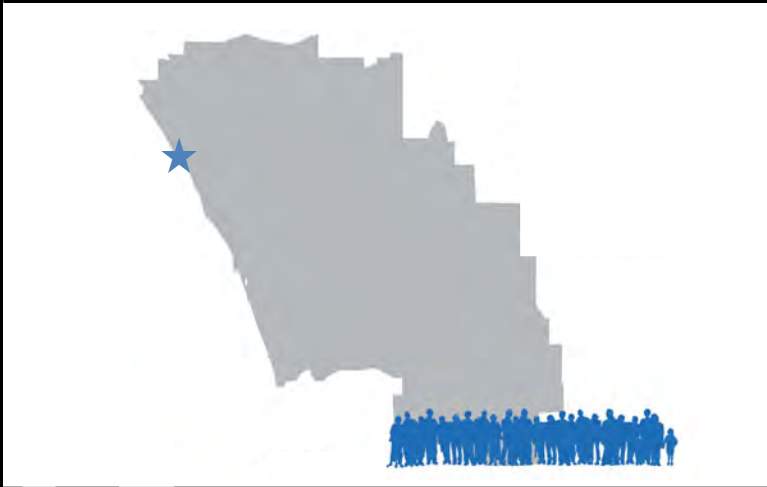
5,800+ visitors

(webpage views, likes, new followers, youtube views)

A public process is the key to successful planning. Dover-Kohl and the City of Carlsbad worked to make sure that news of the charrette was made easily accessible and that regular updates through Facebook and Twitter kept people informed of the charrette events.

Time to Be a Town

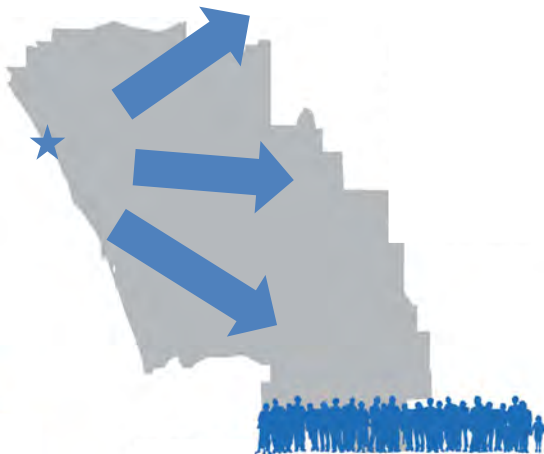
people are coming



The City of Carlsbad, with its ideal location near the beach, proximity to major cities and access by rail, will continue to be a popular place to visit, work, and live. Most of the city has been planned and developed with residential communities, business and commercial areas, and preserved open space. Lately, there has been renewed interest in urban and downtown living, where walking to work, shops, and transit are all possible.

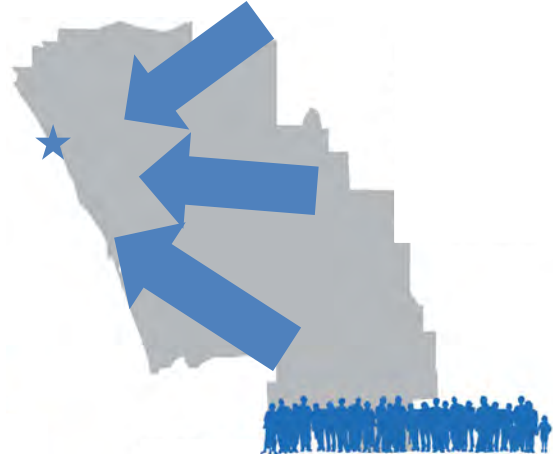
The Village and Barrio are uniquely suited among Carlsbad's neighborhoods to accommodate "smart growth," or growth that is compact, walkable, and within reach of services. These desirable attributes make the Village and adjacent Barrio places to be. Daily needs, employment, and entertainment are all located in the Village, which just happens to be alongside a tremendous resource, the Pacific Ocean.

people are coming



Suburban Expansion

people are coming



Return to the Heart of Town

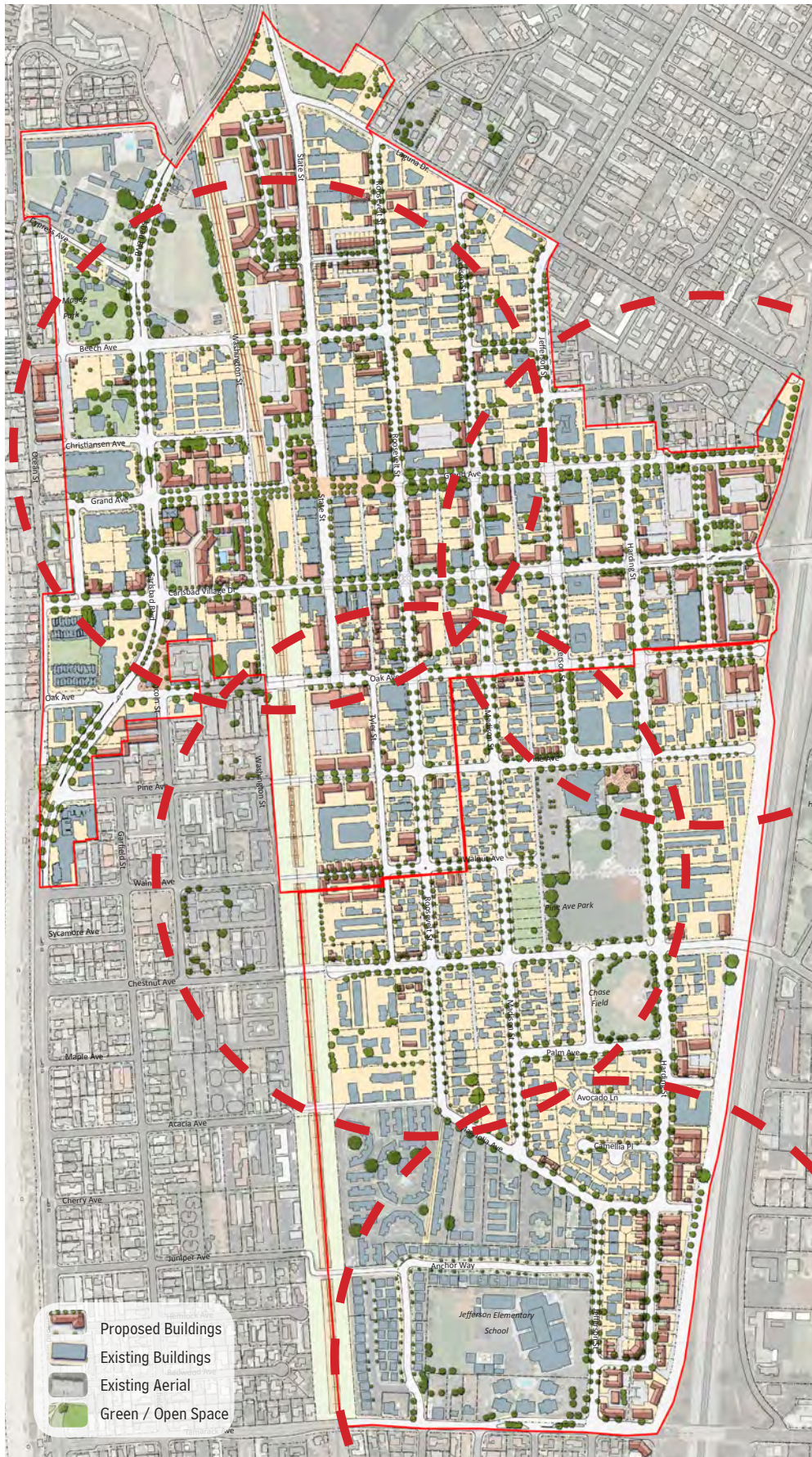
new **coming** urban-format development



Private urban-format development projects are already in the works. The projects feature mixed-use buildings with attractive facades, and small setbacks, and a range of housing units.

The Plan: Ideas So Far

Draft Illustrative Plan



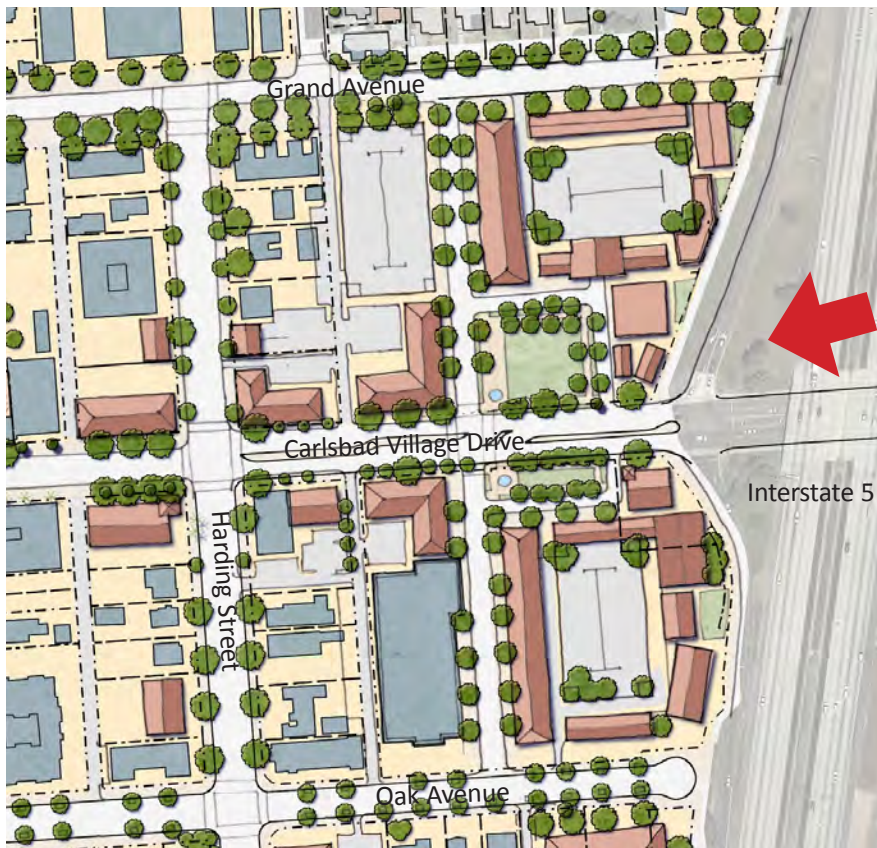
An illustrative plan for the Village and Barrio was created during the charrette. The plan synthesizes residents' ideas and depicts the idealized build-out of these areas.

This map is for illustrative purposes only and is not a regulating document. The Illustrative Plan identifies key opportunity areas for infill development, redevelopment, and conservation as well as opportunities to reconnect the street grid and proposed streetscape improvements.

Key redevelopment areas within the Village and Barrio were illustrated during the charrette to give a better sense of the proposed future of the Village and Barrio.

As a reminder, the concepts and ideas presented in this report and as shown on this illustrative plan are draft and will be revised and refined based on feedback from the city and the public as well as new information that may come to light.

Establish a Sense of Arrival



I-5 & Carlsbad Village Drive

The connection of I-5 and Carlsbad Village Drive is one of the first impressions that most visitors receive when entering the Village. This area should be a welcoming gateway that already tells visitors that they are entering a different kind of place. A place that is meant for pedestrians and cyclists. A Village and not just another exit off of the highway.

Change Over Time



The following change over time sequence illustrates how the area by I-5 along Carlsbad Village Drive can evolve.

Parcels adjacent to I-5 can allow for dense residential development on the periphery of the Village and Barrio while establishing a buffer for traffic noises. Dense residential development allows for a range of unit sizes, serving a wider range of demographics.

These buildings can be mixed use, with ground floor retail, office or commercial space, with residential above. Parking decks can be built to allow building frontages along the street and also to provide additional parking for the Village. By providing parking areas early, some vehicular traffic can be intercepted before it reaches the center of the Village. People can then go to their destinations within the Village or at the beach by walking, biking, or utilizing a circulator shuttle.

This area should grow up over time, developing to suit the needs of the community instead of a one size fits all solution. Establishing frontages along Carlsbad Village Drive creates a sense of place. Sites can evolve to become even more complete over time, growing with respect to the context of earlier developments.

Over time, the intersection of I-5 and Carlsbad Village Drive can become a suitable gateway leading to Carlsbad Village.

Defining a public realm is also an integral element in creating a more complete space with a range of uses. The public realm includes the public areas between buildings, including streets, parks, sidewalks, and more. A strong public realm defines public spaces, which acts as distinct gathering space for communities.

The American Victorian architectural style shown in these images reflects the historic style of Carlsbad Village. The more significant element is the importance of improving the streetscape and defining pedestrian space.





Interstate 5

Context-based development



Defining public spaces

Create Magnetic Public Spaces



Carlsbad Village Drive & Roosevelt Street

The lot on the corner of Carlsbad Village Drive and Roosevelt Street contains a City owned parking lot. Public opinions provided two potential suggestions for better use of this City asset:

1. A mixed-use building with a parking deck to provide additional parking within Carlsbad Village. Surrounding parking garages with attractive, mixed use liner buildings (buildings that wrap around parking structures to continue an unbroken streetscape) allows for parking structures that fit within the streetscape while providing a strong pedestrian environment.
2. Moving City Hall into the Village. City Hall's current location on the eastern side of I-5 separates it from the heart of Carlsbad. A new City Hall or civic building could also provide space for a new outdoor public plaza, while also providing a parking structure at the center of the block.



Potential Design for a New City Hall in the Village



Village Faire

The Village Faire is on the intersection of Carlsbad Village Drive and Carlsbad Boulevard, what should be one of the most important intersections in Carlsbad. The existing shopping center sits in the middle of a parking lot along the street frontage. This parking lot continues around the prominent and historic Twin Inns, next to the Village Faire.

The street frontage can be more effectively utilized by buildings with storefronts located directly on the street. Over time, the lot can be used as the center of a dense Village center with prime real estate for entertainment, recreation, retail, and residential. Establishing public greens and plazas will make the Village Faire and the Twin Inns a natural hub of downtown Carlsbad. Returning the public green around the Twin Inns would bring the property back to how the property was originally developed.



Existing Conditions



Establishing the streetscape



Village Faire as a Prime Frontage along the Street Edges



"Frazier Station" (Carlsbad) railroad platform 1890

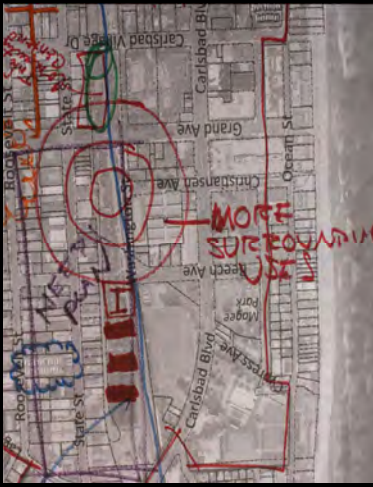
Coaster Station & NCTD Property

The Coaster Station in Carlsbad is used primarily by regional commuters, with a regular daily schedule of Amtrak and Coaster trains. The station is adjacent to a large parking lot. The parking lot is primarily used by commuters, but rarely is completely full. After work hours the lot is rarely used. Even when the Village itself is bustling, the 230 spaces in the North County Transit District owned parking lot are nearly always empty.

Located towards the northern end of the Village, the site's location just north of Grand Avenue makes it a useful site in developing a more complete Village. However, the far extents of the parking lot become too far for most people to want to walk. Throughout the public process, development around the station was an idea that was regularly proposed, including by the North County Transit District (NCTD).

The City of Carlsbad can work with NCTD to determine how to more effectively use the parking lot. The area surrounding it has the potential to be a successful transit-oriented development (TOD). With the station serving regional transit, the area surrounding it should be highly walkable with amenities for travelers, commuters, and residents.

big ideas



Develop area near station (NCTD parking)



(19 of 30 tables)

sunday



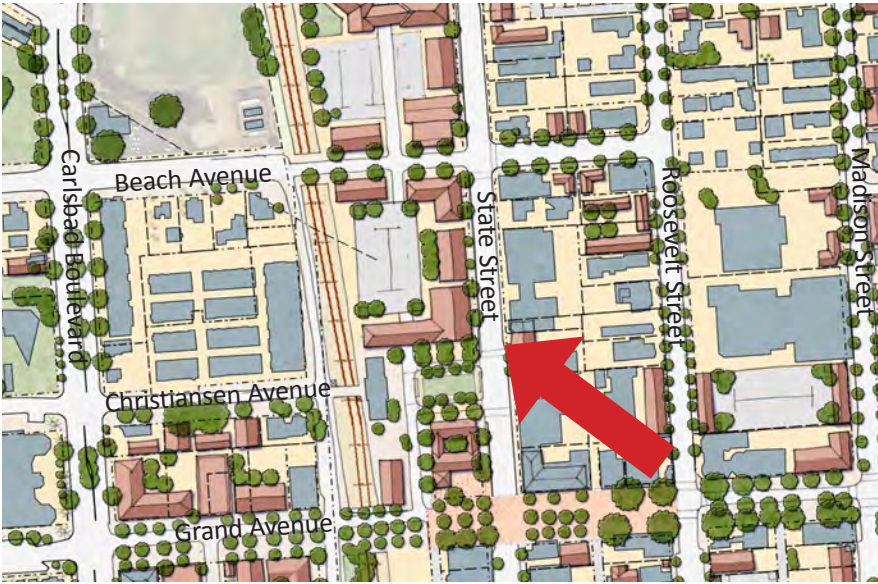
The Village is the place to be



sunday



North County Transit District (NCTD) Lot (230 spaces)



Development of the NCTD station can begin with using the parking lot more effectively. With the knowledge that many residents believe that parking in the Village is insufficient, the parking lot can be converted into a parking deck, with mixed-use liner buildings. This brings more of the parking closer to the action along Grand Avenue and State Street.

This serves as the foundation for the beginning steps of a TOD. Over time, other infill projects can be used to form a complete, compact development. Redeveloping the NCTD lot establishes a sense of arrival into the City from the north, as well as making Carlsbad a more appealing destination along the rail line.



Existing Conditions



Proposed Development

Build Truly Great Streets

Carlsbad Village Drive

Carlsbad Village Drive has changed drastically over the past 100 years, growing from a single lane road to the major thoroughfare that it is today. Before the streetscape projects in the late 1980s and early 1990s, the Village’s main east-west thoroughfare featured parking spaces and fewer travel lanes than it does now. Today the road services the flow of cars more than it does to move pedestrians through the Village.

According to national standards and current traffic volumes, Carlsbad Village Drive can accommodate all of its traffic with a single travel lane in each direction. The following change over time sequence illustrates how Carlsbad Village Drive can transform into a street with a more equal balance for mobility.

Adding shade trees, wider sidewalks and a designated bike lane can rebalance the mobility options along the street and create an environment that is more hospitable for pedestrians. Narrowing the roadway to one lane also makes room for on-street parking, which slows traffic and increases parking options. Left turns in both directions can be preserved.

New store fronts provide visual interest for pedestrians and gives people a place to “go” making Carlsbad Village Drive a destination, rather than just a through street.

Carlsbad has a number of murals and local artwork. This community creativity is a point of pride for residents, and maintaining that local character is a key factor in making Carlsbad Village Drive memorable.

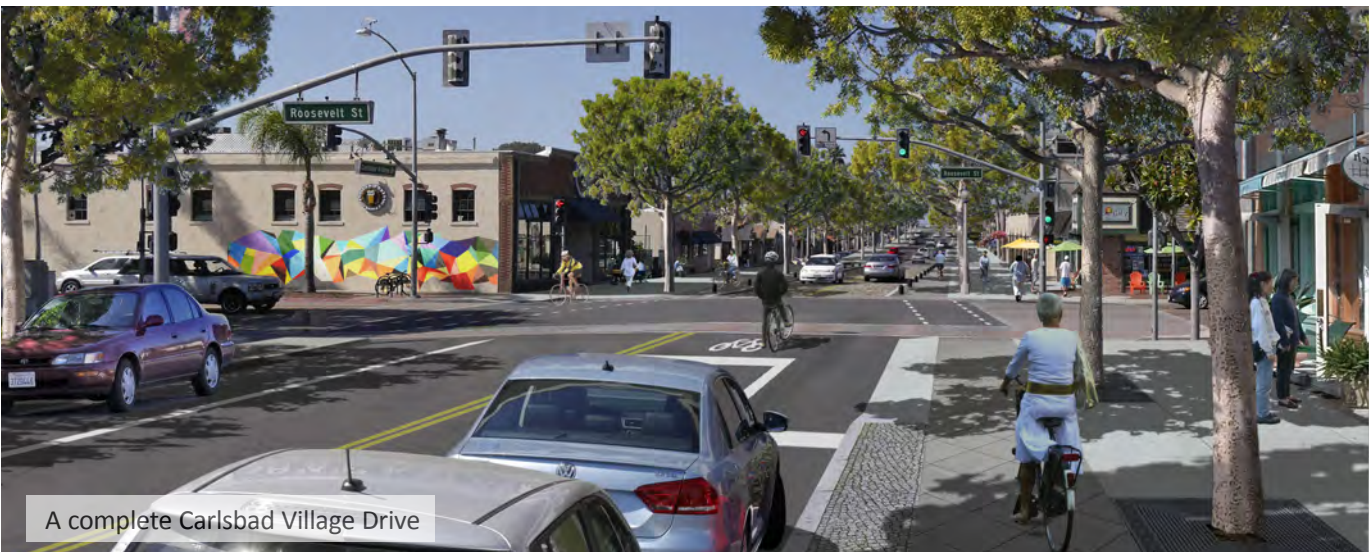




Road Diet & Pedestrian Improvements



Storefronts on the street



A complete Carlsbad Village Drive



Existing Conditions



Street Cafes & Outdoor Dining



Storefronts are added on the Street

The Grand Promenade

Grand Avenue is the ideal spot for a truly shared space. The road services even fewer cars than Carlsbad Village Drive and has a direct access point to the beach. Grand's proximity to Carlsbad Village Drive and the beach contributes to the sense of arrival within the Village.

Carlsbad Village Drive can continue to be the main thoroughfare through the Village, accommodating cars and pedestrians equally, while Grand Avenue is built on a scale more focused on the pedestrian.

The number of travel lanes can be reduced from four down to two, with on-street parking on one side. The sidewalk on the south side could be widened for several blocks to better accommodate street-cafes and outdoor dining. As with all right of way improvements proposed, feasibility can be affected by existing and planned utilities that may ultimately affect the design and location of an improvement.

Grand Avenue has significant gaps between some buildings that could be better utilized. Infill development would greatly improve the streetscape and provide desirable residential, office and storefront addresses. Existing conditions, such as the fully matured street trees, can be integrated into any new developments or streetscape improvements, allowing the growth of Grand Avenue to feel natural and cohesive.

Grand Avenue has the potential to become a defining street of the City of Carlsbad, akin to Lincoln Road in Miami, or the Rambla in Barcelona.





Roosevelt Street

Roosevelt Street is the main North-South street connecting the Village and Barrio. Although some blocks are better than others, the street is underdeveloped and provides a harsh environment for pedestrians.

The current street configuration allows for excessive speeding. Even though the speed limit is posted at an appropriate speed, the overly wide road, large turn radii and lack of significant street trees give Roosevelt the appearance of a highway rather than the residential street that it is intended to be.

Street improvements should start with sidewalk improvements, particularly an increase in shade trees and the space available to pedestrians.

Lighting standards should focus on illuminating the public space rather than the vehicle space as it currently does. Well-lit streets allow a feeling of security at all hours. Keeping lighting consistent from the Village through the Barrio will make the two neighborhoods feel like a more connected and complete community.

Creating connections across the railroad tracks will also result in increased pedestrian traffic along Roosevelt, making this a significant site for early aesthetic improvements.





Tamarack Avenue & Interstate 5

Tamarack Avenue has an interchange with Interstate 5. The road is one of only three within the study area that connects all the way through to the coastline.

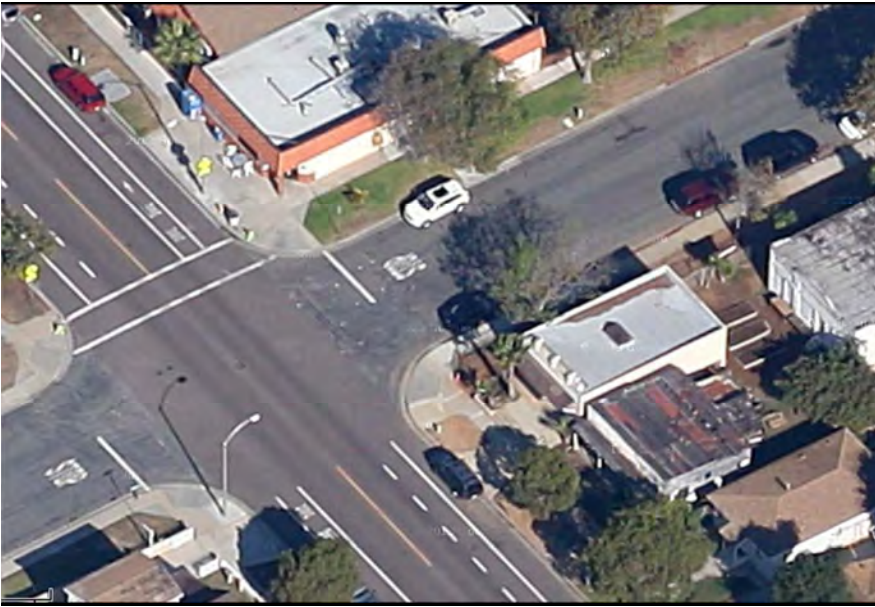
The plan for Tamarack Avenue has a number of goals. The first is to create a scenic gateway for the southern entrance of the Barrio off the highway, rather than a street that feels more like an extension of I-5.

A roundabout at the intersection of Jefferson Street and Tamarack Avenue slows traffic exiting the highway and entering Carlsbad. Traffic is also more efficiently directed into the Barrio.

The highway oriented gas stations can be reconfigured into “gas backwards” models where the service station is located toward the street and the gas pumps are located toward the center of the block. This helps to create frontage along the corridors while still allowing the gas station use.



Grow, But Protect & Enhance Character



The Barrio

The Barrio is Carlsbad's first neighborhood, initially settled in the early 1900s by immigrants fleeing the Revolution in Mexico. Some of the City's historic structures are contained within the Barrio. Families have lived and owned property in the community for decades, passing them down from generation to generation.

Residents are concerned with improving the quality of the neighborhood, particularly in regards to safety and connectivity between the Village and Barrio. There is a great deal of pride for the culture contained within the neighborhood, so the plan proposes to reflect and protect that history.

One of the landmarks within the Barrio is Lola's, a local store and cafe that has been owned by the same family for years. Directly across the Walnut Avenue is the Barrio Museum, also run by the same family. Lola's and the Museum see a constant stream of visitors that often overflows into the street, creating an informal meeting space while also leading visitors towards these historic destinations.

The plan includes a concept to create a space in the Barrio where pedestrians and cars can share the road. Widening the sidewalk allows for outdoor dining and additional seating where people can gather, while bollards are used to clearly define the separation between the sidewalk and vehicular space. Walnut Avenue can be narrowed and lined with trees, creating the feeling of a promenade. A fountain within the middle of the intersection acts as a roundabout, slowing traffic and forcing motorists to remain aware of pedestrians, while the addition of zebra striped pedestrian crossings make them more prominent to motorists.



Intersection of Roosevelt Street & Walnut Avenue looking east



While the public storage facility on Tyler Street has worked to successfully integrate the building into the streetscape, the lot next to it is unused and gives the neighborhood an industrial atmosphere.

The plan extends the promenade design down Walnut Avenue to Tyler Street making this area a central focus within the Barrio.

A pedestrian connection at Walnut Avenue across the train tracks creates an additional East-West pedestrian connection to the beach.

Parcels can be redeveloped with additional residential housing, bringing more people to the Barrio while allowing the existing single family homes to remain.

As noted earlier, land owners are not required to comply with the ideas shown and discussed here. Instead, the ideas are meant to indicate development opportunities.



Intersection of Roosevelt Street & Walnut Avenue looking west



Existing Conditions

There are numerous homes and buildings within the Village and Barrio that are of a historic scale, but may no longer have the historic charm of the neighborhoods. A program to help repair and fix up these homes should be undertaken.

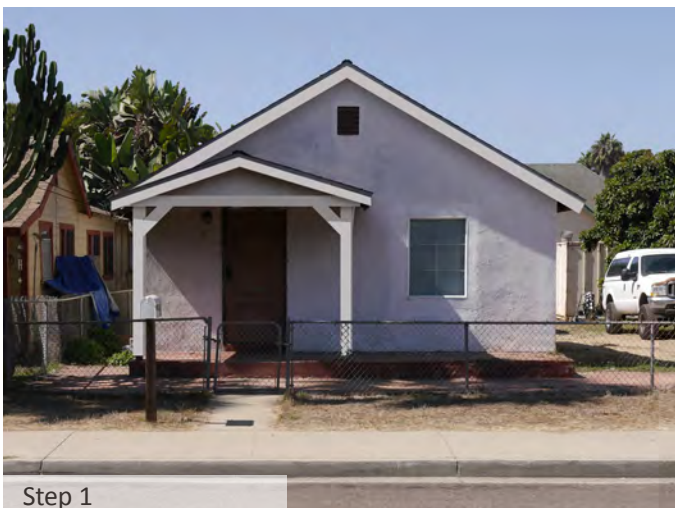
Step 1: A first step can be as simple as applying a fresh coat of paint to the entire building or even just the building trim.

Step 2: Drought resistant landscaping can also improve the street appeal.

Step 3: A later step can include facade improvements such as a brighter coat of paint, a new front door, and a larger front window.

Step 4: A finishing touch could include a replacement of the chain link fence with a picket fence.

These suggested improvements can happen over time and the increase in curb appeal and property value they provide can help maintain and enhance the charm and heritage of these two historic areas of Carlsbad.



Step 1



Step 2



Step 3



Step 4

Mobility Principles

The community told us that walkability was key, so we developed a set of five mobility principles to guide the development of the transportation and mobility system.

Mobility Principles

- Create great streets;
- Establish connections;
- Provide modal choices/networks;
- Move people, not just cars; and
- Manage parking, don't solve.

Mobility Initiatives

- *intercept parking*
- *reconnect the network*
- *create great streets*

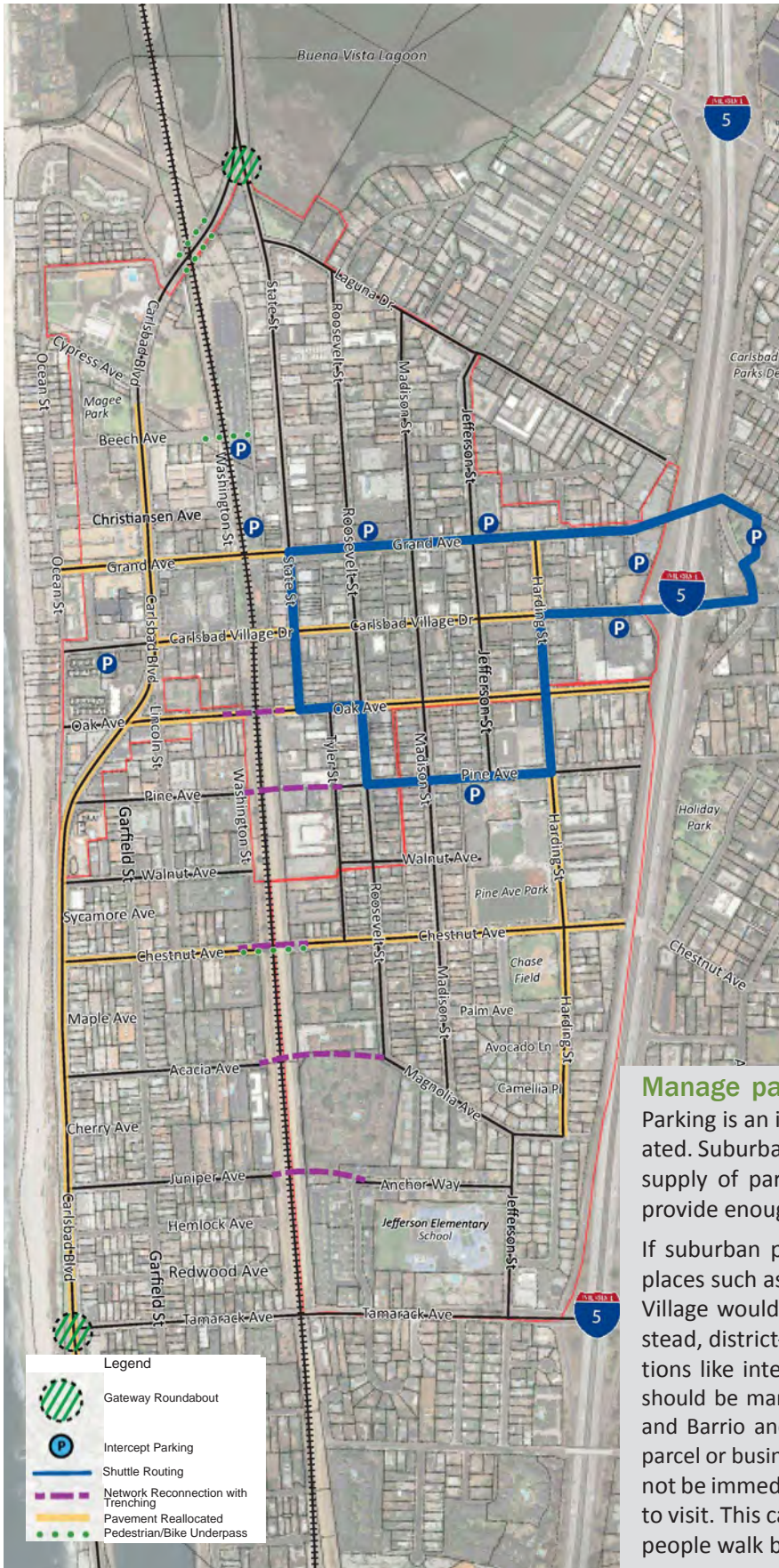
Transportation Framework Plan

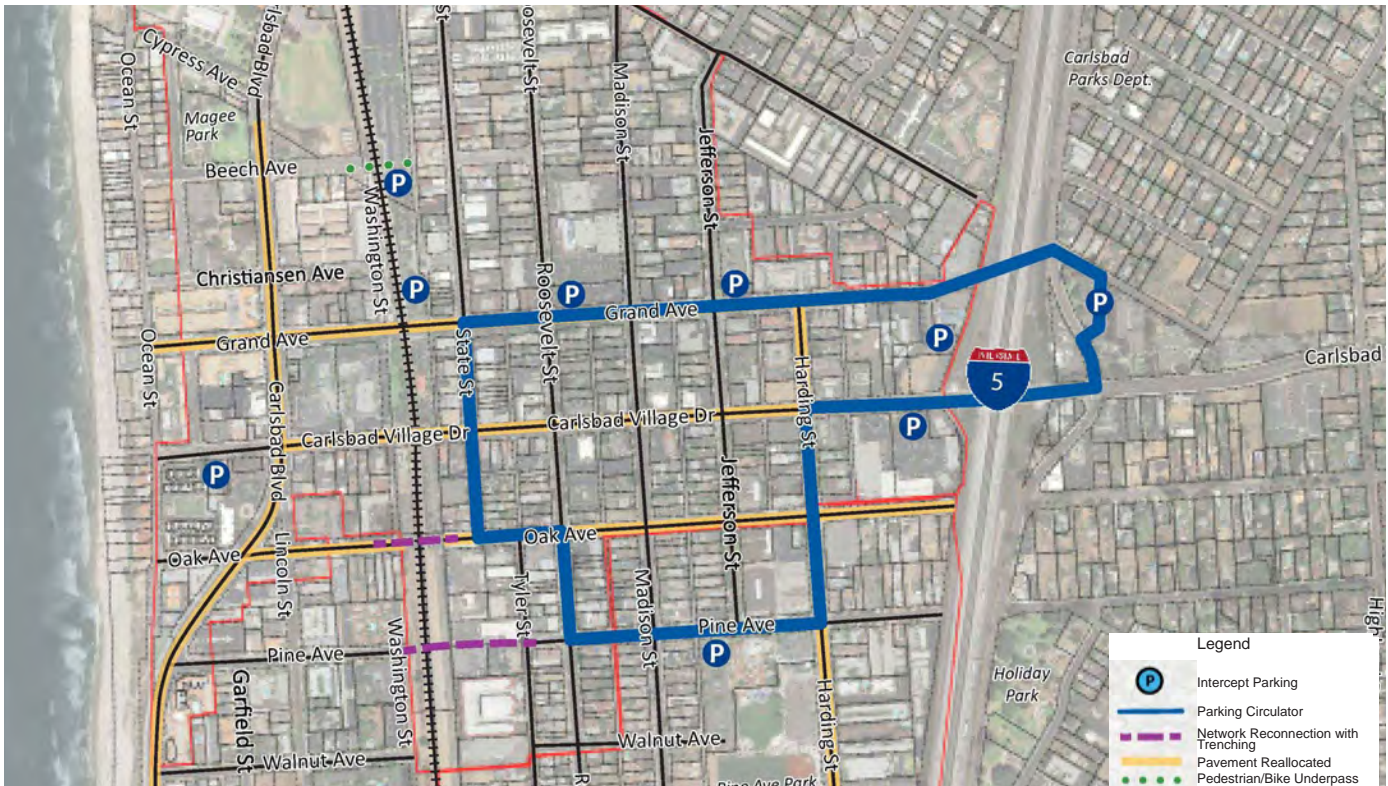
The overall framework map of recommendations, shows streets to be modified, gateways, parking locations and shuttle routing. This framework also includes sites where the street network can be reconnected across the railroad with trenching, and under I-5, potentially in conjunction with the widening proposed by CalTrans.

Manage parking, don't solve

Parking is an issue that is often talked about and negotiated. Suburban parking standards often result in an over-supply of parking as each building and business must provide enough parking for the busiest day of the year.

If suburban parking standards are applied to walkable places such as Carlsbad Village then the character of the Village would be lost due to too many parking lots. Instead, district-wide parking and alternative parking solutions like intercept parking should be explored. Parking should be managed and leveraged throughout the Village and Barrio and not necessarily solved for each individual parcel or business. Enough parking is provided, but it may not be immediately adjacent to the business one is trying to visit. This can actually help the vitality of the Village as people walk by stores they may not have otherwise.





offer mobility alternatives



Provide choices for how people move around

Intercept Parking

Pressure is taken off the east-west roads by intercepting cars from I-5 and from the east, giving them a chance to park before penetrating the core of the Village or reaching the beach. Visitors can then walk, bike or use a shuttle to access these destinations.

Some of the benefits to intercepting the parking include:

- Intercepts cars before they reach the village center;
- Reduces the amount of car traffic in the heart of the Village; and
- Creates choices for movement throughout the Village.

Intercepting cars allows for pools of shared parking that can be used to support redevelopment while providing a place for people to park easily that is well-connected to the Village, Barrio, and beach via shuttle bus or a network of walkable, bikable streets.

Transit shuttles, bike shares, and improved pedestrian access all exemplify methods that visitors can use to access the Village and beach from intercept parking.

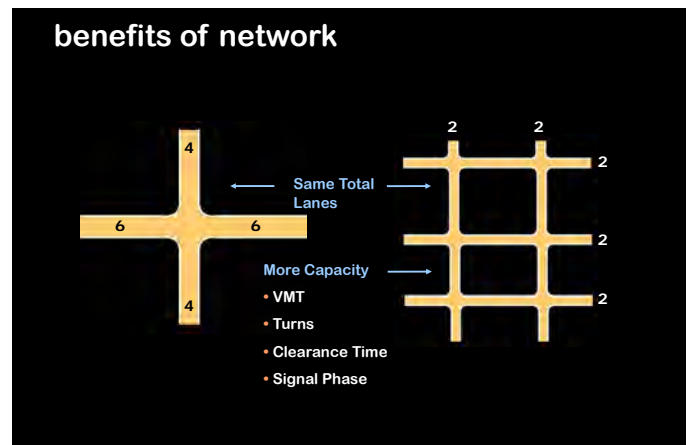


Reconnect the Network

In addition to intercepting cars as they come into the area, the proposed double-tracking of the train tracks, if constructed in a below-grade trench, affords an opportunity to reconnect streets across the tracks which diffuses the east west movement to several routes. As a short term measure, a pedestrian/bike bridge should be considered to connect non-motorized traffic across Chestnut Street, improving access between the Barrio and beach.

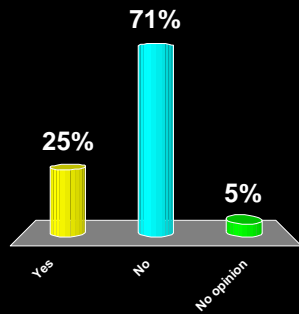
Trenching could create a minimum of six new ways to cross the train tracks, and extending Grand Street under I-5 creates another connection to the neighborhoods and parking to the east, where only two exist today.

Creating additional network connections benefits not only traffic flow, but also emergency services, by giving route choices and redundancy.



In your opinion, do enough streets support comfortable walking and biking?

- 1. Yes
- 2. No
- 3. No opinion



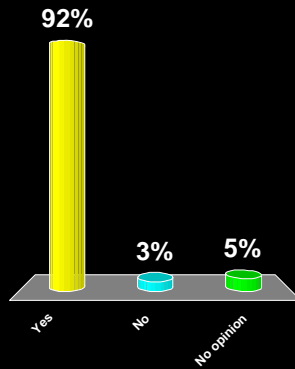
Keypad Polling

Attendees of the Work-in-Progress Presentation were asked a series of keypad polling questions to determine mobility priorities for the Village and Barrio.

Attendees believed that the existing streets in the Village and Barrio do not do enough to support walking and biking.

Should Carlsbad “trench” (sink below grade) the railroad in order to reconnect streets, improve pedestrian access, and reduce noise?

- 1. Yes
- 2. No
- 3. No opinion



Public attendees were overwhelmingly in favor of trenching the railroad to increase mobility and improve street connections.

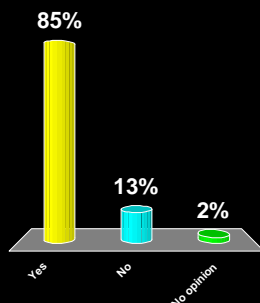
After learning that trenching could have potential fiscal implications for the City, the community continued to support the idea of trenching.

Participants believed that the long-term economic benefits would be worth taking on the short term costs, as supported by feasibility analyses.

(Note: No cost estimates for trenching have been developed; the \$80 million figure mentioned in the graphics merely suggests trenching could be expensive and provides a number for discussion.)

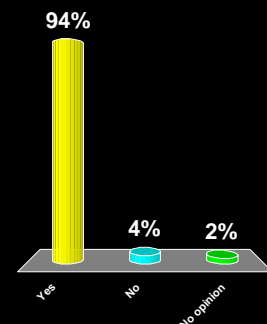
Should Carlsbad “trench” if it costs the City \$80 million (in addition to state funding)?

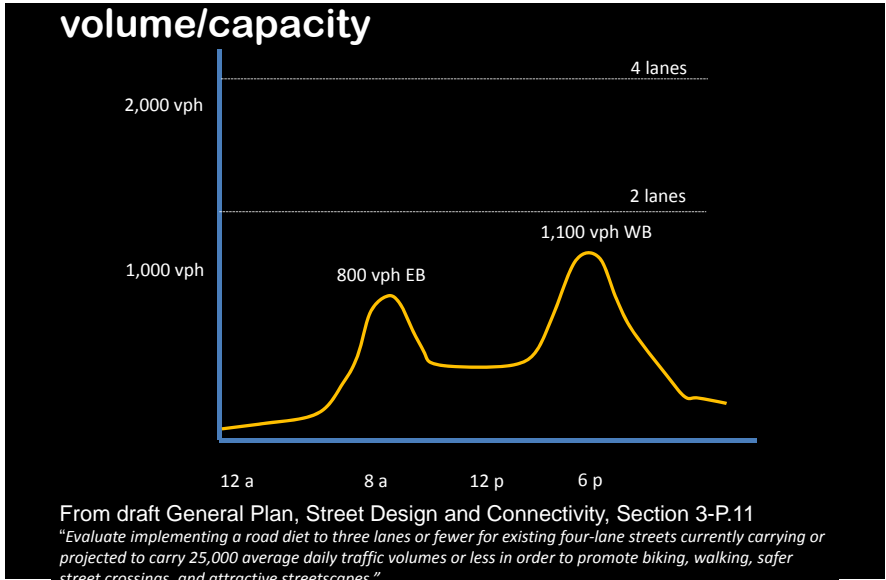
- 1. Yes
- 2. No
- 3. No opinion



Should Carlsbad “trench” if there is a return exceeding the \$80 million on that investment as measured by increased property value and tax revenue?

- 1. Yes
- 2. No
- 3. No opinion





Create Great Streets

Carlsbad has the ability to turn mediocre streets in the Barrio and Carlsbad Village into great streets for several reasons:

- Traffic volumes warrant a reduction in number of vehicle lanes;
- Parking strategy relieves pressure;
- Trenching of the railroad creates more network; and
- Excess road width provides opportunities to balance modes of travel on streets between motorists, bicyclists and pedestrians.

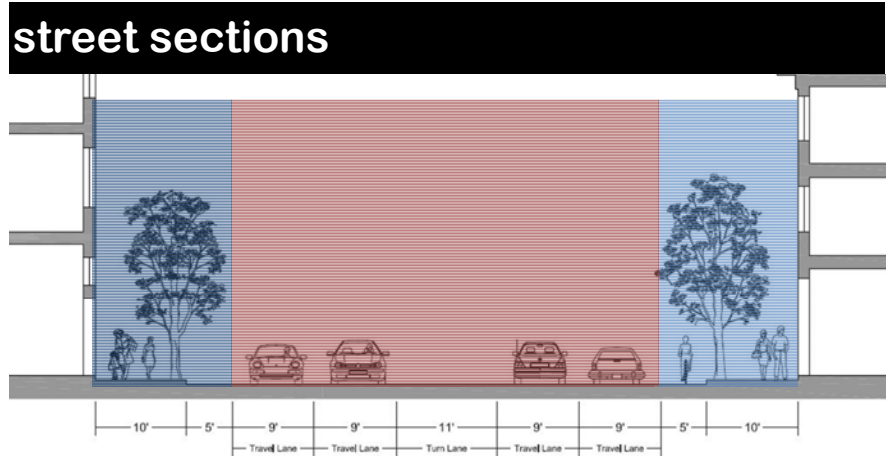
Carlsbad Village Drive

One example is Carlsbad Village Drive. Traffic volumes on Carlsbad Village Drive are in the range of 12,000 to 16,000 vehicles per day on four travel lanes. This amount of traffic volume creates a Level of Service (LOS) "A".

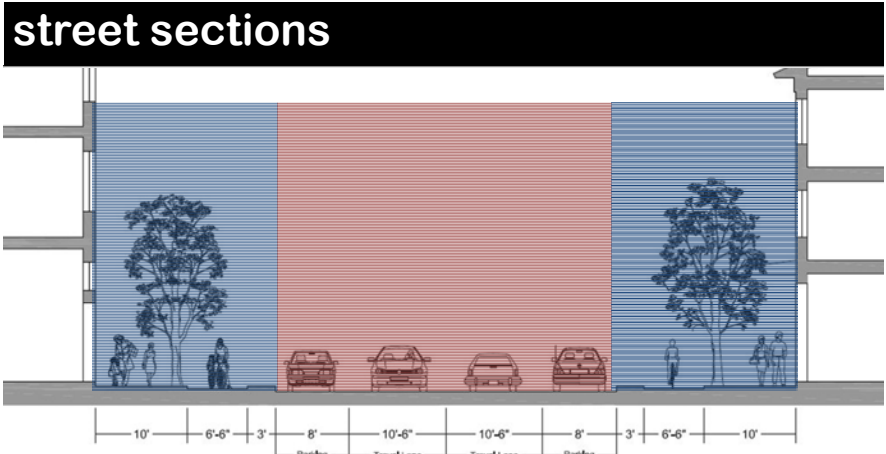
Operationally, the street can accommodate its traffic demands on 2 lanes, with the excess space to be reallocated to other users and modes.

The proposal for Carlsbad Village Drive includes reallocating one travel lane in each direction for widened sidewalks, a raised cycle track, and narrowing of the travel lanes to enhance walkability.

The reallocation of space and reduction of travel lanes on the streets promotes other modes such as pedestrians, cyclists, and other activities such as dining, shopping, or strolling. This is further supported by the plan's support for an intercept parking strategy. New street connections that come with trenching the rail and extending Grand Avenue under the forthcoming widened I-5 allow us to consider reallocating space.



Carlsbad Village Drive, Before
 61% Motoring Space
 39% People Space

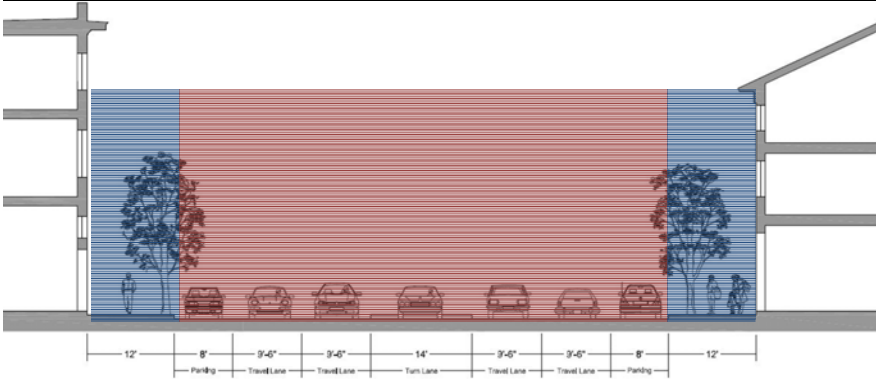


Carlsbad Village Drive, After
 49% Motoring Space
 51% People Space



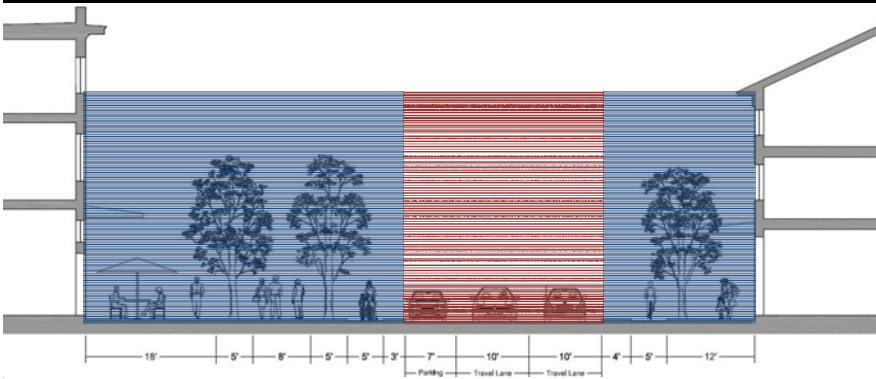
A raised cycle track in Bozeman, MT provides a similar scale precedent to the one proposed for Carlsbad Village Drive.

street sections



Grand Avenue, Before
 74% Motoring Space
 26% People Space

street sections



Grand Avenue, After
 29% Motoring Space
 71% People Space

Grand Avenue

Since Grand Avenue is another important east-west street connection in the Village, it deserves consideration for a special treatment as well. Grand Avenue also has an excess amount of pavement width for the amount of vehicular traffic it carries, which provides another opportunity for space reallocation.

Grand Avenue has a lot of space between buildings that could be repurposed to create a much more walkable and vibrant street atmosphere.

It is proposed that Grand Avenue be configured as two vehicle lanes with on-street parking, and that, if feasible, the south sidewalk be significantly widened to create a large promenade where people can walk, bike, dine, or shop. This configuration also respects existing trees in accommodating them into the streetscape, while augmenting the shade of the new promenade by planting new trees.

Festival Streets



Recognition of the importance of the two block segment of Grand Avenue between Roosevelt and the railroad should be celebrated.

A curbless “festival street” allows the flexibility for the street to function for cars most of the time, but also allows for streets to be closed off, creating space for festivals and events if so desired. The location of this segment can take advantage of the existing vibrancy of State Street and extend it along the blocks to the east and west.

shared and festival streets

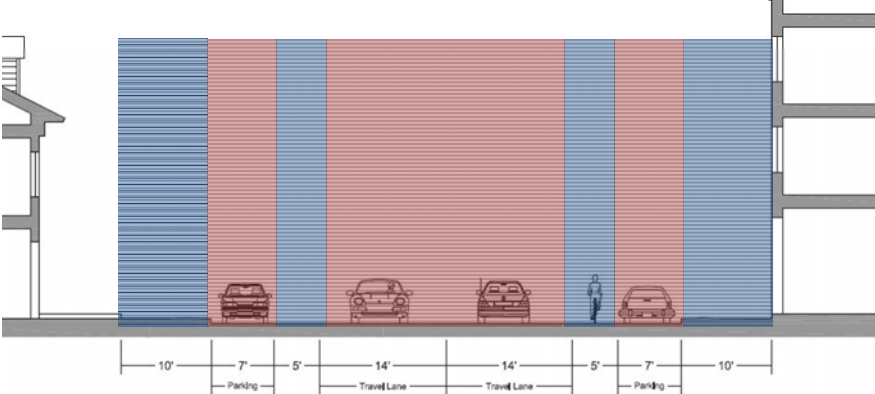


Peer examples



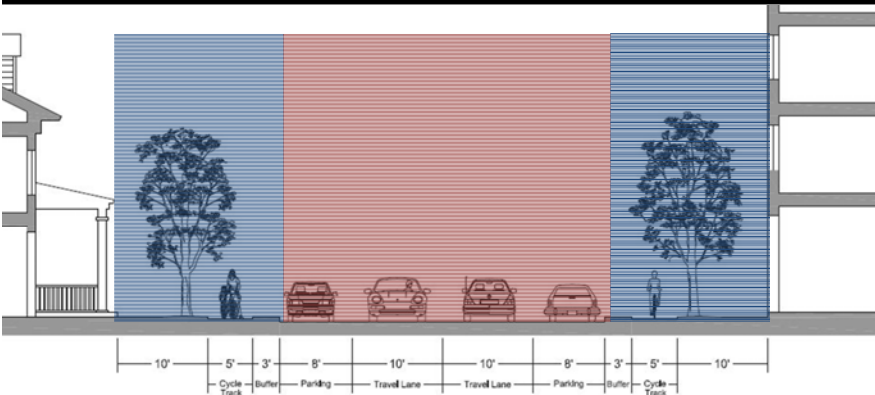
The Grand Avenue Promenade can be a space for celebration

street sections



Harding Avenue, Before
 58% Motoring Space
 42% People Space

street sections



Harding Avenue, After
 50% Motoring Space
 50% People Space

Barrio Streets

Streets in the Barrio are very wide, which contributes to higher vehicle speeds and a feeling of discomfort for people cycling or crossing the street.

The reallocation of the excess pavement on streets within the Barrio allows for elements such as protected bike lanes while narrowing traffic lanes to decrease vehicle speeds and to allow for enhanced streetscape and shade.

Concepts for Harding Avenue propose moving the existing bike lane to the curbside of the parked cars while also narrowing the width of the travel lanes. This provides a safer environment for the cyclist while also providing the opportunity for new street plantings to provide shade for pedestrians.

Where a reallocation of pavement or the cost for moving curbs seems infeasible, additional street trees along parking areas will make the streets feel narrower, slowing traffic speeds, while providing much needed shade for pedestrians.

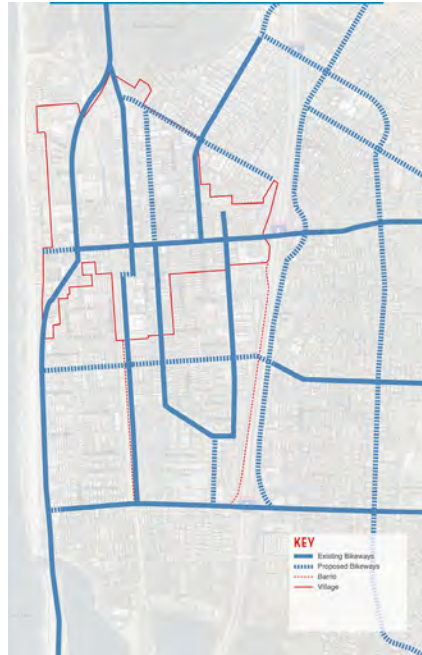
enhance environment for all modes



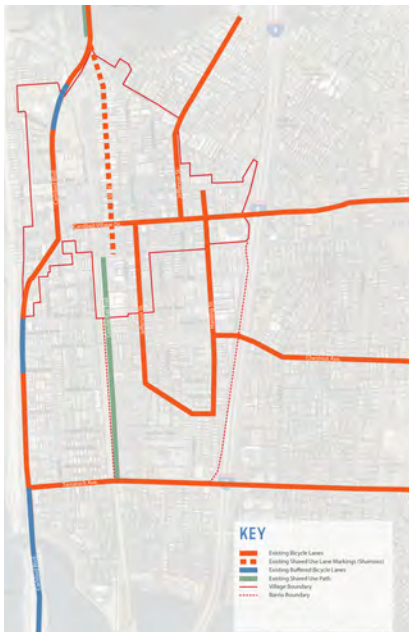
Reallocate pavement



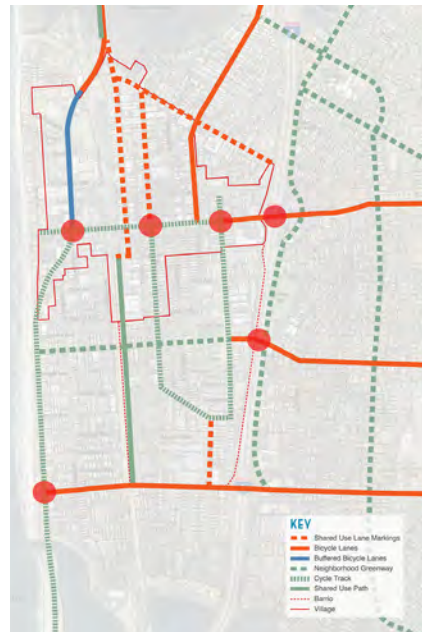
Existing Bike Network



Proposed Bike Network



Existing Bikeway Types



Proposed Bikeway Types

Bike Network

The Village and Barrio area bicycle connectivity plan aims to close the gaps within the existing network and enhance the connections within the Village and Barrio, in addition to the neighborhoods on either side of I-5.

The network plan also takes into account the possibility of adding more connections, should the rail line be trenched.

The pallet of bikeway types can be increased from four forms (**bike lanes**, **buffered bike lanes**, which use buffer spaces to separate bikes from motorists, **sharrows**, and **shared use paths**) to six, by adding in **neighborhood greenways** and **protected cycle tracks**. Neighborhood greenways, or streets designed to encourage cycling and calm traffic, incorporate sharrows and create more welcoming pedestrian environments.

Neighborhood greenways and protected cycle tracks provide highly appealing bikeways that meet the needs of both experienced and recreational cyclists. In particular, on-street neighborhood greenways use a variety of techniques to slow traffic on residential streets to 20 mph or less. Such routes are branded as special linkages within the network and often appeal to pedestrians who appreciate the slow speeds, neighborhood setting, and additional landscaping.

Finally, making the connections nearly seamless between street and bikeway types is critical to the safety and appeal of the network. The red circles designate those intersections where more detailed plans are needed in order to accomplish this goal. Several concepts have already been developed for many of these intersections, to be addressed more thoroughly in the Plan.

Financial Feasibility

Building Size and Uses				Variables that Affect Revenues													
Use and SF	20,000	Building Size	80,000	Commercial Units	Rate	Office	Commercial	Residential									
Floors	4	Total Gross SF	320,000	Monthly Rent/SF (Net)	\$2.25	\$2.33	\$2.42	\$2.32									
Ground Floor SF (gross)	20,000	Efficiency Ratios		Annual Rev/SF (Net)	\$26.40	\$28.68	\$29.04	\$27.85									
2nd Floor Use	Office	Residential	0.85	Monthly Gross Rent	\$42,800	\$39,687	\$0	\$79,812									
3rd + Floor Use	Residential	Commercial	0.85	Annual Gross Rent	\$513,600	\$476,244	\$0	\$954,144									
Site Size (SF)	37,800			Rent increase / year	2%	2%	2%	2%									
FAR	1.39			Vacancy Yr 1	20%	20%	20%	20%									
				Vacancy Yr 2	10%	10%	10%	10%									
				Vacancy Yr 3 +	5%	5%	5%	5%									
				Capitalization Rate	8.5%	8.5%	8.5%	8.5%									
				Miscellaneous (% of revenue)	18%	25%	20%	25%									
Parking Requirements				Residential - Rental													
Commercial/Activity	Existing	Recommended	Parking Provided On-Site SF	Unit Mix	SF/Unit	# Res Units	Total Net SF										
Spaces per 1,000 NSF Retail	95.5	2.5	Surface	1 Bed	39%	850	17										
Spaces per 1,000 NSF Office	3.33	2.5	Underground	2 Bed	42%	860	19										
Spaces per 1,000 NSF Commercial	3.33	2.5	2nd Floor	3 Bed	0%	0	0										
Total Required Commercial Spaces	322.4	\$9.9 On Street	WC/ CH/ST/SL	Total Residential	100%	1,300	46										
In New Fee	\$17,500			Average SF/Unit		714											
Residential - Spaces/Unit				Total Units possible		46											
1 Studio	1.5	1.0															
1 Bed	1.5	1.0															
2 Bed	2.5	1.5															
3 Bed	2.8	2.0															
Total Required Residential Spaces	81.8	\$7.4															
Total Required Spaces	359.2	142.6 Total Parking	58,800														
Parking Surface/Cost/ft ²		72.45															
Variables that Affect Costs				Financial Measures													
Land	\$/SF	\$/Acre	Site Area	Total Land Cost	Year 1	Year 2	Year 3	Year 10									
Parcel	\$120	\$2,277,200	57,800	1.32	\$5,912,000												
Structure	Hard Cost Per SF	Remain Improvement/SF	Total Gross SF	Total Net SF	Total Hard Costs												
Retail	\$135	\$30	20,000	17,000	\$3,205,000												
Office	\$125	\$25	30,000	17,000	\$2,925,000												
Commercial	\$120	\$25	40,000	34,000	\$4,800,000												
Residential	\$120	\$25	45,000	34,000	\$4,800,000												
Total			99,999	69,999	\$11,929,999												
Parking	# of Spaces	Hard Cost Per SF	SF per Space	Total SF	Total Hard Costs												
Year	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Net Operating Income																	
Operating Costs/Revenues																	
Rent	\$610,000	\$622,200	\$634,800	\$647,816	\$661,045	\$674,497	\$688,174	\$702,078	\$716,210	\$730,571	\$745,162	\$759,984	\$775,047	\$790,352	\$805,900	\$821,693	\$837,732
Operating Expenses	\$97,800	\$99,480	\$101,280	\$103,199	\$105,238	\$107,397	\$109,676	\$112,076	\$114,598	\$117,243	\$119,912	\$122,606	\$125,426	\$128,273	\$131,147	\$134,048	\$136,976
Net Operating Income	\$512,200	\$522,720	\$533,520	\$544,617	\$555,807	\$567,099	\$578,498	\$589,999	\$601,600	\$613,327	\$625,164	\$637,112	\$649,176	\$661,359	\$673,655	\$686,064	\$698,584
Value at 0.065 cap rate	\$4,777,200	\$4,920,960	\$5,065,680	\$5,211,552	\$5,358,563	\$5,506,717	\$5,655,934	\$5,806,223	\$5,957,595	\$6,109,960	\$6,263,318	\$6,417,670	\$6,572,918	\$6,729,062	\$6,886,093	\$7,044,012	\$7,202,819
Office	\$480,000	\$492,000	\$504,000	\$516,000	\$528,000	\$540,000	\$552,000	\$564,000	\$576,000	\$588,000	\$600,000	\$612,000	\$624,000	\$636,000	\$648,000	\$660,000	\$672,000
Commercial	\$300,000	\$306,000	\$312,000	\$318,000	\$324,000	\$330,000	\$336,000	\$342,000	\$348,000	\$354,000	\$360,000	\$366,000	\$372,000	\$378,000	\$384,000	\$390,000	\$396,000
Residential	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000
Net Operating Income	\$512,200	\$522,720	\$533,520	\$544,617	\$555,807	\$567,099	\$578,497	\$589,998	\$601,600	\$613,327	\$625,164	\$637,112	\$649,176	\$661,359	\$673,655	\$686,064	\$698,584
Value at 0.065 cap rate	\$4,777,200	\$4,920,960	\$5,065,680	\$5,211,552	\$5,358,563	\$5,506,717	\$5,655,934	\$5,806,223	\$5,957,595	\$6,109,960	\$6,263,318	\$6,417,670	\$6,572,918	\$6,729,062	\$6,886,093	\$7,044,012	\$7,202,819

The draft plan is created to uphold the ideas and values presented by the community, but its viability must be thoroughly evaluated to determine if the presented scenario is realistic.

Economist Anne Fifield of Blue Mountain Economics, part of the Dover, Kohl & Partners' team, ran a variety of market feasibility studies to determine whether or not the ideas proposed in the plan are realistic development options.

The tax base in Carlsbad is evolving, defining trends and patterns that will play a major role in how successful the Plan may be.

This is a plan for the long term, 20 to 30 years into the future. We have worked to make sure we understand current market conditions, but more importantly, long-term trends that will affect demand for different types of built space over the long term.

The millennial generation is facing a different economy than in years past, and have different preferences for how and where they want to live.

Technology is affecting how we live, work & play

Face-to-face interaction will remain important, but remote locations can work. With telecommuting becoming more common and car ownership less important, many individuals and families are now selecting where they live based on the urban environment.

Long Term Economic Trends

- Technology affecting how we live, work & play;
- Baby boom generation entering retirement years; and
- Millennial generation has different preferences.

Technology is affecting how we all...

Live

Auto ownership is less important as social media and services like Uber and ZipCar make it easier to get by with fewer cars per household.

Work

Telecommuting becoming easier as electronic communication continues to become more effective.

Play

More and more households are purchasing more and more goods over the internet, so we buy fewer items in physical buildings.

Entertainment is delivered in a flexible way, so individuals have many choices about when and where to be entertained.

How do demographic shifts affect demand for space in the Village & Barrio?

Positive

Housing - demand for smaller houses that are close to retail services is increasing

Office - flexibility in location driving some employers to seek locations with strong amenities to attract quality workers

Negative

Retail - demand for retail space is decreasing—the US has more retail square footage than it needs

Office - we need less space per worker; more people working remotely because we can work from home

Demographic Shifts

Baby boomers are more likely to seek smaller housing. They are becoming empty-nesters—needing less space. A preference for living within walking distance to services allows them to ‘age in place’ so one can live independently well into old age.

Millennials show a preference for city centers. As they age, many will choose to live in a more suburban areas, but many will choose to remain in central city areas because they use technology in a way that lessens their demand for square footage.

Many of them have student debt, and the cost of owning a car or home is not a priority. They will rent longer than older generations did.

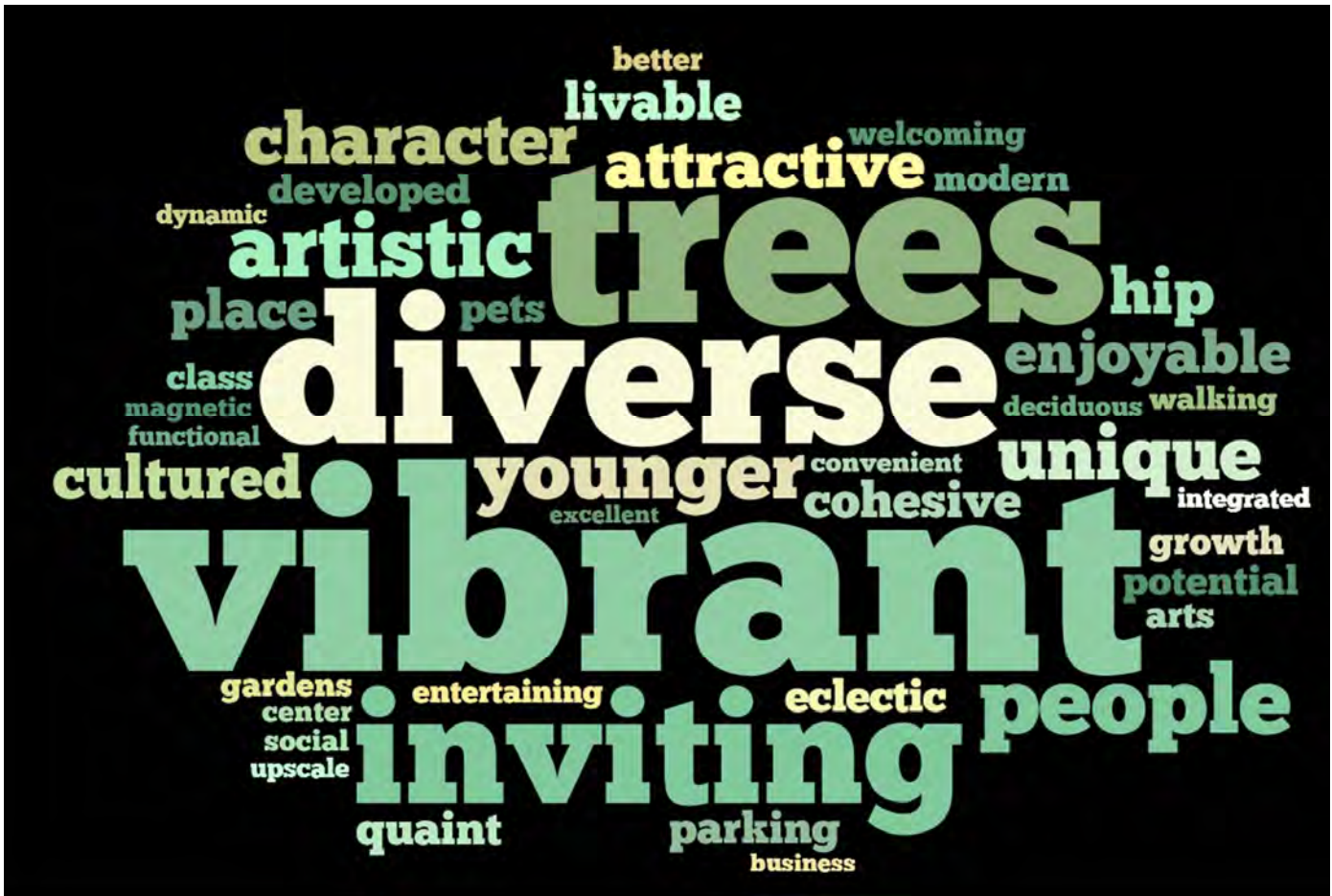
How do these trends affect demand for space in the Village & Barrio?

Demographic and cultural trends will directly impact how the Village and Barrio will develop over time.

We have to work within these trends to get to the form shown in earlier ideas.

Small firms have been looking for offices in this area. Its proximity to transit and the beach make it very desirable.

An important current market condition is that city-wide, Carlsbad has a lot of retail. Large retail centers are successful and they attract households from outside Carlsbad. Retail in the Village competes against those strong retail centers. Village merchants can compete on their strengths by being a great walkable urban environment of unique stores and experiences.



Responses to one word to describe Carlsbad Village TOMORROW

The Village tomorrow should contain more unique retail and cultural opportunities to bring young and old people to the streets so it is vibrant.

A vibrant Village

The plan illustrates a vibrant Village. Restricting the uses and requiring retail on the ground floor limits the demand for ground-floor retail space—causing it to be vacant or under-used.

Current zoning aims to, by controlling uses. But shifts in our economy and available technology will change the demand for commercial space in the future.

The plan should control the form of development instead. Allowed uses should be flexible so the space can accommodate uses today and into the future.

Parking requirements are high, and new firms have found the cost to pay for parking requirements have been prohibitive.

Current parking requirements are a disincentive to independent entrepreneurs to locate in Carlsbad Village.

The City can reduce parking costs on new business so that new restaurants, bakeries, and other services can start up and have an opportunity to thrive.

The importance of office space

More daytime workers will enhance viability of retail, purchasing goods and services at lunch and on their way to and from the office.

The Village is proving to be a desirable location for office use, with many firms seeking office spaces. Vacancy rates for office space in the Village are very close to 0%

The city should not impose unnecessary development costs like requiring excessive parking.



Responses to one word to describe Barrio TOMORROW

The Barrio of tomorrow should retain its small community feel and become a neighborhood that accommodates a variety of family types and sizes.

Strong Demand for Housing

Affordable housing needs to be directly addressed by the City. Housing is at a premium in the Village and Barrio, and the City should work with developers to improve the range of available housing.

The location makes it expensive, so the market will push out:

- low and middle income households
- families

What can the City do?

- allow more units per acre
- welcome smaller units



The Plan is Feasible IF...

Focus on form, not uses

Lower parking requirements

Use strategic ‘carrots and sticks’

- Offer financial incentives for uses that enhance character of commercial and residential uses
- Enforce parking time limits consistently
- Enforce code violations

The community made it clear that they want to retain the character of their beach community. The existing scale should be maintained to enhance the character. With buildings that are in disrepair or in need of improvements, the City can work with owners as needed.

90% of the historic district’s houses and apartments are located in the Barrio neighborhood. The small, modest cottages throughout the Barrio should and can be assets.

The existing scale of housing is desirable—small cottages near the beach enhance the character. However, many homes are in serious disrepair and are more likely to be redeveloped.

The implementation strategy should include tools to achieve the goal of maintaining the existing scale of homes by more strongly enforcing the building code and code violations to prevent structures from falling into irreparable repair.

The City can also offer financial incentives to preserve and enhance small scale of development because many existing owners lack resources to improve homes.

The Plan is Feasible IF...

Targeted steps will be required for the plan to become reality. The City must work with land and business owners to improve the aesthetic quality of the community and make Carlsbad Village and the Barrio more desirable neighborhoods.

Fiscal Implications

Implementing the Village and Barrio Master Plan will provide long-term economic benefits. Improving the quality of life in the urban core is more viable than catering to additional and existing sprawl. It is less costly to provide urban services to this form than the lower-density parts of Carlsbad. The area also appeals to small firms seeking small, centrally located office space. Redeveloping Carlsbad Village will increase property values, tax revenues, and boost employment.

At the end of the Work-in-Progress presentation the audience was asked one last keypad polling question. *Do you think the plan is generally headed in the right direction?* The responses was that 90% of the people in attendance responded 'yes' or 'probably yes'.

Do you think the plan is generally headed in the right direction?

1. Yes
2. Probably Yes
3. Probably No
4. No

