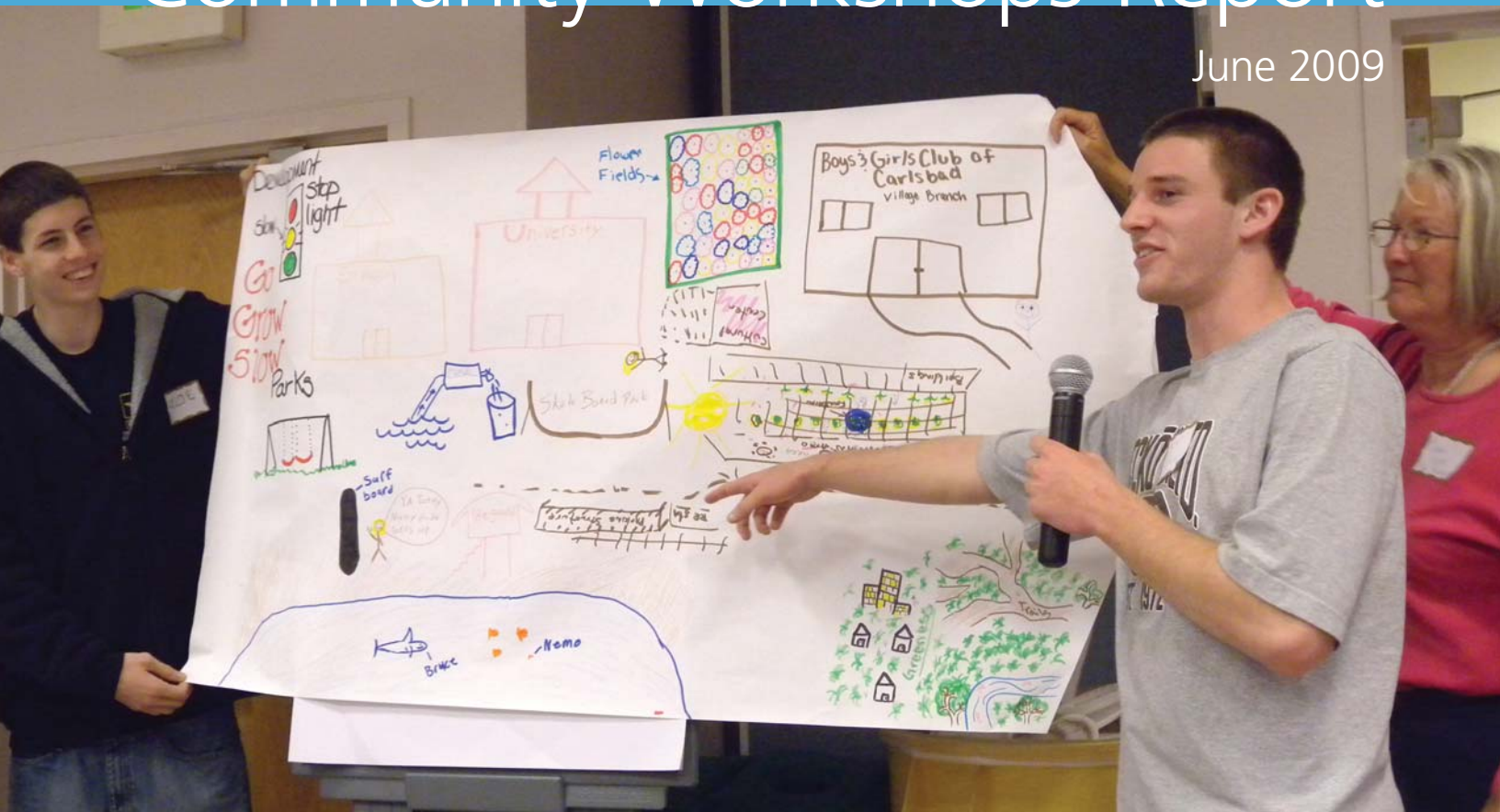




envision CARLSBAD

Community Workshops Report

June 2009



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Fred Sandquist	David Robertson
Mat Huff	Barbara Hamilton
Jim Farley	Farrah Douglas
Jim Comstock	Jack Cumming
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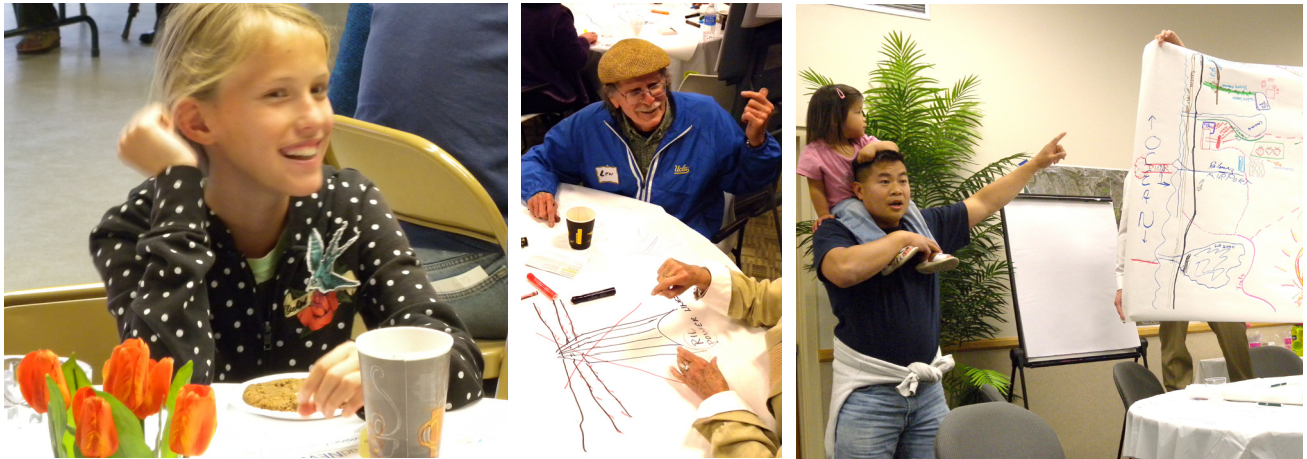
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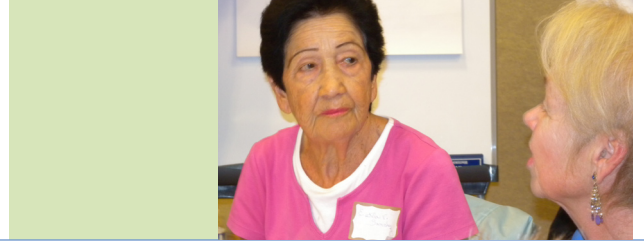
1 INTRODUCTION

1.1 Envision Carlsbad

Envision Carlsbad is a City-sponsored community visioning process that invites residents to work together to create a new vision and plan for Carlsbad's future. For the past two decades, Carlsbad has been growing and developing based on the premise of available land to accommodate a growing population. Carlsbad's basic guiding documents, such as the General Plan, were created on that premise. Today however, with the city almost 90 percent built-out, development will occur primarily as infill. New opportunities and challenges are emerging related to the protection and enhancement of the city's attractive setting and quality of life that residents have worked hard over the years to create. City leaders are looking for resident guidance on which direction to take Carlsbad into the future.

Envision Carlsbad is providing community members with a variety of opportunities to participate in the creation of a vision for the future that reflects the community's most important values and priorities. Opportunities include:

- Envision Carlsbad Citizens' Committee (EC³);
- Community workshops;
- Stakeholder interviews;
- Community-wide survey (mail and online);
- Citywide mailed newsletters, and
- the Envision Carlsbad Web site.



In Fall 2009, input received from these processes will be synthesized into a report describing the community’s vision for its future. This vision document will identify the most important quality-of-life factors that should be considered in making City operational and budgetary decisions, and provide the framework for updating important City planning documents such as the General Plan, the Zoning Ordinance, and the Local Coastal Program.

1.2 This Report

Community Workshops

This report describes the process and results of one important component of Envision Carlsbad: the community workshops. The workshops were designed to engage the attention, interest, and active involvement of a broad spectrum of Carlsbad community members, and provide opportunities for energetic discussion of and effective input into the community’s vision of Carlsbad’s future. Participants discussed what the community would like to remain the same, change and/or create to ensure that residents of Carlsbad in the future are as proud of their community as residents are today.

Report Organization

The rest of this report is organized into sections describing the workshop process and participation and the major emerging themes. The stakeholder interviews and community survey results will be summarized in separate reports. The City will tailor the next steps of Envision Carlsbad based on the conclusions of these early reports and the input of the EC³.





2 WORKSHOP STRUCTURE

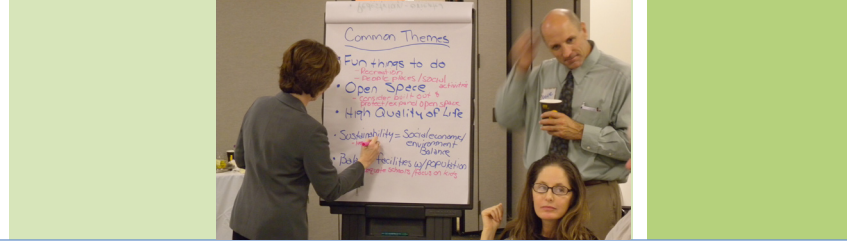
2.1 Schedule and Attendance

The community workshops were held in March and April 2009 on four different weekday evenings in four geographically different locations across Carlsbad: the City of Carlsbad Safety Center, Tri-City Wellness Center, Aviara Oaks Elementary School, and the City of Carlsbad Senior Center. Days and locations were varied to provide increased access to the workshops. All workshops were held from 6:00pm until 8:30pm, and had similar content and structure. In all, over 265 community members attended the workshops.

2.2 Workshop Activities

The format used for the workshops was called the “World Café”. The World Café allowed community members to participate in a series of successive small group discussions of short duration (approximately 15-20 minutes each) followed by identification of common themes. Transitions between discussions were signaled by a Maître d’ (the facilitator), at which point participants moved to a new table for their next discussion. During each “rotation” participants responded to a new prompting question and interacted with a new set of community members. The prompting discussion questions used in the workshops were as follows:

Round 1: When you brag to your friends that live somewhere else, what do you tell them makes Carlsbad such a wonderful place to live?



Round 2: You leave tomorrow on an extended trip away from Carlsbad, and you return for the first time five years from now. What are you most excited to see and do when you return?

Round 3: It's the year 2025, and although it hasn't been easy, by working together the residents of Carlsbad have accomplished something that no other city in the region has, namely ... (fill in the blank).

After working together to answer Question 3, participants stayed in their final small groups and identified common themes and values that emerged from all of their table conversations. Participants then worked together to draw a visual representation of the common themes they agreed upon, including those aspects of Carlsbad they want to preserve and those that they want to encourage for the future. Finally, representatives from each table presented their drawings to all the workshop participants, reporting out on the common themes that emerged from their table discussions.

The appendix for this report documents the table notes from the four community workshops.



3 WORKSHOP THEMES

The following descriptions of important emerging themes are the result of careful analysis of the transcribed table notes from all four workshops, with a particular focus on the lists of common themes. It is important to note that these themes are not mutually exclusive, but rather ideas were grouped to convey important community priorities and values. The text indicates when particular ideas or issues cross over theme categories. The themes are described in order by how prominently they appeared in workshop discussion.

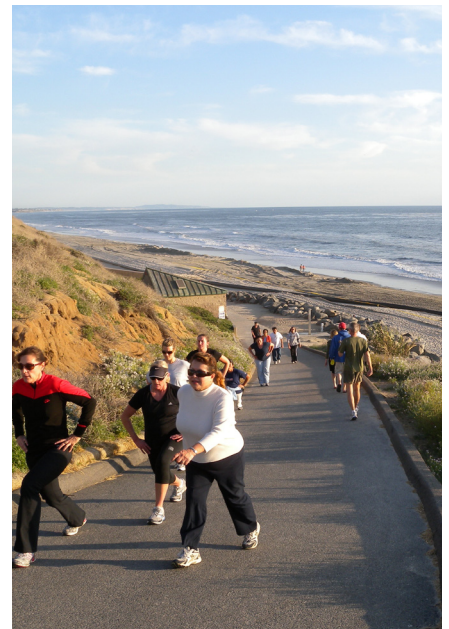
Community members described Carlsbad as being full of caring, friendly people with a sense of volunteerism and pride.

3.1 Major Themes

Retain Small Town, Beach Community Character and Connectedness

The most frequently-mentioned theme during workshop conversations was that of maintaining and enhancing Carlsbad’s character, and fostering community spirit and connectedness. The two popular terms for describing the character of Carlsbad were “small town” and “beach community”, and there was widespread support for enhancing these attributes. Some groups saw the two as intertwined, favoring limited growth. Others saw the city as being “balanced” and “embracing the past with a vision for the future.”

In terms of social connectedness, community members described Carlsbad today as being full of caring, friendly people with a sense of volunteerism and pride. Participants expressed appreciation for the





Numerous residents expressed a desire for open space that is more accessible and integrated throughout the community.

cultural acceptance and diversity in the city, and the way that old, new, and different lifestyles come together. Many participants also valued the city for feeling family-oriented, multi-generational, stable (not transient), and for providing an emphasis on community spirit.

Most participants were interested in maintaining the social cohesion they feel today, and suggestions for enhancing this included provision of more public gathering places, more family-friendly activities and open spaces within walking distance, as well as more events that connect residents to one another and keep them active and involved. Some participants recommended phasing out references to “quadrants” as they create false distinctions between parts of the community. Others stressed that neighborhoods may have unique personalities and identities that should be acknowledged. Residents recommended getting students more active and visible in the community at large. Community members felt it was important for the City to invest in activities and facilities that would be “not just for tourists, but for us”.

Protect Open Space and the Natural Environment



Another important theme confirmed through the workshops was that of open space protection and environmental conservation. Open space appeared universally on the table lists of common themes across workshops, while supporting descriptions frequently included natural habitats, the ocean, and lagoons more specifically. Residents of Carlsbad are aware and proud of the city’s tradition of conserving open space, and many are concerned that the remaining unprotected open space may be lost to future development. Community members expressed a desire for open space for its visual beauty (in keeping with maintenance of overall community character described above), for its ecological functions (clean air and water, habitats, animal movement corridors), as well as for the way it prevents more growth from coming to Carlsbad.



While most workshop participants wanted open space equal to or more in quantity than what there is today, numerous residents expressed a desire for open space that is more accessible and integrated throughout the community. Suggestions included provision of more trails and an interconnected open space network within walking distance, that is also connected to the ocean.

In addition to open space, several residents also expressed a desire to see the city’s agricultural heritage preserved, with the Flower Fields and the Strawberry Fields garnering multiple mentions.



Trails and active open space come up again under the themes Promote Outdoor Recreation and a Healthy, Active Lifestyle and Increase Mobility and Physical Connectivity, below.

Promote Outdoor Recreation and a Healthy, Active Lifestyle

Another common theme identified at many workshop tables may be summarized as the desire to maintain a healthy, active community lifestyle supported by outdoor recreation opportunities. This theme is slightly different than open space protection and environmental conservation because it emphasizes the activities of residents and the uses of open space.

Workshop participants described Carlsbad as an active community with valuable recreation resources such as the beach and the proximate mountains, numerous parks and sports fields, and the popularity and support for outdoor special events. Participants emphasized the need for more parks, fields, and trails, located to maximize use and access—that is, near schools and neighborhoods that currently do not have easy access.

Community members also expressed interest in the promotion of activities for all ages (young children to seniors), and the design of future recreation spaces with all ages in mind. In addition to parks and trails, some examples of possible new recreation facilities included dog parks, athletic fields, a new skate park, teen centers, and tennis courts. Participants also emphasized the importance of the beach, not only as a key natural resource and element of Carlsbad community identity, but as an active outdoor recreational resource, and that protecting and enhancing the quality of and access to the beach should be a priority. Suggestions given to enhance the quality and use of beach included an outdoor amphitheater, gelato vendors, and a dog beach area.

Some community members expressed displeasure about the money and time spent in creating the municipal golf course, when there have been delays creating other recreation facilities such as the swim complex which could serve more of the population.

Increase Mobility and Physical Connectivity

The broad theme of increased mobility and physical connectivity can be divided into two major objectives expressed by workshop participants: first, to better connect all areas of the city (beach, parks, schools,

Participants emphasized that protecting and enhancing the quality of and access to the beach should be a priority.



Community members were particularly interested in sustainable energy in the form of renewable resources such as solar energy, and in sustainable water through conservation, recycling, and desalination.



homes, shopping, workplaces, etc.), and second, to promote alternatives to automobile transportation (pedestrian, bicycle, and transit).

These objectives are closely linked. Participants described the disconnected neighborhood and street development pattern as a key reason why people do not walk and bike places. Traffic on major roads moves quickly, making bicyclists and pedestrians feel unsafe and out of place. There is sometimes little shade along these routes, and there are no easy ways out of individual neighborhoods other than by car.

Participants suggested that better pedestrian and bike connectivity was critical to reducing auto-dependency and increasing healthy activity levels. The City should provide better pedestrian and bike access everywhere—more bike lanes and off-road paths, more pedestrian and bike access between neighborhoods where there are currently no street connections, more and enhanced trails, and more connections between sidewalks, paths, and trails. The importance of safe and easy pedestrian connections was often mentioned in the context of getting children to schools and to parks. Community members expressed a desire to get children “out to nature,” but feel the community design lacks the components to make parents feel safe doing so.

Many participants emphasized the need to promote walkability through location of activities, design of neighborhoods, and pedestrian-friendly development. Participants also expressed the need for better public transportation alternatives to driving a car around the city. Residents described desirable public transit as efficient, environmentally-friendly, and accessible. Transit need was identified both within and between neighborhoods.

Pursue Sustainability – “Go Green”

The concept of sustainability appeared many times during the workshops in answer to prompting discussion questions as well as in the formulation of common themes at each table. Sustainability was conveyed as a broad goal for the future of Carlsbad. While for many the focus was on environmental sustainability, for others, sustainability meant a “balanced approach to the future.”

Most participants focused on the environmental aspects of sustainability, or “going green.” Community members were particularly interested in sustainable energy in the form of renewable resources such as solar energy, and in sustainable water through conservation, recycling, and desalination. While discussion about the desalination plant was common, not all community members were in favor of that



particular approach to water sustainability, and those that had reservations preferred the City take a conservation-based approach before desalination. Environmental sustainability was also described in terms of support of local agriculture, farmer's markets, and eating local.

Those who saw sustainability in terms of balance sought to integrate social, environmental, and economic factors. Other desirable balances were described as living and working locally, and schools, housing, and economic opportunity. Community members also described sustainability as a balance of providing adequate facilities concurrent with population growth.

Still other participants framed the benefits of sustainability in terms of independence – energy and water independence and overall self-sufficiency. Participants identified the need for more education about sustainability, as well as cooperation between the City government and business community to attract and promote clean and green industries.

Support Diverse Arts and Culture

It was clear from workshop conversations that Carlsbad community members value their local arts and cultural resources, such as the libraries, and programs such as ArtSplash and jazz in the park. Workshop participants described Carlsbad as a sophisticated arts community that could benefit from more arts and cultural facilities, events, activities, and resources. Workshop participants specifically identified needs for a greater variety of arts activities and events throughout the year and across the city, more visible promotion of arts and culture and a multi-purpose community venue with indoor and outdoor performance and activity space.

Sustain the Economy, Business, and Jobs

The economic and business vitality of Carlsbad was important to workshop participants and also appeared in numerous lists of common themes. Community members pointed out that the city needs an “economic engine” to support the facilities and amenities everyone desires. Several participants wanted to promote tourism and job growth to shore up the City's fiscal position. Participants suggested that more could be done to create local jobs (particularly in high-tech, clean, and green industries), to integrate clusters of goods and services, to encourage and support family-owned (“mom and pop”) stores, to make commercial space more affordable, to redevelop the mall, and to balance businesses that provide tourism services with businesses that serve the needs of residents. Some residents appreciated the relative lack of big box stores but expressed dissatisfaction with Plaza Camino Real and the general level of business vitality in the Village.

Community members pointed out that the city needs an “economic engine” to support the facilities and amenities everyone desires.





Participants also felt that their city was a leader in the region and should remain, or strive to be, a good neighbor to nearby cities.

Revitalize the Village

Closely related to comments about business, economy, and jobs in Carlsbad, were comments related specifically to the character and revitalization of the Village. On the one hand, workshop participants expressed their appreciation for the charm of the Village, its quaintness, and its traditional feel. On the other hand, participants also emphasized that the Village’s potential to serve as a local and tourist draw remains unrealized, and it needs a strategic plan for revitalization to make it more vibrant, useful, and attractive. Suggestions for revitalization included hosting more cultural and arts activities, keeping stores open later, and allowing more housing near the shops. Participants envisioned a balance between new, attractive shops and restaurants and the small-town village feel that already exists.

3.2 Secondary Themes

The following themes were less pervasive, but still appeared frequently.

Value Schools and Education

Some workshop participants took the opportunity to express satisfaction with the quality of the primary and secondary school system in the city. They emphasized that the City/school district should continue to focus energy on the education system and the needs of youth. Some residents expressed a desire for more high schools to serve Carlsbad.

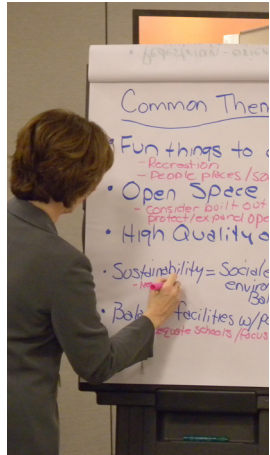
Managed Growth

Some residents expressed desire for controlled and managed population growth and development. Some participants warned the City not to “over build” while others wanted no more development at all. Some envisioned higher density development downtown, or a hierarchy of densities, while others emphasized the need for lower density development overall.

Leadership and Good Government

Almost as common as comments on density and growth were comments on City leadership and good government. Some participants at each workshop made a place in their common themes to emphasize efficient, responsive, fiscally responsible, and transparent government. Participants requested that officials continue to listen to residents and keep the City fiscally healthy and stable. Participants also felt that their city was a leader in the region and should remain, or strive to be, a good neighbor to nearby cities.





4 APPENDIX: WORKSHOPS TABLE NOTES

CITY OF CARLSBAD SAFETY CENTER – MARCH 23, 2009

TABLE 1

Question 1: *When you brag to your friends that live somewhere else, what do you tell them makes Carlsbad such a wonderful place to live?*

The Village

Trails

Small town feel

Old city streets

Airport

Resident involvement – City asks for resident involvement

Library – outstanding

People – higher caliber

Young families

Schools

40% open space

Climate

Beach

Opportunities to involve community

S. D. County has a great variety of birds

Peaceful

Huge variety of flora & fauna

Village Arts Theater

Coaster Stations

Art museum at Dove

Lego Land

Aquaculture

Best strawberries in the world!

Hubbs fish hatchery

Recreation programs

Tennis Courts

Flower Fields

Plant nurseries

Golf courses

Carrillo Ranch

3 – lagoons

Marathon/Triathlon

Farmers Market

Street fairs

Art Splash

Boating

Jazz in the Park

Brewery

Restaurants

Industrial area

Fine arts

Movies/Entertainment

Antiques

Recycled water

Future Desal plant

Forum shopping center

Condition of roads

Wide variety of housing types

El Salto waterfall

Marron Adobe

No freestanding big box

No Wal-Mart

Question 2: *You leave tomorrow on an extended trip away from Carlsbad, and you return for the first time five years from now. What are you most excited to see and do when you return?*

Sunshine, beach & ocean waves
 Facilities, showers, lifeguards
 Climate
 Walk to coffee shops & restaurants w/in village, residences are close to services
 Walk & bike around town without being on a road
 Possible to bike to work
 Redevelop village
 Improved utilization of airport
 Metro link straight to S.D. airport
 It always looks neat and clean
 Coastal rail trail
 Hope for movies back in the village
 Plays/theater in the village
 More dog parks/beach dog parks
 More restaurants
 Ocean view restaurant(s)
 More acquisition of open space
 Carlsbad HS improvements
 Open up areas for naming rights (revenue generator)
 Poseidon up and running
 Plans to take down power plant
 Continued financial stability

Question 3: *It's the year 2025, and although it hasn't been easy, by working together the residents of Carlsbad have accomplished something that no other city in the region has, namely ... (fill in the blank).*

Controlling growth
 Keeping open spaces
 Network of bike paths (that are not on major roads)
 Easy for people to move around town without a car
 Clean drinking water out of the tap
 We will have decided where to put the power plant and what kind of power to have
 Community, sustainability – keep sense of village & community
 BV Creek – unique resource of El Salto Falls was built into a unique area with trails, lagoon, creek, permanent natural open space, community gardens
 Residents connect with government to create communities
 Carlsbad is recognized for supporting the arts/promoting/dev.
 Carlsbad Oaks north has become a model sustainable community (residential, commercial) (a town within a town)
 A continued "Positive Attitude"
 Lots of activities for kids
 Opportunities for a great education
 Expose kids to all of the wonderful things we have in Carlsbad
 HS an ideal community for kids
 Clean tech epicenter

Renewable energy capitol of the world
 Wi-Fi covers the entire city
 All Carlsbad is in one school district

Common Themes

Open space/environment
 Access to open space (trails/ biking)
 Sustainability (economic, environmental, social)
 Arts
 Community spirit
 Livability, walkability, services, improve being a place that we enjoy
 Family community
 Desal Plant
 Plans to take down power plant or move it
 Agriculture, viable community gardens
 Transportation – airport, walk, bike, car alternatives
 Street fairs, Jazz in park, Art Splash, recreation programs

TABLE 2

Question 1

Quiet
 Great schools
 It's green
 Great character
 Open space
 Low key
 Sunsets
 Good zoning practice

Proximity to other desirable places (mountains, zoon, downtown S.D.)

Financial stability

Citizens' Academy

Downtown parking availability

Not congested, beach town environment

Access to beach

Pleasant road network

Easy to get around

Question 2

See the ocean again/proximity to beach

Hit trails – are they still being used?

Connected trail system – a clean system that's obvious

Village area small town feel maintained

- low rise development, available parking

Restored by lagoon

Arts center established

See how "Imagine Carlsbad" is doing

Civic center, with community uses incorporated, now – the library serves that purpose

Strawberry fields still here!

Downtown with more liberal entertainment

- longer business hours
- the place closes up at 10 – too early!

Natural areas preserved & cleaned up

More emphasis on arts – gallery in the village, public art (need maps for this), art festivals

Special events – street fair, 5k runs, Jazz in the park

Question 3

#1 community in U.S. <160,000 people (we've accomplished all said tonight) – beaches, tourism, open space, businesses

Intra-transit system

No power plant

Reasonable land use controls

Maintenance of housing stock encouraged

No big box retailers!

Flowers & open space

The City needs to stick to its plan (that encourages things expressed tonight/encouraged herein)

A city that is financially sound, solid tax base

Wise consideration of important uses

- smart to eliminate power plant?

- need uses like desal plant

If power plant is here, it should be pleasing to the eye

Center of city isn't necessarily best place for city hall

- consider downtown

Downtown residential uses should be on the fringe

Common Themes

Multi-purpose community venue (indoor & outdoor)

Strawberry fields stay as "Ag."

Interconnected trail system (need to be well publicized)

Biking trails

Financial stability of city

Responsible elected officials

Transparency of city officials

Like Citizens' Academy

Beach access/beach park for dogs

TABLE 3

Question 1

Weather

Central location

- close to S.D., Orange Co.

Small town qual. – close to big city

Hospital

Next to ocean

Strong community involvement/energy

Love village

Golf courses

Open spaces

Street fair

Art oriented – close/access to LA artists

A lot of hotel options – places for guests to stay

Good resident participation (like Citizens' Academy)

Classy city

Keep people informed

Ponto – favorite locations: libraries/galleries/auditorium

Clean facilities

- Hosp Grove

- Poinsettia Station

- Boardwalk

- Trail along lagoon – Agua Hedionda/Batiquitos

- Flower Fields

- Work place – Loker

Question 2

See downtown area

See more variety in village

Village is destination point

- theater

CB – stays same with its open space

Ponto area improved/developed

More trails/able to walk community without cars going by

Preserve/restore Buena Vista Creek valley

- children education about BV creek history

- preserve for generation to come

Stuck to growth management plan

- balance open space & development

Cultural institution signage

Cultural institution & businesses work with schools

Create one arts momentum

- all arts groups come together

Engage kids in arts/culture/civic engaged/nature

Curious to see how I-5 widening affects city

See if they refurbish the mall

See infill development instead of sprawl into open space

Question 3

Sustainable trails system

- connect mountains to ocean

- fits into environment

- will withstand wear

Richer arts/culture

- host National Arts Festival

- CB is an arts destination

- forward thinking/experimental in arts

- expose kids to arts

- outdoor sculpture garden

City is model of sustainability

City is leader in sustainability

City is not just identified with village

In TOP 10 places for well being

- health of community is wealth of community

- most certified homes by NWF

People can get around Carlsbad in public transportation easily

Most "green" certified businesses

Common Themes

Healthy community = wealthy community

- healthy environment

- active community

- outdoor recreation/arts/culture

- sustainable

- connect with outdoors

- open space provided for environmental space

- sophisticated arts community

- greater variety of arts activities

Great weather

Eclectic community – old/new/ different interests & styles – com together

Can go to mountains hiking & go to beach 5 min. later

Need to bring all elements of community & neighboring community together

- cultural connected

Carlsbad can lead way

- environment/culture

Good community participation

Residents care about environment/arts/culture

TABLE 4

Question 1

People

Natural resources

High-standard living

Open space

Lagoons

Potential of the city

Recreation opportunities

Trails

Schools

Village

Stability of city government

Tax base/business

Airport

Train station

Mall

Beach

Functionality of government

- how efficient

Opportunities for being known

- beach wall

- unique beach town

- beautiful views

Special events

Street fairs

Jazz

Triathlon
 Marathon
 Golf
 World-class resorts
 Well run community
 Great business base for companies – variety
 Flower fields
 LegoLand
 GIA
 Golf courses
 Tourism

Question 2

Beach maintenance – pristine lagoons/beach
 Barrio – stay the same
 Shuttle to village
 Village parking improvements
 Manageable open space
 Sustainable community
 - water
 - energy
 - land resources
 - solar panels
 Dog Parks (more)
 Dogs on beach
 Beach run by the city
 City maintains character of the past while moving toward the future
 Cont. growth of arts
 - arts facility
 Walkable community
 More trails
 Homes with natural habitat certification

More sustainable practices for landscape

Question 3

Village: Community center, ecological preserve, aquarium
 Desal
 Power plant
 Wage/cost of living favorable
 Destination/vacation city but still small town feel
 Not congested with cars
 No school overcrowding
 More gathering places
 Village
 - Sustainable, model city
 - pedestrian
 No cars downtown
 No downtown metered parking
 No more tourists
 Diversify tax base
 Native plants/water wise
 Functional public transportation
 Alternative energy
 Trails
 Open Space
 Zoning for less crowding
 Self sufficient
 - water
 - energy
 - food
 - jobs
 - housing
 Don't make airport larger
 No new power plant
 - look for alternatives
 Keep the strawberries
 Greywater

Native plants
 Bushes/trees in front of industrial buildings
 Storm water – plants instead of gutter

Common Themes

Open spaces
 - No building
 Natural habitat
 - animal corridors
 Arts: public arts
 Gathering places
 Village
 Strong economy & business
 Mall redevelopment
 Environment
 Transportation
 Airport
 - safety
 - noise (less)
 Lifestyle
 - healthy
 Resources
 - alternative energy
 - incentives
 Water

TABLE 5

Question 1

Open space, clean beautiful scenery
 Love the village. Reminds of Coronado & Carmel
 Weather/climate

Close knit community. Eclectic.
Different styles around the
community

So much here. Something for
everyone. Share with other
people.

Natural beauty. Good people
(involved in organizations –
schools, sports, etc.)

Friendly people. Can do spirit.
Solve problems as a team.

Very wealthy city

Beaches

Only one gang. (compared to a
larger problem in other cities)

Beautiful open space. Last of our
coastal open space. Wildflow-
ers. Wildlife

Small coastal community

Amenities (Gemological Institute,
music (NAMM), Flower Fields)

Quality of life. Keep the same

Excellent group of residents
running the city

Concerned about keeping our
open space

Feel the city has reached buildout
already

LegoLand

Question 2

Beaches – “sand on them”

Sustainable trail systems

The “use” of open space – biking,
hiking, horse riding

City acquire Buena Vista Valley

Hike to beach

Non-traditional transit system
to move shoppers between
shopping centers

Carlsbad Oaks North – smart
growth (mixed use including

residential) “model sustainable
community”

3 lane El Camino Real

Emphasize tourism in beach area

More restaurants

More cooperation with adjacent
cities for roads – i.e., Cannon
Road

Schools, parks are very important
to sustain

Slow measured progress

Expand TGIF “Jazz in Park”

New Village Arts stay in village

Vibrant downtown

Get rid of “Quadrant” name

New theater in village

Sculpture throughout village &
town

Poseidon plant – expanding (50
mil gals/day+)

Revitalize Car Country

Rehabilitate industrial park

Improve airport safety & noise

Don’t expand across ECR

Question 3

Maintain existing open space
areas

Look at zoned/developed areas
for further development in
order to maintain open space

More participation from school
age residents. More engage-
ment with student body
(elementary, middle, high
school)

Love Leucadia Blvd. In Encinitas.
Landscape along main roads
should be of that award
winning design/quality

Quail Botanical Gardens. Carlsbad
should have such an attraction

Suitable location for a civic center
– bring together entertain-
ment/arts, etc.

Charter school to attract students
(music, performing arts, tech
training, etc.)

Sustainable water use.
Desalinization

Green practices. Public
transportation

Level of crime remains similar
(low)

Not a lot of smoke stacks

Carlsbad known for a nationwide
festival

City known for arts (museums
where you can draw, paint,
sculpt)

Definitive heart – civic center/
cultural center that everyone
identifies with – Amphitheater

Strong network of non-motor-
ized transportation

Residents comfortable allowing
children to use that network

Bike bath extended from village
to San Diego

Open Space maintained

Bus service/train maintained

No giant smoke stacks at the
beach

Economic sustainability

Good jobs in North County. Well
paying

Nice shopping opportunities in
the village

Council elections – cast ballots by
listing your choice in rank order
(ex: 1st, 2nd, 3rd, choice.)

Power lines buried (high tension
power lines)

Common Themes	Innovation	Ans. Now is rooted in Quadrant system
Keep open space	Ocean & proximity to mountains & open space	More variety in shopping center/ mall (Westfield)
Trails – non-motorized circulation network	Bikes	More high-end shopping in Carlsbad
Arts component (entertainment space)	Horses	
Education	Trails	
Destination place	Sand replenishment	
Heart of the city	Hwy 101	
- something to be proud of	Active open space	
- civic center	Home office	
- strong cultural component	Growth management	
- geographically centered	Ocean	
Keep the city unique	Question 2	Question 3
- city has unique physical characteristics	Vibrant business/economy	Village redevelopment
Need public places	Trails (3x)	More setbacks in village
Sustainability – school capacity, housing, economic	Open spaces	More carriers @ airport
Non-alcoholic social opportunities	Flower Fields	Connection to village (4x)
Keep families together	Friends	Creative reuse of smoke stack
	Bike Trails (functional to remove cars from road)(2x)	Village parking
	Ficus trees on Grand – added café’s/ped areas	Pier @ end of PAR/Ponto extension
	Village potential	Ponto boardwalk to Encinitas
	Traffic – calmed village	Tram/transportation
	Prop D lands – civic/cultural center, more public space, arts & cultural emphasis	Village – mixed use. Urban, not ultra urban, restaurants, B&B, hotels
	Relocated power plant	Disappearance of quadrant segregation (3x)
	Sunsets	Village – aesthetic/architectural articulation & relief
	More active open space – alternative: more village revitalization	Village – work, shop, good sidewalks
	Community garden/cultivation	Drink from tap
	More middle class	Ponto development and connection to village
	More village/revitalization downtown	Live, work, play in village
	Clear answer to the question: Where is the heart of Carlsbad?	Village – 2 stories/3 max.
		More rapid village redevelopment
		Communication among quadrants
		Mall redevelopment to match the area

TABLE 6

Question 1

Ocean
 Barrio
 Migration towards coast
 Habitat (Mtns – coast)
 Four seasons
 Great place to grow up
 Jobs
 Great schools
 Village by the beach
 Aviation
 Self-sufficiency
 Water/desal

Common Themes

Village as a center
Open space
Mall – security, façade, outdoor areas
Trails
Beach
Quadrants (negative context, identity)
- named by quadrants not communities
Disconnected transportation modes – trails, bike, bus
Schools/education
Weather
Airport
Legoland
Economy
Desal

TABLE 7

Question 1

Small, wonderful city
Unique city
Fiscal well being is important
Diverse economy – mall, village, Car Country, La Costa Resort
Feel safe
Dog lovers love Carlsbad
The ocean is great – nice to be near the ocean, the breeze is nice
Weather is great
We have a great, convenient airport
Feels like a small town – small town feel
Walking trails make you feel like you are in the country

Beach has areas for families
Lagoons are great to walk around
People willing to volunteer their time
Residents appreciate art
The city is growing up well
Attitude is can we do things better?
Re-evaluate often where we are as a city
A community where you can live and breathe – not just retire
City encourages involvement

Question 2

Would not have grown
Lots of open space
Smaller town
Trails are interconnected
Carlsbad Village Dr. dog park still there
Dogs are allowed on beach
Just a few lights from homes illuminate the lagoons – not too much development
Find a solution that does not destroy lagoon views. Find energy solution to NRG
City is as green if not greener
More green around the highways
Pretty intersections at I-5 and city streets
Area for performing arts spread out throughout Carlsbad
More open space owned and maintained by the city
If McClellan Palomar Airport got bigger would airlines serve the public? (more airlines)

Question 3

Open space, a canyon developed hasn't found
Community center – where friends and neighbors are recognized
Arts, fountains, places to get, entertainment
Lots of stores all in one area
Place with people – no restrictive rules like a mall – does not close at 10 p.m.
Walkability
Serves the family – allow hot dog carts
Centers for art – place to see the San Diego Symphony
More transit
More shuttles
More public transportation
More street lights to illuminate sidewalks, etc.
Amphitheater
State Street and Grand Avenue elevated for pedestrians – more vendors
Shopping, things to do in the village
Village is a pedestrian area
4-plex theater downtown
Bicycle friendly – more bike trails
More pedestrian orientation/friendly
Provide stores downtown that residents want
Reason to go downtown
Theater downtown – walkability
Need a vision of what replaces auto body shops, trailer parks downtown

Be able to walk to downtown settings
 Save open space by infill

Common Themes

Higher density downtown
 Open space
 Walkability
 More bike lanes/facilities
 More trails
 More people gathering areas
 More cultural linkage
 Gathering places
 The right activities at gathering places
 Village is a cultural arts center
 Lots of activities downtown
 Linkage of cultural activities
 No more buildout

TRI-CITY WELLNESS CENTER – MARCH 25, 2009

TABLE 1

Question 1

Weather
 Casual atmosphere
 Family feeling
 Beach environment
 Recreation, Legoland
 Libraries - wonderful
 School system
 Diverse housing planning
 Beautiful well organized city
 Coastal roadway
 High paying jobs

Free beaches
 Availability of stores, gyms
 “Everything is here” in Carlsbad
 Library concerts
 Central location
 Coaster/train station
 Wish for Amtrak stop in town
 Health – as an important component of lifestyle
 Great business park
 3 Lagoons – blessed
 It’s Lala Land – as far as I can see
 City – very customer service friendly organization
 Fire, Police Depts – great – “feel safe”
 This is paradise (former Redlands resident)
 Very safe
 Schools are phenomenal

Question 2

Beaches not crowded. Parking if you don’t mind walking
 Accessibility to the beach
 Beaches and agriculture
 Open space
 Alga Norte Park built
 Poinsettia Park facilities completed. Community center built
 Amenities in existence
 Desal plant up and running
 Power plant gone. Park in its place
 More trails to be multi-use (hiking, mtn. Biking, horses where possible)
 More eyes and ears on the trails to improve trail safety

Build sustainable trails and encourage use. Results in net habitat gain
 Improves home values
 New high school built
 More family activities
 - sports, YMCA
 Same as today
 - downtown remain quaint
 - Flower Fields preserved
 - No more hotels
 - Batiquitos Lagoon is fabulous
 Separate trails for bicyclists

Question 3

Balanced budget
 Desalinization
 More businesses (companies) associated with green technology
 Economic center for N. County
 Maintain small town character
 Trails completed
 Open amphitheater
 Preserve Flower Fields
 Bring back Twin Inn’s chicken
 Increase density downtown to encourage the feasibility of mass transportation
 Mixed use

Common Themes

Sustainability – environment, economy, social responsibility
 Small community. Retain the master plan
 Economic base that supports needed services/facilities

Get rid of the power lines (place underground)
 Alternative types of transportation (reach by walking, public transportation)
 Less reliance on the automobile
 Improved public transportation (frequency of service, number of routes)
 Parks (more facilities in areas of greatest use)
 Beaches protected
 Coastal Rail Trail completed
 Keep the flower field and strawberry field
 Keep Carlsbad balanced

TABLE 2

Question 1

Beautiful weather
 Library 7 days a week
 People/friendly
 Peace & quiet
 Beaches
 Balanced community
 Clean city
 Enthusiasm & pride of residents
 Good government
 - seems to run well
 - economically sound
 Water drought
 - doing something
 - desal
 Good to have this envisioning process
 Opportunity be heard
 Schools have good reputation
 - compared to neighbors

Little/no visible gangs & homeless
 Good public safety
 - low drug problem
 Feel safe
 Opportunity for good skilled jobs
 - high tech
 Shame most who work here don't live here ~ 62%
 - Expensive – a negative
 Good clean tourism business
 Legoland – only a small traffic impact
 Golf
 Not a lot of fast food
 Good wide arterial streets
 Police & Fire are professional
 - have increase in burglaries but no feedback on outcome

Question 2

Go to beach
 No further development
 Maintain current areas for mountain biking
 Maintain current open space
 See how museum of music & others have grown
 Status – improvements on city bld/parks, Farmers civic center
 Lake Calavera – trails still there & undeveloped
 - connect to trails in other cities
 Regional trail system
 Community gardens
 Alga Norte swim complex
 Emphasis on natural resources
 - Flower Fields
 Strawberry fields

City's financial condition in 5 years
 Citizens' Academy Alumni Assoc.
 Open air amphitheater
 Civic/open/gathering spaces
 Desal plant be in existence
 Move power plant
 - some other open space
 Ponto area developed
 Generate green/natural energy
 City common to renewable energy
 Energy sustainability
 Be smart about costs

Question 3

One high school only for the city
 Preserve
 - Flower Fields
 - beaches
 - open space
 Outdoor active community
 - bike, walk
 Walkable community
 Engulfing green
 Energy green
 Sustainable community
 Desal
 Buddy still mayor
 Maintain all areas
 - community service if homeowner's can't maintain
 Multiple generations
 Children can afford to live where raised
 Self sustainability
 - Desal
 - regionally driven/host

- trash
- airport
- sewage
- limit future regional projects within city
- Regional trail/open space system
- Make money at the golf course
- Underground power lines
- Clean/ADA/restrooms on sea wall
- Hybrid landscapes along trail system
- Marked native plants on trails
- Sand on beaches
 - expand beach line
 - no rocks
- More lagoon dredging
- Lagoon preservation
- Fluoride out of water
- Power plant inland

Common Themes

- Clean water
- Sustainability
 - parks, trails, green
- Manage exploitation of our environment
- Volunteering (helping hand)
- Community involvement
- Not transient
 - challenge to keep kids in Carlsbad
 - Something for everyone
- Continues to be beacon on the hill

TABLE 3

Question 1

- Well managed
- Solvent
- People know it – good reputation
- “On the map”
- Models for other cities
- Master planned/balance
- Climate
- Opportunities for recreation
- Village – Farmer’s Market
- Lots of opportunities
- Really cognizant of our growth
- Now recognized nationally
- Carlsbad w “K” Karlsbad
- A pretty good commitment for public transportation
- Community involvement
 - lots of participation
- Libraries
- Trail building event
- Volunteerism
- Go to beach in am & see dolphins
- New golf course

Question 2

- Walking on beach
- See the ocean
- Sea wall
- Everything looks the same
- Tax base that supports the quality of life we have today
- Good/strong economic clusters
- “Green clusters”
- Diversity of economic base has not changed

- Encouraging core technology base
- No more houses/concrete
- No parking structures at beach
- Maintain what we have today
- Flower Fields – keep/expand
- Carlsbad arts
- TGIF Concerts
- Essential service maintained
- Crime rates low
- Village as is
- Power plant gone
- Sustainable development
- Sand on the beach
- Tourism industry continues to bring in visitors at current levels
- Special events continue (ex. Carlsbad 5K, Triathlon)
- Active lifestyle – outdoor
- Free parking everywhere – including Tamarack beach
- Cannon extension not built

Question 3

- Maintained access to the beaches and still free to park
- Problem w/sand disappearing has been solved
- Sustainable city
 - power – water – no more building
- Improved public transportation
- Open space remains – expansion good too – walking, hiking, horseback riding, biking
- Bike trails/master plan complete
- Go places and not compete with cars
- Localized shopping – walk to shopping, (ex. Bressi Ranch)

Carless city/pedestrian city
 - people drive 200 miles/year
 More people live & work in Carlsbad
 - live work development
 More affordable dwelling units
 Complete community center at Poinsettia
 Build Alga Norte
 Complete public parks in all quadrants
 New city hall – civic center “one stop” for all city services

Common Themes

Neighborhood feel – walking to what services you need
 Open space
 Recreation
 Small town feel
 Green/renewable energy
 Beaches – healthy
 “Community”
 Mass transit – transportation alternatives
 Maintain quality of services
 Safe community
 Sustainable community

TABLE 4

Question 1

Ocean
 Character of the village
 Less crime
 Near Batiquitos Lagoon
 Weather
 All things there are to do (i.e., cultural – Jazz in Park)

Desal plant
 Legoland
 Proximity to San Diego
 Coaster
 Senior Center
 Good food
 Flower Fields
 Fresh markets
 Strawberries
 People in government – City of Carlsbad
 Great library/learning center
 Great Mayor!
 Parks & recreation
 Boardwalk – Sea wall (note: need to pick up after animals)
 Friendly feeling
 Getting 2nd high school (future enhancement)
 Good educational programs – schools
 Financial stability of city
 Resident’s Academy
 Non-smoking beach & no booze
 Great Fire & Police

Question 2

Beach & sun
 No growth in city
 Rolling hills & open spaces
 Clean air
 Planned development
 Desal plant built
 Less traffic El Camino Real between Tamarack & 78
 Solve 3 problems:
 - energy
 - global warming

- immigration
 Lower crime rate
 “Real” dog beach
 - permitted
 Performing arts center
 Rebuild/reinforce beach cliffs
 - prevention efforts for erosion started
 - continued access & property protection
 Continuation of good representative government
 More parks/land reserves
 Keep investing in road widening/I-5 to accommodate traffic
 Adequate & appropriate school/facilities/junior college in Carlsbad

Question 3

Connected system of open space
 Hiking, biking, horses
 Conservationists – recreation – education
 Education outdoors
 Appreciation/protection of environment
 Value/preservation of property
 Pride of living here
 No dilapidated bldgs
 Sustainable balance = social – open space – economic
 Encourage core business clusters – maintain balance
 Good core of powerful businesses
 - Palomar Airport
 Extend runway – improve airport service

Quality of life – highest Q.O.L. around

Farmer’s Market

Small town feel with big city amenities

Pedestrian-oriented village/ complete revitalization

Fix/improve what we already have

Concentrate housing in already developed areas

Need for high-tech workers for high-tech businesses

Common Themes

Fun things to do

- beach
- places for bikes, horses, walkers, etc.
- Recreation
- People places/social activities
- connected trails

Open space

- consider built out & protect/ expand open space

High quality of life

Sustainability = social/economic/ environment balance

- need economic engine to provide what we want/need

Balance facilities with population

- adequate schools/focus on kids

TABLE 5

Question 1

Weather

Downtown

Beaches

Beautiful medians

Community

Clean streets

What Newport was before it got “too much”

Parks

Infrastructure

Vegetables

Open space

Strawberries

Lagoons

Birds

Normal access to open space

People are ‘from’ here – not transient

People don’t leave

Variety of restaurants & entertainment

Attracts/promotes outdoor activity

People run

Carlsbad 5000

Walking/sea wall

Variety of businesses

Corporate offices

Diversified

Revenue

Services

Work near home

Museum of Making Music

Jazz in the Park

Libraries

Police force

Question 2

Beach/coastline

See an actual beach – wide, nice sand

Walking on the strand

Power plant in different place

Free beach parking

Fluoride out of water

Nice restaurants

Mom & Pop restaurants

Natural foods market

Downtown village

Open space – wild and pocket parks

Friday concerts

Sunday concerts @ Neiman’s

Jazz in the Park

Flower Fields

Library – still open 7 days

Trail system – more

Not over crowded

Airport of our own

Power lines gone

Use of alternative energy

Question 3

La Sala de la Ciudad Piazza/city square

Downtown is still low-rise

Finest school system, libraries in state

Parks & recreation

Move kids programs on weekends

Same beach, open coast

Infrastructure still maintained

No decrease in quality of life – keep open space, etc.

Keep small storefronts – ‘real deal’

Don’t become like Newport Beach, Orange County

Great public transportation – less cars

Still small town character

Held to today’s master plan

Common Themes

Sense of community/volunteerism

Caring people

Keep “small town” feel

Trolley/transportation

Open space/trails

Active lifestyles

Solvent (financially) sustainability

Art Splash

Keep the good things we have

Avoid uncontrolled growth

Tourism

Library is great

TABLE 6

Question 1

Safe – can walk late at night

Beaches

Good schools

Economic base

Outdoor recreation

- mountain bike

- beach

- family activities

Beach community

Easy to walk beach

Small town

History

Weather

Walk on beach

Trails

Pedestrian feel

Village

Open space

Great job center

Question 2

Would die if I had to leave Carlsbad

Ocean

Cool people

Good dynamic people

Smoke stack gone

Full service airport

Uniqueness retained

Quaintness/small town

Community involvement didn’t change

Village

The people

Desal up & running

Job base

Fresca

Gregorios

Vigilucci’s

Garcia’s

Trains can roll though city without blowing whistle

- more stops/stations

Coaster runs later

Bring outside dollars in – tourists

Beach

Feels like home

Revitalized village

THE PEOPLE

Question 3

Desal plant

Farming

Farmers Market

Eat local

Preserve open space, waterways, lagoons

Smart growth

Maintain quaint town

Manage growth

Keep small town feel

Improve transportation to handle growth

Connected/continuous trail system

Lead & help by example

No power plant

Green energy

Community/cultural center

- theater/arts – place for community to connect

Continue to do what we do well

Build community

Carlsbad leader in region

Good neighbor – share what we do well

Balance growth

Green/alternative energy

- wind/solar

Lagoons still large & sparkly

Common Themes

Desal plant

Maintain beauty of community

Pride in community

Small town feel

Community gathering places/ activities

Keep Buena Vista Lagoon fresh water
 Carlsbad – healthy community – lifestyle – active
 Carlsbad is leader & good neighbor
 Village – enhance/revitalize with comprehensive plan
 - “Carmel South”
 - store open later
 - keep “village” feel
 Safety
 Culture/arts
 Recreation – trails
 Beaches

Still charming pedestrian friendly – can walk around – people out on streets
 Open spaces, not power plants, big box
 Not too many regs (i.e., can’t walk dogs on beach)
 Clean sidewalks
 - considerate pet owners
 No smoking in pub areas
 New high school built
 - don’t need to go to San Marcos school district
 No strip malls/or “Forum” like mall (is better)
 Desal plant built
 Ag land preserved/local food
 - farmers market increase support ag
 Hiking trails
 Larger parcels – 1-2 acre, like RSF
 Balance quality of life with economic development
 More community dialog

Public safety/lack of meth/drug problems. Law & order
 - high prof level
 Expanded rapid transit
 Air quality traffic have been well managed
 No noise pollution problem (freeway, etc.)
 Connection between health & the built environment
 - health should drive land use decisions
 Fewer cars on the road
 - more energy efficient cars

TABLE 7 (NEW TABLE)

No responses to Question 1

Question 2

Ocean/boogey board with grandkids
 Walk on beach with kids
 No tar on beach (from oil)
 Fresh water, dredged Buena Vista Lagoon
 Beach better than now
 Downtown revitalized/ped mall – no cars
 No second power plant
 The most beautiful beach spot
 - no “back room” deals with dev.
 - City Council that will listen
 Busy golf course, can’t get a tee time
 - tournaments all the time.
 Making money

Question 3

Preservation of open space
 - continued planning
 Performing arts center
 Continued professionalism & public input/engagement with City Council & staff
 Managed resources (esp. water) well
 Maintaining & continuing what we have today
 - finance mgt.
 - desal
 Small Town feel
 Clean beaches

Common Themes

Keep Carlsbad small
 Cultural arts
 Community atmosphere
 Water supply
 Quality of Life
 Open spaces
 - trails, lagoons
 Maintain beach community
 - importance of beach
 - access
 Pedestrian friendly
 Clean air

AVIARA OAKS ELEMENTARY SCHOOL – APRIL 15, 2009

TABLE 1

Question 1

Recreation opportunities
 Open space – “publicly accessible”
 Financially sound community

Well planned community
 Good long range plan
 Low crime rate
 Community – very responsible to people – voice
 Good traffic planning
 Slower pace of life
 Village & small town feeling
 Beach walkway
 Open beaches
 Sunny, blue skies
 Well maintained lagoons
 Professional police department
 Well landscaped community
 Citizens' Academy
 Open space
 Hiking trails
 Bicycle friendly
 Good zoning plan
 Good schools
 Relatively stable housing prices
 Street fair, art show

Question 2

Beaches
 Climate
 That things haven't changed much
 All building completed or stopped
 Flower Fields
 Fewer power lines
 Fewer cars
 More public transit
 Mixed uses
 Retain existing open space
 Trails will be expanded

More south Carlsbad representation in government
 Rejuvenate Plaza Camino Real Mall
 Relocated power plant
 Enhance downtown

Question 3

Energy independence
 Water independence
 Great network of open space, hiking trails
 No big hotels on the beach
 Award winning schools
 Improved public transit
 Expanded senior services
 Mixed use senior village
 Teen center
 Broad range of housing opportunities for all incomes
 Arts programs
 A green energy city
 Sustainable city
 Pedestrian streets
 More recreation facilities
 "Carlsbad Citizens' Academy"
 Financial stability
 Strong diversified industry
 Flower Fields
 Small town village character
 Double decker parking at train stations

Common Themes

Natural resources – ocean, lagoons, parks, Calavera Lake, open space
 Strawberry fields

Flower Fields
 Recreation opportunities – athletic facilities
 Little village
 Walkable streets
 Trails
 Concerts in the park
 Sustainability – solar panels, recycled water
 Youth center
 Excellent schools
 Senior village (mixed use)
 Mass transit
 Bicycles

TABLE 2

Question 1

We live in a vacation spot
 Weather
 Nice places to shop
 Good school districts
 One person doesn't brag and there is a lot of room for improvement (open space & trails)
 Jazz in the park
 Quaint village
 Community spirit
 Clean and safe
 Good police department
 Excellent libraries
 Excellent teacher
 Traffic flows well compared to other areas
 Good air quality
 Hosp Grove
 Beach/waves
 Legoland

Good location with easy accessibility to San Diego & Orange County
 Flower Fields/strawberry fields
 Community support for performing arts
 Recreation department
 Lagoons
 Likes previous "Bars' area
 Friendly towards faith-based groups
 Senior center with learning opportunities
 Airport
 Close to Mira Costa/Palomar/San Marcos
 Calavera open space
 Live music in many locations
 Carlsbad marathon

Question 2

The city has moved toward more sustainability
 Village area has been improved
 Improved us of natural open space for mountain bikes, trails
 Cooperative effort from volunteers to help maintain open space, trails
 Carlsbad becomes the center of eco-tourism in San Diego County
 Restoration of Batiquitos Lagoon is completed
 Fresh faces on the City Council
 More public gathering spaces
 Cultural center – theater, public art & gardens, galleries, murals
 Private industry/public education partnerships

Question 3

Desalinization
 Maintaining open spaces
 Quality of life is admired by everyone "Green and Clean"
 Still maintains a "small community" feel
 Better schools
 More resident influence and less business influence. (i.e., Chamber of Commerce)
 Improved public transportation
 Improved restroom facilities for larger events, public gatherings
 Better traffic flow due to sequenced lights, public transportation
 More recycling
 All of the power lines have been put underground
 Trails around all of the lagoons
 More flower fields
 Close down some of the streets (to traffic) in the village

Common Themes

(No common themes listed for this table)

TABLE 3

Question 1

Good place to come home to, after San Diego
 Oceans – beach, breezes, fresh air, flowers
 Legoland
 Peaceful
 Walkable environment

**"Beautiful Environ"
 – Mediterranean**

Farmers market
 Lagoons
 Climate
 Access to Coaster
 Quality of life – employment opps, weather, shopping – diversity of economic & strong economy
 Seawall – opportunities to see all fellow residents
 Safety & security
 Availability of quality paramedic/ FD
 Park/trail familiarization hikes
 TGIF
 Professional government ops
 Very good libraries & related programs
 Sporting events (CB 5000, Marathon)
 Involvement of children
 Active business community involvement

Question 2

Glad to be home!
 See the ocean – 5 yrs
 Improvement of lagoons!
 Beaches, parks, small local restaurants
 City Hall – unchanged!
 Parks, tennis courts & other recreation resources
 Get back to the weather, environ, safety
 Beaches & coastal areas
 Bigger tracts of open space
 Flower Fields still here

More athletic fields
 Swim complex complete
 World class aquatics
 Less traffic
 Widened I-5

Question 3

Balanced budget
 Water responsible
 Downtown updated but still quaint
 CB mall remodeled
 Maintain suburban feel
 No high rises, apts, high density dev.
 Don't rezone the Barrio to high density
 No rezoning
 Cut off dev. At 90%
 Build-out!
 Maintain streets
 Underground all utilities
 More open space, with dirt bike trails
 Connecting open space areas, with all trails connected
 CB did not turn into Pacific Beach, UTC area, La Jolla
 CB made decisions to maintain and enhance quality of life for residents, not developers
 Maintain village arts & theaters
 Our trails system is so good, it attracts tourists & world class dirt bikers to sport events, who then stay in our hotels & eat in our restaurants, and shop in our stores

Common Themes

"Don't change the good things"
 Open space
 Fiscal health
 Low density/no high rises
 Water sustainability
 Keep listening to the residents
 Beautiful environment

TABLE 4

Question 1

Government accessibility to residents
 Location, weather, facilities
 Coaster, library, high school quality
 Crime rate low
 Legoland
 Beauty, beach accessibility
 Nature trails
 Cleanliness
 Art community
 Parks
 Gemological institute
 Still open space!
 Museum of Making Music
 Like that gov. looks after whole community
 No big-boxes
 We have an airport
 High-tech jobs
 Flowers & trees
 Attractive town
 Emptiness of Ponto beach (& others)
 Ocean

Question 2

See the beaches – sunset from beach – Moonlight, Ponto, parties, cookouts
 Shopping – the Forum
 Downtown grow more vital
 Walking trails, recreation
 New high school
 Development at Ponto
 See the village – retained small-town flavor
 Walk along the sea wall – restaurants there
 Feel safe
 No big-box stores
 Hike canyon trails
 Tour new desalinization plant
 Walking on Batiquitos
 See if there is water and open space left
 Sunset & drink at Four Seasons
 Real transportation to get from here (Aviara) to village
 Back to my church
 Renovation of the Westfield mall
 Lighting in parking lot

Question 3

Sustainable community! Housing & job balance, green energy & water usage
 Highest rate of high school & college grads hired within the city
 University in Carlsbad
 Transit system that works!
 Community center that can accommodate several thousand for arts performances
 Communities that are walkable

Finished trail system
 City powered by renewable
 New power plant that is quick-start, small & cleaner to support renewable
 Something for everyone
 Passive park space
 More soccer fields
 Dog beach & parks
 Synchronized traffic signals
 Resident-based, resident friendly, communication for whole community

(except one dissenting vote)
 Our public officials listen to community
 Great parks & lagoons
 TGIF concerts
 Good balance of: retail, housing, etc.
 No blight
 Strong sense of "community" (such as the involvement here at Envision Carlsbad)
 Change has been managed well – even through the growth
 Citizens' Academy program

Limited population growth by sticking to the GMP
 No high density housing

Common Themes

Beach, access for community & tourists in healthy way
 Sustainability – all "spokes" – all activities?
 Less dependence on car – bike, public transit, walk options. More "hubs"
 Hierarchy of hubs, one of which is large enough to accommodate a large venue arts center
 Open space protection & use

Question 2

A "renovated" mall – w/Nordstrom's, Bloomingdale's, etc.
 Zoning laws have stayed strong, so the residential green community is not overrun by Motel 6's . . .
 A "finished" high school
 A working desal plant!
 Shopping closer to residential areas
 Strong central civic & community gathering place
 A junior college or a university
 More social services for community
 Manageable traffic situation. Especially near the schools
 Trail systems integrated, completed, preserved . . .
 Smaller, more efficient power plant installed
 A real, functional mass transit system
 Maintain a "small-town" feel . . .

Question 3

Desal plant
 Stabilized: population finances (self-supporting)
 Become a center for technological innovation
 Sustainability is a working reality
 Still balanced – open space – job diversity
 Keep the "small-town" feel
 Commitment to the ARTS. Good for the soul, good for the economy
 Keep the diversity of:
 Places to work
 Places to recreate
 Population
 Maintain, preserve the beaches & coastline
 Become a center for eco-tourism
 Be a pioneer in "green" sustainability
 Village more vibrant with arts, restaurants, theater. Not touristy, but for the Carlsbad population with smart mass-transit servicing it & the mall
 Keep the history alive & well. Don't lose it
 Maintain the Forum & Carlsbad Premium Outlet
 Trail system expanded & maintained, and the coastal rail trail
 Keep the high school's "Friday Night Lights"

TABLE 5

Question 1

Good diverse population
 Weather
 Schools: high quality
 But could use more in the south
 Beaches
 Recreational opps, both natural & City's recreation department
 Libraries – especially Dove
 Strong small business community
 Safe community

Common Themes

Small-town feel
 Eco-sustainability
 Vibrant village
 Open spaces, trails, beaches
 Strong, diversified industry with jobs, tourist industry, golf industry
 World class recreational activities

TABLE 6

Question 1

Plans for future
 Citizens' Academy
 "In the black"
 Strong business district
 Mixes well with residential
 Goo type of business
 Still Ag
 Beaches, parks, fields, rec
 Calavera preserve
 Open space not planned
 Range of housing opps
 Library!
 Safe, clean, pretty
 Need multi-use access to open space
 Community input/meetings
 Clean air
 Planned infrastructure
 Plans for water
 Airport
 Preserving historical
 Shopping
 Community functions – Jazz in parks
 Flower Fields

Arts program
 Quality of schools
 Two rail stations
 Weather

Question 2

Drink desal
 Catch waves
 Walk on sea wall
 Flower Fields
 More development decline
 Garcia's for salsa
 Preserve Barrio & restaurants
 Fly in to Palomar Airport economically
 Carlsbad Blvd turned into a recreational road
 No high density zoning – okay in in-fill area
 Alga Norte built
 Trail system connected
 Ag preserved
 Village Arts Theater
 Armenian restaurant with deck preserved
 Hansen Quarry El Salto falls preserved
 More synced traffic lights
 Slower driving
 Solution to water problem
 Walk dog in Hosp Grove
 Green city

Question 3

Financial stability
 Desal
 Quality infill

Still quaint – not over –built – village atmosphere
 Depth & breadth of com. Activities
 No Los Angelesization
 Same bragging
 Com. involvement
 Same quality of gov.
 Volunteerism
 Ag. lands preserved
 Flower Fields
 Most open space
 Trails & park complete
 Same as it use to be
 Schools strong
 No power plant (as it exists) – move in-land
 Safe air traffic
 Vibrant industrial community as planned
 Safe & clean
 Safe & clean water – power
 Respect zoning

Common Themes

Accessible open space
 Managed/planned growth
 Desal
 Small town/village feel
 Quality of life
 - recreational ops
 - culture
 - safety
 - schools
 - gov. ops
 - Flower Fields
 - Maintain zoning

TABLE 7

Question 1

Ocean & beach
 Schools
 Atmosphere (small town – not crowded)
 Open space
 “Green, open & safe”
 Flower Fields
 Lack of big box stores
 Train & bus system
 Parks & recreation system
 Trails
 Lagoons
 Village
 Legoland
 Golf course

Question 2

Completed trail system
 Open space (same amount or more)
 “Little” downtown still
 Agua Hedionda Lagoon maintained for public access & watersports
 Village – have dinner & walk around
 Barrio enhancement completed (keep cultural aspect)
 Beach (still public)
 Promotion of historical aspects (Marron Adobe & Carrillo Ranch)
 Strawberry fields
 Flower Fields
 Desal plant completed
 Power plant away from beach

Keep up/maintain Forum & outlets as quality shopping experience
 More solar
 “Dark sky” city or areas (less light pollution)
 Some agricultural production still ongoing (atmosphere)
 No big hotels

Question 3

Still have open space, trees, not over-developed
 Promoting eco-friendly transportation use of bike trails, bike trail incorporated with pedestrian trails
 First class shopping mall
 Re-think Plaza Camino Real
 Balance in the city (something for everyone – preserve open space)
 Cultural center/performing arts center
 Village/Barrio enhanced but cultural aspects preserved
 Maintaining “beach town” atmosphere
 Adapt city parks to trend of youth (i.e., skateparks, etc.)

Common Themes

Need open space (keep same amount or more)
 Don’t over build (slow growth)
 Beach city/small city atmosphere
 Enhance what we have, don’t add lots of new development (redevelopment)
 Flower Fields/strawberry fields

Cultural center/enhancing culture of Barrio/village
 Trails (connecting & enhancing)
 Trails for each use (i.e., bike, hike, walk)

TABLE 8

Question 1

Well planned
 Economic health
 Quality of life
 Environment
 Rich city
 - many resources
 - reg. Pks
 - city service (calendar)
 Coast/beach access
 Schools – high quality
 Safety
 Retail/shopping centers
 Airport
 Coastal community/small town feel
 City services
 Clean city
 General upkeep
 Has own police dept.
 Zoning/density
 - a lot of open area
 - not over built but too much low income housing in south Carlsbad
 Beauty of open space
 City concerts (wine!) and other city events
 Open space but loss of open space around lagoons

No more re-zoning or high density (protecting open space is key)

Question 2

Alga Norte
Other community centers (like Poinsettia Community Center)
Open space still exists not built out
No more development in the existing open spaces
No "bridge to no where"
Flower Fields
Walk way at Batiquitos Lagoon/nature center
Easy accessible ways to get to lagoon
Desal plant built
Lower water rates as benefit of desal
Plenty of water (no water shortage)
No more building of low-income housing in south Carlsbad

Question 3

Desal plan
Best, well managed city in SD County
Still solvent
Maintained open space & trails
Carlsbad has the "best" school district
Coaster still running
- on "double tracks"
Enough funds to rebuild nature center

Higher level of community involvement for community center & trail involvement

Protection of open space, including stewardship of environment

Active management of open space

City remains open to resident input

Open/honest politics

Common Themes

Open space
High quality schools
Trails
Desal plant
Controlled development of growth
Quality of life
Beaches
Quality of management at city
Quality of mass transit
Maintain living & working locally balance
Affordable commercial space

TABLE 9

Question 1

Quiet well manicured residential community without crime
Safe community
Quaint village – charming able to work & live
Great surf & libraries
Small community – well organized well managed fiscally. Integrated trails with residential

Great flower fields

Small town feel

Like downtown – good visitor's center

Like separation of commercial from residential – close but not in the middle of homes

City leaders have community interest in mind

Renewed interest in open space

Lagoons are unique feature

Nice, well kept beaches & sea wall

World class schools

Focus on "green" sustainability

Diverse economy

Emergency response – safety services

Sports mecca – marathon, golf

Live & work long-term

Question 2

The beach

Run on the trails

Open space

Same quiet city – no change from past

Same zoning – low density – no high rises – limit to low key commercial

More live/work real estate

Same small airport

More single family homes – not high density

Nice parks

Uncongested

Completion of HOV lanes south to San Diego

Village atmosphere maintained

Suburban feel

Question 3

Involved community – residents participate

City resisted over development preservation of resources

City Council that is cohesive & willing to debate the issues

World class aquatic facility

Beautiful coastline

Self-sufficient community

Functioning desal plant

Lively village – vibrant destination

Small hometown airport – no commercial large jets

Quiet, peaceful atmosphere – serene

Common Themes

Beach

Clean/green industry

Lagoons

High tech

Open space

Tree preservation

Well-managed – financially sound

Vibrant downtown for locals

Desal plant – self sufficiency – sustainable

Continuity – sense of community

Public transportation within each quadrant

Libraries & schools

Jazz in the Park

Community events that connect residents

TABLE 10

Question 1

Well run

Beautiful

A lot of open space

Low density

Open feel

Not a lot of tall buildings

Why are we having meetings now when there are plans to rezone & build high density (upset with proposals for more density)

- concerned quality of life will be destroyed

Why do we need to increase density

10 years ago we agreed to a plan – now it’s being undermined with higher density

City’s lost credibility

We don’t want to be urbanized

Want it to stay the same

Open space

Low density

- Bressi is atrocity

Keep it suburban

Schools

Desal

Clean air

Wouldn’t brag to friends right now

Trails

Lagoons

Create more open space

More space between homes

Want strict building codes

Don’t need more seniors

Beaches

Good shopping

Question 2

Beach

Parks

Ponto beach empty

Just same

Better schools

Desal in place

Trails

Swim complex

New high school

Poinsettia all the way through

Free/convenient parking at beach

Ethnic restaurants

Village stays same – maintain better parking in village

Farmer’s market

Pedestrian street market

Intercity transportation – link all uses

Additional senior services

A new/larger dog park

Post-secondary education

Bud Lewis still mayor

Summer youth programs

Trash can pick-up

Not allow night-street parking

Equestrian park & horse trails

Golf course paid for

Less traffic congestion

- maybe fewer signals

- traffic signal management system

- synchronize lights

Smith-Walsh site develop as flower field

Question 3

No overhead power lines
Connected trails
Forum shopping center – nice place to go to
World class schools
Desal
Beaches still the best
Great city layout
Electric cars – everyone has one
Mall redone/revitalize – “Nordies”
More cultural/art uses
Revitalize downtown

- no big box
- walkable
- more people live downtown

Healthiest city in county

- green
- active
- everyone is aware/“green conscious”
- energy efficient
- sustainable

Parks
Another dog park
No more commercial
More people working from home
Business centers
More live work
Walkable community
Density stays low
High density no here in 15 years
Flower Fields & strawberries still here
Power plant gone
Power plant off the coast – no on coast

Lagoons – trails system

Common Themes

Good business
Weather
Beaches
Schools
Recreation
Trails connectivity
Open space
Recreational programs
Lack of big box being a positive
Family-owned independent stores good
Negative on why we have golf course & not swim complex
Parks & fields – need more
Encourage Mom & Pop shops
Desal
Village

TABLE 11

Question 1

Village
People (incl. Visitors)
Lagoon
Trails – clean, little trash
“Vibe”
Natural

- resources
- Lake Calavera
- El Salto

Recreation
Art Splash
Taste of Carlsbad
Beach
Climate

Parks

Dog park
Dog beach potential
Walking
Residential communities – HOA’s
Carlsbad 5K
Street fair
Art fair
Business promotion
Management of city – problem resolution

- “feel heard” power

Embracing the issues
Only city with approved HMP
Airport
Legoland
Theaters
Libraries
Museums
Boys & Girls Club
Tax base (solid, good)

Question 2

Desalinization
No power lines (underground)
Beautiful beach
Citywide trail system

- interconnectivity
- open access to lagoon
- narrow dirt trails through open space

Low density
Little change
Citizens – in – control
Modernized downtown

- art galleries
- more Del Mar like (more Torrey)

More public transportation
 - bike rentals
 Less medical office space
 Town center
 Lagoons
 Open space
 New high school

Schools
 Business vitality
 Goods & services with the community
 Clusters of goods but no integration
 Plaza Camino Real
 - dissatisfaction

Le Passage restaurant – great
 Village – great potential
 Village – walk around – little shops
 Running on beach
 Street fairs
 Ponto beach
 Sense of natural landscapes

Question 3

Selling power & H2O
 Preserved open space & trails
 Not over-developed
 Managed traffic
 Maintained growth leadership & planning
 Continued conversations – public input
 More infill development – less development in open spaces
 Balanced community
 Local jobs
 Affordable business accommodation

Common Themes

Lower density
 Balanced approach
 - people
 - environment
 - community
 - landscaping
 - traffic
 Open space
 - habitat
 - access
 - managed
 Services

**CITY OF CARLSBAD
 SENIOR CENTER –
 APRIL 16, 2009**

TABLE 1

Question 1

Village
 Unique nature of pedestrian street system
 Nice business park
 Surf
 Would like to brag, but can't right now
 Sense of identity
 Great services
 Great libraries
 Good planning
 Coastal activities
 The friendly people
 Tourism
 Clean
 Beaches
 Safe, walkable downtown
 Schools
 Friendly
 Dog/pet friendly
 Business park/jobs
 Golf & spas
 Weather

Question 2

Go to beach
 Bike on trails
 Visit downtown
 Parks
 - skate park
 Bring dog to beach
 Take dog on hike
 Landscaping
 Flowers
 Colorful
 Strawberries
 Panoramic views
 New high school
 Still open spaces
 Legoland
 Visit Barrio – some improvements
 Rancho Carrillo
 Trails at golf course
 Outdoor dining
 Village revitalized
 - like Carmel
 - walkable
 - more shops
 Able to park at beach in summer
 Public transit that works – including school buses
 Mall revitalized

Hadley's redeveloped
 Parks lighting later
 New swim complex
 More activities in lagoon
 Dog friendly parks
 More solar power
 - incentives
 More native plants
 Water conservation
 Green city

Question 3

Beautiful park replaces power plant
 Living room of Carlsbad that leads to open space & trails
 Self sustained community
 Model community
 Desal
 Create our own power
 Solar panels on all roofs
 Green city
 Parks- clean – kids playing
 Public transportation
 Pedestrian friendly
 Hanging baskets
 - embrace our floral culture
 Pedestrian streets downtown
 - street art
 More arts & culture
 Good parking system downtown
 Village extends to ocean
 - ocean views
 Spanish market area
 Barrio redeveloped like Old Town
 Village stays at two stories
 A safer city

Downtown – more top signs & less signals
 Green trolley system
 No cigarette butts
 Senior/family friendly
 Cultural friendly
 Arts friendly
 Activities for all ages
 Able to age in place

Common Themes

Friendship
 Environment
 Beach
 Parks
 Beautiful natural settings
 "green" – protecting environment & appreciating
 Sustainability – energy – water
 Walkability
 Healthy active community
 Village character
 Promoting arts & culture
 Activities for seniors & all ages
 Inclusiveness
 Social equity
 Sports/parks

TABLE 2

Question 1

No responses

Question 2

Beach
 Village (old Carlsbad)
 How well city maintained

Growth rate just right (quality)
 Managed open space (preserves)
 Connected trail system
 Art/murals (public)
 Bike park (jumps, etc.)
 Dog parks (ex. Hidden Valley Rd)
 "Castles of Carlsbad"
 (home tourists)
 Improved safety of parks
 More use of renewable energy, e.g., solar
 More bike paths
 Outdoor education
 - appreciation of environment
 - defeat nature deficit disorder
 - teach environmental sustainability in classroom

Question 3

Smart growth
 Downtown – maintain traditional character
 Affordable & easy beach access
 Strong mixed-use
 Compact development
 Keep open spaces open
 More use of alternative energy
 Desal plant (H2O)
 Mountain quality small-town resort feel
 Reduce reliance on automobile
 Carlsbad Blvd – safer, recreation arterial
 Sustainable finance (not reliant on developer revs)
 Keep small-town feel
 Bring people from inland Carlsbad downtown

Integrate tourism with local services
 Barnes & Noble
 Village kept authentic
 Shift to renewable energy
 Ride, walk more, drive less
 Electric autos – with privilege parking for
 Reduced pollution
 Alternative energy incentives to utilities to provide
 Eco tourism
 - trails, natural areas as draw
 - community events around natural activities (e.g., hiking all day)
 Amphitheater
 Carlsbad becomes center
 Sustainable technology
 Green tech (commitment to)

Common Themes

Sustainable energy
 Traditional downtown
 Pedestrian friendly
 Hiking trails (connected)
 Focus on environment and people
 Balance of growth and open space
 Revitalized vs. new development
 Safe walks to schools
 Getting children out to nature – biking vs. cars
 More education about sustainability
 Small bits of nature everywhere within walking distance
 Incentives for native plantings (succulents) vs. lawns

Community
 Preserving tradition
 Quality education – cutting edge

TABLE 3

Question 1

Beautiful beaches
 New energy sources
 Sustainability
 Pedestrian & bike friendly
 Village vitality – thriving business
 Importance of water
 Beautiful beaches
 Safe schools
 Parks – get people together
 Restaurants
 Clean streets/downtown
 Parks – places to play
 Sports
 Clean and “alive”
 Trees
 Fantastic Senior Center
 Events – getting people together
 - teen scene
 - Carlsbad loves kids
 Great camps
 Safe community – not like Oceanside
 No gang activities
 Pretty and nice neighborhoods
 Nature that is well kept
 Libraries are good
 Weather is perfect
 Every day in Carlsbad is a good day
 Walking on the beach
 Beautiful nice-looking homes

Question 2

Go to the beach & surf
 The village like a village in Europe
 “Walking only” streets
 Electric trolley
 Pedestrian bridges across roads, creeks
 Cooperation between cities
 Highway re-routed with better corridors for bikers and walkers
 Stop growth
 More open space
 Not restrict private ownership rights
 Flower Fields
 Science center
 Botanical gardens
 Carlsbad history museum
 Easy access thru-out city
 Solar panels
 Power plant moved
 Cleaner oceans & lagoons
 No parking meters
 More native plants in open spaces
 More trees
 Less air pollution
 Take care of (and celebrate) historic trees

Question 3

The hub of clean green business
 Brand new city hall in “old Carlsbad”
 Cultural arts center
 Undeveloped open space
 Places for community events
 More trails
 New high school

- smaller classes
- Alternative energy sources
- More solar
- “Green” high school
- Neighborhoods unique personalities
- More pedestrian friendly and connected
- A thriving city center
- Alternative transportation
- Bike friendly
- Kid friendly places
- New skate park
- Low-cost kid options
- Future kid places – innovative
- Arts festivals
- Agriculture events & celebration
- Strawberry festival
- Commercial flower center
- Keep Flower Fields
- Beaches cleaner
- Protecting entire watershed
- Improve & expand lagoon trails
- Connect major trails to lagoons (Hosp & Buena Vista)
- Safe family oriented community
- Clean business district
- Redevelop off ramp & enhance village entrance and other “gateways”
- Preserve open spaces
- Natural habitat
- Parking access to popular areas
- Pedestrian bridges over the railroad tracks (on Chestnut)
- Art walk

Common Themes

- Open Space
- Safe community
- Visual Beauty
- Family oriented
- Thriving arts & culture

TABLE 4

Question 1

- Beach
- Surfing
- Arts community
- Beautiful city
- Lower density (vs. city S.D.)
- Good mix of businesses
- Library
- Carlsbad seaside academy
- Diverse economic base
- Parks
- Walking on beach
- Flower Fields
- Coaster (train)
- Lagoons/nature center
- Village setting
- Village parking
- Small town feel
- Special events (street closures)
- Street fair
- High city support for various services that benefit community (e.g., library)
- Natural open land
- City support for community activities
- Jazz in the Park
- Tide pools (Terramar)
- Kelp beds

- Smart, consistent city leadership
- Opportunities for citizen input (like this event)
- Citizen/city partnership opportunities
- School district basic aid (\$\$)

Question 2

- Go to the beach
- Walk on the seawall
- Visit Flower Fields
- Desal plant (take a tour)
- See what Ponto looks like
- New downtown development
- Enjoy Mexican food!
- See the new high school (on Cannon Rd)
- See the new performing arts facility
- See the new, outstanding Westfield mall
- See less traffic & better public transportation
- Enjoy a comprehensive urban & other trail system
- Still see open space, especially coastal open space (inc. lagoons)
- Ridgelines protected

Question 3

- Reformed policies (building codes)
- Oriented toward green building & sustainable communities
- City producing its own green power and water, resulting in self-sufficiency
- Preserved land, esp. including and around El Salto Falls

Open space
 A small town feel maintained
 Completion of trails network to connect inland areas with the coast
 Preserving the village
 Walkability to village
 Public gathering place in or near village
 Good community safety, re: trains
 Environmentally-sound, well placed high speed rail
 Lower tax rate, thus attracting businesses (including taxes, license fees, permit fees)
 Zero emissions from stationary sources, include particulate matter
 Sustained, low crime rate
 Sustainable water supply from local sources

Common Themes

Energy & water independence
 Sustainability
 Trails
 Open space
 Appreciation of village
 - maintain neighborhood, "Mom and Pop" services

TABLE 5

Question 1

Climate
 Ocean/beach
 Village area
 - architecture, quaint feel, cluster of restaurants, small shops

Can walk almost anywhere from the village
 Laid back feeling
 Park & Recreation areas
 Trails
 People are nice
 Jazz in the Parks, Art Splash
 Flower Fields, strawberry fields
 Carlsbad has a long coastal exposure (Carlsbad Blvd.)
 Well-maintained
 Fiscally responsible
 Variety of housing types
 -helps to maintain a multi-generational community
 Close to major cities
 Good major circulation system w/ appropriate public transit

Question 2

Beach
 Go play at the park
 Library
 Good breakfast brunch
 Would like to see more going on downtown
 - walkable and vibrant community
 Would like bike paths to be safer
 - set off from the roadways
 Would like trails all around the lagoons
 Would like new high school completed
 Want to visit Grandma
 - multi-generational community
 Need housing for all types – size, quality, etc.

More options for aging in place (single story or multi-story w/ elevators)
 Need medical facilities in town
 Research area remains vibrant & strong providing good jobs
 Keep free parking at beach
 Balance between development & open space to keep community walkable
 Power plant has been (or is in process) of being relocated
 Carlsbad has become a model sustainable community

Question 3

City appreciates the residents and quality of life they enjoy
 Power plant has been removed
 Worldwide center for R&D and alternative energy, etc.
 Sustainable
 Open spaces have been maintained
 No more gangs or violence
 More community youth programs
 Teen centers
 Multi-generational community
 Government admin. Solvency/ financially secure
 More accessible community – not only pedestrian but A.D.A.
 WIFI – metropolitan (city supported)
 - "world access"
 Carmel type feeling in the village
 Alternative transportation – clean, energy efficient
 Mixed use development
 Maintain our flower & strawberry fields

Improved trails that connect to community gardens
 Public/private partnerships for education
 Lots of reasons/destinations to walk to

Common Themes

Walkability, trails
 Green, water saving, green city
 Natural environment/open space
 Community/cultural
 Tourism
 Art
 Multi-generational
 Creating jobs
 Efficient & responsive government

TABLE 6

Question 1

Cultural events
 Safety, citizens are asked for input
 Physical beauty
 People are involved
 Stable government
 Small town
 Lots of opportunities for involvement
 Good things happening
 Children raised here say "I can't believe we live here – its paradise"
 Old building & structure preserved
 Open space on the coast
 Clean air

Lack of low-cost, high density housing – on the coast
 Beautiful topography
 Great views, open space & trails
 "Out" in nature
 Sense of community
 The appealing, family orientation of the Barrio
 The parks
 Togetherness
 City maintenance of grounds, facilities, streets
 Music museum & other museums
 Village
 Home town atmosphere
 Flower Fields
 Organic gardening support & classes
 Carlsbad High School

Question 2

Thriving & charming village
 - housing
 - stores
 Ocean is healthy to swim in & enjoy
 Air is healthy
 Control/eliminate SW run-off & pollution
 Parking structure in village
 Sense of community & "life" in the village
 No power plant!
 Better citywide trail & path system
 City is a hub for environmental business & technical development & research
 City has a branch campus of a major university

Desal plant finished
 Coast highway is not over-developed "it is then as it is now – open space"
 Low density developed – if development must occur
 Skate park @ Pine
 Ponto is developed as a "jewel" for the city
 Village lit up @ nite, walk streets, pedestrian friendly
 Developments have character
 Vibrant

Question 3

Fisheries, wild life preserve
 Desal plan is up, H2O issues solved
 We're clean & green
 Environmentally sound
 Being a National Park – so development & growth didn't occur
 Boys & Girls Club expanded
 Schools provide quality education
 Beach quality
 Preserves remain "La Costa & Calavera"
 Teen programs & activities
 Green & energy efficient, self sustaining
 Still fiscally sound
 Better shopping
 Better recycling program
 Trail network
 College/University
 Schools take advantage, learn & appreciate the nature in town
 - hikes & education
 Village parking garage
 Public transportation system

Electric lines underground
 Public safety
 Vibrant village
 Cultural meeting place

Common Themes

Parks
 Higher education
 Beaches
 Greenness
 Water exists
 Village vibrancy
 Flower Fields
 Slower, better development
 Community activities & involvement
 Cultural events

TABLE 7

Question 1

Location, location, location
 Little bit of everything – complete
 Close to SD, LA
 Village charm
 Diversity
 Small town flavor
 Walkable to everything in town
 Place to be proud to live in
 Up and coming
 Place for family/community – important to preserve
 Tourism adds something to town-near balance, may be slightly past
 Coastal feeling important to keep (unlike other communities (e.g., Huntington Beach))

Important to upgrade, improve
 Two Carlsbads – important to have full services, shopping
 Great areas in south Carlsbad
 Village fair
 Important to have mix of downtown merchants & development

Question 2

Still has small town flavor, walkable
 A citizens’ town, with an element of tourism
 Village ped mall completed
 Palm trees, benches, ability to meet/talk to people – planned & finished
 Visual direction
 City services immediately visible
 Mom & Pops, boutiques still in town, more variety
 High school complete, more kids playing at park, outside
 Balanced school populations, fields fixed
 New village arts even bigger
 More people involved in arts
 Street acting
 More local stores vs. big franchises . . .
 “Carlsbad style”
 El Salto Falls preserved as open space, more accessible
 Desalinated water available
 Batiquitos Lagoon improved
 Decreased trash, no need to buy water – good water
 Quality coastal area, continued beautiful, walkable

- beach not a developed waterfront
 No power plant
 Downtown inviting, lots of activities, walkable

Question 3

Bridge between shopping centers, (Carlsbad/Oceanside)
 Little shops connected with lagoon between; bridge between Encinitas/Carlsbad shopping – isolation eliminated
 Largest open space/park system in country
 Pedestrian friendly, walking paths through open space, preserves
 Bike paths/walking paths going for miles (Minneapolis model) – protected from traffic
 Moving sidewalks, other ways to get around
 Less obtrusive power plant, power lines – eliminate distraction of power over open space
 Music programs outside of/before school to lead to higher level of music in schools
 Architecturally, artistically designed center for music, inter-nation quality
 Park location for PD dogs outside their car
 Connect parks, more parks
 Affordable housing that doesn’t look like affordable housing – absent of drugs, large populations (visually, aesthetically, behaviorally)
 Educated population and neighborhood – feel PD

Common Themes

Open space

Trails

Non-commercialization

Cultural environment, opportunities – arts, music, beauty surroundings

Village, small-town feel

Accessible beach, development free

Architectural icon

Natural beauty preserved
- native habitation restored

Connectivity

Public transportation – efficient, environmentally friendly, accessible

Connected developments – easy to get from one to another – centered

Focus on education – students and community integrated

Focus on arts

Family-friendly activities, space, gathering places – walking distance

Connection to arts

Safe, worry-free quality of life

Educated population, quality schools (which leads to a safe community)

Well cured – for waterways, address run-off

Solar

Local agriculture

In the summer, why go anywhere else

Weather

Fiscally sound

Good theater & arts

Library

Well-run city

Small town feel

Schools

People – friendly

City employees are accessible

Geology

Young people

Parks, things for kids to do

Plan for open spaces

Mix of old and new

Legoland

Trail system

Churches

Construction is useful

Boys & Girls Clubs

Question 2

Call friends

Beach

Party on the beach

Brunch places, restaurants

Grand Deli, Jamba Juice

Carlsbad Blvd. re-stripped for bikes & joggers

Flower Fields

Walk on the Batiquitos Lagoon

My neighborhood

New high school

The village

Is the power plant still here?

Trails

Less traffic, better public transit

Mall (Westfield) redeveloped

In 5 yrs, a paradigm shift in the city gov's definition of good transportation & neighborhood design

Question 3

Protected its community-feeling, and against high-density development

No bad things going on

Every member of the community is actively involved in the betterment of the whole

The city is completely self-sufficient
- water, energy, health care, education, & employment

Beautiful performing arts center (could be at strawberry fields)

Downtown & shopping center more economically viable & draws we would go to ... reason to hangout – Restaurants, more uses people want

Ocean front community center (like Powerhouse Park in Del Mar) – emphasizing what the locals can use

Gelato & water vendors at the base of each stairway to the beach

Amphitheater @ the beach

More trails & nature programming around the lagoon (Batiquitos)

Expand trail system (& kayak access) of Agua Hedionda all the way to the ocean

Small sports arena & local team

Cool place to bring my dog

TABLE 8

Question 1

Location – living by the ocean/ coastline

Common Themes

Complete, self-sufficient, community
 "go green" or balanced sustainability
 Revitalized village
 Not just for tourists, but for us
 Protected, accessible & integrated ocean – coastal (into city)

Old buildings, history
 Outreach with community (govt good)

Trails connected from lagoons all the way to beach
 Strong air pollution laws

TABLE 9

Question 1

Old city streets/quaint downtown
 Nice beaches
 Open space, parks, trails, lagoons
 Good food places downtown
 Airport
 Complete comm./jobs, beach, places for visitors, museum
 Legoland, Costco
 Recreation facilities, tennis courts, fields, classes
 Feels safe, no "real" crime
 Financially sound
 Governance is good
 Flower Fields & strawberry fields
 Desal plan & alternative energy plant
 Surfing
 Resort feel but not tacky
 Nice resorts (La Costa)
 Nice retirement homes
 Shopping close
 Original ethnic parts of town (Lola's)
 Outdoors/active community
 Lagoon centers/Carrillo Ranch nature centers

Question 2

Go surfing at Terramar
 Sand on beach
 No power plant on beach
 Carlsbad High School renovation complete
 New high school is done
 Alga Norte pool
 Organic gardens in back yards
 Better mall
 More community gardens
 Bigger farmers market
 Hot yoga studio
 Cleaner air
 El Salto Falls/Buena Vista Creek restored
 Existing parks still here
 Natural land to hike
 Same downtown businesses
 Better mix of restaurants like Leucadia & Encinitas
 Codes, laws support environment, building practices, materials
 More alternative energy
 Old neighborhoods still there, restored, areas with no sidewalks
 Same personality
 Water priorities for organic gardening (allow organic gardening even when rationing is in effect)
 Retain farms, Flower Fields
 Programs that promote saving water, reusing rain water

Question 3

Still have open space (and more!)
 Trails
 Existing schools maintained
 Separate bike lanes on road
 Reduced traffic/efficient public transportation
 Pedestrian & bike (alt trans) is encouraged
 Fire rings on beach
 More beach camping places
 Desal plants, recycled water for residential landscape. Incentives for solar
 Strong sense of community
 Village preserved/still quaint & unique (mom & pop)
 Fully connected bike system
 Connected trails
 Reduced traffic
 Unfinished roads done & connected
 Don't rely on developers to pay for infrastructure
 Nice median landscaping
 Better downtown street signs (lit or bigger)
 Active, vital senior centers (2nd one in south or east)
 Beaches still nice
 Performing arts complex

Common Themes

Good schools

Better public transportation/
fewer cars
Open space/trails
Beach
Go green
Maintain village quaintness
Alternative transportation
Clean air
Preserve Ag. (Flower Fields)

TABLE 10

Question 1

Great community – it’s “Carlsbad”
Natural setting
Beaches!!
Small town sensibility – you know
your neighbors
Weather
Its “pretty” – well kept
No parking meters
Easy walking
Safe – low crime
Diverse cultures
Strong local government – good
mayor
Lots of recreational opportunities
Convenient location! Close to LA,
SD, Palm Springs
Good shopping – CPO, mall . . .
Full of “opportunities” – jobs, etc.
– volunteering
Boys & Girls Club!!
Location is good for business
Strong tourist sites: Flower Fields,
Legoland
Great community – based events,
like street fair, Oktoberfest,
marathons

Variety of wage-earners & classes
People are pretty relaxed & laid
back
Really good schools
Trails

Question 2

Flower Fields forever!
Beaches still in good shape – with
sand
Legoland thriving
Pizza Port - & other good small
restaurants
Don’t lose the history – the older
homes & parts of town
Coast highway maintained –
clean, not overbuilt
Lagoons still in good shape.
Walking trails there and
everywhere
Special events continued. Bring
vibrancy to the city: marathon,
street fair, etc.
Small town feel maintained, espe-
cially on coast. No big hotels
Village keeps its “village” feel.
Not too big or commercial
Carlsbad High School finished
its upgrade! With a functional
parking lot
Protect the open spaces, Hosp
Grove, etc.
Traffic still manageable
A working functional plan for
the airport on Palomar Airport
Road
GMP adhered to
Youth sports programs expanded.
Pop Warner Football, etc.
(Children programs in general)
Boys & Girls Club going strong

Question 3

Green/recycling emphasis – green
city
More local grown produce
Better student-teacher ratio in
the schools
Alternate school programs
expanded
More live-work areas, shopping
close to residential areas
City is financially solvent & strong
And we have a new mayor
City – school board relationship is
better, stronger
More recognition for our teachers
Trails/hiking expanded – with an
eye to reducing car dependence
Open spaces remain open space –
keep our natural habitat
More dog parks
- better enforcement on beach
keeping dogs off
A dog beach
No smoking on beaches
More beach cleanup &
preservation
More skateboarding parks &
opportunities
More community center-type
buildings & events
Flower Fields continued! Farmers
market too!

Common Themes

Stay a true beach city:
- no over population
- small town feel
Students more active in the city
A “green” environmentally
sensitive & sustainable city

Emphasis on the family & community
 Fiscally solvent
 Safe city – drug free
 Strong educational system
 City cleanliness maintained
 Strong City Council
 Keep open spaces open
 More parks, trails

Having a lively place to stroll and be out with people
 Three healthy lagoons
 Trail system maintained
 A nature oriented park
 Beaches in same or better condition
 Improved parking & less congestion on Coast Highway
 Extension of university located in Carlsbad
 Culture & museums
 Water issues resolved

Need a community gathering place (hopefully centrally located)
 Organized walking areas connected by transit
 Enhance downtown to give people reason to spend more time there

TABLE 11

Question 1

Weather
 Beaches
 People
 People who care about environment
 Proximity to San Diego & Orange County
 Libraries
 Party
 Open space
 Airport
 City is well run & stable
 Good areas for walking
 Good trail system
 Good plans for parks/trails

Question 3

We figured out environmentally how to protect all of the natural assets we have (beach, lagoons, open space, water issues)
 Every house has solar
 Best trail system & great trail linkages
 Village still a great place to live (quality of life preserved)
 Keeping quaintness of the town
 Beaches still clean
 Maintained kelp beds
 Maintained beach sand
 Place for teenagers to go (club, etc.)

Common Themes

Good balance of tourism
 Ocean & beach
 Pedestrian bridge from mall to shopping in Oceanside
 Environment & clean air & wildlife
 Trails & open space
 Charm of village
 Flower Fields
 Community spirit towards each other
 Diversity
 Central gathering place, somewhere to go
 Safe city
 Better transit
 Pedestrian paths/areas (connections to trails)

Question 2

New power plant not built
 Beaches
 Temperate weather
 Improving the Barrio
 The airport (being able to fly in to Carlsbad)
 No power boats in lagoon
 Quaint, thriving village

Diverse population economically and diverse housing mix
 Stores would have local products & organic foods that support local business
 More use of native plants
 Maintain & enhance shopping and eating opportunities in village
 Community gardens

TABLE 12

Question 1

No parking meters
 Feeling of safety
 Opportunities for community involvement
 Slow pace
 Informal atmosphere
 Beach feel
 Central in southern California
 Village area close to beach

Open spaces – like being out in the country

Boys & Girls Club

Mass transit opportunities

Proximity to theme parks

Not crowded

Clean & natural

Friendly people

Well planned industry that is not so noticeable

Roads are good

Libraries

Question 2

Happy to see the ocean

Progress in building

Wildlife preserves and open space

Cultural opportunities: music, theater

Walking community

- improvements that would improve pedestrian mobility

- safe pedestrian

- over pass on Chestnut

Complete Alga Norte swim complex

Open space preserved

Enhanced trail system

Great parks

Preservation of the ocean

Public gathering place at bar park

Public square/plaza/park in the village

Shut down Coast Highway monthly for bicycle use

Better pedestrian safe access across Carlsbad Blvd

15 MPH in school zones

New skate park

Charger stadium

Public functions at the park

Jazz at the park continued

Question 3

Move forward without losing small town community feel

Public events

Vibrant downtown village

Life in the evenings

Village cater to the citizens not just the tourists

Close a street downtown to create a walking mall area

Larger venue for performing arts

Bring people from other areas of the city to the village

Stop the proposed energy plant

Natural open space

- preserve Buena Vista Creek Valley and El Salto Falls

Green community

- energy efficient

- sustainable

Contain/control gang activity

Public safety

Good traffic flow

- services in the village so people don't need to drive

Housing in the village

New civic center

- multi-use

Farmers Bldg – sell it

More parking at Poinsettia train station

More sidewalks connecting

Ponto property done right

- not high density development

- boutique hotel on southern parcel

- public benefit use on north side

- make the area unique

Views of coast as you drive down Carlsbad Blvd. View is not blocked

Open coastline

Maintain the beach

Golf course that makes a profit

Common Themes

More high schools

Community togetherness

Cultural acceptance

Embracing the past with a vision for the future

Maintain small community character

- maintain the balance

Preserve the open space

- Ponto, Calavera, ocean

How does Carlsbad continue to remain attractive to people/ next generation

Make Carlsbad unique from adjacent cities

Special events/activities – Carlsbad 5000, etc.

People are friendly

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