



CARLSBAD  
**VILLAGE  
& BARRIO**

**MASTER PLAN**

**JULY 2018**

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CARLSBAD  
**VILLAGE  
& BARRIO**  
MASTER PLAN

ADOPTED BY ORDINANCE

**CS-335**

**July 24, 2018**



## **ACKNOWLEDGMENTS**

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# CHAPTER 1

# INTRODUCTION

MASTER PLAN

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## 1.1 Introduction

The Village and Barrio are the historic heart of our city, representing Carlsbad’s past, character and culture. This Master Plan sets forth a vision to honor the very best of the Village and Barrio while adapting for changing community, environmental and economic needs. This vision is supported by the detailed contents of the plan.

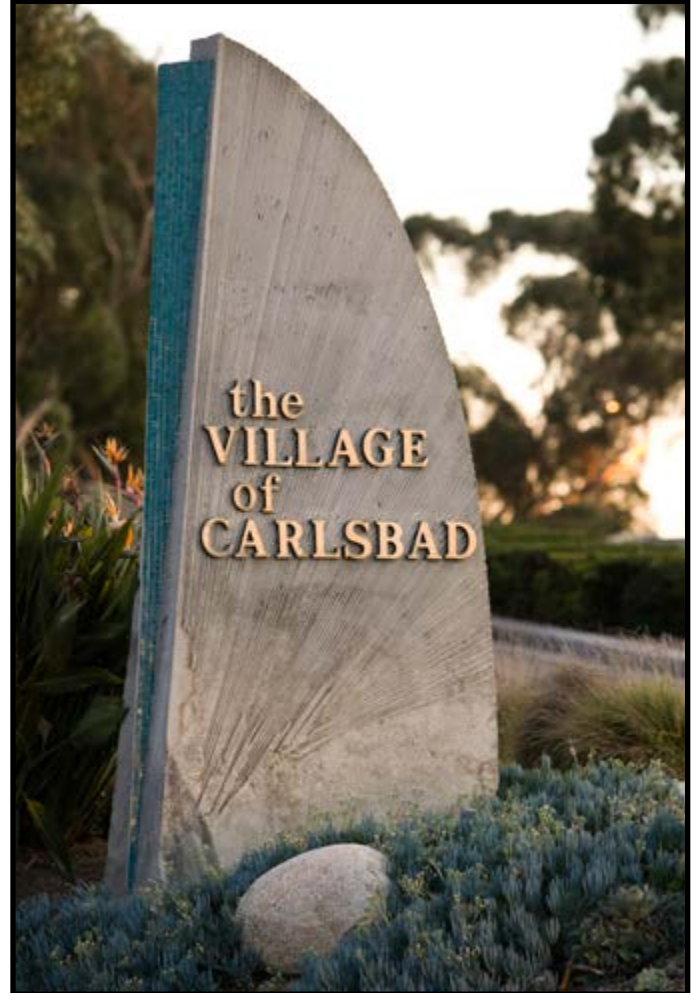
The Village and Barrio Master Plan also establishes the vision for the ideal future character and development of the two areas and sets forth the strategy or “roadmap” for achieving that vision through goals and policies, standards and guidelines, and an implementation plan.

This plan has been developed in consultation with the Carlsbad community through an iterative process that began in 2013 (see Appendix D). It is an evolution of previous policies and guidelines for these areas, rather than an entirely new direction.

## 1.2 Organization

The Village and Barrio Master Plan is organized into the following main sections:

- **Introduction:** Explains the Master Plan’s structure and purpose, describes the planning area, establishes the vision for the Village and Barrio through detailed goals and policies, and summarizes the Master Plan’s relationship to other planning documents.
- **Land Use:** Provides the standards for development and property use, including permitted and prohibited land uses, area-wide and specific standards, and design guidelines describing how the area’s small-town feel and walkable character will be maintained and improved through architectural features and building and site standards.
- **Signs:** Provides standards for design and placement of signs in the Master Plan area.



Carlsbad Village Gateway Sign



Carlsbad Barrio

- **Mobility and Beautification:** Describes plans for and improvements to the area’s network of streets, bicycle routes, sidewalks, and parking and mobility. Focuses on techniques to beautify the streetscape and public spaces, promote and encourage arts and culture, and enhance community character and historic resources.
- **Administration:** Describes the authority of the Master Plan, processing requirements and the administrative procedures required for amendments to the Master Plan.
- **Implementation:** Identifies strategies and provides direction for achieving the Master Plan’s goals.
- **Appendix:** Includes information to support and supplement the above Master Plan sections.

## 1.3 Setting

### 1.3.1 Overall Description and Master Plan Boundary

The Master Plan boundary encompasses much of the area west of Interstate 5 between Oak Avenue and Laguna Drive and extends nearly to the Pacific Ocean along Garfield Avenue and parts of Ocean Street. South of the Village, the Master Plan incorporates the Barrio neighborhood from Interstate 5 west to the railroad corridor and from the Village south to the vicinity of Tamarack Avenue. The southern limits of the Master Plan exclude the area west of Jefferson Street containing Jefferson Elementary School and the homes and apartment complex around it. As the city lacks land use jurisdiction over the school, and much of the neighboring residential area developed separately and differently from the Barrio and with Tamarack Avenue orientation, this area is not within the plan’s boundaries. Tamarack Shores, for example, the 80-unit planned community along the north and west sides of the school, was built in the 1970s and 80s, considerably later than and in a format unlike much of the Barrio.

Together, the Village and Barrio comprise approximately 350 acres. They share a long and varied history and many traits including period of settlement, geography, topography and others. While the Village was established as the center of commerce, the Barrio has historically been a predominately Hispanic neighborhood with individual properties passed down for generations.

Both neighborhoods are physically cut off from nearby parts of Carlsbad to the east and west and from one of the city’s greatest assets: the ocean. The railroad forms the entire west boundary of the Barrio and splits the Village. Only four railroad crossings exist in the planning area. Similarly, Interstate 5 forms an eastern barrier crossed in only three places along the Village and Barrio.

Figure 1-1 shows the boundaries of the Village and Barrio Master Plan.

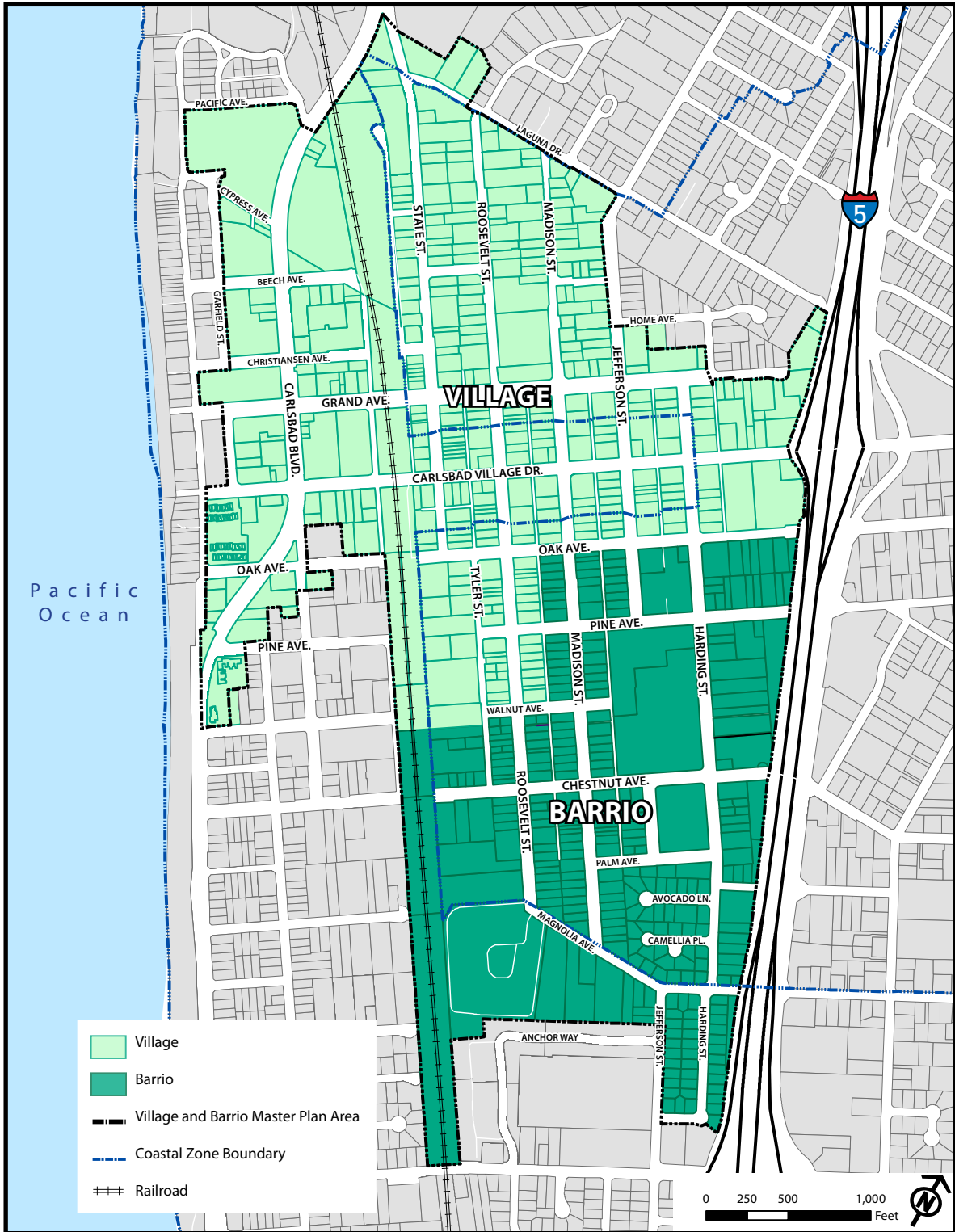


Figure 1-1, Master Plan Area



### 1.3.2 Village

Carlsbad Village—the city’s downtown—is its oldest and most walkable neighborhood. The Village is home to the majority of Carlsbad’s historic resources and cultural arts, including the Carlsbad Theatre, New Village Arts Theatre, Old Santa Fe Train Depot, and Army and Navy Academy. Its history can be traced back to at least the 1880s when the rail line linking San Diego and Los Angeles was constructed. A century later, the city formed the Village Redevelopment Area to address dilapidated buildings and a declining commercial vitality. To aid downtown’s progress, an early predecessor to this master plan – the Village Design Manual – was approved in 1982. Through the Redevelopment Plan and the manual’s guidelines and regulations, many improvements occurred.

In 2010, the Redevelopment Plan for the Village expired. While redevelopment programs were successfully implemented, the city decided to continue revitalization efforts to ensure downtown’s long-term prosperity. These efforts have included approval of the curb café pilot program, funding to support the Carlsbad Village Association and preparation of this master plan.



From its roots to today, the approximately 215-acre Village has matured into an eclectic neighborhood rich with character and diversity – both in its physical landscape and varied activities and land uses. It has a walkable street grid with alleys, a location adjacent to the ocean, a bus and rail transit center, and mix of old and new buildings with a range of styles. State Street between Grand Avenue and Carlsbad Village Drive, for example, epitomizes what a good main street and a small downtown can be.

Many sites in the Village are developed at a low intensity and designed to meet the needs of a car-oriented lifestyle, not in keeping with the vibrant, active, pedestrian-oriented core that many would like to see as defining the Village experience. Despite that, residential densities established in 2007 permit homes to be built in a manner appropriate for a small downtown. As the Village continues to evolve, it will be important to redevelop and strategically focus improvements in the neighborhood to best express the city's small-town beach-community character (a repeated theme of many public comments) take advantage of key opportunities to connect to transit, the ocean, and the Barrio to the south, and grow smartly.

Opportunities exist to expand public art and gathering spaces and make the Village more pedestrian and bicycle friendly. The beach is one of Carlsbad's defining attributes; however, there is a strong disconnect between the Village and the ocean shore. Village streets could be more comfortable and interesting for the pedestrian (and the cyclist, for that matter), thus connecting the Village to the beach and allowing residents, workers and visitors to enjoy both, together. Proposed pedestrian enhancements also aim to unify the Village and promote travel and exploration of its neighborhoods.



### 1.3.3 Barrio

Established in the 1920s, the roughly 135-acre Barrio area first served as a residential enclave for new immigrants supporting the agriculture economy of the city. Today, the Barrio reflects elements of its past in its historic buildings as well as in its long-time residents and cohesive community. As with the Village, the street grid and alleys that cross much of the Barrio contribute to a connected and walkable community.

Land use in the Barrio is primarily residential, with a wide range of housing types, from single-family and two-family dwellings on small lots within the center of the neighborhood along Roosevelt and Madison streets to higher density multi-family residential development located around the neighborhood’s perimeter west of Interstate 5 and east of the railroad tracks. Other uses in the Barrio include public, institutional, recreation, and limited commercial and industrial uses. One of the neighborhood’s key community assets is Pine Avenue Community Park and Chase Field, as well as the adjacent City of Carlsbad Senior Center. The area is soon to be home to a new community center and gardens, and public art.



From 2012 to 2013, the city worked with the community through the Envision Carlsbad process to increase allowed residential densities in the Barrio. The primary objective of the density increase was to encourage redevelopment (primarily around the perimeter of the neighborhood) while protecting the single-family/duplex character of the center of the neighborhood.

Along with maintaining area character in new buildings, other opportunities exist to enhance the Barrio, celebrate its heritage, and better connect it with the Village and adjacent neighborhoods. The intersection of Roosevelt Street and Walnut Avenue has historically been one of the Barrio's centers. Bordered today by Lola's Market, a Barrio museum, a residential home and a vacant lot, this important intersection could become a community gathering space. Barrio residents have requested improvements that would slow motorists on their neighborhood's wide, straight streets and make walking and biking easier. Recently installed wayfinding signs as well as completed sidewalks, ADA improvements, and lighted crosswalks along Chestnut Avenue show what can be done in response. Moreover, a railroad crossing at Chestnut Avenue would eliminate the long trip to either Carlsbad Village Drive or Tamarack Avenue in order for residents to get to the beach, another enhancement supported by the community and this plan.



## 1.4 The Vision

The Village and Barrio vision incorporates the Carlsbad Community Vision, previous vision statements for these two areas and feedback from the community during the creation of this plan. The vision also builds on more than 30 years of community planning and design to ensure the Village and Barrio are vibrant centers of the Carlsbad community for generations to come. The Village and Barrio should be Carlsbad’s ideal choice for residents looking for a walkable, transit-connected lifestyle in a compact environment, and for visitors seeking a contrasting experience to hiking along the lagoons, surfing, or golfing. The vision for the Village and Barrio Master Plan is expressed in the following statements. How the master plan fulfills the vision is briefly explained after each.

**Carlsbad’s Village and Barrio are vibrant, safe and healthy neighborhoods that:**

- ***Serve as the historic heart of the city, honoring Carlsbad’s past and creating a strong sense of community.*** The Master Plan emphasizes creating spaces to increase public interactions and celebrate the Village and Barrio as distinctive, memorable places. Cultural and art activities, including public art in places like plazas and along streets and alleys, can support this vision and are encouraged by the plan.
- ***Are connected in place and spirit, yet retain their unique personalities.*** The Master Plan maintains the predominantly residential nature of the Barrio and recognizes and strengthens the Village as not only a commercial core, but a unique place with a mix of uses. It encourages preservation of each neighborhood’s character through building standards and design guidelines. The Master Plan would enhance pedestrian and bicycle access, which in turn would improve connectivity between the Village and Barrio.



- **Embody the principles of smart growth, with a mix of commercial and residential land uses, a variety of housing choices, walkable neighborhoods and multiple transportation options.** The Master Plan capitalizes on the Village and Barrio's varied and compact mix of land uses, walkable street grid, and transportation or mobility options, all of which enable the neighborhoods to be places where people can live, work and play in a way that respects sustainability. The plan also encourages connections externally, such as across the railroad and Interstate 5, to further improve the ways in which people can move about the area.
- **Attract high quality, sustainable development that enhances vitality and local character.** Overall, development standards and guidelines of the Master Plan maintain existing land use patterns and densities and accommodate both residential and non-residential growth. Existing character is respected and also enriched by emphasizing a street network inviting and attractive to all users, whether arriving on foot or bike, by car or transit, and a pedestrian-orientation for buildings and public spaces. Further, in keeping with the eclectic mix of building designs prevalent in the Village and Barrio, the Master Plan emphasizes quality architecture over any particular style. The importance the Master Plan places on design, circulation and mobility supports economic development and attracts quality business and shops.

## 1.5 Goals and Policies

Goals and policies have been established for the Master Plan to reinforce the vision. Public and private development should be designed to conform with these along with the guidelines and standards provided throughout the document. Goals are statements of broad direction, philosophy, or standards to be achieved. Policies identify specific ways the city and other parties can realize the goals. Both the goals and policies guide decision-making, and each links to one or more aspects of the Master Plan vision. In turn, the plan's provisions, whether a development standard, permitted use or recommended improvement, align with and support the goals and policies.

The goals and policies fall into four categories:

1. Land use and community character
2. Mobility and parking
3. Connectivity
4. Placemaking



## 1.5.1 LAND USE AND COMMUNITY CHARACTER

**A. *Maintain and enhance the Village as a community focal point with high quality shopping, dining, entertainment, working and living environments.***



1. Support a dynamic mix of uses and facilities, including a commercial center, mixed and standalone residential uses, and new, inviting public spaces.
2. Encourage mixed use development projects in the Village Center, with an emphasis on pedestrian-oriented retail uses on the ground floor, and office, other non-residential, and residential uses on the upper floors.
3. Encourage outdoor activities, such as dining, cultural and community events, and limited displays of merchandise, all to enliven street-level activity.
4. Expand the mix of residential and non-residential uses permitted in the north part of the Village along Roosevelt, Madison, and Jefferson streets.
5. Locate residential uses within convenient walking and cycling distance of the Carlsbad Village Station.
6. Prioritize visitor-serving commercial and hospitality uses within the Coastal Zone portion of the Village.
7. Allow a range of uses in the Village to provide for the daily needs of nearby residents, local workers and transit commuters, including a grocery/specialty market, fresh produce, pharmacies, restaurants, coffee shops, delicatessens, exercise studios, personal services and the like.
8. Establish use and development standards to permit development at densities and intensities that are substantially the same as those established prior to this Village and Barrio Master Plan.

## 1.5.1 LAND USE AND COMMUNITY CHARACTER

### **B. *Maintain and enhance the predominantly residential character of the Barrio.***

1. Encourage a range of housing types, including medium density single-family, two-family and small-scale multi-family development in the Barrio center, and higher density multi-family housing in the perimeter, consistent with the General Plan Land Use Map.
2. Allow a mix of office, service commercial, retail, and light industrial uses as the residential neighborhood of the Barrio transitions to the commercial core of the Village.
3. Continue to maintain and provide recreational, community, and senior services at the Pine Avenue Community Park and Carlsbad Senior Center for Village and Barrio residents, and the surrounding community.



### **C. *Promote infill development and private reinvestment in property in a way that protects and enhances the character of the Village and Barrio yet provides enough flexibility and opportunity for quality growth.***

1. Enforce design guidelines that identify components of good design and promote compatibility with existing context, but do not specify any particular architecture or discourage creativity, in keeping with the eclectic mix of styles present in the Village and Barrio.

### **D. *Promote rehabilitation and adaptive re-use of existing buildings in the Village and Barrio.***

1. Provide flexibility in meeting parking standards for changes in non-residential use of buildings existing as of this Master Plan's adoption date.
2. Encourage property owners to rehabilitate substandard and deteriorating structures, subject to the requirements of the standards (Carlsbad Municipal Code Chapter 21.48).

## 1.5.1 LAND USE AND COMMUNITY CHARACTER

### E. *Recognize and support the historical roots of the Village and Barrio.*



1. Develop an implementation program to encourage the voluntary rehabilitation and preservation of qualified historic resources in the Master Plan area. Elements of an implementation program may include (but not be limited to): application of California Historical Building Code to qualified historical buildings and structures; participation in the Mills Act tax incentive program; formalizing a local historical marker/plaque program; and allowing additional uses for qualified historic properties and structures.
2. Support a program to identify and protect heritage trees in the Village and Barrio as part of a future update to the citywide Community Forest Management Plan.
3. Comply with the Carlsbad Tribal, Cultural, and Paleontological Resources Guidelines.



## 1.5.2 MOBILITY AND PARKING

- A. *Support and encourage increased alternative modes of transportation through public infrastructure investments, private development conditions of approval and/or incentives, and partnerships with public transportation agencies, private transportation providers and non-profit organizations. This goal is intended to help achieve Carlsbad Climate Action Plan greenhouse gas reduction targets by shifting a portion of solo-occupant driving to alternative travel modes and reducing vehicle miles traveled.*



1. Capitalize on the Village and Barrio's proximity to the Carlsbad Village Station by improving sidewalks and bicycle facilities on city streets leading to the transit center and by improving adjacent public alleys.
2. Implement parking management recommendations contained in the Carlsbad Village, Barrio, and Beach Area Parking Management Plan (2017) that reduce demand for parking and encourage alternatives to private automobile use, including single occupant driving.
3. Apply transportation demand management (TDM) strategies and requirements to development in the Village and Barrio Master Plan area. TDM measures seek to reduce congestion and parking demand. Their application shall be consistent with the citywide TDM ordinance, upon adoption by the City Council.
4. Invest existing federal, state and regional funding streams in active transportation (bicycle and pedestrian) improvements recommended for the Village and Barrio Master Plan area.
5. Collaborate with local non-profit, non-governmental organizations to advocate for increased federal and state investments in transit and non-motorized improvements in the Village and Barrio.
6. Work with the San Diego Association of Governments (SANDAG), North County Transit District (NCTD), and other public and private partners and seek public input to develop a mobility hub at or near the Carlsbad Village Station.
7. Incorporate, where feasible and appropriate, space for bike share, car share and ride share activities as part of city-initiated street improvements, future transit center improvements, and/or private development projects. Identify and attract such private mobility services to the Village and Barrio area.
8. Complete a feasibility study for trolley/shuttle circulator service focused on the coastal corridor including the Village and Barrio to connect the community and visitors to amenities, services and destinations.
9. Improve pedestrian circulation in the Barrio by completing and widening sidewalks, calming traffic and adding crosswalks (Note: this policy complements Policy 1.5.4.A.2).
10. Explore improvements to alleys to enhance their use and improve overall mobility.

## 1.5.2 MOBILITY AND PARKING

### B. *Ensure adequate and efficient parking to maintain access to the business district, residential areas and coastal zone.*



1. Establish appropriate parking standards for new development.
2. Increase on-street parking through a parking re-striping and curb lane management program, which balances competing curb lane uses (e.g., parking, ride share, bicycle lanes).
3. Improve on-street parking availability through proactive enforcement of time limits and other parking regulations.
4. Encourage shared and leased parking arrangements among multiple users of private or non-city owned lots to maximize efficient use of existing off-street parking.
5. Lease parking spaces from private entities and NCTD for public use.
6. Expand use of parking in-lieu fees to include improvements and strategies that reduce parking demand. Ensure any parking-related revenues (including parking fees if implemented in the future) are reinvested back into the areas from which they are generated to improve parking supply, manage demand, and promote alternative ways to get around.
7. Improve physical and virtual parking wayfinding.

8. Employ transportation demand management (TDM) for its parking management benefits, including reduced parking demand and increased transportation options (see also Goal 1.5.2.A).
9. Annually monitor the entire parking system for changes in supply, demand, utilization rates, enforcement, and maintenance needs, and adjust parking programs and services as needed.

## 1.5.2 MOBILITY AND PARKING

C. *Ensure significant public improvements presented in the Master Plan are publicly and adequately evaluated.*



1. Engage the community and seek public input on proposals to implement conceptual projects presented in Master Plan Chapter 4, Mobility and Beautification, particularly projects that would reconfigure streets or reduce public parking.
2. Perform necessary technical and environmental studies and evaluate projects consistent with applicable land use documents, including the General Plan, Local Coastal Program and Coastal Act policies protecting public access and coastal resources; obtain all necessary approval actions and permits.



### 1.5.3 CONNECTIVITY

- A. *Establish better connectivity within the Village and Barrio and between the two neighborhoods and their surroundings.***
1. Develop new, reconnected, or enhanced vehicle, bicycle and pedestrian connections, such as filling in sidewalk gaps, improving bicycle parking, and joining streets that terminate at the railroad corridor.
  2. Encourage better connectivity between the center of the Village and the Barrio, including continuous bike and pedestrian access and improvements and design elements like street trees, pedestrian lighting, public art and pedestrian-oriented buildings.
  3. Improve pedestrian, cyclist and automobile access on both sides of Carlsbad Boulevard; consider streetscape enhancements to streets within the area, including Carlsbad Boulevard and Carlsbad Village Drive, to encourage travel between the beach and the Village.
  4. Restore pedestrian, bicycle and vehicular connections across the rail line via below or above-grade crossings or, preferably, as a result of lowering the railroad tracks below street level.
  5. Provide, at a minimum, a pedestrian and bicycle crossing at Chestnut Avenue; if lowering of the railroad tracks below street level does not proceed, pursue the completion of this particular crossing.
  6. Improve access between the Village and Barrio and neighborhoods east of Interstate 5 through coordination with Caltrans on Interstate 5 (North Coast Corridor Project) widening to improve the Carlsbad Village Drive, Chestnut Avenue, and Tamarack Avenue entrances into the Village and Barrio.
  7. Coordinate with the City of Oceanside and Caltrans in evaluating potential connectivity impacts on the Village and Barrio of future improvements to Interstate 5 freeway, the I-5/SR 78 interchange and/or Coast Highway 101. Work cooperatively on solutions to avoid or lessen the potential for significant impacts to occur.
  8. Evaluate the feasibility of extending Grand Avenue underneath Interstate 5 to connect with streets on the east side of the freeway; consider the extension when reviewing projects proposed at or near the east terminus of Grand Avenue and in light of the Grand Avenue Promenade concept (Chapter 4).



## 1.5.4 PLACEMAKING

### A. Create great streets.



1. Implement the Grand Avenue Promenade and other street improvements illustrated in the Master Plan to add a sense of identity to the historic center of Carlsbad.
2. Dedicate special and immediate attention to traffic calming on principal and key Barrio streets, such as Tyler Street, Roosevelt Street, Madison Street, Harding Street, Oak Avenue and Chestnut Avenue. In addition, enhance the north-south streets that connect directly to the Village core to create continuous lighting, trees, sidewalks and bicycle access from the Village and throughout the Barrio.
3. Support efforts to study reconfiguration of Ocean Street, a small portion of which is in the Master Plan, to designate space for walking, biking, and parking as well as space for vehicular traffic.
4. Ensure that new development creates a continuous and interesting façade along the street with an emphasis on pedestrian-scaled features.
5. Minimize vehicular interruptions to pedestrians as much as possible through minimal curb cuts and alley-only access, and through parking that is screened and located behind buildings.
6. Plan for service vehicle deliveries through curb lane management and, where feasible, alley-only delivery areas.
7. Reconfigure on-street parking through re-striping, reducing unnecessary curb cuts and red-striping in ways that will increase parking supply, calm vehicular traffic, and improve pedestrian comfort and safety.
8. Recognize streets, alleys and other public rights of way as valuable assets for public access, mobility, space, beauty, and utility; accordingly, maintain and acquire right of way as necessary to implement the Master Plan.

## 1.5.4 PLACEMAKING

### **B. Create magnetic public spaces for arts and culture, civic and other activities.**

1. Integrate plazas, courtyards, outdoor seating or dining areas, and other semi-public spaces into new development, where feasible.
2. Create new public pedestrian spaces through strategic streetscape projects such as the Grand Avenue Promenade and, in conjunction with potential lowering of the railroad tracks below street level, a central green space through expansion of Rotary Park.
3. Design public spaces, whether plazas, sidewalks or streets, with a comfortable sense of enclosure realized and visually defined by buildings, trees and other vertical elements.
4. Incorporate public art, including temporary public art, when feasible; it can play a significant role in defining the character of a community while contributing to the aesthetic quality of a public space and bringing people together.
5. Activate the Village by promoting placemaking strategies that support arts and culture, including visual, musical, and theatrical arts, and other public performances.
6. Encourage “placemaking” through use of temporary methods (“tactical urbanism”) to test new ideas, transform the public realm, and demonstrate opportunities for potential future improvements that may become permanent. Work with business and neighborhood associations to identify and complete such projects. Evaluate the success of demonstration projects to lead to permanent improvements.
7. As part of street improvements, consider new and enhanced entry and neighborhood features, whether through landscaping, public art, specially-designed street name signs, or other means, that identify the Village and Barrio as unique places.



## 1.6 Key Recommendations

From the extensive public participation and city staff work that has occurred with preparation of the Master Plan (see Appendix D), a broad list of key recommendations has emerged. These recommendations are both broad and specific, ranging from lowering the railroad tracks below street level to improving access to the Coastal Rail Trail. Consistent with the vision, goals and policies of the Master Plan, the list below highlights many of the recommendations for the Village and the Barrio. Figures 1-2 and 1-3 show their location.

### 1.6.1 Key Village Recommendations

- A. Consider pedestrian scrambles at key Carlsbad Village Drive intersections, such as at Roosevelt Street and Carlsbad Village Drive.
- B. Develop public plazas at key intersections, such as Carlsbad Village Drive and Carlsbad Boulevard.
- C. Reconfigure the Village Train Station's State Street entrance into a formal plaza with vehicle access maintained.
- D. Incorporate cycle tracks on Grand Avenue, Oak Avenue, and State Street Alley.
- E. Re-route the Coastal Rail Trail from State Street north of Oak Avenue to the alley west of State Street; connect the trail with any railroad crossings; add new bike and pedestrian crossings at Carlsbad Village Drive and Grand Avenue.
- F. Tunnel under the freeway to connect Grand Avenue with streets to the east of the Interstate, near City Hall.
- G. Lower the railroad tracks below street level to enable more crossings over the tracks and better connect the Village to the beach.
- H. Make Grand Avenue a signature space by converting half the street into a pedestrian promenade.
- I. Provide a new east-west pedestrian connection between Madison Street and Roosevelt Street in the vicinity of Beech Avenue and Arbuckle Place.
- J. Improve Carlsbad Village Drive west of Carlsbad Boulevard to provide a more attractive, enticing entrance to the beach.
- K. Create a new civic space at the corner of Grand Avenue and State Street; energize the space through conversion of the adjacent building into an attractive and active use.
- L. Reconfigure a portion of Lincoln Street between Oak Avenue and Carlsbad Boulevard to create additional civic space in the Village in the form of a shared space or pedestrian plaza.
- M. In coordination with the potential lowering of the tracks below street level, develop a central green space through expansion of Rotary Park over the tracks.

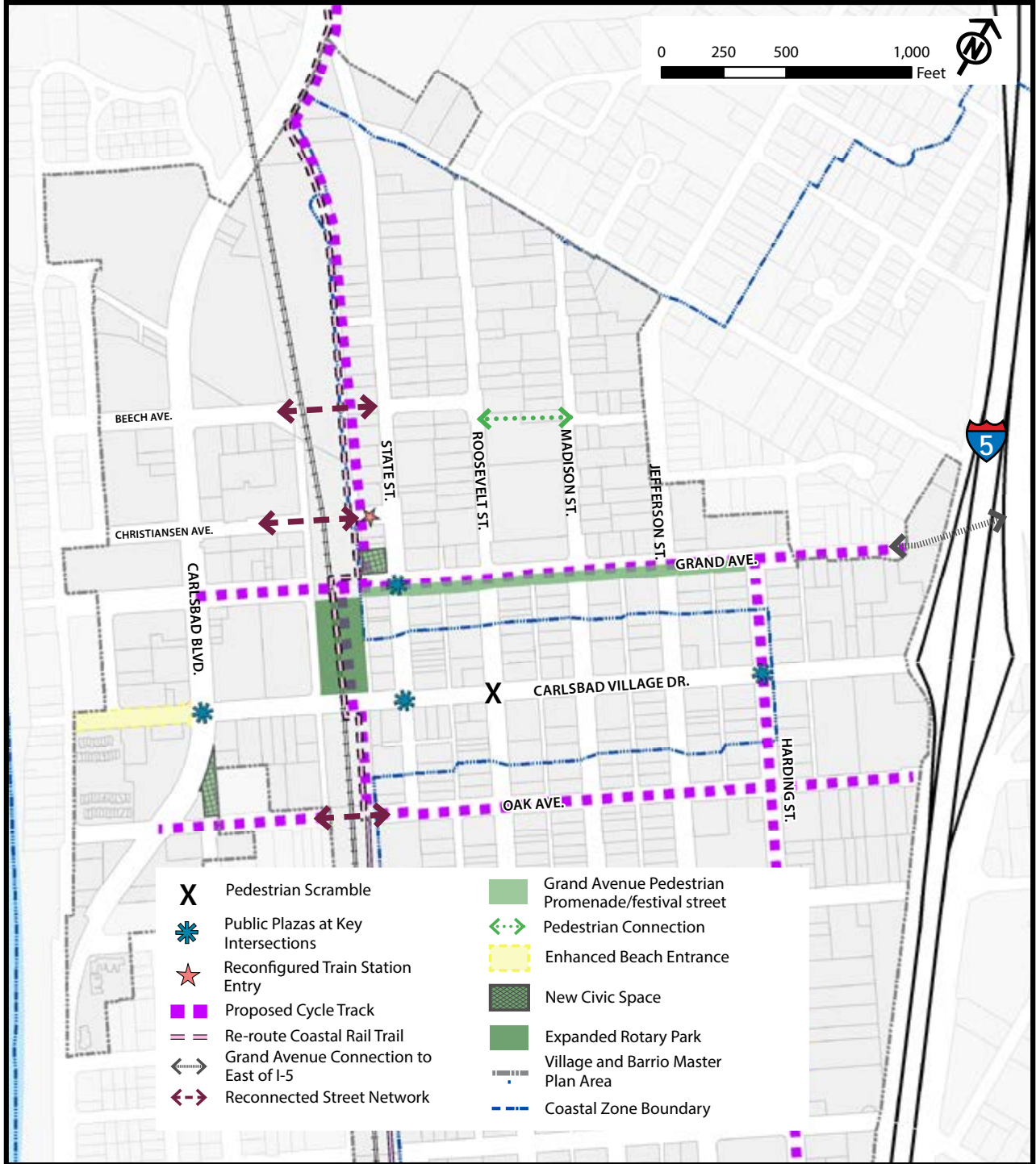


Figure 1-2, Key Village Recommendations

## 1.6.2 Key Barrio Recommendations

- A. Create a shared space at Roosevelt Street and Walnut Avenue, a prominent intersection in the Barrio.
- B. Explore reconfiguring Tyler Street south of Oak Avenue into a “shared space” and from a two-way to a one-way street.
- C. Explore use of the railroad right of way for public parking while maintaining the Coastal Rail Trail.
- D. Add traffic circles and other intersection improvements to calm traffic and improve walkability.
- E. Improve the Coastal Rail Trail entries at Tamarack Avenue and Oak Avenue.
- F. Develop protected bikeways (cycle tracks) that connect the Barrio with the Village and the beach.
- G. Provide, at a minimum, a pedestrian and bicycle crossing at Chestnut Avenue; if lowering the tracks below street level does not proceed, pursue the completion of this particular crossing.
- H. Lower the railroad tracks below street level to enable more crossings over the tracks and better connect the Barrio to the beach; connect the Coastal Rail Trail with any railroad crossings.

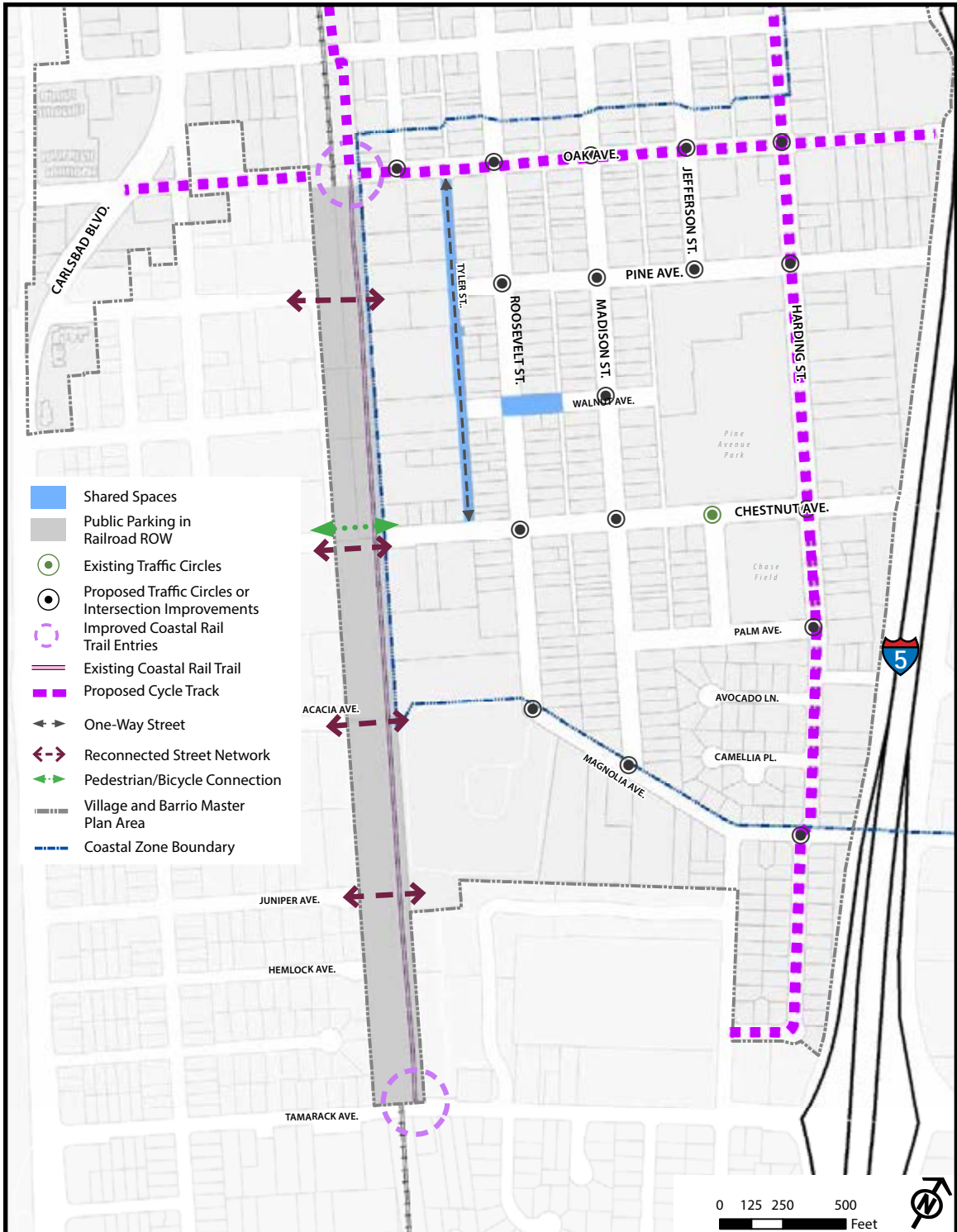


Figure 1-3, Key Barrio Recommendations

## 1.7 Laws, Policies and Other Influences

The Village and Barrio Master Plan is guided by the vision established through community input, but that is not all. Regulations, policies, studies and other guidance have also influenced this plan, including those listed and described below. The City of Carlsbad documents identified are generally available on the city's website, [www.carlsbadca.gov](http://www.carlsbadca.gov). Other agency documents listed also should be available through an online search.

As appropriate, the master plan and these documents were analyzed for consistency.

### 1.7.1 City of Carlsbad Documents

#### A. City of Carlsbad Community Vision

The city engaged the community in a process called Envision Carlsbad, an intensive multi-year effort to identify the community's hopes and aspirations for the future of their city and produce an updated General Plan. The resulting community vision, finalized in 2010, consists of nine core values, including "small town feel, beach community character and connectedness." Another core value, "neighborhood revitalization, community design and livability," specifically identifies Village revitalization and Barrio rejuvenation. The Carlsbad Community Vision is the foundation for the General Plan.

#### B. City of Carlsbad General Plan and Environmental Impact Report

Adopted in 2015, the General Plan defines the community vision for the future growth and development of the city. It is a long-term document that expresses the goals and policies necessary to guide the community toward achieving its vision over a 20-30 year period. Several elements of the General Plan contain text and policies specific to the Village and Barrio, including Land Use and Community Design, Mobility, and Housing. All land use documents, including this master plan, must be consistent with the General Plan.

The certified environmental impact report for the General Plan also influenced the master plan's environmental document. EIR information on historical resources in the Village and Barrio informed the master plan as well.

#### C. City of Carlsbad Local Coastal Program

The Local Coastal Program guides future development in the city's Coastal Zone based on policies and requirements in the state Coastal Act. It seeks to ensure coastal resources, ranging from public views and access, to hillside and sensitive habitats, are enhanced and protected. Approximately one-third of Carlsbad, including portions of the Village and Barrio, is in the Coastal Zone. The Village and Barrio Master Plan, which serves as the Local Coastal Program for the planning area, requires approval from the California Coastal Commission in addition to the City of Carlsbad City Council.

## D. City of Carlsbad Climate Action Plan

Adopted with the General Plan in 2015, the city's Climate Action Plan is a long-range strategy to reduce emissions of greenhouse gases, which include carbon dioxide, methane, nitrous oxide and water vapor. Carlsbad's Climate Action Plan sets a baseline for past and current emissions, forecasts future emissions and establishes targets to reduce future emissions. Multiple aspects of the Village and Barrio Master Plan directly align with greenhouse gas reduction measures recommended by the Climate Action Plan; these include an improved pedestrian and bike network, traffic calming, parking management, and an overall land use pattern that promotes close proximity of residences and businesses to each other and to a variety of transportation options.

## E. City of Carlsbad Municipal Code

The Carlsbad Municipal Code (CMC) is the collection of city laws called ordinances that have been adopted by the City Council over the years. It is a living document and is periodically amended to better reflect community standards. The Zoning Ordinance is a section of the Municipal Code.

## F. City of Carlsbad Zoning Ordinance

The Zoning Ordinance provides detailed land use and development regulations throughout the city. Prior to the adoption of the master plan, these regulations applied in large part to the Barrio. Adoption of the master plan replaces many of these provisions, but in some cases the master plan defers to the Zoning Ordinance for matters pertaining to both the Barrio and Village, where appropriate.

## G. City of Carlsbad Village Master Plan and Design Manual

Originally approved by the city in 1996, the Village Master Plan and Design Manual provided policies, regulations, guidelines, and procedures for the Village. The Village and Barrio Master Plan supersedes this document. However, the Village Master Plan and Design Manual has served as a foundation when drafting the new Village vision, and the policies and standards to implement it.

## H. City of Carlsbad Coastal Mobility Readiness Plan

This plan, accepted by the City Council in 2016, builds upon the livable streets concepts identified in the General Plan, the Climate Action Plan, and the Carlsbad Active Transportation Strategy. It envisions a diverse transportation system for the Carlsbad coastline where most of the city's transportation infrastructure (e.g., Interstate 5, Coastal Rail Trail, the railroad) is concentrated. Readiness Plan concepts include mobility hubs, a trolley, and bike and car share, which are incorporated into the master plan.

## I. City of Carlsbad Public Art Vision Plan

Accepted by the City Council in 2016, the vision plan discusses the role of public art in the city and identifies best practices. Consistent with this document, the Village and Barrio Master Plan encourages public art.

## J. City of Carlsbad Barrio Workshop Summary Report

In 2011, the city conducted a Barrio-focused workshop as part of Envision Carlsbad. Held at the Carlsbad Senior Center, 85 community members offered thoughts and opinions on the objectives of the workshop, which included identifying the Barrio's cultural core, how tall buildings should be, and how to enhance the neighborhood's culture and identity. Comments expressed at the workshop have informed the master plan.

## K. City of Carlsbad Bikeway Master Plan

The Bikeway Master Plan analyzes existing and planned bikeways and related facilities throughout the community. The City Council approved the plan in 2009. Relevant recommendations include increasing bicycle parking, installing bikeway and wayfinding signs, and improving the bike network.

## L. City of Carlsbad Pedestrian Master Plan

Approved by the City Council in 2009 and developed with extensive public input, the Pedestrian Master Plan guides the future development and enhancement of pedestrian facilities within the city, and intends to make walking an integral mode of transportation in Carlsbad. The plan notes the Village and Barrio, are a "high pedestrian need location" and a "pedestrian project priority area." Of the top 15 priority projects identified city-wide, several are in the Village and Barrio; some have been completed, such as installation of wayfinding signs and completion of a missing sidewalk segment along Chestnut Avenue. Others, such as a pedestrian connection across the railroad at Chestnut Avenue or mid-block crossing on Grand Avenue between Carlsbad Boulevard and State Street, have not; generally, outstanding recommendations are incorporated into the Village and Barrio Master Plan.

## M. City of Carlsbad Village, Barrio, and Beach Area Parking Study

In support of the Village and Barrio Master Plan vision and parking standards and strategies, the city conducted a comprehensive parking study from 2016 to 2017 and developed a Parking Management Plan for the Village, Barrio, and adjacent beach area. The adjacent beach area has been included to provide the full picture of parking along the coast and its potential impact on the Village. The City Council accepted the Village, Barrio, and Beach Area Parking Study in September 2017.

## N. City of Carlsbad Work Plan Fiscal Year 2017-2018

Annually, the Carlsbad City Council establishes goals and priorities and a work plan centered on long term, policy oriented direction that will help achieve the Carlsbad Community Vision. The goals applicable to and influencing the master plan include lowering the railway below street level as part of the addition of a second track ("double tracking"), enhancing the health and vitality of the Village and the Barrio, becoming a leader in multimodal transportation systems, and improving transportation sustainability to meet Climate Action Plan goals.

## O. Carlsbad Village Double Track – Railroad Trench Alternative Economic Analysis and Feasibility Study

This January 2017 report, prepared by SANDAG, the city, and an engineering services firm, considers the economics and overall feasibility of lowering the existing and a proposed second track below street level and into a trench along the west edge of the Barrio and through the Village. Lowering the railroad below street level would enable new east-west connections over the tracks, which are analyzed in the study and endorsed by the master plan.

## P. City of Carlsbad Draft Trails Master Plan

The city's Draft Trails Master Plan, first released in 2015, is a blueprint for how city trails will be developed and managed in the future. It recognizes many of the past efforts that have contributed to the planning and constructing of all types of trails in Carlsbad. Based on public outreach conducted for the Draft Trails Master Plan in 2013 and 2014, the city received relevant comments regarding Carlsbad Village Drive, Interstate 5 and the railroad corridor, and the Village and Barrio in general. Among them, people expressed prioritizing parallel streets to Carlsbad Village Drive for bicyclists, such as Grand and Oak avenues and addressing conflicts that can result from multiple users on Carlsbad Boulevard.

## Q. San Diego County Bicycle Coalition Executive Recommendations

In 2017, the city requested the San Diego County Bicycle Coalition analyze bicycling conditions in the Village and Barrio and make recommendations. The Coalition's report helped inform the master plan and also influenced the plan's conceptual street sections and traffic calming measures.

## R. Settlement and Community Benefit Agreement between North County Advocates and the City of Carlsbad

This March 2017 agreement states, with regards to the Village and Barrio Master Plan, "the revised public review draft of the Village and Barrio Master Plan will propose goals and policies consistent with the Community Vision, General Plan and Climate Action Plan that encourage and support increased alternative modes of transportation use through public infrastructure investments, private development conditions of approval and/or incentives, and partnerships with public transportation agencies, private transportation providers, and non-profit organizations." Accordingly, staff has prepared goals and policies consistent with the specified documents. Mobility and Parking goals and policies, for example, call for the city to improve sidewalks and bicycle facilities leading to the Carlsbad Village Station and pursue transportation alternatives such as development of a mobility hub. Policies as well direct the city to cooperate with private and public organizations to advocate for increased government investment in transit and non-motorized improvements in the Village and Barrio.

## 1.7.2 Other Agency Documents

### A. North Coast Corridor Public Works Plan/Transportation and Resource Enhancement Program (NCC PWP/TREP)

The NCC PWP/TREP, prepared by SANDAG and Caltrans, provides an implementation blueprint for a 40-year program of rail, highway, and coastal access improvements, including widening of Interstate 5 and double-tracking of the railroad throughout the North County coast. Adopted by the California Coastal Commission in June 2014, the document identifies improvements relevant to the Village and Barrio Master Plan, including to the Carlsbad Village Drive and Tamarack Avenue undercrossings and to Carlsbad Village Station. Specific “community enhancements” are identified for the Chestnut Avenue freeway undercrossing and for a “grade separated” railway crossing where Chestnut Avenue presently terminates at the tracks. The NCC TWP/TREP notes funding for this railway crossing has not been identified. It also does not list lowering of the railway below street level as a potential improvement.

Additionally, the document identifies the Carlsbad Village Drive and Interstate 5 interchange as a potential candidate for a “gateway undercrossing” as it represents a primary entry into the city. This may enable upgraded design and materials, lighting and landscaping, and pedestrian features.

### B. Interstate 5 North Coast Corridor Project Final Environmental Impact Report/Environmental Impact Statement and Section 4(f) Evaluation

Prepared and approved by federal and state agencies, including Caltrans, this 2013 document describes project details and the environmental impacts of the widening of Interstate 5 as part of the North Coast Corridor Project. Among other things, it discusses intersection improvements and the construction of tall sound walls along most of the west side of the freeway adjacent to the master plan area from Tamarack Avenue to Las Flores Drive.

### C. Barrio Carlsbad Community Cohesion Report

Prepared by Caltrans in 2008 for the North Coast Corridor Project, this report provides helpful perspectives from Barrio residents, including insight on important community features and pedestrian activity.

### D. San Diego Forward: The Regional Plan

The San Diego Association of Governments’ Regional Plan, adopted in 2015, serves as a blueprint for how the San Diego region will grow and invest in transportation through 2050. The Regional Plan incorporates smart growth and sustainable strategies. “Smart growth” is characterized by walkable, bike-friendly neighborhoods that are compact and efficient, near public transit, and feature good community design, housing and transportation choices. SANDAG has designated the Village and Barrio as a “smart growth opportunity area;” this designation influences the master plan’s vision, standards, and guidelines.

**CHAPTER 2**

**LAND USE**

**MASTER PLAN**

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## 2.1 Introduction

The Land Use chapter provides direction for development within the Master Plan Area to shape the design character and built environment. It details permitted land uses, development standards, and design guidelines for properties in the Master Plan area. These uses, standards, and guidelines are organized by district and are all designed to reinforce the individual district's desired development pattern, character, and image. In so doing, these tools will help achieve the overall Village and Barrio Master Plan vision.

## 2.2 District-Based Approach

### 2.2.1 Overview

The Master Plan presents a district-based zoning approach to guide the form and location of development within the Master Plan area. In a district-based zoning approach, each district has a unique vision and the desired activities and building forms dictate what is allowed and what is not allowed. This hybrid approach to zoning combines form-based development standards with a selection of compatible uses that have been tailored for each Master Plan district. The development standards constitute constraints for a project's building envelope in which new construction or a structural remodel is permitted. In addition, design guidelines are provided in key areas to ensure high-quality design that reflects the district's character.

### 2.2.2 Master Plan Districts

Building on the Carlsbad General Plan, this Master Plan focuses in greater detail on the Master Plan Area by organizing land use and zoning regulations into eight unique Master Plan districts. District boundaries are based on shared characteristics including land use commonalities and proximity to prominent or important features such as the beach, Carlsbad Village Station, or Interstate 5. The district boundaries are shown in Figure 2-1, Village and Barrio Master Plan Area District Map. Following the map, each district and its vision are described.

#### A. Village Center District (VC)

The Village Center District encompasses the core of the Village and includes a mix of commercial, attached residential, and mixed-use building types. This district intends buildings to be generally attached and built on or near the front property line, creating, throughout most of the district, a continuous commercial street frontage (often with residences or offices above) to provide destinations and workplaces in a walkable environment that is centered around the main destinations of the Carlsbad Village Station, State Street, Grand Avenue, and Carlsbad Village Drive. Within the Coastal Zone, ground floor commercial uses will primarily cater to visitors. The Village Center District generally continues well-established land use patterns but emphasizes preserving a commercial core. A portion of the Village Center District encompasses the railroad corridor, which includes the Carlsbad Village Station, large parking lots, the historic Santa Fe Train Depot, and Rotary Park.

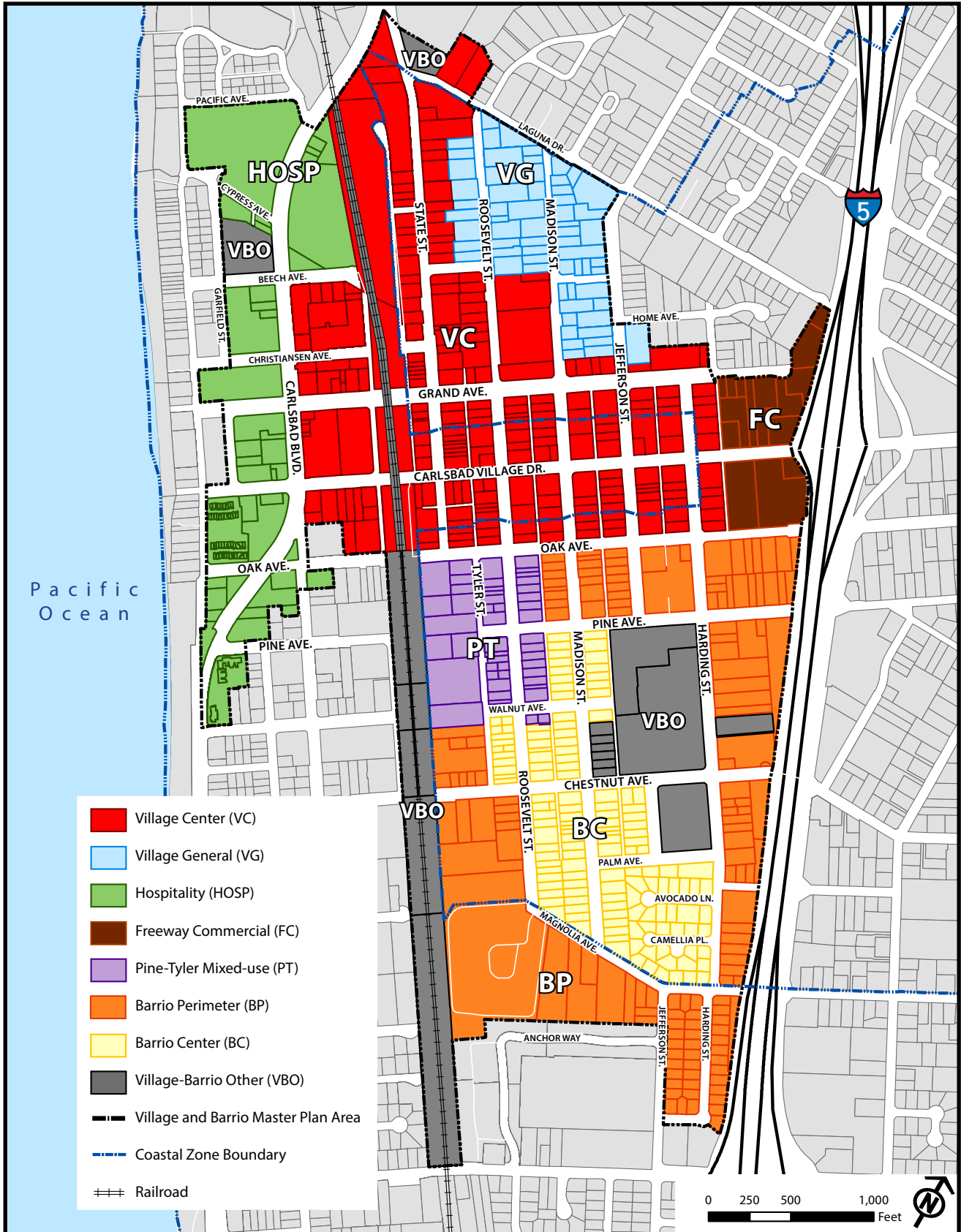


Figure 2-1, Village and Barrio Master Plan Area District Map

## B. Village General District (VG)

The Village General District provides an opportunity to expand the mix of commercial and residential uses into a broader geographic area in the north part of the Village, roughly from Roosevelt Street east to Jefferson Street. Buildings may be attached or detached, and located near the front property line, or allow for an area for either small courtyards, outdoor dining or open space, and/or additional landscaping. Residential and commercial uses may exist side-by-side or in a mixed-use format. In addition, development standards serve to transition the area to adjacent residential neighborhoods.

## C. Hospitality District (HOSP)

The Hospitality District provides a transition between the beach and the heart of the Village. The area contains mixed-use buildings, dense residential buildings, and a number of large and expansive uses, including a private school, church, lodging, and a retirement community. The area is contained entirely within the Coastal Zone and provides an opportunity for visitor-serving and hospitality uses serving visitors and residents alike, with ground floor commercial uses primarily catering to visitors. While buildings are intended to be mostly attached and built on or near the front property line to create a continuous street frontage and a seamless walkable environment, along part of Carlsbad Boulevard, much of the district has a greater building setback requirement to help maintain a more open feel as well as access and views toward the coastline. In addition, portions of the district, such as the Army and Navy Academy, may retain a more campus-like setting for quite some time.

## D. Freeway Commercial District (FC)

The Freeway Commercial District consists of traveler services normally associated with urban freeway interchanges. Uses include lodging, restaurants, retail and gas stations. Residential units are also included in this district. Existing development within this district has taken on a more suburban layout with larger surface parking lots and open space. Going forward, redevelopment within this area should be designed to provide a welcoming presence along Carlsbad Village Drive as it is a gateway to the Master Plan area.

## E. Pine-Tyler Mixed-Use District (PT)

The Pine-Tyler Mixed-Use District is a distinct area of transition between the more compact Village Center District and established multi- and single-family neighborhoods in the Barrio. The district contains residential, commercial, and office uses. On the west side of Tyler Street, these uses mix with light industrial uses. The industrial nature and eclectic mix of existing buildings provides a unique opportunity for redevelopment for uses such as incubator and/or start-up businesses, live/work units for artists and others, breweries, and dance studios.

## F. Barrio Perimeter District (BP)

The Barrio Perimeter District is residential in nature and includes the properties within the Barrio that are located adjacent to Interstate 5, Jefferson Elementary School, and the railroad corridor. The Barrio Perimeter District contains a mix of residential uses, including relatively dense, attached housing. Buildings should be carefully positioned along the Interstate in order to reduce noise and air quality impacts for inhabitants.

## G. Barrio Center District (BC)

The Barrio Center District is residential in nature and is intended to protect and enhance the historic Barrio residential neighborhood, which contains a number of smaller homes and duplexes and some multiple-family structures. While a range of residential types is allowed, the permitted density is less than that of the surrounding Barrio Perimeter District. Buildings may be attached or detached, and may be set behind a small courtyard and/or contain a porch or stoop; lots typically have a private rear yard.

## H. Village-Barrio Other District (VBO)

There are several properties contained within the Master Plan Boundary that are subject to the permitted uses and standards of Title 21 (Zoning Ordinance) of the CMC and not the Village and Barrio Master Plan. They are designated "Village-Barrio Other." These properties include the railroad corridor south of Oak Avenue, Magee, Maxton Brown, and Pine Avenue Parks, and the AT&T switching facility on Harding Street. These properties are subject to the Zoning Ordinance for various reasons, including public or quasi-public ownership, land use and adequacy of zoning standards. Their location or relation and importance to the Village and Barrio neighborhoods, however, necessitates these properties be subject to the Area-wide Design Guidelines and visionary components of this Master Plan, including the streetscape improvement standards identified in Chapter 4, Mobility and Beautification.

## 2.3 Land Uses

An important component of a Master Plan is the provision of a mix of land uses that reflect the intended vision of each district as described in Section 2.2.2, Master Plan Districts. Within this chapter, the list of uses has been organized by district to ensure consistency with this vision. The uses shown in Table 2-1 are defined as Permitted (P), Conditional Use (C), Minor Conditional Use (CM), Accessory (A), Right of Way Use (R), and Prohibited (-). Any use not identified within Table 2-1 is not permitted unless the city planner determines that such use falls within the vision and intent of the district in which it is proposed and is substantially similar to an allowed use in the district. Further, the city planner shall not find that a use substantially similar to an expressly prohibited use is permitted in any district.

### 2.3.1 Allowable Land Uses

Permitted Uses are those which are permitted because they are consistent with the vision and intent of the district(s) in which they are located. Although these land uses may be permitted, satisfactory completion of the minor site development plan or site development plan process is still required for the permitted use unless the use is exempt from discretionary permit requirements.

Conditional Uses are those which are permitted subject to discretionary approval (by either the city planner or the Planning Commission) of a minor conditional use permit or conditional use permit. Of the conditional uses shown in Table 2-1, some are subject to the special regulations contained in Section 2.6.8. Furthermore, for the purposes of land use policy within the Village and Barrio, the term “conditional use” is consistent with the CMC.

Accessory Uses and structures are subordinate and incidental to a permitted or conditionally permitted main or principal use, structure or building on the same lot.

Right of way uses are those which are permitted subject to review and approval by the city engineer due to their location within the public right of way.

Prohibited Uses are those which are not consistent with the permitted or conditional uses of a district, district vision and intent, or that do not achieve the goals and objectives of the Village and Barrio Master Plan. Therefore, these uses will be prohibited, without exception, within the specified land use district.

Many of the listed uses are defined within Appendix A of the Master Plan and in Chapter 21.04 of the CMC.

### 2.3.2 Non-conforming Lots, Structures and Uses

Non-conforming lots, structures and uses within the Village and Barrio Master Plan area shall be subject to applicable provisions within Chapter 21.48 of the CMC.

### 2.3.3 Development Site Spanning Multiple Districts

A development site that spans multiple districts shall be subject to approval of a site development plan, which shall establish the development standards for the site in a manner most consistent with the underlying districts’ standards. Any use that is permitted or conditionally-permitted over a portion of such a site shall be permitted or conditionally-permitted anywhere on the site.

**Table 2-1, Permitted Uses**

<b>RESIDENTIAL</b>	<b>VC</b>	<b>VG</b>	<b>HOSP</b>	<b>FC</b>	<b>PT</b>	<b>BP</b>	<b>BC</b>
Dwelling, One-Family	-	P <sup>1</sup>	-	-	P <sup>1</sup>	P <sup>1</sup>	P <sup>1</sup>
Dwelling, Two-Family (attached)	P <sup>2</sup>	P	P <sup>2</sup>	P	P	P	P
Dwelling, Multiple-Family	P <sup>2</sup>	P	P <sup>2</sup>	P	P	P	P
Accessory Dwelling Unit (accessory to a single one-family dwelling only and provided no other dwellings are on the same lot)	A	A	A	A	A	A	A
Housing for Senior Citizens	P <sup>2</sup>	P	P <sup>2</sup>	P	P	P	P
Live/Work Unit	C <sup>2,3</sup>	C <sup>3</sup>	-	-	C <sup>3</sup>	-	-
Managed Living Units	C <sup>2</sup>	C	-	-	C	-	-
Mixed-use (subject to the uses permitted in this table)	P	P	P	P	P	-	-
Professional Care Facility	-	-	C <sup>3</sup>	-	-	-	-
Residential Care Facilities (serving 6 or fewer persons)	P <sup>2</sup>	P	P <sup>2</sup>	P	P	P	P
Residential Care Facilities (serving more than 6 persons)	-	C	C <sup>2</sup>	-	C	C	-
Supportive Housing	P <sup>2</sup>	P	P <sup>2</sup>	P	P	P	P
Transitional Housing	P <sup>2</sup>	P	P <sup>2</sup>	P	P	P	P
<b>LODGING</b>	<b>VC</b>	<b>VG</b>	<b>HOSP</b>	<b>FC</b>	<b>PT</b>	<b>BP</b>	<b>BC</b>
Bed and Breakfast Inn	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>
Hotel	C	C	P	P	-	-	-
Motel	-	C	P	P	-	-	-
Timeshare Project (prohibited in combination with residential uses in the same building or on the same lot)	C	-	-	C	-	-	-
<b>RETAIL</b>	<b>VC</b>	<b>VG</b>	<b>HOSP</b>	<b>FC</b>	<b>PT</b>	<b>BP</b>	<b>BC</b>
Brewery	C	-	C	C	C	-	-
Convenience Store	P	C <sup>3</sup>	P	P	C <sup>3</sup>	-	-
Distillery	C	-	C	C	-	-	-
Drive-Thru Facility	-	-	-	C	-	-	-
Financial Institution	P	P	C <sup>3</sup>	P	P	-	-
Personal Services	P	P	P	P	P	-	-
Restaurant	P	P	P	P	P	-	-
Restaurant with Entertainment	C	C	C	C	C	-	-
Restaurant, Delicatessen	P	P	P	P	P	-	-
Restaurant, Fast Food	P	P	P	P	P	-	-
Restaurant, Limited Take-Out Service	P	P	P	P	P	-	-
Retail	P	P	P	P	P	-	-
Winery	C	-	C	C	C	-	-

**Table 2-1, Permitted Uses (Continued)**

<b>OFFICE</b>	<b>VC</b>	<b>VG</b>	<b>HOSP</b>	<b>FC</b>	<b>PT</b>	<b>BP</b>	<b>BC</b>
Business/Professional Office	P <sup>2</sup>	P	P <sup>2</sup>	P	P	-	-
Medical Office	P <sup>2</sup>	P	P <sup>2</sup>	P	P	-	-
<b>CIVIC</b>	<b>VC</b>	<b>VG</b>	<b>HOSP</b>	<b>FC</b>	<b>PT</b>	<b>BP</b>	<b>BC</b>
Community Gardens	-	Cm	-	-	Cm	Cm	Cm
Cultural Facility	P	P	P	P	P	-	-
Mobility Hub	C	-	-	-	-	-	-
Mobility Support Services	C	C	C	C	-	-	-
Parking Lot (surface), Stand-alone	Cm	Cm	Cm	Cm	Cm	-	-
Parking Structure	C	C	C	C	-	-	-
Parks and Open Space	C	C	C	C	C	C	C
Public/Quasi-public Uses	C	C	C	C	C	C	C
<b>EDUCATION</b>	<b>VC</b>	<b>VG</b>	<b>HOSP</b>	<b>FC</b>	<b>PT</b>	<b>BP</b>	<b>BC</b>
Child Day Care Center	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>
Educational Facilities, Other	P <sup>2</sup>	P	P <sup>2</sup>	P	P	-	-
Educational Institutions or Schools, Public and Private	C <sup>2,3</sup>	C <sup>2,3</sup>	C <sup>2,3</sup>	-	-	-	-
<b>OTHER</b>	<b>VC</b>	<b>VG</b>	<b>HOSP</b>	<b>FC</b>	<b>PT</b>	<b>BP</b>	<b>BC</b>
Accessory Structure	A	A	A	A	A	A	A
Athletic and Health Club, Gymnasium, and Physical Conditioning Business	P <sup>2</sup>	P	P	P	P	-	-
Automobile Service	-	-	-	-	C <sup>3,4</sup>	-	-
Church, other Places of Worship	C	C	C	C	C	C	C
Cinema, Theater	C	C	C	C	-	-	-
Farmer's Market	C	-	-	-	-	-	-
Gasoline Station	-	-	-	C	-	-	-
Laundromat	-	P	P	P	P	-	-
Light Industrial	-	-	-	-	C <sup>3,4</sup>	-	-
Right of way Uses	R	R	R	R	R	-	-
Veterinarian and Small Animal Hospital	-	P	-	P	P	-	-
Wireless Communication Facility	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>	C <sup>3</sup>

**Table 2-1, Permitted Uses (Continued)**

<b>EXPRESSLY PROHIBITED USES</b>	<b>VC</b>	<b>VG</b>	<b>HOSP</b>	<b>FC</b>	<b>PT</b>	<b>BP</b>	<b>BC</b>
Adult Businesses (CMC 8.60)	-	-	-	-	-	-	-
Bars and Cocktail Lounges Not Part of a Restaurant	-	-	-	-	-	-	-
Camping on Public Property (CMC 8.36)	-	-	-	-	-	-	-
Cannabis Activities (CMC 8.90)	-	-	-	-	-	-	-
Card Rooms (CMC 5.12)	-	-	-	-	-	-	-
Drug Paraphernalia Stores	-	-	-	-	-	-	-
Escort Services (CMC 5.17)	-	-	-	-	-	-	-
Hookah or Tobacco Lounges	-	-	-	-	-	-	-
Mini-satellite Wagering (CMC 8.80)	-	-	-	-	-	-	-
Retail Sale of Dogs and Cats (CMC 7.16)	-	-	-	-	-	-	-
Tattoo Parlors	-	-	-	-	-	-	-

P = Permitted Use

C = Conditional Use

Cm = Minor Conditional Use

A = Accessory Use

R = Right of Way Use

- = Prohibited Use

<sup>1</sup> One-family dwellings are permitted when developed (1) as two or more detached units on one lot (VG, PT, BP and BC districts only) or (2) on a small lot (BC district only). Also, a single one-family dwelling shall be permitted in all districts on any legal lot that existed as of October 28, 2004. Any proposal to subdivide land or construct more than one dwelling shall be subject to the density and intent of the underlying residential land use designation.

<sup>2</sup> Not permitted on the ground floor street frontage as identified in Figure 2-2.

<sup>3</sup> For these conditional uses only, the city planner may approve minor conditional use permits up to the square footage and dwelling unit limitations for minor site development plans specified in Section 5.3.2.1. For wireless communication facilities the city planner may approve minor conditional use permits pursuant to CMC 21.42.140.B.165.

<sup>4</sup> Automobile service and light industrial uses are permitted on the west side of Tyler Street only, as identified in Figure 2-2.

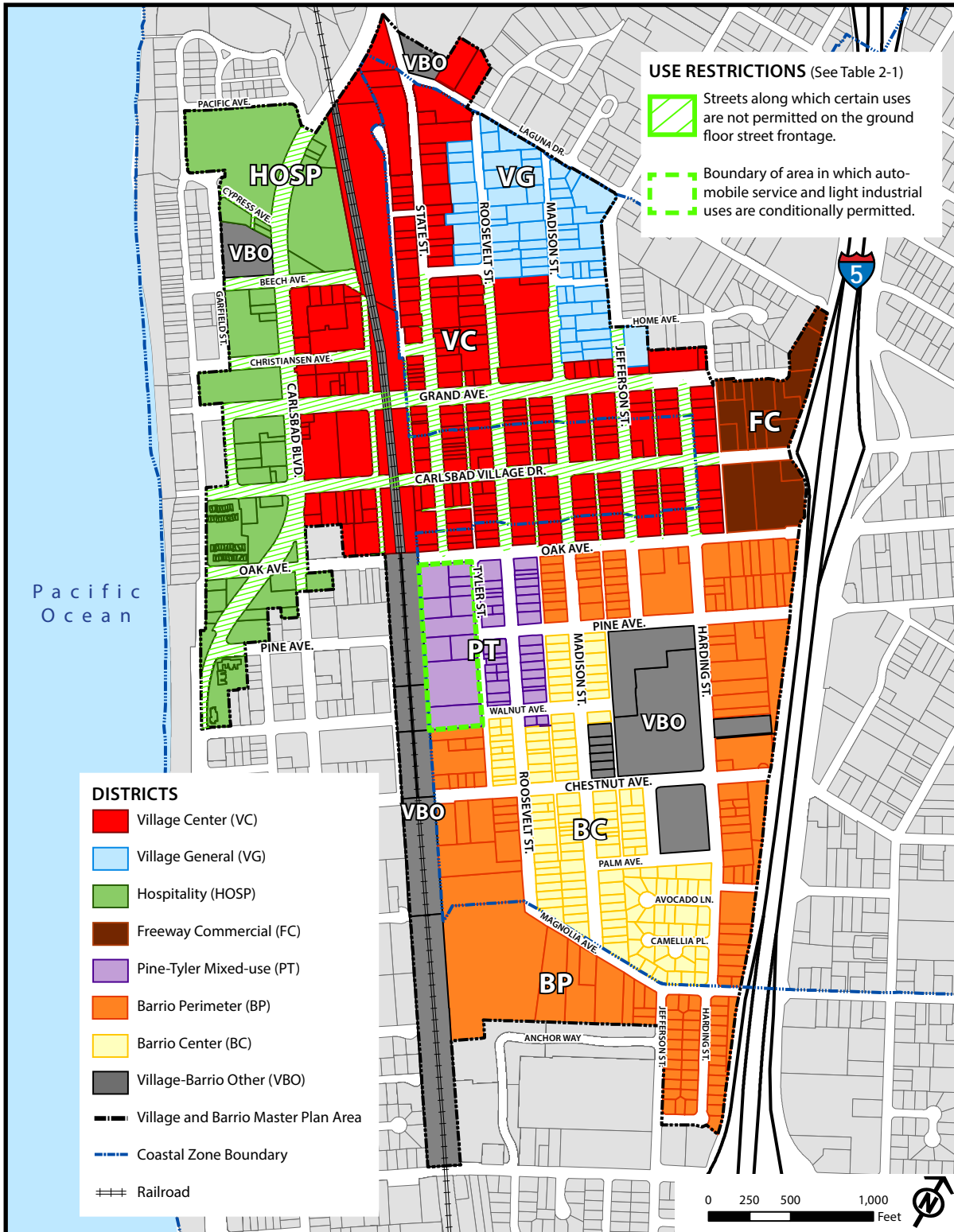


Figure 2-2, Use Restrictions Map

## 2.4 Density

Density refers to the number of dwelling units permitted per developable acre of property. Following are the density standards for properties in the Village and Barrio Master Plan.

Density calculations and residential development restrictions on open space and environmentally sensitive land shall be determined according to CMC Section 21.53.230. For mixed-use projects, the minimum density shall be calculated based on fifty percent of the developable area and the maximum density shall be calculated based on the entire developable area.

In the VC, VG, HOSP, FC, and PT districts, individual properties do not have residential densities assigned for Growth Management Program compliance purposes. Therefore, the minimum and maximum densities for development that includes residential uses within the Village are set forth herein; further, no Growth Management Control Points are assigned to these districts. All housing in these districts will require an allocation of excess units from the Excess Dwelling Unit Bank (see Section 2.5).

In the BP and BC districts, individual properties do have a residential density range assigned to them for Growth Management Program purposes. The minimum, Growth Management Control Point, and maximum densities for residential development in these districts are established by the General Plan. An allocation of excess units from the Excess Dwelling Unit Bank is unnecessary unless a density above the Growth Management Control Point is proposed.

Table 2-2, Permitted Densities

DISTRICT	DENSITY RANGE <sup>1,2,3</sup>	GROWTH MANAGEMENT CONTROL POINT <sup>3</sup> (DWELLING UNITS PER ACRE)
VC	28-35	-
VG	18-23	-
HOSP	18-23	-
FC	28-35	-
PT	18-23	-
BP	23-30	25
BC	8-15	11.5

<sup>1</sup> Minimum to maximum dwelling units per acre.

<sup>2</sup> Residential development shall not be approved below the minimum densities stated except as noted in this section.

<sup>3</sup> Residential development shall not be approved above the maximum densities, or, in the BP and BC districts, the Growth Management Control Point, except as noted in this section.

Table 2-2 describes the permitted densities in the Village and Barrio Master Plan.

To approve a density above the maximums set forth in the VC, VG, HOSP, FC, and PT districts or above the Growth Management Control Points in the BP and BC districts, the following findings must be made:

1. That the project qualifies for and will receive an allocation of “excess” dwelling units, pursuant to City Council Policy No. 43.
2. That there have been sufficient residential developments approved at densities below the Growth Management Control Points so the approval will not result in exceeding the quadrant and citywide dwelling unit limits.
3. That all necessary public facilities required by the Citywide Facilities and Improvements Plan will be constructed, or are guaranteed to be constructed, concurrently with the need for them created by this development and in compliance with the adopted city standards.

To approve a density below the minimums stated for any district, the following circumstances must exist and the finding required by California Government Code Section 65863 must be made:

1. When one single family dwelling is constructed on a legal lot that existed as of October 28, 2004.
2. When one single family dwelling is constructed on a lot that was created by consolidating two legal non-conforming lots into one lot (this only applies to lots that are non-conforming in lot area).
3. When a legal lot is developed with one or more residential units that existed as of October 28, 2004; provided the existing units are to remain and it is not feasible to construct the number of additional units needed to meet the minimum density without requiring the removal of the existing units.

## 2.5 Excess Dwelling Unit Bank

The following projects shall require an allocation of excess dwelling units from the “Excess Dwelling Unit Bank:”

1. Projects with dwelling units in the VC, VG, HOSP, FC, and P-T districts.
2. Projects in the BP and BC districts that propose densities above the Growth Management Control Point.

The criteria for withdrawing units from the Excess Dwelling Unit Bank are contained in City Council Policy No. 43. An allocation of excess units to a project is considered an “incentive” as defined in CMC Section 21.86.020 A.12 and Government Code Section 65915(k).

## 2.6 Area-Wide Standards

The following standards apply to buildings and properties within many or all of the districts of the Village and Barrio Master Plan area. **Unless exempt as determined by Section 6.3.2, all projects shall be subject to the Area-Wide Design Guidelines found in Section 2.8.**

### 2.6 AREA-WIDE

#### 2.6.1 SITE PLANNING

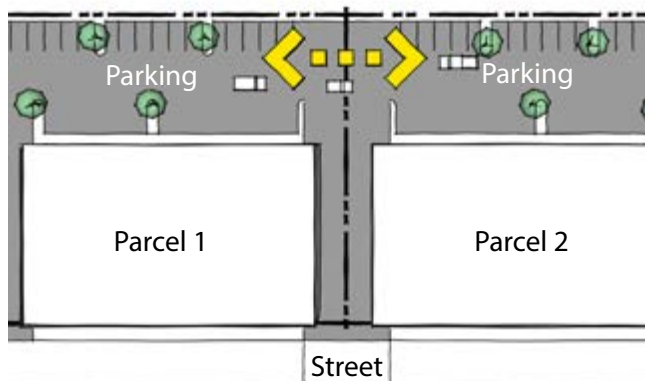
##### Standard

##### Interpretation

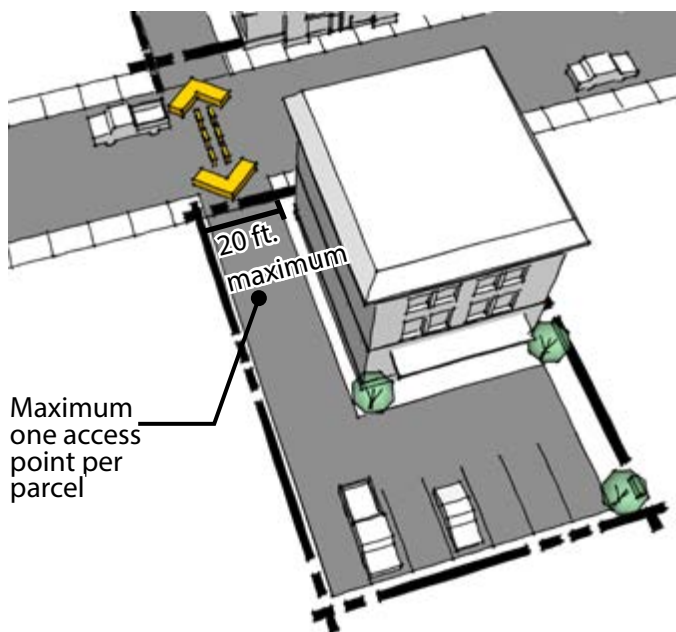
#### A. INGRESS AND EGRESS

1. Vehicle access shall be taken from an alley, where the condition exists.
2. Where alleys serve as the primary access, driveways or parking areas shall be deep enough to allow cars to pull completely out of the alley and onto the property.
3. Where alley access is not available, vehicle access points shall be permitted as follows:
  - a. Reciprocal access with adjacent properties shall be provided for parcels fronting public streets. The city engineer may waive this depending on location of existing structures, infrastructure, failure to reach an agreement between owners or other constraint.
  - b. Development sites shall be permitted a maximum of one access point from public street. The city engineer may permit an additional access point or points upon demonstration of need.
  - c. A driveway curb cut shall not exceed 20 feet in width.

#### Reciprocal Vehicular Access



#### Number of Access Points



## 2.6 AREA-WIDE

### 2.6.1 SITE PLANNING

#### Standard

4. A clear zone shall be provided at the intersection of a driveway and a street or alley to maintain a free line of sight.
  - a. The clear zone shall consist of an isosceles right triangle with 7.5 feet on the driveway and street/alley sides.
  - b. The clear zone shall not be occupied by a ground floor building footprint, site features, or landscaping that is taller than 3.5 feet.

#### B. THROUGH LOTS

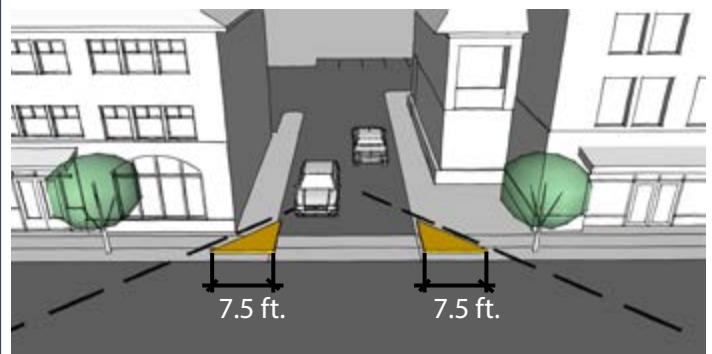
1. Along both street frontages, the front setback requirement of the applicable district shall be met.

#### C. PROPERTY LINE WALLS/FENCES

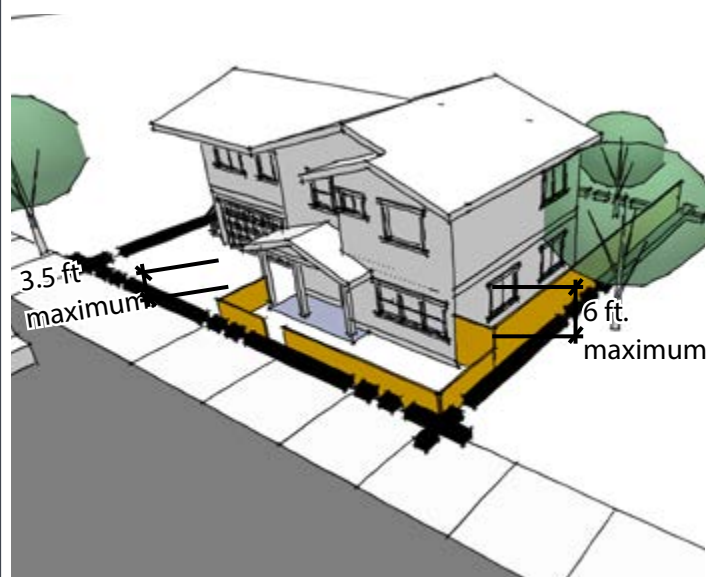
1. Fences and walls within the front setback shall be a maximum of 3.5 feet tall. Fences and walls up to a maximum of 6 feet tall within the street side setback shall require the review and approval of the city planner taking into consideration public safety and welfare, use, materials, and context.
2. All property line walls/fences (including combination retaining walls and fences) located anywhere to the rear of the required front setback shall be limited to a maximum of 6 feet.
3. Wall or fence height shall be measured from the lowest side of the finished grade to the top of the wall.
4. Razor wire, barbed wire, cyclone and chain link fencing (except as noted below), or other similar fences are prohibited. Cyclone or chain link fencing existing as of the Master Plan's adoption date is permitted to retain.

#### Interpretation

Clear Zone



Maximum Fence Height



## 2.6 AREA-WIDE

### 2.6.1 SITE PLANNING

#### D. TEMPORARY STRUCTURES AND STORAGE CONTAINERS

1. Storage and shipping containers and temporary buildings, whether or not intended for temporary use and/or including utility connections or a foundation, are prohibited unless used in conjunction with new construction and/or rehabilitation of a building and approved in writing by the city planner in advance of use. If a temporary structure is permitted, for storage or other purposes during construction, it is allowed only until the new development receives approval for occupancy and shall be removed within 60 days thereafter. This provision is not intended to prohibit small backyard storage sheds used for yard equipment and other personal items.

## 2.6 AREA-WIDE

### 2.6.2 PLACEMENT AND ORIENTATION

#### Standards

#### Interpretations

#### A. BUILDING ORIENTATION

1. Buildings shall be oriented towards the primary street frontage.

#### B. BUILDING ENTRANCES

1. The primary entrance of a ground floor commercial use shall be oriented toward the primary street frontage.

#### C. ROOF PROTRUSIONS

1. All roof structures, including protrusions such as equipment housing and guardrails; parapets and equipment screening; architectural features such as decorative or accent elements and towers; flagpoles; and roof decks and their amenities, shall complement and be consistent with the design of the building.
2. No roof structure shall be taller than the minimum height needed to accommodate, screen, or enclose the intended use.

#### Building Orientation



#### Building Entrances



## 2.6 AREA-WIDE

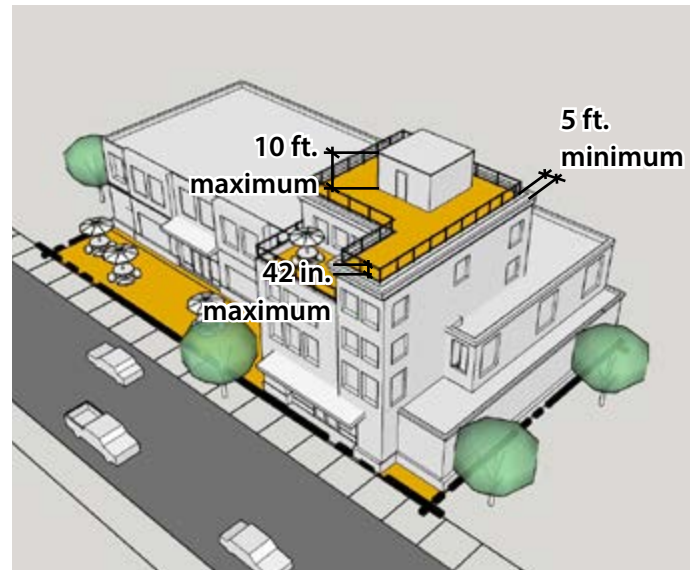
### 2.6.2 PLACEMENT AND ORIENTATION

#### Standards

3. Roof mounted mechanical equipment and freestanding screening that is not architecturally integrated shall be set back from the building face at least equivalent to the height of the screening.
4. All new development and additions to existing development that result in additional height above the building height maximum for the applicable district shall abide by the following regulations:
  - a. No roof structure or any other space or feature shall be allowed for the purpose of providing additional floor space except as provided herein.
  - b. All roof structures (excluding architectural features) shall be set back a minimum five feet from all building faces and shall not exceed the maximum stated heights below. Structures permitted to exceed five feet in height shall be set back at least an additional one foot for every foot above five feet, up to maximum stated heights.
    - Guardrails or other barriers for roof decks; roof deck amenities, including permanently-affixed equipment and furnishings (such as built-in seating, barbecue islands, counters, and the like), trellises, latticework, screens (including vegetative screens), or other objects designed or arranged to create a privacy screen or outdoor room; equipment screening, fire or parapet walls; skylights; and similar: Up to 42 inches above maximum height.

#### Interpretations

##### Structures Above Maximum Building Height



## 2.6 AREA-WIDE

### 2.6.2 PLACEMENT AND ORIENTATION

Standards	Interpretations
<ul style="list-style-type: none"> <li>• Roof structures specifically for the housing of elevators, stairways, tanks, ventilating fans or similar equipment required to operate and maintain a building; flagpoles, chimneys, smokestacks, wireless masts and similar structures: Up to 10 feet above maximum height.</li> <li>c. Architectural features: Up to 10 feet above maximum building height. Architectural features that are within 10 feet of a building face shall be cumulatively limited in width to 30 percent of that building face.</li> <li>d. The cumulative area devoted to roof structures (excluding roof decks, parapets, solar energy systems and skylights) shall not exceed 10 percent of horizontal roof area.</li> <li>e. Solar energy systems and skylights may exceed height, setback and area standards to the minimum extent necessary for their safe and efficient operation, in accordance with the California Building Code and other applicable provisions of state law or local ordinance.</li> </ul>	

## 2.6 AREA-WIDE

### 2.6.3 BUILDING ELEMENTS

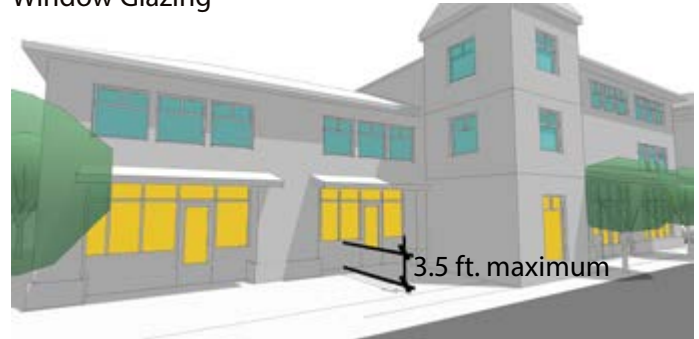
#### Standards

#### Interpretations

#### A. WINDOW GLAZING

1. 45 percent minimum glazing of ground-floor façade for retail uses adjacent to a public street. Façade measured from plate height to finish floor.
2. 30 percent minimum glazing of ground-floor façade for office uses adjacent to a public street (where permitted).
3. The bottom of any window or product display window shall not be more than 3.5 feet above the adjacent sidewalk.
4. Transparent or translucent glazing is required on the ground-floor façade of a commercial or retail use facing a public street. Opaque, reflective, or dark tinted glass is not permitted.
5. Window stickers or exterior window treatments that obstruct interior building views at the street level are prohibited (except for allowable window signs).
6. If “non-active” portions of a building are unavoidable along sidewalks or pedestrian areas, such as building walls enclosing first floor parking, ensure architectural elements and other attractive, pedestrian-oriented features are present.

#### Window Glazing



45% minimum transparency on ground floor for retail and 30% minimum transparency for office

## 2.6 AREA-WIDE

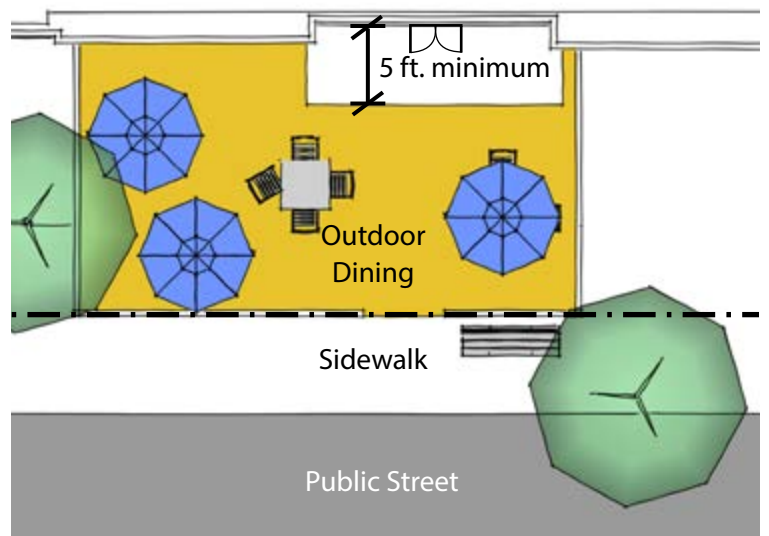
### 2.6.4 GOOD NEIGHBOR AND OUTDOOR DINING

#### A. GOOD NEIGHBOR

1. Building grounds, including parking, landscaping, and pedestrian areas, shall be maintained in a neat and orderly manner at all times.
2. Buildings and associated equipment shall be sited, designed, and screened as necessary to reduce odor, noise, light, glare, shadowing, privacy, visual, and other conflicts between commercial and residential uses.
3. Landscaping shall be used in addition to other design features to reduce light, privacy, and glare conflicts.
4. Loading and service areas for commercial uses shall be screened from residential uses and shall not be located within residential parking areas or block access ways to residential areas.
5. Noise-generating equipment, including but not limited to refrigeration units, air conditioning, and exhaust fans, shall be located away from residential uses and include noise-reducing screens or insulation.
6. Commercial uses with residential units attached shall provide ventilation systems to prevent odors from adversely affecting residential units.
7. Commercial uses with residential units attached or on the same floor as the commercial uses shall feature a site and building design that ensures adequate separation between residential and non-residential areas and the protection of resident privacy and quiet. This requirement extends to all elements of a project, including but not limited to parking, external and internal building access, floor plan design, and common areas and amenities.

#### B. OUTDOOR DINING ON PRIVATE PROPERTY

1. Outdoor dining on private property shall not encroach onto or overhang public property.
2. Outdoor dining on private property shall be limited to food and/or beverage serving uses only.
3. A minimum unobstructed walkway width of five feet to building entries shall be maintained
4. Parking shall be provided as required by Section 2.6.
5. Approval of a permit shall be required by Section 6.3.3, unless determined exempt pursuant to Section 6.3.2.
6. For outdoor dining on public property, see Section 2.6.5, Right of Way Uses.



## 2.6 AREA-WIDE

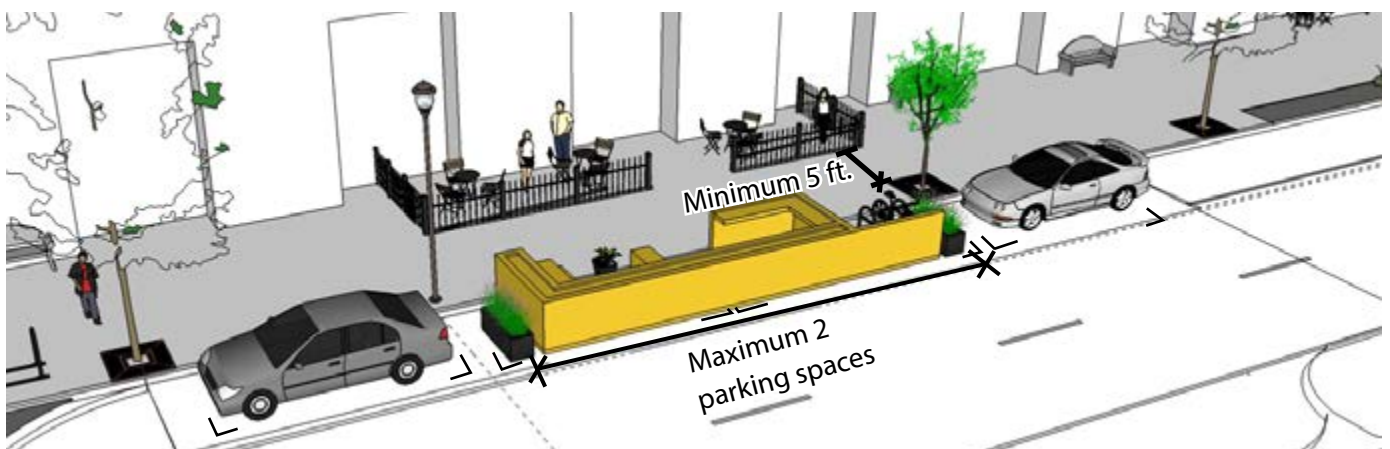
### 2.6.5 RIGHT OF WAY USES

#### Standard

##### A. CURB CAFES

1. Curb cafes are prohibited on Carlsbad Boulevard, Carlsbad Village Drive, Laguna Drive, and any alley.
2. Curb cafes are temporary structures on public streets. The city engineer may require their temporary or permanent removal to accommodate street or other infrastructure improvements or maintenance or to ensure adequate public parking is maintained.
3. The city engineer may require the design of curb cafes to allow for street or other infrastructure improvements or maintenance.
4. No more than four curb cafes may be permitted per street block (see definition in appendix B); however, this maximum may be reduced for the following reasons:
  - a. No curb cafes shall be permitted on any street block that has an on-street public parking occupancy of 85 percent or more based on the most recent City-authorized parking study or other information the city engineer accepts.
  - b. The city engineer may limit the number of curb cafes or deny a curb cafe due to reasons of public health, safety or welfare, such as lack of adequate infrastructure, topography, bike lanes, and proximity to driveways, intersections, and residences.
5. The maximum size of curb cafes shall be limited to two diagonal or parallel parking spaces. Where parking spaces are not demarcated, the two parking space maximum shall still apply and shall be based on dimensional parking standards approved by the city engineer.
6. The maximum length and size of the curb cafe shall generally be restricted to the length of the building/tenant space the curb cafe serves. The curb cafe shall be “most-directly” in front of the business it serves. Accordingly, some curb cafes may be limited to no more than one parking space.

#### Interpretation



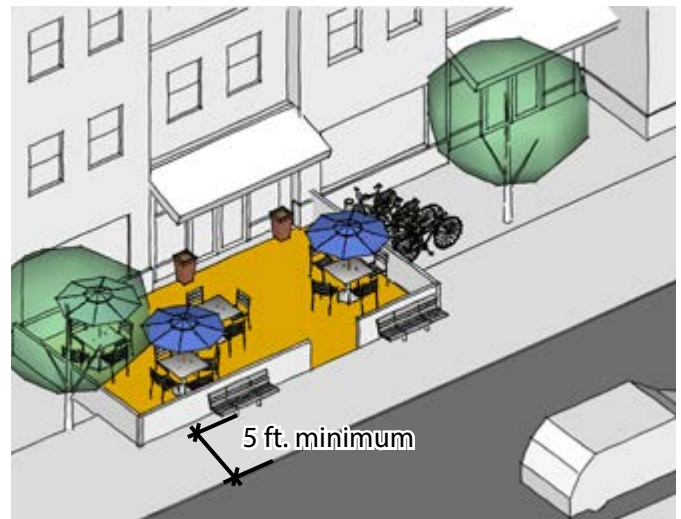
## 2.6 AREA-WIDE

### 2.6.5 RIGHT OF WAY USES

7. A minimum sidewalk width of 5 feet, free of curbs and any obstructions, shall be maintained.
8. An accessible path of travel to the curb cafe shall be provided.
9. Before placement or use of a curb cafe, the following requirements shall be satisfied:
  - a. Approval of a Right-of-way Use Permit and other permits as determined necessary by the city engineer.
  - b. A signed Encroachment Agreement with the city.
  - c. Parking as required by Section 2.6.6.
  - d. Payment of the use fee.
10. No signs, including signs prohibited by CMC Section 21.41.030, or objects that would distract or impair motorists, shall be attached or displayed on any part of the curb café.
11. Curb cafes may be in addition to outdoor dining on private property and sidewalk cafes.

#### B. SIDEWALK CAFES

1. Sidewalk cafes may be in addition to outdoor seating areas on private property and curb cafes.
2. Parking shall be provided as required by Section 2.6.
3. The sidewalk cafe shall be restricted to the frontage(s) of the business it serves and shall not encroach on the frontage of any adjacent business.
4. No signs, including signs prohibited by CMC Section 21.41.030, or objects that would distract or impair motorists, shall be attached or displayed on any part of the sidewalk cafe.
5. A minimum unobstructed walkway width of five feet to building entries shall be maintained.
6. A minimum sidewalk width of 5 feet, free of curbs and any obstructions, shall be maintained.
7. Before placement or use of a sidewalk cafe in the right of way, the following requirements shall be satisfied:
  - a. Approval of a Right-of-way Use Permit and other permits as determined necessary by the city engineer.
  - b. A signed Encroachment Agreement with the city if determined necessary by the city engineer.

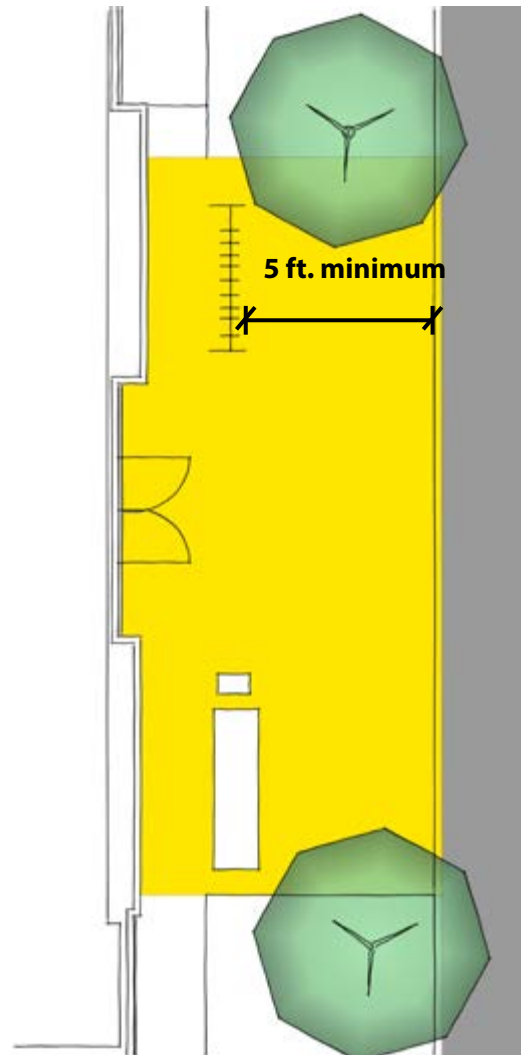


## 2.6 AREA-WIDE

### 2.6.5 RIGHT OF WAY USES

#### C. OUTDOOR DISPLAY

1. One outdoor display may be located outside the walls of the business space it serves and within the public right-of-way.
2. The outdoor display shall be placed outside during business hours only.
3. The outdoor display shall be placed adjacent to and parallel to the subject business. The display shall not be placed adjacent to the street curb, perpendicular to the business, or as part of a curb cafe. The outdoor display shall not encroach upon the frontage of an adjacent business.
4. No signs, including signs prohibited by CMC Section 21.41.030, or objects that would distract or impair motorists, shall be attached or displayed on any part of the outdoor display.
5. A minimum unobstructed walkway width of 5 feet to building entries shall be maintained.
6. A minimum sidewalk width of 5 feet, free of curbs and any obstructions, shall be maintained.
7. Before placement or use of an outdoor display in the right of way, a Right-of-way Use Permit must be approved by the city engineer.



## 2.6 AREA-WIDE

### 2.6.6 PARKING

#### A. PARKING SPACES REQUIRED

1. For residential uses, required parking spaces shall be provided on-site. For non-residential uses, including non-residential uses in a mixed-use format, required parking may be provided on-site and/or off-site according to the provisions of this section.
2. Parking spaces shall be provided per Table 2-3.
3. Parking requirement calculations resulting in a fraction shall be rounded up to the next whole number if the fraction is higher than 0.5 or rounded down if the fraction is 0.5 or below.
4. References to spaces per square foot (sf) are to be computed on the basis of gross floor area, unless otherwise specified.

**Table 2-3, Parking Requirements**

<b>RESIDENTIAL</b>	
<b>GENERAL USE</b>	<b>PARKING REQUIREMENT</b>
Accessory Dwelling Unit	<ul style="list-style-type: none"> <li>• One space, in addition to the parking requirement for the primary use (single, one-family dwelling).</li> <li>• Tandem parking is permitted.</li> <li>• Parking exceptions exist for accessory dwelling units. Refer to CMC Section 21.10.030 D.10.s</li> </ul>
One-family and Two-family Dwellings	Two spaces per dwelling. Spaces shall be garaged. Tandem parking is permitted.
Multiple-family Dwellings (except as noted, there is no distinction between condominiums and apartments)	
Studio and one bedroom units	One space per unit. For condominiums, the space must be covered.
Units with two or more bedrooms (all districts except BP and BC)	One and a half spaces per unit. For condominiums, one space must be covered. Tandem parking is permitted.
Units with two or more bedrooms (BP and BC only)	Two spaces per unit. For condominiums, one space must be covered. Tandem parking is permitted.
Visitor parking (applies in the BP and BC districts only)	<ul style="list-style-type: none"> <li>• Projects with 10 or fewer units: 0.30 space per unit</li> <li>• Projects with 11 or more units: 0.25 space per unit</li> </ul>
Housing for Senior Citizens	Same as multiple-family dwellings plus one space for an onsite manager's unit (when provided).
Live/Work Unit	One additional space above residential use requirement (per unit).
Managed Living Unit	0.50 parking space per unit
Mixed-Use	<ul style="list-style-type: none"> <li>• The residential use shall meet the multiple-family dwelling parking requirement.</li> <li>• The non-residential use shall meet the parking requirement specified for the applicable use in this table.</li> </ul>
Professional Care Facility	0.45 parking space per every bed.
Residential Care Facility	Two spaces, plus one space per every three beds.

**Table 2-3, Parking Requirements (Continued)**

<b>OFFICE</b>	
<b>GENERAL USE</b>	<b>PARKING REQUIREMENT</b>
Business and Professional Office	One space per 415 square feet
Medical Office	One space per 355 square feet

<b>LODGING</b>	
<b>GENERAL USE</b>	<b>PARKING REQUIREMENT</b>
Bed and Breakfast Inn	Two spaces for owner’s unit (one covered) plus one space per guest room
Hotel/Motel	One space per guest room
Timeshare Project	One space per guest room

<b>RETAIL</b>	
<b>GENERAL USE</b>	<b>PARKING REQUIREMENT</b>
Brewery/Distillery/Winery	<ul style="list-style-type: none"> <li>• If incidental to a restaurant use, one space per 415 square feet</li> <li>• If sole use, one space per 150 square feet for the tasting room and one space per 415 square feet for all other uses (e.g. production, storage, and retail sales).</li> </ul>
Business/Professional Services	One space per 415 square feet
Convenience Store	One space per 240 square feet
Financial Institution (e.g., bank)	One space per 355 square feet
Furniture and Appliance Sales	One space per 715 square feet
Personal Services	One space per 415 square feet
Restaurant (with or without entertainment)	One space per 170 square feet
Restaurant, Delicatessen	One space per 300 square feet
Restaurant, Fast Food	One space per 240 square feet
Restaurant, Limited Take-Out Service	One space per 300 square feet
Outdoor Dining on Private Property (accessory to a permitted restaurant use)	<ul style="list-style-type: none"> <li>• No parking requirement if outdoor seating area is equal to or less than the indoor seating area.</li> <li>• For any outdoor seating area that exceeds the indoor seating area, parking shall be based on the applicable restaurant rate, for the excess area.</li> </ul>
Retail/Commercial Business	One space per 415 square feet

**Table 2-3, Parking Requirements (Continued)**

<b>CIVIC</b>	
<b>GENERAL USE</b>	<b>PARKING REQUIREMENT</b>
Cultural Facility	One space per 595 square feet

<b>EDUCATION</b>	
<b>GENERAL USE</b>	<b>PARKING REQUIREMENT</b>
Child Day Care Center	One space per employee plus a minimum of one space per ten children.
Education Facility, Other	One space per 240 square feet

<b>OTHER</b>	
<b>GENERAL USE</b>	<b>PARKING REQUIREMENT</b>
Athletic and Health Clubs, Gymnasium, and Physical Conditioning Business	<ul style="list-style-type: none"> <li>One space per 240 square feet</li> </ul>
Automotive Service and Gasoline Station	<ul style="list-style-type: none"> <li>Up to three bays: four spaces</li> <li>Four or more bays: four spaces plus two spaces per bay in excess of three.</li> <li>Work bays do not count as parking spaces.</li> <li>If no work bays, one space per 355 sf, excluding gas pumps.</li> </ul>
Public assembly (e.g., place of worship, cinema, theater)	One space per each five seats or one space per 120 square feet of assembly area, whichever is greater.
Right of Way Uses	
Curb café or sidewalk café	<ul style="list-style-type: none"> <li>For a curb café or sidewalk café, no parking required.</li> <li>For a curb café <u>and</u> sidewalk café, parking shall be required based on the greater of the two seating areas and the applicable restaurant rate. If equal in area, the parking required shall be based on only one of the café uses.</li> </ul>
Outdoor display	No parking requirement

## 2.6 AREA-WIDE

### 2.6.6 PARKING

#### B. PARKING OPTIONS

1. Providing required parking on-site is not the only way to meet the Village and Barrio Master Plan’s parking requirements. Table 2-4 lists parking options that may satisfy a portion or all of a project’s parking requirements and/or that may help further city sustainability or mobility objectives.
2. A request for a parking option or options shall require the filing of a permit pursuant to Section 6.3 and approval of the appropriate decision-making authority. The request shall be accompanied by plans and information as necessary to demonstrate the appropriateness and feasibility of the parking option and as determined by the city.

**Table 2-4,** Parking Options

OPTION	DESCRIPTION/REQUIREMENTS
<b>AVAILABLE TO RESIDENTIAL AND NON-RESIDENTIAL USES</b>	
Mobility Alternatives	Based on an applicant-prepared parking study or other information, reductions to parking requirements may be implemented. This may include reductions for the implementation of Transportation Demand Management (TDM) measures, shuttles, ride share programs, or other programs or measures that will reduce parking demand and incentivize alternatives to driving.
On-site Parking Alternatives	All development may be allowed to use creative parking alternatives such as parking lifts and/or elevators on a case-by-case basis.
Standards Modification	See Section 2.6.7.

Table 2-4, Parking Options (Continued)

OPTION	DESCRIPTION/REQUIREMENTS
<b>AVAILABLE TO NON-RESIDENTIAL USES</b>	
Common parking facilities	Two or more uses may satisfy parking requirements through common parking facilities according to CMC Section 21.44.090, with the exception that such facilities must be within a quarter mile of the uses they serve and must not be located within the BP or BC districts.
Converting uses (buildings existing as of the Master Plan's adoption date)	Building space may be converted from one use to another without additional parking, provided, both uses have the same parking requirements set forth within Section 2.6.6. If the new use has a higher parking requirement than the existing use, 50 percent of the additional parking based on the higher parking requirement shall be provided.
New on-street public parking	<p>The creation of two on-street public parking spaces along the frontage of the subject property may result in the reduction of one on-site required parking space, subject to the city engineer's approval and the following stipulations:</p> <ol style="list-style-type: none"> <li>1. The on-street spaces must be located within the boundaries of the Village and Barrio Master Plan, and may not be located within the BP or BC districts.</li> <li>2. The on-street spaces must not be located where they would interfere with planned or needed improvements.</li> <li>3. The on-street spaces shall be public and shall not be reserved or designated for any particular use.</li> </ol>

**Table 2-4, Parking Options (Continued)**

OPTION	DESCRIPTION/REQUIREMENTS
<b>AVAILABLE TO NON-RESIDENTIAL USES</b>	
Parking In-Lieu Fee Program	<p>Up to 100 percent of the parking requirement may be satisfied through participation in the Parking In-Lieu Fee Program. Figure 2-3 shows the Master Plan areas eligible to participate in the program. Participation is subject to the following requirements and findings.</p> <ol style="list-style-type: none"> <li>1. Requirements               <ol style="list-style-type: none"> <li>a. The Parking In-Lieu Fee Program shall be applicable only to non-residential uses in specific areas east of the railroad corridor.</li> <li>b. Only non-residential uses in the VC District (east of the railroad tracks only) and in the VG, FC and PT districts are eligible to participate in the Parking In-Lieu Program. Uses in the VBO, HOSP, BP, and BC districts are not eligible to participate.</li> <li>c. The average parking occupancy of off-street public parking spaces within a quarter mile radius of the property boundaries of the use requesting to pay the In-Lieu Fee shall be under 85 percent based on the most recent city-authorized parking study or other information determined acceptable by the city planner.</li> <li>d. The In-Lieu payment shall always be made for a whole parking space.</li> <li>e. Fee payment shall not result in a reserved parking space or spaces.</li> </ol> </li> <li>2. Findings. No permit will be issued with approval in the In-Lieu Fee Program unless the decision-making authority finds that:               <ol style="list-style-type: none"> <li>f. The use complies with the program’s participation restrictions;</li> <li>g. Adequate off-street public parking is available to accommodate the project’s parking demand, based on the most recent city-authorized parking study or other information; and</li> <li>h. The In-Lieu Fee Program has not been suspended or terminated by City Council.</li> </ol> </li> </ol>
Shared and Leased Parking (Joint use of off-street parking facilities)	Two or more uses with different peak parking demands (e.g., a bank and theater) may jointly share off-street parking facilities according to CMC Section 21.44.080, with the exception that such off-street parking facilities must be within a quarter mile of the uses they serve and must not be located within the BP or BC districts.
Substitution of Car Parking with Bicycle Parking	New and existing uses with at least five required or existing off-street parking spaces may convert or substitute a minimum of one vehicle space and up to one space for every 10 vehicle spaces to unrequired additional bicycle parking as long as the spaces are conveniently located near the entrance, yield at least six bicycle parking spaces per parking space, and comply with the requirements of the city engineer.

**Table 2-4, Parking Options (Continued)**

OPTION	DESCRIPTION/REQUIREMENTS
<b>AVAILABLE TO NON-RESIDENTIAL USES</b>	
Valet Parking	Valet parking for a use or uses may be implemented upon approval of a valet parking plan. The plan shall describe the benefitting business(es), valet operations, loading zone and queuing specifics, storage lot location and capacity, parking method, valet service impacts to the circulation network and other parking, and other information as determined by the city.
<b>AVAILABLE TO RESIDENTIAL USES ONLY</b>	
Affordable Housing	Parking reductions for affordable housing permitted by CMC Section 21.53.120, CMC Chapter 21.86, or state law.

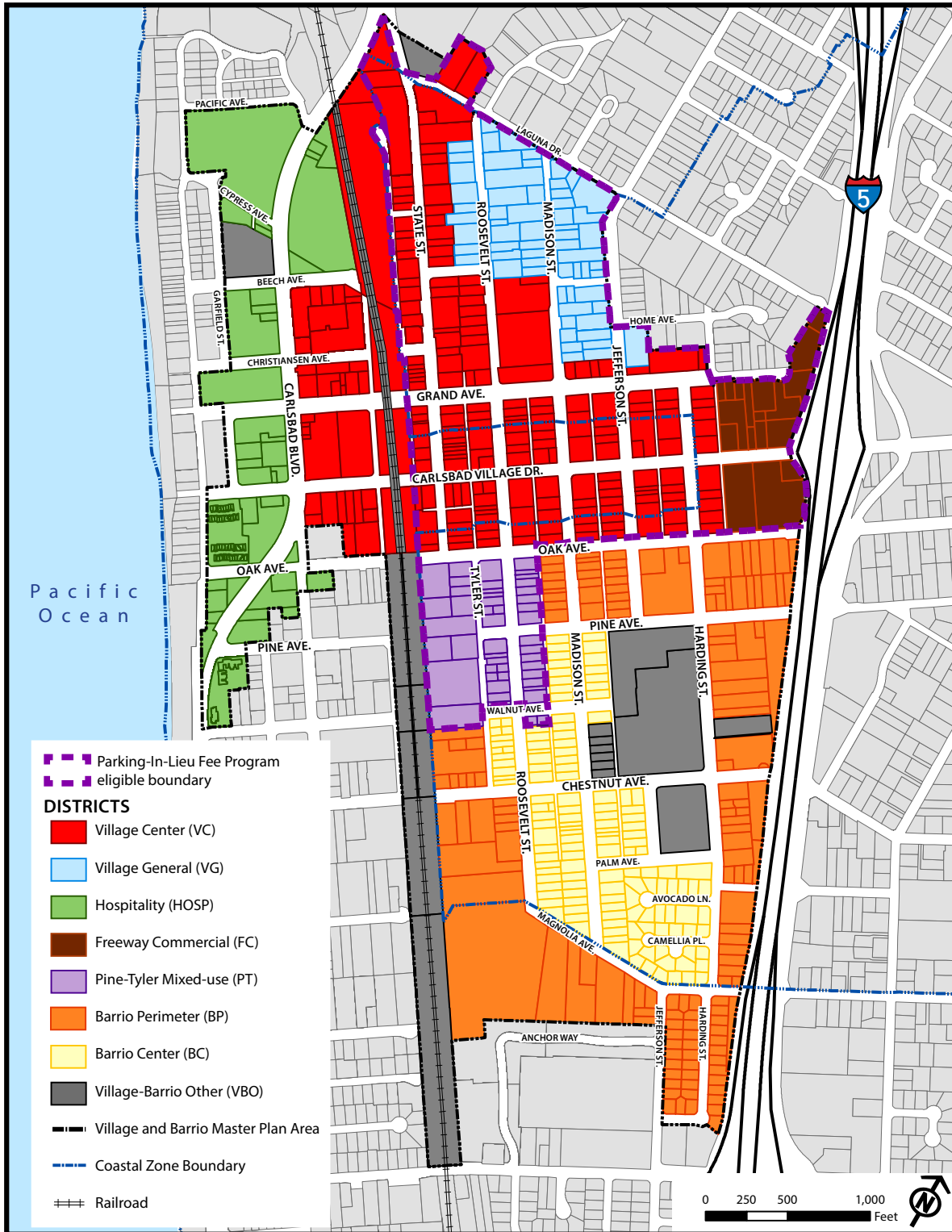


Figure 2-3, Parking-In-Lieu Fee Program Map

## 2.6 AREA-WIDE

### 2.6.7 STANDARDS MODIFICATION

#### A. INTENT

A modification to a development standard or standards may be permitted by the decision-making authority in all districts. However, a standards modification is permitted only if a project applicant can prove it is necessary to achieve one or more of the limited purposes outlined in this section.

Standards modifications are different from variances (CMC Chapter 21.50). Variances modify development regulations only and are based on very specific findings that document the presence of a hardship, difficulty and/or other circumstance.

Through discretionary approvals, standards modifications may include but are not limited to:

1. Density
2. Building coverage
3. Parking
4. Building setbacks
5. Building height

A standards modification may involve one or more development standards.

#### B. PURPOSE

Standards modifications are permitted only for the following purposes:

1. To provide housing affordable to low and/or moderate income households; or
2. To construct residential development at densities at the minimum set forth for the applicable land use district; or
3. To enable a significant public benefit as determined by the decision-making authority. A significant public benefit may include, but is not limited to, one or more of the following:
  - a. Exceeding minimum Climate Action Plan (CAP) consistency requirements;
  - b. Exceeding local energy efficiency requirements and/or renewable energy requirements;
  - c. Exceeding local vehicle supply-equipped parking requirements;
  - d. Reducing vehicle miles traveled (VMT);
  - e. Implementing programs that encourage employees to carpool or ride transit;
  - f. Implementing an important public amenity or infrastructure component of the Master Plan; and
  - g. Advancing other benefits as determined by the decision-making authority; or
4. To enable superior building design; or
5. To protect or accommodate a designated or potential historic resource as defined in California Environmental Quality Act Guidelines Section 15064.5; or
6. To recognize an established building or site character that is unique and desirable to maintain.

## 2.6 AREA-WIDE

### 2.6.7 STANDARDS MODIFICATION

#### C. FINDINGS

To grant a standards modification, the decision-making authority shall make the following findings. These findings are in addition to any other findings required to approve a project.

1. The applicant has provided acceptable evidence to demonstrate the need for the standards modification and there is no other way to reasonably achieve one or more of the purposes outlined in Section 2.6.7.B without the modification.
2. The standards modification is consistent with the goals and objectives of the Master Plan and the vision and intent of the applicable district.
3. (If applicable) The decision-making authority has determined the project provides a significant public benefit that warrants the granting of the standards modification.

## 2.6 AREA-WIDE

### 2.6.8 CONDITIONAL USE PERMIT AND MINOR CONDITIONAL USE PERMIT SPECIAL REGULATIONS

#### A. BED AND BREAKFAST USES

1. All proposed bed and breakfasts shall be located within a structure that incorporates or reflects elements of the city's cultural, social, or architectural history; or that features a unique design or other defining characteristic.
2. A resident manager or owner must live at and be involved in the daily operation of the facility. Documents pertaining to the operation and maintenance of such facility shall be submitted for staff approval prior to building permit issuance.
3. All bed and breakfast uses shall contain no less than three and no more than eight individually decorated guest rooms. A common room shall be available for social interaction.
4. If meals are served other than for guests staying at the facility, then the use shall be subject to the requirements of the Master Plan for the establishment of a restaurant, including parking requirements. Bed and breakfast uses in the BP and BC districts shall be permitted to serve meals only to guests.
5. Exterior lighting shall be designed to limit direct light glare outside of the project site.
6. No kitchens or other cooking facilities in the guest rooms.
7. Occupancy of guest units shall be limited to seven days.
8. The application for a conditional use permit shall include the submittal of an architectural theme, colored elevations and site plan for review.

## 2.6 AREA-WIDE

### 2.6.8 CONDITIONAL USE PERMIT AND MINOR CONDITIONAL USE PERMIT SPECIAL REGULATIONS

#### B. BREWERIES

1. Deliveries of materials and supplies shall not occur during hours that would negatively impact residents within the vicinity of the brewery's location.
2. By-products or waste from production shall be removed within 24 hours and properly disposed of off the property.
3. Fermentation tanks shall be located indoors and installed with a filter to reduce the odor emanating from the brewery site.

#### C. DISTILLERIES

1. Deliveries of materials and supplies should not occur during hours that would negatively impact residents within the vicinity of the distillery's location.
2. By-products or waste from the production of distilled liquor shall be removed within 24 hours and properly disposed of off the property.
3. Fermentation tanks shall be located indoors and installed with a filter to reduce the odor emanating from the distillery site.
4. Any on-sale distillery business shall be operated in conjunction with a bona fide eating establishment and shall comply with all Type-74 ABC License requirements.
5. Each customer may attend a maximum of one instructional tasting per day.
6. Hours of operation for on-sale distillery businesses shall be determined through the conditional use permit process.
7. Notwithstanding the above, for a distillery located within 250 feet as measured in a straight line extended from the nearest property line of a youth facility or child care center, a tasting room shall not be open for business earlier than 6:00 p.m. on weekdays.

## 2.6 AREA-WIDE

### 2.6.8 CONDITIONAL USE PERMIT AND MINOR CONDITIONAL USE PERMIT SPECIAL REGULATIONS

#### D. LIVE/WORK UNIT

1. The commercial component of live/work units is intended for professional office and artisan uses only. Artisan uses include the creation or assembly of art, crafts, graphic design, photography or similar handcrafted products for display and/or sale. On-site business activities may include the display and sale of those hand-crafted goods.
2. The residential and the commercial space must be occupied by the same household, and no portion of the live/work unit may be rented or sold separately.
3. The live/work unit shall be in a structure that has been designed or structurally modified to accommodate joint residential occupancy and work activity.
4. Internal access between the residential and commercial spaces shall be provided.
5. The commercial component shall be on the ground-floor facing and oriented toward the street or sidewalk to allow pedestrian exposure and direct access to the work space. The residential portion of the live/work unit shall be on the upper levels or behind the commercial use.
6. The external access for the commercial component shall be oriented to the street, shall be on the ground level, and should have at least one external entrance/exit separate from the living space.
7. The commercial component shall be restricted to the unit and shall not be conducted in the yard, garage or any accessory structure.
8. Access to the commercial component of each live/work unit shall be clearly separate from the common walkways or entrances to the other residential units within the development or other residential units in adjacent developments.
9. The commercial component shall contain an active use and shall not be used exclusively for storage or warehousing.

## 2.6 AREA-WIDE

### 2.6.8 CONDITIONAL USE PERMIT AND MINOR CONDITIONAL USE PERMIT SPECIAL REGULATIONS

#### E. MANAGED LIVING UNITS

1. Within managed living unit projects, all units shall have a floor area of at least 150 square feet and no more than 350 square feet with a maximum of two persons per unit.
2. For California Building Code compliance, the minimum floor area for a unit occupied by one person shall be 150 square feet. For a unit occupied by two persons, the minimum floor area shall be 220 square feet.
3. Managed living unit projects shall comply with the Americans with Disabilities Act and the California Building Code as applicable.
4. Each unit shall contain a partial kitchen with microwave, refrigerator, sink with garbage disposal, and countertop.
5. Each unit shall contain a private toilet in an enclosed compartment with a door. If private bathing facilities are not provided for each unit, shared shower or bathtub facilities should be provided at a ratio of one for every seven units or fraction thereof. The shared shower or bathtub facility should be on the same floor as the units it is intended to serve and should be accessible from a common area or hallway. Each shared shower or bathtub facility shall be provided with an interior lockable door.
6. Each unit shall have adequate and designated storage, including a clothes closet within the unit.
7. Common trash and recycling facilities convenient for tenants shall be provided.
8. Common laundry facilities shall be provided with a minimum one washer and one dryer for every 25 units or fraction thereof.
9. Interior common areas, useful and convenient for tenants, shall be provided. The amount of interior common areas shall be no less than 20 square feet per unit with at least 200 square feet per project. Common areas exclude hallways and walkways, stairs, entry lobbies, and utility areas for laundry and trash/recycling.
10. Managed living unit projects of at least 16 units shall include a manager's unit not subject to any floor area limitations. The manager's unit shall have designated parking, a full bathroom, kitchen with stove, and laundry facilities.
11. One secured and covered bicycle space shall be provided for each of the first 10 units. Thereafter, one secured and covered bicycle space shall be provided for every 10 units or fraction thereof, excluding the manager's unit.

## 2.6 AREA-WIDE

### 2.6.8 CONDITIONAL USE PERMIT AND MINOR CONDITIONAL USE PERMIT SPECIAL REGULATIONS

12. A management plan shall be submitted for review and approval by the City Planner prior to occupancy and in compliance with any conditions of approval. A management plan typically includes the following items although additional or other items may also be required:
  - a. Management policies and operational procedures;
  - b. A security program for the building and all internal areas, parking areas, and grounds. The security program shall feature a comprehensive video monitoring system and secured entrances and exits;
  - c. Tenant selection procedures to ensure fair and equal access to housing;
  - d. Tenant rights;
  - e. Tenant and guest rules and regulations;
  - f. Rental rate policy regarding rent levels, collection of rent and rent increases;
  - g. Security deposit policy and procedure;
  - h. Maintenance plans, including custodial care, for the building, parking areas, and grounds;
  - i. Emergency procedures.

#### F. WINERIES

1. Deliveries of materials and supplies should not occur during hours that would negatively impact residents within the vicinity of the winery's location.
2. Refuse, including grape stems, shall be removed from the winery site within 24 hours of the de-stemming process.
3. Fermentation tanks shall be located indoors and installed with a filter to reduce the odor emanating from the winery site.

## 2.7 Supplemental District Standards

### 2.7.1 Village Center (VC)

The Village Center District, comprised of unique mixed-use development, is the heart of downtown Carlsbad. The District functions as a strong retailing and financial service center serving city residents as well as tourists and regional visitors. The intent of development standards for this district is to reinforce the pedestrian shopping and dining environment, encourage mutually supportive uses and provide a major activity focus for the Carlsbad Village and the city as a whole. Retail shopping continuity, local serving shops and restaurants, as well as facilities and services for travelers in the coastal zone are emphasized.

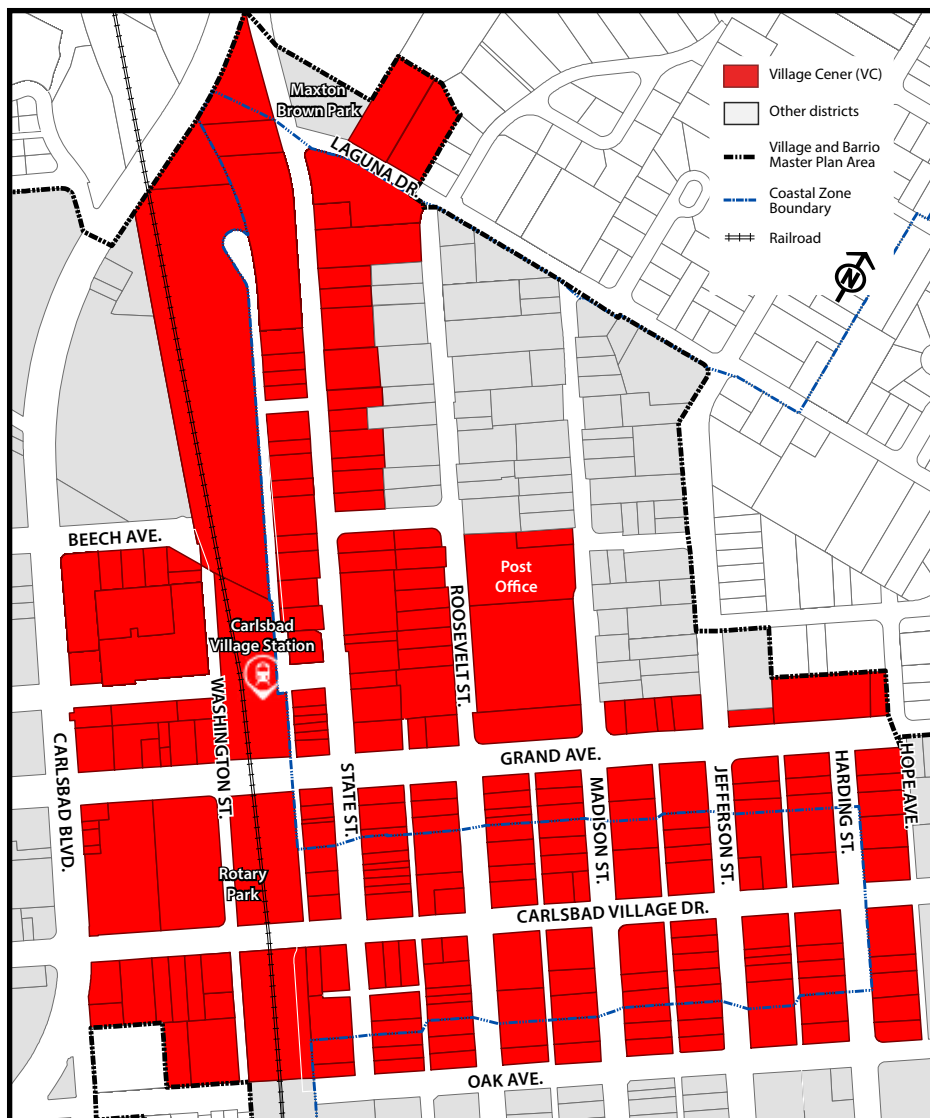


Figure 2-4 Village Center District Map

## 2.7.1 VILLAGE CENTER

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### Interpretation

##### A. SETBACKS

1. Front/Corner: Minimum of 0 feet; maximum of 5 feet to building (at the ground floor). Additional depth permitted where area includes a plaza, courtyard, or outdoor dining. Additional depth is also permitted to accommodate electrical transformers, utility connections, meter pedestals, and similar equipment only if other locations are infeasible as determined by the decision-maker.
2. Side: 0 feet
3. Rear: 0 feet

**B. LOT SIZE AND DIMENSION** — Not applicable.

**C. LOT COVERAGE** — Not applicable.

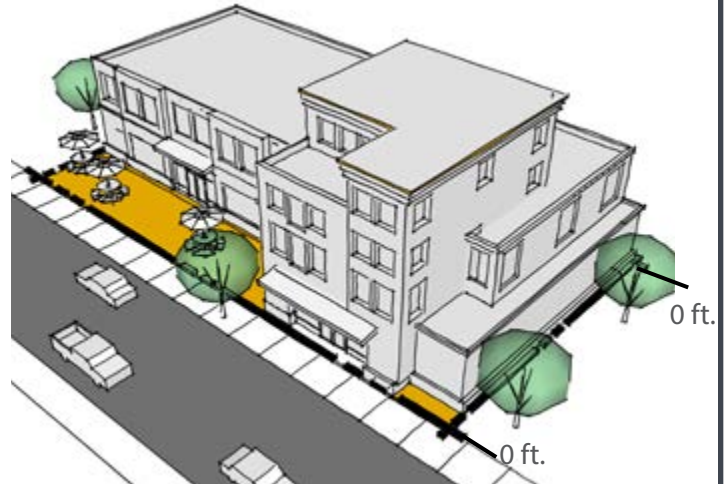
##### D. DENSITY

1. 28 minimum and 35 maximum dwelling units per acre

##### E. OPEN SPACE

1. Public Space
  - a. A plaza, a minimum 500 square feet or 7.5 percent of lot area, whichever is less (exclusive of right of way), with street furnishings, landscaping, accent trees, and lighting shall be provided at each corner located at the following intersections: Carlsbad Village Drive and Carlsbad Boulevard, Carlsbad Village Drive and State Street, State Street and Grand Avenue, and Carlsbad Village Drive and Harding Street. No vehicle access aisles or parking is permitted in this area.

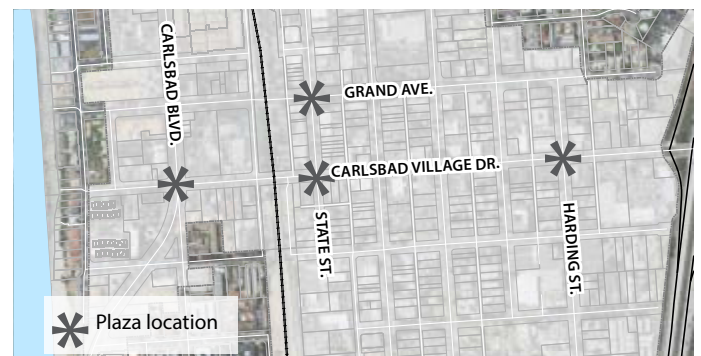
##### Front, Side, and Rear Setbacks



##### Public Space



##### Public Space Plaza Locations



## 2.7.1 VILLAGE CENTER

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

This area shall also remain unobstructed to the sky except for limited protrusions that contribute to building architecture or street vibrancy, such as awnings, architectural features, upper floor balconies, and other non-habitable space. Not more than 50 square feet of such protrusions shall project over the required plaza area.

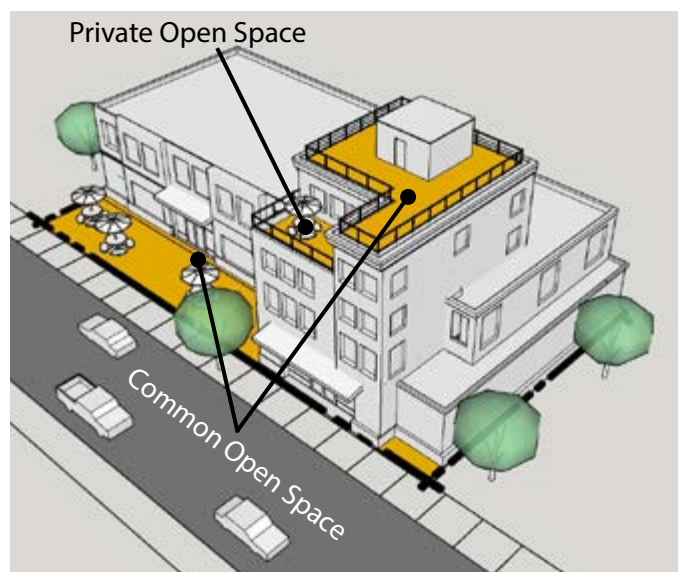
2. Residential Private Open Space
  - a. Private open space shall be provided at a minimum of 60 square feet per unit with a minimum dimension of 6 feet in any direction. This requirement may be satisfied by more than one private open space area.
3. Residential Common Open Space
  - a. Residential Common Open Space shall be provided for projects with more than 10 units.
  - b. Common open space shall be provided at a minimum of 15 square feet per unit with a minimum dimension of 10 feet in any direction.
  - c. Common open space shall be purposefully designed as active or passive recreational facilities.
  - d. Rooftop open space may satisfy this requirement, provided it is available for use by all residents.

#### F. SERVICE AND DELIVERY AREAS

1. Service and loading shall be conducted using alley access where the condition exists.

#### Interpretation

##### Residential Private and Common Open Space



## 2.7.1 VILLAGE CENTER

### SUPPLEMENTAL DISTRICT STANDARDS

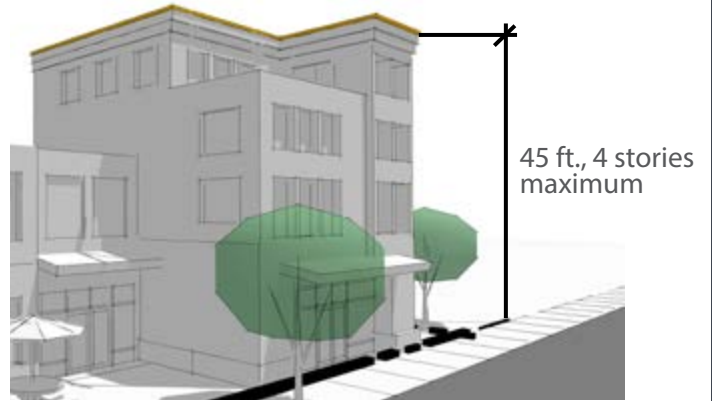
#### Standard

#### G. BUILDING HEIGHT

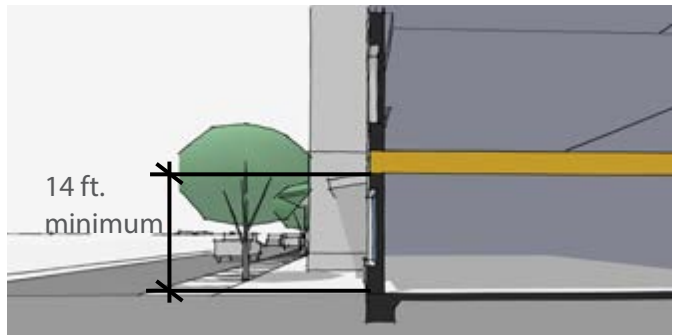
1. Maximum 45 feet and 4 stories
2. Ground floor plate height: Minimum 14 feet. This height shall be measured from the finished floor to the top plate of the ground floor or, where there is no "plate", to the bottom of the floor structure of the second floor. This standard shall apply only to the ground floor street frontage uses permitted within the boundaries of the use restriction area identified on Figure 2-2.
3. If a 4-Story building is proposed:
  - a. A maximum of 30 percent of the fourth story street facing façade can have a 0 foot setback (as measured from the property line). The remaining 70 percent shall be set back a minimum of 10 feet (as measured from the property line).
  - b. The total square footage of enclosed fourth floor space shall not exceed 80 percent of the third floor footprint.

#### Interpretation

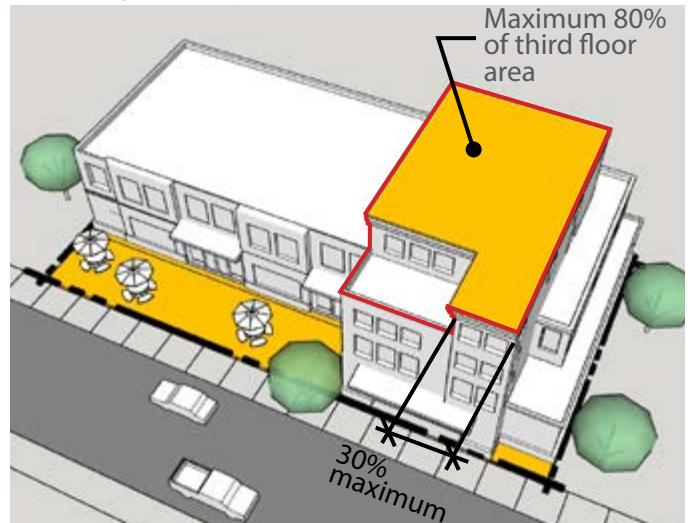
##### Maximum Building Height



##### Minimum Ground Floor Plate Height



##### Four-Story Buildings



## 2.7.1 VILLAGE CENTER

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

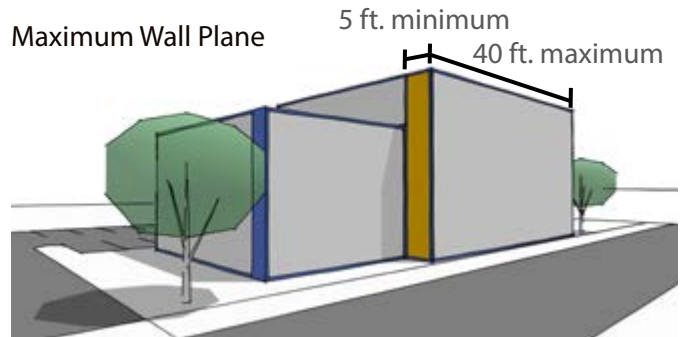
#### Interpretation

#### H. BUILDING MASSING

1. Maximum wall plane and roofline: No building façade visible from any public street (excluding alleys) shall extend more than 40 feet in length without a 5 foot minimum variation in the wall plane, as well as, a change in roofline.

#### I. GROUND FLOOR STREET FRONTAGE USES

1. New ground floor street frontage uses permitted within the boundaries of the use restriction area identified on Figure 2-2 shall occupy more than one-half of the habitable space developed on the ground floor and shall span at least 80 percent of the building frontage.
2. Up to 20 percent of a building frontage may be used for a lobby or entryway to uses above or behind ground floor street frontage uses.



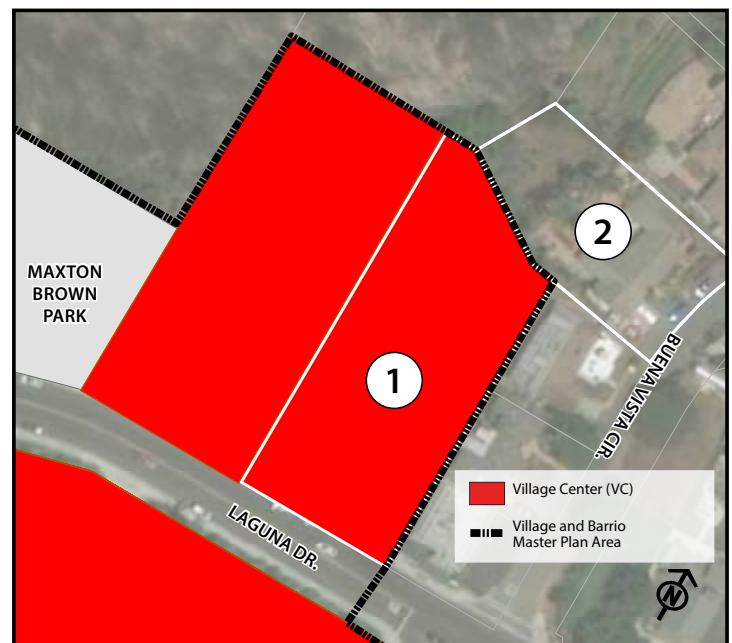
Roofline Variation



## 2.7.1 VILLAGE CENTER SUPPLEMENTAL DISTRICT STANDARDS

### J. GOOD NEIGHBOR

1. In the Village Center District, a parcel north of Laguna Drive and west of Buena Vista Circle (Assessor's Parcel Number 155-221-12, see "1" in Figure 2-5) shares a common boundary with property on Buena Vista Circle zoned "R-1-10,000" for single-family use (Assessor's Parcel Number 155-221-01 see "2" in Figure 2-5). Development of this Village Center District parcel shall follow the requirements below:
  - a. Development shall be set back 10 feet minimum from the property line shared with the R-1-10,000 parcel.
  - b. Those portions of a structure over 35 feet tall shall be setback a minimum of 20 feet from the shared property line.
  - c. Those portions of a structure over 40 feet tall shall be setback a minimum of 30 feet from the shared property line.
  - d. Loading docks, service areas, repair yards, noise and odor generating operations, and ground-mounted mechanical equipment are not permitted within 20 feet of the shared property line. In addition, any use described above shall provide a six (6) foot masonry sound wall and a minimum five (5) foot landscaped setback along that property line.
2. Figure 2-5 also shows the two parcels in the Village Center District bordering Buena Vista Lagoon, a state ecological reserve. Development of these parcels shall comply with the Carlsbad Habitat Management Plan and other applicable requirements, such as slope protection and coastal access.



**Figure 2-5,** Parcels Adjacent to R-1-10,000 and Buena Vista Lagoon Map

## 2.7.1 VILLAGE CENTER

### SUPPLEMENTAL DISTRICT STANDARDS

#### K. RAILROAD CORRIDOR

The Village Center district contains portions of the North County Transit District (NCTD) railroad corridor and its right-of-way (see Figure 2-6).

1. The primary use of the railroad corridor shall be for transportation facilities and improvements that provide rail and transit services and support facilities, as determined by NCTD. Accordingly, land uses in the railroad corridor are subject to CMC Chapter 21.100, Transportation Corridor.
2. In addition, the permitted and conditionally permitted uses allowed in the Village Center District, as set forth in Table 2-1, Permitted Uses, shall also be allowed on the properties located within the corresponding portions of the railroad corridor.
3. All non-transit related development or uses shall comply with all regulations and procedures set forth within this Master Plan, including obtaining a Coastal Development Permit. To approve any permit for a non-transit related development or use, the appropriate decision-making authority must be able to make all of the following findings:
  - a. The NCTD Board, or other appropriate transit agency, has declared the site of the proposed development to be surplus or excess right-of-way and not required for the purposes of constructing and/or providing transit facilities, services or amenities;
  - b. The development is consistent with the Master Plan, including its vision, goals and policies, standards and guidelines, and provisions related to mobility and public access;
  - c. The development shall incorporate and/or demonstrate support for transit related uses within the railroad corridor, including but not limited to parking.
4. All future development adjacent to or near North County Transit District's Right-of-Way shall be planned with consideration given to the safety of the rail corridor. This consideration will be given at the project-specific level and a determination will be made at that time as to whether or not any additional safety, noise, or vibration mitigation measures are required as a result of the proposed development.

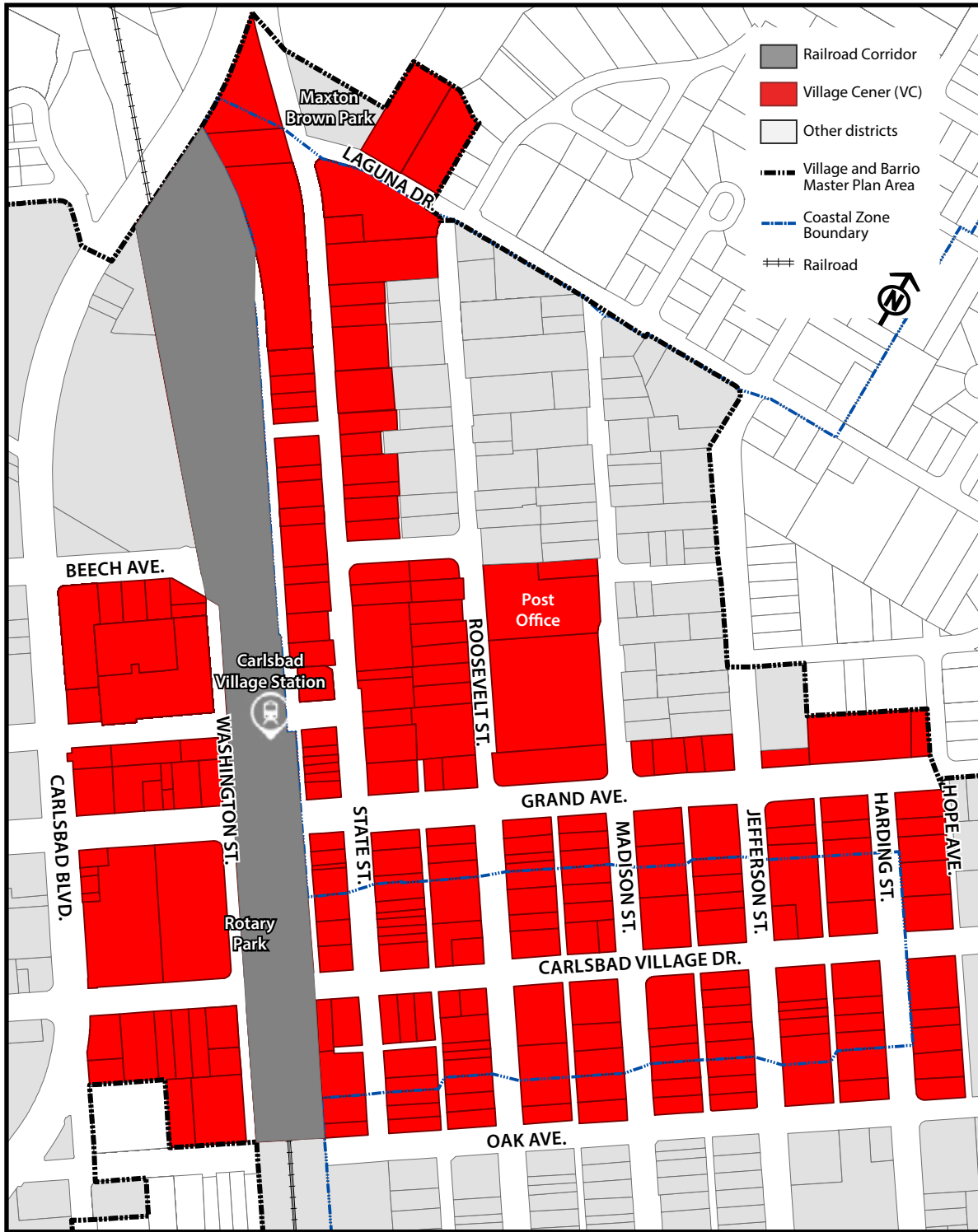


Figure 2-6, Village Center Railroad Corridor

### 2.7.2 Village General (VG)

The Village General district serves as a buffer and transition area between the neighboring Village Center District and surrounding residential neighborhoods. Existing uses in this district are primarily stand-alone office and residential with a limited retail presence. Opportunity exists for Village commercial uses to expand into this district. Setbacks in the Village General district are slightly larger and allowed density is reduced from the Village Center requirements.

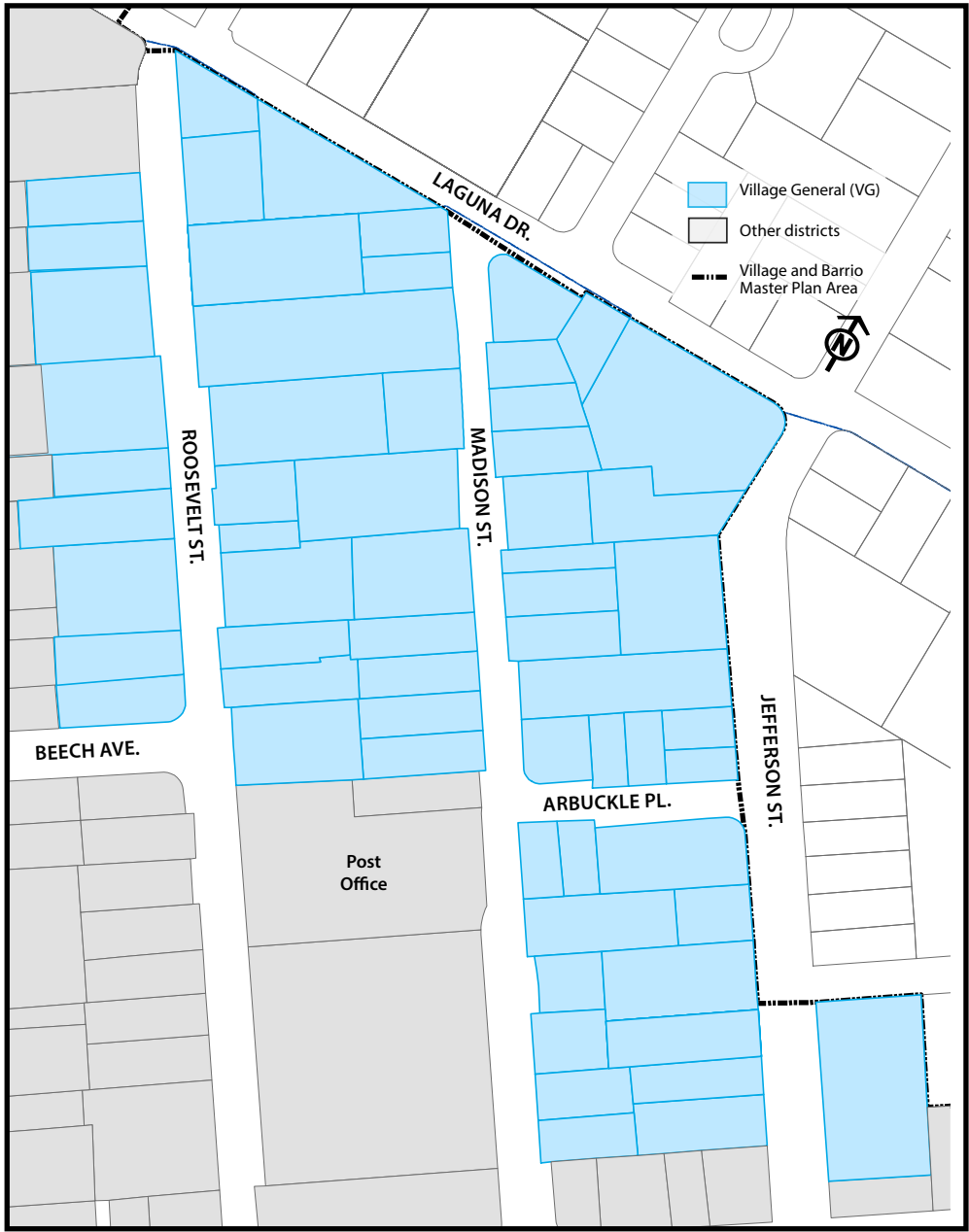


Figure 2-7, Village General District Map

## 2.7.2 VILLAGE GENERAL

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### Interpretation

##### A. SETBACKS

1. Front/Corner: Minimum of 5 feet; maximum of 10 feet to building. Additional depth permitted where area includes a plaza, courtyard, or outdoor dining. Additional depth is also permitted to accommodate electrical transformers, utility connections, meter pedestals, and similar equipment only if other locations are infeasible as determined by the decision-maker.
  - a. Awnings, canopies, upper floor balconies, plazas, courtyards, and outdoor dining are permitted to encroach within the setback up to the property line.
  - b. Minimum 10 foot landscape setback where surface parking areas are located adjacent to a public street.
2. Side: Minimum of 5 feet
3. Rear: Minimum of 10 feet

##### B. LOT SIZE AND DIMENSION — Not applicable.

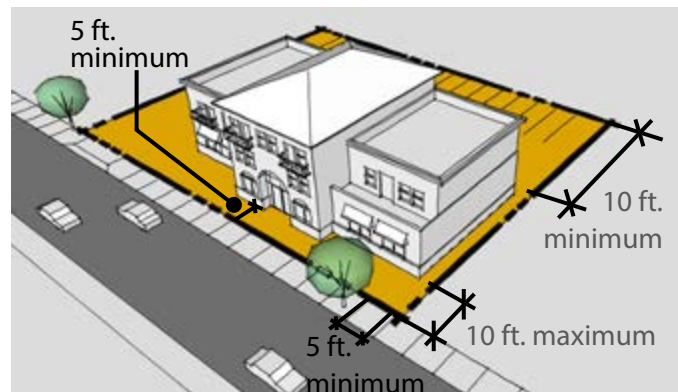
##### C. LOT COVERAGE

1. 80 percent.

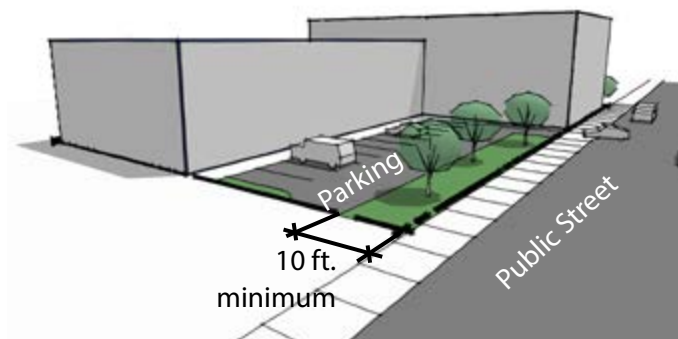
##### D. DENSITY

1. 18 minimum and 23 maximum dwelling units per acre

Front, Side, and Rear Setbacks



Landscape Parking Setback



## 2.7.2 VILLAGE GENERAL

### SUPPLEMENTAL DISTRICT STANDARDS

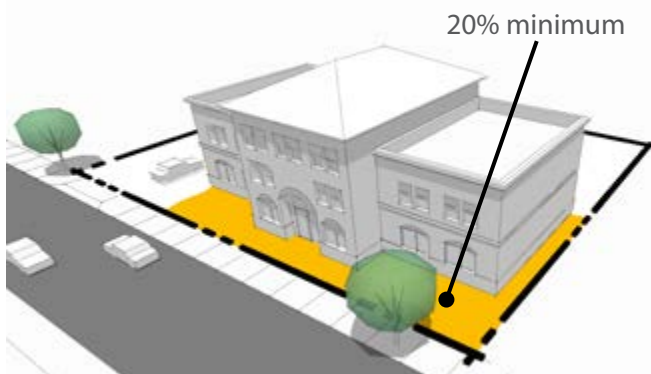
#### Standard

#### Interpretation

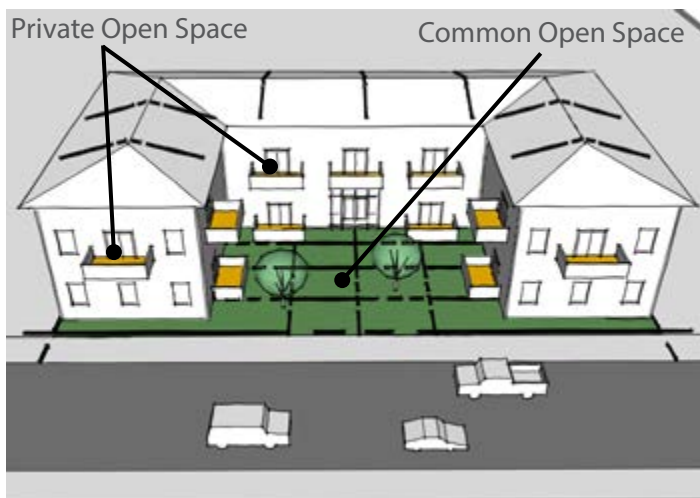
#### E. OPEN SPACE

1. Property Open Space
  - a. A minimum of 20 percent of property must be maintained as open space.
  - b. Residential private and common open space may be counted toward achieving the property open space minimum requirement.
  - c. Open space may be dedicated to landscape planters, open space pockets and/or connections, roof gardens/patios, balconies, other patios, and/or outdoor eating areas.
  - d. No parking spaces or aisles are permitted in the open space.
2. Residential Private Open Space
  - a. Private open space shall be provided at a minimum of 80 square feet per unit with a minimum dimension of 6 feet in any direction. This requirement may be satisfied by more than one private open space area.
3. Residential Common Open Space
  - a. Residential Common Open Space shall be provided for projects with more than 10 units.
  - b. Common open space shall be provided at a minimum of 25 square feet per unit with a minimum dimension of 10 feet in any direction.
  - c. Common open space shall be purposefully designed as active or passive recreational facilities.
  - d. Rooftop open space may satisfy this requirement, provided it is available for use by all residents.

#### Property Open Space



#### Residential Private and Common Open Space



## 2.7.2 VILLAGE GENERAL

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### F. SERVICE AND DELIVERY AREAS

1. Loading docks and service bays shall be screened from public view and located away from front property line.

#### G. BUILDING HEIGHT

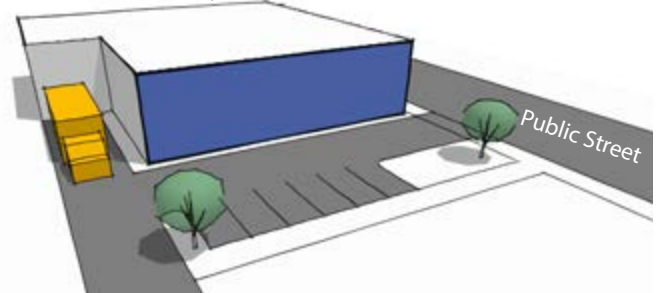
1. Maximum 35 feet, 3 stories

#### H. BUILDING MASSING

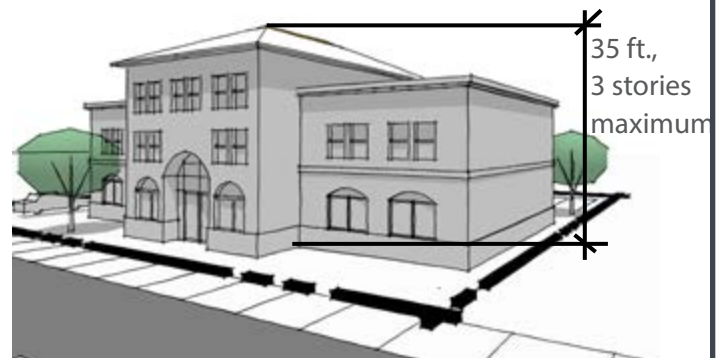
1. Maximum wall plane and roofline variation: No building façade visible from any public street shall extend more than 40 feet in length without a 5 foot minimum variation in the wall plane, as well as, a change in roofline.

#### Interpretation

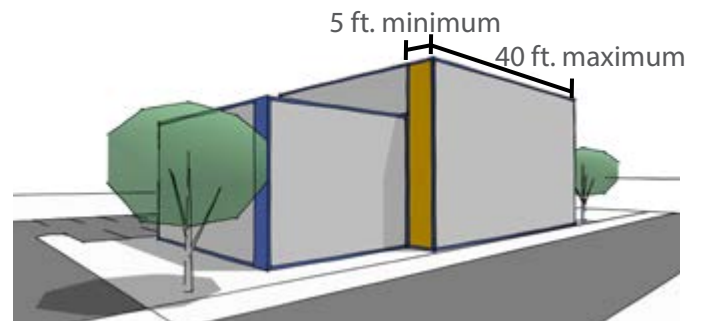
##### Service and Delivery Areas



##### Maximum Building Height



##### Maximum Wall Plane



##### Roofline Variation



### 2.7.3 Hospitality (HOSP)

The Hospitality District, consisting of larger lots with coastal adjacency, supports a broad mix of uses serving residents and visitors. The area contains a private school, church, lodging, and a retirement community. The allowance of residential uses only above the ground floor and minimal setbacks fosters an active public realm. An exception is made for the Army and Navy Academy, which has an adopted Master Site Plan to conceptually guide development on the large campus. Maintaining access and viewsheds toward the coastline are important planning considerations in this district.



Figure 2-8, Hospitality District Map

## 2.7.3 HOSPITALITY

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### Interpretation

##### A. SETBACKS

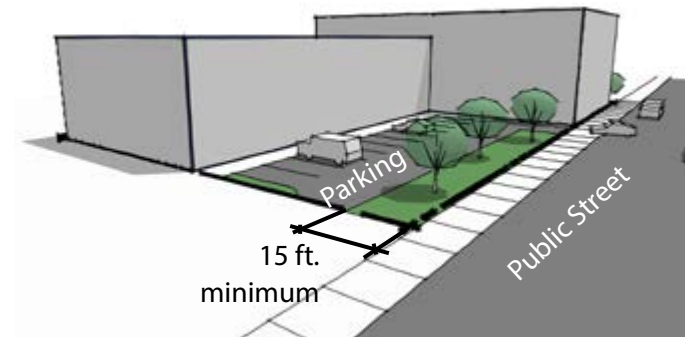
1. Parcels along Carlsbad Boulevard between Beech Avenue and Carlsbad Village Drive:
  - a. Front: Minimum of 0 feet. Maximum of 5 feet to building (at the ground floor). Additional depth permitted where one or more of the following are provided: Plaza, courtyard, outdoor dining, enhanced pedestrian connection, or landscaping. Additional depth is also permitted to accommodate electrical transformers, utility connections, meter pedestals, and similar equipment only if other locations are infeasible as determined by the decision-maker.
  - b. Side: 0 feet
  - c. Rear: 0 feet
2. All Other Parcels
  - a. Front: Minimum of 10 feet.
  - b. Side: Minimum of 0 feet (interior) and minimum 10 feet (street)
  - c. Rear: Minimum of 5 feet
3. Throughout the district: Minimum 15 foot landscape setback where surface parking areas are located adjacent to a public street.
4. Parcels sharing property lines with lots outside the Master Plan:
  - a. Development shall be setback a minimum 10 feet from the shared property line.
  - b. Those portions of a structure over 35 feet tall shall be setback a minimum of 15 feet from the shared property line.
  - c. Those portions of a structure over 40 feet tall shall be setback a minimum 25 feet from the shared property line.

##### B. LOT SIZE AND DIMENSION — Not applicable.

Front, Side, and Rear Setbacks



Landscape Parking Setback



## 2.7.3 HOSPITALITY

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### Interpretation

#### C. LOT COVERAGE

1. 80 percent

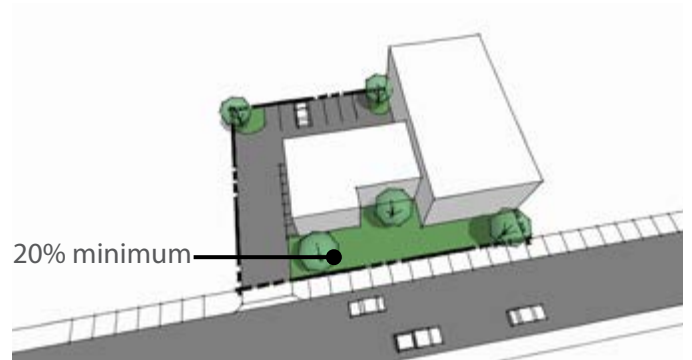
#### D. DENSITY

2. 18 minimum and 23 maximum dwelling units per acre

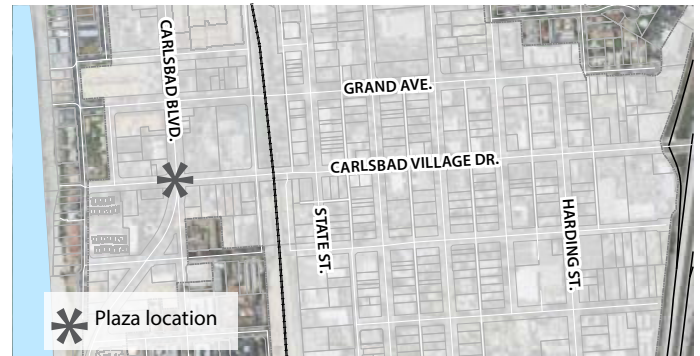
#### E. OPEN SPACE

1. Property Open Space
  - a. A minimum of 20 percent of property must be maintained as open space.
  - b. Open space may be dedicated to landscape planters, open space pockets and/or connections, roof gardens/patios, balconies, other patios, and/or outdoor eating areas.
  - c. Public and residential private and common open space may be counted toward achieving the property open space minimum requirement.
  - d. No parking spaces or aisles are permitted in the open space.
2. Public Space
  - a. 500 square foot minimum plaza (exclusive of right of way) with street furnishings, landscaping, accent trees, and lighting shall be provided at the intersection of Carlsbad Village Drive and Carlsbad Boulevard. No vehicle access aisles or parking is permitted in this area. The area shall also remain unobstructed to the sky except for limited protrusions that contribute to building architecture or street vibrancy, such as awnings, architectural features, upper floor balconies, and other non-habitable space. Not more than 50 square feet of such protrusions shall project over the required plaza area.

#### Property Open Space



#### Public Space Plaza Locations



## 2.7.3 HOSPITALITY

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

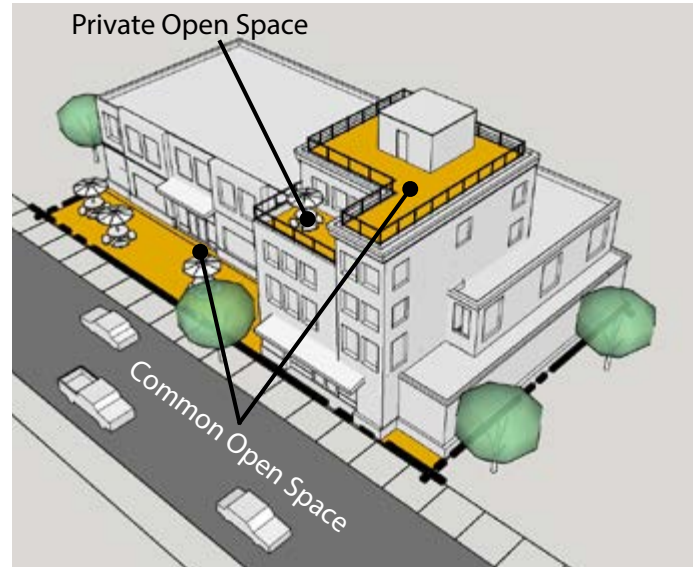
3. Residential Private Open Space
  - a. Private open space shall be provided at a minimum of 80 square feet per unit with a minimum dimension of 6 feet in any direction. This requirement may be satisfied by more than one private open space area.
4. Residential Common Open Space
  - a. Residential Common Open Space shall be provided for projects with more than 10 units.
  - b. Common open space shall be provided at a minimum of 25 square feet per unit with a minimum dimension of 10 feet in any direction.
  - c. Common open space shall be purposefully designed as active or passive recreational facilities.
  - d. Rooftop open space may satisfy this requirement, provided it is available for use by all residents.

#### F. SERVICE AND DELIVERY AREAS

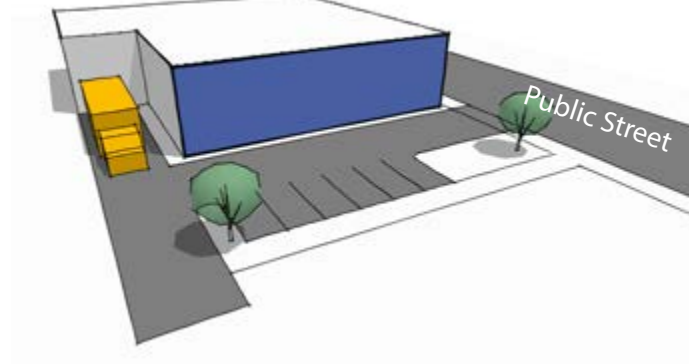
1. Loading docks and service bays shall be screened from public view and located away from front property line.

#### Interpretation

##### Residential Private and Common Open Space



##### Service and Delivery Areas



## 2.7.3 HOSPITALITY

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### G. BUILDING HEIGHT

1. Maximum 45 feet and 4 stories
2. Minimum ground floor plate height for buildings fronting Carlsbad Boulevard: 14 feet. This height shall be measured from the finished floor to the top plate of the ground floor or, where there is no "plate", to the bottom of the ground floor structure of the second floor.
3. If a 4-Story building is proposed:
  - a. Parcels along Carlsbad Boulevard between Beech Avenue and Carlsbad Village Drive: A maximum of 30 percent of the fourth story street facing façade can have a 0 foot setback (as measured from property line). The remaining 70 percent shall be setback a minimum of 10 feet (as measured from property line).
  - b. All other parcels: A maximum of 30 percent of the fourth story street facing façade can have a minimum 10-foot setback (as measured from property line). The remaining 70 percent shall be set back a minimum of 15 feet (as measured from property line).
  - c. The total square footage of enclosed fourth floor space shall not exceed 80 percent of the third floor footprint.

#### H. BUILDING MASSING

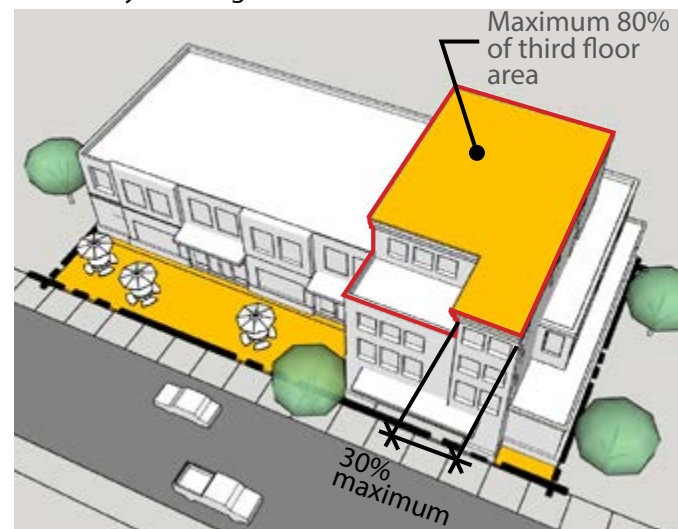
1. Maximum wall plane and roofline variation: No building façade visible from any public street shall extend more than 50 feet in length without a 5 foot minimum variation in the wall plane, as well as, a change in roofline.

#### Interpretation

Maximum Height



Four-Story Buildings



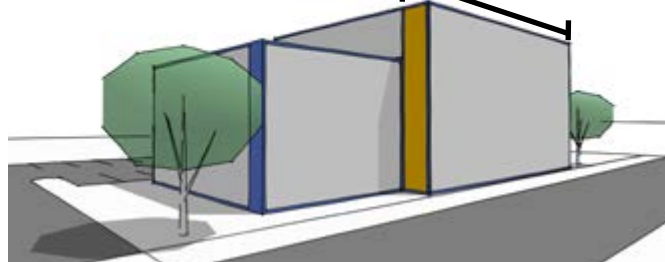
Minimum Ground Floor Plate Height Carlsbad Boulevard



Maximum Wall Plane

5 ft. minimum

50 ft. maximum



## 2.7.3 HOSPITALITY

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### Interpretation

#### I. GROUND FLOOR STREET FRONTAGE USES

1. New ground floor street frontage uses permitted within the boundaries of the use restriction area identified on Figure 2-2 shall occupy more than one-half of the habitable space developed on the ground floor and shall span at least 80 percent of the building frontage.
2. Up to 20 percent of a building frontage may be used for a lobby or entryway to uses above or behind ground floor street frontage uses.

#### J. MASTER SITE PLAN

1. The Army and Navy Academy Master Site Plan<sup>1</sup> guides development on the 16-acre campus through a conceptual site plan, phasing plan, and design guidelines. The majority of the campus is in the Village and Barrio Master Plan.
2. Development shall occur according to the Master Site Plan and shall comply with the applicable development standards and permit requirements of the Village and Barrio Master Plan.
3. The ground floor street frontage prohibition for public/private educational institutions or schools in the Hospitality District (see Table 2-1 and Figure 2-2) shall not apply to campus development that complies with the Army and Navy Academy Master Site Plan and otherwise complies with the Village and Barrio Master Plan.

<sup>1</sup> Adopted by Housing and Redevelopment Commission Resolution 462 and as may be amended from time to time.



### 2.7.4 Freeway Commercial (FC)

The Freeway Commercial District is comprised of primarily commercial and visitor-serving uses. The majority of the lots in this district are fairly large, with buildings located away from the street edge. Surface parking is ample in the Freeway Commercial District, and pedestrian amenities like pathways, access points, and shade trees should be provided. Many buildings in this district are highly-visible from Interstate 5, therefore service and delivery areas and mechanical equipment should be screened from view.

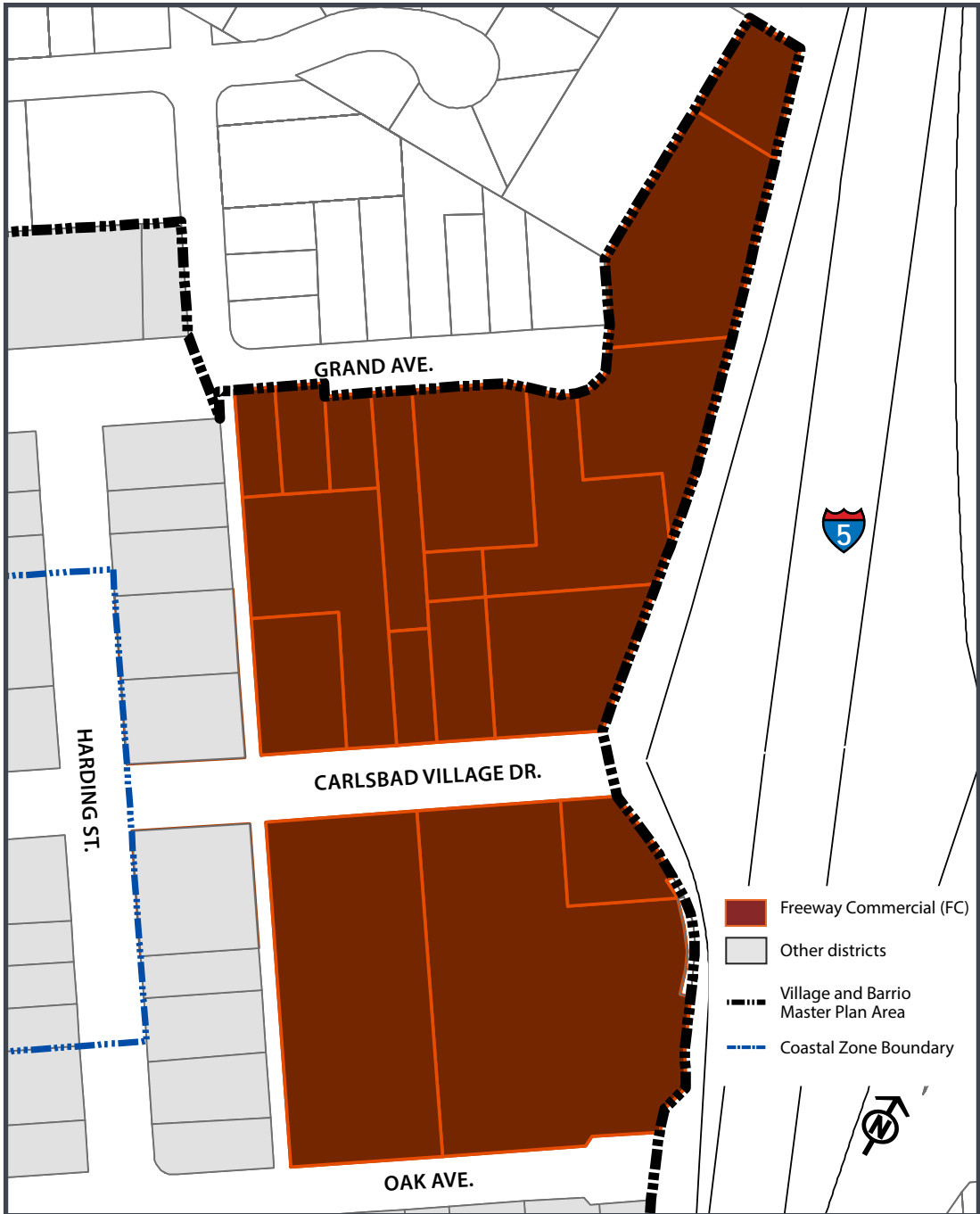


Figure 2-9, Freeway Commercial District Map

## 2.7.4 FREEWAY COMMERCIAL

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

##### A. SETBACKS

1. Front: Minimum of 10 feet. Minimum 15 foot landscape setback where surface parking areas are located adjacent to a public street.
  - a. Encroachments permitted within the front setback:
    - Maximum 5 feet: Awnings, canopies, upper floor balconies
    - Up to the property line: Plazas, courtyards, and outdoor dining
2. Side: Minimum of 0 feet
3. Rear: Minimum of 10 feet

**B. LOT SIZE AND DIMENSION** — Not applicable.

**C. LOT COVERAGE** — Not applicable.

##### D. DENSITY

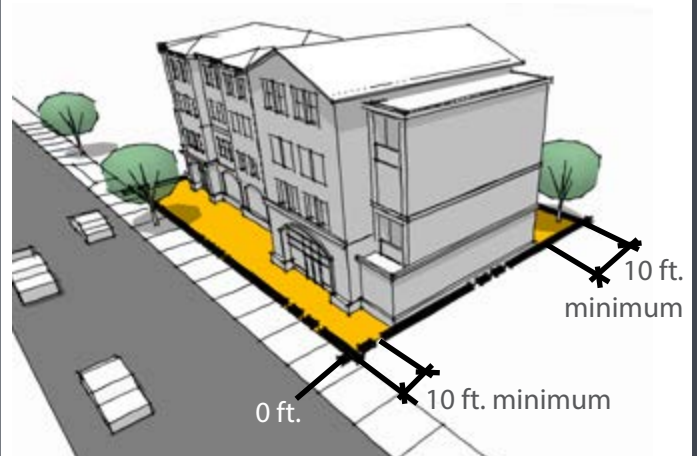
1. 28 minimum and 35 maximum dwelling units per acre.

##### E. OPEN SPACE

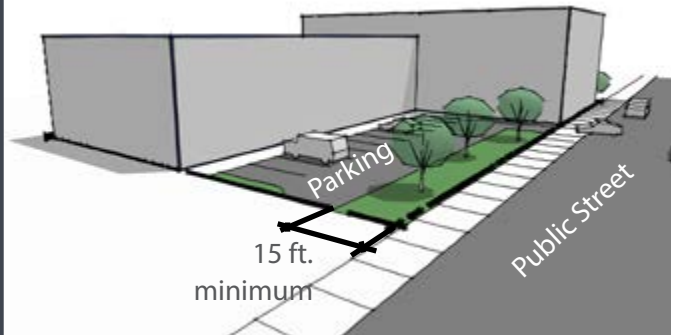
1. Property Open Space
  - a. A minimum of 20 percent of property must be maintained as open space.
  - b. Public and residential private and common open space may be counted toward achieving the property open space minimum requirement.
  - c. Open space may be dedicated to landscape planters, open space pockets and/or connections, roof gardens/patios, balconies, other patios, and/or outdoor eating areas.
  - d. No parking spaces or aisles are permitted in the open space.

#### Interpretation

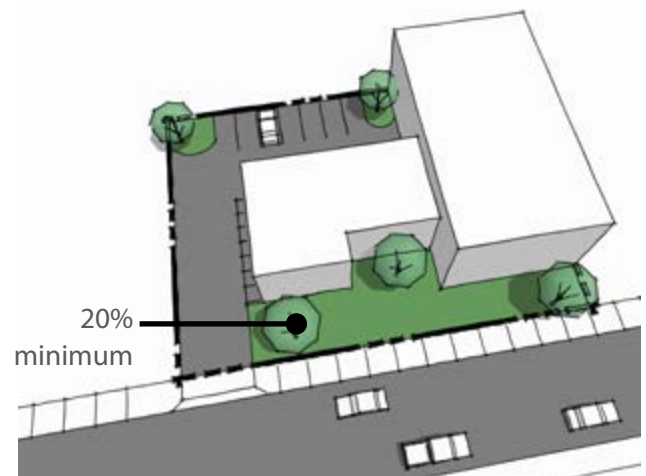
##### Front, Side, and Rear Setbacks



##### Landscape Parking Setback



##### Property Open Space



## 2.7.4 FREEWAY COMMERCIAL

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

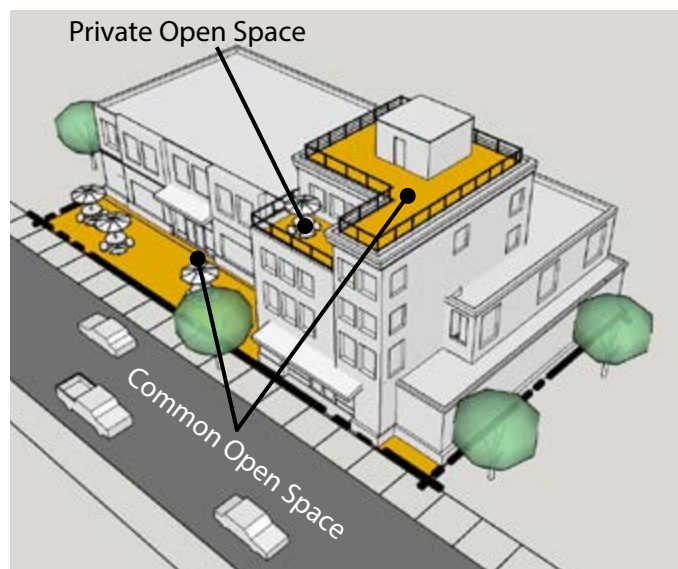
2. Residential Private Open Space
  - a. Private open space shall be provided at a minimum of 80 square feet per unit with a minimum dimension of 6 feet in any direction. This requirement may be satisfied by more than one private open space area.
3. Residential Common Open Space
  - a. Residential Common Open Space shall be provided for projects with more than 10 units.
  - b. Common open space shall be provided at a minimum of 25 square feet per unit with a minimum dimension of 10 feet in any direction.
  - c. Common open space shall be purposefully designed as active or passive recreational facilities.
  - d. Rooftop open space may satisfy this requirement, provided it is available for use by all residents.

#### F. SERVICE AND DELIVERY AREAS

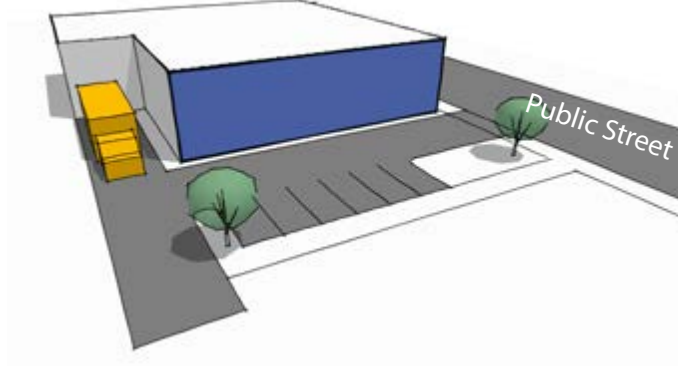
1. Loading docks and service bays shall be screened from public view and located away from front property line.

#### Interpretation

##### Residential Private and Common Open Space



##### Service and Delivery Areas



## 2.7.4 FREEWAY COMMERCIAL

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### G. BUILDING HEIGHT

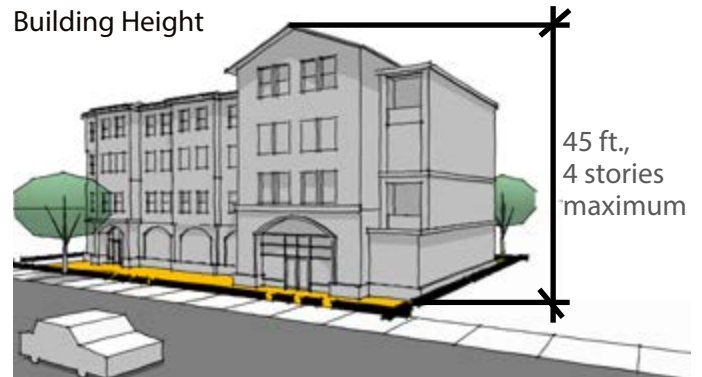
1. Maximum 45 feet and 4 stories.
2. If a 4-Story building is proposed:
  - a. A maximum of 30 percent of the fourth story street facing façade can have a minimum 10-foot setback (as measured from property line). The remaining 70 percent shall be set back a minimum of 15 feet (as measured from property line).
  - b. The total square footage of enclosed fourth floor space shall not exceed 80 percent of the third floor footprint.

#### H. BUILDING MASSING

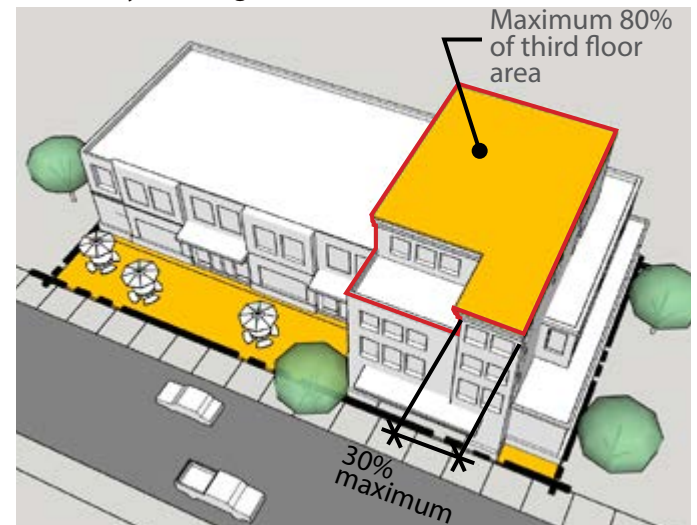
1. Maximum wall plane and roofline variation: No building façade visible from any public street or the I-5 freeway shall extend more than 50 feet in length without a 5 foot minimum variation in the wall plane, as well as a change in roofline.

#### Interpretation

Building Height



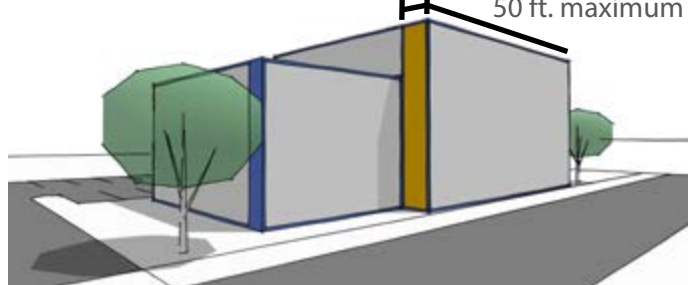
Four-Story Buildings



Maximum Wall Plane

5 ft. minimum

50 ft. maximum



Roofline Variation



### 2.7.5 Pine-Tyler Mixed-Use (PT)

The Pine-Tyler Mixed-Use District contains a broad range of uses. The eclectic nature of this district allows for the support of creative offices, start-up businesses, shops and restaurants and live-work units in combination with a variety of residential as well as light industrial uses. In order to maintain compatibility of uses, loading and mechanical equipment should be screened and located outside of public view. Creative use of materials and design is encouraged, and will serve to define the unique character of the Pine-Tyler Mixed-use District.



Figure 2-10, Pine-Tyler Mixed-use District Map

## 2.7.5 PINE-TYLER MIXED-USE

### SUPPLEMENTAL DEVELOPMENT STANDARDS

#### Standard

##### A. SETBACKS

1. Front: Minimum of 5 feet. Minimum 10 foot landscape setback where surface parking areas are located adjacent to a public street.
  - a. Encroachments permitted within the front setback:
    - Maximum 5 feet: Awnings, canopies, upper floor balconies
    - Up to the property line: Plazas, courtyards, and outdoor dining
2. Side: Minimum of 0 feet
3. Rear: Minimum of 10 feet

**B. LOT SIZE AND DIMENSION** — Not applicable.

##### C. LOT COVERAGE

1. 80% maximum

##### D. DENSITY

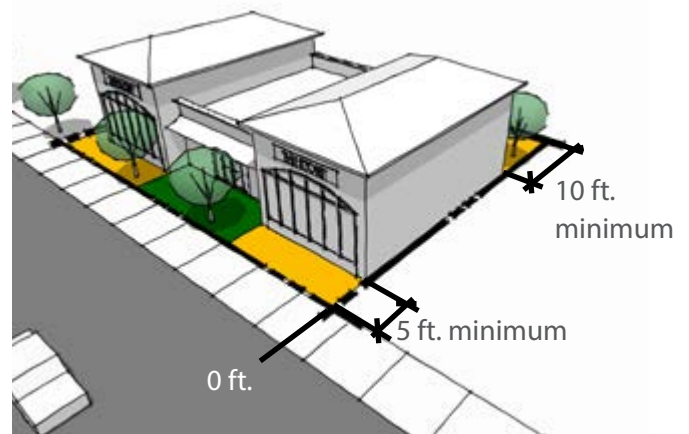
1. 18 minimum and 23 maximum dwelling units per acre.

##### E. OPEN SPACE

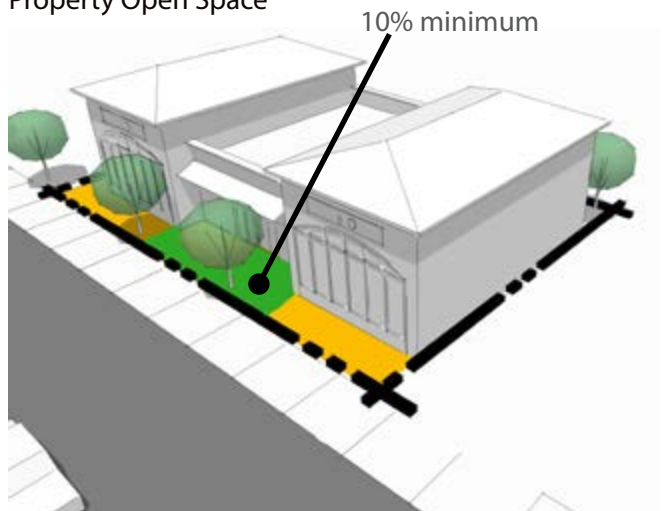
1. Property Open Space
  - a. A minimum of 10 percent of property must be maintained as open space.

#### Interpretation

Front and Rear Setbacks



Property Open Space



## 2.7.5 PINE-TYLER MIXED-USE

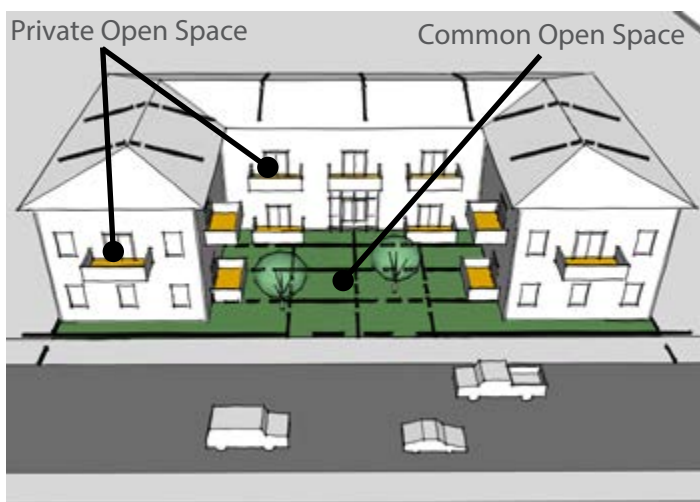
### SUPPLEMENTAL DEVELOPMENT STANDARDS

#### Standard

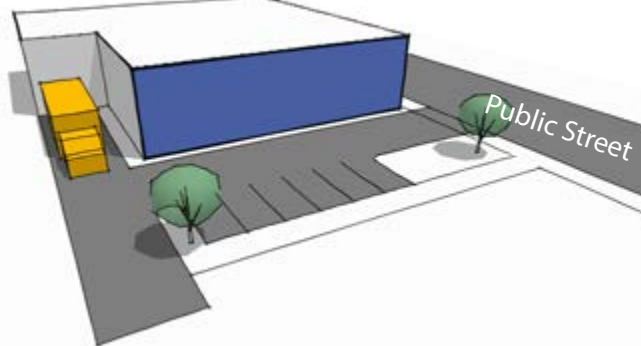
- b. Open space may be public or private and may be dedicated to landscape planters, open space pockets and/or connections, roof gardens/patios, balconies, other patios, and/or outdoor eating areas.
  - c. No parking spaces or aisles are permitted in the open space.
2. Residential Private Open Space
    - a. Private open space shall be provided at a minimum of 60 square feet per unit with a minimum dimension of 6 feet in any direction. This requirement may be satisfied by more than one private open space area.
  3. Residential Common Open Space
    - a. Common open space shall be provided at a minimum of 15 square feet per unit with a minimum dimension of 10 feet in any direction.
    - b. Common open space shall be purposefully designed as active or passive recreational facilities.
    - c. Rooftop open space may satisfy this requirement, provided it is available for use by all residents.

#### Interpretation

##### Residential Private and Common Open Space



##### Service and Delivery Areas



#### F. SERVICE AND DELIVERY AREAS

1. Loading docks and service bays shall be screened from public view and located away from front property line.

## 2.7.5 PINE-TYLER MIXED-USE

### SUPPLEMENTAL DEVELOPMENT STANDARDS

#### Standard

#### G. BUILDING HEIGHT

1. Maximum 35 feet
2. Minimum ground floor plate height for commercial and ground floor mixed-use: 12 feet. This height shall be measured from the finished floor to the top plate of the ground floor or, where there is no "plate", to the bottom of the floor structure of the second floor.

#### H. BUILDING MASSING

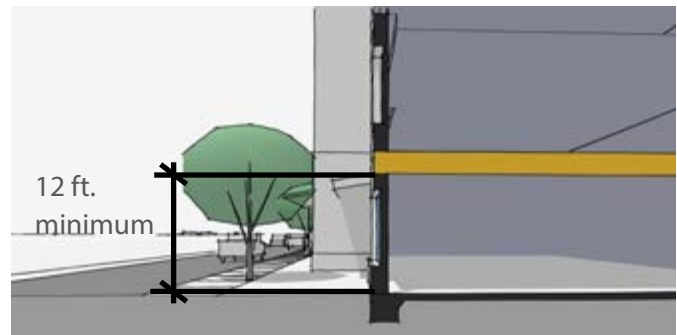
1. Maximum wall plane and roofline variation: No building façade visible from any public street shall extend more than 30 feet in length without a 2 foot minimum variation in the wall plane, as well as a change in roofline.

#### Interpretation

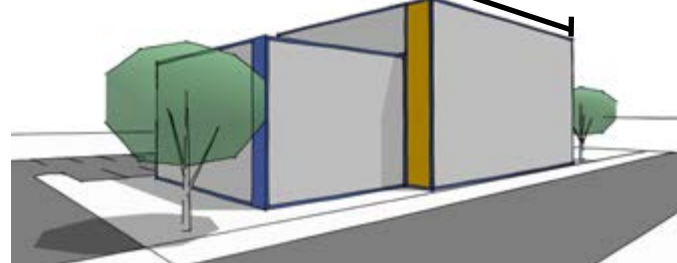
Maximum Building Height



Minimum Ground Floor Plate Height



Maximum Wall Plane 2 ft. minimum 30 ft. maximum



### 2.7.6 Barrio Perimeter (BP)

The Barrio Perimeter District consists of primarily multifamily residential uses, with single-family residential distributed throughout the area. The intent of the development standards for this district is to maintain the character of these largely residential neighborhoods. Quality orientation and design are encouraged due to the district's adjacency to Interstate 5, the Barrio Center, and the neighborhood alongside Jefferson Elementary School, which exhibit a lower density, more single-family nature.

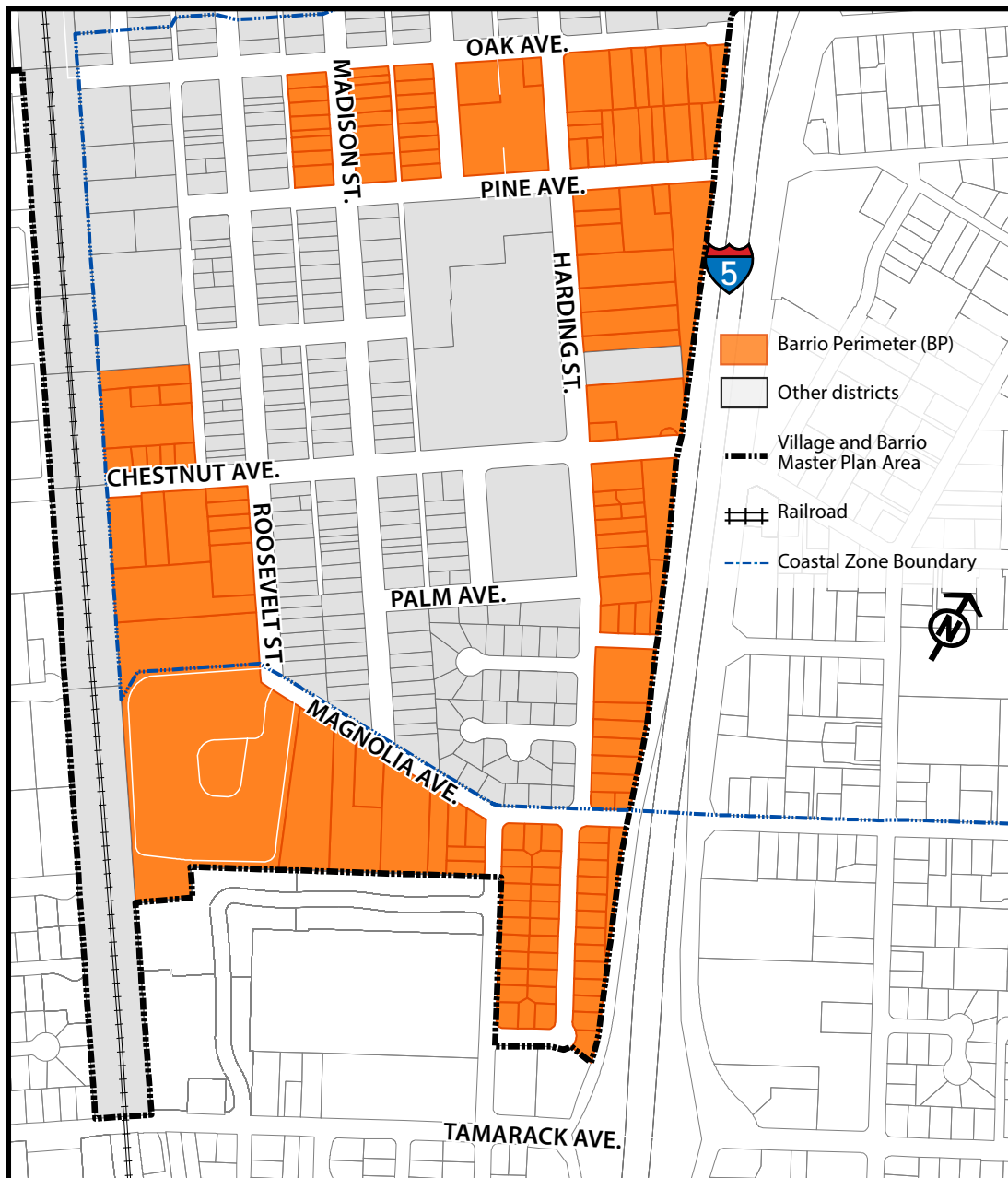


Figure 2-11, Barrio Perimeter District Map

## 2.7.6 BARRIO PERIMETER

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### Interpretation

#### A. SETBACKS

1. Front: Minimum of 10 feet.
  - a. Awnings, canopies, upper floor balconies, plazas, and courtyards are permitted to encroach up to 5 feet into the front setback.
2. Side: Minimum of 5 feet
3. Rear: Minimum of 5 feet

#### B. LOT SIZE AND DIMENSION — Not applicable.

#### C. LOT COVERAGE

1. 80% maximum

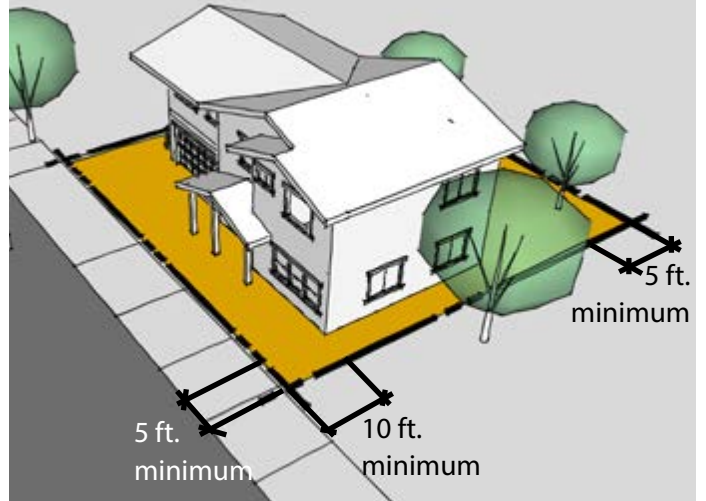
#### D. DENSITY

1. 23 minimum and 30 maximum dwelling units per acre.

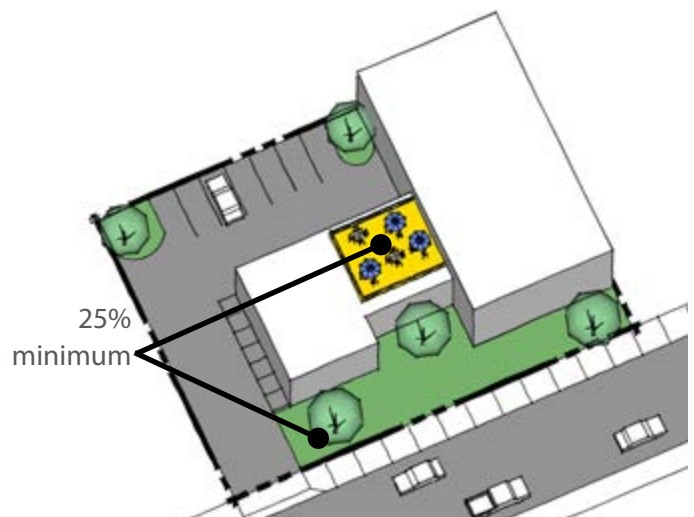
#### E. OPEN SPACE

1. Property Open Space
  - a. A minimum of 25 percent of lot area must be maintained as open space.
  - b. Open space may be public or private and may be dedicated to landscape planters, open space pockets and/or connections, roof gardens/patios, balconies, other patios, and/or outdoor eating areas.
  - c. No parking spaces or aisles are permitted in the open space.

Front, Side, and Rear Setbacks



Property Open Space



## 2.7.6 BARRIO PERIMETER

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

2. Residential Private Open Space
  - a. Private open space shall be provided at a minimum of 100 square feet per unit with a minimum dimension of 6 feet in any direction. This requirement may be satisfied by more than one private open space area.
3. Residential Common Open Space:
  - a. Common open space shall be provided at a minimum of 25 square feet per unit with a minimum dimension of 10 feet in any direction.
  - b. Common open space shall be purposefully designed as active or passive recreational facilities.
  - c. Rooftop open space may satisfy this requirement, provided it is available for use by all residents.

**F. SERVICE AND DELIVERY AREAS** — Not applicable.

#### G. BUILDING HEIGHT

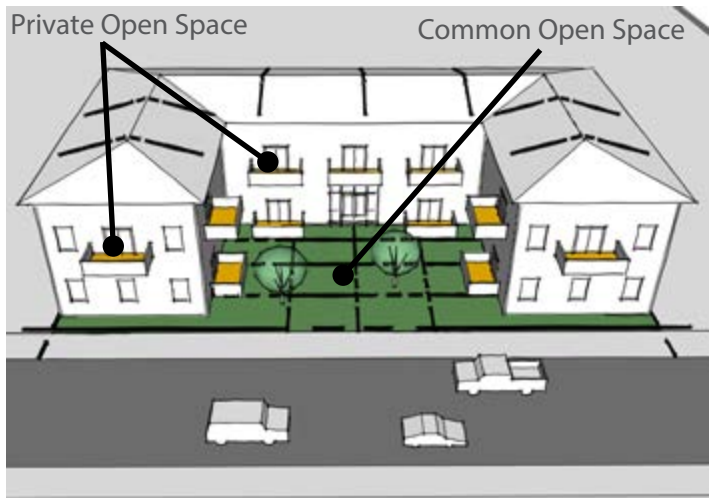
1. Maximum 35 feet

#### H. BUILDING MASSING

1. Maximum wall plane and roofline variation: No building façade visible from any public street or the I-5 freeway shall extend more than 30 feet in length without a 2 foot minimum variation in the wall plane, as well as, a change in roofline.

#### Interpretation

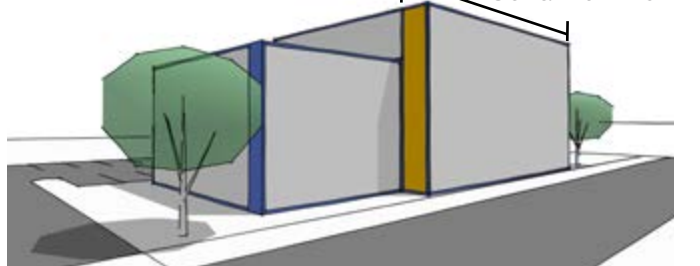
##### Residential Private and Common Open Space



##### Maximum Building Height



##### Maximum Wall Plane



### 2.7.7 Barrio Center (BC)

The Barrio Center District consists of primarily single-family and two-family residential uses, with multifamily residential distributed throughout the area. These development standards strive to maintain the neighborhood’s character. While setbacks are the largest in this district, allowance is made for structures that provide transition between public and private space and foster a neighborly community.

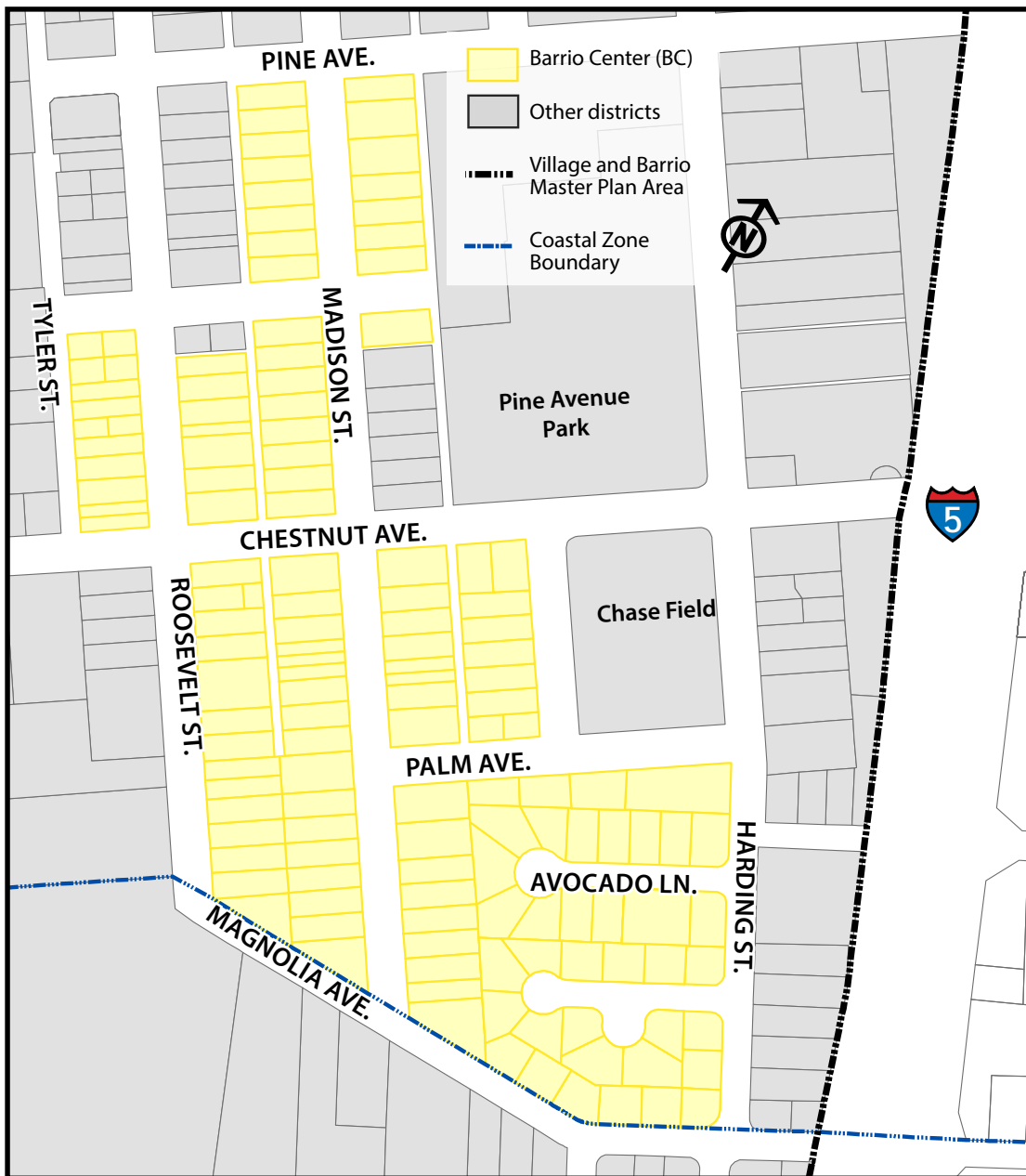


Figure 2-12, Barrio Center District Map

## 2.7.7 BARRIO CENTER

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

##### A. SETBACKS

1. Front: Minimum of 15 feet. Front loaded garages shall be setback a minimum of 20 feet.
  - a. Permitted Encroachments: Porches (including covered porches), trellises, stoops, and upper floor balconies are permitted to encroach up to 6 feet into the front yard
2. Side: Minimum of 5 feet (0 feet for twin homes where the dwellings on each lot are attached)
3. Rear: Minimum of 10 feet
4. Accessory Buildings and Structures:
  - a. For standard lots, accessory buildings and structures are permitted within a setback pursuant to CMC 21.24.090 D.
  - b. For small lots, accessory buildings are permitted within a setback pursuant to CMC 21.45.090 A and B.

##### B. LOT SIZE AND DIMENSION

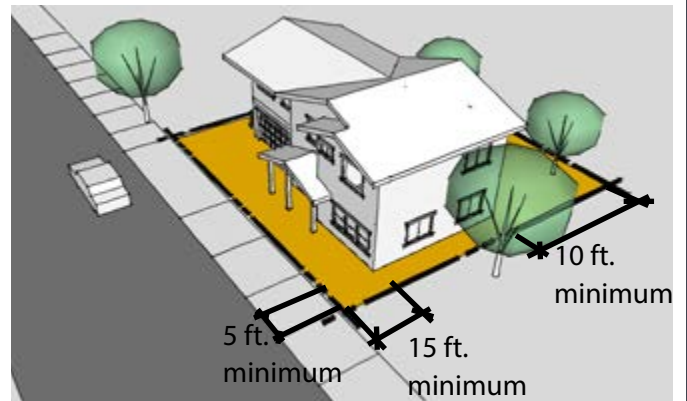
1. Standard Lots:
  - a. Minimum area: 7,000 square feet
  - b. Minimum width: 60 feet
2. Small Lots (one family or two family dwellings only; one lot per dwelling):
  - a. Minimum area: 3,500 square feet
  - b. Minimum width: 40 feet (one family);  
35 feet (two family)

##### C. LOT COVERAGE

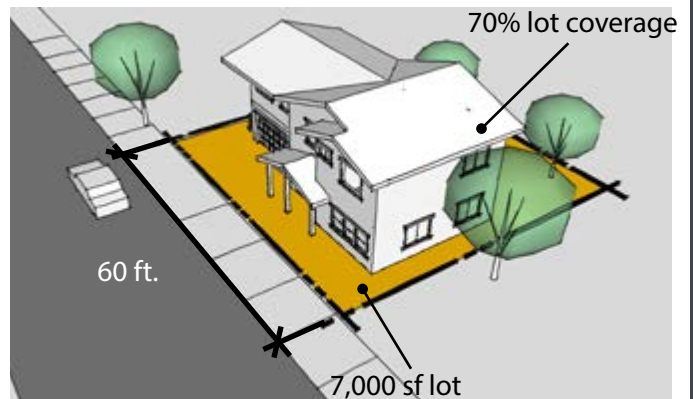
1. Standard Lots: Maximum 70%
2. Small Lots: See CMC 21.45.070 Table D, Reference number D.4

#### Interpretation

Front, Side, and Rear Setbacks



Lot Size, Dimension, and Coverage (Standard Lot)



## 2.7.7 BARRIO CENTER

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

#### Interpretation

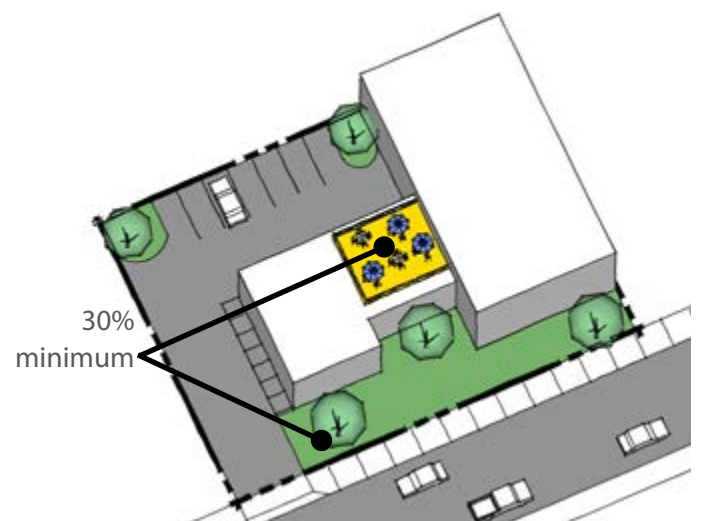
##### D. DENSITY

1. 8 minimum and 15 maximum dwelling units per acre.

##### E. OPEN SPACE

1. One family dwellings on standard lots:
  - a. 30 percent of the property must be maintained as landscaping and may include hardscape such as courtyards and patios. Ribbon driveways or driveways with grasscrete or decorative paving may count toward a maximum 25 percent of this requirement.
2. One family or two family dwellings on small lots:
  - a. See CMC 21.45.070 Table D, Reference number D.12
3. Multiple family dwellings:
  - a. Property Open Space:
    - i. A minimum of 30 percent of the property must be maintained as open space.
    - ii. Open space may be public or private and may be dedicated to landscape planters, open space pockets and/or connections, roof gardens/patios, balconies, other patios, and/or outdoor eating areas.
    - iii. No parking spaces or aisles are permitted in the open space.

Multiple Family Dwelling Property Open Space



## 2.7.7 BARRIO CENTER

### SUPPLEMENTAL DISTRICT STANDARDS

#### Standard

- b. Residential Private Open Space:
  - i. Private open space shall be provided at a minimum of 100 square feet per unit with a minimum dimension of 6 feet in any direction. This requirement may be satisfied by more than one private open space area.
- c. Residential Common Open Space:
  - i. Common open space shall be provided at a minimum of 25 square feet per unit with a minimum dimension of 10 feet in any direction.
  - ii. Common open space shall be purposefully designed as active or passive recreational facilities.
  - iii. Rooftop open space may satisfy this requirement, provided it is available for use by all residents.

**F. SERVICE AND DELIVERY AREAS** — Not applicable.

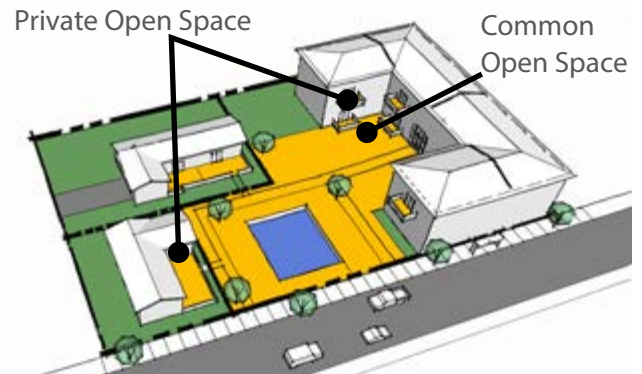
#### G. BUILDING HEIGHT

- 1. Maximum 35 feet

**H. BUILDING MASSING** — Not applicable.

#### Interpretation

##### Private and Common Residential Open Space



##### Maximum Building Height



## 2.7.8 Village-Barrio Other

The Village-Barrio Other District includes land in either public or quasi-public ownership. The VBO designation is supplemented by a “-P”, “-U”, or “-RR” to further clarify its application. Properties with the VBO designation are subject to the standards and permitted uses of the CMC and not the Master Plan. This may change upon specific actions being taken in the VBO-RR designation.



Figure 2-13, Village-Barrio Other Map

## 2.7.8 VILLAGE-BARRIO OTHER

### GENERAL USE AND DEVELOPMENT REQUIREMENTS

Properties in the VBO district are subject to Master Plan Area-Wide Design Guidelines.

#### STANDARDS

DISTRICT	APPLIES TO	STANDARDS
VBO-P	Magee Park, Maxton Brown Park, Pine Avenue Park (including Chase Field and the Senior Center)	Refer to CMC Chapter 21.33, Open Space Zone
VBO-U	AT&T switching facility at 3368 Harding Street	Refer to CMC Chapter 21.36, Public Utility Zone
VBO-RR	North County Transit District railroad corridor	Refer to CMC Chapter 21.100, Transportation Corridor Zone

#### DESIGN GUIDELINES

1. All properties shall be subject to the Area-Wide Design Guidelines in Section 2.8.

## 2.8 Area-Wide Design Guidelines

### 2.8.1 Intent

The Design Guidelines (guidelines) intend to implement and enhance the existing character within the Village and Barrio as new development and property improvements occur. Together, the Village and Barrio are a unique, mixed-use environment. They serve as both a shopping and entertainment destination as well as a place to live and work. The guidelines aim to improve the character of the Village and Barrio while improving livability. Guidelines address many components of building style and orientation, including site layout, building massing, roof form, building façades, and appurtenances. Images are intended to provide a visual example of a targeted topic described in the caption and may not represent all aspects and direction provided within this document. Through these areas of focus, the guidelines strive to foster authentic designs with straightforward and functional construction.

All development should align with the spirit and intent of the design guidelines presented in this chapter.

**Designers and developers should consider at a minimum that these guidelines are a starting point for quality development,** and do not comprise every possible strategy for achieving high quality design. Therefore, it is prudent that designers use their own techniques for achieving authentic, high quality design. The following guidelines apply to all new and remodeled development within the entire Master Plan Area unless exempt as determined by Section 6.3.2.

### 2.8.2 Site Planning

Early in the design process, plan for landscaping, parking, site access, storm water quality compliance, and utilities. These important aspects can impact building and site design and a project's pedestrian orientation.

#### A. Site layout

1. Place buildings adjacent to, and oriented towards, the street. Locate prominent architectural features near corners and intersections.
2. Orient storefronts and major building entries towards major streets, courtyards, or plazas.
3. Minimize gaps between buildings in order to create a continuous, pedestrian-oriented environment.
4. Place parking lots so as not to interrupt commercial street frontages.
5. Incorporate functional and aesthetic vehicular and pedestrian connections to adjacent sites.



Pedestrian plaza



Continuous, pedestrian-oriented street frontage



Plaza with landscaping and lighting



Pedestrian connection through parking lot



Fenced parking with pedestrian connection

6. Create small pedestrian plazas along the street wall through the use of recesses in building form.
7. Provide easily identifiable pedestrian access from the street and/or sidewalk to key areas within the site.
8. Incorporate plazas, landscaped areas, fountains, public art, textured pavement, and vertical building features to create focal points that enhance a pedestrian's experience.
9. Utilize atriums and outdoor courtyards to increase the variety and number of views and to bring additional sunlight into large developments.
10. Give careful design consideration to corner lots, as they are typically a focal point in the urban fabric.
11. Utilize courtyards or other methods to break up the building mass and provide natural ventilation, wherever possible.

## B. Parking and access

1. Locate parking behind buildings and away from the street, wherever possible.
2. Use pervious paving materials, whenever possible.
3. Buffer residential uses from commercial parking lots by landscaping, fencing, and/or walls.
4. When walls or fences are utilized to screen parking, provide breaks to allow for pedestrian circulation and limit height for safety and security purposes.
5. Divide large parking lots into smaller areas with landscaping and clearly marked pedestrian paths.
6. Highlight primary pedestrian access paths within parking areas with decorative paving, trellises, canopies, lighting, and similar improvements.

7. Create pedestrian paseos to parking lots of buildings.
8. Locate parking below grade or in structures, where feasible.
9. Design parking structures so their height and bulk is consistent with adjacent buildings.
10. Provide bicycle parking at convenient locations such as entrances or other visible and accessible areas.
11. Provide electric vehicle charging stations and equipment where feasible and as otherwise required.

### C. Plazas and open space

1. Provide private or common open space and pedestrian connections to such spaces to enhance the living environment and contribute to a walkable neighborhood character.
2. Semi-public outdoor spaces, such as small plazas and courtyards are encouraged between private and public spaces to support pedestrian activity and connectivity.
3. Design plazas and building entries to maximize circulation opportunities between adjacent uses.
4. Provide landscaping and high-quality paving materials, such as stone, concrete or tile, for plazas and open spaces.
5. Place outdoor furniture, such as seating, low walls, trash receptacles, bike racks and other elements, in outdoor pedestrian spaces.
6. Site buildings to define open space areas. Ensure that outdoor areas are visible from public streets and accessible from buildings, as well as, streets and pedestrian and bicycle networks.



Parking Structure



Outdoor furniture



Outdoor seating



Pedestrian connection



Screened service area

## D. Outdoor seating

1. Incorporate seating into well-trafficked outdoor areas, to maximize opportunities for people to interact.
2. Consider movable seating so that people can accommodate their own preferences and respond to the weather or time of day.
3. Provide lighting to ensure that outdoor seating areas are safe places at night.

## E. Connectivity

1. Connect all commercial buildings to the public sidewalk via a publicly accessible path or walkway.
2. Provide attractive, well-marked pedestrian links that create a clear path of travel between parking, buildings and sidewalks.
3. Ensure that alleys are well lit, open, and visible to passersby.
4. Enhance existing walkways or paseos to become more inviting.
5. Provide secondary entries to alleys.

## F. Mechanical Equipment and Service Areas

1. Carefully design, locate, and integrate service, utility, and loading areas into the site plan. These critical functional elements should not detract from the public viewshed area or create a nuisance for adjacent property owners, pedestrian circulation, or vehicle traffic.
2. Locate loading areas in the rear of a site where possible.
3. Locate mechanical equipment and service areas along and accessed from alleys or the rear of properties, wherever possible.

4. Place public utility equipment, meter pedestals, and transformers underground or away from sidewalks and pedestrian areas, where feasible.
5. Screen all mechanical equipment from public view.
6. Ensure roof mounted mechanical equipment and screening do not interfere with required solar zones or installed solar photovoltaic or solar water heating systems.
7. Design trash and recycling enclosures to be consistent with the project and building architecture, and site and screen them to minimize visual impact.



Pervious paving



Climate-appropriate planting



Proportionate residential landscaping

## G. Landscaping

Landscaping shall meet the policies and requirements set forth in the City of Carlsbad Landscape Manual.

1. Utilize landscaping to define building entrances, parking lots, and the edge of various land uses.
2. Utilize landscaping to buffer and screen properties.
3. Consider safety, environmental impacts, and accent elements when selecting and locating landscaping elements.
4. Landscaping, between the front property line and the building creates a visually interesting transitional space. Select and place plants to enhance and soften architectural elevations, screen undesirable building features and contribute to the overall quality of the streetscape.
5. Select species that are compatible with Carlsbad's semi-arid Mediterranean climate, and that will grow to an appropriate size at maturity.



Screened public utilities



Ribbon driveway



Landscaping buffer

6. When there are minimal landscape areas between the building and the street, incorporate planters onto porches, recessed building entrances, and planters on decks and balconies.
7. Minimize paved vehicle areas such as driveways and parking areas. Design driveways to be no wider than necessary to provide access. Incorporate permeable surfaces, such as interlocking pavers, porous asphalt, power blocks, and lattice blocks/grasscrete or ribbon driveways where feasible.
8. Utilize planting to screen less desirable areas from public view, i.e., trash, enclosures, parking areas, storage areas, loading areas, and public utilities.
9. Provide landscaping between any parking lot and adjacent sidewalks or other paved pedestrian areas, as well as, within surface parking lots.
10. Incorporate native and drought tolerant vegetation whenever possible. Avoid use of invasive or noxious plants.
11. Incorporate lattice work and landscaping onto existing blank walls to support flowering vines growing out of planters placed at their base.
12. Plant trees and fast growing and flowering vines along fences and walls to soften the appearance of the fencing and screen views to functional on-site work and storage areas.
13. Utilize vines, espaliers, and potted plants to provide wall, column, and post texture and color and to accentuate entryways, courtyards, and sidewalks.

14. Incorporate large planters into seating areas. Planters should be open to the soil below and should incorporate permanent irrigation systems.
15. Maintain landscaping and yard areas regularly to keep a desirable, healthy appearance, eliminate trash, and control vermin.
16. Incorporate Low Impact Development (LID) strategies, site design, and source control measures into projects. Examples include rain gardens, rain barrels, grassy swales, soil amendments, and native plants.
17. Utilize seasonal shading from trees and shrubs when developing planting schemes for courtyards and streetscapes on south and west facing facades.



Proportionate residential landscaping



Low Impact Development Landscaping



Fence with quality material

## H. Fences and walls

1. Construct fences of quality and durable materials, such as, wood, vinyl or wrought iron.
2. Architecturally treat all site walls to complement the building design.
3. Chain link fences and other “see-through” fences are not appropriate for screening.
4. Fences and walls directly adjacent to sidewalks and pedestrian plazas in commercial and mixed-use areas should be avoided unless designed as a pedestrian amenity or a low wall landscape feature.

## 2.8.3 Building Form and Massing

### A. Building Form and Articulation

1. Reduce the imposing appearance of tall buildings by stepping back from street level on elevations above the ground floor.
2. Utilize horizontal and vertical articulation to break up monolithic street walls and facades.
3. Utilize techniques to reduce massing, such as variation in wall plane and height and variation in roof form and levels.
4. Surface detailing may be used, but does not serve as a substitute for distinctive massing.
5. Consider adjacent low density uses when designing and orienting a building. For example, avoid balconies overlooking rear yards.
6. Minimize the vertical emphasis of architectural design elements by incorporating features such as horizontal bands, reveals, trims, awnings, eaves, and overhangs or other ornamentation, along different levels of the wall surface.



Change in wall plane and roofline

7. Minimize blank walls by:
  - a. Adding window openings and/or entrances and other relief.
  - b. Providing recessed glazing and storefronts.
  - c. Adding vertical pilasters which may reflect internal building structure.
  - d. Changing color and texture along the wall surface.
  - e. Varying the planes of the exterior walls in depth and/or direction.
  - f. Adding trims, projections, and reveals along different wall surfaces.
8. Articulate the building façade by varying building elements to create contrast. Integrate all architectural elements into the building design to avoid the look of “tacked on” architectural features.
9. Utilize facade projections and recesses such as bay windows, planter boxes, roof overhangs, and entry way recesses.
10. Arrange columns such that they appear to support the weight of the building or feature above and are balanced in height, weight, and depth. Spindly columns can appear out of proportion with the element it is supporting.
11. Size shutters appropriately, when used to cover the window opening.
12. Avoid exterior sliding or fixed security grilles over windows along street frontages.
13. Discourage and avoid “chain” corporate architecture and generic designs. Each project should strive to achieve the unique architectural style or character.
14. Design roofs to accommodate a solar photovoltaic system and/or solar water heating system, as required by California Building Code.



Change in color and texture along wall surface



Appropriately sized shutters

15. Utilize details such as wall surfaces constructed with patterns, changes in materials, building pop-outs, columns, and recessed areas to create shadow patterns and depth on the wall surfaces.
16. Ensure that proportions are consistent with selected architectural styles.
17. Incorporate the characteristic proportions of traditional facades in new infill development.
18. Balance the ratio of height, width, and depth of arches and columns to emphasize strength and balance.
19. Ensure consistency between the height of a column and its mass or thickness with the weight of the overhead structure the column supports.
20. Infill buildings that are much wider than the existing facades should be broken down into a series of appropriately proportioned structural bays or components.
21. Consider transitions between the height of new development and the height of adjacent existing development.
22. Utilize vertical building focal elements. Towers, spires, or domes may foster community identity and serve as landmarks.
23. Utilize windows and open wrought iron balconies to provide opportunities for residents to passively observe and report suspicious activity.



Vertical building focal element



Appropriately sized and functional column

24. Utilize accent materials to highlight building features and provide visual interest. Accent materials may include any of the following:
  - a. Wood
  - b. Glass
  - c. Glass block (transom)
  - d. Tile
  - e. Brick
  - f. Concrete
  - g. Stone
  - h. Awnings
  - i. Plaster (smooth or textured)
25. Use building materials and finishes that are true to the structure's architectural style.
26. Windows, doors, and entries should be designed to capture the desired architectural style of the building.
27. Generally, use no more than three different materials on exterior wall surfaces. While certain styles may successfully incorporate multiple surface materials, caution must be used as too many materials can result in a less than aesthetically pleasing building.
28. Ensure material changes occur at intersecting planes, preferably at inside corners of changing wall planes or where architectural elements intersect, such as a chimney, pilaster, or projection.
29. Utilize light and neutral base colors. Generally muted color schemes will promote visual unity and allow awnings, window displays, signs and landscaping to be given proper emphasis.
30. Ensure lighting is architecturally compatible with the building.



Accent tile



Architecturally compatible lighting

31. Articulate storefronts with carefully arranged doors, windows, arches, trellises, or awnings, rather than blank walls.
32. Ensure that the main entrance to a building is clearly identifiable and unique, as it is the primary point of arrival and should be treated with significance.
33. Window type, material, shape, and proportion should complement the architectural style of the building.
34. Utilize recessed windows where appropriate to the architectural style, to provide depth.

## B. Awnings

1. Use awnings made of commercial grade canvas or metal and that are either fixed or retractable.
2. Avoid plasticized, and/or vinyl fabrics, and back-lit awnings.
3. Maintain a minimum six (6) inch clearance from second floor features such as windows.
4. Avoid wrapping awnings around buildings in continuous bands.
5. Place awnings only on top of doors, on top of windows, or within vertical elements when the façade of a building is divided into distinct structural bays.



Metal awnings

### C. Balconies

1. Place balconies adjacent to operable doorways. Faux balconies or those that do not appear usable are discouraged.
2. Visually support all balconies, either from below by decorative beams and/or brackets, from above by cables, or by other parts of the building.
3. On corners, balconies may wrap around the side of the building.



### D. Roof Forms

1. Ensure that roof materials and colors are consistent with the desired architecture or style of the building.
2. Utilize multi-roof forms, hips, gables, shed roof combinations, and sufficiently articulated flat roofs to create interesting and varying roof forms that will reduce building mass, add visual appeal, and enhance existing Village and Barrio character and massing.
3. Avoid long, unbroken, horizontal roof lines.
4. Avoid flat roofs unless sufficient articulation of detail is provided, such as precast treatments, continuous banding or projecting cornices, lentils, caps, corner details, or variety in pitch (sculpted), height, and roofline.
5. Avoid the “tacked on” appearance of parapets, and ensure their appearance conveys a sense of permanence. If the interior side of a parapet is visible from the pedestrian and/or motorist area of the project, utilize appropriate detail and properly apply materials.



Articulated roof forms

## E. Lighting

1. Provide exterior building lighting, particularly in commercial and high-pedestrian areas.
2. Design or select light fixtures that are architecturally compatible with the building.
3. Integrate light fixtures that are downcast or low cut-off fixtures to prevent glare and light pollution.
4. Design lighting in such a way as to prevent the direct view of the light source from adjacent properties or uses, particularly residential properties or uses.
5. Utilize lighting on architectural details, focal points, and parking areas to increase safety, help with orientation, and highlight site attributes and the identity of an area.
6. Use energy-efficient lamps such as LED lights for all exterior lighting along with adaptive lighting controls to contribute to energy conservation and potentially reduce long-term costs.



Commercial lighting

## F. Residential Design

1. Design with architectural features such as porches, balconies, chimneys, door placement, window proportions, dormers, wood detailing, fencing, siding, and color scheme to complement the overall building design, site and neighborhood context.
2. Incorporate porches, trellises, landscaping, and other features to extend the living area toward the street, soften the transition between the street and the dwelling, and encourage community.
3. Design and site units as much as possible to front primary streets to provide “eyes on the street,” create pedestrian environments, and support the walkable, connected character of the Village and Barrio.
4. Articulate windows with accent trim, sills, kickers, shutters, window flower boxes, balconies, awnings, or trellises authentic to the architectural style of the building.
5. Incorporate safe, efficient, and convenient access to usable open space within multifamily developments.
6. Locate garages and parking areas to have the least amount of visual impact on the street.
7. Design garages so that they are subordinate to the main living area, when viewed from the street. Where possible, recess the garage behind the dwelling unit and do not locate it between the main living area and the street.
8. Recess garage doors into the exterior wall, rather than keeping them flush.
9. Design detached garages and accessory structures to be an integral part of the architecture of the project. They should be similar in materials, color, and detail to the principal structures of a development.



Building articulation



Multifamily open space



Multifamily with articulation

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**CHAPTER 3**

**SIGNS**

**MASTER PLAN**

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## 3.1 Introduction

The standards set forth in this section apply to all properties within the Village and Barrio. Unless otherwise exempt by this section, all new signs, replacement signs or modifications to existing signs must conform to these standards.

Unless stated herein to the contrary, the standards contained in this section take precedence over the requirements of Chapter 21.41 (Sign Ordinance) of the CMC for all matters directly addressed by this section. For all other matters and all other types of signs which are not specifically excluded from the Village and Barrio, Chapter 21.41 of the CMC shall be referenced for regulation purposes. Signs which are located on public property shall also follow the sign standards outlined in CMC Title 11.

Unless a sign is otherwise exempt from needing a sign permit, every applicant shall apply for and obtain a sign permit according to the procedures set forth in Chapter 21.41 of the CMC before any new sign may be installed or any existing sign may be modified. In the Coastal Zone, unless otherwise exempt, an applicant shall also obtain a coastal development permit for new freestanding signs (e.g., monument signs).

An overall vision of the Master Plan is to create great streets that encourage more walking and biking. These sign standards contribute to that vision by requiring or encouraging thoughtfully designed, pedestrian-oriented signs. Signs seeking distant visibility from major streets are not appropriate to the desired Village and Barrio character.

### 3.1.1 Definitions

Terms used in this section shall be as defined in CMC Chapter 21.41 and within Appendix A of this document. Signs permitted by this section that are not defined in Chapter 21.41 are defined herein.

### 3.1.2 Non-Conforming Signs

Many non-conforming signs exist within the Village and Barrio and those signs can have an adverse impact on revitalization efforts within the area. Therefore, every effort will be made to encourage voluntary compliance with the standards set forth within this Village and Barrio Master Plan.

Mandatory conformance with the standards set forth herein for signs within the Village and Barrio area shall be as required per CMC Section 21.41.130.

### 3.1.3 Signs exempt from needing a sign permit

Signs not requiring a sign permit include address signs, window signs and all other signs as so identified in CMC Section 21.41.040.

### 3.1.4 Permitted Signs

- A. The following signs shall be permitted within the Village and Barrio. Unless otherwise noted, the permitted sign types listed below shall have the same meaning as defined in CMC Section 21.41.020.
1. A-frame sign (private property)
  2. A-frame sign (public property)
  3. Address sign
  4. Awning sign
  5. Directional sign
  6. Directory sign
  7. Gas station sign\*
  8. Marquee sign
  9. Monument sign
  10. Neon sign (with limitations on application as noted herein)
  11. Plaque sign\*
  12. Projecting sign
  13. Restaurant menu sign\*
  14. Suspended sign
  15. Wall sign
  16. Window sign
  17. Yard sign\*

\*These signs are not defined in the CMC but are sufficiently described herein.

### 3.1.5 Prohibited Signs

- A. The following signs shall be prohibited within the Village and Barrio area.
  - 1. Interior illuminated boxed display signs (which are designed to be mounted on the exterior of a building).
  - 2. Changeable letter signs, except for A-frame signs (public and private), marquee signs and service station signs.
  - 3. Signs facing an alley or a parking lot unless identifying a public entrance facing the alley or lot.
  - 4. Individual letters painted directly onto the building face if facing a public street.

### 3.1.6 Maximum Sign Area

- A. Each building/project in the Village and Barrio is allowed a total of 1 square foot of signage for each lineal foot of building frontage. This is an aggregate of all sign types allowed except those specifically identified herein as exempt from sign area calculations.
- B. The following signs will not be calculated in the maximum sign area permitted for each building or use. These signs may be provided in addition to the signs which are included within the 1 square foot per lineal foot of building frontage calculation.
  - 1. A-frame signs
  - 2. Marquee signs
  - 3. Plaque signs that identify historic buildings and sites
  - 4. Restaurant menu signs
  - 5. Signs exempt from needing a sign permit (including address and window signs)
- C. Allowable areas stated below shall be considered the maximum sign areas.

## 3.2 Permitted Sign Standards

### 3.2.1 A-FRAME SIGNS (PRIVATE PROPERTY)

#### Standard

#### Interpretation

#### A. ALLOWABLE AREA

1. 15 Square feet

#### B. STANDARDS

1. Each business within the Village area shall be permitted to have one A-frame sign, except for businesses located within a business arcade or courtyard area. Each single business within an arcade or courtyard is not allowed to have an individual A-frame sign; see "directory sign" as permitted in these Sign Standards instead.
2. A-frame signs shall have a sturdy, secure outdoor base.
3. A-frame signs may have no more than two display faces, every display face shall be a flat, smooth surface, and remain completely free of dangerous protrusions such as tacks, nails or wires; however, cutouts of any shape are allowed. Sign faces shall be back to back. No banners, ribbons, streamers, balloons, or attachments of any kind may be affixed to the sign. The sign may not use any moving parts or include a display face which is hinged, or which otherwise swings or hangs from a frame. Glass, breakable materials, and illumination are prohibited. The signs shall be physically stable and balanced flat on the sidewalk. The sign must be self-supporting, stable and weighted or constructed to withstand overturning by normal wind currents or contact.



### 3.2.1 A-FRAME SIGNS (PRIVATE PROPERTY)

#### Standard

#### Interpretation

4. Each display face shall not exceed 5 feet in height or 3 feet in width. Changeable text area of the sign may not exceed 50 percent of the display face. No such sign may have special illumination or parts which move, flash, blink, fluoresce or use digital display. Fluorescent or "day glow" colors are not allowed. Paper and other nonrigid changeable text areas are not allowed.
5. The sign shall not be permanently affixed to any object, structure, or the ground, including utility poles, light poles, trees or other plants, or any merchandise or products displayed outside permanent buildings.
6. At no time may the sign be placed in the street or in any position which impedes the smooth and safe flow of vehicular and pedestrian traffic, or which interferes with driver or pedestrian sight lines or corner clear zone requirements as specified by the city. No sign shall be placed in such a manner as to obstruct access to a public sidewalk, public street, driveway, parking space, fire door, fire escape or access for persons with disabilities.
7. A-frame signs shall not count as part of the total signage permitted for a given building or business.

### 3.2.2 A-FRAME SIGNS (PUBLIC PROPERTY)

Standard	Interpretation
<p><b>A. STANDARDS</b></p> <ol style="list-style-type: none"> <li>1. A-frame signs on public property shall be regulated according to Section 11.44.050 of the CMC.</li> <li>2. All existing building signage for a business must conform to the sign standards set forth within this document before a permit will be approved for an A-frame sign.</li> <li>3. A-frame signs shall not count as part of the total signage permitted for a given building or business.</li> </ol>	

### 3.2.3 ADDRESS SIGNS

#### Standard

##### A. ALLOWABLE AREA

1. 6 square feet.

##### B. STANDARDS

1. Address signs shall be provided on all buildings.
2. Address signs are not included in the calculation of maximum sign area.
3. Address signs may be placed on awnings, doors, windows, transoms or on wall surfaces adjacent to business or residential entries as long as they are placed in a location plainly visible and legible from the street, they contrast in color with their background, and they comply with Fire Protection requirements.
4. Size, location, type, style and the design of address signs shall be appropriate to the character of the building but shall feature minimum number heights as required by CMC Title 17 (Fire Protection); the Fire Code Official may also establish different minimum sizes for address sign numbers for various categories of projects.
5. The Fire Code Official may establish additional requirements as necessary.
6. Address signs do not require a sign permit.

#### Interpretation



## 3.2.4 AWNING SIGNS

### Standard

#### A. ALLOWABLE AREA

1. For any awning that serves as a sign in itself, the entire awning will represent the sign for calculation purposes. In this case, the awning size may not exceed 1 square foot in size for each lineal foot of building frontage.

#### B. STANDARDS

1. Two awning signs shall be permitted per building frontage.
2. Awning signs may encroach within the right of way upon approval by the City Engineer and shall not extend closer than 2 feet to the curb line.
3. Minimum awning depth shall be 4 feet (measured perpendicular to the wall face).
4. Minimum vertical clearance shall be 8 feet.
5. Awning valances (i.e., vertical faces) shall not exceed 12 inches in height.
6. Letter height on valances shall not exceed 8 inches.
7. Letters applied to the sloping awning face shall be appropriate in the context of other building signs but shall not exceed 18 inches in height.

### Interpretation



### 3.2.4 AWNING SIGNS

#### Standard

8. First floor awnings shall maintain a minimum 6 inch clearance from second floor features such as windows.
9. Awning signs at windows above the ground floor shall be permitted and shall feature letter heights in proportion to the window and not exceeding that permitted for ground floor awnings.
10. No back lit, plasticized, and/or vinyl fabric awnings or canopies shall be permitted. Exterior lighting of awnings/canopies is permitted.
11. All awnings shall be architecturally integrated with the building.
12. All awnings shall be made of commercial grade canvas; fixed or retractable awnings are acceptable

#### Interpretation



### 3.2.5 DIRECTIONAL SIGNS

#### Standard

##### A. ALLOWABLE AREA

1. 4 square feet.

##### B. STANDARDS

1. Two vehicular and/or pedestrian-oriented directional signs may be permitted per driveway entrance.
2. Signs shall not exceed 30 inches in height.
3. Given the Village and Barrio's pedestrian-orientation, use of directional signs shall be limited to places only where aiding internal circulation is important, such as for buildings setback from the street and in large parking lots serving multiple uses.

#### Interpretation



## 3.2.6 DIRECTORY SIGNS

### Standard

### Interpretation

#### A. ALLOWABLE AREA

1. 15 square feet.

#### B. STANDARDS

1. Signs may be used for the following:
  - a. Buildings with business tenants in courtyards or arcades separated from sidewalks adjacent to public streets.
  - b. Buildings with business tenants above the ground floor level.
2. One directory sign per pedestrian entrance shall be permitted.
3. Signs shall be mounted flat against a solid wall or incorporated into a freestanding kiosk and located wholly on the property on which the tenants are located.
4. Building name, project name or project logo shall not exceed 4 inches.
5. All other sign copy shall not exceed 2 inches in height.
6. Signs shall feature a strong visual quality, such as through use of interesting frames and sign-types, to enhance the pedestrian experience.
7. Changeable sign panels may be used so long as the changeable part consists of the entire name of a business and other related information such as suite number. Individual letter changeable signs shall not be used.



### 3.2.7 GAS STATION SIGNS

Standard	Interpretation
<p><b>A. ALLOWABLE AREA</b></p> <ol style="list-style-type: none"> <li>1. Monument Sign (price only): 24 square feet.</li> <li>2. If a combination identification and price sign is used for a single gas station, the maximum sign area for the combined sign shall not exceed 48 square feet.</li> </ol> <p><b>B. STANDARDS</b></p> <ol style="list-style-type: none"> <li>1. No more than one gas station sign shall be permitted per street frontage.</li> <li>2. Gas station signs shall not exceed a maximum height of 6 feet.</li> <li>3. Digital displays for gasoline prices are permitted.</li> <li>4. Signs shall feature a strong visual quality, such as through placement and use of materials and design, to enhance the pedestrian experience and the overall area while still providing adequate identification for motorists.</li> <li>5. In addition to a gas station sign or signs as described herein, gas stations may also have other permitted signs as identified in this chapter.</li> </ol>	

## 3.2.8 MARQUEE SIGNS

### Standard

### Interpretation

#### A. ALLOWABLE AREA

1. 70 square feet; for cinemas, an additional 10 square feet per screen over one, up to a maximum of 130 square feet per sign, is permitted.

#### B. STANDARDS

1. Marquee signs shall be used only for cinemas and theatres.
2. One marquee sign shall be permitted per establishment.
3. Marquee signs may encroach within the right of way upon approval by the City Engineer.
4. Marquee signs shall have a minimum vertical clearance of 10 feet above sidewalks and 14 feet above a vehicular right-of-way.
5. The changeable copy portions of marquee signs shall not exceed 80 percent of the total sign area.
6. The facility name portion of marquee signs shall not exceed 40 percent of the total sign area.
7. Marquee signs may feature more than one sign face.
8. Marquee signs are not included in the calculation of maximum sign area.



### 3.2.9 MONUMENT SIGNS

#### Standard

#### Interpretation

##### A. ALLOWABLE AREA

1. 24 square feet.

##### B. STANDARDS

1. Monument signs shall be for commercial uses other than gas stations (see “gas station signs”) and residential structures converted to commercial uses (see “yard signs”).
2. No more than one monument sign shall be permitted per property.
3. Given the Village’s pedestrian orientation, monument signs shall be permitted only for properties with significant identification constraints (e.g., significant building setbacks), that other permitted signs cannot adequately address, as determined by the City Planner.
4. Monument signs shall not overhang public property.
5. Signs shall feature a strong visual quality, such as through placement and use of materials and design, to enhance the pedestrian experience and the overall area.
6. The maximum sign height shall not exceed 6 feet.
7. Letter heights shall not exceed 12 inches.
8. Exterior illuminated fixtures, if any, shall be designed to complement the appearance of the signs.
9. Sign materials shall be consistent with the structure and use.



## 3.2.10 NEON SIGNS

### Standard

### Interpretation

#### A. ALLOWABLE AREA

1. The maximum allowable sign area shall be based upon the sign size limits set forth within this Code for the particular type of sign to be used with the neon (i.e., wall or projecting sign).

#### B. STANDARDS

1. Neon signs shall be limited to retail and restaurant uses only.
2. Neon signs shall be allowed for the following applications only:
  - a. Wall signs
  - b. Projecting signs (on flat panels)
  - c. Window signs
3. The intensity or brightness of any neon signs shall be compatible with any nearby residential uses, as determined by the City Planner.
4. Neon used as window signs shall minimize the appearance of support materials, such as in the manner described below.
  - a. Signs should be suspended from above.
  - b. Signs should be set back a minimum of 3 inches from the storefront glazing.
  - c. All ballasts, supporting mechanisms and other non-illuminated elements of the sign should be concealed from public view.
  - d. Neon window signs may be mounted on a transparent panel.



### 3.2.11 PLAQUE SIGNS

#### Standard

##### A. ALLOWABLE AREA

1. 2 square feet.

##### B. STANDARDS

1. One plaque sign shall be permitted per establishment.
2. Plaque signs shall be placed only on wall surfaces adjacent to tenant entries. Plaque signs identifying historic sites or buildings may be placed elsewhere.
3. Plaque sign projections from wall surfaces shall be limited to a maximum of 2 inches.
4. Plaque signs identifying historic sites or buildings are not included in the calculation of maximum sign area.

#### Interpretation



## 3.2.12 PROJECTING SIGNS

### Standard

#### A. ALLOWABLE AREA

1. 6 square feet, excluding supporting brackets.

#### B. STANDARDS

1. One projecting sign shall be permitted per establishment.
2. Projecting signs shall be oriented to pedestrians passing on the sidewalk in front of the building and may feature designs unique to the businesses they identify, such as shoe for a shoe store.
3. The minimum underside clearance for a projecting sign shall be 8 feet.
4. Maximum projection depth shall be 4 feet (measured perpendicular to the wall face)
5. Projecting signs may encroach within the right of way upon approval by the City Engineer.
6. Projecting signs shall be generally mounted no higher than the second-floor window sill in multi-storied buildings. If a higher mounting height is appropriate, the sign top, bottom and mounting shall bear some relationship to the second-floor windows.

### Interpretation



### 3.2.13 RESTAURANT MENU SIGNS

#### Standard

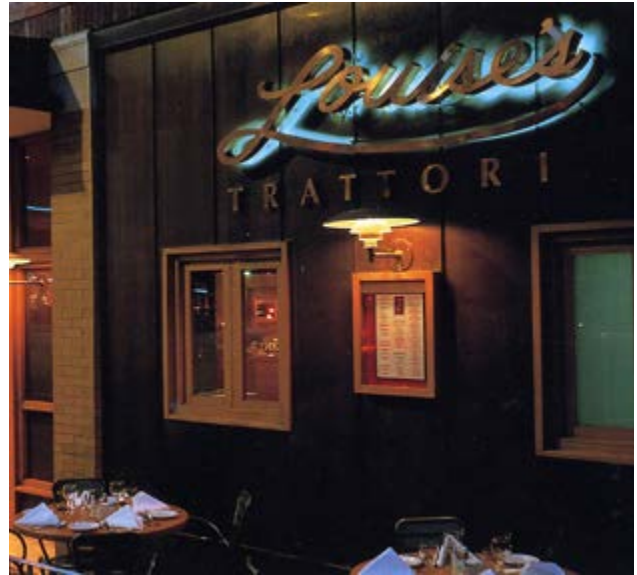
#### Interpretation

#### A. ALLOWABLE AREA

1. 6 square feet (including sign case).

#### B. STANDARDS

1. One restaurant menu sign shall be permitted per establishment.
2. Restaurant menu signs are not included in the calculation of maximum sign area.
3. Signs shall be located on private property and shall not interfere with pedestrian circulation.
4. Signs shall be prominently located near the restaurant entry or near the public sidewalk where entries are more than 10 feet from the sidewalk.
5. Restaurant menu signs shall be appropriate in location and design to the character and architectural detail of the building as well as to the character of the restaurant.



### 3.2.14 SUSPENDED SIGNS

#### Standard

##### A. ALLOWABLE AREA

1. 6 square feet, excluding support brackets.

##### B. STANDARDS

1. Suspended signs shall be used only at ground floor locations with the following exceptions.
  - a. Upper floor covered entry porches and balconies.
  - b. Upper level private balconies.
2. One suspended sign shall be permitted per establishment.
3. Minimum vertical clearance shall be 8 feet.
4. Suspended signs may encroach within the right of way upon approval by the City Engineer.
5. Suspended signs may be simple (e.g., store name on a single-color background) or fanciful with irregular outlines and multiple colors.

#### Interpretation



### 3.2.15 WALL SIGNS

#### Standard

#### Interpretation

##### A. ALLOWABLE AREA

1. 1 square foot of sign area for each lineal foot of building frontage.

##### B. STANDARDS

1. No more than one wall sign shall be permitted per building frontage.
2. Limit wall signs to the following types:
  - a. Individual solid metal letters
  - b. Halo lit signs
  - c. Individually internally illuminated letters
  - d. Exposed neon directly attached to the building face (permitted only for restaurants and retail uses; see neon sign standards in this section)
  - e. Individual letters painted directly onto the building face (not permitted on frontages facing a public street)
3. All ballasts, supporting mechanisms and other non-illuminated elements of the sign should be concealed from public view.
4. Sign and placement limitations:
  - a. The letter height shall be 18 inches or less.
  - b. Maximum projection: 12 inches from wall face.
5. Wall signs at business entries serving the public and facing alleys or parking lots are allowed but shall be limited to 10 square feet.



### 3.2.16 WINDOW SIGNS

#### Standard

##### A. ALLOWABLE AREA

1. Total copy area shall not exceed 25 percent of the window area.

##### B. STANDARDS

1. Window signs shall not exceed a sign height of 7 feet above average grade and a letter height of 6 inches.
2. Window signs that obstruct interior building views at the street level are prohibited.
3. Window signs shall not require a sign permit.

#### Interpretation



### 3.2.17 YARD SIGNS

#### Standard

#### Interpretation

#### A. ALLOWABLE AREA

1. 12 square feet.

#### B. STANDARDS

1. Yard signs shall be allowed only for residential structures converted to commercial use that are set back from the sidewalk at least 15 feet.
2. One yard sign shall be permitted per property.
3. Yard signs shall be monument or pole signs; if pole signs, yard signs shall have at least two supports.
4. Yard signs shall not exceed 5 feet in height, including supports.
5. Yard sign letter height shall not exceed 6 inches.
6. Sign materials, including supports, shall be consistent with the structure and use.
7. Exterior illuminated fixtures, if any, shall be designed to complement the appearance of the sign and be compatible with the neighborhood.



**CHAPTER 4**

**MOBILITY AND  
BEAUTIFICATION**

**MASTER PLAN**

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## 4.1 Introduction

To support Master Plan goals of creating a more walkable and livable setting as well as balancing a variety of travel modes, this chapter provides public realm and street design recommendations to further the vision. In addition, the Master Plan recommendations have been developed in coordination with the Coastal Mobility Readiness Plan adopted in 2016, and the 2017 Carlsbad Village, Barrio and Beach Area Parking Management Plan.

The Master Plan emphasizes walkability. The Village is a unique part of Carlsbad because of its more compact, downtown setting, its mix of uses, its proximity to the train station and transit services, the availability of public parking, and its walkable street grid. The Barrio also has a flat, walkable nature and close proximity to the shops, restaurants and services in the downtown Village. For these reasons, parking and mobility should be treated differently in the Village and Barrio than in the rest of Carlsbad, which is largely hilly and suburban.

Walkability is clearly a key goal for the community, and the Barrio and Village environment lends itself well to this aim. An emphasis on walkability should also look to accommodate all modes of transportation; therefore, the mobility recommendations were developed around these guiding principles:

- Establish connections for all modes of travel
- Provide modal choices and networks, including infrastructure to support all roadway users
- Move people, and not just cars, by embracing a variety of transportation options
- Manage parking supply and demand
- Create a “park once” strategy in the Village that enables and encourages visitors to park once and explore the Village on foot, by bike, or by using other alternative modes

Mobility embraces all forms of transportation both now and in the future. To manage mobility, the community must have a good knowledge base, an awareness of current conditions, and the ability to react to changing circumstances and trends.

The Village has a transit rich environment that should continue to be sustained to provide diverse mobility options to residents, workers and visitors. Sustainable transportation strategies considered for the Village and Barrio should incorporate current and future mobility modes to support continued community vitality.



Enhanced sidewalks provide an inviting pedestrian environment



Bike Lane on Carlsbad Boulevard



Grand Avenue

Through community engagement, a set of mobility initiatives were developed, tested, refined, and ultimately incorporated into the plans for the Village and Barrio. The resulting recommendations can be grouped into four categories:

- Maximize Connectivity
- Create Livable Streets
- Enhance the Bike Network
- Implement Parking and Transportation Demand Strategies

Each initiative is presented in more detail in later sections of this chapter.

## 4.2. Maximize Connectivity

Carlsbad’s street network is currently severely hampered due to the presence of the NCTD/Amtrak rail line that bisects the community just west of State Street, separating the Barrio and Village from the beach. Rail line crossings today only exist in four locations within or near the study area: the grade-separated crossing of Carlsbad Boulevard on the north end of the City; and at-grade crossings at Grand Avenue, Carlsbad Village Drive, and Tamarack Avenue.

In a similar manner, I-5 creates another barrier that separates the Village and Barrio from the neighborhoods east of the interstate with crossings only available at Carlsbad Village Drive, Chestnut Avenue, and Tamarack Avenue within or near the study area. As both Carlsbad Village Drive and Tamarack Avenue are interchanges, they are not geared toward pedestrian and bicycle connectivity and access, forcing residents that live east of the interstate to usually use their cars to get to the Village, Barrio, and beach.

Two initiatives are at play that can dramatically change the division of the community in the future. The first is the plan by NCTD and SANDAG to double-track the rail line; the second is the opportunity to enhance street connections between the study area and the eastern neighborhoods and provide attractive entry features, “gateways,” as a result of the proposed I-5 enhancements planned as part of freeway widening (North Coast Corridor Project).

If the double-tracking were to be constructed as an at-grade project, it will even more severely separate the community, since the number of trains would dramatically increase. However, the City of Carlsbad has stated clearly that the preference is to create a “trench” and place the rail lines in the trench, or below street level, similar to what has been done in Solana Beach south of Carlsbad.

From a connectivity standpoint, lowering the rail line below street level would have a transformative impact on the lack of connectivity between the beach and the Village and Barrio neighborhoods. Where there are currently four crossing

opportunities, with trenching there could be up to 10. These connections could be for “livable street” designs for motor vehicles, pedestrians and cyclists or some could be constructed for pedestrian and bicycle use only.

As shown in Figure 4-1, Railroad and Interstate Crossings, reconnections would allow for multiple new routes for residents and visitors to access the beach, and would afford a real choice in mobility modes. The reconnections also would have a positive impact on emergency service response, as fire and police would no longer be forced to use only four crossings, of which three could be closed for a passing train. Furthermore, reconnections would enable residents living west of the railroad tracks and south of Oak Avenue to more easily access goods and services in the Village and Barrio, including restaurants, churches, community uses such as the Boys & Girls Club and the Senior Center, and Pine Avenue Park.

Additionally, lowering the rail line creates an opportunity for a central green space between Carlsbad Village Drive and Grand Avenue that links both sides of the track. As pictured in this section, expansion of Rotary Park eastward and over the tracks would result in a broad public area complemented and anchored by the historic rail depot. Potential re-routing of the Coastal Rail Trail to the alley west of State Street (or possibly as part of the central green as the pictures depict) and new pedestrian and bicycle crossings on Carlsbad Village Drive and Grand Avenue would also enhance area connectivity. Section 4.4.12 further discusses relocation of the Coastal Rail Trail.

Finally, a net effect of the reconnections would be to reduce reliance on Carlsbad Village Drive as the primary access to the beach, and on Tamarack Avenue as a secondary access. With the train in a trench below street level and multiple grade-separated connections across the tracks, traffic (motorized and non-motorized) could use route choices of a robust network, thereby reducing the demands on any single route.



Railroad crossing options at and below street level (looking north over Carlsbad Village Drive)



Figure 4-1, Railroad and Interstate Crossings

The City acknowledges that trenching the line is not a certainty in the Barrio or Village at this time. Based on the rail’s current at-grade configuration, and the lack of rail crossings between Carlsbad Village Drive and Tamarack Avenue, the community has continually expressed a desire for an under-crossing or over-crossing of the railroad tracks at Chestnut Avenue in the Barrio to serve cyclists and pedestrians. This crossing should be pursued and not delayed by the potential future configuration of the rail line.

On the east side of the community, the proposed I-5 enhancements afford an opportunity to enhance the connections between the study area and the neighborhoods east of the interstate (at Carlsbad Village Drive, Chestnut Avenue and Tamarack Avenue as well as others) and provide gateways to serve as attractive, memorable entries to the Village and Barrio, the beach area, and the city as a whole. At a minimum, the areas around the interchange at Carlsbad Village Drive are slated to be eligible for gateway treatments that emphasize the significance of the street as a primary entry into the Village and Carlsbad. To the south, the Chestnut Avenue under-crossing is planned to have widened sidewalks, pedestrian lighting, and street trees.

Gateways would complement the roundabout and public art entry feature already completed at the Village’s north boundary at Carlsbad Boulevard and State Street. A separate effort is currently underway to design street and intersection improvements at Tamarack Avenue and Carlsbad Boulevard which would provide an additional opportunity to create an attractive entryway feature to the overall Village, Barrio and beach area.

Given its prominence and activity level, Grand Avenue could be connected under I-5 as part of the overall North Coast Corridor Project to create an important connection for residents east of the interstate. It would also provide at a minimum bike, pedestrian, emergency vehicle, and transit/parking shuttle access from the east side of the interstate to the beach, Village and Barrio. Consideration of this underpass should occur as part of discussions on a potential city hall expansion or connectivity impacts to the Village and Barrio resulting from, for example, future improvements to the freeway and the I-5/SR 78 interchange.



Public Art at the north entrance to the Village and Carlsbad Boulevard

## 4.3 Create Livable Streets

Creating a safe environment for walking and biking on the streets of Carlsbad is an important community goal. While Carlsbad has several desirable streets for a community in Southern California, residents expressed a desire to create even better, more walkable streets. Observed traffic volumes on major streets within the Village and Barrio along with meetings with City engineering and emergency services staff provided insights into the opportunities that could be explored to create great streets by repurposing existing rights-of-way for other uses than just moving cars. In summary, Carlsbad has the opportunity to turn good streets into truly great streets as the following objectives note.

- There is a strong community desire to balance the modes of transportation with the desired and existing land use contexts on all of the streets within the study area.
- Traffic volumes and operations may support a reallocation of pavement for uses other than motor vehicle movement.
- Trenching the railroad and reconnecting the network across the tracks greatly increases the connections and routes possible to move between the Village and Barrio areas to the beach front.
- Implementing parking and transportation demand management strategies would relieve pressure on the existing access routes such as Carlsbad Village Drive, Tamarack Avenue and Carlsbad Boulevard, particularly when combined with a reconnected street network.

### 4.3.1 Design for Pedestrians First

Great streets are walkable streets, and an essential distinction of great walkable streets is that the entire space is designed as an ensemble, from the travel lanes, trees and sidewalks, to the very buildings that line the roadway. There are a variety of street types, including main streets and neighborhood streets, and each type can be designed to effectively promote walkability. The following are several key elements for creating a great pedestrian environment throughout the Village and Barrio.

Appropriately designed sidewalks are essential for active pedestrian life. Streets in the commercial core should be enhanced to create more pedestrian-oriented streets to increase foot traffic. In addition, transition should be created between commercial core streets and residential streets to encourage pedestrian activity and create more walkable streets. The width of the sidewalk will vary according to its location and the uses it serves. Those widths stated below are consistent with the minimum sidewalk widths established in General Plan Mobility Element Table 3-1.

1. On all streets in the Barrio and Village, sidewalks should have a minimum width of five feet.
2. Residential streets with multifamily uses or high foot traffic locations such as those near the beach or a park may warrant a width greater than five feet.
3. Streets adjacent to a school, such as Jefferson Street near Jefferson Elementary School, should have a minimum width of six feet.
4. On primary commercial streets in the Village — such as Carlsbad Boulevard, Carlsbad Village Drive, Grand Avenue, and State Street — sidewalk widths of at least ten feet (twelve feet preferred) are recommended where feasible, taking into consideration the traffic volumes of the adjacent roadway. Sidewalk widths also should allow for adjacent land uses to utilize the sidewalk for outdoor seating and other activities, as appropriate. Periodic features such as curb extensions or “bulb-outs” can extend the sidewalk into the parking lane, for example, creating extra space for pedestrians, decreasing the street width pedestrians must cross, and slowing down vehicles.
5. “Reclaim” right-of-way where feasible along existing streetscape. For example, there is a key opportunity to reclaim right-of-way along Oak Avenue and streets west of Carlsbad Boulevard, where private improvements encroach or where the distinction between public and private space is unclear. Furthermore, right of way should be maintained and acquired as necessary.



Existing and Proposed Conditions on Grand Avenue near State Street

Intersection and street crossings should also be evaluated to determine ways to improve walking. Following are recommendations:

1. Crosswalks, a minimum ten feet in width, should be provided as part of all traffic calming improvements.
2. A pedestrian scramble at Roosevelt Street and Carlsbad Village Drive would improve crossings at this key intersection in the heart of the Village; Roosevelt Street serves as a prime pedestrian thoroughfare between the Village and Barrio. In addition, consider a pedestrian scramble at State Street and Carlsbad Village Drive.
3. Traffic calming devices, such as curb extensions (“bulbouts”) or enhanced pedestrian crossings should be considered and evaluated for implementation. Bulb-outs will create opportunities to place furniture for public gatherings or sidewalk cafes and/or curb cafés.
4. Along Carlsbad Village Drive, Grand Avenue and Carlsbad Boulevard, mid-block pedestrian crossings could be provided at appropriate locations (e.g. where sight distance is adequate and speeds are appropriate); mid-block crossings may be appropriate along other streets as well.
5. Signalized intersections should provide advanced pedestrian phases allowing pedestrian traffic to take over the crosswalk before vehicles are allowed to have a green indication.
6. Building and private improvements should be designed so that all accessibility features are contained within the corresponding property line and do not extend into sidewalks.



Pedestrian scramble at Carlsbad Boulevard and Carlsbad Village Drive

### 4.3.2 Make Carlsbad Accessible

Being a City that is accessibility-friendly can mean a lot of things. It not only includes wheelchair access, but also considerations for audio and visual impairments, among others. The following are some suggestions on improvements within the Village and Barrio to make Carlsbad more accessible:

1. Crosswalks should be well lit and have audio and visual signals of when it is safe for pedestrians to cross.
2. Incorporate on-street disabled parking spaces into streetscape designs.
3. Consider intersection, street lighting, and sidewalk improvements that provide accessible paths of travel from residential areas to important destinations in and near the Village and Barrio, such as the Senior Center, Pine Avenue Park, the Post Office, businesses that provide neighborhood goods and services, and City Hall and the Cole Library.



Consistent street appearance

### 4.3.3 Provide a Consistent Street Appearance

Street furniture, such as street lights, bus shelters, benches, trash and recycling receptacles, newspaper racks, and pedestrian wayfinding signage should be regularly spaced and typically aligned with the street trees between the sidewalk and street. Uniform gating or other standard feature could surround the bases of street trees. The consistent design and placement of these elements will provide a unifying effect throughout the Village and Barrio.

Providing a consistent and desirable appearance also extends to sidewalks, nearby private property improvements, and even the manner in which refuse disposal occurs. For example, sidewalk design in the Village Center District, which encompasses the commercial core, could be comprised of two-foot by two-foot concrete squares. Similarly, onsite hardscape and landscape fronting a building should be uniform and consistent with the character of the street, with maintenance provided by the property owner. Unless there is no other option, trash should not be taken from the front of commercial core streets. Any fences and gates should be in sync with the character of the Village and not be disruptive to its pedestrian-orientation. Lastly, bollards should also meet the design standards and complement the character of the Village.

Overhead utilities should be placed underground or in alleys. Removing overhead utilities from the street allows for trees to grow and reduces the visual clutter along the streets. Putting utilities underground also aids the response of emergency vehicles and increases the safety margin of responding personnel.

### 4.3.4 Allow on-street Parking in Suitable Locations

On-street parking buffers pedestrians from moving cars and calms traffic by forcing drivers to stay alert. Parallel parking is the ideal arrangement, because it keeps streets narrow. Diagonal parking is acceptable on some shopping streets to provide more parking, as long as the extra curb-to-curb width is not achieved at the expense of sidewalk width. Angled on-street parking can also be used to retrofit existing streets to provide additional parking for the Village and Barrio within the existing curb-to-curb dimension. This has already been accomplished, for example, along the west side of Madison Street between Carlsbad Village Drive and Oak Avenue. In addition, back-in angled parking can enhance sight-lines between drivers and bicyclists and provide safety benefits. Areas that will allow for diagonal parking will be developed at a later time. Parking strategies are discussed in further detail in Section 4.5.



On-street parking

### 4.3.5 Relocate Utility Equipment

The pedestrian realm in the Village is hampered in many places by large utility transformers. Not only do they hinder access, they mar the landscape. As feasible, existing transformers and other utility equipment

should be relocated or placed underground. This could be accomplished through street improvement projects or as property redevelops. New development should place utilities in alleys or locations away from sidewalks and pedestrian activities.

### 4.3.6 Utilize and Make Alleys More Pedestrian-Friendly

The bulk of a building's parking supply and services, such as deliveries and trash collection, should occur behind the building, and, when possible, accessed from the alley. Considerations will be given to delivery times in areas where congestion is an issue. As a result, the pedestrian realm of the sidewalk will be defined by shop fronts and building entrances rather than parking lots, service areas and utility fixtures. Additionally, a uniform street alley entry design will be created with added pedestrian lighting and public art in alleys to increase walkability throughout the Village. As alleys become more important and attractive to pedestrian and other users, shop owners may be encouraged to have alley-facing public entrances. To illustrate, if the Coastal Rail Trail were relocated to the alley west of State Street as discussed in this chapter, the increase in bicyclists could energize this portion of the Village and the relationship between the train station and adjacent State Street businesses.

### 4.3.7 Incorporate Arts and Culture Into the Streetscape

Arts and culture will help enhance the cohesive and dynamic visual character of the Village and Barrio. They can promote and engage the pedestrian experience and in turn contribute to a dynamic pedestrian environment. Arts and culture placemaking has become a major strategy for helping communities achieve their goals for creating public spaces that reflect the identity of the community, activate spaces in dynamic ways, and make great environments that are appealing to both residents and visitors. Today these placemaking strategies include a wide range of options such as public art, pop-ups, murals, sidewalk mosaic art, sculptures, live-music, temporary installations, and a variety of community initiated programming and events.

Livable streets require the design of environments that are pedestrian oriented, visually dynamic, aesthetically pleasing and programmatically vibrant. Public art can change the way people see and experience the Village and Barrio. Carlsbad residents have expressed the desire for core areas of the Village and Barrio to be activated by dynamic and rotating programming that includes music, events, rotating visual art, and opportunities to see and buy local art. Promoting and encouraging arts and culture in the streetscape, alleys and public spaces will help beautify the Village and Barrio and create great streets.

Public art can serve as a key component of placemaking, whether at a gateway location such as Carlsbad Village Drive and Interstate 5 or on a broader scale, such as throughout the Village and Barrio. Playing a significant role in defining the character of a community while contributing to the aesthetic quality of public spaces, art can help make great streets, and connect the community. On a large scale, public art has the ability to unify the Village and the Barrio, identify a neighborhood gateway, and act as a focal point in a park or plaza, and preserve and celebrate the cultural heritage of the Village and Barrio.

Engaging, human-scale art creates compelling visual connections along streets, enlivens the public realm and helps to make areas feel more cohesive. At the pedestrian scale, art can provide visual interest and create unique or special places for people to enjoy. Public art's distinct visual elements — whether permanent or temporary, kinetic or stationary, stand-alone or integrated into the architecture and landscaping — can define a destination, and gathering place, as well as serve as a wayfinding element. This is already evidenced by the murals in the Village and the sculpture in the roundabout on Carlsbad Boulevard at the north entrance to Carlsbad.

Public art can also serve as a point of reference and landmark, welcoming and orienting visitors to the Village and Barrio. It can reinforce streets, bikeways, traffic islands, medians, and neighborhood centers. It can strengthen critical linkages, including pedestrian passages to the beach, increase the sense of safety in alleyways, illuminate pedestrian paths and enliven the pedestrian experience. Because of its potential significance to many aspects of the public realm, public art is an essential part of the planning and design phases of development; it allows the integration of artwork with other streetscape elements. Consideration for how public artwork appears from day to night, incorporates lighting elements, as well as how it responds to its environmental context, are important criteria. Public art for streetscape and neighborhood improvement can take many forms including:

## A. Iconic Artwork

Iconic artwork large-scale artworks can be a catalyst for positive change, helping to revitalize urban spaces in the Village and Barrio that creates an identity for the area. Significant, large-scale permanent artwork can serve to define landmarks at major gateways into the Village and the Barrio, at public gathering places and parks, and on major boulevards and intersections.

## B. Wayfinding Artwork

Wayfinding artwork is permanent artwork located in active vehicular and pedestrian intersections. It serves to connect key locations to the Village and Barrio core, enhance pedestrian circulation, and guide passage to the beach.

## C. Temporary Art

Temporary public art is a highly effective tool for developing socially engaging, interactive art experiences in community settings. By its fresh and timely nature, temporary art fosters artistic exploration far beyond the traditional boundaries of public art, drawing residents and visitors to the area in anticipation of each new installation or activity. Temporary Projects can include such elements as temporary/rotating murals, community support arts in public parks, and pop-up galleries in temporarily vacant buildings.

## D. Points-of-Interest Artwork

Points of interest artwork at boulevards and special streets are individual or multiple pieces of art placed at select locations along the sidewalks, bikeways, alleys and in open spaces along a heavily trafficked vehicular and pedestrian thoroughfare. The artworks serve as points of interest and visual respite along the corridors and to delineate and connect key places and highlights the proximity to the beach.



Public art



Public art

## E. Neighborhood Identity Artwork

Neighborhood identity artwork is permanent artwork located in neighborhood centers, key pedestrian corridors and parks where people congregate, interact, and engage in social activities. The artwork augments a sense of neighborhood identity, gives homage to the cultural and historic heritage of the area, signals a community gathering place, defines a neighborhood and fosters creativity and talent.

More detail on public art may be found in the city’s Public Art Vision Plan.

### 4.3.8 Provide Shade

Street trees are essential for a thriving village environment. Canopy trees that provide shade and shelter from the elements create a space where pedestrians feel comfortable, reduce the “heat island” effect, and absorb greenhouse gases. Further, retail experts have concluded that street trees add value to shopfront businesses, creating an “urban room” where people like to linger. Street trees within the Village, and especially within the Barrio, have been a point of discussion for both residents and business owners. Throughout the community engagement process, participants expressed that more mature trees are needed. The following recommendations address street trees in the Master Plan area:

1. The city’s Community Forest Management Plan sets forth standards for planting, removal, replacement, maintenance and the preservation of street trees. Using a similar palette of species, including the use of more palm trees or other beach character flora, will help add to the small-town beach character of the Village and help unify it with the Barrio, an item of repeated interest from members of the community throughout the planning process.
2. Roosevelt and Madison streets, which serve as primary routes between the Village and the Barrio, are a top priority for initial planting. Street tree installation along State Street is also a priority and this would be aided by proposed street improvements discussed in on page 4-34 as the current street configuration constrains planting space. As street or infrastructure improvements are completed, consideration should be given to the planting of street trees when appropriate and feasible.
3. No tall or long hedges along the street or tall planters on or along sidewalks on main streets should be permitted. Trees, bushes or any plants should not spill into the pedestrian path along the sidewalk.
4. Besides their obvious daytime benefits, street trees also provide a valuable framework for decorative lighting, which can greatly enliven the Village nighttime atmosphere. Consideration to develop a decorative lighting program should be given.
5. Near railroad crossings, street tree placement must be carefully considered to ensure trees do not reduce visibility of warning devices or approaching trains.



Tree canopy

### 4.3.9 Provide Adequate Lighting

Adequate and quality lighting of streets, sidewalks and other public areas — public realm lighting — is essential to creating walkable neighborhoods with safe and inviting streetscapes. Streets should be appropriately lit for automobile and pedestrian safety and more lighting should be added along streets connecting residential streets to commercial streets. A combination of street lights and pedestrian-scaled light fixtures is recommended to ensure a well-lit street area. When lighting features a decorative component, it can also provide a unifying element not only along the street but within a specific area and among neighborhoods.

To this end, the Village features decorative, pedestrian-scaled lighting to welcome people along Carlsbad Village Drive and a few other streets. The attractive poles and fixtures are enhanced with hanging flower baskets. Characterized by lower intensity light fixtures on shorter, “pedestrian-scaled” poles, pedestrian-scaled lighting is designed to illuminate walkways as opposed to pedestrian street crossings and intersections.

The decorative, pedestrian-scaled lighting is not widespread in the Village and does not extend into the Barrio. The 2013 City of Carlsbad Neighborhood Enhancement Action Plan for the Barrio identifies additional lighting on streets and alleys as an objective for increasing safety in that neighborhood. The city’s 2014 “Barrio Neighborhood Lighting Guidelines” shows how lighting in the Barrio can be improved, particularly for pedestrians. These guidelines provide general information and may be supplemented by additional studies.

Expansion of decorative pedestrian-scaled lighting in the Village is encouraged. Lighting in the Barrio can be similar to maintain continuity but feature Barrio-unique design elements. The city provides standard criteria for street lighting that are applicable to the Village and Barrio. Because of the pedestrian focus for these two areas, the following objectives seek to provide additional lighting enhancements for the pedestrian in the “public realm.” The focus is on pedestrian lighting along Village and Barrio streets and sidewalks, however, these objectives also encourage lighting of public places, parking lots, and transit stops. Additionally, the lighting of alleyways is also recommended.



Street lighting

Major objectives to develop and improve public realm lighting for the Village and Barrio are as follows:

1. Complete a phasing plan that prioritizes the installation of pedestrian lighting based on factors such as street hierarchy, community need, and pedestrian activity; accordingly, factors to consider could include the following:
  - a. Complete pedestrian lighting on Carlsbad Boulevard, which along with Carlsbad Village Drive, is categorized in the General Plan Mobility Element as an “Identity Street.” Identity streets provide the primary access to the Village and Barrio and often give visitors their first impression of not only the Master Plan area but of Carlsbad as well.
  - b. As a general rule of thumb, add pedestrian lighting along streets identified in the General Plan as “Village Streets,” which include most major streets in the Village and Barrio besides Carlsbad Boulevard and Carlsbad Village Drive. Though not identified as a Village Street, the addition of pedestrian lighting to State Street should be included.
  - c. Add lighting in areas with high pedestrian activity, either currently or as anticipated in the future. Roosevelt and Madison Streets serve as key pedestrian thoroughfares between the Village and Barrio, for example. Because of beach and summertime traffic, streets west of Carlsbad Boulevard should also be considered. This recommendation also could apply to areas where public plazas are developed, such as the Grand Avenue Promenade, discussed elsewhere in this Master Plan.
  - d. Add pedestrian lighting along streets where development activity is occurring or is expected to occur.
  - e. Add pedestrian lighting on streets serving important facilities, such as the Carlsbad Village Train Station, the Community Center, Senior Center, and Pine Avenue Park.
  - f. As appropriate, consider alleyway lighting for security and safety reasons and overall goals of improving walkability and area enhancement. Where adjacent to residences and particularly in the Barrio, however, such lighting should only be considered after the city carefully studies and consults with adjacent property owners and residents due to the potential for undesirable light and glare. The city should consider a pilot project on one block of an alleyway to help determine appropriate lighting and neighborhood reaction.
2. To maintain unity with the Village yet provide some distinctiveness, consider pedestrian lighting in the Barrio that is similar to that in the Village but that has elements unique to the Barrio. Distinctiveness could be achieved, for example, by using a different colored concrete pole or light fixture and different filigree and finials. Alternatively, lighting that has a uniform appearance throughout the Village and Barrio is another option.



Night street lighting

Other public realm lighting objectives include the following:

1. Develop public realm lighting in consultation with the City Engineer.
2. Generally place street lights in alignment with street trees. Coordinate the placement of fixtures with the organization of sidewalks, street furniture, landscaping, building entries, curb cuts, signage, etc.
3. Keep the height of pedestrian-scaled light fixtures low (generally not taller than fifteen feet) to promote a pedestrian scale to the public realm and to minimize light spill to adjoining properties.
4. Closely space pedestrian-scaled light fixtures in areas where pedestrian and commercial activity is most intense, such as the Village Center and Hospitality Districts. Generally, fixtures should be no more than thirty feet on center to provide appropriate levels of illumination.
5. Light poles may include armatures that allow for the hanging of banners or other amenities (e.g., hanging flower baskets, artwork, etc.).
6. Consideration of security and pedestrian comfort shall be prioritized by increasing illumination low to the ground in public parking lots, public plazas, and transit stops.
7. To increase safety, help geographic orientation and highlight the identity of an area, the below street elements are encouraged to be lit:
  - a. Transit Stops: People feel more secure when transit stops are well-lit. Lighting also draws attention to and encourages use of such amenities.
  - b. Edges: Edges of a parking lot or plaza should be lit to define and identify the space.
  - c. Focal Points: Lighted sculptures, fountains, and towers in a neighborhood, especially those visible to pedestrians and vehicles, provide a form of wayfinding.
8. Light fixtures shall be downcast or low cut-off fixtures to prevent glare and light pollution.
9. Energy-efficient lamps shall be used for all public realm lighting.



Bollard lighting

### 4.3.10 Festival Streets/Shared Space Streets

The concept of shared space creates an area where the hierarchy of travel modes is inherently equalized and one in which pedestrians are elevated (literally and figuratively) to the same level as motor vehicles. To create shared space (also known by Dutch word “woonerf”), the street is reconstructed without curbs, so that a consistent, level platform runs from building face to building face. Or, shared space can also be constructed on a street with curbs and a continuous material on the sidewalks and travel lanes, from building facade to building facade. The various realms for movement such as cars, parking, walking, biking, and shopping can be denoted by landscape and different paving materials, and reinforced with planters or other movable physical separators.

An advantage of this street type is its flexibility; if it is desired to temporarily close the street for a festival or an evening event, the resultant space is devoid of curbs and trip hazards and can be given over 100% to people. During community engagement, this concept was discussed as a possibility for Grand Avenue between Roosevelt Street and the railroad tracks. Maintaining the curbs and raised medians near the railroad crossing on Grand Avenue, however, would be necessary to provide channelization to discourage motorists from circumventing gate arms at the crossing.

A festival street may close once per year or once per month, depending on the agenda of the City and the residents. It is flexible, and is intended to tolerate car traffic, while allowing cyclists and pedestrians to dominate. At times, the Grand Promenade may function as both a festival street and a promenade.



Lively public gathering space

Besides Grand Avenue, the Master Plan presents the shared space concept as an option for other streets in the Village and the Barrio. These streets include north-south running streets in the Village such as State and Roosevelt Streets and the portion of Lincoln Street between Oak Avenue and Carlsbad Boulevard (also recommended by the Master Plan to be reconfigured as a pedestrian plaza). In the Barrio, and as discussed further in this chapter, Tyler Street and the intersection of Roosevelt and Walnut Avenues are also suggested as shared spaces. Potentially, these other streets could also serve as festival streets, where appropriate.

At the corner of Roosevelt Street and Walnut Avenue stands one of the landmarks of the Barrio. Lola’s is a local market and deli that has been owned by the same family for many years. Directly across Walnut Avenue from Lola’s is the Barrio Museum which is also run by the same family. Among the most active uses in the neighborhood, Lola’s and the museum create one of the central meeting places for the neighborhood.

As the Barrio matures and grows, new residents and visitors will come to Lola’s and the museum. Accordingly, private and public investments should reinforce the civic nature of this natural gathering space. Walnut Avenue can be reimagined as an inviting, “shared” space or festival street where pedestrians and cars share the right-of-way, perhaps extending to the alley east of Roosevelt Street. Continuous paving from building face to building face can create a cohesive area where pedestrians and cars share the space and help create a more pedestrian active realm.

Additional street trees can be added along Roosevelt Street between on-street parking spaces to reduce speeding. A small monument or public artwork could be placed in the intersection to make motorists aware that they have arrived at a special place at the heart of the Barrio.

### 4.3.11 Street Design

Great streets do more than move cars or even people. They create places where people want to be, places where people are safe and comfortable, and places that people find interesting and beautiful. They are places to meet neighbors, go to a restaurant, window shop, or enjoy a walk. Village and Barrio streets are different from other streets throughout Carlsbad in that they are already compact and allow people to walk from one place to another. But more can be done to enhance streets in the Village and Barrio to balance all modes of transportation while creating places that people want to be.

This section outlines potential street improvements to create great streets within the Village and Barrio. See Figure 4-2 for street cross section and plan locations. It is also proposed in conjunction with Section 4.3.12, Intersection Design, and Section 4.4, Enhance the Bike Network. This latter section provides further detail regarding the many bicycle facilities shown on the sections and plans and discussed in the accompanying text. An overall Bicycle Facilities map (Figure 4-32) is also provided. Further, and in regard to all improvements presented, note the descriptions, sections and plans are conceptual only and subject to further evaluation and refinement as projects enter the design engineering and permitting phases.

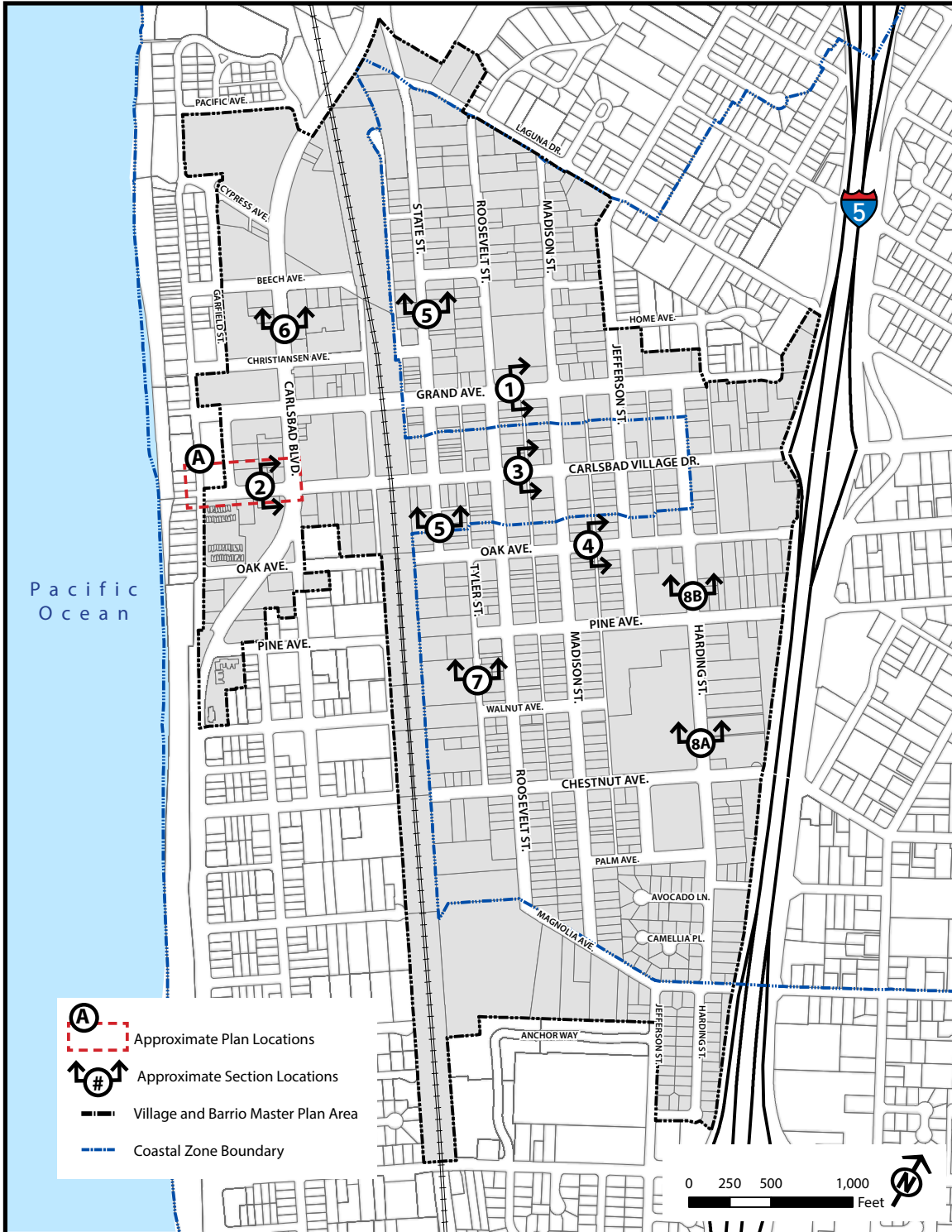


Figure 4-2, Street Cross Section Locations

## A. Grand Avenue: The Grand Promenade—Street Cross Section 1

Grand Avenue has a reputation for being a special place in the City of Carlsbad. A destination for many residents, Grand Avenue has a variety of shops and restaurants that are appropriately scaled for pedestrian accessibility. In addition, several mature street trees line the sidewalk and are within the median, making this one of the most popular places to travel by foot in the Village.

Throughout the master planning process, residents expressed the potential in Grand Avenue and suggested that the street become even more pedestrian friendly—that it be designed as a promenade. In response, a new design includes a wide promenade, intended to be a place for people to dine, to stroll and to gather. This design is intended for Grand Avenue, from State Street to Jefferson Avenue; however, the extents may be adjusted in order to implement the upgrades in a phased sequence.

This type of place is intended to accommodate slow moving car traffic, while allowing walkers, bikers and patrons to dominate. It is designed to be busy and inviting, which is key to the economic success of town and village centers. The more people that are passing by a storefront or restaurant, the more likely they are to discover or try something new. Well-designed awnings and expansive sidewalks make the town center a competitive market place. The spaces that define the center of the community need to be designed for people to benefit local businesses.

An idea for the promenade along Grand Avenue is for it to be designed with a hardscape, such as pavers or brick that will help to distinguish the pedestrian space from the adjacent asphalt travel lanes (decorative patterns may also be used). Within the promenade, there is sufficient width to accommodate those that are walking along the street as well as outdoor dining for restaurants and activities such as an expanded Farmers' Market or a local art show. Each of these helps to activate the space, creating a dynamic and interesting place where people want to be.

Figures 4-3, 4-4, and 4-5 show existing and proposed conditions for Grand Avenue. Existing conditions provide for a hundred-foot right of way with seventy-six feet of roadway area as measured from curb to curb. Two westbound travel lanes and one eastbound travel lane are flanked on the north side by an eight-foot parallel parking lane and on the south side by twenty-feet of diagonal parking. A twelve-foot vehicular turn lane is located in the center of the street where a landscaped median is intermittently provided. Twelve-foot sidewalks on each side of the street complete the existing right-of-way improvements.

Proposed conditions would convert the southern half of the right-of-way to an enhanced pedestrian zone and two-way cycle track. The resulting broad thirty-two-foot sidewalk would accommodate additional landscaping, outdoor dining, street furnishings, and an ample pedestrian walkway. Except at intersections, alleys, and driveways, the proposed two-way cycle track would be physically separated from motor traffic and distinct from the sidewalk. Cycle tracks are an exclusive bicycle facility that combines the user experience of a separated path with the on-street infrastructure of a conventional bicycle lane.

1 Existing Condition

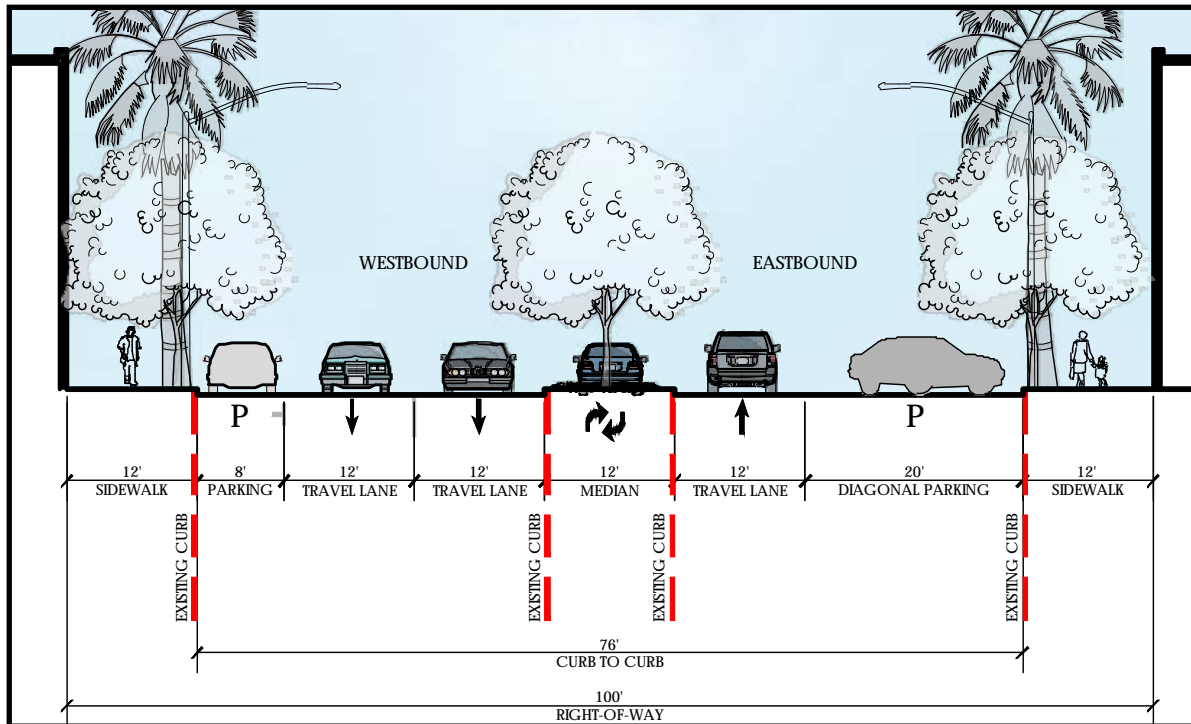


Figure 4-3, Grand Avenue: Existing Conditions Section between Roosevelt Street and Madison Street

Additionally, alternatives could be considered to maximize the promenade’s width. For example, the cycle tracks in figures 4-4 and 4-5, depicted below the level of the sidewalk, could also be raised flush with it, creating a single, level surface from the store fronts to the landscaped median. In this configuration, the cycle track could remain distinct from the sidewalk through the use of unique pavers, brick banding, or other differentiating means. Much like festival or shared space streets discussed in the previous section, the greater width enabled by a single level promenade would benefit special events while still retaining the separate functions of a cycle track and sidewalk at all other times.

Two options are provided for the northern half of the right-of-way. The first option supports two-way traffic with one travel lane in each direction, with parallel parking along the northern curb. The second option facilitates more parking with diagonal spaces with a reduction in travel lanes to a one-way westbound travel lane. In addition, both options maintain access to alleys along the south side of Grand Avenue.

1 Proposed Condition Option A

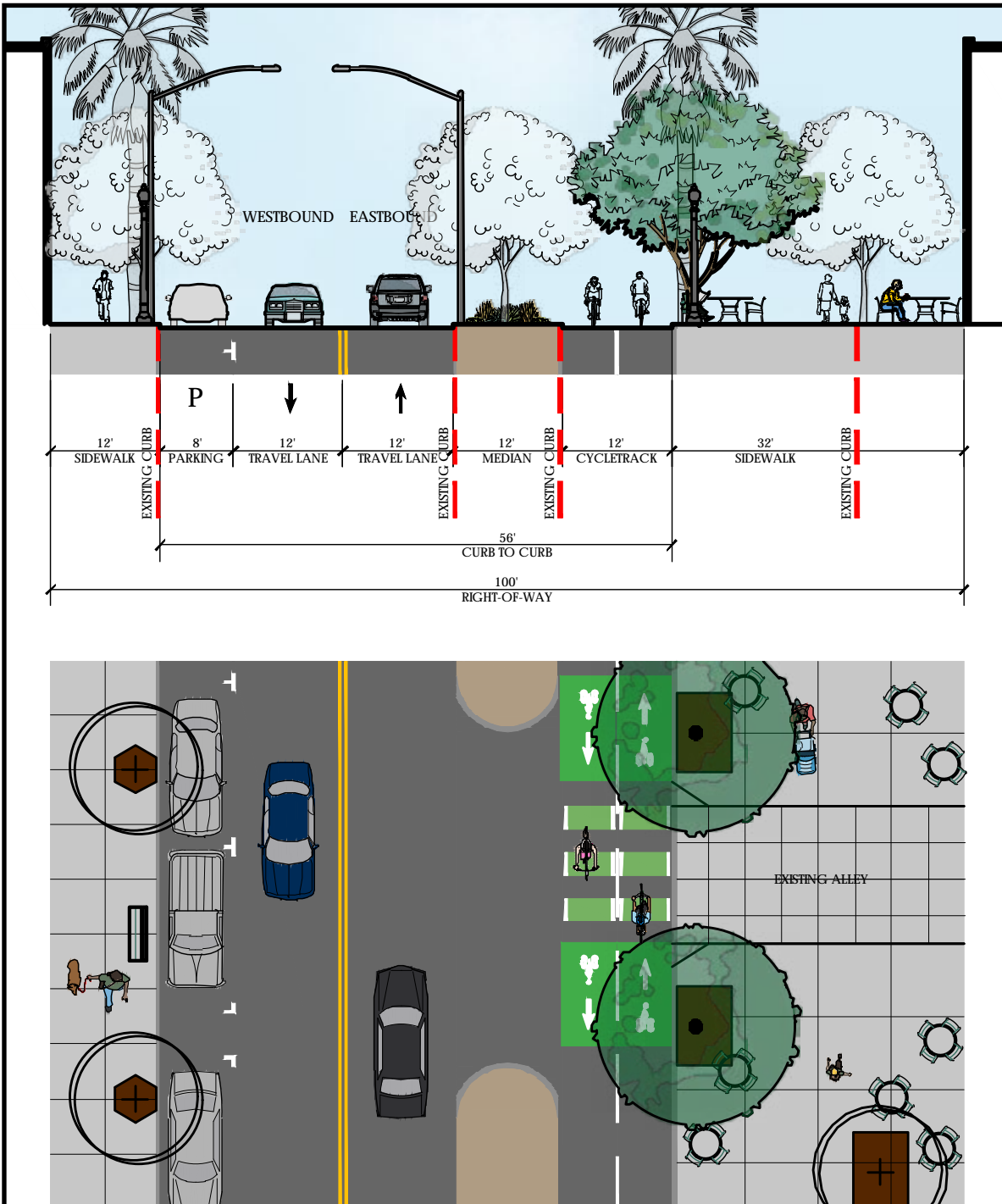


Figure 4-4, Grand Avenue: Proposed Conditions A

1 Proposed Condition Option B

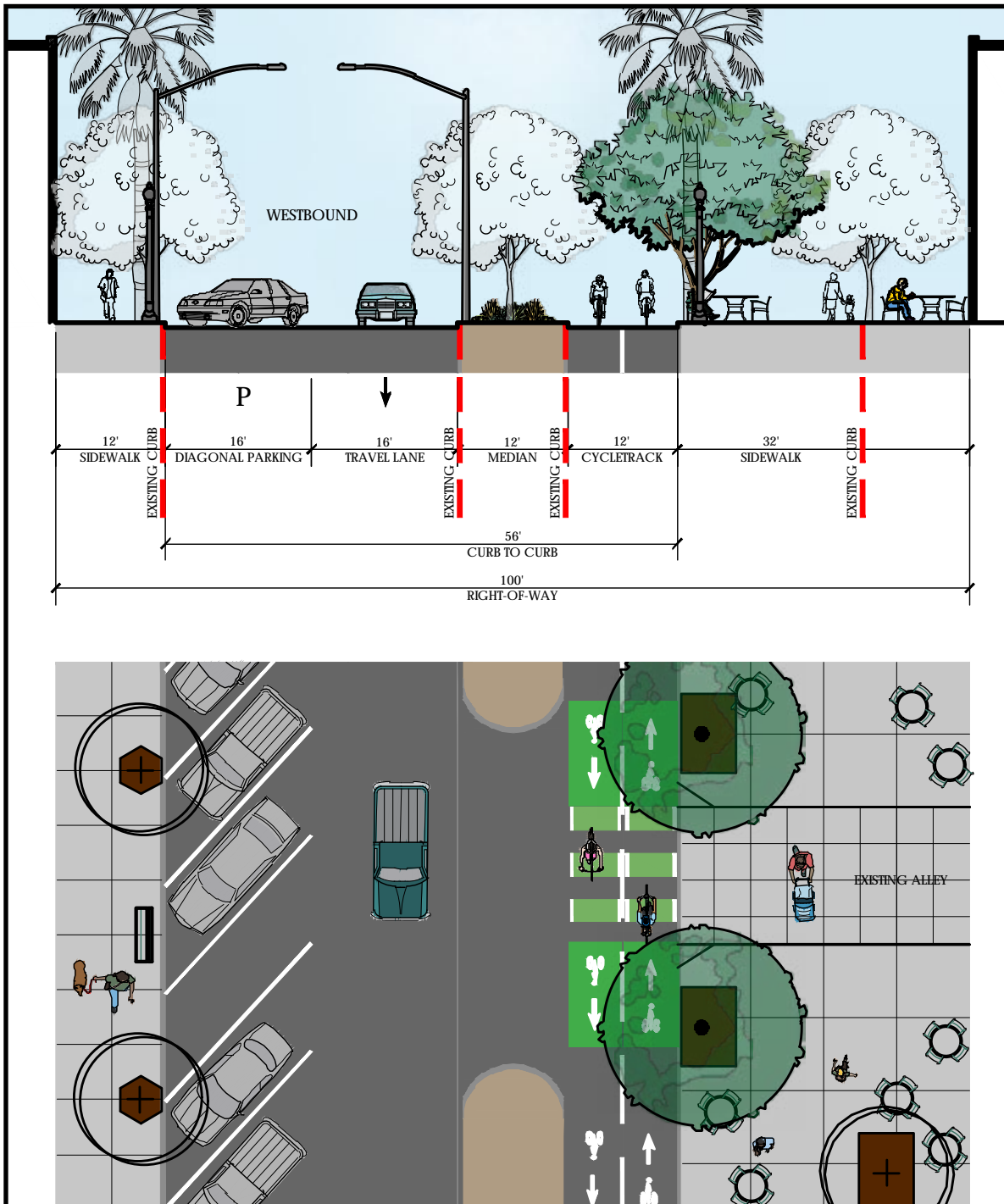


Figure 4-5, Grand Avenue: Proposed Conditions B

## B. Carlsbad Village Drive West of Carlsbad Boulevard—Street Cross Section 2

Carlsbad Village Drive west of Carlsbad Boulevard provides east-west mobility through the most western portion of the Master Plan area and is designated as a Village Street by the General Plan Mobility Element. This segment of Carlsbad Village Drive provides a primary beach access at the end of the street and deserves unique recommendations tailored for the higher activity levels at this location.

### 2 Existing Condition

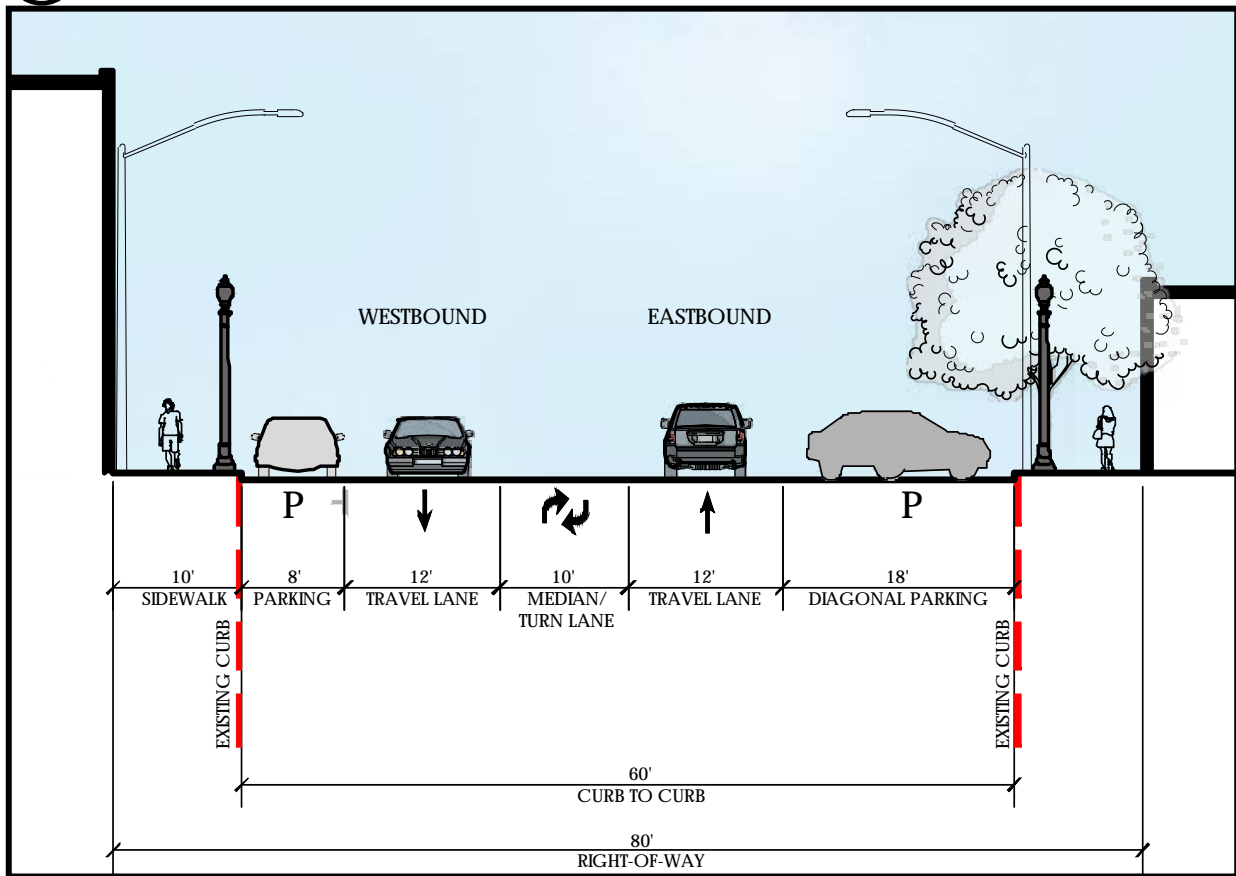


Figure 4-6, West Carlsbad Village Drive: Existing Condition

The proposed improvements would include the elimination of the painted street median to provide room for sidewalks on both side of Carlsbad Village Drive and added street parking. Proposed conditions would create a mix of ten additional diagonal and parallel parking spaces. Bulbouts, street trees, and wider sidewalks (ten feet) enhance the pedestrian environment. Removal and undergrounding of utility cabinets would also enhance this important entrance to the beach. A designated loading and unloading zone would be located at the western end of the street to accommodate beach drop-off and pick-up needs. To increase mobility options, small parking spaces for neighborhood electric vehicles (NEV) could be added as well. Figures 4-7 and 4-9 illustrate proposed concepts for Carlsbad Village Drive west of Carlsbad Boulevard.

**2** Proposed Condition

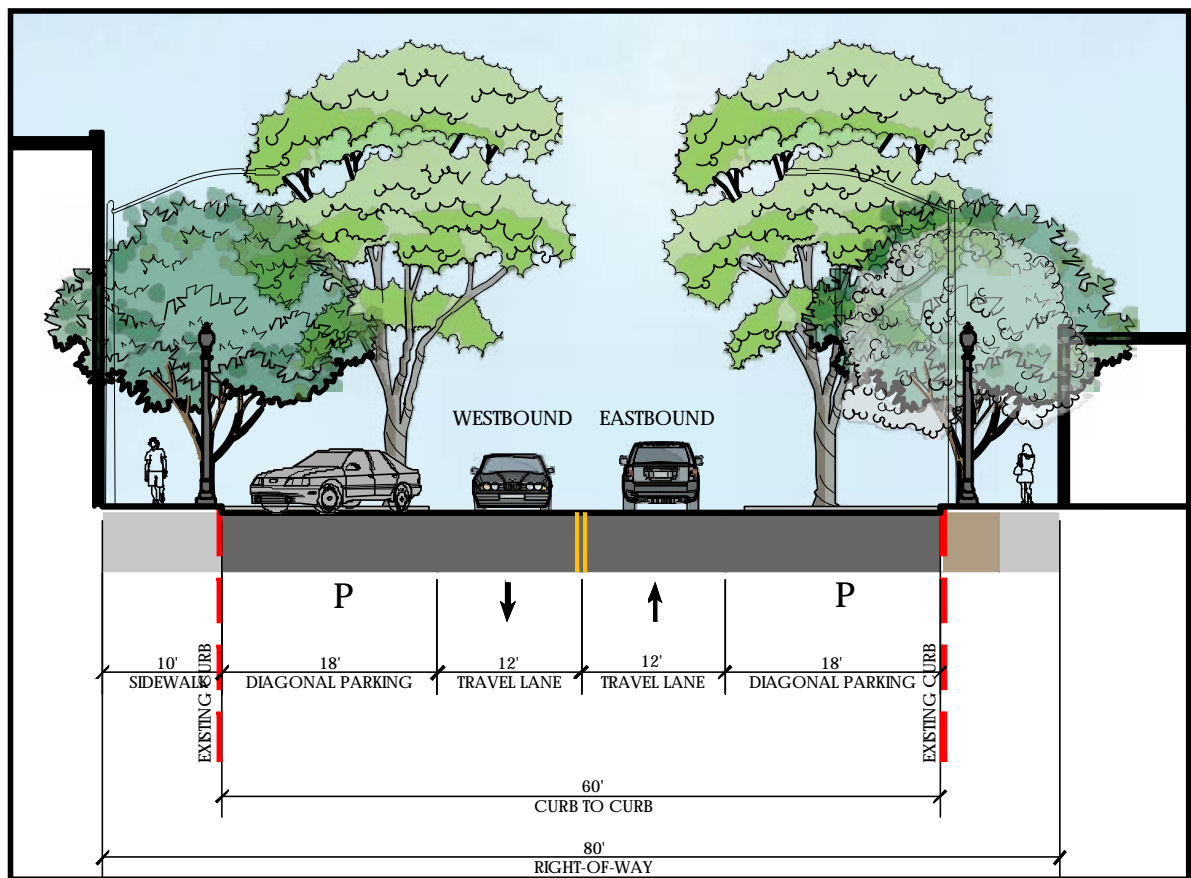
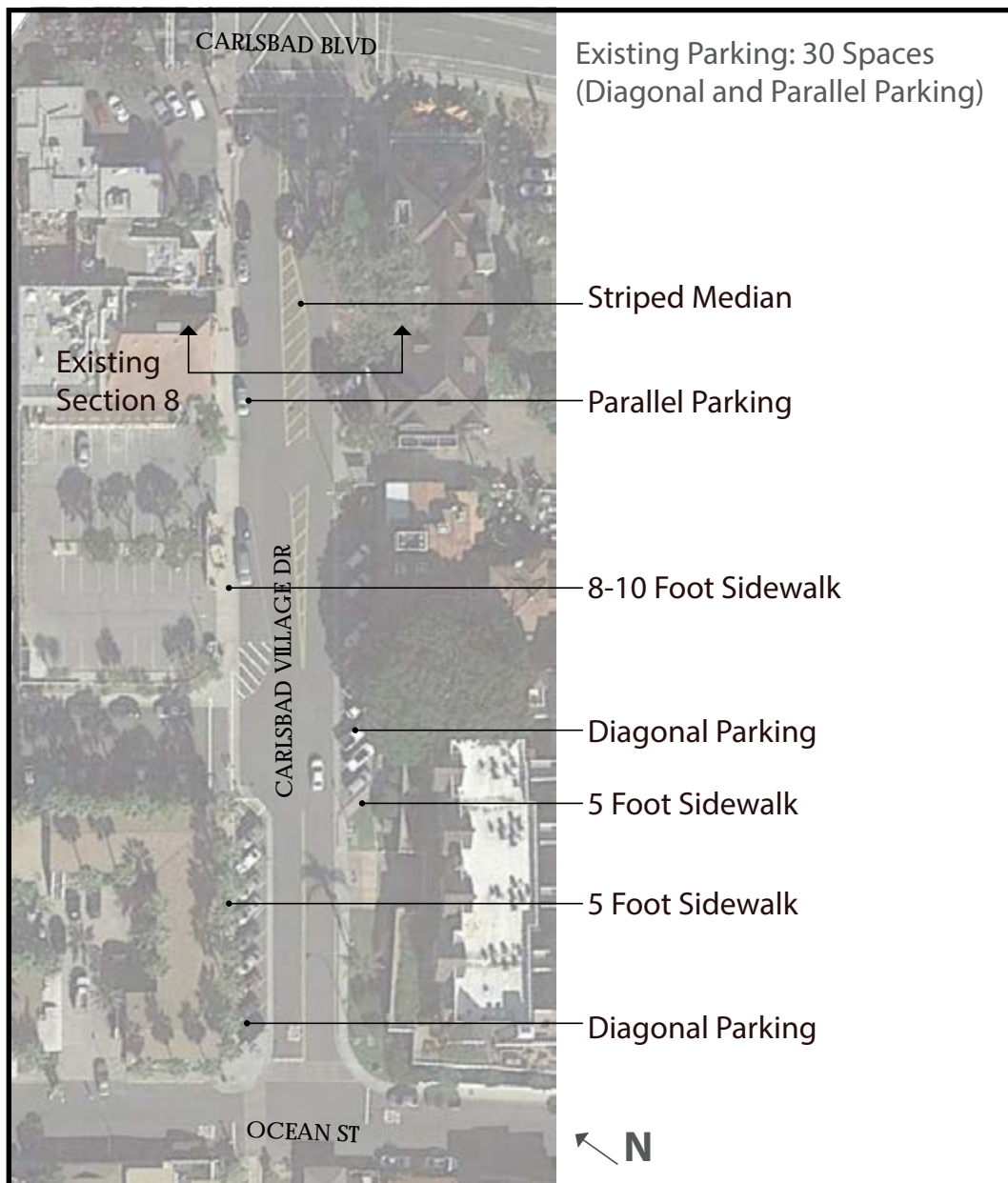


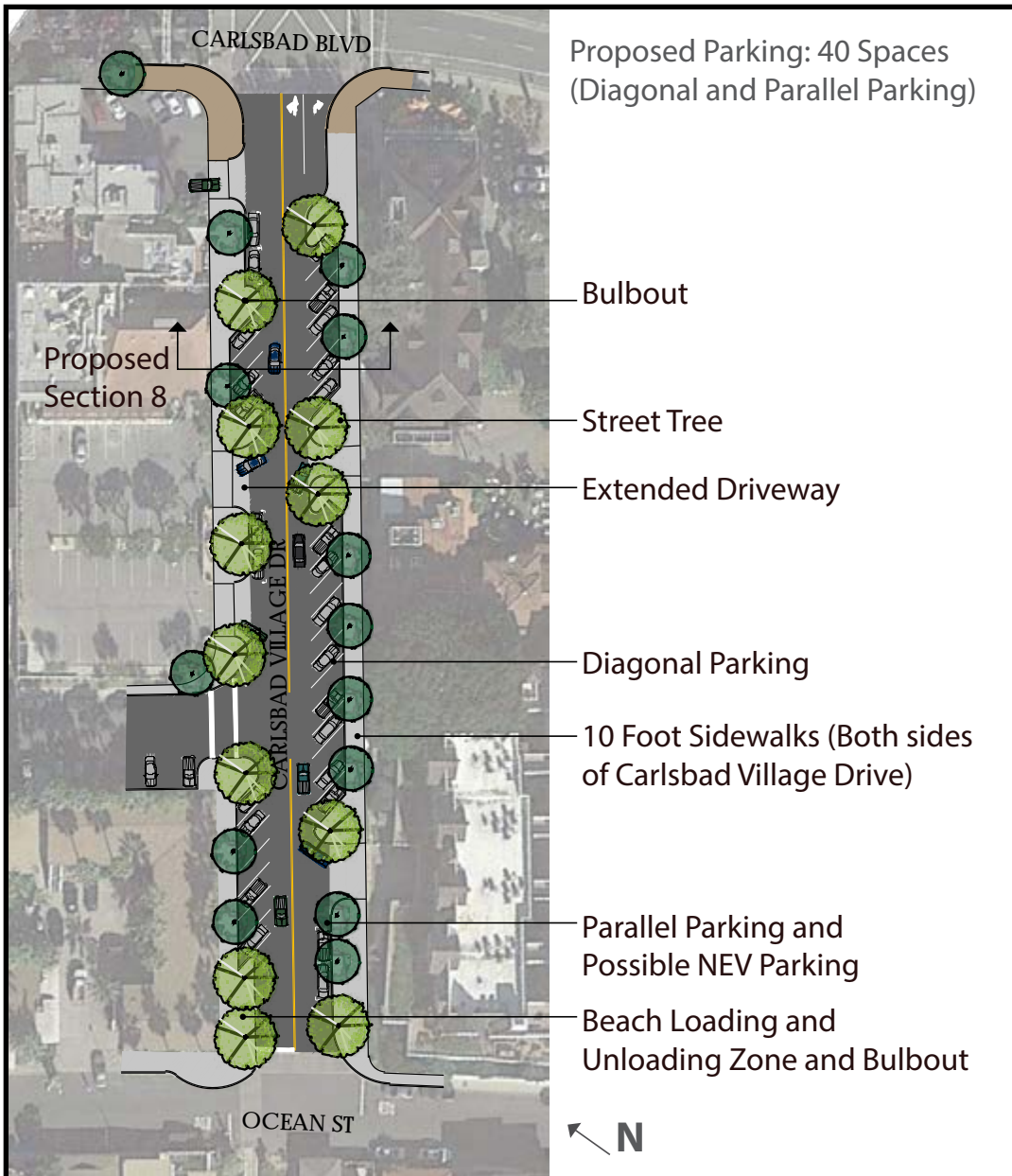
Figure 4-7, West Carlsbad Village Drive: Proposed Condition

**A** Street Plan



**Figure 4-8,** Carlsbad Village Drive West of Carlsbad Boulevard: Existing Condition

**A** Street Plan



**Figure 4-9**, Carlsbad Village Drive West of Carlsbad Boulevard: Proposed Condition

### C. Carlsbad Village Drive (Interstate 5 to Carlsbad Boulevard)—Street Cross Section 3

The I-5 interchange at Carlsbad Village Drive forms one of the primary entries into the Carlsbad Village center. For many visitors, this is their first impression of the City, and the elevation of I-5 allows those passing by to see quite far down Carlsbad Village Drive. Special gateway enhancements at this intersection would greatly help to define a memorable entry into the Village.

The experience of entering Carlsbad at this location can be improved dramatically by adjusting the elements within the right-of-way. Care should be given to increasing the comfort for pedestrians and cyclists. Sidewalks should be broad and should continuously connect throughout. Sidewalks should be sheltered from adjacent vehicular travel lanes by regularly spaced street trees. Street tree species should be chosen to provide adequate shade over sidewalks but that are also drought tolerant. Lighting should be scaled for both the vehicular thoroughfare as well as the pedestrians on sidewalks. Additional landscaping, and public art would further augment the attractiveness of Carlsbad Village Drive for pedestrians and cyclists.

Figures 4-10 and 4-11 show existing and proposed conditions for Carlsbad Village Drive. Existing conditions provide an eighty-foot right of way with sixty feet of roadway area as measured from curb to curb. Two eastbound and two westbound vehicle travel lanes are provided with five-foot bicycle lanes on each side. No parking lanes are provided. Travel lanes are divided with an eleven-foot turn lane. A nine-foot sidewalk is located along both the northern and southern parkways.

#### 3 Existing Condition

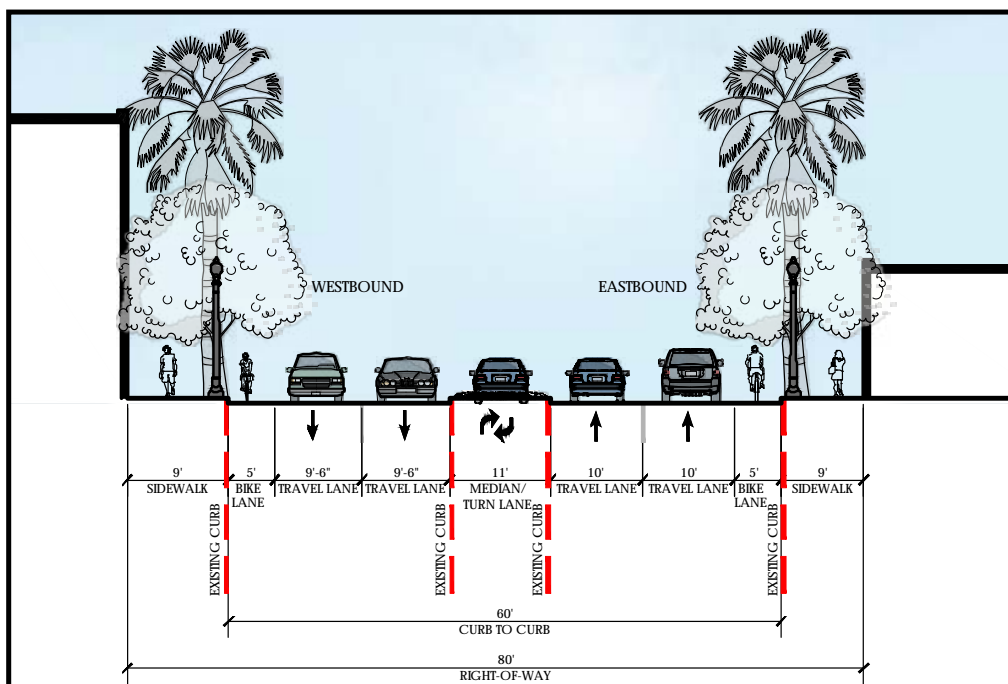


Figure 4-10, Carlsbad Village Drive: Existing Conditions Section

Proposed conditions would improve pedestrian facilities by extending the curb toward the centerline by approximately five feet and six inches to create a total sidewalk width of fourteen feet and six inches on both sides, allowing for enhanced pedestrian mobility, landscaping, and amenities such as street furniture. Right-of-way width, vehicle lanes and the turn lane and median would remain the same. However, removal of bicycle lanes should not take place until adequate replacement bicycle facilities are provided on Oak Avenue, the street parallel to and south of Carlsbad Village Drive. Such adequate facilities are proposed on Oak Avenue.

**3** Proposed Condition

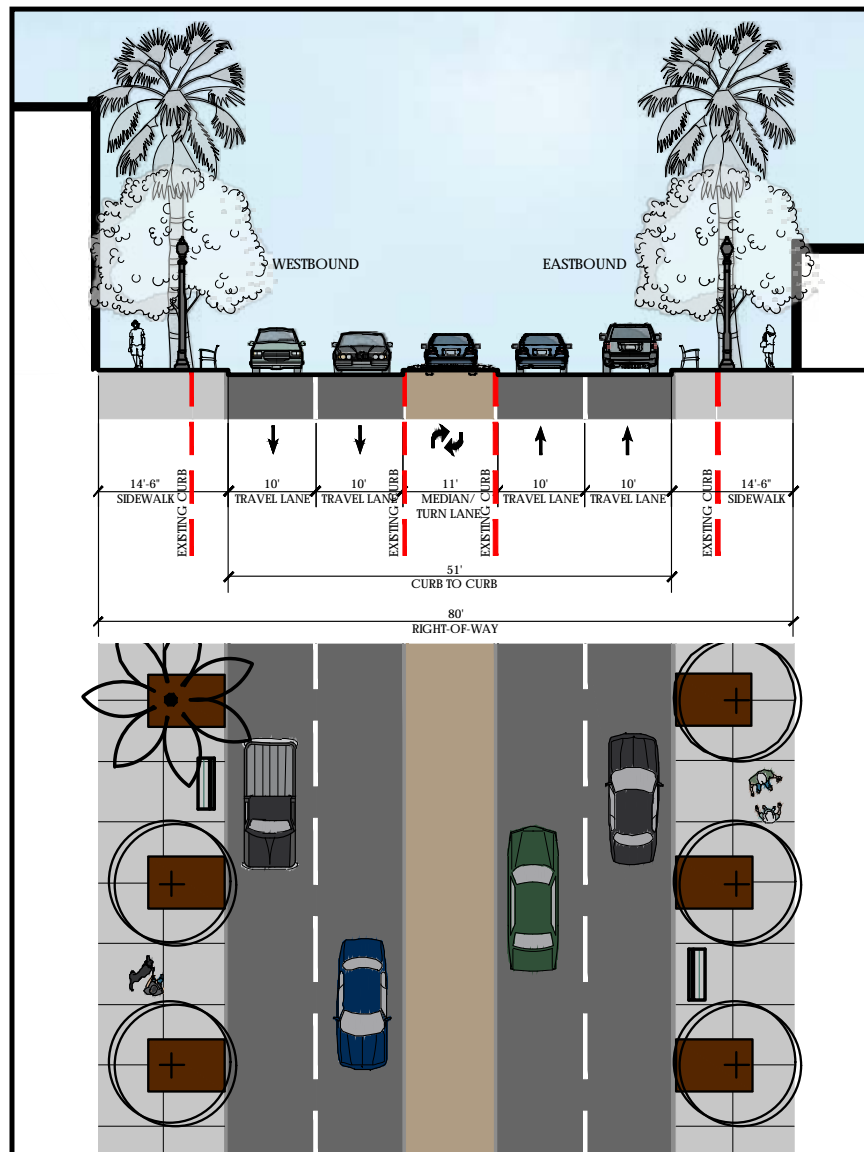


Figure 4-11, Carlsbad Village Drive: Proposed Conditions

### D. Oak Avenue—Street Cross Section 4

Oak Avenue provides east-west mobility through the central portion of the Master Plan area and is designated as a Village Street by the General Plan Mobility Element. Figures 4-12, 4-13, and 4-14 show existing and proposed conditions.

Existing conditions provide an eighty-foot right of way with forty-eight feet of roadway area as measured from curb to curb. One westbound travel lane and one eastbound travel lane are each flanked by an eight-foot parallel parking lane. Six-foot sidewalks are provided on both sides of the street. Beyond the sidewalk, the right-of-way is characterized by a number of private encroachments.

Two options are provided for Oak Avenue. As a near-term solution, Option A would re-purpose the existing paved roadway through striping two 10-foot travel lanes, two six-foot bicycle lanes, and two eight-foot parking lanes. This option would leave private encroachments undisturbed.

As a longer-term solution, Option B would utilize the full existing public right-of-way. Proposed improvements would enhance bicycle facilities by providing two one-way cycle tracks separated from vehicular traffic by landscaped planters and parallel parking lanes. In addition, sidewalk widths would be increased from six feet to 10 feet to improve pedestrian mobility. Travel lanes would be increased from ten feet to eleven feet in width, while the on-street parking lanes would remain at eight feet.

#### 4 Existing Condition

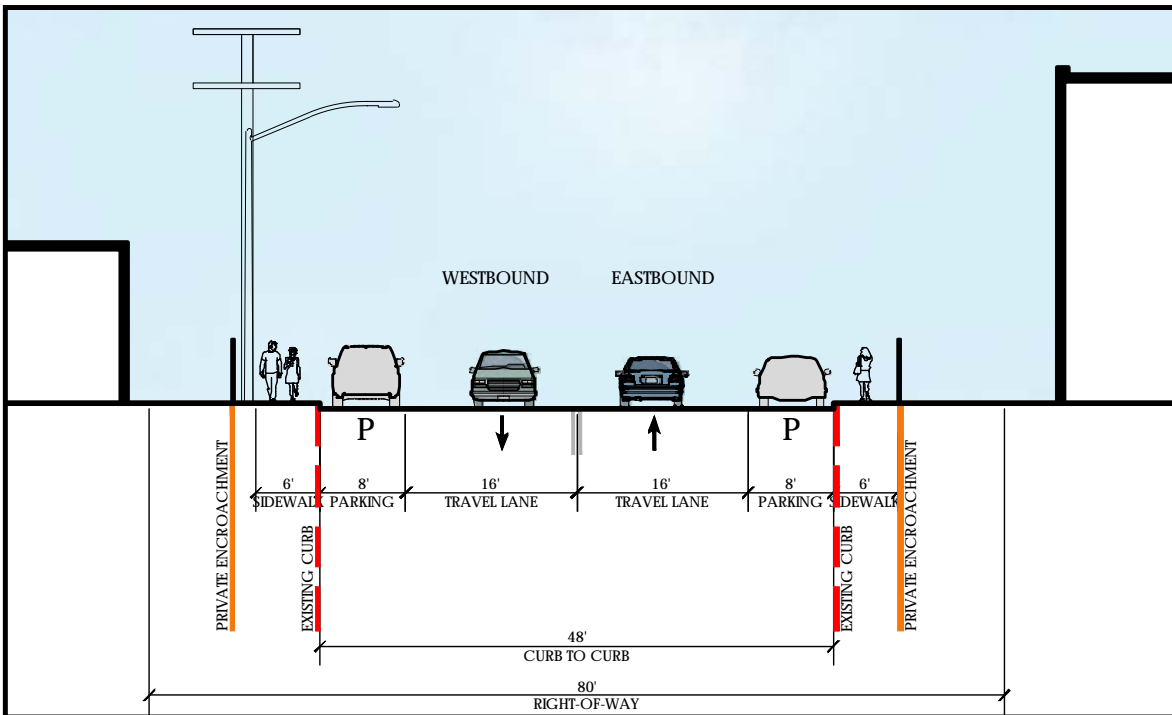


Figure 4-12, Oak Avenue: Existing Conditions Section

**4** Proposed Condition Option A

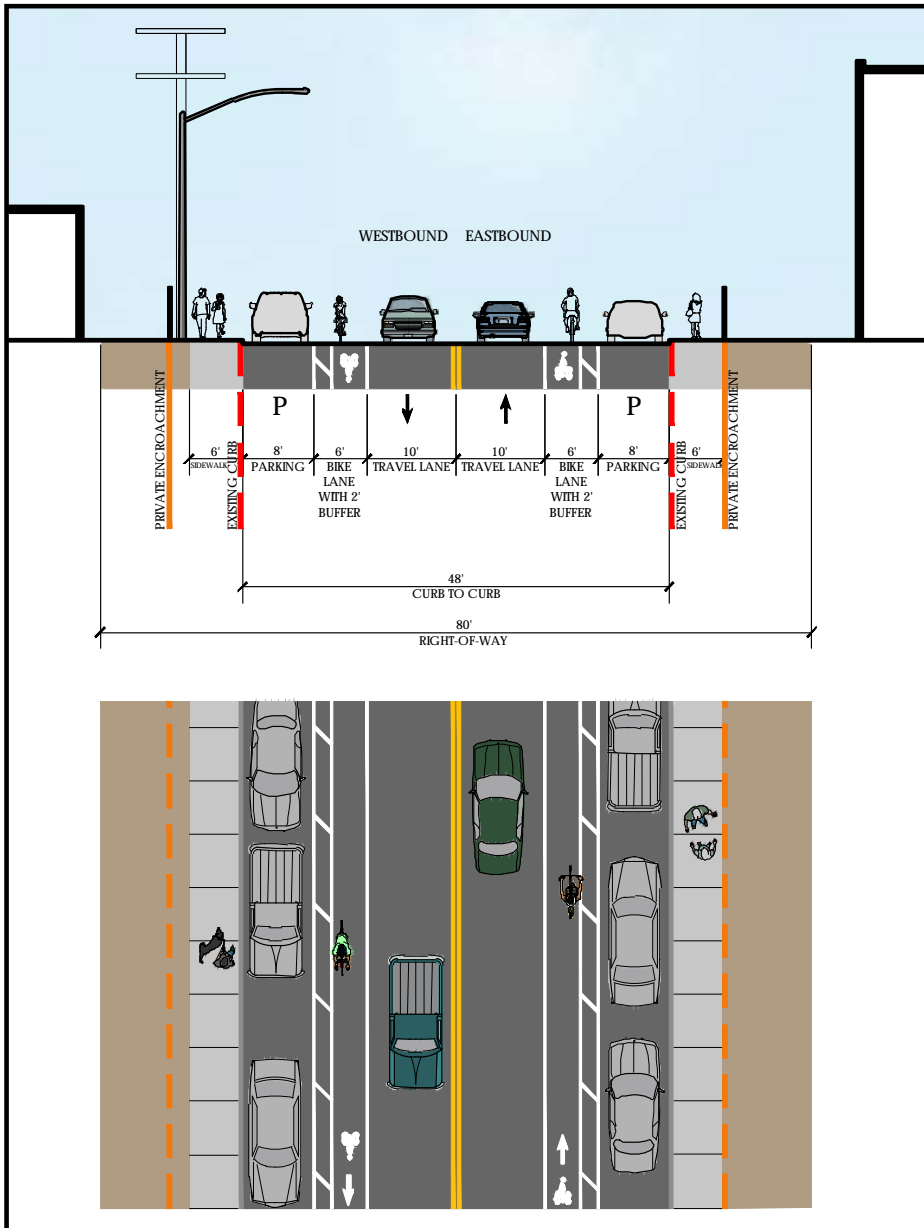
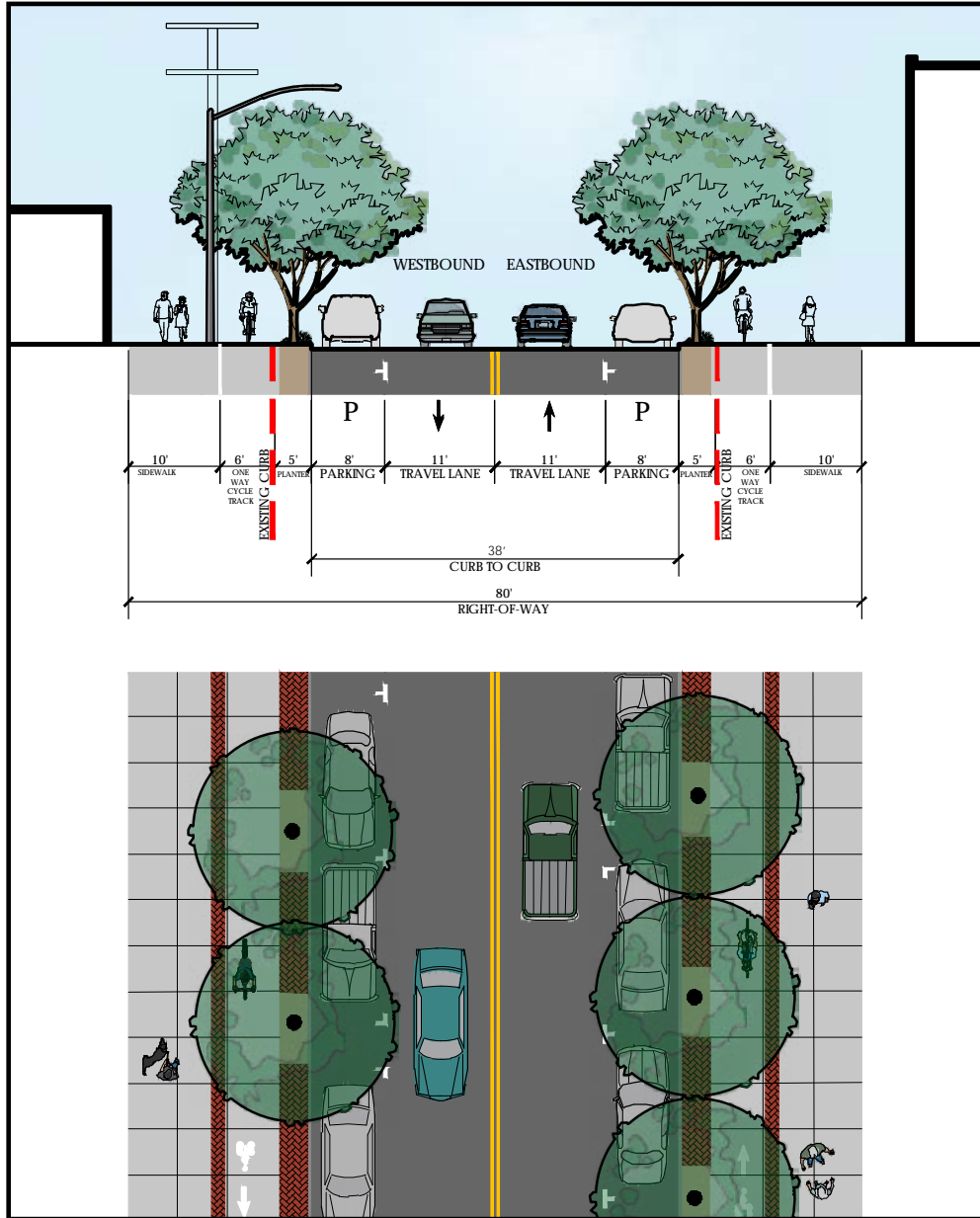


Figure 4-13, Oak Avenue: Proposed Conditions A - Striping

**4** Proposed Condition Option B



**Figure 4-14, Oak Avenue: Proposed Conditions B**

## E. State Street—Street Cross Section 5

From Carlsbad Village Drive north to Grand Avenue, State Street forms the heart of Carlsbad. This part of State Street functions as a lively and successful main street for the Village. Framed by nearly continuous one-story and two-story buildings with shops and restaurants on both sides of the street, wide enough to accommodate twelve-foot sidewalks with mature shade trees, angled parking and one narrow travel lane in each direction, this block of State Street is among the most pedestrian friendly in the Village.

The existing street design does works well for businesses, pedestrians and motorists alike, and could stay the same for as long as it continues to serve the needs of the Village well. Described existing and proposed conditions apply to the segments of State Street north of Christiansen Avenue and south of Carlsbad Village Drive (these portions of State Street have similar right of way widths; no changes are proposed for the State Street segment in between, which has a wider right of way). Figures 4-15 and 4-16 show existing and proposed conditions. In addition to the concepts expressed below, State Street is also described in Section 4.3.10 as a potential festival street.

Existing conditions provide a sixty-foot right of way with forty-five feet of roadway area as measured from curb to curb. Two-way traffic is accommodated with a fifteen-foot northbound travel lane and a fourteen-foot southbound travel lane, with both sides flanked with eight-foot parallel parking lanes. Sidewalks are provided on both sides of the street (seven feet on the west side and eight feet on the east side).

Proposed conditions would provide pedestrian improvements by widening both sidewalks to twelve feet to accommodate street trees, furnishings, and an ample pedestrian walkway. Bulb-outs could also be added to expand opportunities for outdoor dining, or additional landscaping and public art. Bicycle mobility would be enhanced through the provision of sharrows. Shared lane markings, or “sharrows,” are road markings used to indicate a shared lane environment for bicycles and automobiles and to reinforce the legitimacy of bicycle traffic on the street. Both vehicular travel lanes would be reduced to ten feet in width and parallel parking lanes would remain at eight feet in width.

A simple transformation can be achieved by narrowing the travel lanes to accommodate wider sidewalks similar to those on the portion of State Street by Grand Avenue, and the ability to add generous shade trees to both sides of the street. Narrower travel lanes will make cars travel slower, making it more comfortable for cyclists to share the road. Incorporate bulb-outs along State Street from Oak Avenue to Christiansen Way. Additionally, further pedestrian improvements could be realized by minimizing curb cuts and encouraging alley access along the west side of State Street. Converting the parking lot at the northwest corner of State Street and Grand Avenue into a public plaza, as this plan encourages, could eliminate a curb cut and enable more public parking to be added along the street.

5 Existing Condition

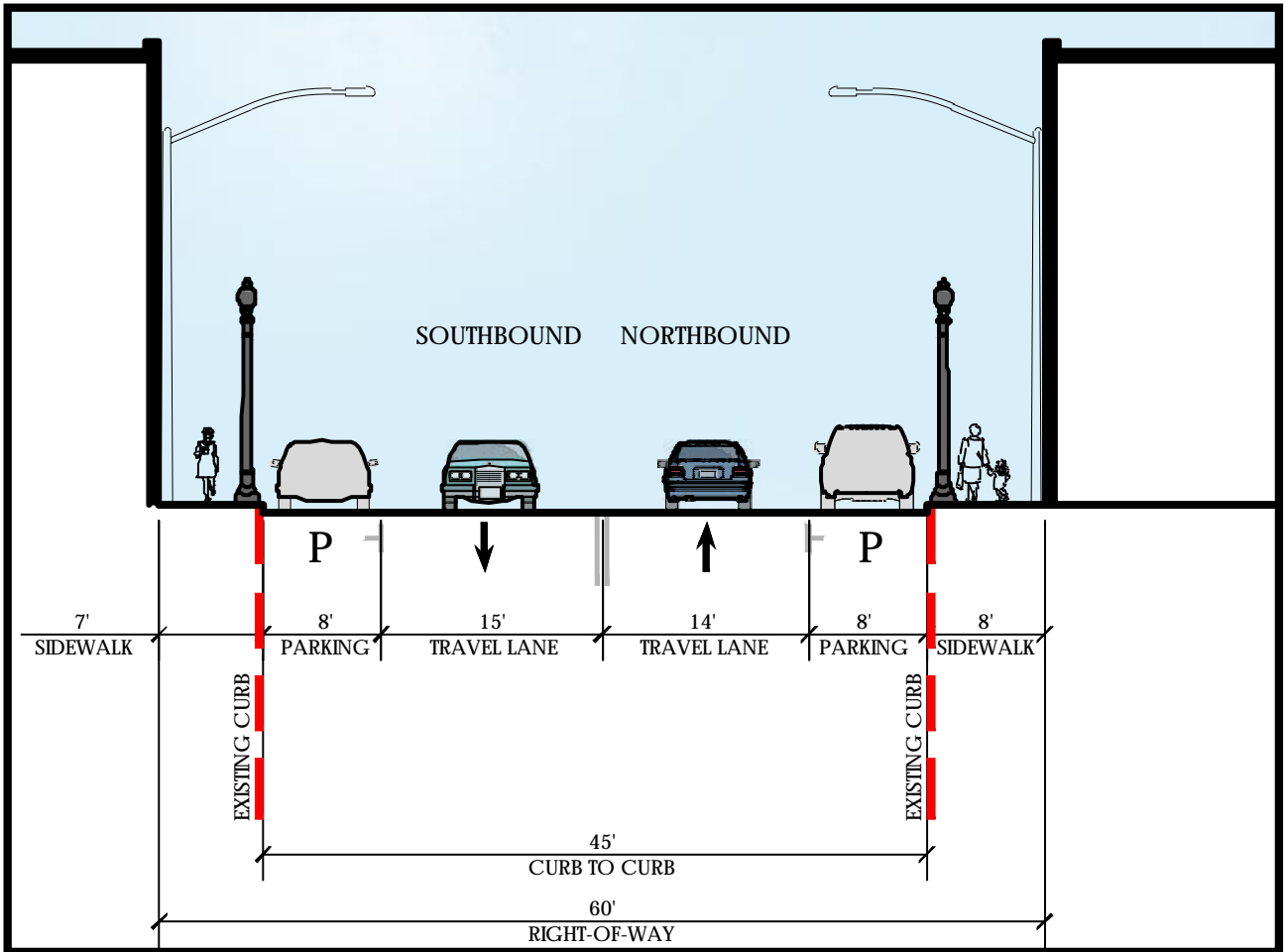
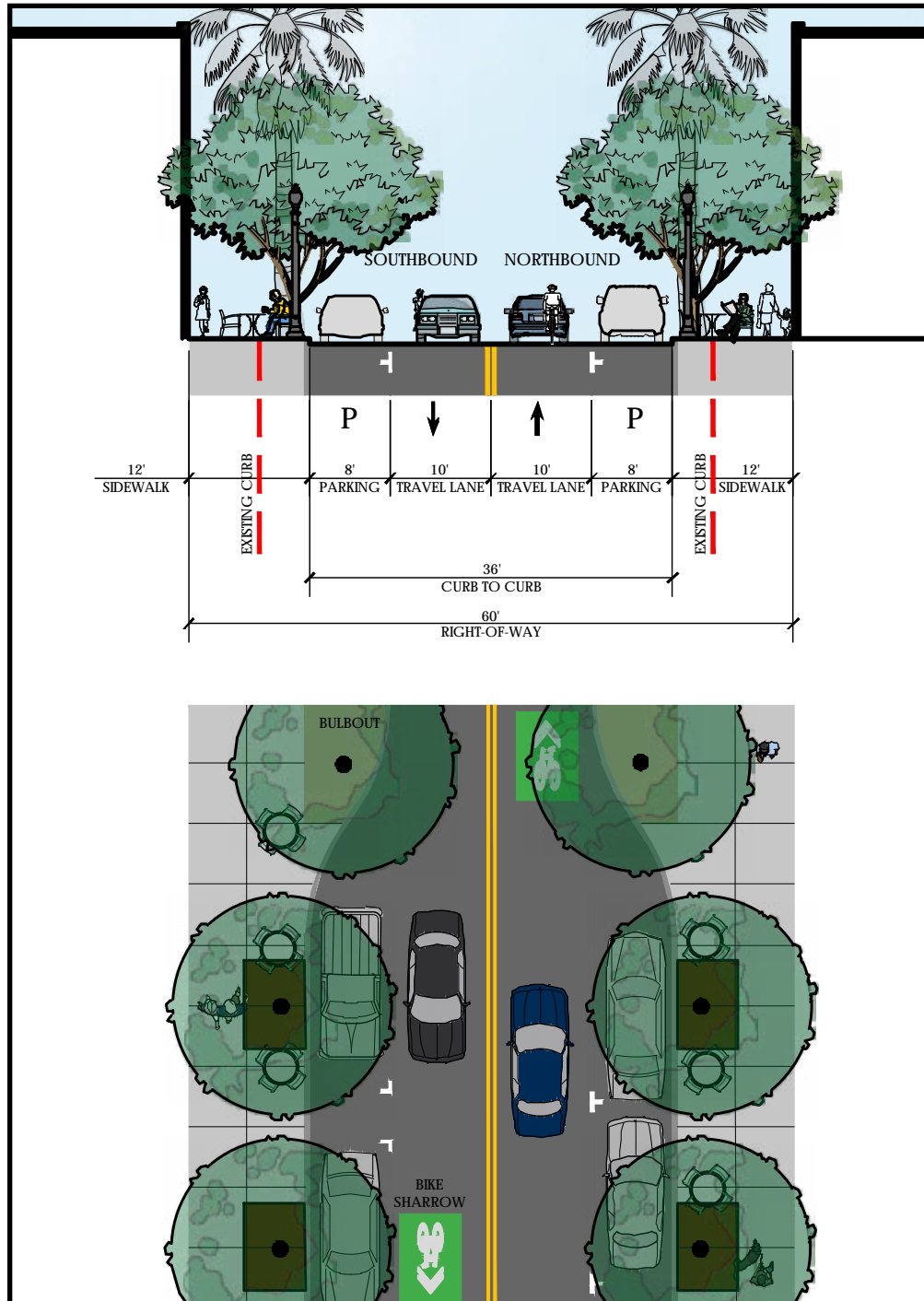


Figure 4-15, State Street: Existing Conditions Section - North of Christiansen Avenue and South of Carlsbad Village Drive

**5** Proposed Condition



**Figure 4-16**, State Street: Proposed Conditions Plan - North of Christiansen Avenue and South of Carlsbad Village Drive

The “before” and “after” exhibits below (Figure 4-17) show how State Street could be transformed by proposed improvements and conceptual new building construction. Looking north on the street from a point near Christiansen Way (see Section 5 on Figure 4-2), the after image depicts widened sidewalks, new landscaping, and sharrows painted on the street, as depicted in Figure 4-16. The after image also conceptually illustrates a new building on the west side of the street; this building, conforming to the standards and guidelines of Master Plan Chapter 2, is provided solely to depict how new construction could appear along State Street.



**Figure 4-17**, State Street Before and After (Conceptual, looking north from near Christiansen Way)

## F. Carlsbad Boulevard—Street Cross Section 6

From Carlsbad Boulevard west to the ocean the Village has a different feel. This part of the Village is primarily tourism-oriented with numerous hotels, short-term rentals, and beach access points.

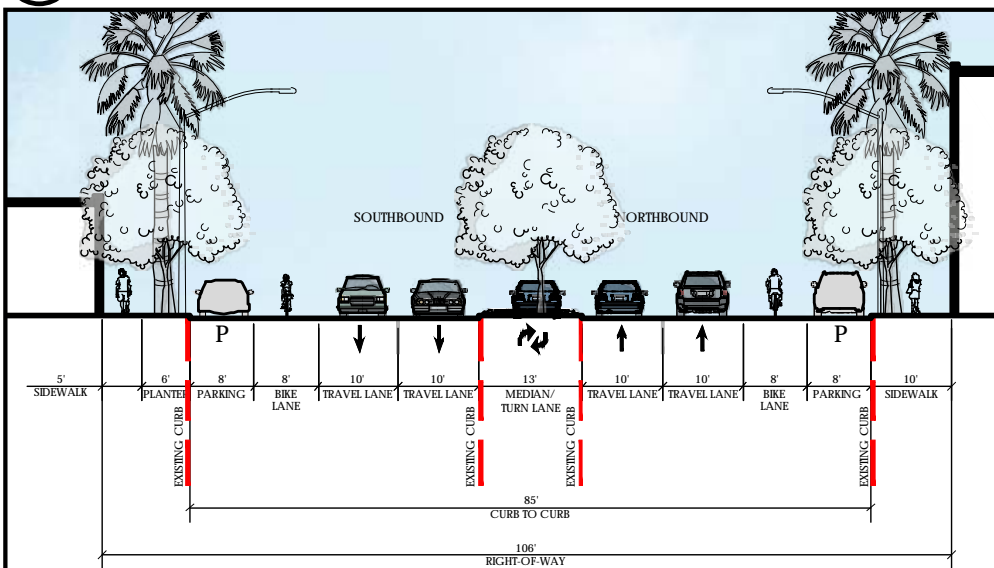
Carlsbad Boulevard in its current design can, in places, be a barrier to pedestrian movement. The boulevard could better link the Village to its beachfront. Slowing speeds and rebalancing the distribution of space within the right-of-way will help people think differently about the function of the boulevard and help to “bridge the gap” between the beach and the Village.

The pedestrian scrambles installed along Carlsbad Boulevard at Carlsbad Village Drive and Grand Avenue have seen a 50% increase in pedestrians when people were prioritized. If the design of Carlsbad Boulevard and the other streets to the west were to shift how people are prioritized, the way people (both residents and tourists) think about this part of Carlsbad Village will also shift.

The typical street section, adjacent use, and character of Carlsbad Boulevard is different north and south of Carlsbad Village Drive and will require tailored approaches to rebalance the street’s design to enhance the movement of pedestrians and cyclists. Figures 4-18 and 4-19 show existing and proposed conditions for Carlsbad Boulevard between Christiansen and Beech avenues. In general, proposed conditions are designed to match Carlsbad Boulevard improvements already completed from Beech Avenue north to Mountain View Drive in the vicinity of Army and Navy Academy.

Existing conditions provide a 106-foot right of way with eighty-five feet of roadway area as measured from curb to curb. Two southbound and two northbound vehicle travel lanes are provided with eight-foot bicycle lanes and eight-foot parking lanes provided on each side. Travel lanes are divided with a combined thirteen-foot median and turn lane. A ten-foot sidewalk is located along the eastern parkway and a five-foot sidewalk and six-foot planter is located along the western parkway.

### 6 Existing Condition

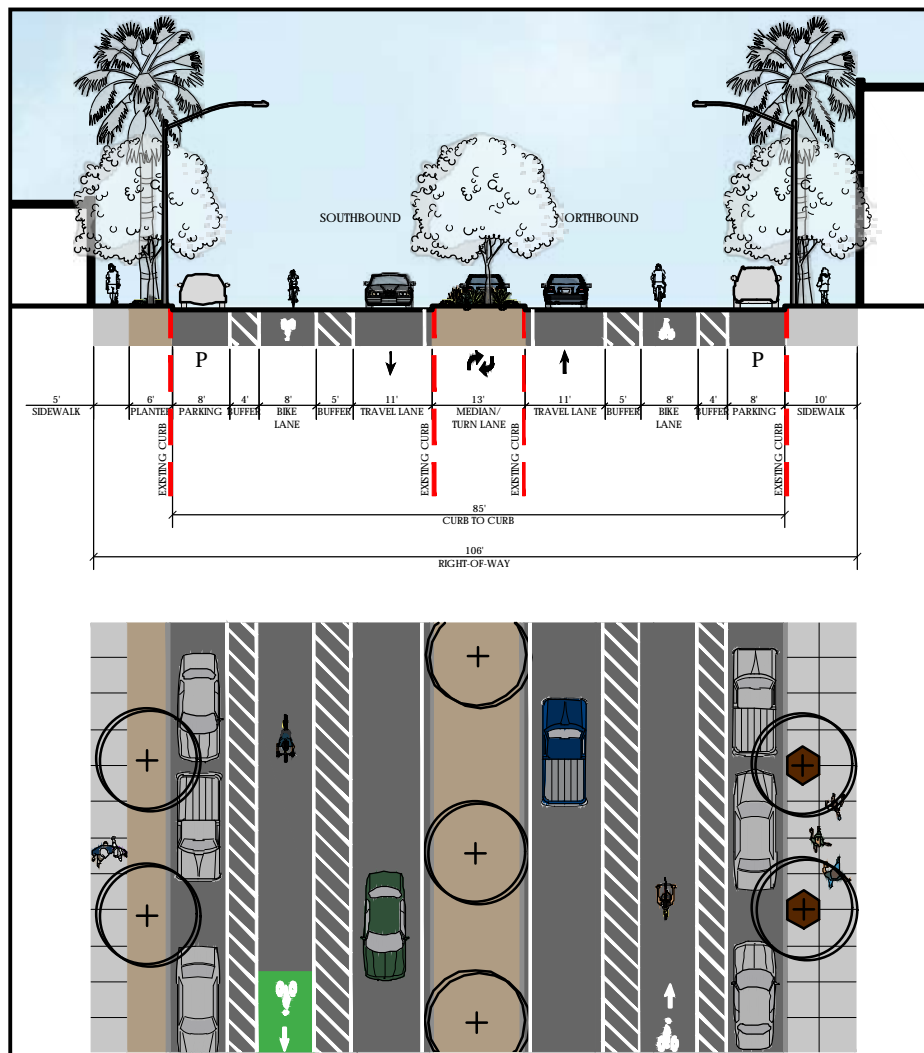


**Figure 4-18, Carlsbad Boulevard: Existing Conditions Section (Christiansen Avenue to Beech Avenue)**

Proposed conditions north of Christiansen Avenue would enhance bicycle facilities by providing a buffered bicycle lane for both northbound and southbound conditions, within the same overall right-of-way width. Buffers would be added to each side of the eight-foot bicycle lane (a four-foot buffer adjacent to the parking lane and a five-foot buffer adjacent to the vehicular travel lane). Vehicle lanes are reduced to one travel lane in each direction to accommodate the bicycle lane enhancements. The median/turn lane, parking lane and parkway conditions would remain the same.

Due to existing traffic volumes and future visioning that may occur for parts of Carlsbad Boulevard primarily south of the Village, the Master Plan proposes no additional recommendations for Carlsbad Boulevard south of Christiansen Way.

**6** Proposed Condition



**Figure 4-19, Carlsbad Boulevard: Proposed Conditions (Christiansen Avenue to Beech Avenue)**

## G. Beach Area Streets

The western-most portion of the Village located between Carlsbad Boulevard and the ocean is a highly popular area for beachgoers to park and access the beach due to numerous beach access points in this area along Ocean Street. The beach area also serves as an important transition between Carlsbad's coastline and the Village. However, public street improvements in this area are incomplete. Further, it can be difficult to determine if parking spaces along streets are public or private. Two of the Village's major streets, Carlsbad Village Drive and Grand Avenue, terminate in the beach area at Ocean Street.

For the most part, streets west of Carlsbad Boulevard (Pacific Avenue, Cypress Avenue, Beech Avenue, Christiansen Avenue, and Oak Avenue) that provide access to Ocean Street from Carlsbad Boulevard, as well as Garfield Street should all be maintained with two-way traffic and should be enhanced to maximize pedestrian and bike safety and to maximize on-street parking. As portions of most of these streets are within the boundaries of the Master Plan, plan-recommended improvements should simply extend to those short portions outside the Master Plan area.

In general, missing sidewalks, curb, gutter and edge improvements, parking lanes (both sides of street), et cetera, should be improved and constructed. Existing on-street parking should be maintained and increased wherever possible. As many of these streets are now identified as "Alternative Design Streets" by the city, their designation as such should be removed to enable full street improvements.

Further, the city should reclaim the right-of-way on streets west of Carlsbad Boulevard in all areas where it appears to have been privatized and return it back to public uses for residents and visitors. This could include on-street parking, sidewalks, bicycle paths, landscaping, and car travel lanes.

## H. Barrio/Village Transition and Barrio Identification

Roosevelt and Madison streets traverse nearly the entire north-south length of the Village and Barrio. Centrally located, they are the primary routes between the two neighborhoods. For the one block between Carlsbad Village Drive and Grand Avenue, both streets feature minor enhancements, in the form of paved decorative medians and crosswalks and small landscaped islands and curb extensions ("bulb-outs"), which welcome motorists, calm traffic, and improve walking. The enhancements are unique to the Village and Barrio.

Similar improvements to Roosevelt and Madison Streets south of Carlsbad Village Drive, along the one block stretch to Oak Avenue, could serve to attractively demarcate the transition from the Village to the Barrio. They should also help facilitate pedestrian street crossings between businesses as well as slow vehicles and can serve as Barrio entryway statements with appropriate signs and /or public art. Entryway statements, such as small monument signs, could tie into specially-designed street name signs unique to the Barrio.

## I. Tyler Street—Street Cross Section 7

Tyler Street provides north-south mobility through the central portion of the Master Plan area. Existing conditions provide a forty-foot right of way with thirty feet of roadway area as measured from curb to curb. Two-way traffic is accommodated with eleven-foot travel lanes and an eight-foot parallel parking lane is provided along the east side of the street. Parkway conditions are characterized by a five-foot planter along the west side and a five-foot sidewalk along the east side. Figures 4-20, 4-21, 4-22, and 4-23 show existing and proposed conditions. Three options are provided for future conditions.

### 7 Existing Condition

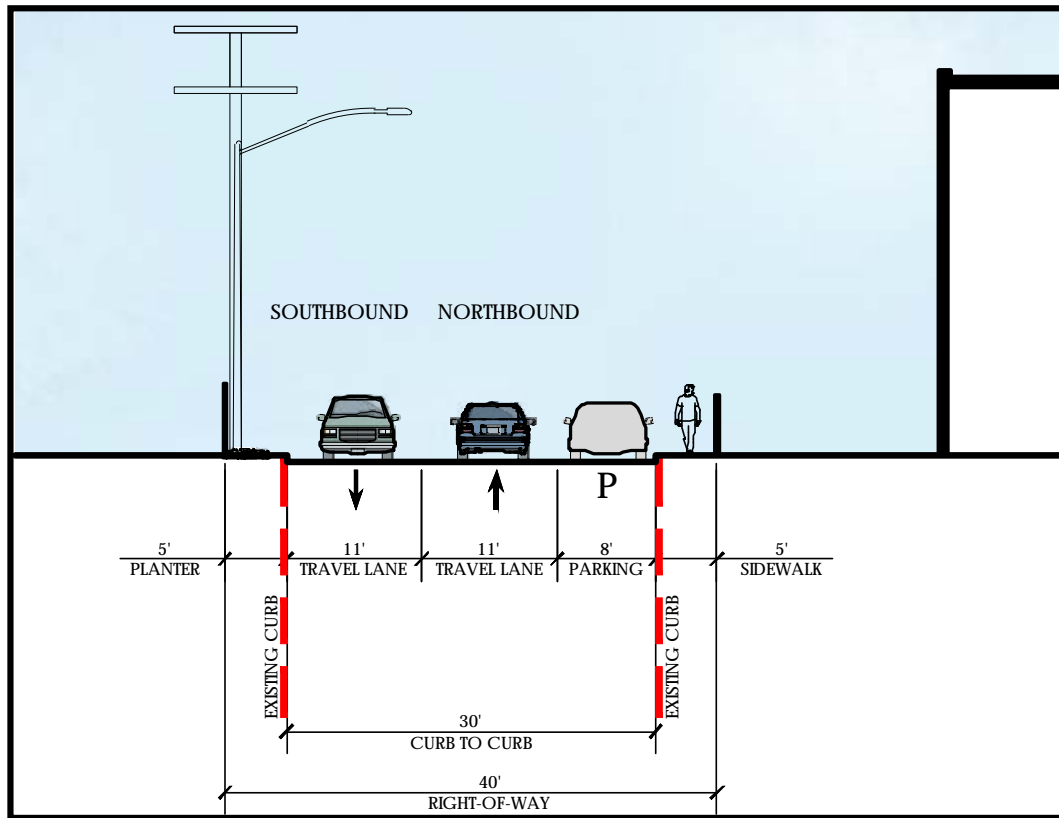


Figure 4-20, Tyler Street: Existing Conditions Section

Option A illustrates a concept which views the street as a shared space, or “woonerf,” rather than just a channel for vehicular mobility. With this concept, two-way traffic and parallel parking would continue to be accommodated. However, the street would be single continuous level (no curbs). Decorative paving or colored concrete would be used throughout the right of way and different areas of travel lanes would be delineated through the use of paving and/or color.

Option B would improve bicycle mobility by providing northbound and southbound bicycle lanes through removal of one travel lane. The resulting configuration would provide one northbound travel lane. A two-foot buffer would be located between the southbound bicycle lane and traffic lane. The parallel parking lane would be reduced from eight feet to seven feet in width.

Option C would continue to accommodate two-way traffic with two lanes reduced in width to ten feet each and sidewalks on both sides of the street. The eight-foot parallel parking lane would be retained; however, the location would be moved from the east side to the west side of the street. Considering the variety of uses in this area, mountable curbs would accommodate maneuvering and accessibility for a greater range of vehicles.

### J. Roosevelt Street (and streets with less than 48’ between curbs)

For Barrio streets where the width does not accommodate the enhanced bikeway configuration, the placement of bulbouts and street trees can create a slower and much more comfortable and aesthetically pleasing street character.

## 7 Proposed Condition Option A

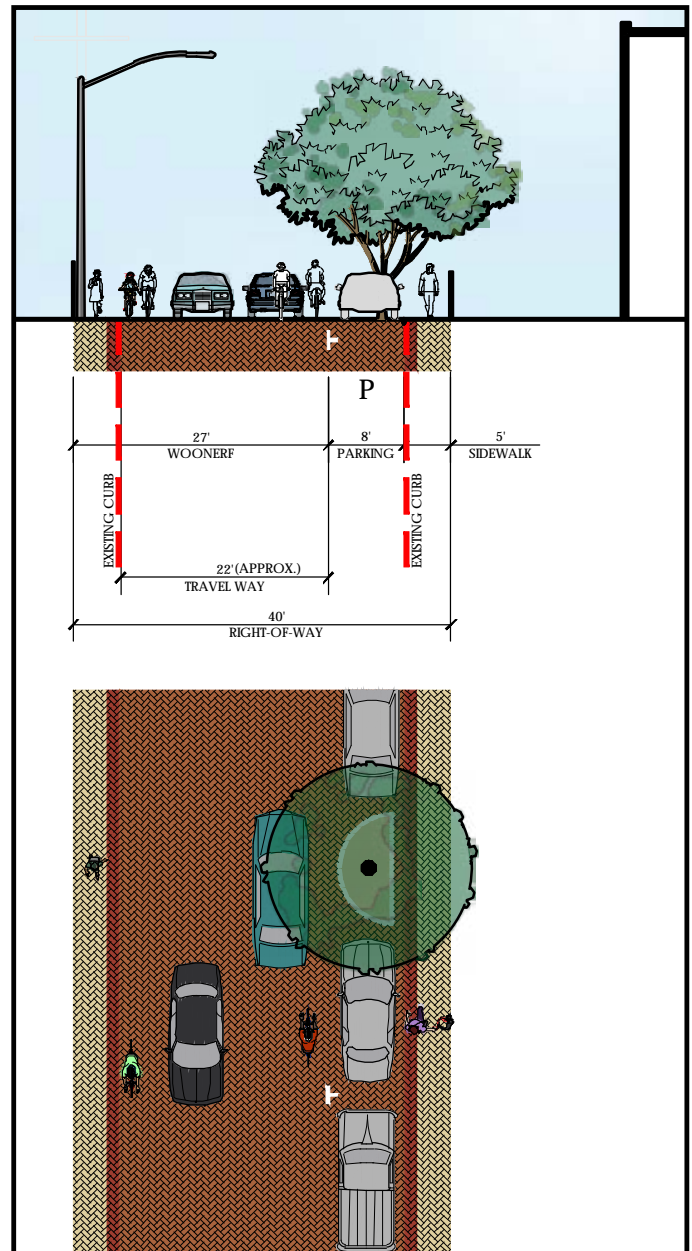


Figure 4-21, Tyler Street: Proposed Conditions A

7 Proposed Condition Option B

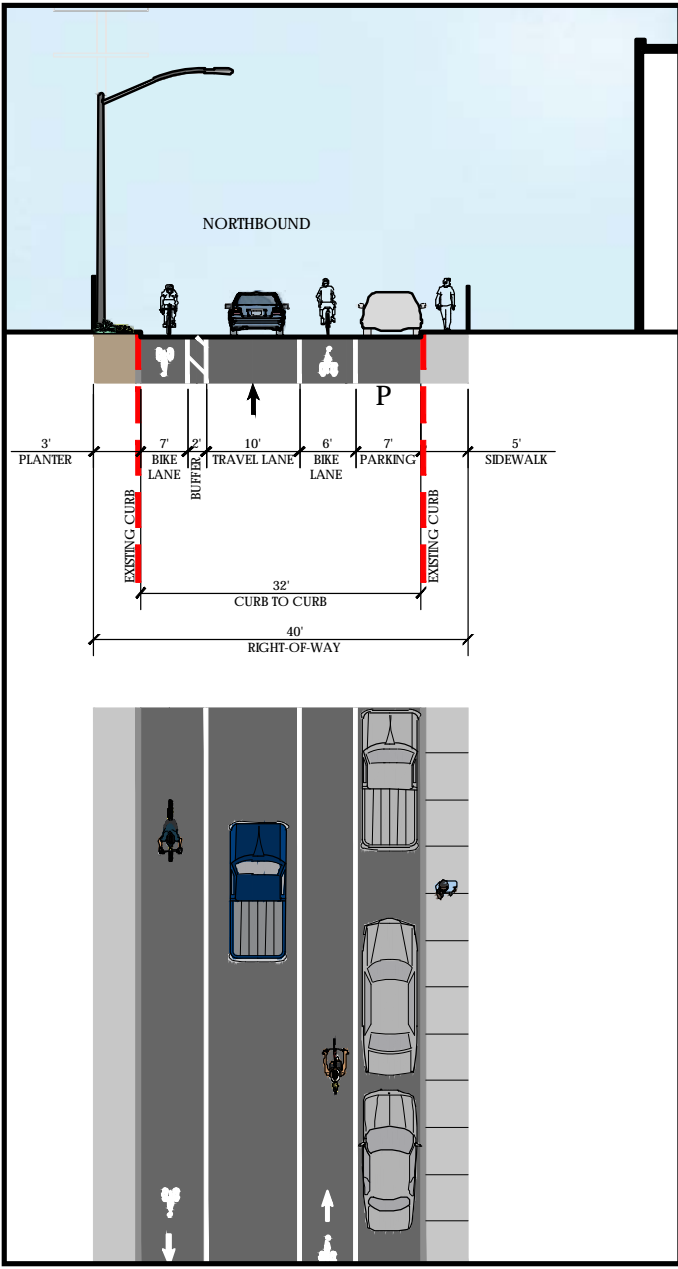


Figure 4-22, Tyler Street: Proposed Conditions B

7 Proposed Condition Option C

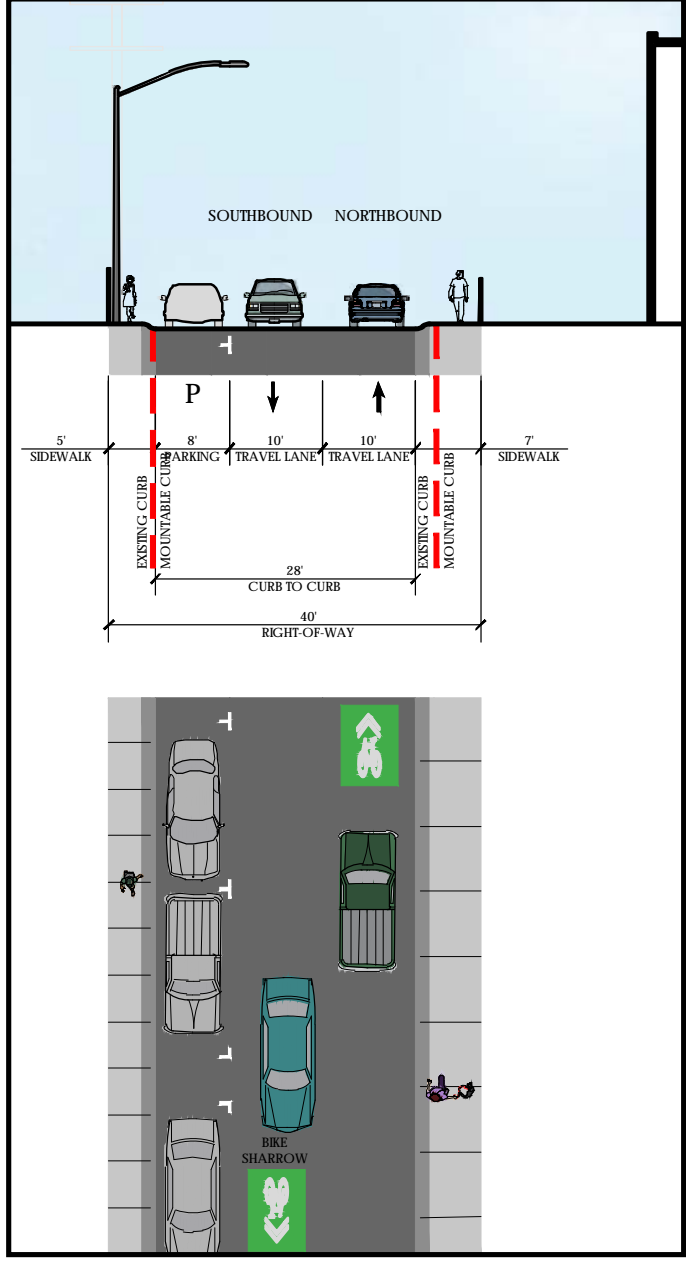


Figure 4-23, Tyler Street: Proposed Conditions C

## K. Harding Street (and streets with more than 48’ between curbs)—Street Cross Section 8

Some of the streets in the Barrio, such as Harding Street, already have on street parking and bicycle lanes, but still over half of the right-of-way is given to the movement of cars. A proposed reallocation of pavement would relocate the bike lane to outside the lane of parking while also narrowing the travel lanes to create a protected enhanced bike lane for cyclists. In addition, new tree cover can be added to the neighborhood by placing trees occasionally within the designated parking area to visually narrow the street and provide much needed shade for pedestrians and cyclists. Figures 4-24, 4-25, and 4-26 show existing and proposed conditions.

Existing conditions provide an eighty-foot right of way with fifty-six feet of roadway area as measured from curb to curb. One southbound travel lane and one northbound travel lane are each flanked by a six-foot bicycle lane and eight-feet of parallel parking. The westside parkway is characterized by a four-foot planter and an eight-foot sidewalk. The eastside parkway is characterized by a six-foot planter and six-foot sidewalk.

Proposed conditions are illustrated for two locations along Harding Street, as figures 4-2, 4-25, and 4-26 indicate. Both street sections would provide for enhanced bicycle facilities and additional street trees and landscaping. Sidewalk, planter and parking widths would be retained, while travel lane widths would be reduced to accommodate the improvements.

For the location along Pine Avenue Park, a two-way cycle track would be provided along the western side of the street with a new four-foot planter separating the cycle track from vehicular traffic. Travel lanes would be reduced from fourteen feet to twelve feet under this scenario.

For the location north of Pine Avenue, two one-way cycle tracks would be provided, one on each side of the street. New four-foot planters would separate the cycle track lanes from vehicular traffic. Travel lanes are reduced from fourteen feet to ten feet under this scenario.

An interim improvement (not illustrated) is also proposed that would slow vehicle speeds and improve bicycling through restriping of the existing street section shown in Figure 4-24. The generous, 14-foot wide travel lanes currently in place could be reduced to ten feet, the parking lane widths decreased from eight feet to seven feet, and the bike lane widths also decreased from six feet to five feet. Through these reductions, three-foot wide buffers could be added on either side of both bike lanes, providing a buffer between bicyclists, moving vehicles and parked cars.

### 8 Existing Condition

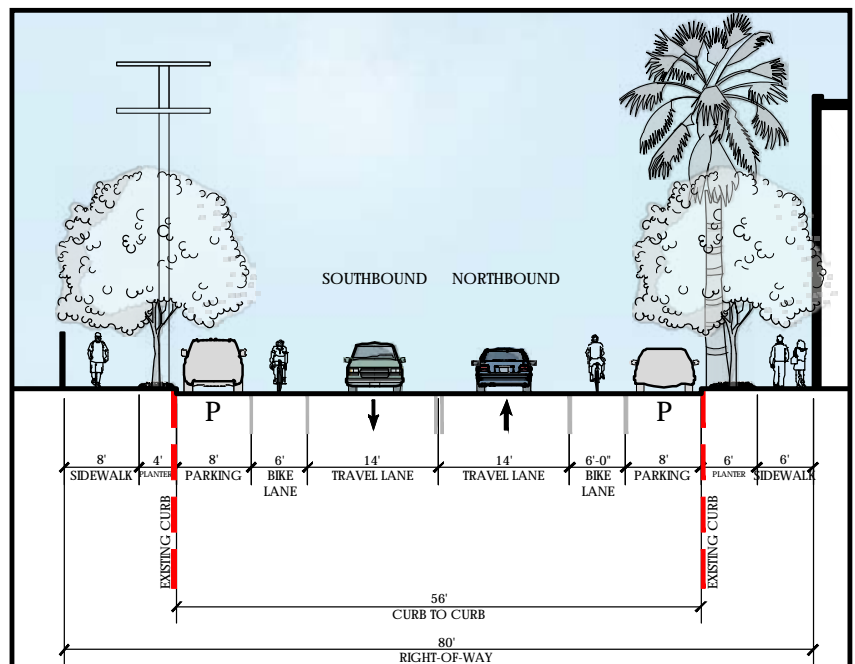


Figure 4-24, Harding Street: Existing Conditions Section

8 Proposed Condition Option A

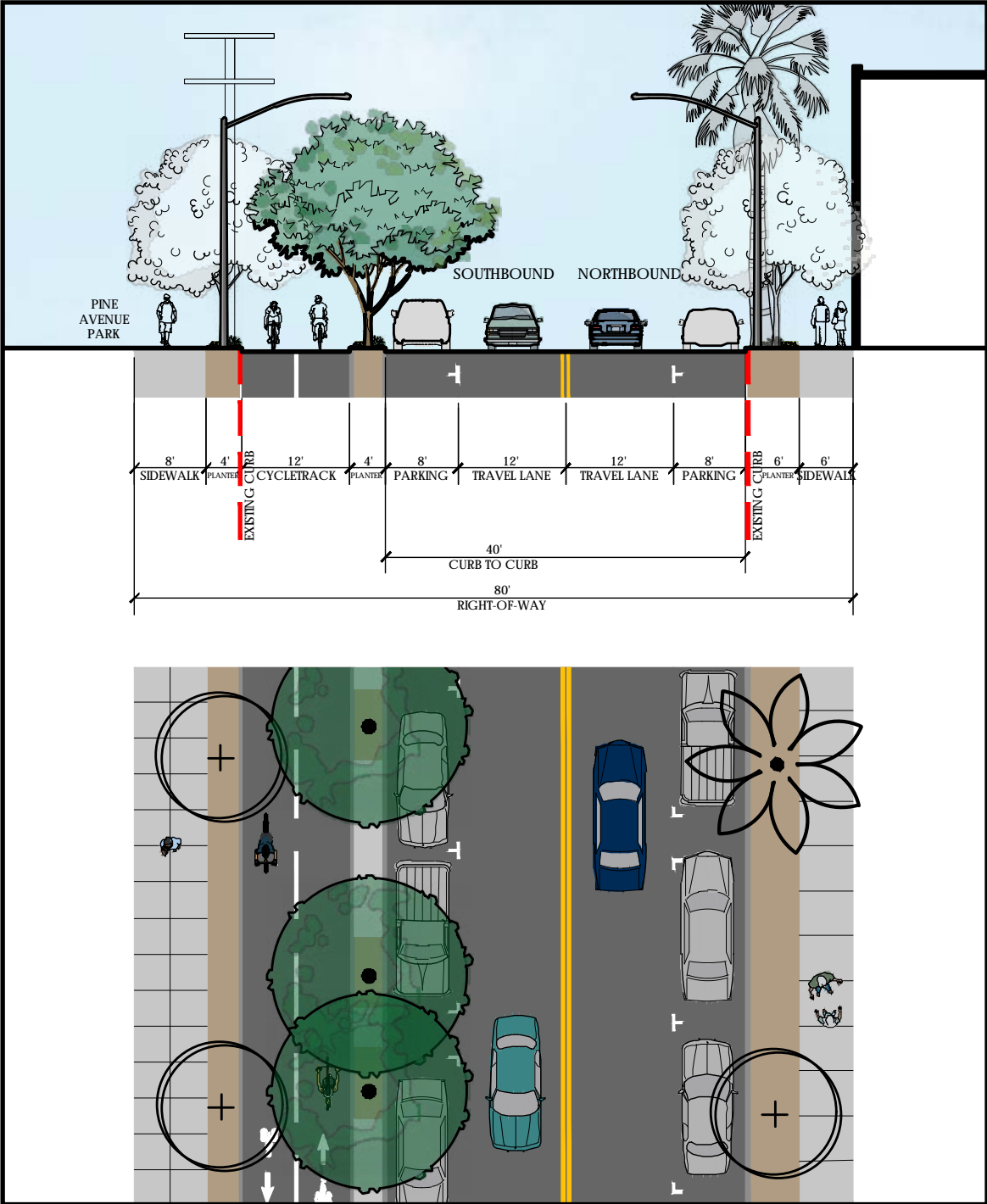


Figure 4-25, Harding Street: Proposed Conditions A (along Pine Avenue Park)

8 Proposed Condition Option B

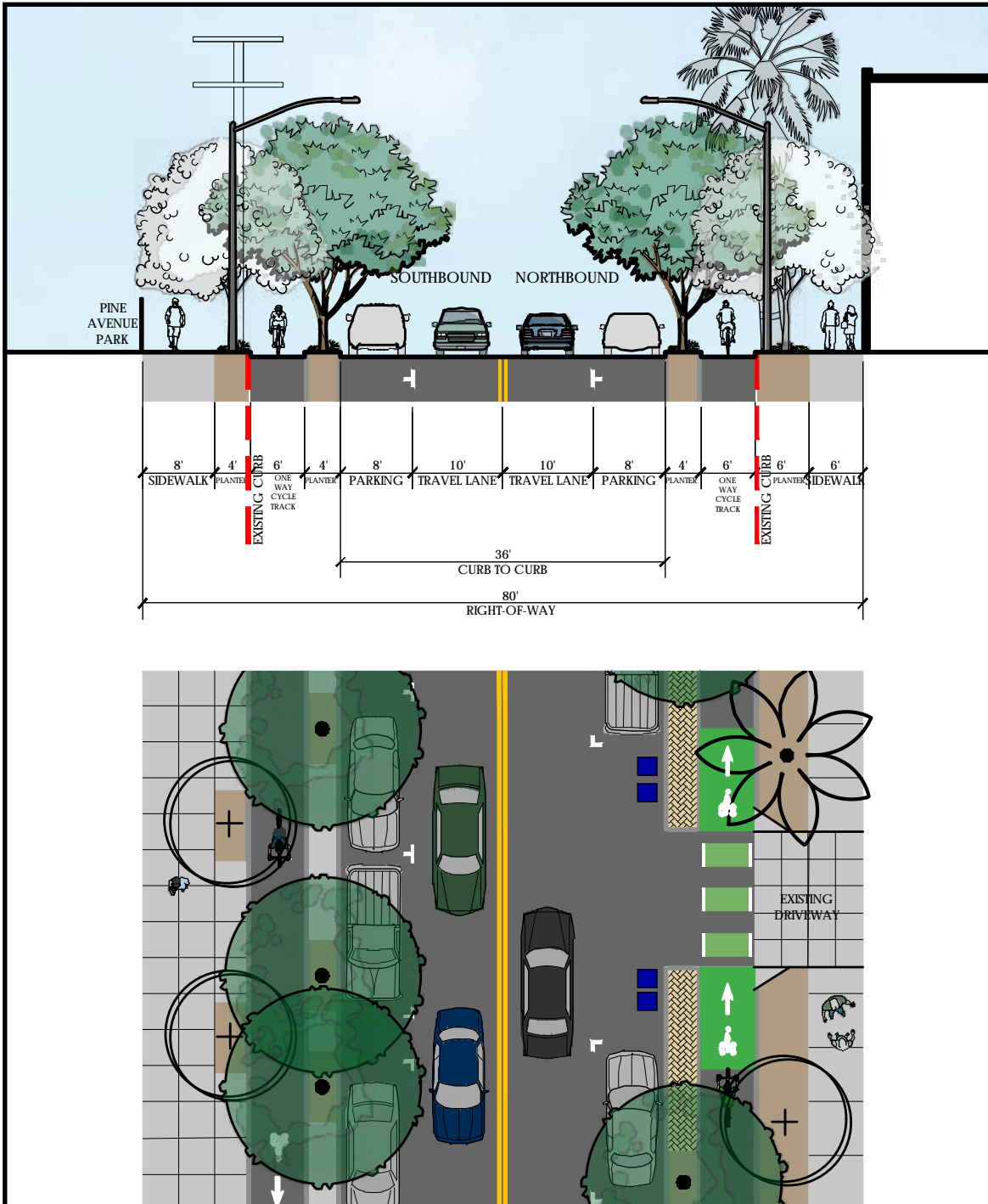


Figure 4-26, Harding Street: Proposed Conditions B (North of Pine Avenue)

The “before” and “after” exhibits below (Figure 4-27) show how Harding Street in the vicinity of Pine Avenue Park could be transformed by proposed improvements and conceptual new building construction. Looking north on the street from a point near Chestnut Avenue (see Section 8A on Figure 4-2), the after image depicts a two-way cycle track along Pine Avenue Park (see Figure 4-25) separated from the relocated parking lane by a landscaped planter. The after image also conceptually illustrates a new building on the east side of the street; this building, conforming to the standards and guidelines of Master Plan Chapter 2, is provided solely to depict how new construction could appear along Harding Street.



**Figure 4-27**, Harding Street Before and After (Conceptual view at Pine Avenue Park, looking north and corresponding with Figure 4-11)

## L. Chestnut Avenue

Chestnut Avenue provides an important east-west connection between neighborhoods on both sides of I-5. It also links two city parks, Holiday Park just east of the freeway and Pine Avenue Park along Harding Street. Its east-west connectivity and central Barrio location make Chestnut Avenue a logical and desirable location for a railroad crossing, particularly for bicyclists and pedestrians. When such a crossing is realized, Chestnut Avenue will directly connect to the beach and make important Barrio features, such as Pine Avenue Park, the community center, community garden, and the senior center, more accessible to residents west of the railroad tracks.

Because of its connectivity, central location, and potential for a crossing at the railroad, Chestnut Avenue is a recommended “bicycle boulevard”. On-street bicycle boulevards use signs, pavement markings, and speed and volume management measures to discourage through trips by motor vehicles and create safe, convenient bicycle crossings of busy arterial streets.

## M. Other Barrio Streets

Streets in the Barrio are wider than appropriate for neighborhood streets, allowing drivers to feel comfortable speeding. Such vehicle speeds reinforce the need to visually narrow the streets and reallocate pavement to serve more users and create more visual friction. As a result, this should encourage slower speeds that are more in context with the character of the surrounding neighborhood.

Slower travel speeds provide a safer environment for pedestrians and cyclists, who presently can feel uncomfortable traveling along or crossing Barrio streets. A reallocation of pavement on the streets in the Barrio allows for elements such as protected bike lanes and on-street parking while affording an opportunity for increased shade and an overall improved streetscape.

Streets within the Barrio should be enhanced for pedestrian and bicycle safety and travel, yet at the same time maintain traffic flow. Improvements to streets in the Barrio should include sidewalks of a five-foot minimum width, and additional shade in the form of more street trees either within the existing planting strips or within new tree wells created occasionally between parking spaces. The addition of street trees to Roosevelt and Madison Streets, key roadways serving both the Village and Barrio, is a priority. Street improvements should also include a reallocation of paved street area to increase bicycle facilities, pedestrian lighting, and improved intersections.

Recommendations for non-intersection improvements in the Barrio, such as street trees, lighting, and bicycle paths, are addressed elsewhere in this chapter.

### 4.3.12 Intersection Design

The street intersections in the Village and Barrio provide additional opportunities for mobility enhancements as street corridor improvement options are developed. Since some of the street improvements within the Village and Barrio have multiple improvement options offered in this chapter, the selected intersection treatment will need to correspond to the selected proposed option. The following intersection types can be considered to address the preferred street mobility improvements. As with the street sections and plans presented in Section 4.3.11, the intersection types presented are conceptual and subject to further evaluation and refinement as street improvement projects enter the design engineering and permitting phase.

#### A. Typical Intersections

Each typical intersection design provides improvements to a range of mobilities by providing bulbouts at the pedestrian crossings. The bulbouts reduce the time pedestrians are exposed to traffic by reducing the distance from corner to corner. The bulbouts also provide improved visibility for both pedestrians and drivers when pedestrians are waiting to cross the street. Enhanced crosswalk striping and refuge islands also increase visibility and provide additional visual cues at intersections.

Bicycle improvements for each typical intersection include Class II Bike Lane striping and green lane paint designation at street intersections for increased visibility. Other bicycle improvements occur with options that include Class IV Bike Lanes which address both striped buffers or landscaped buffers between parked vehicles or travel lanes. Each intersection and connecting street will correspond with selected mobility improvement option.

Vehicle lane width reduction and in some cases travel lane removal are recommended changes within the Village and Barrio street corridors. These road diet improvements provide different ways to address vehicular circulation and can include neighborhood traffic circles at intersections. The traffic circle treatment will be possible at several locations within the Barrio and is dependent on the preferred mobility treatment options along each street corridor.

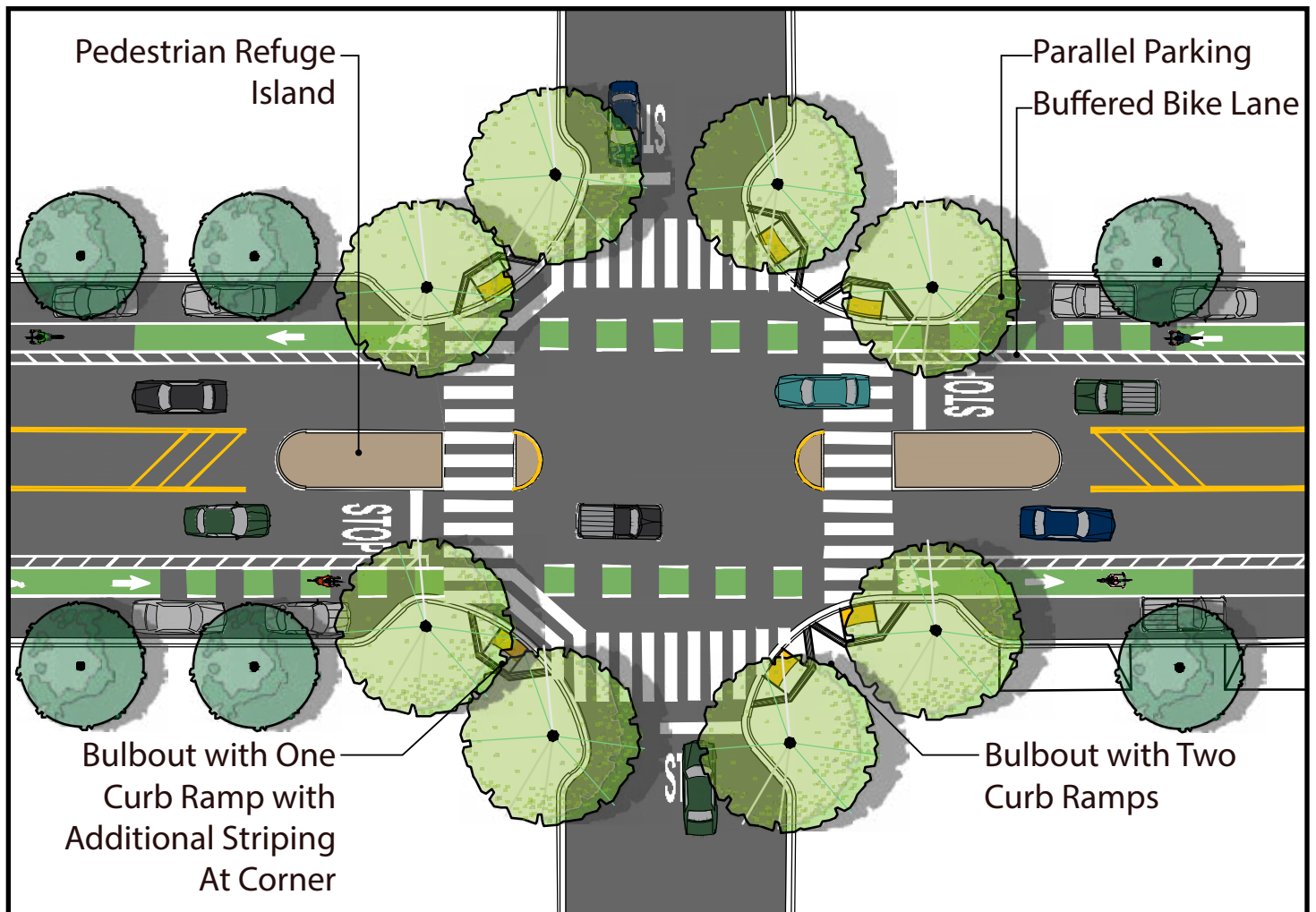


Village intersection

### Intersection Type A

This treatment occurs where both Class II Bike Lanes are added to the street corridor and parallel parking allows for corner bulbouts to occur. Some intersections may include cross streets with bike boulevards or narrower street rights-of-way. This exhibit also shows conditions where median refuge islands may occur. Bulbout crossings can include both single ramps or double ramps depending on the parkways and sidewalk widths.

This exhibit is illustrative of how a 4-way stop would be striped to provide maximum safety for pedestrians. This assumes that a 4-way stop is warranted by traffic volumes and assignment of who has right of way.



**Figure 4-28,** Buffered Bike Lane and On-Street Parallel Parking with Bulbouts at the Intersection

### Intersection Type B

The treatment for intersection Type B occurs where Class IV Bike Lanes or cycle tracks are proposed. The bulbouts need to account for the parallel parking, striped or landscape buffered area, and the bike lane approach to the intersection. Each intersection and street corridor will need to be addressed individually to accurately account for the selected bicycle facility treatment along each corridor. In addition, this exhibit assumes that a 4-way stop is warranted by traffic volumes and assignment of who has right of way.

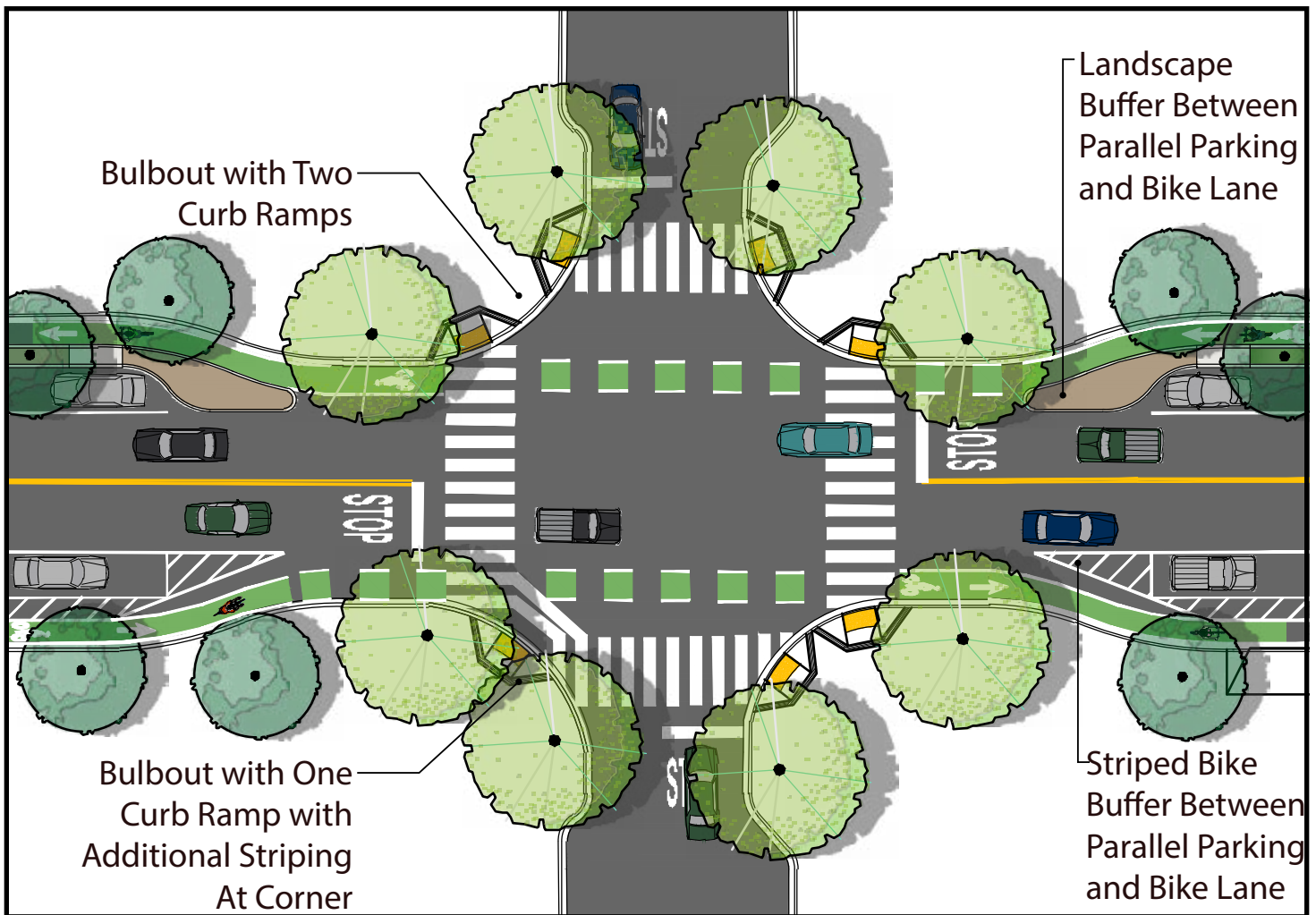
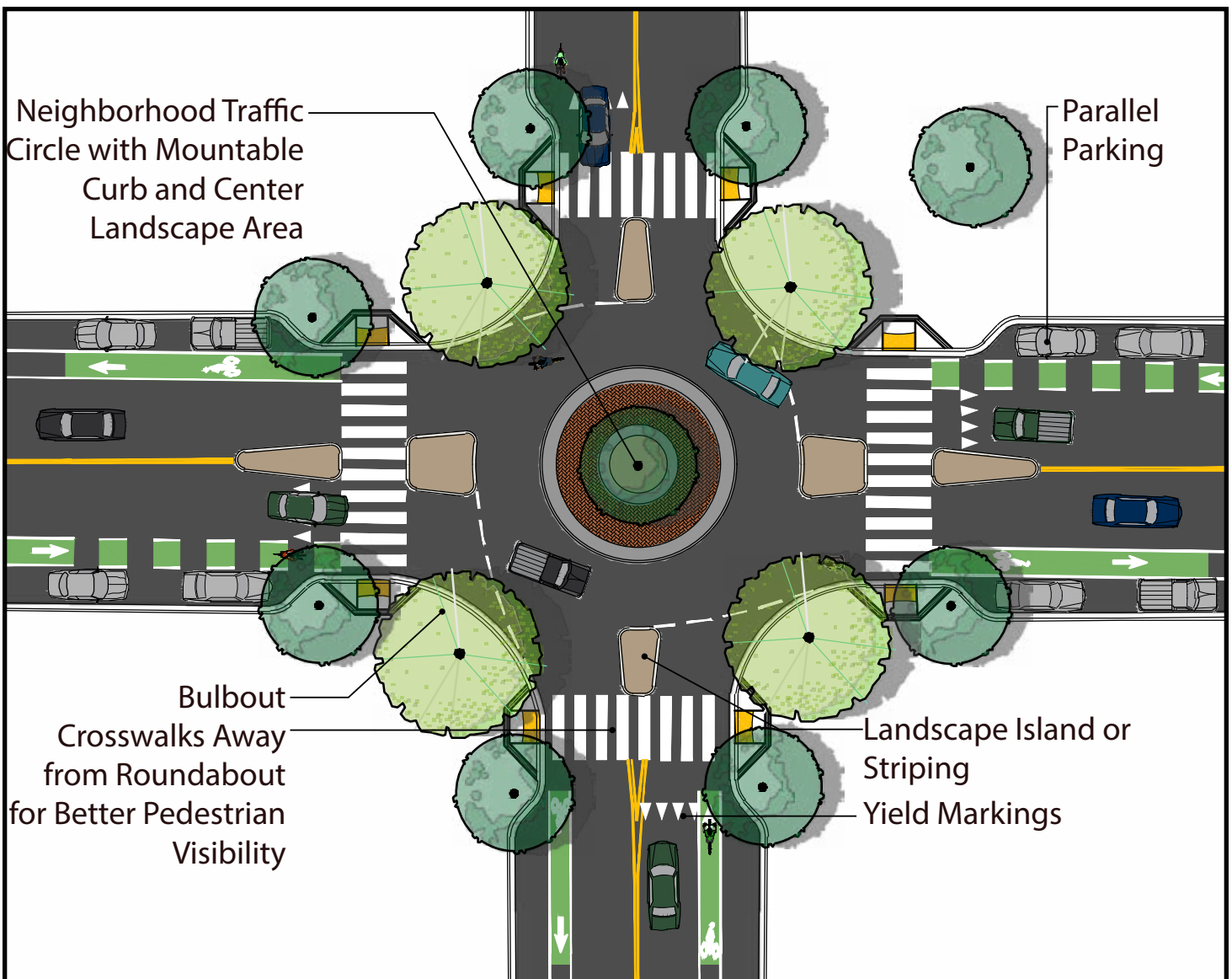


Figure 4-29, Protected Bike Lane and Cycle track, On-Street Parallel Parking and Bulbouts at the Intersection

### Intersection Type C

There are several intersections within the Barrio that could include neighborhood traffic circles depending on the individual street corridor mobility improvements. This intersection type will include a mountable curb with mountable paved median center to accommodate larger vehicles and fire trucks. The center of the circle can include landscaping or a place for public art. Improved pedestrian crossing striping, bulbouts, and refuge islands are recommended to enhance visibility and assist traffic calming. This intersection should also address each bicycle facility, so bicyclists can ride through the circle with traffic. Each intersection and traffic circle geometry will need to be designed according to the selected street corridor mobility treatment.



**Figure 4-30**, Bike Lane and On-Street Parallel Parking with Bulbouts and a Neighborhood Traffic Circle at the Intersection

## B. Barrio Intersections

Recommendations for improved Barrio intersections fall into multiple categories. These include:

- Reconfigure the intersection of Roosevelt Street and Walnut Avenue into a “shared space”. Shared space intersections enable pedestrians and cars to “share” the right of way and are only recommended where such a mix is appropriate. Expansion of the shared space concept could extend beyond the intersection of the two streets east to the alley on Walnut Avenue. Such an expansion could provide a festival street at a key intersection of the Barrio.
- Install neighborhood traffic calming treatments such as neighborhood traffic circles. These could be added without the need to relocate any street infrastructure and retain access to manholes currently located at the center of these intersections. These intersections can also be utilized as an opportunity to increase local public art in the community.
- In coordination with the neighborhood traffic calming treatments, add bulb-outs at intersections to decrease the pedestrian crossing distance and add visual friction to slow motorists.
- Use all-way stops only if they meet engineering warrants.
- Add crosswalks as needed wherever intersection improvements are installed.

Suggestions for where each of these traffic calming treatments should be located throughout the Barrio are illustrated in Figure 4-31.

## C. Neighborhood Traffic Circles

The neighborhood traffic circles recommended throughout the Barrio can be used to discourage speeding and improve safety in a way that fits a residential neighborhood setting. Additionally, they can be used as a place for civic art or decorated intersections by adding small monuments, plants, flowers, fountains or other features that fit the local character. Careful attention needs to be given to not over-design these into circles that are large enough to function as full roundabouts. A good example of a neighborhood traffic circle exists on Chestnut Avenue in the Barrio, between Pine Avenue Park and Chase Field. Accordingly, neighborhood traffic circles generally differ from modern roundabouts in a few key details:

- A lack of large splitter islands at intersection approaches
- Small size
- Crosswalks that do not offset from the natural path of pedestrian travel
- No need for expanded right-of-way
- A local versus major street setting

Local traffic circulates counter-clockwise around a traffic circle, but due to lower traffic volumes, larger vehicles are occasionally allowed left turns without the need to circulate. The design of any traffic circle will need to take into consideration the specific access requirements of large vehicles as well as emergency response vehicles.

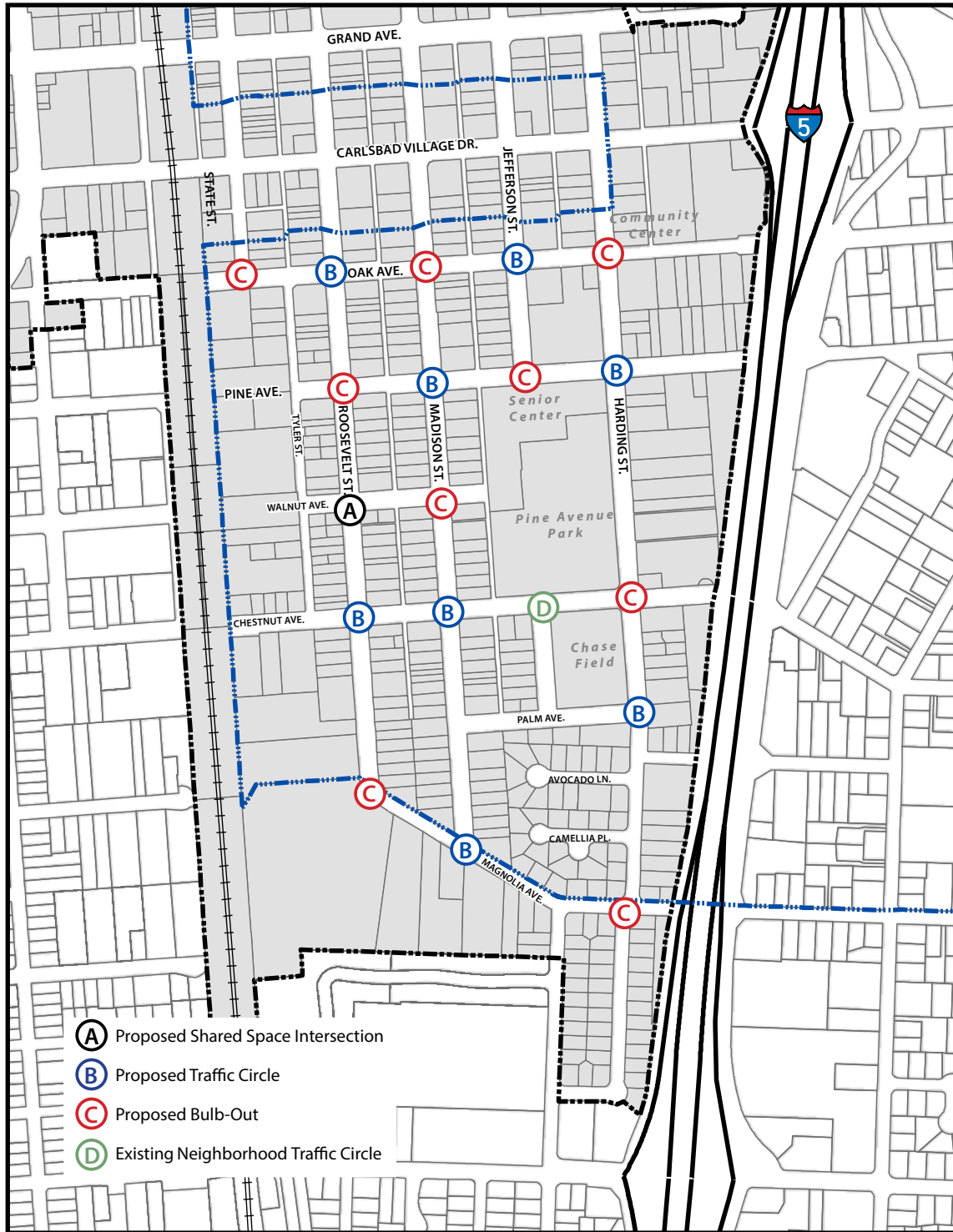


Figure 4-31, Barrio Traffic Calming Treatments

## 4.4 Enhance the Bicycle Network

Carlsbad provides an excellent setting in which to bicycle. The weather, active resident lifestyle, beach access, and historic village center, provide numerous benefits for those who choose to travel or recreate by bike. Bicycle infrastructure along streets strengthens the connectivity within a walkable neighborhood and can be implemented in a variety of ways along streets, depending on the character and the context the surrounding place. The Master Plan proposes to build on the City’s past investments in cycling by closing key gaps in the network and by further enhancing existing bikeway facilities. Strategies include enriching the network with new low-stress bikeways to further connect numerous destinations in the Village, Barrio, as well as, surrounding neighborhoods and bicycle-friendly enhancements at key intersections.

As the city moves forward with making changes and improvements to current bicycle infrastructure, it will be cautious to put into place new infrastructure before removing any old infrastructure so that bicyclists have safe routes to ride throughout the implementation process of the Village and Barrio Master Plan. In addition, design and facilities for all types of riders will be considered.

Existing and proposed bicycle network facilities are illustrated in Figure 4-32, Bicycle Facilities, and described as defined by Caltrans. Street design recommendations contained in Section 4.3 Create Livable Streets, and specifically subsections 4.3.11 and 4.3.12, incorporate bicycle facility recommendations in context with other right-of-way improvements. Descriptions of specific improvements and types of bicycle facilities are provided below.



CLASS I BIKE PATH



CLASS II BIKE LANE



CLASS III BIKE ROUTE



CLASS IV CYCLE TRACK

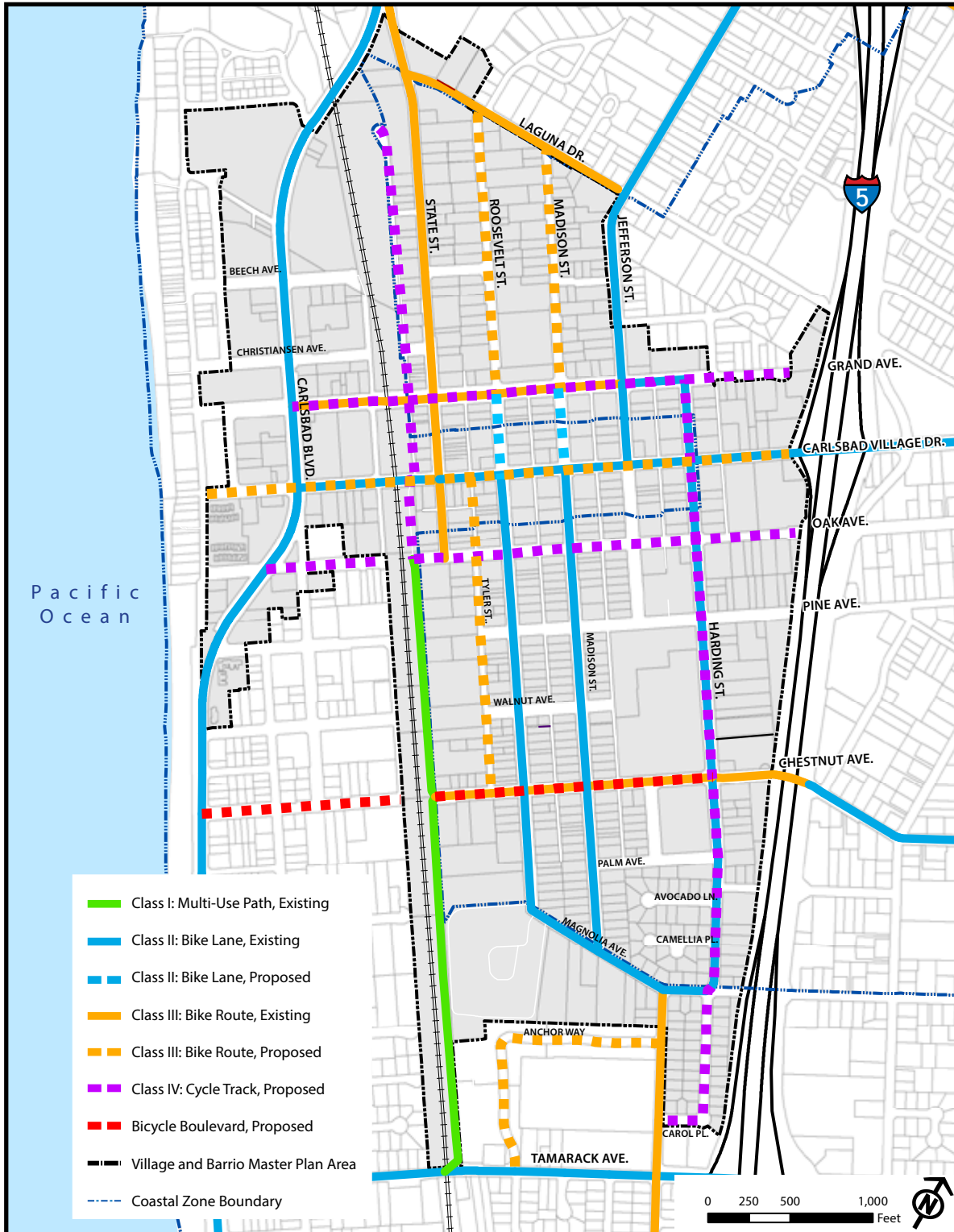


Figure 4-32, Bicycle Facilities

### 4.4.1 Class I Paths

Class I bikeways, also known as bike paths or shared-use paths, are facilities with exclusive right of way for bicyclists and pedestrians, away from the roadway and with cross flows by motor traffic minimized. Some systems provide separate pedestrian facilities. Class I facilities support both recreational and commuting opportunities. Common applications include along rivers, shorelines, canals, utility rights-of-way, railroad rights-of-way, within school campuses, or within and between parks.

### 4.4.2 Class II Lanes

Class II bikeways are bike lanes established along streets and are defined by pavement striping and signage to delineate a portion of a roadway for bicycle travel. Bike lanes are one-way facilities, typically striped adjacent to motor traffic travelling in the same direction. Contraflow bike lanes can be provided on one-way streets for bicyclists travelling in the opposite direction. A buffered bike lane, as depicted in Figure 4-19 for Carlsbad Boulevard, provides greater separation from an adjacent traffic lane and/or between the bike lane and on-street parking by using chevron or diagonal markings. Greater separation can be especially useful on streets with higher motor traffic speeds or volumes. The placement of chevron or diagonal markings, whether adjacent to travel and/or parking lanes, requires evaluation of relative hazards of both the volumes and speeds of the moving vehicles and the characteristics of the parked car (turnover, for example). This evaluation, together with engineering judgment, will guide the placement and size of buffers.

### 4.4.3 Class III Routes and Sharrows

Class III bikeways, or bike routes, designate a preferred route for bicyclists on streets shared with motor traffic not served by dedicated bikeways to provide continuity to the bikeway network. Bike routes are generally not appropriate for roadways with higher motor traffic speeds or volumes. Bike routes are established by placing bike route signs and optional shared roadway markings (sharrow) along roadways.

Shared lane markings, or “sharrows,” are road markings used to indicate a shared lane environment for bicycles and automobiles. Sharrows are found on Carlsbad Village Drive adjacent to Interstate 5 and on Laguna Drive. Sharrows are also depicted on many plans and sections in Section 4.3.11, including figures 4-16 and 4-17. Among other benefits, these shared lane markings reinforce the legitimacy of bicycle traffic on the street, recommend proper bicyclist positioning, and may be configured to offer directional and wayfinding guidance.

A liberal application of sharrows throughout the Village and Barrio neighborhoods is recommended to emphasize the notion that these neighborhoods are bicycle friendly. On some busier routes, sharrows can receive a green or black ‘backing’ to make them stand out on the road more. Sharrows can also be painted in a larger size so that they take up more of the road to make them stand out more. Shared routes may be used more by confident riders who prefer not to ride on cycle tracks that tend to cater to more timid and slower riders.

#### 4.4.4 Bicycle Boulevard

A Bicycle Boulevard is a shared roadway intended to prioritize bicycle travel for people of all ages and abilities. Bicycle Boulevards are typically sited on streets without large truck or transit vehicles, and where traffic volumes and speeds are already low, or can be further reduced through use of traffic calming to minimize vehicular use of and speed through these streets.

#### 4.4.5 Cycle Track

A Class IV separated bikeway, often referred to as a cycle track or protected bike lane, is for the exclusive use of bicycles, physically separated from motor traffic with a vertical feature. The separation may include, but is not limited to, grade separation, flexible posts, inflexible barriers, or on-street parking. Separated bikeways can provide for one-way or two-way travel. By providing physical separation from motor traffic, Class IV bikeways can reduce the level of stress, improve comfort for more types of bicyclists, and contribute to an increase in bicycle volumes and mode share.

Cycle tracks have been built throughout the United States and much guidance is available for their proper design. One local example of a two-way Class IV separated bikeway would be the strip of the Coastal Rail Trail that extends between Carlsbad and Oceanside along the Coast Highway. Both one-way and two-way cycle tracks can be installed as appropriate in order to create more accessible bikeways. Specifically, as shown in figures 4-4, 4-14, 4-25, and 4-26, cycle tracks should be implemented on Harding Street, Oak Avenue, and Grand Avenue in order to provide safe and accessible places for interested but concerned bicyclists to ride.

Cycle tracks will need to be clearly marked, clearly visible, and signalized (with bicycle-signals) where appropriate to ensure that both cyclists and motorists are aware of each other. Dashed cycle track markings across alleyways and driveways, for example, as shown in figures 4-4 and 4-26 for Grand Avenue and Harding Street, respectively, are a recommended method to increase awareness at potential conflict points.

#### 4.4.6 Creating Safer Intersections

The vast majority of bicycle-motorist collisions occur at intersections, alleys and driveways, marking them as an important design consideration in creating bicycle infrastructure. SANDAG's 2010 Regional Bike Plan outlines recommendations for installing Bike Boxes (see pages 100-101), which allow cyclists to position in front of motorists at red lights so they have a head start before motorists. Bicycle Signal prioritization may be used in conjunction with Bike Boxes so that cyclists begin to travel through intersections before motorists, allowing them to get safely out of the way before motorists proceed. This puts bicyclists in a more comfortable position from which to make a left-hand turn at an intersection. Due to the popularity of the routes at the juncture of Carlsbad Village Drive and Carlsbad Boulevard to cyclists, and the current lack of clear bikeways at the intersection bicycle boxes on all four approaches should be implemented. This will be particularly useful at this intersection as both cyclists and motorists may be turning right or left, or heading straight through the intersection. Bicycle boxes should include green treatments.

Green treatments inside of Class II Bike Lanes or Class IV Cycle Tracks near intersections are also useful ways to remind motorists to check for bicycles before making right or left turns through intersections. Not only should major intersections in the Barrio and Village be considered for treatments, but also those that serve to connect these neighborhoods to adjacent areas, such as Holiday Park and residential areas east of I-5. The city should add green treatments and bike symbols at intersections where Class II bike lanes become dashed lines that double as right-turn lanes for motorists. These types of intersections increase the opportunity for bicyclist-motorist collisions as they create a shared space for these two types of vehicles at locations where bicyclists already face an increased risk of motor vehicle collisions. Class II Bike Lanes should receive green treatments and bike symbols at intersections in order to raise motorists' awareness that bicyclists are also using these spaces.

#### 4.4.7 Improving Connectivity across the I-5

Connecting the Barrio and Village to inland neighborhoods presents a particular challenge in regards to bicycle and pedestrian accessibility due to the presence of the I-5, which only allows for three entry points into these neighborhoods from inland areas. At present, crossings exist at Carlsbad Village Drive, Chestnut Avenue, and Tamarack Avenue. A fourth crossing point proposed at Grand Avenue and the I-5, could create another low-stress crossing point for bicyclists and pedestrians. Moreover, the cycle track that should be implemented on Grand Avenue should extend to this crossing, and potentially continue east, to provide a safe gateway for bicycle riders through the Village.

Carlsbad Village Drive and Tamarack Avenue both have freeway on- and off-ramps that are intimidating to cyclists. Despite proposed Class II Bike Lanes being implemented on these roads, these streets may still be intimidating to interested, but concerned riders. Therefore, the Grand Avenue cycle track and the bicycle boulevard on Chestnut Avenue are fundamental safe access routes for bicyclists to cross the I-5 freeway into the Village and Barrio and beyond to Carlsbad's beaches.

#### 4.4.8 Chestnut Avenue: Bicycle Boulevard

Chestnut Avenue should become a bicycle boulevard. At present, Chestnut Avenue is the calmest of the entry points into the Village and Barrio as it does not have any freeway on- and off- ramps and has a slower posted speed than both Tamarack Avenue and Carlsbad Village Drive. This marks Chestnut Avenue as well-suited to becoming a major bicycle corridor. Currently, Chestnut Avenue also provides a third entry point onto the Class I portion of the Coastal Rail Trail. Therefore, Chestnut Avenue is integral to providing bicycle connectivity throughout the Village and Barrio. Chestnut Avenue could provide an invaluable route to Jefferson Elementary (through its connection to Harding Street, which provides a route to the school) and the city should consider ways to make Chestnut even friendlier to cyclists to shield them more from motorists.

Bulb outs could be added to the intersection of Chestnut Avenue and Harding Street in order to extend these traffic calming measures. These could be extended to the Coastal Rail Trail in order to make Chestnut a continuous bicycle boulevard, with sharrows and bulb-outs or other traffic calming devices at intersections to increase bicyclist safety. Other ways to improve intersections could include green treatments and wayfinding signage. A pedestrian/bicyclist railroad crossing implemented on Chestnut Avenue will provide an opportunity to extend the bicycle boulevard westward to Carlsbad Boulevard and the beach.

### 4.4.9 I-5 Crossings at Carlsbad Village Drive and Tamarack Avenue

Both Carlsbad Village Drive and Tamarack Avenue need to improve active transportation accessibility across the I-5 Freeway on- and off-ramps. As proposed in the North Coast Corridor I-5 Widening Public Works Plan one way to improve bicyclist access across these busy intersections is to extend Class II bike lanes. Green treatments in the bike lanes at the on- and off-ramps would also increase cyclist comfort and safety. Although the I-5/Tamarack Avenue interchange is outside the Master Plan area, signal prioritization at these junctures will also create a safer environment for cyclists entering and exiting the Village and Barrio.

### 4.4.10 Bicycle Parking Infrastructure

The city has increased its supply of bicycle parking in the Village center, including numerous on-street bicycle parking racks that provide additional parking capacity for businesses and keep the sidewalk clear for people walking. However, bicyclists need more places to securely leave their bikes while enjoying a leisurely afternoon or running errands around these neighborhoods. Bike corrals (which are placed on city streets in the parking strip) can be installed at the end of blocks with Class II or Class IV Bikeways, or with bikeway intersections, in order to allow cyclists and motorists to better see oncoming traffic at intersections than they can if there is a car parked on the corner. Bike parking spots should be placed near popular destinations, parks and schools.

### 4.4.11 Safe Routes to School

Bikeway infrastructure should be designed to create safe, low-stress and accessible routes to schools throughout the Barrio/Village neighborhoods and those inland. Accessible routes to school create healthy habits and motivate a culture shift in Carlsbad that views transportation by bike as a normal routine, rather than an exception.

In the Barrio, the presence of Jefferson Elementary School provides a key opportunity to improve Carlsbad's Safe Routes to School effort by providing a separated cycle track that allows for parents and students to ride their bikes toward school in a non-intimidating and accessible environment. This cycle track, extending from Jefferson Street near the school to Magnolia Avenue, would connect to major bike thoroughfares, such as the cycle track recommended on Harding Street and the Bicycle Boulevard on Chestnut Avenue. Magnolia Avenue also could use improvements for where it connects to Jefferson, Madison, and Harding Streets so that children coming from northwest of the school have safe routes as well. This could take the form of Class II buffered bike lanes or Class II lanes with green treatments. Sharrows should also be implemented on Jefferson Street.

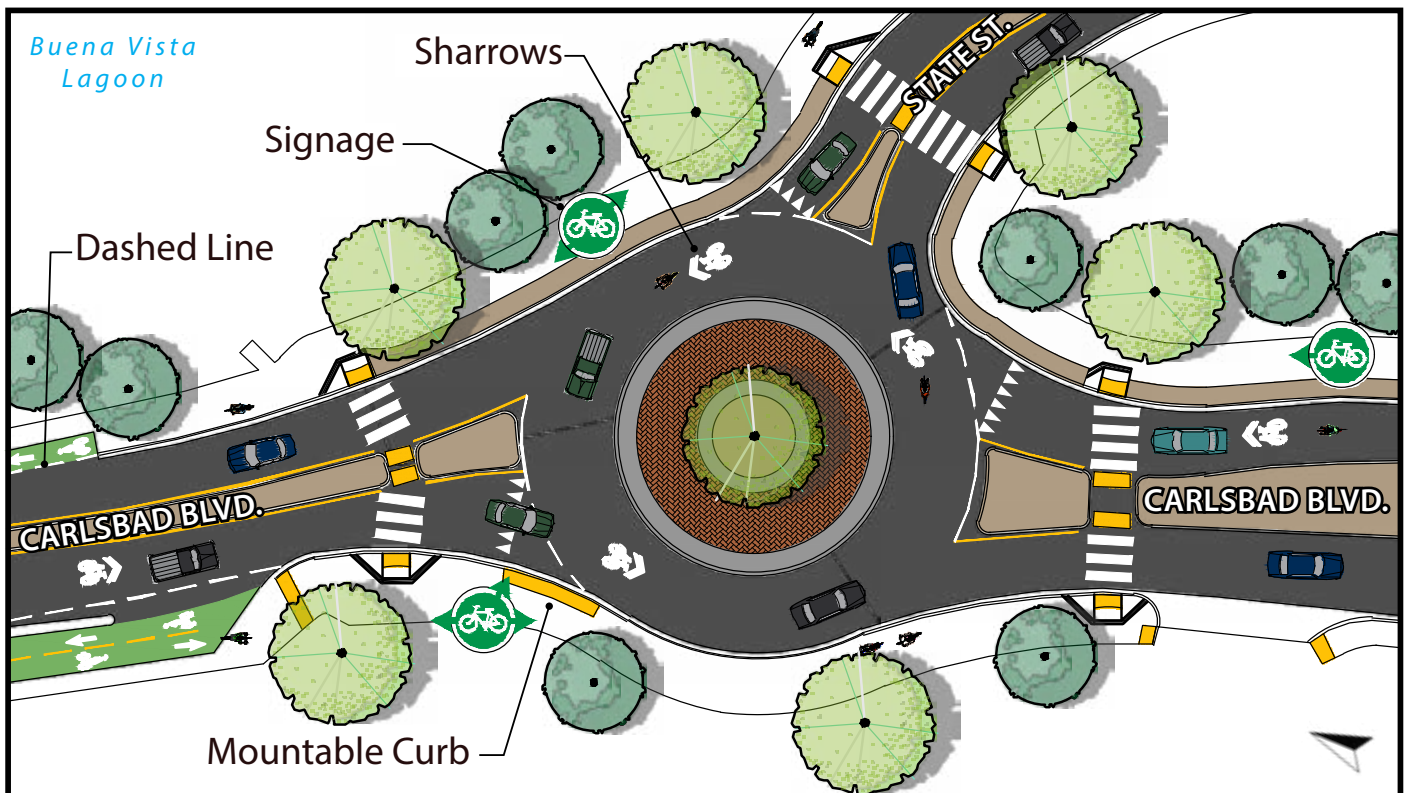
### 4.4.12 Coastal Rail Trail Improvements

The Coastal Rail Trail runs the length of the Master Plan area from the Carlsbad Boulevard roundabout at State Street south to Tamarack Avenue along the rail line. Along the rail corridor south of Oak Avenue, the trail exists as a Class I Bike path. Where it exits onto Oak Avenue and turns onto State Street, the Coastal Rail Trail becomes a Class III Bike Route and continues in this manner to near the roundabout.

Improvements to the Coastal Rail Trail are recommended at the entry points to the Class I portion of the trail at Tamarack and Oak Avenues. At Tamarack Avenue, providing a crossing to enable bicyclists and pedestrians to cross the street is recommended. The crossing would also enable turning movements across Tamarack Avenue such that

southbound bicyclists on the Coastal Rail Trail could turn left (east) on Tamarack Avenue and eastbound bicyclists on the street could turn left (north) onto the trail. Due to the trail’s proximity to the railroad, and since the crossing may require modifications to the street median, improvements would require coordination with and approval by NTC. At Oak Avenue, enhancements are recommended to improve the transition from the Class I Trail to Oak Avenue. These improvements would include signs and sharrows to alert both motorists and bicyclists to each other’s presence.

Another area that needs bicycle infrastructure improvements is at the roundabout on the northern end of the City limits where State Street and Carlsbad Boulevard intersect. At this intersection a two-way cycle track, located on the west side of the road, begins and crosses the short span of the Coast Highway that joins Carlsbad to Oceanside across the Buena Vista Lagoon. At present, the cycle track is difficult for a cyclist to enter who is heading north along Carlsbad Boulevard or State Street. Here are several recommended changes to this intersection in order to improve rider accessibility to the cycle track. These include 1) lowering the curb so that it is mountable inside of the roundabout rather than at the pedestrian crosswalk, and 2) adding wayfinding signage, green treatments, and sharrows to help guide bicyclists through the route. Directional paint markers should be used within the roundabout itself and should lead cyclists onto the sidewalk and then into the cycletrack. As this sidewalk was intentionally designed to be wider than standard sidewalks in order to accommodate bicycles, there should be space enough for both a bicycle and pedestrian lane. A green treatment indicating a bike lane exists on the cycle track can also be helpful, demonstrating an area for pedestrians and one for cyclists. Sharrows and directional markers along the roundabout will also help to alert drivers to the presence of bicyclists and make them aware that cyclists will be entering and exiting the cycle track in/ near the roundabout. Finally, wayfinding signage can be used in conjunction with paint treatments in order to create a more navigable route, while also alerting drivers to the presence of bicyclists.



State Street and Carlsbad Boulevard Intersection Recommended Changes

Finally, as a long term visionary component of the Master Plan and one tied in with the lowering of the rail line below street level, relocation of the Coastal Rail Trail from State Street to the adjacent alley to the west is recommended. This relocation would provide a more desirable route for riders as it provides a great sense of continuity and is therefore easier to navigate, and because it provides a calmer, more relaxed, and therefore safer riding environment. Presently, riders on State Street, particularly north of Carlsbad Village Drive must share limited road space with motorists and contend with cars backing out of angled parking spaces. State Street is also closed weekly due to the Farmers' Market.

Relocation of the Coastal Rail Trail to the alley would require the crossing of Carlsbad Village Drive and Grand Avenue. Potentially, this could be facilitated by signals designed for bicyclists and pedestrians and timed to correspond with the timing of adjacent signals on both streets.

Routing of the Coastal Rail Trail along the alley would also require coordination with NCTD and would likely result in the loss of public parking, particularly along the west side of State Street between Carlsbad Village Drive and Oak Avenue. Coordination with NCTD would be necessary in light of the possibility of railroad trenching, future redevelopment, and the determination of how the rerouted Coastal Rail Trail would connect with existing trail improvements in the vicinity of the roundabout and on into Oceanside. Section 4.2 depicts how a relocated Coastal Rail Trail could look with the railroad below street level and with a Carlsbad Village Drive crossing. A central green space over the lowered tracks also is depicted and suggests an alternative alignment for the trail that is west of the alley.

### 4.4.13 Wayfinding

Wayfinding signage is an important tool in creating a pedestrian and bicycle-friendly community that is desirable to both residents and visitors. Wayfinding signage can help create a sense of place and identity. Carlsbad has already made an effort towards implementing both pedestrian and bicyclist wayfinding signage in the Barrio and Village. Wayfinding signage should preserve and play off of the unique historical and modern aspects of these neighborhoods that make them unique and give them character.

Additional bicycle wayfinding signage in the Barrio and Village should be implemented to 1) create bikeway routes that host a variety of different types of bicycle infrastructure (and are therefore appealing to a broader audience) and 2) to create designated pathways for people to follow that create a 'path' or 'trail' for people to ride along. Routes can be designed to pass by interesting landmarks, natural or human-created or tour historical sites, for instance. Wayfinding signage should include information on the direction, distance, and accessibility level of the bikeway being taken, in addition to point out other bikeways or destinations that can be reached.



Wayfinding

## 4.5 Implement Parking and Transportation Demand Strategies

### 4.5.1 Existing Conditions and Parking Studies

This section summarizes existing parking conditions and provides parking strategies as an integral part of Village and Barrio mobility initiatives. Currently, on-street parking is located throughout the Village and is also free. Parking in some on-street spaces is time restricted. The majority of private parking spaces in the Village serve commercial businesses, churches, offices and other uses. By and large, the parking is located on the same property as the building or buildings they serve and some of it is accessed only by alley. Many parking lots are restricted to use by customers and employees only. Thus, some parking lots sit empty after businesses close.

The Barrio area is served by public streets wide enough to provide on-street parking on both sides of the street; the notable exception is narrow Tyler Street, which accommodates parking only on one side. As in the Village, parking is free. The Barrio is not served by dedicated public parking lots as is the Village, although a large public parking area serves Pine Avenue Park and the Carlsbad Senior Center.

Two recent parking surveys in 2014 and 2016 determined the majority of public parking had an average occupancy at or below 85 percent of available spaces. This percentage is considered an ideal utilization ratio for a parking lot. Historically, surveys of Village public parking lots have revealed an average occupancy below the 85 percent threshold as well.

In 2016 the city conducted a comprehensive parking study and developed a Parking Management Plan (PMP) for the Village, Barrio, and adjacent beach area. The adjacent beach area was included to provide the full picture of parking along the coast and its potential impact on the Village. The purpose of the parking study was to obtain accurate data to better understand current parking conditions – particularly parking occupancy, demand, and behavioral data – and to estimate how future community growth would impact the need for parking infrastructure and management in the area.

The 2016 study produced an inventory of all available public and private (privately-owned and dedicated to a specific property) parking spaces in the study area which totaled 11,657 parking spaces, excluding parking associated with single-family homes and properties with controlled access that includes 4,971 on-street parking spaces, 730 public off-street parking spaces, 5,445 private off-street parking spaces and 511 parking spaces on NCTD-owned lots.

There are pockets of high demand where parking occupancy has reached effective capacity, leading to difficulty finding parking in those areas. High-demand areas include on-street facilities west of the railroad tracks, Village Faire parking lot, and on-street facilities in the Village center on Grand Avenue, Carlsbad Village Drive, and State Street. However, the study did reveal that the current and future parking supply is adequate to meet demand if the parking system, as part of the larger transportation system, is actively managed.

## 4.5.2 Managing Parking and Increasing Mobility

Key recommendations and strategies from the Parking Management Plan (PMP) are incorporated into this Master Plan for implementation. The PMP provides implementable short-term (by year 2020), medium-term (by year 2025), and long-term (by year 2035) strategies to improve the efficiency and effectiveness of the parking system and increase mobility within the Village and Barrio. The PMP was developed with the following goals in mind:

- Make parking more convenient for community members, employees, and visitors
- Promote more efficient use of existing parking
- Support future parking needs and mobility options
- Explore options to make the project area more inviting for pedestrians, bicyclists, and public transit riders
- Support the vision outlined in the Master Plan

To address the observed parking demand imbalance and maximize the efficient use of the parking system, the PMP recommends that the city implement a comprehensive parking management program to strengthen and improve shared parking in the area and implement other parking management and Transportation Demand Management (TDM) strategies to create a more balanced and efficient parking system. The key recommendations consist of the following strategies to create a more balanced and efficient parking system.

- On-Street Parking Reconfiguration and Curb Lane Management
- Parking Time Limits
- Enforcement and Ambassadors
- Shared and Leased Parking
- In-Lieu Fees
- Parking Requirements for New Developments
- Paid Parking
- Parking Wayfinding
- Transportation Demand Management

Parking management strategies consist of policies and practices working together to improve parking efficiency. Frustrations with parking in the area stem from inefficiencies and imbalances in the system, not a lack of parking spaces. To address the demand imbalance and maximize the use of available spaces, parking management strategies should be implemented prior to construction of a new parking garage.

## A. On-Street Parking Reconfiguration and Curb Lane Management

There are currently 4,971 on-street parking spaces in the study area which are most visible to visitors and business patrons. Reconfiguring existing parking can add spaces to the system. This section discusses strategies for possible reconfiguration of on-street spaces. This section also addresses curb lane management strategies to balance user needs including commercial and passenger loading, on-street parking, safety restrictions, ADA access, etc.

### Red Curb to Parking Spaces

Red curbs exist for safety, including providing safe sight-lines near intersections and driveways and safe access for parked vehicles, transit stops, fire hydrant access, and often for bicycle parking ‘corrals’. As land use and infrastructure conditions change, the need for a portion or the entire red curb may no longer be required. To assess the need for a red curb to remain when land use changes occur, a technical review and analysis will be conducted. This analysis must include traffic safety best practices, the city’s street design manual, and surrounding context along the curb to determine whether a red curb area could be converted into parking spaces or other public use. These reviews will be conducted on a case-by-case basis as developments change or if questioned by the public, developer, or city. Thoughtful consideration into the application and maintenance of red curbs will also be given to ensure that they are appropriate and their intended use is fulfilled.

If deemed unnecessary, the curb area can be converted to vehicle parking if contiguous 24-foot for parallel spaces or 12-foot sections for diagonal spaces of curb are available. An additional 5 feet of buffer on either end of an angled parking area or space is also necessary. While this strategy may only yield a limited number of new parking spaces, it is a highly cost-effective method for delivering new parking and should be pursued when applicable and appropriate.

### Curb Cuts and Driveways to Parking Spaces

Unnecessary curb cuts can limit on-street parking supply. The city will carefully analyze curb cuts to define areas where closures can occur and additional on-street parking can be implemented. Curb cuts and driveways provide access to properties and facilitate efficient movement between the property and the roadway. Regulated by city code and development agreements, some curb cuts and driveways may no longer be necessary as land uses and access needs change over time. To convert a curb cut or driveway into new parking, a study must be conducted to determine if access remains necessary. If determined to be unnecessary, the curb cut or driveway is chained off or new curb is installed. Red curb related to the driveway also may be removed. If there is enough space for parked vehicles along the new curb, additional spaces could be added into the parking system for each contiguous 24-foot for parallel spaces or 12-foot for angled spaces segment of conversion. An additional 5 feet of buffer on either end of an angled parking area or space is also necessary. Even though the amount of curb cut and driveway removal is likely limited in the study area and any new spaces are likely to be limited, this method for providing additional on-street parking should be pursued.

### Parallel Parking Spaces to Angled Parking Spaces

Some roadways have large amounts of right-of-way dedicated to vehicular travel. In the case of lower speed corridors, this right-of-way can be minimized to reconfigure parallel parking spaces into angled parking spaces, providing additional parking capacity and the added benefit of traffic calming. Additionally, restriping parallel parking to angled parking is a relatively low cost option for providing more on-street parking supply. This conversion type requires several factors:

- At least 49 feet of right-of-way for angled parking along both curbs
- At least 44 feet of right-of-way for angled parking along one curb
- Low traffic volumes and low vehicular speeds
- Recommended on roads with two lanes of travel—roads with four lanes could be acceptable in certain conditions as determined by the city, however, four lanes roads typically have higher traffic volumes and higher speeds. Providing angled parking on four lane roadways increases the likelihood of crashes and conflicts with other motorists and bicyclists.

If these conditions are met, further analysis of safety conditions and street design standards will help determine the feasibility of creating additional parking spaces. A new angled parking space may be created for each 12 feet of contiguous curb space and 5 feet of buffer on either end of the angled parking area. Because multiple roadways meet the criteria for parallel to angled parking conversion, a significant number of new spaces might be created pending site-specific analysis.

- **Front-In Angled Parking** – This type of angled parking requires the user to pull into a parking space with the front of their vehicle in the direction of travel on the roadway. Front-in angled parking is the most common form of angled parking and is easy for users to enter the space. It is, however, difficult to back out of parking spaces with this configuration, since visibility is nearly often obscured and drivers back into the street ‘blind’, making this configuration less safe than back-in angled parking (see below) for bicyclists.
- **Back-In Angled Parking** – This type of parking, also known as reverse angle parking, requires the user to back into a parking space with the rear of the vehicle in the opposite direction of travel. The back-in angled parking strategy has been applied because of the safety enhancements realized for users leaving a parking space. A user can easily see oncoming traffic (and bicyclists) and exit the parking space in a much safer manner. Moreover, drivers and passengers exit toward the sidewalk when the doors are open, which is safer for young children. It is also safer to load packages into the trunk or rear of the vehicle from the sidewalk than the street.



Angled parking

Angled parking uses more right-of-way than parallel parking and may preclude additional bicycle enhancements along the roadway. If a bikeway is planned adjacent to an area with angled parking, back-in angled parking is recommended to enhance sight lines between drivers and bicyclists. Back-in angle parking is safer for bicyclists, and as noted above, is usually safer for drivers as well. Many drivers initially feel uncomfortable with back-in angle parking because it is uncommon and requires a backing movement within an active travel lane. This, however, is a less complicated movement than the typical parallel parking maneuver that drivers are well accustomed to.

Intentional consideration of on-street parking and development of a consistent policy that incorporates the process for on-street parking configurations while balancing other curb lane uses is provided through Curb Lane Management.

### Curb Lane Management

Curb lane management helps guide management and implementation decisions for new developments, thus maintaining the established structure of curb lane uses over time. Curb lane uses are consolidated along each block, in accordance with the surrounding land uses, to provide a standard structure. A standard structure with supportive policies creates predictability, which decreases the amount of confusion on knowing where to park. Curb lanes can also be made flexible to accommodate different users during different times of the day (e.g. commercial loading zones in the morning and general public use for passenger pick-up and drop-off in the evening). Signage associated with curb lane management will have the same theme, branding, and messaging style as the wayfinding signage already implemented in the Village and Barrio.

## B. Parking Time Limits

The City will maintain and enforce existing time limits. Data collected and analyzed as part of the 2016 study indicate that the two- and three-hour time limit restrictions are currently adequate for supporting turnover in the area. The data showed that most people in the Village (where time limit regulations are currently posted) parked for two hours or less. This indicates that the existing time limits of two and three hours is reasonable for the area. However, the survey data also indicated that employees of businesses in the area park in on-street spaces directly adjacent to their destination. This indicates the need for proactive enforcement to encourage employees to park off-street.

The annual collection of parking occupancy and duration data may be used to adjust time limit regulations to meet the changing needs of the community. In some instances, it may be suitable to implement shorter time limits to influence turnover or longer time limits to influence a shift in demand.

Time limits may be extended to new areas. According to the buildout (2035) projections, commercial development is planned to intensify in the Village, particularly along Grand Avenue, and on streets between Grand Avenue and Oak Avenue. To encourage turnover in these areas and support business access, it would be beneficial to implement time limit restrictions along those streets. The city will evaluate parking occupancies and duration annually in conjunction with a review of commercial developments to identify areas of commercial growth and expand the time limit restrictions to support those developments.

Parking time limits may be extended after 5 p.m. to 4 hours. In the evening, people come to the area for nightlife activities, such as dining. Parking for restaurants requires a slightly longer time period than retail, which for retail is about two or three hours. The existing daytime parking limits are adequate to accommodate the daytime demands; however, the city may extend the time limits to four hours after 5 p.m. to allow patrons to visit restaurants and other nightlife destinations without worrying about receiving a citation. It is important to maintain parking time limit restrictions after 5 p.m. to encourage turnover of spaces, since 7 p.m. is the peak parking period in the study area.

Overnight parking restrictions may be revised. The current overnight parking restrictions are in place to prevent non-residential users from parking on the street. However, this has restricted access to on-street parking by the residents, especially at the north end of State Street where more residential housing is being constructed. Going forward, the city may assess the necessity of maintaining the overnight restrictions, then resort to other parking management solutions if necessary.

The Oversize Vehicle Ordinance may be revised. The Oversized Vehicles Ordinance allows RVs and other oversized vehicles to park on the street for a consecutive 72-hours. The city may consider reducing the time RVs are allowed to park on-street to 24-hours. The city may also implement a graduated fine for repeat offenders. Each time the same RV is in violation of the parking regulation, the fine will increase to help limit long-term RV parking or camping on city streets while maintaining public access to the beach for recreational purposes.

### C. Enforcement and Ambassadors

Enforcing existing and proposed parking regulations is critical to the success of the program. Parking enforcement should be conducted regularly and consistently and with a focus on customer service. For instance, if an area has two-hour time limits, the route for the enforcement personnel needs to be completed in two hours. Active enforcement encourages compliance with the parking regulations through education and citations, thus maximizing the use of the existing parking resources. Parking enforcement strategies include:

- Intermittent enforcement patterns
- Consistent enforcement
- Extend enforcement hours to 8 p.m.
- Enforcement officers as ambassadors
- First offense warnings
- Graduated fine structure (for illustrative purposes only; actual structure may vary at time of implementation):
  - » 1st Offense – \$0 fine with a warning educating the user
  - » 2nd Offense – \$25 fine with an explanation on the ticket of how and where to park. The intent is to ensure compliance through education, not harsher punishments
  - » 3rd Offense – \$50 fine
  - » 4th Offense – \$100 fine

## D. Shared and Leased Parking

Sharing existing parking facilities is a management solution that benefits the entire community by making better use of the existing parking supply, creating availability of more spaces, and relieving frustrations from those using the parking facilities. Shared and leased parking will be encouraged in private, underutilized lots throughout the area. These lots can meet their business demands and have available spaces for other users. Those extra spaces could be opened to the public.

Shared and leased parking allows two or more land uses to utilize the same parking facility without conflict. The intent is to optimize the use of the parking supply so that parking is not underutilized. The practice of shared and leased parking works best with a mixture of nearby land uses that have offsetting peak conditions, such as an office and a church. Typically, shared and leased parking is a tool that is used between private businesses. However, cities can and do participate in shared and leased parking opportunities. Businesses closed on weekends and evenings, for example, present opportunities the city could explore as potential public parking resources throughout the Village.

The following strategies are a part of the Village and Barrio shared and leased parking approach:

- Develop standard liability language – The city currently does not have standard liability coverage for shared and leased parking agreements. The parking manager, discussed later in this document, should explore standard shared and leased parking agreements from peer and/or other example cities, such as San Clemente’s Offsite Shared Parking Agreement, for appropriate liability and other agreement language that would be desirable by the city.
- Maintain and broker shared and leased parking agreements to encourage development – The parking program should be responsible for actively brokering shared parking agreements for existing businesses and new development using the known inventory of parking spaces, occupancy data from this study, and subsequent updates based on annual data collection efforts to help define opportunity areas. For shared and leased parking to be successfully implemented, the city needs to play a very active role in both identifying shared parking opportunities in high-demand areas and negotiating agreements for the shared use of the parking facility. Shared and leased parking can be between two or more private businesses (existing and/or new development) or between the city and private business, where the private business decides to open its parking facility to the public during non-business hours.
  - » Identify parking that is underutilized (50 percent and lower occupancies) and is within 1,320 feet (quarter mile, an acceptable walking tolerance in the study area) to the business. Underutilized parking facilities will be identified on an annual basis as part of the annual data collection.
  - » Revise existing distance requirements for shared parking from 150 feet and 300 feet (as stated in the CMC and previous Village Master Plan and Design Manual, respectively) to the longer distance of 1,320 feet, which is generally considered an acceptable 5-minute walk.
  - » Annual data collection results should be made public with specific analysis of shared and leased parking efficiencies and areas of opportunity provided to private property owners in order to inform them regarding their options regarding parking as it relates to future new developments and expansions.

- » As with any parking facility, the pedestrian experience should be considered when evaluating potential facilities for shared and leased parking opportunities. This includes a safe path of travel between the parking facility and destination that is well illuminated, has clear wayfinding and signage, and is designed to promote a walkable, park-once mentality for residents, employees, and visitors in the area. Also, it is important to keep in mind that many pedestrians need to utilize assistive services, such as wheelchairs and walkers. ‘Universal’ accommodations should be provided.
- Utilize shared and leased parking opportunities to create off-site employee parking – Define specific employee parking opportunities where employees who work in the study area can park in the designated facility. This can be accomplished through outreach and education or through a permit program. Permits can be provided at no cost to further incentivize their use. The city should administer the permits to employees, with proof of employment in the study area. This approach works best when on-street parking is regulated with time limits or paid parking, because employees must choose among:
  - » Receiving a citation for a time limit violation
  - » Moving their vehicle every two or three hours to avoid a citation
- Utilize shared and leased parking opportunities for valet parking – Parking valet services can simplify the parking experience for visitors and is appropriate for popular destinations like the Village. Underutilized off-street parking facilities can be used to house vehicles that use valet services, where applicable. The city may broker agreements between valet companies and parking facility managers to determine the amount of parking that could be set aside for valet use and the times and days of the week it would be appropriate to share the parking facility. Not only does this support improved utilization of existing parking assets, but may provide new developments an additional parking resource.

The valet could be managed through a centralized valet that serves primary destinations in the Village. A centralized valet uses one valet operator stationed at strategic locations throughout the area to serve a large section of the community. This centralized operation allows patrons to drop their vehicle at one location, walk between multiple destinations, and pick up their car from another valet stand at another location. This concept provides greater access to businesses in a district and promotes more active use of the district.

Each application of this strategy will be unique to the location and will be carefully reviewed to determine the optimal location of the valet station, loading zone and queues, the location of the storage lot, and parking method, as well as the impact of traffic along the route from the generating land use(s) to the storage lot. Policies should be set to determine how far a storage lot can be from the destination and around valet service operations should be managed to ensure neighborhoods are not detrimentally impacted.

- Lease parking spaces in existing facilities for public use – Investigate the potential to lease parking spaces in underutilized facilities to open those spaces to the public and optimize the available parking supply in the study area. These locations could be used as park once locations that are served by mobility services that access areas outside of a reasonable walking distance of the leased lots.

- Lease parking spaces in NCTD facilities for public use – NCTD currently owns a significant portion of right of way along the railroad tracks through the study area. Current plans to double-track the railroad would use additional right of way, but still leave a surplus of useable space in the future. This space would be predominately along the western part of the tracks between Tamarack Avenue and Oak Avenue. Parking along the tracks could provide additional parking for beach access, which in turn would relieve parking conflicts on residential streets between residents and beach-goers.

While a portion of this area is currently farther away from many commercial or shared-use opportunity areas within the Village and northern beach area, the area close to the Village is able to provide new parking supply that could be of great use and benefit to the Village. Furthermore, even though the southernmost portion is further from the Village, it could provide substantial parking resources for beachgoers in the southern portion of the study area. This could alleviate some of the residential concerns with use of on-street parking by beachgoers. Additionally, if plans to connect the street or pedestrian network across the tracks are realized, there is a significant opportunity for the location to serve local businesses, visitors, and employees, especially on the northern end of the potential parking area. If the connectivity and transportation improvements are not made, the lot could still serve as a park once lot if paired with regular or high-quality mobility services like a trolley or circulator.

All plans for improving parking should include an evaluation of whether adequate disabled parking is provided in the facility.

- Monitor shared and leased parking system annually – Annually audit the shared and leased parking program by collecting parking occupancy data and feedback regarding the business and patron experience. At the same time, the city should also assess the status of any shared and leased parking agreements in place and how well they are functioning. The city could adjust the program to meet the needs of the community as it evolves.

While participation in shared and leased parking agreements by private business owners and developers is optional, as is providing access to such private parking facilities for ongoing data collection and analysis of the parking system for the area, the city will encourage such participation so as to better inform future parking decisions that will impact all destinations with the given area.

Additionally, private properties that participate in shared and leased parking agreements are only bound to the negotiated and agreed upon terms of the agreement specific to their property or parking facility. The property owner has the flexibility to determine the length of time they wish to participate in shared or leased parking. For instance, an agreement may be renewable on an annual basis, and the property owner (or lessee for that matter) may opt to not continue with the arrangement in favor of expanding their primary building and change their parking supply, subject to city approval. Property owners must still comply with the city's parking standards and seek proper approvals and permits for any changes to parking.

## E. In-Lieu Fees

The city currently has a Parking In-Lieu Fee Program, but the 2017 PMP recommends that the current program be restructured to minimize underutilized parking facilities and to contribute to mobility improvements in the area. In-lieu fee programs are important to not only support economic development in a downtown area, but they also are a significant funding source for the community. In many communities, in-lieu fee programs fund non-parking infrastructure improvements, such as alternative transportation measures that reduce parking demand. Please also refer to Chapter 2 – Land Use section 2.6.6 addressing Parking In-Lieu Fee Program requirements. The following strategies provide Village and Barrio in-lieu fee policies:

- Maintain the current in-lieu fee rate –The city should continually monitor the participation rate in the in-lieu fee program as well as public parking occupancy rates.
- Review fees annually – Evaluate the in-lieu fee annually and adjust as needed to prioritize reinvestment of collected fees with the goals of the overall parking and transportation system. The goal is to maintain a fee that encourages participation in the program and promote shared parking, and is high enough to fully fund implementation of a range of parking management strategies. Over time, the city may set the in-lieu fee to be no higher than 60 percent (based on current conditions) of the cost of constructing a structured parking space in the community to encourage participation in the program. All fees should be used to reinvest back into the parking system and parking management strategies. Parking occupancy should be used as the metric that determines when changes to the fee in-lieu program need to occur. The city may consider adding more public parking through leases and shared spaces when the parking occupancy threshold within the in-lieu fee boundary reaches 85 percent occupancy.
- Use development regulations to encourage participation in the in-lieu fee program –As infill development occurs in the study area, developers will be encouraged to pay the in-lieu fee rather than construct new parking because the relative value of available space for other uses will increase. The city may also use development regulations that limit the ability to build surface parking for good urban design reasons: more efficient use of land, improve aesthetics, reduce heat islands, promote walkability, etc. Master Plan Chapter 2 includes development standards and design guidelines that encourage effective placement, efficient function and more pleasing appearance of surface parking.
- Allow funds to pay for parking program improvements – Amend the policies related to the in-lieu fee program to allow the collected funds to support shared public parking and leased public parking that the city will broker. Funds should also be used to support strategies that reduce parking demand in the area. Eligible projects could include valet services, transit, bicycle, and pedestrian amenities or programs that encourage ridesharing, which would reduce the need for on-site parking at businesses and encourage the use of centralized shared parking.
- Consider geographic expansion in the future – As the community develops, the city will evaluate the need to expand the in-lieu fee area west of the railroad tracks to support new public demands and maintain proximate walking distances from future shared public parking facilities. If there is a significant amount of commercial development, the city should re-evaluate the need for expansion.

- Evaluate the program annually – The intent of evaluating the program annually is to monitor participation and make changes to structure and rate. Historically, use of the program has been relatively low. However, in recent years, the usage appears to be increasing. Therefore, it is important that the following metrics be reviewed annually so that informed decisions can be made regarding the in-lieu fee program. The following metrics should be tracked, evaluated and made available to the public as a way of educating and informing private property owners and the development community so they understand their options, rights, and abilities to meet their parking needs.
  - » Parking occupancy in and around new developments – Parking occupancy should be used as the metric that determines when changes to the in-lieu fee program need to occur. The city will seek more public parking through leases and shared spaces when the parking occupancy threshold within the in-lieu fee boundary reaches 85 percent occupancy.
  - » Type, size, and location of new developments – Understanding where new development is occurring, the type of developments (residential vs. non-residential), and how large developments are in terms of square footage or number of units can help the city make informed decisions about where the in-lieu fee program should expand. Future expansion should primarily occur where developments, such as commercial and office, are generating higher levels of parking demand and provide the opportunity to implement shared and leased parking.
  - » Revenue generated – Understanding how much revenue is generated by the in-lieu fee program will help inform investment decisions of parking management strategies. If the program is not generating enough revenue to cover parking management strategies (e.g. lease rates for shared spaces), the city could consider discontinuing portions of the shared parking program funded by in lieu fees that do not impact participants.
  - » Compare the number of developments participating in the program vs. not participating – Reviewing how many developments are using in-lieu fees to pay for parking compared to those that do not will indicate whether the program and supporting policies provide enough incentive to encourage participation. To help encourage in-lieu fee participation, leased spaces and TDM improvements should be implemented within a reasonable walking distance (1,320 feet) to the participating developments.
  - » Number of spaces paid for with the in-lieu fee vs. spaces actually provided (by development and annual total) – Tracking this will allow the city to easily quantify how much parking is being added to the parking system (both public and private) in the study area, and the rate at which parking is being paid for through the in-lieu fee. This information coupled with parking occupancy data (public vs. private) will inform the city whether the public parking supply is efficiently meeting demands of participating developments and the community at large.
- Make the program transparent – Provide information about how the in-lieu fees are utilized to help promote transparent application of the collected fees. A website should document current and historic usage of the fee to help the community understand how the program is working. Part of this transparency should stem from information released to the public and business community regarding economic impacts and how they are related to parking availability. It needs to be made clear to the public and businesses that it is not more parking that supports businesses, but access to available parking and increased mobility that will contribute to economic success.

## F. Parking Requirements for New Development

Parking requirements define the amount of on-site parking that various developments must provide. Traditionally, these requirements have been applied to ensure that specific land uses have adequate parking supply to meet demand. Minimum parking rates are often based on studies of single-use developments in conventional suburban environments. Such standards often do not account for decreased parking demand that results from compact, mixed-use development served by transit and other non-auto modes of transit. Requiring more parking than necessary to serve new development could become detrimental to the economic growth and preservation of the pedestrian-friendly character in the Village and Barrio area.

The minimum parking standards found in Section 2.6.6 have been tailored to reflect the more compact, walkable and mixed-use character of the Master Plan area. The parking ratios were developed by considering the results of the 2016 parking study, reviewing the parking 'best practices' of peer cities, and validated by computer modeling software (Kimley-Horn's Park+ model). The intent of establishing reduced parking requirements is to better align parking requirements with actual parking needs in the Master Plan area and to transition to a system that utilizes shared parking supply. Shared parking in combination with reduced parking requirements for new development will optimize the use of existing parking while still allowing developers to provide necessary parking on-site. A reduced number of spaces required encourages mixed-use, pedestrian-scaled development, and can stimulate economic growth in the area. Given the underutilization of the overall parking system, a combination of shared parking initiatives, participation in the in-lieu fee program, and reduced parking requirements will promote a more efficient use of existing parking facilities.

Going forward, parking supply and demand in the Master Plan area will be regularly analyzed, allowing for further fine-tuning of minimum parking standards, incentives and demand management strategies.

## G. Paid Parking

When parking demands in an area become so high that parking facilities (on- and off-street) operate above the system's effective capacity (85 percent occupancy), paid parking becomes a highly effective way to influence behavior, redistribute parking demands, and promote economic activity through turnover of parking spaces. It is critical to note that paid parking should not be implemented with the intent to increase revenue. Implementation of paid parking must be driven by the parking demands experienced in the study area and the need to create access to businesses.

The fee for parking encourages people to choose the priced transaction, park further away in a lower priced facility, or use an alternative transportation option to reach their destination, thus creating more available spaces in high-demand areas and facilitating access to businesses. The provision of options to park in other locations or use alternative transportation helps to redistribute parking demand throughout the area.

Additionally, it is also important to understand the various components tied to paid parking. While parking in the Master Plan area is currently free, there is still a cost that is passed onto people unbeknownst to them. It requires money to construct, designate, regulate, and manage parking, whether it is on the street, in a lot, or a garage. These costs are absorbed by private property owners, store tenants, facility managers, and the city. As a result, these costs are usually passed on to the customers through marked up prices on goods and services but the cost to park is subsidized.

By managing parking appropriately and providing a cost to it, the consumer is able to make informed decisions on how they spend their money.

While implementing priced parking is not recommended at this time, it may become necessary and desirable in the future. The PMP describes a phased priced parking approach that the city could follow:

- Determine the threshold for implementing paid parking
- Identify locations to implement paid parking
- Define technology to manage the system
- Establish a Parking Benefit District where paid parking is implemented
- Evaluate the parking system regularly

## H. Parking Wayfinding

Parking wayfinding is extremely helpful in directing people to desired parking locations. Effective means of conducting wayfinding is through stationary signage, dynamic signage (electronic signs that change messages to indicate how many spaces are open in a facility), digital maps posted on websites, and smartphone applications. A few years ago, the city implemented themed wayfinding signage throughout the study area to direct people to public parking facilities, and it has been received successfully by the community. The following are strategies to expand upon the success of the current wayfinding to allow people to find parking easier and faster and improve traffic congestion associated with searching for parking:

- Additional signage for lots where the City leases space
- Smartphone applications
- Real-time parking information
- Post parking map on website

## I. Transportation Demand Management

Transportation Demand Management (TDM) consists of programs, policies and actions that aim to reduce reliance on solo-occupant vehicle use, in part by providing more options for getting around. The goals, policies, standards and programs identified in the Master Plan support the vision to more fully transform the Village and Barrio into a vibrant, walkable community, supported by a mix of uses and transit options. An important outcome will be to shift people from vehicle-focused travel, and more use of other modes: walking, bicycling and transit.

The city is presently engaged in, or will initiate a number of TDM-related initiatives both on a citywide basis as well as focused in the Village and Barrio area. These initiatives include:

- Development and adoption of a TDM Ordinance
- Conduct TDM outreach and encouragement
- Expand wayfinding signage
- Consideration of a circulator-type transit service, such as a trolley, within the Barrio, Village, and beach areas
- Identify and dedicate passenger pick-up/drop-off locations throughout the study area
- Provide employer based TDM programs
- Build out a protected bicycle network with barrier
- Build out an enhanced pedestrian network
- Incorporate car-share, valet, and electric vehicle parking as appropriate into streetscape and public parking projects
- Evaluate feasibility for bike share program that would serve Village and improve mobility along the coast
- Incorporate intelligent transportation system (ITS) infrastructure to support autonomous vehicles
- Promote the use of transit through transit-focused infrastructure upgrades

# CHAPTER 5 IMPLEMENTATION

MASTER PLAN

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## 5.1 Introduction

The Village and Barrio Master Plan is a long-term plan: it will guide the city's policies and investments in the area for the next two to three decades. This chapter outlines the implementation program for the Master Plan including the following components:

- Summary of Economic Trends
- Fiscal Benefits of Redevelopment
- Funding and Phasing Improvements
- Implementation Action Plan (includes summary of recommendations)

## 5.2 Economic Trends

The long-term economic and demographic shifts are affecting the demand for different types of building types and urban forms across the United States. The shifts will create opportunities for some types and create challenges for other types to remain relevant. Two important trends are technological shifts and demographics. More information on demographic, economic, and market trends may be found in Appendix B, Details of Economic Study. Market demand trends for general categories of uses are summarized below.

### 5.2.1 Retail

The Village and Barrio area is a good location for a variety of retail activities:

- Restaurants, ranging from take-out to full-service.
- Small-scale movie theaters that offer multiple screens in small rooms. Many theaters are now offering food service (sometimes in coordination with an adjacent restaurant) to create a full entertainment experience.
- Upscale grocers, which would act as 'anchor' retailers.
- Exercise studios offering pilates, yoga, or other classes.
- Small-scale independent retailers.

### 5.2.3 Office

The location and public transportation options in the Village create a competitive advantage over other office space in Carlsbad as well as other parts of the San Diego region. The Village offers excellent access to multiple forms of transportation. The Carlsbad Village Station, with Coaster, Amtrak, and bus service is within walking distance. Its proximity to the ocean is a huge advantage. The area is within walking distance to the beach, so that workers can easily take advantage of the amenity during a lunch break. For these reasons, the Village is well situated to attract more firms that use office space, increasing demand for office space.

## 5.2.4 Housing

The demographic and technology trends are enhancing the desirability of compact neighborhoods close to transit. The Village and Barrio have the key factors that make it desirable for residential uses. It is already built at a scale that makes it walkable and the Carlsbad Village Station provides transit access to the rest of the region.

## 5.2.5 Implications for the Village and Barrio

Overall, the economic and demographic trends are advantageous to successful redevelopment of the Village and Barrio neighborhoods. There is increased demand for higher density, compact living and that demand will continue to grow. Many households would like to live in a more compact environment, but are not seeking the very high densities associated with urban centers, as seen in downtown San Diego. Small village centers offer the compactness of a city center, but also the smaller community that typifies suburbs. Areas like the Village and the Barrio offer the convenience of an urban center along with the smaller community of a suburb—for many, it is the best of both worlds.

## 5.3 Fiscal Benefits of Redevelopment

Master Plan implementation will occur over time and through private and public construction. Despite the constraints and challenges that will exist, implementation of improvements will yield many positive fiscal outcomes over the long term, as the below points note.

The concentration of retail activity will enhance sales tax revenues. Creating a space that attracts retailers will increase retail sales and associated sales tax revenue within Carlsbad.

Redevelopment will increase the value of the built environment and increase assessed property values. Property tax revenue generated within the Barrio and Village will increase.

Expanding commercial space will increase City Business License Tax Revenues. Creating the opportunity to expand office space in the Village will increase the number of firms in the City that pay the City's Business License Tax. In addition, additional daytime workers will purchase goods and services in the area, enhancing the viability of retail in the area.

Redevelopment will enhance the visitor experience. The Village is already a popular visitor destination. Redeveloping the area so it offers a wider variety of uses within walking distance from beachfront lodging will enhance the visitor experience. This may further increase the desirability of the area as a visitor destination, increasing demand for lodging and generate additional transient occupancy taxes.

Costs to provide public services to a more compactly developed area such as the Village and Barrio are generally less than in the lower-density parts of Carlsbad. While the age of infrastructure can be an issue, there is less road surface, fewer water pipes, and fewer sewer pipes to maintain. In general, the maintenance of these essential urban services costs less on a per-household basis than in lower density areas.

## 5.4 Funding and Phasing Improvements

### 5.4.1 Funding Improvements

The Master Plan identifies a number of streetscape and public improvements. Some improvements may be fairly quick and easy to implement, while others may be costly, phased in over several years, or not realized for some time. Even though new infrastructure may take time to realize, the Master Plan provides the policy support for the improvements as well as the basis for applying for funding.

Generally, the costs for new construction on private property will be borne entirely by developers. Costs for public improvements, such as improvements to a roadway or sidewalk widening, may be the responsibility of developers as required through project approvals to improve the adjacent right of way. However, due to the existence of multiple property owners, numerous small lots, and the frequent reuse of existing buildings (versus new construction), it is more likely the City will take the lead on implementing public improvements. Funding of public improvements may come from the city, federal or state programs, grants, or possibly through public-private partnerships. Examples of funding sources include the General Fund, the gas tax and transit funds, and funds set aside for utility undergrounding. Assessment or infrastructure financing districts are other examples of funding sources.

### 5.4.2 Funding Sources and Financing Mechanisms

This section highlights a few potential funding sources and financing mechanisms to implement Master Plan recommended actions, organized by local, regional and state/federal sources. A more extensive list of potential sources and programs is provided as Appendix C, Potential Funding Sources. However, public funding at all levels of government changes over time, and is subject to ever-shifting economic, environmental, legal, and political conditions. Financing mechanisms that were once the staple of local revenues have become extinct (e.g., redevelopment agency tax increment financing), while newer funding sources have arisen (e.g., Cap and Trade). Since implementation of Master Plan programs and projects will occur over decades, presenting a detailed financing plan here is not practical. As an early implementation action, the city will develop a financing strategy that will match recommended programs and capital investments to appropriate existing and future funding sources, and explore various financing options for consideration. The financing strategy is intended to complement and inform the city's annual budget appropriations and capital improvement program processes.

#### A. General Fund

The General Fund receives the largest slice of local revenues, and is used to pay for basic city services, such as police and fire protection, street and park maintenance, recreation, library, and cultural arts programs. General funds are also used to pay for a sizable portion of replacement infrastructure and some new capital facilities. Property, sales, and transient occupancy (hotel) taxes account for nearly 80 percent of the city's General Fund. These taxes are largely unrestricted as to how they can be spent on public services and facilities. However, Proposition H, approved by Carlsbad voters in 1982, requires voter approval of the expenditure of more than \$1 million of "city funds" for real property acquisition or certain real property improvements, as specified. (See CMC Chapter 1.24.) General Fund monies are "city funds" for purposes of Proposition H.

## B. Special Assessment Districts (1911, 1913, 1915 ACT)

California law provides procedures to levy assessments against benefitting properties and issue tax exempt bonds to finance public facilities and infrastructure improvements. Assessment districts, also known as improvement districts, are initiated by the legislative body (e.g. city), subject to majority protest of property owners or registered voters. Assessments are distributed in proportion to the benefits received by each property, and represent a lien against property. The assessments are fixed dollar amounts, and may be prepaid. Only improvements with property-specific benefits (e.g. roads, and sewer and water improvements) may be financed with assessments.

## C. Area of Benefit Fees

Area of benefit fees may be enacted by the legislative body (i.e. city) through adoption of an ordinance, without voter approval. The fee must be directly related to the benefit received. It does not create a lien against property, but must be paid in full as a condition of approval. Its principal use is for encumbering properties that will not voluntarily enter into an assessment or CFD, so that they pay their fair share at the time they are ready to be developed. Proceeds may be used to reimburse property owners who pay up-front cost for facilities benefitting other properties. Benefitting properties may be given the option to finance the fees by entering into an assessment district (1913/1911 Act) or Mello-Roos CFD.

## D. Enhanced Infrastructure Financing Districts

Senate Bill No. 628, creating enhanced infrastructure financing districts (EIFDs) took effect on January 1, 2015. EIFDs are designed to fund infrastructure development and community revitalization, through issuing bonds, establishing a public financing authority, and adopting an infrastructure financing plan. EIFDs include a provision for using tax increment financing. A broad range of community development and revitalization projects can be funded through this mechanism.

## E. Mello-Roos Community Facilities Districts

The Mello-Roos Community Facilities Act of 1982 allows for the creation of special districts authorized to levy a special tax and issue tax exempt bonds to finance public facilities and services. A Community Facilities District (CFD) may be initiated by the legislative body or by property owner petition, and must be approved by a 2/3 majority of either property owners or registered voters (if there are more than 12 registered voters living in the area).

Taxes are collected annually with property taxes, and may be prepaid if prepayment provisions are specified in the tax formula. The levy creates a tax lien against the property. There is no requirement that the tax be apportioned on the basis of benefit. Because there is no requirement to show special benefit, Mello-Roos levies may be used to fund improvements of general benefit, such as fire and police facilities, libraries and parks, as well as improvements that benefit specific properties. The provision also allows for the reallocation of cost burdens to alleviate untenable burdens on specific properties.

## F. Landscaping and Lighting Districts

Landscaping and Lighting Districts (LLD) may be used for installation, maintenance and servicing of landscaping and lighting, through annual assessments on benefiting properties. LLDs also may provide for construction and maintenance of appurtenant features, including curbs, gutters, walls, sidewalks or paving, and irrigation or drainage facilities. They also may be used to fund and maintain parks above normal park standards maintained from general fund revenues.

## G. Community Development Block Grants/Section 108 Loans

These are annual grants for use towards economic development, public facilities and housing rehabilitation. Section 108 loans provide front-end financing for larger scale community and economic development projects that cannot be financed from annual grants. These funds can be utilized for acquisition and disposition of property, clearance and demolitions, public facilities and site work. The funds need to be targeted to specific areas benefiting low-income and moderate-income persons or to eliminate blight.

## H. Entitlement Fees

The agency can assist a project by contributing towards the entitlement or processing fees. Typically, the contribution towards fees occurs on a project by project basis depending on the demonstrated feasibility gap. However, if the Agency pays the fees or provides any other form of subsidy for a project, then prevailing wages would be triggered.

## I. Street Furniture Dedication Program

Businesses, non-profit organizations, and individuals could partner with the City to purchase street furnishings or provide public amenities in the Master Plan area. Donor programs have been used successfully in many cities to catalyze or augment beautification improvements. As an example, the recently-installed Carlsbad gateway sign in the Village was privately-funded in accordance with City Council Policy #79, "Corporate Marketing Partnerships Utilizing City-owned Assets."

## J. SDG&E Undergrounding Funds

Utility companies are required to budget funds each year for undergrounding. These budgets are approved by the Public Utilities Commission and assigned to specific projects in each area based on priorities developed by local government.

### 5.4.3 Phasing Public Improvements

Phasing of Master Plan public improvements helps identify what is most important to implement in the Village and Barrio and also aids the city in developing its capital improvement program, the annual process by which funding is designated for the design and construction of public improvements. An initial effort to organize implementation phasing is included in Table 5-1, Implementation Action Matrix.

Refinements to the phasing schedule could be based on a number of factors: an assessment of improvement importance; feasibility; cost (including operation and maintenance); and available funding sources, among other factors; as well as the desire to identify a few projects to pursue as quickly as possible. Projects that can accomplish multiple objectives at once could also be considered for early implementation, such as street resurfacing that also adds parking spaces or bike lanes.

The proposed phasing of infrastructure is not meant to prevent efforts or actions on any projects. Opportunities may arise that could initiate action at any time on any of the projects, regardless of priority shown. Also, phasing decisions will change as projects are completed and other conditions change in the area. The trenching of the railroad along the Village and the Barrio could significantly change how improvements are phased, for example.

## 5.5 Implementation Action Plan

The vision and goals presented in the Master Plan are supported by key project and program recommendations described in the preceding chapters of the Master Plan and as outlined in Table 5-1, Implementation Action Matrix.

The actions and projects in the table are grouped into the following categories: regulatory programs, plans and studies; capital improvements, parking management, transportation demand management, and railroad corridor. Each implementation action or project is assigned a general implementation time frame as follows: 1 = Short Range (1-2 years), 2 = Mid-Range (3-5 years), 3 = Long-Range (6+ years). Also, the table identifies those projects that are already funded or proposed to be funded in the city's multi-year capital improvement program (as of Fiscal Year 2017-18).

Table 5-1, Implementation Action Matrix

IMPLEMENTATION ACTION	PHASE
<b>REGULATORY PROGRAMS, PLANS AND STUDIES</b>	
Develop financing strategy for Village and Barrio programs and capital projects	1
Conduct Village public gathering places study (4061)*	1
Develop lighting design standards for the Barrio (4013)*	1
Conduct Chestnut Ave complete street study - I-5 to railroad (6069)**	1
Complete overhead utility undergrounding program study (6083)*	1
Create a utility infrastructure equipment relocation plan to include street improvement projects or as properties redevelop	1
Grand Avenue Promenade Feasibility project – temporarily close (and reroute traffic) one lane of traffic to demonstrate the proposed Grand Avenue Promenade	1
Study feasibility of connecting Grand Avenue to Pio Pico Drive under I-5	1
Identify top priority streets to plant trees to provide more shade and increase connectivity between the Village and Barrio (consider through Community Forest Management Plan update)	1
Create a phasing plan for bikeway enhancements in the Village and Barrio	1
Develop lighting study and phasing plan to identify priority streets, crosswalks and alleyways in the Village and Barrio to install pedestrian decorative and safety lighting. Consider lighting standards that have unifying decorative elements throughout the Village and Barrio	1-2
Ensure crosswalks have audio and visual signals to let pedestrians know it is safe to cross	1-2
Modify bike/pedestrian wayfinding program as necessary in the Village and Barrio	1-3
Design the Chestnut Avenue railroad crossing for east to west connection from the Barrio to the beach	2
Formalize historical information markers and plaques program	2
Establish Mills Act Tax Incentive Program	2
<p>Phase: 1 = Short Range (1-2 years) 2 = Mid-Range (2-5 years) 3 = Long Range (6+ years)</p> <p>*CIP Project - partial or full funding appropriated as of FY 2017-18</p> <p>**Future CIP project – funding not yet appropriated as of FY 2017-18</p>	

Table 5-1, Implementation Action Matrix (continued)

IMPLEMENTATION ACTION	PHASE
Study I-5 Entryway Enhancement Options at Carlsbad Village Drive and Chestnut Avenue	3
<b>CAPITAL IMPROVEMENTS</b>	
Complete pedestrian lighting on Carlsbad Boulevard (6068)*	1
Implement Barrio pedestrian ADA improvements (6049)*	1
Implement traffic calming measures (e.g., traffic circles, bulb-outs, etc.) in the Barrio (4015)*	1
State Street and Grand Avenue corner civic space improvements (6082)**	1
Christiansen Avenue Improvements**	1
Restripe Carlsbad Boulevard north of Christiansen Avenue to improve pedestrian and bicyclist safety and comfort	1
Add pedestrian lighting on streets serving important facilities, such as the Carlsbad Village Train Station, Community Center, Senior Center, and Pine Avenue Park	1
Consider adding street planters and sharrows (if bike lanes are not present or proposed) on streets with less than 48' (such as Roosevelt Street) between curbs that cannot accommodate the cycle tracks.	1-2
Implement bikeway enhancements per phasing plan and in coordination with streetscape improvements and private development	1-3
Carlsbad Village Drive and Grand Avenue pedestrian, bicycle, and crossing Improvements**	2
Carlsbad Village Drive streetscape – west of Carlsbad Boulevard	2
Plant trees on priority streets (based on study under action item above) like Roosevelt and Madison Streets between the Village and the Barrio	2
Barrio/Village Transition Street Improvements and Barrio entry features	2
Reconfigure the intersection of Roosevelt Street and Walnut Avenue into a “shared” civic space	2
Harding Street improvements – Chestnut Avenue to Pine Avenue	2
Design and implement Grand Avenue Promenade	2-3
Underground or relocate above-ground utility equipment concurrent with street improvements and/or private development projects	2-3
Remove overhead utilities and locate them underground	2-3
Implement alleyway pedestrian improvements in the Village and Barrio	2-3
<p>Phase: 1 = Short Range (1-2 years) 2 = Mid-Range (2-5 years) 3 = Long Range (6+ years)</p> <p>*CIP Project - partial or full funding appropriated as of FY 2017-18</p> <p>**Future CIP project – funding not yet appropriated as of FY 2017-18</p>	

Table 5-1, Implementation Action Matrix (continued)

IMPLEMENTATION ACTION	PHASE
State Street Reconfiguration Design and Implementation	2-3
Tyler Street streetscape and traffic direction analysis	2-3
Carlsbad Village Drive streetscape – I-5 to Carlsbad Boulevard	3
<b>CAPITAL IMPROVEMENTS</b>	
Lincoln Plaza – transform the Carlsbad Boulevard, Lincoln Street, and Oak Avenue corner into a signature public plaza	3
Harding Street improvements – north of Pine Avenue	3
Oak Avenue street improvements	3
Chestnut Avenue railroad crossing for east to west connection from the Barrio to the beach	3
<b>PARKING MANAGEMENT</b>	
Hire Parking Management Program Manager	1
Develop incentives to encourage businesses and developers to participate in shared and leased parking agreements	1
Implement Parking Ambassador program and enforce public parking regulations (e.g., time limits, overnight parking, oversized vehicles, etc.)	1
Administer parking in-lieu fee program	1-3
Annually monitor parking system demand	1-3
Design and implement curb lane management program, including Alternative Design Streets applicability analysis (6079)*	1-3
Village intelligent parking - install vehicle occupancy detectors at various locations and develop a 'Park Once' smart phone app to locate available parking**	2
Parking wayfinding – develop additional signage for public parking as needed	2
<p>Phase: 1 = Short Range (1-2 years) 2 = Mid-Range (2-5 years) 3 = Long Range (6+ years)</p> <p>*CIP Project - partial or full funding appropriated as of FY 2017-18</p> <p>**Future CIP project – funding not yet appropriated as of FY 2017-18</p>	

Table 5-1, Implementation Action Matrix (continued)

IMPLEMENTATION ACTION	PHASE
Acquire advanced parking enforcement equipment	2
Work with NCTD to lease additional rail right-of-way for public parking	2
Consider geographic expansion of the parking in-lieu fee area	2
Evaluate the threshold for implementing paid parking	3
<b>TRANSPORTATION DEMAND MANAGEMENT</b>	
Complete trolley feasibility study	1
Adopt Transportation Demand Management (TDM) Ordinance	1
Conduct TDM outreach, education and marketing in master plan area	1-3
Incorporate car-share, valet, and electric vehicle parking as appropriate into streetscape and public parking projects	1-3
Evaluate feasibility for bike share program that would serve Village	2
Implement trolley study recommendations if feasibility is determined	2-3
Incorporate intelligent transportation system (ITS) infrastructure to support autonomous vehicles	3
<b>RAILROAD CORRIDOR</b>	
Pursue grade separation of railroad tracks through Village and Barrio (6059)*	1-3
Improve Coastal Rail Trail entries at Tamarack and Oak Avenues	1
Create a central green space through expansion of Rotary Park over the tracks that is between Carlsbad Village Drive and Grand Avenue and anchored by the historic rail depot	3
Partner with NCTD to reconfigure Village Train Station entryway from State Street into a formal plaza	3
Evaluate reconnection of east-west streets from the Village and Barrio to the beach	3
Work with NCTD to convert the Village Train Station and NCTD property into a new transit-oriented development and mobility hub after the trenching of the railroad tracks	3
Evaluate feasibility of Coastal Rail Trail relocation to the State Street alley and NCTD property between Oak Avenue and Carlsbad Boulevard	3
<p>Phase: 1 = Short Range (1-2 years) 2 = Mid-Range (2-5 years) 3 = Long Range (6+ years)</p> <p>*CIP Project - partial or full funding appropriated as of FY 2017-18</p> <p>**Future CIP project – funding not yet appropriated as of FY 2017-18</p>	

# CHAPTER 6

# ADMINISTRATION

MASTER PLAN

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## 6.1 Introduction

This chapter describes the authority of the Village and Barrio Master Plan and the administrative procedures required for development review and permitting, and amendment to the Master Plan.

## 6.2 Purpose and Authority

This Village and Barrio Master Plan applies to the area shown in Figure 2-1. The land use and development regulations set forth within the Master Plan constitute the applicable zoning regulations for the Village and Barrio, and are adopted by ordinance in order to supersede the otherwise applicable zoning regulations set forth in CMC Title 21 – Zoning (Zoning Ordinance). In any instance where this Master Plan conflicts with the Carlsbad Zoning Ordinance, the Master Plan provisions will take precedence. Where the Village and Barrio Master Plan is silent on an issue, the requirements of the CMC shall apply.

### 6.2.1 Local Coastal Program

For properties within the Coastal Zone (shown in Figure 2-1), the goals and policies in Chapter 1, the use and development standards in Chapters 2 and 3, the administrative processes of Chapter 6, and the definitions in Appendix A of this Master Plan, together with CMC Chapters 15.12 – Stormwater Management and Discharge Control, and 15.16 – Grading and Erosion Control, as well as those provisions of the Zoning Ordinance not superseded herein, shall constitute the Local Coastal Program for the Village and Barrio.

### 6.2.2 General Plan Consistency

In adopting the Village and Barrio Master Plan, the City Council has found it to be consistent with the Carlsbad General Plan. All development proposed for the Village and Barrio shall be consistent with the goals, policies, and standards of this Village and Barrio Master Plan. The zoning set forth for all properties in the Master Plan area is to be known as Village Barrio Zone, and the land use districts herein shall set forth the permitted, conditionally-permitted, accessory and prohibited land uses for said properties. Conformance to these policies and standards will ensure the systematic implementation of the General Plan.

### 6.2.3 Public Facilities

To ensure that all development within the Village and Barrio is adequately served, developers shall be required to provide for their share of the construction or funding of all necessary public facilities pursuant to the approved Zone 1 Local Facilities Management Plan.

### 6.2.4 Enforcement

The Village and Barrio Master Plan promotes orderly development and the zoning for the Village and Barrio. Consistent with the CMC, any violation of the standards and regulations identified in the Village and Barrio Master Plan adopted by the City Council shall be considered a violation of the Zoning Ordinance. The city shall have the authority to enforce violations of this Master Plan in accordance with the provisions of local ordinances and state laws. The enforcement of all permits issued pursuant to this Master Plan, shall be governed by CMC Chapter 21.58, which includes the process for time extension, revocation, and extension of permits.

## 6.2.5 Severability

In the event that any regulation, condition, program, or portion of this Village and Barrio Master Plan is held invalid or unconstitutional by a California Court or Federal Court of competent jurisdiction, such provisions and the invalidity of such provisions shall not affect the validity of the remaining provisions.

## 6.3 Permit Requirements

Due to the complexity of overlapping areas of authority, the permit process for the Village and Barrio has been designed to address:

1. The vision and objectives for the Village and Barrio as a whole as described in Chapter 1 – Introduction; and
2. The goals and policies of the General Plan and the Local Coastal Program for those portions of the Village and Barrio which are within the Coastal Zone boundaries.

### 6.3.1 City Planner (Administrative) Responsibilities

The City Planner shall have the responsibility for administering the land use permitting process for development in the Master Plan area. The City Planner's duties include, but are not limited to, the following:

1. Reviewing applications and making a determination of completeness for processing purposes and preparing related correspondence and staff reports as necessary;
2. Making project exempt determinations as related to permit requirements or identifying the type of discretionary review permit required, if a project is not exempt;
3. Coordinating the review of projects among various city departments, other agencies, and the public;
4. Approving or denying certain minor permits and minor variances as specified in Section 5.3.3;
5. Developing recommendations and referring non-minor permits and plan amendments to the Planning Commission and City Council, as appropriate; and
6. Processing the necessary environmental documentation as required by the California Environmental Quality Act.

Staff of the Planning Division, acting under the supervision of the City Planner, shall be responsible for coordinating all activities leading to the approval, conditional approval, or denial of review permits and amendments. Such activities may include, but are not limited to, document processing, report writing, scheduling, and presenting at Planning Commission and City Council public meetings and hearings, and preparing recommendations, resolutions, and conditions.

## 6.3.2 Exempt Projects

- A. The following improvements and activities are exempt from a discretionary permit except as provided in Section 6.3.2.C. below:
1. One single-family detached dwelling (however, compliance with Section 2.8.3.F, Residential Design Guidelines, shall be required; additionally, a minor coastal development permit shall be required if located in the Coastal Zone);
  2. Interior or exterior improvements to existing structures which do not change the intensity of use of a structure;
  3. Additions to existing structures which result in a cumulative increase of less than 10 percent of the internal floor area up to a maximum of 2,500 square feet;
  4. Demolition of a structure (however, a minor coastal development permit shall be required if located in the Coastal Zone);
  5. Changes in permitted land uses which do not require site changes, result in increased traffic, result in increased parking requirements, or result in compatibility issues or problems, as determined by the City Planner;
  6. Landscaping on the lot unless it will result in erosion or damage to sensitive habitat;
  7. Repair or maintenance activities to existing structures and facilities;
  8. Activities of public utilities regulated by a government agency;
  9. Projects that do not require a variance or discretionary permit of any type.
- B. Within the Coastal Zone of the Village and Barrio Master Plan, improvements and activities described in CMC Section 21.201.060 are exempt from a minor coastal development or coastal development permit, unless one of the exceptions described therein applies.
- C. Notwithstanding the exemptions described in paragraphs A and B of this section, improvements and activities shall be subject to a minor site development plan permit if they:
1. Request a standards modification pursuant to Section 2.6.7;
  2. Request a parking option as described in Section 2.6.6 (Table 2-4);
  3. Have the potential for a significant adverse impact on environmental resources, including designated or potential historic resources.

### 6.3.3 Permit Types

#### A. Minor Site Development Plan

1. The following improvements require approval by the City Planner of a minor site development plan:
  - a. New construction of building(s) up to 5,000 square feet in size (cumulative gross floor area);
  - b. New buildings with two to four dwelling units;
  - c. Mixed use projects with no more than four dwelling units and up to 5,000 square feet in building size (cumulative gross floor area), inclusive of the dwelling units;
  - d. Additions to existing structures which result in a cumulative increase of the internal floor area of 10 to 50 percent, up to a maximum 5,000 square feet, whichever is less;
  - e. Interior or exterior improvements to existing structures which result in an increased intensity of use;
  - f. Changes in permitted land uses which result in site changes, increased traffic, or increased parking requirements;
  - g. Improvements and activities described in Section 6.3.2.C;
  - h. Parking options described in Section 2.6.6 (Table 2-4), unless processed as part of a site development plan, minor conditional use permit, or conditional use permit.
2. All minor site development plans shall be subject to the requirements, including the Findings of Fact, listed in CMC Chapter 21.06.

#### B. Site Development Plan

1. The following improvements require approval by the Planning Commission of a site development plan:
  - a. New construction of building(s) over 5,000 square feet (cumulative gross floor area) in size or new buildings or projects with more than four dwelling units;
  - b. Additions to existing structures which result in a cumulative increase of the internal floor area of more than 5,000 square feet or 50 percent.
2. All site development plans shall be subject to the requirements, including the Findings of Fact, listed in CMC Chapter 21.06.

#### C. Minor Conditional Use Permit and Conditional Use Permit

1. Projects subject to a minor conditional use permit or conditional use permit shall be those as identified in Table 2-1.
2. All minor conditional use permits and conditional use permits shall be subject to the requirements, including the Findings of Fact, listed in CMC Chapter 21.42.
3. Some minor conditional uses and conditional uses identified in Table 2-1 are subject to special regulations. The regulations for uses specific to the Village and Barrio Master Plan are listed in Section 2.6.8. Special regulations for other uses are listed in CMC Section 21.42.140 B.
4. The authority for approval for minor conditional use permits and conditional use permits shall be as specified in Section 6.3.4.

## D. Coastal Development Permit

1. Unless exempt as provided in Section 6.3.2 B., all development within the Coastal Zone of the Village and Barrio Master Plan shall be subject to issuance of a minor coastal development permit or coastal development permit in accordance with the provisions of CMC Chapter 21.201.
2. In addition to the decision-making authority provisions of CMC Section 21.201.080(C)(1), the following improvements and activities shall be subject to a minor coastal development permit issued by the City Planner:
  - a. One single-family detached dwelling;
  - b. Demolition of a structure.

## E. Variance

An application for a minor variance or variance shall be processed in accordance with the provisions of CMC Chapter 21.50.

### 6.3.4 Authority for Approval

- A. In all districts, the City Planner shall:
  1. Be responsible for determining whether or not a project is exempt from the permit requirements, and, for a project exempt from a coastal development permit, maintaining a record of exemption.
  2. Have the authority to approve, approve with conditions, or deny minor site development plans, minor conditional use permits, minor coastal development permits, and minor variances. The city planner may approve minor conditional use permits up to the square footage and dwelling unit limitations for minor site development plans specified in Section 6.3.3.A. The City Planner's decisions are final unless appealed to the Planning Commission.
- B. The Planning Commission shall:
  1. Have the authority to approve, approve with conditions, or deny site development plans, conditional use permits, coastal development permits, and variances in the BP, BC and VBO districts.
  2. Have the authority to recommend to the City Council approval, approval with conditions, or denial of site development plans, conditional use permits, coastal development permits, and variances in the VC, VG, HOSP, FC and PT districts.
  3. Act upon appeals from decisions made by the City Planner. Planning Commission decisions are final unless appealed to the City Council.
- C. The City Council shall:
  1. Have the authority to approve, approve with conditions, or deny projects in the VC, VG, HOSP, FC, and PT districts.
  2. Act upon appeals from decisions made by the Planning Commission.
  3. Be the final decision-making authority on actions specified in paragraphs C.1 and C.2 above, as well as on legislative actions, such as amendments to this Master Plan.

### 6.3.5 Permit Extensions

Extensions of permits or approvals granted pursuant to this Master Plan or the previous Carlsbad Village Master Plan and Design Manual may be granted pursuant to CMC Section 21.58.040.

### 6.3.6 Decision-Making Authority for Multiple Development Permits

When multiple development permits are processed concurrently for a proposed project, the decision-making authority for all such development permits shall be pursuant to CMC Section 21.54.040.

## 6.4 Appeals

City Planner decisions shall become effective unless appealed in accordance with the provisions of CMC Section 21.54.140.

Planning Commission decisions shall become effective unless appealed in accordance with the provisions of CMC Section 21.54.150.

City Council decisions are final, conclusive and shall be effective upon the date specified in the announcement of decision.

If a project is located within the Coastal Zone of the Village and Barrio Master Plan area and the local action is appealable to the Coastal Commission pursuant to CMC Section 21.201.130, an appeal may be filed with the Coastal Commission pursuant to CMC Section 21.201.120.

## 6.5 Amendments

Amendments to the Village and Barrio Master Plan shall be processed in accordance with the provisions of CMC Chapters 21.35 and 21.52. Additionally, amendments to those portions of this Master Plan constituting the Local Coastal Program as described in Section 6.2.1 shall also be processed as a Local Coastal Program Amendment and shall be submitted to the California Coastal Commission for review and approval in accordance with the California Coastal Act.



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# APPENDIX A

## Definitions

MASTER PLAN

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# Definitions

Refer to CMC Section 21.04 for additional definitions.

**Athletic and Health Club, Gymnasium, and Physical Conditioning Business:** A use occupying a building, part of building, or structure that houses exercise equipment or space for the purpose of physical exercise.

**Automobile Service:** Commercial service establishments engaged in repair, alteration, restoration, towing, painting, cleaning or finishing of automobiles, trucks, recreational; vehicles, boats and other vehicles as a principal use, including the incidental wholesale and retail sale of vehicle parts as an accessory use.

**Brewery:** A business which brews beer for distribution and consumption and which possesses the appropriate state license. Tasting rooms for the consumption of on-site produced beer are permitted on the premises. A brewery may include retail sales and food sales on the premises.

**Business/Professional Office:** A commercial facility used for business involving information processing, clerical work, consulting and record keeping rather than the sale or manufacture of goods.

**Business/Professional Services:** A retail use which provides clerical, copying and other services to businesses and the general public.

**CMC:** Carlsbad Municipal Code

**Church, Other Places of Worship:** A specially designed structure or consecrated space where individuals or a group of people such as a congregation come to perform acts of devotion, veneration, or religious study.

**Cinema:** A commercial enterprise containing fixed seating and dedicated to the showing of motion pictures on one or more screens.

**Civic:** Uses available for not-for-profit organizations and public agencies dedicated to arts, culture, education, recreation, government, transit, and municipal parking.

**Community Garden:** An area of land divided into multiple plots for crop cultivation by individual parties, primarily for their personal use, and where all shared spaces throughout the garden are cared for together.

**Convenience Store:** A retail facility selling take-out food, liquor or other convenience goods and containing fewer than 20 seats where the majority of sales are removed and consumed outside the premises.

**Cultural Facility:** A private, public or quasi-public facility devoted to museum displays, interactive displays and educational programs.

**Curb Café:** A temporary deck structure for a food and/or beverage serving use that allows for outdoor seating to extend from the sidewalk and into the parking lane.

**Distillery:** A business with a Craft Distiller's License (Type-74) that manufactures alcoholic spirits, which may include retail sales and food sales on the premises.

**Drive-thru Facility:** A restaurant or other business that has a drive-thru lane to serve customers in motor vehicles.

**Education:** These are typically schools, universities or related uses, as well as educational training and tutoring services.

**Gasoline Station:** A retail business used primarily for the sale of vehicular fuels; minor servicing and repair of automobiles; and the sale and installation of lubricants, tires, batteries and similar vehicle accessories. A gas station may include a mini-mart convenience store as an accessory use.

**Financial Institution:** Financial uses providing banking services and products to the public and which occupy more than 25 feet of linear frontage or 1000 square feet of gross floor area including banks and credit unions.

**Laundromat:** A commercial business wherein coin-activated washers, dryers and similar cleaning equipment are self-operated by individuals not permanently living or temporarily residing on the premises.

**Light Industrial:** Uses that generally provide for small scale manufacturing of products through the use of specialized tools and machines. In some cases, these are also uses that result in larger scale commercial operations that are primarily designed to provide services to manufacturers in either the transportation of goods or other types of services. As examples, these uses include cabinet shops, research laboratories, machine shops, parcel delivery services, and wholesale businesses. Light industrial uses also include storage facilities, warehouses, and wholesale businesses.

**Live/Work Unit:** A live/work unit is defined as a single dwelling unit (e.g., studio, loft, or one bedroom) consisting of a both a limited commercial/office component and a residential component that are occupied and utilized by a single household.

**Lodging:** These are premises available for short-term human habitation, including daily and weekly letting.

**Managed Living Units:** Managed living units are small, individual dwelling units with limited features. They are developed in a multiple-family dwelling format as part of a managed living unit project. Managed living units are rentals intended for occupancy by 1 or 2 persons only and for tenancies of one month or longer. At a minimum, individual units have partial kitchens and private toilets. Units may share common baths.

**Master Plan:** Village and Barrio Master Plan

**Medical Office:** Medical or allied health services for individuals and groups, including but not limited to general practitioners and specialists, medical clinics, chiropractors, dentists, family therapists and psychologists.

**Mixed-Use:** A building or portion thereof, designed for occupancy by one or more families living independently of each other, and containing one or more dwelling units in addition to non-residential space (typically office, retail or other commercial space). The non-residential space is typically located on the ground floor.

**Mobility Hub:** A transportation center that provides an array of transportation services, amenities and design enhancements that bridge the gap between transit and where people live, work and play. See also Mobility Support Services.

**Mobility Support Services:** A use, or combination of uses, that directly supports the mobility needs of residents, workers, and visitors to the Village and Barrio Master Plan area. Such use, or combination of uses, addresses “first mile/last mile” limitations faced by transit riders by providing services to get them from their point of origin or to their final destination. Mobility support services also increase transportation choices for visitors to the Master Plan area and nearby coastline and beaches. Examples of mobility support services include: car-share, bike-share, electric vehicle charging stations (EVCS) (including electric bicycles), demand-based shuttle or trolley services, pedestrian and bicycle comfort stations, and secure bicycle parking. (Note: This definition shall not apply to parking lots or parking structures with installed EVCS on 20% or less of total parking spaces, or to parking facilities that are intended solely for private use (i.e., no customer or general public use.)

**Office:** These are uses which generally provide for a place where a particular kind of business is transacted or a service is supplied. As examples, these are places where a professional person such as an attorney, contractor, investment officer, or a doctor conducts business. Other types of general office uses are also permitted.

**Other:** These uses do not tend to fit within the other categories; many are conditional uses.

**Outdoor display:** A temporary display of merchandise by a business that is limited in size, duration, and location and placed partially or wholly on public property.

**Parking Lot (surface), Stand-alone:** An area or plot of ground used for the temporary parking of motor vehicles, either for compensation or for free, and not associated with any building or use. A stand-alone parking lot may be public or private and is not intended for overnight or long-term parking or storage.

**Parking Structure:** An above-ground structure used for the temporary parking of motor vehicles, either for compensation or for free. A parking structure may be public or private and is not intended for overnight or long-term parking or storage.

**Parks and Open Space:** An area for parks, green spaces, and other open areas that are accessible to the public. The landscape of parks and open spaces can range from playing fields to highly maintained environments to relatively natural landscapes.

**Personal Services:** Uses that include but are not limited to dry cleaners, beauty and barber shops, day spas, cosmetic services, nail salons, shoe garment repair, etc.

**Professional Care Facility:** A facility in which food, shelter, and some form of professional service is provided such as nursing, medical, dietary, exercising or other medically recommended programs. Not included in this definition are hospitals and mental hospitals.

**Residential:** These are uses which generally provide for a dwelling unit or units. As an example, these are places such as single-family homes or an apartment where a person lives, or persons live, on a permanent or continuous basis.

**Restaurant:** An establishment at which the primary business is the preparation, service and retail sale of meals comprising a varied selection of foods and nonalcoholic beverages prepared, served and consumed on the premises. The sale of any alcoholic beverages must be incidental to the primary restaurant business at all times that the business is open. "Incidental alcoholic beverage sales" means that these sales are subordinated to a minor position to the sale of meals. The intent is for any alcoholic beverage to be purchased with a meal. No more than twenty five percent (25%) of the interior area of the restaurant shall be used, designed, arranged or devoted to a use commonly associated with a bar or other establishment primarily engaged in the on-premises sale of alcoholic beverages.

The "interior area" shall include only those portions of the establishment devoted to regular use by the public. These establishments may not offer live music (unless incidental to the restaurant and providing background music for dining guests), recorded music for dancing, comedy or other entertainment at any time.

No cover charge is permitted at any time for access to the restaurant. These establishments must operate in a manner which is consistent with this definition at all times during posted business hours.

**Restaurant, with Entertainment:** The same as the definition for restaurant, with the exception that these establishments may offer live music, recorded music for dancing, comedy, or other entertainment for their dining guests in addition to food and beverage service.

**Restaurant, Fast Food:** An eating, or eating and drinking establishment designed to attract and accommodate high customer volumes or turnovers and which provides ready-to-eat food for consumption on or off the premises and meets the following criteria:

1. Food is ordered at a customer service counter from a limited menu of ready-to-eat items either prepared in advance of or quickly after customer orders.
2. Food is paid for prior to consumption.
3. Food is served primarily in disposable wrappers or containers.

**Restaurant, Limited Take-out Service:** An establishment that sells food or beverages and that has all of the following characteristics:

1. Sales are primarily for off-site consumption.
2. Customers order and pay for food at either a counter or service window.
3. Incidental seating, whether indoors or out, does not exceed ten seats.
4. Alcoholic beverages are not sold, served, or given away on the premises.
5. Typical uses include bakeries, candy, coffee, nut and confectionery stores, ice cream and frozen dessert stores, and similar establishments.

**Retail:** These are uses where there is generally an exchange or buying and selling of merchandise and/or food service.

**Right of Way Use:** A private use of the public right of way, including but not limited to curb cafes, sidewalk cafes, and outdoor displays, as authorized herein.

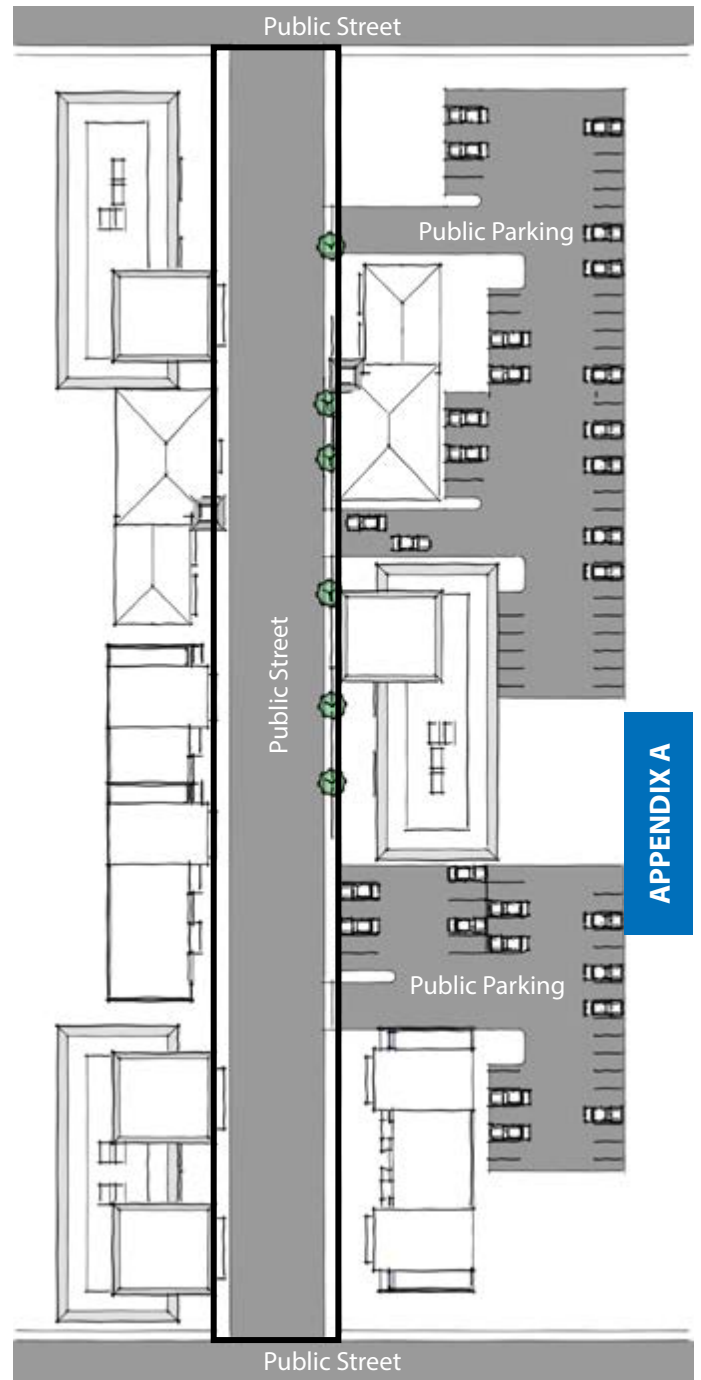
**Sidewalk Café:** An outdoor extension of a food and/or beverage serving use where exterior seating occurs partially or wholly on public property.

**Street Block:** A street block consists of the two opposing block faces that are between adjacent, parallel intersecting streets (see Figure A-1).

**Theater:** A multi-purpose entertainment venue with primarily fixed seating and with facilities dedicated to a wide range of live stage and cinema uses, such as concerts, plays, dance and comedy performances, movie screenings, lectures, meetings, displays or exhibitions, seminars and educational programs.

**Winery:** A business where a wine producer grows grapes in a rural location or buys grapes from a vineyard and then transports them to an urban facility for de-stemming, crushing, fermenting, aging, bottling, and selling to and tasting by retail patrons. A winery may include retail sales and food sales on the premises.

**Wireless Communication Facility:** Any component, including antennas and all related equipment, buildings and improvements for the provision of personal wireless services defined by the Federal Telecommunications Act of 1996 and as subsequently amended. Personal wireless services include but are not limited to, cellular, personal communication services (PCS), enhanced specialized mobile radio (ESMR), paging, ground-based repeaters for satellite radio services, micro-cell antennae and similar systems which exhibit technological characteristics similar to them.



**Figure A-1, Street Block**

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**APPENDIX B**  
**Economic Study**

**MASTER PLAN**

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## B.1 Introduction

This appendix, prepared by Blue Mountain Economics, provides an assessment of demographic, economic, and market trends that affect redevelopment of the study area.

This study was based on a two-day site visit to the study area, interviews with local stakeholders, and data from a variety of sources. The two-day site visit, which took place in June 2014, was part of the planning team's initial visit to the Village and Barrio. Much of the memorandum was prepared soon after the visit; some of the data in it has been updated since.

This market assessment does not provide any specific recommendations regarding uses for the study area. Instead, it provides an understanding of key demographic and market trends, to identify viable uses for redevelopment in the study area.

## B.2 Key Findings and Implications

The Village and Barrio neighborhoods lie in a desirable area between Interstate 5 and the Pacific Ocean. They have good access to major transportation corridors and to the passenger rail network. There are no physical impediments to development, and the area currently contains a mix of residential and commercial uses. Although the Village and the Barrio are physically close to the ocean, the road network greatly restricts access.

### B.2.1 Housing

The City of Carlsbad has grown at a steady pace and is projected to continue growing, although not as rapidly. Its population is well educated and affluent—incomes in Carlsbad are substantially higher than the across the San Diego region. The age distribution indicates that the City attracts households with children and individuals at the end of their working lives and those that have reached retirement age. The City lacks ethnic diversity overall, and the great majority of the population is non-Hispanic white.

The households in the Village and the Barrio are greatly different from the average households in Carlsbad. Average incomes are low, education levels are low, and the population is much more ethnically diverse. Population in both neighborhoods have declined since 2000, and the biggest decline has been in the number of children and young adults.

The projected population growth in Carlsbad will create demand for new housing in the Village and the Barrio. Its proximity to the ocean and transportation make it inherently desirable. The recent population decline in the study area suggests a lack of investment in housing stock, making it difficult for households who would like to locate in the area to find desirable housing.

Housing in Carlsbad is costly and mostly single-family detached units. Housing in the study area, in contrast, includes many apartments and lower-quality housing stock than most of the City.

The study area's proximity to the ocean makes it desirable, making the price of land higher than land east of Interstate 5. High land costs can limit what type of structure can be built upon it. For a new development to be financially feasible, the developer must generate adequate rents to cover the price of purchasing the land. Either the houses themselves must be very expensive, or the density must be relatively high.

Given the projected population growth in Carlsbad, high housing costs, and demographics, there is likely to be strong demand for relatively high-density ownership housing in the study area.

## B.2.2 Commercial Uses

Carlsbad is an attractive location for many types of firms, including high-tech firms, tourism-oriented firms, and manufacturing firms. Many firms have located in the area because the firm's executive wants to locate in Carlsbad. Although Carlsbad appeals to many employers and has a strong employment base, most of the workforce that resides in Carlsbad works outside of Carlsbad. These people rely on the transportation network to connect them to their jobs, as is the case with workers in most metropolitan areas.

The San Diego economy is relatively strong and is making a recovery from the recent, severe recession. Carlsbad's residents benefit from the strong economy—their high education levels make them highly employable.

The study area has good access to Interstate 5, making it easy for residents in the area to access jobs elsewhere, and allows workers in the study area to reach their jobs easily. The passenger rail network, with its station in the Village, offers workers and residents an alternative mode of transportation.

The study area has an opportunity to become a desirable location for small, growing firms. A firm that can offer its workers an office within walking distance to a passenger train station and the ability to reach the ocean at lunchtime can attract top quality employees. There is strong interest in the Village, but existing commercial space is unable to meet demand.

## B.3 Description of the Study Area

The City of Carlsbad lies between Oceanside and Encinitas in North County region of San Diego metropolitan area, north of downtown San Diego. The study area comprises the Village and Barrio neighborhoods, in the northwest quadrant of Carlsbad, between the coastline and Interstate 5.

### B.3.1 Transportation Access

The Village neighborhood includes land east and west of the train tracks, and extends west of Carlsbad Boulevard. It extends north to the Buena Vista lagoon. The Barrio lies immediately south, bounded roughly by Oak Avenue on its north side, Tamarack on its south side, the freeway to the east and the train tracks to the west.

The study area has excellent access to the broader San Diego metropolitan area. Carlsbad Village Drive runs east-west through the study area, connecting the neighborhoods to Interstate 5. Tamarack Avenue, the southern boundary of the study area, also connects to the Interstate 5. The Pacific Coast Highway runs north-south through the study area, where it is called Carlsbad Boulevard.

In addition to highway access, the area is well served by two passenger rail systems. The Carlsbad Village train station provides access to both the COASTER commuter train and Amtrak. The COASTER commuter train travels between Oceanside and downtown San Diego, with more than 20 trains on weekdays. Amtrak's Pacific Surfliner connects San Diego to Los Angeles and beyond to San Luis Obispo.

San Diego County operates the McClellan-Palomar Airport in Carlsbad. The airport offers commercial and private air service. It is a 15-minute drive from the center of the study area, and accessible by bus.

Although the area has excellent access to the broader San Diego metropolitan region, the train tracks create a formidable barrier to the western edge of Carlsbad. The train tracks extend 1.25 miles through the study area, and there are only three street crossings in that distance. The train tracks do not limit access to the arterials that connect the area to Interstate 5, but they do greatly increase the distance and time to reach the ocean, which is perhaps Carlsbad's greatest amenity. The residents within the study live close to the ocean, but the train greatly prevents them from having easy access on foot or bicycle.

### B.3.2 Existing Uses

The study area includes a mix of residential and commercial uses. The Barrio is mostly residential and the Village has a broader mix of uses.

The Barrio primarily consists of multi-family and single-family structures. There is an elementary school and a large City park, and a handful of commercial uses. The lack of east-west road connectivity isolates the area.

The Village has a diverse mix of uses. There are some single-family and multi-family residential structures, but it is dominated by commercial uses. The commercial activity includes office space, retail along the busier roads and tourist-oriented retail near the ocean. State Street, north of Carlsbad Village Drive, is a concentration of small-scale retail and home to a weekly Farmers' Market. The Carlsbad Village Faire Shopping Center is a small shopping mall with just over 30 retailers.

The Village also includes the Army and Navy Academy, a military boarding school. The Academy's extensive grounds and athletic facilities dominate the northwest edge of the Village. Its athletic fields are easily seen from the east side of the train tracks in the Village, but can only be accessed from Carlsbad Boulevard.

The portion of the study area that lies west of the train tracks connects to the rest of the study area at Grand Avenue and Carlsbad Village Drive. At those two intersections, pedestrians, bicycles and automobiles freely cross east to west, and have a sense of inter-connection. West of the train tracks, the uses focus on Carlsbad Boulevard, the local name for the Pacific Coast Highway, and the ocean.

The neighborhoods surrounding the study area have similar uses. To the east, on the other side of Interstate 5, the area is primarily single-family residential. To the west and south of the Barrio, the area is a mix of single-family and multi-family residential uses. The area west of the Village boundary is mostly residential with homes facing the ocean. This area also includes a mix of hotels, vacation rentals, and beach access points, particularly along Ocean Street. To the north and the south of the study area are residential uses as well as the Buena Vista and Agua Hedionda Lagoons.

### B.3.3 Physical Features

The study area is flat and has no obvious challenges to development. The freeway on the eastern boundary is loud, but not so much as to limit development. The area's proximity to the Pacific Ocean and the beaches make it a highly desirable location.

### B.3.4 Research Boundaries

In this analysis, we describe the primary study area and compare it to other, larger geographies. The primary study area for this project is the Barrio and Village neighborhoods. Ideally, we would use the boundaries that define the two neighborhoods. Data sources, however, do not provide data that align with the neighborhood boundaries. Throughout this analysis, we use the data that can best describe the two neighborhoods.

To describe the primary study area, we relied on data from a variety of sources, but one of the key sources was the US Census. The Census provides data for a variety of geographies, and in this analysis we have used the data that can most accurately represent the study area. The Census collects data at the “Block” level (often the size of a city block), but characteristics of households and residents are only available for larger geographical units. The Census combines Blocks into “Block Groups,” which are combined into “Tracts”.

We identified one Block Group that aligns with the Village neighborhood boundary and two block groups combined that align closely with the Barrio neighborhood boundary. Figure B-1 shows the study area boundaries and the boundaries of the Census block groups. The heavy black lines show the study area boundaries, the dashed red line shows the Census Block Group used to describe the Village neighborhood and the dashed orange line shows the Census Block Groups used to describe the Barrio neighborhood.

The Census Block Groups used to describe the Barrio neighborhood align well with the study area boundaries. The Census Block Groups that cover the Village neighborhood do not align as neatly. We initially identified two Block Groups that cover the Village neighborhood. The Block Group that covers the western portion of the Village extends south of the study area boundary along the coastline. It covers the study area but also includes all the beachfront homes between the study area and the Agua Hedionda lagoon. After reviewing the data and visiting the site, we concluded that the western Block



**Figure B-1**, Primary Study Area and Census Block Group Boundaries

Source: Blue Mountain Economics, using data from US Census and City of Carlsbad

Group included a large number of very expensive homes, and those households caused the average numbers describing the Village to appear overly affluent. We limited the data to describe the Village to the Block Group that covers the Village neighborhood to the east of the railroad tracks.

## B.4 Overview of Demographics

This section provides an overview of major demographic trends for the primary study area and comparison geographies. These trends affect demand for different uses in the study area.

### B.4.1 Population Trends

Figure B-2 shows the total population within the Barrio and Village neighborhoods, Carlsbad, and the entire San Diego metropolitan area. The Barrio and Village neighborhoods accounted for 3.9% of the Carlsbad total population in 2010.

Carlsbad’s population grew at a relatively fast pace between 2000 and 2010, at an annual average rate of 3.0%, as seen in Figure B-2.

Figure B-3 shows the mean household size (i.e., the average number of individuals living in a dwelling unit). The data show that the Barrio neighborhood tends to have larger households and the Village neighborhood tend to have smaller households than the City as a whole. Carlsbad has smaller households than the entire metropolitan region. If we combine the data for the Barrio and the Village, the mean household size in 2010 is 2.50, close to the Citywide average.

### B.4.2 Age Distribution

Figure B-5 shows the age distribution in the study area, Carlsbad, and San Diego County. The data show that the age distribution in the Village and the Barrio is quite different from the City’s age distribution.

In the Barrio neighborhood, there is a notably large portion of the population between the ages of 18 to 24 and 25 to 34. The neighborhood has a relatively small portion of elderly residents, over the age of 75.

Area	Total Population 2000	Total Population 2010	Population Change 2000 to 2010	Average Annual Population Growth, 2000-2010
Barrio	3,762	3,395	-367	-1.0%
Village	912	764	-148	-1.8%
Carlsbad	78,340	105,328	26,988	3.0%
San Diego County	2,813,833	3,095,313	281,480	1.0%

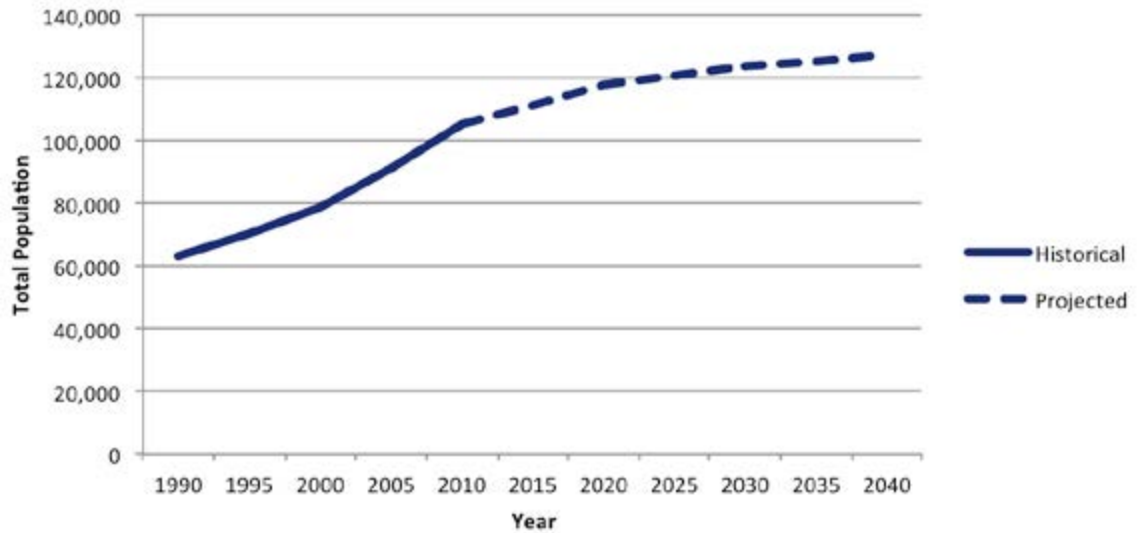
**Figure B-2**, Total Population, 2000 and 2010

Source: US Census (2000 and 2010). Barrio and Village data based on Census block group data

Census Year	Barrio	Village	Carlsbad	San Diego County
2010	2.77	1.74	2.53	2.75
2000	3.26	1.93	2.45	2.73

**Figure B-3**, Mean Household Size, 2000 and 2010

Source: US Census (2000 and 2010). Barrio and Village data based on Census block group data



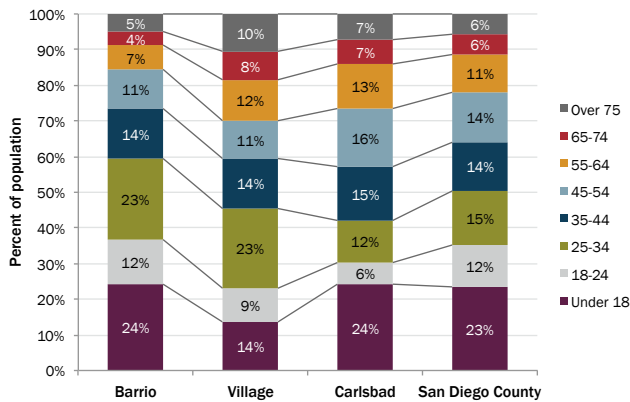
**Figure B-4,** Historical and Projected Annual Population Growth Rates, City of Carlsbad, 1990-2040  
 Source: US Census (1990, 2000 and 2010); SANDAG 2050 Regional Growth Forecast (data extracted on 06/16/2014).

The Village neighborhood has a large portion of residents between the ages of 25 and 34, similar to the Barrio. It has a very small portion of children, with 14% of its residents younger than 18, compared to 24% in the City of Carlsbad. The Village has a relatively high portion of residents over the age 75.

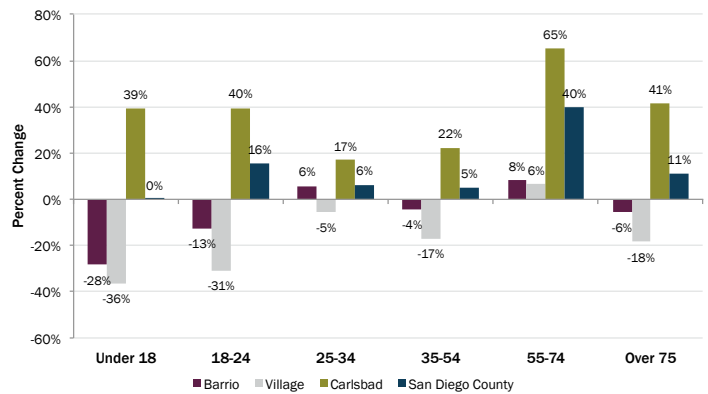
Figure B-6 shows the change in age distribution in the Barrio, the Village, Carlsbad and San Diego County, from 2000 to 2010. The study area has experienced very different shifts in age patterns than Carlsbad and the region.

The Barrio lost population over the ten-year period; in 2010 there were about 370 fewer people in the area than there had been in 2000. Most of that decrease is attributed to a decrease in the number of children—the number of children declined by about 330 over the ten-year period. In 2000, there were almost 1,200 children in the Barrio (31% of the neighborhood’s population). By 2010, the number had declined to about 800 (24% of the population). The portion of young adults (ages 18 to 24) declined by 13%, but the number only dropped from about 480 to about 420.

The Village also lost population over the ten-year period; in 2010 there were about 150 fewer residents than in 2000. It saw a decline in the number of children and young adults. The decline in the number of



**Figure B-5,** Age Distribution, 2010  
 Source: US Census (2000 and 2010). Barrio and Village data based on Census block group data



**Figure B-6,** Change in Age Distribution, 2000 to 2010  
 Source: US Census (2000 and 2010). Barrio and Village data based on Census block group data

children accounted for 40% in the total population decrease and young adults (aged 18 to 24 account for another 22%) of the population decline.

Carlsbad and San Diego County saw a significant increase in the number of individuals aged 55 to 74. This increase is explained by the baby boom generation aging into this age bracket. Nationwide, this age bracket increased 36% in the ten-year period. In San Diego County, the age group grew 40%; in Carlsbad, it grew 65%. This suggests that Carlsbad appeals to households entering the retirement phase of their lives.

The population grew in every category in Carlsbad. The City’s strong population growth across age groups indicates the City appeals to families with children, young adults, and retirees.

### B.4.3 Race and Ethnicity

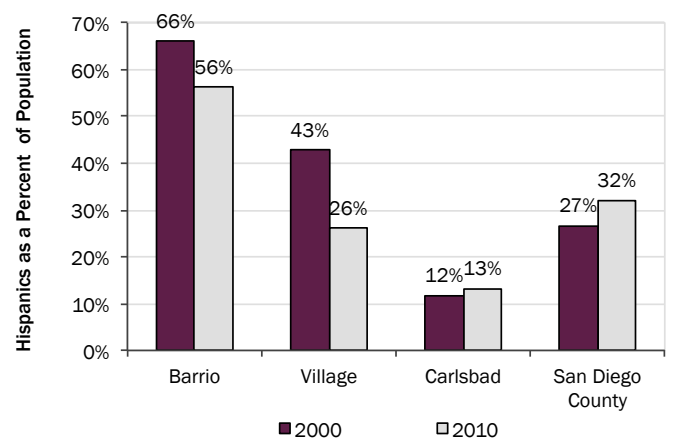
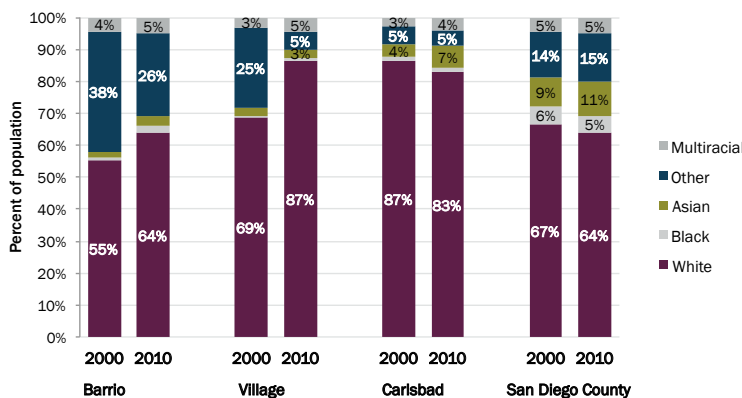
Figure B-7 shows the distribution by reported race for the different geographies. Figure B-8 shows the percent of the population reporting to be Hispanic or Latino. The data show that Carlsbad has a high portion of white individuals (83%), much higher than the regional average (64%). The City of Carlsbad is becoming more slightly more ethnically diverse, however, and the non-white and the Latino population is growing.

The Barrio is more ethnically diverse than the whole City of Carlsbad and it has a high portion of Latinos. But the portion of Latinos has grown smaller. In 2000, 66% of the neighborhood’s population reported as Latino, and that number declined to 56% by 2010.

The Village was substantially more ethnically diverse than the whole City of Carlsbad in 2000. It has a higher portion of non-white residents and close to half the population was Latino. By 2010, the non-white population made up only 13% of the neighborhood’s population and the Latino population had dropped to about one-quarter of the whole population.

### B.4.4 Educational Attainment

Figure B-9 shows the educational attainment for the study area, Carlsbad, and the San Diego region. The data show that the educational level of Carlsbad residents is high, significantly higher than the average levels across the metropolitan area. Half of Carlsbad’s adult population has a college degree or an advanced degree (i.e., Masters, Professional, or Doctorate), compared to a third of the residents across the region.



**Figure B-7, Change in Race Distribution, 2000 to 2010**  
Source: US Census (2000 and 2010). Barrio and Village data based on Census block group data

**Figure B-8, Change in Percent Reporting Hispanic or Latino, 2000 to 2010**  
Source: US Census (2000 and 2010). Barrio and Village data based on Census block group data

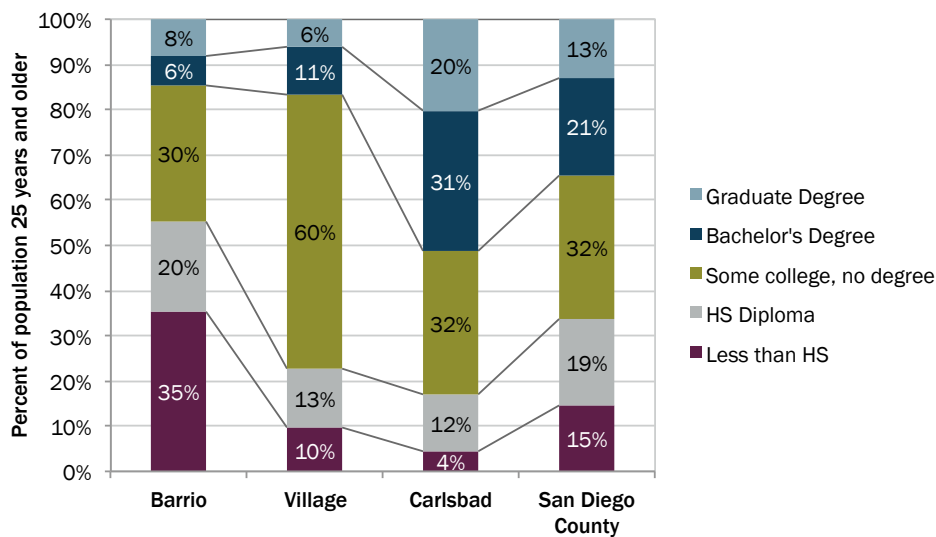
The data also show that educational levels in the study area are lower than in Carlsbad as a whole. In the Barrio neighborhood, about a third of the adult population lacks a High School education. Because the level of education is highly correlated with income, the low levels of education in the Barrio affect the residents' earnings capacity.

The Village neighborhood shows that a large portion of the population began college, but did not complete a bachelor's degree.

### B.4.5 Income

Figure B-10 show two measures of income: median household and per capita. Figure B-11 shows the distribution of household income. The data show that households in the study area have much lower incomes, on average, than Carlsbad and the San Diego region.

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**Figure B-9**, Educational Attainment, 2008-2012

Source: US Census. 2008-2012 American Community Survey 5-Year Estimates. Barrio and Village data based on Census block group data.

Note: The data describing educational attainment are from the American Community Survey (ACS), conducted by the US Census Bureau. The ACS is conducted every year and is a sample of households in the U.S., in contrast to the Census, which is conducted every 10 years and aims to collect information from all households in the U.S. Some ACS data only available as a 5-year estimate because the ACS sample is not large enough to give statistically significant results from a one-year sample. The 2008-2012 ACS employs a continuous measurement methodology that uses a monthly sample of the U.S. population. By pooling several years of survey responses, the ACS can generate detailed statistical portraits of small geographies

Carlsbad is an affluent community. Almost one-quarter of the households have an income over \$150,000. The median household income (i.e., the value that half the community is below and half the community is above) is about \$84,000. The per capita income (total income divided by total population) is almost \$43,000, substantially higher than the nationwide average of \$28,000. Although the average income data show a high level of affluence, about one-third of the households have incomes less than \$50,000.

The Barrio and the Village have much lower income levels than the rest of the City. The median household income in the Barrio is about \$39,000 and in the Village it is about \$27,000. The per capita income in the Barrio is much lower—the average household size in the Barrio neighborhood is larger, so each household’s income is spread across more people.

The Village neighborhood shows a high concentration (47%) of households with incomes less than \$25,000.

	Median HH Income	Per Capita Income
Barrio	\$39,417	\$19,139
Village	\$26,538	\$26,908
Carlsbad	\$83,875	\$42,742
San Diego County	\$63,373	\$30,683

Figure B-10, Median Household Income and Per Capita Income, 2008-2012

Source: US Census. 2008-2012 American Community Survey 5-Year Estimates. Barrio and Village data based on Census block group data.

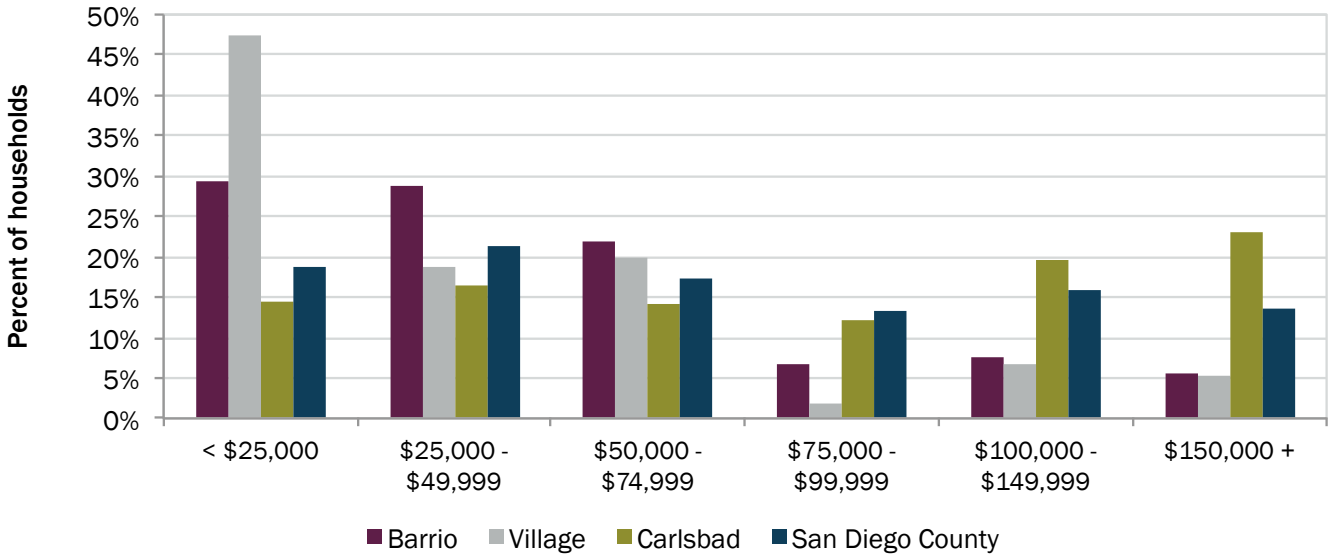


Figure B-11, Household Income, 2008-2012

Source: Blue Mountain Economics, using data from US Census and City of Carlsbad

## B.5 Overview of Economic Conditions

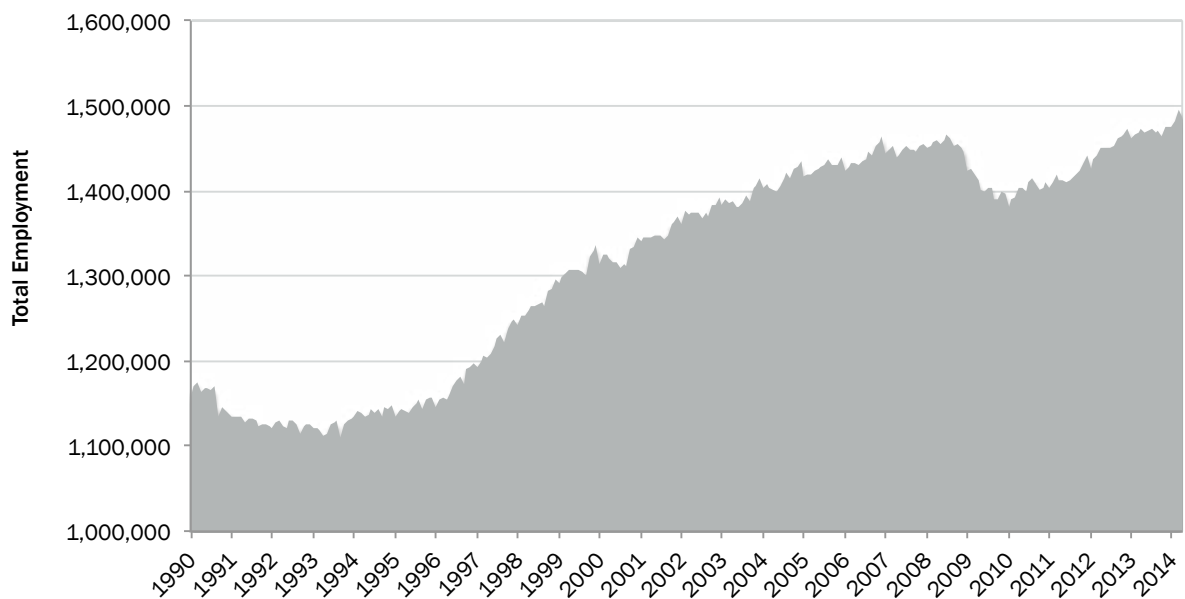
This section describes broad economic trends and their implications for redevelopment potential in the study area.

Carlsbad and the Village and Barrio neighborhoods are part of a larger regional economy, the San Diego Metropolitan Statistical Area (MSA). Evidence of this is shown in the City's commute patterns. About three-quarters of the City's employed residents work outside Carlsbad.

However, Carlsbad is an important element of the regional economy: there are close to 70,000 jobs in Carlsbad, and 85% of the workers at those jobs live outside Carlsbad. Carlsbad residents hold only 15% of the jobs in Carlsbad. Because most of the labor force works outside the place of its residence, the broader regional economy affects demand for different land uses.

Figure B-12 shows total employment in the San Diego MSA from 1990 to 2014 and Figure B.13, on the following page, shows the year-over-year change in employment for the same period. The data show the region experienced strong growth from the mid-1990s until the recent severe recession. From 2008 to 2010, the region lost about 56,000 jobs. The number of jobs in the region has grown since 2010, but growth has been unsteady.

Figure B-14 shows the unemployment rate for the United States, the San Diego MSA, and Carlsbad. All three geographies have experienced a steady decline in the unemployment rate since 2010. The San Diego MSA rate is closely aligned with the national rate. The unemployment rate in Carlsbad is roughly two percentage points lower than the regional rate. The unemployment data for small local areas (i.e., City of Carlsbad) show the rate for the labor force residing in the geography—the residents can be employed anywhere. This shows that the residents of Carlsbad are less likely to be unemployed than residents of the whole San Diego region. Given the high education levels of Carlsbad's residents, it is not surprising that the community has a lower unemployment rate.



**Figure B-12**, Total Employment, San Diego MSA, 1990-2014

Source: U.S. Bureau of Labor Statistics, <http://www.bls.gov/>. The data are not seasonally adjusted, so they show large variations within each year.

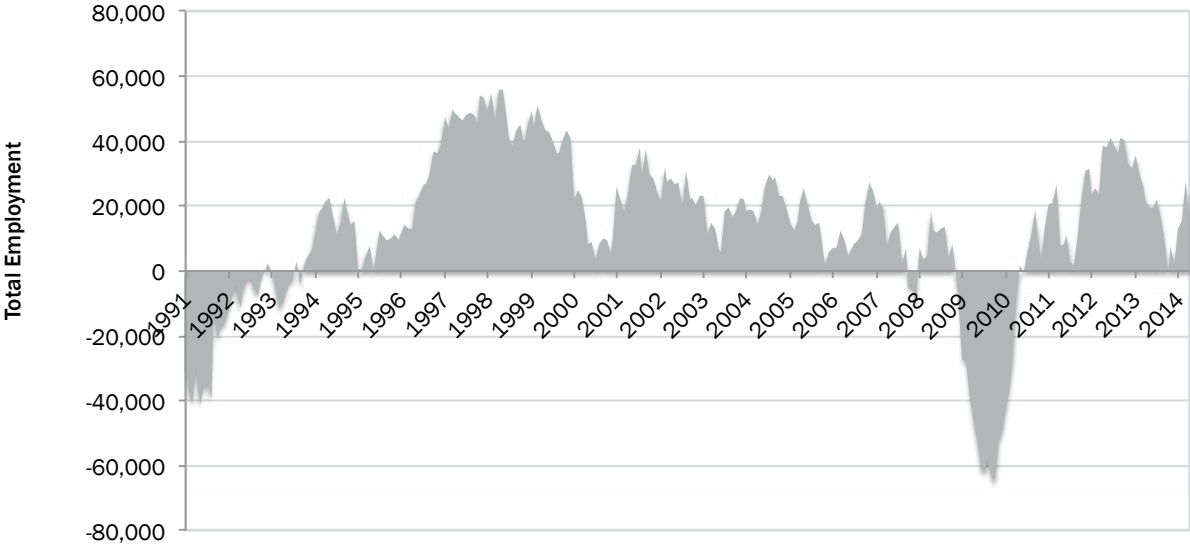


Figure B-13, Year-Over-Year Change in Total Employment, San Diego MSA, 1991-2014

Source: U.S. Bureau of Labor Statistics, <http://www.bls.gov/>. The data are not seasonally adjusted, so they show large variations within each year.

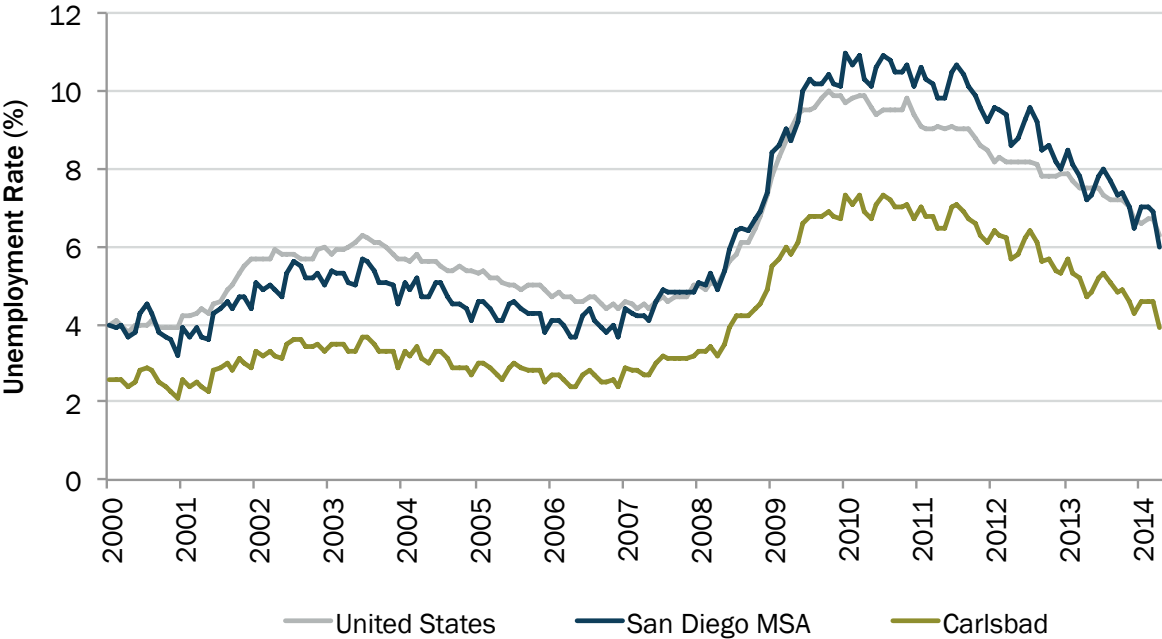


Figure B-14, Unemployment Rate, 2000-2014

Source: U.S. Bureau of Labor Statistics, <http://www.bls.gov/>. The data are not seasonally adjusted, so they show large variations within each year.

APPENDIX B

The labor force includes the population that is either employed or looking for work. The portion of the population that includes the employed and those looking for work is the “participation rate.” The participation rate changes as economic opportunity rises and falls—the recent severe recession caused some individuals to become discouraged from looking for employment, and they exited the labor force.

Figure B-15 shows the participation rate and the employment rate for the different geographies. The data are based on an average of five years of data collected by the Census Bureau—it is not a timely assessment of the unemployment rate. It does, however, provide a means to compare the participation rate and the unemployment rate across the different geographies. Both the Barrio and the Village have high participation rates, but they have a relatively high unemployment rate. It is likely the high unemployment is associated with lower education levels—individuals with more education are more likely to be employed. The relatively high participation rate may be associated with the lower wages the population earns. In family households with one parent that has high earnings capacity may allow the other parent to exit the labor force. In family household with lower earnings capacity, both parents must work in order to make ends meets. It is likely that the lower earnings capacity in the Barrio neighborhood explains the high participation rate.

The economic trends show that residents of the City of Carlsbad are competitive in the regional economy and are likely to be employed. Household income data support this. Carlsbad residents are likely to have well paying jobs. Residents in the Barrio and the Village do not resemble the average Carlsbad resident. They are more likely to have low education levels, lower earnings, and are more likely to be unemployed.

Figure B-16 shows the largest employers in the City of Carlsbad. The list of employers includes a mix of high-tech firms, recreation-equipment manufacturers, tourism-oriented facilities, and local government. It is a strong mix of employers, and it demonstrates the City’s strong appeal. During the Dover-Kohl Team’s site visit in June 2014, staff at the Carlsbad Chamber of Commerce reported that executives like Carlsbad and choose to locate firms in the City.

	<b>% Over 16 in Labor Force</b>	<b>% in Labor Force not Employed</b>
<b>Barrio</b>	69%	16%
<b>Village</b>	76%	10%
<b>Carlsbad</b>	63%	8%
<b>San Diego County</b>	62%	10%

**Figure B-15**, Labor Force Characteristics, 2008-2012

Source: US Census. 2008-2012 American Community Survey 5-Year Estimates. Barrio and Village data based on Census block group data.

<b>Firm Name</b>	<b>Type</b>
ViaSat, Inc.	Communications
Thermo Fisher Scientific	Biotechnology
LEGOLAND California	Family theme park
Callaway Golf	Golf equipment
Carlsbad Unified School District	Local government
Omni La Costa Resort & Spa	Resort
TaylorMade-Adidas Golf	Golf equipment
SGN Nutrition	Nutrition
Gemological Institute of America	Training/laboratory
City of Carlsbad	Local government
OptrumRx	Biotechnology
Genoptix, Inc.	Biotechnology
Park Hyatt Aviara	Resort
Zimmer Dental	Biotechnology
Nordson Corporation	Precision manufacturing
Legend3D	Visual effects
Costco Wholesale Corporation	Retail
Continuing Life Communities	Retirement
ISIS Pharmaceuticals	Biotechnology
Great Call/Jitterbug	Communications

**Figure B-16**, Largest Employers, City of Carlsbad

Source: City of Carlsbad

During our site visit, economic development staff reported that small firms have expressed strong interest in the Village area. Proximity to the Village train station and the Pacific Ocean make the area appealing to firms seeking to attract young employees.

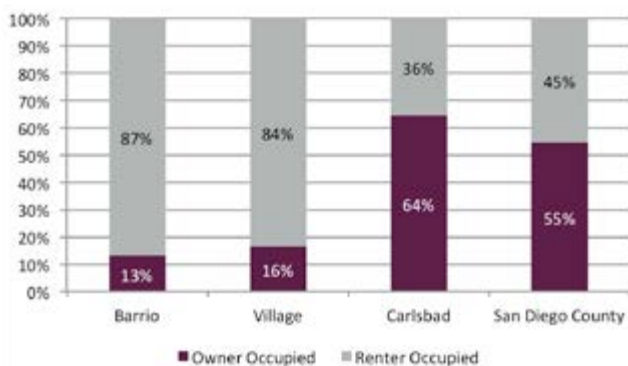
## B.6 Residential Market

This section describes general trends in the housing market. Figure B-17 shows that the study area has an exceptionally high portion of renter-occupied homes. Almost all occupied homes are rented. The area has a large number of vacation homes, but the high rental rate is also caused by the fact that few year-round residents own their own homes. This contrasts sharply with the rest of Carlsbad, where two-thirds of the occupied homes are owned and only one-third rented.

The number of building permits issued for single-family homes and multi-family units is one indicator of demand for housing in a community. Figure B-18 shows the number of permits issued in the City of Carlsbad between 1990 and 2013. The City issued over 1,000 permits annually for new single-family homes from 1997 to 2001, and in 2004 and 2005. New construction dropped substantially in 2006, and have held steady to below about 400 new units since that time. The data show that single-family homes dominate new construction in Carlsbad. About 25% of all units built since 2000 have been in multi-family structures.

Figure B-19 shows the mix of housing type for existing housing in Carlsbad and the study area. The data show that over half of Carlsbad’s housing units are single-family detached units and 16% are attached single-family units. In the Barrio, less than one-third of the housing units are single-family detached. The neighborhood has diverse mix of attached single-family units, duplexes, small apartment complexes and large apartment complexes. No single housing type dominates the neighborhood. In the Village, larger apartment complexes (with 20 or more units) dominate the housing mix, accounting for almost 40% of all units.

Figure B-20 shows the median sales prices for single-family homes and condominiums in Carlsbad and the San Diego metropolitan area. The median price for a single-family home in Carlsbad is over \$700,000. Single-family homes in Carlsbad cost, on average, 150% of single-family homes across the county. The median price for condominiums in Carlsbad is just over \$400,000, 130% of the median price across the county.

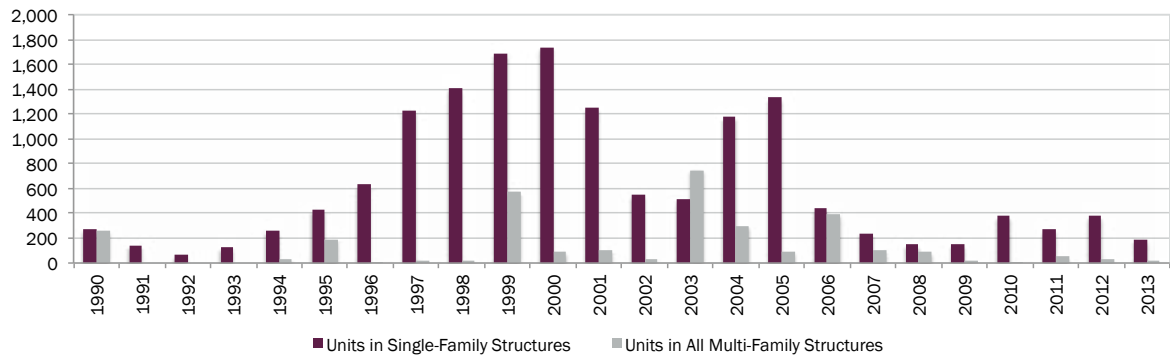


**Figure B-17**, Tenure, Occupied Housing Units

Source: US Census. 2008-2012 American Community Survey 5-Year Estimates. Barrio and Village data based on Census block group data.

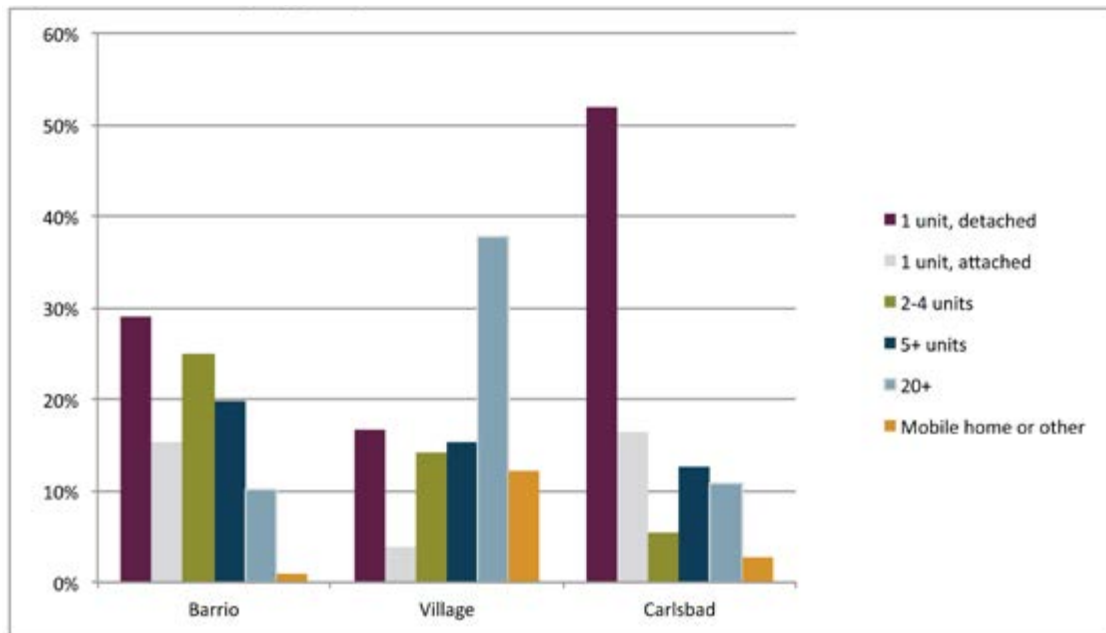
Nationwide, the ratio of median housing prices to median income has been closed to 3.0. That is, if the median income is \$100,000, the median housing price is \$300,000. That ratio jumped to about 4.0 at the peak of the housing bubble around 2005. Data in 2014 show that nationwide the ratio is increasing—low interest rates have allowed homebuyers to be able to purchase a higher-priced home with relatively low monthly payments.

In Carlsbad, the price-to-income ratio for all homes is 7.8. For single-family homes, the ratio is 8.9. As a beach town, Carlsbad is a desirable location and households are willing to pay more for that location. It is interesting to note that the ratio for single-family homes across the San Diego metropolitan region is 7.9. Housing in the San Diego area is costly.



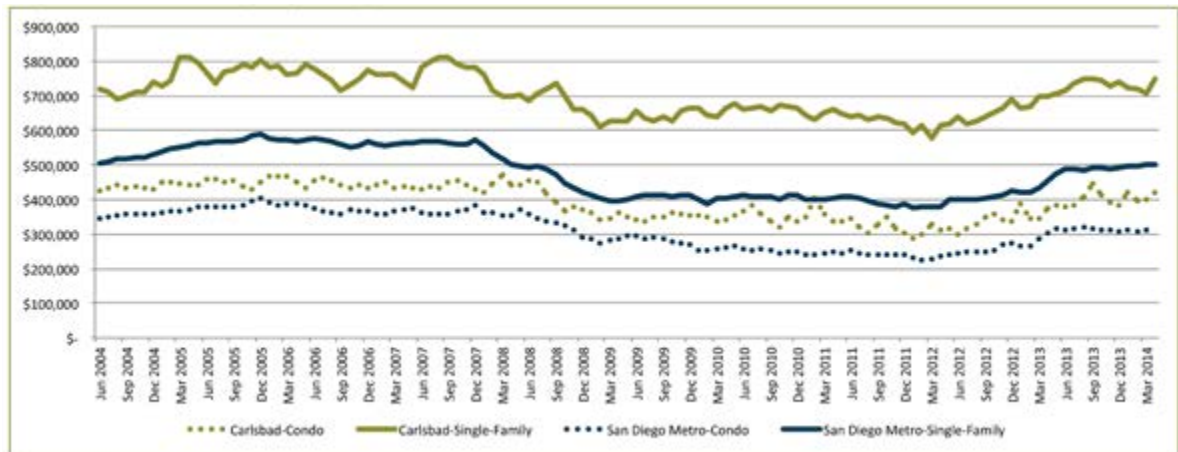
**Figure B-18**, Single Family and Multi-family Housing Permits, Carlsbad 1990 to 2013

Source: HUD State of the Cities Data Systems



**Figure B-19**, Housing Type by Number of Units in Structure, 2008-2012

Source: US Census. 2008-2012 American Community Survey 5-Year Estimates. Barrio and Village data based on Census block group data.



**Figure B-20**, Median Sales Prices, 2004-2014 (partial)

Source: Zillow.com

Housing affordability varies from household to household. If a household is able to bring a large down payment to its purchase, its monthly costs can be reasonable. Older households typically have more equity in their homes, allowing to purchase a home that has a high price-to-income ratio.

The high cost of single-family detached dwellings makes the condominiums appealing. Smaller, attached units allow home buyers to economize on land, while owning their own home.

## B-7 Commercial Market

This section focuses on hotel, office, and retail uses and provides a preliminary assessment of the commercial market.

### B.7.1 Hotel

Carlsbad's hotel market is strong. Visit Carlsbad provided the Dover-Kohl team data regarding hotel occupancy rates in Carlsbad. Figure B-21 shows hotel occupancy rates (a rolling average for the previous 12 months) for hotels in Carlsbad. The data show a clear upward trend, with the average rate increasing from just over 60% in 2010 to about 70% in 2014.

The upward trend in Carlsbad is common to hotels across the country. The recent severe recession negatively affected the hospitality sector—in 2009 hotels saw the lowest occupancy rates since the Great Depression—and the sector is now recovering nationwide.

Carlsbad's occupancy rates are highly seasonal. The summer months have occupancy rates at 90%; the winter months drop to about 50%. Nationally, summer months are almost 75% and winter months about 50%.

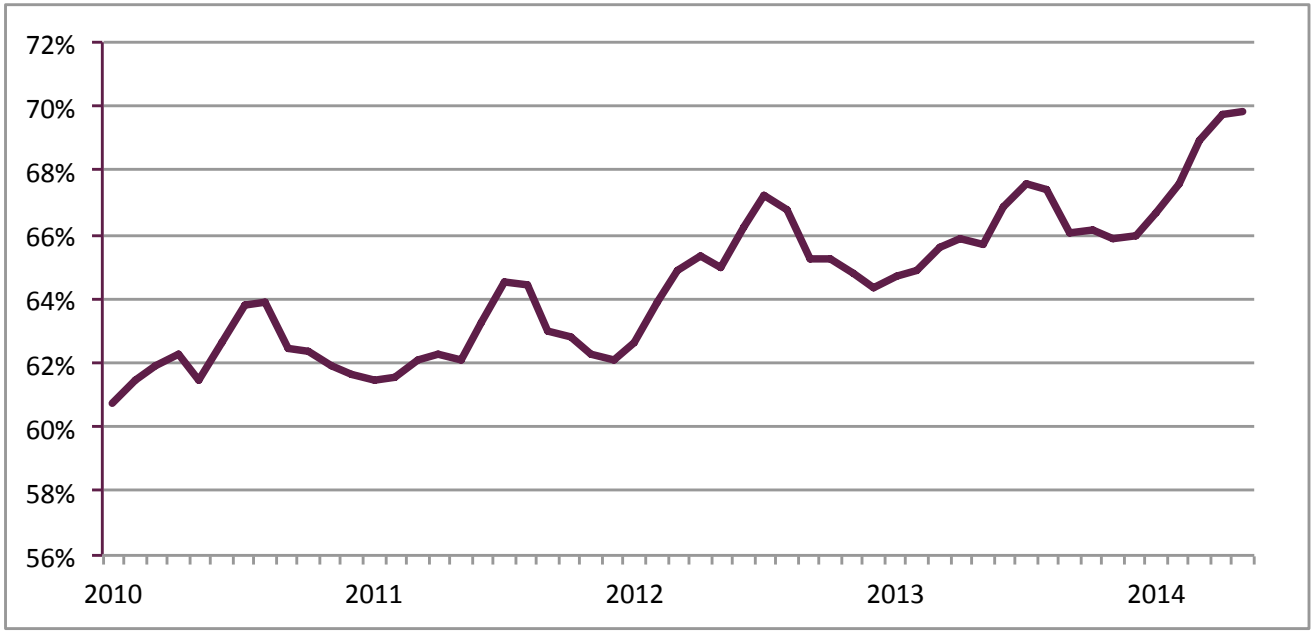
### B.7.2 Office and Retail

The office market in Carlsbad is showing signs of oversupply. The vacancy rate across Carlsbad is about 16%. Retail in Carlsbad is strong, with a vacancy rate of about 3.3%.

According to economic development staff at the City of Carlsbad, the high vacancy rate in the office market is primarily driven by an over-supply of office space in the industrial and research core of the city, surrounding McClellan-Palomar Airport. In contrast, vacancy rates in the Village are low, at about 2%. City staff reported to the Dover-Kohl team that there is strong interest in the Village—the area appeals to the interested firms because of its multi-modal transportation access.

At this time, existing commercial space supply is mismatched to demand. There are few commercial buildings that meet the space requirements of the small firms seeking space in the area.

Asking rents for office space in the study area are roughly \$2 per square foot per month while asking rents for retail space on the main arterials are roughly \$3 per square foot.



**Figure B-21**, Hotel Occupancy Rate (12-month Average), Carlsbad 2010 to 2014  
Source: Smith Travel Research, courtesy of Visit Carlsbad

**APPENDIX C**  
**Funding Sources**

**MASTER PLAN**

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## C. Funding Sources

The following list of funding sources is intended as a general resource for economic development-related programs and activities. Some may or may not apply in the context of the Master Plan.

### C.1 National Programs

#### C.1.1 National Programs: Federal Government

It should be noted that some federal programs are also available through state and regional organizations, sometimes as “pass-through” funding or simply as alternative channels. For example, the San Diego Association of Governments (SANDAG) can support member communities with sustainability programs within the federal Partnership for Sustainable Communities.

#### A. Partnership for Sustainable Communities

In June 2009, the Partnership for Sustainable Communities was formed by the U.S. Department of Housing and Urban Development (HUD), the U.S. Department of Transportation (DOT), and the U.S. Environmental Protection Agency (EPA). The HUD-DOT-EPA Partnership for Sustainable Communities marks a fundamental shift in the way the federal government structures its transportation, housing, and environmental policies, programs and spending. Through the Partnership, the three agencies are collaborating to support communities that provide people with a variety of housing and transportation choices, attract economic opportunity, safeguard public health, and protect clean air and water.

#### B. U.S. Department of Transportation (DOT)

The DOT works to promote livable communities and enhance the economic and social well-being of all Americans by creating and maintaining a safe, reliable, integrated, and accessible transportation network. The majority of DOT funding is distributed annually through programs that are administered by States and Metropolitan Planning Organizations (such as SANDAG) through formulas. While most have specific eligible activities identified in law, funds from some programs may be transferred by states to local governments, transit agencies, or other transportation organizations. Projects funded through DOT programs must be contained in an approved metropolitan transportation improvement program (TIP) and/or statewide transportation improvement program (STIP). In this way, decisions about transportation projects, project design, and selection are made locally and result from locally determined transportation and land-use plans.

#### ***Multimodal and Planning Programs***

**Transit Oriented Development (TOD) Planning Pilot:** This program provides funding to advance planning efforts that support TOD associated with new fixed-guideway and core capacity improvement projects. This program authorizes the Federal Transit Administration (FTA) to make grants for comprehensive planning that seeks to: enhance economic development, ridership, and other goals established during the project development and engineering processes; facilitate multimodal connectivity and accessibility; increase access to transit hubs for pedestrian and bicycle traffic; enable mixed-use development; identify infrastructure needs associated with the eligible project; and include private-sector participation. Funds are awarded competitively, and state and local government agencies are eligible for funding.

### ***Flexible Programs for Roads, Streets, and Paths***

*Congestion Mitigation and Air Quality (CMAQ) Program:* The CMAQ program supports transportation projects or programs that will improve air quality and relieve congestion in areas that do not meet National Ambient Air Quality Standards. CMAQ funds may be used to establish new or expanded transportation projects or programs that reduce emissions, including capital investments in transportation infrastructure, congestion relief efforts, and diesel engine retrofits. Other CMAQ projects include operating assistance for new transit services, travel demand management strategies, traffic flow improvement programs that reduce emissions, and bicycle/pedestrian facilities and programs.

*Surface Transportation Program:* This program provides flexible funding to states and metropolitan planning organizations for projects on any federal-aid highway. It can be used for a broad array of highway, transit, bicycling, and walking purposes.

*Transportation Alternatives Program:* This new program consolidates many previously eligible activities under separately funded programs, including Transportation Enhancements, Recreational Trails, Safe Routes to School, and several other discretionary programs. Funds may be used for projects or activities related to: construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other nonmotorized forms of transportation; conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other nonmotorized transportation users; and any environmental mitigation activity, including pollution prevention and pollution abatement activities and mitigation to address stormwater management.

*Recreational Trails Program (RTP):* This program provides formula funds to states to develop and maintain trails and trail-related facilities for all types of recreational uses, including hiking, bicycling, equestrian, cross-country skiing, snowmobiling, off-road motorcycling, all-terrain vehicles, four-wheel driving, or other off-road motorized vehicles.

*Context Sensitive Solutions (CSS):* While not a funding program, CSS is a collaborative, interdisciplinary approach that involves all stakeholders in developing a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic, and environmental resources while maintaining safety and mobility. CSS considers the total context within which a transportation improvement project will exist. CSS principles include the employment of early, continuous, and meaningful involvement of the public and all stakeholders throughout the project development process. The project is designed and built with minimal disruption to the community.

## **C. U.S. Department of Housing and Urban Development (HUD)**

HUD's mission is to increase homeownership, support community development, and increase access to affordable housing free from discrimination. HUD promotes sustainable communities by coordinating federal housing and transportation investments with local land use decisions in order to reduce transportation costs for families, improve housing affordability, save energy, and increase access to housing and employment opportunities.

*Housing Choice and Project-based Vouchers Program:* This program provide funding to local public housing agencies for rental subsidies for units that are chosen by the tenant in the private market (Housing Choice Vouchers) or for use in specific developments or units (Project Based Vouchers). Housing Choice Vouchers allow tenants more flexibility in deciding the location of their residence, giving them more of an opportunity to live closer to work, family, amenities, or services. For Fiscal Year 2017-2018, the City of Carlsbad Housing Authority was expected to receive approximately \$6.6 million to fund the local HCV program.

## **Community Planning and Development**

*Community Development Block Grants (CDBG):* This program provides formula funding directly to larger cities and counties and through state governments for small units of local government. Funds can be used for most kinds of development as long as it meets one of the following national objectives. 1) Benefits low and moderate-income persons- 2) aids in the prevention or elimination of slum and blight; or 3) meets certain community development needs having a particular urgency. CDBG is a flexible program that provides resources to address a wide range of community and economic development needs, including decent housing, a suitable living environment, and expanded economic opportunity. Carlsbad receives approximately \$500,000 in CDBG each year, and prioritizes the funding to increase the supply of affordable housing, provide supportive services to the homeless, lower income residents, and persons with special needs.

*Disaster Recovery Assistance:* In response to disasters, Congress appropriates additional funding for the CDBG and HOME programs as Disaster Recovery grants to rebuild the affected areas and provide crucial seed money to start the recovery process. Since CDBG Disaster Recovery assistance may fund a broad range of recovery activities, HUD can help communities and neighborhoods that otherwise might not recover due to limited resources. Disaster Recovery grants often supplement disaster programs of the Federal Emergency Management Agency, the Small Business Administration, and the U.S. Army Corps of Engineers. In addition, HOME Disaster Recovery grants can provide an important resource for providing affordable housing to disaster victims.

*HOME Investment Partnership:* This program provides formula funding directly to larger cities and counties, to consortia of local governments, and to state governments. The HOME program is designed to create affordable housing for low-income households and can take the form of direct assistance or loan guarantees. Funds can be used for most kinds of housing development, including acquisition and rehabilitation in the creation of low-income housing. Additionally HOME program funds can be used for homebuyer assistance and for Tenant-based Rental Assistance. Carlsbad participates in the HOME program through the San Diego County HOME Consortium. Program funds for Carlsbad are earmarked for homeownership downpayment assistance for low income residents.

*Housing Opportunities for Persons with AIDS:* Provides formula funding and limited competitive grants to states, cities, and nonprofit organizations to develop housing and supportive services for people with AIDS.

*Homeless Programs:* Provide formula and competitive funding to state and local governments and nonprofit organizations that offer housing, homeless prevention programs, rental assistance, and other supportive services to families and individuals facing a housing crisis or homelessness.

*Neighborhood Stabilization Program (NSP):* This program provides some formula funding to states and local governments and some competitive grants to states, local governments, nonprofit entities, or a consortium of nonprofit entities/ Funds can be used to acquire and rehabilitate abandoned or foreclosed upon homes or residential properties in neighborhoods.

*Section 108:* Section 108 is the loan guarantee provision of the CDBG program that provides public entities with loan funds to carry out economic development, housing, and public facility projects. The public entity may carry out the project itself or designate another public or nonprofit entity to do so. Section 108 loans are usually used by CDBG entitlement communities, but non-entitlement communities may also apply if their state agrees to pledge the CDBG funds necessary to secure the loan.

*Mortgage Insurance for Rental Housing:* Several Federal Housing Administration (FHA) mortgage insurance programs can be used to facilitate the new construction and substantial rehabilitation of multifamily rental projects. Some FHA programs can be used to refinance and acquire existing multifamily projects not requiring substantial rehabilitation.

*Mortgage Insurance for Condominium Units:* FHA also insures mortgages on condominium units in developments that are proposed or under construction, existing projects, or conversions. Generally, approval of the condominium project must be obtained from an authorized lender.

*Housing Finance Agency Risk Sharing Program:* Under this program, HUD provides credit enhancement on loans underwritten and closed by a state or local housing finance agency (HFA). Loans made pursuant to Section 542(c) are for affordable housing which includes new construction, substantial rehabilitation, elderly housing, and refinancing. Eligible owners and purchasers apply for the program through the appropriate HFA.

## D. U.S. Environmental Protection Agency (EPA)

EPA's mission is to protect human health and the environment. Where and how we build communities has a major impact on the environment and on public health. Many EPA programs are aimed at helping tribal, state, and local governments support activities that build more sustainable communities and protect human health and the environment.

### ***Environmental Justice***

Environmental justice is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies. EPA has this goal for all communities and persons across the nation. It will be achieved when everyone enjoys the same degree of protection from environmental and health hazards and equal access to the decision-making process to have a healthy environment in which to live, learn, and work.

*Environmental Justice Small Grants Program:* This program provides financial assistance to eligible organizations to build collaborative partnerships, to identify the local environmental and/or public health issues, and to envision solutions and empower the community through education, training, and outreach.

*Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program:* This program provides financial assistance to eligible organizations working on or planning to work on projects to address local environmental and/or public health issues in their communities, using EPA's "Environmental Justice Collaborative Problem-Solving Model."

*State Environmental Justice Cooperative Agreements Program:* This program provides funding so that eligible entities may work collaboratively with affected communities to understand, promote, and integrate approaches to provide meaningful and measurable improvements to the public health and/or environment in the communities.

*Environmental Justice Showcase Communities Project:* This project provides EPA regional office funding to bring together governmental and non-governmental organizations to pool their resources and expertise on the best ways to achieve real results in communities. The successes and lessons learned in these demonstration projects will be used to help guide the design and implementation of future environmental justice projects and will help EPA increase its ability to address local environmental challenges in more effective, efficient, and sustainable ways.

### **Toxic Pollution Reduction**

*Community Action for a Renewed Environment (CARE):* CARE is a competitive grant program that offers an innovative way for a community to organize and take action to reduce toxic pollution in its local environment. Through CARE, a community creates a partnership that implements solutions to reduce releases of toxic pollutants and minimize people's exposure to them. By providing financial and technical assistance, EPA helps CARE communities get on the path to a renewed environment.

*Lead Grants:* EPA awards grants aimed at reducing childhood lead poisoning in communities with older housing through the National community-based Lead Grant and the Targeted Lead Grant Programs. The projects supported by these grant funds are an important part of EPA's lead program to eliminate childhood lead poisoning as a major public health concern.

### **Energy Conservation and Renewable and Clean Energy**

*State and Local Climate and Energy Program:* This program provides technical assistance, analytical tools, and outreach support to state, local, and tribal governments. Specific assistance includes identifying and documenting cost-effective policies and initiatives – measuring and evaluating the benefits of clean energy initiatives; offering tools, guidance, and outreach support; and fostering peer exchange opportunities. The program's web site provides state and local governments with information on energy efficiency and clean energy, including webcasts on a variety of topics.

### **Smart Growth**

EPA's Smart Growth Program offers case studies, research, tools, and publications to help communities learn about and implement smart growth solutions to a wide range of development-related challenges, including transportation and parking, affordable housing, stormwater runoff, zoning codes, infill and redevelopment, and many other issues.

*Smart Growth Implementation Assistance (SGIA) Program:* Through the SGIA program, EPA solicits applications from state, local, regional, and tribal governments (and non-profits that have partnered with a governmental entity) that want to incorporate smart growth techniques into their future development. Once selected, communities receive direct technical assistance from a team of national experts in one of two areas: policy analysis (e.g., zoning codes, school siting guidelines, and transportation policies) or public participatory processes (e.g., visioning, design workshops, alternatives analysis). EPA tailors the assistance to the community's unique situation and priorities and provides the contractor team. This is not a grant. Through a site visit and a report, the multidisciplinary teams help the community achieve its goal of encouraging growth that fosters economic progress and environmental protection. The SGIA Request for Applications is usually open in the first quarter of the year.

*Smart Growth Funding Resources:* The Smart Growth Program occasionally offers competitive grants. It has also compiled lists of federal, regional, and state resources for communities and non-governmental organizations that are seeking funding to address various aspects of smart growth.

### **Water Quality**

In urban and suburban areas, much of the land surface is covered by buildings, pavement, and compacted landscapes that do not allow rain and snowmelt to soak into the ground, which greatly increases the volume and velocity of stormwater runoff. Upgrading water infrastructure and using green infrastructure techniques can help improve stormwater management to better protect our nation's drinking water and lakes, rivers, streams, and other water bodies.

*State Revolving Loan Funds:* The Clean Water State Revolving Fund (CWSRF) and Drinking Water State Revolving Fund (DWSRF) Programs are federal/state partnerships designed to finance the cost of infrastructure needed to achieve compliance with the Clean Water Act. Through the SRFs, states maintain revolving loan funds to provide low-cost financing for a wide range of water quality infrastructure projects, such as traditional municipal wastewater treatment and collection systems, nonpoint source program implementation projects, wetlands restoration, groundwater protection, innovative stormwater runoff and estuary management projects, drinking water treatment and conveyance systems, and source water protection. Funds to establish or capitalize the SRF programs are provided through EPA grants to the states, along with state matching funds (equal to 20 percent of federal government grants).

*Green Infrastructure:* Green infrastructure is an approach to wet weather management that is cost effective, sustainable, and environmentally friendly. Green infrastructure management approaches and technologies infiltrate, evaporate, transpire, capture, and reuse stormwater to maintain or restore natural hydrology. Many of these approaches, including green roofs, rain gardens, green streets, and other innovative stormwater management techniques, can also make neighborhoods safer, healthier, and more attractive. EPA has compiled a list of funding resources to help communities fund green infrastructure projects.

*Asset Management (AM):* As communities undertake the task of renewing their water infrastructure systems, EPA can offer a suite of practices and approaches to ensure that water infrastructure both supports sustainable communities and can be supported by the communities it serves. One of the keys to sustainable infrastructure is the practice of AM, which provides a platform for making the best, most effective infrastructure investments. EPA offers AM training and a suite of tools to promote adoption and improvement of AM implementation. Multisector AM integrates investments in water, transportation, and housing infrastructure and is being promoted through a Memorandum of Understanding between EPA and DOT.

*Nonpoint Source Management Grants:* Under Section 319 of the Clean Water Act, states receive grant money to support a wide variety of activities to reduce nonpoint source pollution, including techniques related to agriculture, urban runoff, forestry, and the physical modification of water bodies. States directly implement projects as well as provide funds to organizations and local governments to carry out projects that reduce nonpoint source pollution through best management practices, outreach and education, and demonstration of new approaches to improve water quality. These grant monies may not be used to fund activities currently required in a stormwater permit issued under the authority of the Clean Water Act. Each state publishes an annual request for proposals.

## **C.1.2 National Programs: Other**

### **A. The Advisory Council on Historic Preservation (ACHP)**

*Historic Preservation Tax Credits:* The recipients of the credits are owners of commercial, industrial, agricultural, or rental residential properties. The Federal Government offers a variety of tax credits

that assist preservation projects, notably a credit that is available only for rehabilitation of income-producing historic properties. Under this historic preservation tax credit, property owners who rehabilitate historic buildings for commercial, industrial, agricultural, or rental residential purposes can receive a tax credit equal to 20 percent of the rehabilitation costs. The National Park Service must certify that the rehabilitation work meets the Secretary of the Interior's Standards for Rehabilitation. Since the inception of the tax credit in 1976, it has generated over \$40 billion in historic preservation activity.

## Foundations

*Funders' Network:* Funders' Network's mission is, "to inspire, strengthen and expand funding and philanthropic leadership that yield environmentally sustainable, socially equitable and economically prosperous regions and communities."

A list of member organizations, most but not necessarily all funding organizations, is available at <http://www.fundersnetwork.org/connect>. This membership list should not be interpreted to imply the availability of grants. Grantseekers should carefully review the criteria and requirements of any foundation prospect before applying for a specific grant.

## Enterprise Community Partners Website

Enterprise Community Partners ([www.enterprisecommunity.org](http://www.enterprisecommunity.org)) is a national organization involved in affordable housing finance and community investment, with the mission of bringing housing and opportunities to low-income people.

*Low-Income Housing Tax Credit (LIHTC):* The LIHTC program was originally enacted as part of the Tax Reform Act of 1986, to generate private capital investment to support the development of new and rehabilitated affordable rental homes for low and very low-income families. The Housing Credit is administered mostly by the States, which allows them to adapt the program to their unique housing needs under broad Federal guidelines.

*U.S. Treasury Department-certified Community Development Financial Institution (CDFI), the Enterprise Community Loan Fund:* The program is one of the largest nonprofit loan funds in the country and is a member of the Opportunity Finance Network and a CDFI assessment and ratings system (CARS)-rated CDFI.

## C.2 STATE PROGRAMS

### C.2.1 California Air Resources Board (CARB)

CARB is charged with protecting the public from the harmful effects of air pollution and developing programs and actions to fight climate change.

*Cap and Trade Program:* This program is a key element of California's climate plan. It sets a statewide limit on sources responsible for 85 percent of California's greenhouse gas emissions, and establishes a price signal needed to drive long-term investment in cleaner fuels and more efficient use of energy. A portion of emissions allowances are sold by the state via an auction program. Auction proceeds are then invested in a broad range of programs that are administered by various state agencies. Cap and Trade proceeds are targeted to investments in public transit and sustainable communities programs, energy efficiency and clean energy initiatives, and natural resources and waste diversion programs that reduce greenhouse gas (GHG) emissions. Through FY 2016-17, nearly \$3.4 billion has been appropriated by the state legislature to implement GHG reduction programs.

## C.2.2 Local Government Commission (LGC)

LGC is a nonprofit organization based in California “fostering innovation in environmental sustainability, economic prosperity and social equity. The LGC is helping to transform communities through inspiration, practical assistance and a network of visionary local elected officials and other community leaders.” The LGC provides links to the following programs:

*California Energy Commission (CEC)’s Efficiency Financing Program for Local Government, Hospitals, and Schools:* This program provides financing for schools, hospitals and local governments through low-interest loans for feasibility studies and the installation of energy-efficiency measures. Approximately \$40 million is available. Loans can finance up to 100 percent of the cost of energy efficiency projects for schools, hospitals, cities, counties, special districts, or public care institutions.

*California Public Utilities Commission (CPUC)’s Savings by Design:* This program encourages high-performance nonresidential building design and construction within the service territories of Pacific Gas and Electric (PG&E), San Diego Gas and Electric (SDG&E), Southern California Edison (SCE), or Southern California Gas. The program offers building owners and their design team a wide range of services including design assistance, owner incentives, and design team incentives. Owners and design team members are eligible to participate.

*Energy Upgrade California:* This is a program of the California Public Utilities Commission, in collaboration with the California Energy Commission, California counties, cities, nonprofit organizations, and the state’s investor-owned utilities, that provides incentives for home improvement projects that lower residents’ energy use, conserve water and natural resources, and make one’s home healthier and more comfortable.

## C.2.3 California State Treasurer

*California Alternative Energy & Advanced Transportation Financing Authority (CAEATFA):* CAEATFA was established to promote energy sources designed to reduce the degradation of the environment, and to promote the development and commercialization of advanced transportation technologies. CAEATFA is able to issue tax-exempt and taxable bonds for projects that qualify. CAEATFA offers financing at lower than conventional costs as the interest on the bonds is exempt from federal and state taxes. Applicants should consult with legal counsel and financial consultants to determine if the tax-exempt securities option is the best for the project.

## C.2.4 California Statewide Communities Development Authority (CSCDA)

CSCDA was created in 1988, under California’s Joint Exercise of Powers Act, to provide California’s local governments with an effective tool for the timely financing of community-based public benefit projects.

Although cities, counties and special districts are able to issue their own debt obligations or serve as a conduit issuer of private activity bonds that promote economic development and provide critical community services, many local agencies find stand-alone financings too costly or lack the necessary resources or experience to facilitate the bond issuance and perform post-issuance activities for the term of the bonds. In response, CSCDA was created by and for local governments in California, and is sponsored by the California State Association of Counties and the League of California Cities.

*New Markets Tax Credit Program:* Created by the U.S. Federal Government in 2000 as part of the Community Renewal Tax Relief Act, the New Markets Tax Credit (NMTC) program encourages investment in low-income communities. Through the NMTC Program, real estate projects or businesses in a low-income community are able to generate capital by providing investors – typically a bank or financial institution — a tax credit as an additional incentive for capital investment. The authority to determine how tax credits are allocated is granted to financial intermediaries called Community Development Entities (CDEs). CDEs have been certified by the Community Development Financial Institutions (CDFI) Fund of the U.S. Department of the Treasury after completing a rigorous application process and demonstrating their commitment and history of investing capital into low-income communities. CSCDA is a certified CDE. Certified CDEs compete annually to receive awards under the NMTC.

## A. Programs for Public Agencies

*California Lease Finance Program (CaLEASE):* This program offers tax-exempt lease financing to public agencies for capital projects, and equipment without the traditional expense or complexity of other finance mechanisms.

*Statewide Community Infrastructure Program (SCIP):* SCIP allows participating local agencies to receive impact fees prior to development, while property owners repay the tax-exempt obligation over a thirty year bond term. SCIP may eliminate the need for local agencies to negotiate deferral fee agreements.

*Delinquent Property Tax Funding Program:* This program enables cities and districts that do not participate in a county Teeter plan to sell or assign their share of their county's delinquent 1% levy taxes to the CSCDA; and similarly enables Community Facilities and Special Assessment Districts to sell or assign their delinquencies to the CSCDA. Teeter plans provide alternative methods for allocating delinquent property tax revenues. This program could also be used by cities and districts that do participate in a Teeter plan, but have some non-Teetered special tax or fund delinquencies.

## B. Energy Finance Programs

*Sustainable Energy Bond Program:* CSCDA and the Foundation for Renewable Energy and Environment are teaming together to provide public agencies and nonprofit organizations throughout California with access to tax exempt financing for critical sustainable energy investments. California First – Property Assessed Clean Energy Program: CaliforniaFIRST is a multi-jurisdiction Property Assessed Clean Energy (PACE) program that provides the size and standardization to catalyze an active, secure energy retrofit marketplace. PACE is a financing tool that allows property owners to secure upfront funding for energy and water-saving improvements, which they repay through a voluntary contractual assessment lien on their property tax bill. Carlsbad participates in four PACE programs: California HERO and Ygrene Works for residential and non-residential clean energy improvements, and the CaliforniaFIRST and Figtree PACE programs which are available to commercial and industrial property owners.

## C. Programs for Private Firms

*501(c)(3) Nonprofit:* Qualified nonprofit organizations can access low-cost, tax-exempt bonds to finance or refinance the acquisition, construction, installation, expansion or rehabilitation of land, buildings, and equipment. A 501(c)(3) nonprofit organization can finance projects at a lower interest rate than conventional financing because the interest paid to bondholders is exempt from federal (and in some instances state) income taxes.

*Housing Bonds:* For-profit and nonprofit developers can access tax-exempt bonds for the financing of low-income multifamily and senior housing projects. The Bonds may be used to finance or refinance the acquisition and rehabilitation of an existing project or for the construction of a new project, provided the developer agrees to set aside all, or a portion, of the units in a project for individuals and families of very low, low or moderate income.

*Industrial Development Bonds (IDBS)/Manufacturing:* Eligible manufacturers can access cost-effective, tax-exempt bond proceeds to acquire, construct or rehabilitate manufacturing facilities that promote job creation and retention. Bond proceeds may also be used for the acquisition of new equipment.

*Exempt Facilities/Solid Waste:* This program offers companies seeking cost-effective, tax-exempt capital to finance the acquisition and rehabilitation, construction of, or the acquisition of new equipment for solid waste and exempt facilities.

## C.2.5 California Energy Commission (CEC)

*Energy Efficiency Financing:* Projects with proven energy and/or demand cost savings are eligible. Energy efficiency projects must be technically and economically feasible. Examples of projects include; lighting system upgrades, pumps and motors, streetlights and light-emitting diode (LED) traffic signals, energy management systems and equipment controls, building insulation, energy generation including renewable and combined heat and power projects, heating, ventilation and air conditioning equipment, water and waste water treatment equipment, and load shifting projects, such as thermal energy storage.

*Self-Generation Incentive Program (SGIP):* SGIP is a ratepayer-funded rebate program overseen by the California Public Utilities Commission and available to retail electric and gas customers of the four California investor-owned utilities (Pacific Gas & Electric, Southern California Edison, Southern California Gas and San Diego Gas & Electric). The Center for Sustainable Energy (CSE) is the program administrator for SDG&E's service territory. The SGIP plays a critical role in the deployment of distributed generation projects and the reduction of on-site electric demand and greenhouse gas emissions. CSE provides technical and financial assistance to prospective and current commercial and industrial program participants interested in energy storage, wind, waste energy recovery, pressure reduction turbines, fuel cells and combined heat and power technologies.

## C.2.6 California Municipal Utility Association (CMUA)

*Financing Authority for Resource Efficiency in California (FARECal):* Provides flexible, joint/pooled financing for energy efficiency, water conservation and water reclamation projects to municipalities and local districts with publicly owned utilities.

## C.2.7 California Department of Housing and Community Development (HCD)

Note that some of these programs might also be discussed under federal program information.

*Golden State Acquisition Fund (GSAF) - Affordable Housing Innovation Program (AHIP):* The program provides quick acquisition financing for the development or preservation of affordable housing. Loans for developers, provided through a nonprofit fund manager and terms may not exceed five years. Applicants must demonstrate local government support, the availability of leveraged funds, organizational stability and capacity, and a track record of developing affordable housing.

*CalHome Program:* The program enables low and very-low income households to become or remain homeowners. Grants are provided to local public agencies and nonprofit developers to assist individual households through deferred-payment loans. Direct, forgivable loans can be used to assist development projects involving multiple ownership units, including single-family subdivisions. Grants to local public agencies or nonprofit corporations can be used for first-time homebuyer down payment assistance, home rehabilitation, including manufactured homes not on permanent foundations, acquisition and rehabilitation, homebuyer counseling, self-help mortgage assistance programs, or technical assistance for self-help homeownership. All funds to individual homeowners will be in the form of loans: Loans for real property acquisition, site development, predevelopment, construction period expenses of homeownership development projects, or permanent financing for mutual housing and cooperative developments. Project loans to developers may be forgiven as developers make deferred payment loans to individual homeowners. Assistance to individual households will be in the form of deferred-payment loans, payable on sale or transfer of the homes, or when they cease to be owner-occupied, or at maturity.

*Affordable Housing and Sustainable Communities (AHSC) Program:* AHSC provides grants and affordable housing loans for infill, transit-oriented development, infrastructure activities. Projects will demonstrate how they support reduction of greenhouse gas emissions by increasing accessibility of housing, employment centers and key destinations via low-carbon transportation options resulting in fewer vehicle miles travelled.

*Supportive Housing Multifamily Housing Program (SHMHP):* SHMHP funds may be used for new construction, rehabilitation, acquisition and rehabilitation, or conversion of nonresidential structures. Priority points are given to projects using sustainable building methods specified in state regulations. SHMHP funds are for permanent financing only. Eligible costs include facilities for child care, after-school care, and social service facilities integrally linked to the restricted housing units. Development costs may include real property acquisition, refinancing to retain affordable rents. necessary on-site and off-site improvements. reasonable fees and consulting costs, and capitalized reserves.

*Veterans Housing and Homelessness Prevention Program (VHHP):* VHHP makes long-term loans for development or preservation of rental housing for very low- and low-income veterans and their families. Funds are made available to sponsors who are for-profit or nonprofit corporations and public agencies. Availability of funds is announced annually through a Notice of Funding Availability.

*Housing-Related Parks Program:* The goal of the program is to increase the overall supply of housing affordable to lower income households by providing financial incentives to cities and counties with documented housing starts for newly constructed units affordable to very low or low-income households. Grants are provided for creation of new parks or rehabilitation or improvements to existing parks. Grant amounts are based on the numbers of bedrooms in newly constructed rental and ownership units restricted for very low and low-income households. A city, county, or city and county that receives funds may subcontract through a recreation and park district or nonprofit organization that has among its purposes the conservation of natural or cultural resources.

*Infill Infrastructure Grant Program (IIG):* The grant program assists in the new construction and rehabilitation of infrastructure that supports higher-density affordable and mixed-income housing in locations designated as infill. The minimum/maximum grant amounts for Qualifying Infill Projects: \$500,000/\$4 million (\$250,000 minimum for Rural Areas). New construction, rehabilitation, and acquisition of infrastructure are required as a condition of or approved in connection with approval of Qualifying Infill Projects. Eligible applicants include non-profit and for profit developers and as a joint applicant with the developer, a locality or public housing authority.

*Multifamily Housing Program (MHP):* The program aims to assist the new construction, rehabilitation and preservation of permanent and transitional rental housing for lower income households. These loans are deferred payment loans with 55-year terms. The interest rate is three percent simple interest on unpaid principal balance. Eligible activities include new construction, rehabilitation, or acquisition and rehabilitation of permanent or transitional rental housing, and the conversion of nonresidential structures to rental housing. MHP funds will be provided for post-construction permanent financing only. Eligible costs include the cost of child care, after-school care and social service facilities integrally linked to the assisted housing units; real property acquisition; refinancing to retain affordable rents; necessary onsite and offsite improvements; reasonable fees and consulting costs; and capitalized reserves.

*Predevelopment Loan Program (PDLP):* The program provides predevelopment capital to finance the start of low income housing projects. These are short-term loans with three percent simple annual interest loans for up to two years. Maximum loan amount for purposes other than site option or site purchase is \$100,000. Predevelopment costs can apply to projects to construct, rehabilitate, convert or preserve assisted housing, including manufactured housing and mobile home parks. Eligible costs include, but are not limited to, site control, site acquisition for future low-income housing development, engineering studies, architectural plans, application fees, legal services, permits, bonding and site preparation.

*Transit Oriented Development (TOD) Housing Program:* Under the program, low-interest loans are available as gap financing for rental housing developments that include affordable units, and as mortgage assistance for homeownership developments. In addition, grants are available to cities, counties, and transit agencies for infrastructure improvements necessary for the development of specified housing developments, or to facilitate connections between these developments and the transit station. Loans can be used for the development and construction of housing development projects within one-quarter mile of a transit station. Grants can be used for the provision of infrastructure necessary for the development of higher density uses within one-quarter mile of a transit station.

## C.2.8 California Department of Transportation (CA DOT)

Note that some of these programs might also be discussed under federal program information.

*Partnership Planning for Sustainable Transportation:* The Partnership Planning for Sustainable Transportation grant program is funded by the Federal Highway Administration (State Planning and Research, Part I). The Federal Highway Administration has authorized Caltrans to distribute these grant funds. The objective of the Partnership Planning for Sustainable Transportation Program is to encourage or strengthen multi-agency and/or government-to-government partnerships. The projects must have a statewide and/or regional benefit and may include partnering with local agencies to develop plans that align with Senate Bill 375 Sustainable Communities Strategy (SCS) implementation. The anticipated benefits of the project must ultimately result in improvements to the statewide or regional transportation system.

*Transit Planning:* The Transit Planning Grant Program is funded by the Federal Transit Administration (Section 5304). The Federal Transit Administration has authorized Caltrans to distribute these grant funds. Funding distribution will depend on the quality and amount of applications for each Transit Planning program.

*Transit Planning for Sustainable Communities:* The objective of the Transit Planning for Sustainable Communities Grant Program is to address transit planning issues of statewide or regional significance. The proposed planning studies are intended to improve transit services and to facilitate congestion relief by offering a sustainable alternative to the single occupant vehicle.

## A. Environmental Justice and Community-based Transportation Planning Grants Program

The Environmental Justice (EJ) and Community-Based Transportation Planning (CBTP) grant programs promote a balanced, comprehensive, and multi-modal transportation system. These are discretionary programs that provide key methods by which many California communities plan for closer connection between transportation and land use. Caltrans provides these planning grant funds to metropolitan planning organizations and regional transportation planning agencies, cities and counties, transit agencies, and Native American tribal governments. EJ and CBTP final products are expected to help leverage funds from other program sources that will forward future project activities. Completed EJ and CBTP products often contribute to positive local planning practice by influencing and integrating final products into the local and regional plans.

*Environmental Justice (EJ):* This program promotes the involvement of low-income and minority communities, and Native American tribal governments in the planning for transportation projects. EJ grants have a clear focus on transportation and community development issues to prevent or mitigate disproportionate, negative impacts while improving mobility, access, safety, and opportunities for affordable housing and economic development.

*Community-Based Transportation Planning (CBTP):* This program promotes transportation and land use planning projects that encourage community involvement and partnership. These grants include community and key stakeholder input, collaboration, and consensus building through an active public engagement process. CBTP grants support livable and sustainable community concepts with a transportation or mobility objective to promote community identity and quality of life. Each grant displays a transportation and/or land use benefit. CBTP grants are approached in many different ways with innovative ideas and opportunities for public participation.

### C.2.9 I-Bank Programs

*Infrastructure State Revolving Fund Program (ISRF):* The ISRF Program provides low-cost financing to public agencies for a wide variety of infrastructure projects. ISRF Program funding is available in amounts ranging from \$50,000 to \$25,000,000, with terms of up to 30 years. Interest rates are fixed for the term of the financing. Eligible project categories include city streets, county highways, state highways, drainage, water supply and flood control, educational facilities, environmental mitigation measures, parks and recreational facilities, port facilities, public transit, sewage collection and treatment, solid waste collection and disposal, water treatment and distribution, defense conversion, public safety facilities, and power and communications facilities.

*501(c)(3) Revenue Bond Program:* The 501(c)(3) Revenue Bond Program provides tax-exempt financing to eligible nonprofit public benefit corporations for the acquisition and/or improvement of facilities and capital assets. Typical borrowers include cultural, charitable and recreational organizations, research institutes and other types of organizations that provide public benefits.

*Industrial Development Revenue Bond (IDB) Program:* The IDB Program provides tax-exempt financing up to \$10 million for qualified manufacturing and processing companies for the construction or acquisition of facilities and equipment. IDBs allow private companies to borrow at low interest rates normally reserved for state and local governmental entities.

*Exempt Facility Revenue Bond Program:* The Exempt Facility Revenue Bond Program provides tax-exempt financing for projects that are government-owned or consist of private improvements within publicly-owned facilities, such as private airline improvements at publicly-owned airports.

*Small Business Loan Guarantee Program:* Provides repayment guarantees to lenders of loans to small businesses having difficulty securing financing on their own. The guarantees are issued by non-profit Financial Development Corporations (FDCs). The FDCs partner with community banks to help small business owners finance their plans including expanding operations, purchasing new equipment and infusing businesses with working capital. Guarantees may also be issued on loans for start-up costs.

## C.3 REGIONAL PROGRAMS

### C.3.1 San Diego Association of Governments (SANDAG)

As the regional planning agency, SANDAG allocates millions of dollars each year in local, state, and federal funds through several competitive grant programs. Grants awarded range from infrastructure projects to habitat management and monitoring efforts to specialized transportation services for senior and disabled populations. While each individual grant program maintains a particular focus, all work together to enhance our region's quality of life. Current active grant programs include Smart Growth Incentive Program and Active Transportation Grant Program and Specialized Transportation Grant Programs.

*TransNet:* SANDAG administers TransNet, the half-cent sales tax for local transportation projects that was first approved by voters in 1988, and extended in 2004 for another 40 years. Revenues from the sales tax fund a wide range of regional transit, highway, active transportation programs, as well as local streets and environmental mitigation programs. In Fiscal 2017-2018, Carlsbad allocated approximately \$6.3 million of its share of TransNet funds to local street improvement projects.

## C.4 LOCAL PROGRAMS

### C.4.1 Special and "Add-On" Taxes

The use of special and "add-on" taxes by cities and counties in California is restricted by Proposition 218 (passed by California voters in 1996) and its predecessors, Proposition 13 (1978) and Proposition 62 (1982). Based on these Propositions, the California State Constitution provides clear standards for locally-imposed general and special taxes. In particular, the required voter approval thresholds for different types of local taxes are as follows:

- General tax – majority
- Special tax – 2/3 supermajority
- Parcel tax – 2/3 supermajority
- General obligation bond – 2/3 supermajority

Note that any "special tax" requires the approval of two-thirds of voters. A special tax is defined as any tax earmarked for a specific purpose.

## A. Business Improvement Districts (BID)

In California, there are two separate laws that authorize the formation of a Business Improvement District:

- The Parking and Business Improvement Area Law of 1989 (Streets & Highways Code §36500 et seq.).
- Property and Business Improvement District Law of 1994 (Streets & Highways Code §36600 et seq.)
- Both laws enable a city, county, or joint powers authority (made up of cities and/or counties only) to establish a BID and levy annual assessments on businesses within its boundaries. Improvements which may be financed include parking facilities, parks, fountains, benches, trash receptacles, street lighting, and decorations. Services that may be financed include promotion of public events, furnishing music in public places and promotion of tourism. In addition, the 1994 Act also allows financing of streets, rehabilitation or removal of existing structures, and security facilities and equipment. The 1989 Act allows financing of marketing and economic development, and various supplemental municipal services such as security and sanitation. Neither law allows bonds to be issued by the BIDs.

## B. Special Benefit Assessments

Below is a list of California's more commonly used benefit assessment laws:

- Benefit Assessment Act of 1982 (Government Code §54703 et seq.). This act lets cities, counties, and special districts finance a variety of improvements.
- Community Rehabilitation District Law of 1985 (Government Code §53370 et seq.). Cities and counties can fund the renovation and repair (but not the maintenance) of an existing structure.
- Fire Suppression assessments (Government Code §50078 et seq.). Cities, counties, and special districts can charge assessments to purchase and maintain fire-fighting equipment and to pay related salaries.
- Geologic Hazard Abatement District assessments (Public Resources Code §26500 et seq.). Cities and counties can assess property to prevent, mitigate, and abate geologic hazards such as landslides and bluff failures by acquiring property, preparing reports, and performing structural repairs.
- Habitat Maintenance Districts (Government Code §50060 et seq.). Cities and counties can levy assessments for long-term natural habitat maintenance in accordance with plans approved by the State Department of Fish and Game.
- Improvement Act of 1911 (Streets and Highways Code §5000 et seq.). The 1911 Act allows local officials to fund transportation systems, street paving, grading, sidewalks, parks, recreation areas, sewers, drainage systems, fire protection, flood control systems, water systems, and "other necessary improvements."
- Improvement Bond Act of 1915 (Streets and Highways Code §8500 et seq.). The 1915 Act does not authorize assessments. Instead, it lets cities, counties, and "public" districts that use other assessment acts to issue assessment bonds and bond anticipation notes.

- Landscaping and Lighting Act of 1972. The Landscaping and Lighting Act of 1972 created a flexible tool used by local government agencies to pay for landscaping, lighting and other improvements and services in public areas. As a form of benefit assessment, it is based on the concept of assessing only those properties that benefit from improvements financed, either directly, or indirectly through increased property values. Because it is considered a benefit assessment, a 1972 Act assessment is not subject to Proposition 13 limitations.
- Multifamily Improvement District Law (Streets and Highways Code §36700 et seq.). Multifamily Improvement Districts can finance specific activities and improvements like landscape maintenance and the construction of sidewalks.
- Municipal Improvement Act of 1913 (Streets and Highways Code §10000 et seq.). The 1913 Act lets cities, counties, and special districts levy benefit assessments for everything included in the 1911 Act, plus water works, power facilities, and public transit facilities.
- Municipal Lighting Maintenance District Act of 1927 (Streets and Highways Code §18600 et seq.). This act allows cities and counties to levy assessments to maintain and operate (but not install) street lights.
- Open Space Maintenance Act (Government Code §50575 et seq.). Cities and counties can assess land to maintain, improve, and protect open spaces by removing fire hazards, planting trees and shrubs, and acquiring fire prevention equipment.
- Park and Playground Act of 1909 (Government Code §38000 et seq.). This act lets cities pay for public parks, urban open space land, playgrounds, and library facilities.
- Parking and Business Improvement Area Law of 1989 (Streets and Highways Code §36500 et seq.). This act lets cities and counties fund parking facilities, public decorations, and the promotion of public events and business activities.
- Parking District Law of 1951 (Streets and Highways Code §35100 et seq.). This act lets cities install and maintain parking meters, purchase land, and issue bonds.
- Pedestrian Mall Law of 1960 (Streets and Highways Code §11000 et seq.). This act lets cities and counties establish pedestrian malls.
- Property and Business Improvement District Law of 1994 (Streets and Highways Code §36600 et seq.). Allows cities and counties to assess businesses and property owners to promote tourism, build parking lots and fountains, provide security, and finance other facilities and services.
- Street Lighting Act of 1919 (Streets and Highways Code §18000 et seq.). This act allows cities to assess for the operation and maintenance of streetlights.
- Street Lighting Act of 1931 (Streets and Highways Code §18300 et seq.). This act lets cities levy assessments to maintain and operate (but not install) street lights.
- Tree Planting Act of 1931 (Streets and Highways Code §22000 et seq.). This act lets cities levy frontage-based assessments to plant and maintain trees along city streets.
- Vehicle Parking District Law of 1943 (Streets and Highways Code §31500 et seq.). This act lets cities and counties purchase land for parking structures, construct and maintain parking lots, and pay for related planning.

## C.4.2 Other City Funding Mechanisms

*City General Fund:* The city's General Fund is primarily used to support ongoing city operations and services, including general government operations, public safety and community services. It is not uncommon for cities that are seeking to improve their community to commit a certain amount of the General Fund to the effort over a period of years, especially when improvements and ongoing projects or programs can be shown to have general community-wide benefits.

*General Obligation Bonds (G.O. Bonds):* G.O. Bonds may be used to acquire, construct, and improve public capital facilities and real property; however, they may not be used to finance equipment purchases, or pay for operations and maintenance. G.O. Bonds must be approved by two-thirds of the voters throughout the issuer's jurisdiction in advance of their issuance and typically require the issuing jurisdiction to levy a property tax on all taxable properties dedicated to repaying the debt.

*Parking Fees:* The use of parking fees to finance the construction and maintenance of parking facilities has been used successfully in revitalization efforts. Parking revenues can also be used to fund or subsidize physical improvements and services, including security, enhanced landscaping and lighting, valet parking programs, shuttle services, and bike facilities. However, over reliance on this source of revenue has also led to serious financial stress on parking facilities when the paid use does not match projections.

## C.4.3 Other City Options for Development Support

*Local incentives:* Incentives can be thought of as "reverse financing," in the sense that providing a savings to a prospective investor allows them to come into an area that they would otherwise not be able to afford. The use of the incentive is of course based on the proposition that the recipient creates benefits to an area or a community that exceed the incentive's cost.

One category of local incentives that has received considerable attention in Southern California is Regulatory Relief, which typically includes one or more of the following elements:

- Expediting the permitting process for conditional use permits and building permits.
- Reducing the land-use categories for which conditional use permits are required.
- Reviewing impact fees for amounts, development nexus, and allocations among land uses.

Some cities have gone as far as setting up dedicated pages on the city's website, and encouraging business owners and community members to call a "hotline" phone number to contribute additional ideas on streamlining local regulations.

*Donors:* Project donations can occur through a variety of channels, including grants from private foundations (see Foundations portion of this funding section), corporate donations or sponsorships, and contributions from individuals or businesses. Donor programs have been used successfully in many cities to provide funds for streetscape and community design elements for items such as benches, trash receptacles, street trees, street tree grates, public art elements, and information kiosks. Donors could be acknowledged with appropriate plaques or other elements. As an example, the Carlsbad gateway sign in the Village was privately-funded in accordance with City Council Policy #79, "Corporate Marketing Partnerships Utilizing City-owned Assets."

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**APPENDIX D**

## **Chronology**

**MASTER PLAN**

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## Village and Barrio Master Plan Chronology

### 2011

In March, City Council discusses one of its priorities to partner with the local property owners, businesses and/or other stakeholders in the Village Area to develop a program, policies, financing mechanisms and/or other initiatives to spur local investment and foot traffic on a self-sustaining basis for the Village Area

### 2013

**March:** City Council receives report identifying a “new Village Master Plan” as a way to sustain the Village over the long term

**June:** City Council adopts “quick fix” changes to the existing Village Master Plan and Design Manual to stimulate activity in the Village; these changes signal the more significant work contemplated as part of an overhaul of the existing Village Master Plan and Design Manual

**September and October:** Staff meets with two small groups of Barrio stakeholders to discuss the concept of expanding Village master planning efforts to include the Barrio; the concept was received favorably

**October:** Staff solicits consultant proposals to assist in preparation of the Village and Barrio Master Plan, a document that would replace the Village Master Plan and Design Manual and encompass the Barrio

### 2014

**March:** Council awards contract to Dover, Kohl & Partners (consultant) to help prepare Village and Barrio Master Plan

**June:** Consultant visits and studies Master Plan area over two days, meeting with many city staff, residents, merchants, developers and other stakeholders

**Summer:** Staff initiates Master Plan outreach to the public and city committees and commissions

**September:** Consultant and staff hold a two-week public “charrette” at various Barrio and Village locations to receive community input and start the foundation for the Master Plan

### 2015

Throughout the year, staff makes presentations on the master plan to various community and city groups, including Barrio Strong and the Beach Preservation Committee as well as the Planning Commission and City Council

**November:** City releases first draft of Village and Barrio Master Plan for 60-day public review

**December:** Consultant and staff hold three-day mini charrette at various locations in the Village and Barrio

## 2016

**January:** Sixty day master plan public review period concludes; Planning Commission holds meeting to provide feedback on the first draft of the Master Plan

**April:** City releases second draft of Master Plan for public review; Planning Commission holds meeting to receive a staff presentation on the second draft and receive public comment

**May:** City begins comprehensive parking study of the Village, Barrio and nearby beach area to support the Master Plan

**July:** Planning Commission holds meeting at the Carlsbad Senior Center to receive additional public input on the second draft of the master plan

**October:** Planning Commission holds an additional meeting to confirm changes staff will propose or consider proposing as it prepares the third draft of the master plan

**November:** Staff solicits new consultant proposals to assist third draft preparation

## 2017

**February:** City Council approves a contract and budget proposal with new consultant RRM

**July:** City releases Village, Barrio, and Beach Area Parking Study for public review

**September:** City Council accepts parking study

## 2018

**January:** City releases the third draft of master plan for public review

**April - May:** Planning Commission holds a public hearing on the master plan on April 18, May 2, and May 16. At the May 16 meeting, Commission recommends master plan approval to City Council as provided in Resolutions Nos. 7293 and 7294

**July:** City Council approves the Village and Barrio Master Plan, related land use changes and environmental documentation on July 10 as provided in Resolution No. 2018-129 and Ordinance Nos. CS-333, CS-334, and CS-335. City Council adopts the ordinances on July 24

**August:** The Village and Barrio Master Plan becomes effective outside the Coastal Zone on August 24