

Village Barrio Architecture Design Commission;

May 2023

Hopefully you all will see this, our latest, input as a follow up to the pitch we have submitted to your commission previously. As a citizen commission we hope that you are open to and responsive to the input you receive from the community. With that, we ask that your final product include three additional recommendations to Council regarding Village architecture. These additional recommendations may be viewed as being outside your original scope, however we ask that you take the opportunity to color a bit outside the lines as we believe these three request to be as, if not more important to the character of our Village then your original task.

The Three additional recommendations to Council are;

- 1 Add to the V-B master plan standards on the appearance of building widths in the core area's three districts. The objectives are two fold; 1) Village character from scale, setting and street-scene. We call this Carlsbad neighborhood our Village, we need to add the standards to the MP that support that term. 2) A downtown character befitting the age and heritage of our 100+ year old Village. A "Main Street" image that will also provide character.

This request brings up what we see as a weak point in your final product. I have only been able to scan your work product. However I believe having the modern and coastal contemporary as approved styles leaves the Village prone to loose of its uniqueness and authenticity. As these styles will be used to build what is currently in vogue for the building industry. A style that is likely to remain attractive as it is striped down and so less costly to build. This will mean our Village will look more and more like all the other areas in SoCal being built today and that is a great lose. Think Grand Madison and/or Grand Jefferson buildings over 50-70 % of the Village, ya not a pretty picture a. Requiring a max width of 50ft or so with each facade having a separate architectural expression will mean no style should dominate the Village setting.

- 2 The architectural styles you have proposed are a set of the “tried and true” . I’d like to think we can make an extra effort and not just use “off the shelf” styles. We ask that you recommend to Council that this list of styles remain open ended for at least one additional style. A new style that will be a “Carlsbad Signature Style” indigenous to only Carlsbad. A style that attempts to reflect a sense of place and time, capturing a sense of identity and pride. Please recommend the list be left open ended to accept this new style if some entity in the community can pull together a creditable program for a design competition between building architects sponsored by our community businesses, so there will be little to no cost to the City.

- 3 P-35, need I say more, that is Planning Dept Policy 35, “Consistency determination”. Currently this policy says little to nothing regarding building design, which in itself says a lot. The use of this policy has just recently led to a “dumb-ing down of the architecture from approval to what was built on the largest development in the Village. Leaving the policy in place, as is, may easily mean we get more “dumb-ing Down” in the Village’s future. Please recommend to Council that this policy go through a substantial revision.