



Housing Element Update
PUBLIC INPUT
SUMMARY REPORT

December 2021



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Introduction

Since 1969, California law has required that all cities and counties demonstrate how they will meet the housing needs of everyone in the community. The state forecasts the need for housing based on population projections, and then each region must show how it will accommodate that need. When these forecasts are updated, housing plans, known as housing elements, must be updated too.

In the fall of 2021, the city gathered input on where new housing units could be built in Carlsbad to satisfy the state requirement that cities accommodate their fair share of the region's housing needs, including homes for people of all income levels and stages of life. Eighteen proposed locations were chosen based on public input gathered in 2020, input from a citizens advisory committee and direction from the City Council.

Over the next eight years, the state-mandated growth forecasts estimate Carlsbad needs to provide sites for 3,900 new housing units. The city can meet some of this number through existing locations and approved projects, but the city still needs to identify locations for about 2,600 new homes. Most of those need to be affordable for people with moderate to low incomes, according to state formulas for household income levels.

In August 2021, a draft housing site map was presented to the City Council, and the City Council approved an outreach plan to share it with community members. To help prioritize the listing of 18 potential sites for future affordable housing projects, the city held an engagement process to gather input from a wide array of diverse community voices. This report provides a summary of feedback received from community members on where future housing should be located in Carlsbad. City staff will present options related to the proposed sites based on this community input with the City Council in early 2022 for approval to move forward with the environmental review of those sites for one or more options (or alternatives). This will be ultimately presented as part of formal land use changes at public hearings in spring 2023.

About the findings

By providing multiple ways for the public to provide input, decision makers can hear from a large and diverse group of community members. However, unlike a scientific survey, the findings of this process cannot be generalized to the entire Carlsbad population within a defined margin of error.

That's why the input in this report should be considered with a similar weight as other qualitative forms of feedback that have always been part of the city's decision-making process, such as comments made at City Council meeting or emails sent to the city expressing an opinion.

How we engaged

City of Carlsbad staff designed and implemented a public involvement strategy to engage City of Carlsbad community members and gather their input on potential locations for future housing in Carlsbad to meet state requirements.

Due to COVID-19 conditions, the city chose not to hold in-person meetings. Instead, interested community members shared their perspectives and feedback through virtual online workshops, an online survey, via email and mail.

Details on each engagement opportunity are provided below.

Workshops

City staff held two virtual workshops that included a short presentation about the city's Housing Element Update process, the locations of potential sites and how they were chosen.

Community members provided input by responding to questions and providing comments during an open comment session. Participants also provided feedback on the 18 potential housing locations during small group breakout discussions, which were then summarized for all meeting participants.

- ▶ Two online public workshops
 - Sept. 15, 2021
 - Sept. 22, 2021
- ▶ 71 people attended the community workshops
 - 30 people attended the Sept. 15 workshop
 - 41 people attended the Sept. 22 workshop
 - 7 people attended both workshops

Each workshop was recorded and is available online at www.carlsbadca.gov/housingplan.

Survey

To encourage broad participation, the City of Carlsbad also invited community members to share their thoughts about each site for potential housing through an online survey offered in English and Spanish.

- ▶ Online survey in English and Spanish: Sept. 2 - Oct. 1, 2021
- ▶ 950 participants completed in the online survey

Mailed/emailed comments

Community members were also invited to submit their feedback via mail or email on the potential housing sites.

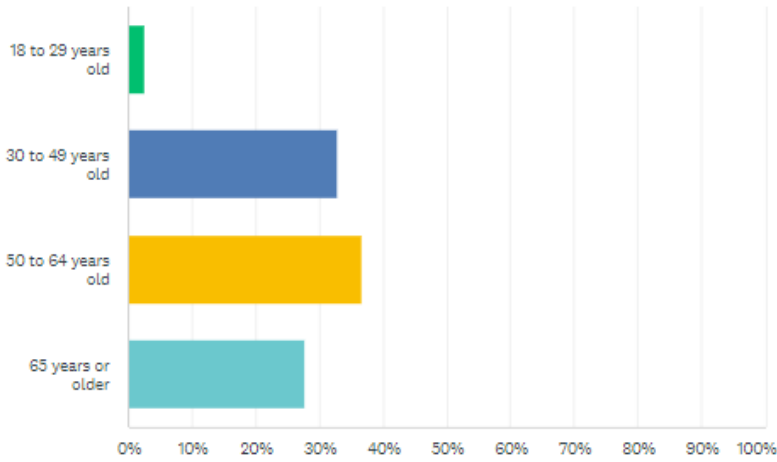
- ▶ Submittal of public comments via email or mail: Sept. 2 - Oct. 22, 2021
- ▶ 95 public comments were received via email or mail

ZIP code representation

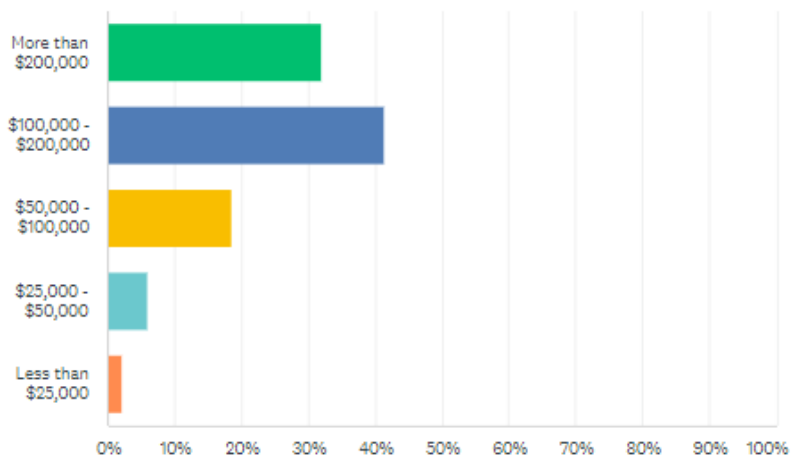
	92008	92009	92010	92011	92018	92024	92056	Other/ NA
Meeting participants	29	3	14	20	0	1	0	4
Survey participants	317	121	212	266	4	3	4	23

Additional demographic information was gathered from those who participated in the online survey:

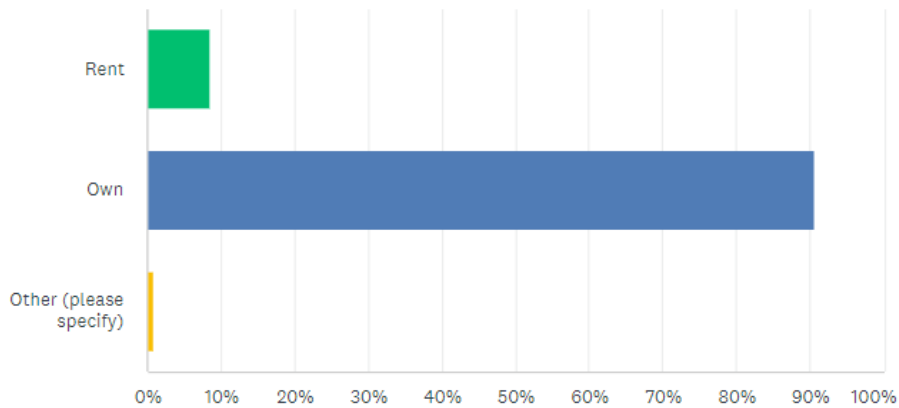
Age



Income



Own/rent



Informational materials

City staff notified community members about the various opportunities to get involved through advertising, fliers, news releases, social media and email. Regular updates and information was made on the project webpage at www.carlsbadca.gov/housingplan.

- ▶ 9 newsletter updates with an open rate of 40% or higher were emailed to approximately 1,500 community members interested in housing issues and approximately 9,600 on the city's general email list
- ▶ 21 social media posts on the city's Twitter, Instagram, Facebook and Nextdoor accounts with a total reach of more than 55,000 individuals
- ▶ 1 news release on the home page of the city website
- ▶ 300+ fliers distributed to libraries and community centers throughout the city
- ▶ 4,010 letters sent to owners of identified sties and neighboring community members



OUR HOME OUR FUTURE

Give input on future housing locations

Mark your calendars for upcoming virtual workshops on locations for future housing in Carlsbad. The first workshop is this Wednesday.

The city needs to identify locations for about 2,600 new homes to fulfill the state's requirement that all cities in the region provide enough housing to meet anticipated needs. Most of these homes need to be affordable for people with moderate to low incomes, according to [state formulas for household income levels](#).

We'd like your input on [18 proposed locations](#) for future housing chosen based on public input gathered last year.

Virtual public workshops (held via Zoom)
Wednesday, Sept. 15, 5:30 to 7:30 p.m. | [Register here](#)
Wednesday, Sept. 22, 5:30 to 7:30 p.m. | [Register here](#)

Find out what to expect at the workshops [here](#).

If you can't make it to one of the workshops, you can share your feedback via an [online survey](#) available through Oct. 1.

You can also send comments via mail or email by Oct. 22 to:
Scott Donnell, Senior Planner, Community Development
1635 Faraday Ave., Carlsbad, CA 92008
scott.donnell@carlsbadca.gov

All feedback, along with updated maps, will be presented to the City Council in early 2022.

City of Carlsbad - Official
September 8 at 1:50 PM

We've identified 18 potential locations for required new housing in Carlsbad, based on community input last year and City Council direction. 🏠 Take a look at the map 📍 and let us know what you think. Give input through online survey or attend an upcoming virtual meeting. Draft map and more info here: <https://loom.ly/Pl06rkc>



#OurHomeOurFuture

ONLINE SURVEY
Through Oct. 1

VIRTUAL WORKSHOPS
Sept. 15 | Sept. 22

City of Carlsbad

City of Carlsbad - Official
September 27 at 2:30 PM

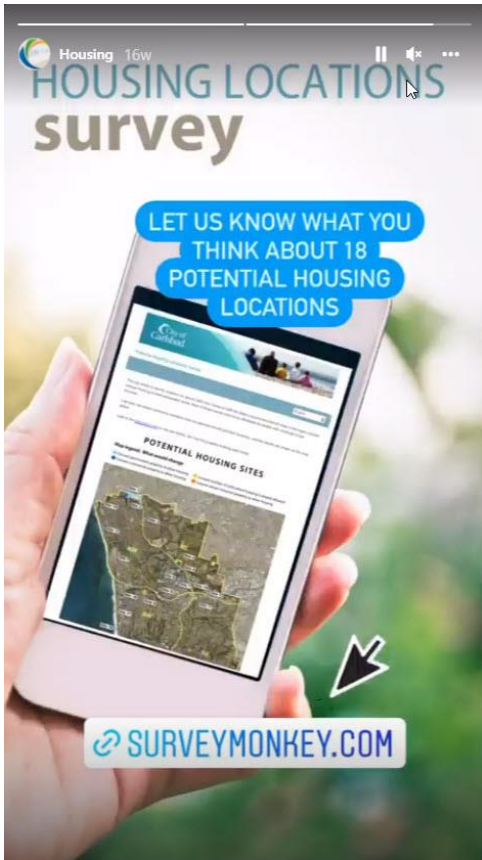
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#OurHomeOurFuture

ONLINE SURVEY
Through Oct. 1

City of Carlsbad



Housing 16w

HOUSING LOCATIONS survey

LET US KNOW WHAT YOU THINK ABOUT 18 POTENTIAL HOUSING LOCATIONS

POTENTIAL HOUSING SITES

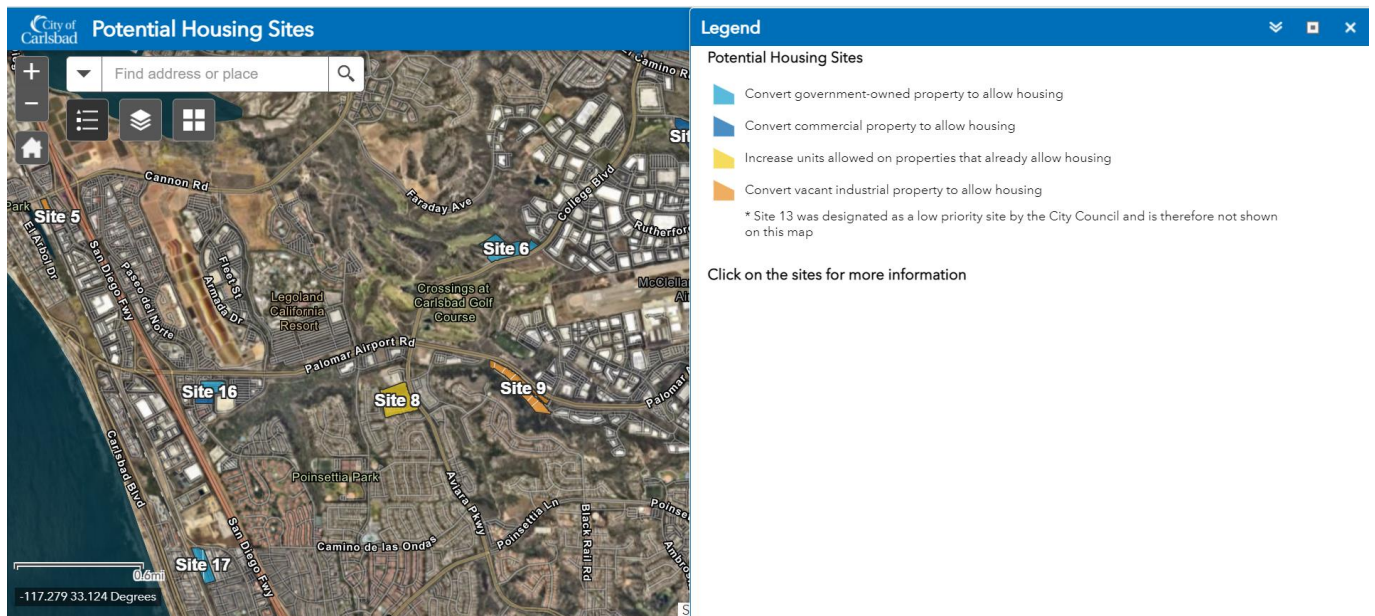
[SURVEYMONKEY.COM](https://www.surveymonkey.com)

carlsbadcagov
Carlsbad, CA, United States



carlsbadcagov We've identified 18 potential locations for required new housing in Carlsbad, based on community input last year and City Council direction. 🏠 Take a look at the map 📍 and let us know what you think. Give input through online survey or attend an upcoming virtual meeting.
ONLINE SURVEY through Oct. 1
VIRTUAL WORKSHOPS: Sept. 15 and Sept. 22
Draft map and more info at carlsbadca.gov

An interactive map was created showing the 18 potential sites, including links to a comprehensive fact sheet for each site.



Presentations

City staff also made presentations to several community groups and city boards and commissions, including:

- Carlsbad Chamber of Commerce
- San Diego Building Industry Association
- Carlsbad Village Association
- Carlsbad Hi-Noon Rotary Club
- Rotary Club of Carlsbad
- City of Carlsbad Planning Commission
- City of Carlsbad Independent Redistricting Commission

Outreach to diverse groups

Direct outreach was completed to more than 45 community organizations that serve residents with low incomes. Some of those organizations included:

- Carlsbad Young Professionals
- Community Interface Services
- Community Resource Center North County
- Legal Aid Society

- Center for Social Advocacy
- Meals on Wheels
- Women’s Resource Center
- Solutions for Change
- Interfaith Community Services
- MAAC Project
- North County Lifeline
- Oceanside Kitchen Collaborative
- Catholic Charities
- Carlsbad Unified School District

The online survey and informational materials were made available in Spanish and a Spanish speaking project team member contacted and met with Spanish speaking community members directly to gather their feedback. Fliers in Spanish were made available at city facilities in the Village and Barrio where members of the Spanish community frequent. Visits were also made to school meetings and other events for Spanish speaking community members.

NUESTRO HOGAR... NUESTRO FUTURO

Ubicaciones de vivienda

Se necesita la opinión del público

La ciudad necesita identificar ubicaciones para aproximadamente 2,600 casas nuevas para cumplir con el requisito del estado de que todas las ciudades de la región proporcionen suficientes viviendas para satisfacer las necesidades previstas. La mayoría de estas viviendas deben ser asequibles para personas con ingresos moderados a bajos.

Nos gustaría recibir su opinión sobre dieciocho ubicaciones propuestas elegidas en función de las opiniones del público recopiladas el año pasado.

ReTalleres públicos virtuales (a través de Zoom)
14 de octubre de 2021, 5:30 p.m.
bit.ly/3lelrOK

Realice nuestra encuesta en línea hasta el 22 de octubre
surveymonkey.com/t/ubicacionesvivienda

Por correo postal o correo electrónico antes del 22 de octubre
Scott Donnell, Senior Planner
1635 Faraday Ave., Carlsbad, CA 92008
scott.donnell@carlsbadca.gov

carlsbadca.gov/housingplan

City of Carlsbad

What we heard

Following is a summary of key themes that emerged from feedback received through all engagement opportunities. This summary reflects feedback that was most commonly shared, although it's important to note that this was not a representative sample of Carlsbad residents, nor can we know to what extent the views of participants represent the views of residents overall. Verbatim responses are included in the [Appendix](#).

Where housing should go

- Build new developments to replace run-down homes/businesses and vacant properties
- Combine business uses with housing (mixed use)
- Concerns about potential conflicts between residential and business areas
- Maintain coastal areas, historic areas, open areas and make sure there are enough parks for the housing being built
- Residential neighborhoods should not be rezoned, and affordable housing should not be built near single family homes
- Sites should be government-owned
- Convert commercial and industrial properties, such as those near Palomar Airport Road
- Promote a sense of community; industrial areas might not be well-suited to this and could also be difficult for transportation
- Concerns about building homes near power lines
- Sites should be accessible to people with disabilities and who have low incomes.
- Sites should be safe, close to jobs and walkable and provide access to natural spaces and transit.
- Do not building more housing in North Carlsbad, the Barrio, Old Carlsbad or the Village

Affordable housing support

- All sites are needed and should be built, and the city should plan for more affordable housing than what is required by the regional housing needs assessment
- This is a critical issue for Carlsbad and the city has previously been a leader in well-developed and designed affordable housing
- People from all socio-economic backgrounds should be able to live in the city and limit wealth segregation
- Sites should include condos in addition to rental properties so there could be an opportunity for low to moderate income residents to purchase housing in order to build wealth

- Housing development should keep pace with the growth in the job and economic sectors the city has seen
- Spread the word about available affordable housing opportunities and create a waiting list

Sustainability opportunities and environmental concerns

- Sites should be near public transit and jobs in order to reduce vehicle miles traveled and reduce traffic
- Don't replace parking near transit stations because it may inhibit commuters from using these services
- Protect open spaces and environmentally sensitive areas, such as Buena Vista Lagoon
- All units should have electric charging garages
- Consider impacts of climate change on the city, including that some sites may be affected by sea level rise, additional housing could further water scarcity and statewide drought, and the city should be focused on climate impact mitigation methods rather than more housing

Affordable housing concerns

- Carlsbad could become overbuilt leading to a "cement city," which could damage its "positive atmosphere" and potentially "destroy another piece of paradise"
- Don't force additional units where there is already limited space
- Too much development would strain local infrastructure, bring an increase of crime into the area, diminish surrounding home values and cause overcrowding in schools
- Carlsbad should not be forced to add more housing by the state. City officials should fight this law or cities should band together to fight the mandate collectively
- Make sure affordable units actually go to income-eligible residents and, if needed, help bridge the income gap for those who are in need
- More density will not necessarily result in affordable housing in Carlsbad because it is a coastal community and prices are higher

Supporting all ages

- Build more housing for seniors and those experiencing homelessness
- Locate housing to be walkable and close to shops and amenities for seniors
- Young people make too much money to get assistance but not enough to afford a home in Carlsbad, and this will result in losing young professionals to other areas

Issues of fairness

- Distribute sites evenly throughout the city. The north, northwest and downtown areas are already saturated or have developments in process, while others, such as the southeast and Robertson Ranch and Faraday areas, are not being discussed
- Affordable sites should be built in the east, away from the waterfront, or east of I-5, because current residents pay a premium to live in these locations
- Carlsbad doesn't need affordable housing because nearby communities like Oceanside, Vista and San Marcos have a lower cost of living
- Changing areas planned for shopping to housing is like a "bait and switch"
- The city is advocating for more housing so it will get more money from development

The development process

- Carlsbad's land use approach would increase developer profit and give them a "density bonus" while driving up land costs and actually reducing affordability
- Require developers to increase the number of affordable housing units built, offering additional incentives to encourage the development of more affordable housing, curtailing Airbnb and vacation rentals, and prohibiting developments where investors can purchase properties and rent them out
- City workers should receive priority for housing
- Focus on sites for low-income units rather than moderate income units
- Plan for more single-family homes rather than multi-unit complexes

Traffic and parking concerns

- Housing development will have a negative effect on local traffic congestion and parking availability
- The community profile near Oceanside's transit station has changed as a result of affordable housing nearby
- Housing located directly on the parking sites for the train could take away parking from those who commute to the train, potentially encouraging people to just drive instead
- Don't put more housing in areas that already have traffic congestion, such as around schools

The outreach process

- Not everyone could provide input because the opportunities were all online due to COVID-19
- The city should send mailers to reach people who aren't online
- The city's outreach process was thorough and provided multiple ways to provide input

- The initial Housing Element sites survey, which was used to develop criteria for choosing sites, was not representative/scientific
- Community members cannot trust the city to be truthful

Common questions

Members of the public had the following questions about the Housing Element Update (responses have been provided on the project website):

- Is more housing required because the City of Carlsbad receives state funding?
- Is every city in California is required to accommodate more housing?
- What will happen with government-owned property if it is designated for a housing site?
- How are water supply, traffic, parking and schools affected by new developments?
- What percent of units would be sold at market price vs. reduced rent?
- Do developers restrict tenants based on income levels?
- How does existing planned housing affects the number of units needed?
- How do new state laws Senate Bill 9 and Senate Bill 10 affect Carlsbad?

Site specific feedback

Community members were given the opportunity to provide feedback on 18 potential sites for future housing. The [online map](#) available throughout the public comment period identified and provided information about each site.

As a reminder, because people self-selected to provide input on housing sites, their input cannot be considered representative of the entire Carlsbad community. Instead, the feedback on the following pages reflects the views of about 1,000 people who were aware of the opportunity to get involved and chose to provide input.

Mixed comments (positive and negative)

Sites 1, 2 and 19

Mostly negative comments

Sites 3, 4, 8, 14, 18

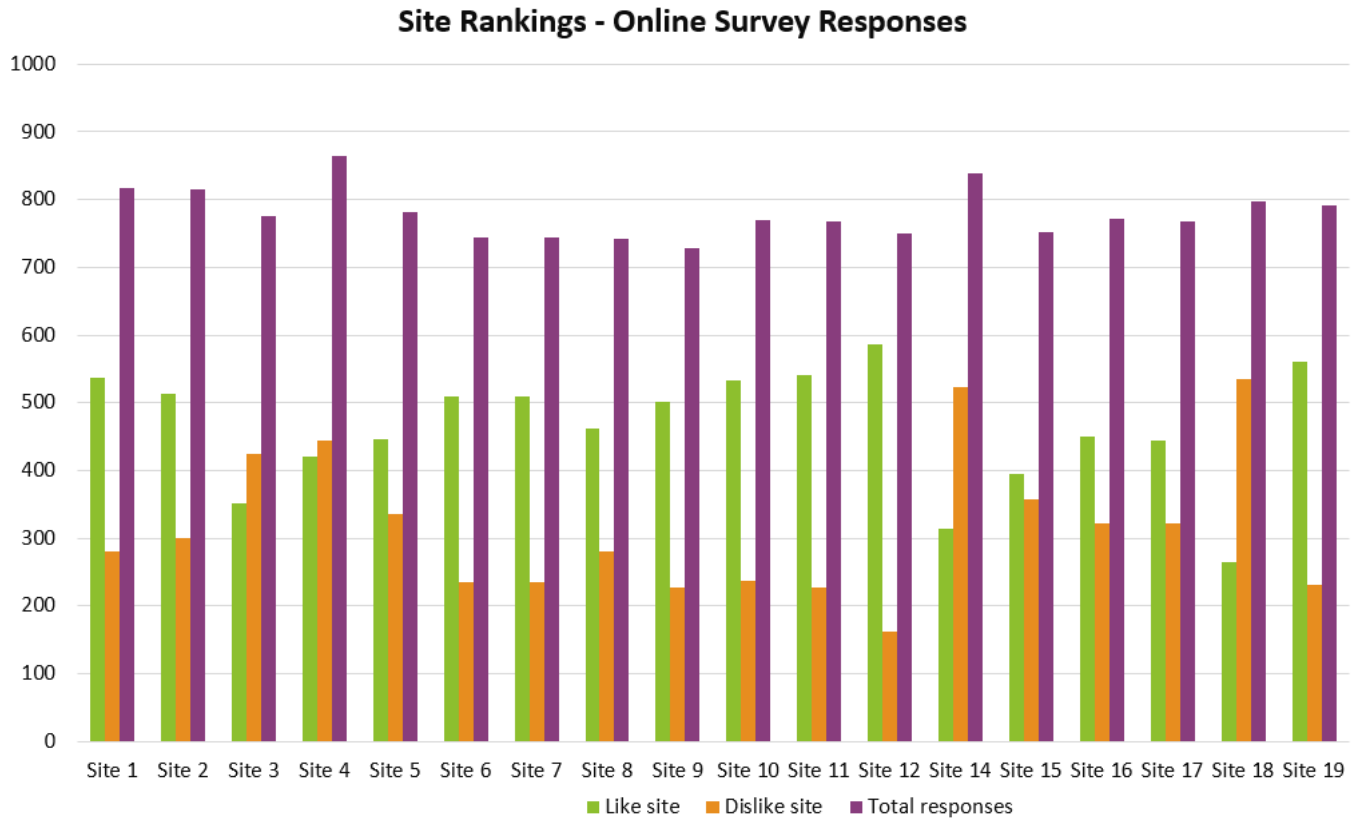


Fewer comments overall

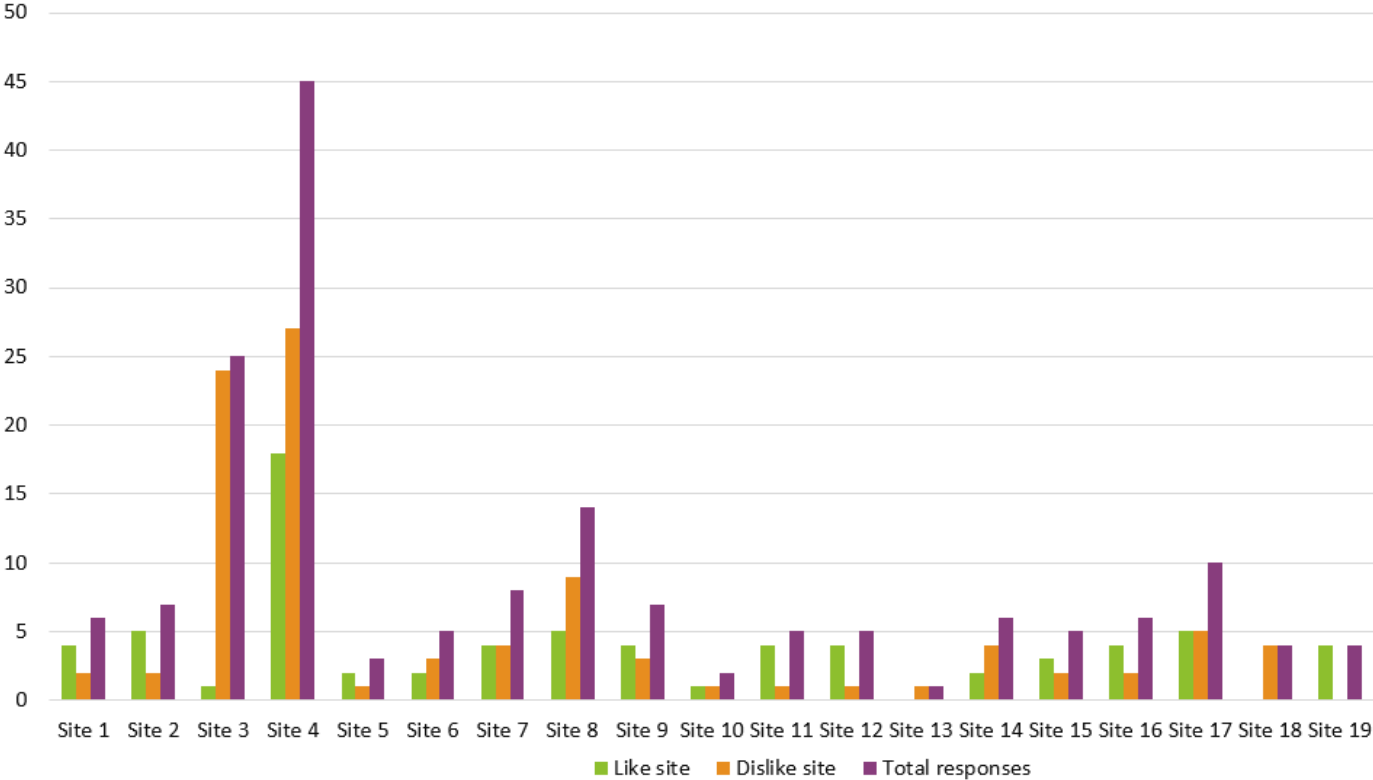
Sites 5, 6, 7, 9, 10, 11, 12, 15 and 19.

Volume and nature of comments

The charts below shows the number and nature of comments received for each potential housing site through the online survey and comments received via mail or email.

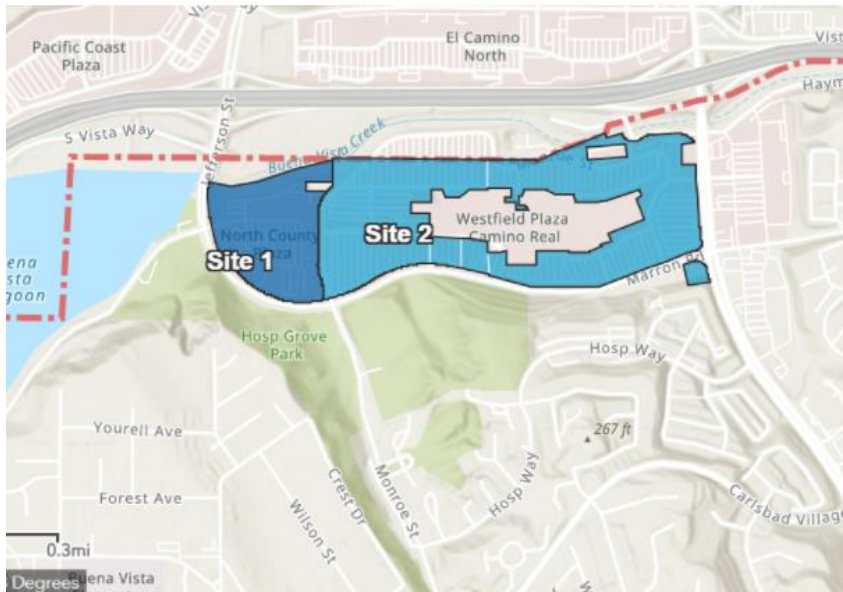


Site Rankings - Mailed and Emailed Comments



Site 1 – North County Plaza

Site 1, the current North County Plaza shopping center, is located along Marron Road near Jefferson Street. An application to develop a portion of the site with approximately 240 apartments has been received by the city. Site 1 is approximately 19 acres.

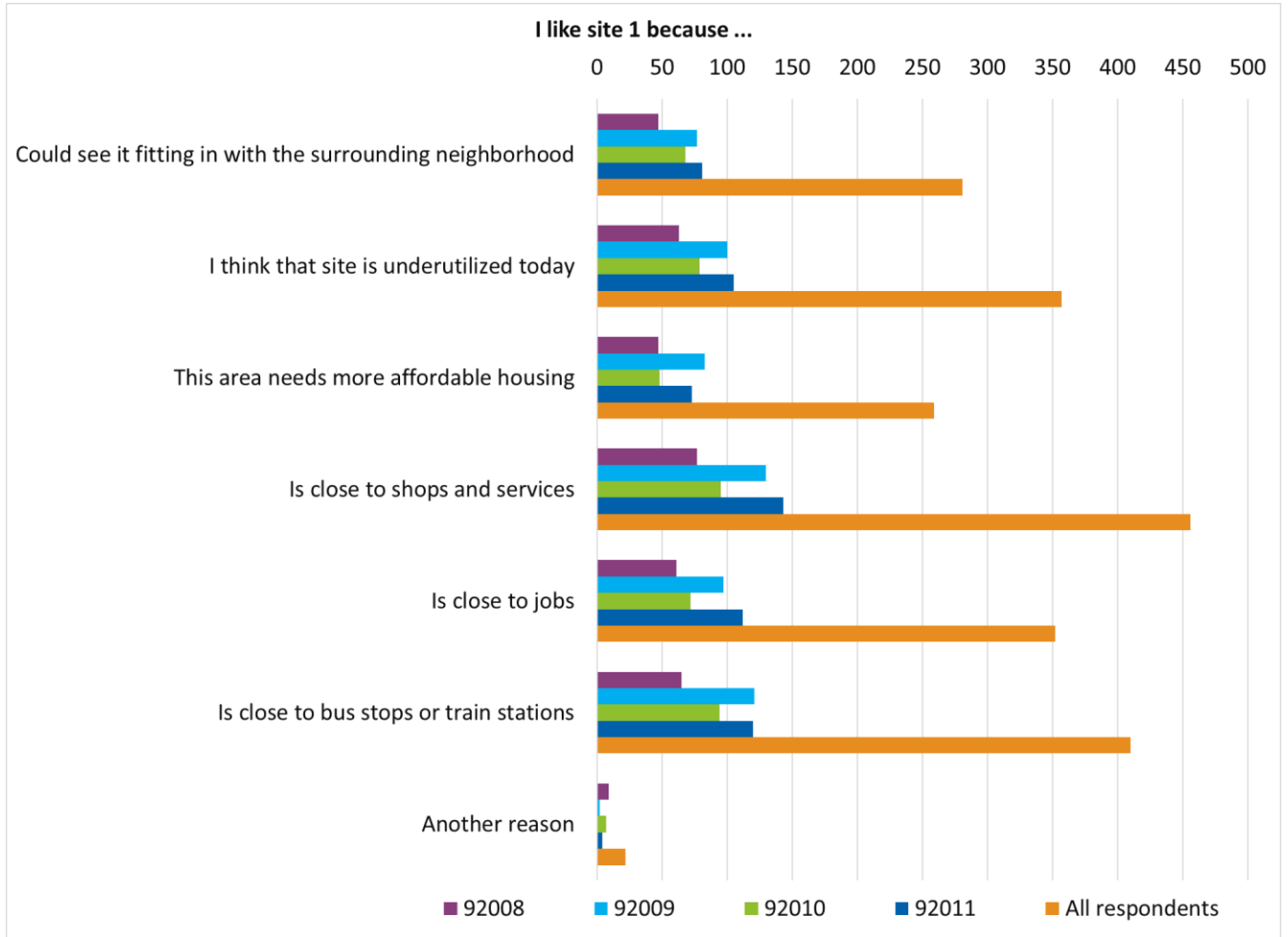


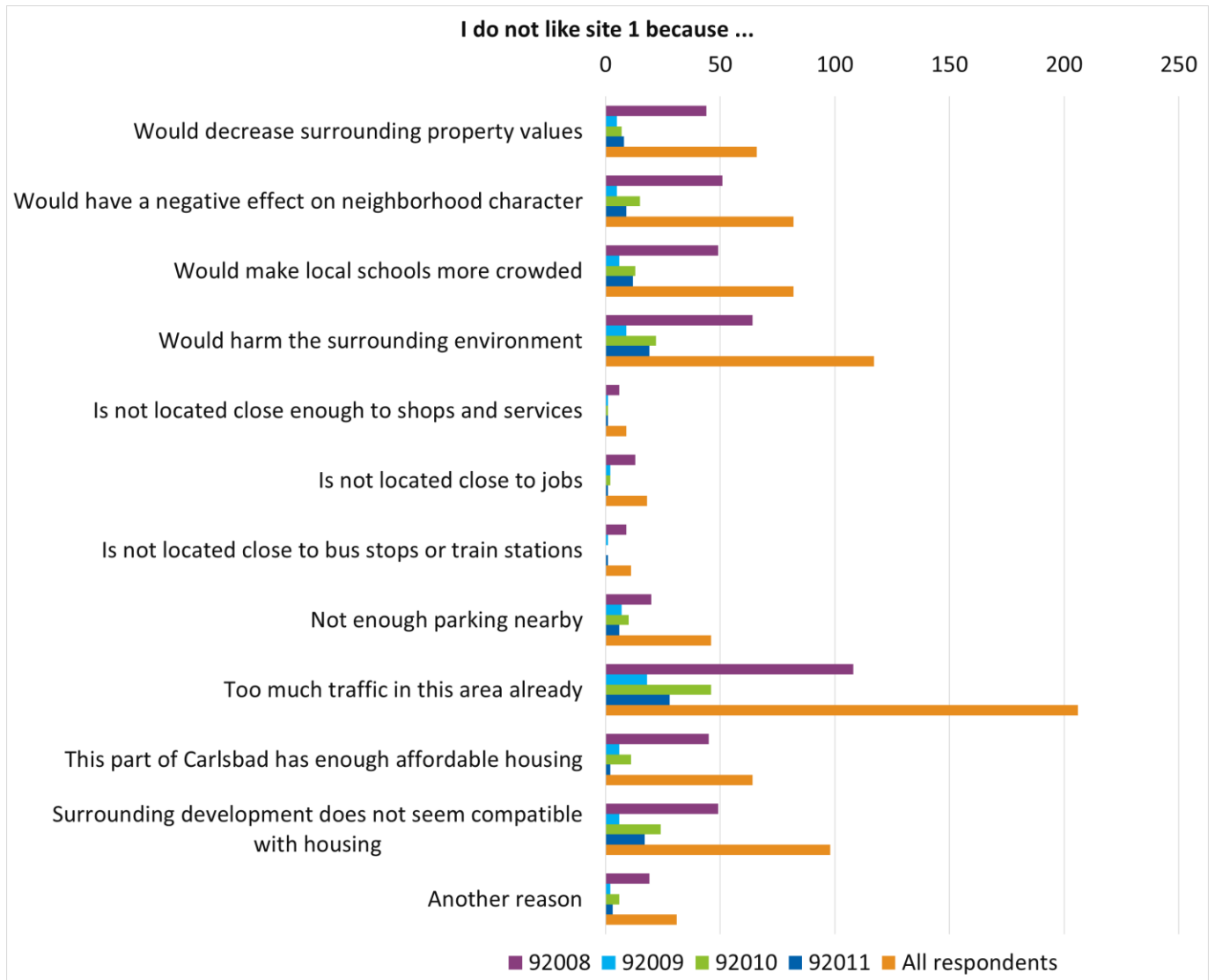
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 1 as a location for future housing.





Summary of open ended comments in support

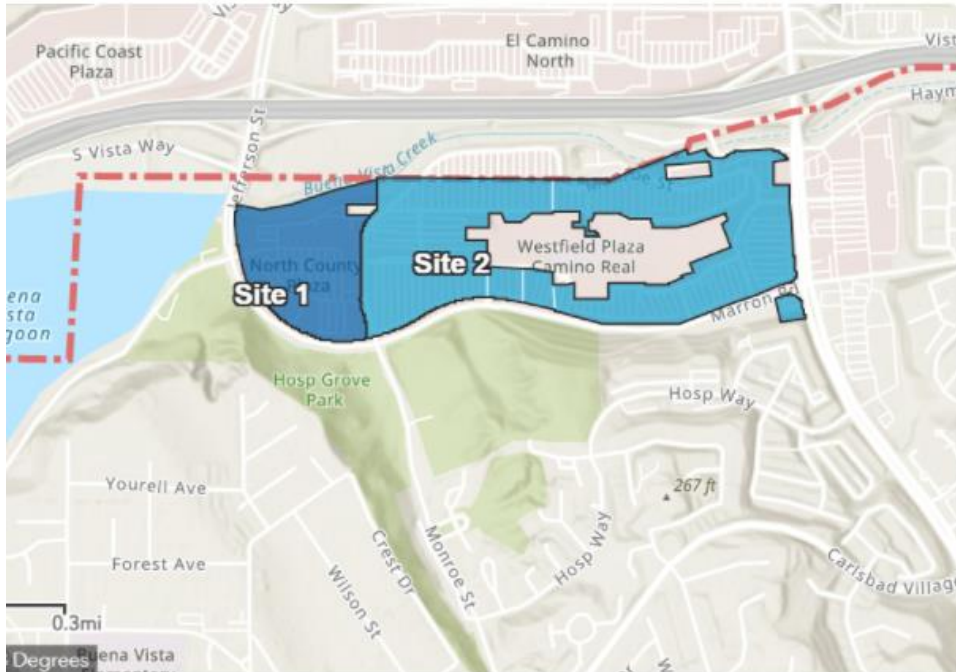
- Proximity to shops, jobs, and transit
- City-owned
- Currently underutilized commercial property
- Large capacity for high density housing
- Walkability
- Good for mobility, as traffic goes in both directions off Jefferson and it features a major bus transfer site
- Provides access to the Scripps facility at Jefferson and Vista

Summary of open ended comments in opposition

- Need for rezoning
- Increase in traffic, particularly close to transit
- Increase in traffic at intersections around Jefferson and El Camino Real, as well as SR-78 and the I-5
- Demands on infrastructure
- Access to public transit could be difficult
- Proximity to the freeway and El Camino Real could lead to an increase in crime with bored youth
- Decrease in quality of life for residents in surrounding area
- Some felt development at this site should incorporate a restored wetlands area
- Impacts of eliminating businesses
- Some felt this site should be left as a retail area, and noted that if retail is removed other sites nearby would be developed into a retail space to make this accommodation
- This site is already too busy
- Harm to the existing environment
- Strain on schools and traffic
- Northwest quadrant is already crowded
- Distribution of housing should be spread more equally

Site 2

Site 2 consists of several parcels that make up the parking lot surrounding The Shoppes at Carlsbad mall. The 57-acre parking lot is owned by the City of Carlsbad. The site is west of El Camino Real and between California State Route 78 highway and Marron Road.

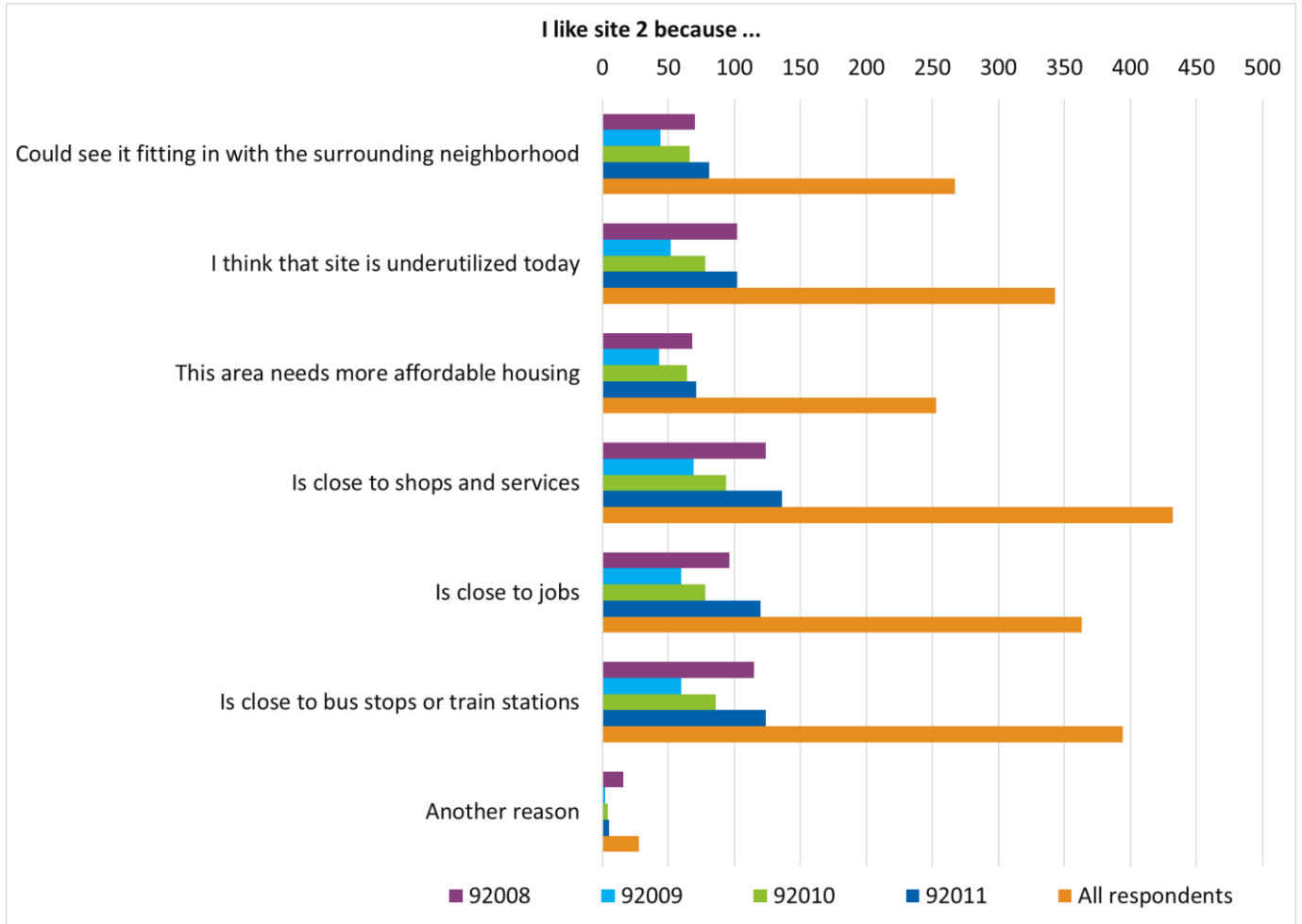


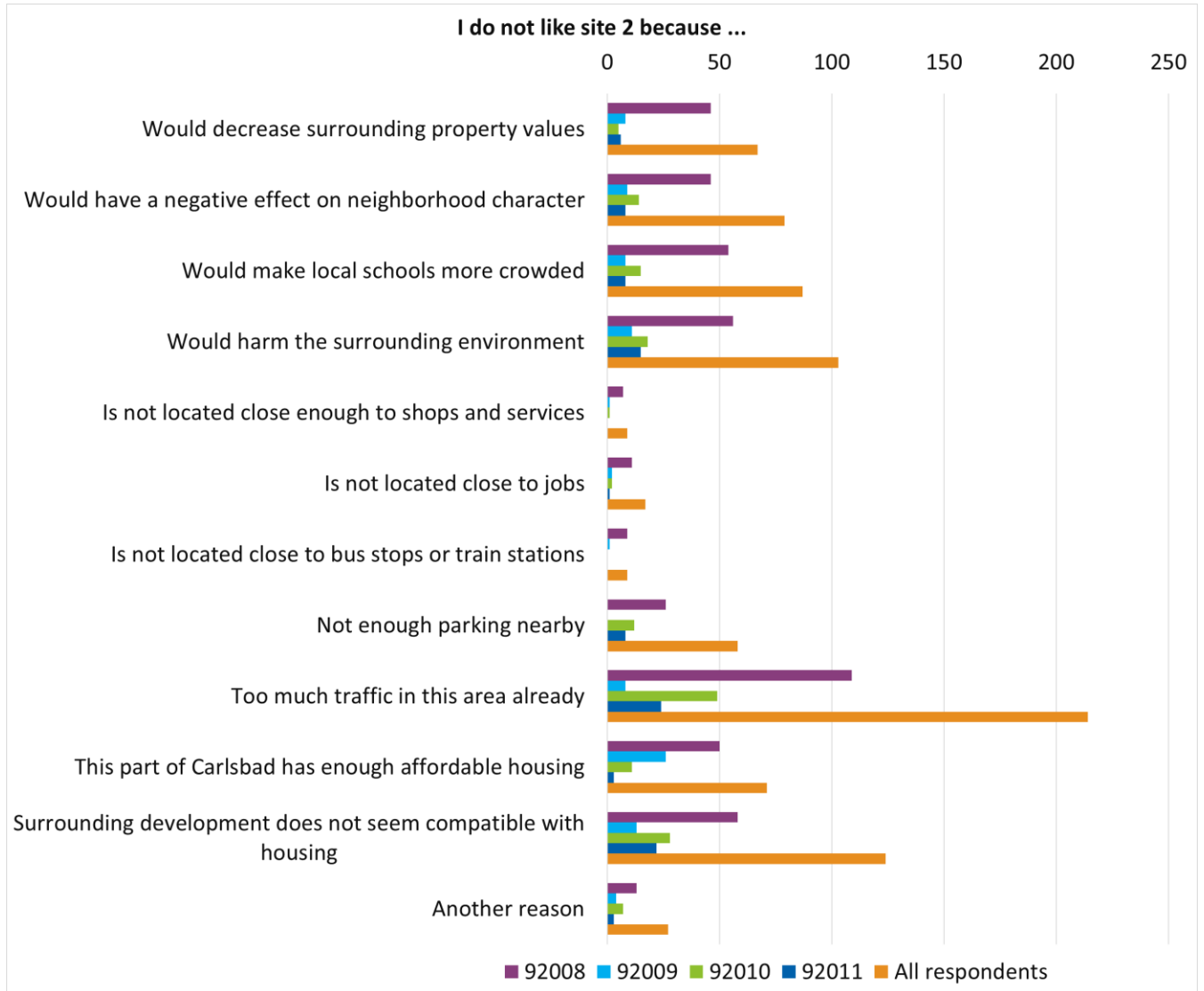
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 2 as a location for future housing.





Support

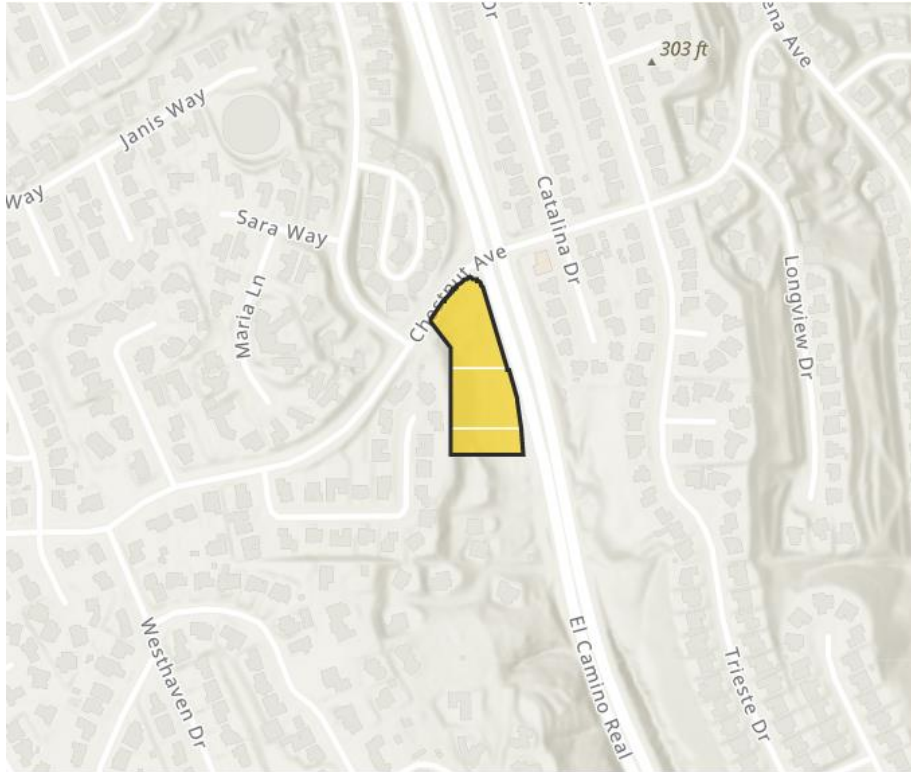
- The space is currently underutilized, particularly part of the parking area
- Possibility of mixed-use development
- Proximity to transportation and shops
- High number of units possible
- Walkability
- City-owned
- Access to the Scripps facility at Jefferson and Vista

Concerns

- Loss of parking for the mall
- Teenagers living in these units would have too much opportunity to get in trouble at the mall
- Increased traffic congestion
- Impacts to people experiencing homelessness
- Hosp Grove Park is not an area to develop
- This area in general is not suitable for housing
- Eliminating stores to create housing would negatively impact tax revenue for the city, potentially leading to a tax increase in the future, if retail was removed here, it would just be built at a different location nearby
- Traffic congestion, particularly at the intersection of 78 and the 5
- A plan for 1,000+ units could be too dense and strain existing infrastructure
- How sea level rise would affect this site
- Potential impacts to the lagoon

Site 3

Site 3 is a group of three vacant and adjacent residential properties at the southwest corner of El Camino Real and Chestnut Avenue. Together, the properties total 2.5 acres.

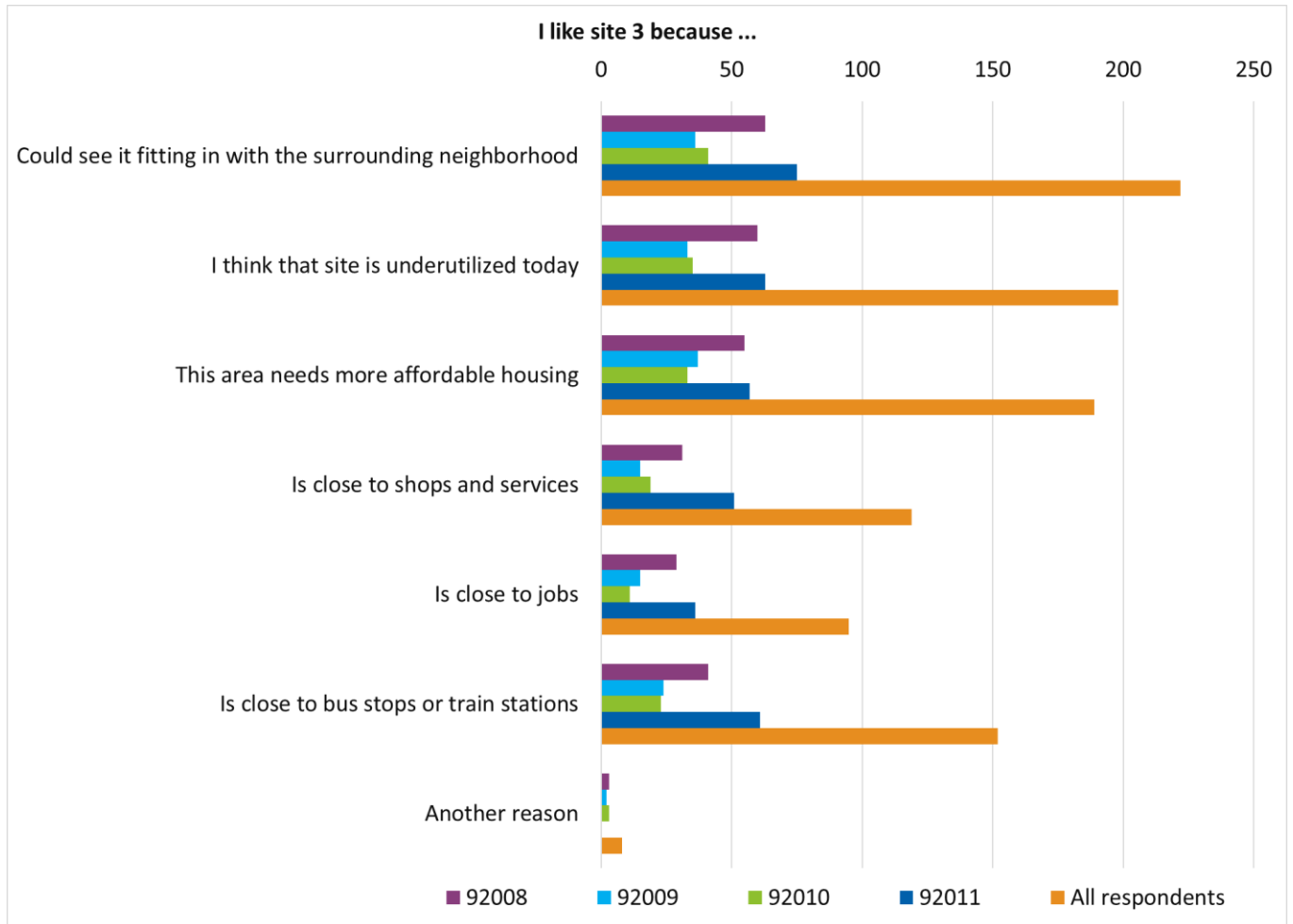


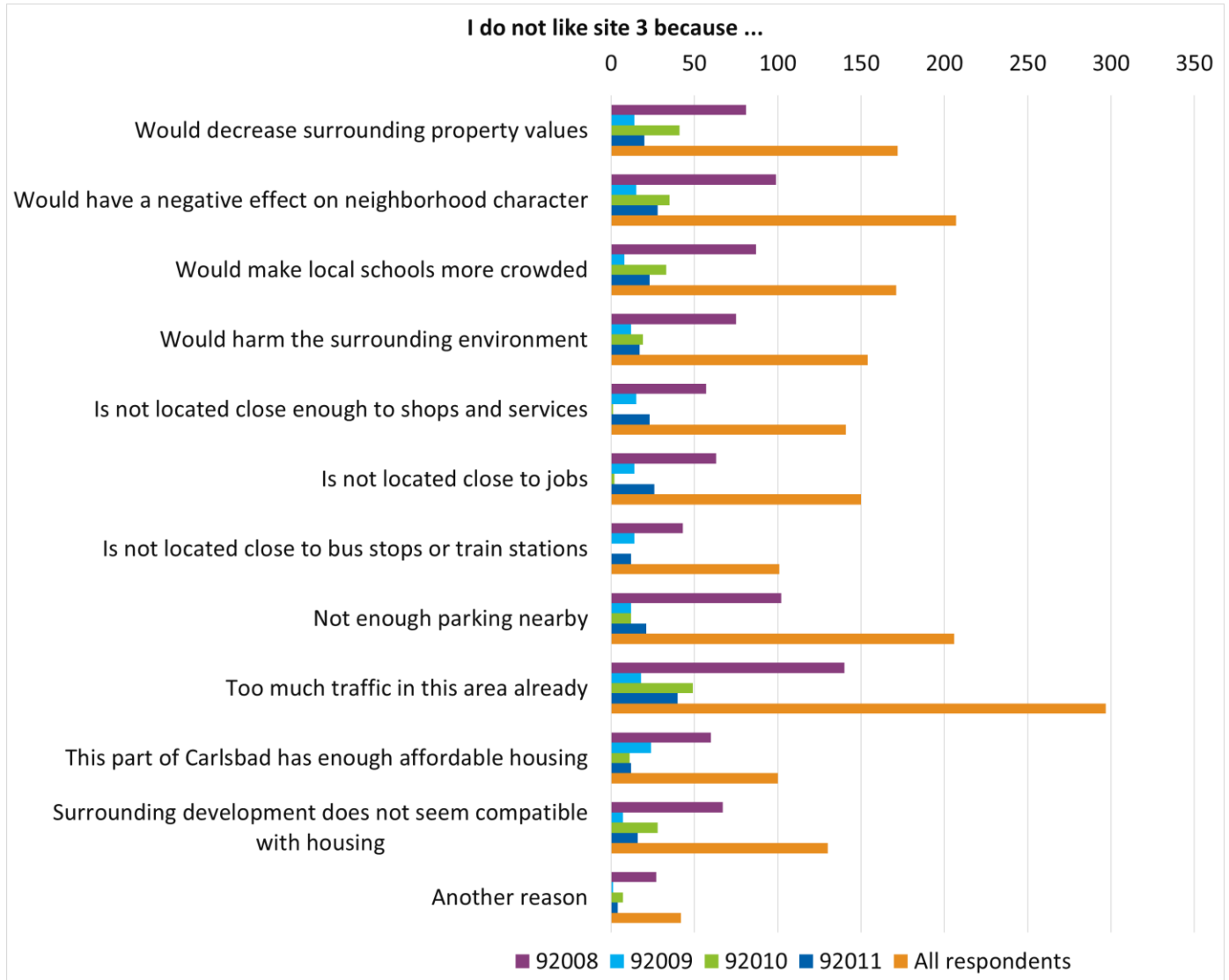
Map legend: What would change

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- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 3 as a location for future housing.





Support

- Proximity to schools
- Fits in with the surrounding neighborhood
- Site is underutilized today

Concerns

- Affordable housing development was incompatible in the pre-existing neighborhood, e.g. aesthetically, affordable housing would stick out against existing homes
- Limitation of views
- Negative affects to neighborhood character
- Preference for more markets, commercial development rather than housing
- Limited parking

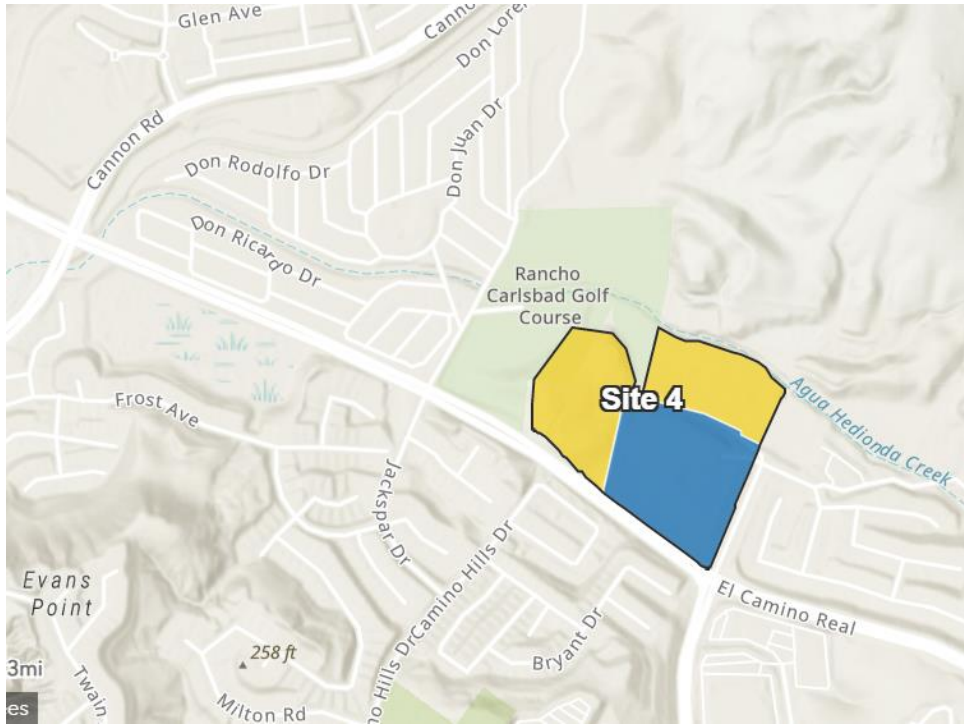
- Increase in traffic
- Accessibility issues given location on El Camino Real
- Traffic at intersections like El Camino and Chestnut
- Safety for drivers, pedestrians and kids walking and biking to schools
- Overcrowding at schools
- Biologically sensitive zone with many plants like eucalyptus trees, birds, reptiles and mammals
- Lack of safe streets for children living in affordable housing sites to play
- Not close to shops or services
- Not close to public transportation except buses
- High cost of developing and maintaining site
- Connections to sewer systems
- Proximity to an aviation fuel line
- Presence of indigenous Indian human remains and relics adjacent to this site, which caused construction to halt for several months on the El Camino widening project
- Area is already well-developed, and that with Marja Acres ¹approved and the density of El Camino Real, it will be too dense if additional housing is added
- Doubt this site could meet the El Camino Real development standards approved by council resolution 7642 Feb. 8, 1984²
- Worsening of homeless situation given proximity to beach

¹ The City Council approved the Marja Acres project in November 2020. The project features 294 units including 46 apartments rent restricted to seniors with lower incomes. Marja Acres also features a commercial component. The project location is south of the intersection of El Camino Real and Kelly Road. More information is available in the [Nov. 3, 2020, City Council staff report](#).

² This refers to [City Council Resolution 7642](#) and the El Camino Real Corridor Development Standards.

Site 4

Consisting of three separate properties totaling nearly 40 acres, Site 4 is at the corner of El Camino Real and College Boulevard, which terminates along the site. The properties are currently designated for residential, commercial and open space uses.

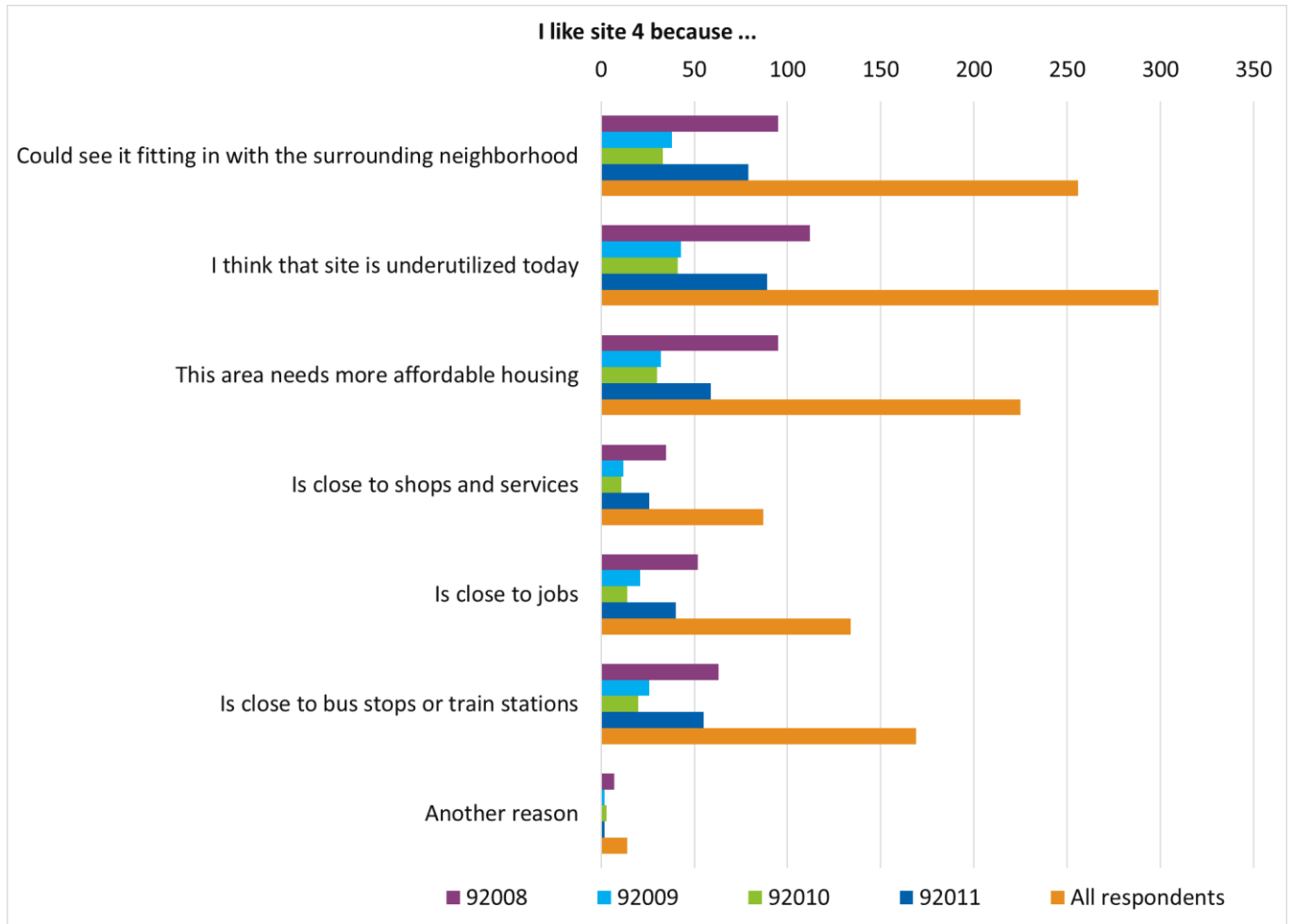


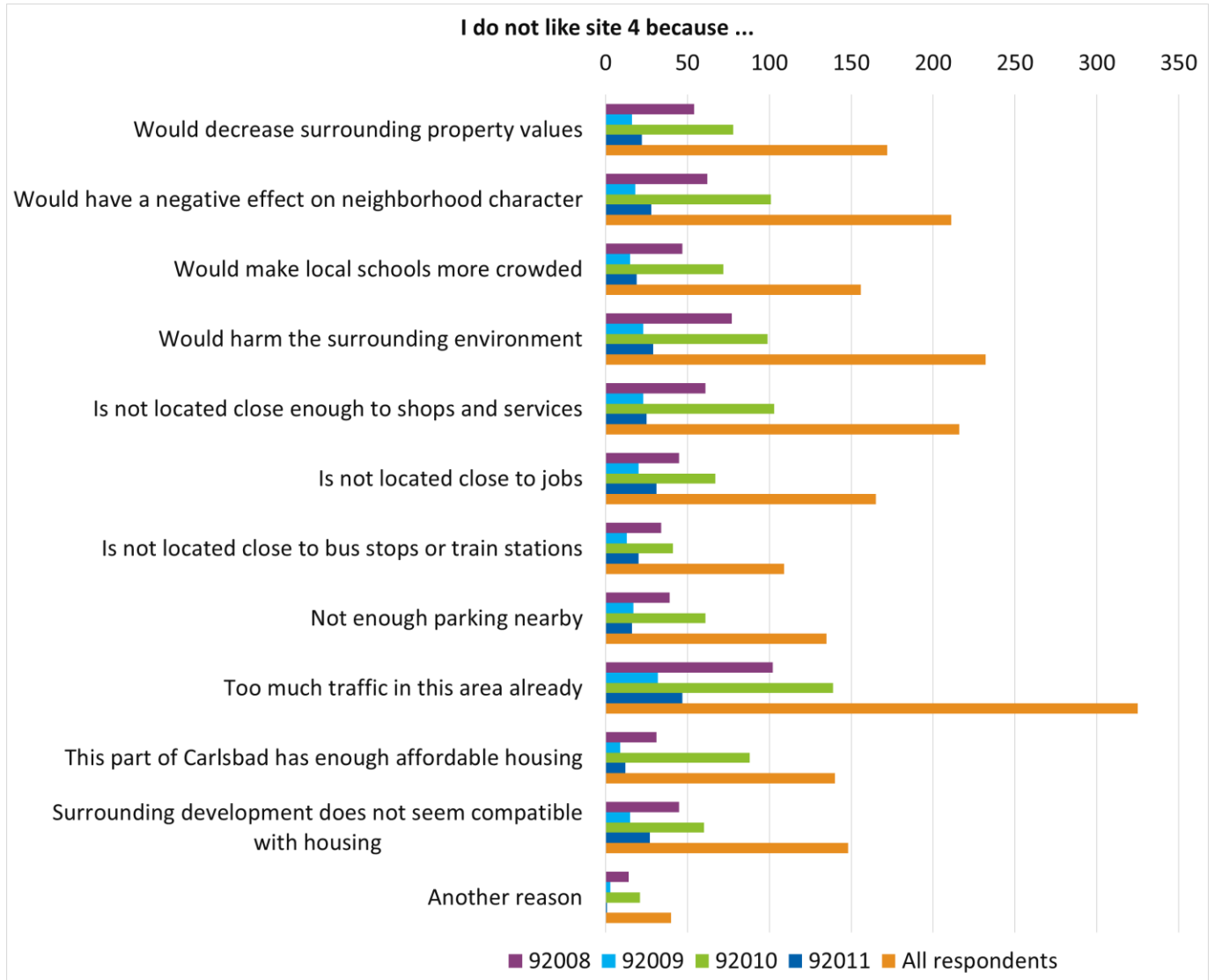
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 4 as a location for future housing.





Support

- Possibility of mixed-use development, which could support home desirability and value
- Increased density can improve success of retail
- Site could support bus service
- Site is currently underutilized today
- Ability to fit in with surrounding neighborhood

Concerns

- What would happen to existing shopping center site
- Proximity of existing and planned developments, including low-income apartments, a new senior community, mobile homes, section 8 apartment buildings, and the large project south of Sage Creek high school, and further increases to traffic congestion

- Need to be mindful of underground gas line on the east side of El Camino Real
- This site houses the Adobe ranch house for the Rancho Agua Hedionda, which is a valuable historic site
- Loss of open space and natural resources such as one of Carlsbad's few year-round creeks and giant oaks, sycamores and more
- Diminished opportunities for small-scale local retail and shopping by making this site all residential rather than mixed-use
- Low walkability
- Need for shopping centers support the population currently there
- Plans to build Walmart not carried through
- Traffic during rush hour commute times
- Lack of parking
- Diminished home values
- Lack of nearby parks
- Area is a flood zone

Site 5

A 2-acre parcel presently used for car storage and designated for industrial use, Site 5 is located at the southwest corner of Cannon Road and Avenida Encinas.

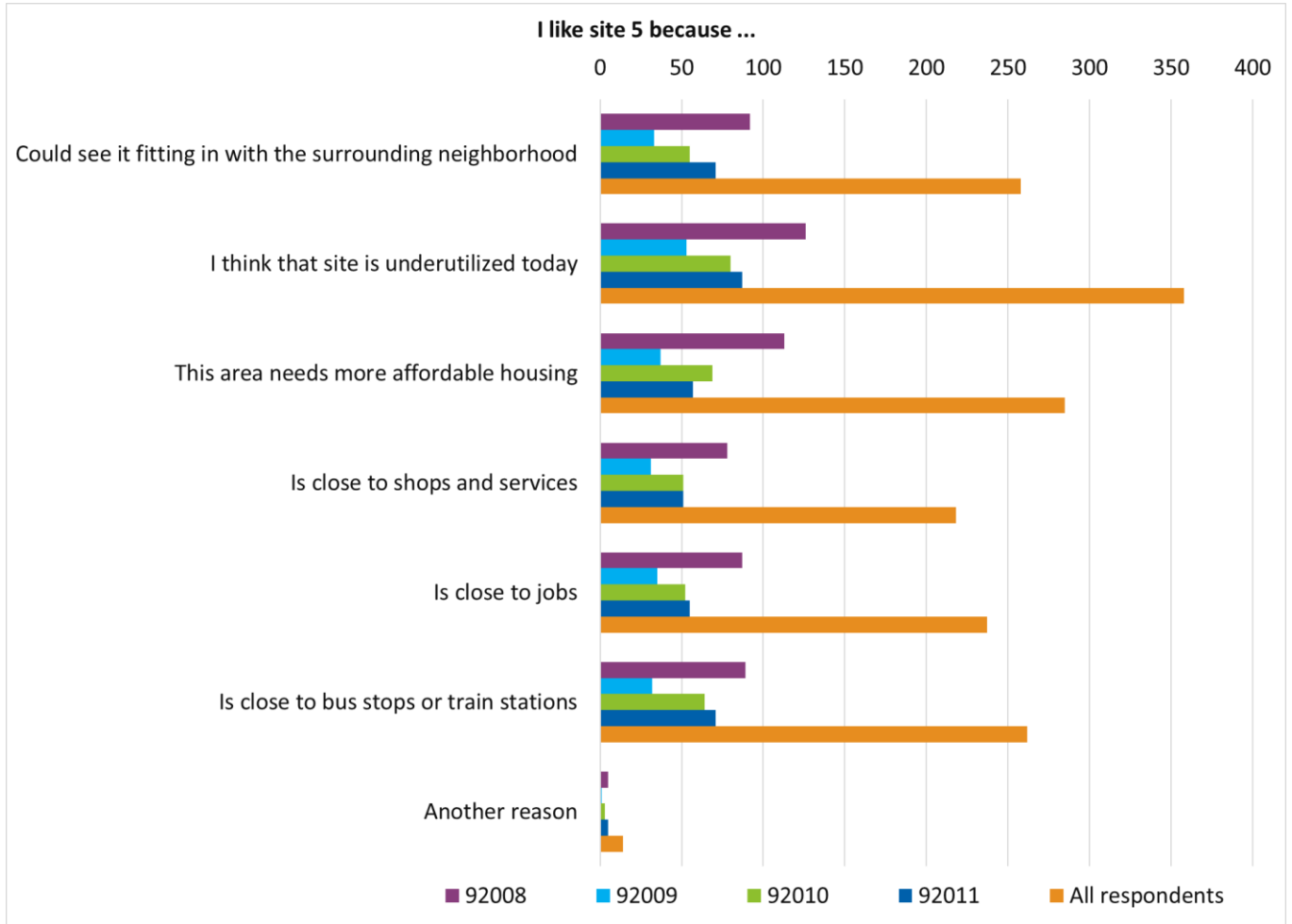


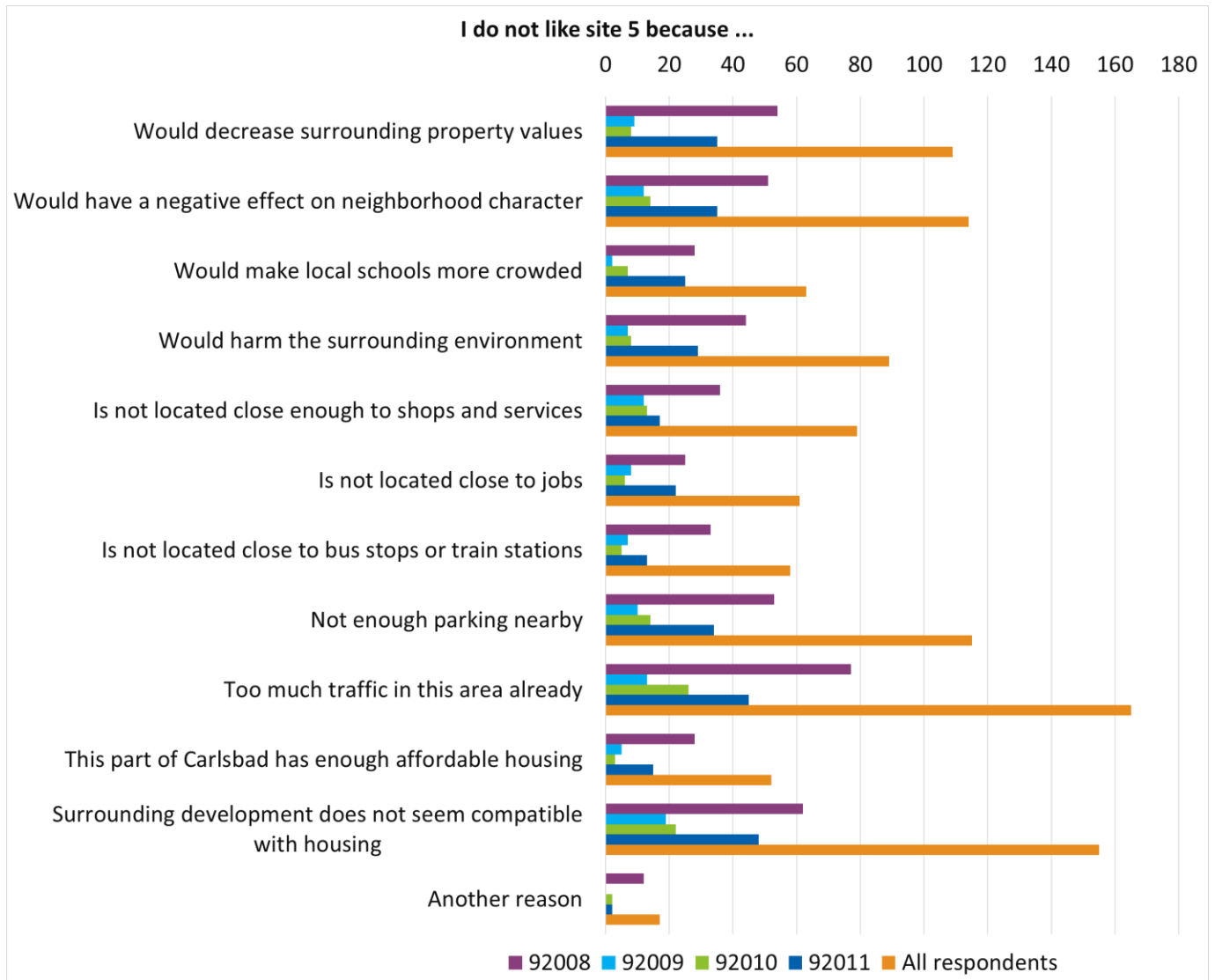
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 5 as a location for future housing.





Support

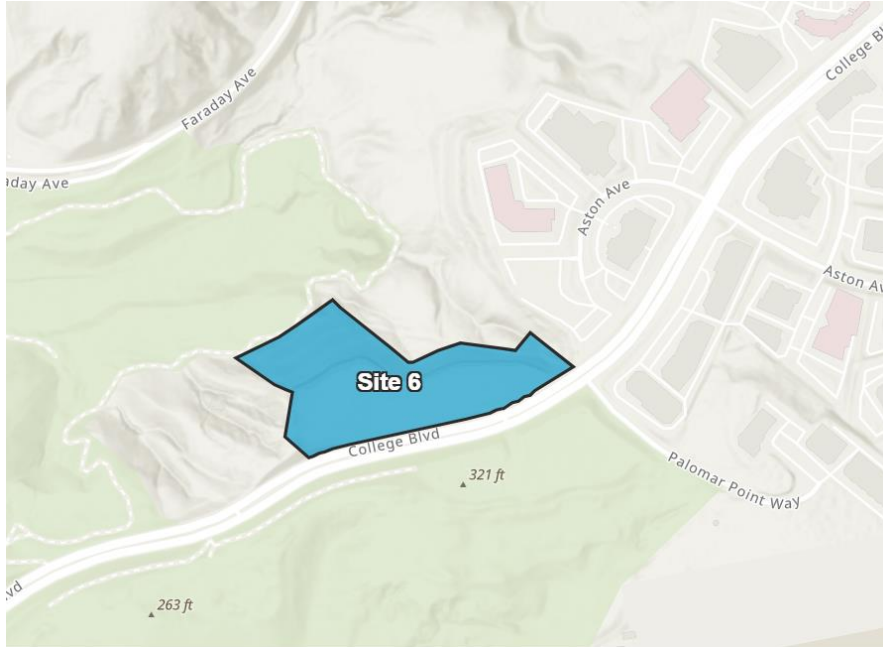
- Potential to handle more traffic
- Not as big of impact on nearby neighborhoods
- This area is underutilized today
- This area needs more affordable housing

Concerns

- Affordable housing development could contribute to increase in crime and drug related crime
- Surrounding area is incompatible with housing
- Intensifying traffic/crowding currently brought about by beachgoers
- The Canon family donated part of this site to be used as parks and open space

Site 6

Site 6 is a city-owned vacant parcel. It is approximately 11 acres and is along the north side of College Boulevard above The Crossings golf course. It has a split office/industrial designation.

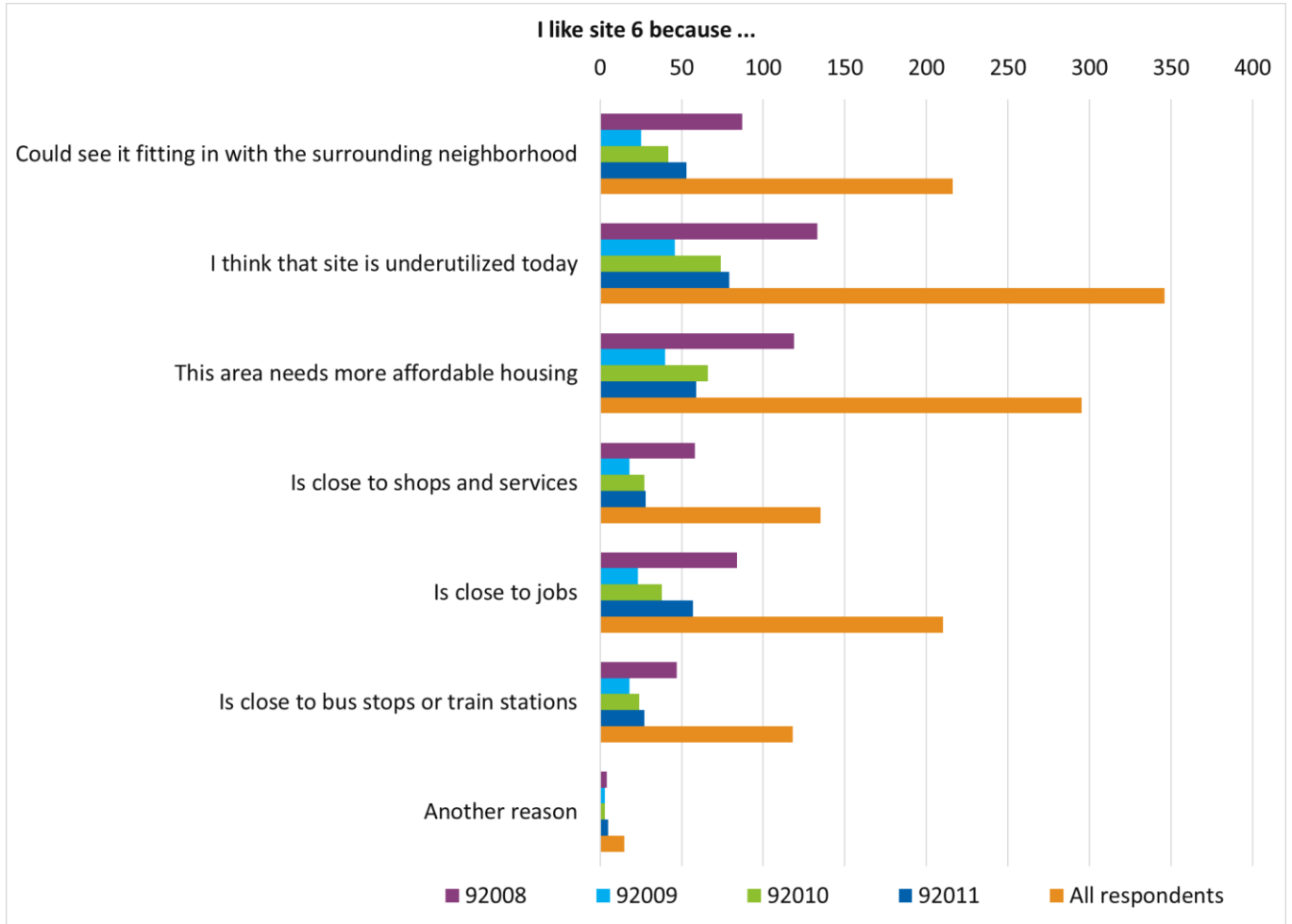


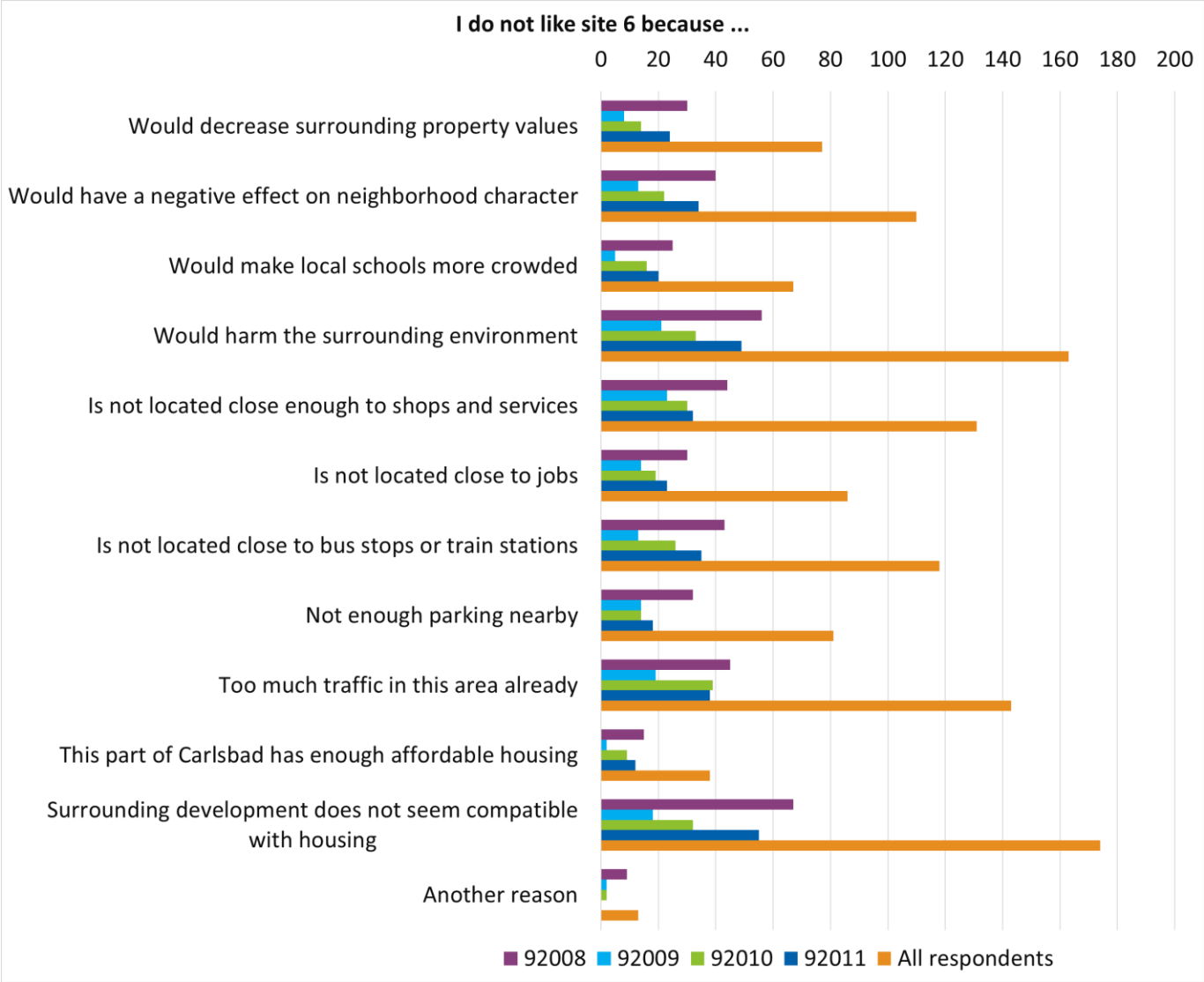
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 6 as a location for future housing.





Support

- Potential to handle more traffic
- Not as big of impact on nearby neighborhoods
- This area is underutilized today
- This area needs more affordable housing

Concerns

- Loss of open space
- Infrastructure strain
- Traffic increases
- School crowding
- Surrounding development does not seem compatible with housing

- Harm to the surrounding environment
- The Carlsbad Research Center Owners Association, an adjacent 540-acre business park, expressed concern about incompatibility

Site 7

A nearly 10-acre property in one of the city’s business parks, Site 7 is vacant and situated along Salk Avenue between El Camino Real and College Boulevard. It is designated for office use.

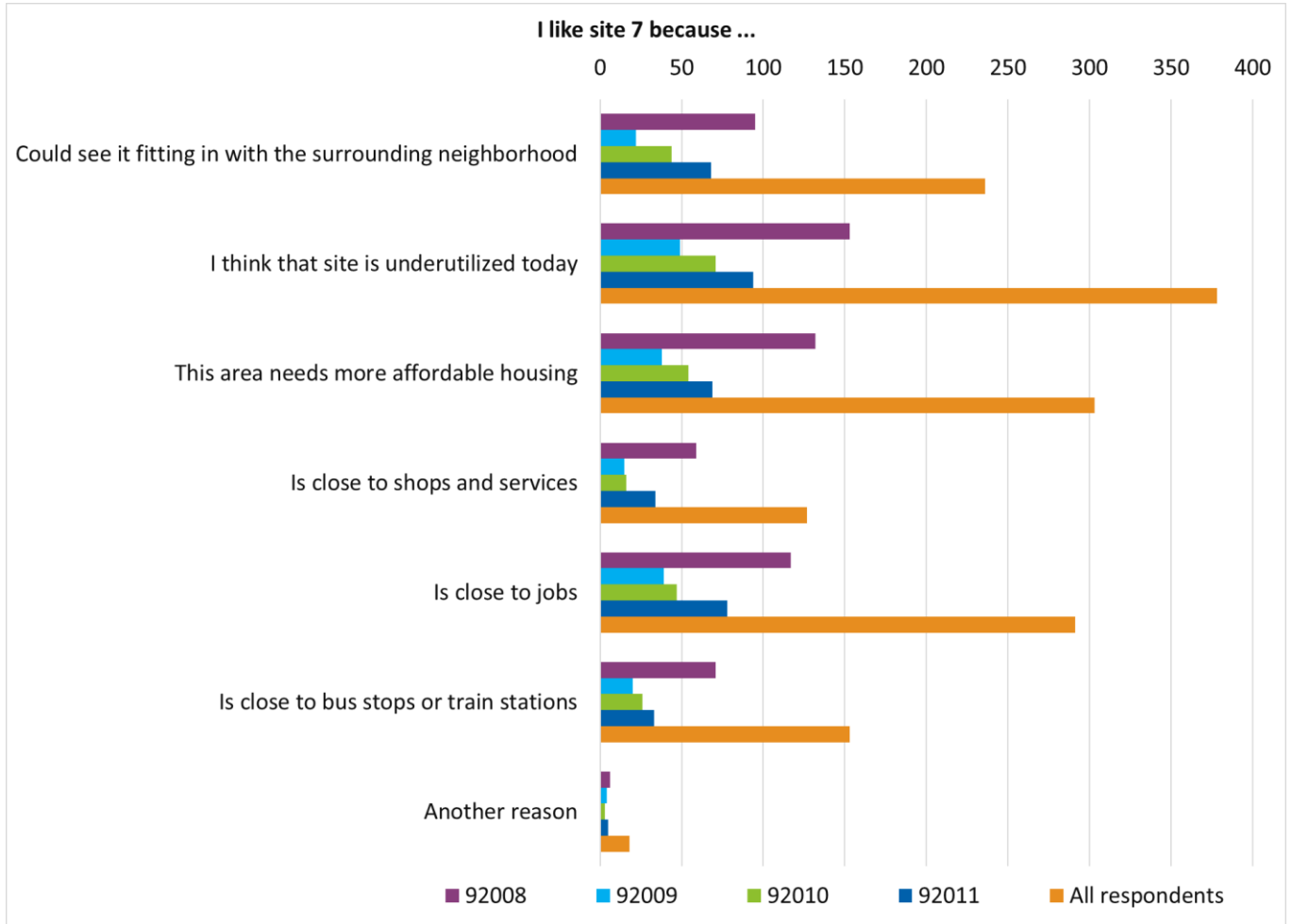


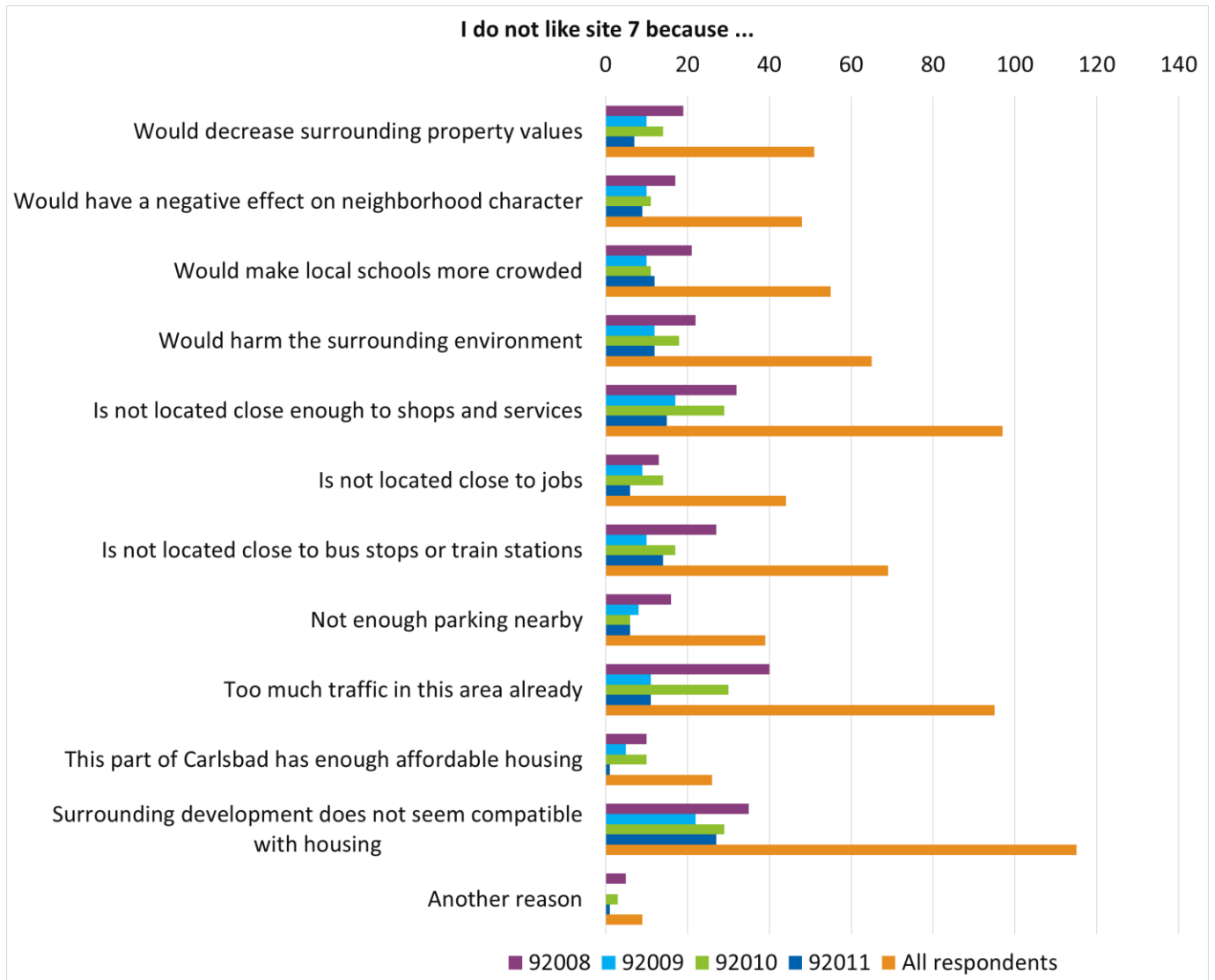
Map legend: What would change

- Convert government property to allow housing
- Increase number of units where housing is already allowed
- Convert commercial property to allow housing
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 7 as a location for future housing.





Support

- Proximity to jobs
- Minimal impacts on traffic and nearby neighborhoods
- Currently underutilized
- This area needs more affordable housing

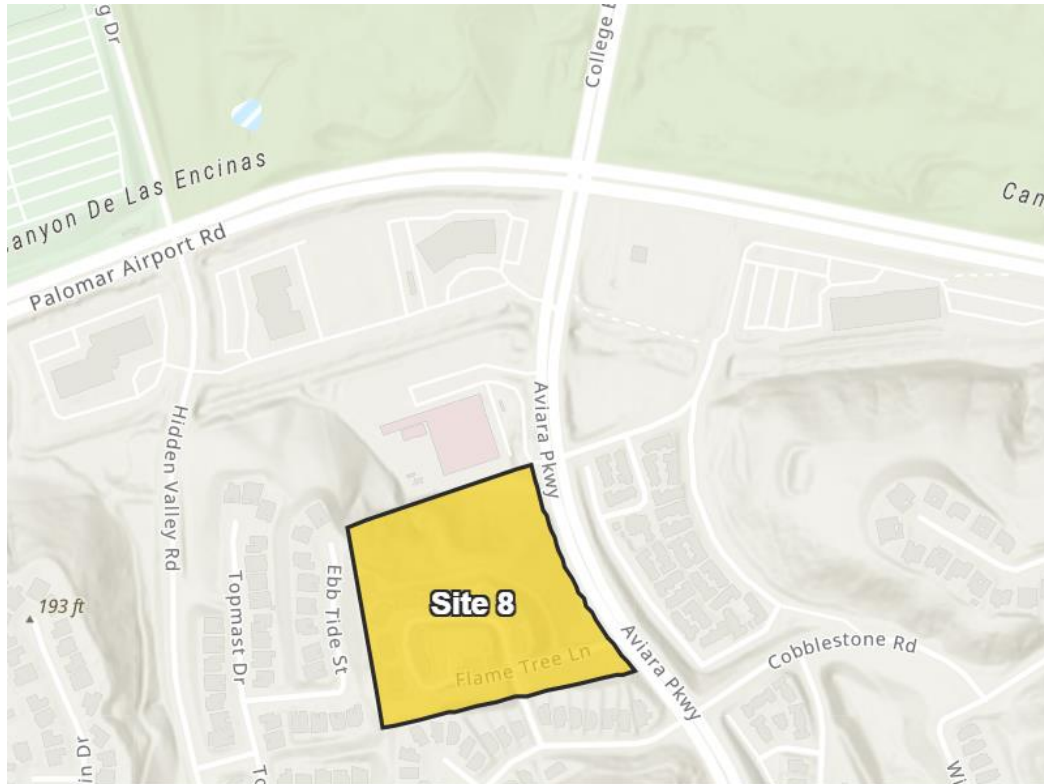
Concerns

- Combines a business park with residential properties
- Surrounding development does not seem compatible with housing
- Not close enough to jobs and services
- Potential need for a traffic signal to be installed at Salk and El Camino

- The Carlsbad Research Center Owners Association, an adjacent 540-acre business park, expressed concern about incompatibility

Site 8

Site 8 is the location of the current Cottage Row Carlsbad, a 24-unit apartment community. The approximately 12-acre residential property is along the west side of Aviara Parkway, south of Palomar Airport Road.

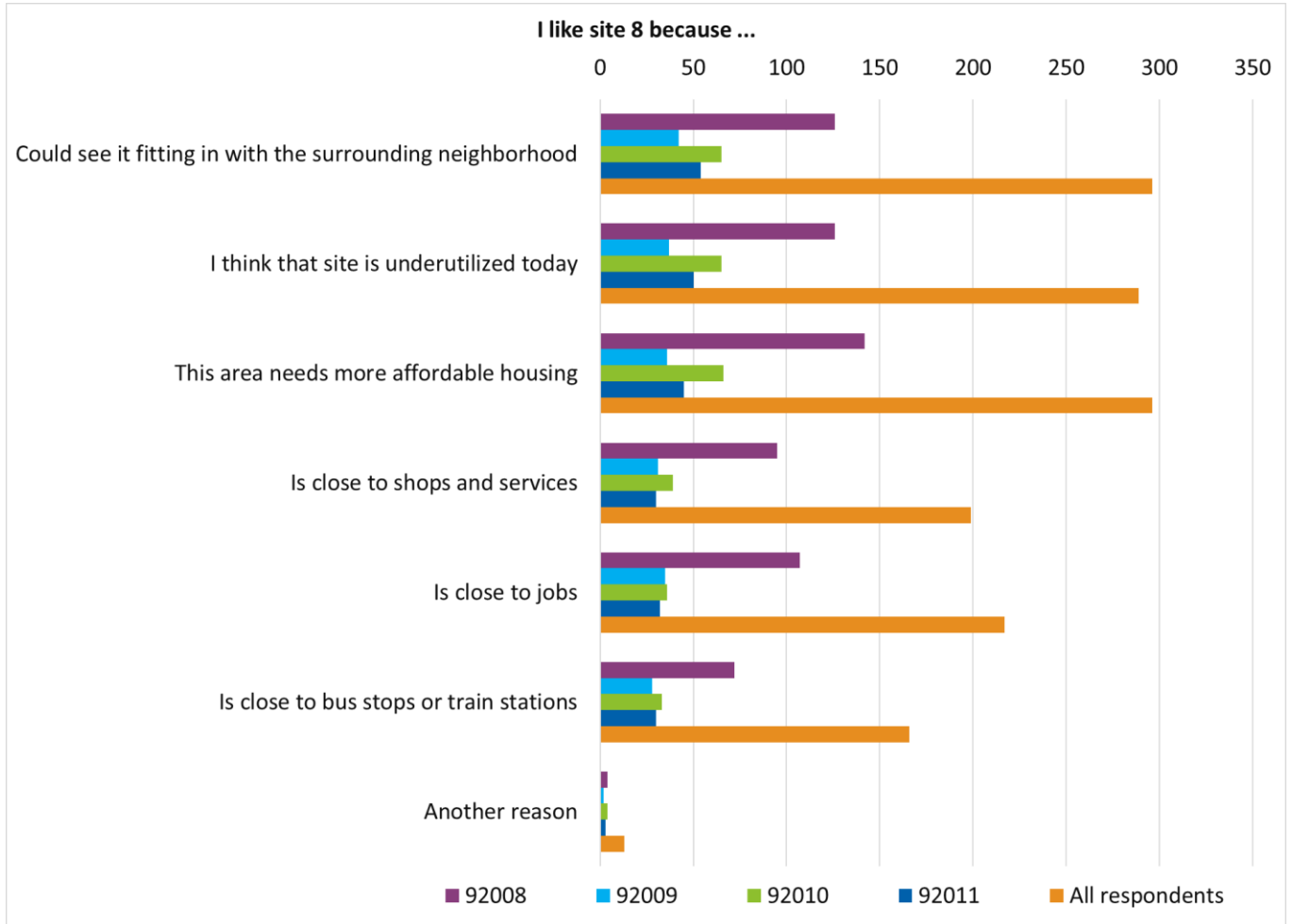


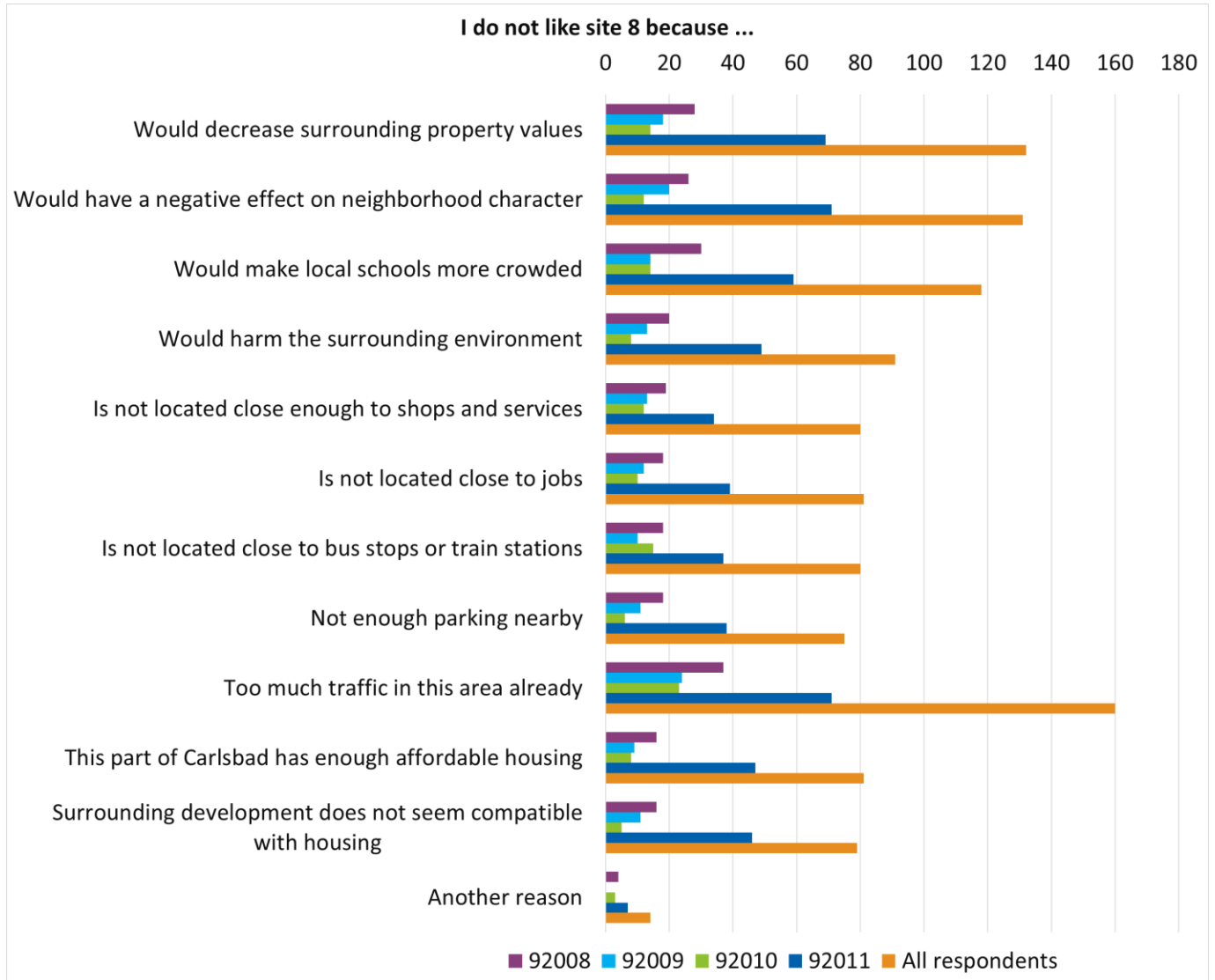
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 8 as a location for future housing.





Support

- Transportation options, including access to the bus and freeway
- Proximity to Poinsettia Park and the coast
- Quiet, nice community in which new units could blend in with existing
- Proximity to services and shops like Costco
- Ability to support additional traffic
- This area needs more affordable housing and there is land available

Concerns

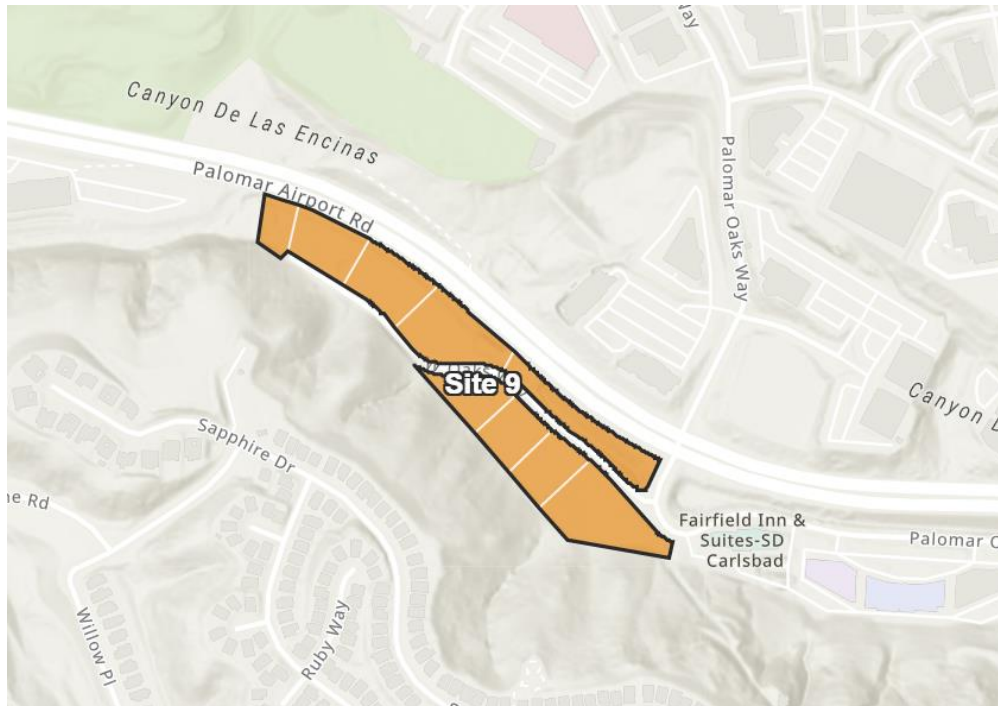
- Development at this site would change the surrounding “modest” neighborhood, which is relatively close to the ocean and surrounded by single family homes
- Increase in noise and traffic

- Access to the site and that it may go through and directly impact the adjacent neighborhood to the south
- Decrease in privacy and visual appeal from surrounding homes
- Negative impacts to safety, school capacity and property value
- Presence of several low-income housing developments near this site and a preference for low-income housing to be spread out more evenly across the city
- Fear of displacement of current residents
- There is already an approved plan to put in the 300+ Aviara Apartments³ north and east of the site; preference to see impacts of this new project, particularly in regards to traffic, pollution and crime, before building more.
- Challenges with building on hillside
- Small size of site, construction impacts to surrounding area
- Environmental impacts to surrounding area and wildlife
- Residents near Cottage Row expressed concerns about additional housing near their neighborhood and had a desire to see more greenspace in this location instead

³ The Aviara Apartments project, approved by the City Planning Commission in December 2020, features 329 apartments, 81 of which will be rent restricted to households with lower and moderate incomes. The project is located on either side of Aviara Parkway at its intersection with Laurel Tree Lane. More information is available in the [Dec. 16, 2020, Planning Commission staff report](#).

Site 9

A group of nine adjacent lots that were graded in the 1980s for industrial use but never developed, Site 9 is located along the south side of Palomar Airport Road at West Oaks Way. In May 2021, the City Council approved the West Oaks project on this site, a 192-unit apartment complex. The project is now pending review and approval by the California Coastal Commission.

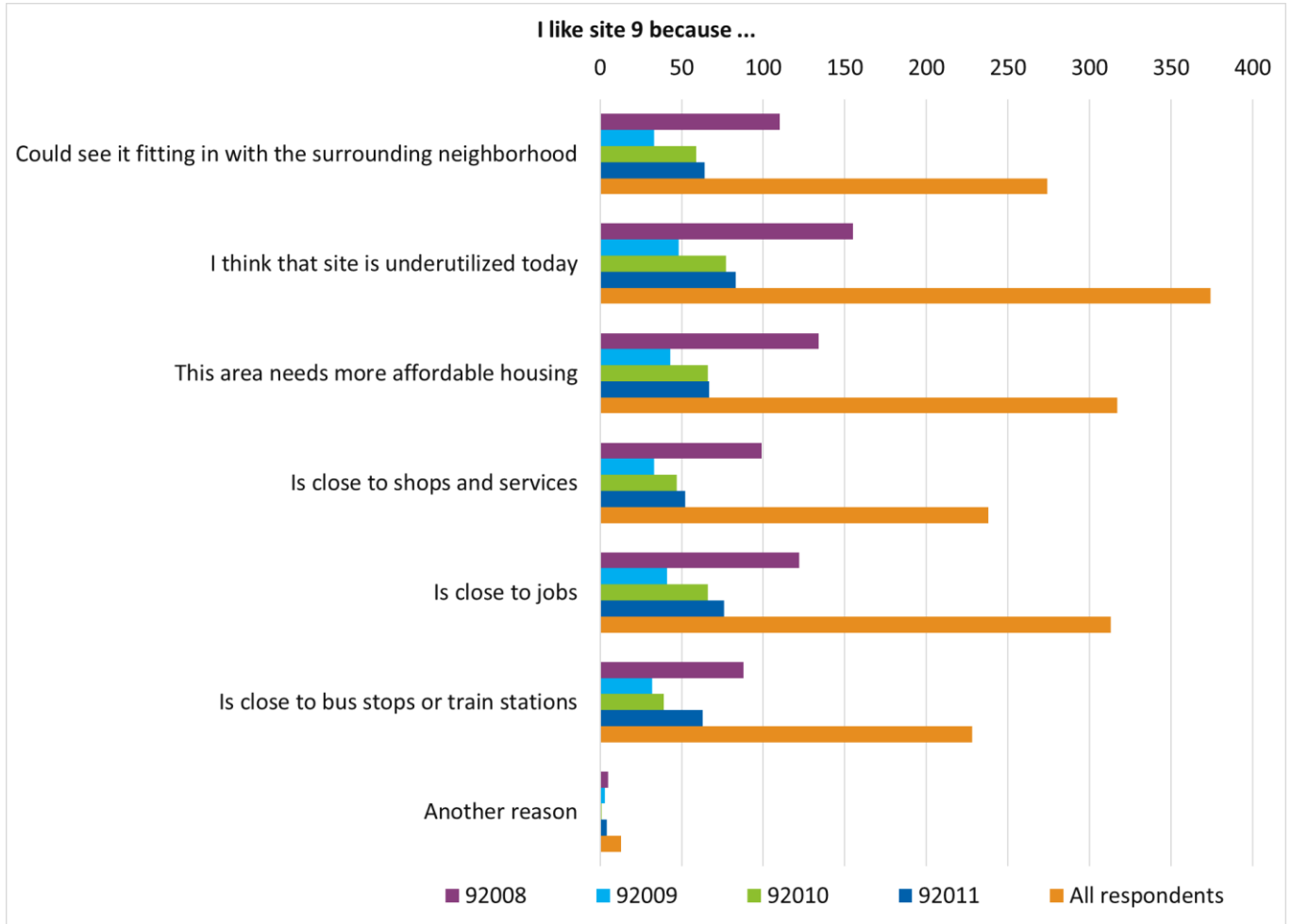


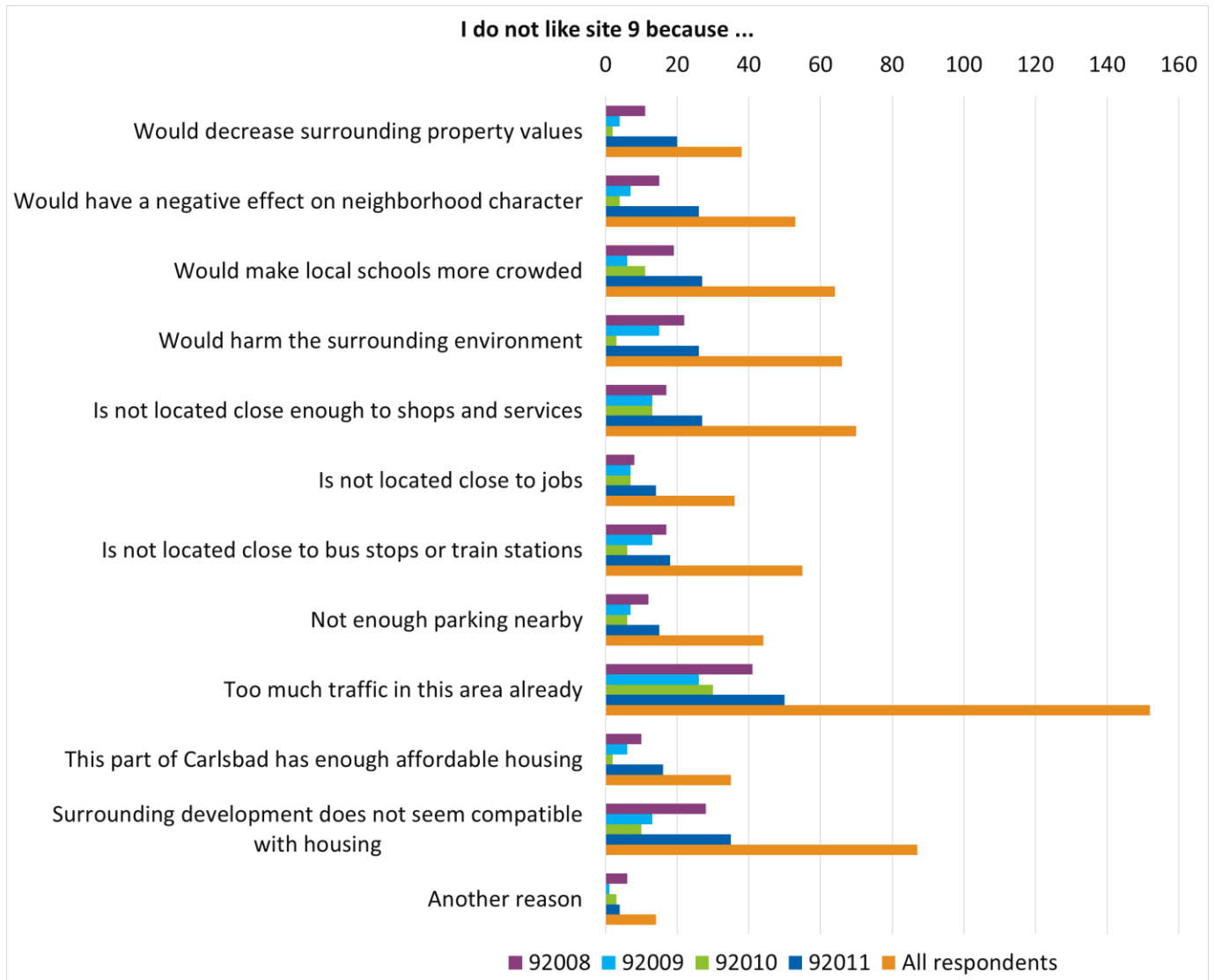
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 9 as a location for future housing.





Support

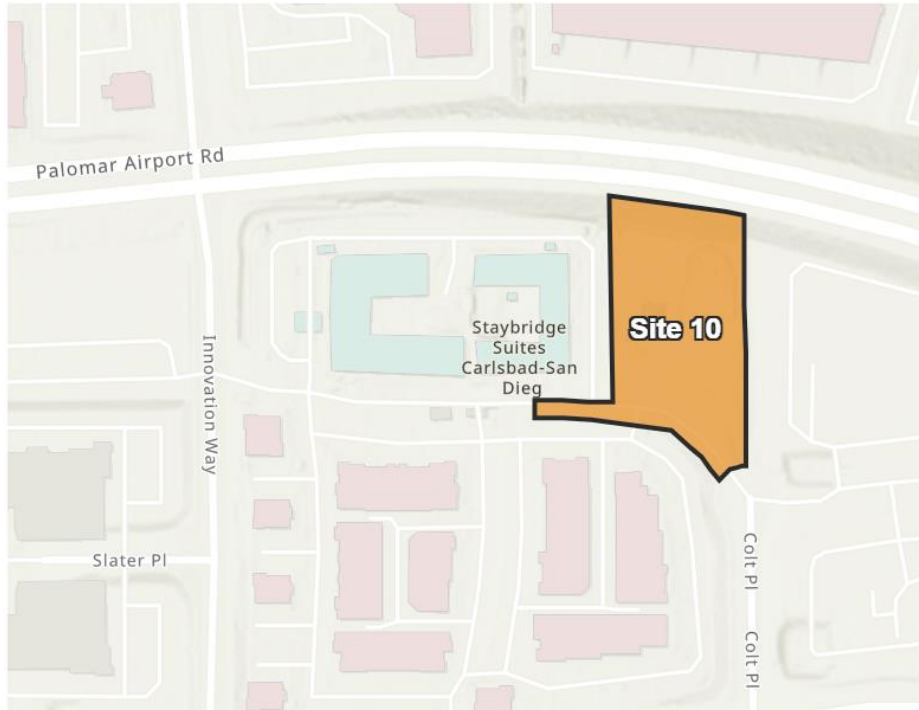
- This site is underutilized today and needs more affordable housing
- Proximity to services and shops like Home Depot and Panera

Concerns

- Small size of site, construction impacts to surrounding area
- Increase in traffic
- Presence of numerous power lines in the area under Palomar Oaks Road
- Desire to maintain open land rather than develop it

Site 10

This site consists of a vacant 2.6-acre industrial lot at the end of Colt Place in Bressi Ranch. The property borders Palomar Airport Road and is west of Kensington at the Square condominiums and Sprouts Farmers Market.

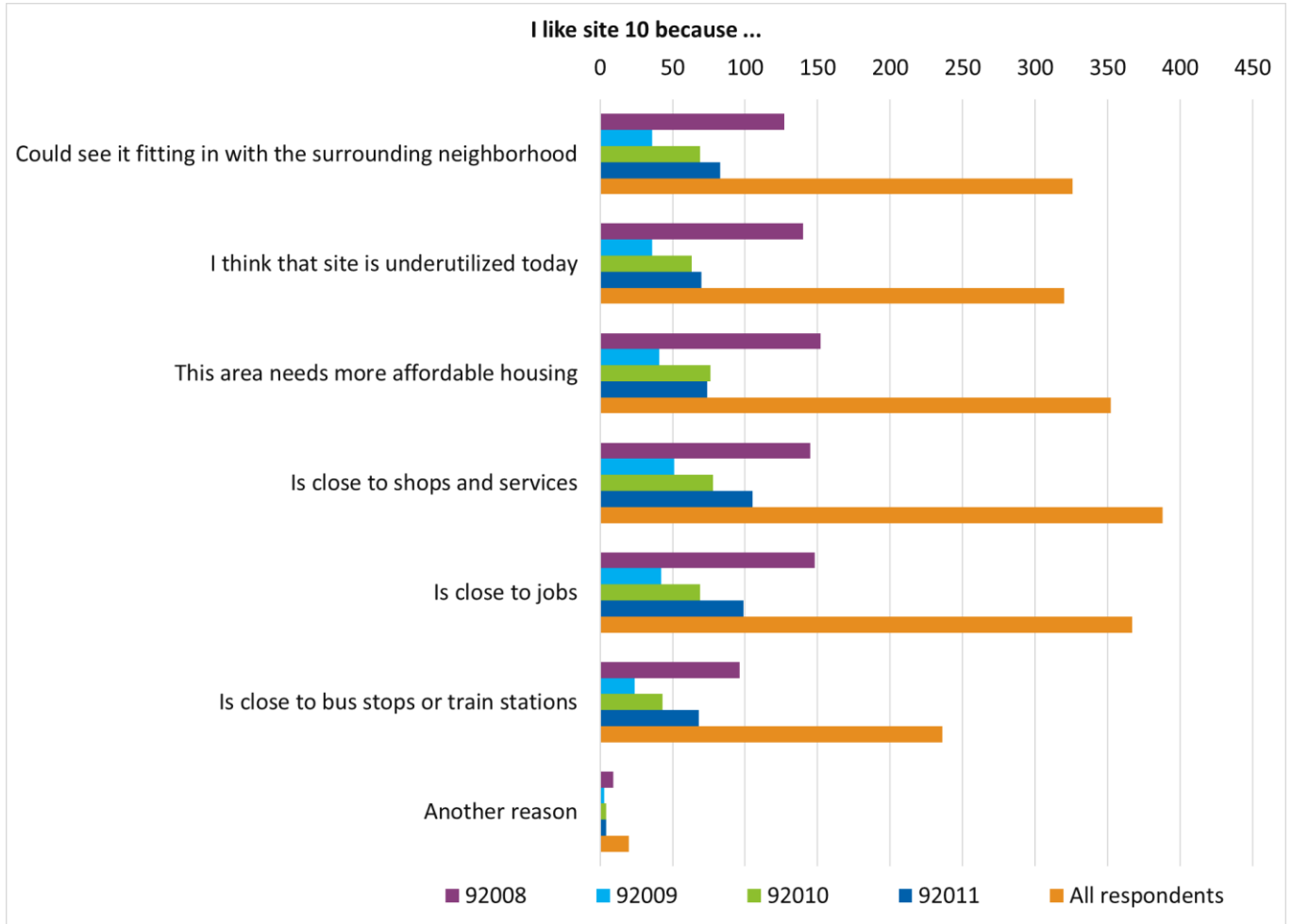


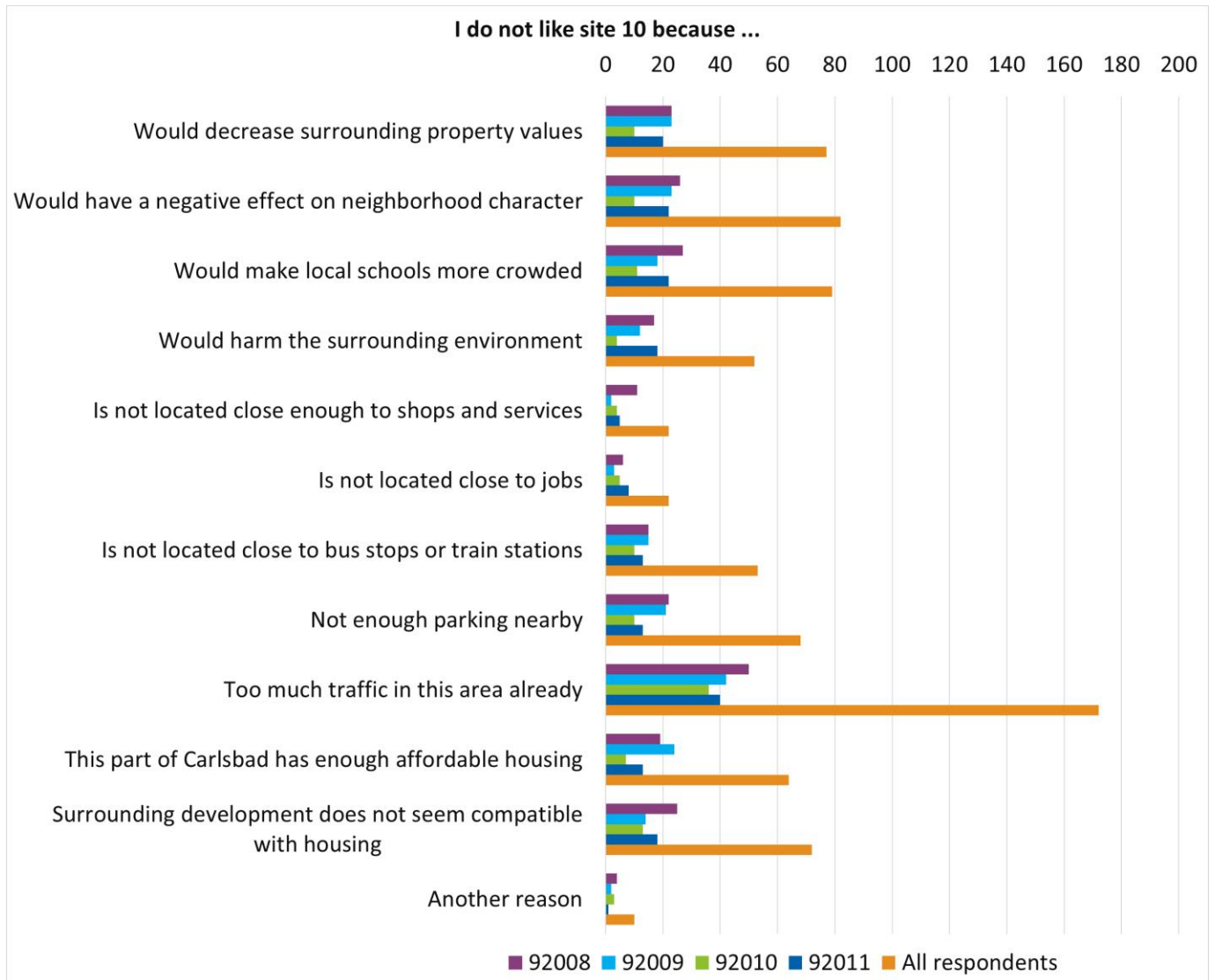
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 10 as a location for future housing.





Support

- Proximity to shops and services
- Access to jobs
- This area needs more affordable housing

Concerns

- Additional traffic and limited parking
- Site too small to support number of units proposed
- Not close to transit
- Preference for commercial/business development at this location instead

Site 11

Site 11 is in Bressi Ranch west of El Fuerte Street and along Gateway Road. It consists of two vacant parcels designated for industrial use and totaling about 5.3 acres. West of the site is Pizza Port and to the north is Palomar Airport Road.

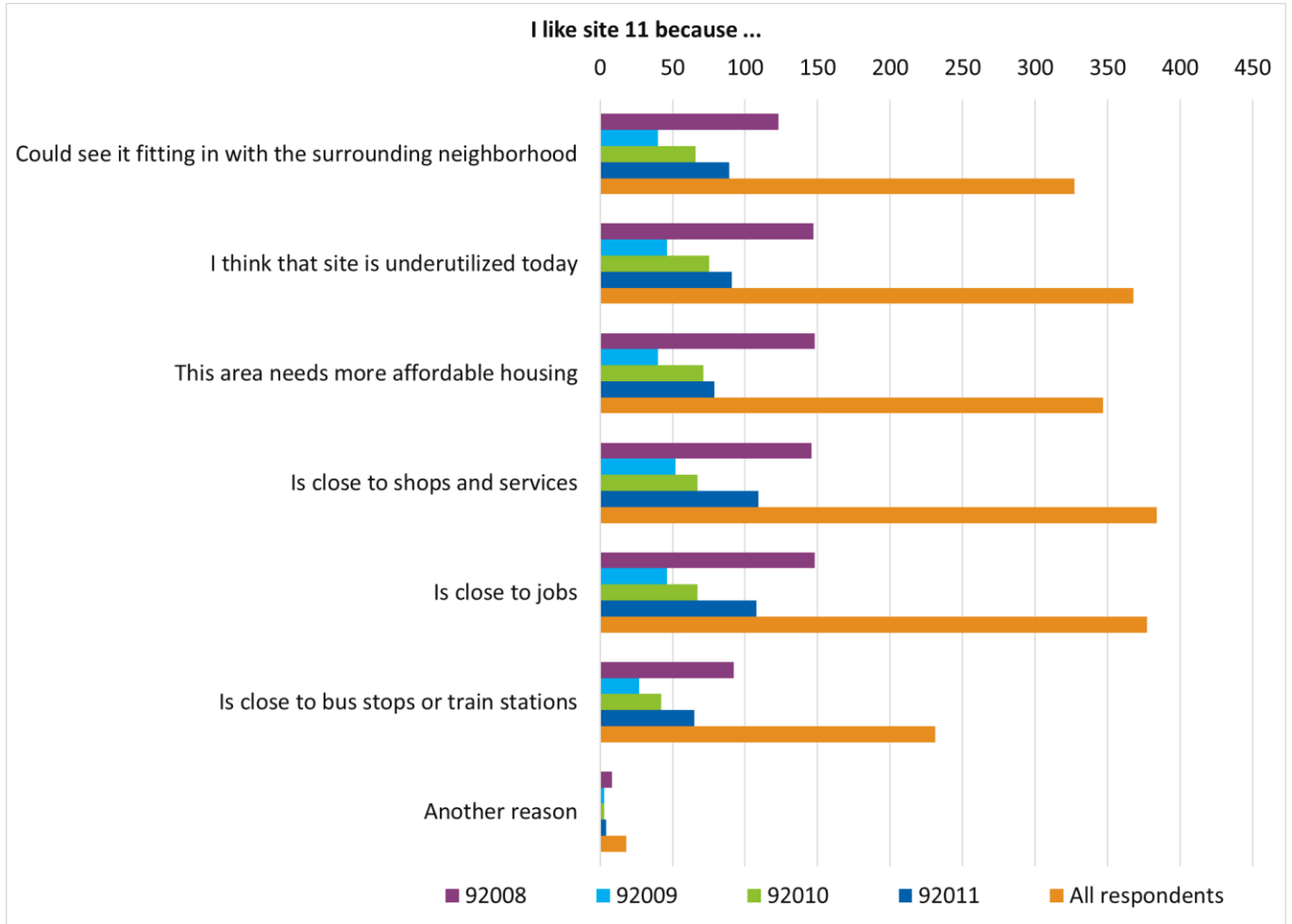


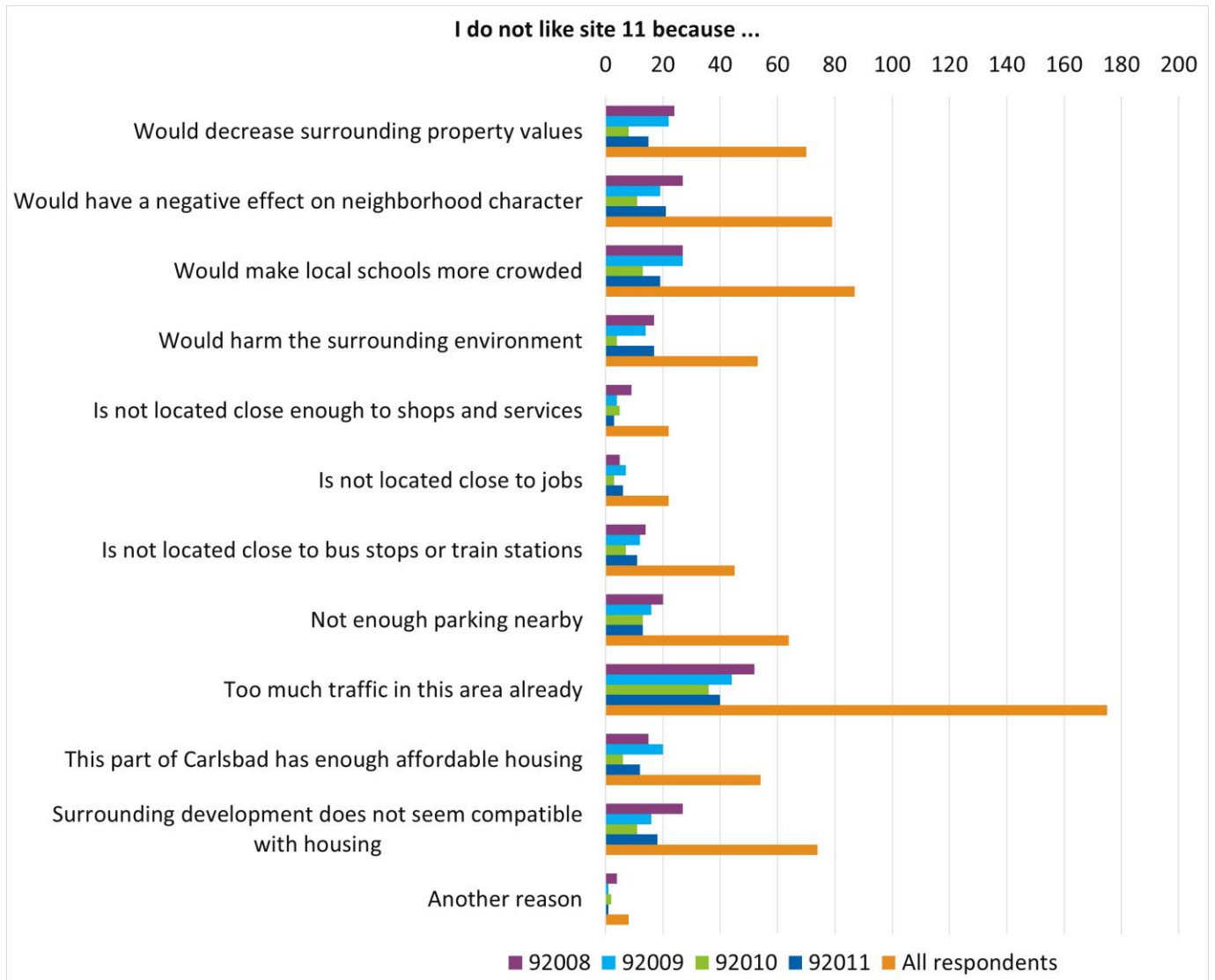
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
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- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 11 as a location for future housing.





Support

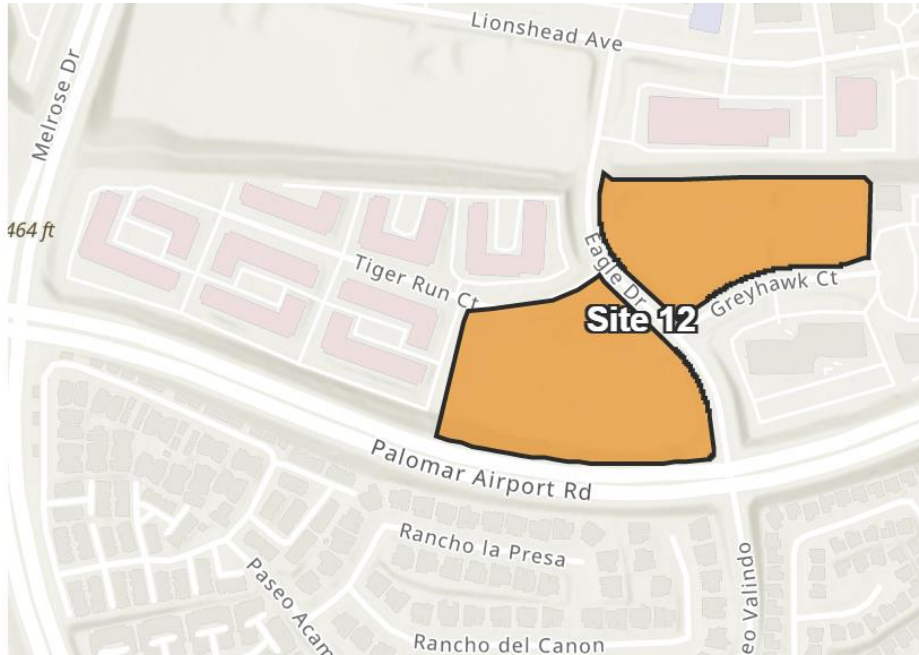
- Proximity to local businesses and job opportunities
- Property is currently underutilized today and could use more affordable housing
- Palomar Airport Road could accommodate additional traffic

Concerns

- Not close to transit
- Increase in traffic

Site 12

Site 12 features two vacant industrial parcels total 14 acres in the Palomar Forum business park. The parcels are located north of Palomar Airport Road on either side of Eagle Drive.

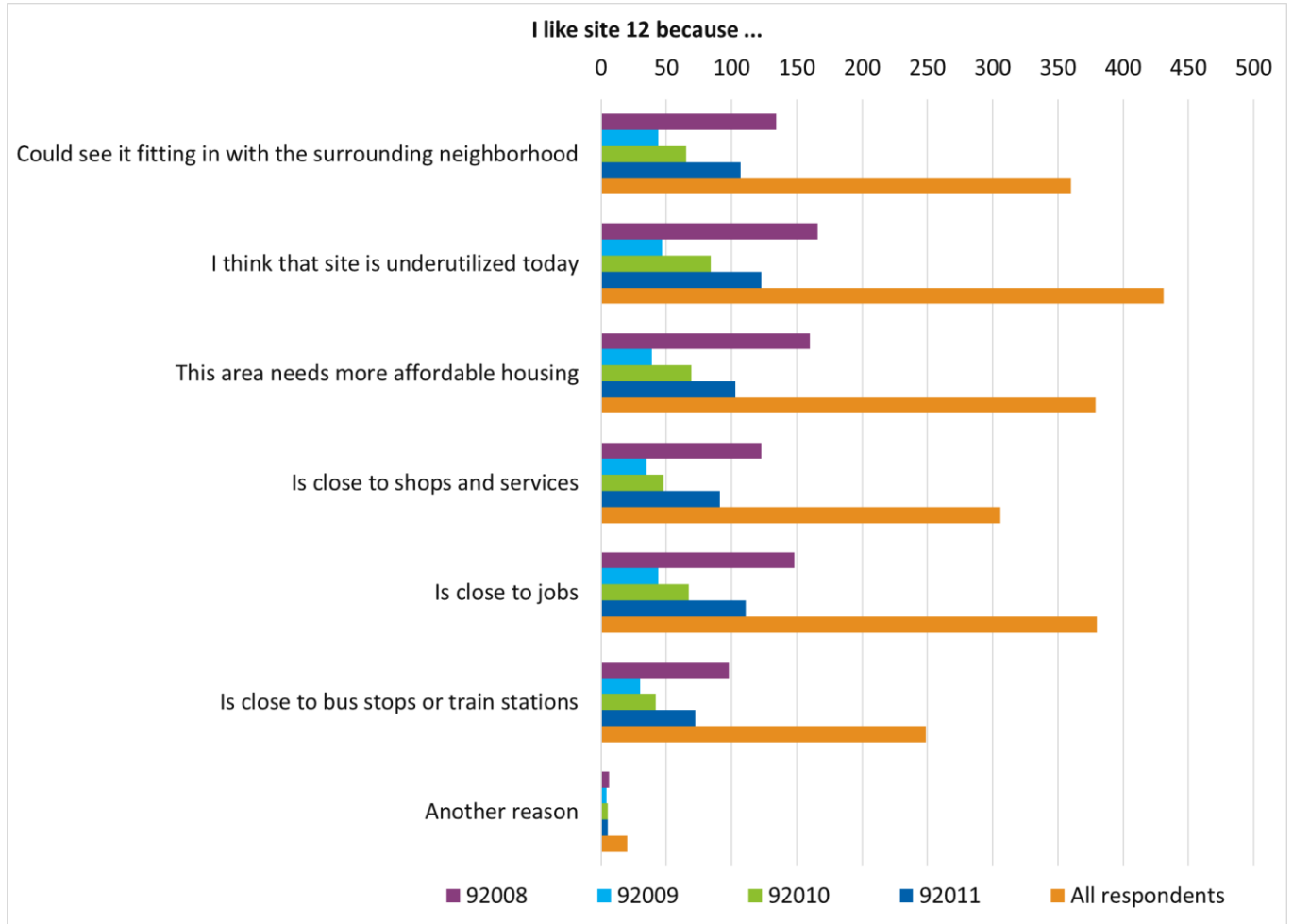


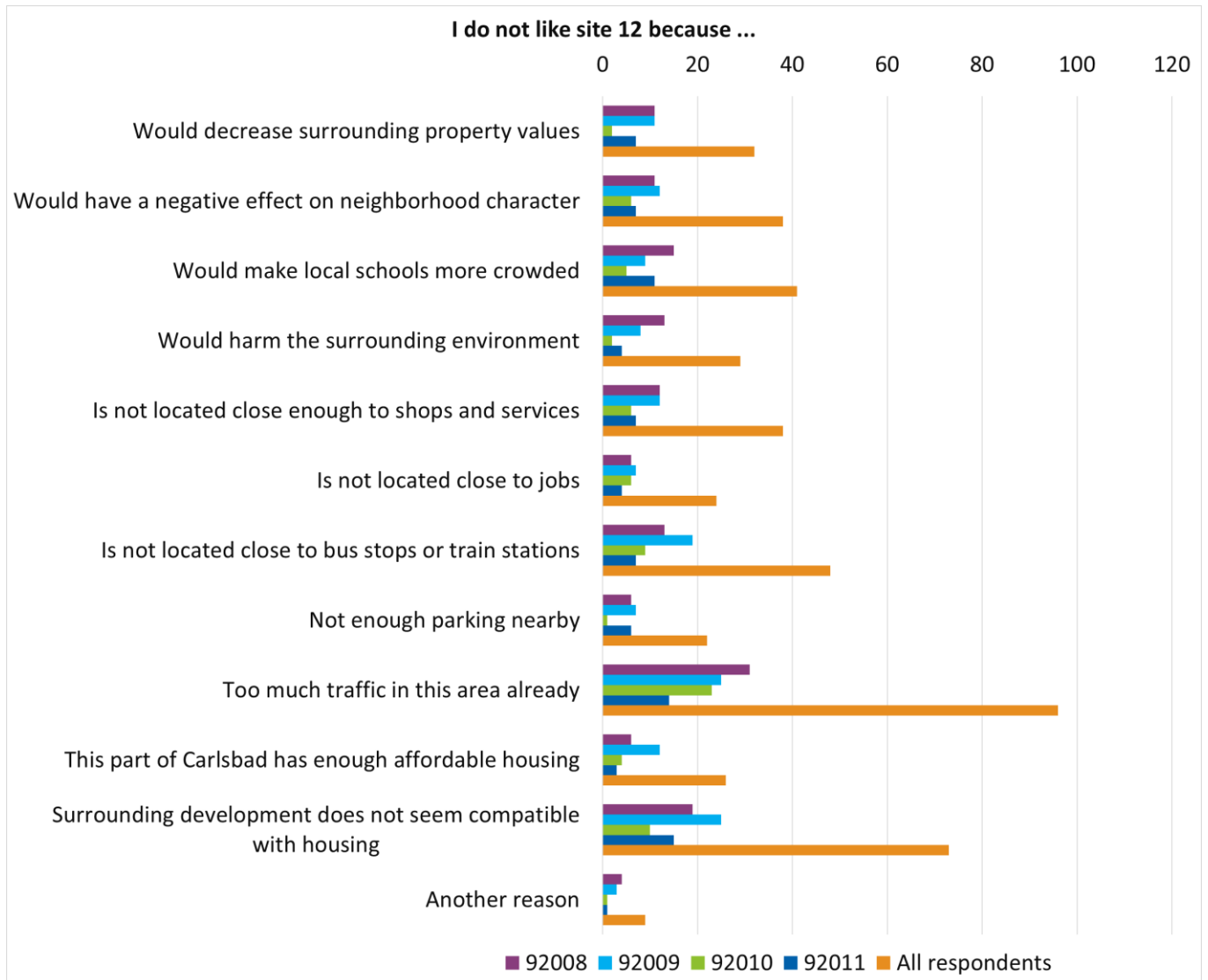
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 12 as a location for future housing.





Support

- Property is currently underutilized today and this area needs more affordable housing
- Proximity to job opportunities

Concerns

- Not close to transit
- Too much traffic in this area already
- Surrounding area does not seem compatible with housing

Site 14

The site consists of most of the parking lot serving the Carlsbad Village Train Station and vacant, graded land to the north. It is in the city’s downtown Village, west of State Street and north of Grand Avenue. The approximately 7.7-acre site is owned by the North County Transit District.

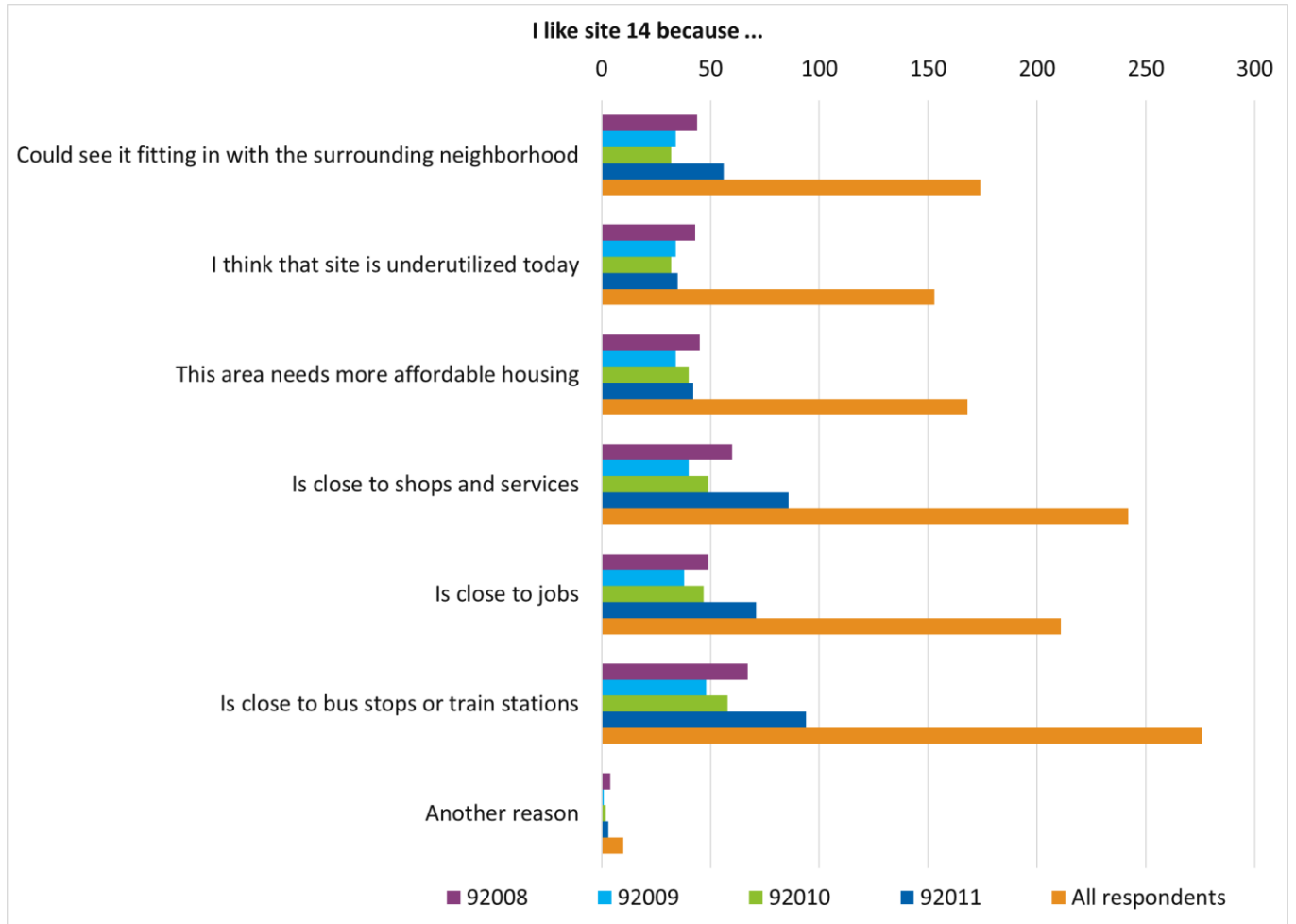


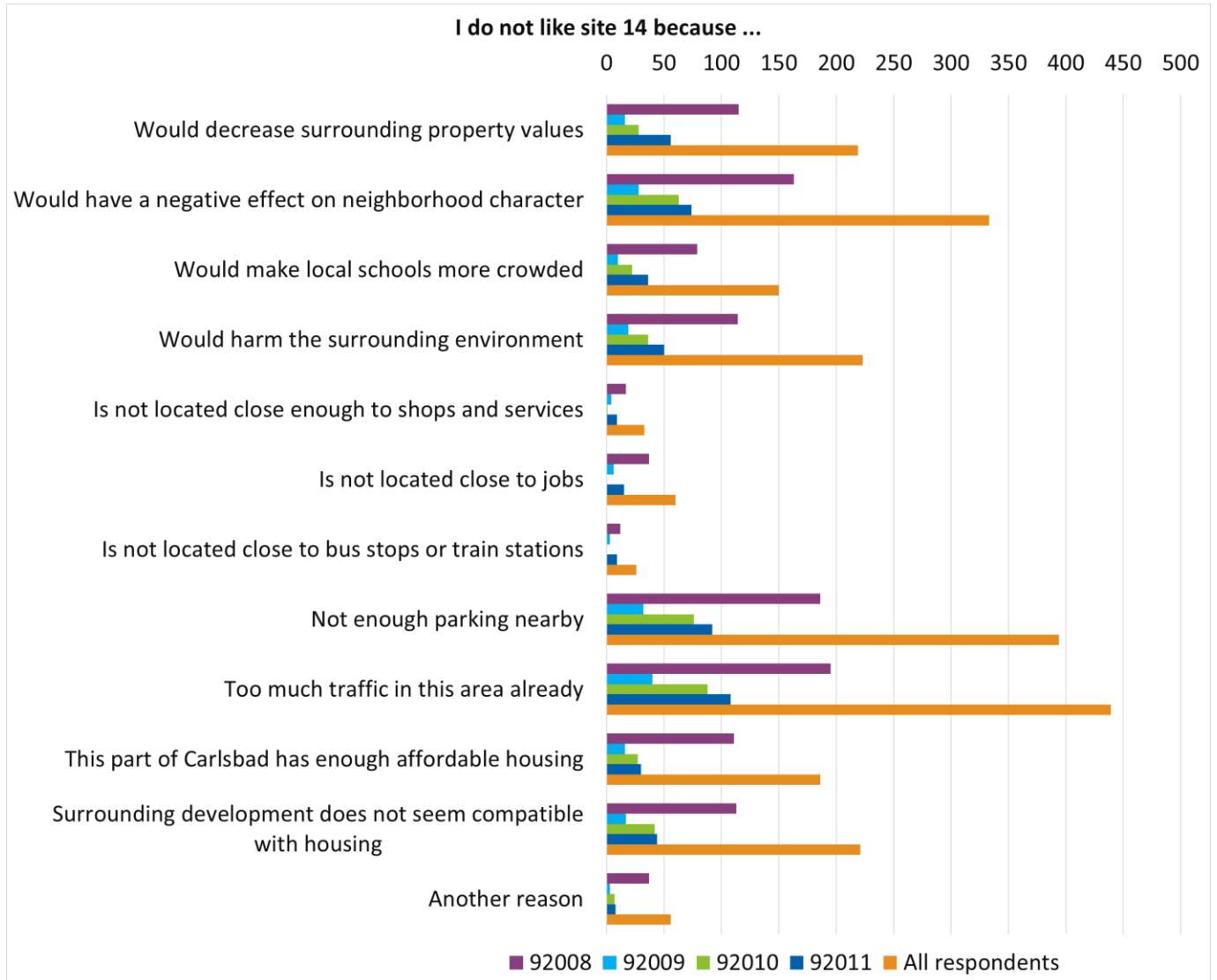
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
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- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 14 as a location for future housing.





Support

- Proximity services, schools and the Coaster, which would benefit commuters
- Walkable area
- Village is planned for high density

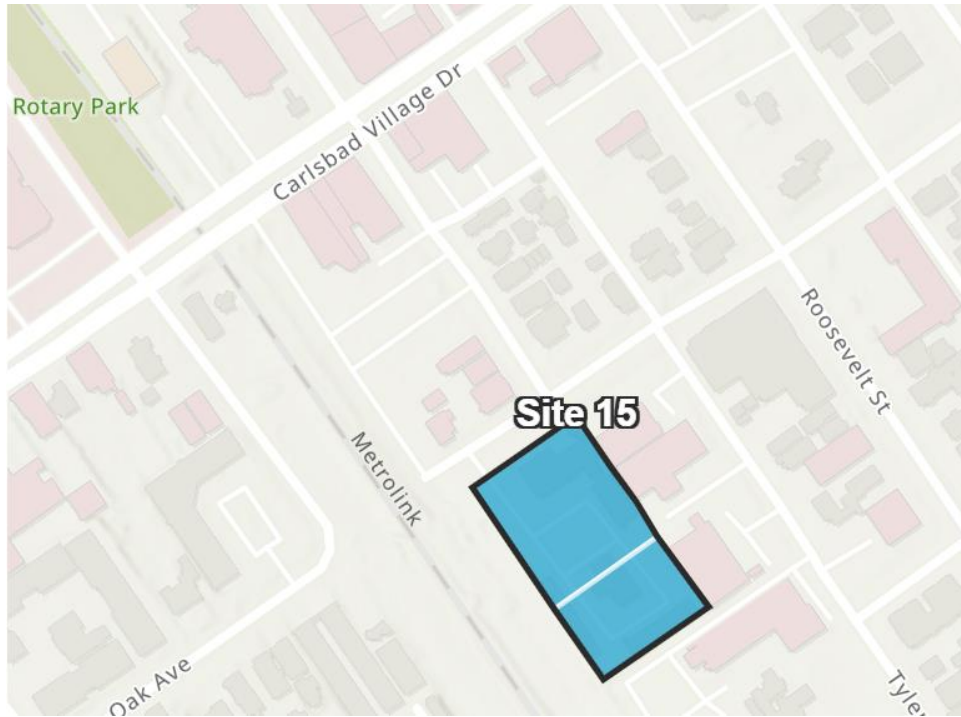
Concerns

- Decrease in surrounding property values
- Development would negatively impact views
- Increase in safety issues
- This area already has traffic, particularly off State Street
- Lack of shops and services catering to families
- The Village will be overdeveloped

- Lack of appeal for visitors with higher density
- Loss of parking, particularly at the train station
- Parking reduction having negative impacts on Village businesses
- Preference for this site to become a multi-level parking structure instead
- High density housing is already being built on Grand Ave.
- Limited grocery store access
- Seagrove Condo residents noted there are already low-income units in their development and that low-income housing should be more spread out throughout the city
- Existing issues of homelessness in the area
- This is a valuable part of Carlsbad which attracts high income earners, and it would not be preferred to put affordable housing on valuable land
- Cost of implementing low-to-moderate housing at this site

Site 15

An approximately 1.3-acre site serving as a city public works maintenance and operations yard, Site 15 consists of two parcels. The yard is east of and alongside the railroad corridor in the city’s downtown Village and just south of where State Street terminates at Oak Avenue.

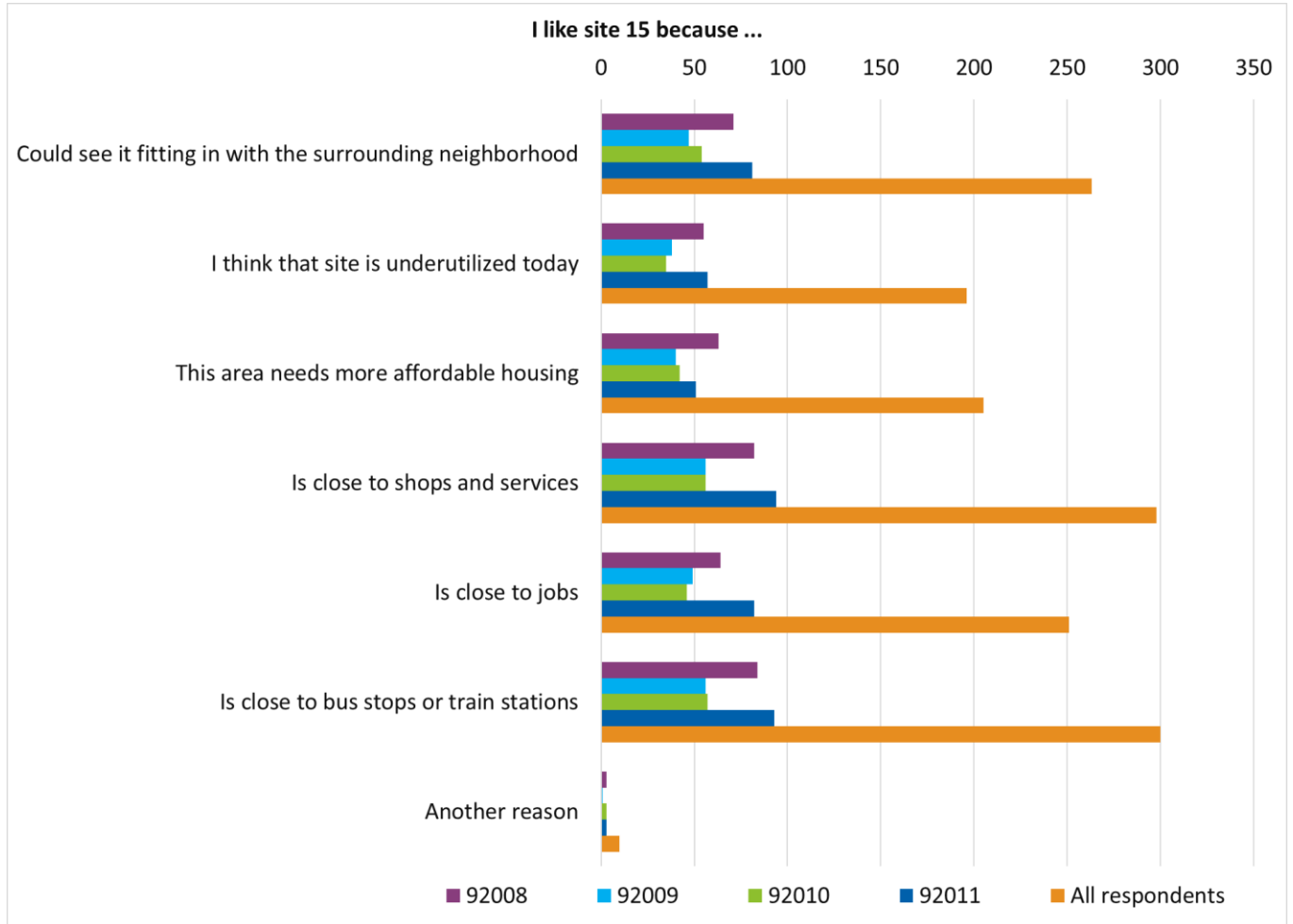


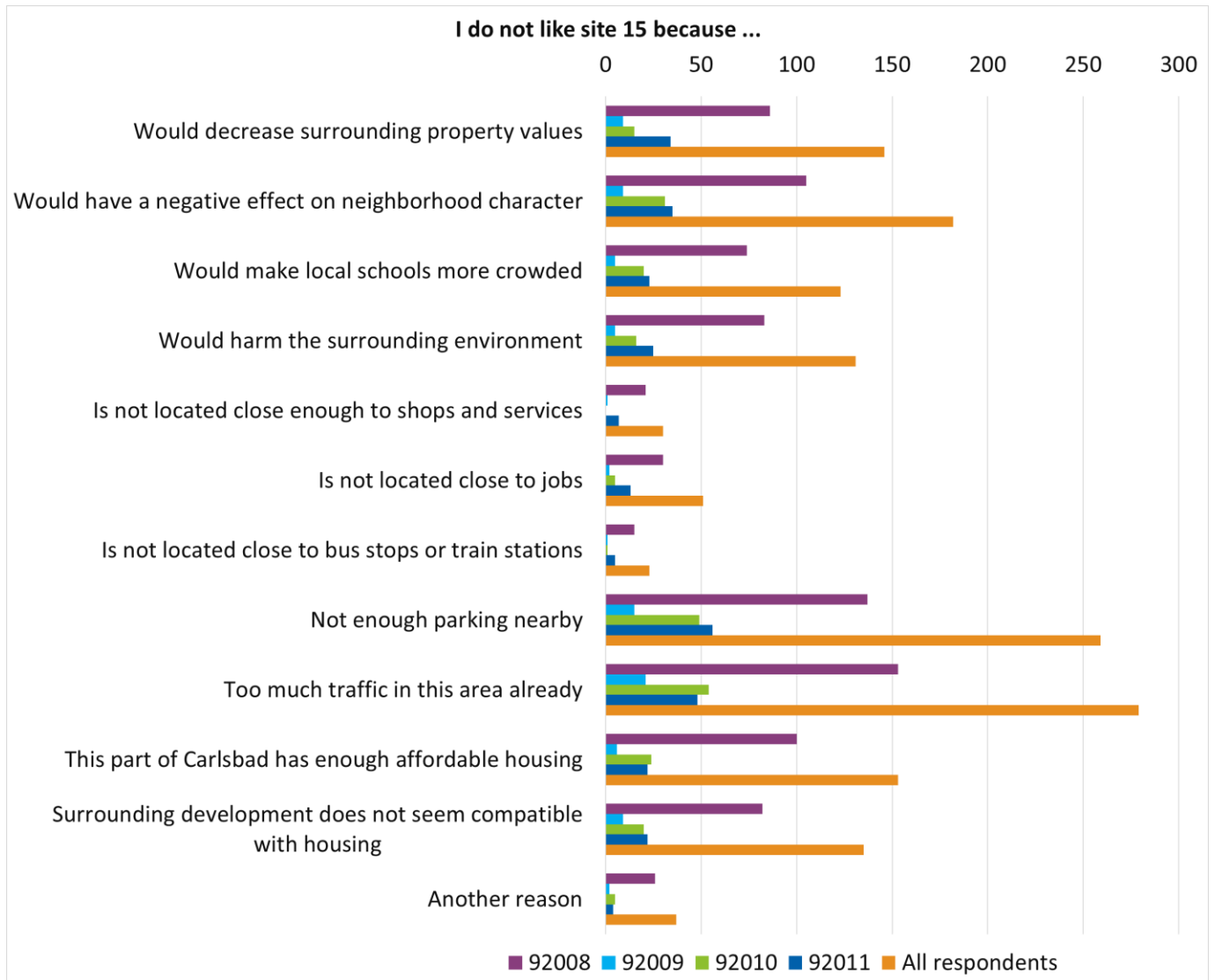
Map legend: What would change

- Convert government property to allow housing
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- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 15 as a location for future housing.





Support

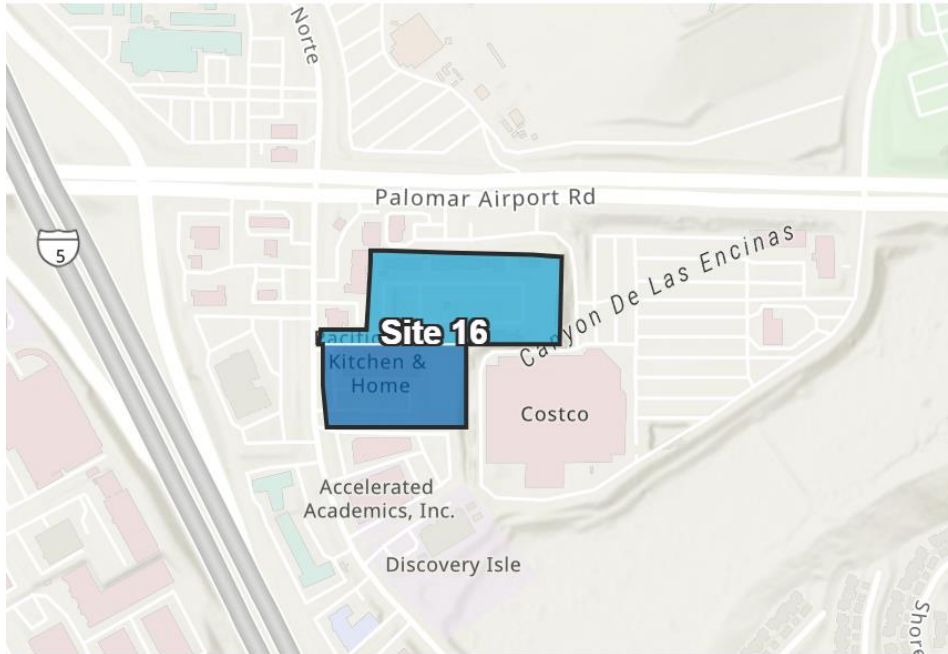
- Proximity to shops, services and transit
- Walkability
- Opportunity to reduce vehicle miles traveled

Concerns

- Development would negatively impact views
- Furthering the impact of recent developments in the Village
- There is already too much congestion
- Lack of parking
- Proximity to Holiday Park and Pine Park

Site 16

Site 16 features two properties, one a commercial property occupied by Pacific Sales kitchen and home store and the other a Caltrans maintenance station. About 7 acres in size, the properties are contiguous and accessed from Paseo Del Norte, south of Palomar Airport Road and west and north of Costco.

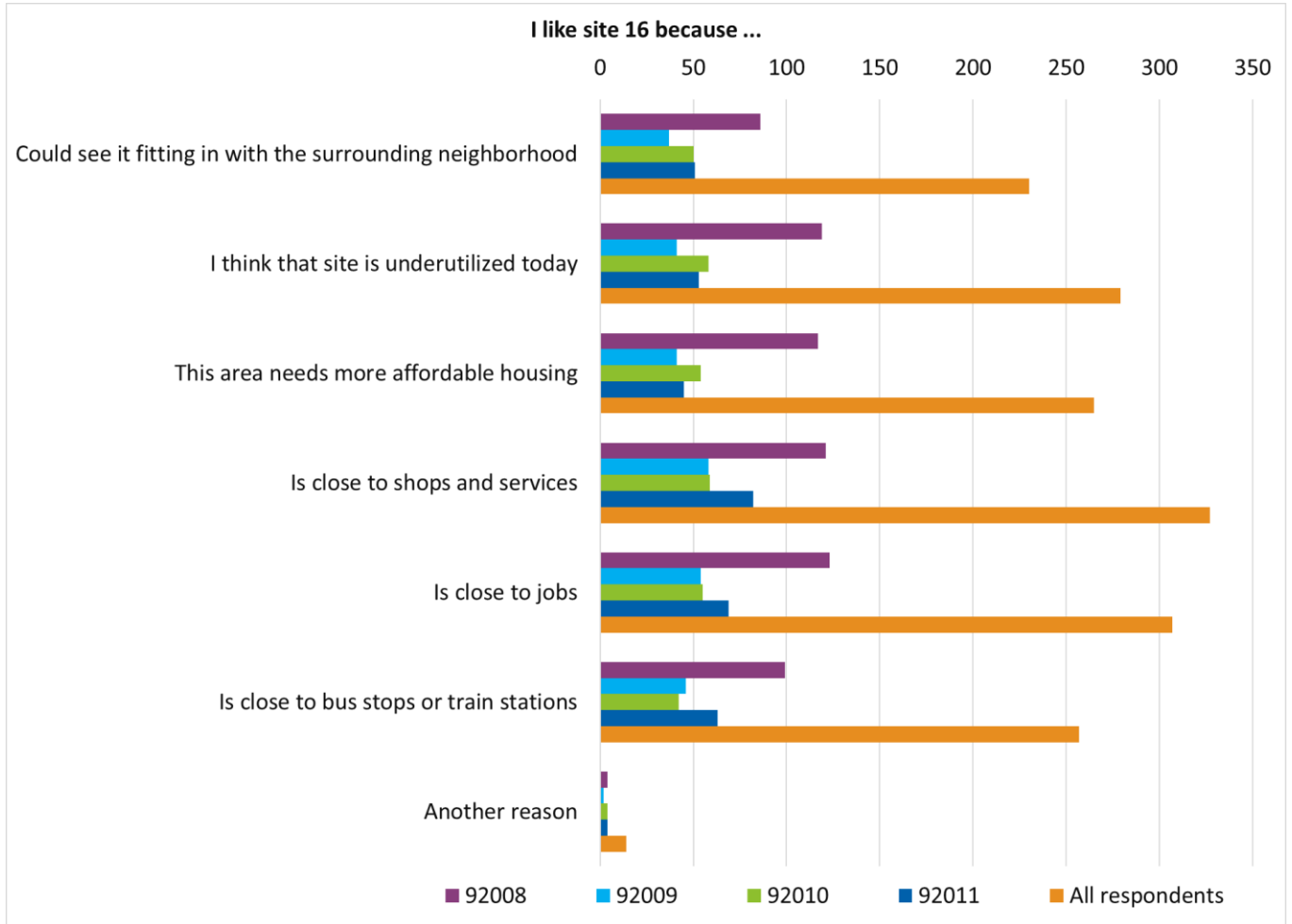


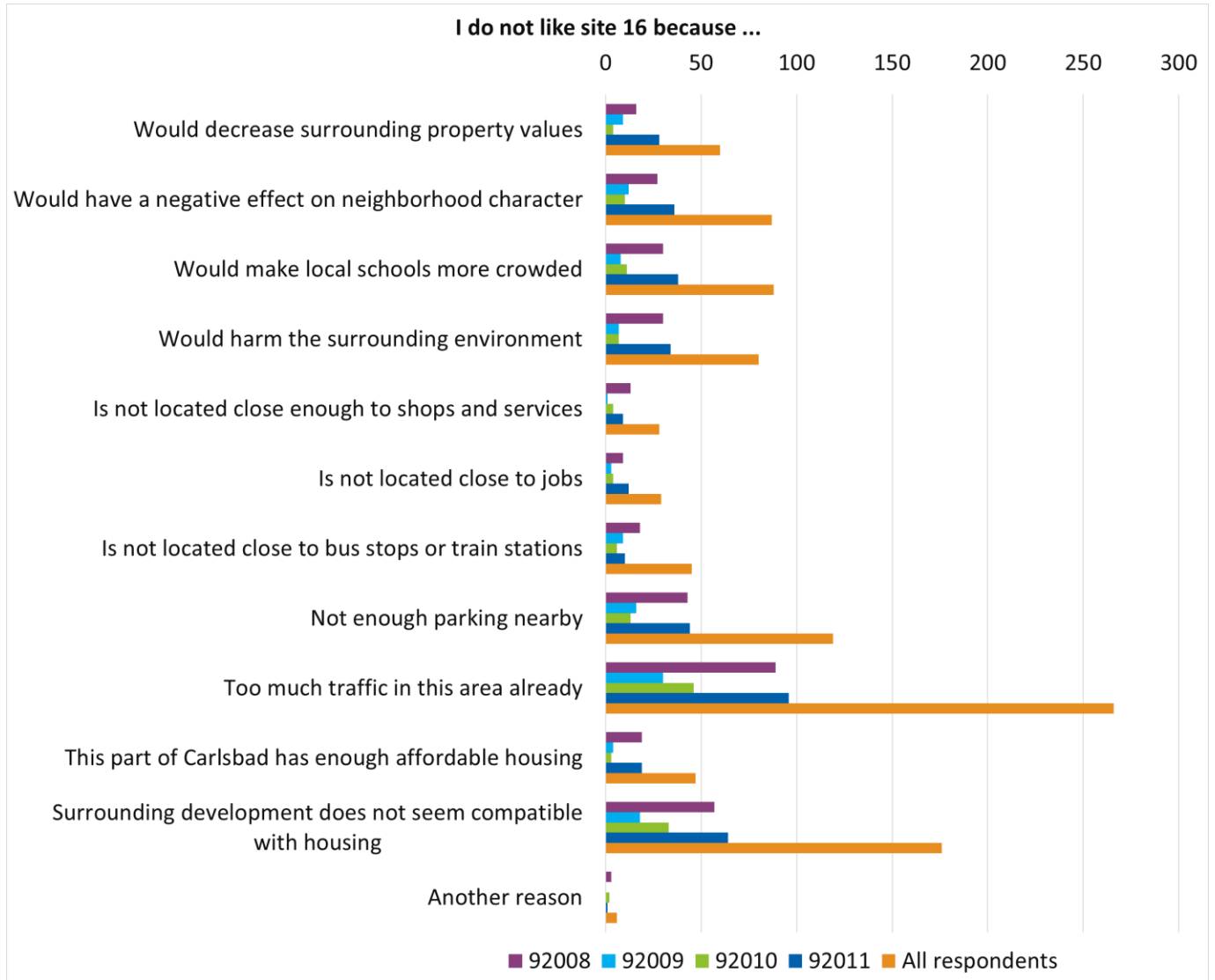
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 16 as a location for future housing.





Support

- Proximity to jobs, services, transit and the highway

Concerns

- Proximity to the Village
- Plans for other projects near this site
- Lack of open space in this area
- Site is small and construction could have large impact on surrounding area
- Congestion, particularly given proximity to Costco
- Surrounding area does not seem compatible with housing

Site 17

This site encompasses the North County Transit District’s Poinsettia Coaster Station. Consisting of two parcels totaling about 6 acres, Site 17 is along Avenida Encinas about a half mile north of Poinsettia Lane.

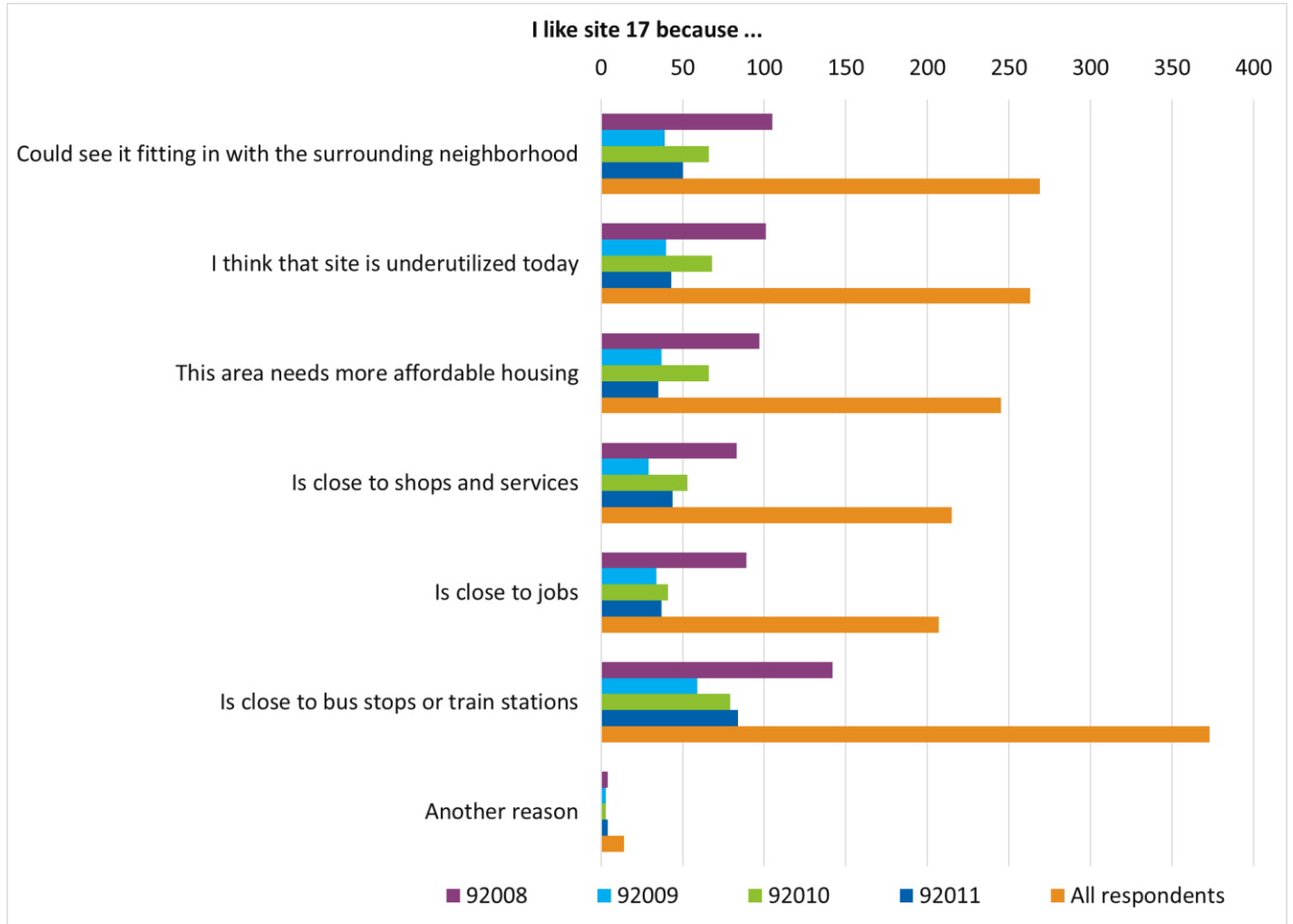


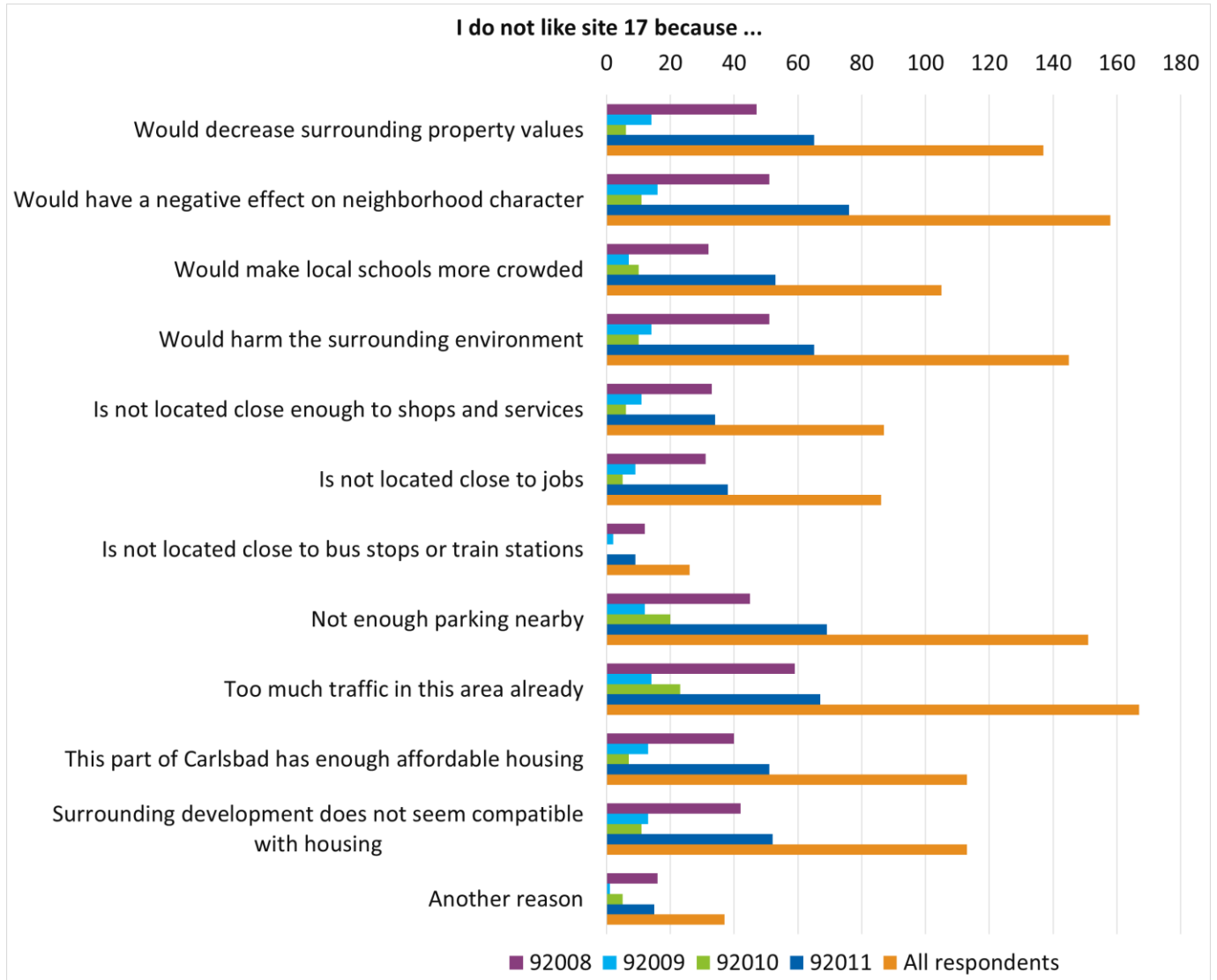
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 17 as a location for future housing.





Support

- Site is on public land
- Utilization of vacant commercial buildings
- Walkability
- Proximity to transit, good for Coaster commuters

Concerns

- There is already too much traffic in this location
- School crowding
- Diminished parking would negatively impact commuters and beachgoers
- Site is small

- There are already projects in development in this area in addition to existing low-income housing
- Property to north of site could not be developed

Site 18

Consisting of two separate clusters of properties, Site 18 is generally south and east of the Cape Rey hotel and east of Carlsbad Boulevard in the Ponto Area. Eight properties make up the site, five of which are vacant and three underutilized. The properties are designated for commercial and/or residential purposes and total about six acres.

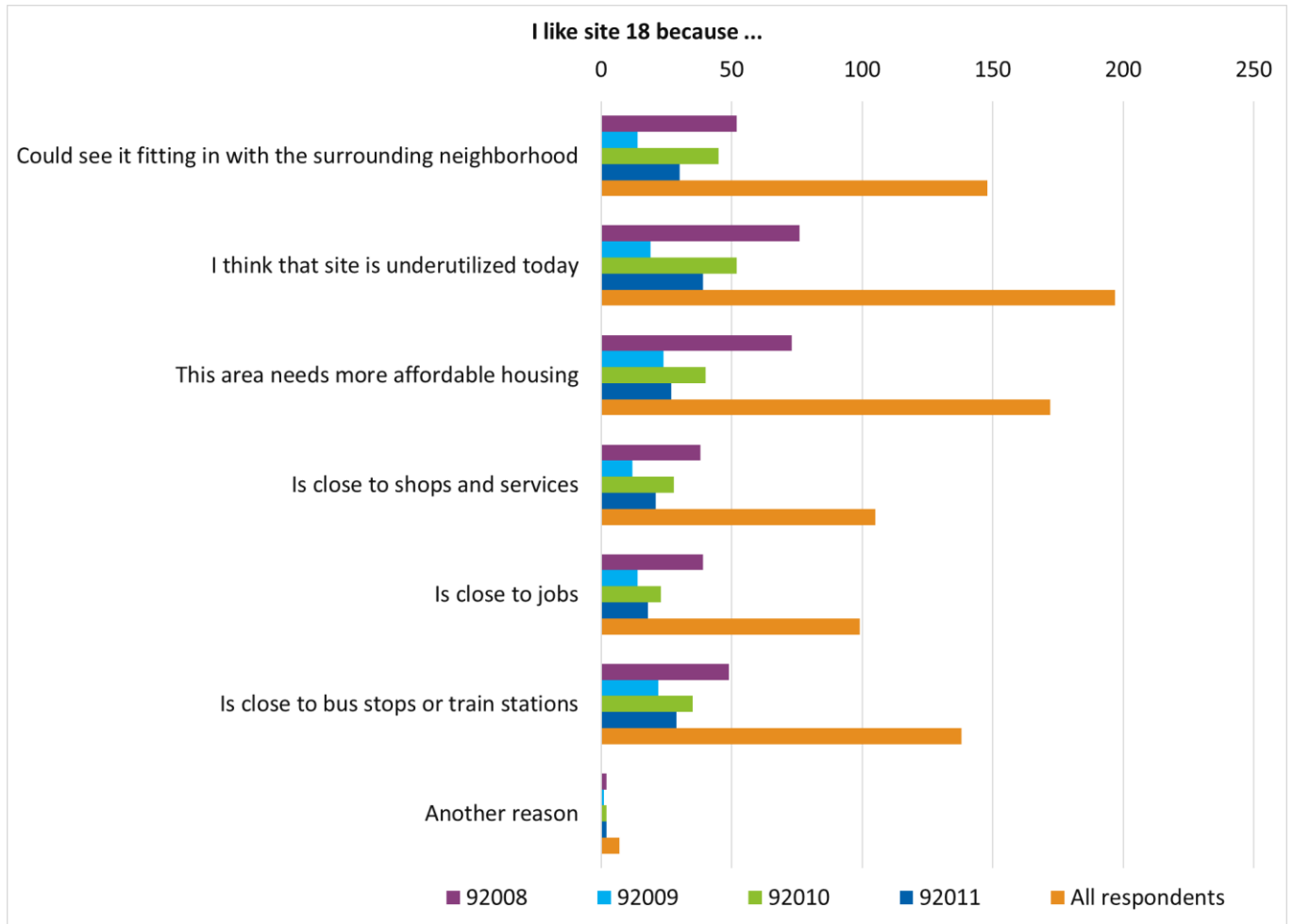


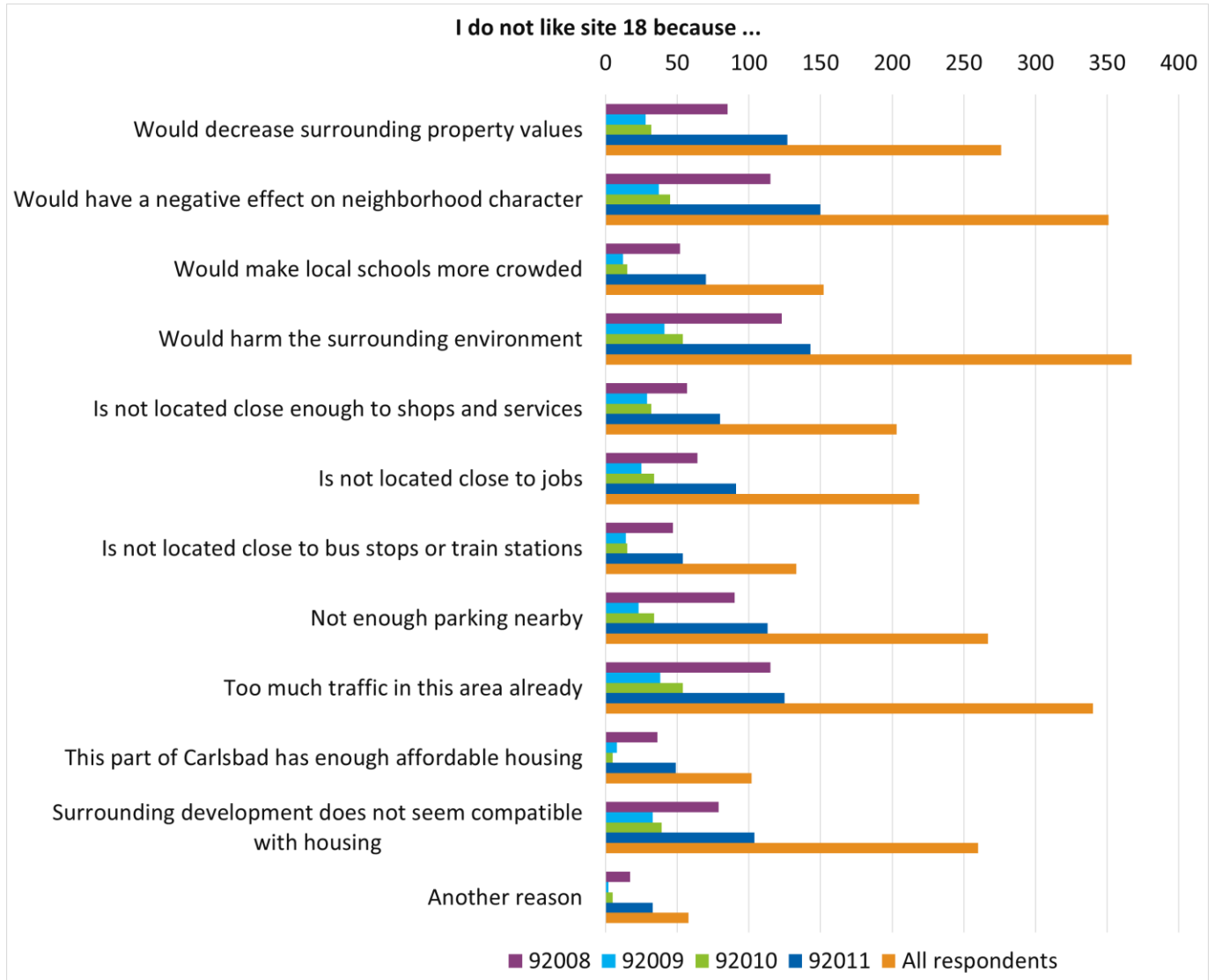
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 18 as a location for future housing.





Support

- Some community members were in support if the development were mixed-use and not just housing
- This site is underutilized today and this area needs more affordable housing

Concerns

- Preference for this site to be turned into a park rather than housing⁴

⁴ Site 18 is in the Ponto area but is north of the 11-acre vacant parcel that was the subject of community input recommending a park. As part of its approval of the Housing Element Update on April 6, 2021, the City Council voted to remove the 11-acre parcel from the Housing Element Update and look for an acceptable and suitable replacement site within the same quadrant. Site 18 is one of the proposed replacement sites.

- Coastal land use issues at Ponto
- Too much traffic congestion in this area already, especially with hotels and other planned developments
- High cost due to mitigation and sewer expenses
- Development would harm the surrounding environment
- Negative impacts to neighborhood area

Site 19

Site 19 is an elongated parcel currently designated for open space and commercial purposes. It is across Calle Barcelona from The Forum Carlsbad shopping center and backs up to steep hillsides. The approximately 8-acre site features a parking lot but is otherwise undeveloped.

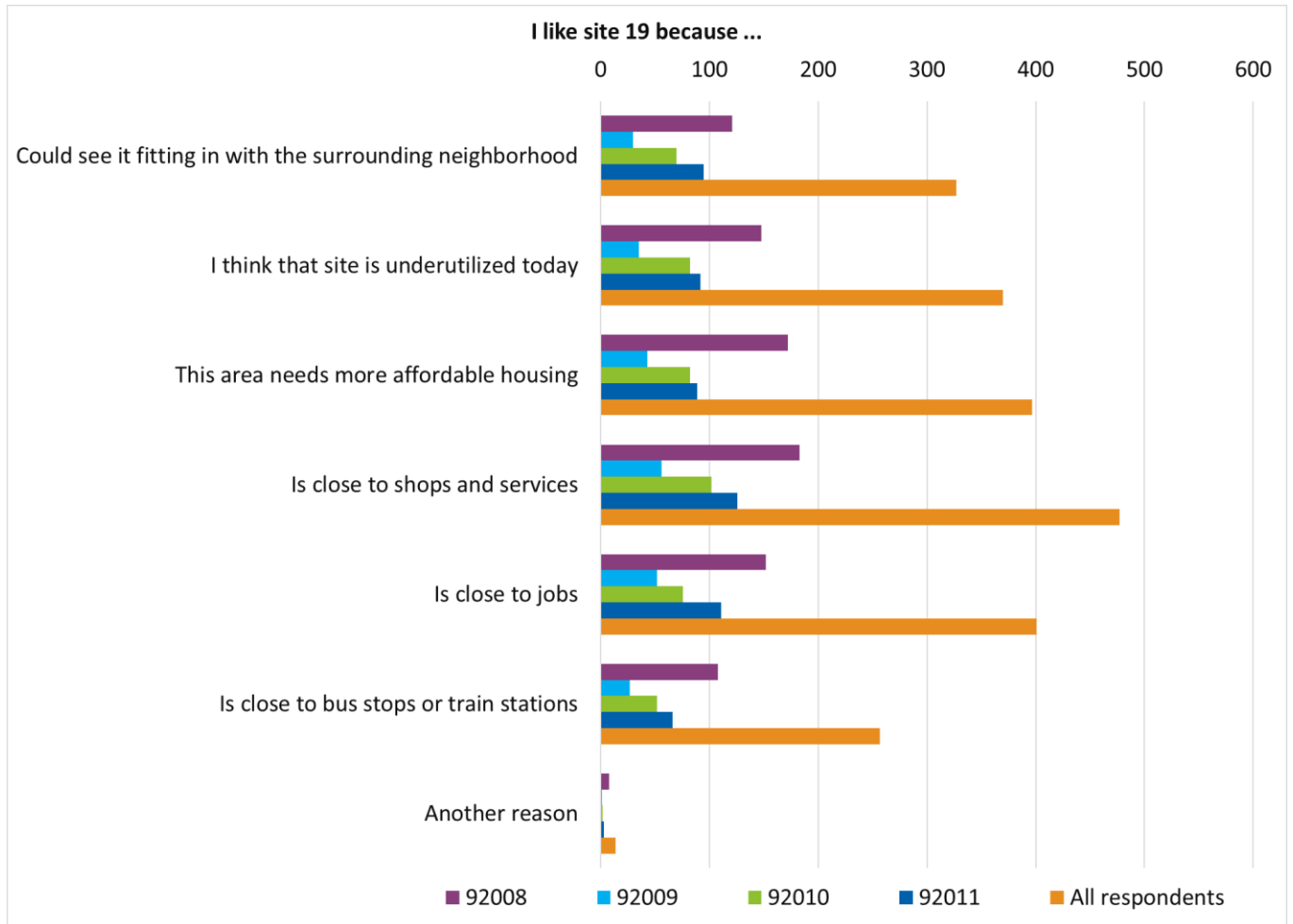


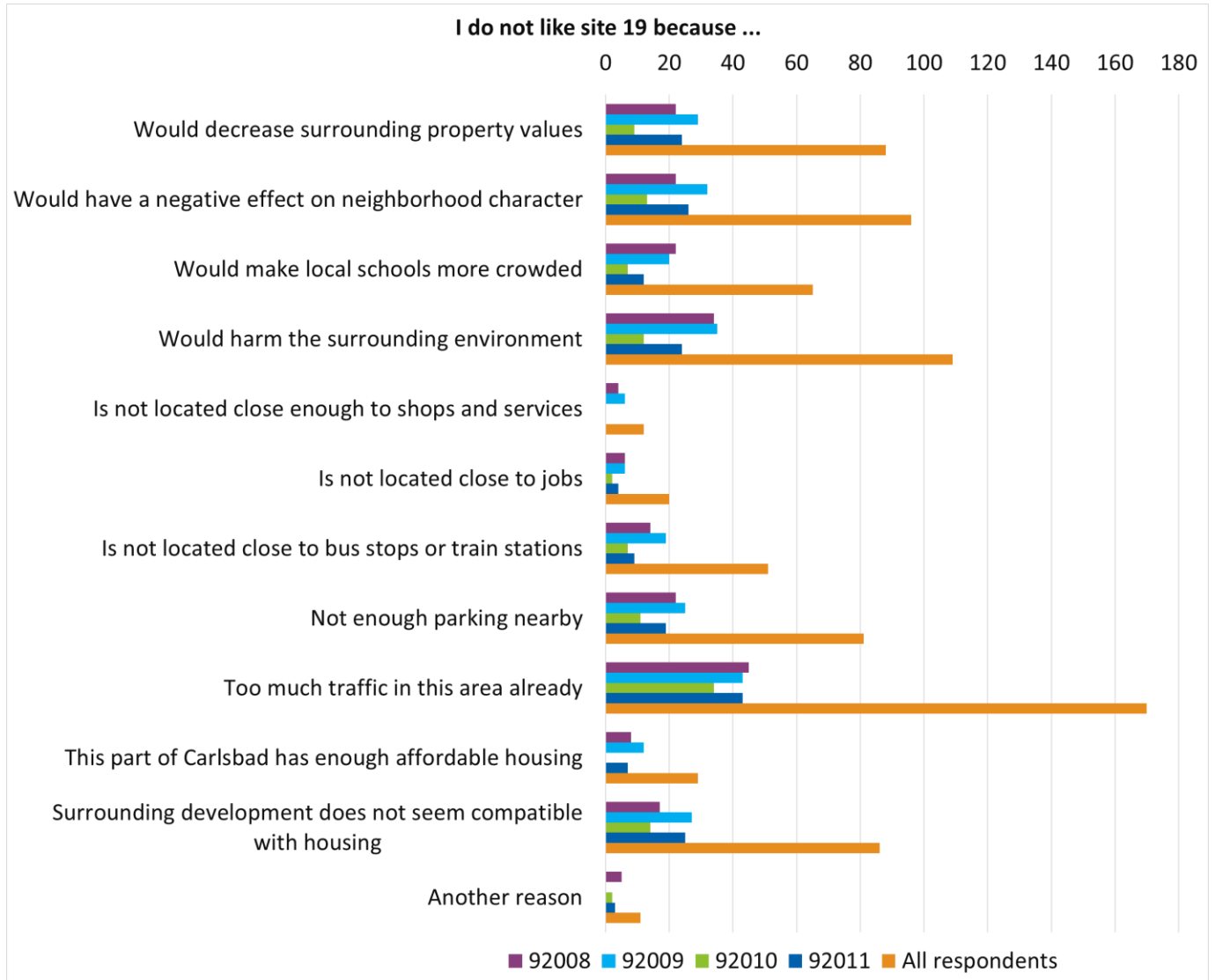
Map legend: What would change

- Convert government property to allow housing
- Convert commercial property to allow housing
- Increase number of units where housing is already allowed
- Convert vacant industrial property to allow housing

Survey responses

The charts below provide a summary of why survey respondents said they liked or disliked Site 19 as a location for future housing.





Support

- Some community members were in support if the development were mixed-use and not just housing
- Proximity to services, retail employers and facilities
- Balances out location of sites throughout city by being in southern part

Concerns

- Proximity of the La Costa Glen retirement community would be incompatible with this development
- Cost to develop site given slopes in landscape
- Too much traffic in this area already

Next Steps

All public input gathered through the virtual workshops, online survey and public comments will be used by city staff to develop updated maps with housing site options. The updated maps will be presented to the City Council in early 2022 for approval to move forward with the environmental review of those sites for one or more options (or alternatives). This will be ultimately presented as part of formal land use changes at public hearings in spring 2023.

The city will continue to keep those who participated in this public involvement process informed of how their input was used, what progress is being made to finalize future sites for housing, when formal land use changes would occur and additional opportunities to get involved.

Appendix

View the [Appendix](#) for verbatim responses gathered through all the engagement opportunities.

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- D. Survey results - 92008 residents
- E. Survey results - 92009 residents
- F. Survey results - 92010 residents
- G. Survey results - 92011 residents
- H. Survey results - non residents
- I. Survey results (Spanish)
- J. Public comments