

CHAPTER 3 SPECIFIC PLAN DESCRIPTION

This section describes the components and objectives of the Agua Hedionda 85/15 Specific Plan, and provides a detailed description of the Specific Plan's characteristics. This section also identifies existing conditions and gives a brief description of the environmental effects that will be evaluated.

3.1 SPECIFIC PLAN LOCATION

The approximately 203.4-acre Specific Plan area is located in Carlsbad, in northwest San Diego County, California. The City occupies about 39 square miles of beaches, bluffs, lagoons, rolling hills, and other land along the northern coast of San Diego County, and is situated about 30 miles north of the San Diego metropolitan area (see **Figure 1-1**, Regional Map). In addition to the Pacific Ocean coastline along its western boundary, existing communities surrounding Carlsbad include the city of Oceanside to the north, the city of Encinitas to the south, and the cities of Vista and San Marcos and unincorporated areas of San Diego County to the east.

Three coastal lagoons help to define the City's environs. The Agua Hedionda Lagoon is centrally located in Carlsbad's coastal zone, and comprises water surface and additional upland marsh and wetland areas. Buena Vista Lagoon is along the City's northern edge, acting as a boundary between Carlsbad and Oceanside. The Batiquitos Lagoon is situated along the City's southern edge, defining the boundary between Carlsbad and Encinitas. The Agua Hedionda Lagoon is a significant water feature situated to the north of the Specific Plan area.

The Specific Plan area, as of the date of this Specific Plan, is currently part of San Diego Gas & Electric's (SDG&E) Encina Power station land holdings, whose 400-foot exhaust stack and power plant and transmission facilities have been a city landmark near the edge of the ocean and Agua Hedionda Lagoon since the mid-1950s. The Specific Plan area is comprised of two separate parcels, identified as San Diego County's Assessor Parcel No. 211-010-24-00, and the portion of Parcel No. 211-010-031-00 that is north of Cannon Road.

The Specific Plan area is regionally accessed by Interstate 5 (I-5) and locally accessed by Cannon Road. The Specific Plan, **Figure 1-2**, Aerial Map, illustrates the plan vicinity and physical characteristics of the Specific Plan area. The Specific Plan, Appendix C, contains the legal description of the Specific Plan area.

3.2 SPECIFIC PLAN OVERVIEW

The Specific Plan is comprised of approximately 203.4 acres between the south shore of the Agua Hedionda Lagoon and Cannon Road in the City of Carlsbad. The Specific Plan will permanently protect approximately 176.7 acres, more than 85% of the Specific Plan area, for

open space and the continuation of strawberry farming and coastal agriculture. The Specific Plan’s protection, conservation and enhancement of the open space and agricultural land will be achieved through the Specific Plan itself and in cooperation with the City of Carlsbad, one or more qualified environmentally focused non-profit entities, land conservancy organizations, land managers, public agencies, and qualified farming and agricultural interests. The intent is to permanently protect, conserve, restore, or enhance existing habitat, sensitive species, and riparian/wetland resources; and provide for the continuation of coastal agriculture and strawberry farming, consistent with the City’s open space and agriculture heritage. Portions of the designated open space and agricultural land will become an integral part of the Specific Plan area, and low-impact public access will allow for passive recreation amenities, including miles of new nature trails and walkways, picnic and rest areas, lagoon vistas, an outdoor classroom, roadway, restroom facilities, parking, farm-to-table dining, farm stand, and an integrated resource and educational signage program for use by the entire Carlsbad community.

The remaining approximately 26.7 acres, or less than 15% of the Specific Plan area, will include a new pedestrian-oriented outdoor visitor-serving commercial, shopping, dining, and entertainment promenade (Outdoor Shopping, Dining, and Entertainment Promenade). The Outdoor Shopping, Dining, and Entertainment Promenade facilitates a high-quality, functionally integrated district that is distinctive, creates a sense of community, and contributes to Carlsbad’s traditional “village” identity and beach community character, while prioritizing protection and conservation of open space lands, the continuation of strawberry farming and coastal agriculture, and the protection of the natural environment through the Specific Plan. The Specific Plan includes up to 585,000 square feet of new visitor-serving commercial, shopping, dining, entertainment, and recreational uses.

The Specific Plan’s vision is to provide permanent open space protection and conservation, combined with the highest environmental standards to support Carlsbad’s open space and agricultural heritage, along with a modern, sustainable Outdoor Shopping, Dining, and Entertainment Promenade with an innovative building design that provides distinctive visitor-serving commercial, shopping, dining, entertainment, recreation, and environmental benefits for the entire Carlsbad community.

The Specific Plan’s open space and agricultural areas are of paramount importance in the plan.

The Specific Plan provisions permanently protect approximately 176.7 acres for open space and the continuation of strawberry farming and coastal agriculture. This protection is provided by requiring an easement granted to the City of Carlsbad, a qualified environmentally-focused non-profit organization, or public agency for open space and agricultural conservation purposes over approximately 155.1 acres of the Specific Plan area. The remaining approximately 21.6 acres will be subject to an easement or a deed restriction for open space and agricultural purposes — in

addition to allowing supporting improvements and uses, including farm stand, farm-to-table dining, and parking.

The Specific Plan provides Carlsbad residents and visitors low-impact public access to the open space lands by providing passive recreation amenities including miles of new nature trails and walkways, picnic and rest areas, lagoon vistas, an outdoor classroom, parking, and an integrated resource and educational signage program. Specifically, the Specific Plan requires that the open space portions of the approximately 155.1 acres be dedicated to one or more qualified environmentally-focused non-profit entities, land conservancy organizations, or public agencies; and that the agricultural portion be dedicated to one or more qualified environmentally-focused non-profit entities, land conservancy organizations, public agencies and/or qualified farming and agricultural interests.

Further, the Specific Plan requires the protected habitat, public access, and agricultural areas within the dedicated open space conservation land to be managed, operated, and maintained in cooperation with one or more qualified environmentally-focused non-profit entities, land conservancy organizations, land managers, agencies, and farming and agricultural interests. The Specific Plan provides for the continuation and support of strawberry farming and coastal agriculture within the Specific Plan area and furnishes Carlsbad residents and visitors with a pedestrian-oriented visitor-serving Outdoor Shopping, Dining, and Entertainment Promenade on approximately 26.7 acres within the Specific Plan area for a high-quality, functionally integrated district designed to maintain a sense of community and contribute to Carlsbad’s traditional “village” identity and beach community character.

The Specific Plan also establishes revenue sources from the Specific Plan’s visitor-serving commercial uses, and/or from private funding, to dedicate, improve, restore, operate, and maintain in perpetuity the dedicated open space areas at no tax burden to Carlsbad residents. The Specific Plan open space requirements, funding mechanisms, and other public infrastructure (as referenced in this Specific Plan) are triggered by the issuance of a building permit in the visitor-serving commercial component of the Specific Plan, and absent such permits and certificates, no such Specific Plan provisions are effective..

The Specific Plan is consistent with the Carlsbad General Plan (1994), the proposed Draft General Plan Update (2014), the Carlsbad Growth Management program, and the applicable Zone 13 Local Facilities Management Plan (Zone 13 LFMP (1995)). The Specific Plan must be implemented consistent with said plan and program requirements (see Specific Plan, Section 6.0, Implementation).

The Specific Plan is subject to numerous design features, conditions, and environmental protection features (EPFs) identified and described in the Specific Plan, Section 6.0,

Implementation. These features include, among others, requirements related to the installation and/or funding of identified traffic improvements; the installation of public facilities, infrastructure, and services in compliance with Carlsbad’s Growth Management program; restrictions upon development; conditions to ensure compliance with the Zone 13 LFMP (1995); and other environmental protections.

Economic Effect of the Specific Plan

Specifically, as described in **Appendix R**, Fiscal Impact and Economic Benefit Analysis, the Specific Plan is estimated to generate annual fiscal revenues in the range of approximately \$4.1 to \$5.8 million, annual fiscal expenditures in the range of approximately \$1.4 to \$1.5 million, yielding an annual net fiscal impact in the range of approximately \$2.7 to \$4.3 million. Primary general fund revenues include sales tax generated on-site of approximately \$2.6 to \$4.2 million and property tax of approximately \$989,100 to \$1.1 million. Primary general fund expenditures include police services of approximately \$339,900 to \$361,000, community services of approximately \$304,500 to \$323,300, and fire services of approximately \$221,300 to \$235,000.

Implementation and construction of the proposed Specific Plan area is expected to generate significant one-time spending, create jobs, and fuel the local economy. The analysis estimates the generation of approximately 4,485 to 4,974 full-time construction-related jobs, approximately \$284 to \$315 million in labor income (wages), and approximately \$626 to \$698 million in economic output (spending) in the region through direct, indirect, and induced economic activity. The ongoing operation of the Specific Plan area upon completion and stabilization is estimated to generate approximately 2,298 to 2,440 full time equivalent jobs, approximately \$102 to \$108 million in labor income, and approximately \$392 to 624 million in economic output annually. Further, it is estimated that the Specific Plan applicant will contribute approximately \$9.7 to \$11.3 million to the City in primary one-time construction impact and other mitigation-related fees.

As described in **Appendix R**, Fiscal Impact and Economic Benefit Analysis (Tourism Related Economic Impacts Memo), the Specific Plan is anticipated to attract a significant number of visitors for retail and entertainment excursions, generating 81,900 to 124,800 additional room nights in the City annually. It is estimated that total taxable retail spending of \$113.4 to \$172.8 million at City establishments will generate an incremental \$1.1 to \$1.7 million in annually recurring Sales and Use Tax revenue for the City. Additional accommodations expenditures of \$18.4 to \$34.3 million in the City will generate an incremental \$1.8 to \$3.4 million in annually occurring Transient Occupancy Tax revenue for the City.

Finally, based on the City budget assumptions and cost estimates prepared, the value of the public benefits represented by the private funding of installation, maintenance, and operation of the Open Space improvements is estimated in the range of approximately \$10.0 to \$16.5 million.

3.2.1 Existing Land Use

Existing Specific Plan site conditions comprise agriculture uses (active and fallow), wetlands/riparian, grassland, coastal sage scrub, chaparral, ornamental vegetation, and disturbed land. There are also existing drainages, which outlet to the Agua Hedionda Lagoon, farming paths and roads, and agricultural operations within the Specific Plan area. The existing San Diego Gas & Electric (SDG&E) easement allows an underground gas line and overhead electric transmission and distribution lines to traverse the southern portion of the Specific Plan area. In addition, the Specific Plan area is subject to various utility, access, and other easements.

Portions of the Specific Plan area are currently used for agricultural operations by a third-party, and portions immediately adjacent to the Agua Hedionda Lagoon are leased to the City for public access purposes. Another portion of the Specific Plan area is leased to the City for public park purposes, but there currently is no improved public access, park uses, or improvements within the leased City park area.

The Specific Plan area is subject to an existing Open Space Deed Restriction, dated June 7, 2005, imposed by the Coastal Commission on the most northern portions of the Specific Plan area to the lagoon shoreline, which states that no development, as defined in section 30106 of the Coastal Act, shall occur on delineated wetland, riparian, upland native habitat areas, and steep slopes. The Open Space Deed Restriction permits maintenance of overhead and underground utility areas may occur within this restricted area. The Conceptual Land Use Plan, **Figure 3-1**, depicts this deed-restricted open space.

Existing Land Use Designations

Carlsbad General Plan (1994)

The Specific Plan area's General Plan (1994) land use designations, prior to amendment by the Specific Plan Initiative, were "Travel Recreation (TR)" and "Open Space (OS)" (see Specific Plan, Figure 2.0-1). As part of the Specific Plan Initiative, the Carlsbad General Plan (1994) has been amended to provide a Specific Plan, or AH-SP, land use designation for the subject Specific Plan area. Prior to adoption of the Specific Plan Initiative, the Specific Plan area zoning was Public Utility (P-U) and Open Space (OS) (see Specific Plan, Figure 2.0-2).

Surrounding Land Uses

Land uses surrounding the Specific Plan area are the Interstate 5 (I-5) transportation corridor to the west, Cannon Road to the south, the Agua Hedionda Lagoon to the north and northeast, and other largely undeveloped land to the east. The Pacific Ocean is further west of the Specific Plan area. LEGOLAND California resort (amusement park) and hotel, Sheraton Carlsbad Resort and

Spa, and the Hilton Grand Vacations Club are further east and southeast of the Specific Plan area, and Car Country Carlsbad, Carlsbad Premium Outlets, and related retail and restaurants are further south.

3.2.2 Proposed Land Uses

This section provides a description of the designations delineated on the Conceptual Land Use Plan (**Figure 3-1**). Specific uses permitted in each land use designation are described below. In addition, the Specific Plan's development standards and associated regulations and requirements governing development within the Specific Plan area are set forth in Specific Plan Section 6.0, Development Standards.

Habitat Management Plan Open Space

The HMP-OS designation applies to areas designated as existing hardline conservation areas in the City's Habitat Management Plan (November 2004). Except as provided herein, the HMP-OS designation is subject to Section 21.210 of the Carlsbad Municipal Code, Habitat Preservation and Management Requirements. These areas are also subject to an Open Space Deed Restriction imposed by the Coastal Commission on the most northern portions of the Specific Plan area to the lagoon shoreline, which states that no development, as defined in section 30106 of the Coastal Act, shall occur on delineated wetland, riparian, upland native habitat areas, and steep slopes. However, maintenance of overhead and underground utility areas may occur within this restricted area.

Passive Open Space

The P-OS designation applies to areas with existing or potential for biological resources. This designation is intended to accommodate permanent natural open space, natural drainage and stream courses, habitat restoration or enhancement, trails, buffers, vista points, picnic areas, limited surface parking for public access and passive recreation uses only, ingress/egress roads with limited lighting, and low-impact recreation uses. Maintenance of overhead and underground utility areas may occur within the P-OS designation.

Exclusive Agricultural Open Space

The EAG-OS designation applies to areas that have existing or potential for agriculture resources. The EAG-OS designation is intended to accommodate agricultural production, sales, limited surface parking for agriculture uses and equipment, ingress/egress roads with limited lighting for the benefit of the Specific Plan area. Additionally, the Specific Plan allows classroom/education and interpretive programming related to the area's cultural and natural resources, trails, vista points, and picnic areas provided they do not interfere with the agricultural

uses. Maintenance of overhead and underground utility areas may occur within the P-OS designation.

Agricultural Support Open Space (AGS-OS)

This designation is intended to accommodate the continuation of coastal agriculture and strawberry farming in an open space setting, and accommodate an agricultural farm stand (approximately 2,200 square feet) and associated produce sales, farmers market, farm-to-table dining (approximately 6,500 square feet), “you-pick” opportunities and other accessory uses supporting the continuation of coastal agriculture and strawberry farming and its connection to the Visitor-Serving Commercial and EAG-OS designations within the Specific Plan area. Maintenance of overhead and underground utility areas may occur within the P-OS designation.

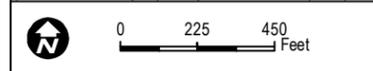
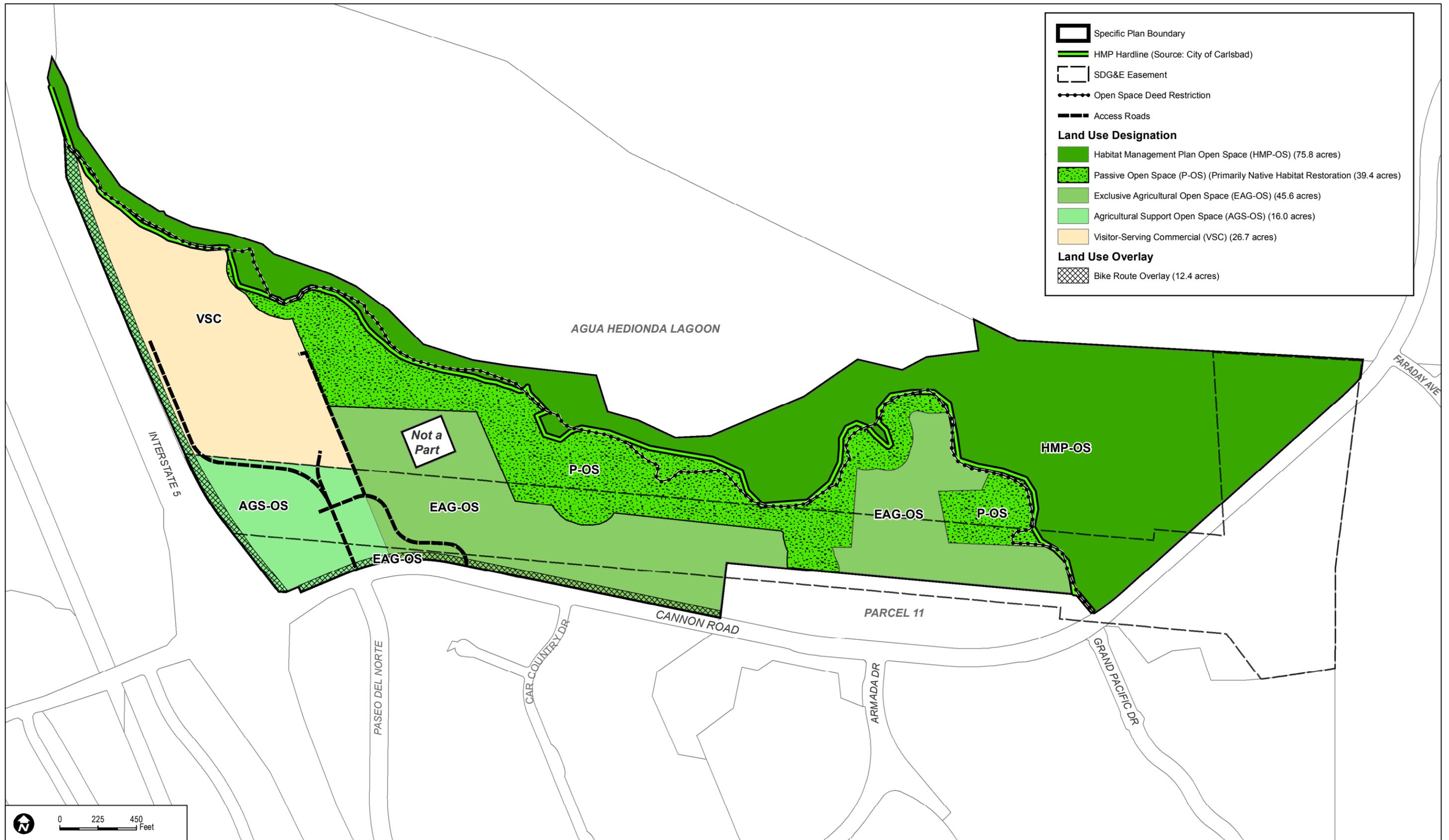
Visitor-Serving Commercial

The VSC designation allows for shopping, dining, entertainment, and recreation uses to accommodate the Outdoor Shopping, Dining, and Entertainment Promenade, and provides a cohesive integration with the adjacent open space and agriculture designations previously described.

As part of the Specific Plan Initiative, the Carlsbad Municipal Code, title 21, Zoning, has been amended to rezone the Specific Plan property using the following zoning land use designations:

Specific Plan Designations	General Plan Designation	Zoning Designation
Habitat Management Plan/Open Space	AH-SP	HMP-OS
Passive Open Space	AH-SP	P-OS
Exclusive Agriculture/Open Space	AH-SP	EAG-OS
Agricultural Support/Open Space	AH-SP	AGS-OS
Visitor-Serving Commercial	AH-SP	VSC

INTENTIONALLY LEFT BLANK



INTENTIONALLY LEFT BLANK