

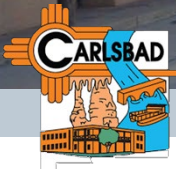


CITY OF CARLSBAD

COMPREHENSIVE PLAN UPDATE

PUBLIC MEETING

February 13, 2025



CITY OF CARLSBAD COMPREHENSIVE PLAN

WELCOME & INTRODUCTIONS



WENDY AUSTIN
City Administrator

JEFF PATTERSON
Director, Planning and
Regulation Dept.

TRYSHA CARRASCO
Deputy Planning Director

STEERING COMMITTEE

Craig Stephens
Dr. Amanda Ryan
Dr. Kevin Beardmore
Jessie Rodriguez
Joe Lopez
KC Cass
Tony Souza



JACKIE FISHMAN, AICP
Principal-in-Charge

MARGARET AMBROSINO, AICP
Senior Planner/Associate

PAUL SITTIG, AICP
Senior Planner



WHO IS CONSENSUS PLANNING?

- We are a small planning and landscape architecture firm established in 1991 and based in Downtown Albuquerque
- We provide planning and design services for public and private sector clients throughout New Mexico
- Experience with similar projects:
 - ✓ City of Artesia Comprehensive Plan (November 2024)
 - ✓ Town of Edgewood Comprehensive Plan (January 2025)
 - ✓ Eddy County Comprehensive Plan (2023)
 - ✓ Taos County Comprehensive Plan (ongoing)
 - ✓ Town of Bernalillo Comprehensive Plan (2022)
 - ✓ Carlston Ranch Master Plan (2017)
 - ✓ City of Clovis Comprehensive Plan (2018)
 - ✓ City of Alamogordo Comprehensive Plan (2018)



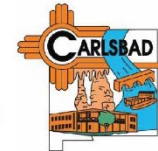
WHY SHOULD COMMUNITIES PLAN?

- Helps prepare for the future
- Identifies problems and points the way to solutions by taking a measured, systematic approach
- Provides a rationale for assigning priorities – e.g., *Should we build more streets before more sewer lines?*
- Provides the basis for decision-making regarding growth and development, and capital expenditures
- Provides the opportunity for educating, involving, and informing the community and elected officials



2018 COMPREHENSIVE PLAN

CITY OF CARLSBAD

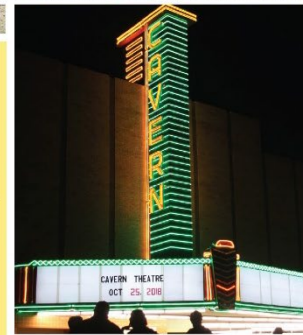


COMPREHENSIVE PLAN



Prepared By:
CONSENSUS PLANNING, INC.
302 EIGHTH STREET NW
ALBUQUERQUE, NM 87102

Adopted
JANUARY 2020



2020 COMPREHENSIVE PLAN

KEY PLANNING THEMES

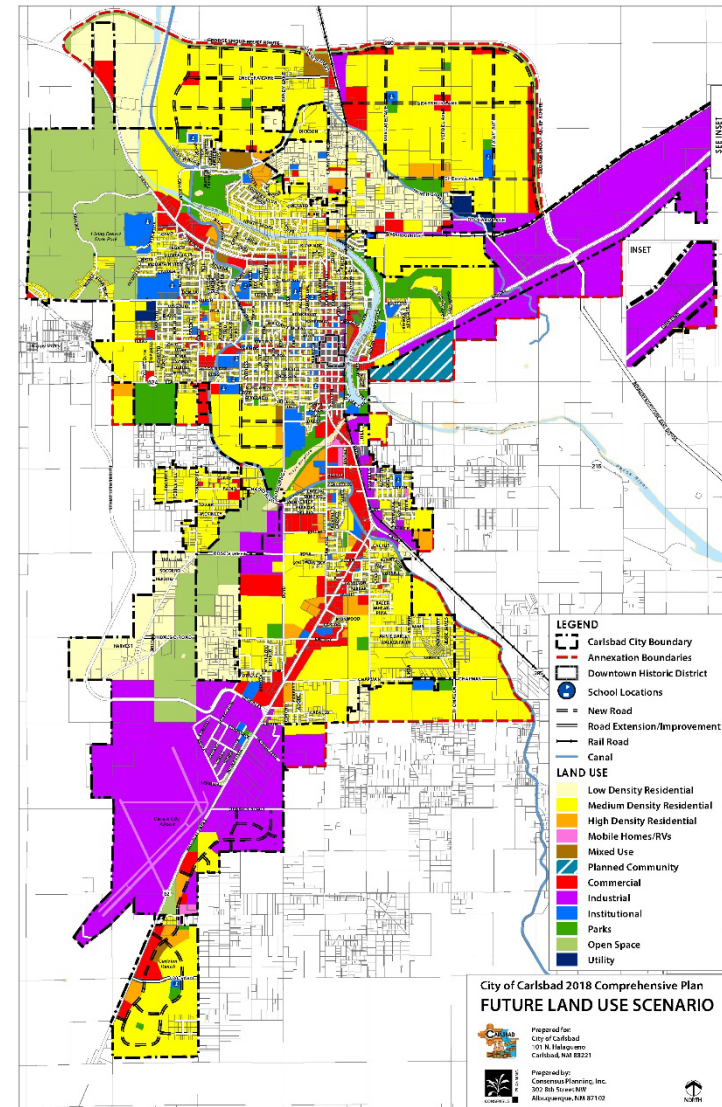
- More housing needed
- Improving the transportation system
- Investing in infrastructure
- Staying ahead of the curve and staying proactive
- Maintaining Carlsbad as a major tourist destination



2020 FUTURE LAND USE SCENARIO

HIGHLIGHTS

- Strong, pro-growth approach
- Combination of infill and annexation
- Infill of vacant areas (31% of the City)
- 12 annexation areas with the largest areas to the north
- Significant increase in residential land use
- New road extensions



PLAN ELEMENTS



FRAMING THE PLANNING PROCESS

- What has changed since adoption of the 2020 Comprehensive Plan?
- What are the community's concerns, needs, and priorities?
- How do we maintain what Carlsbadians cherish about the community?
- How should the City grow and develop in the future?
- What is the vision for Carlsbad in 20 years?
- How should the City address land use, housing, transportation, and infrastructure issues?



PUBLIC OUTREACH

- Make ourselves available
- Make the process interactive
- Communicate directly with community stakeholders
- Involve citizens of all ages and backgrounds
- Practice active listening
- Engage elected officials and champions



COMMUNITY SURVEY

- Survey includes a series of 50 questions
- Designed to elicit input on a range of community issues
- Went live in January and is ongoing
- A total of **186** responses as of February 12th
- Survey link is on the City of Carlsbad website and Project Webpage:

<https://www.surveymonkey.com/r/JHBMQSW>

<https://carlsbadcomprehensiveplan.com>



KEY TAKEAWAYS

PROFILE, TENURE, & QUALITY OF LIFE

- 67% of respondents were female; 57% were between the ages of 25 to 49; and 32% had household incomes of \$150,000 and above
- 97% said they are full-time residents; 50% said they've lived in Carlsbad for more than 20 years; and 38% said they lived in Ward 4
- Primary reasons they live in Carlsbad - 53% said "permanent employment"; 48% said "my family lives here"; and 45% said "I grew up here"



KEY TAKEAWAYS

PROFILE, TENURE, & QUALITY OF LIFE

- 83% said they are “likely or very likely” to live in Carlsbad for the next 2 to 5 years
- Asked why they would leave Carlsbad, 54% said “lack of healthcare access”; 47% said “higher quality of life elsewhere”; and 43% said “high cost of living”
- 90% rated quality of life in Carlsbad “good or fair”



KEY TAKEAWAYS

QUALITY OF LIFE

- Asked their favorite aspects of Carlsbad, 53% said “close to family”; 44% said “climate”; and 37% said “outdoor recreation”
- Asked what public facilities they or their family currently uses, 70% said “parks”; 47% said “Carlsbad Public Library”; and 43% said “Carlsbad Water Park”
- Asked their level of satisfaction with public safety services, 73% said “good or fair” while 15% said “exceptional”
- Asked their level of satisfaction with parks and recreation facilities, 81% said “good or fair” while 11% said “exceptional”



KEY TAKEAWAYS

QUALITY OF LIFE

- Asked their level of satisfaction with community facilities, 71% said “good or fair” while 7% said “exceptional”
- 93% said they “strongly agree or agree” that the visual appearance of Carlsbad should be improved
- Asked what areas of improvement to the visual appearance are needed, 80% said “reduce litter and dumping”; 62% said “commercial buildings or properties”; and 56% said “streetscapes”



KEY TAKEAWAYS

EMPLOYMENT

- 88% said they are employed; 86% said they had a full-time job and 20% said they have more than one job
- 10% said they have a spouse, domestic partner, or children that live in another city or state; of those, 93% said they've lived in Carlsbad for over a year
- Asked what is preventing them and their family from moving permanently to Carlsbad, 24% said “lack of housing that suits my needs”
- 84% have in-person jobs; 17% said their job is in “healthcare”; 15% said “education”; and 11% said “administrative”
- Of those unemployed, 42% said they are “retired” and 39% said they are a “stay at home parent or caretaker”



KEY TAKEAWAYS

GROWTH & DEVELOPMENT

- Asked what types of new jobs or industry are needed, 70% of the responses were “restaurant and food service”; 69% were “retail” and 45% were “health sciences”
- Asked where they go for shopping and commercial services, 65% of the responses were “online”; 61% were “Roswell”; and 59% were “Lubbock”;
- Asked the reasons they travel outside of Carlsbad, 86% of the responses were “medical care”; 75% were “entertainment”; and 74% were “dining”



KEY TAKEAWAYS

GROWTH & DEVELOPMENT

- Asked what types of commercial development are needed, 84% of the responses were “restaurants”; 75% were “grocery stores”; and 73% were “clothing and accessories stores”
- Asked what, if anything, is limited growth in Carlsbad, 80% of the responses were “lack of affordable housing”; 70% were “fewer amenities than other locations”; and 60% were “lack of healthcare access”
- Asked their level of agreement with encouraging infill development, 80% “strongly agreed or agreed”
- Asked their level of agreement with encouraging mixed-use development, 61% “strongly agreed or agreed”



KEY TAKEAWAYS

DOWNTOWN & TOURISM

- Asked if Downtown is a fun place to visit, shop, and walk around, 65% “disagreed or strongly disagreed”
- Asked what Downtown needs more of, 83% of the responses were “sit-down restaurants”; 74% were “retail stores”; and 59% were “coffee and snack shops”
- Asked if they believe the tourist economy is important to Carlsbad, 89% “agreed or strongly agreed”



KEY TAKEAWAYS

TRANSPORTATION & INFRASTRUCTURE

- Asked which transportation modes they use, 99% of the responses were “personal car, truck, or motorcycle”; 16% were “walk”
- Asked their level of satisfaction with the City’s multi-modal transportation system, 57% said “fair or poor”
- Asked what transportation and infrastructure improvements the City should focus on, 68% of the responses were “street maintenance”; 56% were “sidewalk replacement or installation”; and 54% were “expansion of storm drainage systems”



KEY TAKEAWAYS

HOUSING

- Asked if they own or rent their homes, 87% said they “own/purchasing their home”
- Of those that rent, 50% said they anticipate renting for “more than 1 year” while 36% said “indefinitely”
- Renters were asked why they have not purchased a home, 61% of the responses were “cannot afford the down payment”; 52% were “cannot afford the mortgage and ongoing costs”
- For those who cannot qualify for a mortgage, they were asked what obstacles are preventing them from qualifying, 79% of the responses were “cannot find an affordable price range” and 57% were “cannot find an affordable home where I want to live”



KEY TAKEAWAYS

HOUSING

- Asked their level of agreement whether Carlsbad has an adequate supply of affordable housing, 74% “disagreed or strongly disagreed”
- Asked which housing development types Carlsbad needs more of, 83% of the responses were “affordable housing”; 71% were “starter homes”; and 47% were “mixed-income housing”



KEY TAKEAWAYS

HOUSING

- Asked which housing types Carlsbad needs more of, 89% of the responses were “single-family detached homes”; 42% were “townhouses”; and 30% each were “apartments” and “senior housing with care facilities”
- Asked what the most important housing issues facing Carlsbad, 82% of the responses were “housing is too expensive” and 70% were “lack of affordable homeownership options”





1

How would you describe Carlsbad to someone who was thinking about moving here?





2 What are the 3 most important aspects of Carlsbad that should be preserved for the future?





3

What are the 3 most important aspects of Carlsbad that should be changed for the future?





4

What areas or neighborhoods in Carlsbad are most in need of improvement?



5

It's now 2045, how would you describe Carlsbad to someone who was thinking about moving here?



NEXT STEPS

- Keep Community Survey going until March 7
- Complete stakeholder interviews
- Complete existing conditions
- Write draft goals and objectives
- Create alternative land use scenarios
- Schedule 2nd public meeting to review draft goals and objectives and alternative land use scenarios

