

Mia De Marzo

From: Christine Davis <chris@carlsbad-village.com>
Sent: Tuesday, December 10, 2019 12:58 PM
To: City Clerk
Subject: Letter on record for Dec 10 City Council meeting
Attachments: CVA_City Council_Dec10_2019.pdf

All Receive - Agenda Item # 16
For the Information of the:
CITY COUNCIL
Date 12/10 CA ✓ CC ✓
CM ✓ COO ✓ DCM (3) ✓

Please find attached a letter that we would like added to the record prior to tonight's City Council meeting.

Thank you,

--
CHRISTINE DAVIS | Executive Director
[Carlsbad Village Association](#)
p: 760.644.2121
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Carlsbad Village Association

experience the village



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The Carlsbad Village Association (CVA) is a non-profit organization whose core purpose is to lead the continual improvement of Carlsbad Village by promoting and enhancing its business, cultural, and community vitality, making it a premier destination.

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December 10, 2019

City of Carlsbad
City Council
1200 Carlsbad Village Drive
Carlsbad, CA 92008

RE: Support for Village and Barrio Master Plan amendment

Mayor Matt Hall and City Council Members:

I am writing on behalf of the Carlsbad Village Association (CVA) in support of amending the Village and Barrio Master plan as it relates to permitted uses vital to a live, work, play community. As the council and city staff knows, CVA has had the privilege of managing the State Street Farmers' Market every Wednesday for the past five years of its 25-year-history in the Village. It has never been a more vital component of Carlsbad's downtown.

With residential properties becoming more numerous in the Village, access to quality artisan food, as well as fresh, local produce, meat, fish, and other perishables has become key to everyday life. The weekly Farmers' Market has helped fill a void caused by not having a grocery store in the Village that can provide these types of products. That need is growing.

In addition to being practical, the Farmers' Market has also become a place for community in the Village. Regulars return each week to meet with friends, shop, eat, and listen to music. In addition, many organizations have utilized a free booth provided by CVA every week. Organizations such as the Carlsbad Community Gardens and others such as the City's Book Bike, Senior Center, Parks & Recreation, Library, Police, Fire, Composting, and other City departments have availed themselves of this free community outreach booth with great success. They have come to rely on it for community outreach.

CVA has been eager to bring back its Saturday Farmers' Market for some time now, however, the current Village and Barrio Master Plan only allows for it in the Village Center. CVA has located two ideal locations for a future Saturday market both of which have garnered tremendous public support; however, one is in the Hospitality Zone and the other in the Barrio. Neither are currently allowed. That is why CVA is in support of an amendment that would allow a Farmers' Market as a conditionally permitted use in an additional district or districts. It is CVA's goal to implement a Saturday morning market to augment its weekly market to allow for greater access to more downtown and local residents, and an amendment is necessary to make this a reality.

Sincerely,

Christine Davis
Executive Director