

**Tammy Cloud-McMinn**

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**From:** Pierre.Gene CochetWeinandt.Wade <pierreandgene@gmail.com>  
**Sent:** Friday, May 1, 2020 5:48 PM  
**To:** City Clerk  
**Subject:** Item 10 of next meeting

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For the Information of the:  
CITY COUNCIL  
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*I wish the following to be read before item 10 of the agenda of the May 5<sup>th</sup> meeting.*

Dear City Council

At the last city council meeting, I was disappointed by the decision of Mrs. Bhat-Patel and Mr. Blackburn to not support option 1 including an Ad Hoc Design Review Committee, because it goes straight against the financial interest of the city, and against the interests of their constituents outside the Village and Barillo.

The attractiveness and character of downtown Carlsbad is paramount for our quality of life and economy, not only for businesses and residents in the Village or Barillo, but also for all businesses and their employees, for all residents living elsewhere in Carlsbad.

We are and have been for years destroying it, with massive nondescript developments in the city center with no style, no direction, no concern for character or quality of life for the community.

The Carlsbad business survey results presented on July 9<sup>th</sup> 2019 concluded that the quality of life is a major component for businesses to settle or stay in Carlsbad, find the proximity of skilled workers, another vital concern for businesses. And of course, what is very special and appreciated is the quaintness, the character, walkability of the Village, accessible to all Carlsbad residents.

This is also true for our visitors, tourism being a huge source of revenue for the city and prosperity for all residents of Carlsbad, especially when we will consider coming out of a great depression.

An overwhelming majority of Carlsbad residents and businesses deeply care about this and want decisive action, get it done at last, not continue to procrastinate, what option 2 would do. The only workshop option without an ad hoc committee is a sure

recipe for standstill and the continuation of the errors of the past, with no real overview and control, nothing really happening.

Moreover, having objective style standards and streamlined permitting process for new buildings is beneficial only for the Village and Barillo. Nobody in their right mind believe that it is necessary outside this area, for business zones, or dwelling developments, like in Aviara for instance. People there don't want it for their home or street, but greatly appreciate having a real quaint nice and pleasant downtown with character close by to go out, walk and enjoy. And they also care for the economy of the city, our finances, their money.

I don't live in the Village, but I chose Carlsbad among other places because it has a city center, a nice quaint attractive place, and I see it disappearing. I also care about our future, our finances, that is my money too. Please Mrs. Patel and Mr. Blackwell, reconsider, I am begging you.

Thank you

Pierre Cochet-Weinandt, resident of Carlsbad

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