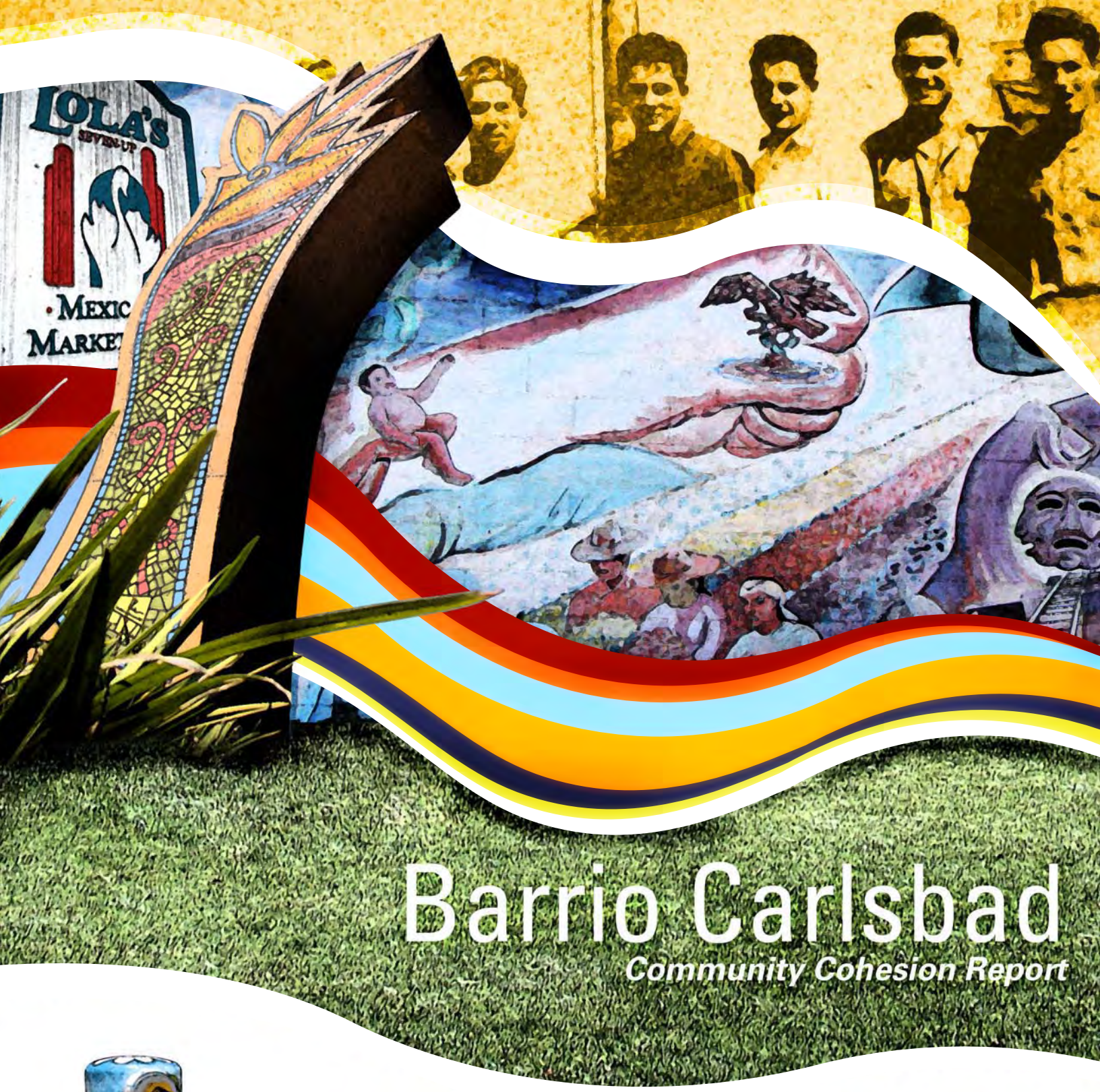
Barrio Carlsbad
Community Cohesion Report

Interstate 5 North Coast Corridor Project
SAN DIEGO COUNTY, CALIFORNIA
DISTRICT 11-SD-5 (PM R28.4/R55.4)
EA 235800 (P ID 11-000-0159)

JUNE 2008



Barrio Carlsbad

Community Cohesion Report

California Department
of Transportation
4050 Taylor Street
San Diego, California 92210

Caltrans

BARRIO CARLSBAD COMMUNITY COHESION REPORT
CARLSBAD, SAN DIEGO COUNTY, CALIFORNIA

California Department of Transportation
4050 Taylor Street
San Diego, California 92210

June 2008

TABLE OF CONTENTS

Section **Page**

CHAPTER 1.0 – INTRODUCTION 1
- 1.1 Background 1
- 1.2 Overview of Distribution of Community Impacts: Regional and Barrio Carlsbad 2
- 1.3 Community Cohesion 7
- 1.4 Methodology 8

CHAPTER 2.0 – COMMUNITY COHESION IN BARRIO CARLSBAD 13
- 2.1 Barrio History and Background 13
- 2.2 Barrio Carlsbad Community Boundary 16
- 2.3 Land Use 24
- 2.4 Population and Demographics 27
  - 2.4.1 Population and Growth 27
  - 2.4.2 Race and Ethnicity 33
  - 2.4.3 Age 43
- 2.5 Housing 43
- 2.6 Economy, Jobs, and Employment 65
  - 2.6.1 Business Activity 65
  - 2.6.2 Employment 79
  - 2.6.3 Income 83
  - 2.6.4 Commuting 87
- 2.7 Public Facilities 88
  - 2.7.1 Schools 96
  - 2.7.2 Police Protection 96
  - 2.7.3 Fire Protection 96
  - 2.7.4 Hospitals and Medical Facilities 97
  - 2.7.5 Recreational and Community Facilities 97
  - 2.7.6 Circulation, Access, and Parking 98
  - 2.7.7 Pedestrian Corridors 99
  - 2.7.8 Parking 99
- 2.8 Important Community Characteristics 99
  - 2.8.1 Important Community Features 100
  - 2.8.2 Important Community Aspects 110
- 2.9 Summary and Conclusion 112

CHAPTER 3.0 – LIST OF PREPARERS 117

CHAPTER 4.0 – BIBLIOGRAPHY.....119

LIST OF FIGURES

Figure **Page**

1 Project Area 3
2 Barrio Carlsbad Study Area Aerial 5
3 Barrio Carlsbad U.S. Census Areas 9
4 Historic Aerials 17
5 Community Boundary.....21
6 Land Use 25
7 Population Density.....31
8 Total Minority.....35
9 Proportion of Hispanic.....37
10 Place of Birth 39
11 Linguistic isolation.....41
12 Housing Types 45
13 Housing Density.....57
14 Owner-occupied units 61
15 Median Length of Residency by Owners.....63
16 Total assessed value.....67
17 Housing condition.....69
18 Economic Areas 71
19 Businesses.....73
20 Approximate Employment Concentrations.....81
21 Per Capita Income.....85
22 Community Facilities.....89
23 Important Community Features 101
24 Pedestrian Activity.....113

LIST OF PLATES

Plate		Page
1	Housing Types	47
2	Housing Types	48
3	Housing Types	49
4	Housing Types	50
5	Housing Types	51
6	Housing Types	52
7	Housing Types	53
8	Housing Types	54
9	Housing Types	55
10	Housing Types	56
11	Businesses	75
12	Businesses	76
13	Businesses	77
14	Businesses	78
15	Community Facilities	91
16	Community Facilities	92
17	Community Facilities	93
18	Community Facilities	94
19	Community Facilities	95
20	Lola’s Interior Detail	105

LIST OF TABLES

Table **Page**

1 Total Population – Barrio Carlsbad, City of Carlsbad, and San Diego County.....28
2 Household and Family Statistics – Barrio Carlsbad, City of Carlsbad, and San Diego County.....29
3 Race and Ethnicity – Barrio Carlsbad, City of Carlsbad, and San Diego County.....33
4 Age Breakdown – Barrio Carlsbad, City of Carlsbad and San Diego County.....43
5 Housing Units, Tenure, and Tenure Type – Barrio Carlsbad, City of Carlsbad, and San Diego County.....44
6 Contract Rent – Barrio Carlsbad, City of Carlsbad, and San Diego County.....59
7 Tenure by Year Moved in – Barrio Carlsbad, City of Carlsbad, and San Diego County.....60
8 Labor Force Characteristics – Barrio Carlsbad, City of Carlsbad, and San Diego County.....80
9 Income Characteristics – Barrio Carlsbad, City of Carlsbad, and San Diego County.....84
10 Modes of Transportation – Barrio Carlsbad, City of Carlsbad, and San Diego County.....88
11 Commute Times by Mode – Barrio Carlsbad, City of Carlsbad, and San Diego County.....88
12 Important Community Features.....103
13 Important Community Aspects.....111

CHAPTER 1.0
INTRODUCTION

1.1 BACKGROUND

The California Department of Transportation (Caltrans), in coordination with the Federal Highway Administration (FHWA), is proposing to construct High Occupancy Vehicle (HOV) lanes and main travel/general purpose (GP) lanes in both the northbound and southbound directions of Interstate 5 (I-5) between the cities of San Diego and Oceanside in northwest San Diego County. The I-5 North Coast Corridor project would extend northerly from La Jolla Village Drive in San Diego to approximately 1 mile (1.6 km) north of the I-5 Harbor Drive exit at Vandegrift Boulevard at the City of Oceanside/Marine Corps Base (MCB) Camp Pendleton boundary. This project traverses approximately 27 miles (43.5 km) of the urbanized coastal area of northern San Diego County (I-5 North Coast Corridor). The main purpose of this project is to reduce congestion on I-5 by increasing capacity along this segment of the corridor through the addition of HOV lanes, and either no GP lane or one GP lane in each direction.

The I-5 North Coast Corridor is one of the primary north-south corridors for both local commuter and commercial traffic in San Diego County. It also provides a direct route to Mexico to the south, as well as to Orange County and Los Angeles County cities to the north. I-5 is an important highway on a national scale as well, as it traverses the entire U.S. west coast from Mexico to Canada. The corridor currently experiences severe periodic peak hour congestion during weekdays largely due to commuter traffic. As a major interregional route for recreation and tourism, linking activity centers from Orange and Los Angeles counties to Baja California, Mexico, and beyond, it is also heavily traveled on weekends. In addition, the corridor serves as a critical commercial link between Mexico and the Los Angeles area and carries a majority of the commercial traffic passing through the Otay Mesa Port of Entry into the United States. Commercial traffic is also increasing along the I-5 corridor due to increased United States/Mexico border crossings following passage of the North American Free-Trade Agreement.

Population growth and associated traffic within the I-5 North Coast Corridor cities (i.e., Del Mar, Solana Beach, Encinitas, Carlsbad, and Oceanside) and San Diego are expected to increase over the reasonably foreseeable future. The existing infrastructure system is currently constrained, and I-5 serves as one of two north-south freeway corridors in San Diego County. The congestion related to both local and regional traffic needs along the corridor could potentially hamper the ability of the corridor to function as part of the Strategic National Highway Network, which is a

network of highways that provides "defense access, continuity and emergency capabilities for defense purposes" (FHWA 2007).

The main purpose of the project is to reduce congestion on I-5 within San Diego County and to maintain or improve existing and future traffic operations in the I-5 North Coast Corridor. The proposed improvements would also provide consistency with the Regional Transportation Plan prepared by the San Diego Association of Governments (SANDAG) (2003) and maintain the facility as an effective link in the National Strategic Highway Network.

1.2 OVERVIEW OF DISTRIBUTION OF COMMUNITY IMPACTS: REGIONAL AND BARRIO CARLSBAD

In support of the Environmental Impact Report (EIR) and Environmental Impact Statement (EIS) required for this project, a Community Impact Assessment (CIA) was prepared for the I-5 North Coast Corridor Project (Caltrans 2007). This CIA described the existing socioeconomic conditions and other community aspects within a large study area that included portions of San Diego, Del Mar, Solana Beach, Encinitas, Carlsbad, and Oceanside. The document also analyzed the impacts (direct, indirect, and cumulative) of four different project alternatives to a variety of different community aspects, including land use, population and housing, public facilities and services, economics, and community cohesion. Finally, the CIA contained an analysis to determine the potential to disproportionately impact low-income and minority populations, as defined in Executive Order 12898 (Environmental Justice).

At the overall project level, the CIA concluded that, once completed,

> *the proposed project would generally improve circulation throughout the study area through an increase in freeway capacity. These circulation benefits would accrue not only to residents within the study area, but for people throughout the region who would use I-5 to travel along the North Coast corridor and places beyond. ... [T]he project as a whole – regardless of the final alignment – has the potential to beneficially affect the communities along the I-5 North Coast Corridor as well as the larger region, and the general atmosphere of the communities through which the proposed project passes would not be substantially altered or affected* (Caltrans 2007:p9-3).

The CIA also identified a localized community impact in Carlsbad related to the potential displacement and relocation of a 47-unit apartment complex adjacent to I-5 for two of the alternatives (8+4 Barrier and 10+4 Barrier). This apartment complex is located west of I-5, in the northwest quadrant of Carlsbad, in a neighborhood known as Barrio Carlsbad (Figure 1). Barrio Carlsbad is generally defined as being located south of Carlsbad Village Drive, east of the San Diego Northern Railway train tracks, north of Tamarack Avenue, and west of I-5 (Figure 2).

Figure 1
Project Area

Figure 1
Project Area

This page intentionally left blank.

Source: USGS 2000; AirphotoUSA 2006

Figure 2
Barrio Carlsbad Study Area Aerial

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.

Elsewhere in the CIA, the presentation of demographic information suggested that this area had a high level of community cohesion due to relatively long homeowner tenures, a high proportion of individuals in linguistic isolation, and a high proportion of Hispanic residents (suggesting a higher level of Hispanic ethnic homogeneity than in other areas in Carlsbad). Generally, the CIA showed that this area in Carlsbad was substantially different than the surrounding municipality of Carlsbad in just about every socioeconomic category presented.

The initial identification of community impacts in the CIA was performed using publicly available data from the U.S. Census, SANDAG, and local governments. The level of community cohesion appearing to exist in the neighborhood called for a more detailed examination of the community features present in Barrio Carlsbad.

This document provides a more detailed description of the community features in Barrio Carlsbad than is present in the CIA. The more detailed descriptions of land use, population and demographics, housing, employment, and public facilities in the Barrio Carlsbad area presented in this document are primarily meant to inform the discussion of community cohesion in the neighborhood. This document also provides baseline information concerning the important places and community characteristics present in the barrio in an effort to inform future impact analyses.

1.3 COMMUNITY COHESION

The Caltrans Environmental Handbook Volume 4 defines community cohesion as:

> *…[T]he degree to which residents have a "sense of belonging" to their neighborhood, a level of commitment of the residents to the community, or a strong attachment to neighbors, groups, and institutions, usually as a result of continued association over time. Cohesion refers to the degree of interaction among the individuals, groups, and institutions that make up a community* (1997:49).

In this case, the term "community" refers to a group of individuals that live in one area who are interdependent on one another socially and economically. Transportation projects can alter a community dramatically depending on its nature. For example, some transportation projects can be particularly damaging to communities and community cohesion as roadways can create physical (or social) barriers within a community. These barriers can reduce interdependence and interaction, thus reducing cohesion over time. Conversely, transportation projects can improve community cohesion by creating new routes for interdependence, creating new economic

opportunities, or encouraging behavior that might enhance cohesion (walkability, long-term residency and owner tenure, etc.).

Community cohesion is considered a "subtle, hard-to-identify" (Caltrans 2008) quality for environmental documents to describe accurately because the community features that can create a high level of cohesion are not always readily apparent in publicly available data. These community features can include:

- Long average lengths of residency
- Frequent personal contact
- Ethnic homogeneity
- High levels of community activity
- Single-family home ownership
- Working-class families
- Ethnic group clusters
- Mothers working at home
- High proportions of elderly residents

It is possible, even likely, that an otherwise cohesive community would not exhibit every one of these traits. Indeed, some neighborhoods with high proportions of residents in rented housing have high levels of cohesion. Other neighborhoods can have very few working-class families but still have a high level of interdependence and cohesion. Generally, however, a community that exhibits multiple traits will have an elevated sense of cohesion.

1.4 METHODOLOGY

As mentioned above, the CIA examined the community features along the entire alignment of the proposed project from San Diego to Oceanside. This examination included the community of Carlsbad in a study area composed of census block groups within a 0.5-mile (0.8 km) buffer of the proposed project. The census data in the CIA highlighted an area of potential community cohesion concern. Therefore, more research was conducted and this report is meant to serve as a supplemental report to the CIA. This document presents many of the same types of demographic and socioeconomic data already included in the CIA, but in a much more detailed manner. For instance, demographic information presented by block group in the CIA for basic demographic data is now presented by blocks, the smallest unit of tabulation used by the U.S. Census. Other data only attributable by block group are now combined to present a picture of the entire community of Barrio Carlsbad, the aggregation of which is then used for comparison purposes against the larger municipality of Carlsbad and San Diego County. The collection of block

Source: USGS 2000; US Census 2000

Figure 3
Barrio Carlsbad U.S. Census Areas

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.

groups and blocks that comprise the area considered Barrio Carlsbad for this document can be seen in Figure 3.[1] While similar in format and detail to the information presented in the CIA, these data should not be considered a recapitulation, but a more detailed examination of Barrio Carlsbad.

Many aspects of elevated community cohesion can be described by employing a more detailed analysis of relatively easily accessible, publicly available demographic and socioeconomic data (e.g., population trends, housing tenure, ethnic homogeneity). Many other aspects, however, require direct observation or other research measures, including interviews with community residents, to describe accurately. To this end, research team members spent a week in Barrio Carlsbad documenting pedestrian activity, community events, and the condition of houses and businesses in the neighborhood. Fieldwork was timed to capture a full day's experience, with some field days beginning as early as 5:00 a.m. and lasting until 10:00 p.m. Research team members also conducted approximately 25 interviews with Barrio residents and business owners, asking them to describe the nature of the community and to speak about the sense of community that may or may not exist in the barrio. Research team members asked interviewees to draw the boundaries of Barrio Carlsbad on a blank map to document the spatial area considered Barrio Carlsbad (Section 2.2). The research team members also asked interviewees to list both the important places and the important characteristics of Barrio Carlsbad (Section 2.8). These lists aim to illustrate the focal points of community life and the qualities of Barrio Carlsbad, respectively, in order to provide a more full description of the lived experience within the community. This detail can assist in describing the level of personal contact and community activity, both of which greatly affect potential levels of community cohesion.

Finally, this document presents a photodocumentation of Barrio Carlsbad, with many photos georeferenced that illustrate housing units, businesses, facilities, housing conditions, and important community features (per interview results). These photographs help to illustrate the nature and condition of businesses and housing units in the community and the level of social interaction present among local residents.

[1] Due to vagaries in the different data types, the census data do not perfectly match the other geographic data presented in the figures. The reader is asked not to view this discrepancy as an error in the data presented, but rather a limitation inherent in presenting data of this type at such a close scale.

This page intentionally left blank.

CHAPTER 2.0
COMMUNITY COHESION IN BARRIO CARLSBAD

This section provides a description of the Barrio Carlsbad community, starting with a short history of the community, followed by a description of the demographic, economic, and social characteristics of the community relevant to community cohesion. Finally, this section presents the results of research questions posed in the field to over 20 interviewees concerning the important places and aspects of the Barrio Carlsbad community in order to establish a baseline to be used in future impact analyses and to illustrate the otherwise hidden aspects of community cohesion present in the community.

2.1 BARRIO HISTORY AND BACKGROUND

In the prologue to his photographic history of the city of Carlsbad, author Charles Wesley Orton writes that there is no community in which he would rather live than Carlsbad. He cites the "ineffable sense of purpose and peace among the residents of the city," and also the sense of community present in Carlsbad with, "Community is the word for Carlsbad." He suggests the heart of the community in the passage:

> *Nowhere within the city's boundaries is it more evident than in Barrio Carlsbad. Here is an enclave of largely Mexican-American citizens whose families moved into that neighborhood as far back as the late 1800s. With the help of caring residents such as Kathleen Apodaca-Marquez, Ofie Escobedo, and Connie Trejo this area is a model for the preservation of positive core values and mores* (Orton 1994:pro.).

Indeed, the community of Barrio Carlsbad has a history that goes back almost to the time of the first permanent non-Native American settlers to the area, and long before the City of Carlsbad's incorporation in 1952. The roots of Barrio Carlsbad (sometimes called Barrio Carlos or Barrio Carlos Malo – a literal Spanish translation of Carlsbad – in historic texts) can be seen in the increased agricultural production that began in the Carlsbad area in the early 1900s. Agriculturalists from elsewhere in California and the Midwest came into Carlsbad and began growing avocadoes, first with Sam Thompson in 1916, then E.G. Litchfield, L.C. Alles, and A.W. Theissinger in the 1920s. Other agriculturalists started to plant vegetable crops and ornamental flower fields in the area and, by the 1930s, Carlsbad was a major agricultural center in the region (Howard-Jones 1982).

The Mexican Revolution in 1910 led to the immigration of a number of Mexican residents into southern California, many of whom found work in the railroad industry and in the agricultural fields. Jobs at Albert Kreutzcamp's bean field, which was located in the areas south and west of Agua Hedionda Lagoon, became quickly filled with Hispanic workers traveling through the area (Howard-Jones 1982:92). Word of steady employment in the other surrounding fields drew other migrants from Mexico, although barrio residents also found jobs building roads through the growing downtown area (Howard-Jones 1979b).

Work in the fields generally paid between 25 and 50 cents an hour, with women and teenagers working throughout the harvest season. With no one at home to look after younger children, women regularly brought their children with them into the fields, although this later proved to pose health problems for the young ones (Howard-Jones 1982:95).

The first Hispanic settlers bought land and built homes in the area near Kreutzcamp's store on Walnut Avenue and present-day Roosevelt Street in 1918 and into the 1920s. Among them were Pablo Ramirez, whose house is still standing today, and Pablo Trejo, who started a market and informal gathering place on his land that grew into the center of neighborhood interaction. An enterprising Frenchman named Alex La Betta started building small houses in the area around this time with second-hand lumber from rehabilitated structures in San Diego (Escobedo 1994), and Hispanic migrant workers slowly left their makeshift tents at the edges of the nearby fields for these two-bedroom homes with little or no money down and payments as low as $25 a month (Howard-Jones 1982:92).

Family life of that era was described by Ofie Escobedo, a co-owner of Lola's 7-Up Mexican Market and Deli (Lola's),[2] in a 1994 article:

> *Back then families lived together in one household, sharing and caring. Children were indoctrinated on the importance of family honor and respect for elders. Mexican families have a tendency to gravitate to areas where relatives or friends … have already established communities or barrios, which means "neighborhood" in Spanish. The families in Carlsbad were a strong means of sustenance, helping each other and providing food, training and, most importantly, instilling in each other a sense of belonging* (Escobedo 1994).

The pool hall, school, and churches (one Catholic and one Protestant) were the center of community life in Barrio Carlsbad during this time. Residents who experienced local life in the 1920's suggested decades later that the community, while relatively poor compared to the rest of

[2] Mrs. Escobedo is very active in the Barrio Carlsbad community in other ways, as she operates the Barrio Carlsbad Museum, helped establish the Fiesta del Barrio street fair, and once ran for Carlsbad City Council.

downtown Carlsbad, was generally peaceful despite the occasional dust-up between groups of men at the local pool hall or instances of youthful mischief (Villaseñor 1991).

Scarce economic opportunities during the Great Depression and the offer of repatriation from the Mexican government led some families to leave Barrio Carlsbad during the 1930s (Howard-Jones 1979b). The years of World War II also saw a number of barrio residents leave the area as part of their military service or for jobs in the automotive or other industrial industries. After the war, some families decided to move out of the barrio to larger homes and better economic opportunities (Howard-Jones 1979a).

Previous interviews suggest that the decades that followed were characterized by a rise in crime and a prevalence of new migrant families living in cramped, deplorable conditions (Sherman 1986). A wave of new immigrants from Mexico in the 1970s also challenged the cohesion of the community by bringing in new elements, including gang-related incursions from other barrio communities in San Diego County and a rise in drug use (Howard-Jones 1979c). Said one article, "Illiteracy and a limited vocabulary of mixed-up Spanish-Indian phrases separate them from the rest of the community and they are shunned for their living habits and quick resort to belligerence" (Howard-Jones 1979c). Many current interviewees for this report suggested that the research team's extended fieldwork in the community would have been prohibitively dangerous only a few decades ago.

Today, however, much of the drug-related crime and elevated gang activity of the recent decades has passed, with the community currently experiencing a lower level of crime than in other parts of Carlsbad. Despite new worries of increased gang activity in Barrio Carlsbad (Urrea and Henry 2008) and the reputation of being a dangerous place for pedestrian activity (Alta Planning and Design 2008), the current research team found that the community felt safe at all hours of the day and that police presence was high.

Land use in Barrio Carlsbad has changed dramatically since World War II, as evidenced by the historical aerial photographs in Figure 4. The photograph from 1953 shows the area between Carlsbad Village Drive (then known as Elm Street) and Tamarack Avenue with large areas of agricultural use, particularly in the area southwest of Magnolia Avenue and near present-day Jefferson Elementary, and a distinct residential core south of Carlsbad Village Drive. The photograph from 1967 shows the community after the construction of I-5. In this photograph, much of the identifiable agricultural uses have been replaced by residences, including the area southwest of Magnolia Avenue. Apartment buildings are also more prevalent along the eastern

edge of the barrio, close to I-5. Finally, areas east of Barrio Carlsbad exhibit a decrease in agricultural use when compared to 1953, particularly in the areas near Tamarack Avenue.

In addition to changes in crime activity and land use over the decades since World War II, barrio residents have also seen substantial demographic changes in the community. Articles foretelling the demise of the ethnic character of the barrio stretch back to at least 1979, when proposed zoning changes and the end of low-cost housing programs put housing, "beyond the reach of barrio renters or others whose presence would perpetuate traditional barrio life, [with] the ethnic character of the neighborhood appear[ing] doomed to many observers" (Howard-Jones 1979b). An effort by barrio residents to create a specific plan that included some revitalization elements was hoped to improve the identity of the neighborhood (Trotta 1990), but it was never approved. By 2002, an article in the North County Times profiled the change in clientele at Lola's, which is no longer exclusively Hispanic, as a proxy for the demographic change occurring in the barrio as a result of increased home prices (Sifuentes 2002). Interviews for this report suggest that many Hispanic families have willingly sold their home within the barrio to non-Hispanics who are interested in owning property near the beach, the amenities within the Carlsbad Village shopping area, and the train station.

To this day, however, Barrio Carlsbad has an ethnic identity that is primarily Hispanic and the neighborhood is considered more diverse than the rest of Carlsbad by many of the people interviewed for this project. The barrio still stands as a place for Mexican and other Spanish-speaking immigrants to come and establish a new life, taking comfort in the accepting nature of the many facilities and businesses within the neighborhood, including the clinic, library, and Lola's. While Hispanic families do not comprise the large proportion of homeowners that was common 40 years ago, there are many Hispanic families that rent in Barrio Carlsbad.

Thus, Barrio Carlsbad continues to have a Hispanic ethnic character even today, although the barrio of today is drastically different than the community built by migrant farmers in the 1920s. Despite the changes, however, the community arguably continues to exhibit the, "ineffable sense of purpose and peace," and sense of community extolled by Orton (1994:pro.).

2.2 BARRIO CARLSBAD COMMUNITY BOUNDARY

As described above, a sense of community and a strong level of community cohesion can be present in a community that "establish social organizations on the basis of (1) certain distinctions they perceive about themselves and (2) spatial proximity" (Caltrans 1997:49). One of these

Source: San Diego County Department of Planning and Land Use

Source: San Diego County Department of Planning and Land Use

Figure 4
Historic Aerials

This page intentionally left blank.

distinctions is regularly the neighborhood where people live, particularly if this neighborhood has well-known, agreed-upon boundaries that signify to people both living inside the community and outside the community that living within a certain area is distinct from living someplace else. People living within these community boundaries may also feel that they are in closer spatial proximity to others within the same community, although they may actually be geographically closer to people outside the boundaries of their community. The basis for this proximity may be a mix of social, linguistic, ethnic, economic, and political similarity. The basis may also be due to physical boundaries, such as bodies of water, mountain ranges, or man-made features (e.g., roads, railroad tracks, canals, etc.). While this document generally defines Barrio Carlsbad as the rectangular area shown in Figure 2 for analytical purposes, understanding the socially meaningful and consensus-based boundaries of a community, whether they be cultural or environmental, can provide insight as to the nature of the community from how it chooses to define itself.

The City of Carlsbad General Plan suggest that Barrio Carlsbad is "located generally south of Carlsbad Village Drive, north of Tamarack Avenue, between I-5 and the AT&SF Railroad,[3] [and] has served as a focus of activity for Carlsbad's Hispanic community for many years" (City of Carlsbad 2004b:26). Other planning documents from the City of Carlsbad confirm this geographic region, including a report to the design review board and planning commission, where the geographic area is described as "a 180-acre neighborhood located between Carlsbad Village Drive at the north, Interstate 5 at the east, Tamarack Avenue at the south, and the Northern San Diego Railway at the west" (1996:2).

Other definitions of the geographic range of Barrio Carlsbad differ, however, excluding certain areas within the rectangular limits put forth in the General Plan. This includes the unapproved Barrio Specific Plan, which excludes the homes along Hibiscus Circle and Anchor Way (City of Carlsbad 1995:10). The North County Times in its reporting also typically excludes portions of the rectangular area put forth in the General Plan, generally reducing Barrio Carlsbad to the residential areas south of Pine Avenue and north of Jefferson Elementary School (Urrea and Henry 2008).

Interviews with Barrio Carlsbad residents and business owners suggest other variations on the boundary of the community, many of them drastically different from those put forth in official planning documents or in the press. Figure 5 represents the aggregation of interviewee responses related to the limits of Barrio Carlsbad, where areas in red and more opaque represent areas of

[3] The Atchinson, Topeka, and Santa Fe Railway was acquired by San Diego Northern Railway in 1994, and is now known by its new owner's name.

Carlsbad not included in the barrio, while areas more transparent are considered part of the neighborhood.

To gather this information, research team members asked respondents to draw the boundary of Barrio Carlsbad on a blank map showing Carlsbad from the ocean at the west, just south of Buena Vista Lagoon at the north, Highland Drive at the east, and Agua Hedionda Lagoon at the south. Interviewees were instructed to draw the boundary of the barrio according to their own feelings and were told there was no right or wrong answer. The responses were then aggregated digitally, with areas designated as Barrio Carlsbad made clear, while areas outside the barrio were colored red with an opacity value of 4 percent. The application of all responses in the same field resulted in an aggregated overlay of responses that clearly shows a pattern of consensus and divergence of perspectives on community definition within the Barrio Carlsbad community.

The responses shown in Figure 5 clearly demonstrate that a large proportion of interviewees generally agreed with the City of Carlsbad planning documents, with the area south of Carlsbad Village Drive, north of Tamarack Avenue, and between I-5 and the train tracks clearly included. There is variation within this area, however, with the largely commercial land uses north of Oak Avenue slightly masked. Other areas slightly obfuscated indicating a lower frequency of inclusion include the single-family homes along Hibiscus Circle and Anchor Way, Jefferson Elementary School, and apartment complexes southwest of Magnolia Avenue and west of Roosevelt Street, south of Chestnut Avenue.

Due to some idiosyncratic responses, almost all of the area shown in Figure 5 has at least one level of masking applied. This is not the case for one block, however, which was included in all interviewee responses: The stretch of Roosevelt Street between Walnut and Chestnut avenues. As mentioned above, this block is considered the center of Barrio Carlsbad and is near Lola's. The oldest house in the neighborhood, the Ramirez House, is also located at the intersection of Roosevelt Street and Walnut Avenue. Finally, the Barrio Carlsbad Museum is located on this block.

The nature of Figure 5 masks other areas that were included within the limits of Barrio Carlsbad by some residents. It is important to note, however, that residential areas directly north of Carlsbad Village Drive were included by some interviewees. Other interviewees believed that the barrio stretched to the beach, including the residential areas south of Carlsbad Village Drive and north of Tamarack Avenue to the coast. Finally, a minority of respondents included the area directly around Holiday Park as part of the barrio.

Source: AirPhotoUSA 2006

Figure 5
Results of Community Boundary Mapping Exercise

0 300 600 1200 Feet

SCALE: 1 inch = 600 feet

This page intentionally left blank.

Once interviewees drew their boundaries, research team members inquired as to their reasoning. While each interviewee had specific thoughts on the subject (including one interviewee who believed that Barrio Carlsbad could not be delineated from the rest of the municipality because everyone is socially involved with everyone else in the city), there were a number of trends in the perceptions shared by those interviewed:

- Age and history. Many people responded that they considered Barrio Carlsbad to be the oldest area in Carlsbad and that their boundary included this area. Other respondents considered the barrio to be the area historically settled by Mexican immigrants during the 1920s and 1930s, despite the current demographic makeup. These respondents were generally careful to include areas along Chestnut and Walnut avenues, while at times expanding the area north and south to each lagoon.

- Ethnicity. Other people considered that Barrio Carlsbad as the area in Carlsbad that is home to a distinctly higher proportion of Hispanic residents than the rest of Carlsbad. People using this metric also included areas east of I-5 near Holiday Park and areas north of Carlsbad Village Drive, while excluding the single-family homes along Hibiscus Circle and Anchor Way and the other apartment complexes southwest of Magnolia Avenue.

- Socioeconomic condition. Those using socioeconomic condition as a way to delineate which area was part of Barrio Carlsbad believed that poorer people lived in the barrio, while more affluent people lived in the Village (north of Carlsbad Village Drive) and near the coast. These people generally excluded the area west of the train tracks, the single-family residences along Hibiscus Circle and Anchor Way, and areas north of Carlsbad Village Drive.

- Land use and planning designations. Other respondents were familiar with the planning boundaries for the Barrio and were in general agreement, outlining an area bounded by I-5, Carlsbad Village Drive, Tamarack Avenue, and the rail line. Other respondents believed that the neighborhood should only include those residences within the area, excluding the commercial and industrial land uses north of Oak Avenue and west of Tyler Street.

The relationship between the largely agreed upon space exhibited in Figure 5 and the multiplicity of responses for the delineation of this space suggests that Barrio Carlsbad is a distinctly identifiable community within the greater municipality of Carlsbad. It is differentiated by the people living and working there based upon its history, the historic and contemporary ethnic

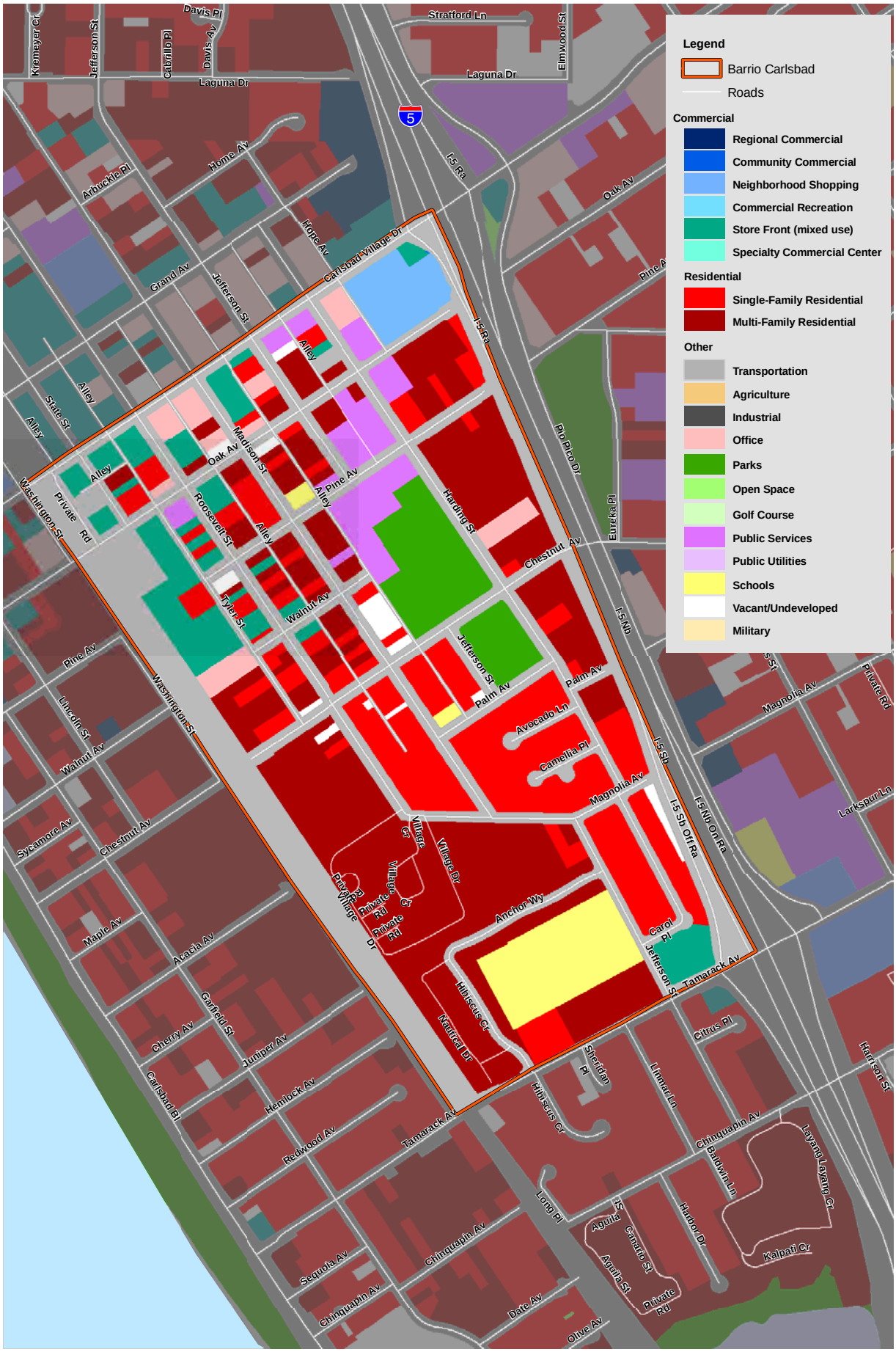
makeup of the neighborhood, and the socioeconomic status of the people within the boundaries. These community features are interpreted as different than the surrounding area of Carlsbad, which is generally viewed as newer, less diverse, and more affluent. These distinctions are important for the people living and working within Barrio Carlsbad because they are some of the ways people form social relationships and understand the spatial relationships that form their community.

Based upon the response from interviewees and the results exhibited in Figure 5, it can be argued that Barrio Carlsbad is generally located within the official planning boundaries put forth by the City of Carlsbad. However, the single-family homes along Hibiscus Circle and Anchor Way, the apartment complexes southwest of Magnolia Avenue, and the commercial/industrial land uses along Carlsbad Village Drive and Tyler Street are not as integral to the community as the more residential areas along Roosevelt, Madison, Jefferson, and Harding streets, which include single-family homes and apartments. Other central places include those homes and businesses nearest to the intersection of Roosevelt Street and Walnut and Chestnut avenues, which can be interpreted as the center of the neighborhood.

2.3 LAND USE

Barrio Carlsbad has a population as of 2000 of 3,960 persons and a total land area of 0.31 square mile (0.8 square km). The neighborhood is highly urbanized with residential, commercial, and public services. Figure 6 shows the patterns of land use within Barrio Carlsbad. While the barrio is primarily residential, it does provide commercial centers, recreational activities, and employment opportunities, especially along the northern boundary of Carlsbad Village Drive and along Tyler Street. Barrio Carlsbad has several community features such as the Centro de Información, the Carlsbad Senior Citizens Center, and the Boys and Girls Club.

Barrio Carlsbad is an urbanized neighborhood; however, the community parks, Chase Field and Pine Park, provide open space for residents and visitors alike. These recreational areas are generally used on weekends and in the early evenings, with youth baseball games and practices held at Chase Field on a regular basis throughout the season. Pine Park is active as a practice field as well as a community gathering place by area youth and other residents in the early evening. These residents generally play informal soccer matches or basketball games.



Source: USGS 2000; US Census 2000

Figure 6
Land Use

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.

The majority of residential land uses within Barrio Carlsbad are single-family residential; areas with numerous higher-density multi-family residential uses are located along I-5 and Tamarack. These represent a higher density than the city of Carlsbad as a whole. As shown in Figure 6, from Walnut Avenue south to Tamarack Avenue, residential use is the main component, although there is variation along the western border, near the railroad tracks. North of Walnut Avenue, Barrio Carlsbad is part of the Carlsbad Village Redevelopment Zone, which has been divided into nine distinct land use districts: the Carlsbad Village Center, two Office Support Centers, Freeway Commercial Support, two Residential Support Centers, Hispanic Mixed-use Support, Service Commercial Support, and Tourism Support. Surrounding the Carlsbad Village area is mainly multi-family residential (high density with 15 to 23 du/ac [6.1 to 9.3 du/ha]) with a mix of single-family residential designations (City of Carlsbad 2005).

There are two freeway interchanges that border Barrio Carlsbad: Carlsbad Village Drive and Tamarack Avenue. These intersections are vital entry points into Barrio Carlsbad, as well as main servicing points for residents, tourists, and motorists along I-5. A commercial, mixed-use, and office center can be reached from the Carlsbad Village Drive interchange. These commercial centers serve both residents and tourists and are located along Carlsbad Village Drive, adjacent to I-5.

Interviewees suggest that changes in land use over the years have changed the character of the community, especially with the introduction of commercial and industrial uses along Tyler Street. Opinions regarding these land uses from those with whom the research team spoke ranged from considering them generally unsightly to outright dangerous to resident health.

2.4 POPULATION AND DEMOGRAPHICS

2.4.1 Population and Growth

As can be seen in Table 1, as of 2000, Barrio Carlsbad showed a population of 3,960 persons and consisted of approximately 5 percent of the total population of the city of Carlsbad (78,247 persons). The blocks with the largest populations include 179.4.4008, which is located at the southwest corner of the barrio (20.8 percent), and block 179.3.3000, which is located adjacent to I-5 between Oak and Chestnut avenues (18.6 percent). These blocks generally contain apartment complexes.

Table 1
Total Population – Barrio Carlsbad, City of Carlsbad, and San Diego County

Geography	Total	Proportion of Larger Geography
San Diego County	2,813,833	--
City of Carlsbad	78,247	2.8%
Barrio Carlsbad	3,960	5.1%
179.2.2016	0	0.0%
179.2.2017	69	1.7%
179.2.2018	33	0.8%
179.2.2019	25	0.6%
179.2.2020	11	0.3%
179.2.2021	31	0.8%
179.2.2022	7	0.2%
179.2.2023	22	0.6%
179.3.3000	737	18.6%
179.3.3001	19	0.5%
179.3.3002	133	3.4%
179.3.3003	53	1.3%
179.3.3004	22	0.6%
179.3.3005	38	1.0%
179.3.3006	67	1.7%
179.3.3007	92	2.3%
179.3.3008	113	2.9%
179.3.3009	62	1.6%
179.3.3010	126	3.2%
179.3.3011	1	0.0%
179.4.4000	342	8.6%
179.4.4001	0	0.0%
179.4.4002	67	1.7%
179.4.4003	134	3.4%
179.4.4004	264	6.7%
179.4.4005	20	0.5%
179.4.4006	111	2.8%
179.4.4007	225	5.7%
179.4.4008	824	20.8%
179.4.4009	84	2.1%
179.4.4010	8	0.2%
179.4.4011	18	0.5%
179.4.4012	202	5.1%

Source: U.S. Census Bureau 2000

Table 2 presents the number of households and families present in Barrio Carlsbad according to the 2000 Census. The number of households in Barrio Carlsbad (1,325) is approximately 4.2 percent of the total households in the city of Carlsbad, while the number of families (748) is approximately 3.6 percent of the total families in the municipality. The household size within populated blocks of Barrio Carlsbad ranges from 5.66 to 1.15, with the block with the largest average household size located at the southeast corner of Chestnut Avenue and Harding Street. The block with the smallest household size is located immediately south of Carlsbad Village Drive along Madison Street. Many of the average household sizes exhibited by blocks within Barrio Carlsbad are higher than those of the city as a whole, suggesting that larger households are more prevalent in the barrio. This is the case for families, as well, with the range for average family size within the barrio from 5.23 to 2.0. Many blocks exhibit average family sizes over 3.0, suggesting that families in the barrio are generally larger than much of the surrounding municipality.

Table 2
Household and Family Statistics –
Barrio Carlsbad, City of Carlsbad, and San Diego County

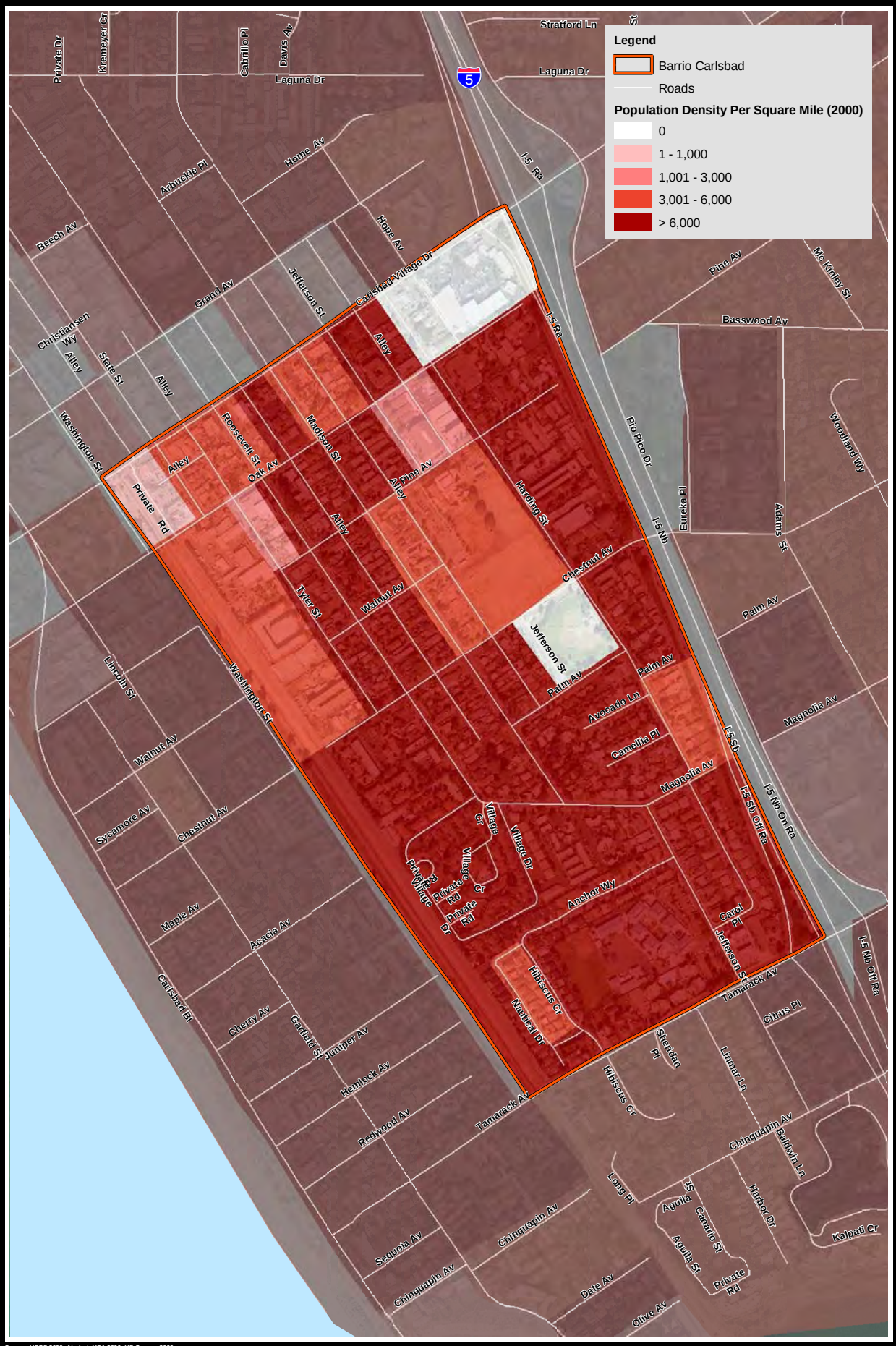
Geography	Households	Average Household Size	Families	Average Family Size
San Diego County	994,677	2.73	663,170	3.29
City of Carlsbad	31,521	2.46	20,894	2.96
Barrio Carlsbad	1,325	--	748	--
179.2.2016	0	0	0	0
179.2.2017	60	1.15	5	2.2
179.2.2018	11	2.45	5	3.6
179.2.2019	8	3.13	5	3.4
179.2.2020	3	3.67	2	4
179.2.2021	20	1.55	6	2.33
179.2.2022	5	1.4	1	3
179.2.2023	7	3.14	4	4.25
179.3.3000	247	2.98	128	4.15
179.3.3001	15	1.27	3	2
179.3.3002	49	2.71	29	3.17
179.3.3003	13	4.08	13	3.62
179.3.3004	10	2.2	6	2.67
179.3.3005	15	2.53	8	3.63
179.3.3006	16	4.19	14	4.29
179.3.3007	29	3.17	20	4.05
179.3.3008	30	3.77	27	4
179.3.3009	20	3.1	15	3.67
179.3.3010	84	1.5	20	2.9
179.3.3011	1	1	0	0
179.4.4000	56	5.66	53	5.23

Geography	Households	Average Household Size	Families	Average Family Size
179.4.4001	0	0	0	0
179.4.4002	20	3.35	15	3.87
179.4.4003	42	3.19	29	3.79
179.4.4004	81	3.26	60	3.88
179.4.4005	8	2.5	5	3.4
179.4.4006	23	4.83	21	5
179.4.4007	44	5.11	37	5.16
179.4.4008	270	3.05	160	3.9
179.4.4009	65	1.29	12	2
179.4.4010	6	1.33	1	3
179.4.4011	9	2	6	2.5
179.4.4012	58	3.48	38	3.71

Source: U.S. Census Bureau 2000

Larger household and family sizes are evident in many of the same blocks where apartment housing is present, suggesting that these larger families are renters. Interviews conducted for this research project suggest that it is common for families within the barrio to host family members or friends that are new to the area. During this time, the newly arrived resident will become familiar with the area while staying with the host family and sometimes try to secure a local job. Interviewees suggested that households will even combine as a cost-cutting measure or to save on rent, resulting in a relatively large number of extended families living together in the barrio. These larger families, and the networks that result from sharing resources, can contribute to more frequent personal contact and higher levels of community cohesion.

Long-range forecasts for Carlsbad indicate a continuation of significant population growth, with the population anticipated to increase by 65 percent in 2000-2030, almost double that predicted for the county (37 percent) (SANDAG 2004). Barrio Carlsbad is largely built out, with many established apartment complexes and few empty lots. Figure 7 shows the population density in Barrio Carlsbad as a function of residents by square mile. This figure suggests that much of the barrio exhibits a population density much higher than the rest of Carlsbad, but similar to other urbanized areas elsewhere in the downtown area, particularly near the beach. This high population density also suggests that frequent personal contact is the norm in Barrio Carlsbad, particularly in those residential areas along Harding Street, Roosevelt Street, and south of Chestnut Avenue.



Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 7
Population Density

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.

2.4.2 Race and Ethnicity

As shown in Table 3, as of 2000, Barrio Carlsbad was predominantly Hispanic (64.3 percent). The population consisted of extremely small percentages of Black/African American (0.9 percent), American Indian and Alaskan Native (1.2 percent), Asian (1.8 percent) and Native Hawaiian/Pacific Islander (0.4 percent), and "two or more races" (4.5 percent) populations. There were much higher proportions of "some other race" (35.0 percent), and White (56.3 percent) populations.

Table 3
Race and Ethnicity – Barrio Carlsbad, City of Carlsbad, and San Diego County

	Barrio Carlsbad		City of Carlsbad		San Diego County	
White	2,231	(56.3%)	67,723	(86.6%)	1,871,839	(66.5%)
Black/African American	34	(0.9%)	753	(1.0%)	161,480	(5.7%)
American Indian and Alaskan Native	46	(1.2%)	329	(0.4%)	24,337	(0.9%)
Asian	71	(1.8%)	3,315	(4.2%)	249,802	(8.9%)
Native Hawaiian/Pacific Islander	14	(0.4%)	155	(0.2%)	13,561	(0.5%)
Some other race	1,387	(35.0%)	3,636	(4.6%)	360,847	(12.8%)
Two or more races	177	(4.5%)	2,336	(3.0%)	131,967	(4.7%)
Hispanic	2,548	(64.3%)	9,170	(11.7%)	750,965	(26.7%)
Total Minority	2,725	(68.8%)	15,234	(19.4%)	1,256,000	(45.0%)

Source: U.S. Census Bureau 2000

As of 2000, the breakdown race and ethnicity within the population of the Barrio area were markedly different from those of Carlsbad as a whole, including a substantially higher Hispanic population. Most other minority populations made up a small percentage of both the barrio area and the rest of Carlsbad. The demographic figures for the barrio for "some other race," and Hispanic populations were significantly higher than those of the city. Conversely, the White population was much lower than that of the city. As of 2000, the total minority population in Barrio Carlsbad was 68.8 percent of the total population, which was substantially higher than that of San Diego County, and over 3.5 times that of the city of Carlsbad.

As shown in Figure 8, minority populations within Carlsbad generally correlated with increased population density, with blocks exhibiting high total minority proportions located along Madison Street, Harding Street, and Carol Place. Areas with low total minority proportions include the Village apartment complex located southwest of Magnolia Avenue, and the single-family homes along Hibiscus Circle. Other areas with low total minority proportions include those blocks just

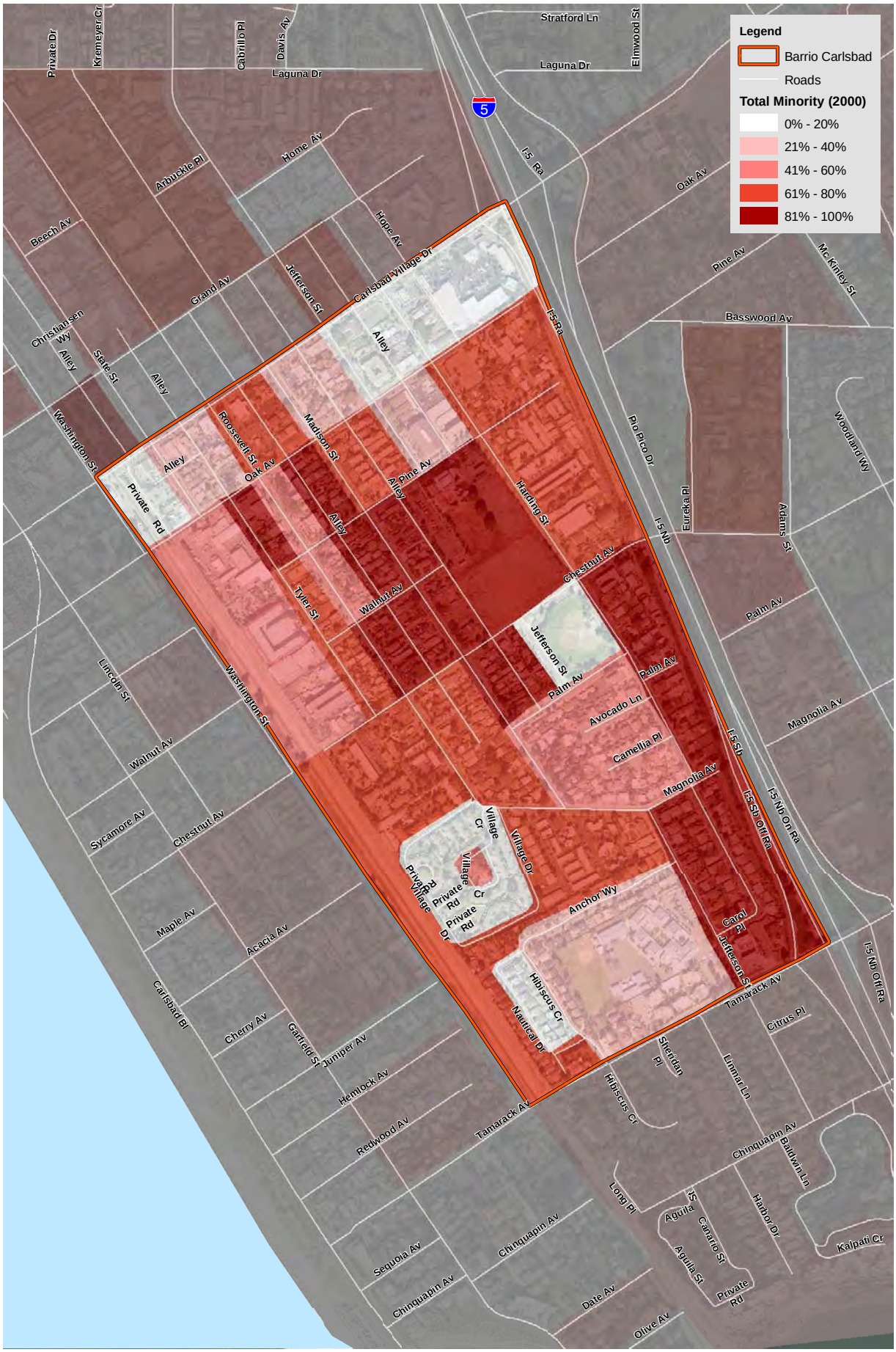
south of Carlsbad Village Drive, although this is most likely a phenomenon of few residents in these blocks.

Figure 9 shows a more detailed look at ethnicity by displaying the proportion of Hispanics by block in Barrio Carlsbad. This distribution is similar to that displayed in Figure 8, with those blocks exhibiting large proportions of Hispanic residents generally located along Madison Street, Harding Avenue, and Carol Place. The apartment complexes and single-family homes in the southwestern region of the barrio exhibit low proportions of Hispanic residents, as do the single-family homes along Avocado Lane and Camellia Place. As shown in Figure 9, portions of the barrio community exhibit minority proportions over 80 percent.

These elevated levels of minority populations and interview data suggest that an examination of place of birth for Barrio Carlsbad residents may be further illuminating. As shown in Figure 10, the entirety of the barrio area has a proportion of foreign-born residents exceeding 21 percent. Most of the area is between 21 and 40 percent foreign born, with a population between Oak Avenue and Chestnut Avenue, which is 41 to 60 percent foreign-born. The history of the barrio would suggest that many of these foreign-born residents are from Mexico, but interviews conducted for this project suggest that the barrio attracts immigrants from other Spanish-speaking countries. These new immigrants, while not all Mexican, share a common language and benefit from the Spanish-language-friendly facilities/businesses located in the barrio, including the Centro de Información, El Torito Market, and Lola's.

Indeed, a large number of households within the barrio are considered to be "linguistically isolated" by the U.S. Census Bureau in 2000, meaning that no one in the household reported to speak English "very well" on the long-form survey. Figure 11 shows the proportion of households considered linguistically isolated. While the block group containing the residential areas nearest to Carlsbad Village Drive exhibits a value between 5 and 10 percent, the block groups containing many of the residential units in the barrio (179.3 and 179.4) show values between 20 to 29 percent and 11 to 19 percent, respectively.

Interviewees suggested that the demographics of the community have changed since 2000, with more Hispanic families moving out of the barrio to places elsewhere in Carlsbad, Oceanside, or Vista. These same interviewees suggested that there is still a solid Hispanic base to the community, however. Many of these families have strong historic ties to the community as well, suggesting that this Hispanic character will continue for the foreseeable future. Combined with the demographic statistics presented above, it is clear that Barrio Carlsbad continues to be a Hispanic ethnic enclave, just as it was decades ago. While the area is not homogeneous by any



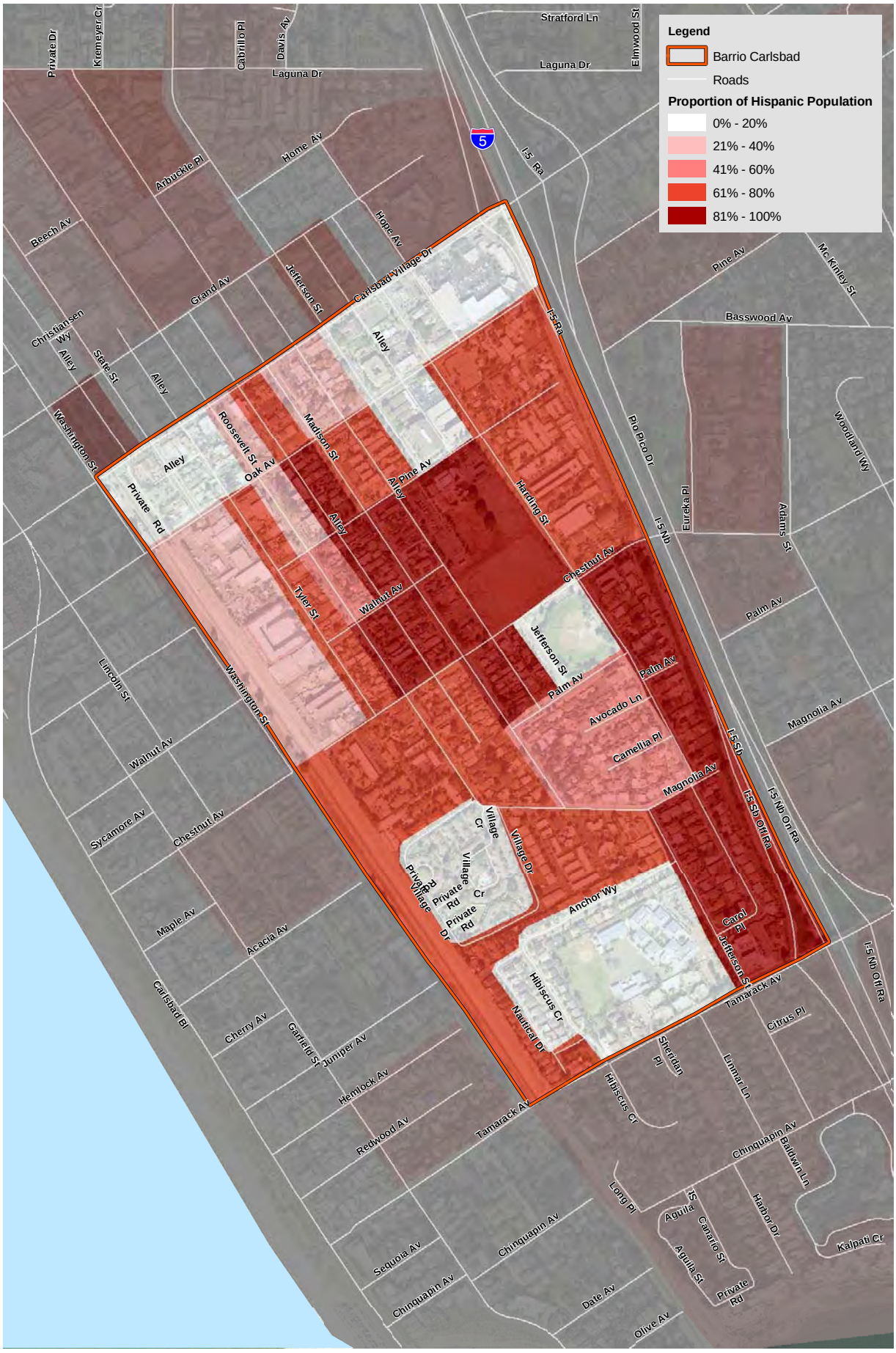
Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 8
Proportion of Total Minority Population

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.



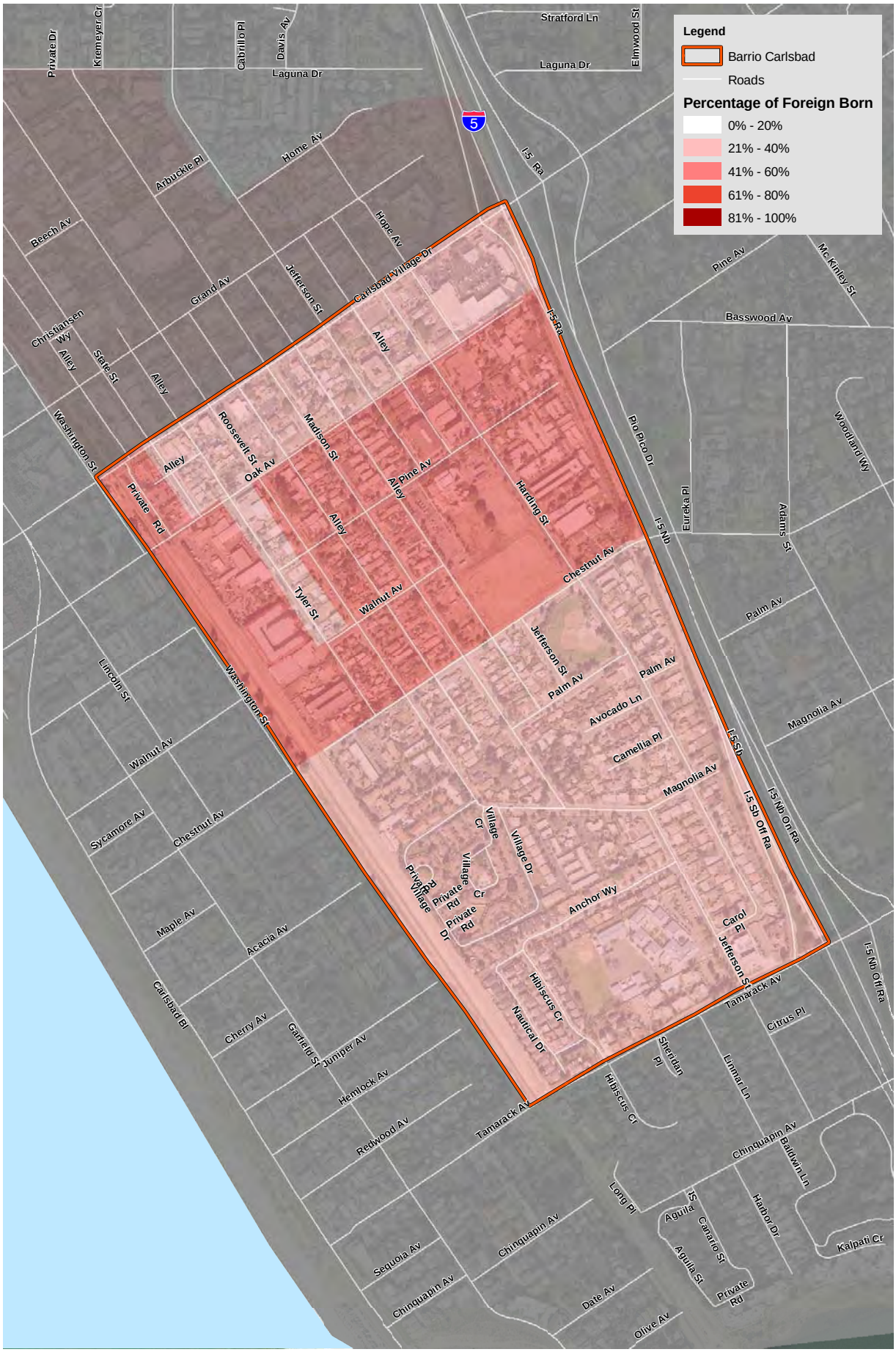
Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 9
Proportion of Hispanic Population

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.



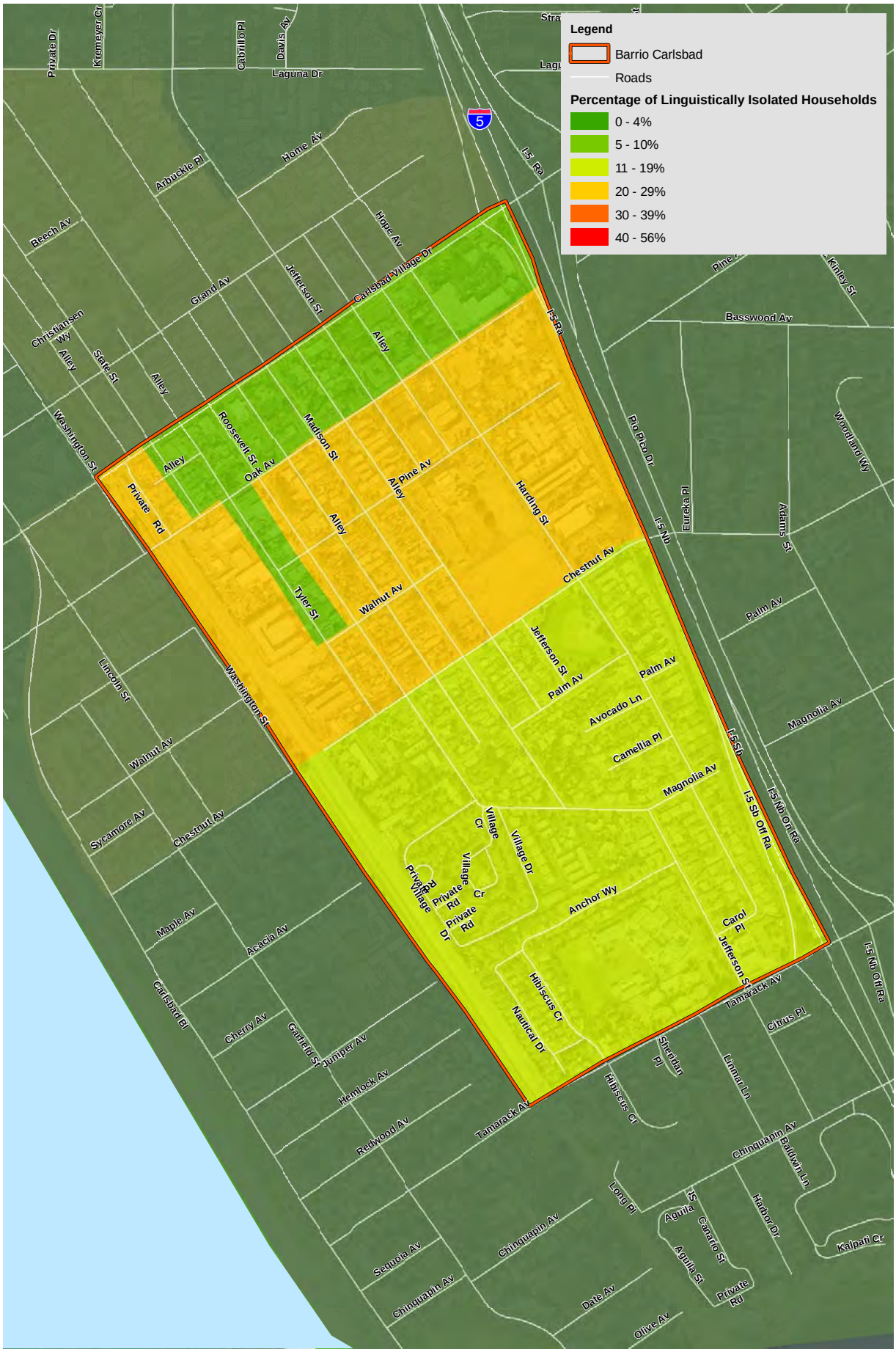
Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 10
Place of Birth

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.



Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 11
Linguistic Isolation

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.

means, the diversity present in the barrio is unlike that seen elsewhere in Carlsbad, and the Hispanic character of the neighborhood is one indication of elevated community cohesion.

2.4.3 Age

Table 4 shows that, as of 2000, the population of minors (under 18 years) was at 29.7 percent, which was above city and county averages. Conversely, the working age population of Carlsbad (18-64 years), at 61.7 percent, was marginally below those of Carlsbad and San Diego County. Similarly, the proportion of senior citizens (over 65 years) within Carlsbad, at 10.0 percent, was marginally below those of Carlsbad and San Diego County. Despite the presence of two apartment complexes for senior residents within Barrio Carlsbad, these lower age levels suggest a smaller percentage of elderly and/or retired persons reside within Barrio Carlsbad compared to the city as a whole. Interviews and observations in the field by research team members suggest that many of the families in the barrio include multiple small children.

Table 4
Age Breakdown – Barrio Carlsbad, City of Carlsbad and San Diego County

	Barrio Carlsbad		City of Carlsbad		San Diego County	
Under 18 years	1,175	(29.7%)	18,240	(23.3%)	811,038	(25.7%)
18 to 64 years	2,390	(61.7%)	49,027	(62.7%)	1,776,442	(63.1%)
Over 65 years	395	(10.0%)	10,980	(14.0%)	313,750	(11.2%)
Median Age	Individual blocks range from 20.5 to 70.9 years		38.9 years		33.2 years	

Source: U.S. Census Bureau 2000

2.5 HOUSING

As can be seen in Figure 12 and Plates 1-10, housing types range greatly within Barrio Carlsbad from large apartment complexes to small, one-bedroom, one-bathroom homes built early in the establishment of the community. Many of these homes have been added upon. Ranch-style houses are common in the interior of the Barrio, while duplexes are common along Harding Street and Carol Place. Generally, an entire lot is filled by housing units; it is not uncommon for there to be a unit facing the main street and a unit (with separate entrance) located off the alley in the back.

Within Barrio Carlsbad, elevated housing densities are present east of Harding Street, between Oak and Chestnut avenues, and in areas in the southwest of the neighborhood near Magnolia

Avenue and Carol Place (Figure 13). It should be noted that other pockets of high housing unit density are located northeast of the intersection of Pine Avenue and Madison Street, and northeast of the intersection of Oak Avenue and Jefferson Street. Again, these areas include apartment complexes within their respective boundaries. The areas of Barrio Carlsbad with more single-family residential housing, including those areas along Madison and Roosevelt streets, exhibit densities between 3,001 and 6,001 units per square mile, which is comparable to other downtown areas nearby. Generally, density in Barrio Carlsbad is not as great as those blocks to the west of the railroad tracks.

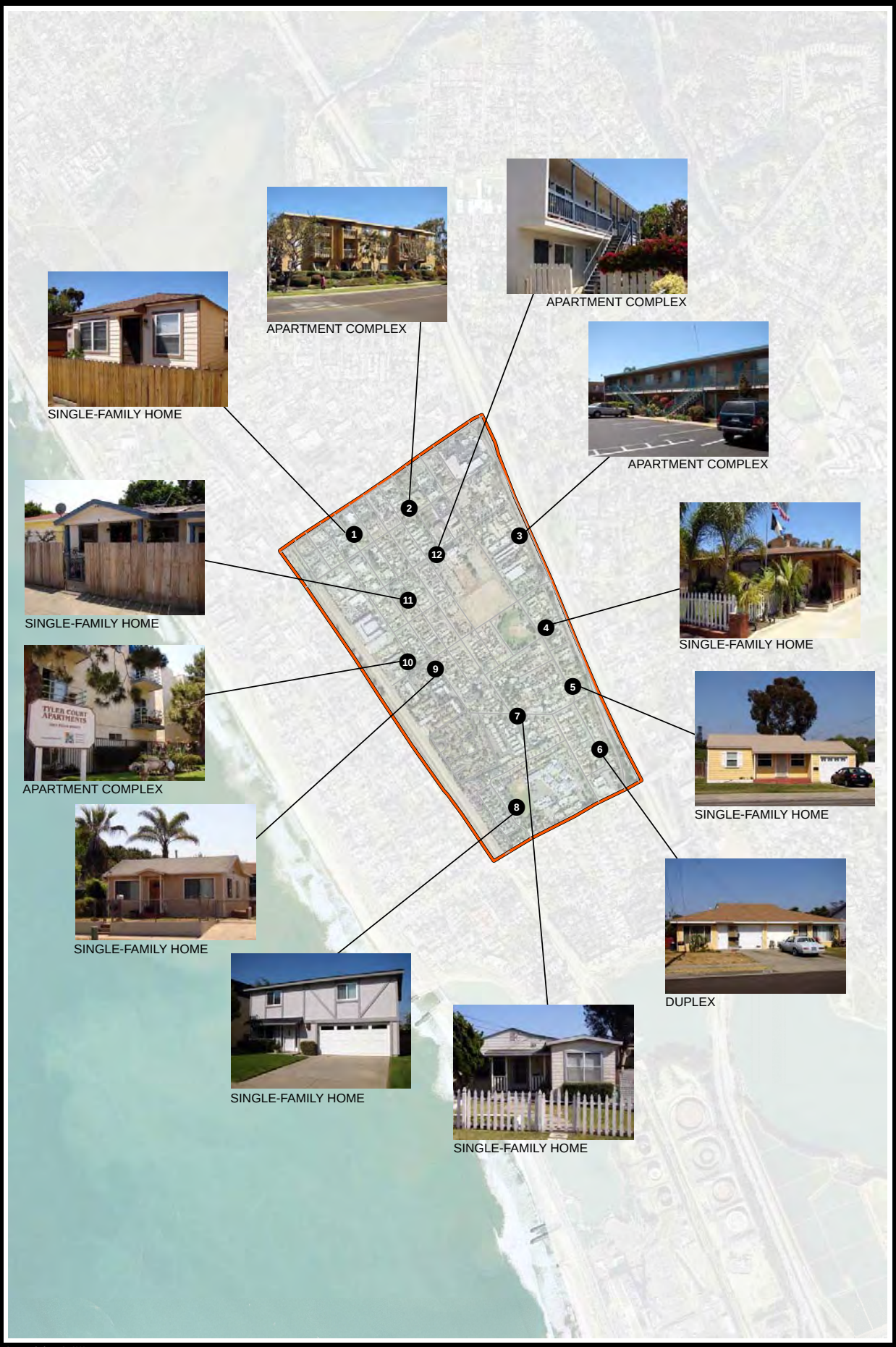
Interviews with barrio residents and business owners suggest that there have been attempts to raise the density in the neighborhood through different planning actions. These attempts have reportedly been thwarted, however, as a large number of barrio homeowners have spoken out against these actions for fear that their neighborhood would become similar to the dense apartment complexes near the beach.

Table 5 presents the number of housing units in Barrio Carlsbad, the surrounding municipality, and San Diego County as a whole. It also displays the proportion of occupied units and the tenure type (owner or renter). Generally, the proportion of occupancy of units within Barrio Carlsbad is greater than that seen in Carlsbad as a whole. The tenure of these occupied units, however, is drastically different with approximately 86.7 percent of all occupied units in Barrio Carlsbad considered rental properties, compared to 32.6 percent in all of Carlsbad. In fact, there is no block within Barrio Carlsbad that has a majority of its units owner-occupied.

Table 5
Housing Units, Tenure, and Tenure Type –
Barrio Carlsbad, City of Carlsbad, and San Diego County

	Housing Units	Occupied						Vacant	
Geography				Owner Occupied		Renter Occupied			
San Diego County	1,040,149	994,677	(95.6%)	551,461	(55.4%)	443,216	(44.6%)	45,472	(4.4%)
City of Carlsbad	33,798	31,521	(93.3%)	21,241	(67.4%)	10,280	(32.6%)	2,277	(6.7%)
Barrio Carlsbad	1,369	1,325	(96.8%)	176	(13.3%)	1149	(86.7%)	44	(3.2%)

Source: U.S. Census Bureau 2000



Source: AirPhotoUSA 2006

Figure 12
Housing Types

1,000 0 1,000 Feet

SCALE: 1:12,000; 1 inch = 1,000 feet

This page intentionally left blank.

Single-family home

Apartment complex

Multiple housing units on a single lot

Apartment complex

Single-family home

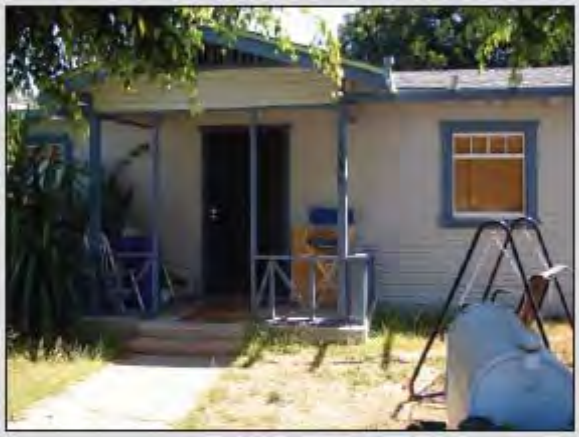
Single-family home

Plate 1
Housing Types

Occupied recreational vehicles

Single-family home

Single-family home



Single-family home

Single-family home

Single-family home

Plate 2
Housing Types

Single-family home

Single-family home

Single-family home

Single-family home

Apartment complex

Apartment complex

Plate 3
Housing Types

Apartment complex

Single-family home

Assisted living senior apartments

Single-family home

Single-family home

Apartment complex

Plate 4
Housing Types

Single-family home

Condominium complex

Single-family home

Single-family home

Apartment complex

New single-family home construction

Plate 5
Housing Types

Apartment complex

Single-family home

Single-family home

Apartment complex

Single-family home

Single-family home

Plate 6
Housing Types

Single-family home

Gated apartment complex entrance

Apartment complex entrance

Apartment complex

Single-family home

Apartment complex

Plate 7
Housing Types

Single-family home

Single-family home

Single-family home

Single-family home

Duplex housing unit

Single-family home

Plate 8
Housing Types

Duplex housing unit

Single-family home

Duplex housing units

Single-family home

Single-family home

Single-family home

Plate 9
Housing Types

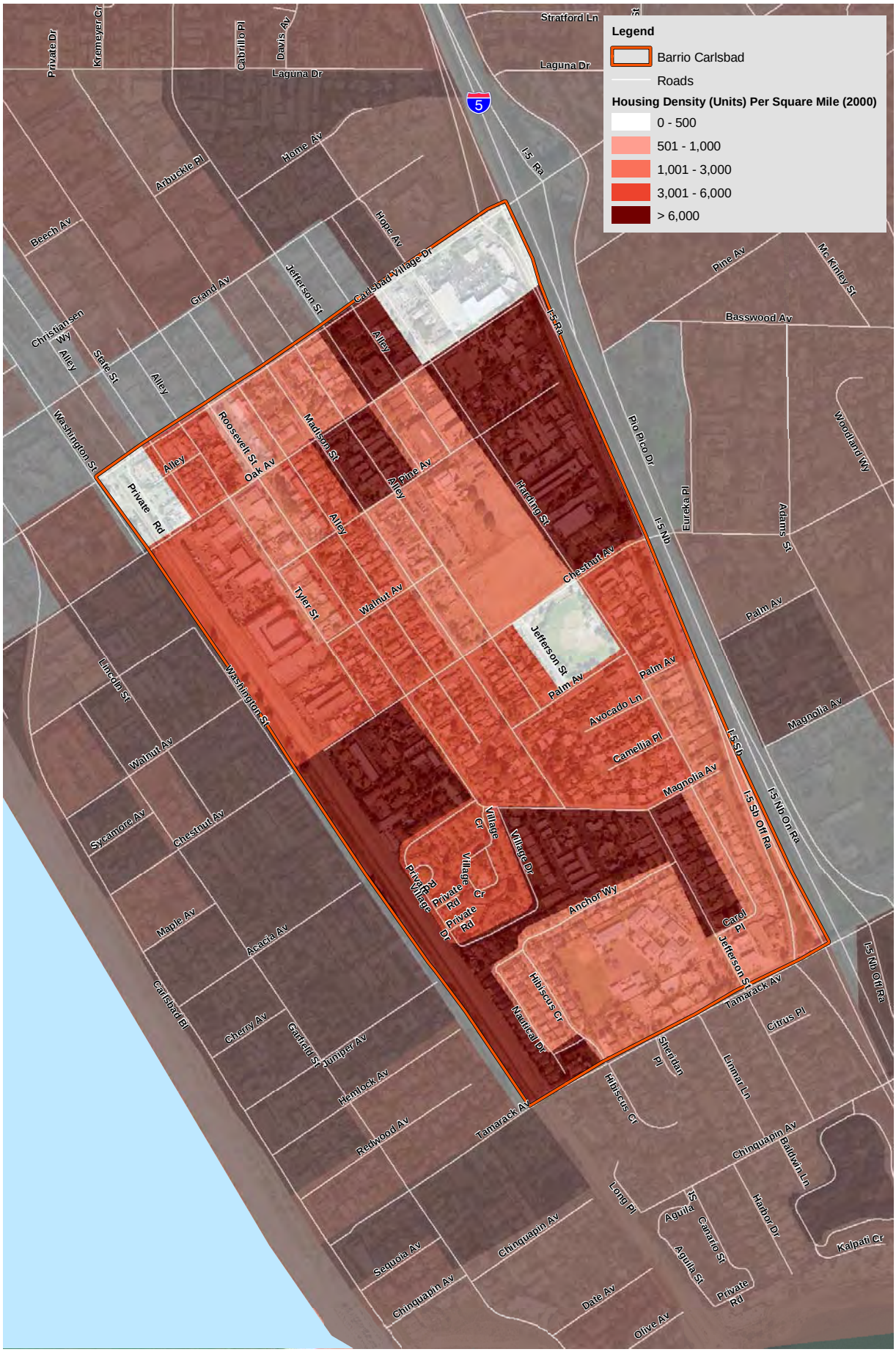
Single-family home

Single-family home

Single-family homes

Single-family home

Plate 10
Housing Types



Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 13
Housing Density

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.

Interviewees report that the rental properties within Barrio Carlsbad are owned by a number of different landlords, many of whom operate their properties from different states. One statistic provided by an interviewee involved in city planning estimated that 57 percent of property owners in the barrio own 80 percent of the units. Rental rates for many of the units in the community run between $1,200 and $1,300 a month for a one-bedroom apartment located near I-5. It is reported that this rental rate can be too high for one family to afford and that multiple people share an apartment to save on expenses. This behavior is reported to increase when individual rents go up unexpectedly, as the addition of more people into the unit is possibly an easier ordeal than finding a new place to live in close to the facilities and businesses nearby. This is particularly true for families with children attending Jefferson Elementary School, the academic reputation of which interviewees suggest is a major draw for families with young children. Table 6 shows the rental rates for Barrio Carlsbad, the City of Carlsbad, and San Diego County as a whole. While these rates are in 1999 dollars, the comparison of rents within Barrio Carlsbad to the surrounding municipality suggests that the distribution of affordable rent is concentrated in Barrio Carlsbad. This is particularly true for those rents $499 or less and $500 to $999, the combined proportion of which totals 90.4 percent of all rents within the barrio.

Table 6
Contract Rent – Barrio Carlsbad, City of Carlsbad, and San Diego County

	Barrio Carlsbad		City of Carlsbad		San Diego County	
Total with cash rent	1,394	(100.0%)	9,888	(100.0%)	422,807	(100.0%)
$499 or less	225	(16.1%)	548	(5.5%)	73,993	(17.5%)
$500 - $999	1,036	(74.3%)	5,107	(51.6%)	270,498	(64.0%)
$1,000 - $1,499	108	(7.7%)	3,321	(33.6%)	60,192	(14.2%)
$1,500 - $1,999	25	(1.8%)	694	(7.0%)	12,846	(3.0%)
$2,000 or more	0	(0.0%)	218	(2.2%)	5,278	(1.2%)

Source: U.S. Census Bureau 2000

Owner-occupied units within Barrio Carlsbad can be seen in Figure 14. Generally, these units are concentrated in the residential areas along Hibiscus Circle and Anchor Way, and along Camellia Place and Avocado Lane, off of Harding Street. These areas are also those previously identified as having low proportions of Hispanic residents, suggesting that much of this Hispanic population in Barrio Carlsbad rent property. Aside from these concentrations, owner-occupied homes are scattered through the interior of the barrio, generally along Roosevelt and Madison streets between Oak Avenue and Magnolia Avenue. Table 7 shows the length of residency for renter-occupied and owner-occupied residential units within Barrio Carlsbad, the City of Carlsbad, and San Diego as a whole. Despite being based in the year 2000, by nature of the

survey it is clear that residents of Barrio Carlsbad have a greater length of residency than is generally seen in the surrounding municipality or San Diego County. This is true for renters, who show a higher proportion of greater lengths of residency for all values beyond 1 year when compared to the City of Carlsbad, as well as owners. In fact, the proportion of owners in Barrio Carlsbad with lengths of residency over 30 years is over 700 percent more than the proportion in the entirety of Carlsbad. Figure 15 displays this relationship based on median length of residency by owners, showing that the two block groups that encompass much of the residential area of Barrio Carlsbad exhibit median residencies (by owners) between 19 and 24 years.

Table 7
Tenure by Year Moved in –
Barrio Carlsbad, City of Carlsbad, and San Diego County

	Barrio Carlsbad	City of Carlsbad	San Diego County
Owner occupied:	16.5%	67.3%	55.4%
Moved in 1999 to March 2000	0.0%	18.1%	12.4%
Moved in 1995 to 1998	25.6%	31.3%	25.9%
Moved in 1990 to 1994	16.0%	14.7%	17.5%
Moved in 1980 to 1989	14.9%	22.5%	21.5%
Moved in 1970 to 1979	19.9%	10.1%	13.3%
Moved in 1969 or earlier	23.5%	3.3%	9.4%
Renter occupied:	83.5%	32.7%	44.6%
Moved in 1999 to March 2000	35.1%	43.0%	40.5%
Moved in 1995 to 1998	40.8%	40.2%	40.4%
Moved in 1990 to 1994	11.7%	9.6%	11.2%
Moved in 1980 to 1989	8.7%	5.4%	5.7%
Moved in 1970 to 1979	3.1%	1.5%	1.5%
Moved in 1969 or earlier	0.6%	0.3%	0.6%

Source: U.S. Census Bureau 2000

Despite the high rental rate, the presence of long-term ownership in the community suggests that there is a foundation of residents engaged in the community, adding to the community cohesion of the barrio. Despite the loss of some long-term residents over the years, interviewees suggest that the new owners (who are generally not Hispanic) are quick to become engaged in the community and are keen to improve the neighborhood while still maintaining its historic and ethnic – sometimes described as “diverse” by interviewees – character. This activity is enhanced by a number of residents in rental properties who, when compared to the rest of Carlsbad, have been renting for relatively longer average lengths.

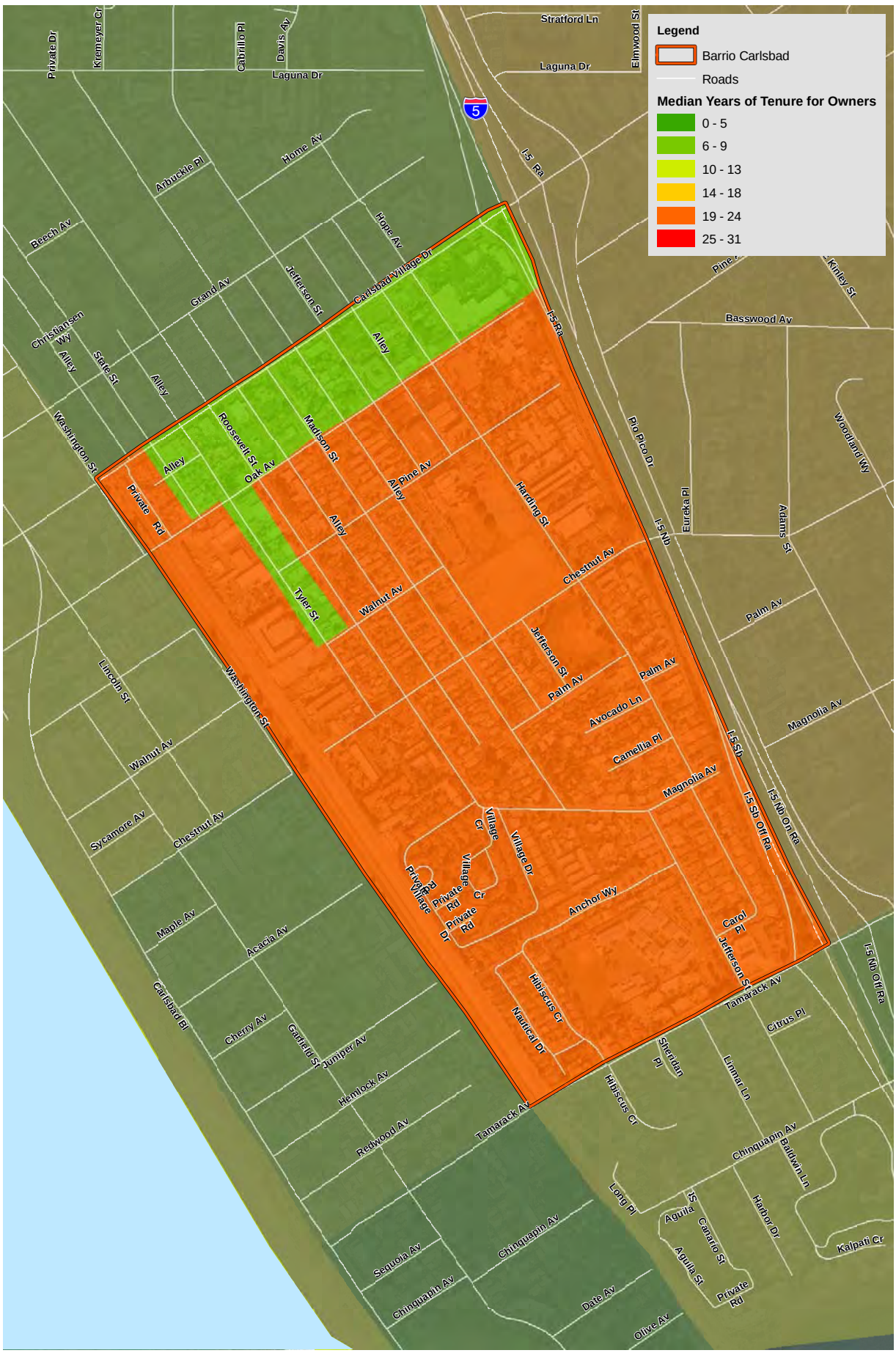
Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 14
Owner-Occupied Units

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.



Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 15
Median Length of Residency by Owners

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.

Long average lengths of residency in Barrio Carlsbad do not necessarily equate to high assessed values, however (Figure 16). Single-family residential units within Barrio Carlsbad are generally classified as <$350,000, although there are a few properties along Roosevelt Street that are worth between $350,001 and $650,000. Generally, large rental properties, like those adjacent to I-5 and southwest of Magnolia Avenue are worth over $1 million.

The condition of some of the properties in Barrio Carlsbad can be seen in Figure 17. The condition of the houses range greatly, with some houses in the neighborhood adorned with flowers, well-kept gardens, or well-tended landscaping. Other residences in the neighborhood have very little outside ornamentation, where residents are seemingly content to have a few small bushes. Some residences have a number of potted plants in the yard or along the property fence to add a splash of color to a yard that might otherwise not have healthy grass. Those people interviewed for this project suggested that yards without much care are primarily attributable to absentee landlords, who are not as invested in their property as owner-occupied units.

Despite the varied nature of housing/property conditions throughout the barrio, observations in the field suggest that many of the homes have socially active yards. For example, children at play were common in many of the yards throughout the day and into the early evening. Residents would also regularly sit outside and socialize with others into the evening hours, sometimes pairing this social time with home and/or automobile maintenance. Seating is common in the front yards of many homes, suggesting the prevalence of social interaction between neighbors within the barrio.

2.6 ECONOMY, JOBS, AND EMPLOYMENT

This section describes the business activity in Barrio Carlsbad and presents data concerning the jobs, employment, income, and commute patterns.

2.6.1 Business Activity

As shown previously in Figure 6, Barrio Carlsbad encompasses a variety of commercial, office, and industrial land uses. Figure 18 presents a more detailed presentation of these uses in relationship to the surrounding area. Commercial land uses are divided into six different categories: regional commercial (e.g., wholesale trade and large regional shopping centers), community commercial (e.g., shopping centers typically with a main anchor tenant), neighborhood shopping (e.g., shopping centers with a market and/or drugstore and may include offices), commercial recreation (e.g., tourist attractions/destinations, golf courses, and

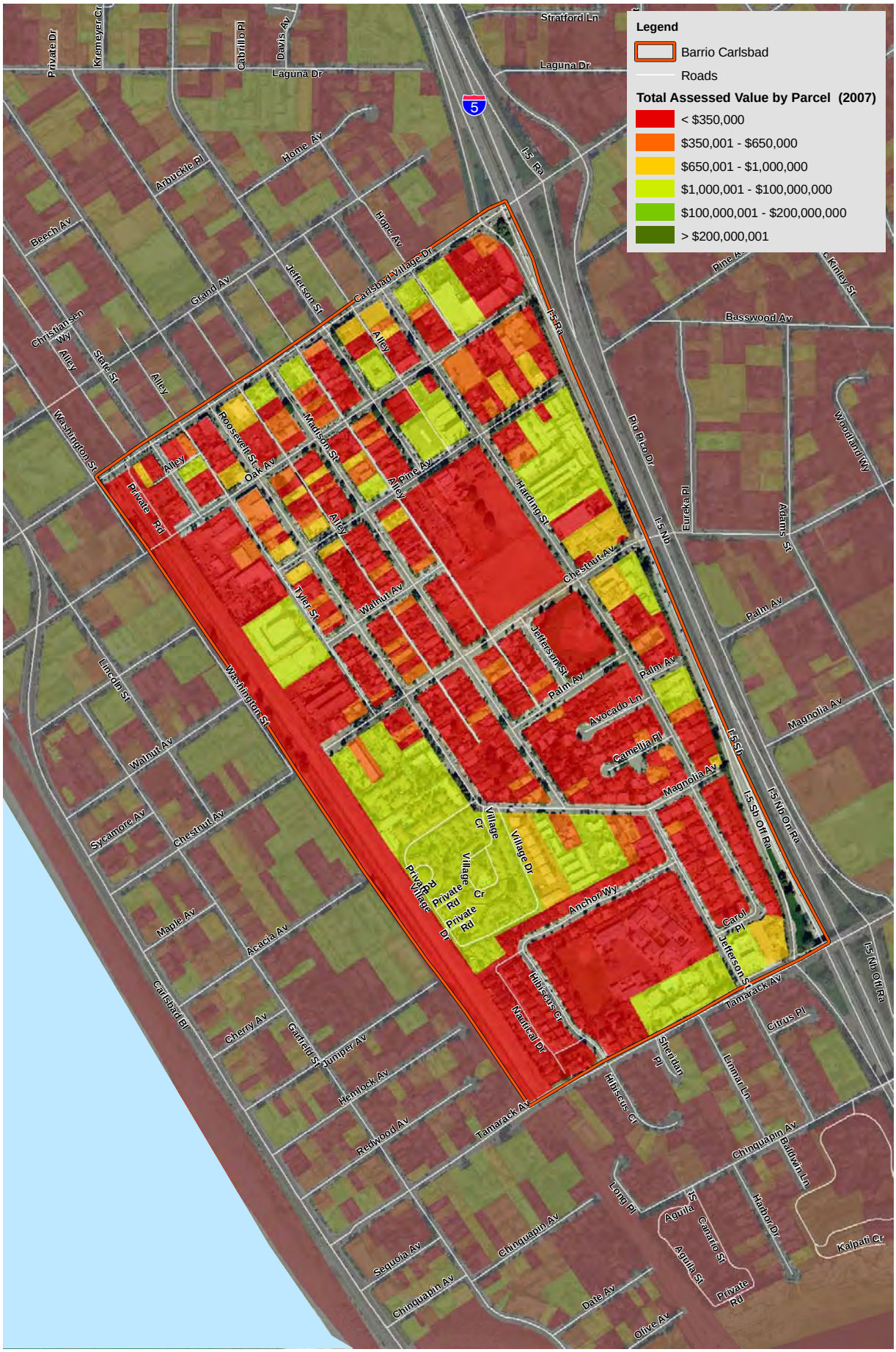
recreational facilities), store front (e.g., commercial activities along major roadways not within planned centers and may include mixed uses with office and/or residential units attached), and specialty commercial center (e.g., tourist or specialty commercial shopping areas). The land use designation for office includes government office buildings (outside of military), banks, offices for businesses and professional services, some retail activities, and restaurants. Finally, the industrial land use designation incorporates heavy manufacturing activities, light industrial and manufacturing (e.g., lumber, furniture, paper, rubber, stone, clay, and glass), clustered office/retail/industrial uses, and industrial/strip commercial areas (e.g., public self-storage).

Figure 19 and Plates 11-14 display photographs of many of the businesses located in the barrio, with those in Figure 19 georeferenced to the appropriate locations in the community. These land uses are generally located north of Oak Avenue and along Carlsbad Village Drive, with other uses along Tyler and Roosevelt streets. Smaller boutiques and professional offices are located along Carlsbad Village Drive, including Giacoletti Music Center, a scrapbooking store, various salons, and a few clothing stores. Also located along Carlsbad Village Drive are fast-food restaurants and the neighborhood Albertson's grocery store. Two banks are also located in the barrio, including a Bank of America and a California Bank and Trust.

The businesses along Tyler Street are a source of concern for many of the people interviewed, as the rezoning in this area decades ago increased these types of land uses and placed them close to residential areas. This includes a number of automobile repair shops and a large self-storage facility at the corner of Tyler Street and Walnut Avenue.

Two small markets are located in Barrio Carlsbad, both of which cater to a primarily Hispanic clientele. El Torito Market is located along Roosevelt Street north of Pine Avenue and is the larger market of the two, carrying fresh produce, meats, snacks, dry and canned goods, and wide selection of home goods. Lola's is located a block to the south, on Roosevelt Street and Walnut Avenue. Lola's carries a limited selection of groceries and home supplies, and is primarily considered a delicatessen and convenience store, featuring a limited menu of Mexican fare. As is described below, Lola's is largely considered to be at the cultural heart of Barrio Carlsbad and provides a number of services to the local community beyond that of a standard deli (see Section 2.8.1).

Lola's is a very popular place for a quick meal in the barrio, but other restaurants are also present. This includes Al's Café, located along Carlsbad Village Drive, and Pollos Maria (not pictured), a Mexican restaurant along Harding Street located directly across from the Harding Community Center.



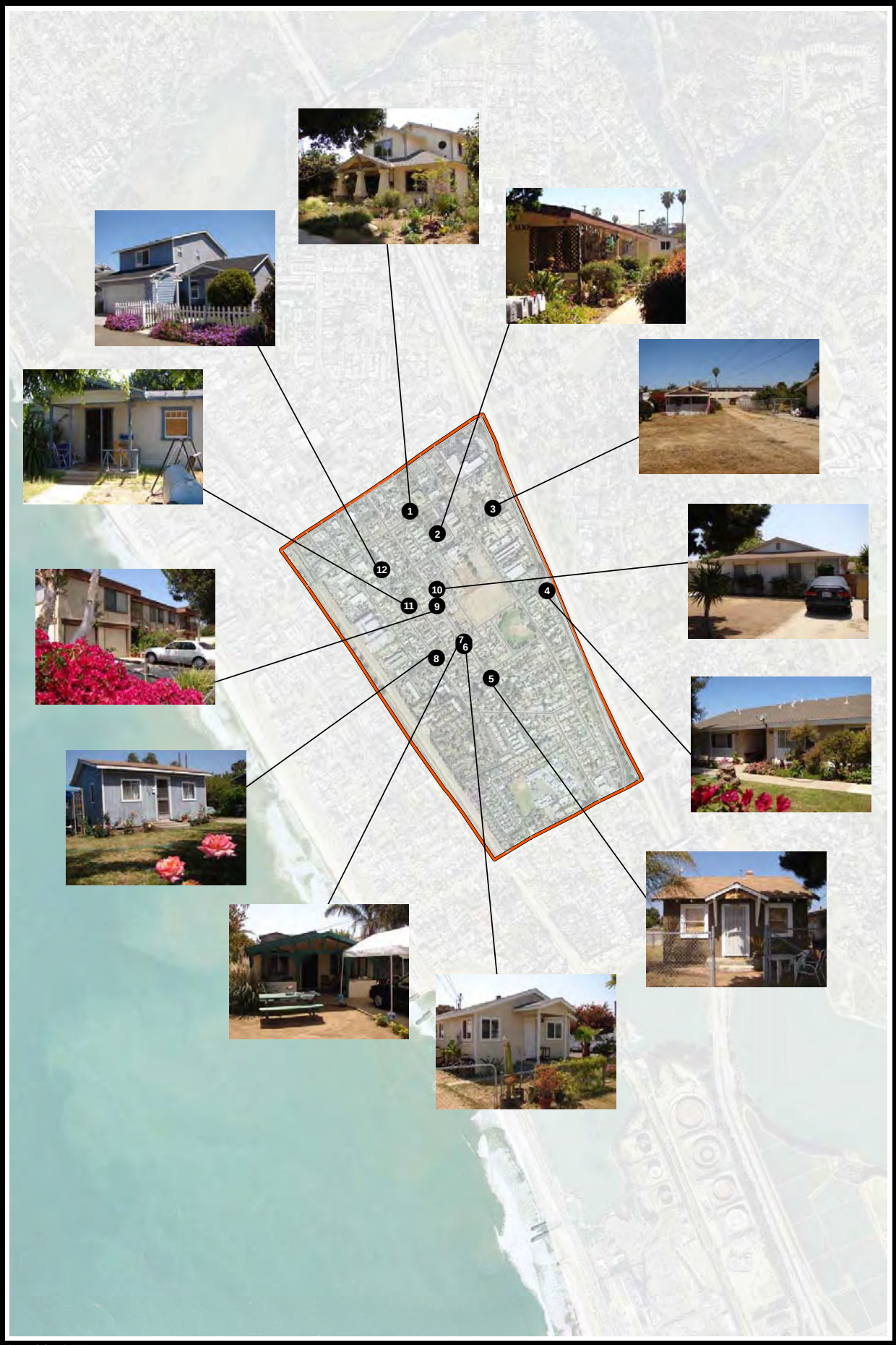
Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 16
Total Assessed Value

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.



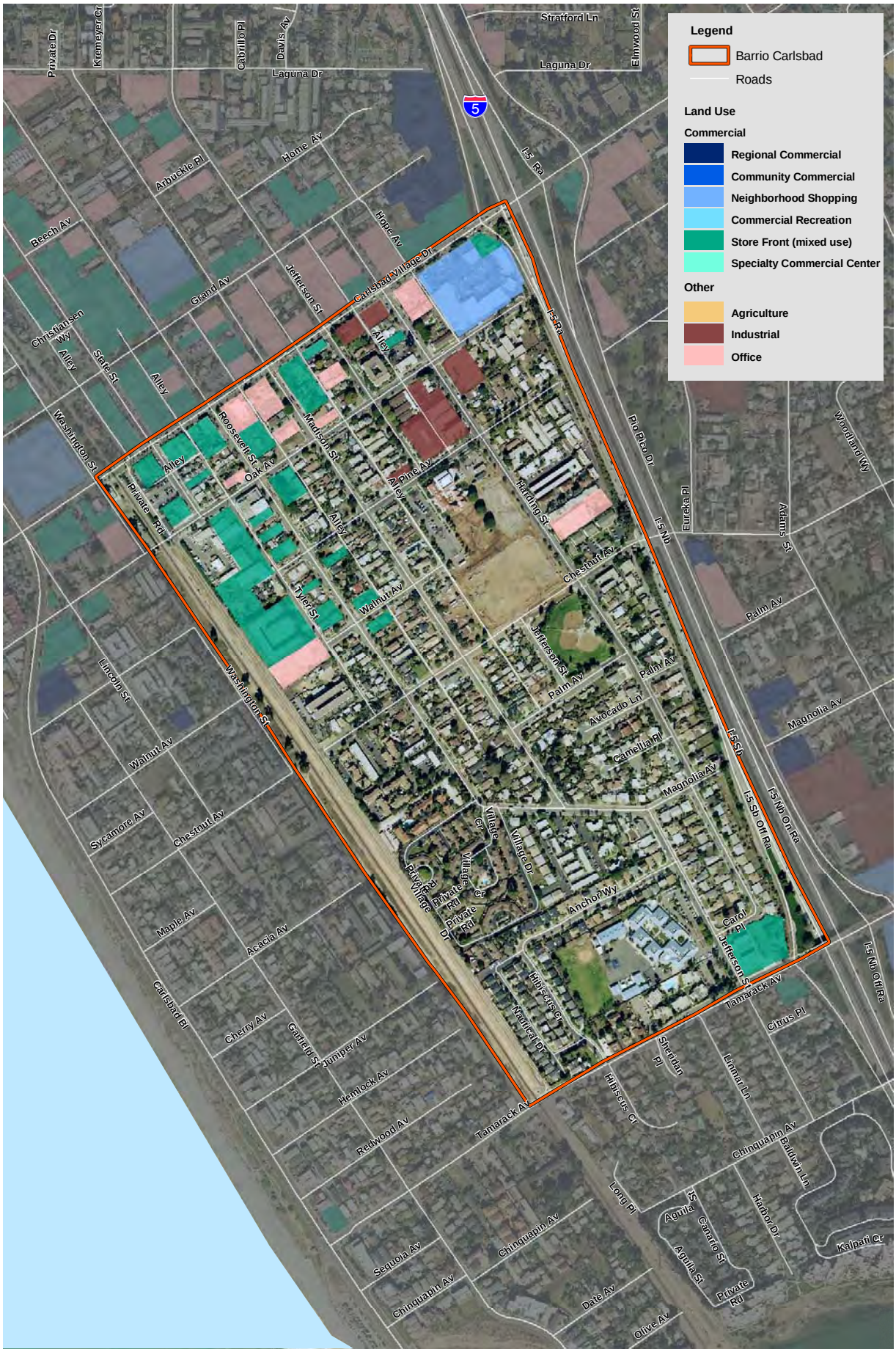
Source: AirPhotoUSA 2006

Figure 17
Housing Condition

1,000 0 1,000 Feet

SCALE: 1:12,000; 1 inch = 1,000 feet

This page intentionally left blank.



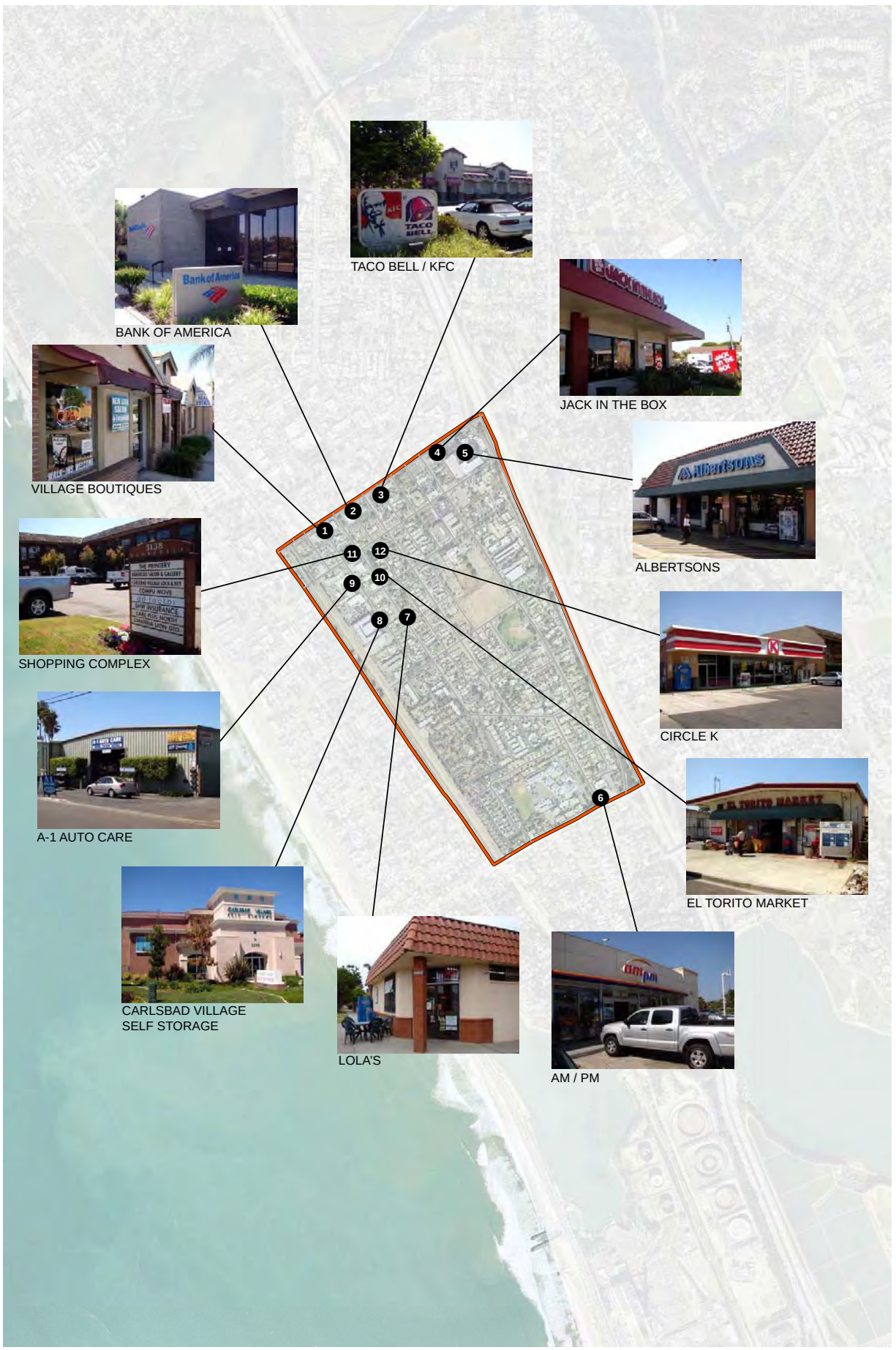
Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 18
Economic Areas

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.



Source: AirPhotoUSA 2006

Figure 19
Businesses

1,000 0 1,000 Feet

SCALE: 1:12,000; 1 inch = 1,000 feet

This page intentionally left blank.

Al's Cafe

Carlsbad Salon and Spa

California Bank and Trust

Various boutiques on Carlsbad Village Drive

Giacoletti Music Center and Music School

Various boutiques on Carlsbad Village Drive

Plate 11
Businesses

Fish House Vera Cruz

Antique store

N. Newbry Fine Art Gallery

City of Carlsbad Department of Public Works

Gorilla Equipment Rentals

Dentist office

Plate 12
Businesses

Carlsbad Physical Therapy

Chiropractor office

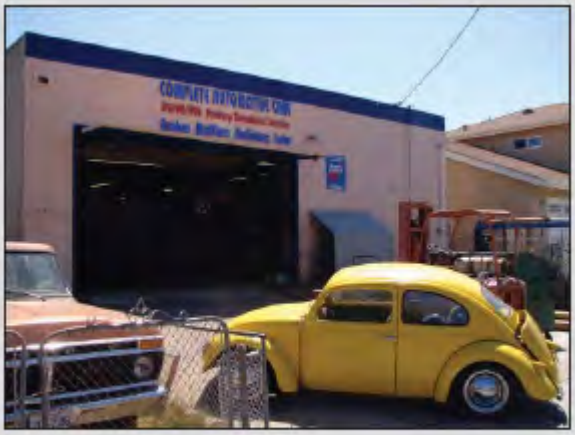
Building housing a mechanic, beauty salon, and meeting hall

Pacific Coast Printing

Landco Architectural Millwork Shop

Carlsbad Auto Supply

Plate 13
Businesses



Complete Automotive Care mechanic shop

El Torito Market

Plate 14
Businesses

These businesses provide a number of jobs for barrio residents, according to interviewees, with many working in the restaurants, stores, and banks located within the community. Other barrio residents are reported to work in the other stores and businesses located within the larger downtown Carlsbad village area.

2.6.2 Employment

Carlsbad's economy has historically been centered on agriculture and resort tourism. Many barrio residents work in the local agriculture fields, hotels, motels, restaurants, and resorts. Although Carlsbad continues to support agriculture and tourism, it also has a large golf equipment manufacturing sector as well as a large number of biomedical and multimedia companies. Larger private employers include Legoland, Four Seasons Resort Aviara, La Costa Resort and Spa, Callaway, Taylor Made, Cobra Golf, ViaSat, Isis Pharmaceuticals, and Car Country Carlsbad, which is one of the premiere auto malls in southern California.

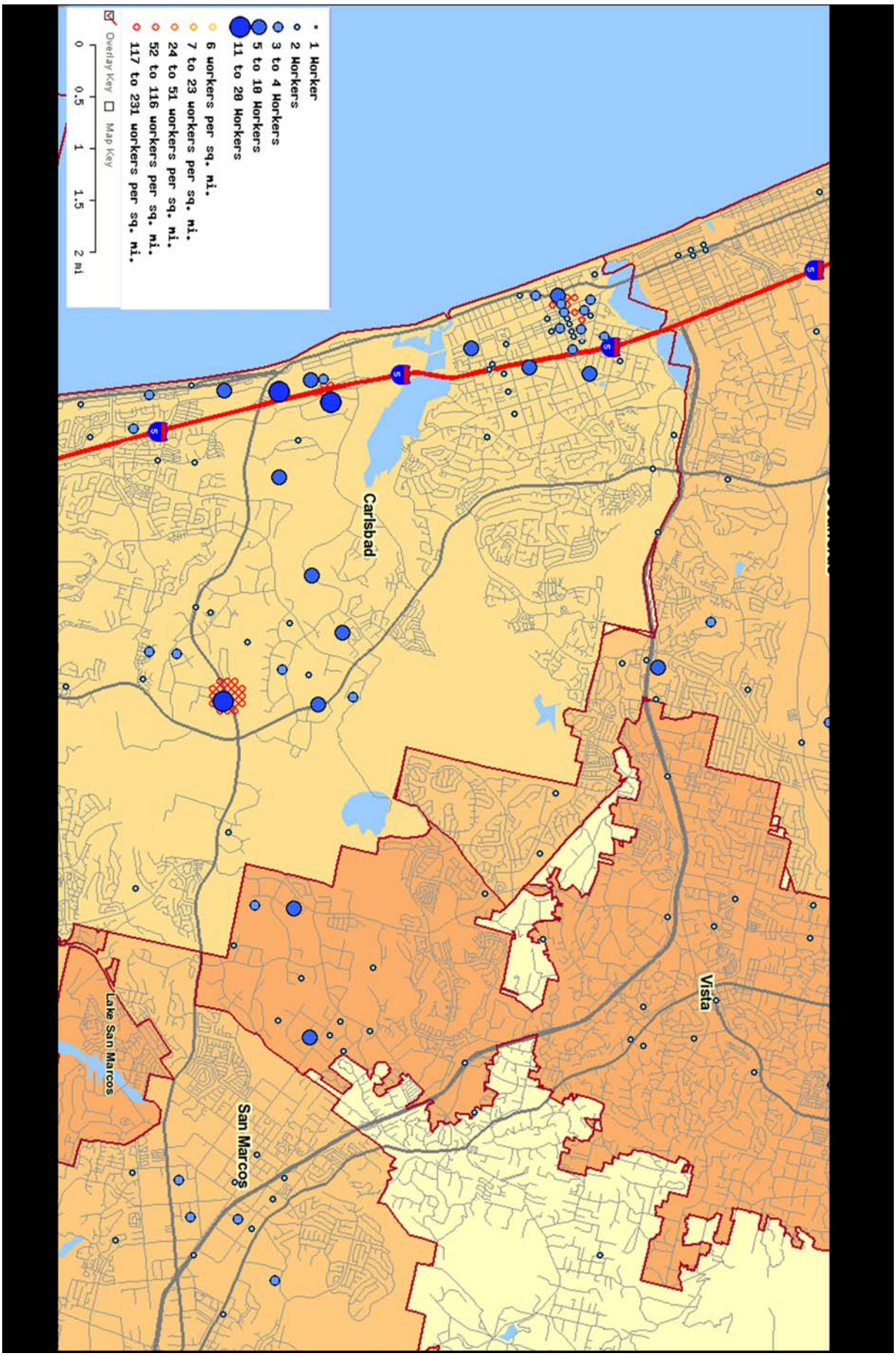
Figure 20 shows an estimation of the nearby areas where barrio residents work displayed by location and concentration of employment. While a large proportion of barrio residents work in San Diego and other places not pictured in the figure, there is a concentration of barrio residents who are employed in the downtown Carlsbad area, particularly along Carlsbad Village Drive and in the areas directly surrounding the neighborhood. Interviewees suggested that a large number of barrio residents work in the golf equipment manufacturing industry. Thus, the concentration located near the intersection of Palomar Airport Road and El Camino Real is expected. Another concentration of working residents from Barrio Carlsbad is located south of Agua Hedionda Lagoon in the businesses surrounding Palomar Airport Road. As this area is one of the primary employment centers for Carlsbad as a whole, the concentration of barrio residents working in this area is not surprising.

Table 8 displays the labor force characteristics for Barrio Carlsbad, the City of Carlsbad, and San Diego County, suggesting the types of workers within Barrio Carlsbad employed by the businesses described above. In general, the labor force employment characteristics for Barrio Carlsbad are similar to those of the surrounding city and San Diego County, with nearly 65 percent of residents over the age of 16 in the labor force. Barrio Carlsbad has very few residents employed in the armed forces, however, compared to the other geographic areas. Barrio Carlsbad also has a higher unemployment rate than the other geographic areas, exhibiting 6.6 percent unemployment compared to 3.9 percent unemployment in Carlsbad as a whole.

Table 8
Labor Force Characteristics – Barrio Carlsbad, City of Carlsbad, and San Diego County

Subject	Barrio Carlsbad	City of Carlsbad	San Diego County
EMPLOYMENT STATUS			
Population 16 years and over	**100% (3,618)**	**100.0% (61,582)**	**100.0% (2,165,034)**
In labor force	64.6% (2,336)	66.4% (40,913)	65.0% (1,407,152)
Civilian labor force	99.6% (2,327)	65.5% (40,328)	60.9% (1,319,517)
Employed	93.4% (2,174)	62.9% (38,763)	57.3% (1,241,258)
Unemployed	6.6% (153)	2.5% (1,565)	3.6% (78,259)
Percent of civilian labor force	6.6%	3.9%	5.9%
Armed Forces	0.4% (9)	0.9% (585)	4.0% (87,635)
Not in labor force	35.4% (1,282)	33.6% (20,669)	35.0% (757,882)
Employed civilian population 16 years and over	**100.0%**	**100.0%**	**100.0%**
OCCUPATION			
Management and professional	19.7%	49.2%	37.7%
Service	33.3%	11.7%	16.1%
Sales and office	21.8%	27.9%	27.2%
Farming, fishing, and forestry	1.1%	0.3%	0.5%
Construction, extraction, and maintenance	11.9%	5.6%	8.7%
Production, transportation, and material moving	12.3%	5.3%	9.9%
INDUSTRY			
Agriculture, forestry, fishing and hunting, and mining	1.1%	0.3%	0.7%
Construction	9.8%	5.8%	6.6%
Manufacturing	13.5%	11.9%	11.0%
Wholesale trade	4.0%	4.4%	3.3%
Retail trade	12.3%	10.6%	11.3%
Transportation and warehousing, and utilities	2.5%	3.2%	3.8%
Information	2.6%	3.9%	3.5%
Finance, insurance, real estate, and rental and leasing	5.0%	9.7%	7.1%
Professional, scientific, management, administrative, and waste management services	9.0%	15.0%	13.3%
Educational, health and social services	12.5%	17.8%	19.3%
Arts, entertainment, recreation, accommodation and food services	22.0%	9.5%	9.6%
Other services (except public administration)	4.4%	4.3%	5.2%
Public administration	1.1%	3.5%	5.4%
CLASS OF WORKER			
Private wage and salary	83.2%	73.7%	75.0%
Government	6.8%	13.2%	16.0%
Self-employed (not incorporated business)	10.1%	12.9%	8.7%
Unpaid family	0.0%	0.3%	0.3%

Source: U.S. Census Bureau 2000



Source: U.S. Census Bureau 2004

EDAW | AECOM

Figure 20
Approximate Employment Concentrations

This page intentionally left blank.

The distribution of the jobs for residents of Barrio Carlsbad is also substantially different than what is present in the entirety of Carlsbad, with larger proportions of barrio resident occupations classified as part of service and construction/extraction/maintenance. A much smaller proportion of barrio residents have occupations classified as management than in Carlsbad as a whole. Unsurprisingly, the industries exhibiting the largest proportions of barrio residents employed include, arts, entertainment, recreation, accommodation and food service, (22.0 percent), and manufacturing (13.5 percent). Other industries with a higher proportion of barrio residents employed compared to the City of Carlsbad include construction, agriculture (including forestry, fishing, etc.), retail trade, and other services.

2.6.3 Income

Table 9 presents the income characteristics for Barrio Carlsbad, the City of Carlsbad, and San Diego County as a whole. These include overall household income, median household income, per capita income, and those individuals earning incomes below the poverty level. While the statistics are based on 1999 dollars, the relationship between those households and individuals in Barrio Carlsbad compared to those within the entirety of Carlsbad and San Diego County has not likely changed dramatically since the census was last taken. Thus, these statistics suggest that a much larger proportion of households in Barrio Carlsbad earn less than $24,999 (38.8 percent) than in the City of Carlsbad (15.4 percent). The proportion of Barrio Carlsbad households is also higher than the surrounding city for the category of $25,000-$49,999, with 31.2 percent of households in Barrio Carlsbad compared to 22.2 percent of households in the entirety of Carlsbad. Conversely, 0.6 percent of households within Barrio Carlsbad earn more than $150,000, compared to 11.9 percent in the City of Carlsbad.

Median household income is defined as the middle value of all incomes as arranged from highest to lowest in a selected geographic area. Based on data according to block groups from the 2000 U.S. Census, the median household income for Barrio Carlsbad ranged from $41,500 as the highest median household income for a block group in Barrio Carlsbad and $24,569 as the lowest median household income for a block group in Barrio Carlsbad. In comparison, the median household income according to block groups for all of Carlsbad as of 2000 was $65,145, significantly higher than Barrio Carlsbad. Further, the median household income for San Diego County as of 2000 was $47,067, significantly lower than Carlsbad, but still higher than that of the barrio area.

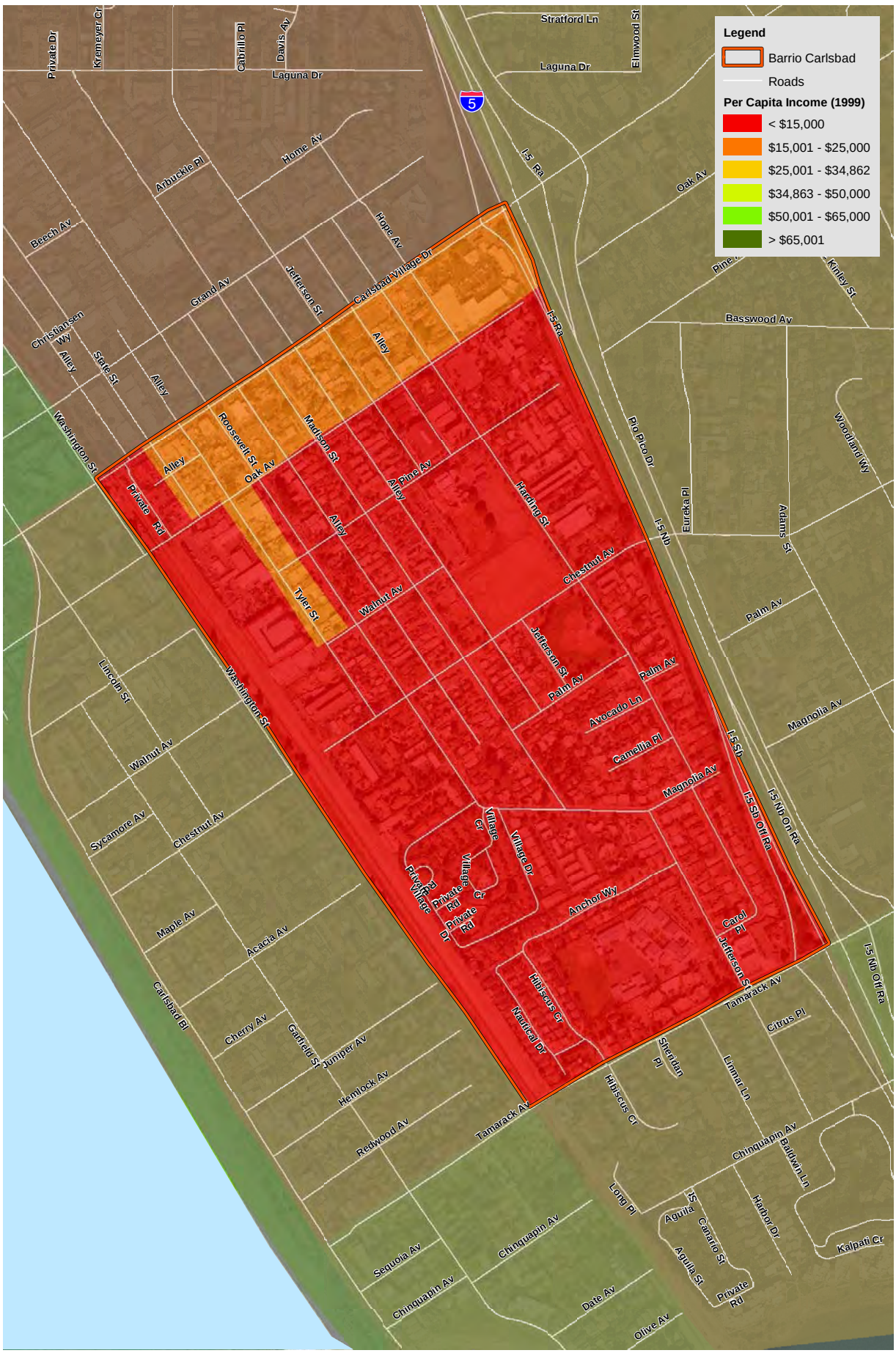
Table 9
Income Characteristics – Barrio Carlsbad, City of Carlsbad, and San Diego County

	Barrio Carlsbad		City of Carlsbad		San Diego County	
Household Income						
Total	1,711	(100.0%)	31,410	(100.0%)	995,492	(100.0%)
Less than $24,999	664	(38.8%)	4,839	(15.4%)	242,078	(24.3%)
$25,000 - $49,999	533	(31.2%)	6,958	(22.2%)	281,914	(28.3%)
$50,000 - $74,999	339	(19.8%)	6,053	(19.3%)	200,299	(20.1%)
$75,000 - $99,999	111	(6.5%)	4,628	(14.7%)	114,797	(11.5%)
$100,000 - $149,999	54	(3.2%)	5,188	(16.5%)	97,844	(9.8%)
$150,000 or more	10	(0.6%)	3,744	(11.9%)	58,560	(5.9%)
Median Household Income	$41,500-$24,569		$65,145		$47,067	
Per Capita Income	$19,007-$11,082		$34,863		$22,926	
Income Below Poverty Level						
Total	4,839	(100.0%)	77,217	(100.0%)	2,722,408	(100.0%)
Below poverty level	1,103	(22.8%)	4,576	(5.9%)	338,399	(12.4%)

Source: U.S. Census Bureau 2000

Per capita income is defined as the average income of every resident of a selected geographic area, including all adults and children. Per capita income is typically reported in units of currency per year and is often used as a measure of the wealth of the selected population. Based upon data according to block groups from the 2000 U.S. Census, per capita income for Barrio Carlsbad ranged from $19,007 as the highest per capita income for a block group in the barrio and $11,082 as the lowest per capita income in a block group for the barrio and all of Carlsbad. By contrast, the per capita income for the entire city of Carlsbad was $34,863. In comparison, per capita income for block groups in San Diego County ranged from $112,849 as the highest per capita income in a block group for the county and $4,505 as the lowest per capita income for a block group in the county. Similar to median household income values, per capita income for Barrio Carlsbad was significantly lower than that of the city as a whole and showed a much smaller range of values than that of the county.

Figure 21 illustrates per capita income for the study area, arranged by block groups and grouped together according to six different ranges. As shown in Figure 21, the highest per capita income range located within the barrio area is the range between $15,001 and $25,000. This area is located along Carlsbad Village Drive and Tyler Street, at the northernmost portion of the barrio area. The rest of the area is within the lowest per capita income range (below $15,000) and represents the location in the whole city of Carlsbad with the lowest per capita income ranges.



Source: USGS 2000; AirphotoUSA 2006; US Census 2000

Figure 21
Per Capita Income

500 0 500 Feet

Scale: 1:6,000; 1 inch = 500 feet

This page intentionally left blank.

These employment figures and income statistics suggest that Barrio Carlsbad has a relatively high proportion of working-class families, many of whom work in the service industries, construction, or manufacturing. These jobs generally provide enough money to support a family, but the earning power of people living in Barrio Carlsbad is generally less than the surrounding municipality. These socioeconomic data, supported by information gathered through interviews, suggest that the residents in Barrio Carlsbad interact economically and socially with one another, building interconnections to help support each other's families. Interviewees suggested that families make ends meet by sharing expenses such as rent, and by helping each other through economically tough times. This cooperation is a major characteristic of a neighborhood with high levels of community cohesion.

2.6.4 Commuting

With many nearby businesses employing barrio residents, a number of interviewees suggested that many employed residents tend to walk to their place of employment. Or, if they did not walk, then their daily commute was generally short. This proximity was heralded as one of the prime benefits of living in Barrio Carlsbad. Table 10 shows the mode of commuting for those residents in Barrio Carlsbad, the City of Carlsbad, and San Diego County. As shown, a much higher proportion of Barrio Carlsbad residents reported walking to their place of employment (10.0 percent) compared to the City of Carlsbad (1.6 percent) or San Diego County as a whole (3.6 percent). Public transportation use, particularly the bus, was also higher for Barrio Carlsbad residents compared to the two other geographic areas included. Observations in the field corroborated the prevalence of walking commuters in the barrio, with many workers seen walking in their uniforms at the beginning and ends of the work day. Bus use was not as evident during field observations, but carpooling was clearly obvious as the research team observed a number of automobiles with 2 to 3 labor-force age people in them during the typical morning and afternoon commute times.

Table 11 shows the commute times by mode for those commuters in Barrio Carlsbad, the City of Carlsbad, and the City of San Diego. These statistics suggest that a higher proportion of commuters in Barrio Carlsbad spend less than 30 minutes commuting to work (65.7 percent) than the entirety of commuters in Carlsbad (59.0 percent), while also having a higher proportion of commuters who spend 60 minutes or more commuting (13.0 percent for Barrio Carlsbad compared to 9.8 percent for the City of Carlsbad). This proportion of commuters spending longer than 60 minutes commuting is also larger than that of San Diego County. These long-ride commuters in Barrio Carlsbad are more likely to travel by public transportation than those in the entirety of Carlsbad or San Diego County.

Table 10
Modes of Transportation – Barrio Carlsbad, City of Carlsbad, and San Diego County

	Barrio Carlsbad		City of Carlsbad		San Diego County	
Total Commuters	2,079	(100.0%)	35,422	(100.0%)	1,242,321	(100.0%)
Car, truck, or van	1,600	(77.0%)	33,396	(94.3%)	1,129,405	(90.9%)
Public Transportation	137	(6.6%)	823	(2.3%)	43,757	(3.5%)
Bus	116	(5.6%)	285	(0.8%)	37,948	(3.1%)
Railroad	21	(1.0%)	495	(1.4%)	2,527	(0.2%)
Other public transportation	0	(0.0%)	43	(0.1%)	3,282	(0.3%)
Motorcycle	0	(0.0%)	111	(0.3%)	4,365	(0.4%)
Bicycle	28	(1.3%)	113	(0.3%)	7,460	(0.6%)
Walked	208	(10.0%)	561	(1.6%)	44,107	(3.6%)
Other means	106	(5.1%)	418	(1.2%)	13,227	(1.1%)

Source: U.S. Census Bureau 2000

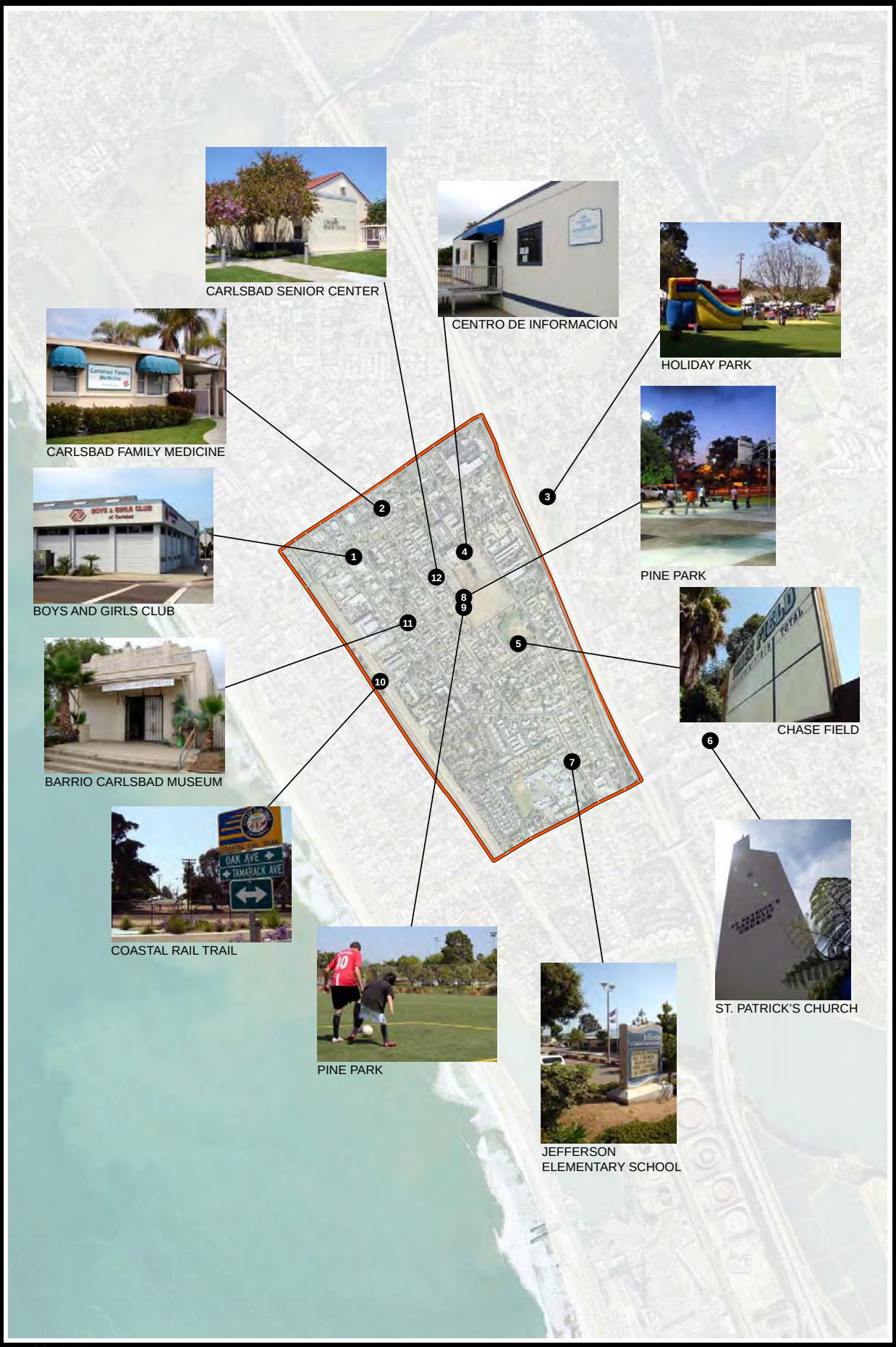
Table 11
Commute Times by Mode – Barrio Carlsbad, City of Carlsbad, and San Diego County

	Barrio Carlsbad		City of Carlsbad		San Diego County	
Total Commuters	2,079	(100.0%)	35,422	(100.0%)	1,242,321	(100.0%)
Less than 30 minutes:	1,365	(65.7%)	20,892	(59.0%)	811,639	(65.3%)
Public transportation	19	(0.9%)	101	(0.3%)	10,371	(0.8%)
Other means	1,346	(64.7%)	20,791	(58.7%)	801,268	(64.5%)
30 to 44 minutes:	330	(15.9%)	7,580	(21.4%)	267,950	(21.6%)
Public transportation	14	(0.7%)	117	(0.3%)	10,683	(0.9%)
Other means	316	(15.2%)	7,463	(21.1%)	257,267	(20.7%)
45 to 59 minutes:	114	(5.5%)	3,465	(9.8%)	83,241	(6.7%)
Public transportation	10	(0.5%)	86	(0.2%)	6,203	(0.5%)
Other means	104	(5.0%)	3,379	(9.5%)	77,038	(6.2%)
60 or more minutes:	270	(13.0%)	3,485	(9.8%)	79,491	(6.4%)
Public transportation	94	(4.5%)	519	(1.5%)	16,500	(1.3%)
Other means	176	(8.5%)	2,966	(8.4%)	62,991	(5.1%)

Source: U.S. Census Bureau 2000

2.7 PUBLIC FACILITIES

Figure 22 and Plates 15-19 show a number of the important community facilities present in or nearby to Barrio Carlsbad. These include the schools, churches, educational resources, and recreational facilities present in the community. This section describes many of these facilities, in addition to the other public services present in the barrio (police protection, fire, etc.)



Source: AirPhotoUSA 2006

Figure 22
Community Facilities

1,000 0 1,000 Feet

SCALE: 1:12,000; 1 inch = 1,000 feet

This page intentionally left blank.

An event at Pine Park

A Bounce House is erected for a birthday party in Pine Park

A birthday party at Pine Park requires extra shade

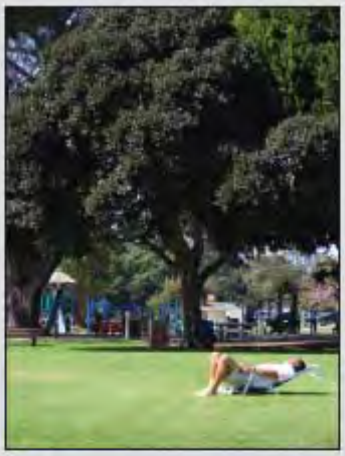
Youth baseball teams face off at Chase Field

Onlookers root for their favorite youth baseball team at Chase Field

Parents sit in the Chase Field bleachers and watch the game

Plate 15
Community Facilities

Chase Field concession building and north field



An area resident rests at Holiday Park

A birthday party is held near the Holiday Park playground

A birthday party at Holiday Park complete with inflatable slide

Bird of Paradise mosaic at Pine Park

An area resident practices his jump shot at Pine Park

Plate 16
Community Facilities

Playground at Pine Park

A Little League team practices at Pine Park

Area residents enter St. Patrick's Church for Mass

Interior of the Boys and Girls Club

A woman enters Harding Community Center

The operator of the Barrio Carlsbad Museum gives a tour to students

Plate 17
Community Facilities

Carlsbad Community Church

Coastal Rail Trail

Father Raymond Moore Hall

Gaus House

Area youths play soccer after school at Pine Park

Interior courtyard at Jefferson Elementary School

Plate 18
Community Facilities

Ramirez House

Area residents play soccer at night at Pine Park

Plate 19
Community Facilities

2.7.1 Schools

Carlsbad is served by the Carlsbad Unified School District, which maintains 18 schools serving students ranging from kindergarten through grade 12. School service areas are designated for each of the school locations based on generation factors, school sizes, and maximum travel distances (City of Carlsbad 2004b). Carlsbad High School serves the entire school district, including residents of Barrio Carlsbad. The high school is located less than 0.80 mile (1.3 km) east of the eastern barrio boundary of I-5. Valley Middle School and Jefferson Elementary School serve sixth- through eighth-grade students and kindergarten through fifth-grade students, respectively, in the barrio area. Jefferson Elementary School and two Montessori preschools are located within Barrio Carlsbad. Jefferson Elementary is located west of I-5 north of Tamarack Avenue, approximately 0.25 mile (0.4 km) from I-5. St. Patrick School, a private elementary and junior high school, is located north of Tamarack Avenue and east of I-5, less than 0.13 mile (0.2 km) from the existing I-5 corridor.

2.7.2 Police Protection

The Carlsbad Police Department serves the city, including the barrio area. There are two police stations in Carlsbad, with the police station closest to the barrio area located east of I-5 on Carlsbad Village Drive. The Safety Center and Police Department are located in east Carlsbad northeast of Palomar Airport Road and El Camino Real.

Police protection is ubiquitous in the barrio area and the neighborhood is patrolled regularly by police cars and occasionally by the Border Patrol.

2.7.3 Fire Protection

The Carlsbad Fire Department serves the city, including Barrio Carlsbad. There are currently six operational fire stations located within Carlsbad. The Carlsbad Fire Department has a staff of 80 personnel, six fire trucks, and two fire trucks designed to fight brush fires. A typical 24-hour shift includes 22 fire fighters and a battalion chief.

Of the six fire stations, none are located in the barrio, though Fire Station 1 is located closest to the barrio. Fire Station 1 is located at 1275 Carlsbad Village Drive near the Police Station, east of I-5, and services the downtown area.

2.7.4 Hospitals and Medical Facilities

Carlsbad Family Medicine is located on Madison Street between Carlsbad Village Drive and Oak Avenue. The clinic, which opened in 1999, serves the barrio area and is the smallest branch of North County Health Services, a private, nonprofit health care organization. Workers at the clinic estimate that 60 to 70 percent of their patients live in Barrio Carlsbad.

There are no major hospitals or medical facilities located within Barrio Carlsbad. For medical issues beyond the scope of the clinic, residents within Carlsbad utilize the Scripps Memorial Hospital in Encinitas, which is south of Carlsbad, or Tri-City Medical Center in Oceanside to the north.

2.7.5 Recreational and Community Facilities

Barrio Carlsbad has two outdoor City-managed parks: Pine Park and Chase Field. Pine Park is located on Harding Street between Pine and Chestnut streets and was completed in 2006. Its amenities include a synthetic turf multi-use sports field, a basketball court, an informal amphitheater, a small playground, picnic areas, and parking. The park also includes a public art element featuring sculptures of flowers having historical significance to Carlsbad. Chase Field is across the street from Pine Park, on Harding Street between Chestnut Street and Palm Avenue, and consists of three baseball diamonds and a snack bar. Though not part of the barrio study area, Holiday Park is another nearby park that serves the barrio community. It is located on the east side of I-5 between Carlsbad Village Drive and Tamarack Avenue. It consists of 5.9 acres (2.4 ha) and includes playground and picnic areas.

The Harding Community Center is located west of I-5 and south of Carlsbad Village Drive. The Harding Community Center provides meeting rooms, an auditorium, and a recreation hall. The auditorium has a capacity of 180 and a theater area with a capacity of 250. The Centro de Información is located on Harding Street, near the Carlsbad Senior Center. This program, established in 1991, provides free library and information services to neighborhood residents in both English and Spanish.

Finally, the Coastal Rail Trail traverses the western edge of Barrio Carlsbad. This trail provides a link from just south of Carlsbad Village Drive to Tamarack Avenue.

2.7.6 Circulation, Access, and Parking

Major Roads

I-5 provides the eastern boundary of the barrio area and is a major transportation feature in Carlsbad, dividing the coastal areas of the city from the inland region. Freeway interchanges from I-5 into and out of Barrio Carlsbad are located at Carlsbad Village Drive and Tamarack Avenue. In addition, prime arterials, major arterials, secondary arterials, and collector streets have been identified in the Circulation Element of the General Plan.

Prime arterials are defined as carrying very heavy traffic volumes (over 40,000 estimated average daily trips [ADT]) and provide for regional and intracity circulation and connections to freeways and other regional roads. None of the prime arterials traverse the barrio. Major arterials carry moderate to heavy traffic volumes (20,000 to 40,000 estimated ADT) and have a minimum of two traffic lanes in each direction with a raised median. None of the major arterials traverse the barrio. Secondary arterials provide limited access to adjacent properties, have two lanes in each direction, and carry moderate traffic volumes (10,000 to 20,000 estimated ADT). Secondary arterials near Barrio Carlsbad include Carlsbad Village Drive, while collector streets, which provide immediate access to adjoining properties and carry light to moderate traffic volumes (2,000 to 10,000 estimated ADT), include Tamarack Avenue.

Public Transit

Rail service is provided to Carlsbad by the Coaster along the San Diego Northern Railway. North County Transit District (NCTD) operates the Coaster, which began service in 1995. The Coaster serves the cities of Oceanside, Carlsbad, Encinitas, Solana Beach, and San Diego.

The railway provides the western boundary of the barrio area. Coaster stops are made at seven stations along the San Diego County coast, which is broken down into zones. Carlsbad has two transit stations within Zones 1 and 2 of the Coaster. The Carlsbad Village station is located at 2775 State Street, a short walk from the barrio area. However, as of 2000, approximately only 21 commuters per day in Barrio Carlsbad used the railroad (presumably the Coaster) as the main mode of transportation (see Table 10).

NCTD also operates the bus system, “the Breeze,” throughout the north San Diego County region, including from Oceanside to Del Mar, northeast to Escondido, east to Ramona, north to Fallbrook and San Clemente in Orange County, and to MCB Camp Pendleton. NCTD currently

provides service to the area via seven routes, including routes south to Encinitas, east to Vista, and local service within Carlsbad. Local routes serve main community services such as connections to the Poinsettia and Carlsbad Village Coaster Stations, business parks, the Flower Fields, and Palomar College. As of 2000, approximately 116 commuters per day in Barrio Carlsbad used the bus system as the main mode of transportation (see Table 10).

2.7.7 Pedestrian Corridors

The City of Carlsbad has established a Citywide Trails Program that provides a comprehensive network of nonmotorized transportation routes that connect neighborhoods to commercial and business areas, schools, parks, and beaches. There are currently approximately 16 miles (25.7 km) of unpaved recreational trails located throughout Carlsbad's open space areas, with plans for the future addition of 44 miles (70.8 km). In addition, there are over 48 miles (77.2 km) of paved bike lanes that are outlined in the Circulation Element (City of Carlsbad 2004a).

The barrio is well connected to pedestrians, being in one of the oldest parts of town, with a well-developed network of sidewalks and the presence of the Coastal Rail Trail within its boundaries. A recent pedestrian study put together for the City of Carlsbad suggested almost the entirety of the Barrio Carlsbad area is considered a high pedestrian use area, as a product of pedestrian commuters, population density, employment density, elderly residents, child population, disabled residents, and land use types (Alta Planning and Design 2008:39-40).

2.7.8 Parking

The City of Carlsbad General Plan does not specifically address parking locations and needs within Barrio Carlsbad. However, street parking is located throughout the barrio, and free public parking lots adjacent to the Senior Citizens Center and Pine Park, as well as across from Carlsbad Community Church.

2.8 IMPORTANT COMMUNITY CHARACTERISTICS

This section presents a discussion of important community characteristics, as identified through interviews with Barrio Carlsbad residents and business owners. These characteristics include physical places, as well as less tangible community aspects, that provide insight as to the important centers of community activity and community characteristics, which, if affected, would create substantial impacts within the community. These characteristics also suggest the

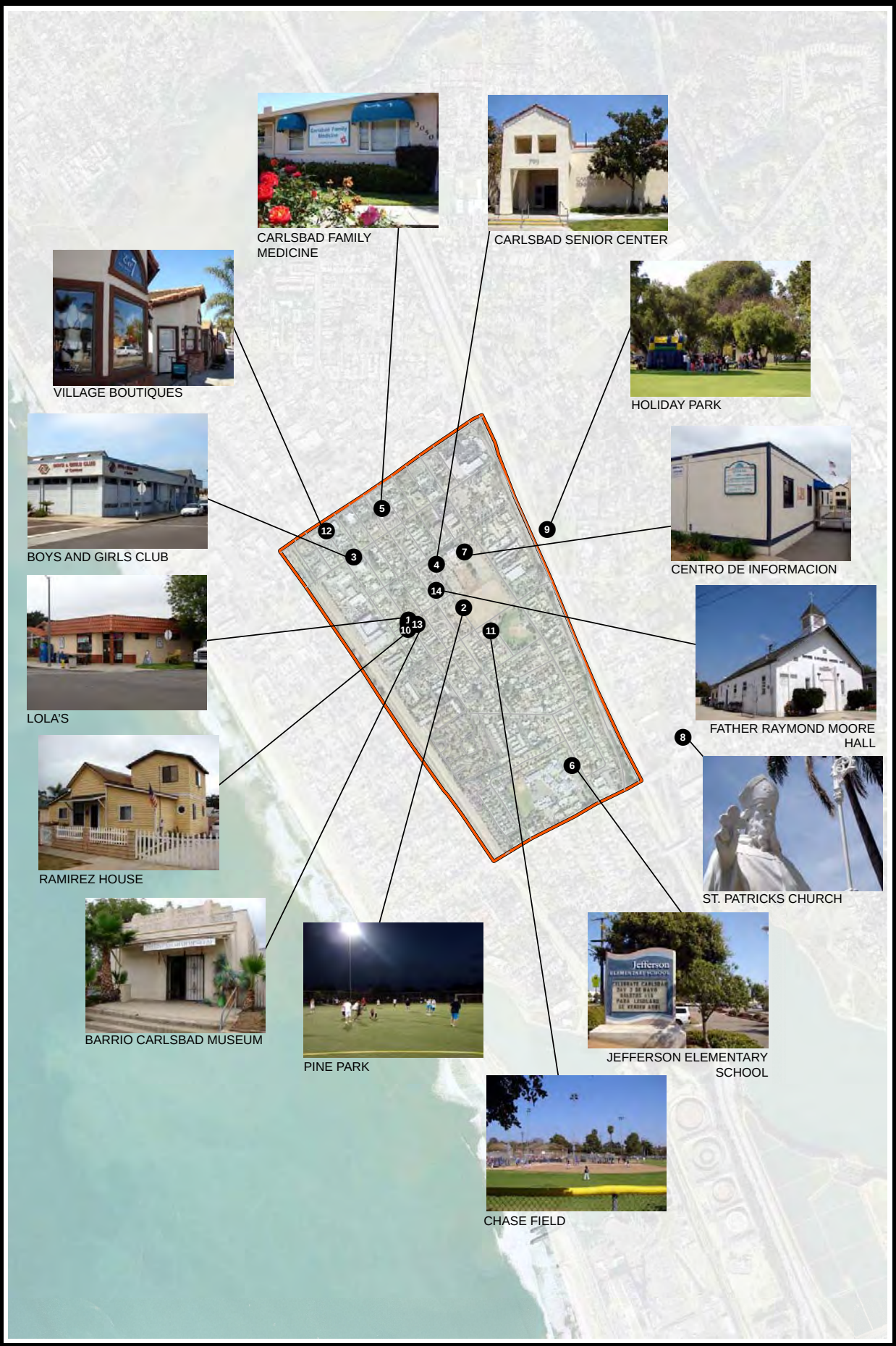
types of activity present in the community and the quality of daily life, both of which are important aspects of an investigation of community cohesion and character.

These important characteristics were elicited and recorded by asking interviewees two separate questions requesting a list. One question asked respondents to list the places in Barrio Carlsbad that were important to them, while the other question asked respondents to list the important (less tangible) aspects of the barrio. This information gathering technique, called "freelisting," is regularly used by anthropologists and other social scientists for a variety of tasks. It is most commonly used to define and analyze cultural domains, such as colors, animals, or medicinal plant uses, but this technique is also sometimes used to define study topics during early exploratory research (Bernard 2002:280-285). For this document, the freelisting exercise administered in the field was meant to identify important places and aspects present in the community in an attempt to define the respective domains. By defining the domain of important community places, this information can be used to inform future planning and/or transportation decisions that may impede/improve access or create/remove barriers between residential areas and these places. By defining the domain of important community aspects, this information can be used to inform future planning and/or transportation decisions that may alter these aspects, thereby affecting the community character in a culturally relevant manner.

Each freelisting exercise was administered to 23 interviewees, all of whom were either residents of Barrio Carlsbad, owned a business in the neighborhood, or were closely involved with the community (e.g., a member of the Carlsbad Police Department, clergy at St. Patrick's church, etc.). For a study of this type, between 20 and 30 respondents is generally sufficient to establish a coherent domain (Weller and Romney 1988:14). Research team members tabulated the data using Visual Anthropac software, a software package that provides the ability to establish the relative frequency, average rank, and salience of all responses for any individual question (Borgatti 2003). Salience is considered a function of the frequency the item was mentioned combined with its average rank, suggesting its overall importance within the cultural domain.

2.8.1 Important Community Features

Table 12 presents a list of important places within Barrio Carlsbad organized by frequency of response and salience. This list includes all places that were named by at least two people and have a saliency equal to or greater than 0.05. Photographs and locations of the top 14 locations ranked in saliency are presented in Figure 23. Many of the items in both lists are community facilities mentioned in Section 2.7 above. The following is a discussion of the top 14 ranked



Source: AirPhotoUSA 2006

Figure 23
Important Community Features

1,000 0 1,000 Feet

SCALE: 1:12,000; 1 inch = 1,000 feet

This page intentionally left blank.

Table 12
Important Community Features

Rank	Place by Frequency	Frequency (%)	Place by Salience	Salience
1	Lola's	52.2	Lola's	0.368
2	Pine Park	43.5	Pine Park	0.265
3	Carlsbad Senior Center	43.5	Boys and Girls Club	0.245
4	Boys and Girls Club	43.5	Carlsbad Senior Center	0.222
5	Centro de Información	30.4	Carlsbad Family Medicine	0.197
6	Jefferson Elementary School	26.1	Jefferson Elementary School	0.176
7	Carlsbad Family Medicine	26.1	Centro de Información	0.137
8	Chase Field	21.7	St. Patrick's Church	0.124
9	Village Boutiques	21.7	Holiday Park	0.123
10	Head Start Facility	17.4	Ramirez House	0.116
11	Holiday Park	17.4	Chase Field	0.111
12	St. Patrick's Church	17.4	Village Boutiques	0.099
13	Fr. Raymond Moore Hall	17.4	Barrio Carlsbad Museum	0.087
14	Ramirez House	13	Fr. Raymond Moore Hall	0.083
15	Harding Community Center	13	Harding Community Center	0.073
16	Barrio Carlsbad Museum	13	Head Start Facility	0.064
17	Albertson's	8.7	Carlsbad Car Country	0.064
18	Carlsbad Car Country	8.7	Carlsbad Community Church	0.062
19	Beach	8.7	Albertson's	0.05
20	Carlsbad Community Church	8.7		

results in salience, as the top 14 results exhibit a natural grouping not exhibited in the remainder of the results.

Lola's ranks as the number one place in the neighborhood, both according to salience and frequency. As mentioned elsewhere in the document, Lola's is a small store and delicatessen located near the perceived center of the barrio (Section 2.2). In its 65th year of serving the neighborhood, Lola's is as popular as it ever was, having earned "City's Best" accolades for their take-out in 2004 and 2005 from America Online (Cox 2006). Interviews suggest that Lola's is of importance to the neighborhood not just as a market and deli, but also as a central meeting point for residents. Residents interviewed regularly shared their opinion that Lola's was the heart of the barrio, serving as a resource for residents and fostering a family-friendly environment. Older barrio residents come into Lola's regularly for a cup of coffee and to socialize with others, while

younger barrio residents come into the establishment during the school lunchtime. The owners of Lola's, three sisters who inherited the business from their mother Dolores "Lola" Juaregui, are engaged in the social life of the community as well, sponsoring an annual clinic at the market, serving as a central point for the dissemination of information related to the community, and providing services for trusted customers above those traditionally expected from a neighborhood deli. For example, a recent newspaper article documented one of the owners assisting a customer fill out a form for unemployment benefits (Burge 2008). Lola's presence at the top of this list and the absence of the other market in the barrio, suggests that Lola's is much more than a place of business for community residents. Plate 20 shows the interior of Lola's and identifies features of the establishment of importance to community members.

Pine Park is the second place ranked in salience by interviewees. Officially opened in 2006, Pine Park is a relatively new addition to the community and includes a soccer field, a baseball diamond, a basketball court, an amphitheater, and a playground. Interviews and time spent in the community suggest that Pine Park is primarily used on the weekends and after school is dismissed in the afternoon. The amphitheatre is used for different events throughout the year, including city events (once hosting the TGIF Jazz in the Park) and private events. For example, a church event that included a musical performance was being held in the park at the time of research in May 2008. The open space is used for birthday parties and picnics on weekends, while the playground is used throughout the week, particularly in the early evening. The early evening is also a popular time for the soccer field to be in use, as a large number of neighborhood youth and young adults (ages 20 to 30) will play informal games until the lights shut off at 8:30 p.m. The basketball court experiences the same type of use, with neighborhood young adults and youth playing informal games until dark. The baseball diamond shares space with the soccer field and is generally used more during the weekend when organized practices and games take the field. Still, it is not uncommon for residents to play catch or practice hitting on the baseball diamond in the early evening. The importance of Pine Park to the local community and the venue it provides for resident interaction cannot be overstated, as it seems to be the primary place in Barrio Carlsbad for casual interaction for a substantial portion of the population.

The Boys and Girls Club is located on the western side of Barrio Carlsbad and offers a number of activities of neighborhood youth, with approximately 50 percent of those children active in events living in the barrio. Activities include computer classes, swimming, gym sports, tutoring, air hockey, billiards, educational programs, summer camp, and community service events. Management of the Boys and Girls Club shared that they can function as a "second family," taking an active interest in the development of the neighborhood youth and providing children

A limited selection of canned goods and cleaning supplies is located around the outside of the store. While once the sole purpose of the establishment, business is primarily centered on the deli and the sale of convenience items (e.g., beverages, snacks, etc.). Still, the inventory of Mexican-brand canned goods at prices lower than the nearby grocery stores does provide a service for those community members in the immediate area, particularly those residents who are ethnically Hispanic.

Historic photographs are located throughout the store. These photographs show scenes from earlier in the store's history, generally from the 1940s, 50s, and 60s. These older photographs include many residents that still have familial ties to the area. The photographs also serve to reinforce the long presence of the store within the local community.

The deli counter is located in the back of the store. The menu ranges from standard Mexican fare (e.g., tacos, burritos, quesadillas) to hamburgers, cheeseburgers, and French fries. The deli operates at a relatively steady clip all day, with busy times at breakfast, lunch, and after school is dismissed. Lola's also caters events around the community. For example, at the time of fieldwork in 2008, the kitchen was busy preparing a catered meal for a meeting at Jefferson Elementary School.

Throughout the store, particularly near the entrance, are postings for available goods and services. These advertisements range from babysitting, personal training, home improvement services, real estate sales, medical supplies, and political statements. Some of the postings are by barrio residents, while others are by residents of the larger Carlsbad community looking to reach potential customers in the barrio.

Six tables are distributed throughout the center of the store. While spread apart in this photograph, it is not uncommon for these tables to be pushed together to accommodate large groups of people wanting to dine together. This regularly occurs throughout the week, including Saturdays when some people from the local community gather to talk about politics and other issues of local interest. One rule for these meetings: "What's said at Lola's, stays at Lola's," suggesting the accepting and safe nature of the establishment.

A school sports calendar is posted at the deli counter. Many students make the walk from the local high school to enjoy their lunch break at Lola's. Many of these students are not residents of the barrio but are still considered important customers and a part of the larger community. Many know the owners of Lola's by name. A popular lunch-time treat: bean and rice burritos.

News and educational opportunities for parents and children are located near the register. Some of these opportunities encourage parents to take an active role in their children's lives and encourage the fostering of positive parenting skills. Other notices are aimed at children and encourage a drug-free lifestyle. By providing this information, Lola's believes it is making an investment in the family-oriented nature of the community and taking a role in the well-being of the community youth.

Newspapers in English and Spanish are available for customers near the entrance. These publications are primarily focused on regional news, job opportunities, and classified advertisements. The Spanish language publications also print features of interest to the Hispanic population.

Note: * The digital merging of 15 different photographs to create this panorama resulted in a small portion of missing information.

Plate 20
Lola's Interior Detail

This page intentionally left blank.

with productive activities. For parents working long hours, the accessibility and engaged nature of the center with neighborhood youth are an important community feature as it can provide needed help keeping their children safe and on the road to success.

The Carlsbad Senior Center is located near the geographic center of Barrio Carlsbad, north of Pine Park. While admittedly not used regularly by senior barrio residents (an estimated 10 percent of regular users are from the neighborhood), interviewees suggested that its presence in the barrio is an honor and a worthwhile resource for the rest of Carlsbad. The senior center provides activities such as dancing, aerobics, sports, card games, and billiards, as well as discounted meals. The center also arranges travel for seniors to doctors and shopping districts on a regular basis. Barrio Carlsbad residents are reported to rent some of the larger meeting halls in the senior center for quinceañeras.

Carlsbad Family Medicine, a division of North County Health Services, is located in the northern end of Barrio Carlsbad, south of Carlsbad Village Drive. The clinic has been operating since 1999 and is primarily considered a health center for the migrant community present in Barrio Carlsbad. The clinic administers shots to education and health workers; drug screening for employers; family planning; and health screening for diabetes; blood pressure; and cholesterol. Interviewees suggested that the people working at Carlsbad Family Medicine were, “like family,” and that barrio residents preferred to go to Carlsbad Family Medicine because of its location in the neighborhood and the private feeling patients receive during treatment.

Jefferson Elementary School is located at the southern end of Barrio Carlsbad near Tamarack Avenue. Jefferson Elementary is a magnet school and, after years of being considered solely as “the Hispanic school” according to interviewees, Jefferson Elementary now has a reputation for a diverse student body, strong academics, and engaged parents. School representatives estimate that approximately 75 percent of the student body was Hispanic just a few years ago, although this proportion has decreased to approximately 50 percent in 2008. Overall, however, the school reports very low mobility on the part of their students, suggesting that a large proportion of students stays at Jefferson Elementary throughout their schooling. Interviewees suggested that Jefferson Elementary is one of the primary benefits of living in Barrio Carlsbad for families with children, as parents know that the school provides an excellent education and has a well-developed understanding of the needs of bilingual students. Interviewees report that even those families forced to move from Barrio Carlsbad tend to stay within the Jefferson Elementary area for the sole benefit of the children.

The Centro de Información (referred to simply as, "the Centro," by barrio residents) is located in a large trailer on Harding Street near the Carlsbad Senior Center[4], and ranks seventh in salience according to the freelist exercise. The Centro is a Spanish-language library that is part of the larger Carlsbad City Library system. The facility has a number of programs for children and adults, including tutoring, bilingual story-time, reading classes, and computer classes. The Centro also hosts invited speakers who present on immigration issues, health issues, and establishing credit. Interviewees suggested that the Centro was an important part of the community because it acts as the primary resource of information for new immigrants to the area. Families tend to recommend the Centro to other families, and new membership tends to grow from word-of-mouth. The small size, comfortable atmosphere, bilingual staff, and Spanish-language resources provide an atmosphere for people otherwise uncomfortable interacting outside the home to learn about a number of different important issues (from immigration law to getting directions) in a safe, navigable setting. Interviewees suggest that once people learn what they need at the Centro, they are able to branch out of the neighborhood.

St. Patrick's Church is geographically located outside of what are typically considered the limits of the barrio, at the intersection of Adams Street and Tamarack Avenue. Interviewees consider it an important place within the barrio as defined socially, however, because approximately 90 percent of Hispanic residents within the barrio attend St. Patrick's, and many of the social services conducted by the church are focused on the Barrio Carlsbad neighborhood. These services include the standard religious rites, including baptisms, confirmations, weddings, and funerals, but also food drives for the poor in the community. Another social service conducted by the church is the annual "garage sale" where unwanted items are donated to the church for sale and the money is given to poor families to help with funeral costs (which often require arrangements to be made in Mexico). The church has also met with the Carlsbad Police Department to discuss the status of illegal immigration in the barrio. St. Patrick's Church also owns and operates the Father Raymond Moore Hall (ranked 14th in salience), which is physically located within the barrio. Many of the social services mentioned above are conducted out of this facility. Hall staff also help Barrio Carlsbad residents fill out important forms for social services, including those related to the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and food stamp programs, and medical insurance forms. The church will also provide a referral for congregation members looking for a job, which is a service particularly important for new residents without an established social network in the community. Generally, participation in St. Patrick's Church helps create and strengthen interpersonal relationships within the largely-Hispanic, Catholic Barrio Carlsbad community.

[4] The Centro de Información plans to move in August of 2008 to a brand new facility along Eureka Place, across from Holiday Park.

Like St. Patrick's Church, Holiday Park is geographically located outside of the historic planning boundary of Barrio Carlsbad but is considered an important place for barrio residents because of the role it plays in their lives. Located north of Chestnut Avenue, just east of I-5, Holiday Park is one of the primary locations for birthday parties and other social events for the residents of Barrio Carlsbad. Birthday parties witnessed during fieldwork were generally quite large (over 50 people), with a number of them featuring inflatable "bounce houses" or slides for the children. Interviewees reported that Holiday Park is an important social area of barrio residents because Pine Park is relatively small compared to Holiday Park and multiple events can be held at Holiday Park at any one time. The wooded nature of Holiday Park is also beneficial for those planning large parties there.

The Ramirez House is located at the corner of Roosevelt Street and Walnut Avenue, diagonally from Lola's and across the street from the Barrio Carlsbad Museum. One of the first residents of Barrio Carlsbad, Pablo Ramirez built the house in the early 1900s and it is considered the oldest home in the barrio. Owners have added to the home over the years, but the original structure is still largely intact. Interviewees largely consider the Ramirez house a monument to the proud history of the barrio and its role in the formation of the City of Carlsbad.

Chase Field is a collection of three baseball fields along Harding Street, just south of Pine Park. Unlike Pine Park and Holiday Park, which both experience informal leisure activity, Chase Field is primarily used by organized youth baseball teams for practices and games. The teams that play at Chase Field do not generally draw their players from the barrio, but are instead from the greater Carlsbad area. Spectators at Chase Field games are also not generally from the barrio, but are parents and other family members from outside the neighborhood. Still, barrio residents and business owners interviewed for this report suggested that Chase Field was an important community feature because of the social aspect of the park. Older interviewees also spoke of the pride Chase Field instilled in the community as it drew people from outside the barrio into the neighborhood for a positive, fun experience, in direct contradiction to the reputation Barrio Carlsbad fostered in the 1970s and 1980s. The family-oriented nature of organized youth baseball is also viewed as consistent with the overall family-oriented nature of the community as a whole (see Section 2.8.2).

The multiple boutiques and stores in the Village area, which is considered to be the downtown region north (and along) Carlsbad Village Drive and west of the railroad tracks, are ranked 12th in salience according to the freelist exercise. Like other important places not located in the historic planning boundaries of the barrio, these boutiques and shopping areas are important to

the residents of Barrio Carlsbad because they provide an important venue for interaction. These businesses are in close walking distance to the barrio and many provide jobs for barrio residents.

Finally, the Barrio Carlsbad Museum is located at the intersection of Roosevelt Street and Walnut Avenue, near Lola's and the Ramirez House. The museum houses a collection of historic photographs, newspaper articles, and artifacts related to the history of the community. Mrs. Escobedo, one of the co-owners of Lola's, is primarily responsible for the operation of the museum, which started as a temporary exhibit for the first Fiesta del Barrio Carlsbad in 1991. Today, schoolchildren from Carlsbad elementary schools come to the museum on a regular basis as part of the curriculum; at which time Mrs. Escobedo gives a short tour of the exhibits and imparts her own knowledge of the community. Interviewees suggested that this museum is important to the community because it provides an important lesson to not only children, but also to educators, about the Hispanic experience in Carlsbad and the role Barrio Carlsbad played (and currently plays) in the history of the larger city of Carlsbad.

2.8.2 Important Community Aspects

Table 13 presents a list of important aspects within Barrio Carlsbad organized by frequency and salience. This list includes all places that were named by at least two people and have a saliency equal or greater than 0.035. Because these responses were conceptual in nature, the research team simplified the responses for the sake of aggregation. The rates exhibited for frequency and salience are admittedly less than ideal, perhaps suggesting that future research in this domain is necessary to fully define the domain. Regardless, the top five responses seen for frequency and salience were aspects of the community that were present not only in the freelisting exercise, but also in the more open-ended interviews that were conducted with Barrio residents and business owners over the course of the week in the field, and thus warrant discussion.

The top important aspect of Barrio Carlsbad, according to interviewees, was that the neighborhood was "family oriented". While a somewhat vague term, many respondents elaborated by describing Barrio Carlsbad as a place where children are welcome and safe, and a place where many of the adults in the community care about the well-being of their children and the opportunities afforded them. This concern with neighborhood youth was evident in some of the interviews conducted for this project that touched on the efforts to curb gang activity and the need to identify positive role models. The term "family oriented" was also raised by interviewees when discussion turned to the close-knit nature of many families in the neighborhood, and the belief that many families in Barrio Carlsbad had some sort of relationship between them, either historically or in the present day. These relationships are the same ones identified by

interviewees that responded that, “people know each other,” in Barrio Carlsbad, which is number four on both lists. In fact, a number of interviewees believed that Barrio Carlsbad had a very “small-town” feel where people see many of the same people every day, know the personal details of people’s lives, and keep track of people’s comings and goings. These relationships are most likely due in part to the familial relationships between long-standing families in the community. As these relationships weaken with more and more families moving out of the neighborhood, it is likely that these relationships will be replaced by friendships based on spatial proximity and shared experiences, evidence of which is present in a number of the interviews conducted.

Table 13
Important Community Aspects

Rank	Aspect by Frequency	Frequency (%)	Aspect by Salience	Salience
1	Family oriented	34.8	Family-oriented	0.283
2	Conveniently located	30.4	Conveniently located	0.221
3	Close to the beach	26.1	Close to the beach	0.22
4	People know each other	26.1	People know each other	0.174
5	Walkable	21.7	Walkable	0.138
6	People are willing to help	17.4	Friendly	0.087
7	Friendly	13	Sense of community	0.087
8	Active parks	8.7	Diverse	0.087
9	Older homes	8.7	People are willing to help	0.083
10	Long-term residency	8.7	Solidarity	0.076
11	Solidarity	8.7	Festivals occur	0.065
12	Politically active	8.7	Older homes	0.054
13	Sense of community	8.7	A lot of children	0.054
14	City is responsive	8.7	Connected with school	0.054
15	A lot of children	8.7	Active parks	0.046
16	Festivals occur	8.7	Lola’s involvement	0.043
17	Diverse	8.7	Long-term residency	0.039
18	Connected with school	8.7	Trees	0.035

One aspect of the community that fosters this friendship and close-knit nature is the convenient location and walkability of the neighborhood, which are aspects two and five, respectively. The location of Barrio Carlsbad was mentioned time and again as an important and desirable aspect for many people living in the neighborhood, due to its proximity to the beach (aspect three), the commuter rail line, parks, community services, churches, grocery stores, restaurants, and the interstate. Indeed, it is this convenience that is fueling the current changes in the neighborhood, with young families and retirees attracted to the convenience of the location and the relatively lower home prices. Regardless, the proximity to the staples of life and the opportunity to walk to

many of them leads many people in the neighborhood to stay within a relatively small area, increasing interpersonal contact and interdependence.

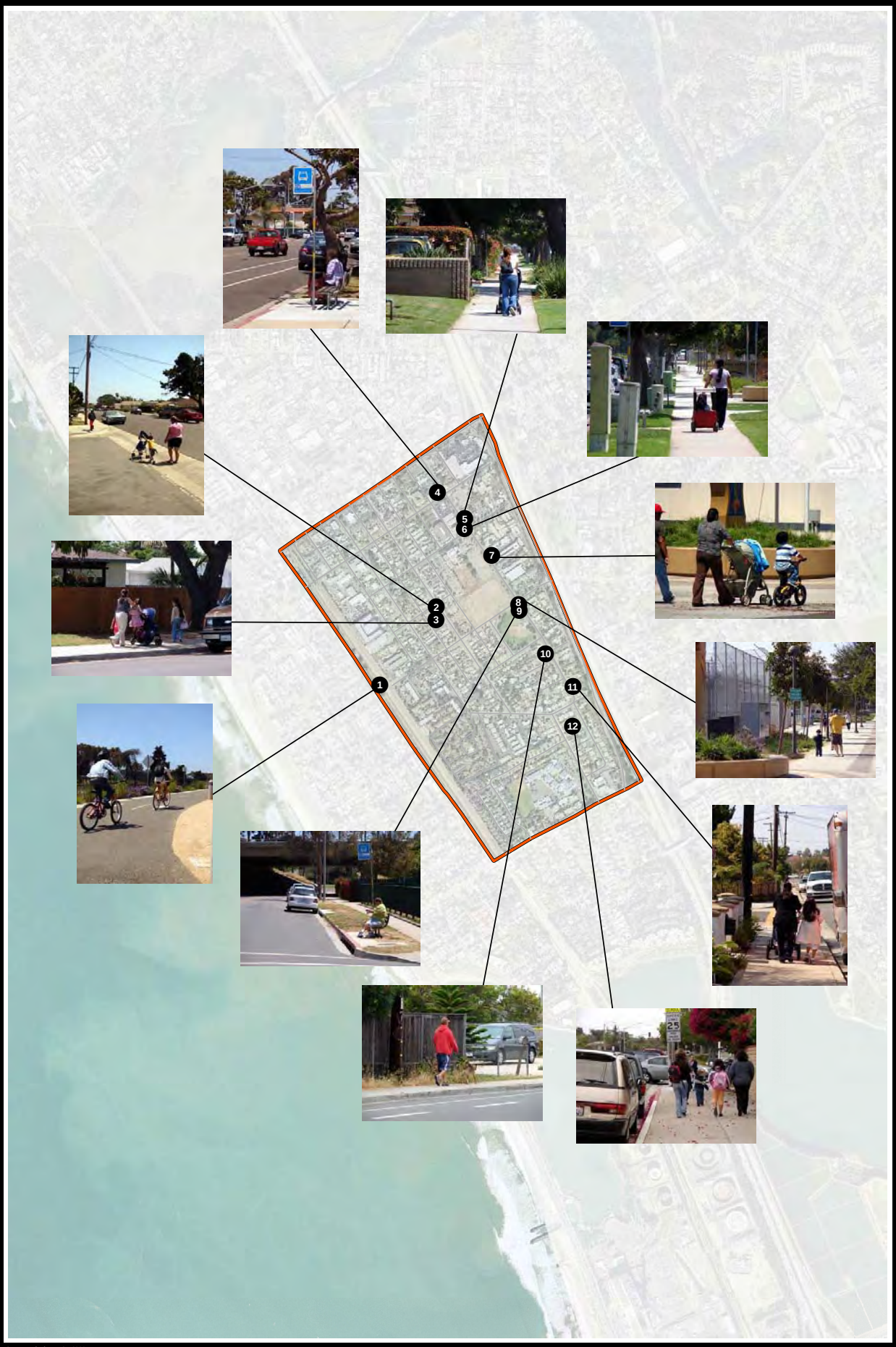
Direct experiences during fieldwork for this project were consistent with residents perceptions of the convenient, walkable nature of the neighborhood as the research team would regularly park the car in one place all day while doing research, being able to walk to all points within the community easily. The research team was also able to witness a number of residents walking to places around the neighborhood, usually with children. Figure 24 shows a few of the photographs captured of people walking in Barrio Carlsbad. Many of the observations of people walking (and captured by the photos) occur along Harding Street. This is likely because it provides access to Pine Park, Chase Field, the Centro de Información, the main bus line through the neighborhood, and Jefferson Elementary. It is important to note, however, that the research team noted walking elsewhere in Barrio Carlsbad. This activity even occurred along Roosevelt Street, in an area identified in a recent City of Carlsbad pedestrian study as being avoided due to perceived safety concerns (Alta Planning and Design 2008).

Other important aspects of the community present in the survey results that relate directly to community cohesion include the perception that people are willing to help (ranked sixth in frequency) and its friendly nature (ranked seventh). Other responses that suggest aspects likely in a community with a cohesive nature include, “active parks,” “long-term residency,” “festivals occur,” and even a “sense of community.” The presence of these aspects in the freelisting exercise suggests that Barrio Carlsbad is characterized by a large number of traits historically associated with cohesiveness.

2.9 SUMMARY AND CONCLUSION

Demographic data, previously published articles, direct observation over an extended period of time, and interviews with over 25 Barrio Carlsbad residents and business owners support that the community is a cohesive one.

This cohesive nature has its roots in the 1910s, with the beginning of Carlsbad and the wave of Mexican immigrants coming into the area to escape the Mexican Revolution. The neighborhood quickly became an area for newly arrived Hispanics to find jobs, purchase housing, and create social networks. This community still serves some of these purposes.



Source: AirPhotoUSA 2006

Figure 24
Pedestrian Activity

1,000 0 1,000 Feet

SCALE: 1:12,000; 1 inch = 1,000 feet

This page intentionally left blank.

The demographics of the community have changed since these early times, with more Hispanic families moving out of the neighborhood, which has changed the historic limits of the barrio in the minds of many of the people interviewed. Thus, the center of the community has gotten smaller and some of the residences at the southern end of the historic boundary are not widely considered to be part of the contemporary barrio community. Still, the majority of people living in Barrio Carlsbad are Hispanic and many of the facilities located in the barrio cater to a Hispanic clientele by staffing bilingual personnel, stocking Mexican brands, or providing Spanish-language materials. The Hispanic character of the neighborhood is a major aspect of the cohesion currently present.

Home ownership statistics suggest that rental units are prevalent in Barrio Carlsbad, with concentrations of owner-occupied units located in areas not generally considered part of the core barrio community. Those few owners within the barrio, however, have been in the community for a relatively long time when compared to areas elsewhere in Carlsbad. Even renters, typically considered transient in other communities, tend to stay in their units for longer periods of time in Barrio Carlsbad. This long-term residency adds to the cohesion present in the community, as residents can establish longer-lasting social ties.

Whether they rent or own, families currently living in Barrio Carlsbad are generally young and include small children. Observations in the field suggest that some women stay at home to care for young children, which is another aspect of community cohesion regularly identified in planning documents. A large proportion of older residents are not immediately obvious in the demographic data, even at the close scale block-level analysis provided. There are, however, two apartment complexes within Barrio Carlsbad specifically operated for senior citizen and interviewees suggested that the senior citizens in the neighborhood are engaged members, regularly taking an active interest in the community. The presence of the Carlsbad Senior Center within the boundaries of the barrio also brings a large number of senior residents to the barrio on a daily basis where they interact with other seniors, a small number of whom are barrio residents.

Employment and other socioeconomic information for the barrio suggests that many of the residents work in the food service, hospitality, construction, and manufacturing industries. These jobs tend to pay a living wage, but per capita and household income statistics suggest that the wealth in Carlsbad is not concentrated in Barrio Carlsbad. Observations in the field and information gathered through interviews suggest that these families interact with one another regularly and interconnections between families are strong. Children from different families play with one another in the parks and in the yards throughout the barrio, while parents and other adults in the community socialize from the front porches. The family networks established by

residents attract others to the community looking for opportunities and these new residents patronize the different businesses, facilities, and educational resources within the barrio in order to establish their own networks to become integrated in the community.

This social contact and interdependency is established in a range of places throughout the barrio, including Lola's, St. Patrick's Church, on the fields of Pine Park and Holiday Park, the Boys and Girls Club, Jefferson Elementary School, the Centro de Información, the Carlsbad Senior Center, and the neighborhood clinic. As a substantial number of Barrio Carlsbad residents work within the immediate area, other businesses provide context for interaction as even the most simple transaction may involve people who live in close proximity. This interaction is fueled by the walkable nature of the community and its short distance to shops, restaurants, and the beach.

Barrio Carlsbad may be going through changes resulting from increased home prices and a shift in demographics, but the same, family-oriented, tight-knit nature that typified the community in the 1920s through the 1950s is still present today. Interviewees still believe that this cohesive community has the "small-town feel" that is absent elsewhere in Carlsbad, where neighbors know who you are, residents call out to one another as they walk by, and the community is willing to help when one of their members is in need.

CHAPTER 3.0
LIST OF PREPARERS

CALIFORNIA DEPARTMENT OF TRANSPORTATION – DISTRICT 11

Kelly Finn, Senior Environmental Planner; M.S. Natural Resources Conservation, B.A. Biology and Environmental Studies – Environmental Analysis and Environmental Process

Susanne Glasgow, Deputy District Director for Environmental Division, B.A. Geography, Environmental and Resource Conservation – Environmental Analysis and Environmental Process

Shay Lynn M. Harrison, Associate Environmental Planner; B.S. Environmental Science – Environmental Analysis and Environmental Process

Michelle Trudell, Associate Environmental Planner; M.A. City Planning, B.A. Environmental Studies – Community Impact Specialist

EDAW, INC.

Bill Graham, Principal; M.A. City Planning, B.A. Anthropology – Task Order Principal Manager

Mike Downs, Principal; Ph.D. Anthropology, M.A. Anthropology, B.A. Psychology and Anthropology – Principal Internal Review

Cindy Kinkade, Project Manager; Master of Environmental Management and Public Policy, B.S. Biology – Task Order Project Manager

Addie Olazabal, Environmental Analyst; B.A. Geography and Natural Resources and Environmental Management – CIA Project Manager

Stev Weidlich, Ethnographer; M.S. Anthropology, B.A. Anthropology – Lead Researcher and Primary Author

Laurel Howard, Environmental Analyst; B.A. Natural Resources and Environmental Management – Researcher and Secondary Author

Peter Augello, GIS Specialist; M.S. Cartography/GIS, B.A. Geography – GIS Review

Paul Moreno, GIS Specialist; B.A. Geography – GIS Specialist

Jessie Lee, GIS Specialist; B.A. Geography – GIS Specialist

Dan Brady, Graphic Designer; Graduate Certificate Graphic Arts and Multimedia Design, B.F.A. Drawing/Painting/Printmaking – Lead Graphic Designer

James Ingram, Graphic Designer; B.S. Graphic Design – Graphic Designer

Therese Tempereau, Technical Editor; B.A. English – Lead Technical Editor

Marisa Fabrigas, Word Processor; A.A. Secretarial Science – Lead Word Processor

Denise Johnson, Word Processor; A.A. Liberal Arts – Word Processor

CHAPTER 4.0
BIBLIOGRAPHY

Alta Planning and Design

2008 Public Review Draft Pedestrian Master Plan. Prepared for City of Carlsbad. April.

Bernard, Russell

2002 Research Methods in Anthropology. Walnut Creek, CA: Alta Mira Press.

Borgatti, Steve

2003 Visual Anthropac. Cambridge, MA: Analytic Technologies.

Burge, Michael

2008 "Our little store is very unique". The San Diego Union-Tribune, March 22.

California Department of Transportation (Caltrans)

1997 Environmental Handbook Volume 4: Community Impact Assessment. June.

2007 I-5 North Coast Corridor Final Community Impact Assessment. Prepared for California Department of Transportation. October.

2008 Standard Environmental Reference EIR/EIS Annotated Outline. Electronic document, http://www.dot.ca.gov/ser/downloads/templates/eir_eis_SER.doc.

Carlsbad, City of

1995 Barrio Specific Plan. November.

1996 A Report to the Design Review Board and Planning Commission. February.

2001 City of Carlsbad Citywide Trails Program Report. N.d.

2004a [1994] City of Carlsbad General Plan Circulation Element. July.

2004b [1994] City of Carlsbad General Plan Land Use Element. September.

2005 General City Overview. Website, http://www.carlsbadca.gov/about/chist.html.

Cox, Lillian

2006 Lola's Market has long history in Carlsbad barrio. The San Diego Union-Tribune, April 16.

Escobedo, Ofie

1994 Barrio Carlsbad has roots in family, farming. Blade-Citizen, September 4.

Federal Highway Administration (FHWA)

2007 Strategic Highway Network (STRAHNET). Electronic document, http://fhwa.dot.gov.

Howard-Jones, Marje

1979a Barrio Carlos. Carlsbad Journal, February 10.

1979b Barrio's future hinges on economic conditions. Carlsbad Journal, February 21.

1979c Once a close-knit community, barrio faces new elements. Carlsbad Journal, February 14.

1982 Seekers of the Spring: A History of Carlsbad. Carlsbad: The Friends of Carlsbad Library.

Orton, Charles Wesley

1994 Carlsbad: A Village by the Sea. Encinitas: Heritage Publishing Company.

San Diego Association of Governments (SANDAG)

2003 Mobility 2030: The Transportation Plan for the San Diego Region. Electronic document, http://www.sandag.cog.ca.us/index.asp?projectid=197&fuseaction=projects.detail

2004 SANDAG Info: Land Use and Land Ownership in the San Diego Region. November.

Sherman, Lola

1986 "other side" of Carlsbad. The Tribune, December 25.

Sifuentes, Edward

2002 Neighborhood's ethnic makeup is changing rapidly. North County Times, August 24.

Trotta, Dan

1990 Barrio Carlos said to be losing identity. Blade-Citizen, July 22.

Urrea, Yvette and Barbara Henry

2008 Gang activity increasing in Barrio Carlsbad. North County Times, March 24.

Villasenor, Victor
1991 Rain of Gold. New York: Dell Publishing.

Weller, Susan and A. Kimball Romney
1988 Systematic Data Collection. Newbury Park, CA: Sage Publications, Inc.

4.1 OTHER BARRIO CARLSBAD SOURCES

Castaneda, Laura
1996 Lola's Market: Laura Castaneda takes you to Carlsbad where one family's dream helps to keep their community alive. Latinos Magazine, November/December (1).

Gandelman, Joe
1984 Artwork will honor dead youth. The San Diego Union, February 29.

Gutierrez, Susan
2002 Windows on the Past: An Illustrated History of Carlsbad, California. Virginia Beach: The Donning Company/Publishers.

Gutierrez, Susan, Marje Howard-Jones, and Ann L'Heureux, dirs.
1995 Barrio Voices. 30 min. Carlsbad Community Television. Carlsbad, CA.

Henry, Barbara
2003 Former residents recount the past: Carlsbad neighborhood to celebrate its heritage today. North County Times, September 14.

Hinman, Wendy
2008a Post-war Carlsbad Barrio: A History of the Carlsbad Barrio from WWII to yesterday. Website, http://www.carlsbadmagazine.com/Stories/barrio2.html.
2008b Viva Barrio Carlsbad: A History of the Carlsbad Barrio from 1900 to WWII. Website, http://www.carlsbadmagazine.com/Stories/barrio1.html.

Howard-Jones, Marje
1979 Education of barrio youths has changed a lot over years. Carlsbad Journal, February 17.

Sherman, Lola

1992 In Carlsbad's barrio, Lola's Market functions as all things to all people. The San Diego Union-Tribune, February 22.