

## 3.0 Vision, Goals and Policies

The Plan's vision statement, goals and objectives provide a foundation for the recommended pedestrian infrastructure improvements and programs. This chapter includes the vision statement, goals and objectives for Carlsbad's Pedestrian Master Plan.

The Plan's vision statement should provide an overarching view or desired end state that describes Carlsbad's future physical pedestrian environment. The Plan's goals should be more specific than the vision statement and provide a general direction toward achieving Carlsbad's pedestrian vision. Objectives should, when possible, be measurable and provide a specific timeframe for achieving the desired outcomes.



### 3.1 Vision Statement

A vision statement was developed based upon public input<sup>4</sup> and currently adopted plans in the City of Carlsbad.

*Create a pedestrian-friendly city where walking is a safe, attractive, easy, and convenient form of transportation and recreation for people of all ages and abilities.*

Two key components form the foundation of the vision statement:

1) Words suggested by participants at the 6-28-07 open house workshop, such as the following:

Safe(ty)	Driver Education
Inviting	Amenities
All-weather	Destinations
Accessibility	School
Paths (i.e., off-street)	Transit
Comprehensive	Shopping
Practical	Recreation
Education	

<sup>4</sup> The public involvement program undertaken by Carlsbad for the purposes of this pedestrian planning process is described in **Appendix A**.

2) The City of Carlsbad General Plan Circulation Element Goals A5, A6, and A8, which read as follows:

- A5: A City with inviting streetscapes that encourage walking and promote a sense of neighborhoods in residential developments;
- A6: A City with streets designed to balance vehicular requirements with the needs of all pedestrians including children, the elderly and the disabled; and
- A8: A city with a circulation system that promotes alternative transportation such as walking, bicycling and public transportation.

### **3.2 Goals**

The Pedestrian Master Plan goals represent more specific topics that the City can focus on in order to achieve the vision statement. Whenever possible, the recommended goals draw from goals in already-adopted Carlsbad planning documents.

#### **◆ GOAL 1 *Number of pedestrians***

Increase the number and percentage of trips made on foot, to reduce traffic congestion, preserve air quality and improve public health.

#### **◆ GOAL 2 *Safety & security***

Create a pedestrian network that is designed to be safe and is also perceived to be safe and secure.

#### **◆ GOAL 3 *Infrastructure & design***

Establish a world class pedestrian environment in Carlsbad's Village and Community Commercial Centers and improve the pedestrian experience throughout Carlsbad with additional infrastructure, thoughtful design and integration, and routine maintenance.

#### **◆ GOAL 4 *Connectivity & accessibility***

Ensure safe, continuous and convenient pedestrian access to essential pedestrian destinations and districts throughout Carlsbad for all residents, workers and visitors.

#### **◆ GOAL 5 *Land development***

Plan, design and construct new development to celebrate and invite walking, particularly in the Carlsbad Village and in the various community commercial centers across the city.

### 3.3 Objectives

Objectives are the specific steps needed to accomplish each goal, and ultimately achieve the Plan's vision. Objectives are measurable whenever possible.

- ◆ **Goal 1 - Number of pedestrians:** Increase the number and percentage of trips made on foot, to reduce traffic congestion, preserve air quality and improve public health.
  - Strive to increase the percentage of walking trips for all trip purposes, from roughly one percent to 10 percent by 2025.<sup>5</sup>
  - Develop educational programs for the public about the environmental and health benefits of walking.
  - Encourage incorporating walking into everyday activities to improve health.
  
- ◆ **Goal 2 - Safety & security:** Create a pedestrian network that is designed to be safe and is also perceived to be safe and secure.
  - Strive to improve driver awareness of pedestrian rights.
  - Provide educational programs for pedestrians to encourage walking safely, particularly schoolchildren and senior citizens.
  - Continue collection and analysis of pedestrian-vehicular collision data.
  - Strive to reduce annual pedestrian collisions by 50 percent by 2025.<sup>6</sup>
  - Implement pedestrian safety and security improvements in locations with the highest collision rates and security issues.
  
- ◆ **Goal 3 - Infrastructure & design:** Establish a world class pedestrian environment in Carlsbad and improve the pedestrian experience throughout the city with additional infrastructure, thoughtful design and integration, and routine maintenance.
  - Prioritize and implement improvements to the pedestrian environment, according to the recommendations of the Pedestrian Master Plan.

---

<sup>5</sup> Caltrans 2002 California Blueprint for Bicycling and Walking calls for a 50 percent increase in walk trips between 2000 and 2010, a ten year period.

<sup>6</sup> Caltrans 2002 *California Blueprint for Bicycling and Walking* calls for a 50 percent decrease in pedestrian fatality rates between 2000 and 2010, a ten year period.

- Improve and standardize the state of the practice of pedestrian infrastructure design by following citywide pedestrian design guidelines incorporated in this Plan.
- Include pedestrian facilities in all City transportation projects where feasible and appropriate.
- Provide appropriate pedestrian roadway crossings throughout Carlsbad, to facilitate and invite safe and secure pedestrian travel.
- Routinely ensure that public access complies with the Americans with Disabilities Act.
- Create both public and private open spaces and activities that invite pedestrian use.
- Design and construct pedestrian facilities to conform to the guidelines and standards of the City of Carlsbad, and state and federal agencies.
- Dedicate adequate resources in the Capital Improvement Program for maintaining existing and future pedestrian facilities.
- Optimize the experience of walking with amenities such as landscaping, public art, seating, and drinking fountains where appropriate.
- Identify and apply for public funding sources to finance pedestrian facilities, education and safety programs.

◆ **Goal 4 - Connectivity & accessibility:** Ensure safe, continuous and convenient pedestrian access to essential pedestrian destinations and districts throughout Carlsbad for all residents, workers and visitors.

- Work towards providing safe, continuous and convenient walking routes from neighborhoods to all schools, transit hubs, commercial districts, parks and other recreational destinations, and between employment centers and nearby shops and restaurants.
- Promote planning and design for safe, accessible and convenient pedestrian circulation design from the public street right-of-way to entrances of shopping centers and new developments.
- Promote on-site design for safe and convenient pedestrian circulation and connectivity within developments and shopping centers.
- Work towards completing Carlsbad's pedestrian network by closing existing gaps.

- Create a comprehensive system of trails that links major destinations throughout Carlsbad and is accessible to a large number of people.
  - Promote accessibility and mobility for special needs people such as elderly and disabled people.
  - Promote increasing the pedestrian access share to the two Coaster stations
- ◆ **Goal 5 - Land development:** Plan, design and construct new development to *encourage* and invite walking.
- Plan, design and construct new development sufficiently compact and dense to support an active pedestrian environment at a human scale.
  - Orient new construction around public plazas and esplanades, pedestrian pathways and other open spaces.
  - Encourage a mix of land uses and activities in development and redevelopment projects that will maximize pedestrian travel.