



Vision and Guiding Principles

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History

Whoever named this place remains lost in time, at least for now. But the word's various meanings, having evolved over centuries, are appropriate and inspirational to the locale.

Pontos was the Greek deity of the sea. He was the father of the sea-gods spawned by the earth goddess Gaia. With Thalassa (Greek for "sea"), Pontos sired the fishes and other creatures of the ocean. "Pontos" evolved to the Spanish "ponto", one of several words for "point", "ocean" and or "sea". In Portuguese, *Ponto* can mean a transport stop. A 1935 air photo shows what appears to be a small train stop next to the rail line which has traversed the area for well over a century. Or, combined with the verb *fazer*, it means "to hang out". Altogether, in whatever language, Ponto is a fitting name.

Ponto lies between historic El Camino Real and Pacific Coast Highway, both of which helped define the north-south suburban template for modern California. Today, Ponto is a designated way station along the California Coastal Trail and is near the Coastal Rail Trail. It is a promontory overlooking Batiquitos Lagoon, a nursery for marine life and once sustenance for Native Americans before European settlement. Ponto's recent history has been marked by dry farming, flower fields and the Poinsettia greenhouse empire of the Ecke family.

Ponto is the geographic southern coastal and inland gateway to Carlsbad at Carlsbad Boulevard and Avenida Encinas. Carlsbad and the companion coastal towns of North San Diego County, once remote outposts, developed an informal and human-scale defined by their past remoteness and adjacency to sea and surf. The organic growth of the towns is the key to their serendipitous charm. Today, although Carlsbad and the other towns are now part of the high-tech San Diego urban fabric, the rhythms and scale of an earlier era remain cherished touchstones.

Ponto's geography and location, 20th and 21st century context, and surrounding community taken together serve to inform and to inspire the creation of Ponto Beachfront Village for the century ahead.

Vision

Ponto Beachfront will become an iconic way station of the California Coastal Trail emphasizing and inspiring pedestrian and bicycle connectivity to South and North Carlsbad, regional routes beyond, and creating opportunities for enhanced shoreline access immediately nearby.

The pre-European settlement natural environment will be brought back through the restoration of native coastal sage habitat connected to its adjacent counterpart along Carlsbad Boulevard. Urban landscape will provide reminders of past floriculture on the site and nearby.

The Village will be a hub of community gathering and elegantly informal coastal living. Ponto Central Market, the community gathering place at the corner of Carlsbad Boulevard, adapts the architecture of the Ecke greenhouse motif to new uses emphasizing food, cuisine, fellowship, and other possibilities for the century ahead. The greenhouse-inspired architecture and landscape will be an icon that will define this Carlsbad gateway in a community-compatible style and scale. The Village's emphasis on internal and external connectivity and public open spaces will open and provide the Village with better pedestrian and bicycle access and experiences for locals and travelers alike.

The new residential neighborhood is designed with the north county coastal context in mind, with architecture and landscape that promotes harmony between the indoors and nature, is sensitive to and compatible with surrounding neighborhoods and reflects casual, high quality and active coastal lifestyle.

The Ponto Village layout, architecture and landscape are designed to provide a compatible relationship with the adjacent neighborhood and address the priorities of today and the years ahead with respect to energy conservation and production, water conservation, landscape, and modern sustainable concepts. Overall, Ponto Village can be considered a place "off the grid, but connected to the world".



Guiding Principles

The Ponto Beachfront project is guided in policy, planning and design by the following set of principles:

- 1) Reflect and implement:
 - Carlsbad Community Vision
 - Envision Carlsbad (General Plan)
 - Coastal Act and Local Coastal Program (LCP)
 - Climate Action Plan
 - Growth Management Plan
 - Poinsettia Shores Master Plan
 - Ponto Beachfront Village Vision Plan
 - Local Facilities Management Plan
 - Carlsbad Municipal Code
 - Habitat Management Plan
 - Other applicable existing and anticipated state laws and regulations
 - Community input and dialogue
 - Coordination with Carlsbad beaches and State Park
- 2) Design a community, both in form and function, which accounts for the constraint and opportunities provided by the site and its surroundings, respects and celebrates the local lifestyle, culture, coastal agrarian history and contemporary context.
- 3) Create quality architecture and landscape design to serve as Carlsbad's "Southern Gateway".
- 4) Design high-quality site plan, landscaping and architecture to reflect agrarian history and surrounding coastal context. Design the site, landscape and architecture with appropriate open space areas, mass and scale emphasizing well-articulated facades and materials.
- 5) Deliver a residential and commercial places and uses that have lasting value and are desired in the marketplace, including the development community in terms of supply and constructability, as well as to home buyers / residents, tenants, operators and visitors.
- 6) Emphasize pedestrian and bicycle connectivity and access between the site and surroundings, both coastwise and inland; through appropriate project planning and public-private partnerships. Create opportunities to enhance offsite bike, pedestrian and visual connectivity and public access by providing a coastal Ponto gathering spot and a waystation for the California Coastal Trail.
- 7) Create a vibrant Ponto community gathering place through an appropriately programmed and designed Ponto Central Market, with emphasis on retail, cuisine and social interaction.
- 8) Emphasize on-site habitat preservation and restoration as a permanent landscape feature and a catalyst to encourage the ecological and aesthetic enhancement of and connection with offsite habitat areas.
- 9) Utilize sustainable development design and principles that meet or possibly exceed present and future objectives for reductions of greenhouse gas emissions, water consumption and vehicle miles travelled.