

HOUSING ELEMENT UPDATE

ENCINITAS, CALIFORNIA

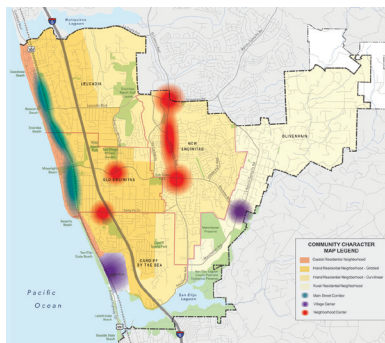
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Multifamily building prototype - Stacked Apartments, or "Flats".



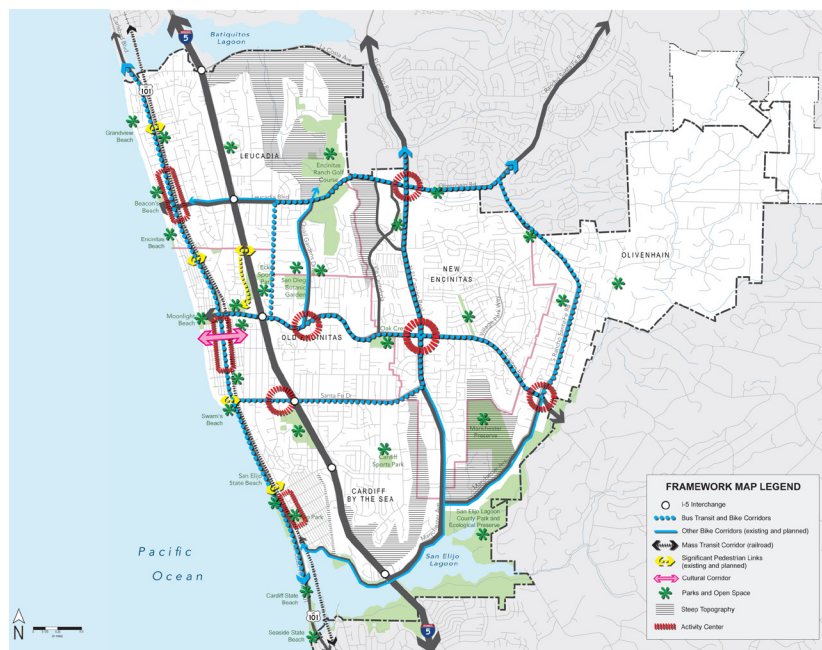
Neighborhood Prototype - "Neighborhood Center" Mixed Use - Large Site.



Community Character Map identifying various design characteristics in Encinitas.

The City of Encinitas is facing a challenge in terms of providing local housing that meets the needs of current and future residents. As part of the state's General Plan requirement, each City is responsible for creating a Housing Element, which establishes a framework and policy goals to meet state housing requirements over a certain time frame. The previous Housing Element, last updated in the 1990s, is out of date and does not reflect changing demographics and a continuously rising population. Furthermore, without a current Housing Element, the City is not eligible for regional and state grants that can help fund infrastructure improvements and public amenities.

In 2014, the City embarked on an ambitious public outreach campaign to get the community's input on where future housing units should be located and what they should look like, based on the context. The City is comprised of five individual communities, each with its own character and identity, so discussing future housing as it relates to the various contexts within the city, was extremely important. Knowing the Housing Element would be a sensitive issue to residents, yet understanding the necessity to update it with community buy-in, the City hired a team of professionals to create a 21st century approach to public process.



Framework Map for locating new multifamily housing.



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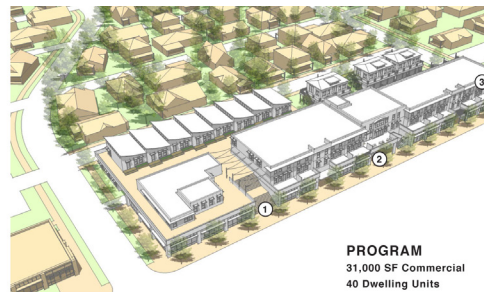
ENCINITAS, CALIFORNIA

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LEGEND
Mixed Use Carriage House Townhome Existing Context

Main Street Mixed Use neighborhood prototype



PROGRAM
31,000 SF Commercial
40 Dwelling Units

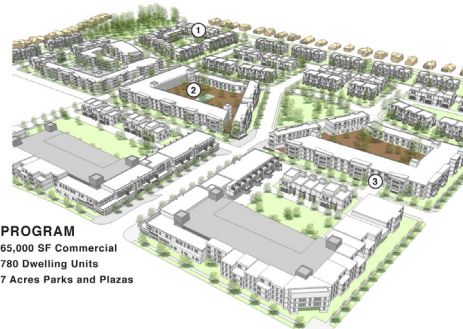
DESCRIPTION

- A large mixed use building with ground floor commercial and two upper floors of residential along most of the facade.
- A second-level plaza offers access to a restaurant and unique townhome with stairs leading up from the sidewalk.
- Carriage houses are provided opposite the alley for transitioning into the existing single and multifamily context.
- Parking is provided underground and on the ground floor, accessed from the alley, and on the ground floor of carriage houses.



LEGEND
Twin Home Carriage House Townhome Flat Apartment Mixed Use Commercial Park Existing Context

Neighborhood Center Mixed Use neighborhood prototype



PROGRAM
65,000 SF Commercial
780 Dwelling Units
7 Acres Parks and Plazas

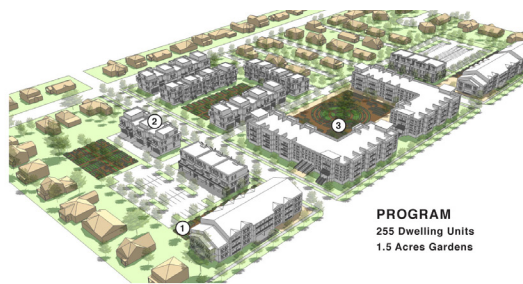
DESCRIPTION

- Vertical mix of uses along a "main street" and arterials.
- Parking is provided in structured or podium parking to support the higher densities.
- Three-story townhomes, flats, and carriage houses provide a transition to existing single family neighborhoods that abut this development.



LEGEND
Twin Home Carriage House Townhome Flat Apartment Mixed Use Commercial Park Existing Context

Residential Infill - Medium/Large Site neighborhood prototype



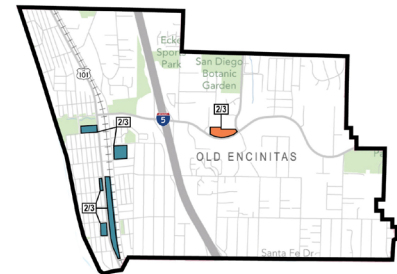
PROGRAM
255 Dwelling Units
1.5 Acres Gardens

DESCRIPTION

- 3-story apartment buildings define the edge of the site along an arterial street.
- Three-story story flats are located along new neighborhood streets that connect into the existing neighborhood.
- Three-story townhomes face an existing residential street and surround a new community garden.
- Apartments are site-parked or podium-parked while flats and townhomes each include integrated "tuck-under" or enclosed garages.
- Gardens are integrated into the development, creating community gathering spaces that also serve as gardens.

MIXED USE PLACES

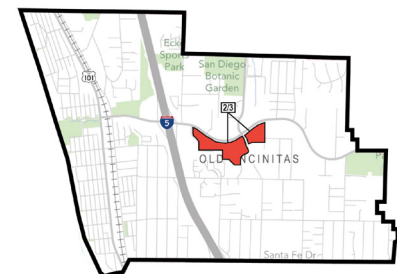
New housing and mixed use is focused in the downtown area, along Highway 101 on sites currently zoned for it, but need the building height limit to be returned to three stories. Underutilized sites are chosen to strengthen the character of downtown and create the emerging cultural corridor. New housing is added at Quail Gardens Drive and Encinitas Boulevard to connect various existing vibrant places together in this area.



Ready-Made Scenario for Old Encinitas - "Mixed Use Places"

MAJOR CORRIDORS

Housing is clustered south of the intersection of Encinitas Boulevard and Quail Gardens Drive on large groupings of sites. A mixed use neighborhood center creates a new place to serve nearby tourist attractions and local businesses.



Ready-Made Scenario for Old Encinitas - "Major Corridors"

HIGHLY CONCENTRATED

Housing is clustered at the intersection of Encinitas Boulevard and Quail Gardens Drive on medium to large sites to reduce the area of this community that need zoning changes.



Ready-Made Scenario for Old Encinitas - "Highly Concentrated"



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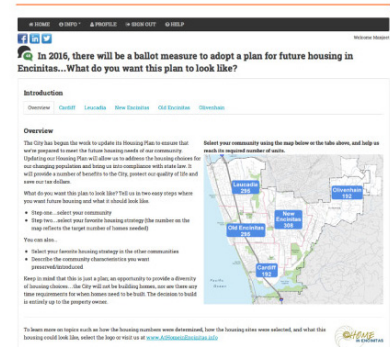
A series of Community Dialogue Sessions in each individual community kicked off the public outreach process. A sophisticated, interactive web program was also developed through Encinitas' online Town Hall forum, allowing community members to select their preferred strategy for future housing sites.

The online forum, e-Town Hall, allows users to choose from "ready-made" scenarios - pre-made scenarios developed by our team - which have been tested and meet state mandates. Or, users could build their own option by selecting a community, identifying a site, and assigning a neighborhood prototype to it. The system also required users to meet a certain threshold of housing units before they could submit their scenario, to assure that the required housing numbers were being met.

The public outreach strategy was a success, receiving over 1,000 participants online and another 500 in face-to-face meetings.

STEP 1: SELECT YOUR COMMUNITY

First, select which community you want to assign a housing strategy to:



The first step, when using the online tool, is to select which community you want to assign a strategy to.

STEP 2: SELECT YOUR STRATEGY

Next, decide whether you want to assign a "ready-made" strategy or "build your own" strategy. You may also decide to describe your favorite community characteristics:

Old Encinitas

Where should approximately 295 houses be located in Old Encinitas and what characteristics should the housing have in these locations?

Share your ideas. Depending on how much time you have, feel free to participate in any one, two or all three exercises:

1. Select Your Favorite Ready-Made Housing Strategy

If you've got just a few minutes, check out these three strategies:

- Mixed Use Places
- Major Corridors
- Highly Concentrated

Then select your favorite. All three meet the goal of approximately 295 units - but do it in their own special way!

2. Build Your Own Housing Strategy

If you have a bit more time or prefer to plan and design your own strategy, take a look at the sites in Old Encinitas where new housing units could go. Pick your preferred site and then tell us what housing type should be located there. Share the story of housing units for Old Encinitas is approximately 295 houses, your strategy must accommodate roughly that many.

3. Describe Your Favorite Characteristics

What are the community characteristics that you would like to preserve or introduce in Old Encinitas?

If you want to tell us about the unique characteristics found in Old Encinitas, describe them here so that decision makers can consider your views as part of the process. Ultimately, the City will use this information to create design guidelines for future projects so that the community can be confident that housing will fit in with existing neighborhoods.

OPTION #1: "READY-MADE"

Review the three plans, then select your favorite strategy.

MIXED USE PLACES

This strategy also takes advantage of the benefits of mixing housing with retail and employment land uses. In this scenario, new housing and mixed use is focused in the downtown area, along Highway 94, on sites currently zoned for R, but land use building height limit to be three stories. Underutilized sites are chosen to strengthen the character of downtown and create the emerging cultural corridor. New housing is added at Quail Gardens Drive and Central Expressway to connect to various existing vibrant places together in this area.

About this Strategy:

- Compatible with existing community character
- Mix of land use and space enhance livability
- Opportunities for small-scale employment growth

MAJOR CORRIDORS

This strategy also focuses housing primarily in medium to large underutilized sites along major corridors. These sites would be built as a mix of two and three stories. Some sites would include a mix of housing and commercial uses. In this scenario, housing is clustered at the intersection of Encinitas Boulevard and Quail Gardens Drive on large parcels in central area. A second use neighborhood center creates a new place to serve nearby tourist attractions and local businesses.

About this Strategy:

- Compatible with existing community character
- Wide range of housing choices that transitions in height and scale to existing neighborhoods
- Near commercial goods and services and transit

HIGHLY CONCENTRATED

This strategy also concentrates secondary housing in the simplest manner to comply with State Law. Neighborhoods would primarily for three-story condo flats and apartments. In this scenario, housing is clustered at the intersection of Encinitas Boulevard and Quail Gardens Drive on medium to large sites to reduce the area of this community that need zoning changes.

About this Strategy:

- Most amount of housing on the lowest sites
- Highest density of the options
- Limited variety of housing choices
- Transitions to existing neighborhoods not as smooth

OPTION #2: BUILD YOUR OWN

How would you allocate approximately 295 new housing units among some of these 11 sites in Old Encinitas and what housing type should these sites have?

Click on a site, then see the tabs below

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred neighborhood design future and with your progress toward approximately 295 units. Or, browse through more options to share your input on housing policy in Encinitas.

So far, you selected... 76%

Site	Units
1	25
2	97
3	5
4	205
5	0
6	0
7	0
8	0
9	0
10	0
11	0
Total	295

Neighborhood Center/Mixed Use - Large Site, 2 & 3 Stories (109 Units)

Neighborhood Center/Mixed Use - Large Site, 3 Stories (205 units)

No New Housing Units on this Site

No New Housing Units on this Site

Next is to select a strategy for housing in your community. Two options were made available: a "Ready-Made" solution or a "Build Your Own" solution with interactive ways steps to create your own housing strategy.



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