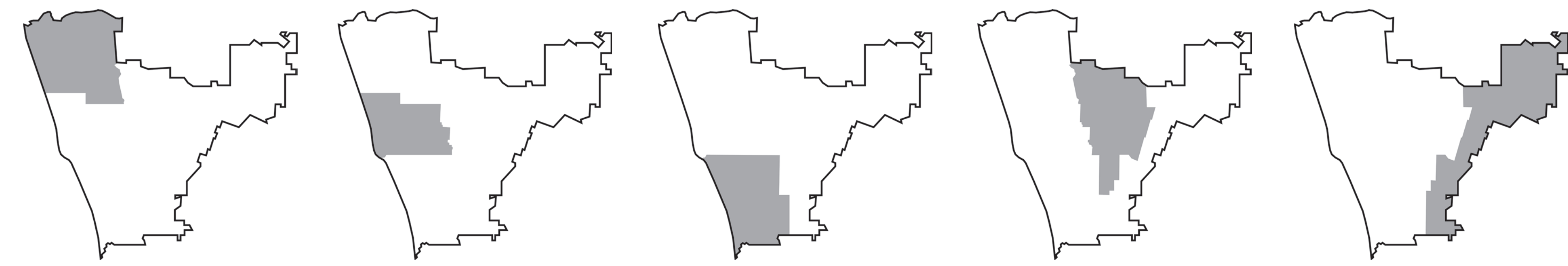


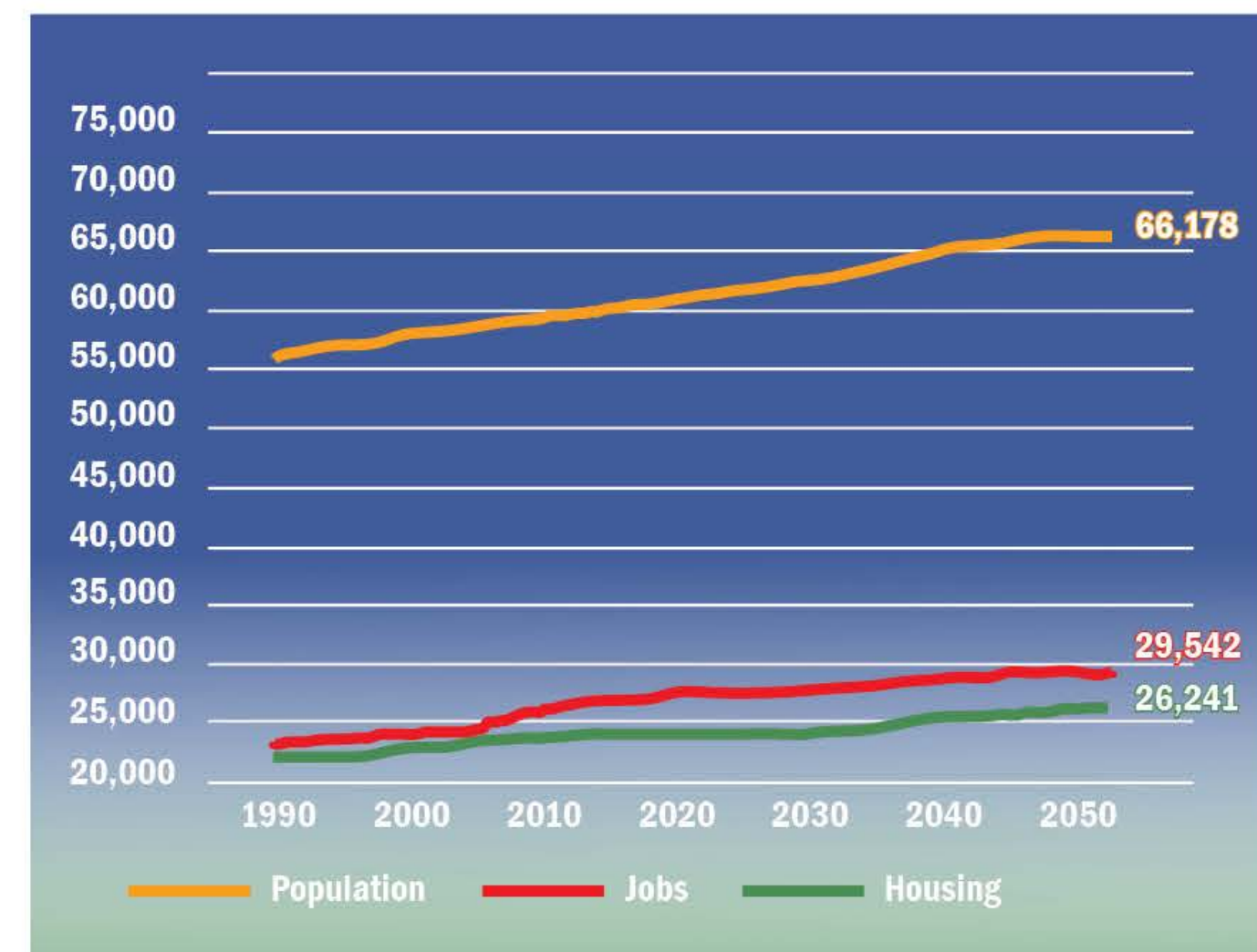
1 FUTURE HOUSING NEEDS

A WHY WE NEED TO PLAN FOR FUTURE HOUSING



WHY DO WE NEED A HOUSING PLAN?

Encinitas is facing a challenge when it comes to our local housing, and **we need your input to help create a plan** that includes community-supported solutions. This “plan” is called the **Housing Element**, and it hasn’t been updated since the 1990s, and a lot has changed since then:



Source: San Diego Association of Governments

1. OUR POPULATION IS CHANGING.

Population growth in Encinitas, and the region, is projected to continue into the foreseeable future. According to *SANDAG’s Regional Growth Forecast, economic and population growth in Encinitas will continue at a steady rate into 2050. We will lose the organic and eclectic character that is Encinitas without having some housing at attainable prices.

*SANDAG - San Diego Association of Governments

People live, work and play in different ways than previous generations, so housing diversity is needed. The Millennial generation — people born in the 1980s and 1990s — has been slower to buy single-family homes than earlier generations. There are varying reasons for this situation, including rising student debt, cost of housing and new challenges in securing a mortgage for first-time home buyers. They also often want different things in housing and neighborhoods than are available today. They are looking for pedestrian- and bike-friendly communities with services and amenities nearby. As a result, for this younger generation, multifamily housing near retail locations is in greater demand than single family homes.



At the same time, the Baby Boomer generation is aging and this has impacts on the housing market. The senior citizens will seek to downsize and move into smaller homes in urban areas with easily accessible services, transportation, and amenities.



People live, work and play in different ways than previous generations.



2. IT PROTECTS OUR QUALITY OF LIFE.

Planning for future housing helps avoid negative consequences of unplanned growth and ensures it will provide community benefits. Planning for housing ensures that it is located where we want it, and incorporates the community character and amenities that are important to Encinitas.

3. TAX DOLLARS ARE SAVED.

With an approved housing plan, Encinitas will be eligible for regional and state grants that can help fund infrastructure improvements and public amenities.

Because our housing policies have not been updated, the City is not eligible to compete for a number of grants that could help fund infrastructure improvements. We are losing out on hundreds of thousands of dollars every year in available grant funding that is going to other local cities.

This means that we currently have to rely on our local tax dollars to pay for some projects that could be funded by regional grants, like bike facility improvements, sidewalks, traffic calming measures, parks and rail underpasses.



Simply put, Encinitas is evolving and we need to create more housing options that meet our community’s growing and changing needs. We need a housing plan in order to meet these needs and support a sustainable future.

4. IT’S THE LAW.

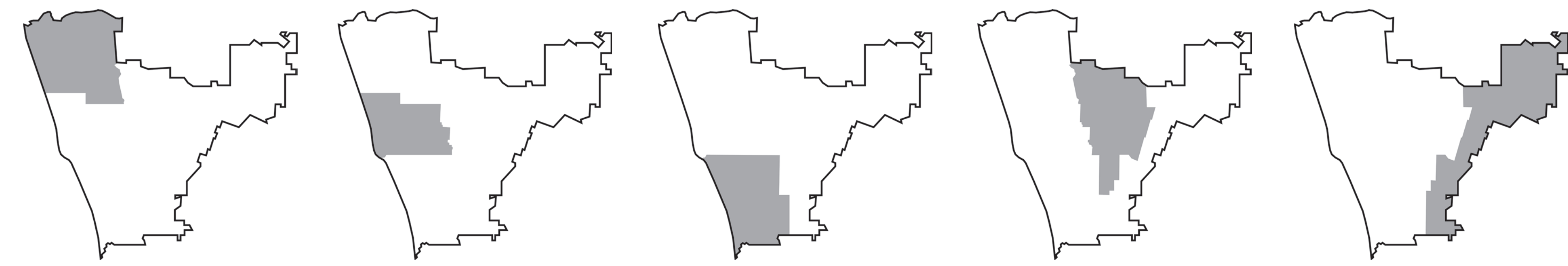
State law requires that we adopt a plan to accommodate the housing needs of everyone in our community.

Adequately planning for all housing needs for everyone in our community -- seniors, families, and young professionals at various income levels -- is a requirement under state law. The city could face significant repercussions if it fails to comply. These consequences include:

- Potential loss of land use control
- Increasing numbers of housing units that the city will be responsible for in the future.
- Ineligibility for a variety of park and infrastructure improvement funds.
- Makes entire City General Plan vulnerable to challenge.

1 B FUTURE HOUSING NEEDS

DISTRIBUTING HOUSING THROUGHOUT ENCINITAS



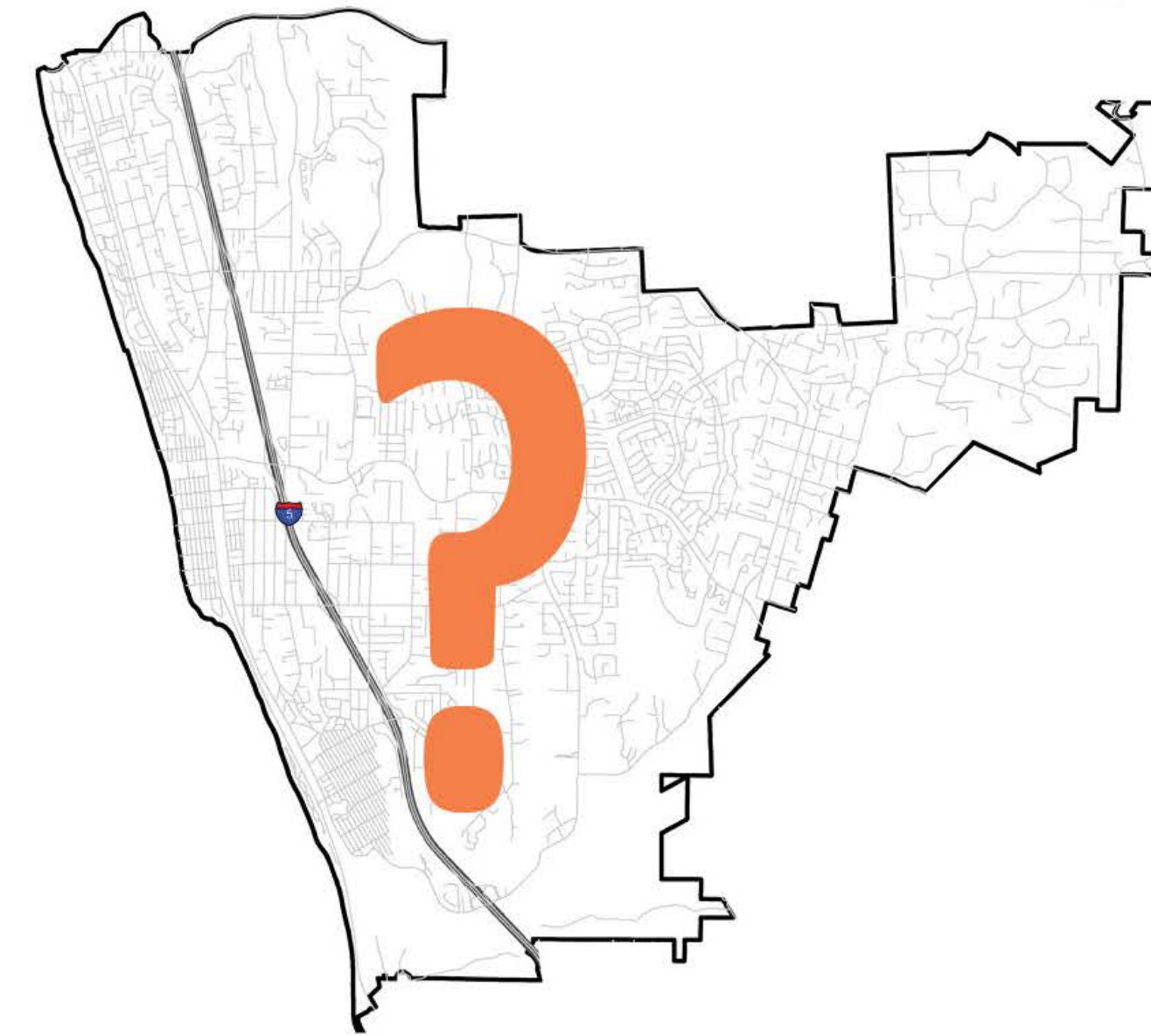
HOW ARE FUTURE HOUSING NEEDS DETERMINED?

The **State Department of Housing and Community Development (HCD)** determines the **forecasted housing needs for each region** in the State based on population projections, vacancy rates and projected households. Encinitas falls within the **San Diego County region**, which includes 17 other cities as well as the unincorporated County. For Encinitas, our allocation is:

- **1,283 units** for families falling in the **lower income** category,
- **413 units** for **moderate income**, and
- **907 units** for those in the **above moderate income** bracket.

The State considers density a proxy for affordability -- the more units that you can place on a property, less land is needed for each unit. **Reducing land costs reduces the price of each unit.** As such, the state requires that local jurisdictions have the **appropriate zoning in place** to accommodate this density. In order to accommodate regional housing needs for the very low/low income households, a default **density of 30 units per acre is required** for San Diego jurisdictions with populations over 25,000. This density is typically achieved in three-story multifamily buildings.

Under the current land use plan, the City has an adequate number of properties zoned to accommodate future housing needs that fall under the moderate and above moderate income levels. However, the **City does NOT have enough sites to meet our housing obligations for the lower income levels.** As such, we must find sites to accommodate **1,283 additional attached housing units.**



1,283

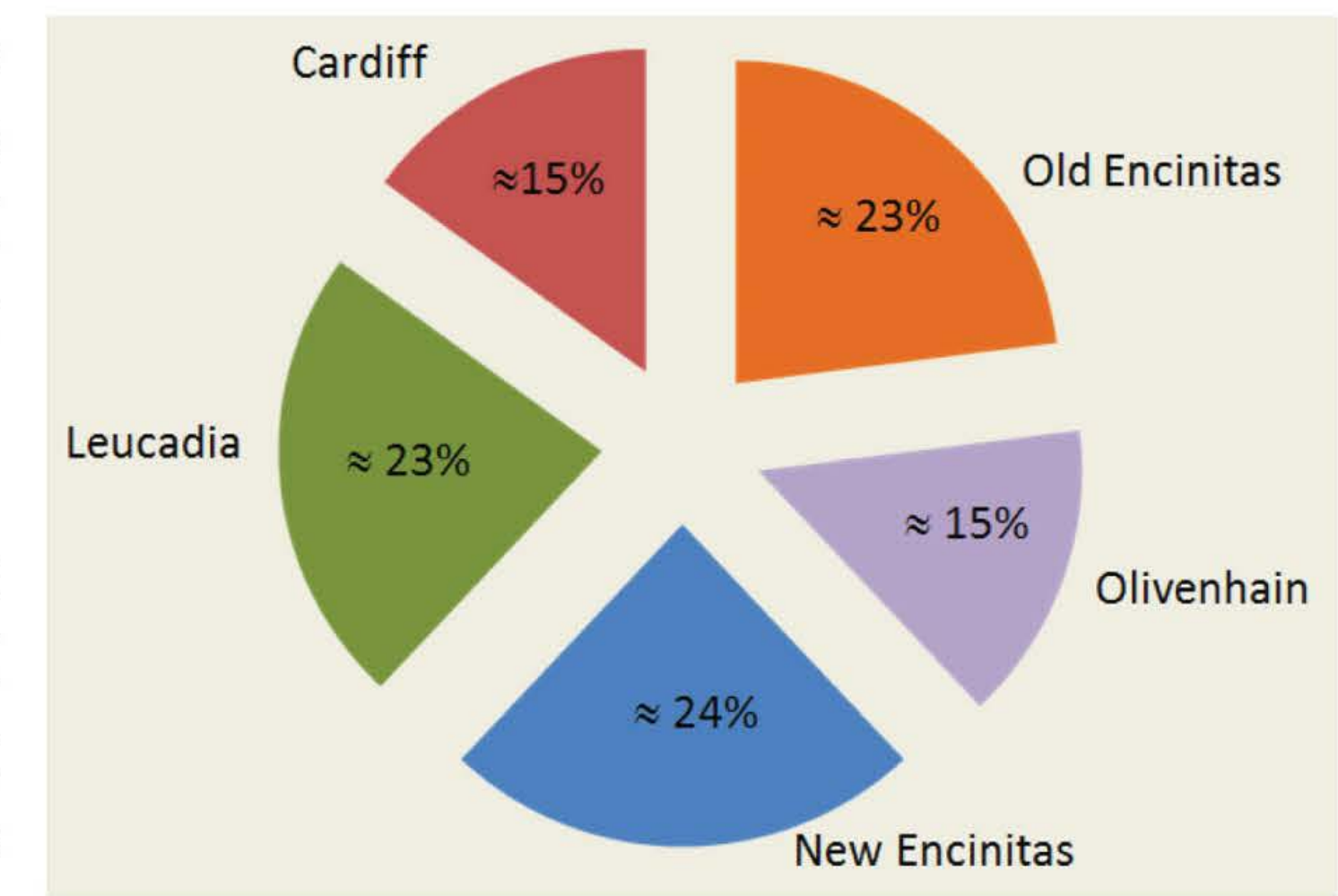
OF UNITS NEEDED TO MEET FUTURE HOUSING DEMAND

DISPERSED APPROACH TO HOUSING DISTRIBUTION

On July 17, 2013, the City Council determined that the City's share of future housing needs should not be concentrated in any single community or single area of the City. Rather, a general **dispersed approach** is the appropriate methodology for housing distribution in the City (refer to pie chart on the right).

The City Council on September 25, 2013, confirmed the approach that **identified specific potential sites that could be considered for rezoning** in order to accommodate the City's future housing needs. The Council also confirmed that housing policy changes should consider two options:

- 1) Accommodate future housing while trying to best **maintain the current 2-story height limit.**
- 2) **A 3-story height limit** for selected sites.



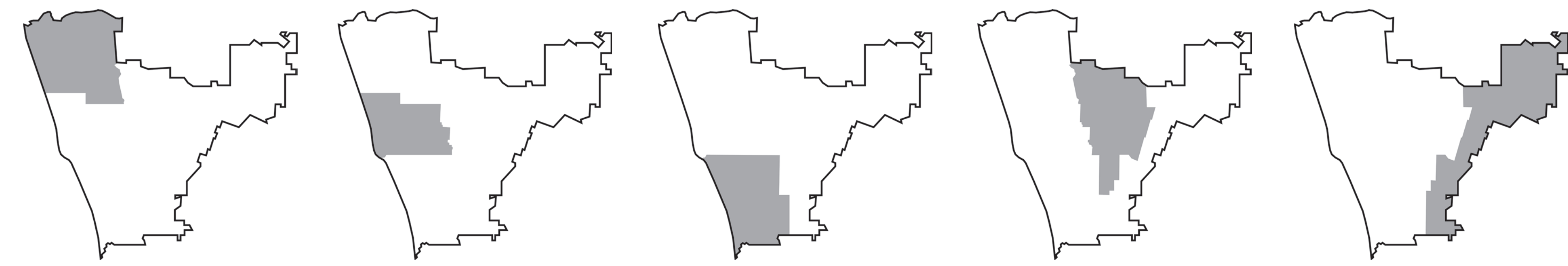
Leucadia (23%) = 295 units
Old Encinitas (23%) = 295 units
Cardiff (15%) = 192 units
New Encinitas (24%) = 308 units
Olivenhain (15%) = 192 units

This is everyone's challenge, and therefore, we need everyone to be a part of the solution. Join us in creating a plan to ensure that everyone who works here or grows up here, has an opportunity to live here.



1 C FUTURE HOUSING NEEDS

FACTORS FOR CONSIDERING HOUSING LOCATION

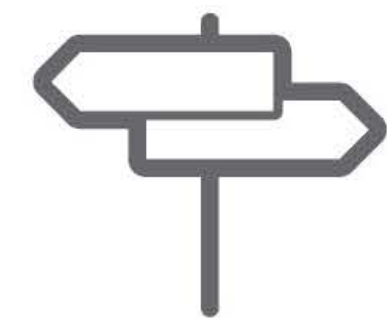


A FRAMEWORK FOR CONSIDERING FUTURE HOUSING SITES

Locating multifamily housing in Encinitas will be based on best community design and planning principles. There are a few important factors to consider when identifying sites to accommodate housing attainable for everyone in our community:



LIVABILITY: A **mixture of land uses in close proximity** such as schools, retail, public amenities and civic uses



JOBS/HOUSING: Housing close to **available jobs** so people can avoid long commutes



TRANSIT ACCESS: Improved access to transit to **reduce transportation costs** and reduce negative impacts on the environment and the economy



LOCATION EFFICIENCY: Take advantage of **existing public services and infrastructure** to reduce costs



COST EFFECTIVENESS: Minimal site improvements and few constraints to **reduce overall construction costs**



SUSTAINABLE PLACES: Preserve **environmentally sensitive areas** and minimize impacts to other valued lands



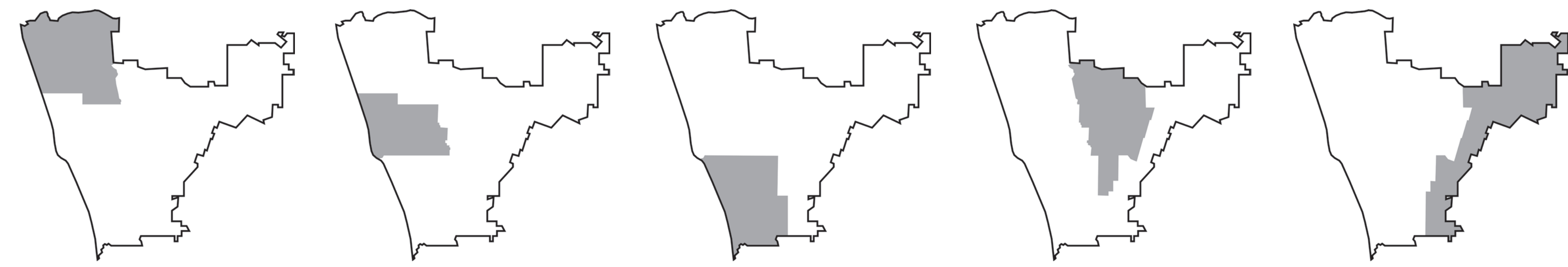
COHESIVE COMMUNITIES: **Well-integrated projects** that fit within an existing neighborhood and built environment



KEY ACTIVITY CENTERS: Some of these activity centers are successful, mixed use, pedestrian-friendly and vibrant places. Others are commercial areas that serve surrounding residential neighborhoods, but are auto-oriented and don't create a unique sense of **“place”**. These areas could benefit from the synergy of multifamily housing commercial uses that make them more pedestrian-friendly and help to create **special places**.

1 FUTURE HOUSING NEEDS

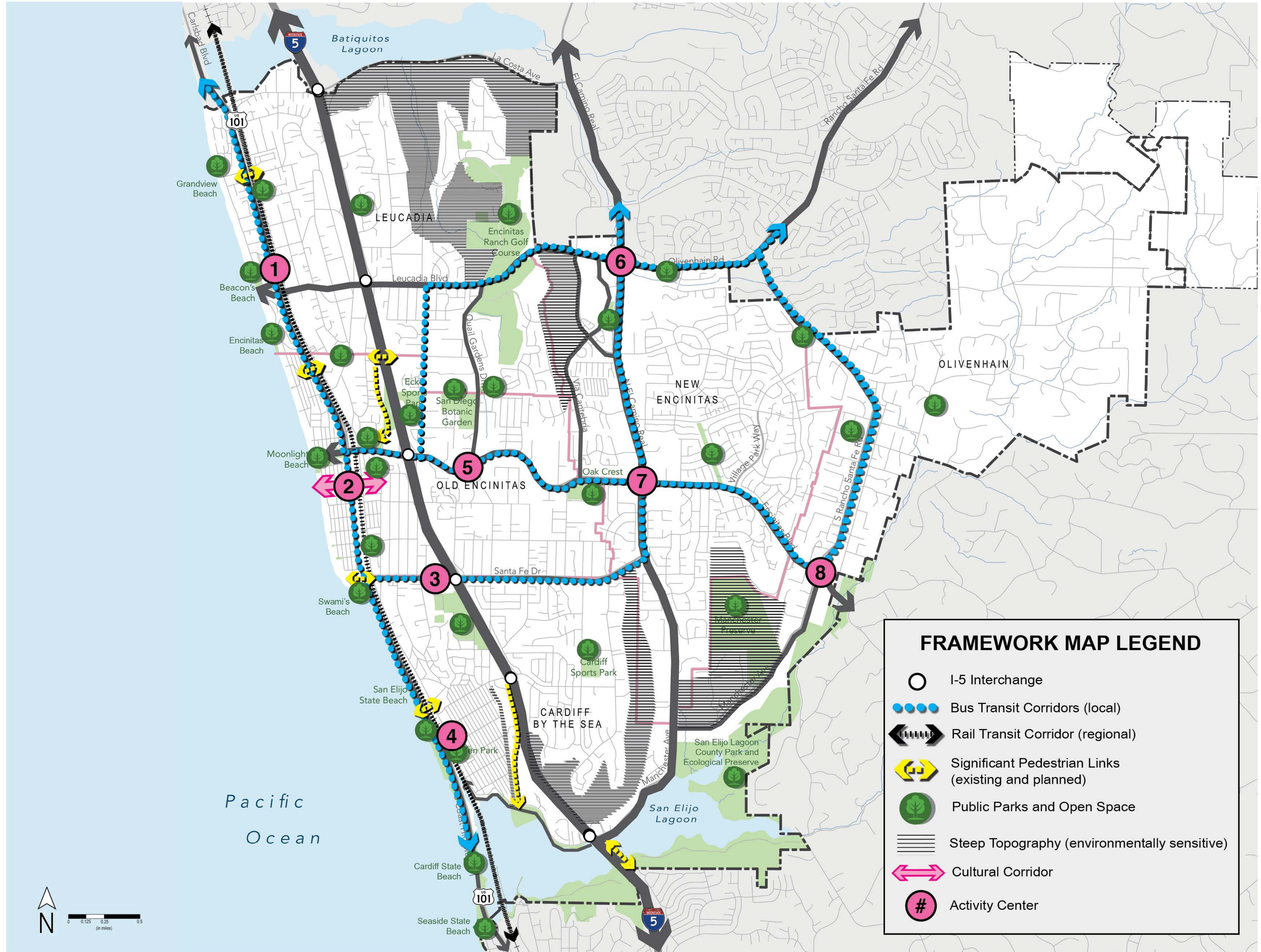
D IDENTIFYING SPECIFIC HOUSING LOCATIONS



A FRAMEWORK FOR CONSIDERING FUTURE HOUSING SITES

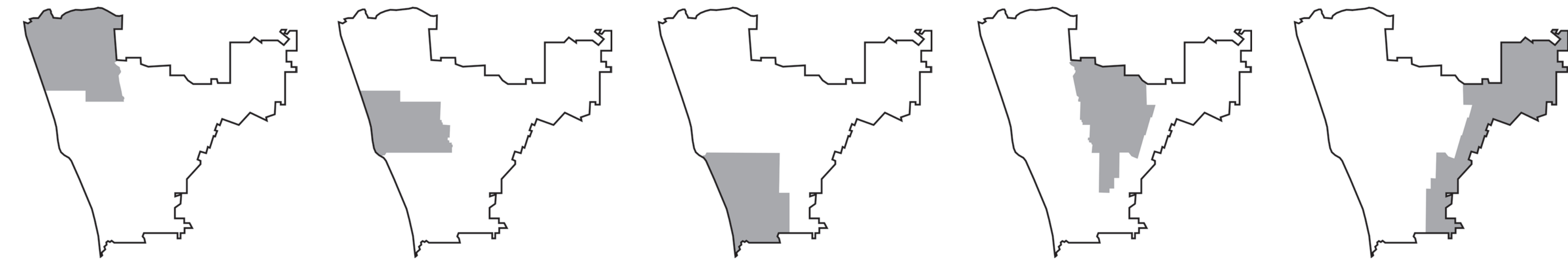
KEY ACTIVITY CENTERS:

- 1 HIGHWAY 101 CORRIDOR NORTH**
 - Older commercial strip emerging as mixed-use area
 - Potential for increased density along west side of Hwy 101 near Leucadia Blvd
 - Established residential neighborhoods to the west
- 2 DOWNTOWN ENCINITAS**
 - Thriving mixed-use center with infill opportunities
 - Close to transportation and cultural facilities
 - High concentration of amenities
- 3 SANTA FE DRIVE ACTIVITY CENTER**
 - Underdeveloped area with opportunity to evolve to mixed-use center
 - Accessible by bike and bus routes
 - Close to I-5
- 4 CARDIFF VILLAGE CENTER**
 - Established mixed-use town center, at a relatively low scale with a unique character
 - Opportunities for multifamily housing in a "village" setting, sensitive to existing character
- 5 INLAND OLD ENCINITAS ACTIVITY CENTER**
 - Along Encinitas Boulevard near Quail Gardens Drive
 - Potential for multifamily housing that is sensitive to established single-family
 - Accessible by bike and bus routes
 - Close to cultural attractions: Encinitas Ranch Golf Course, Heritage Museum, Leichtag Foundation, Public School, and Botanic Gardens
- 6 7 INLAND NEW ENCINITAS ACTIVITY CENTER**
 - Concentrated around Olivenhain Road and Encinitas Boulevard
 - Auto-oriented commercial areas that have potential to be higher density, mixed use areas due to regional focus and draw
 - Larger parcels- suitable for mixed-use development
 - Other opportunities along the El Camino Real corridor
- 8 OLIVENHAIN VILLAGE CENTER**
 - Potential for mixed-use "village," with more rural design character
 - Could provide enhanced services to nearby neighborhoods



1 FUTURE HOUSING NEEDS

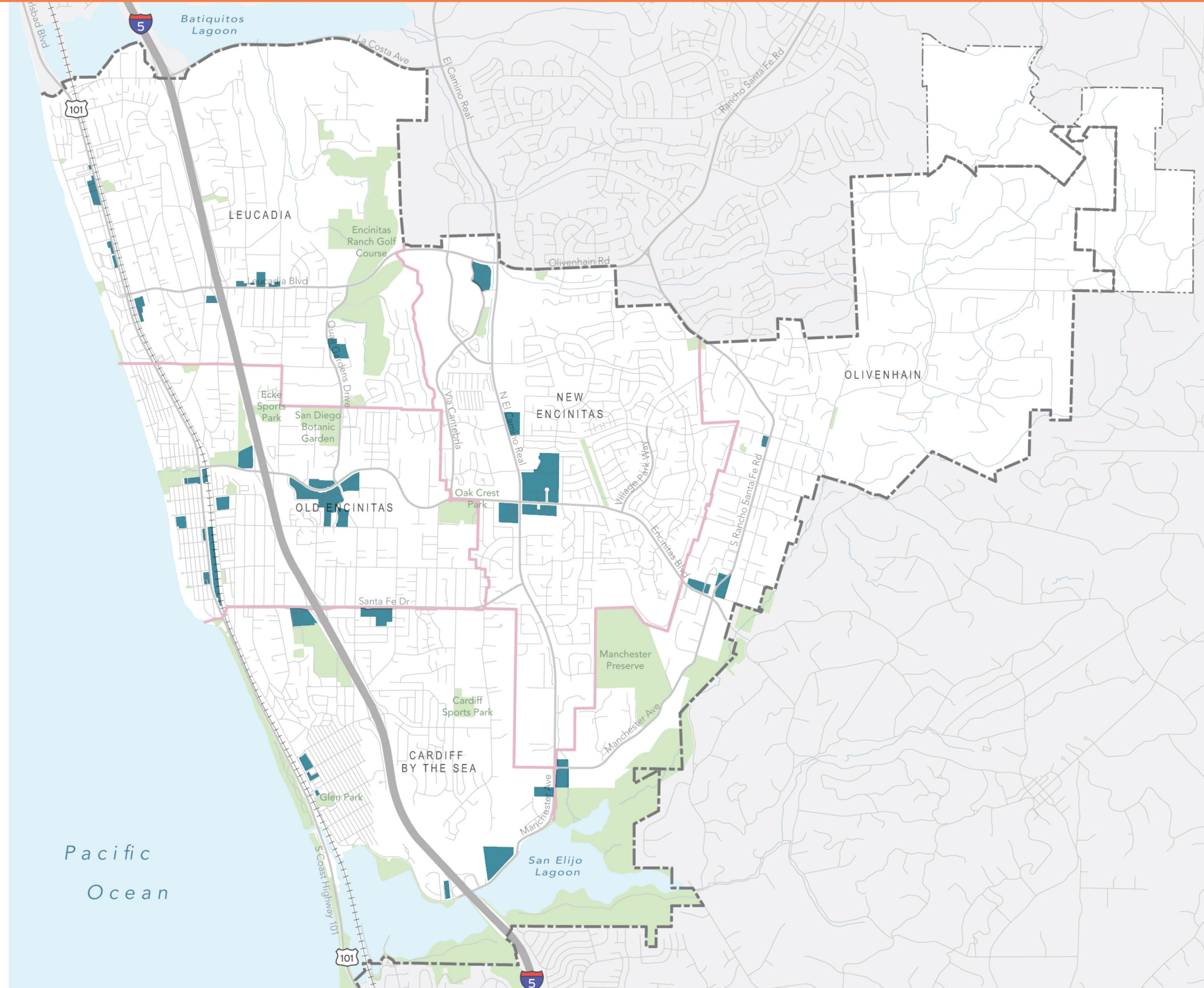
IDENTIFYING SPECIFIC HOUSING LOCATIONS



POTENTIAL FUTURE HOUSING SITES WITHIN ENCINITAS

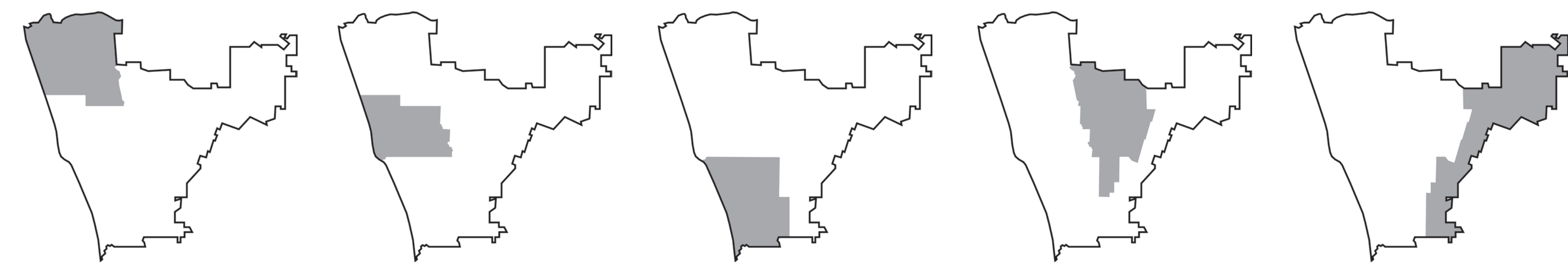
Based on previous workshops, outreach, and Council feedback, **there are locations in all five communities that demonstrate viable housing sites** for the Regional Housing Needs Assessment (RHNA). The citywide potential sites are reflected in blue on the map to the right. We must now assess and identify specific sites within these areas that could reasonably accommodate market-rate or affordable housing projects (i.e. target vacant land, areas for possible redevelopment, etc.) which meet each community's dispersed approach housing amount.

All of these viable housing sites represent about two percent of the City. However, less than that needs zoning changes to accommodate the required amount of housing.



1 FUTURE HOUSING NEEDS

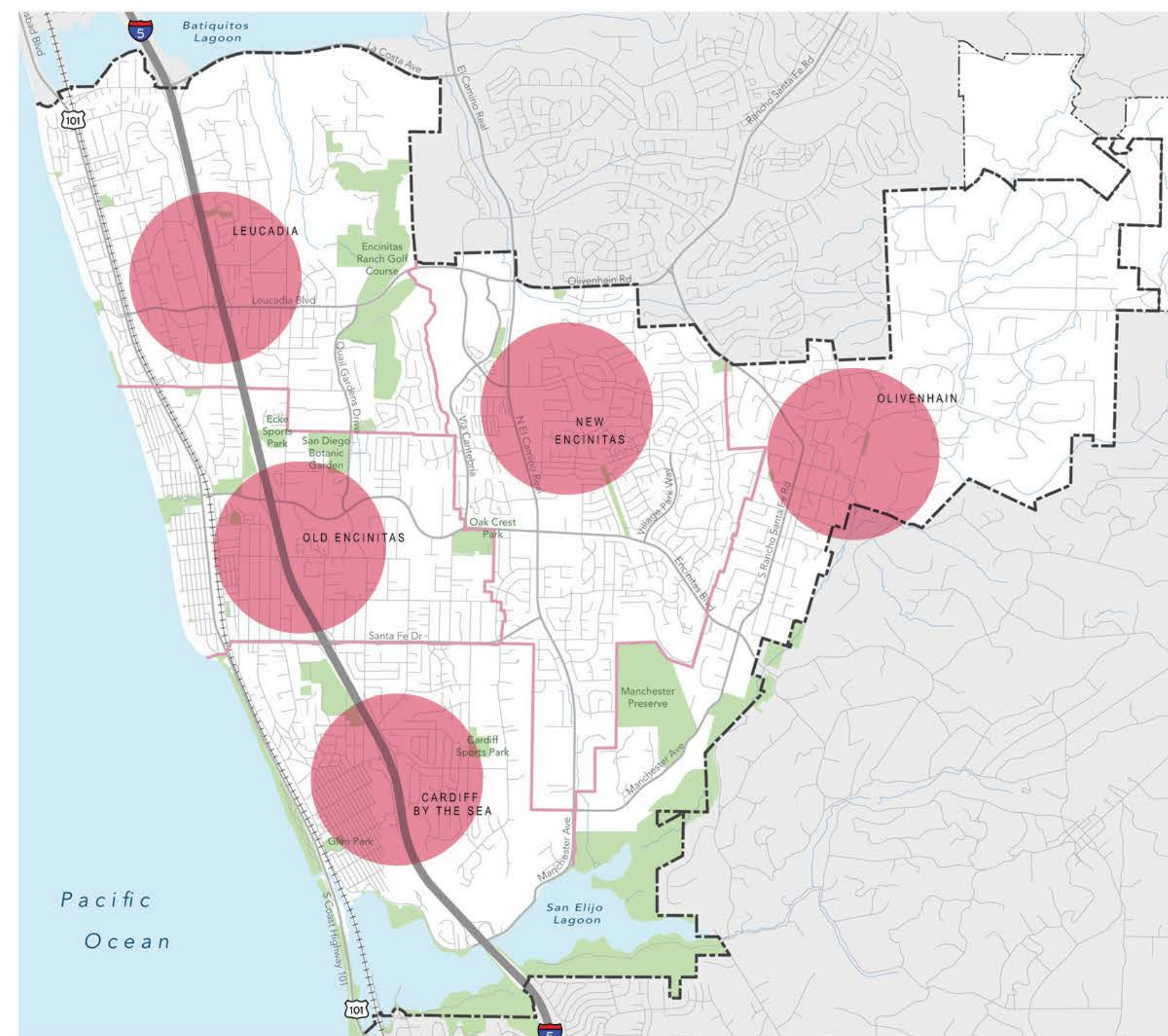
WHAT ROLE THE COMMUNITY CAN PLAY



HOW DOES THIS IMPACT MY COMMUNITY?

As part of updating our housing policies, we need to **determine where future housing should be located** and **what it should look like** once it is built. Each of the five Encinitas communities has its own **identity**, so a one-size-fits-all approach to housing will not work. Instead, the plan will need to be tailored to fit the **unique character of each community**.

Variations in existing development patterns, topography and other qualities help define community characteristics and need to be considered when planning for future housing. It is also important that we look for opportunities to **create new places** with housing of a more moderate density, which could possibly be in combination with other community-serving amenities, such as mixed-use property.



New multifamily and mixed use developments should acknowledge that each of the five communities within Encinitas includes their own identity and therefore the **design should respect and respond to the uniqueness of the surrounding context**.

THE ROLE OF THE COMMUNITY IN UPDATING THE HOUSING PLAN

Defining our community values and the location of future housing requires input and guidance from those who live and own businesses here. Encinitas is a community defined by its developed character and its citizens, young and old, and it is important that you have a voice in the process.

We need your input to update this plan that addresses future housing opportunities. With your input, we will:

IDENTIFY the **type and location of future housing** in Encinitas.

DETERMINE the **community characteristics that you value** to ensure that they are preserved.

CREATE **design standards for future projects** so that the community can be confident that they will fit in with existing neighborhoods.



The plan that you help us create will be put to a public vote in November 2016. Now is the time to learn how housing affects you, and how you can help **guide the future of Encinitas**.

WHAT IS THE PROCESS AND SCHEDULE FOR UPDATING THE PLAN?

The process to update the housing plan begins in November, 2014 with a concerted effort to gather community input. The process concludes in November, 2016, when the public votes on a new housing plan.

2014 NOVEMBER 2014

Community dialogue sessions in each of Encinitas' five communities and e-Town Hall online engagement is launched.

2014 DECEMBER 2014

City Council and Planning Commission joint study session to **review results of public input** from community dialogue sessions.

2015 JANUARY 2015

City Council and Planning Commission joint study session to **provide direction on a preferred land use and community character plan** for future housing.

2015 FEBRUARY 2015

City Council and Planning Commission joint study session to review the complete **draft housing plan and policies, and submission of the draft plan** for State review.

2015 MARCH 2015

City Council and Planning Commission joint study session and public review of related **draft rezoning and Zoning Code amendments**.

2015 MAY 2015

Environmental Impact Report (EIR) scoping meeting.

2015 MAY-DECEMBER 2015

City staff prepares **Draft Environmental Impact Report**.

2016 JANUARY-FEBRUARY 2016

Draft EIR **public review and comment** period.

2016 FEBRUARY-MARCH 2016

City staff prepares **responses to comments** on Draft EIR.

2016 APRIL 2016

Final EIR published.

2016 MAY-JUNE 2016

Planning Commission recommendation and City Council decision to **refer final housing plan to voters**.

2016 NOVEMBER 2016

Public vote on new housing plan.

- Call City staff 760-943-2101
- Participate in E-town Hall www.encinitasca.gov
- Visit the website athomeinencinitas.info
- Email City staff athome@encinitasca.gov

COMMUNITY DIALOGUE SESSIONS

