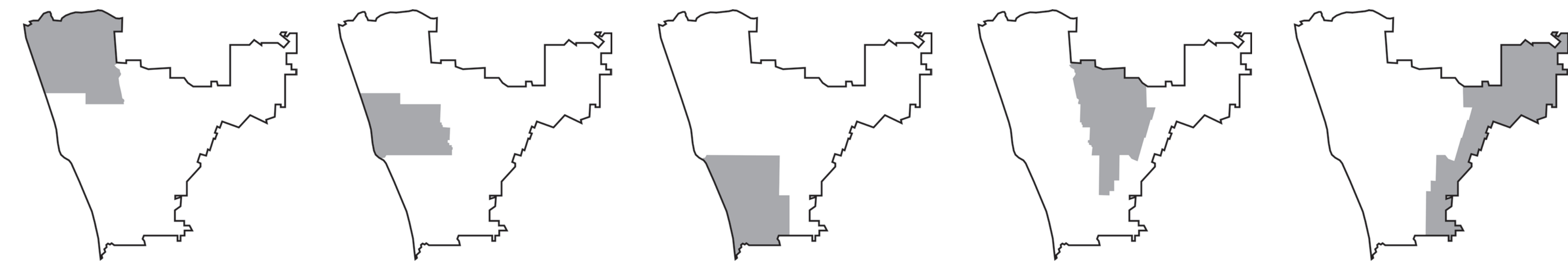


5A READY-MADE HOUSING STRATEGIES

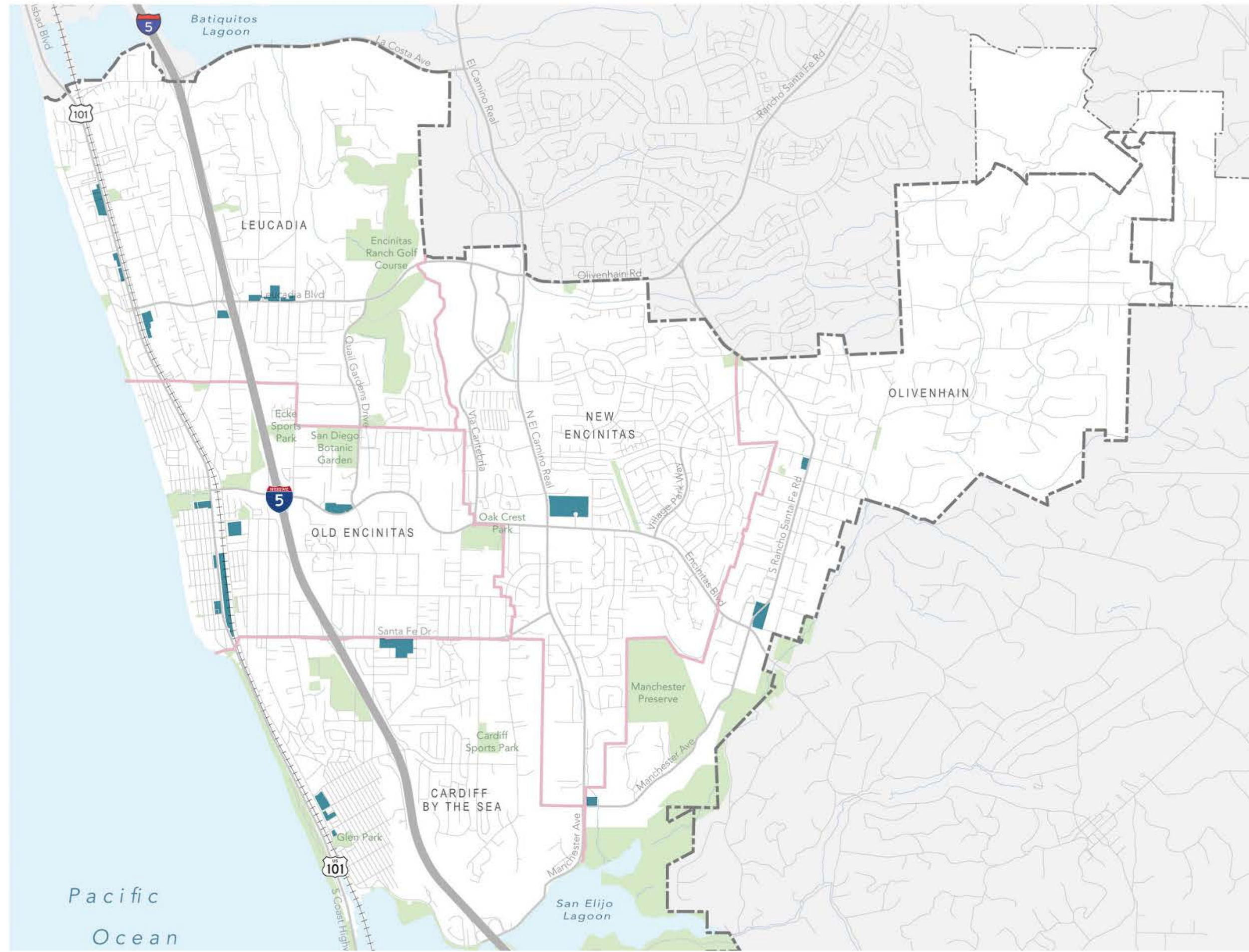
DECIDE WHERE FUTURE HOUSING SHOULD BE LOCATED



OVERVIEW: These ready-made ideas are intended to suggest different strategies for providing a range of housing choices on a different combination of viable housing sites. As applied with a different focus and mix of sites, each strategy finds a different way to accommodate the City's future housing needs. You are encouraged to identify your preferred option, along with any comments, or suggest your own strategy.

MIXED USE PLACES

This housing strategy idea takes advantage of the benefits of mixing housing with retail and employment land uses. It introduces new mixed-use allowances into existing mixed-use places or existing commercial areas and allows new housing development within other places where it would be most compatible with existing community character.



21 SITES **87** ACRES **1,442** HOUSING UNITS **2&3** STORIES **12** MIXED-USE SITES

BENEFITS OF THIS STRATEGY:

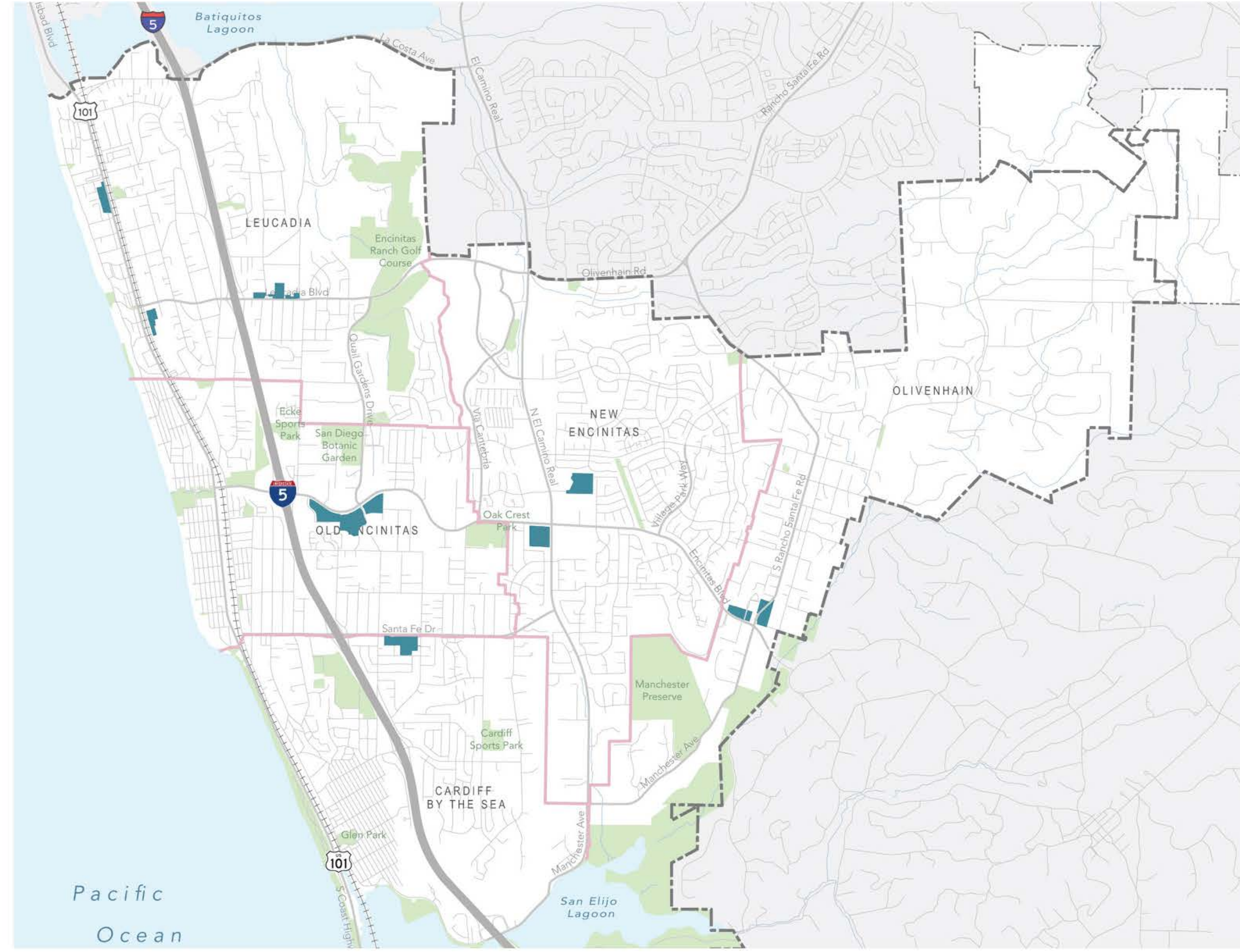
- Compatible with existing community character
- Mix of land use and size types that enhance livability and preserve the City's "small town" identity
- Mixed use places in all 5 communities
- Many opportunities for small-scale employment growth within commercial part of mixed-use

OTHER COMMENTS:

- More sites due to the amount of mixed-use
- Disperses housing sites throughout each community
- May take more time to assemble due to small size of sites

MAJOR CORRIDORS

This strategy idea 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.



12 SITES **84** ACRES **1,368** HOUSING UNITS **2&3** STORIES **6** MIXED-USE SITES

BENEFITS OF THIS STRATEGY:

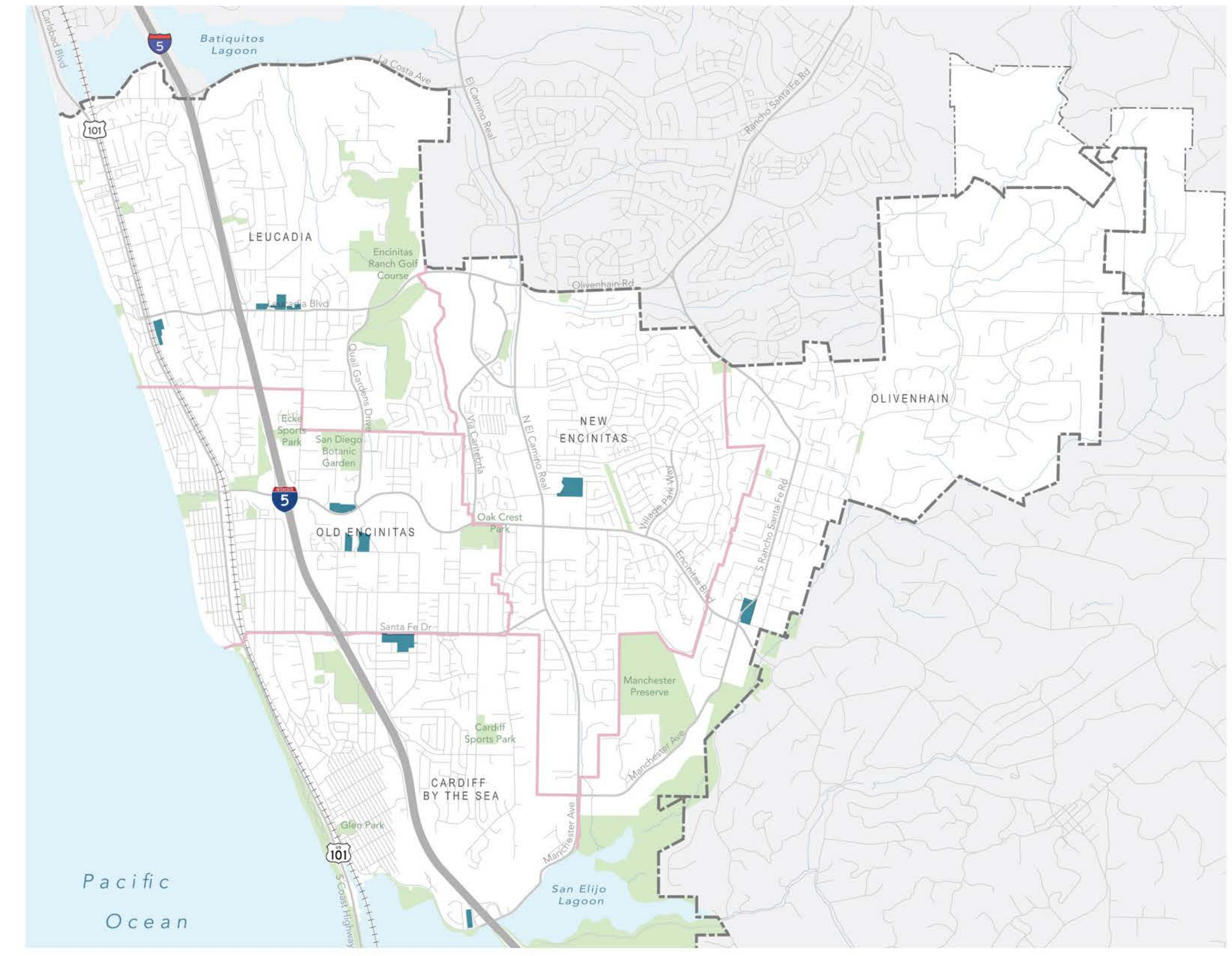
- Compatible with existing community character
- Wide range of housing choices that transition in height and scale to existing neighborhoods
- Improves access to commercial goods and services and transit

OTHER COMMENTS:

- New housing located on medium to large sites along three major east-west corridors
- Does not necessarily take full advantage of strengthening the sustainability and livability of Encinitas and preserving a "small town" identity with eclectic character

HIGHLY CONCENTRATED

This strategy idea accommodates necessary housing in the simplest manner to comply with State Law. Neighborhoods would primarily be three-story condo flats and apartments.



11 SITES **53** ACRES **1,284** HOUSING UNITS **3** STORIES **0** MIXED-USE SITES

BENEFITS OF THIS STRATEGY:

- Most amount of housing on the fewest sites (i.e. highest density)
- Accommodates minimum housing needs for the city, in terms of meeting State Law.
- Creates new housing efficiently because it is not mixed with commercial land uses

OTHER COMMENTS:

- Limited variety of housing choices
- Transitions to existing neighborhoods not as smooth
- Requires higher density, which may diminish existing community character in highly sensitive areas

5B READY-MADE HOUSING STRATEGIES

DECIDE WHERE FUTURE HOUSING SHOULD BE LOCATED



NEW ENCINITAS OVERVIEW

New Encinitas is centrally located in the City and generally extends west from Via Cantabria (west boundary) towards Rancho Santa Fe Road to the east. Most of New Encinitas' residential neighborhoods include suburban housing styles typical of the 1980s and 1990s.

The community's central commercial corridor is El Camino Real, an arterial road that extends from Manchester Avenue to the south to the City's northern boundary. Commercial development along the corridor (north of Encinitas Blvd.) includes "big box" retail and auto-oriented strip commercial centers occupied by a combination of local and national retailers.

The community's residential areas were mainly developed through Planned Residential Developments (PRDs) and are generally characterized by lower density single-family neighborhoods, with pockets of medium-density single-family and multifamily residential (R11, R15 and R25). A greenway traverses portions of the community, providing nearly uninterrupted open space. New Encinitas is primarily zoned for attached and detached single-family residential (R5 and R8). Many streets in the residential neighborhoods are not connected to discourage through-traffic and force automobiles onto major thoroughfares.



NEW ENCINITAS PLANNING AREA

19%
OF CITY LAND
(2,380 ACRES)

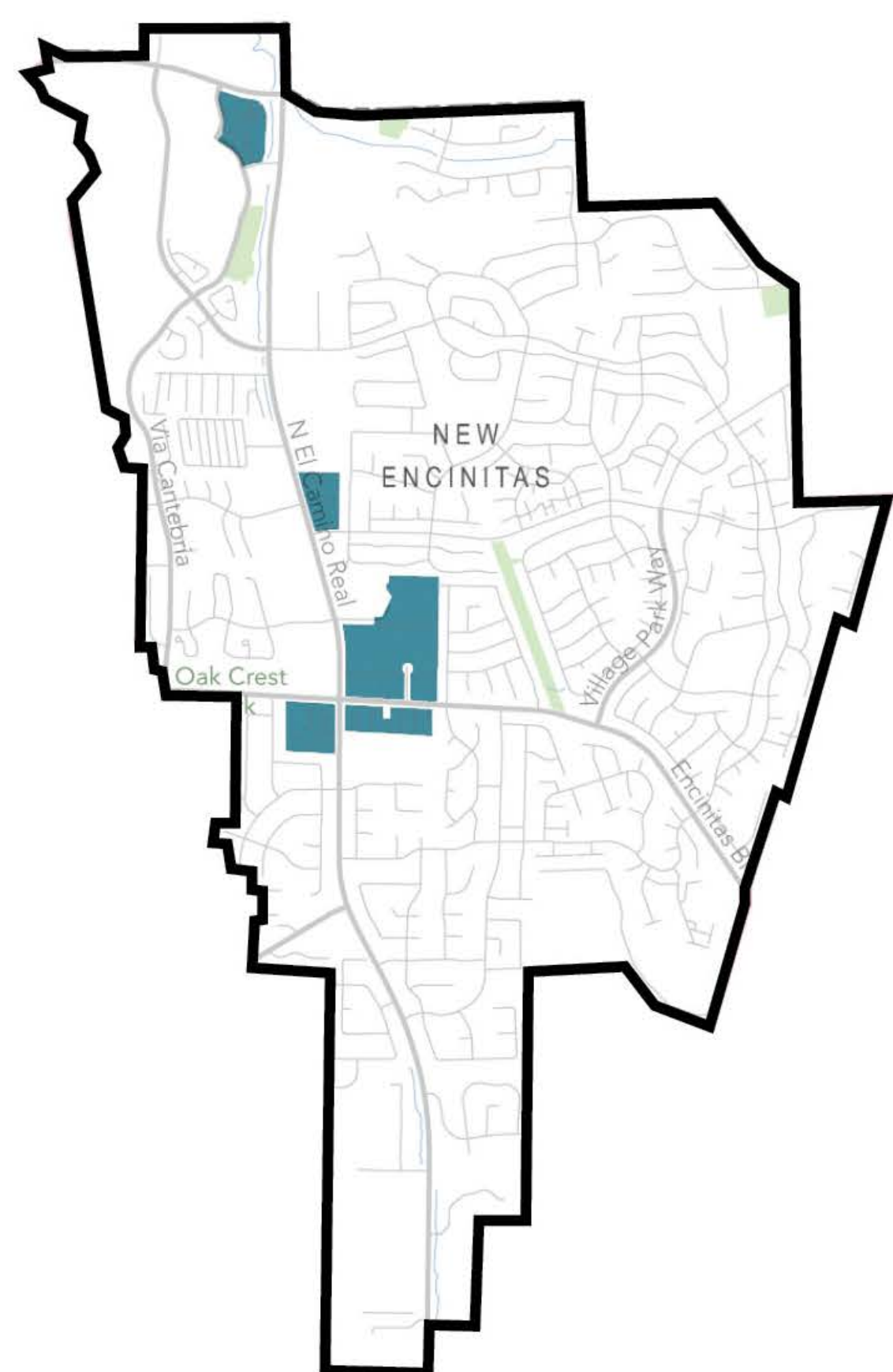
25%
OF CITY HOUSING UNITS
(6,166 UNITS)

NEW ENCINITAS AMENITY PROXIMITY

11%
OF HOUSEHOLDS ARE WITHIN
1/4 MILE OF AN ACTIVE PARK
WITHOUT PEDESTRIAN BARRIERS
(I.E. RAILROADS OR FREEWAY)

70%
OF HOUSEHOLDS ARE
WITHIN 0.6 MILES OF A
PUBLIC SCHOOL

NEW ENCINITAS POTENTIAL SITES



Based on the dispersed approach to accommodating housing throughout the city, **New Encinitas** needs to accommodate about **24%** of the share, or a **target of 308 housing units**, to meet state requirements. The map to the left includes all viable sites for future housing in New Encinitas. The following page has suggested strategies, however there is also a "build your own" activity as well, which can be completed with the online tool.

308
HOUSING UNITS
TARGETED

NEW ENCINITAS LAND USE BREAKDOWN

75%
SINGLE FAMILY
RESIDENTIAL

12%
COMMERCIAL
AND OFFICE

6%
OPEN SPACE
OR PARKS

2%
EXCLUSIVE
MULTI-FAMILY
RESIDENTIAL

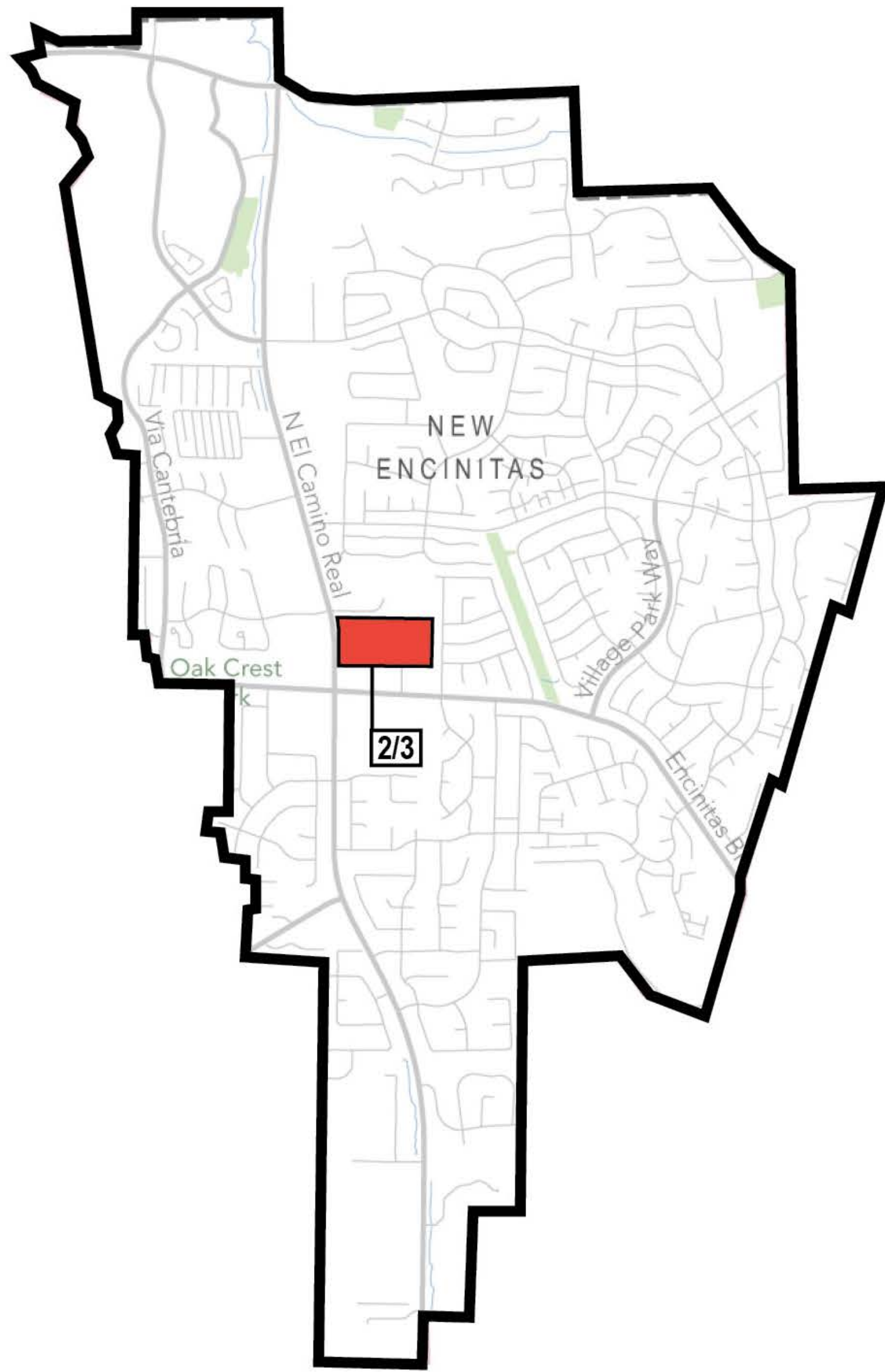
5^C READY-MADE HOUSING STRATEGIES

DECIDE WHERE FUTURE HOUSING SHOULD BE LOCATED



MIXED USE PLACES

This location, at the intersection of El Camino Real and Encinitas Boulevard, allows appropriately scaled multi-family housing as well as mixed use buildings on a commercial site where use of bike, walk, and transit networks can be maximized. This strategy focuses a mix of uses on one site to create a walkable, mixed use place for New Encinitas.



1 SITE
18 ACRES
262 HOUSING UNITS
2&3 STORIES
1 MIXED-USE SITE

LEGEND:

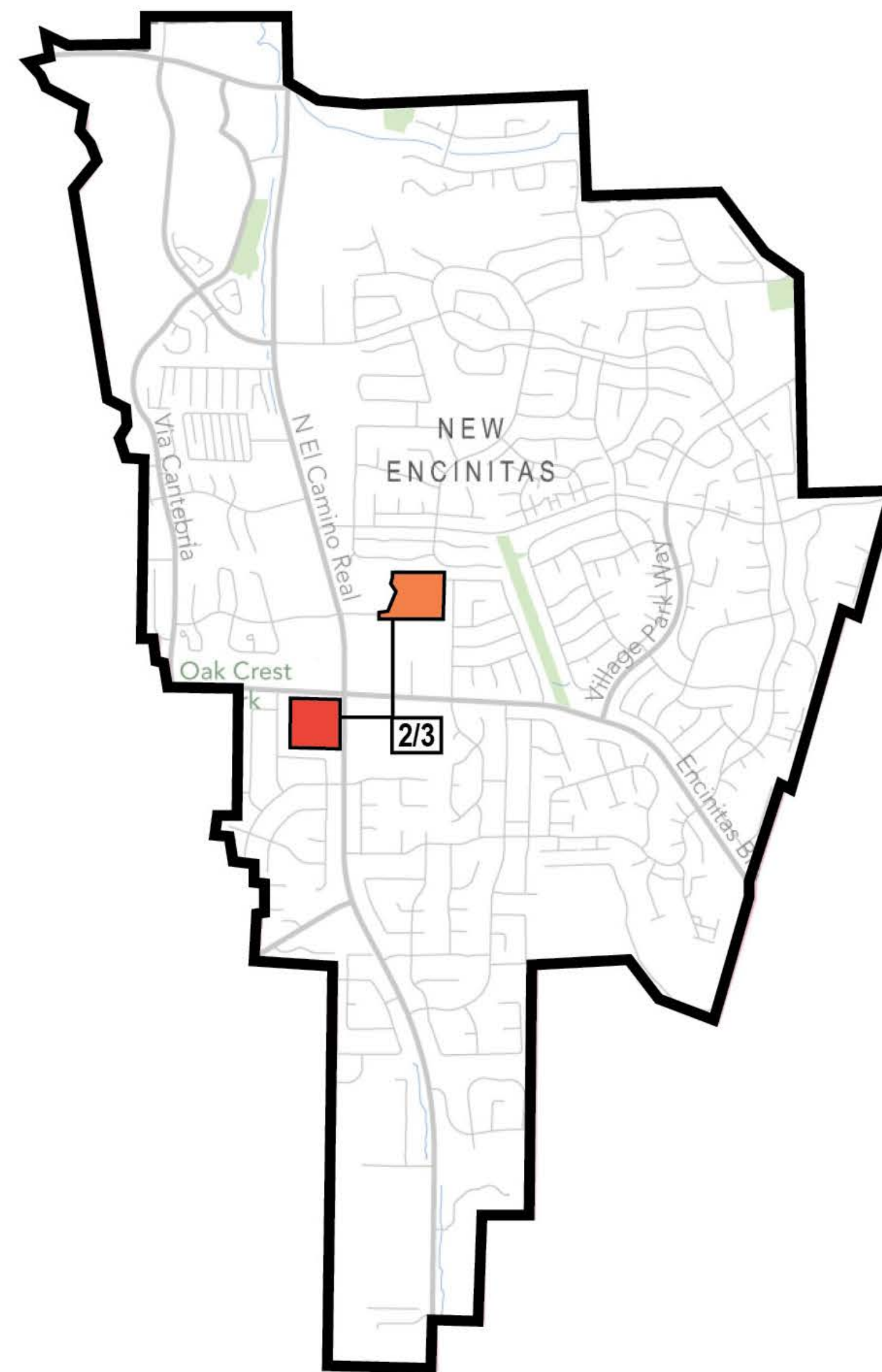
NEIGHBORHOOD CENTER/
MIXED USE - LARGE SITE

2 & 3-STORIES



MAJOR CORRIDORS

Housing is generally grouped in two sections along El Camino Real's commercial corridor. More neighborhood residential uses will support nearby services and help create a village-like atmosphere with diverse street level activity.



2 SITES
19 ACRES
335 HOUSING UNITS
2&3 STORIES
1 MIXED-USE SITE

LEGEND:

NEIGHBORHOOD CENTER/
MIXED USE - LARGE SITE

2 & 3-STORIES



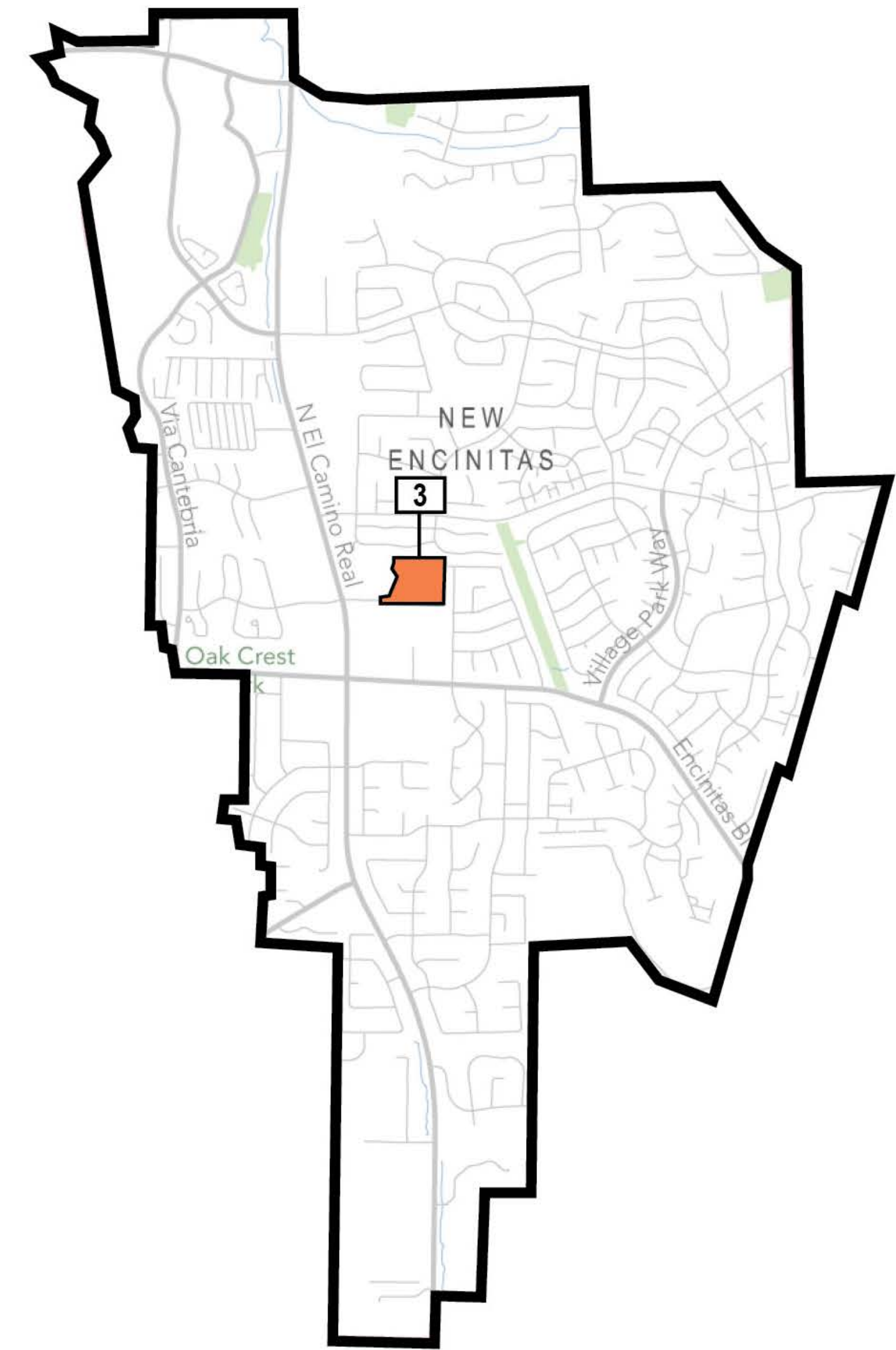
RESIDENTIAL INFILL -
MEDIUM TO LARGE SITE

2 & 3-STORIES



HIGHLY CONCENTRATED

Housing is concentrated on one large site northeast of El Camino Real and Encinitas Boulevard intersection. This increases housing density while reducing the area of this community that needs zone changes.



1 SITE
10 ACRES
250 HOUSING UNITS
3 STORIES
0 MIXED-USE SITES

LEGEND:

RESIDENTIAL INFILL -
MEDIUM TO LARGE SITE

3-STORIES

