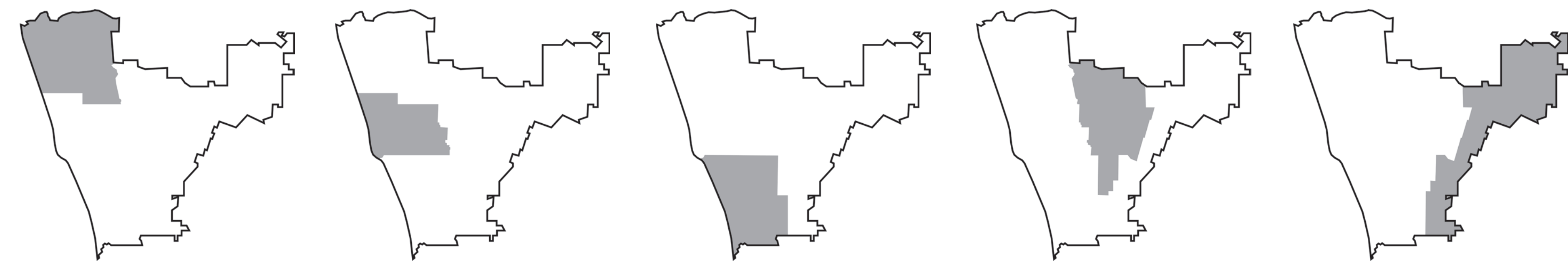


# 5A READY-MADE HOUSING STRATEGIES

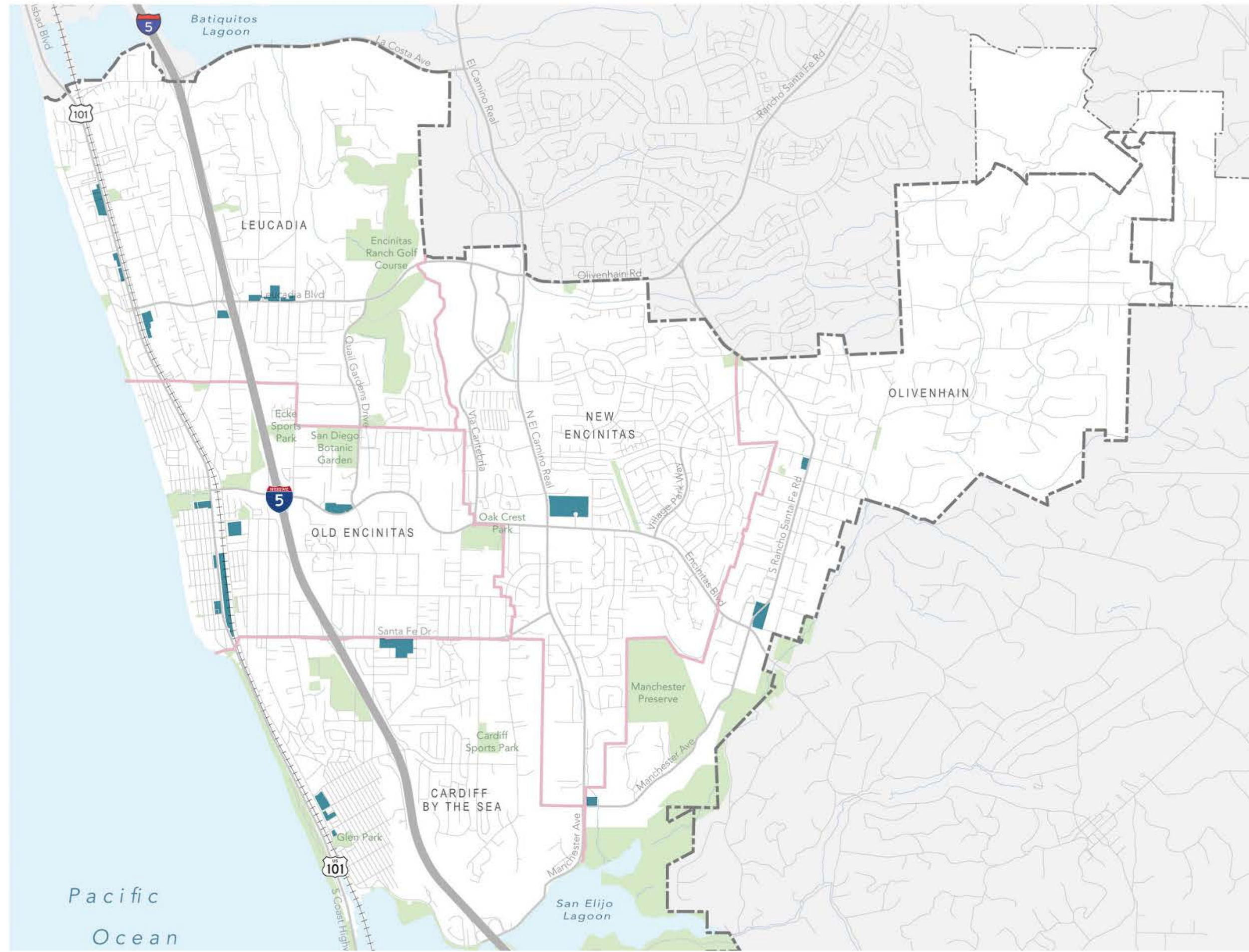
## DECIDE WHERE FUTURE HOUSING SHOULD BE LOCATED



**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:

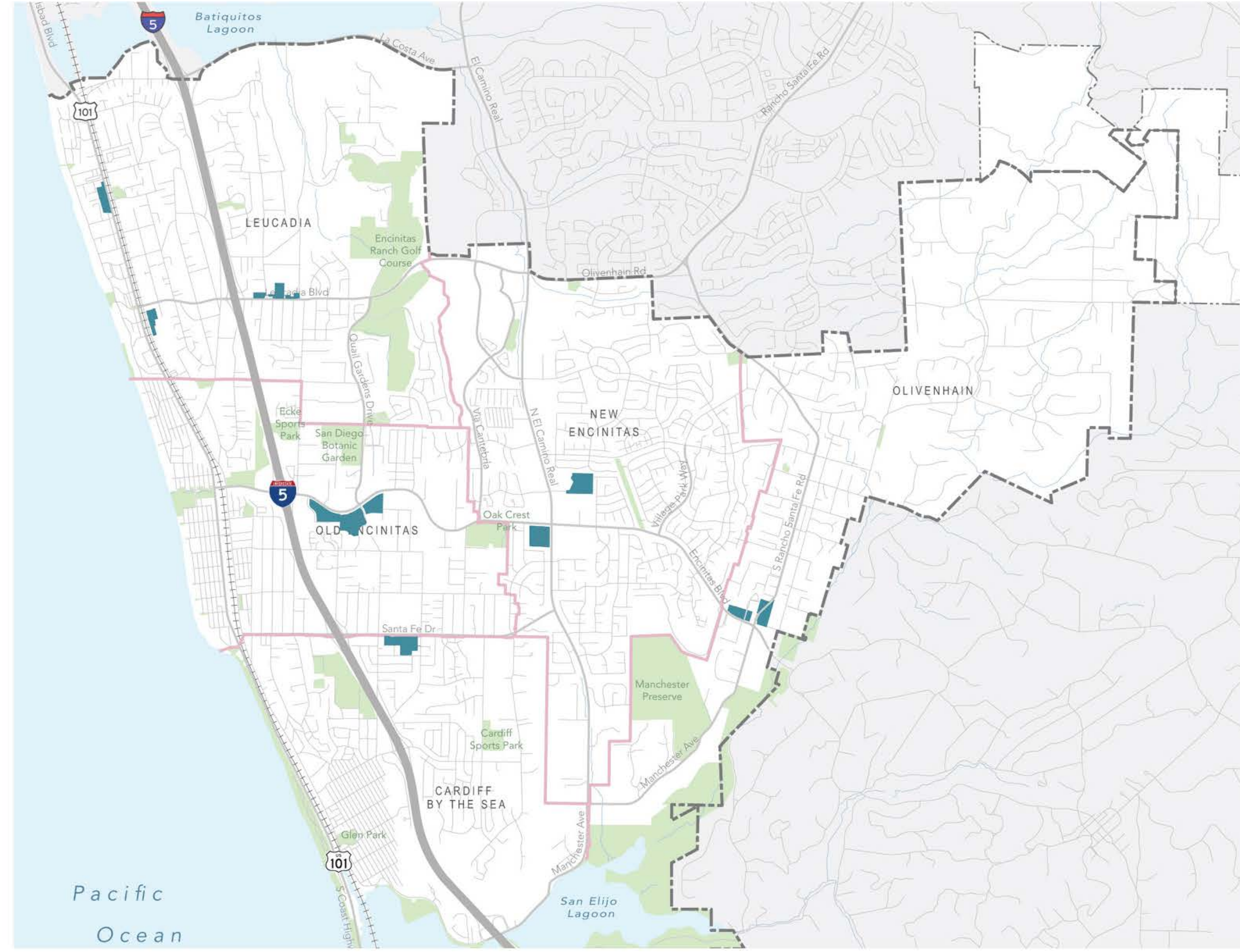
- Compatible with existing community character
- Mix of land use and size types that enhance livability and preserve the City's "small town" identity
- Mixed use places in all 5 communities
- Many opportunities for small-scale employment growth within commercial part of mixed-use

#### 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:

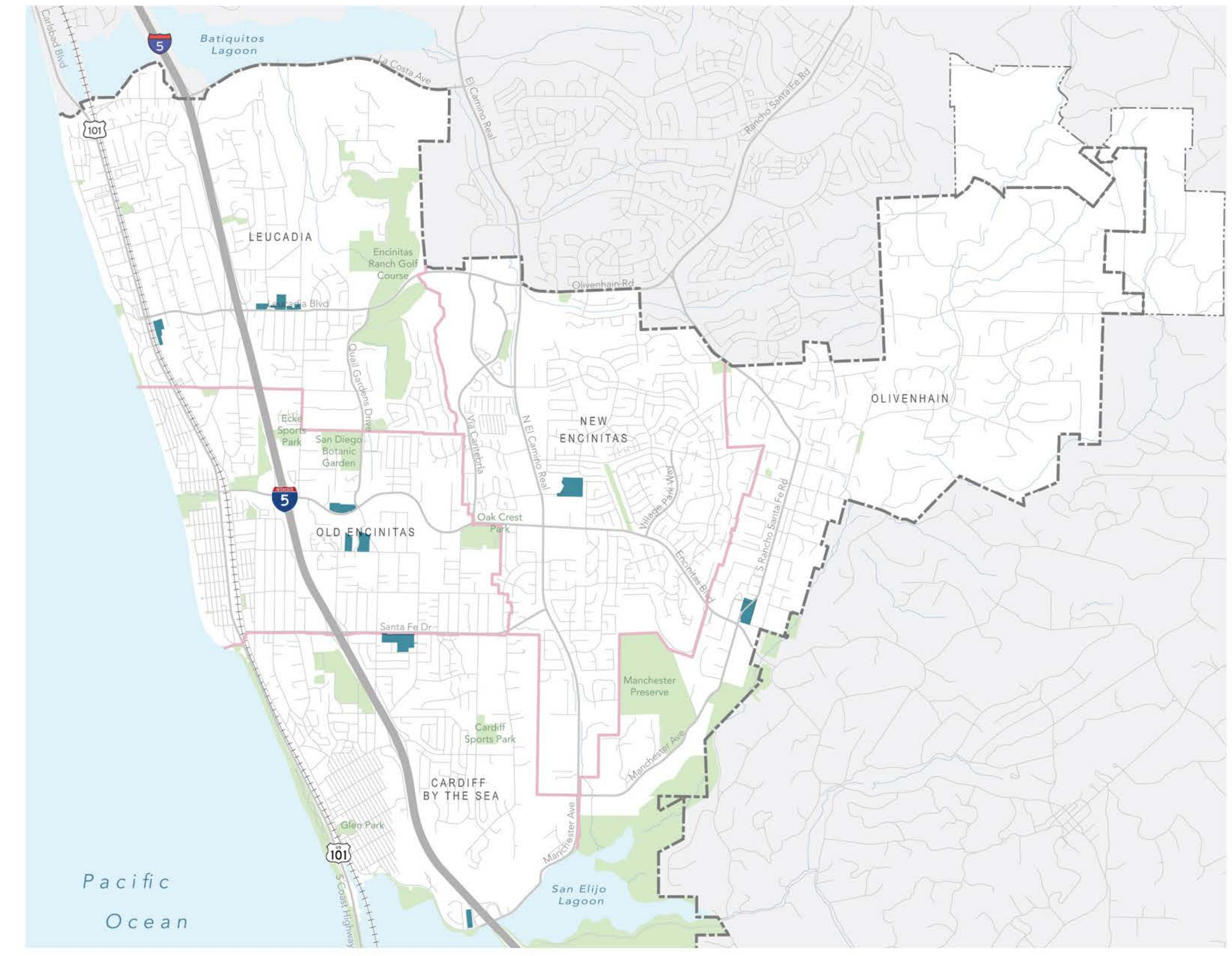
- Compatible with existing community character
- Wide range of housing choices that transition in height and scale to existing neighborhoods
- Improves access to commercial goods and services and transit

#### 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



### OLD ENCINITAS OVERVIEW

Old Encinitas has a variety of park, public and residential uses located along its Pacific coastline. A commercial corridor is located along Coast Highway 101, with additional commercial uses extending eastward along Encinitas Boulevard from Coast Highway 101 past Quail Gardens Drive. Moonlight State Beach is adjacent to downtown and Swami's Beach is on the south end of downtown.

The western side of Coast Highway 101, north of Moonlight Beach, is lined with auto-oriented commercial and general retail uses. However, some of the commercial development in this area has retail and office uses without storefront parking. South of Moonlight Beach, commercial and retail development is on both sides of the highway, creating a vibrant and pedestrian-oriented shopping district featuring restaurants, offbeat sidewalk cafes, salons, boutiques, clothing and specialty shops.

Residential zoning in Old Encinitas is high density along the coast (R-15 and R-25), and high, medium and low density east of Coast Highway 101 and I-5, where residential zoning ranges from RR-1 to R-25.



### OLD ENCINITAS PLANNING AREA

13%  
OF CITY LAND  
(1,656 ACRES)

21%  
OF CITY HOUSING UNITS  
(5,141 UNITS)

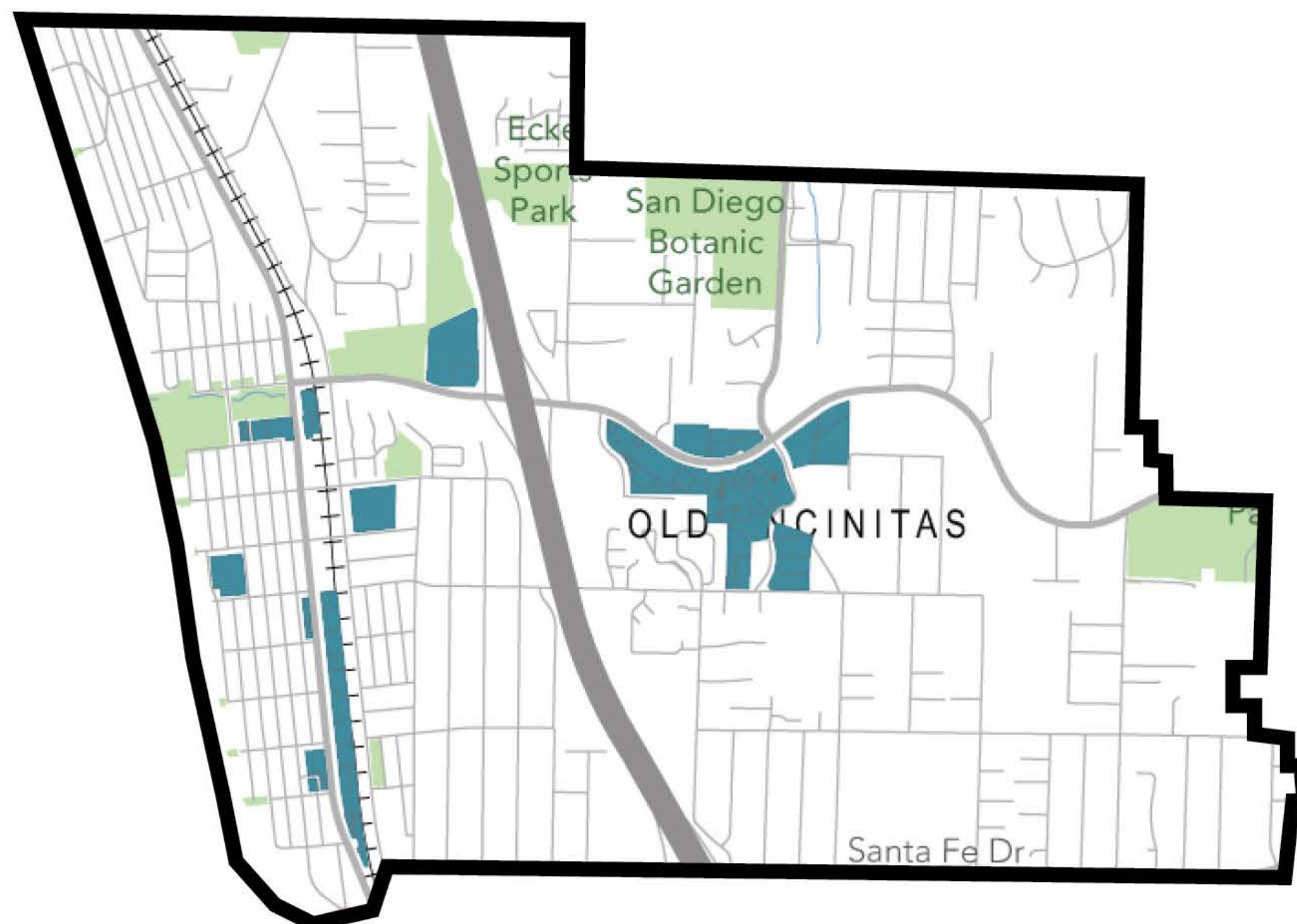
### OLD ENCINITAS AMENITY PROXIMITY

55%  
OF HOUSEHOLDS ARE WITHIN  
1/4 MILE ACCESS TO AN ACTIVE PARK  
WITHOUT PEDESTRIAN BARRIERS  
(I.E. RAILROADS OR FREEWAY)

39%  
OF HOUSEHOLDS ARE  
WITHIN 0.6 MILES OF A  
PUBLIC SCHOOL

### OLD ENCINITAS POTENTIAL SITES

Based on the dispersed approach to accommodating housing throughout the city, Old Encinitas needs to accommodate about 23% of the share, or a target of 295 housing units, to meet state requirements. The below map includes all potential sites for future housing in Old 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



295  
HOUSING UNITS  
TARGETED

### OLD ENCINITAS LAND USE BREAKDOWN

55%  
SINGLE FAMILY  
RESIDENTIAL

12%  
COMMERCIAL  
AND OFFICE

8%  
OPEN SPACE  
OR PARKS

6%  
EXCLUSIVE  
MULTI-FAMILY  
RESIDENTIAL

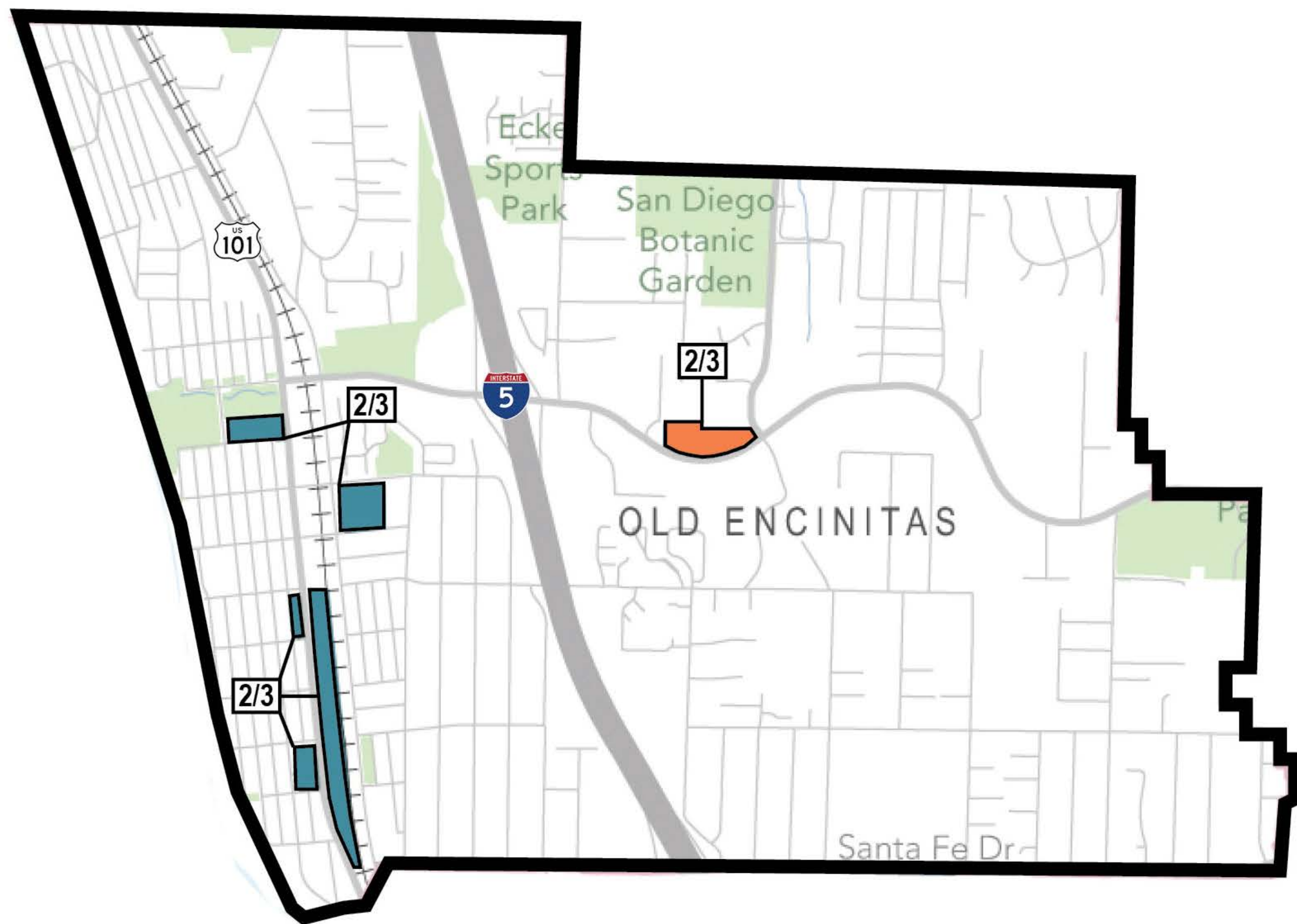
# 5c READY-MADE HOUSING STRATEGIES

## DECIDE WHERE FUTURE HOUSING SHOULD BE LOCATED



### 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.



**6** SITES    **22** ACRES    **358** HOUSING UNITS    **2&3** STORIES    **5** MIXED-USE SITES

#### LEGEND:

MAIN STREET/MIXED USE - SMALL SITE

RESIDENTIAL INFILL - MEDIUM TO LARGE SITE

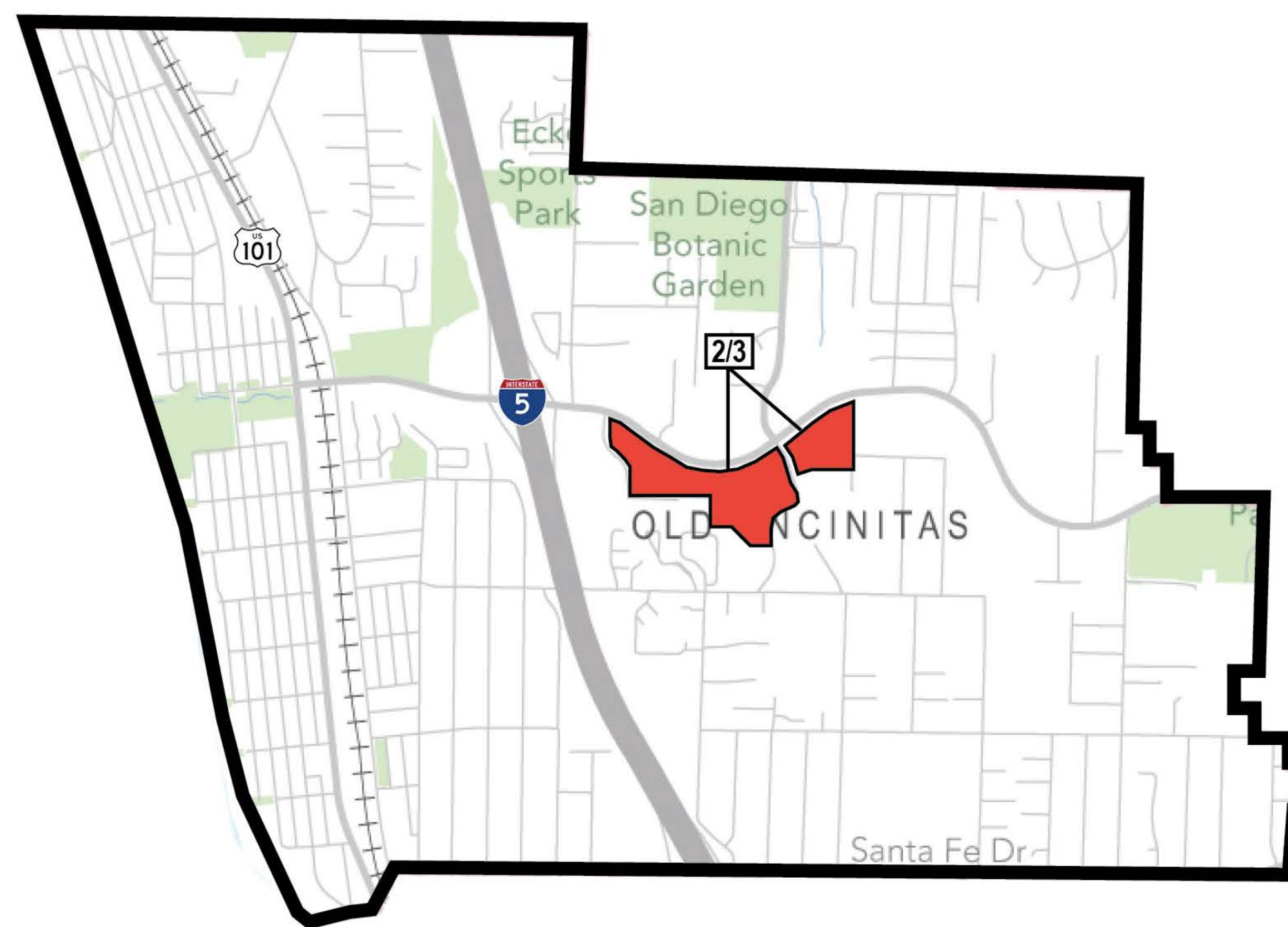
2 & 3-STORIES

2 & 3-STORIES



### 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.



**2** SITES    **27** ACRES    **370** HOUSING UNITS    **2&3** STORIES    **2** MIXED-USE SITES

#### LEGEND:

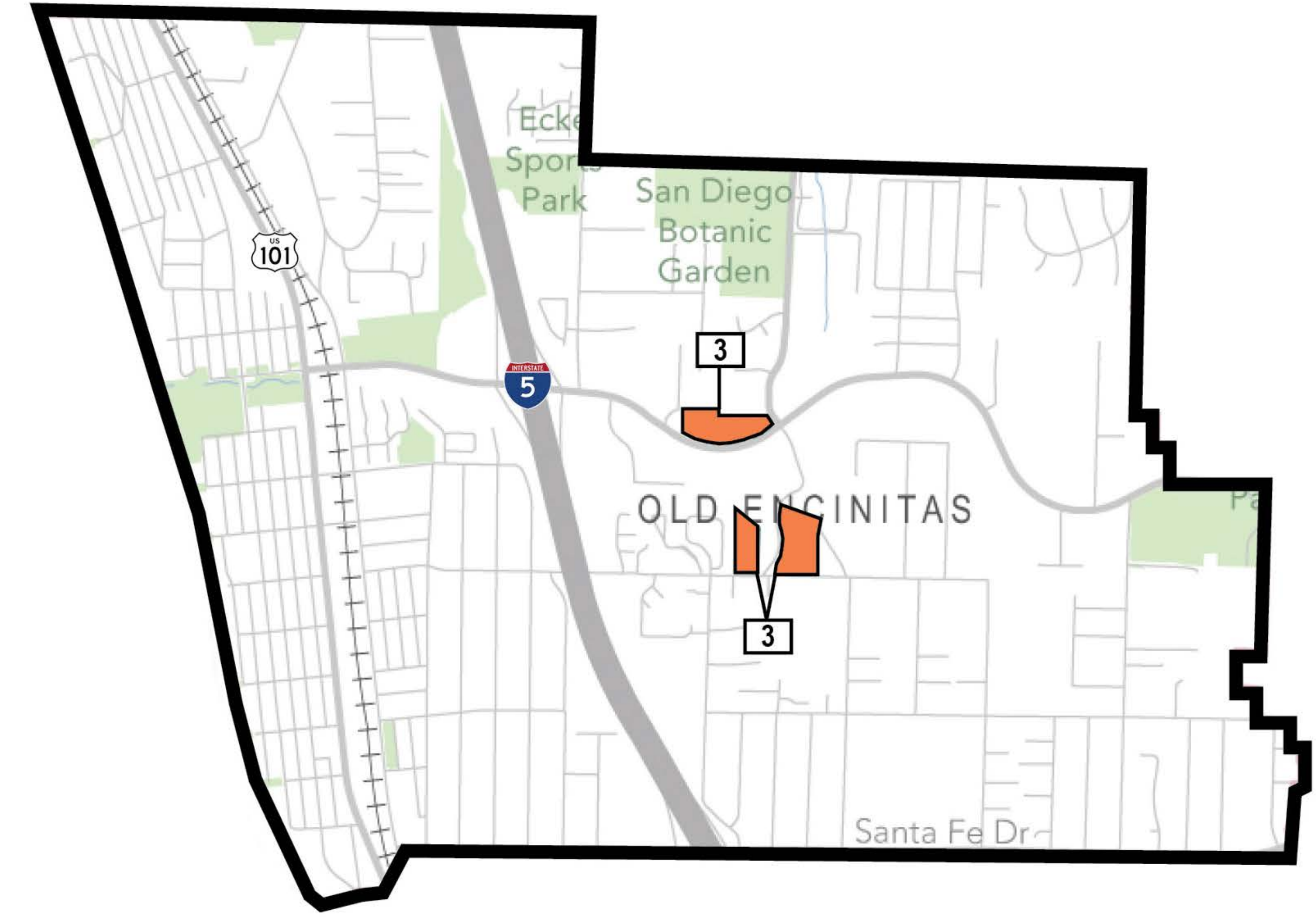
NEIGHBORHOOD CENTER/MIXED USE - LARGE SITE

2 & 3-STORIES



### 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.



**3** SITES    **13** ACRES    **289** HOUSING UNITS    **3** STORIES    **0** MIXED-USE SITES

#### LEGEND:

RESIDENTIAL INFILL - MEDIUM TO LARGE SITE

3-STORIES

