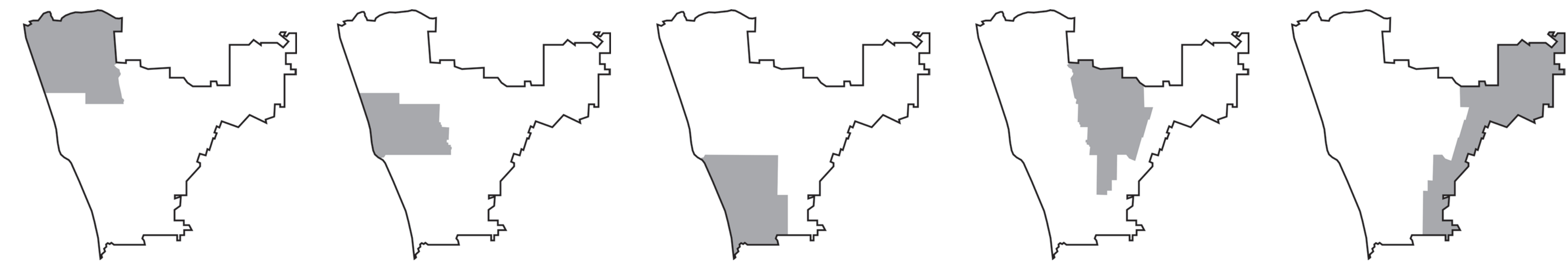


6 ENGAGE ONLINE AT E-TOWN HALL

WE WANT YOUR INPUT



YOUR VOICE COUNTS!



This year the City of Encinitas launched e-Town Hall, an online forum that allows citizens to give feedback about city topics and projects. The City of Encinitas is now using e-Town Hall to gather input about future housing in the community. This will be done with interactive maps that help citizens learn about where new housing could potentially be built—and gives them a chance to look at different types of housing that could go there, and then select the ones they like best. **This online tool will also allow citizens to offer new ideas and suggestions, which will help city staff as they create the plan for future housing in Encinitas.**

Once you have reviewed all the information in the Community Dialogue Sessions, you are equipped with making an informed decision about where future housing should go in your community. **We encourage you to use our online engagement tool, e-Town Hall, to register your preferred strategy.** You have two options:

While this online dialogue is an important part of the city's outreach to the public, it is important to note that it is intended to supplement traditional outreach, such as meetings. City staff is working to provide the public with a variety of ways to engage and share feedback, and e-Town Hall is one of the many ways that is being achieved.

- #1 - You can select a ready-made strategy (Mixed Use Places, Major Corridors, or Highly Concentrated), or
- #2 - You can build your own strategy.

Visit www.AtHomeinEncinitas.info to read what others are saying about this topic, and join the conversation.

The second option, building your own, requires a bit more time and focus, but the website allows you to individually select a viable housing site and assign a neighborhood prototype to it. You continue doing this until you meet the targeted number of housing units (and dispersed approach identified by City Council) for your community.

STEP 1: SELECT YOUR COMMUNITY

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

In 2016, there will be a ballot measure to adopt a plan for future housing in Encinitas...What do you want this plan to look like?

Introduction

Overview Cardiff Leucadia New Encinitas Old Encinitas Olivenhain

Overview

The City has begun the work to update its Housing Plan to ensure that we're prepared to meet the future housing needs of our community. Updating our Housing Plan will allow us to address the housing choices for our changing population and bring us into compliance with state law. It will provide a number of benefits to the City, protect our quality of life and save our tax dollars.

What do you want this plan to look like? Tell us in two easy steps where you want future housing and what it should look like.

- Step one...select your community
- Step two...select your favorite housing strategy (the number on the map reflects the target number of homes needed)

You can also...

- Select your favorite housing strategy in the other communities
- Describe the community characteristics you want preserved/introduced

Keep in mind that this is just a plan; an opportunity to provide a diversity of housing choices...the City will not be building homes, nor are there any time requirements for when homes need to be built. The decision to build is entirely up to the property owner.

To learn more on topics such as how the housing numbers were determined, how the housing sites were selected, and what this housing could look like, select the logo or visit us at www.AtHomeinEncinitas.info

Old Encinitas

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

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

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!

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 sites and then tell us what housing type should be applied there. Since the share of housing units for Old Encinitas is approximately 295 houses, your strategy must accommodate roughly that many.

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 standards 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.

Read about each plan, scroll through the carousel of images, then select your favorite and tell us why. Or, browse through more options to share your input on [housing policy in Encinitas here](#).

MIXED USE PLACES

This strategy idea 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 101 on sites currently zoned for it, but need the 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 Encinitas Boulevard to connect to various existing vibrant places together in this area.

About this Strategy:

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

Location

MAIN STREET/MIXED USE - SMALL SITE
RESIDENTIAL INFILL - MEDIUM TO LARGE SITE
2 & 3-STORIES

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. In this scenario, 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.

About this Strategy:

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

Location

NEIGHBORHOOD CENTER/ MIXED USE - LARGE SITE
2 & 3-STORIES

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. 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 fewest sites (highest density of the options)
- Limited variety of housing choices
- Transitions to existing neighborhoods not as smooth

Location

RESIDENTIAL INFILL - MEDIUM TO LARGE SITE
3-STORIES

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 below and watch your progress toward approximately 295 Units. Or, browse through more options to share your input on [housing policy in Encinitas here](#).

Site	Units
1	21
2	37
3	0
4	165
5	
6	
7	
8	
9	
10	
11	
Total:	223

So far, you selected... 76%

Other ideas about land uses and/or sites in Old Encinitas? Describe them [here](#).

Which is your preferred housing type for Old Encinitas Site 2?

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

Neighborhood Center/Mixed Use - Large Site, 3 Stories (109 units)

No New Housing Units on this Site

No New Housing Units on this Site