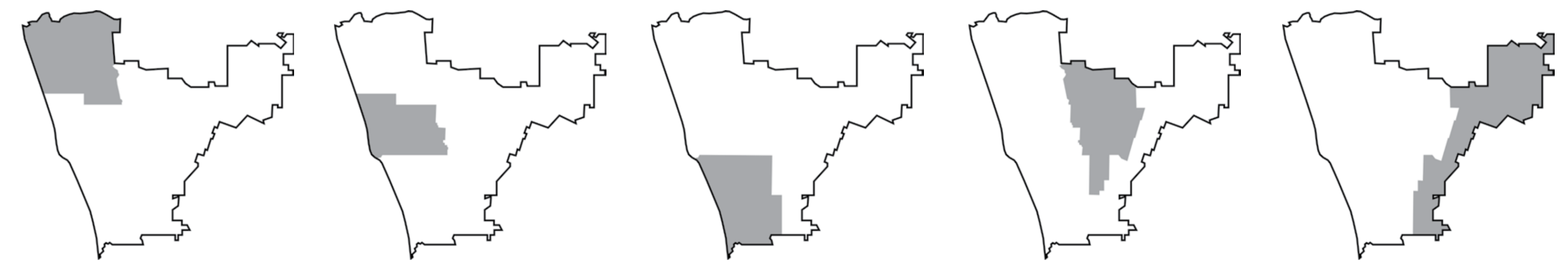
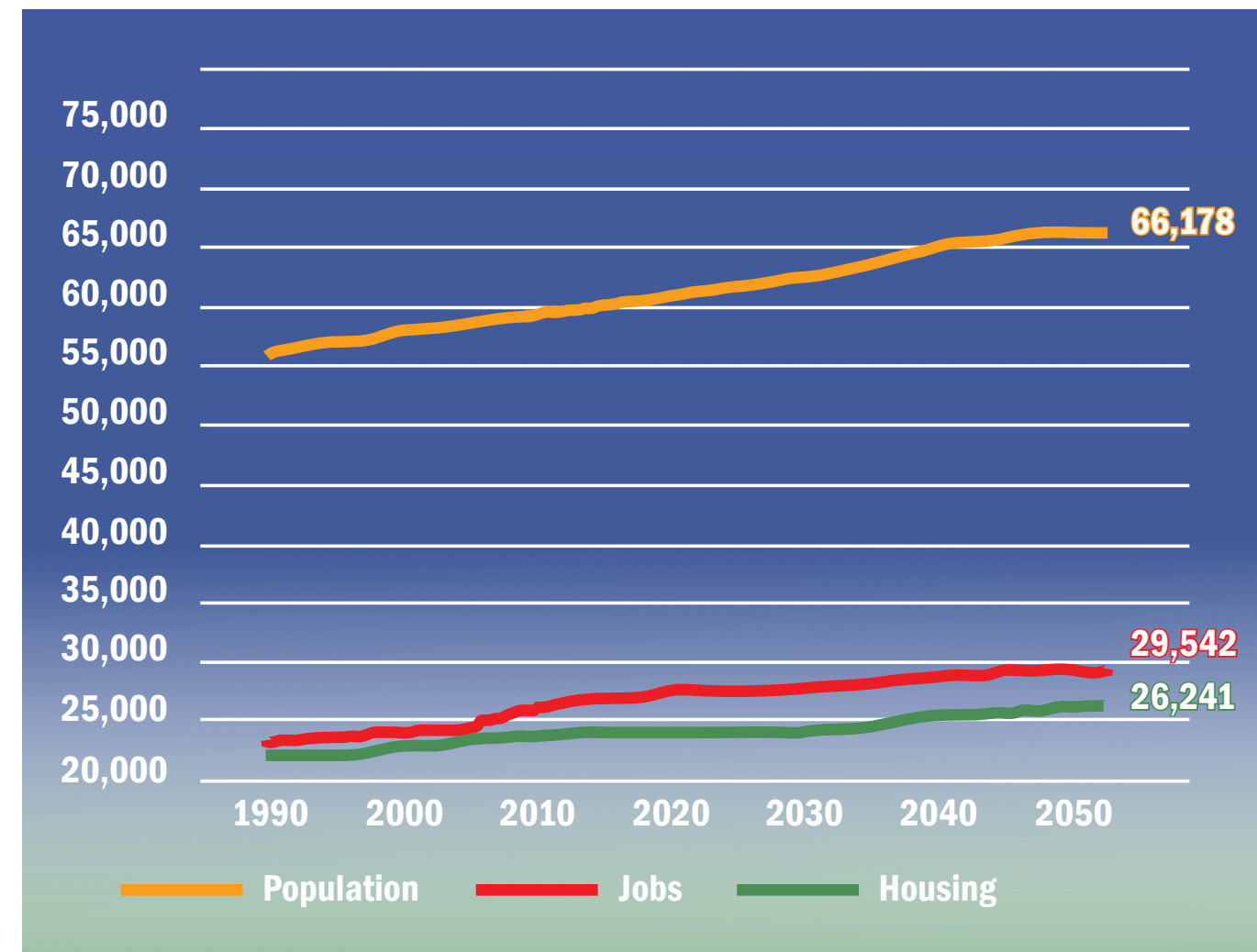


1A INFORM

WHY WE NEED TO PLAN FOR FUTURE HOUSING



WHY DO WE NEED A HOUSING PLAN?



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.

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.
- General Plan vulnerability.

1B INFORM

WHERE FUTURE HOUSING SITES WILL BE LOCATED



WHAT HAS BEEN THE PROCESS FOR IDENTIFYING APPROPRIATE HOUSING SITES?

1. IDENTIFY LAND BASED ON BEST PRACTICES FOR COMMUNITY PLANNING AND DESIGN

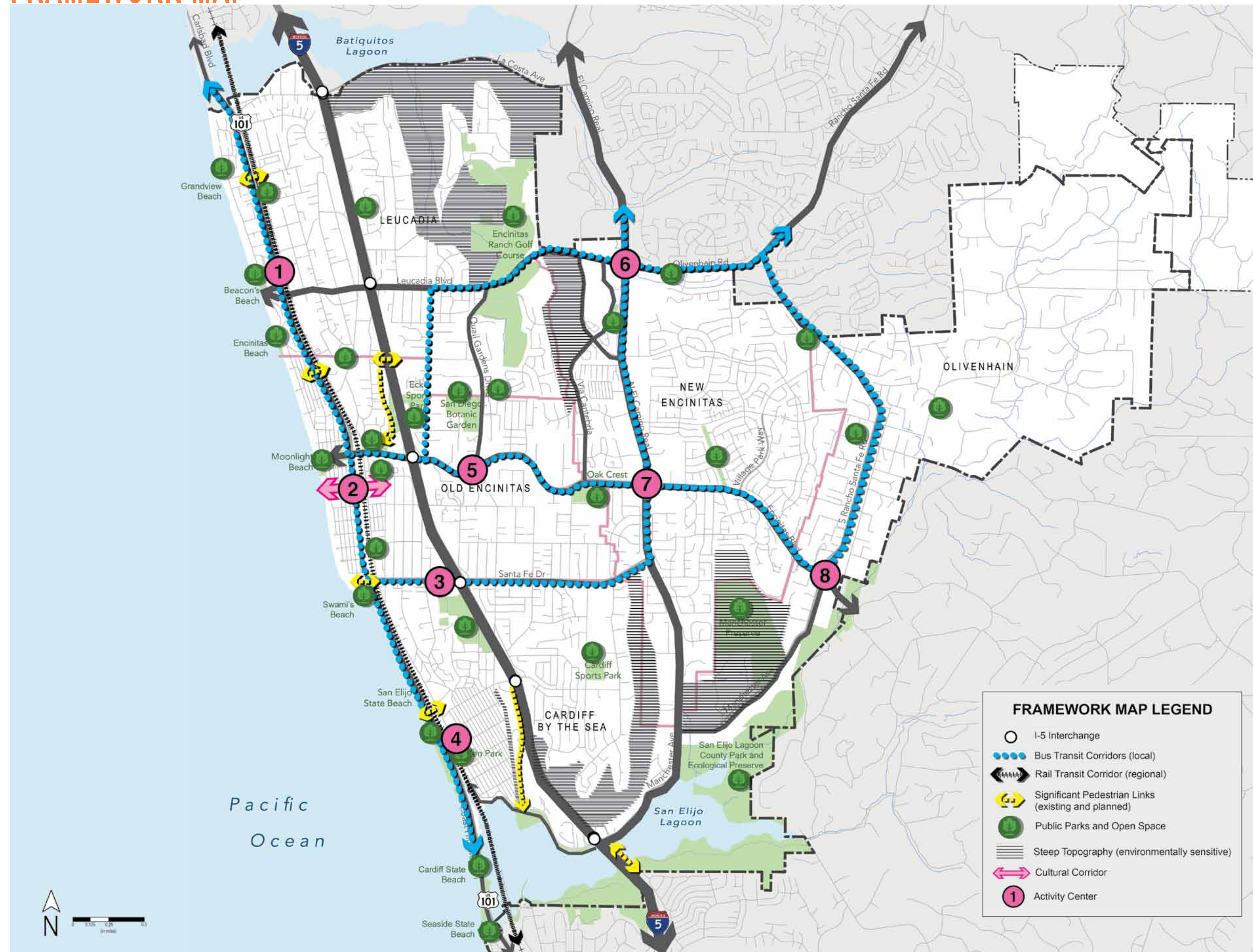
Per the State Department of Housing and Community Development (HCD), Encinitas' goal for meeting housing needs is housing 1,283 units.

Multiple factors were used to determine the ideal location for new housing sites, including:

- Livability
- Access to Jobs and Transit
- Outdoor Recreation
- Existing Utilities Capacity
- Construction Costs
- Environmental Sensitivity

The Framework Map below shows the mapping of these considerations.

FRAMEWORK MAP

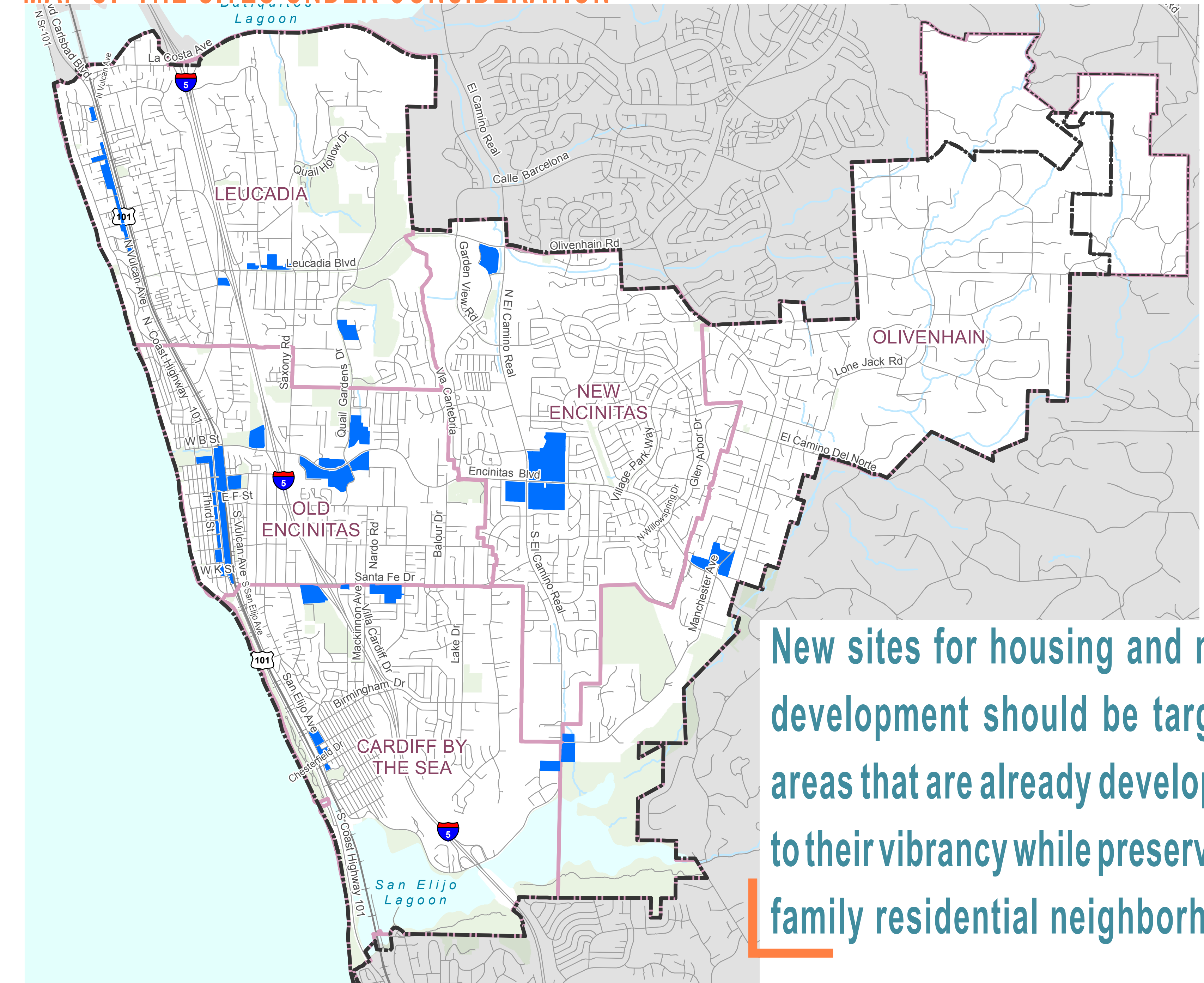


2. SELECT SPECIFIC FUTURE HOUSING SITES

The second step identified specific sites based on the location and framework analysis. These "viable housing sites" are identified in blue in the map below. When comparing the two maps side-by-side, it is apparent that many of the viable housing sites are located in or near the city's key, "activity centers" (shown as pink circles on the Framework Map). This suggests that new sites for housing and mixed use development should be targeted into areas that are already developed to add to their vibrancy while protecting single family residential neighborhoods.

All of these viable housing sites represent only about two percent of the City. However, less than that is needed to accommodate the required amount of housing.

MAP OF THE SITES UNDER CONSIDERATION



New sites for housing and mixed use development should be targeted into areas that are already developed to add to their vibrancy while preserving single family residential neighborhoods.

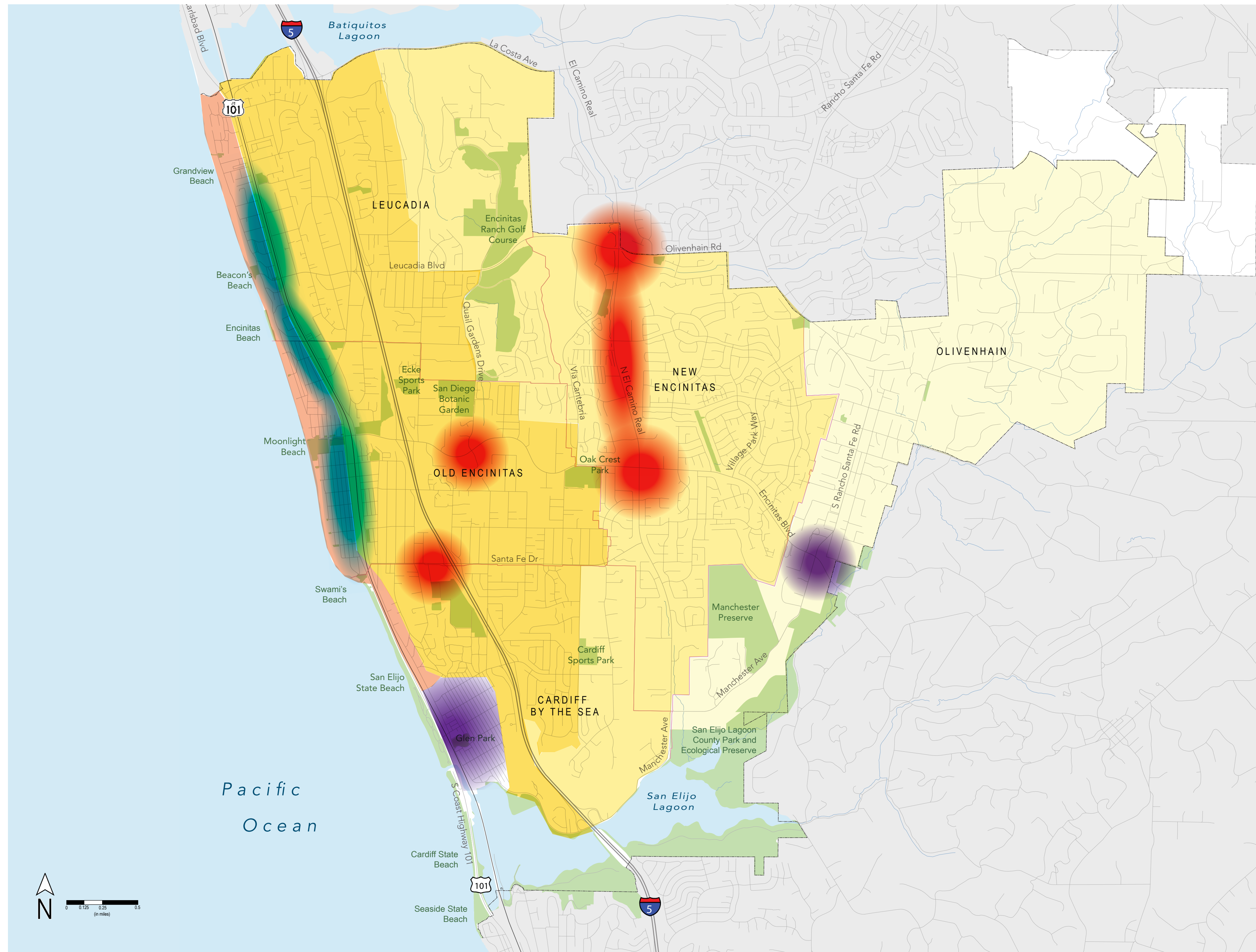
1c INFORM

HOW TO MAINTAIN COMMUNITY CHARACTER



COMMUNITY CHARACTER CONTEXT

Encinitas is made up of five district communities. In addition to the individuality of the different communities, various “community character” contexts exist citywide. The previous Community Dialogue Sessions resulted in the identification of various development characteristics and grouped them into “primarily residential” and “primarily mixed use” contexts. The map below shows them mapped citywide and the matrix identifies which community character contexts exist within each community.



PRIMARILY RESIDENTIAL:

- Coastal Residential
- Inland Residential-Gridded
- Inland Residential-Curvilinear
- Rural Residential Neighborhood

PRIMARILY MIXED USE:

- Main Street Corridor
- Village Center
- Neighborhood Center

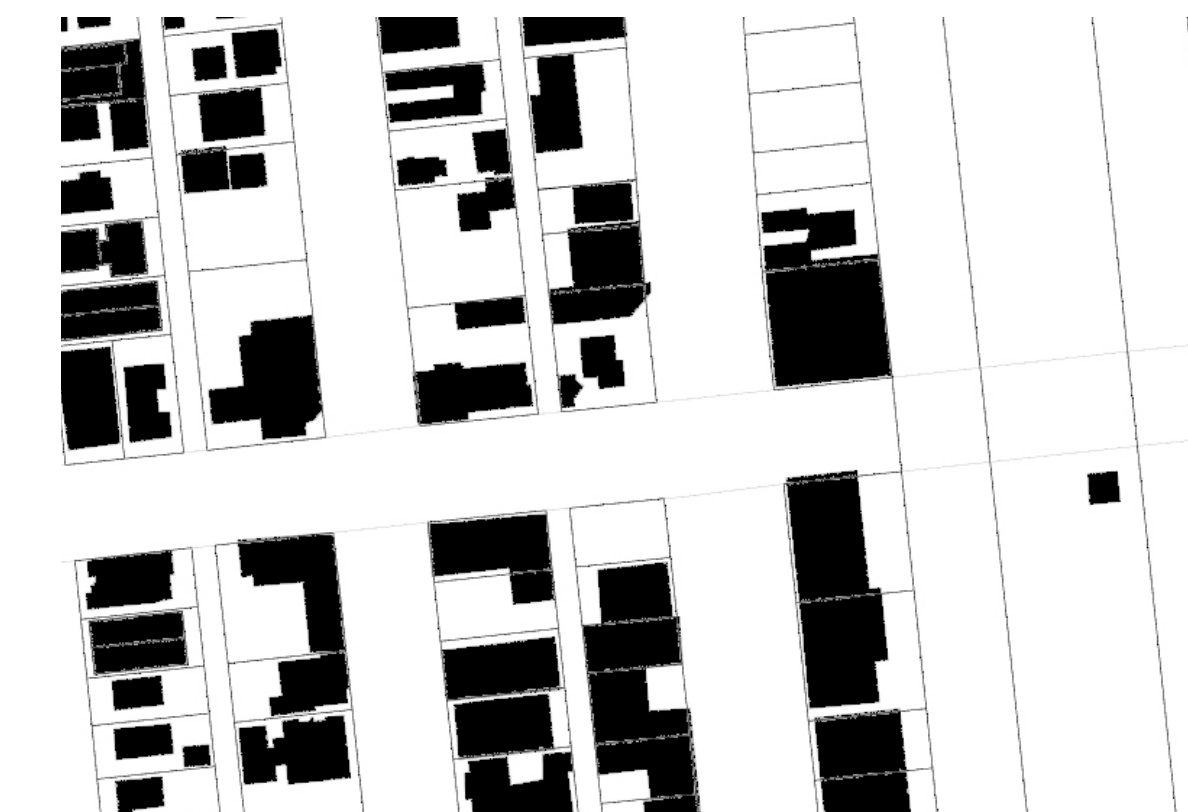
LEUCADIA	•	•	•	•	•	•	•
OLD ENCINITAS	•	•	•	•	•	•	•
CARDIFF	•	•	•	•	•	•	•
NEW ENCINITAS	•	•	•	•	•	•	•
OLIVENHAIN	•	•	•	•	•	•	•

LINKING HOUSING WITH COMMUNITY CHARACTER CONTEXTS

Primary objectives are to preserve established single family neighborhoods and concentrate new growth into primarily mixed use areas of the city, where the capacity to support new housing exists. These areas also would benefit from the synergy of adding more housing and mixed-use choices. These areas are defined with three community character contexts:

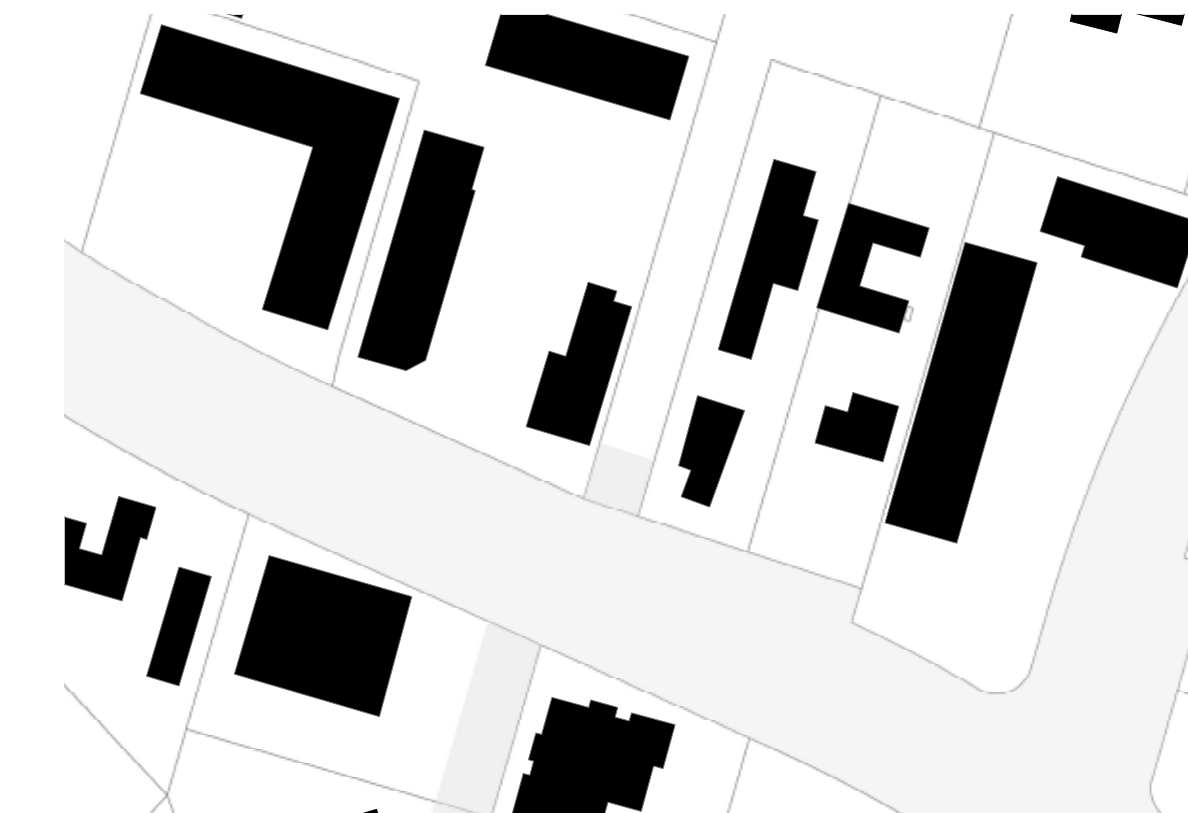
MAIN STREET CORRIDOR

This context exists along Highway 101 in Old Encinitas and Leucadia. Properties are limited in depth and existing uses include a mixture of commercial and residential. The street-level for most of this context is animated with active uses such as retail and restaurants. This spine acts as the “main street” for the entire community.



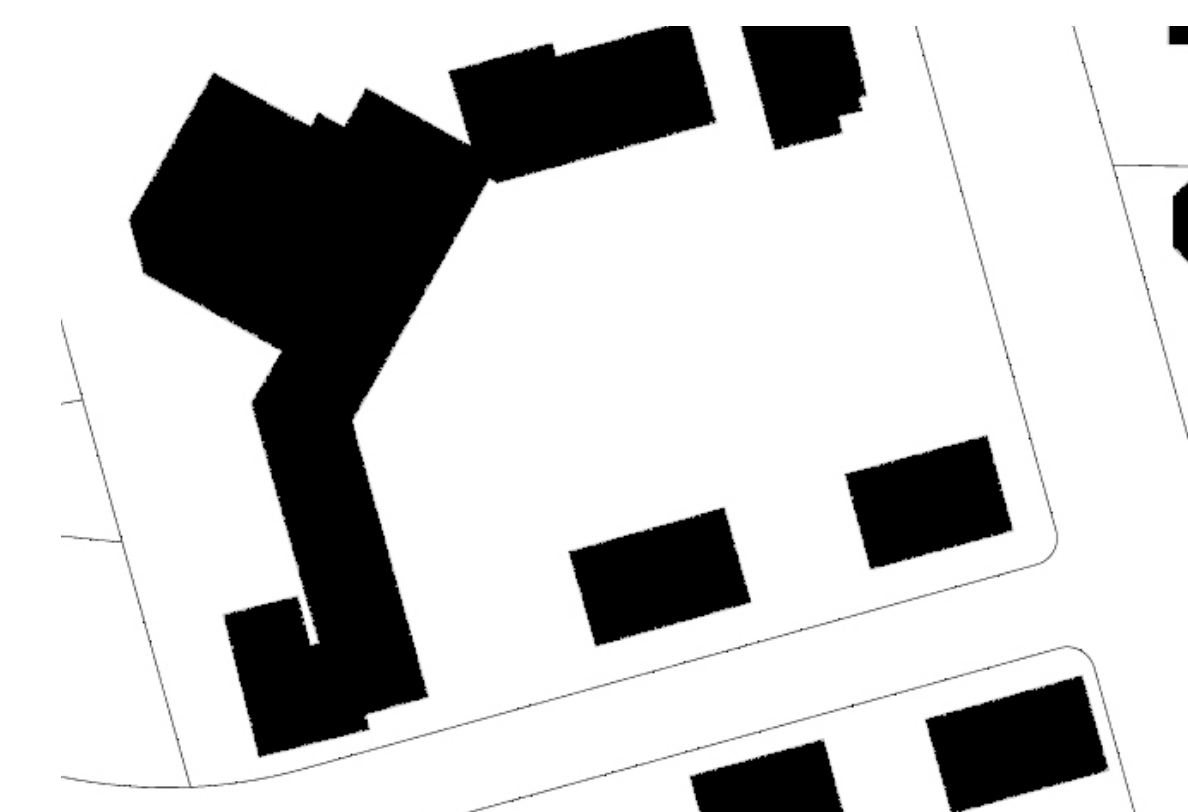
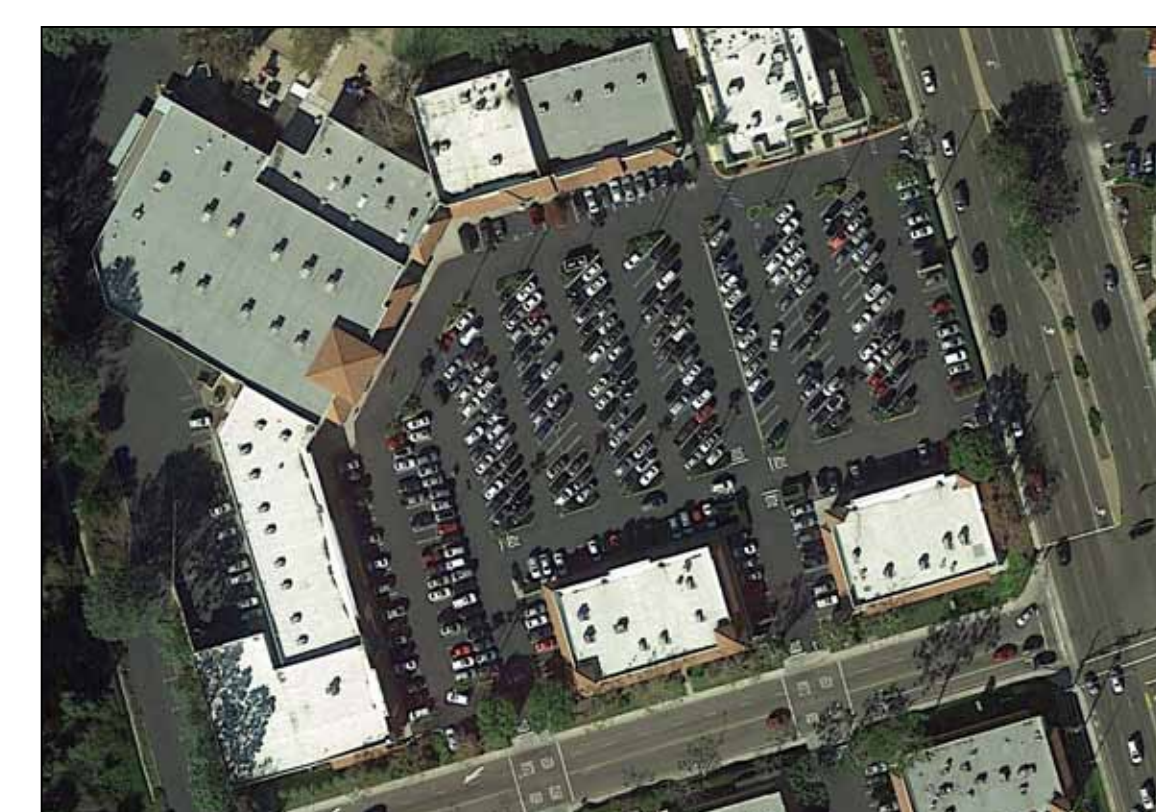
VILLAGE CENTER

This context exists in Cardiff and Olivenhain. Properties vary in size and dimension. Various uses are present and much of this context includes clusters of buildings with plazas or open space connecting them.



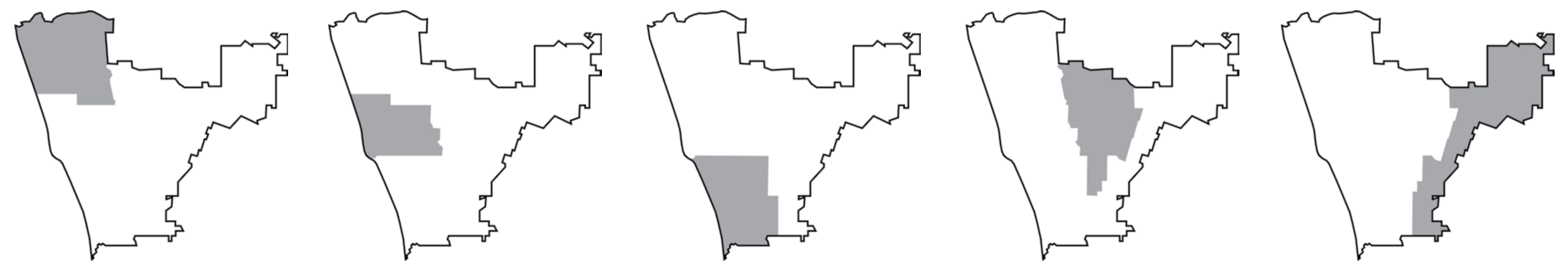
NEIGHBORHOOD CENTER

This context exists along major corridors. It consists of primarily large commercial parcels which have high potential for redevelopment into mixed-use places.



1D INFORM

WHAT HOUSING OPTIONS WILL BE AVAILABLE



WHAT TYPES OF HOUSING CAN WE EXPECT?

The Housing Plan update process aims to satisfy state requirements while also maintaining existing community character and enhancing the overall quality of life for Encinitas residents. There is no one-size-fits-all approach to meeting state requirements. The Housing Plan will encourage a mix of housing types that fit a variety of income ranges in order to promote complete neighborhoods where singles, young professionals, families, and seniors are all welcome. The variation of building types and forms will create interesting places where the unique community characteristics can be highlighted in various ways.

Six building types are ideal prototypes for satisfying new housing requirements and allowing for compatibility with existing places:

DUPLEX



CARRIAGE HOUSE



TOWNHOME



FLAT



MIXED USE



APARTMENT



WHAT MIGHT A NEIGHBORHOOD LOOK LIKE?

The potential future housing sites vary in size, shape, and context. Considering these various factors is important when envisioning what future housing development could look like.

The neighborhood prototypes below illustrate potential redevelopment scenarios. A successful housing strategy will accommodate a combination of these prototypes. The goal is to accommodate various housing and building types within a single development -- even on small sites when feasible.

	MAIN STREET (-M)	VILLAGE CENTER (-V)	NEIGHBORHOOD CENTER (-S)
MAIN STREET/MIXED USE - SMALL SITE	•	•	•
NEIGHBORHOOD CENTER/MIXED USE LARGE SITE	•	•	•
VILLAGE CENTER/ MIXED USE MEDIUM SITE	•	•	•
RESIDENTIAL INFILL MEDIUM TO LARGE SITE	•	•	•
RESIDENTIAL INFILL SMALL SITE	•	•	•



MAIN STREET/MIXED USE - SMALL SITE



VILLAGE CENTER/MIXED USE MEDIUM SITE



NEIGHBORHOOD CENTER/MIXED USE LARGE SITE



RESIDENTIAL INFILL MEDIUM TO LARGE SITE



RESIDENTIAL INFILL SMALL SITE