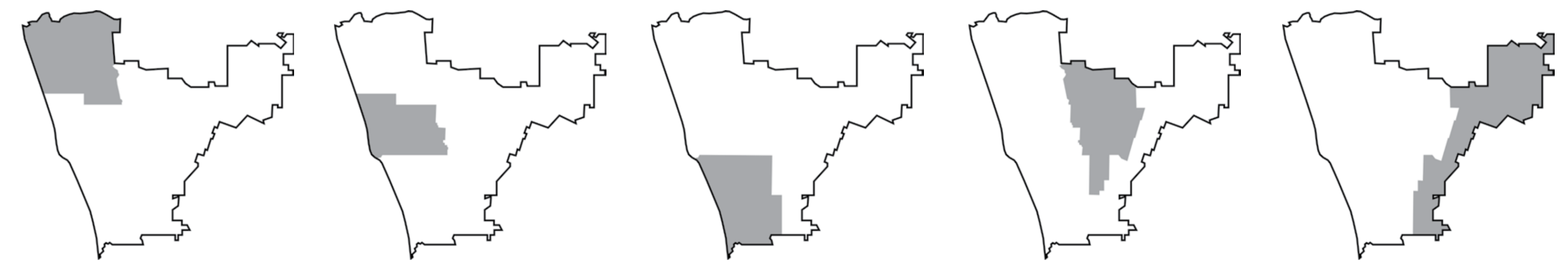


2A ENGAGE

HOW THE COMMUNITY WAS ENGAGED



HOW HAS THE COMMUNITY GUIDED THE PROCESS?

In November 2014, “At Home in Encinitas” kicked off with a multi-faceted community engagement process. It was designed to educate the community about the Housing Plan process and requirements, and engage the community in a discussion about where new housing should be located, what it should look like, and how it could benefit the community. The engagement strategy happened in a two-step process:



STEP #1 - PROJECT AWARENESS

City staff hosted a series of citywide Community Dialogue Sessions (CDS) in November and December of 2014. These sessions occurred in public locations and included educational materials which explained the Housing Plan Update process and how to get involved. City staff guided participants through the information, answered questions and encouraged participation to collect community input.

All information and materials were made available on the City’s website and City staff made more than 40 presentations to the community, businesses and civic organizations. Opportunities to participate were widely promoted through advertisements, direct mail, door hangers, e-newsletters, social media, posters, variable message signs, media coverage and at community events.



The Community Dialogue Sessions were promoted on highway construction signs.

HOUSING PLAN TIMELINE TO-DATE:

- NOV. '14 Community dialogue sessions took place in each of Encinitas' five communities and e-Town Hall online engagement was launched
- JAN. '15 City Council and Planning Commission conducted joint study session to review results of public input
- FEB. '15 City Council and Planning Commission conducted joint study session to provide direction on a preferred land use and community character plan for future housing
- MAR. '15 City Council and Planning Commission conducted joint study session to review the complete draft housing plan and policies
- MAY '15 Submission of the draft plan for State review
- MAY '15 Environmental Impact Report (EIR) scoping meeting
- JULY '15 City Council and Planning Commission conducted joint study session to review the approach for developing zoning code standards and design guidelines associated with potential viable housing sites. A review of how the community would be engaged in the second phase of outreach was also presented
- SEPT. '15 Submitted updated draft plan to State addressing their review comments
- NOV. '15 Community Dialogue Sessions (part 2)



A series of posters explained the Housing Plan Update process. City staff walked participants through the information one-on-one.

500+
ATTENDEES AT COMMUNITY
DIALOGUE SESSIONS



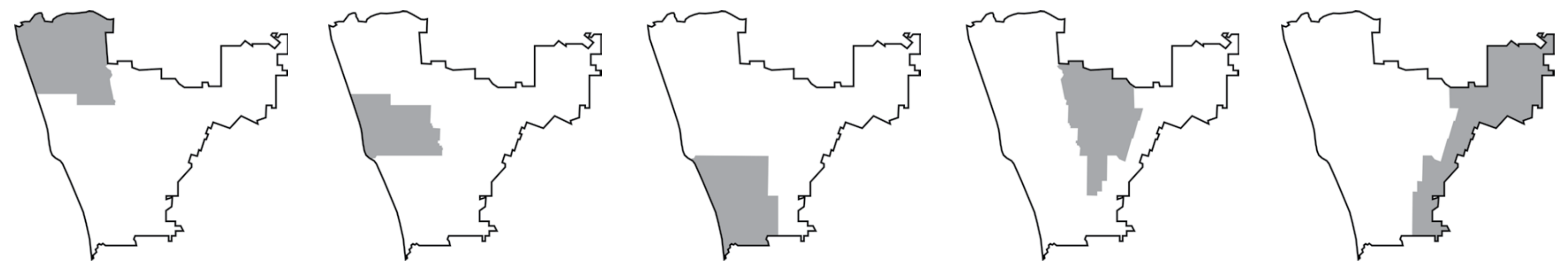
City staff conducting outreach in the community.



Various materials and handouts were available for participants to read on their own time. Each individual community had unique information.

2B ENGAGE

HOW THE COMMUNITY PARTICIPATED



HOW HAS THE COMMUNITY GUIDED THE PROCESS?

STEP #2 - PARTICIPATING ONLINE IN DEVELOPING A STRATEGY

Community members actively participated in drafting the final housing strategies through an interactive online exercise. The online tool was designed to be easy-to-use and allowed people to engage in various ways. The online activity had these steps:

1 - SELECT YOUR COMMUNITY

The first step was to identify your community. Participants were encouraged to develop a strategy for their own community, but they could also identify strategies for the other communities as well.



2 - SELECT YOUR FAVORITE HOUSING STRATEGY

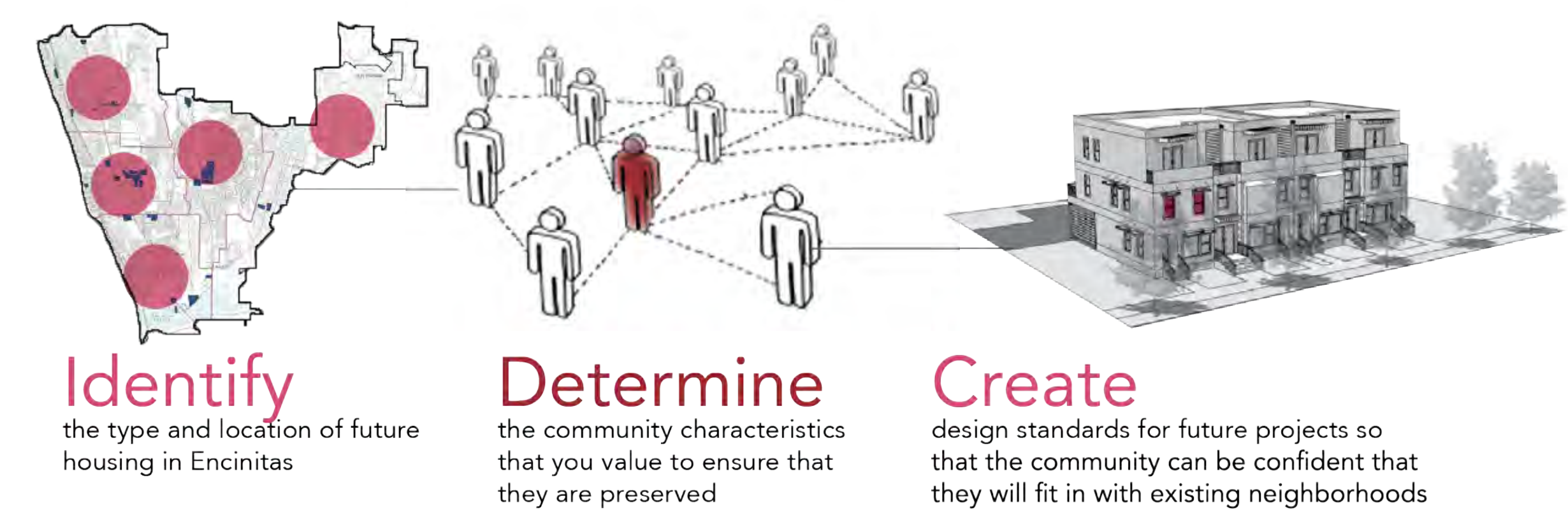
The main activity allowed participants to choose, or vote for, their ideal housing strategy. There were two ways to craft a strategy:

- **“Ready-Made” Strategy** - Participants could choose from three suggested housing strategies for each community to meet the identified housing goals.
- **“Build Your Own” Strategy** - Participants could select individual sites and assign a neighborhood prototype to each one. They had to meet the identified housing goals before submitting their strategy.



1,000+

VISITORS TO E-TOWN HALL



READY-MADE

Participants could select from three “ready-made” scenarios, each of which would meet the state housing requirements for that community. Each option included information about the strategy, as well as 3D models and photographs of what potential development could look like.

BUILD YOUR OWN

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

In the build-your-own scenario, participants would select an individual site first.

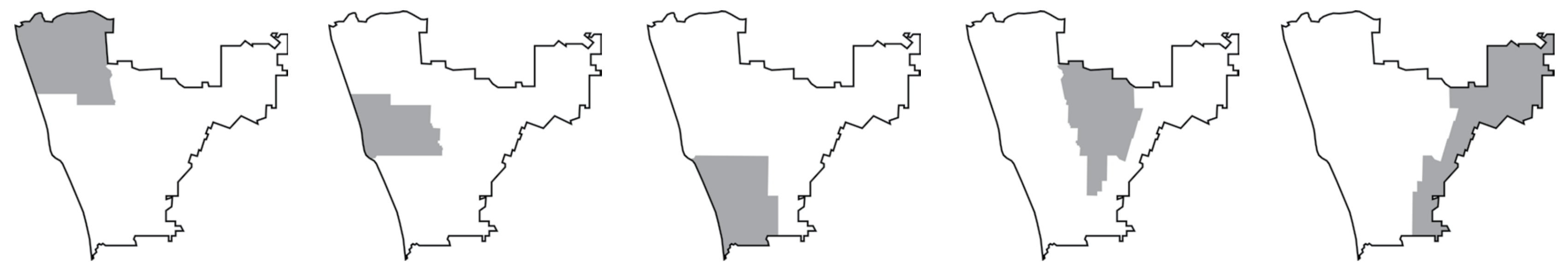
Each site included information about that property, including zoning, existing use, and photographs.

Next, participants chose which neighborhood prototype they considered appropriate for the site. Each prototype was associated with a density.

Participants had to meet or exceed the targeted housing goal before submitting their strategy.

2c ENGAGE

WHAT FEEDBACK WAS RECEIVED



HOW HAS THE COMMUNITY GUIDED THE PROCESS?

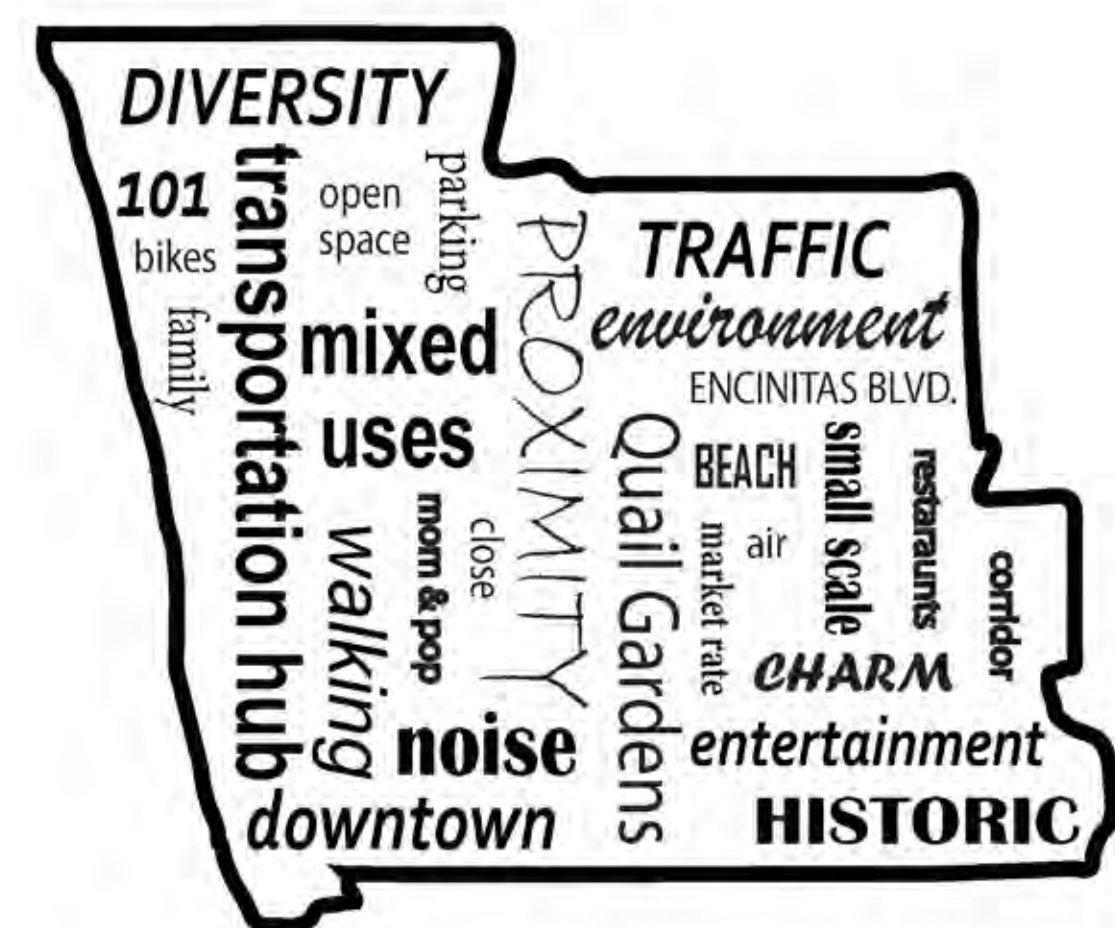
STEP #3 - DESCRIBING EACH COMMUNITY'S CHARACTERISTICS

Part of the online tool allowed participants to describe the characteristics of their communities that they valued. In some cases, they also indicated areas of concern. The city used this information in tailoring proposals for zoning options that would be context sensitive. The following "word clouds" provide a synopsis of the main characteristics and topics that were expressed for each community:

LEUCADIA



OLD ENCINITAS



CARDIFF



NEW ENCINITAS



OLIVENHAIN



WHAT KEY THEMES EMERGED?

WHAT WOULD MAKE A NEW HOUSING PLAN SUCCESSFUL?

The results from e-Town Hall show a clear preference for a housing strategy that emphasizes **mixed use in key activity centers** of every Encinitas community, with a combination of **two- and three-story buildings**. Some also saw mixed use as an opportunity to **grow the city's employment base** and either strengthen or create new, small businesses. **Infrastructure deficits** also were identified including concern about how new housing would affect existing residents. There is a desire to maintain or **enhance highly valued characteristics** in each of the city's five communities, with a common interest in **creating walkable places** that reflect the character of each community. Participants stressed that the City should develop tools that encourage production of new housing by private developers at **attainable prices**. The preference for mixed use and the desire to make what's great about Encinitas even better, combined with concerns about infrastructure and housing attainability suggest that new housing will be successful if it brings with it other benefits to the city and addresses perceived needs.



MIXED-USE IN KEY ACTIVITY CENTERS



WALKABLE PLACES



GROW EMPLOYMENT BASE AND SMALL BUSINESS



MAINTAIN CHARACTER AND SMALL-SCALE



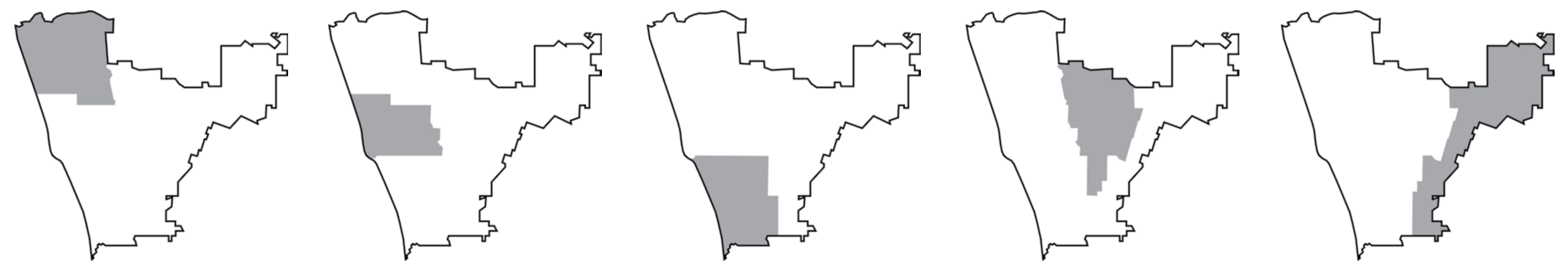
TWO AND THREE-STORY BUILDINGS



ADEQUATE INFRASTRUCTURE

2^D ENGAGE

OUTCOMES FROM THE OUTREACH PROCESS

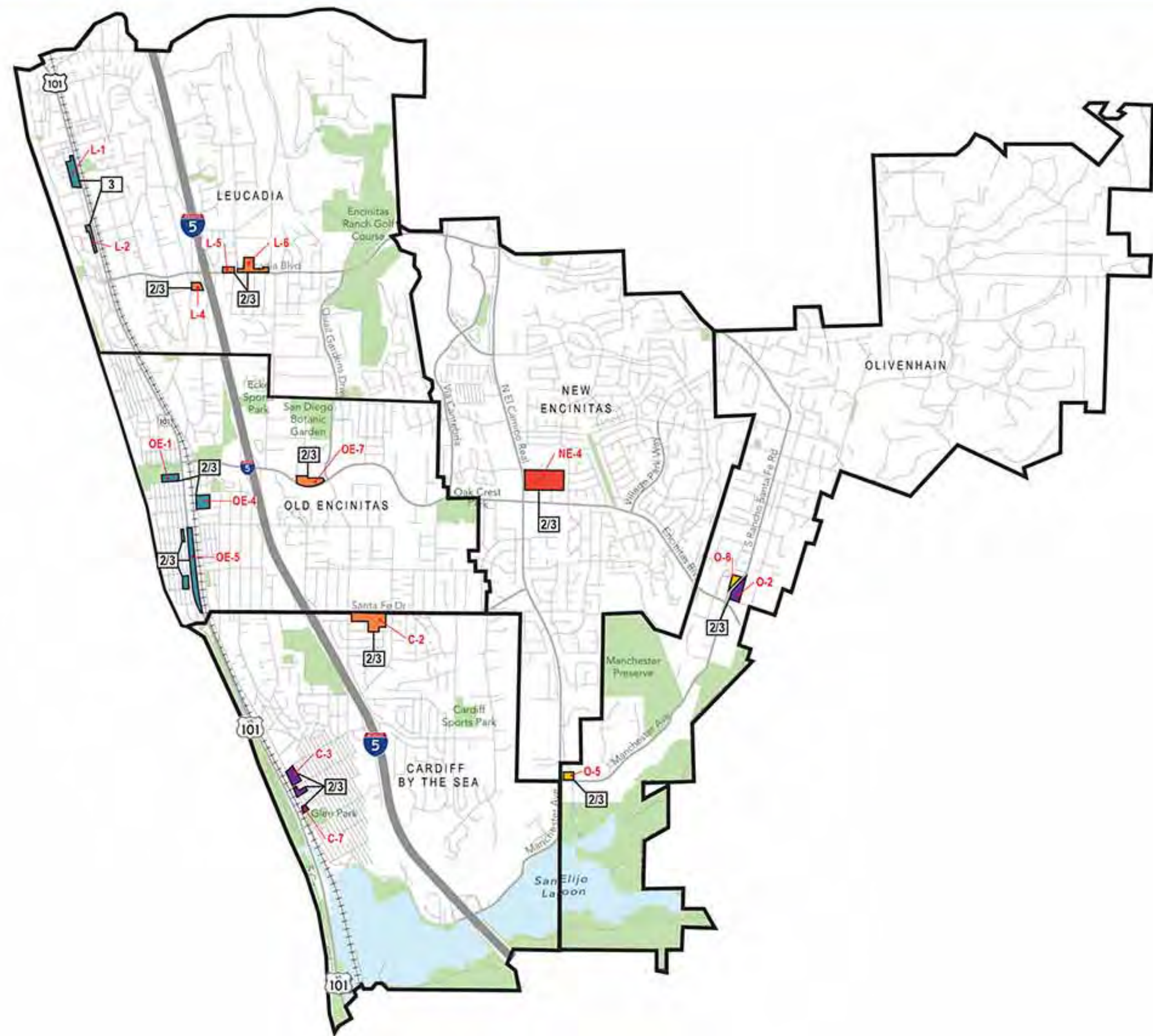


WHAT ARE THE STRATEGIES NOW BEING CONSIDERED?

Based on community input, three conceptual maps have emerged as potential strategies for achieving our housing goals. Two of these reflect the results of the on-line participation process and a third includes new sites that were suggested during the public participation process and removes certain highly objectionable sites based on public input received. Each map identifies potential locations for housing in different development types and contexts. From these, a final recommendation will be developed.

- Main Street Mixed Use - Small Site
- Village Center Mixed Use - Medium Site
- Neighborhood Prototypes
- Residential Infill - Medium to Large Site
- Residential Infill - Small Site

READY-MADE: MIXED USE PLACES AS MODIFIED ON FEB. 5, 2015



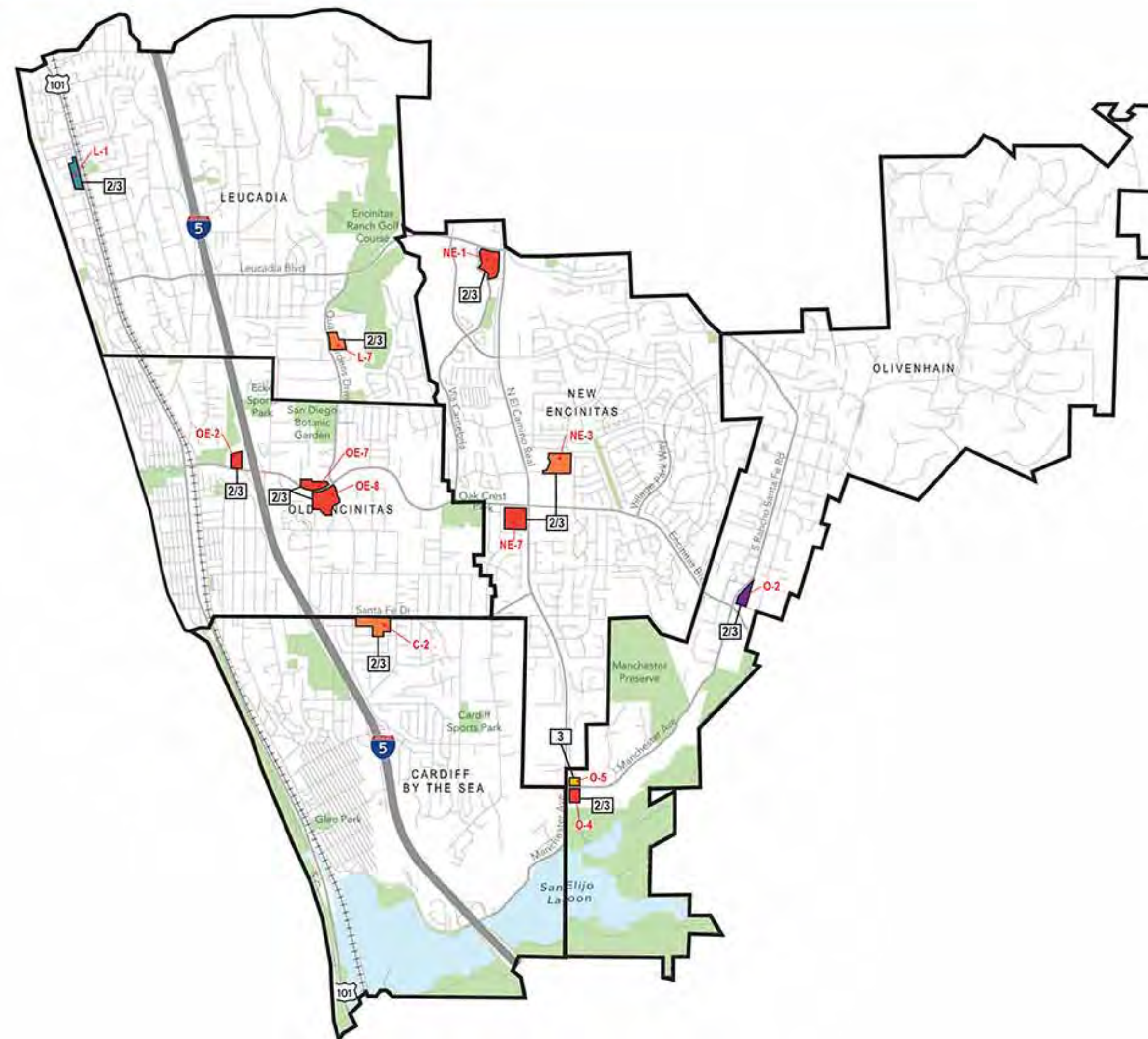
READY-MADE MIXED USE PLACES

The “Mixed Use Places” housing strategy was the overwhelming preference of the three “Ready Made” strategies presented. It identifies future housing sites focused along the 101 Highway corridor and at key activity centers on Encinitas Boulevard. This housing strategy mixes new housing with retail and employment land uses, creating vibrant communities that are pedestrian and bicycle friendly.

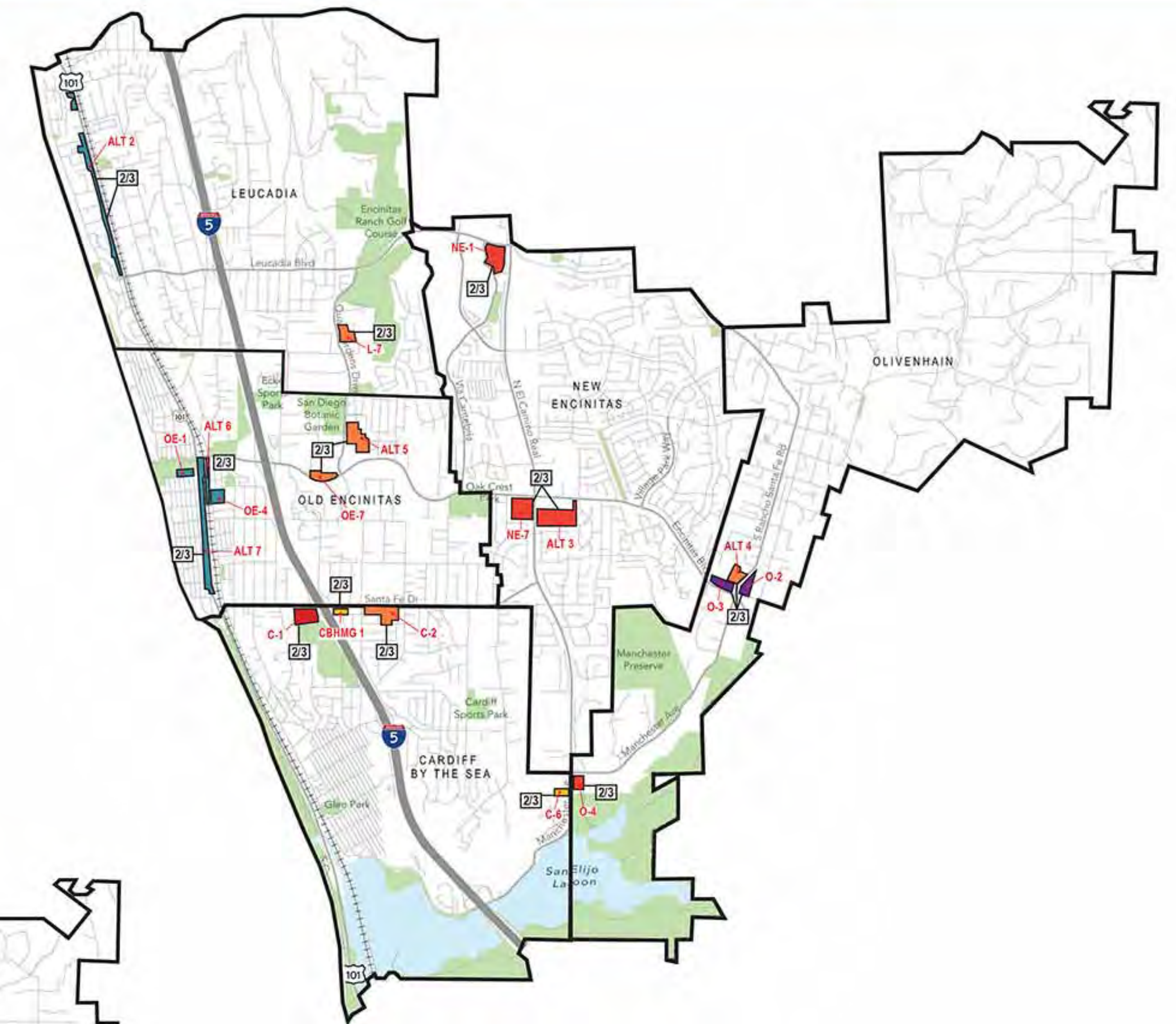
BUILD-YOUR-OWN

The “Build Your Own” strategy compiles input received from all participants that opted to “build their own” strategy (instead of selecting one of the three “Ready Made” strategies). Participants who “built their own” housing strategy identified two- and three-story mixed use housing on larger sites located along Encinitas Boulevard near Quail Gardens, off of El Camino Real, along Coast Highway 101 in Leucadia, Santa Fe Avenue in Cardiff, and Manchester Avenue in Olivenhain.

BUILD-YOUR-OWN: AS MODIFIED ON FEB. 5, 2015



MODIFIED MIXED USE PLACES AS CREATED ON FEB. 5, 2015 AND AMENDED APRIL 8, 2015



MODIFIED MIXED USE PLACES

A third housing strategy was generated by the City Council, with contribution from the Planning Commission and with consideration of public input. This strategy is a modification of the Mixed Use Places strategy — it includes new sites that were suggested during the public participation process and removes certain highly objectionable sites based on public input received. In this strategy, more emphasis is placed on locating housing in areas served by transit and where the additional housing is complimented by existing pedestrian-oriented amenities.