

@HOME IN ENCINITAS



Your Voice Counts!

In 2016, there will be a ballot measure to adopt a plan for future housing in Encinitas...

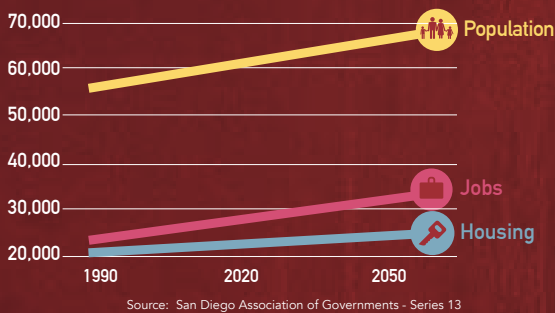
what do you want this plan to look like?



Population Growth Continues

Population growth in Encinitas, and the region as a whole, 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.



Encinitas is facing a challenge when it comes to our local housing and we need your input to create a plan that includes community-supported solutions. Housing costs in Encinitas continue to climb, while the availability and variety of that housing continues to drop. At the same time, we have a growing population, home prices are rising, and our existing residents have changing needs. Simply put, Encinitas is evolving and we need to create more housing options that meet our community's growing and changing needs.

To make this happen, we need to update our local plan that addresses future housing opportunities. Called the Housing Element, this plan hasn't been updated since the 1990s, and a lot has changed since then. It is important that we update our plan to meet our current and future needs.

Housing Options for Many Encinitans

People live, work and play in different ways than previous generations. 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 homeowners. 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 citizen population in Encinitas is projected to nearly double by 2035. Many senior citizens will seek to downsize and move into smaller homes in urban areas with easily accessible services, transportation, and amenities.

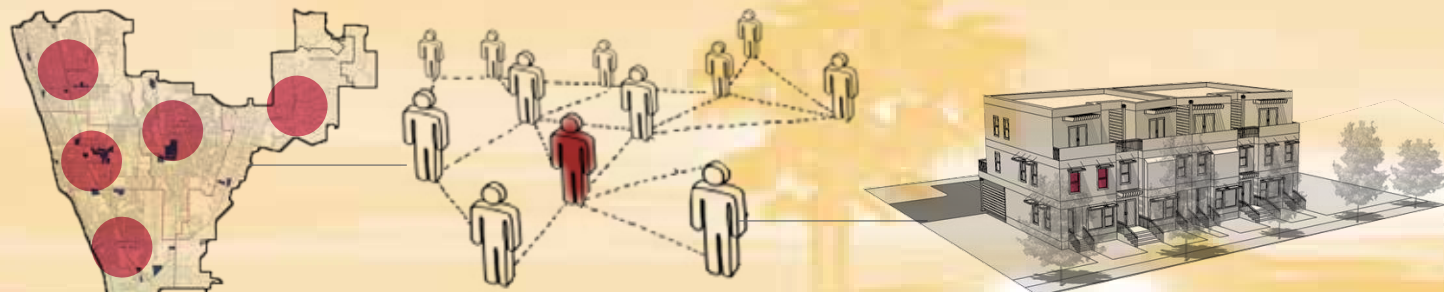


Why do we need a housing plan?

- 1. OUR POPULATION IS CHANGING**
 Accommodating housing choices will meet the needs of our community.
- 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.
- 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.
- 4. IT'S THE LAW**
 State law requires that we adopt a plan to accommodate the housing needs of everyone in our community.

eHousing

We want to plan wisely for our future, with all age and income groups in mind, and we need the community to be a part of the effort. With your input, we will:



Identify
the type and location of future housing in Encinitas

Determine
the community characteristics that you value to ensure that they are preserved

Create
design standards for future projects so that the community can be confident that they will fit in with existing neighborhoods

Did you know...

By 2035, the population in Encinitas is expected to grow by 7%. That's 4,236 more people who need housing.

The mean annual social security income in Encinitas is \$17,962.

Over 25% of the City's extremely low income residents are aged 65+ years or older.

The median priced home in Encinitas is \$769,000 (24% higher than the North County Coastal median of \$619,000).

The average rent for a two-bedroom apartment in Encinitas is \$1,869.

Only 59% of existing households in Encinitas make enough money to rent a two-bedroom apartment in the city. Only 28% can afford to buy a home.

The Encinitas Housing Authority Rental Assistance program has over 600 families on the waitlist, of which over 70 % are elderly or disabled.

Currently, there are over 9,000 baby-boomers (65+) in the City. By 2035, that number will increase by roughly 78%.

The plan that you help us create will be put to a public vote in November 2016. Now is the time to learn how housing affects you, and how you can help guide the future of Encinitas.



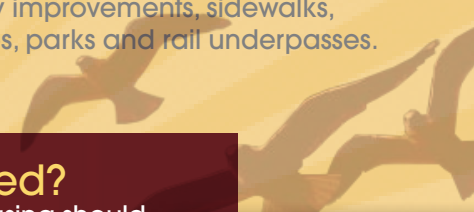
State Penalties May Be Imposed if We Fail

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. A 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
- Makes entire City General Plan vulnerable to challenge

Grant Money is Available for City Projects

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 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 features, parks and rail underpasses.



How does this impact me and how can I get involved?

As part of updating our housing policies, we need to determine where future housing should be located and what it should look like once it is built. Each of the five Encinitas communities has its own identity, so a one-size-fits-all approach to housing will not work. Instead, the plan will need to be tailored to fit the unique character of each community.

In November 2014, the City will be hosting a series of community dialogue sessions and utilizing e-Town Hall, an online engagement tool to solicit input from the community. We want to know how you define community character, what characteristics you want to preserve, and what characteristics you want to introduce. We'll also ask for your input on locations in your community that would be appropriate for future housing. We hope that you will join in the discussions. Event details will be posted at www.athomeinencinitas.info



When is this all going to happen?

The process to update the housing plan will begin in November 2014 with a concerted effort to gather community input on future housing choices. The process will conclude with a vote of the public on the plan in November 2016. Here are some key milestones along the way:

2014 2015 2016

November 2014: Community dialogue sessions in each of Encinitas' five communities and e-Town Hall online engagement is launched.

December 2014: City Council and Planning Commission joint study session to review results of public input.

January 2015: City Council and Planning Commission joint study session to provide direction on a preferred land use and community character plan for future housing.

February 2015: City Council and Planning Commission joint study session to review the complete draft housing plan and policies, and submission of the draft plan for State review.

March 2015: City Council and Planning Commission joint study session and public review of related draft rezonings and Zoning Code amendments.

May 2015: Environmental Impact Report (EIR) scoping meeting

May-Dec 2015: City staff prepares Draft EIR

January-February 2016: Draft EIR public review and comment period

February-March 2016: City staff prepares responses to comments on Draft EIR

April 2016: Final EIR published

May to June 2016: Planning Commission recommendation and City Council decision to refer final housing plan to voters.

November 2016: Public vote on new housing plan.



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