

APPENDIX A

Public Participation, Outreach and Activities



@HOME IN ENCINITAS



Housing Plan:
Public Participation Activities & Results
January 2015



TABLE OF CONTENTS

Introduction	1
Why Does Encinitas Need a Housing Plan?	2
How Does a Housing Plan Benefit Encinitas?	4
Consequences of Not Adopting a Housing Plan	4
How We Engaged the Public	5
Public Input Results, Messages and Meaning	12
Old Encinitas	15
New Encinitas	22
Leucadia	30
Cardiff	38
Olivenhain	45
Conclusions	52
Appendices A-Q, with limited distribution	

INTRODUCTION

In early 2013, the City Council adopted the Encinitas Strategic Plan, a document that identifies major needs and opportunities to help focus the City in effectively aligning resources with specific objectives. One of the eight identified Focus Areas in the Strategic Plan is Community Planning, which seeks to maintain safe and livable communities through well-maintained infrastructure and facilities, strong public safety, and significant environmental standards, while achieving diverse and affordable housing for present and future generations. One of the Council-identified goals within this Focus Area is for the City to secure a certified Housing Element, a plan required by state law that outlines how the City will meet its projected housing needs. Based on this direction, the City has embarked on a process to update its Housing Plan. Encinitas is the only city in San Diego County that does not have a certified Housing Plan, which is in violation of state law. In addition, the City is faced with a changing population and demographics, which affects the type of housing that will be needed in the future.

California state law requires each city and county to adopt a general plan for its physical development. The general plan expresses the community's development goals and policies related to future land uses in the jurisdiction. The housing element is one of the seven mandated elements of the general plan. Housing element law—first enacted in 1969 and significantly strengthened since—mandates that local governments adequately plan to meet the existing and projected housing needs of everyone in the community.

Encinitas is required to accommodate more housing to address existing and future housing needs in our community. Like the rest of the San Diego region, most new housing will be attached and multifamily types. This housing will predominately be sold or rented at market rates and will not be built by the City. Private property owners will decide whether to build housing. As is the case today, a small amount of the housing may be subsidized to assist a portion of those in need of assistance. The Housing Plan will consider additional ways to promote new housing at attainable, market-rate costs beyond density alone.

Understanding the public interest in this issue, City staff developed a Public Participation Plan, which was endorsed by the City Council at its September 17, 2014 meeting. This plan provides a guide for efforts to obtain significant public input on potential sites for future housing before any plan is developed for consideration. The goal of the Public Participation Plan is to hear from the public early in the process and to use this input to develop a plan that includes community-supported solutions.

Part I of this two-part report describes the process that was conducted to engage the public and seek their input on the Housing Plan. This outreach effort occurred in two phases. During the first phase from October 1 through December 1, 2014, outreach focused on educating the public about the Housing Plan update process and ensuring that the community and other stakeholders were made aware of opportunities to provide input. Staff endeavored to be as inclusive as possible by using a variety of communication methods to reach residents, employees, business owners, and property owners. The second phase was conducted from November 10 through December 5, 2014. During this time, the focus was on collecting input from the public about the Housing Plan update. Part II of this report describes the results of the input provided, including an analysis of what this input suggests for moving forward with updating the Housing Plan.

THE HOUSING ELEMENT is one of the seven mandated elements of the local general plan. It outlines how a local jurisdiction will adequately plan to meet the existing and projected housing needs of everyone in our community.



WHY DOES ENCINITAS NEED A HOUSING PLAN?

Encinitas faces a challenge when it comes to meeting local housing needs. Housing costs continue to climb, while the availability and variety of that housing continues to drop. At the same time, the City has a growing population and existing residents have changing needs. Simply put, Encinitas is evolving and needs to create more housing options that meet the community's growing and changing needs.

Why does the housing plan need updating?

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.



The Housing Plan for Encinitas has not been updated since the 1990s, and a lot has changed since then. 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.

In addition to population growth, there are also changes in the way that people live, work and play from that of 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.

By 2035, the population in Encinitas is expected to grow by 7 percent. That's 4,236 more people who will need housing. Here are some facts to keep in mind, which demonstrate the need to provide more housing variety and affordability (sources for these facts are included in Appendix A):

- The median priced home in Encinitas is \$769,000 (24 percent higher than the North County Coastal median of \$619,000).
- Only 28 percent of existing households in Encinitas can afford to buy a home in the city at the median price.
- The average rent for a two-bedroom apartment in Encinitas is \$1,869. Only 59 percent of existing households in Encinitas make enough money to comfortably rent a two-bedroom apartment in the city.
- The mean annual Social Security income in Encinitas is \$17,962.
- More than 25 percent of the city's extremely low income residents are aged 65+ years or older.
- The Encinitas Housing Authority Rental Assistance program has more than 600 families on the waitlist, of which over 70 percent are elderly or disabled.
- Currently, there are more than 9,000 baby-boomers (65+) in the city. By 2035, that number will increase by roughly 78 percent.

HOW DOES A HOUSING PLAN BENEFIT ENCINITAS?

Updating Encinitas' Housing Plan can bring benefits to the City. Planning for housing ensures that it is located in places of our choosing and with the community character and amenities Encinitas wants. That way, new housing, which is planned, provides community benefits.

- **Protects Our Quality of Life.** It will help protect our quality of life by avoiding negative consequences of unplanned growth, such as increased parking demand, larger household size, and overburdened public facilities.
- **Maintains Community Character.** A Housing Plan that offers housing opportunities for a diverse community will help the City maintain its organic and eclectic character.
- **Strengthens the Local Economy.** Housing in the right places can help grow our economy organically by supporting local businesses and making the City more fiscally sustainable.
- **Grant Funding for City Projects.** With an approved Housing Plan, grant money is available for City projects. Because our housing policies have not been updated, the City is either currently not eligible or not competitive for a number of grants that could help fund infrastructure improvements and is losing out on hundreds of thousands of dollars or more every year that is going to other local cities. The City must rely on 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. Once an updated Housing Plan is approved and certified by the State, the City can take advantage of this available funding, potentially freeing up local tax revenue for other projects.
- **Allows for Informed Decision Making.** Elected officials can make informed decisions about regulations and public investment, while the private sector has a clear public policy to guide them as they plan projects.

CONSEQUENCES OF NOT ADOPTING A HOUSING PLAN

What are the consequences of not adopting a Housing Plan? 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
- Jeopardizing the City's entire General Plan by making it vulnerable to legal challenge

HOW WE ENGAGED THE PUBLIC

The topic of housing in Encinitas has historically been one of significant public interest. Recognizing this, a robust Public Participation Plan was developed to help the City gain input on potential housing locations and types of housing before any plan was developed (see Appendix B). The goal of this plan was to hear from the community and identify interests and concerns to gain enough input from the public to create a plan that reflects community-supported solutions. The plan aimed to reach out to the wide variety of stakeholders in Encinitas, with all age and income groups in mind, to ensure that the community was part of the effort from the onset. The outreach plan sought input from the public on the following:



Each of the five Encinitas communities has its own identity, and the plan took into account that a one-size-fits-all approach to housing will not work. Because of this, the outreach was tailored to fit the unique characteristics of each community. To seek community-specific input, City staff identified potential housing sites in each of Encinitas' five communities and gave the public the opportunity to weigh in on each community. Potential housing sites were selected based on direction given by the City Council to ensure that housing was proportionally distributed throughout the five communities. The methodology for how sites should be identified were presented and endorsed by the City Council in late 2013.

Information about housing sites and types was presented with materials that included visual representations to enhance public understanding. Efforts were also made to seek feedback on community character, what characteristics stakeholders want to preserve, and what characteristics stakeholders want to introduce.

All public input on the Housing Plan update was collected through e-Town Hall, the City's online engagement tool (a small amount of input was also received via the project email mailbox and written correspondence). City staff also hosted five Community Dialogue Sessions during November 2014, one in each of Encinitas' five communities (as well as "make-up" sessions at City Hall from December 1-5, 2014), to provide information about the Housing Plan update and facilitate input on the plan. Participants who attended the meetings were able to learn about housing and provide their input via e-Town Hall at the meeting, or they could do it at a time and location that was convenient to them.

PROMOTION AND PUBLIC INFORMATION

To ensure robust attendance at the Community Dialogue Sessions and participation in the e-Town Hall activity, City staff engaged in a far-reaching effort to promote the issue to the public using a variety of methods to reach many audiences.

Project Name and Graphic Identity

The first step in this effort was to create a recognizable name and graphic identity to help audiences easily identify materials associated with the effort. The name "At Home in Encinitas" was selected, and a dedicated website address was created to lead the public directly to the page on the City's website, AtHomeInEncinitas.info (screenshot is included as Appendix C).

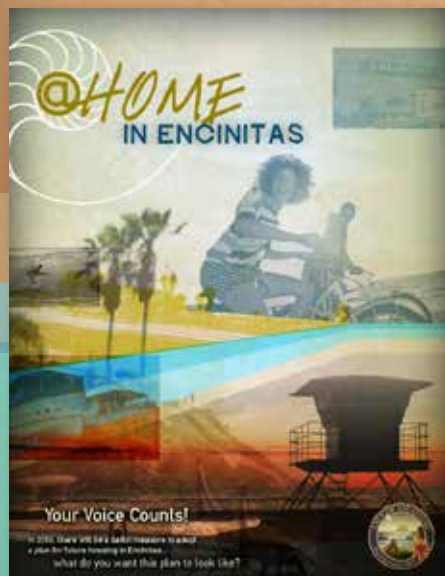


Informational Materials

Using this name and graphic identity, a number of materials were created to share information about the need for a Housing Plan update and promote the upcoming Community Dialogue Sessions and e-Town Hall activity. The following materials were created (samples of materials are included as Appendix D):

- At Home in Encinitas brochure
- Community Dialogue Session promotional flyer (English and Spanish)
- PowerPoint presentation
- Direct mail postcard
- Door hanger
- E-Newsletter template
- Advertisements
- Posters
- e-Town Hall postcard
- Informational materials posted on project website, AtHomeInEncinitas.info

With these materials in hand, City staff embarked on a far-reaching effort to educate the public about the need for an updated Housing Plan and to promote attendance at the Community Dialogue Sessions and participation in e-Town Hall. This effort began in October 2014 and continued until the final week of public input (the week of December 1, 2014).



City staff shared information with Encinitas stakeholders through a variety of methods and tools, which included:

Public Presentations and Briefings

City staff conducted 45 briefings and public presentations with a variety of stakeholders and organizations, including residents, seniors, business groups, employers, and community organizations (a complete list of presentations is included as Appendix E).

Events

City staff attended several community events, including the Encinitas Fall Festival and Moonlight Beach Fest, to distribute project information and encourage attendance at the Community Dialogue Sessions and participation on e-Town Hall. In addition, three "Pop-up Outreach" events were hosted at popular shopping centers to share information and encourage participation. A list of events is included in Appendix F.



Direct E-mail

A comprehensive stakeholder database was created at the beginning of this process. All of those entries with email information (nearly 900) were emailed the project brochure and Community Dialogue Sessions flyer in early October. The list consistently grew during the promotional and public input stages of the process, with more than 1,200 organizations and individuals on the list at the conclusion of the input process. In addition, a series of e-blasts were sent with links to e-Town Hall to direct people to the site and encourage their participation.

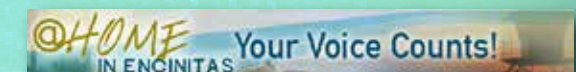
In addition, regular e-blasts were sent to all e-Town Hall registrants (which grew to include 967 registrants over the course of the outreach process) to ensure that they were made aware about the opportunities to provide input on the Housing Plan. Regular e-blasts were also sent to all other lists to encourage participation.

Direct Mail

To ensure broader promotion of e-Town Hall and the Community Dialogue Sessions, a direct mail postcard was sent to all property owners in Encinitas. A total of 21,343 postcards were distributed.

Door Hangers

Door hangers with information about the Community Dialogue Sessions and e-Town Hall were distributed to residents and businesses. More than 13,500 door hangers were distributed over a five-day period in early November 2014.



City of Encinitas e-Newsletters

An e-newsletter explaining the need for a Housing Plan update and including information about how to provide input was sent to all subscribers to the City's various e-news lists (approximately 8,000 subscribers). A series of additional e-blasts with links to e-Town Hall were sent to these same subscribers.

Third Party Informational Distribution

Many of the organizations that received briefings and presentations agreed to distribute information about At Home in Encinitas to their respective memberships. The following groups distributed information on the City's behalf:

- Cardiff School District (Community Dialogue Sessions flyers)
- Encinitas Union School District (Community Dialogue Sessions flyers)
- San Dieguito Union High School District (social media)
- MiraCosta Community College (e-newsletter item and social media)
- Encinitas Chamber of Commerce (e-newsletter item)
- Cardiff 101 Main Street (e-newsletter item)
- Encinitas 101 Main Street (e-newsletter item)
- Leucadia 101 Main Street (e-newsletter item)
- Olivehain Town Council (e-newsletter item)
- Supervisor Dave Roberts (e-newsletter item)
- San Diego North Economic Development Council (e-newsletter item)
- San Diego Housing Federation (included in Weekly Briefing)
- Scripps Encinitas (employee e-newsletter item)
- New Encinitas Network (e-newsletter item)
- Leitchtag Foundation (social media)

Advertisements

Print advertisements were placed in the Coast News and the Encinitas Advocate on both October 24 and November 7. Online advertisements with a direct link to e-Town Hall ran on the Encinitas Advocate and Seaside Courier websites throughout the month of November.

Posters

Posters promoting the Community Dialogue Sessions were posted in twelve popular locations (i.e., coffee shops and libraries) throughout the community.



Portable Variable Message Signs

All five Community Dialogue Sessions were advertised on Portable Variable Message Signs that were located on major traffic corridors.

e-Town Hall Informational Postcard

A postcard explaining e-Town Hall and providing instructions for participation was prepared and distributed at public events, presentations, and "pop-up" outreach sessions.

Social Media

All media coverage, as well as notices about Community Dialogue Sessions and links to e-Town Hall were shared on the City's social media channels. The City has 488 followers on Twitter, 4,330 followers on Facebook, and 231 followers on Instagram.

Media Coverage

At Home in Encinitas received significant media coverage—a total of 14 related articles over a three month period. Staff briefed reporters on the project on September 30 and articles ran in all local publications about the kick-off of the outreach effort, the launch of e-Town Hall, and resident reactions to the effort. In addition, a commentary authored by Planning Commission Chair Kurt Groseclose titled "Your Voice Counts ... and is NEEDED!" was published in the Seaside Courier, Coast News, and Encinitas Advocate. A list of all media coverage is included as Appendix G.

"We want to hear from residents, property owners, businesses, and other stakeholders to decide the best locations for future housing, and most importantly, improve the community characteristics that are most valued by 'Encinitans'"
Kurt Groseclose, Planning Commission Chair,
Seaside Courier Commentary

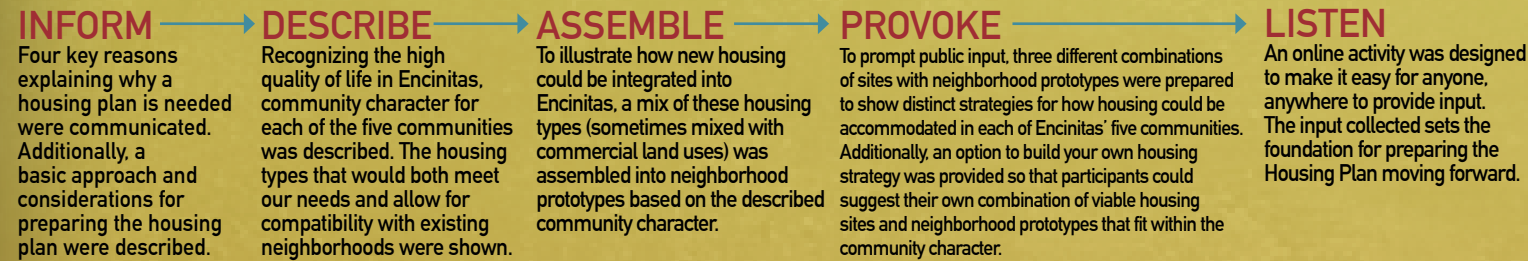
"It [the outreach] makes you feel like you are part of the process, rather than the city dictating the process to you. I felt they [the City] did a great job of communicating what our options are."
Lisa Dietrich, Encinitas Resident, The Coast News



COMMUNITY DIALOGUE SESSIONS AND E-TOWN HALL

Public participation was channeled through Community Dialogue Sessions and into e-Town Hall, the City's online engagement tool.

Our Approach to Public Input



Community Dialogue Sessions

City staff hosted five Community Dialogue Sessions in November 2014 to share information about why a Housing Plan update is needed, potential sites for housing in each community, and housing types. The sessions were designed to make it convenient for the public to participate. They were scheduled in each of the five communities in Encinitas, and the sessions lasted from 10 a.m. to 8 p.m., allowing the public to attend at whatever time was convenient for their schedule. For those who could not attend one of the sessions in November, "make-up" Community Dialogue Sessions were held at City Hall during business hours from December 1-5, 2014.

Staff was present at each of these sessions to help answer questions and walk people through the information provided. The information was presented at six stations with visually engaging displays to help the public easily comprehend the material. Copies of the display boards are included in Appendix H. Computers were available for participants to complete the e-Town Hall exercise at the meeting, or they could complete the exercise on their own time.

Nearly 500 people participated in the Community Dialogue Sessions and "make-up" sessions, as detailed below:

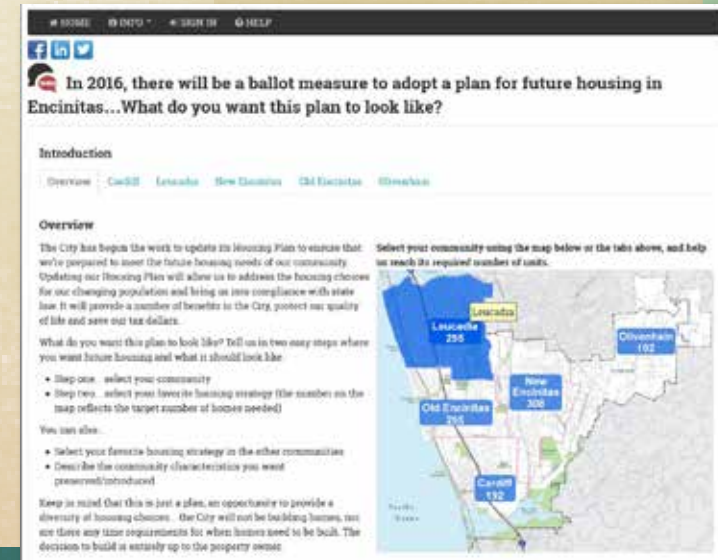


DATE	SESSION	# ATTENDEES
November 13, 2014	Cardiff	61
November 15, 2014	Old Encinitas	115
November 17, 2014	Leucadia	85
November 18, 2014	Olivenhain	25
November 22, 2014	New Encinitas	158
December 1-5, 2014	"Make-up" sessions at City Hall	35
TOTAL		479

e-Town Hall

All input was recorded through e-Town Hall, the City's online engagement tool. This tool has helped the City significantly increase public participation by providing a convenient and easy way for people to share their opinions.

A total of 1,059 visited the At Home in Encinitas topic on e-Town Hall during the public input period of November 10 through December 5, 2014. Of those, 479 participants left 1,325 comments and suggestions about future housing sites in Encinitas. If this volume of public comment were provided at a City Council meeting, it would be the equivalent of 24 hours or oral communications (assuming 3 minutes for each commenter). 82% said they were satisfied with this e-Town Hall activity.



"I would love to attend City Hall meetings but my schedule does not allow me the opportunity all of the time. This is a great way to help my voice be heard."
e-Town Hall Participant

EFFECTIVENESS OF PUBLIC PARTICIPATION EFFORT

The City took an especially robust approach to public outreach by using several different methods as reflected in this report. When updating a Housing Element, public outreach is often limited to a few workshops or study sessions; and noticing for those meetings is often limited to mailing key stakeholder groups, placing announcements on the website and/or newspaper postings — in essence, a traditional and common-practice form of notification.

To supplement traditional methods of reaching the public, the City of Encinitas' approach was broad and strategic; genuine in its effort to seek and rely upon input; and could serve as a model for other California jurisdictions to emulate in updating their Housing Plans in the future. The approach integrated the use of highlighting key messages to capture the attention of the public; visual materials and infographics to promote understanding; technology to enable broader participation; and proactive, broad-based promotion of opportunities for the public to get involved.

This outreach effort provides the City with a strong foundation of public input from which to develop an updated Housing Plan. Because of the robust public participation achieved, a plan can be developed that reflects the vision of those who participated for their community.

EFFECTIVE PUBLIC INVOLVEMENT

- Nearly 500 participants in Community Dialogue Sessions
- More than 1,000 visitors to e-Town Hall
- Nearly 500 completed e-Town Hall activity
- More than 1,300 individual comments received
- 82% satisfaction rate with e-Town Hall

PUBLIC INPUT RESULTS, MESSAGES AND MEANING

The following sections of the report provide detailed information about the public input received through the e-Town Hall online engagement tool. Input gathered included preferences on housing strategies, potential housing sites, and types of housing, as well as comments about community character and issues of importance. With nearly 500 participants completing the e-Town Hall activity, this input will be invaluable in developing a housing plan that incorporates community-supported solutions. Please refer to Appendix I for more information about e-Town Hall.

What would make a new housing plan successful?

The results from the e-Town Hall input received 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. However, there are infrastructure deficits that were identified by participants, which causes 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 identify tools which encourage the production of new housing by private developers at attainable prices. The preference for mixed use, desire to make what's great about Encinitas even better, along with concerns about infrastructure adequacy and housing attainability, suggest that acceptance of new housing would be successful if it brings with it other benefits to the city and addresses perceived needs.

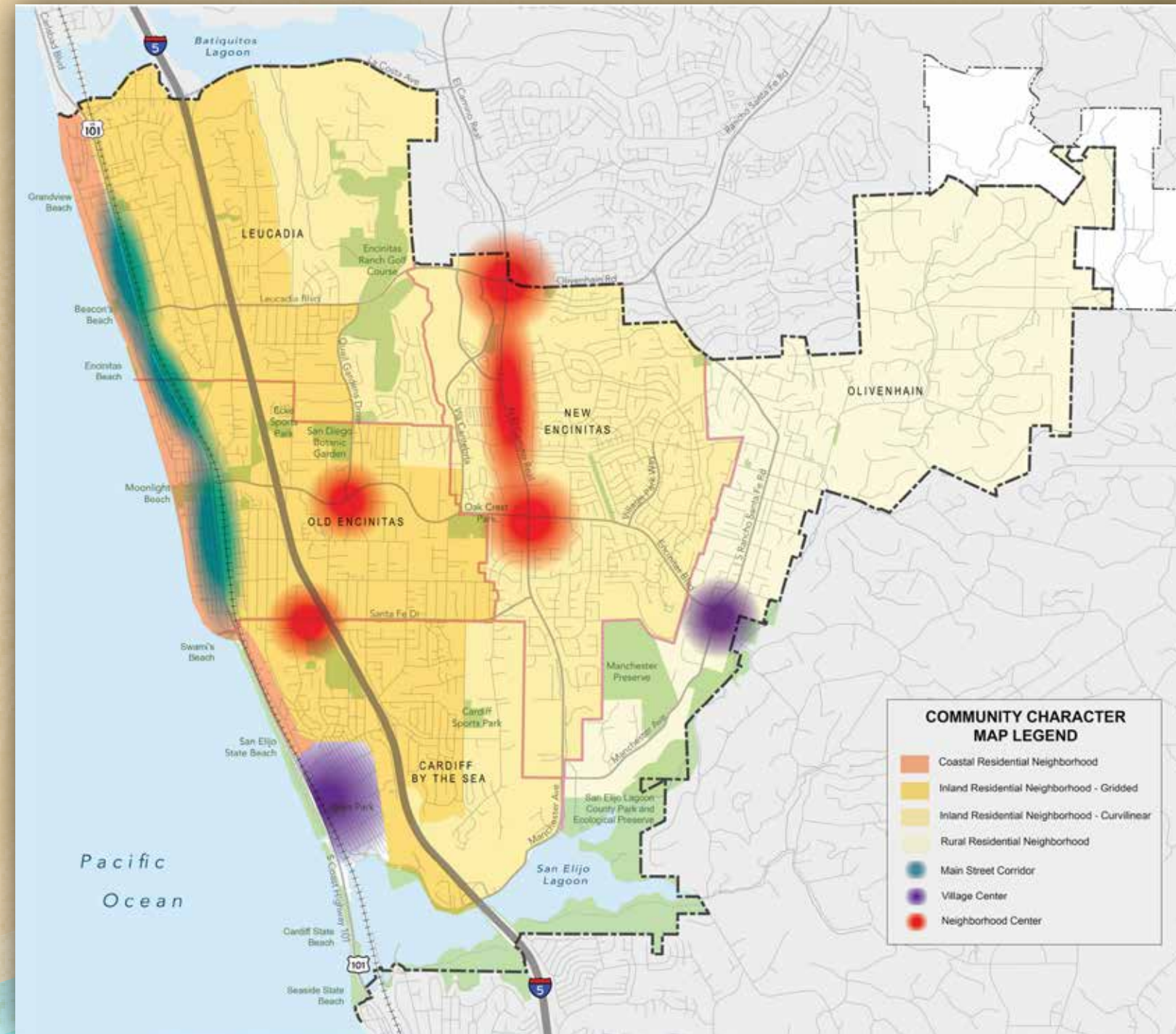
Which community characteristics are highly valued?

There are seven distinct, community design character contexts within Encinitas. Each community exhibits between two to five of these contexts. These design character contexts are distinct from the cultural identity residents have with their community. While there is variation in the urban design of each community, there is a relatively singular cultural identity for each community. The characteristics valued by the community relate to both the urban design contexts and cultural identity in each community. Differences in the characteristics valued relate to the amount of variety currently existing in the community, including the formal or informal character of the existing built environment.

Themes common to all five communities emerged from the public input process. Participants highly value the relatively small scale of the built environment. Walkable places providing opportunities for social interactions and basic services are highly regarded. Spaces that transcend indoor and outdoor areas are seen as something special, because of the moderate climate in Encinitas and connection with either the beach, natural preserves or pastoral settings (progressing west to east).

KEY THEMES

- Mixed-use preferred
- Two and three stories
- Need adequate infrastructure
- Walkable places
- Reflect community character



Common concerns or issues to be addressed

Participants cherish all that is special about Encinitas. As is commonly the case, the potential for change raises concern that the special qualities about the five communities could be affected. Additionally, there are perceived issues that exist today, regardless of an updated housing plan. Concerns about infrastructure deficits were raised, particularly related to traffic congestion and walkability, with the concern being that new housing will exacerbate issues or create new problems. Concerns about the scale and compatibility of new housing development relative to existing areas were also raised. While many understood the purpose and need for accommodating more attached and multifamily housing, questions were raised about whether this new housing—built by private developers—would indeed be available at attainable prices.

An opportunity for Encinitas

In addition to achieving the primary goal of a State-certified housing plan and four key reasons why it is important, new housing presents an opportunity to reinforce the outstanding qualities that make Encinitas a special place and to address deficits. A broader interest that emerged through the initial public engagement process was promoting sustainability principles in the City's land use, transportation and housing policies. Fundamentally, participants supported directing new housing toward key activity centers and vacant sites within existing developed areas—representing between one and two percent of the city's total land area—which would allow for maintaining or enhancing the rest. Therefore, this Housing Plan Update represents a strategic opportunity to make what's great about Encinitas even better, along with preserving its cherished qualities. The results that follow suggest more specifically the location and character of accommodating new housing in Encinitas.

COMMON CONCERNS

- Infrastructure
- Traffic congestion
- Compatibility with existing character
- Ensuring attainable prices

The Sustainable Communities and Climate Protection Act of 2008 (Senate Bill 375) supports the State's climate action goals to reduce greenhouse gas (GHG) emissions through coordinated transportation, land use and housing planning with the goal of more sustainable communities.

OLD ENCINITAS



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, and 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 Interstate 5, where residential zoning ranges from RR-1 to R-25.

Based on the dispersed approach to accommodating housing throughout the City (as approved by City Council on July 17, 2013), Old Encinitas needs to accommodate about 23% of the share, or a target of 295 housing units, to meet state requirements. The map featured here includes all viable sites for future housing in Old Encinitas based on the mapping approach endorsed by the City Council on September 25, 2013.



Existing Homes
5,141

Target New Homes
295

% Increase
6

Map shows location of viable housing sites. Not every site will be selected. See Appendix J for more information about each potential site.

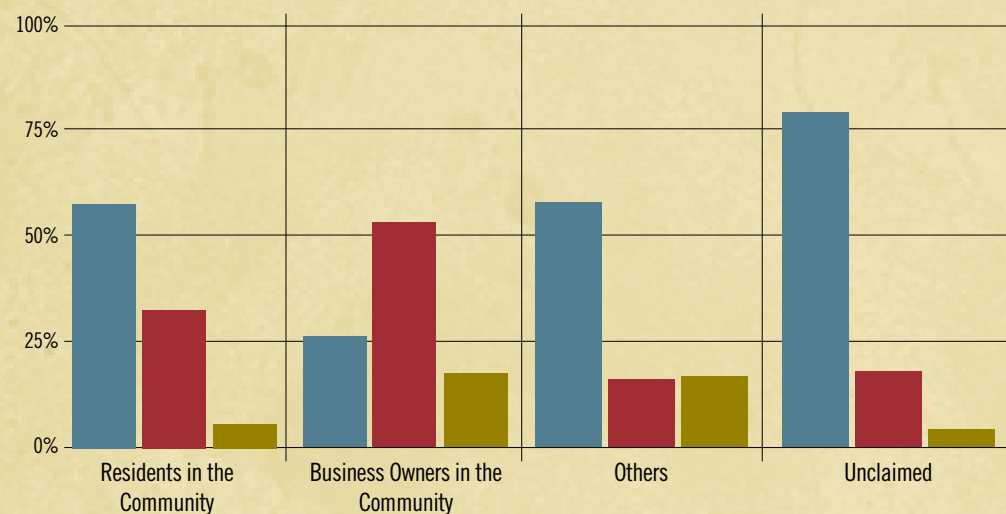
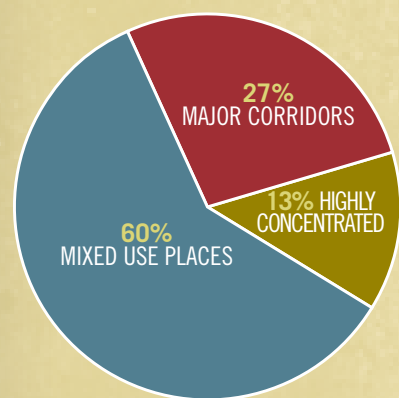
The City's outreach efforts and use of e-Town Hall provided the mechanisms to increase project awareness and maximize public interest and participation. Through this effort, a total of 277 preferences or comments were submitted through e-Town Hall for the Old Encinitas community. The sections below summarize the preferences indicated by participants through the "ready-made" and "build-your-own" housing strategy exercises for the Old Encinitas community. Common themes from the "describe community characteristics" section are also introduced.

Appendix J includes a fact sheet for each Viable Housing Site in Old Encinitas (labeled OE-1, OE-2, etc.). The fact sheets include information on a particular site such as property address, APN, site description, proximity to amenities, and area photos.

1. Preferred Ready-Made Strategy

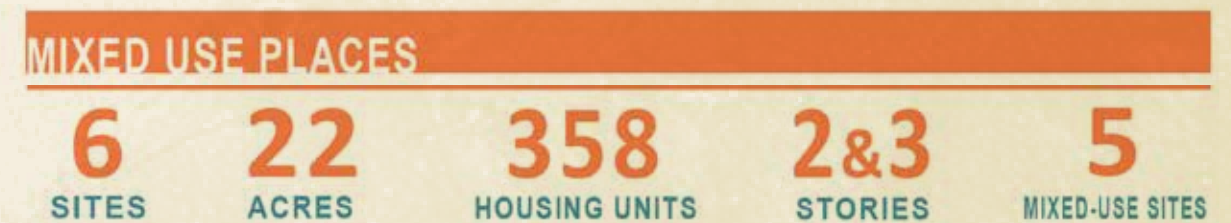
A total of 187 responses were received on this topic. Responses were received from "registered" participants (those who created an account on e-Town Hall), as well as "unclaimed" participants (completed the activity without registering). A majority of the 128 registered participants indicated that the Mixed Use Places strategy was the preferred "ready-made" option (60%). This option was selected more than the other two strategies that were provided and considered for public input, Major Corridors (27%) and Highly Concentrated (13%). Participant breakdown is reflected below.

- Residents living in the community selected Mixed Use Places (60%) over the Major Corridors (34%) and Highly Concentrated (6%) options.
- Owners of businesses located inside Old Encinitas favored Major Corridors (55%) more so than Mixed Use Places (27%).
- All others (i.e., residents/business owners outside the community) preferred Mixed Use Places (64%).
- 59 "unclaimed" responses supported Mixed Use Places (79%).



Ready-made strategies also included the neighborhood prototype assigned to each site. Selecting a preferred ready-made strategy also resulted in conveying the mix of neighborhood prototypes associated with the strategy.

As designed, Mixed Use Places predominantly accommodates new housing opportunities in several key areas that already permit mixed use development along South Coast Highway 101 in the downtown area (refer to study areas OE-1 and OE-5). The Mixed Use Places option also introduces mixed use development at 2/3 stories at the City Hall site off of Vulcan Avenue (study area OE-4) and residential uses at 2/3 stories at the corner of Quail Gardens Drive and Encinitas Boulevard (study area OE-7). Viable housing sites OE-1, OE-4, OE-5 and OE-7 can accommodate a total of 358 new housing units.

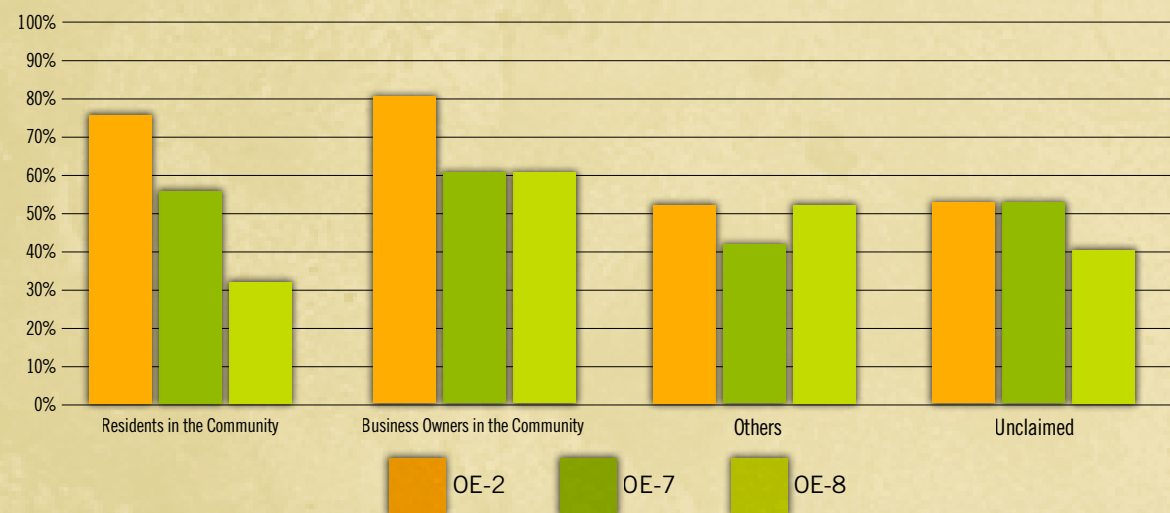


2. Top “Build-Your-Own” Sites

A total of 63 responses were received on this topic, of which 48 came from fully registered participants on e-Town Hall. Participants had many different ways to develop a land use plan that satisfied a target of 295 units (a total of 11 Viable Housing Sites were provided to choose from for site selection). Although there was some level of expressed support for all of the sites in the community, only sites with the associated neighborhood prototype that minimally satisfied or exceeded the target number of 295 new units are described with more detail.

Relative to the total number of times specific sites were identified, Viable Housing Sites OE-2, OE-7 and OE-8 were the most supported through the “build-your-own” exercise. This mix of sites accommodates new housing opportunities in areas adjacent to Encinitas Boulevard. Whereas viable housing site OE-2 is on the west side of Interstate 5, immediately adjacent to the freeway, sites OE-7 and OE-8 are near the Westlake Drive/Quail Gardens Drive intersection of Encinitas Boulevard.

- Residents living in Old Encinitas selected Viable Housing Site OE-2 a majority of the time (75%). Site OE-7 received 56% support and OE-8 received 31%.
- Owners of businesses located inside Old Encinitas favored OE-2 (80%). Viable Housing Sites OE-7 and OE-8 were equally selected by 60% of business owners located inside Old Encinitas. These sites were identified the most frequently; however, site OE-6 was also selected by 60% of participating business owners “inside” the community.
- All others (i.e., residents/business owners outside the community) identified Viable Housing Site OE-2 (at 52% support) for potential land use change. This was tied with site OE-9 as being the site most supported for potential land use change. Site OE-8 received 48% support and OE-7 received 41%.
- Fifteen “unclaimed” responses were received, supporting Viable Housing Sites OE-2 and OE-7 equally (53% each). Site OE-8 was selected 40% of the time.



Since the exercise allowed participants to choose both sites and a neighborhood prototype to assign to the site, the level of support for different neighborhood prototypes on each site can be summarized as well. Neighborhood prototype selection also registered a participant's acceptance level for how tall new development would be permissible with any rezone (2/3 or 3 stories).

- Site OE-2: 70% expressed support for Neighborhood Center Mixed Use at 2/3 stories and 30% for Neighborhood Center Mixed Use at 3 stories. This yields approximately 109 new housing units under the mixed use, 2/3-story prototype.
- Site OE-7: 61% noted support for Neighborhood Center Mixed Use at 2/3 stories; 22% for Residential Infill, Medium to Large Site, at 2/3 stories; 9% for Neighborhood Center Mixed Use at 3 stories; and 9% for Residential Infill, Medium to Large Site, at 3 stories. This yields approximately 66 new housing units under the Neighborhood Center Mixed Use, 2/3-story prototype.
- Site OE-8: 86% stated support for Neighborhood Center Mixed Use at 2/3 stories and 14% for Neighborhood Center Mixed Use at 3 stories. This yields approximately 172 new housing units under the mixed use, 2/3-story prototype.

Sites OE-2, OE-7 and OE-8 with mixed use development at 2/3 stories can accommodate 347 new housing units.



Viable Housing Sites OE-2, OE-7 and OE-8 were the most supported through the “build-your-own” scenario exercise.

3. Cumulative Ranking

This section of the report combines results from the “ready-made” and “build-your-own” exercises to produce a unified result, regardless of the approach a participant took to express preferences in e-Town Hall. Participants were allowed to select a preferred ready-made housing strategy and provide input via the build-your-own exercise. Based on a cumulative ranking of “ready-made” and “build-your-own” preferences, sites are identified with accompanying neighborhood prototypes, yielding an approximate housing number than can satisfy the approximate number of housing units targeted for the community.



SITE	RUNNING TOTAL CAPACITY
OE-5 (CR score of 92) - Main Street Mixed Use at 2/3 stories for 165 units	165
OE-1 (CR score of 89) - Main Street Mixed Use at 2/3 stories for 21 units	186
OE-4 (CR score 89) - Main Street Mixed Use at 2/3 stories for 60 units	246
OE-7 (CR score of 81) - Residential Infill, Medium to Large Site, at 2/3 stories for 89 units	335

Cumulative rankings (CR) take in account the level of participation from each exercise and the neighborhood prototype assigned to a preference. As shown below with a running total capacity, only sites with the associated neighborhood prototype that are needed to minimally satisfy or exceed the target number of 295 new units are described with more detail. Together these sites and associated neighborhood prototypes can accommodate 335 new housing units.

4. Similarities and Differences

A consistent theme between the “ready-made” and “build-your-own” results is that 2/3-story development is the favored height limit, regardless of location or neighborhood prototype. Another commonality is that all of the sites that are favored in the cumulative ranking were also sites identified in the favored “ready-made” strategy. While more participants expressed a preference using the “ready-made” topic than the “build-your-own” topic, the number of “registered” participants (48) using the build-your-own approach to provide input was sufficiently large enough to influence the result.

5. New Sites Proposed

If participants wanted to suggest new or alternative sites for housing, they were encouraged to submit other ideas. One idea for a new location in Old Encinitas that was mentioned by more than one participant was the area in the northeast quadrant of Encinitas Boulevard and Quail Gardens Drive, including 195 Quail Gardens Drive. This site was suggested as a new site more so than any other single site in all the other communities.

6. Highly Objectionable Sites

Through the “build-your-own” exercise, not only could community members personalize their own housing strategy, they were also able to identify areas where they opposed allowing any new housing development. In Old Encinitas, site OE-3 (which is the former Pacific View Elementary School site acquired by the City in late 2014) registered as the top objectionable site. A total 20 people that registered on e-Town Hall noted a concern with this site.

7. Community Comments

In addition to preferences on housing sites and types of housing, comments on community character, housing element compliance, etc. were received through e-Town Hall. Many of these comments focused on the advantages of identifying housing opportunities in certain areas or favoring housing in certain areas over others. Please refer to Appendices K, L, and M for a list of all community comments. Other community comments received, outside of e-Town Hall, are provided in Appendix N.

A common theme described by participants was the high value placed on the variety that exists throughout Old Encinitas. There is a beneficial mix of old and new, which is strongly linked to the downtown village with its mix of amenities and services. All of this is influenced by the culture of the beach. Walkability is highly valued. The strong preference for providing new housing in a mixed use context is consistent with feedback received on community character.

The character for each community was generally described in the second station/board series presented at the Community Dialogue Sessions and on the project website, www.AtHomeinEncinitas.info (see Appendix H for display boards from the Community Dialogue Sessions). Seven distinct community character types exist in Encinitas, with each community exhibiting between two and five character types. Old Encinitas includes five different community character contexts. No explicit disagreement was registered on e-Town Hall regarding these descriptions and the community-specific character descriptions were favorably received at the Community Dialogue Sessions. More analysis and incorporation of the feedback received on community character will occur with the preparation of design standards, which will guide the character of future housing and mixed use development.

VALUED COMMUNITY CHARACTERISTICS

- Variety
- Downtown village
- Beach
- Walkability

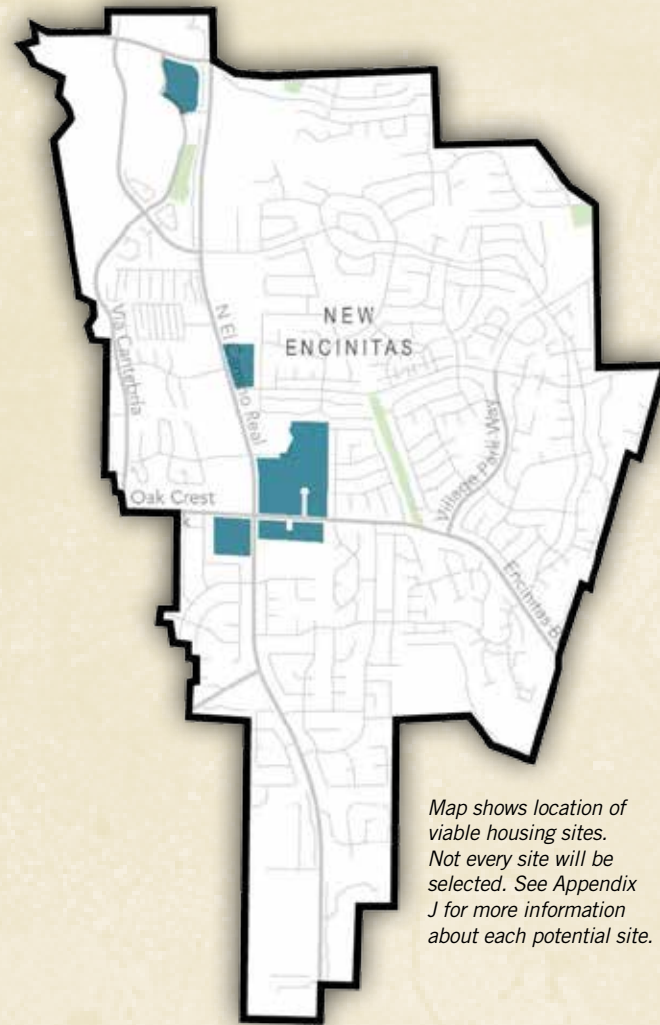
NEW ENCINITAS



New Encinitas is centrally located in the City and generally extends east from Via Cantebria (west boundary) toward Rancho Santa Fe Road to the east. Most of New Encinitas' residential neighborhoods include suburban housing styles typical of the 1980s and 1990s.

The community's central commercial corridor is El Camino Real, an arterial road that extends from Manchester Avenue on the south to the City's northern boundary. Commercial development along the corridor (north of Encinitas Boulevard) includes "big box" retail and auto-oriented strip commercial centers occupied by a combination of local and national retailers.

The community's residential areas were mainly developed through Planned Residential Developments (PRDs) and are generally characterized by lower density single-family neighborhoods, with pockets of medium-density single-family and multifamily residential (R-11, R-15 and R-25). A greenway traverses portions of the community, providing nearly uninterrupted open space. New Encinitas is primarily zoned for attached and detached single-family residential (R-5 and R-8). Many streets in the residential neighborhoods are not connected to discourage through-traffic and force automobiles onto major thoroughfares.



Map shows location of viable housing sites. Not every site will be selected. See Appendix J for more information about each potential site.

Based on the dispersed approach to accommodating housing throughout the City (as approved by City Council on July 17, 2013), New Encinitas needs to accommodate about 24% of the share, or a target of 308 housing units, to meet state requirements. The map featured here includes all viable sites for future housing in New Encinitas based on the mapping approach endorsed by the City Council on September 25, 2013.

The City's outreach efforts and use of e-Town Hall provided the mechanisms to increase project awareness and maximize public interest and participation. Through this effort, a total of 349 preferences or comments were submitted through e-Town Hall for the New Encinitas community. The sections below summarize the preferences indicated by participants through the "ready-made" and "build-your-own" housing strategy exercises for the New Encinitas community. Common themes from the "describe community characteristics" section are also introduced.

Appendix J includes a fact sheet for each Viable Housing Site in New Encinitas (labeled NE-1, NE-2, etc.). The fact sheets include information on a particular site such as property address, APN, site description, proximity to amenities and area photos.



Existing Homes	Target New Homes	% Increase
6,166	308	5

1. Preferred Ready-Made Strategy

A total of 205 responses were received on this topic. Responses were received from “registered” participants (those who created an account on e-Town Hall), as well as “unclaimed” participants (completed the activity without registering). A majority of the 137 registered participants indicated that Mixed Use Places was the preferred “ready-made” strategy (63%). This option was selected more than the other two strategies that were provided and considered for public input, Major Corridors (28%) and Highly Concentrated (9%). Participant breakdown is reflected below.

- Residents living in the community selected Mixed Use Places (68%) over the Major Corridors (26%) and Highly Concentrated (6%) options.
- Owners of businesses located inside New Encinitas favored Mixed Use Places (60%) more so than the Major Corridors (30%) and Highly Concentrated (10%) options.
- All others (i.e., residents/business owners outside the community) preferred Mixed Use Places (53%).
- 49 of 68 “unclaimed” responses supported Mixed Use Places (72%).

Ready-made strategies also included the neighborhood prototype





assigned to each site. Selecting a preferred ready-made strategy also resulted in conveying the mix of neighborhood prototypes associated with the strategy.

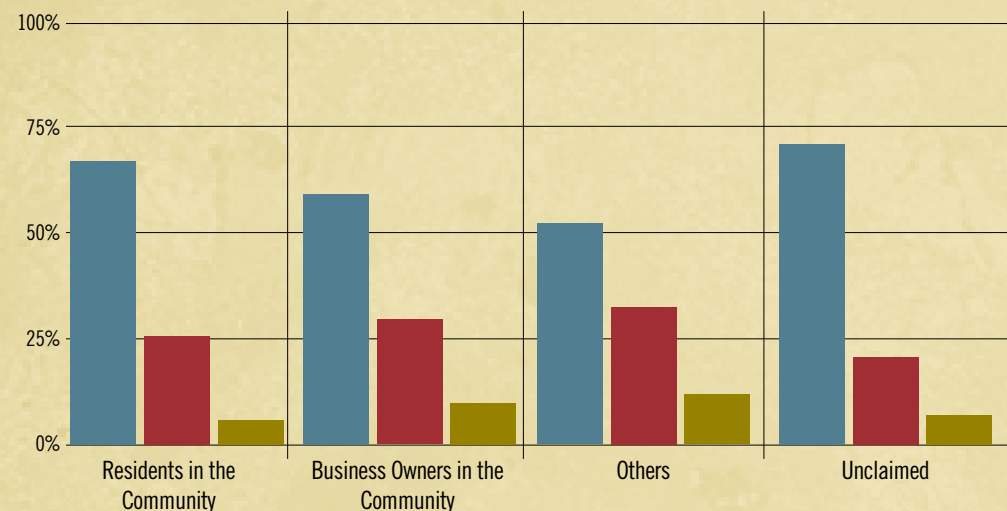
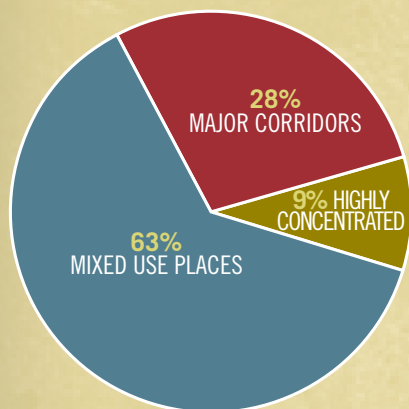
As designed, Mixed Use Places predominantly accommodates new housing opportunities on one large site on El Camino Real, near the northeast corner of the Encinitas Boulevard intersection. Any rezone on this site would ultimately allow more flexibility and adaptive private redevelopment opportunities to potentially include residential uses to the commercial center (refer to site NE-4). Viable housing site NE-4 can accommodate 262 new housing units.



LEGEND:

 NEIGHBORHOOD CENTER/
MIXED USE - LARGE SITE

 2 & 3-STORIES



MIXED USE PLACES

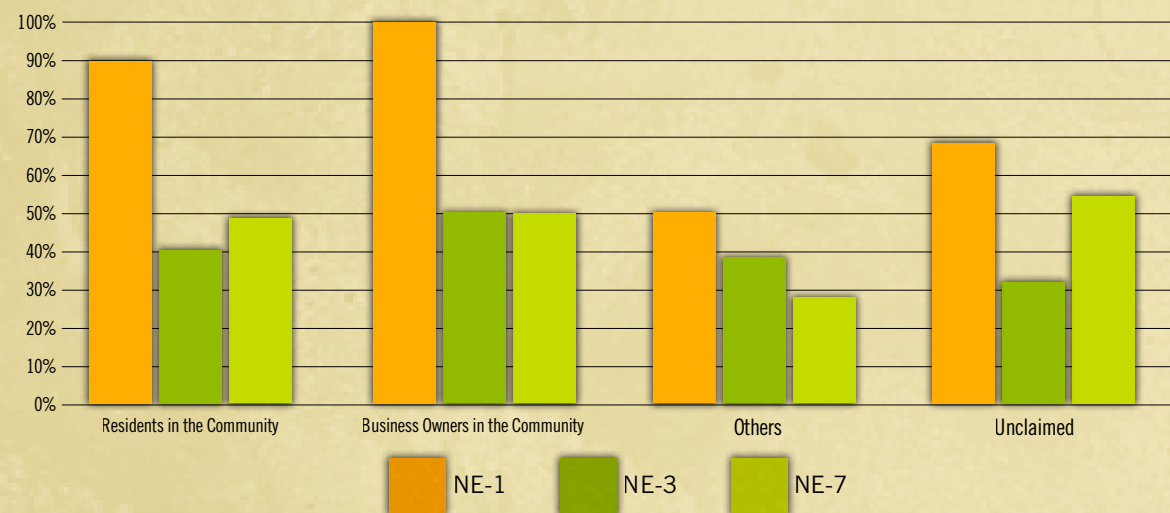
1 SITE **18** ACRES **262** HOUSING UNITS **2&3** STORIES **1** MIXED-USE SITE

2. Top “Build-Your-Own” Sites

A total of 76 responses were received on this topic, of which 63 came from fully registered participants on e-Town Hall. Participants had many different ways to develop a land use plan that satisfied a target of 308 units (a total of seven Viable Housing Sites were provided to choose from for site selection). Although there was some level of expressed support for all of the sites in the community, only sites with the associated neighborhood prototype that minimally satisfied or exceeded the target number of 308 new units are described with more detail.

Relative to the total number of times specific sites were identified, Viable Housing Sites NE-1, NE-3 and NE-7 were the most supported through the “build-your-own” exercise. This mix of sites accommodates new housing opportunities in areas spread throughout the El Camino Real corridor. Viable Housing Sites NE-1 and NE-7 would allow mixed use on the west sides of El Camino Real; one near the Leucadia Boulevard intersection and the other at the southwest corner of the Encinitas Boulevard intersection. If rezoned, Viable Housing Site NE-3 would allow residential infill on a large lot off of Via Molena.

- Residents living in New Encinitas selected Viable Housing Site NE-1 a majority of the time (90%). Site NE-7 received 49% support and site NE-3 received 41%.
- Owners of businesses located inside New Encinitas all favored Viable Housing Site NE-1 (100%). Sites NE-3 and NE-7 were equally selected by 50% of business owners inside New Encinitas.
- All others (i.e. residents/business owners outside the community) identified Viable Housing Site NE-1 (at 50% support) for potential land use change. Site NE-3 received 39% support and NE-7 received 28%. Only site NE-5 was identified more frequently (56%) by residents/business owners outside of New Encinitas.
- Thirteen “unclaimed” responses were received, supporting Viable Housing Site NE-1 69% of the time. Site NE-7 was selected by 54% of the “unclaimed” respondents and site NE-3 was selected 31%.



Since the exercise allowed participants to choose both sites and a neighborhood prototype to assign to the site, the level of support for different neighborhood prototypes on each site can be summarized as well. Neighborhood prototype selection also registered a participant’s acceptance level for how tall new development would be permissible with any rezone (2/3 or 3 stories).

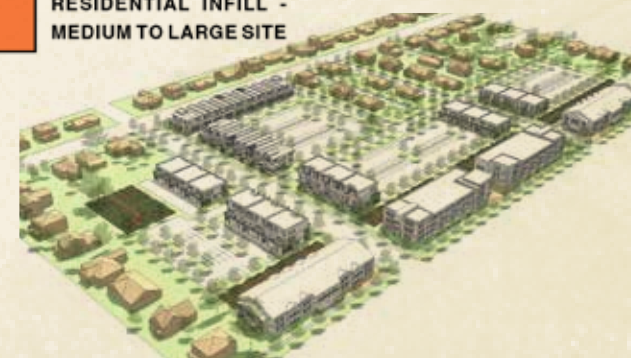
- Site NE-1: 80% expressed support for Neighborhood Center Mixed Use at 2/3 stories and 20% for mixed use at 3 stories. This yields approximately 126 new housing units under the Neighborhood Center Mixed Use, 2/3 story prototype.
- Site NE-3: 85% noted support for Residential Infill Medium to Large Site at 2/3 stories and 15% for residential infill at 3 stories. This yields approximately 200 new housing units under the residential infill, 2/3-story prototype.
- Site NE-7: 81% stated support for Neighborhood Center Mixed Use at 2/3 stories and 19% for mixed use at 3 stories. This yields approximately 136 new housing units under the Neighborhood Center Mixed Use, 2/3-story prototype.

Sites NE-1 and NE-7 with mixed use development at 2/3 stories and NE-3 with residential infill at 2/3 stories can accommodate 462 new housing units.

**NEIGHBORHOOD CENTER/
MIXED USE - LARGE SITE**



**RESIDENTIAL INFILL -
MEDIUM TO LARGE SITE**



2/3 2 & 3-STORIES

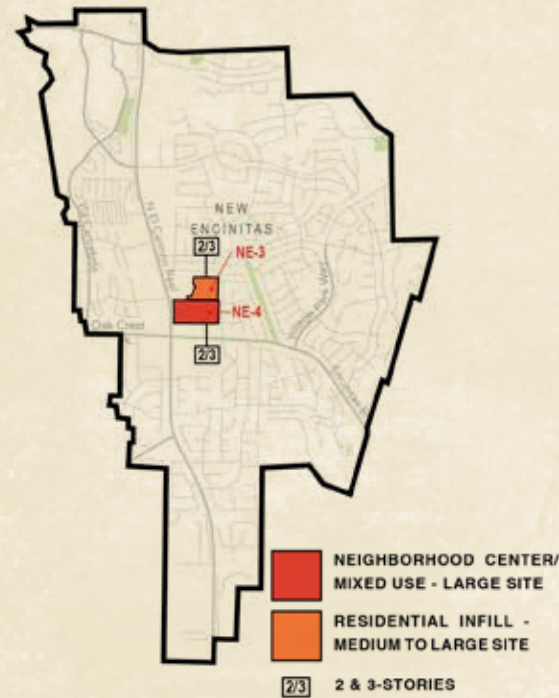


Viable Housing Sites NE-1, NE-7 and NE-3 were the most supported through the “build-your-own” scenario exercise.

3. Cumulative Ranking

This section of the report combines results from the “ready-made” and “build-your-own” exercises to produce a unified result, regardless of the approach a participant took to express preferences in e-Town Hall. Participants were allowed to select a preferred ready-made housing strategy and provide input via the build-your-own exercise. Based on a cumulative ranking of “ready-made” and “build-your-own” preferences, sites are identified with accompanying neighborhood prototypes, yielding an approximate housing number than can satisfy the approximate number of housing units targeted for the community.

Cumulative rankings (CR) take in account the level of participation from each exercise and the neighborhood prototype assigned to a preference. As shown below with a running total capacity, only sites with the associated neighborhood prototype that are needed to minimally satisfy or exceed the target number of 308 new units are described herein with more detail.



SITE	RUNNING TOTAL CAPACITY
NE-4 (CR score of 99) - Neighborhood Center Mixed Use at 2/3 stories for 262 units	262
NE-3 (CR score of 62) - Residential Infill Medium to Large Site at 2/3 stories for 200 units	462

Site NE-4 with mixed use development at 2/3 stories and site NE-3 with residential infill at 2/3 stories can accommodate 462 new housing units.

4. Similarities and Differences

A consistent theme between the “ready-made” and “build-your-own” results is that 2/3-story development is the favored height limit, regardless of location or neighborhood prototype. Another commonality is that all of the sites that are favored in the cumulative ranking were also sites identified in the favored “ready-made” strategy. While more participants expressed a preference using the “ready-made” topic than the “build-your-own” topic, the number of participants (63) using the build-your-own approach to providing input was sufficiently large to influence the result.

5. New Sites Proposed

If participants wanted to suggest new or alternative sites for housing, they were encouraged to submit other ideas. Ideas for new locations in New Encinitas that were mentioned by more than one participant include the following areas:

- An area in between the nursery and credit union (near 701 N. El Camino Real)
- LA Fitness and 99 Cents Only store site (149 to 215 S. El Camino Real)

6. Highly Objectionable Sites

Through the “build-your-own” exercise, not only could community members personalize their own planning strategy, they were also able to identify areas where they opposed allowing any new housing development. In New Encinitas, site NE-4 registered as the top objectionable site. A total 34 people that fully registered on e-Town Hall noted a concern with this site. Although this section of the report only factors in “build-your-own” strategy input, it is worth noting that comments were also made in other areas of e-Town Hall through open-ended statements expressing similar concerns for new development on El Camino Real. Despite receiving some expressed concern, site NE-4 also had the highest cumulative ranking of support (i.e., support for a potential rezoning program with Neighborhood Center Mixed Use).

7. Community Comments

In addition to preferences on housing sites and types of housing, comments on community character, housing element compliance, etc. were received through e-Town Hall. Many of these comments focused on the advantages of identifying housing opportunities in certain areas or favoring housing in certain areas over others. Please refer to Appendices K, L, and M for a list of all community comments. Other community comments received, outside of e-Town Hall, are provided in Appendix N.

A common theme described by participants was the high value placed on the relatively quiet neighborhoods with a sense of privacy in New Encinitas. These master planned neighborhoods, with the associated continuity of design, include common suburban amenities and services, but are distinguished by greenbelt and natural open space networks. All these characteristics are highly valued. These prized features are in stark contrast to the character of El Camino Real, an automobile-oriented and regional commercial corridor, and perception of its frequent traffic congestion. Even though the shopping and services in the corridor are appreciated, its character and poor design and mobility inefficiencies frustrate shoppers and residents alike.

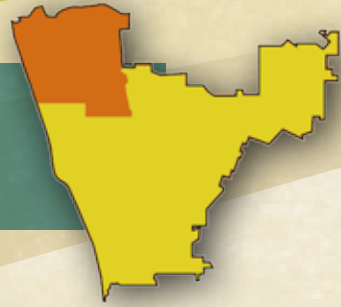
Relative to any characteristics that participants wanted to introduce in New Encinitas, comments were received on adding accessible, walkable places to gather and socialize in the community. This could help create more memorable and enjoyable spaces. The strong preference for providing new housing in a mixed use context is consistent with feedback received on community character, related to a clear interest in improving connections, access, and other problems, tempered with significant concerns about traffic impacts within the El Camino Real corridor.

The character for each community was generally described in the second station/board series presented at the Community Dialogue Sessions and on the project website, www.AtHomeinEncinitas.info (see Appendix H for display boards from the Community Dialogue Sessions). Seven distinct community character types exist in Encinitas, with each community exhibiting between two and five character types. New Encinitas includes two different community character contexts. No explicit disagreement with these descriptions was registered on e-Town Hall and the community-specific character descriptions were favorably received at the Community Dialogue Sessions. More analysis and incorporation of the feedback received on community character will occur with the preparation of design standards, which will guide the character of future housing and mixed use development.

VALUED COMMUNITY CHARACTERISTICS

- Neighborhood privacy
- Open space and greenbelts
- Master planned design
- More walkable and sociable places

LEUCADIA



Leucadia is primarily a beach-oriented community located in the northern part of the City. Residential land uses predominate, with limited commercial and specialty retail along Coast Highway 101. Recreation, parks, and open spaces, including the Encinitas Ranch Golf Course, are located along the coast and in the eastern part of the community. There are a few remaining agricultural uses east of Interstate 5.

Coast Highway 101, the community's commercial corridor, includes a variety of strip commercial buildings that line the western side of the road. Businesses are typically set back behind storefront parking, but in some instances front directly onto the street. The railway corridor runs parallel to and directly east of Coast Highway 101. There are a few pedestrian amenities located along the length of Coast Highway 101 through Leucadia, which limits pedestrian connectivity and direct east-west access. By contrast, Interstate 5 is a major freeway that acts as a barrier between Leucadia's eastern and western neighborhoods.

Residential zoning is higher density along Coast Highway 101 (R-8, R-11 and R-25). Almost all of the City's mobile home parks are located in Leucadia, off of Vulcan Avenue or west of Highway 101. The remaining residential areas in this community have lower density designations (R-2, R-3 and R-5).



Map shows location of viable housing sites. Not every site will be selected. See Appendix J for more information about each potential site.

Existing Homes
5,720

Target New Homes
295

% Increase
5

Based on the dispersed approach to accommodating housing throughout the City (as approved by City Council on July 17, 2013), Leucadia needs to accommodate about 23% of the share, or a target of 295 housing units to meet state requirements. The map featured here includes all viable sites for future housing in Leucadia based on the mapping approach endorsed by the City Council on September 25, 2013.

The City's outreach efforts and use of e-Town Hall provided the mechanisms to increase project awareness and maximize public interest and participation. Through this effort, a total of 301 preferences or comments were submitted through e-Town Hall for the Leucadia community. The sections below summarize the preferences indicated by participants through the "ready-made" and "build-your-own" housing strategy exercises for the Leucadia community. Common themes from the "describe community characteristics" section are also introduced.

Appendix J includes a fact sheet for each Viable Housing Site in Leucadia (labeled L-1, L-2, etc.). The fact sheets include information on a particular site such as property address, APN, site description, proximity to amenities and area photos.



1. Preferred Ready-Made Strategy

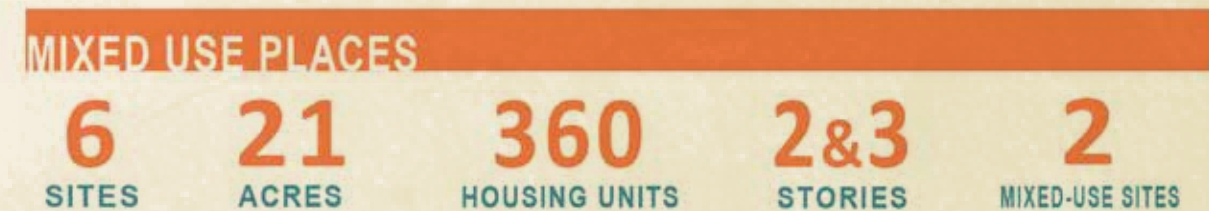
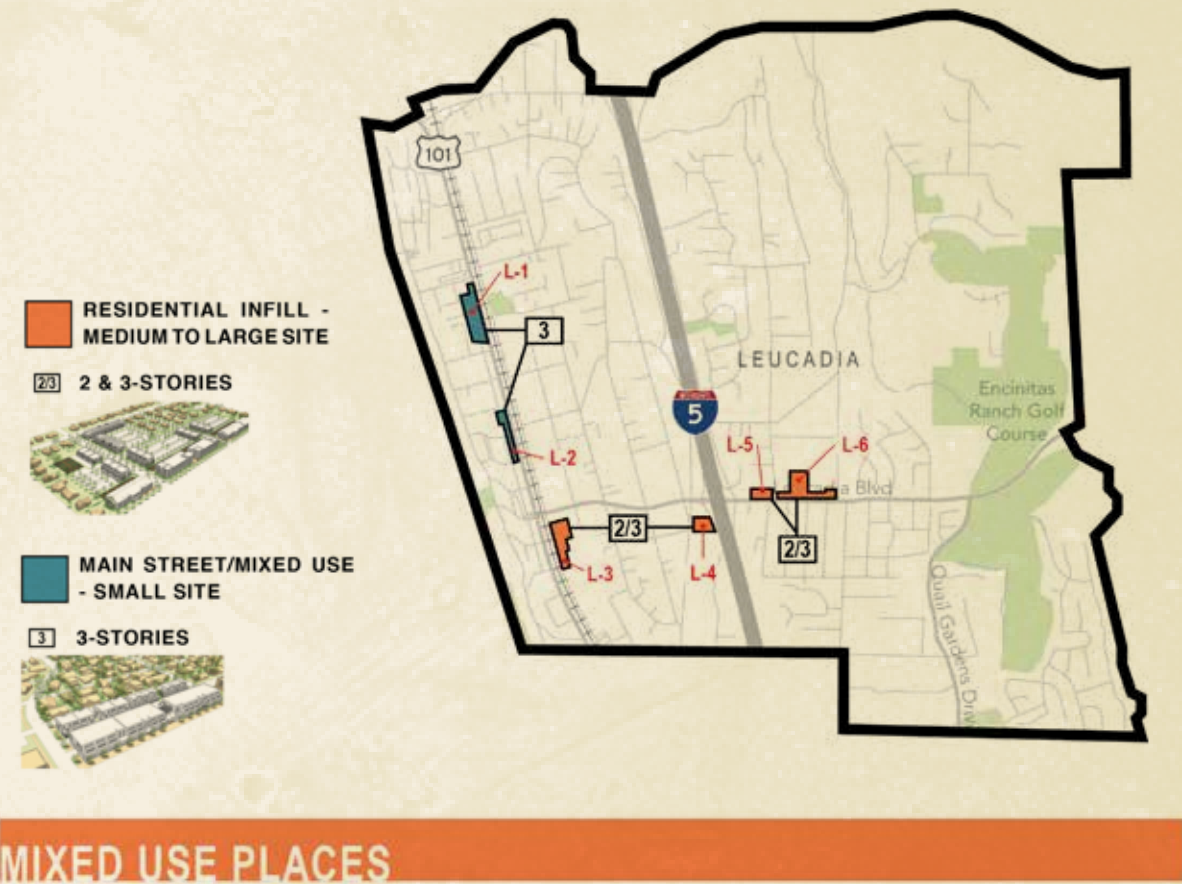
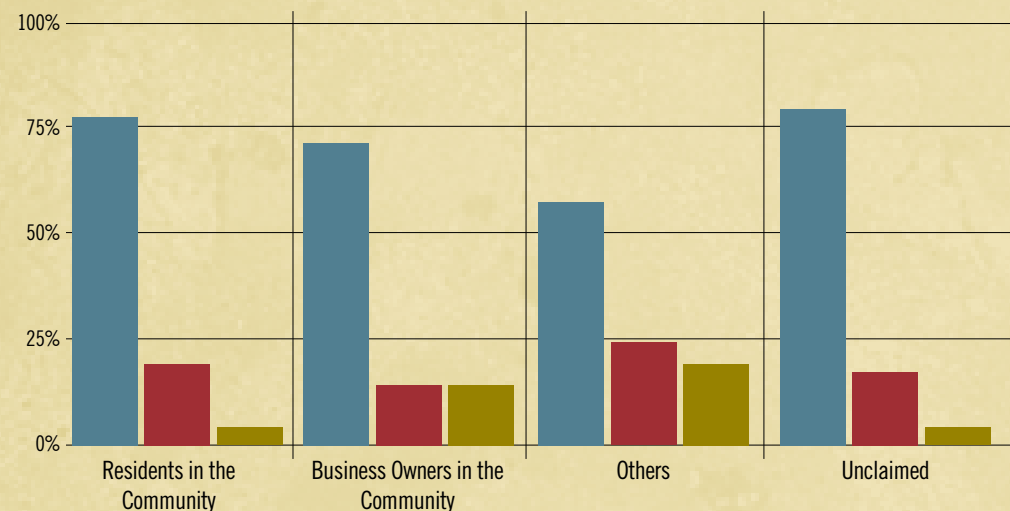
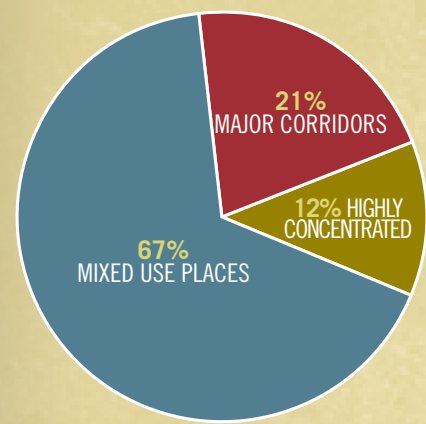
A total of 170 responses were received on this topic. Responses were received from “registered” participants (those who created an account on e-Town Hall), as well as “unclaimed” participants (completed the activity without registering). A majority of the 117 registered participants indicated that Mixed Use Places was the preferred “ready-made” strategy (67%). This option was selected more than the other two strategies that were provided and considered for public input, Major Corridors (21%) and Highly Concentrated (12%). Participant breakdown is reflected below.

- Residents living in the community selected Mixed Use Places (77%) over the Major Corridors (19%) and Highly Concentrated (4%) options.
- Owners of businesses located inside Leucadia favored Mixed Use Places (71%), more so than the Major Corridors and Highly Concentrated options (each received about 14% support).
- All others (i.e., residents/business owners outside the community) preferred Mixed Use Places (57%).
- 42 of 53 “unclaimed” responses supported Mixed Use Places (79%).



Ready-made strategies also included the neighborhood prototype assigned to each site. Selecting a preferred ready-made strategy also resulted in conveying the mix of neighborhood prototypes associated with the strategy.

As designed, Mixed Use Places distributes new housing opportunities on several sites on North Coast Highway 101 and Leucadia Boulevard. The Mixed Use Places option would allow additional residential densities in two key areas that already permit mixed-use development along North Coast Highway 101 (refer to sites L-1 and L-2). The Mixed Use Places option would also allow increased residential densities at 2/3 stories at several locations on Leucadia Boulevard, including the corners of Vulcan Avenue (site L-3), Orpheus Avenue (site L-4), and Saxony Road (sites L-5 and L-6). Viable housing sites L-1, L-2, L-3, L-4, L-5 and L-6 can accommodate 360 new housing units.



2. Top “Build-Your-Own” Sites

A total of 85 responses were received on this topic, of which 64 came from fully registered participants on e-Town Hall. Participants had many different ways to develop a land use plan that satisfied a target of 295 units (a total of eight Viable Housing Sites were provided to choose from for site selection). Although there was some level of expressed support for all of the sites in the community, only sites with the associated neighborhood prototype that minimally satisfied or exceeded the target number of 295 new units are described with more detail.

Relative to the total number of times specific sites were identified, Viable Housing Sites L-1, L-3, and L-7 were the most supported through the “build-your-own” exercise. This mix of sites accommodates new housing opportunities in areas spread throughout the community. Viable housing sites L-1 and L-3 would allow additional residential density in two key areas that already permit mixed use development, one located directly on North Coast Highway 101 and the other generally located at the southeast corner of Leucadia Boulevard and Vulcan Avenue. If rezoned, site L-7 would allow residential infill on a large lot off of Quail Gardens Drive.

- Nearly all participating residents living in Leucadia selected Viable Housing Site L-7 (94%) when completing the exercise. Site L-3 received 81% support. And site L-1 received 78% support.
- Owners of businesses located inside Leucadia favored sites L-1, L-2, and L-7 86% of the time. Site L-3 was selected 71%.
- All others (i.e., residents/business owners outside the community) identified sites L-1 and L-3 at the same levels of support (76%) for potential land use changes. Site L-7 received 72% support.
- Twenty-one “unclaimed” responses were received, supporting site L-7 100% of the time. Site L-3 was also supported (81%). “Unclaimed” respondents selected site L-1 48% of the time.



Since the exercise allowed participants to choose both sites and a neighborhood prototype to assign to the site, the level of support for different neighborhood prototypes on each site can be summarized as well. Neighborhood prototype selection also registered a participant’s acceptance level for how tall new development would be permissible with any rezone (2/3 or 3 stories).

- Site L-1: 82% expressed support for Main Street Mixed Use at 2/3 stories and 18% for Main Street Mixed Use at 3 stories. This yields approximately 71 new housing units under the Main Street Mixed Use, 2/3-story prototype.
- Site L-3: 66% noted support for Main Street Mixed Use at 2/3 stories; 18% for Main Street Mixed Use at 3 stories; 10% for Residential Infill Medium to Large Site at 2/3 stories; and 6% for Residential Infill Medium to Large Site at 3 stories. This yields approximately 67 new housing units under the Main Street Mixed Use, 2/3-story prototype.
- Site L-7: 66% stated support for Residential Infill Medium to Large Site at 2/3 stories and 33% for residential at 3 stories. This yields approximately 150 new housing units under the Residential Infill Medium to Large Site, 2/3-story prototype.

Sites L-1 and L-3 with mixed use at 2/3 stories and site L-7 with residential infill at 2/3 stories can accommodate 288 new housing units.

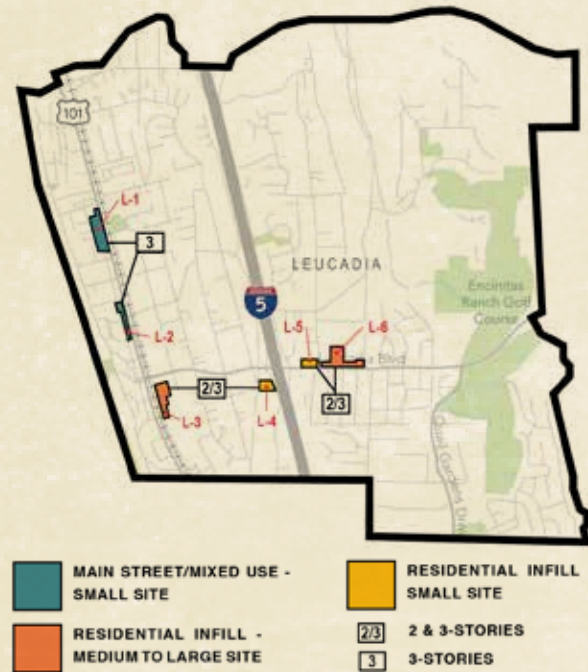


Viable Housing Sites L-7, L-3 and L-1 were the most supported through the “build-your-own” scenario exercise

3. Cumulative Ranking

This section of the report combines results from the “ready-made” and “build-your-own” exercises to produce a unified result, regardless of the approach a participant took to express preferences in e-Town Hall. Participants were allowed to select a preferred ready-made housing strategy and provide input via the build-your-own exercise. Based on a cumulative ranking of “ready-made” and “build-your-own” preferences, sites are identified with accompanying neighborhood prototypes, yielding an approximate housing number than can satisfy the approximate number of housing units targeted for the community.

Cumulative rankings (CR) take in account the level of participation from each exercise and the neighborhood prototype assigned to a preference. As shown below with a running total capacity, only sites the with associated neighborhood prototype that are needed to minimally satisfy or exceed the target number of 295 new units are described with more detail.



SITE	RUNNING TOTAL CAPACITY
L-6 (CR score of 123) - Residential Infill Medium to Large Site at 2/3 stories for 100 units	100
L-5 (CR score of 119) - Residential Infill Small Site at 2/3 stories for 31 units	131
L-4 (CR score of 105) - Residential Infill Small Site at 2/3 stories for 34 units	165
L-1 (CR score of 87) - Main Street Mixed Use at 3 stories for 71 units	236
L-2 (CR score of 86) - Main Street Mixed Use at 3 stories for 31 units	267
L-3 (CR score of 83) - Residential Infill Medium to Large Site at 2/3 stories for 93 units	360

Sites areas L-1 and L-2 with mixed use development at 3 stories and sites L-3, L-4, L-5 and L-6 with residential infill at 2/3 stories can accommodate 360 new housing units.

4. Similarities and Differences

A consistent theme between the “ready-made” and “build-your-own” results is that mixed use is supported. Another commonality is that all of the sites that are favored in the cumulative ranking were also sites identified in the favored “ready-made” strategy. One notable difference is that mixed use with three-story buildings was presented as a part of the “ready-made” strategy, yet “build-your-own” showed a preference for a mix of 2/3-story buildings. While, more participants expressed a preference using the “ready-made” topic than the “build-your-own” topic, the number of participants using the build-your-own approach to provide input was sufficiently large to influence the result.

5. New Sites Proposed

If participants wanted to suggest new or alternative sites for housing, they were encouraged to submit other ideas. One idea for a new location in Leucadia that was mentioned by more than one participant was the area north of Union Street, just east of Interstate 5 near Clark Avenue.

6. Highly Objectionable Sites

Through the “build-your-own” exercise, not only could community members personalize their own planning strategy, they were also able to identify areas where they opposed allowing any new housing development. In Leucadia, site L-6, which is located on Leucadia Boulevard and Saxony Road, registered as the top objectionable site. A total 29 people that fully registered on e-Town Hall noted a concern with this site. However, site L-6 received support in the “ready-made” and cumulative ranking mapping results.

7. Community Comments

In addition to preferences on housing sites and types of housing, comments on community character, housing element compliance, etc. were received through e-Town Hall. Many of these comments focused on the advantages of identifying housing opportunities in certain areas or favoring housing in certain areas over others. Please refer to Appendices K, L, and M for a list of all community comments. Other community comments received, outside of e-Town Hall, are provided as Appendix N.

A strong character theme described for Leucadia by participants is its small scale buildings and overall diverse and eclectic vibe. That character promotes variety, which is highly valued in Leucadia. Walkability is an important attribute, related to its small scale and connection to the beach. Infrastructure needs were frequently raised and are closely linked to the value placed on access and walkability. These valued community characteristics are closely aligned with the expressed preference for new housing to occur in mixed use settings, and to make improvements which respect existing character.

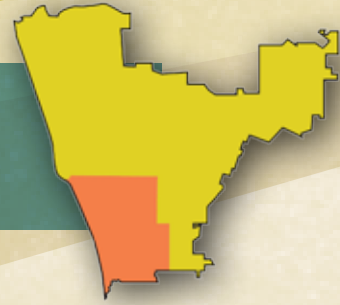
The character for each community was generally described in the second station/board series presented at the Community Dialogue Sessions and on the project website, www.AtHomeinEncinitas.info (see Appendix H for display boards from the Community Dialogue Sessions). Seven distinct community character types exist in Encinitas, with each community exhibiting between two and five character types. Leucadia includes four different community character contexts. No explicit disagreement with these descriptions was registered on e-Town Hall and the community-specific character descriptions were favorably received at the Community Dialogue Sessions.

More analysis and incorporation of the feedback received on community character will occur with the preparation of design standards, which will guide the character of future housing and mixed use development.

VALUED COMMUNITY CHARACTERISTICS

- Small scale buildings
- Diverse and eclectic vibe
- Walkability
- Beach

CARDIFF



Cardiff is a coastal community comprised primarily of single-family residential uses. Some limited multi-family uses are located west of Interstate 5. Parks and recreation and agricultural uses are located along the community's Pacific coastline, east and west of Interstate 5 and along the community's southern boundary around San Elijo Lagoon. Cardiff's western coastline is entirely comprised of the San Elijo State Beach and limited development west of Coast Highway 101.

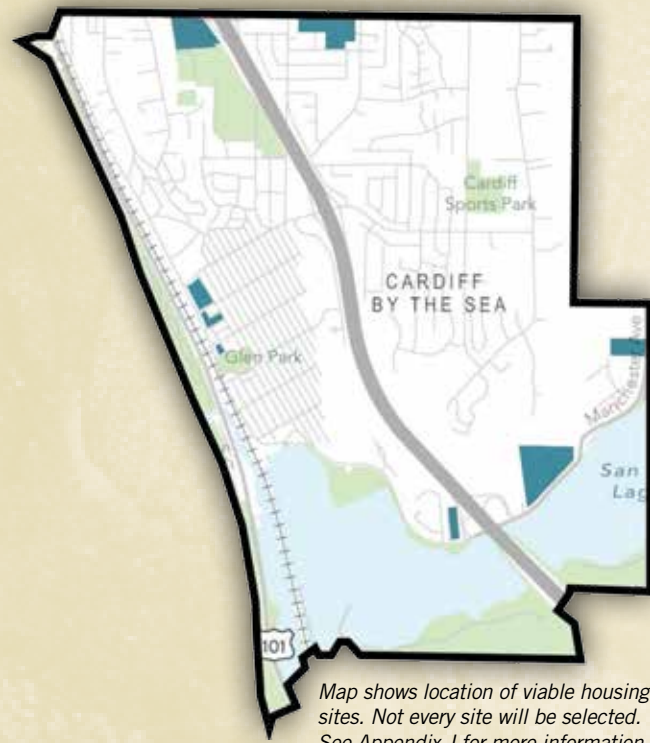
Cardiff's main commercial district fronts San Elijo Avenue. Cardiff has some other commercial areas located along Coast Highway 101 and at the Interstate 5 off-ramps. The Town Center is characterized by auto-oriented, strip commercial buildings with deep setbacks for storefront parking. Pedestrian amenities in this area include wide, continuous sidewalks.

Residential zoning in Cardiff is higher density along the coast (R-8, R-11 and R-15); single-family uses and duplexes on small lots dominate much of this area. West of Interstate 5, the street system takes advantage of the natural topography, maximizing views to the Town Center and coast. The community is considerably more rural in the eastern portion of the community (RR, RR-1 and RR-2).

Based on the dispersed approach to accommodating housing throughout the City (as approved by City Council on July 17, 2013), Cardiff needs to accommodate about 15% of the share, or a target of 192 housing units to meet state requirements. The map featured here includes all viable sites for future housing in Cardiff based on the mapping approach endorsed by the City Council on September 25, 2013.

The City's outreach efforts and use of e-Town Hall provided the mechanisms to increase project awareness maximize public interest and participation. Through this effort, a total of 208 preferences or comments were submitted through e-Town Hall for the Cardiff community. The sections below summarize the preferences indicated by participants through the "ready-made" and "build-your-own" housing strategy exercises for the Cardiff community. Common themes from the "describe community characteristics" section are also introduced.

Appendix J includes a fact sheet for each Viable Housing Site in Cardiff (labeled C-1, C-2, etc.). The fact sheets include information on a particular site such as property address, APN, site description, proximity to amenities and area photos.



Map shows location of viable housing sites. Not every site will be selected. See Appendix J for more information about each potential site.

Existing Homes
5,083

Target New Homes
192

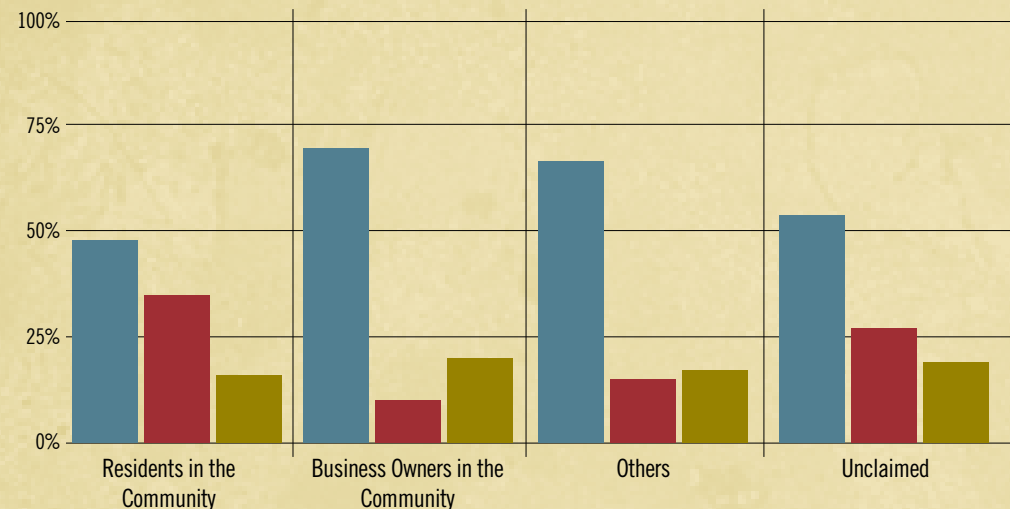
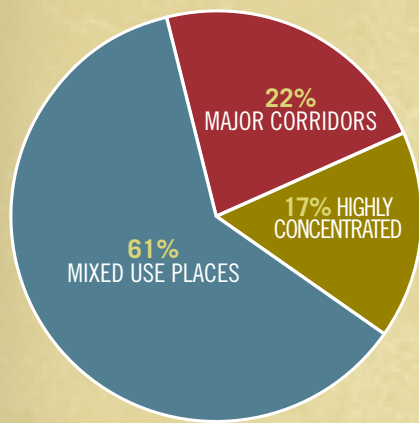
% Increase
4

1. Preferred Ready-Made Strategy

A total of 130 responses were received on this topic. Responses were received from “registered” participants (those who created an account on e-Town Hall), as well as “unclaimed” participants (completed the activity without registering). A majority of the 93 registered participants indicated that Mixed Use Places was the preferred “ready-made” strategy (61%). This option was selected more than the other two strategies that were provided and considered for public input, Major Corridors (22%) and Highly Concentrated (17%). Participant breakdown is reflected below.

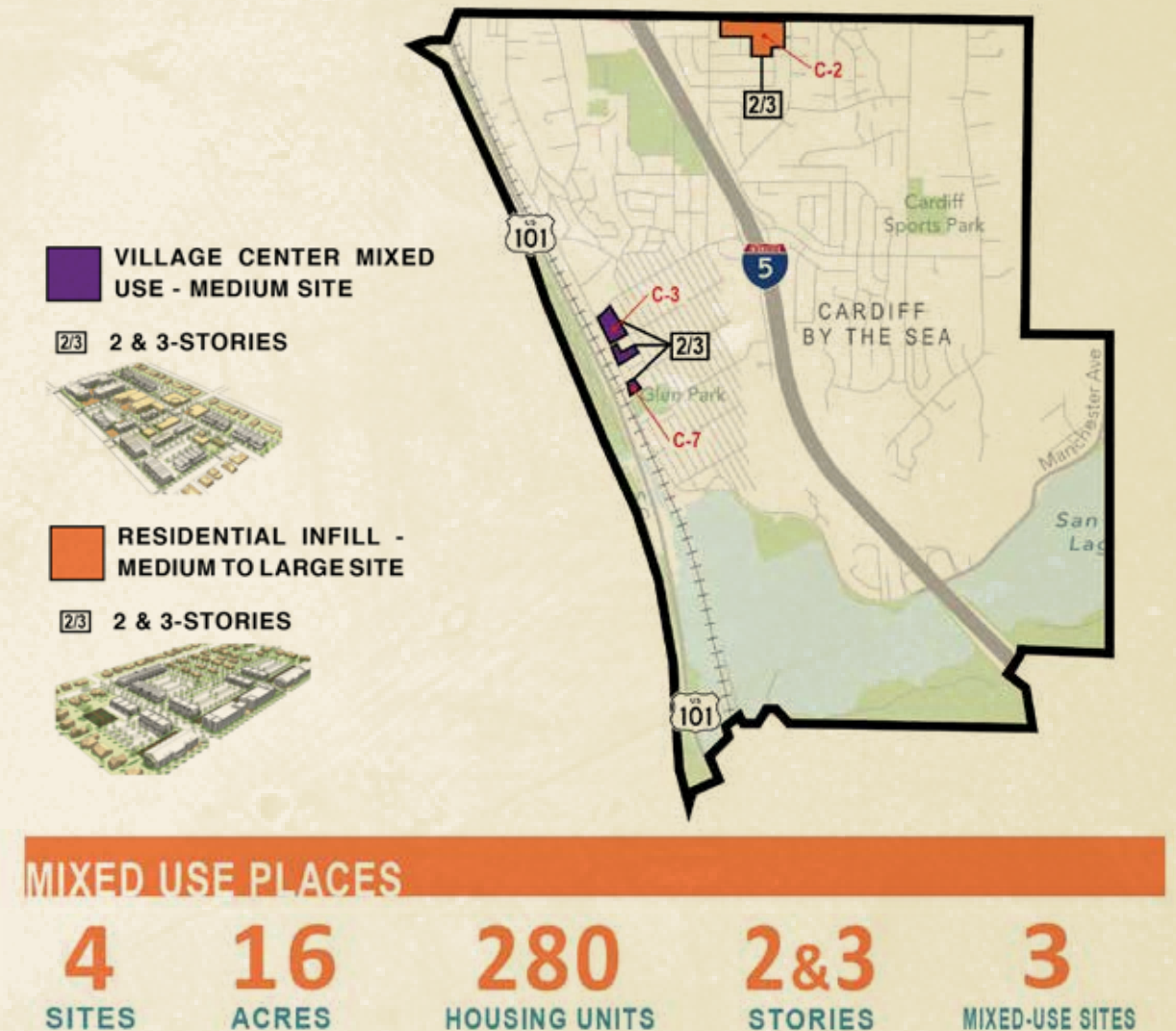


- Residents living in the community selected Mixed Use Places (48%) over the Major Corridors (35%) and Highly Concentrated (16%) options.
- Owners of businesses located inside Cardiff favored Mixed Use Places (70%), more so than the Major Corridors (10%) and Highly Concentrated (20%) options.
- All others (i.e., residents/business owners outside the community) preferred Mixed Use Places (67%).
- 20 of 37 “unclaimed” responses supported Mixed Use Places (54%).



Ready-made strategies also included the neighborhood prototype assigned to each site. Selecting a preferred ready-made strategy also resulted in conveying the mix of neighborhood prototypes associated with the strategy.

As designed, Mixed Use Places distributes new housing opportunities on several sites on San Elijo Avenue and Santa Fe Drive. The Mixed Use Places strategy would allow additional residential densities and 2/3 stories on the south side of Santa Fe Drive, east of Interstate 5 and MacKinnon Avenue (refer to site C-2) and introduces village center mixed use development at 2/3 stories at several commercial areas on San Elijo Avenue (sites C-3 and C-7). Viable housing sites C-2, C-3 and C-7 can accommodate 280 new housing units.

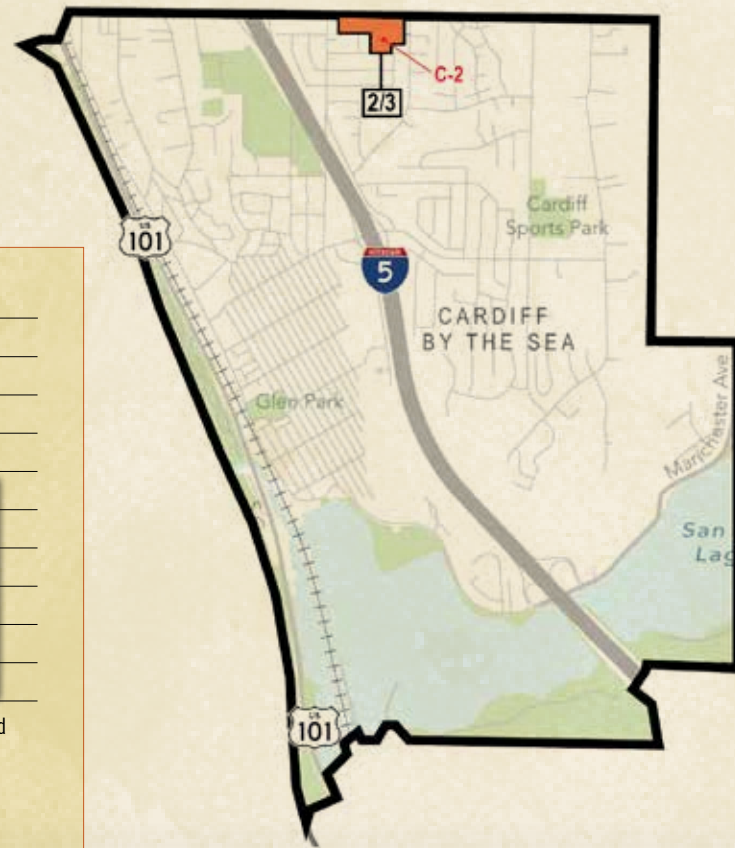
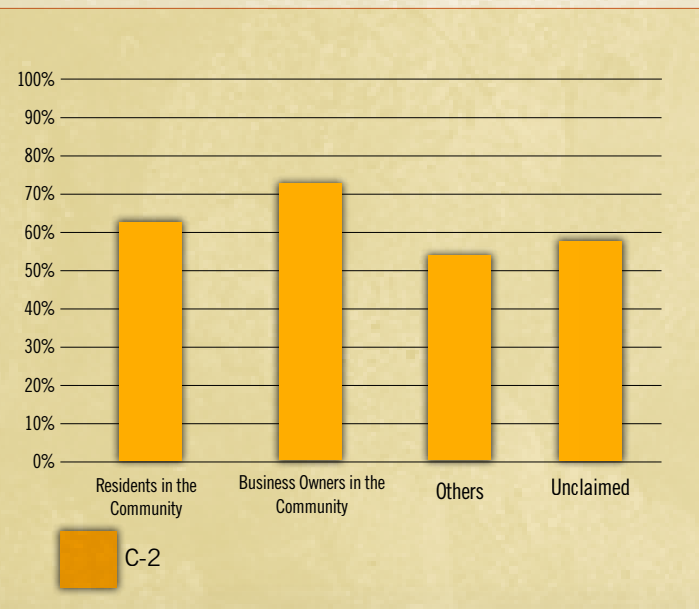


2. Top “Build-Your-Own” Sites

A total of 57 responses were received on this topic, of which 45 came from fully registered participants on e-Town Hall. Participants had many different ways to develop a land use plan that satisfied a target of 192 units (a total of seven Viable Housing Sites were provided to choose from for site selection). Although there was some level of expressed support for all of the sites in the community, only sites with the associated neighborhood prototype that minimally satisfied or exceeded the target number of 192 new units are described with more detail.

Relative to the total number of times specific sites were identified, Viable Housing Site C-2 was the most supported through the “build-your-own” exercise. This site accommodates new housing opportunities by allowing Residential Infill Medium to Large site at 2/3 stories on the south side of Santa Fe Drive, east of Interstate 5 and MacKinnon Avenue.

- Residents living in the community of Cardiff selected site C-2 63% of the time.
- Owners of businesses located inside Cardiff favored site C-2 71% of the time.
- All others (i.e., residents/business owners outside the community) identified site C-2 (at 53% support) for potential land use change.
- Twelve “unclaimed” responses were received, supporting site C-2 58% of the time. Only site C-1 was selected more frequently (83%).



Since the exercise allowed participants to choose both sites and a neighborhood prototype to assign to the site, the level of support for different neighborhood prototypes on each site can be summarized as well. Neighborhood prototype selection also registered a participant’s acceptance level for how tall new development would be permissible with any rezone (2/3 or 3 stories).

- Site C-2: 54% expressed support for Residential Infill Medium to Large Site at 2/3 stories; 31% for Neighborhood Center Mixed Use at 3 stories; 8% for Residential Infill Medium to Large Site at 3 stories; and 8% for Neighborhood Center Mixed Use at 3 stories. This yields approximately 202 new housing units under the residential infill, 2/3-story prototype.



Site C-2 with Residential Infill Medium to Large Site at 2/3 stories can accommodate 202 new housing units.

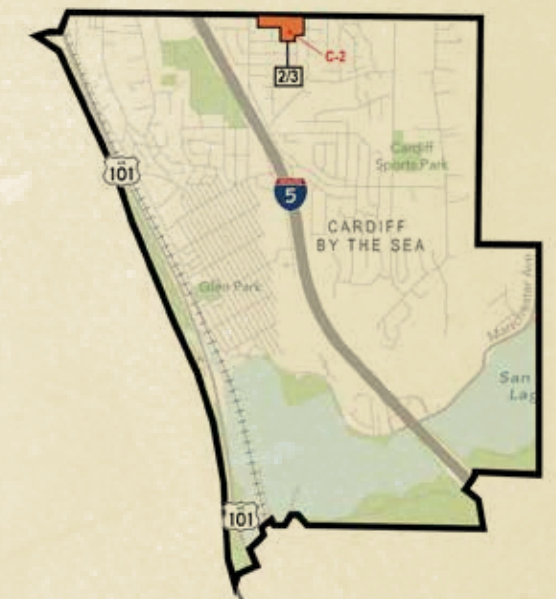
3. Cumulative Ranking

This section of the report combines results from the “ready-made” and “build-your-own” exercises to produce a unified result, regardless of the approach a participant took to express preferences in e-Town Hall. Participants were allowed to select a preferred ready-made housing strategy and provide input via the build-your-own exercise. Based on a cumulative ranking of “ready-made” and “build-your-own” preferences, sites are identified with accompanying neighborhood prototypes, yielding an approximate housing number than can satisfy the approximate number of housing units targeted for the community.

Cumulative rankings (CR) take in account the level of participation from each exercise and the neighborhood prototype assigned to a preference. As shown below with a running total capacity, only sites with the associated neighborhood prototype that are needed to minimally satisfy or exceed the target number of 192 new units are described herein with more detail.

SITE	RUNNING TOTAL CAPACITY
C-2 (CR score of 91) - Residential Infill Medium to Large Site at 2/3 stories for 202 units	202

Site C-2 with residential infill development at 2/3 stories can accommodate 202 new housing units.



4. Similarities and Differences

A consistent theme between the “ready-made” and “build-your-own” results is that 2/3-story development is the favored height limit, regardless of location or prototype. Another commonality is that the results from both exercises favored site C-2. The difference between these approaches is that the “ready-made” strategy includes mixed use housing in the Cardiff village, while “build-your-own” and the cumulative ranking map did not. Mixed use in the Cardiff village did score high, but including housing on one or more sites there would result in exceeding the new housing units target for the community.

5. New Sites Proposed

If participants wanted to suggest new or alternative sites for housing, they were encouraged to submit other ideas. Through e-Town Hall, ideas for new locations in the Cardiff were submitted; however, no single site or area was mentioned by more than one participant.

6. Highly Objectionable Sites

Through the “build-your-own” exercise, not only could community members personalize their own planning strategy, they were also able to identify areas where they opposed allowing any new housing development. In Cardiff, site C-5, which comprises part of the strawberry fields located on Manchester Avenue, registered as the top objectionable site. A total 22 people that registered on e-Town Hall noted a concern with this site.

7. Community Comments

In addition to preferences on housing sites and types of housing, comments on community character, housing element compliance, etc. were received through e-Town Hall. Many of these comments focused on the advantages of identifying housing opportunities in certain areas or favoring housing in certain areas over others. Please refer to Appendices K, L, and M for a list of all community comments. Other community comments received, outside of e-Town Hall, are provided as Appendix N.

Participants commonly identified with the walkable beach village in Cardiff, with its widespread ocean and scenic views. Spaces that transcended indoor and outdoor living areas are highly valued, for both housing as well as the Cardiff village commercial area. Notable for participants was the variety of neighborhoods throughout Cardiff and small businesses that provide services in a vibrant village setting. The preference for mixed use aligns with these valued characteristics.

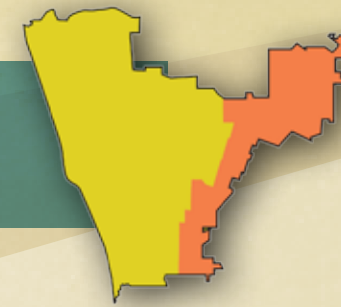
The character for each community was generally described in the second station/board series presented at the Community Dialogue Sessions and on the project website, www.AtHomeinEncinitas.info (see Appendix H for display boards from the Community Dialogue Sessions). Seven distinct community character types exist in Encinitas, with each community exhibiting between two and five character types. Cardiff includes five different community character contexts. No explicit disagreement with these descriptions was registered on e-Town Hall and the community-specific character descriptions were favorably received at the Community Dialogue Sessions.

More analysis and incorporation of the feedback received on community character will occur with the preparation of design standards, which will guide the character of future housing and mixed use development.

VALUED COMMUNITY CHARACTERISTICS

- Walkable beach village
- Scenic views
- Blended indoor - outdoor spaces
- Variety

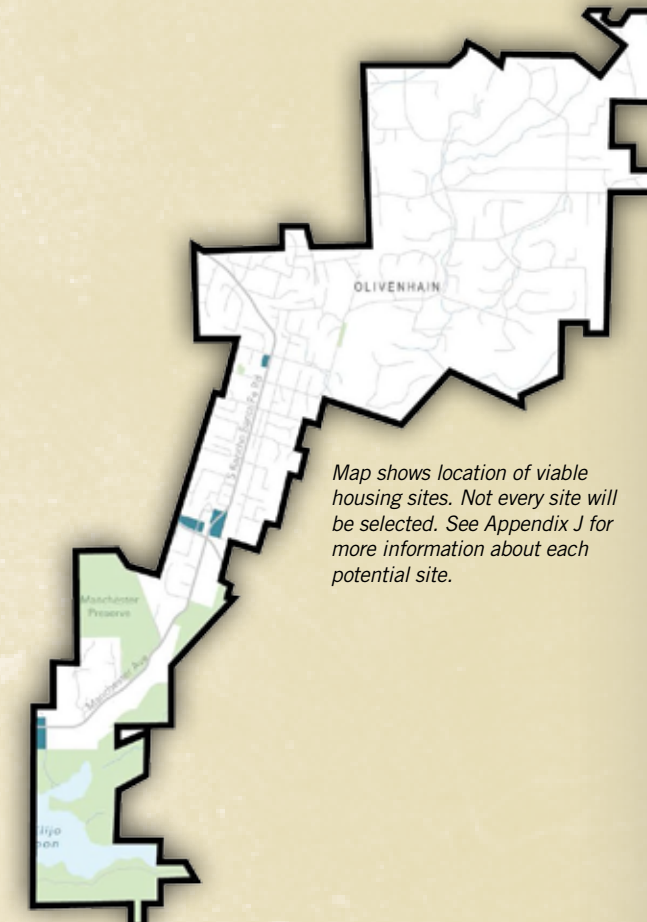
OLIVENHAIN



Olivenhain is characterized by rural, low density residential uses on large lots, considerably different than the coastal communities to the west. The community's only commercial uses are located at the intersection of Encinitas Boulevard and Rancho Santa Fe Road, with a few office uses on Rancho Santa Fe Road at 11th Street. Many parcels include orchards, horticultural uses, and grazing areas for horses. Several equestrian centers are located within the community and City trails for other horse riding opportunities.

Olivenhain's major corridor is Rancho Santa Fe Road, a three-lane roadway extending from the north City boundary to Encinitas Boulevard. South of Encinitas Boulevard, the street name changes to Manchester Avenue and continues south as a two-lane, rural roadway to connect ultimately to El Camino Real and Interstate 5. Many of the community's roadways are rural, private roads, with few sidewalks or pedestrian amenities. Olivenhain is primarily zoned for large lot, rural development with very low densities (RRFP, RR and RR-2).

Based on the dispersed approach to accommodating housing throughout the City (as approved by Council on July 17, 2013), Olivenhain needs to accommodate about 15% of the share, or a target of 192 housing units to meet state requirements. The map featured here includes all viable sites for future housing in Olivenhain based on the mapping approach endorsed by the City Council on September 25, 2013.



Map shows location of viable housing sites. Not every site will be selected. See Appendix J for more information about each potential site.

Existing Homes	Target New Homes	% Increase
2,410	192	8

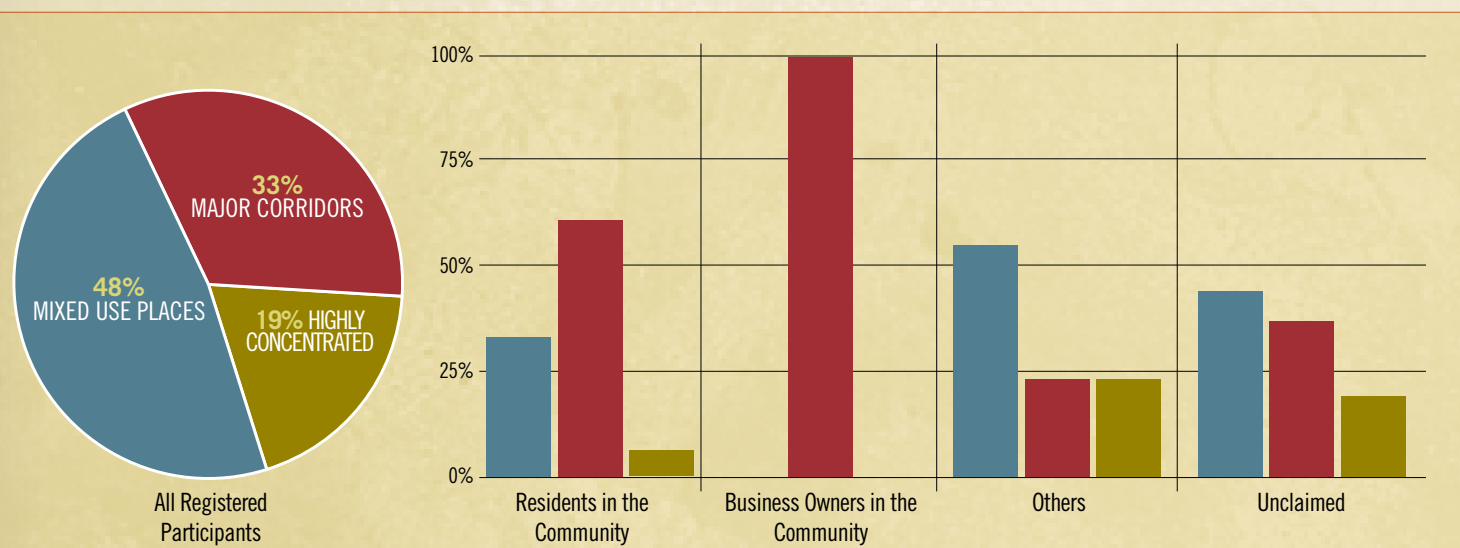
The City's outreach efforts and use of e-Town Hall provided the mechanisms to increase project awareness, maximizing public interest and participation. Through this effort, a total of 191 preferences or comments were submitted through e-Town Hall for the Olivenhain community (110 for the "ready-made" scenario, 57 for the "build-your-own" scenario and 24 for the "describe" community characteristics section). The sections below summarize the results from the "ready-made" and "build-your-own" feedback for the Olivenhain community. Common themes from the "describe" community characteristics section are also introduced.

Appendix J includes a fact sheet for each Viable Housing Site in Olivenhain (labeled O-1, O-2, etc.). The fact sheets include information on a particular site such as property address, APN, site description, proximity to amenities and area photos.

1. Preferred Ready-Made Strategy

A total of 110 responses were received on this topic. Responses were received from "registered" participants (those who created an account on e-Town Hall), as well as "unclaimed" participants (completed the activity without registering). Registered participants (83) indicated that Mixed Use Places was the preferred "ready-made" strategy (48%). This option was selected slightly more than the other two strategies that were provided and considered for public input, Major Corridors (33%) and Highly Concentrated (19%). Participant breakdown is reflected below.

- Residents living in the community selected Major Corridors (61%) over the Mixed Use Places (33%) and Highly Concentrated (6%) options.
- All owners of businesses located inside Olivenhain selected Major Corridors (100%).
- All others (i.e., residents/business owners outside the community) preferred Mixed Use Places (55%).
- 12 of 27 "unclaimed" responses supported Mixed Use Places (44%).



Ready-made strategies also included the neighborhood prototype assigned to each site. Selecting a preferred ready-made strategy also resulted in conveying the mix of neighborhood prototypes associated with this strategy.

As designed, Mixed Use Places distributes new housing opportunities on several sites on Rancho Santa Fe Road and Manchester Avenue. The Mixed Use Places option allows infill residential development at 2/3 stories in three key areas (refer to sites O-1, O-5 and O-6). The Mixed Use Places option also introduces housing at the northeast corner of Rancho Santa Fe Road and Encinitas Boulevard (site O-2) with mixed use village center development at 2/3 stories. Viable housing sites O-1, O-2, O-5 and O-6 can accommodate 182 new housing units.



2. Top “Build-Your-Own” Sites

A total of 57 responses were received on this topic, of which 41 came from fully registered participants on e-Town Hall. Participants had many different ways to develop a land use plan that satisfied a target of 192 units (a total of six Viable Housing Sites were provided to choose from for site selection). Although there was some level of expressed support for all of the sites in the community, only sites with the associated neighborhood prototype that minimally satisfied or exceeded the target number of 192 new units are described with more detail.

Relative to the total number of times specific sites were identified, Viable Housing Sites O-2, O-4 and O-5 were the most supported through the “build-your-own” exercise. This mix of sites accommodates new housing opportunities in areas spread throughout the community, along Rancho Santa Fe Road and Manchester Avenue. Sites O-4 and O-5 are located at the northeast and southeast corners of Manchester Avenue and El Camino Real. Viable housing site O-2 is located generally at the northeast corner of Rancho Santa Fe Road and Encinitas Boulevard.

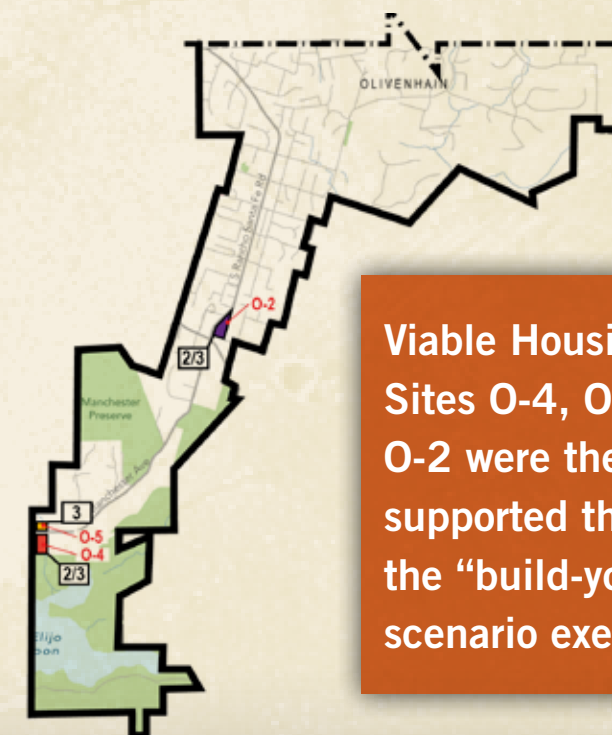
- Residents living in Olivenhain selected site O-5 100% of the time. Residents also strongly supported site O-4 (92%). Site O-2 received 38%. Site O-3 received 61% support.
- Owners of businesses located inside Olivenhain all favored sites O-5 and O-4 (100%). Site O-2 was selected by 50% of the participating business owners.
- All others (i.e., residents/business owners outside the community) supported site O-2 the most frequently (81%). Viable Housing Site O-4 received 73% and site O-5 received 58%.
- 16 “unclaimed” responses were received, supporting site O-4 the most frequently (81%). Sites O-5 and O-2 both received 69% support.



Since the exercise allowed participants to choose both sites and a neighborhood prototype to assign to the site, the level of support for different neighborhood prototypes on each site can be summarized as well. Neighborhood prototype selection also registered a participant’s acceptance level for how tall new development would be permissible with any rezone (2/3 or 3 stories).

- Site O-2: 44% stated support for Village Center Mixed Use at 2/3 stories; 26% for Residential Infill Medium to Large Site at 2/3 stories; 18% for Village Center Mixed Use at 3 stories; and 11% for Residential Infill Medium to Large Site at 3 stories. This yields approximately 71 new housing units under the mixed use, 2/3-story prototype.
- Site O-4: 39% expressed support for Neighborhood Center Mixed Use at 2/3 stories; 33% for Residential Infill Medium to Large Site at 2/3 stories; 18% for Residential Infill Medium to Large Site at 3 stories; and 9% for Neighborhood Center Mixed Use at 3 stories. This yields approximately 60 new housing units under the mixed use, 2/3-story prototype.
- Site O-5: 50% noted support for Residential Infill Small Site at 2/3 stories and 50% for Residential Infill Small Site at 3 stories. Since more support for 3 stories came from respondents “inside” the community and more support for 2/3 stories came from “outside”, the 3-story prototype is reflects the more preferred housing type option through the “build-your-own” strategy. This yields approximately 54 new housing units under the residential infill, 3-story prototype.

Sites O-4 and O-2 with mixed use development at 2/3 stories and site O-5 with residential infill at 3 stories can accommodate 185 new housing units.



Viable Housing Sites O-4, O-5 and O-2 were the most supported through the “build-your-own” scenario exercise

VILLAGE CENTER MIXED USE - MEDIUM SITE



NEIGHBORHOOD CENTER/ MIXED USE - LARGE SITE



RESIDENTIAL INFILL - SMALL SITE

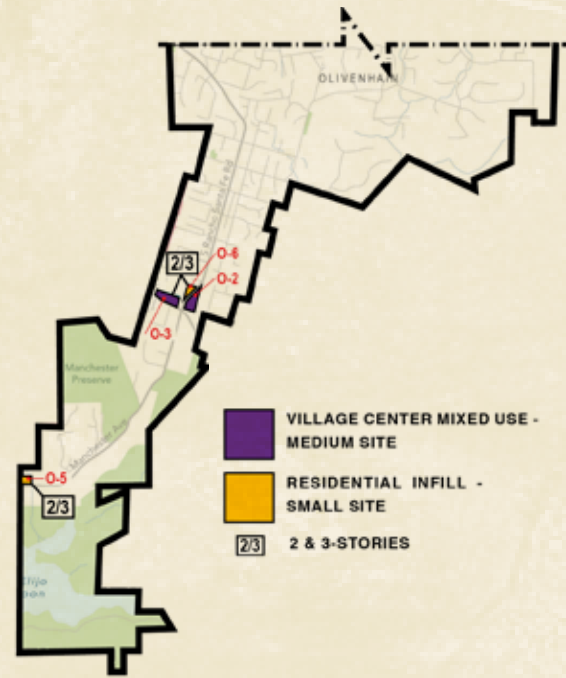


2/3 2 & 3-STORIES
3 3-STORIES

3. Cumulative Ranking

This section of the report combines results from the “ready-made” and “build-your-own” exercises to produce a unified result, regardless of the approach a participant took to express preferences in e-Town Hall. Participants were allowed to select a preferred ready-made housing strategy and provide input via the build-your-own exercise. Based on a cumulative ranking of “ready-made” and “build-your-own” preferences, sites are identified with accompanying neighborhood prototypes, yielding an approximate housing number than can satisfy the approximate number of housing units targeted for the community.

Cumulative rankings (CR) take in account the level of participation from each exercise and the neighborhood prototype assigned to a preference. As shown below with a running total capacity, only sites with the associated neighborhood prototypes that are needed to minimally satisfy or exceed the target number of 192 new units are described with more detail.



SITE	RUNNING TOTAL CAPACITY
O-6 (CR score of 82) - Residential Infill Small Site at 2/3 stories for 30 units	30
O-5 (CR score of 55) - Residential Infill Small Site at 2/3 stories for 43 units	73
O-2 (CR score of 52) - Village Center Mixed Use at 2/3 stories for 71 units	144
O-3 (CR score of 47*) - Village Center Mixed Use at 2/3 stories for 72 units	216

* Study areas O-3 and O-1 both received a CR score of 47. Study area O-1 is not included due to lower capacity yield (30 units) and recorded opposition through e-Town Hall (see “Olivenhain - Highly Objectionable Sites” section).

Sites O-6 and O-5 with residential infill at 2/3 stories and sites O-2 and O-3 with mixed use development at 2/3 stories can accommodate 216 new housing units.

4. Similarities and Differences

A consistent theme between the “ready-made” and “build-your-own” results is that 2/3-story development is the favored height limit, regardless of location or prototype. In only one instance was a 3-story development prototype supported (Site O-5 in the “build-your-own” strategy). Another commonality is that all of the sites that are favored in the cumulative ranking were also sites identified in the favored “ready-made” strategy, for the most part (sites O-2, O-5 and O-6). While more participants expressed a preference using the “ready-made” topic than the “build-your-own” topic, the number of participants (41) using the build-your-own approach to providing input was sufficiently large to influence the result.

5. New Sites Proposed

If participants wanted to suggest new or alternatives sites for housing, they were encouraged to submit other ideas. Through e-Town Hall, ideas for new locations in the Olivenhain were submitted; however, no single site or area was mentioned by more than one participant.

6. Highly Objectionable Sites

Through the “build-your-own” exercise, not only could community members personalize their own planning strategy, they were also able to identify areas where they opposed allowing any new housing development. In Olivenhain, site O-1, which is located at the southwest corner of Lone Jack Road and Rancho Santa Fe Road, registered as the top objectionable site. A total 18 people that fully registered on e-Town Hall noted a concern with this site. Although this section of the report only factors in “build-your-own” strategy input, it is worth noting that comments were also made in other areas of e-Town Hall through open-ended statements, expressing similar concerns for new development on Rancho Santa Fe Road.

7. Community Comments

In addition to preferences on housing sites and types of housing, comments on community character, housing element compliance, etc. were received through e-Town Hall. Many of these comments focused on the advantages of identifying housing opportunities in certain areas or favoring housing in certain areas over others. Please refer to Appendices K, L, and M for a list of all community comments. Other community comments received, outside of e-Town Hall, are provided as Appendix N.

The character in Olivenhain is reminiscent of a semi-rural or country community, which is highly valued. The trail system, pastoral setting, and historic buildings reinforce that relaxed and open theme. These community characteristics primarily occur north of the four corners intersection. Participants generally noted that new housing is more compatible with Olivenhain’s character at the four corners and southward. The recorded preference for Mixed Use Places in the “ready-made” strategy” is also consistent with these valued community characteristics, with the exception of the northernmost site.

The character for each community was generally described in the second station/board series presented at the Community Dialogue Sessions and on the project website, www.AtHomeinEncinitas.info (see Appendix H for display boards from the Community Dialogue Sessions). Seven distinct community character types exist in Encinitas, with each community exhibiting between two and five character types. Olivenhain includes two different community character contexts. No explicit disagreement with these descriptions was registered on e-Town Hall and the community-specific character descriptions were favorably received at the Community Dialogue Sessions.

More analysis and incorporation of the feedback received on community character will occur with the preparation of design standards, which will guide the character of future housing and mixed use development.

VALUED COMMUNITY CHARACTERISTICS

- Pastoral
- Trail network
- Relaxed and open
- Historic buildings

CONCLUSIONS

Three preferred land use and design character maps emerged (see Appendices O,P and Q for full-sized maps):

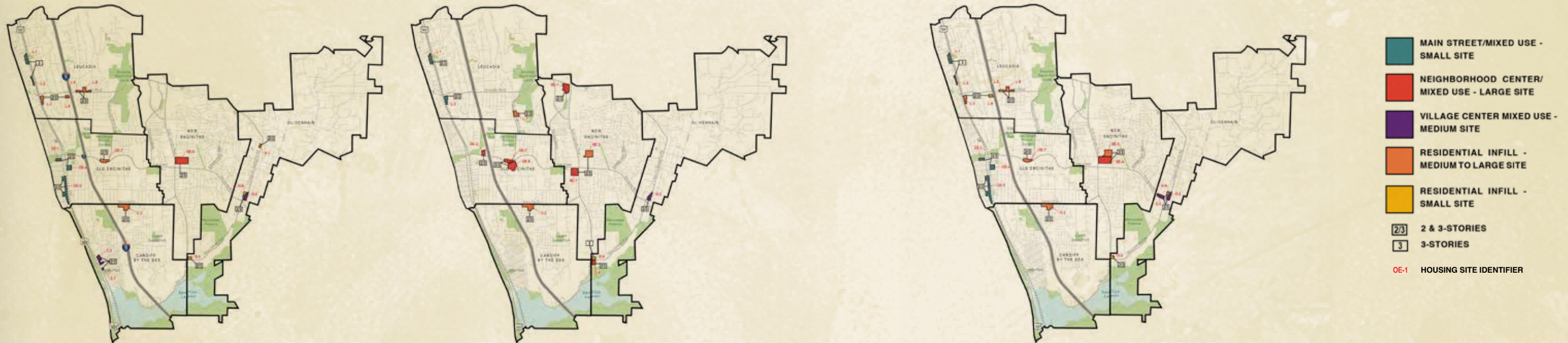
- **PREFERRED “READY-MADE” STRATEGY:** Of the three “ready-made” strategies, Mixed Use Places received the greatest amount of support for all five communities.
- **PREFERRED “BUILD-YOUR-OWN” STRATEGY:** This strategy includes the top viable housing sites selected through the “build-your-own” strategy exercise, along with the highest supported neighborhood housing prototypes that resulted in the approximate target number of housing units for each community.
- **CUMULATIVE RANKING:** The Cumulative Ranking combined the total number of preferences for sites to obtain the top ranked sites that were selected as part of a “ready-made” strategy or through the “build-your-own” exercise. Rankings for sites were developed based on the number of times they were selected and their capacity to accommodate the target number of housing units for the community.

The exceptionally rigorous and broad public engagement process produced an unprecedented level of participation for an update to a housing plan. More than the impressive amount of input received, the quality responses were invaluable for identifying likely community-supported solutions for updating the housing plan. Clear themes emerged to guide preparing the Housing Plan Update, along with providing insights into other issues and aspirations participants have beyond housing to further strengthen the outstanding quality of life residents and businesses enjoy in Encinitas. With many steps remaining in the process, stay informed and involved via www.AtHomeinEncinitas.info.

PREFERRED READY-MADE

PREFERRED BUILD-YOUR-OWN

CUMULATIVE RANKINGS



Refer to Appendix J for more information on each site.

