

# El Camino Real

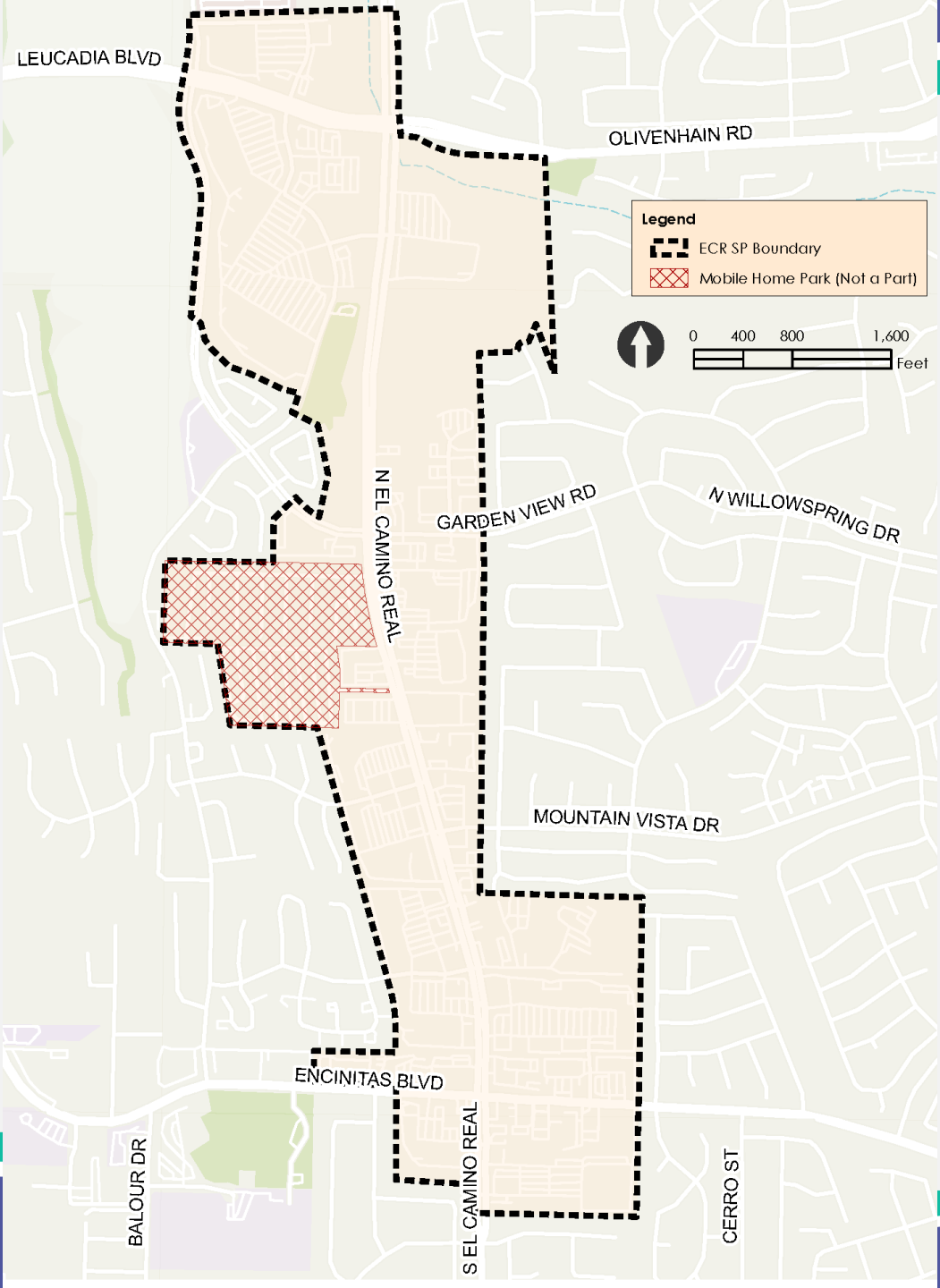
SPECIFIC PLAN

City of  
**ENCINITAS**

# El Camino Real Specific Plan

## Developer Roundtable Discussion

December 7, 2021



# Project Team

## City of Encinitas

Jennifer Gates, Advanced Planning Manager

Melinda Dacey, Planner IV - Advanced Planning

## RICK Planning + Design

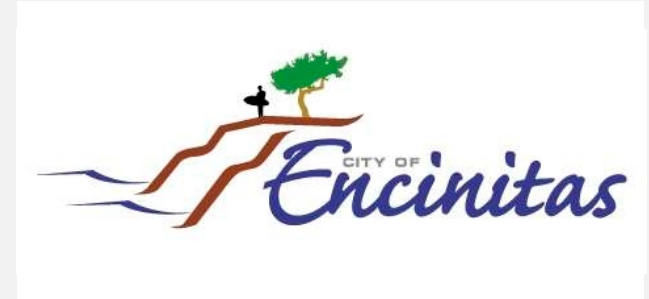
Brooke Peterson, Project Manager - Planner

Mimi Morisaki, Deputy Project Manager - Planner

Britt Palmberg, Economist/Principal Planner

## Citythinkers

Diego Velasco, Urban Designer



# Agenda

**Introductions  
Overview Presentation**

3:00 – 3:15 PM

3:15 – 4:15 PM

4:15 – 4:30 PM

**Public Comments  
Next Steps**

## Roundtable Discussion

- Market Reflections / Market Forecast
- Current Regulations
  - Housing
  - Parking

# Developer Introductions

Name . Company . Development Focus

# Project Background & Purpose



## 2013-2021 Housing Element Update

- Goals and programs to diversify housing in Encinitas



## HCD's Local Early Action Planning (LEAP) Grant Program

- Expedite permit approvals and objective design standards for the El Camino Real corridor



## Market Analysis

- Understanding the current economic climate with suggestions for the future

# Roundtable Discussion Purpose

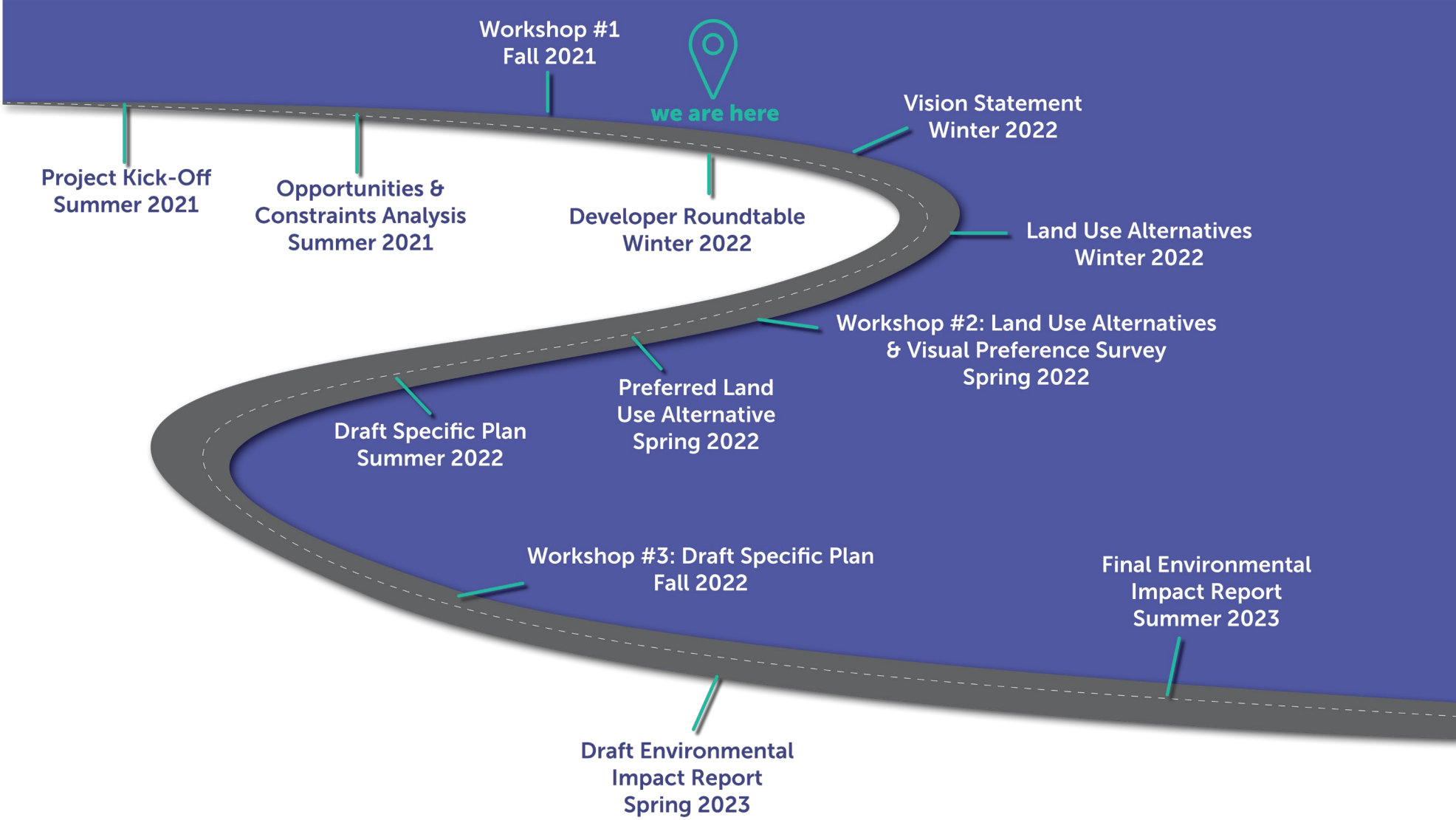


**Understand barriers to development, including housing development**



**Obtain feedback and ideas on options that would make the corridor an attractive investment opportunity**

# Project Process





# Roundtable Discussion

What can we do to encourage development and integrate housing within the corridor?

# Roundtable Discussion Topics

- Market Reflections / Market Forecast
- Current Regulations
- Housing
- Parking

# Market Reflections / Market Forecast

- What conditions would attract you to develop within the corridor?
- What user experiences are you seeing your tenants and visitors requesting?

# Current Regulations

- What regulations, policies, and/or processes would be most ideal in order to enhance or facilitate development?
- Thoughts on providing connections and access between parcels?

# Housing: pt. 1

- What would you need in order to make housing feasible?
- What types of properties are most ideal for housing? Why?
- What amount of housing and what product types could the market support?

# Housing: pt. 2

- Thoughts on including residential units above existing commercial space?
- Thoughts about mixed use development with housing (horizontal or vertical)?

# Parking

- Thoughts on parking options / programs to accommodate visitors, workers, and residents within the corridor?
- Thoughts on tenant agreements related to parking needs?

# Public Comments



# Next Steps



## Contact Information

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## Project Website

[encinitasca.gov/El-Camino-Real-SP](http://encinitasca.gov/El-Camino-Real-SP)



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S P E C I F I C P L A N

City of  
**ENCINITAS**